



City of Long Beach

Office of Robert Garcia
Councilmember, First District

Date: August 3, 2010
To: Honorable Mayor and Members of the City Council
From: Councilmember Robert Garcia, First District *RG*
Councilmember Suja Lowenthal, Second District *SL*
Subject: **Downtown Vacant Storefront Activation**

Background:

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.

Recommendation:

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