

ORDINANCE NO. 1953 C.S.

AN ORDINANCE ESTABLISHING A BUSINESS AND
IMPROVEMENT AREA TO BE KNOWN AS THE
"MONTEREY DOWNTOWN PROMOTION DISTRICT"

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THE COUNCIL OF THE CITY OF MONTEREY DOES ORDAIN AS
FOLLOWS

SECTION 1. This Ordinance is adopted pursuant to the
Resolution of Intention No. 12,295 C.S adopted on the 23rd day
of April, 1974.

SECTION 2 Pursuant to said Resolution of Intention,
a Public Hearing was held, protests heard and evidence taken
for and against the formation of said proposed MONTEREY DOWNTOWN
PROMOTION DISTRICT on May 7, 1974, at 8 00 p.m. in the Council
Chambers, Few Memorial Hall of Records, City Hall, Monterey.
All of said protests are hereby overruled.

SECTION 3. A Parking and Business Improvement Area
to be known as the MONTEREY DOWNTOWN PROMOTION DISTRICT is
hereby established in accordance with Streets and Highways Code
Sections 36000 et seq and the provisions of this Ordinance.

SECTION 4. The boundaries of said MONTEREY DOWNTOWN
PROMOTION DISTRICT are

*Bounded on the north by the northerlymost
boundary of the Urban Renewal area, running southerly
to Franklin Street including all property fronting on
Pacific Street, then southerly to Jefferson Street in-
cluding all property fronting on Pierce Street, then
southerly to Madison Street including all property
fronting on Dutra Street, then easterly following the*

southside of Madison Street to the east boundary of the property housing the City Public Library, then southeast from that point to Cass Street including all property fronting on Hartnell Street, ^{excluding Parcel No. 1-591-52,} then east to exclude property having frontage on Sargent Court to a point to the rear of property fronting on the east side of Cass Street, then north to include all property fronting on Cass Street then east to the rear of properties fronting on Webster Street, then south to include all property fronting on Munras Avenue to a point where it intersects the extension of the south side of Fremont Street, then east to include all property fronting on Fremont Street to the southeast corner of the property at the southeast corner of Fremont and Abrego, then northerly to Pearl Street to include all property fronting on Abrego Street, then northerly to a point where it intersects with the Southern Pacific right-of-way including all property fronting on Washington Street, then northwest following the Urban Renewal boundary to the Point of Beginning.

SECTION 5. All business licensees in the District shall be subject to an annual tax in an amount equivalent to fifty percent (50%) of the annual business license tax levied for any one business notwithstanding the fact that one business may have more than one license issued under separate classifications. A schedule establishing an equitable amount for businesses which are lawfully exempt from business license

taxation shall be established by the City Council of the City of Monterey. Said businesses shall be requested to voluntarily make contributions in said amounts.

SECTION 6. Revenues collected pursuant to this Ordinance may be used only for the following purposes

- (a) Decoration of any public place in the area.
- (b) Promotion of public events within the area.
- (c) Furnishing of music in any public place in the area.
- (d) The general promotion of business activities in the area

SECTION 7. All ordinances and parts of ordinances in conflict herewith are hereby repealed

SECTION 8. This Ordinance shall take effect and be in force thirty days from and after its final passage and adoption.

PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF MONTEREY this 21st day of May, 1974, by the following vote

AYES	COUNCILMEN.	FRY, RUDOLPH, ANSEL
NOES	COUNCILMEN	NONE
ABSENT	COUNCILMEN	BOULDRY, CONIGLIO

APPROVED

ATTEST

Beth C. Lyons
 /s/ Beth C. Lyons
 Assistant City Clerk thereof

Joseph G. Ansel
 /s/ JOSEPH G. ANSEL
 Mayor Pro-Tem of said City

Date of Publication

May 13, 1974