

RESOLUTION NO. 201062 OCT 22 1970

RESOLUTION OF THE COUNCIL OF THE CITY OF  
SAN DIEGO DECLARING ITS INTENTION TO  
FORM A PARKING AND BUSINESS IMPROVEMENT  
AREA KNOWN AS "DOWNTOWN IMPROVEMENT AREA,"  
PROVIDING FOR THE LEVY OF AN ADDITIONAL  
BUSINESS LICENSE TAX TO BE IMPOSED  
THEREIN, FIXING THE TIME AND PLACE FOR  
HEARING, AND GIVING NOTICE THEREOF.

WHEREAS, many citizens are concerned about the physical  
appearance and economic well-being of the downtown section  
of the City of San Diego; and

WHEREAS, the San Diego City Council has been requested  
to take all necessary actions to promote and upgrade the  
appearance and economic well-being of that certain area of  
downtown San Diego; and

WHEREAS, this City Council recognizes the need for the  
formation of an improvement area for this purpose; and

WHEREAS, the Parking and Business Improvement Area Law  
of 1965, Section 36000 et seq. of the State of California  
Streets and Highways Code, herein called "said Law,"  
authorizes cities to create parking and business improve-  
ment areas and impose taxes upon businesses within those  
areas for the purpose of general upgrading and promoting  
of said areas; and

WHEREAS, the City Council proposes to form a parking  
and business improvement area in the downtown section of  
San Diego pursuant to the Parking and Business Improvement  
Area Law of 1965; NOW, THEREFORE,

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BE IT RESOLVED, by the Council of The City of San Diego,  
as follows:

1. That the City Council hereby declares its intention to form a parking and business improvement area in the City of San Diego in accordance with the provisions of said Law.

2. That the name of the proposed parking and business improvement area intended to be formed is "Downtown Improvement Area," hereinafter called "Area."

3. That the boundaries of the proposed Area are described as all that area lying within and bounded by First through Tenth Avenues and E Street through Ash Street, as more fully depicted on a map thereof which is on file in the office of the City Clerk as Document No. 733809 and by this reference made a part hereof.

4. The proposed uses to which the proceeds from the additional business license tax as hereinafter provided shall be put are:

- a. Decoration of public places in the Area;
- b. Promotion of public events which are to take place within the Area;
- c. Furnishing of music in public places in the Area; and
- d. The general promotion of retail trade activities in the Area.

5. That there shall be imposed upon businesses located within said Area, as finally established, in addition to the ordinary business license tax as presently

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-2-

201062

required by applicable sections of the San Diego Municipal Code, an additional business license tax which shall be fixed, determined and established in accordance with the schedule attached hereto as Exhibit A and by this reference made a part hereof.

6. Notice is hereby given that the 17th day of November, 1970 at the hour of 9:30 a.m. o'clock in the Council chambers of the City Council in the City Administration Building, located at Second Avenue and C Street in the City of San Diego, is the time and place fixed for the hearing on this resolution of intention for the proposed formation and establishment of said "Downtown Improvement Area." Any person interested and/or objecting or desiring to protest the formation and establishment of said Area, or any other proposal or matter set forth in the resolution of intention, may file a written protest with the City Clerk of said City not later than the hour so fixed for hearing.

7. The City Clerk shall cause this resolution of intention to be published at least once in the official City newspaper printed and published in said City, said publication to be completed at least ten (10) days prior to the date of said hearing.

8. The City Clerk shall also cause a copy of this resolution of intention to be mailed postage prepaid to each business in the proposed Area as described herein,

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201062

which mailing shall be completed at least ten (10) days  
prior to the date of said hearing.

RECEIVED  
CITY CLERK'S OFFICE  
1970 OCT 21 PH 3:12  
SAN DIEGO, CALIF.

APPROVED: JOHN W. WITT, City Attorney

By Jack Katz  
Jack Katz, Deputy

JK:K  
10-14-70  
(REV.)

-4-

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201062

PROPOSED BUSINESS IMPROVEMENT DISTRICT FORMULA

Category A: No increase

Business of Manufacturing  
Business of Wholesale  
Public Utilities (Gas & Electric, Telephone &  
Water)

Category B: An amount equal to two times the present  
business license tax

Amusement Centers	Laundries
Apartment Houses	Motels
Auto Dealers	Magazine Stands
Auto Leasing Agencies	Newspaper Sales
Automotive Repair	Messenger Service
Automotive Supplies	Photographers
Bars	Photo Studios
Barber Shops	Parking Lots
Beauty Salons	Parking Structures
Cabarets	Office Buildings
Cafes	Restaurants
Card Rooms	Retail Sales
Cleaners	Retirement Homes
Cocktail Lounges	Second Hand Dealers
Dine & Dance	Service Stations
Entertainment	Shoe Repair
Games of Skill	Tailors
Hotels	Theaters
Laundromats	Tobacco

Category C: An amount equal to the present business license  
tax

All other businesses not enumerated in Categories A  
or B above.

EXHIBIT A

201062

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Passed and adopted by the Council of The City of San Diego on OCT 22 1970,  
by the following vote:

Councilmen	Yeas	Nays	Excused	Absent
Helen Cobb	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sam T. Loftin	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Henry L. Landt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Floyd L. Morrow	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Martinet	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Allen Hitch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Schaefer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Frank Curran	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

AUTHENTICATED BY:

FRANK CURRAN  
Mayor of The City of San Diego, California.

(Seal)

JOHN LOCKWOOD  
City Clerk of The City of San Diego, California.

By Elfa P. Hamel, Deputy. KR

Office of the City Clerk, San Diego, California

Resolution Number 201062 Adopted OCT 22 1970

FORM CC-1276 (1-69)

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