

AUG-SEP 2009



# DUBOCE TRIANGLE NEWSLETTER

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

**Monday Aug 10 7:00 to  
9:00 pm**

## **PUBLIC MEETING**

CPMC Davies Medical Center,  
Auditorium, Lower Level B

### **Meeting Agenda:**

- Meet your neighbors
- Office of Supervisor Bevan Dufty Update
- Harvey Milk Rec. Center Update
- Market Street Projects Update
- Transportation Update

Please join us!

### **DATES TO REMEMBER:**

#### **Wednesdays, 4 p.m. to 8 p.m.**

Castro Farmer's Market. Noe St. between Market St. and Beaver St.

#### **Sun. Aug 23, 2 p.m. to 4:30 p.m.**

Lower Haight Victorians and Landmarks Walk. Sponsored by the SF Museum & Historical Society. Meet in Duboce park at "N" MUNI stop.

#### **Sat. Aug 29, Noon to 3:00 p.m.**

Dog Days of August Duboce Park. Featuring canine agility demonstrations, neighborhood vendors, food, free microchipping (for SF residents) and more!

#### **Sat. Sep 5, 1:30 p.m.**

Cuban Music from Bolero y Mas. Market Street Music Festival (Free). 17th Street Plaza (at Castro and Market Streets) Sponsored by the Castro/Upper Market Community Benefit District

#### **Sat. Sep 12, 9 a.m to 2 p.m.**

Friends of Duboce Park Annual Tag Sale. Come browse thousand of items. Donations will be accepted Tue through Fri before the event from 5:30 p.m. to 7:00 p.m.

## **1960 Market Street Project Approved by the Planning Commision.**

### **DTNA Involvement Improves The Project**



*The final version of the project responds sensibly to the Buchanan Street side while retaining its cutting edge architecture on the Market Street side.*

On June 4th, the Planning Commission approved the 115-unit development proposal for the site of the former 76 Station at Market and Buchanan. DTNA spent six months reviewing the project and negotiating with the sponsor and the Planning Department through several changes, particularly to the building design.

The design ultimately evolved to have much more verticality and an articulated façade, and more variety of materials, compared to its earliest version presented last December. Leading up to the Commission hearing, we asked the architect to prepare a rendering showing the

building in context; showing the adjacent buildings on Buchanan Street as well as the U.S. Mint. This helped in the final effort to refine the design details. While the design is quite modern in its style and materials, DTNA was satisfied in the end that the building would fit compatibly with its surroundings. The project sponsor also made modifications to the rear of the building to provide more setback and reduce light and air impacts to adjacent buildings, an issue that was a hard sticking point for immediate neighbors all the way up through the Commission approval.

*Continues on page 5*

## Looking back on Pink Saturday



*Bevan Dufty*  
*San Francisco Supervisor*

The 22nd Annual Pink Saturday Took Place on June 27 in Much of The Castro. Since then, I have received a great deal of feedback that the City should do a better job of monitoring and managing behavior and activity outside the event perimeter. The concerns are legitimate and I am committed to dramatically improving the event going forward.

Pink Saturday is organized by the Sisters of Perpetual Indulgence, a nonprofit group dedicated to providing service to the LGBT community and our City. The Sisters, in partnership with the San Francisco Police Department, developed a security plan and hired private staff to screen attendees and ensure the safety of Pink Saturday. Pink Saturday was staffed by 160 private security guards, 125 SFPD officers and over 700 volunteers. Private security staffed the entry points around the event perimeter, and a patrol system surveyed the areas

encompassing the festivities. An organized system of communications between private security, SFPD, and event volunteers ensured the effective and coordinated monitoring of the event.

This was a year of change. In recent years, gate donations had declined steeply. The Sisters rely upon those donations for their charitable gifts to community organizations and to have a return on the enormous time and effort they expend producing the event.

The pleasant weather and new attractions drew over 100,000 people. Residents and non-entertainment businesses in Duboce Triangle and Castro neighborhoods bear the burden of Pink Saturday and other events and I am mindful of the need to balance fun with respect.

I am concerned that neighbors report that calls to SFPD non-emergency and 311 were not responded to adequately.

This year's record-setting proceeds from Pink Saturday will benefit several community agencies. The Sisters have already donated \$45,000 and hope to give another \$22,000 in the coming weeks. This event also helped to fund the Sister's annual operation expenses, enabling them to continue hosting events including the Children's Halloween at Eu-

reka Valley Rec Center and the Sister's Easter, among many others.

I welcome feedback and greatly appreciate the Sisters,

not only for their leadership of this event but everything they contribute to our community, neighborhood and City.



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## Where are all the Rental Units Going?



*Dennis Richards*  
DTNA President

One doesn't have to walk far from where they live in the Triangle to see buildings that used to have rental units that now have been purchased by owner occupants. Close to where I live, there are numerous buildings where this has happened, the largest being the 12 unit building in the 200 block of Noe Street where Guy Clark, the flower vendor lived until this year. This phenomenon is changing the dynamic of the neighborhood where long time residents are moving out and new folks are moving in.

I own my home and can see the benefits and drawbacks of homeownership and also those of renting, depending on one's situation. However, I have to admit that the benefits of being a landlord seem to be going down all the time, which may be a cause of so many rental units being sold.

Take the 4 additions to the

rent control ordinance sponsored by Supervisor Daly that were recently vetoed by the Mayor and which will not be overridden. One of them limited rent increases for people who recently had a life change such as losing their job or having their wages cut. When I heard about this amendment I thought that it made sense. Why have folks lose their apartment due to a legal rent increase when they need a little "breathing room" to get through some tough times? Then I thought, this is an opening for "means-based" rent control.

What about the person I know that just got a promotion and is now making over \$200K a year and lives in his 2 bedroom rent controlled apartment and pays \$1,100. He also recently paid cash for his Mercedes and also has a home in the south of France. If we were to put in place a bureaucracy to administer and to limit rent increases based on somebody who has lost their means, why not be able to raise it when somebody now has more means?

The other ordinance would allow a tenant to sign a lease for a certain number of people to live in the unit, but later add more people up to the maximum housing code allowance without landlord approval. Landlords wouldn't even know who they are renting to.

Those who are vulnerable need protection. No question. However, had these pieces of legislation passed the effect would cut the other way too. We would probably see more rental units sold in Duboce Triangle as more landlords decided to get out of the rental business.

### Correction:

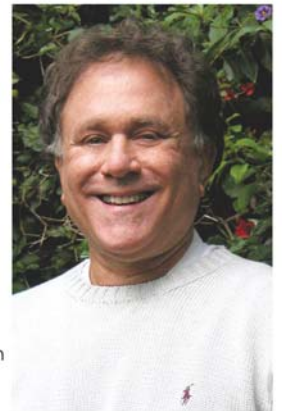
Headline on the front of our last issue: 2001 Dolores should read: 2001 Market Street.

The headline was written by a man who was unwilling to ask for directions.

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6 a.m. to 8 p.m.

## DTNA Land Use Committee Update

Make no mistake—just because the financial markets are tight does not mean the “pipeline” of housing and commercial development proposals has slowed dramatically. Construction cranes or not, projects are moving through the city approvals process in anticipation of the next market upswing, however far off that may be. So, DTNA’s land use committee has been kept hard at work through this year, both reviewing development proposals and engaged with various land use policy issues.

The fact that our land use committee is busy at a time when things look “slow” on the surface speaks precisely to the type of approach DTNA has intentionally established—to be proactive and early to the issue, rather than simply reactive and late. We see this as the most effective way for a neighborhood organization to play an active role in shaping outcomes to the benefit of the community. It has become DTNA’s recognized “brand” of being an engaged player in land use/planning/development issues over the last four years.

In this issue of the newsletter, you will find articles summarizing the recent diligent work of our land use committee in reviewing three major development proposals along Market Street. This is not a thumbs-up/thumbs-

down review process—our project review team often spends many months from start to finish. The land use committee begins by thoroughly analyzing development proposals through several policy “lenses”—design, historic preservation, housing affordability, transportation & parking, retail/neighborhood-serving. We then flag issues with the initial proposal that will be the basis for feedback and negotiations with project sponsors. Typically, our design review team and our negotiating team will have a number of meetings and communications over several months with the project sponsor and the Planning Department staff leading up to a final project approval stage. It tends to be an iterative process of improvements to a project through this back and forth dialog. Eventually and DTNA has been successful so far, development proposals are modified sufficiently such that our land use committee takes an ‘actively supporting’ position for a project as it goes for final approval by the city.

It is important to note that a key factor in making this project review process effective, for both the community and for the developers, is engaging with project sponsors early so there is time to shape their proposals without the beat-the-clock pressure that often creates tension between communities and develop-

ers. We have made it clear to developers and the city that Duboce Triangle should be at the table from the beginning.

In addition to development project reviews, our land use committee has also been staying on top of, and actively engaged in: the city’s process to update its General Plan Housing Element, improvements to the Planning Department’s public notification standards, the Market/Octavia Plan Community Advisory Committee (to which DTNA has four appointed members), the historic district survey for Duboce Triangle, and scoping for the environmental impact report on CPMC

Institutional Master Plan with our focus primarily on the Davies campus.

DTNA’s land use committee is busy at work!

### Reminder:

DTNA New Meeting Schedule

DTNA General Meetings  
Rest of 2009

August 10 / October 12  
December 14

The newsletter will  
come out 10 days before  
each meeting.



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*Continued from front page*

A key positive feature of the approved project is that its on-site parking will be consistent with the prescribed standards for Market Street in the recently adopted Market Octavia Plan. This will allow residents to take advantage of the site's location which is rich with public transit, bicycle, and pedestrian options. In addition, the building will include six dedicated car-share spaces and substantial on-site bicycle parking for residents and visitors.

The project will include 17 "inclusionary" below-market-rate units, which will provide ownership opportunities for median-income households. Under the city's current standards the one-bedroom inclusionary units will be priced at about \$222,000 and the two-bedroom inclusionary units at about \$252,000. DTNA advocated strongly for the inclusionary housing to be included within the 1960 Market Street project (versus being built elsewhere off-site or for the developer to simply pay money to the city "in-lieu" of creating the actual housing units). This will bring some needed below-market-rate new housing to the Upper Market community.

Lastly, the project sponsor has assured DTNA of its intent to do proactive leasing to fill the ground floor retail spaces with neighborhood-serving and independent small businesses. The approvals requested from the Planning Commission did not include conditional use for formula retail businesses. The project design includes a small seating plaza at the corner of Market and Buchanan with a glassy corner entrance to the main retail space. We are hopeful that the new ground floor uses in this building will add to the vibrancy of that block along Market, a block already vibrant with the Mint bar and the Orbit Room, as well as several other small active retailers.

All in all, DTNA was satisfied with the outcome after a long and sometimes arduous project review process. As the developer said to us after the Planning Commission hearing, "I have a better project because of the process we went through with DTNA."

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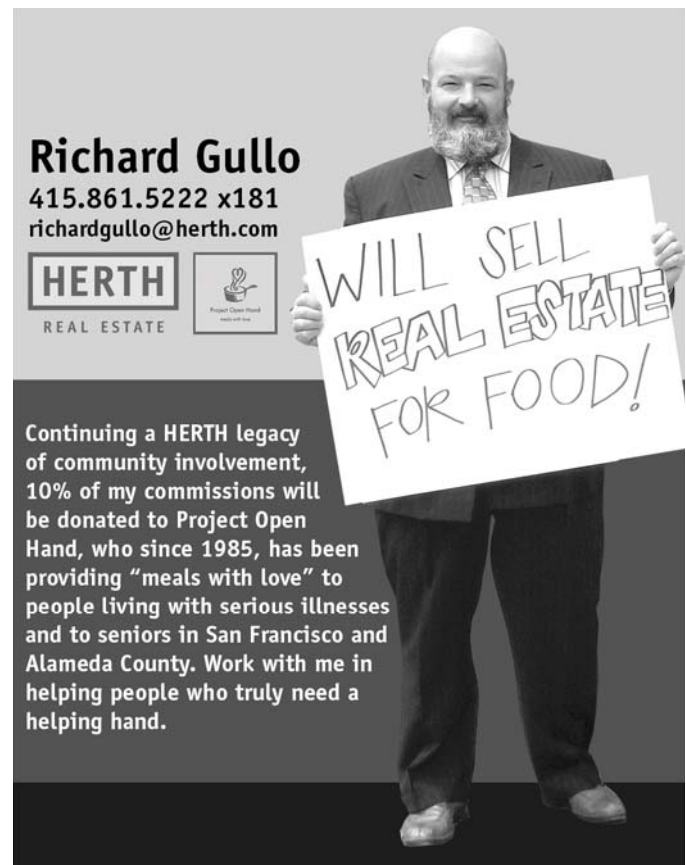
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## DTNA Board Meeting Notes – June 8, 2009

### 1. Call to Order.

Mark Scheuer to take notes. Kit is leading the meeting since Dennis will be stepping back for a few months due to business commitments.

### 2. Member Feedback.

Katy Wilcoxon prepared a summary of comments made on the 2007 and 2008 membership renewal forms. See her report for details. Key questions are: Are we addressing and communicating member concerns. How should DTNA handle these issues? An end of year retreat and keeping a list of member concerns at board meetings were suggested.

### 3. Treasurer's Report.

Basically the same as last month. Membership numbers are about the same. A reminder mailing not yet done since the form is being revised.

### 4. New Proposal.

Homeless services in the Harvey Milk Recreation Center. There are no show-ers available at the HMRC. The presentation on homelessness at the last DTNA meeting was not as strong as it could have been since Brenda Meskin responded to questions in a rather challenging style that many of us found disappointing.

### 5. Other New Business.

None.

### 6. Standing Committees

#### and Task Forces:

- Homeless Impact Task-force. Info about homeless on the blog although some of the info posted by a homeless advocate is incorrect.

- Transportation Committee. See PowerPoint presentation supplied by MTA. The area near the Muni stop at Noe and Duboce was discussed. The committee to select the art at Church and Duboce has been chosen. The art there will include functional seating as part of the art. Construction starts Summer 2010. Discussed double-headed light fixtures on Duboce over Duboce Park.

- Bike Plan. See MTA summary. Everything regarding the Bike Plan has been on hold for three years while an environmental review was prepared. MTA is in the outreach phase now and there are many contentious issues and confusing or gray areas. A vote was proposed but could not officially be taken since we did not have a quorum of board members. An e-mail will be sent out asking for a board vote.

- Land Use Committee. Peter sent an e-mail with a proposal to approve \$300 for three hours of land use training. A vote could not be taken since we lacked a quorum of the board. An e-mail will be sent out asking for a board vote. It was noted that the members in attendance

all approved. Chase Bank location 18th & Castro – unanimously against. Whole Food – project still moving forward.

- Newsletter. Next newsletter in July, none in June. Articles are needed by July 10 so the newsletter can be published on July 24. Please honor the deadlines or we could lose the person who does the layout. Including names of new members in the newsletter was suggested.

- Other Business. A Google Group for boardmembers has been established. This should help eliminate sending errors. David will maintain the list.

### YOUR PROJECTS?

DTNA does a lot of work on both big fun projects and extremely unglamorous initiatives that are nonetheless vital to the neighborhood.

However, we're also aware that many people and groups in the neighborhood are also working on projects, like block safety watches or new parent groups, independent of DTNA.

We're pleased to live in such an active neighborhood; we all benefit from having a thriving culture of civic participation.

If you're working on a project that you'd like DTNA to help with or just be aware of, please contact us at 415-267-1821.

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## Trees of the Triangle : Blue Jacaranda

This tree, native to South America, pushes its northern limits in our hemisphere on the 200 block of Noe Street. It isn't a spectacular flower-bearer at this latitude—spend a June afternoon on State Street in Santa Barbara to see this subtropical tree in full glory – but enough lavender peeks out from the fern-leaf fronds to treat San Franciscans in summer. It helps to have a singularly purple house behind the tree to tease the color out.

A lot is going on here on this block, tree-wise: flowering pear, jacaranda, Chi-

If the meager lavender blossoms don't cue you to notice, the bacon-sized dangling seed-pods of fall might.

For some reason, I notice the jacaranda most in the winter, when its branches are bare. This is a block of semi-deciduous trees: the elms, ashes, pears, and jacaranda lose most, but not all, leaves in our winter, and shoot tender spring green in April. In winter, the jacaranda is more naked than the others, stunted, more delicate and fragile. Pull on a rain-darkened twig to snap it, but it bends and gives and assures that the



nese elm, a sickly palm in the traffic island, a few miniature conifers, the huge ash trees at the corner...a sort of arboreal UN. It's hard to appreciate this jacaranda when the same sidewalk boasts the commanding ashes, vertical bursts of great grey trunk that slant outward into leafy canopies over 15th, while the elegant, feathery elms twist in the wind across the street.

tree is very much alive. It is odd to see what climate and northerliness can do to jacaranda mimosifolia. What would be a show stopper in Los Angeles, and could not live at all in Portland, ekes out a quasi-bonsai existence in the Duboce Triangle; subtle variations on a species that remind us where we are, exactly.

## Dog Days of August returns to Duboce Park



*A canine participant demonstrates his agility through the inner tube*

Mark your calendar: Saturday, August 29, Noon to 3 pm

After a hiatus last year, the fun and popular "Dog Days of August" event will return to Duboce Park. Produced by Duboce Dog, the neighborhood park stewardship group, and SFDOG, the citywide advocacy organization, the event will be held on Saturday, August 29, from noon to 3 pm.

The free celebration is expected to feature canine agility demonstrations by the San Francisco SPCA, free (for San Francisco residents, with proof of residence) and low-cost (for others) micro-chipping, on-site dog licensing (proof of current rabies vaccination required), booths from local dog-oriented stores and vendors, and an "Ask the Trainer" table fea-

turing TV's Beverly Ulbrich, "The Pooch Coach". Other features will include "Rover Roulette", where your dog can win prizes for performing tricks, as well as food and drinks (for people) and treats (for dogs.)

Previous events have been lots of fun for adults and children alike, and this year's Dog Days event will continue the tradition.

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## 2299 Market Street Inches forward



*Proposed rendering of building at 2299 Market Street*

Coming through the pipeline is an 18-unit housing development proposal for the “Hole in the Ground” site at the busy corner of Market /Noe/16th Streets. This is a highly visible location in Upper Market for a new development, so the project will set a precedent for other infill projects that will come at other sites along the corridor. The 2299 Market project is in the early stages of DTNA’s project review process and we expect to be engaging with the sponsor and the Planning Department over the next several months as the proposal moves forward for city approval.

The design is an eclectic mix of bays and insets, anchored with an angular tower column at the Market Street corner. A total of approximately 4,800 square feet of retail space will wrap the front along Noe and 16th, ending at the garage entrance on 16th. DTNA’s design review team has made

some minor suggestions which have been incorporated by the architect, and will continue to monitor design details as the project evolves over the coming months.

Additional issues on the current development proposal to work through with the project sponsor are: potential impacts of the building’s rear wall immediately abutting the adjacent property’s rear yard; incorporating an appropriate on-site residential parking ratio for this very intense pedestrian environment at Market/Noe/16th; dedicated retail spaces small enough to allow for local neighborhood-serving businesses; and the inclusionary housing units either being integrated into the project or provided off-site in an affordable development project in proximity within the Upper Market neighborhoods.

Look to the next issue of the DTNA newsletter for an update on this project.

## Upper Market Bike Plan in Limbo

Despite confusing coverage in many media sources, the MTA’s plan for filling in the gaps of the bike lanes on Market between Octavia and Castro was not, in fact, considered at a late July MTA board hearing. Prior to the hearing, at which many other projects around the city were voted on, community groups in the Upper Market area, including DTNA, had asked the MTA to reconsider the design to ensure that they both improved bicycling safety and did not detract from the pedestrian realm or access to stores.

In a letter to the MTA, DTNA proposed adding colored bike lanes through the enormous intersections on Market Street, which are usually the most perilous part of the biking experience on Market. We also urged the MTA to quickly pursue the design for the areas near transit islands on Market

that has already been developed through a community process reflected in the 2008 Upper Market Streetscape Plan.

The legal status of the potential bike lane extensions remains uncertain at this point. It appears that the lane extensions as proposed in the MTA plan were already legislated in the distant past, though other changes, like parking removal, were not. DTNA remains engaged in the process of figuring out the best solution for Market Street going forward. In the meantime, let’s all remember to be respectful of each other on our crowded streets.

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## Castro Farmers Market on Noe St.



*The Farmers Market on Noe St, each Wednesday early evening attracts 2000 shoppers (Courtesy Tom Hyman Photography)*

The world seems to slow down a little bit early on Wednesday evenings when the farmers' market comes to Noe between Market and Beaver from 4 to 8 p.m. You probably have heard of, and hopefully gone to, the farmers' market. The market has just crossed its half way point, running from the last Wednesday in April through the last Wednesday in October.

Produced by Pacific Coast Farmers Market Association (PCFMA), the market is sponsored by the Merchants of Upper Market and Castro (MUMC) which also pays for some market expenses. The PCFMA standards are: each farmer is required to be independent farmer and not a part of a corporate farm, and vendors who sell non-produce are required to produce their goods locally. The PCFMA produces 7 farmers markets throughout San Francisco and ours is one of the most successful, bringing

about 2,000 shoppers each week.

The selection ranges from fresh fruits and vegetables to fresh baked goods, olive oil, eggs, flowers, herbs, and even ravioli and soap. The mix of vendors does change. Currently, the market has a waiting list of 30 farmers who want to sell each week, but can't due to space limitations. In the near future, the market expects to have fresh fish and beef.

Shoppers like the "town square" feel of the farmers' market and the fact that they run into friends each week. Others like getting to know the person who is responsible for the food that they will be eating. The farmers were all very positive about their experience with our farmers' market. Shelly, from Shelly's Garden, sells eggs and fresh herbs and also sells at 4 other bay area markets. She says that it is wonderful to sell here with

many pleasant and wonderful customers. She also said that she was surprised at how many people are still learning that the market is here. Most of the local merchants were positive about the market even if they felt that it draws a little business away from them.

Due to the demand and wait list, MUMC is working with DTNA on the possibility of expanding the market next year up Beaver Street in the area directly opposite the community garden. If you haven't had a chance to visit the market yet, come by and watch the changing of the season!



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## Market Octavia Area Plan Historic Survey: Another Step Towards Completion

On July 9th the Planning Department hosted a community meeting at the First Baptist Church at Octavia and Waller to share with the public the results of their “completed” area plan historic resources survey. The second purpose of the meeting was to get public comment on the staff’s proposed update of the Market Octavia plan so as to incorporate the survey information, to reconsider the plan policies in light of this information, and to update the plan if necessary. In other words, if we knew then when we were developing the plan what we know today, would we have come to different conclusions about the policy intent, zoning district designations, and, most importantly, the height and bulk limits that were previously approved? Coincidentally, the answer to this question from Planning staff is “no” and the staff explained that they are very comfortable with the plan as originally drafted and saw little need to make significant changes. However, there are a number of obvious technical revisions needed, like deleting references to the need to complete a plan level historical survey which is now done.

One of the more important issues which meeting participants learned about was the Department’s proposal to allow for an increase in height from 55 to 65 feet for Non-

Contributing (not historic) properties in the three blocks of Market Street between Church and Castro, which blocks have been identified as an eligible Upper Market Historic District. For these three blocks of Upper Market, most Non-Contributing properties are vacant or partially vacant sites. The staff analysis presented seemed to suggest that the variety of historic commercial buildings and architectural styles within the eligible historic district would be complimented by allowing this 10 foot height increase for the Non-Contributing properties and would not create incentives to alter or demolish the Contributing (historic) properties within the historic district. There was also mention about the height increase being consistent with the design guidelines that resulted from the Upper Market Charrette sponsored by Supervisor Dufty, especially for corner lots.

While there were questions raised by the public about the rationale for the proposed height increase on Upper Market, there was also significant concern raised about the integrity of the Planning Department’s project review process and how projects like the proposed Market and Buchanan development could be recommended for approval by Planning staff when the design so obviously violates the adopted design policies

and guidelines of the Market Octavia Plan. Concern was also expressed about the plan’s historic preservation policies and how ineffective they have been for important sites like the historic California State Teachers College at 55 Laguna Street where the City continues with the entitlement of a residential development which proposes to demolish portions of a designated National Register Historic District.

The staff also presented their historic districts map that show nearly all of the Triangle within either a Duboce Park, National Register eligible Historic District, or a larger Duboce Triangle, California Register of Historic Resources eligible Historic District. The staff also acknowledged DTNA’s advocacy for the Market Octavia Plan survey augmentation work that is currently underway and announced that this work is nearing completion. The staff also stated that they will be seeking DTNA input on the selection of an additional 200 properties within the Market Octavia Plan Area for additional historic research and evaluation. In addition, the staff noted that DTNA will seek grant funding to conduct historic survey of properties west of Noe Street that are related to the Duboce Park and Duboce Triangle Historic Districts, but were not studied because they are outside the Market

Octavia Area Plan boundary, the Plan having cut properties west of Noe out of the Plan area.

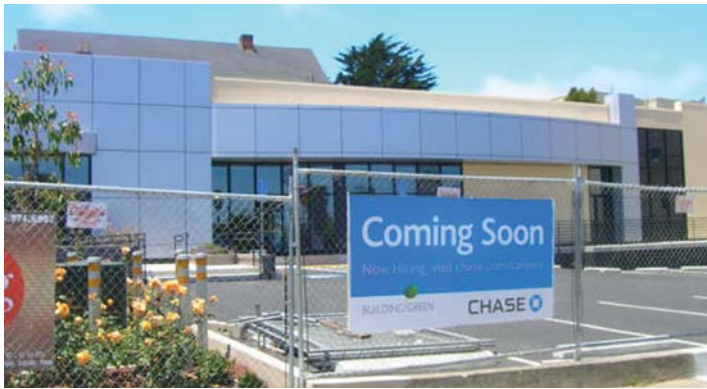
The public is encouraged to review the survey update materials and PowerPoint presentation and to provide comment to Planning staff and the Planning Commission. The plan update is scheduled to be presented to the Commission in late August or September and is expected to be adopted by the end of September and to proceed to the Board of Supervisors for approval in October. Likewise, DTNA will be studying the proposed plan update, especially the proposed change to Upper Market height limits, and will be making its position known to the Planning staff and the Commission in the coming weeks. DTNA welcomes comment from its members and Triangle residents.

For more information about the Market Octavia Plan update contact Abigail Kiefer at [abigail\\_keifer@sfgov.org](mailto:abigail_keifer@sfgov.org) or visit the Planning Department website at [www.sfgov.org](http://www.sfgov.org)

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## Chase Opens at 15th St. and Sanchez St.



*At long last the planned Chase branch nears completion*

At long last, Chase will open its bank branch at the corner of 15th and Sanchez Streets in the former home of the ICI Dulux paint store. Recall that the original bank branch was to be opened by Washington Mutual, but, as a result of the financial crisis, Washington Mutual was taken over by JPMorgan Chase.

The renovation of the existing building on the site began in early 2008 and is in the very final stages of completion. The branch is expected to open its doors for a “soft” opening on Friday August 25th and for a grand opening of Saturday September 12th. Chase reports that all

employees of the branch will be residents of San Francisco with all but three living nearby. Additionally all employees will be involved in volunteer activities with local non-profits. As an additional benefit to local non-profits, such as the STOP AIDS project, Chase will be donating \$50 to the non profit for each new customer referred by the non-profit. Lastly, this Chase branch will have a community room where local non-profits can meet, making it the only Chase branch in the state with a community space. The Duboce Triangle Neighborhood Association welcomes Chase to our neighborhood!

## Transportation Project Needs Your Feedback

Your feedback is needed! The MTA wants to hear from you on the project that will replace the old car tracks and improve the surrounding street on Church between Market and Duboce, and on Duboce between Church and Noe. The MTA has been developing detailed design sketches of the project based on the Duboce Triangle neighborhood’s community vision that evolved over the past year and a half. We have been challenging the MTA to use the existing language of the neighborhood’s street furniture and character as part of its designs. For example, we’ve asked the MTA to upgrade the historic MUNI shelter at the Duboce Park N-Judah stop and add attractive bollards that double as seating rather than add black railings and a new MUNI shelter at that stop.

Other big decisions will include the footprint and appearance of two new bulb-outs at Steiner, Sanchez, and Duboce (the wiggle). These were added to the MTA plan to improve safety at

this confusing intersection. And finally, but certainly not least, your feedback will be essential to deciding the paving treatment, seating, and much more at the completely revamped transit stop at Duboce and Church, as well as along Church to Market.

The DTNA Transportation Committee will be discussing these and other details of the street plan – did you know that the neighborhood has been awarded a grant to install public art at Church and Duboce? – at the next member meeting. Please join us and weigh in!

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## 2001 Market Street Development Moving Forward



*Revised design for 2001 Market Street responds to community inputs*

Members of the DTNA Land Use Committee met last month with the Prado Group, developers of the S & C Ford site at the corner of Market and Dolores Streets. As we reported previously, the proposal is to build a Whole Foods Store at the ground floor level, with 80 residential units above. The project is conceived as three separate buildings, to account for the different height limits and character of the surrounding streets.

The project envisions buildings of 85 feet along both Market Street and the northern end of Dolores Street. The building height drops to 40 feet near the corner of Dolores and 14th. Proposed parking would provide 65 spaces for shoppers, 60 spaces for the residential units, 2 to 4 spaces for a car share provider, and bicycle parking. Because a Whole Foods Market is classified as “formula retail”, the project will need a Conditional Use

approval from the Planning Commission.

During the meeting with DTNA, Prado Group revealed several recent design alterations. In a major change, the store entry has been moved from the mid-block of Market Street to the corner of Market and Dolores, with outdoor seating provided along both streets. In addition, the previous two entries for the residential units have been consolidated into one along Dolores Street, providing an opportunity for a small retail space at the corner of Dolores and 14th Street.

Finally, in order to reduce the apparent height along Dolores Street, the building changes character and steps back from the street at the 7th floor. In past meetings, DTNA argued for the corner entry, to better mark this prominent intersection and to take advantage of the more wind sheltered street frontage along Dolores

Street. Committee members also responded positively to the other proposed design changes.

Prado Group is also seeking a Conditional Use approval to allow for .75 parking spaces per residential unit, rather than the .5 spaces per unit allowed “by right” in the Market Octavia Plan. The developer argues that increased parking is justified because they are providing 10% more 2 and 3 bedroom units than required, and that these larger units house more people. They also take the position that a vehicle/person ratio is more appropriate than the required vehicle/unit ratio. DTNA is awaiting a traffic study to better assess this parking request. In addition, Whole Foods will provide a “spotting survey”, which should help identify how many local shoppers are anticipated, as well as the mode of transit used—walking, bicycle, public transit or private vehicle.

In other issues related to the project, DTNA requested that the inclusionary units

be provided on site, or in the immediate neighborhood, and that some transparency or translucency be provided from Dolores and Market Street into the store. Finally, in prior discussions, and reaffirmed, Whole Foods agreed to limit hours of large truck deliveries, and to develop a loading management plan to limit noise and disruptions to their neighbors along 14th Street.

DTNA appreciates that Prado Group has attended our meetings and is continuing a respectful dialog with us as well as other neighborhood groups. In an effort at further community outreach, they have a site at [www.2001marketsf.com](http://www.2001marketsf.com) with additional information, and the opportunity for additional comments and feedback.

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## Harvey Milk Recreation Center Reopens

The Harvey Milk Center for the Recreational Arts officially reopened on Saturday, June 20, with an official ribbon cutting ceremony on the grand staircase and terrace just outside the Photography Studio. Sunny weather, colorful banners, and light refreshments greeted the several hundred people attending the ceremony. Tours of the renovated building, heartfelt speeches about Harvey Milk, and activities for young people made the event fun for everyone.

The building is the lively center of many cultural pursuits in the city and houses citywide programs such as The Young People's Teen Musical Theater Company, the San Francisco Adult Free Civic Theater, and Omulu-Capoeira. The Summer Day Camp for children is currently the only active program, but a slew of different art initiatives are set to debut during the next few months. Jazz dance classes, music therapy sessions, drama programs, and the Photography Center all resume their programming this fall after being scattered around the city during renovations. Residents interested in attending programs can find more information on-line at [www.sfreconline.org](http://www.sfreconline.org).

The center boasts two new elevators, a new recording studio, and two multi-purpose community meeting rooms

that accommodate 22 or 86 people. The Photography Studio has added a digital imaging area with computers and printers. Outside, a new grand staircase leads from the main lobby to the park. The lobby itself has folding doors that open on both the Scott St. and park sides, creating an open air lobby when weather permits. New art includes a camera obscura and a glass mural etched with pictures chronicling Harvey Milk's life. A quote from one of Milk's 1977 speeches, "The American Dream starts with the neighborhoods," graces the east wall of the building.

Even with massive budget cuts to Rec & Park, staffing at the Center will have a net increase in personnel with 5.25 full time employees assigned, including a full-time director, something the community has been requesting for the past eleven years. However, 30% of the programs scheduled for the Rec Center are not currently funded, according to Manual Fernandez, Director of Music, Drama, and Dance for Rec and Park.

The \$8 million renovation was part of a voter-approved Proposition A in 2000. Planning started in 2003 with two community workshops and six community task force meetings. Groundbreaking and construction began in July 2007.

## 12th Annual Duboce Park Tag Sale, September 12



*Bargain hunters look over the hundreds of items at last year's annual Tag Sale*

Start collecting your donations! The 12th Annual Friends of Duboce Park Tag Sale takes place Saturday, September 12, from 9 am-2 pm.

Items that can be donated: books, videos, clothes, linens, furniture, kitchen items, baskets, decorative and seasonal items, sporting goods, toys, collectibles, and more. All proceeds will be used for improvements to Duboce Park.

Donations will be accepted at the Ryder truck parked in the park 5:30 pm to 7 pm on the Tuesday through Friday evenings before the event. Volunteers are needed on the day of the tag sale: help with set up at 7 am ; "salespeople"

for either the 9-11 am or from 11 am-1 pm shift; and, a recycle and breakdown crew from 1-2:30 pm

The event is fun for everyone and there are always some really terrific bargains. Our popular "hamburger stand" will again offer food, drinks, and baked goods at bargain prices.

Save the date and come on out and have fun by participating in the festivities.

If you have any questions, need help getting large items to the park, or would like to volunteer to help, please e-mail Rosie at [rosie@dubocepark.com](mailto:rosie@dubocepark.com) or Doug at [doug@dubocepark.com](mailto:doug@dubocepark.com).

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