

Economic Development and Finance Committee Pending Legislative Files 2005-2013
as of 12/10/13

	1	2	3	4	5
	File ID #	City Council Referral Date	Committee Agenda Date	File ID Title	File Status
1	05-2366	4/18/1995	1/18/2005	Final Report to the Mayor and City Council on Interracial Gang Violence (original staff report includes recommendations for youth programs; item 4 of the staff report was referred to ED&F)	Held in Committee
2	05-2370	12/21/1999	1/18/2005	Recruitment of High Technology Firms	Held in Committee
3	06-0429	5/16/2006	11/14/2006 & 2/6/2007 & 2/20/2007	Recommendation to revisit discussion relating to itinerant Flower Vendors in public right-of-way.	Held in Committee
4	07-0537	5/15/2007	None	Recommendation to refer the creation of a 2nd District Parking Advisory Commission to the Economic Development and Finance Committee for review of fiscal impact	In Committee
5	08-0773	8/12/2008	None	Recommendation that: 1) City Manager shall prepare a list and status of use report on all City-owned real estate within thirty (30) days; and 2) City Attorney shall draft an ordinance outlining the specific procedures by which City-owned assets can be sold or leased so that proceeds from such sales are applied to further municipal improvements and not salaries and benefits.	In Committee

**Economic Development and Finance Committee Pending Legislative Files 2005-2013
as of 12/10/13**

1	2	3	4	5	
File ID #	City Council Referral Date	Committee Agenda Date	File ID Title	File Status	
6	11-0770	8/9/2011	None	To request City manager & Director of FM to analyze the incentive proposals discussed in this agenda item as to potential impact & cost to the City; & recommend to the CC a package of incentives that can potentially attract & retain more businesses in the City of Long Beach	In Committee

Column Descriptions:

- Column 1:** Pending standing committee Legislative File ID Number.
- Column 2:** City Council agenda date that the pending legislative file was referred to committee.
- Column 3:** Committee agenda date the legislative file appeared in committee as docketed by the Chair.
- Column 4:** Title of the legislative file.
- Column 5:** In Committee means that the item was referred to committee by City Council but never appeared on the committee agenda, unless indicated otherwise; Held in Committee means the item was laid over at the committee meeting and did not return to committee, unless indicated otherwise.



Date: May 16, 2006
To: Honorable Mayor and Members of the City Council
From: Councilwoman Rae Gabelich, Eighth District *RG*
Subject: AGENDA ITEM: Sidewalk Vending in Public Right-of-Way

Throughout the year, and especially during certain holidays, such as Mother's Day and Valentine's Day, Long Beach has a large number of vendors selling from the sidewalk at street intersections. Some of these vendors obtain licenses from the City, but many are unpermitted.

My office has received numerous complaints from residents and local businesses about the negative impacts of the street vendors.

This vending is potentially a safety hazard, distracting drivers from their ability to watch traffic and potential road hazards, and stopping traffic.

Many neighboring cities have enacted ordinances to prohibit or restrict the sale of merchandise at intersections or to people in vehicles.

I request that the Council and staff work to develop an effective policy to curtail this activity.

Recommended Action:

Refer to the Economic Development and Finance Committee for recommendation on an effective method to curtail the sale of merchandise at intersections or to people in vehicles.



Date: February 6, 2007
To: Economic Development and Finance Committee
From: Michael A. Killebrew, Director of Financial Management
Subject: **Itinerant Flower Vendors**

On May 16, 2006, City Council referred the issue of itinerant flower vendors to the Economic Development and Finance Committee. Councilwoman Gabelich had expressed the concerns of 8th District constituents, both residents and business owners, regarding those temporary vendors that sell their products at non-permanent locations such as busy intersections. At the subsequent meeting of the Committee held on November 14, 2006, the Committee reviewed issues and concerns associated with multiple flower and gift vendors that sell products on private property such as gas stations; these sales are often associated with holidays such as Valentine's Day, Easter and Mother's Day. On one hand, vendors create both safety and quality of life concerns for themselves and their customers, as well as for local residents. On the other hand, it is understood that no enforcement actions should be taken that would stifle or suppress legitimate expressions of entrepreneurial spirit manifested in legal, authorized ways.

Members of the Committee, therefore, directed staff to develop options to ensure that each vendor is authorized to conduct business within the City. In addition, staff was asked to explore options that would regulate the number of vendors in a geographic area.

As stated in Section 21.53.113 of the Municipal Code (attached), Temporary Vending is allowed for no more than 10 consecutive days, and no more than twice at any location during the calendar year. In response to the Committee's inquiries, staff implemented the following procedural changes to better insure compliance with the Municipal Code:

When an applicant seeks a Temporary Sales Business License, the counter staff in Planning and Building reviews a dimensioned site plan that shows the location of all structures, parking spaces, drive aisles, and landscaped areas as well as a dimensioned location for their vending. The applicant is now instructed that vending cannot obstruct drive aisles or parking. Also, the applicant is informed that all vending must occur on private property (not on streets, sidewalks, or medians). The approved plan is attached to the business license application. With Zoning approval, the business license is then issued. Presently, the Traffic Engineer is not involved in the review.

This information is provided to the Business License Inspector to ensure that the vending set-up in the field meets the approved plan and application details.

In addition to the procedural changes described above, we hereby provide the following options to the committee for its consideration.

Options - Temporary Sales Vendor Regulations

1. Revise the Temporary Sales vending application to require the applicant to obtain the property owner/lessor's notarized signature indicating consent to the vending activity at the designated site and acknowledging his/her responsibilities related to this business arrangement.
2. Business License Inspectors will work on each of the popular holidays to ensure compliance. This will be accomplished utilizing overtime hours; budget considerations and implications will need to be reviewed.
3. Business License staff will participate in the Police Department's briefing sessions that are to be held at each sub-station to discuss the rules and responsibilities of the Temporary Sales vendors that have been approved to conduct such activities on private property.

Should the program described in Options 1 through 3 above be implemented, consider it to be a one year Pilot Program to determine the effectiveness of the measures recently implemented by Planning and Building along with the revised application process mentioned above. Staff will provide periodic updates to the Economic Development and Finance Committee.

4. **Driveways providing access to the site are to be in compliance with current Zoning Code requirements for size and location.** The Zoning Code calls for no driveways within 35 feet of a corner and those driveways located between 35 feet from the corner and 90 feet from the corner are to be right turn-in right turn-out. These driveway location requirements have been established to reduce vehicle conflicts at intersections and enhance traffic and pedestrian safety. Furthermore, driveways that are substandard in width can create bottlenecks and traffic queues on the street. The Committee may ban temporary sales from properties where these Zoning Code violations exist.
5. **Sidewalks adjacent to the temporary site are required and those sidewalks must be a minimum of 10 feet in width.** Substandard sidewalks of less than ten feet in width would be

considered sub-standard for immediately adjacent temporary vending and can create a number of compromising situations such as noncompliance with ADA standards, less than optimum placement of parking and traffic controls, bus stops without benches and shelters, and other such issues. Should itinerant sales be permitted at sites with narrow sidewalks, such sales activity could impede or distract the free and safe movement of pedestrians on the sidewalk and for those waiting at bus stops. Furthermore, the sales activity could potentially be located too close to the roadway, thereby distracting drivers from traffic controls. For locations that fall within these described conditions, the Public Works Department would be required to review and authorize the proposed activity prior to the issuance of a business license.

6. There could be consideration of prohibiting all such activity within the City. The City Council may have a desire to place a moratorium on the temporary sale of flowers and similar items within the City limits due to the concerns identified above. Such action would free Police and Business License Inspector staff to be redirected to other enforcement activities.

City Staff is working to mitigate the concerns previously identified within the provisions of the Municipal Code, through both the application process and site inspections. Recommendations provided by the Traffic Engineer will ensure that the flow of traffic is not impeded and that this activity is safely conducted at major intersections on private property.

Therefore, in addition to steps already taken, staff recommends implementing Options 1, 2, and 3, and that the Economic Development and Finance Committee move to establish the outlined Temporary Sales Permit Pilot Program for one year and request periodic reports on compliance.

MAK:PJH:JCZ

Attachment

City of Long Beach Municipal Code 21.53.113

21.53.113 Special events (carnivals, fairs, circuses, grand prix events, seasonal sales and the like) in commercial, industrial, public right-of-way and planned development zone districts.

A. Except for seasonal sales, no special event under this Section shall last longer than ten (10) consecutive calendar days at one site.

B. Seasonal sales (the sale of items symbolic of religious, national or traditional holidays, including the seasonal sale of fruit) shall not last longer than sixty (60) consecutive calendar days at one site.

C. Parking shall be provided as required by Chapter 21.41 (Off-Street Parking and Loading Requirements).

D. Parking lot sales shall be conducted on the same or adjacent premises as the principal use.

E. Except for seasonal sales, special events shall be limited to not more than twice any calendar year at one site unless designated for public park, convention center, arena, auditorium or stadium use.

F. Seasonal sales events may apply to the Zoning Administrator for a maximum thirty (30) day time extension. (Ord. C-7326 § 29, 1995; Ord. C-6895 § 26, 1991; Ord. C-6533 § 1 (part), 1988).



CITY OF LONG BEACH

OFFICE OF THE CITY MANAGER

~~R-29~~

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GERALD R. MILLER
CITY MANAGER

May 15, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Refer the creation of a Second District Parking Advisory Commission to the Economic Development and Finance Committee for review of fiscal impact.

DISCUSSION

In response to the City Council action of August 1, 2006 (Attachment 1), the following outlines a possible structure for a Second District Parking Advisory Commission (commission). The commission may be composed of seven members, appointed by the Mayor and confirmed by the City Council. The membership could include the following: one member as a professional from the field of planning or engineering; two members as owners or operators of a business in the Second District; and four members as residents of the Second District. The purpose of the commission would be to advise and make recommendations to the City Council regarding parking issues in the Second District, and to identify potential short and long-term parking and mobility solutions.

This matter was reviewed by Assistant City Attorney Heather Mahood on May 10, 2007, and Budget and Performance Management Bureau Manager David Wodynski on May 9, 2007.

TIMING CONSIDERATIONS

City Council action on this item is requested on May 15, 2007 in order to initiate a request for applications for prospective commissioners by June 2007.

HONORABLE MAYOR AND CITY COUNCIL

May 15, 2007

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FISCAL IMPACT

The fiscal impact resulting from the creation of a Second District Parking Advisory Commission will be evaluated during the deliberations of the Economic Development and Finance Committee.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

Christine J. Shippey

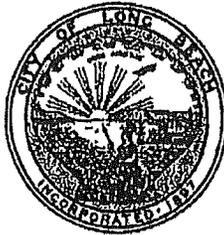
for

GERALD R. MILLER
CITY MANAGER

GRM:CFS:cw

Attachment: August 1, 2006 Second District Parking Advisory Commission agenda item

City of Long Beach
Working Together to Serve



~~R-40~~
Suja Lowenthal
Councilmember, 2nd District

ATTACHMENT 1

Memorandum

Date: August 1, 2006
To: Mayor and Members of the City Council
From: Suja Lowenthal *SL*
Subject: Second District Parking Advisory Commission

There is a severe shortage of parking spaces in Second Council district neighborhoods such as Alamitos Beach, Bluff Heights, Hellman and Rose Park. It is not unusual for residents coming home from work to circle their block and outlying streets for nearly an hour looking for a single parking space. Young women, the elderly and residents returning from a long day of work are forced to walk home several blocks each night after parking their car. Many simply give up looking for a space and choose instead to park in red zones. As a result, a number of residents have confided in our office that they end up paying an average of \$120 each month in tickets.

Several factors contribute to the shortage of spaces including remnants of cracker-box housing that was developed decades ago, growth in two-vehicle households, increase in multi-family units without adequate parking onsite, illegally converted garages and split rooms. The prior council member and city staff addressed the shortage primarily through reducing red curb space and diagonal parking on wide side streets. These solutions have nearly run their course in being implemented, but the problem remains in crisis mode. It is clear that the Second District parking problem will require a spectrum of solutions, both short and long term, to make any difference in the quality of life for residents.

RECOMMENDATION:

Direct the City Manager to research various options for structuring a Second District Parking Advisory Commission charged with assessing the current status of parking in the district as well as identifying potential short and long term solutions that may include, but are not limited to the following: 1) reduce red curb space, 2) diagonal parking of remaining wide streets, 3) street hash marks, 4) increased code enforcement of converted garages and split rooms, 5) neighborhood parking permits, 6) revenue raising strategies such as parking meters, 7) converting Broadway and 3rd Avenues into one-way streets and creating diagonal parking, 8) cooperative agreements with businesses and other property owners with multiple space parking lots, 9) converting undeveloped or dilapidated property into mixed-use parking structures, 10) changing street sweeping times.

Direct the City Manager to return to the City Council with recommendations for structuring and staffing a Second District Parking Commission and delineating steps to creating a Second District parking master plan within (60) days of this motion's passage.

And return to the City Council with the following: 1) The commission should be advisory in nature and include representation from a broad spectrum of second district property owners and businesses, and 2) the commission will be charged with providing recommendations for revenue raising parking strategies and the creation of a Second District parking master plan.



City of Long Beach
Working Together to Serve

Office of Gerrie Schipske
Councilwoman, Fifth District
Memorandum

R-9

Date: August 12, 2008

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Councilwoman Gerrie Schipske, Fifth District 67

Subject: **AGENDA ITEM: Request for List and Status of Use of All City Owned Properties and Development of Ordinance Regarding Procedures for Sale of City Assets**

BACKGROUND

The City of Long Beach continues to face long term structural deficit problems while at the same time attempting to meet the needs of repairing an aging infrastructure and maintaining a high-quality level of service to the community. While attempting to do an admirable job in facing this challenge, further measures can and should be taken to address the long-term critical financial situation the City of Long Beach.

The City owns a considerable amount of real estate which could be sold or leased in order to generate revenues to fund municipal improvements.

In order to determine what part of the real estate portfolio could be sold or leased, the City's real estate portfolio needs to be reviewed and updated on an annual basis. Such a review must include: an inventory of the real estate, an operating plan for such property, a disposition plan for surplus property, market research to support anticipated transactions and a request for authority to act within defined parameters as established by the City Council.

The major elements of the Portfolio Plan should include:

- Property evaluation and characterization of real estate assets
- Strategy for City occupied real estate
- Investment Portfolio Plan (Leases to for-profit tenants)
- Review of Not-for-Profit Leases
- Disposition Plan for surplus assets
- Business Case development review to support proposed transactions
- Legal document development and review

SALE OF CITY OWNED REAL ESTATE: As part of an overall portfolio management plan for the City's real estate assets, the City Manager should review the City's property inventory to determine which properties are no longer needed for public facilities or to support the elements of the General Plan and whose disposition will provide a greater public benefit. A City owned property may become available for sale if:

- The property is not currently used by a City department or does not support a municipal function.

HONORABLE MAYOR AND CITY COUNCIL
Request for List and Status of Use of All City Owned Properties and Ordinance
Outlining Procedures for Sale or Lease of City Owned Properties
Councilwoman Gerrie Schipske, Fifth District
August 12, 2008

- The property is vacant and has no foreseeable use by the City.
- The property is a non-performing or under-performing asset and greater value can be generated by its sale.
- Significant economic development opportunities can be generated by selling the property.

Factors to be considered in determining whether a property should be sold include:

- Will the City be relieved of potential liabilities and/or cost of maintaining property that does not generate income or provide public benefit?
- Property tax increment that will be created by returning the properties to the tax rolls.
- Stimulation of the economy by providing opportunities for private sector investment.
- Generation of revenue for the Capital Outlay Fund.

ORDINANCE OUTLINING PROCEDURES: An ordinance should be drafted that outlines the specific procedures by which City owned assets can be sold or leased so that proceeds from such sales are applied to further municipal improvements and not salaries and benefits.

RECOMMENDATION: 1) The City Manager shall prepare a list and status of use report on all City owned real estate within thirty (30) days; and 2) The City Attorney shall draft an ordinance outlining the specific procedures by which City owned assets can be sold or leased so that proceeds from such sales are applied to further municipal improvements and not salaries and benefits.



City of Long Beach

~~R-11~~

**Office of Gerrie Schipske
Councilwoman, Fifth District
Memorandum**

Date: August 9, 2011
To: Honorable Mayor and Members of the City Council
From: Councilwoman Gerrie Schipske, 5th District 
Subject: AGENDA ITEM: Business Growth Incentive Act

Discussion:

Long Beach faces staggering unemployment. The city needs to attract businesses who will in turn create jobs and generate sales tax revenue. The City must enact creative ways to encourage business to locate here or to remain here.

Among some of the ways in which to encourage business to locate here and/or to remain here:

- Waiver of business license and occupation tax for 1st year of operations for new businesses;
- Waiver of business license and occupation tax for each year an existing business documents the hiring of at least 10% more employees than they employed the year prior;
- A discount in business license and occupation tax for those businesses renewing for a 3 year period;
- A discount or waiver of building impact fees for those businesses agreeing to employ 100 or more if their first three years of operation;
- Alternatively, allowing a deferral until occupancy or a ten year financing of development impact fees;
- Reduction of commercial storm water fees for qualified storm water design projects that lessen the impact to our storm water system; and
- A 50% percent reduction/exemption on the city's "utility use tax" for gas, water, telephone, cable, and refuse for businesses that create 200 full-time jobs or retain 1,000 full-time jobs.

Recommendation:

That motion be made to request that the City Manager and the Director of Financial Management analyze the incentive proposals discussed in this agenda item as to potential impact and cost to the City and recommend to the City Council a package of incentives that can potentially attract and retain more businesses in the City of Long Beach

Residential Business License Fee

Long Beach	196.68 residential		8.33 per employee including operator 14.00 Zoning/Investigation fee 39.83 Fire/Building Bureau Plan Review Fee Total :258.84		Fill out form, inspections possible.
Bellflower	\$125		16% surcharge on residential license		Fill out BMC 19, Home Occupation Permit Form
Cerritos	\$36.00				Fill out two-page form.
Huntington Beach	\$118.00 first year \$91.64 thereafter	processing fee included			Fill out two-page form.
Irvine	\$50.00		Businesses can qualify for a reduction if annual gross receipts are less than \$4,000.		Fill out two-page form.
Lakewood	\$50.00				Pick up form at City Hall or request it electronically
Los Alamitos	\$111.46				Fill out two-page form.
Los Angeles	\$0, first year varies second year based on business activity. No distinction for home-based businesses.				Fill out one-page form.
Seal Beach	\$207				Sign agreement and fill out three-page form.
Signal Hill	\$93 \$153, construction	\$50 one-time			Sign agreement and fill out one-page form.