

(R-89-973)

RESOLUTION NUMBER R- 272371

ADOPTED ON NOV 21 1988

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE MISSION HILLS 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 "Mission Hills 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 "Mission Hills 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 Mission Hills community area within the following address ranges:

<u>Street Name</u>	<u>Address Range</u>	<u>Business Improvement District Zone No.</u>
Washington Street	228-1794	Zone 1
University Avenue	300-1025	Zone 1
Ft. Stockton Drive	818-1112	Zone 1
Albatross Street	3959-4089	Zone 1
Brant Street	3936-4090	Zone 1
Dove Street	3911-4026	Zone 1
Eagle Street	3926-4025	Zone 1

Falcon Street	3103-4196	Zone 1
Goldfinch Street	3730-4070	Zone 1
Hawk Street	3914-4019	Zone 1
Ibis Street	4010-4285	Zone 1
West Lewis Street	328-1753	Zone 2
Jackdaw Street	3900-4300	Zone 2
Reynard Way	3003-3680	Zone 2
India Street	3033-3753	Zone 2
Sutter Street	1111-1112	Zone 2
Stephens Street	4081-4125	Zone 2
Palmetto Way	4111-4212	Zone 2
Randolph Street	4069-4222	Zone 2
Lark Street	4016-4067	Zone 2
Ingalls Street	4011-4190	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 assessments to be levied will be put.

4. All businesses operating in the above-described area will be assessed 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 Fort Stockton Drive on the north, University Avenue on the south, Albatross Street on the east and Jackdaw Street on the west.

Businesses in this area will receive the greatest benefit from the promotional activities of the District.

2. ZONE 2 is the surrounding area including West Lewis Street, India Street and Reynard Way. It is anticipated that businesses in this Zone will still receive a benefit, but not of the same magnitude as those in the core area of the Mission Hills business district.

B. Description of the District Categories of Benefit:

1. CATEGORY A includes those businesses which will benefit most significantly from the increased awareness of Mission Hills 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
- Appliances/T.V.
- Arcades
- Auto Dealers
- Bakery
- Banks and Savings Institutions
- Coin Operated Laundry
- Galleries
- Gasoline Stations
- Grocery Stores
- Hotels and Motels
- Other Laundry
- Photography Studios
- Real Estate
- Restaurants
- Retail Stores
- Theatres
- Travel Agencies

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 Mission Hills 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:

- Bars and Taverns
- Dance Studios
- Exercise Studios
- Farm and Garden
- Hair Salon/Barbers
- Health Club/Spa

3. CATEGORY C includes those businesses which interact with the public to a lesser extent than CATEGORIES A or B, and are predominately service related. CATEGORY C also includes apartments of six (6) units or more. 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
- Furniture Repair
- General Contractors
- 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 Freelance
Printing
Property Maintenance
Psychologists
Security Services
Social Workers
Storage Facilities
Wholesale Manufacturing/Distributors

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

C. The assessment to be imposed for those District businesses by Zone and Category of Benefit are as follows:

	<u>CATEGORY A</u>	<u>CATEGORY B</u>	<u>CATEGORY C</u>
ZONE 1	\$90.00	\$70.00	\$50.00
ZONE 2	\$75.00	\$60.00	\$30.00

The above-described assessment 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 tax. For those businesses taxed for other than an annual tax period, the City Treasurer shall determine the assessment to be levied upon issuance of the City business tax certificate.

The total assessment 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 \$4,600.00 from the General Fund Unallocated Reserve which will be reimbursed when the District is established.

6. Notice is hereby given that Tuesday, January 17, 1989, 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

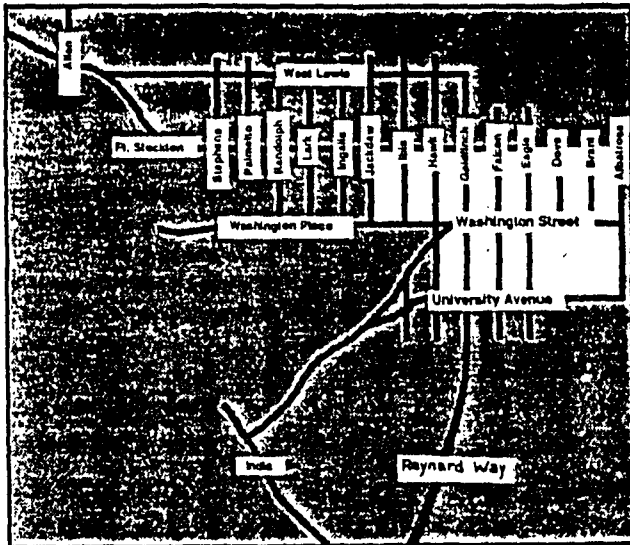

Allisyn L. Thomas
Deputy City Attorney

ALT:wk
11/08/88
Or.Dept:Prop.
R-89-973
Form=r.bid

**MISSION HILLS
BUSINESS IMPROVEMENT DISTRICT**

EXHIBIT A

BOUNDARIES



MAP LEGEND:

ZONE 1

ZONE ONE: Fort Stockton on the north, University on the south, Albatross on the east and Jackdaw on the west. This area includes the prime business corridor in Mission Hills along Washington Street.

ZONE 2

ZONE TWO: Everything else including West Lewis, India Street and Reynard Way.

ESTIMATED NUMBER OF BUSINESS TAX HOLDERS

Commercial	400
Residential (6 + units)	43
Total	<u>443</u>

ASSESSMENT RATES

	<u>Category A</u> High Visibility Retail	<u>Category B</u> Low Visibility Retail	<u>Category C</u> Services
Zone 1	\$90	\$70	\$50
Zone 2	\$75	\$60	\$30

BUDGET (First Year Estimated)

Operating Expenses	
- Personnel	\$ 7,000
Non-Personnel	4,200
Promotional Expenses	16,800
Total Expenses	<u>\$28,000</u>

MAJOR ACTIVITIES

Advertising and Promotion, newsletter to BID members, holiday decorations, special events, landscape beautification, business alert program and business development.

OPERATING ENTITY

Mission Hills Business Association

R-272371

112

NOV 21 1988

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"/>
Ron Roberts	<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"/>
H. Wes Pratt	<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"/>
J. Bruce Henderson	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Filner	<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 Jana Martin....., Deputy.

Office of the City Clerk, San Diego, California

Resolution
Number R-272371 Adopted NOV 21 1988

RECEIVED
89 NOV -9 PM 3: 54
CITY CLERKS OFFICE
SAN DIEGO, CA

CERTIFICATE OF PUBLICATION

89 JAN 11 PM 3: 56

CITY CLERK'S OFFICE
SAN DIEGO, CA

CITY OF SAN DIEGO
202 C STREET, 2ND FLOOR
SAN DIEGO, CA 92101
ATTN: TENA MARTIN

IN THE MATTER OF
A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING
ITS INTENTION TO ESTABLISH THE MISSION HILLS BUSINESS IMPROVEMENT
DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT
AREA LAW OF 1979.

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WHEREAS, the Council of The City of San Diego desires to form a parking and business improvement area to be known as "Mission Hills Business Improvement District" pursuant to the Parking and Business Improvement Area Law of 1979 (Streets and Highways Code Section 38500, et seq.), in accordance with the wishes of the many businesses in the area; NOW, THEREFORE.

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Lark Street	4016-4087	Zone 2
Ingalls Street	4011-4190	Zone 2

THOMAS D. KELLEHER

I, _____, 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

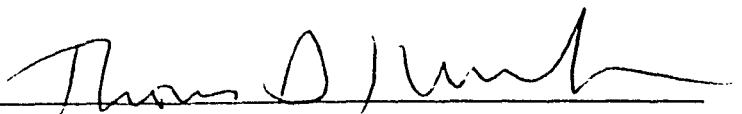
RESOLUTION NUMBER R-272371

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:

JAN. 4, 5

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

Dated at San Diego, California this 5 day of JAN., 19 89.


(Signature)

'24" x 271.92 x 2 x 2 = \$1,050.23

Page 1 of 4

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

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Dispensing Opticians

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Furniture Repair

General Contractors

Hospitals/Medical Services/Health Services

Interior Decorators

Investigate Services

Investment Companies

Laboratories

Medical Doctors

Mortuaries/Funeral Homes

Nonprofit Organizations

Nursery Schools

Optometrists

Pet Grooming

Photography Freelance

Printing

Property Maintenance

Psychologists

Security Services

Social Workers

Storage Facilities

Wholesale Manufacturing/Distributors

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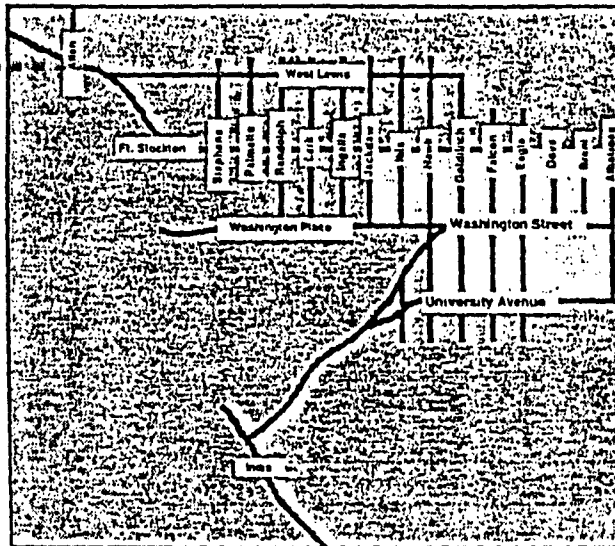
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MISSION HILLS BUSINESS IMPROVEMENT DISTRICT

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OPERATING ENTITY

Mission Hills Business Association

Passed and adopted by the Council of The City of San Diego on NOV 21 1988 by the following vote:

YEAS: Wolfshelmer, Roberts, McColl, Pratt, Struikema, McCarty, Filmer and O'Connor.

NAYS: None.

NOT PRESENT: Henderson

AUTHENTICATED BY: MAUREEN O'CONNOR

Mayor of The City of San Diego, California

CHARLES G. ABDELNOUR

City Clerk of The City of San Diego, California

(SEAL)

By: TENA M. MARTIN, Deputy

I HEREBY CERTIFY that the above and foregoing is a full, true and correct copy of RESOLUTION NO. R-272371, passed and adopted by the Council of The City of San Diego, California on NOV 21 1988.

CHARLES G. ABDELNOUR

City Clerk of The City of San Diego, California

(SEAL)

By: Tena Martin, Deputy

Pub. Jan. 4, 5

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