

January 7, 2020

H-18

HONORABLE MAYOR AND CITY COUNCIL
City of Long Beach
California

RECOMMENDATION:

Receive supporting documentation into the record, conclude the public hearing, and if a majority protest is not received, adopt a Resolution approving the renaming of the East Anaheim Street Parking and Business Improvement Area to the Zaferia Parking and Business Improvement Area. (Districts 3, 4)

DISCUSSION

The East Anaheim Street Parking and Business Improvement Area (EASPBIA) was established by the City Council in 2010, allowing for the levy of an annual business license assessment to be paid by businesses located in the EASPBIA. The City of Long Beach (City) contracts with the Zaferia Business Association (ZBA) to manage the EASPBIA and the ZBA Board of Directors serve as the Advisory Board to the City Council on matters related to the EASPBIA.

In November 2019, the ZBA Board of Directors submitted a letter to the City requesting to begin the process of renaming the EASPBIA to the Zaferia Parking and Business Improvement Area (ZPBIA) (Attachment A). The purpose of the name change is to reduce confusion for business license holders that are required to pay the annual assessment, and to be more inclusive of businesses that are within the EASPBIA, but not located on Anaheim Street. Currently, new or existing business license holders that pay the annual assessment receive business license statements that include the regular business license fee and the additional assessment. The description of the assessment refers to the EASPBIA and has led to confusion regarding the purpose of the assessment, especially for businesses that are not located on Anaheim Street. Renaming the EASPBIA to the ZPBIA may reduce confusion, as the name would resemble the naming of the ZBA and align with the marketing efforts led by the ZBA that promote the neighborhood in which the EASPBIA is situated in. The ZBA has communicated with multiple businesses in the EASPBIA about these issues and has received verbal support for the name change.

At its December 17, 2019 meeting, the City Council approved Resolution No. RES-19-0196 setting January 7, 2020 as the date of the public hearing. To approve the renaming of the EASPBIA, City Council shall hear and consider all protests against the renaming of the EASPBIA. If written protests are received from area businesses representing over 50 percent of the total EASPBIA assessments, the EASPBIA will not be renamed. A notice of public hearing was mailed to all business license holders that are levied the annual EASPBIA assessment.

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This matter was reviewed by Deputy City Attorney Amy R. Webber on December 16, 2019 and by Budget Management Officer Rhutu Amin Gharib on December 12, 2019.

TIMING CONSIDERATIONS

City Council action is requested on January 7, 2020, to begin programming and testing the requested change in the City's financial system. Approximately 60 days of lead time is required before the process is finalized.

FISCAL IMPACT

This recommendation has no staffing impact beyond the normal budgeted scope of duties and is consistent with existing City Council priorities. There is no local job impact associated with this recommendation.

SUGGESTED ACTION:

Approve recommendation.

APPROVED:

Respectfully submitted,



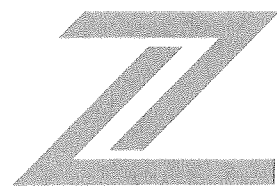
JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT



THOMAS B. MODICA
ACTING CITY MANAGER

RESOLUTION

ATTACHMENT A: ZBA LETTER OF SUPPORT FOR AREA NAME CHANGE



ZAFERIA Business Association

a nonprofit organization promoting Zaferia businesses since 1991

**2019-2020
Board of Directors**

President

Tracy Ames
The Red Leprechaun

Vice President

Madison Mooney
Long Beach Playhouse

Secretary

Kourosh Davatolhagh
Farmers & Merchants
Bank

Treasurer

Scott Bristol
Brascia Builders

Directors

Cameron Crockett
Ultra-Unit Architectural
Studio

Zain Ramjan
Sani-Tec Janitorial
Supplies and Crystal
Auto Spa

Alan Gomez
Commodity

Executive Director

Kristine Hammond

November 11, 2019

Eric Romero
City of Long Beach Economic Development Department
411 West Ocean Boulevard
Long Beach, CA 90802

Re: Support for Area Name Change

Dear Mr. Romero,

On behalf of the Zaferia Business Association (ZBA) Board of Directors, I am writing to inform you that the Board wholeheartedly supports an official change of name of our areas legal name from the East Anaheim Street Parking and Business Improvement Area to the Zaferia Parking and Business Improvement Area.

Please let me know if you require anything else in order to process the name change.

Sincerely,

Kristine Hammond
Executive Director

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4511

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RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH CONFIRMING, FOLLOWING HEARING, THE RENAMING THE EAST ANAHEIM STREET PARKING AND BUSINESS IMPROVEMENT AREA TO THE ZAFERIA PARKING AND BUSINESS IMPROVEMENT AREA

WHEREAS, on January 7, 2020 at 5:00 p.m., the City Council conducted a public hearing relating to renaming the East Anaheim Street Parking and Business Improvement Area to the Zaferia Parking and Business Improvement Area in accordance with its Resolution of Intention No. RES-19-0196, adopted December 17, 2019, at which public hearing all interested persons were afforded a full opportunity to appear and be heard on all matters relating to the Report; and

WHEREAS, a majority protest not having been received, it is the City Council's desire to rename the East Anaheim Street Parking and Business Improvement Area to the Zaferia Parking and Business Improvement Area;

NOW THEREFORE, the City Council of the City of Long Beach resolves as follows:

Section 1. A public hearing having been conducted on January 7, 2020, at 5:00 p.m., and all persons having been afforded an opportunity to appear and be heard, the City Council hereby renames the East Anaheim Street Parking and Business Improvement Area to the Zaferia Parking and Business Improvement Area as approved by Resolution No. RES-19-0196, adopted December 17, 2019.

Section 2. This resolution shall take effect immediately upon its adoption by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2020, by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

OFFICE OF THE CITY ATTORNEY
CHARLES PARKIN, City Attorney
411 West Ocean Boulevard, 9th Floor
Long Beach, CA 90802-4511