



NOTICE OF PUBLIC HEARING AND ASSESSMENT BALLOT PROCEEDING

TO:

Assessor's Parcel No.

FROM:

John Arntz, Director
Department of Elections
City and County of San Francisco

SUBJECT:

Notice of Public Hearing and Assessment Ballot Proceeding to consider the establishment of the property-based special assessment district, to be known as the "Civic Center Community Benefit District"

The purpose of this notice is to provide you with information about an assessment ballot proceeding and public hearing being conducted by the Board of Supervisors, and its effect on real property that you own. This notice is being sent to you in accordance with Resolution No. 514-10, passed by the Board of Supervisors (a copy of which is enclosed), California Government Code Section 53753, and California Constitution Article XIID Section 4(c).

Please be advised of the following:

- The Board of Supervisors will hold a public hearing on the proposed assessment at 3:00 p.m. on January 4th, 2011 or as soon thereafter as the matter may be heard, in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. At this hearing, the Board will hear testimony regarding the proposed assessment. The reason for the assessment is to establish the property-based business improvement district (community benefit district) to be known as the "Civic Center Community Benefit District". The annual assessments would last for 10 years, the services will be implemented through June 30, 2021.
- The proposed Civic Center Community Benefit District contains approximately 654 identified parcels, located on approximately 35 whole or partial blocks in the City Hall and Civic Center Plaza Street area, including the adjacent portion of Market Street. The District is generally bounded: on the North by Turk Street; on the East by a varying boundary along Hyde, Larkin and Ninth Streets; on the South by and including the South side of Market Street; and on the West by the West side of Franklin Street. It also includes both sides of Grove, Ivy and Hayes Streets westward to Gough Street.

Within the Civic Center CBD there are three separate benefit zones, established to reflect different levels of service provided. Zone 1 generally encompasses the North side of McAllister Street to the South side of Turk Street, from Larkin Street in the East (where it adjoins the Tenderloin Community Benefit District) to the properties on the West side of Franklin Street, and extending South to include the Ballet building midway in the block between Fulton and Grove Streets.



Zone 2 generally encompasses the Civic Center Plaza, the Asian Art Museum, the Main Library, Bill Graham Auditorium, Symphony Hall, the Opera House, the War Memorial Building, the Performing Arts Garage, plus properties along Grove, Ivy and Hayes Streets West to Gough Street, and properties on both sides of Van Ness Avenue extending South to Market Street.

Zone 3 generally encompasses Polk Street South of Lech Walesa Street, Fox Plaza, Fell Street, Hickory Street, Oak Street West to Franklin Street, and both sides of Market Street from Ninth Street to Franklin Street.

Reference should be made to the detailed maps and the lists of parcels identified by Assessor Parcel Number that are contained in the Management District Plan, in order to determine which specific parcels are included in the Civic Center Community Benefit District, and in each zone.

- The Civic Center Community Benefit District will fund the following services:
 - 1) Safety Program
 - 2) Advocacy
 - 3) Beautification
 - 4) Cleaning and Maintenance
 - 5) Administration
 - 6) Public Space and Sidewalk Activation
- Examples of services and improvements to be funded under the budget category “Safety Program” in all service zones include: Four full time uniformed Community Service Ambassadors (CSAs) five days a week or an equivalent, dispatch service, coordination with public safety agencies, and private building security staff. Additional services in zone 2 include four additional uniformed Community Service Ambassadors during night and evening hours, for 200 evenings per year or an equivalent.
- Examples of services and improvements to be funded under the budget category “Advocacy” in all service zones include: District Staff Director who will coordinate a process for regular exchange of information among Civic Center stakeholders, development of a website, and production of a regular newsletter directed towards District merchants, organizations, property owners, and members of the media. Advocacy will also include participating in community meetings, coordinating information between City agencies and Civic Center stakeholders related to events and issues affecting the area, speaking at hearings, and raising additional resources and investments.
- Examples of services to be funded under the budget category “Beautification” in all service zones include: capital improvements such as wayfinding signage, sidewalk lighting and other streetscape improvements. Flower baskets and other greening throughout the District.



- Examples of services to be funded under the budget category “Cleaning and Maintenance” in all service zones include: On-call maintenance services for graffiti removal, washing down sidewalks, and emergency spills. Additional Services in Zone 3 only, include Daily Cleaning and Maintenance to be provided by one maintenance worker to sweep sidewalks and remove graffiti.
- Examples of services to be funded under the budget category “Administration” in all service zones include: Staff such as an Full Time Executive Director, or equivalent, dispatch service and all administrative support functions to supervise and implement district services including fundraising for projects within the district.
- Examples of services to be funded under the budget category “Public Space and Sidewalk Activation” will occur in zone 2 only and will include: Public Space and Sidewalk Activation to be provided in Civic Center Plaza, Fulton Mall, and on sidewalks throughout Zone 2, through activities such as free music performances or performing arts.
- The proposed fiscal year 2011-2012 assessment for your parcel is \$ _____. The duration of the assessment district is 10 years, the authority to levy assessments on your property would be ten (10) years, with services to be implemented July 1, 2011 through June 30, 2021. The Civic Center CBD assessment will appear as a separate line item on the property tax bill. The final assessment would be collected on your property tax bill for fiscal year 2020-2021. The City will directly bill any Assessor’s Parcels which do not regularly receive a property tax bill from the City. The amount of the annual assessment for years 2 through 10 would be subject to annual adjustment by an amount not to exceed the change in the Consumer Price Index for All Urban Consumers in the San Francisco-Oakland-San Jose Consolidated Metropolitan Statistical Area, or 3%, whichever is less. The amount of your assessment could also be reduced in a subsequent fiscal year if the amount collected during the prior fiscal year exceeded the costs incurred of providing authorized services in the district. In such a case, your assessment for the subsequent year would be reduced by the share of the excess funds collected that is allocable to your property.
- The total amount chargeable to the entire assessment district would be \$736,530 in the first year. The total amount assessed to the entire assessment district over the life of the district (*assuming the maximum annual CPI adjustment of 3% in years 2 through 10*) would be \$8,443,491. The maximum amount assessed to the entire assessment district for each of the ten fiscal years is set forth in the following table.

TOTAL MAXIMUM AMOUNT OF ASSESSMENTS ON ALL PARCELS INCLUDED IN THE PROPOSED DISTRICT FOR EACH FISCAL YEAR, ASSUMING MAXIMUM ANNUAL CPI INCREASE OF 3% IN YEARS 2 THROUGH 10 ONLY



Fiscal Year	Total Maximum Annual Assessment Revenue(1)
2011/12	736,530
2012/13	758,626
2013/14	781,385
2014/15	804,826
2015/16	828,971
2016/17	853,840
2017/18	879,455
2018/19	905,839
2019/20	933,014
2020/21	961,005
Total Maximum Assessment Revenue	\$8,443,491

(1) The total maximum amount assessed to property owners within the Civic Center CBD each Fiscal Year.

- The first year annual assessment rate for each parcel is calculated at

Building Size Classification	Parcel Land Use	Building Square Footage	Building Size Classification Multiplier
1	Residential	All Square Footages	0.50
2	Non-Residential	Less than 10,000	1.00
3	Non-Residential	10,000 - 19,999	1.50
4	Non-Residential	20,000 - 49,999	3.00
5	Non-Residential	50,000 - 99,999	6.00
6	Non-Residential	100,000 - 299,999	20.00
7	Non-Residential	300,000 – 499,999	40.00
8	Non-Residential	Greater than 500,000	60.00

Assessment Classification Description	Fiscal Year 2011/12 Assessment Rate
Linear Street Frontage for all Assessor's Parcels	\$7.05 per Linear Street Foot
Additional Linear Street Frontage for all Zone 1 Assessor's Parcels	\$0.00 per Linear Street Foot (total of \$7.05 per Linear Street Foot)
Additional Linear Street Frontage	\$3.04



for all Zone 2 Assessor's Parcels	per Linear Street Foot (total of \$10.09per Linear Street Foot)
Additional Linear Street Frontage for all Zone 3 Assessor's Parcels	\$6.41 per Linear Street Foot (total of \$13.46 per Linear Foot)
Building Size Classification Multiplier for all Assessor's Parcels	\$178.86 per Building Size Classification (total of \$178.86 per Bldg. Size Classification)
Additional Building Size Classification Multiplier for all Zone 1 Assessor's Parcels	\$0.00 per Building Size Classification (total of \$178.86 per Bldg. Size Classification)
Additional Building Size Classification Multiplier for all Zone 2 Assessor's Parcels	\$104.73 per Building Size Classification (total of \$283.59 per Bldg. Size Classification)
Additional Building Size Classification Multiplier for all Zone 3 Assessor's Parcels	\$129.45 per Building Size Classification (total of \$308.31 per Bldg. Size Classification)

- In accordance with Section 67.7-1 of the San Francisco Administrative Code, persons who are unable to attend the hearing on this matter may submit written comments to the City prior to the time the hearing begins. These comments will be made a part of the official public record in this matter, and shall be brought to the attention of the Board of Supervisors. Written comments should be addressed to Angela Calvillo, Clerk of the Board, San Francisco Board of Supervisors, Room 244, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102.

ASSESSMENT BALLOT PROCEDURES

Enclosed with this notice, you will find an assessment ballot. Please follow the directions on the assessment ballot to express your view on the proposed assessment. The following is a summary of the procedures governing the return and tabulation of ballots. More detailed information concerning the ballot procedures is set forth in the enclosed "Procedures for the Completion, Return and Tabulation of Ballots," which is also available on the City's website at www.sfelections.org.

1. You may mail or deliver your ballot to the Director of Elections at the Post Office Box location shown on the ballot, or submit the ballot in person at the Department of Elections, located at City Hall Room 48.
2. Ballots may be sent or delivered to the Director of Elections at any time, but **MUST** be received by the Director of Elections not later than the conclusion of the public input portion



of the public hearing on January 4, 2011 in the Board's Legislative Chambers, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102, scheduled to commence at 3 p.m. or as soon thereafter as the matter may be heard. Depending on the nature and extent of public testimony, the public input portion of the hearing may not be concluded on that date, but may instead be continued to a later date. At any time prior to the conclusion of the public input portion of the hearing, you may withdraw your ballot and submit a new or changed ballot in place of the ballot previously submitted. If the public input portion of the hearing is continued to a later date, the deadline for submission of ballots will likewise be extended until the close of public input on that date.

3. The Director of Elections will pick up mailed ballots at 12 o'clock noon from the designated Department of Elections Post Office box on the date scheduled for the public hearing. To ensure that mailed ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing, mailed ballots must be received by the Director of Elections by 12 o'clock noon on January 4, 2011. Mailed ballots received after 12 o'clock noon on the date scheduled for the public hearing will only be counted if the public input portion of the hearing is continued to a later date and the ballots are received by the Director of Elections prior to the conclusion of the public input portion of the hearing.
4. Only ballots with original signatures - not photocopies of signatures - will be accepted.
5. The Director of Elections will not accept or tabulate a ballot:
 - which is a photocopy without an original signature;
 - which is unsigned;
 - which lacks an identifiable "yes" or "no" vote; or
 - which appears to have been tampered with based upon its appearance or method of delivery.
6. The assessment ballot shall be treated as a disclosable public record during and after the tabulation of the assessment ballots.
7. At the conclusion of the public input portion of the public hearing, the Director of Elections will tabulate the ballots, including those received during the public input portion of the public hearing. If the number of ballots received at the hearing is such that it is not feasible to accurately tabulate the ballots that day, the Board of Supervisors may continue the meeting to a later date for the purpose of obtaining the final tabulation.
8. The Board of Supervisors will not 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. Ballots shall be weighted according to the proposed financial obligation of the affected property.

Should you have any questions, please call or write to: Mr. Cuong Quach, Department of Elections, Room 48, City Hall, 1 Dr. Carlton B. Goodlett Place, San Francisco, California, 94102. Telephone: (415) 554-4342.