



# City of Sacramento City Council

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

**Meeting Date:** 7/19/2012

**Report Type:** Public Hearing

**Title:** Greater Broadway Property and Business Improvement District No. 2012-01 [Noticing Not Required]

**Report ID:** 2012-00133

**Location:** District 4, 5

**Recommendation:** Conduct a public hearing and, upon conclusion, direct the City Clerk to: 1) tabulate the assessment ballots submitted and not withdrawn before the hearing closed, and 2) report back as a Consent item on July 31, 2012, with the tabulation results.

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

**Presenter:** Jodie Vong, Finance Department, Administrative Analyst, (916) 808-8243

**Department:** Finance

**Division:** Public Improvement Finance

**Dept ID:** 06001321

**Attachments:**

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- 1-Description/Analysis
- 2-Background
- 3-Schedule of Proceedings
- 4-Proposed District Map

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**City Attorney Review**

Approved as to Form  
Jeffrey Heeren  
7/10/2012 11:48:27 AM

**City Treasurer Review**

Reviewed for Impact on Cash and Debt  
John Colville  
7/2/2012 12:15:33 PM

**Approvals/Acknowledgements**

Department Director or Designee: Leyne Milstein - 7/9/2012 2:09:49 PM



## Description/Analysis

**Issue:** A majority of property owners along the Broadway commercial corridor proposed to renew the Greater Broadway Property and Business Improvement District No. 2012-01 (District) for a ten (10) year term. In response, on May 29, 2012, the City Council adopted a resolution: 1) directing staff to mail assessment ballots and notices of public hearing to the owners of real property within the proposed District; and 2) setting July 19, 2012, as the date for a public hearing on the proposed District and assessment.

At the conclusion of the hearing, the City Clerk will tabulate the assessment ballots submitted and not withdrawn to determine whether there is a majority protest against the assessment (i.e., whether a majority of the property owners who submit ballots are opposed to the District and assessment).

Staff will report the results of the tabulation at the City Council meeting on July 31, 2012. If there is no majority protest from ballots submitted and not withdrawn, staff will recommend that the City Council adopt a resolution declaring the results of the majority protest proceedings and establishing the District.

**Policy Considerations:** The goal of the District is to provide services which will promote a clean and safe environment for patrons who visit the Greater Broadway commercial corridor for shopping, dining, and other services. These efforts along with marketing and promotional events will help increase the business development and revenue along the corridor.

**Economic Impacts:** None.

### Environmental Considerations:

**California Environmental Quality Act (CEQA):** The renewal of a district does not constitute a project under CEQA and is therefore exempt from review pursuant to Guidelines Section 15378(b)(4).

**Sustainability:** There are no sustainability considerations applicable to the formation or renewal process and administration of an assessment district.

**Commission/Committee Action:** None.

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

**Financial Considerations:** Financing will be provided by the levy of assessments upon real property that benefit from improvements and activities of the District. The District will not issue bonds. The total assessment for FY2012/13 is projected at \$245,000. If the District is renewed, the City of Sacramento will be participating as a property owner in the District. The City owns three parcels within the District that will have a total first-year annual assessment of approximately \$44,351, a decrease of approximately \$1,104

from last year. Funds are currently budgeted for continued participation in the District. Future assessment rates may be subject to an increase of no more than 5% annually.

**Emerging Small Business Development (ESBD):** None. No goods or services are being purchased with this action.

## BACKGROUND

The Greater Broadway PBID No. 2007-02 (the existing District) 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. A majority of the property owners within the proposed Greater Broadway PBID No. 2012-01 (District) would like to renew the District for a ten (10) year term to continue funding for the following services in the Greater Broadway commercial corridor:

- Clean, Safe, and Physical Enhancements
- Economic Enhancements

The District's Board of Directors has prepared the Management Plan (Plan) and Engineer's Report, which is on file with Public Improvement Financing unit of the Department of Finance, designated by the City Clerk to be the repository of documents associated with special districts. The Plan is a comprehensive document which describes the process of forming the District and providing the services identified by the property and business owners.

### Assessment Budget

If the District is renewed, the total District budget for the first year (FY2012/13) of its ten-year operation will be approximately \$245,000. The annual assessments are based upon allocation of program costs and a calculation per parcel square foot. Assessment rates may be subject to an increase of no more than 5% per year at the discretion of the District Board of Directors.

### Greater Broadway PBID FY2012/13 Budget

<b>Program</b>	<b>Budget</b>	<b>% of Total</b>
Clean, Safe, and Physical Enhancements	\$155,000	63.3
Economic Enhancements	\$65,000	26.5
Administration/Reserve	\$25,000	10.2
<b>Total</b>	<b>\$245,000</b>	<b>100.0%</b>

## Public Hearing and Tabulation of Assessment Ballots

On May 29, 2012, City Council directed staff to complete the actions necessary to renew the District. On May 30, 2012, staff mailed out assessment ballots and notices of the public hearing to the owners of property in the proposed District. Ballots must be submitted no later than the close of the public hearing to be counted. At the close of the public hearing, the assessment ballots will be tabulated to determine whether a majority protest exists. If a majority protest exists—that is, if the ballots submitted in opposition to the assessment exceed the ballots submitted in favor of it—then the proceedings to levy the assessment will terminate. Staff will report back with the tabulation results at the July 31, 2012, City Council meeting.



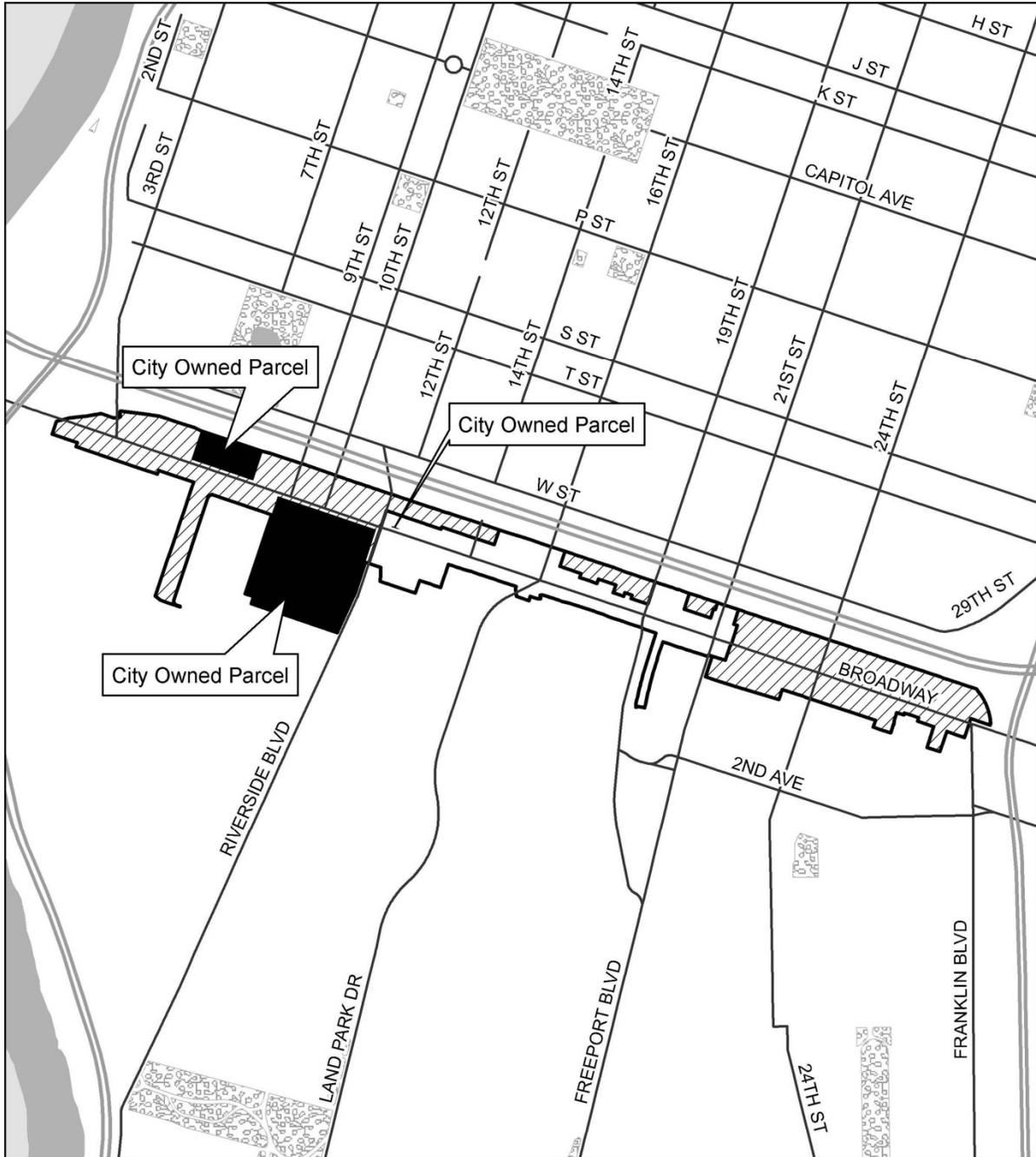
**SCHEDULE OF PROCEEDINGS  
GREATER BROADWAY  
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT NO. 2012-01**

January 19, 2012	Petition Drive Kick-off
February 14, 2012	City Manager Signature Authority – City Council
April 24, 2012	Receive Signed Petitions
May 29, 2012	Resolution of Intention to Renew – City Council
May 30, 2012	Record Boundary Map Mail, Publish Notice of Hearing, Management Plan, and Ballot

<b>July 19, 2012</b>	<b>Public Hearing and Tabulation of Ballots – City Council</b>
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July 31, 2012	Ballot Results – City Council
August 1, 2012	Record Notice of Assessment and Assessment Diagram
August 2012	Assessment Roll to County

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



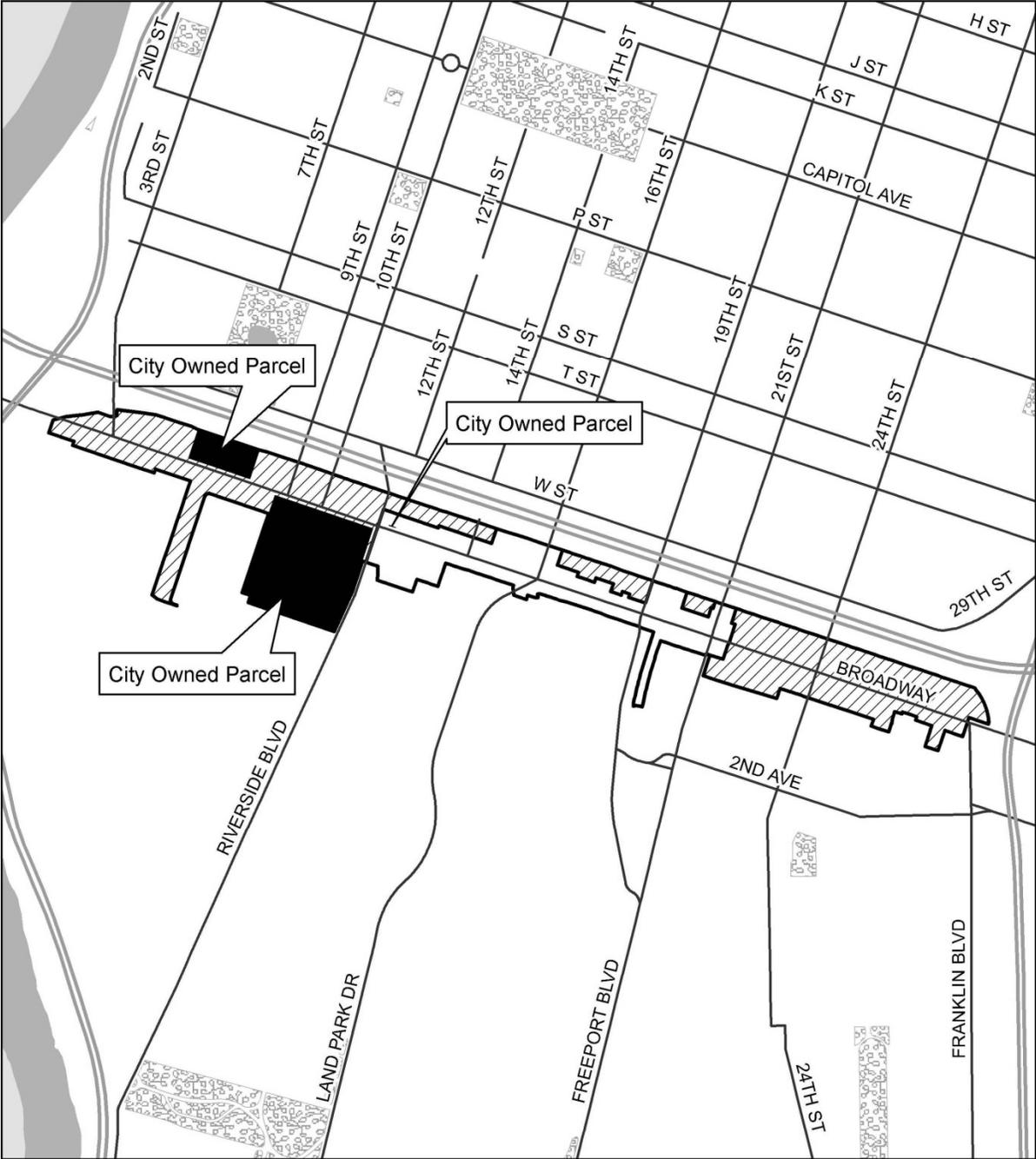
G.I.S.  
City of  
Sacramento  
Department of Finance  
BM: 01/03/12

 PBID Zone 1  
 PBID Zone 2

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# 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

