

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that on October 23, 2018, a public hearing will be held with respect to the continuation of the East Anaheim Street Parking and Business Improvement Area (EASPBIA) assessment for the period of October 1, 2018 through September 30, 2019; and, authorization to extend the agreement with the Zaferia Business Association (ZBA) for a one-year term.

The ZBA contracts with the City of Long Beach to promote and market the commercial area along East Anaheim Street on behalf of businesses located in the EASPBIA. The ZBA governs the assessment to be collected. To continue the assessment levy on businesses located within the EASPBIA, State law requires that a public hearing be held on the proposed EASPBIA annual program and assessment.

At its October 2, 2018 meeting, the City Council approved Resolution 18-0149 granting approval of the EASPBIA Annual Report, declaring the intention of the City Council to levy the assessment, and set October 23, 2018 as the date of public hearing.

State law provides that the City Council shall hear and consider all protests against the assessment, program, boundaries of the area, and/or any benefit zone as proposed in the Annual Report. State Law further provides that protests may be made orally or in writing. Protests regarding the regularity or sufficiency of proceedings shall be in writing. If written protests are received from area business owners representing 50 percent or more of the proposed assessments, the City Council shall not levy the assessment. If protests in such quantity are directed against a specific portion of the program, the City Council shall eliminate that portion.

You are hereby notified that on October 23, 2018 at the City Council Chamber, City Hall, 333 West Ocean Boulevard, in the City of Long Beach, California, at the hour of 5:00 p.m., or as soon thereafter as the matter may be heard, any area business owners having objections to the proposed assessment may appear before the City Council and object this action.

Eric Romero
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Economic Development Department
City of Long Beach

Publication Date: Monday, October 15, 2018