



EUREKA VALLEY PROMOTION ASSOCIATION

serving the Castro and Upper Market neighborhoods since 1881

PO BOX 14137
SAN FRANCISCO, CA 94114

3/20/2007

Supervisor Bevan Dufty
1 Dr. Carlton B. Goodlett Place Room 244
San Francisco, CA 94102-4689

Re: Castro Theatre Marquee

Dear Supervisor Dufty,

The EVPA Board of Directors wholeheartedly supports any reasonable effort to help protect the marquee of the Castro Theatre, San Francisco designated Landmark No. 100. We were very disappointed to see that so soon after its recent restoration, the marquee was yet hit again, twice, breaking the neon tubing and crushing the sheet metal on the northern corner. As you know, this has been a very long term problem.

We reached out to Bill Longen of the Castro Theater to see what, if anything, the EVPA can do to help solve this recurring problem. We were excited hear about the plan to place large tree containers in the street as a blockade for marquee from tall trucks. Bill also assured us that the theater would take on the responsibility of keeping the street clean where the street cleaners can not go along the curb.

We recognize this as a *temporary* solution to the problem. We very much look forward to the long awaited and highly anticipated Castro Streetscape improvements, including the widening of the sidewalks within the Castro Street Neighborhood Commercial District, which will provide for a permanent solution.

We very much appreciate your action to get these planters promptly in place. We look forward to the Castro marquee shining brightly in the future. If there is any further action or assistance that the EVPA can provide to help protect the marquee of this historic landmark, please let us know.

Respectfully,

Steve Clark Hall
President, Eureka Valley Promotion Association

cc: Bill Longen, Castro Theatre
Steve Adams (MUMC)
Andrea Aiello (C/UMCBD)