Atascadero City Council
Staff Report – City Manager’s Office

Parking & Business Improvement Area (PBIA) Assessment

(The annual PBIA assessment is imposed on downtown businesses for improvements in the downtown.)

RECOMMENDATION:


DISCUSSION:

Background: The City of Atascadero established a Downtown Parking and Business Improvement Area in 1986 (Chapter 11 of the Atascadero Municipal Code) for the purpose of acquisition, construction or maintenance of parking facilities, decoration of public places, promotion of public events, and general promotion of business activities in the downtown area. The formation and operation of a Business Improvement Area is governed by the California Streets & Highways Code (Section 36500 et. Seq.) Historically, the budget for the Business Improvement Area is submitted in conjunction with the City’s annual budget. An annual draft Resolution of Intention declaration of intent to levy annual Downtown Parking and Business Improvement Area assessment and holding a public hearing is required by the California Streets & Highways Code for the City to continue to levy and collect the assessment.

Analysis: The Streets & Highways Code requires that the “advisory board” provide a report to the City Council annually for the expenditure of funds derived from the assessment paid by businesses in the downtown area. The Business Improvement Association Board of Directors was dissolved in 2001 and Main Street's Board of Directors has taken its place. The report identifies the proposed improvements and activities for the area, based upon the National Main Street Program's four-point approach. The report does not propose any changes to the area or of the assessment.

The Atascadero Main Street Board of Directors are proposing expenditures for 2007-08 with the Downtown Parking and Business Improvement Area funds as follows:
BIA Funds requested for 2007-2008 $10,500
Carry over from 2007-2008 $0
Total Proposed Funding Available $10,500

2007-2008 Proposed Expenditures:
- Signage & Banners $500
- Membership Directory $1,500
- Fast Façade Augmentation $1,500
- Art Coordination $1,000
- Winter Wonderland $5,000
- Sweetheart Stroll $1,000
Total Proposed Expenditures for 2007-08 $10,500
Fund Residual $0

Consistent with State law, the City Council is required to adopt a Draft Resolution of Intention and set a public hearing to receive public comment prior to the assessment being collected. Staff is proposing that the hearing be conducted at the next regular meeting scheduled for June 12, 2007.

FISCAL IMPACT:

The City receives approximately $10,500 annually from the Downtown Parking and Business Improvement Area assessments.

ALTERNATIVES:

1. The City Council may set an alternative date for the public hearing, but no later than June 30, 2007.
2. The City Council may choose not to adopt the Resolution of Intention to levy assessment, thereby discontinuing the collection of Downtown Parking and Business Improvement Area assessments.

Alternative 2 is not recommended because the Downtown Parking and Business Improvement Area assessment revenue provides funding to Atascadero Main Street to effectuate downtown revitalization activities and programs.

ATTACHMENTS:

1. Downtown Parking and Business Improvement Area Report and Proposed Expenditures for 2007-2008
2. Draft Resolution of Intention