



City of Sacramento City Council

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915 I Street, Sacramento, CA, 95814
www.CityofSacramento.org

Meeting Date: 3/20/2012

Report Type: Consent

Title: City Signatory Authority for City Properties located within the Proposed North Franklin Property and Business Improvement District (PBID) No.2012-03

Report ID: 2012-00178

Location: District 5

Recommendation: Pass a Resolution designating the City Manager as the signatory authority for all City-owned properties to be included in the proposed North Franklin PBID No. 2012-03

Contact: Sini Makasini, Finance Department, Administrative Analyst, (916) 808-7967; Mark Griffin, Finance Department, Program Manager, (916) 808-8788

Presenter: None

Department: Finance

Division: Public Improvement Finance

Dept ID: 06001321

Attachments:

- 1-Description/Analysis
- 2-Background
- 3-Resolution, Designating City Manager to Sign

City Attorney Review

Approved as to Form
Jeffrey C. Heeren
3/7/2012 10:20:30 AM

City Treasurer Review

Reviewed for Impact on Cash and Debt
Russell Fehr
3/5/2012 3:21:18 PM

Approvals/Acknowledgements

Department Director or Designee: Leyne Milstein - 3/6/2012 11:51:17 AM

Description/Analysis

Issue: The property and business owners within the North Franklin commercial corridor have proposed to renew the North Franklin 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, tree and vegetation maintenance, sidewalk steam cleaning services and removal of graffiti. Economic enhancement services provide marketing, special events, promotions to attract, grow and retain new businesses and consumers.

The City currently owns one (1) parcel within the proposed PBID which would participate in the clean, safe and physical enhancements activities 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.

Policy Considerations: The recommended action authorizes the City Manager or the City Manager's designee to sign a property owner's petition and assessment ballot on behalf of all City properties that will participate in the proposed North Franklin PBID. The District will provide services to promote safety and beautification 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 property will have a total first-year annual assessment of approximately \$1,125, which is a decrease of \$2,286 from the current district. 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 North Franklin PBID was approved by City Council on July 24, 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 North Franklin PBID and to provide the following services in the North Franklin commercial corridor:

- **Clean, Safe, and Physical Enhancements:** engage in activities to provide a cleaner and safer environment including private security patrols to support crime prevention; graffiti removal, trash removal and tree and vegetation maintenance including sidewalk sweeping and steam cleaning.
- **Economic Enhancements:** Marketing and promotions to attract and retain new businesses and consumers to the area; newsletters, branding, special events, website service and holiday decorations.

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

A map is provided as Exhibit A to the resolution.

**SCHEDULE OF PROCEEDINGS
NORTH FRANKLIN PBID
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT #2012-03**

March 2012	Petition Drive Kick-off
March 20, 2012	City Manager Signature Authority – City Council
May 8, 2012	Receive Signed Petitions
May 22, 2012	Resolution of Intention
May 23, 2012	Record Boundary Map, Mail Ballots, Publish Notice of Hearing
July 24, 2012	Public Hearing – City Council
July 31, 2012	Ballot Results – City Council
August 1, 2012	Record Notice of Assessment and Assessment Diagram
August 2012	Assessment Roll to County



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 NORTH FRANKLIN PROPERTY AND BUSINESS IMPROVEMENT DISTRICT NO. 2012-03

BACKGROUND:

- A. The property and business owners within the North Franklin Corridor propose to renew the North Franklin Property and Business Improvement District (North Franklin 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 property within the proposed North Franklin PBID:

022-0211-036-0000 Joseph E. Rooney Police Facility
- C. City-owned property will have a total first-year annual assessment of approximately \$1,125. 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 North Franklin PBID.

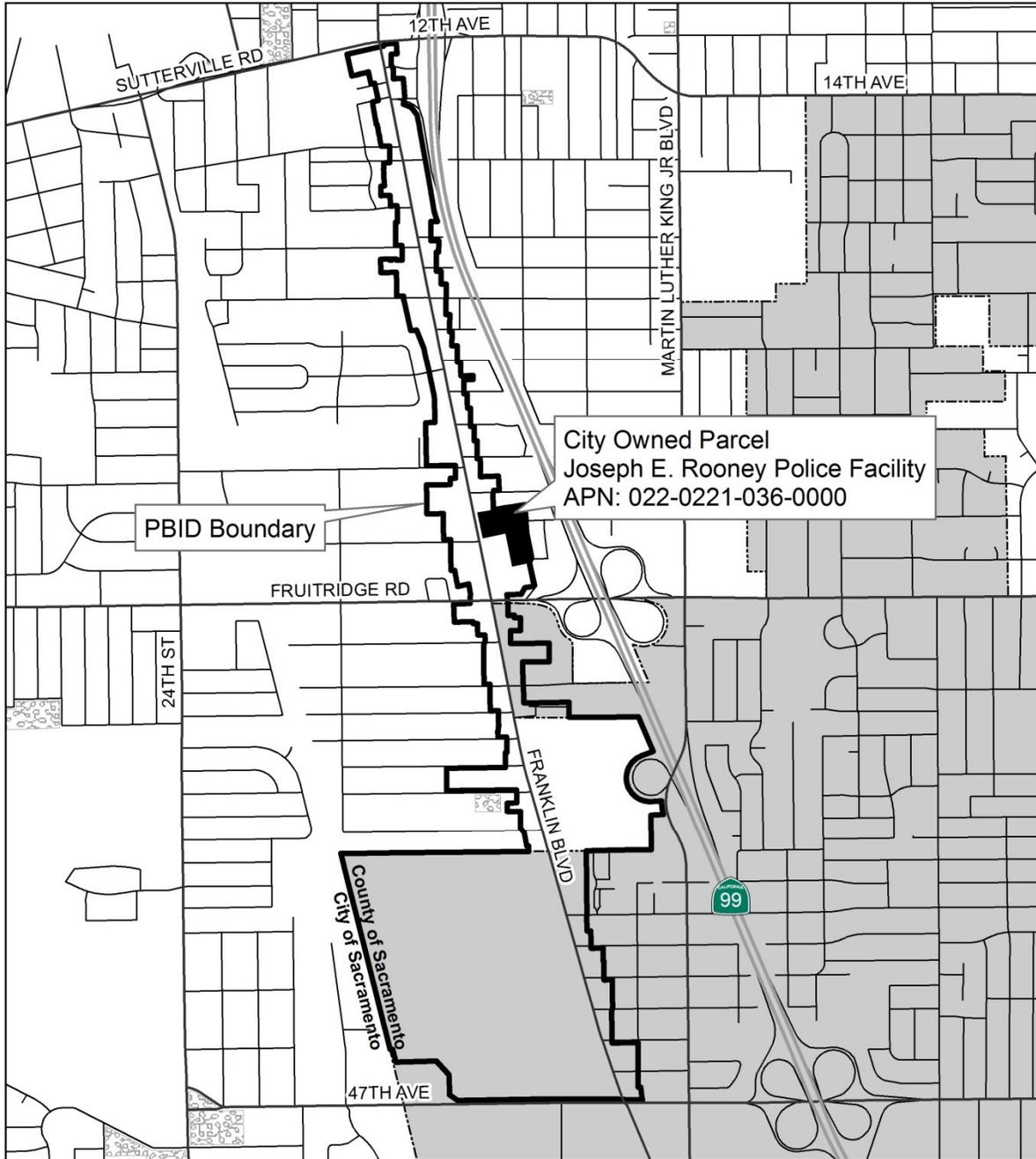
BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE CITY COUNCIL RESOLVES AS FOLLOWS:

Section 1 The City Manager is designated as the signature authority for the City-owned property to be included in the proposed North Franklin Property and Business Improvement District No. 2012-03.

Section 2 Exhibit A is part of this resolution.

EXHIBIT A

North Franklin Property and Business Improvement District No. 2012-03



G.I.S.
City of Sacramento
Department of Finance
BMueller 02/06/12

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