



Map of Ocean Avenue area (Google Maps)



4702 Mission St. | San Francisco, CA 94112



Ocean Avenue Community Benefits District

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SUMMARY

Ocean Avenue community members have been involved in many community improvement efforts over the years to make the community a better place to live and do business. This includes the efforts led by the Ocean Avenue Revitalization Collaborative (OARC). The OARC is made up of a group of local merchants, community organizations, property owners, and residents who are committed to making the Ocean Avenue Commercial Corridor a vibrant and safe place.

Some of the projects the OARC works on include:

- Monthly clean-ups
- Holiday decorations
- Visual merchandising projects
- Ocean Avenue Wave newsletter
- Help strengthening and supporting businesses

The OARC is working on possibly forming a Community Benefits District (CBD) for Ocean Avenue. The City of San Francisco is providing technical and financial assistance, and a consultant has been hired to guide us through this process. The proposed name of this CBD is the "Ocean Avenue CBD" and the proposed area generally includes Ocean Avenue from Phelan on the east to Manor Drive on the west.

WHAT IS A CBD?

A Community Benefits District is a special type of property assessment used to improve a specific area. The services provided are above and beyond those baseline services provided for by the City or other entities. A CBD is self-governed and has inherent flexibility in its operations. It is approved by the people who pay the assessment, generally the property owners. A separate line item is levied on the regular property tax bill.

There are hundreds of similar Districts across the United States. As of August 2009, there were ten in San Francisco, including for example the Noe Valley (24th Street) CBD, the Castro/Upper Market CBD, and the Greater Union Square BID (Business Improvement District). New CBD's currently in the formation process are in the Excelsior and West Portal areas.

WHAT CAN A CBD PROVIDE?

A CBD can pay for a wide range of services. The working group has identified a number of desired services, including the following:

1. Sidewalk steam cleanings
2. Tree well weeding and maintenance
3. Tree watering, pruning and maintenance
4. Removal of graffiti
5. Daily sidewalk, gutter and tree well sweeping and trash removal
6. Promotional activities
7. Holiday and other events

HOW IS A CBD ESTABLISHED?

If the community desires to move forward with a CBD formation, there is first a petition requirement. Property owners representing at least 30% of the total assessment need to sign the petition. Subsequently, there is an official mailed ballot sent out by the City. There is a full

public hearing at the Board of Supervisors meeting. The ballots returned are tabulated by the City, and if property owners representing just over 50% of the assessment protest, the CBD cannot be approved. This is known as a majority protest ballot process.

HOW IS MY ASSESSMENT DETERMINED?

If a CBD is approved by the community, an assessment is calculated based on relevant property characteristics. For basic services, this is often calculated based on the lot size, street frontage, and building use and size.

WHAT IS NEXT?

There will be a short survey sent out. Meetings are being scheduled to educate and get input, and you are encouraged to make your views known.

Note: This brief flyer is intended to provide general information. For specific questions and details, please contact the CBD consultant, Tim Seufert at NBS, at (800) 434-8349 or for CBD information please visit the City's website at <http://www.oewd.org/Neighborhood-Revitalization-Community-Benefit-Districts.aspx>

CONTACT INFORMATION

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