

CITY OF SAN DIEGO
OFFICIAL PUBLIC HEARING AND ASSESSMENT NOTICE
PROPOSED FORMATION - NORTH PARK PROPERTY AND BUSINESS IMPROVEMENT DISTRICT

WHY IS THIS BALLOT AND NOTICE BEING SENT?

In response to a petition from North Park property owners, the City is currently conducting proceedings regarding the formation of a Property and Business Improvement District (PBID) for a five (5) year term starting January 1, 2018. 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. The ballots will be used to determine support for, or opposition to, the formation and the levy of assessments. For more information on the proposed PBID, formation proceedings and PBID Ballot Guidelines please visit this webpage: <http://www.sandiego.gov/economic-development/about/maintenance.shtml>

PUBLIC HEARING

The City Council will hold a Public Hearing regarding the assessment and the North Park PBID formation on July 11, 2017 at 10:00 a.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, 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 the enclosed ballot and which parcels are located within the proposed North Park PBID.

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, North Park Property and Business Improvement District, 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 10:00 a.m. or as soon as practical thereafter on July 11, 2017** 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 Luis Ojeda, City of San Diego-Economic Development Department at (619) 236-6495 or via email to LOjeda@sandiego.gov.

MAJORITY PROTEST

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 A majority protest exists if the ballots submitted, and not withdrawn, in opposition to the proposed assessment exceed the ballots submitted, and not withdrawn, in favor of the assessment, with ballots weighted according to the proportional financial obligation of the affected property.

REASON FOR ASSESSMENT

The purpose of the North Park PBID and assessment is to provide improvements, maintenance, and activities which constitute and confer a special benefit to assessed parcels in compliance with California's Property and Business Improvement District Law of 1994. The North Park PBID will provide Sanitation, Landscaping, Improvements, and Economic Development services directly and only to assessed parcels within the PBID boundaries. The proposed Management District Plan for the North Park 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.

PROPOSED METHOD AND BASIS OF ASSESSMENT

The annual cost to commercial parcels is \$0.08 per parcel square foot, plus \$0.11 per above-ground building square foot. The annual cost to private tax-exempt parcels is \$0.05 per parcel square foot, plus \$0.07 per above-ground building square foot. Building square footage that is below ground will not be assessed. Based on the benefit received, residential condominiums will be assessed a fixed rate of \$180.00 per condominium per year; commercial condominiums will be assessed the commercial parcel rate. Parcels that are used exclusively for single-family purposes with four units or fewer will not be assessed. Assessment rates may be subject to an increase of no more than five (5%) percent per year.

Total District Assessment: The total anticipated assessment for the PBID for the first year is \$308,899.46. The annual budget may be subject to an increase in assessment rates of no more than five (5%) percent per year. The assessment amount will be supplemented by non-assessment funds so that the annual service budget for the first year is \$366,343.65.

Duration of Payments: The time for implementation and completion of this plan and levy of the North Park PBID assessment is a five (5) year term starting January 1, 2018 and ending December 31, 2022. After five (5) years, the petition, ballot, and City Council hearing process must be repeated for the North Park PBID to be renewed.

BOUNDARIES

The North Park PBID boundaries generally include all parcels fronting 30th Street from Polk Avenue to Upas Street, along with all parcels fronting University Avenue from Arizona Street to 32nd Street. Blocks bound by University Avenue, Granada Avenue, North Park Way, and Herman Avenue are also included in the boundaries. The block bound by Lincoln Avenue, Ohio Street, University Avenue, and 30th Street is included along with the block bound by Lincoln Avenue, 32nd Street, University Avenue, and Iowa Street.

AMOUNT CHARGEABLE TO THE RECORD OWNER'S PARCEL

Assessor Parcel Number: <<APN FORMAT>>
 Proposed Assessment Amount: <<FY2018 Assess>>

SAMPLE BALLOT CALCULATIONS

The sample calculations below shows the individual calculations for each of the components for the first year (subsequent years may be higher since the assessment rate may be increased annually by 5%).

Sample Commercial Parcel Calculation

500 above-ground building square	x	\$0.11	=	\$ 55.00
500 below-ground building square	x	\$0.00	=	\$ 0.00
1,000 parcel square feet	x	\$0.08	=	\$ 80.00
Total Annual Assessment				\$135.00

Sample Private Tax-Exempt Parcel Calculation

500 above-ground building square	x	\$0.07	=	\$ 35.00
500 below-ground building square	x	\$0.00	=	\$ 0.00
1,000 parcel square feet	x	\$0.05	=	\$ 50.00
Total Annual Assessment				\$ 85.00

Sample Commercial Condominium Parcel Calculation

1,000 above-ground building square	x	\$0.11	=	\$110.00
No below-ground building square	x	\$0.00	=	\$ 0.00
500 parcel square feet (2,500 / 5)	x	\$0.08	=	\$ 40.00
Total Annual Assessment				\$150.00

Sample Residential Condominium Parcel Calculation

Service Provided	Condominium Budget	Number of Units	Condo Assessment Rate (\$/unit/yr)
Condominiums Inside the District	\$47,340.00	÷ 263	= \$180.00

Office of the City Clerk
202 C Street, 2nd Floor
San Diego, CA 92101

OFFICIAL ASSESSMENT BALLOT
North Park Property and Business Improvement District
by the City of San Diego

Fill in appropriate boxes, sign, date, provide requested information, place in ballot envelope, affix proper postage and return to the Office of the City Clerk.

Owner <<Owner>>
<<C/O Name>>
Address <<Mailing 1 or 2>>
<<City>>, <<State>> <<Zip>>

This ballot represents: \$<<FY2018 Assess>>
Assessor Parcel Number: <<APN Format>>
Property Address:<<Situs>>

- Yes, I support** the proposed North Park Property and Business Improvement District assessment in the estimated annual amount of \$<<FY2018 Assess>> for my property, subject to cost indexing of a maximum of 5% annually.
- No, I do not support** the proposed North Park Property and Business Improvement District assessment in the estimated annual amount of \$<<FY2018 Assess>> for my property, subject to cost indexing of a maximum of 5% annually.

To be counted, ballots must be properly filled out and received by the conclusion of public testimony at the Public Hearing, which is scheduled to begin at 10:00 a.m. on Tuesday July 11, 2017.



Signature _____
Print Your Name _____
Date _____

By signing above, I declare and confirm that the parcel indicated on this ballot is correct and declare, under penalty of perjury, that I am authorized to submit a ballot on behalf of the parcel listed above. **Only signed original ballots will be tabulated. Unsigned ballots or non-original ballots will not be tabulated.**



INSTRUCTIONS FOR THE COMPLETION AND RETURN OF OFFICIAL ASSESSMENT BALLOTS

This ballot may be completed by the persons or firms owning the property identified by assessor parcel number on this ballot. An explanation of who may complete the ballot on behalf of the recorded property owner is provided at the bottom of this Official Assessment Ballot. To be tabulated, completed ballots **MUST** be received before the end of the public input portion of the public hearing scheduled for **Tuesday, July 11, 2017 at 10:00 a.m. at the City of San Diego Council Chambers on the 12th Floor of the City Administration Building located at 202 C Street, San Diego CA 92101.**

You are invited to attend the public hearing. If you are not attending the public hearing you may return your ballot in the following ways:

- 1) Mail your ballot to the address shown on the enclosed return envelope **so that it is received** on or before July 11, 2017 before the public hearing scheduled at 10:00 a.m. on July 11, 2017.
- 2) Deliver your ballot to the City Clerk's office located at 202 C Street, 2nd Floor, San Diego CA 92101, before the public hearing at 10:00 a.m. July 11, 2017.

Who May Complete This Official Ballot	Steps for Completing the Official Ballot
<ol style="list-style-type: none"> 1. If the property is owned by an individual, the individual may sign. 2. If the property is held by a husband and wife, either may sign for both. 3. If two or more persons own the property as tenants-in common or as joint tenants, any one tenant-in-common, or joint tenant may sign for all. 4. If the property is owned by a corporation, the ballot may be signed for the corporation by any person authorized to or enter into contracts or by resolution of the corporation's Board of Directors. 5. If the property is owned by another legal entity, the ballot may be signed by any person authorized by law to enter into contracts for the entity. 6. If the property is owned by a public agency, the ballot may be signed by any person authorized by law to make enter into contracts for the agency or by resolution of the agency's Governing Board. 	<ol style="list-style-type: none"> ❶ Read the enclosed information about the proposed assessment. Verify that the owner name, address and parcel number listed on the ballot are correct. If they are incorrect, please call Luis Ojeda, Economic Development Department at (619) 236-6495. ❷ Check "Yes" or "No" on the ballot on the back of this sheet. ❸ Sign your name and write the date, in ink. <i>(Unsigned Ballots will not be counted. Only original signed ballots will be counted, not photocopies or faxed copies.)</i> ❹ Return the ballot in the envelope provided, affix the proper postage or deliver to: <div style="margin-left: 20px;">Office of the City Clerk North Park Property and Business Improvement District 202 C Street, 2nd Floor San Diego, CA 92101</div> ❺ If you make a mistake in completing your ballot or wish to change or withdraw your ballot; please telephone Luis Ojeda, Economic Development Department, City of San Diego at (619) 236-6495.

This material is available in alternative formats upon request. To order information in an alternative format, or to arrange for a sign language or oral interpreter for the public hearing meeting, please call the City Clerk's office at least 5 working days prior to the meeting at (619) 533-4000 (voice) or (619) 236-7012 (TT).