



March 31, 2016

<Individual property owner name>
< Street address>
<City, State, Zip code>

SUBJECT: Uptown Whittier "Special Benefits District" Survey
Please Respond by Thursday, April 14, 2016

We are writing to ask that you complete the attached survey regarding your property in Uptown Whittier. For many years, the City of Whittier has desired to work with Uptown Whittier property owners to unlock the economic potential of Uptown. Both the Uptown Whittier Specific Plan (adopted in November 2008) and the Uptown Whittier Parking Management Plan Ordinance (adopted in February 2011) recommend investigating the formation of a new district in Uptown to provide for special maintenance, operation, and capital improvements. In December 2015, the City Council approved a contract with New City America to work with property owners to investigate and assist in the formation of a new Uptown Whittier Community Benefit District (CBD). As part of that effort, the undersigned property owners have reviewed and endorsed that the attached survey be sent to many Uptown property owners. Upon establishment of a district, the City Council has allocated approximately \$12.5 million for infrastructure improvements entirely in Uptown for projects such as a new parking structure, sewer and water capacity improvements, and streetscape planning and improvements. In addition, as a property owner in Uptown, the City of Whittier would also contribute into a new district.

We are now seeking to obtain feedback from Uptown Whittier property owners and are **requesting that you complete the attached survey in order for us to gauge your conceptual support for a proposed Uptown Whittier Community Benefit District (CBD)** which would fund improvements and services over and above those currently provided by the City of Whittier.

As fellow property owners, we seek to gather information regarding the type of special benefit services and improvements that most interest us all. Any special benefit assessments paid by property owners will go for the sole purpose of improving the areas surrounding those properties. The CBD funds cannot, by law, be used outside of the new district boundaries.



Corporate Office ■ Little Italy ■ 710 W. Ivy Street ■ San Diego, CA 92101 ■ Fax 619-239-7105
San Francisco Bay Area Office ■ 954 Lee Avenue ■ San Leandro CA ■ 94577 ■ 888 356-2726
New England Office: 42 Pearl Street ■ New Bedford MA ■ 02740
mail@newcityamerica.com ■ www.newcityamerica.com ■ Facebook: New City America, Inc.

Please take time to complete the survey and provide us your opinion no later than Thursday, April 14th, 2016. The survey is short and easy and there are multiple ways to take it.

- Go to www.newcityamerica.com and click on “New Districts/Surveys” then click on the Uptown Whittier Survey Monkey link.
- Complete the attached two page form and:
 - fax it to (619) 239-7105
 - Scan and e-mail it to monica@newcityamerica.com
 - Or mail it in the enclosed self-addressed stamped envelope to:
New City America, 710 W. Ivy Street, San Diego, CA 92101

The survey is an important and necessary first step in the investigation process which will enable us to set the proposed boundaries of the district and prioritize the special benefits desired by the property owners. Based on the results of the survey, a determination regarding the feasibility of moving forward with a CBD will be made by the CBD Steering Committee and Whittier City Council. In the future, the survey will also help us develop an initial benefit service plan and cost estimates. **It is important to remember that this is a property owner driven initiative – in other words, you and the other Uptown property owners decide what services and improvements you value and if you are willing to pay for them.**

Forming a CBD has proven to increase property values and economic vitality in many communities throughout California and the nation, including: Los Angeles, Glendale, San Diego, Berkeley, and Salinas. Uptown Whittier already contains tremendous assets, many of which are listed in the attached Fact Sheet. A primary objective of this process is to enhance and build upon those assets to take Uptown to the next level of revitalization.

At this time it is not possible to provide specific information regarding the cost of any assessment. Assessments will be based on the planned services and improvements and take into consideration the linear frontage of your parcel, parcel size, and building square footage. The CBD Steering Committee and Whittier City Council will determine the costs to each and every benefitting parcel, if they have collectively made the determination that support exists to move to the CBD formation phase the summer of 2016.

Assuming a package of benefits and the costs are established and supported by the property owners, there are two additional pivotal points in the months-long process at which you and all Proposed Uptown CBD property owners will be asked to weigh in. A petition drive endorsing the plan and a mail ballot vote to establish the district anticipated to occur in the Fall of 2016. There would also be a future public hearing on the matter, should it proceed.

A separate Overview document is attached for your reference and may provide some additional answers to the frequently asked questions.

The survey results will be summarized and used for the CDB process. Please contact our consultant, Marco Li Mandri at (888) 356-2726 or by e-mail Marco at marco@newcityamerica.com should you have any additional questions regarding the survey or the creation of the proposed Uptown Whittier

Community Benefit District. For more information regarding the CBD from the City of Whittier's perspective, please contact Ben Pongetti, Development Project Manager, City of Whittier, at (562) 567-9320 or by e-mail at: bpongetti@cityofwhittier.org .

Sincerely,

The Uptown Whittier CBD Steering Committee:

Daniel Akarakian
Akarakian Theatres Inc. Owner of
7036 to 7058 Greenleaf Avenue
(Whittier Village Cinema
Building)

Ramon Arteaga
Owner of 6735 Greenleaf Avenue
(Mimo's Café)

Ray Boulos
Owner of 6511 Greenleaf Avenue
(Sage Restaurant) and Business
Owner of 6757 Greenleaf Avenue
(Rocky Cola Café)

Cindy Chiu, Manager
Owner of 7200-7202 Greenleaf
Avenue
(Wells Fargo Office Building)

Phil Duarte
Owner of 6729 and 6731
Greenleaf Avenue
(Amachi Restaurant)

James Dunkelman
Vice President for Finance and
Administration
Whittier College

Javier Jimenez
Owner of 6755 Bright Avenue
(Seta Restaurant and Office)

John Hsu, MBA, CPM, CCIM
Chief Executive Officer
STC Management,
Owner of 13006 Philadelphia
Street (Nixon Plaza)

Dave Klinger,
Vice President
Facilities and Real Estate
PIH Health
Owner of 6557 Greenleaf Avenue
(PIH Heath Office)

Terry Lee,
Owner Representative,
Owner of 7320 Greenleaf Avenue
(Radisson Hotel)

Donald J. Lomont
Owner of property at 7007
Greenleaf Avenue
(Steve's BBQ and Pho and Roll
Restaurants)

Manuel Orozco,
Owner of 6558 Greenleaf Avenue
(Supermex Restaurant)

Robert Whittenberg
Director of Business Operations
Whittier Union High School
District
(Whittier High School)

**SURVEY OF UPTOWN WHITTIER PROPERTY OWNERS
PURSUANT TO THE INVESTIGATION AND FORMATION OF A
UPTOWN WHITTIER COMMUNITY BENEFIT DISTRICT**

Please respond by April 14th, 2016

*You may also complete this survey online at www.newcityamerica.com
(click on "New Districts/Surveys" and select the Uptown Whittier Survey Monkey link)*

GENERAL QUESTIONS

1. How long have you owned your property at this address in Uptown Whittier?
 - a. Less than 2 years
 - b. 3 - 9 years
 - c. 10 - 24 years
 - d. 25 - 49 years
 - e. 50 or more years

2. Do you believe that the image of Uptown Whittier as portrayed in the media over the past few years has had any impact on your property values?
 - a. Yes, positive
 - b. Yes, negative
 - c. Not at all
 - d. No opinion

PUBLIC SAFETY

3. In terms of security and public safety, do you feel that Uptown Whittier is.....?
 - a. Safe & orderly
 - b. Relatively safe, may suffer from unsafe image
 - c. Unsafe

4. Would you support *property owner funded* special benefit safety ambassadors for Uptown Whittier?
 - a. Yes
 - b. No
 - c. No Opinion

5. Would you support *property owner funded* special benefit services to respond to homeless, panhandling, and loitering issues within the Uptown?
 - a. Yes
 - b. No
 - c. No Opinion

BEAUTIFICATION AND CLEANLINESS

6. Would you support *property owner funded* regular sidewalk and gutter sweeping services and more frequent pressure washing of Uptown sidewalks?
 - a. Yes
 - b. No
 - c. No Opinion

7. Would you support *property owner funded* planting, trimming and maintenance of trees, flowers and shrubs throughout the Uptown area to beautify the community?
 - a. Yes
 - b. No
 - c. No Opinion

CAPITAL IMPROVEMENTS

8. Would you support *property owner funded* streetscape capital improvements, including items such as curb, gutter, sidewalk, special street lighting, street tree succession, street furniture and amenities, and wayfinding signage?
 - a. Yes
 - b. No
 - c. No Opinion

ECONOMIC DEVELOPMENT AND MARKETING

- 9. Would you support *property owner funded* marketing and promotions campaigns to bring new business and attract new tenants to Uptown Whittier?
a. Yes b. No c. No Opinion

- 10. Would you support *property owner funded* special events to improve the identity and bring positive attention to the Uptown?
a. Yes b. No c. No Opinion

- 11. Would you support *property owner funded* public relations, social media, and branding efforts to improve the identity and bring positive attention to the Uptown?
a. Yes b. No c. No Opinion

- 12. Would you support *property owner funded* parking mitigation and strategies to improve the parking experience of customers, such as valet or leasing of office parking spaces for evening hours?
a. Yes b. No c. No Opinion

- 13. Would you be interested in serving on the Uptown Whittier CBD Steering Committee to assist with the potential development of a CBD plan over the next few months?
a. Yes b. No c. No Opinion

- 14. Are there other services or improvements not listed above that you would support with *property owner funding*?

Property Owner Name: _____
Authorized Representative's Name: _____
Property Site Address(es): _____
Mailing Address: _____
Phone: _____ E-Mail: _____

Please return the completed survey in the enclosed by Thursday, April 14th, 2016, in the self-addressed envelope, or you may fax it to (619) 239-7105 or scan and e-mail it to *monica@newcityamerica.com*

THANK YOU FOR TAKING THE TIME TO COMPLETE THIS SURVEY

UPTOWN FACT SHEET

Assets currently found in Uptown Whittier:

- Former Redevelopment Agency Bond proceeds of approximately \$12.5 million anticipated to be invested in the next 1-3 years contingent upon approval of new CBD. These improvements include: new parking structure (design underway), streetscape plan (design underway), sewer/water infrastructure capacity upgrades, installation of multi-space parking meters, development of 3.4-acre former Alpha Beta site at Comstock and Bailey.
- City-owned properties and other vacant lots present significant future housing and commercial development opportunities
- Blossoming Dining Destination with many highly rated restaurants
- Attractive boutique retail establishments along with a movie theatre and other entertainment venues
- 202-room Radisson Hotel
- Highly walkable street pattern and urban environment with 90+ Walkscore.com ratings
- Puente Hills Habitat Preservation Area nearby for hiking and biking
- Greenway Trail biking and walking path
- Great mixture of commercial, residential, public, and educational land uses
- Whittier College (1,700 students) and Whittier High School (2,500 students) and associated event venues such as the Ruth B. Shannon Center for the Performing Arts and the Vic Lopez Auditorium
- Unique and interesting historic buildings add community character
- Great tree-lined neighborhoods with diversity of population
- Uptown Whittier Specific Plan and Uptown Whittier Parking Management Plan with corresponding implementation strategies that include substantial new development potential and value

And below are some assets in City of Whittier as a whole:

- Livability.com ranked Whittier among the top 100 places to live in the nation
- All-America City – Nomination for 2014
- Great medical services, including nationally ranked PIH Health
- Fiscally prudent City
- Strong K-12 schools
- City-run police force with officers that truly care about the community – many live in town
- Potential Goldline – Eastside Transit Corridor Phase 2 – Proposed terminus in Whittier near Lambert and Washington