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**REPORT ON REVIEW OF THE COMPLIANCE OF THE
DOWNTOWN SAN DIEGO PROPERTY BUSINESS
IMPROVEMENT DISTRICT TO THE 2000 MANAGEMENT
DISTRICT PLAN AND OBSERVATION OF CURRENT
OPERATIONS**

RECOMMENDATIONS FOR ACTION PRIOR TO RENEWAL

**WRITTEN FOR THE DOWNTOWN SAN DIEGO
PARTNERSHIP AND THE**

PROPERTY OWNERS ADVISORY BOARD

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OVERVIEW AND A PERSPECTIVE ON THE ISSUES AT HAND

When the Downtown San Diego Partnership first began considering the idea of a Property Business Improvement District in 1998, it was due to two primary facts. First, other major cities throughout the U.S. and Canada had adopted similar special benefits districts, and they had had a dramatic impact on the presentation of their Downtowns to stakeholders and visitors alike. Secondly, the old Landscaping and Lighting District, which had been in place since 1972 and had been operated by the Park and Rec Department, had reached the end of its useful function in Downtown.

It seemed appropriate, at that time, to use the statewide enabling legislation and bring Downtown San Diego into the 21st century with a privately funded system which would ensure the cleanliness and order of the public rights of way of Downtown. The plan, as originally envisioned, included all of the parcels within the CCDC redevelopment area. As time went on, only the 53 square blocks of Little Italy decided not to be included in the overall Downtown plan.

As we come to the end of the five year life of this Downtown PBID, the questions Downtown property owners must ask themselves are: is “clean and safe” enough to make an impact in light of the dramatic land use changes in Downtown? Additionally, what is Downtown San Diego, how will it evolve over the next 10 years and what can a private property owner funded special benefits district do to facilitate constructive and positive change?

It appears that what we have learned in Downtown San Diego, as well as in other major Downtowns is that certain factors must be at work to achieve success in revitalization. Those factors include:

- Having an ongoing source of funding for capital improvements, which is consistently improving the public rights of way and public experience in Downtown. In our case, this source is the highly successful Centre City Development Corporation;
- Having visionary political leadership that can understand where Downtown is going and how to get it there;
- Having an ongoing, reliable source of private funding to maintain and improve the public rights of way, through a special benefits district. In the case of Downtown, that is accomplished through the Downtown San Diego Property Business Improvement District, and on a smaller scale, the Little Italy Association.

The Downtown San Diego Partnership, dedicated to advocating and promoting Downtown San Diego, has done a good job in initiating and overseeing this special benefits district over the past five years. Consideration should be made as to whether it wants to continue this function or whether a new public benefit corporation(s) should be created of property owners, which serves primarily as a district management organization.

