



**Fisherman's
WHARF[®]**
SAN FRANCISCO
**Landside Community Benefit District
Management District Plan Summary**

**For
A Property-Based
Community Benefit District
In the City and County of San Francisco**

January 2020

**Prepared By
NBS**

The full Fisherman's Wharf Landside CBD Management Plan and Engineer's Report can be found at
<https://oewd.org/fishermans-wharf>

Prepared pursuant to the State of California Property and Business Improvement District Law of 1994 as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code and Article XIID of the California Constitution to create a property-based business improvement district



Management District Plan Summary

The name of the property-based Community Benefit District is the Fisherman’s Wharf Landside Community Benefit District (“District”). The District is being established pursuant to the California Constitution and the Property and Business Improvement District Law of 1994, as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code.

Developed by the Fisherman’s Wharf Steering Committee, the Management District Plan describes how the proposed Fisherman’s Wharf Community Benefit District will improve and convey special benefits to parcels located within the District area. The District will provide various programs and services including the Clean and Safe Program, Marketing and Events Program, and administration of these programs. Each of these programs are designed to meet the goals of the District by improving the quality of life of District property owners by providing a well-kept, vibrant, and secure community, promoting the area through focused marketing and advocacy efforts, and maximizing community involvement via special events and outreach.

The Fisherman’s Wharf Community Benefit District area encompasses 198 physical properties and is bounded by Jefferson Street to the North, Bay Street to the South (reaching Francisco Street in some areas), the Embarcadero to the East, and Van Ness Avenue to the West.

Location	The Fisherman’s Wharf Landside Community Benefit District consists of 198 physical properties. In general, the District is bounded by Jefferson Street to the North, Bay Street to the South (reaching Francisco Street in some areas), the Embarcadero to the East, and Van Ness Avenue to the West.
Boundary	See map on page 4.
Improvements, Activities, Services	<p>The Fisherman’s Wharf Landside Community Benefit District will finance activities and improvements that will enhance the District’s environment for property owners, residents, workers, and visitors, which may include:</p> <p><u>Clean and Safe Program</u> A team of Fisherman’s Wharf Community Benefit District staff to implement services that may consist of, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Security Patrols (with 10B SFPD Officers or private security) • Wayfinding Assistance • Security Camera Program • Safety Outreach and Emergency Preparation • Transportation Improvements • Sidewalk and Gutter Sweeping • Sidewalk Pressure Washing • Graffiti and Handbill Removal • Trash Removal



Marketing and Event Program
 Programs may consist of, but are not limited to, the following:

- Communication and Public Relations
- Branding
- Special Community Events and Meetings
- Website Maintenance
- Social Media Outreach
- Event Promotion and Coordination
- District Stakeholder Communications
- Wayfinding and District Signage
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Advocacy

- Promote the District as a clean, safe, and vibrant area
- Create positive connections of image and visibility for the Wharf
- Increase the area’s perceptions as a friendly, clean, and exciting place
- Support business growth.

Administration
 Administrative staff oversees the ongoing provision of District programs and services.

Contingency/Reserve/City Fees
 An operating reserve is budgeted as a contingency for any payment of delinquencies, uncollectible assessments, Landside Community Benefit District renewal efforts, and/or unforeseen budget adjustments.

Budget	EXPENDITURES	TOTAL BUDGET	% of Budget
	Clean and Safe Program	\$605,700.00	45.00%
	Marketing and Events Program	349,960.00	26.00%
	Administration	269,200.00	20.00%
	Contingency/Reserve Allocation	121,140.00	9.00%
	Total Expenditures	\$1,346,000.00	100.00%
	REVENUES		
	Assessment Revenues	\$1,223,783.20	90.92%
	General Benefit Contributions	122,216.80	9.08%
	Total Revenues	\$1,346,000.00	100.00%



Method of Financing	Levy of assessments upon real property that benefit from improvements and activities.		
Assessments	<p>Annual assessments are based upon an allocation of program costs via assignment of special benefit points to District properties. In addition to referencing relevant property classifications or types, three property characteristics will be used to calculate special benefit points including lot square footage (15% weight), building square footage (15% weight), and linear frontage (70% weight). Estimated annual maximum assessment rates per special benefit point for the first year of the District follow:</p> <table border="1" data-bbox="586 642 1495 737"> <tr> <td data-bbox="586 642 1240 737">Assessment Rate per Special Benefit Point</td> <td data-bbox="1240 642 1495 737">\$254.00440</td> </tr> </table>	Assessment Rate per Special Benefit Point	\$254.00440
Assessment Rate per Special Benefit Point	\$254.00440		
CPI Increase	The maximum assessment rate per special benefit point shall adjust by the annual change to the Consumer Price Index for All Urban Consumers (CPI-U) for the San Francisco-Oakland-Hayward area. Total assessment revenue may also increase based on development in the District. The determination of annual adjustments in actual assessment rates will be subject to the approval of the Fisherman's Wharf Community Benefit District Board of Directors.		
City Services	The City has established and documented the base level of pre-existing City services. The District will not replace any pre-existing general City services.		
Collection	District assessments appear as a separate line item on the San Francisco City and County property tax bills.		
District Governance	The Fisherman's Wharf Community Benefit District Board of Directors shall provide the day-day operations and carry out the services as provided for in the Management District Plan.		
District Formation	District formation requires submission of favorable petitions signed by property owners representing more than 30% of total assessments to be paid. Petitions are submitted to the San Francisco Board of Supervisors. If the 30% threshold is met, the City will conduct further hearings and mail ballots to all District property owners and the majority of ballots returned, as weighted by assessments to be paid, must be in favor of the District in order for the Board of Supervisors to consider approval.		
Duration	The District will have a 15-year life beginning July 1, 2020 and ending June 30, 2035.		

Fisherman's WHARF

COMMUNITY BENEFIT DISTRICT



FISHERMAN'S WHARF LANDSIDE COMMUNITY BENEFIT DISTRICT

MAP OF PARCELS CURRENTLY IN THE DISTRICT AND EXPANSION

-  LANDSIDE BOUNDARY
-  CURRENT DISTRICT
-  EXPANSION PARCELS

