



September 17th 2018

To: Property Owners in the Proposed West End/Park Blvd. Community Benefit District Study Area

SUBJECT: Investigation of a new "Community Benefit District" (CBD)
PLEASE RESPOND BY FRIDAY OCTOBER 12th, 2018

As we can see, the West End of El Cajon Blvd and Park Blvd is one of the key transit corridors in the City, undergoing perhaps the most rapid redevelopment of any area outside of Downtown San Diego today.

Thousands of new residential units have opened, are under construction or will be built in the next five years. What used to be the home of car dealerships and one-story, first-generation retail buildings is rapidly becoming a new residential neighborhood along a busy transit corridor. As seen in Little Italy, management of this development, creation of public spaces, and branding this new neighborhood will do nothing but accentuate its image and increase values for all property owners.

Funded by some key large developers and retailers in the district, we have now embarked on a new study to investigate the formation of a new West End/Park Blvd. Community Benefit District under the City's Maintenance Assessment District ordinance. The best example of the value that such a district can have is to be seen in Little Italy.

The Community Benefit District is a property-based assessment district set up to fund special benefit services, or those services over and above what the City of San Diego provides in the public rights of way.

Therefore, it is appropriate that property owners begin to take the long-term growth and management of this community into their own hands. In the proposed West End/Park Blvd. district, a property owner-initiated CBD will fund the following special benefit services to respond to the following issues:



Corporate Office: 710 W. Ivy Street ■ San Diego, CA 92101 ■ 619-233-5009 ■ Fax 619-239-7105
Bay Area Office: 945 Lee Avenue ■ San Leandro CA ■ 94577 ■ 888 356-2726
New England Office: 42 Pearl Street ■ New Bedford MA ■ 02745
mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

- Increase the frequency of trash pick up, beyond the current City services. As new residents come into the district, this will ensure that the sidewalks and gutters remain clean and that there are adequate trash receptacles to deal with this increased trash in the neighborhood.
- Daily sidewalk and gutter sweeping
- Responding to people demonstrating poor behavior in the sidewalks of the district
- Systematic pressure washing sidewalks throughout the district
- Supporting existing stores and attracting new, high-quality retail and restaurants to this growing community
- Removing graffiti within 24 hours on both private and public properties along the sidewalk
- Planting trees and landscaping, installing and maintaining ornamental landscaping
- Building the brand of “West End/Park Blvd.” District and celebrating its rich history through funding public relations, social media, marketing programs and events that build district identity and strengthen the image West End/Park Blvd.
- Advocating on behalf of West End/Park Blvd. to public agencies such as the City of San Diego, Planning Department, the Metropolitan Transit Agency, Cal Trans and SANDAG, etc.

The West End/Park Blvd. CBD investigation and formation process would allow property owners to create the CBD plan and decide the resulting costs to each parcel. The property owners would then petition the Mayor’s office to consider adopting the CBD and the City Council would then authorize a mailed-ballot procedure according to State law. Final approval of the district requires a majority supportive vote of the “weighted” property owners. “Weight” is defined as the proportion of the assessment paid into the district by each owner. According to the State constitution, ALL property owners, whether public, ecumenical, non-profit/tax-exempt, or residential, must pay into the district if they are receiving benefit.

Upon a successful weighted vote, the CBD can be established and each parcel in the district will be assessed an annual fee through their property tax bills. We anticipate that this whole process will be carried out in the Fall of 2018 and culminate in a vote of the property owners in early summer of 2019.

Attached is a short property owner’s survey that you may complete and return to us by October 12th. The purpose of the survey is to measure your *conceptual support* for the formation of a community benefit district. If you have any questions, or if you are interested in being on the CBD Steering Committee or want to know more about CBDs, you may call (619) 233-5009 and speak with Monica. Thank you for participating in this process and we look forward to your response.

**The West End/Park Blvd. CBD Steering Committee:
(El Cajon Blvd. west of Texas and Park Blvd from Adams to Robinson)**

**SURVEY OF WEST END/PARK BLVD. PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A NEW WEST END/PARK BLVD.
COMMUNITY BENEFIT DISTRICT**

(Please respond by fax or mail by Friday, October 12th, 2018)

*You may also download copies of this survey online and respond on Survey Monkey by going to:
www.newcityamerica.com and click on "New Districts/Surveys"*

**PLEASE REMEMBER, THESE SERVICES WOULD BE OVER AND ABOVE WHAT THE CITY OF SAN DIEGO OR
MTS CURRENTLY PROVIDES – THESE WOULD BE "SPECIAL BENEFIT" SERVICES**

Please circle or check the appropriate response

GENERAL QUESTIONS

1. How would you classify your property or land use today?
 - a. Retail
 - b. Mixed use
 - c. Commercial
 - d. Office
 - e. Institutional/public
 - f. Institutional/Education
 - g. Non-Profit Social service
 - h. Multi-Unit residential
 - i. Hospital/clinic
 - j. Parking lot, empty parcel
 - k. Industrial

2. Do you believe the image of the West End/Park Blvd. District as portrayed in the major media over the past few years has *negatively impacted* your property value?
 - a. Yes
 - b. No
 - c. Somewhat
 - d. No Opinion

PUBLIC SAFETY RELATED

3. In terms of security and public safety, do you feel that West End/Park Blvd. District is.....?
 - a. Safe and orderly
 - b. Unsafe
 - c. Safe, however suffers an image as an unsafe district

4. Would you support *property-owner-funded* special benefit services that deal with the totality of homeless and scavenging issues within the district?
 - a. Yes
 - b. No
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

5. Would you support the initiation of *property-owner-funded* regular sidewalk and gutter-sweeping services?
 - a. Yes
 - b. No
 - c. No Opinion

6. Would you support *property-owner-funded* regular planting, enhanced trimming and maintenance of trees flowers, and other beautification effort throughout the West End/Park Blvd. to beautify the community?
 - a. Yes
 - b. No
 - c. No Opinion

7. Would you support use of parking meter revenues to fund a valet program for evening restaurants, as well as accommodate spaces for ride-sharing, Uber/Lyft, and self-driving cars?
 - a. Yes
 - b. No
 - c. No Opinion

