[Resolution of Intention to Form the Ocean Avenue Community Benefits District]

Resolution (1) declaring the intention of the Board of Supervisors to establish a property-based business improvement district (community benefit district) to be known as the "Ocean Avenue Community Benefits District" and levy a multi-year assessment on identified parcels in the district, (2) approving the management district plan and engineer's report and proposed boundaries map for the district, (3) ordering and setting a time and place for a public hearing thereon, (4) approving the form of the Notice of Public Hearing and Assessment Ballots, and (5) directing the Clerk of the Board of Supervisors to give notice of the public hearing and balloting as required by law.

WHEREAS, The Property and Business Improvement District Law of 1994, Part 7 of Division 18 of the California Streets and Highways Code, commencing with Section 36600 (the "Law"), authorizes cities to establish property and business improvement districts within business districts to promote the economic revitalization and physical maintenance of such business districts; and

WHEREAS, Section 36603 of the Law recognizes the authority of Charter cities to adopt ordinances providing for different methods of levying assessments for similar or additional purposes from those set forth in the Law; and

WHEREAS, Article 15 of the San Francisco Business and Tax Regulation Code ("Article 15") augments certain procedural and substantive requirements relating to the formation of property and business improvement districts and the assessments on real property or businesses within such districts; and

WHEREAS, The Law and Article 15 authorize the City to levy and collect assessments
on real property within such districts for the purpose of providing improvements and promoting
activities and property-related services that specially benefit identified parcels of real property
located within such districts; and

WHEREAS, Article XIIIID of the California Constitution and Section 53753 of the
California Government Code impose certain procedural and substantive requirements relating
to assessments on real property; and

WHEREAS, The Law and Article 15 impose additional procedural and substantive
requirements relating to assessments on real property within a proposed property and
business improvement district, also known as a community benefit district ("CBD"); and

WHEREAS, The Board of Supervisors finds that the property-related services, activities
and improvements to be funded with assessments on real property within the proposed district
will confer substantial special benefits on the assessed properties over and above the general
benefits to the public at large from such services, activities and improvements; and

WHEREAS, The property owners who will pay more than 30 percent of the total
amount of assessments on properties within the proposed district signed and submitted to the
Clerk of the Board of Supervisors a petition (the "Petition") requesting that the Board of
Supervisors establish a property-based community benefit district to be named the "Ocean
Avenue Community Benefits District," and to levy assessments on properties located in the
proposed district to fund property-related services, activities and improvements within the
district; and

WHEREAS, A Management District Plan entitled the "Ocean Avenue Community
Benefits District Management District Plan" containing information about the proposed district
and assessments required by Section 36622 of the Law, including but not limited to maps
showing all identified parcels located in the district, a description of the boundaries of the
district, the name of the district, the amount of the proposed assessment for each identified

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parcel, the total annual amount chargeable to the entire district, the duration of the payments, the property-related services, activities and improvements to be funded by the assessments for each year and the maximum cost thereof, the method and basis upon which the assessments are calculated in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property, a statement that no bonds will be issued, the time and manner of collecting the assessments, and a list of the properties to be assessed (including assessor parcel numbers), has been submitted to the Clerk of the Board of Supervisors, with an amended plan submitted September 22, 2010; and

WHEREAS, A detailed engineer's report supporting the assessments within the proposed district, prepared by K. Dennis Klingelhofer, California Registered Professional Engineer No. C 50255, dated March 11, 2010, entitled "Ocean Avenue Community Benefits District, Engineer's Report," has been submitted to the Clerk of the Board of Supervisors, with an amended report submitted September 22, 2010; and

WHEREAS, A Proposed Boundaries Map has been submitted to the Clerk of the Board of Supervisors pursuant to California Streets and Highways Code §3110;

Now, therefore, be it

RESOLVED, That the Board of Supervisors declares as follows:

Section 1. Pursuant to Section 36621(a) of the Law and Article 15, the Board of Supervisors declares its intention to form a property and business improvement district to be designated as the "Ocean Avenue Community Benefits District" (the "District") for a period of fifteen (15) years, and to levy and collect assessments against all identified parcels of real property in the District for a period of fifteen (15) years, commencing with fiscal year 2010-2011, subject to approval by a majority of the property owners in the District who cast assessment ballots, which ballots shall be weighted according to the proportional financial

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obligations of the affected properties. No bonds will be issued. District operations will
commence on or about January 1, 2011, following collection of the assessments for fiscal
year 2010-2011 and disbursement of the assessment proceeds to the nonprofit owners'
association that will administer the property-related services, activities and improvements in
the District pursuant to Section 36651 of the Law and a written agreement with the City.

Section 2. The Board of Supervisors hereby approves the Management District Plan
and District Assessment Engineer's Report as each amended September 22, 2010, including
the estimates of the costs of the property-related services, activities and improvements set
forth in the plan, and the assessment of said costs on the properties that will specially benefit
from such services, activities and improvements. A copy of the Management District Plan and
the District Assessment Engineer's Report, as each amended September 22, 2010, are on file
with the Clerk of the Board of Supervisors in File No. 100991. The Clerk of the Board
shall make the Management District Plan, District Assessment Engineer's Report and other
documents related to the District and included in the record before the Board of Supervisors
available to the public for review during normal business hours, Monday through Friday 8:00
a.m. through 5:00 p.m., excluding legal holidays.

Section 3. The Board of Supervisors hereby approves the Proposed Boundaries
Map showing the exterior boundaries of the District, which is on file with the Clerk of the Board
of Supervisors in File No. 100991 and incorporated herein by reference. The
proposed District contains approximately 148 identified parcels in the Ocean Avenue area.
The exterior boundaries of the District include all parcels on both sides of the street unless
otherwise noted, as follows: those properties that front Ocean Avenue from Manor Drive on
the west, running along Ocean Avenue to Interstate 280.
Within the Ocean Avenue CBD, there are two separate benefit zones established in order to reflect the different levels of service provided:

Zone 1 includes properties fronting the northern side of Ocean Avenue from Manor Drive on the west to Phelan Avenue on the east. Zone 1 also includes the properties fronting the south side of Ocean Avenue from Victoria Street on the west to Geneva Avenue on the east. There are currently 145 properties located within Zone 1. The properties consist of a variety of different land use types such as commercial, non-profit, religious, public, and residential.

Zone 2 includes three properties located east of Geneva Avenue and Phelan Drive to Interstate 280; designated as Assessor’s Parcels 3179 -010, 6946 -061, and 6948 -023. The three properties in Zone 2 include the portion of the San Francisco City College Ocean Avenue campus and Lick Wilmerding High School that front Ocean Avenue, and a City owned median, landscaped property located at the intersection of Ocean Avenue and Geneva Avenue. Zone 2 does not include any of the Assessor’s Parcels within Assessor’s Block 6947. In comparison to Zone 1, Zone 2 receives a reduced level of improvements, services, and activities.

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 Ocean Avenue Community Benefits District.

Section 4. A public hearing on the establishment of the District, and the levy and collection of assessments starting with fiscal year 2010-2011 and continuing through fiscal year 2024-2025, shall be conducted before the Board of Supervisors on November 16, 2010 at 3:00 p.m., 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 public hearing, the Board of Supervisors will hear public testimony regarding the proposed formation of the District, assessments, boundaries of the District, including testimony from all interested persons for or against establishment of the District, the extent of the District, the levy of the assessments, the furnishing of specific types of property-related services, improvements and activities, and other matters related to the District. The Board of Supervisors may waive any irregularity in the form or content of any written protest, and at the public hearing may correct minor defects in the proceedings. All protests submitted by affected property owners and received prior to the conclusion of the public testimony portion of the public hearing shall be tabulated to determine whether a majority protest exists.

Section 5. The Board of Supervisors hereby approves the form of the Notice of Public Hearing and Assessment Ballot which are on file with the Clerk of the Board of Supervisors in File No. 100991.

Section 6. The proposed property-related services, improvements or activities for the District include two principal programs: a Cleaning, Maintenance, and Safety program; and a Marketing, Streetscape, and Beautification program. In addition, there will be a Management and Operations component.

A. Cleaning, Maintenance, and Safety Program:

The Cleaning, Maintenance, and Safety Program includes continuous sidewalk sweeping, refuse removal, regularly scheduled steam cleaning, pressure washing, graffiti removal, tree pruning and watering, tree well weeding with crushed granite replenishment, and a variety of safety services efforts. A team of maintenance and safety workers will carry out these tasks for each benefit zone, summarized as follows:

Benefit Zone 1 District services, improvements, and activities will include, but are not limited to:
• Regular sidewalk cleaning including but not limited to steam cleanings, sweeping, hot water scrubbing and cleaning of the Municipal Railway boarding islands as needed, and the Phelan Loop Bus Turn-Around Pedestrian layover areas.

• Graffiti removal.

• Paint over major graffiti attacks, approximately 6 times per year (ground or second floor).

• Sidewalk, gutter, and tree well sweeping and trash removal (daily).

• Utility pole/box flyer and mastic tape removal and graffiti removal as required.

• Tree well weeding (quarterly) and crushed granite replenishing as needed.

• Small tree pruning – approximately 20 to 36 times per year, prune for shape and for air circulation.

• Large tree pruning - approximately 6 to 12 times per year, prune for shape and air circulation.

• Tree watering, every 3 weeks during the dry season.

• Tree trunk graffiti removal using soapy water and wire brushes, as needed.

• Gardening and maintenance of Phelan Loop corner landscaped public garden, including trash removal (weekly).

• Landscape maintenance of Phelan Bus turnaround.

• Corridor safety, to include way-finding, assistance to visitors, ambassadors/guides/security that promote citizen efforts through assistance in crime prevention, provide street population/homeless with social services information; and continued collaboration with SFPD on crime prevention and pedestrian safety.
Benefit Zone 2 services, improvements and activities will include, but are not limited to:

- Regular sidewalk cleanings, at approximately a 50% reduced frequency of Zone 1, including but not limited to steam cleanings, sweeping, hot water scrubbing and cleaning of the Municipal Railway boarding islands as needed, and the Phelan Loop Bus Turn-Around Pedestrian layover areas.
- Sidewalk, gutter, and tree well sweeping and trash removal (3 days per week).
- Utility pole/box flyer and mastic tape removal and graffiti removal as required.
- Weed removal within 10 feet of sidewalk, tree well weeding (quarterly) and crushed granite replenishing as needed.
- Small tree pruning – approximately 10 to 18 times per year, prune for shape and for air circulation.
- Large tree pruning - approximately 3 to 6 times per year, prune for shape and air circulation.
- Corridor safety, to include way-finding, assistance to visitors, ambassadors/guides/security that promote citizen efforts through assistance in crime prevention, provide street population/homeless with social services information; and continued collaboration with SFPD on crime prevention and pedestrian safety.

B. Marketing, Streetscape Improvements, and Beautification Program:

Marketing, Streetscape, and Beautification program services and activities can include, but are not limited to:

- Advocacy.
- Beautification.
- Capital improvements.
- Business retention activities.
• Newsletters, advertisements, brochures, and website.
• Holiday decorations.
• Concerts, street festivals and other special events.
• Banners and other public art.

C. Management and Operations

The Management and Operations component will focus on community relationships, involvement, and support. Regular activities and initiatives that will support this task include:

• A dedicated Ocean Avenue part-time executive director who will serve as a focal point person and advocate for Ocean Avenue

• Office expenses including accounting, rent, utilities, office supplies, insurance, legal, and other professional services

• Grant applications and facilitation, including safety related efforts.

Section 7. Within the area encompassed by the proposed District, the City currently provides services at the same level provided to other similar areas of the City. It is the intent of the Board of Supervisors to continue to provide the area encompassed by the District with the same level of services provided to these other similar areas of the City. The establishment of the District will not affect the City’s policy to continue to provide the same level of service to the areas encompassed by the District as it provides to other similar areas of the City during the duration of the District.

Section 8. The annual assessment proposed to be levied and collected for the first year of the District (fiscal year 2010-2011) is estimated to be $239,578. The amount of the annual assessment to be levied and collected for years four through fifteen (fiscal years 2011-2012 through 2024-2025) may be increased from one year to the next by a percentage that does not exceed either the change in the Consumer Price Index for All Urban Consumers in the San Francisco-Oakland-San Jose Consolidated Metropolitan Statistical Area, or three
percent (3%), whichever is less.

Section 9. The Clerk of the Board is directed to give notice of the public hearing as provided in California Streets and Highways Code Section 36623, California Government Code Section 53753, California Constitution Article XIII D Section 4, San Francisco Charter Section 16.112, and San Francisco Administrative Code Section 67.7-1.
Resolution (1) declaring the intention of the Board of Supervisors to establish a property-based business improvement district (community benefit district) to be known as the "Ocean Avenue Community Benefits District," and levy a multi-year assessment on identified parcels in the district; (2) approving the management district plan and engineer's report and proposed boundaries map for the district; (3) ordering and setting a time and place for a public hearing thereon; (4) approving the form of the Notice of Public Hearing and Assessment Ballots; and (5) directing the Clerk of the Board of Supervisors to give notice of the public hearing and balloting as required by law.

September 28, 2010 Board of Supervisors - ADOPTED
Ayes: 10 - Alioto-Pier, Avalos, Campos, Chiu, Chu, Daly, Duffy, Elsbernd, Mar and Maxwell
Excused: 1 - Mirkarimi

I hereby certify that the foregoing Resolution was ADOPTED on 9/28/2010 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Mayor Gavin Newsom

Date Approved