

OCT - NOV 2013



# DUBOCE TRIANGLE NEWSLETTER

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

**Monday, October 14, 2013**

**7:00 to 9:00 pm**

## PUBLIC MEETING

CPMC/Davies Hospital, Gazebo Room  
(outside, ground-level entrance from  
plaza between North and South Towers)

### MEETING AGENDA:

- Meet your neighbors (7:00 - 7:30)
- Office of Sup. Wiener update
- 2198 Market St Development:  
Come hear Greystar outline their  
revised program and changes  
requested by DTNA and EVNA
- Potential upgrade plan for Swedish  
American Hall

### DATES TO REMEMBER:

Sunday, October 6, 11 am-6 pm  
Castro Street Fair, Castro St., Market St., 18th St.  
2013 marks the 40th anniversary of this popular  
event, which usually features SF's glorious "in-  
dian summer" weather. (Cross your fingers!)

Saturday, October 12, 10 am-noon  
Friends of Duboce Park Volunteer Day. Contact  
Rose at [rosegillen@sbcglobal.net](mailto:rosegillen@sbcglobal.net) or 255-8370.

Tuesday, October 22, 7pm  
Castro Community on Patrol (CCOP) celebrates  
their 7th Anniversary at Magnet, 4122 18th  
Street.

Saturday, November 9, 10 am-noon  
Friends of Duboce Park Volunteer Day. Contact  
Rose at [rosegillen@sbcglobal.net](mailto:rosegillen@sbcglobal.net) or 255-8370.

Wednesdays, 4-8 pm  
Castro Farmers Market, Noe St. between Market  
and Beaver. Come hobnob with neighbors and  
shop for farm-fresh produce, artisan meats and  
cheeses, and more.

## Planning Department Orders Report on Formula Retail



*A strong preference for local retailers has been established in neighborhoods throughout the city*

If Starbucks and Chipotle taught us anything, it's that our neighborhood has multiple opinions about chain stores ("formula retail").

Community members who have attended Commission hearings know well the arguments that are made by either side. Those supporting formula retailers cite consistent quality of product, job creation, and financial contributions to community organizations. Those opposed draw attention to the increasing retail rents that result, pressure upon local businesses, the conformity of building design, and the diversion of expenditure (money in the

till) away from the local economy. The debate continues.

One question has surfaced repeatedly over the years – how much formula retail is enough? In achieving a balance between formula and local retail, one strategy is to implement restrictions that make it harder for chain stores to get approvals.

Several months ago, DTNA's proposed formula retail controls were adopted by the Planning Commission for the Upper Market Neighborhood

*Continues on page 8*

City Hall Update



Scott Wiener  
San Francisco District 8  
Supervisor

Safeway Recycling Center Closing

The recycling center at Market and Buchanan on the corner of the Safeway lot has been served a notice to vacate and is slated to close in early November. Since I first came into office, I've been pushing Safeway to close this center, but we still need to ensure there are effective options for recycling. In addition to our successful curbside program, I'm engaging with the Department of the Environment on their implementation of a more dispersed model of redemption (for example, reverse vending machines) so that people can still redeem cans and bottles without overly impacting any one neighborhood.

Castro Street Project Approved

In August, the MTA Board officially approved

the Castro Street Redesign Plan, which means that the project to widen the sidewalks, make over Jane Warner Plaza, build bulb-outs and make other design improvements to Castro Street will move forward. This project will make our already iconic Castro Street an even better place to live and visit. Construction is set to begin this coming January and be completed by next year's Castro Street Fair.

Double Parking Hearing

Double parking disrupts traffic, blocks bike lanes, and causes delays on our transit lines on busy commercial corridors and neighborhood streets. Yet, little enforcement occurs outside of downtown, no matter how disruptive. I've called for a hearing on this issue and have asked MTA to report on city policy on double parking, explain current enforcement practices, detail how double parking disrupts traffic, and report on citation statistics.

Working to Expand Bike Share

In August, the Bay Area Bike Share pilot program of 350 bikes (soon to be 500) at 35 stations (soon to be 50) launched in the downtown core of San Francisco. While this pilot launch is great news, I want to keep the focus on bringing the program citywide, so that residents from all

neighborhoods can access the service. I'll be holding a hearing in October on plans for expansion and will continue to work with city and regional agencies to bring bike-share to the whole city.

Improving Our Streetlights

Over a year ago, I held a significant hearing on the state of our broken streetlight system, where the public learned about the poor condition of our streetlights, including the large number of burned out lights and the

long period of time it takes to replace them. At last year's hearing, PG&E, which is responsible for 40% of our streetlights, committed to increasing investment in streetlights and improving repair times. I'll be holding a follow-up hearing soon to see what improvements have occurred.

Scott Wiener represents District 8, including Duboce Triangle, on the Board of Supervisors. More information at [www.scottwiener.com](http://www.scottwiener.com).

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Will Limited Parking Really Lead To Fewer Cars?



Pat Tura  
DTNA President

The new Upper Market landscape continues to unfold as cranes come down and buildings emerge. With the recent unveiling of 2001 Market St and 2200 Market St, these two buildings represent a total of 107 new units and almost 35,000 sq. ft. of new commercial retail space. More housing, more businesses, but will there be more cars?

The planning commission approved over 500 apartments with mandatory limits on parking and, most recently, requirements for bicycle parking. These policies are intended to reduce the number of new, privately owned cars in the neighborhood. However, neighbors are now wondering what the City is doing to enable the actual reduction of cars.

We have not seen any policy put in place to by the City which would enforce these policies. Should the residents in those new building who were not granted parking be allowed to buy parking permits ("S" stickers) for on-street parking on the inner blocks of our neighborhoods? I do not believe this was the intent of limiting parking; to turn around and issue more \$109 parking permits. If that happens, these residents will only increase demand in a neighborhood already overstressed with commercial and residential parking. We think it unlikely that a \$109 annual

permit fee will deter new residents of these expensive luxury apartments from owning one or more cars and competing with existing residents for scarce street parking.

MTA has not taken any steps toward implementing any prevention policy and in fact has offered only resistance to this notion. The separate tracking and distribution of permits for these new buildings would add administrative cost and would be an added process to their current system. A Parking Code amendment that would allow specific buildings or addresses to be individually ineligible for neighborhood parking permits would also be required. Such a rule could be applied automatically to post 2012 buildings with less than 1:1 parking ratio.

While the City has been quick to install smart parking meters to maximize financial gains in commercial districts, it has been slow to respond to neighborhood residents who initially supported the idea of getting more private automobiles off the streets. Fewer cars came with the promise of less congestion and safer conditions for pedestrians.

I urge you to act now on this issue if you supported the policy of less than 1:1 parking ratio. I suggest you write the MTA and Supervisor Wiener and ask them to act now. Supervisor Wiener has been open to discussions on this matter and has engaged with some members of the community. We need wide support to adopt a policy that would actually help us achieve the goal of reducing cars on our streets.

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# Castro/Upper Market Retail Study

When it comes to chain stores locating in SF neighborhoods, there is more to the equation than supply equals demand. Deep-pocketed corporate retailers are often well-positioned to afford the City's steep rents, but the full effects of allowing such retailers to locate in San Francisco are not entirely understood.

Here in the Castro/Upper Market Corridor, chain store retail is certainly a discussion piece. Recent proposals by Starbucks and Chipotle seemed to polarize neighbors around the issue. What's missing from the conversation thus far, however, is a more sophisticated look at how our neighborhood is unique, and what new retail it can benefit from.

In addition, large buildings in our neighborhood are sprouting up left and right, but most of the ground floor retail space remains unspoken for. Who will occupy these spaces? Where will new residents shop?

The Study, initially proposed by DTNA in December 2012, was shelved due to lack of funding. But pressures on our neighborhood's retail environment remain high, and only increase, as new, vacant retail spaces come online. The time to create a retail strategy for the area is now, and a study informing our approach may soon become a reality.

The Castro/Upper Market Community Benefits District(CBD) has taken a lead amongst neighborhood organizations, anchoring a significant financial contribution of \$15,000.

The CBD's Board, unanimously authorizing the funds at a September 12th meeting, had a lively discussion about the neighborhood's future – there is consensus that the area can benefit from increased focus on the retail corridor's future, but there is less agreement about how best to develop a strategy moving forward. Acknowledging that the Retail Study is an excellent first step, and with CBD as a partner in the Study's process, a commitment was made to get it started.

While the contribution is to date the largest single commitment to the Study, fund raising efforts continue. In collaboration with Supervisor Wiener, and potentially with support from the Mayor's Office of Economic Development, CBD funds will only become available if their contribution is leveraged with matching funds. The Study has roughly a \$50,000 price tag.

One most important part of the Study is that it is envisioned as a collaborative, neighborhood effort. CBD's involvement is cornerstone to the process. The Eureka Valley Neighborhood Association (EVNA) has participated since the early planning stages. Conversations continue with MUMC about their involvement.

A plan is only as good as the people who implement it, and that is why the Study requires widespread support from local retailers, neighborhood groups, and City government. Their input will be coordinated through a technical advisory group, where leadership from the neighborhood will guide the Study's development.

A detailed description of the Study was provided in our February/March newsletter, but for summary here key elements include, (1) a leakage study, to understand for what

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# Debate Continues Over Greystar Development at Sanchez and Market

In our last issue, we reported on plans for the triangular lot at the corner of Market and Sanchez (2198 Market) where the Shell Station used to be.

On September 26th, DTNA had a meeting with Greystar, the developer, to address concerns that are shared by DTNA and our partner organizations, including the Eureka Valley Neighborhood Association (EVNA).

The meeting was too late to report on for this newsletter. DTNA will report out at our October 14th General meeting, where Greystar will be presenting.


The neighborhood groups have three main concerns:

1) On-Site Affordable Housing: Prior to the meeting Greystar had been unwilling to budge on the neighbors' expectation of affordable housing included on site. The recently passed Proposition C reduced the required percentage of affordable housing from 15% to 12%, but Greystar has been unwilling to provide even that, preferring to pay a fee for housing to be built in other neighborhoods. The neighbors believe that mixed-income developments are an essential part of nurturing and maintaining our neighborhood culture.

2) Non-discrimination Policy: Concerns have been raised by a number of neighborhood and civic groups that Greystar (based in South Carolina) does not have a nationwide non-discrimination housing policy that includes LGBT people. They only include such a policy in their rental policy if it is required by local law. The neighbors believe that any new neighbor should start from a position of respect and equality when they look to put a foot down in the Castro and should take a position of leadership nationally to include the policy wherever they manage or build property.

3) Design: Greystar has engaged local architects, Heller Manus, to design the building, and the architects have met several times with a committee of architects from local organizations including DTNA, the Castro Area Planning and Action coalition (CAPA), and the Castro Community Benefit District (CBD). The committee has presented a list of recommendations for design changes to better fit the neighborhood and to more completely comply with the design standards of the Market Octavia Plan and the Upper Market Design Guidelines.

Please attend the October DTNA meeting (Monday, October 14th, at the CPMC Davies Gazebo at 7:30 pm) to get a full accounting of the current state of discussion on these and other issues, to hear from both DTNA and Greystar, and to add your voice to the debate. See you there.



# Its Time.

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If you have ever considered giving Jesus another chance ... its time.

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Duboce Park Update

**Maintenance Update**  
Acting Park Services Manager Adrian Field reported that there has been “a very slight recent uptick in homeless camping at the top of the stairs” on the landing just outside the Center lobby on the park side of the building. Transient camping around the Rec Center has been minimal recently after being a major problem for months, e.g., leaving trash and graffiti behind and causing damage to the Rec Center windows and planted areas around the Rec Center.

Field also reported that there’s “evidence of repeated overnight activity in the swale area” beside the blue house next to the park at the end of Pierce Street. Rich Hernandez, the park gardener, met with the SFPD park jeep patrol and informed them of the camping and sleeping in the swale.

Shrubs behind in the Scott Street Labyrinth area were pruned back and rocks were placed next the fence line to reduce sleeping in that area by making it uncomfortable to lie there.

Hernandez continues to work on the irrigation system in the park in an attempt to reduce water run-off. No new trees for the park are planned for the immediate future, but planting will probably resume next spring. The skate stops to deter illegal skateboarding on Rec Center curbs and walls are now available and just need installing. Field said he recently sent a reminder to the structural maintenance department about this.

**Wet 16<sup>th</sup> Annual Tag Sale on September 21**  
An unexpectedly strong rainstorm hit San Francisco and Duboce Park at about

9:45 a.m. and continued until 1 p.m., spoiling what promised to be the most successful Friends of Duboce Park (FDP) Annual Tag Sale ever. There were so many donations the week before the event that organizers had to use neighbors’ garages for temporary storage until the event. Many people commented on how cheerful both the volunteers and shoppers were in spite of the rain during the event.

Total sales this year were just over \$2,000, about a 40% drop from last year. Because expenses are so low for the

event, a profit was still made. Organizers were hoping to gross \$4000 this year and were thankful that many serious shoppers showed up right at 9 a.m. and purchased many of the better items before the storm hit. Organizers ended the event at 1 p.m. instead of the planned 2 p.m. Ironically, the rest of the day turned out to be quite nice. Many of the better items that were not sold were taken to neighbors’ garages to be stored until next year’s tag sale.

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My weekly e-mail newsletter on mortgages and macroeconomics is read by more than 20,000 people in the U.S. and I am one of your neighbors. My rate forecast has been published every week for the last 8 years on Bankrate.com. I have been doing mortgages for over 20 years.

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Crime Report

The number of bike thefts in San Francisco is skyrocketing as cycling becomes a more popular form of transit. An estimated 4,000 bicycles (that’s eleven per day), valued at \$4.6 million, were stolen in 2012. Three times more bikes were stolen than iPhones last year. A report from the city’s Budget and Legislative Analyst found the bike theft is up 70 percent since 2006.

Police recovered 864 bikes last year. They keep them in a warehouse for about 120 days before auctioning or donating them to charity. SFPD is looking to team up with non-profit SF SAFE and the San Francisco Bicycle Coalition to create a no fee, voluntary bicycle registry that can be used to reunite recovered bicycles with their owners. The voluntary program may be up and running by the end of the year. The best deterrent to bicycle theft is properly locking your bike with a U-lock rather than with a cable lock, which can easily be cut.

Officer Matt Friedman from Park Station has an anti-bike theft Twitter account, @SFPDBikeTheft, which tweets photos of recovered stolen bikes and mug shots of suspected bike thieves. The response to that Twitter feed “has been overwhelming...and has exploded” with people also reporting thefts in progress and location of “chop shops.”

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

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DTNA, 2261 Market St PMB 301, SF, CA 94114 (415) 295-1530  
[www.dtna.org](http://www.dtna.org)

Effective crime fighting is a community effort. We can all reduce illegal activities and quality-of-life issues in the Duboce Triangle by reporting all crimes and suspicious behavior by calling 9-1-1 if a crime is in progress or the SPPD non-emergency number, 553-0123, if it is not. Capt. Corrales at Park Station said that 90% of graffiti citations result from citizens reporting graffiti in progress. Some residents apparently do not always report crimes, such as theft from automobiles or stolen bicycles, because they feel that reporting the crime won’t matter or “won’t do any good.” SFPD analyzes and assigns officers based on reports that are made.

Castro Community on Patrol (CCOP) celebrates their 7<sup>th</sup> Anniversary on

Tuesday October 22 at 7 p.m. at Magnet, 4122 18th Street. CCOP is a volunteer group of regular people who dedicate a few hours every month to keeping our neighborhood safer. It was founded in late 2006 following some violent assaults in and around the Castro neighborhood. As a grass roots safety project, CCOP partnered with then Supervisor Bevan Dufty and Chief of Police Heather Fong. With the assistance of SF SAFE and the support of State Senator Mark Leno and many members of the Castro community, CCOP became a reality. To receive CCOP’s excellent weekly crime report, contact [info@castropatrol.org](mailto:info@castropatrol.org). The reports include almost all criminal incidents in the Castro and in the Duboce Triangle as far north as Duboce Avenue.

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Planning Department Orders Report on Formula Retail

Continued from page 1

Commercial District. The goal – to establish an appropriate level of concentration of formula retail. The result – a policy where the Planning Department recommends disapproval to the Planning Commission when a proposed chain retailer would bring the local concentration of chain retailers over 20%. The Commission then has the ability to approve or disapprove the application.

DTNA pursued such a policy because it believes formula retail controls should be implemented to encourage a chain/local balance, rather than impose an outright ban. The policy has brought a lot of attention to the issue of formula retail controls.

Today at City Hall there are eight new legislative proposals for how to restrict formula retail, proposed for areas such as Hayes Valley and Mid-Market. In some places a new ban is proposed and in other places an existing ban is proposed to be continued and expanded upon.

Needless to say, chain stores are calling foul. But according to the Planning Department, since 2004 a total of 70 out of 93 chain businesses proposed have been approved by the Planning Commission: Over three quarters of proposed chain stores are approved.

The Planning Department, unexcited about the prospect of implementing a different chain store policy for each neighborhood, has commissioned a report to better understand the economic implications of formula retail uses.

A better understanding of the economic impacts of chain retailers is long overdue. A proposed scope of work outlines neighborhood case studies, the analysis of impacts to local retailers, a look at policies around employment benefits, and a re-evaluation on the current definition of “formula retail”

– currently any retailer with more than 11 outlets nationwide. A potential goal of the report is a citywide policy.

Given the opportunity to provide comment on the proposed study, DTNA co-authored a letter with community leaders representing neighborhoods such as Valencia Street and Hayes Valley. In short, it shared a concern for both the report’s dramatic underfunding and the opportunity for an ill-defined scope of work to become a carte blanche for a highly political platform.

After years of community outcry from neighborhoods throughout the City, a strong preference for local retailers has been established. It would be unfortunate for an underfunded consultant to undermine such broad-based concern with the finding that formula retailers are in fact, economically benign. After all, the character of our neighborhoods cannot always be quantified through strict economic terms.



Examples of large international brands that are not considered to be formula retail under the current definition



Development News

With cranes swinging across the skyline a daily “entertainment,” it hardly seems that few unstarted projects are left to bring up to date, beyond the projects highlighted in each issue. But a few things remain...

**376 Castro:** Fully entitled and ready to go, the project appears to have come to a full stop. Rumors abound as to what has put the brakes on this project slated for the iconic corner of Castro and Market. Suffice to say that the gas station is still there and that the developer is still negotiating its departure. Clearly nothing

can move forward until that happens. The property is listed for sale on Cityfeet.com, but the developer says that the listing is not authorized.

**Local Retail in New Developments:** We have been hearing that local businesses that have called about the small spaces on the Noe Street side of the Icon/Bank of the West building have been quoted \$10/ square foot/month. We’ll keep an eye on this trend which might be viewed as discouraging local small business.



Small space for lease on the Noe Street side of the Icon/Bank of the West building



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## Local Take

With all the City-wide to-do over formula retail (chain stores) and our local struggles to limit them as well, we sometimes forget to celebrate and patronize the local businesses that provide the anchor and flavor of our neighborhoods, and provide the impetus to resist its corporatization.

One new addition to the local landscape is hard to miss, though, because it seems to encapsulate everything we're struggling to save and celebrate about local businesses.

It is called "Local Take" and it's moved into a small

storefront right behind the F-Market stop at Castro and Market. It is the brain-child of two local artists, Kyra Brown of SOMA and Jenn Meyer, who lives on Waller Street, on the border of the Lower Haight and Duboce Triangle, and who reads our newsletter religiously (Hi Jenn!).

Both "makers" themselves, they wanted a place to showcase the amazing artistic talent of the Bay Area, with a focus on wearable and usable art and housewares that celebrate the neighborhoods of San Francisco.



Kyra has been making "Hi", and support your local custom belt buckles for artists and neighbors. over ten years, while Jenn has been screenprinting and appliqueing tees for Local Take is located at 3979B 17th Street. the whole family for about four years. Stop in, say

## Board Elections Coming in December

Reminder: 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. Current DTNA Members who have been members for 30 days will be able to vote for the recommended slate, or make individual selections, at their option.

DTNA is always looking for new volunteers interested in getting more involved with their neighborhood association. If you have an interest in serving on our board, have an interest in land use or transportation issues, or have an interest in getting involved with DTNA in other ways, please speak with DTNA President Pat Tura or any board member at our October 14th meeting, or leave a message at 415-295-1530, for more information.

## Castro/Upper Market Retail Study

*Continued from page 4*

businesses residents leave the neighborhood, (2) customer surveys, to learn where customers come from, how they get here, primary purpose of visit, etc., and, (3) a comprehensive retail inventory, which will help track vacancies from year to year.

The Study will help guide a retail strategy for the corridor, including a plan for new retail space and a way to encourage small businesses to

locate here.


DTNA looks forward to working with other community groups to give our neighborhood retail the level of attention it deserves.

[Issues of the DTNA Newsletter are available at <http://www.dtna.org/newsletter.html>]

Our August General Meeting was cancelled. General Meeting Notes will resume in our December-January issue.

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10am - noon

**Where: Duboce Park**

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- facepainting
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- activities

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coremassage4men.com  
malepelvicfloor.com

**Jeff Gibson 415-626-7095**  
65 Guerrero #7 @ Duboce corebodywork@gmail.com

## 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](http://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 \_\_\_\_\_

Mail to:

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