



AUGUST 13, 2025

To: Downtown Fairfield Property Owners

SUBJECT: Proposal for a new Downtown Fairfield "Community Benefit District" – Survey of Property Owners **Please respond by Friday, September 19th, 2025**

In the past several years, Downtown Fairfield has been undergoing exciting changes. With new businesses, a recently completed streetscape enhancement project, and more investment from the public and private sectors on the way, businesses and property owners are now asking what the future holds for this renewed, attractive, and growing Downtown Fairfield. To continue the positive momentum in Downtown Fairfield, the City has asked New City America, a California based company who specializes in business district development, to aid the Downtown Fairfield community to investigate whether property owners would be willing to consider supporting a new Downtown Fairfield Community Benefit District (CBD), which would fund special benefits for Downtown Fairfield stakeholders. **Special benefits are those services that are in addition to what the City of Fairfield is currently providing to the District.**

The positive momentum from the recent public and private investments into Downtown makes this the right moment for property owners to work with the City to plot a course for the area's continued growth and success. Key to that success is the creation of a sustainable funding mechanism to market and promote Downtown, clean and beautify Downtown sidewalks, respond to homeless issues, manage landscaping and parking, and maintain the recent public space upgrades to create an environment for continued steady growth. Downtown Fairfield is at a pivotal point and the Downtown community must ask itself, what will the District look, feel and be like in 5, 10, or 15 years? We all feel it should be an attractive, beautiful, bustling, walkable and dynamic Downtown. With attractive development opportunities, and a growing business base of longtime and new restaurants, shops and services, Downtown Fairfield has the potential to evolve into a vibrant downtown neighborhood that serves property owners, businesses, and residents alike.

A new Downtown Fairfield CBD Steering Committee is being created to work with businesses, residents and Downtown property owners to investigate this process and determine a study area for a survey of property owners.



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Through the enclosed initial survey, we are seeking feedback from Downtown property owners to gauge their level of conceptual support for this proposed Downtown Fairfield CBD.

Based on the results received from the returned surveys, we are hoping to better understand the type of special benefit services and improvements that interest the Downtown community. Any special benefit assessments paid through a property assessment district will solely fund improvements enhanced services that directly benefit assessed properties. **The Downtown Fairfield CBD funds 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 it no later than Friday September 19th, 2025. The survey is short and easy and there are multiple ways to complete it.

- Go to *www.newcityamerica.com* and click on “New Districts/Surveys” then click on the *Downtown Fairfield Survey Monkey* link, or
- Complete the attached two-page survey and:
 - Fax it to (619) 239-7105
 - E-mail it to *monica@newcityamerica.com*
 - Mail it in the enclosed self-addressed envelope to:
New City America, 710 W. Ivy Street, San Diego, CA 92101.

The survey is a critical first step in exploring the feasibility of creating a Downtown Fairfield CBD. New City America will use the results to assess the feasibility forming the district, in partnership with the Downtown Fairfield CBD Steering Committee. If District formation is deemed feasible, the survey results will also guide the Downtown Fairfield CBD *Steering Committee* in determining a proposed service plan and proposed assessment costs to every benefitting parcel, to be voted on by Downtown Fairfield property owners in the Spring of 2026. **It is important to remember: This is a property owner-driven process—meaning you and fellow owners will ultimately decide which services matter most and whether to fund them.**

The Downtown Fairfield CBD Steering Committee will meet regularly throughout this process. *Note that the Downtown Fairfield CBD Steering Committee meetings are open to all business and property owners in Downtown Fairfield.* Please contact Jennifer Rice, City of Fairfield Economic Development Specialist by email at jrice@fairfield.ca.gov to receive the meeting invitations and details.

Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by email at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed Downtown Fairfield Community Benefit District.

**SURVEY OF DOWNTOWN FAIRFIELD PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
DOWNTOWN FAIRFIELD COMMUNITY BENEFIT DISTRICT**

Please respond by Friday, September 19th, 2025

*You may also complete this survey online at www.newcityamerica.com
(click on "New Districts/Surveys" and select the
Downtown Fairfield Survey Monkey link)*

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property in Downtown Fairfield?
 - a. Less than 2 years
 - b. 3 - 9 years
 - c. 10 - 24 years
 - d. 25 - 49 years
 - e. 50 or more years
2. Do you believe that the image of Downtown Fairfield as portrayed in the media over the past few years has had any impact on your property values?
 - a. Yes, positive
 - b. Yes, negative
 - c. Not at all
 - d. No opinion
3. Do you believe the investments by the City of Fairfield in events and infrastructure in the Downtown have had a positive impact in the past few years?
 - a. Yes, positive
 - b. Yes, negative
 - c. Not at all
 - d. No opinion

PUBLIC SAFETY

4. In terms of security and public safety, do you feel that Downtown Fairfield is.....?
 - a. Safe & orderly
 - b. Relatively safe, may suffer from unsafe image
 - c. Unsafe
5. Would you support *property owner funded* special benefit services to work with the City of Fairfield to respond to homeless, panhandling, and loitering issues within Downtown Fairfield?
 - a. Yes
 - b. No
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

6. Would you support *property owner funded* regular sidewalk and gutter sweeping services and more frequent pressure washing of Downtown Fairfield sidewalks?
 - a. Yes
 - b. No
 - c. No Opinion
7. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers, hanging plants and shrubs throughout the Downtown Fairfield District?
 - a. Yes
 - b. No
 - c. No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

8. Would you support *property owner funded* events, marketing, promotions, social media and branding programs or campaigns to bring new business, new development and attract new tenants to Downtown Fairfield?
a. Yes b. No c. No Opinion
9. Would you support *property owner funded* projects to create additional public spaces, public art, and other placemaking elements in Downtown Fairfield?
a. Yes b. No c. No Opinion
10. Would you support *property owner funded* management and maintenance of those public spaces to ensure that they remain an asset to everyone in Downtown Fairfield?
a. Yes b. No c. No opinion
11. Would you support *property owner funded* parking and wayfinding strategies and programs to improve the parking experience of customers, such as upgrading the City parking lots and alleyways to create additional parking?
a. Yes b. No c. No Opinion
12. Would you support *property owner funded* projects to enhance transit-oriented development (TOD), connectivity to the Fairfield Suisun Train Station, and higher density, mixed-used residential projects in Downtown Fairfield?
a. Yes b. No c. No Opinion
13. Would you be interested in serving on the Downtown Fairfield CBD Steering Committee to assist with the potential development of a CBD plan over the next few months?
a. Yes b. No c. No Opinion

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 in Downtown)

Estimated Gross Building Square Footage: _____

Mailing Address: _____

Phone: _____ E-Mail: _____

Please return the completed survey in the enclosed by Friday, September 19th 2025, in the self-addressed envelope via fax to (619) 239-7105 or via scan e-mail to *monica@newcityamerica.com*. You may also complete the survey online at [www.newcityamerica.com/new districts](http://www.newcityamerica.com/new_districts).

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