

(O-98-132)

ORDINANCE NUMBER O- 18540 (NEW SERIES)

ADOPTED ON JUN 29 1998

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SAN DIEGO AMENDING ORDINANCE NO. O-18262 (NEW SERIES), ADOPTED FEBRUARY 20, 1996, TITLED "AN ORDINANCE OF THE COUNCIL OF THE CITY OF SAN DIEGO ESTABLISHING THE DIAMOND BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1989 AND LEVYING AN ASSESSMENT AND CHARGE THEREIN FOR UPGRADING AND PROMOTING THE AREA."

WHEREAS, the Council of The City of San Diego approved the formation of the Diamond Business Improvement District [District] by Ordinance No. O-18262 (New Series) on February 20, 1996; and

WHEREAS, the Council now desires to amend Ordinance No. O-18262 (New Series);
NOW, THEREFORE,

BE IT ORDAINED, by the Council of The City of San Diego, as follows:

Section 1. That Section 1 of Ordinance No. O-18262 (New Series), adopted February 20, 1996, is hereby amended to read as follows:

Section 1. Pursuant to the Law, a parking and business improvement area is hereby established, to be known as the "Diamond Business Improvement District," herein called "District." 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
47th Street North	100-1650	
47th Street South		100-1000
54th Street	1800-1962	
61st Street	400-500	
63rd Street	400-500	
69th Street	500-700	
Air Way	4500-4800	
Akins Avenue		5900-6700
Churchward Street	5000-5150	
Euclid Avenue North	100-1913	
Euclid Avenue South	100-1000	
Federal Blvd.	4500-5300	
Gateway Center Avenue	3600-3800	
Gateway Center Drive	700-800	
Gateway Center Way	600-1000	
Imperial Avenue	4400-6945	
Lisbon Street	6900-7000	
Lockridge Street	3900-4100	
Logan Avenue	4600-5150	
Market Street	3900-5000	5001-5400
Naranja Street		5000-5400
Raven Street	400-500	
Whitmore Street	400-500	

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

Section 2. That Section 3(B)(6) of Ordinance No. O-18262 (New Series), adopted February 20, 1996, is hereby amended to read as follows:

6. **EXCLUSIONS:** The following businesses and business locations shall be excluded from assessment provisions under the District:

All of those businesses and business license holders operating under the FAM Mart roof on N. Euclid Avenue (1755 N. Euclid)

All nonprofit corporations, apartment buildings, or business license holders

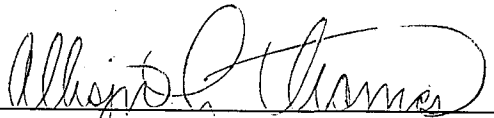
Catering truck drivers operating out of Moody's Catering Service on Market Street (4637 Market)

All independent contractors working as beauticians, or beauty related independent contractors

Home based businesses

Section 3. That this ordinance shall take effect and be in force on the thirtieth day from and after its passage.

APPROVED: CASEY GWINN, City Attorney

By 
Allisyn L. Thomas
Deputy City Attorney

ALT:lc
05/12/98
Or.Dept:Comm.&Eco.Dev.
O-98-132
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"Exhibit A"

Proposed Diamond Business Improvement District

Gateway/Mt. Hope Bus. District: Zone 1

Boundaries

Euclid/54th Corridor: All Zone 1

King Freeway

Market St. East of Euclid: Zone 2 Also Akins, Naranja

Federal Bnd. Zone 1

Map Legend

Zone #1 Bounded on the north by the Webster business district, on the west by the Gateway/Mt. Hope business district, on the south by the Lincoln/Valencia Park business district and on the east by the Encanto business district

Zone #2 Various streets within the Diamond which are off the main commercial corridors including S. 47th Street, Market St. east of Euclid, Naranja and Akins Avenue

Assessment Rates

Imperial Ave all Zone 1

*N. 47th St. (North of Imperial): Zone 1
S. 47th St. (South of Imperial): Zone 2*

Estimated Number of Businesses

Commercial 350

Estimated Annual Budget

Administration \$10,000
Promotions \$25,000
Advertising \$20,000

TOTAL BUDGET \$55,000

STRIKEOUT ORDINANCE

OLD LANGUAGE: Struck-Out

NEW LANGUAGE: Redline

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