

RESOLUTION NUMBER R- 287951

ADOPTED ON OCT 22 1996

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO DECLARING ITS INTENTION TO ESTABLISH THE PACIFIC BEACH BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA 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 "Pacific Beach Business Improvement District" pursuant to the Parking and Business Improvement Area Law of 1989 (Street and Highway 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 the "Pacific Beach 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. The area to be included in the District includes the Pacific Beach business community area within the following address ranges:

STREET NAME	RANGE OF ADDRESSES BY ZONE	
	<u>Zone #1</u>	<u>Zone #2</u>
Albuquerque Street		4600 - 4799
Balboa Avenue		1900 - 2799

Bayard Street		4300 - 4699
Bunker Hill Street		2900 - 3199
Cass Street		4300 - 5199
Damon Avenue		2800 - 2999
Dawes Street		4400 - 4699
DeSoto Street		4600 - 4799
Diamond Street		0700 - 0799
Emerald Street		0700 - 0799
Everts Street		4400 - 4699
Fanuel Street		4400 - 4699
Felspar Street		0700 - 0799
Garnet Avenue	0700 - 2999	
Grand Avenue		0700 - 2799
Gresham Street		4400 - 4699
Haines Street		4400 - 4699
Hornblend Avenue		0700 - 1599
Ingraham Street		3400 - 4699
Jewell Street		4400 - 4699
Kendall Street		4400 - 4499
Lamont Street		4400 - 4699
La Playa Avenue		1550 - 1649
Mission Bay Drive		4200 - 4799
Mission Boulevard	3999 - 5199	
Morrell Street		4400 - 4699
Noyes Street		4400 - 4499
Ocean Boulevard		4100 - 4599
Oliver Avenue		0700 - 0799
Olney Street		4400 - 4499
Pacific Beach Drive		0700 - 0799 Even Numbers Only
Reed Street		0700 - 0799
Thomas Street		0700 - 0799
Turquoise Street		0700 - 1099

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 District Zones:

(1) Zone #1: All businesses on Mission Boulevard or Garnet Avenue are in Zone #1.

(2) Zone #2: This zone includes all other business addresses. (See Range of Addresses by Zone above).

B. Description of Categories of Benefit:

(1) Category A: Banks and those businesses with 21 or more employees.

(2) Category B: Businesses with 13 to 20 employees.

(3) Category C: Business with 3 to 12 employees.

(4) Category D: Businesses with 0 to 2 employees.

(5) Category E: Apartments/Hotels/Motels with 66+ units.

(6) Category F: Apartments/Hotels/Motels with 21 to 65 units.

(7) Category G: Apartments/Hotels/Motels with 6 to 20 units.

(8) Businesses not specifically identified in Categories A, B, C, D, E, F, and G shall be categorized by the City Treasurer upon application of a City Business Tax Certificate.

C. Summary of Assessments:

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

	<u>Zone #1</u>	<u>Zone #2</u>
Category A	\$360.00	\$180.00
Category B	240.00	120.00
Category C	180.00	90.00
Category D	90.00	60.00
Category E	360.00	360.00
Category F	180.00	180.00
Category G	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 ordinance shall not exceed THREE HUNDRED SIXTY DOLLARS (\$360) per annum.

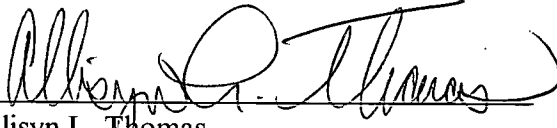
5. Pursuant to Section 54954.5 of the Government Code, notice is hereby given, that November 19, 1996, at the hour of 10:00 a.m., in the City Council Chambers of the City Administration Building, 202 C Street, San Diego, California, is fixed as the time and place when the City Council shall conduct a public 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 December 10, 1996, at the hour of 10:00 a.m., in the City Council Chambers of the City Administration Building, 202 C Street, San Diego, California, is fixed as the time and place when

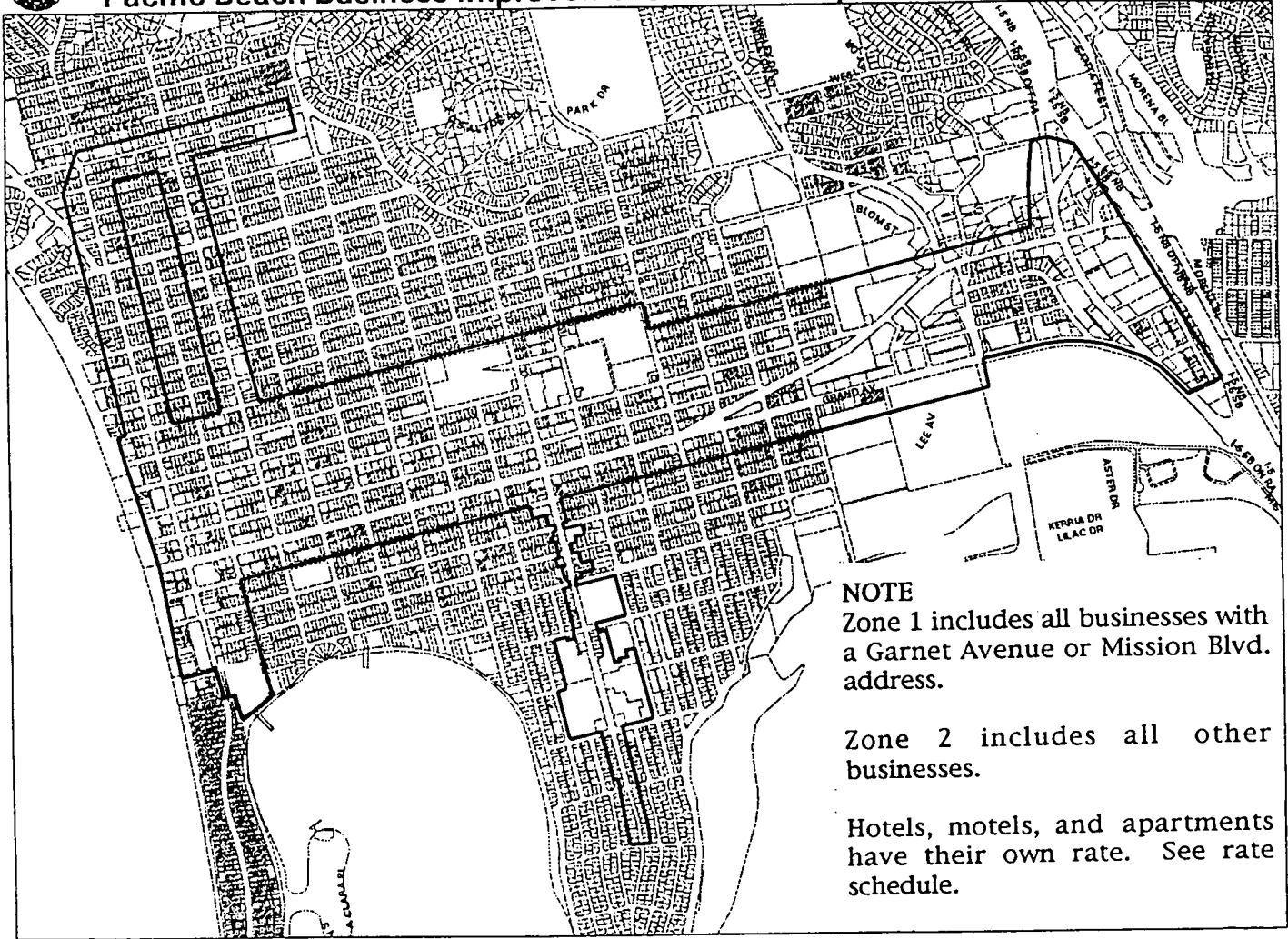
the City Council shall conduct a public hearing where any and all persons having any desire to be heard may appear and state their views for or against the formation of the aforementioned parking and business improvement area.

6. 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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NOTE
 Zone 1 includes all businesses with a Garnet Avenue or Mission Blvd. address.
 Zone 2 includes all other businesses.
 Hotels, motels, and apartments have their own rate. See rate schedule.

Estimated Number of Assesees

Businesses	Zone 1	Zone 2	Total
0-2 Employees	600	140	740
3-12 employees	210	60	270
13-20 employees	40	5	45
21+ employees	20	5	25
Total	870	210	1080

<u>Apartments</u>	
6-20 units	110
21-65 units	15
66+ units	5
Total	120

<u>Hotels/Motels*</u>	
6-20 rooms	25
21-65 rooms	5
66+ rooms	2
Total	32

*Hotels/Motels counted with businesses

Proposed Budget	
Estimated Revenue . . .	\$157,000
Businesses	\$123,900
Apartments	11,100
SBEP	22,000

Estimated Expenditures . \$157,000	
Administration	\$45,000 (28%)
Security	18,000 (12%)
Publications	12,000 (7%)
Advertising	39,000 (25%)
Decorations	21,000 (13%)
Streetscape	18,000 (11%)
Contingency	4,000 (4%)

**Pacific Beach
 • Business Improvement District (BID) •**

	Businesses	
	<u>Zone 1</u> Garnet Avenue and Mission Boulevard	<u>Zone 2</u> All other addresses
Category A Banks and businesses with 21 or more employees.	\$360	\$180
Category B Businesses with 13 - 20 employees.	\$240	\$120
Category C Businesses with 3 - 12 employees.	\$180	\$90
Category D Businesses with 0 - 2 employees.	\$90	\$60

	Apartments	Hotels / Motels
Category G 6 - 20 units or rooms.	\$60	\$60
Category F 21 - 65 units or rooms.	\$180	\$180
Category E 66+ units or rooms.	\$360	\$360

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