

ORDINANCE NO. 2010-04

AN ORDINANCE OF THE CITY COUNCIL OF
THE CITY OF ESCONDIDO, CALIFORNIA,
AUTHORIZING THE MAYOR AND CITY CLERK
TO MODIFY THE BENEFIT ZONES WITHIN
THE BUSINESS IMPROVEMENT DISTRICT
BOUNDARY FOR FISCAL YEAR 2010-2011

WHEREAS, Ordinance No. 91-37 was adopted on October 2, 1991, by the City Council, authorizing assessments for businesses within the Escondido Downtown Business Improvement District; and

WHEREAS, these assessments are to be used for certain improvements and activities for the benefit of the businesses located within the Business Improvement District; and

WHEREAS, pursuant to California Streets and Highway Code Section 36540, in addition to changes authorized to be made in the 2010-2011 Report, the downtown Business Association may recommend that the City Council modify any benefit zones within the Escondido Downtown Business Improvement District; and

WHEREAS, the Downtown Business Association recommends an area within the Escondido Downtown Business Improvement District be rezoned to Benefit Zone 2; and

WHEREAS, pursuant to California Streets and Highway Code Section 36541, on June 9, 2010, the City Council adopted Resolution 2010-69 declaring the City Council's intention to adopt the proposed benefit zone modification; and

WHEREAS, the public hearing was noticed pursuant to California Streets and Highway Code Section 36541; and

WHEREAS, the City Council held a public hearing on this matter on June 23, 2010; and

WHEREAS, the City Council desires at this time, and deems it to be in the best public interest, to modify the Benefit Zones within the Business Improvement District Boundary for Fiscal Year 2010-2011.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Escondido, California, as follows:

1. That the above recitations are true.
2. That the City Council approves the modification to the Benefit Zones within the Business District Zone Boundary for businesses located within the Escondido Downtown Business Improvement District (BID). The BID Benefit Zone Map is attached as Exhibit "A" and is incorporated by this reference.

PASSED, ADOPTED AND APPROVED by the City Council of the City of Escondido at a regular meeting thereof this 14th day of July, 2010 by the following vote to wit:

AYES : Councilmembers: ABED, DANIELS, PFEILER

NOES : Councilmembers: NONE

ABSENT : Councilmembers: NONE

ABSTAIN : Councilmembers: DIAZ, WALDRON

APPROVED:



LORI HOLT PFEILER, Mayor of the
City of Escondido, California

ATTEST:



MARSHA WHALEN, City Clerk of the
City of Escondido, California

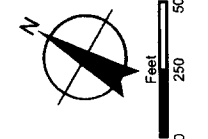
STATE OF CALIFORNIA)
COUNTY OF SAN DIEGO : ss.
CITY OF ESCONDIDO)

I, MARSHA WHALEN, City Clerk of the City of Escondido, hereby certify that the foregoing ORDINANCE NO. 2010-04 passed at a regular meeting of the City Council of the City of Escondido held on the 14th day of July, after having been read at the regular meeting of said City Council held on the 23rd day of June, 2010.



MARSHA WHALEN, City Clerk of the
City of Escondido, California

ORDINANCE NO. 2010-04



- BUSINESS IMPROVEMENT DISTRICT**
- Benefit Zone 1
 - Benefit Zone 2
 - Benefit Zone 3