



Legislation Details (With Text)

File #: 05-3395 **Version:** 1 **Name:** Request a report within 30 days by the City Manager relating to Pine Avenue Retail Recruitment.

Type: Agenda Item **Status:** Approved

File created: 10/27/2005 **In control:** City Council

On agenda: 11/1/2005 **Final action:** 11/1/2005

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

Sponsors: COUNCILMEMBER BONNIE LOWENTHAL, FIRST DISTRICT

Indexes:

Code sections:

Attachments: 1. R-39sr.pdf

Date	Ver.	Action By	Action	Result
11/1/2005	1	City Council	approve recommendation	Pass

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

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.

Approve recommendation.

COUNCILMEMBER BONNIE LOWENTHAL
FIRST DISTRICT