

Meeting Date: 3/31/2015

Report Type: Consent

Report ID: 2015-00205

Title: City Signatory Authority for City Properties: Proposed Del Paso Boulevard Property and Business Improvement District No. 2015-03

Location: District 2

Recommendation: Pass a Resolution designating the City Manager as the signatory authority for all City-owned properties to be included in the proposed Del Paso Boulevard PBID No. 2015-03.

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

Presenter: None

Department: Finance

Division: Public Improvement Finance

Dept ID: 06001321

Attachments:

1-Description/Analysis

2-Background

3-Resolution

City Attorney Review

Approved as to Form

Michael W. Voss

3/23/2015 1:16:32 PM

Approvals/Acknowledgements

Department Director or Designee: Leyne Milstein - 3/11/2015 4:10:31 PM

Description/Analysis

Issue: The property and business owners within the Del Paso Boulevard and Arden Way business corridor have proposed to renew the Del Paso Boulevard Property and Business Improvement District (District) for a ten-year term. The City owns 19 parcels within the current District, 16 of which would continue to participate in, and benefit from, the activities of the proposed District. Four additional City parcels will be added to the proposed District as these parcels have been deemed to benefit from District services as required by State law (Proposition 218), bringing the total to 20 city-owned parcels within the proposed District.

Continued participation in the District will serve the public interest by providing a higher level of safety, maintenance and image enhancement services above and beyond what the City currently provides. Safety and maintenance activities include security patrol units, trash abatement and graffiti removal. Image enhancement services include marketing, outreach and other activities to convey a positive image and attract new business to the Del Paso-Arden Way business corridor in an effort to increase economic development in the area.

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 for properties within the District. The Redevelopment Agency Successor Agency (RASA) owns 18 parcels within the District, but is precluded from voting for the assessment renewal by State law. RASA will participate if the District is renewed.

Policy Considerations: The proceedings under which the District is proposed to be renewed are set forth in Sections 36600 of the California Streets and Highways Code, entitled "Property and Business Improvement District Law of 1994." The recommended action authorizes the City Manager to sign the property owner's petitions and assessment ballots on behalf of the City properties within the District.

Staff will report back with the schedule of renewal proceedings in May 2015.

Environmental Considerations: Under the California Environmental Quality Act (CEQA) guidelines, authorizing City Manager approval for proposed business and property improvement districts does not constitute a project, and is 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 existing District expires at the end of 2015. The actions in the recommended Resolution will allow the City to continue to support the programs and activities of the District.

Financial Considerations: There are 306 parcels in the District service area. The total District assessment budget for the first year is approximately \$515,419. If the proposed District is renewed the City and RASA will continue to participate as property owners.

City-owned properties will have a total first year annual assessment of approximately \$52,071, an increase of \$8,766 from the current year due to the change in city-owned parcels pursuant to Proposition 218. The assessment on RASA parcels will be \$15,495 in the first year (no change from current assessment).

Future assessment rates may be subject to an increase of no more than three percent (3%) annually. Funds are currently budgeted for continued participation in the District.

Local Business Enterprise (LBE): Not applicable.

BACKGROUND

The District was approved by City Council on July 20, 2010, in accordance with the PBID Area Law of 1994, and became effective on January 1, 2011. The District property owners will be petitioning to renew the District for a ten-year term. If renewed, the District will continue to provide funding and the following services in the Del Paso-Arden Way business corridor:

- Ø Security and Maintenance Enhancement: security patrol units will canvass the district responding to and deterring illegal activity and will maintain close working relations with the City of Sacramento Police Department. Maintenance patrols will provide trash removal and additional debris and garbage collection above and beyond City services as well as graffiti abatement in public areas.
- Ø Image Enhancement and Advocacy: marketing and promotion efforts to increase awareness of the Del Paso-Arden business corridor. The District will provide several types of communication efforts to attract and retain retail and business establishments for the overall improvement of the business corridor.
- Ø Administration: provides the support to sustain the various services (security and maintenance, image enhancement and advocacy) and may include general office expenses and as well as administrative staff cost and other fees as necessary.

The attached resolution provide the City Manager the authority to sign the property owner's petition and assessment ballots on behalf of all City properties that will participate in the District.

RESOLUTION NO.

Adopted by the Sacramento City Council

**DESIGNATING THE CITY MANAGER AS THE SIGNATURE
AUTHORITY FOR CITY-OWNED PROPERTIES TO BE INCLUDED IN
THE DEL PASO BOULEVARD PROPERTY AND BUSINESS
IMPROVEMENT DISTRICT
NO. 2015-03**

BACKGROUND:

- A. The property and business owners within the Del Paso-Arden Way Business Corridor propose to renew the Del Paso Boulevard Property and Business Improvement District (Del Paso Blvd. PBID) for a ten-year term under the Property and Business Improvement District 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 20 properties within the proposed Del Paso Blvd. PBID:

275-0071-001-0000	275-0134-003-0000
275-0072-002-0000	275-0134-004-0000
277-0013-007-0000	275-0134-005-0000
277-0141-001-0000	275-0134-006-0000
275-0156-003-0000	275-0134-011-0000
275-0142-001-0000	275-0134-012-0000
275-0149-007-0000	275-0134-013-0000
275-0149-008-0000	265-0292-024-0000
275-0149-009-0000	265-0292-025-0000
275-0132-003-0000	265-0292-040-0000

- C. City-owned properties will have a total first-year annual assessment of approximately \$52,071. Future assessment rates may be subject to an increase of no more than three (3%) 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 Del Paso Blvd PBID.

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

Section 1 The City Manager is authorized to vote for all City-owned properties to be included in the proposed Del Paso Boulevard PBID No. 2015-03.

Section 2 Exhibit A is part of this resolution.

EXHIBIT A

**Del Paso Boulevard
Property and Business Improvement District No. 2015-03**

