



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

## **POSITION TITLE: PLACEMAKING MANAGER**

**REPORTS TO: PRESIDENT AND CEO**

### **POSITION SUMMARY**

The Placemaking Manager will implement programs from the [Downtown Long Beach Alliance](#) (DLBA) [Vision 2020 Strategic Plan](#) and develop and implement new projects and programs, to enhance and activate public spaces within the Downtown Long Beach Business Improvement District (BID), including parks, sidewalks, plazas, gateways, and other open spaces. This position requires someone who is passionate about downtowns, placemaking, and urban livability, and wants to transform underused or inactive public spaces into safe, attractive, and vibrant places for residents, workers and visitors to Downtown Long Beach. We are looking for an out-of-the-box thinker with creative solutions to urban design challenges and opportunities.

### **PRIMARY TASKS AND RESPONSIBILITIES**

- Manages an overall strategy for placemaking and activating the public realm (such as parks, sidewalks, plazas, gateways, and other open spaces) through a variety of tools, including, but not limited to: public art, lighting, landscaping, parklets, furnishings, wayfinding, recreation, and signage.
- Develops activation concepts, identifies partners, develops detailed project plans, implements concepts, and manages designers and contractors.
- Establishes and fosters relationships with artists, designers, architects, property owners, businesses, and other stakeholders.
- Works closely with city and other permitting agencies involved in approval processes.
- Leads the Public Realm Committee and other ad-hoc committees, task forces, and working groups, as needed, pertaining to community enhancement efforts.
- Planning and design for various urban interventions, public activation strategies and capital improvement initiatives throughout Downtown.
- Community outreach and consensus building regarding urban planning initiatives impacting Downtown Long Beach.
- Keeps up to date on trends and opportunities in placemaking and public space activation.
- Review, research, develop and monitor streetscape and open space initiatives throughout the BID area.
- Identify funding opportunities through the identification of public and private partners and grant opportunities.
- Ensure neighborhood signage, street furniture, banners, plantings, and infrastructure are well maintained and submit requests for repairs as needed.



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

- Oversee management of ongoing projects such as the annual holiday decoration program, street pole banners, The Loop at Pine + Ocean, and the fabrication and installation of new pedestrian wayfinding signage.
- Respond promptly to questions and concerns of BID members, property managers and business owners.
- Preparing budgets, contract management, reviewing and approving invoices, resolving problems and discrepancies.
- Research, develop, monitor and benchmark streetscape, placemaking and program events to assure they advance the mission of the DLBA.
- Become trusted source and expert on all mobility and placemaking issues and trends.
- Prepare reports and presentations to the board and committees.
- Draft articles and updates on BID activities for the BIDs' newsletters and website, as needed.

### **REQUIRED KNOWLEDGE & SKILLS**

- Bachelor Degree in Urban Planning, Architecture, Public Administration, or Arts Management and at least 5 years of working experience in a related field. (AICP certification preferred.)
- Ability to work within a complex organizational structure to prioritize and manage multiple projects and issues with frequent deadlines.
- Positive attitude; problem-solver.
- A high degree of professionalism, creativity and resourcefulness must be exercised at all times.
- Ability to communicate and work with a diverse set of people including staff, board members and BID members.
- Ability to take initiative and meet goals and objectives.
- Strong oral and written communication skills.
- Ability to be a thoughtful and collaborative colleague.
- Familiarity with Microsoft Suite, Google Suite, Adobe Suite, Adobe Photoshop and CRM. (Knowledge of Sketch-Up and spatial data platforms preferred.)

### **COMPENSATION**

The Placemaking Manager is an exempt employee and salary range for this position is from \$67,500 - \$80,000 and is commensurate with experience; fully paid medical, dental and vision benefits also included for employee. Employer contribution to 401(k).

### **POSITION ENVIRONMENT**

DLBA provides a plethora of services to Downtown stakeholders and is primarily funded by tenants and commercial and residential property owners of the Business Improvement Districts. Passion and creativity for placemaking, urban design and public



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

space is a must. The position requires some nights, weekends and off premise work (within and outside Downtown Long Beach), which may entail but not be limited to:

- Regularly walking the District and interfacing with businesses to become familiar with customer and business traits and behaviors.
- Attending various meetings and facilitating outreach programs within the Downtown community.

Downtown Long Beach is a culturally diverse environment. The DLBA is committed to complying with State and Federal laws which include Fair Employment Practice laws, which provide equal opportunity in employment to all persons regardless of race, color, national origin, sex, age, religion, veteran status, or disability.

### **MISSION STATEMENT**

The DLBA is a non-profit organization whose mission is to cultivate, preserve and promote a healthy, safe and prosperous Downtown.

### **TO APPLY**

Please send cover letter, resume, references, and expectations to [info@dlba.org](mailto:info@dlba.org). Incomplete packets will not be considered. No phone calls please.