

(R-89-2555)

RESOLUTION NUMBER R- 273937

ADOPTED ON JUL 10 1989

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO EXPAND THE HILLCREST BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1979, AS AMENDED.

WHEREAS, the Council of The City of San Diego desires to expand the parking and business improvement area known as "Hillcrest Business Improvement District" pursuant to the Parking and Business Improvement Area Law of 1979 (Streets and Highways Code section 36500, et. seq.), as amended, 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 expand the parking and business improvement area to be known as "Hillcrest Business Improvement District" (the "District") pursuant to the Parking and Business Improvement Area Law of 1979 (Streets and Highways Code section 36500, et. seq.), as amended.

2. The area to be included the District includes the Hillcrest community area within the following address ranges:

<u>Street Name</u>	<u>Address Range</u>	<u>Business Improvement District Zone No.</u>
Cleveland Avenue	900 - 1299	1
Evans Place	500 - 599	
Park Boulevard	3750 - 3999	
Pennsylvania Avenue	300 - 649	
Richmond Street	3850 - 4049	
Robinson Avenue	300 - 649 and 1750 - 1849	
University Avenue West	100 - 199	
University Avenue	100 - 1799	
3rd Avenue	3650 - 4049	
4th, 5th and 6th Avenues	3700 - 4049	
7th, 8th and 9th Avenues	3850 - 3949	
10th Avenue	3850 - 3999	
Washington Street	300 - 599	
Anderson Place	500 - 599	2
Blaine Avenue	1400 - 1599	
Brookes Avenue	300 - 699	
Centre Lane	3900 - 3999	
Centre Street	3750 - 3900	
Cleveland Avenue	1300 - 4099	
Essex Street	900 - 1799	
Front Street	3700 - 4099	
Herbert Street	3700 - 3899	
Ivy Lane	500 - 599	
Lewis Street West	100 - 199	
Lewis Street	100 - 999	
Normal Street	3900 - 3999	
Pennsylvania Avenue West	100 - 199	
Pennsylvania Avenue	100 - 299 and 650 - 799	
Richmond Avenue	3700 - 3849	
Robinson Avenue West	100 - 199	
Robinson Avenue	100 - 299 and 650 - 1749	
Upas Street	300 - 699	
Vermont Street	3800 - 3899	
Walnut Avenue	300 - 699	
Washington Street West	100 - 199	
Washington Street	100 - 299 and 600 - 999	
1st Avenue	3700 - 4099	
3rd Avenue	3600 - 3649 and 4050 - 4149	
4th, 5th and 6th Avenues	3400 - 3699 and 4050 - 4149	
7th, 8th and 9th Avenues	3600 - 3849 and 3950 - 4099	
10th Avenue	3700 - 3849	

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

3. The purpose of expanding 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 all businesses on or along University Avenue. Businesses in this area will receive the greatest benefit from the promotional activities of the District.

2. Zone 2 is all businesses on or along First Avenue. 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 Benefits:

1. CATEGORY A includes those businesses which will benefit most significantly from the increased awareness of Hillcrest 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:

- Restaurants
- Grocery Stores
- Pawn Shops
- Hotels and Motels
- Exercise Studios
- Retail Stores
- Arcades
- Galleries
- Health Clubs
- Dance Schools
- Theaters
- Bars and Taverns
- Gasoline Stations
- Banks and Savings Institutions

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 Hillcrest as a place to do business. The Category includes, but is not limited to:

- Medical Doctors
- Dentists
- Attorneys
- Architects
- General Contractors
- Auto Dealers and Repair
- Nursery Schools
- Psychologists
- Optometrists
- Advertising Agencies
- Engineers
- Investment Companies
- Real Estate Offices
- Pet Grooming
- Social Workers
- Dispensing Opticians
- Designers
- Interior Decorators
- Business Management Firms
- Photography Studios
- Utility Companies

3. CATEGORY C includes those businesses which are less dependent on pedestrian interaction and parking facilities than CATEGORIES A or B, but which will benefit from the general enhancement of the business activity and area identity to be generated by the District. This category includes but is not limited to the following:

- Accountants/Secretarial Services
- Wholesale Manufacturing/Distributors
- Film and Video Production Companies
- Laboratories
- Storage Facilities
- Nonprofit Organizations
- Hair Salons and Barbers
- 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 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>	<u>Category C</u>
Zone 1	\$115	\$ 75	\$ 45
Zone 2	75	55	30

The above-described charges are 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 charges to be levied upon issuance of the City business tax certificate.

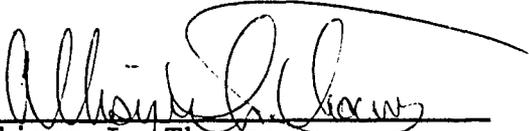
The total charges collected from any business under the provisions of the ordinance shall not exceed \$115.00 per annum.

5. Notice is hereby given that August 8, 1989, at the hour of 2:00 p.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 expansion of the aforementioned parking and business improvement area.

6. 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

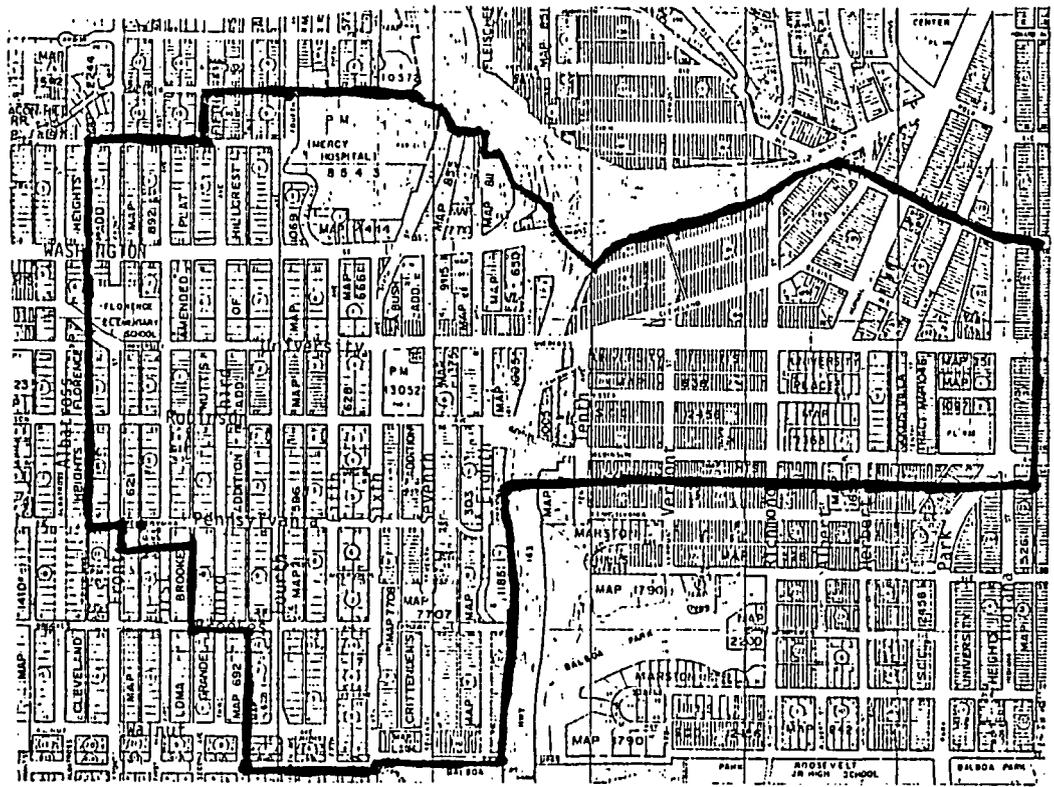
  
Allisyn L. Thomas  
Deputy City Attorney

ALT:pev  
06/12/89  
Or.Dept:Prop  
R-89-2555  
Form=r.none

Exhibit A

Boundary

The district is generally Park Blvd. to the east; Front Street to the west; Montecito Street to the north; and Upas Street to the south.



Hillcrest Business Improvement District

Estimated Number of Business Tax Holders

Commercial	1,177
Residential (6+ units)	153
	<u>1,330</u>

Charge Rates

	<u>Category A</u>	<u>Category B</u>	<u>Category C</u>
Zone 1	\$115	\$75	\$45
Zone 2	75	55	30

Budget - Operating Expense

Personnel	\$14,800
Non-Personnel	17,250
Special Projects	17,450
Total	<u>\$49,500</u>

Major Activities

Advertising and promotion of the area; cleanup and landscaping of public right-of-way; newsletter to BID members; Holiday decorations and business development in the district.

Operating Entity

Hillcrest Business Improvement Association

RG59HC BUDGET

R-273937

#150-

JUL 10 1989

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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
J. Bruce Henderson	<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"/>
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..... *Ellen Board* ..... Deputy.

Office of the City Clerk, San Diego, California

Resolution Number *R-273937* Adopted *JUL 10 1989*



CERTIFICATE OF PUBLICATION

CITY OF SAN DIEGO  
202 C STREET, SECOND FLOOR  
SAN DIEGO, CA 92101  
ATTN: ELLEN BOVARD

IN THE MATTER OF  
A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO  
DECLARING ITS INTENTION TO EXPAND THE HILLCREST  
BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING  
AND BUSINESS IMPROVEMENT AREA LAW OF 1979, AS AMENDED.

NO.

**RESOLUTION NUMBER R-273937**

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2. The area to be included the District includes the Hillcrest community area within the following address ranges:

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-273937

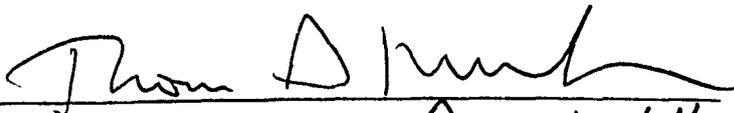
is a true and correct copy of which the annexed is a printed copy and was published in said newspaper on the following date(s), to wit:

JULY 24

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

Dated at San Diego, California this 24 day of JULY, 1989.

23 3/8" x 2 x \$264.84 x 2 = \$526.33



(Signature)

Page 1 of 4 895

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**EXHIBIT A**



**Boundary**

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Park Blvd. to the east;  
Front Street to the west;  
Montecito Street to the north; and Upas Street  
to the south.

**Hillcrest Business Improvement District**

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**Operating Entity**

Hillcrest Business Improvement Association

Passed and adopted by the Council of The City of San Diego on July 10, 1989 by the following vote:

YEAS: Wolfsheimer, Roberts, McColl, Pratt, Henderson, McCarty, Fliner, O'Connor.

NAYS: None.

NOT PRESENT: Struiskma

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: ELLEN BOVARD, Deputy

Pub. July 24

149183