

**Meeting Date:** 4/14/2016

**Report Type:** Consent

**Report ID:** 2016-00064

**Title: City Signatory Authority for City Properties: Proposed Expansion and Renewal of Oak Park Property and Business Improvement District (Oak Park PBID) No. 2016-01**

**Location:** District 5

**Recommendation:** Pass a Resolution designating the City Manager or designee as the signatory authority for all City-owned properties to be included in the proposed Oak Park Property and Business Improvement District (PBID).

**Contact:** Jodie Vong, Administrative Analyst, (916) 808-8243; Mark Griffin, Special Districts 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-Schedule of Proceedings
- 4-Resolution

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**City Attorney Review**

Approved as to Form  
Michael W. Voss  
3/2/2016 3:42:05 PM

**Approvals/Acknowledgements**

Department Director or Designee: Leyne Milstein - 2/25/2016 11:37:29 AM

## Description/Analysis

**Issue Detail:** The property and business owners within the Oak Park neighborhood and along the Broadway and Martin Luther King, Jr. Blvd corridors have proposed to expand and renew the Oak Park Property and Business Improvement District (PBID) for a ten-year term. Continued participation in the PBID will serve the public interest by providing an enhanced level of maintenance and security, image enhancement, and advocacy/administration. Maintenance and security activities include a crew to remove litter and patrol services with a focus on mitigating nuisance crimes. Advocacy efforts include website development, newsletter publications, and other activities to convey a positive image and attract new business to Oak Park in an effort to increase economic development and revenue.

The existing PBID expires at the end of 2016. The PBID is reforming and expanding the boundary to extend south along Broadway and Martin Luther King, Jr. Blvd corridors and additional properties in the Oak Park area that will benefit from the services provided. McClatchy Park, McGeorge School of Law, and the Police Athletic League building are the three City-owned parcels within the current PBID. The expanded boundary in the renewal will add 30 City parcels and two Redevelopment Agency Successor Agency (RASA) parcels including the Oak Park Community Center, vacant lots, and Fire Station No. 6.

If Council supports the renewal, the Council may delegate to the City Manager the authority to sign the property owners' petition and assessment ballot on behalf of the City properties that will participate in the PBID. RASA is precluded from voting for the assessment renewal by state law.

**Policy Considerations:** The recommended action authorizes the City Manager to sign the property owner's petitions and assessment ballots on behalf of all City properties that will participate in the PBID. The proceedings under which the PBID 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."

**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 CEQA review.

**Rationale for Recommendation:** PBID services include economic development services in addition to what the City currently provides. This includes focused marketing, outreach and other activities to convey a positive image, expand existing businesses and attract new businesses to Oak Park resulting in increased economic activity and revenue.

The PBID de facto serves as a key partner to the City's economic development efforts — particularly in the area of enhancing a clean and safe environment, addressing homeless issues, and providing increased marketing for new business development. In addition, the PBID has the potential to serve as a critical partner in identifying both business needs and opportunities, as they will in many instances become the first entity to be contacted by local businesses.

To the extent that expanded boundaries include additional business resources, the City's opportunity for greater economic development activity and effectiveness is increased proportionately. The actions in the recommended Resolution will allow the City to support the renewal of the PBID and to access the services provided by the PBID.

**Financial Considerations:** There are 387 parcels in the proposed PBID service area. The total PBID assessment budget for the first year is approximately \$319,895. If the PBID is renewed and expanded, the City will continue to participate as a property owner.

The City's current year assessment is \$33,262. If the PBID is renewed and expanded, the City's assessment will increase by \$27,157 to approximately \$60,419 which is 19 percent of the overall PBID assessment. The City assessment includes two RASA parcels with an assessment of \$1,643.

Future assessment rates may be subject to further increases of no more than three percent (3%) annually based on the proposed Management District Plan that will govern the PBID upon successful renewal and expansion.

**Local Business Enterprise (LBE):** Not applicable.

## **BACKGROUND**

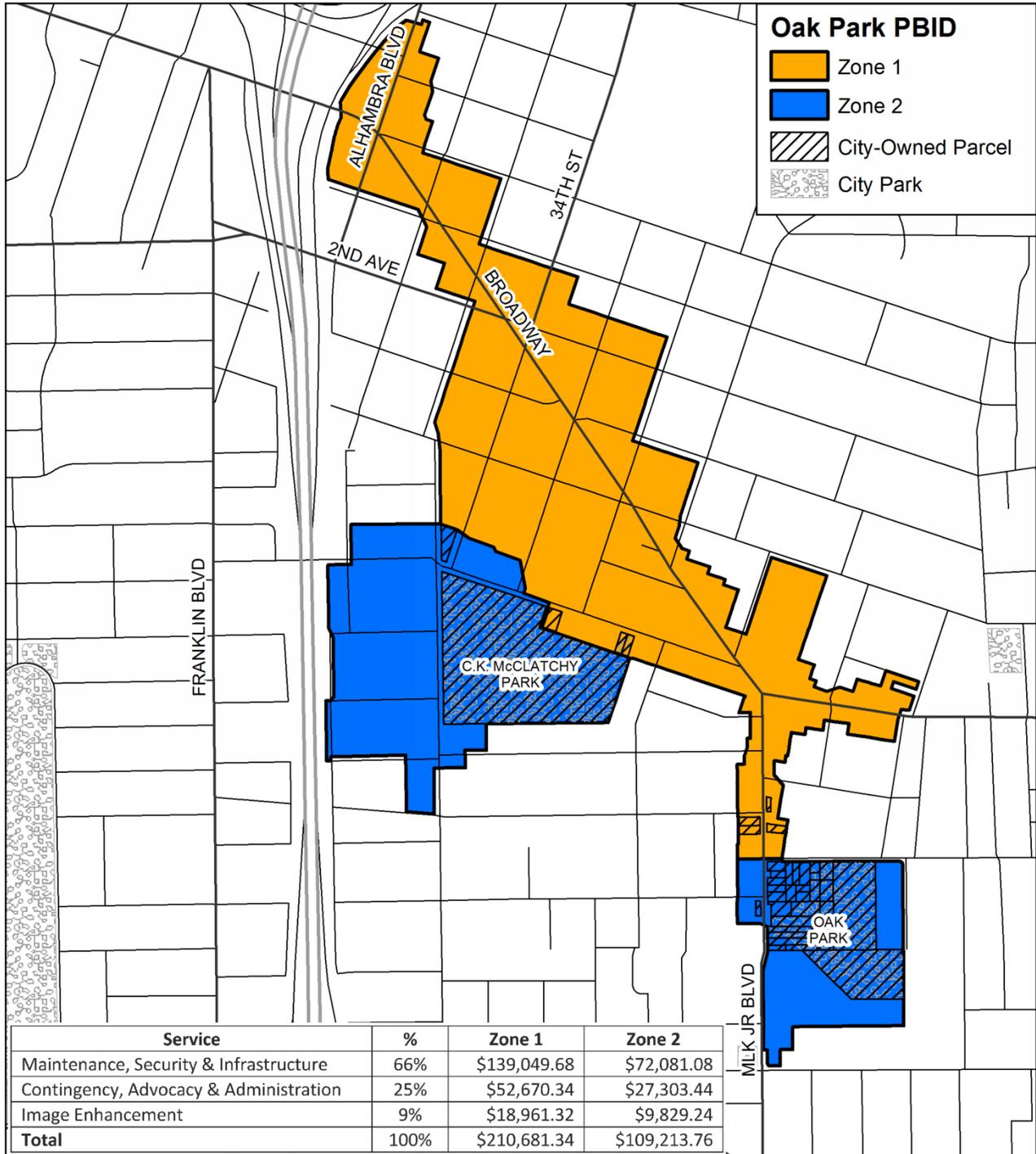
The Oak Park PBID was approved by City Council on August 5, 2004, in accordance with the PBID Area Law of 1994, became effective on January 1, 2005, and was renewed on July 14, 2009 for a seven-year term expiring at the end of 2016. The PBID is reforming and expanding the boundary to extend along the Broadway and Martin Luther King Jr. Blvd Corridors and additional properties in the Oak Park area. The PBID property owners will be petitioning to renew the PBID for a ten-year term.

If renewed with the proposed expansion, the PBID will continue to provide funding and the following services in the Oak Park commercial corridor:

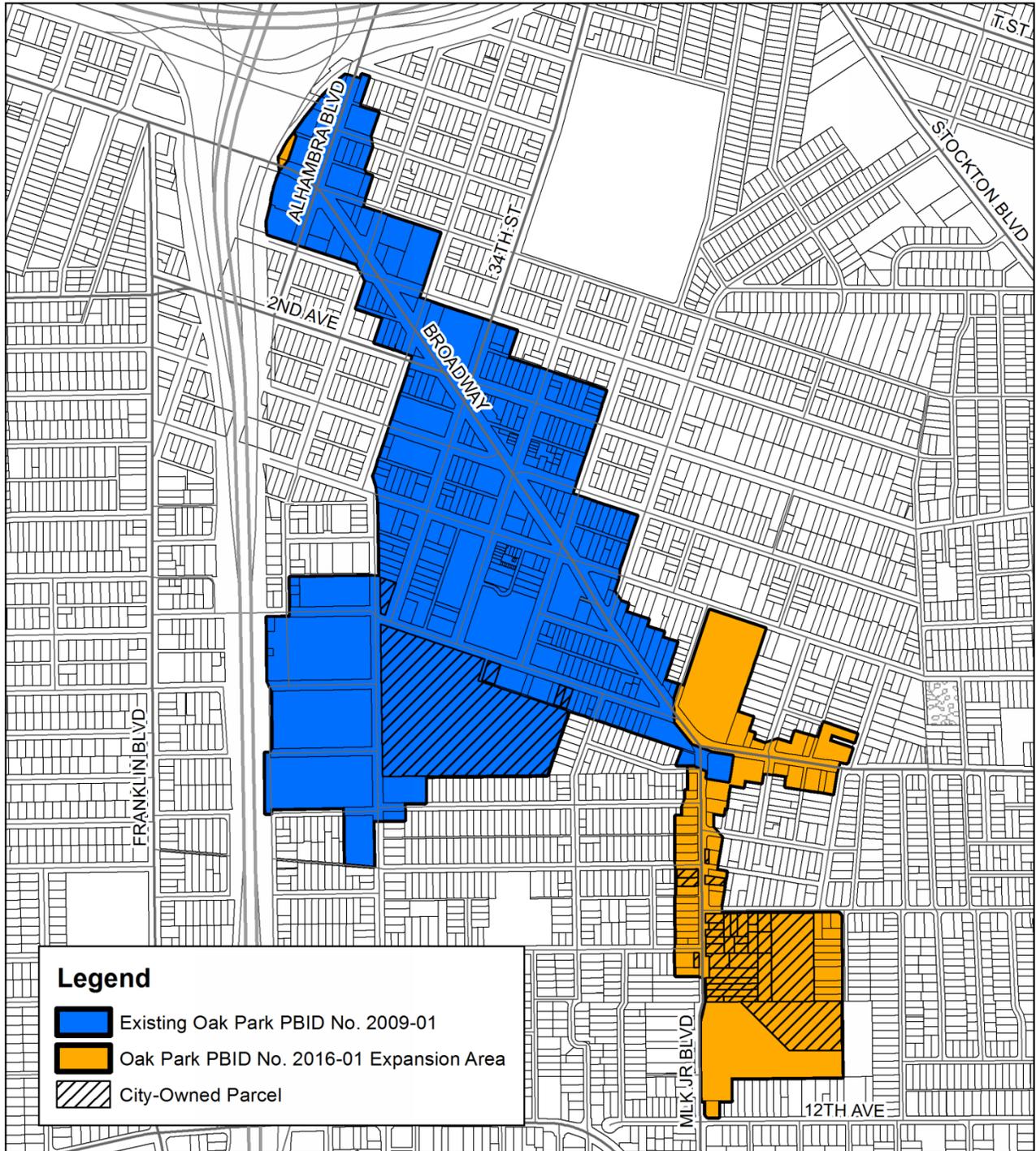
- **Maintenance, Security, and Infrastructure:** litter removal services, security patrols to assist in nuisance crimes and calls, an outreach program to provide a clean and safe environment.
- **Image Enhancement:** street signage, banners, and marketing efforts to promote economic activity, attract investment, and increase commerce within the PBID.
- **Advocacy, Administration, and Contingency:** provides the administrative support to sustain the various services including website development, publications, and community meetings. The contingency portion is included as a buffer to account for possible delinquent assessments.

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

# Oak Park Property and Business Improvement District No. 2016-01



# Oak Park Property and Business Improvement District



**SCHEDULE OF PROCEEDINGS  
OAK PARK  
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT #2016-01**

February 2016                      Petition Drive Kick-off

<b>April 14, 2016</b>	<b>City Manager Signature Authority – City Council</b>
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May 13, 2016                      Receive Signed Petitions

May 24, 2016                      Resolution of Intention to Renew – City Council

May 26, 2016                      Record Boundary Map  
Mail, Publish Notice of Hearing, Management Plan, and Ballot

July 12, 2016                      Public Hearing & Ballot Count - City Council

July 19, 2016                      Ballot Results - City Council

July 20, 2016                      Record Notice of Assessment and Assessment Diagram

August 2016                        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 OAK PARK PROPERTY AND BUSINESS IMPROVEMENT DISTRICT NO. 2016-01

### BACKGROUND:

A. The property and business owners within the Oak Park commercial corridor propose to expand and renew the Oak Park Property and Business Improvement District (Oak Park PBID) for a ten-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 33 properties within the proposed Oak Park PBID:

013-0141-013-0000	014-0202-024-0000
013-0251-001-0000	014-0202-025-0000
013-0251-002-0000	014-0202-026-0000
013-0251-010-0000	014-0202-028-0000
013-0251-011-0000	014-0202-029-0000
013-0355-008-0000	014-0202-030-0000
014-0174-017-0000	014-0202-031-0000
014-0202-002-0000	014-0202-032-0000
014-0202-003-0000	014-0202-033-0000
014-0202-016-0000	014-0202-034-0000
014-0202-017-0000	014-0202-035-0000
014-0202-018-0000	014-0202-036-0000
014-0202-019-0000	014-0202-037-0000
014-0202-020-0000	014-0202-038-0000
014-0202-021-0000	014-0202-039-0000
014-0202-022-0000	014-0231-043-0000
014-0202-023-0000	

C. City-owned properties will have a total first-year annual assessment of approximately \$60,419. Future assessment rates may be subject to an increase of no more than 3% annually.

D. The City Council has determined that the public interest will be served by having City properties participate in the Oak Park 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 Oak Park Property and Business Improvement District No. 2016-01.
  
- Section 2     Exhibit A is part of this resolution.

EXHIBIT A

# Oak Park Property and Business Improvement District

