

REDEVELOPMENT AGENCY OF
THE CITY OF SAN DIEGO
RESOLUTION NUMBER R-03744
ADOPTED ON MARCH, 30, 2004

A RESOLUTION OF THE REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO MAKING CERTAIN FINDINGS WITH RESPECT TO THE MIDWAY TREE PLANTING PROJECT IN THE NORTH BAY REDEVELOPMENT PROJECT AREA; AUTHORIZING THE EXPENDITURE OF \$50,000 IN SERIES 2000 NORTH BAY BOND PROCEEDS FOR THE MIDWAY TREE PLANTING PROJECT; AUTHORIZING THE EXECUTIVE DIRECTOR, OR DESIGNEE, TO EXECUTE AN AGREEMENT WITH THE BUSINESS IMPROVEMENT DISTRICT COUNCIL

WHEREAS, the Redevelopment Agency of the City of San Diego [Agency] is engaged in activities necessary to carry out and implement the Redevelopment Plan for the North Bay Project Area [Project Area]; and

WHEREAS, the Redevelopment Agency proposes to contribute up to \$50,000 from the North Bay Redevelopment funds to assist in implementing the Midway Tree Planting Project [Project];

WHEREAS, the Project will assist in meeting the goals and objectives stated in the Second Five-Year Implementation Plan to “improve, promote, and preserve the positive neighborhood characteristics in North Bay, while correcting physical and economic deficiencies in the community”; and

WHEREAS, the Project will help create a sense of place, a destination for businesses and consumers by redefining the image of the community; and

WHEREAS, the Project will provide for a safer and more pleasant environment for pedestrians and users of public transit; and

WHEREAS, the Project will provide new trees and help unify the existing tree streetscape and demonstrate to visitors that the area surrounding the Midway/Sports Arena is home to businesses that take pride in their community.

WHEREAS, the Project will assist in strengthening the economic viability of the adjacent commercial district by providing an incentive for private investment and improved maintenance in the surrounding area; and

WHEREAS, the Business Improvement District Council proposes to contribute up to \$10,000 to assist in the implementation of the Project and fund tree maintenance activities for three years; and

WHEREAS, the North Bay Business Association proposes to contribute up to \$6,000 to the Business Improvement District Council to be used to assist in funding the Project; and;

NOW, THEREFORE,

BE IT RESOLVED, by the Redevelopment Agency of the City of San Diego, as follows:

1. The Agency finds and determines that the implementation of the Midway Tree Planting Project in the Midway Area, for which the Agency proposes to contribute funding, is of benefit to the North Bay Redevelopment Project; that no other reasonable means of financing the Project is available to the community; that the Project will assist in the elimination of one or

more blighting conditions inside the Project Area; and that the Project is consistent with the Second Five-Year Implementation Plan adopted pursuant to California Health and Safety Code Section 33490.

2. That the Agency approves an amendment to the Redevelopment Agency Fiscal Year 2004 Budget for the North Bay Redevelopment Project Area authorizing the appropriation and expenditure of \$50,000 from the Series 2000 North Bay Bonds Proceeds for the Midway Tree Planting Project.

3. That the Executive Director, or designee, is authorized to execute the Agreement with the Business Improvement District Council to implement the Midway Tree Planting Project, Document Number D-03744.

APPROVED: CASEY GWINN, City Attorney

By _____
Sung L. Phillips
Deputy General Counsel

SLP:ai
03/17/04
Or.Dept:REDV
Aud.Cert: 2400804
RA-2004-116
Council:R-2004-987