



REPORT TO COUNCIL

City of Sacramento

915 I Street, Sacramento, CA 95814-2671
www.CityofSacramento.org

CONSENT
 June 5, 2007

Honorable Mayor and
 Members of the City Council

**Title: Franklin Boulevard Property and Business Improvement District #2007-05 (PBID)
 – Initiate Proceedings FY 2007/08**

Location/Council District: South Sacramento – Franklin Boulevard Commercial Corridor,
 located in Council District 5 (Exhibit A, Page 8).

Recommendation: Adopt 1) a **Resolution of Intention** to renew the Franklin Boulevard
 PBID; and 2) a **Resolution** requesting consent of the County of Sacramento.

Contact: Salina Cheung, Program Specialist, (916) 808-5236; Mark Griffin, Fiscal Manager,
 (916) 808-8788

Presenters: Not Applicable

Department: Planning Department

Division: Public Improvement Financing

Organization No: 4915

Description/Analysis

Issue: The property owners along the Franklin Boulevard Commercial Corridor in
 South Sacramento proposed to renew the Franklin Boulevard Property and Business
 Improvement District (PBID) for a five-year term. Approval of the Intention to renew
 the PBID will set the time and place for the Public Hearing on the renewal of the PBID
 and the proposed assessment, and authorize staff to mail notices to all property
 owners within the PBID.

Policy Considerations: The proceedings under which this district is being processed
 are set forth in Section 36600 of the California Streets and Highways Code, entitled
 "Property and Business Improvement District Law of 1994." This process is consistent
 with the City's Strategic Plan 3-Year Goal to "achieve sustainability and enhance
 livability" and to "expand economic development throughout the City."

Environmental Considerations: Under California Environmental Quality Act (CEQA)
 Guidelines, administration and annual maintenance of a PBID do not constitute a
 project and are therefore exempt from review.

Committee/Commission: None

Rationale for Recommendation: The actions in the recommended Resolution are required by the California Streets and Highways Codes, which is codified as part 7 (beginning with section 36600) of division 18.

Financial Considerations: Financing will be provided by the levy of assessments upon real property that benefits from improvements and activities. The PBID does not plan to issue bonds. The total assessment for FY 2007/08 is projected at \$105,000 as shown on Exhibit B, page 9. If this PBID is renewed, the City of Sacramento will be participating as a property owner in the district. City owns the Joseph E. Rooney Police Facility (APN 022-0221-036-0000) within the PBID and it will have a total annual assessment of approximately \$3,805. City funds will come from a non-departmental organization.

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

Respectfully Submitted by: 
Mark Griffin
Fiscal Manager

Respectfully Submitted by: 
Carol Shearly
Director of Planning

Recommendation Approved:

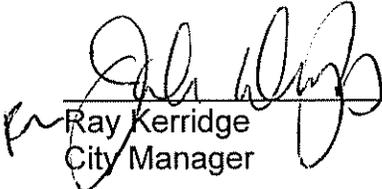

Ray Kerridge
City Manager

Table of Contents:

	Report	Pg	1
Attachments			
1	Background	Pg	4
2	Resolution of Intention.....	Pg	5
	Exhibit A, Map of District.....	Pg	8
	Exhibit B, District Budget and Parcel Assessment.....	Pg	9
3	Resolution requesting consent of the County of Sacramento.....	Pg	10
	Exhibit A, Map of District.....	Pg	11

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BACKGROUND

The Franklin Boulevard PBID was approved by City Council on August 17, 2004, in accordance with the Property and Business Improvement District Law of 1994. The Franklin Boulevard PBID became effective on January 1, 2005, and will expire on December 31, 2007. The property owners within the District would like to renew the District for a five-year term.

A portion of the property proposed to be assessed lies within the unincorporated portion of the County of Sacramento (Exhibit A, page 8). Hence, the consent of the County of Sacramento is being requested to authorize the renewal of the Franklin Boulevard PBID and the assessment of property within the boundary.

The district will continue to provide funding for the Franklin Boulevard PBID and to provide the following services in the Franklin Boulevard commercial corridor:

- Security Coordination and Advocacy
- Maintenance
- Image Enhancement Program

The Franklin Boulevard PBID Advisory Board has prepared the Management Plan, which is on file with the City Clerk. The Management Plan is a comprehensive document, which describes the process of forming the PBID and providing the services identified by the property and business owners. The attached resolution will initiate the renewal proceedings of the Franklin Boulevard PBID.

RESOLUTION NO.

Adopted by the Sacramento City Council

**INTENTION TO RENEW THE FRANKLIN BOULEVARD
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**

BACKGROUND:

- A. Attached hereto and incorporated herein by this reference is the Franklin Boulevard Property and Business Improvement District No. 2007-05 (hereafter "PBID") Management District Plan (hereafter "Plan"), which provides for a security and maintenance coordination effort and an advocacy program with the intent of increasing the commercial activity and overall image of Franklin Boulevard.
- B. The City owns the following property within the proposed Franklin Boulevard PBID:

022-0221-036-0000, Joseph E. Rooney Police Facility - \$3,805
- C. A portion of the property proposed to be assessed lies within the unincorporated portion of the County of Sacramento. The consent of the County of Sacramento is being requested to authorize the renewal of the Franklin Boulevard PBID and the assessment of property within the boundary in accordance with the provisions of Streets and Highways Code Section 36620.5.
- D. The property owners of the properties within the PBID have submitted petitions asking that the City Council renew the PBID. Included with each petition was a Plan summary and a map showing the boundaries of the PBID. The map is entitled "Proposed PBID Boundary Map." The petitions, the boundary map, and the Management Plan are on file with the City Clerk.
- E. The City Council finds that the City has received the petitions signed by the property owners in the proposed PBID who will pay more than 50 percent of the proposed total assessment. The City Council thus accepts the petitions and intends to establish the PBID and to levy an assessment on real property within the PBID Boundaries in accordance with the Property and Business Improvement District Law of 1994 and Sacramento City Code section 3.92.050.
- F. At the direction of the City Council, the Fiscal Manager of the Public Improvement Financing Division for the proceedings for renewal of this PBID has filed the Management Plan with the City Clerk, which was prepared in accordance with the provisions of Streets and Highways Code Section 36622.
- G. The City Council finds that the Plan satisfies all of the requirements of Streets and Highways Code Section 36622. The Plan provides for the following improvements

and services within the PBID, all of which are intended to make the PBID safer, cleaner, and increase the commercial activity: (1) a security coordination effort program to support police and property owner crime prevention efforts; (2) a maintenance program to increase the frequency of litter and debris removal, pressure washing of sidewalks, and graffiti removal; (3) image enhancement and advocacy to promote business interests and allow the business community to speak with one voice. The Plan proposes to fund these improvements and services through the levy of a benefit assessment on real property within the PBID.

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

Section 1. The City Council finds and determines that the recitals set forth above are true.

Section 2. The City Council finds that the property owners representing over 50% of the total assessment amounts, signed the petitions requesting the renewal process be undertaken. The City Council thus accepts the petitions and intends to renew the PBID and to levy an assessment on real property within the PBID boundaries in accordance with the Property and Business Improvement District Law of 1994 and Sacramento City Code section 3.92.050. In the first year of the 5-year term, the proposed assessment is approximately \$105,000, as shown on Exhibit B.

Section 3. The City Council finds that the Plan satisfies all requirements of Streets and Highway Code sections 36622 and 36660.

Section 4. The exterior boundaries of the PBID are shown on the "Proposed Franklin Boulevard Property and Business Improvement District" attached to this resolution as Exhibit A.

Section 5. No bonds will be issued for the PBID.

Section 6. The time and place for the public hearing on the renewal of the PBID and the proposed assessment is set for July 24, 2007, at 2:00 p.m. in the City Council's chambers, New City Hall, 915 "I" Street (first floor), Sacramento, California. The City Council may continue the public hearing from time to time.

Section 7. The City Clerk is directed to give notice of the time and place of the public hearing in accordance with Streets and Highways Code section 36623. The City Clerk is to do this by mailing (or causing to be mailed) written notices and assessment ballots in the time, form, and manner provided by Government Code section 53753 to all persons who own real property that is within the PBID and will be subject to the proposed assessment. The forms of the notices and ballots must be approved by the City Attorney. The City Clerk is further directed to file an affidavit with the City Council when all notices and ballots have been mailed, setting forth the time and manner of her compliance with the requirements of law for mailing the notices and ballots.

Section 8. At the public hearing, the City Council will consider all objections or protests to the proposed assessment, and any interested person will be permitted to present written or oral testimony. At the conclusion of the public hearing, all ballots submitted and not withdrawn will be tabulated in accordance with Government Code section 53753.

Table of Contents:

Exhibit A: Proposed PBID Boundary Map -1 Page

Exhibit B: District Budget and Parcel Assessment -- 1 Page

EXHIBIT A

Proposed Franklin Boulevard Property and Business Improvement District

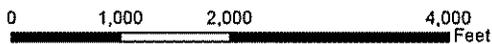
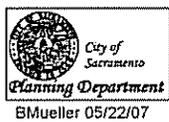
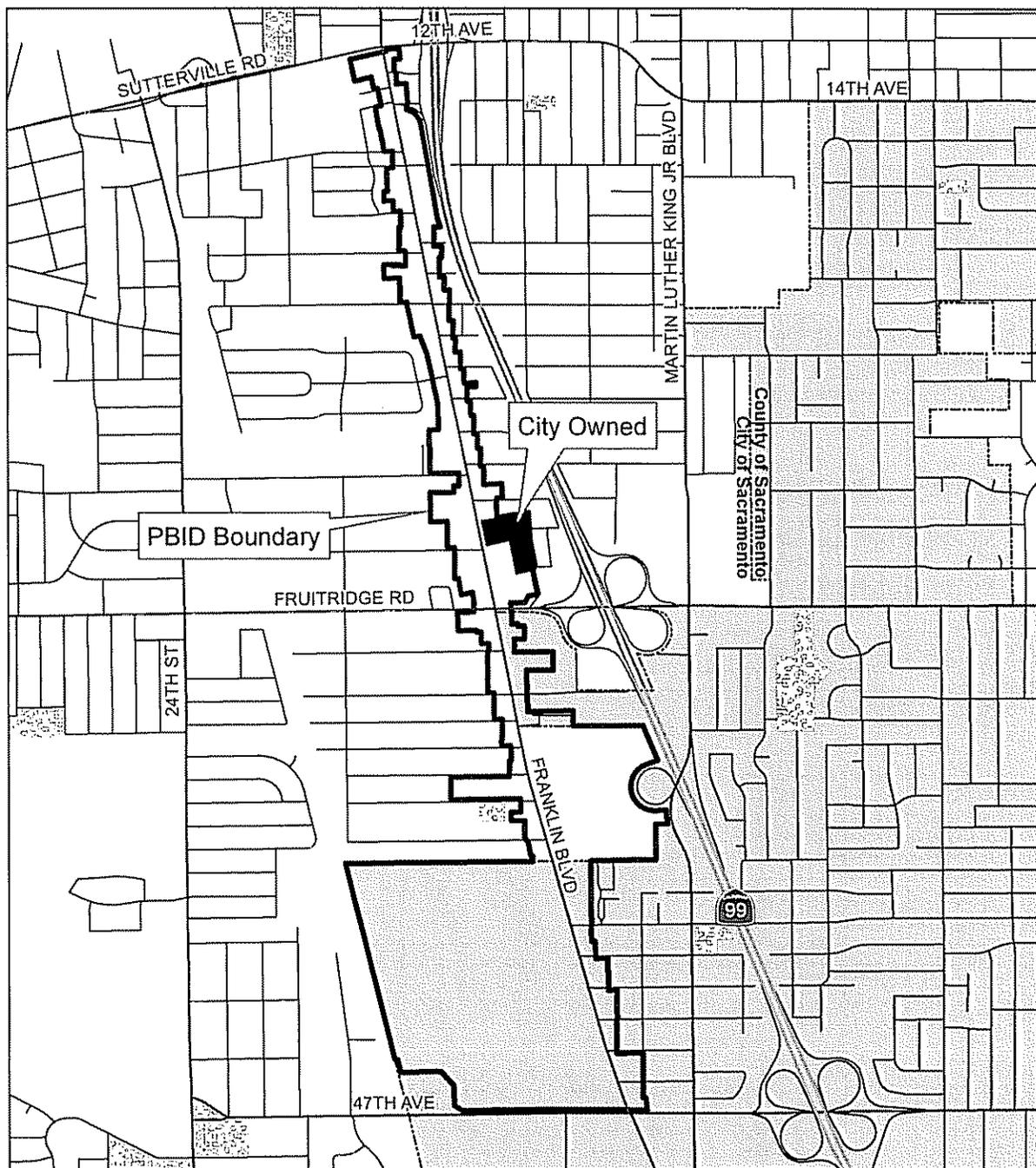


EXHIBIT B**Franklin Boulevard PBID
FY 2007/08 Budget**

The Franklin Boulevard PBID assessment budget for FY 2007/08 is \$105,000. The Franklin Boulevard PBID will receive an approximate total of \$97,500. The remaining \$7,500 will be retained by the City to cover City administration cost.

Program	Budget	% of Total
Security Coordination, Advocacy & Administrative	\$52,500	50.00
Maintenance	\$31,500	30.00
Image Enhancement	\$13,500	12.86
Administrative Fees	\$7,500	7.14
Total	\$105,000	100.00

Parcel Assessment

FY 2007/08	Rate per Parcel Square Footage	Rate per Parcel Street Frontage along Franklin Blvd.
District Parcels	\$0.01	\$4.50
Tax-exempt and Religious Owned Properties	\$0.001	\$0.45
Single Family Residential Properties	\$0.00	\$0.00

Annual assessment rates are based on an allocation of program costs and a calculation of parcel square footage plus parcel street footage along Franklin Boulevard. Assessment rates may be subject to an increase by no more than 3% per year or the Consumer Price Index (CPI), whichever is less.

RESOLUTION NO.

Adopted by the Sacramento City Council

**REQUESTING CONSENT OF THE COUNTY OF SACRAMENTO
TO RENEW THE FRANKLIN BOULEVARD PROPERTY AND BUSINESS
IMPROVEMENT DISTRICT**

BACKGROUND

- A. The property owners of the properties within the Franklin Boulevard Property and Business Improvement District (PBID) have submitted petitions asking that the City Council to renew the PBID for a five-year term under the Property and Business Improvement District Law of 1994, which codified as part 7 (beginning with section 36600) of division 18 in the Streets and Highways code.
- B. A portion of the property proposed to be assessed lies within the unincorporated portion of the County of Sacramento.
- C. The area of the County that lies within the proposed property and business improvement district (PBID) will, in the opinion of the City Council of the City of Sacramento, be benefited by the proposed services.

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

Section 1. The City Council finds and determines that the background statements, A through C are true and correct.

Section 2. The consent of the County of Sacramento, through its Board of Supervisors, is hereby requested to authorize the renewal of the Franklin Boulevard Property and Business Improvement District and the assessment of property within the boundary of the proposed district.

Section 3. The City Clerk of the City Council is hereby directed to transmit a certified copy of this Resolution, to the Clerk of the Board of Supervisors of the County of Sacramento.

Section 4. This Resolution is effective upon its adoption.

Section 5. Exhibit A is part of this resolution.

Table of Contents:

Exhibit A: Proposed PBID Boundary Map -1 Page

Exhibit A

Proposed Franklin Boulevard Property and Business Improvement District

