

MAY 01 2013

13-0529
CD 3

TO CITY CLERK FOR PLACEMENT ON NEXT
REGULAR COUNCIL AGENDA TO BE POSTED #52
MOTION

The Reseda Business District (RBD) is located along Sherman Way in Council District Three. The RBD is located in the heart of Reseda and current efforts are underway to redevelop the RBD into a high quality commercial area contributing to the economic vitality of these parcels located in the West San Fernando Valley and the greater Los Angeles region.

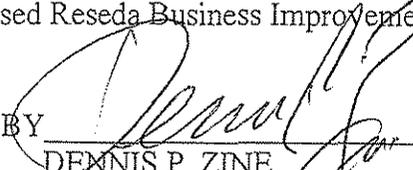
One way to accomplish this goal is to assist in the formation of a Business Improvement District (BID). Currently, there is an effort to form a BID in the existing boundaries of the RBD. The parcels in this area would particularly benefit by the formation of a BID to generate funds to improve the area and attract investment, new businesses, and new jobs.

Council District Three has met with Revitalize Reseda, a group committed to improving the RBD, and who agreed that the area would be specially benefitted from programs that provide increased street maintenance, landscaping, and security.

I THEREFORE MOVE that the City Council:

1. Instruct the City Clerk to provide the necessary assistance to begin the formation of the Reseda Business Improvement District; and
2. Transfer \$80,000 in the AB1290 Fund No. 53P, Account No. 281203 (CD 3 Redevelopment Projects - Services) and appropriate the funds to the Business Improvement District Trust Fund No. 659 for funding the consultant study; and
3. Allocate up to \$80,000 from the Business Improvement District Trust Fund No. 659, and subject to terms and conditions as described in the City's Business Improvement District Policy documents to be used to hire a consultant, to gather data, prepare necessary documents, attend meetings and other activities to determine feasibility, and coordinate formal adoption process needed to establish the Reseda Business Improvements District; and
4. Authorize the City Clerk to work with Revitalize Reseda and the BID proponents for the hiring of a consultant, and prepare, execute and administer a contract between the City and selected consultant, subject to City Attorney approval, in an amount not to exceed \$80,000 for consultant activities and expenses for the entire process related to the establishment of the proposed Reseda Business Improvement District.

ORIGINAL

PRESENTED BY 
DENNIS P. ZINE
Councilman, 3rd District

SECONDED BY 


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