

**NEW·CITY**

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**San Francisco Board of Supervisors Meeting  
Public Hearing for the  
Downtown Community Benefit District**

**July 16<sup>th</sup>, 2019 – 3:00 p.m.,**

**Board of Supervisors Chambers | San Francisco City Hall**

*Creating Better Communities for Today & Tomorrow*

## Why Establish the Downtown CBD?

A proposed Downtown Community Benefit District (DCBD), has been in development for well over ten years. Initiated in 2007, the original Financial District CBD was stopped short by the great recession of 2008 but began meeting again in the summer of 2016. This time, a survey was conducted to gauge whether property owners believed current City services were fulfilling the duties required to maintain the assets of the buildings they own and operate.

From the outset, our objective has been to manage the assets within the Financial District, Jackson Square, and properties on the south side of Market Street; i.e., the public rights of way. Realizing that this is the oldest, most stable and developed business district on the west coast, we are witnessing a tremendous change in the Bay Area economy and are being challenged by competing districts arising in both San Francisco and throughout the region.

Developed by a coalition of property and business owners, the Downtown Community Benefit District will fund special benefit services which will include, but are not limited to:

- *Marketing and promoting the area to create new demand*
- *Providing daily maintenance and janitorial services to the public rights-of-way over and above what the City and County of San Francisco currently provide*
- *Responding to incidents of homelessness and vagrancy throughout the district*
- *Securing the safe passage of employees and visitors to and from the Muni/BART stations*
- *Rebranding the historical nature of the City to remain competitive with the new, massive developments south of Market Street*
- *Providing supplemental traffic management officers, over and above those provided by the SFMTA, to facilitate parking*
- *Retaining staff to oversee the new services and to ensure that most effective and efficient practices are being deployed and implemented*

## Timeline of the CBD Formation

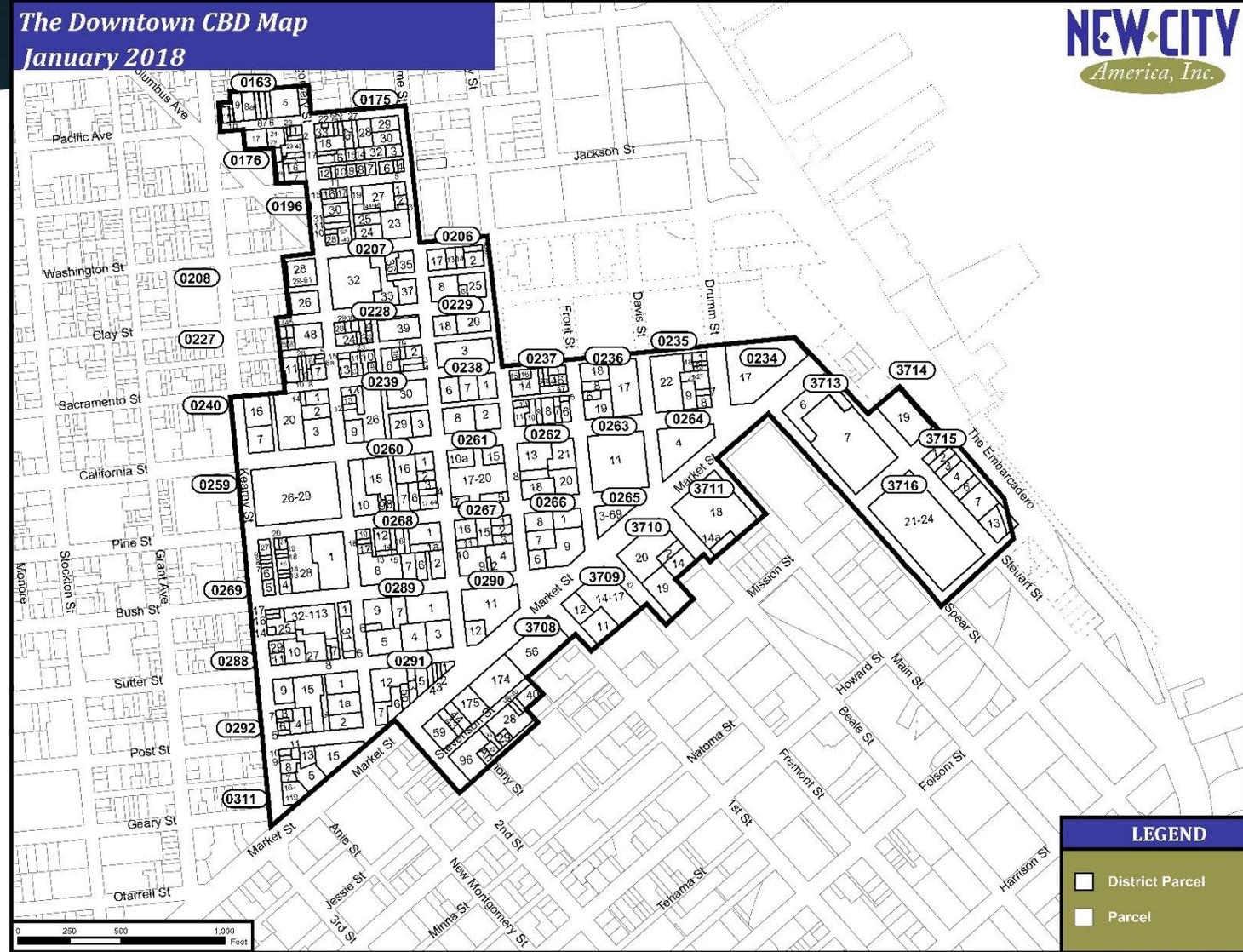
The initial effort to form the Downtown (Financial District/Jackson Square) CBD began in 2007 and was set aside in the fall of 2008. The effort was re-initiated in the summer of 2016 and began in full swing in the summer of 2017. A CBD Steering Committee was initiated that summer and a survey was sent out to all property owners in the Financial District and Jackson Square. In 2018 the Management Plan was approved by the City Attorney's office and the petition drive was initiated. The threshold for the petition drive was met in early 2019 and the Resolution of Intent was approved by the Board in May of 2019.

## Service Area Breakdown

The service area for the  
Downtown CBD

TOTAL PARCELS: 669

TOTAL PROPERTY  
OWNERS: 471



## Budget Breakdown

The budget breakdown for the Downtown CBD is as follows:

EXPENDITURES	BUDGET	% of Budget
Civil Sidewalks Mobility Management	\$ 3,000,000.14	77.45%
District Identity, Marketing and public space development and management	\$200,000.00	5.16%
Program Management	\$ 550,000.00	14.20%
Contingency	\$ 123,491.00	3.19%
<b>TOTAL ASSESSMENT REVENUES</b>	<b>\$3,873,491.14</b>	<b>100%</b>
Assessment Revenues	\$3,873,491.14	96.80%
Other Revenues/General Benefit Contribution	\$ 128,000.00	3.20%
<b>Total District Revenues</b>	<b>\$4,001,491.14</b>	<b>100%</b>

**Assessment formula**

The assessment breakdown for all buildings and parcels in the Downtown CBD is as follows:

Property Variable	Annual Cost per property variable and Zone	Total in District	Revenue Generated by Zone
Building Sq. Ft. (Zone 1)	\$0.10 per sq. ft.	38,679,073 sq. ft.	\$3,867,907.30
Lot Sq. Ft. (Zone 2)	\$0.08 per sq. ft.	69,798 sq. ft.	\$5,584.84

### What will be provided

As seen in the budget on slide 6, 77% of the special benefit services will be related to “Civil Sidewalks,” or cleaning, beautifying, and ensuring order in the areas between the curb and property line on a daily basis throughout the district. 5% will be allocated to the effort to market and promote this historic district at the most desirable place to work, tenant, dine or live in the entire Bay Area. The balance will be allocated to management and contingency.

How will it be provided:

The district special benefit services will be managed on a day to day basis by a new public benefit, non-profit corporation made up of property and business owners in the proposed CBD. Staff will be hired by this new corporation and will oversee the distribution of services as per the approved Management District Plan and Assessment Engineer's report.

A very large governing board is anticipated for this new CBD which would include reps from the Financial District and Jackson Square. Large and small property owners alike will be encouraged to sit as voting members on the board.

How will it be provided: (continued)

The district's first task is cleaning, beautifying and maintaining order in the sidewalks of the district. A special emphasis will be on working with the Mayor, Board of Supervisors, and MTA on facilitating smooth traffic flow in and out of the district during the weekdays.

The District will also prioritize new public space development as some of the most attractive buildings and alleys in the City are to be found in the Financial District and Jackson Square.

We hope to be fully underway by early 2020.



*Thank you for your time.*

*For more information about New City America, Inc.  
or the projects we are currently working on,  
please visit [www.NewCityAmerica.com](http://www.NewCityAmerica.com)  
or call 888.356.2726.*

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