



## Noe Valley Association Annual Report 2010 – 2011



Noe Valley Association  
A Community Benefit District  
[www.noevalleyassociation.org](http://www.noevalleyassociation.org)

**The Noe Valley Association was established in August 2005 as a fifteen-year Community Benefit District (CBD), which receives an annual special assessment from the 208 properties in the district. The first assessments were received by the NVA in January 2006. The NVA consists of roughly six city blocks, including the side streets of corner buildings, on 24th Street between Church & Douglass Streets.**

### Services Plan 2011-2012

#### Public Rights of Way

Daily sidewalk sweeping & maintenance, nine monthly steam cleanings, care of all sidewalk trees, planted areas and flower baskets. Work with Noe Valley Merchants & Professionals Association (NVMPA) and Friends of Noe Valley (FoNV) to review commercial zone planning codes. Create new parking spaces, working with the MTA and the NVMPA, with a focus on Diamond Street options.

#### Streetscape

Install ten new bike racks and one new planter box. Work with AT&T on cable box placement and potential funding of related bulb outs where possible, e.g. making the bus zone a pole stop enabling a bulb out at the corner of Noe and 24th Streets. Work with Noe Valley property owners and the San Francisco Art Institute to create art on six building walls and/or the seven district utility boxes to enliven the district's public space.

#### District Identity

Create a brand image for 24th Street to promote on six new banner sites along 24th Street and for use in all special event materials.

#### Marketing

Continue to promote the neighborhood and the merchants through special events in collaboration with NVMPA and FoNV: the annual Spring Easter Egg Hunt, the Noe Valley Garden Tour, SummerFEST, Music in the Parks, the Noe Valley Harvest Festival and 24HoliDAYS on 24th Street.



## **District Identity and Streetscape Improvements:**

Greening, Beautification, Public Space Development, Marketing, District Promotion, Special Events

Two new parklets were installed on 24th Street; each of these outdoor areas a green oasis for people to gather. The parklets were funded solely by a grant from the City of San Francisco. Volunteers provided the landscaping and plants will be refreshed/replaced every six months. The merchants who face the parklets clean, remove and put out the parklet street furniture every day.

The NVA furnished five new benches and three flowering planter boxes for local merchants, who shared the cost of these furnishings 50/50. Eleven neighborhood trees were replaced due to damage by weather, vandalism and disease. A part-time gardener maintained the health of the trees, open sidewalk gardens and planters. 24 hanging flower baskets brighten the neighborhood and are replaced semiannually.

A study was completed by the MTA on optimizing parking in and around 24th Street. Recommendations include diagonal parking on Diamond, Noe, Sanchez and Castro Streets where possible. A community meeting will be held in the fall to discuss options and possible next steps.

The NVA continues to revitalize public space at the Noe Valley Ministry parking lot, home of the Noe Valley Farmers' Market, and maintains two community bulletin boards in the City parking lot on 24th Street. New banner hardware was installed on six private street poles to promote community events and neighborhood identity.

The NVA was the fiscal sponsor for the sixth annual Noe Valley Harvest Festival, produced the fourth annual Easter Egg Hunt at Douglass Park with BJ Droubi and Associates, and co-produced SummerFEST in June 2011 with the Noe Valley Merchants and Professionals Association. Besides decorations and holiday lights in December, the NVA worked with the NVMPA on "24 HoliDAYS on 24th Street", a new holiday event of festivities for the merchants & community.

## **Administrative/Corporate Operations**

Keeps the NVA running day-to-day, manages all CBD projects, finances and administrative requirements for a 501(c)(3).

The NVA advocated for 24th Street with all City of SF government departments and presented accomplishments to the SF Board of Supervisor, the Government Oversight Committee and CBD Council meetings. Quarterly NVA Board meetings were held and committees met as needed.

The NVA manages all insurance requirements, finances and reporting to City and State offices, maintains the NVA website ([www.noevalleyassociation.org](http://www.noevalleyassociation.org)) publishes mid-year and annual reports, distributes annual report to CBD property owners, and updates database of CBD property owners for email and regular mailing lists.



**Upcoming Board of Directors &  
Annual CBD Property Owner Meeting**  
Thursday, September 22nd  
9:30 – 10:30 a.m.  
Sally Brunn Public Library  
451 Jersey Street, SF





## Public Rights of Way and Sidewalk Operations

The Noe Valley Association supplements sanitation services provided by the City of San Francisco, employing a full-time and a part-time sanitation worker. Services include daily sidewalk and gutter sweeping, spot cleaning, removal of debris, weeds, leaves and excess trash from garbage cans, nine monthly hot water steam cleanings from March through November, and spot steam cleaning of sidewalks and garbage cans. This last year, working with 28CLEAN, 211 pieces of bulky and illegal trash and 237 graffiti markings and stickers were removed from sidewalks and gutters within 24 hours, and 26 city garbage cans were repainted and degreased to remove and prevent graffiti. Randy Meyer, of Curb Appeal, is known as “the hardest working man on 24th Street”. Randy conducts and manages the cleaning and removal of all trash, graffiti and blight on the street and was featured in the June 2011 issue of the Noe Valley Voice.

The NVA provides for regular watering of 24 flower baskets, 148 neighborhood trees, 42 planted sidewalk areas and planter boxes. New 15-gallon gator bags allow water to seep into the soil slowly, so less hand watering is required. All trees within the district are on a three-year cycle for trimming. The NVA funded a major trim of 42 new trees and removed stakes to strengthen tree roots and trunks.

The NVA provided security during the month of December with a guard walking the street in the late afternoon-early evening time period, Tuesday through Sunday.

## THANK YOU

...to our many friends

Adam Taylor, SF Legislative Aide  
Andres Power, SF Planning Department  
Carla Short, SF Bureau of Urban Forestry  
Friends of Noe Valley  
Friends of the Urban Forest  
Gillian Gillett, SF Legislative Aide  
Katerina Villanueva, SF OEWD  
Larry Badiner, Planning Consultant  
Lisa Pagan, SF OEWD  
Mohammed Nuru, SF DPW  
Ned Smith, Landscape Architect  
Nick Demopoulos, Sterling Bank  
Nick Elsner, SF DPW  
Noe Valley Farmers' Market  
Noe Valley Merchants & Professionals Association  
NVA Board of Directors  
Officer Lorriane Lomardo  
Randy Meyer, Manager, NVA Cleaning Services  
Scott Wiener, District 8 Supervisor  
SF CBD Consortium Board members  
Sylvia Buettner - Graphics, Technical Support & Admin





## Assessment Methodology

The Noe Valley Association Community Benefit District is funded through an annual assessment from businesses and property owners in the district. The CBD assesses each property according to each property's variables as follows: \$0.164 per square foot of lot size + \$8.83 per linear foot of lot frontage + \$0.170 per square foot of non-exempted building square footage. The NVA has not asked for any increases in the assessment for the last two fiscal years. As provided by the Property and Business Improvement District Law of 1994, the CBD's assessment shall appear as a separate line item called special assessment on the annual property bill prepared by the City and County of San Francisco.

For more information and details regarding Noe Valley Association CBD assessments, please visit [www.noevalleyassociation.org](http://www.noevalleyassociation.org)

### BUDGET July 1, 2010 – June 30, 2011

#### INCOME

Assessments	\$234,265
Interest	994
Grants, Fees/Donations	42,625
<b>TOTAL INCOME</b>	<b>\$277,884</b>

#### EXPENSES

Sidewalk operations & beautification	\$151,727
Streetscape Improvements	53,855
Administration	75,515
<b>TOTAL EXPENSES</b>	<b>\$281,097</b>
Cash Accounts as of June 2011:	\$176,913

### BUDGET July 1, 2011 – June 30, 2012

#### INCOME

Assessments	\$234,678
Interest	900
Grants, Fees/Donations	19,000
<b>TOTAL INCOME</b>	<b>\$254,578</b>

#### EXPENSES

Sidewalk operations & beautification	\$145,000
Streetscape Improvements	32,000
Administration	70,000
<b>TOTAL EXPENSES</b>	<b>\$247,000</b>

## Shout out to Carol Yenne!



The NVA would like to give a special thank you to Carol Yenne, who is leaving our board of directors after six industrious years. As the owner of Small Fry's on 24th Street, Carol was instrumental in forming the NVA, chairing the cleaning committee for four years and helping make cleaner streets a priority for local property owners.

Carol's activism on behalf of Noe Valley dates back to 1992, when she first joined the Noe Valley Merchants and Professionals Association, including serving as president from 2003 to 2006. Over the years, she has worked closely with City Hall to obtain additional public parking. She led the effort to modify the restaurant zoning for 24th Street. She zealously fought the glass tagger ROC, and followed through to see justice served for the largest window etching perpetrator in the city. She stood up to PG&E when the blackouts occurred on 24th Street, and actively sought contributions for the commercial district. An unflinching booster of Noe Valley, Carol has helped create a higher profile for the neighborhood through the San Francisco Convention and Visitors Bureau, and in Where Magazine.

Carol's contribution to the community goes well beyond the boards on which she has served; she has always stepped in to help on a personal level as well. Through Carol, many new merchants found storefronts for the businesses they hoped to open here. She helped fundraise and raise awareness for the renovation of the Noe Valley Library. She worked with other organizations to jumpstart the Noe Valley Harvest Festival that is now a community tradition. And, always, she has been an engaging emcee at parties and events to honor small businesses throughout San Francisco.

Carol once gave us all some good advice, and with her permission we'd like to repeat her words here: "Get involved, engage yourselves in the process and the organization. You will find that you get more out of it than you give, and in the process, make new friends." Carol has always felt that creating a community benefit district such as the NVA would have a lasting, positive effect on our neighborhood. We couldn't agree more.

Carol, thank you for all you have done.

**The Noe Valley Association welcomes your questions & feedback.**

**Noe Valley Association • 1330 Castro Street • San Francisco • CA • 94114**

Please direct any questions to [info@noevalleyassociation.org](mailto:info@noevalleyassociation.org) or call Debra Niemann at 415-519-0093.

Visit our website for updates about our neighborhood: [www.noevalleyassociation.org](http://www.noevalleyassociation.org)

The Noe Valley Association is a registered 501(c)(3) organization.

All contributions are tax-deductible to the extent allowed by law.