

MAR-APR 2009



# DUBOCE TRIANGLE NEWSLETTER

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## Monday Mar 9 - 7-9 pm PUBLIC MEETING

CPMC Davies Medical Center,  
Auditorium, Lower Level B

### Meeting Agenda:

- Meet your neighbors
- Office of Supervisor Bevan Dufty Update
- Neighborhood Park's Council
- Mayor's Open Space Task Force Update
- 2001 Market St. (S+C Ford site) Presentation by the Prado Group

Please join us!

### DATES TO REMEMBER:

#### Sat. Mar 14, 10 a.m. to Noon.

Friends of Duboce Park Volunteer Day.  
Contact Rose at [rosegillen@sbcglobal.net](mailto:rosegillen@sbcglobal.net) or 255-8370 for more info.

#### Tue. Mar 10, 7 p.m. to 9 p.m.

Forum on Homelessness. Eureka Valley Recreation Center. 199 Collingwood at 18th (Behind DeLano's IGA)  
Sponsored by Eureka Valley Promotion and DTNA

#### Sun. Mar 15, Noon to 4 p.m.

#### Sun. Apr 19, Noon to 4 p.m.

Rocket Dog Rescue Adoption Day  
Corner of 18th and Castro Streets  
(In front of Bank of America)  
There are many more loving animals that need forever homes due to the recession!

#### Sat. Apr 11, 10 a.m. to Noon.

Friends of Duboce Park Volunteer Day.  
Contact Rose at [rosegillen@sbcglobal.net](mailto:rosegillen@sbcglobal.net) or 255-8370 for more info.

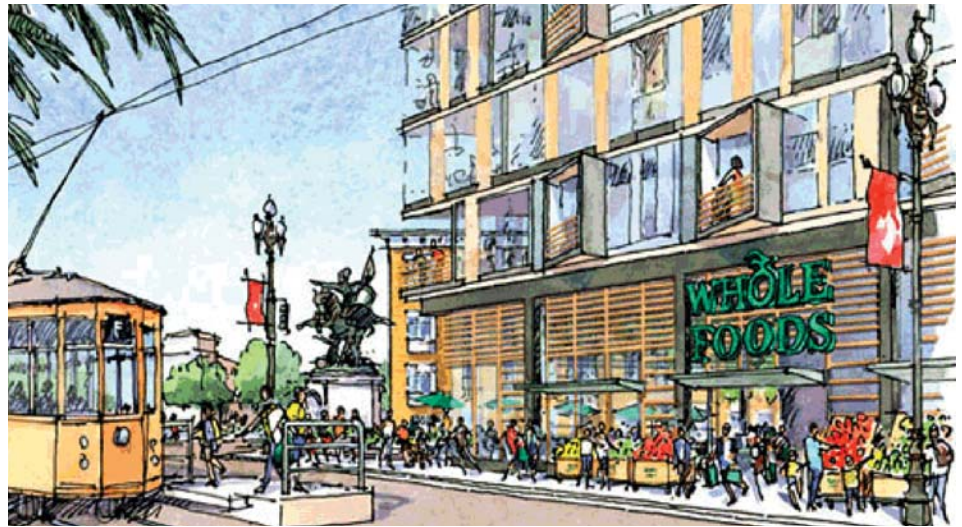
#### Sat. Apr 18, 11 a.m. to 3 p.m.

DogFest 2009. For more information,  
email [dogfest@mckinleyschool.org](mailto:dogfest@mckinleyschool.org)  
or call Katy Wilcoxon at 710-7387

*Continues on page 8*

## Whole Foods/Condo Development Proposed at Market St. and Dolores St.

*Come meet the developer and see the plans at the next DTNA meeting!*



On March 9, at the next DTNA general meeting members of the neighborhood will have an opportunity to review and provide input and feedback on one of the largest projects ever to be proposed for Upper Market Street.

Developer Prado Group is planning a large mixed-use project at the corner of Market and Dolores Streets on the former S & C Ford site. The project would contain a 30,000 square-foot Whole Foods supermarket, 80 residential units, and 125 parking spaces (65 commercial and 60 residential.) The developer has been meeting with neighborhood groups, and is currently re-

vising the project based on initial feedback received. If approved, this large development will be one of the first to be built under the new Market-Octavia Plan controls.

On January 15, DTNA sent a letter to the developer expressing concerns regarding:

- the amount of parking proposed;
- the large blank ground floor façade proposed along Dolores Street;
- the lack of a prominent corner entry at Market and Dolores;
- the single loading bay for supermarket deliveries and its location on residential 14th Street; and

*Continues on page 6*

## City Of San Francisco Rolls Out Economic Stimulus Package



*Bevan Dufty*  
San Francisco Supervisor

Since October, the City's has seen our economic condition significantly worsen, which is why I support Mayor Newsom's local economic stimulus package to assist our City's economic recovery.

Our local economic stimulus package will be based on improving current economic development strategies while also launching a number of new initiatives including:

- Amending the City's Public Works Code to expedite billions of dollars of already funded local infrastructure projects and to make it easier for local companies to work on those projects;

- Expand the successful "Shop SF. Get More" and "Staycation" holiday marketing campaigns to attract shoppers and tourists to the City from the 9 county Bay Area

- Expanding the City's Community Benefit District

("CBD") programs to support even more neighborhood commercial corridors like the one we have established in the Castro.

- Providing a New Jobs Payroll Tax Credit for two years for local businesses

- Granting local businesses a tax credit on new equipment purchases; as long as the new purchases are made locally

- Directly providing over \$23 million in no-interest loans to local businesses;

- Providing free space to local artists in vacant storefronts that will enhance neighborhood vitality

I am encouraged about the proposals put forward by Mayor Newsom and am confident that with our robust local package combined with the Federal stimulus package that our City will be well suited to rebound from the downturn with a stronger and more robust local economy.

If you want to view Mayor Newsom's complete package, please don't hesitate to contact Boe Hayward of my staff ([boe.hayward@sfgov.org](mailto:boe.hayward@sfgov.org)).



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## Existing Formula Retail Controls Are Working



*Dennis Richards*  
DTNA President

There has been a lot of press lately about the Planning Commission's 7-0 vote to not allow American Apparel, the socially conscious manufacturer and retailer of T-shirts and clothes, to open up a store on Valencia Street. I sat through the entire Planning Commission meeting on Thursday, February 5th, and heard the Valencia Street neighborhood's case as to why they did not want an American Apparel formula retail store to open at 988 Valencia Street.

Recall that in November 2006 San Francisco residents voted, nearly 60% to 40%, to require that formula retailers obtain a Conditional Use permit from the Planning Commission before moving into a Neighborhood Commercial District (NCD). The Conditional Use Permit process allows a neighborhood to consider, on a case-by-case basis, each formula retail business that applies to move into an NCD. Those

for, as well as against, a particular formula retail project get to mobilize the community and present their case to the Planning Commission as to why the Formula Retailer's move into the NCD is "necessary and desirable." The threshold question for the Planning Commission in deciding whether to approve a formula retailer's move into an NCD neighborhood is whether the project is "necessary and desirable."

In the case of American Apparel, it was clear that the neighborhood overwhelmingly did not want this Formula Retailer to move into their neighborhood, which they claimed would drive up rents and eventually displace local small businesses. I sat through and heard the dozens and dozens of arguments against approval from both residents and merchants. Those supporting American Apparel could have mustered 200 people to attend on their behalf, as the neighborhood did, but they didn't. At the end of the day, the neighborhood convinced the Planning Commission that an American Apparel store was not "necessary or desirable" on Valencia Street. The neighborhood got its "air time" before the Planning Commission and the neighborhood prevailed.

Closer to home, DTNA discussed the concept of an outright formula retail ban. A ban would deny all formula

retail applications regardless of the circumstances or rationale and without the benefit of a Conditional Use community hearing in front of the Planning Commission. After thoughtful discussion at our Land Use Committee and Board, we recommended to our membership that the current Formula Retail controls, in place as a result of Prop. G, be given a chance to be successful – a recommendation that our membership voted to support.

We recognize that there are formula retail businesses that are desirable and there are those that are not. DTNA supported Levi's, a formula retailer moving into the vacant space at 525 Castro Street, as Levi's reached out to the neighborhood and demonstrated their case through their past business practices, plans on integrating their retail store into the neighborhood, as well as demonstrated local corporate responsibility.

DTNA was split between outright opposing and allowing, with significant con-

ditions, Walgreen's bid to expand yet again, this time into the space next door to their current pharmacy at 4127 18th Street - right across from their existing store at the corner of 18th and Castro Streets. Again, the community was given a chance to comment on Walgreen's application. Walgreen's position was that having yet another retail storefront in the Castro for their specialty pharmacy was "necessary and desirable". In the end, after hearing both commercial and residential interests, which came down on both sides of the issue, the Commission voted 7-0 to deny Walgreen's application.

This process, balancing both commercial and residential input before the Planning Commission, and allowing a neighborhood to determine what kind of character it wants, is clearly working, in my opinion.



**Lily Chow**

Assistant Branch Manager

2122 Market St  
San Francisco, CA 94114  
Phone: (415) 437-3860  
lchow@sterlingbank.com

# Land Use Committee Report

The DTNA Land Use Committee meets monthly. At our February meeting, we discussed the following projects and policy issues:

## PROJECTS:

- 2200 Market Street (Thai restaurant): Importance of 15th Street side meeting the "historic inclusion" requirement – fit into a potentially historic district. Working with architect on this project.

- 1960 Market (76 Station below the Mint): Have a comment letter, but had not heard back from developer. March 19th Planning date. Hayes Valley NA (HVNA) opposed project based on request for Conditional Use (CU) permit for increased parking. Committee members are working on parking issue.

- 2001 Market (S&C Ford): Letter has been sent to developers. Dennis meeting with other neighborhood associations regarding project.

- 2299 Market Street (hole in the ground at 16th): Have plans. Developer will present at March 2 Land Use meeting. Project planner assigned, M. Smith. Told us that project is "on the fast track." Will check environmental report to see if required Historic Evaluation done.

- 299 Valencia: CU appeal on parking defeated at Board of

Supervisors.

- Walgreen's: Back at Planning (see President's report in this issue).

- AT&T Boxes: Every neighborhood group opposed; major issue raised at Mayor's breakfast with neighborhood reps. Map of existing boxes exists in Planning Dept. Letters to state and city officials.


## POLICY ISSUES:

- Housing Element: City updating and meeting with neighborhood reps and organizations. We need to attend to address affordability and diversity as necessary elements.

- Discretionary Review "Reform" Proposal: Reform intended to a) make it harder to file, and b) to establish a Residential Design Review internal to Planning Department; only really entangled projects would go to Planning Commission. Peter working on alternative to proposal with other stakeholders.

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# Four Duboce Triangle Reps Appointed to Market/Octavia Citizens Advisory Committee Of Nine

Since the Market/Octavia Plan was adopted in May 2008, the constant hubbub about the planning policies and development controls has subsided. At least on the surface.... In fact, three development projects have already been approved in the Market/Octavia area and five more are in the approvals process "pipeline" (see the DTNA Jan/Feb newsletter); several more are waiting in the wings while the real estate economy settles out.

A core component of the Market/Octavia Plan, and the city's new approach to "better neighborhoods" planning, is the formation of a Community Advisory Committee that will help monitor and guide the implementation of the Plan over it's 15-year+ projected lifespan. The CAC's role is to be the public steward over the Plan as it translates from paper ideas into real-world development and public improvements.

The CAC will provide an independent community voice



A color version of this drawing is available at [dtna.org](http://dtna.org)

to the Planning Commission and the Board of Supervisors about what's working well and what may not be working well.

Between the Board of Supervisors and the Mayor, nine residents of the Market/Octavia area were appointed to the CAC in December. Four

of them are from Duboce Triangle—DTNA board members Dennis Richards, Carmela Gold, and Peter Cohen, and, as a DT/Upper Market merchant rep, Brad Villers of the Kard Zone, who also serves on the DTNA board. So, our neighborhood will be well represented on the CAC, and the issues that DTNA fought for long and hard over the two years of the Plan adoption process should be well protected as the real world of Plan implementation takes over from theoretical planning.

Although the CAC appointments were made and confirmed several weeks ago, the group has yet to meet. DTNA is anxiously waiting for the Planning Department to initiate the process and, with enough pressure, it will hopefully happen very soon. Look for an update in the May/June issue of the newsletter.

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## It's a Dog Show...a carnival...a fun time in the park... It's DogFest 09!



35 dogs competing for Best Ears

McKinley Elementary School's DogFest 2009 is set for Saturday, April 18th, from 11am to 3pm, in Duboce Park. DogFest is an every-dog dog show, an entertainment day, and a unique fundraising event that benefits the children of McKinley Elementary, the elementary school located at the corner of 14th and Castro Streets.

Last year, DogFest was a fantastic success. 97 dogs competed in various lighthearted contests like "Best Bark" and "Best Ears", kids of all ages enjoyed jumpy houses as well as face painting and carnival games, and many people experienced what a wonderful community we in Duboce Triangle have built. Plus, the event – the dog show, kid's carnival, raffle, and food sales – broke our small school's record for the largest fundraising event ever!

We're looking forward to an

even bigger DogFest in 2009. The proceeds from DogFest fill in the gaps for student enrichment programs such as art, music, and science, areas where state and district funds continue to fall short, especially in these tough economic times. We hope that Duboce Triangle neighbors and businesses will come out, have fun, and help support what we aim to be a long-standing, school and community event.

Registration for the Dog Show will begin on-line starting March 15th. Or you can register in the park during the event. A detailed listing of contests and start times will be posted on the Website below and on the park bulletin board on March 15th.

For more information, email [dogfest@mckinleyschool.org](mailto:dogfest@mckinleyschool.org) or call Katy Wilcoxen at 415/710-7387.

*Continued from front page*

- the nature of a blank western façade adjoining the building at 2027 Market Street.

The letter also expressed concern that a large formula retail grocery store like Whole Foods may severely impact small, locally owned natural food grocers in the Upper Market neighborhood.

As alternatives, DTNA has suggested:

- reducing the amount of residential parking to 30 spaces or providing strong justification for such a large amount of parking along the transit-rich Market Street corridor;
- providing active transparent store fronts along Dolores Street;

- providing a prominent corner entry for the Whole Foods Market; and

- expanding and moving the off-street loading facility from 14th Street, which is residential, to the long Dolores Street frontage, which is more commercial in nature.

Finally, we urged the developer to provide affordable housing within the Upper Market neighborhood, including any housing built under the in-lieu fee option.

Please make a note of our March 9 meeting so that you can participate in the development of this project that will, for better or worse, transform this part of our neighborhood. Meeting location and time: CPMC, Level B Auditorium, 7:00pm.

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14th St. and Castro St.

6 a.m. to 8 p.m.



## Duboce Park Basketball Courts Could Re-Open with Youth Hoops



In June, the basketball courts at Duboce Park are scheduled to finally re-open after being locked this past year during renovation work on the Harvey Milk Recreation Center.

If things go smoothly, those re-opened courts could include renovations to create a “Youth Hoops” area with two of the side backboards and rims lowered to 8-foot heights from the standard 10-foot. This would implement one component of the Youth Play Area planned for the park area adjacent to the basketball court. Some school yards have “youth hoops” and they work well for early development of basketball skills in kids.

Through Friends of Duboce Park Playground, the community has asked the Recreation & Parks Department to do these renovations to the

hoops during this coming spring, while the courts are closed, so that with the June re-opening of the Rec Center the basketball courts will be lively with adults, teens, and youth. The proposal also seeks to lower the perimeter chain link fence around the courts to make the fence less of a visual intrusion and the courts more integrated with the surrounding park. Funding for these renovations would come from a grant the Friends of Duboce Park Playground has received towards the Youth Play Area build-out.

Time is of the essence—ideally, the courts renovation work should be completed while the courts are closed. Please email your support to: [volunteers\\_duboce\\_playground@hotmail.com](mailto:volunteers_duboce_playground@hotmail.com). Include Subject Line: “Duboce Park Youth Hoops Now”

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## Richard Gullo

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[richardgullo@herth.com](mailto:richardgullo@herth.com)



Continuing a HERTH legacy of community involvement, 10% of my commissions will be donated to Project Open Hand, who since 1985, has been providing “meals with love” to people living with serious illnesses and to seniors in San Francisco and Alameda County. Work with me in helping people who truly need a helping hand.

## Lil' Wayne, the Year of the Ox, and the McKinley community



*Chinese New Year Parade McKinley School dragon float and drum team*

Most people nowadays have something like the lyrics "I got my mind on my money and my money on my mind..." bumping around their brains. Public schools have been humming this tune for many years, and state-wide IOUs makes this year no different.

The budget woes of public schools have long brought together communities in creative, heartfelt ways. As we move into the Year of the Ox, symbol of prosperity through diligence, we are reminded that our nationwide economic crisis brings with it the opportunity to rework and rethink community on a larger scale.

McKinley is deeply rooted in the Duboce Triangle. It has remained vibrant through the diligence and generosity of our community, both within the school and within the neighborhood. Contri-

butions from the community turn the walls of McKinley inside out, as the kids are taught community building by deed and word.

Tough times often draw people inward when they most need others. As we slide between the micro and macro, the acknowledgement of our interdependence between school and neighborhood can be a source of strength. Thank you Duboce Triangle for your continuing relationship and support of McKinley Elementary!

May the many little McKinley Oxen marching in the Chinese New Year Parade represent our commitment to making every contribution from the community work hard for our collective prosperity.



## Halloween Security Donations Update

### *Excess Monies to Revert to General Fund*

In 2007, DTNA solicited special donations from our members to fund extra neighborhood security in our neighborhood on Halloween. We received many generous donations, which paid for San Francisco Patrol Special Police officers protecting our streets on Halloween night that year. The city's efforts to "shut down" Halloween in the Castro in 2007 proved to be successful, and for the first time in many years, we heard no reports of property damage in our neighborhood.

It turned out that the cost of the added security was less than projected, and DTNA was left with a surplus of Halloween funds. This money is currently restricted and can only be used for Halloween security.

Since we do not anticipate the need to fund special Halloween security patrols this year, we plan to transfer these extra funds to our General Fund on April 1, 2009. However, if you donated to DTNA's Halloween Security efforts in 2007 and would like a pro-rata refund of your excess donation, please contact DTNA Treasurer, David Troup, prior to April 1 and request a refund. You may write him at 2224 15th St., San Francisco, CA 94114, or by email at [treasurer@dtna.org](mailto:treasurer@dtna.org).

If we don't hear from you, your donation will be used toward DTNA's general mission of preserving and improving our neighborhood quality of life. Thanks to all who donated to the 2007 Halloween Security fund!

*Continued from front page*

### **DATES TO REMEMBER:**

**Thu, Apr 30, All Day**  
Dine Out For Life. Fight AIDS By Dining At Select Restaurants. For more information visit: [www.stopaids.org](http://www.stopaids.org)

**Sun, May 3, 5:30 p.m. to 9:30 p.m.**  
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## Homeless Impact Taskforce Update

The brand new DTNA Homeless Impact Taskforce has begun our work.

Our modest group has focused on developing materials to equip Duboce Triangle residents with information about the rules and recommendations for preventing and/or dealing with homeless activity on the blocks where we live.

We considered a wide variety of ideas from community members for taskforce priorities, and discovered that many community members simply want to know more about the basic laws about homeless activity: Is it legal to urinate on the street? Is it legal to sleep in the park?

What is the most effective way to connect homeless individuals with support services?

How do you have a win-win conversation with someone sleeping on your doorstep? These are questions we get at almost every DTNA meeting. So, we're putting together a definitive guide to these essential questions.

If you are interested in getting involved in the taskforce, e-mail Kit Hodge at [kitrhodge@gmail.com](mailto:kitrhodge@gmail.com).

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## Homeless Forum March 10th at Eureka Valley Rec. Center, 6pm

New ideas for solving the Castro District's homelessness dynamic need to come from residents, merchants, and homeless; mutually exchanging experiences and insights. Under the auspices of CATCH (Creating Alternatives To Castro Homelessness) and the sponsorship of EVPA and DTNA, a public panel on Castro District homelessness has been organized. This public discussion is an opportunity for all to hear from social workers, police officers, and homeless representatives. It will also be an opportunity for residents to discuss their concerns in a non-confrontational setting. The forum will take place at the Eureka Valley Recreation Center (located at 18th Street & Collingwood) on March 10 at 6pm.

The forum will focus on homeless resources and queer

homeless youths' access to these resources. What resources have been effective in aiding queer homeless youth? What unique problems hinder queer homeless youths' ability to use certain resources? What can be done when no resource is available? Panelists will include homeless or formerly homeless queer youth, a Department of Public Health's homeless program representative, a Larkin Street Services representative, a representative of the LGBT Center's youth program, a specialist in dealing with street-level disrespectful/disruptive behavior, and a representative of the Haight Youth Drop-in Center program. The format will be half devoted to the panelists presenting information and the other half to the panelists answering questions from the audience.



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## Farmers' Market coming to Duboce Triangle/ Upper Market in April



the last Wednesday in October (28th) from 4pm to 8pm. There will be 25 to 30 booths, ranging from produce to bakery items, flowers, specialty foods and possibly even fresh sorbet and meats. The market will include a community booth that will be for local non-profit and neighborhood groups and a merchants' booth for local merchants to present themselves.

It looks like it is going to happen. The negotiations are complete, the contracts have been signed. The Pacific Coast Farmers Market Association [<http://www.pcfma.com>] is organizing a farmers' market that will be held on Wednesdays on Noe Street from Market to Beaver in the "Café Flore" block.

The Farmers' Market will run from the last Wednesday in April (29th) through

J.D. Petras, the owner of Café Flore, was the point person in helping make this happen, along with the Upper Market Alliance, an informational alliance of community groups in the Upper Market of which Duboce Triangle Neighborhood Association is a member, which supported this effort. We all look forward to this local farmers' market.

## Nature In The City

Have you ever seen red tail hawks up close? You can. Not only red tails, but dozens of other bird species visit our own Open Space, Corona Heights. Over four hundred species of animals, plants, insects, and other creatures are found in the Corona Heights Natural Area. This sixteen acre hillside gem is literally in our back yard.

From Market and Noe, I often hike up the hill in about 15 minutes. If the climb is too difficult, you can take the 37 bus up the hill or drive to the parking lot next to the Randall Museum. From there, the path leads up to and around the hill, all the way boasting spectacular views.

My favorite time for the Heights is mid-winter through early summer. Then I see not only the birds, bees, and butterflies, but dozens of different native wild flowers in bloom, often at the same time. The native plants and shrubs provide the food and cover to support the natural diversity on Corona Heights.

Native bees feast on flowering Blue Blossom, birds gobble up the Toyon berries, and the Buckeye and Swallowtail butterflies sip nectar. Scientists have determined that more than 300 species use the California Coyote Brush for some facet of survival.

The first native wildflower you'll usually see on Corona Heights is the Footsteps To

Spring, a small yellow daisy-like flower on a ground hugging small plant. I've already spotted some (in January!) as well as our state flower, the California Poppy.

Many problems threaten the bio-diversity of Corona Heights, and one of the worst is non-native invasive plants. It's not all terrible, but the bad is really bad. Invasive grasses can overwhelm our native wildflowers. Shrubs like Broom have pretty flowers, but soon take over whole landscapes. Oxalis, the weed with the pretty yellow flowers that you can't seem to get out of your own garden, is another.

Friends of Corona Heights is a group of volunteers who help the Park and Rec folks with the native plant gardening once a month for 2 hours, mostly planting and weeding. Park and Rec is woefully understaffed. Any help goes a long way. Come on up the last Saturday of each month at 10am to help us restore and maintain our treasured open space. Meet at the back of the Randall Museum.

For more information contact Ed Conley [ejconley@aol.com](mailto:ejconley@aol.com)

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## Mission Accomplished! Noe Street Traffic Calming First Phase



Patience and persistence have paid off for the Duboce Triangle community. The city recently completed the striping for diagonal parking on Noe Street between 14th Street and Duboce Ave. The change resulted in narrower lanes as well as slower traffic on this busy block and, as a bonus, created 16 additional parking spaces - a double-play for the neighborhood!

Mike Sallaberry, a transportation engineer and manager of the city's Traffic Calming program, commented:

"The angled parking on Noe Street is a relatively simple improvement that adds parking and, more importantly, slows traffic by narrowing the travel way for motorists, many of whom were found to be speeding down the street. This traffic calming effort should contribute to the neighborhood's famed pedestrian-friendly environment, one of the best in San Francisco.

Diagonal parking fulfills the first phase of the Noe Street Traffic Calming and Pedestrian Improvements Plan that DTNA developed two years ago and the city is now

implementing (see November '08 DTNA newsletter and previous issues for background). This stretch of Noe Street, between 14th Street and Duboce Avenue, was passed over when the traffic calming and streetscape improvements were installed on the rest of Noe Street and on Sanchez Street in the 1970s.

As the accompanying image shows, the Noe Street plan has several features. The next phase is resident parking priority for this Noe Street block, matching the rest of the Triangle. (Residents of Noe between #s 1 and 100, contact Peter <pcohen\_sf@yahoo.com> to sign the DPT petition). A later phase of the Noe Street Traffic Calming Plan will include a mid-block bulbout on the street similar to Sanchez Street between Duboce Avenue and 14th Street, one block away.

Noe Street is one part of the broader package of transportation improvements discussed in the September and October '08 newsletter. Contact DTNA's Transportation Committee for information on these improvements in the works.

## Transportation Project Full Steam Ahead

The \$28 million Church & Duboce Track Improvement Project has reached a milestone, and a setback.

The MTA released its Conceptual Engineering Report in January, which outlines the broad parameters of the project. Notably, it includes many of the DTNA recommendations, including design improvements and noise and vibration mitigation measures. The project now moves into the "detailed design" phase, which will culminate with a final plan by the end of the year. DTNA will work as closely as possible with the MTA to develop the best possible project de-

sign, with full participation of the Duboce Triangle community.

That said, as we went to press, DTNA has not been able to identify the roughly \$2.5 million needed for the essential community-envisioned placemaking items that ensure that this major construction project truly benefits our community. Though the MTA has built many community ideas into the base track replacement project, it has refused to absorb these items.

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DTNA is a 501(c)3 non-profit  
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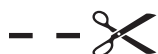
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