

DATE ISSUED: March 24, 2004

REPORT NO. RA-04-04
CMR 04-20

ATTENTION: Honorable Mayor and City Council
Honorable Chair and Members of the Redevelopment Agency
Docket of March 30, 2004

SUBJECT: Midway Tree Planting Project- North Bay Redevelopment Project Area

SUMMARY

Issues –

For City Council:

- 1) Should the City Council make the necessary findings with respect to the expenditure of \$50,000 of Series 2000 North Bay Bond Proceeds for the Midway Tree Planting Project?

For the Redevelopment Agency:

- 1) Should the Redevelopment Agency make the necessary findings with respect to the expenditure of \$50,000 of Series 2000 North Bay Bond Proceeds for the Midway Tree Planting Project?
- 2) Should the Redevelopment Agency authorize the Executive Director or designee to enter into an Agreement with the Business Improvement District Council for the expenditure of \$50,000 of Series 2000 North Bay Bond Proceeds for the Midway Tree Planting Project?
- 3) Should the Redevelopment Agency authorize an amendment to the Redevelopment Agency Fiscal Year 2004 Budget for the North Bay Redevelopment Project to authorize the appropriation and expenditure of \$50,000 of Series 2000 North Bay Bond Proceeds for the Midway Tree Planting Project?

Executive Director's/City Manager's Recommendations–

For the City Council:

- 1) Make the necessary findings with respect to the expenditure of \$50,000 of Series 2000 North Bay Bond Proceeds for Midway Tree Planting Project.

For the Agency:

- 1) Make the necessary findings with respect to the expenditure of \$50,000 of Series 2000 North Bay Bond Proceeds for Midway Tree Planting Project.
- 2) Authorize the Executive Director or designee to enter into an Agreement with the Business Improvement District Council for the expenditure of \$50,000 of Series 2000 North Bay Bond Proceeds for the Midway Tree Planting Project.
- 3) Authorize an amendment to the Redevelopment Agency Fiscal Year 2004 Budget for the North Bay Redevelopment Project to authorize the appropriation and expenditure of \$50,000 of Series 2000 North Bay Bond Proceeds for the Midway Tree Planting Project

Other Recommendations – The North Bay Project Area Committee (PAC) voted unanimously on December 3, 2003 to approve the \$50,000 expenditure for the Midway Tree Planting Project.

The North Bay Association voted unanimously on November 18, 2003 to commit \$6,000 to the Midway Tree Planting Project.

Fiscal Impact – The Redevelopment Agency's contribution to the cost of the Midway Tree Planting Project is not to exceed \$50,000. No funding from the Redevelopment Agency will be used for maintenance. There is no impact to the City.

Environmental Impact - This activity is exempt pursuant to California Environmental Quality Act (CEQA) Section 15060 (c) (3) of the State CEQA Guidelines. This is not considered a project.

BACKGROUND

The North Bay Project Area Committee, the North Bay Association, and the Midway Planning Group have been working together to enhance the Midway Community. These organizations are working together to improve, promote, and preserve the positive neighborhood characteristics

that promote community pride and assist in establishing a unique neighborhood character and cohesiveness. As part of these efforts, they would like to plant more trees along the commercial corridors, in particular Sports Arena Boulevard, Midway Drive, and Rosecrans Street. Along these main corridors, the streetscape either has trees that need to be replaced or areas where additional trees will enhance the streetscape.

The Business Improvement District Council works to enhance the growth and vitality of the communities that are within Business Improvement Districts. The North Bay Association is a member of the Business Improvement District Council. The Business Improvement District Council has a tree planting program in place for the purchase, planting and maintenance of trees for 3 years. The Redevelopment Agency proposes to enter into an agreement with the Business Improvement District Council to purchase and plant the trees in the Midway Area.

DISCUSSION

The Midway Tree Planting Project will focus on the main retail and commercial arterials in the Midway Community, where approximately 100 trees will be planted along Midway Drive, Sports Arena Boulevard, and Rosecrans Street. With the assistance of the City's Tree Arborist, the following sites will be targeted for new trees (see map, Attachment 2):

- 1) Sports Arena Boulevard from West Point Loma Boulevard to Rosecrans Street.
- 2) Midway Drive from West Point Loma Boulevard to Rosecrans Street.
- 3) Rosecrans Street, from Jefferson Street to Sports Arena Boulevard
- 3) Any remaining trees will be planted in the Midway corridor along streets that have gaps in the treescape.

Tree species will be selected based on the City of San Diego Tree Selection Guide, community input, and the Midway Community Plan.

The proposed enhancements will not only initiate the revitalization of the commercial corridor but they will also make the area more pedestrian friendly, ultimately increasing business activity in the area.

Pursuant to California Community Redevelopment Law Section 33445, the Agency is authorized to pay for the installation of public improvements in the Project Area if findings are made that the improvements benefit the Project Area, that no other reasonable means of financing the improvements are available to the community, that payment of funds for the cost of the improvements will assist in the elimination of one or more blighting conditions inside the Project Area, and that the project is consistent with the implementation plan adopted pursuant to Section 33490. The findings for the Midway Tree Planting Project are included as Attachment 1.

The total cost of the project is \$66,000; additional funding sources include up to \$10,000 from the Business Improvement District Council and up to \$6,000 from the North Bay Association. The Business Improvement District Council will provide ongoing maintenance of the improvements for three years. Maintenance activities will include regular watering, fertilization,

pruning, removal, and replacement of dead trees. After three years, the area's natural rainfall will sustain the tree plantings and the Transportation Street Division will provide pruning. No funding from the Redevelopment Agency will be used for maintenance. The agreement between the Redevelopment Agency and the Business Improvement District Council is attached (Attachment 3).

ALTERNATIVE

Do not authorize the funding assistance to the Business Improvement District Council from the Agency. This alternative would delay the installation of trees for an undetermined amount of time.

Respectfully Submitted,

Todd Hooks
Deputy Executive Director/
Deputy Director
Redevelopment Agency

Approved: Hank Cunningham
Assistant Executive Director
Redevelopment Agency/Community &
Economic Development Director

Approved: Bruce Herring
Deputy City Manager

CUNNINGHAM/AG

Note: The attachments are not available in electronic format. A copy is available for review in the Office of the City Clerk.

- ATTACHMENT(S):
- 1) Findings of Benefit for the Midway Tree Planting Project
 - 2) Proposed Midway Tree Planting Project Locations
 - 3) Agreement between RDA and the Business Improvement District Council
 - 4) Support Letter from the Business Improvement District Council
 - 5) Support Letter from the North Bay Business Improvement Association