



Legislation Details (With Text)

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File created:	7/26/2010	In control:		In control:	City Council
On agenda:	8/3/2010	Final action:		Final action:	8/3/2010
Title:	Recommendation to request City Manager to work with Downtown Long Beach Associates to create a pilot program for requiring vacant storefront activation downtown, and report back to City Council within 45 days with recommendations for implementation.				
Sponsors:	COUNCILMEMBER ROBERT GARCIA, FIRST DISTRICT, VICE MAYOR SUJA LOWENTHAL, SECOND DISTRICT				
Indexes:					
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Attachments:	1. 080310-R-34sr.pdf				

Date	Ver.	Action By	Action	Result
8/3/2010	1	City Council	approve recommendation	Pass

Recommendation to request City Manager to work with Downtown Long Beach Associates to create a pilot program for requiring vacant storefront activation downtown, and report back to City Council within 45 days with recommendations for implementation.

Vacant storefronts detract from the image of our business corridors and neighborhoods and can contribute to an appearance of blight.

Several local organizations, including DLBA, have created or are in the process of creating programming for storefronts, such as art exhibits and events, to keep downtown active and engaging for visitors while property owners seek tenants.

The City could encourage faster and broader programming of vacant locations by placing on the property-owner the legal responsibility for activating the storefront once it is vacant beyond a certain time frame. The City could also connect property-owners with resources to facilitate activation.

Such a program, if successful downtown, could be considered for other parts of the City where a similar issue may exist.

Approve recommendation.

Councilmember Robert Garcia
First District

Councilmember Suja Lowenthal
Second District