

# CASTRO/UPPER MARKET COMMUNITY BENEFIT DISTRICT NEWSLETTER AND REPORT



NEIGHBORLY

NEW AND

NOTEWORTHY

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And more...



Improvements to Castro Street



Patrol Special Police Officer John Fitzinger



Castro Ambassadors



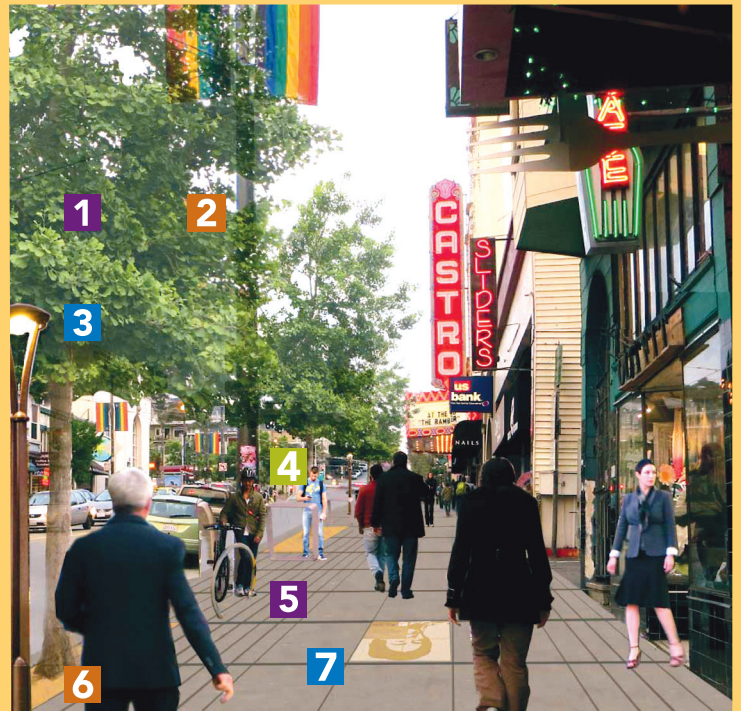
Mat Alber Live!



## CASTRO STREET TO SEE WIDER SIDEWALKS IN 2014

The new year will usher in exciting improvements for the Castro Commercial District. Cited as one of the most well known commercial business districts in San Francisco, the City has approved a budget of \$7 million to widen the sidewalks on Castro Street from 17th to 19th, adding street trees and new lighting, make improvements to the Jane Warner Plaza, and make pedestrian safety improvements to the Market and Castro intersection, see <http://www.sf-planning.org/index.aspx?page=3343> for additional details on the project. The CBD Board was unanimous in its support for this project. Among the reasons cited during our discussions were the belief that wider sidewalks will increase pedestrian traffic, make walking less congested, and result in more outdoor seating at restaurants and cafes.

The Board is considering funding additional beautification improvements, above the City's budget to this important project. These improvements may include LED lights and decorative crosswalks along the two block stretch. The LED lights could be programmed to change color as appropriate (i.e. pink for Pink Saturday, red for World AIDS Day). If funded the exact design for the crosswalks would be selected through a community process. Improvements such as these, improvements above the City's baseline, are examples of beautification improvements under the CBD's management plan approved by the property owners in 2005. The Board is weighing final costs and benefit to the community.



PROPOSED IMPROVEMENTS FOR CASTRO STREET 2014: 1. New Ginkgo Trees planted along curb 2. Relocated Muni and Roadway Light Poles 3. New Pedestrian-Scaled Lighting 4. Leaning Posts 5. New Bike Racks 6. Sidewalks Widened  $\pm 10$  feet 7. Rainbow Honor Walk Plaques

## LIVE! IN THE CASTRO KEEPS THE 'HOOD HOPPING

At the entrance to the historic Gay Capital of the World, *Live! In The Castro*, sponsored by the Castro/Upper Market CBD, brought free concerts all summer long to the Jane Warner Plaza. Most Saturday and Sunday afternoons Jane Warner Plaza was abuzz with visitors and residents enjoying these free concerts. Attendance ranged from an average of 150 people, while the Matt Albert concert had an overflowing crowd of 400 plus. People returned with friends week after week to enjoy great music, tourists stopped delighted to happen upon an "only in the Castro" event, and as word spread the number of people coming to the Castro for the free concerts continued to increase. By the end of the summer our surveys showed an average of 55% of attendees came to the concert intentionally rather than happening upon it as they were passing through.

More pictures and information on *Live! In The Castro* can be found on the CBD's website <http://www.castrocbd.org/index.php/live-in-the-castro>.

*Live! In The Castro* was partially funded by a \$10,000 grant from the City of San Francisco, and special thanks goes to our media sponsors The Bay Area Reporter and Swirl Radio.



Mat Alber Live!



Josh Klipp & the Klipptones



Andre Thiery

## CLEAN & SAFE

Cleaning the Castro/Upper Market is the CBD's top priority. Sidewalk sweepers start early every morning to clean the sidewalks and gutters before the neighborhood wakes up. The CBD Clean Team also weeds the tree wells, removes graffiti from private and public property, steam cleans the sidewalks on a regular basis and maintains a cleaning dispatch number 415-402-0522. This number can be called to report any cleaning/graffiti related issue in the district footprint ([see map on opposite page](#)) The Castro CBD is in close partnership with Recology and the City's Department of Public Works, ensuring that the district continues to receive the full level of City services.

Public safety is also critically important to ensure the Castro's thriving, night time entertainment district remains fun and safe. The Castro/Upper Market CBD works closely with Mission Police Station and Supervisor Wiener's office to ensure the City's baseline commitments to the neighborhood are kept. The CBD also collaborates with other merchants in the Castro/Upper Market to support the SF Patrol Special Police. The CBD and local merchants fund one officer patrolling the Castro seven nights a week. A Patrol Special officer is in the neighborhood Sunday – Wednesday from 4:00 p.m. – 2:00 a.m. and on Thursday, Friday and Saturday from 4:00 p.m. – 3:00 a.m.

The Patrol Special Police are a privately funded police force supplementing SFPD and ensuring an increased police presence in the neighborhood. The Patrol Special Police have been in the City Charter since 1856. In the Castro/Upper Market, the privately funded Patrol Special Police, have been a constant for over 20 years.



CBD Clean Team



Patrol Special Police Officer John Fitzinger

## HAPPENINGS IN THE CASTRO

**DEVELOPMENT HAPPENS IN 2013!** Market Street is very different today than it was a year ago with empty lots being replaced by large development projects consisting of retail at street level and housing above. 2299 Market with a Bank of the West as the anchor tenant was the first to come on line, soon followed by 2001 Market Street with Whole Foods at street level. See the Castro CBD website for photos of the development! (<http://www.castrocbd.org/index.php/visit-the-castro/changing-neighborhood>)

**THE CASTRO BISCUIT**, the Castro's very own micro neighborhood blog has roared into the Castro's consciousness. The Castro Biscuit ([www.castrobiscuit.com](http://www.castrobiscuit.com)) keeps the neighborhood up to date on the latest neighborhood political issues, comings and goings of businesses, development news, and a weekly entertainment guide each Friday.

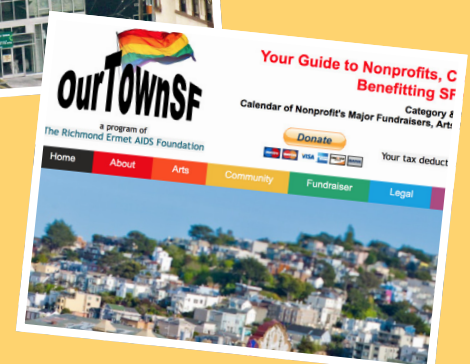
**OURTOWNSF.ORG**, The first online guide to SF LGBT nonprofits has finally arrived. OurTownSF.org includes an online calendar of major fundraising events for over 60 nonprofits plus a directory of over 200 organizations under 20 categories ranging from Arts, Athletics, Fundraisers, Health, Housing, Leather, Recovery, Spiritual, Transgender, Women & Youth/Family. Check out this innovative and informative website at <http://ourtownsf.org>.

**GRAFFITI REMOVAL** The Castro CBD removes graffiti for free in the district. If you would like the CBD to remove graffiti from your property in the Castro, please go to <http://www.castrocbd.org/index.php/our-services/graffiti-removal> to sign up, or call the Castro CBD at 415-500-1181.

Castro/Upper Market CBD Dispatch #415-402-0522  
Call with urgent cleaning concerns/graffiti removal.



2299 Market



ourtownsf.org



## VOLUNTEER AMBASSADORS ARE "OUT AND ABOUT" WITH NEW MAP

The Castro Ambassadors volunteer group spent their third successful summer at Castro and Market streets, assisting more than 7000 tourists from around the world and handing out a newly designed "Out and About" tourist map.

Sponsored by the Castro/Upper Market CBD, the Castro Ambassadors help summer visitors find their way and feel welcomed. The Ambassadors discovered that the new Castro/Upper Market map was an immediate hit with tourists and the local community.

When folded, the colorful map, is about the size of a man's wallet and opens to display two numbered maps of the neighborhood, details on 19 historic and LGBT sights, a brief history of the Castro, and a listing of its annual events. In addition to being handed out by the Ambassadors, the free map is also being distributed by several stores in the Castro and at San Francisco Travel's main tourist information center at Powell and Market streets.

The popular Ambassador program was launched in 2011 by the CBD. This year's 20 plus volunteer Ambassadors received training in greeting visitors, street safety, and providing information about the area before hitting the streets in June wearing photo ID badges and "Castro Ambassador" T-shirts

and jackets. The volunteers greet visitors on Saturdays and Sundays and some weekday afternoons during the summer tourist season.

The CBD plans to continue the program in Summer 2014 and is looking for more local residents who want to welcome visitors to the Castro community and can commit to volunteering four hours a month. If you are interested, email the CBD's Executive Director, Andrea Aiello, at: [execdirector@castrocbd.org](mailto:execdirector@castrocbd.org).



## STAY IN TOUCH WITH THE CBD!

### BOARD OF DIRECTORS

**OFFICERS:** Alan Lau, President; Pauline Scholten, Secretary; Dennis Ziebell, Treasurer; Gustavo Serina, Immediate Past President

**BOARD MEMBERS:** Joel Bubeck, Jim Laufenberg, Wendy Mogg, Tim Patriarca, Pat Sahagun

**EXECUTIVE DIRECTOR:** Andrea Aiello

Castro/Upper Market CBD Board of Directors meetings are open to the public and are held at 6:00 p.m. on the second Thursday of each month at 501 Castro St., 2nd floor (above the Bank of America) For information on all Castro/Upper Market CBD meetings see the CBD website at: [www.castrocbd.org](http://www.castrocbd.org).

### JOIN OUR EMAIL LIST

Go to <http://www.castrocbd.org/index.php/component/chronoforms/?chronoform=JoinList>

Neighborhood updates are sent out monthly.

### SIGN-UP FOR CONSTRUCTION ALERTS

Receive regular updates on the sidewalk widening project. <http://castrostreet.org/index.php/construction-alerts> Click on subscribe to blog in upper right hand corner.



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## HANGING FLOWER BASKETS

This year the CBD, through the support of Herth Real Estate and the larger Castro community, raised \$17,539 to hang 20 flower baskets on Castro Street between Market and 19th St. These baskets added a splash of brilliant color to the street, with visitors and residents alike marveling in their beauty!

## CASTRO CBD RECEIVES \$35,000 FROM TWO CITY GRANTS

As mentioned, \$10,000 was awarded to supplement the CBD's *Live! In The Castro* program, with live performances most every Saturday and Sunday from June - October.

In June, \$25,000 was awarded to the Castro/Upper Market CBD to assist the merchants during the sidewalk widening project. The funds will be

used on an advertising campaign and to keep the merchants, property owners, and residents up to date on daily construction issues via a dedicated website ([castrostreet.org](http://castrostreet.org)).



Flagging performance

**SAVE THE DATE** CASTRO/UPPER MARKET CBD'S ANNUAL SOCIAL  
MARCH 27, 2014, 6:00 - 8:00 P.M.  
Event details will be mailed out in late February

## THANKS!

**Many many thanks to the Jeffery family**, owners of the Noe Center, 2280 Market Street. For over seven years the Jeffery family has generously donated garage space to the Castro/Upper Market CBD for use by the CBD's Clean Team to store their equipment and cleaning supplies.

**Coldwell Banker Real Estate** also gets a huge Thank You from the Castro/Upper Market CBD. For the third year, Coldwell Banker has donated office space and meeting room space to the Castro/Upper Market CBD. Thank you for being a great community partner through your generous donation!

**Herth Real Estate** (now Vanguard Properties) continues to lead the way in supporting the Castro/Upper Market CBD's greening efforts. Herth Real Estate selflessly sponsors the successful flower basket fundraising event every year.

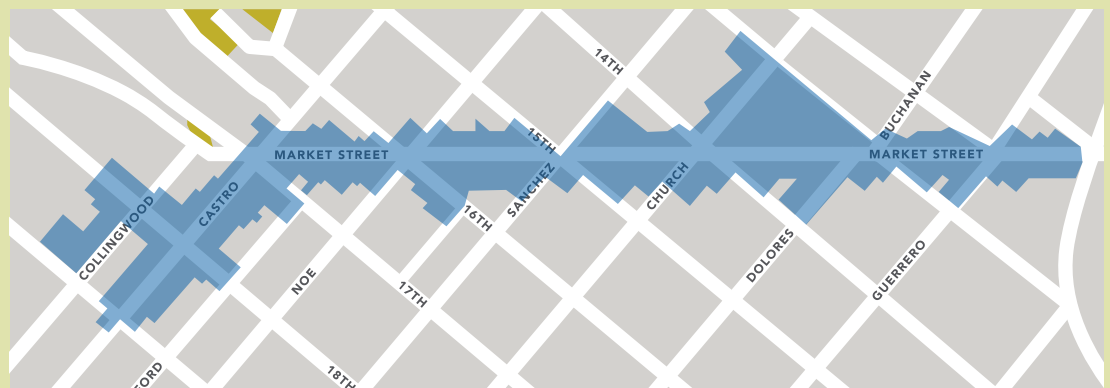
**Thank you Castro Chevron** for the generous donation of storage space for our holiday decorations and for your assistance with the Castro Ambassador program!

**The Cafe** gets a huge thank you for locking up the furniture at the Jane Warner Plaza five nights a week. They are reliable, consistent and help the CBD maintain this community plaza.

**Orphan Andy's** is the Castro/Upper Market CBD's volunteer maintenance crew for the Jane Warner Plaza. Co-owners Dennis Ziebell and Bill Pung and their employees volunteer to take care of the Jane Warner Plaza day and night. Thank you to this very special neighborhood business!

## CASTRO / UPPER MARKET CBD DISTRICT

Castro/Upper Market CBD runs from Diamond and 19th streets on its most western side, along Castro to Market street then on Market, from Castro to Octavia.



# FINANCIALS

## STATEMENT OF ACTIVITIES Year Ended June 30, 2013

### SUPPORT & REVENUE

Assessment revenue	\$426,004
Contributions and grants	57,352
In-kind rent	6,000
Interest income	731
<b>Total Support and Revenue</b>	<b>\$490,087</b>

### EXPENSES

Program	\$416,001
General and administrative	33,430
Fundraising	980
<b>Total Expenses</b>	<b>\$450,411</b>

Change in Net Assets	\$39,676
Net Assets, beginning of year	\$436,400
Net Assets, end of year	\$476,076

## STATEMENT OF FINANCIAL POSITION June 30, 2013

### ASSETS

#### Current Assets

Cash and cash equivalents	\$462,689
Assessments Receivable	41,445
<b>Total Assets</b>	<b>\$504,134</b>

### LIABILITIES AND NET ASSETS

#### Current Liabilities

Accounts payable & accrued expenses	\$28,058
<b>Total Liabilities</b>	<b>\$28,058</b>

#### Net Assets

Unrestricted	\$42,927
Board Designated Reserves <sup>1</sup>	\$300,000
Board Designated Net Assets	\$133,149
<b>Total Net Assets</b>	<b>\$476,076</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$504,134</b>

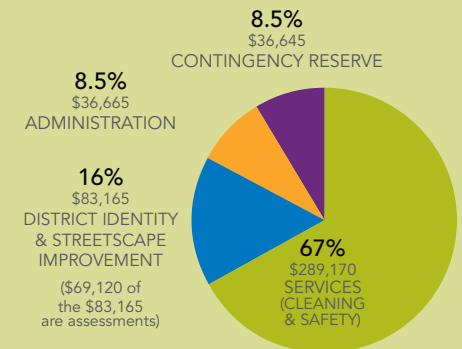
<sup>1</sup>Castro/Upper Market CBD is required to have 6 - 8 months of operating expenses to carry over from year to year.

## JULY 2013 – JUNE 2014 BUDGET

### INCOME

Assesment Income	\$431,000
Interest	\$600
Flower Basket Donations	\$4,045
Outdoor Promotion Grant (Invest In Neighborhoods)	\$10,000
<b>Total Support and Revenue</b>	<b>\$445,645</b>

### EXPENSES



# ASSESSMENT METHODOLOGY

The Castro/Upper Market CBD is funded through an annual assessment on the property in the district. Castro/Upper Market CBD assessments are based on the following factors:

- Linear frontage
- Lot/Parcel size
- Building square footage
- Building use

The methodology used to calculate assessment fees is detailed in the Castro/Upper Market CBD Management District Plan which can be found on the Castro CBD's website at: <http://www.castrocbd.org/index.php/about-the-cbd/reports-documents>

Each assessed property with the linear frontage, building square footage and lot size is listed on the Castro CBD website

at: [http://www.castrocbd.org/images/about/LotMeasurements\\_website\\_2014.pdf](http://www.castrocbd.org/images/about/LotMeasurements_website_2014.pdf)

This information is provided to the Castro/Upper Market CBD from the S. F. Assessor's office. It is the responsibility of property owners to ensure the information provided to the CBD is correct.

To correct information, property owners must contact the S.F.Assessors Office at 415-554-5596 or email: [assessor@sfgov.org](mailto:assessor@sfgov.org) The Castro/Upper Market Community Benefit District's Management Plan can be found on the CBD's website at: [http://www.castrocbd.org/images/about/CBD\\_Mgmt\\_Plan\\_Rev\\_FY\\_06-07\\_1.pdf](http://www.castrocbd.org/images/about/CBD_Mgmt_Plan_Rev_FY_06-07_1.pdf) For questions about the Management Plan, please contact the Castro/Upper Market CBD at 415-500-1181.

Property Value	Annual Cost
Linear Frontage	10.085425069/lf
Building Square Footage	0.127875159/sf
Lot/Parcel Size	0.090885933/sf

### Building Use Categories

Use Code	Description of Use
A	Retail space, hotels, motels, visitor related
B	Office and Commercial uses, free standing parking structures
C	Industrial/Manufacturing/Distribution
D	Institutional (City, County, School, public utility, parks, etc.)
E	Church, non-profit, tax-exempt
F	Residential multi-unit housing, apartments, condos
G	Residential single family housing units