

Midway Community Planning Group Agenda

DATE: Wednesday, July 20, 2016
PLACE: San Diego Community College – West City Campus
3249 Fordham St., Room 205; San Diego CA 92110
TIME: 3:00 PM

1. **Call to Order**
2. **Introductions**
3. **Approval of Minutes**
4. **Public Comment**
5. **City and Government Office Reports**
 - a. Council District 2 office – Bruce Williams
 - b. Mayor's office -
 - c. Planning Department – Vickie White
 - d. Police Department – Officer David Surwilo
 - e. Regional Airport Authority - Peggy Cooper
 - f. County Supervisor District 4 office – Melanie Wilson
 - g. State Senator Marty Block office – Roberto Alcantar
 - h. Assemblymember Toni Atkins office – Jason Weisz
 - i. Congressman Scott Peters office – Kiera Galloway
6. **Chair Report:** Cathy Kenton (and any other member with information of interest):
Update on Land Development Code Amendments
7. **Action Items/Reports/Presentations:**
 - a. Airport Authority – presentation SDIA Parking Plaza at Terminal 2
 - b. Coutts Street parking proposal – adjust parking to angled
 - c. Ongoing Information Item: Reformation of Midway BID – Presentation, Elizabeth Studebaker, Tracy Reed, City of San Diego
 - d. Midway/Pacific Highway Community Plan Update – Updated Mobility Study, Land Use elements, and process moving forward

c. Information Item: Midway Plan Update conformance with Climate Action Plan – Vickie White
8. **Community Planners Committee Report:** Cathy Kenton
9. **Old Business:**
10. **New Business:**
 - a. **(Action item)** Candidate Amy Stark, vote to appoint to fill vacancy on Planning Group board.

11. Adjournment

Economic Development Department Neighborhood Investment Unit

OVERVIEW

Property Assessment Districts

Maintenance Assessment District:

A Maintenance Assessment District (MAD) is a legal mechanism by which Property Owners can vote to assess themselves to receive enhanced maintenance, landscaping, and lighting services. These services are above and beyond the City's baseline general services. Self-managed MAD's which are under the Economic Development Dept. (EDD's) differ from the MAD's which are under the Park & Recreation Department (PRD's). Under self-managed MAD the districts property owners select, by ballot, a non-profit corporation to contract for the provision of enhanced goods and services. The San Diego Municipal Code allows non-profit corporations to administer MAD when property owners support the selection of a particular non-profit corporation for their district. It is EDD's responsibility to oversee the corporation's administration of the MAD to ensure compliance with local and State statutes.

Property & Business Improvement District:

A Property and Business Improvement District (PBID) is a tool available to property and business owners to improve a downtown or other commercial area. It is a partnership between the public and private sector, organized for the improvement of a specific geographic area. In California, PBID's are formed pursuant to the Property and Business Improvement District Law of 1994. A PBID is a special benefit assessment district designed to raise funds within a specific geographic area. Funds may be raised through a special assessment on real property, businesses, or a combination of both, and are used to provide supplemental services beyond those provided by the city. EDD is responsible for overseeing the administration of the PBID to ensure compliance with local and State statutes.

How are Property Assessment Districts Formed?

By Community:

If the community is already developed when the MAD is proposed to be formed, District Formation costs are either funded by the City's MAD Formation Fund or by some of the benefitting property owners, usually with the provision that if the ballot passes, the front-money is returned to the originator from the first year's assessments. Community members advocating the MAD usually meet frequently with the EDD's or PRD's staff and the Assessment Engineer to identify a scope of services and resulting assessment amount, which the community members believe will get a favorable result in a ballot of all assessable property owners.

By Developer:

A MAD may be formed at the time a new subdivision is built. The developer is usually the only property owner, so the developer determines the scope of services to be provided. Sometimes, the developer is required to install certain assets as part of the Development Permit. Other times, the developer wants to install certain assets in order to make the development more marketable. Either way, the City requires the developer to sign a Landscape Maintenance Agreement guaranteeing to maintain the assets until maintenance responsibility can be turned over to a Homeowners' Association, MAD, or other entity. The developer pays the required District Formation costs (independent Assessment Engineer's Report and balloting) and constructs all of the assets. The scope of services of the MAD is limited to maintaining the assets. An Assessment Engineer determines which properties benefit from maintenance of the assets, and apportions a share of the cost of maintenance to each parcel based on the benefit it receives. Prospective buyers of the property are informed of the existence of the MAD as a line-item on their property tax bill.

City of San Diego, Economic Development Department
1200 Third Avenue, Suite 1400, San Diego, CA 92101
(619) 236-6700 e-mail: sdbusiness@sandiego.gov
Website: <http://www.sandiego.gov/economic-development/>

**GENERAL STEPS TO:
Forming a Maintenance Assessment District (MAD)**

1. **Letter of Intent** – *Required*
 - a. Group of interested property owners (draft formation committee).
 - b. To Mayor
 - c. Letters of recommendation from:
 - City Council office, community planning committee and community organizations.
 - d. Purpose: formation, members, boundaries, desires and scope (activities & improvements).
 - e. Identify funding (outside sources and City funds).
2. **Survey** – *Required in order to receive City funding*
 - a. Mailed and/or emailed to all potentially affected property owners.
 - b. Proposed boundaries, activities and improvements:
 - Not reimbursable by City.
3. **First Public Meeting** – *Required in order to receive City funding*
 - a. Notice shall include meeting time, date and location.
 - b. Summarization of survey results and preliminary assessment costs.
 - c. Post meeting Information in a public place within community 3-weeks prior.
 - d. Notify City Council office, community planning committee and community organizations (i.e., town council & chamber of commerce).
4. **Feasibility Study** – *Required in order to receive City funding*
 - a. Include input from survey and public meeting.
 - b. Proposed special benefits.
 - c. Preliminary assessments ranges, costs and benefitted properties:
 - Not reimbursable by City.
5. **Second Public Meeting** – *Required in order to receive City funding*
 - a. Mail and/or email notice shall include meeting time, date and location.
 - b. Summarization of feasibility study and explanation of petition process.
 - c. Post meeting Information in a public place within community 3-weeks prior
 - d. Notify City Council office, community planning committee and community organizations (i.e., town council & chamber of commerce).
6. **Petition** – *Required in order to receive City funding*
 - a. Submit draft petition to City staff for review prior to gathering signatures.
 - b. Proposed district map, summary of improvements and activities, exact cost to property owners (proportional weighted) and a draft district budget.

- c. Petition must be signed by 30% of legal property owners (proportional weighted) within proposed district to proceed with formation.
 - d. City will verify petitions, within 45-days of submittal:
 - Funding at City discretion.
7. **Funding** – *City Discretion*
- a. See Ordinance, Council Policy and Administrative Regulations (AR) for process and procedures.
 - b. Maximum of \$75,000 of City funds are available (total fiscal years):
 - City funds must be repaid within 1 to 3-years after formation from assessments.
 - c. Requests will be ranked as required per AR:
 - Matching funds, formation effort, survey, feasibility study and equal formation opportunities.
8. **Engineers Report & Management Plan** – *Required*
- a. Engineering Report provisions of SDMC Sec. 65.0208.
 - b. Management Plan requirements (input from survey and feasibility study) provisions of SDMC Sec.65.0207:
 - Funding at City discretion.
9. **Resolution of Intent** – *Required*
- a. Contents of Resolution of Intent Plan are in AR.
 - b. Description of improvements, activities, assessments and boundaries (map).
 - c. Time, date and location of public hearing for establishment of district.
10. **Ballot** – *Required*
- a. Noticed City Council public hearing per SDMC Sec. 65.0207.
 - b. Notice of assessments, improvements, activities, assessments and district boundaries (map).
 - c. Returned ballots are proportional weighted.
11. **Resolution of Formation** – *Required*
- a. Following public hearing per SDMC Sec. 65.0207.
 - b. Brief description and details of assessments, improvements, activities, and district boundaries (map).
 - c. Generally identify nature, extent of improvements and activities, location and extent within district.

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