

Community Benefit District **Resolution of Intention**

Resolution of Intention to form the Railroad Square CBD and set in motion the balloting and public hearing

City Council – September 10, 2019



Rafael Rivero, Economic Development Specialist
Planning & Economic Development Department

Background

1. Ordinance No. 2018-004 Adopted

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

2. Railroad Square Business Interest

- Railroad Square Association approached the City with a request to form a CBD
- City hired special benefit district formation consultant New City America
- Reviewed and discussed at Downtown Subcommittee

3. Petition Packets Mailed

- On August 21, 2019, Railroad Square CBD petition packets were mailed to property owners.
- Property owners representing 30% of the total assessments must sign petitions to trigger balloting.

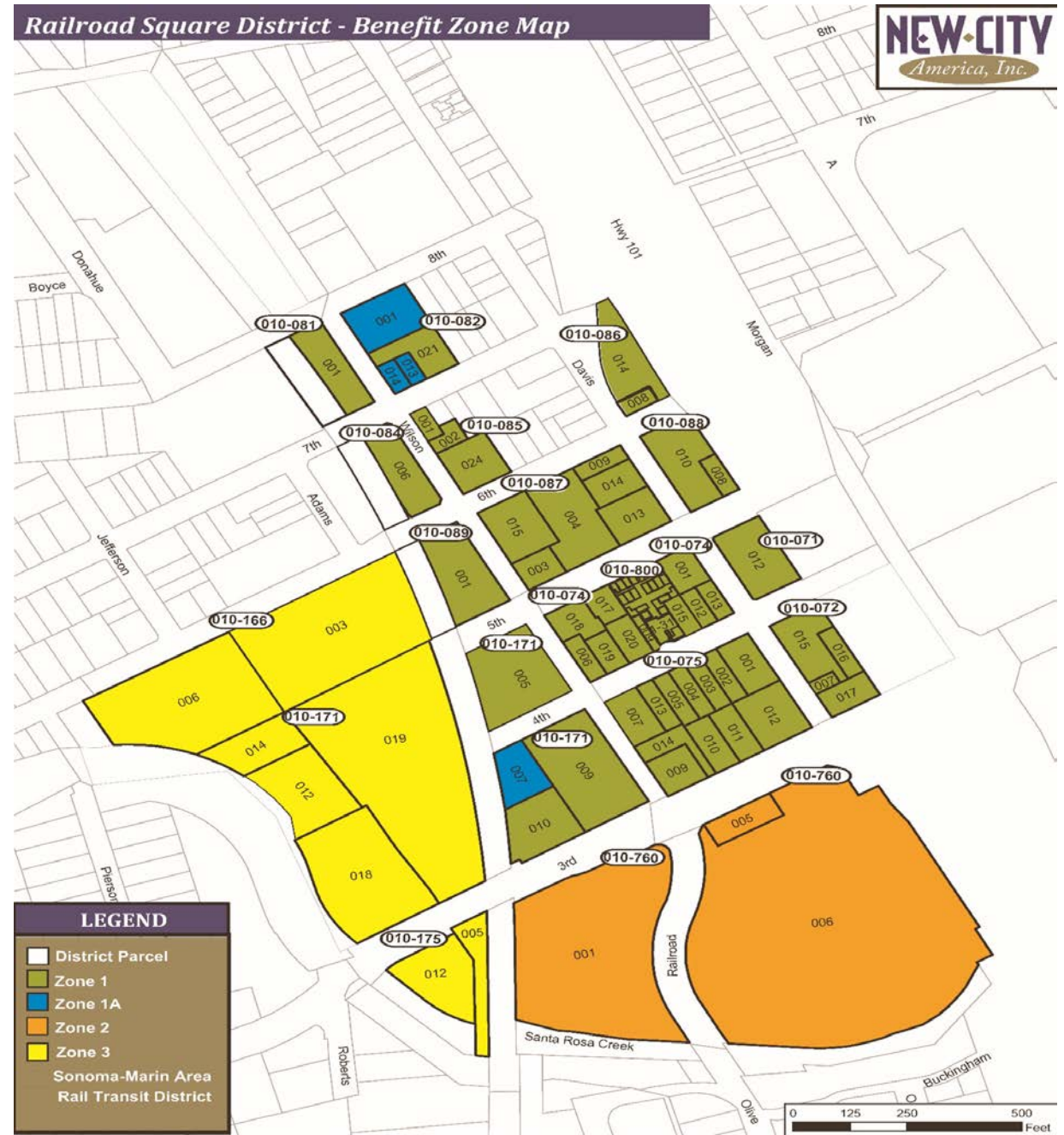
Proposed CBD Area

- **Bordered by:**

Third Street to
West Eight Street
Davis to
Rail tracks

- **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	\$160,000	68%
District Identity/Streetscape Improvements Includes branding and advertising, seasonal decorations and events, art, potential valet service and public space design and development	\$30,000	13%
Program Management/Administration Staff and administration, insurance, rent, legal, and accounting	\$42,000	18%
Contingency/Reserve Delinquencies, City and County fees, and reserves	\$1,122	1%
Total First Year Budget	\$233,122	100%

CBD: Recommendation

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

- 1) Authorize the City Manager to sign the Santa Rosa Railroad Square Community Benefit District petition and forthcoming ballot
- 2) Adopt a Resolution to receive and file the District petition results
- 3) Adopt a Resolution of Intention to form the Santa Rosa Railroad Square Community Benefit District, approve the Management District Plan and Engineer's Report, set in motion the balloting by directing the City Clerk to mail ballots to the proposed CBD property owners, and schedule the public hearing for October 29, 2019.