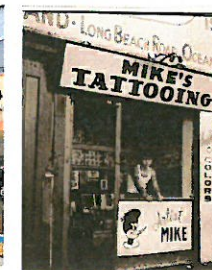


## CUP Procedures and Requirements: Issues, Options and Recommendations



**City of Long Beach  
Planning Commission Meeting  
September 7, 2017**

# Agenda

- Project Objectives
- Process Overview
- Issues
  - Use Regulations
  - Procedures and Permit Costs
  - Code Clarity and Ease of Use
- Key Recommendations
- Public and Planning Commission Input

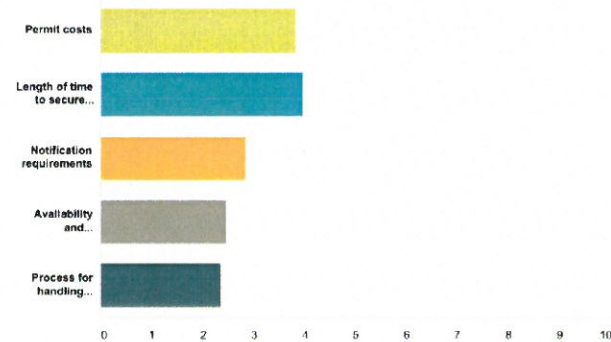


# Project Objectives

- Efficiency
  - Timeliness
  - Predictability
  - Efficiency
  - Cost
- Effective response to concerns about negative impacts
- Improve City’s image as a good place to do business

**Q2 What do you see as the major problems with the City's procedures / practices for reviewing and approving new businesses or changes to existing establishments? (Please rank in order with 1 being the most problematic, 5 being the least problematic)**

Answered: 18 Skipped: 23



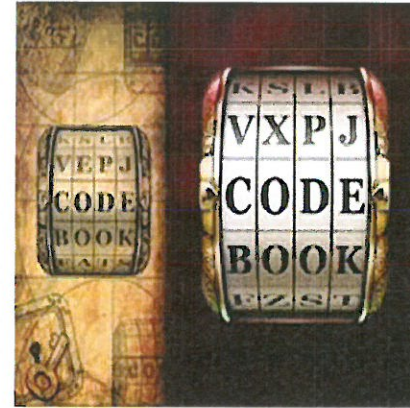
# Overview of CUP Study Process

- Progress to date:
  - Technical analysis of Zoning Code/CUP provisions
  - Stakeholder input
  - Survey and compare peer city regulations and practices
  - Identify key issues and options
  
- This is where we are now
  - Obtain feedback from stakeholders and public officials
  - Planning Commission Study Session



# What We Heard From Stakeholders

- Outdated zoning requirements
- Time and expense of “getting to yes”
- Difficult requirements and procedures especially for alcohol sales
- Business assistance and outreach



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## Business Portal



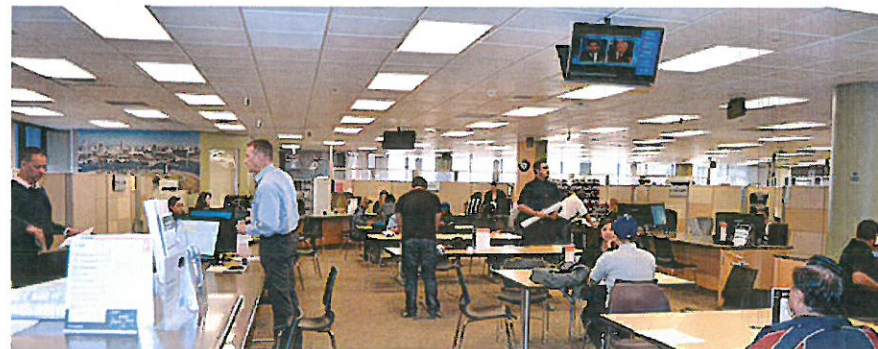
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Urban and Regional Planners



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CUP Project

# Stakeholder's Key Issues

- Use regulations and requirements
- Parking standards and parking management
- Procedures, cost, and time-lines
- Code usability, clarity, and modernity



## How Does Long Beach Compare?

- Cost and processing time similar to peer cities
- 750-foot notification radius greater than peer cities
- Some peer cities do better job providing information on business assistance and applications under review
- Some peer cities give staff greater responsibility for permit approval
- Some peer cities require less parking



# Preliminary Recommendations

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# Use Regulations



- New and revised requirements for specific uses
- More flexibility for alcohol sales
- Clarified rules for assembly uses
- Simplified requirements for industrial zones
- Modified requirements for live-work

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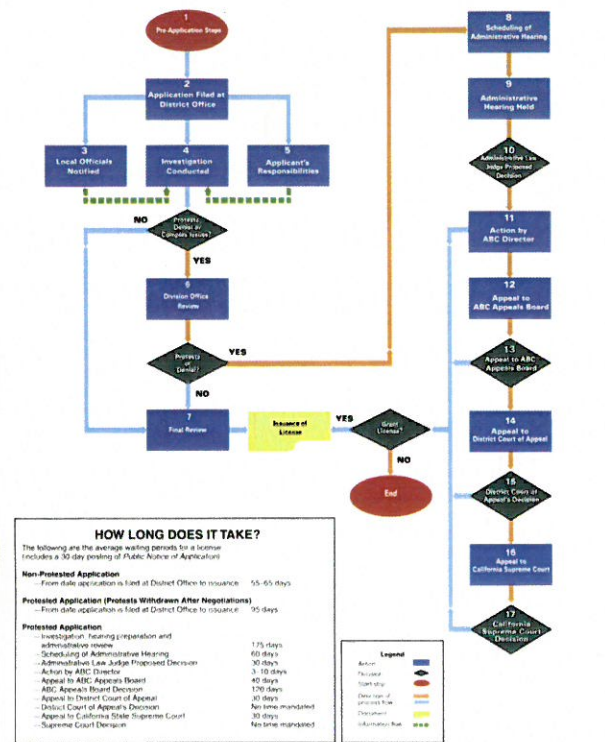


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# Alcohol Sales

- Adjust CUP exemptions
- Additional alcohol sales with AUP
- Determination of Public Convenience or Necessity
- Coordination with ABC requirements

State of California • Department of Alcoholic Beverage Control  
**ALCOHOLIC BEVERAGE LICENSE—APPLICATION PROCESS**  
(Includes application for a new license, permits to premises transfer, change in license privileges or ownership change (for multiple), transfer to new owner, change in stock ownership or adding/dropping a partner.)



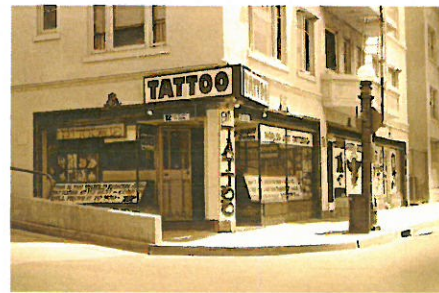
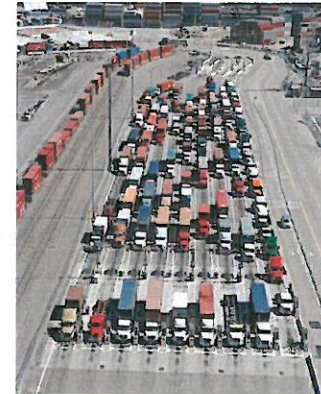
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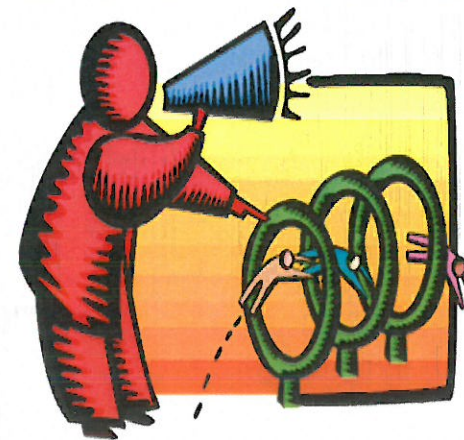
# Regulation of Other Uses

- Clarify requirements
- Consider ways to reduce need for CUP
  - Drive-through fast food
  - Entertainment
  - Assembly uses
  - Thrift shops
  - Tattoo parlors
  - Truck parking



# Application Procedures

- Consider two-part fee structure with downpayment
- Improve communication of requirements
- Reduce notification radius to 300 feet to lower cost
- Improve website sharing of public notices



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# Other Code Changes

- Update Code to remove invalid provisions
- Establish zoning clearance process to ensure applicants understand rules and make enforcement easier



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# Next Steps

- Economic Development Commission Study Session
- Feedback from stakeholders and community
- Draft revised regulations
- Additional meetings if necessary
- Planning Commission and City Council public hearings
- City Council adoption

