

(R-89-968)

RESOLUTION NUMBER R- 272372

ADOPTED ON NOV 21 1988

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE OCEAN BEACH 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 "Ocean Beach 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 "Ocean Beach 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 Ocean Beach community area within the following address ranges:

<u>Street Name</u>	<u>Address Range</u>	<u>Business Improvement District Zone No.</u>
Newport Avenue	4600-5099	Zone 1
Voltaire Street	4600-5199	Zone 2
West Point Loma Blvd.	4600-5199	Zone 2
Point Loma Avenue	4600-5099	Zone 3
Pescadero Avenue	4600-5099	Zone 3

Del Mar Avenue	4600-5099	Zone 3
Santa Cruz Avenue	4600-5099	Zone 3
Narragansett Avenue	4600-5099	Zone 3
Saratoga Avenue	4600-5099	Zone 3
Brighton Avenue	4600-5099	Zone 3
Muir Avenue	4600-5099	Zone 3
Lotus Street	4600-5099	Zone 3
Larkspur Street	4600-5099	Zone 3
Bermuda	4600-5099	Zone 3
Orchard	4600-5099	Zone 3
Coronado	4600-5099	Zone 3
Del Monte	4600-5099	Zone 3
Niagara	4600-5099	Zone 3
Santa Monica	4600-5099	Zone 3
Cape May	4600-5099	Zone 3
Long Branch	4600-5099	Zone 3
Greene Street	4600-5099	Zone 3
Castelar Street	4600-5099	Zone 3
Sunset Cliffs Blvd.	1350-2299	Zone 3
Ebers Street	1800-2399	Zone 3
Cable Street	1800-2299	Zone 3
Bacon Street	1800-2299	Zone 3
Abbott Street	1800-2299	Zone 3
Spray Street	1800-2299	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 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 all businesses on Newport Avenue.

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

2. Zone 2 is all businesses on Voltaire Street and West Point Loma Boulevard. It is anticipated that businesses in this Zone will still receive a benefit, but not of the same magnitude as those directly on Newport Avenue.

3. Zone 3 is all remaining street designations.

B. Description of the District Categories of Benefit:

1. CATEGORY A includes those businesses which will benefit most significantly from the increased awareness of Ocean Beach 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  
Coin Operated Laundry  
Dance Schools  
Exercise Studios  
Galleries  
Gasoline Stations  
Grocery Stores  
Health Clubs  
Hotels and Motels  
Other Laundry  
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 Ocean Beach 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  
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  
Printing  
Real Estate Offices  
Security Services  
Social Workers  
Storage Facilities  
Utility Companies  
Wholesale Manufacturing/Distributors

3. CATEGORY C includes all apartments of six or more units.

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 assessments 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	\$70.00	\$60.00	\$50.00
ZONE 3	\$65.00	\$55.00	\$50.00

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.

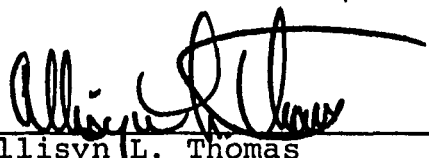
5. The City will advance an amount not to exceed \$5,400.00 from the General Fund Unallocated Reserve which will be reimbursed when the District is established.

6. Notice is hereby given that January 17, 1988, 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

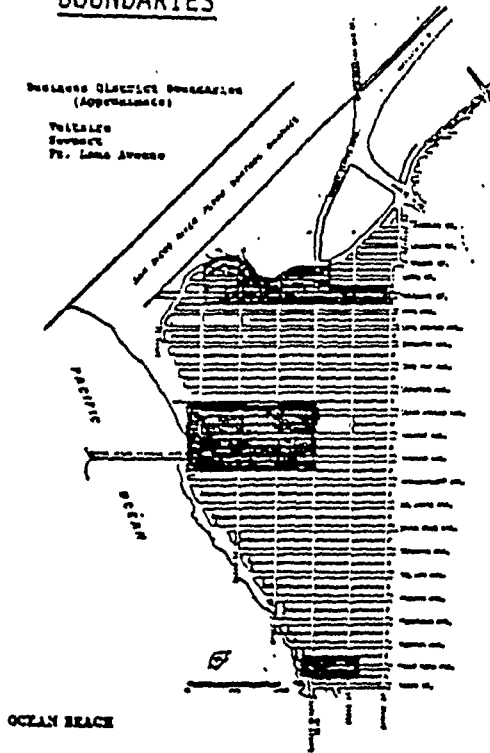
By   
Allisyn L. Thomas  
Deputy City Attorney

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11/01/88  
11/08/88 COR.COPY  
Or.Dept:Prop.  
R-89-968  
Form=r.none

OCEAN BEACH  
BUSINESS IMPROVEMENT DISTRICT

**EXHIBIT A**

BOUNDARIES



ESTIMATED NUMBER OF BUSINESS TAX PAYERS.

Commercial	450
Residential (6 + units)	200
Total	<u>650</u>

ASSESSMENT RATES

	<u>Newport</u>	<u>Other</u>	<u>Voltaire/Pt. Loma</u>
Retail	\$90	\$65	\$70
Service	\$70	\$55	\$60
All Residential (6+ units)	\$50		

BUDGET (First Year Estimated)

Operating Expenses	
Personnel	\$ 3,000
Non-Personnel	1,200
Promotional Expenses	28,300
Total Expenses	<u>\$32,500</u>

MAJOR ACTIVITIES

Advertising and Promotion, cleanup and landscaping of public right-of-way, newsletter to BID members, holiday decorations, business development.

OPERATING ENTITY

Ocean Beach Merchants Association

R-272372

113

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 *Jena Martin*, Deputy.

Office of the City Clerk, San Diego, California

Resolution Number *272372* Adopted NOV 21 1988





RECEIVED

88 NOV -9 PM 3: 54

CITY CLERKS OFFICE  
SAN DIEGO, CA

CERTIFICATE OF PUBLICATION

RECEIVED  
89 JAN 11 PM 3:57

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

NO.

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

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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

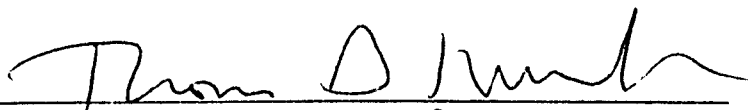
RESOLUTION NUMBER R-272372

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)

Page 1 of 4

23" x 260.59 x 2 x 2 = \$1,039.17

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

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- 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
- Printing
- Real Estate Offices
- Security Services
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- Storage Facilities
- Utility Companies
- Wholesale Manufacturing/Distributors

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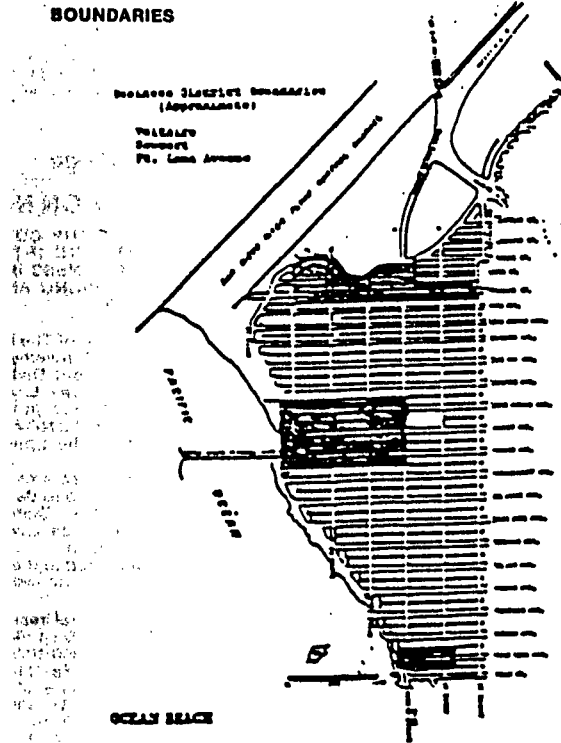
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OCEAN BEACH  
BUSINESS IMPROVEMENT DISTRICT

BOUNDARIES



ESTIMATED NUMBER OF BUSINESS TAX PAYERS

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Non-Personnel	1,200
Promotional Expenses	28,300
Total Expenses	\$32,500

MAJOR ACTIVITIES

Page 3 of 4

Advertising and Promotion, cleanup and landscaping of public  
right-of-way,  
newsletter to BID members, holiday decorations, business de-  
velopment.

**OPERATING ENTITY**  
Ocean Beach Merchants Association

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

YEAS: Wolfheimer, Roberts, McColi, Pratt, Strulkama, McCarty,  
Finer 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-272372, 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, 9

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