

RESOLUTION NUMBER R- 308073

DATE OF FINAL PASSAGE APR 10 2013

A RESOLUTION OF THE CITY 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 2014 AND NOTICING THE PUBLIC HEARING.

WHEREAS, in accordance with the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code sections 36500, et seq.), the eighteen Business Improvement Districts identified below ("Districts") were formed in the City of San Diego to levy assessments annually to pay for certain improvements and activities within the Business Improvement Districts; and

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.) and City Council Policy 900-07, wishes to continue the improvements and activities of the Districts;

NOW, THEREFORE,

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

1. The intention of the City Council to continue to levy and collect an assessment from businesses within each of the specified Business Improvement Districts in the City of San Diego for the period of July 1, 2013 through June 30, 2014 ("FY 2014") is hereby declared.

2. 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.

Diamond – generally that area within the diamond formed by the following four points: the 1900 block of Euclid Avenue to the north; the 1000 block of Euclid Avenue South to the south; the 6900 block of Imperial Avenue to the east; and the 3900 block of Market Street to the west.

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. The proposed improvements and activities authorized by the ordinance

establishing each District (including any amendment to such ordinance) are as follows:

<u>District</u>	<u>Improvements and Activities Authorized by Ordinance</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 landscaping; and public improvements.
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.

College	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; administration/operation; and advertising/promotion.
Diamond	Acquisition, construction, or maintenance of parking facilities; decoration of public areas; promotion of public events; and furnishing of music.
Downtown	Street decoration/music; promotion of public events; and promotion of retail trade.
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.
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.
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.
Gaslamp	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.
Hillcrest	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.
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.
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.
Mission Hills	Acquisition, construction, or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; promotion of business activities.

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.
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.
Old Town	Acquisition, construction or maintenance of parking facilities; street decoration; promotion of public events; furnishing of music; and promotion of business activities.
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.
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.

4. There are no substantial changes proposed to be made to the improvements and activities authorized within the Districts.

5. The full and detailed FY 2014 Budget Reports describing each specified District, including a full and detailed description of the improvements and activities to be provided in FY 2014, the boundaries of the District and any benefit zones within each District, and the proposed assessments to be levied upon the businesses within each District for FY 2014 are on file and available for review at the Office of the City Clerk under the following document numbers:

Business Improvement District

Document No.

Adams Avenue	RR- <u>308073</u> - 1
City Heights	RR- <u>308073</u> - 2
College Area	RR- <u>308073</u> - 3

Diamond	RR- <u>308073</u> - 4
Downtown	RR- <u>308073</u> - 5
East Village	RR- <u>308073</u> - 6
El Cajon Boulevard Central	RR- <u>308073</u> - 7
El Cajon Boulevard Gateway	RR- <u>308073</u> - 8
Gaslamp	RR- <u>308073</u> - 9
Hillcrest	RR- <u>308073</u> - 10
La Jolla	RR- <u>308073</u> - 11
Little Italy	RR- <u>308073</u> - 12
Mission Hills	RR- <u>308073</u> - 13
North Park	RR- <u>308073</u> - 14
Ocean Beach	RR- <u>308073</u> - 15
Old Town	RR- <u>308073</u> - 16
Pacific Beach	RR- <u>308073</u> - 17
San Ysidro	RR- <u>308073</u> - 18

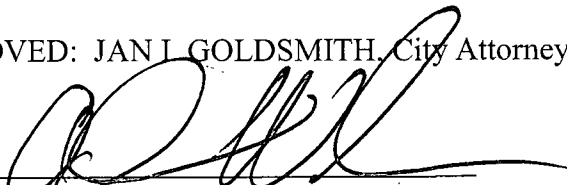
6. Notice is hereby given that May 7, 2013 at 10:00 a.m., or as soon thereafter as it may be heard, in the Council Chambers of the City Administration Building, located at 202 "C" Street, 12th Floor, San Diego, California, is fixed as the time and place for a public hearing ("Public Hearing") when and where any and all interested persons having a desire to be heard may appear and state their views for or against the levy of the proposed assessment with respect to each District.

7. At the Public hearing, written or oral protests may be made against the continuation of each District, the extent of each District, the furnishing of specified types of improvements or activities within each District, or the levying of the proposed assessments within each District. Such protests shall comply with California Streets and Highways Code sections 36524 and 36525.

8. The City Clerk is hereby directed to give notice of the 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
March 26, 2013
Or.Dept: Econ. Dev.
Doc #536737

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of APR 8 2013.

ELIZABETH S. MALAND
City Clerk

By 
Deputy City Clerk

Approved: 4/10/13
(date)


BOB FILNER, Mayor

Vetoed: _____
(date)

BOB FILNER, Mayor