Castro/Eureka Valley
Neighborhood Association Newsletter
EUREKA!

The neighborhood association for the Castro, Upper Market and all of Eureka Valley since 1878.
Distributed to over 3,500 residents and businesses in central Castro/Eureka Valley


Castro/EVNA's
PUBLIC MEETING

NOVEMBER 12, 2014, 7-9 PM
Castro Community Meeting Room
501 Castro St. (above BofA)

AGENDA
EVNA BOARD AND COMMITTEE ANNOUNCEMENTS AND BOARD ELECTION
COMMITTEE CHAIRS GIVE BRIEF UPDATES ON THEIR WORK
HUMAN INTEREST TOPIC
LOCAL ARTIST, JESSICA JOY JIRSA WILL DISCUSS HER ART INCLUDING A SLIDESHOW OF SOME OF HER WORK
NEIGHBORHOOD EMERGENCY RESPONSE TEAMS
A REPRESENTATIVE FROM NERT WILL DISCUSS THE IMPORTANCE OF THIS VITAL PROGRAM
CASTRO CARES
AN IN-DEPTH DISCUSSION OF THIS INNOVATIVE PROGRAM FROM A COALITION OF NEIGHBORHOOD GROUPS INCLUDING EVNA
PUBLIC FORUM
A TIME SET ASIDE TO DISCUSS NEIGHBORHOOD ISSUES

Addressing Quality of Life and Safety Issues... With Compassion and Added Enforcement
By Alan Beach-Nelson, EVNA President

What is Castro Cares?
Castro Cares is a coalition of neighborhood groups, businesses, and social service and city programs coming together to improve the quality of life for both those living on the street and those who live, work, shop and play in the Castro/Upper Market district. We are concerned about issues such as these:
• People with serious mental illness and drug addiction living on the streets
• A seeming increase in mostly non-violent crime, drug dealing and petty theft
• An increase in bad behavior, public drunkenness, rowdiness and lack of respect for the neighborhood from late-night partiers

We, in collaboration with the City of San Francisco and its Police Department, Patrol Special Police and Department of Public Health, are about developing locally controlled, long-term, sustainable solutions to these concerns.
Castro Cares is a two-year pilot program to fund added

Neighborhood Emergency Response Teams
By Mark D. McHale from the NERT website

Neighborhood Emergency Response Team (or NERT) is a free training program for individuals, neighborhood groups and community-based organizations in San Francisco. Through this program, individuals learn the basics of personal preparedness and prevention. The training also includes hands-on disaster skills that help individuals respond to a personal emergency as well as act as members of a neighborhood response team. San Francisco is made up of many neighborhoods. We are training to be one ready community when it counts. The Emergency Response is key but the Neighborhood Team comes first!

A NERT volunteer is anyone who is active and involved in the community—or wants to be. NERT teams are best formed in neighborhoods through a partnership with existing community groups such as a Neighborhood Watch program, Rotary Club, a business group, a faith based group or a homeowners association. Together with their neighbors, team members and co-workers, they build a NERT network within their own community, teaming with the San Francisco Fire Department. All residents can benefit from NERT training. (Participants under 18 require the signature of a parent or guardian.) NERT connects volunteers with a network of fellow volunteers all working together for a common cause. NERT members are trained citizen first responders who can help save lives.

Castro Cares continues on page 6
NERT continues on page 9
CCOP has recently been asked to speak at a number of neighborhood organization forums regarding community concerns about rising crime and anti-social behavior within the Castro and Duboce neighborhoods. Many people have a similar question at these events, namely «what can I do to help?»

I therefore wanted to offer some brief advice here that you can hopefully share with your family, friends and neighborhood / organization constituents.

- Develop and sustain a Neighborhood Watch Program on every block. The non-profit Safety Awareness For Everyone (SAFE) (www.sfsafe.org) will help you to do this for free. The program itself only takes a relatively small time commitment to establish. Neighborhood Watch programs are a time-tested, proven method of enhancing safety and security.

- Critically analyze your block for any safety weaknesses, such as defective streetlights, overgrown foliage which provides hiding places, dark areas at night etc., then work with the City and your Supervisor to help mitigate these weaknesses. SAFE and CCOP can both help you in this area, both with the analysis and the mitigation efforts.

- Critically analyze your own home or building to identify any safety weaknesses. Ensure all entry points are well secured and well lit during the hours of darkness. Consider motion detection lighting in all exterior areas and security cameras on all primary access points etc. SAFE and CCOP can both help you in this area, both with the analysis and the mitigation efforts.

- CALL Police if you see ANYTHING suspicious - the moment you see it. Let the emergency services determine the priority of your suspicions and decide on an appropriate response. Call 911 for anything that threatens life or property - and for any crime in progress. Call the non-emergency 415-533-0123 number for non life or property threatening suspicions or crimes which occurred at some time in the past and a suspect is not still in the immediate area. Calling police is essential to help build up an accurate picture of crime trends and patterns. This helps police target specific areas at specific times to improve the chances of catching criminals in the act.

Crime continues next page
• Get involved by becoming a CCOP Patrol volunteer.

I would also ask you to promote the last bullet point with your family, friends and neighborhood / organization constituents. While I am clearly coming from a prejudiced view-point, I firmly believe CCOP does some incredible safety enhancement work on behalf of the community. Our patrols have a real, positive and quantifiable impact on the neighborhood.....when we are able to field patrol teams. Our challenge, as with all volunteer organizations, is attracting a large enough number of long term committed volunteers to patrol with us. At present we only have around 20 active patrol volunteers who form our three person patrol teams. Such a small number of volunteers means we can only realistically field one or two patrols a month. We would LOVE to field a patrol every day of the month, but that would require a significantly larger pool of volunteers than we currently have.

We only ask our patrol volunteers to commit to one, three hour patrol each month. Patrolling is safe, fun, good exercise and enjoyable. CCOP Patrol volunteers DO NOT make arrests or get physically involved, but they do form a very visible safety presence, and work closely with private security, Patrol Special Police, San Francisco Police Department and if needed with the District Attorneys office to advance overall safety and security for the whole Castro / Duboce Triangle neighborhood. Anything you can do to encourage your friends, family and neighborhood / organizational constituents to join CCOP as Patrol volunteers will help us to deploy more patrols, more often and that in turn would make the neighborhood a little safer in our opinion.

Our next 3.5 hour new Patrol volunteer training class will take place on Tuesday, November 11, 2014, from 7 to 10:30 PM right in the heart of the neighborhood.

Anyone interested can sign up by going to the CCOP web site and clicking on the [Sign Up Now] (http://castropatrol.org/volunteers/sign_up/) button. If anyone has any questions or concerns, we’ll be more than happy to answer them. Patrolling is entirely voluntary, so if anyone goes through our training and decides active patrolling is just not for them, we’re fine with that as the training they’ve received will be beneficial for them personally. We hope however, of course, that most people will actually enjoy the patrolling experience and that they will become long term committed CCOP Patrol volunteers with us.

As we have limited funds, staffing and resources, your help in promoting us and encouraging volunteers to train with us is essential to helping us grow and expand our ability to provide more patrols on behalf of the community. Your assistance in this is most greatly appreciated and valued.
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.
Love Where You Live
By Mark D McHale, EV’NA Board Member
Throughout the entire 2 years it’s taken to reimagine our central public space, it’s been apparent to me how many individuals have contributed so much to make it happen. Hundreds of local citizens showed up to the public planning sessions to offer input and feedback, dozens of professionals from various city departments worked on the design (and redesign!), and all the men and woman working on-site from Ghilloti Construction and their subcontractors, the DPT, the SFPD, and the local neighborhood groups: DTNA, EVNA and the Castro CBD. What an array of opinions and voices, skill and muscle, creativity and problem solving that all aligned to make the project real for us to enjoy today. With the ceremonial ribbon cut, the last of the dust is being swept away, the sidewalks and businesses are open for your patronage. This edition of the EVNA newsletter is your invitation to come out to the Castro, take a walk, visit, and shop. Be a part of yet another amazing accomplishment for our neighborhood.

A Different Approach for SF’s Different Real Estate Market:
Instead of another realtor picture, here’s evidence of a new approach:

Fig. 1: Raffi the Dog
real estate dog
extraordinaire

Fig. 2: His Owner
Kevin K. Ho, esq.
realtor & lawyer
top producer

Go Fetch Real Estate Success Today.
(Raffi will help).

www.kevinho.co 415.875.7408
bre 01875957 sbn 233408

Of all the those involved, the business owners seemed to have had the most at stake at least in the short run. While the improved streetscape will definitely benefit their bottom line in the future, going through the lengthy construction process was going to be a challenge. Small businesses like ours rely on pedestrian traffic and daily receipts to stay afloat, and the project was going to threaten both. On more than a few occasions, I heard the tired voice of a business owner asking

If you live, work and play in the Upper Market/Castro area, you’d have to admit it’s been amusing and inspiring over the last 10 months to witness everyone working together to navigate the winding barricades and all-too-frequent traffic detours. Most were good natured about the inconveniences. I think we can all agree the bridges used during the concrete pours were the most fun and challenging, and it restored my faith to see in short order the rainbow colors and decorations adorning the rails. A big thanks to the Castro Coffee Company family of shops for their perseverance while sub-basements where filled in. The definite favorite was the flowers placed atop the barricades at 18th to brighten up the otherwise drab construction site. Not Just Flowers wins the award for creativity!

Many thanks to all those residents who live directly in the construction zone along Castro, 18th, 19th and Market Streets. Special thanks to those who live above the shops: having to put up with all the obstacles placed in your path just to get home, then the deafening and persistent noise invading your space after long days at work, plus the dirt and dust, the shaking and vibrating, the crazy loud (and bright!) night work. It’s impossible to imagine the discomfort and annoyance this took on your spirits, and especially for you, I’m glad it’s over. Everyone owes you a debt of gratitude and thanks!
Castro Cares continued from page 1
compassionate help to those living on the street and additional hours of police patrols, paid for and supervised by Castro Cares.

Why Castro Cares?
We see that the current system is not working as well as we all would like and feel there is a need to try something different. While most of us agree this is something the City could and should do, in the face of an understaffed police force and insufficient funding for homeless engagement programs, it will not happen in the near future. We can say, “I already pay for this” and complain, or we can do a small thing collectively that hopefully will have a huge impact on our community. Castro Cares is about taking community action to improve our community. We will continue to put pressure on the City to live up to its responsibilities but are meanwhile taking action to improve the quality of life in our neighborhood.

The Pilot Program
Through the efforts of Supervisor Wiener, Castro Cares has received start-up funding of $100,000 a year for two years from the Office of Economic & Workforce Development. Fully funded, the annual budget for Castro Cares is $335,000.

When fully funded, services will be concentrated along Castro, Upper Market and Church Streets plus heavily impacted adjacent streets, e.g., Hartford, 14th. See map.

Castro Cares continued from page 1

Castro Cares Patrol Area
HIGHLIGHTED STREETS

Dante’s Table

www.dantestable.com
544 Castro St.
(415) 529-2797

Italian Restaurant, Cocktail Bar and Pizza Place
located in the heart of the Castro District
When fully funded, the program will provide 95 hours/week of enforcement and outreach services:

- Service prioritized by seriousness and program hours
- 20 hours/week of dedicated two-person outreach crew
- Outreach case manager for four hours per week
- Two stabilization hotel rooms
- 51 hours of added police presence seven days a week via overtime SFPD & SF Patrol Special Police

Schedule to be adjusted as needed, but generally as follows:

- 45 hours during early morning, 5–10 AM
- 30 hours during day/early evening, Noon–8 PM
- 20 hours late night, 10 PM–4 AM, specifically nights with late-night partier issues: Tues., Thurs.–Sat

Note: Precise level of service is dependent upon funds raised with services scaled up or down accordingly. As the program develops and data is collected, some elements will be adjusted to meet program goals.

Rationale for Program Structure:

Enforcement, approximately 51 hours per week:

- Increased presence of enforcement, i.e., on-foot/bike police officers, will reduce crime and deter conduct that impacts the quality of life of all of us in and around the commercial corridor.

Castro Cares will address quality-of-life issues:

- Public drunkenness
- Aggressive panhandling
- Late-night rowdy or violent behavior
- Bike riding and skateboarding on the sidewalk
- Public urination
- Public open-container and drug use
- Trespassing

Outreach, approximately 44 hours per week:

- Dedicated outreach services in our neighborhood will provide consistent assistance to those in need living on the street and encourage them to engage in the health and social-services system.

Studies show that when at-risk populations experience consistent engagement with people who demonstrate genuine caring and interest in their well-being over a period of time, they are more likely to accept assistance and referrals to appropriate care and services.

- Our goal is to assist individuals with mental illness and substance use as well as chronically homeless persons and transient street youth to find and engage in appropriate care and services.

What Will This Program Cost?

The total annual cost of the program is $335,000. We aim to have a soft program launch in December and full launch in January 2015.

- The City of San Francisco is funding $100,000/year
- Castro/Upper Market Community Benefit District is contributing $15,000 the first year
- The remaining $220,000 is to be funded via:
  - Private and public sector grants
  - Annual subscription fee from these groups:
    - Area businesses
    - Residents
    - Community groups

Fundraising will commence in early November. Precise level of service is dependent upon funds raised with services scaled up or down accordingly.
for it to end soon, and I could hear the fear that comes when an open door wasn’t enough to bring in the business. With foot traffic down by more than half, all they could do was hang on. Kudos to all the businesses, especially members of the Castro Merchants for pulling together to help each other through these tough 10 months. While shoppers and tourist counts dropped drastically, and residents went elsewhere, the store keepers persisted and found a way to make things work until the project was done. Congratulations!

Now, it’s our turn. It’s our turn as local residents and workers to come back to enjoy and shop the new Castro. Bring your friends and family to have a meal, share a drink, buy some new clothes or watch a movie. Come spend some time and money and talk to the shop owners- say thank you. There’s plenty to see and neighbors to greet while you’re there. I encourage you to give your thoughts to the Retail Strategy Project volunteers on what makes the neighborhood great and what new shops and services would make it even better.

EVNA and Castro Merchants want to make it easy for your to come out and see all the wonderful changes. On the back page of this newsletter, you’ll see your invitation to Shop The Castro. In your mailbox, you’ll get a Shop the Castro postcard that includes a 20% discount at certain shops. We want to show our thanks and support to the merchants who gave so much and stuck it out, and we want to celebrate the new landscape that captures the spirit and tells so much of the history and future of our fabulous neighborhood.

**Handy Resources for Home**

**CALL 311 for:**
- Report Litter and Graffiti, St. Cleaning, Abandoned Vehicles, St. Signs Missing/Damaged, Pot Hole Repair

**POLICE:**
- Non-Emergency: 553-0123
- Report nuisance and non-urgent issues. Always ask for a CAD #.
- Mission Station: 558-5400
- Captain Dan Perea’s email: daniel.perea@sfgov.org

**HOMELESS issues:**
- Community Awareness & Treatment Service (CATS) non-emergency: 734-4233

**PARKING and TRAFFIC issues:**
- SFMTA Parking Enforcement: 553-1200
- SFMTA Parking Tickets: 701-3000

**DISTRICT. 8 SUPERVISOR SCOTT WIENER:** 554-6968, Scott.Wiener@sfgov.org

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**Neighbors’ Faves!**

Neighbors share their favorite places in the ‘hood!

This issue’s Faves come from EVNA Board Member, Orie Zaklad

**Espressamente Illy, Illy2349 Market Street**
A relatively new addition to our neighborhood, this Italian style coffee shop at 2349 Market St. (between 16th and 17th) makes a perfect espresso served with a smile. The staff is friendly and the place airy and inviting. Sitting at the window and people watching compensates for the free wi-fi signal which at times can be quite slow.

Being of the mindset that a bathroom of a food place reflects the level of their kitchen, I am happy to report that their facilities are not only cool, but are also clean and spacious.

**Collingwood Street**
With the recent addition of sidewalk landscaping, thanks to a city grant and a lot of hard work of Friends of the Urban Forest and neighbors, the short block of Collingwood Street between 18th and Market has become a wonderful little spot in the neighborhood. Toddlers love to stop and smell the flowers, neighbors are friendly and happy to chat with anyone who says hello. After hours and on weekends residents can be spotted tending to those young sidewalk gardens. This is a must-see little gem.

**Vulcan Stairs**
This is my favorite urban hike/workout. Vulcan stairs are located between two less-travelled streets in Corona Heights. Residents have transformed the stairs into a lush and wondrous garden, so whether I’m power walking up the hill or just casually strolling and taking in the views, this place always makes me happy. To get there from 17th St. walk northbound into Ord St. There are actually two sets of stairs, the first being the Saturn stairs and the second Vulcan Stairs. For an easier walk, take Saturn stairs up to Lower Terrace, turn right onto Levant, and take Vulcan Stairs down hill. For a more strenuous exercise do the reverse.

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**I’m QUEER but I’ll get your deal STRAIGHT!**

Katharine Holland

www.KatharineHolland.com DRE#01336487  415-378-2697
**Ways to Be More Involved in EVNA!**

Did you know that EVNA Board meetings and Committee meetings are open to the membership? Attending is a great way to learn more about EVNA and how to add your voice and expertise. Just let us know that you would like to attend as a guest. You will be notified by e-mail of meeting details.

Board and Planning Committee meetings are held monthly, at 7PM. Planning on the first Wednesday and Board on the second Wednesday.

To attend a Planning Committee meeting, email Jack.Keating@EVNA.org

To attend a Board meeting, email Alan.Beach@evna.org

Other Committees meet on an ad hoc basis, please email the chair to learn more:

Social: Mark.McHale@EVNA.org

Quality of Life: Rob.Cox@EVNA.org

Newsletter: James.Kelm@EVNA.org

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**Board Election**

At our November Public Meeting we will vote on members of EVNA’s Board of Directors eligible for reelection to a two-year term starting January 1, 2015.

**Nominees:**

Mary Edna Harrell, returning Board Member, has enjoyed living in the Eureka Valley/Castro Neighborhood since 1986. The diversity and quality of life here are important to her. As a member of the EVNA Board she would endeavor to maintain and enhance this quality for both commercial and residential constituents. Mary Edna currently serves as one of our two newsletter editors and has served on the Board since 2012.

Mark D McHale, has lived and worked in San Francisco since 1990, and enjoys a successful real estate practice with Vanguard Properties. He is a member of the MUMC Board and has dedicated many volunteer hours in service to the community. Mark is looking forward to continuing in his service to EVNA as the Social Committee Chair, and is committed to making our neighborhood safe, vibrant and enjoyable for all who live and visit here. Mark has served on the Board since 2013.

If you are interested in serving on the Board of EVNA, contact me for more information, Alan.Beach@EVNA.org or 415.431.5152.

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**NERT Training Program continued from page 1**

The NERT Training Program is a 20 hour comprehensive program consisting of six class sessions. Delivery of these 6 sessions is offered in a variety of scheduling options. Every potential volunteer must 1) attend and complete all six classes; 2) upon completion of the training, SFFD may provide a certification; 3) individuals who complete the program and obtain certification may be invited to volunteer; and 4) all individuals invited to volunteer continue to do so at the discretion of SFFD.

The training instructors are professional firefighters. There is no cost for our neighborhood training classes. There is a fee for private training.

Explore NERT’s website www.sf-fire.org/ and click on NERT under related links for a complete course outline, our current schedule and more information. You are welcome to register for any neighborhood class. If you have any questions or are interested in finding out how you, your group or your business can get involved, please contact the NERT office.

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**Thank you for shopping Mollie Stone’s!**

As a small, local business we’d like to thank you for shopping at Mollie Stone’s Markets, your neighborhood food store. Our roots are deep within our community, and we appreciate your choice to support a community-based business such as ours.

Visit www.molliestones.com for more information and store locations.

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**When you shop with us, you accomplish the following:**

1. You keep your dollars in our local economy.
2. You create local jobs.
3. You nurture our community.
4. You help the environment by buying locally.
5. You invest in local ownership.
6. You create more choice in shopping.
7. You utilize our expertise.
8. You embrace what makes us different and unique from larger chain supermarkets & supercenters.
9. You make our store a destination and we appreciate it!
10. Every week you will find hundreds of specials throughout the store.

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**La Mediterranée**

Serving the City Since 1981!

Café – Restaurant – Catering

288 Noe Street at Market Street, San Francisco
415 431-7210 • lamednoe.com
**Basque Restaurant Opening Above Café Du Nord**

By Andrew Dudley

A new street-level restaurant featuring Basque cuisine will be opening on Market Street above Café Du Nord.

Inside Scoop reports that the restaurant will be called Aatxe, after “a mythological bull spirit creature in Basque folklore.”

It’s being headed by Ryan Pollnow, the chef du cuisine at Central Kitchen in the Mission. Central Kitchen is part of the Ne Timeas group of restaurants (along with Flour + Water and Salumeria), and Ne Timeas is overseeing the food program at the revamped Café du Nord as well.

Aatxe will feature a 50-seat restaurant and bar separate from the Café du Nord space below, the Scoop reports. Both Aatxe and Café du Nord will boast bar programs run by the the Bon Vivants (the folks behind Trick Dog). Pollnow is quoted as describing a food menu of pintxos (basically bar snacks) and tapas, as well as larger dishes, with cocktail options including gin and tonics on tap.

The space at 2170 Market is still being built out; long-time Hoodline readers might recall the short-lived Café Cortado that previously occupied part of the address back in 2010. To create Aatxe, they’re combining the Cortado space with an adjacent office.

Look for Aatxe to open “this winter.”

**Safeway Seeks Ideas for Former Recycling Center Space**

By Andrew Dudley

The Safeway at Church and Market wants public input on what to do with a newly-vacant corner of its property.

As you may recall, the space at the eastern end of the supermarket’s parking lot has been unoccupied since July, when the San Francisco Community Recyclers facility was evicted.

Now, representatives from Safeway are looking to activate the space, and they’re planning to solicit ideas from the community.

“We don’t have anything planned for the space but it seems like a waste to sit vacant and unused, so I’m starting the outreach process,” Safeway Real Estate Manager Natalie Mattei told us via email this week.

Mattei attended a recent meeting of the Duboce Triangle Neighborhood Association, and announced that she would be looking to local residents for suggestions.

“We anticipate brainstorming uses that activate the corner, put eyes on the street for security purposes, and generate rental income,” Mattei writes. “We would like the use to be complementary to The Wiggle, and be either temporary or quasi-permanent (something that would not dissuade a future redevelopment of the site).”

Did your ears perk up at that last part? Ours sure did. Mattei says the company is still “getting up to speed on what our real estate direction will be” once Safeway’s merger with Albertsons is complete. That merger is supposedly due to be finalized by the end of 2014. Whether Safeway remains at the location post-merger — and in what form — remains to be seen.

In the meantime, Mattei says she is aiming to gather ideas from the public by December, at which point she will return to the DTNA to present her findings.

So if you have any thoughts on what you’d like to see at this corner, take to the comments. We’ll be sure to pass your ideas along. (Well, the serious ones, at least ... )
What are the Benefits of Participating?

Whether you live within the patrol area or outside it, your participation will ensure that our commercial corridor is a safer and more pleasant place to work, play and shop.

Additional benefits:
- Your subscription is tax-deductible to the extent allowed by law. Subscriptions will be made to the Castro/Upper Market CBD, a 501(c)3 non-profit.
- You will be given two Hot Spot Reporting text numbers to the Castro Cares Action Team, one for outreach and the other for enforcement. These numbers will not provide immediate response but advise us of areas for the team to focus.
- You will receive a window decal to show your commitment to the neighborhood and for ease of identification to service providers.
- All participants will be recognized in a twice-yearly thank you ad to participants to be placed in neighborhood publications such as the BAR and community newsletters.
- Subscribers to the program will receive a monthly summary activity report covering both enforcement and outreach activity.

Why Should I Join?
- Ability to text “Hot Spots” areas for attention by the Castro Cares Action Team relating to quality-of-life issues and aggressive panhandling.
- Improve enforcement to address late-night and after-hours disruptive behavior plaguing the district.
- Belief in compassionate outreach to those with mental-health and chronic-homelessness problems.
- Improve your community and neighborhood while improving your business by making the neighborhood a more attractive place to visit.
- Your participation is critical to the success of the program: Level of service is dependent upon funds raised and will be scaled up or down accordingly.

Consider this:

What does the current situation cost you in annual sales or peace of mind?

Isn’t it worth it to see if this program works?

What is the Monthly Subscription Fee?
(billed annually)

Merchants:
- Bars & late-night establishments: $125
  (Bars already participating in Patrol Specials are asked to contribute $50/month)
- Formula retail: $125
- Large merchants: $100
- Small merchants: $50

Residents:
- Within patrol area: $25
- Outside patrol area, suggested donation $10/month.
- Donations of any size are greatly appreciated. Minimum donation for biannual listing is $120.

Subscriptions and all contributions can be made online at CastroCBD.org/CastroCares or by sending a check made out to the Castro CBD (note Castro Cares in memo) to:

Castro CBD
584 Castro St., Box 336
San Francisco CA 94114

Any questions can be directed to the Castro/Upper Market Community Benefit District: info@castrocbd.org or 415-500-1181.

Who Are We?

Castro Cares includes the following community organizations and businesses:
- Castro/Upper Market CBD (lead and fiscal agent)
- Castro/Eureka Valley Neighborhood Association
- Castro Merchants
- Castro Community on Patrol
- Most Holy Redeemer Catholic Church
- Harvey’s
- St. Francis Lutheran Church
- Safeway
- Duboce Triangle Neighborhood Association
- Hartford Street Neighbors
- San Francisco Department of Public Health/PHFE
What do YOU want to see in the Castro?
By Orie Zaklad, EVNA Board Member

Your Help Is Needed To Create A Vibrant Castro!!!

The Castro & Upper Market Retail Strategy initiative is a coalition of neighborhood organizations who are concerned about the rising vacancy rate and health of our commercial district. To create a more balanced, vibrant retail corridor the coalition raised over $85K and is now working with expert consultants to study the current landscape. (Full details at www.castroretail.com.)

Volunteers are needed to conduct short surveys about the experience of shoppers and diners in the Castro & Upper Market. The information collected will be used to develop the Castro & Upper Market Retail Strategy, which in turn will help fill vacancies and bring more desirable businesses to the neighborhood.

WE NEED YOUR HELP:

WHEN: Volunteers are needed on Saturday Nov. 9, and Wednesday Nov. 12
SHIFT: 2-hour shifts during lunch hour, evening, or nighttime
TRAINING: All volunteers will be required to attend a short training
SIGNUP: www.castroretail.com/volunteer

Questions can be sent to info@castroretail.com.

IF YOU CAN’T VOLUNTEER, we’d appreciate if you take 5 minutes of your time to talk with our volunteers. They will be wearing green “Castro & Upper Market Retail Strategy” shirts and surveying shoppers and passersbys in the above dates. Your input would be invaluable and help improve our neighborhood.

We look forward to working with many of you on this exciting project!
EVNA September Meeting Human Interest Presentation: Jessica Jirsa

Jessica Joy Jirsa is an urban plein air artist who has been painting in oils for over 20 years, inspired by the beauty of the world around her. In early 2010 she moved to the Bay Area from South Dakota so she could paint outside in all seasons. She started painting right outside the door of her sister’s home at Noe and Hancock where she originally resided. Jessica and her easel continue to radiate out from that area as she captures the new and old of the Castro while watching her nephews grow from being babies to boys. Family, rainbows, sunshine and great people with immense love and pride for their neighborhood provide a never-ending source of inspiration in the Eureka Valley. Jirsa’s wild brush strokes and vibrant colors capture the energy of the streets and make for paintings that jump off walls.

You can find permanent pieces of Jirsa’s work on display at Harvey’s and Orphan Andy’s. Her work will be at City Art Collective Dec 3rd, 2014-Feb 1st, 2015, at 828 Valencia, SF. Oakland and East Bay works will be at the Uptown Nightclub Oct. 1st-Dec. 3rd, 2014, 1928 Telegraph Ave, Oakland. See Jirsa’s full collection and a map of where each was created at www.jjjirsa.com.

Upper Market and Castro Development Updates

2100 Market St: (Formerly Burke’s, Church St. Station, Boston Market and Home) Purchased by Brian Spiers, owner of Linea at Buchanan. He’s proposing a 7 story, 64 unit apt bldg, 4700 sf of retail. Spiers also owns Lucky 13 and the adjacent lot. No plans for that yet.

2200 Market: (Formerly Happy Boy, Leticia’s and Thai House) The new building now houses Hecho, a sit-down Mexican restaurant opened by the owners of High Tops bar across the street; and Brewcade, a bar specializing in beers and arcade games to be opened by the owners of Blackbird Bar just down the street.

2175 Market (76 Station): Almost complete. 88 units. 100% rental. They have proposed a “market hall” concept with numerous food vendors.

2198 Market (Shell Station/Xmas tree lot): This development will be 87 rental units and be 7+ stories. The Market St. side will be 65’ tall, the Sanchez St. side will be 40’ tall and the very corner 81’. Groundbreaking should take place end of 2014/early 2015.

2201 Market: (Formerly Glidden Paint, SF Stereo, the Industrialists, and almost a Starbucks) if approved by city planners, will include a six-story, nine-unit apartment building with ground floor retail space and basement parking. The proposed mixed use building will include about 4,000 square feet of commercial space on the first floor, and the second through sixth floors will include a total of nine dwelling units. Being below the 10 unit threshold they are not required to include any affordable housing units. The proposed name will be Linea Lite - after Linea, the ice cube tray bldg on Buchanan. Same architect.

Sullivan’s Funeral Home: Sullivan’s has been sold and will be developed by the Prado Group who were also responsible for Whole Foods on Market and Dolores. Sullivan’s will not be torn down as it’s a historic resource, but the adjacent lot which goes thru to 15th Street and potentially some of the air space above Sullivan’s will be developed.

376 Castro (RC Station): No news. Litigation between Project Sponsor and Property Owner is scheduled for January 2015.
### Advertising with Castro/EVNA

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Contact Alan.Beach@EVNA.org to advertise.

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### EUREKA!

**Published six times a year by Castro/EVNA**

**2014 EVNA Public Meetings**

Fourth Wednesday of odd numbered months, except Nov. from 7 - 8:30PM, 501 Castro St.: Jan. 22, Mar. 26, May 28, Jul. 23, Sep. 24 & Nov. 11

**2014 Board**

Email the entire board: board@evna.org

**President:** Alan Beach - Nelson, Castro St.

**Secretary:** Rob Cox, Hartford St.

**Treasurer:** James Moore, 18th St.

**Committee Chairs**

**Newsletter:** James Kelm, Castro Village Wine Co.

**Planning:** Jack Keating (Ex officio), 17th St.

**Quality of Life:** Rob Cox, Hartford St.

**Social:** Mark McHale, Vanguard Properties

**Tech & Marketing:** Ore Zarlao, Collingwood St.

**Directors:**

- Sheila, Barr, 17th St.
- Patrick Crogan, Market St.
- Tim Eicher, Q Bar
- Mary Edna Harrell, Castro St.
- Crispin Hollings, 18th St.
- Lori Ouchon, 18th St.

**Ex Officio:**

- Steve Clark Hall, Websmaster, 19th St.
- Judith Hoyem, Emeritus, 17th St.

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### Castro/Eureka Valley Neighborhood Association

**President’s Column, Alan Beach-Nelson**

**Join us at Castro/EVNA’s Bimonthly Public Meeting,**

Wednesday, November 12, featuring: Board election, the art of Jessica Jirsa, a presentation on Neighborhood Emergency Response Team (NERT) program and an in-depth discussion of the proposed Castro Cares initiative

### HOT TOPICS

- **Small Business Saturday, November 29th:** The post-Thanksgiving shopping day when everyone’s encouraged to shop local, shop at small businesses in your neighborhood. You’ll find everything from basic needs, to unique fashion and home items and gifts, for your holiday list and everyday . . . And while you’re here, enjoy a refreshing drink, fantastic food, and tasty sweets from The Castro’s growing list of restaurants, bars and food shops.

- **Tree Lighting, Monday, December 1 at 6PM:** The Castro’s annual Holiday Tree Lighting Ceremony at the Tree in front of Bank of America, Castro & 18th Streets. Sponsored by Castro Merchants Association. BE THERE for fun, brief greetings, lots of warm holiday music, all topped off with a special visit direct from the North Pole.

- **Santa Skivvies Run, Sunday, December 6:** 1.6 Mile run from UN Plaza to The Castro. This always fun, whether to run or watch, is again being hosted by The Lookout in support of the HIV/AIDS Programs at San Francisco AIDS Foundation. As they say, drop trou, some dollars or both for this highly entertaining event. To register, visit: www.santaskivviesrun.org

- **Maitri Holiday Open House, Saturday, December 13, 2 to 5PM:** Maitri Hospice at 401 Duboce Avenue has invited members of the community to a holiday party with confections donated by Hot Cookie and a warm beverage. Maitri provides compassionate care to those with debilitating late-stage HIV/AIDS in need of hospice or 24 hour care. A suggested $10 charitable donation and/or gifts of toiletries is requested. RSVP by Monday, December 8, 2014, to rhayduk@maitrisf.org

- **San Francisco Gay Men’s Chorus Annual Christmas Eve Show at the Castro Theatre:** It was Christmas Eve 1990 that the Chorus appeared for the first time at the Castro Theatre in a concert titled “Home for the Holidays.” It was the Chorus’ gift, providing a musical “home” for a community ravaged by the horrors of AIDS. This year is the 25th Anniversary of that first concert. SFMGC will do three concerts at 5:00, 7:00 and 9:00pm with an expected attendance of over 4,000 patrons. Tickets went on sale October 15. Always an early sell-out.

- **Castro Street Fair - Thank You Volunteers:** The Social Committee and Board of EVNA thank the over 20 volunteers who lent a hand to ensure that the 41st Castro Street Fair was a resounding success. You contributed nearly 100 hours on behalf of EVNA.

- **Hamburger Mary’s Update:** EVNA and the project sponsor worked together to develop a list of mutually agreed upon “Conditions of Use” to be attached to the permit for the space. The Planning Department is evaluating these with a hearing before the Planning Commission in early December. Once approved, Hamburger Mary’s will be able to open quickly in 2015.

- **Philz Coffee:** at 4023 18th Street is hoping to move to a bigger space in the current location of Supervisor David Chiu’s campaign office 549 Castro Street. Based on initial feedback from EVNA’s Planning and Land Use Committee, the Committee and the EVNA Board is likely to support this formula retail project.

- **SoulCycle proposes a new fitness center at 400 Castro Street:** SoulCycle studios offer a stationary bicycle rhythm based group cycling exercise experience lasting approximately 45-minutes. SoulCycle typically operates 6AM - 10PM weekdays, 7AM - 7PM weekends. Representatives from SoulCycle have presented to EVNA’s Planning and Land Use Committee who is recommending that the Board support this project.
Meet Your Real Estate Dream Team.

There’s Power in Numbers
A team approach wins the day in today’s hypercompetitive real estate market.
• Homeowners right here in the neighborhood who know your housing market.
• Experienced investment property owners, with insight for you on landlord and tenant relationships.
• Buyer, seller and/or investor; We are your guide to this complex real estate market.

Eureka Valley Real Estate Report

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Contact us and we can provide you with a more detailed report, including property specifics.

Castro Streetscape Improvement Project Ribbon Cutting and Official Completion
Photos courtesy Castro CBD and Alan Beach-Nelson October 30, 2014
Shop the Castro!

The Board of Castro/Eureka Valley Neighborhood Association invite you to come out and Shop the Castro in November. Enjoy our gorgeous new wider sidewalks, the History Walk and the Rainbow Honor Walk and the many new features. All to celebrate the history and people of our neighborhood.

As an added bonus, shop these local merchants for a one-time 20% discount on a single product or service in the month of November. See participating stores for conditions and restrictions.

Alice Charap
Chiropractor
254 Church Street

BioHealth Acupuncture
2370 Market Street, # 104

Café UB/Bakery
3901 18th Street

Cliff’s Variety and Hardware
479 Castro Street

Cruisin’ the Castro Walking Tours
www.cruisinthe Castro.com

Daddy’s Barbershop
4201 19th Street

Eureka Coffee House
451 Castro Street

Mudpuppy’s
536 Castro Street

Nizario’s Pizza
4077 18th Street

Revamp Salon
2164 Market Street

Rolo Men’s Clothing
2351 Market Street

The Lookout Bar
3600 16th Street

Urban Picnic
4039 18th Street