

(O-89-145)

ORDINANCE NUMBER O- 17229 (NEW SERIES)

ADOPTED ON JAN 30 1989

AN ORDINANCE OF THE COUNCIL OF THE CITY OF SAN DIEGO ESTABLISHING THE MISSION HILLS BUSINESS IMPROVEMENT DISTRICT PURSUANT TO THE PARKING AND BUSINESS IMPROVEMENT AREA LAW OF 1979 AND LEVYING AN ASSESSMENT AND CHARGE THEREIN FOR UPGRADING AND PROMOTING THE AREA.

WHEREAS, under and pursuant to the provisions of the Parking and Business Improvement Area Law of 1979, Section 36500 et seq. of the State of California Streets and Highways Code, herein called "said Law," this Council on November 21, 1988, adopted Resolution No. R-272371, a resolution declaring an intention to form a parking and business improvement area known as "Mission Hills Business Improvement District," providing for the levy of an assessment and charge to be imposed therein, fixing the time and place for hearing and giving notice thereof; and

WHEREAS, said Resolution No. R-272371 was duly published, and copies thereof were mailed, as provided by said Law; and

WHEREAS, as specified in said Resolution No. R-272371, a hearing concerning the formation of said area was held before this Council on January 17, 1989, at the hour of 10:00 a.m. o'clock in the Council Chambers in the City Administration Building, 202 C Street, San Diego, California 92101; and

WHEREAS, at said hearing, all protests, both written and oral, made or filed, were considered and duly overruled and denied and this Council determined that there was no majority

protest within the meaning of Section 36523 of said Law; NOW,  
THEREFORE,

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

Section 1. Pursuant to said Law, a parking and business improvement area is hereby established, to be known as "Mission Hills Business Improvement District," herein called "District." The area to be included in the District includes the Mission Hills community area within the following address ranges:

<u>Street Name</u>	<u>Address Range</u>	<u>Business Improvement District Zone No.</u>
West Washington Street	228 - 1794	ZONE 1
West University Avenue	300 - 1025	ZONE 1
Ft. Stockton Drive	818 - 1112	ZONE 1
Albatross Street	3959 - 4089	ZONE 1
Brant Street	3936 - 4090	ZONE 1
Dove Street	3911 - 4026	ZONE 1
Eagle Street	3926 - 4025	ZONE 1
Falcon Street	3103 - 4196	ZONE 1
Goldfinch Street	3730 - 4070	ZONE 1
Hawk Street	3914 - 4019	ZONE 1
Ibis Street	4010 - 4285	ZONE 1
West Lewis Street	328 - 1753	ZONE 2
Jackdaw Street	3900 - 4300	ZONE 2
Reynard Way	3003 - 3680	ZONE 2
India Street	3033 - 3753	ZONE 2
Sutter Street	1111 - 1112	ZONE 2
Stephens Street	4081 - 4125	ZONE 2
Palmetto Way	4111 - 4212	ZONE 2
Randolph Street	4069 - 4222	ZONE 2
Lark Street	4016 - 4067	ZONE 2
Ingalls Street	4011 - 4190	ZONE 2

A map depicting the District is attached hereto as Exhibit A and incorporated herein by reference.

Section 2. The purpose of forming the aforementioned District is to provide revenue to defray the cost of any of the following:

- A. The acquisition, construction, or maintenance of parking facilities for the benefit of the area.
- B. Decoration of any public place in the area.
- C. Promotion of public events which are to take place on or in public places in the area.
- D. Furnishing of music in any public place in the area.
- E. The general promotion of business activities in the area.

The specific services and programs to be provided are those listed in Exhibit A, which is attached hereto and by this reference made a part hereof, and the services and programs listed thereon are the uses to which the revenue generated by the charges to be levied will be put.

Section 3. All businesses operating in the above-described area will be charged a share of the costs of the aforementioned services and programs according to the type of business and the benefit to be received as determined by the following:

- A. Description of the District Zones:
  - 1. ZONE 1 is Fort Stockton Drive on the north, University Avenue on the south. Businesses in this area will receive the greatest benefit from the promotional activities of the District.

2. ZONE 2 is the surrounding area including West Lewis Street, India Street and Reynard Way. It is anticipated that businesses in this Zone will still receive a benefit, but not of the same magnitude as those in the core area of the Mission Hills business District.

B. Description of the District Categories of Benefit:

1. CATEGORY A includes those businesses which will benefit most significantly from the increased awareness of Mission Hills as a place to do business and from an increase in foot and automobile traffic expected to be the end-product of the promotional activities of the District. The Category includes but is not limited to:

- Antique Dealers
- Appliances/T.V.
- Arcades
- Auto Dealers
- Auto Repair
- Bakery
- Banks and Savings Institutions
- Coin Operated Laundry
- Galleries
- Gasoline Stations
- Grocery Stores
- Hotels and Motels
- Other Laundry
- Photography Studios
- Restaurants
- Retail Stores
- Theatres
- Travel Agencies

2. CATEGORY B includes those businesses which interact with the public to a lesser extent than CATEGORY A, but these businesses will benefit from the increased awareness of Mission Hills as a place to do business and from an increase in foot and automobile traffic expected to be the end-product of the promotional activities of the District. The Category includes but is not limited to:

- Bars and Taverns
- Dance Studios
- Exercise Studios
- Farm and Garden
- Hair Salons and Barbers
- Health Clubs and Spas

3. CATEGORY C includes those businesses which interact with the public to a lesser extent than CATEGORIES A or B, and are predominately service related. CATEGORY C also includes apartments of six (6) units or more. The Category includes but is not limited to:

- Accountants/Secretarial Services
- Advertising Agencies
- Apartments of Six or More Units
- Architects
- Attorneys
- Business Management Firms
- Dentists
- Designers
- Dispensing Opticians
- Engineers
- Film and Video Production Companies
- Furniture Repair
- General Contractors
- Hospitals/Medical Services/Health Services
- Interior Decorators
- Investigative Services
- Investment Companies
- Laboratories

Medical Doctors  
 Mortuaries/Funeral Homes  
 Nonprofit Organizations  
 Nursery Schools  
 Optometrists  
 Pet Grooming  
 Photography Studios  
 Printing  
 Property Management  
 Psychologists  
 Security Services  
 Social Workers  
 Storage Facilities  
 Wholesale Manufacturing/Distributors

4. Businesses not specifically identified in CATEGORIES A, B, or C shall be categorized by the City Treasurer upon application for a City general business tax certificate.

C. The assessments to be imposed for those District Businesses by Zone and Category of Benefit are as follows:

	<u>CATEGORY A</u>	<u>CATEGORY B</u>	<u>CATEGORY C</u>
ZONE 1	\$90.00	\$70.00	\$50.00
ZONE 2	\$75.00	\$60.00	\$30.00

The above-described assessment is an annual charge and shall be levied, collected and enforced in the same manner, at the same time, and with the same penalties and interest as in the case of the general business tax. For those businesses taxed for other than an annual tax period, the City Treasurer shall determine the assessment to be levied upon issuance of the City tax certificate.

The total assessment collected from any business under the provisions of the ordinance shall not exceed \$90.00 per annum.

The City will advance an amount not to exceed \$4,600.00 from the General Fund Unallocated Reserve which will be reimbursed when the District is established.

Section 4. That the Council hereby finds and determines that the public convenience and necessity require the establishment of the area hereinbefore described and that all of the businesses lying within the area will be benefited by the expenditure of the funds raised by the assessments or charges proposed to be levied.


Section 5. That all protests, both written and oral, are overruled and denied and the Council finds that there is not majority protest within the meaning of Section 36523 of said Law.

Section 6. That all of the businesses in the area established by this ordinance shall be subject to any amendments to the provisions of the Parking and Business Improvement Area Law of 1979, Section 36500 et seq. of the State of California Streets and Highways Code.

Section 7. That all of the assessments imposed pursuant to this ordinance be reviewed by the Council annually.

Section 8. This ordinance shall take effect and be in force on the thirtieth (30th) day from and after its passage, and no business tax certificates for commercial activities inconsistent with the provisions of this ordinance shall be issued unless application therefor was made prior to the date of adoption of this ordinance.

APPROVED: John W. Witt, City Attorney

By   
Allisyn L. Thomas  
Deputy City Attorney

ALT:wk  
12/22/88  
Or.Dept:Prop.  
O-89-145  
Form=o.bid

o.bid.2



# 52

Passed and adopted by the Council of The City of San Diego on JAN 30 1989,  
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gloria McColl	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
H. Wes Pratt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ed Struiksma	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
J. Bruce Henderson	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bob Filner	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

MAUREEN O'CONNOR,  
Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR,  
City Clerk of The City of San Diego, California.

(Seal)

By June G. Blackwell, Deputy.

I HEREBY CERTIFY that the foregoing ordinance was not finally passed until twelve calendar days had elapsed between the day of its introduction and the day of its final passage, to wit, on

JAN 17 1989

JAN 30 1989

~~I FURTHER CERTIFY that said ordinance was read in full prior to its final passage.~~

I FURTHER CERTIFY that the reading of said ordinance in full was dispensed with by a vote of not less than a majority of the members elected to the Council, and that there was available for the consideration of each member of the Council and the public prior to the day of its passage a written or printed copy of said ordinance.

CHARLES G. ABDELNOUR,  
City Clerk of The City of San Diego, California.

(Seal)

By June G. Blackwell, Deputy.

Office of the City Clerk, San Diego, California

Ordinance Number 0-17229 Adopted JAN 30 1989