



R-39

Date: November 1, 2005
To: Honorable Mayor and Councilmembers
From: Councilmember Bonnie Lowenthal, First District *BL*
Subject: Pine Avenue Retail Recruitment

Pine Avenue has been a core downtown business area of the City of Long Beach for decades. Through lean economic times this business corridor has waxed and waned; however, through it all Pine Avenue has remained a vital street in the city's downtown. The City of Long Beach has a large investment in the continued vitality of this area, as do residents in the surrounding neighborhood.

Because a balance is needed between entertainment, dining and retail venues in order to better serve residents and visitors to this area, it is necessary to ensure that intensive retail recruitment efforts are ongoing, both in the public and private sectors, and that those efforts are coordinated and strategic in nature.

RECOMMENDED ACTION:

I respectfully request a report within 30 days by the City Manager on the city's past efforts and planned future efforts to recruit retail to the Pine Avenue business core. I would also request that the Downtown Long Beach Associates' efforts also be included in that report.