



**Uptown Renaissance
North Long Beach, California**

Overview

- **Jordan High School Major Renovation**
- **DeForest Wetlands Restoration Project**
- **Coalition for a Healthy Long Beach**
- **Firestation 12**
- **North Branch Library**
- **Atlantic Avenue Streetscape project**
- **Proposed Uptown Property and Business Improvement District (PBID)**

PBID Overview

Formation of the Uptown Property and Business Improvement District (PBID) is a proactive effort to help improve the area and protect property owners' investments. The formation of the Uptown PBID is an essential component to the Uptown Renaissance.

The PBID will provide tree and median maintenance, economic development, business attraction and retention, promotion, security, and advocacy directly to assessed properties. These services are all designed to specially benefit the assessed properties. The assessment rates for the various parcels within the PBID have been designed to reflect the benefit each type receives from the services.

The proposed PBID will have a five-year life beginning January 1, 2014 and ending December 31, 2018. The PBID's budget for the initial year of its five-year operation is anticipated to be \$199,769.46. Funds will be spent as detailed in the table below.

Service	Annual Percent	Annual Amount
Security	35%	\$69,919.31
Maintenance	30%	\$59,930.84
Promotions	14%	\$27,967.72
Economic Development & Administration	17.5%	\$34,959.66
Contingency	3.5%	\$6,991.93
Total	100%	\$199,769.46



Jordan High School

The PBID includes one parcel owned by the Long Beach Unified School District, which parcel is home to Jordan High School.

The services proposed to be provided by the PBID will benefit Jordan High School in many ways.

- Services provided by the PBID will be comprehensive and coordinated throughout Uptown. By making an investment in the PBID, property owners are pooling funds and achieving economies of scale that are not possible for individual owners, even if those individual owners own multiple parcels, as the PBID also has the advantage of geographic concentration. This economy of scale allows for a greater level of services, making Uptown an even better area for residents, Jordan High School students, and employees.

- Several revitalization projects are currently underway in the Uptown Area. This includes improvements along Atlantic Avenue, and the \$150M+ in grant funds being spent to upgrade Jordan High School. The PBID's services will be a proactive, comprehensive effort ***to protect and enhance these investments*** in infrastructure.

- The PBID's services will be supplemental, and provided in partnership with existing services. The school already has security services, and is installing additional cameras. The PBID's security services will work with and expand upon the school's existing security. The PBID's services will focus on the ***perimeter of the school***, while the school's security focuses on the interior. By working in nearby areas throughout the PBID, the security services will also help stop potential issues before they reach Jordan High School.

- The advocacy program will work to promote the school's interests, particularly related to development of nearby vacant parcels. As the parcels are developed, the PBID will work with the owners and development team, to ensure the development takes into consideration the needs of both the school and its students.

- Jordan High School can have an active part in determining the PBID's specific services. The services will be managed by a new non-profit, the Uptown Community and Property Association. The school can have a seat on the Association's board, which will be comprised of owners of assessed parcels.

The assessment rate for Jordan High School's parcel is one-half-cent per parcel square foot, which results in an annual assessment of \$5,823.72. The School District's resulting "voting" weight in the PBID formation process is 2.92%. The school district's investment in the PBID will help provide economical, supplemental services which complement and enhance existing efforts to improve Jordan High School.



North Long Beach PBID
Formation Deadlines
 March 11, 2013

Date	Task	Party
2/1/13	Submit database, MDP/ER and Petition to City for review	Civitas
2/11/13	MDP/ER & petition comments to Civitas	City
2/13/13	Revised MDP/ER & petition to City	Civitas
2/25/13	MDP/ER & petition finalized	City / Civitas
3/18/13	Petition drive kick-off	Civitas / Committee
4/2/13	City Manager authorized to sign petition & ballot	City Council
4/2/13	Approve City signing petition	Successor Agency
4/8/13	Approve City signing petition	Oversight Board
4/30/13	Submit draft ROI, Notice & Ballot to City	Civitas
5/13/13	ROI, Notice & Ballot comments to Civitas	City
5/21/13	Finalize ROI, Notice & Ballot	Civitas
5/21/13	Submit signed petitions to City	Civitas / Committee
6/4/13	Initial Hearing / Petition Certification / ROI	City Council
6/5/13	Mail Notice & Ballots	City Clerk / Civitas
7/23/13	Final Hearing / Ballot Count	All
8/15/13	Files UPCA Articles of Incorporation	Board / Civitas
10/1/13	Appoint UPCA Board; Adopt Bylaws	Board / Civitas

Items in red must be completed by deadline in order to begin PBID services in 2014.