Preliminary
LGBTQ+ Cultural District Report

June 2023 Draft
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Executive Summary

On June 21, 2022, the City Council unanimously approved a recommendation brought forth by Councilmember Cindy Allen and then-Mayor Robert Garcia, for City staff to work with community stakeholders to create a visioning process and feasibility plan for the LGBTQ+ Cultural District. Since then, City staff has convened an internal working group comprised of City staff across multiple operations, including the City Manager's Office, Development Services Department, Parks, Recreation and Marine Department and Public Works Department.

Staff has also convened a group of community stakeholders, distributed a community survey, and held a community engagement event to create a vision for the LGBTQ+ Cultural District which will help recognize and support the LGBTQ+ community located along the Broadway Corridor. The original proposed project area was along East Broadway from Alamitos to Junipero Avenues. Based on community input, the revised project area expands to Temple Avenue.

Many of Long Beach’s queer bars and spaces, as well as LGBTQ+ businesses, are located along the corridor, and the area has been a longstanding and important place for the LGBTQ+ community to gather and organize.

The goal of the LGBTQ+ Cultural District is to honor the LGBTQ+ community in Long Beach by activating the proposed district area. This will be done by highlighting the cultural and historical significance of the LGBTQ+ community in this neighborhood, help support the LGBTQ+ businesses and institutions, and invest in public improvements to ensure the LGBTQ+ community continues to thrive in this neighborhood.
Bixby Park is a part of the proposed district and is a significant landmark in the neighborhood for LGBTQ+ and other community events.

<table>
<thead>
<tr>
<th>Initiative Timeline</th>
<th>Date</th>
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<tbody>
<tr>
<td>Council Action</td>
<td>June 21, 2022</td>
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<tr>
<td>Forming of internal teams</td>
<td>Summer 2022</td>
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<tr>
<td>Form advisory group</td>
<td>Fall 2022</td>
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<tr>
<td>Develop and release survey</td>
<td>October 5, 2022</td>
</tr>
<tr>
<td>Host community event</td>
<td>October 27, 2022</td>
</tr>
<tr>
<td>Survey Closed</td>
<td>December 6, 2022</td>
</tr>
<tr>
<td>Share preliminary report with Advisory Committee</td>
<td>Late Spring 2023</td>
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<tr>
<td>Meet with Advisory Committee to gather feedback</td>
<td>Spring 2023</td>
</tr>
<tr>
<td>Revise Report based on initial feedback</td>
<td>Early Summer 2023</td>
</tr>
<tr>
<td>Host community event to gather feedback on the report</td>
<td>Summer 2023</td>
</tr>
<tr>
<td>Revise Report based on feedback</td>
<td>Late Summer 2023</td>
</tr>
<tr>
<td>Present to Council for their consideration (action)</td>
<td>Early Fall 2023</td>
</tr>
</tbody>
</table>
Historical Background

Forming an LGBTQ+ Haven

Long Beach has a rich history of LGBTQ+ advocacy and community and is now renowned for its thriving gayborhood and community landmarks, like Harvey Milk Promenade Park in Equality Plaza, which celebrate and embrace this community. However, a closer look at the City’s history shows that these victories have been hard-won ones by the LGBTQ+ community members in Long Beach. The LGBTQ+ Cultural District will seek to uplift these historic struggles and celebrate the advocates who have earned so many civil rights victories and inspire future advocates.

Early 20th-century LGBTQ+ history in Long Beach tells the story of gay entrapment, a practice by which homosexual behavior was explicitly criminalized as disorderly conduct. In 1914, two men were arrested during a raid of the Long Beach 606 Club and the 96 Club, two gay spaces that had been on the Long Beach Police Department (LBPD) force’s radar for some time. The bust was big, and the press it garnered called wide attention to the practice of entrapment. In the 1950s, gay bars like The Patch and gay societies like the Daughters of Bilitis and the Long Beach-based Satyrs Motorcycle Club were safe havens from police attention.

It was in the 1960s that the LGBTQ+ population began to truly grow in Long Beach. LGBTQ+ serving bars and churches began to open, and LGBTQ+ people began to gather and form community. From these gatherings, they created a hotline and service center to provide social services and recreational activities. In 1977, the Lambda Democratic Club was organized to defeat a California Initiative that would have barred gays and lesbians from working in public education. At about the same time, a local chapter of Parents and Friends of Lesbians and Gays (PFLAG) was formed.

During this period, however, members of the LGBTQ+ community also faced discrimination and violence from law enforcement, business owners and individuals. In 1973, for example, Club Ripples, Long Beach’s first gay dance club, was firebombed. Larry Hebert, one of the former owners of Club Ripples, stated in a 2019 Long Beach Press-Telegram Interview, “People would shoot up the bar. They would come in with knives, with bats or clubs, different things — they would want to hurt people.”

Long Beach as a “Gay Mecca”

In the 1980s, the Broadway Corridor began to solidify as a “Gay Mecca,” as the LA Times called it in a 1984 article. The City’s historic gay bars and California’s second-largest Pride celebration every year had attracted the highest concentrations of same-sex couples in the L.A. area as residents. At this time, there was an estimated 25 to 50 percent of gay-owned businesses along the Broadway corridor and an estimated 30 percent gay people residing along the corridor, compared with to 8 to 13 percent citywide.
Long Beach’s first Pride parade in 1984 lasted only 30 minutes despite drawing a crowd of thousands. Judi Doyle, the Long Beach Lesbian and Gay Pride Parade President, was threatened with violence in the weeks leading up to the 1985 march. Today, it has grown into the third largest such event in the nation attracting more than 75,000 participants over the two-day celebration. In 1987, the Long Beach City Council banned discrimination against LGBTQ+ people in employment. Two years later, the City banned discrimination against people with HIV/AIDS.

However, the HIV/AIDS crisis left a lasting impact in the community. The Broadway Business Association, that had sprung up on Broadway, led by LGBTQ+ business owners, crumbled when business owners got too sick or began to pass away. Surviving businesses of Broadway advocated for AIDS awareness, hosting fundraisers and parties. The lasting impact of the epidemic is felt in the community today.

“There’s only a few of us left. And sometimes you wonder how times have changed, where are they, those that have gone, you know? To appreciate every moment today, because it can be gone so quickly,” said Barbara D’Allessandro, owner of Hot Stuff, a LGBTQ+ gift store that was established in 1980. She took over the store after her brother and his partner both passed away from the epidemic.

“It’s important that our gay spaces stay open,” said Ken Davis, co-owner of Hot Java on Broadway, when Hot Stuff was temporarily shut down due to a fire. “I take a lot of pride in being a part of this block and a part of the community.”

**Present Day Community**

Today, the City of Long Beach’s LGBTQ+ friendly reputation has come from various pro-equality policies such as its contractor non-discrimination ordinance, trans-inclusive health benefits, and LGBTQ+ youth programs funded by The Center for Families and Youth.

In 2013, the LGBTQ+ community, in partnership with the City, established Harvey Milk Promenade Park and a focal point of the park is Equality Plaza, an area dedicated to recognizing local area LGBTQ+ leaders and their contributions to Long Beach and the gay civil rights movement. In 2014, the City elected their first openly gay mayor, Robert Garcia.

Now the City plans to encapsulate and celebrate the history of the LGBTQ+ community in the historically queer Broadway Corridor.
Cultural District Establishment Processes

There is no single way to establish a cultural district. Cultural districts may be established through public-private partnerships, non-profit organizations, or through grassroots community efforts. These districts may also focus on business development, cultural production, arts and entertainment, or highlighting pre-existing community culture and history. Typically, cultural districts are established through a process that involves acquiring funding to plan and implement the district, identifying stakeholders, and developing the plan. Upon its establishment, a cultural district may be advanced through hosting events in the cultural district, arranging public art agreements, and making the space accessible for community usage.

The following LGBTQ+ cultural districts listed use a combination of strategies including public art, signage, organized community activities, and business development to activate and uplift the LGBTQ+ community.

QMunity District – San Jose, CA
https://qmunitydistrict.org/

The QMunity District was formally designated 2020 as an LGBTQ+ District by the City of San Jose that showcases the community’s diversity, history, and culture. City-funding was designated for community-planned improvements such as decorative street lighting and public art. To activate and advance the cultural district, the QMunity District developed an online platform to market community events centered around the LGBTQ+ community.

Murals painted as part of the QMunity District Initiative in San Jose.
Photo: QMunity District
Northalsted – Chicago, IL
https://northalsted.com/

Formerly known as Boystown, the Northalsted Business Alliance is a chamber of commerce that was established in 1982 with a mission to improve economic vitality and quality of life through programs and services that celebrate the LGBTQ+ community. The organization organizes attractions including a pride art and history tour, festivals, and community events. Within the neighborhood there is a special taxing district that provides funds to address the concerns of property and business owners such as street landscaping, waste receptacles, and seasonal decorations.

Village Montreal – Montreal, Canada
https://villagemontreal.ca/en/

The Village Montreal is a commercial development district historically known as the “Gay Village.” The first known gay establishments and LGBTQ+ community activity dates back to the 1860s. Now, the Village aims to secure the economic sustainability of the neighborhood through diversity, inclusivity, and innovation. The Village is the home of Montreal Pride, a summertime pedestrian-only zone that encompasses the main street running through the neighborhood, and public art displays.
Community Engagement

Community Survey

On October 5, 2022, the City released a community survey to collect feedback and encourage community members to participate in the visioning process. Community members were asked to provide preferences and feedback for potential general improvements, safety improvements, and other priorities for the LGBTQ+ Cultural District. The goal of this survey was to collect initial feedback for the types of improvements and investments the city should prioritize for the creation of the LGBTQ+ Cultural District. The survey closed on December 6, 2022.

The LGBTQ+ Cultural District survey was promoted and distributed through social media and department newsletters. Additionally, fliers for the survey and the Community Visioning Event were posted in LGBTQ+ establishments and public park community event boards throughout the proposed district boundaries.

For the LGBTQ+ Cultural District survey, there were a total of 495 respondents. Survey respondents were asked to complete demographic information, in addition to questions on age, race/ethnic background, and location. Respondents were asked to provide details on sexual orientation, gender identity, and other factors. These additional demographic questions were used to evaluate whether survey outreach was capturing feedback from members of the LGBTQ+ community, as well as residents and stakeholders from within the proposed Cultural District Boundaries. In addition, this demographic information will be utilized to better inform future engagement efforts and improvements to outreach outcomes.

Community Survey Demographics

Figure 1. Age Ranges of LGBTQ+ Cultural District Survey Respondents
Figure 2. Race and Ethnicity of LGBTQ+ Cultural District Survey Respondents

Figure 3. Count of Survey Respondents Who Live In or Work In the LGBTQ+ Cultural District
Figure 4. Gender Identity of LGBTQ+ Cultural District Survey Respondents

Figure 5. Sexual Orientation of LGBTQ+ Cultural District Survey Respondents
Community Engagement Findings

Figure 6. Requested General Improvements by All Survey Respondents

The top five requested improvements include: art installations, murals, historical plaques, decorative lighting, and streetlight post banners.

Figure 7. Requested Safety Improvements by All Survey Respondents

The top five requested safety improvements include: better street lighting, improve business density, non-police safety ambassadors, homeless support, and increase pedestrian activity.
Art installations can include murals, sculptures, or interactive art pieces like the one above located in Alexandria, VA. Photos: SOFTlab
Decorative and functional lighting can be used to improve street lighting, the most common request for safety improvements from survey respondents.

Signage like the example above used in New York, NY can share relevant history with visitors. Photo: Gregory Sholette
Survey Themes and Community Quotes

Highlighting History
Maintaining and highlighting local LGBTQ+ history is an important request from residents, visitors, and stakeholders in the proposed LGBTQ+ Cultural District. The development of the LGBTQ+ Cultural District represents an opportunity to educate and recognize the important contributions of the LGBTQ+ community and the influence the community has had on the City of Long Beach.

The following pages share direct quotes from the community, organized by theme.

“Better focus on history, especially for people within the community that are young or new to help them know.”

“I like learning about history specific to my community. More welcoming to POC would be good. And some sort of public space to gather/resource area which is not tied to a business would be nice.”

“Acknowledging the corridor’s significance in both gay and Long Beach history.”

Safety & Activation
Respondents prioritized the investment of improvements to address the perception of safety. In addition to physical improvements through investments in lighting and accessibility, respondents expressed how the visibility of an active community made them feel safer. Activating public spaces, addressing business vacancies, and increasing the number of events and opportunities for community members to gather were noted as important factors in making people feel welcome and safe.

“I really think it’s the community and the people that visit. The flags and rainbows make me feel very welcomed and comfortable, but not safe.”

“I like best the people walking about and transmitting a happy to be me vibe. I love the human expression of friendliness in the general area. I love the people walking about with the dogs too. I love seeing people coupled up, gays, holding hands in the open air.”
“Accessibility & safety. Safe bike routes, plenty of parking, and general safety in the area.”

“More business development. There are empty retail spaces that need to be filled. A neighborhood grocery store, a bakery, thrift shop, LGBTQ friendly gym.”

“My priority for a future LGBTQ+ Cultural District in Long Beach would be to create an activity hub for the LGBTQ+ community through the arts, education, activism, and civic involvement.”

Main Priorities
Across all categories, survey respondents identified priorities such as building an inclusive and safe space for all, but especially members of the LGBTQ+ community. The following quotes from survey respondents capture themes heard throughout the survey responses.

“Building out the cultural center so people don’t have to pay to be a part of the community. When community is based out of retail spaces, only those with disposable income can be part of the community.”

“Surely each has crossover, but they all more promptly uplift the gay community over the larger LGBTQ community. LGBTQ spaces are pretty hard to come by as it is, and many of the deemed LGBTQ+ cultural districts there aren’t too many spaces that focus on just existing freely if you’re not gay. The other thing about these spaces is that they’re heavily catered towards drinking populations, and don’t feature too many spaces for those who do not drink.”

“The lack of female spaces. I want women’s bookstores, women’s bars, women’s coffeehouses, women’s open mic. I want bisexual and lesbian women to have our own places to meet.”

“Walkability is important. The district is meant to be enjoyed.”
In-Person Visioning Engagement Findings

The requested general improvements and safety improvements indicated through survey results mirror findings from in-person engagement. The LGBTQ+ Cultural District Visioning Event was promoted and distributed through social media and department newsletters. The event was also covered in the Long Beach Press-Telegram.

On October 27, 2022, the City hosted a community visioning event at Bixby Park to solicit community feedback on potential public improvements in the proposed LGBTQ+ Cultural District. At this meeting, community members were presented with examples of potential public improvements. Community members were invited to give feedback by placing stickers and/or notes to indicate support for potential types of improvements, and to provide feedback through written comment. The City also had discussions with attendees to learn more about their experiences visiting, living, and working in the proposed Cultural District.

Community members gathered at the Bixby Park Social Hall to share their vision for the LGBTQ+ Cultural District on October 27, 2022.
Requested Historical or Cultural Improvements

Figure 8. Collected responses for potential historical or cultural improvements from the October 27, 2022, LGBTQ+ Cultural District visioning event.

Community members at the visioning event prioritized the creation of murals uplifting the LGBTQ+ community and history, addition of pride flags, and the creation of public art.

Figure 9. Vision Board requesting feedback on potential historical or cultural improvements from the October 27, 2022, LGBTQ+ Cultural District visioning event.
Community members at the visioning event prioritized lighting, public transit, and cleanliness. At the event, community members discussed what makes an area feel safe to them including lighting, other visitors, and more. The City encouraged attendees to further document their discussion foci on the poster boards.

Figure 10. Collected responses for potential safety or public improvements from the October 27, 2022, LGBTQ+ Cultural District visioning event.

Figure 11. Vision Board requesting feedback on potential safety or public improvements from the October 27, 2022, LGBTQ+ Cultural District visioning event.
Next Steps

Short-Term Actions
This draft outlines the purpose and objectives formed at the kickoff of this initiative, documents the multiple community engagement sessions, summarizes community survey results, and includes precedent images visualizing improvements that fit the community input and highlight the historical significance of the Broadway Corridor.

The City produced and shared this draft of the report with the LGBTQ+ Cultural Advisory Group that is comprised of Broadway corridor stakeholders including residents and businesses. The Advisory Group feedback that was then incorporated into this document, the most up-to-date draft of the report. The feedback helped provide more context for the impact of the HIV/AIDS epidemic as well as its impacts on the business and neighborhood associations in the neighborhood. Advisory Group members also recommended that the Cultural District be expanded further east down Broadway Avenue to include important LGBTQ+ businesses, emphasize the value of business and resident engagement, and the importance of public art that engages visitors.

The City will host an additional community event that will be open to the public to gather input on the initial recommendations for the Cultural District. The final report will contain recommendations that were shaped and then later refined by the community. This plan will be presented to the Mayor and City Council in Fall 2023.

Long-Term Planning
With the presentation, the Mayor and City Council will have the opportunity to recommend next steps for implementation. Implementation often includes developing designs for the District using the report, identifying funding sources such as City funds, applying for and accepting grants, and selecting a contractor to install and construct prioritized improvements in the District. Often within a year of City Council action an initiative goes through the designing and hiring of a contractor as well as public bidding for small, simple improvements such as street furniture, tree plantings, signage, and murals. Between a year or two after City Council action, capital projects go through the design and contractor hiring process for major improvements such as lighting upgrades and right-of-way changes requiring construction.

There are additional strategies to activate the LGBTQ+ Cultural District in addition to the improvements recommended in the report. Residents, businesses, and visitors all play an important role in highlighting the history and culture of Long Beach’s LGBTQ+ Community. Long-term success will rely not only on public agencies that fund and maintain public improvements, but also on businesses, community organizations, and residents that invest in the ongoing coordination and efforts to activate the Broadway corridor to ensure that vision of the area is shaped by the area's businesses and residents. The development of a vision that includes continuous participation by the community through implementation will increase the chances for success in activating the LGBTQ+ Cultural District's in the long term.
## A District Rich with Opportunities

The following table provides examples of community- and business-led efforts that will improve the ongoing activation and success of the LGBTQ+ Cultural District.

<table>
<thead>
<tr>
<th>Activation</th>
<th>Example</th>
<th>Requirements</th>
<th>Benefits</th>
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<tbody>
<tr>
<td>Business Improvement Initiatives</td>
<td><strong>Fourth Fridays on 4th St</strong></td>
<td>This will require a business association for the corridor or an informal coalition of businesses and organizations to organize and promote events. This can take form as a Business Improvement District, Business Association, or informal coalition of Broadway Corridor businesses.</td>
<td>Brings consistent visitors to the area increasing business activity and street presence to improve the perception of safety.</td>
</tr>
<tr>
<td>Digital Calendar</td>
<td><strong>Visit Long Beach Digital Calendar</strong></td>
<td>Submit business and community events to the Visit Long Beach website to further event promotion.</td>
<td>Increase District visibility and generate interest in visiting.</td>
</tr>
<tr>
<td>Host new and ongoing LGBTQ+ events in the Broadway District.</td>
<td><strong>The Center’s ongoing social and support groups</strong> could use spaces such as the Bixby Park Social Hall for special events. Neighborhood Associations such as the Friends of Bixby Park and the Alamitos Beach Neighborhood Association, could also organize events such as barbecues, <strong>community clean ups</strong>, and educational workshops.</td>
<td>This will require an easy reservations process for public and private spaces. Organizations can post information in store and online about opportunities to reserve the space. Public spaces such as Bixby Park will need to share information on what spaces are reservable and how to reserve them for events.</td>
<td>Familiarize and normalize spending time in the District.</td>
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<td>Develop hyperlocal neighborhood and business associations.</td>
<td>Districts that have had successful activation efforts such as Retro Row used their neighborhood and business associations to build a cohesive image and coordinate ongoing events.</td>
<td>This will require the development and coordination of neighborhood residents and business owners to create associations with governance and implemented processes.</td>
<td>Neighborhood and business associations can serve as a representative of a given area to the City and other organizations overseeing activities in the neighborhood. They allow for coordinated events to occur that activate the community and draw in visitors.</td>
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<td>Join the Long Beach LGBTQ+ Chamber of Commerce (LBLGCC)</td>
<td>The <strong>LBLGCC</strong> serves as a support and networking organization to gay-owned and gay-allied businesses in Long Beach.</td>
<td>Organizations are required to pay an annual membership fee and invest time into using the resources made available through membership.</td>
<td>The LBLGCC provides a digital event calendar, business directory for potential customers, and resources for business improvement opportunities such as small-business grants.</td>
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<tr>
<td>Implement Sidewalk Dining and Parklets</td>
<td><a href="#">Parklet and Sidewalk Dining Permit Guide</a></td>
<td>Businesses must go through the parklet/sidewalk dining permit process. The investment level varies based on the scale of the outdoor seating set up and structure.</td>
<td>Outdoor seating provides a space for visitors and customers to gather, connect with community, and rest when walking around the District. Outdoor seating can also serve as a draw to business for those passing by.</td>
</tr>
<tr>
<td>Complete the Public Mural Process</td>
<td>The <a href="#">Arts Council for Long Beach</a> and <a href="#">Long Beach Walls</a> continuously have initiatives to increase murals across the City highlighting the community.</td>
<td>Property and business owners must confirm their participation in such initiatives.</td>
<td>Murals can serve as points of interest as well as sources of education for community culture and history.</td>
</tr>
<tr>
<td>Neighborhood Adopt-A-Tree</td>
<td>The <a href="#">City's I Dig Long Beach program</a> has planted thousands of trees throughout Long Beach in partnership with community members and neighborhood associations. Residents and businesses provide watering to ensure the trees’ continued health.</td>
<td>Community members and businesses coordinate watering schedules and the City provides the trees.</td>
<td>Increasing greenery in the area will improve the corridor’s walkability by buffering pedestrians from extreme temperatures. Greenery also improves the look of the corridor, making it more welcoming to residents and visitors.</td>
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LGBTQ+ Cultural District
Precedent Images

About Precedent Images
These precedent images contain examples of various improvements and installations that can be used as inspiration to improve the LGBTQ+ Cultural District. These examples aim to activate the neighborhood through increased visitors and community building through interactive, educational, and welcoming tools. These improvements work together to create queer visibility and promote a safe and inclusive activated cultural district.
Lighting

1. Post Top Lighting with Banner (Napa, CA)
2. String Lighting
3. Lighting Installation & Seating
4. Trees and Facade Uplighting
5. String Lighting (West Hollywood, CA)
6. Lighted Street Arches (Columbus, OH)
Lighting

1. Seated Lighting (Sydney, Australia)
2. Tree Uplighting (Berlin, Germany)
3. Walkway Uplighting
4. Trees and Facade Uplighting
5. String Lighting (West Hollywood, CA)
6. Hanging Tree Lights (Philadelphia, PA)
Murals

1. The Kiss Mural (NYC)
2. "Queeroes" Mural (SF LGBTQ Center)
3. Stonewall Inn Mural (Buffalo, NY)
4. We Will Be Seen Mural (Green Bay, WI)
Public Art

1. Pride Brick Wall
2. Rainbow Clock Sculpture
3. Public Sculptures
4. PROUD sign (Los Angeles, CA)
5. HIV/AIDS Epidemic Memorial Concept (by Richard Kavigan)
6. Mirror, Mirror Installation (Alexandria, VA)
Bike Parking

1. Bike Racks (New Zealand)
2. Bike Parking Signage
3. Loop Bike Rack (Greenville, SC)
4. Rainbow Bike Rack
5. Planter Bike Racks
6. Bike Racks
Seating

1. Playful Street Seating/Planter (London, UK)
2. Seating Area Enclosed by Planters
3. Treewell Seating
4. Bike Parking/Seating/Planter
5. Sidewalk Seating/Planter (Vancouver, BC)
6. Underlit Benches
Signage & Wayfinding

1. Wayfinding Signage (Long Beach, CA)
2. Decorative Pedestrian Pathway
3. Wayfinding Signage (Adelaide, Australia)
4. Metal Map Banner (Washington DC)
Street Furnishings

1. Trash Receptacles - Community Artist Decorated (Oakland, CA)
2. Trash Receptacles
3. Tree Grates
4. Painted Steps
5. Covered Bus Stops
6. Open Street Parklet (Boston, MA)
Landscaping

1. Planter Light Post
2. Curb Bump Out Landscaping
3. Decorative Tree Grates & Seating
4. Protective Bike Lane Planters
5. Raised Tree Planters
6. Galvanized Pipe Planters
Queer Visibility

1. Pedestrian Signage (Rancho Cucamonga, CA)
2. Queer Spaces Signage (New York, NY)
3. Legacy Walk (Chicago, IL)
4. Anne Lister Historic Plaque Acknowledging Sexuality (York, UK)
5. You Are Welcome Here Storefront Sign (Long Beach, CA)
6. My Heart Beats Like Yours (Sao Paulo, Brazil)
History and Education

1. History Signage (Littleton, CO)
2. Educational Concrete (Baltimore, MD)
3. QR Code Information
4. Wayfinding Signage (Adelaide, Australia)
6. Harvey Mik Park (Long Beach, CA)
Activation

1. Street Seating Usage (Perth, AUS)
2. Bicycle Tour (Paris, FRA)
3. Community Clean Up (Long Beach, CA)
4. Street Festival (Long Beach, CA)
5. Sidewalk Dining (Los Angeles, CA)
6. Castro District Walking Tour (San Francisco, CA)
### Appendix LGBTQ+ Survey Data

#### Long Beach LGBTQ+ Cultural District Survey

<table>
<thead>
<tr>
<th>Responses</th>
<th>Average time to complete</th>
<th>Status</th>
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<tbody>
<tr>
<td>495</td>
<td>20:53</td>
<td>Closed</td>
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#### 1. What is your gender identity? (Please select all that apply)

- Cisgender: 320
- Gender fluid: 21
- Genderqueer: 20
- Gender variant: 3
- Prefer not to say: 49
- Non-Binary/Gender Expansive: 27
- Transgender: 21
- Two Spirit: 11
- Other: 48

#### 2. What best describes your sexual orientation? (Please select all that apply)

- Asexual: 11
- Bisexual: 46
- Demisexual: 13
- Fluid: 7
- Gay: 219
- Gray: 2
- Gaysexual: 67
- Lesbian: 67
- Pansexual: 22
- Pomosexual: 3
- Prefer not to answer: 20
- Queer: 81
- Questioning: 1
- Straight (Heterosexual): 107
- Other: 12
3. Have you ever visited a LGBTQ+ Cultural District (e.g., Santa Monica Boulevard in West Hollywood, the West Village in New York City, the Village in Montreal)?

- Yes: 385
- No: 110

4. What did you like about the Cultural District(s) that you visited?

Latest Responses
- "Felt welcoming and safe"
- "Queer people owned the space. They have the freedom of expression and ar..."
- "Unique district similar to visiting Chinatown, or other cultural districts."

Responses: 385

5. What could have been better about the Cultural District(s) that you visited?

Latest Responses
- "Could have more attractions than just bars and adult shops"
- "Authenticity"
- "More stuff to do, places to shop relevant to that district - not just more rich ...

Responses: 384

6. Do you live in or work in the proposed LGBTQ+ Cultural District?

- I live in the proposed LGBTQ+ Cultural District: 174
- I work in the proposed LGBTQ+ Cultural District: 43
- I do not live in or work in the proposed LGBTQ+ Cultural District: 301

7. How often do you dine, shop, or visit the businesses along the proposed LGBTQ+ Cultural District (Broadway Corridor, between Alamitos and Junipero Avenue)?

- Daily: 45
- Weekly: 126
- 2 or more times per week: 84
- Monthly: 112
- 2 or more times per month: 50
- Seasonally: 57
- Yearly: 10
- Never: 24
- Other: 12
9. What do you like most about the Broadway Corridor as it now?

**More Details**

- Bars/Restaurants: 233
- Retail businesses: 50
- Proximity to the beach: 80
- Dixby Park: 61
- Other: 49

9. What's your favorite place along the Broadway Corridor?

**More Details**

494 Responses

Latest Responses
- "Mine shaft"
- "Songbird"
- "The Falcon and Hot Java"

10. What features would create awareness and enhance a future LGBTQ+ Cultural District in Long Beach?

**More Details**

- Additional decorative crosswalks: 190
- Art installations: 302
- Benches: 173
- Decorative lighting: 255
- Digital community calendar: 145
- History placards, signposts, or d...: 287
- Murals: 202
- Retail kiosks: 77
- Stage for live performances: 191
- Streetlight post banners: 214
- Wayfinding signs: 146
- Other: 88
11. What is your biggest priority for a future LGBTQ+ Cultural District in Long Beach?

More Details

Latest Responses
"Clearly defined space with important cultural touchpoints"
"Anti-gentrification"
"and respect this community; provide a protected safe haven for those who l..."

492 Responses

12. How likely will you support and invite others to visit in the future LGBTQ Cultural District?

More Details

- Very likely: 354
- Somewhat likely: 64
- Neither likely nor unlikely: 28
- Somewhat unlikely: 11
- Very unlikely: 38

13. How safe do you feel visiting the Broadway Corridor?

More Details

- Very safe: 96
- Somewhat safe: 215
- Neither safe nor unsafe: 68
- Somewhat unsafe: 83
- Very unsafe: 31

14. What aspects of the current Broadway Corridor help you feel safe? (e.g. Pride flags in business windows, rainbow crosswalks)

More Details

Latest Responses
"Consistent messaging from businesses and homes in the area"
"Pride flags in business and stickers showing support. Gender neutral signage, general sense of community in the space."

493 Responses

15. What aspects of the current Broadway Corridor would you like to see changed to make you feel safer? (e.g. Decreased distance between businesses, building more street lighting)

More Details

Latest Responses
"More lighting in some places"
"More street lighting and public safety ambassadors. More open outdoor spa...
"clean it up. provide more lighting, more crosswalks"
16. What is your zip code?

- 90002: 173
- 90003: 67
- 90004: 25
- 90005: 21
- 90006: 15
- 90007: 16
- 90008: 10
- 90009: 2
- 90010: 4
- 90015: 21
- 90014: 65
- 90015: 22
- 90022: 0
- 90031: 0
- 90032: 0
- 90040: 2
- Other: 23

17. Select your race/ethnicity. Select all that apply:

- Asian/Pacific Islander: 35
- Black/African American: 31
- Hispanic/Latino: 145
- Native American/Alaska Native/...: 20
- Middle Eastern/Southwest Asian...: 14
- White: 270
- Prefer not to answer: 39
- Other: 24
18. If Asian/Pacific Islander, are you (Select all that apply):

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<td>Other</td>
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</table>
19. If Hispanic/Latinx, are you (Select all that apply):

- Argentine 1
- Bolivian 1
- Brazilian 4
- Chilean 1
- Colombian 8
- Costa Rican 2
- Cuban 4
- Dominican 2
- Ecuadorian 3
- Salvadorian 11
- Guatemalan 4
- Honduran 2
- Mexican 113
- Nicaraguan 1
- Panamanian 0
- Paraguayan 0
- Peruvian 1
- Puerto Rican 0
- Uruguayan 0
- Venezuelan 1
- Prefer not to answer 19
- Other 12

20. What age are you?

- Under the age of 18 0
- 18-29 58
- 30-39 148
- 40-49 99
- 50-59 98
- 60 and up 77
- Prefer not to disclose 17