



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 5th Floor Long Beach, CA 90802 (562) 570-6194 FAX (562) 570-6068

PLANNING BUREAU

APPLICATION FOR APPEAL (APL18-001)

An appeal is hereby made to Your Honorable Body from the decision of the

- Site Plan Review Committee
Zoning Administrator
Planning Commission
Cultural Heritage Commission

Which was taken on the 23rd day of April, 2018.

Project Address: Belmont Pier Plaza Parking Lot

I/We, your appellant(s), hereby respectfully request that Your Honorable Body reject the decision and [ ] Approve / [X] Deny the application or permit in question.

ALL INFORMATION BELOW IS REQUIRED

Reasons for Appeal: See Attached

Appellant Name(s): David Hansen, President
Organization (if representing) Belmont Brewing Company, Inc
Address: 25 39th Place
City Long Beach CA, State CA ZIP 90803 Phone 562 433-3891
Signature(s) David Hansen cell 714 357-2885 Date 5/3/18

- A separate appeal form is required for each appellant party, except for appellants from the same address, or an appellant representing an organization.
Appeals must be filed within 10 days after the decision is made (LBMC 21.21.502).
You must have established aggrieved status by presenting oral or written testimony at the hearing where the decision was rendered; otherwise, you may not appeal the decision.
See reverse of this form for the statutory provisions on the appeal process.

BELOW THIS LINE FOR STAFF USE ONLY

[ ] Appeal by Applicant [X] Appeal by Third Party
Received by: [Signature] Case No.: 1802-08 (LCAP 18-003) Appeal Filing Date: 5/3/2018
Fee: \$100 [ ] Fee Paid Project (receipt) No.: PLNB42007

<b>LICENSED CONTRACTORS PERMIT APPLICATION</b>		<b>WORKER'S COMPENSATION DECLARATION</b>			
I hereby affirm that I am licensed under provisions of Chapter 9 (Commencing with Section 7000) of Division 3 of the Business and Professional Code, and my license is License _____ License _____ Contract _____ Date _____		I have and will maintain workers' compensation insurance, as required by Section 3700 of the Labor Code, for the performance of the work for which this permit is issued. My workers' compensation insurance carrier and policy number are: Carrier: _____ Policy _____ (This Section need not be completed if the permit is for one hundred dollars (\$100) or less) I certify that in the performance of the work for which this permit is issued, I shall not employ any person in any manner so as to become subject to the workers' compensation laws of California, and agree that if I should become subject to the workers' compensation provisions of Section 3700 of the Labor Code, I shall Date _____ Applicant _____			
<b>OWNER-BUILDER DECLARATION</b> I hereby affirm that I am exempt from the Contractors License Law for the following reason (Sec.7031 California Business and Professional Code: Any City which requires a permit to construct, alter, improve, demolish or repair any structure prior to its issuance also requires the applicant for such permit to file a signed statement that he is a licensed contractor pursuant to the provisions of the Contractors License Law (Ch.9) (Commencing with Sec.7000 of Div.3 of the B. & P. C.) or that he is exempt therefrom and the basis for the alleged exemption. Any violation of Sec.7031.5 by any applicant for a permit subjects the applicant to a civil penalty of not more than five hundred dollars (\$500.00). • I as owner of the property, or my employees with wages as their sole compensation, will do the work and the structure is not intended or offered for sale (Sec.7044, B. & P. C. : The Contractors License Law does not apply to an owner of property who builds or improves thereon, and who does such work himself or through his own employees, provided that such improvements are not intended or offered for sale. If, however, the building or improvements is sold within one year of completion, the owner-builder will have burden of proving that he did not build or improve for the • I am exempt under _____, B. & P. C. for this _____ Date _____ Owner _____ - IMPORANT - Application is hereby made to the Superintendent of Building and Safety for a permit subject to the conditions and restrictions set forth on the front faces of this application 1. Each person upon whose behalf this application is made and each person at whose benefit work is performed under or pursuant to any permit issued as a result of this application agrees to and shall indemnify and hold harmless the City of Long Beach its officers, agents, and employees from any liability arising out of the issuance of any permit from this application. 2. Any permit issued as a result of this application becomes null and void if work is		<b>WARNING: FAILURE TO SECURE WORKERS' COMPENSATION COVERAGE IS UNLAWFUL, AND SHALL SUBJECT AN EMPLOYER TO CRIMINAL PENALTIES AND CIVIL FINES UP TO ONE HUNDRED THOUSAND DOLLARS, IN ADDITION TO THE COST OF COMPENSATION DAMAGES AS PROVIDED FOR IN SECTION</b> I hereby state that there is a construction lending agency for the performance of the work for which this permit is issued (Sec.3907, Civ. C.). Lender's _____ Lender's _____ I certify that I have read this application and state that the above information is correct. I agree to comply with all City and State laws relating to the building construction, and hereby authorize representatives of this city to enter upon the Signature of Owner or Contractor _____ Date _____			
<b>JOB ADDRESS</b> 200 AQUARIUM WAY		<b>RECEIPT NO.</b> 03261342	<b>DATE</b> 5/3/18	<b>PROJECT NO.</b> PLNB42007	
<b>JOB DESCRIPTION</b> Third-Party Appeal (18-001) of Application No. 1802-08.					<b>AREA</b> 0
<b>OWNER</b>		<b>OCCUPANCY</b>		<b>PLANNING</b> MIXED USES	
<b>ADDRESS</b>		<b>ASSESSOR NO.</b>		<b>ZONE</b> PD-6	
<b>CITY</b>	<b>STATE</b>	<b>ZIP CODE</b>	<b>FSB</b>	<b>S</b>	<b>RSB</b>
			<b>CENSUS TRACT</b> 576000		
<b>APPLICANT</b> DAVID HANSEN					
<b>CONTRACTOR</b>					
<b>ADDRESS</b>					
<b>CITY</b>	<b>STATE</b>	<b>ZIP CODE</b>	<b>PHONE NO.</b>		
<b>STATE LICENSE NO.</b>			<b>CITY LICENSE NO.</b>		
<b>ARCHITECT/ENGINEER</b>			<b>LICENSE NO.</b>		
<b>ADDRESS</b>					
<b>CITY</b>	<b>STATE</b>	<b>ZIP CODE</b>	<b>PHONE NO.</b>		
<b>VALUATION</b> 0.00	<b>PRESENT BLDG USE</b>	<b>PROPOSED BLDG USE</b>	<b>BLDG HEIGHT</b> 0	<b>TYPE OF CONSTRUCTION</b> APPTHPTY	
<b>LEGAL DESCRIPTION</b>					

Paid by: BELMONT BREWING COMPANY INC

\$100.00 Check (CK)

**Reasons for Appeal of Zoning Administrator's April 23, 2018 Decision  
To Extend Metering Hours of the Belmont Pier Parking Lot  
From 6pm to 8pm  
Application Number 1802-08 (LCDP-18-03)**

At the April 23 hearing the Belmont Brewing Company, which leases patio space on the Belmont Pier Plaza from the City, objected to Public Works Application to make permanent the 6pm to 8pm extension of metering for the Belmont Pier Parking Lot. The Notice of the Hearing also indicated that Public works was applying to implement "a demand-based pricing policy" for the Belmont Pier Parking Lot (and other lots). At the hearing the Hearing Officer indicated that contrary to the Hearing Notice, this application would not include application for meter rate increases as such application must be made to the City Council and/or Coastal Commission. Belmont Brewing Company submitted the attached letter and exhibits (attached and incorporated by reference hereto as "Attachment 1") opposing this application and spoke in opposition to the Application. The Hearing Officer approved the Application. The only rationale presented at the hearing for extending the metered hours was to create uniformity between parking lots to avoid confusion.

Belmont Brewing Company appeals the extension of metered hours from 6pm to 8pm for the Belmont Pier Parking Lot:

- (1) for the reasons set forth in its April 23, 2018, submission to the Hearing Officer (attachment 1); and
- (2) increasing of parking fees by Public Works from 6pm to 8pm from \$0 to \$1.00 per hour is a rate increase which is not within Public Works' authority – it is for the City Council and the Coastal Commission to impose fee increases.

It would be redundant to recapitulate the reasons to deny the extension of metered hours set forth in Attachment 1 here. It is relevant, however, to add the following City Council Resolutions to the partial history of City action regarding the Belmont Pier Parking Lot set forth in that April 23, 2018 submission:

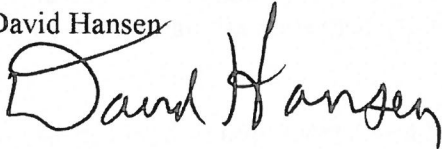
- September 12, 2000 Long Beach City Council Resolution No. C-27738 (Attachment 2), imposing a \$1.00 per hour parking for (inter alia) the Belmont Pier Parking Lot; and
- November 14, 2000 Long Beach City Council Resolution No. C-27738 (attachment 3), stating "Belmont Pier-Plaza Parking Lot Evening Rate- Parking in the Belmont Pier-Plaza Parking Lot after 6:00 p.m. is free to the public."

Reasons for Appeal  
Belmont Brewing Company  
Page Two  
May 3, 2018

The following addresses the increased parking rate for the Belmont Pier Lot that extension of the metered hours represents.

Material presented at the hearing included "Attachment D Memorandum Preliminary Beach Lots Program Update from Walker Parking Consultants dated 6/23/17 which included a "Paid Parking Table" (attached hereto as "Attachment 4"). Extending the metered hours, however you dress it up, is a rate increase which should go through City Council.

David Hansen

A handwritten signature in black ink that reads "David Hansen". The signature is written in a cursive style with a large, looped initial "D".

Belmont Brewing Company





25 - 39TH PLACE  
LONG BEACH, CA 90803  
(562) 433-3891  
(562) 434-0604 (FAX)  
www.belmontbrewing.com

April 23, 2018

City of Long Beach  
Department of Development Services  
Hearing Officer  
333 West Ocean Blvd., 5<sup>th</sup> Floor  
Long Beach, CA 90802

Re: Opposition to Public Works' Proposal to permanently charge for parking in the Belmont Pier Parking Lot between 6 and 8 pm and increasing parking rates

To Whom It May Concern:

Belmont Brewing Company opposes Public Works' proposal to permanently charge for parking in the Belmont Pier Parking Lot between 6 and 8 pm and to increase parking rates in that lot as the proposal:

- (1) Is contrary to the Belmont Pier Planned Development's purpose of increasing use of an underutilized area;
- (2) will drive legitimate use of the pier area away and thereby further deteriorate the area and public safety;
- (3) will discourage capital investment in the area and employment in the area;
- (4) will place Belmont Brewing Company at a competitive disadvantage with other restaurants on property leased by the City with lots that do not charge for parking; and
- (5) will negatively impact other revenue the City receives from leaseholders.

A two week attempt to divine the meaning of the enigmatic "Notice" I received on April 10 regarding "changes to the City's regulation of public beach parking lots" has yielded, among other things, the following details from Mark Hungerford, Project Planner regarding this proposal:

- (1) "Fees for beach parking lots will be increased to a rate of \$.50 -\$1.00/15 minutes" (4/18/18 e mail from Mark Hungerford); and

City of Long Beach Hearing Officer  
April 23, 2018  
Page Two

- (2) The permanent extension of metering in the Belmont Pier parking lot from 6-8 pm, a time when virtually the only demand for the lot is for the Belmont Brewing Company.

If the City is determined to cripple or destroy one of the remaining businesses leasing property from the City in the Belmont Pier area, reduce the number of people visiting the area, and further deteriorate the area, charging these fees and permanently extending the metered hours from 6-8 pm is an excellent way to do it. The Belmont Olympic Pool complex is gone. La Palapa Restaurant is gone. The AquaLink is gone. Belmont Brewing is still here but raising parking rates and continuing the extension of metered hours from 6-8 pm will be devastating. Why pay these rates to go to a restaurant by the Belmont Pier when other restaurants by the water and leased by the City have no parking fees? Why go to the pier area at all?

The Belmont Pier Planned Development District (PD-2) provides in part:

The intent of the Planned Development is to encourage a joint public and private effort to revitalize the underutilized area ... [ Section 1, Purpose and Intent]

Yet it seems the Public Work's interest is simply extracting more money from the public from the parking lot, regardless of the impact on public use, surrounding businesses, the people those businesses employ, or the stated purpose of the Belmont Pier Planned Development of revitalizing an underutilized area.

A partial history of City actions in the Belmont Pier PD-2 since Belmont Brewing's opening in 1990 which have had the result, if not the intent, of reducing utilization of the area:

- 1990 – City began charging for parking year-round instead of Labor Day to Memorial Day;
- July 1, 1995 - City doubled the parking rate which decreased the usage of the parking lots by “37 percent” - City of Long Beach Report on and adoption of Two Resolutions Regarding Beach Parking Fees (Districts 2 and 3), attached hereto as Exhibit 1;

City of Long Beach Hearing Officer  
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Page Three

- 1997 – City doubled the parking fees for the Belmont Pier Parking Lot and “the total number of vehicles using beach lots did decrease” – 9/30/1998 Letter from City Councilman Frank Colonna to David Hansen, attached hereto as Exhibit 2, responding to David Hansen’s 6/19/1997 letter to Gwendolyn Parker;
- 2013 – City reduced the number of parking spaces in the Belmont Pier lot to accommodate a change in the bike path in spite of the Belmont Pier Planned Development District Plan’s mandate that “[t]he existing number of public parking spaces shall be retained” [Section II d (1)];
- 2014 - City demolished Belmont Plaza Olympic Pool and La Palapa Restaurant;
- 2017 - City started charging for parking for the hours of 6:00 pm to 8:00 pm; and
- 2017 AquaLink service to Belmont Pier terminated due to a broken ramp with no apparent plan to repair the ramp or resume service.

There just is not enough demand for parking in the Belmont Pier area to justify these fees and metering hours. As I wrote years ago:

It is important to understand how the Belmont Pier area is different from the Seal Beach Pier or the Huntington Beach Pier, where parking meters near the pier command ... [much higher rates]. The Huntington Beach and Seal Beach piers are continuations of their Main Streets, with expansive commercial centers, beaches with swimming, surfing etc. These features create tremendous demand for limited parking. The Belmont Pier area, in contrast is relatively isolated, with minimal commercial activity, no swimming or surfing. 6/19/1997 letter to Gwendolyn Parker, attached hereto as Exhibit 3 page 1

Further, discouraging legitimate use of the pier area by increasing parking rates can only increase the blight of mentally disturbed, drug addled drifters who frequent the pier area, steal bikes, use drugs, assault people, defecate in public and intimidate people. As former City Councilman and former Commander of the Long Beach Police Department Doug Drummond wrote long ago in support of Belmont Brewing Company’s patio expansion:

Expansion of this and other visitor serving commercial uses that bring the public to the Belmont pier area at dusk and after dark is of vital interest to help insure public safety. August 8, 1996, Letter from Doug Drummond to the California Coastal Commission Exhibit 4

When legitimate public use is chased away with high parking fees, the criminal element fills the void. As Doug Drummond continued:

Today, life after dark is returning to the Belmont Pier area thanks in good measure to the Belmont brewery restaurant. This popular restaurant brings people to it by car, bike, and on foot. The patrons combine dining with strolling on the pier, plaza and bike path. This trend needs to be encouraged to grow- not nipped in the bud by government. Exhibit 4 page 1-2

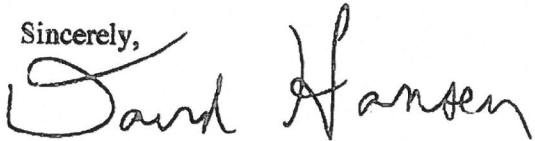
Those words are just as true today. Raising parking rates and charging to park in the lot in the evening will only discourage the public from patronizing one of the few remaining legitimate evening activities in the area: dining at Belmont Brewing Company. Further deterioration of the area will follow.

The City of Long Beach does have a broader financial interest that Public Works does not: rental revenue from Belmont Brewing Company, rental revenue from other City tenants, and the jobs of the people they employ. While cutting parking use in half would not mathematically decrease Public Works' revenue if rates were doubled, it would mathematically decrease the rental revenue the city receives from Belmont Brewing Company and other City tenants. While Public Works may not care about that revenue or the resulting loss of jobs, loss of taxpayer's income, loss of sales tax revenue, loss of excise tax revenue, loss of payroll tax revenue, or loss of income tax revenue, these are things that other government entities seem to care about.

There is another troubling aspect of the Public Works' proposal that ought to be addressed. Over the years the City of Long Beach has on several occasions requested proposals from Belmont Brewing Company and others for development of the Belmont Pier. No business in its right mind would contemplate investing substantial capital for in a commercial enterprise on the Belmont Pier as long as the Public Works can function as Gozer the Destroyer and effectively cut off access to the Pier area by raising parking rates. That does not seem to be a concern of Public Works, but it ought to be. Public Works does not seem concerned that a lot of people's livelihoods depend on the public being willing to park in that Pier lot and visit Belmont Brewing Company and other surrounding businesses. That willingness to use the lot will diminish with parking rate increases. You can't repeal the law of supply and demand, but Public Works can do a lot of damage trying.

City of Long Beach Hearing Officer  
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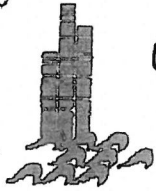
I've looked out at a mostly empty Belmont Pier Parking lot for 28 years, and this plan seems determined to keep it that way. The plan reflects a myopic view that does not serve the public interest and should be denied.

Sincerely,  


David Hansen  
President and Co-Owner, Belmont Brewing Company

Cc Councilwoman Suzie Price

29 of 30



(3)

434-0509

# CITY OF LONG BEACH

Department of Parks, Recreation and Marine  
276C Studebaker Road, Long Beach, CA 90815-1697  
(562) 570-3100 • FAX (562) 570-3109

May 14, 2002

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

RECEIVED  
CITY CLERK  
LONG BEACH, CALIF.  
02 MAY -9 AM 11:53

**SUBJECT:** Report on and Adoption of Two Resolutions Regarding Beach Parking Fees (Districts 2 and 3)

### DISCUSSION

At the City Council meeting on April 2, 2002, Councilmember Frank Colonna requested a report evaluating beach parking fees and revenue for all beach and marina parking lots east of Alamitos Avenue. The attached report is provided in response to that request.

The report indicates that the doubling of the beach parking rate in fiscal year 1995-96 has failed to have the desired effect and appears to have caused peripheral parking problems. As a result, it is recommended that the City Council implement a pilot program reducing the beach parking fee from \$0.25 per fifteen minutes to \$0.25 per thirty minutes, effective May 24, 2002, or as soon thereafter as the parking meters can be changed to reflect the new rates, and shall terminate as of November 30, 2003. This program will enable staff to fully evaluate the effects of the rate reduction for a two-summer period, and make a beach parking fee recommendation at the end of this pilot program.

In a related issue, at certain times during the year, the staffed kiosk at the Belmont Veterans Memorial Pier lot costs more to operate than the daily revenue derived from the lot. This occurs particularly on weekdays during the winter season. We have spoken with the operator of the kiosk and they can suspend service with minimal notice. Therefore, it is recommended that the City Manager, or his designee, be given authority to suspend staff service and offer free parking in the Belmont Veterans Memorial Pier lot when it is deemed fiscally prudent to do so.

These matters were reviewed by Deputy City Attorney James McCabe on May 6, 2002, and by Budget Bureau Manager Annette Hough, on May 3, 2002.

### TIMING CONSIDERATIONS

City Council action on this matter is requested at the May 14, 2002, meeting in order to implement this program by Memorial Day 2002.

The benefits are endless...™



HONORABLE MAYOR AND CITY COUNCIL  
May 14, 2002  
Page 2

FISCAL IMPACT

The beach parking lot revenues have been declining since 1995. It is estimated that the proposed 50 percent fee reduction will result in a revenue loss of \$150,000 in the Tidelands Operating Fund (TF) during the first full year of implementation. However, it is anticipated that the fee reduction, which will provide more of an incentive for patrons to use the beach parking lots, combined with a concerted marketing effort, will bring the parking revenues back to their current levels within two to three years. The estimated loss to the Tidelands Operating Fund (TF) in the Department of Parks, Recreation and Marine (PR) is \$62,500 for the remainder of Fiscal Year 2002.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

- 1) Receive and file the Report on Beach Parking Fees and Revenue.
- 2) Adopt the attached Resolution authorizing a pilot program for a beach parking fee reduction effective May 24, 2002, or as soon thereafter as the parking meters can be changed to reflect the new rates, and shall terminate as of November 30, 2003.
- 3) Adopt the attached Resolution authorizing the City Manager, or his designee, to suspend staffed parking service and offer free parking in the Belmont Veterans Memorial Pier Lot when it is deemed fiscally prudent.

Respectfully submitted,



PHIL HESTER  
DIRECTOR OF PARKS, RECREATION AND MARINE

PTH:MS:mam  
Attachments

APPROVED:

  
HENRY TABOADA  
CITY MANAGER

## REPORT ON BEACH PARKING FEES AND REVENUES

Prior to July 1, 1995, beach parking fees were \$0.25 per thirty minutes. During the budget process for fiscal year 1995-96, the City Council passed a fee increase doubling this parking fee, to \$0.25 per fifteen minutes. Although beach parking revenues did experience an increase, it was nowhere near the revenue doubling that was expected when the fee increase was passed.

Attachment 1 illustrates the financial history of beach parking revenues shortly before the rate doubling, as well as subsequent to the rate doubling. As you can see, the average revenues have increased by 25 percent, but the usage of the parking lots has decreased 37 percent.

This trend supports two schools of thought. The first is that the parking fee may be a disincentive to beach usage. The second is that beachgoers are parking in adjacent neighborhoods. In either instance, the need to address parking fees in beach lots is underscored.

In addition to failing to have the impact on revenues that was anticipated, other problems have arisen since the doubling of the rate. Specifically:

- 1) The restaurants adjacent to the Belmont Pier have complained of a drop in business by 25 percent since the rate was doubled in 1995. They point to the fact that they are competing for business with restaurants in the Alamos Bay Marina and Seal Beach, most of which enjoy convenient free parking. In fact, the business of one restaurant is down to the extent that they are currently falling behind on rent payments to the City.
- 2) The residents near Marina Park (Mother's Beach) often complain that beachgoers avoid the pay beach lot by parking in the adjoining neighborhood. This also occurs along Ocean Boulevard.
- 3) The Parks, Recreation and Marine Strategic Plan shows tremendous support for the beaches, yet the beach parking fee appears to create a barrier to beach usage.

Finally, in an effort to attract more beachgoers, the State recently halved its daily beach parking rate to \$3 a day, significantly lower than the \$1 an hour currently charged in our beach lots.

### Recommendation

As a result of the continued decline in beach parking revenues, and in an effort to mitigate the problems encountered since the rate was doubled, we recommend a pilot program to reduce fees in all beach parking lots east of Alamos Avenue to \$0.25 per thirty minutes. We recommend implementation prior to Memorial Day 2002 and further action (either program termination or a recommendation to implement the reduced rate permanently) by November 30, 2003. This will enable staff to fully evaluate the effects of the pilot program over a period which includes two summers.

ATTACHMENT 1

BEACH PARKING REVENUE - COMPARATIVE ANALYSIS

<u>YEAR</u>	<u>BUDGETED REVENUE</u>	<u>ACTUAL REVENUE</u>	<u>NOTES</u>
1993-94	300,000	374,802	
1994-95	525,000	375,841	
1995-96	1,061,190	661,354	Rate increased from \$0.25 per 30 minutes to \$0.25 per 15 minutes
1996-97	750,000	488,424	
1997-98	550,000	477,321	
1998-99	825,340	446,914	
1999-2000	838,922	501,554	
2000-01	902,602	458,110	

REVENUE COMPARISON

Average Revenue - 1993-1995	375,272	
Average Revenue - 1996-2001	470,477	1995-98 not used due to 15-month year
Difference	95,205	
Revenue Increase After Rate Doubling	26%	

USAGE COMPARISON

Average Hours Parked - 1993-1995	750,543	
Average Hours Parked - 1996-2001	470,477	1995-98 not used due to 15-month year
Difference	(280,066)	
Usage Decrease After Rate Doubling	-37%	



OFFICE OF THE CITY COUNCIL

FRANK COLONNA  
COUNCILMEMBER THIRD DISTRICT

CIVIC CENTER PLAZA  
333 WEST OCEAN BOULEVARD  
LONG BEACH, CALIFORNIA 90802

Office:  
(562) 570-6310  
FAX: (562) 570-6186  
TDD: (562) 570-6629

September 30, 1998

David Hansen  
Belmont Brewing Company  
25 Thirty Ninth Place  
Long Beach, CA 90813

Dear David:

The following is in response to your letters regarding the fee structure at the Belmont Pier parking lot.

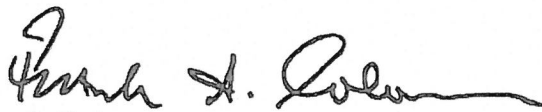
After receiving your first letter I met with Ralph Cryder, Gail Wasil and Gwendolyn Parker, and as a result of that meeting the Department of Parks, Recreation and Marine did research on meter revenue before and after rates doubled. Unfortunately, the City's records do not allow for an evaluation of usage specific to the Belmont Pier parking lot. Prior to the rate increase, meter revenue was deposited on an aggregate basis for all beach lots. However, the comparison does show that when the rates doubled, the total beach parking lot revenue did not. In fact, revenue in 1996 exceeded fiscal year 1993/94 revenue by only 18.11% and 1997 meter revenues exceeded 1993/94 revenues by 26.75%. Although this information does not show that the number of vehicles using the Belmont Pier parking lot dropped after rates were increased, it does show that the total number of vehicles using beach lots did decrease. We cannot conclude that the rate itself is a disincentive to parking in the lots, as it could be the rate coupled with the means of payment - quarters only, with inadequate change machines.

With the above in mind, and for the fact that the Belmont Pier parking lot serves three commercial interests in the area as well as the beach and the pool, the City has been exploring the feasibility of staffing the lot.

Mr. David Hansen  
September 30, 1998  
Page 2

The Department plans to further evaluate the rate structure to optimize use of the lot. Once they have had an opportunity to do so, I will contact you to arrange a meeting.

Sincerely,

A handwritten signature in black ink, appearing to read "Frank A. Colonna". The signature is fluid and cursive, with a long horizontal stroke at the end.

Frank Colonna  
Councilmember, District 3  
Cc: Ralph Cryder, Director, Parks, Recreation and Marine



25 THIRTY-NINTH PLACE  
LONG BEACH,  
CA 90803  
(562) 433-3891  
(562) 434-0604 (FAX)

June 19, 1997

Gwendolyn Parker  
City of Long Beach  
Marina Leases and Concessions  
2760 Studebaker  
Long Beach, Ca. 90815

Re: Draft Parking Proposal

Dear Ms. Parker:

Thank you for inviting my comments on the draft parking plan for the Belmont Pier area. Although I have not seen or read the proposal because it has not been released, as I understand it, the proposal includes the following features:

- (1) an increase in parking fees in the Belmont Pier beach lot: parking fees will be charged in the evening as well as the day;
- (2) fees of a dollar an hour during the day all year long; and
- (3) a parking attendant to collect fees rather than metered parking.

Belmont Brewing Company is in favor the component of the proposal which eliminates the requirement of "feeding" the meter a quarter for each fifteen minutes of parking. This is expensive and creates a "hassle factor" in parking, which drives business away.

While the proposal diminishes the "hassle factor", the parking fees are excessive and the proposal only exacerbates them.

It is important to understand how the Belmont Pier area is different from the Seal Beach Pier or the Huntington Beach Pier, where parking meters near the pier command a quarter for 15 minutes of parking. The Huntington Beach and Seal Beach piers are continuations of their Main Streets, with expansive commercial centers, beaches with swimming, surfing etc. These features create tremendous demand for limited parking. The Belmont Pier area, in contrast, is relatively isolated, with minimal commercial activity, minimal sunbathing, no swimming or surfing. There is not a tremendous demand for the pier lot except for an occasional hot summer weekend day and certain evenings with special events at the pool. Even then there is ample parking east of the pool.



Gwendolyn Parker  
June 19, 1997  
Page Two

As Patricia Towner, former chair of the land use subcommittee of the Long Beach Citizen's Committee that produced the L.C.P. for Long Beach (and former Coastal Commissioner) stated in her December 27, 1996, letter to the Coastal Commission in support of BBC's patio expansion:

Parking is really not a problem. It is true that on weekend afternoons during the summer the public parking lot immediately adjacent to the plaza can fill up. There are, however, literally thousands of under used public parking spaces to the east of Belmont Pool, an easy and pleasant stroll up the bike path to the pier and plaza.

A copy of Ms. Towner's letter is attached.

It is not hard to understand that when the City doubled its parking fees for the beach lot from \$.50 per hour to \$1.00 per hour, Belmont Brewing Company's lunch business fell by 25%: there are too many other places to go for lunch that do not involve such a parking expense. The lot sits virtually empty most of the time. I took the enclosed Polaroid pictures at 12:15 today. It is a sunny summer day, school is out, and there are about 200 empty parking spaces. There is a parking problem at the Belmont Pier lot: it is under used. The City has exacerbated that problem with its parking rates. The current rates simply do not make sense given this area and the City's articulated commitment to revitalize it.

The area became blighted over the years, with subsistence fisherman, bums and crime being the most prominent features.

In response, the City of Long Beach and the California Coastal Commission certified a coastal plan, which provides for the Belmont Pier Planned Development Area that

[t]he intent of this Planned Development is to encourage a joint public and private effort to revitalize this underutilized area ... [Emphasis Added]

Certified Coastal Plan, page III-C-21. "Underutilized" is a very diplomatic term. As Vice Mayor Drummond stated in his August 8, 1995 letter to the California Coastal Commission in support of BBC's patio expansion:

Gwendolyn Parker  
June 19, 1997  
Page Three

The Belmont Pier area long suffered a very serious crime problem. At one point, crime, including murder, became so rampant that the City was forced to close the pier to the public at dusk. Closing a public pier is a terrible thing to have to do to such a significant public asset.

\*\*\* The area was dark and underutilized, a perfect site for gang and other criminal activity. It didn't help that the major commercial establishment bringing people into the area at night was a disreputable bikers bar located where the Belmont Brewery now sit.

\*\*\*

Today, life after dark is returning to the Belmont Pier area thanks in good measure to the Belmont Brewery restaurant. This popular restaurant brings people to it by car, bike and on foot. The patrons combine dining with strolling on the pier, plaza and bike path. This trend needs to be encouraged to grow--not nipped in the bud by government. [Emphasis added]

A copy of Vice Mayor Drummond's letter is attached.

Dr. Bush, Chairman of the Long Beach Planning Commission expressed similar thoughts in support of Belmont Brewing Company's patio expansion:

I used to go to the Belmont Pier every night ... and I saw that Pier deteriorate all around that area before the Brewery came there and I am happy to see some young fellas who bring some business to Long Beach because that Pier is my second home away from home to go down and talk to someone greater than myself and the water and at night sometimes I go there. And to see the change in that place and to see that community is coming back .... I am glad to see the Pier come back to a livable condition and people doing something to help the city because that Pier definitely needs help down there it's almost dead.

Transcript of Planning Commission Hearing, City of Long Beach, October 17, 1996, pages 4-5.

Gwendolyn Parker  
June 19, 1997  
Page Four

Now that Belmont Brewing Company has helped turn this area around, the City insists on charging excessive rates which threaten redevelopment. Charging parking fees that equal the rates charged at popular swimming and surfing beaches is a strange way to help revitalize an "underutilized area". As indicated, our lunch business fell by 25% when the City doubled its parking rates. Now the City wants to charge for parking after 6 p.m. as well! This is an astoundingly short sighted idea which will help kill redevelopment of this area: make it expensive to come here, as expensive as the metered areas of popular beach areas. The city should be doing all it can do to help bring people to the pier area after dark, not chase them away with new parking fees.

I would hope that the City would set rates more in accordance with the laws of supply and demand and look to the longer range interest it has in a viable commercial area at the Belmont Pier. Lower rates should actually increase revenue due to increased volume. Rates should be less during weekdays and evenings. During the winters demand could rarely justify the cost of an attendant. In the past the City did not charge for parking in the lot from after Labor day until Memorial day. Too often different government entities work at cross purposes in ineffable ways. This appears to be one of those times.

Lower parking rates and the resultant increased use of the lot would be of added benefit to a multitude of government entities that collect taxes and fees from Belmont Brewing Company and the other business near the pier. The Belmont Brewing Company pays hundreds of thousands of dollars in sales taxes, excise taxes, property taxes, possessory use taxes, rent to the City of Long Beach, income taxes, payroll taxes, fees, fees, fees, and more fees to government entities of every kind and description.

While an attendant may eliminate the need to park with a roll of quarters, government ought to be about more than extracting the most dollars possible from the private sector in the most efficient manner. This City can help make this area more competitive with other surrounding dining areas and accomplish its purpose of revitalizing this area by keeping parking rates consistent with that goal and with the laws of supply and demand.

Sincerely,

David Hansen

enc.

Ms. Patricia Towner  
6239 E. 6th Street  
Long Beach, CA 90803  
December 27, 1996

California Coastal Commission  
245 W. Broadway, Suite 380  
Long Beach, CA 90802

Re: 5-94-200 (Belmont Brewing Company)

Dear Commissioners,

I was the chair of the land use subcommittee of the Long Beach Citizen's Committee that produced the L.C.P. for our City. This L.C.P., adopted after 18 months of night meetings by our broad based citizen's group, has been cited by the Commission ever since as a model L.C.P. process. Later, I also served as an alternate commissioner on the South Coast Regional Coastal Commission.

Given my personal history, I believe I can provide you some insight that should be helpful to you in deciding the Belmont Brewing Company case. Although Long Beach is blessed with almost 5 miles of beach front, most areas' value for commercial visitor serving purposes is impacted by adjacent residential uses. The Belmont Pier and Plaza is just about the only beach adjacent area the Committee felt strongly should be encouraged to develop such visitor serving commercial uses.

At the time the plan was produced, it did not seem likely that restaurants, specialty shops and the like would elect to locate in what was then a rather dismal area in decay and suffering public safety problems. Ultimately, gang fights and even a murder forced the City to close the pier at dusk, a disgrace for a public pier.

Subsequently, policies put into place to turn the area around began to bear fruit. The catalyst proved to be replacing a gay bikers bar with the restaurant you know as the Belmont Brewery. This inexpensive, pleasant facility featured a beach front patio that began to draw visitors back to the area. A scuba and skateboard shop followed and across the plaza an upscale Italian restaurant opened. These are the only two beach front restaurants permitted along the entire five miles of beach.

Today, the Belmont Pier and Plaza area is on its way to becoming a planning success; Long Beach's only beach facing area that contains commercial visitor serving facilities.

I recently returned to living full time in Long Beach from Sacramento after serving as the Chief Executive Officer of the State Commission on the Status of Women. I was surprised to learn that Coastal Staff was recommending against adding 600 square feet to the front of the present patio area for the Belmont Brewery. I am bothered by staff's conclusion that this minor expansion should require additional parking or interfere with westward views from the plaza.

I understand from my experiences as a coastal commissioner why such concerns are valid in overdeveloped beach areas such as Venice where commercial development can overburden the infrastructure needed for other public recreational uses. Belmont Plaza is not such an area. Applying such a negative mind set to the Belmont Pier and Plaza is a counter to the basic thrust of the L.C.P. It would be a shame if such concerns discourage future needed visitor serving facilities in the area.

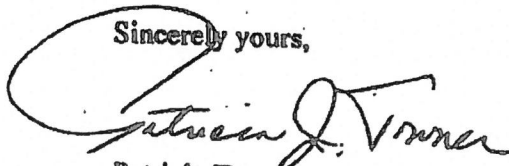
Parking is really not a problem. It is true that on weekend afternoons during the summer the public parking lot immediately adjacent to the plaza can fill up. There are, however, literally thousands of under used public parking spaces to the east of Belmont Pool, an easy and pleasant stroll up the bike path to the pier and plaza.

There may have been some merit for view corridor concern when the patio addition was planned to extend East into the main pedestrian access way to the area. Now that the expansion is planned to the South, view corridor interference seems minuscule, especially since a 20 foot view corridor will be maintained.

This case is more important than adding 600 square feet to an existing restaurant. The criteria your staff is asking you to apply may make it difficult to achieve worthwhile planning objectives as set out in the L.C.P.

I urge you to grant a permit for this project.

Sincerely yours,



Patricia Towner

cc: Charles E. Greenberg  
Councilman Doug Drummond



DOUGLAS S. DRUMMOND  
VICE MAYOR  
COUNCIL MEMBER, THIRD DISTRICT  
CIVIC CENTER PLAZA  
333 WEST OCEAN BLVD  
LONG BEACH, CA 90802

TELEPHONE (310) 570-6226  
FAX (310) 570-6166  
TDD (310) 570-6679

August 8, 1995

RECEIVED

AUG 8 1995

CALIFORNIA  
COASTAL COMMISSION  
SOUTH COAST DISTRICT

Coastal Commission  
Highway, Suite 380  
Long Beach, CA 90802-4416

Re: BELMONT BREWING COMPANY  
APPEAL NO. A-5-LOB-95-126  
HEARING DATE AUGUST 10, 1995

To: Commissioners:

I am the City Councilman representing the Belmont Pier area where the Belmont Brewery restaurant is located. I am also Vice Mayor of the City of Long Beach.

I hope the Commission grants a permit for the Belmont Brewery restaurant to add some 600 square feet to its existing outdoor patio area. There are many reasons why doing so for this colorful, well-run, and inexpensive restaurant at an important visitor serving location is in the best interests of the public. I am sure most of them will be explained to you during the hearing.

One reason, however, is not so obvious, and is very important to me as the former Commander of the Long Beach Police Department and the present Councilman for the area. Expansion of this and other visitor serving commercial uses that bring the public to the Belmont pier area at dusk and after dark is of vital interest to help insure public safety. We need to insure the public safety of all the public using the area at night.

The Belmont Pier area long suffered a very serious crime problem. At one point, crime, including murder, became so rampant that the City was forced to close the pier to the public at dusk. Closing a public pier is a terrible thing to have to do to such a significant public asset.

The pier and plaza area is contained, but quite large, and is somewhat difficult to police by patrol cars. The area was dark and underutilized, a perfect site for gang and other criminal activity. It didn't help that the major commercial establishment bringing people into the area at night was a disreputable bikers bar located where the Belmont Brewery now sits.

Belmont Pier is in the center of our beach and has historically been the activity center for beach access. The parking lot has been metered and the revenue from these meters has provided security officers for that location. In the coming year we intend to restore the pier and add an improved restaurant in order to invite more people to the area.

Today, life after dark is returning to the Belmont Pier area thanks in good measure to the Belmont Brewery restaurant. This popular restaurant brings people to it by car, bike, and



Coastal Commission  
Belmont Brewery, Appeal No. A-5-LOB-95-126  
August 8, 1995  
Page 2

on foot. The patrons combine dining with strolling on the pier, plaza, and bike path. This trend needs to be encouraged to grow--not nipped in the-bud by government.

Our long term solution is to treat the area as a small "community" and provide a continuous police presence at night by foot or bicycle patrol. Long Beach has been very successful with this approach to bring back and protect the public in its downtown "Pine Square" area. But to provide adequate demographics and intensity of night use to justify such a public safety program in today's tough economic times, there needs to be a higher concentration of night time visitor serving uses in the area.

I urge the Commission to join with me to help attain the vision of the Citizen's Committee who produced the Long Beach L.C.P. for the area. We want to make the area a great, safe, dusk and evening visitor serving destination. The patio expansion, now before you while minor, is a step in the right direction. Denying this permit would send an unfortunate signal that the Commission will not even approve a small expansion to existing patio dining in the area.

We at the City are working hard to turn this area around so that it may become a major visitor serving asset of our City. Please help, not discourage, our effort.

Sincerely,



Douglas S. Drummond, Vice Mayor  
Councilmember, Third District

DSD/neb

Robert E. Shannon  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
Telephone (562) 570-2200

1 RESOLUTION NO. C-27738

2  
3 A RESOLUTION OF THE CITY COUNCIL OF  
4 THE CITY OF LONG BEACH AMENDING RESOLUTION  
5 NO. C-27576 ESTABLISHING A SCHEDULE OF  
6 FEES FOR BEACH AREA PARKING LOTS  
7

8 WHEREAS, Section 10.30.030 of the Long Beach Municipal  
9 Code provides that the City Manager with the approval of the City  
10 Council may set parking rates for Beach Area Parking Lots; and

11 WHEREAS, Beach Area Parking Lots include the Ocean Beach  
12 Parking Lots, Junipero Avenue Parking Lot, Belmont Pier-Plaza  
13 Parking Lot, Granada Avenue Parking Lot, La Verne Avenue Parking  
14 Lot, Fifty-fourth Place Parking Lot, Seventy-second Place Parking  
15 Lot, Alamitos Avenue Parking Lot, Marina Green Parking Lot,  
16 Downtown Marina Parking Lot, and West Mole Parking Lot; and

17 WHEREAS, the City Manager through the Director of the  
18 Department of Parks, Recreation and Marine has determined that  
19 there shall be a Belmont Pier-Plaza Parking Lot evening rate.

20 NOW, THEREFORE, the City Council of the City of Long  
21 Beach resolves as follows:

22 Section 1. The schedule of fees for the use of the Beach  
23 Area Parking Lots is amended as follows:

24  
25 Belmont Pier-Plaza Parking Lot Evening Rate - The  
26 parking fee for those entering to park in the Belmont  
27 Pier-Plaza Parking Lot after 6:00 p.m. and before  
28 10:00 p.m. shall be \$1.00.



1 RESOLUTION NO. C-27766

2  
3 A RESOLUTION OF THE CITY COUNCIL OF  
4 THE CITY OF LONG BEACH AMENDING RESOLUTION  
5 NO. C-27738 ESTABLISHING A SCHEDULE OF FEES  
6 FOR THE BEACH AREA PARKING LOTS  
7

8 WHEREAS, Section 10.30.030 of the Long Beach Municipal  
9 Code provides that the City Manager with the approval of the City  
10 Council may set parking rates for Beach Area Parking Lots; and

11 WHEREAS, Beach Area Parking Lots include the Ocean Beach  
12 Parking Lots, Junipero Avenue Parking Lot, Belmont Pier-Plaza  
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15 Lot, Alamitos Avenue Parking Lot, Marina Green Parking Lot,  
16 Downtown Marina Parking Lot, and West Mole Parking Lot; and

17 WHEREAS, the City Manager through the Director of the  
18 Department of Parks, Recreation and Marine has determined that  
19 there shall be a Belmont Pier-Plaza Parking Lot evening rate.

20 NOW, THEREFORE, the City Council of the City of Long  
21 Beach resolves as follows:

22 Section 1. The schedule of fees for the use of the Beach  
23 Area Parking Lots is amended as follows:

24 "Belmont Pier-Plaza Parking Lot Evening Rate -  
25 Parking in the Belmont Pier-Plaza Parking Lot after 6:00 p.m.  
26 is free to the public".

27 //

28 //

Robert E. Shannon  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
Telephone (562) 570-2200

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Sec. 2. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify to the vote adopting this resolution.

I hereby certify that the foregoing Resolution was adopted by the City Council of the City of Long Beach at its meeting of November 14, 2000 by the following vote:

Ayes:	Councilmembers:	<u>Colonna, Carroll, Kell,</u>
		<u>Richardson-Batts, Webb,</u>
		<u>Shultz, Baker.</u>
Noes:	Councilmembers:	<u>None.</u>
Absent:	Councilmembers:	<u>Oropeza, Grabinski.</u>

  
City Clerk

JNM:pw  
11/07/00  
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**Paid Parking Hours**

LOT	CURRENT METER HOURS	PROPOSED METER HOURS	NET INCREASE/ DECREASE/ NO CHANGE
PIER POINT LANDING	8am - 12am	8am - 12am	0
MARINA GREEN	8am - 12am	8am - 12am	0
ALAMITOS LOT	8am - 8pm	8am - 8pm	0
JUNIPERO LOT	8am - 8pm	8am - 8pm	0
BELMONT PIER	8am - 6pm	8am - 8pm	+2
GRANADA LOT (BELMONT POOL)	9am - 6pm	8am - 8pm	+3
LA VERNE LOT	8am - 8pm	8am - 8pm	0
54TH LOT	8am - 8pm	8am - 8pm	0
72ND & OCEAN	9am - 6pm	8am - 8pm	+3
MOTHER'S BEACH	8am - 8pm	8am - 8pm	0
COLORADO LAGOON	9am - 6pm	8am - 8pm	+3