

beautiful PB

Community Benefits District

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Frequently Asked Questions

What is a Community Benefit District (CBD)? Sometimes called a Maintenance Assessment District, it is a legal mechanism by which property owners within a defined geographical area vote to assess them to pay for and receive services above-and beyond what the city normal provides. This is also referred to as a “special benefit.”

What properties are included in the proposed Beautiful PB CBD? Surveys and voting will determine the geographical areas for the CBD. It will likely include some or all commercial / business areas such as Garnet Ave, Mission Blvd, Lamont St., Cass St, Turquoise Ave and West Mission Bay Drive. Key portions of other streets such as Ingraham and Grand will be considered.

What special benefits or services will there in the Beautiful PB CBD? The services will be determined by those who are paying for it. Likely services for Pacific Beach are: cleaning of sidewalks, placement and emptying of new trash receptacles, planting and maintenance of trees shrubs and flowers, and branding and way finding signage. Extended services if agreed upon by property owners might include marketing, promotions, special events and parking management.

Why would a property owner want to pay for something the City is supposed to do? Cities provide a “general or baseline” service that is normal delivered “curb to curb”. “Special benefits” of a CBD are funded through non-public dollars and delivered “curb to property line” where people walk and shape their experience in a district. This enhanced experience will “raise the bar” of expectations and attitudes in the community thereby improving the business and community environment for everyone. Once a CBD is established the City cannot offload its current baseline level of services.

What is the difference between Community Benefit District (CBD) and Business License based Business Improvement District (BID) such as Discover PB? CBDs and BIDs can successfully coexist, collaboratively, in similar or overlapping geographic areas. The CBD is funded by Property Owners in the District. The BID is funded by Business Owners. The CBD provides “special benefits” that are clearly defined and there must be a proportional relationship between the assessment paid and the special benefit received as certified by an Assessment Engineer. For example, sidewalk cleaning is quantified and assessed based upon parcel linear frontage and the funds collected go directly to pay for regularly scheduled sidewalk cleaning. BIDs do not require a quantification of the relationship between assessment paid and special benefit received. Generally, BIDs provide administrative services to organize events, promotional activities or provide services funded from other sources. Typically, BIDs but do not use revenues collected to pay for specific services such as street cleaning, landscaping, maintenance, etc.

What is the management and organizational structure of a CBD such as Beautiful PB? The Beautiful PB CBD will be self-managed with City oversight. A Steering Committee of Property Owners and Community leaders will contract a management company to carry out the day-to-day management of the district in a manner similar to management of a shopping mall.