

RESOLUTION NO. 220271

FEB 8 1978

RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO FORM A PARKING AND BUSINESS IMPROVEMENT AREA KNOWN AS "LA JOLLA 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 limited parking and economic well-being of central La Jolla; 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 central La Jolla including certain residential areas as hereinafter described; 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 improvement 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 improvement area in the central business section of La Jolla 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 central district of La Jolla 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 "La Jolla Improvement Area," hereinafter called "Area."

3. That the proposed Area is generally described as all that area lying within and bounded by Coast Boulevard and Prospect Place on the north, the Pacific Ocean on the west, Sea Lane and Genter Street on the south and Cabrillo Avenue and Olivet Street on the east, as more fully depicted on a map thereof which is on file in the Office of the City Clerk as Document No. 762629 and by this reference made a part hereto.

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

a. The general promotion and development of retail trade in said Area.

b. Public parking for vehicles, and the promotion of various modes of transportation, such as walking, bicycling and public transit within the Area.

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5. That there shall be imposed upon businesses subject to business license taxing jurisdiction, located within said Area as finally established, in addition to the ordinary business license tax as presently required by applicable sections of the San Diego Municipal Code, an additional improvement area tax which shall be an amount equal to the present business license tax.

6. That there shall be imposed upon such profit or nonprofit businesses which do not pay an ordinary business license tax and are located within the area, as specified by the City Council or its designated advisory board or commission, an improvement area tax in an amount not to exceed the business license tax which would be applicable to such business if it were subject to business license taxing jurisdiction.

7. That City will advance an estimated \$5,000 from the 100 Fund which will be reimbursed if and when the district is approved.

8. Notice is hereby given that the 11th day of April, 1978, at the hour of 8:30 a.m. 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 "La Jolla 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.

9. 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.

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

APPROVED: JOHN W. WITT, City Attorney

By Paul E. Robinson
Paul E. Robinson, Deputy

PER:lc:235
1/24/78
Or.Dept.:Eng.&Dev.

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Passed and adopted by the Council of The City of San Diego on FEB 8 1978,
 by the following vote:

Councilmen	Yeas	Nays	Excused	Absent
Bill Mitchell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maureen F. O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Lowery	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leon L. Williams	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Fred Schnaubelt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tom Gade	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Larry Stirling	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Jess D. Haro	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Pete Wilson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

PETE WILSON

Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR

City Clerk of The City of San Diego, California.

By Allyson D. Newitt, Deputy.

(Seal)

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 CITY CLERK'S OFFICE
 1978 JAN 30 PM 1:08
 SAN DIEGO, CALIF.

Office of the City Clerk, San Diego, California

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