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RESOLUTION NUMBER R-

ADOPTED ON DEC 04 1995

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE COLLEGE AREA BUSINESS IMPROVEMENT DISTRICT (BID") PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT LAW OF 1989.

WHEREAS, the Council of The City of San Diego desires to form a parking and business improvement area to be known as the "College Area Business Improvement District" pursuant to the Parking and Business Improvement Area Law of 1989 (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. That the Council hereby declares its intention to form a parking and business improvement area to be known as the "College Area Business Improvement District" (the "District") pursuant to the Parking and Business Improvement Area Law of 1989 (Streets and Highways Code section 36500, et seq.).

2. That the area to be included in the District includes the Diamond business community area within the 4th Council District with the following address ranges:

Street Name	Range of Addresses by Zone	
	Zone #1	Zone #2
College Avenue	4400-4800	4801-5198
Acorn	6138-6185	
College Way	4527-4566	
Adams Avenue	4644-4647	
El Cajon Blvd.	5800-7100	5468-5799

El Cajon Blvd.	7101-7400
70th St.	4800-5000
Montezuma Road	5500-6700
Campanile Drive	5000-5780
Hardy Avenue	5700-5900
Lindo Paseo	5700-5850
Montezuma Way	5000-5700

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

3. That 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. That 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 District Zones:

1. Zone #1 is El Cajon Blvd. from 58th Street to 71st Street, Acorn Street, College Way, Adams Avenue, College Avenue south of 4800. Businesses in this area will receive the greatest benefit from the promotional activities, marketing of and overall activities of the District. (See Address Ranges above.)

2. Zone #2 is El Cajon Blvd. from 5468-5799 and 7101 to the City border with la Mesa, 70th Street., Montezuma Avenue, Campanile Drive, Hardy Avenue, Lindo Paseo Avenue, College Avenue north of 4801, and Montezuma Way and any other new streets that may be constructed in the SDSU Redevelopment Zone. It is anticipated that businesses in this area will receive a benefit, but not of the same magnitude as those in the commercial core area of El Cajon Blvd. (See Address Ranges above.)

B. Description of Categories of Benefit:

1. Category 1 includes those businesses which will gain the most from increased commercial activity as well as a revitalized commercial corridor in those areas directly adjacent to or surrounding their anchor business. This special category includes but is not limited to: Banks, finance companies, loan centers, major media, major private distribution and mail carriers, major chain grocery and drug stores, chain department stores, major theatres, private recreation centers, entertainment centers, major bookstores, general retail chains over 6,000 sq. feet in size.

2. Category 2 includes those businesses, particularly retail outlets, that are expected to derive direct benefit from the establishment of the College Area BID. These retail outlets are generally less than 6,000 sq. feet and would include, but not be limited to such businesses as: restaurants, coffee shops, delis, bars, nightclubs, bakeries, micro breweries, specialty stores, ice cream and yogurt, photo finishing and production, flower and floral, musical instruments, retail

recorded music, bookstores, hair beauty salons, pet stores, bike shops, liquor stores, produce stores, small grocery stores, art supply, office supply, new and used clothing, electronics, landscaping and nursery, retail service stations, Motels, Hotels, community newspapers, radio stations, antique and second hand stores, beauty supply, micro breweries, shoes stores, etc.

3. Category 3 includes those businesses which interact with the public to a lesser extent than Categories 1 or 2, and are predominantly service related. The Category includes but is not limited to: medical professionals, lawyers, architects, CPAs, engineers, consultants, planners, office repair, appliance repair, stock brokers, financial planners, gyms, graphic artists, temporary services, recording studios, shoe and clothing repair, key/locksmith, interior design, hardware stores, travel agencies, print and copy stores, board and care facilities, retirement homes, nursing homes, automotive sales/repair, auto supply, car wash/detailing, auction houses, service stations, etc.

4. Category 4 are those businesses that are expected to derive indirect benefit from the establishment of the District. They include but are not limited to the following: home furnishings, appliances, property management, construction companies, musical rental and repair, religious supply, wholesale printers, martial arts, manufacturers, recycling centers, private education and professional schools, sports racing, wholesale distributors, assembly plants, card rooms, Motels and Hotels, Burial chapels, retirement homes, etc.

5. Category 5 is any business that is also expected to derive indirect benefit from the establishment of the District, but in a more general sense. They include but are not limited to the following: local offices of utility companies, non-profit organizations with business licenses, churches, hospitals, benevolent associations.

6. Category 6 is any business that is owner operated, sole proprietor/no employees and personal services NOT retail in nature. Examples given include beauticians working under a beauty parlor owners retail outlet; temporary street vendors operating in the district, regular vendors at farmers markets or entrepreneurial fairs, agents working under a brokers license.

7. EXCLUSIONS: The following businesses and business locations shall be excluded from assessment provisions under the District: Apartment buildings, public schools, City, County, State and Federal offices.

8. For the purposes of this resolution "retailer" shall be deemed as any business which remits sales tax to the State of California Board of Equalization on a regular basis. Businesses not specifically identified in Categories 1, 2, 3, 4 and 5 shall be categorized by the City Treasurer upon application of a City Business Tax Certificate.

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

	<u>Zone #1</u>	<u>Zone #2</u>
Category 1	\$ 500.00	\$ 300.00
Category 2	\$ 180.00	\$ 120.00
Category 3	\$ 100.00	\$ 80.00
Category 4	\$ 90.00	\$ 60.00
Category 5	\$ 80.00	\$ 60.00
Category 6	\$ 60.00	\$ 60.00

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 business tax certificate. 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 resolution shall not exceed \$500.00 per annum.

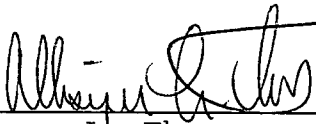
5. That pursuant to Section 54954.5 of the Government Code, notice is hereby given, that January 16, 1996, at the hour of 10:00, as soon as thereafter as it may be heard, in the City Council Chambers of the City Administration Building, 202 C Street, San Diego, California, is fixed as the time and place when the Council shall conduct a public meeting 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.

Also pursuant to Section 54954.5 of the Government Code, notice is hereby given, that February 6, 1996 at the hour of 10:00, as soon as thereafter that it may be heard, in the City Council Chambers of the City Administration Building, 202 C

Street, San Diego, California, is fixed as the time and place when the City Council shall conduct a public hearing 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.

6. That the City Clerk is hereby directed to give notice of the mentioned meeting and hearing by both publication and mailing pursuant to Section 54954.5 of the Government Code.

APPROVED: JOHN W. WITT, City Attorney

By 
Allisyn L. Thomas
Deputy City Attorney

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"Exhibit A"

Proposed College Area Business Improvement District

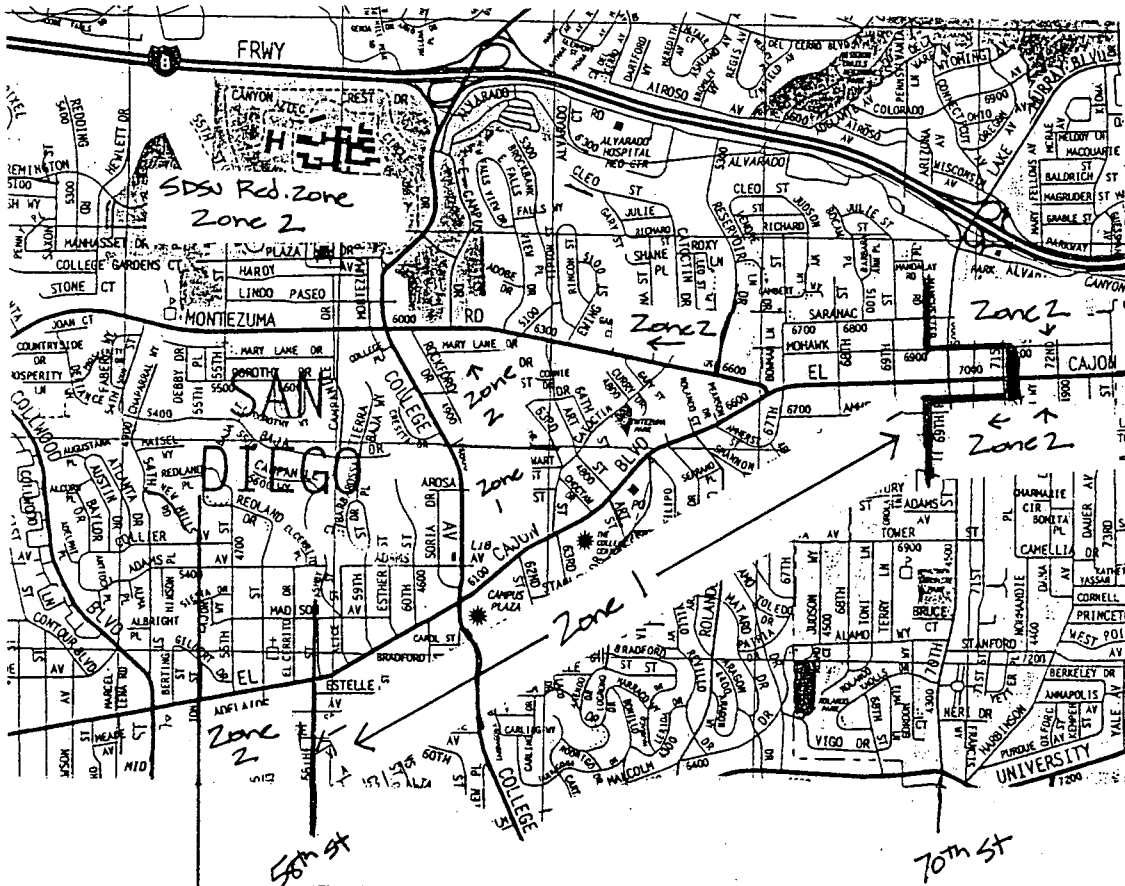
Boundaries

Map Legend

Zone #1 El Cajon Blvd.
from 58th St. to 71st St.

Zone #2 Business
district around SDSU,
El Cajon Blvd. East
of 71st to city border,
West of 58th to Dayton

Assessment Rates



Estimated Number of Businesses

Commercial 450

Estimated Annual Budget

Administration \$ 18,000
Promotions \$ 20,000
Advertising \$ 30,000

Total Budget \$68,000

*Dayton St
border is western
border of BID*

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