



LONG BEACH
DEVELOPMENT
SERVICES

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Conditional Use Permit

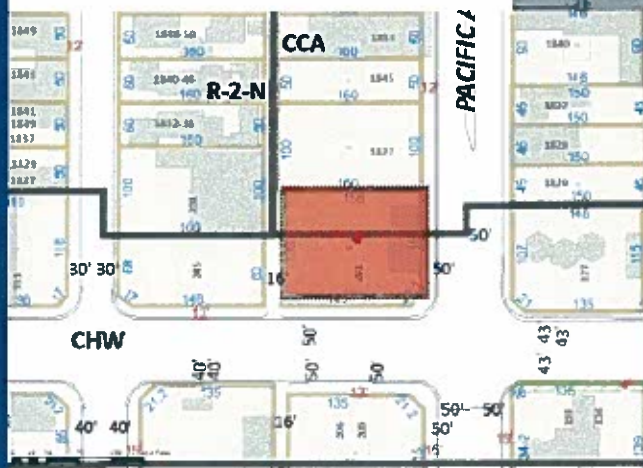
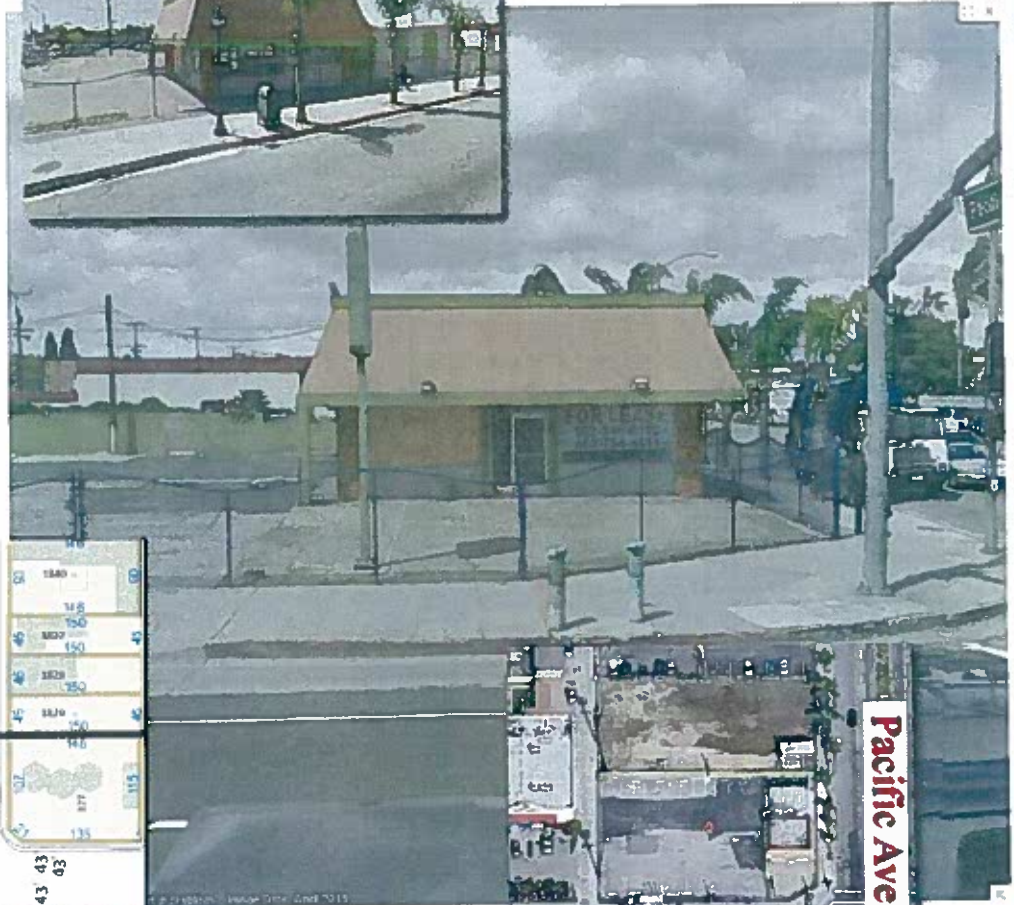
Application No. 1203-06
August 2, 2012



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Subject Site



Pacific Ave
Pacific Coast Highway

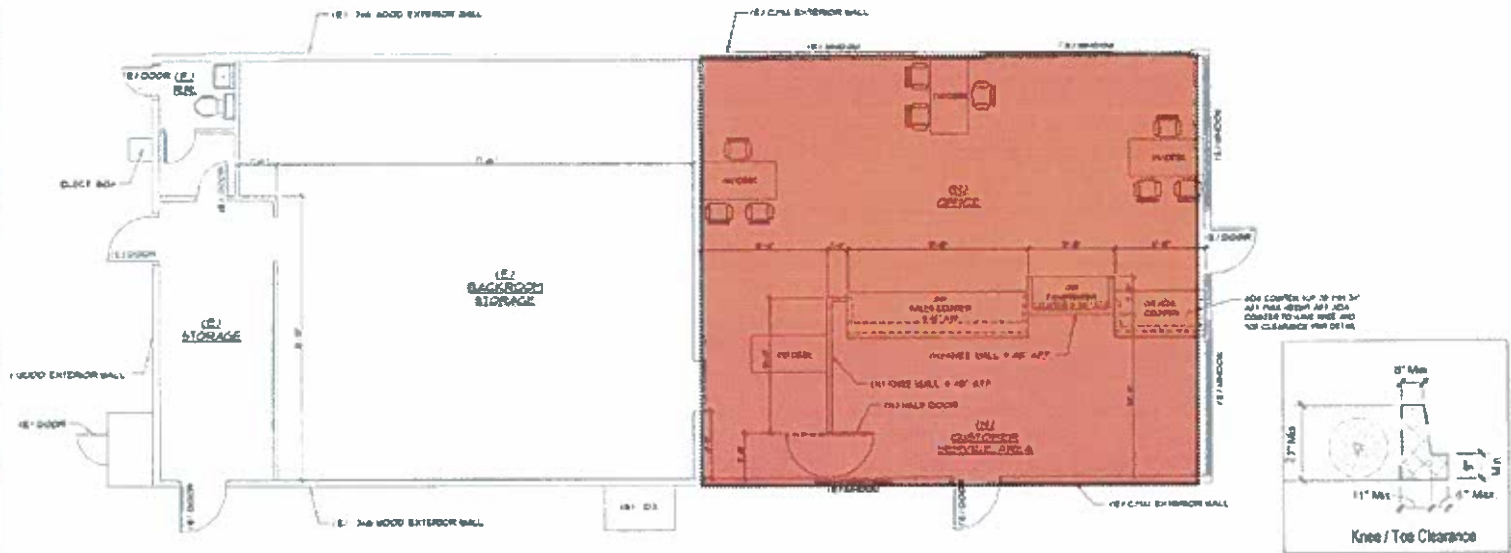


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Floor Plan

FINAL LOCATIONS OF WHEEL BELL AND CORNER





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State Regulations

Loan Type	Minimum Loan	Maximum Loan	Maximum Fee
DIVISION 10. CALIFORNIA DEFERRED DEPOSIT TRANSACTION LAW (Pay Day Loans)	None	\$300	3% with identification 3.5 percent without identification or three dollars (\$3), whichever is greater
CAL CIVIL CODE SECTION 1789.30-1789.38 (Check Cashing)	None	\$300	15%
Division 9 of the California Finance Code (Consumer Loans)	\$2,500	½ blue book value	None. After market is 0.33% per day

Your search for (pennbrooke) found the following (1) results:

Lic. Status:	Active License	Lic. Date:	Mar 28 2012 (Lender/Broker)
Lic. Number:	603J319	Lic. Type:	California Finance Lender
Name:	PENNBROOKE FINANCIAL SERVICES, LLC		
Address:	3440 PRESTON RIDGE ROAD, SUITE 500 ALPHARETTA, GA 30005		



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Community Feedback

- **Applicant presented proposal to:**
 - Wrigley
 - Wrigley Area Neighborhood Alliance (WANA)
 - Neighborhood Advisory Group (NAG)
 - Central Project Area Council (CPAC)
- **Responses received at the neighborhood groups were both positive and negative**
- **A majority of responses received by mail, email and voicemail were in opposition to the proposed use based on the types of loans offered and the feeling that the use would detract from the community.**



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Staff Recommendations

- **Allow for improvements to a dilapidated property**
- **Allow the community to determine if the use is a good fit**
 - Recommend five year approval with operational conditions
- **Proposed Conditions:**
 - Maximum five year approval.
 - Remove front yard chainlink fences and install a minimum five-foot-wide landscaping strip along Pacific Avenue and Pacific Coast Highway.
 - The parking lot shall be re-slurried and re-striped.
 - The existing pole sign shall be removed.
 - The existing commercial building shall be redesigned to look like a financial center or bank building.
 - The Department of Development Services and the Long Beach Police Department shall have the authority to review the site for security problems, and said departments shall have the power to require additional security measures.
 - A detailed, complete and unambiguous schedule of all fees in English, Spanish, and Tagalog shall be posted in a location that can be easily read by the public.
 - If, for any reason, there is a violation of any of the conditions of this permit or if the use/operation is found to be detrimental to the surrounding community, including public health, safety or general welfare, environmental quality or quality of life, such shall cause the City to initiate revocation and termination procedures of all rights granted herewith.