



## *So. Wrigley Neighborhood Advisory Group (NAG)*

*P.O. Box 16325, Long Beach, CA 90806*

July 8, 2013

Mayor Bob Foster & Honorable Councilmembers  
333 W. Ocean Blvd., 14<sup>th</sup> Floor  
Long Beach, CA 90802

Re: Quality of Life issue

Dear Mayor Bob Foster & Councilmembers:

We the residents and businesses of the 6th district are requesting your assistance in addressing a "Quality of Life" issue. The issue being the "Amplified Music" emitted from the Commercial Ice Cream Trucks that fill our streets. This is not only an issue in the 6th District, but it is an issue that affects the entire City of Long Beach.

The problem is that these Commercial Ice Cream Trucks continuously play music to attract people to their trucks to purchase "Ice Cream" and various other "food" products. These Ice Cream Trucks begin at around 2pm as the local schools let out. They continue operating until 8:30-9:00pm. This is during the months school is in session. When summer comes these same trucks start as early as 9am and go until 8:30-9:30pm. The entire time the residents' peace and quiet is disrupted by a constant "Parade" of multiple trucks playing various songs at high volumes at the same time.

Many of these trucks make multiple trips on the same route throughout the day. These trucks can be heard two blocks away and two blocks past the residents' homes. This means that residents are continuously subjected to this "Amplified Music" from each truck for an average of 30-45 minutes at a time. Then as that Ice Cream Truck leaves shortly another one follows the same route and it starts all over again with another 30-45 minutes of listening to the "Amplified Music" that truck is playing. These trucks do double park to serve customers, but they keep the music playing the entire time they are serving while double-parked on the street. There have been times where multiple trucks were on one block at the same time, each with their music blaring. At times the "Amplified Music" is incessant.

When many of the residents approach the operators of these trucks it becomes confrontational and the operators become angry telling the residents that "It's none of your business, you can't tell me what to do; I have my permit". Some have been told "Call the Police they won't do anything to me, I have a permit". When the residents do call the LBPD it goes on as a very low priority call. By the time the LBPD does arrive the truck is long gone.

Many Cities have adopted Ordinances to prohibit the "Amplified Music" from these Vehicles. Other cities have added conditions to the "Business Licenses" of these Vehicles to control the volume of the "Amplified Music" also that the music be turned completely off while the Vehicle is Stopped.

It would also be prudent to include other "Noise Ordinance issues" that are now unregulated and/or unenforced, including vans coming into the neighborhoods and shouting over a loud-speaker "Tamales, tamales" over and over again and "corn vendors" with their horns honking incessantly. Not only are these quality of life issues, but they are health issues also.

Enforcement is also an issue and that should be looked into as well.

We are requesting the City take the appropriate action to ensure the residents of the 6th District and the entire City of Long Beach a better and more peaceful quality of life. These issues create an environment of "Noise Pollution" that is unnecessary. The peace and quiet of people who are home from work or school are disrupted and they are not permitted to enjoy quiet time away from work or school.

We thank you in advance for your assistance and look forward to working with you in resolving these "Quality of Life" issues. We support your efforts in finding a resolution.

Sincerely,

*SOUTH WRIGLEY NEIGHBORHOOD ADVISORY GROUP*

By: Sammy Portillo, Co-Chair  
Annie Greenfeld, Co-Chair