

RESOLUTION NUMBER R- 314756DATE OF FINAL PASSAGE APR 14 2023

A RESOLUTION OF THE COUNCIL OF THE CITY OF
SAN DIEGO DECLARING THE COUNCIL'S INTENTION TO
LEVY AND COLLECT ANNUAL ASSESSMENTS FROM
BUSINESSES LOCATED IN SPECIFIED PARKING AND
BUSINESS IMPROVEMENT AREAS FOR FISCAL YEAR 2024
AND FIXING THE TIME AND PLACE FOR A PUBLIC
HEARING ON THE LEVY OF SUCH ASSESSMENTS.

WHEREAS, in accordance with the Parking and Business Improvement Area Law of
1989 and/or its predecessor law (California Streets and Highways Code sections 36500-36551)
(1989 Act), the following seventeen parking and business improvement areas were established
by and in the City of San Diego to annually levy and collect assessments on businesses located
within the specified areas to finance certain improvements and activities within such areas (each,
a 1989 Act District and collectively, 1989 Act Districts):

1. Adams Avenue Business Improvement District (Ordinances O-16479; O-18087;
O-19749);
2. City Heights Business Improvement District (Ordinance O-16918);
3. College Area Business Improvement District (Ordinances O-18263; O-18539);
4. Diamond Business Improvement District (Ordinances O-18262; O-18540);
5. East Village Business Improvement District (Ordinance O-19881);
6. El Cajon Business Improvement District (Ordinance O-16480);
7. El Cajon Boulevard Business Improvement District (Ordinance O-16919);
8. Gaslamp Quarter Business Improvement District (Ordinances O-15647;
O-17664);

9. Hillcrest Business Improvement District (Ordinances O-16230; O-17340);
10. La Jolla Business Improvement District (Ordinances O-17458; O-17803);
11. Little Italy Business Improvement District (Ordinances O-18374; O-18541);
12. Mission Hills Business Improvement District (Ordinance O-17229);
13. North Park Business Improvement District (Ordinances O-16481; O-19780);
14. Ocean Beach Business Improvement District (Ordinance O-17248);
15. Old Town Business Improvement District (Ordinance O-18208);
16. Pacific Beach Business Improvement District (Ordinances O-18373; O-18542);
- and
17. San Ysidro Business Improvement District (Ordinance O-18612); and

WHEREAS, in accordance with the Parking and Business Improvement Area Law of 1965 (California Streets and Highways Code sections 36000-36081), that certain parking and business improvement area named the "Downtown Improvement Area" (Downtown District) was established by and in the City of San Diego (Ordinances O-10450; O-10774) to annually levy and collect assessments on businesses located within the specified area to finance certain improvements and activities within such area (the 1989 Act Districts and the Downtown District are sometimes each, individually, referred to in this Resolution as a District and, collectively, as the Districts); and

WHEREAS, the Council intends to continue levying assessments on businesses located within the Districts to finance the improvements and activities undertaken by the Districts; and

WHEREAS, for administrative consistency with the 1989 Act Districts, the City annually confirms the assessment for the Downtown District in the same manner as it levies annual assessments for the 1989 Act Districts; NOW, THEREFORE,

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

1. The Council declares its intent to continue to levy and collect assessments from businesses located within each of the following described Districts during the time period commencing on July 1, 2023, and continuing through and including June 30, 2024 (Fiscal Year 2024):

Adams Avenue Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Improvement Area: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Quarter Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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 Business Improvement District: 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.

2. The proposed improvements and activities authorized by the ordinance (including any amendment(s)) establishing each District are as follows:

<u>District</u>	<u>Improvements and Activities Authorized by Ordinance</u>
Adams Avenue	Acquisition, construction, or maintenance of parking facilities; landscaping and other street right-of-way Improvements; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.
City Heights	Acquisition, construction, or maintenance of parking facilities; promotion of public events; furnishing of music; promotion of business activities; and administration/operations.
College	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
Diamond	Decoration of public areas; promotion of public events; and furnishing of music; promotion of retail trade; and administration/operation.
Downtown	Acquisition, construction, or maintenance of parking facilities; decoration of public areas; promotion of public events; and furnishing of music; promotion of business activities; and administration/operation.
East Village	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
El Cajon	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.

El Cajon Blvd	Acquisition, construction or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
Gaslamp	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
Hillcrest	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
La Jolla	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
Little Italy	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
Mission Hills	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
North Park	Acquisition, construction, or maintenance of parking facilities; decoration of any public; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
Ocean Beach	Acquisition, construction or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
Old Town	Acquisition, construction or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
Pacific Beach	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.
San Ysidro	Acquisition, construction, or maintenance of parking facilities; decoration of any public place; promotion of public events; furnishing of music; promotion of business activities; and administration/operation.

3. There are no substantial changes proposed to be made to the improvements or activities authorized within any District, the boundaries of any District or any benefit zone within any District, the classification of businesses within any District, or the method or basis of levying any assessment within any District.

4. The full and detailed Fiscal Year 2024 annual report from the respective advisory board for each District, including a description of the specified District, a full and detailed description of the improvements and activities to be provided by the District in Fiscal Year 2024, the boundaries of the District and any benefit zones within the District, and the proposed assessments to be levied upon the businesses within the District for Fiscal Year 2024, is on file and available for review at the Office of the City Clerk with reference to following document numbers:

<u>Business Improvement District</u>	<u>Document No.</u>
Adams Avenue	RR- <u>314756</u> ·1
City Heights	RR- <u>314756</u> ·2
College Area	RR- <u>314756</u> ·3
Diamond	RR- <u>314756</u> ·4
Downtown	RR- <u>314756</u> ·5
East Village	RR- <u>314756</u> ·6
El Cajon	RR- <u>314756</u> ·7
El Cajon Boulevard	RR- <u>314756</u> ·8
Gaslamp Quarter	RR- <u>314756</u> ·9
Hillcrest	RR- <u>314756</u> ·10
La Jolla	RR- <u>314756</u> ·11

Little Italy	RR- <u>314756-12</u>
Mission Hills	RR- <u>314756-13</u>
North Park	RR- <u>314756-14</u>
Ocean Beach	RR- <u>314756-15</u>
Old Town	RR- <u>314756-16</u>
Pacific Beach	RR- <u>314756-17</u>
San Ysidro	RR- <u>314756-18</u>

5. On May 23, 2023, at 2:00 p.m. Pacific Time, or as soon thereafter as the matter may be heard, the Council will conduct a public hearing (Public Hearing) in the Council Chambers of the City Administration Building, located at 202 "C" Street, 12th Floor, San Diego, California, as required by California Streets and Highways Code section 36534(a)(6), and receive public testimony and evidence regarding the levy of the proposed assessment in each 1989 Act District for Fiscal Year 2024.

6. At the Public Hearing, written or oral protests may be made regarding the proposed Fiscal Year 2024 assessments within each 1989 Act District. The form and manner of such protests shall comply with California Streets and Highways Code sections 36524 and 36525.

7. The City Clerk is directed to give notice of the Public Hearing by causing publication of this Resolution once in a newspaper of general circulation in the City of

San Diego not less than seven days before the Public Hearing, in accordance with California
Streets and Highways Code section 36534(b).

APPROVED: MARA W. ELLIOTT, City Attorney

By


Marguerite E. Middaugh
Deputy City Attorney

MEM:jdf
03/07/2023
04/05/2023 COR. COPY
Or.Dept: Economic Development
Doc. No.: 3242434

I certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this
meeting of APR 11 2023.

DIANA J.S. FUENTES
City Clerk

By


Deputy City Clerk

Approved:

4/14/23
(date)


TODD GLORIA, Mayor

Vetoed:

(date)

TODD GLORIA, Mayor

Passed by the Council of The City of San Diego on APR 11 2023, by the following vote:

Councilmembers	Yeas	Nays	Not Present	Recused
Joe LaCava	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Jennifer Campbell	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Stephen Whitburn	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monica Montgomery Steppe	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marni von Wilpert	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kent Lee	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Raul A. Campillo	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Vivian Moreno	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sean Elo-Rivera	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Date of final passage APR 14 2023.

(Please note: When a resolution is approved by the Mayor, the date of final passage is the date the approved resolution was returned to the Office of the City Clerk.)

AUTHENTICATED BY:

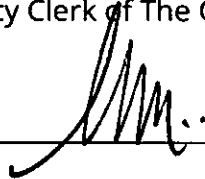
(Seal)

TODD GLORIA

Mayor of The City of San Diego, California.

DIANA J.S. FUENTES

City Clerk of The City of San Diego, California.

By , Deputy

Office of the City Clerk, San Diego, California

Resolution Number R- 314756