

BURBANK REDEVELOPMENT AGENCY
SEPTEMBER 24, 2002

A regular meeting of the Burbank Redevelopment Agency was held in the City of Burbank Council Chamber, 275 East Olive Avenue, on the above date. The meeting was called to order at 6:46 p.m. by Mr. Laurell, Chairman.

Invocation The invocation was given by Reverend Ron Degges, Little White Chapel.

Flag The pledge of allegiance to the flag was led by Libby Nardo.
Salute

ROLL CALL

Present - - - - - Members Golonski, Murphy, Ramos, Vander Borcht and Laurell.

Absent - - - - - Members None.

Also Present - - Mr. Ovrom, Executive Director; Ms. Alvord, Assistant City Manager; Mr. Barlow, City Attorney; Mrs. Georgino, Assistant Executive Director; and, Mrs. Campos, Secretary.

9:49 P.M. Following a continued public hearing, a report and the combined
Meeting oral communications, the Council meeting was recessed to allow
Continued the Agency to hold its meeting.

RA 60 Mrs. Evans, Assistant Community Development Director/Housing
RA 42-1 and Redevelopment, stated revitalization of the downtown has
Programs for consistently been one of the top ten goals for the Council and an
Downtown ongoing concern of the community. She referenced an August 20,
Revitalization 2002, study session wherein the Agency Board reviewed a
Strategy comprehensive strategy for implementing this goal, and outlined the
 components of the strategy. She described a number of the
 activities contained within the components which are currently
 underway, and discussed the need for a broad level of commitment
 as well as a dedicated funding source and staffing required for the
 successful implementation of the strategy. Mrs. Evans explained
 that the current level of funding, which totals \$70,000 annually,
 cannot support the activities and improvements necessary to
 maximize the potential of Burbank's downtown, and that the
 current Business Improvement District (BID) excludes major regional
 draws such as IKEA and the Media City Center, adding that staff
 has initiated discussions with local business leaders regarding the
 feasibility of transitioning from a tenant based BID to a property
 based BID in order to expand participation and increase the level of
 funding.

Mrs. Evans proposed the execution of a contract for approximately \$57,000 with John Lambeth of Downtown Resources, a consultant who has successfully developed other property-based BIDs, to move this program forward; the execution of a contract in the amount of \$40,000 with Kimley-Horn and Associates to develop a plan that

integrates the various parking structures, including implementation of the "Smart Signage" program; and, recommended an appropriation of \$45,000 to hire a firm to prepare a parking management plan that maximizes the use and efficiencies of the various downtown parking structures. She noted the implementation of the activities discussed will require the full attention, oversight and dedication of one staff person, and recommended the creation of a new Administrative Analyst II position whose duties will include coordination of all marketing and promotional activities, project management for infrastructure improvements, budget management and community outreach.

Next, she discussed plans for enhanced infrastructure, tenant long-term vacancies and underutilized buildings, and the Downtown Tenant Assistance Program in detail, which will provide loans as a financial incentive to attract key retail tenants to the downtown, including the terms and conditions of such loans and the criteria for tenant eligibility requirements. Mrs. Evans recommended that the Community Development Director be authorized to approve requests for loans totaling \$500,000 or less from retail tenants on the pre-approved tenant selection list, and that loans in excess of \$500,000 be presented for Agency consideration.

Mrs. Evans summarized proposed costs as follows: contract cost for development of the PBID is approximately \$57,000; the contracts for smart signage and a parking management plan are estimated at \$40,000 and \$45,000, respectively; personnel costs to fund the new Administrative Analyst II position total approximately \$56,000 for the remainder of the fiscal year; and, the initial funding for the Downtown Tenant Assistance Program is recommended to be \$1.5 million subject to future developer proposals. With regard to funding options, Mrs. Evans stated that Housing Set-Aside funds are used to reimburse 20 percent of the Agency's total project costs associated with the affordable housing component (ten percent of the units) for Opportunity Site No. 2, and that while a greater percentage of the 20 percent Set-Aside funds could be applied to the overall project cost, as consistent with the Agency's other housing projects with an affordability component, staff believes by using the more conservative cost-sharing factor of 20 percent will produce the needed results for the City Centre Fund, while preserving housing dollars for other important projects. She explained that this option would result in an immediate budget transfer of \$2,081,000, which will provide the City Centre Fund with the necessary funding to implement the downtown strategy, and added that as future land sale proceeds are realized from the sale of Opportunity Site No. 2, the Housing Fund would be reimbursed 20 percent of the proceeds, or approximately \$800,000.

9/24/02

Motion It was moved by Mr. Golonski and seconded by Ms. Murphy that "the following resolutions be passed and adopted and that staff is to return with a modified Downtown Tenant Assistance Program:"

RA 60 RESOLUTION NO. R-2037:
RA 42-1 A RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY
Amend FY 01-02 OF BURBANK AMENDING FISCAL YEAR 2001-2002 BUDGET FOR
Budget to Repay THE PURPOSE OF REPAYING CITY CENTRE FOR COSTS RELATED
City Centre Cost TO OLD POLICE BLOCK PROJECT.
(Old Police Block)

RA 60 RESOLUTION NO. R-2038:
RA 42-1 A RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY
Amend FY 02-03 OF BURBANK AMENDING FISCAL YEAR 2002-2003 BUDGET FOR
Budget to Repay THE PURPOSE OF REPAYING CITY CENTRE FOR COSTS RELATED
City Centre Cost TO OLD POLICE BLOCK PROJECT.
(Old Police Block)

RA 60 RESOLUTION NO. R-2039:
RA 42-1 A RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY
Amend FY 02-03 OF BURBANK AMENDING FISCAL YEAR 2002-2003 BUDGET FOR
Budget for THE PURPOSE OF APPROPRIATING ADDITIONAL FUNDS FOR
Downtown Prog. DOWNTOWN PROGRAMS.

Adopted The resolutions and direction were adopted by the following vote:

Ayes: Members Golonski, Murphy, Ramos, Vander Borcht and
Laurell.

Noes: Members None.

Absent: Members None.

10:48 P.M. The Agency recessed at this time to permit the City Council to
Recess continue its meeting. The Agency reconvened at 11:01 p.m. for
public comment with all members present.

11:11 P.M. There being no further business to come before the Agency, the
Adjournment meeting was adjourned at 11:11 p.m.

Secretary

APPROVED OCTOBER 22, 2002

Chairperson