



**DOWNTOWN  
LONG BEACH  
ALLIANCE**

January 16, 2024

Long Beach City Council  
411 W. Ocean Boulevard., 3<sup>rd</sup> Floor  
Long Beach, California 90802

Subject: Sidewalk Vending Ordinance. Agenda Item #14.

Dear Mayor Richardson and Honorable Members of the City Council,

Please accept this correspondence on behalf of the Downtown Long Beach Alliance (DLBA) Board of Directors and enter into the public record for the City Council meeting scheduled for January 16, 2024, our support for ordinance recommendation regarding the forthcoming regulations of sidewalk vending within the City of Long Beach.

DLBA is a non-profit organization representing more than 1,500 businesses and 3,200 commercial and residential property owners within the two Business Improvement Districts (BIDs) in Downtown Long Beach. As a leading voice for the Downtown community, DLBA recognizes the benefit of mobile food vendors in certain circumstances such as private functions, special events where local restaurant food booths are impractical, and locations or areas with very few dining options.

However, Downtown is home to over 200 restaurants that provide a range of casual and fine dining experiences and a diverse offering of cuisine. Our restaurants have been a cornerstone to creating a vibrant and attractive Downtown entertainment district. After three years of experiencing a dramatic loss of business caused by fewer daytime office workers and conventioners, it is essential that we remedy this added burden on our community invested restaurants who have been forced to operate by a different set of standards than mobile food vendors operating outside their front doors.

We support the following recommendations made by the City Manager's Office:

- **Permitting Requirements:** DLBA supports the requirement and enforcement of visible Business Licenses and Health Permits for Sidewalk Vendors and requests the City of Long Beach consider the location of the vendor's established commissary kitchen when granting these mobile food vending licenses and assigning BID assessment fees.
- **Prohibit Operating Areas:** prohibition of Sidewalk Vending in residential, protected wildlife habitations, and City-leased properties offers, particularly within the areas of the Long Beach Convention Center, Shoreline Village, and the Pike Outlets.
- **Operating Requirements:** In addition to the proposed hours of operation, DLBA supports the outlined limitations of sidewalk vendors' operational size, 100 square feet or less, including the prohibition of café seating and restriction to one canopy. We believe these restrictions allow mobile businesses the opportunity to accommodate all required health and safety equipment while ensuring compliance within recommended distance requirements for safe right of way and access to our DTLB business community. Other major concerns regarding trash collection and refuse disposal, as well as excessive noise congestion have also been addressed.



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- **Distance Requirements:** clear pathways and obstructed right of ways has proven to be dangerous to our residents, workers, and visitors. The proposed distance parameters would allow for safe passage for these DTLB stakeholders, as well as offers respectable buffers between our mobile vending community and their brick-and-mortar competitors.
- **Vending in Areas Zoned as Parks:** as DLBA continues to support and develop activation efforts for DTLB parks and public spaces, we support the prohibition of solicitation within these green spaces and encourage the City of Long Beach to collaborate with DLBA to control and enforce these recommendations within our shared amenities.

We appreciate the Sidewalk Vending program development process conducted by the City Manager's office, particularly the high level of communication and reception of the community's feedback. We believe the ordinance will mitigate the illegal and indecent behaviors affecting our Downtown ecosystem.

- However, we highly recommend the inclusion of a procedural enforcement policy and process, including the funding source(s) dedicated to its sustainability. While enforcement definitions, timelines, and fees have been outlined in detail, we encourage the development of a strategic monitoring, and citation plan to ensure compliance in Long Beach's most active, and therefore, vulnerable areas of operation. DLBA proposes the utilization of its Business Improvement Districts (BIDs) to support and enhance this desired enforcement strategy.
- Additional recommendations include the clear designation of observed event boundaries for restriction and enforcement of unapproved Sidewalk Vendors within two hundred and fifty (250) to five hundred (500) feet of permitted events. We ask for clarification on all event types, particularly events without clear points of entry.

We are grateful for the opportunity to share our support and recommendations for the City of Long Beach Sidewalk Vending Ordinance.

Thank you for your consideration.

Sincerely,

Austin Metoyer  
President & CEO