

RESOLUTION NUMBER R- 268685

ADOPTED ON JUN 29 1987

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE EL CAJON BOULEVARD 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 "El Cajon Boulevard 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 "El Cajon Boulevard 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 El Cajon Boulevard community area within the following address ranges:

<u>Street Name</u>	<u>Address Range</u>	<u>Business Improvement District Zone No.</u>
El Cajon Boulevard	3300 - 5399	ZONE 1
33rd Street	4200 - 4399	ZONE 2
Felton Street	4200 - 4399	ZONE 2
34th Street	4200 - 4399	ZONE 2
Swift Avenue	4200 - 4399	ZONE 2

35th Street	4200 - 4399	ZONE 2
Wilson Avenue	4200 - 4399	ZONE 2
36th Street	4200 - 4399	ZONE 2
Cherokee Avenue	4200 - 4399	ZONE 2
37th Street	4200 - 4399	ZONE 2
38th Street	4200 - 4399	ZONE 2
McClintock Street	4200 - 4399	ZONE 2
39th Street	4200 - 4399	ZONE 2
40th Street	4200 - 4399	ZONE 2
Central Avenue	4200 - 4399	ZONE 2
41st Street	4200 - 4399	ZONE 2
Marlborough Avenue	4200 - 4399	ZONE 2
42nd Street	4200 - 4399	ZONE 2
Copeland Avenue	4200 - 4399	ZONE 2
Van Dyke Avenue	4200 - 4399	ZONE 2
43rd Street	4200 - 4399	ZONE 2
Fairmount Avenue	4200 - 4399	ZONE 2
44th Street	4200 - 4399	ZONE 2
Highland Avenue	4200 - 4399	ZONE 2
45th Street	4200 - 4399	ZONE 2
Chamoune Avenue	4200 - 4399	ZONE 2
46th Street	4200 - 4399	ZONE 2
Menlo Avenue	4200 - 4399	ZONE 2
47th Street	4200 - 4399	ZONE 2
Euclid Avenue	4300 - 4499	ZONE 2
48th Street	4300 - 4499	ZONE 2
Estrella Avenue	4300 - 4499	ZONE 2
49th Street	4300 - 4499	ZONE 2
Winona Avenue	4300 - 4499	ZONE 2
Altadena Avenue	4300 - 4499	ZONE 2
51st Street	4300 - 4499	ZONE 2
52nd Street	4300 - 4499	ZONE 2
Dawson Avenue	4300 - 4499	ZONE 2
Marcellena Road	4300 - 4499	ZONE 2
54th Street	4300 - 4499	ZONE 2
Dayton Street	4300 - 4499	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:

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

B. Description of the District Categories of Benefit:

1. CATEGORY A includes those businesses which will benefit most significantly from the increased awareness of El Cajon Boulevard 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 El Cajon Boulevard 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	\$90.00	\$75.00
ZONE 2	\$75.00	\$60.00

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 \$90.00 per annum.

5. The City will advance an amount not to exceed \$12,000.00 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.

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.

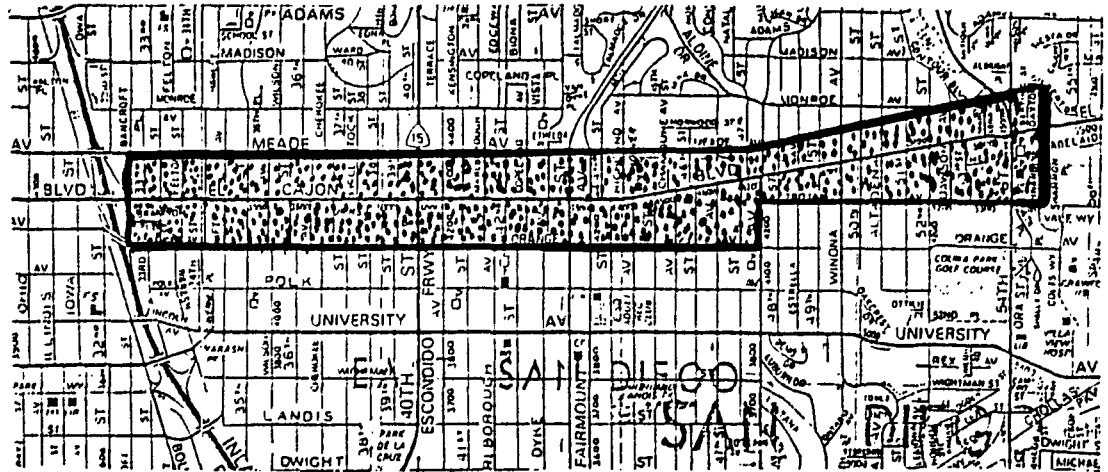
APPROVED: John W. Witt, City Attorney

By 
Janis Sammartino Gardner
Deputy City Attorney

JSG:ta
06/10/87
Or.Dept:Prop.
R-87-2622
Form=r.none

EL CAJON BOULEVARD
33RD TO DAYTON
BUSINESS IMPROVEMENT DISTRICT

BOUNDARIES



ESTIMATED NUMBER OF BUSINESS TAX HOLDERS

Commercial	712
Residential (6+ Units)	244
Total	<u>956</u>

ASSESSMENT RATES

	Category A	Category B
Zone 1	\$90	\$75
Zone 2	75	60

BUDGET (First Year Estimated)

Operating Expenses	
Personnel	\$ 9,000
Non-Personnel	6,800
Promotional Expenses	55,800
Total Expenses	<u>\$71,600</u>

SERVICES AND PROGRAMS

Advertising and Promotions, Newsletter to BID members, New Business Development.

OPERATING ENTITY

To be determined.

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R-268685

Passed and adopted by the Council of The City of San Diego on JUN 29 1987,
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 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 Struiksmā	<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-268685 Adopted JUN 29 1987

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