Rosy Outlook for the Castro & Upper Market Retail Corridor
By Orii Zakai, Retail Strategy Committee

“Really, another plan? Just what my shelf needs! Like many, I was reluctant about this project, but as I walk down Castro Street and see the sidewalks awash with people sitting outside eating, drinking coffee, enjoying themselves, stopping to talk with friends, sidewalks full even during the week – something is noticeably different,” says Andrea Aiello, Executive Director of the Castro / Upper Market Community Benefit District, about the Castro & Upper Market Retail Strategy report and recommendations.

After a yearlong collaboration between neighborhood organizations, residents, businesses and city agencies, and a comprehensive study of the retail corridor, the initiative presented its findings and a handful of actionable results last month. The key objectives were to:

- Help fill vacancies and bring exciting new businesses to the district
- Better understand the preferences and habits of the district’s customer base
- Work with City agencies to improve the quality of the pedestrian experience and the district’s retail environment.

Here are a handful of learnings and recommendations in panel form. The full report is available at www.castroretail.com.

See recommendations on page 6
You merrily leave the house on your way to work, brunch, or the gym, and as soon as you hit the sidewalk your heart sinks and your wallet shrivels. The dreaded White Dots have invaded! Some invisible person with a white-dot-making-machine has spotted up everything around your home. They also left a NOTICE TO REPAIR SIDEWALK on your wall. Why? And now what?

That invisible person is a Department of Public Works (DPW) Inspector, charged with making sure all sidewalks, walkways, and construction project pedestrian pathways are kept free of ‘tripping hazards,’ which in San Francisco is any damage or deviation in a walking path. This means cracks, holes, missing pieces, sinking or raising of more than ½”, and missing sewer vent covers.

The Inspectors work for a division of the DPW called The Bureau of Street Use and Mapping (BSM). Their job is to inspect and ‘map’ (white dot for residences, different colors for other things) every walking path in the city, looking for spots that are damaged and or dangerous. The cycle is supposed to cover the entire city every 25 years, which means every block in San Francisco should be inspected at least once in that time. The Inspectors work on a square block-by-block basis, which explains why you got tagged and not the house across the street with the sidewalk that looks like a climbing wall. They also inspect areas for which there’s been a complaint – someone might have tripped or noticed a problem and called it in.

After the Inspector paints up your sidewalk and leaves the notice a letter is issued to your home. You should receive it within a business day or so. That letter has more detailed information about what needs to be repaired and why, the options you have to execute the repairs, and the Inspector’s contact information. It also lets you know how much time you have to complete the repairs before you get fined, or in cases of extreme damage, the city makes the repairs and charges the home owner directly.

There are several options for making sidewalk repairs:

- Do them yourself. You’ll have to get a permit, buy the materials, do the work, and have it inspected afterwards, and perhaps during the process.
- Hire a contractor. They’ll get all the permits, materials, and arrange for inspections for you. If your neighbors also need work done a contractor might offer a reduced rate for multiple properties. The DPW also supplies reliable, reputable contractors’ contact information if you don’t want to hunt one down yourself.
- Hire the DPW itself to make the repairs. Call the Inspector whose contact info is on the letter you received.

(Continues next page)
From page 2

- Green your sidewalk. This option is covered in your notice, and there are several ways to get this done. You can go through the DPW’s Bureau of Urban Forestry or Friends of the Urban Forest. There are several programs available to individuals homes and entire blocks.

Those white dots don’t have to mean a bureaucratic maze, and could be an opportunity to improve your home’s curb appeal!

Department of Public Works / Bureau of Street Use and Mapping (415) 554-5810

Department of Public Works / Sidewalk Landscaping Permit and Application (415) 554-5810

Friends of the Urban Forest (415) 561-6890

Castro Street Fair
Sunday October 4
By Fred Lopez, CCSF Executive Director

Hello, neighbors! It’s that time of year again, the Castro Street Fair is right around the corner, and we are pleased to announce that EVNA is once again a beneficiary partner organization. We are so proud to be working with all of you again on this year’s fair, which is on Sunday October 4th. Last year, the Fair donated over $74,000 to community organizations in and benefiting the Castro neighborhood.

As in prior years, your volunteer help is greatly appreciated, in roles such as donations gate attendant, safety monitor, and many more. Stay tuned for an email on how to register for your opportunity in the coming weeks. Thank you very much in advance, and we will see you at the Fair on October 4! For more information beforehand, please visit our website at www.castrostreetfair.org. Have a great summer!

EVNA is again a beneficiary. Contact Mark.McHale@EVNA.org to join our team!

Castro/Eureka Valley Neighborhood Association
Summer 2015
Page 3
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.

CafeSF.com • Facebook.com/TheCafeSF • Twitter.com/TheCafeSF
The Café • 2369 Market St., San Francisco, CA 94114 • (415)834-5840
The announcement of the Supreme Court ruling on Marriage Equality was one of those rare moments in a person’s life that, though greatly anticipated, could not have been prepared for. After a lifetime of strife and stigma, debilitating scorn, fear and self-loathing, rights bestowed and then revoked, many of us could not imagine living with or without the outcome of the ruling, no matter how it was decided.

As gay rights and marriage equality issues were thrust into the country’s consciousness over these last decades, the times have been both exhilarating and exhausting. The uneven and limited legal, political and social outcomes were full of both promise and pause; leaving us with a fragile and often messy balancing act between condemnation and confirmation for those within the LGBT family. For so many new gay arrivals to San Francisco, the city had become home because it offered a playing field that was beginning to level, and a promise that things were changing here faster.

This past Pride Celebration was historic without question. The timely announcement by SCOTUS (Supreme Court of the United States) for marriage equality throughout all 50 states validated our hard won triumphs throughout the years as we are now, for the first time, able to stand shoulder to shoulder with all citizens as equals on this issue. The decision handed down by the highest court gave credence to the cause we had fought for all my years and more. A sense of relief preceded the deep sense of joy and disbelief that the courts actually did the right thing. “Love Won!” glowed in colored lights from a home perched up on Liberty Hill, visible to all those gathering on Castro Street to celebrate the news on Friday.

In my memory, there have been few events that have contained the potential to change everything for so many and so swiftly: the woman’s vote, the end of segregation in our schools, man walking on the moon, and now marriage equality. Never in my life did I think I would live to see this moment, and suddenly it was done; life could begin anew, on new terms. It was a lot to take in, and so very meaningful to hear the news right here on sacred ground in the Castro.

The Pink Party and the PRIDE Parade were overflowing with the added dimension of happiness and joy. Record crowds joined us to celebrate, and added more to the exuberance and energy of this special occasion. We wouldn’t be here if it weren’t for those who had the courage and the heart to go before us, risking their lives so that we could celebrate marriage equality, one more pivotal step toward the equality of all persons in our diverse family.

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).

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sbn 233408  
VANGUARD PROPERTIES
CASTRO RETAIL STRATEGY REPORT AND FIVE RECOMMENDATIONS - Pages 6, 13 & 15

Survey findings and outreach helped the Retail Strategy team identify the opportunities and constraints of the Castro & Upper Market district. In developing a series of recommendations, the Retail Strategy team first sought to identify the issues that would require additional attention in order to be addressed. Many of the issues are well known to the average customer and experienced while shopping along the corridor; however, several issues, however, came to light only through in-depth dialogue and revealed areas where deeper collaboration will be necessary.

CASTRO & UPPER MARKET

Survey of customers and local businesses, as well as focus groups and interviews with merchants and brokers, provided a deeper understanding of the district's opportunities and challenges. Over 1,200 customers participated in the survey, as did more than 40 local merchants and eight of San Francisco's most experienced retail brokers.

Insights gained through these surveys and focus groups shed new light on the characteristics, perceptions and desires of both local merchants and eight of San Francisco's most experienced retail brokers.

Survey findings are summarized below. More detailed survey results will be provided in a Technical Appendix.

Retail Traffic Light

In order to better message the business types that are desirable for the district, neighborhood leaders reached consensus on the Retail Traffic Light. Designed as an intuitive way to gauge the neighborhood's receptivity, those listed under the GREEN light can expect full community support while those in the RED category will face strong opposition. Use in a YELLOW light are seen as complementary to the neighborhood, given certain conditions and appropriateoting. While not intended as a comprehensive list, the traffic light serves as a starting point for those outside of the neighborhood.

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**Papà al Pomodoro (Tomato Soup)**

*By Francesco d’Ippolito, Poesia*

**Ingredients:**
- 800 grams of ripe tomatoes
- 300 grams of stale bread
- 20 basil leaves
- 1 clove garlic
- 1 tablespoon chopped white onion
- vegetable broth or hot water
- extra virgin olive oil
- salt and pepper

Wash the tomatoes, cut a small incision in the cross and plunge for a few seconds in boiling water. Drain, remove the skin and seeds and chop finely with a knife.

In a pan, heat over low heat 3 tablespoons of olive oil and fry a clove of garlic, remove it before it burns and add chopped onion. Sprinkle with a little hot broth and let it simmer until it becomes tender. Add the tomatoes and raise the heat. Cook for 5 minutes so that the sauce shrinks slightly. Season to taste with salt and pepper. Add the bread cut into thin slices and julienned basil. Reduce heat and stir frequently with a wooden spoon to prevent the soup from sticking to the bottom. Continue cooking joining gradually the hot broth, stirring often for about thirty minutes until the soup does not assume a smooth texture. Please share in soup plates and let it rest before serving with a little oil and a leaf of basil in the center of the plate.

P.S. The tomato soup can be enjoyed the next day, kept in the refrigerator and served at room temperature. A presto.
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 adhoc basis, please email the chair to learn more:

Social: Mark.McHale@EVNA.org

Quality of Life: Shelah.Barr@EVNA.org

Newsletter: James.Kelm@EVNA.org

Neighbors’ Faves!
Neighbors share their favorite places in the ‘hood!

This issue’s Faves come from
From Lindsey Husband, Hartford Street

Giddy Candy Company
2299 Market Street
The first time I popped into Giddy, I was met with the perfect marriage of sugary nostalgia and modern enticement. It was hard to not get overwhelmed by all of the super cool and unique international choices! Mary, the owner, is as sweet as all of the amazing worldly treats in the shop, and is there to help you land on the perfect palette pleaser. (BONUS: she gives samples!) I highly recommend the dark chocolate covered caramel corn and the red licorice scottie dogs. Walk around and fill up with whatever assortment you like and Mary will put a bow on it for you. Give it to someone you love and I promise they will love you a little bit more. Pro-tip: get yourself a bag too!

Swirl on Castro
572 Castro Street
Dear Swirl, oh how I love you! I am not sure what I would do without this neighborhood gem. Swirl is one of those places that is never a “miss”. All of the Swirl boys (and Leslie, Swirl girl!) offer extensive knowledge of wine and spirits without ever being pretentious. Somehow, they’re always in a great mood, which creates the special vibe that we all love here. Go in for a wine recommendation, have a glass (or two) while you shop, run into neighbors and meet new ones. This spot defines the feeling we all love about our Castro community, and they have an awesome selection to boot. It’s a win-win situation every time. Pro-tip: go here for the impossible-to-find Pliny the Elder, that’s right.

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
HEALTH DEPARTMENT CLOSES AREA BUSINESSES
By Patrick Crogan, EVNA Board

VERMIN: small insects and animals (such as fleas or mice) that are sometimes harmful to plants or other animals and that are difficult to get rid of (merriam-webster.com).

There’s something about the word vermin that really gets your attention, especially when it’s posted on the door to a restaurant that’s been closed by the Health Department.

This year 4 restaurants in the neighborhood were forced to close because of vermin infestation. They are: Mandu Noodle House (now closed), 2251 Market, in May; Posh Bagel, 495 Castro at 18th, in May; Sliderbar, 2295 Market at 16th, in October and June; Slider’s Diner, 449 Castro between 17th and 18th, in July.

Since 2004 the Department of Public Health (DPH) has been scoring restaurants for food safety using a numerical scale of 0-100. Based on this scoring system, the DPH categorizes their findings into 4 groups (listed on their website, sfph.org):

<table>
<thead>
<tr>
<th>Score</th>
<th>Category</th>
<th>Inspection Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;90</td>
<td>Good</td>
<td>Typically, only lower-risk health and safety violations observed. May have high-risk violations</td>
</tr>
<tr>
<td>86-90</td>
<td>Adequate</td>
<td>Several violations observed. May have high-risk violations</td>
</tr>
<tr>
<td>71-85</td>
<td>Needs Improvement</td>
<td>Multiple violations observed. Typically, several high-risk violations</td>
</tr>
<tr>
<td>70, &lt;70</td>
<td>Poor</td>
<td>Multiple violations observed. Typically, several high-risk violations</td>
</tr>
</tbody>
</table>

Also from their website is this list of inspection requirements:

- All walls, floors and ceilings must be clean and intact without large cracks or holes.
- All foods must be stored 6” off the floor to facilitate cleaning and sweeping of floors...
- No vermin (rodents, insects or other pests) infestation upon the premises.
- All food storage must be arranged to prevent cross contamination from hazardous materials (i.e. bleaches, cleaning liquids, etc.)
- All equipment used in daily operations is to be in good running order. All storage areas and shelving must be clean.
- There shall be sufficient regular refuse collection to prevent garbage problems (overfilled receptacles causing garbage accumulation problems).
- All food service workers shall exhibit good personal hygiene and work habits...
- All establishments serving food shall have an employed Certified Food Handler to comply with AB1978 (Campbell Bill)
- All food facilities are to comply with the Labor Code Sec. 6404.5 which prohibits smoking in enclosed workplaces.

If you are curious about the inspection history of a particular restaurant, the DPH’s website has this information. At their main website at the top do a search for “restaurant scores.” This will take you to a link to search for a particular business.

In closing it’s important that people realize that when a restaurant closes for violations, the owners and their employees work closely with the Health Department to correct them. Vermin problems are often difficult to fix. Most restaurants in San Francisco are in old buildings. In some cases just finding all the cracks and crevices in order to seal them is a herculean task. When a business closes and then reopens it’s important that we patronize them. In San Francisco’s over heated restaurant market the loss of business to the owners and their workers can be crippling. We owe our neighborhood restaurants our continuing support. They contribute to the flavor of the Castro.
CASTRO HOODIES - STORIES FROM HOODLINE
As you may have heard, the Castro Biscuit has moved over to Hoodline - San Francisco Neighborhood news. Biscuit founder Roy McKenzie is still on the beat for Castro news, but now you’ll find him at http://hoodline.com.

CASTRO BUSINESS BRIEFS, SUMMER EDITION
By Sari Staver
In the ever-changing world of Castro restaurants and retail, we’ve got a summertime installment on neighborhood businesses in transition.
The Castro’s most widely anticipated summer business opening, the new food and small business emporium at 2175 Market St., has been delayed for several months.
The Myriad, the 4000-square-foot ground floor space on the southeast corner of Market and Sanchez, has encountered delays, partner Jordan Langer told Hoodline in an email. Langer, also a partner in several other Bay Area food businesses, said that 13 tenants have been selected for the new space, but that no names will be disclosed until contracts are finalized. Back in April, we reported that two of the tenants would be Mrs. Jones (a bar) and Gambrel & Co. (a butchershop), both co-owned or operated by Langer. At a meeting of the Castro Merchants in June, Langer told the group he had received over 300 inquiries about space in the new building. (Do you have any hints or were you among the applicants? Let us know in the comments.)
Also delayed is the opening of the new, expanded Philz Coffee, under construction at 549 Castro St. The Philz shop at 4023 18th St. will close once the new store is open. A spokesman for Philz told us the company expects the new store to be open in September, and is currently seeking baristas for that location.
Believe it or not, there are three additional coffee shops planned for the Castro, one a mysterious espresso bar said to be “coming soon” to 2299 Market, at the corner of 16th and Noe. Though we don’t know much so far, a small sign in the window says the new business is “minority/gay/woman owned and operated” and it seems the business may have filed a trademark application for the name “Wildcraft.” Stay tuned as we learn more.
Down the road, we also anticipate the opening of Artis Coffee and Verve Coffee Roasters to add to Hoodline’s map of the many Castro spots to get a cup of joe.
Meanwhile, a spokesperson for The Ice Cream Bar, the old-fashioned parlor located in Cole Valley, confirmed that the Castro Street project is still on track for a fall opening. No other details were available.
With Iza Ramen now headed for the Lower Haight (instead of the Castro, as previously rumored) we checked in with the owner of the recently shuttered Dante’s Table (544 Castro St.) to see if there were any new plans. Dirk Tacke said the former restaurant and its liquor license were still for sale and as far as he knew, there were no immediate plans for a new business at the location.
In the coming weeks, a new real estate office will open in the ground floor of the Victorian Stick building at 582 Castro, just north of POPlus near 19th Street. Sixteen employees, including eight realtors, will be at their desks at the first San Francisco office of Engel & Völkers, said Steve West, managing partner. West is also a partner in the real estate business Go West, whose shingle has been out at that address for the past two years.
And if Berkshire Hathaway Home Services/Drysdale Properties can obtain conditional approval to open an office at

Hoodies continues next page
2324 Market St., the neighborhood will have yet another realtor. At last month’s Castro Merchants meeting, Berkshire Hathaway president Gretchen Pearson asked the group for its support in convincing the city to allow it to open an office, which would be the company’s 30th in Northern California. Pearson said that the office could draw evening traffic to the block with its window display of properties for sale.

And, finally, the pop-up Twice closed on June 30th, as planned. One of the employees said they had done “much better than expected” buying and selling used goods, and that the company was evaluating the idea of more pop-ups.

Got news of more openings, closings and business shuffles in the Castro? Let us know in the comments, or by sending us a tip.

**Getting to Know the Castro Farmers Market**

By David-Elijah Nahmod

For Wendy Stern, working at the Castro Farmers Market is a joy. The Duboce Triangle resident stands behind her fruit stand with a little help from her young son Milo. The pair can be seen each week at the Bernard Ranches table, where they sell pesticide-free oranges, limes, lemons, avocados and other healthy delights.

“I’ve come to the market for years,” Stern told Hoodline as she set up her display on a pleasant Wednesday afternoon. “I was Bernard Ranches customer, they needed help, and I love the market. This is the best gig in town! It’s friendly and lively, there’s a good sense of community here.”

Stern said that some of her customers buy citrus fruits for their cocktails. “Come on, it’s the Castro!” she said.

Each Wednesday, the Castro Farmers Market, part of the Pacific Coast Farmers Market Association, comes to life on Noe at Market Street alongside Café Flore.

It’s a marketplace with a social conscience, offering the Market Match service for shoppers who use Electronic Benefit Transfer (EBT) cards. All EBT users have to do is stop off at the information booth and swipe the card for whatever cash amount they need for that day’s shopping. “We match them dollar for dollar,” said market manager Sarah Kagan.

As an EBT user swiped her card, Kagan handed over 20 tokens to the customer. “Pink tokens are for anything except hot food made on site,” she explained. “Green tokens are for fruits and vegetables.” The EBT user, who had punched in ten dollars, received 20 tokens, half green, and half pink.

“There’s a real community feel,” Kagan told Hoodline. “We see a lot of the same faces over time.”

In addition to the expected fruits and veggies, tables filled with homemade breads, pastries, and aromatic cheeses line the stretch of Noe Street. There’s even the family-owned Bolani, purveyors of gourmet Afghan Food. “It’s low calorie and low fat,” promised Mona, our server for the day. Bolani offers a collection of Middle Eastern condiments and flatbreads, and also prepares fresh sandwiches for customers.

“I love this market,” Mona said. “It’s my favorite, and everyone is so nice.”

The close-knit community of the market seems to be the place to be seen for longtime Castro residents. “I’ve been coming every week for three years,” said Leah, a shopper. “I love the vendors, having access to local farmers, and being able to feed my family fresh food.”

Stern notes that younger, newer residents can be a scarcity at the market. “The tech people use Instacart. We’re not seeing them—they have no sense of community.”

We asked Mike of Arata Farms what makes the Castro market unique when compared to other farmers markets. Mike, who also works the Mission Farmers Market and his local Brentwood Farmers Market, told Hoodline that the Castro Farmers Market is an entity unto itself. “I never serve drag queens, leather men, or nude people at the other markets,” Mike said with a laugh. “I told people in Brentwood about that but they don’t believe me!”

How has the ongoing drought affected vendors? Mike told us that his sales were down this year. “They shut my water off at midnight, which affects the amount of product I can grow.” He is now working on getting his farm irrigated from a different source, which will cost him three times as much.

These may be hard times, but the Castro Farmers Market continues on. Check out the market, located on Noe Street between Market and Beaver streets, every Wednesday from 4-8pm.
CASTRO PATROL – CREATING A SAFER GAYBOROUGH

Interview of Greg Carey – Chair of the Castro Community on Patrol

By Paul Margolis – founder of OurTownSF.org (a website promoting SF LGBT nonprofits, arts and athletic groups)

Patrolling the Castro and Duboce Triangle mainly on weekend nights are mostly LGBT volunteers watching out for us wearing orange uniforms.

Their organization, Castro Community on Patrol (CCOP), is a walking neighborhood watch which doesn’t intervene but instead observes incidents and navigates the various police and medical emergency systems as warranted. Greg Carey, the Chair of CCOP, is well-versed in the duties of the various police and medical services in San Francisco. They often contact the same private police force, the patrol special police, where Officer Jane Warner was a former member.

Established by Scott Weiner, Bevan Dufty, Carlton Paul, and Ken Craig in association with chief of police Heather Fong in 2006, CCOP has built strong relationships with area neighborhood associations and city agencies. Similar groups such as CCOP serve LGBT neighborhoods in both San Diego and Seattle.

Mr. Carey joined CCOP “for the exercise” as patroller in 2007 but quickly ended up in management. I asked him about the safety of his volunteers walking our streets sometimes late into the night. He states “there has never been an occasion where patrollers were at risk.” He believes this is because each team consists of 3-4 people.

Currently there are 30 trained patrollers. The next patroller training is scheduled for July 14 at 7pm and takes place every 2 months. If CCOP is successful in recruiting more patrollers, additional shifts would become available. Requirements include “ability to walk 3 hours, run 2 blocks in emergencies and understand that protection is more important than reaction.”

CCOP is funded by a small grant from the City, the Castro Street Fair and occasional bar events. Thousands of whistles for use in case of emergency have been distributed at a cost of about $1 each. CCOP also offers free self-defense and advanced self-defense classes several times per year.

The issues that deemed the creation of a walking neighborhood watch necessary are not expected to subside. Instead, Mr. Carey feels that “more LGBT rights equals more people pissed off.” He plans on staying on as Chair of the CCOP and enjoying the personal interaction.

Questions or wish to volunteer? Contact info@CastroPatrol.org or call 415-ASK-CCOP. Also see http://castropatrol.org/
Our goal is to help you pursue yours.

It’s that simple.

Life’s better when we’re connected.

The retail strategy of any business district must start with a nuanced assessment of how the district can and does differentiate and “position” itself within the broader competitive retail landscape, both as a destination for consumers and as a location for tenants. Its marketing content and “brand” identity must reinforce this strategic positioning, with coherent messaging and marketing campaigns targeted to specific audiences. Otherwise, marketing activities and brand identity will lack credibility and meaning, with no realistic chance of realization.

2240 MARKET STREET

Developer Prado Group plans to build a five-story structure with 43 residential units, fronting both Market and 15th Streets, to include ground floor retail and 22 parking spaces. The historic Sullivan’s Mortuary façade and tiled roof would be incorporated into the new building. The site is currently a parking lot.

2100 MARKET STREET

At the corner of Church and Market, developer Brian Spiers has proposed 60 rental apartments over ground-floor retail and almost no auto parking. The site is currently a vacant single-story building, which has become a hot spot for loitering and graffiti.

UPPER MARKET STREET SAFETY PROJECT

The SFMTA is poised to implement a series of long awaited pedestrian improvements on the Upper Market corridor, representing a tremendous enhancement of the pedestrian experience on that street and offering expanded opportunities for outdoor dining.

At Merrill Lynch, you’re at the center of every conversation. Your Merrill Lynch financial advisor will take the time to understand what’s most important to you: your family, your work, your hopes and dreams. Together, we’ll create an investment strategy that’s uniquely yours.

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The Tower of Jewels: The Panama-Pacific International Exposition, San Francisco 1915

by Sally Swope, EVNA Contributor

2015 marks the 100th anniversary of the Panama-Pacific International Exposition (PPIE), celebrating the completion of the Panama Canal and showcasing San Francisco’s recovery from the devastation of the 1906 earthquake and fire. Throughout this year, a city-wide consortium of cultural, civic, and historical organizations will offer programs to commemorate the Pan-Pacific International Exhibition and reflect on its significance.

President William Howard Taft proclaimed San Francisco, “the City that knew how!” as the official host city of the PPIE. Organizers of the 100th Anniversary explained the idea began more than two decades before it opened and the idea for a large event gained momentum after the earthquake. San Francisco leaders’ first thought was to rebuild and their second thought was to throw a giant celebration and invite the world to come.

Most tourists at the PPIE came to see the 2,000 exhibits and the Tower of Jewels that could be seen from the Ferry Building at night. The Tower of Jewels was on top of the forty-three story building that was on the main entrance at Scott Street. Decorated with 102,000 cut-glass “jewels” called “novagems,” the Tower of Jewels made an impression that most people never forgot. They sent picture post cards of it to their family and friends.

The “jewels” came in several colors of glass and were mounted on brass hangers with a small mirror behind them that increased their reflecting light. These “jewels” freely hung from the sides of the building and the breezes made them sway causing the building to shimmer in a way that people said it was impossible to describe unless you saw it in person. At night this effect was even stronger since fifty search lights hidden around the tower were pointed towards it creating a spectacular sparkling impression.

During the PPIE, new “jewels” were sold as souvenirs and they often had a small image of the Tower of Jewels on the back. After the close of the fair, the actual “jewels” that hung on the tower were sold for $1 each. There were many jewel-related souvenirs including pins, cufflinks, and spoons. Some of these souvenirs had a little dangling brass tag with the tower on one side said, “Certified by Walter Ryan,” and Creator of the Novagems, on the other. Many people around the world received picture post cards with the Tower and under it “San Francisco, California.”

Continues next page
After the fair closed, this “city within a city” closed and became the Marina, an expensive residential district. The Palace of Fine Arts at the far side of the Exposition is one of a few remaining buildings that now is a city landmark.

One-hundred years ago, San Francisco welcomed the world to the Panama-Pacific International Exposition of 1915, a showcase of achievements in the arts, architecture, sciences and engineering. The city’s rejuvenation was the impetus of a new city hall, a massive expansion of public transit and a new civic auditorium (named for promoter Bill Graham). San Francisco emerged as a global city and tourism still is one of the city’s primary source of income.

More than a hundred events are planned during 2015 in San Francisco. You can see them listed at: http://www.ppie100.org/about/

Continued from previous page

1

There are over 200 firms in the Castro & Upper Market area, with many more in the Solar Walk corridor.

2

RECOMMENDATION

According to interviews with local retail brokers, the profile and standing of Castro & Upper Market has diminished among prospective tenants interested in San Francisco locations. Valencia Street, Divisadero Street and Upper Market have become more popular in recent years.

The character, demographics and economic conditions of urban business districts ebb and flow. Consumer preferences change as well. While these changes are largely driven by broader economic and social forces, strategic initiatives on a neighborhood scale can play a critical role in shaping how a retail district successfully responds to them.

In the case of Castro & Upper Market, the neighborhood’s profile diminished over time by competing with neighboring districts, declining public transit service, shifting transportation patterns, and developing a static approach to attracting new retail to the district.

RECOMMENDATION

The Castro & Upper Market District is one of the most walkable districts in San Francisco, with an abundance of shops and services within a short walking distance of surrounding neighborhoods. World-class public transportation, with numerous Muni bus and metro lines, and a network of pedestrian-friendly streets, have helped this half of customers reach the retail corridor on foot, and customers are walkable in the extent of the neighborhoods they like most.

Yet despite the large number of walkers, significant barriers prevent the retail district from being a safe, efficient and appealing setting for retail. These barriers include long crosswalk distances and chaotic paths of vehicular travel where pedestrian signals are often too short to fully cross. A vehicle lane of travel along Market Street divides the north and south sides of the street, quality shops and restaurants are unappreciated and have to be found.

The Retail Strategy envisions a safer, more walkable and attractive Castro & Upper Market retail corridor that helps customers experience the various retail nodes as part of a larger whole and makes it easier to balance its diverse offerings.

RECOMMENDATION

I’d like to see the neighborhood move away from the more diverse demographic to support tourism and the like. Can you tell us what have they done to support the like?

Commissioners answered that the retail mix is skewed towards local voices.

In the absence of dedicated staff beyond June 2015, the Retail Strategy will depend upon Castro & Upper Market district stakeholders to ensure an engaged commitment to the project. In the absence of dedicated staff beyond June 2015, the Retail Strategy will depend upon Castro & Upper Market district stakeholders to ensure an engaged commitment to the project.

RECOMMENDATION

Let’s go back to the days when the police were on the streets.

The Castro & Upper Market Retail Strategy represents a novel approach to improving the quality of the district’s retail mix. While neighborhood transformation and changing demographics are within the purview of the Castro & Upper Market district stakeholders, the Retail Strategy is truly a collaborative effort to sell the corridor’s strengths and collectively guide the neighborhood to reflect the sentiments our survey results. To that end, the collaborative nature of this project must continue. It must also be monitored to gauge progress toward the agreed-upon recommendations.

Regular stakeholder meetings will be required to sustain an engaged commitment to the project. In the absence of dedicated staff beyond June 2015, the Retail Strategy will depend upon Castro & Upper Market district stakeholders to ensure an engaged commitment to the project.
EUREKA! Published six times a year by Castro/EVNA
2015 EVNA Public Meetings
Fourth Wednesday of odd numbered months, except Nov. from 7 - 8:30PM, Harvey Milk School
Jan. 28, Mar. 25, May 27, Jul. 22, Sep. 23, Nov. 18
2015 Board
Email the entire board: board@evna.org
President
ALAN BEACH - NELSON, Castro St.
ALAN.BEACH@EVNA.ORG 431.5152
Secretary
ROB COX, HARTFORD ST.
Treasurer
JAMES MOORE, 16th St.
Committee Chairs
Newsletter
JAMES KELM, CASTRO VILLAGE WINE CO.
Planning
Jack Keating, (Executive), 17th St.
Quality of Life
SHEAH BARR, 17th St.
JAMES MOORE, 16th St.
Social
Mark McHale, Vanguard Properties
Tech & Marketing
OREZ ZAKRY, COLLINGWOOD ST.
Directors
Patrick Crogan, Market St.
Tim Eicher, Q Bar
Mary Edna Harrell, Castro St.
Crispin Hollings, 18th St.
Loi Ouchon, 18th St.
Ex-Officio:
Steve Clark Hall, Websmaster, 19th St.
Judith Hoyem, Emeritus, 17th St.

ASSESSOR-RECORER CHU ANNOUNCES ACCESS TO INSTANT REAL ESTATE DATA THROUGH MLS
The Office of the Assessor-Recorder will use MLS to ensure more accurate and fair tax assessments for all San Francisco property owners and taxpayers

San Francisco, CA – Assessor-Recorder Carmen Chu today announced that her office will now have access to the Multiple Listing Service (MLS) an online software operated by the San Francisco Association of Realtors (SFAR) that tracks real estate sales in the city. The Board of Supervisors unanimously approved a resolution providing the Office of the Assessor-Recorder access to MLS.

Assessor-Recorder Carmen Chu stated, “Gaining access to MLS has been a priority of mine since taking office and I’m excited to get this win for the department. Through this action we will be joining in the best practices of our peer counties so that our staff will now be better equipped with the most complete information to determine fair values in the marketplace.”

Chu continued, “I want to thank the San Francisco Association of Realtors and their Board of Directors for their collaboration, as well as Supervisor Scott Wiener for his willingness to serve as the sponsor of the legislation. It is through great public and private partnerships like these that allow government to be more effective and get results.”

The Office of the Assessor-Recorder is responsible for assessing over 206,000 parcels annually for property tax purposes. Property taxes represent over one-third of the City’s general fund revenue used to support critical services. California’s Proposition 13 requires that properties are valued at fair market value when there has been a change in ownership and access to information on sales and listings in the marketplace is critical to this work. MLS, which is solely operated by SFAR in San Francisco, is a web-based tool that gives users up-to-the minute listings in the real estate market and is commonly used by real estate professionals and buyer and sellers.