

(R-84-1737)

RESOLUTION NUMBER R- **260614**

Adopted on MAY 07 1984

*approved by council
for R-260752
5/21/84 EB*

RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE HILLCREST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1979.

WHEREAS, the Council of The City of San Diego desires to form a parking and business improvement area to be know as "The Hillcrest Business Improvement District" pursuant to the Parking and Business Improvement Area Law of 1979 (Streets and Highways Code Section 36500, et seq.), in accordance with the wishes of the many businesses in the area; NOW, THEREFORE,

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

1. The Council hereby declares its intention to form a parking and business improvement area to be known as "Hillcrest Business Improvement District" (the "District") pursuant to the Parking and Business Improvement Area Law of 1979 (Streets and Highways Code Section 36500, et seq.).

2. The area to be included in the District includes the Hillcrest community area within the following address ranges:

Street Name	Address Range	Business Improvement District Zone No.
Washington Street	400 - 599	Zone 1
University Avenue	400 - 599	Zone 1
Robinson Avenue	400 - 599	Zone 1
4th, 5th and 6th Avenues	3800 - 3999	Zone 1
Lewis Street	0100 - 0999	Zone 2
Washington Avenue	0100 - 0399	Zone 2
Washington Avenue	0600 - 0999	Zone 2
University Avenue West	0100 - 0199	Zone 2

University Avenue	0100 - 0399	Zone 2
University Avenue	0600 - 0899	Zone 2
Robinson Avenue West	0100 - 0199	Zone 2
Robinson Avenue	0100 - 0399	Zone 2
Robinson Avenue	0600 - 0899	Zone 2
Pennsylvania West	0100 - 0199	Zone 2
Pennsylvania Avenue	0100 - 0899	Zone 2
Evans Place	0100 - 0699	Zone 2
Anderson Place	0100 - 0699	Zone 2
Front Street	3700 - 4099	Zone 2
First Avenue	3700 - 4099	Zone 2
3rd, 4th, 5th and 6th Avenues	3600 - 3799	Zone 2
3rd, 4th, 5th and 6th Avenues	4000 - 4149	Zone 2
7th, 8th and 9th Avenues	3600 - 4099	Zone 2
Brookes Avenue	0300 - 0699	Zone 3
Walnut Avenue	0300 - 0699	Zone 3
Upas Street	0300 - 0699	Zone 3
Ivy Lane	0300 - 0699	Zone 3
4th, 5th, 6th and 7th Avenues	3400 - 3599	Zone 3
Cleveland	0900 - 1299	Zone 3
University Avenue	0900 - 1299	Zone 3
Essex	0900 - 1299	Zone 3
Robinson Avenue	0900 - 1299	Zone 3
10th Avenue	3800 - 3999	Zone 3
Vermont Street	3800 - 3999	Zone 3

A map depicting the District is attached hereto as Exhibit A and incorporated herein by reference.

3. The purpose of forming the aforementioned District as a parking and business improvement area under the aforementioned Business and Improvement Area Law is to provide revenue to defray the costs of services and programs which will benefit businesses in the area. The services and programs to be provided are those listed in Exhibit B, which is attached hereto and by this reference made part hereof, and the services and programs listed thereon are the uses to which the revenue generated by the charges to be levied will be put.

4. All businesses operating in the above-described area

will be charged a share of the costs of the aforementioned services and programs according to the type of business and the benefit to be received as determined by the following:

A. Description of the District Zones:

1. Zone I is the central core of the Hillcrest area most impacted by parking and traffic circulation problems. Businesses in this area will receive the greatest benefit from the parking and traffic circulation and pedestrian improvement programs of the District listed in Exhibit B.

2. Zone II immediately surrounds the central core area of Hillcrest. Businesses in this area are within easy walking distance of the central core area and will benefit from the programs as listed in Exhibit B although to a lesser extent than those in Zone I.

3. Zone III businesses are the farthest from the central core area, but they will benefit from the improved community identity and public exposure resulting from the programs listed in Exhibit B. Zone III businesses will be included equally in community coordination and government liaison programs of the District.

4. Businesses which overlap zone boundaries will be considered in the zone of greatest benefit.

B. Descriptions of the District Categories of Benefit:

1. CATEGORY A. Includes those businesses which will benefit significantly from increased interaction

with the public, increased visibility, and pedestrian/parking improvements to be provided by the District. This category includes but is not limited to the following:

Restaurants, Grocery Stores, Pawn Shops, Hotels and Motels, Exercise Studios;

Retail Stores, Arcades, Galleries, Health Clubs, Dance Schools;

Theatres, Bars and Taverns, Gasoline Stations, Banks and Savings Institutions.

2. CATEGORY B. Includes those businesses which interact with the public to a lesser extent than CATEGORY A, but these businesses will benefit from the increased visibility, pedestrian and parking facility improvements to be provided by the District. This category includes but is not limited to the following:

Medical Doctors, Dentists, Attorneys, Architects, General Contractors, Auto Dealers and Repair, Nursery Schools;

Psychologists, Optometrists, Advertising Agencies, Engineers, Investment Companies, Real Estate Offices, Pet Grooming;

Social Workers, Dispensing Opticians, Designers, Interior Decorators, Business Management Firms, Photography Studios and Utility Companies.

3. CATEGORY C. Includes those businesses which are less dependent on pedestrian interaction and parking facilities than CATEGORY B but which will benefit from the general enhancement of the business

activity and area identity to be generated by the District. This category includes but is not limited to the following:

Accountants/Secretarial Services, Wholesale Manufacturing/Distributors, Film and Video Production Companies;

Laboratories, Storage Facilities, Nonprofit Organizations, Hair Salons and Barbers, Apartments of Six or More Units.

4. Businesses not specifically identified in CATEGORIES A, B or C above shall be categorized by the City Treasurer upon application for a City general business license.

C. The charges to be imposed for those District businesses by zone and CATEGORY OF BENEFIT are as follows:

	CATEGORY A	CATEGORY B	CATEGORY C
Zone I	\$70	\$50	\$30
Zone II	\$50	\$35	\$20
Zone III	\$30	\$20	\$10

The above-described charge is an annual charge and shall be levied, collected and enforced in the same manner, at the same time, and with the same penalties and interest as in the case of the general business license. For those businesses licensed for other than an annual license period, the City Treasurer shall determine the charge to be levied upon issuance of the City business license.

The total charge collected from any business under the provisions of the ordinance shall not exceed \$70 per annum.


5. The City will advance an amount not to exceed \$10,000

from the General Fund Unallocated Reserve which will be reimbursed when the District is established.

6. Notice is hereby given that June 12, 1984 at the hour of 2:00 p.m., in the Council Chambers of the City Administration Building, 202 "C" Street, San Diego, California, is fixed as the time and place when and where any and all persons having any desire to be heard may appear and state their views for or against the formation of the aforementioned parking and business improvement area.

7. The City Clerk is hereby directed to give notice of the mentioned hearing by both publication and mailing pursuant to Section 36522 of the Streets and Highways Code.

APPROVED: John W. Witt, City Attorney

By 
Janis Sammartino Gardner
Deputy City Attorney

JSG:ta:235.2
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Or.Dept:Plan.
R-84-1737
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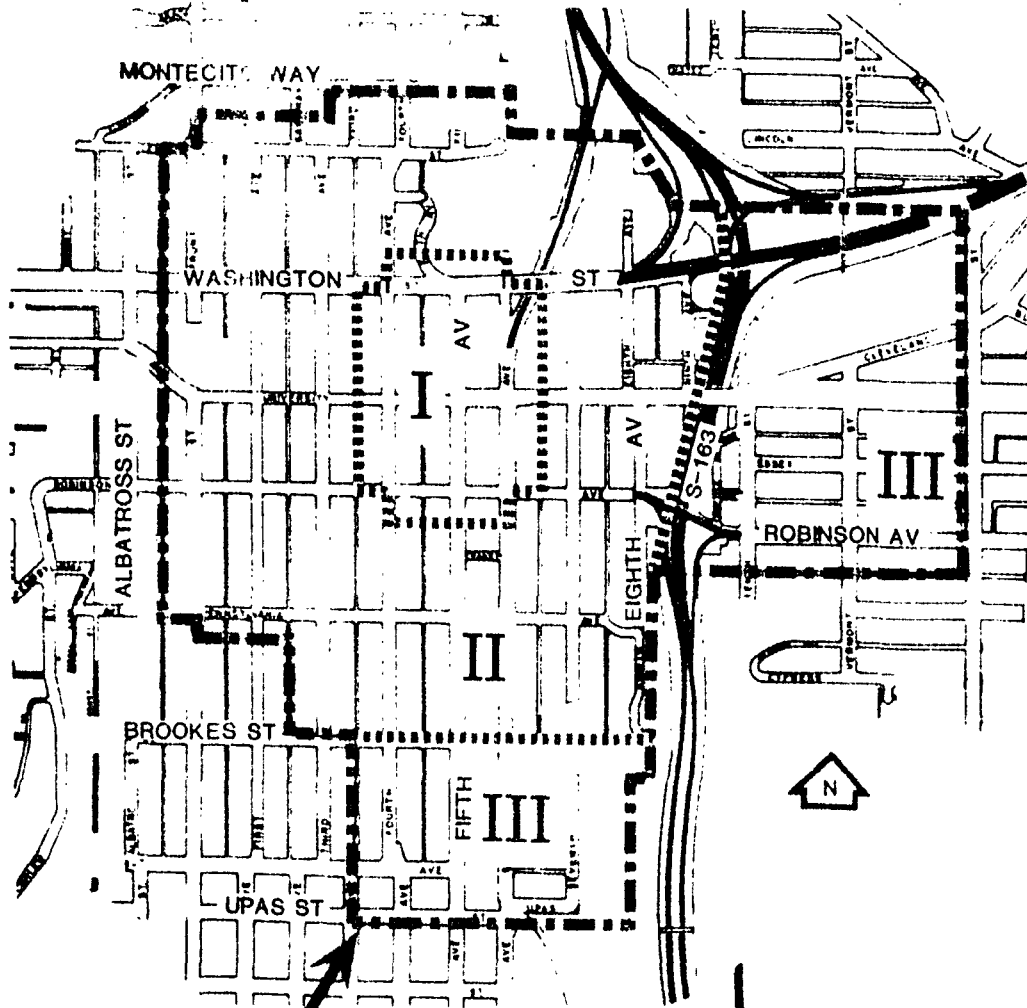
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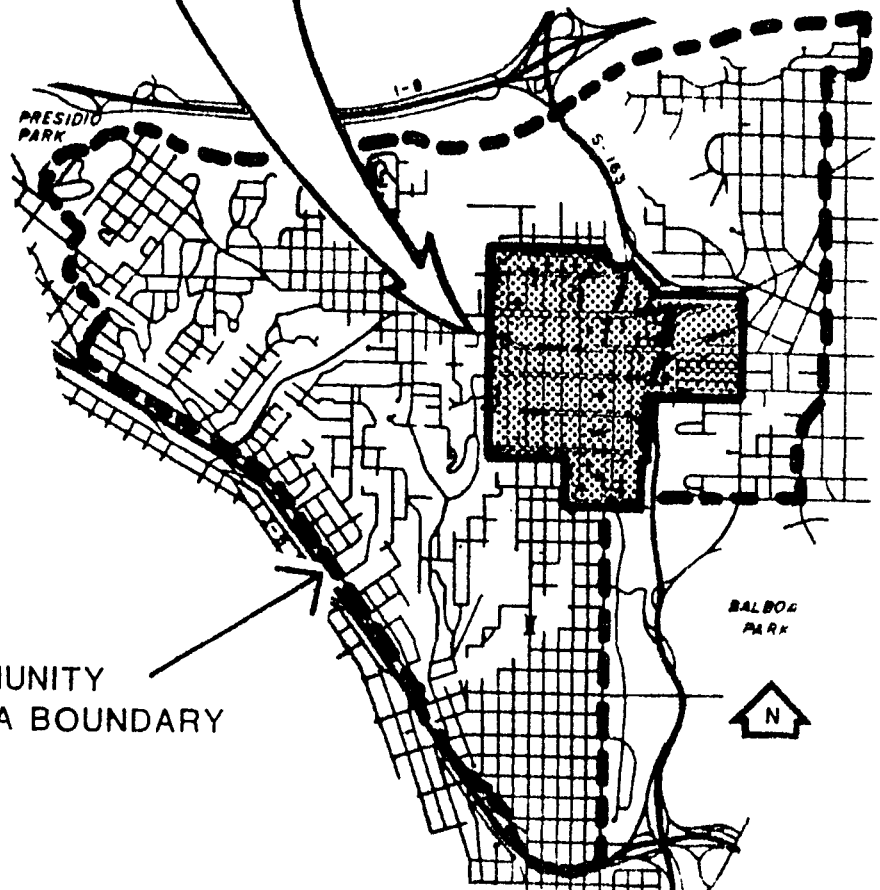
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NOTE:
 III DOES NOT INCLUDE
 RICHMOND ST.

HILLCREST
 BUSINESS
 IMPROVEMENT
 DISTRICT BDRY.



UPTOWN COMMUNITY
 PLANNING AREA BOUNDARY

HILLCREST ASSOCIATION

BID

PROPOSED WORK PROGRAM

The programs of the Hillcrest Parking and Business Improvement District will be administered by the Hillcrest Association under a contract between the City and the Association. The Association will be governed by a Board of Directors elected by the members. All businesses paying the BID charges will automatically be members. Property owners and residents may become members by paying the annual charge for category C for their zone. These voluntary memberships will be administered by the Hillcrest Association. The Board of Directors may employ an executive director to assist in carrying out the programs of the Business Improvement District.

The Hillcrest Association proposes that for the first three years after formation of a Hillcrest Parking and Business Improvement District the funds available to the District be allocated for expenditure in the three priority program areas established by the initial survey by the Hillcrest Association.

The work program and progress made by the District will be evaluated each year by the members of the Association. After three years the priorities may be changed by the Board of Directors according to the needs expressed by members of the Association.

Priority 1. Parking and Traffic Circulation Improvements.

Phase I.

The Association will inventory existing parking facilities and conduct a survey to establish present and future needs as determined by business and property owners. A parking management study will be conducted to determine if needed parking can be provided by more efficient and coordinated use of existing facilities.

Phase II.

A. Existing Parking: Implementation of least cost improvements such as remarking street spaces and coordinated parking programs will begin.

B. New Parking: The Association will conduct a financial feasibility study of additional parking facilities and optimum locations. One goal of such a study would be to encourage private investment in the construction of additional parking either alone or in conjunction with other new construction.

Phase III

The Association will determine if it is necessary and feasible for the Hillcrest Parking and Business Improvement District to implement additional parking facilities. Depending on the cost of construction, if needed, property owners may be involved in a property assessment program. Additional parking facilities implementation will begin.

Priority 2. PEDESTRIAN AND URBAN AMENITIES IMPROVEMENTS

Phase I

The Association will decide on the limits for a proposed sidewalk improvement area and conduct a survey of property and business owners directly involved to determine support for short term/low capital expense improvements and long range/greater capital expense improvements.

HILLCREST ASSOCIATION

Proposed improvements will include but are not limited to:

Short term/Low capital expense;

- Minimum sidewalk safety improvements
- Maintenance of existing trees to control fruit drop and roots
- Improved lighting for night safety
- Improved waiting areas for transit passengers
- Provision of bicycle racks in safe locations

Long range/Greater capital expense

- Complete sidewalk renovation with additional areas for trees, plants and benches
- New street lights and signs to develop a unique atmosphere for Hillcrest

If the Association decides to undertake a complete sidewalk renovation and urban amenities improvement program a consultant will be hired to develop a sidewalk improvement plan. An array of costs for suggested improvements and staging times for possible construction will be developed for consideration of business and property owners.

Phase II

The Association will hold public meetings to assure input from involved business and property owners to the development of the sidewalk improvement plan. After acceptance of the plan the Association will develop a program of financing agreed upon improvements which will include directly benefited property owners and City financial support if possible.

Phase III

Working with involved businesses the Association will implement sidewalk improvements. Construction will be phased to result in the least possible disruption to businesses and pedestrians.

PRIORITY 3. COMMUNITY COORDINATION AND GOVERNMENT LIAISON

The programs and services to member businesses included in this priority grouping will be ongoing all three years.

Government Liaison

The Association will encourage improved liaison with City Council, Planning Commission and City Administrative Departments. Priority areas of concern expressed by area businesses include efforts to improve traffic circulation, the need to coordinate improved safety programs with the Police Department and improved sanitation programs.

Community Coordination

The Association will maintain membership records and encourage communication between members and with the Board of Directors of the Hillcrest Association.

Hillcrest Sign

The Hillcrest Association has decided that the Hillcrest Sign should be renovated and relighted if the necessary funds can be raised by volunteer efforts specified for that purpose. The Association will encourage these efforts and be responsible for the renovation and ongoing maintenance of the sign.

125

Passed and adopted by the Council of The City of San Diego on MAY 07 1984,
by the following vote:

Councilmen	Yeas	Nays	Not Present	Ineligible
Bill Mitchell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gloria McColl	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
William Jones	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ed Struiksma	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Gotch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dick Murphy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uvaldo Martinez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Roger Hedgecock	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

ROGER HEDGECOCK
Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR
City Clerk of The City of San Diego, California.

(Seal)

By *Marjorie L. Pontecorvo*, Deputy.

Office of the City Clerk, San Diego, California	
Resolution Number <u>R-260614</u>	Adopted <u>MAY 07 1984</u>

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CERTIFICATE OF PUBLICATION

1984 MAY 23 AM 10:59

SAN DIEGO, CALIF.

CITY OF SAN DIEGO
ATTN: MAYDELL L. PONTECORVO
202 C St., 12th Floor
SAN DIEGO, CA 92101

IN THE MATTER OF

NO.

RESOLUTION NO. R-260614

RESOLUTION NO. R-260614
 RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE HILLCREST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1979.

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I, Carrie Gedeon, am a citizen of the United States and a resident of the County aforesaid; I am over the age of eighteen years, and not a party to or interested in the above-entitled matter. I am the principal clerk of the San Diego Daily Transcript, a newspaper of general circulation, printed and published daily, except Saturdays and Sundays, in the City of San Diego, County of San Diego, and which newspaper has been adjudged a newspaper of general circulation by the Superior Court of the County of San Diego, State of California, under the date of January 23, 1909, Decree No. 14894; and the

RESOLUTION NO. R-260614

is a true and correct copy of which the annexed is a printed copy and was published in said newspaper on the following date(s), to wit:

May 21, 1984

I certify under penalty of perjury that the foregoing is true and correct.

Dated at San Diego, California this 21st day of May, 1984.

Carrie Gedeon
(Signature)

00900

Page 1 of 2

3 2 1/2" X 8.87 = 288.28

Brookes Avenue	0300 - 0699	Zone 3
Walnut Avenue	0300 - 0699	Zone 3
Upas Street	0300 - 0699	Zone 3
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A map depicting the District is on file in the office of the City Clerk as Exhibit A.

3. The purpose of forming the aforementioned District as a parking and business improvement area under the aforementioned Business and Improvement Area Law is to provide revenue to defray the costs of services and programs which will benefit businesses in the area. The services and programs to be provided are those listed in Exhibit B, which is on file in the office of the City Clerk, and the services and programs listed thereon are the uses to which the revenue generated by the charges to be levied will be put.

4. All businesses operating in the above-described area will be charged a share of the costs of the aforementioned services and programs according to the type of business and the benefit to be received as determined by the following:

A. Description of the District Zones:

1. Zone I is the central core of the Hillcrest area most impacted by parking and traffic circulation problems. Businesses in this area will receive the greatest benefit from the parking and traffic circulation and pedestrian improvement programs of the District listed in Exhibit B.

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4. Businesses which overlap zone boundaries will be considered in the zone of greatest benefit.

B. Description of the District Categories of Benefit:

1. CATEGORY A. Includes those businesses which will benefit significantly from increased interaction with the public, increased visibility, and pedestrian/parking improvements to be provided by the District. This category includes but is not limited to the following:

- Restaurants, Grocery Stores, Pawn Shops, Hotels and Motels, Exercise Studios;
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- Theatres, Bars and Taverns, Gasoline Stations, Banks and Savings Institutions.

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4. Businesses not specifically identified in CATEGORIES A, B or C above shall be categorized by the City Treasurer upon application for a City general business license.

C. The charges to be imposed for those District businesses by zone and CATEGORY OF BENEFIT are as follows:

	CATEGORY A	CATEGORY B	CATEGORY C
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5. The City will advance an amount not to exceed \$10,000 from the General Fund Unallocated Reserve which will be reimbursed when the District is established.

6. Notice is hereby given that June 12, 1984, at the hour of 2:00 p.m., in the Council Chambers of the City Administration Building, 202 "C" Street, San Diego, California, is fixed as the time and place when and where any and all persons having any desire to be heard may appear and state their views for or against the formation of the aforementioned parking and business improvement area.

7. The City Clerk is hereby directed to give notice of the mentioned hearing by both publication and mailing pursuant to Section 36522 of the Streets and Highways Code.

Passed and adopted by the Council of The City of San Diego on MAY 07, 1984, by the following vote:

YEAS: Mitchell, Cleator, Jones, Struikama, Gotch, Murphy, Martinez, Mayor Hedgecock.

NAYS: None.

NOT PRESENT: McColi.

AUTHENTICATED BY:

ROGER HEDGECOCK,

Mayor of The City of San Diego, California

CHARLES G. ABDELNOUR,

City Clerk of The City of San Diego, California

(SEAL)
By: MAYDELL L. PONTECORVO, Deputy
Publish May 21, 1984

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