




Date: November 21, 2006
To: Honorable Mayor and City Council
From: Councilwoman Laura Richardson, Sixth District 
Subject: Pacific Coast Highway between Atlantic Ave and Alamitos Ave

BACKGROUND

Currently, the City of Long Beach through the Central Redevelopment Project Area is beginning to start revitalizing the Pacific Coast Highway corridor between Atlantic Avenue and Alamitos Avenue.

Recently, the Redevelopment Agency on the south side of Pacific Coast Highway has taken steps to acquire the gas station on the corner of Atlantic Avenue and Pacific Coast Highway and the oil lube shop on the corner of Martin Luther King, Jr. Avenue and Pacific Coast Highway. In between these two properties are three motels and a vacant lot that have long attracted prostitutes and drug activity. On the north side, discussions have taken place regarding a possible grocery store and three motels that also are frequented by prostitutes and drug activity.

As the City of Long Beach, Redevelopment Agency and Long Beach Unified School District (specifically Poly High School) begin to revitalize the corridor, it is important that since Pacific Coast Highway is shared by two different project areas (Central and Poly); that discussions and plans be considered jointly or in a nexus way. A similar plan was instituted when the Central Area Strategic Guide for Development was started and Santa Fe Avenue was included due to the neighborhood nexus impacts that were found to exist.

RECOMMENDED ACTION

I respectfully request that the City Manager work with the Redevelopment Agency Board within the next 30-60 days to determine if a nexus with neighboring impacted areas can be found for the north and south side of Pacific Coast Highway for future discussions and planning.

CLR/TL

PCH redev nexus