

Greater Hillcrest Community Benefit District Committee  
3737 Fifth Ave. #205, San Diego, CA 92103

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January, 2022

<IN CARE OF>

<Mailing Address>

<Mailing City State Zip>

Subject: Plan for a new "Greater Hillcrest Community Benefit District"

Hello Fellow Property Owners (And Business Owners),

We are getting closer to our goal of creating a Clean and Safe Program in Hillcrest and we really want your participation and help in solving the issues plaguing Hillcrest. We all want our neighborhood to be an inviting and vibrant community that we are all proud to live in and be a part of.

You may remember in my last letter I said, "Homelessness is rampant, the police do not respond to most quality of life issues, street lights are out, and trash is littering our streets and sidewalks." Unfortunately these facts aren't surprising to most business and property owners (and customers) in Hillcrest and we know waiting for the City to fix these issues isn't working. It's time to take action to change this environment. In 2021, Hillcrest property owners joined together with the Hillcrest Business Association and hired New City America (the company responsible for the creation of the Little Italy Maintenance District) to create a clean and safe plan for Hillcrest. This plan was developed through 2021 and with the input of many neighbors and property owners.

The **Greater Hillcrest Community Benefit District** (often called a Maintenance Assessment District) is a property-based assessment district that will fund special benefit services over and above what the City of San Diego provides in the public right of way. All property owners in the district will contribute their fair share to the Greater Hillcrest Community Benefit District and it will fund many neighborhood improvements. Security patrols throughout the neighborhood will respond to people conducting antisocial behavior on the sidewalks of the district. This behavior drives away customers and riddles our sidewalks with litter and trash. Regular steam cleaning of sidewalks throughout the district will provide a consistent and clean environment. Customers and visitors to our neighborhood need to see that Hillcrest is clean, free of trash, and cares about their welfare while visiting and spending their money with us.

I am happy to report that the plan is now complete and has been submitted to the City of San Diego Economic Development Department for review. There have been changes to the proposed plan based on feedback collected online and through the neighborhood workshop held on 8/5/21. San Diego City policy states that the Economic Development Department and the City Attorney will review the plan, which is currently ongoing.

We are holding a series of public meetings and we'd like you to join us at **the next Community Meeting to discuss the proposed district**, hear your feedback, and get your questions answered. The next public meeting will occur in partnership with the Hillcrest Town Council on Tuesday, January 11 at the Joyce Beers Community Center at 3900 Vermont St at 6:30pm. Please RSVP to [info@hillcrestbia.org](mailto:info@hillcrestbia.org) to let us know if you'll make it. This community meeting will be your opportunity to learn about the proposed

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plan and have your questions answered. You can also join the meeting online via Zoom by visiting the website below.

Please visit the website [www.greaterhillcrestcommunitybenefitdistrict.com](http://www.greaterhillcrestcommunitybenefitdistrict.com) to review the plan and see what services are proposed. If you own a business you should encourage your landlord to come. This website provides all the information you need to understand the proposal.

I hope that over the next few months you will ask your questions and learn as much as you can about this district. I know that this is the way to improve the neighborhood and I hope you'll join me in supporting this district.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Pete Katz", written in a cursive style.

Pete Katz, Greater Hillcrest CBD Chair