

RESOLUTION NO. _____

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CHULA VISTA AUTHORIZING THE CITY MANAGER TO SIGN THE ASSESSMENT BALLOT ON BEHALF OF THE CITY OF CHULA VISTA TO RENEW THE PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT FOR DOWNTOWN CHULA VISTA FOR A PERIOD OF TEN YEARS.

WHEREAS, the Property and Business Improvement District Law of 1994 (California Streets and Highway Code Sections 36600 *et seq.*)(the "PBID Law") authorizes the City of Chula Vista to form one or more property-based business improvement districts ("PBID") within Chula Vista; and

WHEREAS, the City Council of the City of Chula Vista wishes to continue to promote the economic revitalization and physical maintenance of the business districts within Chula Vista; and

WHEREAS, the Downtown Chula Vista PBID was formed in 2001 and renewed in 2006; and

WHEREAS, the renewal of the PBID within Chula Vista will further the City Council's goals of creating jobs, assisting new businesses and supporting the existing business district within the City; and

WHEREAS, a petition signed by property owners in the proposed PBID who will pay more than fifty percent (50%) of the assessment proposed to be levied has been submitted to support the renewal of the PBID; and

WHEREAS, a special annual assessment will be levied on the property owners located within the PBID boundaries; and

WHEREAS, the City will not be issuing any bonds to support the renewal of the PBID; and

WHEREAS, the services to be provided in the PBID will include economic development and marketing for business retention and attraction; district wide maintenance; Third Avenue enhanced maintenance including graffiti removal, landscape improvements and power washing of sidewalks; sponsoring of annual special events; and

WHEREAS, the estimated costs for the first year of operation of the PBID is Four Hundred Fifty Five Thousand Dollars (\$455,000) which cost may be increased in future years a maximum of five percent (5%) annually; and

WHEREAS, a more detailed description of the location, services and costs of operation of the proposed PBID are set forth in the final management plan, dated January 2016, on file with the City Clerk and incorporated in this Resolution by this reference (the “Renewal Plan”); and

WHEREAS, the Third Avenue Village Association (“TAVA”) intends to perform certain services contemplated in the Renewal Plan, including district-wide maintenance and Third Avenue enhanced maintenance, pursuant to an agreement with the City; and

WHEREAS, City staff has been working with TAVA to prepare the draft maintenance agreement, “Third Avenue Village Agreement and Encroachment Permit for the Maintenance Services between the City of Chula Vista and the Third Avenue Village Association,” which will be presented to the City Council for approval if the City Council decides to renew the PBID; and,

WHEREAS, renewal of the PBID requires a majority protest ballot procedure, in which each property owner within the District, including the City, may participate and, which ballots will be tabulated after a noticed public hearing is held by the City Council on June 14, 2016 at 5:00P.M. in the City Council Chambers located at 276 Fourth Avenue, Chula Vista.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Chula Vista does hereby authorize the City Manager to sign the PBID Renewal assessment ballot to renew the PBID in conformance with the PBID Law and California Government Code Section 53753; and

BE IT FURTHER RESOLVED that the public hearing for the majority protest ballot procedure will be held by the City Council on June 14, 2016 at 5:00 P.M. in the City Council Chambers located at 276 Fourth Avenue, Chula Vista.

Presented by

Approved as to form by

Eric Crockett
Economic Development Director

Glen R. Googins
City Attorney