

Deny the Conditional Use Permit (CUP) for 201 W. Pacific Coast Highway

Long Beach City Council meeting,
November 20, 2012

Wrigley Village Gateway and Pacific Avenue Improvements



201 W. Pacific Coast Highway

Pedestrian Lights

Banners

Landscaped Medians



Bike Racks, Painted Signal Boxes, and Street Tree Plantings

LAND USE ELEMENT
OF THE
LONG BEACH GENERAL PLAN

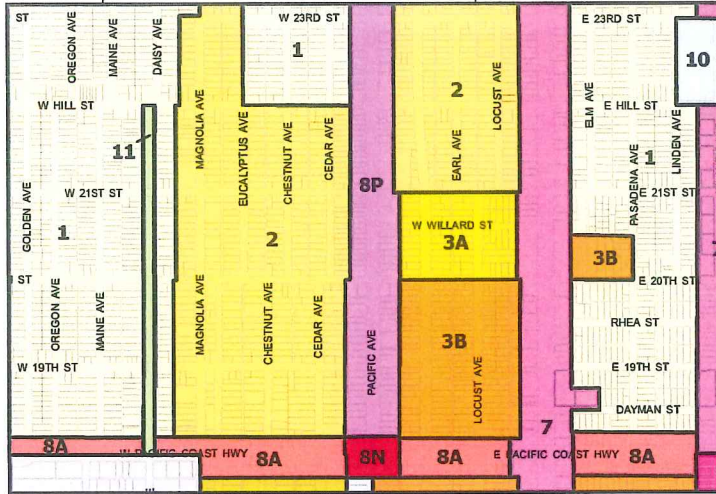
Department of Planning and Building

LUD NO. 8P PEDESTRIAN-ORIENTED RETAIL STRIP DISTRICT

This is a very special category for use in a few specific areas of the City where strip retail uses catering primarily to pedestrian trade abound or may be developed. "Pedestrian-oriented", as it is used here, means that shoppers arrive by foot (or arrive by car and park in one location) and then stroll to a number of shops, services and restaurants. Stops in these retail strips tend to be of much longer duration than in the auto-oriented retail strips. They may also have less parking for automobiles, and such parking may be located behind stores instead of in front of them.

Because of the importance of the role that the pedestrian-oriented strips play in serving the adjacent residential neighborhoods, and the special ambiance which they create for all shoppers, they are considered to be a valuable resource to be preserved and enhanced for the future.

Typically, the stores in this district will be fairly small and will provide



experience goods (bakery, delicatessen, flowers, a small scale (dresses, beachwear, sporting all scale services are also consistent with this intended for neighborhood use. Large frontage ons in independent structures, are not consistent Small restaurants and bars are consistent, but which emphasize entertainment and therefore one or two neighborhoods. Retail uses drawing markets are not permitted.

es must be sensitive to neighboring residential may adversely affect adjoining residential uses permits.

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Laura Richardson-Batts
CITY OF LONG BEACH
COUNCILWOMAN - SIXTH DISTRICT

City Hall: (562) 570-6816
District Office: 570-4420
FAX: 570-7135
TDD: 570-6629

City of Long Beach
Planning Commission
333, W. Ocean Blvd

September 18, 2003

Dear Commissioners:

With great concern I request that you deny the conditional use permit that Mr. Bill Ridgeway is seeking to obtain to establish an unnecessary checks cashing at the property site 201 W. Pacific Coast Highway.

There are multifarious reasons that compelled our council office to take a stand against this proposed business. One reason is our constituents, groups and associations. These individuals have signed a petition and gave us numerous phone calls to demonstrate their opposition to the establishment of another checks cashing in their community. Another reason for opposition is that there are six "check cashing" with or without drive thru service, within a radius of a few blocks from the prospective site: 1.) "Nix Checks cashing"-300 Pacific Coast highway; 2.) "Magnolia Check Cash"-460 Magnolia (intersection of Pacific Coast Highway); 3.) "Checks Cashed"-1301 Long Beach Blvd; 4.) "Checks Cashed"-1310 Anaheim (cross street of Pine Ave); 5.) "Pay Day Loans Money Mart"-2375 Long Beach Blvd (Cross Street is Burnett); 6.) "Check n' Go"-1706 Long Beach Blvd (Cross street is Esther St.)

If you approve another Checks Cashing establishment you will tarnish the already burdened community with another place where fraud, assaults and prostitution flicker with no end in sight. Our council office has been ravenously trying to bring in a banking institution that will establish credit, finance loans and mortgages for members of the community. We need bigger banking institutions to improve our community and not another checks cashing that profit from taxing our constituents in order to cash their checks because that, in and of itself, is the service that a business like this provides. I cannot support an institution that will tax our constituents for a percentage of the amount of their earnings. My constituents are struggling to make ends meet and another tax will be to their detriment.

Sincerely,

Laura Richardson-Batts

Councilwoman Laura Richardson
Sixth District, City of Long Beach
Civic Center Plaza, 14th Floor, 333 West Ocean Boulevard, Long Beach, CA 90802
District Office, 1133 Rhea Street, Long Beach, CA 90805
(562) 570-6816 - City Hall (562) 570-7135 - FAX
Email Address: richardson-batts@ci.long-beach.ca.us

#2

Please See Forwarded Message Below:

From: "Steven Valdez" <Steven_Valdez@longbeach.gov>
To: politicalconsulting@comcast.net
Sent: Wednesday, April 4, 2012 12:41:17 PM
Subject: Fw: 201 Pacific Coastal Highway and 2706 South Street

Mr. Wilson,

I've been assigned to work on the application located at 201 W. Pacific Coast Highway and will be your project planner. I've reviewed the plans and will be recommending denial due to the inundation of check cashing uses in the vicinity. Below is my justification:

The proposed check cashing use is located in the CCA zone and has a General Plan Land Use Designation of 8N. Although the CCA zoning district allows a check cashing uses subject to the approval of a Conditional Use Permit, the use must carry out the intent of the land use district in which it is located. The land use district 8N, is intended to accommodate retail and services uses exclusively, primarily in small clusters and widely dispersed in the form of numerous clusters of neighborhood-serving centers for the retail need of residents of Long Beach. A neighborhood retail cluster is intended by this plan for every community within about one-half mile radius of each residence, if feasible.

The proposed use will provide a neighborhood service to residents within one-half mile of the site. However, the proposed Check Cashing use is over inundated with other Check Cashing Facilities within a mile and a half of the project site. There are seven check cashing businesses, according to city records, within a half mile of the proposed use, according to data provide by The City of Long Beach Business License Department and the State of California Department of Justice. Thus, the proposed use does not provide a needed neighborhood service since there are similar uses within the immediate area, thus nullifying the need for the requested use on the subject property.

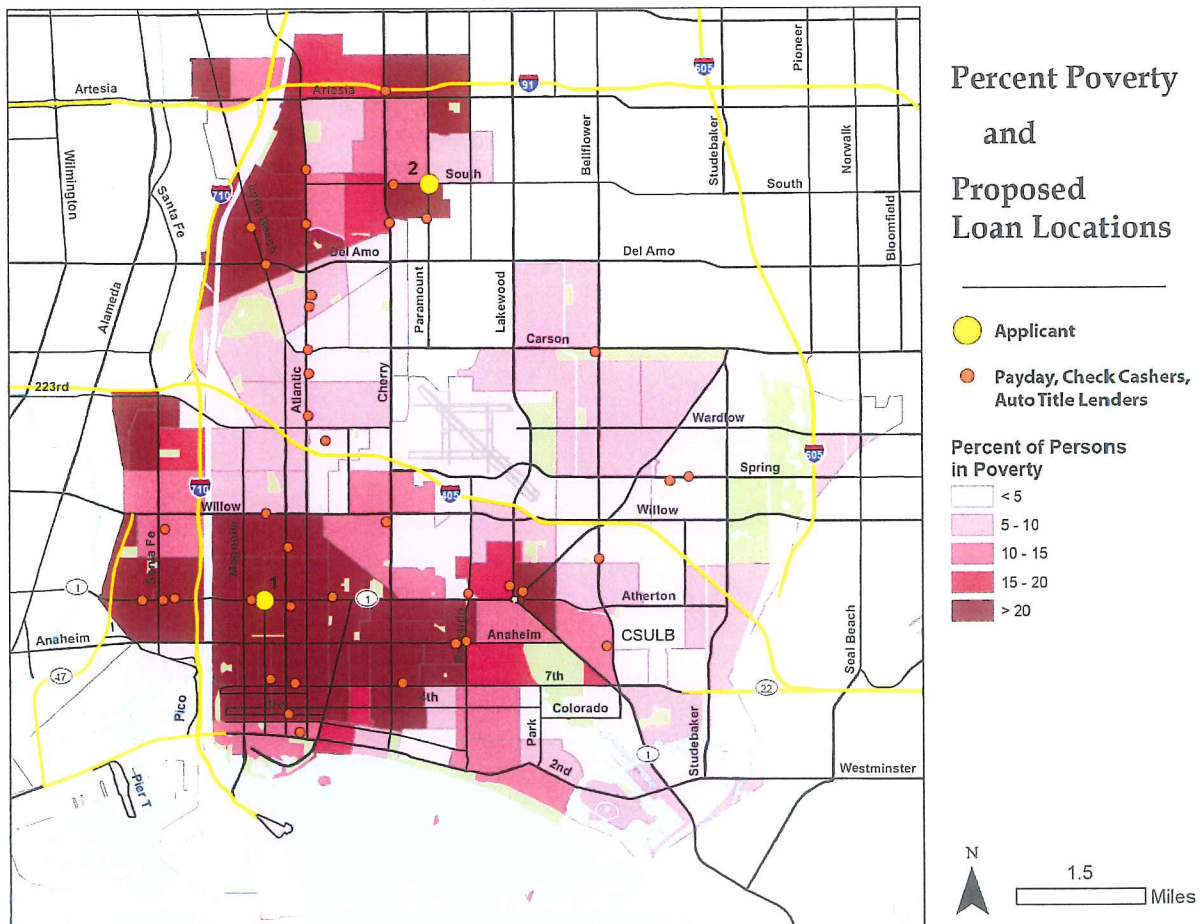
I understand that meetings are schedule with the community to gather feedback from the groups within the vicinity of the proposed use. These meeting will help you get a better understanding of how the community views the use at the proposed location.

Please feel free to contact me by phone or mail, if you should have any questions.

Regards,

Steven Valdez
Planner

Long Beach Development Services | Planning Bureau
T 562.570.6571 F 562.570.6068
333 West Ocean Blvd., 5th Floor | Long Beach, CA 90802
steven_valdez@longbeach.gov | lbsds.longbeach.gov
----- Forwarded by Steven Valdez/DV/CLB on 04/04/2012 10:49 AM -----





PLANNING PERMIT APPLICATION

DEPARTMENT OF DEVELOPMENT SERVICES
333 W. OCEAN BLVD., 5TH FLOOR, LONG BEACH, CA 90802
(562) 570-6194 FAX: (562) 570-6068
lbdslongbeach.gov

Project Address: 201 West Pacific Coast Highway Long Beach, CA 90806

Applicant Name: Pennbrooke Financial Services, LLC Ph: 678-823-4679 Fax: 823-4726

Mailing Address: 3440 Preston Ridge Rd. Suite #500

City: Alpharetta State: GA ZIP: 30005 Email: politicalconsulting@comcast.net

Applicant Signature(s): _____

Contact Person (if different): David Carlat

Property Owner: Kay Mendoza Ph: 562-619-4741 Fax: NA

Address: 1100 Linden Ave. City: Long Beach State: CA ZIP: 90813

(We, the undersigned, declare under penalty of perjury under the laws of the State of California that I am/We are) the owner(s) of the property involved in this application; that the information on all plans, drawings and sketches attached hereto and all the statements and answers contained herein are in all respects true and correct.

Property Owner Signature(s): _____ Date: _____

- Permit(s) Requested:**
- | | | |
|--|---|--|
| <input type="checkbox"/> Administrative Use Permit (AUP) | <input type="checkbox"/> General Plan Amendment | <input type="checkbox"/> Site Plan Review (SPR) |
| <input type="checkbox"/> Certificate of Compliance | <input type="checkbox"/> Lot Merger/Lot Line Adjustment | <input type="checkbox"/> Standards Variance (SV) |
| <input type="checkbox"/> Conceptual Site Plan Review | <input type="checkbox"/> Local Coastal Development Permit | <input type="checkbox"/> Subdiv./Tentative Map |
| <input checked="" type="checkbox"/> Conditional Use Permit (CUP) | <input type="checkbox"/> Local Coastal Program Amendment | <input type="checkbox"/> Time Extension |
| <input type="checkbox"/> Condominium Conversion | <input type="checkbox"/> Modification of Approved Permit | <input type="checkbox"/> Zone Change/Amend. |
| <input type="checkbox"/> Condominium Conversion Exclusion | <input type="checkbox"/> Pre-Application | |
| <input type="checkbox"/> Fence Height Exception (AUP or SV) | <input type="checkbox"/> Sign Program | <input type="checkbox"/> Other(s): _____ |
| | <input type="checkbox"/> Sign Standards Waiver | |

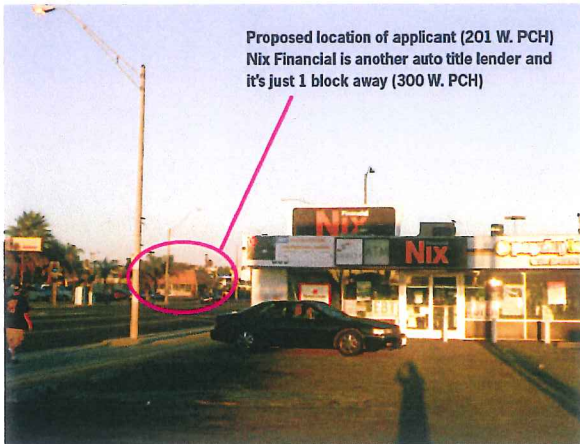
Project Description: Allow a "Financial Institution-Not Listed", per the City Land Use Matrix, including loans secured by automobile title to occupy an existing vacant commercial space in the CHW zone.

BELOW THIS LINE FOR STAFF USE ONLY

Counter Staff Review: _____	Application No.: _____	Filing Date: _____
<input type="checkbox"/> Application Form	Environmental No.: _____	SPR Meeting Date: _____
<input type="checkbox"/> Environmental Application	Project No.: _____	TAC Date & Time: _____
<input type="checkbox"/> Plans (Large & Reduced)	Council District: _____	Hearing Date: _____
<input type="checkbox"/> Photographs	Planner: _____	Related App. Nos.: _____
<input type="checkbox"/> Mat. Board & Color Elevs.		
<input type="checkbox"/> Special Filing Materials		
<input type="checkbox"/> Other: _____		

Applications are accepted by appointment only. Call (562) 570-6194 to schedule.

Revised November 2011



Proposed location of applicant (201 W. PCH)
Nix Financial is another auto title lender and it's just 1 block away (300 W. PCH)



NEED A LOT OF CASH?
Get \$2,600 to \$50,000*
Really Fast.

APPLY NOW
FOR AN AUTO
TITLE LOAN!

Get the cash you
need and keep
driving your car.

Expenditure Actual Transactions

Criteria: PostOn = 10/11/1995..11/30/2012

FY	FM	Posted	Amount	Check/WT #	Vendor Name	Description
Project Detail HDCMG5 - CLB-469 W PCH & MAGNOLIA L&HDC ACGN						
2009	03	5/8/2009	4,500.00	06933252	MENDOZA, KAY	CD REV 6872/469 W PACIFIC COAST HWY
Total Project Detail HDCMG5			4,500.00			
Project Detail PCHLS1 - LEASE-201 PACIFIC COAST HIGHWAY						
2007	11	8/7/2007	2,500.00	06741903	MENDOZA, KAY	*206*
2007	11	8/7/2007	2,500.00	06741903	MENDOZA, KAY	*207*
2007	11	8/7/2007	2,500.00	06741903	MENDOZA, KAY	*208*
2007	11	8/22/2007	2,500.00	00744204	MENDOZA, KAY	*SEP2007* CD X6856
2007	12	9/16/2007	2,500.00	00749474	MENDOZA, KAY	*210*
2008	01	10/24/2007	2,500.00	00754271	MENDOZA, KAY	*211*
2008	05	2/22/2008	4,500.00	00770990	MENDOZA, KAY	*202*
2008	05	2/22/2008	4,500.00	00770990	MENDOZA, KAY	*301*
2008	05	2/22/2008	4,500.00	00770990	MENDOZA, KAY	*302*
2008	06	3/14/2008	4,500.00	00773684	MENDOZA, KAY	*303*
2008	06	3/26/2008	4,500.00	00775670	MENDOZA, KAY	*304*
2008	07	4/30/2008	4,500.00	00780655	MENDOZA, KAY	*305*
2008	11	8/27/2008	5,500.00	00797650	MENDOZA, KAY	*305*
2008	11	8/27/2008	5,500.00	00797650	MENDOZA, KAY	*307*
2008	11	8/27/2008	5,500.00	00797650	MENDOZA, KAY	*308*
2008	11	8/27/2008	5,500.00	00797650	MENDOZA, KAY	*309*
2008	12	9/23/2008	5,500.00	00801710	MENDOZA, KAY	*310*
2009	02	11/12/2008	5,500.00	00809220	MENDOZA, KAY	*311*
2009	02	11/20/2008	5,500.00	00810775	MENDOZA, KAY	*312*
2009	03	12/16/2008	5,500.00	00818850	MENDOZA, KAY	*401*
2009	04	1/21/2009	5,500.00	00818203	MENDOZA, KAY	*402*
2009	06	3/27/2009	5,500.00	00827893	MENDOZA, KAY	*403*
2009	06	5/19/2009	5,500.00		MENDOZA, KAY	*404*
2009	06	5/19/2009	5,500.00		MENDOZA, KAY	*405*
2009	09	6/4/2009	5,500.00	00836527	MENDOZA, KAY	*405*
2009	09	6/4/2009	5,500.00	00836527	MENDOZA, KAY	*405*
2009	09	6/22/2009	5,500.00	00836558	MENDOZA, KAY	*407*
2009	11	8/12/2009	5,500.00	00845722	MENDOZA, KAY	*408*
2010	05	2/12/2010	(5,500.00)		MENDOZA, KAY	*404*

Criteria: Fund Type = RD, SA, Vendor Nbr = VC00005, VEN030676, VEN030520


Run: 11/9/2012 3:27 PM. Included transactions posted through: 11/5/2012

Expenditure Actual Transactions

Criteria: PostOn = 10/11/1995..11/30/2012

FY	FM	Posted	Amount	Check/WT #	Vendor Name	Description
Project Detail PCHLS1 - LEASE-201 PACIFIC COAST HIGHWAY						
2010	05	2/12/2010	(5,500.00)		MENDOZA, KAY	*405*
Total Project Detail PCHLS1			118,000.00			
Total			123,500.00			

Item 4



LONG BEACH REDEVELOPMENT AGENCY
233 WEST OCEAN BLVD., 3RD FLOOR • LONG BEACH, CA 90802 • (562) 570-6015 • FAX (562) 575-2125

June 18, 2007


REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:
Approve and authorize the Executive Director to enter into a lease agreement with Kay Mendoza at 201 West Pacific Coast Highway, (Central - District 6)

DISCUSSION
The Central Long Beach Strategic Guide for Development identifies Pacific Avenue between Pacific Coast Highway and Willow Street as a priority district for redevelopment activity. The goal of the community is to create a vibrant pedestrian-oriented environment.
To that end, staff is working with a consulting team to develop a streetscape master plan that will examine the opportunities to improve landscaping, incorporate street furniture, additional pedestrian lighting and opportunities for public parking to support local businesses. One such opportunity to create additional public parking has recently become available. The owner of the property at 201 West Pacific Coast Highway (Exhibit A - Site Map) has offered to lease the property to the Redevelopment Agency to allow for public parking.
The subject property is currently vacant and staff is working with the property owner to attract a national credit tenant for the site. Staff believes redeveloping this corner, in conjunction with the streetscape improvements, will catalyze the revitalization of the Pacific Avenue corridor, in particular the Wrigley Village.
The term of the lease agreement is six months, with an option to extend for an additional six months at the discretion of the Executive Director. The property owner will be paid \$2,500 per month over the term of the lease. In return, the property owner has agreed to allow free public parking on the lot that will be managed by the City's Parking Operations Division. Minor improvements, such as the replacement of the existing chain link fence, will be incorporated into the lease.

The mission of the Long Beach Redevelopment Agency is to enhance the quality of life by improving blighted areas of Long Beach, revitalizing neighborhoods, promoting economic development, creating jobs, providing affordable housing and encouraging ocean participation.

Item 2



Building A Better Long Beach

August 4, 2008

REDEVELOPMENT AGENCY BOARD MEMBERS
City of Long Beach
California

RECOMMENDATION:
Approve and authorize the Executive Director to renew the Lease Agreement with Kay Mendoza at 201 West Pacific Coast Highway, (Central - District 6)

DISCUSSION
In June 2007, the Redevelopment Agency (Agency) entered into a Lease Agreement (Agreement) with Kay Mendoza (Property Owner) for a six-month period, with an option to extend for an additional six months at the discretion of the Executive Director.
The Agency authorized its option for an extension in February 2008. In June 2008, the Agreement terminated. Agency staff, however, continued to negotiate with the Property Owner and national brand retail tenants for development of the site.
The term of the renewal Agreement is six months, with a discretionary option to extend by the Executive Director. The lease payments are \$5,500 monthly over the term of the Agreement. In addition, the renewal Agreement provides for back payment for the months of June through August 2008.
During the lease period, Agency staff will work to finalize negotiations between the Property Owner and potential retailers to redevelop the site. Recent negotiations have resulted in the receipt of a letter of interest from two national retail tenants, which include development of a 12,000+ square foot anchor store and 6,000+ square feet of auxiliary retail. Agency staff is currently evaluating the deal points of each proposal and anticipates selection of a developer by the Fall of 2008.

THE CITY OF LONG BEACH REDEVELOPMENT AGENCY
333 West Ocean Blvd., Long Beach, CA 90802 | (562) 570-6015 | Fax: (562) 575-2125 | rd@longbeach.gov

Building Healthy Communities: Long Beach



November 9, 2012

Long Beach City Council
333 W. Ocean Blvd, 14th Floor
Long Beach, CA 90802

RE: Request to solicit support to oppose the Car Title Loan Company proposed for 201 W. PCH.

Dear Long Beach City Council Members,

The Steering Committee for Building Healthy Communities: Long Beach is writing to express our support for City Council to deny the CUP for the Car Title Loan Company proposed for 201 West Pacific Coast Highway, Long Beach, CA.

This site is a gateway entrance to Wrigley Village. It deserves a vibrant business that will make a positive impact on the residents and businesses in the Village. With the already high number of payday loans in our community, we do not need another that will do a disservice to our residents and an auto title loan store is not that business. By the auto title loan company's own admission there will only be about 6 or so customers a day which is hardly a potential positive impact for local businesses.

An auto title loan company spreads financial blight. Its predatory lending practices - charging triple digit interest rates - suck the financial blood out of neighborhood businesses and residents. It leads borrowers into a downward spiral of debt. This type of business will increase current levels of blight and well-being throughout the community by bleeding scarce financial resources from our residents and businesses - especially small businesses - resulting in lost jobs, homes and businesses. An increase in crime in our neighborhoods can be expected. Many states and cities are outright banning these sorts of businesses.

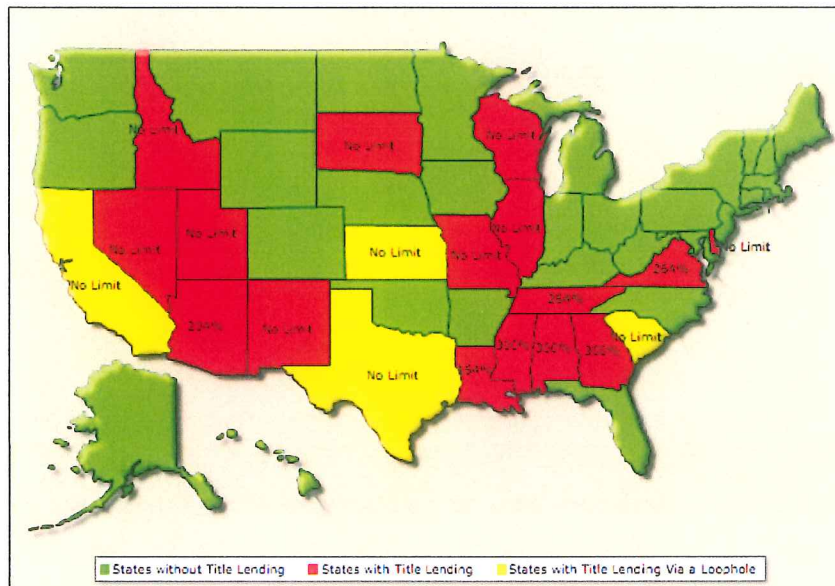
We would encourage the city council to oppose this project the Car Title Loan Company. There are other businesses like Credit Unions that would provide a better service to our community members and provide loans at affordable rates. The economic vitality and stability of all of our residents is important and we need to make sure that when businesses come into our city, they mean to provide the best service for our residents.

The Building Healthy Communities: Long Beach Steering Committee strongly opposes the Car Title Loan Company and we urge the City Council to do the same in the best interest of Long Beach residents.

Sincerely,

Building Healthy Communities: Long Beach, Steering Committee

Building Healthy Communities: Long Beach
920 Atlantic Ave - Ste 1012 Long Beach, CA 90801 562-435-1800



There are currently 16 states that explicitly allow title lending at triple-digit interest rates and four others* that allow title lending through a legislative loophole.

States that allow car title lending include: Alabama, Arizona, Delaware, Georgia, Idaho, Illinois, Louisiana, Mississippi, Missouri, Nevada, New Mexico, South Dakota, Tennessee, Utah, Virginia, and Wisconsin.

States that allow car title lending via a loophole include: California, Kansas, South Carolina, and Texas.

Florida, Iowa, Kentucky, Minnesota, Montana, New Hampshire, Oregon, and Vermont do authorize title lending at lower rates; title loans at triple-digit interest rates are not offered in those states.

*Notes on Car Title Loopholes: Kansas allows title lending as open-ended lines of credit. Texas allows title lenders to use a "Credit Services Organization" model. California and South Carolina only cap APRs up to a certain loan amount (\$2,500 and \$600 respectively).

May 15, 2009

District Announces Over \$1 Million in Settlements With Title Loan Vendors

Mayor Adrian Fenty and Attorney General Peter J. Nickles today announced that the District has resolved two major lawsuits against auto title lenders Loan Max and CashPoint for alleged violations of DC's Consumer Protection Procedures Act, which occurred from November 2007 through May 2009. The Office of Attorney General first filed the lawsuits in March 2009.

Car title lender must pay: Car title lender Loan Max must pay back some of its customers for violating state consumer protection laws.

Daily Press

Daily Press (Newport News, VA)
June 8, 2007

Byline: Novelda Sommers

Jun. 8--A car title loan company with 36 locations in Virginia will have to pay back \$206,415 to 1,700 borrowers for violating the state's Consumer Finance Act in 2004 and 2005, Virginia Attorney General H. Hunter Holmes announced Friday.

Loan Max, which also does business as CashPoint, offered loans that, as represented by the Consumer Finance Act but did not

Loan Max to repay 1,700 customers: Violations in 2004 and 2005 will cost the car title loan company \$291,415.

Daily Press

Daily Press (Newport News, VA)
June 9, 2007

Byline: Novelda Sommers

Jun. 9--A car title loan company with 36 locations in Virginia will have to pay back \$291,415 to 1,700 borrowers for violating the state's Consumer Finance Act in 2004 and 2005, Virginia Attorney General H. Hunter Holmes announced Friday.

LoanSmart, offered loans that, as represented by the Consumer Finance Act but did not

Loan Max settles 3 suits out of court: The plaintiffs alleged that the car title lender didn't disclose some terms of the financing adequately.

Daily Press

Daily Press (Newport News, VA)
October 19, 2006

Byline: Novelda Sommers

Oct. 19--Three lawsuits that Virginia plaintiffs filed against car title lender Loan Max won't go to trial - they were settled under secret terms. The borrowers alleged that Loan Max violated state and federal lending laws by not adequately disclosing the loans' terms, among other infractions. Consumer advocates were watching the cases,

Deny the Conditional Use Permit (CUP) for 201 W. Pacific Coast Highway