

Playhouse Village Property and Business Improvement District

City Council Meeting

Item No. 18

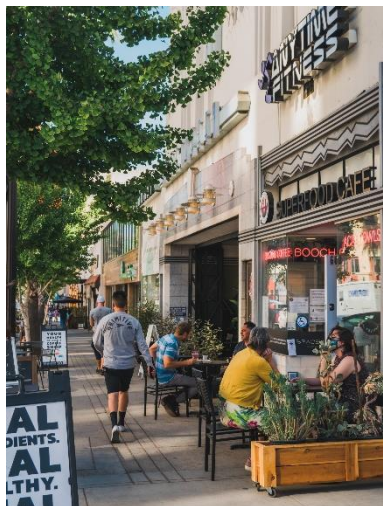
July 12, 2021





Playhouse Village Association

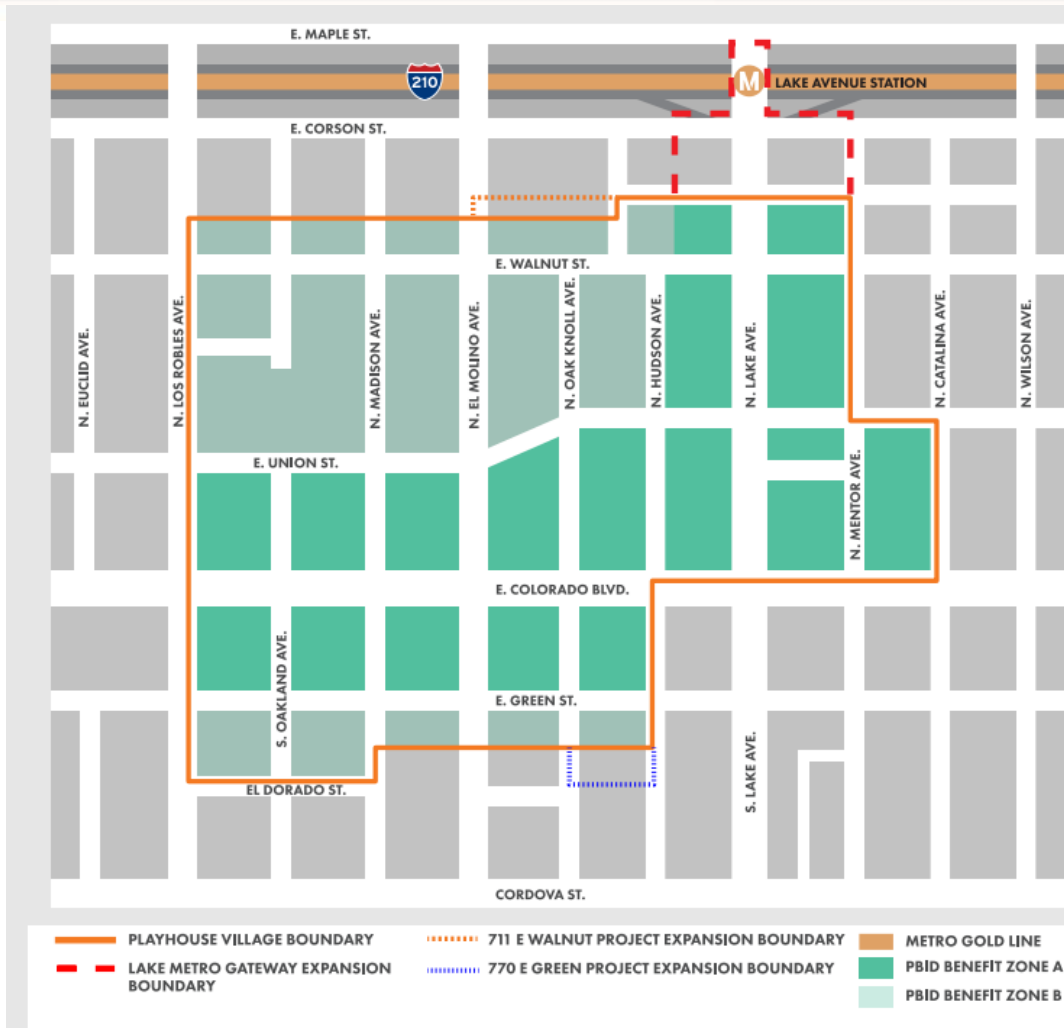
Economic Development





Playhouse Village PBID Boundary Map

Economic Development



Attachment 2



PBID Renewal Process

Economic Development

- Renewal of PBID is multi-step process
 - > Management Plan drafted - Prior to the petition phase, the outlines the goals, objectives, budget and assessment formula.
 - > Petition Collection Phase – Petitions must be collected that are signed by property owners whose combined assessments exceed 50% of the proposed assessment.
 - > Ballot Phase – Renewal ballots are sent out to each property owner in the proposed renewed district. Returned ballots in support must outweigh those in opposition based on the amount of assessment to be levied collectively on the returned ballots.
 - > Adoption of resolution of intention – in order for the renewal process to proceed, it is necessary for the City Council to adopt the resolution of intention. This authorizes the City Clerk to mail a ballot for the renewal to the property owners within the District and set a public hearing date to tabulate the ballots.
 - > Adopt a final Resolution to Renew - the Playhouse Village Property and Business District Association commencing with calendar year 2022, and ending with calendar year 2027.



Playhouse Village PBID New Initiatives

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- **Three new initiatives:**
 1. Boundary Expansion - northward on Lake Ave. to include the two office buildings at Lake and Corson, to the southern frontage of Maple St. incorporating the existing Metro Station block, one parcel on El Molino as part of 711 E Walnut St. mixed-use development, and three parcels south of Green St. as part of the future Stanford-Pasadena mixed-use development.
 2. Lake Avenue Metro Station - provide above standard Metro and City baseline services to the Station including: pressure washing of public street and sidewalk areas, including the station portals at sidewalk level; litter removal within the freeway entrance ramps; transient engagement and Ambassador Guide services.
 3. Playhouse Village Park - PVA to spend approximately \$100,000 annually on activation and Ambassador Guides for enhanced safety and maintenance to augment City baseline park maintenance services.



Proposed Playhouse Village Budget

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Direct Assessment (Private and City share)	\$1,134,213
City Grant (inclusive \$7,317 City assessment Madison Ave/Union lots)	\$165,000
General Benefit	\$59,600
TOTAL	\$1,358,813



Recommendation

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- Find that adopting a resolution renewing the Playhouse Village Property and Business District Association is exempt from the California Environmental Quality Act (CEQA) per Section 15061(b)(3);
- Authorize the City Manager to enter into the Baseline and Services Agreements
- Appoint the Playhouse Village Association (acting by and through its Board of Directors) as the owners association for the purpose of making recommendations to the City Council on expenditures derived from the assessment, property classifications, as applicable, and on the method and basis of levying assessments
- Adopt a final Resolution to Renew the Playhouse Village Property and Business District Association



Questions

Economic Development



Assessment Rates

Economic Development

YEAR 1 –2022 Assessment Rates

BENEFIT ZONE	BLDG AREA ASSMT RATE (\$/SQ FT)	LAND AREA ASSMT RATE (\$/SQ FT)	STREET FRONTAGE ASSMT RATE (\$/LN FT)	RESID BLDG AREA 1-9 ASSMT RATE (\$/SQ FT)
A	\$0.0776697	\$0.0776697	\$10.8849370	\$0.15751584
B	\$0.0605824	\$0.0605824	\$8.4902509	\$0.12286236



Fiscal Impact

Economic Development

- As proposed, the City's contribution of \$59,600 (District-wide General Benefit) plus \$165,000 (less City assessment of \$7,317; covers Park and Metro General Benefit offset of \$85,120), is \$217,283, which is \$3,385 higher than the 2016 funding level of \$213,898 and will be paid from a combination of general fund revenue and revenue received from the Madison Avenue and El Molino Avenue parking lots.