



**R-32**

**Date:** July 3, 2007  
**To:** Honorable Mayor and City Council  
**From:** Vice Mayor Bonnie Lowenthal, Chair, Housing and Neighborhoods Committee  
**Subject:** **TO SUPPORT THE DEVELOPMENT OF BUSINESS IMPROVEMENT DISTRICTS (BIDS) AND CULTURAL DESIGNATION OF CAMBODIA TOWN**

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The Housing and Neighborhoods Committee, at its meeting held, June 5, 2007 considered communications relative to the above subject.

It is the recommendation of the Housing and Neighborhoods Committee to the City Council that the communications be received and approved.

Respectfully submitted,

HOUSING AND NEIGHBORHOODS COMMITTEE

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Vice Mayor Bonnie Lowenthal, Chair

Prepared by:  
Gloria Harper



**Date:** October 24, 2006  
**To:** Honorable Mayor and City Council  
**From:** Councilwoman Laura Richardson, Sixth District *For CLR*  
**Subject:** Request to Support Efforts to Establish the Creation of a Tourist Area on Portions of Anaheim Street Highlighting the Culture, Business, Professions and Art of Cambodia

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Background

The Southern California area is an area unparalleled in its ethnic and cultural diversity. This diversity has produced many examples of culturally diverse, tourist-oriented centers of commerce, art, and community. Some of the region's most successful examples include Olivera Street, Chinatown and Koreatown in Los Angeles, Little Saigon in Garden Grove and Alpine Village in Torrance.

The diversity of Long Beach has produced areas of the City where a particular cultural theme and presence has become a positive identifier for the specific area and the larger community. Successful marketing and promotion of these unique areas could help to stimulate our local economy by generating additional tourism and visitors from the Southern California region, stimulating commercial growth and expansion in the area and in bringing economic opportunities to local residents.

One such area in the City of Long Beach is located along portions of Anaheim Street. The 1500 – 1800 blocks of East Anaheim Street from Peterson Avenue to Gardenia Avenue is a location where the Cambodian culture clearly provides a strong presence and cultural exhibition. Approximately 70% of the fifty businesses on that portion of Anaheim Street are owned or operated by Cambodian-Americans and the street is a growing and increasingly thriving area displaying and sharing the Cambodian culture through commerce, art and ambiance.

In an effort to support a smooth transition, I am recommending that this designation start as a "pilot area" and return to the City Council within 6 months of its operation to evaluate its success and challenges if any.

Requested Actions

I request that the City Council support the "pilot" designation of a tourist-oriented commercial district on East Anaheim Street from Peterson Avenue to Gardenia Avenue provided that the financial impacts (signage, etc.) are borne by the business owners, operators and interested parties within the area.

I also request:

- that the City Manager pursue discussions with Long Beach Transit about adding the area as a stop on their "Passport" service and
- that the City Manager direct Community Development to temporarily assign Mr. Chantara Nop to canvas the businesses in the designated area in order to educate owners about the tourist oriented area and the possibilities of establishing a Business Improvement District that could generate additional resources for public safety, code enforcement and trash pick up.

CLR/TL



# City of Long Beach

Working Together to Serve

# Memorandum

Date: October 23, 2006  
To: Mayor and Members of the City Council  
From: Robert E. Shannon, City Attorney *RES*  
Subject: Item R-27 - October 24, 2006, City Council Agenda

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RECEIVED  
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Item R-27, set for consideration on the October 24, 2006, City Council agenda includes the following requested action:

*“that the City Manager direct Community Development to temporarily assign Mr. Chantara Nop to canvas the businesses in the designated area in order to education owners about the tourist oriented area and the possibilities of establishing a Business Improvement District that could generate additional resources for public safety, code enforcement and trash pick up.”*

Please be advised that this proposed action is beyond the Charter authority of the City Council. Section 302 provides that the City Manager shall have the authority to appoint all employees in the City Manager-directed departments of the City, and to direct and supervise their activities.

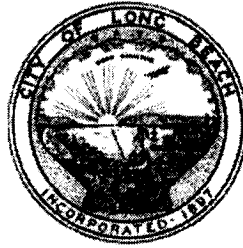
Further, Section 208 provides that the City Council may not dictate, directly or indirectly, the appointment of any person to employment by the City Manager or to in any manner interfere with or prevent the City Manager from exercising his judgment in the appointment of an employee.

Therefore, the City Council may not consider the above request.

RES:kdh

cc: Gerald R. Miller, City Manager  
Larry Herrera, City Clerk

**Patrick O'Donnell**  
Councilmember, 4<sup>th</sup> District



**Suja Lowenthal**  
Councilmember, 2<sup>nd</sup> District

### *Memorandum*

**Date:** October 24, 2006

**To:** Mayor and City Council

**From:** Suja Lowenthal, Second District  
Patrick O'Donnell, Fourth District

**Subject:** **Cambodian Cultural, Tourist and Commercial Corridor**

#### **RECOMMENDATION:**

Support the designation of "Cambodia Town" as a cultural, tourist and commercial destination reflecting the heritage of the Cambodian community on Anaheim Street and refer the development of this corridor to the Housing and Neighborhoods Committee.

Request the City Manager review supporting documents submitted by proponents of "Cambodia Town" and facilitate meaningful community input with a comprehensive survey of businesses leading to a specific boundary designation.

Request the City Manager work with appropriate stakeholder groups to determine the viability of a Business Improvement District within the boundaries of the proposed "Cambodia Town" in order to promote sustainability for tourist, security and business necessities. Request the City Manager pursue discussions with Long Beach Transit for adding "Cambodia Town" on their "Passport" service.

Request the City Manager develop the proposed boundary designation and refer all items to the Housing and Neighborhoods Committee for deliberation and recommendation to the City Council within ninety days.

#### **BACKGROUND:**

Among its diverse neighborhoods, the City of Long Beach is home to one of the highest populations of Cambodian-Americans in the nation. The geographic area of the Anaheim Corridor between Atlantic Avenue and Junipero Avenue has one of the highest concentrations of Cambodian-owned businesses in the City. Several active Cambodian-American groups have been celebrating their cultural heritage for many years. In an effort to encourage tourism and recognize the significant economic engine of this area, several community members have united in order to develop a designation for this area. Proponents of this concept aim to stimulate business and tourism, beautify the region, create a positive environment and be inclusive all businesses and ethnic populations in the area.

The City has historically worked with several groups to create business districts and associations based on geographical locations, including the Downtown Long Beach Associates (DLBA), Belmont Shore Parking and Business Improvement District and the Bixby Knolls Business Improvement Association (BKBA). In order to ensure a thoughtful process in the development of a cultural and commercial corridor, it is vital to include all business owners and ethnic populations, as well as the appropriate City staff. Development should proceed with strong efforts to survey all businesses within the geographical area outlined herein and address all concerns. The Housing and Neighborhoods Committee is staffed by the City's Community Development Department, and is an appropriate body to guide and monitor the progress of a plan to reach consensus on the borders of a cultural, tourist and commercial corridor.

**Housing and Neighborhoods Committee  
Long Beach City Council**

**Comments on the Cambodia Town Designation  
Susan Needham  
CSU, Dominguez Hills**

**December 18, 2006**

I am here tonight to address two issues raised at the October 24<sup>th</sup> City Council meeting with regard to the Cambodia Town Proposal. These are 1) the Cambodia Town name, and 2) the ethnic makeup of the Anaheim corridor in the area proposed for Cambodia Town.

We are all familiar with the various names that have been used to identify this community: Phnom Penh by the Sea, Little Phnom Penh, and more recently, Cambodia Town. What you may not know is that while the first two names were given to the community by local newspapers, only the third has been officially selected and sanctioned by members of the community itself.

The selection of Cambodia Town as the name for this area was based on research and much public discussion among members of the community. It was not an easy matter. The name was initially proposed by Mr. Harrison Lee in 2001 for reasons which took into account the conventions for naming ethnic communities in the United States as well as the aesthetic sensibilities of community members. Little Phnom Penh was discarded and Cambodia Town embraced for the following reasons:

1. Generally speaking, those ethnic districts in the United States which include the capitol of the originating country in their names, such as Little Tokyo, Little Seoul, Little Saigon, Little Kabul, or Little Havana, are countries with which the United States has had military conflict. Although the United States did bomb Cambodia in the early 1970s, Cambodia has never been at war with the United States.
2. Not everyone in Long Beach is from Phnom Penh. In fact, most Cambodians in Long Beach are from Battambang or Kampong Cham Province.

3. We all know that in business name recognition is everything. Which name is most recognizable to the average American – Phnom Penh or Cambodia? Cambodia Town also has the added advantage of being easy to spell.
4. Finally, the most well known and successful ethnic enclaves have Town in their name: Chinatown being the best example.

The second issue I want to address involves the ethnic makeup of residents in the area and the fact that the population is shifting from Cambodian to Hispanic. Although many Cambodian residents have moved to other areas, Cambodian businesses have taken root. Cambodian business people have purchased land, constructed new buildings, and made numerous improvements which have increased property values and the city's tax base. They have established a vibrant and growing business center which shows no signs of going away. Specifically, the proposed area complies with the following criteria for special designation as Cambodia Town:

1. It is the center of a wide-spread Khmer-speaking community, supporting several Khmer-language newspapers.
2. It is a self-sustaining center of community trade, serving as a major cultural and commercial hub for Cambodian Americans and Cambodians throughout the world-wide Diaspora.
3. It contains a concentration of competitive immigrant-owned shops offering imported authentic Cambodian and general Asian goods not found in the larger society and geared toward the ethnic Cambodian population

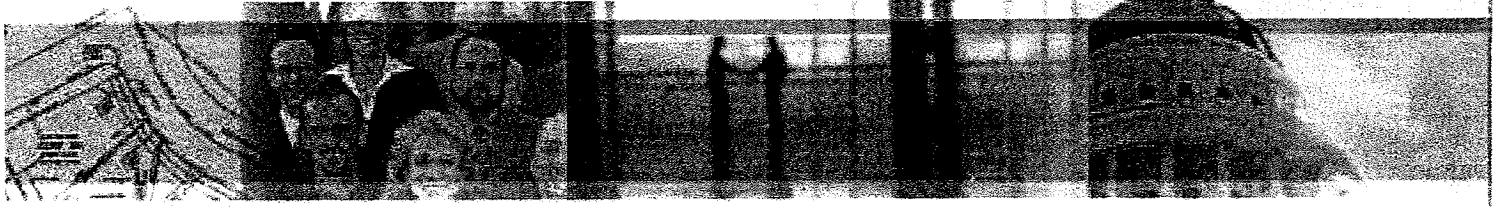
4. It contains family and regional associations and community organizations which support the transmission of cultural practices such as Khmer language and literacy and the observance of major celebrations such as Cambodian New Year

In conclusion, I would like to point out that the Cambodia Town concept is not solely economic. The Anaheim corridor has psychological and emotional significance for Cambodians as both the symbolic and the real center of the Cambodian Diaspora, and it has come to be known as the Cambodian capitol of the United States. The first generation of Cambodian Americans to be born and raised in the United States whether it's Seattle, Houston, or New York, also have an emotional attachment to this place. They see Long Beach -- not Cambodia -- as their "hometown." This is the place with the most Cambodians, the most history, and the most culture -- for them. Cambodians have already adopted Long Beach as their home. I think what they really would like is for the City of Long Beach to reciprocate. Designating this section of Anaheim Street as Cambodia Town affirms the Cambodian presence and demonstrates that the City of Long Beach takes pride in adopting Cambodians as their own.





Local Government Solutions



**City of Long Beach  
Anaheim Corridor  
Cultural Designation Study**

**June 5, 2007**

*Prepared by*  
**N|B|S**

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Suja Lowenthal, Council Member – District Two

Gary Delong, Council Member – District Three

Patrick O'Donnell, Council Member – District Four

Gerrie Schipske, Council Member – District Five

Seat Vacant – District Six

Tonia Reyes Urganda, Council Member – District Seven

Rae Gabelich, Council Member – District Eight

Val Lerch, Council Member – District Nine

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Terry Madsen, Senior Consultant

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## **EXECUTIVE SUMMARY**

The following report specifies the findings of a study to determine the feasibility of designating a cultural area along a stretch of Anaheim Street in the City of Long Beach. This study, conducted by NBS, consisted of specifying an area profile, analyzing case studies, researching alternatives for cultural and business area designation, acquiring community feedback, and conducting a survey. The study examined reactions from property and business owners within the profiled area and documented opinions about the formation of a Business Improvement District.

The analysis of case studies provides evidence of several similar areas that utilize Property and Business Improvement Districts (PBIDs or BIDs) for cultural designation. However, it should also be noted that the majority of the areas studied do have officially designated and recognized namesakes by their respective municipal agencies.

There are alternatives to designating and funding cultural and business areas, as evidenced in Section 6 of this report. Particularly, the Japantown area is forming a Community Benefits District (CBD) as a mechanism to maintain the vitality of retail and commercial areas. Special assessments are collected by the City of San Francisco and used by the CBD to purchase sanitation services, promote special events, and finance capital improvements. Private donations are also provided to insure the cultural integrity of the area.

In preparation of the survey, NBS gathered community feedback from several local organizations, including the Cambodia Town Association. A public meeting was held on April 18, 2007 at MacArthur Park to explain the survey and address any concerns or questions from the community. Property and business owners along E. Anaheim St., between Junipero Avenue and Atlantic Avenue were mailed surveys. Section 7 contains a copy of the survey. In total three-hundred eighty-seven (387) surveys were mailed and one-hundred eight (106) surveys were completed.

The survey accomplished a completion rate of 27.4%. Over 90% of all respondents are in favor of the City of Long Beach officially recognizing a culturally designated area along Anaheim Street from Atlantic Avenue to Junipero Avenue. Approximately three-quarters of the respondents would take necessary action to support a financing mechanism, such as signing a petition to form a PBID within the area. The survey results showed a significant number of people feel a cultural designation for the area would increase tourism and/or business activity. Business and property owners also feel comfortable with their business and/or property being part of a culturally designated area. The majority of business and property owners are willing to pay up to \$100 annually to fund each activity specified on the survey.

<b>Survey Question &amp; Respondents</b>	<b>No. of Responses (1)</b>	<b>% of Responses</b>	<b>In Favor</b>	<b>Opposed</b>
<b>Cultural Designation</b>				
Property Owners	12	11.3%	83.3%	16.7%
Business Owners	78	73.6%	97.4%	2.6%
Property & Business Owners	16	15.1%	62.5%	37.5%
<b>Business Improvement District</b>				
Property Owners	12	13.6%	91.7%	8.3%
Business Owners	61	69.3%	77.0%	23.0%
Property & Business Owners	15	17.1%	46.7%	53.3%

(1) Not all respondents answered the question regarding Business Improvement District.

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# 1. INTRODUCTION

The City of Long Beach, California prides itself on being a City of vast diversity. Among this myriad of culture resides the largest population of Cambodians in the United States. In fact, there are about 17,000 Cambodian-Americans living in the City of Long Beach. The first influx of Cambodians to Long Beach came in the 1950s and 1960s as part of an exchange program between the United States and Cambodia that sent students to California State University, Long Beach. It was also these already established expatriates that attracted many Cambodian refugees in the 1970s, whose exodus was triggered after the Khmer Rouge's takeover of the Southeast-Asian country.

For many years, the Cambodian-American community within the City of Long Beach has petitioned the City to recognize an area along Anaheim Street as "Cambodia Town." A designation for this area would be the first of its kind for the City of Long Beach. In order for the City Council to gain some perspective on this issue, a study was ordered to determine the feasibility of officially designating a stretch of Anaheim Street as a cultural area. As part of this study, a survey was conducted. The survey serves a dual purpose; it was designed to determine how property and business owners within the profiled area felt about a possible cultural designation for the area, as well as their respective attitudes toward the formation of a Business Improvement District.

## 2. AREA PROFILE

NBS prepared and mailed surveys to property and business owners along E. Anaheim St., between Junipero Avenue and Atlantic Avenue. A total of three hundred eighty-seven (387) surveys were mailed to owners of property and business within this area.

Business license information was provided by the City of Long Beach in order to determine the business owners who would receive the survey. A total of two hundred seventy-three (273) surveys were mailed to owners of businesses within the profiled area.

Information on the property owners within the profiled area was obtained by utilizing the latest Secured Roll Data for the County of Los Angeles. A total of fifty-six (56) surveys were mailed to owners of property within the profiled area.

Fifty-eight (58) additional surveys were mailed to those who were both the owner of the property as well as the owner of the business located on the respective property.

<b>Class</b>	<b>Number of Recipients</b>	<b>Percentage of Total</b>
Business Owners	273	70.54%
Property Owners	56	14.47%
Business and Property Owners	58	14.99%
<b>Total</b>	<b>387</b>	<b>100.00%</b>

### 3. LONG BEACH BUSINESS IMPROVEMENT DISTRICTS

There are six (6) Business Improvement Districts in the City of Long Beach. Four (4) are business owner assessment districts (represented as PBIA); two (2) are property owner assessment districts (PBID). See table below for participation and assessment statistics:

District	Type	Number of Participants	Annual Assessment
Belmont Shore	PBIA	240 Merchants	\$155,000.00
Bixby Knolls	PBIA	800 Merchants	\$155,000.00
Magnolia Industrial Group	PBID	100 Property Owners	\$80,000.00
Long Beach Tourism	PBIA	17 Hotel Property Operators	\$3,200,000.00
Downtown Long Beach	PBIA	1600 Merchants	\$2,300,000.00
Downtown Long Beach	PBID	600 Property Owners	\$1,700,000.00



## 4. SURVEY RESULTS

A total of one-hundred six (106) surveys were completed online or submitted to NBS. This represents a completion rate of 27.4% of the total mailed surveys.

Of those who responded to the survey:

- 83.3% of property owners were in favor of a cultural designation; 16.7% were not.
- 97.4% of business owners were in favor of a cultural designation; 2.6% were not.
- 62.5% of owners of both property and business were in favor of a cultural designation; 37.5% were not.
- 91.7% of property owners were in favor of a Business Improvement District; 8.3% were not.
- 77.0% of business owners were in favor of a Business Improvement District; 23.0% were not.
- 46.7% of owners of both property and business were in favor of a Business Improvement District; 53.3% were not.

Survey Question & Respondents	No. of Responses (1)	% of Responses	In Favor	Opposed
<b>Cultural Designation</b>				
Property Owners	12	11.3%	83.3%	16.7%
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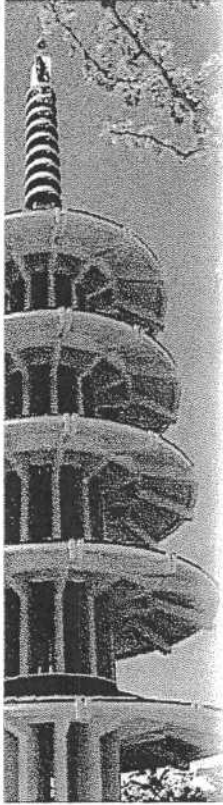
(1) Not all respondents answered the question regarding Business Improvement District.

Detailed results of the survey can be found in Section 7.

## 5. CASE STUDIES

### 5.1 *Japantown, San Francisco, CA*

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During World War II, the area was overcrowded with war (industrial) workers who needed shelter. These workers were able to take up residency in the community once occupied by Japanese-Americans who were being interned in special “concentration camps” by the United States Government. Because of the influx of workers, the City of San Francisco permitted the overcrowding of existing structures, which accelerated the deterioration of the area’s housing and commercial facilities. This created a seriously blighted area. This blight qualified Japantown for postwar urban renewal assistance.

The roots of the current area known as Japantown, or Nihonmachi, can be traced back to the days of rebuilding after the “great” Earthquake of 1906.

Japantown is currently under the jurisdiction of the San Francisco Redevelopment Agency until January 1, 2009. Japantown plans on forming one or more PBIDs after the Redevelopment Plan terminates. The Japantown area is also now in the formation phase of creating a Community Benefits District (CBD). There are also private donations provided to insure the cultural integrity of the area.

The Redevelopment Agency worked closely with the Nihonmachi Community Development Corporation to develop a master plan for the area. The Japanese Community and Cultural Center and a pedestrian mall featuring Ruth Asawa’s Origami Fountains are a result of this symbiotic relationship.

The PBIDs would be used to purchase maintenance and sanitation services, promotional events, and/or for capital improvements such as street furniture, trees, signage and special lighting.



The CBD would act as an organizing and financing mechanism used by property owners to maintain the vitality of retail and commercial areas. Special assessments are collected by the city and turned over in full to the CBD. These funds can also be used to purchase maintenance and sanitation services, and promotions and special events. Funds can also be used for capital improvements such as street furniture, trees, signage and special lighting.

*Japantown Merchants Association – [www.sfjapantown.org](http://www.sfjapantown.org)*

## 5.2 Koreatown, Los Angeles, CA

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The Greater Los Angeles Area is home to the largest number of ethnic Koreans outside of Asia. Koreatown, also known as Wilshire Center (and including neighborhoods formerly known as Harvard Heights and Pico Heights), is an officially recognized district of the city.

Koreans began to move into the area in the late 1960s after changes in the US Immigration laws, establishing numerous businesses although never outnumbering Latino residents. Prior to the 1960s, Wilshire Center was a wealthy commercial and residential district. As Los Angeles rapidly decentralized along newly constructed freeway corridors, Wilshire Boulevard and the areas surrounding it went into a lengthy decline. With property values drastically diminished, the area saw a heavy influx of Koreans during the 1960s, after restrictions on immigration to the United States from East Asia were lifted in 1965.

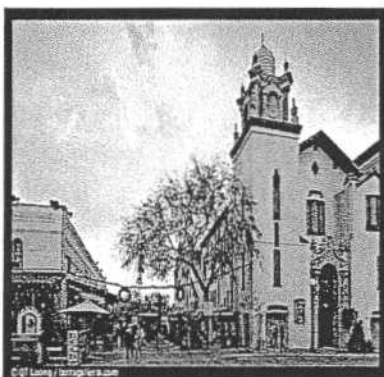


The early 2000s have seen a revitalization of the area with many Korean-Americans returning, seeking a more urban lifestyle than could be found in Korean-heavy suburbs like Cerritos and Irvine. The neighborhood has also become invigorated with the arrival of a new generation of middle-class immigrants from Korea, seeking better positions than are generally available in South Korea's stagnant economy.

Wikipedia Foundation, Inc. – [www.en.wikipedia.com](http://www.en.wikipedia.com)

## 5.3 Olvera Street, Los Angeles, CA

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Olvera Street is a block-long Mexican-style marketplace lined with street vendors, gift shops selling Mexican dresses, restaurants and cafes.

Several historic buildings line the street including the Avila Adobe, built around 1818 by former mayor, Francisco Avila, the Pelanconi House, oldest brick house in the city, dating from 1855, and the Sepulveda House built in 1887 as an Eastlake Victorian business and residential building.

When Christine Sterling walked through the Plaza and Olvera Street in 1926 she was shocked by the dilapidated condition of the oldest part of the city and started a campaign to save it. With funding provided by six influential men and publicity from the *Los Angeles Times*, she started a corporation to revitalize Olvera Street.

Descendants of the Avila family allowed her to renovate the Adobe and with enormous effort she solicited money, materials and labor to accomplish the repairs. The City Council closed Olvera Street to vehicle traffic in 1929. Help received by Mrs. Sterling included engineers from the City Department of Water and Power who drew up plans to grade the street, and the Sheriff's Department who provided prisoners to do the labor.

Olvera Street has always been and continues to be a major tourist attraction attracting as many as two million visitors per year. It is now part of El Pueblo de Los Angeles Historical Monument which is a department of the City of Los Angeles

*Ginette R. Rondeau - [www.olvera-street.com](http://www.olvera-street.com)*

#### **5.4 Little Tokyo, Los Angeles, CA**

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The City of Los Angeles officially designated 67 acres the "Little Tokyo Redevelopment Project." It has been the economic, cultural, educational and religious center for Southern California's Japanese American Community since the first immigrants began arriving in the late 1800s.

The Little Tokyo Business Improvement District was established by a Los Angeles City Council ordinance in July 2003 and is one of approximately 30 BIDs throughout the city. Managed by the Little Tokyo Business Association Board of Directors, the Little Tokyo BID supplements City services by providing a professional security patrol, street maintenance, and marketing programs. Funds are derived from business license assessments as well as from government sources such as the Community Redevelopment Agency.

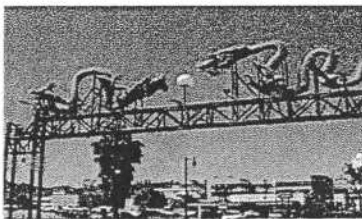


The funds from the BID are used to finance expanded security patrols, marketing activities and street maintenance programs.

*Little Tokyo Business Association – [www.visitlittletokyo.com](http://www.visitlittletokyo.com)*

#### **5.5 Chinatown, Los Angeles, CA**

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On June 25, 1938, California's Governor Merriam and a host of dignitaries dedicated Los Angeles Chinatown's Central Plaza in a Grand Opening ceremony. One of the Nation's first malls and certainly the first modern American Chinatown, owned and planned from the ground up by Chinese, Central Plaza would provide a magnificent hub and nexus for growth into the famous colorful, vibrant Chinese American community.

Originally, New Chinatown consisted of many notable restaurants, shops, an herbal store, a grocery store, a bean cake factory, a Chinese deli and offices. In 1938, these long-time establishments were all moved from Los Angeles' Old Chinatown, not quite a mile away.

The first Chinese was recorded to be in Los Angeles in 1852. Continuous settlement began in 1857. By 1870, an identifiable "Chinatown" of 200 or so was situated on Calle de Los Negros - Street of the Dark Hued Ones - a short alley 50 feet wide and one block long between El Pueblo Plaza and Old Arcadia Street. These early, mostly male, Chinese were mainly laundrymen, market gardeners, agricultural and ranch workers, and road builders. Despite the heavy discrimination in the late 19th century, Chinese held a dominant economic position in the Los Angeles laundry and produce industries for several years of this period. Consequently, Old Chinatown flourished, expanding eastward from the Plaza across Alameda Street and eventually attaining a population of over 3,000.

The linchpin for creating a managed environment is public safety. The first step in regaining control of an area is visibility. Therefore, the Chinatown BID utilizes public safety officers in brightly colored uniforms, on foot, bike, and in cars. Serving as the eyes and ears of the police, these officers give peace of mind to workers, residents and visitors. Most importantly, they act as ambassadors by assisting visitors with valuable information. The Chinatown BID also provides the organization with a unifying voice enabling property owners to work closely with the local government to establish quality of life ordinances dealing with issues such as aggressive street behavior and homeless issues.



The Chinatown BID maintenance teams use a variety of tools such as graffiti removal, sidewalk pressure cleaning, sidewalk, alley and gutter sweeping, trash and debris removal, and tree trimming to maintain a well-groomed appearance throughout the district. They often go where owners fear to tread by cleaning storm drains, vacant lots, and debris filled alleys.

Marketing and communications programs for the Chinatown BID include: advertising, promotions, public relations, special events, web site, map guides, destination signage, and festive banner programs. Internal communication among property owners and tenants is also important, thus, the Chinatown BID uses newsletters as a cost-effective way to reach their constituency. The Chinatown BID also performs vital economic development services, providing broker support and implementing proactive business retention and recruitment programs. Additionally, the Chinatown BID works with local agencies to resolve planning and development issues in the Chinatown area.

*Los Angeles Chinatown Business Council - [www.chinatownla.com](http://www.chinatownla.com)*



## 5.6 Little Saigon, Westminster, CA

On June 17, 1988, then-Governor of California, George Deukmejian, came to Westminster and officially dedicated the name "Little Saigon" to the area bordered by Westminster Boulevard, Bolsa Avenue, Magnolia Street, and Euclid Street.

After the Vietnam War ended on April 30, 1975, a huge wave of Vietnamese refugees left their homeland and resettled in the United States. The largest concentration of the refugees settled in Westminster, California. Little Saigon evolved in the mid-1970's when refugees from the Vietnam War settled in the area because of the climate, the prospect of reunions with friends, and job opportunities.



In September 1989, the Westminster City Council designated Little Saigon a tourist zone and special redevelopment project. This roughly three square mile area is the home of more than 3,500 Vietnamese-American businesses. A few started as early as 1977.



Little Saigon is a major tourist attraction representing the largest concentration of shopping and Vietnamese cultural amenities in the world outside Vietnam. Popular Little Saigon attractions include the Asian Garden Mall, a 150,000 square foot shopping place of

ethnic boutiques, shops, cafes and the largest gold jewelry mart under one roof in the United States.

Little Saigon represents, for many Southeast Asians, a tie to their past and a gateway to their future. Among the top entertainment attractions in Orange County, Little Saigon has all the dimensions of an exciting and diversified Asian experience.

*Westminster Chamber of Commerce – [www.westminsterchamber.org](http://www.westminsterchamber.org)*

## **6. CULTURAL AND BUSINESS AREA DESIGNATION ALTERNATIVES**

The following provides an overview of various Cultural and Business Area Designation Alternatives.

The City of Long Beach has prepared a document entitled "Business Improvement Districts in the City of Long Beach: Organization, Benefits and Formation" which extensively describes Parking and Business Improvement Areas and Property and Business Improvement Districts. The following Sections 6.1 and 6.2 provide a brief summary of the information included in the document.

### ***6.1 Parking and Business Improvement Area (PBIA)***

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A Parking and Business improvement Area ("PBIA") provides the opportunity for local businesses to join together and assess themselves through an annual levy, usually collected in conjunction with an annual business license renewal, for agreed upon improvements and activities in the business district. Some of the improvements and activities can include, but are not limited to, parking facilities, lighting, enhanced security, promotion of tourism and public events, and marketing. Business owners, not necessarily property owners, pay the assessment to the local agency. These funds are then returned to the PBIA owners' association for use on the improvements or activities which are agreed upon. The decisions on which improvements and activities that are going to be paid for are chosen by the owners' association.

*Business Improvements Districts in the City of Long Beach – Organization, Benefits and Formation*

### ***6.2 Property and Business Improvement District (PBID)***

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An alternative to the PBIA is a Property and Business Improvement District ("PBID"). Instead of assessing business owners, a PBID assesses the property owners within the defined district. The owners will pay assessments through their local property tax collecting agency. The funds are then returned to the City and dispersed by the PBID owners' association. These monies may be spent on approved, budgeted improvements and activities in the district which include, but are not limited to, parking facilities, lighting, promotion of public events, economic development and other beneficial activities.

*Business Improvements Districts in the City of Long Beach – Organization, Benefits and Formation*

### **6.3 Dues-Only Business Associations**

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Dues-Only Business Associations are used to sponsor positive programs of work and stimulate activities that will provide for the total development of the business community. They seek to unite the community's businesses in an effort to advance the economic growth and prosperity of the area. An example of a Dues-Only Business Association could be the Chamber of Commerce. A Chamber of Commerce is a voluntary association whose membership is comprised of companies, civic leaders, and individual business people. Its members seek to promote the interests of business, typically in a broad-based way. A Chamber of Commerce exists on municipal, state, regional, national, and even international levels. For monthly or annual dues, a business can join and enjoy the benefits, which include networking opportunities, group discounts, access to a newsletter, and listing in the membership directory, among others. Another option for local businesses is to form a Business Association. A group of local businesses can join together, formulate a plan, elect officers, determine fees according to their needs and accomplish their goals in a manner that they determine most effective.

### **6.4 Non-Dues Business Associations**

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Non-Dues Business Associations are similar to Dues-Only Business Associations except, as the name implies, there are no dues. Businesses have the opportunity to join together and share information and ideas with one another to determine what are the best methods of accomplishing the common goals of the association. One method for a Non-Dues Business Association to raise funds is through corporate contributions. In exchange for their generous sponsorship, the association may list the name of the corporation in all of their marketing materials and event invitations. The corporation may also be recognized on the association website. This type of Business Association is not as common as others because of the unpredictability of the inflow of funds. A Non-Dues Business Association may find it difficult raising the amount of money necessary to accomplish its goals.

Either classification of Business Association (Non-Dues or Dues-Only) may have the ability to operate as a tax-exempt entity if it is organized and operated exclusively for purposes set forth in Section 501(c)(3) of the Internal Revenue Code and none of its earnings may inure to any private shareholder or individual. In addition, it may not attempt to influence legislation as a substantial part of its activities and it may not participate in any campaign activity for or against political candidates.

### **6.5 Community Driven Efforts**

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Community Driven Efforts are grassroots organizations that are comprised of willing volunteers that have a vested interest in an area. One well known community driven association is the Neighborhood Crime Watch. Today, most law enforcement agencies are under staffed and under budgeted. Cooperation by residents greatly



helps to overcome this shortage. Neighborhood Crime Watch is a citizen involvement, neighborhood and community based effort designed to assist citizens and the police in reducing crime and increasing an overall sense of peace, safety and security in the community. Community Driven efforts have a tendency to focus on one particular problem area and may not be useful in accomplishing a wide range of goals.

## 7. APPENDICES

The following pages show the community feedback obtained during the course of this study, the documents which were mailed to the survey recipients, as well as survey results. Specifically included are the survey, the letter explaining its purpose, instructions for its completion and the notice of public meeting.

## **COMMUNITY FEEDBACK**

NBS conducted conference calls to inform specific organizations and individuals about the survey being conducted, and its purpose. Those contacted included the Cambodia Town Association, the Regional Hispanic Chamber of Commerce, the Long Beach African-American Chamber of Commerce and Dr. Karen Quintiliani, Ph.D., Professor of Anthropology at California State University, Long Beach.

### ***Cambodia Town Association***

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On Friday, March 9<sup>th</sup>, 2007 NBS contacted and spoke with Richer San on behalf of the Cambodia Town Association. The Cambodia Town Association had the following comments:

The Association requested that the survey not include the option of calling the culturally designated area "Little Phnom Penh." It was requested that they be allowed to view the draft of the survey questions. When asked about their opinion on the boundaries they indicated that the actual area of Cambodia businesses is much more spread out than the area mentioned and actually runs from Long Beach Boulevard to Temple. They explained Atlantic Avenue to Junipero Avenue is the most concentrated area of Cambodian businesses.

### ***Regional Hispanic Chamber of Commerce***

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On Thursday, March 8<sup>th</sup>, 2007 NBS contacted and spoke with Sandy Cajas on behalf of the Regional Hispanic Chamber of Commerce. The Regional Hispanic Chamber of Commerce had the following comments:

The Chamber is well aware of the project and has been working with the Cambodia Town Association for quite a while. This is a project they have been waiting for and they are excited to help. They have personally walked Anaheim Street to talk to business owners and have formed an alliance with the Cambodia Town Association. The Regional Hispanic Chamber of Commerce has a couple members with businesses along Anaheim Street. They feel Anaheim Street needs a lot of help and want the project to bring economic value to the area. They are not necessarily concerned about the name of the culturally designated area; they just want the project to move forward. The Regional Hispanic Chamber of Commerce does not prefer the name "International Corridor" because they are anticipating their next project to be from Atlantic to Magnolia and would like to call that the "International Corridor."

## ***Long Beach African-American Chamber of Commerce***

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On Thursday, March 8<sup>th</sup>, 2007 NBS contacted and spoke with Keith Baker on behalf of the Long Beach African-American Chamber of Commerce. The Long Beach African American Chamber of Commerce had the following comments:

The Chamber has worked with the Cambodia Town Association for the past four years and offers their support to the Cambodia Town Association for this project. They are not in favor of this area receiving the cultural designation "International Corridor." When discussing the Public Meeting they requested the meeting be held after work hours and questioned whether additional meetings would be held by the City.

## ***Karen Quintiliani, Social Anthropologist***

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During the week of the Public Meeting at MacArthur Park, NBS conducted a meeting with Karen Quintiliani to address her questions and concerns about the survey. She wanted to make sure that the Cambodian community understood why the survey was being conducted and what exactly it was saying. Her highest concern was making the community aware that the dual purpose for the survey (i.e cultural designation vs. Business Improvement District) were not mutually-exclusive, meaning that if there was not a Business Improvement District formed a cultural designation was still a possibility. She maintained that the community was not against Business Improvement Districts, however she feels the community would like to have the designation implemented prior to moving forward with the BID.

## ***MacArthur Park Public Meeting***

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On April 18, 2007, NBS and representatives from the City of Long Beach Economic Development Bureau held a public meeting at the Homeland Cultural Center at MacArthur Park in the City of Long Beach. The intent of the meeting was to explain the purpose of the survey and to provide instructions for completing and submitting the surveys. Some of the interested parties who showed up at the meeting questioned what actions they could take if they had thrown away the mailing with the survey. NBS informed interested parties that they could call their offices to obtain the PIN required to complete the survey online. An explanation of BIDs was also offered at this meeting.

1. Are you in favor of the City of Long Beach officially recognizing a Culturally Designated Area along Anaheim Street from Atlantic Avenue to Junipero Avenue (hereafter referred to as the "Area")?

¿Está a favor de que la ciudad de Long Beach reconozca oficialmente una Zona Designada para la Cultura en Anaheim Street desde las Avenidas Atlantic y Junipero (de aquí en adelante el "Zona")?

តើអ្នកពេញចិត្តការរៀបចំជាសក្តានុពល ផ្លូវការរបស់ Long Beach នូវតំបន់ដែលរៀបចំវប្បធម៌នៅតាមបណ្តោយផ្លូវ Anaheim ពីរុក្ខវិថី Atlantic ទៅ Junipero (ពីនេះតទៅ ដោយយោងតាម តំបន់នោះ) ដែររឺទេ ?

- YES/SI/បាទ/ ចាស
- NO/NO/ ទេ

2. Do you think that a cultural designation for the Area will increase tourism and/or business activities?

¿Piensa que la designación de un espacio cultural para la Zona aumentará el turismo y/o las actividades comerciales?

តើអ្នកគិតថា ការរៀបចំទុកជាមុនផ្នែកវប្បធម៌ប្រចាំតំបន់នេះ នឹងបង្កើនសកម្មភាពជំនួញ និងទេសចរណ៍ រឺទេ ?

- YES/SI/បាទ/ ចាស
- NO/NO/ ទេ

3. What is your ethnicity?

¿Cuál es su origen étnico?

តើជនជាតិភាគតិចរបស់អ្នកគឺជាអ្វី ?

- African-American/Afroamericano/អាហ្វ្រិក-អាមេរិកាំង
- Khmer/Jemer/ខ្មែរ
- Caucasian/Caucásico/Caucasian
- Filipino/Filipino/ហ្វីលីពីន
- Hispanic/Hispano/អេស្ប៉ាញ
- Other Asian Descent/Otra descendencia asiática/ដើមកំណើតអាស៊ីផ្សេងទៀត
- Other/Otro/ផ្សេងទៀត

4. If you are a business owner, would you feel comfortable with your business being part of a Culturally Designated Area?

Si fuera el propietario de un negocio, ¿se sentiría cómodo si su negocio fuera parte de una Zona Designada para la Cultura?

បើសិនជាអ្នកជាម្ចាស់ជំនួញម្នាក់ តើអ្នកនឹងមានអារម្មណ៍ថា ងាយស្រួលដល់មុខជំនួញរបស់អ្នក ដែលនឹងជាផ្នែកមួយនៃតំបន់ដែលរៀបចំវប្បធម៌ទេ ?

YES/SI/បាទ/ ចាស់

NO/NO/ ទេ

I am not a business owner/No soy propietario de un negocio/ខ្ញុំមិនមែនជាម្ចាស់ជំនួញទេ

5. If you are a property owner, would you feel comfortable with your property being part of a Culturally Designated Area?

Si fuera el propietario de una vivienda, ¿se sentiría cómodo si su propiedad fuera parte de una Zona Designada para la Cultura?

បើសិនជាអ្នកជាម្ចាស់អចលនទ្រព្យ តើអ្នកនឹងមានអារម្មណ៍ថាងាយស្រួលដល់អចលនទ្រព្យរបស់អ្នក ដែលនឹងជាផ្នែកមួយនៃតំបន់ដែលរៀបចំវប្បធម៌ទេ ?

YES/SI/បាទ/ ចាស់

NO/NO/ ទេ

I am not a property owner/No soy propietario de una vivienda/ខ្ញុំមិនមែនជាម្ចាស់អចលនទ្រព្យទេ

6. Would you sign a petition to support a financing mechanism, such as a Property and Business Improvement District (P.B.I.D.), which would raise funds in order to facilitate improvements, activities, services and/or cultural designation which would provide a distinct benefit within the Area?

¿Firmaría una petición para apoyar a un mecanismo de financiación, tal como un Distrito de Mejoramiento de la Propiedad y el Negocio (PBID), el cual recaudaría fondos para facilitar las mejoras, actividades, servicios y/o la designación del espacio cultural que proporcionarían un beneficio marcado dentro de la Zona?

តើអ្នកនឹងចុះហត្ថលេខាលើបង្គោលលិខិត ដើម្បីគាំទ្រចលនាហិរញ្ញវត្ថុ ដូចជា ការធ្វើឱ្យប្រសើរឡើងផ្នែកជំនួញនិងទ្រព្យសម្បត្តិនៅក្នុងតំបន់ (P.B.I.D.) ដែលនឹងរៃអង្វៀសថវិការដ្ឋបាលដើម្បីធ្វើឱ្យងាយស្រួលនូវ ការធ្វើឱ្យប្រសើរឡើងសកម្មភាព សេវាកម្ម នានា និង/វិការរៀបចំជាមុនផ្នែកវប្បធម៌ដែលនឹងផ្តល់នូវប្រយោជន៍ជាក់ច្បាស់នៅក្នុងតំបន់នេះដែររឺទេ ?

YES/SI/បាទ/ ចាស់

NO/NO/ ទេ

7. If a P.B.I.D. was formed to provide a distinct benefit within the Area, would you, as a property and/or business owner, be willing to contribute funds to facilitate the following improvements, activities, and/or services:

Si se creara un PBID para proporcionar un beneficio marcado dentro de la Zona, usted, como propietario de una vivienda y/o negocio, ¿estaría dispuesto a contribuir con fondos para facilitar las siguientes mejoras, actividades, y/o servicios?:

បើសិន P.B.I.D. ត្រូវបានបង្កើតឡើងដើម្បីផ្តល់នូវប្រយោជន៍ជាក់ច្បាស់នៅក្នុងតំបន់នោះ និងក្នុងនាមជាម្ចាស់ជំនួញ វិអចលនទ្រព្យម្នាក់ តើអ្នកនឹងមានឆន្ទៈចូលរួមវិភាគទានថវិការដើម្បីធ្វើឱ្យងាយស្រួលនូវ ការធ្វើឱ្យប្រសើរឡើង សកម្មភាព និង/វិសេវាកម្មនានា ដូចខាងក្រោម ទេ :

Supplemental security guards/patrols  
Guardias/patrullas de seguridad complementarias  YES/SI/បាទ/ចាស  NO/NO/ ទេ

ផ្នែកសន្តិសុខ/អ្នកដើរល្បាត

Increased street improvements  
Incremento de las mejoras de las calles  YES/SI/បាទ/ចាស  NO/NO/ ទេ

បង្កើនការធ្វើឱ្យប្រសើរឡើងផ្នែកផ្លូវធ្វើដំណើរ

Additional signage (i.e. Freeway signs along Interstates)  
Señalización adicional (por ejemplo: Señales en las carreteras interestatales)  YES/SI/បាទ/ចាស  NO/NO/ ទេ

រូបសញ្ញាបន្ថែម (ឧទាហរណ៍ សញ្ញាតាមផ្លូវជាតិអន្តររដ្ឋនានា)

Sanitation and/or graffiti removal  
Servicios sanitarios y/o eliminación de graffiti  YES/SI/បាទ/ចាស  NO/NO/ ទេ

អនាម័យ/ការដកចេញនូវការគូសវាសផ្សេងៗ

Street lighting  
Iluminación de las calles  YES/SI/បាទ/ចាស  NO/NO/ ទេ

ភ្លើងបំភ្លឺតាមផ្លូវ

Street and sidewalk cleaning  
Limpieza de calles y aceras  YES/SI/បាទ/ចាស  NO/NO/ ទេ

ការសំអាតផ្លូវនិងចិញ្ចឹមផ្លូវដើរ

Landscape upgrades  
Mejoras de paisajes  YES/SI/បាទ/ចាស  NO/NO/ ទេ

ការធ្វើឱ្យប្រសើរឡើងនូវទេសភាព

Local entertainment/marketing to promote tourism  
Entretenimiento/marketing local para fomentar el turismo  YES/SI/បាទ/ចាស  NO/NO/ ទេ

កម្មវិធីកំសាន្តនៅក្នុងតំបន់/ការដាក់លក់ដើម្បីជំរុញផ្នែកទេសចរណ៍

8. Rank the following improvements, activities, and/or services, in the order of importance to you, which you would like to see within the Area (1-highest importance; 8-lowest importance):

Califique las siguientes mejoras, actividades y/o servicios que quisiera ver dentro de la Zona según el orden de importancia que le merezcan ( 1 – mayor importancia; 8 – menor importancia):

ការដាក់ពិន្ទុដល់ ការធ្វើឱ្យប្រសើរឡើងវិញ សកម្មភាព និង/វិសកម្មភាពនានា ទៅតាមលំដាប់អ្នកយល់ថាសំខាន់សំរាប់ អ្នក ដែលអ្នកនឹងចូលចិត្តមើលនៅក្នុងតំបន់នោះ ( 1-សំខាន់ខ្ពស់បំផុត, 8-សំខាន់ទាបបំផុត) ដូចខាងក្រោម:

- \_\_\_ Supplemental security guards/patrols  
Guardias/patrullas de seguridad complementarias  
ផ្នែកសន្តិសុខ/អ្នកដើរល្បាត
- \_\_\_ Increased street improvements  
Incremento de las mejoras de las calles  
បង្កើនការធ្វើឱ្យប្រសើរឡើងផ្នែកផ្លូវធ្វើដំណើរ
- \_\_\_ Additional signage (i.e. Freeway signs along Interstates)  
Señalización adicional (por ejemplo: Señales en las carreteras interestatales)  
រូបសញ្ញាបន្ថែម ( ឧទាហរណ៍ សញ្ញាតាមផ្លូវជាតិអន្តររដ្ឋនានា )
- \_\_\_ Sanitation and/or graffiti removal  
Servicios sanitarios y/o eliminación de graffiti  
អនាម័យ/ការដកចេញនូវការគូសវាសផ្សេងៗ
- \_\_\_ Street lighting  
Iluminación de las calles  
ភ្លើងបំភ្លឺតាមផ្លូវ
- \_\_\_ Street and sidewalk cleaning  
Limpieza de calles y aceras  
ការសំអាតផ្លូវនិងចិញ្ចើមផ្លូវដើរ
- \_\_\_ Landscape upgrades  
Mejoras de paisajes  
ការធ្វើឱ្យប្រសើរឡើងនូវទេសភាព
- \_\_\_ Local entertainment/marketing to promote tourism  
Entretenimiento/marketing local para fomentar el turismo  
កម្មវិធីកំសាន្តនៅក្នុងតំបន់/ការដាក់លក់ដើម្បីជំរុញផ្នែកទេសចរណ៍

I am *not* in favor of any additional improvements, activities, services and/or a cultural designation which would provide a distinct benefit to the Area.

*No* estoy a favor de las mejoras, actividades, servicios ni la designación del espacio cultural adicional que pudieran proporcionar un beneficio marcado para la Zona.

ខ្ញុំមិនពេញចិត្តនូវការបន្ថែមទៅលើ ការធ្វើឱ្យប្រសើរឡើងវិញ សកម្មភាព សេវាកម្ម និង/វិ ការរៀបចំទុកជាមុន ផ្នែកវប្បធម៌ ដែលនឹងផ្តល់ប្រយោជន៍ជាក់ច្បាស់ដល់តំបន់នោះទេ ។



9. What is the *maximum* amount of money that you would be willing to contribute annually for improvements, activities, services and/or cultural designation which would provide a distinct benefit within the Area?

¿Cuál es la *máxima* cantidad de dinero que estaría dispuesto a aportar anualmente para las mejoras, actividades, servicios y/o la designación del espacio cultural que pudieran proporcionar un beneficio marcado dentro de la Zona?

តើចំនួនលុយអតិបរមាមួយណា ដែលអ្នកនឹងមានឆន្ទៈចូលរួមវិភាគទានជាប្រចាំឆ្នាំទៅលើ ការធ្វើឱ្យប្រសើរឡើងវិញ សកម្មភាព សេវាកម្ម ធានា និង/វី ការរៀបចំទុកជាមុនផ្នែកវប្បធម៌ដែលនឹងផ្តល់ប្រយោជន៍ជាក់ច្បាស់ដល់ក្នុង តំបន់នោះ?

- \$0.00
- Between \$0.01 & \$100.00/Entre \$0.01 y \$100.00/ រវាង \$0.01 និង \$100.00
- Between \$100.01 & \$250.00/Entre \$100.01 y \$250.00/ រវាង \$100.01 និង \$250.00
- Between \$250.01 & \$500.00/Entre \$250.01 y \$500.00/ រវាង \$250.01 និង \$500.00
- Greater than \$500.00/Más de \$500.00/ ច្រើនជាង \$500.00

10. If the City was in need of volunteers to serve on a board for the purpose of assisting in the formation and/or management of a Business/Downtown Association within the Area, would you be willing to participate?

Si la ciudad necesitara voluntarios para trabajar en un comité con el fin de ayudar en la formación y/o administración de una Asociación de Negocios/Céntrica dentro de la Zona, ¿estaría dispuesto a participar?

បើសិនជាទីក្រុងត្រូវការអ្នកស្ម័គ្រចិត្តទៅបំរើក្រុមប្រឹក្សាក្នុងគោលបំណងជួយក្នុងការបង្កើត និង/វី ការគ្រប់គ្រង របស់ សមាគម អ្នកជំនួញ/ផ្សារលក់ដូរ នៅក្នុងតំបន់នោះ តើអ្នកនឹងមានឆន្ទៈចូលរួមទេ ?

- YES/SI/បាទ/ ចាស់
- NO/NO/ ទេ

Name/Nombre/ ឈ្មោះ: \_\_\_\_\_

Phone Number/ Número telefónico/ លេខទូរស័ព្ទ: \_\_\_\_\_



Local Government Solutions

### Instructions for Completing the Survey

The survey can be accessed and completed online by going to <http://www.perceptyx.com/nbs> and entering the code printed at the top of the enclosed survey. Or, if you prefer, you may complete the enclosed survey and return it to NBS, Local Government Solutions using the enclosed postage paid envelope, postmarked by Monday, April 30, 2007. Completed surveys may also be submitted at the Public Meeting, which is being held on April 18<sup>th</sup>, 2007 at 8:00 P.M. at Homeland Cultural Center within MacArthur Park. Please note that any comments written on the survey will not be taken into consideration. Written comments may be submitted at the Public Meeting. If you have any questions regarding this survey, please call NBS at (800) 676-7516. Thank you for your participation.

### ការណែនាំសំរាប់បំពេញការស្ទាបស្ទង់មតិ

ការស្ទាបស្ទង់មតិអាចត្រូវបានចូល និង បំពេញតាមបណ្តាញដោយទៅកាន់ <http://www.perceptyx.com/nbs> និង ចូលទៅលេខកូដដែលស្ថិតនៅលើ ក្បាលសំបុត្រស្ទាបស្ទង់មតិ ។ ប្រសិនបើអ្នកពេញចិត្ត អ្នកអាចបំពេញសំបុត្រស្ទាបស្ទង់មតិ និងផ្ញើវាត្រឡប់មកNBS វិញ ដំណោះស្រាយអភិបាលស្រុក កំពុងប្រើប្រាស់សំបុត្រតែមួយប្រសិនបើដែលបង់ថ្លៃរួច ត្រារាយលើសំបុត្រ នាថ្ងៃ ច័ន្ទ ទី 30 ឆ្នាំ 2007 ។ ការស្ទាបស្ទង់មតិដែលបានបំពេញ អាចត្រូវបានបញ្ជូនផងដែរតាមការប្រជុំសាធារណៈ ដែលប្រព្រឹត្តនៅថ្ងៃទី 18 ខែ មេសា ឆ្នាំ 2007 ម៉ោង 8:00 ល្ងាច នៅមជ្ឈមណ្ឌលវប្បធម៌ប្រទេសកំណើតក្នុងឧទ្យាន MacArthur ។ សូមកំណត់ថាវាជាមតិយោបល់ ដែលបានសរសេរនៅលើការស្ទាបស្ទង់នឹងមិនត្រូវបានយកចិត្តទុកដាក់ទេ ។ មតិយោបល់ដែលបានសរសេរអាចត្រូវបានបញ្ជូនទៅការ ប្រជុំសាធារណៈ ។ ប្រសិនបើអ្នកមានសំណួរនានាចំពោះការស្ទាបស្ទង់មតិនេះ សូមទំនាក់ទំនងមក NBC តាមរយៈលេខ (800) 676-7516 ។ សូមអរគុណសំរាប់ចូលរួមរបស់លោកអ្នក ។

### Instrucciones para Completar la Encuesta

Se puede acceder y completar la entrevista online al hacer clic en <http://www.perceptyx.com/nbs> e ingresar el código impreso en la parte superior de la entrevista adjunta. O, si lo prefiriere, puede completarla y enviarla a NBS, Local Government Solutions, utilizando el sobre con porte pagado y timbre postal válido hasta el lunes 30 de abril de 2007. Las entrevistas completas también pueden presentarse en la Reunión Pública que se llevará a cabo el 18 de abril de 2007, a las 8.00 p.m. en el Homeland Cultural Center dentro del MacArthur Park. Tenga en cuenta que los comentarios escritos en la entrevista no se tomarán en consideración. Los mismos pueden ser presentados en la Reunión Pública. Si tiene alguna pregunta sobre esta encuesta, por favor comuníquese con NBS al (800) 676-7516. Muchas gracias por su participación.



# CITY OF LONG BEACH

DEPARTMENT OF COMMUNITY DEVELOPMENT

110 Pine Avenue #1100

Long Beach, CA90802

562 570-3863 - FAX 562 0570-3897

April 9, 2007

**Re: Anaheim Corridor Cultural Study**

The City of Long Beach is conducting a survey to determine the community's interest in the creation of a Culturally Designated Area along Anaheim Street. You have been selected to participate in this survey because your property and/or business lie(s) within the area being considered for cultural designation. The City would also like to explore interest in the formation of a Property and Business Improvement District within the area. This type of District allows property and business owners to join together to impose self-assessments to collectively pay for supplemental services which specifically benefit the defined area. Property and Business Improvement Districts provide the opportunity for local control, enhanced image and better representation to local agencies. The City encourages your participation in this survey as your opinion is valuable for gathering community feedback on these topics. Enclosed are the survey and the instructions for its completion.

Thank you very much,

Department of Community Development  
City of Long Beach

**ខ្មែរ**

ទីក្រុងឡងប៊ិចកំពុងសិក្សាការស្ថាបនាស្នាក់នៅដើម្បីកំណត់អត្ថប្រយោជន៍របស់សហគមន៍ក្នុងការបង្កើតតំបន់រៀបចំវប្បធម៌នៅតាមបណ្តោយផ្លូវអាណាហៃម ។ លោកអ្នកត្រូវបានជ្រើសរើសដើម្បីចូលរួមនៅក្នុងការស្ថាបនាស្នាក់នៅនេះពីព្រោះទ្រព្យសម្បត្តិរបស់អ្នក និង ឬ បណ្តាញជំនួញ នៅក្នុងតំបន់ដែលត្រូវបានយកចិត្តទុកដាក់សំរាប់រៀបចំវប្បធម៌ ។ ទីក្រុងចង់ស្វែងរកអត្ថប្រយោជន៍នៅក្នុងទំរង់នៃការកែប្រែទ្រព្យសម្បត្តិ និង ជំនួញ នៅក្នុងស្រុក ។ តំរូវបស់ស្រុកនេះអនុញ្ញាតអោយម្ចាស់ទ្រព្យសម្បត្តិ និង ជំនួញ ចូលរួមទាំងអស់គ្នាដើម្បីកំណត់ការប៉ាន់ស្មានដើម្បីចំណាយរួមគ្នាចំពោះសេវាបន្ថែមដែលផ្តល់ចំណេញជាក់លាក់ដល់តំបន់ដែលបានកំណត់ ។ ការកែប្រែទ្រព្យសម្បត្តិ និង ជំនួញនៅក្នុងស្រុកផ្តល់ឱកាសសំរាប់ការត្រួតពិនិត្យស្រុក ការបង្កើតរូបភាព និងអ្នកតំណាងដ៏ល្អចំពោះភ្នាក់ងារក្នុងស្រុក ។ ទីក្រុងលើកទឹកចិត្តអ្នកចូលរួមរបស់អ្នកនៅក្នុងការស្ថាបនាស្នាក់នៅនេះ ពីព្រោះគំនិតរបស់អ្នកមានតំលៃចំពោះការប្រមូលមតិយោបល់កែតម្រូវរបស់សហគមន៍ទៅលើប្រធានបទទាំងនេះ ។ ក្នុងប្រអប់សំបុត្រគឺជាការស្ថាបនាស្នាក់នៅ និង ការណែនាំសំរាប់ការបំពេញផ្ទាល់ខ្លួន ។

អរគុណជាអនេក  
មន្ទីរអភិវឌ្ឍន៍សហគមន៍  
ទីក្រុងឡងប៊ិច

**Español**

La ciudad de Long Beach está realizando una encuesta para determinar el interés de la comunidad en la creación de una Zona Designada para la Cultura en Anaheim Street. Usted ha sido seleccionado para participar en esta encuesta porque su propiedad y/o negocio se encuentra(n) dentro de la zona considerada para la designación del espacio cultural. La ciudad también querría conocer el interés en la formación de un Distrito de Mejoramiento de la Propiedad y el Negocio dentro de la zona. Este tipo de Distrito permite que los propietarios de viviendas y negocios se reúnan para imponer autoliquidaciones tributarias para pagar en forma colectiva todos los servicios complementarios que beneficiarán específicamente la zona definida. Los Distritos de Mejoramiento de la Propiedad y el Negocio brindan la oportunidad de obtener control local, una imagen mejorada y una mejor representación de las agencias locales. La ciudad fomenta su participación en esta encuesta porque su opinión es muy valiosa para reunir las respuestas de la comunidad sobre estos temas. La entrevista y las instrucciones para completarla se encuentran adjuntas.

Muchas gracias,  
Departamento de Desarrollo de la Comunidad  
Ciudad de Long Beach

# Notice of Public Meeting Regarding Cultural Designation along Anaheim Street

April 18th, 2007  
8:00 P.M.

Homeland Cultural Center  
MacArthur Park  
1321 E. Anaheim Street  
Long Beach, CA 90813

# សេចក្តីប្រកាសពីការប្រជុំសាធារណៈពី ការរៀបចំវប្បធម៌

នៅតាមបណ្តោយផ្លូវ Anaheim

ថ្ងៃទី 18 ខែ មេសា ឆ្នាំ 2007 ម៉ោង  
8:00 P.M.

មជ្ឈមណ្ឌលវប្បធម៌ប្រទេសកំណើត  
MacArthur ឧទ្យាន 1321 E. ផ្លូវ  
Anaheim Long Beach, CA 90813

# Aviso de Reunión Pública sobre la Designación de un Espacio Cultural en Anaheim Street

18 de abril de 2007  
8:00 p.m.

Homeland Cultural Center  
en MacArthur Park  
1321 E. Anaheim Street  
Long Beach, CA 90813

### Purpose of the Public Meeting

The City of Long Beach has commissioned a study to determine the feasibility of recognizing a Culturally Designated Area along Anaheim Street, with Junipero and Atlantic Avenues as the respective East and West boundaries. The meeting will serve as a medium for interested parties to voice any questions or concerns. A translator will be present for the benefit of non-English speakers. As part of this study, property owners and business owners within these proposed boundaries are being encouraged to participate in a survey which will help the City assess the general attitude toward the proposed Cultural Designation. These surveys may be submitted at the Public Meeting.

### Who Should I Call With Questions?

If you have questions about the Public Meeting, please call NBS at (800) 676-7516.

### គោលបំណងនៃការប្រជុំសាធារណៈ

រ៉ក្រុង Long Beach បានដាក់បេសកកម្មសិក្សាមួយ ដើម្បីកំណត់ភាពអាចធ្វើបាននៃការរៀបចំ តំបន់វប្បធម៌ តាម បណ្តោយផ្លូវ Anaheim ជាមួយរុក្ខវិវិ uni-pero និង Atlantic ដូចទៅនឹងព្រំខ័ណ្ឌ East និង West រៀងៗខ្លួន ។ ការប្រជុំនឹងបំរើដូចជា អ្នកកណ្តាលមួយចំពោះពិធីជប់លៀង ដល់គួរឱ្យចាប់អារម្មណ៍នេះ ដើម្បីស្តាប់ឱ្យដឹងពី សំនួរ និង បញ្ហានានា ។ អ្នកបកប្រែនឹងមានវត្តមាននៅទីនោះ ដើម្បីជាប្រយោជន៍ដល់អ្នក រយោយមិនមែនជាភាសា English ។ ជាផ្នែកនៃការសិក្សានេះ ម្ចាស់ជំនួយ និង ម្ចាស់អចលនទ្រព្យនានា នៅក្នុងនោះព្រំ ខ័ណ្ឌដែលបានស្នើទាំងនេះ រងត្រូវបានជំរុញឱ្យចូលរួមនៅក្នុងការស្ទង់មតិ ដែលនឹងជួយដល់ទីក្រុងនេះវាយតម្លៃពីអាកប្បកិរិយាជាទូទៅ ឆ្ពោះទៅរក រៀបចំវប្បធម៌ ដល់បានស្នើឡើង ។ ការស្ទង់មតិទាំងនេះ អាចត្រូវបានស្នើទៅការប្រជុំសាធារណៈនេះ ។

### តើនរណាដែលខ្ញុំគួរតែទូរស័ព្ទសួរពីសំនួរជាច្រើននេះ ?

បើសិនអ្នកមានសំនួរពីការប្រជុំសាធារណៈនេះ សូមទូរស័ព្ទមក NBS លេខ (800) 676-7516

### Objetivo de la Reunión Pública

la ciudad de Long Beach ha encargado un estudio para determinar la viabilidad de reconocer una Zona Designada para la Cultura en Anaheim Street, on las Avenidas Junipero y Atlantic como límites este y oeste respectivamente. La reunión servirá como un medio para que las personas interesadas xpresen sus preguntas e inquietudes. Un traductor estará presente para ayudar a las personas que no hablen inglés. Como parte de este estudio, los ropietarios de viviendas y negocios dentro de estos límites propuestos están siendo alentados para participar en una encuesta que ayudará a la ciudad a valuar la actitud general hacia la Designación del espacio Cultural. Estas encuestas pueden ser presentadas en la Reunión Pública.

### ¿quién debo llamar si tuviera preguntas?

si tiene preguntas sobre la Reunión Pública, por favor comuníquese con NBS al (800) 676-7516.



### Survey Results

Question	Options	Number	Percent	Histogram
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1. Are you in favor of the City of Long Beach officially recognizing a Culturally Designated Area along Anaheim Street from Atlantic Avenue to Junipero Avenue (hereafter referred to as the "Area")?

1. Yes	96	90.6%	
2. No	10	9.4%	
<b>Mean 1.09 (±0.29)</b>	<b>106</b>	<b>100.0%</b>	

Question	Options	Number	Percent	Histogram
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2. Do you think that a cultural designation for the Area will increase tourism and/or business activities?

1. Yes	93	87.7%	
2. No	13	12.3%	
<b>Mean 1.12 (±0.33)</b>	<b>106</b>	<b>100.0%</b>	

Question	Options	Number	Percent	Histogram
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3. What is your ethnicity?

1. African-American	1	0.9%	
2. Khmer	81	76.4%	
3. Caucasian	11	10.4%	
5. Hispanic	1	0.9%	
6. Other Asian Descent	9	8.5%	
7. Other	3	2.8%	
<b>Mean 2.60 (±1.38)</b>	<b>106</b>	<b>100.0%</b>	

Question	Options	Number	Percent	Histogram
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4. If you are a business owner, would you feel comfortable with your business being part of a Culturally Designated Area?

1. Yes	91	88.3%	
2. No	7	6.8%	
3. I am not a business owner	5	4.9%	
<b>Mean 1.17 (±0.48)</b>	<b>103</b>	<b>100.0%</b>	

Question	Options	Number	Percent	Histogram
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5. If you are a property owner, would you feel comfortable with your property being part of a Culturally Designated Area?

1. Yes	55	52.4%	
2. No	12	11.4%	
3. I am not a property owner	38	36.2%	
<b>Mean 1.84 (±0.93)</b>	<b>105</b>	<b>100.0%</b>	

Question	Options	Number	Percent	Histogram
6. Would you sign a petition to support a financing mechanism, such as a Property and Business Improvement District (P.B.I.D.), which would raise funds in order to facilitate improvements, activities, services and/or cultural designation which would provide a distinct benefit within the Area?	1. Yes	65	73.9%	
	2. No	23	26.1%	
	Mean 1.26 ( $\pm 0.44$ )	88	100.0%	

**7. If a P.B.I.D. was formed to provide a distinct benefit within the Area, would you, as a property and/or business owner, be willing to contribute to the cost of the P.B.I.D.?**

Question	Options	Number	Percent	Histogram
Supplemental security guards/patrols	1. Yes	63	75.9%	
	2. No	20	24.1%	
	Mean ( $\pm$ )	83	100.0%	

Question	Options	Number	Percent	Histogram
Increased street improvements	1. Yes	56	74.7%	
	2. No	19	25.3%	
	Mean ( $\pm$ )	75	100.0%	

Question	Options	Number	Percent	Histogram
Additional signage (i.e. Freeway signs along Interstates)	1. Yes	57	71.2%	
	2. No	23	28.8%	
	Mean ( $\pm$ )	80	100.0%	

Question	Options	Number	Percent	Histogram
Sanitation and/or graffiti removal	1. Yes	65	82.3%	
	2. No	14	17.7%	
	Mean ( $\pm$ )	79	100.0%	

Question	Options	Number	Percent	Histogram
Street lighting	1. Yes	57	75.0%	
	2. No	19	25.0%	
	Mean ( $\pm$ )	76	100.0%	

Question	Options	Number	Percent	Histogram
Street and sidewalk cleaning	1. Yes	59	78.7%	
	2. No	16	21.3%	
	Mean (±)	75	100.0%	

Question	Options	Number	Percent	Histogram
Landscape upgrades	1. Yes	57	74.0%	
	2. No	20	26.0%	
	Mean (±)	77	100.0%	

Question	Options	Number	Percent	Histogram
Local entertainment/marketing to promote tourism	1. Yes	59	74.7%	
	2. No	20	25.3%	
	Mean (±)	79	100.0%	

Question	Options	Number	Percent	Score	Histogram
8. Rank the following improvements, activities, and/or services, in the order of importance to you, which you would like to see within the Area (1-highest importance; 8-lowest importance): (Please type your response in the space that corresponds to your selection. Indicate your first choice with a 1, second choice with a 2, and your third choice with a 3.)	1. Supplemental security guards/patrols	60	13.2%	1547	
	2. Sanitation and/or graffiti removal	58	12.7%	976	
	3. Street and sidewalk cleaning	55	12.1%	840	
	4. Local entertainment/marketing to promote tourism	59	12.9%	814	
	5. Increased street improvements	55	12.1%	807	
	6. Landscape upgrades	55	12.1%	723	
	7. Additional signage (i.e. Freeway signs along Interstates)	59	12.9%	719	
	8. Street lighting	55	12.1%	663	
	Totals	456	100.0%	7089	

<i>Question</i>	<i>Options</i>	<i>Number</i>	<i>Percent</i>	<i>Histogram</i>
8. What is the maximum amount of money that you would be willing to contribute annually for improvements, activities, services and/or cultural designation which would provide a distinct benefit within the Area?				
	1. \$0.00	20	23.5%	
	2. Between \$0.01 & \$100.00	34	40.0%	
	3. Between \$100.01 & \$250.00	19	22.4%	
	4. Between \$250.01 & \$500.00	11	12.9%	
	5. Greater than \$500.00	1	1.2%	
	<b>Mean 2.28 (±1.00)</b>	<b>85</b>	<b>100.0%</b>	

<i>Question</i>	<i>Options</i>	<i>Number</i>	<i>Percent</i>	<i>Histogram</i>
10. If the City was in need of volunteers to serve on a board for the purpose of assisting in the formation and/or management of a Business/Downtown Association within the Area, would you be willing to participate?				
	1. Yes	42	48.8%	
	2. No	44	51.2%	
	<b>Mean 1.51 (±0.50)</b>	<b>86</b>	<b>100.0%</b>	