

**October 4, 2005
City Council
Hearing #1**

**Letters in support of WESCA's appeal
of the Planning Commission's decision
to grant a CUP to Dolex check cashing business.**

October 3, 2005

East Anaheim Street Business Alliance
4127 E. Anaheim Street
Long BEach, CA 90804-4201

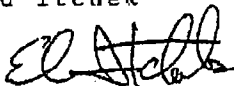
Long BEach 4th Council District
Councilperson Patrick O'Donnell
333 W Ocean Blvd.
Long Beach, CA 90802

Dear Mr. O'Donnell,

I just wanted to take a moment to make sure you are aware
of East Anaheim Street Business Alliance stance on the issue
of La Bodega Market-Anaheim Street location-check cashing
facility. At the July meeting of EASBA, we gave a big
thumbs down to this idea.

Again, I want to make you aware of our position. And thank
you for your help and support.

Ed Itchek



President EASBA

EASBA NEWS

Volume 2, Issue 7

July, 2005



EASBA Budget Finalized In July

The July meeting of EASBA focused on the group's budget for the upcoming year. This newsletter and other projects were discussed. Ideas, suggestions, comments and opinions are always welcome. EASBA meetings are held on the fourth Tuesday of each month beginning at noon at the Long Beach Playhouse, 5021 E. Anaheim St. Call 434-6708 for information. **THERE IS NO EASBA MEETING IN AUGUST.**

Numbers To Note:

City Hall	570-6555
4th District Office	570-6918
Illegal Dumping	570-2881
Planning and Building Dept.	570-6793
Graffiti Removal	570-2773
Parking Enforcement	435-6711
EASBA President Ed Itchek	434-6708

Check Cashing And Condo Projects Reviewed By EASBA Board In June

At the June 28 EASBA meeting, Long Beach Community Planner Mercedes McLemore made a presentation to members about plans pending along the East Anaheim Street district. The East Anaheim Street Business Alliance (EASBA) has given the idea of a check cashing facility at La Bodega a big thumbs down.

McLemore talked about several projects which could have a significant impact on East Anaheim businesses, such as the check cashing facility at La Bodega. In addition, the community planner notified EASBA members that a three-story residential project has been proposed for 4200



E. Anaheim (site of the former Eddie's Junior Market and Liquor Store).

The proposed 29 condominium units were not in keeping with the commercial nature of the street, according to EASBA members.

McLemore assured them that her job is to make groups such as EASBA aware of such projects before they wend their way through the city

planning process and come out at the end with approvals without allowing the community a chance to weigh in. "This (condominium) project still has to go through site plan review," McLemore said. "So there's ample time for you to give an opinion."

EASBA President Ed Itchek said, "We'd like to see the conceptual plans for this project."

McLemore will provide copies of those plans. The check cashing proposal is also in the early stages. McLemore said, "I'll notify EASBA of any Planning Commission hearings on this project."

Clean Up - It Takes A Community

Keeping a neighborhood clean and free of graffiti, litter and large dumped items like mattresses or old appliances takes a concerted effort. EASBA is pleased to work with

community groups such as the Westside-Eastside Community Association (WESCA), the police department and city departments such as the Integrated Resources Department

(in charge of refuse and recycling). Jan Ward, EASBA member and Chair of WESCA, pointed out at the June EASBA meeting that the city provides a ser-

(Continued on page 2)



5021 E. Anaheim St.
Long Beach, CA 90804

Phone: 562-434-6708
Fax: 562-494-0206
Email: ocmort@aol.com

*EASBA meets at noon on the fourth Tuesday of each month in the community room at the Long Beach Playhouse, 5021 E. Anaheim St. **ALL EAST ANAHEIM BUSINESS OWNERS ARE WELCOME TO ATTEND.** You don't have to be a member.*

Taking Out The Trash

(Continued from page 1)

vice that will haul away large items for no charge. Residents and businesses can request a free pick-up twice a year (**570-2881**).

Getting the city to come out and haul away large items is time consuming. The waiting list for pick-up is long - sometimes months. A long waiting period is not conducive to overall clean-up since the trash seems to breed more trash. EASBA suggests businesses contact the 4th District City Council office when requesting the pick-up service (**570-6918**). This could



expedite your request. Meanwhile EASBA supports and participates in events such as WESCA's ongoing alley clean-ups. During the May alley clean-up, Lt. Joseph Levy of the Long Beach PD said the police gave away free "clubs" - steering wheel locks, which help prevent auto theft.

In addition, Long Beach has a graffiti hotline (**570-2773**) which supplies paint to eradicate graffiti. Many EASBA members choose to paint over the graffiti themselves since the city's response time takes a while. Leaving graffiti on a building only invites more of the same.

A SHORT HISTORY OF ANAHEIM STREET

The history of Anaheim Street is really a history of early California. East Anaheim Street was originally part of the El Camino Real, or Kings Highway, one of the first roads to be built in California by the earliest Spanish settlers. El Camino Real was the route taken by Franciscan friars such as Father Junipero Serra, who established several missions in California which became the very first settlement areas. Those settlements are now major urban centers such as San Diego, Los Angeles, Santa Barbara and San Francisco. Small wonder Anaheim Street is as busy as it is. It's the path travelers have taken for hundreds of years.

**City Council Hearing Number 1
Appeal of Dolex Dollar Express CUP
Comments by Jan Ward, President of WESCA – Appellant
October 4, 2005, 5pm**

Good evening Madam Mayor and City Councilmembers.

My Name is Jan Ward and I am here tonight representing the West East Side Community Association, of which I am president.

WESCA is a neighborhood group that represents the areas bordered by Anaheim St., 10th St., Cherry Ave. and Redondo Ave.

We are appealing the Planning Commission's ruling of July 21 granting a CUP to Dolex Dollar Express for operation of a check cashing business at 1240 Gladys Ave.

We are appealing this decision based on Dolex's history of chronic code violations and insufficient parking.

Currently Dolex operates a check cashing booth inside of the La Bodega at 2900 E. Anaheim. This location has had ongoing code violations.

Planning staff recommended approval of the CUP for Dolex citing that they have been in compliance with Municipal Code in **other** locations throughout the City.

We strongly disagree with the assumption that because there is alleged compliance in other locations and that there will be compliance in the Gladys location.

The best predictor of compliance is the state of their current operations.

They have a chronic and ongoing history of code violations.

As planning staff has stated and I quote, "Zoning Enforcement officials have experienced excessive delays in the implementation of conditions of approval."

There is a history at the current location of code violations and of non-compliance costing the city enforcement resources and burdening the neighborhood.

The second reason we are appealing the decision is based on the lack of sufficient parking.

As required by Chapter 21.41 of the City's Zoning Ordinance, off-street parking is required for the existing building at a rate of four parking spaces.

Currently 1240 Gladys has no off-street parking.

We strongly disagree with the Planning staffs' statement in the July 21, 2005 staff report, and I quote, "the proposed use should not increase the demand for parking."

Dolex is proposing expanding their business from a single booth occupying 70 square feet, to an entire storefront occupying almost 600 square feet.

Dolex's current operations in the La Bodega Market have **already** placed an additional burden on the neighborhood for parking.

With the expansion of Dolex's options, expanding to eight times its current size, it is clear **there will be an increase in the demand for parking** in an area that already has a severe deficiency in parking spaces.

This will place a further burden on residents and existing businesses in the area.

In conclusion, we believe that both the history of chronic code violations and the already lack of sufficient parking for existing businesses are strong grounds for appealing the Planning Commission's approval.

The benefits that Dolex may bring the neighborhood will not outweigh the burdens it will create.

As representatives of the neighborhood, WESCA respectfully requests that you grant this appeal.

Thank you for your consideration.



""joanne devere""
<joannedevere@earthli
nk.net>

10/04/2005 12:45 PM

To: <district4@longbeach.gov>
cc:
Subject: City Council Hearing Oct. 4, Item #1, Appeal of Dolex 1240 Gladys Av

Dear Councilman O'Donnell,

I and my husband have lived at 1207 Orizaba for over 18 years, just a ten second walk from the Dolex site. I know this area well.

I urge you and the other council members to grant the appeal of Dolex because there is a truly severe lack of parking space at the site.

There is no dedicated parking for customers. Customers, business owners and employees all compete for a pitifully few parking spaces. Furthermore, an increased number of drivers routinely park illegally as a direct result of the lack of parking.

[Note: although not a part of this hearing, I must add that illegal parking presents a higher level of danger to residents and shoppers than would exist if parking were reasonably available.]

The Planning Commission has stated that the addition of Dolex "should not increase the demand for parking". I think that statement is unsupportable.

Every council member knows the severe parking problems in many parts of the city for the past several years. Large numbers of people own more cars per residence than ever before. Many are living in housing designed for lifestyles of 40 to 80 years ago when most families had only one car. Similarly, many of the area's businesses of decades ago have little or no parking, and are grandfathered.

The high demand for parking already existed when La Bodega opened its doors. Thus, ANY new business in this area and especially in a grandfathered property is certain to ADD to the "demand for parking". It cannot do otherwise!

Just one new employee who drives to work at Dolex automatically increases and exacerbates the parking problem. There has never been such a high demand for parking than now!

Attached are 4 photos that exemplify the situation.

**Photo 008, dated July 15 05, shows a car parked on Anaheim Street in the red zone directly in front of La Bodega's front door. This has been going on daily ever since the store opened.

Photos 001, 002, and 003, dated 10.3.05, exemplify the problem for both customers and owners...

**Photo 001 -- a truck parked northbound in front of 1240 Gladys in the yellow zone. Most of the time, the yellow zone is occupied by cars.

**Photo 002 -- looking southbound, toward the L-shaped alley which opens onto Gladys.

Please note the black car-- it is backing up (yes, backing up) to exit the alley and facing the wrong way to do it.

The black car was driven by a nearby store owner. Before the photo was taken, I saw him walking in the alley behind the Anaheim Street stores

(2916 Anaheim, etc.) The rear of these stores has a few parking spaces with "No Parking" signs. The driver of the black car had parked there, and when I saw him he was headed toward the black car.

Please also note the red-orange car, just visible through the bottom of the tree leaves. The red car is straddling the alley entrance, completely blocking it. A passenger sat in the car, but there was no driver.

Meanwhile, the driver of the black car was honking his horn. This is when I took this picture. Seconds later, a woman came out of the La Bodega, hurried to get into the red car, and moved it.

**Photo 003 is looking north, with a black truck owned by the proprietor of a new business, Dora's. The owner parks the black truck curbside in front of the store every day. This space is therefore not available to any customers during business hours.

These few photos tell us something.

The July photo was taken long before Dora's opened; people have parked in the red every day since La Bodega opened its doors.

A major shop owner here apparently has no place to park.

The owner of Dora's truck also has no place to park since the truck occupies what should be a customer space.

The woman in the red car was unable to find a parking space, and apparently deemed it worthwhile to block the entire alley-- just to go into La Bodega.

Please consider this as clear evidence that the "demand for parking" will definitely increase if the Dolex appeal is not granted.

Please do not burden the area's residents any further.

Thank you.

Joanne Devere-Diamond
1207 Orizaba Ave #3 LB 90804
562-438-1266



La Bodega July 15 05 008.jpg



La Bodega 10.3.05 No Place to Park! 001.jpg



La Bodega 10.3.05 No Place to Park! 002.jpg



La Bodega 10.3.05 No Place to Park! 003.jpg



2005 7 15







P.O. Box 15787
Long Beach, CA 90815
October 3, 2005

Long Beach City Council
333 West Ocean Blvd.
Long Beach, CA 90802

Dear City Council Members:

Our family has owned property next to 1240 Gladys Avenue for many years. We strongly object to a Check Cashing business on Gladys and Anaheim Street!

- ① This La Bodega supermarket has NO Parking!
 - ② This area was not lighted!
 - ③ The parking is so bad that the owners park in our parking lot. We have to ask them to continually move. The La Bodega owners also try to put their trash dumpsters and cardboard boxes in our parking lot next door to the market.
 - ④ There is a well lighted Check Cashing store at Anaheim Street and Redondo Avenue. This site has great parking.
 - ⑤ The City of Long Beach has been spending money to make Anaheim Street a better place to shop. Anaheim Street and Gladys Avenue do not need another Check Cashing Business!
 - ⑥ La Bodega Market has many Code Violations and should have parking violations for the double parked large delivery trucks on Gladys Avenue.
- Sincerely,
Michael Bogard Hansen



CITY OF LONG BEACH

DEPARTMENT OF CITY CLERK

333 West Ocean Boulevard • Long Beach, California 90802 • (562) 595-3131 • FAX (562) 594-6713

NOTICE TO PUBLIC OF HEARING

NOTICE IS HEREBY GIVEN, that on Tuesday, October 4, 2005, at 5:00 P.M. in the City Council Chamber of the City of Long Beach, 333 West Ocean Boulevard, Long Beach, the City Council of said City will conduct a public hearing to consider the appeal of an approved Conditional Use Permit to establish a check cashing/money transfer booth within an existing market to a newly created store front, Case No. 0202-35 (Modification). Location: 1240 Gladys Avenue, Long Beach, (District 4)

This project is not located in the Coastal Zone.

A City Council report will be available for your review on or about September 30, 2005. This report may be viewed on the City website at www.longbeach.gov.

If you have any detailed questions about this notice, please call Lemuel Hawkins, Planner, at 562-570-8553.

At the above time and place anyone interested will be heard and all written testimony will be considered.

Note: If you challenge the action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or issues raised via written correspondence delivered to the City Clerk Department at or prior to the public hearing.

Larry G. Herrera
City Clerk

Dated September 16, 2005

Our family owns 2912, 2916 and 2918 East Anaheim Street. We are the next door property.



Joe Jost's

2803 E. Anaheim St. Long Beach, CA 90804 (562) 439-5446

October 3, 2005

Patrick O'Donnell
Councilmember 4th District
333 West Ocean Boulevard
14th Floor
Long Beach, California 90802

Dear Patrick,

This letter is in support of the appeal by West Eastside Community Association to deny the modification of an approved Conditional Use Permit to allow the relocation of a check cashing business (Dolex) to a newly created commercial storefront at 1240 Gladys Avenue (Case No. 0202-35 Modification). Dolex along with their landlord La Bodega, have proven over the last few years to be a disruptive force in our neighborhood. Dirty sidewalks, graffiti, lack of adequate parking for customers and deliveries, use of loud speakers to lure customers and illegal signage are some of the issues that have negatively impacted our neighborhood. I have read the Planning Commissions approved Conditional Use Permit and do not believe they have been specific enough or that they have the ability to enforce these conditions with the limited code enforcement officers that are available. Dolex has not proven in the past to be a good neighbor and will very likely maintain their status quo in the future.

Respectfully,

Ken J. Buck