

FEB - MAR 2017



DUBOCE TRIANGLE NEWS

Hand-delivered to **3000** households and businesses bi-monthly

Monday, February 13, 2017

7:00 to 9:00 pm

PUBLIC MEETING

CPMC/Davies Hospital, Gazebo Room
Castro Street & Duboce Avenue
(outside, ground-level entrance from
plaza between North and South towers)

MEETING AGENDA:

- Meet your neighbors (7:00 - 7:30)
- Meet your neighborhood SFPD foot beat officers
- **Special Introduction: DTNA introduces new District 8 Supervisor, Jeff Sheehy. Hear his thoughts and share your ideas.**
- The Castro/Upper Market Community Benefit District will talk about retail vacancies.

DATES TO REMEMBER:

Saturday, February 11, 10 am - noon
Friends of Duboce Park Volunteer Day. Contact Rose at rose@friendsofdubocepark.org or 415-255-8370.

Sunday, February 11, 5:30 - 8 pm
Opening Reception: Nocturnes & Noir - A Juried Night Photography Exhibit. Harvey Milk Photo Center.

Tuesday, February 14, 6-7 pm
Monthly Park Station Community Meeting. Park Station Community Room.

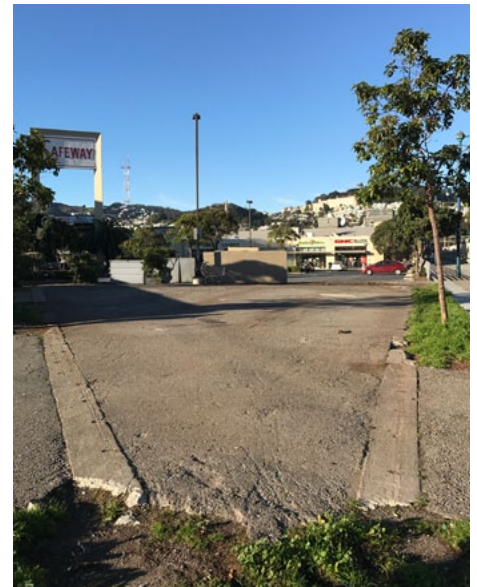
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Battling the Big Neighbors: CPMC vs. Safeway



CPMC has recently improved the physical look of the campus by removing chain-link fence, and by upgrading street trees and other softening elements.



In contrast, despite repeated overtures from DTNA, we still have an empty lot at the corner of the Safeway triangle.

Our neighborhood is primarily residential, with a retail corridor along Upper Market and small businesses scattered throughout the area (see related article in this issue.) But another characteristic of our neighborhood is the looming presence of two multi-billion dollar corporate institutions, the Davies campus of California Pacific Medical Center (CPMC), and Safeway. The Davies campus occupies an entire city block bordered by Castro Street, Noe Street, and 14th Street and 15th Streets. Safeway occupies the triangle that serves as a gateway to our (larger) Triangle when approach-

ing it from downtown, bordered by Church Street and Market Street and the Duboce Avenue bikeway.

Our two big neighbors have very different ways of interacting with the neighborhood and this organization, which represents it, as, illustrated by some recent developments (or lack thereof.) Over the course of the last two years, CPMC has engaged in substantive dialogue with DTNA around our vision to more effectively integrate the campus into the neighborhood by improving pedestrian access, connecting neighborhood open space,

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Changing of the Guard

Out with the old... In the last issue of the DTNA News, after six productive years in City Hall, former Supervisor and now State Senator Scott Wiener wrote his final column in this publication. DTNA worked closely with (then) Supervisor Wiener during his tenure there, and while we occasionally failed to see precisely eye-to-eye, there was never any doubt that Wiener cares deeply about San Francisco and about our neighborhood. Though a polarizing figure to some, even his detractors would almost certainly agree that Scott Wiener worked harder and longer than any other Supervisor in recent memory, and his legislative record clearly demonstrated that work ethic.

During his time as Supervisor, Scott worked to create affordable housing opportunities, championing legislation to allow more accessory (“in-law”) dwelling units, to allow creation of inexpensive micro-apartments, and to accelerate the approval of affordable units. He championed investments in public transit, including a ballot measure that guaranteed transportation funding increases tied to population growth. Supervisor Wiener worked to rebuild the depleted SFPD and get more neighborhood foot patrols, to better care for parks, to regulate, but encourage, food trucks, and to care for and grow our urban forest

of street trees. From protecting San Francisco’s nightlife against displacement due to development, safeguarding care for those living with HIV/AIDS, and ensuring that new developments minimize their environmental impact by recycling water and generating solar power, Scott’s contributions can be seen today in a myriad of areas.

DTNA and its Board of Directors thank Senator Wiener for his many positive contributions as Supervisor, and his diligent work for our neighborhood. We look forward to continuing to benefit from the Senator’s future efforts on our behalf in Sacramento.

We would also like to thank former State Senator Mark Leno, for so many years of service to our neighborhood, to our city, and to our region and state, beginning as our Supervisor, and followed by six years representing San Francisco in the State Assembly, followed by eight years in the Senate. As a result of term limits, Senator Leno was not eligible for reelection to the seat that Scott Wiener now occupies.

...and in with the new! On January 8, 2017, San Francisco Mayor Edwin Lee appointed Jeff Sheehy as District 8 Supervisor, to fill the seat vacated by now-Senator Wiener. Supervisor Sheehy is a long-time resident of San

Francisco who is best known for serving as HIV/AIDS Advisor to Mayor Gavin Newsom. Sheehy, who is openly gay and HIV-positive, has been an activist on HIV/AIDS issues since the early days of the AIDS epidemic, and until his appointment as Supervisor, served as Director of Communications for University of California San Francisco’s AIDS Research Institute for many years. Those who know him describe him as passionate, dedicated, pragmatic and thoughtful.

A San Francisco resident since 1988, Sheehy, 59, is married to his partner — now husband — of 18 years, and lives with him and their daughter in Glen Park.

Supervisor Sheehy has jumped right in to his new role; at his first Board of Supervisors meeting on January 10, he called for a hearing to address the rash of property crimes, such as break-ins, which have been sweeping the city and especially District 8, as well as a hearing on the impact on possible cur-

tailments of federal health care funding.

DTNA has reached out to Supervisor Sheehy and hopes to meet with him in the near future. We’ve also invited him to begin contributing a column to the DTNA News, as his predecessors did, and we hope he’ll agree to do so. DTNA’s Board is excited about our new Supervisor and looks forward to working with him to address the many issues that face our neighborhood and City.

The Duboce Triangle News is published at the beginning of February, April, June, August, October and December by the Duboce Triangle Neighborhood Association (DTNA), a 501(c)(3) nonprofit corporation.

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Support Your Local Public Schools



Erik Honda
DTNA Vice-President

What makes a community? Everything we share – the streetscape, the park, the farmers’ market, the local businesses, and a smile between neighbors as we pass each other on a sunny day. And certainly, our local public schools. Public schools educate the next generation of neighbors and citizens and leaders, and connect ideas and values across the generations.

We are fortunate to have three educational and architectural gems either in or near the Triangle: McKinley

Elementary at 14th Street and Castro Street, Everett Middle School at 16th Street and Church Street, and Mission High School at 18th Street and Dolores Street. All have long and storied traditions going back over 100 years, and the latter two have beautiful Spanish-revival Deco buildings constructed under the WPA in the 1930s. All three have diverse and caring communities that are representative of a cross-section of San Francisco’s economic classes, as well as ethnic and religious communities. They are models of engagement with their communities, and we should try to return the favor.

McKinley school kids volunteer at the San Francisco Food Bank throughout the year and at the annual Castro Street Fair each fall. Additional school activities like Harvest Fest, United Nations Days and the Junior Olympics help to bond all members of the McKinley community into a tight-knit group who support each other in line with their motto, “reaching for the stars.”

How can you help? McKinley’s big fundraiser each year is DogFest in Duboce Park, which will be held this year on Saturday April 22, 2017. The festival centerpiece is a dog show judged by a celebrity panel, with prizes for best costume, best tail, best coat, best mutt, best ears, best lap dog, and “Most Openly Corrupt”. There is also a silent auction, delicious food, and events for kids like obstacle courses, carnival games, and face painting. Dog- or kid-owner or not, it’s an event you won’t want to miss, so put it on your calendar now. You can also volunteer on the day of, donate Silent Auction items, or if you are business owner, become a Sponsor and/or a Vendor. The contact for DogFest is: dogfest@mckinleyschool.org.

What else can you do? It almost goes without saying, but, if you are a parent, send your kids to public schools. We think of ourselves as a liberal city, but ever since schools were desegregated in the City in the 1970s, a large percentage of middle-class people have opted to send their kids to private schools, or to head out to the suburbs when their kids are ready for kindergarten. One result is that the schools are not as representative of the city as they should be. For example, 42% of the overall population in San Francisco is white, but of the city’s population age 19 and under, only 29% are white. And in the 2015-2016

school year, only 15% of the SF public school population was white. Does that mean that there are no white kids at McKinley, Everett, and Mission? Of course not, there are plenty, and plenty of those were raised in this neighborhood, and ALL of them got an education in how to interact in a positive way with people who are different (ethnically, economically, religiously) from them. You cannot put a price on that kind of education, and in a practical sense, it is free!

If you are a non-kid owner, or your children are grown and gone, try to keep abreast of what’s going on in the schools near you, and in the district as a whole. Say nice things about the public schools, and back them with your vote at the ballot box. This keystone of our democracy can only thrive if everyone, parents and non-parents alike, is engaged in the project.

If you’d like to talk more about these issues, catch my eye at a DTNA meeting or when we pass on the street. Until then, see you at Dogfest!

Erik Honda has lived on Henry Street just below Castro since 1992. His children both attended San Francisco public schools. His son Justus is a sophomore in college, and his daughter Caden is in eighth grade.

Hours: Tuesday through Saturday
10:00 am to 5:00 pm
Appointments recommended



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Development Update

1965-67 Market Street, the current home of a FedEx Office outlet, is slated to become one of the largest projects to come to the neighborhood. Being on the corner of Duboce Avenue, this is a high-visibility site. The current owners/project sponsors are Jeffrey Keller and Eric Grover of Keller Grover, LLP, a law firm. The Mission Revival building is considered a historic resource and is required by the City to be retained.



1965-67 Market Street is slated to become one of the largest development projects to come to the neighborhood.

Per the Market Street/Octavia Boulevard Plan, a building on a corner site can stand as high as 85-feet. The parking lot behind the former mortuary, now FedEx, is on an adjacent site on Duboce Avenue that is zoned to allow for a 55-foot-tall building.

Under California’s Density Bonus law, passed in 2016, the project sponsors can add two additional floors to the Duboce Avenue side of the building, making the new structure 75 feet tall rather than the 55-foot maximum under the Market Street/Octavia Boulevard Plan zoning. The state law is “by right”, meaning that the City can do nothing to prevent the developer from increasing the building height above the local City zoning allowance. Moreover, in taking advantage of this state density bonus law to override local zoning, the developers are not required to add any additional below-market-

rate (BMR) housing to the project. In fact, the state law precludes the City from increasing the affordable housing requirement to “make up for” the extra value that developers receive through the bonus. The end result is a reduction in the amount of affordable housing by virtue of state law intervening and overriding the City’s own affordable housing laws.

For those of us working on behalf of our neighborhood, this does not sit well. DTNA has been fighting for more BMR units in the new buildings that have been approved for Upper Market over the past ten years. Most of our attempts have been successful. Providing additional affordable units within market rate is a key way in which a developer can mitigate the impact of a larger, denser building on our community that so desperately needs affordable mixed-income housing.

The original proposal for 1965-67 Market Street would have had 80 residential units; however, with an additional 16 units that are attributable to the density bonus and the two additional stories, the current proposal is for a total of 96 units and parking for 47 cars. The City’s current “Inclusionary” affordable housing requirement only applies to the 80

base units, since state density bonus law precludes applying to the bonus units. The requirement is 14.5%, or 12 affordable units out of the total 96 units.

But there is some encouraging news. After initial community pressure, the developer is “voluntarily” making up for the impact on the amount of Inclusionary units caused by using the state density bonus. The result is two additional BMR units, totaling 14 overall for the project, yielding the same 14.5% BMR ratio that the project was subject to before the additional floors and an extra 16 units of market rate housing are added. The project is back to the same starting point of affordable housing. As more and more developers begin taking advantage of the state density bonus, this equalizing of the baseline Inclusionary housing should be

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Development Update, continued

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made standard practice, rather than case by case. Moreover, the new commitment from the 1965-67 Market Street developer needs to be officially memorialized in writing to the City Planning Department and made legally binding. From past experience, such as with the Prado Group development at the Whole Foods site across the street which ended up with zero affordable units, the community needs more than promises.

DTNA believes a large project seeking extra height and density should provide an even larger contribution of affordable units to win our neighborhood support. The policy on affordable housing for Upper Market, adopted in July 2015 by five local neighborhood organizations, calls for new development to provide at least 20% on-site BMR units for low and moderate income households. As the policy says, “The Duboce Triangle/Castro/Upper Market neighborhood, at the center of the City, should be a model for the rest of the City to follow in terms of creating socioeconomically diverse,



A recent rendering of the proposed project at 1965-67 Market Street, by David Baker Architects.

sustainable housing along the central transit corridor.” We will continue to work constructively with the 1965-67 Market developer and push them to increase the commitment of affordable units to serve the community’s needs.

The proposed project is being designed by David Baker, Architects. In a recent rendering, shown above, the new building towers over the ex-

isting building. The lack of respect for the classic building style is what the DTNA Land Use Committee members feels is a larger issue. The Historic Preservation Commission, as well as John Rahaim, Director of San Francisco’s Planning Department, feel the Market Street building is too tall for the building it sits on top of.

Of several issues that DTNA brought up at our Land Use meeting, one important one is a request that the developers include one additional, smaller ground floor retail space. As FedEx Office will have moved out, and the parking lot will be gone for good, there is uncertainty about whether retail would return. If it doesn’t, we would prefer seeing an option for a smaller retail space, as all of the small ones that have been built recently have been rented, whereas most of the larger ones still sit empty.

We hope to have more news on this for the next newsletter.



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How Many Doc Boxes is Too Many?

Not so long ago, two choices existed for when you needed medical care. You could go to your primary care doctor; assuming you had one, and you could get a timely appointment, and your issue was not too urgent. But if you needed medical care sooner than you could see your doctor, or it was after business hours, or you didn't even know who to call, your only real choice was to go to the emergency room at a local hospital. Emergency rooms were often packed with people, most of who were not having a medical emergency. No better option to get care when you needed it existed.

Enter the urgent care clinic, a category of medical facility that is colloquially known as “Doc in a Box.” The small facilities are capable of seeing a few patients at a time and provide care for conditions that may need treatment today, not in three weeks or when your doctor’s schedule has an opening, but are not full-fledged emergencies. You can usually walk in without an appointment. The urgent care clinics often have extended hours and are open on weekends. Generally, the clinics provide quality care for common maladies with much greater cost efficiency than a hospital emergency department.

With the success of this newer medical care model, these facilities have begun to spring up all over the place. Often operated by large companies, the clinics are standardized and operate similar to lookalike clinics around the country. DTNA began to take note of this development a few years ago when Golden Gate Urgent Care opened in a new ground-floor retail space at Market Street and Franklin Street. One Medical, a local physicians' group, opened branches on Castro Street and on Gough Street in Hayes Valley. More recently, Direct Urgent Care opened at Market Street and Buchanan Street in

the new Linea building, and GoHealth Urgent Care opened in the Market Street-Noe Street Center next to the CVS Pharmacy.

DTNA was contacted by another nearby neighborhood association who was also concerned about the proliferation of the clinics, particularly the branch stores of national chains. Many of the clinics share the same attributes as formula retail, though they are not currently defined as such under San Francisco's Formula Retail legislation.

The arguments against these clinics are twofold. Firstly, as medical facilities, they do not contribute to a healthy and vibrant retail environment, yet they are

taking prominent retail locations. The clinics do not attract shoppers who will be likely to wander through and patronize nearby stores. The clinics do not enliven sidewalks or attract visitors to our neighborhood. They are similar to an office use, which is generally discouraged in ground floor retail space in our “NCTD” commercial districts. Secondly, the large chain clinics are bland and not unique in any way; because you can find them everywhere, they do not attract tourists or make our neighborhood a destination, and their signage and branding can be seen in strip malls and retail centers throughout the country. For this reason, too, they do not enliven or enhance the retail environment. And because these large chains

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Doc Boxes, continued

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have a lot of money, they can afford to pay higher rents and contribute to exclusion or displacement of smaller local retailers in the neighborhood.

On the positive side, the urgent care facilities provide valuable medical services to our neighborhood, and there is no question that it is important to have these services available. And, given that there are plenty of retail vacancies in the neighborhood, they fill retail space which might otherwise stay vacant.

So, what to do? Are urgent care chains in our retail spaces good or bad, and do we have enough, or do we want more of them? Currently, medical services are permitted “of right” in ground floor retail spaces in our neighborhood, and they are not considered formula retail (FR) regard-

less how large or pervasive a chain they may be. Together with the Hayes Valley Neighborhood Association, DTNA approached former Supervisor Scott Wiener early last year and asked him to consider introducing legislation that would bring these types of medical clinics under the auspices of the City's FR legislation. While not banning future "Doc in the Box" clinics, FR oversight would require those that have eleven or more locations to obtain Conditional Use authorization, requiring a hearing before the City Planning Commission. At such a hearing, neighbors and groups such as DTNA could weigh-in on the merits of what is being proposed and let the Commission listen and decide. Then-Supervisor Wiener agreed, and promised to try to introduce such legislation before he left office for his new role in



Several urgent care clinics have recently opened in the neighborhood.

Sacramento as our new state
Senator.

So far as DTNA is aware, this legislation did not get introduced before Supervisor Wiener stepped down as Supervisor, therefore we intend to partner with the newly appointed Supervisor Jeff Sheehy, who we hope to meet

with soon. DTNA thinks that giving neighborhoods a voice in deciding whether additional urgent care chain locations are necessary or desirable in commercial districts is a common-sense way of ensuring that a successful retail environment can be maintained.



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Cutting Down on Property Crime

Package Theft Prevention

An epidemic of package theft from porches and outside front doors plagued the Duboce Triangle Neighborhood this past holiday season and there seemed to be daily reports on nextdoor.com of parcels being stolen. Delivery services, like UPS, often leave packages rather than making a second delivery attempt.

Most residential burglaries take place during the day, when burglars think you are not home. Thieves can follow a delivery truck to see where and when packages are left. Thefts are generally covered by homeowners or renters insurance, so there is usually no individual financial loss, but the disappointment of not getting a gift on time is frustrating and upsetting.

Here are a number of options available that can eliminate your package being stolen:

- 1. When placing an online or phone order, request a signed confirmation upon delivery.
- 2. If possible, have packages delivered to your office; if not, deliver to a neighbor who will be home to sign for your package.
- 3. If ordering from Amazon.com, use a self-service Amazon locker located throughout San Francisco; the company will send you a notification e-mail when the

package is received. Go to Amazon.com and search for "Amazon Locker."

4. Shipping via UPS? Go online to UPS.com and search for "UPS Access Point," Customers can choose to have packages shipped to a locker, a nearby UPS store, or a neighborhood business that has agreed to be a pick-up spot.

5. FedEx and Walgreens announced that it will let customers pick up and drop off packages at Walgreens pharmacies, beginning this spring (2017).

6. For USPS deliveries, you can authorize USPS to have certain deliveries left in a garage, with your neighbor, etc. You will need to create an account at USPS.com. first. Get a post office box for deliveries for extra security.

7. Also check out "UPS My Choice" where you can log on to UPS.com and track your package to reroute, reschedule, or authorize a shipment release for your delivery.

8. There are several applications available, like Doorman, that allow you to ship to a package destination, and then schedule the delivery to your home once you are available.

9. On all the platforms set up a delivery alert by e-mail or text as to when your package has been delivered.

Securing Garages

An open garage door is an invitation for prying eyes to observe all your possessions stored there, allowing crimes of opportunity to occur. Most garage burglaries can be prevented by taking a few simple steps to secure and reinforce garage doors, interior doors, and windows. Keeping windows blocked with shades, blinds, or curtains will help prevent thieves for seeing into spaces and planning an entry.

Wait until your garage door closes all the way to make sure it does not reopen or allow someone a chance to sneak in before it fully closes.

Remove garage door openers from the inside of your vehicles. If a garage door opener gets into someone else's hands, there is no easier way to gain access to your home. If your garage door opener is stolen or lost, reset the code and disable the lost remote if possible.

Be sure to lock your interior doors to your garage and consider fortifying the lock with a decent deadbolt to reinforce the door. Criminals go for the path of least resistance, so closed and locked doors are a good first defense.

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Big Neighbors, continued

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improving the physical look of the campus by removing chain-link fence, and by upgrading street trees and other softening elements. Those efforts have borne fruit in added pedestrian-scale lighting along 14th Street, which was completed in late 2015, and fence removal and landscaping improvements along Duboce Street from Noe Street to Scott Street. These improvements, presented and voted on at our October General Meeting, have just recently been completed, and look great (see photo on cover.)

CPMC also hosts our



An example of the new pedestrian-scale lighting installed by CPMC along 14th Street.

monthly Board and General meetings in their gazebo space (which, if you have not visited, has a lovely view

of the city below) and has opened larger venues when needed, for example when our DTNA General meeting last February drew over 200 attendees and a host of television cameras. DTNA would like to express our sincere thanks to CPMC Davies lead administrator Mary Lanier, who has engaged in robust dialogue with DTNA, and has been energetic about seeing proposals through.

In stark contrast is Safeway, which has been a difficult neighbor for years, but more so since it was acquired by a New York-based hedge fund, Cerberus Capital Management, in 2014. Although the local management has been somewhat accommodating in responding to DTNA President Dennis Roybal's relentless efforts to get them to improve lighting and security around their perimeter, the national corporation has so far proven impossible to move, even on some easy asks. Just before Cerberus took over, Safeway closed the recycling center at Duboce Avenue and Market Street, which had long been a problematic and odoriferous introduction to our neighborhood. DTNA immediately met with representatives of Safeway's new management, and proposed a variety of options for the site, such as a pocket park, café, beer garden, etc. The representatives were

receptive to our ideas and promised to take them up the chain of command, but further movement on the issue has been exclusively on DTNA's part. As far as DTNA can tell, Cerberus has done nothing. Despite our repeated overtures, after two and a half years we still have an empty lot with zero activation, a space that attracts vagrancy and encampments.

For the long term, DTNA would love to see the entire Safeway site redeveloped for housing over retail, with parking hidden beneath (a similar model to the Falletti Foods on Oak Street and Broderick Street). That would offer not only a more activated streetscape and an opportunity for new residents and businesses, but also a chance to update the aesthetics of the space to the 21st century (it is now dominated visually by a 70-foot 1950's-era concrete sign, and awkward and poorly-used interfaces with the sidewalk along Church Street and Market Street, part of an ill-conceived 1980's redesign).

Alas under current management those ideas are probably distant dreams. In the meantime, we will focus on our productive relationship with CPMC, and be glad we have at least one good big neighbor on the block.

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Core Business - Retail Landscape Inside the Triangle

In the December DTNA News, we took a tour of the retail landscape along the hypotenuse of the Triangle and the Upper Market business district. But not all of our neighborhood businesses are located on that strip; in fact, there is a nice sprinkling of retail establishments throughout the Triangle. This eclectic mix of uses contributes to our neighborhood character as well as to our convenience: the retail businesses break up the otherwise residential monolith (we are not a suburb), and they help foster a vibrant walking culture. Retail inside the Triangle is also significantly less formulaic: 15% of the businesses are chain stores, as opposed to 32% on Upper Market. Unfortunately, the vacancy problem is similar – about 15% of the retail storefronts are currently unused. Let's take a stroll.

After Market Street, the Church Street corridor is the most commercial. Despite the looming presence of Safeway and Whole Foods across the street, local greengrocer Golden Produce continues to provide residents with high quality veggies and sundry items in two storefronts. Up the block toward Duboce Avenue, two local taquerias (Casa Mexicana and El Castillito) and an outpost of small local burger chain, BurgerMeister, are joined by a fitness center, a church, and a vacant space overseen

by the Maitri AIDS hospice which occupies the upper floors (this is where a sex offender treatment center was proposed, to great uproar, a year ago). Continuing North, Fillmore Street has a couple of high-end hair salons and a women's clothing store (Revolver), as well as Anne Perkins acupuncture and the Animal House Pet Mercantile. There are some vacant spaces here, too.

14th Street near Church Street has a nice mix of businesses; one may sample excellent pho at Jasmine Garden Vietnamese restaurant, practice aikido at Maru Dojo, get one's dog washed at the Little Ark, or grab a slice at Slice Pizza. Up the block, we have the dentist offices of Drs. Adame and Montalvo, as well as The Petaler flower design. Sadly, the storied GF Thomas Cleaners, founded in 1854, has left two storefronts vacant for more than a decade, since they closed after 150 years as a family business. On the bright side, two more retail spaces will be added along 14th Street when the Home restaurant site is re-developed into rental housing (construction will begin soon, so we are told).

DTNA does have some concerns about the ever-increasing number of real estate and medical uses of various types, both on Market Street and inside the Triangle. The latter are at least neighborhood serving,

but neither activates the street front effectively, and both have been proliferating lately. Examples can be seen on 14th Street, Sanchez Street and Noe Street.

Luckily, Sanchez Street is home to the increasingly rare long-time traditional corner store in S&A Liquors at 14th Street and, across the street, the well activated and well loved Books and Bookshelves, which has probably the most interesting collection of poetry in the smallest space in San Francisco (which is saying something). Sanchez Street also hosts the still-popular Duboce Park Café.

Noe Street at 15th Street is blessed with Jake's Noe Valley Market, a twist on the traditional corner store that also carries produce and seemingly everything else one needs. Noe Street also hosts the Black and Gold furniture store, Jack's Laundry, the French bistro L'Ardoise, and the quirky (but tasty) Amasia Hide's sushi restaurant. The storied café Jumpin' Java was recently replaced by an architectural firm.

For all the buzz on Castro Street, south of Market Street, the street goes comparatively quiet when one heads North, up the hill. Thankfully, Rami will welcome you with a glass of high-end bourbon at Healthy Spirits when you get to 15th Street, or the abstemious can hold out for some carrot juice or a sprout sandwich at Courtney's on the following block.

Other than 14th Street, our East/West streets are fairly residential. Duboce Avenue has some high-quality storefronts currently available for lease between Sanchez Street and Church Street. DTNA hopes some local entrepreneurs will look at the success of Duboce Park Café and see an opportunity in the making here. Waller Street has some businesses on the North side, but those are technically in the Lower Haight, and there are currently vacant spaces on the South side near Fillmore.

All in all, a vibrant and eclectic mix – but one with more potential for growth. Stroll on.



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San Francisco, CA 94115

Retail Vacancies Continue

The retail market remains incredibly competitive across San Francisco with the overall vacancy rate below 2.0% for the past three years; however, the retail vacancy rate continues to hover near 7% in the Castro and Upper Market Neighborhoods, including the Duboce Triangle.

According to the Castro & Upper Market Retail Strategy ('Retail Strategy') study published in June 2015 (the full 64-page report is available at www.castroretail.com) 33 empty storefronts exist in our neighborhood. The intersection of Church Street and Market Street continues to have an ongoing retail vacancy problem. The Southwest corner of Duboce Street and Church Street has been empty since Out of the Closet left in October 2014, and numerous vacancies exist on Market Street between Castro Street to Sanchez Street.

The Retail Strategy, administered through the Castro/Upper Market Community Benefit District (CBD), is a cooperative strategy between property owners, neighborhood groups, and merchant groups to fill the vacant storefronts. Despite efforts, the vacancy rate has not changed since study was published.

The CBD formed the Castro & Upper Market Retail Strategy Steering Committee in October 2016 as part of Phase 2 of the Retail Strategy to help implement the recommendations of the Retail Strategy. The committee is comprised of: Andrea Aiello, Executive Director of the CBD, neighborhood retailers and realtors, neighborhood groups, and the San Francisco Office of Economic and Workforce Development (OEWD). The current focus is on vacancies in the Church and Market Streets "node" on Market Street between

Sanchez Street and Buchanan Street.

The committee received a \$25,000 grant from the OEWD and hired a consultant, Jason Luger, to work specifically on the retail vacancy problem in the node. Jason has a background in urban planning, economic development and retail research. He has studied and conducted research internationally around "what makes cities tick" and has also consulted with local governments, private industry and community groups across the globe. He lives in the Duboce Triangle and teaches Urban Studies at USF, SFSU and UC Berkeley.

The Retail Strategy includes a "retail traffic light" rubric, identifying types of businesses as desirable or undesirable for the district. Businesses given the green light can expect full community support because they are valuable to neighborhood growth and generate foot traffic. Examples are veterinarians or butchers.

Businesses in the red category will face strong community opposition, typically because there is already a saturation of a type of business in the neighborhood, like coffee shops or pharma-

cies, or because the business does not generate foot traffic, such as a financial services company. Businesses given a yellow light are seen as complementary to the neighborhood, such as an art supply store. While not intended as a comprehensive list, the "retail traffic light" serves as a point of reference for those outside of the neighborhood. A full listing is on page 59 of the Retail Strategy.

The committee is using five recommendations of the Retail Strategy to help fill retail vacancies: establish vision and retail positioning, market the district, create a more appealing, walkable district, "curate" the district's retail, and sustain the Retail Strategy collaboration.

The committee has brainstormed to think "outside the box," and discussions have included landlord education, pop-up stores, permitting and legal support, a mentoring program, using available city services, and public art. In all cases, the committee wants businesses that will retain the unique character of the neighborhood and businesses that will make the area a destination for both San Francisco residents and tourists.



For advertisement rates please visit dtna.org or call (415) 295-1530

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DTNA Holiday Party Fun

The Duboce Triangle Neighborhood Association would like to thank all of the neighbors and friends who came to our Holiday Party at Churchill. There were many new faces and an abundance of interesting conversation.

If you have not been to a party at the upstairs location at Churchill, you should really try to get invited because it is a wonderful space. The Churchill staff was fun, professional and can make an outstanding cocktail. Churchill donated the space for the party and we want to give big thanks for their generosity, hospitality and neighborhood support.

La Mediterranee provided wonderfully savory and sweet food, which everyone enjoyed. Special thanks to Ellen Sinaiko and La Med and for years of support as both a member of the business community and as part of our neighborhood character. After 30 years at La Mediterranee, Ellen has retired and she will be missed.

Whole Foods supported our event with a variety of cheeses and accouterments. Whole Foods has been a wonderful neighbor and we are happy they could participate in this event.

DTNA Board Elections Update

DTNA board elections were completed in December. All existing board members were re-elected with the addition of two new board members, Kimyn Braithwaite and Lindsay Palaima.

Join your neighborhood association now!

- Show your pride in our Triangle
- Support historic preservation on your street
- Support our wonderful Duboce Park
- Encourage your neighbors to volunteer
- Supports the costs of your newsletter
- Maintain our neighborhood character and quality of life

Join online using your credit/debit card! Visit www.dtna.org/join.html and become a member today.



☒ **Yes! I want to join DTNA.**

☐ I want to get involved/volunteer, too!

Please contact me. I'm interested in:

- ☐ Land use/development
- ☐ Transportation issues
- ☐ Other _____
- ☐ Newsletter
- ☐ Social events

Mail to:

Treasurer
Duboce Triangle Neighborhood Association
3673 16th St.
San Francisco, CA 94114

Name: _____

Address: _____

Email: _____

Phone: _____

Comments: _____

Annual Membership dues:

- ☐ Regular \$ 25
- ☐ Business \$ 50
- ☐ Patron \$ 50
- ☐ Benefactor \$ 75
- ☐ Angel \$ 100
- ☐ Superstar \$ 250