



REPORT TO COUNCIL

City of Sacramento

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

CONSENT
June 5, 2007

Honorable Mayor and
Members of the City Council

**Title: Florin Road Property and Business Improvement District (PBID) Renewal -
Granting Consent to the County of Sacramento**

Location/Council District: Along the Florin Road corridor from west of Chandler Drive (County) to Tamoshanter Way (City) in Council Districts 5 and 8 (Exhibit A, Page 5).

Recommendation: 1) Adopt a **Resolution** granting consent to the County of Sacramento to include 128 parcels within the City limits in the Florin Road PBID renewal.

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: Florin Road property and business owners requested the County of Sacramento to renew the Florin Road Property and Business Improvement District (PBID) for a ten-year term. A portion of the properties proposed to be assessed lies within the limits of the City of Sacramento. By granting the County jurisdiction to assess parcels located in the City and to continue the administration of the special district, the public interest in providing improvement services to enhance economic development, will be served.

Policy Considerations: The formation proceedings for this district are being processed as 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."

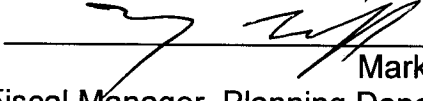
Environmental Considerations: Under California Environmental Quality Act (CEQA) guidelines, annual proceedings of a Special District does not constitute a project and is therefore exempt from review.

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: The district is self-supporting and has no impact on the General Fund. The district’s activities will be funded by special assessments voted upon by the property owners within the district. If approved, the new assessment rate will be \$0.014 per square foot of land, which should yield approximately Three Hundred Thousand Dollars (\$300,000) annually to continue the District’s services. The total assessment amount proposed in 2007/08 for parcels within the City limits is \$107,446. There are no City-owned parcels located within this District.

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, Planning Department

Approved by: 
Carol Shearly
Director, Planning Department

Recommendation Approved:

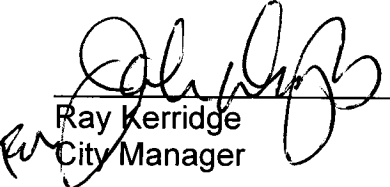

Ray Kerridge
City Manager

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BACKGROUND

The District was originally formed in 1997, with the County requesting and receiving authorization from the City of Sacramento to act as the lead jurisdiction for purposes of administration of the District and imposition of the special assessment. The proposed district renewal includes approximately Three Hundred and Five (305) properties. One Hundred Twenty Eight (128) properties are located within the City of Sacramento while the remaining One Hundred Seventy Seven (177) are located within the unincorporated area of Sacramento County.

For the past five years, the Florin Road PBID has provided services related to streetscape design and implementation, marketing and promotions, business liaison, as well as security/safety services to property owners located within the District. Property owners within the District voted to assess themselves approximately Two Hundred Eighty Thousand Dollars (\$280,000) annually to fund the above-mentioned services. Significant streetscape improvements have been made, including new medians and landscaping, street lighting, and the Adopt-a-Street program.

In 2006, property owners within the District determined that the renewal of the PBID should be undertaken. A petition drive was held to obtain signatures of property owners for renewal of the PBID. Property owners representing over 50% of the total assessment amounts, signed the petitions requesting the renewal process be undertaken. The petitions were submitted to the County in April 2007.

RESOLUTION NO.

Adopted by the Sacramento City Council

**GRANTING CONSENT TO THE COUNTY OF SACRAMENTO TO RENEW THE
FLORIN ROAD PROPERTY AND BUSINESS IMPROVEMENT DISTRICT**

BACKGROUND

- A. The County of Sacramento is beginning the process to renew the Florin Road Property and Business Improvement District (Florin Road PBID) for a ten-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 limits of the City of Sacramento.
- C. The area of the City 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 City of Sacramento, through its City Council, is hereby given to authorize the renewal of the Florin Road 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.

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Exhibit A

Proposed Florin Road Property and Business Improvement District

