Our Neighborhood Hallmarks
By Dan Risman Jones, Board Member of EVNA

Long before the great social changes of the 1960s and 70s, back when Eureka Valley was still just a quiet working-class neighborhood, the Castro Theater and Cliff’s Variety Store were already pillars of the neighborhood. Doors apart, they are two of our most beloved neighborhood hallmarks and have each celebrated important birthdays recently, 90th & 75th respectively. As local family-owned businesses that have survived for generations, they have both shaped and been shaped by our ever-changing neighborhood.

As younger members of a newly immigrated Lebanese family, the Nassar siblings (continued on page 4)

39th Annual Castro Street Fair
By George Ridgely, Executive Director of the Castro Street Fair

The 39th Annual Castro Street Fair is Sunday, October 7th from 11:00 AM to 6:00 PM. (continued on page 2)
Organizers are thrilled to once again have the Castro/Eureka Valley Neighborhood Association as a beneficiary. In 2011, the Castro Street Fair raised and distributed more than $80,000.00 to 35 local non-profits; including more than $1,600.00 to the Castro/Eureka Valley Neighborhood Association. To register as a volunteer for this year’s Fair, and to help raise money for your organization, visit the Beneficiaries and Volunteers page at www.castrostreetfair.org.

Founded by Harvey Milk in 1974, the Castro Street Fair is an annual celebration of the neighborhood – with multiple stages featuring local bands and DJs, as well as great food and drink and hundreds of arts, crafts and community organization exhibitors. This year’s theme is “County Fair” and many sponsors and exhibitors are planning activities in the spirit of this Americana tradition. The fairgrounds include Market Street between Noe and Diamond, Castro Street between 16th and 19th, and 18th Street between Noe and Diamond. No Parking enforcement begins at 3:00 AM on the day of the Fair. Details regarding the event, including street closures and contact information can be found at castrostreetfair.org or via email at info@castrostreetfair.org.
The CAFÉ is committed to ensuring that the Castro has a vibrant and active nightlife and a peaceful neighborhood.

All who live, work and play in our neighborhood deserve a positive and healthy community.

We are proud to help set the tone for working in partnership with fellow businesses, neighborhood leaders and residents.

It’s about respect. It’s about partnership. It’s about fun.
(Neighborhood Hallmark from page 1)

became fruit peddlers after arriving in the U.S. in 1901. One child, Albert, broke the mold to also become a candymaker. They opened their fruit stand and candy store in 1905 at 4129 18th Street (currently Walgreens Pharmacy). Candy sales received a boost when the Nassar family broke into the movie business. They figured that nickelodeons (movie theaters that charged a nickel) were the best place to market confectionary goods. Their first small theater, opened in 1907, as the “Liberty Theater” at Collingwood and 18th no longer stands. The same year they opened their second theater, “The Castro”, at 450 Castro Street where the present-day “Body” is located.

The Nassar family’s business experienced a boom with the expansion of the movie industry, and they built “The Castro II” in 1910 at the present-day location of “Cliff’s Variety Store”. In 1922 their third theater, the “New Castro”, opened its doors and became an instant sensation. It quickly got renamed “The Castro” and the old theater was closed and reopened as the Bon Omi Variety 5c & 10c store.

The success of the Castro Theater was the start of a local movie empire for the Nassar family. They went on to own a movie distribution network and 12 Bay Area theaters in the 1940s, including the Oakland Paramount. With the changing movie scene, they were able to acquire a movie studio that brought us beloved shows such as “I Love Lucy,” “The Lone Ranger,” “Mr. Ed” and “The Beverly Hillbillies.”

Just down the street from the Castro, Hilario DeBaca opened a small variety store at 545 Castro (currently occupied by “Best in Show”) in 1936. The store was named after the oldest son, Clifford. By 1942 the store had outgrown its original location. A doubling of the store’s size was accommodated by moving to 515 Castro Street. In 1946 the eldest son, Ernie, who v/fwas an entrepreneur and an all-around repairman, joined the operation. Ernie instigated the beginning of the first children’s Halloween costume contest. In 1979 this tradition ended as the new Castro Street Halloween celebration took over.

When Hibernia Bank (presently the Bank of America) decided
to demolish its building in 1960, Cliff’s moved to their next location at 495 Castro Street (now occupied by Posh Bagel). By now Ernie’s grandson (also named Ernie) entered the family business. In 1971, rent on their building tripled due to the changing neighborhood demographics. When the Variety store at 479 Castro Street, Bon Omi, went out of business and the building went up for sale in 1971, the family jumped on the purchase and moved into their present location.

Over the next several years, Cliff’s became the first straight-owned business to hire openly gay workers. They were able to expand when the next-door store became available to lease. They later were able to purchase the building and renovate it into its current form. During the dot-com boom they were able to leave their low-end 5c & 10c reputation behind and enter a higher-end market. Today, Ernie’s eldest daughter, Terry, continues the family tradition of operating one of the oldest family-run businesses in San Francisco.

For more in depth history on both businesses, please visit their respective websites at www.castrotheatre.com and www.cliffsvariety.com.

Support your local neighborhood association, advertise in Castro/EVNA’s newsletter!

Eureka! is distributed to 2,000 addresses in Castro/Eureka Valley; generally, Sanchez to the East, Liberty/20th to the South, Eureka to the West and 16th to the North and to civic, planning and community leaders across the city.

2012 Advertising Rates:

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Contact Alan.Beach@EVNA.org if you’d like to advertise.
Neighbors' Faves!

Neighbors share some of their favorite things and places in the Castro/Eureka Valley.
To submit your Fave, e-mail evna.org. This month Diane Termini shares some of her Faves.

5 Star Truffles

One of the best Vietnamese Restaurants in San Francisco is located in our neighborhood. It is located on 18th Street at Hartford and it is called Zandin. I highly recommend the chicken noodle soup. Hint: ask for it with veggies, even though it is not on the menu. All dishes are fresh and the service is excellent.

Santos

A heavenly pairing: creamy rich hot-chocolate and a complimentary decadent truffle. Santos makes everything in his store from scratch, daily. It is called 5-Star Truffles and it is located on 18th and Collingwood. The caramel is my favorite. They are addicting!

Junglered

Need a new hair style? Head to Junglered on 18th and Collingwood. My pick for the best hair salon in the Castro. Whether it’s a cut, color, or Brazilian Blow-out, the stylists there will leave you looking Fabulous! They are all professional and very friendly. My girl is Alandria. They also feature work from local artists.

Visit Artists in Eureka Valley and the Castro this October!

By Lindsay Barrick, Associate Director of Communications & Operations of ArtSpan

Artists in Eureka Valley and the Castro will open their doors to the public during the 37th annual SF Open Studios on October 27 & 28. Artwork, in a vast range of styles and mediums, is for sale, but much more than an exchange of goods takes place. Perspective, inspiration, and ideas are shared, creative processes are divulged, and the appreciation of a life devoted to art is doled out. Explore your neighborhood to uncover the rich artistic talents hidden just around the corner!

Check out SF Open Studios artists (and more!) in Eureka Valley and the Castro. Kenneth Leaf (Sharon at 15th) creates alabaster sculptures in shapely, fluid forms, while Takashi Ishii (Landers at 14th) produces whimsical paintings featuring bright colors, uplifting imagery, and dream-like compositions. Elena Rokas (18th at Eureka) explores conceptual themes in her large, colorful acrylic paintings. Don’t miss Ruby’s Clay Studio on Noe at 18th, where Denise Stukas fires raku ceramics with complex copper glazes that are both captivating to behold and functional. Also at Ruby’s, Jane B. Grimm’s ceramic and mixed media wall sculptures take on meditative and organic forms.

A non-profit in the Castro, Ruby’s Clay Studio offers ceramic classes for all levels. Learn more at www.rubysclaystudio.org.

SF Open Studios runs from October 13 to November 4 in over 800 artist workspaces across the city. See a preview of these artists works at the SF Open Studios Exhibition at SOMArts Cultural Center, 934 Brannan or search for their online...
UPPER MARKET DEVELOPMENT ROUND-UP

By Steven Huang, EVNA Planning Committee member

Have you been noticing the construction activities in our neighborhood? We certainly have. Once a month, EVNA’s Planning Committee meets to discuss the many planning and construction projects that affect the neighborhood’s streetscape, housing stock and local storefronts, as well as its visual appeal and historical nature.

Given its accessible location, beautiful architecture, unique culture, and thriving businesses, Castro/Eureka Valley and Upper Market areas continue to attract new residents and visitors. In response, existing homes are being expanded or replaced, new businesses are opening up, transportation improvements are being planned, and new development projects are forging ahead. While we relish the vibrancy of our neighborhood, the goal of the Planning Committee is to ensure that elements that make this neighborhood great, such as its historic architecture, attractive landscaping, welcoming atmosphere, local businesses, etc., are preserved while accommodating an appropriate amount of growth.

Currently, the Planning Committee is focusing on the following issues: (also see the local development chart page 7)

1. Major Development Projects: more than 450 condos and apartment units and more than 60,000 square feet of new retail space are being planned and constructed on Upper Market Street between Buchanan and Castro Streets, including the conversion of three gas stations. We have been reviewing some of the 7 major projects and negotiating with the project sponsors for better design and public benefits. In some cases we either endorse or oppose projects.

2. Historic District: we are initiating a planning process that could eventually designate parts of our neighborhood as an historic district. Such a designation can help maintain the neighborhood’s rich heritage while clarifying for property owners what façade improvements are allowable for each building. Some homeowners may be able to enjoy tax benefits as well. The first step is to compile the “context statement” about the neighborhood’s history.

3. Existing Home Alteration: we review notices for planned major building alterations and help neighbors communicate each other’s concerns and reconcile those concerns and needs. Currently we’re developing a form that neighbors can use when attending pre-application meetings.

4. Future Planning: one of our newer initiatives is to obtain grants for improvements we need in Castro/Eureka Valley, such as public art, historic preservation, bicycle facilities, etc. We will be surveying residents, property owners, businesses, and visitors to identify priority areas for improvements.

Are there other issues on which you think EVNA’s Planning Committee should spend its time? Let us know! Please attend one of our meetings, which are usually the first Wednesday of the month at 7PM. See our website for the latest meeting information at evna.org. We’d love to have you join us!
Does the Castro Need Another Bar?

EVNA’s board voted unanimously to oppose the application of a group hoping to open a bar in the recently closed mirror store in the 2300 block of Market. The bar would be called Jamison’s Roaring Donkey. The owners have applied to have a liquor license transferred to the site.

Our opposition stems from the feeling that not only are there sufficient options to drink in the Castro/Upper Market neighborhood, but that converting a local business that has served the public during the day into a bar that is only open at night would have a negative impact on other businesses. It would also set a precedent for others hoping to do the same.
San Francisco Landmarks
Reprinted with Permission from the NoeHill

The 327 Path of Gold standards are a legacy from the City Beautiful movement of the early 20th century, which also gave San Francisco the Civic Center. Their distinctive color and pattern of light identify Market Street from distant viewpoints.

The Winning of the West bases by sculptor Arthur Putnam feature three bands of historical subjects: covered wagons, mountain lions, and alternating prospectors and Indians.

Willis Polk designed the base and pole in 1908 for United Railways’ trolley poles with street lights. The City required the company to provide highly ornamental poles, with lamps and electricity, as the price of permitting the much opposed overhead trolley wires.

The tops were designed in 1916 by sculptor Leo Lentelli and engineer Walter D’Arcy Ryan, whose lighting designs for the Panama Pacific International Exposition of 1915 had inspired emulation on the City’s principal thoroughfare. This project was linked to graft payments to Mayor Schmitz, political boss Abe Ruef, and seventeen of the eighteen members of the Board of Supervisors.

Timelines:
Path of Gold Light Standards
San Francisco Landmark #200
1-2470 Market Street
Built 1908, 1916, 1925

1916: The original installation, from the Ferry Building to Seventh Street, was a cooperative effort by private companies including Pacific Gas & Electric. To service the tall poles, PG&E invented an ancestor to the cherry picker.

1920s: Path of Gold tops were added to the Winning of the West bases from Seventh Street to Valencia Street.

1972: As a component of the Market Street Beautification program which followed BART construction, all the poles and ornaments were replaced with replicas and fitted with new high pressure sodium vapor lamps.

1980s: The original Path of Gold standards were used to extend the system out Market Street to just beyond Castro.

Source: Adapted from Planning Commission Resolution No. 13049 dated 28 March 1991.

(Open Studios from page 5)

profiles at ArtSpan.org. Pick up a copy of the SF Open Studios Guide for exact studio addresses of the artists listed above and to plan your studio route. Visit ArtSpan.org for gallery hours and more info. ArtSpan, a 501 © (3) nonprofit organization, builds community by connecting the public to visual arts in San Francisco. Through SF Open Studios, youth and adult education, and art-centric events, ArtSpan creates a platform for artists to thrive, fostering a Bay Area that values the arts.
City Hall Update
By Supervisor Scott Wiener

As we end our legislative recess, we have a busy fall ahead at the Board of Supervisors. I’m working on quite a few projects and pieces of legislation, and here are a few of interest.

Student Housing Legislation

I authored legislation, which the Board of Supervisors recently passed, to create more student housing in San Francisco. We have numerous educational institutions and tens of thousands of students. Those students need housing, which is a real challenge in our City. Students here are largely housed either on the expensive open rental market or by educational institutions converting apartment buildings into exclusive student housing. What we need is the creation of more student housing, rather than converting existing rentals into student housing. Given how expensive it is for residents to rent in this city, we should avoid reducing our rental stock. My legislation provides incentives for educational institutions to create new student housing and largely prohibits the conversion of existing rentals to student housing. The legislation received broad support, and it will help move us in the right direction in terms of housing our student population without undermining the ability of other residents to find housing.

Reducing Red Tape for Small Businesses

I also authored legislation to eliminate an unnecessary and burdensome requirements for second-hand stores (e.g., vintage clothing stores, used book stores, antique stores). Our police code requires the owners of these stores to pay a large fee, get fingerprinted and photographed at the Hall of Justice, and maintain records for each and every sale, including name, description, and other information about each buyer. The goal was to prevent stolen products from being sold in second-hand stores, but the “solution” was so onerous that it undermined the ability of some of our most interesting neighborhood stores to comply with the law and stay in business. My legislation repealed these requirements for most second-hand stores, and for those for which the permit requirement remains in place, the fee and regulatory burdens are reduced considerably. We can have strong regulation and prevent resale of stolen goods without punishing good and interesting neighborhood businesses.

Scott Wiener represents District 8 on the Board of Supervisors. To receive Supervisor Wiener’s monthly e-newsletter or to follow him on Facebook or Twitter, go to HYPERLINK “http://www.scottwiener.com” www.scottwiener.com. You can contact Supervisor Wiener at (415) 554-6968 or scott.wiener@sfgov.org.
President’s Column
Alan Beach-Nelson

September 26 Public meeting
7PM Castro Community Room, 501 Castro (above BofA)
Join us at Castro/EVNA's bimonthly PUBLIC meeting featuring presentations from:

District 8 Supervisor Scott Wiener
Castro Street Fair about the 39th Annual Castro Tradition
Prop 8 Update with Aileen M. McGrath, Dept. City Attorney, SF City Attorney's Office

HOT TOPICS

Castro Street Fair, Sunday, October 7 - EVNA is again a beneficiary of the Castro Street Fair. This is one of our largest sources of funding and helps us keep our memberships fees low. If you are interested in volunteering for two hours or more, please contact Rob Cox at Rob.Cox@evna.org and Alan.Beach@EVNA.org with your name and contact info.

Chipotle Mexican Grill - Chipotle is doing preliminary outreach to remodel and open at the site of the former Home Restaurant at market and Church. EVNA is keeping abreast of their plans. We welcome comments from membership and community members on our Facebook Page, https://www.facebook.com/eureka.valley.7, Twitter feed @EurekaValley.

Naked Guys - Discussions surrounding the nudity on the streets in the Castro and at Jane Warner Plaza is heating up again. It is clearly a complicated issue and a difficult topic to tackle. Our beloved freedom of expression, and the sentiment that “it is what makes the Castro so unique and great” on one hand, and on the other, a feeling that it “has gone too far” with 15 to 20 naked guys clogging JWP, leaving other residents crowded out and negatively impacting businesses. The issue is not a straight vs. gay, non-residents vs. residents or residents vs. merchants, as some on both sides of the issue have implied. We welcome comments from membership and community members on our Facebook Page, https://www.facebook.com/eureka.valley.7, or Twitter @EurekaValley. I also encourage you to let Supervisor Wiener know how you feel about this issue. Come to our September 26 meeting when the topic surely will be discussed.