



CITY OF LONG BEACH

DEPARTMENT OF FINANCIAL MANAGEMENT

ORD-29

333 West Ocean Blvd • Long Beach, California 90802

December 11, 2007

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Adopt the attached Resolution maintaining standardized Entertainment District conditions of operation and tiered conditions, receive and file supporting documentation and declare ordinance extending the Downtown Dining and Entertainment District Pilot Program (Downtown Pilot Program) through December 31, 2008 read the first time and laid over to the next regular meeting of the City Council for final reading. (District 1)

DISCUSSION

On March 13, 2007, the City Council adopted an ordinance extending the Downtown Pilot Program through December 31, 2007. The Downtown Pilot Program was established to develop consistent hours and operating conditions for businesses requiring an entertainment permit. The Downtown Pilot Program also set conditions to promote a safe environment benefiting visitors, retail and entertainment venues, while ensuring quality of life for residents who might be impacted by the enhanced hours and operating conditions.

Prior to the Downtown Pilot Program, the hours and conditions of operation varied from establishment to establishment, since each entertainment permit was authorized by a separate City Council action over a 22-year period. Certain establishments provided entertainment until 2:00 a.m., while others were restricted to earlier hours. Likewise, a limited number of establishments were authorized to have outdoor entertainment.

The Downtown Pilot Program consists of the area bounded by Ocean Boulevard, Third Street, Pacific Avenue, Long Beach Boulevard, and the areas known as the Pike at Rainbow Harbor and Shoreline Village. Hotels and retail stores providing entertainment within these boundaries are excluded from Downtown Pilot Program requirements.

PILOT PERIOD

During 2007, staff closely evaluated the Downtown Pilot Program and conducted stakeholder meetings. These meetings were attended by entertainment permittees, retailers, residents, and City staff from police, traffic engineering, parking, economic development, and business license disciplines. Based upon performance of the Downtown Pilot Program during the Pilot period and in consideration of ongoing construction of residential housing and businesses, staff recommends extending the "Pilot" program through December 31, 2008, maintaining the existing standardized and tiered Downtown Pilot Program conditions of operations and holding periodic meetings to further address residential and business concerns.

This matter was reviewed by Deputy City Attorney Cristyl Meyers on November 30, 2007.

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TIMING CONSIDERATIONS

The Downtown Dining and Entertainment District shall cease to be in effect on December 31, 2007, if not extended by the City Council.

FISCAL IMPACT

There is no fiscal impact associated with this item.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,

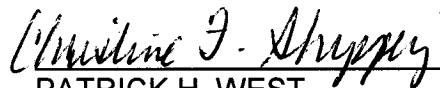


LORI ANN FARRELL
DIRECTOR OF FINANCIAL MANAGEMENT/CFO

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Attachment

APPROVED:


for
PATRICK H. WEST
CITY MANAGER

ORDINANCE NO.

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY
OF LONG BEACH AMENDING THE LONG BEACH
MUNICIPAL CODE BY AMENDING SECTION 5.72.200 TO
EXTEND THE DOWNTOWN DINING AND ENTERTAINMENT
DISTRICT PILOT PROGRAM

9 WHEREAS, the development of a vital and lively downtown is a matter
10 of concern for the City Council of the City of Long Beach; and

11 WHEREAS, the City Council enacted a one-year pilot program to
12 regulate entertainment in the downtown area in a manner which balances the needs
13 of businesses, residents, and visitors ("the Downtown Entertainment Permit"); and

14 WHEREAS, the City Council now desires to extend the duration of the
15 Downtown Entertainment Permit in order to review the comments of the stakeholders;

16 NOW, THEREFORE, the City Council of the City of Long Beach
17 ordains as follows:

20 5.72.200 Downtown dining and entertainment district pilot program
21 area.

22 A downtown dining and entertainment district shall be established
23 as a pilot program, known as the Downtown Pilot Program. Business
24 operators presently holding entertainment permits in good standing who
25 agree in writing to comply with the requirements of the downtown dining
26 and entertainment district pilot program shall be issued downtown
27 entertainment permits, which shall expire on December 31, 2008.

28 | / / /

1 Section 2. The City Clerk shall certify to the passage of this ordinance by
2 the City Council of the City of Long Beach and cause it to be posted in three conspicuous
3 places in the City of Long Beach, and it shall take effect on the thirty-first day after it is
4 approved by the Mayor, whichever occurs later.

6 I hereby certify that the foregoing ordinance was adopted by the City Council of
7 the City of Long Beach at its meeting of _____, 2007, by
8 the following vote:

9 Ayes: Councilmembers:

10 | Page

11 | Page

13 Noes: Councilmembers:

14 || Page

15 ||| Absent: Councilmembers:

16 || Page

17 || Page

19 City Clerk

22 | Approved:

23 (Date) Mayor