



Date: March 8, 2016

To: Mayor and Members of the City Council

From: Patrick H. West, City Manager *T.H.W.*

Subject: **"Beach Streets Downtown" Open Street Event**

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Everyone is invited to participate in the "Beach Streets Downtown" Open Street event on Saturday, March 19, from 10:00 a.m. to 5:00 p.m. Portions of North Pine Avenue and the Broadway corridor from Pine to Euclid Avenues will be opened for walking, bicycling, skating and socializing, by temporarily closing the street(s) to vehicle traffic.

A block party, concerts, a community festival, kid's zones, food tasting and bands playing on restaurant patios are just some of the entertainment and activities that will be provided along the four-mile route, including several activity hubs such as:

- Pine Avenue from 1st Street to 8th Street in Downtown
- Linden Avenue from 1st Street to 4th Street in the East Village Arts District
- Cherry Avenue from 2nd Street to 4th Street, including Bixby Park
- 4th Street from Cherry Avenue to Junipero Avenue on Retro Row
- Broadway between Redondo Avenue and Euclid Avenue, Beach Streets Block Party

Open Street events are gaining popularity throughout North America, and an estimated 25,000 people participated in the similar Beach Streets Uptown event along Atlantic Avenue in June 2015.

Many City departments are participating in Beach Streets Downtown, with healthy, active-living activities, booths and information for the whole family, including the Health, Fire, Police, Library, Parks, Recreation and Marine, Airport, Port, Public Works and more.

Open Street events promote the pursuit of innovative strategies to achieve environmental, social, economic, and public health goals. By repurposing streets for cyclists, pedestrians, and other non-motorized users, cities are encouraged to consider other ways our streets can be used.

Bicycles will be available for City Council members and adult family members. However, children's bicycles and baby seats are not available. VIP Parking will be available on Cherry Avenue between Ocean Boulevard and 2<sup>nd</sup> Street.

“Beach Streets Downtown” Open Street Event

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For more information, including updates, entertainment, maps and public parking information, please visit [www.beachstreets.com](http://www.beachstreets.com).

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ATTACHMENT

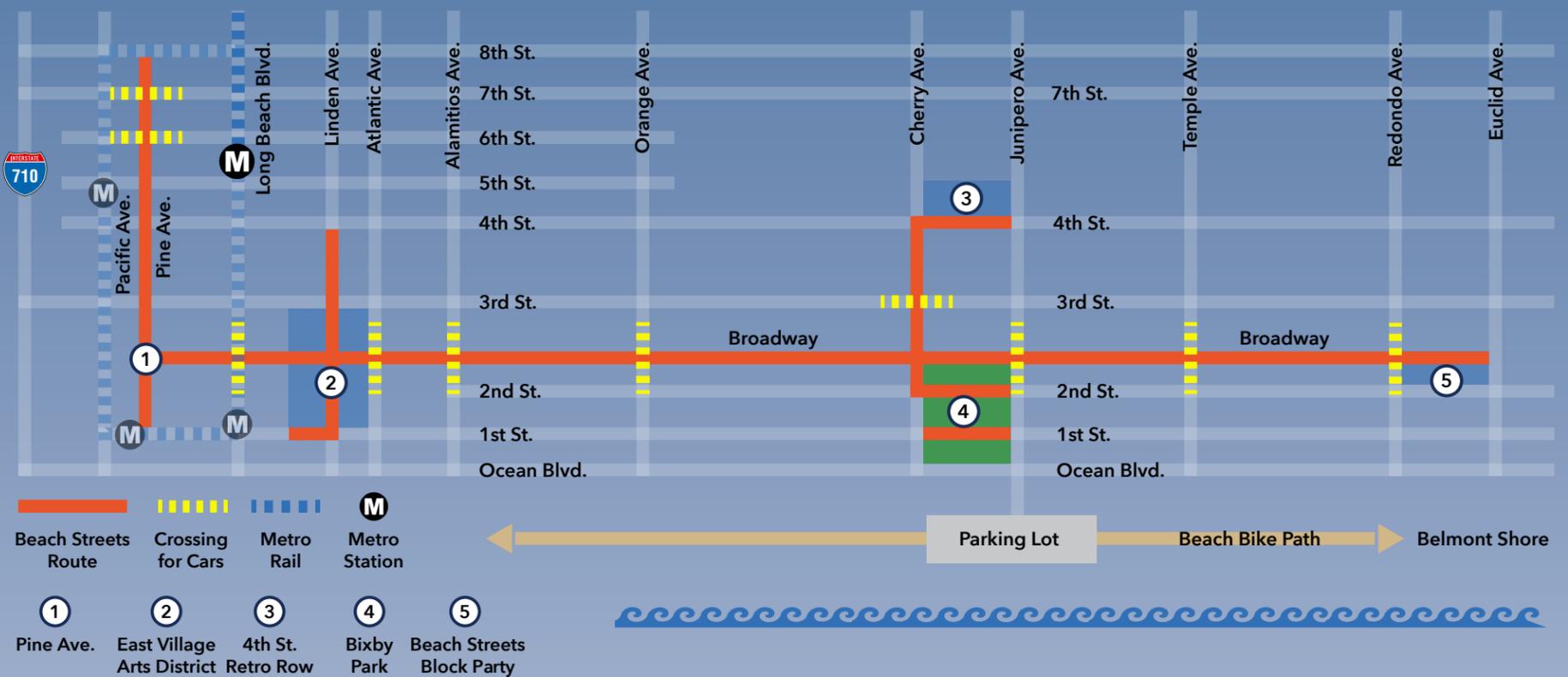
CC: CHARLES PARKIN, CITY ATTORNEY  
LAURA L. DOUD, CITY AUDITOR  
TOM MODICA, ASSISTANT CITY MANAGER  
ARTURO SANCHEZ, DEPUTY CITY MANAGER  
REBECCA JIMENEZ, ASSISTANT TO THE CITY MANAGER  
DEPARTMENT HEADS

# WALK | BIKE | SHOP



THE CITY OF LONG BEACH PRESENTS  
**AN OPEN STREET EVENT**  
**SATURDAY**  
 MARCH 19TH 10AM - 5PM

ENTERTAINMENT FOR THE ENTIRE FAMILY AT HUBS ALONG THE ROUTE!



Beach Streets is for walking, bicycling, socializing and giving the street back to the community - no cars!



- Explore local businesses and restaurants.
  - Come and participate in an exciting local family-friendly event!
  - Bicycles, skates, rollerblades, skateboards, walking, etc... Basically anything without a motor!
- (officially marked means of transportation for those with disabilities excepted).



[BEACHSTREETS.COM](http://BEACHSTREETS.COM)

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