



REPORT TO REDEVELOPMENT AGENCY
City of Sacramento
915 I Street, Sacramento, CA 95814-2671
www.CityofSacramento.org

Consent
February 2, 2010

Honorable Chair and Members of the Redevelopment Agency

Title: Recertification and Expansion of the Del Paso Boulevard Partnership Property and Business Improvement District

Location/Council District: North Sacramento Redevelopment Area (District 2 and 3)

Recommendation: Adopt a **Redevelopment Agency Resolution** to allocate \$15,000 of North Sacramento Tax Increment funds to partially fund the expense of recertifying and expanding the Del Paso Boulevard Partnership's (DPBP) Property and Business Improvement District (PBID) in the North Sacramento Redevelopment Area (Attachment 1).

Contact: Chris Pahule, Assistant Director, Housing and Community Development, 440-1350

Presenters: Not applicable

Department: Sacramento Housing and Redevelopment Agency

Description/Analysis

Issue: The Del Paso Boulevard Partnership Property and Business Improvement District's (PBID) (Attachment 1) five year term is set to expire in December 2010. In order to provide seamless and critical services and improvements in the business district, the PBID must be recertified by the end of 2010. The Del Paso Partnership plans to formally start the recertification process in January 2010 and complete it by August 2010.

Staff recommends allocating \$15,000 of North Sacramento Tax Increment funds to partially fund the recertification process of the Del Paso Boulevard Partnership PBID in order to explore expanding the boundaries and enlarging the PBID jurisdiction. The total cost of the recertification is \$45,000, which will be split evenly between the PBID, Regional Transit (RT) and the Agency. The PBID recertification process will include development of a Management District Plan (e.g., goals and objectives, budget, costs, duration, boundaries, and history) and public meetings with the business and property owners in the PBID.

Recertification and Expansion of the Del Paso Boulevard Partnership Property and Business Improvement District

Policy Considerations: The purpose of the PBID is to improve the physical, economic and social environment of Del Paso Boulevard's commercial corridor. Providing financial assistance for the PBID recertification process satisfies this objective and it is consistent with the goals of the Five-Year Implementation Plan to reinvigorate the Boulevard and prepare the area for private investment.

Environmental Considerations:

California Environmental Quality Act (CEQA): The proposed project consists of funding for an extension of time for the existing Del Paso Boulevard PBID. Activities included in the scope of the PBID include maintaining landscaping, providing security services, and advertising for the area. Activities such as maintenance of existing landscaping are exempt from CEQA pursuant to CEQA Guidelines section 15301. The remaining activities have no possibility of having a significant effect on the environment, and as such, are also exempt from CEQA pursuant to CEQA Guidelines section 15061 (b) (3). A Notice of Exemption was prepared for this project on December 10, 2009.

Sustainability Considerations: The proposed project is consistent with the goals and policies of the Sustainability Master Plan, because it advances Focus Area 5. Public Health and Nutrition and more specifically the goal to 'Create "Healthy Urban Environments" through Restorative Redevelopment.'

Other: There are no federal funds or any other federal action associated with this project; therefore, the National Environmental Policy Act (NEPA) does not apply.

Committee/Commission Action: At its December 17, 2009 meeting, *the North Sacramento Redevelopment Advisory Committee (RAC)* adopted the following motion recommending approval of the staff proposal in this report. The votes were as follows:

AYES: Garcia, Hubbs, Lukehart, McCleary, Meeker, Mulligan and Veden

NOES: None

ABSENT: Plag and Curry

Recertification and Expansion of the Del Paso Boulevard Partnership Property and Business Improvement District

Sacramento Housing and Redevelopment Commission: At its January 20, 2010 meeting, the Sacramento Housing and Redevelopment Commission considered the staff recommendation for this item. The votes were as follows:

AYE: Burruss, Chan, Dean, Fowler, Gore, Morgan, Morton, Otto, Rosa, Shah, Stivers

NOES: None

ABSENT: None

Rationale for Recommendation: Since its inception in 2005, the PBID has been instrumental in increasing public safety, the number of visitors and shoppers to Del Paso Boulevard, the profile of Boulevard businesses, and improving landscape maintenance. The allocation of \$15,000 to assist the Del Paso Boulevard Partnership in exploring potential expansion opportunities and completing the recertification process will ensure that there is a continued coordinated effort to revitalize Del Paso Boulevard, as well as the surrounding area, and create a fertile environment for private investment.

Financial Considerations: This report recommends that the Agency budget be amended to appropriate \$15,000 from Development Assistance to the Del Paso Boulevard Partnership PBID Recertification Project. The Del Paso Boulevard Partnership PBID recertification is estimated to cost \$45,000. The Partnership has requested that the Agency evenly split the expense three ways with the PBID and Regional Transit (RT). Staff recommends contributing \$15,000 to partially fund the PBID recertification process.

M/WBE Considerations: The items discussed in this report have no M/WBE impact; therefore, M/WBE considerations do not apply.

Respectfully Submitted by: 
LA SHELLE DOZIER
Executive Director

Recommendation Approved:

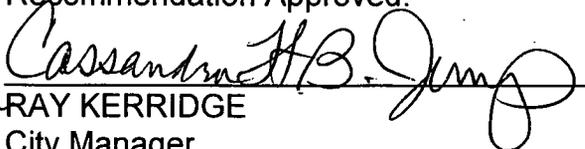
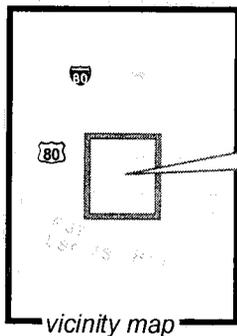

GRAY KERRIDGE
City Manager

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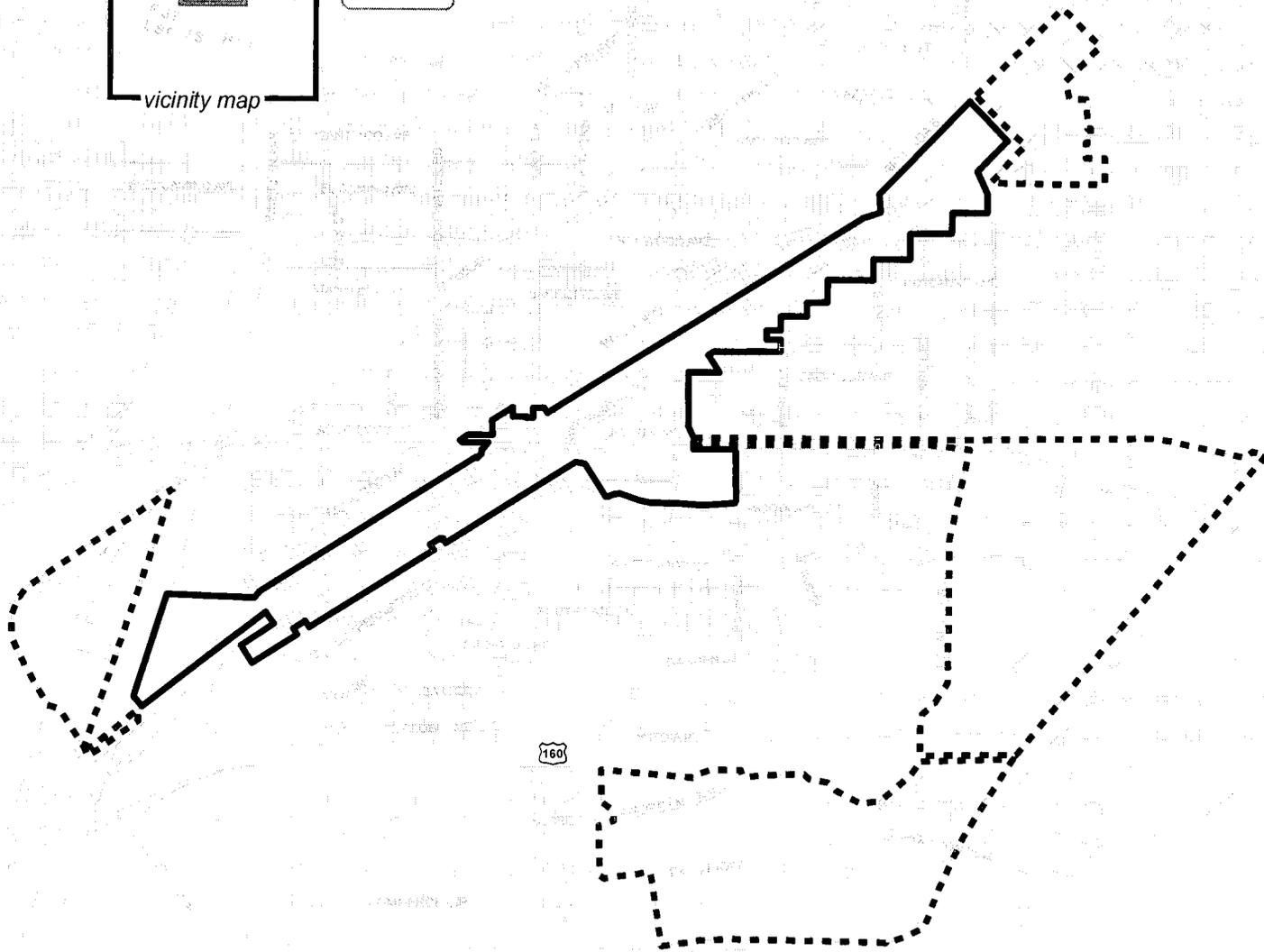
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SHRA

Del Paso Blvd Property Based Improvement District - Re-Certification & Potential Expansion



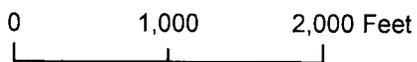
Map
Location



Existing PBID Boundary



Potential PBID Expansion Area



SHRA GIS
January 7, 2010

Background
Del Paso Boulevard Partnership Recertification

In August of 2002, the Redevelopment Agency hired Downtown Resources, a consulting firm, to complete Phase I of a feasibility study for a Property and Business Improvement District (PBID). The study resulted in a property ownership and parcel information database and defined study area boundaries (Attachment 1).

Based on these outcomes and the response of the stakeholders, Downtown Resources was authorized to continue with the PBID certification process that includes developing a service plan and assessment methodology, finalizing a management district plan and other initiatives to establish the district. As a result of these efforts, the PBID was legally established by a vote of the assessed property owners in January 2005.

During the past five years, the PBID has focused on the critical missions of increasing security on Del Paso Boulevard, heightening the visibility of the Boulevard as an arts district, and maintaining landscaping.

The PBID is currently engaged in activities to increase public safety on Del Paso Boulevard by supplementing the city's police force with private security within the PBID boundaries. Other initiatives include developing signature events that will increase the number of visitors and bring shoppers to the Boulevard, establishing a trash and graffiti removal program, engaging property owners in beautification activities along the boulevard that improve the appearance of vacant properties, and coordinating and marketing the Second Saturday events.

RESOLUTION NO. 2010 -

Adopted by the Redevelopment Agency of the City of Sacramento

on date of

RECERTIFICATION OF THE NORTH SACRAMENTO PROPERTY & BUSINESS IMPROVEMENT DISTRICT

BACKGROUND

- A. In August of 2002, the Redevelopment Agency hired Downtown Resources to complete Phase I of a feasibility study for a Property and Business Improvement District (PBID).
- B. Based on the study results and the response of the stakeholders, Downtown Resources established the PBID in January 2005.
- C. The PBID expires in December 2010 and requires recertification through a property owner ballot voting process to continue its business activities in the PBID area.
- D. Activities undertaken under the PBID associated with landscape and maintenance are exempt from CEQA pursuant to CEQA Guidelines section 15301. The remaining activities have no possibility of having a significant effect on the environment, and as such, are also exempt from CEQA pursuant to CEQA Guidelines section 15061 (b) (3).

BASED ON THE FACTS SET FORTH IN THE BACKGROUND, THE REDEVELOPMENT AGENCY RESOLVES AS FOLLOWS:

- Section 1. All evidence presented having been duly considered, the findings, including environmental findings regarding this action as stated above, are approved.
- Section 2. The Executive Director, or her designee, is authorized to execute a contract with the Del Paso Boulevard Partnership to financially assist with the PBID recertification process.
- Section 3. The Executive Director, or her designee, is authorized to amend the Agency budget and transfer \$15,000 from North Sacramento tax increment to the Del Paso Boulevard Partnership and North Sacramento Property and Business Improvement District (PBID) recertification project.