

RESOLUTION NUMBER R- 295397

ADOPTED ON AUG 07 2001

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN DIEGO MAKING CERTAIN FINDINGS WITH RESPECT TO THE PURCHASE AND INSTALLATION OF THE MIDWAY BANNERS FOR THE NORTH BAY REDEVELOPMENT PROJECT AREA BY THE REDEVELOPMENT AGENCY OF THE CITY OF SAN DIEGO.

WHEREAS, the Redevelopment Agency of the City of San Diego [the Agency] is engaged in activities necessary to carry out and implement the Redevelopment Plan for the North Bay Redevelopment Project Area [the Project Area]; and

WHEREAS, the proposed Midway Banners will assist in meeting the goal and objective stated in the Implementation Plan to “improve, promote and preserve the positive neighborhood characteristics in North Bay, while correcting physical and economic deficiencies in the community”; and

WHEREAS, the proposed Midway street banners would generate an increase in commercial activity, improving the vitality and solvency of existing businesses and attracting additional businesses resulting in lower commercial vacancy rates; and

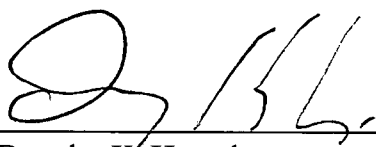
WHEREAS, manufacture and installation of street banners would encourage growth of business and consumer interest in the area, thus contributing to wider redevelopment goals for the Project Area; NOW, THEREFORE,

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

1. That the Council finds and determines that the Midway Banners, for which the Redevelopment Agency proposes to pay, are public improvements that will benefit the North Bay Redevelopment Project by assisting to eliminate general blighting conditions in the Midway/Pacific Highway business district, and the Council determines that no other reasonable means of financing the banners are available to the community (Attachment 1).

2. That the Council finds and determines that the Redevelopment Agency's entering into an Agreement with the North Bay Association for the purchase and installation of 160 street banners is consistent with the Five-Year Implementation Plan for the North Bay Redevelopment project, as adopted and thereafter amended by the Agency pursuant to Californian Health and Safety Code section 33490 as described in Attachment 1.

APPROVED: CASEY GWINN, City Attorney

By 

Douglas K. Humphreys
Deputy City Attorney

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**ATTACHMENT 1
FINDINGS**

1. FINDINGS OF BENEFIT

The proposed Midway Banner Project for which the Redevelopment Agency of the City of San Diego [Agency] proposes to pay, will benefit the North Bay Redevelopment Project area and the immediate neighborhood in which the Project is located in that:

- a. These 160 banners are planned to be hung from street lights along Sports Arena Boulevard, Midway Drive, Rosecrans Street, Camino Del Rio West and West Point Loma Boulevard.
- b. The Midway Banner Project will help create a sense of place, a destination for businesses and consumers by redefining the image of the community.
- c. The project will add continuity and help unify the street scape and demonstrate to visitors that the area surrounding Midway/Sports Arena is home to businesses that take pride in their community.

2. FINDINGS OF NO OTHER REASONABLE MEANS OF FINANCING

The Agency proposes to contribute \$25,000 to the Midway Banners Project. There are no other reasonable means available to the community for financing the portion of the proposed Midway Banner Project for which the Agency proposes to pay, in that:

- a. The North Bay Association's fiscal year 2001 budget sights revenue of \$163,000 and expenses of \$161,500. This leaves only \$1,500 for contingency.
- b. The Agency has issued Tax Allocation Bonds for the North Bay Redevelopment Project. These tax-exempt bonds were issued for the purpose of financing improvements in the Project Area.

3. FINDINGS OF ELIMINATION OF BLIGHT

The Agency's contribution of funds for the acquisition of banners and mounting brackets and their installation will assist in the elimination of one or more blighting conditions inside the North Bay Redevelopment Project area, in that:

- a. The banners are designed around four principle and historical events with forty banners designated for each event (for a total of 160 banners.) The design of the banners are attractive and consistent, which will enhance the aesthetics of the street scape.

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- b. The 160 banners will all be located within the North Bay Redevelopment Project Area, and will be situated along many of the key commercial corridors within the North Bay area.
- c. According to the American Planning Association, "Signage that is designed to be compatible with and supportive of the aesthetic integrity of a community serves to support the viability of business ventures and the economic vitality of the community."
- d. The theme of the banners will vary, but all emphasize the important role the North Bay area has played in the historical development of San Diego. This serves as a positive community outreach program designed to educate visitors and enhance the sense of pride in the community within residents and businesses. The former promotes consumer activity and the latter, it is hoped, will inspire local businesses to improve their facades.
- e. It is expected that the banners will encourage motorists to shop in the area. Similarly, it is expected that the banners will encourage shoppers to stay longer and spend more money in the area. Though research is limited as to the benefits of banner projects, a recent survey of businesses within the North Park area reflect positive results from the banners installed along University Avenue and 30th Street.
- f. The heightened commercial activity expected from the banners will serve to improve the vitality and solvency of existing businesses. Also, it is expected that additional businesses will be attracted to the area, resulting in lower commercial vacancy rates.

4. FINDINGS OF CONSISTENCY WITH IMPLEMENTATION PLAN

The Agency's contribution of funds for the acquisition of banners and mounting brackets and their installation is consistent with the Five-Year Implementation Plan for the North Bay Redevelopment Project Area adopted by the Agency on May 4, 1998, first amended on March 6, 2001 and as amended on June 19, 2001, pursuant to Health and Safety Code section 33490, in that:

- a. The proposed Midway Banner Project will assist in meeting the goal and objective stated in the Implementation Plan to "improve, promote and preserve the positive neighborhood characteristics in North Bay, while correcting physical and economic deficiencies in the community."
- b. The proposed Midway Banner Project will assist in the elimination of blighting conditions, all of which further the objectives of the Implementation Plan.

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- c. The proposed Midway Banner Project will assist in meeting the goal and objective stated in the Implementation Plan to “improve and attract the growth and vitality of the proposed Redevelopment Project Area’s business environment and address the commercial, service and employment needs of the proposed Redevelopment Project Area” by providing continuity and helping to define the North Bay area as a positive place for businesses and consumers.
 - d. The proposed Midway Banner Project is listed in the Five-Year Implementation Plan, as amended on June 19, 2001, as part of the Five-Year Work Program (FY 2001-2002).
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