

ATTACHMENT 1

SUBJECT IMPROVEMENTS: MODIFICATION OF MORENA BLVD. TRAFFIC SIGNAL – NORTH BAY REDEVELOPMENT PROJECT AREA

I. FINDINGS OF BENEFIT

The proposed Morena Boulevard Traffic Signal Modification Project [Project] for which the Redevelopment Agency of the City of San Diego (Agency) proposes to contribute Agency funds will benefit the North Bay Redevelopment Project Area (Project Area) and the immediate neighborhood in which the Project Area is located in that:

- A. The proposed Project is within the North Bay Redevelopment Project Area.
- B. The proposed traffic signal modification will provide a safer traffic pattern within the Project Area. The existing double merge, with a merge to the right will be eliminated and traffic conflicts will decrease.
- C. The Project will improve traffic circulation and improve vehicular access in the Project Area to help facilitate commercial business activity.

II. NO OTHER REASONABLE MEANS OF FINANCING

There are no other reasonable means available to the community for financing the Project for which the Agency proposes to pay in that:

City of San Diego

- A. The City's Capital Improvement Project (CIP) Budget is funded primarily with water and sewer fees, a half-cent local sales tax for transportation improvements, development impact fees, State and Federal grants and/or the issuance of bonds. The Fiscal Year 2007 CIP Budget supports construction projects such as the development of parkland, the modification of traffic signals or a street lighting system, or the construction or remodeling of a City facility.
- B. Most major tax revenue categories continue to show signs of growth, although revenue estimates reflect an uncertain economy. Moderate growth is anticipated for most Fiscal Year 2007 major revenues. Major revenue sources include Property Tax, Sales Tax, Transient Occupancy Tax and Franchise Fees.
- C. The CIP Budget was developed in accordance with City and Council Policy, and each project activity was evaluated and incorporated in the budget. Projects are funded based on need and the availability of appropriate funding sources for that project. The

City's Engineering and Capital Projects Department has a needs list of traffic signal modification projects totaling \$7.4 million, and receives \$750,000 each fiscal year for this city-wide need.

- D. Funding from the CIP Budget for this project is presently unavailable, since other priority public infrastructure projects have been allocated from the available CIP funds this fiscal year.

III. ELIMINATION OF BLIGHTING CONDITIONS

The payment of Agency funds toward the cost of the Project will assist in the elimination of one or more blighting conditions inside the North Bay Redevelopment Project Area in that:

- A. A traffic signal modification will increase the safety of a busy roadway serving businesses and residents within the North Bay Redevelopment Project Area.
- B. A more efficient, safe, flow of traffic in this business-dominant location will address economic blighting conditions such as business vacancies and low lease rates. Potential customers will have the ability to frequent businesses in the area and along Morena Boulevard in a safer manner. Increased traffic safety will encourage customers to return to the area thereby contributing to business vitality.

IV. PROJECT IS CONSISTENT WITH IMPLEMENTATION PLAN

The payment of Agency funds toward the cost of the Project is consistent with the Second Implementation Plan for the North Bay Redevelopment Project Area, adopted July 29, 2003, pursuant to Health and Safety Code Section 33490, in that:

- A. The Project addresses the Implementation Plan's specific goals and objectives including:
 - i. Enhancing the quality of pedestrian and vehicular mobility and improving transportation facilities which support the vitality, safety and viability of North Bay.
 - ii. Enhancing infrastructure facilities which improve the community and support public safety, health and local vitality.
 - iii. Creating public improvements as needed to eliminate both physical and economic conditions of blight.