



CITY OF LONG BEACH

R-28

DEPARTMENT OF COMMUNITY DEVELOPMENT

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

November 3, 2009

HONORABLE MAYOR AND CITY COUNCIL

City of Long Beach

California

RECOMMENDATION:

Adopt the attached Resolution approving the Annual Assessment Report for October 1, 2009 to September 30, 2010, for the Belmont Shore Parking and Business Improvement Area, declaring its intention to levy the annual assessment, and setting the date of hearing for December 1, 2009. (District 3)

DISCUSSION

The Belmont Shore Business Association (BSBA) promotes and markets the commercial area along Second Street using funds generated through the assessment of businesses located in the Belmont Shore Parking and Business Improvement Area (BSPBIA). State law governing Parking and Business Improvement Areas require the submission of an annual assessment report by the Advisory Commission designated for this assessment district. On June 18, 2009, the BSPBIA Advisory Commission voted to recommend to City Council approval of the BSPBIA Annual Report (Attachment A).

The Assessment Report describes boundaries, proposed activities and budgetary information, as well as the method and basis for continuation of the assessment. The Assessment Report proposes no change in the basis and method of levying the assessment and no significant change in proposed activities.

The recommended Resolution of Intention grants approval of the Assessment Report, declares the intention of the City Council to levy the assessment for proposed activities, and sets the date of the public hearing for December 1, 2009.

This letter was reviewed by Chief Assistant City Attorney Heather Mahood on October 8, 2009 and Budget and Performance Management Bureau Manager David Wodynski on October 19, 2009.

TIMING CONSIDERATIONS

City Council action is requested on November 3, 2009 to allow purchase order and contract modifications to be completed so that Fiscal Year 2010 (FY 10) assessment transfers may be made as required by the Agreement for Funding with the BSBA.

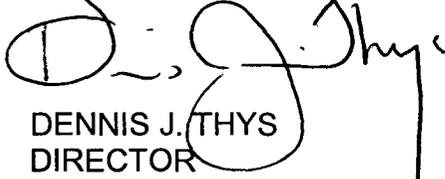
FISCAL IMPACT

It is expected that the BSPBIA will generate \$127,000 in FY 10 through the proposed continuation of the existing assessment. Sufficient funds are included in the FY 10 Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Community Development (CD). FY 10 assessment revenue will fully offset the allocation in SR 132. There is no impact to the General Fund.

SUGGESTED ACTION:

Approve recommendation.

Respectfully submitted,



DENNIS J. THYS
DIRECTOR
DEPARTMENT OF COMMUNITY DEVELOPMENT

DJT/VG:lb
11-03-09 Belmont ROI FY 2010 v2

Attachments: Attachment A - Belmont Shore Parking and Business Improvement Area FY 2010
Annual Report
Resolution of Intention Approving 2010 Annual Report and Levy

APPROVED:



PATRICK H. WEST
CITY MANAGER

OFFICE OF THE CITY ATTORNEY
ROBERT E. SHANNON, City Attorney
333 West Ocean Boulevard, 11th Floor
Long Beach, CA 90802-4664

1 RESOLUTION NO.

2
3 A RESOLUTION OF THE CITY COUNCIL OF THE
4 CITY OF LONG BEACH APPROVING AN ANNUAL REPORT
5 FOR OCTOBER 1, 2009 TO SEPTEMBER 30, 2010 FOR
6 THE BELMONT SHORE PARKING AND BUSINESS
7 IMPROVEMENT AREA AND DECLARING ITS INTENTION
8 TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL
9 YEAR

10
11 WHEREAS, pursuant to Section 36533 of the California Streets and
12 Highways Code, the Belmont Shore Parking and Business Improvement Area Advisory
13 Commission has caused a Report to be prepared for October 1, 2009 to September 30,
14 2010 relating to the Belmont Shore Parking and Business Improvement Area which is
15 located along the commercial corridor at Second Street generally between Livingston
16 Drive and Bayshore Avenue within the City of Long Beach; and,

17 WHEREAS, said Report contains, among other things, with respect to
18 October 1, 2009 to September 30, 2010, all matters required to be included by the above
19 cited Section 36533; and,

20 WHEREAS, having approved such Report, the City Council hereby
21 declares its intention to:

22 1. Confirm levy of and direct collecting within assessments for the
23 Belmont Shore Parking and Business Improvement Area for October 1, 2009 to
24 September 30, 2010. Said assessments are proposed to be levied at the rates set forth
25 in Exhibit "A."

26 2. Provide that each business shall pay the assessment with its
27 business license tax; and

28 WHEREAS, to this end, the proposed activities and improvements

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1 undertaken by the Area include those generally specified in the establishing Ordinance
2 No. C-5963, Section 5, as adopted by the City Council on June 7, 1983; and

3 WHEREAS, a copy of the Report is on file with the City Clerk and includes
4 a full description of the activities and improvements to be provided from October 1, 2009
5 to September 30, 2010, the boundaries of the area, and the proposed assessments to be
6 levied on the businesses that fiscal year and all other information required by law; and

7 WHEREAS, it is the desire of this City Council to fix the time and place for a
8 public hearing to be held in the City Council Chamber of the City of Long Beach on
9 December 1, 2009, at 5:00 p.m., regarding the Report, the levy and the proposed
10 program for the 2009-2010 fiscal year;

11
12 NOW THEREFORE, the City Council of the City of Long Beach resolves as
13 follows:

14 Section 1. That certain Report entitled "Assessment Report for
15 October 1, 2009 to September 30, 2010, Belmont Shore Parking and Business
16 Improvement Area" as filed with the City Clerk is hereby approved.

17 Section 2. On December 1, 2009, at 5:00 p.m., in the City Council
18 Chamber of the City of Long Beach located in the Long Beach City Hall, First Floor, 333
19 West Ocean Boulevard, Long Beach, CA 90802, the City Council of the City of Long
20 Beach will conduct a public hearing on the levy of proposed assessments for October 1,
21 2009 to September 30, 2010 for the Belmont Shore Parking and Business Improvement
22 Area with no change in the basis and method assessment. All concerned persons are
23 invited to attend and be heard, and oral or written protests may be made, in accordance
24 with the following procedures:

25 A. At the public hearing, the City Council shall hear and consider
26 all protests. A protest may be made orally or in writing by any interested
27 person. Any protest pertaining to the regularity or sufficiency of the
28 proceedings shall be in writing and shall clearly set forth the irregularity or

1 defect to which the objection is made.

2 B. Every written protest shall be filed with the City Clerk at or
3 before the time fixed for the public hearing. The City Council may waive
4 any irregularity in the form or content of any written protest and at the public
5 hearing may correct minor defects in the proceedings. A written protest
6 may be withdrawn in writing at any time before the conclusion of the public
7 hearing.

8 C. Each written protest shall contain a description of the
9 business in which the person subscribing the protest is interested sufficient
10 to identify the business and, if a person subscribing is not shown on the
11 official records of the City as the owner of the business, the protest shall
12 contain or be accompanied by written evidence that the person subscribing
13 is the owner of the business. A written protest which does not comply with
14 this section shall not be counted in determining a majority protest.

15 Section 3. The City Clerk shall give notice of the public hearing called for
16 in Section 2 by causing this Resolution of Intention to be published once in a newspaper
17 of general circulation in the City not less than seven days before the public hearing.

18 Section 4. This resolution shall take effect immediately upon its adoption
19 by the City Council, and the City Clerk shall certify the vote adopting this resolution.

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I hereby certify that the foregoing resolution was adopted by the City Council of the City of Long Beach at its meeting of _____, 2009, by the following vote:

Ayes: Councilmembers: _____

Noes: Councilmembers: _____

Absent: Councilmembers: _____

City Clerk

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EXHIBIT A

BELMONT SHORE BUSINESS PARKING AND BUSINESS IMPROVEMENT ASSESSMENT FORMULA 2009-2010

<u>Categories</u>	<u>Base Rate</u>	<u>Employee Rate</u>
Financial Institution & Insurance	\$1,646.22	\$16.50
Service Real Estate Office	\$638.70	\$22.00
Retail – Restaurant w/alcohol & RTE	\$640.19	\$ 9.63
Retail – Other	\$548.73	\$ 8.25
Consulting	\$425.80	\$22.00
Construction Contractor	\$425.80	\$22.00
Professional	\$425.80	\$22.00
Service – Other	\$319.35	\$16.50
Misc. Rec/Ent, Vending, Manufacturing, Unique & Wholesale	\$319.35	\$16.50
39% Reduced Rate for Service-related Independent Contractors	\$194.80	\$16.50