

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

---

November, 2021

SUTER JOYCE S TR 1-7-11  
3004 W 3RD PL  
ANACORTES, WA 98221-5103

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

I am writing to update you concerning the progress of the proposed creation of the **Greater Hillcrest Community Benefit District** (often called a Maintenance Assessment District). This property-based assessment district will fund special benefit services over and above what the City of San Diego provides in the public right of way.

As mentioned in my previous letter, Hillcrest is at a turning point. Homelessness is rampant, the police do not respond to most quality of life issues, and trash is littering our streets and sidewalks. Hillcrest property owners have joined together 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 property owners.

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.

While the city is conducting their initial review, the same property and business owners who paid for the new plan are funding an independent assessment engineer's report which is also required by city policy. This document will verify the assessment model developed by New City America.

All property owners in the district will contribute their fair share to the Greater Hillcrest Community Benefit District and it includes many beneficial elements. 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. The Hillcrest Business Association will cap administration costs at 10% of the budget unlike other districts that take up to 30% administrative fee. 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.

(over please)

Please visit the website [www.greaterhillcrestcommunitybenefitdistrict.com](http://www.greaterhillcrestcommunitybenefitdistrict.com) to review the plan and see what services are proposed. You can look up your proposed assessment for these services and see how it was arrived at. This website provides all the information you need to understand the proposal.

We are holding a series of public meetings and we'd like you to join us. **We would also like to invite you to one, or both, Community Meetings to discuss the proposed district**, hear your feedback, and get your questions answered. The first public meeting will occur on Thursday December 2nd and will be held at the Joyce Beers Community Center at 3900 Vermont St at 5pm. The second meeting will be in partnership with the Hillcrest Town Council and will be held on January 11 at 6:30pm at the Joyce Beers Community Center at 3900 Vermont St. Please RSVP to [info@hillcrestbia.org](mailto:info@hillcrestbia.org) to let us know if you'll make it. These community meetings will be your opportunity to learn about the proposed plan and have your questions answered.

After our public meetings; sign-off by the Mayor's office, Economic Development Department, and City Attorney's Office; we will petition the City Council to authorize a mailed-ballot. Final approval of the district requires a majority supportive vote of the "weighted" property owners. "Weight" is defined as the proportion of the assessment paid into the district by each owner. Upon a successful weighted vote, the district can be established and each parcel in the district will be assessed an annual fee through their property tax bills.

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', is written over a light blue horizontal line.

Pete Katz, Greater Hillcrest CBD Chair