



**Sacramento
Housing &
Redevelopment
Agency**

**REPORT TO REDEVELOPMENT
AGENCY**

City of Sacramento

915 I Street, Sacramento, CA 95814-2604
www.CityofSacramento.org

CONSENT

October 17, 2006

**Honorable Chair and
Members of the Redevelopment Agency**

Title: Franklin Boulevard Property and Business Improvement District Renewal Funding

Location/Council District: Franklin Boulevard Redevelopment Area; City Council District 5

Recommendation: Redevelopment Agency adopt a **Resolution** to amend the Agency Budget to transfer \$30,000 of Franklin Boulevard Redevelopment Area Development Assistance funds to the Franklin Boulevard Business Improvement District Project; and execute an agreement with the Franklin Boulevard Business Association (FBBA) for \$30,000 to partially fund the cost for expansion of the Property & Business Improvement District in the Franklin Boulevard Redevelopment Project Area.

Contact: Chris Pahule, Assistant Director, SHRA, 440-1350; Sarah Hansen, Redevelopment Manager, 440-1399 x 1415

Presenters: Not applicable

Department: Sacramento Housing and Redevelopment Agency

Description/Analysis:

Issue: The Franklin Boulevard Property and Business Improvement District (PBID) was created in 2004 for a relatively small area on Franklin Boulevard with a modest annual budget and three-year sunset. The PBID is administered by the Franklin Boulevard Business Association, and it is in the process of renewing its commitment with the property owners on Franklin Boulevard. As part of the renewal process, the FBBA would like to expand its existing boundaries from Broadway south to Turnbridge Road. Due to a modest budget, the FBBA has requested assistance with the planning efforts to renew the PBID. Please refer to Attachment 2 for the Location Map.

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Committee/Commission Action:

Not applicable

Commission Action:

At its meeting of September 20, 2006 the Sacramento Housing and Redevelopment Commission adopted a motion recommending approval of the attached resolution. The votes were as follows:

AYES: Burns, Burruss, Coriano, Fowler, Gore, Hoag, Piatkowski, Simon, Stivers.

NOES: None.

ABSENT: Shah.

Policy Considerations:

The proposed action is in furtherance of the Franklin Boulevard Redevelopment Plan adopted by the Sacramento City Council, and is consistent with the Franklin Boulevard 2005-2009 Implementation Plan. Facilitating the renewal and expansion of the PBID will help eliminate blight by improving the appearance of the boulevard and promoting economic development.

Environmental Considerations:

The proposed action to fund the expansion of a Property and Business Improvement District is exempt from environmental review under CEQA Guidelines Section 15374 (b)(4), government funding mechanism that does not involve commitment to any specific project that may result in a physical change to the environment. NEPA does not apply.

Rationale for Recommendation:

Expansion of the PBID to include most of Franklin Boulevard will help to effectively coordinate the revitalization efforts on the commercial corridor. The current PBID is a three year pilot that expires in 2007. With the initial successes limited within the existing boundaries, the FBBA believes that the renewal and expansion of the PBID will be approved by the property and business owners. A portion of the proposed boundary extension is beyond the Redevelopment Project Area boundaries. Redevelopment funds will only be spent for renewal and expansion activities within the Project Area boundaries. Please refer to Attachment 1 for background on the Franklin PBID and projects that have been successfully launched during the initial PBID phase.

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Financial Considerations:

This report recommends \$30,000 be transferred from the Franklin Boulevard Development Assistance Fund to the Franklin Boulevard Business Association for the proposed PBID expansion project. The total cost of the expansion is estimated to be \$39,000 with the FBBA paying for the balance of the costs.

M/WBE Considerations:

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

Respectfully Submitted by: 
ANNE M. MOORE
Executive Director

Recommendation Approved:

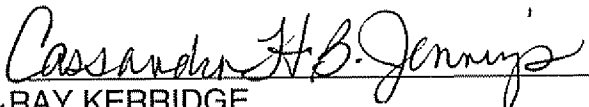

RAY KERRIDGE
City Manager

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Background

The Franklin Boulevard Business Association (FBBA) is taking steps towards financial self-sufficiency and increased services to member business and property owners. To reach this goal the FBBA, as part of its renewal process, is requesting that the Redevelopment Agency provide \$30,000 in redevelopment funds to expand the existing boundaries of the property based business improvement district (PBID) for the Franklin Boulevard Business Association. Please refer to Attachment 2 for the Boundary Map.

A PBID is a benefit assessment district formed by property owners within the established boundaries to provide services including economic development, infrastructure improvements, advocacy, marketing, and municipal services (above what is currently provided). These services are concentrated within a distinct geographic area and are paid for by means of a special property owner assessment. A Board of Directors representing those business and property owners governs the organization responsible for providing these services and improvements.

When the initial Franklin Boulevard PBID was formed in 2004, it was intended that in 2007 there would be a major expansion at the time of renewal. The work to be done is comparable to an initial formation, hence its capacity is equal to the formation of a new PBID. The boundaries of the proposed PBID will triple in size from the existing parameters. The expansion of the PBID is also another step to make this association financially self-sufficient. Currently, the PBID nets the association around \$60,000 a year. It is anticipated that the renewal and expansion will net the association approximately \$200,000 a year.

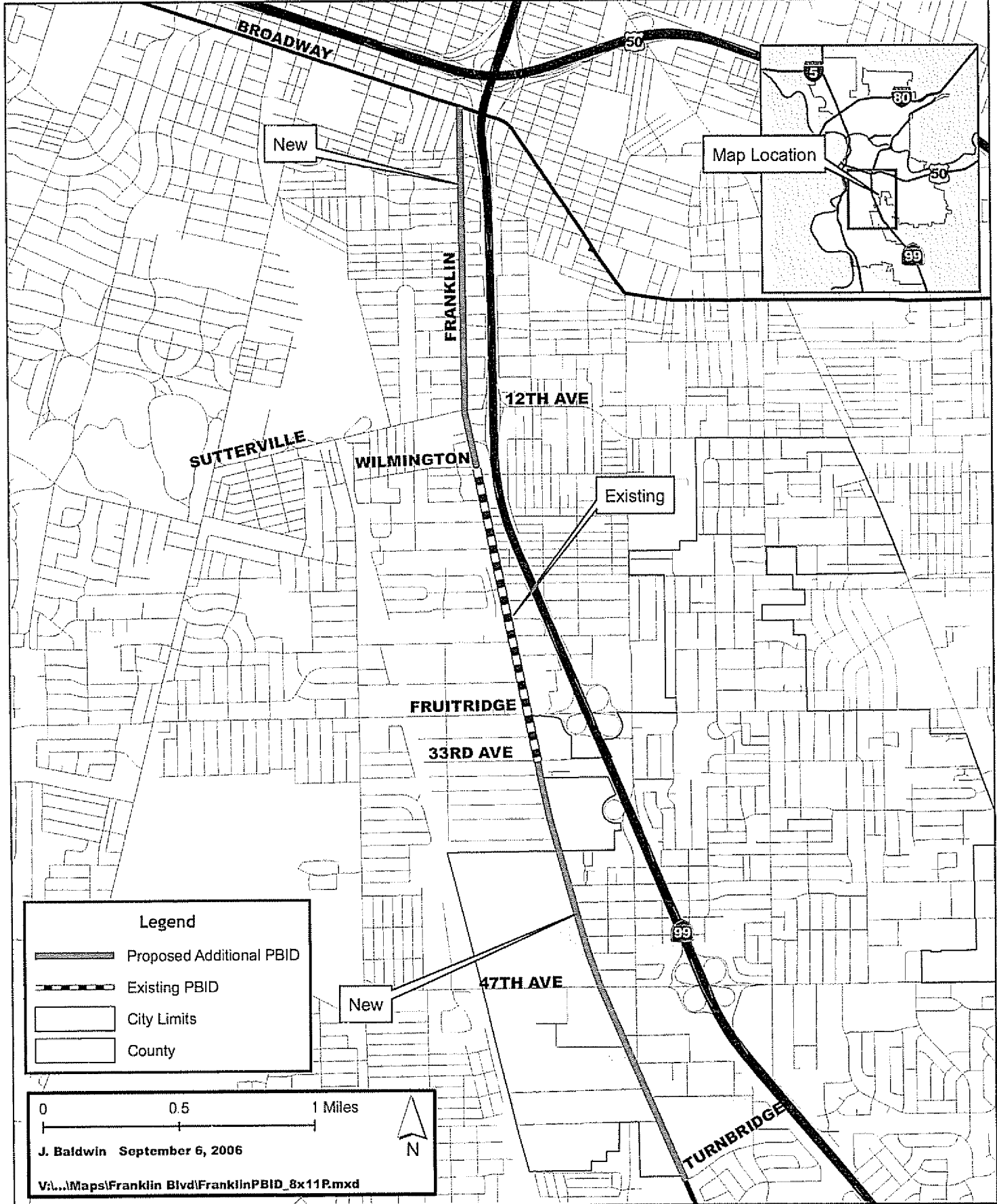
The FBBA has made great strides in revitalizing the Boulevard during the past year including various advocacy efforts for transportation related projects, including a \$4 million Franklin streetscape project (county), improvements to the intersection of Franklin and Fruitridge Road, installation of banners, daily street sweeping, strengthening local law and code enforcement, curbing illegal dumping and graffiti.

From May to December 2005, specific accomplishments (with the assistance of 'New Life Project') to keep the Boulevard clean and safe included:

- Collecting 55 gallon bags of garbage in the PBID area.
- Clearing 17 illegal dumping sites (tires, couches).
- Removing 585 illegal signs.
- Removing over 300 abandoned shopping carts with the assistance of the Sacramento Police Department.
- Reporting illegal dumping sites on a weekly basis to City and County code enforcement.
- Initiating monthly meetings with the Sacramento Police Department, Sacramento Sheriff's Department, City and County Code Enforcement, SMUD, City and County Neighborhood Services to address issues of safety and security for the whole district.



Franklin Boulevard Property Based Business Improvement District



Legend

- Proposed Additional PBID
- Existing PBID
- City Limits
- County

0 0.5 1 Miles

J. Baldwin September 6, 2006

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RESOLUTION NO. _____

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

on date of

APPROVAL OF FUNDS FOR THE FRANKLIN BOULEVARD BUSINESS ASSOCIATION TO RENEW AND EXPAND THE FRANKLIN BOULEVARD PROPERTY AND BUSINESS IMPROVEMENT DISTRICT; RELATED BUDGET AMENDMENT

BACKGROUND

- A. The property and business improvement programs and activities sponsored by the Franklin Boulevard Property and Business Improvement District (PBID) benefit and improve the Franklin Boulevard Redevelopment Project Area by helping to eliminate blight.
- B. The property and business improvement programs and activities of the PBID further the goals of the Franklin Boulevard Redevelopment Project Area 2005-2009 Implementation Plan by leveraging private sector investment, stimulating economic growth and strengthening the economic base of the area along Franklin Boulevard.

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

- Section 1. All of the evidence presented having been duly considered, the findings, including the environmental findings regarding this action, as stated in the staff report that accompanies this resolution, are approved.
- Section 2. The Executive Director, or her designee, is authorized to amend the Agency Budget to transfer \$30,000 in Franklin Boulevard Developer's Assistance tax increment funds to the Franklin Boulevard Property and Business Improvement District Project.
- Section 3. The Executive Director, or her designee, is hereby authorized to enter into an agreement with the Franklin Boulevard Business Association to fund the costs for renewal and expansion of the existing Property and Business Improvement District along Franklin Boulevard within the boundaries of the Franklin Boulevard Project Area in an amount not to exceed \$30,000.

