

City of Long Beach
Working Together to Serve



Suja Lowenthal
Councilmember, 2nd District

Memorandum

Date: August 1, 2006

To: Mayor and Members of the City Council

From: Suja Lowenthal, Second District Councilmember *SL*
Bonnie Lowenthal, Vice Mayor *BL*

Subject: Cruising Ordinance for Pine Avenue

Visitors, businesses and residents along Pine Avenue complain that persons "cruising" Pine Avenue in their cars are creating unsafe conditions for pedestrians and motorists, contributing to traffic jams and detracting from a positive dining and entertainment experience.

Cruising is a decades old pastime having evolved in purpose and consequence generation after generation. Cruising can be simply defined as unnecessary repetitive driving without immediate destination (Goffman, Steven N., 2002). Persons engage in cruising for a variety of reasons: to display their cars, to see other people's cars, to find racing competitors, to impress members of the opposite sex, to socialize, or simply to be around and on the lookout for possible social developments that may be intriguing. Cruising as we know it today is predominantly confined to downtown areas. While it is a seemingly harmless activity, cruising creates significant problems for public safety, economic development and community living.

This practice endangers pedestrians because the driver is often times more concerned with the activity on sidewalks than crosswalks and directly ahead of his/her automobile. It also contributes to the traffic jams along Pine Avenue and frustrates those individuals who come downtown to patronize restaurants and businesses. Cruisers in cars with modified tail pipes and loud music also detracts from the positive experience of Pine Avenue, discouraging real customers from returning to downtown.

A similar ordinance was approved by the City Council to ban cruising around Bixby Park as a means of protecting residents. This ordinance was effective then and we urge the City Attorney to develop a similar ordinance for Pine Avenue.

RECOMMENDATION:

Request the City Attorney draft an ordinance banning cruising on Pine Avenue from Ocean Blvd to Seventh Street and return to the City Council in (30) days.