



## City of Sacramento City Council

915 I Street, Sacramento, CA, 95814  
[www.CityofSacramento.org](http://www.CityofSacramento.org)

**Meeting Date:** 2/14/2012

**Report Type:** Consent

**Title:** City Signatory Authority for City Properties: Proposed Greater Broadway Property Business Improvement District No. 2012-01

**Report ID:** 2012-00065

**Location:** Districts 4, 5

**Recommendation:** Pass a Resolution designating the City Manager as the signatory authority for all City-owned properties to be included in the proposed Greater Broadway PBID No. 2012-01

**Contact:** Jodie Vong, Administrative Analyst, (916) 808-8243; Mark Griffin, Program Manager, (916) 808-8788, Finance Department

**Presenter:** None

**Department:** Finance

**Division:** Public Improvement Finance

**Dept ID:** 06001321

### **Attachments:**

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- 1-Description/Analysis
- 2-Background
- 3-Resolution, Designating City Manager to Sign
- 4-Exhibit A, Map of Proposed District and City Properties

### **City Attorney Review**

Approved as to Form  
 Jeffrey C. Heeren  
 2/2/2012 11:54:21 AM

### **City Treasurer Review**

Reviewed for Impact on Cash and Debt  
 Russell Fehr  
 1/27/2012 11:23:07 AM

### **Approvals/Acknowledgements**

Department Director or Designee: Leyne Milstein - 2/1/2012 2:31:01 PM

## Description/Analysis

**Issue:** The property and business owners within the Greater Broadway commercial corridor have proposed to renew the Greater Broadway Property and Business Improvement District (PBID) for a ten (10) year term. Participation in the proposed PBID will serve the public interest by providing improvement services through clean, safe, and economic enhancements that are above and beyond what the City currently provides. The clean, safe and physical enhancement activities include litter pickup, weed abatement, and removal of graffiti. Economic enhancement services provide marketing, recruitment programs, and educational workshops to attract, grow and retain new businesses. The City currently owns three parcels within the proposed PBID which would participate in the clean, safe and physical enhancements activities of the PBID. One parcel, a city building, will benefit from economic enhancement services of the PBID. If City Council wishes to support the renewal, the Council may delegate to the City Manager the authority to sign the property owner's petition and assessment ballot on behalf of the City properties that will participate in the Greater Broadway PBID.

**Policy Considerations:** The recommended action authorizes the City Manager to sign a property owner's petition and assessment ballot on behalf of all City properties that will participate in the proposed Greater Broadway PBID. The proceedings under which the PBID is proposed to be formed are set forth in Sections 36600 of the California Streets and Highways Code, entitled "Property and Business Improvement District Law of 1994." The District will provide services to promote clean, safe, and economic enhancements in an effort to increase business development and revenue.

### Environmental Considerations:

**California Environmental Quality Act (CEQA):** Under the California Environmental Quality Act (CEQA) guidelines, authorizing City Manager approval for proposed business and property improvement districts do not constitute a project, and are therefore exempt from review.

**Sustainability:** There are no sustainability considerations applicable to the formation process and administration of a special district.

**Commission/Committee Action:** None.

**Rationale for Recommendation:** The actions in the recommended Resolution are required by the California Streets and Highways Code Part 7 (beginning with Section 36600) of Division 18.

**Financial Considerations:** If the proposed PBID is renewed, the City of Sacramento will participate as a property owner in the District. City-owned properties will have a total first-year annual assessment of approximately \$44,351, a decrease of approximately \$1,104 from last year. Future assessment rates may be subject to an increase of no more than 5% annually. Funds are currently budgeted for continued participation in the PBID.

**Emerging Small Business Development (ESBD):** City Council approval of these proceedings is not affected by City policy related to the ESBD Program.

## BACKGROUND

The Greater Broadway PBID was approved by City Council on July 17, 2007, in accordance with the PBID Area Law of 1994, and became effective on January 1, 2008. The property owners within the District would like to renew the District for a ten (10) year term. The District will continue to provide funding for the Greater Broadway PBID and to provide the following services in the Broadway commercial corridor:

- Clean, Safe, and Physical Enhancements: engage in activities to provide a cleaner and safer environment including public safety patrols to support crime prevention; graffiti removal and general maintenance including sidewalk sweeping and steam cleaning.
- Economic Enhancements: business retention and recruitment programs and educational workshops to attract, grow and retain new businesses; marketing and events to improve district identity and invite consumers to the area.

The attached resolution provides the City Manager the authority to sign a property owner's petition and assessment ballot on behalf of all City properties that will participate in the Greater Broadway PBID.



# RESOLUTION NO.

Adopted by the Sacramento City Council

## DESIGNATING THE CITY MANAGER AS THE SIGNATURE AUTHORITY FOR ALL CITY-OWNED PROPERTIES TO BE INCLUDED IN THE GREATER BROADWAY PROPERTY AND BUSINESS IMPROVEMENT DISTRICT NO. 2012-01

### BACKGROUND:

- A. The property and business owners within the Greater Broadway Corridor propose to renew the Greater Broadway Property and Business Improvement District (Greater Broadway PBID) for a ten (10) year term under the PBID Law of 1994, as authorized by the California Streets and Highways Code, Part 7 (beginning with Section 36600) of Division 18.
- B. The City owns the following 3 properties within the proposed Greater Broadway PBID:

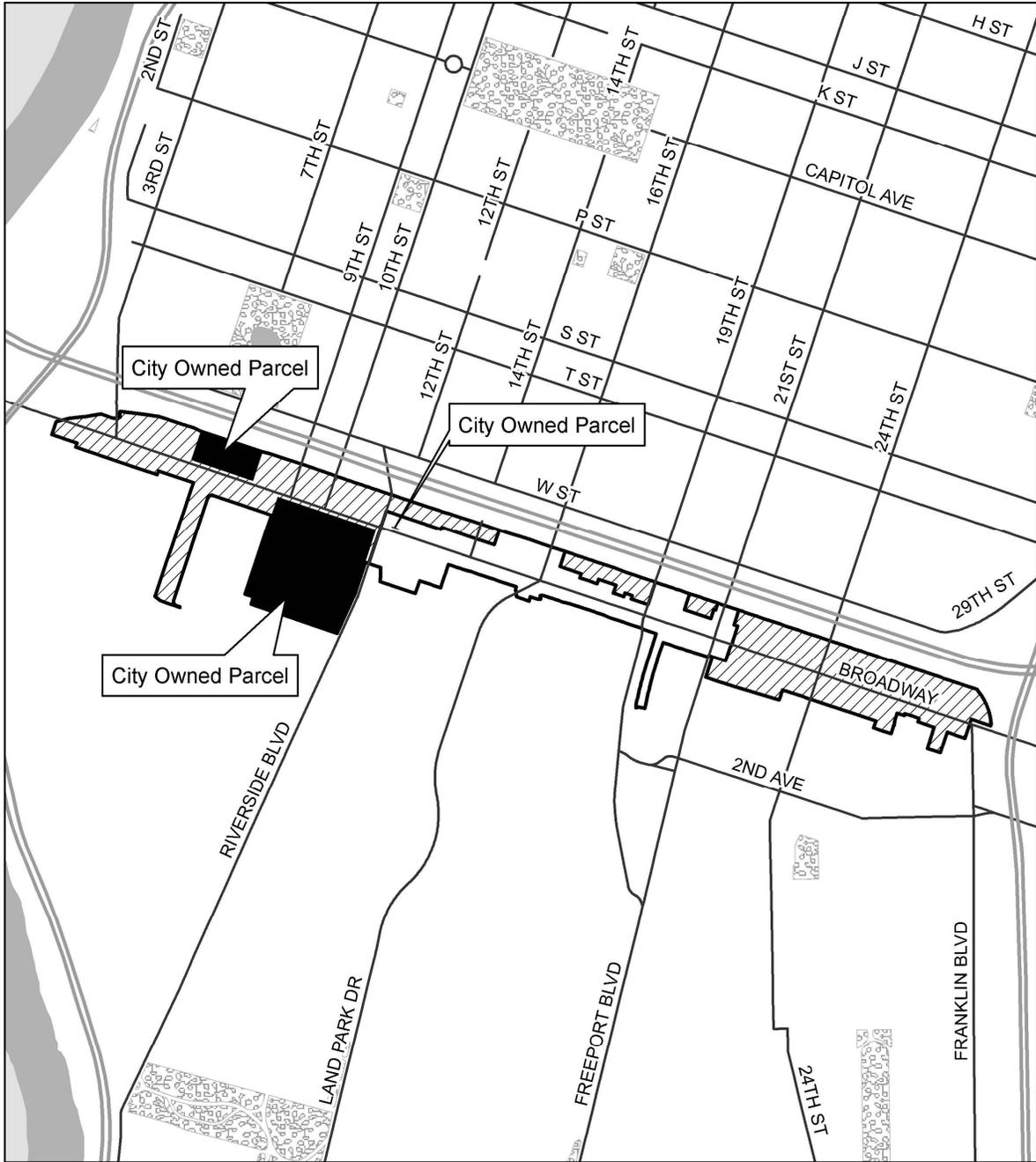
009-0252-002-0000	City Building
009-0030-001-0000	Fire Department and Park
009-0030-030-0000	City Cemetery
- C. City-owned properties will have a total first-year annual assessment of approximately \$44,351. Future assessment rates may be subject to an increase of no more than 5% annually. Funds are currently budgeted for continued participation in the PBID.
- D. The City Council has determined that the public interest will be served by having City properties participate in the Greater Broadway PBID.

### BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

- Section 1** The City Manager is designated as the signature authority for all City-owned properties to be included in the proposed Greater Broadway Property and Business Improvement District No. 2012-01.
- Section 2** Exhibit A is part of this resolution.

# EXHIBIT A

## Greater Broadway Property and Business Improvement District No. 2012-01



G.I.S.  
City of Sacramento  
Department of Finance  
BM: 01/03/12

□ PBID Zone 1  
▨ PBID Zone 2

