



## Pine Ave. Residential, Retail, Dining and Entertainment District

To: Long Beach City Council

After several meetings with residents, homeowners and stakeholders on Saturday, September 24<sup>th</sup> 2005 homeowners associations presidents and stakeholders met to create the community panel. Our mission is to develop recommendations based on directives given by City staff to create a Residential, Shopping, Dining and Entertainment District.

**The Group decided to name themselves, create the community panel and develop the following recommendations.**

### **Name: Downtown Long Beach Stakeholders**

**The Community Panel will consist of three residents and one alternate:**

- Kipp Gillian- Walker Building (alternate Harry Holgate),
- Shirley Rhoads- Kress Lofts (alternate Kelly Thananant),
- Don Darnauer- Downtown Residential Coalition (alternate Ted Hampton- Archstone)

### **Two Business Owners:**

- Marie Deary of 2000+ Bookstore, (President)
- Jimmy Loizoes of George's Greek Café,

### **Long Beach Police Department:**

One Member

### **Long Beach Fire Department:**

One Member

### **City staff:**

One Member

### **Background history:**

On June 21, 2005, the Long Beach City Council directed City staff to work with the DLBA, resident homeowner associations and other stakeholders to develop a Dining and Entertainment District for the downtown Pine Avenue core area. The Dining and Entertainment District should benefit businesses on Pine Avenue while ensuring the quality of life for residents that are impacted by the creation of the Entertainment District with new hours and/or conditions of operation.

After several meetings with business and residents on Pine Ave, the following agreements were made:

1. **Residential, Dining and Entertainment District Boundaries:**  
Ocean Blvd. to 3<sup>rd</sup> Street and Pacific Avenue to LB Blvd.
2. **Hours of Entertainment**  
Entertainment seven nights a week, until 2 am, with doors and windows open. (Dining and Entertainment venues want the opportunity to compete for convention visitors business on week nights) Each establishment is responsible to comply with the "middle of the street" rule, where the sound of music is not audible from the middle of the street adjacent to the establishment. Rooftop venues (i.e.: Smooth's) would need to comply with this condition as well.

3. We recommend that John Morris's Sport's Bar, Smooth's, the only Rooftop venue on Pine Ave. be "Grandfathered" in.

Outdoor entertainment, defined as any entertainment that is not contained on all sides within a permanent solid-walled and solid-roofed structure, is not permitted unless specifically applied for and authorized. Outdoor entertainment shall not be amplified

4. **Community Panel**

Create a Community Panel consisting of residents, business and commercial property owners, LBPD, LBFD and city staff to review any nuisance complaints against venues not in compliance with state and local ordinances, and with the Downtown Dining and Entertainment District standards. Recommendations for suspension and revocation are being made to the City Council.

5. **Policing**

Create a specific Downtown detail to benefit the existing residential and business base and not as a result of requesting these conditions on the dining and entertainment district.

The following is a proposal for the amount of personnel, shifts and cost analysis for the proposed Pine Ave. /Pike Entertainment District.

Total Personnel = 12 Officers and 1 Sergeant, Total personnel of 13

Proposed Shifts:

8 officers + 1 Sergeant work Wednesday, Thursday, Friday and Saturday (Sunday, Monday and Tuesday Off).

Work Hours would be 5:00pm to 3:00am – 10 hour Shift

4 Officers would work Sunday, Monday, Tuesday and Wednesday (Thursday, Friday and Saturday Off).

Work Hours would be 5:00pm to 3:00am -10 hours shift

Cost per Officer is approximately \$30.00 Dollars per hour. Cost per Shift (One Officer) = \$300.00 Dollars

Cost per Sergeant is approximately \$37.00 per hour. Cost per Shift (One Sergeant) = \$370.00 Dollars

Cost per day, Wednesday through Saturday = (8 Officers) = \$2,400.00

4 Day Cost = \$9600.00 (8 Officers)

4 day cost Sergeant = \$370.00 per X 4 days = \$1,480.00

Total Cost Officers (8) + (1) Sergeant = \$11,000.00 per Week to cover Wednesday through Saturday.

Sunday through Wednesday = (4 Officers) 4 Days = \$1,200.00 Dollars per day.

Total per week (4 Days) = \$4,800.00 Dollars

Total Seven Days coverage 12 Officers + 1 Sergeant Cost = \$15,000.00 per week

Total per month = \$60,000.00 Dollars

Total per year = \$720,000.00 Dollars

6. The operation of the establishment shall be limited to those activities and elements expressly indicated on the entertainment permit application and approved by the City Council. Any change in the operation, which exceeds the conditions of the approved permit, will require that a new permit application be submitted to the City Council for their review and approval.

7. No adult entertainment, as defined by section 5.72.115(B) LBMC shall be conducted on the premises. The establishment shall not allow, permit, procure, or encourage anyone to expose male or female genitals, cleft of the buttocks, the areola or any portion of the breast below the areola, while at or inside the business.
8. Current occupancy loads shall be posted at all times, and the licensee shall have an effective system to keep count of the number of occupants present at any given time. (LBMC section 18.48.320)
9. The permittee agrees to reimburse the City whenever excessive police services, as determined by the Chief of Police, are required as the result of any incident or nuisance arising out of or in connection with the permittee's operations.
10. The permittee shall provide a minimum of one (1) uniformed security guard during all times that the entertainment activities are being conducted for crowds up to two hundred and fifty people. For crowds over two hundred and fifty people the permittee shall provide a minimum of one (1) additional uniformed security guard per two hundred and fifty (250) people. Security guards must be identifiable as "establishment employees." Should the permittee's operations give rise to a substantial increase in complaints/calls for service, or trash left in the parking lot, the permittee shall increase security as directed by the Chief of Police.
11. The permittee shall not convert the restaurant, or any portion thereof, into a dance/night club. All entertainment activities shall be conducted in conjunction with regular dining or pre-planned banquet activities. A banquet is defined as a function held at a bona fide eating-place wherein complete and substantial meals are provided to the persons in attendance by the management of the restaurant where the function is being held. Fast food, snacks and hors d'oeuvres shall not constitute a complete substantial meal.
12. Persons under twenty-one (21) years of age shall not be permitted to enter or to remain on the premises after the restaurant (food services) portion of the establishment has closed.
13. Persons under eighteen (18) years of age shall not be permitted to enter or to remain on the premises after 10 p.m., unless accompanied by a parent or legal guardian.
14. The permittee shall maintain full compliance with all applicable laws, ABC laws, ordinances and stated conditions.
15. The establishment shall take reasonable measures to prohibit and prevent the loitering of persons immediately outside of any of the entrance/exit doors at all times open for business. This should be done by use of security guards and signage indicating, words to the effect of, "Please respect our neighbors." Signage shall be placed near all doors and exits.
16. The establishment, its promoters, or agents shall not distribute any advertising matter in or upon any public property, or in any vehicle in any such place in the city. Distribution of any advertising matter upon private property should adhere to the following guidelines: By placing the same matter in a receptacle, clip, or other device designed or intended to receive advertising matter.
17. All promoters must have or obtain a City of Long Beach Business License prior to conducting Entertainment related activities governed by this permit. The permittee shall be responsible for all entertainment activities at the location, including those conducted by promoters.
18. The permittee must provide all promoters hired to conduct entertainment activities with a copy of the approved permit, which shall include a copy of the approved conditions of operation.
19. Close Pine Ave to vehicular traffic between Broadway and 3<sup>rd</sup> and/or from points north on weekend nights at a time to be determined.
20. We are recommending a moratorium on liquor licenses (1<sup>st</sup> and 3<sup>rd</sup> street)  
The goal is to maintain a retail mix within the entertainment district by enforcing a moratorium on any new restaurants or lounges between 1<sup>st</sup> and 3<sup>rd</sup> Street. This will allow retail space to be available.