

STAFF REPORT
City of Lancaster

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Date: June 28, 2011

To: Mayor Parris and City Council Members

From: Vern Lawson, Economic Development/Redevelopment Director

Subject: **Annual Assessment of the Parking and Business Improvement District (PBID) Levy in The BLVD Association Boundary**

Recommendation:

Adopt **Resolution No. 11-36**, approving The BLVD Association's 2010-2011 Year End Report and levying the annual assessment for the Downtown Lancaster Business Improvement District for the 2011-2012 Fiscal Year.

Fiscal Impact:

None.

Introduction:

Throughout the City of Lancaster's BLVD Transformation Project, The BLVD Association has played an integral role in the revitalization of the downtown area. Well before construction began, the Association provided valuable input in the creation and implementation of the Downtown Lancaster Specific Plan. Throughout construction, Association members served as key points of contact to ensure that all businesses on The BLVD stayed abreast of the ever-changing construction activity. The BLVD Association and its members have also been involved in the many new events in the Celebrate Downtown Lancaster series, in addition to hosting their own special events such as the annual Holiday Stroll and the inaugural Mardi Gras Off-the-BLVD Block Party. The group hosts monthly meetings at a variety of businesses throughout the downtown area in order to coordinate efforts to further develop The BLVD as a regional destination.

These activities serve to significantly enhance the City of Lancaster's efforts to transform downtown Lancaster into the arts, entertainment and shopping capital of northern Los Angeles County. The annual renewal of the Parking and Business Improvement District (PBID) administered by The BLVD Association will serve to allow the continuation of these efforts and the organization's partnership with the City.

According to the California Streets and Highways Code Section 36500 et. seq., the City Council is required to re-levy the assessment for the PBID each fiscal year. The BLVD Association recommends moving forward with this action.

Background:

In the late 1980s, City and Agency officials sought a way to promote commerce in the downtown area, including satisfying a need for parking. Their efforts culminated in the adoption of Ordinance No. 521 on November 20, 1989, establishing the Downtown Lancaster Parking and Business Improvement District (PBID). On the same date, the City Council also approved a formal agreement with the Lancaster Old Town Site Committee (now known as The BLVD Association) to administer the PBID. This agreement requires the Association to prepare an administrative report outlining the expenditures from the past fiscal year, as well as the proposed budget for the upcoming fiscal year (please see attachments 5 through 9).

In 1990, Senate Bill 1424 was enacted, modifying California Streets and Highways Code Section 36500 et. seq. to require the legislative body (the City Council) to re-levy the assessment for each fiscal year a PBID is in effect. The re-levy of the assessment procedure requires the acceptance of the report from The BLVD Association in its capacity as the PBID Advisory Board for the City Council, as well as adoption of a resolution of intent followed by a public hearing on the assessment.

The current fiscal assessment for 2010-2011 and the proposed 2011-2012 assessment are identical. The proposed assessment level is outlined in Exhibit C. Exhibit A illustrates the PBID geographic boundaries, which generally encompass businesses on the north and south sides of Lancaster Boulevard from 10th Street West to Sierra Highway, with portions of these streets also included.

At its regular meeting on June 14, 2011, the City Council adopted the Resolution of Intent to set the Public Hearing for June 28, 2011 to consider the PBID annual renewal for Fiscal Year 2011-2012. In accordance with the California Streets and Highways Code Section 36500 et. seq., the Council is required to hear all protests and receive evidence for or against the assessment for the new fiscal year. Proceedings shall terminate if a protest is made in writing on or before the public hearing and a majority of the owners of businesses in the PBID that pay 50% or more of the assessments oppose the renewal of the PBID.

Summary:

The BLVD Association, which administers the Downtown Lancaster PBID, has requested the continuation of the PBID during the upcoming fiscal year. This will allow businesses in the downtown area to continue to pool resources and coordinate efforts to promote the newly revitalized BLVD as a major regional destination for the arts, entertainment, shopping and dining. Adopting the attached resolution to renew the PBID will contribute to the City and The BLVD Association's ongoing efforts to enhance the economic vitality of the downtown area.

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Attachments:

1. Resolution No. 11-36
2. Exhibit A – Boundary Map
3. Exhibit B – Legal Description
4. Exhibit C – Assessment Fee
5. The BLVD Association Support Letter
6. The BLVD Association 2010-11 Administrative Report
7. The BLVD Association Profit & Loss Statement
8. The BLVD Association Balance Sheet
9. The BLVD Association 2011-12 Budget