



Notice of Public Hearing

PROPOSED DOWNTOWN COMMUNITY BENEFIT IMPROVEMENT DISTRICT

2:00 P.M.
Tuesday, June 25, 2024
Santa Barbara City Council Chambers
735 Anacapa Street
Santa Barbara, CA 93101

You are receiving this notice because you are the record owner of a parcel of real property located in the proposed Downtown Community Benefit Improvement District (the "CBID"). The CBID, if established, would fund Civil Sidewalks, District Identity and Placemaking, Administration/Program Management, and Contingency Reserve expenses that specially benefit property within the boundaries of the CBID. The CBID would be governed by the Management District Plan that is on file in the office of the City Clerk. That Plan provides that a new Downtown CBID District Management Corporation will serve as owner's association for the CBID.

The CBID and the Proposed Assessment

On April 16, 2024, the City Council of the City of Santa Barbara adopted a resolution stating its intention to establish the CBID. If established, an assessment would be annually levied on property located in the CBID. This assessment would generally be billed by the City on the property tax bill prepared and collected annually by Santa Barbara County. The Assessment would be collected annually for a period of five years, after which the CBID would need to be renewed, and a new assessment balloting would need to occur, in order for the assessment to continue.

In the initial year, the assessment against all properties in the CBID would total approximately \$2,202,753. The assessment amount for your parcel is printed on the enclosed assessment ballot. That assessment was calculated on the following basis:

Property Variable	Benefit Zone 1	Benefit Zone 2
Building Square Footage	\$0.22	\$0.16
Lot size	\$0.18	\$0.13
Linear Frontage	\$6.00	\$4.50
Residential Condos Unit Sq. Ft.	\$0.22	\$0.22

In addition, other factors will be used to determine assessments based upon the anticipated benefit with the current land uses:

- Residential condominiums will be assessed for parcel unit building square footage only.
- All publicly owned and operated parcels will be assessed for linear frontage and lot size only.

CBID assessments may be used to fund the following services:

CIVIL SIDEWALKS:

Examples of this category of special benefit services and costs may include, but are not limited to:

- Regular sidewalk and gutter sweeping
- Regular sidewalk steam cleaning
- Beautification of the district
- Enhanced trash emptying (over and above city services)
- Timely graffiti removal, within 72 hours as necessary
- Maintenance of existing and new public spaces that are not part of the City of Santa Barbara Park's and Recreation responsibilities.
- Installation and maintenance of hanging plants, planting flowers throughout the district.
- Personnel to manage in-house or contracted maintenance and/or security teams.
- Private security or SBPD overtime officers, and homeless outreach workers

DISTRICT IDENTITY AND PLACEMAKING:

Examples of this category of special benefit services and costs may include, but are not limited to:

- Web site development and updating
- Social media, public relations, and marketing
- Enhancing the current City holiday and seasonal decorations
- Branding of the Downtown Santa Barbara CBID properties so a positive image is promoted to the public including the development of a new logo.
- Banner programs
- Public art displays
- Public space design and improvements
- Events and Programming
- Business support, retention services including leasing strategies, special marketing to specific categories of businesses, filling of vacancies.
- Personnel to manage in-house or contracted public relations, web site maintenance or social media contractors

ADMINISTRATION/PROGRAM MANAGEMENT

Examples of this category of special benefit services and costs may include, but are not limited to:

- Staff and administrative costs, contracted or in-house
- Directors and Officers and General Liability Insurance
- Office related expenses
- Rent
- Financial reporting and accounting
- Legal work
- Grant writing

CONTINGENCY/CITY AND COUNTY FEES/RESERVE

Examples of this category of special benefit services and costs include, but are not limited to:

- Delinquencies, City/County fees, reserves

Public Hearing

At the date, time, and place shown at the top of this notice, the City Council will hold a public hearing on the establishment of the CBID and the levy of assessments in connection with the CBID. You are invited to present oral or written testimony at the public hearing. Written testimony can be submitted at the hearing or mailed to the City Clerk at the address shown below.

Ballot Proceeding

The City is conducting an assessment ballot proceeding in connection with the formation of the CBID. An assessment ballot for your parcel is enclosed. While this notice and ballot were mailed to the record owner of the parcel as shown on the last equalized property tax rolls, the ballot may be executed and returned by any owner of the parcel. Ownership is defined as set forth in Article XIII D, Section 2(g) of the California Constitution. If an

owner spoils the ballot or does not receive a ballot, or needs a replacement ballot or a proportional ballot, they should contact the City Clerk at: (805) 564-5309 or clerk@santabarbaraca.gov

Ballots can be mailed or otherwise delivered to the City Clerk's Office located at 735 Anacapa Street, Santa Barbara, CA 93101. Ballots delivered to that Office must be *received* no later than 2:00 P.M. on June 25, 2024. Ballots can also be submitted in person at the public hearing no later than the close of the public input portion of that hearing. Note that returned ballots will not be opened by the City prior to the close of public testimony. However, during and after tabulation, all ballots are public records.

The City Council will not establish the CBID or impose the assessment if there is a majority protest. A majority protest exists if, upon the conclusion of the hearing, ballots submitted in opposition to the assessment exceed the ballots submitted in favor of the assessment. In tabulating the ballots, each ballot will be weighted by the proportional financial obligation of (i.e. dollar amount of the assessment against) the affected property.

Questions?

For a complete description of the proposed CBID and the proposed assessment, please refer to the Management District Plan for the District and the Resolution of intention for the CBID. These documents can be found at <https://www.downtownsb.org/about/cbid>

If you have any other questions about the CBID, please contact: Brandon Beaudette at bbeaudette@santabarbaraca.gov or (805) 564-5307. If you have questions about the balloting process, please contact: Shirley Zawadzki at shirley@newcityamerica.com

SANTA BARBARA METROPOLITAN TRANSIT DIST
JERRY ESTRADA, GM
550 OLIVE ST
SANTA BARBARA CA 93101

PROPERTY OWNER ASSESSMENT BALLOT

Proposed Santa Barbara Community Benefit Improvement District

Mail or deliver this completed ballot to:

**City Clerk
City of Santa Barbara
735 Anacapa Street
Santa Barbara, CA 93101**

Mailed ballots must be *received* by City Clerk's Office by: 2:00 P.M. on June 20, 2024 or may be submitted in person, no later than the close of the public input portion of such hearing, at the City Council hearing scheduled for 2:00 P.M., on Tuesday, June 25, 2024 in the Santa Barbara City Council Chambers, 735 Anacapa Street, Santa Barbara, CA 93101

To complete your ballot, mark the square before the word "YES" or before the word "NO", sign and date the ballot, and return it to the City Clerk. If you wrongly mark, tear, or deface this ballot, return it to the City Clerk to obtain another. Please use enclosed ballot return envelope in order to maintain the confidentiality of your ballot prior to tabulation. The returned ballot will not be opened by the City prior to the close of public testimony at the public hearing, but will be a disclosable public record during and after tabulation.

**BE SURE TO SIGN YOUR BALLOT IN INK
UNSIGNED BALLOTS CANNOT BE COUNTED**

This ballot represents: Name: SANTA BARBARA METROPOLITAN TRANSIT DIST (Owner of Record)

APN: 039-281-040

Site Address: 1020 CHAPALA ST

Proposed 2024/2025 Assessment Amount:

This Assessment Amount is subject to an annual adjustment of up to five percent per year over the five-year initial term of the District.

Yes, I support the proposed five-year annual assessment against my parcel.

No, I oppose the proposed five-year annual assessment against my parcel.

I hereby declare, under penalty of perjury, that I am the record owner or authorized representative of the record owner of the parcel identified on this ballot.

Signed _____ Date _____

Printed Name _____