

THE BOARD OF SUPERVISORS OF THE COUNTY OF STANISLAUS  
ACTION AGENDA SUMMARY

DEPT: Chief Executive Office

BOARD AGENDA # \*B-4

Urgent

Routine

*pkc*

AGENDA DATE June 2, 2015

CEO Concurs with Recommendation YES  NO   
(Information Attached)

4/5 Vote Required YES  NO

SUBJECT:

Authorization to Sign a Petition to the City of Modesto in Support of the Formation of the Downtown Modesto Community Benefit District

STAFF RECOMMENDATIONS:

Authorize the Chairman of the Board to sign the petition to the City of Modesto to form the Downtown Modesto Community Benefit District 2015.

FISCAL IMPACT:

The property tax assessment for the Community Benefit District (CBD) is estimated to be \$36,745 annually. This is based on the following formula: Linear frontage rate of \$7.0938 per linear foot, Parcel/Lot size rate of \$0.024654 per square foot, and there is no public commitment for Building/Structures.

BOARD ACTION AS FOLLOWS:

No. 2015-248

On motion of Supervisor Chiesa, Seconded by Supervisor De Martini

and approved by the following vote,

Ayes: Supervisors: O'Brien, Chiesa, Monteith, and De Martini

Noes: Supervisors: None

Excused or Absent: Supervisors: None

Abstaining: Supervisor: Chairman Withrow

1) X Approved as recommended

2) \_\_\_\_\_ Denied

3) \_\_\_\_\_ Approved as amended

4) \_\_\_\_\_ Other:

MOTION:

This Item was removed from the consent calendar for discussion and consideration.

ATTEST:

*Christine Ferraro*  
CHRISTINE FERRARO TALLMAN, Clerk

File No.

## Authorization to Sign a Petition to the City of Modesto in Support of the Formation of the Downtown Modesto Community Benefit District

### **DISCUSSION:**

A Community Benefit District (CBD) is a property owner based assessment area, where property owners self-assess themselves to cover the costs of services that otherwise would not be provided such as litter removal, decorative landscaping and flowers, panhandling abatement, marketing and branding for the downtown area, etc. A CBD program strives to improve the overall quality of life in targeted commercial districts, mixed-use neighborhoods and downtown districts through developing partnerships between business, city/county jurisdictions, and the local community. Once an area, or footprint, is established and has voted to establish a CBD program, local property owners are levied a special assessment (property tax assessment) to fund improvements to the designated district area. The funds are then managed and administered by a non-profit organization established by the district participants.

The City of Modesto, working with local business community leaders are conceptually working on the formation of a CBD in the downtown Modesto core (see Attachment 1). There have been six meetings held to discuss the potential footprint for such a district and an interest survey has been distributed to business and property owners within the potential district boundary.

The assessment methodology includes three assessment components: Linear frontage cost (linear feet of actual street frontage), Parcel/Lot size (land based square footage), and Building/Structures (vertical/structural square footage). Additionally, a fourth assessment for future residential condo construction is identified to cover any future downtown residential development.

Linear frontage is determined based upon the total number of linear feet that a property fronts on the street. Some properties (mid-block as example) may have only one side assessed for street frontage, others may have linear frontage on several or all sides (corner lots or full blocks). The assessment received for linear frontage will be used to improve sidewalk presence, power wash campaigns, general clean up and graffiti abatement issues and concerns. All participants in the CBD would be assessed this component.

Parcel and lot size refers to the square footage allocation of the physical lot/land component. The assessment received for parcel/lot size will be used to improve security and issues related to loitering and homeless gathering. All participants in the CBD would be assessed this component.

Buildings and structures refers to the vertical square footage associated with actual buildings and structures. The assessment received for building and structures will be used for marketing and promotional purposes, promoting the downtown core as a district. This assessment is not collected from public entities such as the City of Modesto, County buildings, Stanislaus County Office of Education, or State court facilities due to the fact that these public facilities cater to public services and marketing their presence is counter intuitive to their missions.

## Authorization to Sign a Petition to the City of Modesto in Support of the Formation of the Downtown Modesto Community Benefit District

Based upon the core service area map as currently being discussed, the County facilities included in this area include the library main branch, District Attorney 12<sup>th</sup> Street building and garage, Courthouse park, downtown jail, Clerk Recorder and Public Defender (1021 I Street), SBT and Probation (801 11<sup>th</sup> Street), and the Gallo Performing Arts Center. The 10<sup>th</sup> Street Place building is listed as part of the City of Modesto Redevelopment Agency and therefore not included in the attached assessment estimate.

The petition to the City of Modesto to form the downtown Modesto CBD is the next step in the process. Signing the petition (Attachment 2) shows support to the formation of the district. If the City of Modesto receives a total support from 30% of property owners they will conduct a vote.

### **POLICY ISSUES:**

The recommended action supports the Board's priorities of A Strong Local Economy by supporting local downtown community.

### **STAFFING IMPACTS:**

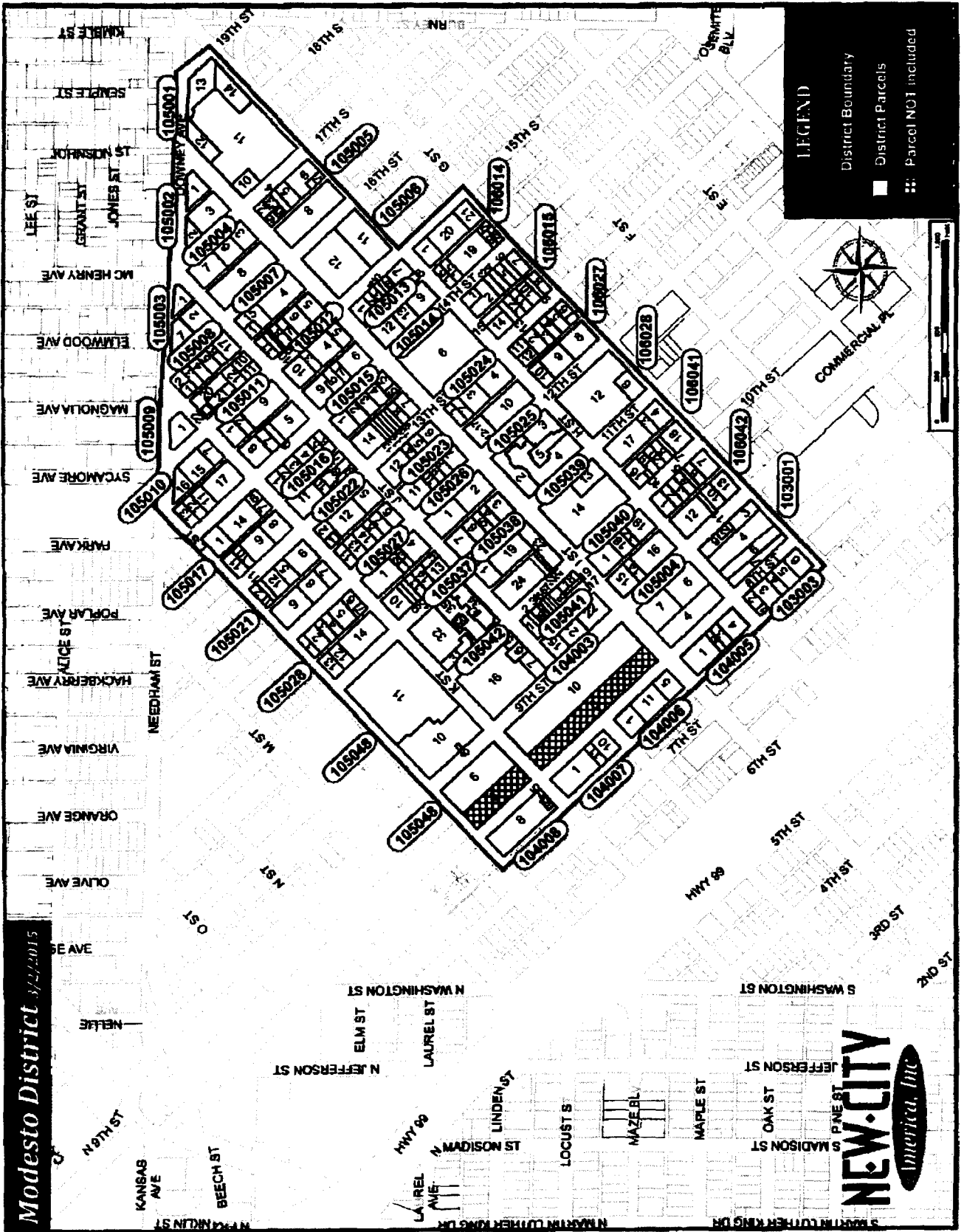
Staff in the Chief Executive Office has participated on the CBD Formation Committee.

### **CONTACT:**

Keith D. Boggs, Assistant Executive Officer Telephone: 652-1514

### **ATTACHMENTS:**

1. Map of Community Benefit District area
2. Petition to the City of Modesto




# PETITION TO THE CITY OF MODESTO TO FORM THE DOWNTOWN MODESTO COMMUNITY BENEFIT DISTRICT 2015

We hereby petition the Modesto City Council to initiate assessment ballot proceedings to establish the Downtown Modesto Community Benefit District of 2015 ("CBD 2015") in accordance with the Downtown Modesto Management District Ordinance (Formed Under Title 8, "Finance, Revenue and Taxation," of the Modesto Municipal Code by adding Chapter 9, "Community Benefit Districts"). This petition demonstrates our support for the Management District 2015 Plan dated April 24, 2015.

Legal Owner: COUNTY OF STANISLAUS

Owner % of Total Assessment: 5.27%

<u>APN</u>	<u>Site Address</u>	<u>Bldg SF</u>	<u>Lot SF</u>	<u>Linear Frontage</u>	<u>Annual Assessment</u>
105 006 012 000	1500 I St	0	73,851.8	767.15	\$7,262.75
105 024 010 000	820 12th St	0	38,702.2	416	\$3,905.18
105 024 014 000	832 12th St #3RD	0	2,895	44	\$383.50
105 024 015 000	832 12th St #4TH	0	2,895	44	\$383.50
105 024 016 000	832 12th St #5TH	0	2,895	44	\$383.50
105 025 002 000	1100 I St	0	30,289.5	589	\$4,925.01
105 025 003 000	1100 I St	0	23,426	331	\$2,925.59
105 038 023 000	1021 I St	0	22,614	446.5	\$3,724.91
105 039 013 000	11th St	0	21,302	298.17	\$2,640.34
105 039 014 000	10th St	0	98,827.8	1,095.9	\$10,210.60
					<b>\$36,744.88</b>

X   
 \_\_\_\_\_  
 Signature of Record Owner or Authorized Representative (in the case of property owned by non-individuals)

Terrance Withrow, Chairman  
 \_\_\_\_\_  
 Print name and title of signer

**Please return Petitions by June 5, 2015**  
**Please fax to (619) 239-7105 or scan and email to [mail@newcityamerica.com](mailto:mail@newcityamerica.com)**  
**and mail to Downtown Modesto CBD**  
**c/o New City America, Inc.**  
**710 West Ivy Street, San Diego CA 92101**