



City of Long Beach
Working Together to Serve

R-18
Office of Dee Andrews
Council Member, Sixth District
Memorandum

Date: November 16, 2010

To: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

From: Robert Garcia, Councilmember First District *RG*
Dee Andrews, Councilmember Sixth District *DA*
James Johnson, Councilmember Seventh District *JJ*
Steven Neal, Councilmember Ninth District *SN*

Subject: **AGENDA ITEM:** Policy for Designating Neighborhoods, Business Improvement Districts (BIDs) and Neighborhood Improvement Districts

DISCUSSION

The City of Long Beach is the fifth-largest city in the state of California and was ranked in a 2000 report by USA Today, as the most ethnically diverse city in the United States. Long Beach has a variety of community names to designate and proudly emphasize the many diverse neighborhoods within its boundaries. By designating these neighborhoods we create a sense of community that creates pride and encourages investment by residents, property owners, and business proprietors. In addition, as some neighborhoods transform over time they may require a name change to identify themselves from their longtime-identified associations.

As of now, there are no formal municipal standards and policies that officially designate neighborhood names and name changes, as well as signage in the City of Long Beach. As a consensus, the City needs to enact a comprehensive and consistent procedural process for community name revisions and designations. Enacting a consistent process will create transparency to its affected sector and obtain a mutual acceptance from those who apply for the name designation as well as take into account the views of other community members. Some signage of designated neighborhoods shall also comply with state highway guidelines. Implementing such policies would ensure there is a uniformed procedure without any overlapping jurisdiction by other districts in the future.

By taking an active role in designating neighborhoods, Long Beach can help neighborhoods evolve while maintaining their historical, cultural character and integrity. A policy to designate neighborhoods will clarify the process for Long Beach residents that would like to designate a neighborhood or Business Improvement Districts. Having cultural, historic or business designations can revitalize and stabilize the neighborhoods while supporting economic activity.

Recommendation:

It is respectfully requested that the City Council adopt a policy for officially designating neighborhoods, Business Improvement Districts (BIDs) and Neighborhood Improvement Districts, including the establishing of a procedure for setting boundaries, a formal application process and appropriate fees for processing applications and installing signage.

CITY OF LONG BEACH

POLICY TO DESIGNATE OR RENAME A NEIGHBORHOODS, BUSINESS IMPROVEMENT DISTRICTS (BIDS) AND NEIGHBORHOOD IMPROVEMENT DISTRICTS (DRAFT)

The naming procedure shown here was created from a collaborative effort by the 6th District Councilman Dee Andrews, the Department of Public Works, as well as other delegated Council staff and appropriate agencies. This policy has been drafted containing some contexts that relate to the course of actions overlooking zoning boundaries.

1. Proponents seeking an official designation or a name change of their neighborhood, business improvement district (BIDs), or neighborhood improvement district must complete a designation application and file it with the City Clerk for processing. The application requires:

- a. The proposed or current name of the neighborhood, business/neighborhood improvement district, as well as the reasoning for such action, including rationale, any historical or cultural prominence, and/or other relevance.
- b. The street boundaries of the neighborhood [district] being designated and a map that outlines the targeted area.
- c. The formation of a party of two or more members who reside or conduct business within the boundaries of the domain to be named.
- d. An application is required to contain:
 - A petition verifying 20 percent of the neighborhood's population.
 - A spreadsheet (Excel, text file, concurrent versions system program, etc.) that records the information in this order: name of person, house number, house fraction (i.e. 1/2), house direction (i.e. north, south, east, west), street name, street type (i.e. Avenue, Boulevard, Street, etc.), apartment number, city, state, zip code. Each heading should be entered in to an individual column. (Contact City Clerk at 562-570-6489 for a template of the spreadsheet to be sent to applicant via their email. Completed spreadsheets are to be included in your Application Package).

The signatures must be from individuals who own property, reside in and/or have businesses, both profit and nonprofit, in the neighborhood, business improvement district, or neighborhood improvement district being designated or renamed. Incomplete application packets will not be accepted.

2. Proponents must then complete the signage application and file it with the City Clerk for additional processing. The application requires:

- a. The name of the parties advocating for the signage.

- b. The proposed street location or freeway location where the signage be held.
- c. The funding source (i.e. the appropriate Neighborhood Association(s), Business Improvement Districts (BIDs), community funds, business coalitions, individual donor(s), etc.) for the neighborhood and/or freeway signage payable to the Department of Public Works). The costs for these signs will range depending on the quantity and type of signage.

Those that have already had their community name recognized by the City Council will only follow steps 2, 3 and 8 and will be able to skip the rest of the following steps. The Department of Public Works and the California Department of Transportation (Caltrans) may make recommendations as to where the signage can be installed. The City of Long Beach is not responsible of any funding for such projects. The applicants are solely responsible for all signage fees.

The signatures must be from individuals who reside in and/or have businesses, both profit and nonprofit, in the locale being designated or renamed. Incomplete application packets will not be accepted. The City of Long Beach is not in charge of the maintenance of the signs after they are fully implemented in place. The applicants take sole responsibility of the application fees, cost of signage and their preservation.

3. Upon review of the applications, the City Clerk will submit a copy of the documents to the Neighborhood Services Bureau, as well as to the Department of Public Works to process and make comments within 7 business days.

- a. If the application is incomplete the City Clerk's office will return the application to the primary applicant and they will be given the opportunity to resubmit their application.
- b. For additional information or assistance contact:

Office of the City Clerk
333 West Ocean Boulevard
Long Beach, CA 90802

4. A public hearing on the application should be arranged within the duration of six-months after filing with the City Clerk.

- With the assistance of the Neighborhood Services Bureau, the City Clerk will forward a cover letter and designation application to the affected certified neighborhood association(s) and contiguous associations to attend an arranged public hearing that will discuss the matter. The neighborhood association(s) may allow the City Council to conduct the meeting on their behalf by referral from the neighborhood association(s). If they choose not to hold a hearing, they will preserve the status of consent to the proposal. The Neighborhood Services Bureau has until the six-month deadline to make any comments and recommendations.

- a. The cover letter asks that the neighborhood association(s), with any needs of clarity from the Neighborhood Services Bureau, to:
 - Review the application's contents;
 - Publicly notify the community, as well as adjacent neighborhoods of the proposal;
 - Schedule a public hearing on the presiding issue;
 - After the time duration for the public hearing is over, to submit their records and individual community member statements to the City Clerk.
 - The City Clerk will handle the scheduling of such matters into future City Council meeting, as well as post the responses online.

The Neighborhood Services Bureau is in charge of reviewing and recommending the approvals of the neighborhood, business improvement district, or neighborhood improvement district that is being designating or renamed; their review is final adjudication. It is imperative that any department affiliated with the City of Long Beach has no authority to make decisions concerning the naming of communities. The only exception to this is that any municipal department can make recommendations regarding the designation. The Neighborhood Services Bureau may be given the authority to make final decisions on the re-naming of communities, if the Administrative Code is ameliorated to give them such jurisdiction.

5. During the public hearing, in regards to the Designating application:

- a. The applicants will be given time to present their case at the appointed hearing of this matter.
- b. The general public will be given the opportunity to make their input known.
- c. Neighborhood associations and the affected Councilmember will further examine the application in order to comment on these following points:
 - Whether the name is original and does not [exactly] copy that of another community, neighborhood, or business district in the city;
 - Whether the residents and entrepreneurs, including profit and nonprofit parties, have been recognized;
 - Whether there is expressive opposition by those in areas that lie adjacent to the proposed community's zoning boundaries;
 - Whether there is a consensus by the [affected] residents and entrepreneurs as to the naming or re-naming of the area, as well as those who are outside of the neighborhood or business district;

- Whether the affected neighborhood association or business association, if any, is in support of the name or name change.
- d. The Department of Public Works, the City Clerk, and the appropriate City Council District Office that are in jurisdiction of the applicant's request are requested to review the application and make any recommendations on whether the proposed name reflects the historical and cultural significance of that neighborhood.
 - e. The applicant may respond to the comments made by any neighborhood association and others.
6. **After the hearing, the Neighborhood Services Bureau will forward every document concerning the matters to the City Council for discussion. Upon receiving such records, the City Clerk will attach them to a Council file for that application and work with the appropriate committee members to arrange a hearing.**
 7. **At any point in this process, any opposing party may voice their statements to the City Council, either to the whole Council or a selected member(s), that his/her/their perspective was not given fair validation.**
 8. **The Department of Public Works may place and maintain signs on state highways directing motorists to communities within the geographical boundaries of a city, county or city and county if:**
 - a. The name of the community is culturally unique and historically significant.
 - b. The general public and media commonly recognize the name of the community.
 - c. Signs are consistent with the signing requirements for the California state highway protocol.
 - d. The geographical boundary of the community is within three miles of the state highway exit.
 - e. Trailblazing signs are installed on the appropriate streets or roads prior to installation of signs on the state highway.
 - f. The city, county or signage applicant provides funds from non-state sources that cover all costs for the California Department of Transportation (Caltrans) to place and maintain, or cause to be placed and maintained, appropriate signs on state highways.
 - g. The government body of the city in which the community is located adopts a policy that: (1) Designates the name of the community that is to be used on directional signs, (2) Defines the geographical boundaries of the community, and

(3) Requests the Department of Transportation (CalTrans) to post signs on state highways.

9. Exemptions from parts or the entirety of this policy include:

Partly:

- a. Neighborhoods, Business Improvement Districts, and Neighborhood Improvement Districts that have already been officially been recognized by the City Council and are only seeking signage may skip the application for designating/renaming a neighborhood and only fill out the second document. This application and all of its necessary paperwork will be turned into the City Clerk and go directly into City Council discussion.

Entirety:

- a. The historical, cultural, and commemorative designations for an area that is no longer than one city block will not be able to be granted such prowess.
- b. Names of those that represent historical preservation that were officially recognized by other Council actions, as well as commented by the general public, are exempt from having to partake in the designating process.

**CITY OF LONG BEACH
OFFICE OF THE CITY CLERK**

**APPLICATION TO DESIGNATE / RENAME NEIGHBORHOOD, BUSINESS
IMPROVEMENT DISTRICTS (BIDS) AND NEIGHBORHOOD
IMPROVEMENT DISTRICTS**

Filing Requirement:

An application, including a petition, must be submitted to officially designate or rename a neighborhood, a business improvement district (known as a BID), or a neighborhood improvement district. The petition must contain a minimum of 20% of the general population that has some involvement with the area (this includes: living in the area, owning property inside the boundaries, or conducts a business in the neighborhood). The applicant(s) **must** (1) pay the required fee for the submission of this application and (2) include a map of the designated area.

**Designate Neighborhood, Business Improvement District (BIDs),
or Neighborhood Improvement District _____**

**Rename Existing Neighborhood, Business Improvement District (BIDs),
or Neighborhood Improvement District _____**

***Note: Attach Petition to Application**

1. NEIGHBORHOOD INFORMATION

Proposed (or Current Recognized) Name of Neighborhood/BID: _____

District in which Neighborhood, BID lies in: _____

Reason(s) for City-recognized name designation (please state all warrants in accordance):

Street boundaries of the neighborhood to be designated / renamed (please attach map and/or legal description):

***Note: Please include a map of the neighborhood proximities being officially designated.**

APPLICATION TO DESIGNATE/RENAME NEIGHBORHOOD, BUSINESS IMPROVEMENT DISTRICTS (BIDS) AND NEIGHBORHOOD IMPROVEMENT DISTRICTS **Page 2**

Proponents for a name designation or name change are requested to form a party of two or more people who live or conduct business in the affected area boundaries.

2. APPLICANT INFORMATION

Primary Applicant

Name: _____

Last First M.I.

Mailing Address: _____

Street Address	City	Zip Code
----------------	------	----------

Telephone: _____ Fax: _____

Email: _____

Additional Group Advocates Names and Contact Information

1. Name: _____
Last First M.I.

Mailing Address: _____

Street Address	City	Zip Code
----------------	------	----------

Telephone: _____ Fax: _____

Email: _____

2. Name: _____

Last	First	M.I.
------	-------	------

Mailing Address: _____

Street Address	City	Zip Code
----------------	------	----------

Telephone: _____ Fax: _____

Email: _____

Please include additional members on separate sheet

**APPLICATION TO DESIGNATE / RENAME NEIGHBORHOOD, BUSINESS IMPROVEMENT
DISTRICTS (BIDS) AND NEIGHBORHOOD IMPROVEMENT DISTRICTS** **Page 3**

Funding source(s): _____

**ON BEHALF OF THE AFOREMENTIONED PROPONENTS, THE UNDERSIGNED
AGREES TO PROMPTLY NOTIFY THE CITY CLERK OF ANY CHANGES TO THE
FOREGOING INFORMATION AND AGREES TO SUBMIT A REVISED
APPLICATION AND PETITION IN THE EVENT THAT THIS OCCURS.**

Signature

Date

To be filed in the:

**Office of the City Clerk
333 West Ocean Boulevard
Long Beach, CA 90802**

***NOT FOR PUBLIC USE**

For Office of City Clerk:

Date Application/Petition Received: _____

Content Review Period End Date: _____

Applicant's Council District: _____

Neighborhood Association(s): _____

All Documents Complete and Approved Date: _____

If Not Complete, Date Returned to Applicant: _____

Date Application/Petition were Filed: _____

Public Hearing Deadline: _____

**CITY OF LONG BEACH
OFFICE OF THE CITY CLERK**

**PETITION TO DESIGNATE / RENAME NEIGHBORHOOD, BUSINESS
IMPROVEMENT DISTRICTS (BIDS) AND NEIGHBORHOOD
IMPROVEMENT DISTRICTS**

A petition must accompany the application to officially designate or re-designate a neighborhood, a business improvement district, or a neighborhood improvement district. The petition must contain a minimum of 20% of the general population that has some involvement with the area (this includes: living in the area, owning property inside the boundaries, or conducts a business in the neighborhood). All addresses will be validated as to their location within the neighborhood that is seeking designation or a renaming. When an address cannot be found, this will cause a delay in the application, thus it is recommended that more than 20% of the votes be collected to avoid delays to the application being processed.

Petition to name the area bounded by the following streets (street boundaries of area to be named)

the neighborhood, business improvement district, or neighborhood improvement district of
_____ (proposed name)

OR

the neighborhood/business improvement district/neighborhood improvement district of
_____ (current name) to be renamed to the
neighborhood/business improvement district/neighborhood improvement district of
_____ (proposed name).

I, _____, do hereby declare that I am a resident of the City of Long Beach; my current address is _____, in the City of Long Beach, County of Los Angeles, State of California. I declare I was at least 18 years of age at the time I distributed this petition for signatures. Each signature on the petition is accurate and is attached by the individual in my presence that declared to be a resident, a property owner, or a business owner of the community that is being designated or renamed.

Declaration under penalty of Perjury

I declare under penalty of perjury that the foregoing is true and accurate to the best of my knowledge and belief.

Executed on ____ day of ____, 20__ at _____, California.

- Petition Signature -

- Residence Address -

- City -

- Zip Code -

[illegible]

APPLICATION FOR SIGNAGE OF A NEIGHBORHOOD, BUSINESS IMPROVEMENT DISTRICTS (BIDS) AND NEIGHBORHOOD IMPROVEMENT DISTRICTS

This application will be processed if a neighborhood, business improvement district, or neighborhood improvement district is seeking or has already officially been recognized and approved by the City Council. The applicant(s) **must** (1) pay the required fee for the submission of this application and (2) include a map of the designated area's boundaries.

1. APPLICANT INFORMATION

Email:

Email: _____

Email: _____

Please include additional members on separate sheet

**APPLICATION FOR SIGNAGE OF A NEIGHBORHOOD, BUSINESS IMPROVEMENT
DISTRICTS (BIDS) AND NEIGHBORHOOD IMPROVEMENT DISTRICTS**

Page 2

2. NEIGHBORHOOD/BID INFORMATION

Name of neighborhood/business improvement district (currently official or seeking official status): _____

District in which Neighborhood, BID lies in: _____

Proposed street boundaries of where signage can be placed (please attach map and/or legal description):

Proposed freeway exit/locale of where signage can be placed (please attach map and/or legal description):

***Note: Please include a map of the all the affected sectors from signage.**

3. FUNDING SOURCE(S)

4. SIGNAGE QUANTITY

Amount of Neighborhood Signs: _____

Amount of Freeway Signs: _____

**APPLICATION TO DESIGNATE / RENAME NEIGHBORHOOD, BUSINESS IMPROVEMENT
DISTRICTS (BIDS) AND NEIGHBORHOOD IMPROVEMENT DISTRICTS** Page 3

**ON BEHALF OF THE AFOREMENTIONED PROPONENTS, THE UNDERSIGNED
AGREES TO PROMPTLY NOTIFY THE CITY CLERK OF ANY CHANGES TO THE
FOREGOING INFORMATION AND AGREES TO SUBMIT A REVISED
APPLICATION IN THE EVENT THAT THIS OCCURS. IN ADDITION, THE
UNDERSIGNED AGREES THAT THEY ARE RESPONSIBLE FOR COPIES OF ALL
DOCUMENTS REGARDING SIGNAGE, INCLUDING PAYMENT SLIPS/CHECKS.**

Signature

Date

To be filed in the:

**Office of the City Clerk
333 West Ocean Boulevard
Long Beach, CA 90802**

.....
.....
.....
.....
.....
.....
.....

***NOT FOR PUBLIC USE**

For Office of City Clerk:

Date Application Received: _____

Content Review Period End Date: _____

Neighborhood/District located in Council District: _____

Document Completed and Approved Date: _____

If Not Complete, Date Returned to Applicant: _____

Date Application was Filed: _____