

File No. 200380

Committee Item No. 4

Board Item No. 17

COMMITTEE/BOARD OF SUPERVISORS

AGENDA PACKET CONTENTS LIST

Committee: Government Audit and Oversight

Date: May 7, 2020

Board of Supervisors Meeting:

Date: May 19, 2020

Cmte Board

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| <input type="checkbox"/> | <input type="checkbox"/> | Motion |
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| <input type="checkbox"/> | <input type="checkbox"/> | Ordinance |
| <input type="checkbox"/> | <input type="checkbox"/> | Legislative Digest |
| <input type="checkbox"/> | <input type="checkbox"/> | Budget and Legislative Analyst Report |
| <input type="checkbox"/> | <input type="checkbox"/> | Youth Commission Report |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Introduction Form |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | Department/Agency Cover Letter and/or Report |
| <input type="checkbox"/> | <input type="checkbox"/> | MOU |
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| <input type="checkbox"/> | <input type="checkbox"/> | Award Letter |
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OTHER

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| <input type="checkbox"/> | <input checked="" type="checkbox"/> | <u>CBD Presentation to GAO – May 7, 2020</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Management Plan and Engineer’s Report – February 2020</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Draft Balloting Documents and Hearing Notice</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Yes and No Petitions</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Referrals FYI and SBC – April 22, 2020</u> |
| <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <u>Response OSB – April 24, 2020</u> |
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Prepared by: John Carroll

Date: May 1, 2020

Prepared by: John Carroll

Date: May 12, 2020

1 [Resolution of Intention - Renewal and Expansion - Fisherman’s Wharf Landside Community
Benefit District]

2
3 **Resolution declaring the intention of the Board of Supervisors to renew and expand a**
4 **property-based business improvement district known as the “Fisherman’s Wharf**
5 **Landside Community Benefit District” and levy a multi-year assessment on all parcels**
6 **in the district; approving the management district plan and engineer’s report and**
7 **proposed boundaries map for the district; ordering and setting a time and place for a**
8 **public hearing of the Board of Supervisors, sitting as a Committee of the Whole, on**
9 **July 14, 2020, at 3:00 p.m.; approving the form of the Notice of Public Hearing and**
10 **Assessment Ballot Proceeding, and Assessment Ballot; directing environmental**
11 **findings; and directing the Clerk of the Board of Supervisors to give notice of the**
12 **public hearing and balloting, as required by law.**

13
14 WHEREAS, The Property and Business Improvement District Law of 1994 (California
15 Streets and Highways Code, Sections 36600 et seq., “1994 Act”), authorizes cities to
16 establish property and business improvement districts within business districts to promote the
17 economic revitalization and physical maintenance of such business districts; and

18 WHEREAS, Section 36603 of the 1994 Act recognizes the authority of Charter cities to
19 adopt ordinances providing for different methods of levying assessments for similar or
20 additional purposes from those set forth in the 1994 Act; and

21 WHEREAS, Article 15 of the San Francisco Business and Tax Regulations Code
22 (“Article 15”) augments certain procedural and substantive requirements relating to the
23 formation of property and business improvement districts and the assessments on real
24 property or businesses within such districts; and

1 WHEREAS, The 1994 Act and Article 15 authorize the City to levy and collect
2 assessments on real property within such districts for the purpose of providing improvements
3 and promoting activities and property-related services that specially benefit parcels of real
4 property located within such districts; and

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

8 WHEREAS, The 1994 Act and Article 15 impose additional procedural and substantive
9 requirements relating to assessments on real property within a proposed property and
10 business improvement district, also known as a community benefit district (“CBD”); and

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

15 WHEREAS, The property owners who will pay 30% or more of the total amount of
16 assessments on properties within the proposed district signed and submitted to the Clerk of
17 the Board of Supervisors a petition (“Petition”) requesting that the Board of Supervisors renew
18 and expand the property-based community benefit district known as the “Fisherman’s Wharf
19 Landside Community Benefit District,” and levy assessments on properties located in the
20 proposed district to fund property-related services, activities, and improvements within the
21 district; and

22 WHEREAS, A Management District Plan entitled “Fisherman’s Wharf Landside
23 Community Benefit District Management Plan” (“Management District Plan”) containing
24 information about the proposed district and assessments required by Section 36622 of
25 the 1994 Act, including but not limited to a map showing all parcels located in the district, a

1 description of the boundaries of the district, the name of the district, the amount of the
2 proposed assessment for each parcel, the total annual amount chargeable to the entire
3 district, the duration of the payments, the property-related services, activities and
4 improvements to be funded by the assessments for each year and the maximum cost thereof,
5 the method and basis upon which the assessments are calculated in sufficient detail to allow
6 each property owner to calculate the amount of the assessment to be levied against his or her
7 property, a statement that no bonds will be issued, the time and manner of collecting the
8 assessments, and a list of the properties to be assessed (including assessor parcel numbers),
9 is on file with the Clerk of the Board of Supervisors in File No. 200380, which is hereby
10 declared to be a part of this Resolution as if set forth fully herein; and

11 WHEREAS, A detailed engineer’s report supporting the assessments within the
12 proposed district, prepared by John G. Egan, California Registered Professional Engineer
13 No. 14853, entitled “Fisherman’s Wharf Landside Community Benefit District Engineer’s
14 Report” (“Engineer’s Report”) is on file with the Clerk of the Board of Supervisors in File
15 No. 200380, which is hereby declared to be a part of this Resolution as if set forth fully
16 herein; and

17 WHEREAS, A Proposed Boundaries Map, submitted pursuant to California Streets and
18 Highways Code, Section 3110, is on file with the Clerk of the Board of Supervisors in File
19 No. 200380, which is hereby declared to be a part of this Resolution as if set forth fully herein;
20 now, therefore, be it

21 RESOLVED, That the Board of Supervisors declares as follows:

22 Section 1. Pursuant to Section 36621(a) of the 1994 Act and Article 15, the Board of
23 Supervisors declares its intention to renew and expand the property and business
24 improvement district known as the “Fisherman’s Wharf Landside Community Benefit District”
25 (“District”) for a period of fifteen and one half (15 1/2) years, and to levy and collect

1 assessments against all parcels of real property in the District for fifteen of those years,
2 commencing with fiscal year (“FY”) 2020-2021, subject to approval by a majority of the
3 property owners in the District who cast assessment ballots, which ballots shall be weighted
4 according to the proportional financial obligations of the affected properties. No bonds will be
5 issued. District operations are expected to commence on or about January 1, 2021, following
6 collection of the assessments for FY2020-2021 and disbursement of the assessment
7 proceeds to the nonprofit owners’ association that will administer the property-related
8 services, activities and improvements in the District pursuant to Section 36651 of the 1994 Act
9 and a written agreement with the City.

10 Section 2. Nonpayment of assessments will have the same lien priority and delinquent
11 payment penalties and be subject to the same enforcement procedures and remedies as the
12 ad valorem property tax. All delinquent payment of assessments will be subject to interest
13 and penalties. The City Treasurer and Tax Collector will enforce imposition of interest and
14 penalties and collection of assessments pursuant to the 1994 Act, Article 15 and the San
15 Francisco Business and Tax Regulation Code Article 6, as each may be amended from time
16 to time.

17 Section 3. The Board of Supervisors hereby approves the Management District Plan
18 and Engineer’s Report, including the estimates of the costs of the property-related services,
19 activities and improvements set forth in the plan, and the assessment of said costs on the
20 properties that will specially benefit from such services, activities and improvements. The
21 Clerk of the Board shall make the Management District Plan, Engineer’s Report and other
22 documents related to the District and included in the record before the Board of Supervisors
23 available to the public for review during normal business hours, Monday through Friday 8:00
24 a.m. through 5:00 p.m., excluding legal holidays.

1 Section 4. The Board of Supervisors hereby approves the Proposed Boundaries Map
2 showing the boundaries of the District. The proposed District contains approximately 198
3 identified parcels located on approximately 27 whole or partial blocks.

4 Specifically, the exterior District boundaries are:

- 5 • Jefferson Street to the north.
- 6 • Bay Street to the south (reaching Francisco Street in some areas);
- 7 • The Embarcadero to the east;
- 8 • Van Ness Avenue to the west

9
10 Reference should be made to the detailed maps and the lists of parcels identified by
11 Assessor Parcel Number that are contained in the Management District Plan, in order to
12 determine which specific parcels are included in the Fisherman’s Wharf Landside Community
13 Benefit District.
14

15 Section 5. A public hearing on the renewal and expansion of the District, and the levy
16 and collection of assessments starting with FY2020-2021 and continuing through
17 FY2034-2035, shall be conducted before the Board of Supervisors sitting as a Committee of
18 the Whole on July 14, 2020, at 3:00 p.m., or as soon thereafter as the matter may be heard in
19 the Board’s Legislative Chamber, Second Floor, City Hall, 1 Dr. Carlton B. Goodlett Place,
20 San Francisco, California, 94102. At this public hearing, the Board of Supervisors will hear
21 public testimony regarding the proposed formation of the District, assessments, and
22 boundaries of the District, including testimony from all interested persons for or against
23 renewal and expansion of the District, the extent of the District, the levy of the assessments,
24 the furnishing of specific types of property-related services, improvements and activities, and
25 other matters related to the District. The Board of Supervisors may waive any irregularity in

1 the form or content of any written protest, and at the public hearing may correct minor defects
2 in the proceedings. All protests submitted by affected property owners and received prior to
3 the conclusion of the public testimony portion of the public hearing shall be tabulated to
4 determine whether a majority protest exists.

5 Section 6. The Board of Supervisors hereby approves the form of the Notice of Public
6 Hearing and Assessment Ballot Proceeding, and Assessment Ballot, which are on file with the
7 Clerk of the Board of Supervisors in File No. 200380; which are hereby declared to be a part
8 of this Resolution as if set forth fully herein.

9 Section 7. The proposed property-related services, improvements and activities for the
10 District include a Clean and Safe program, a Marketing program, and Administration.

11
12 **Clean and Safe Program:** Clean and Safe Program includes, but is not limited to,
13 sidewalk cleaning, sidewalk pressure washing, trash collection, graffiti removal and
14 abatement, security patrol, and emergency preparedness.

15 **Marketing and Event Program:** Marketing and Events Program includes, but is not
16 limited to, community events, communications, outreach, public relations efforts, wayfinding,
17 and destination marketing.

18 **Administration:** Administration includes daily oversight and operation of the
19 Fisherman’s Wharf Landside CBD, adherence to the Management District Plan, and
20 compliance with audit/reporting requirements. Also included are office expenses, professional
21 services, organization expenses, and other similar services.

22 **Contingency and Reserves:** Contingency and Reserves fund a contingency reserve
23 that may be used to cover possible unforeseen future expenses and help to smooth out cash
24 flows, which are affected by the timing of property owner payments.

1 Section 8. Within the area encompassed by the proposed District, the City currently
2 provides services at the same level provided to other similar areas of the City. It is the intent
3 of the Board of Supervisors to continue to provide the area encompassed by the District with
4 the same level of services provided to other similar areas of the City; formation of the District
5 will not affect the City's policy to continue to provide the same level of service to the areas
6 encompassed by the District as it provides to other similar areas of the City during the term of
7 the District.

8 Section 9. The annual total assessments proposed to be levied and collected for the
9 first year of the District (FY2020-2021) is estimated to be \$1,223,783.20. The amount of the
10 total annual assessments to be levied and collected for years two through fifteen
11 (FYs 2021-2022 through 2034-2035) may be increased from one year to the next due to
12 changes to the consumer price index (CPI) or by 5%, whichever is greater. Assessments may
13 also increase based on development in the District. The determination of annual adjustments
14 in assessment rates will be subject to the approval of the Fisherman's Wharf Landside
15 Community Benefit District Owners' Association. Assessment rates may not increase by more
16 than 5% or the CPI annual increase, whichever is greater.

17 Section 10. Environmental Findings. Following the approval of this Resolution, the
18 Planning Department shall determine whether the actions contemplated in this Resolution are
19 in compliance with the California Environmental Quality Act (California Public Resources
20 Code, Sections 21000 et seq.), and respond in writing to the Clerk of the Board of Supervisors
21 prior to the Board's public hearing on the renewal and expansion of the District on
22 July 14, 2020 at 3:00 p.m.

23 Section 11. The Clerk of the Board is directed to give notice of the public hearing as
24 provided in California Streets and Highways Code, Section 36623, California Government
25

Code, Section 53753, California Constitution Article XIID, Section 4, San Francisco Charter,
Section 16.112, and San Francisco Administrative Code, Section 67.7-1.

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Randall Scott
Executive Director

Landside CBD
Renewal

District Clean and Safe Evolution

2019/20 Landside Assessments: \$758,600

2007 to 2013 - 1 cleaner 7 days/week

2013 to 2018 - Clean and Safe program begins with 3 Ambassadors

**2018 to 2020 - Clean and Safe Program increases to 4 Ambassadors
and partial private security**

District Clean and Safe Numbers

(2015 to Present)

Interactions with Businesses: 45,073

Hospitality Interactions: 117,936

Graffiti Incident Mitigation: 23,032

Quality of Life Issues Addressed: 37,080

Pounds of Trash Collected: 126,455



ITINERARIES

Fisherman's Wharf is known around the world as a must-see destination. While the neighborhood offers a number of classic stops for the first time tourists to check off their bucket list, this area also offers more than meets the eye. Find unique and off-the-beaten Wharf spots in these itineraries curated by local experts. Fisherman's Wharf has something for everyone. Pick your flavor at visitfishermanswharf.com/itineraries

CLASSIC ROMANTIC

Cultivate a romantic San Francisco experience with your sweetie that goes beyond the boring evening of dinner and a movie. Savor a sunset cruise on the San Francisco Bay, snag a couple wine smoothing next to the sharks in the Aquarium of the Bay's under-water crystal tubes, and snuggle up in a booth at a top-notch seafood restaurant. View this itinerary at visitfishermanswharf.com/classic-romantic

NAUTICAL NUT

Stroll down Jefferson Street to encounter numerous sea-centric experiences. You can meet fourth-generation fishermen and see the historic fishing fleet. For a deeper dive into the Wharf's maritime heritage you can restore a rowboat, sail a catamaran out to sea and catch a glimpse of the migrating gray whales, or rool in a salmon aboard a sport fishing boat. View this itinerary at visitfishermanswharf.com/nautical-nut

ART AFICIONADO

Any art lover's trip to San Francisco is not complete without a walking tour/gallery hop of the Fisherman's Wharf district. Enjoy museum-like art galleries filled with paintings, sculptures, and mixed-media works from the greats like Picasso and Dalí. As you walk between galleries, you can admire the public art installations and catch an impromptu show from numerous street performers. View this itinerary at visitfishermanswharf.com/art-aficionado

LOCALS ONLY

Psst... Fisherman's Wharf isn't just for tourists. Even the most jaded of locals love a staycation in San Francisco's most iconic neighborhood. You too can experience the Wharf like a San Franciscan. Uncover the hidden gems that the locals recommend to their friends. View this itinerary at visitfishermanswharf.com/locals-only

LEGEND

- Public Parking
- Restroom
- Bike Trail
- Fun Walk Interpretive Signs
- Cable Car Line
- F & E-Line Streetcar Stops
- Street Directions

POINTS OF INTEREST & ATTRACTIONS

- San Francisco Maritime Museum
- Chinatown Square
- Aquatic Park
- Carlson Art Museum (Opening in 2017)
- The Buena Vista Cafe
- Hyde Street Pier
- Anchorage Square
- Fishermen's & Seaman's Memorial Chapel
- Historic Fishing Fleet
- Seafood Stalls
- Shuckle Miscochine
- USS Pompano & SS Jeremiah O'Brien
- Blouin Bakery
- Pipley's Believe It or Not! Museum
- Madame Tussauds
- San Francisco Dungeon
- Pier 43 Promenade
- Northpoint Shopping Center
- Sea Lions & Sea Lion Center
- PIER 39
- Aquarium of the Bay
- Historic & Educational
- Shopping & Entertainment Center
- Attraction

TRANSPORTATION

- Powell/Hyde Cable Car Turnaround
- F & E-Line Streetcar Lane Stop
- Powell/Mason Cable Car Turnaround
- Red & White Fleet
- Ferry Terminal
- Blue & Gold Fleet
- 38 Bus to Cliff Tower

HOTELS

- Fairmont Heritage Place
- The Argonaut Hotel
- Courtyard by Marriott
- Holiday Inn
- Mandarin
- Travelodge
- Holiday Inn Express
- Pier 2630
- Hyatt Centric
- The Wharf Inn
- BEST WESTERN PLUS The Tuscany
- Hotel Zephyr
- Shenzon

VISITOR CENTERS

- San Francisco Maritime National Historical Park's Visitor Center
- The Wharf Inn
- California Welcome Center

APPS FOR EXPLORING

Download these apps on your smart phone or tablet to explore Fisherman's Wharf:

- UThe (Itinerary planner)
- Debut (audio walking tours)
- Top Advisor (travel recommendations)
- Web or Open Table (book, reservations & more)
- Living Social, Groupon, or CityGuidesDeals (discounts & coupons)
- Google Maps or Waze (directions)
- Curio or Flywheel (bars)
- Light or Lion (taxi alternatives)
- S11 Transit or Pucker Muni (public transportation)



VISITOR TIPS

- When the fog rolls in, the temperature can change dramatically. Always dress in layers.
- Avoid walking while holding your phone or placing it on restaurant table tops where it can be easily grabbed.
- Buy a rechargeable Clipper Card or a multi-day MUNI Pass at any Muniway or partner retailer to easily ride the cable cars, streetcars, buses, and BART. It will save you time and money because operators do not have the ability to give change.
- Park smart! Do not leave any belongings in your vehicle, especially valuables.
- Take a reusable bag with you when you go shopping or souvenir hunting to avoid a 10¢ charge per bag.

Fisherman's Wharf has many public transportation options. Cable cars, streetcars, buses, boats, and bikes are all options. Find information and maps at visitfishermanswharf.com/getting-around

APPS FOR EXPLORING

DINING

Whether you're looking for a fine dining experience with breathtaking bay views or a quick bite on your way to your next tour, Fisherman's Wharf has something for everyone.

The core of the area's culinary scene is seafood. Upscale establishments, and seafood stands alike, specialize in fresh crab, clam chowder in sourdough bread bowls, and oysters. Other iconic treats that visitors adore include hot fudge sundaes from Ghirardelli.

Chocolate and Irish coffee from its originator, The Buena Vista Cafe.

Don't be afraid to venture down the foodie road less traveled. The neighborhood is home to a Michelin-starred restaurant, new concept eateries from celebrity chefs, and a diverse food truck corridor.

Find a complete list of dining options at VisitFishermansWharf.com/Restaurants

HISTORY OF THE FISHING INDUSTRY

The historic waterfront district gets its name from the mid to late 1800s when Italian immigrant fishermen came to the city. The population began looking for local delicacies and the area's first Seafood Distributors came. Seafood restaurants were first created to feed the hungry fishermen after a long day out on the water.

To this day, the area is home to San Francisco's fishing fleet. Historic Monterey fishing boats line the water along Jefferson Street.

FISHERMAN'S WHARF'S FISHING INDUSTRY TODAY

- 185 ACTIVE FISHING VESSELS
- 22 SEAFOOD DISTRIBUTION COMPANIES (largest concentration on the west coast)
- 19 MILLION LBS. OF SEAFOOD AT THE WHARF ANNUALLY

SHOPPING

Fisherman's Wharf is the perfect place to find a gift for a loved one back home or a shirt in cool prints and quirky jokes.

In addition to traditional souvenir shops, you will find distinguished shopping experiences of the beaten wharf. Keep your eye out for French boutiques, hot sauce tasting, shipyard inspired antiques, locally-owned designer shops, and more.

Find all your shopping options at VisitFishermansWharf.com/Shopping

FESTIVALS & EVENTS

JANUARY
Fisherman's Wharf Crab March
Sea Lion Anniversary at PIER 39

FEBRUARY
PIER 39's Tulip Parade

APRIL
Opening Day on the Bay

MAY
Unlocked at Ghirardelli Square
4th of July Festival

SEPTEMBER
The Great Pate SeaWenger Hunt
Ghirardelli Square Chocolate Festival

APRIL - OCTOBER
Salmon Season

OCTOBER
Wharf Fest
First West
Native Heritage Day Parade
150th SFED Anniversary & Living History Days

NOVEMBER
Veteran's Day Parade
Pie 39 Tree Lighting Celebration
Ghirardelli Square Tree Lighting

DECEMBER
Lighted Boat Parade
Ghirardelli Square Light the Menorah Celebration

NOVEMBER - APRIL
Crab Season

For dates and event details go to VisitFishermansWharf.com/Events

THINGS TO DO

- Alcatraz Viewing Tours
- Art Galleries
- Attractions
- Bay Cruises
- Bike, Segway & GoCar Tours
- Hop-on/Hop-off Bus Tours
- Museums
- Sport Fishing
- Walking Tours
- Wine & Beer Tasting

GET SOCIAL WITH US!

Like us on Facebook at Facebook.com/VisitFishermansWharf for:

- Adorable Sea Lion Pics
- Historic Photography
- Weekly Events & Festivals
- All the Latest & Greatest at the Wharf
- Sweepstakes Worth over \$1,000

Follow us on Instagram @FishermansWharf
Share your selfies, seafood snaps, and scenic shots with the hashtag #FishermansWharf. You could be featured as our Instagram of the week!

Follow us on Twitter @TheWharfSF for:

- Foodie Photos
- News & Events
- Need a Fisherman's Wharf recommendation? Send a tweet our way!

POCKET GUIDE

Fisherman's WHARF

THE BEATEN WHARF

SOMETHING FOR EVERYONE

Fisherman's Wharf is the #1 must-see destination in San Francisco. This historic waterfront district is home to breathtaking bay views, family-friendly attractions, seafood restaurants, over 600 parking sea lions, and more. Whether you're looking for the traditional visitor tour or an off the beaten wharf adventure, this Pocket Guide will help you curate your unique Fisherman's Wharf experience.

VisitFishermansWharf.com



BAR & ATTRACTIONS

TREASURE HUNT

AT THE WHARF

START YOUR ADVENTURE!

Marketing Metrics at a glance...

Instagram
4,975 April 2020
1,572 March 2018

Facebook
51.7K Page Likes
38.5K Page Reach

Newsletters

Average Open Rate vs. Industry
FWCBBDetails: 29% vs. 15%

Community Announcements 25% vs. 15%

93% vs. 67%

Fisherman's WHARF

SAN FRANCISCO'S HISTORIC WATERFRONT DISTRICT

SOMETHING FOR EVERYONE

- 22 ATTRACTIONS
- 13 HOTELS
- 100+ RESTAURANTS
- 500+ BARKING SEA LIONS

Discover all that Fisherman's Wharf has to offer at VisitFishermansWharf.com
Shopping • Historic Ships • Bay Cruises • Bike/Segway Rentals • Sightseeing Tours • Sport Fishing • Cable Cars

Landside Budgets Before and After Renewal

2019 Assessments: \$758,600

	ASSESSMENT BUDGET	% of Budget
DISI Program	\$356,542.00	47.00%
SOBO Program	\$189,650.00	25.00%
Administration	\$159,306.00	21.00%
Contingency/Reserve Allocation	\$53,102.00	7.00%
Total	\$758,600.00	100.00%

2020-2021 Assessments: \$1,223,783

	ASSESSMENT BUDGET	% of Budget
Clean and Safe Program	\$550,702.00	45.00%
Marketing and Events Program	\$318,183.00	26.00%
Administration	\$244,756.00	20.00%
Contingency/Reserve Allocation	\$110,140.00	9.00%
Total Expenditures	\$1,223,783.00	100.00%

FWCBD Staff



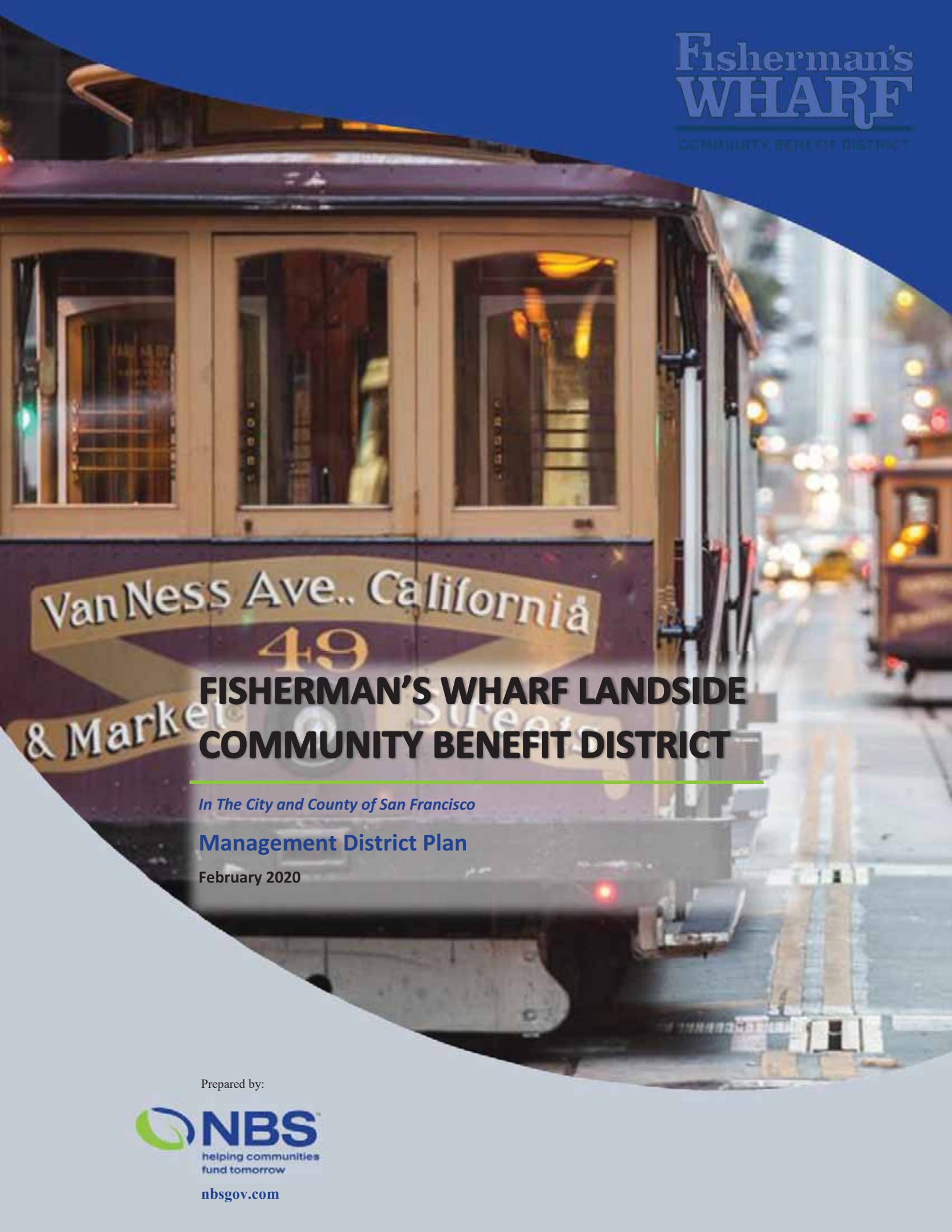
Randall Scott
Executive Director
randall@fwcbd.com



Laura Schaefer
Deputy Director
Director of Marketing & Communications
laura@fwcbd.com



Mike Castro
Services Manager
mike@fwcbd.com



**FISHERMAN'S WHARF LANDSIDE
COMMUNITY BENEFIT DISTRICT**

In The City and County of San Francisco

Management District Plan

February 2020

Prepared by:



nbsgov.com

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1. EXECUTIVE SUMMARY

1.1 Fisherman’s Wharf Community Benefit District

The Fisherman’s Wharf Community Benefit District (the “FWCBD”) was formed by the City of San Francisco (the “City”) in November 2005 with the establishment of the Landside CBD property-based assessment (the "Landside CBD" or “District”) to serve the business and property owners of this San Francisco neighborhood. Later, in December 2006, the City formed the Portside CBD business-based assessment (the "Portside CBD"), which incorporates businesses with leases from the Port of San Francisco.

The FWCBD immediately began serving businesses and residents of San Francisco through the levy and collection of these assessments to fund vital marketing, events, advocacy, cleaning, streetscapes, security, and safety programs within the Landside CBD. The Landside CBD will fund these vital programs and activities through Fiscal Year 2034/35.

1.2 Goals of the FWCBD

The mission of the FWCBD is to preserve and enhance its vast San Francisco waterfront landscape and multi-cultural heritage, while integrating modern efficiencies to enrich the experience of visitors from both near and far through:

- Clean and Safe
 - Sidewalk sweeping and pressure washing
 - Graffiti removal and abatement
 - Security patrols
 - Emergency preparedness
- Marketing
- Streetscape Improvements
- Traffic and Urban Planning
- Market Research

Given its broad representation and focused activities, the FWCBD has served as a catalyst for the unification of Fisherman’s Wharf constituents and has successfully supported a number of positive changes in this historic San Francisco neighborhood.



We envision San Francisco’s Fisherman’s Wharf to be a world-class destination that celebrates its unique history and historical importance in the fishing industry while offering an unparalleled retail, dining, and entertainment experience that showcases the natural beauty of the waterfront.

1.3 Management District Plan Overview

The Management District Plan is the result of the work of the FWCBD, dedicated to improving the Fisherman’s Wharf area for the benefit of business owners and the community. This Management District Plan focuses on proposed activities and improvements within the boundaries of the Landside CBD only and includes a boundary, annual budget, assessment methodology, and district management guidelines. For definitions, descriptions, and calculations of special benefits relative to the FWCBD, that information can be found in the Engineer’s Report attached as Appendix C within this Management District Plan. There is a separate Management Plan that contains information on the proposed Portside CBD.

2. DISTRICT AT A GLANCE

Property owners established the existing Landside CBD in 2005 for a fifteen-year operational term. Based on the success of the prior district, property owners have shown support to renew the Landside CBD, with certain adjustments to the assessment methodology.

2.1 Landside CBD Boundaries

The Landside CBD is located in the historic Fisherman’s Wharf neighborhood of the City of San Francisco. The District is generally 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. The proposed Landside CBD boundary includes the property described below:

There are 198 assessable physical properties, 28,337 linear front feet, 4,806,700 building square feet, and 2,340,298 lot square feet within the Landside CBD.

Refer to Appendix A of this Management District Plan for a Boundary Map that more fully provides a description of the Landside CBD boundaries.

2.2 Services and Activities

The services and activities described in this Management District Plan include the provision of the Clean and Safe program, the Marketing and Event program, as well as various management activities to support those efforts, as further described in Section 4, herein.

2.3 Annual Total Budget and Assessments

The total proposed annual budget for Fiscal Year 2020/21 is \$1,346,000. Anticipated assessment revenue of \$1,223,783.20 will provide 90.92% of the annual operating budget. The remaining portion of the annual budget will be generated from sources other than assessments, such as contributions, fundraising, grants, donations, or other revenues.

Any surplus monies from the existing Landside CBD as of December 31, 2020, to be carried over, can only be used to benefit those properties within the Landside CBD. If this is not practical, such surplus monies will be refunded to property owners in the Landside CBD in proportion to how they were assessed under the prior Landside CBD.

The assessment calculation for each property utilizes a combination of land use, street front footage, building square footage, and lot square footage. Section 6 of this Management District Plan provides a more detailed procedure of the annual assessment calculation.

2.4 Term

If renewed, assessments would be collected for fifteen years (July 1, 2020, through June 30, 2035). Expenditure of those collected assessments can continue for up to six months after the end of the assessment collection period (December 31, 2035), at which point the Landside CBD would terminate, if not renewed again.

3. BACKGROUND

The City can establish special assessment districts to provide a constant funding source for improvements, maintenance, and activities that benefit properties within a defined geographical area. The improvements, maintenance, and activities can include providing enhanced cleaning and maintenance services, improving security, providing for marketing activities to promote and revitalize an area, and other programs found to benefit an area. The ongoing revenue stream for the improvements, maintenance, and activities comes from annual assessments levied on properties in the district that will specially benefit from the activities. The process by which special assessment districts are formed is outlined below.

3.1 What is a Property and Business Improvement District?

A Property and Business Improvement District (“PBID”) is a special assessment district that provides for the levy and collection of assessments on properties within a geographically defined area. Assessment revenue collected from the benefitting properties pays the costs associated with the improvements, maintenance, and activities provided to such area. The legislation that allows for the establishment of a PBID is the Property and Business Improvement District Law of 1994 (commencing with Section 36600 of the California Streets and Highways Code) (the “Law”).

As the City and County of San Francisco is a “charter city” as defined by State law, Section 1510 of San Francisco’s Business and Tax Regulations Code provides authority for the City to augment the Law by authorizing the Board of Supervisors to do any of the following:

1. Reduce the percentage of petitions required from owners in order to initiate formation;
2. Have the district encompass residential property, and to assess residential property;
3. Extend the term of the district to a maximum of 15 years, or such longer term as is authorized by state law;
4. Extend the term of the district to a maximum of 40 years, if all or a portion of the assessments will be pledged or applied to pay any bond, financing lease (including certificates of participation therein), or other similar obligations of the City;
5. Recover through assessments the costs incurred in formation of the district;
6. Disestablish a district upon a supermajority vote of the Board of Supervisors; or,
7. Require a weighted two-thirds (2/3) vote of business owners to be assessed (based on ballots cast), as an alternative or additional procedure for establishing a business improvement district and levying assessments on business owners.

3.2 Establishing a Management District Plan

The Law provides the legal framework for establishing a PBID. As part of the formation proceedings, proponents prepare a Management District Plan in accordance with Section 36622 of the Law. The Management District Plan must contain, but is not limited to, the following required elements:

1. A map of the district in sufficient detail to locate each parcel of property within the district;
2. The name of the proposed district;
3. A description of the boundaries of the district, including the boundaries of any benefit zones, proposed for the establishment or extension of the district in a manner sufficient to identify the properties included. The boundaries of a proposed district shall not overlap with the boundaries of another existing district created pursuant to the Law. The Law does not prohibit the boundaries of a district created pursuant to the Law to overlap with other assessment districts established pursuant to other provisions of law including, but not limited to, the Parking and Business Improvement Area Law of 1989;
4. The improvements and activities proposed for each year of operation of the district and the maximum cost thereof;
5. The total annual amount proposed to be expended for improvements, maintenance and operations;
6. The proposed source or sources of financing, including the proposed method and basis of levying the assessment in sufficient detail to allow each property owner to calculate the amount of the assessment to be levied against his or her property;
7. The time and manner of collecting the assessments;
8. The specific number of years in which assessments will be levied. San Francisco's Business and Tax Regulations Code allows the term of the district to be extended by 15 years;
9. The proposed time for implementation and completion of the management district plan;
10. Any proposed rules and regulations to be applicable to the district;
11. A list of the properties to be assessed and a statement of the method or methods by which the expenses of a district will be imposed upon benefited real property, in proportion to the benefit received by the property, to defray the cost thereof, including operation and maintenance;
12. Any other item or matter required to be incorporated therein by the City Council.

3.3 PBID Name Designation

The name designation of this proposed PBID is the Fisherman's Wharf Landside Community Benefit District (the "Landside CBD" or "District").

3.4 Timeline for Implementation and Completion of the District

If approved, the Landside CBD assessment will be effective beginning July 1, 2020, and ending June 30, 2035. District operations will begin in January 2021 and end in December 2035.

4. DESCRIPTION OF SERVICES AND ACTIVITIES

The Landside CBD will provide for the ongoing provision of the Clean and Safe program, the Marketing and Event program, and management activities all located within the boundaries of the District.

The District will fund certain services and activities described below, which are collectively referred to as the “Services and Activities.”

4.1 Clean and Safe Program

The District will supplement certain services provided by the City, such as those services provided by the Department of Public Works, through a comprehensive Clean and Safe program that is designed to improve safety and cleanliness of sidewalks, curbs, and street fixtures within the District boundaries. By using a team of Fisherman’s Wharf CBD clean and safe staff, the Clean and Safe program is designed to strive for safe, litter-free sidewalks that are absent of graffiti and other signs of decay.

The goal is for property owners, merchants and residents alike to maintain pride in the area and to develop perceptions of cleanliness and increased safety which will contribute to an aesthetically pleasing and vibrant community. Visitors to the District should feel comfortable and secure. A key objective of the FWCBD Board of Directors is to improve the quality of life for property owners, businesses, and residents within the District, as well as to continually improve the experience of visitors by providing a safe and welcoming presence throughout the area.

4.1.1 FWCBD STAFFING PROGRAM

The FWCBD’s staffing program offers critical support to property owners, residents, merchants, and visitors in terms of cleanliness and public safety. The team of FWCBD staff not only assist visitors with directions and questions, but they also clean and remove graffiti in the District, collect litter, provide outreach to the District’s street population, and aid law enforcement in the District area.



The primary function of the FWCBD’s staff is to assist the public with information and to direct them to destinations within the District, by drawing on their extensive knowledge of local geography, District businesses, transportation systems, and other useful information. FWCBD staff serve as a welcoming and informed presence that assist the public in navigating the District.

FWCBD staff members also play an important role in promoting the District as a safe and friendly environment. The FWCBD staff are identified by their bright and colorful uniforms, which make them easily visible and recognizable, causing their presence to serve as a deterrent to misdemeanor crime. In addition, they carry hand-held radios that enable them to communicate with each other and request assistance from management if necessary. When present, the private security/10B officer carries one of these radios. The FWCBD also maintains a hotline (staffed by the FWCBD management team) that enables community members to report problems and request necessary service or actions.

FWCBD's staff members receive extensive training on the rules and procedures governing quality of life offenses and public nuisances, and work diligently to employ excellent communication procedures that enable prompt response from the SFPD when an incident occurs.

The FWCBD staffing program goals can be summarized as follows:

- Public awareness and “crime watch”-style programs to involve property owners, merchants, residents, and citizens
- Reduction of criminal activities, public intoxication, and public nuisance crimes through the persuasive efforts of the FWCBD staff and the coordinated enforcement back-up provided by SFPD
- Continuing development of relationships between FWCBD staff and the merchants of Fisherman’s Wharf, greeting them regularly and offering assistance
- Continued development of strong, supportive relationships between FWCBD staff and SFPD officers
- Ongoing assistance to the homeless by providing useful information and referral to social services

4.1.2 10B SFPD OFFICERS (OR PRIVATE SECURITY)

The District contracts with 10B SFPD or private security officers, at times, to provide a uniformed presence and provide the enforcement element of the Clean and Safe program. A 10B SFPD officer is a regular uniformed SFPD officer who is assigned directly to and paid for by the District. At times when 10B officers are not available or the FWCBD Board of Directors decides that private security may be more cost effective, the District will employ private security officers that will be a visual deterrent, will report crimes to 911 or non-emergency as needed, and advise the public as necessary on laws and rules regarding the public realm. The 10B SFPD officer, or private security officer, has a direct communication link via radio to the FWCBD staff, as well as to SFPD dispatch. The 10B SFPD officers, or private security officers, will patrol the entire District area and respond to calls from within the District boundaries when needed.

4.1.3 SERVICES COMMITTEE

The Services Committee, which is chaired by a board member and volunteer committee members, oversees the Clean and Safe staffing program and the working groups that may be developed for short-term issues. Examples of these working groups are the Safety Outreach, Transportation Improvement, and Jefferson Street Working Groups, discussed further below:

- The Safety Outreach Working Group, formerly *PIERSafe (Partners in Emergency Readiness)*, focuses on emergency preparedness planning and security in Fisherman’s Wharf. A key achievement of the group was the establishment of a comprehensive Preparedness Plan to help property owners prepare for, respond to, and recover from various emergencies, as well as prevent or mitigate future emergencies.
- The goal of the Transportation Improvement Working Group is to help mitigate traffic congestion and to improve vehicle and pedestrian safety at Fisherman’s Wharf. The working group’s initiatives have included advocating for transit service increases/route expansions and advising the District Board of Directors regarding bike and scooter share companies in the public right of way. Supporting the continued success and safe roadway operations of all tour operators within the Fisherman's Wharf Area remains a top priority. Buses and passenger loading zones are an ongoing focus of this working group as well.
- The Jefferson Street Working Group provides businesses an opportunity to voice their concerns and more effectively engage with contractors and/or the Department of Public Works to minimize disruption to their businesses and receive updates related to the Jefferson Streetscape Project.



4.1.4 SECURITY CAMERAS

The FWCBD Board of Directors will maintain and expand the District’s security camera program (24 security cameras installed in 2018). This will help to address overnight safety issues, and provide relevant information to the cleaning team or other FWCBD staff, as applicable.

4.2 Marketing and Event Program

Another vital program of the FWCBD is the Marketing and Event program, focused on improving the image of Fisherman’s Wharf through community events, communications, outreach, public relations efforts, and other marketing efforts. The Marketing and Event Program’s mission is to attract more tourists and locals to the area and increase the length of their visits to the Wharf. The FWCBD’s tourist marketing efforts, focusing on state, national, and international visitors, have been very successful. While maintaining those channels, the FWCBD will broaden its efforts to include multiple events that draw more local people to rediscover what the Wharf has to offer.

Effectiveness in forming and maintaining relationships with the community is critical to the District’s success. A strong community relations effort emphasizes the importance of positive relationships within the Fisherman’s Wharf area in an atmosphere of maximum community involvement.

4.2.1 COMMUNICATION, PUBLIC RELATIONS, AND COMMUNITY RELATIONS

The FWCBD Executive and Deputy Directors play a central communications role and spend considerable time addressing community meetings, working as problem solvers, and representing the District and its objectives for community betterment, safety, and promotion.

Regular activities and initiatives of the FWCBD include:

- Regular attendance at community and City meetings
- Participation on committees of neighborhood organizations
- Utilization of neighborhood and City social services to help problem areas
- Coordination of services among merchants and the public sector
- District website with useful and important links
- Event promotion and coordination
- Newsletter provided regularly to merchants, property owners, and members of the media
- Issuing press releases on the District’s programs and the positive results attributable to them
- Ongoing media relations

4.2.2 MARKETING

The FWCBD Board of Directors has concluded that new marketing programs that improve the District’s image, appeal, and visibility will promote increased economic activity in the District in the form of more customers and higher lease revenue. Marketing programs will promote the District and its properties and businesses through special targeted programs and initiatives.

Regular marketing activities and initiatives include:

- Maintaining an active destination website to promote Fisherman’s Wharf businesses and events
- Wayfinding and District signage
- Social media marketing
- District/area marketing
- E-newsletter to highlight Fisherman’s Wharf events and happenings
- Public space activations/events for visitors
- Networking and educational opportunities for Fisherman’s Wharf member businesses

Other marketing initiatives can be undertaken as appropriate and as budget resources allow.

4.2.3 ADVOCACY

The purpose of advocacy is to promote the District as a clean, safe, and vibrant area. This goes well beyond the marketing programs that create image and visibility and, in fact, advocate for services and resources that increase the area’s perceptions as a friendly, clean, and exciting place for dining, shopping, entertainment, and investing in business opportunities and properties. Advocacy is intended to support business growth, which can be especially advantageous when recessionary economic conditions occur.

4.2.4 STREETScape IMPROVEMENTS

Beautifying the physical landscape of the District can add tangible value and often consists of simple touches. A recent example of District beautification includes a partnership with the Port of San Francisco to create new and attractive directional signage. The new wayfinding signs bring a special District identity component, while effectively communicating state of place.

The Streetscape Improvement services and activities include, but are not limited to, the following:

- Landscaping, Activation, and Events
- Conrad Park Beautification Project
- Jefferson Street activations
- Jefferson Street Phase II improvements
 - Note: special assessments are not funding the underlying Department of Public Works and City and County of San Francisco improvements, but subsequent improvements and activation once the project is complete
- “Little Embarcadero” events
- Fisherman’s Wharf sign
 - Other signage such as wayfinding signage and District banners to effectively improve access and promote the locations of District businesses, points of interest, and amenities.

4.2.5 SPECIAL COMMUNITY EVENTS

The FWCBD regularly assists in the creation and hosting of several important community events year-round including, but not limited to:

- Fourth of July Waterfront Celebration
- Fleet Week
- Holiday Lights & Sights Campaign
- Wharf Fest
- Lighted Boat Parade

These events have come to be well-known and loved by the community and visitors of Fisherman’s Wharf. The continued creation and hosting of similar events has become a vital component of the District’s identity.



4.3 Administration and Contingency

The District will also incur costs for staff time and expenses related to managing the above programs, and related administrative costs. For example, these tasks will include oversight and coordination of both District and contractor-provided services, annual assessment roll preparation, addressing property owner questions and concerns, adherence to the Management District Plan, and compliance with audit/reporting requirements. Administration also includes efforts to work on behalf of the District to ensure City and County services and policies support the District. District funds for Administration may also be used to establish and/or renew the District. A well-managed District provides necessary oversight and guidance that produces higher quality and more efficient programs.

The assessments will also fund a contingency reserve that may be used to cover possible unforeseen future expenses and help to smooth out cash flows, which are affected by the timing of property owner payments.

4.4 Service Frequencies

The frequency for the provision of certain Services and Activities is as follows:

- Cleaners – in front of District properties two times per day between 8:00 am and 8:00 pm, with on-call services as needed
- Pressure washing – monthly, with limited on-call services as needed
- FWCBD Staff – regular District patrols with multiple passes per day and on-call services as needed
- 10B SFPD Officer/Private Security – 8 hours per day, 5 days per week

5. ANNUAL AMOUNT TO BE COLLECTED AND EXPENDED

The budget for the first operating year of the Landside CBD (January 1, 2021 through December 31, 2021) is as follows:

Description	Fiscal Year 2020/21 Budget
Clean and Safe Program	\$605,700.00
Marketing and Events Program	349,960.00
Contingency/Reserve Allocation	121,140.00
Total Operating Costs	\$1,076,800.00
Administration Costs ¹	269,200.00
Total Operating and Administration Costs	\$1,346,000.00

(1) Includes costs of the FWCBD staff, administration, and County Auditor/Controller fees.

The 2020/21 operating budget will be funded as follows:

Description of Revenue Source	Fiscal Year 2020/21 Revenue
Assessment Revenue	\$1,223,783.20
Contributions for General Benefit (9.08% of Operating Costs) ¹	122,216.80
Total Annual Revenue	\$1,346,000.00

(1) Comprised of additional funds generated from sources other than assessments. Refer to the Engineer's Report for an explanation of General Benefit. The General Benefit percentage only applies to the Total Operating Costs and not the Administration Costs, as noted in the Engineer's Report.

Each fiscal year, beginning with Fiscal Year 2021/2022, the maximum allowable assessment rate per Special Benefit Point may be increased by the greater of (i) five-percent (5%) or (ii) the change in the Consumer Price Index for All Urban Consumers (CPI-U) for the San Francisco-Oakland-Hayward area for February. In no event shall the maximum assessment rates decrease. If, in the future, the Bureau of Labor Statistics discontinues or alters the CPI-U, the City (OEWD) shall select a comparable index as a replacement.

Based upon a maximum possible annual assessment increase of 5.0%, beginning July 1, 2021, the total annual maximum assessment revenue for each of the 15-years of the Landside CBD's proposed renewed term is described in the table on the following page.

In any given year, the assessments may be levied at any rate sufficient to meet the estimated budget, as long as the actual rates do not exceed the maximum allowable assessment rates for that year.

The total annual maximum assessment revenue generated throughout the proposed renewed term of the Landside CBD is as follows:

Fiscal Year	Total Maximum Annual Assessment Revenue ¹	Fiscal Year	Total Maximum Annual Assessment Revenue ¹
2020/2021	\$1,223,873.20	2028/2029	1,808,218.12
2021/2022	1,285,066.86	2029/2030	1,898,629.03
2022/2023	1,349,320.20	2030/2031	1,993,560.48
2023/2024	1,416,786.21	2031/2032	2,093,238.50
2024/2025	1,487,625.52	2032/2033	2,197,900.43
2025/2026	1,562,006.80	2033/2034	2,307,795.45
2026/2027	1,640,107.14	2034/2035	2,423,185.22
2027/2028	1,722,112.50	Total:	\$26,409,425.67

(1) Based upon assigned Special Benefit Points for FY 2020/2021. Property characteristics may change from year-to-year, which can affect the calculation of Special Benefit Points in future years. If the total Special Benefit Points increase in future years due to development, land use classification changes, etc., the maximum assessment revenue may increase accordingly.

6. METHOD OF ASSESSMENT

6.1 Source(s) of Funding

The levy and collection of annual assessments upon property within the Landside CBD provides the primary funding source for the services and activities previously outlined. The FWCBD will also generate additional funds from sources other than annual assessments on properties within the Landside CBD. These funds may include City contributions, fundraising, grants, and donations.

The Landside CBD will not issue bonds to finance any of the services and activities.

6.2 Basis of Assessment

The assessments will be levied in proportion to the special benefits that the parcels within the Landside CBD receive from the services and activities provided by the FWCBD.

6.3 Special Benefit Point Assignment

To calculate each parcel's proportionate share of the special benefits, it is necessary assign each parcel what are referred to as special benefit points. This is accomplished by taking into account the physical various characteristics of each parcel, as well as each parcel's land use type.

The special benefits derived from the Landside CBD services and activities are improved aesthetics, increased safety, and increased economic activity. It was determined that linear street frontage, lot square footage, building square footage, and land use are the most appropriate property characteristics for use in this calculation. As such, each parcel's linear street frontage, lot square footage, building square footage, and land use were used as the primary assessment variables for the assignment of parcel factors.

Parcels of the same land use type will experience different degrees of special benefit in relation to differences in their lot size, building size, and linear frontage. A parcel with a large building for example will experience greater special benefit than a parcel with a small building. Accordingly, as lot size, building size, and linear frontage increase, parcels are considered to receive proportionately greater special benefit. Therefore, these parcel characteristics are also appropriate factors for determining proportional special benefit.

In order to relate differing parcel characteristics to one another, a relative factor is determined for each. To calculate each of the three relative factors, each parcel's actual square footage or front footage values were divided by the average of those values for each parcel in the District boundary. Based upon the different service levels that the District will provide, the weighting of these factors is adjusted to reflect a 70%/30% split between the Frontage Factor and Lot/Building Factors. Lot and Building Factors are assigned equal weight of the 30% allocation.

6.4 Assignment of Benefit Points for Each Property Land Use

The assessment calculations also vary based on land use types, since the same services may benefit parcels differently based on how the parcels are used. For example, a commercial parcel may derive greater benefit from certain activities than a publicly owned parcel. The assignment of benefit points is based on the fact that

each of the three Landside CBD programs provide certain benefits, apportioned as described in the Engineer’s Report prepared for the Landside CBD.

The table below summarizes the Land Use Benefit Points assigned to the various assessable land use types within the District:

Land Use Type	Aesthetic Benefit Points	Safety Benefit Points	Economic Benefit Points	Total Land Use Benefit Points
Non-Residential Property	1.00	1.00	2.00	4.00
Apartment Property	1.00	1.00	1.00	3.00
Condominium Property	1.00	1.00	0.00	2.00
Public Property	1.00	1.00	0.00	2.00

By adjusting the assigned benefit points for each property land use type by other factors, a more complete picture of the proportional special benefits received by each parcel within the Landside CBD is presented. Therefore, lot factors, building factors, and frontage factors were calculated and assigned for each parcel in the Landside CBD.

6.4.1 TOTAL SPECIAL BENEFIT POINTS

The calculation of Total Benefit Points for each parcel takes into account the Lot, Building, and Frontage Factors described above, and land use. The formula for determining each parcel’s Total Special Benefit Points is as follows:

$$\left(\text{Lot Factor} + \text{Building Factor} + \text{Frontage Factor} \right) \times \text{Land Use Benefit Points} = \text{Total Special Benefit Points}$$

The Total Special Benefit Points are computed for each parcel in the proposed District and summed. The Total District Special Benefit Points are 4,817.96. These Total District Special Benefit Points are used to determine the proposed assessment amounts on each parcel. The Total District Special Benefit Points may change in the future due to development, redevelopment, or changes in property land uses.

6.5 Assessment Calculation

The assessment per Special Benefit Point is calculated by dividing the total costs to be assessed by the total Special Benefit Points assigned to the parcels within the Landside CBD. The following formula provides the assessment per Special Benefit Point calculation:

$$\text{Total Costs to be Assessed} / \text{Total Special Benefit Points} =$$

$$\text{Assessment Rate per Special Benefit Point}$$

$$\$1,223,783.20 / 4,817.96 = \$254.00440$$

The Special Benefit Points have been calculated in relation to the total costs to be assessed. No assessment will be imposed on any parcel that exceeds the reasonable cost of the proportional special benefit conferred on the parcel.

In the first fiscal year, a parcel's assessment = \$254.00440 x Parcel's Total Special Benefit Points

6.6 Number of Years Assessments will be Levied

The proposed term for the Landside CBD is 15 years. The assessment will be effective July 1, 2020, through June 30, 2035 (Fiscal Year 2020/21 through Fiscal Year 2034/35). Expenditure of collected assessments may continue for up to six months after June 30, 2035, if the District is not renewed. In order to authorize the levy and collection of assessments after Fiscal Year 2034/35, the City and FWCBD will need to go through the renewal process pursuant to the Law.

6.7 Time and Manner of Collecting Assessments

Each property owner pays a share of the cost of the Landside CBD services and activities, based on the formula described above and in the Engineer's Report. The payment is collected through the annual City and County of San Francisco property tax bill. The Landside CBD assessment, including any delinquent assessment and related interest and penalties, will be received by the Tax Collector of the City and County of San Francisco. The City shall then transfer the assessment revenues to the Landside CBD for the funding of the services and activities described in this Management District Plan. Any assessment on a property that does not receive a property tax bill from the City and County of San Francisco will be billed-directly by the City.

6.8 Appeals Process

The FWCBD, or its designee, may assist with the resolution of any discrepancies in individual assessment amounts or calculations. The FWCBD reserves the right to:

- Conduct reviews of existing primary data; verify assessment data as compiled by any consultant, subcontractor or other party hired by the FWCBD; and perform field or on-site inspections to verify the accuracy of existing or secondary data, or to investigate the claim of any property owner in the Landside CBD.
- Recalculate the assessment amount due and direct the City Auditor-Controller to respond appropriately.

Upon the request of the City, the FWCBD shall promptly complete requests for an investigation of discrepancies and make all reasonable efforts to obtain additional documentation related to the assessment upon any or all of the properties for which a correction or adjustment is requested.

6.9 Assessor's Parcel Listing

Appendix B of this Management District Plan provides a listing of all of the Assessor's Parcels within the Landside CBD, including property addresses, Special Benefit Points, and Fiscal Year 2020/21 assessment amounts.

7. DISTRICT MANAGEMENT

7.1 Fisherman’s Wharf Community Benefit District

The FWCBD is a 501(C)(3) non-profit organization whose Board of Directors membership consists of the parcel owners assessed under the Landside CBD, and is the “designated non-profit entity” as outlined in Section 36614.5 of the Law. The FWCBD will administer the Landside CBD through an agreement with the City.

The FWCBD is charged with the day-to-day operations of the Landside CBD and also jointly administers the separately-formed Portside CBD.

7.2 Annual Report by the FWCBD

The FWCBD will select members to serve on the FWCBD Board of Directors. Board membership is designed to equitably represent all stakeholders and areas of the Landside CBD. The Board of Directors structure represents residential property owners, as well as commercial property owners of various sizes.

The FWCBD Board of Directors shall annually make a recommendation on the expenditure of revenues derived from the levy of assessments, on the classification of properties applicable, and on the method and basis of levying the assessments.

Each year, the FWCBD Board of Directors shall prepare a report for each fiscal year, except the first year, for which assessments are levied and collected to pay the costs of the services and activities described in the report. Each annual report must be filed with the Clerk of the Board of Supervisors, per Section 36650(b) of the Law; each report shall contain all of the following information:

1. any proposed changes in the Landside CBD boundaries or any benefit zones or any classification of property within the District;
2. the improvements and activities to be provided for that fiscal year;
3. an estimate of the cost of providing the improvements and the activities for that fiscal year;
4. the method and basis of levying the assessment in sufficient detail to allow each real property owner, as appropriate, to estimate the amount of the assessment to be levied against his or her property for that fiscal year;
5. the amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and
6. the amount of any contributions to be made from sources other than assessments levied.

7.3 Public Access

The FWCBD Board of Directors is required to comply with specified state open meeting and public records laws, the Ralph M. Brown Act (the “Brown Act”), commencing with Section 54950 of the Government Code, and the California Public Records Act, commencing with Section 6250 of the Government Code, and Section 12L of San Francisco’s Administrative Code. Brown Act compliance is required when Landside CBD business is heard, discussed, or deliberated, and the California Public Records Act compliance is required for all documents relating to Landside CBD business.

7.4 Rules and Regulations

Pursuant to the Law, the FWCBD Board of Directors may establish rules and regulations that uniquely apply to the Landside CBD. A few initial rules and regulations should be employed in the administration of the Landside CBD:

- Following the initial formation of the Landside CBD, the FWCBD Board of Directors developed a policy for competitive bidding as it pertains to contracted services for the Landside CBD. The policy's aim is to maximize service quality, efficiency, and cost effectiveness.
- Any stakeholder who serves on the FWCBD Board of Directors shall recuse themselves from any vote in which a potential conflict of interest is apparent. Such potential conflicts include, but are not limited to: prioritizing services and/or activities that result in a special benefit to specific property owners, prioritization of services to benefit a particular owner or group of owners, hiring or selecting the relatives of FWCBD Board members.
- As previously noted, meetings of the FWCBD Board of Directors shall be open to all stakeholders paying into the Landside CBD and are subject to the Brown Act. Regular financial reports shall be submitted to FWCBD Board members and made available upon request by the membership. Subcommittee meetings of the FWCBD shall be open and encourage participation among various stakeholders, property owners, business owners, and community members. The FWCBD Board of Directors shall retain the right to enter into executive session for reasons including, but not limited to: legal matters, personnel issues, etc.
- The FWCBD Board of Directors will create a number of policies that will help the Board effectively manage the Landside CBD. Such policies may include, but not be limited to: a decision-making policy, use of banner policy, special event underwriters policy, use of logo policy, and an economic hardship policy.

7.5 Dissolution

The Landside CBD, when there is no indebtedness, outstanding and unpaid, incurred to accomplish any of the purposes of the Landside CBD, may be disestablished by resolution by the Board of Supervisors in either of the following circumstance:

1. If the Board of Supervisors finds there has been misappropriation of funds, malfeasance, or a violation of law in connection with the management of the Landside CBD, it shall notice a hearing on disestablishment.
2. During the operation of the Landside CBD, there shall be a 30-day period each year in which assessed property owners may request disestablishment of the Landside CBD. The first such period shall begin one year after the date of establishment of the Landside CBD and shall continue for a 30-day period. The next such 30-day period shall begin two years after the date of the establishment of the Landside CBD. Each successive year of operation of the Landside CBD shall have such a 30-day period. Upon the written petition of the owners of real property in the area who pay more than 30 percent of the assessments levied, the Board of Supervisors shall notice a hearing on disestablishment.

The Board of Supervisors shall adopt a resolution of intention to disestablish the Landside CBD prior to the public hearing. The resolution shall state the reason for the disestablishment, shall state the time and place of the public hearing, and shall contain a proposal to dispose of any assets acquired with the revenues of the assessments levied within the Landside CBD. The public hearing shall be held not less than 30-days or more than 60-days after the adoption of the resolution of intention.

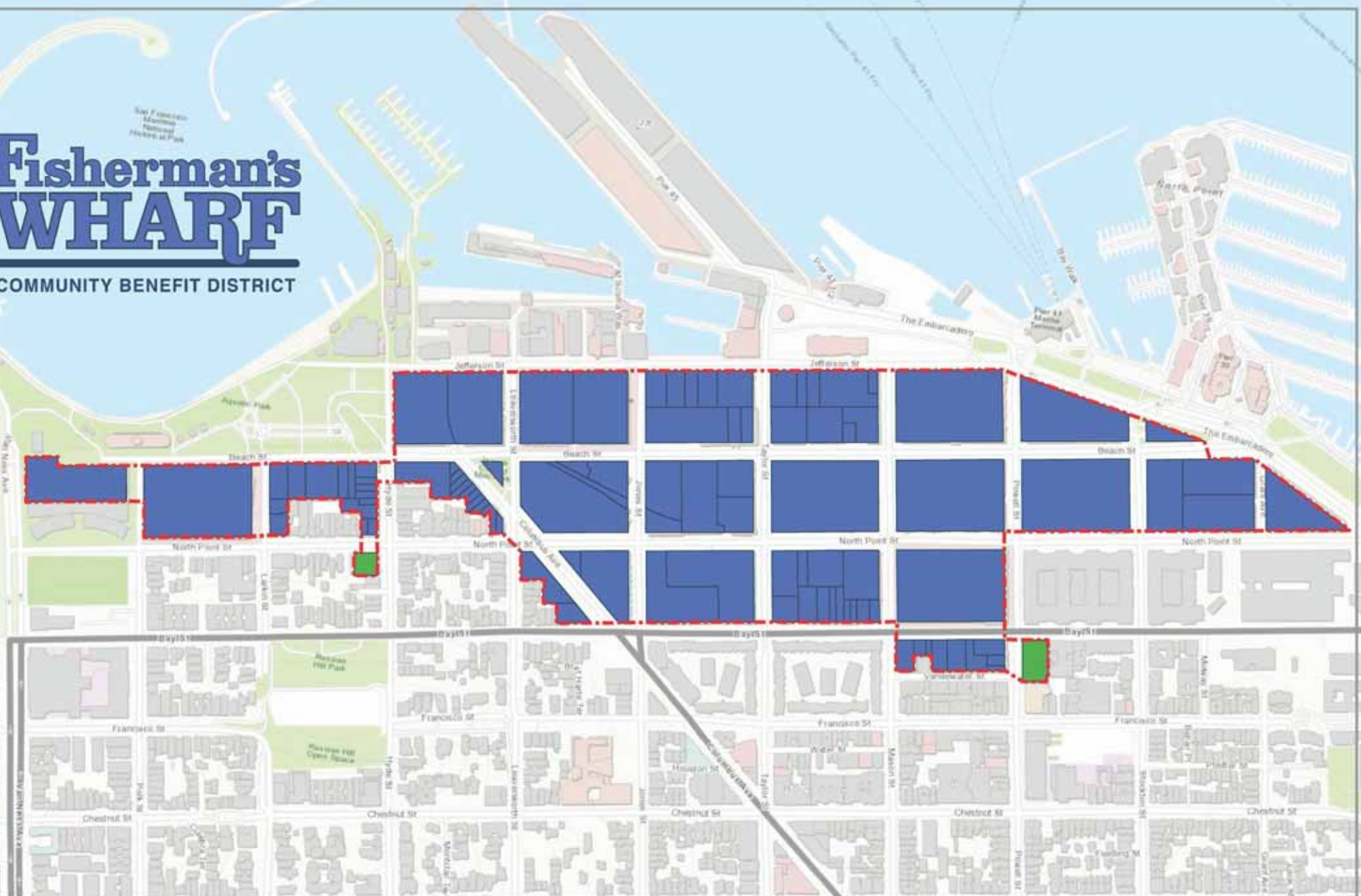
Upon the disestablishment of the Landside CBD, any remaining revenues derived from the levy of assessments, or any revenues derived from the sale of assets acquired with the revenues, shall be refunded to the owners of the property then located and operating within the Landside CBD in which assessments were levied by applying the same method and basis that was used to calculate the assessments levied in the fiscal year in which the District was disestablished. If the disestablishment occurs before an assessment is levied for the fiscal year, the method and basis that was used to calculate the assessment levied in the immediate prior fiscal year shall be used to calculate the amount of refund.

APPENDIX A: LANDSIDE CBD BOUNDARY MAP

The following pages contain the Boundary Map for the Landside CBD.

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



APPENDIX B: ASSESSOR'S PARCEL LISTING

The following pages contain the Fiscal Year 2020/21 assessment roll for the Landside CBD.

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0010 001	1	2801 LEAVENWORTH ST	130.91	\$33,252.76
0010 002	2	455-495 JEFFERSON ST	142.50	36,196.48
0011 007	3	2800 LEAVENWORTH ST	128.45	32,627.10
0011 008	4	500 BEACH ST	142.97	36,315.42
0012 001	5	2739-2755 TAYLOR ST	46.35	11,773.74
0012 002	6	2701-2731 TAYLOR ST	46.39	11,782.02
0012 003	7	418 BEACH ST	9.95	2,526.90
0012 003A	8	498 BEACH ST	75.00	19,051.38
0012 005	9	283-293 JEFFERSON ST	32.77	8,324.50
0012 006	10	275-281 JEFFERSON ST	12.97	3,294.76
0012 007	11	281 JEFFERSON ST	9.27	2,353.40
0012 007A	12	243 JEFFERSON ST	15.82	4,017.44
0013 001	13	101 JEFFERSON ST	17.97	4,563.90
0013 004	14	350 BEACH ST	37.77	9,594.10
0013 005	15	2720 TAYLOR ST	51.20	13,005.74
0013 006	16	2770 TAYLOR ST	42.25	10,731.18
0013 006A	17	165 JEFFERSON ST	7.76	1,970.12
0013 007	18	155 JEFFERSON ST	10.33	2,623.48
0013 009	19	2601 MASON ST	37.12	9,427.46
0013 010	20	330 BEACH ST	4.21	1,068.54
0013 016	21	107 JEFFERSON ST	57.05	14,490.26
0014 001	22	91-97 JEFFERSON ST	254.27	64,586.38
0015 001	23	1789 THE EMBARCADERO	115.25	29,274.32
0016 001	24	50 BEACH ST	36.08	9,164.68
0017 002	25	2 N POINT ST	82.65	20,993.54
0018 001	26	1 BEACH ST	83.85	21,297.08
0018 004	27	2340 STOCKTON ST	91.74	23,301.12
0018 005	28	100 N POINT ST	78.04	19,823.28
0019 001	29	2301 STOCKTON ST	109.90	27,913.88
0020 001	30	2500 MASON ST	273.89	69,568.88
0021 001	31	400 N POINT ST	223.09	56,665.96
0022 001	32	421 BEACH ST	43.89	11,147.28
0022 010	33	475 BEACH ST	66.33	16,847.98
0022 012	34	475 BEACH ST	39.34	9,992.44
0022 014	35	2629-2633 TAYLOR ST	41.78	10,613.46
0022 015	36	550 N POINT ST	79.58	20,213.90
0023 002	37	505 BEACH ST	47.96	12,183.06
0023 003	38	555 BEACH ST	21.01	5,337.08
0023 004	39	575 BEACH ST	14.24	3,617.94
0023 005	40	1300 COLUMBUS AVE	174.11	44,225.00
0024 001	41	601 BEACH ST	23.10	5,868.66
0024 002	42	704 N POINT ST	17.01	4,320.14

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0024 015	43	1363-1365 COLUMBUS AVE	7.98	2,027.06
0024 016	44	1335 COLUMBUS AVE	4.41	1,119.40
0024 017	45	1333 COLUMBUS AVE	4.45	1,130.28
0024 018	46	1331 COLUMBUS AVE	5.39	1,370.04
0024 019	47	1329 COLUMBUS AVE	4.64	1,178.82
0024 020	48	1327 COLUMBUS AVE	4.11	1,042.94
0024 021	49	1325 COLUMBUS AVE	4.48	1,138.08
0024 022	50	1323 COLUMBUS AVE	4.70	1,194.54
0024 024	51	1321 COLUMBUS AVE	7.48	1,899.80
0024 025	52	2750 HYDE ST	55.76	14,164.00
0025 003	53	2749-2751 HYDE ST	5.07	1,287.92
0025 003A	54	2741-2743 HYDE ST	4.84	1,229.96
0025 003B	55	2735-2737 HYDE ST	4.78	1,213.02
0025 004	56	2719-2721 HYDE ST	3.36	852.18
0025 004A	57	2711 HYDE ST	14.01	3,558.80
0025 004B	58	804 N POINT ST	4.02	1,020.62
0025 004D	59	2715 HYDE ST	11.39	2,894.08
0025 012	60	3040 LARKIN ST	32.02	8,132.90
0025 014	61	781 BEACH ST	18.51	4,700.84
0025 017	62	715-719 BEACH ST	4.72	1,198.56
0025 019	63	717-719 BEACH ST	16.09	4,086.40
0025 020	64	757-777 BEACH ST	24.68	6,270.04
0025 021	65	737-747 BEACH ST	8.47	2,152.20
0025 023	66	3030 LARKIN ST	7.93	2,014.40
0025 024	67	3000-3012 LARKIN ST	17.09	4,341.68
0026 028	68	2655 HYDE ST	30.37	7,714.40
0028 003	69	1201-1205 COLUMBUS AVE	34.56	8,779.12
0028 014	70	1255-1275 COLUMBUS AVE	52.74	13,395.30
0028 016	71	1250 COLUMBUS AVE	168.03	42,679.74
0029 003	72	590 BAY ST	120.56	30,622.16
0029 007	73	555 N POINT ST	150.71	38,279.94
0030 001	74	425 N POINT ST	66.87	16,985.00
0030 003	75	400-402 BAY ST	17.79	4,519.22
0030 004	76	416 BAY ST	6.55	1,663.02
0030 007	77	430 BAY ST	4.51	1,146.34
0030 008	78	2552 TAYLOR ST	5.95	1,511.50
0030 009	79	2552 TAYLOR ST	4.79	1,217.50
0030 010	80	2552 TAYLOR ST	8.60	2,183.32
0030 011	81	2552 TAYLOR ST	18.05	4,585.44
0030 011A	82	2552 TAYLOR ST	8.23	2,091.52
0030 012	83	2552 TAYLOR ST	55.99	14,221.10
0030 012A	84	490 BAY ST	29.76	7,558.28

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0030 013	85	2552 TAYLOR ST	34.98	8,885.52
0030 014	86	420A A BAY ST	0.86	217.58
0030 015	87	420B B BAY ST	0.87	221.06
0030 016	88	420C C BAY ST	0.87	220.46
0031 007	89	300 BAY ST	171.41	43,539.90
0031 008	90	2351 POWELL ST	0.45	115.20
0031 009	91	2351 POWELL ST	0.69	176.26
0031 010	92	2351 POWELL ST	0.57	145.22
0031 011	93	2351 POWELL ST	0.77	194.92
0031 012	94	2351 POWELL ST	0.62	157.38
0031 013	95	2351 POWELL ST	0.71	180.72
0031 014	96	2351 POWELL ST	0.58	148.26
0031 015	97	2351 POWELL ST	0.77	194.50
0031 016	98	2351 POWELL ST	0.59	150.08
0031 017	99	2351 POWELL ST	0.60	153.12
0031 018	100	2351 POWELL ST	0.49	124.12
0031 019	101	2351 POWELL ST	0.56	141.16
0031 020	102	2351 POWELL ST	0.79	200.18
0031 021	103	2351 POWELL ST	0.45	113.78
0031 022	104	2351 POWELL ST	0.52	132.24
0031 023	105	2351 POWELL ST	0.67	169.56
0031 024	106	2351 POWELL ST	0.51	129.60
0031 025	107	2351 POWELL ST	0.67	170.98
0031 026	108	2351 POWELL ST	0.48	120.68
0031 027	109	2351 POWELL ST	0.54	136.30
0031 028	110	2351 POWELL ST	0.77	196.34
0031 029	111	2351 POWELL ST	0.73	186.60
0031 030	112	2351 POWELL ST	0.57	145.62
0031 031	113	2351 POWELL ST	0.84	212.96
0031 032	114	2351 POWELL ST	0.45	115.20
0031 033	115	2351 POWELL ST	0.69	174.84
0031 034	116	2351 POWELL ST	0.57	145.22
0031 035	117	2351 POWELL ST	0.77	194.70
0031 036	118	2351 POWELL ST	0.62	157.38
0031 037	119	2351 POWELL ST	0.71	180.72
0031 038	120	2351 POWELL ST	0.58	148.26
0031 039	121	2351 POWELL ST	0.77	194.50
0031 040	122	2351 POWELL ST	0.59	150.08
0031 041	123	2351 POWELL ST	0.60	153.12
0031 042	124	2351 POWELL ST	0.49	124.12
0031 043	125	2351 POWELL ST	0.56	141.16
0031 044	126	2351 POWELL ST	0.79	199.58

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0031 045	127	2351 POWELL ST	0.45	113.78
0031 046	128	2351 POWELL ST	0.52	132.24
0031 047	129	2351 POWELL ST	0.67	169.56
0031 048	130	2351 POWELL ST	0.51	129.60
0031 049	131	2351 POWELL ST	0.67	171.18
0031 050	132	2351 POWELL ST	0.48	120.68
0031 051	133	2351 POWELL ST	0.54	136.30
0031 052	134	2351 POWELL ST	0.96	244.20
0031 053	135	2351 POWELL ST	0.73	186.18
0031 054	136	2351 POWELL ST	0.57	144.82
0031 055	137	2351 POWELL ST	0.84	212.96
0031 056	138	2351 POWELL ST	0.46	117.22
0031 057	139	2351 POWELL ST	0.69	174.84
0031 058	140	2351 POWELL ST	0.57	144.82
0031 059	141	2351 POWELL ST	0.77	194.70
0031 060	142	2351 POWELL ST	0.62	157.18
0031 061	143	2351 POWELL ST	0.71	181.52
0031 062	144	2351 POWELL ST	0.58	148.26
0031 063	145	2351 POWELL ST	0.77	194.50
0031 064	146	2351 POWELL ST	0.59	150.28
0031 065	147	2351 POWELL ST	0.62	158.20
0031 066	148	2351 POWELL ST	0.49	124.12
0031 067	149	2351 POWELL ST	0.56	141.98
0031 068	150	2351 POWELL ST	0.81	205.66
0031 069	151	2351 POWELL ST	0.45	114.18
0031 070	152	2351 POWELL ST	0.52	132.24
0031 071	153	2351 POWELL ST	0.67	169.56
0031 072	154	2351 POWELL ST	0.53	133.66
0031 073	155	2351 POWELL ST	0.68	172.20
0031 074	156	2351 POWELL ST	0.48	120.68
0031 075	157	2351 POWELL ST	0.53	135.28
0031 076	158	2351 POWELL ST	0.99	251.50
0031 077	159	2351 POWELL ST	0.73	186.60
0031 078	160	2351 POWELL ST	0.57	146.02
0031 079	161	2351 POWELL ST	0.86	218.04
0040 017	162	295-299 BAY ST	44.78	11,373.58
0041 002	163	2237-2241 POWELL ST	6.86	1,742.08
0041 004	164	2231-2233 POWELL ST	3.03	768.46
0041 031	165	365-367 BAY ST	3.99	1,014.70
0041 035	166	333 BAY ST	9.87	2,508.10
0041 039	167	377 BAY ST	7.32	1,859.08
0041 040	168	315 BAY ST	9.51	2,414.74

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0041 102	169	383-393 BAY ST	29.23	7,424.12
0041 104	170	329 BAY ST	3.26	826.84
0041 105	171	329 BAY ST	3.28	832.18
0041 106	172	329 BAY ST	0.32	82.54
0041 107	173	329 BAY ST	0.28	72.30
0041 108	174	329 BAY ST	0.17	43.50
0041 109	175	329 BAY ST	0.21	54.34
0041 110	176	329 BAY ST	0.21	54.34
0041 111	177	329 BAY ST	0.17	43.50
0041 112	178	329 BAY ST	0.22	56.16
0041 113	179	329 BAY ST	0.20	51.16
0041 114	180	329 BAY ST	0.22	56.06
0041 115	181	329 BAY ST	0.17	43.50
0041 116	182	329 BAY ST	0.21	54.34
0041 117	183	329 BAY ST	0.21	54.34
0041 118	184	329 BAY ST	0.17	43.50
0041 119	185	329 BAY ST	0.22	56.16
0041 120	186	329 BAY ST	0.25	63.86
0041 121	187	329 BAY ST	0.22	56.16
0041 122	188	329 BAY ST	0.17	43.50
0041 123	189	329 BAY ST	0.21	54.34
0041 124	190	329 BAY ST	0.21	54.34
0041 125	191	329 BAY ST	0.17	43.50
0041 126	192	329 BAY ST	0.22	56.16
0041 154	193	2293-2299 POWELL ST	25.02	6,355.58
0451 004	194	3250 VAN NESS AVE	99.56	25,289.82
0452 002	195	0920 N POINT ST	25.34	6,437.42
0452 003	196	851 BEACH ST	165.98	42,160.34
0452 011	197	900 N POINT ST	4.95	1,256.94
Block 0452 Timeshare Interests ⁽²⁾	198	900 N POINT ST	76.64	19,467.52
198 Properties ⁽²⁾			4,817.96	\$1,223,781.22

(1) Rounded to even cents to be placed on County Tax Roll.

(2) Assessment obligations on related Timeshare Interests are grouped in the above listing.

APPENDIX C: ENGINEER'S REPORT

The following pages contain a copy of the Engineer's Report prepared associated with the renewal of the Landside CBD.



CITY AND COUNTY OF SAN FRANCISCO

Renewal Engineer's Report For:

Fisherman's Wharf Landside Community Benefit District

February 2020

Prepared by:



nbsgov.com

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1. INTRODUCTION

1.1 District History

The Board of Directors for the Fisherman’s Wharf Community Benefit District (the “FWCBD”) desires that the City and County of San Francisco (the “City”) levy an assessment to fund certain services and activities (the “Services and Activities”), as described in Section 2 of this Report, within the renewed Fisherman’s Wharf Landside Community Benefit District (the “District”). The proposed assessment is subject to the substantive and procedural requirements described in Section 4, Article XIII D of the California Constitution (“Article XIII D”), and would be assessed and collected by the City.

The assessment is authorized pursuant to the Property and Business Improvement District Law of 1994 as augmented and modified by Article 15 of the San Francisco Business and Tax Regulations Code (collectively, the “PBID Law”).

1.2 Proposed Duration

Assessments for the proposed District will be levied upon renewal of the District, to fund District Services and Activities over the next 15 years. The first year of Services and Activities will be Fiscal Year 2020/21 and the final year will be Fiscal Year 2034/35.

1.3 Legislative Context

This Engineer’s Report is intended to comply with the requirements of Article XIII D and the PBID Law. The following is a description of the legislative context within which this report is written.

In 1996, California Voters adopted Proposition 218, which added Articles XIII C and XIII D to the California Constitution. Article XIII D imposes certain substantive and procedural requirements on any agency that wishes to levy special assessments.

The substantive requirements are twofold: (1) assessments can only be imposed for a “special benefit” conferred on an assessed parcel, and (2) assessments must be no greater than the reasonable cost of the proportionate special benefit conferred on an assessed parcel.

The special benefit and proportionality requirements are described in Section 4, Subdivision (a) of Article XIII D: *“An agency which proposes to levy an assessment shall identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed. The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the property related service being provided. No assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel. Only special benefits are assessable, and an agency shall separate the general benefits from the special benefits conferred on a parcel. ...”*

In addition to its substantive requirements, Article XIII D imposes certain procedural requirements, which include preparing an engineer’s report, providing written notice to property owners, providing assessment protest ballots to property owners, holding a public hearing, and tabulating the assessment protest ballots.

1.4 Court Rulings

Since the initial passage of Proposition 218, several court rulings have helped provide context and direction on the practical implementation procedures and requirements for levying assessments. Several of the key concepts from these rulings are summarized below.

1.4.1 GENERAL BENEFIT

Article XIII D requires an agency to separate the general benefits from the special benefits conferred because only special benefits are assessable.

The Court of Appeal in *Golden Hills Neighborhood Assn., Inc. v. City of San Diego* (2011) (*Golden Hills*) clarified this concept by stating, “*Separation and quantification of general and special benefits must be accomplished by apportioning the cost of a service or improvement between the two and assessing property owners only for the portion of the cost representing special benefits.*”

The Court of Appeal in *Beutz v. County of Riverside* (2010) (*Beutz*) quoted from the Legislative Analyst Office’s pamphlet titled “Understanding Proposition 218” which states an agency must “*estimate the amount of special benefit landowners would receive from the project or service, as well as the amount of ‘general benefit.’ This step is needed because Proposition 218 allows local government to recoup from assessments only the proportionate share of cost to provide the special benefit.*”

The Court in *Beutz* further stated, “*Separating the general from the special benefits of a public improvement project and estimating the quantity of each in relation to the other is essential if an assessment is to be limited to the special benefits.*”

1.4.2 BENEFIT-BASED NOT COST-BASED

In *Bonander v. Town of Tiburon* (2009) (*Tiburon*), the Court of Appeal clarified the idea that assessments must be apportioned based upon benefit rather than cost. The Court stated, “*Proportionate special benefit is the basis upon which a project’s total assessable costs are apportioned among parcels within an assessment district.*”

The assessment on a particular property cannot be based on the relative cost of the improvements, but rather the special benefit conferred on such property. The Court in *Tiburon* also stated, “*an assessment represents the entirety of the cost of the improvement or property-related service, less any amount attributable to general benefits (which may not be assessed), allocated to individual properties in proportion to the relative special benefit conferred on the property.*”

1.4.3 PUBLIC PROPERTY

Section 4, Subdivision (a) of Article XIII D states, in part, “*Parcels within a district that are owned or used by any agency, the State of California or the United States shall not be exempt from assessment unless the agency can demonstrate by clear and convincing evidence that those publicly owned parcels in fact receive no special benefit.*” Historically there had been differing opinions about whether this requirement that publicly owned property should not be exempt actually meant those properties must be assessed.

The Court of Appeal in *Manteca Unified School District v. Reclamation District No. 17 et al* (2017) (*Manteca*) clarified this issue by stating, “section 4, subdivision (a) of article XIII D of the California Constitution unambiguously conditions any continuing benefit assessment exemption on a showing by clear and convincing evidence of no special benefit.”

1.4.4 IMPRECISION

The Court in *Tiburon* acknowledged the difficulty of trying to precisely assign and measure special benefit, stating, “Any attempt to classify special benefits conferred on particular properties and to assign relative weights to those benefits will necessarily involve some degree of imprecision.”

The Court in *Tiburon* went on to say that a formula assigning equal weight to different special benefits “may be a legally justifiable approach to measuring and apportioning special benefits, [but] it is not necessarily the only valid approach. Whichever approach is taken to measuring and apportioning special benefits, however, it must be both defensible and consistently applied.”

2. SERVICES AND ACTIVITIES

The District will fund certain services and activities described below, which are collectively referred to as the “Services and Activities.”

2.1 Clean and Safe Program

The District will supplement certain services provided by the City, such as those services provided by the Department of Public Works, through a comprehensive Clean and Safe program that is designed to improve safety and cleanliness of sidewalks, curbs, and street fixtures within the District boundaries. By using a team of Fisherman’s Wharf CBD clean and safe staff, the Clean and Safe program is designed to strive for safe, litter-free sidewalks that are absent of graffiti and other signs of decay.

The goal is for property owners, merchants and residents alike to maintain pride in the area and to develop perceptions of cleanliness and increased safety which will contribute to an aesthetically pleasing and vibrant community. Visitors to the District should feel comfortable and secure. A key objective of the FWCBD Board of Directors is to improve the quality of life for property owners, businesses, and residents within the District, as well as to continually improve the experience of visitors by providing a safe and welcoming presence throughout the area.

2.1.1 FWCBD STAFFING PROGRAM

The FWCBD’s staffing program offers critical support to property owners, residents, merchants, and visitors in terms of cleanliness and public safety. The team of FWCBD staff not only assist visitors with directions and questions, but they also clean and remove graffiti in the District, collect litter, provide outreach to the District’s street population, and aid law enforcement in the District area.

The primary function of the FWCBD’s staff is to assist the public with information and to direct them to destinations within the District, by drawing on their extensive knowledge of local geography, District businesses, transportation systems, and other useful information. FWCBD staff serve as a welcoming and informed presence that assist the public in navigating the District.

FWCBD staff members also play an important role in promoting the District as a safe and friendly environment. The FWCBD staff are identified by their bright and colorful uniforms, which make them easily visible and recognizable, causing their presence to serve as a deterrent to misdemeanor crime. In addition, they carry hand-held radios that enable them to communicate with each other and request assistance from management if necessary. When present, the private security/10B officer carries one of these radios. The FWCBD also maintains a hotline (staffed by the FWCBD management team) that enables community members to report problems and request necessary service or actions.

FWCBD’s staff members receive extensive training on the rules and procedures governing quality of life offenses and public nuisances, and work diligently to employ excellent communication procedures that enable prompt response from the SFPD when an incident occurs.

The FWCBD staffing program goals can be summarized as follows:

- Public awareness and “crime watch”-style programs to involve property owners, merchants, residents, and citizens

- Reduction of criminal activities, public intoxication, and public nuisance crimes through the persuasive efforts of the FWCBD staff and the coordinated enforcement back-up provided by SFPD
- Continuing development of relationships between FWCBD staff and the merchants of Fisherman’s Wharf, greeting them regularly and offering assistance
- Continued development of strong, supportive relationships between FWCBD staff and SFPD officers
- Ongoing assistance to the homeless by providing useful information and referral to social services

2.1.2 10B SFPD OFFICERS (OR PRIVATE SECURITY)

The District contracts with 10B SFPD or private security officers, at times, to provide a uniformed presence and provide the enforcement element of the Clean and Safe program. A 10B SFPD officer is a regular uniformed SFPD officer who is assigned directly to and paid for by the District. At times when 10B officers are not available or the FWCBD Board of Directors decides that private security may be more cost effective, the District will employ private security officers that will be a visual deterrent, will report crimes to 911 or non-emergency as needed, and advise the public as necessary on laws and rules regarding the public realm. The 10B SFPD officer, or private security officer, has a direct communication link via radio to the FWCBD staff, as well as to SFPD dispatch. The 10B SFPD officers, or private security officers, will patrol the entire District area and respond to calls from within the District boundaries when needed.

2.1.3 SERVICES COMMITTEE

The Services Committee, which is chaired by a board member and volunteer committee members, oversees the Clean and Safe staffing program and the working groups that may be developed for short-term issues. Examples of these working groups are the Safety Outreach, Transportation Improvement, and Jefferson Street Working Groups, discussed further below:

- The Safety Outreach Working Group, formerly *PIERSafe (Partners in Emergency Readiness)*, focuses on emergency preparedness planning and security in Fisherman’s Wharf. A key achievement of the group was the establishment of a comprehensive Preparedness Plan to help property owners prepare for, respond to, and recover from various emergencies, as well as prevent or mitigate future emergencies.
- The goal of the Transportation Improvement Working Group is to help mitigate traffic congestion and to improve vehicle and pedestrian safety at Fisherman’s Wharf. The working group’s initiatives have included advocating for transit service increases/route expansions and advising the District Board of Directors regarding bike and scooter share companies in the public right of way. Supporting the continued success and safe roadway operations of all tour operators within the Fisherman's Wharf Area remains a top priority. Buses and passenger loading zones are an ongoing focus of this working group as well.
- The Jefferson Street Working Group provides businesses an opportunity to voice their concerns and more effectively engage with contractors and/or the Department of Public Works to minimize disruption to their businesses and receive updates related to the Jefferson Streetscape Project.

2.1.4 SECURITY CAMERAS

The FWCBD Board of Directors will maintain and expand the District’s security camera program (24 security cameras installed in 2018). This will help to address overnight safety issues, and provide relevant information to the cleaning team or other FWCBD staff, as applicable.

2.2 Marketing and Event Program

Another vital program of the FWCBD is the Marketing and Event program, focused on improving the image of Fisherman’s Wharf through community events, communications, outreach, public relations efforts, and other marketing efforts. The Marketing and Event Program’s mission is to attract more tourists and locals to the area and increase the length of their visits to the Wharf. The FWCBD’s tourist marketing efforts, focusing on state, national, and international visitors, have been very successful. While maintaining those channels, the FWCBD will broaden its efforts to include multiple events that draw more local people to rediscover what the Wharf has to offer.

Effectiveness in forming and maintaining relationships with the community is critical to the District’s success. A strong community relations effort emphasizes the importance of positive relationships within the Fisherman’s Wharf area in an atmosphere of maximum community involvement.

2.2.1 COMMUNICATION, PUBLIC RELATIONS, AND COMMUNITY RELATIONS

The FWCBD Executive and Deputy Directors play a central communications role and spend considerable time addressing community meetings, working as problem solvers, and representing the District and its objectives for community betterment, safety, and promotion.

Regular activities and initiatives of the FWCBD include:

- Regular attendance at community and City meetings
- Participation on committees of neighborhood organizations
- Utilization of neighborhood and City social services to help problem areas
- Coordination of services among merchants and the public sector
- District website with useful and important links
- Event promotion and coordination
- Newsletter provided regularly to merchants, property owners, and members of the media
- Issuing press releases on the District’s programs and the positive results attributable to them
- Ongoing media relations

2.2.2 MARKETING

The FWCBD Board of Directors has concluded that new marketing programs that improve the District’s image, appeal, and visibility will promote increased economic activity in the District in the form of more customers and higher lease revenue. Marketing programs will promote the District and its properties and businesses through special targeted programs and initiatives.

Regular marketing activities and initiatives include:

- Maintaining an active destination website to promote Fisherman’s Wharf businesses and events
- Wayfinding and District signage
- Social media marketing
- District/area marketing
- E-newsletter to highlight Fisherman’s Wharf events and happenings
- Public space activations/events for visitors
- Networking and educational opportunities for Fisherman’s Wharf member businesses

Other marketing initiatives can be undertaken as appropriate and as budget resources allow.

2.2.3 ADVOCACY

The purpose of advocacy is to promote the District as a clean, safe, and vibrant area. This goes well beyond the marketing programs that create image and visibility and, in fact, advocate for services and resources that increase the area’s perceptions as a friendly, clean, and exciting place for dining, shopping, entertainment, and investing in business opportunities and properties. Advocacy is intended to support business growth, which can be especially advantageous when recessionary economic conditions occur.

2.2.4 STREETScape IMPROVEMENTS

Beautifying the physical landscape of the District can add tangible value and often consists of simple touches. A recent example of District beautification includes a partnership with the Port of San Francisco to create new and attractive directional signage. The new wayfinding signs bring a special District identity component, while effectively communicating state of place.

The Streetscape Improvement services and activities include, but are not limited to, the following:

- Landscaping, Activation, and Events
- Conrad Park Beautification Project
- Jefferson Street activations
- Jefferson Street Phase II improvements
 - Note: special assessments are not funding the underlying Department of Public Works and City and County of San Francisco improvements, but subsequent improvements and activation once the project is complete
- “Little Embarcadero” events
- Fisherman’s Wharf sign
 - Other signage such as wayfinding signage and District banners to effectively improve access and promote the locations of District businesses, points of interest, and amenities.

2.2.5 SPECIAL COMMUNITY EVENTS

The FWCBD regularly assists in the creation and hosting of several important community events year-round including, but not limited to:

- Fourth of July Waterfront Celebration
- Fleet Week
- Holiday Lights & Sights Campaign
- Wharf Fest
- Lighted Boat Parade

These events have come to be well-known and loved by the community and visitors of Fisherman’s Wharf. The continued creation and hosting of similar events has become a vital component of the District’s identity.

2.3 Administration and Contingency

The District will also incur costs for staff time and expenses related to managing the above programs, and related administrative costs. For example, these tasks will include oversight and coordination of both District and contractor-provided services, annual assessment roll preparation, addressing property owner questions and concerns, adherence to the Management District Plan, and compliance with audit/reporting requirements. Administration also includes efforts to work on behalf of the District to ensure City and County services and policies support the District. District funds for Administration may also be used to establish and/or renew the District. A well-managed District provides necessary oversight and guidance that produces higher quality and more efficient programs.

The assessments will also fund a contingency reserve that may be used to cover possible unforeseen future expenses and help to smooth out cash flows, which are affected by the timing of property owner payments.

2.4 Service Frequencies

The frequency for the provision of certain Services and Activities is as follows:

- Cleaners – in front of District properties two times per day between 8:00 am and 8:00 pm, with on-call services as needed
- Pressure washing – monthly, with limited on-call services as needed
- FWCBD Staff – regular District patrols with multiple passes per day and on-call services as needed
- 10B SFPD Officer/Private Security – 8 hours per day, 5 days per week

3. SPECIAL BENEFITS

The Services and Activities will confer special benefits upon certain parcels within the proposed District. This section provides a description of those special benefits.

3.1 Improved Aesthetics

Several of the proposed Services and Activities will confer aesthetic benefits. The cleaning and pressure washing services are designed to improve the visual appearance of immediately surrounding properties within the District. It is believed a cleaner environment is more aesthetically pleasing to residents, customers, tenants, patrons, and visitors. When areas where consumers conduct business are more aesthetically pleasing, research shows that these areas are also considered more desirable (Vilnai-Yavetz, 2010). Therefore, several of the proposed Services and Activities, including cleaners and pressure washing will confer aesthetic benefits.

3.2 Increased Safety

Research has shown vandalism, such as graffiti, is a key factor in determining attitudes about safety (Austin, 2007). The perception of neighborhood problems has a stronger effect on the fear of crime than demographic factors (Dowler, 2003). If this research holds true, the District's proposed graffiti removal services should have a positive effect on reducing fear of crime.

Research has shown that security patrols can be used to "reinforce social control and mitigate criminal activities" (Hoyt, 2005). Furthermore, business improvement districts with similar staffing programs supporting safety services have been successful in reducing crime rates (Brooks, 2008). The increased safety should be experienced by all assessable properties. Research shows there are safety benefits related to living in or near a commercial area managed by a business improvement district (Hoyt, 2005). Therefore, the Services and Activities will confer safety benefits.

3.3 Increased Economic and Promotional Activity

The Marketing and Event program, which includes public relations, the website, event promotion, and the newsletter, provides economic benefits designed to promote the area as a unique destination, thereby helping to attract customers to the District for the benefit of the property owners.

The Clean and Safe program, in addition to conferring aesthetic and safety benefits, will concurrently confer economic benefits as well. These Services and Activities will help both customers and tenants feel safer, so they feel welcome to stay longer and feel comfortable shopping and dining in the area. The Services and Activities will create a more aesthetically pleasing environment, which has been shown to "increase consumer's intentions to spend money" (Vilnai-Yavetz, 2010). Therefore, the Clean and Safe Services and Activities will also confer economic benefits.

4. SPECIAL BENEFIT DISTRIBUTION

Once special benefits are identified, the cost of providing those special benefits must then be assigned, based on the estimated proportionate special benefit derived by each parcel. The proportionate special benefit that each parcel derives from the District's Services and Activities is calculated based on an analysis of each parcel's physical characteristics and land use type.

4.1 Parcel Characteristics

The following parcel characteristics reflect each parcel's proportionate special benefit:

- Lot square footage
- Building square footage
- Linear frontage

Parcels of the same land use type will experience different degrees of special benefit in relation to differences in their lot size, building size, and linear frontage. A parcel with a large building for example will generally experience greater special benefit than a parcel with a small building. Therefore, these parcel characteristics are appropriate factors for determining proportional special benefit.

In order to relate differing parcel characteristics to one another, a relative factor is determined for each.

4.1.1 LOT FACTOR

The average lot size in the proposed District is 11,820 square feet. Each parcel's actual lot square footage was divided by the average lot square footage to determine a Lot Factor.

$$\frac{\text{Parcel's Lot Square Footage}}{\text{District's Average Lot Square Footage}} = \text{Parcel's Lot Factor}$$

4.1.2 BUILDING FACTOR

The average building size in the proposed District is 24,280 square feet. Each parcel's actual building square footage was divided by the average building square footage to determine a Building Factor.

$$\frac{\text{Parcel's Building Square Footage}}{\text{District's Average Building Square Footage}} = \text{Parcel's Building Factor}$$

4.1.3 FRONTAGE FACTOR

The average linear frontage in the proposed District 143 feet. Each parcel’s actual linear frontage feet was divided by the average linear frontage feet and multiplied by the appropriate Factor Weighting to determine a Frontage Factor.

$$\left(\frac{\text{Parcel's Frontage Feet}}{\text{District's Average Frontage Feet}} \right) \times \text{Factor Weighting} \left(4\frac{2}{3} \right) = \text{Parcel's Frontage Factor}$$

4.1.4 FACTOR WEIGHTING

Having identified Lot, Building, and Frontage as the relevant parcel characteristics, the next step is to determine how those factors should be weighted relative to each other. Weighting the factors helps to ensure that the assessments accurately reflect the aesthetic, safety, and economic special benefits that the parcels will receive.

The aesthetic and safety special benefits mostly derive from Services and Activities that will be provided in a linear fashion. For example, street cleaning will be performed along a property's frontage, the security officers will patrol along property frontage, and FWCBD staff members will travel along property frontage. In addition, all pedestrian and vehicular traffic must travel along the frontage of a property (often the entire frontage), but may only experience a small portion of the building and lot square footage. By contrast, economic and promotional activity special benefits are intended to benefit entire parcels and are not necessarily provided directly along the parcel frontage and vary more based on lot size and building size.

Based on the different service levels that the District will provide, the factors are weighted to reflect a 70%/30% split between the Frontage Factor and Lot/Building Factors. Lot and Building Factors are assigned equal weight of the 30% allocation. Therefore, the weighting is applied as follows:

Parcel Factor	Special Benefit Weight
Lot	15%
Building	15%
Frontage	70%

In order to reflect this weighted apportionment in the Special Benefit Point calculations, the Frontage Factor will simply be multiplied by $4\frac{2}{3}$ (70% / 15%). This Factor Weight recognizes the increased weighting that a parcel’s assigned Frontage Factor has in the overall Special Benefit Point calculation, as compared to weighting of the Lot Factor and the Building Factor.

4.2 Land Use Types

In addition to lot size, building size, and linear frontage, a parcel's land use type will also affect the special benefits received. Accordingly, each parcel within the proposed District boundary is also assigned a land use type for purposes of determining the special benefits received. Below is a description of the land use type categories to be assessed within the proposed District.

Non-Residential Property consists of parcels used for commercial or for-profit purposes including, but not limited to, retail, offices, restaurants, commercial garages, private schools, hotels/motels, medical/dental offices, hospitals, parking lots, and privately-owned pay-to-use parking structures.

Apartment Property consists of duplexes, triplexes, fourplexes, and apartment buildings leased exclusively for residential rental purposes.

Condominium Property consists of condominiums or other residential dwelling configurations (duplexes, triplexes, etc.) where the residential dwelling units are individually owned exclusively for residential purposes.

Public Property consists of the following:

- parcels owned by public entities, or parcels used for public purposes including, police and fire stations, parks, public schools, libraries, and other government administration offices
- parcels used by a public utility

As described below, some special benefits are conferred upon all land use types, and others are conferred only upon certain land use types.

4.2.1 APPORTIONING AESTHETIC BENEFIT

The aesthetic benefits conferred by the Services and Activities will specially benefit all assessable land use types. The benefit of visual appeal is not restricted to a particular land use. A more attractive public environment can be enjoyed by all parcels irrespective of land use type. Accordingly, each assessable land use type will be assigned one Aesthetic Benefit Point.

As a property-related benefit, improved aesthetics from the Services and Activities can be measured by the characteristics of a parcel, namely the presence of a building, its size, street frontage, and the size of the underlying lot. Larger parcels and parcels with larger developments have a greater intensity of use and will experience the Aesthetic Benefits to a greater degree than smaller, less-developed parcels. Therefore, building, lot, and frontage factors are used to measure Aesthetic Benefits.

4.2.2 APPORTIONING SAFETY BENEFIT

Similarly, the safety benefits conferred by the Services and Activities will specially benefit all assessable land uses. Safety is a universal need. Its importance can be seen in the fact that everyone desires to live and work in safe, crime-free areas (Lau Leby, 2010). Therefore, because levels of safety affect all land uses, it follows that an increase in safety will benefit all land use types. Accordingly, each assessable land use type will be assigned one Safety Benefit Point.

As a property-related benefit, improved safety from the Services and Activities can be measured by the characteristics of a parcel, namely the presence of a building, its size, street frontage, and the size of the

underlying lot. Larger parcels and parcels with larger developments will experience the Safety and Accessibility Benefits to a greater degree than smaller, less-developed parcels. Therefore, building, lot, and frontage factors are used to measure Safety Benefits.

4.2.3 APPORTIONING ECONOMIC ACTIVITY BENEFIT

Condominium Property does not generally benefit from activities to attract customers and tenants, as its land-use status is that of an individual, private owner for a single residential dwelling unit. The District’s Condominium Property units are generally owner-occupied as primary residences or as second residences. In addition, the City has limited short-term rentals of a primary residence to 90 days. Therefore, Condominium Property is assigned zero Economic Activity Benefit Points.

This is in contrast to Apartment Property, which typically operates more like a commercial business than individually-held Condominium Property and which relies more heavily on attracting and keeping tenants. As a result, Apartment Property receives economic benefits from the Clean and Safe program. By contrast, Apartment Property does not receive economic benefits from the Marketing and Event program, which is directed toward non-residential, commercial uses such as retail. Thus, Apartment Property will receive only one Economic Activity Benefit Point.

Non-Residential Property receives economic benefits from both the Clean and Safe program and the Marketing and Event program. As noted earlier, the Clean and Safe program will create a more aesthetically pleasing environment, which has been shown to “increase consumer’s intentions to spend money” (Vilnai-Yavetz 2010). The security aspect of the Clean and Safe program help customers feel safer, so they stay longer and feel comfortable returning in the future. In addition, the Marketing and Event program is designed to increase customer traffic and promote a positive image of the area. Thus, Non-Residential Property concerned with customer attraction will receive one Economic Activity Benefit Point for the Marketing and Event program and one Economic Activity Benefit Point for the Clean and Safe program.

Public Property is not concerned with customers like Non-Residential Property or Apartment Property. Nor is Public Property a for-profit endeavor. Therefore, Public Property will be assigned zero Economic Activity Benefit Points.

4.2.4 LAND USE BENEFIT POINT SUMMARY

The table below summarizes the Land Use Benefit Points assigned to the various assessable land use types within the District:

Land Use Type	Aesthetic Benefit Points	Safety Benefit Points	Economic Benefit Points	Total Land Use Benefit Points
Non-Residential Property	1.00	1.00	2.00	4.00
Apartment Property	1.00	1.00	1.00	3.00
Condominium Property	1.00	1.00	0.00	2.00
Public Property	1.00	1.00	0.00	2.00

4.3 Total Special Benefit Points

The calculation of Total Benefit Points for each parcel takes into account each component analyzed and described above, including parcel characteristics and land use. The formula for determining each parcel's Total Special Benefit Points is as follows:

$$\left(\begin{array}{c} \text{Lot} \\ \text{Factor} \end{array} + \begin{array}{c} \text{Building} \\ \text{Factor} \end{array} + \begin{array}{c} \text{Frontage} \\ \text{Factor} \end{array} \right) \times \begin{array}{c} \text{Land Use} \\ \text{Benefit} \\ \text{Points} \end{array} = \begin{array}{c} \text{Total} \\ \text{Special} \\ \text{Benefit} \\ \text{Points} \end{array}$$

The Total Special Benefit Points are computed for each parcel in the proposed District and summed. The Total District Special Benefit Points are 4,817.96. These Total District Special Benefit Points are used to determine the proposed assessment amounts on each parcel. The Total District Special Benefit Points may change in the future due to development, redevelopment, or changes in property land uses.

5. SEPARATION AND QUANTIFICATION OF GENERAL BENEFITS

As described in the Introduction, only special benefits are assessable and in order to assess only special benefits, the general benefits resulting from the Services and Activities must be separated and quantified. This section describes the process used to separate and quantify the general benefits. We rely on a “multi-perspective average approach”, which entails analyzing the general benefits in totality by taking an average across multiple perspectives, to account for the overlap across services and to ensure that any single approach does not dominate the District’s general benefit percentage.

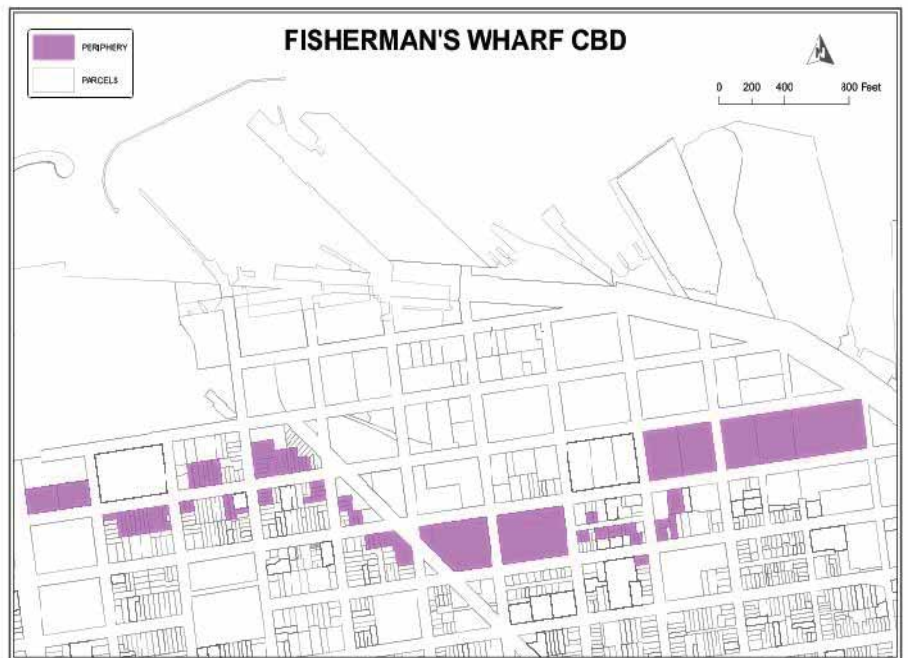
5.1 General Benefit Analysis

5.1.1 GENERAL BENEFIT: PARCELS ON THE PERIPHERY OF THE DISTRICT

One approach is to define general benefit as the benefit that accrues to properties on the periphery of the District. Both the Clean and Safe and Marketing and Event programs will be provided solely within the District, but for purposes of this analysis, we assume a certain level of aesthetic, safety, and economic benefits will accrue to properties on the periphery of the District. For example, cleaning services could improve the aesthetics viewed from the side of the street opposite the assessed parcels, and it is likely patrolling security could

report/respond to security issues near the properties just outside the boundary of the District. To calculate the benefit accruing to property on the periphery of the District as a result of the Services and Activities, the total Benefit Points were recalculated by including those parcels on the periphery of the District (i.e., those non-District parcels directly across the street from parcels within the District).

In performing the analysis described above, it was determined that parcels on the periphery of the District do not necessarily receive Economic Activity benefits in the same manner that District parcels would, as a result of the Services and Activities. As such, Aesthetic and Safety Benefit Points were assigned to parcels on the periphery of the District normally, and Non-Residential parcels were assigned 0.5 Economic Activity Benefit Points for the purposes of this analysis (associated with partial benefit received from the Marketing and Event program). Furthermore, as these periphery parcels do not directly benefit from District Services and Activities, but rather experience benefit from District Services and Activities next to or across the street



from these parcels, the total Benefit Points accruing to parcels on the periphery of the District were determined to be half of those received by parcels within the District.

Applying the methodology described in Section 4, with the above-mentioned modifications, results in the following Benefit Point totals:

Area	Benefit Points	Percentage
Property within the District	4,817.96	90.52%
Property on the Periphery of the District	504.54	9.48%
Totals	5,322.50	100.00%

The Benefit Points for property within the District represents the proportionate amount of special benefit to the assessed parcels, and the Benefit Points for property on the periphery of the District represents benefit to non-assessed parcels outside the District. Under this measure, approximately 9.48% of the benefits from the Services and Activities should be treated as general benefits.

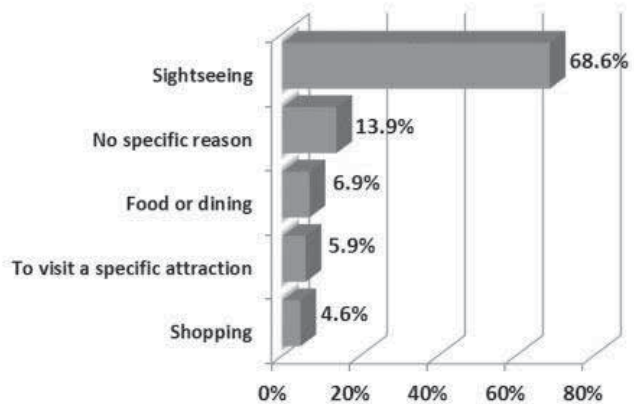
General Benefit: Parcels on the Periphery of the District	9.48%
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5.1.2 GENERAL BENEFIT: PEDESTRIANS PASSING THROUGH THE DISTRICT

Another approach is to calculate the benefits that will accrue to pedestrians passing through the District who do not intend to access property within the District. The Clean and Safe program will be provided solely to properties within the District, but some level of aesthetic and safety benefits could also accrue to pedestrians who do not intend to access property within the District.

In September of 2014, Destination Analysts, Inc. prepared a report, entitled *Fisherman’s Wharf Visitor Survey 2014* (Destination Analysts, 2014), intended to detail what people are doing while visiting the Fisherman’s Wharf area. The report states

“As in previous years, the majority of visitors to Fisherman’s Wharf come to the area to do what they consider sightseeing. Nearly 70 percent of survey respondents indicated “Sightseeing” as their primary reason for coming to the Wharf. Again, “sightseeing” may encompass many of the myriad of activities available to visitors in the Wharf, from checking out street performances to people watching. “No specific reason” was the next most cited answer (13.9%). “Food or dining” brought in 6.9 percent of visitors. About 6 percent came to Fisherman’s Wharf with a specific attraction in mind (5.9%), while 4.6 percent stated “Shopping” as their primary reason.”



“It seems reasonable to conclude that those respondents who cited that they were visiting the area for “No specific reason” represents the pedestrians passing through the District, who receive general

benefit from the District Services and Activities. Likewise, the other four survey responses indicate that pedestrians are engaging in District-related activities.

As similar surveys were conducted in 2006, 2009-10, and 2014, it appears most appropriate to use the average of the percentages reported in each category of these surveys to determine a more accurate percentage of the reasons most pedestrians visit the Fisherman’s Wharf Area. Results from each of the three pedestrian surveys conducted can be found below:

	2006	2009-2010	2014
Sightseeing	66.7%	58.0%	68.6%
No specific reason	6.6%	5.5%	13.9%
Food or dining	10.0%	10.9%	6.9%
To visit a specific attraction	8.7%	15.8%	5.9%
Shopping	8.0%	9.7%	4.6%

Based on each survey’s percentage of respondents who answered “No specific reason,” the average measure of pedestrians who are merely passing through the District is calculated at approximately 8.67% $((6.6\% + 5.5\% + 13.9\%) / 3)$, correlated to the portion of the District Services and Activities providing general benefits.

General Benefit: Pedestrians Passing Through the District	8.67%
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5.1.3 COLLECTIVE GENERAL BENEFIT

As noted above, we have determined that a “multi-perspective average approach” is the most appropriate approach given the combination of services specific to this District. Under this approach, the District-wide general benefits are (1) viewed in totality, (2) analyzed from more than one perspective, (3) quantified with separate percentages for each perspective, and then (4) averaged to determine a single, overall general benefit percentage. The decision of which method to use is dictated by the availability of data, the types of improvements and related benefits, as well as the layout, geography, and characteristics of the subject area. Based on the available data and the characteristics of the District, the “multi-perspective average approach” was chosen as the most appropriate method for determining the overall general benefit. Therefore, the average of the general benefit perspectives was used to determine the overall general benefit as shown in the table below:

General Benefit: Parcels on the Periphery of the District	8.67%
General Benefit: Pedestrians Passing Through the District	9.48%
Collective District General Benefit	9.08%

The general benefit, which is the percentage of the total budget that must be funded through sources other than assessments, is 9.08%. The special benefit, which is the percentage of the total budget that may be funded by assessments, is 90.92%.

6. BUDGET

The following table summarizes the estimated annual costs to fund District Services and Activities for Fiscal Year 2020/21:

Description	Amount
Clean and Safe Program	\$605,700.00
Marketing and Event Program	349,960.00
Administration	269,200.00
Contingency and Reserves	121,140.00
Total Cost of Services and Activities	\$1,346,000.00

6.1 Balance to Be Assessed

The total amount to be assessed upon the specially benefitting parcels is the total cost of the Services and Activities, as detailed above, less the portion attributable to General Benefit as detailed in the Separation and Quantification of General Benefits section.

The calculation of the balance to be assessed is shown below:

Description	Amount
Total Cost of Services and Activities	\$1,346,000.00
Less General Benefit Portion (9.08%)	(122,216.80)
Balance to Be Assessed	\$1,223,783.20

Each year the estimated budget may change, which will cause a corresponding change in the dollar amount of general benefit. However, the general benefit percentage will remain at 9.08% in future years.

6.2 Assessment per Special Benefit Point

The Assessment per Special Benefit Point is determined by dividing the Balance to Be Assessed by the sum of the Total District Special Benefit Points noted in Section 4.

The calculation of the Assessment per Special Benefit Point is shown below:

Description	Amount
Balance to Be Assessed	\$1,223,783.20
Total District Special Benefit Points	4,817.96
Assessment per Special Benefit Point	\$254.00

The Assessment per Special Benefit Point is multiplied by each parcel's Total Special Benefit Points to determine an assessment amount per parcel.

7. ASSESSMENT RATES

7.1 Initial Maximum Assessment Rates

The rate below represents the maximum assessment rate per Special Benefit Point for Fiscal Year 2020/21:

Total Costs to be Assessed / Total Special Benefit Points =

Assessment Rate per Special Benefit Point

\$1,223,783.20 / 4,817.96 = \$254.00440

Based on the most recent parcel characteristics, the application of the above rate is expected to generate \$1,223,783.20 in assessment revenue during the first year of levy (2020/21). This assessment revenue will be supplemented by \$122,216.80 from sources other than assessments, to meet the total estimated budget of \$1,346,000.00. Non-assessment revenues represent 9.08% of the total budget, which corresponds to the general benefit percentage identified in the Separation and Quantification of General Benefits section of this report.

Future changes to parcel characteristics (lot, building, frontage, and land use) will cause changes in the total assessment revenue. The assessment revenue for any given year will be the product of the District's parcel characteristics and the budget in effect for such fiscal year. Development within the District that increases the overall building square footage, for example, will lead to increased assessment revenue, even if assessment rates are not increased.

7.2 Annual Maximum Assessment Rate Increases

Each year the Board of Directors may increase the maximum assessment rate by the greater of (i) five-percent (5%) or (ii) the change in the Consumer Price Index for All Urban Consumers (CPI-U) for the San Francisco-Oakland-Hayward area for February. In no event shall the maximum assessment rate decrease. If, in the future, the Bureau of Labor Statistics discontinues or alters the CPI-U, the City (OEWD) shall select a comparable index as a replacement.

In any given year, the assessments may be levied at any assessment rate sufficient to meet the estimated budget, as long as the actual assessment rate does not exceed the maximum assessment rate for that fiscal year.

7.3 Data for Annual Assessment Calculations

Each year, as part of the assessment calculation procedures, the FWCBD shall determine the land use type for each parcel based on the City Assessor's use code or other appropriate supplementary information. The parcel characteristics of lot square footage and building square footage shall similarly be based on the City Assessor's secured rolled data for the applicable year and may be supplemented with other reliable data sources. The frontage of each parcel shall be determined by reference to City Assessor's parcel maps or, if necessary, to GIS data.

Assessment amounts may change over time in accordance with changes to parcel characteristics including land use type and building square footage. However, the District averages used to determine the lot, building, and frontage factors, established in Section 4, shall remain fixed and not change.

7.3.1 MIXED USE

Property in the District may have multiple parcels and land uses, within a single structure, which could be categorized as having more than one of the identified land use types. If the FWCBD is made aware of a property with more than one land use type via relevant information supplied by the property owner, the following shall apply:

The FWCBD shall attempt to separate out the land use types by actual building square footage. The FWCBD shall then pro-rate the total underlying lot square footage and frontage feet in proportion to the building square footage assigned to each land use type. After each land use type is assigned lot square feet, building square feet, and frontage feet, the District shall calculate the applicable assessment upon the respective land use type.

For example, if a property has both Non-Residential and Apartment land uses, where the Non-Residential land use represents 40% of the total building square footage and the Apartment land use represents 60% of the total building square footage, the underlying lot's frontage and lot square footage shall be assigned 40% to the Non-Residential land use and 60% to the Apartment land use. Those characteristics assigned to the Non-Residential land use shall be used to calculate the Benefit Points for the Non-Residential land use, and those characteristics assigned to the Apartment land use shall be used to calculate the Benefit Points for the Apartment land use.

If there are multiple land use types on a property, but data sufficient to delineate the building square footages is not available, the FWCBD shall choose the most appropriate method for assigning Benefit Points and calculating the assessment.

7.4 Appeals

If a property owner believes the data used to calculate their assessment is inaccurate or that the identified land use type is incorrect, the property owner shall submit, in writing, a request for review to the FWCBD. The property owner shall provide documentation needed to support the request for review. The District staff shall review the request and provide a response to the property owner. The property owner must be current in the payment of all assessments when filing the request for review and must remain current during the review process. The property owner shall continue to pay all assessment amounts owed according to the City's due dates.

If the review results in changes to any parcel characteristics used to compute the assessment, the FWCBD shall recalculate the assessment. When recalculating the assessment, the assessment rate approved and applied in such fiscal year shall be used. Only the assessment for the parcel or parcels subject to review shall be recalculated.

If the recalculated assessment is less than the amount submitted to the City on the secured property tax roll, the difference shall be credited back to the property owner. This credit shall be limited to the current fiscal year and the prior fiscal year, if applicable. The "fiscal year" shall follow the City's fiscal year for property taxes, from July 1 to June 30. The applicable fiscal year shall be determined by the date the request for review is submitted to the FWCBD.

For example, if a request for review is submitted to the FWCBD during Fiscal Year 2021/22, the Fiscal Year 2021/22 and 2020/21 assessments will be reviewed. The property owner credit shall be

limited to any difference calculated for Fiscal Year 2021/22 (the current fiscal year) and Fiscal Year 2020/21 (the prior fiscal year).

The credit may be provided in the form of a check to the property owner, an adjustment to the current year's property tax roll (if possible), or a credit to the succeeding year's assessment thereby reducing the amount placed on the secured property tax roll for such year.

If the recalculated assessment is greater than the amount submitted to the City on the secured property tax roll, the FWCBD shall apply the recalculated assessment to the succeeding year's property tax roll and no adjustments shall be made to the prior or current fiscal years' assessments.

If a property owner is dissatisfied with the FWCBD's decision on their appeal, the property owner may appeal the matter further to the City (OEWD), who shall make a conclusive determination and whose decision shall be final.

7.5 Method of Collection

The assessments will be collected annually on the City's secured property tax roll. The assessments will be subject to the City's assigned due dates and late penalties. However, the City may choose to collect the assessments in an alternative manner (including directly billing the property owner) as may be deemed appropriate or necessary by the City.

Future changes to a parcel's characteristics (lot, building, frontage, and land use) will cause changes in the assessment amount. The assessment amounts for any given year will be the product of each parcel's characteristics and the District budget in effect for such fiscal year.

Development within the District that increases the overall building square footage, for example, will lead to a greater total levy, even if assessment rates are not increased.

8. ENGINEER'S STATEMENT

The Board of Directors of the Fisherman's Wharf Community Benefit District have directed NBS to prepare a report presenting plans and specifications describing the general nature, location, and extent of the Services and Activities to be maintained, as well as the estimate of the costs of the maintenance, operations, and servicing of the Services and Activities for the Fisherman's Wharf Landside Community Benefit District.

The assessments described in this Report have been prepared pursuant to Article XIII D of the California Constitution and the Property and Business Improvement District Law of 1994 as augmented and modified by Article 15 of the San Francisco Business and Tax Regulations Code (collectively, the "Assessment Law"). In preparing these assessments:

1. I have identified all parcels that will have a special benefit conferred upon them by the Services and Activities described in Section 2 of this Report (the "Specially Benefited Parcels").
 - a. For particulars as to the identification of these parcels, reference is made to the Assessment Diagram, a copy of which is included in Section 9 of this Report.
2. I have assessed the estimated costs and expenses of the Services and Activities upon the Specially Benefited Parcels. In making such assessment:
 - a. The proportionate special benefit derived from the Services and Activities by each Specially Benefited Parcel was determined in relationship to the total special benefits derived by all Specially Benefited Parcels;
 - b. No assessment has been imposed on any Specially Benefited Parcel which exceeds the reasonable cost of the proportional special benefit conferred on such parcel by the Services and Activities; and
 - c. The general benefits have been separated from the special benefits and only special benefits have been assessed.

I, the undersigned, respectfully submit this Engineer's Report and, to the best of my knowledge, information and belief, this Report, the assessments, and the Assessment Diagram herein have been prepared and computed in accordance with the Assessment Law.

By: _____

John G. Egan
Assessment Engineer
R.C.E. 14853

9. ASSESSMENT DIAGRAM

The following pages contain the assessment diagram for the District.

ASSESSMENT DIAGRAM
FOR THE ASSESSMENT DISTRICT KNOWN AS THE
FISHERMAN'S WHARF LANDSIDE COMMUNITY BENEFIT DISTRICT
 A PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
 ESTABLISHED IN THE CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA,
 UNDER PART 7 OF THE CALIFORNIA STREETS AND HIGHWAYS CODE
 ("PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994", §§36600 ET SEQ.)
 AND ARTICLE 15 OF THE SAN FRANCISCO BUSINESS AND TAX REGULATIONS CODE

AN ASSESSMENT WAS LEVIED BY THE BOARD OF SUPERVISORS FOR THE CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA, ON THE LOTS, PIECES, AND PARCELS OF LAND SHOWN ON THIS ASSESSMENT DIAGRAM. THE LEVY OF ASSESSMENT WAS APPROVED BY THE BOARD OF SUPERVISORS ON THE ____ DAY OF _____, 20__ ; AND SIGNED BY THE MAYOR ON THE ____ DAY OF _____, 20__, RESOLUTION NO. _____. THE ASSESSMENT DIAGRAM WAS FILED IN THE OFFICE OF THE CLERK OF THE BOARD OF SUPERVISORS FOR THE CITY AND COUNTY OF SAN FRANCISCO ON THE ____ DAY OF _____, 20__.

SAID RESOLUTION NO. _____, TOGETHER WITH THE STATUTORILY REQUIRED MANAGEMENT DISTRICT PLAN AND CERTIFIED ENGINEER'S REPORT FOR THIS DISTRICT AS ALSO APPROVED BY THE BOARD OF SUPERVISORS ARE ON FILE WITH THE BOARD OF SUPERVISORS AND ARE SUBMITTED WITH THE ASSESSMENT DIAGRAM TO THE OFFICE OF THE ASSESSOR-RECORDER FOR THE CITY AND COUNTY OF SAN FRANCISCO FOR RECORDING. REFERENCE IS MADE TO THE MANAGEMENT DISTRICT PLAN, CERTIFIED ENGINEER'S REPORT AND ASSESSMENT DIAGRAM FOR THE AMOUNT OF EACH ASSESSMENT LEVIED AGAINST EACH PARCEL OF LAND SHOWN ON THIS ASSESSMENT DIAGRAM.

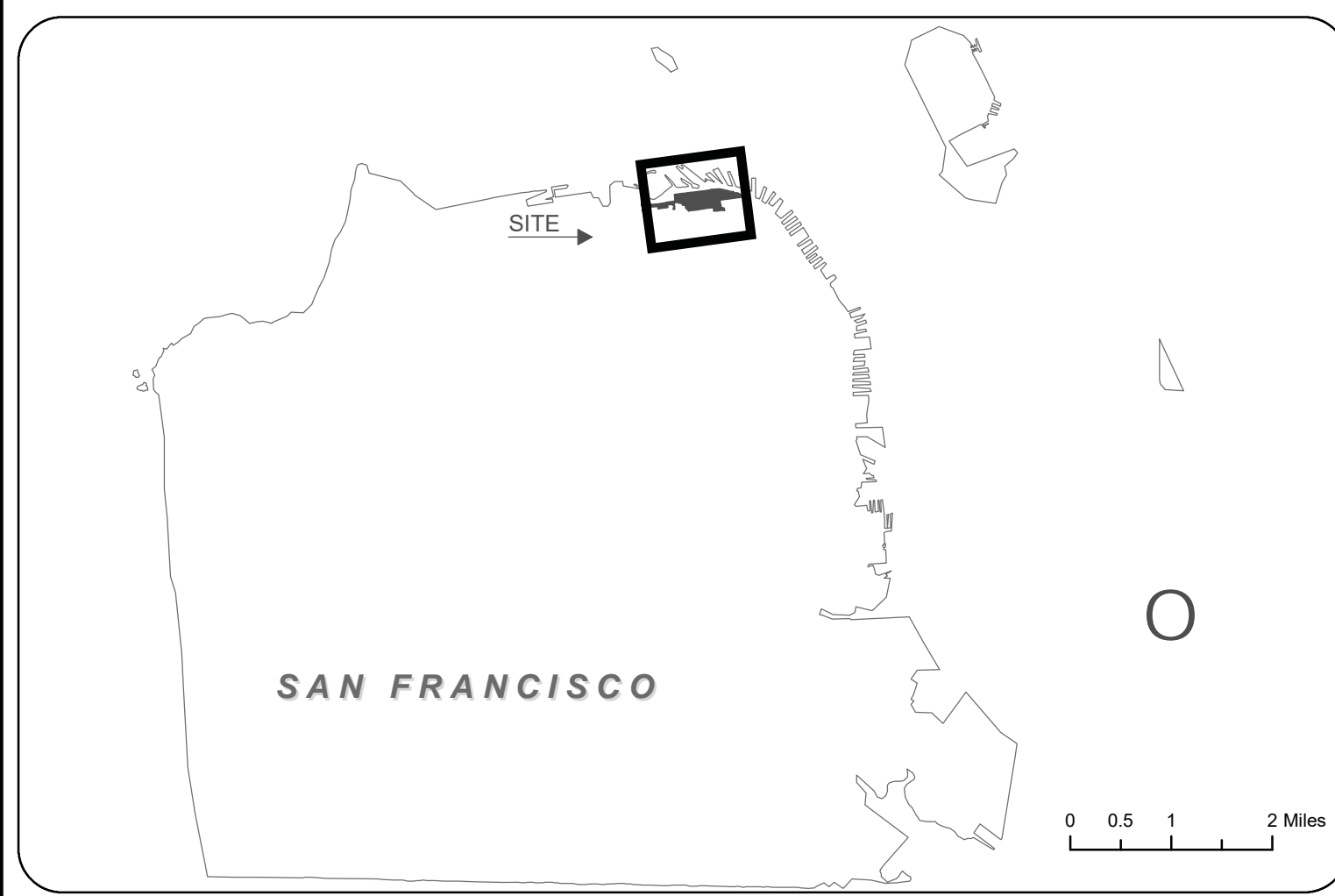
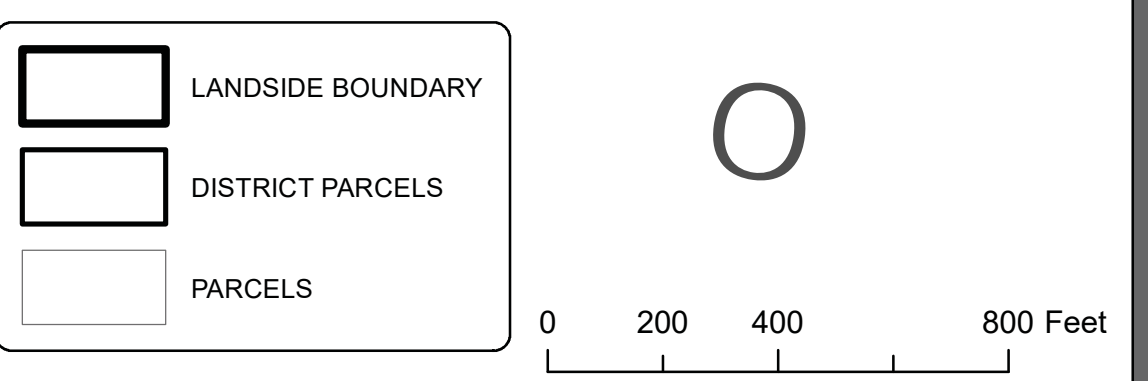
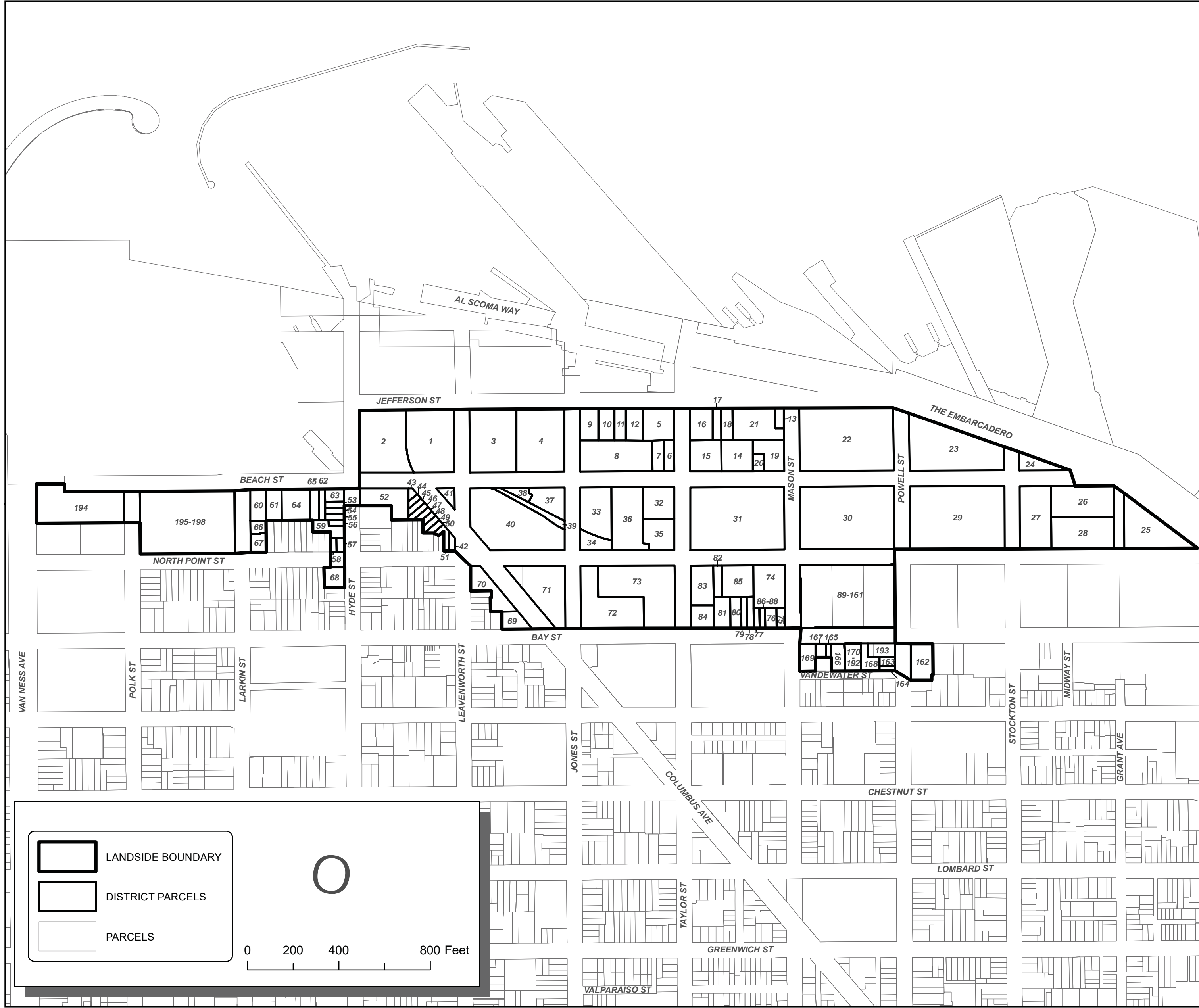
UPON RECORDATION BY THE COUNTY ASSESSOR-RECORDER, A CONFORMED COPY OF THE ASSESSMENT DIAGRAM WILL BE FILED WITH THE CLERK OF THE BOARD OF SUPERVISORS FOR THE CITY AND COUNTY OF SAN FRANCISCO, AND A NOTICE OF ASSESSMENT WILL BE ISSUED PURSUANT TO CALIFORNIA STREETS AND HIGHWAYS CODE §§3114 AND 36627.

ANGELA CALVILLO, CLERK OF THE BOARD OF SUPERVISORS, CITY AND COUNTY OF SAN FRANCISCO

THE ASSESSMENT DIAGRAM AND RESOLUTION NO. _____, TOGETHER WITH THE MANAGEMENT DISTRICT PLAN AND ENGINEER'S REPORT FOR THIS ASSESSMENT DISTRICT, THAT WERE SUBMITTED FOR RECORDING BY THE CLERK OF THE BOARD OF SUPERVISORS (SEE PARAGRAPH 1, ABOVE), WERE RECORDED BY THE ASSESSOR-RECORDER FOR THE CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA ON THE ____ DAY OF _____, 20__. THE ASSESSMENT DIAGRAM WAS FILED IN BOOK ____ OF MAPS OF ASSESSMENT AND COMMUNITY FACILITIES DISTRICTS AT PAGE(S) _____, IN THE OFFICE OF THE ASSESSOR-RECORDER, CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA, AT THE HOUR OF __ O'CLOCK __M, ON THIS SAME DATE.

CARMEN CHU, ASSESSOR-RECORDER, CITY AND COUNTY OF SAN FRANCISCO

FOR PARTICULARS OF THE LINES AND DIMENSIONS OF ASSESSOR PARCELS, REFERENCE IS MADE TO THE MAPS OF THE ASSESSOR OF THE CITY AND COUNTY OF SAN FRANCISCO.



Source: DataSF.org
 Geographic Coordinate Reference: GCS North American 1983
 Projection: NAD 1983 StatePlane California III FIPS 0403 Feet



**ASSESSMENT DIAGRAM
FOR THE ASSESSMENT DISTRICT KNOWN AS THE
FISHERMAN'S WHARF LANDSIDE COMMUNITY BENEFIT DISTRICT**

A PROPERTY AND BUSINESS IMPROVEMENT DISTRICT
ESTABLISHED IN THE CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA,
UNDER PART 7 OF THE CALIFORNIA STREETS AND HIGHWAYS CODE
("PROPERTY AND BUSINESS IMPROVEMENT DISTRICT LAW OF 1994", §§36600 ET SEQ.)
AND ARTICLE 15 OF THE SAN FRANCISCO BUSINESS AND TAX REGULATIONS CODE

APN	ASSESSMENT ID	APN	ASSESSMENT ID	APN	ASSESSMENT ID	APN	ASSESSMENT ID	APN	ASSESSMENT ID	APN	ASSESSMENT ID	APN	ASSESSMENT ID	APN	ASSESSMENT ID
0010 001	1	0018 001	26	0024 024	51	0030 004	76	0031 019	101	0031 044	126	0031 069	151	0041 110	176
0010 002	2	0018 004	27	0024 025	52	0030 007	77	0031 020	102	0031 045	127	0031 070	152	0041 111	177
0011 007	3	0018 005	28	0025 003	53	0030 008	78	0031 021	103	0031 046	128	0031 071	153	0041 112	178
0011 008	4	0019 001	29	0025 003A	54	0030 009	79	0031 022	104	0031 047	129	0031 072	154	0041 113	179
0012 001	5	0020 001	30	0025 003B	55	0030 010	80	0031 023	105	0031 048	130	0031 073	155	0041 114	180
0012 002	6	0021 001	31	0025 004	56	0030 011	81	0031 024	106	0031 049	131	0031 074	156	0041 115	181
0012 003	7	0022 001	32	0025 004A	57	0030 011A	82	0031 025	107	0031 050	132	0031 075	157	0041 116	182
0012 003A	8	0022 010	33	0025 004B	58	0030 012	83	0031 026	108	0031 051	133	0031 076	158	0041 117	183
0012 005	9	0022 012	34	0025 004D	59	0030 012A	84	0031 027	109	0031 052	134	0031 077	159	0041 118	184
0012 006	10	0022 014	35	0025 012	60	0030 013	85	0031 028	110	0031 053	135	0031 078	160	0041 119	185
0012 007	11	0022 015	36	0025 014	61	0030 014	86	0031 029	111	0031 054	136	0031 079	161	0041 120	186
0012 007A	12	0023 002	37	0025 017	62	0030 015	87	0031 030	112	0031 055	137	0040 017	162	0041 121	187
0013 001	13	0023 003	38	0025 019	63	0030 016	88	0031 031	113	0031 056	138	0041 002	163	0041 122	188
0013 004	14	0023 004	39	0025 020	64	0031 007	89	0031 032	114	0031 057	139	0041 004	164	0041 123	189
0013 005	15	0023 005	40	0025 021	65	0031 008	90	0031 033	115	0031 058	140	0041 031	165	0041 124	190
0013 006	16	0024 001	41	0025 023	66	0031 009	91	0031 034	116	0031 059	141	0041 035	166	0041 125	191
0013 006A	17	0024 002	42	0025 024	67	0031 010	92	0031 035	117	0031 060	142	0041 039	167	0041 126	192
0013 007	18	0024 015	43	0026 028	68	0031 011	93	0031 036	118	0031 061	143	0041 040	168	0041 154	193
0013 009	19	0024 016	44	0028 003	69	0031 012	94	0031 037	119	0031 062	144	0041 102	169	0451 004	194
0013 010	20	0024 017	45	0028 014	70	0031 013	95	0031 038	120	0031 063	145	0041 104	170	0452 002	195
0013 016	21	0024 018	46	0028 016	71	0031 014	96	0031 039	121	0031 064	146	0041 105	171	0452 003	196
0014 001	22	0024 019	47	0029 003	72	0031 015	97	0031 040	122	0031 065	147	0041 106	172	0452 011	197
0015 001	23	0024 020	48	0029 007	73	0031 016	98	0031 041	123	0031 066	148	0041 107	173	Block 0452 Timeshare Interests ⁽²⁾	198
0016 001	24	0024 021	49	0030 001	74	0031 017	99	0031 042	124	0031 067	149	0041 108	174		
0017 002	25	0024 022	50	0030 003	75	0031 018	100	0031 043	125	0031 068	150	0041 109	175		

(2) Assessment obligations on related Timeshare Interests are grouped in the above listing.

10. ASSESSMENT ROLL

The following pages contain the Fiscal Year 2020/21 assessment roll for the District.

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0010 001	1	2801 LEAVENWORTH ST	130.91	\$33,252.76
0010 002	2	455-495 JEFFERSON ST	142.50	36,196.48
0011 007	3	2800 LEAVENWORTH ST	128.45	32,627.10
0011 008	4	500 BEACH ST	142.97	36,315.42
0012 001	5	2739-2755 TAYLOR ST	46.35	11,773.74
0012 002	6	2701-2731 TAYLOR ST	46.39	11,782.02
0012 003	7	418 BEACH ST	9.95	2,526.90
0012 003A	8	498 BEACH ST	75.00	19,051.38
0012 005	9	283-293 JEFFERSON ST	32.77	8,324.50
0012 006	10	275-281 JEFFERSON ST	12.97	3,294.76
0012 007	11	281 JEFFERSON ST	9.27	2,353.40
0012 007A	12	243 JEFFERSON ST	15.82	4,017.44
0013 001	13	101 JEFFERSON ST	17.97	4,563.90
0013 004	14	350 BEACH ST	37.77	9,594.10
0013 005	15	2720 TAYLOR ST	51.20	13,005.74
0013 006	16	2770 TAYLOR ST	42.25	10,731.18
0013 006A	17	165 JEFFERSON ST	7.76	1,970.12
0013 007	18	155 JEFFERSON ST	10.33	2,623.48
0013 009	19	2601 MASON ST	37.12	9,427.46
0013 010	20	330 BEACH ST	4.21	1,068.54
0013 016	21	107 JEFFERSON ST	57.05	14,490.26
0014 001	22	91-97 JEFFERSON ST	254.27	64,586.38
0015 001	23	1789 THE EMBARCADERO	115.25	29,274.32
0016 001	24	50 BEACH ST	36.08	9,164.68
0017 002	25	2 N POINT ST	82.65	20,993.54
0018 001	26	1 BEACH ST	83.85	21,297.08
0018 004	27	2340 STOCKTON ST	91.74	23,301.12
0018 005	28	100 N POINT ST	78.04	19,823.28
0019 001	29	2301 STOCKTON ST	109.90	27,913.88
0020 001	30	2500 MASON ST	273.89	69,568.88
0021 001	31	400 N POINT ST	223.09	56,665.96
0022 001	32	421 BEACH ST	43.89	11,147.28
0022 010	33	475 BEACH ST	66.33	16,847.98
0022 012	34	475 BEACH ST	39.34	9,992.44
0022 014	35	2629-2633 TAYLOR ST	41.78	10,613.46
0022 015	36	550 N POINT ST	79.58	20,213.90
0023 002	37	505 BEACH ST	47.96	12,183.06
0023 003	38	555 BEACH ST	21.01	5,337.08
0023 004	39	575 BEACH ST	14.24	3,617.94
0023 005	40	1300 COLUMBUS AVE	174.11	44,225.00
0024 001	41	601 BEACH ST	23.10	5,868.66
0024 002	42	704 N POINT ST	17.01	4,320.14

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0024 015	43	1363-1365 COLUMBUS AVE	7.98	2,027.06
0024 016	44	1335 COLUMBUS AVE	4.41	1,119.40
0024 017	45	1333 COLUMBUS AVE	4.45	1,130.28
0024 018	46	1331 COLUMBUS AVE	5.39	1,370.04
0024 019	47	1329 COLUMBUS AVE	4.64	1,178.82
0024 020	48	1327 COLUMBUS AVE	4.11	1,042.94
0024 021	49	1325 COLUMBUS AVE	4.48	1,138.08
0024 022	50	1323 COLUMBUS AVE	4.70	1,194.54
0024 024	51	1321 COLUMBUS AVE	7.48	1,899.80
0024 025	52	2750 HYDE ST	55.76	14,164.00
0025 003	53	2749-2751 HYDE ST	5.07	1,287.92
0025 003A	54	2741-2743 HYDE ST	4.84	1,229.96
0025 003B	55	2735-2737 HYDE ST	4.78	1,213.02
0025 004	56	2719-2721 HYDE ST	3.36	852.18
0025 004A	57	2711 HYDE ST	14.01	3,558.80
0025 004B	58	804 N POINT ST	4.02	1,020.62
0025 004D	59	2715 HYDE ST	11.39	2,894.08
0025 012	60	3040 LARKIN ST	32.02	8,132.90
0025 014	61	781 BEACH ST	18.51	4,700.84
0025 017	62	715-719 BEACH ST	4.72	1,198.56
0025 019	63	717-719 BEACH ST	16.09	4,086.40
0025 020	64	757-777 BEACH ST	24.68	6,270.04
0025 021	65	737-747 BEACH ST	8.47	2,152.20
0025 023	66	3030 LARKIN ST	7.93	2,014.40
0025 024	67	3000-3012 LARKIN ST	17.09	4,341.68
0026 028	68	2655 HYDE ST	30.37	7,714.40
0028 003	69	1201-1205 COLUMBUS AVE	34.56	8,779.12
0028 014	70	1255-1275 COLUMBUS AVE	52.74	13,395.30
0028 016	71	1250 COLUMBUS AVE	168.03	42,679.74
0029 003	72	590 BAY ST	120.56	30,622.16
0029 007	73	555 N POINT ST	150.71	38,279.94
0030 001	74	425 N POINT ST	66.87	16,985.00
0030 003	75	400-402 BAY ST	17.79	4,519.22
0030 004	76	416 BAY ST	6.55	1,663.02
0030 007	77	430 BAY ST	4.51	1,146.34
0030 008	78	2552 TAYLOR ST	5.95	1,511.50
0030 009	79	2552 TAYLOR ST	4.79	1,217.50
0030 010	80	2552 TAYLOR ST	8.60	2,183.32
0030 011	81	2552 TAYLOR ST	18.05	4,585.44
0030 011A	82	2552 TAYLOR ST	8.23	2,091.52
0030 012	83	2552 TAYLOR ST	55.99	14,221.10
0030 012A	84	490 BAY ST	29.76	7,558.28

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0030 013	85	2552 TAYLOR ST	34.98	8,885.52
0030 014	86	420A A BAY ST	0.86	217.58
0030 015	87	420B B BAY ST	0.87	221.06
0030 016	88	420C C BAY ST	0.87	220.46
0031 007	89	300 BAY ST	171.41	43,539.90
0031 008	90	2351 POWELL ST	0.45	115.20
0031 009	91	2351 POWELL ST	0.69	176.26
0031 010	92	2351 POWELL ST	0.57	145.22
0031 011	93	2351 POWELL ST	0.77	194.92
0031 012	94	2351 POWELL ST	0.62	157.38
0031 013	95	2351 POWELL ST	0.71	180.72
0031 014	96	2351 POWELL ST	0.58	148.26
0031 015	97	2351 POWELL ST	0.77	194.50
0031 016	98	2351 POWELL ST	0.59	150.08
0031 017	99	2351 POWELL ST	0.60	153.12
0031 018	100	2351 POWELL ST	0.49	124.12
0031 019	101	2351 POWELL ST	0.56	141.16
0031 020	102	2351 POWELL ST	0.79	200.18
0031 021	103	2351 POWELL ST	0.45	113.78
0031 022	104	2351 POWELL ST	0.52	132.24
0031 023	105	2351 POWELL ST	0.67	169.56
0031 024	106	2351 POWELL ST	0.51	129.60
0031 025	107	2351 POWELL ST	0.67	170.98
0031 026	108	2351 POWELL ST	0.48	120.68
0031 027	109	2351 POWELL ST	0.54	136.30
0031 028	110	2351 POWELL ST	0.77	196.34
0031 029	111	2351 POWELL ST	0.73	186.60
0031 030	112	2351 POWELL ST	0.57	145.62
0031 031	113	2351 POWELL ST	0.84	212.96
0031 032	114	2351 POWELL ST	0.45	115.20
0031 033	115	2351 POWELL ST	0.69	174.84
0031 034	116	2351 POWELL ST	0.57	145.22
0031 035	117	2351 POWELL ST	0.77	194.70
0031 036	118	2351 POWELL ST	0.62	157.38
0031 037	119	2351 POWELL ST	0.71	180.72
0031 038	120	2351 POWELL ST	0.58	148.26
0031 039	121	2351 POWELL ST	0.77	194.50
0031 040	122	2351 POWELL ST	0.59	150.08
0031 041	123	2351 POWELL ST	0.60	153.12
0031 042	124	2351 POWELL ST	0.49	124.12
0031 043	125	2351 POWELL ST	0.56	141.16
0031 044	126	2351 POWELL ST	0.79	199.58

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0031 045	127	2351 POWELL ST	0.45	113.78
0031 046	128	2351 POWELL ST	0.52	132.24
0031 047	129	2351 POWELL ST	0.67	169.56
0031 048	130	2351 POWELL ST	0.51	129.60
0031 049	131	2351 POWELL ST	0.67	171.18
0031 050	132	2351 POWELL ST	0.48	120.68
0031 051	133	2351 POWELL ST	0.54	136.30
0031 052	134	2351 POWELL ST	0.96	244.20
0031 053	135	2351 POWELL ST	0.73	186.18
0031 054	136	2351 POWELL ST	0.57	144.82
0031 055	137	2351 POWELL ST	0.84	212.96
0031 056	138	2351 POWELL ST	0.46	117.22
0031 057	139	2351 POWELL ST	0.69	174.84
0031 058	140	2351 POWELL ST	0.57	144.82
0031 059	141	2351 POWELL ST	0.77	194.70
0031 060	142	2351 POWELL ST	0.62	157.18
0031 061	143	2351 POWELL ST	0.71	181.52
0031 062	144	2351 POWELL ST	0.58	148.26
0031 063	145	2351 POWELL ST	0.77	194.50
0031 064	146	2351 POWELL ST	0.59	150.28
0031 065	147	2351 POWELL ST	0.62	158.20
0031 066	148	2351 POWELL ST	0.49	124.12
0031 067	149	2351 POWELL ST	0.56	141.98
0031 068	150	2351 POWELL ST	0.81	205.66
0031 069	151	2351 POWELL ST	0.45	114.18
0031 070	152	2351 POWELL ST	0.52	132.24
0031 071	153	2351 POWELL ST	0.67	169.56
0031 072	154	2351 POWELL ST	0.53	133.66
0031 073	155	2351 POWELL ST	0.68	172.20
0031 074	156	2351 POWELL ST	0.48	120.68
0031 075	157	2351 POWELL ST	0.53	135.28
0031 076	158	2351 POWELL ST	0.99	251.50
0031 077	159	2351 POWELL ST	0.73	186.60
0031 078	160	2351 POWELL ST	0.57	146.02
0031 079	161	2351 POWELL ST	0.86	218.04
0040 017	162	295-299 BAY ST	44.78	11,373.58
0041 002	163	2237-2241 POWELL ST	6.86	1,742.08
0041 004	164	2231-2233 POWELL ST	3.03	768.46
0041 031	165	365-367 BAY ST	3.99	1,014.70
0041 035	166	333 BAY ST	9.87	2,508.10
0041 039	167	377 BAY ST	7.32	1,859.08
0041 040	168	315 BAY ST	9.51	2,414.74

FISHERMAN'S WHARF COMMUNITY BENEFIT DISTRICT
Fisherman's Wharf Landside Community Benefit District
Fiscal Year 2020/21 Special Assessment Roll

APN	Assessment ID	Property Address	Special Benefit Points	Fiscal Year 2020/21 Assessment ⁽¹⁾
0041 102	169	383-393 BAY ST	29.23	7,424.12
0041 104	170	329 BAY ST	3.26	826.84
0041 105	171	329 BAY ST	3.28	832.18
0041 106	172	329 BAY ST	0.32	82.54
0041 107	173	329 BAY ST	0.28	72.30
0041 108	174	329 BAY ST	0.17	43.50
0041 109	175	329 BAY ST	0.21	54.34
0041 110	176	329 BAY ST	0.21	54.34
0041 111	177	329 BAY ST	0.17	43.50
0041 112	178	329 BAY ST	0.22	56.16
0041 113	179	329 BAY ST	0.20	51.16
0041 114	180	329 BAY ST	0.22	56.06
0041 115	181	329 BAY ST	0.17	43.50
0041 116	182	329 BAY ST	0.21	54.34
0041 117	183	329 BAY ST	0.21	54.34
0041 118	184	329 BAY ST	0.17	43.50
0041 119	185	329 BAY ST	0.22	56.16
0041 120	186	329 BAY ST	0.25	63.86
0041 121	187	329 BAY ST	0.22	56.16
0041 122	188	329 BAY ST	0.17	43.50
0041 123	189	329 BAY ST	0.21	54.34
0041 124	190	329 BAY ST	0.21	54.34
0041 125	191	329 BAY ST	0.17	43.50
0041 126	192	329 BAY ST	0.22	56.16
0041 154	193	2293-2299 POWELL ST	25.02	6,355.58
0451 004	194	3250 VAN NESS AVE	99.56	25,289.82
0452 002	195	0920 N POINT ST	25.34	6,437.42
0452 003	196	851 BEACH ST	165.98	42,160.34
0452 011	197	900 N POINT ST	4.95	1,256.94
Block 0452 Timeshare Interests ⁽²⁾	198	900 N POINT ST	76.64	19,467.52
198 Properties ⁽²⁾			4,817.96	\$1,223,781.22

(1) Rounded to even cents to be placed on County Tax Roll.

(2) Assessment obligations on related Timeshare Interests are grouped in the above listing.

11. REFERENCES

- Austin, D. Mark and Claudia Sanders. "Graffiti and Perceptions of Safety: A Pilot Study Using Photographs and Survey Data." *Journal of Criminal Justice and Popular Culture*, 14, 2007.
- Beutz v. County of Riverside*, 109 Cal. Rptr. 3d 851 (Cal. Ct. App. 2010)
- Bonander v. Town of Tiburon*, 147 Cal. App. 4th 1116 (Cal. Ct. App. 2007)
- Brooks, Leah. "Volunteering to Be Taxed: Business Improvement Districts and the Extra-Governmental Provision of Public Safety." *Journal of Public Economics*, Vol. 92, No. 1, 2008.
- Destination Analysts. (2014, September 24). *Fisherman's Wharf Visitor Survey 2014*.
- Dowler, Kenneth. "Media Consumption and Public Attitudes toward Crime and Justice: The Relationship between Fear of Crime, Punitive Attitudes, and Perceived Police Effectiveness." *Journal of Criminal Justice and Popular Culture*, 10, 109-126, 2003.
- Golden Hill Neighborhood Assn. v. City of San Diego* CA4/1, D062203 (Cal. Ct. App. 2013)
- Iris Vilnai-Yavetz & Shaked Gilboa (2010) The Effect of Servicescape Cleanliness on Customer Reactions, *Services Marketing Quarterly*, [10.1080/15332961003604386](https://doi.org/10.1080/15332961003604386)
- Jasmine Lau Leby & Ahmad Hariza Hashim (2010) Liveability Dimensions and Attributes: Their Relative Importance in the Eyes of Neighbourhood Residents, *Journal of Construction in Developing Countries*,
https://www.researchgate.net/publication/46817848_Liveability_dimensions_and_attributes_Their_relative_importance_in_the_eyes_of_neighbourhood_residents
- Lorlene M. Hoyt (2005) Do Business Improvement District Organizations Make a Difference? Crime In and Around Commercial Areas in Philadelphia,
http://www.lorlenehoyt.com/yahoo_site_admin/assets/docs/Hoyt_JPER.40112543.pdf
- Manteca Unified School District v. Reclamation District No. 17 et al*, C077906 (Cal. Ct. App. 2017)



NOTICE OF PUBLIC HEARING AND ASSESSMENT BALLOT PROCEEDING

TO: «Name»
 Assessor's Parcel No. «BlockLot»
 «Situs»
 «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 renewal and expansion of the property-based special assessment district, to be known as the "Fisherman's Wharf Landside Community Benefit District"

The purpose of this notice is to provide you with information about an assessment ballot proceeding and public hearing being conducted by the Board of Supervisors, and its effect on real property that you own. This notice is being sent to you in accordance with Resolution No. ___ - ___, passed by the Board of Supervisors (a copy of which is enclosed), California Government Code Section 53753, and California Constitution Article XIII D 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 July 14, 2020 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 fund the property-based business improvement district (community benefit district) to be known as the "Fisherman's Wharf Landside Community Benefit District". The annual assessments would last for 15 years (July 1, 2020 – June 30, 2035) the services, activities, and improvements will be implemented through December 31, 2035. The boundaries of Fisherman's Wharf Landside Community Benefit District are described in the enclosed Resolution passed by the Board of Supervisors.
- The Fisherman's Wharf Landside Community Benefit District will fund the following services, activities, and improvements:
 - 1) Clean and Safe Program
 - 2) Marketing and Event Program
 - 3) Administration
 - 4) Contingency and Reserves
- Examples of services, activities, and improvements to be funded under the budget category "Clean and Safe Program" include: sidewalk cleaning, sidewalk pressure



washing, trash collection, graffiti removal and abatement, security patrol, and emergency preparedness.

- Examples of services, activities, and improvements to be funded under the budget category “Marketing and Event Program” include: community events, communications, outreach, public relations efforts, wayfinding, and destination marketing.
- Examples of services, activities, and improvements to be funded under the budget category “Administration” include: a professional staff to properly manage programs, communicate with stakeholders, to provide leadership, and represent the community with one clear voice. Also included are office expenses, professional services, organizational expenses such as insurance, the cost to conduct a yearly financial review, and other services related to organizational activities.
- Examples of services, activities, and improvements to be funded under the budget category “Contingency and Reserves” include: having funds to cover possible unforeseen future expenses and help smooth out cash flow, which is affected by the timing of assessment disbursements.

The proposed fiscal year 2020-2021 assessment for your parcel is «Voter_Proportional».

The duration of the assessment district is 15 ½ years, the authority to levy assessments on your property would be fifteen (15) years (July 1, 2020 – June 30, 2035) with services to be implemented January 1, 2021 through December 31, 2035. Fisherman’s Wharf Landside Community Benefit District assessment will appear as a separate line item on the property tax bill. The final assessment would be collected on your property tax bill for fiscal year 2034-2035. The City will directly bill any Assessor’s Parcels which do not regularly receive a property tax bill from the City. The amount of the annual assessment for years 2 through 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 5%, whichever is greater. 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 maximum amount chargeable to the entire assessment district would be a maximum of \$1,223,783.20 in the first year. The maximum amount assessed to the entire assessment district over the life of the district (*assuming an annual CPI adjustment of 5% in years 2 through 15*) would be a maximum of \$26,409,425.67. The maximum amount assessed to the entire assessment district for each of the fifteen 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 AN ANNUAL CPI



INCREASE OF 5% IN YEARS 2 THROUGH 15 ONLY. ASSESSMENT RATES MAY INCREASE MORE THAN 5% IF THE CPI ANNUAL INCREASE IS MORE THAN 5%.

YEAR	FISCAL YEAR	MAXIMUM ANNUAL ASSESSMENT
1	FY 2020-2021	\$1,223,873.20
2	FY 2021-2022	\$1,285,066.86
3	FY 2022-2023	\$1,349,320.20
4	FY 2023-2024	\$1,416,786.21
5	FY 2024-2025	\$1,487,625.52
6	FY 2025-2026	\$1,562,006.80
7	FY 2026-2027	\$1,640,107.14
8	FY 2027-2028	\$1,722,112.50
9	FY 2028-2029	\$1,808,218.12
10	FY 2029-2030	\$1,898,629.03
11	FY 2030-2031	\$1,993,560.48
12	FY 2031-2032	\$2,093,238.50
13	FY 2032-2033	\$2,197,900.43
14	FY 2033-2034	\$2,307,795.45
15	FY 2034-2035	\$2,423,185.22

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

Step 1) Calculate Lot Factor

Parcel Lot Square Footage (SF) / District Average Lot SF (11,820 sf) = **Parcel Lot Factor**

Step 2) Calculate Building Factor

Parcel Building SF / District Average Building SF (24,280 sf) = **Parcel Building Factor**



Step 3) Calculate Frontage Factor

Parcel’s Linear Frontage in Feet / District’s Average Linear Frontage in Feet (143 feet); multiply this result by Factor Weighting $4\frac{2}{3}$ = **Parcel’s Frontage Factor**

Step 4) Determine Land Use Benefit Points

Land Use Type	Aesthetic Benefit Points	Safety Benefit Points	Economic Benefit Points	Total Land Use Benefit Points
Non-Residential Property	1.00	1.00	2.00	4.00
Apartment Property	1.00	1.00	1.00	3.00
Condominium Property	1.00	1.00	0.00	2.00
Public Property	1.00	1.00	0.00	2.00

Step 5) Add Lot Factor + Building Factor + Footage Factor

Step 6) Multiply result of Step 5 by Land Use Benefit Points to determine Special Benefit Points

Step 7) Multiply Parcel Special Benefit Points by \$254.00 to determine assessment

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

ASSESSMENT BALLOT PROCEDURES

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

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



portion of the public hearing on July 14, 2020 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 July 14, 2020. 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.

AFFIDAVIT of Identification (Property Owner)

I, _____, the undersigned, declare that I am authorized to cast a ballot for the following parcel identified as:

_____, as either (1) the sole owner or agent, or (2) co-owner or agent to payment of the assessment which will be levied for the proposed Property and Business Improvement District to be known as the "Fisherman's Wharf Landside Community Benefit District."

I declare under penalty of perjury under the laws of the State of California that this declaration made this ____ the day of _____, 20__, in the City and County of San Francisco, is true and correct.

Signature Property Owner/Co-Property Owner/Authorized Agent

Print Name Business Owner/Co-Owner/Authorized Agent



Ballot on Assessment for the renewal and expansion of the property-based business improvement district known as the “Fisherman’s Wharf Landside Community Benefit District”

«Barcode»

Assessor’s Parcel Number: _____ Address of Parcel: _____

Property Owner’s Name: _____

Property Owner’s Address: _____

Proposed Assessment for this Parcel Beginning 2020-2021 Fiscal Year: _____ of Total: \$ _____

Proposed Range or Inflation Adjustment Formula: The City will calculate each parcel’s assessment using a formula based on the following parcel characteristics: parcel square footage, building square footage, linear street frontage, and land use. The assessment may be updated if the parcel characteristics change. In addition, assessments may also increase based on the change in the Consumer Price Index for All Urban Consumers in the San Francisco-Oakland-San Jose Consolidated Metropolitan Statistical Area or by 5%, whichever is greater.

Instructions for Completing and Delivering this Ballot

*To express your view on the proposed assessment and the proposed range or inflation adjustment, check above the line before the word “YES” or “NO” below, then sign and date the ballot.

_____ Yes, I approve the proposed annual assessment described above on the parcel identified in this ballot, and I understand that my assessment could be subject to the inflation adjustment formula described above.

_____ No, I do not approve the proposed annual assessment, on the parcel identified in this ballot, nor the inflation adjustment formula described above.

I hereby declare by penalty of perjury that I am a record owner or authorized agent for the record owner of the parcel listed above.

Signature of Owner of Record, or Authorized Agent Date

Print Name of Owner or Authorized Agent: If Agent of Owner, State Authorization

***After completing your ballot, please mail to:**
Director
Department of Elections
P.O. Box _____
San Francisco, CA 94142-2189

To hand deliver, please use the following address:
Director
Department of Elections
City Hall
1 Dr. Carlton B. Goodlett Place, Room 48
San Francisco, CA 94102

Ballots may also be delivered to the Director at the Public Hearing prior to the close of public testimony.

*Ballots may be sent or delivered to the Director at any time, but MUST be received in the mail not later than 12 P.M. (noontime) on the day of the public hearing or in person before the conclusion of the public testimony portion of the public hearing on the proposed assessment and assessment range. That hearing is set for 3:00 p.m. on July 14, 2020. Ballots received after that time will only be counted if the Board elects to continue public comment until a later date.

MEMO

TO: Angela Calvillo, Clerk of the Board
FROM: Chris Corgas, Senior Program Manager
DATE: April 14, 2020
RE: Fisherman's Wharf Community Benefit District – Landside (Renewal and Expansion)

Enclosed please find the petitions representing 30.85% weighted support for the renewal and expansion of the Fisherman's Wharf Landside Community Benefit District (Fisherman's Wharf CBD). The petitions enclosed are consistent with the requirements of the City.



MEMORANDUM

TO: Aaron Peskin, District 3 Supervisor
FROM: Chris Corgas, Senior Program Manager
DATE: April 8, 2020
RE: Fisherman's Wharf Community Benefit District – Landside (Renewal and Expansion)

Dear Supervisor Peskin,

Enclosed for your review and legislative submittal are the materials related to the proposed renewal and expansion of the Fisherman's Wharf Community Benefit District - Landside, those materials include:

- Resolution of Intention to renew and expand the Fisherman's Wharf CBD
- Fisherman's Wharf CBD Management Plan
- Fisherman's Wharf CBD Engineer's Report (as an appendix to the Management Plan)
- Petitions submitted regarding the renewal and expansion of the Fisherman's Wharf CBD
- Ballot
- Ballot Affidavit
- Notice of Public Hearing and Assessment Ballot Proceeding

If you should have any questions regarding the materials enclosed or the formation process please do not hesitate to contact me. I look forward to the introduction of the Resolution on Tuesday April 14, 2020.



BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

TO: Ben Rosenfield, City Controller, Office of the Controller
Joaquin Torres, Director, Office of Economic and Workforce Development
John Arntz, Director, Department of Elections

FROM: John Carroll, Assistant Clerk, Government Audit and Oversight
Committee, Board of Supervisors

DATE: April 22, 2020

SUBJECT: LEGISLATION INTRODUCED

The Board of Supervisors' Government Audit and Oversight Committee has received the following proposed legislation, introduced by Supervisor Peskin on April 14, 2020:

File No. 200380

Resolution declaring the intention of the Board of Supervisors to renew and expand a property-based business improvement district known as the "Fisherman's Wharf Landside Community Benefit District" and levy a multi-year assessment on all parcels in the district; approving the management district plan and engineer's report and proposed boundaries map for the district; ordering and setting a time and place for a public hearing of the Board of Supervisors, sitting as a Committee of the Whole, on July 14, 2020, at 3:00 p.m.; approving the form of the Notice of Public Hearing and Assessment Ballot Proceeding, and Assessment Ballot; directing environmental findings; and directing the Clerk of the Board of Supervisors to give notice of the public hearing and balloting, as required by law.

If you have any comments or reports to be included with the file, please forward them to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102.

c: Todd Rydstrom, Office of the Controller
J'Wel Vaughan, Office of Economic and Workforce
Development Lisa Pagan, Office of Economic and Workforce
Development Chris Corgas, Office of Economic and Workforce
Development Cuong Quach, Department of Elections

BOARD of SUPERVISORS



City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. 554-5184
Fax No. 554-5163
TDD/TTY No. 554-5227

MEMORANDUM

TO: Regina Dick-Endrizzi, Director
Small Business Commission, City Hall, Room 448
FROM: John Carroll, Assistant Clerk, Government Audit and Oversight Committee,
Board of Supervisors
DATE: April 22, 2020
SUBJECT: REFERRAL FROM BOARD OF SUPERVISORS
Government Audit and Oversight Committee

The Board of Supervisors' Government Audit and Oversight Committee has received the following legislation, which is being referred to the Small Business Commission for comment and recommendation. The Commission may provide any response it deems appropriate within 12 days from the date of this referral.

File No. 200380

Resolution declaring the intention of the Board of Supervisors to renew and expand a property-based business improvement district known as the "Fisherman's Wharf Landside Community Benefit District" and levy a multi-year assessment on all parcels in the district; approving the management district plan and engineer's report and proposed boundaries map for the district; ordering and setting a time and place for a public hearing of the Board of Supervisors, sitting as a Committee of the Whole, on July 14, 2020, at 3:00 p.m.; approving the form of the Notice of Public Hearing and Assessment Ballot Proceeding, and Assessment Ballot; directing environmental findings; and directing the Clerk of the Board of Supervisors to give notice of the public hearing and balloting, as required by law.

Please return this cover sheet with the Commission's response to me at the Board of Supervisors, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, California 94102.

RESPONSE FROM SMALL BUSINESS COMMISSION - Date: _____

- No Comment
Recommendation Attached

Chairperson, Small Business Commission



CITY AND COUNTY OF SAN FRANCISCO
LONDON BREED, MAYOR

OFFICE OF SMALL BUSINESS
REGINA DICK-ENDRIZZI, DIRECTOR

April 24, 2020

Ms. Angela Calvillo, Clerk of the Board
City Hall Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

RE: BOS File No. 200380 – Resolution of Intention – Renewal and Expansion – Fisherman’s Wharf
Landside Community Benefit District

Small Business Commission Recommendation to the Board of Supervisors: **None.**

Dear Ms. Calvillo,

The Small Business Commission (the SBC or the Commission) will not hear this item. The Commission appreciates that it was referred for their review. However, recognizing that immediate community input is of the utmost importance, as a matter of practice the SBC does not weigh in on specific applications for Community Benefit District status. Rather, the Commission may contemplate generally on the citywide impacts of the Community Benefit District program as a whole.

Thank you for considering the Commission’s comments. Please feel free to contact me should you have any questions.

Sincerely,

A handwritten signature in black ink that reads "Regina Dick-Endrizzi".

Regina Dick-Endrizzi
Director, Office of Small Business

cc: Aaron Peskin, Member, Board of Supervisors
Sophia Kittler, Mayor’s Liaison to the Board of Supervisors
Lisa Pagan, Office of Economic and Workforce Development
John Carroll, Clerk, Government Audit and Oversight Committee

Introduction Form

By a Member of the Board of Supervisors or Mayor

Time stamp
or meeting date

I hereby submit the following item for introduction (select only one):

- 1. For reference to Committee. (An Ordinance, Resolution, Motion or Charter Amendment).
- 2. Request for next printed agenda Without Reference to Committee.
- 3. Request for hearing on a subject matter at Committee.
- 4. Request for letter beginning : "Supervisor [] inquiries"
- 5. City Attorney Request.
- 6. Call File No. [] from Committee.
- 7. Budget Analyst request (attached written motion).
- 8. Substitute Legislation File No. []
- 9. Reactivate File No. []
- 10. Topic submitted for Mayoral Appearance before the BOS on []

Please check the appropriate boxes. The proposed legislation should be forwarded to the following:

- Small Business Commission
- Youth Commission
- Ethics Commission
- Planning Commission
- Building Inspection Commission

Note: For the Imperative Agenda (a resolution not on the printed agenda), use the Imperative Form.

Sponsor(s):

Peskin

Subject:

[Resolution of Intention - Renewal and Expansion - Fisherman's Wharf Landside Community Benefit District]

The text is listed:

Resolution declaring the intention of the Board of Supervisors to renew and expand a property-based business improvement district known as the "Fisherman's Wharf Landside Community Benefit District" and levy a multi-year assessment on all parcels in the district; approving the management district plan and engineer's report and proposed boundaries map for the district; ordering and setting a time and place for a public hearing of the Board of Supervisors, sitting as a Committee of the Whole, on July 14, 2020 at 3:00 p.m.; approving the form of the Notice of Public Hearing and Assessment Ballot Proceeding, and Assessment Ballot; directing environmental findings; and directing the Clerk of the Board of Supervisors to give notice of the public hearing and balloting, as required by law.

Signature of Sponsoring Supervisor: /s/ Aaron Peskin

For Clerk's Use Only