



City of Culver City

Staff Report

File #: 19-1295, Version: 1

Item #: A-1.

CC - (1) Approval of the Culver City Arts District Business Improvement District Annual Work Plan and Budget; and (2) Adoption of a Resolution of Intention to Conduct a Public Hearing on December 9, 2019 for the Consideration of the Levy of the Culver City Arts District Business Improvement District Assessment for 2020.

Meeting Date: October 14, 2019

Contact Person/Dept: Elaine Warner/Economic Development
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Fiscal Impact: Yes No

General Fund: Yes No

Public Hearing:

Action Item:

Attachments: Yes No

Commission Action Required: Yes No

Commission Name:

Public Notification: (E-Mail) Meetings and Agendas - City Council (10/09/19); Mailing to Business Owners and Property Owners in existing and proposed BID Boundaries (10/1/19)

Department Approval: Sol Blumenfeld, Community Development Director (10/06/19)

RECOMMENDATION

Staff recommends the City Council (1) approve the Culver City Arts District Business Improvement District (BID) Advisory Board's Annual Work Plan and Budget for 2020 (Report); and (2) adopt a Resolution of Intention to conduct a public hearing on December 9, 2019, to consider the levy of the BID Assessment for 2020.

BACKGROUND AND DISCUSSION

On February 8, 2016, the City Council established the BID through the adoption of Ordinance No. 2016-003 in accordance with the Parking and Business Improvement Area Law of 1989 within the

California Streets and Highways Code.

The CCAD BID provides a mechanism for businesses to levy assessments on themselves for, among other things, the maintenance and improvement of public areas and promotion of the business district, reducing their dependence on the City for services. The BID Work Program is managed by the Culver City Arts District (CCAD) in accordance with the Management Agreement between the City and the CCAD.

Pursuant to the Streets and Highways Code, when renewing a BID the City Council is required to review and consider the BID Advisory Board's Report (Report) (Exhibit B to Attachment 1) during a public meeting. After reviewing the Report and allowing public testimony, the City Council may: 1) adopt it as submitted by the BID Advisory Board; 2) modify any aspect of it and adopt it as modified; or, 3) reject it, thereby declining to adopt the recommended assessment.

If the City Council adopts the Report (as submitted or as modified), the City Council must adopt a resolution declaring its intent to levy the 2020 BID assessment and set the date for the required public hearing (memorialized via a Resolution of Intention). Staff is recommending the public hearing be scheduled for December 9, 2019. The public will be notified of the public hearing in accordance with state law.

The CCAD BID Advisory Board recommends no change to BID assessment rates for 2020. The BID Report propose activities related to:

- Maintenance and Beautification
- Marketing and Promotion
- Advocacy and Administration

Proposed Boundary Expansion

In January 2019, the CCAD expressed interest in expanding the BID boundaries to include properties near the Metro Expo Line at the Culver City Station (Exp. The CCAD would like to expand the boundaries in order to promote a clear and unified neighborhood identity, facilitate better connectivity to the Metro Expo Line, and provide maintenance services between the Culver City Downtown Business Association (DBA) and the Culver City Arts District maintenance areas.

The CCAD developed an informational handout, conducted in person meetings with major stakeholders including property and business owners in the proposed expansion area, and held an outreach meeting in March 2019 to discuss the potential expansion (Attachment 2). A number of property and business owners expressed their support or were otherwise not opposed to the expansion. (Attachment 3). The CCAD also met with the DBA regarding their interest in expanding the Downtown BID toward the Expo and the DBA noted there are no plans to do so at this time.

The CCAD's proposed expansion includes Washington Boulevard between Helms Avenue and the Expo, portions of National Boulevard (south and north of Washington Boulevard and Wesley Avenue and a portion of Helms Avenue (primarily multi-family dwellings) between Washington Boulevard and the Expo bike path. The portion of Helms Avenue is included in order to address trash that accumulates in the area. A map illustrating the BID boundaries, including the proposed expansion

area, is included as Exhibit "A" to the proposed Resolution of Intention.

The proposed expansion area is comprised of approximately 40 businesses with several parcels under construction. Over the next two years the parcels under construction will be occupied by companies such as HBO and Apple. Given the anticipated business composition, pedestrian traffic and increased visibility of the area near Culver City Station, staff recommends the BID include enhanced landscape maintenance, trash removal, power washing, janitorial and graffiti removal services in its work program once the construction is complete around the area.

FISCAL ANALYSIS

To date \$37,535 has been collected from the 2019 assessment, which reflects a 25% delinquency rate. The City sent delinquent notices in May 2019 and the CCAD is currently working with individual businesses to collect delinquent assessments. The 2020 BID budget estimates assessment revenues of approximately \$46,313, less the City's two percent Administration Fee.

There is no fiscal impact to the City relative to the adoption of the Resolution of Intention or setting the time and place for the public hearing to continue the BID for 2020.

ATTACHMENTS

1. 2019-10-14_ATT_Resolution of Intention- including CCAD BID Boundary Map ("Exhibit A") and Annual Report and Budget ("Exhibit B").
2. 2019-10-14_ATT_CCAD Expansion White Sheet
3. 2019-10-14_ATT_Business Letters/Correspondence Regarding Expansion

RECOMMENDED MOTION(S)

That the City Council:

- 1.A. Approve the CCAD BID Advisory Board's 2020 Annual Report and Work Plan as filed with the City Clerk;

OR

- 1.B. Approve the CCAD BID Advisory Board's 2020 Annual Report and Work Plan as modified by the City Council;

OR

- 1.C. Reject the CCAD BID Advisory Board's 2020 Annual Report and Work Plan.

AND

(If the City Council approves the CCAD BID Advisory Board's 2020 Annual Report and Work

Plan either as filed or as modified):

2. Adopt a Resolution of Intention setting December 9, 2019, as the date for a public hearing to consider the levy of the Culver City Arts District Business Improvement District Assessment for 2020.