

JULY 27TH, 2010

To: Business and Property Owners in North Beach/Columbus Avenue - Broadway Districts

SUBJECT: Survey Regarding Creation of a New *North Beach/Columbus Avenue- Broadway Community Benefit District (CBD)*

Over the past three years, an organization of business and property owners has pursued the goal of creating a North Beach/Columbus Avenue - Broadway Community Benefit District (CBD) to respond to the ongoing issues of security and cleanliness within this historic business district. Though many business and property owners clean their own surrounding public rights of way, it is the lack of a consistent and unified program to clean and maintain the entire street that confronts us all.

Fishermans' Wharf business and property owners formed their own CBD in 2005 and its has been extremely successful. The Wharf business and property owners use their assessments to guide development, market and promote and provide security and cleaning services in their public rights of way. Currently similar districts are operating successfully in Union Square, Noe Valley, Central Market, Yerba Buena, Tenderloin, Castro/Upper Market, Fillmore and are being considered here in North Beach/Columbus Avenue and at the Embarcadero.

One of the key issues affecting the North Beach/Columbus Avenue district, has been the unregulated venues which promote single night activities and attract undesirable crowds from throughout the Bay Area. An organization named the Broadway Entertainment and Cultural Association (BECA), was formed 1 year ago to attempt to improve the business district in and around Broadway and to regulate such venues with the Entertainment Commission. BECA has worked very closely with SFPD to attempt to dispel these negative elements in North Beach/Columbus Avenue and begin to promote this area as the key entertainment and restaurant destination district in the City.

North Beach/Columbus Avenue - Broadway merchants, businesses and property owners as a whole, do not collectively market and promote this area. To make this historic, ethnic cultural center and business district successful, and to increase commerce, all business and property owners must look at new ways of cleaning up, beautifying and maintaining order, as well as marketing and promoting the district.

Toward that end, North Beach/Columbus Avenue - Broadway business and property owners have established a new CBD steering committee to determine the level of support for forming a Community Benefit District (CBD) in this district. A similar attempt was made in 2008, but the vote of the property owners did not support the CBD formation in the Broadway section of North Beach/Columbus Avenue at that time. Times are more difficult now and there is even a greater need to become competitive and promote businesses who have seen their sales decline over the past 2 years.

This new North Beach/Columbus Avenue - Broadway CBD would fund special benefit services in the public rights of way *over and above those currently provided by the City and County of San Francisco*. The cost of this district will be determined by the business and property owners themselves. Costs are tied to the types and frequency of services. The larger the district, the smaller the costs. These services would be funded by a business and property owners approved property assessment that would be paid by each benefiting parcel. This time we are encouraging business AND property owners to be involved in this effort.

Such special benefit services could include marketing and promotional activities, special events, sidewalk sweeping/steam cleaning, dealing with people demonstrating aggressive behavior, painting out of graffiti, security services (above and beyond that of the San Francisco Police Department), beautification programs, tree planting and maintenance, heritage related public art, holiday decorations, as well as serving as an advocacy group for the businesses in this district.

The services of this proposed CBD would be funded through an assessment placed on each and every parcel in the finalized boundaries of the new district. The business and property owners would determine the boundaries of the district, the priority of each type of service, as well as the exact costs of funding these services.

This survey is being sent to all business and property owners within the North Beach/Columbus Avenue - Broadway business district. We need your feedback in order to determine our next steps relative to the possible new formation of a North Beach/Columbus Avenue - Broadway CBD. Please take a moment to fill out the attached two-page survey, and fax it back to the attention of BECA staff at (415) 391-3422.

Alternatively, you may mail the survey in the self-addressed envelope enclosed. We ask that you return the completed survey by Friday, September 2nd, so that your input can be included in the final report on the results of this survey of the business and property owners.

If you have any questions about the survey or the process for creating a CBD, please feel free to contact the office of the BECA coordinator, at (415) 391-3422 or our CBD consultant, Marco Li Mandri at New City America at (888) 356-2726. They will be preparing a summary of the survey results, which will be mailed out to all respondents.

Thank you for your participation in this effort to vastly improve San Francisco's North Beach/Columbus Avenue - Broadway business district.

Sincerely,

John Espedal, President
The Broadway Entertainment and Cultural Association

SAN FRANCISCO COMMUNITY BENEFIT DISTRICT (CBD) CONCEPT

In 2004, the Board of Supervisors (led by Supervisor Peskin), unanimously adopted, and the Mayor signed into law, a new enabling ordinance that allowed for the establishment of *special benefit districts*, known as “*Community Benefit Districts*”. This new enabling ordinance has had a dramatic impact on the way neighborhoods appear and function throughout the entire City. The first step toward the creation of a North Beach/Columbus Avenue - Broadway CBD is to determine whether support exists among business and property owners, and to see if they are inclined to assess themselves for such special benefit services.

The services of this proposed North Beach/Columbus Avenue - Broadway Community Benefit District would be funded through an assessment placed on each and every parcel in the finalized boundaries of the new district. The business and property owners will determine the priority of each type of service as well as the exact costs of funding these services. All properties, public and private, would be included in this new assessment district. The property owners themselves, through a designated non-profit corporation would control and manage the funds generated by the assessment district. The City of San Francisco, by law, cannot use these special benefit funds to replace general benefit services. The funds, by law, must be spent within the boundaries of the proposed district and must “confer a special benefit to each parcel owner in proportion to the assessments paid.”

The Community Benefit District formation process takes a few significant steps including: 1) a survey of business and property owners, 2) determining the level of support, 3) setting boundaries of the new district, 4) determining priority special benefit services 4) development of a services plan, 5) adoption of that services plan which lays out special benefit services to be funded, and the costs of those services per parcel, 6) a petition drive endorsing the plan, and, 7) a mail ballot vote of the property owners to establish the district. Ideally, the entire process should be completed by the winter of 2011.

Written by New City America, Inc.
Updated July 2010

www.newcityamerica.com

This survey can also be downloaded by going to www.newcityamerica.com, click on "new districts".

**SURVEY OF THE NORTH BEACH/COLUMBUS AVENUE - BROADWAY BUSINESS AND
PROPERTY OWNERS PURSUANT TO THE INVESTIGATION OF THE
FORMATION OF A NEW BENEFIT DISTRICT**

(Please respond by fax or mail by Friday, September 2nd)

GENERAL QUESTIONS

1. How long have you owned, managed or rented your business **or** property in the North Beach/Columbus Avenue -Broadway business district?
 - a. Less than 2 years
 - b. 3 - 9 years
 - c. 10 - 24 years
 - d. 25 - 49 years
 - e. 50 or more years

2. **PUBLIC SAFETY RELATED**
In terms of security and public safety, do you feel that North Beach/Columbus Avenue - Broadway district is.....?
 - a. Safe and orderly
 - b. Unsafe;
 - c. Safe, however suffers an image as an unsafe district
 - d. Not Sure

3. Would you support *business or property owner funded* enhanced security services for the district over and above the services provided by the San Francisco Police Dept.?
 - a. Yes
 - b. No
 - c. Not Sure

4. Would you support *business or property owner funded* enhanced services, which would prioritize dealing with those people demonstrating questionable behavior in the business district public rights of way?
 - a. Yes
 - b. No
 - c. Not Sure

BEAUTIFICATION AND CLEANLINESS

5. Would you support the initiation of *business or property owner funded* daily sidewalk and gutter sweeping, as well as regular steam cleaning services in the business district public rights of way?
 - a. Yes
 - b. No
 - c. Not Sure

6. Would you support *business or property owner funded* special programs to beautify the North Beach/Columbus Avenue - Broadway business district ?
 - a. Yes
 - b. No
 - c. Not Sure

MARKETING THE DISTRICT

7. Would you support *business or property owner funded* special events to improve the identity of North Beach/Columbus Avenue - Broadway business district as well as bring positive attention to the district?
 - a. Yes
 - b. No
 - c. Not Sure

