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RESOLUTION NUMBER R- 305801  
DATE OF FINAL PASSAGE MAY 06 2010

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 EACH OF THE SPECIFIED BUSINESS IMPROVEMENT DISTRICTS FOR FISCAL YEAR 2011 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.), the Parking and Business Improvement Area Law of 1965 (California Streets and Highways Code sections 36000, et seq.), and City Council Policy 900-07 ("Business Improvement Districts"), wishes to continue the promotional activities of specified Business Improvement Districts 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 each specified Business Improvement District [District] in the City of San Diego for the period of July 1, 2010 through June 30, 2011 is hereby declared.

2. That the Districts to be assessed and their respective locations are as follows:

**Adams Avenue** - generally from the 2400 to the 4248 block of Adams Avenue; and all adjacent side-streets from the 4600 to the 4799 block of those side-streets.

**City Heights** - generally from the 3300 to the 4799 block of University Avenue; and all adjacent side-streets from the 3800 to the 4099 block of those side-streets.

**College Area** - generally from the 5400 to the 7400 block of El Cajon Boulevard; all adjacent streets from the 5400 to the 7400 block of El Cajon Boulevard; and certain other streets in the vicinity of San Diego State University.

**Downtown** - generally that area within the following boundaries: Ash Street to the north; E Street to the south; Tenth Avenue to the east; and First Avenue to the west.

**East Village** - generally that area within the following boundaries: Interstate 5 to the north and to the east; Newton Avenue to the south; and Seventh Avenue to the west.

**El Cajon Boulevard Central** - generally from the 3300 to the 5399 block of El Cajon Boulevard; all adjacent side-streets from 33rd Street to 47th Street between the 4200 to the 4399 block of those side-streets; and all adjacent side-streets from Euclid Avenue to Dayton Street between the 4300 and the 4499 block of those side-streets.

**El Cajon Boulevard Gateway** - generally from the 1800 to the 3299 block of El Cajon Boulevard; and all adjacent side-streets from the 4200 to the 4399 block of those side-streets.

**Gaslamp** - generally that area within the following boundaries: Broadway to the north; the San Diego and Arizona East Railway right-of-way to the south; Sixth Avenue to the east; and Fourth Avenue to the west.

**Hillcrest** - generally that area within the following boundaries: Montecito Street to the north; Upas Street to the south; Park Boulevard to the east; and Front Street to the west.

**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.

**Little Italy** - generally that area within the following boundaries: Laurel Street to the north; "A" Street to the south; Interstate 5 and Front Street to the east; and North Harbor Drive to the west.

**Mission Hills** - generally from 818 to 1112 Fort Stockton Drive, including all adjacent side-streets from Stephens Street to Albatross Street; 228 to 1794 Washington Street; the 300 to the 1025 block of University Avenue; 328 to 1753 West Lewis Street; and 3033 to 3753 India Street.

**North Park** - generally from 2750 to 3299 University Avenue, including all adjacent side-streets between the 3800 and the 3999 block of those side-streets; 2750 to 3299 Lincoln Avenue; and 2850 to 3299 North Park Way.

**Ocean Beach** - generally from the 4800 to the 5099 block of Newport Avenue; portions of the 4700 to the 5099 block of Narragansett Avenue, Niagara Avenue, and Santa Monica Avenue; and portions of Sunset Cliffs Boulevard, Cable Street, Bacon Street, and Abbot Street between 1769 and 1976 of those streets.

**Old Town** - generally that area within the following boundaries: Interstate 5 to the north; Pacific Highway to the south; Washington Boulevard to the east; and Rosecrans Street to the west.

**Pacific Beach** – generally that area within the following boundaries: Garnet Avenue and Balboa Avenue to the north; the 700 to the 1099 block of Turquoise Street to the northwest; Grand Avenue to the south, including Ingraham Street and all adjacent side-streets from the 3400 block to Grand Avenue; Interstate 5 to the east; and the 4100 to 5199 block of Mission Boulevard and all adjacent side-streets to the west.

**San Ysidro** - generally that area within the following boundaries: the 930 block of West San Ysidro Boulevard to the northwest; the U.S.-Mexico border to the southeast; East Beyer Boulevard to the east; and Willow Road to the southwest.

3. That the proposed improvements and activities authorized by the ordinance establishing each specified 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 2011, 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>                                     |
|-----------------|---|--|
| Adams Avenue    | Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operations; advertising/promotion; special events; newsletter/brochure; business development; maintenance of | Website; master plan development; Storefront Improvement Program/PROW Program; and grant/funding solicitation. |

landscaping; and public improvements.

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| City Heights           | Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operations; advertising/promotion; special events; newsletter/brochure; business development; and street decorations. | Website; beautification/maintenance; and Storefront Improvement Program/PROW Program.  |
| College                | Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operation; and advertising/promotion.   | Website; newsletter; special events; business mixers; and beautification/maintenance.  |
| Downtown               | Street decoration/music; promotion of public events; and promotion of retail trade.  | Business attraction/development; Residential Marketing Alliance; Paradise in Progress; special events; marketing/communications/website; master plan development; homeless intervention; and Transit Pass Program. |
| East Village           | Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operation; and advertising/promotion  | Website; newsletter; special events; business mixers.  |
| El Cajon Blvd. Central | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operation; advertising/promotion; newsletter; and new business development.                        | Website; beautification/maintenance; transit programs; Pilot Village; and public improvements.   |

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| El Cajon Blvd Gateway | Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; and promotion of business activities.  | Website; administration/operation; advertising/promotion; beautification/maintenance; transit programs; Pilot Village; and public improvements.  |
| Gaslamp               | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.                | Infrastructure Improvement Plan; pedestrian way-finding; special events; and marketing/promotions.   |
| Hillcrest             | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.                | Website; Farmers Market; walking patrol; beautification/maintenance; newsletter; and public improvements.  |
| 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.     |
| Little Italy          | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; special events; and marketing administration. | Website; grant/funding solicitation; beautification/maintenance; public improvements; signage; transit issues; and homeless intervention.  |
| Mission Hills         | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities.   | Website; newsletters; business mixers; business directories; special events including Meet Mission Hills Business Fair and MH Business Holiday Window Decorating Contest; banner program; and public |

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|               |   | improvements.   |
| North Park    | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; promotion/advertising; newsletter; business directory; and special events.  | Website; community redevelopment; Historic Building Registry; Farmers Market; Ray at Night monthly event; and beautification/maintenance.   |
| Ocean Beach   | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; advertising/promotion; Cleanup and landscaping in public right of way; newsletter; holiday decorations; and business development. | Website; special events; Farmers Market; public improvements; Tile Program; Storefront Improvement Program/design guidelines; Historic Landmark Project; Ocean Beach Merchant's Association Merchant Handbook; Un-Reinforced Masonry Program; and business training.          |
| Old Town      | Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; and promotion of business activities.   | Website; advertising/promotion; business directory; business mixers; tourism promotion; special events, including Old Town Art Festival, Fiesta Cinco de Mayo, Fiesta Navidad, and Old Town Saturday Artisans Markets; banner program; information kiosks; and streetscaping. |
| Pacific Beach | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; administration/operations; security publications; advertising; decorations; and streetscape.   | Website; public improvements; special events; beautification/maintenance; Beach Area Community Court; and business training.  |

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| San Ysidro | Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; marketing/promotion; administration/operations; design/planning; and general projects. | Website; public improvements; traffic circulation; design guidelines; beautification/maintenance; Pilot Village; special events; and business training. |
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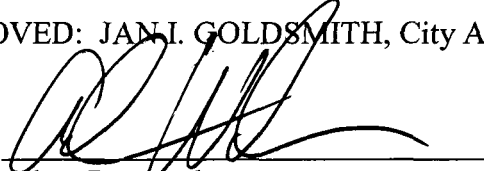
4. That a full and detailed report describing each specified District, including the boundaries of proposed assessments to be levied upon the businesses as well as the improvements and activities to be undertaken within each specified District, from July 1, 2010, through June 30, 2011, is available for review at the Office of the City Clerk.

5. That notice is hereby given that on May 18, 2010 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 each specified District, the extent of each specified District, the furnishing of specified types of improvements or activities within each specified District, or the levying of the proposed assessments within each specified 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: JANI. GOLDSMITH, City Attorney

By   
Adam R. Wander  
Deputy City Attorney

ARW:js  
04/15/10  
05/04/10 REV.  
Or.Dept:CP&CI  
R-2010-761  
MMS#12006

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 27 2010.

ELIZABETH S. MALAND  
City Clerk

By   
Deputy City Clerk

Approved: 5-6-10  
(date)

  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

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JERRY SANDERS, Mayor