



City of Villa Park
17855 Santiago Boulevard
Villa Park, California 92861
(714) 998-1500

COMMUNITY DEVELOPMENT AND PUBLIC SAFETY COMMITTEE

Agenda
April 6, 2015
6:00 p.m.

The Community Development and Public Safety Committee of the City of Villa Park welcomes you to this meeting. We encourage your participation. This agenda contains a brief description of each item to be considered.

If you wish to speak on an item contained on the agenda, please approach the podium at the time the item is being considered. Upon recognition by the Chair, state your name and address for the record prior to providing your comments. Speakers will be limited to a time period set by the presiding officer.

All supporting information is available for public review in the City Hall offices.

Please Note: In compliance with the Americans with Disabilities Act, the City of Villa Park will make every reasonable attempt to accommodate attendees or participants at this meeting who need special assistance beyond what is normally provided. Please contact the City Hall at (714) 998-1500 at least 48 hours prior to this meeting to inform us of particular needs and to determine if accommodation is feasible. Please advise us at the time of your call if special assistance is required to attend or participate in meetings on a regular basis.

ORDER OF BUSINESS

1. CALL TO ORDER / ROLL CALL & INTRODUCTIONS
2. PUBLIC COMMENT
3. DISCUSSION ITEMS
 - A) Large Family Day Care CUP Application
 - B) Serrano Ave Restriping Plan
 - C) Construction concerns at 18552 Valley Drive
 - D) Discussion on the Business License Program

4. ADJOURNMENT

Next meeting: Monday, May 4, 2015 at 6:00 p.m.

A



**CITY OF VILLA PARK
Community Development Committee (CDC) Information Sheet
Conditional Use Permit (CUP) - Large Family Day Care – 10705 Providence Drive**

Hearing Date: April 28, 2015

Applicant: Mr. Hien Bui (Property Owner)

City Staff Recommends: Approve operation of a Large Family Day Care (up to 14 children), subject to Conditions of Approval

Site Location: 10705 Providence Drive

Site Size: 8,064 square feet or 0.19 acres

Topography: Flat

General Plan: Low Medium Density Residential

Zoning: Single Family Residence (R-1)

Land Use: Single-Family Detached Residential

Adjacent Zoning and Land Uses:

ZONING DESIGNATION

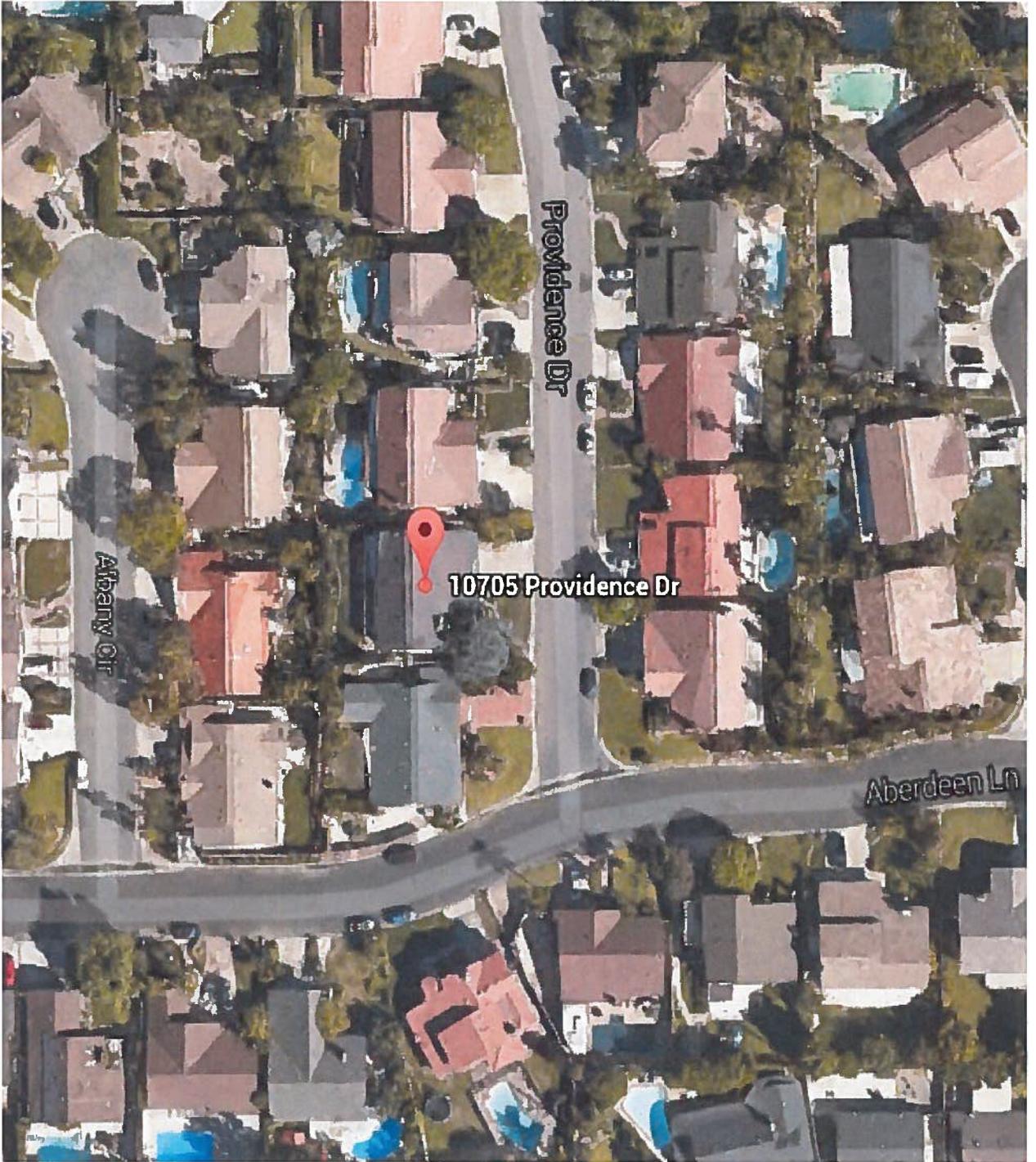
North: Single Family Residence (R-1)
 South: Single Family Residence (R-1)
 East: Single Family Residence (R-1)
 West: Single Family Residence (R-1)

LAND USE

Single-Family Detached Residential
 Single-Family Detached Residential
 Providence Drive
 Single-Family Detached Residential

NOTES:

The applicant (property owner) is currently licensed (since August 2013) to operate a Small Family Day Care to for up to eight children.





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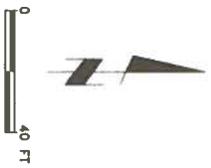
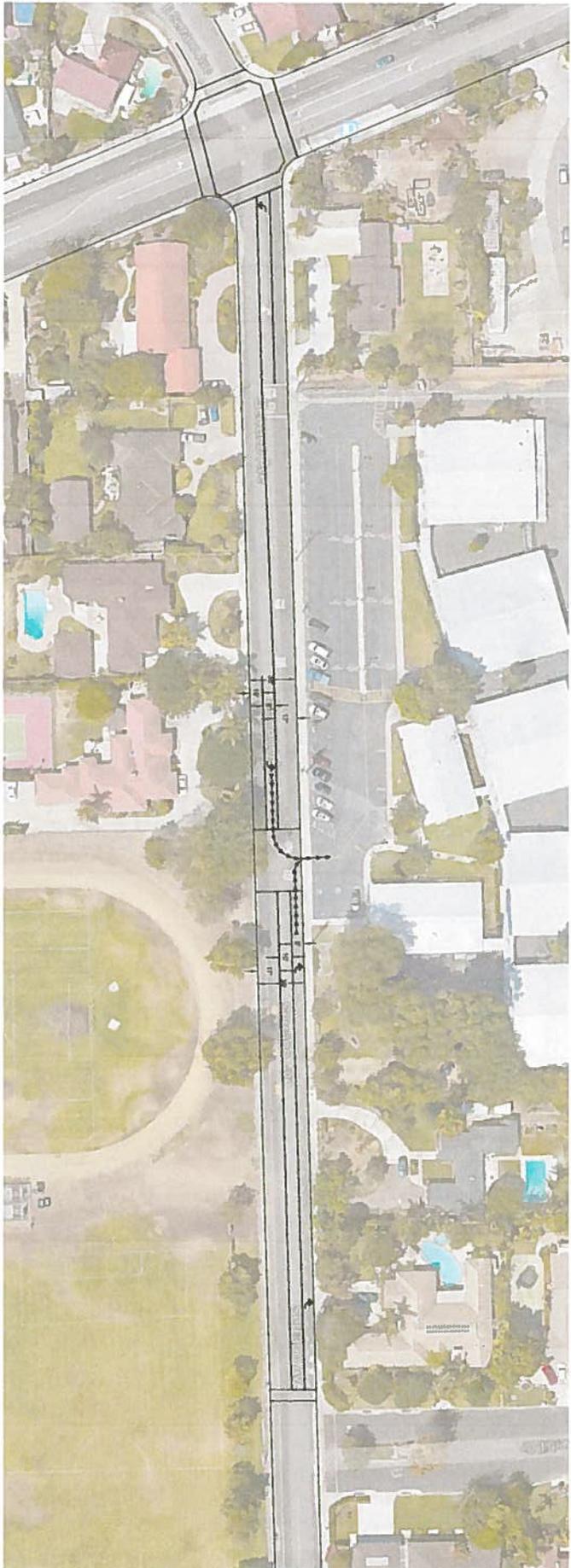
MEMORANDUM

DATE: April 3, 2015
TO: Community Development and Public Safety Committee
FROM: Jarad Hildenbrand, City Manager
SUBJECT: Serrano Ave Traffic Restriping Plan

Staff is looking for the Committee's recommendation regarding the attached restriping plan. It is important to note that with this plan, parking along the north and south side of Serrano Avenue from Santiago Boulevard to Featherhill Drive will be prohibited, and the bike lanes will be removed to accommodate three lanes of travel.

It was anticipated that this work be included in the combined FY 14/15 and FY 15/16 Street Improvement Project; however, doing so leaves a small timeframe to complete the work prior to the start of next school year. That said, it is proposed to bid the project separately. If the Committee concurs, staff will present the matter to Council at April's meeting with construction anticipated for early June or July.

Estimated cost: \$25,000



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VILLA PARK	
STREET IMPROVEMENT	
SANTIAGO BOULEVARD AND SERRANO	
AVENUE INTERSECTION	
EXHIBIT NO. 1	2/20/2015



City of Villa Park

C

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MEMORANDUM

DATE: April 3, 2015
TO: Community Development and Public Safety Committee
FROM: Jarad Hildenbrand, City Manager
CC: City Council, City Staff
SUBJECT: Construction concerns regarding 18552 Valley Drive.

Based on resident's concerns submitted at the March 11 Community Development and Public Safety Committee meeting, city staff conducted a thorough investigation and review of the subject property. Staff's response to each concern is below.

Integrity of block wall / damage to pool decking (40,000 gallon pool)

- **SCE utility lines - Raul's guys started trenching to reroute lines before approval from SCE (To date - no confirmation on approval of location of rerouted lines)**
- **Trench located 6" from block wall on slope - never shored up**
- **Akram said the slope was stable despite the trenching, but if something does happen, it's Raul's responsibility to incur the cost of repair (concerns brushed aside/ not taken seriously)**
- **The city doesn't take preventative measures - waits for it to be civil matter between neighbors**
- **Jarad - only one who replied to an email that was sent to Bill, Jennifer, and Akram, that put the city on official notice of the damage being done to pool decking - no follow-up or outcome after Jarad inspected damage.**

Staff's response: Prior to construction, DigAlert was called for verification of underground utilities. The utilities were marked wrong. SCE underground power lines were not installed where their plans showed. SCE & ATT were at fault. All lines have been relocated and approved by respective parties. The project grading is under the direction of a third party Soils Engineer who is concerned about stability of slope or wall and has made recommendations as the job progressed.

Location of pool equipment

- **Seems to be different from what the plans indicate - located near our lounge area - possible noise issue.**
- **Placement of equipment leaves little to no room for landscape screening that is indicated in the plans.**

Staff's response: The location of the pool equipment along the east property line is not consistent with the approved landscape plans, however, it is placed closer to the street and more importantly, further away from the neighbor's swimming pool lounge area. The pool equipment is set back from the east property line approximately four feet, and due to the four to five foot grade differential between the properties, the pool equipment is below grade and virtually out of sight. There should be very little to no noise impact to the adjacent residence. Equipment set back exceeds code requirements.



Here's a photo of the backflow equipment along the east property line and near the south property line that the adjacent neighbor may be concerned about from a noise impact standpoint. Pursuant to the City's Zoning Ordinance, the allowable noise levels in Noise Zone 1 is 55 dB(A) between 7:00 a.m. to 10:00 p.m. The pumps should operate well below the allowable noise levels and they generally do not run 24/7.

Relative to the neighbor's concern about no room for "landscape screening", there is between 20" to 24" to plant vertical-type landscape treatment to screen the equipment from view.

Dust

- **From excavation and roof tile cutting - have called the city to complain about this numerous times and was told the city would ask them to use water to minimize dust, however to no avail.**

Staff's response: Dust control on excavations is always a difficult issue. The City may have been called out on this address once during the roof installation, but it was never an on-going complaint received by City Hall. The City will now require street sweeping at the end of each day as well as watering down the site as necessary.

Parking and cones in street

- **Cars parked in street impair view of oncoming cars**
- **Cones are repeatedly knocked down and block the road**
- **Spoke to Akram and he said there's nothing that can be done about this (Another example of being brushed aside and not taken seriously.)**
- **Parking laws need to be enforced (parked in front of fire hydrant)**

Staff's response: Parking and traffic control are being monitored on a regular basis by staff and Sherriff's department. On street "Temporary on-street parking" is no longer permitted at the site.

Wiring for security cameras

- **Can possibly have a view of our backyard and us**
- **Spoke to Akram and he said that no one can escape "Big Brother." (Another example of being brushed aside and not taken seriously.)**

Staff's response: Regarding the security cameras, staff did not find any along the sides or the rear of the residence that would compromise the privacy of the adjacent residences. The only ones that could resemble security cameras were along the front of the residence. Based on the placement of these security cameras (if in fact they are security cameras; they looked like light fixtures), staff is not certain how they can pick up the view the neighbor's property. However, placement of private security cameras on private residences is not regulated by the City. Generally, any publicly viewable areas like back yards are fair game – which is how companies like Google can record their Street View images across the United States. Nevertheless, staff will speak to the property owner about being sensitive to the privacy of the adjacent neighbors. .

Other projects /Other cities

- **Other projects are not nearly as unorganized or disruptive**
- **Larger cities (Orange, Anaheim) more on top of ensuring that things are done ace to code**
 - **In compliance with OSHA?**
- **Does project match plans? (Numerous revisions)**
 - **Underground movie theater near front side of house (Has this been approved?)**

Staff's response: Based on an anonymous complaint, OSHA red tagged the project for reasons related to worker safety and contractor performance. The building permit was pulled as owner-

builder, which is completely acceptable in California and typical in Villa Park. None of the issues were related to the plans or development standard issues. The City was not notified by OSHA. The City's Building Official called OSHA for the details. OSHA is the Federal agency tasked with enforcing safety and health legislation for workers. They do not oversee the implementation of the local zoning code or the review and approval of state and local building codes. Both City Planning and City Building Departments approved all construction on this site.

The pool is a mess. Does not look professionally done. The gunnite is chipped, falling off, broken, open areas where you can see the base. There is also water sitting in the deep end that has been there a minimum of 3 months. In the water is construction debris and trash.

Staff's response: Pool construction is not completed; however, the standing water has been drained.

The retaining wall does not look to be up to code or properly done.

Staff's response: Staff has requested engineered plans from the property owner.

The Pool & area above underground Theatre is very close to the neighbors property line. I do not believe the set back is correct. This is also shoddy construction.

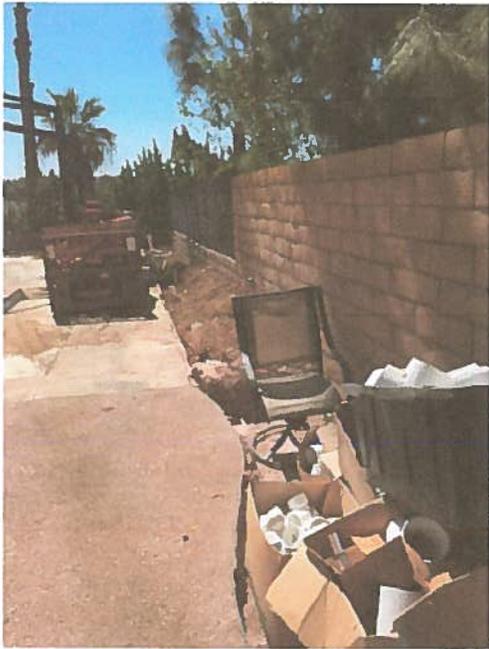
Staff's response: The underground theater meets Building Code construction methods. There are no setback regulations for subterranean structures.

All along the backyard there does not seem to be any area to put up any type of privacy vegetation.

Staff's response: There is a 33"- 36" wide area to install landscaping, which is more than enough room to install vertical-type landscape treatment, i.e., Cypress, Cedars, Conifers, etc. to provide "privacy vegetation".



This is a shot along the south (rear) property line, looking west.



This is a shot of the west property line, looking south.

My fence/rodiron was broken back when they were digging the underground bunker. The damage is substantial and is still loose. Bricks are completely broken and some cracks are appearing. I demand that Mr. Torres put up a new, taller fence as the fence now cannot be fixed.

Staff's response: Generally, this is civil matter between neighbors, but staff will require that any damage be repaired prior to issuance of Certificate of Occupancy.



Staff did observe settling fissures and a missing block along the west property line (first picture), and a block that is about to go missing (second picture). It appears that these walls can be repaired.

The front yard is suppose to be 50% hardscape vs. softscape and the new driveway just put down takes up more that 50% .

Staff's response: The landscape architect has been required to provide an area breakdown of this on the plans and adjust accordingly, if necessary. Based on staff's observation, it appears that the hardscape covers more than 50% of the total front yard setback area, which is in violation of the code and will be corrected prior to issuance of Certificate of Occupancy.

Also: questions about if the underground theatre is a permitted structure.

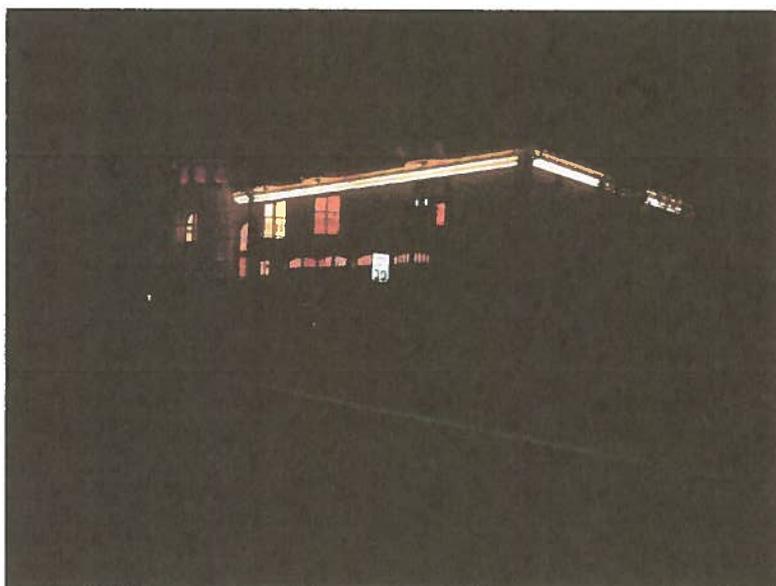
Staff's response: This is a permitted structure.

Inside the house off the living area is a spiral staircase leading down to the bunker that I feel is not in compliance because the steps are triangular and the sizing is small. They also spiral down steeply.

Staff's response: City Building Official previously addressed this issue with the contractor, and the stairs will meet code requirements before the building is occupied.

Outside lights are very bright, surround the whole house, shine-glow down unto my property.

Staff response: Staff agrees and the property owner has disconnected the band lighting as of April 3. Lighting should be used for accent, not attract attention to a site. Staff will work with the property owner to provide a balance with neighborhood concerns. Too much light causes light spillage and glare, which negatively affects the surrounding environment.



The workers park in front, down to my front and up to the neighbors front, which is a "No Parking Anytime" zone. It is a dangerous situation that the City allowed. Needs to be shut down. Also the workers parking by my bushes have thrown trash and cigarette butts into the bushes, along with what we figured out to be areas where the men urinated. This is the most disrespectful aspect of this parking. Letting them park there and this is what they do in return.

Staff's response: Temporary on-street parking is no longer permitted.

The whole construction site is a mess. Construction debris and trash everywhere on the property.

Staff's response. Trash removal is an on-going effort by the contractor, and staff will continue to monitor the site's general housekeeping.

Also want to be sure that his security cameras in no way, shape or form intrude on my property at any time.

Staff's response: See above.

The area behind the Pool and underground Theatre was once a slope. It was removed to put these structures against the neighbors property. I do not think the Set-back requirements were followed. Also the Pool is becoming very tall and I would think that it would require a variance and I do not know if one was given. Mr. Torres is putting some kind of "Fire" shooting atop the pool for all the neighbors to see. This concerns me because it just seems to not be in compliance.

Staff's response: The pool meets City zoning code regulations.



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MEMORANDUM

DATE: April 3, 2015
TO: Community Development and Public Safety Committee
FROM: Jarad Hildenbrand, City Manager
SUBJECT: Business License Program

SUMMARY

The Committee has requested a discussion regarding the City's business license program.

Between 500-700 businesses operate in the City at a given time. Currently, no monitoring is occurring with the exception of contractors, as a business license is required to obtain a building permit. Home-based businesses, gardeners, landscapers, pool cleaners, etc. operate on the honor system.

BACKGROUND

In December 2013, staff proposed contracting with Help My Community (HMC). HMC is a private company that offers business license discovery to local governments for a reasonable cost. With reservation, the contract was unanimously approved by the City Council on December 17, 2013. The staff report is attached.

At the January 2014 meeting in conjunction with the adoption of the annual fee schedule, City Council discussion ensued regarding the City's business license fees. After discussion, it was the consensus of the City Council to review the business license fee structure at February's meeting.

At the February 2014 meeting, staff provided an overview of the City's business license program. Ultimately, the City Council requested that the City Manager return with suggestions for a new, simplified business license fee structure. In addition, the contract with HMC was terminated, although, it had not been fully executed. The staff report is attached.

At the March 2014 meeting, staff returned with a more business friendly program based on Council's previous direction. No changes to the program were ultimately made. The staff report is attached.

FEE HISTORY

- 1976: Business license program implemented (Ordinance 76-243)
 - Non-regulatory, revenue generating only
- 2009: Business License Administrative Fee of \$30.00 implemented (Reso. 2009-3082)
- 2013: Business License Administrative Fee increased to \$56.95 (Reso 2013-3243)
- 2014: Business License Administrative Fee reduced to \$49.00 (Reso 2014-3268)

REVENUE COLLECTED

Fiscal Year	BL Tax	BL Admin. Fee	Total
Est. 2014-2015	\$31,000	\$24,000	\$55,000
2013-2014	\$32,000	\$27,000	\$59,000
2012-2013	\$30,009	\$16,130	\$46,139
2011-2012	\$29,824	\$15,740	\$45,564
2010-2011	\$34,610	\$18,630	\$53,240
2009-2010	\$35,284	\$17,461	\$52,745

APPROVED: 5-0

**NEW BUSINESS
AGENDA ITEM # 13**

**CITY OF VILLA PARK
CITY COUNCIL
DECEMBER 17, 2013**

To: Honorable City Council
From: Jarad Hildenbrand, City Manager 
By: Michelle Danaher, Finance Director

**SUBJECT: CONSIDERATION OF AGREEMENT WITH HELP MY
COMMUNITY FOR BUSINESS LICENSE DISCOVERY AND
COMPLIANCE SERVICES.**

BACKGROUND

In March of 2013, City staff began researching Help My Community (HMC). HMC is a company that offers business license discovery and compliance services to local governments. HMC specializes in finding unlicensed businesses (both businesses that are located in our community and those that are coming in from outside our City to do work) using their sophisticated software. HMC is the only company (to date) that has developed a software to data mine the web, searching for unlicensed businesses (ULB), and effectively categorizing this information for the City, while at the same time providing real-time reporting and tools to assist City staff. This idea sparked staffs interest as it was a free service that does all the leg work in discovering and pursuing ULBs that our limited City staff does not have time to do. This program **does not** cost the City any upfront money and is designed to generate short term and long term revenue for the City, and influence growth. Once HMC "finds" a business that is unlicensed, and the City receives the revenue on that license. The City then compensates HMC on a revenue sharing basis. The revenue sharing is 30% to HMC and 70% to the City. HMC will receive 30% of the found revenue and they receive a 30% stream on that business for three years forward. So for a typical business license of \$107.95, HMC would receive \$32.38 and the City will receive \$75.57 for the first year and each additional year for three years, for a total found revenue of \$302.28 for the City of Villa Park for one new business license.

HMC programmers ran a preliminary test run of potential businesses serving the City of Villa Park, and they concluded that in the first year of research, that the City of Villa Park business licenses could double. Extrapolated out, HMC estimates that the City has a new potential earning power of \$120,000 over the next four years.

HMC is located in the east bay, in Northern California, and has several city clients (City of Oakland, City of Corcoran, City of Adelanto, and City of Menlo Park) that are currently very satisfied with HMC's service. Staff has met with HMC, discussed the contract with our City Attorney, and feel that the service could be a very beneficial tool for the City of Villa Park to increase revenues at no cost to the City.

RECOMMENDATION

That the City Council authorize the City Manager to enter into a three year contract with HMC to provide independent contractor services for business license discovery and compliance services.

ATTACHMENTS

1. HMC contract

**NEW BUSINESS
AGENDA ITEM # 6**

**CITY OF VILLA PARK
CITY COUNCIL
FEBRUARY 25, 2014**

To: Honorable City Council

From: Jarad Hildenbrand, City Manager 

Subject: **CONSIDERATION OF BUSINESS LICENSE PROGRAM**

SUMMARY

City staff is seeking policy direction from the City Council regarding the implementation of Villa Park Municipal Code Article 8-1 and 8-2 regarding business licenses.

At its meeting on December 17, 2013, the City Council authorized staff to enter into a contract with Help My Community (HMC) to aid in the discovery of unlicensed businesses both inside and outside of the community. Examples of unlicensed home-based businesses include specialized consultants, accountants, graphic designers, analysts, engineers, and physicians. Examples of businesses located outside the City include gardeners, house cleaners, pool cleaners, contractors, repair men, and surveyors.

At its meeting on January 28, 2014, during the discussion regarding the reduction of the business license administrative fee, the City Council directed staff to review the City's business licensing program in an effort to become a more "business friendly" community.

DISCUSSION

Described below is the City of Villa Park's current practice regarding business licensing.

WHAT IS A BUSINESS LICENSE?

A business license is an annual non-regulatory licensing fee (tax) levied by the City for the privilege of conducting business within Villa Park's jurisdiction. Business license fees are due and payable prior to commencing business. The fees assessed are intended to raise revenue for the General Fund in order to provide first class services to the community of Villa Park.

WHO IS REQUIRED TO HAVE A BUSINESS LICENSE IN VILLA PARK?

In 1976, the Villa Park City Council adopted Ordinance 76-243, implementing the City's business license program. Specifically, Villa Park Municipal Code Section 8-1.3 states that "...no person shall commence, transact or carry on any business, trade, profession,

calling or occupation in the City without first having procured a license from the City so to do or without complying with all applicable provisions...”

This section applies whether the business is home-based, mobile, "store front" or located out of the City with agents working in the City.

WHAT DOES A VILLA PARK BUSINESS LICENSE COST?

Each new and renewal application for a Business License must include an administrative fee of \$49.00, a state mandated fee of \$1.00, and the minimum tax below for the specific type of business.

Businesses Located and Operating in the City

Professional Businesses and Services pay a fee based upon the gross receipts of business done within the City.

Gross Receipts	License Tax
\$0—\$15,000	\$ 25.00
15,000—30,000	35.00
30,000—75,000	50.00
75,000—150,000	75.00
150,000—300,000	100.00

Retail Sales (any goods, services, wares or merchandise) pay a fee based upon the gross receipts of business done within the City.

Gross Receipts	License Tax
\$0—15,000	\$30.00
15,000—25,000	47.50
25,000—75,000	67.50
75,000—100,000	82.50

For additional gross receipts up to \$500,000, per \$1,000 \$0.20
For all additional gross receipts over \$500,000, per \$1,000 \$0.10

Businesses Not Located in the City

Any businesses not operating from a fixed place of business in the City shall pay a business license of fifty (\$50.00) dollars per year.

Summary of Business License Revenue
(Business License revenue pays for general operating costs of the City)

Fiscal Year	BL Tax	BL Admin. Fee	Total	% of General Fund
2012-2013	\$30,009	\$16,130	\$46,139	1.60%
2011-2012	\$29,824	\$15,740	\$45,564	1.71%
2010-2011	\$34,610	\$18,630	\$53,240	1.92%
2009-2010	\$35,284	\$17,461	\$52,745	1.95%

OPTIONS

With regards to the business license program, Staff has drafted a couple of options for the City Council to consider. Each option considers efforts to reduce staff time, increase efficiency with both staff and the customer, increase a business friendly environment, and allow for consistency within the program.

RECOMMENDATION

That the City Council discuss and provide direction. Staff will return at a future meeting with the appropriate formalities based on Council direction.

Attachment 1 – Option 1

Eliminate Business License Fee, Create Business Registration

Eliminate the Business License Fee and Administrative Fee for all businesses, whether the business is home-based, mobile, "store front" or located out of the City with agents working in the City. In other words, do not require or issue business licenses. Instead, ask businesses to complete a voluntary, no cost Business Registration Form that assists the City in maintaining records, emergency contact information and a business mailing list for future announcements.

FISCAL IMPACT

Eliminating the Business License Fee and Administrative Fee would result in a General Fund loss of approximately \$50,000 per fiscal year. The loss of this revenue then poses the question of how to replace it. If the City Council authorizes the elimination of the fees, it would require a ballot measure to reinstate a Business License Fee (Tax) if the City ever desired to reinstate that revenue again.

Attachment 2 – Option 2

Business Friendly Gross Receipts Fee Structure

Eliminate the Business License Administrative Fee of \$49.00, and restructure the Business License Fee for all businesses, whether the business is home-based, mobile, "store front" or located out of the City with agents working in the City. In other words, one structure for all businesses.

A sample structure is proposed as follows:

Every person who engages in business within the City of Villa Park shall pay a license fee based upon the gross receipts of business done within the City, unless otherwise specified. Gross receipts shall be based on the prior year's receipts, or in the case of a new business, calculated on current year's estimates. All licenses shall be due on the anniversary date of the issuance of the license.

ANNUAL GROSS RECEIPTS TABLE

Gross Receipts	License Tax
\$0—\$25,000	\$25.00
50,001—100,000	35.00
100,001—250,000	50.00
250,001—500,000	75.00
500,001—over	100.00

FISCAL IMPACT

Eliminating the Business License Administrative Fee and reducing the current Business License Fee would result in a General Fund loss of approximately \$30,000 per fiscal year, which also poses the question of how to replace that revenue.

Attachment 3 – Option 3

Business Friendly Flat Fee Structure

Eliminate the Business License Administrative Fee of \$49.00, and restructure the Business License Fee for all businesses, whether the business is home-based, mobile, "store front" or located out of the City with agents working in the City. In other words, one flat fee structure for all businesses.

A sample structure is proposed as follows:

BUSINESSES LICENSE FEE

CONTRACTOR	\$50.00
DELIVERY VEHICLE	\$25.00
HOUSE CLEANER	\$25.00
LAWN CARE/GARDENERS	\$25.00
POOL CLEANER	\$25.00
HOME BASED BUSINESS	\$50.00
TOWN CENTER BUSINESSES	
- Professional Services	\$100.00
- Retail Sales	\$200.00

FISCAL IMPACT

Eliminating the Business License Administrative Fee and reducing the current Business License Fee would result in a General Fund loss of approximately \$30,000 per fiscal year, which also poses the question of how to replace that revenue.

**PUBLIC HEARINGS
AGENDA ITEM # 2**

**CITY OF VILLA PARK
CITY COUNCIL
MARCH 25, 2014**

To: Honorable City Council

From: Jarad Hildenbrand, City Manager 

Subject: **CONSIDERATION OF ORDINANCE NO. 2014-584 AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF VILLA PARK, CALIFORNIA, AMENDING ARTICLE 8-1 AND 8-2 OF THE VILLA PARK MUNICIPAL CODE RELATING TO BUSINESS LICENSES.**

SUMMARY

At its meeting on February 25, 2014, City Council provided direction to staff to develop a more business friendly license program for the City of Villa Park.

DISCUSSION

Currently, all businesses operating in the City of Villa Park (including home based businesses) are required to have a business license, which generally range from \$50-100. As of this writing, Villa Park has 544 licensed businesses generating approximately \$57,000 a year in revenue to the City in business license fees. Under the proposed program, staff expects the number of licensed businesses and revenue to decrease by half, at least. Key aspects of the proposed program include the following:

1. Eliminates the Business License Administrative Fee of \$49.
2. Restructures from gross receipts to flat fee.
3. Exempts the following from obtaining a business license: City consultants and contractors not having a fixed place of business within the City, gardeners, pool cleaners, house cleaners, hair stylists, estheticians, or other similar businesses.
4. Solicitors permit fee and requirements remain the same.

Type of Business	Current Fee	Proposed Fee
Contractors	\$100	\$50
Delivery by Vehicle	\$75	\$25
Esthetician	\$50-100	Exempt
Gardeners	\$100	Exempt
Hair Stylist	\$50-100	Exempt
Home Based Businesses	\$100	\$50
House/Pool Cleaners	\$100	Exempt
Town Center (Professional)	\$75-100	\$50
Town Center (Retail)	\$100-2000	\$100

It is important to note that all businesses will still be required to pay the \$1.00 State fee pursuant to SB 1186.

As proposed, the ordinance considers efforts to reduce staff time, increase efficiency, as well as promote a business friendly environment in Villa Park. Home occupations standards remain the same and all applications will be reviewed by planning to ensure the business is an appropriate use for the zone. If approved, the second reading and adoption of the ordinance will occur at the April 22, 2014, meeting, and will take effect immediately thereafter.

FISCAL IMPACT

The elimination of the Business License Administration Fee will result in an estimated \$25,000 a year loss of revenue. In conjunction with the BLAF loss, it is estimated that there will be an additional 50% reduction in the number of licenses applied for; therefore, impacting the City's revenue by approximately another \$16,000 a year. The estimated total loss of revenue to the General Fund each year is \$41,000.

RECOMMENDATION

Hold a Public Hearing, introduce, amend and approve the first reading of Ordinance No. 2014-584, and schedule a second reading and adoption at the April 22, 2014, City Council meeting.

ATTACHMENTS

Ordinance No. 2014-584
VPMC Article 8-1 and 8-2