

RESOLUTION NUMBER R- 268684

ADOPTED ON JUN 29 1987

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE CITY HEIGHTS 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 "City Heights 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 "City Heights 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 City Heights community area within the following address ranges:

<u>Street Name</u>	<u>Address Range</u>	<u>Business Improvement District Zone No.</u>
University Avenue	3300 - 4799	ZONE 1
33rd Street	3800 - 4099	ZONE 2
34th Street	3800 - 4099	ZONE 2
Swift Avenue	3800 - 4099	ZONE 2
35th Street	3800 - 4099	ZONE 2
Wilson Avenue	3800 - 4099	ZONE 2
36th Street	3800 - 4099	ZONE 2

Cherokee Avenue	3800 - 4099	ZONE 2
37th Street	3800 - 4099	ZONE 2
38th Street	3800 - 4099	ZONE 2
39th Street	3800 - 4099	ZONE 2
40th Street	3800 - 4099	ZONE 2
Central Avenue	3800 - 4099	ZONE 2
41st Street	3800 - 4099	ZONE 2
Marlborough Avenue	3800 - 4099	ZONE 2
42nd Street	3800 - 4099	ZONE 2
Van Dyke Avenue	3800 - 4099	ZONE 2
43rd Street	3800 - 4099	ZONE 2
Fairmount Avenue	3800 - 4099	ZONE 2
44th Street	3800 - 4099	ZONE 2
Highland Avenue	3800 - 4099	ZONE 2
45th Street	3800 - 4099	ZONE 2
Chamoune Avenue	3800 - 4099	ZONE 2
46th Street	3800 - 4099	ZONE 2
Menlo Avenue	3800 - 4099	ZONE 2
47th Street	3800 - 4099	ZONE 2
Euclid Avenue	3800 - 4099	ZONE 2
48th Street	3800 - 4099	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 A, 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:

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1. ZONE 1 is University Avenue from 33rd Street to 48th 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 University Avenue from 33rd Street to 48th Street. It is anticipated that businesses in this Zone will still receive a benefit, but not of the same magnitude as those directly on University 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 University 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

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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 University 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

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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 \$6,500.00 from the General Fund Unallocated Reserve which will be reimbursed when the District is established.

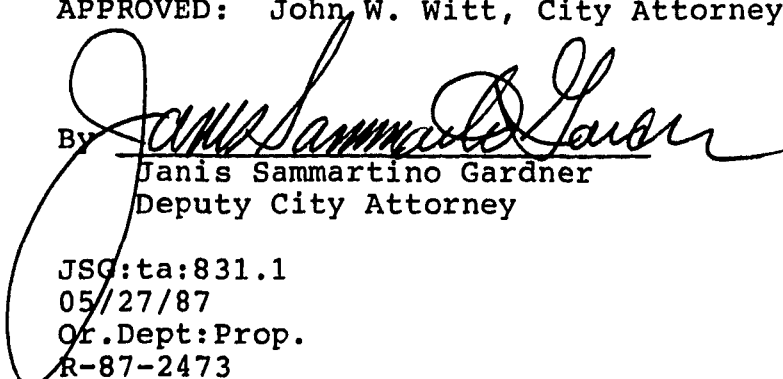
6. Notice is hereby given that July 21, 1987, at the hour of 10:00 a.m., in the Council Chambers of the City Administration Building, 202 C Street, San Diego, California, is fixed as the time and place when and where any and all persons having any desire to be heard may appear and state their views for or against the formation of the aforementioned parking and business improvement area.

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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

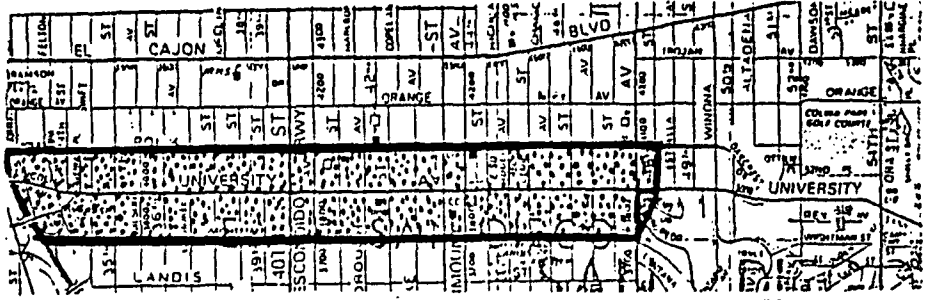
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R- 268684

CITY HEIGHTS  
33RD STREET TO 48TH STREET  
BUSINESS IMPROVEMENT DISTRICT

BOUNDARIES



ESTIMATED NUMBER OF BUSINESS TAX HOLDERS

Commercial	471
Residential (6 + units)	220
Total	<u>691</u>

ASSESSMENT RATES

	<u>Category A</u>	<u>Category B</u>
Zone 1	\$70	\$55
Zone 2	55	40

BUDGET (First Year Estimated)

Operating Expenses	
Personnel	\$ 9,500
Non-Personnel	3,200
Promotional Expenses	25,800
Total Expenses	<u>\$38,500</u>

SERVICES AND PROGRAMS

Advertising and Promotion, newsletter to BID members, holiday decorations, business development.

OPERATING ENTITY

City Heights Business Association

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R-268684

**JUN 29 1987**

Passed and adopted by the Council of The City of San Diego on.....  
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<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 type="checkbox"/>	<input checked="" 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"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Celia Ballesteros	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

MAUREEN O'CONNOR  
Mayor of The City of San Diego, California.

(Seal)

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

By *Charles G. Abdelnour*, Deputy.

Office of the City Clerk, San Diego, California

Resolution Number *R-268684* Adopted *JUN 29 1987*



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