



Date: July 17, 2007

R-19

To: Honorable Mayor and Members of the City Council

From: Councilmember Patrick O'Donnell, Fourth District 

Subject: **East Anaheim Business District**

The East Anaheim area is anchored by a number of businesses and residences. There are multiple neighborhood associations, including the Westside Eastside Community Association (WESCA) and East Anaheim Street Business Association (EASBA). These groups are exceptionally committed to fostering and improving the Anaheim corridor. Their efforts include monthly clean-ups, youth events and work with the Long Beach Police Department on public safety issues. Businesses and residents of the East Anaheim corridor work with City staff on many levels, and will continue to do so as further improvements for the corridor are pursued. City staff should begin developing a plan to facilitate and bolster the continued revival of the East Anaheim corridor, including working with these groups on a potential Business Improvement District.

Recommendation:

Request the City Manager work with appropriate staff, residents and business owners to develop a plan to facilitate improvements on East Anaheim business district/corridor and report back to Council on the status of these efforts in 60 days.