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AGENDA
OXNARD CITY COUNCIL
HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE
Council Chambers, 305 West Third Street
January 28, 2020
Regular Meeting - 4:30 to 5:45 PM

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

At this time, the legislative body will consider public comments for a maximum of fifteen minutes. A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker cards will not be accepted after the beginning of the general public comment period. Based on the number of speaker cards submitted, the presiding officer may impose time limits per speaker. Typically, speakers are limited to two minutes, but shorter time may be established as deemed necessary. A person not able to address the legislative body at this time because the fifteen minutes expires may do so just prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager for administrative action or scheduled on a subsequent agenda for discussion.

C. CONSENT AGENDA

1. City Clerk Department

SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Housing and Economic Development Committee approve the minutes of the January 14, 2020 regular meeting as presented.

Contact: Michelle Ascencion, (805) 385-7805

D. REPORTS

1. Community Development Department

SUBJECT: Formation of a Property and Business Improvement District and Zócalo in South Oxnard. (10/10/10)

RECOMMENDATION: That the Housing and Economic Development Committee discuss the concept of forming of a Property and Business Improvement District ("PBID") and creating a zócalo in South Oxnard.

Contact: Jeffrey Lambert, (805) 385-7882

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item time estimates: (Staff Presentation / Committee Discussion / Public Comment)

MINUTES
OXNARD CITY COUNCIL
HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE
Regular Meeting
January 14, 2020

A. ROLL CALL, POSTING OF AGENDA, FLAG SALUTE

At 4:31 p.m., Chair Madrigal called to order the regular meeting of the Oxnard City Council Housing and Economic Development Committee in the City Hall Council Chambers at 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Members Tim Flynn, Vianey Lopez, and Chair Oscar Madrigal were present.

Staff members present were Ashley Golden, Assistant City Manager; Kenneth Rozell, Chief Assistant City Attorney; Jeffrey Lambert, Community Development Director; Emilio Ramirez, Housing Director; and Michelle Ascencion, City Clerk.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA (None received.)

C. CONSENT AGENDA

City Clerk Department

1. SUBJECT: Approval of Minutes.

RECOMMENDATION: That the Housing and Economic Development Committee approve the minutes of the December 10, 2019 regular meeting as presented.

It was moved by Member Lopez, seconded by Member Flynn, to approve the minutes as presented.
VOTE: Flynn and Lopez voted in favor; Madrigal abstained. The motion carried 2-0-1.

D. REPORTS

Community Development Department

1. SUBJECT: Update Pertaining to Local Preference - For Sale or For Rent Housing Projects Within the City of Oxnard.

RECOMMENDATION: That the Housing and Economic Development Committee:

1. Receive a report from the Community Development and Housing Departments regarding local preference for sale or for rent market-rate residential units and potential strategies to establish an "Oxnard Resident" priority; and
2. Provide feedback to staff regarding strategies to encourage local preference for market rate units.

The Community Development Director gave a report. Discussion ensued among the Committee and staff. No action was required.

E. ITEMS FOR FUTURE AGENDAS

Member Flynn suggested during item D-1 that the Committee review its list of previously made requests at a future meeting.

F. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Madrigal adjourned the meeting at 5:02 p.m.

MICHELLE ASCENCION, CMC
City Clerk

OSCAR MADRIGAL
Chair



HOUSING AND ECONOMIC DEVELOPMENT COMMITTEE AGENDA REPORT

REPORTS AGENDA ITEM NO. D.1.

DATE: January 28, 2020

TO: Housing and Economic Development Committee

FROM: Jeffrey Lambert, Community Development Director, (805) 385-7882,
jeffrey.lambert@oxnard.org

SUBJECT: Formation of a Property and Business Improvement District and Zócalo in South Oxnard.
(10/10/10)

RECOMMENDATION

That the Housing and Economic Development Committee discuss the concept of forming of a Property and Business Improvement District ("PBID") and creating a zócalo in South Oxnard.

BACKGROUND

The Oxnard City Council ("City Council") and community have expressed interest in focusing revitalization efforts in South Oxnard. To facilitate this effort, Councilmember Lopez, Mayor Flynn and City Manager Nguyen have met with three of the largest property owners in the area to discuss the concept of establishing a Property Based Improvement District (PBID) on Saviers Road (Attachment B). PBIDs are a tool to strengthen small business communities, attract new businesses, and revitalize older commercial corridors. In addition to support for the formation of a PBID, the owners of the CenterPoint Mall are supportive of allowing the City to create a zócalo in their property to provide a public, civic gathering place.

DISCUSSION

This concept requires two key elements -- private and public investment -- which will spur economic development as well as community building:

1. The commercial property owners would need to establish a new, self-funded PBID.
2. The City would need to invest approximately \$5 million to construct the zócalo.

What is a PBID?

A Property and Business Improvement District (PBID) is a tool available to property and business owners to improve a downtown or other commercial area. The Property and Business Improvement District Law of 1994 (AB-944) authorizes cities to form property and business improvement districts that levy assessments within a district for the purpose of making improvements and promoting activities of benefit to the properties within the district. It is a public-private partnership organized for the improvement of a specific geographic area. A PBID is a special benefit assessment district designed to raise funds within a specific geographic area to maintain,

develop, and market the district. Funds may be raised through a special assessment on real property, businesses, or a combination of both, and are used to provide supplemental services beyond those provided by the City.

Where?

The concept proposes a 1.16 mile stretch of Saviers Road from East Yucca Street (to the south) to West Elm Street (to the north). (Attachment A)

When?

It takes approximately 9 – 13 months for the formation of a PBID.

Why?

The four primary objectives for the South Oxnard PBID are:

1. To promote beautification of the Saviers corridor;
2. To achieve a higher level of cleanliness;
3. To provide a higher level of security; and
4. To operate the zócalo for the community

How?

The PBID Formation Process

California State Law (Section 36600 et seq Streets and Highways Code), which allows for the formation and renewal of PBIDs, requires a two-step approval process that begins with a petition phase to gather support from owners who represent more than 50% of the proposed total assessment to be levied. The PBID Formation Committee will collect petitions exceeding 50% percent of the total assessment to be levied on privately and publicly owned properties (there are currently no properties owned by the City, Oxnard Housing Authority, Oxnard Parking Authority, or Successor Agency).

The second step, the ballot phase, is initiated by the City Council adopting a Resolution of Intent to form the PBID, which authorizes the City Clerk to mail a ballot for the creation of the PBID to each property owner within the proposed business district, and set a date for a public hearing to count the ballots.

In order for the PBID to be formed, of the ballots returned, a weighted majority as determined by assessment dollars to be paid into the PBID must be in favor of the formation. The City Council may then create the PBID by adopting a formal resolution. The PBID assessments are collected by the County of Ventura (“County”) with property tax billing. The County returns the assessment funds to the City, who then remits them to the South Oxnard PBID. An annual report and fiscal review will be required from the South Oxnard PBID.

In summary, the PBID formation steps are as follows:

1. Petition phase to gather support from owners who represent more than 50% of the proposed total assessment to be levied;
2. City Council adopts a Resolution of Intention to form the PBID;

3. Conduct a Proposition 218 ballot procedure of all property owners within the PBID;
4. Conduct a public hearing; and
5. Providing there is not a majority opposition to creation, the City Council adopts a Resolution forming the PBID.

The South Oxnard PBID creation proposal is projected to generate approximately \$386,000 in annual funding.

What is a zócalo?

Zócalo means pedestal or stand. In the 1800s a pedestal was set up in the center of the town square in Mexico City for a monument. The statue was never installed but people began to refer to the square itself as the zócalo. Now in many towns in Mexico, the main square or plaza is called the zócalo. A zócalo is an important gathering place for the community, used for festivals and cultural events.

South Oxnard is home to 91,000 residents yet it lacks a civic gathering space. The zócalo would provide a civic gathering space in South Oxnard for the community to come together and hold various events.

Where?

The owners of the CenterPoint Mall are supportive of allowing the City to create a zócalo in their property, including taking the roof off the center of the mall, returning it to an open-air mall as it had been decades ago.

When?

Staff would coordinate with the private property owners who would form the PBID, conduct community outreach about the potential zócalo, and ultimately find new public funding for the construction of the zócalo.

Why?

To spur economic development and provide a civic gathering place for the community.

How?

The City will need to find new revenue in order to do this. We can receive some grant funding from California's Prop 68 which itemizes zócalos as an eligible project.

STRATEGIC PRIORITIES

This agenda item supports the Quality of Life strategy. The purpose of the Quality of Life strategy is to build relationships and create opportunities within the community for safe and vibrant neighborhoods, which will showcase the promising future of Oxnard. This item supports the following goals and objectives:

Goal 1. Improve community safety and quality of life through a combination of prevention, intervention, and suppression efforts that address crime and underlying issues.

Goal 3. Strengthen neighborhood development, and connect City, community and culture.

Objective 3a. Create a renewed focus on establishing a positive outlook and orientation of our City,

neighborhoods and overall community.

Objective 3c. Improve our methods of communicating with residents, businesses and neighborhoods (e.g. leverage social media and tools like Nextdoor).

Objective 3f. Develop a co-sponsorship policy with criteria that would enable the City to encourage local community events.

This agenda item also supports the existing Economic Development strategy. The purpose of the Economic Development strategy is to develop and enhance Oxnard's business climate, promote the City's fiscal health, and support economic growth in a manner consistent with the City's unique character. This item supports the following goals and objectives:

Goal 1. Create vibrant and economically sustainable commercial, industrial and retail industries throughout the City.

Objective 1a. Focus available resources on a comprehensive effort to promote economic activity in Oxnard, including a marketing program that communicates the City's available resources and assets.

Goal 2. Enhance business development throughout the City.

Objective 2a. Develop a strong citywide economy which attracts investment, increases the tax base, creates employment opportunities, and generates public revenue.

Objective 2b. Improve relationships and communication between the City and the business community.

Objective 2c. Capitalize on historic, cultural and natural resources.

Objective 2d. Public safety will collaborate with the business community to promote an environment that supports economic development.

Goal 3. Enhance business retention and attraction.

Goal 5. Revitalize South Oxnard's commercial corridor and pursue economic development opportunities.

FINANCIAL IMPACT

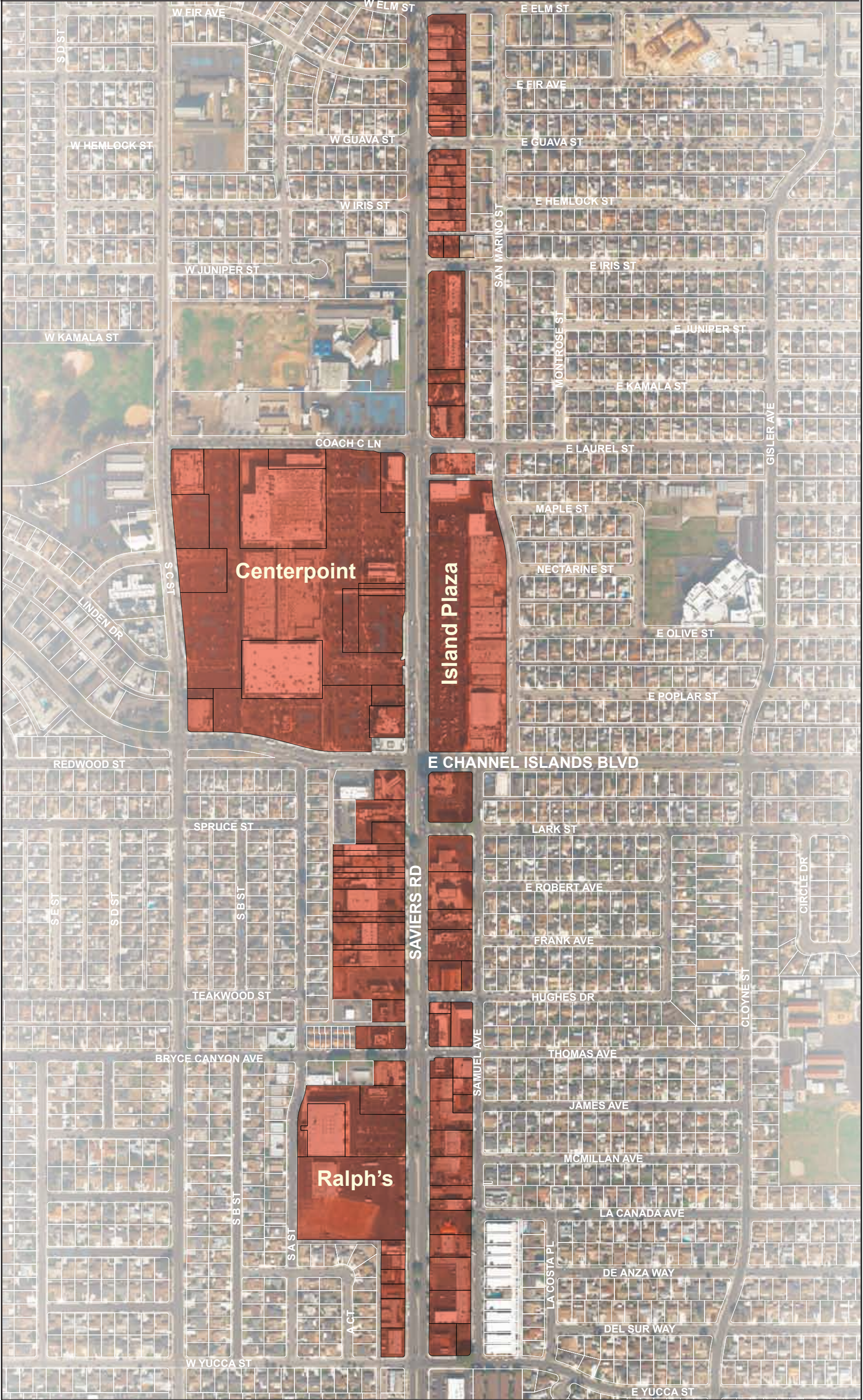
The cost of forming the PBID is approximately \$75,000.00. No appropriation is requested at this time. Staff will return to Council at a future date to discuss and identify a funding source.

Prepared by: Rosie Ornelas, Economic Development Manager

ATTACHMENTS

1. Attachment A: Map of Proposed PBID
2. Attachment B: Letter of Support - CenterPoint Mall
3. PBID and Zócalo Powerpoint

South Oxnard Conceptual Boundary Map



0 1/8 1/4 Miles



Parcels in District

Centerpoint Mall, LLC
9200 West Sunset Boulevard, Penthouse 9
West Hollywood, California 90069
Telephone (310) 274-2777

January 6, 2020

City of Oxnard
300 3rd Street
Oxnard, California 93030

Re: South Oxnard PBID

Dear City of Oxnard:

This letter is to inform you of our current preliminary support for the City of Oxnard's effort to establish a Property-Based Improvement District (PBID) in South Oxnard along Saviers Road, including the Centerpoint Mall.

There are a number of opportunities for economic growth in South Oxnard. The formation of a new PBID that focuses on improvements to make the area more attractive and welcoming through safety, maintenance, beautification, and potentially to operate a potential Zocalo, at Centerpoint Mall, which will improve the experience for both locals and visitors to South Oxnard.

We look forward to working with the City and its partners in achieving this goal and improving South Oxnard for its residents, business owners, and stakeholders.

Sincerely,

Centerpoint Mall, LLC

a Delaware limited liability company

By:


Tony Shooshani, Manager

Formation of a Property and Business Improvement District (PBID) and Zócalo in South Oxnard

Jeffrey Lambert, Community Development Director
Rosie Ornelas, Economic Development Manager
Community Development Department

Housing and Economic Development Committee
January 28, 2020



Concept Requires Private and Public Investment

Two Key Elements:

1. The commercial property owners would need to establish a new, self-funded PBID.
1. The City would need to invest approximately \$5 million to construct the zócalo.

What is a PBID?

Property and Business Improvement District

- Economic development tool - revitalization tool
- Property and Business Improvement Law of 1994 (AB-944)
- Mechanism for pooling financial resources
- Defined geographical commercial district
- Public-private partnership

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Benefits of a PBID

Section 36601(e) of the California Streets and Highways Code:

(e) Property and business improvement districts formed throughout this state have conferred special benefits upon properties and businesses within their districts and have made those properties and businesses more useful by providing the following benefits:

- (1) Crime reduction. A study by the Rand Corporation has confirmed a 12-percent reduction in the incidence of robbery and an 8-percent reduction in the total incidence of violent crimes within the 30 districts studied.*
- (2) Job creation.*
- (3) Business attraction.*
- (4) Business retention.*
- (5) Economic growth.*
- (6) New investments.*

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Where?

Saviers corridor:

West Elm Street
to
West Yucca Street

3 major property owners:

- CenterPoint
- Island Plaza
- Ralph's

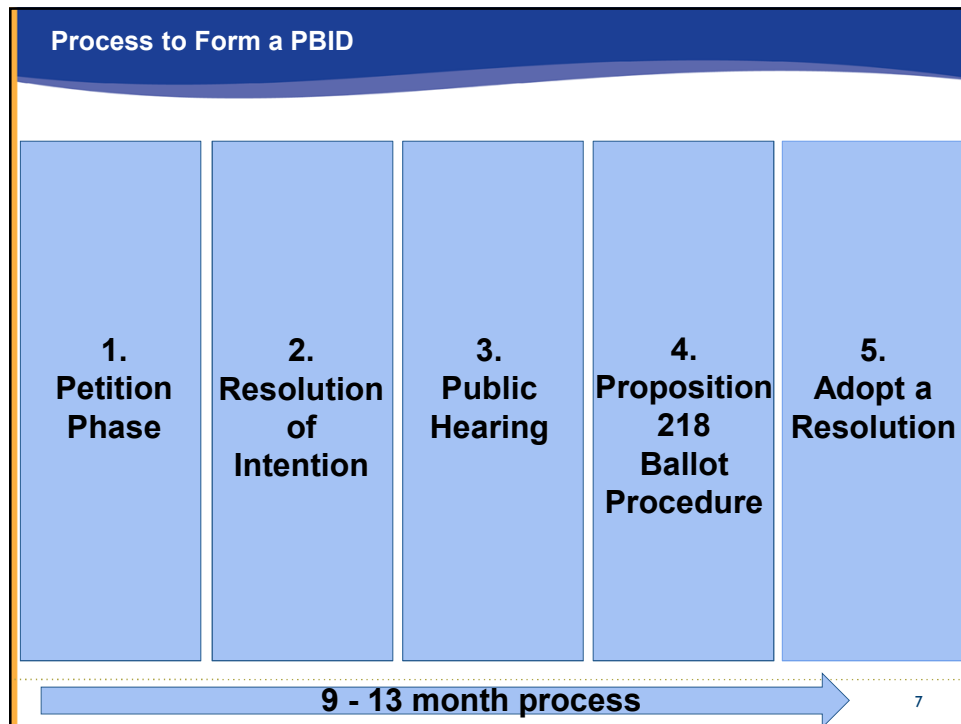


Why form a PBID in South Oxnard?

Primary Objectives for South Oxnard PBID

- ◆ Beautification
- ◆ Cleanliness
- ◆ Security
- ◆ Zócalo

PBID projected to generate approximately \$386,000 annually.



What is a Zócalo?

- Definition
- History
- Current usage



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Zócalo Location, Timing, and Rationale

Where?

CenterPoint Mall



When?

- PBID formation committee (City staff + property owners)
- Community outreach
- \$75k in funding (Prop. 68 funds)

Why?

- To spur economic development
- Provide a civic gathering place

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City Council Strategic Priorities - Economic Development Strategy



ECONOMIC DEVELOPMENT STRATEGY

Purpose: To develop and enhance Oxnard's business climate, promote the City's fiscal health, and support economic growth in a manner consistent with the City's unique character.



**City Council
Strategic Priorities**

GOAL 1	GOAL 2	GOAL 3	GOAL 4	GOAL 5
Create vibrant and economically sustainable commercial, industrial and retail industries throughout the City.	Enhance business development throughout the City.	Enhance business retention and attraction.	Implement a "one stop shop" effort at the City's Service Center.	Revitalize Oxnard's downtown and pursue economic development opportunities.
OBJECTIVES a. Focus available resources on a comprehensive effort to promote economic activity in Oxnard, including a marketing program that communicates the City's available resources and assets.	OBJECTIVES a. Develop a strong citywide economy which attracts investment, increases the tax base, creates employment opportunities, and generates public revenue. b. Improve relationships and communication between the City and the business community. c. Capitalize on historic, cultural and natural resources. d. Public safety will collaborate with the business community to promote an environment that supports economic development.	OBJECTIVES a. Implement an economic development plan for attracting and retaining business.	OBJECTIVES a. Streamline internal process to ensure government efficiencies.	OBJECTIVES a. Develop a vision and plan (with timelines) for downtown revitalization to create a vibrant center for our community, emphasizing cultural arts, diversity, and historic assets.

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Recommendation

That the Housing and Economic Development Committee discuss the concept of forming of a Property and Business Improvement District ("PBID") and creating a zócalo in South Oxnard.

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Discussion