



Noe Valley Association  
A Community Benefit District

# NOE VALLEY ASSOCIATION ANNUAL REPORT 2009 - 2010

The Noe Valley Association (CBD) was established in August 2005 as a fifteen-year community benefit district which receives an annual special assessment from the 176 property owners 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 in Noe Valley between Church & Douglas Streets.

Dear Noe Valley Association CBD Members,



It has been five years since the Noe Valley Association (NVA) was formed. Together as property owners, merchants and residents, we have achieved the tangible benefit of improving the quality of life on 24th Street. Our earlier efforts working extensively with Urban Ecology and the Noe Valley Community resulted in the development of a long-term plan for 24th Street. During the past four years we have worked to implement this plan in many ways to benefit the neighborhood's residents, businesses and property owners. The funding for the many improvements stems both from property assessments as well as significant grants which the NVA

has pursued and acquired.

Working with the Friends of Noe Valley, the Noe Valley Farmers Market and the Noe Valley Merchants and Professionals Association, the NVA strives to create a strong sense of community. The NVA has made 24th Street a comfortable and attractive place, which fosters sociability and community pride.

We have accomplished much in five short years to promote the development of a vibrant 24th Street commercial district. We thank you for your contribution to the Noe Valley Association/CBD and look forward to working with you in the coming years.

Sincerely,

Bob Roddick, Chair  
Noe Valley Association Board of Directors

## Noe Valley Association 2010 - 2011 Service Plan

### Sidewalk Operations

- Steam cleaning of all sidewalks in district, March through November
- Daily street cleaning, large debris and graffiti removal within 24 hours
- Maintain health and well being of 202 trees includes watering, weeding, trimming & fertilizing
- Hire San Francisco Patrol Special Police to assist in providing a safe environment for merchants & shoppers on 24th Street during the holiday season
- Sustain and renew plantings areas in sidewalks and planter boxes

### District Identity and Streetscape Improvement

- Support the efforts of City Planning to implement parklets on 24th Street
- Proceed to work with MTA to create diagonal parking where possible around 24th Street
- Maintain decorative hanging flower baskets on utility poles
- Seek opportunities to secure grants to aid in the funding of the long-term plan
- Continue to develop marketing programs to increase pedestrian traffic to 24th Street by both visitors & locals



Before



After



Before



After



Before



After

New sidewalk planted areas, newsstands & community benches

The Noe Valley Association welcomes your questions & feedback.

Noe Valley Association • 1330 Castro Street • SF • 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.



## Public Rights of Way & Sidewalk Operations

The Noe Valley Association supplements the sanitation services provided by the City of San Francisco, employing one full-time and one part-time sanitation worker.

Daily sidewalk and gutter sweeping and spot cleaning 7 days a week. Cleaning includes removal of debris, weeds, leaves and excess trash from garbage cans.

Regular watering of 24 flower baskets, numerous planter stands and 140 new neighborhood trees. Monthly hot water steam cleanings from March - November; spot steam cleaning of sidewalks and garbage cans as needed.

Removed 95 pieces of bulky and illegal trash (beds, refrigerators, couches, tables, chairs, yard debris, bags of garbage, etc.) from sidewalks and gutters. Worked with 28CLEAN and reported consistent trash abusers.

Negotiated a new cleaning contract with Curb Appeal as of May 2010. Curb Appeal has hired workers for daily street cleaning and will now provide the full spectrum of cleaning services required by the NVA.

Graffiti and stickers removed within 24 hours in 34 locations. This is a 50% reduction in graffiti removal sites since last year.

Repainted and degreased 26 city garbage cans to remove graffiti and prevent future vandalism.

Created a weekly cleaning incident report, which is filed every Thursday with the Executive Director of the NVA and the chairperson of the NVA Cleaning Committee.

Hired San Francisco Patrol Special Police to patrol 24th Street six days a week during the holiday season.



## Administrative/ Corporate Operations

Keeps the NVA running day-to-day and manages all projects outlined above and oversees finances, insurance requirements for a 501(c)(3).

Conducted a neighborhood survey on what types of retail stores residents of Noe Valley would like to see on 24th Street. Reported findings in the Noe Valley Voice and presented a report to the Noe Valley Merchants & Professionals Association. Findings can also be viewed on the NVA website.

Held Board meetings every quarter & committee meetings as needed.

Attended City of SF department meetings to advocate for city funds and additional services for the 24th Street commercial district.

Manage the finances and required reporting to City and State offices.

Published annual report and distributed to all property owners.

Created and maintained website for the NVA: [www.noevalleyassociation.org](http://www.noevalleyassociation.org)

Revise and update database of property owners for email and regular mailing lists.

Accomplishments



Randy & Steve from Curb Appeal.

### ADDRESS / ASSESSMENT / AMOUNT PAID

MISSING ADDRESS	12,510.02	12,510.02
746 DIAMOND ST	1,267.20	1,267.20
4288 24TH ST	3,299.44	3,299.44
1238 CASTRO ST	923.2	923.20
4100 24TH ST	2,649.04	2,649.04
4112 24TH ST	979.16	979.16
4118 24TH ST	733.82	733.82
4120 24TH ST	880.4	880.40
4128 24TH ST	1,357.34	1,357.34
4136 24TH ST	1,608.88	1,608.88
4148 24TH ST	881.02	881.02
4154 24TH ST	1,001.42	1,001.42
4156A 24TH ST	949.3	949.30
4158 24TH ST	919.42	919.42
4166 24TH ST	1,233.66	1,233.66
4166 24TH ST	657.98	657.98
4174 24TH ST	733.46	733.46
4182 24TH ST	880.4	880.40
4186 24TH ST	733.46	733.46
4190 24TH ST	1,028.04	1,028.04
729 DIAMOND ST	2,377.28	2,377.28
4144 24TH ST	881.04	881.04
3782 24TH ST	2,139.12	2,139.12
1185 CHURCH ST	1,565.48	1,565.48
3800 24TH ST	3,058.86	3,058.86
3820 24TH ST	733.46	733.46
3822 24TH ST	733.46	733.46
3830 24TH ST	733.46	733.46
3834 24TH ST	841.2	841.20

3838 24TH ST	822.04	0.00
3848 24TH ST	1,536.46	1,536.46
3814 24TH ST	733.8	587.04
3810 24TH ST	514.32	514.32
MISSING ADDRESS	241.46	241.46
MISSING ADDRESS	241.46	241.46
250 VICKSBURG ST	1,680.12	1,680.12
3854 24TH ST	913.14	913.14
3870 24TH ST	914.52	914.52
3872 24TH ST	882.28	882.28
3882 24TH ST	1,147.64	1,147.64
3890 24TH ST	3,173.44	3,173.44
3858 24TH ST	862.46	862.46
3864 24TH ST	874.4	874.40
3910 24TH ST	1,011.38	1,011.38
3914 24TH ST	871.98	871.98
3918 24TH ST	996.26	996.26
3968 24TH ST	983.28	983.28
3972 24TH ST	1,453.18	1,453.18
3986 24TH ST	3,046.12	3,046.12
3998 24TH ST	2,059.98	2,059.98
3900 24TH ST	2,029.40	2,029.40
3950 24TH ST	11,192.14	11,192.14
3932 24TH ST	594.44	594.44
3934 24TH ST	576.26	576.26
3936 24TH ST	569.04	569.04
3938 24TH ST	529.64	529.64
3930 24TH ST	2,114.32	2,114.32
1090 NOE ST	1,357.12	1,357.12
4012 24TH ST	806.22	806.22

4018 24TH ST	1,103.74	1,103.74
4022 24TH ST	1,030.96	1,030.96
4026 24TH ST	1,205.30	1,205.30
4040 24TH ST	2,340.56	2,340.56
4042 24TH ST	969.2	969.20
4050 24TH ST	1,467.12	1,467.12
4054 24TH ST	1,249.14	1,249.14
4062 24TH ST	733.46	733.46
4064 24TH ST	949.3	949.30
4068 24TH ST	914.52	914.52
4072 24TH ST	1,215.82	1,215.82
4076 24TH ST	2,420.18	2,420.18
1233 CASTRO ST	3,543.02	3,543.02
4301 24TH ST	1,707.98	1,707.98
4205 24TH ST	1,916.76	1,916.76
810 DIAMOND ST	823.74	823.74
814 DIAMOND ST	775.26	775.26
820 DIAMOND ST	779.78	779.78
4291 24TH ST	2,424.28	2,424.28
4101 24TH ST	3,394.82	3,394.82
1314 CASTRO ST	1,444.16	1,444.16
1320 CASTRO ST	798.06	798.06
1332 CASTRO ST	823.78	823.78
1342 CASTRO ST	585.32	585.32
1352 CASTRO ST	1,982.78	1,982.78
4183 24TH ST	1,287.98	1,287.98
4181 24TH ST	704.28	704.28
4175 24TH ST	1,115.52	1,115.52
4171 24TH ST	733.46	733.46
4167 24TH ST	733.82	733.82

Alvarado

### Assessment

**The Noe Valley Assessment District (NVA) was established in 2005 as a special assessment district to improve the quality of life for property owners in the district. The NVA assesses each property owner's variable square foot of lot frontage, square foot of lot frontage, square foot of non-exempted lot frontage. The NVA/Alvarado shall appear as a special assessment bill prepared by the City of San Francisco.**

## District Identity and Streetscape Improvements:

Created five new garden sites by opening the sidewalk on two corners of 24th and Noe Streets. Wrote a Community Challenge Grant and received significant City funding for this project. The NVA is in the process of re-landscaping these openings.

Landscaped in front of Whole Foods Market Noe Valley, included painting the curbs, installing bark & colorful plants.

Installed four new benches and six planter boxes with flowering plants in front of Bernie's Coffee and Whole Foods Market Noe Valley, using monies the NVA was awarded through the Community Challenge Grant program.

An experienced community gardener, Mara Sieling, continues to work part-time maintaining the health of 201 trees, and maintaining eight open sidewalk gardens and nine planters.

All district trees are on a three-year cycle for branch trimming.

Installed a new planter box with drought tolerant plants by the City parking lot community bulletin board.

Replaced five neighborhood trees damaged by weather, vandalism and disease.

Applied for a grant from the Mayor's Office of Economic Development and was awarded \$32,000 to test a community plaza at the corner of 24th & Noe Streets within the SF Pavements to Parks Project. Two community meetings were held in keeping with the SF Planning Department process. The City decided it was not going to move forward with the plaza due to lack of consensus. The funds awarded to the NVA will be used to create two parklets on 24th Street, sites to be determined.

Hanging flower baskets are positioned at 24 sites throughout the district and replaced every 6 months.

Changed the parking meters from one to two hours on the perimeter of the Noe Valley commercial district.

Initiated discussions with the MTA on how best to optimize parking in and around 24th Street. Suggestions included diagonal parking on Noe, Sanchez & Castro Streets in the parking meter zones where possible. A hearing for public comment on this topic will be held in late August; the date will be announced on the NVA website & bulletin board.

The NVA is in the process of revitalizing the public space at the Noe Valley Ministry parking lot, home of the Noe Valley Farmers Market.

District Identity includes the upkeep and updating of two new Public Bulletin Boards in the City Parking lots on 24th Street. One of these is specifically for the CBD to inform the public about NVA activities.

Fiscal sponsor for the fifth year of the Noe Valley Harvest Festival, a day of celebrating the neighborhood.

A smaller festival is planned this year on October 23rd with non-profit booths, live music and hayrides.

Produced the 3rd annual Easter Egg Hunt at Douglas Park, attended by over 600 Noe Valley families.

Co-produced a Summer Solstice street event on June 19th with musicians, entertainment & hayrides along 24th Street.



Accomplishments



## Methodology

Assessment Community (CBD) was established in 2015 as a five-year community which receives an assessment from the 168th District. The CBD assessment is based on the following: \$0.164 per linear foot + \$8.83 per square foot building square foot. The assessment has not asked for an assessment for the assessment provided by the Improvement District's assessment. The assessment is a line item called the annual property assessment and County of Alameda.

4159 24TH ST	880.4	880.40	4025 24TH ST	1,138.14	1,138.14	3843 24TH ST	1,343.88	1,343.88
4155 24TH ST	922.58	922.58	4021 24TH ST	1,216.52	1,216.52	3839 24TH ST	628.46	628.46
4151 24TH ST	732.46	732.46	4017 24TH ST	858.3	858.30	3819 24TH ST	1,186.12	1,186.12
4147 24TH ST	586.7	586.70	4013 24TH ST	1,167.10	1,167.10	3861 24TH ST	2,835.52	2,835.52
4143 24TH ST	586.7	586.70	4045 24TH ST	2,525.16	2,525.16	3825 24TH ST	733.82	733.82
4139 24TH ST	733.82	733.82	3901 24TH ST	2,021.20	2,021.20	3817 24TH ST	733.8	733.80
4137 24TH ST	1,013.94	1,013.94	3991 24TH ST	2,662.34	1,331.17	3831 24TH ST	241.46	241.46
4131 24TH ST	880.58	880.58	3987 24TH ST	766.2	766.20	3833 24TH ST	341.94	341.94
4125 24TH ST	803.36	803.36	3983 24TH ST	959.5	959.50	3835 24TH ST	241.46	241.46
4119 24TH ST	1,067.46	1,067.46	3979 24TH ST	1,095.60	1,095.60	3899 24TH ST	1,145.82	1,145.82
4109 24TH ST	1,216.36	1,216.36	3975 24TH ST	905.02	905.02	3897 24TH ST	171.76	171.76
4199 24TH ST	1,875.96	1,875.96	3969 24TH ST	996.24	996.24	3895 24TH ST	171.76	85.88
1326 CASTRO ST	371.86	371.86	3969 24TH ST	1,222.34	611.17	1209 CHURCH ST	1,078.54	1,078.54
1328 CASTRO ST	369.36	369.36	3961 24TH ST	1,175.46	1,175.46	3783 24TH ST	2,743.78	2,743.78
1330 CASTRO ST	192.88	192.88	3955 24TH ST	1,094.74	1,094.74	1401 CASTRO ST	1,685.04	1,685.04
4003 24TH ST	2,761.04	2,761.04	3945 24TH ST	1,457.92	1,457.92	1400 CASTRO ST	1,925.18	1,925.18
1333 CASTRO ST	4,795.76	4,795.76	3935 24TH ST	2,786.38	2,786.38	1414 CASTRO ST	1,178.26	1,178.26
1311 CASTRO ST	651.82	651.82	3931 24TH ST	1,207.00	1,207.00	1420 CASTRO ST	1,136.92	1,136.92
1305 CASTRO ST	1,365.76	1,365.76	3927 24TH ST	1,186.12	1,186.12			
1303 CASTRO ST	852.1	852.10	3921 24TH ST	512.94	512.94			
4089 24TH ST	1,643.30	1,643.30	3917 24TH ST	940.26	940.26			
4083 24TH ST	1,499.82	1,499.82	3911 24TH ST	2,323.60	2,323.60			
4077 24TH ST	1,353.92	1,353.92	3905 24TH ST	1,384.68	1,384.68			
4073 24TH ST	1,169.02	1,169.02	3953 24TH ST	1,022.28	1,022.28			
4069 24TH ST	1,054.86	1,054.86	3805 24TH ST	2,979.68	2,979.68			
4063 24TH ST	1,000.54	1,000.54	3891 24TH ST	791.42	791.42			
4055 24TH ST	1,467.12	1,467.12	3885 24TH ST	1,035.32	1,035.32			
4049 24TH ST	2,185.10	2,185.10	3881 24TH ST	1,026.80	1,026.80			
4035 24TH ST	950.74	950.74	3857 24TH ST	1,136.68	1,136.68			
4031 24TH ST	1,216.18	1,216.18	300 VICKSBURG ST	2,287.60	2,287.60			

## TOTALS:

Assessed: \$231,799.98  
Paid: \$228,802.96

Congratulations! The NVA has been in place for five years and has proven to be the most effective means of improving the quality of life for all in Noe Valley. Your investment in the NVA has paid off in numerous ways, from City awards and grants to increased pedestrian traffic on 24th Street – all because we have made Noe Valley a very desirable and lively residential neighborhood.

The NVA Board and committees initiated projects pursuant to the goals of the long-term plan entitled *Noe Valley's 24th Street – an Urban Village*, including technical engineering changes like the high-visibility crosswalks, the installation of new planter boxes, benches and flower baskets, planting 132 new trees, the upcoming parklets development and more. The plan has been a well-used guide to making 24th Street a “complete street” which caters to the needs of a diverse group of people through a high level of amenities, accessibility and environmentally-sound features.

We have another ten years in our contract with property owners. The NVA will continue to work towards realizing the goals of the long-term plan by creating community hubs as gathering places, developing transit hubs to address traffic calming at critical intersections and along the street as well as maintaining all the green projects we initiated over the past five years.

All good wishes,

Debra Niemann

Executive Director, Noe Valley Association



**Summary of  
Financial Activity  
Budget Fiscal 2009-2010  
July 1, 2009-June 30, 2010**

<i>Income:</i>	
CBD Fees	\$229,000
Grants	25,376.00
Interest income	1,400.00
Fees/Donations	4,295.00
<b>Total Income</b>	<b>\$260,071</b>

<i>Expenses:</i>	
Public Rights of Way/Street Cleaning	\$189,034
Streetscape	37,877
Administration	67,570
<b>Total Expenses</b>	<b>\$294,483</b>

<i>Statement of Changes in Financial Position</i>	
Balance from FY2008:	\$196,000
Revenue, FY2009:	260,100
Expenses, FY2009:	294,500
<b>Balance at end of FY2010:</b>	<b>\$162,000</b>

**Budget fiscal year 2010-2011  
July 1, 2010 – June 30, 2011**

<i>Income:</i>	
CBD Fees	\$230,000
Grants:	32,000
Fees/Donations:	5,000
Interest:	1,500
<b>Total Projected Income:</b>	<b>\$268,500</b>

<i>Expenses:</i>	
Public Rights of Way/Street Cleaning	\$161,000
Streetscape	38,000
Administrative	55,000
<b>Total Projected Expenses</b>	<b>\$254,000</b>

**Bob Roddick, President**  
Business & Property Owner

**David Eiland, Vice-President**  
Business Owner  
Chairperson, Streetscape Committee

**Debra Niemann**  
Executive Director  
Community Representative

**Eric Alexanderson, Treasurer**  
Property Owner  
Cleaning Committee Member

**Mark Campana**  
Property Owner

**B.J. Droubi**  
Business & Property Owner  
Streetscape Committee

**Al Goodwin**  
Property Owner  
Streetscape Committee

**Isabelle Salvadori**  
Community Representative  
Streetscape Committee

**Carol Yenne**  
Business & Property Owner  
Chairperson, Cleaning Committee

Andres Power, SF Planning Department

Astrid Haryati, SF Office of Greening

Bevan Dufty, D8 Supervisor

Boe Hayward, Legislative Aide

Carla Short, Bureau of Urban Forestry

Crezia Tano, OEWD

Deannie Bartlett

Ed Reiskin, DPW

Friends of the Urban Forest

Friends of Noe Valley

Gavin Newsom, Mayor

Kit Hodge, SF Great Streets Projects

Lanita Henriquez, SF CCGC

Lisa Pagan, OEWD

Mary McCue, MGM Management

Mohammed Nuru, DPW

Ned Smith, Landscape Architect

Nick Demopoulos, Sterling Bank

Nick Elsner, DPW

Noe Valley Farmer's Market

Noe Valley Merchants &

Professionals Association

Noe Valley Ministry

NVA Board of Directors

Officer Lorriane Lomardo

SF Planning Department

St. Philip the Apostle Church

Tony Layou

2009-2010 Board of Directors

THANK YOU ...to our many friends



**Upcoming Board/Property  
Owner Meeting**  
**Thursday, August 26th**  
**9:30-11am**

Sally Brunn Public Library  
451 Jersey Street, SF