

**Management District Plan**  
for the creation of the  
**Downtown Berkeley**  
**Property-Based Business Improvement District**

***FINAL PLAN***  
***November 2010***

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**Exhibits:**

- Engineer's Report with list of properties to be benefited
- Map with parcel detail
- Base Level of Services letter of intention from City of Berkeley
- Roster of the Downtown Berkeley PBID Leadership Group

*Exhibits are available upon request from the Downtown Berkeley Association*

**Prepared for the**  
**Downtown Berkeley Association**  
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**DOWNTOWN BERKELEY  
PROPERTY-BASED BUSINESS IMPROVEMENT DISTRICT (PBID) SUMMARY  
FINAL PLAN (November 2010)**

The proposed Downtown Berkeley Property-Based Business Improvement District (PBID) will be a special benefit assessment district that conveys special benefits to the properties located within the district boundaries. As described in this plan, it is proposed that the PBID will provide environmental enhancements (i.e. clean, safe and beautification) and economic enhancements (i.e. business recruitment and retention, marketing, and parking initiatives), above and beyond those provided by the City of Berkeley. This approach has been used successfully in downtowns throughout California and the nation, helping to improve sales, occupancies and property values.

**Location:** The district will encompass the core of the downtown area focused along the Shattuck and University Avenue corridors. The downtown service area is roughly bounded by Oxford and Fulton Streets to the east, Durant Avenue to the south, Milvia Street and Martin Luther King Jr. Way to the west and Hearst Avenue to the north. Along the Shattuck Avenue corridor, the service area will include Delaware Street to the north and Dwight Way to the south. A map of the proposed PBID is provided on page 7.

**Improve-  
ments &  
Activities:** ***A Welcoming, Attractive and Economically Vital Downtown:*** The PBID will finance services and improvements that will stabilize and improve the downtown environment and experience for workers, visitors and residents. Services will include:

- **Environmental Enhancements**, including:
  - a) Ambassador teams to enhance both the reality and perception of public safety, welcome and assist downtown pedestrians and connect street populations to social services and other appropriate resources;
  - b) Cleaning teams that provide litter and graffiti removal, steam cleaning and other services to maintain a uniform standard of cleanliness throughout downtown; and
  - c) Beautification, including streetscape, landscaping and signage, to make downtown more attractive.
- **Economic Enhancements**, including programs to attract, grow, retain, and incubate new businesses; parking initiatives to better manage existing parking and plan for future needs; marketing and events to help existing businesses by inviting consumers to downtown; and leadership on policies to improve the downtown business climate.

**Method of  
Financing:** Levy of assessments upon real property that benefits from improvements and activities.

**Budget:** Total district assessment budget for its first year of operation is **\$1,207,500:**

<b>Activity</b>	<b>Annual Budget</b>
Environmental Enhancements	
• Clean & Safe Program	\$ 750,000
• Beautification	\$100,000
Economic Enhancements	\$ 200,000
Management & Administration	\$ 157,500
<b>Total</b>	<b>\$ 1,207,500</b>

**Cost:** Annual assessments are based upon an allocation of program costs within two benefit zones and a calculation of land plus building square footage within each zone. Two benefit zones, "Premium and Standard", are proposed with two different levels of service. The "Premium" service zone encompasses the area of highest intensity of use and will receive more services. Environmental services (i.e. improved cleaning, enhanced safety and beautification) will be twice as frequent in the "Premium" zone as in the "Standard" zone. Economic enhancements (i.e. business recruitment and retention and marketing) will be distributed equally throughout the district.

Properties with residential, government and nonprofit uses will pay an adjusted rate. Residential properties will fully benefit from environmental services, but they will not benefit from economic enhancements and their assessments will be adjusted accordingly. Nonprofit and government properties will not gain the full benefit from environmental services as compared to commercial and residential properties, and their assessments are also adjusted accordingly.

Estimated annual maximum assessment rates for the first year of the district are as follows:

<b><i>Estimated Annual Assessments</i></b>	<b><i>Estimated Annual Rate Lot + Building Sq.Ft.</i></b>
<b>Premium: Commercial</b>	<b>\$ 0.1931</b>
<b>Standard: Commercial</b>	<b>\$ 0.1210</b>
<b>Premium: Residential</b>	<b>\$ 0.1443</b>
<b>Standard: Residential</b>	<b>\$ 0.0722</b>
<b>Premium: Nonprofit/Government</b>	<b>\$ 0.1082</b>
<b>Standard: Nonprofit/Government</b>	<b>\$ 0.0541</b>

**Cap:** Annual assessments may increase up to 5% per year. The determination of annual assessment rates will be subject to the review and approval by the board of directors of the PBID Owner's Association, which will be the Downtown Berkeley Association.

**City Services:** The City of Berkeley has established and documented the base level of pre-existing City services and has evidenced its intention to continue to deliver and/or pay for these services if a PBID is formed. The PBID will not replace any pre-existing general City services.

**District Governance:** The PBID Owner's Association will be the Downtown Berkeley Association with a reconfigured board of directors consisting of a majority of property owners that pay assessments within the District. The PBID Owner's Association will determine budgets, assessment rates and monitor service delivery.

**Existing BID:** Creation of the PBID will replace and result in the elimination of the existing business license BID.

**District Creation:** District creation requires submission of petitions signed by property owners in the proposed district who will pay more than 50% of total assessments (i.e. petitions must represent more than 50% of the amount to be assessed). Petitions are then submitted to City Council and a mail ballot is sent to all affected property owners. The majority of ballots returned, as weighted by assessments to be paid, must be in favor of the PBID in order for City Council to approve it.

**Duration:** The district will have a five-year life beginning January 1, 2012. Any subsequent renewal of the District will require a new management plan, petition and mail ballot process.

## II. WHY CREATE THE DOWNTOWN BERKELEY PBID?

### What is a PBID?

The International Downtown Association estimates that more than 1,000 property-based business improvement districts (PBID) currently operate throughout the United States and Canada. **A PBID provides enhanced improvements and activities, such as public safety, maintenance and image enhancement, in addition to those provided by local government.** PBIDs provide services that improve the overall viability of business districts, resulting in higher property values, sales and tax revenues.

Since the creation of California's Property and Business Improvement District Law in 1994, more than 80 new PBIDs have been established in California downtowns and other commercial districts, including Sacramento, Oakland, San Francisco, Santa Monica and San Jose.

### Why Create a PBID for Downtown Berkeley?

- **Create a Consistently Clean, Welcoming and Attractive Downtown:** Downtown Berkeley is challenged by an inconsistent experience in its public realm – dirty sidewalks, graffiti and occasionally intimidating street behaviors that detract from visitor's overall experience. The PBID will supplement existing City services, providing additional resources to ensure a consistently clean and welcoming downtown at all times.
- **Cultivate Fun & Vibrant Downtown “Living Room”:** Downtown Berkeley is both the geographic and civic heart of the city. The PBID will attract residents and visitors of all ages to come and enjoy downtown, by creating a vibrant and comfortable community gathering place with arts, culture, entertainment, education, recreation, open space, food, shopping, commerce, services, etc.
- **Enhance Property Values, Sales, and Occupancies:** PBIDs are a critical mechanism in strengthening the economic foundation of downtowns. A Downtown Berkeley PBID will fund improvements and services that enhance the overall economic vitality of the downtown business district. Success will be measured by higher property values, sales and occupancies.
- **Help Downtown Berkeley Compete:** As a business location and a retail/entertainment destination, Berkeley competes with growing business districts throughout the East Bay and beyond. Moving forward out of a recessionary economic cycle, the PBID will provide resources to help Downtown Berkeley strengthen its unique position in this increasingly competitive market.
- **Broaden Ratepayer Control and Accountability:** The Downtown Berkeley Association will follow a new balanced board nomination structure to govern the PBID, ensuring that decisions affecting assessments are made by a board with a majority of affected property and business owners. PBID-financed programs will be subject to an annual audit and other private sector performance standards and controls.

### III. IMPROVEMENT & ACTIVITY PLAN

#### A. Process to Establish the PBID Management Plan

A PBID has been considered by Downtown Berkeley's business leadership for many years. The impetus to move forward came from the Downtown Berkeley Association's Strategic Action Plan which was created through an extensive and inclusive outreach process with stakeholders in 2009. The plan identified a PBID as the best mechanism to advance downtown's economic development, create a consistently clean and safe public realm, and improve the Downtown Berkeley Association's ability to advance policies that enhance downtown's business climate.

To form the PBID Management District Plan, downtown property and business owners and civic leaders have been involved in a participatory process that was initiated in the spring of 2010. The consulting firms Progressive Urban Management Associates and Kristin Lowell Inc. were retained by the Downtown Berkeley Association to guide the process for creating the PBID. Input from more than 200 property owners, businesses, residents and civic leaders have been obtained through an extensive community outreach process. Key steps of the process included:

- **PBID Leadership Group:** To guide the consultant team and test PBID concepts, members of the Downtown Berkeley Association board of directors and key property owners within downtown have served, and will serve, as the PBID Leadership Group. A roster of the PBID Leadership Group will be provided in the *Exhibits*.
- **First Impressions Survey at DBA Annual Meeting:** The PBID formation effort was formally "launched" at the Downtown Berkeley Association annual meeting in April of 2010. At the annual meeting, 54 attendees, more than half of whom were property and business owners, completed a brief "first impressions" survey for a Downtown Berkeley PBID. Top priorities for PBID services were 1) safety/hospitality; 2) enhanced maintenance; 3) economic development; and 4) parking management.
- **One-On-One and Roundtable Meetings with Property Owners:** The consultants with DBA staff held a series of one-on-one and roundtable meetings with property owners located throughout the PBID study area. A series of open forums were held in May 2010. Top improvement priorities and guiding principles that emerged from these meetings included:
  - ✓ Improving the economic climate downtown is critically important, particularly during the current economic recession.
  - ✓ PBID services need to be supplemental to, and not replace, City services.
  - ✓ The PBID structure should be simple and non-bureaucratic.
  - ✓ Keep costs reasonable.
  - ✓ Top priorities for PBID services were identified as 1) safety/hospitality; 2) enhanced maintenance; 3) economic development; and 4) parking availability.
- **Online Survey:** An online survey seeking PBID preferences and priorities was distributed through the Downtown Berkeley Association's email list. 135 downtown stakeholders responded to the survey, including a high concentration of business owners (39%), nonprofit organizations (27%) and commercial property owners (18%). Key results from the survey included:

- ✓ Most existing City of Berkeley services were characterized as “fair”, with the exception of efforts to contain homelessness which received ratings of “very poor” and “poor”.
  - ✓ Top services that respondents would “definitely consider” supporting through a PBID included:
    - 1) Parking management to improve parking and mobility options (47%)
    - 2) Economic development to attract businesses, jobs and investment (45%)
    - 3) Enhanced safety/hospitality to reduce inappropriate street behaviors, homelessness and improve public perceptions (44%).
  - ✓ When asked what is the ONE most important service the respondent would be willing to pay for, priorities were identified as:
    - 1) Enhanced safety/hospitality (30%)
    - 2) Enhanced maintenance (16%)
    - 3) Economic development (16%)
    - 4) Parking management (16%)
  - ✓ When asked if property and/or business values would increase with a PBID:
    - 51% of respondents indicated YES,
    - 23% responded DEPENDS,
    - 13% indicated DON'T KNOW
    - 12% responded NO.
- **City Base Level of Services:** Concurrent with the property and business owner outreach process to develop the PBID Management District Plan, meetings were held with City staff to develop an accounting of current city services and a policy commitment to continue these services through the duration of the PBID. A letter is provided by the City Manager identifying current city services and an intention to continue these services through the life of the PBID. (*see Exhibits*)
  - **Plan Review & Final Plan:** The draft PBID Management District Plan and Budget was reviewed by the PBID Leadership Group and individual property owners through August and September of 2010. All downtown property owners were invited to participate in a series of forums in September 2010. Input from these meetings led to the completion of the final plan.

## B. PBID Boundaries

The proposed PBID district will encompass the core of the downtown area along the Shattuck Avenue corridor bounded roughly by Delaware Street to the north, Oxford Street to the east, Dwight Way to the south and Martin Luther King Jr. Way to the west.

**Benefit Zones:** Two benefit zones are proposed with two different levels of service. The benefits are delineated as follows:

- The Premium Service Area, which includes downtown's core and the area of highest intensity of use, will provide a higher frequency of environmental enhancements.
- The Standard Service Area, which includes areas on the periphery of the core to the north, west and south, will offer a lower frequency of environmental enhancements.
- Commercial properties in both service areas will equally benefit from economic enhancements.

A map of the proposed district boundary is provided below and a more detailed map with specific parcel lines will be provided upon request.





## **C. Work Program**

### **ENVIRONMENTAL ENHANCEMENTS**

#### **Clean & Safe Program**

To respond to stakeholder priorities and guiding principles for a Downtown Berkeley PBID, several scenarios were developed for providing district-wide Clean and Safe services. Objectives in developing the Clean and Safe scenarios included:

- Deploy a Clean and Safe program that will make a visible, tangible and lasting impact.
- Carefully document existing City services and ensure that PBID-funded services are supplemental to, and do not replace, existing City services.
- Ensure that the program is properly capitalized and that additional funding will not be required once the PBID is created.
- Provide flexibility in the modeling of the program so that the PBID can either create its own in-house program or contract with private firms.

Nationally, PBID Clean and Safe programs are typically provided by teams of highly trained maintenance workers and hospitality “ambassadors”. Both ambassadors and maintenance workers wear distinctive and colorful uniforms that maximize the visibility of their presence on the street plus complement overall downtown marketing efforts.

Hospitality ambassadors are trained for a variety of tasks, ranging from providing information to visitors to offering escort services for employees, to bearing witness against persons who commit nuisance crimes. Ambassadors act as “eyes and ears” for police and can carry radios that interface with police dispatch systems. They do not carry weapons. Urban Clean and Safe programs also work in concert with local social service providers, offering service referrals and, as the program matures, entry-level employment options for persons living on the street.

The Management Plan assumes that the City of Berkeley will continue to provide funding for the existing Host Ambassador program, which focuses on homeless outreach services in the Downtown and Telegraph Avenue areas. All of the Ambassadors would be trained and deployed as part of the larger PBID Ambassador program, leveraging the program’s overall resources and effectiveness.

The firm of Block by Block, a national Clean and Safe service provider that specializes in urban PBIDs (including downtown Oakland, Santa Monica and Long Beach), provided cost estimates for a Berkeley Clean and Safe program, including service frequencies, manpower, equipment and costs. Block by Block’s evaluation suggested that services be deployed in two zones within downtown Berkeley, a “Premium” zone that includes the most heavily trafficked and used areas of the proposed PBID and a “Standard” zone in the remaining PBID service area. Service frequencies in the Premium zone would be roughly double those in the standard zone.

Based upon the Block by Block evaluation, the PBID Management Plan recommends resources for a Clean and Safe program with total annual resources estimated at \$750,000. The range of service frequencies that could be expected from this level of investment are provided below:

<b>Maintenance Frequencies</b>	<b>Premium</b>	<b>Standard</b>
<i>Maintenance F.T.E.</i>	<i>272 hours per week (approximately 6.8 F.T.E.)</i>	
Average Weekly Coverage	7 days/week	5 days/week
Litter removal/pan & broom	Twice per day	Once per day
Detail cleaning of public amenities	Twice per day	Once per day
Graffiti removal	Daily as needed	Daily as needed
Weed removal	Daily as needed	Daily as needed
Pressure washing/spot cleaning	Daily as needed	Daily as needed
Pressure washing/scheduled cleaning	Four times per year	Two times per year
<b>Hospitality Ambassadors</b>	<b>Premium</b>	<b>Standard</b>
<i>Ambassadors F.T.E.</i>	<i>272 hours per week (approximately 6.8 F.T.E.)</i>	
Coverage in All Areas	7 days/week 12 to 16 hours	7 days/week 8 to 12 hours
Primary method of coverage	Foot patrols	Bicycle patrols
Patrol rounds	4 rounds per shift	2 rounds per shift
Business contacts	6 per shift	3 per shift
Outreach with street populations & interface with Host Ambassadors	Daily	Daily
Reporting	Daily	Daily

**Deployment of Clean and Safe Services:** Clean and safe services are expected to be deployed in each of two “benefit zones” within the PBID:

- **Premium Service Zone:** The Premium Service Zone includes areas of highest pedestrian activity where demands for clean and safe services are greatest. The service plan anticipates that service deployment frequencies within the premium service zone will be double the remainder of the PBID – from the number of ambassadors to the frequency of sidewalk cleaning, and are reflected in the rate schedule.
- **Standard Service Zone:** The remaining areas of the PBID encompassed by the Standard Service Zone have less pedestrian activity, and demands for clean and safe services are generally lower. Service frequencies within the standard service zone are expected to be half the frequency of services in the premium service zone, and are reflected in the rate schedule.

### **Beautification**

In addition to the Clean and Safe program, PBID environmental enhancements include funds to invest in highly visible improvements that will add to the attractiveness of public spaces throughout downtown. Beautification improvements may include:

- Cosmetic capital improvements, including street furniture, information kiosks, pedestrian lighting and other amenities.
- Wayfinding and directional signage to help visitors navigate through downtown.
- Public art.
- Landscaping, planters and other green elements.
- Seasonal holiday decorations and banners.

- Other beautification improvements as determined year-to-year by the PBID Owner's Association.

Environmental enhancements account for 70.4% of the annual PBID budget.

## ECONOMIC ENHANCEMENTS

A comprehensive economic development program is included as a key component of the downtown PBID, to proactively work on filling office and retail vacancies with targeted businesses, combat the challenges associated with a prolonged economic downturn, compete with other East Bay commercial districts, and bring more visitors and shoppers to Downtown Berkeley. A collaborative approach is proposed, whereby multiple property owners and real estate professionals will work collectively with civic leaders to promote the advantages of downtown as a business location. Based upon "best practices" from other PBIDs in downtown markets throughout the country, four primary program activities are proposed:

- **Business Retention and Recruitment:** Housed at the offices of the Downtown Berkeley Association, the program will provide a primary one-stop point of contact for all business prospects looking to locate and/or grow in downtown. Comprehensive market information on downtown will be researched, packaged and maintained. Specialized research will identify specific target business groups and niches that are most likely to locate within downtown and benefit from local assets such as the University of California campus. Downtown Berkeley Association staff will serve as a liaison to assist business and property owners in permitting and development review processes. Program staff will work collaboratively with real estate professionals, City staff, and the Chamber of Commerce to coordinate and leverage business attraction efforts.
- **Image and Marketing:** Marketing strategies will be developed as part of the overall program to economically enhance Downtown. Strategies will build on existing strengths that have emerged in the marketplace, including the cultural arts, dining and entertainment sectors, as well as proximity to the University. Image and marketing efforts will aim to support business retention and recruitment efforts as well as encourage both locals and visitors to explore downtown. Program staff will work collaboratively with Visit Berkeley, the Chamber of Commerce, and city staff to coordinate and leverage our collective marketing efforts.

Traditional and non-traditional marketing activities and products will be explored including an interactive website and electronic communications tools, stronger public and media relations efforts to communicate ongoing positive changes in the downtown marketplace, social media, and printed products including periodic market reports and updates, maps and brochures that provide users with information about the amenities downtown has to offer. In addition, programming and events to activate downtown will be developed as part of an overall image and marketing campaign.

- **Parking Initiatives:** The PBID will work in concert with the City and University of California Berkeley staff to explore options for improving parking management and mobility options to and within Downtown. Options include identifying employee parking and transit options, creating parking validation and promotions for

consumers and funding studies to evaluate increasing the parking supply, including the possibilities of rebuilding of Center Street Garage and development of the Berkeley Way Lot.

- **Leadership:** The PBID will provide advocacy for Downtown business interests and will help the business community to speak with one clear voice. The PBID Management Plan offers flexibility to develop programs and policies to improve the overall quality of life and economic and cultural vitality of Downtown Berkeley.

Economic enhancements account for 16.6% of the annual PBID budget.

## **MANAGEMENT, ADMINISTRATION & RESERVE**

Like any business, the PBID will require a professional staff to properly manage programs, communicate with stakeholders and provide leadership.

To reduce administrative costs, increase leveraging of funds and avoid duplication of enhanced services, this plan anticipates that the day-to-day services financed by the PBID will be managed by the Downtown Berkeley Association. PBID funds can be further leveraged by sponsorships from special events, contracts, grants and earned income.

Additional administrative costs will include:

- Accounting and annual financial audit
- Insurance
- Program support costs including supplies, equipment and rent
- County PBID assessment collection fee, estimated at 1% of assessments
- Other administration costs associated with the overhead and administrative support of programs.

A reserve is also budgeted to provide a contingency for unforeseen program needs and to provide a cushion for assessment delinquencies. Reserve funds can also be utilized to repay PBID start-up loans, and to pay for costs associated with PBID renewal.

13.0% of the initial PBID budget is allocated to support management, administration and reserve.

## D. Plan Budgets

The total improvement and activity plan budget for 2012 is projected at \$1,207,500. The initial budget allocation is summarized below:

<b>Activity</b>	<b>Budget</b>	<b>% of Total</b>
Environmental Enhancements	\$ 850,000	70%
Economic Enhancements	\$ 200,000	17%
Management & Administration	\$ 157,500	13%
<b>Total</b>	<b>\$ 1,207,500</b>	<b>100.0%</b>

An illustrative budget follows, but final budget allocation decisions will be subject to the annual determination of the PBID Owner's Association, which will be the Downtown Berkeley Association.

<b><u>Activity</u></b>	<b><u>Sub-Total</u></b>	<b><u>TOTAL</u></b>
<b>Environment</b>		
Clean & Safe Program: 544 hrs of clean team and hospitality ambassadors, benefits, equipment and supplies, per budget from Block by Block	\$ 665,000	
Beautification Allowance	\$ 100,000	
DBA Operations Manager	\$ 85,000	
<b>Total Environment</b>		<b>\$ 850,000</b>
<b>Economy</b>		
DBA Executive Director (75%)	\$ 90,000	
Manager of Special Projects & Research	\$ 55,000	
Image Enhancement – Consumer & Investor Marketing	\$ 25,000	
Website, electronic marketing	\$ 15,000	
Special Events	\$ 15,000	
<b>Total Economy</b>		<b>\$ 200,000</b>
<b>Management &amp; Administration</b>		
Executive Director (25%)	\$ 30,000	
Administrative Assistant	\$ 30,000	
Rent, Audit, Bookkeeping, Supplies, etc.	\$ 72,500	
<b>Total Management &amp; Administration</b>		<b>\$ 132,500</b>
<b><i>Delinquency Contingency</i></b>		<b>\$ 25,000</b>
<b>TOTAL</b>		<b>\$ 1,207,500</b>

## **E. Five Year Operating Budget & Maximum Assessments**

A projected five year operating budget for the Downtown Berkeley PBID is provided in the Five Year Operating Budget and Maximum Assessment exhibit below.

The projections are based upon the assumption that total program revenue increases by 5% per year, the maximum allowed under the proposed annual budget adjustment to keep pace with changes in the consumer price index and other program costs. Actual budgets may not increase 5%, as determined by the PBID Owner's Association.

### **ESTIMATED FIVE YEAR OPERATING BUDGET**

Activity	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
<b>Environmental Enhancements</b>	850,000	892,500	937,125	983,981	1,033,180
<b>Economic Enhancements</b>	200,000	210,000	220,500	231,525	243,101
<b>Management &amp; Administration</b>	157,500	165,375	173,644	182,326	191,442
<b>TOTAL</b>	<b>1,207,500</b>	<b>1,267,875</b>	<b>1,331,269</b>	<b>1,397,832</b>	<b>1,467,724</b>

### **MAXIMUM ANNUAL ASSESSMENT RATES: Per Square Foot of Lot + Building**

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>	<u>Year 4</u>	<u>Year 5</u>
Premium: Commercial	0.1943	0.2040	0.2142	0.2249	0.2362
Standard: Commercial	0.1221	0.1282	0.1346	0.1413	0.1484
Premium: Residential	0.1444	0.1516	0.1592	0.1672	0.1755
Standard: Residential	0.0722	0.0758	0.0796	0.0836	0.0878
Premium: Nonprofit/Government	0.1083	0.1137	0.1194	0.1254	0.1316
Standard: Nonprofit/Government	0.0542	0.0569	0.0598	0.0627	0.0659

## IV. ASSESSMENTS

### A. Assessment Methodology

To develop the PBID assessment methodology, the consulting team includes Kristin Lowell Inc., a certified engineer. Kristin Lowell Inc. evaluated several methods of assessment for conveying special benefits from the type of improvements and activities described within the Downtown Berkeley PBID Management District Plan.

***Additional information and justification for the proposed assessment methods and adjustments are provided in the Engineer's Report, prepared by Kristin Lowell Inc. and provided as an Exhibit to the Management Plan.***

Service benefits are distributed to lot and building square footage through a “cost allocation” approach — the costs of specific services are allocated to the assessment variables that benefit most from services. Lot and building square footage are proposed as the key variables for the assessment methodology:

- **Lot Square Footage:** Lot square footage is utilized to assess the benefit of services to the ground level of properties.
- **Building Square Footage:** Building square footage is utilized to assess the benefit from services to buildings, including tenants, residents and employees.

Service benefits are greater to ground floor uses since services will make sidewalks and the public realm cleaner, safer and more attractive. Acknowledging these greater benefits, the sum of lot plus building will effectively place more emphasis on the ground level of buildings.

**Property Use Considerations:** The methodology provides the following treatments for property used exclusively for residential, nonprofit and government, and parking structures:

- **Treatment of Residential Property:** Residential uses will fully benefit from environmental enhancement services and will pay a full share of these services; however, economic enhancement services will not benefit residential uses and the residential rate is adjusted accordingly. The residential portion of commercial and mixed-use parcels with residential uses will be subject to the adjusted residential assessment rate.
- **Assessment Policy on Nonprofit & Governmental Properties:** Properties that are exempt from property tax, including educational and governmental institutions, and nonprofit organizations (e.g. faith-based, low income housing, cultural, community services, etc.), will not benefit from increased commercial activity resulting from PBID services and thereby will receive reduced benefits from PBID services. An owner of real property located within the PBID boundaries may reduce their assessment if ALL of the following conditions are met:

1. The property owner is a nonprofit corporation that has obtained federal tax exemption under Internal Revenue Code section 501c3 or California franchise tax-exemption under the Revenue and Taxation Code Section 23701d.

2. The class or category of real property has been granted an exemption, in whole or in part, from real property taxation.
3. The nonprofit or governmental property owner occupies a majority of building square footage within the subject property.
4. The property owner makes the request in writing to the Downtown Berkeley Association prior to the submission of the PBID assessment rolls to the Alameda County Assessor (to accommodate periodic changes in ownership or use, on or before July 1 of each year), accompanied by documentation of the tax-exempt status of the property owner and the class or category of real property.
5. The City of Berkeley may verify the documentation of tax-exempt status and classification of the property for assessment purposes prior to submitting the assessments to the County Assessor.

If ALL of these conditions are met, the amount of the PBID assessment to be levied will be for three-quarters (75%) of the environmental enhancement services.

- **Treatment of Parking Structures:** Parking structures receive different levels of benefit from PBID improvements and services based upon their use and ownership. Parking structures will be subject to one of the following methodologies:
  - a. Parking structure square footage that is integrated within and/or dedicated to a building, has the same ownership as the building, and the building has uses in addition to parking where parking is just an ancillary use, does not receive benefit from the PBID services and therefore square footage of the parking structure will not be assessed.
  - b. Stand-alone parking structures that are not ancillary to a building, will receive the full benefit from PBID improvements and activities and will be assessed at standard assessment rates.



## B. Calculation of Assessments

The preceding methodology is applied to a database that has been constructed by Kristin Lowell Inc. and the Downtown Berkeley Association. The process for compiling the property database includes the following steps:

- Property data was first obtained from the Alameda County Assessor's Office through the City of Berkeley.
- County assessor property data was cross-checked with reliable private sector sources.
- Data verification notices were sent or delivered to all property owners within the proposed PBID along with PBID petitions in November 2010. The data verification notice contained lot and building square footage information. Property owners were offered an opportunity to provide evidence to correct the data.
- Property owners may request final verification of data from the Downtown Berkeley Association on or before April 1, 2011, which is one month prior to the submission of assessment information to the Alameda County Assessor.

A list of properties to be included in the PBID is provided within the *Appendix*.

**Benefit Zone Adjustments:** The assessments are adjusted to reflect anticipated service frequencies within each of two benefit zones:

- The **Premium Service Area**, which includes the core of the PBID, will provide a higher frequency of environmental enhancements.
- The **Standard Service Area**, which includes areas on the periphery of the core to the north, west and south, will offer a lower frequency of environmental enhancements.
- Commercial properties in both service areas will equally benefit from economic enhancements.

The resulting assessment calculation by service and benefit zone follows:

Assessment by Service	Per Sq.Ft. of Lot + Building per Year
Environmental Enhancements: Premium	\$ 0.1443
Environmental Enhancements: Standard	\$ 0.0722
Economic Enhancements	\$ 0.0488

**Total Estimated Assessments:** Based upon the methodology, property data and the proposed PBID budget, approximate lot and building assessments are calculated. Assessments will not exceed the following amounts during the first year of the PBID:

Benefit Zone/Property Type	Per sq.ft. of Lot + Building per Year
<b>Premium: Commercial</b>	\$ 0.1931
<b>Standard: Commercial</b>	\$ 0.1210
<b>Premium: Residential</b>	\$ 0.1443
<b>Standard: Residential</b>	\$ 0.0722
<b>Premium: Nonprofit/Government</b>	\$ 0.1082
<b>Standard: Nonprofit/Government</b>	\$ 0.0541

## **C. Assessment Adjustments**

**Annual Adjustment:** Annual assessment rates may be adjusted for annual changes in the Bay Area Consumer Price Index (CPI) for all urban consumers and/or other changes in programs costs, not to exceed 5%. Actual annual adjustments may range from 0% to 5%. Assessment rates will not exceed the levels shown in the Five Year Operating Budget and Maximum Assessment exhibit.

**Budget Process:** A balanced budget approach is utilized to develop each annual budget within the constraints of the assessment rates. Any annual budget surplus or deficit is tracked by program. Prior year surpluses may be used as deemed necessary by the Owner's Association board of directors based on the allocations described in the Management District Plan.

**Time and Manner for Collecting Assessments:** As provided by state law, the Downtown Berkeley PBID assessment appears as a separate line item on annual property tax bills prepared by Alameda County. Property tax bills are distributed in the fall and payment is expected by lump sum or installment. Existing laws for enforcement and appeal of property taxes apply to PBID assessments.

**Disestablishment:** State law provides for the disestablishment of a PBID pursuant to an annual review process. Each year that the PBID is in existence, there will be a 30-day period during which the property owners will have the opportunity to request disestablishment of the District. This 30-day period begins each year on the anniversary day that the district was first established by City Council. Within that 30-day period, if a written petition is submitted by the owners of real property who pay more than 50 percent (50%) of the assessments levied, the PBID may be disestablished. The City Council will hold a public hearing on disestablishing the PBID prior to actually doing so.

**Issuance of Bonds:** No bonds or other bonded debt is to be issued to finance activities and improvements envisioned in the Management District Plan. If the PBID Owner's Association decides to issue bonds or other bonded debt in the future that increases the term and/or assessment rates set in this Plan, revisions to the Management Plan will require new petition and mail ballot procedures.

## **V. GOVERNANCE**

The existing business-based business improvement area will be eliminated and its revenue and programs will be replaced by the new PBID. The existing business BID currently raises about \$300,000 annually from property owners and most business tenants located in the central business district.

The Downtown Berkeley Association (DBA), a 501(c)6 California nonprofit corporation, will continue to run the existing BID until it is eliminated, and then the DBA will become the Owner's Association and governing board for the new PBID. In 2011 the DBA board of directors will deliberate and adopt revised bylaws that determine a new board composition representing property owners and other stakeholders as outlined below, in anticipation of assuming the management responsibilities of the PBID beginning in January 2012.

The role of the Owner's Association is consistent with similar PBIDs and downtown management organizations throughout California and the nation. The Owner's Association will determine budgets, assessment adjustments and monitor service delivery. As part of the Management Plan, the Owner's Association will oversee the delivery of day-to-day PBID services in order to:

- Reduce overall administrative costs of the PBID;
- Leverage PBID funds with other resources, programs and capabilities provided by the Downtown Berkeley Association;
- Eliminate the potential for duplication of enhanced services and activities;
- Ensure that downtown is represented by a unified voice, thereby strengthening downtown's role in policies and civic affairs.

Pursuant to the State of California PBID legislation, the PBID Owner's Association will be subject to disclosure and notification guidelines set by the Ralph M. Brown Act and California Public Records Act.

The Owner's Association will establish a board of directors that will represent all benefit zones within the PBID. The goal and spirit of the board's composition is to have a majority of downtown property owners, but also include representatives from downtown businesses, nonprofit organizations, residents, educational institutions and governments that pay PBID assessments. Guidelines for board composition include:

- A majority of board members will be owners of property located within the PBID.
- Board members will represent both benefit zones within the PBID.
- Board members will also include business owners who may not be property owners.
- Representatives may also include educational institutions and government property owners that are paying PBID assessments.
- Additional diversity may include large and small property and business owners; different uses within downtown including office, retail, hospitality, education and government; and residential property owners and tenants.

Board members will be selected through a nominating process that invites all stakeholders to participate. A nominating committee will develop an annual slate of board nominations, and nominations will be voted on at an annual meeting of PBID ratepayers. Detailed bylaws will be prepared building upon the preceding framework.

## VI. PBID SAMPLE METRICS

A PBID's success can be determined by extensive metrics that measure staff performance, as well as the impact and benefit for the downtown community. Most PBIDs now use handheld terminals for easy and reliable capture of performance measures. Below is sample list of metrics derived from several successful PBID programs:

<b>Maintenance, Cleaning</b>	<b>Safe &amp; Welcoming</b>	<b>Economic Development</b>	<b>Market Perceptions</b>
# blocks pressure washed lbs of litter lbs of leaves # graffiti tags # posters / stickers # human feces # trash emptied # incidents referred to city # treewells weeded # planters weeded # new plants # trees trimmed	Foot patrol miles Bike patrol miles Citizen assist Visitor assist Escorts provided Merchant Contacts Business Contacts Prop Owner Contacts Homeless Contacts Homeless Referrals Homeless Housed Transient street population Medical Aid Police Referrals Police Assists Hours worked	<u>Relative to changes in East Bay Market:</u> Sales Revenue Retail vacancy rate Office vacancy rate Avg. retail lease rates Avg. office lease rates \$ Per SqFt with Building Sale  <u>Other Metrics:</u> # new merchants # of new businesses # of lost merchants # of lost businesses # Business Center assists # of inbound inquiries # of packages sent # of Business Center visits # website visits # sales calls # sales visits # existing business contacts # of on-street parking spaces # of off-street parking spaces	Visitor/Consumer survey trends Merchant survey Business survey Key stakeholder survey

**FINAL**

**Downtown Berkeley  
Property Based  
Business Improvement District  
Engineer's Report**

**Berkeley, California  
November 2010**

***Prepared by:*  
Kristin Lowell Inc.**

*Prepared pursuant to the State of California  
Property and Business Improvement District Law of 1994  
And Article XIID of the California Constitution  
to create a property-based business improvement district*

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Attachment: PBID Boundary Map

## ENGINEER'S STATEMENT

This Report is prepared pursuant to Section 36600 etseq. of the California Streets and Highways Code (the "Property and Business Improvement District Law of 1994" as amended) (herein after "State Law") and pursuant to the provisions of Article XIID of the California Constitution (Proposition 218).

The Downtown Berkeley Property-Based Business Improvement District ("PBID") is designed to improve and benefit properties in the Downtown Berkeley area. Every assessed property within the PBID receives benefit from the Environmental and Economic enhancements. Only those properties within the PBID receive the special benefit of these proposed activities (Exhibit A).

The duration of the proposed PBID is five (5) years commencing January 1, 2012. An estimated budget for the PBID improvements and activities is set forth in Exhibit B. Assessments will be subject to an annual increase of up to 5% per year as determined by the Owners' Association and approved by the City Council and will vary between 0 and 5% in any given year. The annual adjustment allows for inflationary costs as measured by the Bay Area Consumer Price Index and/or allows the Owner's Association flexibility to enhance services and programs as needed. Funding for the PBID improvements and activities shall be derived from a property based assessment of each benefited parcel in the PBID. A detailed description of the methodology for determining the benefit assessment for each parcel is set forth in Exhibit C.

This Report includes the following attached Exhibits:

**EXHIBIT A:** A detailed description of the improvements and activities to be provided.

**EXHIBIT B:** The estimate of the cost of the improvements and activities.

**EXHIBIT C:** A statement of the method by which the undersigned determined the amount proposed to be assessed against each parcel, based on benefits to be derived by each parcel, respectively, from the improvements and activities.

**EXHIBIT D:** An assessment roll, showing the amount proposed to be specially assessed against each parcel of real property within this assessment district.

Respectfully submitted,

Terrance E. Lowell, P.E.



## **EXHIBIT A: IMPROVEMENTS AND ACTIVITIES**

To form the Downtown Berkeley PBID, downtown property and business owners and civic leaders have been involved in a participatory process that was initiated in the spring of 2010. Through the process of working with the PBID committee, one-on-one meetings with property owners and community forums the primary needs as determined by property and business owners were:

- ◆ Environmental enhancements
- ◆ Economic enhancements
- ◆ Administration and Advocacy

Based upon these findings, the following improvement and activity categories are recommended for the PBID. The following narrative provides recommendations for the PBID's first year of operation. Final programs and budgets will be subject to the review and approval of the PBID Owners' Association and City Council.

### **ENVIRONMENTAL ENHANCEMENTS**

This activity will include a combination of clean and safe programs as well as beautification improvements. Both of which are designed to address both the reality and perception of public safety, cleanliness and beautification of downtown to make it more safe, clean and attractive.

#### **Clean and Safe Programs**

To respond to stakeholder priorities and guiding principles for a Downtown Berkeley PBID, several scenarios were developed for providing district-wide Clean and Safe programs. Objectives in developing the Clean and Safe scenarios included:

- Deploy a Clean and Safe program that will make a visible, tangible and lasting impact.
- Carefully document existing City services and ensure that PBID-funded services are supplemental to, and do not replace, existing City services.
- Ensure that the program is properly capitalized and that additional funding will not be required once the PBID is created.
- Provide flexibility in the modeling of the program so that the PBID can either create its own in-house program or contract with private firms.

The Clean and Safe programs are typically provided by teams of highly trained maintenance workers and hospitality "ambassadors". Both ambassadors and maintenance workers wear distinctive and colorful uniforms that maximize the visibility of their presence on the street plus complement overall downtown marketing efforts.

Hospitality ambassadors are trained for a variety of tasks, ranging from providing information to visitors to offering escort services for employees, to bearing witness against persons who commit nuisance crimes. Ambassadors act as "eyes and ears" for police and can carry radios that interface with police dispatch systems. They do not



carry weapons. Urban Clean and Safe programs also work in concert with local social service providers, offering service referrals and, as the program matures, entry-level employment options for persons living on the street.

The PBID assumes that the City of Berkeley will continue to provide funding for the existing Host Ambassador program, which focuses on homeless outreach services in the Downtown and Telegraph Avenue areas. All of the Ambassadors would be trained and deployed as part of the larger PBID Ambassador program, leveraging the program's overall resources and effectiveness.

A nationally recognized firm specializing providing clean and safe programs provided cost estimates for a downtown Berkeley Clean and Safe program, including service frequencies, manpower, equipment and costs. Their evaluation suggested that services be deployed in two benefit zones within downtown Berkeley PBID boundary, a "Premium" zone that includes the most heavily trafficked and used areas, and a "Standard" zone which is the remaining PBID service area. Service frequencies in the Premium zone would be roughly double those in the standard zone. The range of service frequencies that could be expected from this level of investment are provided below:

Maintenance Frequencies	Premium	Standard
<i>Maintenance F.T.E.</i>	<i>272 hours per week (approximately 6.8 F.T.E.)</i>	
Average Weekly Coverage	7 days/week	5 days/week
Litter removal/pan & broom	Twice per day	Once per day
Detail cleaning of public amenities	Twice per day	Once per day
Graffiti removal	Daily as needed	Daily as needed
Weed removal	Daily as needed	Daily as needed
Pressure washing/spot cleaning	Daily as needed	Daily as needed
Pressure washing/scheduled cleaning	Four times per year	Two times per year
Hospitality Ambassadors	Premium	Standard
<i>Ambassadors F.T.E.</i>	<i>272 hours per week (approximately 6.8 F.T.E.)</i>	
Coverage in All Areas	7 days/week 12 to 16 hours	7 days/week 8 to 12 hours
Primary method of coverage	Foot patrols	Bicycle patrols
Patrol rounds	4 rounds per shift	2 rounds per shift
Business contacts	6 per shift	3 per shift
Outreach with street populations & interface with Host Ambassadors	Daily	Daily
Reporting	Daily	Daily

**Deployment of Clean and Safe Programs:** Clean and safe programs are expected to be deployed in each of two "benefit zones" within the PBID:

- **Premium Service Zone:** The Premium Service Zone includes areas of highest pedestrian activity where demands for clean and safe services are greatest. The service plan anticipates that service deployment frequencies within the premium service zone will be double the remainder of the PBID – from the number of ambassadors to the frequency of sidewalk cleaning, and are reflected in the assessment methodology.
- **Standard Service Zone:** The remaining areas of the PBID encompassed by the Standard Service Zone have less pedestrian activity, and demands for clean and safe services are generally lower. Service frequencies within the standard service zone are expected to be half the frequency of services in the premium service zone, and are reflected in the assessment methodology.

### **Beautification**

In addition to the Clean and Safe program, PBID environmental enhancements include funds to invest in highly visible improvements that will add to the attractiveness of public spaces throughout downtown. Beautification improvements may include:

- Cosmetic capital improvements, including street furniture, information kiosks, pedestrian lighting and other amenities.
- Wayfinding and directional signage to help visitors navigate through downtown.
- Public art.
- Landscaping, planters or other green elements.
- Seasonal holiday decorations and banners.
- Other beautification improvements as determined year-to-year by the PBID Owner's Association.

## **ECONOMIC ENHANCEMENTS**

A comprehensive economic development program is included as a key component of the downtown PBID, to proactively work on filling office and retail vacancies with targeted businesses, combat the challenges associated with a prolonged economic downturn, compete with other East Bay commercial districts, and bring more visitors and shoppers to Downtown Berkeley. A collaborative approach is proposed, whereby multiple property owners and real estate professionals will work collectively with civic leaders to promote the advantages of downtown as a business location. Based upon "best practices" from other PBIDs in downtown markets throughout the country, four primary program activities are proposed:

**Business Retention and Recruitment:** Housed at the offices of the Downtown Berkeley Association, the program will provide a primary one-stop point of contact for all business prospects looking to locate and/or grow in downtown. Comprehensive market information on downtown will be researched, packaged and maintained. Specialized research will identify specific target business groups and niches that are most likely to locate within downtown and benefit from local assets such as the University of California campus. Downtown Berkeley Association staff will serve as a

liaison to assist business and property owners in permitting and development review processes. Program staff will work collaboratively with real estate professionals, City staff, and the Chamber of Commerce to coordinate and leverage business attraction efforts.

**Image and Marketing:** Marketing strategies will be developed as part of the overall program to economically enhance Downtown. Strategies will build on existing strengths that have emerged in the marketplace, including the cultural arts, dining and entertainment sectors, as well as proximity to the University. Image and marketing efforts will aim to support business retention and recruitment efforts as well as encourage both locals and visitors to explore downtown. Program staff will work collaboratively with Visit Berkeley, the Chamber of Commerce, and city staff to coordinate and leverage our collective marketing efforts.

Traditional and non-traditional marketing activities and products will be explored including an interactive website and electronic communications tools, stronger public and media relations efforts to communicate ongoing positive changes in the downtown marketplace, social media, and printed products including periodic market reports and updates, maps and brochures that provide users with information about the amenities downtown has to offer. In addition, programming and events to activate downtown will be developed as part of an overall image and marketing campaign.

**Parking Initiatives:** The PBID will work in concert with the City and University of California Berkeley staff to explore options for improving parking management and mobility options to and within Downtown. Options include identifying employee parking and transit options, creating parking validation and promotions for consumers and funding studies to evaluate increasing the parking supply, including the possibilities of rebuilding of Center Street Garage and development of the Berkeley Way Lot.

**Leadership:** The PBID will provide advocacy for Downtown business interests and will help the business community to speak with one clear voice. The PBID offers flexibility to develop programs and policies to improve the overall quality of life and economic and cultural vitality of Downtown Berkeley.

## **MANAGEMENT, ADMINISTRATION & RESERVE**

Like any business, the PBID will require a professional staff to properly manage programs, communicate with stakeholders and provide leadership.

To reduce administrative costs, increase leveraging of funds and avoid duplication of enhanced services, this plan anticipates that the day-to-day services financed by the PBID will be managed by the Downtown Berkeley Association. PBID funds can be further leveraged by sponsorships from special events, contracts, grants and earned income.

Additional administrative costs will include:

- Accounting and annual financial audit
- Insurance
- Program support costs including supplies, equipment and rent
- County PBID assessment collection fee, estimated at 1% of assessments
- Other administration costs associated with the overhead and administrative support of programs.

A reserve is also budgeted to provide a contingency for unforeseen program needs and to provide a cushion for assessment delinquencies. Reserve funds can also be utilized to repay PBID start-up loans, and to pay for costs associated with PBID renewal.

## EXHIBIT B: ESTIMATE OF COST

### 2012 Operating Budget

The following table outlines the PBID maximum assessment operating budget for calendar year 2012.

Activity	Budget	% of Total
Environmental Enhancements	\$850,000	70%
Economic Enhancements	\$200,000	17%
Management & Administration	\$157,500	13%
<b>TOTAL</b>	<b>\$1,207,500</b>	<b>100%</b>

### Budget Notations

1. Assessments will be subject to an annual increase of up to 5% per year as determined by the Owners Association and will vary between 0% and 5% in any given year.

## EXHIBIT C: METHOD OF APPORTIONMENT

### **PBID Boundary**

The PBID boundaries are approximately the same boundaries as the City's Downtown Area Plan roughly bounded by Oxford/Fulton to the east, Dwight Way to the south, Martin Luther King Jr. Way to the West, and Hearst Avenue to the North. The mainly residential blocks to the southeast, southwest, and northwest quadrants, as well as most of the Berkeley High School Campus, the Herrick Campus of Alta Bates are not included in the PBID boundary as they receive little pedestrian traffic from the Downtown core and will not benefit from the PBID services. However, the northern high school parcel is included because hospitality ambassadors and clean teams will patrol the perimeter of this parcel as it borders the Civic Center Park and student traffic flows into downtown. To the west Old City Hall and the Public Safety building have also been included as they also border the park and will require hospitality ambassadors and clean teams to deal with the pedestrian traffic from the park. To the north the PBID extends on Shattuck Avenue to Delaware Street where it abuts the North Shattuck PBID. The PBID boundary ends on the west side of Oxford and Fulton since the University maintains the border of campus with their own maintenance and landscaping services. See attached map for district boundary and benefit zones.

**Benefit Zones:** As previously discussed the PBID boundary is further segregated into two benefit zones based on the service levels each parcel will receive from the PBID activities.

- **Premium Zone:** This area is the commercial core of the downtown area and due to the high pedestrian traffic in this zone it receives the highest level of services from the Environmental Enhancements. The Premium Zone includes all parcels that have frontage on Shattuck Avenue between the south side of Berkeley Way to the north side of Bancroft Way. It also includes parcels with frontage on University Avenue, Addison Street, Center Street, Allston Way and Kittredge Street between Oxford Street and Milvia Street. This benefit zone also includes city hall and Civic Center Park.
- **Standard Zone:** The remainder of the PBID boundary is included in the Standard Zone which will receive less service from the Environmental Enhancements than the Premium Zone.

### **Special Benefit**

The Property and Business Improvement District Law of 1994, as amended, and the State Constitution Article XIID require that assessments be levied according to the special benefit each assessed parcel receives from the services and activities. Additional environmental and environmental enhancements are the activities and services anticipated throughout the PBID. The special benefit to parcels from these proposed PBID services and activities exceeds the total amount of the proposed assessment.

All of the PBID services and activities are provided only within the boundaries of the District and provide no special benefit to the properties outside the District area. The special benefit must affect the assessed property in a way that is particular and distinct from its effect on other parcels and that real property in general and the public at large do not share. The public at large is defined as all members of the public including those that live, work, and shop within the District and not simply transient visitors. A General Benefit is defined as a benefit to properties in the District and in the surrounding community or benefit to the public in general resulting from the improvement, activity or service to be provided by the assessment levied. Inasmuch as all services will be provided to the properties within the District boundaries and no services will be provided outside the District boundaries, and whereas these services are above and beyond what the City currently provides with its General Fund, the assessments levied are only for the special benefits received. If there are any general benefits to the properties in the area and surrounding community and public in general are intangible and negligible. All benefits derived from the assessments outlined in this report are for services directly benefiting the assessed properties in this specialized district and support increased commerce and the goals and objectives of the business improvement district. The PBID services are particular and distinct benefits to be provided only to the properties within the PBID, not to the public at large. They "affect the assessed property in a way that is particular and distinct from their effect on other parcels and that real property in general and the public at large do not share." (*Silicon Valley Taxpayers' Assn., Inc. vs. Santa Clara County Open Space Authority* (2008) 44 Cal.4<sup>th</sup> at p. 452). "The PBID's services themselves constitute special benefits to all of the assessed parcels." (*Dahms v. Downtown Pomona* (2009) 174 Cal.App 4<sup>th</sup> 708).

We determined that the proposed services and activities provide only special benefit to the real property within the district area. Each of the activities is designed to meet the goals of Downtown Berkeley; to improve the economic and environmental vitality by increasing building occupancy and lease rates, encouraging new business development, attracting ancillary businesses and services, and encouraging commerce. A basic premise of commercial business is that increased pedestrian traffic increases the economic return to the property. The increase in pedestrian traffic is likely to encourage commerce whether it be on the first visit or in subsequent visits. All pedestrian traffic is considered to be potential customers who will become the target audience for future patronage of retail and business establishments and services, and the renting of space in commercial and residential buildings. The enhanced PBID services are a special benefit to each parcel because they are intended to increase the pedestrian traffic.

### **Environmental Enhancements**

This program as described in Exhibit A will provide security and maintenance services along with beautification improvements above the base level of services the City currently provides. The services the hospitality ambassadors and maintenance teams provide and the beautification improvements are specific to the Downtown Berkeley area, thus, each assessed parcel located in the District specially benefits from this enhanced level of service. These services will not be delivered to any parcel outside

the PBID boundary and are intended to meet the goals of the PBID as discussed above. Therefore, it is our opinion that there is no general benefit and that the increased level of environmental enhancements provides a special benefit only to the assessed parcels in the PBID.

### **Economic Enhancements**

This program, as described in Exhibit A, is intended to retain and attract new business. This is in an effort to enhance the value of the properties and encourage investment dollars. In order to accomplish this, the PBID proposes a myriad of business retention and recruitment, marketing and image enhancement programs. This program is designed to specially benefit the commercial parcels within the PBID by encouraging future investment and commerce. Therefore, it is our opinion that the economic enhancements provide a special benefit to all commercial parcels in the District area.

### **Management and Administration**

This program as described in Exhibit A is designed to develop public/private partnerships that will enhance the goals and needs of the PBID area all in an effort to increase investment dollars and commerce. The program is designed to effectively and efficiently manage the day to day operations of the PBID to make sure it is meeting the goals and objectives of the PBID. The above benefits are to be provided only to the assessed parcels within the PBID boundaries. Therefore, it is our opinion that there is no general benefit and that the management programs provide a special benefit only to the assessed parcels in the PBID.

In addition to the special benefits described above for the three programs the PBID offers, there are also less tangible reasons why these services provide only a special benefit to those properties within the PBID.

1. All improvements and activities to be provided through the PBID are special services and are above and beyond the general level of service the City currently provides.
2. All improvements and activities to be provided through the PBID are designed by the property owners to increase business revenue and provide special benefits that may result in increased rental occupancy rates and annual revenue incomes to the owners of real property within the district.
3. The California State Legislature found that assessments levied for the purpose of providing improvements and promoting activities that benefit real property are not taxes for the general benefit of a city, but are assessments for the improvements and activities which confer special benefits upon the real property for which the improvement and activities are provided. Streets and Highways Code Section 36601 (d).



## **Assessment Methodology**

Determining the proportionate share of special benefit among the parcels of real property within the proposed assessment district which benefit from the proposed Improvements is the result of a four-step process:

1. Defining the proposed improvements.
2. Identifying how each assessed parcel specially benefits from the proposed improvements and activities.
3. Determining the amount of the special benefit each assessed parcel receives in relation to the other parcels in the district.
4. Apportioning the cost of the proposed improvements and activities to each assessed parcel based on the special benefit received.

The proposed improvements and activities as outlined in Exhibit A will provide a higher level of service than the City provides with City funds to those parcels in the PBID area. Therefore, every parcel in the PBID benefits from the improvements and activities and will receive enhanced safety and maintenance services, image and marketing programs, and management and administration. The PBID programs are designed to deliver service to each parcel within the district.

## **Assessment Factors**

The state constitution and the Downtown Berkeley property owners and business owners have emphasized that the assessment formula for the PBID must be fair, balanced and have a direct relationship to benefits received. The State enabling legislation, Section 36632(a) of the Streets and Highways Code, also states, "Assessments levied on real property...shall be levied on the basis of the estimated benefit to the real property within the...district."

While all the PBID services will only be provided to the benefiting parcels in the district, the recommended assessment methodology for the Downtown Berkeley PBID is to spread the cost of the improvements and activities to lot square footage plus building square footage. The lot square footage plus the building square footage acknowledges both the short term and long term benefits to each parcel. By adding the lot and building square footages together effectively places more emphasis and benefit to the ground floor since the majority of the PBID services are delivered at the street level.

**Lot square footage** is relevant to the highest and best use of a property and will reflect the long term value implications of the improvement district. Lot square footage is defined as the total amount of area within the borders of the parcel. The borders of a parcel are defined on the County Assessor parcel maps.

**Building square footage** is relevant to the interim use of a property and is utilized to measure short and mid-term value impacts. It also acknowledges the benefits from the services to the buildings, including tenants, residents and employees. Building square footage is defined as gross building square footage as determined by the outside measurements of a building.

## Assessment Calculation

As previously discussed in Exhibit B the budget is determined and segregated into the two benefit zones based upon each Zone's demand for service. In addition to the benefit zones, we further define the benefit to three land use categories; commercial, residential and non-profit/government all of which receive varying levels of benefit from the PBID services (further defined below). In order to allocate the cost of each Zone to the parcels within that Zone for the special benefits received we use the assessable square footages for each land use category shown below.

Land Use	Lot Sq.Ft.	Bldg Sq.Ft.	Total Sq.Ft.
<b>Premium Zone</b>			
Commercial	1,032,510	1,922,836	2,955,346
Residential	14,150	536,650	550,800
Non-Profit/Government	621,752	1,305,021	1,926,773
<b>Total Premium Zone</b>	<b>1,668,412</b>	<b>3,764,507</b>	<b>5,432,919</b>
<b>Standard Zone</b>			
Commercial	787,365	970,876	1,758,241
Residential	134,002	489,658	623,660
Non-Profit/Government	740,356	941,807	1,682,163
<b>Total Standard Zone</b>	<b>1,661,723</b>	<b>2,402,341</b>	<b>4,064,064</b>
<b>TOTAL All Properties</b>	<b>3,330,135</b>	<b>6,166,848</b>	<b>9,496,983</b>

To calculate the annual assessment for each parcel is to divide the budget amount for each service by the appropriate lot and building square footages within each benefit zone. The table below indicates the assessment rates per lot plus building square foot per benefit zone.

Land Use	Annual Assmt Rate
<b>Premium Zone</b>	
Commercial	\$0.1931
Residential	\$0.1443
Non-Profit/Government	\$0.1082
<b>Standard Zone</b>	
Commercial	\$0.1210
Residential	\$0.0722
Non-Profit/Government	\$0.0541

For example, to calculate the assessment for a commercial parcel in the Premium Zone with a 10,000 square foot lot plus a 5,000 square foot building: The lot square footage + the building square footage x Premium Zone commercial assessment rate = the total annual parcel assessment.

$$(10,000 + 5,000 \times \$0.1931 = \$2,896.50 \text{ annual parcel assessment})$$

The assessment for each parcel is calculated the same as the example above, respective of each benefit zone, land use and assessment rate.

### **Land Use Considerations**

The methodology provides the following treatments for property used exclusively for residential, non-profit/government, and parking structures:

- **Treatment of Residential Property:** Residential uses will fully benefit from environmental enhancement services and will pay a full share of these services. However, the services identified under the Economic Enhancements are aimed at promoting and encouraging commerce in the downtown area, which typically are not the primary goals residential parcels. Therefore, these parcels will not receive special benefit from Economic Enhancements and thus will not be assessed for those services.
- **Assessment Policy on Nonprofit and Government Properties:** Nonprofit and government properties, including but not limited to; churches, non-profit service and cultural organizations, educational and governmental institutions, will not benefit from the PBID services to the same degree as commercially developed parcels. Nonprofits and government properties receive a reduced level of benefit due to their unique uses and demand for PBID services. The intent of these properties is to provide a civic service with public benefit to the community at large and is not to encourage increased revenues or future investment dollars, as with commercially developed parcels.

The services identified under the Economic Enhancements are aimed at promoting and encouraging commerce in the downtown area, which typically are not the primary goals of nonprofit and government entities. Moreover, a significant part of the Economic Enhancement program is business attraction and retention activities where there is not benefit to nonprofit or government properties. Therefore, these parcels will not receive material benefit from Economic Enhancements and thus will not be assessed for those services.

Nonprofit and government parcels do, however receive benefit from the Environmental Enhancements, but generally to a lesser degree than commercial or residential parcels. These services are designed to provide special benefit to commercial and residential parcels by providing a cleaner and safer environment in an effort to increase commerce, sales, property values and tenant occupancy, which nonprofit and government parcels do not receive the same level of benefit from. Also, many tax-exempt uses do not have the same service demands as commercial properties. For example, arts organizations may have public activities scheduled around a handful of evenings each week, as opposed to commercial enterprises that are active throughout the day and evening each and every day. Due to their unique use and service demands, nonprofit and government parcels

receive reduced benefit from the Environmental Enhancements in the amount of 25%.

An owner of such nonprofit or government property located within the PBID boundaries may reduce their assessment if all of the following conditions are met:

1. The property owner is a non-profit corporation that has obtained federal tax exemption under Internal Revenue Code section 501c3 or California franchise tax-exemption under the Revenue and Taxation Code Section 23701d.
2. The class or category of real property has been granted an exemption, in whole or in part, from real property taxation.
3. The non-profit or governmental property owner occupies and operates a majority of building square footage within the subject property.
4. The City of Berkeley may verify the documentation of tax-exempt status and classification of the property for assessment purposes prior to submitting the assessments to the County Assessor.

Due to changes in ownership or tenancy, the property owner needs to request in writing to the Downtown Berkeley Association prior to the submission of the PBID assessment rolls to the Alameda County Assessor (on or before July 1 of each year), accompanied by documentation of the tax-exempt status of the property owner and the class or category of real property, all of which may be verified with the City.

- **Treatment of Parking Structures:** Parking structures receive different levels of benefit from PBID improvements and services based upon their use and ownership. Parking structures will be subject to one of the following methodologies:
  - a. Parking structure square footage that is integrated within and/or dedicated to a building, has the same ownership as the building, and the building has uses in addition to parking where parking is just an ancillary use, does not receive benefit from the PBID services and therefore square footage of the parking structure will not be assessed.
  - b. Stand-alone parking structures that are not ancillary to a building, will receive the full benefit from PBID improvements and activities and will be assessed at standard assessment rates.

### **Budget Adjustment**

Any annual budget surplus or deficit will be rolled into the following year's District budget. The budget will be set accordingly, within the constraints of the management plan to adjust for surpluses or deficits that are carried forward.

### **Future Development**

As a result of continued development, the District may experience the addition or subtraction of assessable building square footage for parcels included and assessed within the District boundaries. The modification of parcel improvements assessed within the District may then change upwards or downwards the amount of total footage assessment for these parcels. In future years, the assessments for the special benefits bestowed upon the included PBID parcels may change in accordance with the assessment methodology formula listed in the Management District Plan and Engineer's Report provided the assessment rate does not change. If the assessment formula changes, then a Proposition 218 ballot initiative will be required to approve the changes.

## EXHIBIT D: ASSESSMENT ROLL

The total assessment amount for 2012 is \$1,207,500 apportioned as follows:

APN	Owner	Site Address	PARCEL ASSMT
057 205900900	1915 University Avenue Partners	1915 University Ave	\$1,162.97
057 202501001	2001 Associates - Friedman Investment and Mgmt	2001 Addison St	\$8,544.91
057 202501703	2054 University Avenue LLC	2054 University Ave	\$7,164.69
057 202600412	2068 Center Family Limited Partnership	2068 Center St	\$1,676.65
057 202301400	2115 Milvia Associates LLC	2115 Milvia St	\$3,702.85
057 202201401	Addison LLC	1912 Addison St	\$748.68
057 202500200	Albert and Meng Ho, and J. Shin	2008 Shattuck Ave	\$3,827.61
057 202300100	Aldar Investments	2104 Shattuck Ave	\$10,355.78
057 202401200	Alex Korn	1911 Addison St	\$2,066.55
057 204902900	Amy H Liu	1849 Shattuck Ave	\$46.99
057 204902300	Angeliki & Maria Kalofonos	1849 Shattuck Ave	\$47.01
057 204902800	Ann M Schirle	1849 Shattuck Ave	\$45.56
057 204901400	Anna Oeberg	1849 Shattuck Ave	\$54.80
057 203201700	Arthur Zemel and Dorothy Levin	130 Berkeley Sq	\$1,018.12
055 189301900	AT&T	0 Durant Ave	\$12,953.86
055 189302000	AT&T	0 Bancroft Way	\$786.22
055 189501501	B & G Development Company	2000 Durant Ave	\$3,624.54
057 203200503	Bank of America	2119 Center St	\$10,139.49
057 202301601	Barbara and Joseph Silveira	0 Milvia St	\$1,402.23
057 205900700	Barbara and Vernon Neff	1929 University Ave	\$1,095.51
057 204600100	Bay Properties Inc	2108 Berkeley Way	\$6,725.74
057 202600405	Bay West Property	2190 Shattuck Ave	\$14,358.55
057 202900400	Berkeley Odd Fellows Lodge #270	2288 Fulton St	\$3,554.09
057 202500503	Berkeley Repertory Theatre	2071 Addison St	\$677.71
057 202500800	Berkeley Repertory Theatre	2025 Addison St	\$3,232.66
057 202502300	Berkeley Repertory Theatre	2009 Addison St	\$1,575.14
057 202302102	Berkeley Society for the Preservation of Music	2026 Addison St	\$1,615.19
057 202302103	Berkeley Society for the Preservation of Music	2020 Addison St	\$1,805.48
055 189400702	Berkeley Unified School District	2000 Bancroft Way	\$2,148.61
057 202000400	Berkeley Unified School District	1980 Allston Way	\$2,381.33
057 202000503	Berkeley Unified School District	2223 M L King Jr Way	\$14,526.14
057 202201800	Berkeley-Albany YMCA	2109 M L King Jr Way	\$1,395.35
057 202601500	Berkeley-Albany YMCA	2001 Allston Way	\$14,853.25
057 202400102	BFS Retail & Commercial Operations LLC	1974 University Ave	\$3,651.68
057 202801402	Blackrock Realty	2022 Kittredge St	\$18,731.17
057 204904000	Blackrock Realty	1801-1809 Shattuck Ave	\$3,769.82
057 202300400	Bolibokka Shattuck Ave	2144 Shattuck Ave	\$18,005.01
057 202700800	Bpr Properties Berkeley LLC	2062 Allston Way	\$24,049.04
055 189200101	Buddhist Churches of America	2140 Durant Ave	\$2,433.02
055 189300503	BVP Fulton LLC	2310 Fulton St	\$6,575.33

APN	Owner	Site Address	PARCEL ASSMT
057 203100300	BVP Fulton LLC	2161 Allston Way	\$8,510.79
057 202300300	C & V Investments	2120 Shattuck Ave	\$1,271.11
055 189301100	California First Bank	2107 Durant Ave	\$786.22
055 189301200	California First Bank	2333 Shattuck Ave	\$3,313.25
057 203400700	California State Employee Credit Union	2033 Shattuck Ave	\$1,214.14
057 204903600	Cesar A Mejia	1849 Shattuck Ave	\$68.01
055 189101200	CHAN FAT & KIM L TRS	2429 Shattuck Ave	\$3,513.68
057 203201000	Charles Bettencourt	2109 Shattuck Ave	\$5,444.14
055 189300100	Ching and Inn Yu	2190 Bancroft Way	\$1,461.52
057 201701601	City of Berkeley		\$15,396.14
057 202100100	City of Berkeley	2180 Milvia St	\$12,551.04
057 202100200	City of Berkeley	2151 Center St	\$13,156.66
057 202200600	City of Berkeley	1947 Center St	\$7,300.52
057 202202000	City of Berkeley	0 Center St	\$3,142.98
057 202302003	City of Berkeley	2033 Center St	\$21,381.35
057 202502400	BERKELEY JOINT POWERS FINANCIN	2015 Addison St	\$9,205.37
057 202800500	City of Berkeley	2031 Bancroft Way	\$764.90
057 202801701	City of Berkeley	2090 Kittredge St	\$13,762.06
057 205302201	City of Berkeley	0 Berkeley Way	\$2,215.99
057 211900100	City of Berkeley	2200 Kittredge St	\$6,141.55
057 202601300	Constitution Square LLC	2168 Shattuck Ave	\$10,476.09
057 203400500	Dalia Nevo, Gershon and Daphna R. Yaniv	2119 Addison St	\$4,157.52
057 203100700	David and Marilyn Martin	2181 Shattuck Ave	\$1,973.48
057 203100800	David and Marilyn Martin	2171 Shattuck Ave	\$3,416.07
057 203100500	David and Marilyn Martin	2115 Allston Way	\$1,736.91
057 205100400	David and Marilyn Martin	1920 Shattuck Ave	\$762.15
057 204903300	David J Ryu	1849 Shattuck Ave	\$63.32
057 205301100	David Yee	2017 University Ave	\$2,669.86
057 202600702	Diablo Holdings	2175 Milvia St	\$12,066.62
057 204901300	Dieter & Tu-Khanh Aichelen	1849 Shattuck Ave	\$49.82
057 202401300	Don and Audrey Thompson	2099 M L King Jr Way	\$2,005.46
055 189600200	Dr Stephen Chun and Professor Doris Sze Chun	2414 Shattuck Ave	\$280.98
055 189201500	Durant Berkeley Partners LP	2367 Shattuck Ave	\$1,341.41
055 189201600	Durant Berkeley Partners LP	2349 Shattuck Ave	\$2,264.31
057 202400400	East Bay Media Center Inc	1939 Addison St	\$457.38
057 202400801	East End Investors Group	1950 University Ave	\$3,149.71
055 189201301	Eastborough Properties LLC	2399 Shattuck Ave	\$4,057.37
057 203401000	EBOP ASSOCIATES LLC	2015 Shattuck Ave	\$12,158.54
057 202500400	Edith Glynn	2018 Shattuck Ave	\$2,307.57
057 205300402	Edith Glynn	2071 University Ave	\$2,047.44
057 202901100	Edith Malnick	2277 Shattuck Ave	\$1,787.12
055 189301300	Edward Baker	2327 Shattuck Ave	\$246.87
057 204901500	Elsa & Joseph Fulton	1849 Shattuck Ave	\$84.96
055 189001302	EQR	2451 Shattuck Ave	\$8,255.57

APN	Owner	Site Address	PARCEL ASSMT
057 202301701	EQR	2101 Milvia St	\$4,657.47
057 202501400	EQR	2004 University Ave	\$4,376.30
057 203000200	EQR	2116 Allston Way	\$12,136.81
057 204500500	EQR	1933 Walnut St	\$272.15
057 204600300	EQR	0 Berkeley Way	\$656.55
057 204600400	EQR	1922 Walnut St	\$477.78
057 204600500	EQR	1930 Walnut St	\$601.90
057 204600600	EQR	1900 Walnut St	\$681.23
057 204600802	EQR	2145 University Ave	\$4,524.38
057 204600803	EQR	2125 University Ave	\$9,062.47
057 204600900	EQR	2119 University Ave	\$7,303.70
057 204601000	EQR	2111 University Ave	\$2,179.73
057 204601100	EQR	1987 Shattuck Ave	\$2,919.76
057 204700201	EQR	1910 Oxford St	\$4,363.10
057 205100601	Everett and Catharine Moran	1936 Shattuck Ave	\$1,678.76
057 203300101	Fairhill Enterprises Inc	48 Shattuck Sq	\$6,660.85
057 203201200	Frank and Dorothy Cheng	2112 Addison St	\$3,146.39
057 204903200	Frederick P Nisen	1849 Shattuck Ave	\$43.83
055 189300601	G. Paul and Luella Bishop	2125 Durant Ave	\$289.81
057 203001100	Gary Shows	2225 Shattuck Ave	\$827.13
057 204902400	George Atkins	1849 Shattuck Ave	\$68.66
055 189600400	GIOTINIS MICHAEL C & A M TRS &	2428 Shattuck Ave	\$974.55
057 202501900	Goodwill Industries of the Greater East Bay	2058 University Ave	\$1,826.81
057 202401503	GREENLINING INSTITUTE	1916 University Ave	\$1,869.51
057 204901800	Guy Tiphane	1849 Shattuck Ave	\$68.66
057 203201100	Harvey Kameny	2104 Addison St	\$3,173.51
057 202302300	Henry Kuechler IV	2030 Addison St	\$8,771.05
057 202302400	Henry Kuechler IV	2040 Addison St	\$3,761.95
057 203400600	Highway 61 Real Estate Development Corp	2037 Shattuck Ave	\$5,755.12
057 203100600	Hirahara Family Limited Partnership	2187 Shattuck Ave	\$4,352.89
057 202801300	Hiroji and Joan Aochi	2000 Kittredge St	\$2,748.27
057 205901100	Homero and Ines Yearwood	1901 University Ave	\$1,204.51
057 202901001	James and Eddie Young	2283 Shattuck Ave	\$563.52
057 202901002	James and Eddie Young	2281 Shattuck Ave	\$752.39
057 202501200	James and Vivian Woo	2001 Milvia St	\$651.45
055 189300700	Jay and Annapurna Lakireddy	2121 Durant Ave	\$645.27
055 189301702	Jay and Annapurna Lakireddy	0 Bancroft Way	\$365.86
055 189301800	Jay and Annapurna Lakireddy	2126 Bancroft Way	\$771.05
057 202800200	Jihwa Fu and H. Ji	2270 Shattuck Ave	\$1,668.74
057 202301300	Jim and Louise Williams	2001 Center St	\$8,430.97
057 203401100	Jim Liu	2138 University Ave	\$2,123.92
057 205300100	JLLJAR LLC	1950 Shattuck Ave	\$2,340.60
055 189201400	John Gordon and Janis Mitchell	2375 Shattuck Ave	\$657.16
055 189700103	John Gordon and Janis Mitchell	2480 Shattuck Ave	\$2,154.36



APN	Owner	Site Address	PARCEL ASSMT
055 189700600	John Gordon and Janis Mitchell	2450 Shattuck Ave	\$3,392.84
057 202402101	John Gordon and Janis Mitchell	1952-1966 University	\$3,387.52
057 202500502	John Gordon and Janis Mitchell	2024 Shattuck Ave	\$4,540.99
057 202500600	John Gordon and Janis Mitchell	2036 Shattuck Ave	\$6,428.53
057 202502200	John Gordon and Janis Mitchell	2014 Shattuck Ave	\$1,271.11
057 202201500	John Yeh	1916 Addison St	\$816.46
057 202201900	John Yeh	1950 Addison St	\$5,027.08
055 189400200	Jonathan and Janice Yi	2037 Durant Ave	\$3,106.90
057 203000300	Jorge Saldana	2134 Allston Way	\$1,879.43
057 203100400	Judah L Magnes Museum Inc	2121 Allston Way	\$4,838.66
055 189401600	Julian and Sophia Li	2030 Bancroft Way	\$623.84
055 189001201	K N MATSUMURA INC	2107 Dwight Way	\$5,235.86
057 202501600	Kam Lam Y & Shun To	2042 University Ave	\$2,803.38
057 203201900	Kaplan Educational Centers LLC	150 Berkeley Sq	\$2,986.00
057 205900800	Kelvin Lam	1921 University Ave	\$963.42
057 202200800	Kenneth and Pollyanna Butler	1907 Center St	\$1,109.12
057 203201800	Lambert Properties	134 Berkeley Sq	\$846.24
057 202301200	Language Studies Inc	2015 Center St	\$3,377.06
055 189401401	LB REDDY ESTATE CO LLC	2025 Durant Ave	\$10,177.25
055 189401704	LB REDDY ESTATE CO LLC	2300 Shattuck Ave	\$14,671.96
057 203001200	Leane Kooyman and Joseph Lopez	2219 Shattuck Ave	\$1,932.73
057 203100900	Lycette Properties	2161 Shattuck Ave	\$8,382.30
057 203201500	Manjul Batra	100 Berkeley Sq	\$1,202.55
057 202300200	Marietta and Michael Rhodes	2116 Shattuck Ave	\$1,054.43
057 203000900	Mary Ferroggiaro and John Muldoon III	2115 Kittredge St	\$5,204.93
057 202900900	MASONIC LLC	2105 Bancroft Way	\$8,977.69
057 204902000	Matthew Delbonta	1849 Shattuck Ave	\$47.01
055 189301600	Maurice and Yvonne Segerberg	2301 Shattuck Ave	\$1,838.06
057 202501300	Mehdi and Katherine Kashef	2000 University Ave	\$2,149.21
057 202401602	Michael Aaronian and J. Varson	1926 University Ave	\$457.90
057 205300500	Michael Le	2067 University Ave	\$2,401.23
057 205300801	Mohammed Talai	2035 University Ave	\$4,674.24
057 202200501	N.E.W. Milvia Property LLC	2118 Milvia St	\$4,475.88
057 205300600	Nancy Forbord and H.B. Williamson	2057 University Ave	\$4,644.11
057 203100200	Nasser and Pamela Kashani	2171 Allston Way	\$7,510.35
057 202700600	Nflp Berkeley Center De LLC	2060 Allston Way	\$26,675.45
057 202700700	Nflp Berkeley Center De LLC	2061 Allston Way	\$2,913.38
057 202401100	Nina Jaure and Natasha Loft	1915 Addison St	\$1,596.51
057 204903100	Niramol Chittrcharatn	1849 Shattuck Ave	\$42.39
057 205100500	Norheim and Yost	1926 Shattuck Ave	\$735.78
057 203201600	Norman and Mary Spitzer	115 Berkeley Sq	\$1,170.49
057 205900600	Northern California University	1941 University Ave	\$1,446.76
057 204902500	Ora Marderhorn	1849 Shattuck Ave	\$45.56
057 203100101	Oxford Development Group LP	2128 Oxford St	\$2,772.41

APN	Owner	Site Address	PARCEL ASSMT
057 203101500	Oxford Development Group LP	2142 Center St	\$7,543.68
057 212100100	Oxford Plaza LP	2200 Oxford St	\$13,181.73
057 212000100	Oxford Street Development LLC	2200 Oxford St	\$5,119.28
057 212000200	Oxford Street Development LLC	2200 Oxford St	\$2,985.22
057 203101100	Panoramic Interests	2130 Center St	\$4,962.37
057 204903700	Panoramic Interests	1849 Shattuck Ave	\$81.35
057 204903800	Panoramic Interests	1849 Shattuck Ave	\$235.08
057 202800400	PASAND COURTYARD LLC	2276 Shattuck Ave	\$7,831.01
057 203300400	Paul Goldstone	82 Shattuck Sq	\$4,671.53
057 205301200	Paul Takagi	1949 Milvia St	\$2,047.75
057 202601000	Peralta Community College District	2016 Center St	\$1,055.36
057 202601400	Peralta Community College District	2048 Center St	\$20,018.37
055 189400301	Persian Center	2029 Durant Ave	\$763.76
057 204902200	Persis Giebler	1849 Shattuck Ave	\$45.56
057 202901600	Plaza 5th Avenue Partners	2150 Kittredge St	\$6,753.16
055 189700200	Prasad and Santi Lakireddy	2484 Shattuck Ave	\$6,963.24
055 189301501	Prasad and Santi Lakireddy	2323 Shattuck Ave	\$3,138.68
057 202401801	Prasad and Santi Lakireddy	1942 University Ave	\$4,273.77
055 189501804	PRESBYTERY OF SAN FRANCISCO	2024 Durant Ave	\$1,139.69
057 204903500	R Christopher & Roberta E Klemm	1849 Shattuck Ave	\$48.52
057 202502100	Raj Properties	2066 - 2076 University	\$7,333.87
055 189501805	Raud Alamin	2352 Shattuck Ave	\$8,865.04
057 204901900	Regina Nguyen	1849 Shattuck Ave	\$45.56
057 202801200	Robert and Ingrid Wander	2235 Milvia St	\$509.11
057 203001000	Robert and June Jeon	2231 Shattuck Ave	\$5,059.64
057 203400900	Robert Chyr	2017 Shattuck Ave	\$1,374.23
057 202400501	Robert Correia	1933 Addison St	\$2,252.21
057 202400700	Robert Correia	1931 Addison St	\$870.89
057 205000500	Robert Malin	1848 Shattuck Ave	\$983.62
057 203000800	Roger Kao	2117 Kittredge St	\$1,947.02
057 204901600	Roger Lai	1849 Shattuck Ave	\$37.70
055 189401500	Rosa and Yahya Mayeri	2028 Bancroft Way	\$944.67
057 202900204	Roy and Patricia Shimek	2176 Kittredge St	\$6,086.71
057 204903000	Roy M & Toshiko Nakamura	1849 Shattuck Ave	\$68.66
057 202302500	Ruegg & Ellsworth	2072 Addison St	\$3,930.93
057 202500100	San Francisco Federal Savings	2000 Shattuck Ave	\$5,256.49
057 202801100	Sandeep and Sudha Patel	2001 Bancroft Way	\$1,531.07
057 202200902	Sasha and Merideth Shamszad	2105 M L King Jr Way	\$2,044.77
057 202201304	Sasha and Merideth Shamszad	1900 Addison St	\$3,097.82
055 189501801	Satellite Senior Homes Inc	2020 Durant Ave	\$2,181.74
057 205003101	Satellite Senior Homes Inc	1810 Shattuck Ave	\$3,856.03
055 189600300	SCHIPANI JOHN	2420 Shattuck Ave	\$1,128.04
057 202401002	Seagate	1936 University Ave	\$4,096.93
057 202400202	Shamszad Construction & Development Co	2020 Milvia St	\$6,905.66

APN	Owner	Site Address	PARCEL ASSMT
057 203300300	Shamszad Construction & Development Co	64 Shattuck Sq	\$5,273.29
057 205300200	Shattuck Avenue Spats	1974 Shattuck Ave	\$1,747.72
055 189101301	Shattuck Senior Homes Assoc	2421 Shattuck Ave	\$1,162.89
057 205301402	SHRIMATIS LIMITED INC	2011 University Ave	\$1,736.71
057 202300701	SNK Arpeggio	2065 Center St	\$45,229.23
057 202200301	SRM Associates	2108 Milvia St	\$840.65
057 202201701	SRM Associates	2100 Milvia St	\$10,746.16
057 202600201	SRM Associates	2150 Shattuck Ave	\$35,792.95
057 202600501	SRM Associates	2043 Allston Way	\$2,031.61
057 202601203	SRM Associates	2052 Center St	\$24,966.54
057 202901500	Stephen Schneider	2138 Kittredge St	\$1,586.11
057 204902100	Steven & Phoebe Leung	1849 Shattuck Ave	\$68.66
057 205100201	Steven and Zeniada Tipping	1900 Shattuck Ave	\$891.57
057 205100300	Steven Tipping and David Mar	1908 Shattuck Ave	\$425.77
057 205100700	Surjit and Indira Singh	2053 Berkeley Way	\$897.11
057 204902600	Susan & Thomas Gilmour	1849 Shattuck Ave	\$47.01
057 205901000	Susan Hultgren	1909 University Ave	\$1,168.68
055 189600500	T J Whitten Family LLC	2440 Shattuck Ave	\$2,055.30
057 202901200	The Keil Companies	2271 Shattuck Ave	\$1,973.67
057 205300301	The Keil Companies	1998 Shattuck Ave	\$3,965.49
057 205300302	The Keil Companies	1984 Shattuck Ave	\$858.22
057 202700202	Tibetan Nyingma Institute	2210 Harold Way	\$1,285.49
057 202700203	Tibetan Nyingma Institute	2018 Allston Way	\$4,307.29
057 202700400	Tibetan Nyingma Institute	2222 Harold Way	\$5,165.55
055 189201801	Timothy and Susan Southwick	2110 Durant Ave	\$2,358.66
055 189600100	Timothy and Susan Southwick	2410 Shattuck Ave	\$2,688.26
057 202901300	Townsend I & II LLC	2110 Kittredge St	\$7,264.29
057 203000100	Townsend I & II LLC	2108 Allston Way	\$8,489.87
057 205300700	Trilink Real Estate Investment	2041 University Ave	\$5,876.21
055 189101401	UC Berkeley	2401 Shattuck Ave	\$5,055.68
057 202900702	UC Berkeley	2113 Bancroft Way	\$3,542.51
057 203200100	UC Berkeley	2150 Addison St	\$9,677.53
057 203201300	UC Berkeley	2114 Addison St	\$692.75
057 203201400	UC Berkeley	2118 Addison St	\$692.75
057 203400300	UC Berkeley	2125 Addison St	\$597.50
057 203400400	UC Berkeley	2123 Addison St	\$197.87
057 203401200	UC Berkeley	2154 University Ave	\$3,284.40
057 203401403	UC Berkeley	2199 Addison St	\$21,773.84
057 204500200	UC Berkeley	1952 Oxford St	\$1,601.29
057 204500300	UC Berkeley	1990 Oxford St	\$690.70
057 204500400	UC Berkeley	2161 University Ave	\$2,022.40
057 204500600	UC Berkeley	1925 Walnut St	\$308.22
057 204600200	UC Berkeley	2120 Berkeley Way	\$2,706.06
057 204700105	UC Berkeley	1900 Oxford St	\$554.09

APN	Owner	Site Address	PARCEL ASSMT
057 204700302	UC Berkeley	2151 Berkeley Way	\$11,745.72
057 205401201	UC Berkeley	1995 University Ave	\$38,088.07
057 202501500	UC Studios LLC	2018 University Ave	\$10,193.18
057 202700500	US Postal Service	2000 Allston Way	\$9,187.71
057 202401400	Vijay and Susilpa Lakireddy	1900 University Ave	\$3,003.17
057 204903400	W R Schorlemmer	1849 Shattuck Ave	\$47.08
057 202901400	Warren Agostini	2124 Kittredge St	\$2,382.89
057 204500100	Waterbury Properties Inc	1921 Walnut St	\$653.64
057 203400800	Weng and Shuk Wong	2023 Shattuck Ave	\$1,404.94
057 204901700	William Blanchard	1849 Shattuck Ave	\$39.14
057 202800300	William Wade	2274 Shattuck Ave	\$11,111.26
055 189400600	Xavier and Josefina Figueroa	2017 Durant Ave	\$748.61
057 203101000	Yan Pun and Shu Fang Wu	2124 Center St	\$2,694.77
057 204902700	Ying-Chu J & Judy C Yang	1849 Shattuck Ave	\$68.66
<b>TOTALS:</b>			<b>\$1,207,500</b>



# EXHIBIT – MAP WITH PARCEL DETAIL





Office of the City Manager

November 16, 2010

Mr. John Caner  
Executive Director  
Downtown Berkeley Association  
2230 Shattuck Avenue # C  
Berkeley, CA 94704

Dear Mr. Caner:

The City of Berkeley is very supportive of the current effort of the Downtown Berkeley Association (DBA) to form a new Property-Based Business Improvement District (PBID) in the Downtown area. We understand that a PBID would substantially increase the resources available for Downtown revitalization and build the capacity of the DBA/City partnership in promoting a safe, clean and economically vital Downtown. The City has historically provided a set of base level services in the Downtown area, as outlined in the attached document. Each relevant City department and division was asked to describe their services and staff is committed to continuing to deliver these services in a consistent and professional way into the future subject to funding availability.

As the economy continues to fluctuate there may be times when monetary constraints cause the City to reduce budgets affecting base level services. Nevertheless, any reductions would be mindful of our stated goals to enhance economic development in the Downtown.

If you have any questions, please feel free to contact me or Michael Caplan for further discussion or clarification.

Best wishes in your ongoing PBID formation effort.

Sincerely,

Phil Kamlarz  
City Manager

Enclosure: City of Berkeley Base Level Services in the Proposed PBID Area

cc: Christine Daniel, Deputy City Manager  
Michael Caplan, Economic Development Manager

## **City Of Berkeley Base Level Services In the Proposed Downtown Property-Based Business Improvement District Area**

The Downtown Base Level Services listed below are provided by the Department of Public Works, the Police Department, the Department of Parks, Recreation and Waterfront, the Office of Economic Development, the Department of Health Services, the Department of Housing and Community Services, the City Manager's Code Enforcement Division. Please note that in addition to the City's General Fund the funding for a portion of these services comes through non-City grant sources and may be subject to budget pressures outside of City control.

### **Department of Public Works**

The DPW Provides the following services within the Proposed PBID boundaries:

**Sidewalk Pressure Washing:** One (1) two person crew pressure washes the sidewalk area according to the following schedule: Monday and Thursday–Intersection corners at University/Shattuck, Shattuck/Addison, Center/ Shattuck; Berkeley Square area around 115 Shattuck, and the Downtown Bart Plaza Area. Tuesday and Friday Intersection corners at Shattuck/ Kittredge and Shattuck/ Allston Way.

**Street Mechanical Sweeping:** A one (1) person crew and mechanical sweeper sweeps street gutters five days per week for two hours in the following Downtown areas: University, Shattuck, Addison, Center, Allston Way, Oxford, Milvia and MLK.

**Public Trash Receptacle Maintenance:** Public trash receptacles are emptied daily. Repair of trash receptacles are scheduled as needed and repairs are generally completed within two weeks.

**Street Lighting and Traffic Signal Maintenance:** Street lights and traffic signals undergo annual inspection and are repaired and maintained as needed.

**Sidewalk Green Machine Sweeping:** One (1) person is assigned to sweep between 6:00 AM and 9:30AM on Shattuck between Hearst and Durant; University between Milvia and Oxford; Allston Way between Milvia and Shattuck; Center between Milvia and Shattuck and Addison between Milvia and Shattuck.

**Public Graffiti Removal:** Public areas are scheduled for weekly graffiti removal once per week performed by Public Works Anti-Graffiti staff. Graffiti on Public property service requests are generally responded to within seven (7) working days.

**Curb Painting and Sign Maintenance:** Maintenance of curb and street markings are scheduled for renewal every eighteen (18) months or as needed when markings are no longer legible. Public traffic, warning or informational signs are scheduled for repair or replacement as needed. Service calls of this nature are generally handled within three weeks.

**Hand Sweeping (City of Berkeley contracted sweeping services):** Sweeping services in the proposed PBID area are scheduled as follows: one (1) person 7:30AM till 7:00PM and one (1) person from 2:00PM till 9:00PM Thursday through Saturday. This schedule is subject to available funds from the refuse program.

**Illegal Dumping and Unattended Property Removal:** Illegal dumping within the Public-Right of way is handled in two basic ways: either Public Works staff removes the dumping or the responsible party is located and they remove it. Public Works is generally able to get illegally dumped items removed within one week.

**Parking Services:** The Public Works Department maintains the City parking garages and on-street metered areas. Repair of parking meters are generally completed within one-week. The City is currently developing an RFP for a contractor to maintain the parking garages and maintenance will be undertaken by the selected vendor.

**Kiosk Maintenance:** City of Berkeley Kiosk located at the Downtown Berkeley Bart station is maintained by the Public Works Department. Examples of this maintenance include graffiti removal and basic structural repairs.

### **Berkeley Police Department**

**Bicycle Officers:** Two (2) Bicycle Patrol Officers cover the Downtown area, in addition to North Shattuck and University Ave. Bicycle Officer coverage is Monday thru Friday from 8am to 6pm. Bicycle Officers work as a team even though they patrol different assigned areas, so additional team members are often brought into the Downtown to work on special enforcement problems or projects. This staffing deployment is subject to reallocation based on incidents occurring in other parts of the City.

**Beat Officers:** Four (4) beat officers in vehicles patrol various parts of the Downtown 24 hours per day, 7 days per week. This staffing deployment may be altered from time to time based on resource allocation needs.

### **Department of Parks, Recreation and Waterfront**

Within the proposed PBID boundaries the Parks Division maintains 845 trees, Civic Center Park, the Old City Hall landscape, and all the traffic medians and planters. They provide the following specific services:

**Landscape Maintenance Gardener Unit:** They abate graffiti once a week; mow, edge, and trim twice a month and abate weeds three times a year; aerate and fertilize once a year; remove unattended property; communicate directly with the public and support special events; plant and prune selectively about four times a year; remove litter from Civic Center Park daily; open the restroom on weekends and holidays and monitor use daily; and remove litter from the medians and planters twice a month.

**Urban Forestry Unit:** Their job is to respond to emergency calls, prune roots, monitor tree wells, plant, prune and remove trees. The trees in the proposed PBID area are serviced every 10 (ten) years.

**Building and Facilities Maintenance Unit:** They maintain the benches and hard surfaces in Civic Center Park. They also maintain tree grates, irrigation, remove graffiti and repair damage resulting from vandalism in the park and the medians.



## **Office of Economic Development**

The Office of Economic Development provides a range of services to Downtown businesses, property owners and potential investors. OED staff provides permit assistance, site location assistance, marketing assistance and access to economic data. OED staff also work closely with the Downtown Berkeley Association and provide staffing support for the Downtown BID Advisory Board.

## **Department of Health Services**

**Mobile Crisis Team:** Mobile Crisis Team provides Downtown and City-wide crisis intervention services to persons needing assistance with a mental health crisis and respond to other requests for crisis assistance. Mobile Crisis Team services are provided where people are located at the time they need services.

**Homeless Outreach:** Homeless Outreach services are available to persons who are homeless and wanting assistance with securing community resources. These services are designed to assist people who are having difficulty using housing, financial, medical, and social services resources.

## **Housing and Homeless Services Programs**

City Staff and community agency partners currently provide people who are homeless in the City with a range of services including showers, case management and access to emergency, transitional and permanent housing opportunities.

## **Code Enforcement Unit**

This unit enforces the Berkeley Municipal Code against a wide range of violations in the Downtown and elsewhere in the City including graffiti on private property, improper placement of newsracks in the public right-of-way, violations of the Zoning Ordinance, and compliance with business operating standards. They also enforce sidewalk seating permits and other encroachments on the public right-of-way. The enforcement activities of this unit are typically complaint driven.

## **EXHIBIT**

### **ROSTER OF DOWNTOWN BERKELEY BPID LEADERSHIP GROUP**

Steve Baker, Freight & Salvage Coffeehouse  
Paulee Bello, Blackrock  
Elizabeth Bunker, Beacon Group Ventures  
John Dickenson, SNK  
Fran Gallati, Berkeley-Albany YMCA  
John Gordon, Gordon Commercial Real Estate  
Austene Hall, Berkeley Architect Heritage Association  
William Hammonds, Constitution Square  
Tim Hansen, Goldstone Management  
Jim Hill, Fair-Hill Enterprises  
John Hyjer, Equity Residential  
Russell Keil, Keil Companies  
Patrick Kennedy, Panoramic Interests  
John Lineweaver, Diablo Holdings  
John Martin, Jupiter and Triple Rock Breweries  
Susie Medak, Berkeley Repertory Theatre  
Soheyl Modaresi, Oxcent Group  
Scott Newman, Beacon Group Ventures  
John Norheim, Norheim & Yost  
Perry Patel, Hotel Shattuck Plaza  
Daniel Rabin, Rabin Properties  
Ito Ripsteen, Gordon Commercial Real Estate  
Kimberly Staysa, Seagate Properties  
Steve Tipping, Tipping Mar  
Amy Tobin, The David Brower Center  
Amanda West, Amanda's Restaurant  
James J. Williams, Williams Development



KRISTIN LOWELL INC.  
PUBLIC FINANCE SOLUTIONS

March 31, 2011

John Caner  
Executive Director  
Downtown Berkeley Association  
2230 Shattuck Avenue, Suite C  
Berkeley, CA 94704

RE: Amended Exhibit D: Assessment Roll

Dear John:

Attached is an amended Exhibit D Assessment Roll for the Downtown Berkeley PBID Engineer's Report. This amended Exhibit D is to replace the Exhibit D in the Engineer's Report dated November 15, 2010. A couple of items to note as to why the Assessment Roll is amended.

The original Assessment Roll was calculated using lot and building square footages from the City's database that had been updated where some of the data was missing or presumed incorrect. However, some of the updated data did not have sufficient evidence to justify the adjustment. In cases where there was sufficient evidence, the City's data was revised. The amended Assessment Roll uses the City database of lot and building (commercial and residential) square foot information updated as of March 28, 2011.

It's important to note that the methodology to calculate each parcel assessment is consistent with the original methodology: lot plus building square footage multiplied by the Benefit Zone assessment rate. The only modification is that the lot and building square foot information used to calculate assessments was modified. With that said, the original PBID budget was \$1,207,500. With the revised information the amended PBID budget is now \$1,192,884.

Sincerely,

  
Terrance E. Lowell, P.E.



## EXHIBIT D: ASSESSMENT ROLL

The total assessment amount for 2012 is \$1,192,884 apportioned as follows:

APN	Owner	Site Address	PARCEL ASSMT
057 205900900	1915 University Avenue Partners	1915 University Ave	\$1,163.42
057 202501001	2001 Associates - Friedman Investment and Mgmt	2001 Addison St	\$8,544.10
057 202501703	2054 University Avenue LLC	2054 University Ave	\$7,164.02
057 202600412	2068 Center Family Limited Partnership	2068 Center St	\$1,676.50
057 202301400	2115 Milvia Associates LLC	2115 Milvia St	\$3,805.04
057 202201401	Addison LLC	1912 Addison St	\$748.04
057 202500200	Albert and Meng Ho, and J. Shin	2008 Shattuck Ave	\$3,827.24
057 202300100	Aldar Investments	2104 Shattuck Ave	\$10,354.80
057 202401200	Alex Korn	1911 Addison St	\$2,046.12
057 204902900	Amy H Liu	1849 Shattuck Ave	\$70.74
057 204902300	Angeliki & Maria Kalofonos	1849 Shattuck Ave	\$70.74
057 204902800	Ann M Schirle	1849 Shattuck Ave	\$70.74
057 204901400	Anna Oeberg	1849 Shattuck Ave	\$70.74
057 203201700	Arthur Zemel and Dorothy Levin	130 Berkeley Sq	\$1,018.02
055 189301900	AT&T	0 Durant Ave	\$12,932.08
055 189302000	AT&T	0 Bancroft Way	\$785.86
055 189501501	B & G Development Company	2000 Durant Ave	\$3,621.44
057 203200503	Bank of America	2119 Center St	\$10,138.52
057 202301601	Barbara and Joseph Silveira	0 Milvia St	\$1,402.10
057 205900700	Barbara and Vernon Neff	1929 University Ave	\$1,095.00
057 204600100	Bay Properties Inc	2108 Berkeley Way	\$6,725.10
057 202600405	Bay West Property	2190 Shattuck Ave	\$14,357.18
057 202900400	Berkeley Odd Fellows Lodge #270	2288 Fulton St	\$3,552.70
057 202500503	Berkeley Repertory Theatre	2071 Addison St	\$677.44
057 202500800	Berkeley Repertory Theatre	2025 Addison St	\$3,231.40
057 202502300	Berkeley Repertory Theatre	2009 Addison St	\$1,574.54
057 202302102	Berkeley Traditional Music Foundation	2026 Addison St	\$1,646.70
057 202302103	Berkeley Traditional Music Foundation	2020 Addison St	\$1,805.00
055 189400702	Berkeley Unified School District	2000 Bancroft Way	\$2,018.48
057 202000400	Berkeley Unified School District	1980 Allston Way	\$2,590.90
057 202000503	Berkeley Unified School District	2223 M L King Jr Way	\$14,383.74
057 202201800	Berkeley-Albany YMCA	2109 M L King Jr Way	\$1,191.62
057 202601500	Berkeley-Albany YMCA	2001 Allston Way	\$14,861.50
057 202400102	BFS Retail & Commercial Operations LLC	1974 University Ave	\$3,649.98
057 202801402	Blackrock Realty	2022 Kittredge St	\$47,313.94
057 204904000	Blackrock Realty	2102 Delaware	\$4,139.12
057 202300400	Bolibokka Shattuck Ave	2144 Shattuck Ave	\$18,281.36
057 202700800	Bpr Properties Berkeley LLC	2060 Allston Way	\$24,046.74
055 189200101	Buddhist Churches of America	2140 Durant Ave	\$3,063.42
055 189300503	BVP Fulton LLC/BVP Allston Place, LLC	2310 Fulton St	\$7,661.52
057 203100300	BVP Fulton LLC/BVP Allston Place, LLC	2161 Allston Way	\$8,390.06
057 202300300	C & V Investments	2120 Shattuck Ave	\$1,270.98

APN	Owner	Site Address	PARCEL ASSMT
055 189301100	California First Bank	2107 Durant Ave	\$785.86
055 189301200	California First Bank	2333 Shattuck Ave	\$3,311.70
057 203400700	California State Employee Credit Union	2033 Shattuck Ave	\$1,214.02
057 203101400	Center Gallery	2142 Center St	\$2,228.18
057 204903600	Cesar A Mejia	1849 Shattuck Ave	\$70.74
057 203201000	Charles Bettencourt	2109 Shattuck Ave	\$5,162.28
055 189300100	Ching and Inn Yu	2190 Bancroft Way	\$1,460.84
057 201701601	City of Berkeley	2100 M L King Jr Way	\$14,458.94
057 202100100	City of Berkeley	2180 Milvia St	\$12,546.12
057 202100200	City of Berkeley	2151 Center St	\$13,151.50
057 202200600	City of Berkeley	1947 Center St	\$7,297.66
057 202202000	City of Berkeley	0 Center St	\$3,141.76
057 202302003	City of Berkeley	2033 Center St	\$22,696.80
057 202502400	City of Berkeley	2015 Addison St	\$9,201.76
057 202800500	City of Berkeley	2031 Bancroft Way	\$2,387.60
057 202801701	City of Berkeley	2090 Kittredge St	\$10,835.26
057 205302201	City of Berkeley	0 Berkeley Way	\$2,215.12
057 211900100	City of Berkeley	2200 Fulton St	\$6,139.70
057 202601300	Constitution Square LLC	2168 Shattuck Ave	\$10,475.10
057 203400500	Dalia Nevo, Gershon and Daphna R. Yaniv	2119 Addison St	\$4,156.86
057 204903300	David J Ryu	1849 Shattuck Ave	\$70.74
057 205301100	David Yee	2017 University Ave	\$2,669.62
057 202600702	Diablo Holdings	2175 Milvia St	\$12,065.48
057 204901300	Dieter & Tu-Khanh Aichelen	1849 Shattuck Ave	\$70.74
057 202401300	Don and Audrey Thompson	2099 M L King Jr Way	\$2,004.52
055 189001201	Dr Ken Matsumura	2107 Dwight Way	\$5,233.40
055 189600200	Dr Stephen Chun and Professor Doris Sze Chun	2414 Shattuck Ave	\$280.86
055 189201500	Durant Berkeley Partners LP	2367 Shattuck Ave	\$1,340.78
055 189201600	Durant Berkeley Partners LP	2349 Shattuck Ave	\$2,263.26
057 202400400	East Bay Media Center Inc	1939 Addison St	\$457.20
057 202400801	East End Investors Group	1950 University Ave	\$3,148.24
055 189201301	Eastborough Properties LLC	2399 Shattuck Ave	\$4,055.48
057 203401000	EBOP ASSOCIATES LLC	2015 Shattuck Ave	\$12,157.38
057 202500400	Edith Glynn	2018 Shattuck Ave	\$2,307.36
057 205300402	Edith Glynn	2071 University Ave	\$2,047.26
055 189301300	Edward Baker	2327 Shattuck Ave	\$246.76
057 204901500	Elsa & Joseph Fulton	1849 Shattuck Ave	\$70.74
055 189001302	EQR	2451 Shattuck Ave	\$10,131.88
057 202301701	EQR	2101 Milvia St	\$5,549.34
057 202501400	EQR	2004 University Ave	\$5,555.02
057 203000200	EQR	2116 Allston Way	\$14,441.80
057 204500500	EQR	1933 Walnut St	\$272.04
057 204600300	EQR	0 Berkeley Way	\$656.26
057 204600400	EQR	1922 Walnut St	\$477.38
057 204600500	EQR	1930 Walnut St	\$601.40
057 204600600	EQR	1900 Walnut St	\$680.92
057 204600802	EQR	2145 University Ave	\$4,523.96

APN	Owner	Site Address	PARCEL ASSMT
057 204600803	EQR	2125 University Ave	\$9,061.60
057 204600900	EQR	2119 University Ave	\$8,956.54
057 204601000	EQR	2111 University Ave	\$2,179.52
057 204601100	EQR	1987 Shattuck Ave	\$2,919.48
057 204700201	EQR	1910 Oxford St	\$4,405.74
057 205100601	Everett and Catharine Moran	1936 Shattuck Ave	\$1,677.98
057 203300101	Fairhill Enterprises Inc	48 Shattuck Sq	\$6,660.22
055 189101200	Fat and Kim Chan	2429 Shattuck Ave	\$3,511.40
057 202200301	First Milvia LLC	2108 Milvia St	\$840.26
057 202201701	First Milvia LLC	2100 Milvia St	\$10,741.12
057 202600201	First Shattuck LLC	2150 Shattuck Ave	\$35,789.54
057 202600501	First Shattuck LLC	2043 Allston Way	\$4,299.00
057 202601203	First Shattuck LLC	2052 Center St	\$24,052.90
057 203201200	Frank and Dorothy Cheng	2112 Addison St	\$3,556.90
057 204903200	Frederick P Nisen	1849 Shattuck Ave	\$70.74
055 189300601	G. Paul and Luella Bishop	2125 Durant Ave	\$289.68
057 203001100	Gary Shows	2225 Shattuck Ave	\$827.06
057 204902400	George Atkins	1849 Shattuck Ave	\$70.74
055 189600400	GIOTINIS MICHAEL C & A M TRS &	2428 Shattuck Ave	\$974.10
057 202501900	Goodwill Industries of the Greater East Bay	2058 University Ave	\$1,826.10
057 202401503	GREENLINING INSTITUTE	1916 University Ave	\$1,868.78
057 204901800	Guy Tiphane	1849 Shattuck Ave	\$70.74
057 203201100	Harvey Kameny	2104 Addison St	\$3,173.22
057 202302300	Henry Kuechler IV	2030 Addison St	\$8,770.22
057 202302400	Henry Kuechler IV	2040 Addison St	\$3,761.60
057 203400600	Highway 61 Real Estate Development Corp	2037 Shattuck Ave	\$5,754.58
057 203100600	Hirahara Family Limited Partnership	2187 Shattuck Ave	\$4,352.48
057 202801300	Hiroji and Joan Aochi	2000 Kittredge St	\$2,748.02
057 205901100	Homero and Ines Yearwood	1901 University Ave	\$1,203.86
057 202901001	James and Eddie Young	2283 Shattuck Ave	\$563.48
057 202901002	James and Eddie Young	2281 Shattuck Ave	\$752.32
057 202501200	James and Vivian Woo	2001 Milvia St	\$700.58
055 189300700	Jay and Annapurna Lakireddy	2121 Durant Ave	\$644.72
055 189301702	Jay and Annapurna Lakireddy	0 Bancroft Way	\$365.56
055 189301800	Jay and Annapurna Lakireddy	2126 Bancroft Way	\$770.40
057 202800200	Jihwa Fu and H. Ji	2270 Shattuck Ave	\$1,668.58
057 202301300	Jim and Louise Williams, et al TIC	2001 Center St	\$8,430.18
057 203401100	Jim Liu	2138 University Ave	\$2,123.72
057 205300100	JLLJAR LLC	1950 Shattuck Ave	\$2,340.38
055 189600300	John and Anna Schipani	2420 Shattuck Ave	\$1,127.52
055 189201400	John Gordon and Janis Mitchell	2375 Shattuck Ave	\$656.86
055 189700600	John Gordon and Janis Mitchell	2450 Shattuck Ave	\$3,391.26
057 202402101	John Gordon and Janis Mitchell	1952 University Ave	\$3,447.72
057 202500502	John Gordon and Janis Mitchell	2024 Shattuck Ave	\$4,540.56
057 202500600	John Gordon and Janis Mitchell	2036 Shattuck Ave	\$6,427.92
057 202502200	John Gordon and Janis Mitchell	2014 Shattuck Ave	\$1,270.98
057 202201500	John Yeh	1916 Addison St	\$816.08



APN	Owner	Site Address	PARCEL ASSMT
057 202201900	John Yeh	1950 Addison St	\$5,024.72
055 189400200	Jonathan and Janice Yi	2037 Durant Ave	\$3,105.44
057 203000300	Jorge Saldana	2134 Allston Way	\$1,879.26
057 203100400	Judah L Magnes Museum Inc	2121 Allston Way	\$4,836.76
055 189401600	Julian and Sophia Li	2030 Bancroft Way	\$623.30
057 202501600	Kam Lam Y & Shun To	2042 University Ave	\$2,803.08
057 203201900	Kaplan Educational Centers LLC	150 Berkeley Sq	\$2,985.72
057 205900800	Kelvin Lam	1921 University Ave	\$962.98
057 202200800	Kenneth and Pollyanna Butler	1907 Center St	\$1,108.18
057 203201800	Lambert Properties	134 Berkeley Sq	\$846.16
057 202301200	Language Studies Inc	2015 Center St	\$3,376.74
055 189401401	LB REDDY ESTATE CO LLC	2025 Durant Ave	\$10,168.56
055 189401704	LB REDDY ESTATE CO LLC	2300 Shattuck Ave	\$14,662.60
057 203001200	Leane Kooyman and Joseph Lopez	2219 Shattuck Ave	\$1,932.54
057 203100900	Lycette Properties	2161 Shattuck Ave	\$8,381.52
057 203201500	Manjul Batra	100 Berkeley Sq	\$1,202.44
057 202300200	Marietta and Michael Rhodes	2116 Shattuck Ave	\$1,054.34
057 203100800	Martin & Arding	2171 Shattuck Ave	\$3,415.76
057 203100500	Martin Properties TIC	2115 Allston Way	\$1,736.74
057 203100700	Martin Properties TIC	2181 Shattuck Ave	\$1,973.30
057 205100400	Martin Properties TIC	1920 Shattuck Ave	\$761.80
057 203000900	Mary Ferroggiaro and John Muldoon III	2115 Kittredge St	\$5,204.44
057 202900900	Masonic LLC	2105 Bancroft Way	\$8,976.84
057 204902000	Matthew Delbonta	1849 Shattuck Ave	\$70.74
055 189301600	Maurice and Yvonne Segerberg	2301 Shattuck Ave	\$1,837.20
057 202501300	Mehdi and Katherine Kashef	2000 University Ave	\$2,149.02
057 202401602	Michael Aaronian and J. Varson	1926 University Ave	\$457.66
057 205300500	Michael Le	2067 University Ave	\$2,401.02
057 205300801	Mohammed Talai	2035 University Ave	\$4,158.22
057 202200501	N.E.W. Milvia Property LLC	2118 Milvia St	\$4,473.78
057 205300600	Nancy Forbord and H.B. Williamson	2057 University Ave	\$4,643.68
057 203100200	Nasser and Pamela Kashani	2171 Allston Way	\$7,509.38
057 202700600	Nflp Berkeley Center De LLC	2060 Allston Way	\$24,332.54
057 202700700	Nflp Berkeley Center De LLC	2060 Allston Way	\$8,606.48
057 202401100	Nina Jaure and Natasha Loft	1915 Addison St	\$1,595.76
057 204903100	Niramol Chittrcharatn	1849 Shattuck Ave	\$70.74
057 205100500	Norheim and Yost	1926 Shattuck Ave	\$735.44
057 203201600	Norman and Mary Spitzer	115 Berkeley Sq	\$1,170.38
057 205900600	Northern California University	1941 University Ave	\$1,446.08
057 204902500	Ora Marderhorn	1849 Shattuck Ave	\$70.74
057 203100101	Oxford Development Group LP	2128 Oxford St	\$2,772.14
057 203101300	Oxford Development Group LP	2142 Center St	\$6,638.98
057 212100100	Oxford Plaza LP	2200 Fulton St	\$13,177.74
057 212000100	Oxford Street Development LLC	2200 Fulton St	\$5,117.74
057 212000200	Oxford Street Development LLC	2200 Fulton St	\$2,984.46
057 203101100	Panoramic Interests	2130 Center St	\$4,961.90
057 204903700	Panoramic Interests	1849 Shattuck Ave	\$83.66

APN	Owner	Site Address	PARCEL ASSMT
057 204903800	Panoramic Interests	1849 Shattuck Ave	\$237.34
057 202800400	PASAND COURTYARD LLC	2276 Shattuck Ave	\$8,988.24
057 203300400	Paul Goldstone	82 Shattuck Sq	\$4,671.10
057 205301200	Paul Takagi	1949 Milvia St	\$2,047.52
057 202601000	Peralta Community College District	2016 Center St	\$1,054.96
057 202601400	Peralta Community College District	2048 Center St	\$20,010.52
055 189400301	Persian Center	2029 Durant Ave	\$763.46
057 204902200	Persis Giebeler	1849 Shattuck Ave	\$70.74
057 202901600	Plaza 5th Avenue Partners	2150 Kittredge St	\$6,752.52
055 189700200	Prasad and Santi Lakireddy	2484 Shattuck Ave	\$6,959.98
055 189301501	Prasad and Santi Lakireddy	2323 Shattuck Ave	\$2,322.50
057 202401801	Prasad and Santi Lakireddy	1942 University Ave	\$4,271.76
055 189501804	PRESBYTERY OF SAN FRANCISCO	2024 Durant Ave	\$1,139.24
057 204903500	R Christopher & Roberta E Klemm	1849 Shattuck Ave	\$70.74
057 202502100	Raj Properties	2066 University Ave	\$4,906.86
055 189501805	Raud Alamin	2352 Shattuck Ave	\$8,860.88
057 204901900	Regina Nguyen	1849 Shattuck Ave	\$70.74
057 202801200	Robert and Ingrid Wander	2235 Milvia St	\$508.88
057 203001000	Robert and June Jeon	2231 Shattuck Ave	\$5,058.98
057 203400900	Robert Chyr	2017 Shattuck Ave	\$1,374.10
057 202400501	Robert Correia	1933 Addison St	\$2,251.16
057 202400700	Robert Correia	1931 Addison St	\$870.48
057 203000800	Roger Kao	2117 Kittredge St	\$1,946.84
057 204901600	Roger Lai	1849 Shattuck Ave	\$70.74
055 189401500	Rosa Mayeri	2028 Bancroft Way	\$592.38
057 202900204	Roy and Patricia Shimek	2176 Kittredge St	\$6,086.14
057 204903000	Roy M & Toshiko Nakamura	1849 Shattuck Ave	\$70.74
057 202302500	Ruegg & Ellsworth	2072 Addison St	\$3,930.56
057 202500100	San Francisco Federal Savings	2000 Shattuck Ave	\$5,256.00
057 202801100	Sandeep and Sudha Patel	2001 Bancroft Way	\$2,855.18
057 202200902	Sasha and Merideth Shamszad	2105 M L King Jr Way	\$2,043.82
057 202201304	Sasha and Merideth Shamszad	1900 Addison St	\$3,096.38
055 189501801	Satellite Senior Homes Inc	2020 Durant Ave	\$2,180.88
057 205003101	Satellite Senior Homes Inc	1810 Shattuck Ave	\$3,854.52
057 205000500	Scott Malin	1848 Shattuck Ave	\$983.16
057 202401002	Seagate/Promenade Associates, LLC	1936 University Ave	\$8,335.20
057 202400202	Shamszad Construction & Development Co	2020 Milvia St	\$6,902.42
057 203300300	Shamszad Construction & Development Co	64 Shattuck Sq	\$5,272.80
057 205300200	Shattuck Avenue Spats	1974 Shattuck Ave	\$1,747.56
055 189101301	Shattuck Senior Homes Assoc	2421 Shattuck Ave	\$1,161.90
057 205301402	SHRIMATIS LIMITED INC	2011 University Ave	\$1,736.56
057 202300701	SNK Arpeggio	2055 Center St	\$4,531.10
057 202901500	Stephen Schneider	2138 Kittredge St	\$1,769.84
057 204902100	Steven & Phoebe Leung	1849 Shattuck Ave	\$70.74
057 205100201	Steven and Zeniada Tipping	1900 Shattuck Ave	\$1,474.50
057 205100300	Steven Tipping and David Mar	1908 Shattuck Ave	\$425.58
057 205100700	Surjit and Indira Singh	2053 Berkeley Way	\$896.60



APN	Owner	Site Address	PARCEL ASSMT
057 204902600	Susan & Thomas Gilmour	1849 Shattuck Ave	\$70.74
057 205901000	Susan Hultgren	1909 University Ave	\$1,168.14
055 189600500	T J Whitten Family LLC	2440 Shattuck Ave	\$2,054.34
057 202901200	The Keil Companies	2271 Shattuck Ave	\$1,973.48
057 205300301	The Keil Companies	1998 Shattuck Ave	\$3,965.12
057 205300302	The Keil Companies	1984 Shattuck Ave	\$858.14
057 202700202	Tibetan Nyingma Institute	2210 Harold Way	\$1,351.42
057 202700203	Tibetan Nyingma Institute	2018 Allston Way	\$4,525.80
057 202700400	Tibetan Nyingma Institute	2222 Harold Way	\$5,936.94
055 189201801	Timothy and Susan Southwick	2110 Durant Ave	\$2,357.56
055 189600100	Timothy and Susan Southwick	2410 Shattuck Ave	\$2,687.00
057 202901300	Townsend I & II LLC	2110 Kittredge St	\$7,263.40
057 203000100	Townsend I & II LLC	2108 Allston Way	\$8,489.06
057 205300700	Trilink Real Estate Investment	2041 University Ave	\$5,875.66
055 189101401	UC Berkeley	2401 Shattuck Ave	\$5,053.70
057 202900702	UC Berkeley	2113 Bancroft Way	\$3,522.14
057 203200100	UC Berkeley	2150 Addison St	\$9,673.74
057 203201300	UC Berkeley	0 Addison St	\$692.48
057 203201400	UC Berkeley	0 Addison St	\$692.48
057 203400300	UC Berkeley	0 Addison St	\$597.26
057 203400400	UC Berkeley	2123 Addison St	\$197.80
057 203401200	UC Berkeley	2154 University Ave	\$3,283.12
057 203401403	UC Berkeley	2199 Addison St	\$21,765.30
057 204500200	UC Berkeley	1952 Oxford St	\$1,600.66
057 204500300	UC Berkeley	1990 Oxford St	\$690.42
057 204500400	UC Berkeley	2161 University Ave	\$2,021.62
057 204500600	UC Berkeley	1925 Walnut St	\$311.72
057 204700105	UC Berkeley	1900 Oxford St	\$661.10
057 204700302	UC Berkeley	0 Hearst	\$11,741.12
057 205401201	UC Berkeley	1995 University Ave	\$17,035.56
057 202501500	UC Studios LLC	2018 University Ave	\$9,875.00
057 204600200	University of California, Office of the President	2120 Berkeley Way	\$2,705.00
057 202700500	US Postal Service	0 Milvia St	\$9,186.94
057 202401400	Vijay and Susilpa Lakireddy	1900 University Ave	\$3,001.58
057 204903400	W R Schorlemmer	1849 Shattuck Ave	\$70.74
057 202901400	Warren Agostini	2124 Kittredge St	\$2,382.66
057 202901100	Warren Malnick	2277 Shattuck Ave	\$1,786.96
057 204500100	Waterbury Properties Inc	1921 Walnut St	\$653.08
057 203400800	Weng and Shuk Wong	2023 Shattuck Ave	\$1,404.80
057 204901700	William Blanchard	1849 Shattuck Ave	\$70.74
057 202800300	William Wade	2274 Shattuck Ave	\$11,110.20
055 189400600	Xavier and Josefina Figueroa	2017 Durant Ave	\$747.98
057 203101000	Yan Pun	2124 Center St	\$2,694.52
057 204902700	Ying-Chu J & Judy C Yang	1849 Shattuck Ave	\$70.74
055 189700103		2480 Shattuck Ave	\$2,153.36
<b>TOTAL ASSESSMENT:</b>			<b>\$1,192,884</b>