



Legislation Details (With Text)

File #: 13-0748 **Version:** 1 **Name:** PW - ROI for 4th Street PBIA D2
Type: Resolution **Status:** Adopted
File created: 8/12/2013 **In control:** City Council
On agenda: 9/3/2013 **Final action:** 9/3/2013

Title: Recommendation to adopt resolution approving the Annual Assessment Report from October 1, 2013 to September 30, 2014 for the Fourth Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for Tuesday, October 8, 2013. (District 2)

Sponsors: Public Works

Indexes:

Code sections:

Attachments: 1. 090313-C-13sr&att.pdf, 2. RES-13-0077.pdf

Date	Ver.	Action By	Action	Result
9/3/2013	1	City Council	approve recommendation and adopt	Pass

Recommendation to adopt resolution approving the Annual Assessment Report from October 1, 2013 to September 30, 2014 for the Fourth Street Parking and Business Improvement Area, declaring its intention to levy the annual assessment and setting the date of hearing for Tuesday, October 8, 2013. (District 2)

The Fourth Street Improvement Association (FSIA) promotes and markets the Fourth Street commercial area using funds generated through the assessment of area businesses located in the Fourth Street Parking and Business Improvement Area (FSPBIA). State law governing Parking and Business Improvement Areas requires that an annual assessment report be submitted to the City Council by the Advisory Commission designated for the Assessment District. On July 25, 2013, the FSPBIA Board voted to recommend to the City Council approval of the FSPBIA Assessment Report, which is attached to the Resolution as Exhibit A.

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

The Assessment Report requests a change in the district boundaries to include businesses located easterly on Fourth Street to Temple Avenue. The FSIA board petitioned the businesses located within the boundaries of the proposed expansion via US mail, and they conducted outreach by walking door-to-door. As a result, 65 percent of the total number of businesses located within the proposed expansion area expressed support for the District expansion. Of the number of business owners who responded to the petition, 87 percent are in support of the expansion. It is requested that the City Attorney amend the appropriate ordinance modifying the Fourth Street Parking and Business Improvement Area boundary as shown on Exhibit B of the Resolution.

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 a public hearing for October 8, 2013.

This matter was reviewed by Deputy City Attorney Amy Webber on July 31, 2013, and Budget Management Officer Victoria Bell on August 5, 2013.

City Council action is requested on September 3, 2013 to allow purchase order and contract modifications to be completed so that Fiscal Year 2014 (FY14) assessment transfers may be made as required by the Agreement for Funding with the FSBIA.

It is estimated that the FSPBIA will generate \$15,800 in FY 14 through the proposed continuation of the existing assessment, in addition to the increased assessment as a result of the boundary expansion. Assessment funds are collected through additional fees attached to FSPBIA business licenses and passed directly through to the (FSIA) for implementation of annual programs. Sufficient funds are included in the FY 14 Proposed Budget in the Parking and Business Area Improvement Fund (SR 132) in the Department of Public Works (PW). There is no local job impact associated with the recommendation.

Approve recommendation.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LONG BEACH APPROVING AN ANNUAL REPORT FOR OCTOBER 1, 2013 TO SEPTEMBER 30, 2014 FOR THE FOURTH STREET PARKING AND BUSINESS IMPROVEMENT AREA AND DECLARING ITS INTENTION TO LEVY THE ANNUAL ASSESSMENT FOR THAT FISCAL YEAR

ARA MALOYAN, PE
ACTING DIRECTOR OF PUBLIC WORKS

APPROVED:

PATRICK H. WEST
CITY MANAGER