



DEVELOPMENT SERVICES  
DEPARTMENT

**CITY OF SACRAMENTO  
CALIFORNIA**

Special Districts  
1231 I Street, 3<sup>rd</sup> Floor  
Sacramento, CA 95814-2700  
PH. (916) 808-7995  
FAX (916) 264-7480

DEVELOPMENT ENGINEERING  
AND FINANCE

April 27, 2005

City Council  
Sacramento, California

Honorable Members in Session:

**SUBJECT: DEL PASO BOULEVARD PROPERTY AND BUSINESS IMPROVEMENT  
DISTRICT #2005-03 – PUBLIC HEARING**

**LOCATION AND COUNCIL DISTRICT:**

Council District 2, see Exhibit A to Budget Resolution.

**RECOMMENDATION:**

This report recommends that the City Council conduct a public hearing on the Del Paso Boulevard Property and Business Improvement District (PBID) and direct staff at the close of the hearing to count the ballots and present the results during the afternoon council session. After the ballot tally has been reported, it is recommended that the City Council:

- Adopt the attached Resolution declaring the results of the majority protest proceedings and establishing the Del Paso Boulevard PBID; and
- Adopt the attached Resolution establishing the Del Paso Boulevard PBID FY2005/06 Revenue and Expenditure Budget.

**CONTACT PERSONS:** Sini Makasini, Administrative Analyst, 808-7967  
Ron Wicky, Program Specialist, 808-5628

**FOR COUNCIL MEETING OF:** May 24, 2005

**SUMMARY:**

On April 5, 2005, the City Council initiated the approval of the Del Paso Boulevard PBID and authorized staff to publish a notice of public hearing and mail notices to each property owner. The purpose of this hearing is to receive public testimony and to take action in forming this District.

**COMMITTEE/COMMISSION ACTION:** None.



**BACKGROUND INFORMATION:**

- **PBID Concept:** The formation of the PBID was initiated by a growing coalition of property and business owners along Del Paso Boulevard and is a cooperative effort between Sacramento Housing and Redevelopment Agency (SHRA) and the City of Sacramento. The purpose of the District is to provide special services to enhance and revitalize a designated area of the Del Paso Boulevard commercial corridor area. The PBID will enhance and support the City, and the Sacramento Housing and Redevelopment Agency's (SHRA) efforts to attract new business investment and jobs to the area. Under the Property and Business Improvement District concept, the cost will be shared by each property owner, based on the level of benefit received, over and above a baseline level of City services already provided to the area. The baseline City services will not change (will not decrease) from the current level provided because of the enhanced services provided by the PBID.
- **Management Plan:** The Del Paso Boulevard "Management Plan" is a comprehensive document, which describes the process of forming the PBID and identifies the services provided to the property and business owners. A copy of the Management Plan has been filed with the City Clerk's office. Additional copies are available at the offices of SHRA at 600 I Street, Suite 250.
- **Services:** A complete list of services to be provided is included in the Management Plan, however a brief overview follows:

1. Security and Maintenance Enhancement

The proposed Security and Maintenance Program will improve the overall safety and appearance of Del Paso Boulevard. Security will be a collaborative effort with the Sacramento Police Department. The District will be improved by making the area more attractive through street cleaning, and security and maintenance crews providing assistance to visitors and tenants in the area. The security and maintenance crews will be responsive to the property and business owners in the Del Paso Boulevard PBID District.

2. Image Enhancement

The Image Enhancement Program will communicate with the owners, businesses and the public what clean and safe programs are taking place as well as the distinct opportunities on Del Paso Boulevard. The PBID will market everything Del Paso Boulevard has to offer and implement a promotional program to attract potential businesses and new visitors to the area. Special events will be coordinated to attract visitors and businesses.

3. Advocacy / Administration

The Del Paso Boulevard PBID will retain professional representation to advance Del Paso Boulevard property and business interests by speaking with one clear, credible and unified voice. The PBID will advocate for matching funds and will work to leverage additional money from various sources for Del Paso Boulevard commercial area improvements. The Del Paso Boulevard PBID will have a voice in the planning and implementation of various streetscape and physical improvement projects along Del Paso Boulevard.

- **PBID Formation:** Formation proceedings require submission of petitions from property owners representing more than 50 percent of the total annual assessments prior to initiating proceedings. Ballots are mailed to all affected property owners. A majority vote is required for the district to proceed. The PBID will have a five-year life, beginning January 1, 2006. After five years, the petition and ballot process must be repeated for the District to continue its existence.

**FINANCIAL CONSIDERATIONS:**

The Budget for the newly established Del Paso Boulevard PBID is based on an allocation of program costs and a calculation of parcel square footage (see Exhibit B for budget detail and assessment rates).

The assessment formula contained in the Management Plan provides that the annual budget and assessment rates may be increased each year to account for inflation. The annual inflation adjustment will be based on the Bay Area Consumer Price Index (CPI) for all urban consumers not to exceed 3% percent. Assessments will be collected annually through the County property taxes.

<u>PBID Budget:</u>	<u>Totals/Percentage</u>
Security and Maintenance Enhancement	\$130,500 (62%)
Image Enhancement:	\$35,000 (17%)
Advocacy / Administration:	\$34,000 (16%)
Contingency / PBID Renewal:	\$10,500 (5%)
Total	\$210,000 (100%)

- **City Participation:** The City of Sacramento will be participating as a property owner in the district. City owned properties have a total annual assessment of \$36,000.00 for FY 2005/06. City funds will come from a non-departmental organization.

**ENVIRONMENTAL CONSIDERATIONS:**

Under the California Environmental Quality Act (CEQA) guidelines, district formation proceedings do not constitute a project and is therefore exempt from review.


**POLICY CONSIDERATIONS:**

These proceedings are being conducted in accordance with the Property and Business Improvement District Law of 1994 as set forth in Section 36600 of the California Streets and Highways Code. Approval of the Del Paso Boulevard Property and Business Improvement District is consistent with the City's Strategic Plan to promote and support economic vitality.

**ESBD CONSIDERATIONS:**

City Council approval of these proceedings is not affected by City policy related to the ESBD program.

Respectfully submitted,

  
Edward Williams, Manager  
Development Engineering and Finance

**RECOMMENDATION APPROVED:**

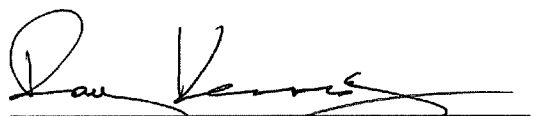
  
ROBERT P. THOMAS, City Manager

Table of Contents:

1. Attachment A, Schedule of Proceedings, pg. 5
2. Resolution, Establishing the Del Paso Boulevard PBID, pg. 6
3. Resolution, Amending the Budget For FY 2005-2006, pg. 9
4. Exhibit A, Location Map of the Proposed Del Paso PBID, pg. 10
5. Exhibit B, FY 2005-2006 Budget and Parcel Assessment, pg. 11

SM/JV

**ATTACHMENT A**

**SCHEDULE OF PROCEEDINGS  
DEL PASO BOULEVARD  
PROPERTY AND BUSINESS IMPROVEMENT DISTRICT #2005-03**

January 2005	Petition Drive Kick-Off
April 1, 2005	Received Signed Petitions
April 4, 2005	Management Plan & Boundary Map Submitted to Clerk's Office
April 5, 2005	Council Adopts: <ul style="list-style-type: none"><li>• Resolution Accepting Petition and Approving the Boundary Map</li><li>• Resolution of Intention</li></ul>
April 6, 2005	Mail Ballots, Publish Notice of Hearing & Record Boundary Map
May 24, 2005	Public Hearing – City Council <u>COUNCIL CONSIDERS ALL PROTESTS, LEVIES ANNUAL ASSESSMENT</u>
November 2005	Property Owners Receive Tax Bills
January 2006	District Services Commence

**RESOLUTION NO.**

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON \_\_\_\_\_

**RESOLUTION DECLARING THE RESULTS OF THE MAJORITY-PROTEST PROCEEDINGS AND ESTABLISHING THE DEL PASO BOULEVARD PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**

**A.** The owners of property within the boundaries of the Del Paso Boulevard Property and Business Improvement District (PBID) have submitted petitions asking that the City Council establish the PBID and included with the petitions was a management district plan (The Del Paso Boulevard PBID Management District Plan) that describes the proposed assessment to be levied on property within the PBID to pay for the following activities and improvements: (1) a security coordination program and maintenance program to coordinate efforts amongst existing law enforcement and the property and business owners; (2) a maintenance program responsive to property and business owners efforts to clean and improve Del Paso Boulevard; (3) maintenance services to increase removal of litter, debris, and graffiti; (4) an advocacy program to promote business interests and allow the business community to speak with one voice to leverage additional funding for improvements to Del Paso Boulevard. The Del Paso Boulevard PBID Management District Plan is on file with the City Clerk and made reference to. Attached, as Exhibit A, is a map of the exterior boundaries of the PBID and is part of this resolution.

**B.** The proposed owners who signed the petitions will collectively pay more than 50% of the proposed assessment. Accordingly, on April 5, 2005, the City Council adopted Resolution No. 2005-219, entitled "Resolution of Intention to Establish the Del Paso Boulevard Property and Business Improvement District" (the Resolution of Intention). Among other things, the Resolution of Intention states that a public hearing on the establishment of the PBID and the proposed assessment will be held on May 24, 2005, at 2:00 p.m. in the City Council's chambers, Interim Sacramento City Hall, 730 "I" Street (first floor), Sacramento, California. The Resolution of Intention also states the City Council's finding that the Del Paso Boulevard PBID Management District Plan satisfies all requirements of Streets and Highways Code section 36622.

**C.** The properties within the exterior boundaries of the PBID will be benefited by the activities and improvements to be funded by the proposed assessment;

**D.** On April 6, 2005, the City Clerk mailed to each record owner of each parcel within the Districts exterior boundaries a notice concerning the public hearing on the establishment of the PBID and the proposed assessment. Each notice included the statutorily required information about the assessment and the majority-protest procedure, as well as an assessment ballot.

**E.** At 2:00 p.m. on May 24, 2005, in the City Council's chambers, Interim Sacramento City Hall, 730 "I" Street (first floor), Sacramento, California, the City Council held a public

---

**FOR CITY CLERK USE ONLY**

RESOLUTION NO: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

hearing regarding the establishment of the Del Paso Boulevard PBID and the levy of the assessment. During the public hearing, the City Council heard and received all objections and protests to the establishment of the PBID and the proposed assessment. At the conclusion of the hearing, and in accordance with Government Code section 53753, the City Clerk tabulated the assessment ballots submitted and not withdrawn. The City Clerk determined that the number of assessment ballots submitted and not withdrawn in opposition to the proposed assessment did not exceed the number of ballots submitted and not withdrawn in favor of the proposed assessment, with ballots weighted according to the amount of the assessment to be imposed upon the parcel for which each ballot was submitted. Therefore, a majority protest against the proposed assessment does not exist; and

F. All actions and proceedings described in Recitals A through F were undertaken and completed in accordance with the Property and Business Improvement District Law of 1994.

**BASED ON THE FOREGOING RECITALS, THE CITY COUNCIL OF THE CITY OF SACRAMENTO RESOLVES AS FOLLOWS:**

**Section 1. Recitals Adopted as Findings.** The City Council finds that Recitals A through F are true and adopts them as findings.

**Section 2. Establishment of the Del Paso Boulevard Property and Business Improvement District;**

- (a) The PBID is established for a five-year term that will expire on December 31, 2011.
- (b) The activities and improvements to be provided for the PBID will be funded by the levy of an assessment on real property within the PBID, as described in Del Paso Boulevard the PBID Management Plan, which is on file with the City Clerk.
- (c) Properties within the PBID will be subject to any amendments to the Property and Business Improvement District Law of 1994.
- (d) The revenue from the levy of the proposed assessment on property within the PBID may not be used to provide activities or improvements outside the PBID or for any purposes other than those specified in the Resolution of Intention.
- (e) In accordance with Streets and Highways Code section 36631 and the PBID Management Plan, the assessment to fund the activities and improvements for the PBID will be collected at the same time and in the same manner as are ad valorem property taxes and will have the same lien priority and penalties for delinquent payment.

---

**FOR CITY CLERK USE ONLY**

7

RESOLUTION NO: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_



**Section 3. Bonds.** Bonds will not be issued.

**Section 4. Boundaries.** The exterior boundaries of the PBID are depicted on the map attached as Exhibit A.

**Section 5. Authorization.** The City Manager (or his designee) is directed to take all necessary actions to complete the establishment of the PBID and to levy the assessment. The City Clerk is directed to record, in the Sacramento County Recorder's office, a notice and assessment diagram as required by Streets and Highways Code section 36627. The City Clerk is further directed to certify the passage and adoption of this resolution and to enter it in the book of original resolutions.

**PASSED AND ADOPTED** on May 24, 2005, by the following vote:

AYES:  
NOES:  
ABSTAIN:  
ABSENT:

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

# RESOLUTION NO.

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF: \_\_\_\_\_

## RESOLUTION AMENDING THE FISCAL YEAR 2005/06 BUDGET FOR THE DEL PASO BOULEVARD PROPERTY AND BUSINESS IMPROVEMENT DISTRICT, FUND 2XX

**Whereas** the Del Paso Boulevard Property and Business Improvement District (PBID) (See Exhibit A) was established by the City Council and voter approved by the property owners on May 24, 2005; and

**Whereas** property owners within the boundaries of the Del Paso Blvd. PBID are assessed a fee (See Exhibit B) to cover the cost of delivering Security, Maintenance and Image Enhancement Services;

**NOW THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SACRAMENTO THAT:**

1. The Del Paso Boulevard PBID FY2005/06 revenue and expenditure budget be established at \$210,000 (Exhibit B provides detailed information on the budget); and
2. The Finance Director is authorized to amend the expenditure authority for the Development Services and the Department of Finance as necessary to provide services for the Del Paso Boulevard PBID in the amount of \$210,000.00, which will be reimbursed by the Del Paso Boulevard PBID.

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
CITY CLERK

SM – DE&F

Exhibit A - Location Map (1 page)

Exhibit B – FY2005/06 Budget & Parcel Assessment (1 page)

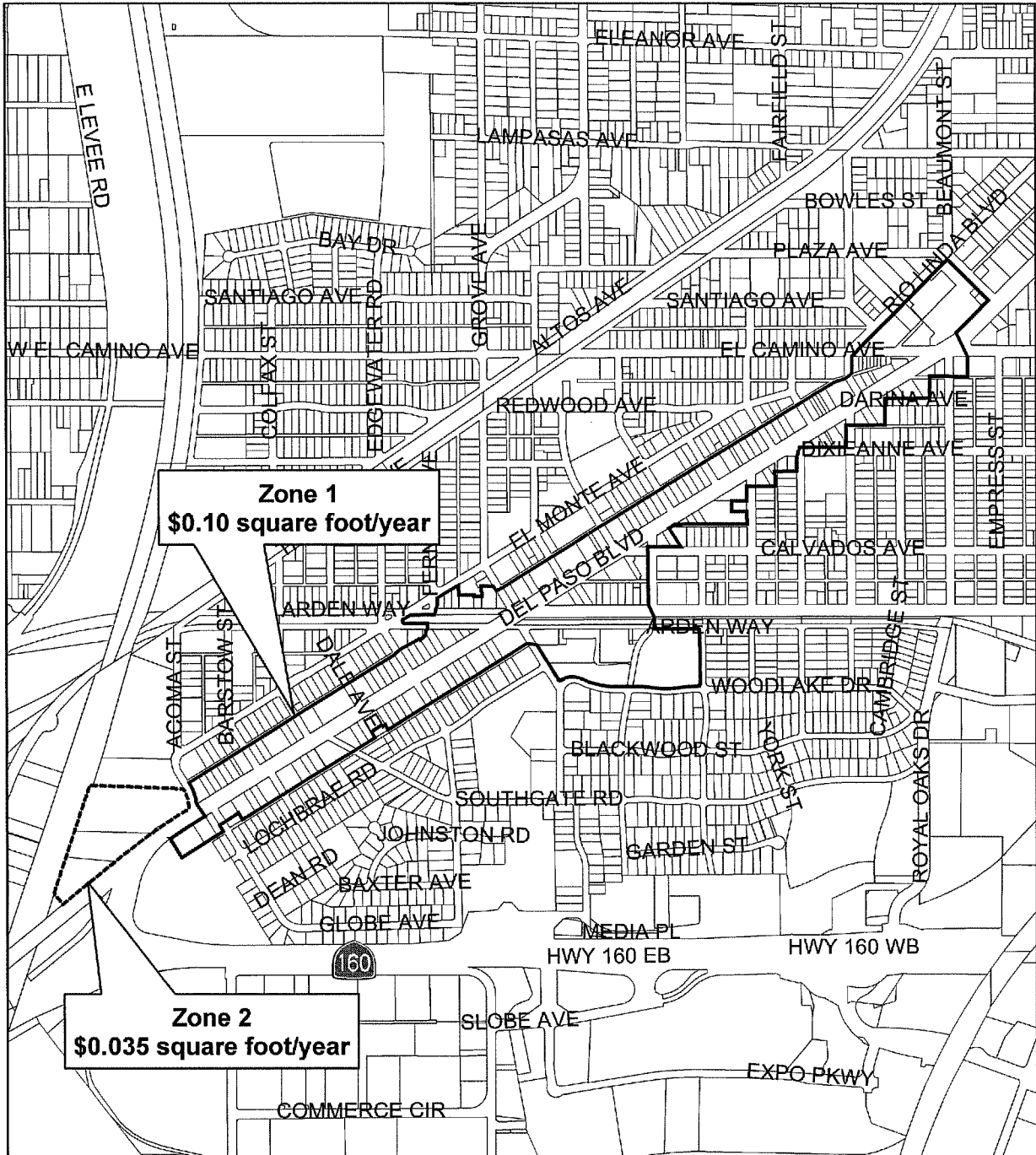
\_\_\_\_\_  
FOR CITY CLERK USE ONLY

9

RESOLUTION NO: \_\_\_\_\_

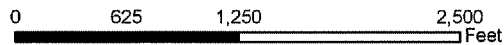
DATE ADOPTED: \_\_\_\_\_

### Proposed Map Del Paso Boulevard PBID



City Of Sacramento  
**Development Services  
Department**  
Special Districts

BMueller, 03/03/05



FOR CITY CLERK USE ONLY

10

RESOLUTION NO: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_

**EXHIBIT B**

**DEL PASO BOULEVARD PROPERTY AND  
BUSINESS IMPROVEMENT DISTRICTFY 2005/06  
BUDGET & PARCEL ASSESSMENT**

**BUDGET**

Del Paso Boulevard PBID	205,909
Special Districts Administration	3,000
Consultant (NBS) Reporting	443
Finance Administration	500
County Billing Cost	<u>148</u>
<b>Subtotal</b>	<b>\$210,000</b>
<b>Total Assessed to Property Owners</b>	<b>\$210,000</b>

**PARCEL ASSESSMENT**

**ANNUAL ASSESSMENT RATES ARE BASED ON AN ALLOCATION OF PROGRAM COSTS ON A PER SQUARE FOOT (SQ.FT.) CALCULATION AS REFLECTED BELOW:**

<b>DISTRICT NAME</b>	<b>FY 2005/06 Zone 1 Per Parcel Sq. Ft.</b>	<b>FY 2005/06 Zone 2 Per Parcel Sq. Ft.</b>	<b>FY 2005/06 Religious Properties Per Parcel Sq. Ft.</b>
Del Paso Boulevard Property and Business Improvement District No. 2005-03	\$0.10	\$0.035	\$0.0500 Zone 1 \$0.0175 Zone 2

---

**FOR CITY CLERK USE ONLY**

11

RESOLUTION NO: \_\_\_\_\_

DATE ADOPTED: \_\_\_\_\_