

SoMa West Community Benefit District Management District Plan Summary

**For
A Property-Based
Community Benefit District
In the City and County of San Francisco**

**October 2018
Amended March 2019**

**Prepared By
Urban Place Consulting Group, Inc.**

The full SoMa West CBD Management Plan and Engineer's Report can be found at
<http://www.somawestcbd.org>

Prepared pursuant to the State of California Property and Business Improvement District Law of 1994 as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code and Article XIII D of the California Constitution to create a property-based business improvement district

Management District Plan Summary

The name of the property-based Community Benefit District is the SoMa West Community Benefit District (“District”). The District is being established pursuant to the California Constitution and the Property and Business Improvement District Law of 1994, as amended and augmented by Article 15 of the San Francisco Business and Tax Regulations Code.

Developed by the SoMa West Steering Committee, the SoMa West Community Benefit District Management District Plan describes how the proposed SoMa West Community Benefit District will improve and convey special benefits to assessed parcels located within the District area. The District will provide activities, including Clean, Safe, and Beautiful, Marketing and Advocacy, and Administration. Each of the programs is designed to meet the goals of the District; to improve the safety of each individual assessed parcel within the District, to increase building occupancy and lease rates, to encourage new business development, and attract ancillary businesses and services for assessed parcels within the District.

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| <p>Location</p> | <p>The SoMa West Community Benefit District consists of approximately 100 whole or partial blocks and approximately 2,700 parcels in the area south of Market Street. In general, the District is bounded by 5th Street and 6th Street on the east, Minna Street and Folsom Street on the north, South Van Ness Avenue and the U.S. Highway 101 Freeway on the west, and Townsend Street on the south. The District abuts two existing Community Benefit Districts; the Central Market Community Benefit District and Yerba Buena Community Benefit District.</p> |
| <p>Boundary</p> | <p>See map on pages 4-7.</p> |
| <p>Improvements, Activities, Services</p> | <p>The SoMa West CBD will finance activities and improvements that will improve the District’s environment for property owners, residents, workers, and visitors, which may include:</p> <p><u>Clean, Safe, and Beautiful</u></p> <ul style="list-style-type: none"> • A SoMa West CBD Safe Team to implement programs that may consist of, but are not limited to, the following: <ul style="list-style-type: none"> - Bicycle patrol - Vehicle patrol - Foot patrol - Security camera program - Pedestrian & bicycle safety • Clean and Beautiful Program to implement programs that may consist of, but are not limited to, the following: <ul style="list-style-type: none"> - Sidewalk & gutter sweeping - Sidewalk pressure washing - Graffiti & handbill removal - Trash removal - Landscape programs - Public space activation - Public art programs |

Marketing & Advocacy

Programs may consist of, but are not limited to, the following:

- Destination Marketing
- Branding
- Events
- Media Relations
- Advocacy
- Community Grants
- Website
- District Stakeholder Communications

Administration

Administrative staff oversees the District's services which are delivered seven days a week.

Contingency/Reserve/City Fees

An operating reserve is budgeted as a contingency for any payment of delinquencies, uncollectible assessments, Community Benefit District establishment and/or renewal efforts, and/or unforeseen budget adjustments.

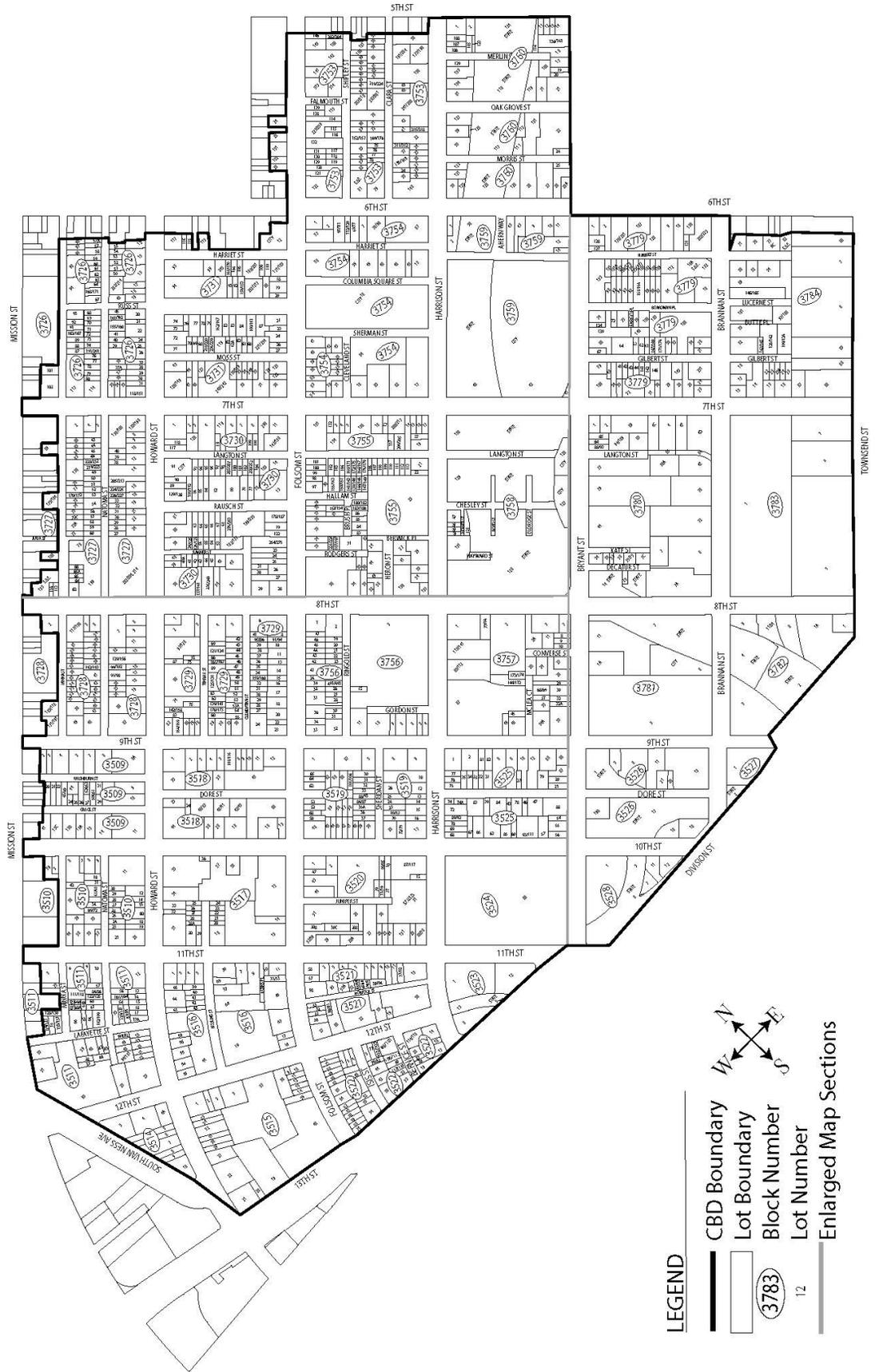
| EXPENDITURES | TOTAL BUDGET | % of Budget |
|---------------------------------|-----------------------|----------------|
| Clean, Safe and Beautiful | \$3,129,103.00 | 79.27% |
| Marketing and Advocacy | \$282,000.00 | 7.14% |
| Administration | \$359,000.00 | 9.09% |
| Contingency, Reserve, City Fees | \$177,812.00 | 4.50% |
| Total Expenditures | \$3,947,915.00 | 100.00% |
| REVENUES | | |
| Assessment Revenues | \$3,741,943.94 | 94.78% |
| Other Revenues (1) | \$205,971.06 | 5.22% |
| Total Revenues | \$3,947,915.00 | 100.00% |

Method of Financing Levy of assessments upon real property that specially benefit from improvements and activities.

| | | | | | | | | | |
|---|---|------------------------------------|-----------|--------------------------------------|-----------|---|-----------|---|-----------|
| <p>Assessments</p> | <p>Annual assessments are based on program costs allocated among the parcels based on assessable footage. Two property assessment variables, parcel square footage and building square footage, will be used in the calculation. Estimated annual maximum assessment rates for the first year of the district follow:</p> <table border="1" data-bbox="670 310 1516 499"> <tr> <td data-bbox="670 310 1336 407">Parcel Square Foot Assessment Rate</td> <td data-bbox="1336 310 1516 407">\$0.18960</td> </tr> <tr> <td data-bbox="670 407 1336 499">Building Square Foot Assessment Rate</td> <td data-bbox="1336 407 1516 499">\$0.13014</td> </tr> </table> <p>Because Marketing and Advocacy does not specially benefit privately-owned non-profits, those types of entities will pay a reduced rate that does not reflect the cost of those activities:</p> <table border="1" data-bbox="670 651 1516 835"> <tr> <td data-bbox="670 651 1336 747">Non-Profit Parcel Square Foot Assessment Rate</td> <td data-bbox="1336 651 1516 747">\$0.17510</td> </tr> <tr> <td data-bbox="670 747 1336 835">Non-Profit Building Square Foot Assessment Rate</td> <td data-bbox="1336 747 1516 835">\$0.11993</td> </tr> </table> | Parcel Square Foot Assessment Rate | \$0.18960 | Building Square Foot Assessment Rate | \$0.13014 | Non-Profit Parcel Square Foot Assessment Rate | \$0.17510 | Non-Profit Building Square Foot Assessment Rate | \$0.11993 |
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| <p>CPI Increase</p> | <p>Annual assessment increases may apply due to changes to the consumer price index (CPI). Total assessment revenue may also increase based on development in the District. The determination of annual adjustments in assessment rates will be subject to the approval of the SoMa West Community Benefit District Owners' Association.</p> | | | | | | | | |
| <p>City Services</p> | <p>The City and County of San Francisco has established and documented the base level of pre-existing City services. The District will not replace any pre-existing general City services.</p> | | | | | | | | |
| <p>Collection</p> | <p>District assessments appear as a separate line item on the San Francisco City and County property tax bills.</p> | | | | | | | | |
| <p>District Governance</p> | <p>The City may contract with a non-profit Owners' Association to provide the day-day operations and carry out the services as provided for in this Management District Plan.</p> | | | | | | | | |
| <p>District Formation</p> | <p>District formation requires submission of favorable petitions signed by property owners representing more than 30% of total assessments to be paid. Petitions are submitted to the San Francisco Board of Supervisors. If the 30% threshold is met, the City will conduct further hearings and mail ballots to all District property owners and the majority of ballots returned, as weighted by assessments to be paid, must be in favor of the District in order for the Board of Supervisors to consider approval.</p> | | | | | | | | |
| <p>Duration</p> | <p>The District will have a 15-year life beginning January 1, 2020 and ending December 31, 2034.</p> | | | | | | | | |

**PROPOSED BOUNDARIES OF
SOMA WEST COMMUNITY BENEFIT DISTRICT,
SAN FRANCISCO, STATE OF CALIFORNIA
SHEET 1 OF 4**

A Property and Business Improvement District
Established in the City and County of San Francisco, State of California,
Under Part 7 of the California STs and Highways Code
(*Property and Business Improvement District Law of 1994, §8336600 et seq.)
and Article 15 of the San Francisco Business and Tax Regulations Code



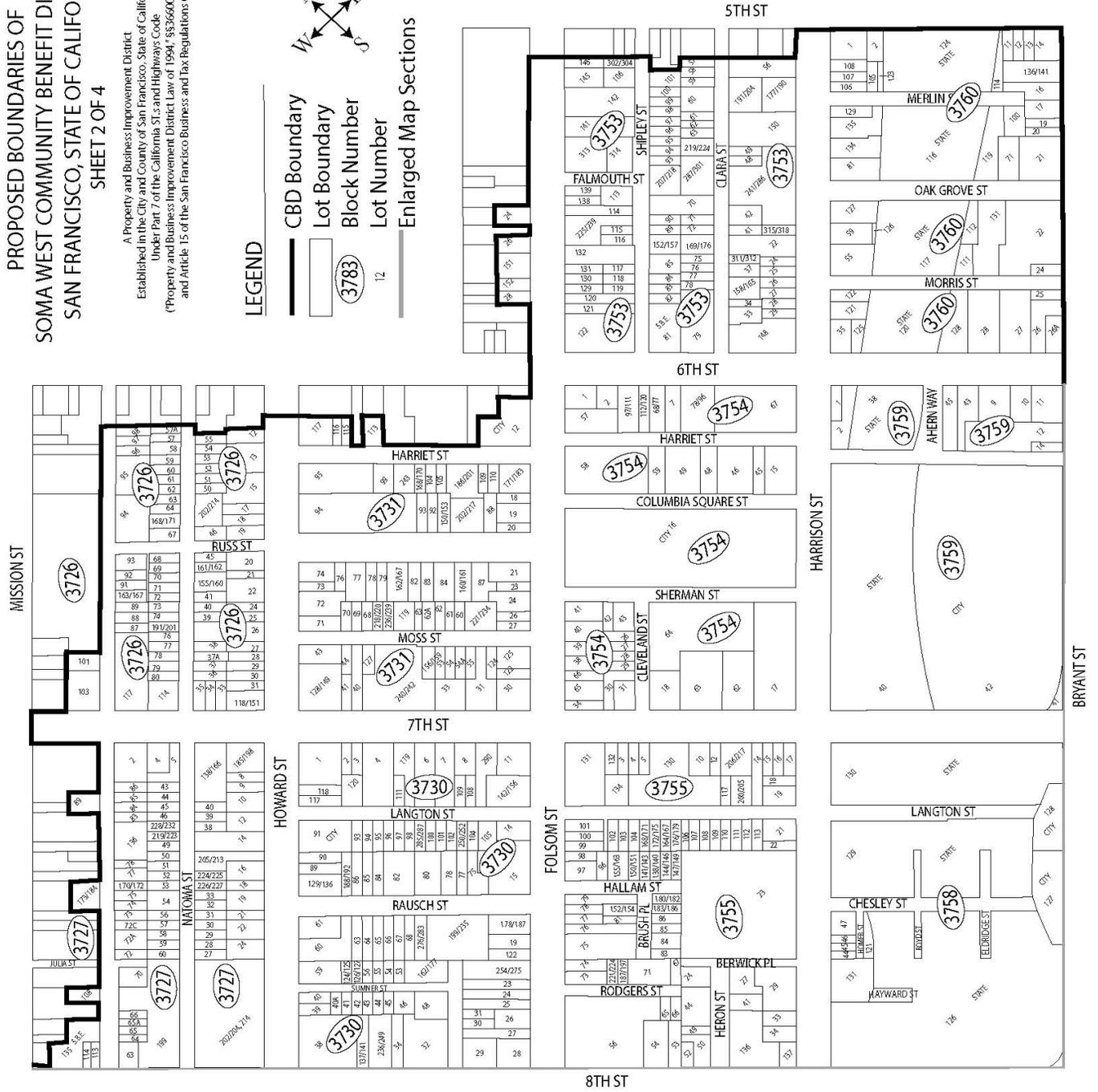
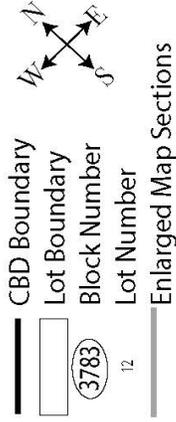
LEGEND

- CBD Boundary
- Lot Boundary
- Block Number
- Lot Number
- Enlarged Map Sections

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SHEET 2 OF 4

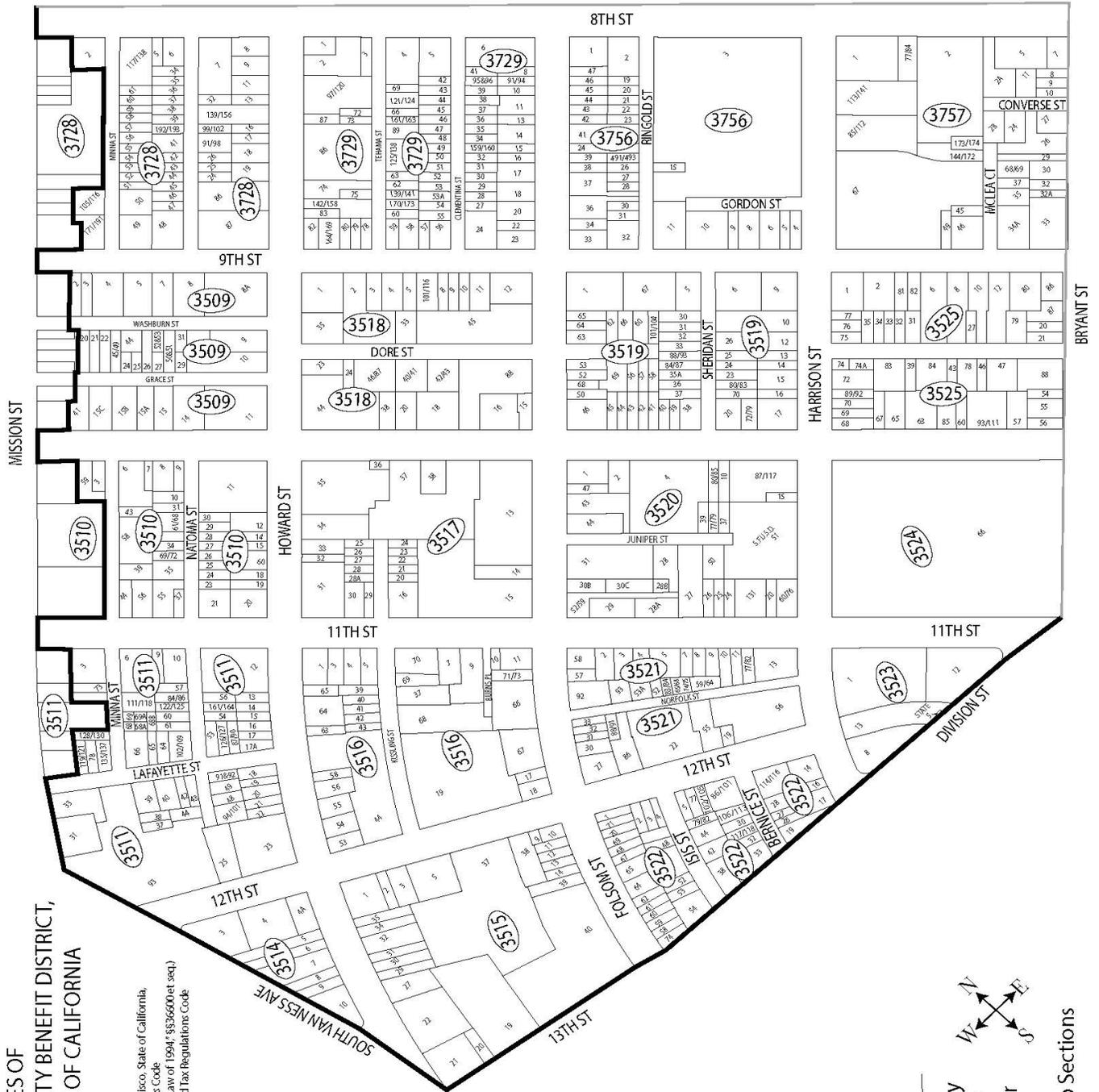
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LEGEND



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