



May 23RD, 2022

To: Downtown San Clemente Property Owners

SUBJECT: Proposal for a new Downtown San Clemente "Community Benefit District" – Survey of Property Owners, please respond by Friday, June 17th, 2022

As COVID winds down and Downtown San Clemente emerges from these two years of crisis, business and property owners are now asking what the future holds for Downtown. Many businesses survived and the Downtown is intact and now seems like a good time for the Downtown Business Association (DBA) to work with the City and local property owners to plot a course for growth. Key to that success is the creation of a sustainable funding mechanism for Downtown to market and promote Downtown, manage parking, continue beautification efforts, and create the environment for steady growth for years to come.

Downtown San Clemente is at a pivotal point where the community must ask itself, what will Downtown San Clemente look, feel and be like in 5,10, or 15 years? We all agree that it should be an attractive, beautiful, orderly, walkable and historic district, including the linkage to the beach and the pier, which are great assets to the district.

Recently, a group of members of the DBA business and property owners began discussing ways to set a course for balancing the unique and charming nature of Downtown San Clemente with the recognition that additional development is inevitable.

With that in mind, the City has asked New City America, to aid the Downtown community to investigate whether property owners would be willing to consider supporting a new Community Benefit District (SC CBD) which would fund special benefits for Downtown stakeholders. A new Downtown San Clemente CBD Steering Committee will be created to work with business residents and property owners to investigate this process and set a study area for a survey of property owners. New City America has a long and successful history of managing the growth of unique neighborhoods such Downtown San Diego's Little Italy.

A survey is included, we are seeking feedback from Downtown San Clemente property owners to gauge their level of support for this proposed Downtown San Clemente Community Benefit District. The proposed Downtown San Clemente CBD would fund improvements and services over and above those currently provided by the City of San Clemente.



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Based upon the results from these 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 to the public rights of way directly surrounding those properties. The Downtown San Clemente 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 no later than Friday June 17, 2022. The survey is short and easy and there are multiple ways to respond.**

- Go to www.newcityamerica.com and click on “New Districts/Surveys” then click on the *Downtown San Clemente Survey Monkey* link.
- Complete the attached two-page form and:
 - Scan and e-mail it to monica@newcityamerica.com
 - Or mail it in the enclosed self-addressed stamped envelope to:
New City America, 2210 Columbia St., San Diego CA 92101

The survey is an important and necessary first step in the investigation process as it enables 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 CBD’s formation will be made by the Downtown San Clemente CBD 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 scoped and priced.**

Currently, it is not possible to provide specific information regarding the cost of any assessment. 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 your parcel, the parcel area, and building square footage. The Downtown San Clemente CBD 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 CBD Steering Committee agrees that enough support exists to move to the CBD formation, this will culminate in a mail ballot vote of the Downtown San Clemente property owners in the Spring of 2023. *Please note that the CBD Steering Committee meetings are open to all business and property owners in Downtown San Clemente with all COVID 19 restrictions in place.*

The survey results will be summarized and used for the CBD plan and the results will be sent out to everyone when this investigation 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 Downtown San Clemente Community Benefit District.

The Downtown San Clemente Association CBD Steering Committee consists of property owners, retailers, residents, and various Community groups.

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

Please respond by Friday, June 17th, 2022

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

PLEASE CIRCLE THE ANSWER THAT BEST REFLECTS YOUR OPINION

GENERAL QUESTIONS

1. How long have you owned your property in Downtown San Clemente?
 - 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 San Clemente 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

PUBLIC SAFETY

3. In terms of security and public safety, do you feel that Downtown San Clemente is.....?
 - a. Safe & orderly
 - b. Relatively safe, may suffer from unsafe image
 - c. Unsafe

4. Would you support *property owner funded* special benefit services to work with the City to respond to homeless, panhandling, and loitering issues within Downtown San Clemente?
 - a. Yes
 - b. No
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

5. Would you support *property owner funded* regular sidewalk and gutter sweeping services and more frequent pressure washing of Downtown San Clemente sidewalks?
 - a. Yes
 - b. No
 - c. No Opinion

6. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers, hanging plants and shrubs throughout the Downtown San Clemente District,
 - a. Yes
 - b. No
 - c. 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 Downtown San Clemente?
a. Yes b. No c. No Opinion

- 8. Would you support developing locations for art murals and public art in Downtown San Clemente to use these amenities to attract new customers?
a. Yes b. No c. No opinion

- 9. Would you support the new Downtown Community Benefit District corporation advocating for new capital improvements in Downtown?
a. Yes b. No c. No opinion

- 10. Would you support *property owner funded* parking mitigation strategies and programs to improve the parking experience of customers, such as valet or leasing of office parking spaces for evening hours?
a. Yes b. No c. No Opinion

- 11. Would you be interested in serving on the Downtown San Clemente 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 for multiple properties on additional sheets)

Estimated Gross Building Square Footage: _____

Mailing Address: _____

Phone: _____ E-Mail: _____

Please return the completed survey in the enclosed by Friday, June 17th, 2022, in the self-addressed envelope, 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 THE RESPONDENTS AT THE END OF THE INVESTIGATION PROCESS