



City and County of San Francisco

**Ocean Avenue
Community Benefits District**

Management District Plan

Revised September 2010

Prepared by



On behalf of the Ocean Avenue Revitalization Collaborative and community stakeholders of the Ocean Avenue area of San Francisco

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DISTRICT AT A GLANCE

Ocean Avenue community members have been involved in several community improvement efforts over the years to make the Ocean Avenue community a better place to conduct business and live. This endeavor includes the efforts of the Ocean Avenue Revitalization Collaborative (“OARC”). The OARC is comprised of a group of local merchants, property owners, and residents who are committed to making the Ocean Avenue commercial corridor a vibrant and safe place. One of the ways to maximize the available resources and provide a funding source in that effort is through the establishment of a Community Benefits District (“CBD”). A CBD is a special financing 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 for the costs associated with the improvements, services, and activities provided to the CBD area.

As part of the community outreach process to involve local merchants, property owners, residents and visitors, the OARC conducted surveys in 2007 and again in September of 2009. The OARC used the surveys to rank and gauge the level of support, as well as the perceived importance of various activities throughout the Ocean Avenue area. Of those that responded to the September 2009 survey, 74% felt that a CBD would increase the overall appeal of the Ocean Avenue area.

The positive survey results, coupled with ongoing supportive community outreach meetings, encouraged community members to move forward to the next stage of the CBD formation process. This management district plan supports those next steps and following is a brief summary of the proposed CBD.

Boundary

The boundary of the Ocean Avenue CBD includes those properties that front Ocean Avenue from Manor Drive on the west running along Ocean Avenue to Interstate 280. Properties lying outside of this area are predominately residential neighborhoods. The Ocean Avenue CBD will not provide services and activities to those outlying properties. Within the Ocean Avenue CBD, there are two separate benefit zones established in order to reflect the different levels of service provided.

Zone 1

Zone 1 includes properties fronting the northern side of Ocean Avenue from Manor Drive on the west to Phelan Avenue on the east, and properties fronting the south side of Ocean Avenue from Victoria Street on the west to Geneva Avenue on the east. Zone 1 includes The Phelan Loop Parcel number 3180-001 which is undergoing a major re-development and is expected to be sub-divided into various parcels in the near future. The portion of the Phelan Loop Parcel number 3180-001 dedicated for use by the Public Utilities Commission for future Emergency Water Storage is exempt from assessment within the CBD as it will not benefit from CBD services and does not have fronting sidewalk along Ocean Avenue or near the corner of Ocean Avenue and Phelan Avenue.

Zone 2

Zone 2 includes three properties located east of Geneva Avenue and Phelan Drive to Interstate 280, designated as Assessor’s Parcels 3179-010, 6946-061, and 6948-023. The three properties in Zone 2 include the portions of the San Francisco City College Ocean Avenue campus and Lick Wilmerding High School that front Ocean Avenue, and a City owned median, landscaped property located at the intersection of Ocean Avenue and Geneva Avenue.

Improvements, Services, and Activities

The improvements, services, and activities provided in this plan include: a Cleaning, Maintenance and Safety program along Ocean Avenue; a Marketing, Streetscape Improvements, and Beautification program to promote the Ocean Avenue commercial district; and various management activities to support those efforts.

Annual Total Budget and Assessments

The total proposed annual operating budget for Fiscal Year 2010/11 is \$241,998. Assessment revenue provides \$239,578 of the annual budget. The remaining annual budget amount comes from additional funds generated from sources such as grants, donations, and fees for service contracts and in kind donations. The assessment calculation for each property utilizes a combination of linear street frontage, building square footage, and lot square footage. The Method of Assessment section of this Management District Plan provides a more detailed procedure of the annual assessment calculation.

Term

The initial term is fifteen years. After fifteen years, the property owners and legislative body will need to re-authorize the assessment for an additional term.

Note on revisions from March 2010 to September 2010 versions of Management Plan

There were a few revisions to the CBD Management District Plan. The most substantial revisions relate to the additional services and activities involving the Phelan Loop parcel that will become effective upon the development of that parcel in the near future. The marketing budget was slightly increased, with reductions to the contingency/reserve budget. There were also some small changes to data on a couple of parcels, as well as nominal changes to the background text. There are no instances of an increase to a parcel's proposed annual assessment.

BACKGROUND

After a successful community effort organized around the addition of MUNI rail lines on Ocean Avenue, a group of community stakeholders interested in revitalizing the Ocean Avenue commercial district formed the Ocean Avenue Revitalization Collaborative (OARC) in 2005. As a volunteer-driven organization with a mission to develop a community-driven vision of the Ocean Avenue commercial corridor by increasing cleanliness, promoting the shopping district, supporting the existing businesses, attracting resources for physical improvements, monitoring important development projects along the corridor, addressing safety concerns, building community pride, and coordinating with other community groups. Over time, the OARC formed a Community Benefit District (CBD) sub-committee to explore the establishment of a community improvement district on Ocean Avenue through ongoing community engagement and meetings.

Property owners establish community improvement districts to provide a constant funding source for various improvements, services, and activities that benefit properties within a defined geographical area. The improvements, services, and activities can include providing enhanced cleaning and maintenance services, improving security, providing for economic development to promote and revitalize an area, and other programs found to benefit an area. The ongoing revenue stream for the improvements, services, and activities comes from the annual assessments that are levied upon properties within the area following a formal petition and ballot approval process by the weighted majority of those assessed and then only after public hearings and approval by the Board of Supervisors.

What is a Community Benefits District (“CBD”)?

A CBD is a special financing 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, services, and activities provided to the CBD area. In San Francisco the legislation that allows for the establishment of a CBD is the Property and Business Improvement District Act of 1994, California Streets and Highway Code Sections 36600 et seq. (“1994 Act”) augmented by the Business Improvement District Procedure, Article 15 of the San Francisco Business and Tax Regulations Code. The 1994 Act allows for the levy of special assessments on both properties and or businesses. CBD’s are also referred to as Business or Property Improvement Districts (“BIDs”) in some areas of San Francisco.

A CBD established under the 1994 Act requires the establishment of an owners’ association. The CBD’s owners’ association to be known as the “CBD Management Corporation” will manage the CBD funded services. The CBD’s Management Corporation determines the needed improvements, services, and activities within the CBD boundaries, and how the assessment revenue collected is to be spent among the selected improvements, services and activities. In San Francisco, the Board of Supervisors must authorize the formation and establishment of the CBD and following the CBD formation, the City will levy and collect the annual assessment. Once authorized, the City will enter into a management agreement with the CBD Management Corporation. The unique characteristic of the CBD Management Corporation is that once the CBD is established, the CBD Management Corporation manages the CBD funded services.

BIDs serve as highly successful funding mechanisms. Some notable BIDs include: the Greater Union Square BID in San Francisco, the LA Fashion District BID in Los Angeles, and the Times Square BID in New York City. Existing residential neighborhood based BIDs in San Francisco are known as CBDs and can be found in Noe Valley, Upper Market/Castro, the Fillmore among other places. There are currently 10 BIDs/CBDs in operation throughout San Francisco.

The Business Improvement Districts Procedure “Article 15”

In 2004, the Board of Supervisors enacted The Business Improvement Districts Procedure, which added Article 15 to the Business and Tax Regulations Code of the City and County of San Francisco Municipal Code (“Article 15”). Article 15 augmented the 1994 Act and provided for the following changes:

- Reduce the weighted percentage (from 50% to 30%) of petitions required from those that may be assessed, in order to initiate the formation of a CBD;
- Extend the potential term of a CBD to a maximum of 15 years; and
- Authorize the CBD to recover, through assessments, the costs incurred during formation.

Establishing a CBD

The 1994 Act as augmented by Article 15 serves as the legal guidance in establishing this CBD.

As part of the formation proceedings, proponents prepare a Management District Plan in accordance with Section 36622 of the 1994 Act. The Management District Plan contains, but is not limited to, the following required elements:

- a map, in sufficient detail to locate each assessed property within the community or business improvement district;
- the name of the community or business improvement district;
- the description of the boundaries, including any zones of benefit;
- the improvements, services, and activities to be funded for each year of operation, along with the maximum cost;
- the total annual amount to be expended, in each year of operation, for improvements, services, activities, maintenance, and operations;
- the proposed source(s) of financing, including the basis and method of levying the assessments, and whether or not bonds will be issued;
- the time and manner of collecting the assessments;
- the specific number of years in which the assessments will be levied;
- the time for implementation and completion of the Management District Plan;
- the rules and regulations applicable to the community or business improvement district; and
- a listing of the properties to be assessed along with the parcel number and the method by which expenses will be imposed upon benefitted real property in proportion to the benefit received.

CBD Name Designation

The name designation of this proposed district for the City of San Francisco’s Ocean Avenue area is the Ocean Avenue Community Benefits District (“Ocean Avenue CBD”).

Ocean Avenue CBD Boundary

The properties located within the Ocean Avenue CBD boundaries represent a dynamic mix of land and development uses. There is a combination of commercial, retail, educational, non-profit, public and residential uses represented. The variety of land uses creates a unique and diverse corridor that plays into the vibrant activity and economic development of the Ocean Avenue area.

The boundaries of the Ocean Avenue CBD include those properties that front Ocean Avenue from Manor Drive on the west running along Ocean Avenue to Interstate 280. Properties lying outside of this area are predominately residential neighborhoods. The Ocean Avenue CBD will not provide services and activities to those outlying properties. Within the Ocean Avenue CBD, there are two separate benefit zones established in order to reflect the different levels of service provided.

Zone 1

The primary zone, Zone 1, includes properties fronting the northern side of Ocean Avenue from Manor Drive on the west to Phelan Avenue on the east. Zone 1 includes The Phelan Loop Parcel number 3180-001 which is undergoing a major redevelopment and is expected to be subdivided into various parcels in the near future. The portion of the Phelan Loop Parcel number 3180-001 dedicated for use by the Public Utilities Commission for future Emergency Water Storage is exempt from assessment within the Ocean Avenue CBD as it will not benefit from Ocean Avenue CBD services and does not have fronting sidewalk along Ocean Avenue or near the corner of Ocean Avenue and Phelan Avenue. Zone 1 also includes the properties fronting the south side of Ocean Avenue from Victoria Street on the west to Geneva Avenue on the east. There are currently 145 properties located within Zone 1. The properties consist of a variety of different land use types such as commercial, non-profit, religious, public, and residential.

Zone 2

Zone 2 includes three properties located east of Geneva Avenue and Phelan Drive to Interstate 280; designated as Assessor's Parcels 3179-010, 6946-061, and 6948-023. The three properties in Zone 2 include the portion of the San Francisco City College Ocean Avenue campus and Lick Wilmerding High School that front Ocean Avenue, and a City owned median, landscaped property located at the intersection of Ocean Avenue and Geneva Avenue. Zone 2 does not include any of the Assessor's Parcels within Assessor's Block 6947. In comparison to Zone 1, Zone 2 receives a reduced level of improvements, services, and activities.

The "Description of Improvements, Services, and Activities" section of this Management District Plan provides further details of the different services and activities provided to each benefit zone.

Appendix A of this report provides a map of the boundaries, as well as the identification of each parcel within the Ocean Avenue CBD.

Ocean Avenue CBD Duration

The initial term for the Ocean Avenue CBD is set for a period of 15 years. Beginning with Fiscal Year 2010/11, the City will levy and collect Ocean Avenue CBD assessments through Fiscal Year 2024/25. After the Fiscal Year 2024/25 final assessment billing, the property owners have the ability to renew the Ocean Avenue CBD for an additional term of up to 15 years.

Timeline for Implementation and Completion of the Ocean Avenue CBD

The timeline in table 1 provides for the establishment of the Ocean Avenue CBD and allows sufficient time to calculate and include the Fiscal Year 2010/11 assessments on the County's secured property tax roll. Given various considerations and time constraints, the proposed timeline for the establishment and implementation of the Ocean Avenue CBD is as follows:

Table 1: Proposed Timeline

Task Description	Estimated Completion Date
Present Draft Management District Plan	January 2010
Present Final Draft District Management Plan, Boundary Map, Engineer's Report	March 2010
Gather Petitions in Support of Ocean Avenue CBD, Conduct Outreach Receive Additional Feed Back on Plan	March – August 2010
Submit Petitions to Board of Supervisors	September 2010
Board of Supervisors Vote on Resolution of Intention to Establish District	September 2010
Proposition 218 Ballot Packages Submitted to Property Owners	September- October 2010
Conduct Public Hearing, Tabulate Ballots, Board of Supervisors Vote on Resolution Establishing District	November 2010
CBD Management Corporation Established	December- 2010
Assessments Submitted to County for Billing	November 2010
Administration and District Operation Commences	January 2011

DESCRIPTION OF IMPROVEMENTS, SERVICES, AND ACTIVITIES

Under the leadership of the CBD Management Corporation, the Ocean Avenue CBD plans to implement and fund two principal programs; a Cleaning, Maintenance, and Safety program and a Marketing, Streetscape, and Beautification program.

Cleaning, Maintenance, and Safety

Objectives

The Ocean Avenue CBD plans to supplement services already provided by the Department of Public Works and other relevant City agencies. The comprehensive program aims to ensure owner, merchant, resident, and visitor safety while providing for the maximum possible cleanliness of sidewalks, curbs, fixtures, landscaping, and buildings throughout the Ocean Avenue CBD boundaries. Through the utilization of managed services, the Cleaning, Maintenance, and Safety program will strive for a safe, clean, and litter-free area that is absent of graffiti or other signs of decay. The goal is for property owners, merchants and residents alike to maintain a sense of pride in the Ocean Avenue area. Cleanliness is crucial to the establishment and growth of an aesthetically pleasing, safe, and vibrant community.

Service Outline

The Ocean Avenue CBD's Cleaning, Maintenance, and Safety program includes regular sidewalk sweeping, refuse removal, regularly scheduled steam cleanings, pressure washing, graffiti removal, tree pruning and watering, tree well weeding with crushed granite replenishment, and a variety of safety efforts.

The program will work with residents, merchants, and youth on a variety of safety programs and strategies. After meeting with property owners and merchants about the Ocean Avenue CBD, there were interests in furthering efforts for crime prevention and pedestrian safety on Ocean Avenue. The CBD Management Corporation will continue to collaborate with the San Francisco Police Department and work with the community on safety programs. The Ocean Avenue CBD will provide assistance to visitors, and provide street population ambassadors/guides/security that promotes citizen efforts through assistance in crime prevention, way-finding, and assisting homeless with social services information.

A team of maintenance and safety workers will carry out these tasks, as more fully described in Table 2 following the Marketing, Streetscape Improvements, and Beautification section.

Marketing, Streetscape Improvements, and Beautification

In order to promote the unique character of the Ocean Avenue district and to help the district compete in an urban market setting, the Ocean Avenue CBD will provide programs for marketing, promotions, streetscape improvements, and beautification. The Marketing, Streetscape Improvements, and Beautification program intends to ensure both the continuity of existing services as well as new initiatives designed to promote both stability and growth within the area.

Objectives

The Ocean Avenue CBD stakeholders determined that marketing activities would improve Ocean Avenue's image, appeal, and visibility. The marketing activities will promote the Ocean Avenue CBD, properties, and businesses through specially targeted programs and initiatives. In addition, the marketing activities will contribute to the economic vitality of the area, and help with the recruitment and retention of businesses. Stakeholders view marketing activities as especially useful and necessary during a time of serious economic downturn, as is currently the case, but these services can also help the area stabilize itself and grow during prosperous economic times.

One initiative will support the creation and production of special events that draw visitors into the Ocean Avenue area as a means of additional exposure. Some of the proposed special events include holiday events and monthly concerts throughout the year. The Ocean Avenue CBD will program special events and conduct marketing activities in various parts of the district including hosting regular events and district promotion at the Phelan Loop public plaza, which is under development. The Phelan Loop public plaza will link the existing commercial district to persons working and studying at the expanded City College campus and living in the 250 units of new housing which are under development. Due to these developments which are underway, thousands of new people will be coming to the Ocean Avenue commercial district. The Ocean Avenue CBD marketing and promotion services will make sure new visitors, employees, students and residents know where to shop and eat and will help them enjoy their experience along Ocean Avenue.

The CBD Management Corporation plans to include other marketing initiatives as appropriate, and as budget resources allow.

Advocacy

The purpose of advocacy within the Marketing, Streetscape Improvements, and Beautification program is to promote the Ocean Avenue CBD as a clean, safe, and vibrant area for businesses, visitors, and residents while also supporting business growth. Advocacy goes well beyond marketing programs that create image and visibility. In fact, advocacy activities can include services like advocating for business technical assistance resources, and representing district interests in citywide forums, to name a few.

Table 2: CBD Services by Benefit Zone

CBD Services, Improvements & Activities	Benefit Zone 1	Benefit Zone 2
Cleaning, Maintenance, and Safety		
<u>Cleaning</u>		
<ul style="list-style-type: none"> Sidewalk cleaning including but not limited to steam cleanings, sweeping, hot water scrubbing and cleaning of the Municipal Railway boarding islands and the Phelan Loop Bus Turn-Around Pedestrian lay over areas 	2 steam cleanings, spot cleaning as needed per year	Regular as needed
<ul style="list-style-type: none"> Graffiti removal 	within 24 hours	N/A
<ul style="list-style-type: none"> Paint over major graffiti attacks (ground or 2nd floor) 	Approx 6 per year	N/A
<ul style="list-style-type: none"> Sidewalk, gutter, and tree well sweeping and trash removal 	Daily	3 days per week
<ul style="list-style-type: none"> Utility pole/box flyer, mastic tape, and graffiti removal 	As required	As required
Trees and Greening		
<ul style="list-style-type: none"> Tree well weeding 	Quarterly	Quarterly (and within 10 feet of sidewalk)
<ul style="list-style-type: none"> Crushed granite replenishment 	As Needed	As needed
<ul style="list-style-type: none"> Small tree pruning 	20-36 times per year	10-18 times per year
<ul style="list-style-type: none"> Large tree pruning 	6-12 times per year	3-6 times per year
<ul style="list-style-type: none"> Tree watering 	Every 3 weeks during dry season	N/A
<ul style="list-style-type: none"> Tree trunk graffiti removal (soapy water and wire brush) 	As Needed	N/A
<ul style="list-style-type: none"> Gardening and Maintenance of Phelan Loop Corner Landscaped Public Garden 	Trash removal, landscaping	Weekly

CBD Services, Improvements & Activities	Benefit Zone 1	Benefit Zone 2
	maintenance, plant replacement	
▪ Landscape Maintenance Phelan Bus Turn-Around	Monthly landscape maintenance	
Corridor Safety		
▪ Provide assistance to visitors, and provide street population ambassadors/guides/security that promotes citizen efforts through assistance in crime prevention, way-finding /homeless with social services information. Continued collaboration with SFPD on crime prevention and pedestrian safety.	Schedule to be determined	Schedule to be determined
<i>**The services listed above are included in the proposed plan, but the plan is not limited to only these services</i>		
Marketing, Streetscape Improvements, and Beautification		
▪ Advocacy	To be determined	N/A
▪ Beautification	To be determined	N/A
▪ Capital improvements	To be determined	N/A
▪ Business retention activities	To be determined	N/A
▪ Business Attraction	To be determined	N/A
▪ Newsletters, advertisements, brochures, & website	To be determined	N/A
▪ Holiday decorations	Yearly	N/A
▪ Concerts, street festivals and other special events	To be determined	N/A
▪ Banners and other public art	To be determined	N/A
<i>**The services listed above are included in the proposed plan, but the plan is not limited to only these services</i>		

Management and Operations

The Ocean Avenue CBD's effectiveness in forming and maintaining relationships with the community is a vital component to the success of the Ocean Avenue CBD. A strong community relations effort emphasizes the importance of positive relationships within the Ocean Avenue area and encourages maximum community involvement. Active corridor management will also afford the opportunity to garner other material and financial support for the Ocean Avenue corridor.

Regular activities, initiatives, resources that support this task include:

- A dedicated Ocean Avenue part-time executive director who will serve as a focal point person and advocate for the district
- Office expenses including accounting, rent, utilities, office supplies, insurance, legal, and other professional services
- Grant applications and facilitation, including safety related efforts.

Existing City Services

The City currently provides services to the Ocean Avenue CBD area. The improvements, services, and activities funded by the Ocean Avenue CBD assessment revenue are in addition to those services currently provided by the City. The following table provides the existing services provided to the Ocean Avenue CBD area. By adopting this plan, the Board of Supervisors will confirm and continue to guarantee a level of City service equivalent to the levels provided in similar areas of the City.

Table 3: Existing Services Provided by City

Service	Primary City Department Provider(1)	Frequency
Maintenance:		
Sidewalk sweeping/litter pick-up	DPW Litter Patrol	Property owner or ground floor tenant responsible for every day – DPW can ticket for litter.
Gutter sweeping	DPW	Call 311 for a service request. Cost is \$320 per day when reported.
Cleaning & Repair street furniture	DPW	Call 311 for a service request. Does not include enclosed bus stops
Cleaning bus boarding islands	Comcast	As needed, Call 311 for a service request
Cleaning bus shelter	Comcast	As needed, Call 311 for a service request
Maintain trees, shrubs, groundcover on public property	DPW (BUF, BSCS)	Watering: younger trees (3 years or less) get 15 gallons of water a week. Palms watered during the warm period (Sept-Oct). Basin Cleaning: Usually complaint driven, trees subject to annual inspection; but there is no set schedule.
Tree well maintenance (litter and garbage removal)	DPW litter patrol	Only during Clean Team events or if BUF is pruning.(2)
Pressure/Power Washing Sidewalks Around Trash cans Only	DPW	During Eco-blitzes (3), and when 311 calls for service are placed
Tree Pruning/staking	DPW (BUF)	Pruning: is on a 5-7 regular year schedule, or is complaint based.
Tree Fertilizing and Soil Testing	DPW (BUF)	If necessary, is not recommended for Ocean Avenue trees; fertilizing if necessary
Sidewalks Repair/Damage Enforcement	DPW	DPW in charge of inspection and citations. Fronting property owner or merchant in charge of repair.
Maintenance and Repair of Street Lighting (bulbs)	PUC	As needed, Call 311 for a service request
Street Light Poles	MTA	As needed, Call 311 for a service request
Trash Receptacles/Street Furniture/Utility Boxes	DPW for receptacle maintenance	Call 311 for a service request.
Mechanical Street Sweep	DPW	Split – Wednesday 7-8 am on South Side, on Monday 7-8 am on North Side
Graffiti Removal:		
On street furniture/Utility Boxes	DPW	Call 311 for a service request.
On bus shelters/Boarding Islands	Comcast	As needed, Call 311 for a service request.
Trash Receptacle:		
Emptying Trash Receptacles	DPW/NorCal	Sunset Scavenger will have more info
Repairs/maintenance	DPW	Call 311 for a service request.
Cleaning/washing	DPW	Call 311 for a service request.
Code enforcement:	Depends on code	Call 311 for a service request
Safety:		
Radio Cars	SFPD	
Beat Officers (walking)	SFPD	½ time beat officer, no direct schedule on Ocean Avenue

(1) Department of Public Works (DPW), Bureau of Urban Forestry (BUF), Bureau of Street Cleaning Services (BSCS), Public Utilities Commission (PUC), Municipal Transportation Authority (MTA), Department of Public Health (DPH), and San Francisco Police Department (SFPD).

(2) Tree well maintenance (litter and garbage removal): If tree is not city owned, City can cite property owner if the tree well is not maintained. City can cite property owner even if it is a city owned tree, as the property owner is also responsible for the tree well litter and garbage.

(3) During City Sponsored Eco-blitz clean up and enforcement drives.

ANNUAL AMOUNT TO BE COLLECTED & EXPENDED

The maximum annual budget presented below represents the costs for providing the improvements, services, and activities within the Ocean Avenue CBD that are in addition to those services already provided by the City.

Beginning in Fiscal Year 2010/11, the maximum annual budget amount for the Ocean Avenue CBD is as follows:

Table 4: Budget and Revenue – Year 1

Budget Description	2010/11 Maximum Budget Amount	% of Total Budget
Cleaning, Maintenance, and Safety Program	\$125,000	52%
Marketing, Streetscape Improvements, and Beautification Program	43,658	18%
Management and Operations	63,000	26%
Contingency and Reserves	10,340	4%
Total 2010/11 Maximum Budget:	\$241,998	100%

Annual Revenue Description	2010/11 Annual Revenue Amount	% of Total Annual Revenue
Assessment Revenue	\$239,578	99%
Other Revenue(1)	2,420	1%
Total 2010/11 Annual Revenue	\$241,998	100%

(1) Comprised of additional funds generated from sources such as, grants, donations, and fees for service contracts and in kind donations.

During any future year of operation, the CBD Management Corporation may re-allocate funds from one budget category to another budget category. However, the annual re-allocation of budget category amounts shall not exceed or decrease more than 10% of the previous Fiscal Year's approved budget category amount.

The Fiscal Year 2010/11 total maximum assessment revenue is subject to an annual increase. The maximum annual assessment revenue increase will reflect the annual change in the March Consumer Price Index for All Urban Consumers in San Francisco-Oakland-San Jose ("CPI") or 3%, whichever is less. In no event shall the annual assessment revenue increase be less than zero (i.e., decreased). Note however, that this is the maximum annual assessment revenue and the actual amount assessed to properties may be less than this maximum, depending on desires of the Ocean Avenue CBD and its stakeholders and the Ocean Avenue CBD assessments will not be increased for the first three years of establishment, from 2010/11 through 2012/13.

Based upon a maximum possible annual assessment increase of 3%, beginning July 1, 2013, the total annual maximum assessment revenue each year for each of the 15 years is described in Table 5.

Table 5: Maximum Assessment Revenue

Fiscal Year	Total Maximum Annual Assessment Revenue(1)
2010/11	\$239,578
2011/12	239,578
2012/13	239,578
2013/14	246,765
2014/15	254,168
2015/16	261,793
2016/17	269,647
2017/18	277,737
2018/19	286,069
2019/20	294,651
2020/21	303,490
2021/22	312,595
2022/23	321,973
2023/24	331,632
2024/25	341,581
Total Maximum Assessment Revenue	\$4,220,835

(1) The total maximum amount assessed to property owners within the Ocean Avenue CBD each Fiscal Year.

METHOD OF ASSESSMENT

Source(s) of Financing

The levy and collection of annual assessments upon property within the Ocean Avenue CBD provides the primary funding source for the improvements, services, and activities previously outlined. The CBD Management Corporation can generate additional funds from sources other than annual assessments on properties within the Ocean Avenue CBD. These funds may include grants, donations, fees for service contracts, and in kind donations.

The Ocean Avenue CBD will not issue bonds to fund any of the improvements, services, and activities provided by the Ocean Avenue CBD.

Definitions

"Assessor's Data" – The street frontage, total square footage, structure square footage, or other Assessor's Parcel information contained in the records of the County Assessor.

"Assessor's Parcel" - A lot or parcel of land designated on an Assessor's Parcel Map with an assigned Assessor's Parcel number within the boundaries of the Ocean Avenue CBD.

"Assessor's Parcel Map" - An official map of the Assessor of the County designating Assessor's Parcels by Assessor's Parcel number.

"Building Square Foot(age)" - The total commercial structure square footage as shown in the Assessor's Data for each Assessor's Parcel, or other sources deemed reliable. If a building permit for new construction is issued as of June 30 of the previous Fiscal Year, the total commercial square footage for the Assessor's Parcel will be the amount as shown on the building permit; an increase in the annual assessment, if any, will not be considered an assessment increase per the 1994 Act or Proposition 218.

"CBD Management Corporation" - The Ocean Avenue CBD will be managed by a new non profit 501c3 organization (the "CBD Management Corporation") to be formed following the approval of the establishment of the Ocean Avenue CBD. The CBD Management Corporation serves as a private, nonprofit entity that is under contract with the City to administer or implement the improvements, services, and activities specified in the Management District Plan and including activities provided in the articles of incorporation and by-laws of the corporation.

"Commercial Property Use" – Assessor's Parcels or portions of Assessor's Parcels within the boundaries of the Ocean Avenue CBD of a commercial nature that are not used for Residential, Non-Profit Service Organization, Religious Institutional, Educational Institutional, or Public purposes.

"County" – The City and County of San Francisco, State of California.

"Educational Institutional Property Use" – Assessor's Parcels or portions of Assessor's Parcels within the boundaries of the Ocean Avenue CBD that provide public or private educational services including City College of San Francisco and Lick Wilmerding High School.

"Fiscal Year" - The period commencing on July 1 of any calendar year and ending June 30 of the following calendar year.

"Linear Street Frontage" or "Linear Street Foot(Feet)" - The street frontage of the Assessor's Parcel on Ocean Avenue within the District. The street frontage shall be based upon information as shown on the Assessor's Parcel Map, or other sources deemed reliable.

“Lot Size” or “Lot Square Foot(age)” - The total square footage of the lot as shown on the Assessor’s Parcel Map or in the Assessor’s Data for each Assessor’s Parcel.

“Non-Profit Service Organization Property Use” – Assessor’s Parcels or portions of Assessor’s Parcels within the boundaries of the Ocean Avenue CBD occupied with uses designated as non-profit service organizations and afforded a federal tax-exempt status. Does not include retail stores, or second hand shops set up for the purposes of raising funds for a non profit service organization.

“Religious Institutional Property Use” – Assessor’s Parcels or portions of Assessor’s Parcels within the boundaries of the Ocean Avenue CBD designated for the use of religious institutional purposes. Does not include retail stores, or second hand shops set up for the purposes of raising funds for a religious institution.

“Phelan Loop Parcel” -The Phelan Loop Parcel number 3180-001 is undergoing a major redevelopment and is expected to be sub-divided into various parcels in the near future. The project under development consists of a new public plaza and the re-configuration of a multi-line MUNI bus transit turnaround, a new mixed-use housing and retail development, an expanded City College campus, upgrades to the existing fire station, an expansion of Lee Avenue, a reconfigured emergency water reservoir area and possibly new reservoir facilities and new open recreation fields. The new plaza, featuring improved pedestrian and public amenities and space for public events, will provide a public open space to connect thousands of pedestrians and transit riders to the multi-line bus turnaround, to the planned new housing development, to the planned City College new expanded campus, and to the Ocean Avenue neighborhood commercial district.

Currently parcel number 3180-001 is used for multiple purposes, including the Municipal Transportation Agency bus turnaround and waiting area, parking lots, a fire station, open space/landscaped areas, Public Utility Commission empty water reservoirs, and City College.

When Assessor's Parcel 3180-001 rennumbers, consolidates, and/or subdivides, the Phelan Loop Parcel shall be identified by the subsequent Assessor's Parcel number(s) assigned to that portion of land fronting Ocean Avenue, Phelan Avenue, or the new Phelan Loop public plaza, encompassing the current bus turnaround area, and the open space on the corner of Ocean Avenue, the fire station, and City College. If the Phelan Loop Parcel's land use changes to a land use to something other than the current land use, the Assessor's Parcel will be assessed according to the updated land use and land configuration. An increase in the annual assessment from the land use change, if any, will not be considered an assessment increase per the 1994 Act or Proposition 218.

“Public Property Use” - Assessor’s Parcels or portions of Assessor’s Parcels within the boundaries of the Ocean Avenue CBD owned by a public agency such as: open space areas, public transit areas, public parking facilities, public libraries, and fire stations, provided that any property leased by a public agency to a private entity and subject to the assessment under the 1994 Act shall be assessed and classified according to its use.

“Residential Property Use” – Assessor’s Parcels or portions of Assessor’s Parcels within the boundaries of the Ocean Avenue CBD used for residential purposes.

Basis of Assessment

The benefits provided to real property within the Ocean Avenue CBD relate to the improvements, services, and activities carried out by the CBD Management Corporation and more fully described in the “Description of the Improvements, Services, and Activities” section of this Management District Plan.

Assessor's Parcels within the Ocean Avenue CBD display a unique usage (combined retail, restaurant, commercial, residential, etc.) that comes in a wide variety of parcel sizes, building sizes, shapes, and formats. These configurations make it difficult to use a standardized formulaic approach in assigning special benefit and determining the proportional assessment. In an effort to enhance the image and desirability of the Ocean Avenue CBD area, the CBD Management Corporation intends to provide additional levels of cleaning, maintenance, and safety services along a portion of Ocean Avenue above the existing services already provided by the City. Currently, any desired services and activities above the City's baseline levels are the financial responsibility of the individual property owners.

To maintain an overall cleanliness for visitors, residents, and merchants on the corridor, the Cleaning, Maintenance, and Safety services will include, but are not limited to, sidewalk and Municipal Railway island cleaning, graffiti removal, trash removal, and maintenance of trees along the corridor. Safety for visitors, merchants, residents on the corridor has continued to be a concern on the corridor. Safety includes crime prevention and pedestrian safety. There will be continued collaboration with the San Francisco Police Department on Ocean Avenue. The Ocean Avenue CBD will provide assistance to visitors, and provide street population ambassadors/guides/security that promotes citizen efforts through assistance in crime prevention, way-finding, and assisting homeless with social services. The Ocean Avenue CBD will also be an advocate for more pedestrian safety in the Ocean Avenue CBD area and promoting walkable streets through events. Cleaning, Maintenance and Safety services and their frequencies of these services are summarized in Table 2.

To combine property owner efforts and achieve certain economies of scale, assessment revenue collected from Ocean Avenue CBD property owners will provide the necessary funding for the proposed Cleaning, Maintenance, and Safety program services and activities. To recognize the linear benefits received from the enhanced services and activities the Cleaning, Maintenance, and Safety program portion of the annual budget the budget is allocated based on the parcel's Linear Street Frontage assigned. Further, the zone location for each parcel takes into account the levels of benefit received from the enhanced services and activities unique to each zone.

County Assessor Parcel Maps provided the Linear Street Frontage for each Assessor's Parcel. The property owner will confirm the Linear Street Frontage assigned to his or her property. The assessment notice and petition provided to each benefiting property owner will include each Assessor's Parcel's assigned information. Assessor's Parcels that do not have direct street frontage, as a result of being located on a floor other than the ground floor, are assigned Linear Street Frontage based upon their portion of the entire building's assigned Linear Street Footage and land use.

Zone 1 Non-profit and religious organizations

Throughout Zone 1, properties with non-profit service organization or religious institutional land use designations will receive a reduced level of Cleaning, Maintenance, and Safety program services for the corresponding street frontage for these properties. These designated property uses will receive approximately 75% of the sidewalk sweeping, refuse removal, steam cleanings, and pressure washing service levels that other Zone 1 properties receive. To account for the reduction in benefit of the Non-Profit Service Organization Property Use and Religious Institutional Property Use, from the Cleaning, Maintenance, and Safety program activities; the Linear Street Frontage assessment rate for Non-Profit Service Organization Property Use and for Religious Institutional Property Use is 75% of the Zone 1 Linear Street Frontage assessment rate applied to all other land uses.

Zone 2 Assessments

Zone 2 receives reduced Cleaning, Maintenance, and Safety program services from that which is provided throughout Zone 1. The specific service programs and the frequency of those service programs provided to Zone 2 only are summarized in the Description of Improvements, Services, and Activities section of this report. The special benefit and service levels from the enhanced Cleaning, Maintenance, and Safety program provided to Zone 2 is approximately 50% of the level of Ocean Avenue CBD services provided to Zone 1. Therefore, to account for the reduced service levels and

the amount of Linear Street Frontage assigned in Zone 2 as compared to Zone 1, approximately 10% of the Cleaning, Maintenance, and Safety program total budget is allocated to Zone 2. The annual assessment rate for parcels located in Zone 2 is based upon their portion of the Cleaning, Maintenance, and Safety program budget and the total Linear Street Frontage assigned to Assessor's Parcels in Zone 2.

Based upon the 2010/11 County secured roll information, the total Linear Street Frontage for the Ocean Avenue CBD is 7,556 Linear Street Feet. The Linear Street Frontage assigned to Zone 1 is 6,023 Linear Street Feet and the Linear Street Frontage assigned to Zone 2 is 1,533 Linear Street Feet. The Assessment Roll in Appendix B provides a breakdown of the Linear Street Frontage assigned for each Assessor's Parcel.

Marketing, Streetscape Improvements, and Beautification program services are essential to encourage business development and retention, minimize property vacancies, and persuade visitors to come to the Ocean Avenue area to shop, dine, and conduct business. A well marketed and attractive area provides property owners with the ability to achieve the highest and best use of the property, and generate a greater demand for available space. Some of the plans to increase the market awareness of the Ocean Avenue area includes: creating a greater draw of visitors through special events and targeted marketing promotions, holiday decorations, and positioning the Ocean Avenue area more competitively. Given the types of planned marketing programs and activities, it is determined that Commercial Property Uses will receive a direct special benefit as will parcels that front the Phelan Loop public plaza under development where many special events and marketing activities will take place. The marketing assessment is assigned to those properties, or portions of properties, designated as commercial use only.

Various activities in the Marketing, Streetscape Improvements, and Beautification services promote foot traffic, patrons to shop and dine in the Ocean Avenue CBD area and create safer streets. Marketing activities include newsletters, advertisements, brochures, and Ocean Avenue CBD website will promote events and help bring in more patrons to the local businesses. Yearly holiday decorations on Ocean Avenue could expand with more decorations and activities. Other events on the corridor would include concerts, street festivals and other special events throughout the year. Programming and activation services for some of these events will occur at the Phelan Loop public plaza.

Streetscape improvements and beautification such as capital improvements, street furniture, public art and spaces, and streetscape greening are examples the CBD Management Corporation can incorporate in their activities. Advocacy on safety issues with streetscape improvements goes beyond marketing programs that create image and visibility. Advocacy activities include services to advocate resources for businesses, pedestrian safe streets for the neighborhood, and representing the district interests in citywide forums. These services and their frequencies are summarized in Table 2.

The primary goal of the Marketing, Streetscape Improvements, and Beautification program is to increase the desirability of existing space, both building and property, throughout the Ocean Avenue CBD. The marketing assessments are based upon commercial properties proportional special benefit received from the enhanced services, which will provide the necessary funding to carry out the Marketing, Streetscape, and Beautification program activities. To recognize the special benefits that will maximize the desirability of existing and future building space, as well as lot area, the Marketing, Streetscape Improvements, and Beautification program annual budget is allocated based on a combination of both building size and lot size. In order to equitably blend the two property characteristics of building size and lot size, the Marketing, Streetscape Improvements, and Beautification program budget is allocated 75% based on building size and 25% based on lot size.

Based upon the 2010/11 County secured roll information, the total Building Square Footage for commercial properties is 353,420 square feet. The Lot Square Footage for commercial properties is 508,006 square feet. The Assessment Roll in Appendix B provides a breakdown of the Building

Square Footage and Lot Square Footage assigned for each commercial Assessor's Parcel in the Ocean Avenue CBD.

Zone 1 Phelan Loop Parcel

The Phelan Loop Parcel number 3180-001 is undergoing a major re-development and is expected to be subdivided into various parcels in the near future. The project under development consists of a new public plaza and the reconfiguration of a multi-line MUNI bus transit turn-around, a new mixed-use housing and retail development, an expanded City College campus, upgrades to the existing fire station, an expansion of Lee Avenue, a reconfigured emergency water reservoir area and possibly new reservoir facilities and new open recreation fields. The new plaza, featuring improved pedestrian and public amenities and space for public events, will provide a public open space to connect thousands of pedestrians and transit riders to the multi-line bus turnaround, to the planned new housing development, to the planned City College new expanded campus, and to the Ocean Avenue neighborhood commercial district.

Currently, parcel number 3180-001 is used for multiple purposes, including the Municipal Transportation Agency bus turnaround and waiting area, parking lots, a fire station, open space/landscaped areas, Public Utility Commission empty water reservoirs, and City College. All of the sidewalks fronting the Phelan Loop Parcel and Phelan Loop reconfigured parcels along Ocean Avenue and the sidewalk area wrapping around to Phelan Avenue in front of the corner landscaped garden area and in front of the proposed Bus turnaround's Phelan Avenue edge will receive cleaning and maintenance services, and will be assessed on the length of the linear frontage of the fronting sidewalk. The sidewalks fronting the proposed expanded City College Campus area along Phelan Avenue will not receive Ocean Avenue CBD services and will not be assessed on their linear frontage.

The MUNI bus turnaround will receive cleaning and landscaping services from the Ocean Avenue CBD and will be charged for the square footage internal to the site that will receive maintenance and cleaning services from the Ocean Avenue CBD.

The corner landscaped garden area of the Phelan Loop Parcel at Ocean Avenue will receive gardening and maintenance services from the Ocean Avenue CBD and its square footage will be subject to an additional assessment to pay for this additional level of service.

The Phelan Plaza will link the existing commercial district to persons working and studying at the expanded City College campus and living in the 250 units of new housing which are under development. Due to these developments which are underway, thousands of new people will be coming to the Ocean Avenue commercial district. The Ocean Avenue CBD will host and manage special events at the Phelan Loop public plaza which is under development. The Ocean Avenue CBD marketing and promotion services will make sure new visitors, employees, students and residents know where to shop and eat and will help them enjoy their experience along Ocean Avenue and at the public plaza. City College, the adjacent housing development and ground floor retail fronting the plaza will benefit from an activated, safe and maintained plaza at the entrance to their properties therefore their lot size will be assessed to help fund the plaza activation and management services. Commercial building square footage and lot square footage will be assessed to fund the marketing, special event and promotion services within the entire Ocean Avenue CBD area including special events at the Phelan Plaza as well. The Ocean Avenue CBD will work with City College and the housing owner's property management company and City departments to ensure the plaza is safe, regularly maintained and cleaned.

Exempted Uses within the Phelan Loop Parcel

The land dedicated for use by the Public Utilities Commission for future Emergency Water Storage will be exempt from assessment within the Ocean Avenue CBD as it will not benefit from Ocean Avenue CBD services and does not have fronting sidewalk along Ocean Avenue or near the corner of Ocean Avenue and Phelan Avenue.

The current assessable portion of the Phelan Loop Parcel Linear Street Frontage is 405.00 linear feet. The current assessable portion of the Phelan Loop Parcel Lot Square Footage is 7,632 square feet.

When Assessor's Parcel 3180-001 rennumbers, consolidates, and subdivides that parcel shall be identified with subsequent Assessor's Parcel number(s) assigned to their respective portions of land. When the Phelan Loop Parcel developments are constructed the new reconfigured Assessor's Parcels will be assessed according to their updated land use. An increase in the annual assessment, if any due to the reconfigured parcels and new construction and development projects, will not be considered an assessment increase per the 1994 Act and Proposition 218. During construction, any portion of the Phelan Loop Parcel under construction will only be charged for linear frontage during construction that will receive cleaning services from the Ocean Avenue CBD during construction. Phelan Loop parcels under construction and not in active use will not be charged for building square footage or lot square footage assessments until construction of the new development is completed.

General Benefits to the Public

Although the improvements, services, and activities provided throughout the Ocean Avenue CBD incorporates public streets and rights of way, it is clear that the improvements, services, and activities provided are directed towards, and necessary for, the cleanliness and maintenance of the Ocean Avenue area, the safety of commercial and residential property tenants, property owners, visitors, as well as, the enhancement of the business environment, and the increased opportunities of the properties throughout the Ocean Avenue CBD. The Ocean Avenue CBD will not provide any of these improvements, services, and activities to properties located outside of the Ocean Avenue CBD boundaries. The CBD Management Corporation will use collected assessment revenue to pay for the enhanced improvements, services, and activities that are over and above the baseline services currently provided by the City. However, in assigning direct benefit, public access, use, or availability of these improvements, services, and activities by others was considered.

The general benefits to the public at large are minimal. Various CBDs around the City conducted surveys¹ to determine the likelihood of individuals passing through their boundaries without the intention of engaging in any type of commerce activity in the CBD. Of those surveyed, less than 1% indicated that they do not nor do they ever have the intention of engaging in any type of commerce regardless of any future BID programs and services provided. To account for this activity, 1% of the total annual budget is considered general benefit. Properties within the Ocean Avenue CBD are not assessed this 1% general benefit.² Further, the City will continue to provide the general baseline services within the Ocean Avenue CBD, consistent with the provision of baseline services in other similar areas of the City.

¹ In 2009, the City along with the Greater Union Square BID and the West Portal CBD conducted streets surveys to determine the level of general benefit received from the improvements, services, and activities.

² This 1% is reflected in "Other Revenue" in the 2010/11 CBD budget.

Assessment Calculation

Table 6: Zone 1 Fiscal Year 2010/11 Assessment Calculation Rates

Zone 1 - Assessment Category Description	Fiscal Year 2010/11 Assessment Rate
Linear Street Frontage for Assessor's Parcels designated as: Commercial Property Use Residential Property Use Public Property Use Phelan Loop Parcel and Reconfigured Parcel Uses	\$26.28 per Linear Street Foot
Linear Street Frontage for Assessor's Parcels designated as: Non-Profit Service Organization Property Use or Religious Institutional Property Use	\$21.00 per Linear Street Foot
Building Square Footage for Assessor's Parcels designated as: Commercial Property Use	\$0.111 per Building Square Foot
Lot Square Footage for Assessor's Parcels designated as: Commercial Property Use	\$0.0276 per Lot Square Foot
Lot Square Footage for Phelan Parcel Corner Landscaped Garden & Phelan Parcel Bus Turnaround	\$1.31 per Lot Square Foot
Lot Square Footage for Phelan Parcels Fronting and Accessed off of the Phelan Plaza* <i>*Will only take effect following the construction of the individual proposed developments including the Phelan Plaza, Phelan mixed use housing and expanded City College developments.</i>	\$0.0574 per Lot Square Foot

Zone 1 Annual Assessment Calculation:

$$\begin{array}{lclclcl}
 \text{Linear Street Frontage Assessment} & = & \text{Assigned Linear Street Frontage} & \times & \text{Linear Street Frontage Assessment Rate} \\
 \text{Building Square Footage Assessment} & = & \text{Commercial Property Use Building Square Footage} & \times & \text{Building Square Footage Assessment Rate} \\
 \text{Lot Square Footage Assessment} & = & \text{Commercial Property Use Lot Square Footage} & \times & \text{Lot Square Footage Assessment Rate}
 \end{array}$$

Zone 1 Assessor's Parcel Annual Assessment:

$$\text{Assessor's Parcel Annual Assessment} = \text{Linear Street Frontage Assessment} + \text{Building Square Footage Assessment} + \text{Lot Square Footage Assessment}$$

Zone 1 Phelan Loop Parcel Annual Assessment:

$$\text{Phelan Loop Parcel Annual Assessment} = \text{Assigned Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate} + \text{Assigned Lot Square Footage} \times \text{Lot Square Footage Assessment Rate}$$

Table 7: Zone 2 Fiscal Year 2010/11 Assessment Calculation Rates

Zone 2 - Assessment Category Description	Fiscal Year 2010/11 Assessment Rate
Linear Street Frontage for Assessor's Parcels designated as: Educational Institutional Property Use Public Property Use	\$13.90 per Linear Street Foot

Zone 2 Annual Assessment Calculation:

$$\begin{array}{ccccc} \text{Linear Street Frontage} & & & & \text{Linear Street Frontage} \\ \text{Assessment} & = & \text{Linear Street Frontage} & \times & \text{Assessment Rate} \end{array}$$

Zone 2 Assessor's Parcel Annual Assessment:

$$\begin{array}{ccc} \text{Assessor's Parcel} & = & \text{Linear Street Frontage} \\ \text{Annual Assessment} & & \text{Assessment} \end{array}$$

Maximum Annual Assessments

The Zone 1 Fiscal Year 2010/11 maximum annual assessment rates are as follows:

- Per Linear Street Foot (Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel): \$26.28
- Per Linear Street Foot for (Non-Profit Service Organization Property Use, and Religious Institutional Property Use): \$21.00
- Per Commercial Property Use Building Square Foot: \$0.111
- Per Commercial Property Use Lot Square Foot: \$0.0276
- Per Phelan Loop Parcel Lot Square Foot: \$1.31

The Zone 2 Fiscal Year 2010/11 maximum annual assessment rate is as follows:

- Per Linear Street Foot (Educational Institutional Property Use and Public Property Use): \$13.90

Maximum Annual Assessment Increases

Beginning July 1, 2013, all maximum assessment rates are subject to an annual increase, if approved by a vote of the CBD Management Corporation. The maximum assessment rates will reflect the annual change in the March Consumer Price Index for All Urban Consumers in San Francisco-Oakland-San Jose or 3%, whichever is less. However, in no event shall the annual increase be less than zero. The maximum possible increase of 3% to the maximum assessment rates for the next 15 years is described in Table 8.

Table 8: Maximum Annual Assessment Increases

Fiscal Year	Zone 1 Linear Foot Rate(1)	Zone 1 Linear Foot Rate NPSO, RI (2)	Zone 1 Commercial Building Square Foot Rate	Zone 1 Commercial Lot Square Foot Rate	Zone 1 Phelan Loop Parcel Segment Lot Square Foot Rate	Zone 2 Linear Foot Rate(3)
2010/11	\$26.28	\$21.00	\$0.111	\$0.0276	\$1.31	\$13.90
2011/12	26.28	21.00	0.111	0.0276	1.31	13.90
2012/13	26.28	21.00	0.111	0.0276	1.31	13.90
2013/14	27.07	21.63	0.114	0.0284	1.35	14.32
2014/15	27.88	22.28	0.118	0.0293	1.39	14.75
2015/16	28.72	22.95	0.121	0.0302	1.43	15.19
2016/17	29.58	23.64	0.125	0.0311	1.47	15.65
2017/18	30.47	24.35	0.129	0.0320	1.52	16.12
2018/19	31.38	25.08	0.133	0.0330	1.56	16.60
2019/20	32.32	25.83	0.137	0.0339	1.61	17.10
2020/21	33.29	26.61	0.141	0.0350	1.66	17.61
2021/22	34.29	27.40	0.145	0.0360	1.71	18.14
2022/23	35.32	28.23	0.149	0.0371	1.76	18.68
2023/24	36.38	29.07	0.154	0.0382	1.81	19.24
2024/25	37.47	29.94	0.158	0.0394	1.87	19.82

(1) Includes Commercial, Residential, Public Property, and Phelan Loop Parcel Segment.

(2) Includes Non-Profit Service Organization, and Religious Institutional Property.

(3) Includes Public Property.

Regardless of the assessment amount actually levied each year (assessments may be levied at less than the maximum assessment rate), the maximum allowable assessment rates will increase as described above. Any increase in the actual amount of the assessment levied, as long as it does not exceed the maximum assessment for that Fiscal Year, is not considered an increase of the assessment as defined by Proposition 218.

Time and Manner of Collecting Assessments

The City will levy and collect Ocean Avenue CBD assessments in the same manner and at the same time as ordinary *ad valorem* property taxes; except that for Fiscal Year 2010/11 only, the City will send out a separate direct bill to each property owner for payment of the assessment amount.

Engineer's Report

The Ocean Avenue Community Benefits District Engineer's Report prepared in support of the Ocean Avenue CBD has been prepared as a separate document. Appendix C of this Management District Plan includes a copy of the Engineer's Report.

OCEAN AVENUE CBD MANAGEMENT

Ocean Avenue CBD Term

Under the provisions of The Business Improvement Districts Procedure “Article 15”, The San Francisco Business and Tax Regulations Code, the maximum number of years for a CBD is 15 years. Once the term expires, the stakeholders need to undertake proceedings to authorize the CBD for additional years.

The proposed initial term for the Ocean Avenue CBD is set at 15 years. The City will levy assessments beginning Fiscal Year 2010/11 up through and including Fiscal Year 2024/25. In order to authorize the levy and collection of assessments after Fiscal Year 2024/25, the Ocean Avenue CBD will need to go through the renewal process pursuant to the 1994 Act as augmented by Article 15.

Proposed Ocean Avenue CBD Rules and Regulations

The Ocean Avenue CBD will be managed by a new non profit 501c3 organization (the “CBD Management Corporation”) to be formed following the approval of the establishment of the Ocean Avenue CBD. The CBD Management Corporation serves as a private, nonprofit entity that is under contract with the City to administer or implement the improvements, services, and activities specified in the Management District Plan.

The Board of Directors of the CBD Management Corporation must be comprised of at least 20% non property owning businesses per the Business Improvement Districts Procedure Code.

The CBD Management Corporation must comply with the Ralph M. Brown Act, commencing with Section 54950 of the Government Code, at all times when matters of the Ocean Avenue CBD are heard, discussed, or deliberated. The CBD Management Corporation will also comply with the California Public Records Act, commencing with Section 6250 of the Government Code, for all documents relating to the activities of the Ocean Avenue CBD.

The powers and responsibilities for the CBD Management Corporation are as follows:

- Review improvements, services, and activities provided and establish priorities for the upcoming Fiscal Year
- Implement the improvements, services, and activities specified in the Management District Plan by determining levels of improvements, services, and activities
- Submit an annual report to Board of Supervisors
- Coordinate with City staff regarding operational issues of the Ocean Avenue CBD
- Hold meetings no less frequently than once per year

Each year, the CBD Management Corporation shall prepare a report for the associated Fiscal Year, except the First Year for which assessments are levied and collected to pay the costs of the improvements, services, and activities described in the report. The report shall be due after the first year of operation of the Ocean Avenue CBD. The CBD Management Corporation will file a report with the Clerk of the Board that contains or provides the following:

- A reference to the Ocean Avenue CBD by name
- The Fiscal Year to which the annual report applies
- Any proposed changes in the boundaries, benefit zones or classification of property of the Ocean Avenue CBD
- The services, improvements, and activities to be provided for that Fiscal Year

- An estimate of the cost of providing the services for that Fiscal Year
- Any proposed changes to the basis and method of levying the assessments
- The method and basis of levying the assessment in sufficient detail to allow each property owner to estimate the amount of the assessment to be levied against his or her property for that Fiscal Year
- The amount of any surplus or deficit revenues to be carried over from a previous Fiscal Year
- The amount of any contributions to be made from sources other than assessments levied

The Board of Supervisors may approve the annual report filed by the Ocean Avenue CBD Management Corporation, or the Board of Supervisors may modify any particulars contained in the report, and then approve it as modified. Any modification to the annual report shall be made pursuant to Sections 36635 and 36636 of the 1994 Act.

However, the Board of Supervisors can not approve a change in the basis and method of levying assessments that would impair an authorized or executed contract to be paid from the revenues derived from the levy of assessments.

Additional Matters

The stakeholders formed the Ocean Avenue CBD after considerable outreach and careful research; based on information and sources deemed to be reliable. If a property owner thinks that the assessment has been calculated or applied in error, he or she must first contact the Ocean Avenue CBD Management Corporation to correct the property information used to calculate the assessment. If the property owner is not satisfied with the response, then he or she may request an assessment re-calculation from the City and County of San Francisco's Office of Economic and Workforce Development per the assessment formula included in the management plan.

Disestablishment

Each year that the Ocean Avenue CBD is in existence, there will be a 30-day period during which the property owners will have the opportunity to request disestablishment of the Ocean Avenue CBD. This 30-day period begins each year on the anniversary date the Board of Supervisors established the Ocean Avenue CBD. Within that 30-day period if a written petition is submitted by the owners of real property who pay 50% or more of the assessments levied, the Ocean Avenue CBD may be disestablished by the Board of Supervisors.

A majority (six members) of the Board of Supervisors may initiate disestablishment proceedings at any time based on improper actions by the CBD Management Corporation, such as misappropriation of funds, malfeasance, or violation of law.

A supermajority (eight members) of the Board of Supervisors may initiate disestablishment proceedings for any reason.

All outstanding indebtedness must be paid prior to disestablishment of the Ocean Avenue CBD.

Assessor's Parcel Listing

Appendix B of this report provides a listing of all of the Assessor's Parcels, including the Assessor's Parcel number, Owner, Benefit Zone, Linear Street Frontage, Commercial Property Building Square Footage, and Commercial Property Lot Square Footage subject to the Ocean Avenue CBD annual assessment.

The "Proposed Source(s) of Financing" section of this Management District Plan provides the assessment methodology used in determining each Assessor's Parcel's maximum annual assessment.

Delinquent Payments

The City will place the Ocean Avenue CBD assessments on the County annual secured property tax bills for regular collection at the standard due dates (due twice per year). The Ocean Avenue CBD assessment will appear as a separate line item on the property tax bill; except that for Fiscal Year 2010/11 only, the City will send out a separate direct bill to each property owner for payment of the assessment amount. The City will directly bill any Assessor's Parcels which do not regularly receive a property tax bill from the City.

All delinquent payments, including penalties and accrued interest, will be identified in the budgeted categories outlined in the "Total Annual Amount Proposed to be Expended" section of this report. The CBD Management Corporation will determine the budget allocation.

APPENDICES

Boundary Map	A
Assessor's Parcel Listing	B
Engineer's Report	C

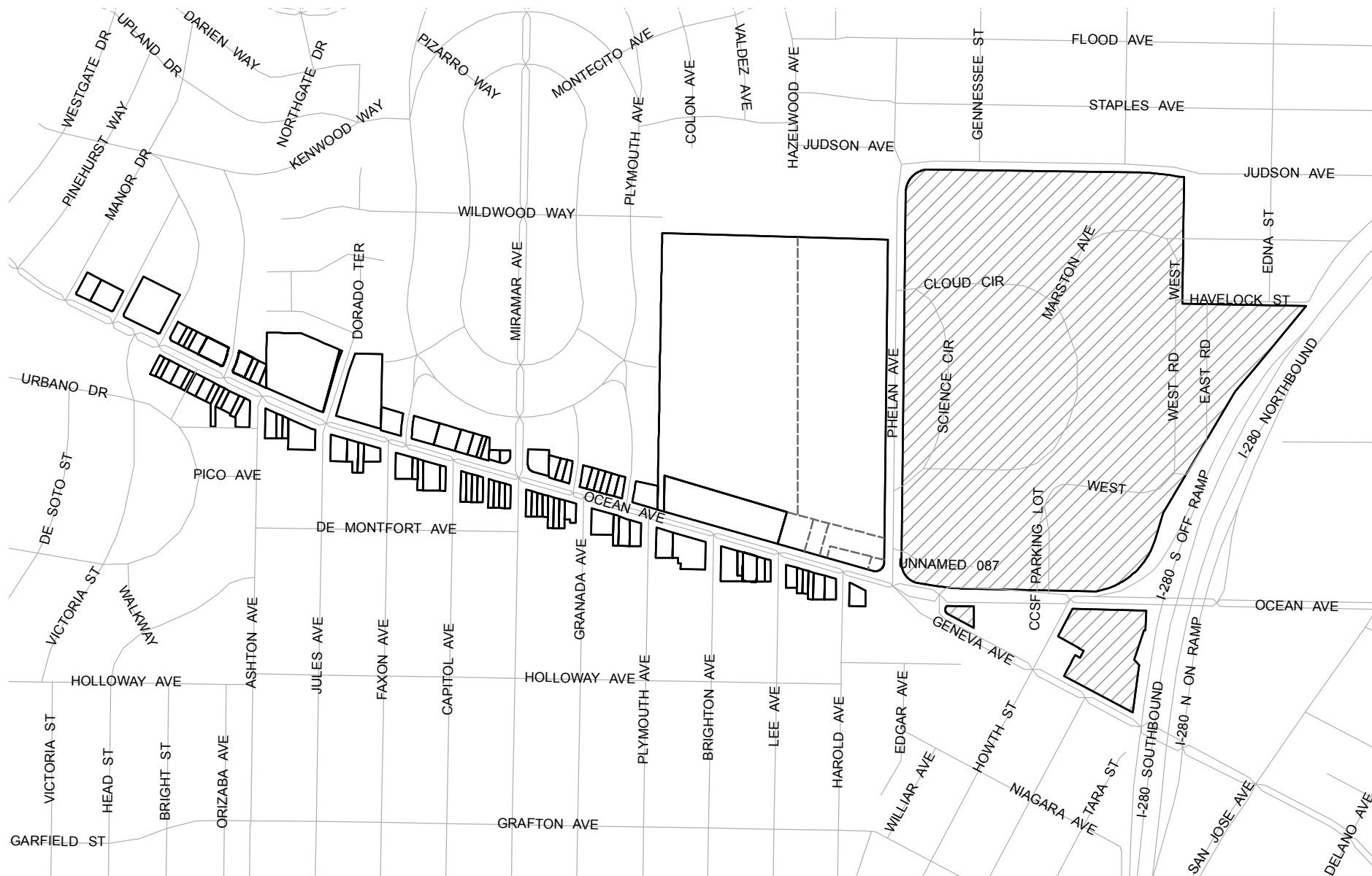
APPENDIX A – BOUNDARY MAP

The following pages provide a boundary map that outlines the boundaries of the Ocean Avenue CBD, as well as the location and identification of each Assessor's Parcel subject to the annual assessment.

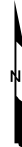
BOUNDARY MAP

CITY AND COUNTY OF SAN FRANCISCO

OCEAN AVENUE COMMUNITY BENEFITS DISTRICT



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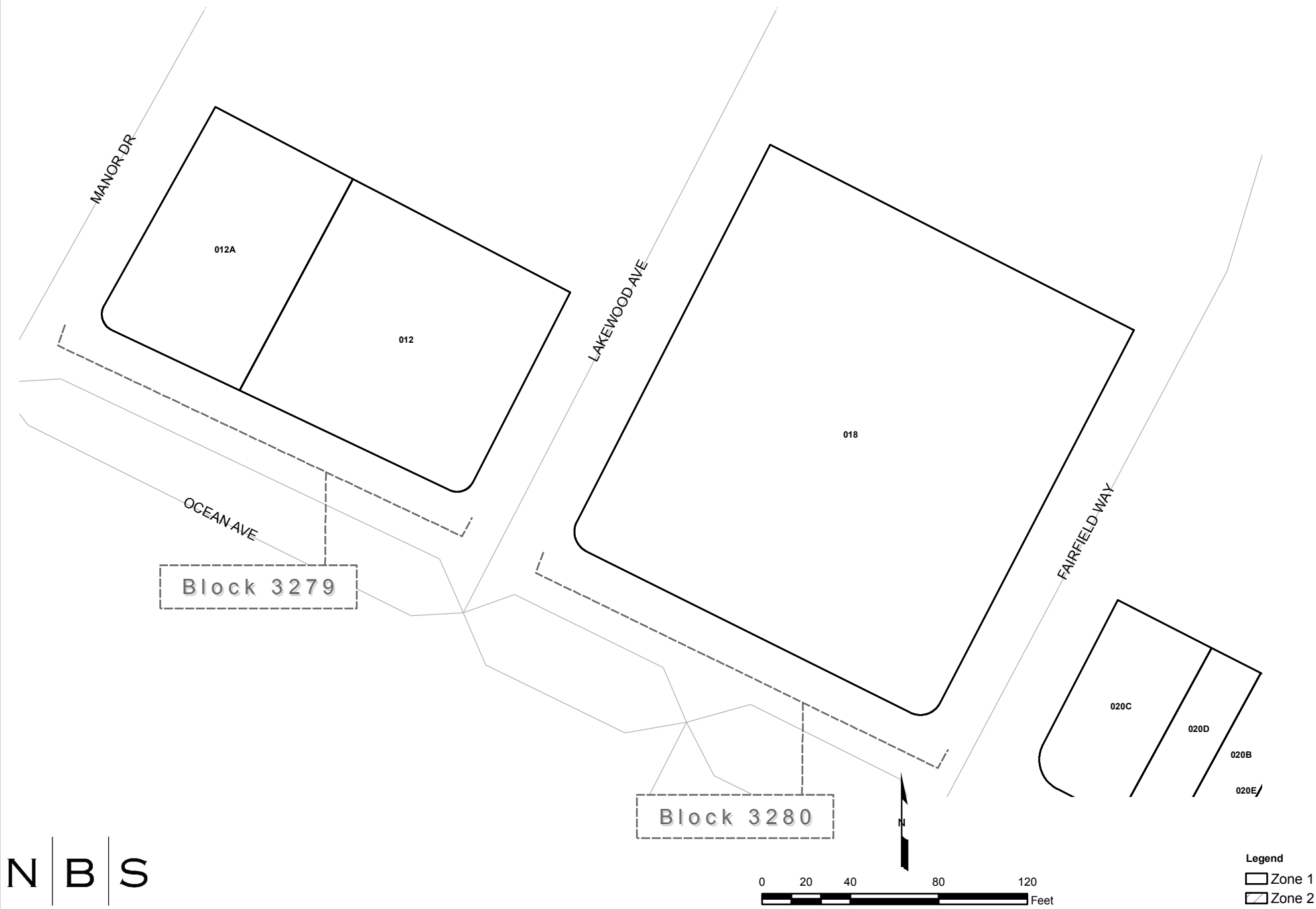
Legend

- Zone 1
- Zone 2

BOUNDARY MAP

CITY AND COUNTY OF SAN FRANCISCO

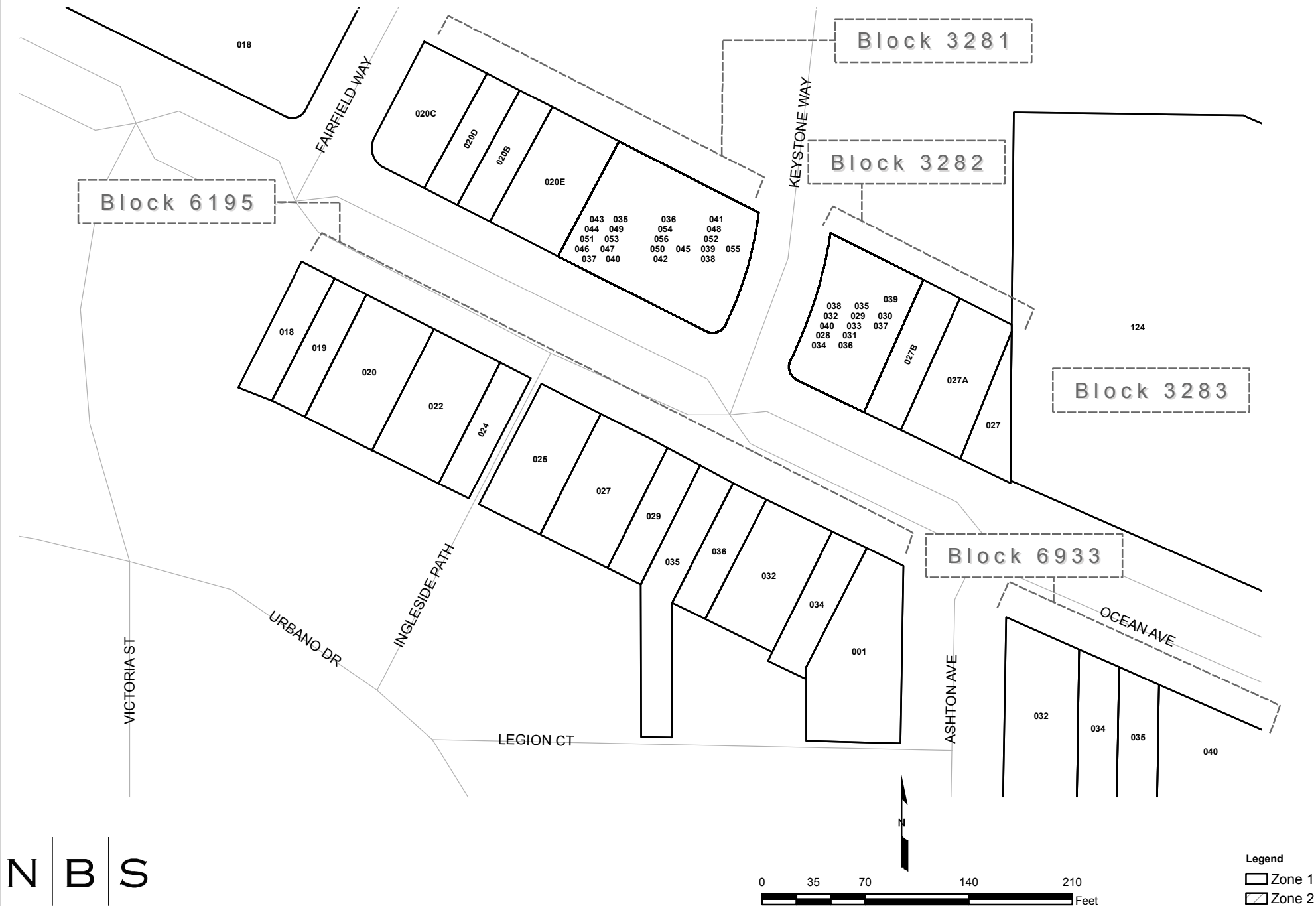
OCEAN AVENUE COMMUNITY BENEFITS DISTRICT



BOUNDARY MAP

CITY AND COUNTY OF SAN FRANCISCO

OCEAN AVENUE COMMUNITY BENEFITS DISTRICT



BOUNDARY MAP

CITY AND COUNTY OF SAN FRANCISCO

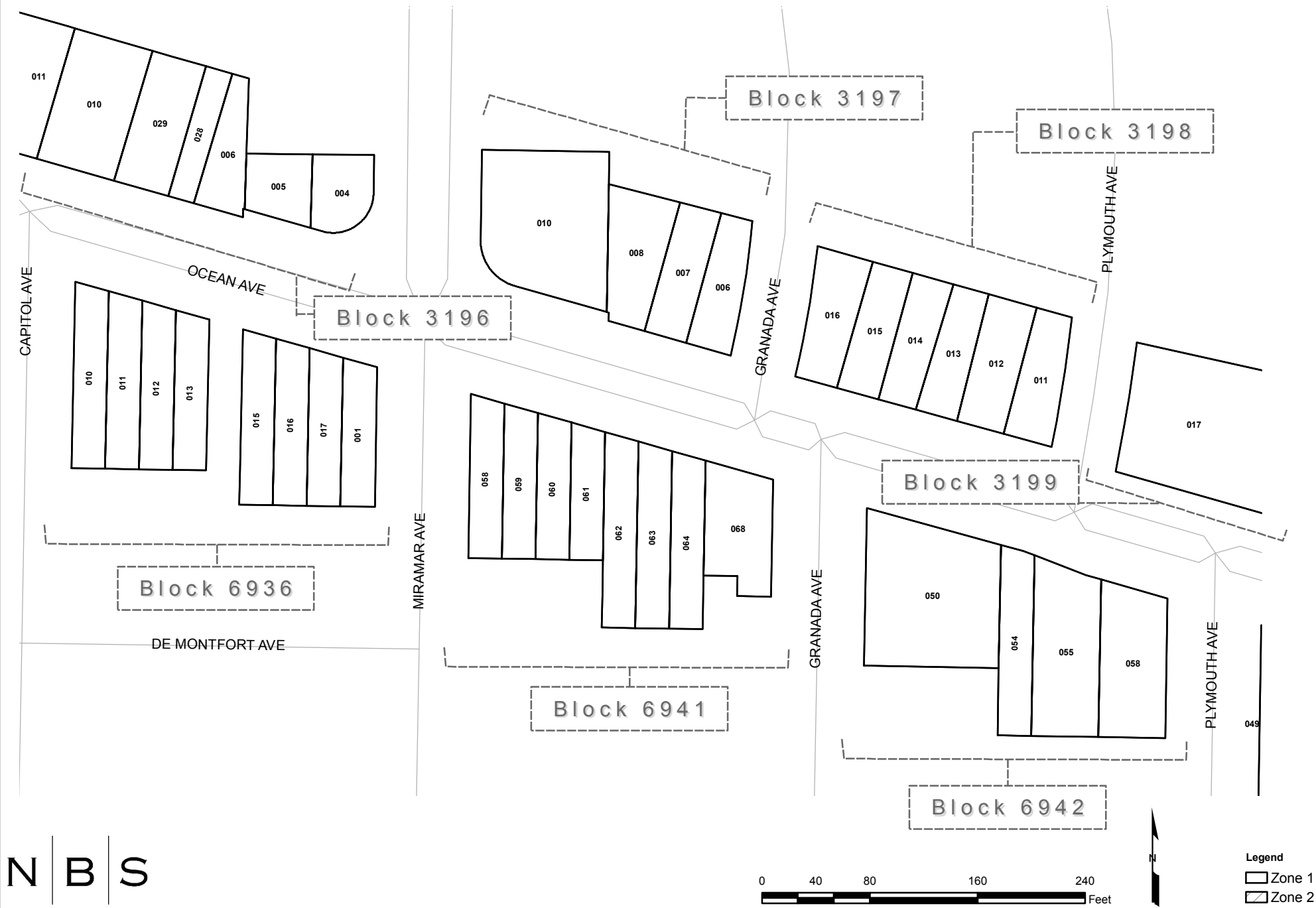
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BOUNDARY MAP

CITY AND COUNTY OF SAN FRANCISCO

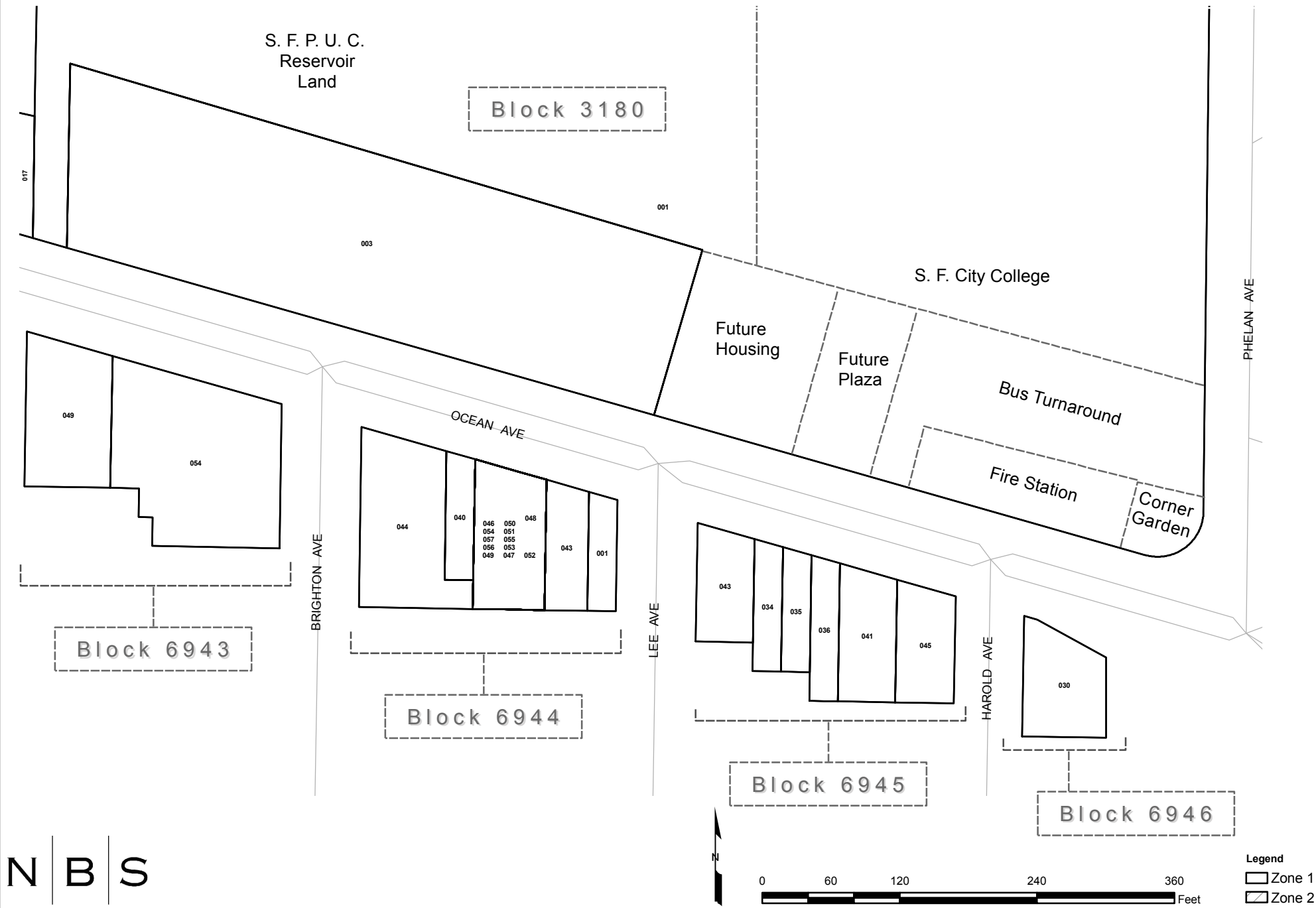
OCEAN AVENUE COMMUNITY BENEFITS DISTRICT



BOUNDARY MAP

CITY AND COUNTY OF SAN FRANCISCO

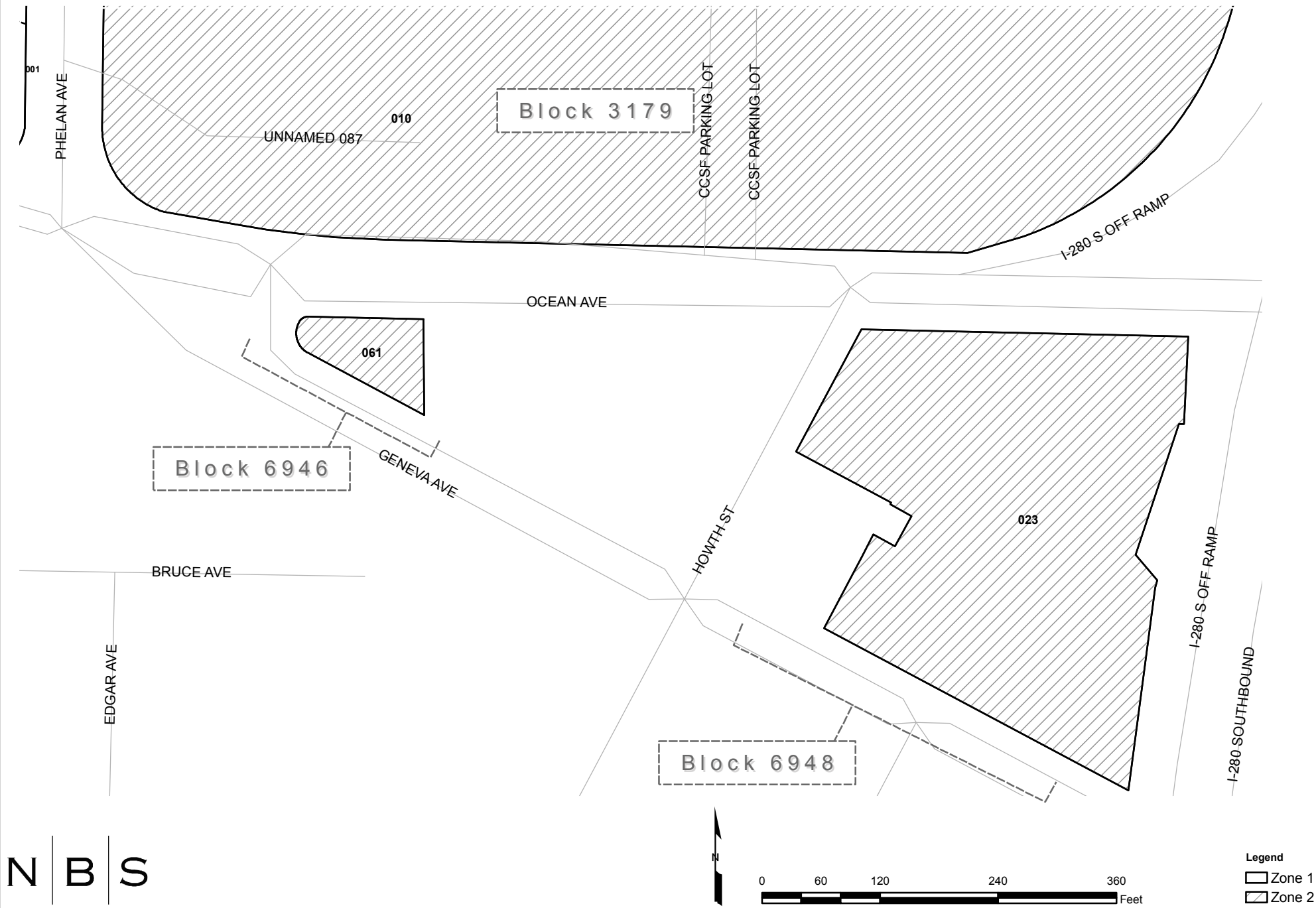
OCEAN AVENUE COMMUNITY BENEFITS DISTRICT



BOUNDARY MAP

CITY AND COUNTY OF SAN FRANCISCO

OCEAN AVENUE COMMUNITY BENEFITS DISTRICT



APPENDIX B – ASSESSOR’S PARCEL LISTING

Following is a list of all of the Assessor’s Parcels, including the Assessor’s Parcels, including the Assessor’s Parcel number, Owner, Benefit Zone, Linear Street Frontage, Commercial Property Building Square Footage, and Commercial Property Lot Square Footage subject to the Ocean Avenue CBD annual assessment.

City and County of San Francisco
Ocean Avenue Community Benefits District
2010/11 Assessment Roll

APN	Owner	Situs	Benefit Zone(1)	Linear Street Frontage	Building Square Footage	Lot Square Footage	Cleaning, Maintenance, & Safety Program Assessment	Marketing Program Assessment	Total Assessment
3179 -010	SAN FRANCISCO COMMUNITY COLLEGE	OCEAN AVE	2	934.320	0	0	\$12,987.05	\$0.00	\$12,987.05
3180 -001(2)	CITY PROPERTY	11 PHELAN AVE	1	405.000	0	7,632	20,641.24	0.00	20,641.24
3180 -003	PACIFIC RESOURCES ASSOCS LLC	1150 OCEAN AVE	1	514.041	15,035	80,150	13,509.00	3,881.03	17,390.03
3191 -010	WU CHUNG LIVING TRUST	1700 OCEAN AVE	1	95.304	5,462	9,861	2,504.59	878.45	3,383.04
3196 -004	CHUA ELIZABETH T	1500 OCEAN AVE	1	60.377	3,500	2,509	1,586.71	457.75	2,044.46
3196 -005	GIN LIP WEI & JENNY	1508 OCEAN AVE	1	52.807	2,074	2,330	1,387.77	294.52	1,682.29
3196 -006	PROTZEL STEVEN J SEPARATE PRPT	1524 OCEAN AVE	1	46.083	2,591	2,591	1,211.06	359.11	1,570.17
3196 -010	MORESI KENNETH L & ANNA TRUST	1552 OCEAN AVE	1	60.070	4,505	6,006	1,578.64	665.77	2,244.41
3196 -011	MALAKIS FRANCES	1600 OCEAN AVE	1	99.930	6,165	9,992	2,626.16	960.09	3,586.25
3196 -017	LALLEMAND FAMILY LVG TRUST	1644 OCEAN AVE	1	102.806	5,571	11,142	2,701.74	925.90	3,627.64
3196 -028	BANKS THURMIL L REVOC TRUST	1532 OCEAN AVE	1	20.110	998	1,995	528.49	165.78	694.27
3196 -029	LEE PAUL T L	1540 OCEAN AVE	1	38.020	3,420	3,802	999.17	484.56	1,483.73
3197 -006	RICHARD LAWRENCE / SHARON K SARO	315 GRANADA AVE	1	38.671	2,259	3,280	1,016.27	341.28	1,357.55
3197 -007	RICHARD LAWRENCE / SHARON K SARO	1410 OCEAN AVE	1	30.000	2,550	2,996	788.40	365.74	1,154.14
3197 -008	RICHARD LAWRENCE / SHARON K SARO	1418 OCEAN AVE	1	27.000	2,625	4,042	709.56	402.93	1,112.49
3197 -010	SAINT ANTHONY REAL ESTATE LLC	1490 OCEAN AVE	1	94.466	5,118	10,236	2,482.57	850.61	3,333.18
3198 -011	BAIK FAMILY TRUST 2004	1201 PLYMOUTH AVE	1	36.290	3,223	3,223	953.70	446.71	1,400.41
3198 -012	VISTA PROPERTIES INC	1312 OCEAN AVE	1	38.084	2,284	3,807	1,000.85	358.62	1,359.47
3198 -013	WATERS BEN J 1996 REVOC TRUST	1320 OCEAN AVE	1	30.000	2,397	2,996	788.40	348.73	1,137.13
3198 -014	CHAN RAYMOND K & LO IVY S L	1326 OCEAN AVE	1	30.000	1,320	3,000	788.40	229.32	1,017.72
3198 -015	CHAN RAYMOND K & LO IVY S L	1334 OCEAN AVE	1	30.000	1,320	3,000	788.40	229.32	1,017.72
3198 -016	LV MIGUEL F & JOANNE P NAVARRO	1344 OCEAN AVE	1	32.000	0	0	840.96	0.00	840.96
3199 -017	SAN FRANCISCO COMMUNITY COLLEG	1298 OCEAN AVE	1	114.978	6,100	11,120	3,021.62	984.01	4,005.63
3279 -012	KWAN STEPHEN T K	2020 OCEAN AVE	1	115.376	12,015	11,661	3,032.08	1,655.51	4,687.59
3279 -012A	KWAN STEPHEN T K	2000 OCEAN AVE	1	81.486	0	8,058	2,141.45	222.40	2,363.85
3280 -018	VOICE OF PENTECOST INC	1990 OCEAN AVE	1 - NPSO, RI	194.696	0	0	4,088.62	0.00	4,088.62
3281 -020B	ISH ALBERT D CHURCH-ISH MAR JR	1938 OCEAN AVE	1	25.000	2,604	2,500	657.00	358.04	1,015.04
3281 -020C	NGUYEN LAMAX V	1944 OCEAN AVE	1 - NPSO, RI	55.728	0	0	1,170.29	0.00	1,170.29
3281 -020D	CANELO JOSE & BONK DAVID A TRUST	1942 OCEAN AVE	1	25.000	1,871	2,495	657.00	276.57	933.57
3281 -020E	KONG FEI YAN	1930 OCEAN AVE	1	49.170	2,950	4,917	1,292.19	463.18	1,755.37
3281 -035	GUNTHER SURVIVING SPOUSES TRUST	1920 OCEAN AVE	1	25.166	4,949	2,195	661.36	609.92	1,271.28
3281 -036	BRODSKI IAKOV	1920 OCEAN AVE #A	1	4.793	0	0	125.96	0.00	125.96
3281 -037	TAM SUI PING	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -038	ALIEVA SABINA & GIRSH ALEX	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -039	LUKI MIRA	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -040	LICON SOPHIA M	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -041	GARCIA MARCO	1920 OCEAN AVE #1F	1	4.793	0	0	125.96	0.00	125.96
3281 -042	CHEN WEI GANG & SHAO XIA	1920 OCEAN AVE #1G	1	4.793	0	0	125.96	0.00	125.96
3281 -043	DAVILA YI WEN	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96

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3281 -044	KORETS LEONID & LIDIYA	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -045	CHANG MICHELLE	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -046	CRISOSTO ANITA M & MORALES CES	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -047	INFANTE REMIGIO V	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -048	CORREA JORGE	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -049	JUNQUEIRA POLIANA	1920 OCEAN AVE #2G	1	4.793	0	0	125.96	0.00	125.96
3281 -050	PENN ANDREW & CALLAGHAN KATHLE	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -051	YEUNG KWAI C & SIU LUEN Y	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -052	CHEUNG CHRISTINE & SINGH INDER	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -053	MALICK ELIA JAMES	1920 OCEAN AVE #3D	1	4.793	0	0	125.96	0.00	125.96
3281 -054	PARKER CHRISTINA S K	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -055	LEUNG JOE W K & ZHU YUN YEN	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -056	TSAI JAMES IMING & CHENG TAO P	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3282 -027	STELLA NG TRUST	1900 OCEAN AVE	1	39.655	2,377	1,981	1,042.13	318.54	1,360.67
3282 -027A	MCKEEVER PROPERTIES	1906 OCEAN AVE	1	46.369	0	0	1,218.58	0.00	1,218.58
3282 -027B	PANG ANNA & TET 1990 FAMILY TR	1910 OCEAN AVE	1	25.000	2,503	2,503	657.00	346.92	1,003.92
3282 -028	BALAORO FELICIDAD F LVG TR	8 KEYSTONE WAY #A	1	6.537	803	655	171.79	107.21	279.00
3282 -029	CHAN LAI KWAN ROSALINE	8 KEYSTONE WAY #1A	1	4.906	0	0	128.93	0.00	128.93
3282 -030	WONG ALBERT	8 KEYSTONE WAY #1B	1	4.906	0	0	128.93	0.00	128.93
3282 -031	VILLALUNA MARIA	8 KEYSTONE WAY #1C	1	4.906	0	0	128.93	0.00	128.93
3282 -032	BRAXTON RUBY J	8 KEYSTONE WAY #1D	1	4.906	0	0	128.93	0.00	128.93
3282 -033	DONALDO RHEA R	8 KEYSTONE WAY #2A	1	4.906	0	0	128.93	0.00	128.93
3282 -034	MANN CHARLES D REVOC TRUST	8 KEYSTONE WAY #2B	1	4.906	0	0	128.93	0.00	128.93
3282 -035	SCHWARTZ ANDREW	8 KEYSTONE WAY #2C	1	4.906	0	0	128.93	0.00	128.93
3282 -036	TORRES BARVO C & PILAR R	8 KEYSTONE WAY #2D	1	4.906	0	0	128.93	0.00	128.93
3282 -037	BARRE FARAH	8 KEYSTONE WAY #3A	1	4.906	0	0	128.93	0.00	128.93
3282 -038	GRANAT SIMON	8 KEYSTONE WAY #3B	1	4.906	0	0	128.93	0.00	128.93
3282 -039	WONG EDMOND & SONIA	8 KEYSTONE WAY #3C	1	4.906	0	0	128.93	0.00	128.93
3282 -040	DEVYATOVA YELENA & DEVYATOV MI	8 KEYSTONE WAY	1	4.906	0	0	128.93	0.00	128.93
3283 -087	ALLEN STEEN C	1830V OCEAN AVE	1	0.000	0	0	0.00	0.00	0.00
3283 -124	1830-1850 OCEAN AVENUE LLC	1830 OCEAN AVE	1	278.074	53,004	38,524	7,307.78	6,946.71	14,254.49
3283 -195	SIU YEE KEUNG & MEE JING	1728 OCEAN AVE	1	210.780	23,931	23,931	5,539.30	3,316.84	8,856.14
6915 -001	PANESSI PARTNERS LLC	1901 OCEAN AVE	1	87.640	11,182	6,756	2,303.18	1,427.67	3,730.85
6915 -018	TSANG/HO FAMILY TRUST	1973 OCEAN AVE	1	25.000	2,550	2,291	657.00	346.28	1,003.28
6915 -019	ZARACOTAS TIMOLEON & CORINNE	1967 OCEAN AVE	1	25.000	0	0	657.00	0.00	657.00
6915 -020	ZARACOTAS TIMOLEON & CORINNE	1959 OCEAN AVE	1	50.000	3,000	4,499	1,314.00	457.17	1,771.17
6915 -022	RAMALLAH CLUB INC THE	1951 OCEAN AVE	1 - NPSO, RI	50.000	0	0	1,050.00	0.00	1,050.00
6915 -024	PHAN TOM TUAN	1947 OCEAN AVE	1	22.000	1,640	1,977	578.16	236.61	814.77
6915 -025	LAU JEFFREY & SOPHIE	1939 OCEAN AVE	1	47.000	2,470	4,230	1,235.16	390.92	1,626.08

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6915 -027	KIMURA FAMILY MARITAL TR	1931 OCEAN AVE	1	50.000	3,450	4,499	1,314.00	507.12	1,821.12
6915 -029	PRANDO DECEDENTS TRUST	1927 OCEAN AVE	1	25.000	2,000	2,247	657.00	284.02	941.02
6915 -032	KARP INV LTD PARTNERSHIP	1917 OCEAN AVE	1	50.000	3,600	4,499	1,314.00	523.77	1,837.77
6915 -034	DIFFLEY VINCENT & MARGARET	1907 OCEAN AVE	1	25.000	2,250	2,430	657.00	316.82	973.82
6915 -035	TAM KENNETH Y & DORIS REVOC TR	38 LEGION CT	1	25.000	4,553	4,438	657.00	627.87	1,284.87
6915 -036	CHAN RAYMOND KWOK & LIN IVY LO	1921 OCEAN AVE	1	25.000	3,632	3,632	657.00	503.40	1,160.40
6933 -032	ASTRONOMICAL SOC OF THE PAC	390 ASHTON AVE	1 - NPSO, RI	54.340	0	0	1,141.14	0.00	1,141.14
6933 -034	LEGARZA REVOCABLE TRUST	1831 OCEAN AVE	1	27.170	3,718	2,561	714.03	483.38	1,197.41
6933 -035	TOM GARRET & ANITA TRUST	1827 OCEAN AVE	1	27.170	2,855	2,500	714.03	385.91	1,099.94
6933 -040	LAM WAI HA & JULIA W S	1801 OCEAN AVE	1 - NPSO, RI	134.420	0	0	2,822.82	0.00	2,822.82
6934 -001	LAN FONG HUEY	1701 OCEAN AVE	1	77.640	5,095	5,239	2,040.38	710.14	2,750.52
6934 -022	FRANCIS JOYCEDA	1799 OCEAN AVE	1	77.640	1,108	8,171	2,040.38	348.51	2,388.89
6934 -025	CHRISTOPHERSON HENRY E & CHRIS	1725 OCEAN AVE	1	51.760	5,250	5,858	1,360.25	744.43	2,104.68
6934 -027	BASSETT WILLIAM J JR & BASSETT	1719 OCEAN AVE	1	25.880	3,300	3,361	680.13	459.06	1,139.19
6935 -001	WILLART LLC	1271 CAPITOL AVE	1	25.880	3,900	2,692	680.13	507.20	1,187.33
6935 -020	WILLART LLC	1631 OCEAN AVE	1 - NPSO, RI	25.880	0	0	543.48	0.00	543.48
6935 -021	WILLART LLC	1625 OCEAN AVE	1	25.880	1,880	3,367	680.13	301.61	981.74
6935 -026	WILLART LLC	1607 OCEAN AVE	1	77.640	3,825	9,099	2,040.38	675.71	2,716.09
6935 -027	LAN FONG HUEY	1641 OCEAN AVE	1	77.640	6,180	7,866	2,040.38	903.08	2,943.46
6936 -001	HUEY LILY 1996 REV LIV TR	295 MIRAMAR AVE	1	25.880	3,150	2,596	680.13	421.30	1,101.43
6936 -010	BRANNAGAN-BROWN MARY	1549 OCEAN AVE	1	25.880	5,512	2,812	680.13	689.44	1,369.57
6936 -011	JEW HOWARD & ANNE REVOCABLE TR	1543 OCEAN AVE	1	25.880	1,700	3,145	680.13	275.50	955.63
6936 -012	LEI JOANNA L M	1537 OCEAN AVE	1	25.880	2,650	2,975	680.13	376.26	1,056.39
6936 -013	SOSS EDWARD H	1533 OCEAN AVE	1	25.880	2,129	2,809	680.13	313.85	993.98
6936 -015	DEVEREAUX FAMILY TR	1521 OCEAN AVE	1	25.880	1,595	3,097	680.13	262.52	942.65
6936 -016	LEW ANGELA	1515 OCEAN AVE	1	25.880	5,449	2,931	680.13	685.73	1,365.86
6936 -017	LIN JOHNSON	1507 OCEAN AVE	1	25.880	2,050	2,766	680.13	303.89	984.02
6936 -018	LAI EDMUND & HERMANCIA	1523-15 25 OCEAN AVE	1	6.470	1,984	661	170.03	238.44	408.47
6936 -019	LAI EDMUND & HERMANCIA	1523-15 25 OCEAN AVE	1	6.470	0	0	170.03	0.00	170.03
6936 -020	LAI EDMUND & HERMANCIA	1523-15 25 OCEAN AVE	1	6.470	0	0	170.03	0.00	170.03
6936 -021	LAI EDMUND & HERMANCIA	1523-15 25 OCEAN AVE	1	6.470	0	0	170.03	0.00	170.03
6941 -058	HEDDA KORNFELD FAMILY LP I	290 MIRAMAR AVE	1	25.880	5,962	2,887	680.13	741.46	1,421.59
6941 -059	PLARINOS DIONISIOS & JOANNA	1441 OCEAN AVE	1	25.880	1,350	2,709	680.13	224.62	904.75
6941 -060	CHU OTTO-PAK-HANG & KAREN P K	1437 OCEAN AVE	1	25.880	3,640	2,500	680.13	473.04	1,153.17
6941 -061	WEI ALAN & LAU ANGEL HIN	1431 OCEAN AVE	1	25.880	3,500	2,330	680.13	452.81	1,132.94
6941 -062	SF MUNICIPAL RAILWAY EMPL FED	1425 OCEAN AVE	1	25.880	3,880	3,472	680.13	526.51	1,206.64
6941 -063	ZHANG HONG W & CHUNG SIU Y	1415 OCEAN AVE	1	25.880	0	3,245	680.13	89.56	769.69
6941 -064	ZHANG HONG W & CHUNG SIU Y	1415 OCEAN AVE	1	25.880	5,285	3,079	680.13	671.62	1,351.75
6941 -068	BAYSAC BELANIO G & CARMEN S	1401 OCEAN AVE	1	51.760	0	0	1,360.25	0.00	1,360.25

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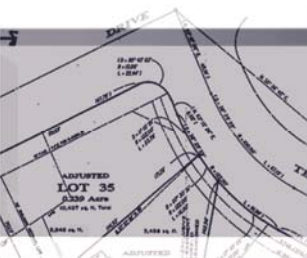
APN	Owner	Situs	Benefit Zone(1)	Linear Street Frontage	Building Square Footage	Lot Square Footage	Cleaning, Maintenance, & Safety Program Assessment	Marketing Program Assessment	Total Assessment
6942 -050	INGLESIDE UNITED PRESBYTERIAN	1345 OCEAN AVE	1 - NPSO, RI	103.520	0	0	2,173.92	0.00	2,173.92
6942 -054	ZHANG YAN LI & HUANG YONG YUAN	1325 OCEAN AVE	1	25.880	1,530	2,773	680.13	246.36	926.49
6942 -055	NG GARY & SOPHIA FAMILY TRUST	1315 OCEAN AVE	1	51.760	5,362	6,124	1,360.25	764.20	2,124.45
6942 -058	SHUM FAMILY TRUST	1301 OCEAN AVE	1	51.760	1,050	5,453	1,360.25	267.05	1,627.30
6943 -049	DECLARATION OF THE SHEA TRUST	1299 OCEAN AVE	1	77.640	0	9,265	2,040.38	255.71	2,296.09
6943 -054	MCDONALDS CORPORATION	1201 OCEAN AVE	1	155.280	1,506	19,890	4,080.76	716.13	4,796.89
6944 -001	CASTLE SUSAN	295,297,299 LEE AVE	1	25.880	1,831	2,439	680.13	270.56	950.69
6944 -040	PAC GAS & ELECTRIC CO	1125V OCEAN AVE	1	25.880	0	2,644	680.13	72.97	753.10
6944 -043	ELEVEN ELEVEN OCEAN LLC	1107 OCEAN AVE	1	38.820	2,808	3,990	1,020.19	421.81	1,442.00
6944 -044	HUSAIN KHURSHED	270 BRIGHTON AVE	1	77.640	0	11,425	2,040.38	315.33	2,355.71
6944 -046	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -047	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -048	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -049	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -050	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -051	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -052	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -053	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -054	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -055	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE #204	1	5.387	0	0	141.57	0.00	141.57
6944 -056	SUNNYSIDE VILLAS LLC	1125 OCEAN AVE #101	1	5.385	1,074	624	141.52	136.44	277.96
6944 -057	SUNNYSIDE VILLAS LLC	1125 OCEAN AVE #102	1	5.385	699	624	141.52	94.81	236.33
6945 -034	PAKEMAN-ROSE MILDRED E	1037 OCEAN AVE	1	25.880	2,600	2,760	680.13	364.78	1,044.91
6945 -035	SEAN WILLIE & LINDA	1031 OCEAN AVE	1	25.880	3,320	2,543	680.13	438.71	1,118.84
6945 -036	HUEY HOWARD P BYPASS TRUST	1025 OCEAN AVE	1	25.880	3,500	3,005	680.13	471.44	1,151.57
6945 -041	OCEAN INVESTMENT CO	1015 OCEAN AVE	1	51.760	7,492	5,514	1,360.25	983.80	2,344.05
6945 -043	ESSAFF UNA B TRUST	1051 OCEAN AVE	1	51.760	626	4,687	1,360.25	198.85	1,559.10
6945 -045	FREID NORMAN T & BOEL M TRUST	1001 OCEAN AVE	1	51.760	6,450	4,938	1,360.25	852.24	2,212.49
6946 -061	CITY PROPERTY	OCEAN AVE	2	259.760	0	0	3,610.66	0.00	3,610.66
6946 -030	KUMAR SURINDER	999 OCEAN AVE	1	76.685	775	5,584	2,015.28	240.14	2,255.42
6948 -023	CAL SCHOOL OF MECHANICAL ARTS	755 OCEAN AVE	2	338.504	0	0	4,705.21	0.00	4,705.21
Totals:				7,555.908	353,420	515,638	\$186,327.67	\$53,250.63	\$239,578.30

(1) NPSO, RI includes Non-Profit Service Organization, and Religious Institutional Property designation

(2) The Commercial Property Lot Square Footage represents the Phelan Loop Parcel Lot Square Footage subject to the additional Phelan Loop Parcel assessment.

APPENDIX C – ENGINEER’S REPORT

The following pages contain the Ocean Avenue Community Benefits District Engineer’s Report prepared in support of the Ocean Avenue CBD.



City and County of San Francisco

**Ocean Avenue
Community Benefits District**

Engineer's Report

Revised September 2010

Submitted by



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ENGINEER'S LETTER

WHEREAS, pursuant to the Property and Business Improvement District Law of 1994 ("1994 Act"), augmented by Article 15 to the Business and Tax Regulations Code of the City and County of San Francisco Municipal Code it is proposed that the Ocean Avenue Community Benefits District be authorized for a term of 15 years.

WHEREAS, this Engineer's Report presents the plans and specifications describing the improvements, services, and activities, an estimate of the costs of the improvements, services, and activities for the Ocean Avenue Community Benefits District for the referenced fiscal year, a diagram showing the area and properties to be assessed, and an assessment of the estimated costs of the improvements, services, and activities, assessing the net amount upon all assessable lots and/or parcels within the Ocean Avenue Community Benefits District in proportion to the special benefit received; and

NOW THEREFORE, the following assessment is to be authorized in order to pay the estimated costs of the improvements, services, and activities to be paid by the assessable real property within the boundaries of the Ocean Avenue Community Benefits District in proportion to the special benefit received. The following table summarizes the assessment.

FISCAL YEAR 2010/11 SUMMARY OF ASSESSMENT

Estimated Costs:	
Total Estimated Annual Costs	\$241,998
Other Funding	(2,420)
Total Estimated Annual Costs to be Assessed:	\$239,578
Maximum Assessment Amounts:	
Zone 1	
Linear Street Frontage for Assessor's Parcels designated as: Commercial Property Use Residential Property Use Public Property Use Phelan Loop Parcel and Reconfigured Parcel Uses	\$26.28 per Linear Street Foot
Linear Street Frontage for Assessor's Parcels designated as: Non-Profit Service Organization Property Use Religious Institutional Property Use	\$21.00 per Linear Street Foot
Building Square Footage for Assessor's Parcels designated as: Commercial Property Use	\$0.111 per Building Square Foot
Lot Square Footage for Assessor's Parcels designated as: Commercial Property Use	\$0.0276 per Lot Square Foot
Lot Square Footage for Phelan Parcel Corner Landscaped Garden & Phelan Parcel Bus Turnaround	\$1.31 per Lot Square Foot
Zone 2	
Linear Street Frontage for Assessor's Parcels designated as: Educational Institutional Property Use Public Property Use	\$13.90 per Linear Street Foot

In making the assessments contained herein pursuant to Proposition 218, the "Right to Vote on Taxes Act" approved by California voters in 1996, which added Articles XIIC and XIID to the California State Constitution (the "Assessment Law"):

1. I have identified all parcels which will have a special benefit conferred upon them from the improvements, services, and activities described in the Description of Improvements, Services, and Activities section of this Engineer's Report (the "Specially Benefited Parcels"). For particulars as to the identification of said parcels, reference is made to the Assessment Diagram, a copy of which is included in Appendix A of this Engineer's Report.
2. I have evaluated the costs and expenses of the improvements, services, and activities upon the Specially Benefited Parcels. In making such evaluation:
 - a. The proportionate special benefit derived by each Specially Benefited Parcel from the improvements, services, and activities was determined in relationship to the entirety of the costs of the improvements, services, and activities;
 - 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 from the improvements, services, and activities; and
 - c. Any general benefits from the improvements, services, and activities have been separated from the special benefits and only special benefits have been assessed.

I, the undersigned, respectfully submit the enclosed Engineer's Report and, to the best of my knowledge, information and belief, the Engineer's Report, Assessments, and the Assessment Diagram herein have been prepared and computed in accordance with the order of the Board of Supervisors of the City and County of San Francisco and the Assessment Law.


K. Dennis Klingelhofer, P.E., Assessment Engineer



INTRODUCTION

This Engineer's Report has been prepared to support the authorization of the Ocean Avenue Community Benefits District within the Ocean Avenue area of the City and County of San Francisco ("City"). This business improvement district will provide cleaning, maintenance, and public safety services, as well as a concentrated marketing program throughout the Ocean Avenue area. If authorized, the City will levy assessments annually against real property, for a term of 15 years, within the boundaries of the district.

Official Name Designation

The name designation of this proposed district for the City of San Francisco's Ocean Avenue area is the Ocean Avenue Community Benefits District ("Ocean Avenue CBD").

Type of Business Improvement District

The Ocean Avenue CBD is being authorized pursuant to the Property and Business Improvement District Law of 1994, California Streets and Highway Code Sections 36600 et seq. ("1994 Act"), augmented by the Business Improvement District Procedure, Article 15 of the San Francisco Business and Tax Regulations Code ("Article 15").

Ocean Avenue CBD Boundary

The properties located within the Ocean Avenue CBD boundaries represent a dynamic mix of land and development uses. There is a combination of commercial, retail, educational, non-profit, public and residential uses represented. The variety of land uses creates a unique and diverse corridor that plays into the vibrant activity and economic development of the Ocean Avenue area.

The boundaries of the Ocean Avenue CBD include those properties that front Ocean Avenue from Manor Drive on the west running along Ocean Avenue to Interstate 280. Properties lying outside of this area are predominately residential neighborhoods. The Ocean Avenue CBD will not provide services and activities to those outlying properties. Within the Ocean Avenue CBD, there are two separate benefit zones established in order to reflect the different levels of service provided.

Zone 1

The primary zone, Zone 1, includes properties fronting the northern side of Ocean Avenue from Manor Drive on the west to Phelan Avenue on the east. Zone 1 includes The Phelan Loop Parcel number 3180-001 which is undergoing a major redevelopment and is expected to be subdivided into various parcels in the near future. The portion of the Phelan Loop Parcel number 3180-001 dedicated for use by the Public Utilities Commission for future Emergency Water Storage is exempt from assessment within the Ocean Avenue CBD as it will not benefit from Ocean Avenue CBD services and does not have fronting sidewalk along Ocean Avenue or near the corner of Ocean Avenue and Phelan Avenue. Zone 1 also includes the properties fronting the south side of Ocean Avenue from Victoria Street on the west to Geneva Avenue on the east. There are currently 145 properties located within Zone 1. The properties consist of a variety of different land use types such as commercial, non-profit, religious, public, and residential.

Zone 2

Zone 2 includes three properties located east of Geneva Avenue and Phelan Avenue to Interstate 280; designated as Assessor's Parcels 3179 -010, 6946 -061, and 6948 -023. The three properties in Zone 2 include the portion of the San Francisco City College Ocean Avenue campus and Lick Wilmerding High School that front Ocean Avenue, and a City owned median, landscaped property

located at the intersection of Ocean Avenue and Geneva Avenue. Zone 2 does not include any of the Assessor's Parcels within Assessor's Block 6947. In comparison to Zone 1, Zone 2 receives a reduced level of improvements, services, and activities.

Appendix A of this Engineer's Report provides an assessment diagram that more fully details the boundaries of the Ocean Avenue CBD and identifies each parcel.

DESCRIPTION OF IMPROVEMENTS, SERVICES, AND ACTIVITIES

Under the leadership of the CBD Management Corporation, the Ocean Avenue CBD plans to implement and fund two principal programs; a Cleaning, Maintenance, and Safety program and a Marketing, Streetscape Improvements, and Beautification program.

Cleaning, Maintenance, and Safety

Objectives

The Ocean Avenue CBD plans to supplement services already provided by the Department of Public Works and other relevant City agencies. The comprehensive program aims to ensure owner, merchant, resident, and visitor safety while providing for the maximum possible cleanliness of sidewalks, curbs, fixtures, landscaping, and buildings throughout the Ocean Avenue CBD boundaries. Through the utilization of managed services, the Cleaning, Maintenance, and Safety program is designed to strive for a safe, clean, and litter-free area that is absent of graffiti or other signs of decay. The goal is for property owners, merchants and residents alike to maintain a sense of pride in the Ocean Avenue area. Cleanliness is crucial to the establishment and growth of an aesthetically pleasing, safe, and vibrant community.

Service Outline

The Ocean Avenue CBD's Cleaning, Maintenance, and Safety program includes regular sidewalk sweeping, refuse removal, regularly scheduled steam cleanings, pressure washing, graffiti removal, tree pruning and watering, tree well weeding with crushed granite replenishment, and a variety of safety efforts.

The program will work with residents, merchants, and youth on a variety of safety programs and strategies. After meeting with property owners and merchants about the Ocean Avenue CBD, there were interests in furthering efforts for crime prevention and pedestrian safety on Ocean Avenue. As a part of advocacy, the CBD Management Corporation will continue to collaborate with the San Francisco Police Department and work with the community on safety programs. The Ocean Avenue CBD will provide assistance to visitors, and provide street population ambassadors/guides/security that promotes citizen efforts through assistance in crime prevention, way-finding, and providing homeless with social services information.

A team of maintenance and safety workers will carry out these tasks, as more fully described in the table below.

Marketing, Streetscape Improvements, and Beautification

In order to promote the unique character of the Ocean Avenue district and to help the district compete in an urban market setting, the Ocean Avenue CBD will provide programs for marketing, promotions, streetscape improvements, and beautification. The Marketing, Streetscape Improvements, and Beautification program intends to ensure both the continuity of existing services as well as new initiatives designed to promote both stability and growth within the area.

Objectives

The Ocean Avenue CBD stakeholders determined that marketing activities would improve Ocean Avenue's image, appeal, and visibility. The marketing activities will promote the Ocean Avenue CBD, properties, and businesses through specially targeted programs and initiatives. In addition, the marketing activities will contribute to the economic vitality of the area, and help with the recruitment and retention of businesses. Stakeholders view marketing activities as especially useful and

necessary during a time of serious economic downturn, as is currently the case, but these services can also help the area stabilize itself and grow during prosperous economic times.

One initiative will support the creation and production of special events that draw visitors into the Ocean Avenue area as a means of additional exposure. Some of the proposed special events include holiday events and monthly concerts throughout the year. The Ocean Avenue CBD will program special events and conduct marketing activities in various parts of the district including hosting regular events and district promotion at the Phelan Loop Public Plaza, which is under development. The Phelan Loop Public Plaza will link the existing commercial district to persons working and studying at the expanded City College campus and living in the 250 units of new housing which are under development. Due to these developments which are underway, thousands of new people will be coming to the Ocean Avenue commercial district. The Ocean Avenue CBD marketing and promotion services will make sure new visitors, employees, students and residents know where to shop and eat and will help them enjoy their experience along Ocean Avenue.

The CBD Management Corporation plans to include other marketing initiatives as appropriate, and as budget resources allow.

Advocacy

The purpose of advocacy within the Marketing, Streetscape Improvements, and Beautification program is to promote the Ocean Avenue CBD as a clean, safe, and vibrant area for businesses, visitors, and residents while supporting business growth. Advocacy goes well beyond marketing programs that create image and visibility. In fact, advocacy can include services like advocating for business technical assistance resources, and representing district interests in citywide forums, to name a few.

The table below provides a summary of the service levels and frequencies for each benefit zone within the Ocean Avenue CBD.

Ocean Avenue CBD Services, Improvements & Activities	Benefit Zone 1	Benefit Zone 2
Cleaning, Maintenance, and Safety		
Cleaning		
▪ Sidewalk cleaning including but not limited to steam cleanings, sweeping, hot water scrubbing and cleaning of the Municipal Railway boarding islands and the Phelan Loop Bus Turn-Around Pedestrian lay over areas	2 steam cleanings, spot cleaning as needed per year	Regular as needed
▪ Graffiti removal	within 24 hours	N/A
▪ Paint over major graffiti attacks (ground or 2nd floor)	Approx 6 per year	N/A
▪ Sidewalk, gutter, and tree well sweeping and trash removal	Daily	3 days per week
▪ Utility pole/box flyer, mastic tape, and graffiti removal	As required	As required
Trees and Greening		
▪ Tree well weeding	Quarterly	Quarterly (and within 10 feet of sidewalk)
▪ Crushed granite replenishment	As Needed	As needed
▪ Small tree pruning	20-36 times per year	10-18 times per year
▪ Large tree pruning	6-12 times per year	3-6 times per year
▪ Tree watering	Every 3 weeks during dry season	N/A
▪ Tree trunk graffiti removal (soapy water and wire brush)	As Needed	N/A

Ocean Avenue CBD Services, Improvements & Activities	Benefit Zone 1	Benefit Zone 2
<ul style="list-style-type: none"> Gardening and Maintenance of Phelan Loop Corner Landscaped Public Garden 	Trash removal, landscaping maintenance, plant replacement	
<ul style="list-style-type: none"> Landscape Maintenance Phelan Bus Turn-Around 	Monthly landscape maintenance	
Corridor Safety		
<ul style="list-style-type: none"> Provide assistance to visitors, and provide street population ambassadors/guides/security that promotes citizen efforts through assistance in crime prevention, way-finding /homeless with social services information. Continued collaboration with SFPD on crime prevention and pedestrian safety. 	Schedule to be determined	Schedule to be determined
Marketing, Streetscape Improvements, and Beautification		
<ul style="list-style-type: none"> Advocacy 	To be determined	N/A
<ul style="list-style-type: none"> Beautification 	To be determined	N/A
<ul style="list-style-type: none"> Capital improvements 	To be determined	N/A
<ul style="list-style-type: none"> Business retention activities 	To be determined	N/A
<ul style="list-style-type: none"> Business Attraction 	To be determined	N/A
<ul style="list-style-type: none"> Newsletters, advertisements, brochures, & website 	To be determined	N/A
<ul style="list-style-type: none"> Holiday decorations 	Yearly	N/A
<ul style="list-style-type: none"> Concerts, street festivals and other special events 	To be determined	N/A
<ul style="list-style-type: none"> Banners and other public art 	To be determined	N/A
<i>**The services listed above are included in the proposed service plan, but the service plan is not limited to only these services</i>		

Management and Operations

The Ocean Avenue CBD's effectiveness in forming and maintaining relationships with the community is a vital component to the success of the Ocean Avenue CBD. A strong community relations effort emphasizes the importance of positive relationships within the Ocean Avenue area and encourages maximum community involvement. Active corridor management will also afford the opportunity to garner other material and financial support for the Ocean Avenue corridor.

Regular activities, initiatives, and resources that support this task include:

- A dedicated Ocean Avenue part-time executive director who will serve as a focal point person and advocate for the Ocean Avenue CBD;
- Office expenses including accounting, rent, utilities, office supplies, insurance, legal, and other professional services;
- Grant applications and facilitation, including safety related efforts.

Existing City Services

The City currently provides services to the Ocean Avenue CBD area. The improvements, services, and activities funded by the Ocean Avenue CBD assessment revenue are in addition to those services currently provided by the City.

A list of existing services provided by the City, is included as part of the Ocean Avenue Community Benefits District Management District Plan.

ESTIMATED COSTS

Annual Amount to be Collected and Expended

The maximum annual budget presented below represents the costs for providing the improvements, services, and activities within the Ocean Avenue CBD that are in addition to those services already provided by the City.

Beginning in Fiscal Year 2010/11, the Year 1 maximum annual budget amount for the Ocean Avenue CBD is as follows:

Budget Description	2010/11 Maximum Budget Amount	% of Total Budget
Cleaning, Maintenance, and Safety Program	\$125,000	52%
Marketing, Streetscape Improvements, and Beautification Program	43,658	18%
Management and Operations	63,000	26%
Contingency and Reserves	10,340	4%
Total 2010/11 Maximum Budget:	\$241,998	100%

Annual Revenue Description	2010/11 Annual Revenue Amount	% of Total Annual Revenue
Assessment Revenue	\$239,578	99%
Other Revenue(1)	2,420	1%
Total 2010/11 Annual Revenue	\$241,998	100%

(1) Comprised of additional funds generated from sources such as, grants, donations, fees for service contracts, and in kind donations.

During any future year of operation, the CBD Management Corporation may re-allocate funds from one budget category to another budget category. However, the annual re-allocation of budget category amounts shall not exceed or decrease more than 10% of the previous Fiscal Year's approved budget category amount.

The total estimated costs are separated into two categories; the Cleaning, Maintenance, and Safety program and the Marketing, Streetscape Improvements, and Beautification program. In order to allocate the overhead cost component of the total estimated budget approximately 80% of the management and operations is allocated to the Cleaning, Maintenance, and Safety program and the remaining 20% is allocated to the Marketing, Streetscape Improvements, and Beautification program. The contingency and reserve overhead cost component is assigned to the Cleaning, Maintenance, and Safety program only. For Fiscal Year 2010/11, the Cleaning, Maintenance, and Safety program represents \$186,328 of the total budget and the Marketing, Streetscape Improvements, and Beautification program represents \$53,250 of the total budget.

Additionally, 1% of the Cleaning, Maintenance, and Safety program provides a general benefit to the public; see the Basis of Assessment section of this Engineer's Report for further information.

Properties can be assessed for the special benefits received from the programs and activities, but not the general benefits received by the public at large. Therefore, the portion of the total budget designated as general benefit will be supplemented from other sources. The funds needed (\$2,420) to cover the costs associated with the general benefits received will be contributed through grants, donations, fees for service contracts, and fundraising events.

The Fiscal Year 2010/11 total maximum assessment revenue is subject to an annual increase. The maximum annual assessment revenue increase will reflect the annual change in the March Consumer Price Index for All Urban Consumers in San Francisco-Oakland-San Jose ("CPI") or 3%, whichever is less. In no event shall the annual assessment revenue increase be less than zero (i.e., decreased). Note however, that this is the maximum annual assessment revenue and the actual amount assessed to properties may be less than this maximum, depending on desires of the Ocean Avenue CBD and its stakeholders and the Ocean Avenue CBD assessments will not be increased for the first three years of establishment, from 2010/11 through 2012/13.

Based upon a maximum possible annual assessment increase of 3%, beginning July 1, 2013, the total annual maximum assessment revenue each year for each of the 15 years is:

Fiscal Year	Total Maximum Annual Assessment Revenue (1)
2010/11	\$239,578
2011/12	239,578
2012/13	239,578
2013/14	246,765
2014/15	254,168
2015/16	261,793
2016/17	269,647
2017/18	277,737
2018/19	286,069
2019/20	294,651
2020/21	303,490
2021/22	312,595
2022/23	321,973
2023/24	331,632
2024/25	341,581
Total Maximum Assessment Revenue	\$4,220,835

(1) The total maximum amount assessed to property owners within the Ocean Avenue CBD each Fiscal Year.

METHOD OF ASSESSMENT

Statutory Considerations

Proposition 218, the “Right to Vote on Taxes Act” was approved by California voters in 1996, which added Articles XIIIC and XIIID to the California State Constitution. The primary results of Proposition 218 were stricter definitions of assessments, special taxes, fees, and charges, and a general mandate for some type of voter approval for any new or increased tax, assessment, or property-related fee. The Proposition 218 Omnibus Implementation Act (“Implementation Act”) was approved July 1, 1997. The Implementation Act provided for procedures throughout the notice, protest and hearing process. It should be noted that this report has been prepared to be consistent with current practices and the California State Constitution. In the meantime, there are a number of pending court cases related to special assessments that could alter current practices and procedures.

General Benefit

Proposition 218 requires that any local agency proposing to increase or impose a special assessment to “separate the general benefits from the special benefits conferred on a parcel.” The rationale for separating special and general benefits is to ensure that the property owners are not charged with an assessment that pays for general benefits. Thus, a local agency carrying out projects or services that provide both special and general benefits may levy an assessment to pay for the special benefits but must acquire separate funding to pay for those general benefits.

General benefit is an overall and similar benefit to the public at large resulting from the improvements, services, and activities to be provided by the assessments levied. All of the services and activities more fully presented in the Description of Improvements, Services, and Activities section of this Engineer’s Report are provided within the Ocean Avenue CBD boundaries only. There will be no improvements, services, or activities provided outside of the boundaries.

Special Benefit

Pursuant to Proposition 218, or more specifically Article XIIID, Section 2(i) “Special benefit means a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large. General enhancement of property value does not constitute special benefit.”

All parcels that have special benefit conferred upon them as a result of the services and activities provided shall be identified, and the proportionate special benefit derived by each identified parcel shall be determined in relationship to the entire cost of the services and activities.

In accordance with Article XIIID §4(a) “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.” Article XIIID also provides that publicly owned properties must be assessed unless there is clear and convincing evidence that those properties receive no special benefit from the assessment. Exempted from the assessment would be the areas of public streets, public avenues, public lanes, public roads, public drives, public alleys, public easements and rights-of-ways.

Source(s) of Financing

The levy and collection of annual assessments upon property within the Ocean Avenue CBD provides the primary funding source for the improvements, services, and activities previously outlined. The CBD Management Corporation can generate additional funds from sources other than annual assessments on properties within the Ocean Avenue CBD. These funds may include grants, donations, fees for service contracts, and in kind donations.

The Ocean Avenue CBD will not issue bonds to fund any of the improvements, services, and activities provided by the Ocean Avenue CBD.

Definitions

"Assessor's Data" – The street frontage, total square footage, structure square footage, or other Assessor's Parcel information contained in the records of the County Assessor.

"Assessor's Parcel" - A lot or parcel of land designated on an Assessor's Parcel Map with an assigned Assessor's Parcel number within the boundaries of the Ocean Avenue CBD.

"Assessor's Parcel Map" - An official map of the Assessor of the County designating Assessor's Parcels by Assessor's Parcel number.

"Building Square Foot(age)" - The total commercial structure square footage as shown in the Assessor's Data for each Assessor's Parcel, or other sources deemed reliable. If a building permit for new construction is issued as of June 30 of the previous Fiscal Year, the total commercial square footage for the Assessor's Parcel will be the amount as shown on the building permit; an increase in the annual assessment, if any, will not be considered an assessment increase per the 1994 Act or Proposition 218.

"CBD Management Corporation" - The Ocean Avenue CBD will be managed by a new non profit 501c3 organization (the "CBD Management Corporation") to be formed following the approval of the establishment of the Ocean Avenue CBD. The CBD Management Corporation serves as a private, nonprofit entity that is under contract with the City to administer or implement the improvements, services, and activities specified in the Management District Plan and including activities provided in the articles of incorporation and by-laws of the corporation.

"Commercial Property Use" – Assessor's Parcels or portions of Assessor's Parcels within the boundaries of the Ocean Avenue CBD of a commercial nature that are not used for Residential, Non-Profit Service Organization, Religious Institutional, Educational Institutional, or Public purposes.

"County" – The City and County of San Francisco, State of California.

"Educational Institutional Property Use" – Assessor's Parcels or portions of Assessor's Parcels within the boundaries of the Ocean Avenue CBD that provide public or private educational services including City College of San Francisco and Lick Wilmerding High School.

"Fiscal Year" - The period commencing on July 1 of any calendar year and ending June 30 of the following calendar year.

"Linear Street Frontage" or "Linear Street Foot(Feet)" - The street frontage of the Assessor's Parcel on Ocean Avenue within the District. The street frontage shall be based upon information as shown on the Assessor's Parcel Map, or other sources deemed reliable.

“Lot Size” or “Lot Square Foot(age)” - The total square footage of the lot as shown on the Assessor’s Parcel Map or in the Assessor’s Data for each Assessor’s Parcel.

“Non-Profit Service Organization Property Use” – Assessor’s Parcels or portions of Assessor’s Parcels within the boundaries of the Ocean Avenue CBD occupied with uses designated as non-profit service organizations and afforded a federal tax-exempt status. Does not include retail stores, or second hand shops set up for the purposes of raising funds for a non profit service organization.

“Religious Institutional Property Use” – Assessor’s Parcels or portions of Assessor’s Parcels within the boundaries of the Ocean Avenue CBD designated for the use of religious institutional purposes. Does not include retail stores, or second hand shops set up for the purposes of raising funds for a religious institution.

“Phelan Loop Parcel” -The Phelan Loop Parcel number 3180-001 is undergoing a major redevelopment and is expected to be subdivided into various parcels in the near future. The project under development consists of a new public plaza and the reconfiguration of a multi-line MUNI bus transit turnaround, a new mixed-use housing and retail development, an expanded City College campus, upgrades to the existing fire station, an expansion of Lee Avenue, a reconfigured emergency water reservoir area and possibly new reservoir facilities and new open recreation fields. The new plaza, featuring improved pedestrian and public amenities and space for public events, will provide a public open space to connect thousands of pedestrians and transit riders to the multi-line bus turnaround, to the planned new housing development, to the planned City College new expanded campus, and to the Ocean Avenue neighborhood commercial district.

Currently parcel number 3180-001 is used for multiple purposes, including the Municipal Transportation Agency bus turnaround and waiting area, parking lots, a fire station, open space/landscaped areas, Public Utility Commission empty water reservoirs, and City College. When Assessor's Parcel 3180-001 rennumbers, consolidates, and/or subdivides, the Phelan Loop Parcel shall be identified by the subsequent Assessor's Parcel number(s) assigned to that portion of land fronting Ocean Avenue, Phelan Avenue, and/or the new Phelan Plaza, encompassing the current bus turnaround area, the open space on the corner of Ocean, the fire station, and City College. If the Phelan Loop Parcel's land use changes to a land use to something other than the current land use, the Assessor's Parcel will be assessed according to the updated land use and land configuration. An increase in the annual assessment from the land use change, if any, will not be considered an assessment increase per the 1994 Act or Proposition 218.

“Public Property Use” - Assessor’s Parcels or portions of Assessor’s Parcels within the boundaries of the Ocean Avenue CBD owned by a public agency such as: open space areas, public transit areas, public parking facilities, public libraries, and fire stations, provided that any property leased by a public agency to a private entity and subject to the assessment under the 1994 Act shall be assessed and classified according to its use.

“Residential Property Use” – Assessor’s Parcels or portions of Assessor’s Parcels within the boundaries of the Ocean Avenue CBD used for residential purposes.

Basis of Assessment

The special benefits provided to real property within the Ocean Avenue CBD relate to the improvements, services, and activities carried out by the Ocean Avenue CBD CBD Management Corporation and more fully described in the “Description of the Improvements, Services, and Activities” section of this Management District Plan.

Assessor’s Parcels within the Ocean Avenue CBD display a unique usage (combined retail, restaurant, commercial, residential, etc.) that comes in a wide variety of parcel sizes, building sizes, shapes, and formats. These configurations make it difficult to use a standardized formulaic approach

in assigning special benefit and determining the proportional assessment. In an effort to enhance the image and desirability of the Ocean Avenue CBD area, the CBD Management Corporation intends to provide additional levels of cleaning, maintenance, and safety services along a portion of Ocean Avenue above the existing services already provided by the City. Currently, any desired services and activities above the City's baseline levels are the financial responsibility of the individual property owners.

To maintain an overall cleanliness for visitors, residents, and merchants on the corridor, the Cleaning, Maintenance, and Safety program services will include, but are not limited to, sidewalk and Municipal Railway island cleaning, graffiti removal, trash removal, and maintenance of trees along the corridor. Safety for visitors, merchants, residents on the corridor has continued to be a concern on the corridor. Safety includes crime prevention and pedestrian safety. There will be continued collaboration with the San Francisco Police Department on Ocean Avenue. The Ocean Avenue CBD will provide assistance to visitors and provide street population ambassadors/guides/security that promote citizen efforts through assistance in crime prevention, way-finding, and assisting homeless with social services. The CBD will also be an advocate for more pedestrian safety in the Ocean Avenue CBD area and promoting walkable streets through events. Cleaning, Maintenance and Safety program services and their frequencies of these services are summarized in the Description of Improvements, Services, and Activities section of this report.

To combine property owner efforts and achieve certain economies of scale, assessment revenue collected from Ocean Avenue CBD property owners will provide the necessary funding for the proposed enhanced Cleaning, Maintenance, and Safety program services and activities. To recognize the linear benefits received from the enhanced services and activities the Cleaning, Maintenance, and Safety program portion of the annual budget the budget is allocated based on the parcel's Linear Street Frontage assigned. Further, the zone location for each parcel takes into account the levels of benefit received from the enhanced services and activities unique to each zone.

County Assessor Parcel Maps provided the Linear Street Frontage for each Assessor's Parcel. The property owner will confirm the Linear Street Frontage assigned to his or her property. The assessment notice and petition provided to each benefiting property owner will include each Assessor's Parcel's assigned information. Assessor's Parcels that do not have direct street frontage, as a result of being located on a floor other than the ground floor, are assigned Linear Street Frontage based upon their portion of the entire building's assigned Linear Street Footage and land use.

Zone 1 Non-profit and Religious Organizations

Throughout Zone 1, properties with non-profit service organization or religious institutional land use designations will receive a reduced level of Cleaning, Maintenance, and Safety program services for the corresponding street frontage of these properties. These designated property uses will receive approximately 75% of the sidewalk sweeping, refuse removal, steam cleanings, and pressure washing service levels that other Zone 1 properties receive. To account for the reduction in the special benefit of the Non-Profit Service Organization Property Use and Religious Institutional Property Use, from the enhanced Cleaning, Maintenance, and Safety program activities; the Linear Street Frontage assessment rate for Non-Profit Service Organization Property Use and for Religious Institutional Property Use is 75% of the Zone 1 Linear Street Frontage assessment rate applied to all other land uses.

Zone 2 Assessments

Zone 2 receives reduced Cleaning, Maintenance, and Safety program services from that which is provided throughout Zone 1. The specific service programs and the frequency of those service programs provided to Zone 2 only are summarized in the Description of Improvements, Services, and Activities section of this report. The special benefit and service levels from the enhanced Cleaning, Maintenance, and Safety program provided to Zone 2 is approximately 50% of the level of Ocean Avenue CBD services provided to Zone 1. Therefore, to account for the reduced service levels and the amount of Linear Street Frontage assigned in Zone 2 as compared to Zone 1, approximately 10%

of the Cleaning, Maintenance, and Safety program total budget is allocated to Zone 2. The annual assessment rate for parcels located in Zone 2 is based upon their portion of the Cleaning, Maintenance, and Safety program budget and the total Linear Street Frontage assigned to Assessor's Parcels in Zone 2.

Based upon the 2010/11 County secured roll information, the total Linear Street Frontage for the Ocean Avenue CBD is 7,556 Linear Street Feet. The Linear Street Frontage assigned to Zone 1 is 6,023 Linear Street Feet and the Linear Street Frontage assigned to Zone 2 is 1,533 Linear Street Feet. The Assessment Roll in Appendix B provides a breakdown of the Linear Street Frontage assigned for each Assessor's Parcel.

Marketing, Streetscape Improvements, and Beautification program services are essential to encourage business development and retention, minimize property vacancies, and persuade visitors to come to the Ocean Avenue area to shop, dine, and conduct business. A well marketed and attractive area provides property owners with the ability to achieve the highest and best use of the property, and generate a greater demand for available space. Some of the plans to increase the market awareness of the Ocean Avenue area includes: creating a greater draw of visitors through special events and targeted marketing promotions, holiday decorations, and positioning the Ocean Avenue area more competitively. Given the types of planned marketing programs and activities, it is determined that Commercial Property Uses will receive a direct special benefit as will parcels that front the Phelan Loop public plaza under development where many special events and marketing activities will take place. The marketing assessment is assigned to those properties, or portions of properties, designated as commercial use only.

Various activities in the Marketing, Streetscape Improvements, and Beautification program services promote foot traffic, patrons to shop and dine in the Ocean Avenue CBD area and create safer streets. Marketing activities include newsletters, advertisements, brochures, and Ocean Avenue CBD website will promote events and help bring in more patrons to the local businesses. Yearly holiday decorations on Ocean Avenue could expand with more decorations and activities. Other events on the corridor would include concerts, street festivals and other special events throughout the year. Programming and activation services for some of these events will occur at the Phelan Loop public plaza.

Streetscape improvements and beautification such as capital improvements, street furniture, public art and spaces, and streetscape greening are examples the CBD Management Corporation can incorporate in their activities. Advocacy on safety issues with streetscape improvements goes beyond marketing programs that create image and visibility. Advocacy activities include services to advocate resources for businesses, pedestrian safe streets for the neighborhood, and representing the district interests in citywide forums. These services and their frequencies are summarized in the Description of Improvements, Services, and Activities section of this report.

The primary goal of the Marketing, Streetscape Improvements, and Beautification program is to increase the desirability of existing space, both building and property, throughout the Ocean Avenue CBD. The marketing assessments are based upon commercial properties proportional special benefit received from the enhanced services, which will provide the necessary funding to carry out the Marketing, Streetscape, and Beautification program activities. To recognize the special benefits that will maximize the desirability of existing and future building space, as well as lot area, the Marketing, Streetscape Improvements, and Beautification program annual budget is allocated based on a combination of both building size and lot size. In order to equitably blend the two property characteristics of building size and lot size, the Marketing, Streetscape Improvements, and Beautification program budget is allocated 75% based on building size and 25% based on lot size.

Based upon the 2010/11 County secured roll information, the total Building Square Footage for commercial properties is 353,420 square feet. The Lot Square Footage for commercial properties is 508,006 square feet. The Assessment Roll in Appendix B provides a breakdown of the Building

Square Footage and Lot Square Footage assigned for each commercial Assessor's Parcel in the Ocean Avenue CBD.

Zone 1 Phelan Loop Parcel

The Phelan Loop Parcel number 3180-001 is undergoing a major redevelopment and is expected to be subdivided into various parcels in the near future. The project under development consists of a new public plaza and the reconfiguration of a multi-line MUNI bus transit turnaround, a new mixed-use housing and retail development, an expanded City College campus, upgrades to the existing fire station, an expansion of Lee Avenue, a reconfigured emergency water reservoir area and possibly new reservoir facilities and new open recreation fields. The new plaza, featuring improved pedestrian and public amenities and space for public events, will provide a public open space to connect thousands of pedestrians and transit riders to the multi-line bus turnaround, to the planned new housing development, to the planned City College new expanded campus, and to the Ocean Avenue neighborhood commercial district.

Currently, parcel number 3180-001 is used for multiple purposes, including the Municipal Transportation Agency bus turnaround and waiting area, parking lots, a fire station, open space/landscaped areas, Public Utility Commission empty water reservoirs, and City College. All of the sidewalks fronting the Phelan Loop Parcel and Phelan Loop reconfigured parcels along Ocean Avenue and the sidewalk area wrapping around to Phelan Avenue in front of the corner landscaped garden area and in front of the proposed bus turnaround's Phelan Avenue edge will receive cleaning and maintenance services, and will be assessed on the length of the linear frontage of the fronting sidewalk. The sidewalks fronting the proposed expanded City College Campus area along Phelan Avenue will not receive Ocean Avenue CBD services and will not be assessed for their linear frontage.

The MUNI bus turnaround will receive cleaning and landscaping services from the Ocean Avenue CBD and will be charged for the square footage internal to the site that will receive maintenance and cleaning services from the Ocean Avenue CBD.

The corner landscaped garden area of the Phelan Loop Parcel at Ocean Avenue will receive gardening and maintenance services from the Ocean Avenue CBD and its lot square footage will be subject to an additional assessment to pay for this additional level of service.

The Phelan Plaza will link the existing commercial district to persons working and studying at the expanded City College campus and living in the 250 units of new housing which are under development. Due to these developments which are underway, thousands of new people will be coming to the Ocean Avenue commercial district. The Ocean Avenue CBD will host and manage special events at the Phelan Loop public plaza which is under development. The Ocean Avenue CBD marketing and promotion services will make sure new visitors, employees, students and residents know where to shop and eat and will help them enjoy their experience along Ocean Avenue and at the public plaza. City College, the adjacent housing development and ground floor retail fronting the plaza will benefit from an activated, safe and maintained plaza at the entrance to their properties therefore their lot size will be assessed to help fund the plaza activation and management services. Commercial building square footage and lot square footage will be assessed to fund the marketing, special event and promotion services within the entire Ocean Avenue CBD area including special events at the Phelan Plaza as well. The Ocean Avenue CBD will work with City College and the housing owner's property management company and City departments to ensure the plaza is safe, regularly maintained, and cleaned.

Exempted Uses within the Phelan Loop Parcel

The land dedicated for use by the Public Utilities Commission for future Emergency Water Storage will be exempt from assessment within the Ocean Avenue CBD as it will not benefit from Ocean Avenue CBD services and does not have fronting sidewalk along Ocean Avenue or near the corner of Ocean Avenue and Phelan Avenue.

The current assessable portion of the Phelan Loop Parcel Linear Street Frontage is 405.00 linear feet. The current assessable portion of the Phelan Loop Parcel Lot Square Footage is 7,632 square feet.

When Assessor's Parcel 3180-001 rennumbers, consolidates, and subdivides that parcel shall be identified with subsequent Assessor's Parcel number(s) assigned to their respective portions of land. When the Phelan Loop Parcel developments are constructed the new reconfigured Assessor's Parcels will be assessed according to their updated land use. An increase in the annual assessment, if any due to the reconfigured parcels and new construction and development projects, will not be considered an assessment increase per the 1994 Act and Proposition 218. During construction, any portion of the Phelan Loop Parcel under construction will only be charged for linear frontage during construction that will receive cleaning services from the Ocean Avenue CBD during construction. Phelan Loop parcels under construction and not in active use will not be charged for building square footage or lot square footage assessments until construction of the new development is completed.

General Benefits to the Public

Although the improvements, services, and activities provided throughout the Ocean Avenue CBD incorporates public streets and rights of way, it is clear that the improvements, services, and activities provided are directed towards, and necessary for, the cleanliness and maintenance of the Ocean Avenue area, the safety of commercial and residential property tenants, property owners, customers, visitors, as well as, the enhancement of the business environment, and the increased economic opportunities of the properties throughout the Ocean Avenue CBD. The Ocean Avenue CBD will not provide any of these improvements, services, and activities to properties located outside of the Ocean Avenue CBD boundaries. The CBD Management Corporation will use collected assessment revenue to pay for the enhanced improvements, services, and activities that are over and above the baseline services currently provided by the City. However, in assigning direct benefit, public access, use, or availability of these improvements, services, and activities by others was considered.

The general benefits to the public at large are minimal. Various CBDs around the City conducted surveys¹ to determine the likelihood of individuals passing through their boundaries without the intention of engaging in any type of commerce activity in the CBD. Of those surveyed, less than 1% indicated that they do not nor do they ever have the intention of engaging in any type of commerce regardless of any future BID programs and services provided. To account for this activity, 1% of the total annual budget is considered general benefit. Properties within the Ocean Avenue CBD are not assessed this 1% general benefit. Further, the City will continue to provide the general baseline services within the Ocean Avenue CBD, consistent with the provision of baseline services in other similar areas of the City.

¹ In 2009, the City along with the Greater Union Square BID and the West Portal CBD conducted streets surveys to determine the level of general benefit received from the improvements, services, and activities.

Assessment Calculation

The Zone 1 Fiscal Year 2010/11 assessment calculation rates are:

Zone 1 - Assessment Category Description	Fiscal Year 2010/11 Assessment Rate
Linear Street Frontage for Assessor's Parcels designated as: Commercial Property Use Residential Property Use Public Property Use Phelan Loop Parcel and Reconfigured Parcel Uses	\$26.28 per Linear Street Foot
Linear Street Frontage for Assessor's Parcels designated as: Non-Profit Service Organization Property Use Religious Institutional Property Use	\$21.00 per Linear Street Foot
Building Square Footage for Assessor's Parcels designated as: Commercial Property Use	\$0.111 per Building Square Foot
Lot Square Footage for Assessor's Parcels designated as: Commercial Property Use	\$0.0276 per Lot Square Foot
Lot Square Footage for Phelan Parcel Corner Landscaped Garden & Phelan Parcel Bus Turnaround	\$1.31 per Lot Square Foot
Lot Square Footage for Phelan Parcels Fronting and Accessed off of the Phelan Plaza* <i>*Will only take effect following the construction of the individual proposed developments including the Phelan Plaza, Phelan mixed use housing and expanded City College developments</i>	\$0.0574 per Lot Square Foot

Zone 1 Annual Assessment Calculation:

$$\text{Linear Street Frontage Assessment} = \text{Assigned Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate}$$

$$\text{Building Square Footage Assessment} = \text{Commercial Property Use Building Square Footage} \times \text{Building Square Footage Assessment Rate}$$

$$\text{Lot Square Footage Assessment} = \text{Commercial Property Use Lot Square Footage} \times \text{Lot Square Footage Assessment Rate}$$

Zone 1 Assessor's Parcel Annual Assessment:

$$\text{Assessor's Parcel Annual Assessment} = \text{Linear Street Frontage Assessment} + \text{Building Square Footage Assessment} + \text{Lot Square Footage Assessment}$$

Zone 1 Phelan Loop Parcel Annual Assessment:

$$\text{Phelan Loop Parcel Annual Assessment} = \text{Assigned Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate} + \text{Assigned Lot Square Footage} \times \text{Lot Square Footage Assessment Rate}$$

The Zone 2 Fiscal Year 2010/11 assessment calculation rates are:

Zone 2 - Assessment Category Description	Fiscal Year 2010/11 Assessment Rate
Linear Street Frontage for Assessor's Parcels designated as: Educational Institutional Property Use Public Property Use	\$13.90 per Linear Street Foot

Zone 2 Annual Assessment Calculation:

$$\text{Linear Street Frontage Assessment} = \text{Linear Street Frontage} \times \text{Linear Street Frontage Assessment Rate}$$

Zone 2 Assessor's Parcel Annual Assessment:

$$\text{Assessor's Parcel Annual Assessment} = \text{Linear Street Frontage Assessment}$$

Maximum Annual Assessments

The Zone 1 Fiscal Year 2010/11 maximum annual assessment rates are as follows:

- Per Linear Street Foot (Commercial Property Use, Residential Property Use, Public Property Use, and Phelan Loop Parcel): \$26.28
- Per Linear Street Foot for (Non-Profit Service Organization Property Use, and Religious Institutional Property Use): \$21.00
- Per Commercial Property Use Building Square Foot: \$0.111
- Per Commercial Property Use Lot Square Foot: \$0.0276
- Per Phelan Loop Parcel Lot Square: \$1.31

The Zone 2 Fiscal Year 2010/11 maximum annual assessment rate is as follows:

- Per Linear Street Foot (Educational Institutional Property Use and Public Property Use): \$13.90

Maximum Annual Assessment Increases

Beginning July 1, 2013, all maximum assessment rates are subject to an annual increase. The maximum assessment rates will reflect the annual change in the March Consumer Price Index for All Urban Consumers in San Francisco-Oakland-San Jose or 3%, whichever is less. However, in no event shall the annual increase be less than zero.

The maximum possible increase of 3%, beginning July 1, 2013, to the maximum assessment rates for the next 15 years is:

Fiscal Year	Zone 1 Linear Foot Rate(1)	Zone 1 Linear Foot Rate NPSO, RI (2)	Zone 1 Commercial Building Square Foot Rate	Zone 1 Commercial Lot Square Foot Rate	Zone 1 Phelan Loop Parcel Segment Lot Square Foot Rate	Zone 2 Linear Foot Rate(3)
2010/11	\$26.28	\$21.00	\$0.111	\$0.0276	\$1.31	\$13.90
2011/12	26.28	21.00	0.111	0.0276	1.31	13.90
2012/13	26.28	21.00	0.111	0.0276	1.31	13.90
2013/14	27.07	21.63	0.114	0.0284	1.35	14.32
2014/15	27.88	22.28	0.118	0.0293	1.39	14.75
2015/16	28.72	22.95	0.121	0.0302	1.43	15.19
2016/17	29.58	23.64	0.125	0.0311	1.47	15.65
2017/18	30.47	24.35	0.129	0.0320	1.52	16.12
2018/19	31.38	25.08	0.133	0.0330	1.56	16.60
2019/20	32.32	25.83	0.137	0.0339	1.61	17.10
2020/21	33.29	26.61	0.141	0.0350	1.66	17.61
2021/22	34.29	27.40	0.145	0.0360	1.71	18.14
2022/23	35.32	28.23	0.149	0.0371	1.76	18.68
2023/24	36.38	29.07	0.154	0.0382	1.81	19.24
2024/25	37.47	29.94	0.158	0.0394	1.87	19.82

(1) Includes Commercial, Residential, Public Property, and Phelan Loop Parcel Segment.

(2) Includes Non-Profit Service Organization, and Religious Institutional Property.

(3) Includes Public Property.

Regardless of the assessment amount actually levied each year (assessments may be levied at less than the maximum assessment rate), the maximum allowable assessment rates will increase as described above. Any increase in the actual amount of the assessment levied, as long as it does not exceed the maximum assessment for that Fiscal Year, is not considered an increase of the assessment as defined by Proposition 218.

Time and Manner of Collecting Assessments

The City will levy and collect Ocean Avenue CBD assessments in the same manner and at the same time as ordinary *ad valorem* property taxes; except that for Fiscal Year 2010/11 only, the City will send out a separate direct bill to each property owner for payment of the assessment amount.

Delinquent Payments

The City will place the Ocean Avenue CBD assessments on the annual secured property tax bills for regular collection at the standard due dates (due twice per year). The Ocean Avenue CBD assessment will appear as a separate line item on the property tax bill; except that for Fiscal Year 2010/11 only, the City will send out a separate direct bill to each property owner for payment of the assessment amount. The City will directly bill any Assessor's Parcels which do not regularly receive a property tax bill from the City.

All delinquent payments, including penalties and accrued interest, will be identified in the budgeted categories outlined in the Estimated Costs section of this Engineer's Report. The CBD Management Corporation will determine the budget allocation.

Assessment Roll

Appendix B of this Engineer's Report provides a listing of all of the Assessor's Parcels, including the Assessor's Parcel number, Owner, Benefit Zone, Linear Street Frontage, Commercial Property Building Square Footage, and Commercial Property Lot Square Footage subject to the Ocean Avenue CBD annual assessment.

Resolution of Disputes

The stakeholders formed the Ocean Avenue CBD after considerable outreach and careful research; based on information and sources deemed to be reliable. If a property owner thinks that the assessment has been calculated or applied in error, he or she must first contact the CBD Management Corporation to correct the property information used to calculate the assessment. If the property owner is not satisfied with the response, then he or she may request an assessment recalculation from the City and County of San Francisco's Office of Economic and Workforce Development per the assessment formula included in the management plan.

Disestablishment

Each year that the Ocean Avenue CBD is in existence, there will be a 30-day period during which the property owners will have the opportunity to request disestablishment of the Ocean Avenue CBD. This 30-day period begins each year on the anniversary date the Board of Supervisors established the Ocean Avenue CBD. Within that 30-day period if a written petition is submitted by the owners of real property who pay 50% or more of the assessments levied, the Ocean Avenue CBD may be disestablished by the Board of Supervisors.

A majority (six members) of the Board of Supervisors may initiate disestablishment proceedings at any time based on improper actions by the CBD management corporation, such as misappropriation of funds, malfeasance, or violation of law.

A supermajority (eight members) of the Board of Supervisors may initiate disestablishment proceedings for any reason.

All outstanding indebtedness must be paid prior to disestablishment of the Ocean Avenue CBD.

APPENDICES

Assessment Diagram

A

Assessment Roll

B

APPENDIX A – ASSESSMENT DIAGRAM

The following pages provide the assessment diagram for the Ocean Avenue CBD, as well as the identification of each Assessor's Parcel subject to the annual assessment.

ASSESSMENT DIAGRAM FOR THE OCEAN AVENUE COMMUNITY BENEFITS DISTRICT

SHEET 1 OF 2

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 AND ARTICLE 15 OF THE SAN FRANCISCO
BUSINESS AND TAX REGULATIONS CODE.

FILED IN THE OFFICE OF THE CLERK OF THE BOARD OF SUPERVISORS FOR THE CITY AND COUNTY
OF SAN FRANCISCO, THIS ____ DAY OF ____, 200__.

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

RECORDED IN THE OFFICE OF THE ASSESSOR-RECORDER FOR THE CITY AND COUNTY OF SAN
FRANCISCO THIS ____ DAY OF ____, 200__.

PHIL TING, ASSESSOR RECORDER, CITY AND COUNTY OF SAN FRANCISCO

AN ASSESSMENT WAS LEVIED BY THE BOARD OF SUPERVISORS FOR THE CITY AND COUNTY OF SAN
FRANCISCO 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 ____, 200__,
RESOLUTION NO. ____, AND THE ASSESSMENT WAS LEVIED EFFECTIVE ON RECORDING OF THIS
ASSESSMENT DIAGRAM AND SAID RESOLUTION IN THE OFFICE OF THE ASSESSOR-RECORDER FOR
THE CITY AND COUNTY OF SAN FRANCISCO THIS ____ DAY OF ____, 200__. REFERENCE IS MADE TO
THE ASSESSMENT ROLL RECORDED IN THE OFFICE OF THE ASSESSOR-RECORDER FOR THE CITY
AND COUNTY OF SAN FRANCISCO THIS ____ DAY OF ____, 200__, FOR THE EXACT AMOUNT OF EACH
ASSESSMENT LEVIED AGAINST EACH PARCEL OF LAND SHOWN ON THIS ASSESSMENT DIAGRAM.

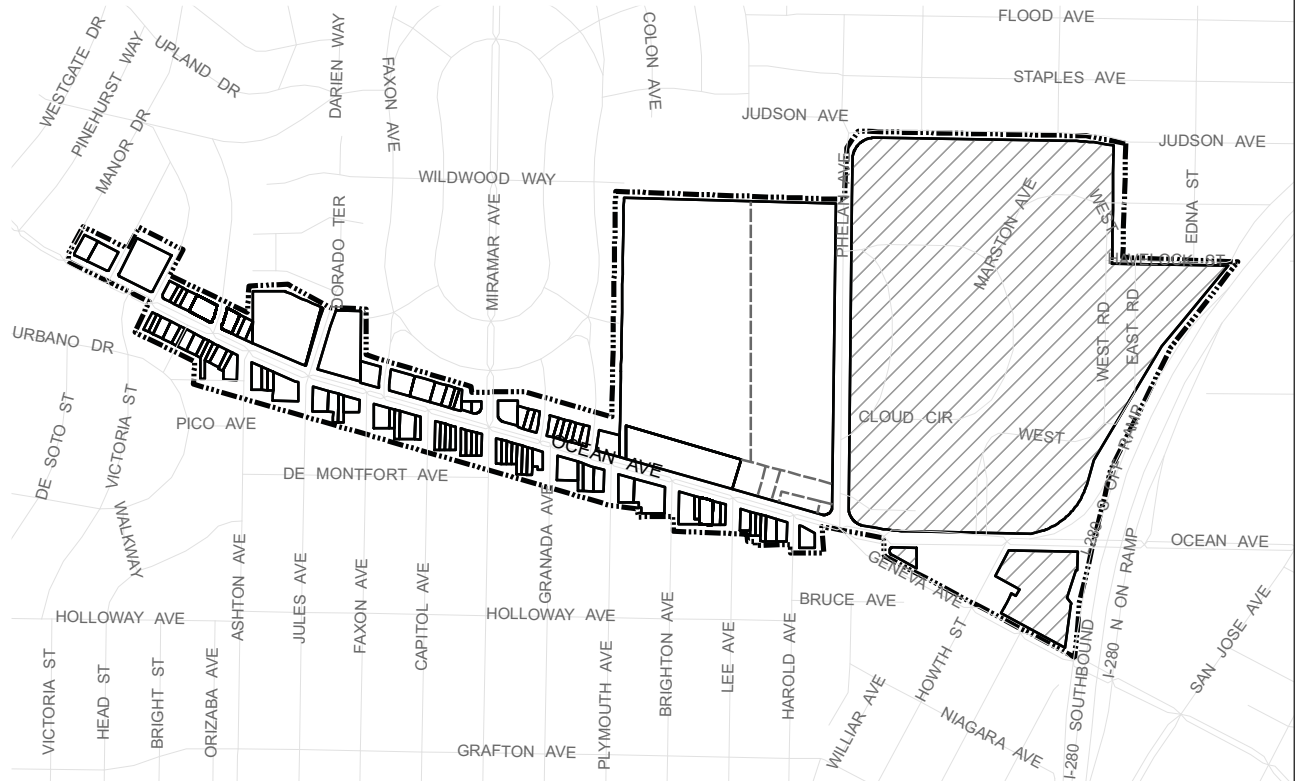
ANGELA CALVILLO, CLERK OF THE BOARD OF SUPERVISORS, CITY AND COUNTY OF SAN FRANCISCO

FILED THIS ____ DAY OF ____, 20__ AT THE HOUR OF ____ O'CLOCK ____ M. IN BOOK ____ OF MAPS OF
ASSESSMENT AND COMMUNITY FACILITIES DISTRICTS AT PAGE ____, IN THE OFFICE OF THE
ASSESSOR-RECORDER, CITY AND COUNTY OF SAN FRANCISCO, STATE OF CALIFORNIA, THIS
DAY OF ____, 200__.

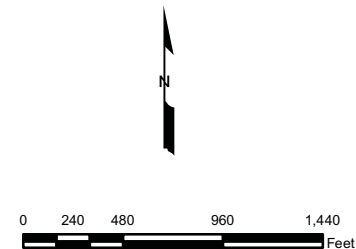
PHIL TING, ASSESSOR RECORDER, CITY AND COUNTY OF SAN FRANCISCO

NOTES:

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



N | B | S



Legend

- District Boundary
- Zone 1
- Zone 2

ASSESSMENT DIAGRAM FOR THE OCEAN AVENUE COMMUNITY BENEFITS DISTRICT

SHEET 2 OF 2

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 AND ARTICLE 15 OF THE SAN FRANCISCO
BUSINESS AND TAX REGULATIONS CODE.

ASSESSMENT ID		ASSESSMENT ID		ASSESSMENT ID	
APN	Assessment Number	APN	Assessment Number	APN	Assessment Number
3179 -010	1	3282 -033	60	6942 -055	119
3180 -003	2	3282 -034	61	6942 -058	120
3191 -010	3	3282 -035	62	6943 -049	121
3196 -004	4	3282 -036	63	6943 -054	122
3196 -005	5	3282 -037	64	6944 -001	123
3196 -006	6	3282 -038	65	6944 -040	124
3196 -010	7	3282 -039	66	6944 -043	125
3196 -011	8	3282 -040	67	6944 -044	126
3196 -017	9	3283 -087	68	6944 -046	127
3196 -028	10	3283 -124	69	6944 -047	128
3196 -029	11	3283 -195	70	6944 -048	129
3197 -006	12	6915 -001	71	6944 -049	130
3197 -007	13	6915 -018	72	6944 -050	131
3197 -008	14	6915 -019	73	6944 -051	132
3197 -010	15	6915 -020	74	6944 -052	133
3198 -011	16	6915 -022	75	6944 -053	134
3198 -012	17	6915 -024	76	6944 -054	135
3198 -013	18	6915 -025	77	6944 -055	136
3198 -014	19	6915 -027	78	6944 -056	137
3198 -015	20	6915 -029	79	6944 -057	138
3198 -016	21	6915 -032	80	6945 -034	139
3199 -017	22	6915 -034	81	6945 -035	140
3279 -012	23	6915 -035	82	6945 -036	141
3279 -012A	24	6915 -036	83	6945 -041	142
3280 -018	25	6933 -032	84	6945 -043	143
3281 -020B	26	6933 -034	85	6945 -045	144
3281 -020C	27	6933 -035	86	6946 -061	145
3281 -020D	28	6933 -040	87	6946 -030	146
3281 -020E	29	6934 -001	88	6948 -023	147
3281 -035	30	6934 -022	89	Port.of 3180 -001 (SFPUC)	148
3281 -036	31	6934 -025	90	Port.of 3180 -001 (City College)	149
3281 -037	32	6934 -027	91	Port.of 3180 -001 (Housing)	150
3281 -038	33	6935 -001	92	Port.of 3180 -001 (Plaza)	151
3281 -039	34	6935 -020	93	Port.of 3180 -001 (Bus Turnaround)	152
3281 -040	35	6935 -021	94	Port.of 3180 -001 (Fire Station)	153
3281 -041	36	6935 -026	95	Port.of 3180 -001 (Corner Garden)	154
3281 -042	37	6935 -027	96		
3281 -043	38	6936 -001	97		
3281 -044	39	6936 -010	98		
3281 -045	40	6936 -011	99		
3281 -046	41	6936 -012	100		
3281 -047	42	6936 -013	101		
3281 -048	43	6936 -015	102		
3281 -049	44	6936 -016	103		
3281 -050	45	6936 -017	104		
3281 -051	46	6936 -018	105		
3281 -052	47	6936 -019	106		
3281 -053	48	6936 -020	107		
3281 -054	49	6936 -021	108		
3281 -055	50	6941 -058	109		
3281 -056	51	6941 -059	110		
3282 -027	52	6941 -060	111		
3282 -027A	53	6941 -061	112		
3282 -027B	54	6941 -062	113		
3282 -028	55	6941 -063	114		
3282 -029	56	6941 -064	115		
3282 -030	57	6941 -068	116		
3282 -031	58	6942 -050	117		
3282 -032	59	6942 -054	118		



APPENDIX B – ASSESSMENT ROLL

Following is a list of all of the Assessor's Parcels, including the Assessor's Parcel number, Owner, Benefit Zone, Linear Street Frontage, Commercial Property Building Square Footage, and Commercial Property Lot Square Footage subject to the Ocean Avenue CBD annual assessment.

City and County of San Francisco
Ocean Avenue Community Benefits District
2010/11 Assessment Roll

APN	Owner	Situs	Benefit Zone(1)	Linear Street Frontage	Building Square Footage	Lot Square Footage	Cleaning, Maintenance, & Safety Program Assessment	Marketing Program Assessment	Total Assessment
3179 -010	SAN FRANCISCO COMMUNITY COLLEGE	OCEAN AVE	2	934.320	0	0	\$12,987.05	\$0.00	\$12,987.05
3180 -001(2)	CITY PROPERTY	11 PHELAN AVE	1	405.000	0	7,632	20,641.24	0.00	20,641.24
3180 -003	PACIFIC RESOURCES ASSOCS LLC	1150 OCEAN AVE	1	514.041	15,035	80,150	13,509.00	3,881.03	17,390.03
3191 -010	WU CHUNG LIVING TRUST	1700 OCEAN AVE	1	95.304	5,462	9,861	2,504.59	878.45	3,383.04
3196 -004	CHUA ELIZABETH T	1500 OCEAN AVE	1	60.377	3,500	2,509	1,586.71	457.75	2,044.46
3196 -005	GIN LIP WEI & JENNY	1508 OCEAN AVE	1	52.807	2,074	2,330	1,387.77	294.52	1,682.29
3196 -006	PROTZEL STEVEN J SEPARATE PRPT	1524 OCEAN AVE	1	46.083	2,591	2,591	1,211.06	359.11	1,570.17
3196 -010	MORESI KENNETH L & ANNA TRUST	1552 OCEAN AVE	1	60.070	4,505	6,006	1,578.64	665.77	2,244.41
3196 -011	MALAKIS FRANCES	1600 OCEAN AVE	1	99.930	6,165	9,992	2,626.16	960.09	3,586.25
3196 -017	LALLEMAND FAMILY LVG TRUST	1644 OCEAN AVE	1	102.806	5,571	11,142	2,701.74	925.90	3,627.64
3196 -028	BANKS THURMIL L REVOC TRUST	1532 OCEAN AVE	1	20.110	998	1,995	528.49	165.78	694.27
3196 -029	LEE PAUL T L	1540 OCEAN AVE	1	38.020	3,420	3,802	999.17	484.56	1,483.73
3197 -006	RICHARD LAWRENCE / SHARON K SARO	315 GRANADA AVE	1	38.671	2,259	3,280	1,016.27	341.28	1,357.55
3197 -007	RICHARD LAWRENCE / SHARON K SARO	1410 OCEAN AVE	1	30.000	2,550	2,996	788.40	365.74	1,154.14
3197 -008	RICHARD LAWRENCE / SHARON K SARO	1418 OCEAN AVE	1	27.000	2,625	4,042	709.56	402.93	1,112.49
3197 -010	SAINT ANTHONY REAL ESTATE LLC	1490 OCEAN AVE	1	94.466	5,118	10,236	2,482.57	850.61	3,333.18
3198 -011	BAIK FAMILY TRUST 2004	1201 PLYMOUTH AVE	1	36.290	3,223	3,223	953.70	446.71	1,400.41
3198 -012	VISTA PROPERTIES INC	1312 OCEAN AVE	1	38.084	2,284	3,807	1,000.85	358.62	1,359.47
3198 -013	WATERS BEN J 1996 REVOC TRUST	1320 OCEAN AVE	1	30.000	2,397	2,996	788.40	348.73	1,137.13
3198 -014	CHAN RAYMOND K & LO IVY S L	1326 OCEAN AVE	1	30.000	1,320	3,000	788.40	229.32	1,017.72
3198 -015	CHAN RAYMOND K & LO IVY S L	1334 OCEAN AVE	1	30.000	1,320	3,000	788.40	229.32	1,017.72
3198 -016	LV MIGUEL F & JOANNE P NAVARRO	1344 OCEAN AVE	1	32.000	0	0	840.96	0.00	840.96
3199 -017	SAN FRANCISCO COMMUNITY COLLEG	1298 OCEAN AVE	1	114.978	6,100	11,120	3,021.62	984.01	4,005.63
3279 -012	KWAN STEPHEN T K	2020 OCEAN AVE	1	115.376	12,015	11,661	3,032.08	1,655.51	4,687.59
3279 -012A	KWAN STEPHEN T K	2000 OCEAN AVE	1	81.486	0	8,058	2,141.45	222.40	2,363.85
3280 -018	VOICE OF PENTECOST INC	1990 OCEAN AVE	1 - NPSO, RI	194.696	0	0	4,088.62	0.00	4,088.62
3281 -020B	ISH ALBERT D CHURCH-ISH MAR JR	1938 OCEAN AVE	1	25.000	2,604	2,500	657.00	358.04	1,015.04
3281 -020C	NGUYEN LAMAX V	1944 OCEAN AVE	1 - NPSO, RI	55.728	0	0	1,170.29	0.00	1,170.29
3281 -020D	CANELO JOSE & BONK DAVID A TRUST	1942 OCEAN AVE	1	25.000	1,871	2,495	657.00	276.57	933.57
3281 -020E	KONG FEI YAN	1930 OCEAN AVE	1	49.170	2,950	4,917	1,292.19	463.18	1,755.37
3281 -035	GUNTHER SURVIVING SPOUSES TRUST	1920 OCEAN AVE	1	25.166	4,949	2,195	661.36	609.92	1,271.28
3281 -036	BRODSKI IAKOV	1920 OCEAN AVE #A	1	4.793	0	0	125.96	0.00	125.96
3281 -037	TAM SUI PING	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -038	ALIEVA SABINA & GIRSH ALEX	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -039	LUKI MIRA	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -040	LICON SOPHIA M	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -041	GARCIA MARCO	1920 OCEAN AVE #1F	1	4.793	0	0	125.96	0.00	125.96
3281 -042	CHEN WEI GANG & SHAO XIA	1920 OCEAN AVE #1G	1	4.793	0	0	125.96	0.00	125.96
3281 -043	DAVILA YI WEN	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96

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3281 -044	KORETS LEONID & LIDIYA	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -045	CHANG MICHELLE	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -046	CRISOSTO ANITA M & MORALES CES	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -047	INFANTE REMIGIO V	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -048	CORREA JORGE	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -049	JUNQUEIRA POLIANA	1920 OCEAN AVE #2G	1	4.793	0	0	125.96	0.00	125.96
3281 -050	PENN ANDREW & CALLAGHAN KATHLE	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -051	YEUNG KWAI C & SIU LUEN Y	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -052	CHEUNG CHRISTINE & SINGH INDER	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -053	MALICK ELIA JAMES	1920 OCEAN AVE #3D	1	4.793	0	0	125.96	0.00	125.96
3281 -054	PARKER CHRISTINA S K	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -055	LEUNG JOE W K & ZHU YUN YEN	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3281 -056	TSAI JAMES IMING & CHENG TAO P	1920 OCEAN AVE	1	4.793	0	0	125.96	0.00	125.96
3282 -027	STELLA NG TRUST	1900 OCEAN AVE	1	39.655	2,377	1,981	1,042.13	318.54	1,360.67
3282 -027A	MCKEEVER PROPERTIES	1906 OCEAN AVE	1	46.369	0	0	1,218.58	0.00	1,218.58
3282 -027B	PANG ANNA & TET 1990 FAMILY TR	1910 OCEAN AVE	1	25.000	2,503	2,503	657.00	346.92	1,003.92
3282 -028	BALAORO FELICIDAD F LVG TR	8 KEYSTONE WAY #A	1	6.537	803	655	171.79	107.21	279.00
3282 -029	CHAN LAI KWAN ROSALINE	8 KEYSTONE WAY #1A	1	4.906	0	0	128.93	0.00	128.93
3282 -030	WONG ALBERT	8 KEYSTONE WAY #1B	1	4.906	0	0	128.93	0.00	128.93
3282 -031	VILLALUNA MARIA	8 KEYSTONE WAY #1C	1	4.906	0	0	128.93	0.00	128.93
3282 -032	BRAXTON RUBY J	8 KEYSTONE WAY #1D	1	4.906	0	0	128.93	0.00	128.93
3282 -033	DONALDO RHEA R	8 KEYSTONE WAY #2A	1	4.906	0	0	128.93	0.00	128.93
3282 -034	MANN CHARLES D REVOC TRUST	8 KEYSTONE WAY #2B	1	4.906	0	0	128.93	0.00	128.93
3282 -035	SCHWARTZ ANDREW	8 KEYSTONE WAY #2C	1	4.906	0	0	128.93	0.00	128.93
3282 -036	TORRES BARVO C & PILAR R	8 KEYSTONE WAY #2D	1	4.906	0	0	128.93	0.00	128.93
3282 -037	BARRE FARAH	8 KEYSTONE WAY #3A	1	4.906	0	0	128.93	0.00	128.93
3282 -038	GRANAT SIMON	8 KEYSTONE WAY #3B	1	4.906	0	0	128.93	0.00	128.93
3282 -039	WONG EDMOND & SONIA	8 KEYSTONE WAY #3C	1	4.906	0	0	128.93	0.00	128.93
3282 -040	DEVYATOVA YELENA & DEVYATOV MI	8 KEYSTONE WAY	1	4.906	0	0	128.93	0.00	128.93
3283 -087	ALLEN STEEN C	1830V OCEAN AVE	1	0.000	0	0	0.00	0.00	0.00
3283 -124	1830-1850 OCEAN AVENUE LLC	1830 OCEAN AVE	1	278.074	53,004	38,524	7,307.78	6,946.71	14,254.49
3283 -195	SIU YEE KEUNG & MEE JING	1728 OCEAN AVE	1	210.780	23,931	23,931	5,539.30	3,316.84	8,856.14
6915 -001	PANESSI PARTNERS LLC	1901 OCEAN AVE	1	87.640	11,182	6,756	2,303.18	1,427.67	3,730.85
6915 -018	TSANG/HO FAMILY TRUST	1973 OCEAN AVE	1	25.000	2,550	2,291	657.00	346.28	1,003.28
6915 -019	ZARACOTAS TIMOLEON & CORINNE	1967 OCEAN AVE	1	25.000	0	0	657.00	0.00	657.00
6915 -020	ZARACOTAS TIMOLEON & CORINNE	1959 OCEAN AVE	1	50.000	3,000	4,499	1,314.00	457.17	1,771.17
6915 -022	RAMALLAH CLUB INC THE	1951 OCEAN AVE	1 - NPSO, RI	50.000	0	0	1,050.00	0.00	1,050.00
6915 -024	PHAN TOM TUAN	1947 OCEAN AVE	1	22.000	1,640	1,977	578.16	236.61	814.77
6915 -025	LAU JEFFREY & SOPHIE	1939 OCEAN AVE	1	47.000	2,470	4,230	1,235.16	390.92	1,626.08

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6915 -027	KIMURA FAMILY MARITAL TR	1931 OCEAN AVE	1	50.000	3,450	4,499	1,314.00	507.12	1,821.12
6915 -029	PRANDO DECEDENTS TRUST	1927 OCEAN AVE	1	25.000	2,000	2,247	657.00	284.02	941.02
6915 -032	KARP INV LTD PARTNERSHIP	1917 OCEAN AVE	1	50.000	3,600	4,499	1,314.00	523.77	1,837.77
6915 -034	DIFFLEY VINCENT & MARGARET	1907 OCEAN AVE	1	25.000	2,250	2,430	657.00	316.82	973.82
6915 -035	TAM KENNETH Y & DORIS REVOC TR	38 LEGION CT	1	25.000	4,553	4,438	657.00	627.87	1,284.87
6915 -036	CHAN RAYMOND KWOK & LIN IVY LO	1921 OCEAN AVE	1	25.000	3,632	3,632	657.00	503.40	1,160.40
6933 -032	ASTRONOMICAL SOC OF THE PAC	390 ASHTON AVE	1 - NPSO, RI	54.340	0	0	1,141.14	0.00	1,141.14
6933 -034	LEGARZA REVOCABLE TRUST	1831 OCEAN AVE	1	27.170	3,718	2,561	714.03	483.38	1,197.41
6933 -035	TOM GARRET & ANITA TRUST	1827 OCEAN AVE	1	27.170	2,855	2,500	714.03	385.91	1,099.94
6933 -040	LAM WAI HA & JULIA W S	1801 OCEAN AVE	1 - NPSO, RI	134.420	0	0	2,822.82	0.00	2,822.82
6934 -001	LAN FONG HUEY	1701 OCEAN AVE	1	77.640	5,095	5,239	2,040.38	710.14	2,750.52
6934 -022	FRANCIS JOYCEDA	1799 OCEAN AVE	1	77.640	1,108	8,171	2,040.38	348.51	2,388.89
6934 -025	CHRISTOPHERSON HENRY E & CHRIS	1725 OCEAN AVE	1	51.760	5,250	5,858	1,360.25	744.43	2,104.68
6934 -027	BASSETT WILLIAM J JR & BASSETT	1719 OCEAN AVE	1	25.880	3,300	3,361	680.13	459.06	1,139.19
6935 -001	WILLART LLC	1271 CAPITOL AVE	1	25.880	3,900	2,692	680.13	507.20	1,187.33
6935 -020	WILLART LLC	1631 OCEAN AVE	1 - NPSO, RI	25.880	0	0	543.48	0.00	543.48
6935 -021	WILLART LLC	1625 OCEAN AVE	1	25.880	1,880	3,367	680.13	301.61	981.74
6935 -026	WILLART LLC	1607 OCEAN AVE	1	77.640	3,825	9,099	2,040.38	675.71	2,716.09
6935 -027	LAN FONG HUEY	1641 OCEAN AVE	1	77.640	6,180	7,866	2,040.38	903.08	2,943.46
6936 -001	HUEY LILY 1996 REV LIV TR	295 MIRAMAR AVE	1	25.880	3,150	2,596	680.13	421.30	1,101.43
6936 -010	BRANNAGAN-BROWN MARY	1549 OCEAN AVE	1	25.880	5,512	2,812	680.13	689.44	1,369.57
6936 -011	JEW HOWARD & ANNE REVOCABLE TR	1543 OCEAN AVE	1	25.880	1,700	3,145	680.13	275.50	955.63
6936 -012	LEI JOANNA L M	1537 OCEAN AVE	1	25.880	2,650	2,975	680.13	376.26	1,056.39
6936 -013	SOSS EDWARD H	1533 OCEAN AVE	1	25.880	2,129	2,809	680.13	313.85	993.98
6936 -015	DEVEREAUX FAMILY TR	1521 OCEAN AVE	1	25.880	1,595	3,097	680.13	262.52	942.65
6936 -016	LEW ANGELA	1515 OCEAN AVE	1	25.880	5,449	2,931	680.13	685.73	1,365.86
6936 -017	LIN JOHNSON	1507 OCEAN AVE	1	25.880	2,050	2,766	680.13	303.89	984.02
6936 -018	LAI EDMUND & HERMANCIA	1523-15 25 OCEAN AVE	1	6.470	1,984	661	170.03	238.44	408.47
6936 -019	LAI EDMUND & HERMANCIA	1523-15 25 OCEAN AVE	1	6.470	0	0	170.03	0.00	170.03
6936 -020	LAI EDMUND & HERMANCIA	1523-15 25 OCEAN AVE	1	6.470	0	0	170.03	0.00	170.03
6936 -021	LAI EDMUND & HERMANCIA	1523-15 25 OCEAN AVE	1	6.470	0	0	170.03	0.00	170.03
6941 -058	HEDDA KORNFELD FAMILY LP I	290 MIRAMAR AVE	1	25.880	5,962	2,887	680.13	741.46	1,421.59
6941 -059	PLARINOS DIONISIOS & JOANNA	1441 OCEAN AVE	1	25.880	1,350	2,709	680.13	224.62	904.75
6941 -060	CHU OTTO-PAK-HANG & KAREN P K	1437 OCEAN AVE	1	25.880	3,640	2,500	680.13	473.04	1,153.17
6941 -061	WEI ALAN & LAU ANGEL HIN	1431 OCEAN AVE	1	25.880	3,500	2,330	680.13	452.81	1,132.94
6941 -062	SF MUNICIPAL RAILWAY EMPL FED	1425 OCEAN AVE	1	25.880	3,880	3,472	680.13	526.51	1,206.64
6941 -063	ZHANG HONG W & CHUNG SIU Y	1415 OCEAN AVE	1	25.880	0	3,245	680.13	89.56	769.69
6941 -064	ZHANG HONG W & CHUNG SIU Y	1415 OCEAN AVE	1	25.880	5,285	3,079	680.13	671.62	1,351.75
6941 -068	BAYSAC BELANIO G & CARMEN S	1401 OCEAN AVE	1	51.760	0	0	1,360.25	0.00	1,360.25

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6942 -050	INGLESIDE UNITED PRESBYTERIAN	1345 OCEAN AVE	1 - NPSO, RI	103.520	0	0	2,173.92	0.00	2,173.92
6942 -054	ZHANG YAN LI & HUANG YONG YUAN	1325 OCEAN AVE	1	25.880	1,530	2,773	680.13	246.36	926.49
6942 -055	NG GARY & SOPHIA FAMILY TRUST	1315 OCEAN AVE	1	51.760	5,362	6,124	1,360.25	764.20	2,124.45
6942 -058	SHUM FAMILY TRUST	1301 OCEAN AVE	1	51.760	1,050	5,453	1,360.25	267.05	1,627.30
6943 -049	DECLARATION OF THE SHEA TRUST	1299 OCEAN AVE	1	77.640	0	9,265	2,040.38	255.71	2,296.09
6943 -054	MCDONALDS CORPORATION	1201 OCEAN AVE	1	155.280	1,506	19,890	4,080.76	716.13	4,796.89
6944 -001	CASTLE SUSAN	295,297,299 LEE AVE	1	25.880	1,831	2,439	680.13	270.56	950.69
6944 -040	PAC GAS & ELECTRIC CO	1125V OCEAN AVE	1	25.880	0	2,644	680.13	72.97	753.10
6944 -043	ELEVEN ELEVEN OCEAN LLC	1107 OCEAN AVE	1	38.820	2,808	3,990	1,020.19	421.81	1,442.00
6944 -044	HUSAIN KHURSHED	270 BRIGHTON AVE	1	77.640	0	11,425	2,040.38	315.33	2,355.71
6944 -046	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -047	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -048	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -049	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -050	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -051	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -052	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -053	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -054	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE	1	5.387	0	0	141.57	0.00	141.57
6944 -055	SUNNYSIDE VILLAS LLC	1117 OCEAN AVE #204	1	5.387	0	0	141.57	0.00	141.57
6944 -056	SUNNYSIDE VILLAS LLC	1125 OCEAN AVE #101	1	5.385	1,074	624	141.52	136.44	277.96
6944 -057	SUNNYSIDE VILLAS LLC	1125 OCEAN AVE #102	1	5.385	699	624	141.52	94.81	236.33
6945 -034	PAKEMAN-ROSE MILDRED E	1037 OCEAN AVE	1	25.880	2,600	2,760	680.13	364.78	1,044.91
6945 -035	SEAN WILLIE & LINDA	1031 OCEAN AVE	1	25.880	3,320	2,543	680.13	438.71	1,118.84
6945 -036	HUEY HOWARD P BYPASS TRUST	1025 OCEAN AVE	1	25.880	3,500	3,005	680.13	471.44	1,151.57
6945 -041	OCEAN INVESTMENT CO	1015 OCEAN AVE	1	51.760	7,492	5,514	1,360.25	983.80	2,344.05
6945 -043	ESSAFF UNA B TRUST	1051 OCEAN AVE	1	51.760	626	4,687	1,360.25	198.85	1,559.10
6945 -045	FREID NORMAN T & BOEL M TRUST	1001 OCEAN AVE	1	51.760	6,450	4,938	1,360.25	852.24	2,212.49
6946 -061	CITY PROPERTY	OCEAN AVE	2	259.760	0	0	3,610.66	0.00	3,610.66
6946 -030	KUMAR SURINDER	999 OCEAN AVE	1	76.685	775	5,584	2,015.28	240.14	2,255.42
6948 -023	CAL SCHOOL OF MECHANICAL ARTS	755 OCEAN AVE	2	338.504	0	0	4,705.21	0.00	4,705.21
Totals:				7,555.908	353,420	515,638	\$186,327.67	\$53,250.63	\$239,578.30

(1) NPSO, RI includes Non-Profit Service Organization, and Religious Institutional Property designation

(2) The Commercial Property Lot Square Footage represents the Phelan Loop Parcel Lot Square Footage subject to the additional Phelan Loop Parcel assessment.