

CITY OF SAN DIEGO
OFFICIAL BALLOT AND NOTICE
 PROPOSED RENEWAL - DOWNTOWN PROPERTY & BUSINESS IMPROVEMENT DISTRICT

WHY IS THIS BALLOT AND NOTICE BEING SENT?

The existing Downtown Property & Business Improvement District (PBID), which was last renewed in 2005, will end on June 30, 2015. In response to a petition from Downtown property owners, the City is currently conducting proceedings regarding renewal of the PBID for 10 years starting July 1, 2015. Ballots and notices are being sent, in compliance with the balloting procedures of Article XIID of the California Constitution, to the Record Owners on the County of San Diego's last equalized secured property tax assessment roll; and to new Owners whose name and address appear on the updated county records provided by the County at the City's request. The ballots will be used to determine support for, or opposition to, the levy of assessments. For more information on the proposed renewal, proceedings, and Ballot Guidelines please see this webpage: <http://www.sandiego.gov/economic-development/about/maintenance.shtml>

Owner	Total Annual Assessment on Total # of Parcels	
OWNER ABC	\$2,049.60	7

PUBLIC HEARING

The City Council will hold a public hearing regarding the assessment and the PBID renewal on May 11, 2015 at 2:00 p.m. or as soon as practical thereafter in the City Council Chambers on the 12th Floor of the City Administration Building located at 202 C Street, San Diego, California 92101. At the public input portion of the public hearing the Council will take testimony regarding the proposed assessment.

SUMMARY OF PROCEDURES FOR BALLOT COMPLETION, RETURN AND TABULATION

Only those ballots received timely, as explained below, signed by the Owner or Owner's Representative, and with a vote marked shall be counted. Ballots are weighted on the basis of the dollar amount assessed to the parcel(s) for which a ballot is submitted. (In other words, 1 vote for each dollar of assessment). This ballot is for the use of the Owner of the parcel(s) identified in this ballot and notice which parcels are located within the proposed renewed PBID.

To facilitate voting where there are multiple parcels with the same Owner, a master vote of *Yes* or *No* may be cast for all parcels listed or each parcel may be marked *Yes* or *No*. If a master vote is marked and a vote is marked for an individual parcel, then the mark on the individual parcel shall control for that parcel and the mark on the master vote shall control for all other unmarked individual parcels. If neither a master vote nor an individual parcel vote is marked then the ballot shall not be counted.

Once completed, the ballot must be enclosed in the envelope provided and proper postage affixed if mailed. **The ballot must be delivered, either by mail or in person, to the City and addressed to: City Clerk – Downtown PBID Renewal, 202 C Street, San Diego, CA 92101.** Regardless of the delivery method, and even if postmarked by the due date, **the ballot must be received by the City prior to the close of the public input portion of the Public Hearing scheduled to begin at 2:00 p.m. on May 11, 2015** in order to be included in the ballot tabulation. The ballots will be tabulated after the close of the public input portion of the Public Hearing under the direction of the Office of the City Clerk and the results reported to the City Council at the meeting then in session.

Ballots may only be withdrawn and/or changed by doing so in writing using the City's form *Request To Withdraw Ballot / Request For Replacement Ballot* which is available from the Office of the City Clerk, 202 C Street, 2nd Floor, San Diego, 92101, telephone (619) 533-4000 or email cityclerk@sandiego.gov or on the City's website at: <http://www.sandiego.gov/economic-development/about/maintenance.shtml>. This form will also be available at the Public Hearing. Questions may be directed to Elizabeth Studebaker, City of San Diego-Economic Development Department at (619) 533-4561 or via email to EStudebaker@sandiego.gov.

MAJORITY PROTEST

The results of the ballot tabulation will be announced by the City Clerk. The Council will not renew the Downtown PBID assessment if there is a majority protest. A majority protest exists if the ballots submitted, and not withdrawn, in opposition to the renewed assessment exceed the ballots submitted, and not withdrawn, in its favor, with ballots weighted according to the proportional financial obligation of the affected property.

REASON FOR ASSESSMENT

The purpose of the renewed PBID and assessment is to provide activities and improvements which confer a special benefit to assessed property consistent with the state PBID Law of 1994. The PBID assessments will be used for safety and maintenance, beautification, installations, disorder and nuisance abatement, business attraction and retention, and related administration directly and only to assessed parcels within the PBID. The proposal (Management District Plan) for the renewed PBID states that all of the services are above and beyond those provided by local government agencies, and confer a special benefit to assessed parcels.

BASIS OF ASSESSMENT

The Apportionment Method for all parcels is proposed to be based on benefit zone, the greater of parcel or building square feet (SF), and linear frontage (LF). Additionally, for commercial properties with a building of over 50,000 square feet, there will be an assessment for the Commercial Enhancement Program (CEP) based on building square feet.

Summary of the proposed assessment rates by zone for Fiscal Year 2016:			
	Size Assessment Rate (\$/SF)	Linear Frontage Assessment Rate (\$/LF)	
Columbia	\$0.043	\$8.822	
Core	\$0.047	\$9.915	
Cortez	\$0.071	\$7.354	
East Village	\$0.083	\$9.274	
Gaslamp	\$0.237	\$30.854	
Marina	\$0.078	\$11.037	
CEP (Overlay)	\$0.035	N/A	

Total District Assessment: The total anticipated assessment for the PBID for the first year is \$7,400,335.38 and over the life of the PBID is anticipated to be \$93,080,623.13.

Duration of Payments: Assessments will be due annually for the 10 year term of the PBID. No bonds will be issued to finance activities or improvements. All assessment rates may be subject to an annual increase of no more than five percent (5%).

SAMPLE BALLOT CALCULATION

The PBID Assessment on a particular parcel includes the Size Assessment, the Frontage Assessment, and, if applicable, the CEP Assessment. The sample calculation below shows the individual calculations for each of the three components and the overall total PBID Assessment for Fiscal Year 2016 (subsequent years may be higher since the assessment rate may be increased annually by 5%).

