

(R-2010-368) B 204
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STRT-L-35 11/23
FY 2010

RESOLUTION NUMBER R- 305435

DATE OF FINAL PASSAGE NOV 24 2009

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO DECLARING THE COUNCIL'S INTENTION
TO LEVY AND COLLECT ANNUAL ASSESSMENTS FROM
BUSINESSES WITHIN THE LA JOLLA BUSINESS
IMPROVEMENT DISTRICT FOR FISCAL YEAR 2010 AND
NOTICING THE PUBLIC HEARING.

WHEREAS, the City Council, in accordance with the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code sections 36500, et seq.), wishes to continue the promotional activities of the La Jolla Business Improvement District in the City of San Diego; NOW, THEREFORE,

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

1. That the intention of the City Council to levy and collect an assessment from businesses within the La Jolla Business Improvement District [District] in the City of San Diego for the period of July 1, 2009 through June 30, 2010 is hereby declared.

2. That the District to be assessed and its respective location is as follows:

La Jolla - generally from 200 to 1445 Prospect Street; Ivanhoe Avenue, Herschel Avenue, Girard Avenue, and Fay Avenue between Torrey Pines Road and Pearl Street; and from the 1100 block of Torrey Pines Road to the 400 block of Pearl Street toward La Jolla Boulevard, including 7345 to 7607 La Jolla Boulevard.

3. That the proposed improvements and activities authorized by the ordinance establishing each the District (or by amendment to such ordinance), as well as any substantial

changes and/or additions proposed to be made to those improvements and activities in Fiscal Year 2010, are as follows:

<u>District</u>	<u>Improvements and Activities Authorized by Ordinance</u>	<u>Substantial Changes and/or Additions to Improvements and Activities</u>
La Jolla	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.	Website; business survey; online business directory; special events; marketing/advertising materials; seasonal banner displays; installation of hanging baskets; and beautification/maintenance.

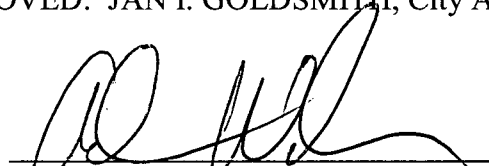
That a full and detailed report describing the District, including the boundaries of the District and any benefit zones within the District, the proposed assessments to be levied upon the businesses, as well as the improvements and activities to be undertaken within the District, from July 1, 2009, through June 30, 2010, is available for review at the Office of the City Clerk.

5. That notice is hereby given that on December 8, 2009 at 10:00 a.m., or as soon thereafter as it may be heard, in the Council Chambers of the City Administration Building, located at 202 "C" Street, 12th Floor, San Diego, California, is fixed as the time and place when and where any and all interested persons having a desire to be heard may appear and state their views, or submit such views in writing in compliance with California Streets and Highways Code Sections 36524 and 36525, for or against the continued establishment of the District, the extent of the District, the furnishing of specified types of improvements or activities within the District, or the levying of the proposed assessments within the District.

6. That the City Clerk is hereby directed to give notice of the aforementioned public hearing by publication, pursuant to California Streets and Highways Code section 36534(b).

APPROVED: JAN I. GOLDSMITH, City Attorney

By



Adam R. Wander
Deputy City Attorney

ARW:mm
11/10/09
11/13/09 COR.COPY
Or.Dept:CP&CI
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I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of 11/23/2009.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved:

11-24-09
(date)


JERRY SANDERS, Mayor

Vetoed:

(date)

JERRY SANDERS, Mayor