



TO: Mayor and City Council
FROM: Matt Fulton, City Manager
DATE: May 9, 2016
SUBJECT: Robert Street Special Service District

BACKGROUND INFORMATION : The City Council has historically discussed the need for establishing a Special Service District for the maintenance, upkeep, and marketing of the Robert Street Corridor with the commercial businesses along the entire corridor. The intent of the worksession discussion is to verify the Council's interest and desire to continue working on the establishment of a special services district for the entire Robert Street Corridor.

DISCUSSION : A Special Service District is a tool that is essentially a special assessment. It allows businesses to petition to organize for the purpose of assessing costs against themselves for special services and amenities received. In the case of Robert Street, this would relate to the upkeep and maintenance of the streetscape amenities, snowplowing, banners and flags, and collaborative marketing. With the consistent design scheme of the entire corridor, it is important that marketing and streetscape maintenance be done consistently as well.

The types of activities that could be incorporate into a special services district include:

Sidewalk snow removal (already assessed to part of the corridor)

Landscape maintenance

Decorative lighting

Banners purchase and installation

Collaborative Marketing

Special events.

Any district established would likely involve a City's partnership in several regards, including the replacement and repair of damages light standards or landscaping, assistance in hanging banners/flags and solid waste pickup. The budget would reflect the level of maintenance and marketing desired by the corridor business members.

The establishment of a special service district requires a petition supported by 25% or more of property owners along the corridor and 25% or more of the tax capacity along the corridor. Before the City can impose any charges, a public hearing is required and notices must be mailed directly to the property owners.

If the District is established, there would be a Board of Directors which would work on the development of a budget that would be assessed to properties within the District annually by the City. One of the key benefits of a district would be the collaborative marketing and maintenance approach for the entire corridor. This is very important for the revitalized corridor in order to maximize opportunities to promote and support a vibrant business community.

If the City Council elects to not support the establishment of a special services district, the cost of streetscape maintenance would fall upon the City property tax levy and marketing efforts would be fragmented. I would expect that additional City public works resources would be necessary, unless the additional services were contracted out.

FISCAL IMPACT Undetermined at this time.

		Amount
Fund:		
Department:		
Account:		

STAFF REQUEST FOR CONSIDERATION Council discussion and direction.