



Legislation Text

File #: 20-0016, **Version:** 1

Recommendation to receive supporting documentation into the record, conclude the public hearing, and if a majority protest is not received, adopt 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)

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.

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.

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.

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.

Approve recommendation.

[Enter Body Here]

JOHN KEISLER
DIRECTOR OF ECONOMIC DEVELOPMENT

APPROVED:

THOMAS B. MODICA
ACTING CITY MANAGER