



City of Long Beach Memorandum
Working Together to Serve

Date: June 20, 2017

To: Honorable Mayor and Members of the City Council

From: Councilmember Jeannine Pearce, District 2
Councilwoman Lena Gonzalez, District 1
Councilman Roberto Uranga, District 7
Councilman Al Austin, District 8

Subject: Encourage and Support Street Performing

RECOMMENDATION:

Recommendation to request the City Manager to study and make recommendations on guidelines that further support street performing in premium areas/zones such as BIDs within the city and return and present recommendations at a future council meeting in approximately 120 days. Factors that the report should consider include:

- Review whether the city can provide Long Beach BIDs with the option to implement these guidelines within their assessment area
- Request the City Manager to work with the Long Beach Council of Business Associations and the Long Beach Music Council to solicit input
- If the City cannot delegate power to BIDs, consider other areas/zones within the City; looking at impact on surrounding residences and businesses
- Consider spatial arrangement of street performing within the areas/zones (i.e. feet away from the entrance of businesses, etc.)
- Look at volume (sound level) considerations of street performing
- Consider times for the street performing
- Review potential monitoring and compliance processes
- Create consistency in code by removing LMBC 14.14.055 which says that a permit is required to perform in the public right-of-way when no such permit exists

DISCUSSION:

Street performing is a placemaking asset that contributes to the economic vitality of business corridors, however there is currently a lack of clarity in the code, which leads to inconsistent

enforcement and discourages people from performing. According to LBMC 14.14.055, a permit is required to perform in the public right-of-way, however no such permit exists.

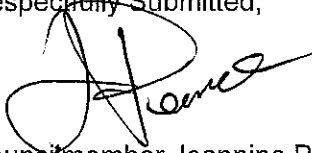
The purpose of this study is to create clear guidelines in order to encourage street performing in a way that enhances our various business districts. Our goal is for performers to be able to exercise their First Amendment rights, while being cognizant of Long Beach's mixed-use residential nature (where it exists) and ensuring a positive environment for residents, businesses, and performers alike.

Cities such as Santa Monica and San Diego have successfully accommodated street performing through identifying premium zones such as Santa Monica's Third Street Promenade and designating them as street performing locations where they implement guidelines to both encourage and manage this activity.

FISCAL IMPACT:

No Fiscal Impact.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'Jeannine Pearce', written over the typed name below.

Councilmember Jeannine Pearce



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REQUEST TO ADD AGENDA ITEM

Date: June 20, 2017
To: Monique DeLaGarza, City Clerk
From: Councilmember Jeannine Pearce, Second District
Subject: Request to Add Agenda Item to Council Agenda of June 20, 2016

Pursuant to Municipal Code Section 2.03.070 [B], the City Councilmembers signing below request that the attached agenda item (due in the City Clerk Department by Friday, 12:00 Noon) be placed on the City Council agenda under New Business via the supplemental agenda.

The agenda title/recommendation for this item reads as follows:

Recommendation to request the City Manager to study and make recommendations on guidelines that further support street performing in premium areas/zones such as BIDs within the city and return and present recommendations at a future council meeting in approximately 120 days.

Council District	Authorizing Councilmember	Signed by
2	Jeannine Pearce	
8	Al Austin	
7	Roberto Uranga	