

Community Benefit District Resolution of Intention

Resolution of Intention to form the Downtown
Santa Rosa CBD and set in motion the
balloting and public hearing

City Council – March 22, 2018



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Planning & Economic Development Department

Background

1. Downtown Business Interest

- PBID interest submitted by the DAO – Downtown Action Organization
- City hired special benefit district formation consultant New City America
- Reviewed and discussed at Downtown Subcommittee

2. Ordinance No. 2018-004 Adopted

- On March 20, 2018, Ordinance 2018-006 added Article V to City Code Chapter 6-56, enabling the establishment of CBDs

3. Petition Packets Mailed

- In April 2018, CBD petition packets were mailed to property owners, due back by May 18, 2018.
- Property owners representing 30% of the total assessments must sign petitions to trigger balloting.

Proposed CBD Area

- Bordered by:**

Morgan
E St.
1st St.
7th St.

- Assessment Basis:**

- Linear Frontage
- Building Square Footage
- Lot Square Footage



First Year Annual Budget

Special Benefit Category	Year 1 Budget	% of Budget
Sidewalk Operations/Civil Sidewalks includes safety, cleanliness, beautification, and the maintenance of an attractive appearance of the District	\$350,000	66%
District Identity/Streetscape Improvements Includes branding and advertising, seasonal decorations and events, art, potential valet service and public space design and development	\$50,000	9%
Parking and Mobility Related Work with City on promotion of city parking structures and ways to maximize on-street parking, accommodate shared parking and look at other forms of mobility within the district and to the rail station	\$40,000	7.5%
Program Management/Administration Staff and administration, insurance, rent, legal, and accounting	\$75,000	14%
Contingency/Reserve Delinquencies, City and County fees, and reserves	\$18,645	3.5%
Total First Year Budget	\$533,645	100%

CBD: Recommendation

It is recommended by the Planning and Economic Development Department that the Council:

- 1) Adopt a Resolution to receive and file the Santa Rosa Downtown Community Benefit District petition results; and
- 2) Adopt a Resolution of Intention to form the Downtown Santa Rosa CBD, authorize the City Manager to sign the petition and forthcoming ballot, set in motion the balloting, schedule the public hearing for July 17, 2018, approve the Management District Plan and Engineer's Report, and direct the City Clerk to mail ballots to the proposed CBD property owners.