



City of Pico Rivera
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April 13th, 2023

TO: WHITTIER BOULEVARD IN PICO RIVERA, CALIFORNIA PROPERTY OWNERS

SUBJECT: PROPOSAL FOR A NEW WHITTIER BOULEVARD IN PICO RIVERA, CALIFORNIA "COMMUNITY BENEFIT DISTRICT" – SURVEY OF PROPERTY OWNERS

DATE DUE: FRIDAY, MAY 5TH, 2023

As COVID winds down and business and property owners along Whittier Boulevard in Pico Rivera emerge from two years of crisis, business and property owners are now asking what the future holds for this critical commercial corridor of the City. Now is an ideal time for property owners to work with the City to plot a course for growth. Key to that success is the creation of a sustainable funding mechanism to market and promote Whittier Boulevard including responding to beautifying the district, working with the City on capital improvements and new entitlements along Whittier Boulevard, responding to homeless issues, managing the identity and transformation of the corridor, and creating the environment for steady growth for years to come.

Pico Rivera is at a pivotal point where the community must ask itself, what will the area look and feel like in 5,10, or 15 years? We all feel it should be an attractive, safe, and orderly walkable hub of commercial activity and public gatherings. With the construction of new residential units, and the City's preparation of a multi-modal plan to promote pedestrian activity, this district will evolve into a full-service district for businesses, property owners, and residents alike.

Recently, the City engaged with a Design Group, MIG, to formulate a new specific plan which will spell out new growth areas, clear entitlements, and create design standards for the public right of way along Whittier Boulevard.

To that end, the City has asked New City America, a Southern California based company who specializes in business district revitalization, to aid the property owners to investigate whether they would be willing to consider supporting a new Whittier Boulevard Community Benefit District (PRCBD), which would fund special benefits for the business and property owners located along Whittier Boulevard in Pico Rivera. Special benefits are those services that are in addition to what the City of Pico Rivera is currently providing along Whittier Boulevard.

New City America has a long and successful history of managing the growth of unique neighborhoods, with its best example being San Diego's Little Italy. Through the enclosed initial survey, we are seeking feedback from property owners along Whittier Boulevard to gauge their level of conceptual support for this proposed PRCBD.

Based upon the results from the returned surveys, we are hoping to better understand the type of special benefit services and improvements that interest the community and might attract new consumers. Any special benefit assessments paid through a property assessment district will solely fund improvements to the public rights of way directly surrounding those properties. The PRCBD funds and services cannot, by law, be used outside of the new district boundaries nor can they replace existing City-funded services.

Please take time to complete the survey and submit no later than Friday May 5th, 2023. The survey is short and easy and there are multiple ways to complete.

- Go to www.newcityamerica.com and click on “New Districts/Surveys” then click on the *Whittier Boulevard Pico Rivera Survey Monkey* link.
- Complete the attached two-page survey and:
 - Fax it to (619) 239-7105
 - Scan and e-mail it to monica@newcityamerica.com
 - Or mail it in the enclosed self-addressed envelope to:
New City America, 2210 W. Columbia Street, San Diego, CA 92101

The survey is an important and necessary first step in the PRCBD investigation process as it allows us to set the proposed boundaries of the district and prioritize the special benefits desired by the property owners. Based on the results of the survey, a determination regarding the feasibility of the PRCBD’s formation will be made by the PRCBD Steering Committee.

In the future, the survey will also help us develop an initial special benefit service plan and cost estimates. **It is important to remember that this is a property owner-driven initiative; in other words, you and the other property owners decide what services and improvements you value and if you are willing to pay for them once an agreed upon plan has been proposed and annual costs determined.**

Any proposed assessments will be based on the planned special benefit services and improvements, their type and frequency, and take into consideration the linear frontage of a parcel, the parcel area, and building square footage. The PRCBD Steering Committee will meet regularly, in person, and via Zoom video. The Steering Committee will ultimately determine the costs to every benefitting parcel. If the PRCBD Steering Committee agrees that enough support exists to move to the PRCBD formation process, this will culminate in a mail-in ballot vote of the property owners in the Winter of 2024. *Please note that the PRCBD Steering Committee meetings are open to all business and property owners within the proposed district.*

The survey results will be summarized and used for the PRCBD plan, and the results will be sent to everyone when this analysis has been completed. Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by e-mail to Marco at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed PRCBD.



**SURVEY OF WHITTIER BOULEVARD PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
NEW WHITTIER BOULEVARD COMMUNITY BENEFIT DISTRICT**



Please respond by Friday, May 5th, 2023

You may also complete this survey online at www.newcityamerica.com
(Click on "New Districts/Surveys" and select the Whittier Boulevard/Pico Rivera Survey Monkey link)

PLEASE CHECK THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property on Whittier Boulevard in Pico Rivera?
 Less than 2 years 25 - 49 years
 3 - 9 years 50 or more years
 10 - 24 years
2. Do you believe that the image of Whittier Boulevard in Pico Rivera as portrayed in the media over the past few years has had any impact on your property values?
 Yes, positive Yes, negative Not at all No Opinion

PUBLIC SAFETY

3. In terms of **security** and **public safety**, Whittier Boulevard in Pico Rivera is:
 Safe & orderly Relatively safe, may suffer from unsafe image Unsafe
4. Would you support property owner funded special benefit services to work with the City to respond to homeless, panhandling, and loitering issues along Whittier Boulevard in Pico Rivera?
 Yes No No Opinion

BEAUTIFICATION AND CLEANLINESS

5. Would you support property owner funded regular sidewalk and gutter sweeping services and pressure washing of Whittier Boulevard sidewalks?
 Yes No No Opinion
6. Would you support property owner funded planting, trimming and maintenance of trees, flowers and shrubs in the new landscaped medians along Whittier Boulevard?
 Yes No No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

7. Would you support property owner funded marketing, promotions, social media and branding programs or campaigns to bring new business, new development and attract new tenants to Whittier Boulevard?
 Yes No No Opinion
8. Would you support developing locations for new public space designations and management of those public spaces to ensure that they remain an asset to everyone on Whittier Boulevard?
 Yes No No Opinion



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9. Would you be interested in serving on the Whittier Boulevard CBD Steering Committee to assist with the potential development of a CBD plan over the next few months?
 Yes No No Opinion

10. Please provide any addition comments, questions, or feedback below:

**Continue on the back of this page if needed*

Property Owner Name: _____

Authorized Representative's Name: _____

Property Site Address(es): _____
(Please fill out address and property type if you own or manage multiple properties on Whittier Boulevard in Pico Rivera)

Estimated Gross Building Square Footage: _____

Mailing Address: _____

Phone: _____ E-Mail: _____

Please return the completed survey in the enclosed by Friday, May 5th, 2023,
in the self-addressed envelope, or you may fax it to (619) 239-7105 or
scan and e-mail it to monica@newcityamerica.com OR
fill it out online at www.newcityamerica.com/new_districts

**THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY.
WE WILL CIRCULATE THE RESULTS FROM ALL RESPONDENTS
AT THE END OF THE INVESTIGATION PROCESS.**