# 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 XIIID 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: <a href="http://www.sandiego.gov/economic-development/about/maintenance.shtml">http://www.sandiego.gov/economic-development/about/maintenance.shtml</a>

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 12<sup>th</sup> 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 <u>and</u> 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, 2<sup>nd</sup> Floor, San Diego, 92101, telephone (619) 533-4000 or email <u>cityclerk@sandiego.gov</u> or on the City's website at: <u>http://www.sandiego.gov/economic-</u> <u>development/about/maintenance.shtml</u>. 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 <u>EStudebaker@sandiego.gov</u>.

### MAJORITY PROTEST

The results of the ballot tabulation will be announced by the City Clerk. The Council will <u>not</u> 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		

<u>Total District Assessment</u>: 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.

<u>Duration of Payments:</u> 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%).

Size Square Footage = Th	Size Square Footage = The larger of either parcel or building size in square feet.						
	Size Assessment Rate = The assessment rate applied per square foot to the Size Square Footage.						
Size Assessment = Size Square Footage X Size Assessment Rate.							
	Size Sq. Footage	x Size Asse	ssment Rate =	Size Assessment			
Columbia (example 1)	1,000	\$0	0.043	\$43.00			
Columbia (example 2)	100,000	\$0	0.043	\$4,300.00			
Linear Frontage = The les	ngth, in feet, of the side(s) of the	ne parcel adjacent to the	street.				
Linear Frontage Assessm	ent Rate = The assessment rate	applied per foot of Fror	it Footage.				
Frontage Assessment = L	inear Frontage X Linear Fronta	age Assessment Rate.					
Linear Frontage x Linear Frontage Assessment Rate = Frontage Assessment							
Columbia (example 1)	100	\$8.8		\$882.20			
Columbia (example 1) Columbia (example 2)	1,000	\$8.822 \$8.822 \$8.822					
Columbia (example 2)	1,000	φ0.0		\$6,622.00			
CEP Square Footage = Square footage of a commercial building of 50,000 square feet or greater, of which the majority (50%+) is used for market rate leasable commercial office purposes.							
CEP Assessment Rate = The assessment rate applied per square foot of CEP Square Footage. CEP Assessment = CEP Square Footage X CEP Assessment Rate.							
	square i oouge ii chi rissessi	mont Rate.					
	CEP Building Sq. Footage	x CEP Assess	ment Rate =	CEP Assessment			
Columbia (example 1)	N/A	N/A		\$0.00			
Columbia (example 2)	100,000	\$0.035 \$3,500.00					
The total PBID Assessment for Fiscal Year 2016 is the sum of these three components.							
The total I DID Assessment for Fiscal Teal 2010 is the sum of these times components.							
_	Size Assessment + H	Frontage Assessment	+ CEP Assessment	= Total Assessment			
Columbia (example 1)	\$43.00	\$882.20	\$0.00	\$925.20			
Columbia (example 2)	\$4,300.00	\$8,822.00 \$3,500.00 \$16,622.00					

The specific amount proposed to be assessed in the first year of the PBID is shown below with the ballot for the included parcel(s) listed by Assessor Parcel Number (APN).

This notice is not a bill; please do not make any payment at this time.

 X Please cut along dotted line above
 X Please cut along dotted line above
 X Please cut along dotted line above

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BALLOT BALLOT BALLOT BALLOT I hereby declare, under penalty of perjury of the laws of California, that I am the current Owner or authorized representative of the current Owner of the parcel(s) identified on this ballot, and have indicated my support (Yes) or opposition (No) to the renewal of the Downtown Property and Business Improvement District and associated assessment by marking Yes or No for the parcel(s) identified on this ballot.

> Fill in the appropriate boxes, sign, date, and provide the requested information.
> Detach the ballot, place in the colored Ballot envelope, affix proper postage if mailing, and return to: City Clerk – Downtown PBID Renewal, 202 C Street, San Diego CA 92101.
> Ballots must be received by the City prior to the close of the public input portion of the Public Hearing scheduled for May 11, 2015 at 2:00 p.m.

Signature (Must be signed to be counted)

Date

Name Of Own	er/ Legal Re	epresentative/Corporate	Officer (Pl	lease Pri	nt)		Title	
Owner						Tot	al Annual Assessment of	on Total # of Parcels
OWNER ABC	<i>OWNER ABC</i> \$2,049.60 7							
A mark here of	A mark here of <i>Yes</i> (support) or <i>No</i> (oppose) signifies a master vote for all parcels below <b>YES</b> for all parcels <b>DNO</b> for all parcels							
which may be a	overridden for	r individual parcels by mar	rking below.					
	Α	mark below of Yes (su	pport) or .	No (opp	ose) ap	plies only to	) the parcel marked.	
			CEP		Frontag	·		
APN	Zone	Site Address	Applies	SF	LF	Assessment	YES (Support)	NO (Oppose)
1111111111	EAST V	1 ABC AVE		4,369	4	\$399.73		
2222222222	EAST V	1 ABC AVE		4,142	4	\$380.89		
3333333333	EAST V	1 ABC AVE		2,085	4	\$210.16		
444444444	EAST V	1 ABC AVE		1,348	4	\$148.98		
5555555555	EAST V	2 SAMPLE BLVD		3,060	4	\$291.08		
6666666666	EAST V	2 SAMPLE BLVD		4,307	4	\$394.58		
777777777777777777777777777777777777777	EAST V	2 SAMPLE BLVD		2,254	4	\$224.18		