



R-35

Date: November 14, 2006
To: Honorable Mayor and Councilmembers
From: Bonnie Lowenthal, Vice Mayor, First District Councilmember *BL*
Subject: Pacific Avenue

BACKGROUND:

For some time the downtown area has been the focus of redevelopment efforts in order to strengthen the downtown core and redevelop existing blighted properties so that the entire city would benefit from a vital, vibrant downtown area. Directly north of Downtown is the Pacific Avenue Corridor. This corridor is in need of a focused, planned approach to future uses between Third Street and Anaheim Blvd. A second section, between Anaheim Blvd and Pacific Coast Highway is also in need of a fresh look at future uses. This would connect with the proposed planning process for north of Pacific Coast Highway.

RECOMMENDATION:

I respectfully request that the City Council ask the City Manager to return to the City Council within 90 days with a planning process that would address the needs of Pacific Avenue from Third Street to Pacific Coast Highway in order to restore the vitality to a necessary commercial transit corridor in our City.