Starbucks Plans New Store for Market & Sanchez Corner, but DTNA Ponders: Is This What Our Neighborhood Needs?

Starbucks Coffee Company has apparently agreed to lease the entire building at 2201 Market Street, at Sanchez, formerly home to SF Stereo and currently rented to The Industrialists, a store selling stainless steel and glassware items.

The proposed project would turn the 2500 square foot building into a Starbucks Café similar to the three others in our neighborhood and to the 17,015 other stores, as of July 3, 2011, around the world.

Starbucks has launched an aggressive campaign, attempting to ensure that the project will receive the necessary approvals they will require.

Pre-Application Meetings, required for new development projects, were held on October 27 and November 1. Rather than adopting a presentation format, in which project details are presented and questions are answered before an audience of interested neighbors, Starbucks' meetings were very professionally designed to promote their project and its benefits via a format of separated, themed stations, while attendees were each assigned a team of Starbucks staff for independent conversations, effectively precluding questions, concerns, and issues from being heard by other attendees.

DTNA Board and Land Use Committee members attending the Starbucks events expressed concern that the promotional events did not meet the intent, if not the regulatory requirements, for Pre-Application Meetings and did not allow attendees to hear any viewpoints on the project other than those of its sponsor.

The proposed project would have a number of benefits to the surrounding com-

Continues on page 10
Streets, Dogs, and Parks – Progress for San Francisco and the Neighborhood

Good things have been happening in the neighborhood and around the City.

Thank you to the 68% of voters who passed Proposition B, our streets and infrastructure bond. I was honored to spearhead the Prop B campaign and to work closely with a great team of community leaders and campaign professionals to make the bond a reality. We were able to get the word out that our infrastructure is deteriorating and that we need to make needed capital investments so that we avoid much higher costs in the future.

Prop B will allow for a significant increase in the reconstruction and resurfacing of roads in the next few years, will allow us to make needed pedestrian safety and accessibility improvements, and will provide capital funding for signal improvements that will make Muni buses move more efficiently. I look forward to working with the Department of Public Works and Muni on these needed capital investments.

Last month, I introduced legislation to regulate commercial dogwalkers who use City parks. Dogwalkers provide a critical service to the estimated one-third of San Francisco households that have dogs. It’s important that these services be provided professionally and in a way that respects our parks. Most dogwalkers do just that – provide professional, high-quality service in a respectful manner. However, a small minority does not, and that gives all dogwalkers a bad name. I worked very closely with several professional dogwalker organizations, as well as the SPCA, the Neighborhood Parks Council, dog owner groups and city departments to formulate legislation that will achieve these goals.

The legislation will require new dogwalkers to receive training, will create a permitting system, will put safety rules in place and will limit commercial dogwalkers to 7 dogs at a time in City parks. As the legislation moves through the process, I look forward to continued dialogue about this important issue and what a good regulatory scheme should look like.

It’s an exciting time for parks in District 8. The Duboce Park Youth Play Area, now fully funded, will go into construction early next year. The Dolores Park community design project – in which hundreds of residents participated – is complete, and that project will now move toward final design and construction starting sometime next year. And Glen Canyon will receive some much-needed upgrades to improve recreational offerings. It’s been a great experience to work with the community on each of these projects.

As always, if you need anything or have feedback, feel free to contact my office at 554-6968 or me directly at scott.wiener@sf.gov.org.

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It is a Privilege to be President of DTNA

DTNA would like to sincerely thank the following individuals for their commitment to our very special neighborhood through their dedicated, consistent, and high-quality delivery of the Newsletter. The DTNA Newsletter informs all of our neighbors of local concerns, and vital information of value to all of us in the Triangle. If you are one of these carriers, much of what we do as a neighborhood association would not be possible. They deliver over 3000 newsletters within the Triangle six times a year. So with the season of gratitude and giving upon us, I would like to take this opportunity to thank all of you for the gift of your time and energy. The following list of people shows the quantity and quality of involvement in this neighborhood that calls itself the Duboce Triangle, truly one of the greatest neighborhoods in the City and a hub of city life.

Anna Mae Parsons, Bob Bush, Betty Coffin, Mary Durell, Steve Kamins, Bonnie Nelson, Betty Levinin, David Raish, Bruce Marshall, Tom Gaitt, Dennis Turner, Jahan Raisin, Chris Motley, Mark Scheuer, Peter Straus, Kathy Livicka, Sherry Hood, David Paisley, Dennis Richards, David Fiz, Peter Cohen, Kate Brennan, Mark Pars, Ragner Von Schiber, Jared Vernetlin, Erik Horda, Frederick Baumer, Tim Dunn, Michael Harris, Kat Wilcoxon, Rachel Swann, Joe Intyere, Bill Hill, Kenneth Wingard, Chip McAllister, Pat Tura, Derek Leong, Bji Atanasio, and David Keck. I would like to take a moment and remember respectfully two special members of the DTNA family who passed this year, Paul Thursto and Patti Cole, who not only distributed the Newsletter, but were vibrant and meaningful participants within the Duboce Triangle. They are missed.

[Editor’s Note: And a huge thank you to Tim Werg, who wrote the “thank you” above and who is stepping down as Distribution Manager after many, many years of making sure that we wordy types were paying attention to the production calendar, that this newsletter got picked up from the printer, counted out, bundled up, boxed, and delivered to the zone leaders, and who solved a plethora of theory problems each issue and made it all look so easy]

A SPECIAL THANKS TO THE NEWSLETTER DISTRIBUTORS

DTNA President
Dennis Richards

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Neighborhood Safety

Adopt-a-Corner

Amongst the many approaches to increase safety in the Triangle, which were discussed following the death of Bill Cox, was to have people “adopt-a-corner” so that we, the residents, could gather observations and data regarding conditions at our intersections and along our streets.

How would this work? A volunteer “corner adopter” help to build a profile of our streets, how they are used and will assess the wellbeing of our public spaces. The participants will work to collect data and then review the patterns of behavior.

The method used will be a horizontal approach to increase safety in the Triangle, how they are used and then review the patterns of behavior.

Areas of consideration that the Transportation Committee has identified are: 1. Intersection safety: visibility and signage. 2. Pedestrian safety: crosswalk treatments, timing of crosswalks, visibility, pedestrians’ interaction with cars, bicycles, and Muni. 3. Bicycle safety: path visual treatment, signage, law enforcement. 4. Motorist safety: traffic enforcement, attitudes and behavior, visibility, and parking.

Each volunteer will select an area or intersection that they want to adopt; it could be a corner near your house or a major intersection down the street. The participants will work to develop a map to cover the adopted area and data collection will begin. The group will work together to understand the results. This is an excellent project to do with your family, neighbors, friends, or individually.

This is an opportunity to have a voice in creating a plan that meets your neighborhood’s needs. We want to create an environment that is conducive to all modes of transportation and that makes the hitherto unachievable a viable safe reality. If you would like to join please contact, adoptacorner@ dtna.org.

As a result, the transportation committee of DTNA is launching a new project called “Adopt-a-Corner.” The project’s role is to bring the community together to observe and record specific activities at intersections and along streets. Through the process of fact collection and synthesis, the overall goal is to improve the safety and quality of life as we travel in and through our neighborhood.

The method used will be a human-centric design process. A collaborative effort of interviews, observations, photography, and storytelling will might notice cars repeatedly run through a specific stop sign. This could be a perfect condition for investigation. For example, the volunteer might find that the stop sign blocked due to an obstruction, or, through observation, find that people think rolling through the intersection is the same as stopping.

The participants would then have identified the actual problem and would determine a process to remedy the situation. We would then present our data and analysis and our proposal for improvement to the relevant City department(s). City agencies have stated a willingness to work with us on area improvements once we have identified and analyzed a problem.

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Update: Proposed Duboce Park Landmark District

Since July, the Planning Department (Department) has hosted six community events regarding the proposed Duboce Park Landmark District, engaging Supervisor Scott Wiener, the Recreation and Parks Department, and many property owners and residents.

Topics covered at community meetings included the Landmark designation process and impacts, financial incentive programs, and the levels of review for alterations to properties within the proposed District.

In September, the Department hosted an interactive workshop focused on these proposed levels of review – ranging from no review, staff review, or review at the Historic Preservation Commission (HPC). A key goal of the workshop was to gain a better understanding of the building features and types of alterations that stakeholders prioritize for review.

Workshop participants reviewed sample scopes of exterior work and discussed various levels of review for those alterations, as well as Portions of the Park itself (in particular, the steps and rock walls at interior block park entrances).

The community feedback was invaluable and is being used to guide further revisions to the draft Designation Ordinance. The proposed levels of review focus on the areas within the proposed District visible from the public right-of-way rather than the rear, or non-visible, portions of a property. The proposed levels of review will also identify specific exterior scopes of work that could be approved at the staff level if certain conditions are met. This framework will provide predictability for property owners while ensuring that rehabilitation and alterations are compatible with the character-defining features of the proposed District.

Currently, the Department is finalizing the draft Designation Ordinance and related materials for a mailing to all residents and property owners within the proposed District.

On December 7th, the Department is hosting a drop-in event at the Harvey Milk Rec Center for interested stakeholders to ask questions and provide additional feedback regarding the designation and proposed levels of review. Please stop by any-time between 6:00 pm and 7:30 pm.

A Landmark District initiation hearing may be heard at the HPC as early as January 2012 (residents and property owners will be notified in advance.)

Please check out dubocepark.sfplanning.org for information on preservation incentives, the history of the neighborhood, and details regarding designation-related hearings at the HPC, Planning Commission, and Board of Supervisors.

Upper Market Development Round-up

Arco site (376 Castro x Market); Status: HOT
On November 9th, the Planning Department published the environmental review report for this 24-unit 65 foot (6 story) project, with a notice of intention to adopt the report on December 2nd. This is one of the two major City approvals sought by the project sponsor, DTNA, along with Eureka Valley Neighborhood Association, Castro Planning & Action, and the Castro/Upper Market Community Benefits District. The community expects the sponsor to issue a letter to the Planning Commission shortly reiterating its commitment to dedicate a nearby site for affordable housing, a key provision that gained DTNA support for the project last year. Also, the project sponsor is working on a proposal for pedestrian safety improvements around the site which is likely to be supported by the Market/Octavia Community Advisory Committee (on which DTNA has an appointee) before going to Planning Commission for final approval in January.

S & C Ford site (2001 Market x Dolores); Status: HOT
This 85-unit 85 foot (8 story) project with a ground floor Whole Foods. Building permits have been applied for and construction could begin early 2012. The community expects the sponsor to issue a letter to the Planning Commission shortly reiterating its commitment to dedicate a nearby site for affordable housing, a key provision that gained DTNA support for the project last year. Also, the project sponsor is working on a proposal for pedestrian safety improvements around the site which is likely to be supported by the Market/Octavia Community Advisory Committee (on which DTNA has an appointee) before going to Planning Commission for final approval in January.

Blockbuster site (160 Church Street); Status: Simmering
This site went on the market after Blockbuster closed. It is a prime opportunity for housing development, ideally, an affordable housing or mixed-income development.

76 Station site (1960 Market x Buchanan); Status: Simmering
This 118 unit, 85 foot (8 story) project was entitled in 2008. No known progress toward applying for building permits.

“Leticia’s” site (2200 Market x Sanchez); Status: Simmering
This 22 unit 55 foot (5 story) project was entitled in 2008. No known progress toward applying for building permits.

76 Station site (1960 Market x Buchanan); Status: Simmering
This site is on the market, and is a prime opportunity for housing development.
Youth Play Area Construction to Begin Soon

Youth Play Area Construction to Begin in January

“Everything is still pointed toward January 2012 construction,” according to Jacob Gilchrist, Project Manager, Capital Division, Recreation and Parks Department, referring to Duboce Park’s Youth Play Area (YPA) project, now ready after a process that began with community meetings in 2008.

The YPA’s construction documents received final sign-off on July 14, 2011. Rec and Park submitted the plans to City Planning on October 14 for the required California Environment Quality Act (CEQA) review; a process that typically takes 4-6 weeks. Gilchrist said, “I don’t expect any issues with the review process” and that “the drawing (plans) was submitted to an approved contractor on October 17…and I expect them to take a couple (of) weeks to develop their cost proposal.”

Neighbors contributed $11,000 to complement other grants that were received, including a $25,000 grant from California Pacific Medical Center, $5,000 from San Francisco Beautiful, and two grants from the Community Opportunity Fund. Supervisor Scott Wiener was also successful in getting for the YPA a $38,000 add back in the General Fund in next year’s city budget.

The YPA is designed for children who have outgrown the existing children’s play-ground, but still need a programmed play space in the park. It will be an experimental space that will foster creativity by incorporating natural materials and free-forming open spaces, making Duboce Park one of a handful of such youth play spaces in the City.

Young Artists Exhibition at Photo Center

Young artists from Rec and Parks Arts Afterschool Programs will be featured in a special exhibition from December 10, 2011-January 4, 2012, at the Harvey Milk Photo Center Gallery in the lower level of the Rec Center. The opening reception is Saturday, December 10th, 1-4 p.m. Come enjoy art, music, and light refreshments.

San Francisco Park Alliance Created

Neighborhood Parks Council (NPC) and San Francisco Parks Trust, San Francisco’s preeminent organizations serving parks, have joined forces to create the San Francisco Parks Alliance (SFPA), an independent nonprofit organization.

Their mission “is to inspire and promote civic engagement and philanthropy to protect, sustain, and enrich San Francisco parks and open green spaces.” The new SFPA combines 55 years of experience toward a common goal — to engage citizens in improving their public spaces and providing healthy, safe recreation for all.

SFPA launched on October 3rd. They are building a new website, assessing a slate of programs, and creating new ways for you to engage with parks. Through this process, they “will emerge as not just the sum of our parts, but a stronger, more effective voice for parks in San Francisco.”

Visit their launch progress page at sfparkalliance.org for information and updates, and to track their progress.

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San Francisco Pet Grooming

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San Francisco

Your Neighborhood Association

DTNA Neighborhoods to Elect Board and Officers

December’s DTNA meeting will include the annual election of officers and board members as required by our by-laws. As in previous years, DTNA’s Board of Directors will recommend a slate of candidates, and members attending the December 12th meeting will be able to vote for the recommended slate, or make individual nominations, at their option.

DTNA’s Board will be recommending the following slate be elected for 2012:

Board Members: Dennis Richards, Beaver St.; David Trup, 15th St.; Carmela Gold, Henry St.; Betty Levitin, 14th St.; Erik Honda, Henry St.; Pat Tura, 16th St.; Mark Scheuer, Scott St.; David Fix, Steiner St.; Kenneth Wingard, Potomac St.; Curt Holzinger, Henry St.; Peter Cohen, Noe St.; Tim Dunn, Boynton Ct.

Officers: President: Dennis Richards; Vice-President: Pat Tura; Treasurer: David Trup; Recording Secretary: Erik Honda; Editor: Betty Levitin; Distribution Manager: David Fix.

There is one open board seat, for which the board is not recommending a candidate. Nominations will be accepted at the December General Meeting for this position. Interested candidates must have been a DTNA member for three months prior to the meeting date. We’ll go over what is expected of board members at the meeting.

DTNA General Meeting October 17th: Pedestrian Safety Focus

Supervisor Scott Weiner opened with discussion of the deaths of pedestrians Bill Cox at Noe and 14th and Emily Dunn at 18th and Hartford. He noted that we are one of the most walkable neighborhoods, having one of the lowest car ownership rates; how can we make it safer?

Ed Reiskin, Director of the SFMTA: He has a vision of making bi-modal and pedestrian friendly neighborhoods and talking to people about what they are doing, and talking to offenders about what they are doing. He thinks that enforcement alone is ineffective; we need education, prevention, and engineering.

Jason Shurtz, SFPPD: He thinks that the key, rather than enforcement, is going to the neighborhoods and talking to people about what they are doing, and talking to offenders about what they are doing. He watched the Wiggle before the meeting. Noted that bicyclists were worst offenders, and pedestrians were also cavalier; he didn’t see any car violations.

DTNA is always looking for new volunteers interested in getting more involved with their neighborhood association. If you are interested in land use or transportation issues, or on a new committee looking at crime, interested in serving on DTNA’s board, or in getting involved in some other way, please speak with DTNA President Dennis Richards or any other board member at one of our general meetings for more information.
Starbucks proposes new store at Market & Sanchez

Continued from page 1

The board is also concerned that the property owner has turned away interested tenants, including a veterinarian who has been trying to open an office in the neighborhood for years, possibly in order to hold out for the higher rent they can demand from a national retailer like Starbucks. In fact, the small local retailer currently occupying the subject building would be displaced by the Starbucks project.

Such selective landlord behavior can drive up commercial rents and force small local retailers in favor of more and more chain stores, homogenizing a neighborhood and eliminating much of what makes it unique, special, and interesting to visitors. This phenomenon has happened in many cities as chain stores penetrate urban markets to bring a more suburban chain-store experience to the community which another retailer/business at the location would not also likely provide.

Given all this, we find ourselves asking, “Is this the Upper Market neighborhood we want?”

While there are some benefits to the proposed project, it is equally true that similar benefits would accrue from almost any business seeking to improve the building and occupy the space long-term. DTNA’s board feels it is true that the sparkler air now has an edge. The outside tables at the cafes and restaurants, packed the week before with lightly dressed revelers, now are empty and forlorn, their seductive menus ignored, and inside them we’ve discovered that it’s cozy rather than stifling.

On the rooftops at Church and Market the scarlet pimpernel is an almost innumerable number of other coffee shops and cafes within a few blocks of the project, including two at ADA-accessible parking spaces for the disabled. Starbucks is loudly proclaiming these benefits to the community in their promotional materials.

But despite the purported benefits, DTNA is taking a skeptical look at the project as an appropriate fit for the Upper Market neighborhood. DTNA’s board voted in late October to oppose the project at this time, based on its failure to meet the “necessary or desirable” standard required to obtain a Conditional Use permit for formula retail (chain store) use.

DTNA’s board thinks that with three other Starbucks stores within a few blocks of the proposed project, including two at the Safeway complex, and an almost innumerable number of other coffee shops and cafes nearby, including Sweet Inspirations and Peri’s Coffee on the same block of Market St., and Cafe Flore, Duboce Park Cafe, Jumpin’ Java, Church Street Cafe, Thorough Bread & Pastry, and H Cafe all within a couple of short blocks, it’s impossible to call this proposed project “necessary” and highly questionable to call it “desirable.”

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Starbucks’ rather disingenuous attempt to manipulate the Pre-Application process with a meeting format designed to gloss over any controversial issues, and its determination to press forward despite neighborhood opposition, does not warm the community to expect a difficult process ahead with this proposal as it goes to the Planning Commission, and potentially the Board of Supervisors, for decision.

In and Around the Triangle

Winter in the Neighborhood

The first real cold front comes barreling through, traveling so fast it barely has time to drop a few hundreds of an inch of rain. But it’s the real thing, even though the sun comes out behind it, the sparkler air now has an edge. The outside tables at the cafes and restaurants, packed the week before with lightly dressed revelers, now are empty and forlorn, their seductive menus ignored, and inside them we’ve discovered that it’s cozy rather than stifling.

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Despite chilly temperatures throughout the afternoon on Saturday November 5th, more than 50 people from the 000 and 100 blocks of Beaver and the 200 block of Noe brought food and drink to the vacant lot at Sanchez and Market hints that it will soon be filled with pine and fir trees, spreading their resinous perfume under the low December sky.

Okay, so summer’s over. But there’ll probably be another one, and meanwhile we can look forward to the cheerful glow of store and restaurant lights in the too-early darkness, streets washed clean of the summer’s encrustations by the welcome rains, the abundant ants and being chased themselves by hungry hawks. You may find a jumpy warbler or two raiding your hummingbird feeder.

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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 ☐ Newsletter
  ☐ Transportation issues ☐ Clerical help
  ☐ Other ________________________________

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Treasurer
Duboce Triangle Neighborhood Association
2224 15th Street
San Francisco, CA 94114

Name: __________________________________________
Address: _______________________________________
Email: _________________________________________
Phone: _________________________________________
Comments: _____________________________________

Annual Membership dues:
☐ Regular ........................................ $ 25
☐ Business ................................. $ 50
☐ Patron ..................................... $ 50
☐ Benefactor .............................. $ 75
☐ Angel ...................................... $ 100
☐ Superstar ............................. $ 250

ADMIN HELP WANTED
DTNA is looking for a part-time (3-4 hours/month) paid administrative person to assist the organization with various tasks on a contract basis at $15/hr. Candidates must possess good organizational and computer skills and be able to work independently. Experience with MS Word and Excel preferred.

This is a great opportunity to help your neighborhood and earn a little extra money in your spare time. If interested, please leave a message at (415) 295-1530.