



November 21st, 2011

To: Property Owners in the Proposed Barrio Logan Community Benefit District Study Area

SUBJECT: Investigation of a new Barrio Logan "Community Benefit District" (CBD) of San Diego – PLEASE RESPOND BY FRIDAY December 9th, 2011

As a property owner in the Barrio Logan, you have noticed rapid growth and new developments along Cesar Chavez Boulevard running from the freeway to Harbor Drive. This block of Barrio Logan will generate well over one hundred thousand square feet of new retail buildings as well as a new Community College. This growth is matched by the development of the properties to the north of Cesar Chavez on Main, National and Logan, as new housing, office and design centers have brought tremendous life to the area. Logan Avenue, the historic heart of this community, is also experiencing great changes. The recent growth in Barrio Logan is similar to the rapid growth of the Little Italy community, and both areas are creating opportunities for investment outside of Downtown San Diego.

With the dynamic growth of the Barrio Logan neighborhood, all types of property owners - industrial, office, retail, manufacturing and residential - understand that there will be an ongoing need to clean and beautify the community. The system that works very well for the Little Italy community is called a "Community Benefit District" (CBD). A CBD is a way to fund special benefit services over and above what is currently being provided by the City of San Diego. Examples of the services that are provided in Little Italy include security, landscaping, additional street cleaning, marketing, and hosting special events. The property owners in the Little Italy CBD selected and approved of the types and frequency of special services, and their decisions were included in a Little Italy CBD Management Plan.

The City of San Diego provides services on the street, also known as "curb to curb" services. The public area between the curb and the property line is legally the responsibility of the adjacent property owners. Unfortunately sidewalk trash, graffiti, damage to trees, and deterioration of the community also become problems for the adjacent property owners as well as for residents and businesses. In Barrio Logan, a CBD can fund the following special benefit services to respond to these issues:

- Regular sidewalk and gutter sweeping;
- Periodic sidewalk steam-cleaning;
- Removing graffiti within 24 hours on both private and public properties along the sidewalk;
- Planting trees and landscaping, installing and maintaining hanging plants;
- Marketing programs and events that build district identity and strengthen the image of Barrio Logan;
- Educating the community on land use and development issues;



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- Advocating on behalf of Barrio Logan to public agencies such as the City of San Diego Redevelopment Agency, the Port District, the SD Community College District, the Unified School District and Cal Trans.

The Barrio Logan 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 City Councilmember David Alvarez and the Mayor's office to consider adopting the CBD and authorize a mailed-ballot process according to State law. Final approval of the district requires a 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 a fee through their property tax bills. The County collects the assessments and transfers the funds over to the City, to be distributed to an authorized organization to control the funds according to their approved management plan. This organization is usually a newly-formed nonprofit corporation governed by the property owners, residents, and businesses. If everything goes according to schedule, the CBD can be established in the summer of 2012 and the first revenues will be generated in December 2012. A timeline of the Barrio Logan CBD is as follows:

- November: A survey is conducted among affected Barrio Logan property owners.*
- December: The survey results are reviewed by a newly established **Barrio Logan CBD Steering Committee** (the Committee is open to any interested property owner).*
- January: If significant support exists in the review, we will begin writing the Barrio Logan CBD Management Plan. We will work with the Steering Committee and the City Council office to build consensus on details such as district boundaries; type, frequency and costs of special benefit service; different benefit zones; and management of the new CBD.*
- March: The CBD plan will be submitted to the City Attorney for review and approval.*
- May: The CBD plan will be presented to the City Council for the initiation of the mailing balloting procedure.*
- July: A Public hearing will be held, and ballots are counted. If the returned ballots show weighted support for CBD formation, the City Council will adopt an Ordinance creating the district.*
- September: The County places the CBD assessments on the property bills to fund the services.*
- December: The CBD assessments are paid with property taxes; funds are transferred from the County to the City.*
- January 2012: The first Barrio Logan CBD funds are transferred to new CBD District Management Corporation. Special benefit services commence.*

Attached is a short property owner's survey that you may complete and return to us by the first week in December. The purpose of the survey is to measure your conceptual support for the formation of a community benefit district. The Barrio Logan CBD effort is being funded in large part by Shea Properties, developers of the Mercado del Barrio project. Shea Properties has hired New City America, which created and currently manages the Little Italy CBD, to conduct this CBD investigation and formation process. Please fax, e-mail or mail your survey back to the New City America offices by December 9th. 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.

The Barrio Logan CBD Steering Committee

SURVEY OF BARRIO LOGAN PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A BARRIO LOGAN COMMUNITY BENEFIT DISTRICT

(Please respond by fax or mail by Friday, December 9TH, 2011)

*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, MTS,
OR THE PORT DISTRICT CURRENTLY PROVIDE – THEY ARE "SPECIAL BENEFIT" SERVICES**

GENERAL QUESTIONS

1. How long have you owned your property in Barrio Logan?
 - a. Less than 2 years
 - b. 3 - 9 years
 - c. 10 - 24 years
 - d. 25 - 49 years
 - e. 50 or more years

2. How would you classify your property, or land use today?
 - a. Retail
 - b. Mixed use
 - c. Commercial
 - d. Office
 - e. Distribution/Manufacturing
 - f. Institutional
 - g. Non-profit-Social service
 - h. Multi-Unit residential
 - i. Single family residential
 - j. Non-functional
 - k. Parking lot, empty parcel
 - l. Industrial

3. Do you believe that the image of Barrio Logan 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

4. In terms of security and public safety, do you feel that the Barrio Logan is.....?
 - a. Safe and orderly
 - b. Unsafe;
 - c. Safe, however suffers an image as an unsafe district

5. Would you support *property-owner-funded* special benefit security services for Barrio Logan, over and above the services provided by the San Diego Police Dept.?
 - a. Yes
 - b. No
 - c. No Opinion

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

BEAUTIFICATION AND CLEANLINESS

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

8. Would you support *property-owner-funded* regular planting, trimming and maintenance of trees flowers, hanging plants and shrubs throughout the Barrio Logan to beautify the community?
 - a. Yes
 - b. No
 - c. No Opinion

