



## **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 "Ocean Avenue Community Benefits 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. 437-10, 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 November 16th, 2010 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 "Ocean Avenue Community Benefits District". The annual assessments would last for 15 years, the services will be implemented through June 30, 2025. The boundaries of the Ocean Avenue Community Benefits District are described in the enclosed Resolution passed by the Board of Supervisors.
- The Ocean Avenue Community Benefits District will fund the following services:
  - 1) Cleaning, Maintenance and Safety Program
  - 2) Marketing, Streetscape Improvements, and Beautification Program
  - 3) Management and Operations
- Examples of services and improvements to be funded under the budget category "Cleaning, Maintenance and Safety Program" include: 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.



- Examples of services and improvements to be funded under the budget category “Marketing, Streetscape Improvements, and Beautification Program” include: advocacy, beautification, capital improvements, business retention activities, newsletters, advertisements, brochures, district website promotion, holiday decorations, concerts, street festivals and other special events, banners and public art.
- Examples of services to be funded under the budget category “Management and Operations” include: a dedicated Ocean Avenue part-time executive director who will serve as a focal point person and advocate for Ocean Avenue, and who will build community relationships, involvement, and support and will oversee the services and fundraising for district related efforts.
- The proposed fiscal year 2010-2011 assessment for your parcel is \$\_\_\_\_\_. The duration of the assessment district is 15 years, the authority to levy assessments on your property would be fifteen (15) years, with services to be implemented January 1, 2011 through June 30, 2025. The Ocean Avenue CBD assessment will appear as a separate line item on the property tax bill; except that for Fiscal Year 2010/11 only, the City will send out a separate direct bill to each property owner for payment of the assessment amount. The final assessment would be collected on your property tax bill for fiscal year 2024-2025. 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 4 through 15 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 a maximum of 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 \$239,578 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 4 through 15*) would be \$4,220,835. The maximum amount assessed to the entire assessment district for each of the five 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 4 THROUGH 15 ONLY**

<b>Fiscal Year</b>	<b>Total Maximum Annual Assessment Revenue(1)</b>
2010/11	\$239,578
2011/12	239,578
2012/13	239,578



2013/14	246,765
2014/15	254,168
2015/16	261,793
2016/17	269,647
2017/18	277,737
2018/19	286,069
2019/20	294,651
2020/21	303,490
2021/22	312,595
2022/23	321,973
2023/24	331,632
2024/25	341,581
<b>Total Maximum Assessment Revenue</b>	<b>\$4,220,835</b>

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

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

<b>Zone 1 - Assessment Category Description</b>	<b>Fiscal Year 2010/11 Assessment Rate</b>
Linear Street Frontage for Assessor's Parcels designated as: Commercial Property Use Residential Property Use Public Property Use Phelan Loop Parcel and Reconfigured Parcel Uses	\$26.28 per Linear Street Foot
Linear Street Frontage for Assessor's Parcels designated as: Non-Profit Service Organization Property Use or Religious Institutional Property Use	\$21.00 per Linear Street Foot
Building Square Footage for Assessor's Parcels designated as: Commercial Property Use	\$0.111 per Building Square Foot
Lot Square Footage for Assessor's Parcels designated as: Commercial Property Use	\$0.0276 per Lot Square Foot
Lot Square Footage for Phelan Parcel Corner Landscaped Garden & Phelan Parcel Bus Turnaround	\$1.31 per Lot Square Foot
Lot Square Footage for Phelan Parcels Fronting and Accessed off of the Phelan Plaza* <i>*Will only take effect following the construction of the individual proposed developments including the Phelan Plaza, Phelan mixed use housing and expanded City College developments.</i>	\$0.0574 per Lot Square Foot

<b>Zone 2 - Assessment Category Description</b>	<b>Fiscal Year 2010/11 Assessment Rate</b>
Linear Street Frontage for Assessor's Parcels designated as: Educational Institutional Property Use Public Property Use	\$13.90 per Linear Street Foot



- 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](http://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 November 16, 2010 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 November 16, 2010. 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.