

RESOLUTION NUMBER R- 263402

ADOPTED ON JUN 17 1985

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE ADAMS AVENUE 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 known as "Adams Avenue 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 "Adams Avenue 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 Normal Heights community area within the following address ranges:

<u>Street Name</u>	<u>Address Range</u>	<u>Business Improvement District Zone No.</u>
Adams Avenue	2400 - 3999	ZONE 1
Arizona Street	4600 - 4799	ZONE 2
Hamilton Street	4600 - 4799	ZONE 2
Oregon Street	4600 - 4799	ZONE 2

Idaho Street	4600 - 4799	ZONE 2
Utah Street	4600 - 4799	ZONE 2
Kansas Street	4600 - 4799	ZONE 2
30th Street	4600 - 4799	ZONE 2
Ohio Street	4600 - 4799	ZONE 2
Boundary Street	4600 - 4799	ZONE 2
West Mountain View Drive	4600 - 4799	ZONE 2
Iowa Street	4600 - 4799	ZONE 2
32nd Street	4600 - 4799	ZONE 2
Bancroft Street	4600 - 4799	ZONE 2
33rd Street	4600 - 4799	ZONE 2
Felton Street	4600 - 4799	ZONE 2
34th Street	4600 - 4799	ZONE 2
Hawley Boulevard	4600 - 4799	ZONE 2
Mansfield Street	4600 - 4799	ZONE 2
35th Street	4600 - 4799	ZONE 2
Wilson Street	4600 - 4799	ZONE 2
36th Street	4600 - 4799	ZONE 2
Cherokee Street	4600 - 4799	ZONE 2
East Mountain View Drive	4600 - 4799	ZONE 2
39th Street	4600 - 4799	ZONE 2

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 a 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 1 is Adams Avenue from Texas Street to 40th Street. Businesses in this area will receive the greatest benefit from the promotional activities of the District.

2. ZONE 2 is the commercial side streets one block north and one block south of Adams Avenue from Texas Street to 40th Street. It is anticipated that businesses in this Zone will still receive a benefit, but not of the same magnitude as those directly on Adams Avenue.

B. Description of the District Categories of Benefit:

1. CATEGORY A includes those businesses which will benefit most significantly from the increased awareness of Adams Avenue as a place to do business and from an increase in foot and automobile traffic expected to be the end-product of the promotional activities of the District. The Category includes but is not limited to:

Antique Dealers
Arcades
Auto Dealers
Auto Repair
Banks and Savings Institutions
Bars and Taverns
Dance Schools
Exercise Studios
Galleries
Gasoline Stations
Grocery Stores
Health Clubs
Hotels and Motels
Pawn Shops

Restaurants
Retail Stores
Theatres

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 awareness of Adams Avenue as a place to do business and from an increase in foot and automobile traffic expected to be the end-product of the promotional activities of the District. The Category includes but is not limited to:

Accountants/Secretarial Services
Advertising Agencies
Apartments of Six or More Units
Architects
Attorneys
Business Management Firms
Dentists
Designers
Dispensing Opticians
Engineers
Film and Video Production Companies
General Contractors
Hair Salons and Barbers
Hospitals/Medical Services/Health Services
Interior Decorators
Investigative Services
Investment Companies
Laboratories
Medical Doctors
Mortuaries/Funeral Homes
Nonprofit Organizations
Nursery Schools
Optometrists
Pet Grooming
Photography Studios
Psychologists
Real Estate Offices
Security Services
Social Workers
Storage Facilities
Utility Companies
Wholesale Manufacturing/Distributors

3. Businesses not specifically identified in CATEGORIES A or B 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:

	<u>CATEGORY A</u>	<u>CATEGORY B</u>
ZONE 1	70.00	50.00
ZONE 2	60.00	40.00

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 \$70.00 per annum.

5. The City will advance an amount not to exceed \$3,800.00 from the General Fund Unallocated Reserve which will be reimbursed when the District is established.

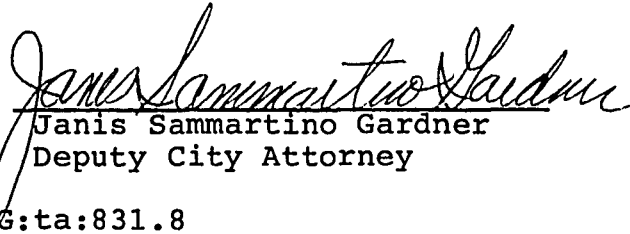
6. Notice is hereby given that July 16, 1985 at the hour of 10:00 a.m. / ^{Time Certain}, in the Council Chambers of the City Administration Building, 202 C Street, San Diego, California, is

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:831.8
6/3/85
Or.Dept:Prop.
R-85-2324
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EXHIBIT A

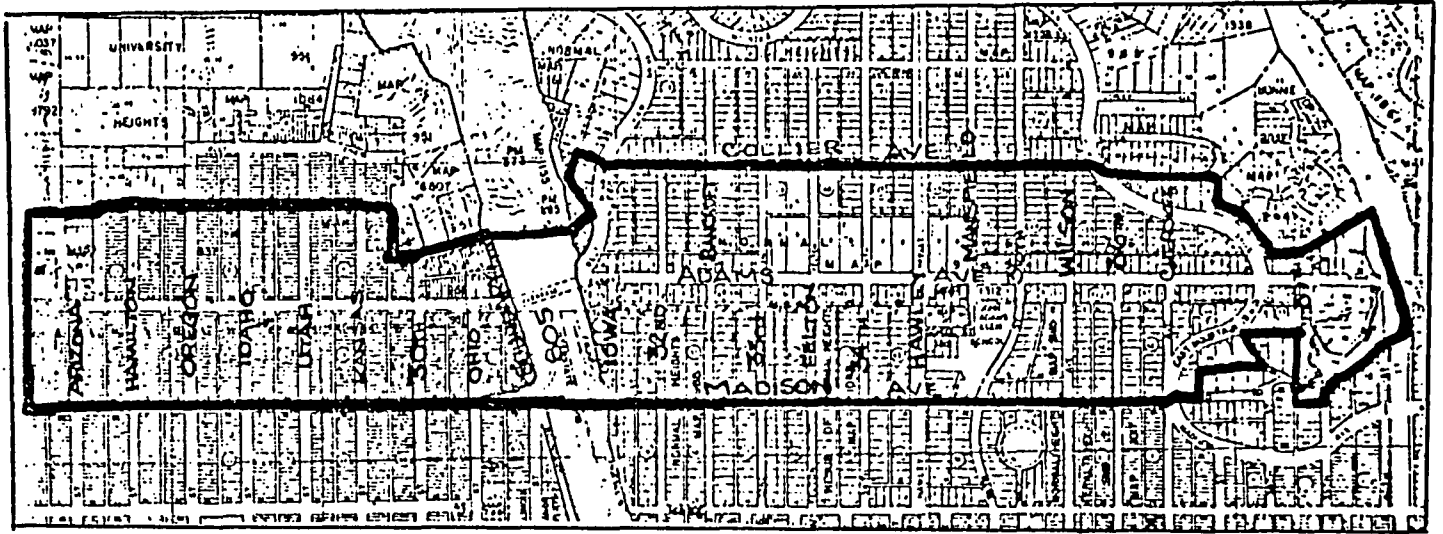


EXHIBIT B

Number of Businesses

450

Projected Income

\$ 50 Average Assessment \$ 22,500.00
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Operating Expenses

Office	\$ 600.00
Telephone	Donated
Part-time staff (\$200/mo x 12)	\$ 2,400.00
Part-time clerical	Donated
Office Supplies	\$ 400.00
Total Operating Expenses	\$ 3,400.00

Promotion Expenses

Advertising/Promotion	\$ 12,500.00
Special Events (3 @ \$1200)	3,600.00
Newsletter (\$100/mo x 12)	1,200.00
Business Development Brochure	1,800.00
Total Promotion Expenses	\$ 19,100.00

Total Projected Expense (Operating and Promotion for 1st Year	\$ 22,500.00
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NOTES TO PROPOSED BUDGET

- (1) Budget assumes that telephone and clerical assistance will be donated
- (2) Staff will be responsible for placing ads, arranging events, coordinating newsletter, preparing publications, and generally overseeing the business of the association.
- (3) Special events will include the Street Fair, special sales events (in cooperation with the antique dealers), and holiday decorations.

111b

Passed and adopted by the Council of The City of San Diego on JUN 17 1985,
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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input 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.

By Barbara Bayter, Deputy.

(Seal)

Office of the City Clerk, San Diego, California

Resolution Number R-263402 Adopted JUN 17 1985

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