

DEC '09 - JAN '10



# DUBOCE TRIANGLE NEWSLETTER

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

**Monday Dec 14**

**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
- DTNA Board elections
- MTA presentation--Duboce/Church Rail Improvements Plan
- Upper Market Development updates
- Trader Joe's update

Please join us!

### **DATES TO REMEMBER:**

**Tue. Dec 1, 6 p.m. to 8:00 p.m.**

Books, Inc., 2275 Market Street  
20% of all store sales go to McKinley School. Do your holiday shopping early and support our local elementary school.

**Thu. Dec 10, 6:00 p.m. to 7:30 p.m.**

**Thu. Jan 14, 6:00 p.m. to 7:30 p.m.**  
Castro/Upper Market Community Benefits District Board of Directors Meeting. NEW LOCATION: 2112 15th St. Chase Bank Community Room

**Sat. Dec 12, 10:00 a.m. to noon.**

**Sat. Jan 9, 10:00 a.m. to noon.**  
Friends of Duboce Park Volunteer Day. Contact Rose at rosegillen@sbcglobal.net or 255-8370 for more information.

**Sun. Dec 20, noon to 4:00 p.m.**

**Sun. Jan 15, noon to 4:00 p.m.**  
Rocket Dog Rescue Adoption Day, Corner of 18th and Castro Streets, in front of the Bank of America Bldg. There are many more loving animals that need forever homes due to the recession!

## **Planning Commission Agrees with DTNA on Market Street Heights**



*The height limit on the empty lot in this picture next to the Lucky 13 bar will remain at 55'*

At its October 22 meeting, the Planning Commission modified the height limits on several parcels from Church to Noe. This was the result of integrating into the Market Octavia Plan the Historic Survey recommendations, the conclusions from the newly created Historic Preservation Commission, and almost all of the proposals from DTNA.

Originally, the Market Octavia Plan proposed to maintain heights of 85 feet at the intersection of Market and Church, and to increase the height on all parcels west of Church from 50 feet ( 5 stories) to 65 feet ( 6 stories). When the Plan was adopted, however, the Historic Survey was incomplete and heights along that stretch of Market were set at 55 feet until the survey was finished and adopted. The completed Historic Survey found that this section of Market Street has many historic

structures and is eligible to become a Historic District. Most of the identified historic buildings are 1 to 3 stories in height, and located in the mid-block areas. Given this information, the Planning Department then proposed to raise the height limit for lots occupied by all non-historic buildings to 65 feet.

The DTNA Land Use Committee analyzed this proposal and found it lacking. DTNA was willing to accept increased heights at the corner lots to mark the intersections, but was concerned that increased heights on single lots in the mid-block would create a "gap-tooth" effect when tall buildings were built right next to the much shorter existing historical buildings. Examples of this are two parking lots, one next to Lucky 13 bar and the other next to Sullivan's Funeral

*Continues on page 4*

## Crime on Muni: A Problem Our City Can't Accept



*Bevan Dufty  
San Francisco Supervisor*

Crime on Muni is a problem that our City simply can't accept.

Mayor Newsom and the San Francisco Police Department can be justifiably proud that reported crime in San Francisco has been reduced substantially across most categories and that homicides are running at a 30-year low. At the same time, crime on Muni is increasing and high-profile assaults on two young riders and the YouTube dust-up between two women on a Muni bus have brought additional attention to this problem.

For two years, I have publicly called upon SFPD to honor its 2001 Memorandum of Understanding (MOU) with Muni assuring that beat officers will ride the system 2-4 times per shift. Our new Chief, George Gascon, has been responsive to these concerns and urged that we more directly focus officer time on those lines that have reported crime.

I am proud to report that as a result of my attention to the crime problem on Muni, both Muni and SFPD are renegotiating the MOU from 2001 and this new agreement will allow the SFPD to deploy resources based on crime analysis, community complaints, and driver concerns. This approach is consistent with Chief Gascon's commitment to COMPSTAT and other data-driven policing and problem solving.

I'm pleased with any effort that is real and results in a safer Muni.

To lead the fight against Muni crime, Chief Gascon has elevated John Murphy to Deputy Chief for Muni/MTA; John has a strong background in patrol.

I also want to commend Ingleside Captain David Lazar who is piloting the effort for officers to use Translink cards in their inspection rides so we generate data and accountability.

On November 4th, Captain Lazar deployed over 100 officers citywide in Operation Safe Muni. During the period from 1:00 p.m. to 8:30 p.m. officers issued 500 citations, primarily for fare evasion, and also arrested five individuals on serious warrant violations.

With the coming changes from SFPD and Muni, I am

hopeful that we are establishing a program that provides effective police presence to support the Proof of Payment officers and other initiatives to make our system safe and pleasant for riders.

In the coming weeks, I urge any Muni rider to contact my office with any reports

regarding crime on Muni. I also urge riders to contact my office when you see SFPD officers riding Muni. It is essential to have input from the public to ensure that our public transit system is safe for all of its passengers.

Phone: 554-6968; Email: [Bevan.Dufty@sfgov.org](mailto:Bevan.Dufty@sfgov.org)



**swirl**  
on Castro

wine bar spirits gifts  
books garden

**JERRY COOPER**  
owner

572 Castro Street  
San Francisco, CA 94114

ring 415 - 864 - 2262  
fax 415 - 641 - 1572

email [jerry@swirloncastro.com](mailto:jerry@swirloncastro.com)  
[www.swirloncastro.com](http://www.swirloncastro.com)

For All your  
RealEstate Needs.

**Call Me Today!**



**Kilby Stenkamp**  
**REALTOR®**

(415) 370-7582  
[kilby@vanguardsf.com](mailto:kilby@vanguardsf.com)  
[www.vanguardsf.com](http://www.vanguardsf.com)

 **VANGUARD**  
PROPERTIES



## 'Tis The Giving Season...



*Dennis Richards*  
DTNA President

As we approach the end of the year and the holiday season, I want to mention that even though the economy and stock markets have come back from their harrowing lows, our local non-profits are facing declining funding and experiencing increased demand. They need our help.

San Francisco is home to hundreds and hundreds of non-profits and it would be impossible to support all of them. However, I just want to highlight a few that I personally support and help familiarize you with their mission. I urge you to be as generous as possible with your time and money this holiday season.

There are thousands of people who choose between eating dinner or eating less and paying the rent. Hunger is an issue in our community and several organizations exist to help alleviate hunger. I have volunteered at the San Francisco Food Bank (sffood-

bank.org) which provides food for 22,000 households every week. Project Open Hand (openhand.org) meets community nutrition needs for people living with HIV/AIDS, the homebound, those critically ill, and seniors.

HIV and AIDS are still an issue more than 35 years after AIDS was first detected. The STOP AIDS Project right here in Duboce Triangle focuses on HIV Prevention, mirroring our diverse community and using multiple approaches to prevention. Maitri (maitrisf.org), also here in the Triangle, provides hospice and 24 hour care to people living with AIDS, focusing on those who might otherwise be without adequate resources or care.

The AIDS Emergency Fund (aidsemergencyfund.org) responds compassionately to the AIDS crisis by providing immediate, short-term financial assistance to help people disabled by HIV/AIDS to cover their basic human needs and stabilize their living situations.

Many animal shelters also have seen a sharp increase in abandoned and unloved companion animals due to home foreclosures and the economy. Rocket Dog Rescue (rocketdogrescue.org) saves dogs from death and finds them happy, loving homes. Older dogs by some are considered unadopt-

able just because of their age and are killed. Muttville's (muttville.org) mission is to change the way the world thinks about and treats older dogs and to create better lives for them through rescue, foster care, adoption, and hospice care.

Please remember our non-

profits this season through donating your time and resources this holiday season!



TWO TOP PRODUCERS IN ONE OFFICE!

**KATHARINE HOLLAND**  
REALTOR®  
415-437-4588  
khsf@att.net

**COLDWELL BANKER**  
RESIDENTIAL BROKERAGE

**JANIS CALLON**  
BROKER  
415-990-6688  
janiscallon@princetoncap.com

**PRINCETON CAPITAL**  
EXPERTS IN HOME LENDING

2355 Market Street (@ Castro)  
San Francisco, CA 94114

**Serving the Duboce Triangle Since 1985**

**Capri Ristorante Pizza** has been a Duboce Triangle favorite since we opened our doors in 1985.  
What gives us our staying power?

**Delicious Food!**  
Our food is tasty and fresh. Come sample our:

- Pizzas
- Pastas
- Entrees
- Desserts
- Wine

Our entire menu is available for:

- Delivery
- Take out
- Dining In

Reserve your table tonight, or call us and we'll bring dinner to you!

www.caprisf.com

2272 Market Street  
415.552.3000

www.caprisf.com

Mon-Sat: 4:30pm-11pm  
Sun: 4:30pm-10pm

*Continued from front page*



*Proposed DTNA heights on Market Street mid-block between Sanchez Street and 14th Street.*

Home, which would have seen a height increase to 65 feet. DTNA's other major concern was the large "blank walls" that would be created on the sides of those buildings, based on existing planning code limitations for treatment of side walls on street parcels.

The Planning Commission also received input from the newly created Historic Preservation Commission, which expressed concern about the historic buildings along the southern side of the Market and Church intersection. They suggested that heights on those parcels be lowered from 85 feet to 55 feet.

After a successful presentation at the Planning Commission by a team of DTNA Land Use Committee members, anchored by an architectural presentation, including streetscape design illustrations, the Planning Commission decided to raise only the corner parcels to 65 feet, leaving the mid-block parcels at 55 feet maximum.

Like DTNA, Commissioner Moore expressed concern that an increase in the mid block areas would create a 'picket fence' effect. The Commission also adopted specific design mitigation language that encourages developers to use set-backs,

design enhancements, and "living walls" for the blank sides of the new buildings.

At the Market and Church intersection, the recommendation of the Historic Preservation Commission was accepted, and heights on the southern parcels were lowered to 55 feet. In conjunction with this change, the Commission also lowered the height of the Home Restaurant site to 65 feet.

With this action, the Market Octavia Plan height limits are now finalized. As new projects are proposed in the plan area, DTNA will remain active in assessing their

impacts and adherence to the zoning requirements, plan requirements, and design guidelines. This successful effort reflects once more DTNA's capability of coming to reasoned and balanced positions and making convincing arguments to the Planning Commission. We continue to play an active role in shaping outcomes for the benefit of our community.



## Courtney's Produce

Your neighborhood store since 1969




Freshly Made Sandwiches  
& Juices Daily.

Bagels & Pastries in the Morning.

Capricorn Coffees, Cheeses,  
Flowers.

Conventional & Organic Fruits  
and Vegetables.

14th St. and Castro St.

6 a.m. to 8 p.m.

## la Méditerranée



**288 Noe St. at Market**  
(415) 431-7210



## Redux—2299 Market Street Development On The Move Again (“Hole in the Ground”)

Though it was reported in the September issue of the *Castro Courier* that the prospective developer of 2299 Market Street (Noe/16th) stated his project was on indefinite hold because of financing issues, the Planning Department notified DTNA in early November that, in fact, the full development permit application had been submitted for approval. The proposal is for an 18-unit market-rate housing development directly on the southeast corner of the Market/Noe/16th intersection. This is a highly visible location in the Upper Market/Castro for new development, so the project will set a precedent for other infill developments to come along the corridor that are promoted through the Market/Octavia Plan and the Upper Market Community Design Plan.

The news is not yet on the radar screen for most people in the community, and as of this writing it is not known what the Planning Department will expect from the sponsor in engaging with the community as the proposal goes forward through the city approval process. The 2299 Market Street project is in the early stages of DTNA's own project review process.

The design as presented earlier 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 frontage along Noe Street and 16th Street, as well as a garage entrance on 16th. DTNA's design review team made some minor suggestions which were incorporated into the draft proposal by the architect, and that team will continue to monitor design details as the project goes through the Planning Department official review process over the coming months.

DTNA has flagged several substantive issues on the development proposal to work through with the project sponsor in order for the project to fit within the community at this landmark Market x Noe location.

Rear yard – treatment/mitigation for impacts of the building's rear wall proposed to immediately abut the adjacent property's at-grade rear yard. Parking/transportation -- incorporating an appropriate on-site residential parking ratio for this very intense pedestrian and transit environment at Market/Noe/16th, consistent with NCT parking standards for all developments along Upper Market from Noe Street to downtown. Ground floor retail -- dedicated retail spaces small enough to allow for local neighborhood-serving busi-

nesses, which is the predominant pattern in the Upper Market corridor. Inclusionary housing -- inclusionary units either integrated into the project or provided off-site in an affordable development project in close proximity within the Upper Market/Castro neighborhoods, creating housing affordability diversity in the area.

2299 Market Street proposal will be the first major development project the Upper Market/Castro has seen in more than a decade. DTNA intends to conduct a thorough project review process

as we have for other development proposals farther down the Market Street corridor, and we expect to be working closely with several other stakeholder organizations to ensure high standards are baked into the final project that the Planning Commission approves.

For advertisement rates please visit  
[dtna.org](http://dtna.org)  
 or call  
 (415) 267-1821

Clean parts are happy parts.



No gasoline works better to keep vital engine parts clean than Chevron with Techron. It helps clean up harmful deposits that those lower quality gasolines often leave behind.

**TECHRON**  
The Techron additive helps clean fuel injectors and intake valves.



**Chevron**

Techron Reg. TM, for fuel additives, licensed to Chevron Products Company. ©2002 Chevron Products Company.

We welcome our neighbors from the  
 Duboce Triangle  
 Neighborhood Association

**Castro Street Chevron**  
 2399 Market Street  
 San Francisco, CA, 94114  
 (415) 621-2570



## Defining Our Neighborhood: Access Spurred Development

The Duboce Triangle area was the remote and largely undeveloped northwest corner of the Mission District until 1880. The area enjoyed

more attractive for development when the Market Street Railway began operating a shuttle service between Market and Castro and

clearing the way for costly regarding and trenching of Market Street. Cable troughs and new track were laid west from Valencia to Castro, and

ble car ride, and this neighborhood was “on the map.”

In 1895, opening of the Market Street Railway’s cross-town Fillmore Street electric line linked this area to Pacific Heights and Cow Hollow to the north, and to the central Mission District.

Opening of the Twin Peaks Tunnel on February 3, 1918, though intended to permit development of the western fringe of the city, ensured frequent street railway service along Market. Inauguration of trolley service through the Sunset Tunnel on October 21, 1928, brought direct rail service to the north side of the area. Finally, on April 5, 1941, a motor coach route was established along Castro and Divisadero, bringing frequent public transport to the western margin of today’s Duboce Triangle.

- Courtesy Victorian Alliance



*South on Sanchez from Henry St. Nov. 1922. The building in the middle left occupied what is presently the vacant lot and former Shell Station site.*

sunny weather, sheltered from ocean fog by Buena Vista Heights, and there was ample ground water for residential use into the early twentieth century. Though within three miles of East Street, now the Embarcadero, property values remained low enough to attract adventurous craftspeople, ambitious immigrants, and transplanted easterners with growing families. The amazing diversity of the area’s early population is reflected in the biographical information found in the histories of many of the homes.

On April 24, 1880, the scrub-covered slopes became

Market and Valencia. Passengers were accommodated in trailer coaches drawn by “steam dummy” locomotives built by Baldwin with upper-works styled after omnibuses to avoid frightening horses. At Valencia passengers transferred to a horse car route established in 1860 for the remainder of the ride downtown.

Commuting downtown became less burdensome on August 22, 1883, when cable car service began on Market between East and Valencia. In 1887, the two steam dummies and their trailers were temporarily replaced by horse-drawn omnibuses,

south along Castro to 26th Street. On July 2, 1888, it became possible to journey downtown with a single ca-





## Even In Winter Things Remain Active

### Maintenance Updates

The Carmelita St. stairs restoration was delayed while the construction company prepared a topographical report in mid-November to determine the allowable grade of the slope from Carmelita St. into the park. A 5% grade is normally the limit to meet ADA standards but DPW has issued a waiver that will allow a 10% slope.

A circular decorative fence, sponsored by the Pierce St. Dead Enders and similar in style to the one surrounding the playground, will be installed at the Pierce St. entrance planting circle at the same time that the Carmelita St. stairs work is done. A curb to keep sand in the playground will also be installed at that time. Signage near the Pierce St. entrance will be reinstalled with a new post and a new sign.

The Potomac St. trash bin will be replaced and relocated further into the park. A recycling bin, the first in Duboce Park, will also be installed next to that garbage can. Sunset Scavenger will monitor the problem garbage can next to the Muni stop, which is often overflowing due to the high volume of traffic and use at that location.

Five loads of dirt were used to fill low spots and holes in the lower lawn area with three more loads scheduled to be spread. These areas will



*A sunny late fall makes Duboce Park a popular place for people and their dogs.*

appear brown at first but will become green due to the extensive overseeding that was done. The large bush behind the Scott St. Labyrinth and next to the fence was removed because the area behind it became a shelter and bathroom for the homeless.

### Harvey Milk Recreation Center

The Community Open House Event on Saturday, November 14th, cosponsored by the San Francisco Parks Trust and Friends of Duboce Park Kids! was a huge success.

Inside the Center, neighbors were able to tour the renovated facility, meet the instructors, get information about classes being offered to people of all ages, and enjoy light refreshments. Live demonstrations were given by participants in the various programs. Outside, kids got to enjoy two Jumpy Houses and participate in a youth basketball clinic. Friends of

etc. through Brando, who is at the Rec Center every day from about 9 a.m.-6 p.m.

Current Recreation Center hours are: Monday, Wednesday, Thursday, 9:30 a.m.-9 p.m.; Tuesday, Friday, 9:30 a.m.-7 p.m.; Saturday, 9 a.m.-5 p.m.; and, closed Sundays. Photography Center hours are: Tuesday, Wednesday, Thursday, 3 p.m.-10 p.m.; Friday and Saturday, 11 a.m.-5 p.m.; closed Sunday and Monday. For more information on the Photo Center classes, visit [www.sf-photocenter1.com](http://www.sf-photocenter1.com).

### Friends of Duboce Park Kids!

A very successful afternoon Halloween party in the park on Saturday, October 31st, was the first formal event hosted by Friends of Duboce Park Kids! Dozens of children and some parents donned costumes, played in a Jumpy House, got faces painted and temporary tattoos applied, played inside a huge cargo parachute, and enjoyed Halloween treats.

Duboce Park had their grill going and Friends of Duboce Park Kids! had an outreach table with information about their new organizing efforts in the park.

Winter sessions and programs start in January 2010 and include programs that have been popular in the past. For more information on classes and programs, please visit [sfreconline@sfgov.org](http://sfreconline@sfgov.org), e-mail Center Director Brando Rogers at [brando.rogers@sfgov.org](mailto:brando.rogers@sfgov.org), or call her at 554-8742. Rooms at the Rec Center can be rented for family functions, group programs, birthdays,



**Tax Preparation**

**Accounting**

**Mortgages**

**Investments**

**Incorporations**

**Business Building**

**Non-Profits**

**Audits**



**W.E.L. Enterprise, INC.**  
2352 Market Street, Suite B.  
San Francisco, CA 94114  
(415) 252-7552

## “Inclusionary Housing” – Affordable Units for Upper Market/Duboce Triangle

With new major development like the 2299 Market Street x Noe proposal (“hole-in-the-ground” site) now an impending change for the Upper Market/Duboce Triangle/Castro area, it is important to ask the question: who will be able to afford all these new housing units? Will these new units provide housing for people employed in local cafes, stores, non-profits, schools, and public safety departments in our community and other neighborhoods in the city, or will the local workforce be forced to live outside of the community, even outside of the city, and commute long distances to their jobs?

As we all know, the price of both rental and purchase housing has risen dramatically in recent years. Even with the current downturn in the real estate market, the reality is that getting into an apartment or a condo is expensive. So, when new development projects in this area are eventually constructed and the units are priced for sale or rent at prevailing market rates, we can expect they will be out of reach for many lower-income and median-income people in our community. What to do...?

As one means to balance the high price of new housing, the city requires developers of projects with at least five units to provide “inclusionary housing” units that are

priced below market-rate. These units don’t look any different than a project’s market-rate units and they are scattered evenly throughout the building—they are just designated units where prices are restricted to levels that are affordable to households at certain incomes. The inclusionary units must even have the same number of bedrooms as their market-rate counterparts in a particular development. Typically, 15% of a development project’s units are required to be designated for inclusionary housing.

For condominium developments, the pricing is targeted at median-income buyers which for San Francisco equates to about \$69,000 annual income for a two-person household and about \$78,000 for a three-person household. Under the city’s current standards, the purchase price of one-bedroom inclusionary units for those median-income buyers is approximately \$222,000 and for two-bedroom inclusionary units approximately \$252,000. These prices are also calculated to account for the added cost of monthly condo fees. (See the chart from the Mayor’s Office of Housing at the Link at the end of this article). For rental-housing developments, the pricing is targeted at lower-income tenants with annual incomes of about \$42,000 for two-person households

and \$47,000 for three-person households.

DTNA has been a strong advocate for these inclusionary housing units to be incorporated into new developments proposed for the Upper Market/Duboce Triangle/Castro area—“on-site”. So far developers of projects in this area have all agreed. The city gives developers alternative ways of complying with the inclusionary housing requirement—building the below-market-rate units elsewhere “off-site”, or simply paying money to the city “in-lieu” of creating the actual housing units.

Why does DTNA advocate for the units to be built on-site? Three reasons:

1. There is a need to balance the development of new expensive market-rate housing (likely to be priced at \$500,000 for a condo or significantly higher) with more affordable housing to maintain a diversity of residents in our neighborhoods. The Upper Market/Duboce Triangle/Castro has long been a place of inclusiveness, so providing new inclusionary housing units in each development project softens the risk of the area becoming increasingly gentrified.

2. The inclusionary units on-site at median-income prices are truly affordable for many households by comparison

to what “the market” is offering in the Upper Market area. There is little better way to bring new reasonably affordable housing units to our neighborhoods.

3. In the absence of inclusionary housing below-market-rate units, there is slim chance that new affordable housing will be developed in the Upper Market community. The development sites are limited and the land is very expensive. If there was a very certain city mechanism to funnel in-lieu monies or off-site housing units production directly into an affordable housing project immediately within the Upper Market area, then that could be superior to on-site inclusionary units since the units might be rented even cheaper. However, the city’s system is not set up to lead to that kind of clear outcome. The most sure thing is to have units in each new development in this area designated for permanent inclusionary units as a dependable way to expand the local supply of below-market-rate housing.

Beyond the specific requirements of the enacted inclusionary zoning law, DTNA is beginning to push developers to create larger sized inclusionary units in order to provide for the growing numbers of households with children in the Upper Mar-

*Continues on page 10*



## DTNA Board Meeting Notes – November 9, 2009

General updates, Announcements, Upper Market News: Peter Cohen led the meeting. 9 board members were present, including two new members, Cheryl Brinkman and Eric Honda. Katy Wilcoxen took notes. Peter announced the Harvey Milk Rec Center Open House, including park activities supported by Friends of Duboce Park and Friends of Duboce Park Kids!

Agenda for December General Meeting: The board agreed the December meeting agenda will include the Duboce/Church rail improvement project and Art Commission project, Trader Joe's update and other development updates, Board election, and general announcements. The board will invite the Arts Commission to discuss the process and selection of the public art for the rail project.

Dec/Jan Newsletter articles itemized and due date set.

Membership development for 2010: The board will reestablish the membership task

force to develop a strategy for member development in the coming year, including website upgrades. The DTNA newsletter has a circulation of 3,000 distributed to each household and business within the neighborhood, as well as mailed to elected officials and city departments.

Transportation Committee report: Duboce/Church rail improvement project plan is 95% complete and fully funded. No significant changes are expected to the plan. Early involvement by DTNA Board was the key to success of this project development. Board expressed frustration with the Arts Commission process for selecting the public art for the project and that the community input was disregarded in the final selection. Feedback on the concept of creating a permanent Noe Street Plaza where the Farmers' Market operates will be sent to the Community Benefits District. Bike lanes on upper Market Street remain in the planning process.

Land Use Committee report:

Gold's Gym is in the early planning stages of an expansion which includes height increases significantly beyond zoning. DTNA involvement in the S&C Ford (2001 Market) proposal has been constructive so far. The proposal is expected to be to the Planning Commission in the next few months. Whole Foods market, part of 2001 Market plans, is preparing their Conditional Use permit application. The Land Use Committee has communicated with the developer that they need 30-40 days to review the transportation study, which has yet to be delivered. Follow up on the Formula Retail discussion includes compiling public comments from the last general meeting and publishing

those in an upcoming DTNA newsletter. Trader Joe's has not engaged DTNA in discussion of the project. The Board agreed to proactively reach out to Trader Joe's and request a meeting. The Market-Octavia CAC will be evaluating the existing list of community improvement projects currently included in the Plan. Suggestion was made that DTNA review the list of projects and prioritize these or other community improvement projects to be included in the Market Octavia Plan.

Support your  
newsletter  
advertisers

### Tom's Tree Works

Certified Tree & Power Line Clearance  
Complete Certified Pruning  
Service yard clean-up  
Pressure wash for sidewalks and decks  
Duboce Triangle service since 1990

Proudly serving our neighborhood.

Call Tom for a free estimate at 415.552.7849



## BOOKS & BOOKSHELVES

Chests of drawers, wardrobes, blanket chests, tables, chairs, etc.  
We specialize in custom bookcases.

99 Sanchez Street (at 14th Street)  
621-3761



**10%**  
off any items!

expires 02.15.09

Coupon applies to any item in stock.

*Continues from page 8*

ket neighborhoods. Inclusionary housing is an important tool to help meet the needs for housing affordability in the Duboce Triangle/Upper Market area. It certainly does not solve all of the needs—the City’s Housing Element actually shows an overall need for more

than 60% of new housing development to be affordable for people across the income spectrum! But inclusionary housing makes one significant dent in the need and is critical to helping maintain diversity of residents as we now face an era of major development activity in our local community.

## A SPECIAL THANKS TO ALL OF THE DEDICATED NEWSLETTER DISTRIBUTORS

The Duboce Triangle Neighborhood Association would like to sincerely thank the following individuals for their commitment to our very special and beautiful neighborhood through their dedicated, consistent and high quality delivery of the Newsletter. They deliver over 3000 newsletters within the Triangle. If not for the efforts of these carriers, much of what we do as a neighborhood association would not be possible. So with the season of gratitude 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 both 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.

Bob Bush, Betty Coffin, Amy Pearson, Paul Thurston, Carmella Gold, Steve Glidden, Bonnie Nelson, Betty Levitin, David Raish, Bruce Marshall, Tom Gallot, Dennis Turner, Jahan Raissi, Chris Motley, Mark Scheuer, Peter Straus, Lili Byers, Kathy Lavicka, Sherry Hood, David Paisley, Patti Cole, Dennis Richards, David Fix, Peter Cohen, Kate Brennan, Mark Paez, Ragnar Von Schiber, Jared Vermeil, Laura Cavaluzzo, Pete Craft, Erik Honda, Frederick Baumer, Brad Villers, Tim Dunn, Michael Harris, Katie Wilcoxen and David Keck.

And a special thank you to Ben Gardiner who has single handedly introduced the DTNA Newsletter to the world on the Internet through the creation and maintenance of our website. Thank you all for all you do.

- Tim Weeg

## Now forming: Friends of Duboce Park Kids!



A new organizing effort has recently been launched for Duboce Park with a focus on tapping the capacity of parents/families/kids. It is called “Friends of Duboce Park Kids!” and will function as a part of the Friends of Duboce Park organization.

There are several kids and youth-oriented resources clustered in the park, particularly at the upper end of the park—the children’s playground, the re-turfed upper Public Lawn Area (including new seating), the lowered Youth Hoops at the basketball court, the re-opened Harvey Milk Rec Center, and the learning-garden plots. And the Youth Play Area plan for the area adjacent to the playground and basketball court is anticipated to be funded and ready for construction by next summer/fall. So, there is a lot for young people to do at Duboce Park!

And that means there are also many things to care for, maintain, and improve over time. Duboce Park, as we know, is a jewel in this com-

munity because of the amazing commitment of volunteers. But FDP’s capacity is constantly being stretched as the park gets increasingly used—call it the consequence of success! That’s where Friends of Duboce Park Kids! comes in. With a constituency of park users which focuses on the facilities and play areas concentrated at the park’s upper end, we hope to increase the volunteer base and be able to spread the park community’s capacity and stewardship commitment more sustainably.

Friends of Duboce Park Kids! just co-hosted a park event on Saturday November 14th that was synchronized with the Harvey Milk Rec Center’s open house. There were two kids’ jumper houses, a basketball clinic, a hamburger stand, t-shirts and lots of smiling faces. It was a real success.

Please spread the word and encourage parents, families, kids and caretakers to sign up on the new listserve: [DuboceParkKids@gmail.com](mailto:DuboceParkKids@gmail.com)



## Duboce/Church Transit And Streetscape Improvements for 2010

The Duboce Triangle Transportation Improvement Plan (aka, the city Metropolitan Transportation Agency's Church and Duboce Rail Improvement Project) was created with the help of many of you over the course of neighborhood workshops and DTNA transportation committee meetings this past year. We're pleased to report that this vision is now closer than ever to becoming a reality. At the December 14th DTNA general community meeting, the MTA's project

at Noe "Park Stop" platform with a monumental tree at the park entrance and ornamental plantings at the seating islands.

- We are working out the details of a bollards/railing system for the safety barrier along the Duboce N-Line inbound transit platform as an alternative to the standard gray, U shaped pipes seen along much more heavily trafficked and commercial areas like Market Street. We are pushing for a design that

- We are working with MTA on the implementation details of the curb bulbouts on Noe Street that tie in with the Duboce Park Stop (one at mid-block and one towards the northern end).

- The San Francisco Art Commission has selected an artist for public art at the intersection of Duboce and Church. We are concerned that many neighbors believe that the public feedback requested by the Commission was not considered in the selection process.

- We are reviewing a proposal by MTA's operations division to replace the cyclone and wire fence around the Duboce MUNI tunnel (officially called "East Portal"). Ideally we would like to see a visually open and architecturally attractive fence using thin steel vertical posts mounted onto the tunnel wall, consistent with MUNI's identical Eureka Portal at Market and Castro.

The good news is that all of these last additions and refinements to the improvements package are now fully funded—MTA has bundled various funding sources to keep the improvements plan whole, which was a fundamental goal for DTNA through this process. MTA's project team will make that official announcement at our December 14th meeting.

MTA also expects to be back in early 2010 to talk with the community about the specifics of the construction schedule and how transit operations will be managed during that period.

Here is the current schedule, though it's subject to change of course:

- MTA's construction documents at 95% completion - October
- MTA's construction documents at 100% completion - end of 2009
- Contract Let - late 2009 or early 2010
- Construction begins - Summer 2010 or later

For more information check out the MTA's project page: <http://www.sfmata.com/cms/mproj/ChurchandDuboce-TrackImprovementProject.htm>

Finally, we'd like to extend a sincere and heartfelt 'thank you' to Kit Hodge as she transitions to new and exciting opportunities. Kit has been an amazing leader of DTNA's Transportation Committee. Her leadership and indefatigable volunteer efforts on many projects have truly benefited this community and she will continue to be an inspiration to many. Best wishes, Kit! Board member Garrin Wong will be DTNA's interim committee chair.



*Most of MTA's Rail Replacement Project will be centered at the intersection of Duboce and Church*

team will be presenting the full package of improvements. The project is now squarely in the construction documentation phase and we are working closely with the MTA, DPW, and the Planning Dept. to finalize some last details of the plans to improve the transit stops. Here are some of the highlights:

- We are working out the landscaping plan with MTA and DPW for the Duboce

would not only provide an increase in safety for pedestrians on the transit island, but would be an attractive architectural element, consistent with the city's broader design plan.

- Along with the Upper Market CBD we are working out details for a new crosswalk at the Church/14th/Market streets intersection to improve pedestrian safety crossing at Church Street.

## Chain Stores in Our Community—What’s the Right Position to Take? (Part 2)

In the last DTNA newsletter, as well as at the October general membership meeting, we explained the background of San Francisco’s regulations on chain stores (aka “formula retail”) and the “findings” that frame the public policy purpose for special treatment of formula retail businesses in neighborhood commercial districts (NCD). We reviewed the actual permit review and approvals process for formula retail businesses. In this issue, we describe the detailed criteria DTNA will use to evaluate each formula retail proposal as it goes through the city’s entitlement process.

### DTNA’s evaluation criteria

The Planning Code special criteria for formula retail applications noted in last month’s newsletter article and the additional criteria for large formula retail uses provide a lot of guidance for considering the benefits and impacts of proposed businesses. Good guidance, if it is taken seriously. So in order for DTNA to make careful and thoughtful decisions about the desirability of new chain stores in the Upper Market area on a case by case basis, we have developed thorough evaluation criteria that build on the basic Planning Code language. It is important to note that the criteria are not thresholds or absolutes, but rather a matrix of issues to consider in each situation.

At the October 19th general DTNA community meeting, the board presented this detailed criteria in a “scorecard” matrix. Our suggestions for criteria were well received at the meeting, and several good fine tuning comments came from the discussion, and have been incorporated into the matrix. Following these evaluation criteria will not make DTNA’s decisions on formula retail less challenging, but it will provide a framework for debating the pros and cons of each proposal and an analytical basis for DTNA’s positions.

[The full Matrix is available at our Web site [www.dtna.org](http://www.dtna.org)]

It is an exhaustive matrix of considerations, but it reflects how seriously DTNA takes the responsibility of taking positions on proposed formula retail uses that are in the best interests of the community. After evaluating a proposal based on these criteria, in many cases the DTNA Board will then make a recommendation to the general membership to either formally oppose or support the business locating in the neighborhood.

Improving the City’s system The DTNA Board also decided that improvements should be made to the City’s system for both approving formula retail uses and for supporting small indepen-

dent businesses so the “playing field” in neighborhood commercial districts like Upper Market can be more level.

First, propose an ordinance that would modify the Planning Code to require that the “Pre-Application” process required of commercial and residential development applications also be required for new formula retail uses. That would require the chain store applicant to explicitly notify and meet with the local community prior to submitting a CU application in order to flesh out (and hopefully resolve) issues well in advance and gain sufficient support.

Second, propose an ordinance that would modify the Planning Code to establish severe penalties and/or enable the Zoning Administrator to order the immediate closure of any formula retail use which opens prior to obtaining all necessary approvals.

Third, put forth a DTNA resolution calling upon the Planning Department and the Office of Economic and Workforce Development to do more to stabilize and assist small independent businesses which are at risk of being negatively impacted when formula retail uses are allowed to locate in neighborhood commercial districts.

And lastly, very importantly, the DTNA Board reiterated that the “right balance” of independent small businesses and chain store businesses in the neighborhood is not just a matter of regulations and approvals—local residents need to support local businesses with their shopping dollars. San Francisco’s montage of neighborhood commercial districts is indeed a special character of this city, but if the local community wants small businesses to be viable, the local community needs to commit to keeping them viable. As the old saying goes, we all need to “put our money where our mouths are.”

Buy local.

[NOTE: In the Sept-Oct Newsletter, Part 1 of this article was inadvertently truncated. The section just before the beginning of Part 2 should have concluded:

Moreover, when the proposed use is larger than the normal square foot limitations established in the Planning Code for a neighborhood commercial district, the Commission must consider additional criteria:

- The intensity of activity in the district is not such that allowing the larger use will be likely to foreclose the location of other needed neighborhood-servicing uses

*Continues on page 13*



## December 5: Major Muni Route Changes

On December 5th, Muni will implement wide ranging changes to routes across the City. Some routes will be discontinued, others changed. Frequencies on some routes will change. We list below changes to routes in or near the Triangle, (with a couple of editorial comments).

We also urge you to down-

load the brochure that lists all of the changes at <http://www.sfmta.com/cms/m1209/dec09service.htm> or to obtain a copy on Muni vehicles, from "SFMTA Ambassadors at major transfer points" and other stops throughout the City, or, according to Muni, at "at other locations throughout the City."

Route	Changes
J,K,L,M	<b>No Changes</b>
N	<b>Segment eliminated on weekends and holidays.</b> The segment of the N Judah between Embarcadero Station and Caltrain will be eliminated on weekends and holidays with no change to Owl service. (Sorry, Giants, Emerald Bowl, and Stanford Fans) Nearby Muni Service: Muni's T Third Line provides service between Embarcadero Station and Caltrain.
22 Fillmore	<b>No changes</b>
24 Divisadero	<b>No changes</b>
33 Stanyan	<b>Service hours reduced.</b> The last bus from 24th Street and Potrero Avenue will depart at 12:30 a.m. and the last bus from the Richmond District will depart at midnight.
35 Eureka	<b>Service hours reduced.</b> The last bus will depart from Castro and Market streets at 11 p.m. and will depart from Bemis Street at 11:10 p.m. (Put down that beverage, you are going home)
37 Corbett	<b>Service hours reduced.</b> The last bus will depart Parkridge Drive and Burnett Avenue at 11 p.m. and will depart Masonic Avenue and Haight Street at 11:25 p.m. (No 9:30pm movie at the Castro for you)

*Happy Holidays*

*Continues from page 12*

in the area.

- The proposed use will serve the neighborhood, in whole or in significant part, and the nature of the use requires a larger size in order to function.

- The building in which the use is to be located is designed in discrete elements which respect the scale of development in the district.

## Some Action on Former Shell Station Site

The DTNA Land Use Committee has been monitoring the state of the empty lot at 2198 Market (the former Shell Station, corner of Sanchez and 15th) ever since barrels of hazardous waste were illegally dumped there several months ago. After being contacted by DTNA, the Health Department saw to getting the barrels removed.

DTNA then contacted our area's planning enforcement officer, Kate Conner, who met with the owner, Stan Wong, to discuss implementation of the terms of his Conditional Use Authorization for the property, terms the city required after the Shell Station was demolished without a permit. The terms require that secure fencing around the lot and landscaping be installed.

The owner has rented the property as a Christmas tree lot again this season.

According to the enforcement officer, "until the perimeter landscaping and fencing is installed, we will not approve a permit for a Christmas tree lot."

As we prepare to print this issue of the newsletter, however, the tree lot is setting up, and neither the fencing nor the landscaping has been completed. We expect to see rapid enforcement of the conditions imposed in the Conditional Use Authorization in the week before Thanksgiving.

For residents, we hope that this comes into compliance quickly so that we can walk over to pick out a tree. Once the trees arrive, the only driveway for pick-up will be on Sanchez; the Market St curb cut will not be in use. So plan to pick out your tree and then pick it up on the Sanchez Street side.

## DTNA Board of Directors

### President

Dennis Richards / Beaver St.

### Vice President

Peter Cohen / Noe St.

### Treasurer

David Troup / 15th St.

### Board Secretary

To be elected

### Newsletter Editors

Betty Levitin / 14th St.

Garrin Wong / Duboce Ave.

### Newsletter Distribution

Tim Weeg / Henry St.

### Board Members

Tim Dunn / Boynton Ct.

Carmela Gold / Henry St.

Curt Holzinger / Henry St.

Mark Scheuer / Scott St.

Brad Villers / Market St.

Cheryl Brinkman /

Germania St.

Erik Honda / Henry St.

DTNA is a 501(c)3 non-profit  
San Francisco Organization.

2261 Market Street, PMB 301,  
San Francisco, CA 94114  
Phone: (415) 267-1821  
[www.dtna.org](http://www.dtna.org)

Hours: Tuesday through Saturday

10:00 am to 5:00 pm

Appointments recommended

**San Francisco**  
  
**Pet Grooming**

209A Sanchez St. at Market St. (415) 861-0111



"We Create Solutions."®

[www.sterlingbank.com](http://www.sterlingbank.com)

### Lily Chow

Assistant Branch Manager

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

## Print & Ship

Print & Ship prints this newsletter for the  
DTNA. We appreciate their excellent  
printing and fair prices.

1586 Market Street / (415) 552-4826



## 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

Mail to:

Treasurer

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

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Annual Membership dues:

- ☐ Regular ..... \$ 20
- ☐ Business ..... \$ 35
- ☐ Patron ..... \$ 35
- ☐ Benefactor ..... \$ 60
- ☐ Angel ..... \$ 100