

Greater Hillcrest Community Benefit District

Agenda

- Welcome and meeting purpose.
- Presentation concerning the Greater Hillcrest CBD proposal.
- Questions.
- www.greaterhillcrestcommunitybenefitdistrict.com

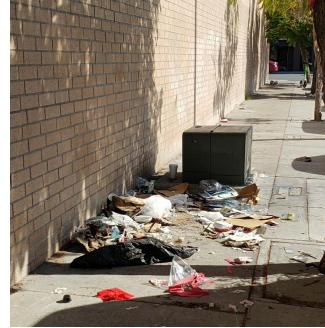
Meeting Purpose

To present the GHCBD proposal and answer questions for property owners.

Two decision points will occur soon and I want owners to be ready for that.

Greater Hillcrest Community Benefit District

Hillcrest has real issues that are getting worse:



Greater Hillcrest Community Benefit District

What is going on in Hillcrest right now?

City of San Diego:

- Street sweeping with a street sweeper twice a week.
- Intermittent police response to 911 and non-emergency calls.
- Fire service.
- Twice weekly trash can emptying (square cans).
- Occasional palm tree trimming.
- Graffiti removal based on Get It Done complaints.

Greater Hillcrest Community Benefit District

What is going on in Hillcrest right now?

Hillcrest Business Association:

- Twice weekly trash can emptying (round cans) / Five times weekly in the core of the neighborhood.
- Twice weekly Sidewalk trash pickup / Five times weekly in the core of the neighborhood.
- Annual tree trimming, replacement, and watering for 200+ trees.
- Monthly steam cleaning in 26 blocks (some via subscription service).
- On-call security guard to 26 blocks (some via subscription service).
- On-call bio-hazard and large item removal via subscription service.

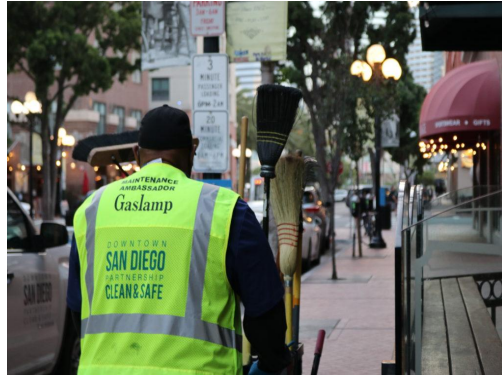
Greater Hillcrest Community Benefit District

What have other neighborhoods done to address these kind of issues?

- Over the last several years, community leaders have been working to develop a new Clean and Safe program for Hillcrest.
- This proposal is based on the Downtown Clean and Safe Program and the Little Italy Association's program.
- The HBA and many visionary property owners hired New City America, the group responsible for districts like Little Italy, to come up with a plan for Hillcrest.
- This proposal brings together property owners and business owners to leverage resources and improve the neighborhood through cleaning, maintenance, and security.

Greater Hillcrest Community Benefit District

What have other neighborhoods done to address these kind of issues?



Hillcrest's priority is Clean and Safe services.

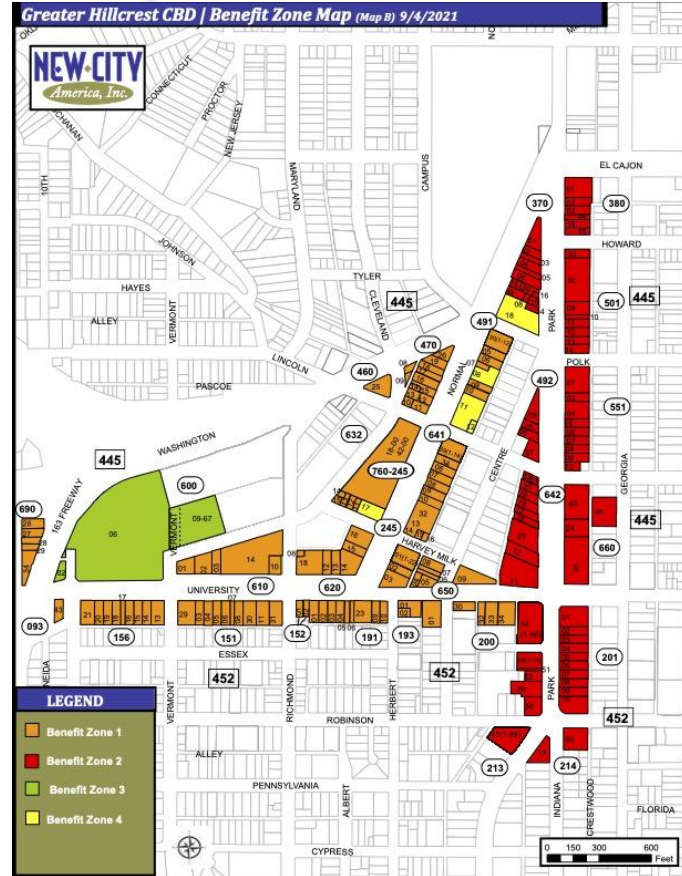
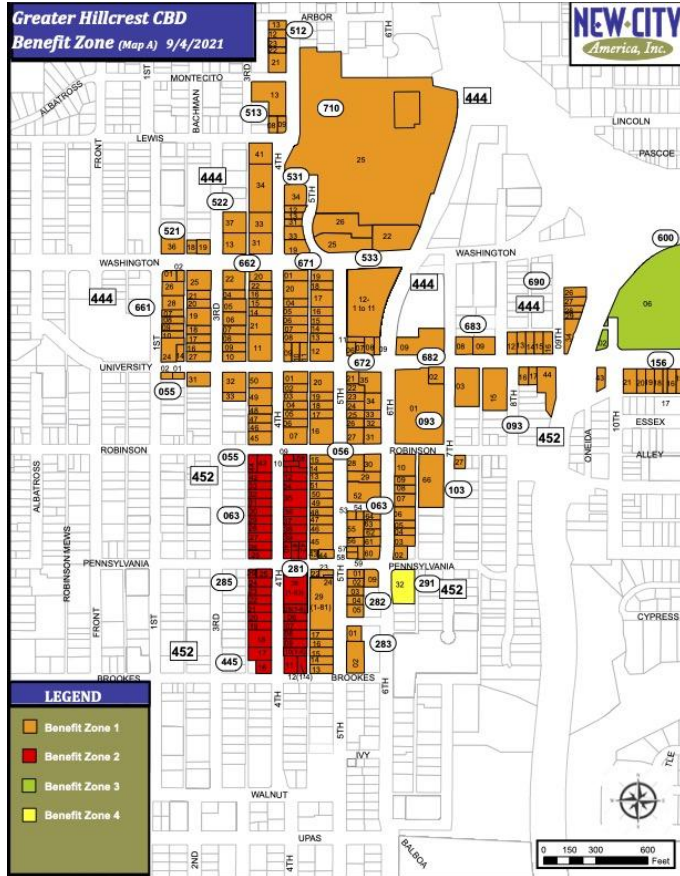


Greater Hillcrest Community Benefit District

What services would be provided in Hillcrest and where?

- *Private security or caseworkers to respond to homeless issues, aggressive panhandling and mentally ill people behaving poorly in the public rights of way, including possible hiring of SDPD Bike patrols and/or a community camera system installed on private properties (patrols 7 or 5x monthly)*
- *Regular sidewalk and gutter sweeping (7 or 5x weekly)*
- *Regular sidewalk steam cleaning (1x monthly)*
- *Enhanced trash emptying (over and above city services)*
- *Tree and vegetation maintenance (over and above city services)*
- *Maintenance of existing and new public spaces*
- *Installation of and maintenance of hanging plants, planting flowers throughout the district*
- *Appropriate personnel to manage the maintenance and security teams*

Greater Hillcrest Community Benefit District



Greater Hillcrest Community Benefit District

How much will I pay?

Benefit Zone 1 - First Year Proposed Assessment Costs

Property Variable	Assessment Cost
Building Square Footage	\$0.20
Lot Square Footage	\$0.08
Linear Frontage	\$5.00
Residential Condo	\$0.20
Total Benefit Zone 1	\$ 978,075.00

Benefit Zone 2 - First Year Proposed Assessment Costs

Property Variable	Assessment Cost
Building Square Footage	\$0.14
Lot Square Footage	\$0.055
Linear Frontage	\$5.00
Residential Condo	\$0.20
Total Benefit Zone 2	\$ 271,066.00

Total Linear Frontage X
Amount

+

Total Building Square footage
X Amount

+

Total Lot size square cost x
Amount

=

TOTAL PARCEL
ASSESSMENT

Greater Hillcrest Community Benefit District

452-191-02-00 // \$2,551.44pa // \$212.62pm
= 15 margaritas /mo



444-672-11-00 // \$11,188.08pa // \$933pm
= 2.3 coffee tables / mo



Example condo: 3650 5TH AVE #412 // \$211pa // \$17pm
= 3.2 Starbucks Pumpkin Spiced Lattes / mo

Greater Hillcrest Community Benefit District

What are the next steps to forming a district?

- **Step one: Conduct a community survey.** Completed in January 2020. In late 2019 and early 2020 *Civitas Advisors* completed a community survey of Hillcrest commercial property owners and the results of their findings were used to create the management plan. **Complete.**
- **Step two: Form a management plan.** In early 2021 the HBA hired *New City America* to create the management plan for the new district. This is your opportunity to review their work. Review the complete plan and maps below and submit your comments through this form. **Complete.**
- **Step three: Mayoral Review.** The Mayor and his team at the Office of Economic Development (along with the City Attorney) must review the proposal developed by *New City America*. **Underway.**

Greater Hillcrest Community Benefit District

What are the next steps to forming a district?

- **Step four: Public review.** The plan will be reviewed by the public at a series of noticed public meetings and a petition among property owners will occur. These meetings and the petition will occur in December of 2021 and January of 2021. **Underway.**
- **Step five: Property owner petition.** Supportive owners will sign a petition to ask the City Council to authorize the vote. 30% of property owners must sign the petition.
- **Step six: Property owner vote.** Property owners will be able to vote on the district through an election managed by the City of San Diego.

Greater Hillcrest Community Benefit District

What's new since August?

- **Sunset option has been added:** After seven years of operation the property owner group has to examine disbandment procedures.
- **Several blocks on 8th have been added at owners request.**
- **Several blocks on 4th and 5th south of Brookes have been removed.** They will be included in the proposed Bankers Hill CBD.

Questions?