



Fillmore Community Benefit District Management Plan

Prepared by the Fillmore Jazz District
Community Association of San Francisco
Steering Committee, and
MJM Management Group

And pursuant to the State of California Property and Business
Improvement District Law of 1994 and augmented by Article 15 of
the San Francisco Business and Tax Regulations Code to authorize the
renewal and expansion of a Community Benefit District for the Fillmore area in
San Francisco, California

June 7, 2011

*Prepared for the San Francisco Board of Supervisors, Residents,
and Business and Property Owners in the Fillmore area*

THE FILLMORE

HEART AND SOUL OF THE CITY



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1. The Fillmore Community Benefit District (CBD) Overview

1.1 Introduction. The existing Fillmore Community Benefit District named the “Fillmore Jazz District Community Benefit District” (existing CBD) was established in June 2006 for a five year period as a special assessment district. It was conceived and organized by a group of concerned Fillmore property owners, merchants, residents and other stakeholders. The goal of the CBD is to improve the management, image, safety, beautification, cleanliness and economic vitality of the Fillmore area for the benefit of all stakeholders. These stakeholders include residents, employees, merchants, property owners and other visitors within the district. The District is managed by a non-profit organization, the Fillmore Jazz District Community Association of San Francisco.

The existing CBD expires on June 30, 2011 and a new District must be formed by that time if services are to continue. This Fillmore CBD Management Plan or “Proposed CBD Plan” describes the renewed and expanded District proposed for authorization to operate for a 7-year period beginning July 1, 2011. As a property owner within the boundaries of the proposed district you have an opportunity to vote on whether to adopt this proposed plan. The name for the proposed renewed and expanded District is the “Fillmore Community Benefit District” (Fillmore CBD).

The goal of the proposed Fillmore CBD is to continue to improve the experience of residents, employees, merchants, property owners and visitors to the Fillmore by providing additional advocacy, marketing, maintenance, beautification and management over and above the type of services the City and County of San Francisco currently provides. This Management Plan outlines how continuation of the enhanced services through a Community Benefit District can help assure the ongoing economic and social vitality of the neighborhood.

2. Why renew and expand the Fillmore CBD?

In order to assure that the Fillmore's mixed use neighborhood would thrive following the ending of the A-2 Redevelopment area the property owners with the support from the Board of Supervisors, merchants and residents formed the Fillmore Jazz District Community Benefit District (CBD) in 2006 for a five-year period expiring June 30, 2011. The CBD, by serving its residents, property owners, merchants, employees and visitors with supplemental district services has allowed local investment to fund direct improvements to the public realm within the mixed use Fillmore District.

While there are a number of compelling reasons for reauthorizing and expanding the proposed CBD to be renamed what it is called by most already, the "Fillmore Community Benefit District" (CBD), perhaps the most significant is the history of success of the existing CBD. Through its maintenance and marketing programs the Fillmore CBD has proven that these supplemental services are effective in enhancing the experience of the neighborhood as a whole. Residents, merchants and visitors to the area have noticed a visible difference in the cleanliness, safety and overall friendliness of the area.

After the CBD advocated tirelessly for upgrades to the streetscape experience, the San Francisco Redevelopment Agency agreed to transfer over a million dollars in tax increment financing to the department of Public Works (DPW) upon their closure of the A-2 Redevelopment Area to repair the sidewalk pavers, replace and plant new trees, repair glass panels and remove graffiti from the Blue Bridge, and to install new pedestrian lighting. Additionally, DPW provided new trash receptacles and tree basin plantings to the district at the request of the CBD. The CBD sponsored the decorative lighting installed on the street trees as well as the district wide banners.

The recent sidewalk repair, tree well planting, and installation of new streetlight poles and trash cans on Fillmore Street represent a very visible public investment in the area, underscoring the importance of continually meeting the new standards for cleanliness and a quality environment that have been established through the CBD.

The CBD has provided consistent street cleaning services and marketing activities to the CBD area since its inception.

Even more compelling, the current economic crisis and recessionary business environment require a committed response in order to



attract new business into the area to maintain a healthy retail and mixed use environment for existing businesses and to provide a vibrant neighborhood for visitors, workers and residents to enjoy. During 2009, the District completed a branding survey, created a new logo that graced banners throughout the Fillmore, developed and implemented a comprehensive three-year marketing plan, and engaged in an advertising campaign in the various visitor/tourist publications. The District has an active Twitter account and Facebook page, and over the past five years has supported a number of successful events that showcase the district including the Jazz Festival, Fat Tuesday and the Farmer's Market to name a few.

The CBD is an effective organization that has achieved positive results for district property owners, business and residents. Reauthorizing and expanding the CBD accomplishes the following:

Continued enhancement of the Fillmore Experience. The Fillmore CBD has provided visible and effective services that offer residents and visitors the opportunity to have a positive experience when visiting the area. An improved standard of cleanliness and perceived safety makes local residents, visitors, employees and tourists feel more welcome. A cleaner, safer, more vibrant atmosphere directly maintains and can increase business volume and property values.

An opportunity to continue private sector stakeholder oversight and accountability. A Board of Directors of the non-profit Fillmore Jazz District Community Association of San Francisco, consisting of Fillmore property owners, business owners, residents and community leaders oversees the management of the CBD. The Board develops the annual CBD plan and budget, and it ensures that the District is directly accountable to those who pay for the services.

An equitable distribution of costs and benefits. The Fillmore CBD is a legal assessment district that provides for an assessment on property to be raised within the designated geographic district. Proceeds are collected by the City and are transferred to the district's nonprofit management corporation to provide supplemental services above what the City currently provides to the Fillmore that offer special benefit to the properties located within the district. Assessments are based on a formula that equitably distributes costs and benefits that are tailored to fit the specific CBD.

In late 2010, the Fillmore Jazz District Community Association of San Francisco, the CBD's nonprofit management corporation contracted with MJM Management Group to help them manage the renewal and expansion of the CBD. A Steering Committee was formed, which with the assistance of MJM, conducted extensive outreach to the community and property owners, including property owner meetings, community meetings, and one-on-one meetings. The Steering Committee mailed surveys to property and business owners within the existing district as well as property and business owners in adjoining areas. Surveys for the general public were also distributed by the CBD.

Members of the Steering Committee are:

- Todd Clayter, Chair Urban Core, LLC (The Fillmore Heritage Center)
- Paul Hyams Laramar Group (The Fillmore Center)
- Gregory Johnson Marcus Books
- Charles Spencer New Chicago Barber Shop
- Nikki Szeto AMRCI (Webster Towers)
- Patrick Szeto AMRCI (Webster Towers)
- Rev. Arnold Townsend Community
- Rev. Floyd Trammel West Bay Center
- Monetta White 1300 Fillmore

The Steering Committee held meetings on the following dates:

- October 6, 2010
- November 12, 2010
- December 3, 2010
- December 10, 2010
- December 17, 2010
- January 7, 2011
- January 21, 2011
- January 28, 2011
- February 2, 2011
- February 4, 2011
- March 30, 2011
- May 4, 2011

Each of these meetings was a public meeting, noticed at the San Francisco Public Library, on the Fillmore CBD website, and notices were posted on the premises.

In addition, the first of several community meetings was held at the request of the 1300 Fillmore Homeowners Association on Jan 11, 2011. The second community outreach meeting was held on March 29, 2011.

In November 2010, surveys were mailed to all property owners in the District, to all property owners in the District, and to property and business owners in areas surrounding the District that were identified by the Steering Committee as possible expansion areas. Additional surveys for the general public were made available by the CBD.

Based on the results of the surveys, and feedback received from the community and property owner meetings, on February 4, 2011 the Fillmore Community Benefit District Steering Committee voted on a preliminary service plan and assessment formula that was refined over two months based on outreach and additional meetings with property owners, businesses and residents. Ultimately on March 30, 2011, the Steering Committee and Board of Directors of the existing non-profit management corporation of the CBD voted to move forward with petition phase to renew and expand the CBD. The Management Plan represents the culmination of the investigative phase and the beginning of the reauthorization stage of the Fillmore Community Benefit District.



3. What is a Community Benefit District (CBD)?

A CBD provides essential services such as cleaning, maintenance, beautification, and marketing, to supplement and complement those provided by local government. Today there are twelve CBD's in San Francisco alone, formed in recent years as local communities respond to declining municipal budgets and services. While local governments provide a baseline level of service, property owners and merchants have realized that in order to create a truly positive and unique experience for residents, employees, visitors and customers they need to invest in their neighborhoods beyond what the City provides. A CBD provides a framework for stakeholders to organize themselves into a productive coalition that advocates for and invests in the betterment of their district.

The International Downtown Association estimates that more than 950 such districts currently operate throughout the United States and Canada. CBDs have proven their value by providing services that improve the overall viability of neighborhoods with results measured in maintained property values and sales.

In California, the enabling legislation is the California's Streets and Highways Code 36600 et seq. "Property and Business Improvement District Law of 1994", a piece of legislation that ushered in a new generation of such districts in California by allowing for a greater range of locally managed services. San Francisco augmented this law with the passage of Article 15 of the San Francisco Business and Tax Regulations Code in 2004.

These laws include provisions that in San Francisco:

Allow such districts to undertake services including maintenance, marketing, capital improvements, economic development, and special events.

Allow revenue for services to be raised from assessments on property and/or businesses.

Require petition support from those assessed (private property owners and/or businesses) paying more than 30% of proposed private property assessments to form a district and ballots representing more than 50% support of the ballots returned.

Provide for terms up to 15-years for a district and requiring a new petition and ballot process to reauthorize a district.

Since the passage of the Property and Business Improvement District Law of 1994, new districts have been formed as well as older districts reauthorized in dozens of California communities. As a result of the clear successes of established districts, more districts are currently being formed in San Francisco as well as throughout California and the United States.

As CBDs have proliferated, a national organization has been formed called the International Downtown Association for the purpose of sharing resources and promoting best practices throughout the country. Such growth is a strong testament to the effectiveness and positive results demonstrated by CBDs in communities everywhere. San Francisco has also organized an informal consortium of Community Benefit Districts that regularly meets to share ideas, resources, and information.



4. Fillmore CBD Boundary and Maps

The current established Fillmore CBD district expires June 30, 2011. The boundaries of the existing CBD consists of an area centering on Fillmore Street, generally described as extending from Steiner to Webster and Geary to Golden Gate; in addition the half block from Geary to Post and Fillmore to Avery Street is also included. There are several parcels within this area that are not in the current CBD. See Map on page 11 for the boundaries and service levels of the existing CBD.

The Proposed CBD to be formed beginning July 1, 2011 extends these boundaries to include:

- The west side of Steiner between Geary and Ellis (the sidewalk adjoining Kimbell Park)
- The west side of Fillmore between Golden Gate and McAllister
- Miscellaneous inholding parcels that were left out of the existing CBD (726 013, 726 014, 726 014A, 755 003, 755 005 & 755 006).

Please see map on page 12 for the boundaries and service levels of the proposed renewed and expanded Fillmore CBD.

The proposed services in the CBD are expanded to include:

- Services on the east side of Steiner, between Geary and Golden Gate, are increased to a higher level of service
- Daily cleaning for all venues hosting performances in the district will be provided by the CBD.

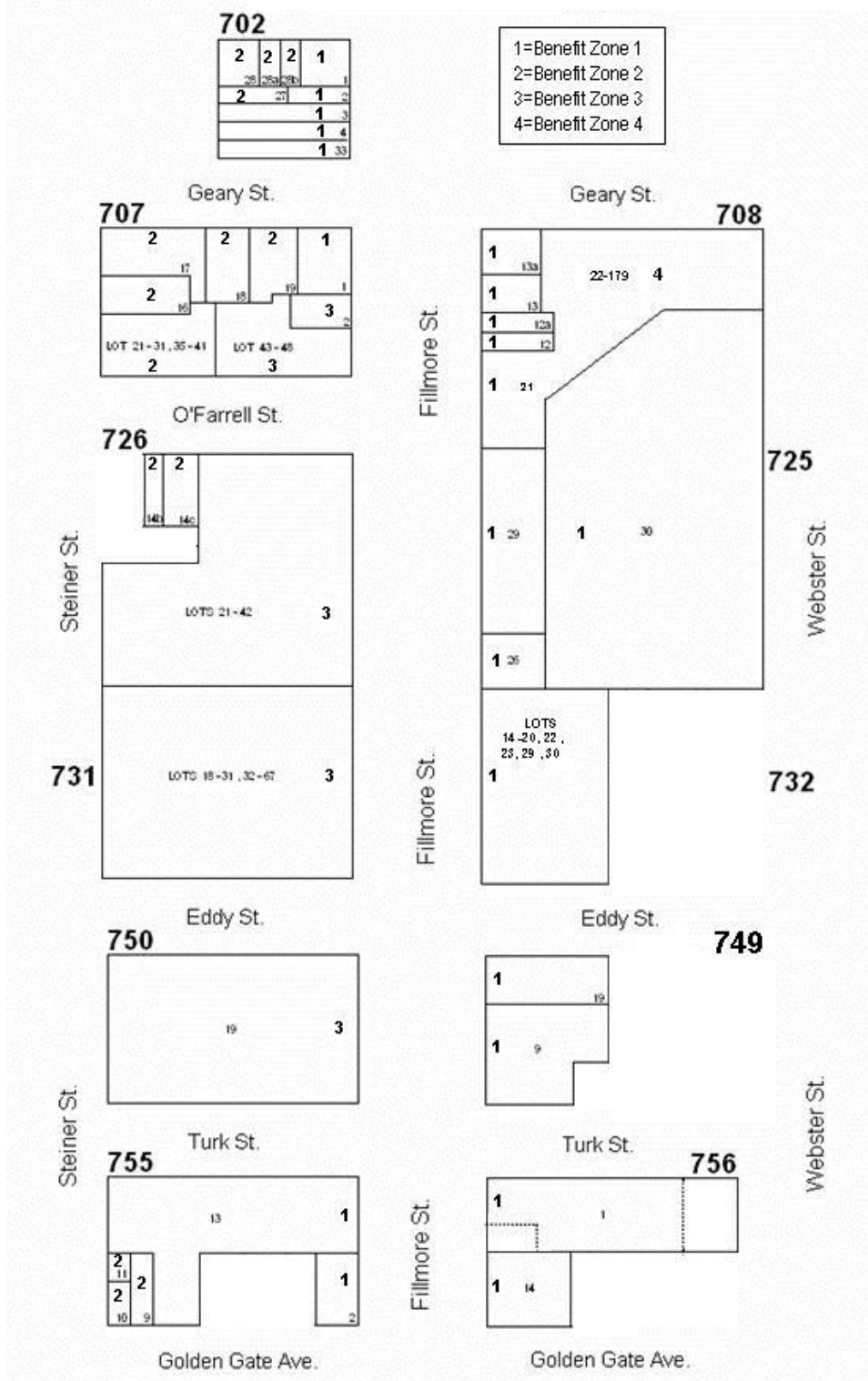
The precise list of properties included in the District and at each level of service is found in Appendix 1: Proposed Assessment Roll Sorted by Assessor's Parcel Number.

CBD services will not be provided to the following private and city owned non sidewalk public accessible open space and pedestrian access areas within the geographic boundaries of the renewed and expanded CBD as follows:

- The diagonal walkway from Webster and Geary and the arcade behind 1489 Webster Street (the adjacent sidewalk frontage on Geary will receive services)
- Gene Suttle Plaza (the adjacent sidewalk frontage on Fillmore will receive services)
- The walkway behind and on the ends of the buildings on the east side of Fillmore Street between O'Farrell Street and Ellis Street (fronting the Safeway parking lot).
- The Safeway Parking Lot (the adjacent sidewalk frontage on Webster will receive services)
- The Ellis Street Driveway (the adjacent sidewalk frontage on Fillmore will receive services)
- The Fillmore Turk Mini-Park (the adjacent sidewalk frontage on Fillmore will receive services)
- Kimbell Park (the adjacent sidewalk frontage on Steiner will receive services)
- The Fillmore Center Plaza (the adjacent sidewalk frontage on Fillmore) will receive services)
- The Recycling Center at Webster near Geary (the adjacent sidewalk frontage on Webster will receive services)

The owners of these properties where services will not be provided by the CBD or where more services are needed will be asked by the CBD board of directors to enter into Memorandum of Understandings (MOUs) and present a schedule of services privately administered in order to guarantee that they will, at their own cost and outside the auspices of the CBD funded services, provide cleaning services to a standard acceptable to the CBD in these areas. The MOUs will specify specific services to be provided, schedule of services, and reporting requirements to the CBD. The CBD will inspect these properties on a monthly basis to assure that services are being provided. Performance per the MOUs or declared schedule of services will be a part of the annual CBD report to the Board of Supervisors.

Fillmore CBD
Existing





Note: Level 1 service on Fillmore Street also includes 20 linear feet along the side streets at the Fillmore intersection, if the side street is not already considered Level 1 frontage.

5. Service Plan

5.1 Service Plan Development Process. Since the current CBD has been operating for over four years, the benefits of the existing service plan, and any possible changes, have been well discussed. During the time in which the Steering Committee met, additional effort was expended considering various services that could be provided. In those meetings and in the surveys, it became clear that cleanliness marketing and district promotion continue to be the property owners' main goals. These services are continued in the new service plan, with the addition of added training for some of the cleaners to add a public safety component to their work. In addition, a small initial budget is also provided for beautification and capital improvements in the areas of streetscape and greening amenities and improved business facades will be added benefits for fundraising efforts. Advocacy and additional fundraising and City services coordination for the district is carried out by an expanded role for the Executive Director.

5.2 Cleaning and Maintenance Program. The reauthorized Fillmore CBD plans to continue supplementing those services provided by the Department of Public Works and the Recreation and Parks Department throughout the district with a comprehensive program ensuring maximum possible cleanliness of sidewalks, curbs, and street fixtures within the boundaries of the district. Using teams of daily workers and other managed programs, this program is designed to strive for litter-free sidewalks that are absent of graffiti or other signs of decay. The goal is for property owners, merchants, and visitors alike to maintain pride in the area and for the important perceptions of cleanliness and increased safety to contribute to a vibrant community.

This service utilizes uniformed maintenance workers on a daily or other regular basis (see Table 1 for schedule by Service Level) to provide:

- Area sidewalk sweeping
- Area curb cleaning
- Refuse and trash removal (building edges to gutter)
- Removal of litter from tree basins and grates
- Remove and disinfect bodily wastes as required
- Remove debris from plants, trees and greenery
- Remove leaves in the entire coverage area
- Remove trash found around and flowing out of City refuse cans
- Cleaning of trash cans, surrounding areas, newsracks, light poles etc.



- Remove unauthorized and expired postings
- Spot clean spills with hose or mop
- Report City maintenance issues to the City's 311 Customer Service Center
- Report crime / safety issues to SFPD

There are also services that are periodically performed (see Table 1 for schedule by level):

- Area sidewalk steam cleaning
- Weeding of tree basins and sidewalk cracks

There is on-call graffiti removal within 24 hours.

5.3 Beautification. The Fillmore CBD has previously installed decorative street tree lighting, which needs refurbishment. It has also advocated for resources and provided direct investment via grants raised towards much needed capital streetscape enhancements, plantings, trees, pedestrian lights, banners and other improvements. Within the annual budgeted assessment funds, such things as wayfinding signage, additional greening, redoing tree wells, hanging flower baskets at key intersections, and so on, will be considered. The CBD can serve as an effective vehicle for planning and implementing a program of capital improvements that can become major community assets. Design and installation of way finding signage, public art and other enhancements for example, is an effective means of improving access and promoting the locations of cultural facilities, eating and drinking establishments and amenities.

Furthermore, adding greening, lighting, and beautifying amenities to a community can often add value and often consists of simple touches. One of the most effective is a program of providing and maintaining hanging flower baskets at key intersections and entry points of the district. This has been done with great effectiveness in various neighborhoods around the city. It adds a special liveliness through colorful seasonal plant materials and acts as a thematic element that defines a community and visibly ties it together. Seasonal decorations are another option for adding to the look and draw of the area.

5.4. Marketing. The reauthorized CBD will continue the marketing and district promotional programs that have already been begun as part of the three-year marketing plan begun in 2009. The plan includes print and web based promotion and advertising and news article placements in neighborhood, city-wide and tourist publications such as *San Francisco Magazine*, *Where* magazine, the San Francisco Travel Association (formerly the San Francisco Convention and Visitors Bureau) *Visitor Guide*, the San Francisco Travel Association Convention *Planner's Guide*, the San Francisco Travel Association *Tour Planners Guide*, the San Francisco Travel Association *In-Room City Guide*, CBS Television 5, *San Francisco Chronicle*, *San Francisco Examiner*, the *Western Edition* and the *New Fillmore*. In addition, the CBD will continue to maintain a Facebook site and a Twitter site. Other promotional activities sponsoring local businesses and special events such as coupon books, web based small business information, and district wide special events with local businesses and organizational promotion will continue and be enhanced. The District will continue to monitor results, and adjust accordingly, as outlined in the marketing plan.

5.5 Advocacy. The purpose of advocacy is to promote the Fillmore neighborhood as a beautiful, clean, safe, and vibrant music and entertainment filled residential and small business district featuring one of a kind urban multi-cultural and African American events, institutions and history. This goes well beyond marketing programs that create image and visibility. The larger purpose is to advocate for services and resources that increase the area's perception as a friendly, clean, and exciting place for attending performances, dining, shopping, and investing in business opportunities and properties. It is intended to support patronage growth, business growth and wellbeing for residents, workers and visitors.

The Executive Director of the CBD will have a key role in participating in community meetings, coordinating information between City agencies and Fillmore stakeholders related to events and issues affecting the neighborhood, speaking at hearings, and raising additional resources and investment for the district from decision makers and funders. The Executive Director will coordinate a process for regular exchange of information among Fillmore stakeholders.

Other tasks the Executive Director will undertake include:

Representing the district's members on issues of common concern and promoting the CBD and its members to agencies, organizations and the public.

Convening regular Security Council meetings consisting of a representative of every private security force in the District as well as the SFPD and other City agencies, businesses, merchants and residents in order to develop and carry out coordinated security efforts.

Partnering with, establishing and maintaining effective working relationships and cooperative arrangements with city agencies and other business organizations, neighboring CBD's as appropriate to advance the district's goals.

Communicating with all property owners, businesses, churches, service organizations and residents within the proposed CBD boundaries regarding important issues of concern or impact as well as effectiveness of services being provided by the CBD.

Scheduling and management of events in the neighborhood to minimize negative impacts and maximize positive impacts on the venues surrounding that property.

Producing a regular email newsletter to district organizations, merchants, property owners, residents and members of the media.

Establishing working partnerships with neighborhood social services to help make connections and referrals for services to the homeless population interested and open to receiving services.

Maintaining the CBD website, including monthly issue report, Facebook and Twitter sites.

Attending community and City meetings regularly.

Participating on committees of neighborhood organizations.

Issuing press releases on the CBDs programs and the positive results attributable to them and conducting ongoing media relations.

Leveraging district raised assessments with grants and other donations and investments in the district.

5.6 Public Safety. A new element not previously provided is to provide additional training to some of the cleaners to also act as “Ambassadors” of the neighborhood by monitoring the public right of way and reporting any issues to the appropriate business, property owner or city agency. The cross trained cleaner/ambassador will be trained in observation and reporting protocols and receive cellular telephones to interface with the SFPD and other City Agencies. Their role is one of deterrence not enforcement

During each daytime cleaning shift one cleaner will be cross-trained as an Ambassador.

Table 1 – Proposed Services Schedule by Service Levels*

**Services will be refined by the CBD management corporation board based on evaluation of need and effectiveness and availability of additional resources. Actual schedule and coverage may vary.*

Level 1: Dark Blue Lines on map on page 12.

Level 2: Light Blue Lines on map on page 12.

Level 3: Orange Area on map on page 12.

Services	Level 1	Level 2	Level 3
Daily Cleaning and Maintenance	<p>Weekdays: 1 cleaner 6:15 am-2:45 pm; 1 cleaner 8 am -4:30 pm and 1 cleaner 4 pm - 9:30 pm.</p> <p>Weekends: 1 cleaner 6:15 am-1:45 pm; 1 cleaner 4 pm-9:30 pm</p> <p>Frequency: 2 x daily plus hot spots</p> <p><i>*One shift of weekday and weekend coverage is staffed by cleaner cross-trained as ambassador</i></p>	<p>Weekdays: 1 cleaner 6:15 am-2:45 pm; 1 cleaner 8 am -4:30 pm and 1 cleaner 4 pm - 9:30 pm.</p> <p>Weekends: 1 cleaner 6:15 am-1:45 pm; 1 cleaner 4 pm-9:30 pm</p> <p>Frequency: Once daily</p> <p><i>*One shift of weekday and weekend coverage is staffed by cleaner cross-trained as ambassador</i></p>	<p>Weekdays: 1 cleaner 6:15 am-2:45 pm; 1 cleaner 8 am -4:30 pm and 1 cleaner 4 pm - 9:30 pm.</p> <p>Weekends: 1 cleaner 6:15 am-1:45 pm; 1 cleaner 4 pm-9:30 pm</p> <p>Frequency: Every other day</p> <p><i>*One shift of weekday and weekend coverage is staffed by cleaner cross-trained as ambassador</i></p>
Steam Cleaning and Landscape Maintenance	<p>Area sidewalk steam cleaning; weeding tree basins and sidewalk cracks</p> <p>Frequency: Monthly</p>	<p>Area sidewalk steam cleaning; weeding tree basins and sidewalk cracks</p> <p>Frequency: Six times/year</p>	--
On-call Cleaning and Maintenance	Graffiti removal from public property within 24 hours	Graffiti removal from public property within 24 hours	Graffiti removal from public property within 24 hours
Beautification	Capital improvements such as way finding signage, redoing tree wells, tree lighting, and other streetscape improvements throughout district.	Capital improvements such as way finding signage, redoing tree wells, tree lighting, and other streetscape improvements throughout district.	Capital improvements such as way finding signage, redoing tree wells, tree lighting, and other streetscape improvements throughout district.

Services	Level 1	Level 2	Level 3
	Flower baskets/other greening throughout district using both assessment and non-assessment funds.	Flower baskets/other greening throughout district using both assessment and non-assessment funds.	Flower baskets/other greening throughout district using both assessment and non-assessment funds.
Public Safety	Quarterly stakeholder safety meetings	Quarterly stakeholder safety meetings	Quarterly stakeholder safety meetings
Marketing & District Promotion	All Services – See description page 14	All Services – See description page 14	All Services – See description page 14
District Advocacy, Communication & Outreach	All Services – See description page 15	All Services – See description page 15	All Services – See description page 15

6. Budget: Fillmore Community Benefit District

6.1 First year budget: The annual operating budget for the year July 1, 2011 to June 30, 2012 is \$369,858.00.

Annual Operating Budget. The proposed service plan budget was developed based on the priorities that the stakeholders expressed through the surveys and Steering Committee meetings. All improvements and activities are allowed under the 1994 California Property and Business Improvement Act. While the first year's budget is set at \$369,858.00 the annual budgets for subsequent years will be outlined in annual reports prepared by the management corporation and submitted to the San Francisco Board of Supervisors as required by California State law.

Table 2 – Annual Operating Budget

<u>Budget Description</u>	<u>All Zones</u>
Total Executive Director Salary (\$72,000)	
Taxes, workers compensation, benefits, etc. (\$21,600)	\$93,600
Administration: Rent, Office Related Expenses, Communications, Insurance, Financial Reporting, Legal	31,600
Street Services (Includes sidewalk sweeping, steam cleaning, landscape maintenance, cross trained cleaners/ambassadors)	221,370
District Identity / Marketing	23,288
Budget Grand Total	\$369,858

6.2 Method of Financing. Annual operating funds will come from an annual assessment on properties within the district including both public and private properties.

6.3 Non-assessment Funds. Of the total service plan budget, 99% of the revenues \$366,159.00 will be generated from the special benefit assessments. The remaining 1% \$3,699.00 will be generated from other (non-assessment) sources including grants, donations, contracts for services, in kind services, etc. These funds can be used to supplement the assessments, most likely for special projects such as beautification, activation, and so on. Additional funds above and beyond the 1% can be raised and in fact were in the existing CBD. These budget allocations are the basis for the annual assessments found in Appendix 1.

7. Assessments and Assessment Methodology

7.1 Assessment Method. The special benefits of the Fillmore CBD will be assessed to parcels based on a combination of a parcel's linear front footage (that is served by and within the boundaries of the CBD) and building square footage. In most cases, some benefits, such as sidewalk sweeping, are directly proportional to linear frontage. However, the number of people using a building also contributes to the need for cleaning. In addition, other factors such as whether or not the parcel is residential or commercial and the service levels provided to the property in come into play.

The enhanced Cleaning and Maintenance program's services and activities portion of the annual budget assigned to the Cleaning and Maintenance program is apportioned to each Assessor's Parcel based upon the Adjusted Linear Street Frontage assigned to the Assessor's Parcel. The Linear Street Frontage is adjusted by the Property Land Use Benefit Factor and Service Level 1, 2 or 3 Factor.

To account for the different levels of pedestrian traffic generated, a benefit factor is assigned to each property land use within the Fillmore CBD, as provided in the table below.

Table 3 – Property Land Use Building Size Classification Multiplier Table

<u>Property Land Use</u>	<u>Classification Multiplier*</u>
Non-Profit/Public Property	0.50
Residential Property	1.00
Non-Residential Property (includes mixed use commercial and multi-family residential properties where each residential unit is not assigned a unique Assessor's Parcel Number)	2.00

*Please note that in the Engineer's Report Classification Multiplier is called "Property Land Use Benefit Factor"

Each Assessor's Parcel's assigned Linear Street Frontage is adjusted according to either Service Level Factor 1 or 2. The service level factors for Level 1 and Level 2 are provided in the following table:

Table 4 – Service Level 1 and 2 Factor Table

<u>Service Level</u>	<u>Service Level Factor</u>
Level 1	1.25
Level 2	1.00
Level 3	.50

Other services, namely the marketing, are based not on linear frontage but on square footage of non-residential property use. Because the relationship to marketing value received and building size is not linear, a Building Size Classification Multiplier is used, as provided in the table below.

Table 5 – Building Size Classification Table

<u>Building Classification</u>	<u>Building Square Footage</u>	<u>Building Size Classification Multiplier</u>
N/A	Non-Profit / Public	0.00
1	Residential property (with one dwelling unit) and Building Square Footage less than 5,000	0.50
2	Non-Residential Property with less than 5,000 Building Square Footage	1.00
3	Non-Residential Property with 5,000 - 9,999 Building Square Footage	3.00
4	Non-Residential Property with 10,000 - 49,999 Building Square Footage	10.00
5	Non-Residential Property with 50,000 – 99,999 Building Square Footage	25.00
6	Non-Residential Property with Greater than 100,000 Building Square Footage	50.00

For more information on the proposed assessment method, please see the Engineer's Report (where Building Size Classification Multiplier is referred to as building benefit factor)

7.2 Annual Assessment Calculation:

Annual assessments are based on one or more of four property factors:

- Linear sidewalk frontage of the lot abutting any public right of way that will receive services within the district.
- Gross building square footage which determines which of 7 building size classifications your property falls within.
- Service levels provided to the property (See map on page 12)
- Use – Primarily residential, non-residential but also non-profit and public. (All residential parcels with one dwelling unit fall in Building Size Classification 1)

Table 6 - Calculation of Assessments

The Fiscal Year 2011/12 assessment calculation rate is:

<u>Assessment Category Description</u>	<u>Fiscal Year 2011/12 Assessment Rate</u>
Adjusted** Linear Street Frontage for all Assessor's Parcels	\$13.51 per adjusted Linear Street Foot
Building Size Classification Multiplier for all Assessor's Parcels	\$101.38 per Building Size Classification Multiplier

** The linear street frontage is adjusted based on the land use benefit factor and service level factor
Exemptions and Exclusions:

Consistent with Article XIID of the State Constitution (1996 Proposition 218), it has been determined that all parcels within the proposed district will derive special benefit from the assessments. Therefore, no parcels will be exempted from payment of assessments, regardless of use or ownership.

7.3 Application of Assessment Methodology to Benefits and Use.

There are 3 service levels in the Fillmore CBD. The creation of the service levels is based upon the level and types of services that will be provided in each level. See budget on page 18.

How to calculate your individual property assessment:

1. Determine your property Service Level(s) (See map on page 12).
2. Adjust Linear Street Frontage

Adjusted Linear Street Frontage Calculation

Actual Linear Footage of property within CBD	X	Classification multiplier (Land Use Benefit Factor): Non-Residential= 2.00 Or Residential=1.00 Or Non-Profit/Public=0.50	X	Service Level Factor Level 1 = 1.25 Or Level 2 = 1.0 Or Level 3 = .50	=	Adjusted Linear Street Frontage Calculation
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3. Calculate Cleaning and Maintenance Assessment

Adjusted Linear Street Frontage Calculation	X	Assessment rate or \$13.51	=	Cleaning and Maintenance Assessment
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4. Calculate Marketing Program Assessment

Building Size Classification Multiplier	X	Assessment rate \$101.38	=	Marketing Program Assessment
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5. Calculate Annual Assessment

Cleaning and Maintenance Assessment	+	Marketing Program Assessment	=	Annual Assessment
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7.4 Annual Assessment Adjustments

CPI Adjustments. For the seven years of the Fillmore Community Benefit District, annual assessments may be adjusted annually by the CBD’s Board of Directors by the annual changes in the Bay Area consumer Price Index (CPI) for all urban consumers, or 3%, whichever is less.

The annual budgets below assume a 3% maximum increase in overall assessment revenue collected each year. This is the maximum allowable assessments to be levied annually for the seven year term proposed in this plan.

Table 7 – Total Maximum Annual Assessment Revenue

Fiscal Year	Total Maximum Annual Assessment Revenue (1)
2011/12	\$366,159
2012/13	377,144
2013/14	388,458
2014/15	400,112
2015/16	412,115
2016/17	424,479
2017/18	437,213
Total Maximum Assessment Revenue	\$2,805,680

The total maximum amount assessed to property owners within the Fillmore CBD each Fiscal Year.

7.5 Budget Adjustments:

Any annual budget surplus or deficit will be rolled into the following year’s CBD budget.

7.6 Time and Manner of Collecting Assessments

As provided by the Property and Business Improvement District Law of 1994, the CBD’s assessment shall appear as a separate line item on annual property tax bills prepared by the City and County of San Francisco. Payment of Property Taxes is due on November 1 and February 1, with the bill becoming delinquent at the close of business December 10 and April 10 respectively. The total bill may be paid with the first installment. If the CBD is renewed the first installments will be due December, 2011.



8. Timeline for Implementation

8.1 Formation Process: District formation (and any subsequent reauthorization at the end of the authorized period) requires submission of petitions from property owners representing at least 30% of the total proposed assessments in the district. Petitions will be mailed out to all property owners within the boundaries of the proposed Fillmore CBD. If favorable petitions representing the 30% threshold are received, the Board of Supervisors may adopt a Resolution of Intent to establish the district and to levy the assessments for 7 years. If this Resolution of Intent is approved by the Board of Supervisors, the Department of Elections of the City and County of San Francisco will mail out assessment ballots to all owners of properties included in the proposed district.

The Board of Supervisors will hold a public hearing after 45 days following the adoption of the Resolution of Intent. At this hearing, the ballots will be counted. More than fifty (50%) of the returned weighted ballots must be in support of the district for the Board of Supervisors to vote on the authorization of the Fillmore CBD. “Weight” is determined by the percentage of monetary contribution each property owner will make to the Community Benefit District based upon the assessment methodology. A majority of the Board of Supervisors must vote to approve the establishment of the district.

8.2 Duration: The proposed renewed and expanded Fillmore CBD will have a 7-year term.

8.3 Disestablishment: Per San Francisco Business and Tax Regulation Code 36670: There will be a thirty-day window every year beginning on the one-year anniversary of the renewal of the Fillmore CBD, and shall continue for 30 days in which property owners may petition to disestablish the Fillmore CBD. If the owners of real property who pay 50% or more of the assessments levied submit a written petition to disestablish, the Board of Supervisors can vote on the request for disestablishment from the property owners. Any remaining revenues derived from the assessment or sale of assets purchased with the assessment will be returned to the owners of the property proportionate to the amount that each owner paid.

Per San Francisco Business and Tax Regulation Code: Article 15, Section 1511 (e): “Notwithstanding Streets & Highways Code Section 36670 or any other provision of state law, the Board of Supervisors may, by a supermajority vote of eight or more members, notice a

hearing and initiate proceedings to disestablish for any reason a district formed after the effective date of this section.” Where the Board of Supervisors seeks to disestablish a district in circumstances not authorized under Streets & Highways Code Section 36670, both the resolution of intention to disestablish the district and any final resolution to disestablish the district shall be subject to a supermajority vote of eight or more members. This paragraph shall not be applicable where the district has outstanding bond indebtedness.

8.4 Timeline March, 2011-June, 2012:

Door to door outreach to Business and Property Owners	March 25-April 20
Business and Property owner outreach meeting	March 29
Petitions mailed to Property Owners	April 2-5
Due Date of Petitions	April 20
Submit Petitions and renewal package to City Introduce Resolution of Intent with Final Documents (Management Plan, Engineer’s Report)	May 10
Public Hearing at BOS Committee	May 26
BOS Vote on Petitions	June 7
Department of Elections Mail Ballots	June 10
Final Hearing at BOS (46 days from ballot mailing). All ballots due at close of hearing.	July 26
Management Agreement with City updated and approved at BOS	August/September
Collection of First Year’s Assessment	July 2011-June 2012



9. Fillmore Community Benefit District Governance

The existing Fillmore Community Benefit District management corporation the “Fillmore Jazz District Community Association of San Francisco Inc.” is a 501(c)(3) non-profit organization whose responsibility is to manage programs for the District. Consistent with the vision expressed by the Fillmore district stakeholders throughout the service plan development process, the Fillmore Community Benefit District will be guided by the following organizational mission:

Fillmore Jazz District Community Association of San Francisco Inc. is the non-profit organization that represents the owners and institutions in order to provide leadership, services, and programs to improve the experience and economic vitality for the Fillmore Jazz District area in San Francisco.

Fillmore Community Benefit District, Inc. will aim to meet the following operational objectives for the CBD:

Create and manage programs that best respond to the top priorities of the Fillmore CBD stakeholders

Maximize coordination with the City and County of San Francisco and the San Francisco Board of Supervisors to avoid duplication of services and leverage resources

Deliver services through a cost-effective non-bureaucratic and easy to assess organizational structure

Provide for accountability to those who pay assessments.

The Board of Directors oversees the management and operations for the Fillmore CBD Inc. The board of directors of the CBD will elect future members of the CBD Board of Directors.

To ensure broad representation and accountability, the Board of Directors comprised of stakeholders within the district has been elected. It includes a mix of large and small property owners, businesses, commercial and residential tenants, and community representatives. According to the bylaws of the Fillmore Jazz District Community Association Inc., in order to be eligible to serve on the Board of Directors of the Fillmore Jazz District Community Association of San Francisco Inc. a candidate must be either (i) a non-property owning merchant, (ii) a community member, or (iii) a property owner.

In order to maintain a broad diversity on the board of directors the following will apply to the non-profit management corporation of the CBD: 1) property owners (or their employees or affiliates) who own more than one parcel located within the CBD boundaries can hold no more than one seat on the board of directors of the non-profit management corporation of the CBD and 2) A non-property owning merchant or business owner (or their employees or affiliates) who own more than one business located within the CBD boundaries can hold no more than one seat on the board of directors of the non-profit management corporation of the CBD.

At least 25% of the Board members shall be individuals who own or have an ownership interest in a business located in the district and who do not own or have an ownership interest in real property located in the district (“non-property owning merchants”)

At least 25% of the Board members shall be individuals who live, work or have a vested interest in the district and do not own or have an ownership interest in a business located in the district, (“community members”) and

50% of the Board members shall be individuals who own or have an ownership interest in real property located in the district, and who have fully paid into the district (“property owners”)



10. Continuation of City Services.

Throughout the process to establish the Fillmore Community Benefit District, the steering committee expressed concerns that the City of San Francisco maintains existing services at verifiable existing service levels. A formal base level of service policy ensures that existing City services are enhanced not replaced by the proposed CBD services. By adopting this plan, the Board of Supervisors will confirm and guarantee the existing level of service equivalent to that being provided in similar areas of the city. Existing services may be reduced if services are cut city wide due to budget cuts. Throughout the duration of the district, these services will be maintained consistently with other similar areas of the City.

Table 8 – Fillmore CBD Existing Level of City Services

City of San Francisco Fiscal Year 2010-2011 Cleaning and Maintenance Services (DPW)	
Services	Frequency
Mechanical Street Sweep	Routes are posted on signs. 25% of N/S major corridors are mechanically swept 1 day a week; 25% 2 days a week; 25% 4 days a week; and 25% twice a month. 65% OF E/W blocks are mechanically swept 1 day a week; 25% 2 to 3 days a week; and 10% 2 days a month.
Graffiti Removal Services	DPW responds to a generated service request on all public property, or as needed based on DPW crew identification. DPW will provide supplies to CBD cleaning crew to remove graffiti off public property (light poles, trash cans). Citations are issued on private property by DPW. Call 311 to report graffiti issues. Private properties must remove their graffiti within 48 hours of receiving a citation.
Street Tree Maintenance	Trees on Fillmore Street are maintained by DPW. They are pruned annually and maintained on an as needed basis. The trees on Post/Golden Gate are privately owned and must be maintained by the fronting property owner. Call 311 to report missing trees either private or publicly maintained trees.
Manual Sweeping Workfare Crew	GA and P-20 crews sweep the major corridors 7x/week
Public Litter Receptacles: -Emptying	Recology Recycling and Waste Disposal services all City Trash receptacles daily with the major corridors receiving a second pass truck in the afternoon. Call 311 if litter receptacles are overflowing with trash or broken.
Yellow Corner Truncated Dome/Handicap Ramp (CTRs)	Yellow Corner Truncated Dome/Handicap Ramps (CTRs) are repaired as needed and steam cleaned 2x/week.
Code Enforcement (environmental, safety, cleanliness, and litter laws)	Staffed 24/7 for issuing citations as required or by a generated Service Request.
Sidewalk Steam Cleaning/ Power Wash sidewalks	Only major Hot Spots are cleaned as required or upon a service request to maintain cleanliness.

City of San Francisco Safety Services Fiscal Year 2010-2011	
Northern Station, serving Marina Boulevard to Market Street, and Larkin Street to Steiner	
Services	Frequency
2 to 4 sector cars patrolling area in which CBD is located.	daily
4 officers assigned to public housing areas and surrounding areas	daily
2 homeless outreach officers	6 am to 4 pm
Footbeat Fillmore between McAllister and O'Farrell	4 pm to 9 pm
2 Park officers	6 am to 4 pm
1 plain clothes sergeant and 4 plain clothes officers	daily
In addition, there is Muni detail on 22 Fillmore , Gang Task Force, Narcotics unit, and other plain clothes details.	

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Services	Frequency
Gardening	<ul style="list-style-type: none"> Fillmore/Turk Mini-Park receives 5.5 hours of combination custodial and gardening service per week, with some service daily 5 days/week. Tasks include litter removal, watering, pruning, planting, weed control, mulching, site inspection for infrastructure repairs and safety issues and submission of work orders. Golden Gate/Steiner Mini-Park receives 2.5 hours of combined custodial and gardening service per week with daily service 5 days per week. Tasks include hauling debris. The site receives litter removal, graffiti abatement, watering, pruning, planting, week control, mulching, site inspection for infrastructure repairs and safety issue and submission of work orders. Steiner sidewalk frontage of Kimbell Park includes cleaning and weeding of tree wells (roughly 1 hour per week), weeding sidewalks (approximately 1 hour per week), edging lawns (approximately 4 hours every 4 weeks), moving (approximately 1 hour every 2 weeks), line trimming (approximately 2 hours every 4 weeks), site inspection for infrastructure repairs and safety issues, and submission of work orders.
Permitting of events/vendors	<ul style="list-style-type: none"> Fillmore/Turk Mini-Park is rarely if ever permitted. Golden Gate/Steiner Mini-Park is never permitted. Kimbell Park is frequently permitted and used daily with RPD programs. Sidewalk strolling food vendors are rare at Kimbell.
Activation including art	<ul style="list-style-type: none"> There is not programming at Fillmore/Turk Mini Park

installations/holiday tree/café vendors etc.	<p>despite the fact that it is equipped with a stage and could host performances.</p> <ul style="list-style-type: none"> •There is no programming at Golden Gate Steiner Mini-Park.
Maintenance Engineers to handle light replacements etc.	<ul style="list-style-type: none"> •As needed. In 2010, Fillmore/Turk Mini-Park required 26.5 hours structural maintenance support all in plumbing/irrigation repair and painters for graffiti abatement. •As needed. In 2010, Golden Gate/Steiner Mini Park required 2 hours structural maintenance for graffiti abatement. •As needed. Kimbell Park work orders are more difficult to track as they are for the entire playground area and not just the Steiner Street frontage. Common work orders are for graffiti abatement and irrigation repair.
Janitorial Staff	<ul style="list-style-type: none"> •Fillmore/Turk Mini Park receives 5.5 hours of combination custodial and gardening service per week with some service daily, 5 days/week. Tasks include litter removal, graffiti abatement, watering, pruning, planting, weed control, mulching, site inspection for infrastructure repairs, and submission of work orders. •Golden Gate/Steiner Mini Park receives 2.5 hours of combined custodial and gardening service per week with daily service 5 days per week. Tasks include hauling debris (the site experiences regular dumping), litter removal, graffiti abatement, watering, pruning, planting, weed control, mulching, site inspection for infrastructure repairs and safety issues, and submission of work orders. •Steiner sidewalk frontage of Kimbell Park includes litter pick up (approximately 0.5 hours daily, 7 days), leaf blowing (approximately 0.5 hours per week), graffiti abatement (approximately 0.5 hours per week), sidewalk cleaning (approximately 2 hours per month)
Safety	<p>Most safety issues are dealt with by the SFPD or Park Rangers. Issues tend to revolve around chronic individuals, homeless individuals, and tagging. Occasional drug paraphernalia is recovered at all sites. Public intoxication is a common occurrence.</p>

Appendix 1



Appendix 1 – Proposed Assessment Roll Sorted by Assessor’s Parcel Number

City and County of San Francisco
Fillmore CBD - 2011/12 Assessment Roll

APN	Owner	Site Address	Adjusted Linear Frontage	Building Benefit Factors	2011/12 Assessment(1)	% of Assessment
0702 -001	PASQUAN STEPHEN & PAMELA	1651 FILLMORE ST	359.540	3.00	\$5,161.54	1.41%
0702 -002	PASQUAN STEPHEN & PAMELA	1641 FILLMORE ST	62.500	1.00	945.76	0.26%
0702 -003	LOW FAMILY TRUST	1637 FILLMORE ST	112.500	3.00	1,824.02	0.50%
0702 -004	CENTRAL FAMILY TRUST	1633 FILLMORE ST	112.500	3.00	1,824.02	0.50%
0702 -027	LOW FAMILY TRUST	8 AVERY ST	50.000	1.00	776.88	0.21%
0702 -028	LOW FAMILY TRUST	1949 POST ST	256.000	1.00	3,559.94	0.97%
0702 -028A	SOHN ASSOCIATES INC	1933 POST ST	60.000	1.00	911.98	0.25%
0702 -028B	SOHN ASSOCIATES INC	1933 POST ST	50.000	1.00	776.88	0.21%
0702 -033	SIM & YOON LLC	1601 FILLMORE ST	503.915	1.00	6,909.28	1.89%
0706 -001	CITY & COUNTY OF SAN FRANCISCO - RECREATION AND PARK DEPARTMENT (Kimbell Park)	1125	331.955	0.00	4,484.72	1.22%
0707 -001	KORTZ REGINA TRUSTEE KORTZ BER	1807 GEARY BLV	566.250	10.00	8,663.84	2.37%
0707 -002	WEBCO GROUP LLC	1525 FILLMORE ST	142.500	1.00	2,026.56	0.55%
0707 -016	LEM/RAY PROPERTIES LLC	1550 STEINER ST	137.500	3.00	2,161.78	0.59%
0707 -017	KEARN ENTERPRISES INC	1875 GEARY BLVD	618.750	3.00	8,663.46	2.37%
0707 -018	UNITED STATES POSTAL SERVICE	1859 GEARY BLVD	51.563	0.00	696.62	0.19%
0707 -019	UNITED STATES POSTAL SERVICE	1839 GEARY BLVD	54.688	0.00	738.84	0.20%
0707 -021	HOWARD HEATHER K	1540 STEINER ST #1	16.500	0.50	273.62	0.07%
0707 -022	BRANNAN JAMES F & ISABELLE	1540 STEINER ST #2	16.500	0.50	273.62	0.07%
0707 -023	CORNELIUZ SIMON R	1540 STEINER ST #3	16.500	0.50	273.62	0.07%
0707 -024	SIDES DENNIS A	1540 STEINER ST #4	16.500	0.50	273.62	0.07%
0707 -025	BECKER BARBARA	1520 STEINER ST #5	16.500	0.50	273.62	0.07%
0707 -026	OZEKI KOYO & SACHIKO	1520 STEINER ST #6	16.500	0.50	273.62	0.07%
0707 -027	ISHII SUNAO & YOSHIDA HARUKO	1520 STEINER ST #7	16.500	0.50	273.62	0.07%
0707 -028	EATON MADELAINE A TRUST	1520 STEINER ST #8	16.500	0.50	273.62	0.07%
0707 -029	BERG JEFFREY R & FRIEA M	1500 STEINER ST #9	16.500	0.50	273.62	0.07%
0707 -030	DERMAN GARY & GLENN E	1540 STEINER ST #10	16.500	0.50	273.62	0.07%
0707 -031	DITORO PETER	1500 STEINER ST #11	16.500	0.50	273.62	0.07%
0707 -032	STAHL ELIZABETH K & MARGARET	1540 STEINER ST #12	16.500	0.50	273.62	0.07%
0707 -033	LEE JONG HO	1770 OFARRELL ST #13	16.500	0.50	273.62	0.07%
0707 -035	DORAN BRANDON J & GRETCHEN M	1770 OFARRELL ST #14	16.500	0.50	273.62	0.07%

APN	Owner	Site Address	Adjusted Linear Frontage	Building Benefit Factors	2011/12 Assessment(1)	% of Assessment
0707 -036	VIGNET 2002 REVOC LIV TRUST	1770 OFARRELL ST #15	16.500	0.50	273.62	0.07%
0707 -037	BITTENCOURT ROGERIO	1770 OFARRELL ST #16	16.500	0.50	273.62	0.07%
0707 -038	WHITGROVE PATRICK R	1760 OFARRELL ST #17	16.500	0.50	273.62	0.07%
0707 -039	PEARSON REBECCA N	1760 OFARRELL ST #18	16.500	0.50	273.62	0.07%
0707 -040	TOMINORI NAKAMURA LVG TR	1760 OFARRELL ST #19	16.500	0.50	273.62	0.07%
0707 -041	GOLODNER JACK & LINDA	1760 OFARRELL ST #20	16.500	0.50	273.62	0.07%
0707 -043	FILLMORE CENTER ASSOCS LP	1730 OFARRELL ST	115.209	1.00	1,657.86	0.45%
0707 -044	FILLMORE CENTER ASSOCS LP	1730 OFARRELL ST	115.209	1.00	1,657.86	0.45%
0707 -045	FILLMORE CENTER ASSOCS LP	1730 OFARRELL ST	115.209	1.00	1,657.86	0.45%
0707 -046	FILLMORE CENTER ASSOCS LP	1730 OFARRELL ST	115.209	1.00	1,657.86	0.45%
0707 -047	FILLMORE CENTER ASSOCS LP	1730 OFARRELL ST	115.209	1.00	1,657.86	0.45%
0707 -048	FILLMORE CENTER ASSOCS LP	1730 OFARRELL ST	115.209	25.00	4,090.98	1.12%
0708 -012	WEST-COM 1520 LLC	1520 FILLMORE ST	85.000	1.00	1,249.74	0.34%
0708 -012A	CENTRAL FAMILY TRUST	1528 FILLMORE ST	85.000	3.00	1,452.50	0.40%
0708 -013	SHIFERAW AGONAFER	1534 FILLMORE ST	150.000	3.00	2,330.64	0.64%
0708 -013A	KIELY PHILIP Q	1548 FILLMORE ST	403.825	10.00	6,469.48	1.77%
0708 -021	WCP I	1489 WEBSTER ST	333.960	25.00	7,046.30	1.92%
0708 -022	WCPI COMMERCIAL LLC	1489 WEBSTER ST	333.960	25.00	7,046.30	1.92%
0708 -023	WCP I	1489 WEBSTER ST	333.960	50.00	9,580.80	2.62%
0725 -029	WCP II LLC	1426 FILLMORE ST	687.150	25.00	11,817.90	3.23%
0725 -030	SAFEWAY STORES INCORPORATED	1401 FILLMORE ST	1,374.650	10.00	19,585.32	5.35%
0726 -013	BAILEY JOAN	1428 STEINER ST	62.500	1.00	945.76	0.26%
0726 -014	MUSLEH MICHAEL N & SAMAR H	1440 STEINER ST	93.750	10.00	2,280.36	0.62%
0726 -014A	FRANCISCAN-OFARRELL INVES	1795 OFARRELL ST	350.000	10.00	5,742.30	1.57%
0726 -014B	CALLAN ROBERT & BARBARA FAMILY TR	1785 OFARRELL ST	65.000	3.00	1,182.30	0.32%
0726 -014C	SESTRI TRUST	1775 OFARRELL ST	110.000	10.00	2,499.90	0.68%
0726 -021	FILLMORE CENTER ASSOCS LP	1410 STEINER ST	81.392	25.00	3,634.12	0.99%
0726 -022	FILLMORE CENTER ASSOCS LP	1410 STEINER ST	81.392	1.00	1,201.00	0.33%
0726 -023	FILLMORE CENTER ASSOCS LP	1755 OFARRELL ST	81.392	50.00	6,168.62	1.68%
0726 -024	FILLMORE CENTER ASSOCS LP	1425 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -025	FILLMORE CENTER ASSOCS LP	1755 OFARRELL ST	81.392	1.00	1,201.00	0.33%
0726 -026	FILLMORE CENTER ASSOCS LP	1419 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -027	FILLMORE CENTER ASSOCS LP	1405 FILLMORE ST	81.392	25.00	3,634.12	0.99%
0726 -028	FILLMORE CENTER ASSOCS LP	1401 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -029	FILLMORE CENTER ASSOCS LP	1401 FILLMORE ST	81.392	1.00	1,201.00	0.33%

APN	Owner	Site Address	Adjusted Linear Frontage	Building Benefit Factors	2011/12 Assessment(1)	% of Assessment
0726 -030	FILLMORE CENTER ASSOCS LP	FILLMORE	81.392	1.00	1,201.00	0.33%
0726 -031	FILLMORE CENTER ASSOCS LP	FILLMORE	81.392	1.00	1,201.00	0.33%
0726 -032	FILLMORE CENTER ASSOCS LP	FILLMORE	81.392	1.00	1,201.00	0.33%
0726 -033	FILLMORE CENTER ASSOCS LP	1749 OFARRELL ST	81.392	1.00	1,201.00	0.33%
0726 -034	FILLMORE CENTER ASSOCS LP	1745 OFARRELL ST	81.392	1.00	1,201.00	0.33%
0726 -035	FILLMORE CENTER ASSOCS LP	1739 OFARRELL ST	81.392	1.00	1,201.00	0.33%
0726 -036	FILLMORE CENTER ASSOCS LP	1475 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -037	FILLMORE CENTER ASSOCS LP	1475 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -038	FILLMORE CENTER ASSOCS LP	1474 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -039	FILLMORE CENTER ASSOCS LP	1475 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -040	FILLMORE CENTER ASSOCS LP	1475 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -041	FILLMORE CENTER ASSOCS LP	1475 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0726 -042	FILLMORE CENTER ASSOCS LP	1421 FILLMORE ST	81.392	1.00	1,201.00	0.33%
0731 -018	FILLMORE CENTER ASSOCS LP	THE FILLMORE CENTER	46.773	1.00	733.28	0.20%
0731 -020	FILLMORE CENTER ASSOCS LP	1510 EDDY ST	46.773	3.00	936.04	0.26%
0731 -021	FILLMORE CENTER ASSOCS LP	1550 EDDY ST	46.773	3.00	936.04	0.26%
0731 -022	FILLMORE CENTER ASSOCS LP	1375 FILLMORE ST	46.773	1.00	733.28	0.20%
0731 -023	FILLMORE CENTER ASSOCS LP	THE FILLMORE CENTER	46.773	1.00	733.28	0.20%
0731 -024	FILLMORE CENTER ASSOCS LP	THE FILLMORE CENTER	46.773	1.00	733.28	0.20%
0731 -025	FILLMORE CENTER ASSOCS LP	THE FILLMORE CENTER	46.773	1.00	733.28	0.20%
0731 -026	FILLMORE CENTER ASSOCS LP	1309 FILLMORE ST	46.773	1.00	733.28	0.20%
0731 -027	FILLMORE CENTER ASSOCS LP	1305 FILLMORE ST	46.773	1.00	733.28	0.20%
0731 -028	FILLMORE CENTER ASSOCS LP	1301 FILLMORE ST	46.773	1.00	733.28	0.20%
0731 -029	FILLMORE CENTER ASSOCS LP	1301 FILLMORE ST	46.773	1.00	733.28	0.20%
0731 -030	FILLMORE CENTER ASSOCS LP	1520 EDDY ST	46.773	1.00	733.28	0.20%
0731 -031	FILLMORE CENTER ASSOCS LP	1530 EDDY ST	46.773	1.00	733.28	0.20%
0731 -032	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -033	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -034	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -035	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -036	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -037	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -038	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -039	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -040	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%

APN	Owner	Site Address	Adjusted Linear Frontage	Building Benefit Factors	2011/12 Assessment(1)	% of Assessment
0731 -041	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -042	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -043	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -044	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -045	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -046	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -047	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -048	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -049	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -050	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -051	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -052	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -053	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -054	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -055	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -056	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -057	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -058	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -059	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -060	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -061	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -062	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -063	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -064	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -065	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -066	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0731 -067	FILLMORE CENTER ASSOCS LP	1345 FILLMORE ST	46.773	3.00	936.04	0.26%
0732 -032	F R A S	1300 FILLMORE ST	83.300	10.00	2,139.18	0.58%
0732 -033	F R A S	1320 JAZZ HERITAGE CENTER	270.725	10.00	4,671.30	1.28%
0732 -035	KUNZE ROBERT	1300 FILLMORE ST #301	3.775	0.50	101.70	0.03%
0732 -036	KUBOROVICH GOYKO & PATRICA	1310 FILLMORE ST #302	3.775	0.50	101.70	0.03%
0732 -037	ELLARD JENNIFER MARIE	1300 FILLMORE ST #303	3.775	0.50	101.70	0.03%
0732 -038	HO ANH XUAN	1310 FILLMORE ST #304	3.775	0.50	101.70	0.03%
0732 -039	REYES ROCHELLE ANN	1310 FILLMORE ST #305	3.775	0.50	101.70	0.03%

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0732 -040	VALLABHANENI NAGESWARARAO & PAPAI	1300 FILLMORE ST #306	3.775	0.50	101.70	0.03%
0732 -041	ALHAKEEM MAHER	1300 FILLMORE ST #307	3.775	0.50	101.70	0.03%
0732 -042	LIM GENEVIEVE	1310 FILLMORE ST #308	3.775	0.50	101.70	0.03%
0732 -043	SUTRO ARIEL	1310 FILLMORE ST #309	3.775	0.50	101.70	0.03%
0732 -044	LEE RENEE T	1310 FILLMORE ST #310	3.775	0.50	101.70	0.03%
0732 -045	VASSALLO GIOVANNI & TSERING	1310 FILLMORE ST #401	3.775	0.50	101.70	0.03%
0732 -046	JUSTINIANO FRANK & FANNY	1310 FILLMORE ST #402	3.775	0.50	101.70	0.03%
0732 -047	SPOLO LEONARD S	1310 FILLMORE ST #403	3.775	0.50	101.70	0.03%
0732 -048	WOLDEMICHAEL EYOB & YORDANOS T	1310 FILLMORE ST #404	3.775	0.50	101.70	0.03%
0732 -049	DEVINE BRENDAN P	1310 FILLMORE ST #405	3.775	0.50	101.70	0.03%
0732 -050	LAYUG ALAN	1310 FILLMORE ST #406	3.775	0.50	101.70	0.03%
0732 -051	BORGERT YVONNE H	1310 FILLMORE ST #407	3.775	0.50	101.70	0.03%
0732 -052	ICHINOSE SHOJI	1310 FILLMORE ST #408	3.775	0.50	101.70	0.03%
0732 -053	NARRIDO EDIE A	1310 FILLMORE ST #409	3.775	0.50	101.70	0.03%
0732 -054	MACK PAULINE	1310 FILLMORE ST #410	3.775	0.50	101.70	0.03%
0732 -055	KURYLO JOHN & MARY A	1300 FILLMORE ST #501	3.775	0.50	101.70	0.03%
0732 -056	KIM JAY S & YOO J	1310 FILLMORE ST #502	3.775	0.50	101.70	0.03%
0732 -057	PAUXTIS GREGORY F	1310 FILLMORE ST #503	3.775	0.50	101.70	0.03%
0732 -058	GUO GRACE WAN	1310 FILLMORE ST #504	3.775	0.50	101.70	0.03%
0732 -059	KAY MARITAL SHARE ONE TR	1310 FILLMORE ST #505	3.775	0.50	101.70	0.03%
0732 -060	LI WINNIE ZHAO & SONG PING	1310 FILLMORE ST #506	3.775	0.50	101.70	0.03%
0732 -061	BONILLA MARTIN	1310 FILLMORE ST #507	3.775	0.50	101.70	0.03%
0732 -062	BRESLAUER JILL	1310 FILLMORE ST #508	3.775	0.50	101.70	0.03%
0732 -063	HUDSON LEE ANNE	1310 FILLMORE ST #509	3.775	0.50	101.70	0.03%
0732 -064	LEE JEANNE	1310 FILLMORE ST #510	3.775	0.50	101.70	0.03%
0732 -065	BROWN GORDON CHRISTIAN	1300 FILLMORE ST #601	3.775	0.50	101.70	0.03%
0732 -066	BELLA JEFFREY L	1300 FILLMORE ST #602	3.775	0.50	101.70	0.03%
0732 -067	KAYMAKALAN ZEHRA	1310 FILLMORE ST #603	3.775	0.50	101.70	0.03%
0732 -068	CHAUDHARI HARDIK	1300 FILLMORE ST #604	3.775	0.50	101.70	0.03%
0732 -069	WANG SHAO MIN	1310 FILLMORE ST #605	3.775	0.50	101.70	0.03%
0732 -070	LAU MARGARET Y	1310 FILLMORE ST #606	3.775	0.50	101.70	0.03%
0732 -071	LIN & FANN FMLY TR	1310 FILLMORE ST #607	3.775	0.50	101.70	0.03%
0732 -072	LIN & FANN FMLY TR	1310 FILLMORE ST #608	3.775	0.50	101.70	0.03%
0732 -073	CHOE SANG MI	1310 FILLMORE ST #609	3.775	0.50	101.70	0.03%
0732 -074	LEE JAEHEE	1310 FILLMORE ST #610	3.775	0.50	101.70	0.03%

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0732 -075	JAMES R TROUT TRUST	1300 FILLMORE ST #701	3.775	0.50	101.70	0.03%
0732 -076	BRASSFIELD MELISSA ANN	1300 FILLMORE ST #702	3.775	0.50	101.70	0.03%
0732 -077	ERDAL ABDULLAH CELIK & NILGUN	1310 FILLMORE ST #703	3.775	0.50	101.70	0.03%
0732 -078	LEE EUGENE	1310 FILLMORE ST #704	3.775	0.50	101.70	0.03%
0732 -079	SONG ROBERT	1310 FILLMORE ST #705	3.775	0.50	101.70	0.03%
0732 -080	LAWRENCE DAVID A & WHITE MONETTA	1310 FILLMORE ST #706	3.775	0.50	101.70	0.03%
0732 -081	ERDAL ABDULLAH C & NILGUN A	1310 FILLMORE ST #707	3.775	0.50	101.70	0.03%
0732 -082	SCHMIDT JOHN M	1310 FILLMORE ST #708	3.775	0.50	101.70	0.03%
0732 -083	KIM FAMILY TRUST	1300 FILLMORE ST #709	3.775	0.50	101.70	0.03%
0732 -084	MCKINNEY LARRY & ALETA	1310 FILLMORE ST #710	3.775	0.50	101.70	0.03%
0732 -085	KAHN JAY DOUGLAS & DYSON FRANCES MARY	1310 FILLMORE ST #801	3.775	0.50	101.70	0.03%
0732 -086	CHOU JACKSON	1310 FILLMORE ST #802	3.775	0.50	101.70	0.03%
0732 -087	WANG JEFFERY L & JULIE P	1310 FILLMORE ST #803	3.775	0.50	101.70	0.03%
0732 -088	JERRY LONG LIVING TR	1310 FILLMORE ST #804	3.775	0.50	101.70	0.03%
0732 -089	VARMA ANUJ K	1310 FILLMORE ST #805	3.775	0.50	101.70	0.03%
0732 -090	KRISTENSEN FMLY TR	1310 FILLMORE ST #901	3.775	0.50	101.70	0.03%
0732 -091	WANG YENBO & LING LINDA	1310 FILLMORE ST #902	3.775	0.50	101.70	0.03%
0732 -092	BADRI AMEER	1310 FILLMORE ST #903	3.775	0.50	101.70	0.03%
0732 -093	CHUNG YONG WOO & AHN WHA SOO	1300 FILLMORE ST #904	3.775	0.50	101.70	0.03%
0732 -094	CHIEN ELIZABETH	1310 FILLMORE ST #905	3.775	0.50	101.70	0.03%
0732 -095	COATES GARY L & MARIE E	1310 FILLMORE ST #1001	3.775	0.50	101.70	0.03%
0732 -096	PANGANIBAN MIGUEL S	1310 FILLMORE ST #1002	3.775	0.50	101.70	0.03%
0732 -097	NELSON & EVGUENIA V ABRAMSON REVOC TR	1300 FILLMORE ST #1003	3.775	0.50	101.70	0.03%
0732 -098	BURNS DANA	1310 FILLMORE ST #1004	3.775	0.50	101.70	0.03%
0732 -099	RUBIN FMLY TR	1310 FILLMORE ST #1005	3.775	0.50	101.70	0.03%
0732 -100	ULRICH STAN & SURBER LUCINDA	1310 FILLMORE ST #1101	3.775	0.50	101.70	0.03%
0732 -101	LACINA MICHAEL J	1300 FILLMORE ST #1102	3.775	0.50	101.70	0.03%
0732 -102	TASSOUDJI SHAHRZAD	1300 FILLMORE ST #1103	3.775	0.50	101.70	0.03%
0732 -103	KORBA ROBERT	1300 FILLMORE ST #1104	3.775	0.50	101.70	0.03%
0732 -104	LOCKSON TRUST	1300 FILLMORE ST #1105	3.775	0.50	101.70	0.03%
0732 -105	JOHNSON MICHAEL E	1300 FILLMORE ST #PH-1A	3.775	0.50	101.70	0.03%
0732 -106	CHRISTINE HARRIS REVOC TRUST	1300 FILLMORE ST #PH1-B	3.775	0.50	101.70	0.03%
0732 -107	WANG STEPHANIE	1310 FILLMORE ST #PH1-C	3.775	0.50	101.70	0.03%
0732 -108	KIM LIVING TRUST	1300 FILLMORE ST #PH1-D	3.775	0.50	101.70	0.03%
0732 -109	FILLMORE DEVELOPMENT ASSOCS LLC	1300 FILLMORE ST #PH1-E	3.775	0.50	101.70	0.03%

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0732 -110	VALLABHANENI NAGESWARARAO	1300 FILLMORE ST #PH2-A	3.775	0.50	101.70	0.03%
0732 -111	KAT MARITAL SHARE ONE TR	1310 FILLMORE ST #PH-2B	3.775	0.50	101.70	0.03%
0732 -112	SLAVICH GEORGE M	1300 FILLMORE ST #PH2-C	3.775	0.50	101.70	0.03%
0732 -113	SMITH CHARLES M JR & LORNA M	1310 FILLMORE ST #PH-2D	3.775	0.50	101.70	0.03%
0732 -114	JCKS 2002 REVOC TR	1310 FILLMORE ST PH2 -E	3.775	0.50	101.70	0.03%
0749 -009	THELMA ARMS INC	1200 FILLMORE ST	743.629	50.00	15,115.44	4.13%
0749 -019	WEST BAY LOCAL DEV CORPORATION	1290 FILLMORE ST	609.038	1.00	8,329.48	2.27%
0750 -019	FILLMORE CENTER ASSOCS LP	1420 TURK ST	3,045.000	50.00	46,206.96	12.62%
0755 -002	GOLDEN GATE & FILLMORE ASSOC	1101 FILLMORE ST	513.750	10.00	7,954.56	2.17%
0755 -003	EL BETHEL MISS BAPT CH S F	1320 GOLDEN GATE AVE	28.750	0.00	388.42	0.11%
0755 -005	CATHOLIC CHARITIES OF THE ARCH	1340 GOLDEN GATE AVE	34.375	0.00	464.42	0.13%
0755 -006	CONLEY OWEN D JR & JANE A	1350 GOLDEN GATE AVE	137.500	10.00	2,871.44	0.78%
0755 -009	WONG TRUST	1386 GOLDEN GATE AVE	60.000	1.00	911.98	0.25%
0755 -010	CITY & COUNTY OF SAN FRANCISCO - RECREATION AND PARK DEPARTMENT (Social Service Agency Leased Space)	1392 GOLDEN GATE AVE	61.000	0.00	824.12	0.23%
0755 -011	ALCIDE & MARY YOLANDE ABRAMS 2000	1110 STEINER ST	111.000	1.00	1,601.00	0.44%
0755 -013	CITY & COUNTY OF SAN FRANCISCO - SFPD (Northern Police Station)	1125 FILLMORE ST	397.188	0.00	5,366.02	1.47%
0756 -014	SSC REALTY LESSOR MCDONALDS C	1100 FILLMORE ST	628.750	1.00	8,595.80	2.35%
0756 -015	CITY & COUNTY OF SAN FRANCISCO - OEWD (Muni Sub-Station)	1125	90.938	0.00	1,228.58	0.34%
0756 -016	CITY & COUNTY OF SAN FRANCISCO - RECREATION AND PARK DEPARTMENT - (Mini Park)	1125	62.500	0.00	844.38	0.23%
0756 -017	MSPDI TURK LLC	1125	375.000	1.00	5,167.64	1.41%
0774 -020	EL BETHEL TERRACE INC	1301 GOLDEN GATE AVE	393.750	25.00	7,854.06	2.14%
0774 -021	EL BETHEL ARMS INC	1234 MCALLISTER ST	393.750	50.00	10,388.56	2.84%
TOTALS:	226 PARCELS		21,384.614	762.00	\$366,159.20	100.00%
(1) Difference due to rounding.						