

1.2

September 2, 1998

Redevelopment Agency of the
City of Sacramento
Sacramento, California

Honorable Members in Session

SUBJECT ALLOCATION OF NORTH SACRAMENTO TAX INCREMENT REVENUE FOR
BUSINESS ATTRACTION/BUSINESS RETENTION PROJECTS

COUNCIL DISTRICT District 2

RECOMMENDATION

Staff recommends approval of the attached resolution which authorizes the Redevelopment Agency of the City of Sacramento to:

- Approve proposals to fund specific physical improvements to the North Sacramento Redevelopment Area, entitled "Business Attraction/Business Retention Projects".
- Amend the 1998 Agency budget by transferring \$15,000 from the North Sacramento Developer Assistance Project to "Business Attraction/Business Retention Projects".

CONTACT PERSON John Dangberg, Director of Community Development, 440-1357
Elizabeth Cook, Associate Planner, 440-1399 ext. 1404

COUNCIL MEETING OF September 15, 1998

SUMMARY

This report recommends the establishment of a fund for business attraction/business retention projects in the North Sacramento Redevelopment Area. As businesses in North Sacramento strive to attract customers, redevelopment funds can be used to make additional physical improvements that support their efforts. New physical improvements that would qualify as business attraction/business retention projects may include but are not limited to streetscape improvements, parking improvements, banners, gateway signage, and graffiti abatement.

SACRAMENTO HOUSING & REDEVELOPMENT AGENCY

Redevelopment Agency of the
City of Sacramento
September 2, 1998
Page 2

PAC ACTION

At its July 13, 1998 meeting, the North Sacramento Project Area Committee recommended approval of \$15,000 of tax increment funds for a streetscape beautification project. The votes were as follows:

AYES: 6 (Bird, Jorn, Lott, McCleary, Morgan, Reisinger)

NOES: 0

ABSTENTION: 2 (Johnson, Lemmon)

COMMISSION ACTION

At its meeting of September 2, 1998 the Sacramento Housing and Redevelopment Commission recommended approval of the attached resolution. The votes were as follows:

AYES: Dobbins, Hoag, Holloway, Newsome, Rotz, Simon, Harland

NOES: None

NOT PRESENT TO VOTE: Amundson

ABSENT: Castello, Cespedes, Taylor

BACKGROUND

Over thirty new businesses have opened on Del Paso Boulevard in the last four years. As the new and long-established businesses in North Sacramento strive to attract customers, redevelopment funds can be used to make additional physical improvements that support their efforts. The North Sacramento Project Area Committee, the North Sacramento Chamber of Commerce, and Uptown Arts are developing new projects that will make the Del Paso Boulevard/Arden Way Corridor more business- and shopper-friendly. Recent improvements by these groups include a street tree lighting project, a landscaping project for prominent median strips and planters on Del Paso Boulevard, and the commission of new art for the median strips. New physical improvements that would qualify as "Business Attraction/Business Retention Projects" may include but are not limited to streetscape improvements, parking improvements, banners, gateway signage, and graffiti abatement.

These tax increment funds that will be allocated for "Business Attraction/Business Retention Projects" will be in addition to the on-going investment in other physical improvements in the business district. Other Agency programs include the Commercial Loan Program, Exterior Rebate Program, Business Incentive Programs, and the Grow Sacramento Fund. These programs are used to invest public funds in North Sacramento. Since 1992 over \$2 million dollars of public funds have been invested through these programs, which has resulted in private investment totaling over \$4.5 million dollars. Other publicly funded projects such as the completion of the Exposition Boulevard Extension and the construction of the

SACRAMENTO HOUSING & REDEVELOPMENT AGENCY

Redevelopment Agency of the
City of Sacramento
September 2, 1998
Page 3

Arden-Garden Connector have also helped attract and retain business in North Sacramento.

Staff anticipates strong on-going interest in these types of projects. Therefore, in addition to this \$15,000 allocation of North Sacramento tax increment revenue, additional funds will be requested annually for new "Business Attraction/Retention Projects" in the North Sacramento Redevelopment Area.

FINANCIAL CONSIDERATIONS

Amend the Agency budget to transfer \$15,000 from the North Sacramento Developer Assistance Project to "North Sacramento Business Attraction/Retention Projects."

POLICY CONSIDERATIONS

The action recommended in this report is consistent with the North Sacramento Redevelopment Plan adopted June 30, 1992, and the North Sacramento Implementation Plan adopted on November 22, 1994. No policy changes are recommended.

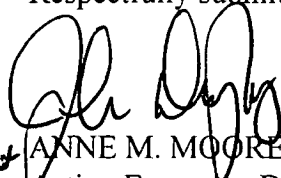
ENVIRONMENTAL REVIEW

The proposed action does not constitute a project under CEQA pursuant to CEQA Guidelines Section 15378 (b) (3), nor a federal undertaking under NEPA.

M/WBE REVIEW

The Agency's M/WBE policy will be followed for all activities on Agency funded projects.

Respectfully submitted by,


ANNE M. MOORE
Acting Executive Director

Transmittal Recommended by:


for WILLIAM H. EDGAR
City Manager

U:\TISTFRP2.FNL.doc



RESOLUTION NO. 98-040

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF _____

**APPROVAL OF PROPOSALS FOR
BUSINESS ATTRACTION/BUSINESS RETENTION PROJECTS
AND ALLOCATION OF \$15,000 FROM NORTH SACRAMENTO
TAX INCREMENT REVENUE BY BUDGET AMENDMENT**

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO:

Section 1. The use of tax increment funds for funding specific physical improvements entitled "Business Attraction/Business Retention Projects" within the North Sacramento Redevelopment Area is approved.

Section 2. The Executive Director or designee is authorized to amend the agency budget by transferring \$15,000 from the North Sacramento Developer Assistance Project to the Business Attraction/Business Retention Projects.

CHAIR

SECRETARY

f:\kj\staffres\david\Tibusatt.ejc

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____