

RESOLUTION NO. _____

A RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA BARBARA DECLARING COUNCIL'S INTENTION TO LEVY PARKING AND BUSINESS IMPROVEMENT AREA ASSESSMENT RATES FOR THE 2010 FISCAL YEAR, AT A PUBLIC HEARING TO BE HELD ON JUNE 30, 2009, AT 2:00 P.M.

WHEREAS, pursuant to Section 36534 California Streets and Highways Code, it is the intention of the Council of the City of Santa Barbara, to conduct a public hearing to determine whether to fix and assess a Fiscal Year 2010 Downtown Parking and Business Improvement Area (hereinafter referred to as PBI), as such benefit assessment area has been established by Chapter 4.37 of the Santa Barbara Municipal Code, adopted on September 10, 1991;

WHEREAS, upon the completion of a public hearing, it shall be the intention of the City Council to Levy and Collect a benefit assessment within the PBI as that area is described in the Final Engineer's Report, approved by the City Council on October 5, 1999, and in the 1999 PBI Area Map, on file with the City Clerk of the City of Santa Barbara;

WHEREAS, for Fiscal Year 2010, the improvements and activities to be provided shall consist of a subsidy to the City's Transportation Division, which shall be exclusively devoted to the provision of a free parking period and aid in the maintenance of the low hourly parking rates to all persons who park automobiles within the City-owned or operated public parking lots within the PBI area; and

WHEREAS, a more detailed description of the improvements and activities to be provided to the Downtown area of Santa Barbara and the benefit to the assessed businesses may be found in the Final Engineer's Report and the 2010 PBI Annual Assessment Report (hereinafter referred to as Report) (attached as Exhibit), which was reviewed and approved by the City's Downtown Parking Committee as required by Section 4.37.145 of the Santa Barbara Municipal Code, and which the report is on file with the City Clerk and available for review or copying by the public.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SANTA BARBARA:

SECTION 1. It is the intention of the City Council to levy and collect assessments with the PBI for the Fiscal Year of 2010, within the boundaries of the PBI, as such boundaries were established upon the enactment of Chapter 4.37 of the Santa Barbara Municipal Code on September 10, 1991, as amended by the City Ordinance No. 5126, adopted October 5, 1999, and by the approval of the related map on file with the City Clerk. It is also the City Council's intention to confirm the method and basis of assessment as established by the City Council upon the enactment of Santa Barbara Municipal Code Chapter 4.37, and as described in the report.

SECTION 2. The proposed improvements and activities to be provided within the Downtown PBIA for Fiscal Year 2010 will consist of a subsidy of a free parking period of 75 minutes, the maintenance of the low hourly parking rates for those persons using the City Downtown public off-street parking facilities, as more fully described in the Report.

The actual assessments to be levied and collected are, as described in more detail in the Final Engineer's Report, approved by the City Council on October 5, 1999, and the 1993 – 1994 Annual Assessment Report.

SECTION 3. Time and place for the public hearing to consider the intention of the City Council shall be during the 2:00 p.m. session of the Council's regularly scheduled meeting of June 30, 2009, in the City Council Chambers, located at the Santa Barbara City Hall.

SECTION 4. Written and oral protests to the proposed 2010 Downtown PBIA Annual Assessments, as described in the Report, may be made at the above-described public hearing provided that such protests are in the form and manner required by Sections 36524 and 36525 of the California Streets and Highways Code.

SECTION 5. The City Clerk shall give notice of the above-described public hearing by causing a copy of this resolution of intention to be published in a newspaper or general circulation in the City, no less than seven (7) days prior to June 30, 2009.

City of Santa Barbara

**Parking and Business
Improvement Area
(PBIA)**

**ANNUAL
ASSESSMENT
REPORT**

Fiscal Year 2010

TABLE OF CONTENTS

	Page Number
INTRODUCTION	1
SECTION I. PROPOSED CHANGES	1
SECTION II. IMPROVEMENTS AND ACTIVITIES	2
SECTION III. ESTIMATED OPERATING COSTS OF THE CITY'S DOWNTOWN PARKING PROGRAM FOR 2010.....	2
SECTION IV. PBIA RATES	2-4
SECTION V. REVENUE CARRYOVERS	4
SECTION VI. DOWNTOWN PARKING PROGRAM REVENUES DERIVED	4

INTRODUCTION

This report, filed annually as required by the California Parking and Business Improvement Law of 1989, will provide an explanation of any proposed changes, including, but not limited to the boundaries of the adopted City of Santa Barbara Downtown Parking and Business Improvement Area (PBIA) or any benefit zones within the area, the basis for levying the assessments and any changes in the classifications of businesses.

Santa Barbara's Downtown Parking Management Program operates and maintains seven public parking lots and five structures in the Downtown business core area, providing a total of 3,234 parking spaces. The program is oriented towards clients and shoppers, and is directed by the City's Circulation Element to increase the public parking available and reduce the need for employee parking in the Downtown Core. The reduction of employee parking is supported by Alternative Transportation initiatives to increase carpooling, bicycling, and mass transit programs. The Downtown Parking budget is funded primarily by Hourly Parking Revenues, and to a lesser extent, by the PBIA and parking permits. The PBIA revenues are directed solely towards employee salaries and utility costs in support of the operation of the parking lots. Other revenues derived from Hourly Parking charges and permits support the balance of expenses, including Alternative Transportation programs designed to reduce employee parking in the Downtown Core.

For the purpose of the assessment, the "1999 Final Engineer's Report of Formula and Methodology of Assessments" (Engineer's Report), on file at the City Clerk's Office, shall form the basis of the Annual Report.

I. PROPOSED CHANGES

For Fiscal Year 2010, there are no changes to the boundaries, benefit zones, and/or basis for levying the assessments of the Parking Business Improvement Area as established in the Engineer's Report at this time.

II. IMPROVEMENTS AND ACTIVITIES

A parking rate, designed to promote short-term customer/client parking, including 75 minutes of free parking, is currently in effect in all City-operated Downtown Parking facilities. These facilities are maintained and operated by the City's Downtown Parking Program.

III. ESTIMATED OPERATING COSTS OF THE CITY'S DOWNTOWN PARKING PROGRAM FOR 2010

Expenses	PBIA	Parking Program	Total
Salaries and Benefits	\$1,702,550	\$2,095,081	\$3,797,631
Materials, Supplies & Services	\$350,00	\$555,750	\$905,750
Allocated Costs		\$188,990	\$188,990
Insurance/Overhead		\$861,206	\$861,206
General Fund Transfer		\$200,000	\$200,000
Equipment/Capital		\$25,000	\$25,000
Appropriated Reserves		\$50,000	\$50,000
Alternative Transportation Program		\$558,978	\$558,978
Downtown Security Support		\$100,000	\$100,000
New Beginnings Contract		\$43,500	\$43,500
Capital Program		\$1,450,000	\$1,450,000
Total Expenses	\$2,052,550	\$6,128,505	\$8,181,055

IV. PBIA RATES

A more detailed basis for levying the assessment is explained in the Engineer's Report.

The basic methodology and rates are explained below.

Calculating the PBIA

The PBIA is assessed on an annual basis, with payments submitted on a quarterly basis. The formula to determine an individual business contribution is determined by three main factors:

- (1) Business Rate: A rate is used to develop a gross assessment amount. The specific rate is determined by business type (refer to PBIA Rates section).
- (2) Zone of Charge (Benefit): The next factor used in figuring the business net payment is to multiply its assessed gross amount by the Zone of Charge (ZOC) percentage assigned to that parcel.

- (3) Parking Credit: A "discount" on the individual PBIA Assessment of up to 75% is allowed for businesses furnishing on-site customer parking spaces that meet City standards. To determine a parking credit, the area of patron parking (as measured in square feet) is divided by the gross floor area of the business to determine a credit percentage. A maximum of 75% is allowed. (See Engineer's Report for details.)

PBIA CHARGE = (BUSINESS RATE X AMOUNT OF ACTIVITY X ZONE OF CHARGE) –(PARKING CREDIT)

PBIA Category Rates

I. Retail and/or Wholesale Businesses (Including Restaurants):

Group A: Average sale of less than \$20, \$.56 per \$100 of gross sales

Group B: Average sale between \$20 and \$100, \$.29 per \$100 of gross sales

Group C: Average sale of more than \$100, \$.16 per \$100 of gross sales

Group D: Theaters only, \$.08 per \$100 of gross sales

Average sale is computed by dividing the total gross sales for the year by the number of sales transactions.

II. Financial Institutions:

\$32.50* per one million dollars on deposit in offices within the PBIA

III. Stock and Bond Brokerage Offices:

\$81.30* per broker

IV. Bus Depots:

\$.06* cents per square-foot of usable building space

V. Professional:

\$32.50* per person practicing the profession, and \$16.30 for each non-professional in addition to the above

VI. All Categories Not Otherwise Provided For:

\$0.19 per square-foot of usable building space

*Rates for these categories are shown for annual assessment. To determine quarterly payments, divide rates by four.

"Professional" is defined to include those businesses and professions enumerated in the Santa Barbara Municipal Code Section 5.04.420, as presently enacted or hereinafter amended.

Hotels, residences, alleys, private parking, and businesses engaged in auto repairing or servicing, warehousing, and manufacturing, shall be exempt from the annual PBIA assessment, provided that the businesses last enumerated shall be subject to the assessment for the portion of business area devoted to office space or retail sales in connection with business.

V. REVENUE CARRYOVERS

No excess PBIA revenues will be carried over from 2009 to the 2010 Operating Budget.

VI. PROJECTED DOWNTOWN PARKING PROGRAM REVENUES DERIVED

Revenues:	Hourly Parking.....	\$4,300,000
	Other Parking Fees	\$665,000
	Lobero Garage	\$260,000
	Interest Income.....	\$202,500
	Commuter Parking Lot.....	\$257,550
	TMP/Bus Passes/Special	\$70,000
	Downtown Security Support/New Beginnings Contract....	\$93,500
	Miscellaneous.....	<u>\$38,740</u>
	Subtotal	\$5,887,290

***PBIA ASSESSMENT** (Anticipated **2009 - 2010** collections) **\$875,000**

Total Revenues **\$6,762,290**

Revenues collected from the PBIA subsidized approximately \$0.20 of the cost of providing parking for each vehicle parked within the Downtown Parking System.