# Consecutive Six-month Review of City Council Permit for Live Entertainment at the Paramount Swap Meet

City Council Meeting



November 5, 2019

# **Background**

- Located at 7900 All America City Way
- Operated by Modern Development Company dba Paramount Swap Meet who is the applicant for the Live Entertainment Permit
- Licensed by Alcoholic Beverage Control (ABC) for a Type-40 sales, allowing only for the sale of beer with the availability of snacks

# **Background**

- Live Entertainment Permit approved by City Council on September 20, 2016
- Live Entertainment began on September 15, 2018
- A six-month compliance review was conducted on April 16, 2019
- This is a consecutive six-month compliance review

# **Live Entertainment Format**

- The live entertainment includes musical performers, DJs, "folklorico" dancers, comedians, and magicians
- Saturdays and Sundays from 10:00 a.m. and 4:00 p.m.

# **Law Enforcement Activity**

- 34 calls for service were received:
  - > 10 calls for vehicle break-ins and/or thefts
  - ▶ 6 calls for vehicles reported stolen
  - > 6 calls for traffic collisions
  - > 10 calls for disturbances
  - > 1 call for an audible alarm
  - > 1 call for recover lost property

# **Analysis**

- None of the 34 calls were related to the live entertainment
- No law enforcement concerns have been reported
- Security cameras and professional security guards are part of their security plan

## **Recommended Action**

It is recommended that the City Council receive and file the report with the stipulation that staff conduct an annual review.

# Consecutive six-month Review of City Council Permit for Live Entertainment at the Paramount Swap Meet

City Council Meeting



November 5, 2019

# CONSECUTIVE 6-MONTH REVIEW OF LIVE ENTERTAINMENT PERMIT AT DELUCIA BAR

City Council Meeting



November 5, 2019

### **BACKGROUND**

- ➤ DeLucia Bar is located at 14123 Garfield Avenue in the M-2 (Heavy Manufacturing) zone
- Owned by Jose Hernandez and operated by Joseph Hernandez
- Licensed by ABC for a Type-42 (Sales license of beer and wine for on-site consumption)

### **BACKGROUND**

- Live Entertainment Permit approved by City Council on October 2, 2018
- > Live Entertainment began on October 6, 2018
- A 3-month review took place on January 22, and another 3-month review took place on May 7, 2019
- > This report is a consecutive 6-month review

### LIVE ENTERTAINMENT FORMAT

- Musicians and DJ (Top 40) from 8:00 p.m. to 12:00 a.m. on Fridays
- Musicians and DJ (Top 40) from 8:00 p.m. to 1:00 a.m. on Saturdays
- Mariachi from 12:00 p.m. to 4:00 p.m. on Sundays (No longer on calendar)

### LIVE ENTERTAINMENT CONDITIONS

- Condition #4 Monthly calendars
- ➤ Conditions #4 & #33 No change or alternation to approved entertainment format without prior approval and special event permits are required

## LAW ENFORCEMENT ACTIVITY

- From April 21 through October 15, 2019, only one law enforcement response occurred at DeLucia Bar
- Patrol Checks were conducted on a routine basis

### **ANALYSIS**

- Maintain consistency with 2 licensed security guards on-site during live entertainment hours
- Valet parking shall be available to patrons during live entertainment hours
- No complaints or issues have been received regarding noise or public safety concerns

## RECOMMENDED ACTION

It is recommended that the City Council receive and file the report and direct staff to conduct either a 6-month or an annual review.

# CONSECUTIVE 6-MONTH REVIEW OF LIVE ENTERTAINMENT PERMIT AT DELUCIA BAR

City Council Meeting



November 5, 2019

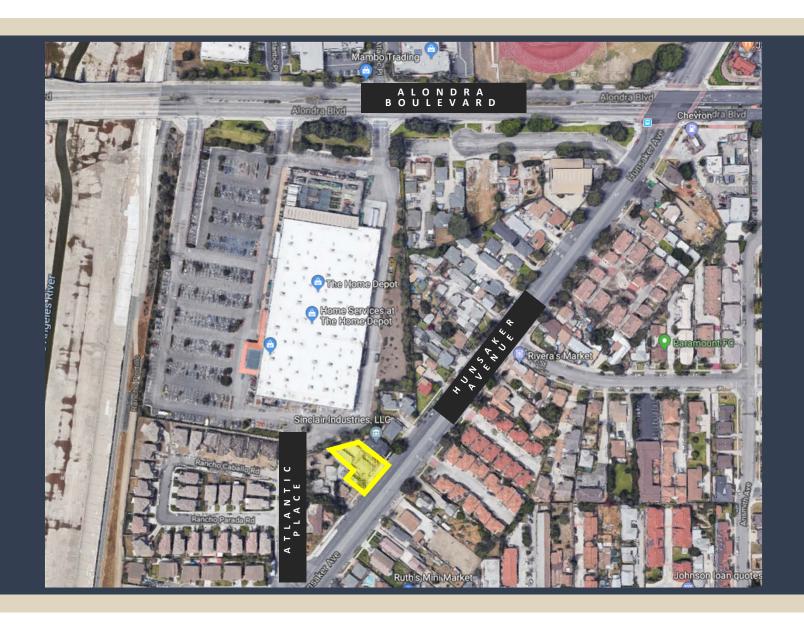


# 16305 and 16313 Hunsaker Avenue

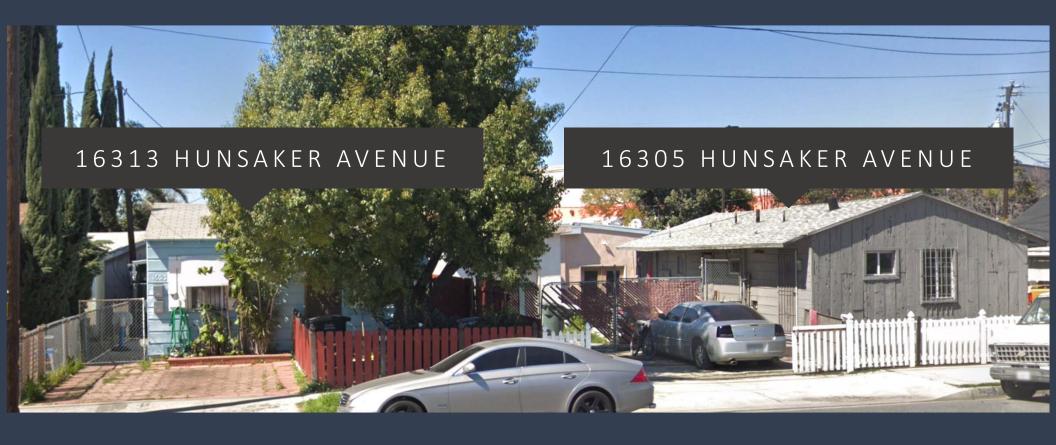
City Council NOVEMBER 5, 2019

#### **BACKGROUND**

- Request for a zone change from M-1 to R-2
- 16305 and 16313 Hunsaker Boulevard
- 10/8/19, the Planning Commission recommended approval
- Will implement General Plan Land Use Designation of Multiple-Family Residential



### EXISTING SITE CONDITIONS



# **EXISTING SITE CONDITIONS**

16313 HUNSAKER AVENUE





**2,335 sq. ft.**Duplex ▶ 738 sq. ft.

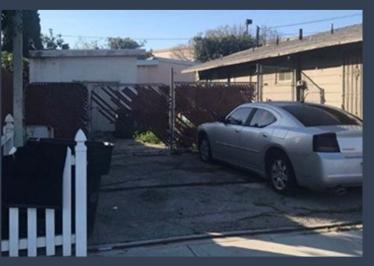
## **EXISTING SITE CONDITIONS**

16305 HUNSAKER AVENUE



**7,660 sq. ft.**Industrial ▶ 1,642 sq. ft.
Duplex ▶ 814 sq. ft.

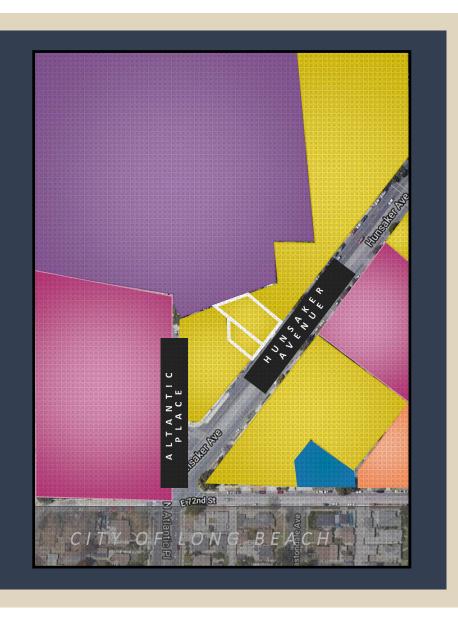






# **EXISTING**ZONING

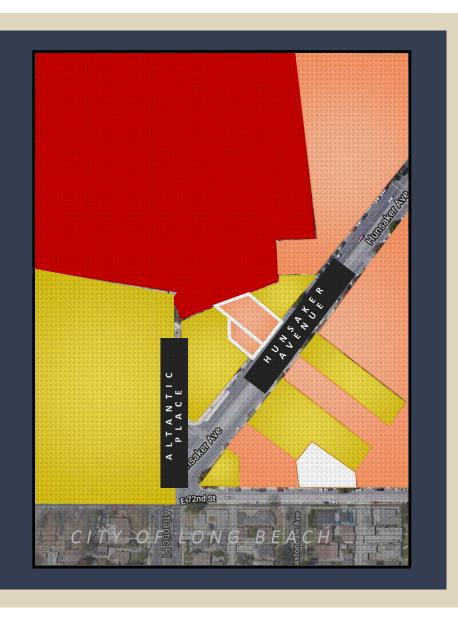
- **R-2** (MEDIUM-DENSITY RESIDENTIAL)
- R-M (MULTIPLE-FAMILY RESIDENTIAL)
- **M-1** (LIGHT MANUFACTURING)
- **C-M** (COMMERCIAL MANUFACTURING)
- **PD-PS** (PLANNED DEVELOPMENT WITH PERFORMANCE STANDARDS)



# **PROPOSED**

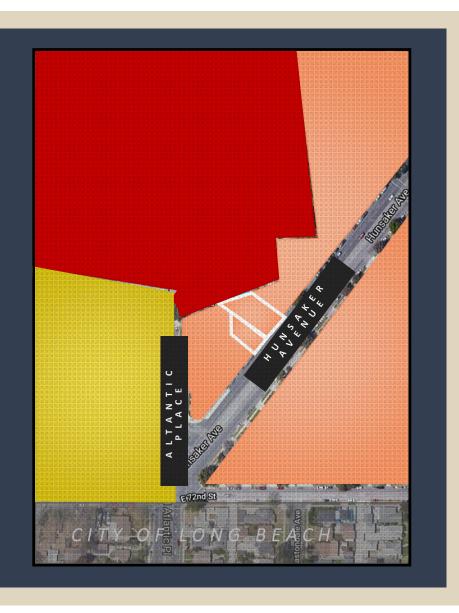
ZONING

- **R-2** (MEDIUM-DENSITY RESIDENTIAL)
- **R-M** (MULTIPLE-FAMILY RESIDENTIAL)
- **M-1** (LIGHT MANUFACTURING)
- **C-M** (COMMERCIAL MANUFACTURING)
- **PD-PS** (PLANNED DEVELOPMENT WITH PERFORMANCE STANDARDS)



# EXISTING LAND USE

- SINGLE-FAMILY RESIDENTIAL
- MULTIPLE-FAMILY RESIDENTIAL
- COMMERCIAL
  - MULTIPLE-FAMILY/COMMERCIAL



# GENERAL

PLAN



MULTIPLE-FAMILY RESIDENTIAL

COMMERCIAL

MULTIPLE-FAMILY/COMMERCIAL

#### AFFORDABLE HOUSING

#### 16305 HUNSAKER AVENUE

- September 3, 2019 City Council approved acquisition
  - Funding from former Redevelopment Agency's Low-to-Moderate Housing fund
  - The structures at the site will be demolished to allow for the development of an housing project

# **16320 HUNSAKER AVENUE**

#### BEFORE

### AFTER

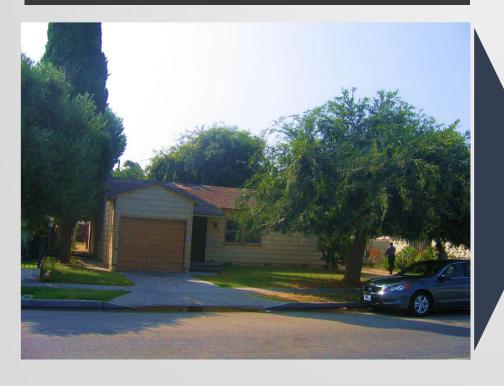




# **16324 HUNSAKER AVENUE**

#### BEFORE

### AFTER





#### DISCUSSION

- Zone change be consistent with General Plan Land Use Designation of Multiple-Family Residential
- Project will not be out of character with surrounding zoning
- Will integrate well with neighborhood of varying residential densities

#### RECOMMENDED ACTION

Introduce Ordinance No. 1117 and place it on the next regular agenda for adoption



# 16305 and 16313 Hunsaker Avenue

City Council NOVEMBER 5, 2019



#### **BACKGROUND**

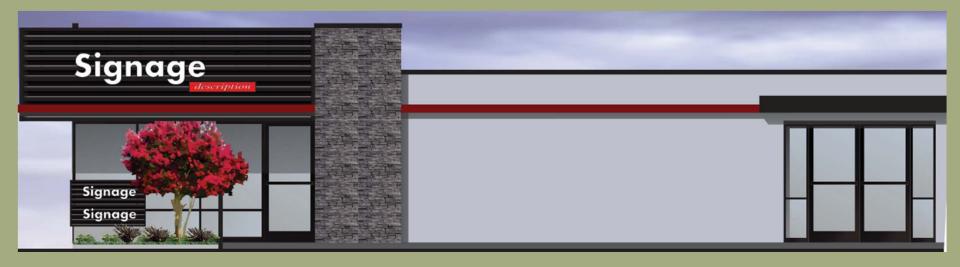
- Request for award of contract for commercial rehabilitation construction at 13913 Paramount Blvd.
- City Council approved budget
- Development Review Board approved design



13913 Paramount







#### **FUNDING**

- Community Development Block Grant (CDBG) from Dept of Housing and Urban Development (HUD)
- City guidelines (adopted by City Council in 2007)
   80% CDBG funds
   20% property owner contribution
- 2 contractors submitted complete bids
- Low bid \$141,709.

#### RECOMMENDED ACTION

Award contract for Commercial Rehabilitation Program construction services to Corral Construction in the total amount of \$141,709 with \$113,367 from CDBG funds and \$28,342 from property owner funds

## Commercial Rehabilitation

# Award of Contract



13913 PARAMOUNT BLVD.

City Council NOVEMBER 5, 2019



Sales Tax Measure Resolution No. 19:042

City Council Meeting – November 5, 2019



#### • The City of Paramount is proud of providing high-quality services:

- Public safety
- Well-maintained streets and roads
- Safe, clean parks and other public areas
- Programs for seniors and youth
- A vibrant local business climate

#### Positive trends:

- Gang related crimes have dropped by 94% (10 yr. period)
- Unemployment down significantly since 2009
- Higher high school graduation rates and more college attendance
- Median home values increased by nearly 95% since 2012



## **Recent Survey conducted in May**

• 66% of residents believe Paramount provides a better quality of life than other neighboring cities



### Challenges

- Great Recession
- Dissolution of redevelopment in California
- Unprecedented and detrimental impacts to Paramount
- Situation is not unexpected; reported in previous budgets
- Expenditures outpacing revenues



- City has taken many steps to mitigate the financial gap over the years
  - 25% reduction in workforce (122 employees to 92 employees)
  - Benefit cuts
    - 401 Plan
    - Unused sick leave & health insurance
    - Furlough
    - Pension reform
  - Partnerships with other agencies
    - YMCA
    - Long Beach Transit
  - Revenue enhancement
    - UUT Measure P passed in 2015
    - Economic development
    - Grant funds



- Additional revenues needed to continue providing vital City services
- Flexible General Fund revenues needed
  - Allows City Council discretion to shift expenditures to priorities as needed, and as times change
- Potential 3/4 cent add-on Sales Tax Measure



- Local funding to keep Paramount safe and strong
- AQMD Considers Seeking a One-Half Cent Sales Tax in Four Counties for Clean-Air Programs

## AQMD considers seeking a one-half cent sales tax in four counties for clean-air programs Agency needs legislative approval



The skyline of Riverside, with Mt. Rubidoux in the background and the San Gabriel Mountains not visible because of the smog, seen from Lochmoor Drive in Riverside on Sent. 30, 2015. (File photo)

By STEVE SCAUZILLO | sscauzillo@scng.com | San Gabriel Valley Tribune PUBLISHED: February 8, 2019 at 5:45 pm | UPDATED: February 8, 2019 at 5:47 pm

The South Coast Air Quality Management District is pursuing a one-half cent sales tax measure that would raise about \$1.4 billion each year to pay for clean-air projects such as zero-emission cars, trucks, trains and cargo equipment.

Some compare the proposal to ballot measures recently passed by voters benefitting transportation districts across Southern California, upping sales taxes to pay for green transit infrastructure, including electric-powered light-rail, subways, bike lanes and freeway improvements.

However, unlike county transit agencies, the air district serves multiple counties and has not passed a sales tax measure before, making this attempt much more complicated and requiring a two-step process:

First, the four-county SCAQMD is asking the state Legislature for authorization allowing a sales tax increase to appear on the ballot within its jurisdiction, which



#### Other Agencies seeking sales tax dollars

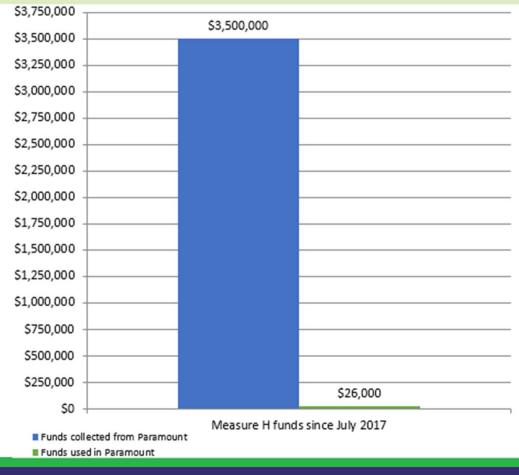
#### Recent sales tax measures and revenue collected in Paramount:

Sales Tax Measure	Purpose	Year	Amount
Measure R (Metro)	Sales Tax for Transportation	2008	½ cent
Measure M (Metro)	Sales Tax for Transportation	2016	½ cent*
Measure H (LA County)	Sales Tax for Homeless Services	2017	¼ cent**

- \* Extends and increases Measure R to a permanent one cent sales tax
- \*\* Sunsets after ten years (March 2027)

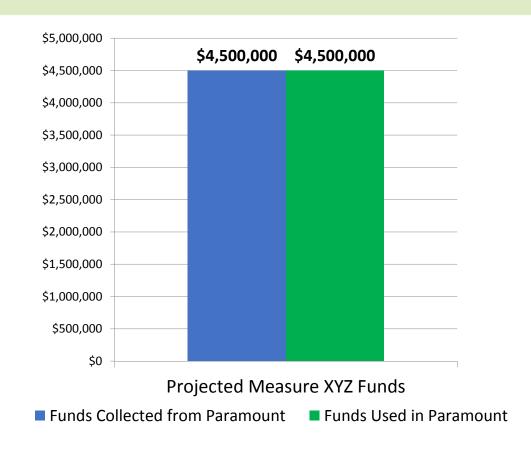


- LA County's Measure H, passed in 2017 for homeless programs, has collected about \$3.5 million from Paramount point of sales since July 2017
- To date, we've only received about \$26,000 in return
- Current taxes are largely being used to benefit homelessness programs outside of Paramount





- Hypothetical Sales Tax
   Measure -
  - Paramount Measure XYZ
- All new sales tax collected in Paramount, stay in Paramount
- Keep tax revenue local





#### Potential sales tax measure

- Sales tax general purpose tax
- ¾ of one percent increase
- Increase from 9.5% to 10.25%
- Could generate \$4.5 million annually
- Would allow tax revenues to stay and be used in Paramount
  - Allows flexibility for City Council
  - Allows City to respond to changing priorities
  - Allows City to respond to emergency situations
  - Allows City to maintain Public Safety service levels, particularly for the Sheriff's Department contract



- Sales tax rates for area cities
- Paramount not only city having to resort to sales tax measure
- Several cities, including Paramount, considering sales tax measure

Cities	Rate	
Santa Fe Springs	10.50%	
Compton	10.25%	
Cudahy	10.25%	
Huntington Park	10.25%	
Long Beach	10.25%	
Lynwood	10.25%	
Pico Rivera	10.25%	
South Gate	10.25%	
Commerce	10.00%	
Downey	10.00%	
Bellflower	9.50%	
Cerritos*	9.50%	
Lakewood	9.50%	
Norwalk	9.50%	
Paramount	9.50%	

<sup>\*</sup> Set for March 2020 election



- April 2019: Community Survey
- September 12: Focus Group review
   Unanimously recommended the City Council consider placing a local add-on sales tax measure on the next election
- October 1<sup>st</sup> & 15<sup>th</sup>: City Council Review
- October: Education/Outreach Program
  - Hired consultant TBWB Strategies
- November 5<sup>th</sup>: City Council consider placing a local add-on sales tax measure on the election





#### Paramount Public Safety/Local Control Measure:

To maintain City of Paramount public safety; gang prevention, youth/afterschool programs; neighborhood Sheriff patrols; protect local clean drinking water supplies; address homelessness; repair streets/potholes; maintain storm drains/prevent flooding; clean up illegal dumping; make public areas safe/clean, and keep local sales tax revenue in Paramount supporting general services; shall the City of Paramount adopt an ordinance establishing a ¾¢ sales tax providing approximately \$4,500,000 annually, subject to annual independent audits?



#### Summary

- Paramount has made tremendous progress in the last 30 years
- Residents positive about the City's direction
- Challenges: expenditures continue outpacing revenues
- Paramount needs a reliable source of local funding; also prevent other agencies seeking the same revenue source
- Paramount seeks potential sales tax measure; ¾ one percent increase, ~\$4.5 million new revenue
- Scientific survey of registered voters conducted in May 2019
  - 77% stated support for sales tax measure
- Community education/outreach program underway
- Paramount voters to decide on the March 3, 2020 election

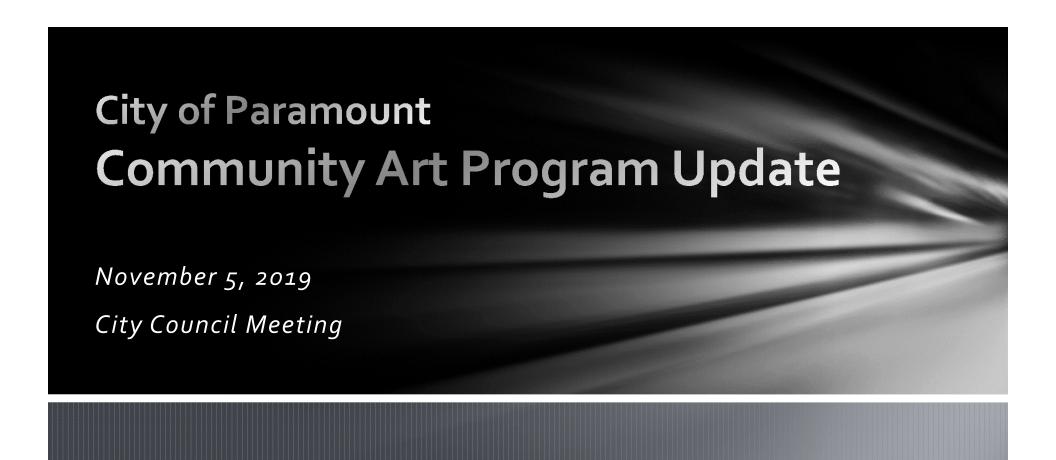


- Recommended Action
  - Read by title only and adopt Resolution No. 19:042.



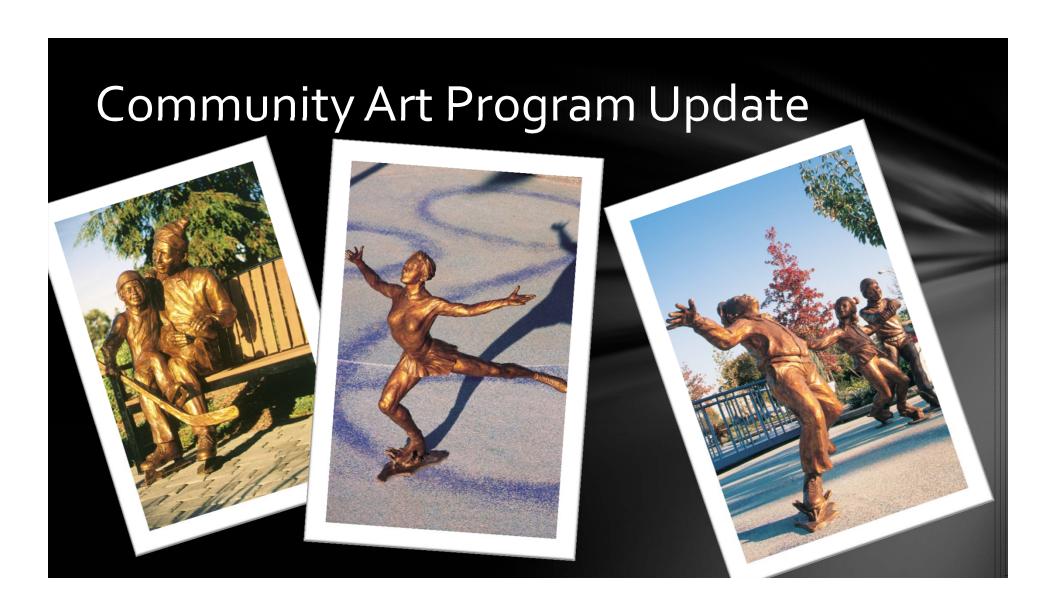
Sales Tax Measure Resolution No. 19:042

City Council Meeting – November 5, 2019

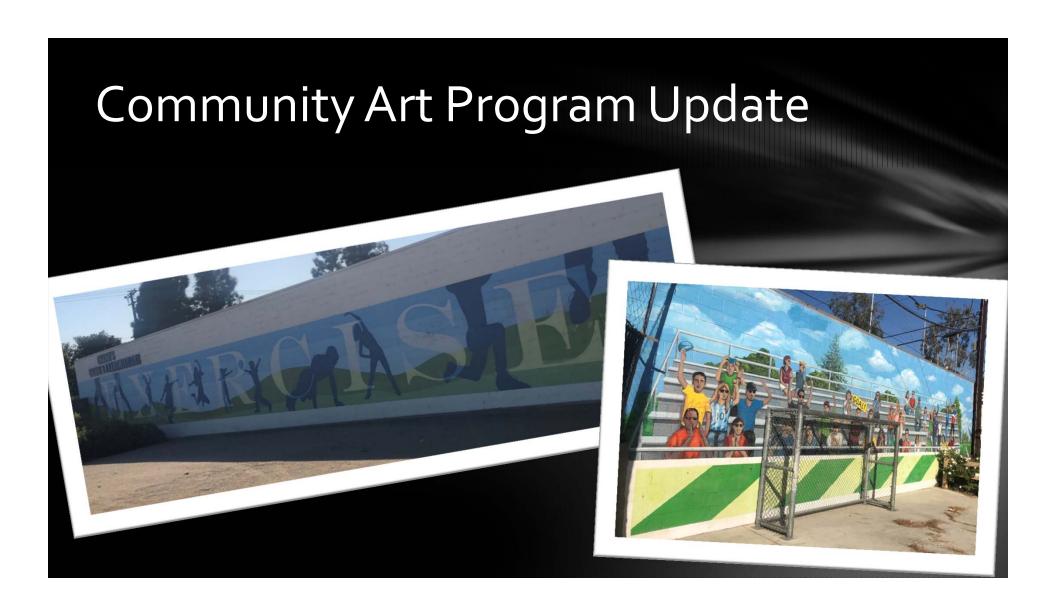


- Established mid-1980s
  - Relieve urban & development impacts
  - Enhance community aesthetics
  - > 37 art pieces installed
  - Voluntary contributions

- Public Art Development Fee
  - Established in 1993
    - 1% Building Permit valuation > \$100k
    - Residential projects w/ 5 or more units
    - Revenues fluctuate, currently \$300k















- Staff Conducted Public Art Survey
  - > 17 cities responded
  - The goal was to capture what neighboring cities do with public and private request for public artwork.

- Survey Questions
  - Was art in public places allowed
  - Public art codified
  - Permitting process
  - Department oversight
  - Art Committee

#	City	Art in Public Places Allowed	Codified	Permit Process	Department Oversight	Art Committee
1	Avalon	No	No	Informal	Planning	N/A
2	Bell	No	No	N/A	Planning	N/A
3	Bellflower	Yes	Yes	Formal	Community Development	No
4	Cerritos	Yes		Informal	Assistant City Manager	Yes
5	Compton	Yes	No	Informal	Community Development: Planning Division	No
6	Downey	Case by Case	Yes	Informal	Community Development	No
7	Lakewood	Case by Case	No	Informal	Community Development	No
8	Long Beach	Yes	Yes	Formal	Development Services	No
9	Lynwood	Yes	Yes	Formal	City Manager or his/her designee	No
10	Maywood	Yes	Yes	Formal	Building and Planning	No
11	Norwalk	Yes	Yes	Formal	Community Development	Yes
12	Palm Springs	Yes	Yes	Formal	Planning	Yes
13	Paramount	Case by Case	No	Informal	Different Departments facilitate, but ultimately City Manager Approves	No
14	Pico Rivera	Yes	Yes	Informal (Public Property); Formal (Private Property)	Community and Economic Development	No
15	Santa Fe Springs	Yes	Yes	Formal	Planning Department	Yes
16	Signal Hill	Yes	No	Informal	Community Development	No
17	Whittier	Yes	Yes	Formal	Community Development	Yes
18	Vernon	Yes	No	Informal	Public Works and Development Services: Planning Division	No

- Staff Proposal:
  - Develop zoning ordinance provisions for private property requests
  - Develop a resolution for public property requests

- Considerations included:
  - Establishing a clear and concise definition of art
  - Criteria for artwork
  - Artwork allowed
  - Approval process

- Next Step:
  - Under City Council direction, City staff will finalize a zoning ordinance amendment for private property requests, and develop a resolution for public art requests.

- Recommended Action:
  - ➤ It is recommended that the City Council provide staff feedback and receive and file report.

