



# CITY OF LONG BEACH

DEPARTMENT OF PARKS, RECREATION & MARINE

**C-10**



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www.LBParks.org

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July 6, 2010

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach  
California

**RECOMMENDATION:**

Authorize the City Manager to execute a permit with BAC Management, LLC, dba The Belmont Athletic Club, to use open space on City beaches and parks for group exercise classes and personal training sessions, for a term of two years, with three, one-year renewal options, at the discretion of the City Manager or his designee. (District 3)

**DISCUSSION**

In April 2010, BAC Management, LLC, dba The Belmont Athletic Club (Belmont Athletic Club), a Long Beach-based business located at 4918 East 2<sup>nd</sup> Street, submitted a proposal to the Department of Parks, Recreation and Marine (PRM) requesting the use of open space for outdoor group exercise classes and personal training sessions. Belmont Athletic Club is requesting to use Livingston Drive Park, located at the intersection of Livingston Drive and Park Avenue (Attachment A), and a portion of the beach adjacent to Granada Avenue (Attachment B) to conduct these classes and trainings. If approved, Belmont Athletic Club would be able to extend a portion of its programming outdoors, within walking distance of its facility, which would provide its membership with a valuable new service and enhance its presence within the community.

Belmont Athletic Club has been in business in Long Beach for 30 years, and currently has a membership of approximately 2,800. The proposed use will benefit approximately 50 to 100 members that currently participate in small group exercise classes and/or personal training sessions. Belmont Athletic Club is proposing to initially use the two sites from April to October, and will conduct classes and/or trainings on Tuesdays and Thursdays at 6:30 a.m. and 6:30 p.m., and on Saturdays and Sundays at 10:00 a.m. Personal trainings will consist of one to two people per session, while small group exercise classes will consist of two to ten people. Belmont Athletic Club will be responsible for ensuring that any items brought and used during its authorized use of the proposed sites are removed promptly at the conclusion of each group exercise class and personal training session.

*"We create community and enhance the quality of life through people, places, programs and partnerships"*

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This proposal is consistent with other PRM permits for this type of use, and helps to address the growing demand for outdoor fitness in the parks and on the beaches of Long Beach. This proposal was reviewed and recommended for approval by the Parks and Recreation Commission on June 17, 2010.

The proposed permit contains the following major provisions:

- Initial Term: Two years, June 1, 2010 through May 31, 2012.
- Renewal Options: Three, one-year renewal options at the discretion of the City Manager or his designee.
- Initial Permitted Areas: Livingston Drive Park and a portion of the beach adjacent to Granada Avenue. Belmont Athletic Club may request use of additional City park and/or beach sites, however, each additional site shall be subject to review and approval and at the discretion of the City Manager or his designee.
- Authorized Use: Provision and operation of outdoor group exercise classes and personal training sessions in City parks and on City beaches during posted use hours, and the use of the open space at other than posted use hours while adhering to the noise and impact abatement conditions consistent with the Long Beach Municipal Code and PRM's Good Neighbor Policy.
- Permit Fee: Belmont Athletic Club shall pay PRM an annual permit fee of \$800 for the use of Livingston Drive Park and a portion of the beach adjacent to Granada Avenue. Additional approved sites shall increase the annual permit fee by the prorated amount of \$33 per month, per site.
- Insurance/Program Liability: Belmont Athletic Club shall provide proof of insurance coverage and a copy of its participant liability waiver on an annual basis or upon policy renewal and/or change, as defined and/or accepted to sufficiency by the City's Risk Management Office.

This matter was reviewed by Deputy City Attorney Gary J. Anderson on May 27, 2010, and Budget Management Officer Victoria Bell on June 4, 2010.

TIMING CONSIDERATIONS

City Council action is requested on July 6, 2010, in order to enable the execution of the permit.

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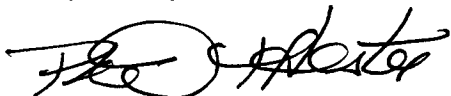
FISCAL IMPACT

Annual revenue of \$400 from the use of City beaches will accrue to the Tidelands Operating Fund (TF 401) in the Department of Parks, Recreation and Marine (PR). Annual revenue of \$400 from the use of Livingston Drive Park will accrue to the General Fund (GP) in the Department of Parks, Recreation and Marine (PR). There is no impact to local jobs associated with this request, due to the fact that the recommended action will be an offsite extension of services already provided to the current membership of the Belmont Athletic Club.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



PHIL T. HESTER  
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MS:ak

Attachments: Aerial Map of Livingston Drive Park  
Aerial Map of Beach (Granada Avenue)

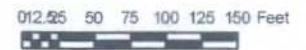
APPROVED:

  
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PATRICK H. WEST  
CITY MANAGER

Attachment A



Livingston Drive Park



Attachment B



Beach (Granada Avenue)

