



Legislation Text

File #: 10-1236, **Version:** 1

Recommendation to receive supporting documentation into the record, conclude the hearing, and adopt resolution to create an amnesty program for existing automobile sales businesses and to waive fees for a period of 60 days for Conditional Use Permit and Site Plan Review applications in subareas 1, 3 and 4 between Willow Street and Anaheim Street within the Long Beach Boulevard Planned Development District (PD-29). (Districts 1,6,7)

Staff is requesting that the City Council approve an amnesty program for existing automobile sales businesses to waive fees for a period of 60 days for a Conditional Use Permit and Site Plan Review in subareas 1, 3 and 4 between Willow Street and Anaheim Street within the Long Beach Boulevard Planned Development District (PD-29) (Exhibit A - Area Map).

On May 8, 2007, staff presented to the City Council an ordinance creating performance standards for automobile sales businesses on Long Beach Boulevard between Willow Street and Anaheim Street. At the hearing, the City Council asked staff to expand the performance standards to include amortization of existing auto dealerships as well as newly established businesses. In addition, the requirement of the Conditional Use Permit and Site Plan Review were approved to allow staff the opportunity to review existing and future automobile sales businesses for appropriateness of location and design characteristics of the proposed structures. The approved performance standards require landscape buffers, screening, lighting and the requirement of a 1,000-square-foot minimum size showroom/business office. They also address the location of vehicle storage, repair areas, loading and unloading of vehicles and the use of sustainable materials. All existing auto dealers were allowed to continue operation for a period of two (2) years from the approved date of May of 2007, with the condition that by May of 2009 all automobile sales businesses were to apply for a Conditional Use Permit. After the approval of the ordinance, several courtesy letters were mailed in April, August, and September of 2007, as well as December of 2009, informing all auto dealerships of the new requirements of the ordinance including a time frame of when they were to file a Conditional Use Permit application with the Long Beach Development Services. However, given the current difficult economic situation, the Conditional Use Permit fee has proven to be a burden to submitting an application, which has stalled efforts to upgrade the corridor.

In summary, staff is recommending the City Council grant a 60-day amnesty period to waive fees for a Conditional Use Permit and Site Plan Review to allow auto dealers ample time for submittal of an application to Development Services. Letters will be mailed out to the affected dealerships informing them of the amnesty program and the filing requirements for a Conditional Use Permit application.

In accordance with the Guidelines for Implementation of the California Environmental Quality Act, a Categorical Exemption (CE 06-054) was issued.

This letter was reviewed by Assistant City Attorney Michael Mais on October 25, 2010 and by Budget Management Officer Victoria Bell on November 5, 2010.

Implementation of this program at the earliest possible date will facilitate the improvement of the Long Beach Boulevard corridor.

Implementation of this amnesty program will result in a potential loss of revenue of up to \$210,000 from Development Services Fund (SR 137). There will be no impact to the General Fund.

Approve recommendation.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH PROVIDING FOR A TEMPORARY AMNESTY PROGRAM AND WAIVING CONDITIONAL USE PERMIT AND SITE PLAN REVIEW APPLICATION FEES FOR AUTOMOBILE SALES BUSINESSES LOCATED ON LONG BEACH BOULEVARD BETWEEN WILLOW STREET AND ANAHEIM STREET WITHIN THE LONG BEACH BOULEVARD PLANNED DEVELOPMENT DISTRICT (PD-29)

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DIRECTOR OF DEVELOPMENT SERVICES

APPROVED:

PATRICK H. WEST
CITY MANAGER