



Eureka!

News for Eureka Valley, Upper Market, Castro, Duboce & Twin Peaks. Published by the
Eureka Valley Promotion Association
Serving the neighborhood since 1881.

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www.EVPA.org

www.PinkTrianglePark.org

Economic Development Roundtable Proposal

Have you noticed the number of empty storefronts in the neighborhood in recent times? With the development of the infill projects along Market Street in the next years, there may be even more empty storefronts, as the buildings will all have retail space on the ground floor. A number of the beloved merchants are at risk of going out of business. Many agree that business is down.

What is happening? There are a number of theories and ideas about why we have these empty storefronts. Retail shopping habits have changed, in large part because of the internet. This has had an adverse effect on small neighborhood stores.

Brad Villers, the owner of the KardZone [next to where the Tower Records store location] took his time to walk around the neighborhood and list the empty store fronts. Tito Vandermeiden then geo-coded the list and made a map of empty storefronts. The map was instrumental in getting attention to the issue. See map [Note: the map was created on March 12th, 2007 and represents a snapshot of that point in time].

There are a number of proposal/efforts afoot to address the economic development of the Castro. One of the main obstacles to new business' opening in the neighborhood is believed to be the high rents. However, many landlords are flexible regarding rents.

Some are proposing a ban on formula retail based on the theory that some of the landlords owning these empty commercial spaces are holding out for formula retail because they can pay higher rents and take longer leases. Many national formula retail [think L'Occitane en Provence @ 556 Castro] businesses can have a shop that doesn't make a profit and they deal with it as brand building [another form of billboard]. A formula retail ban has been instituted in several other areas of the city, including Hayes Valley and North Beach. Such a ban may have unintended and adverse consequences. It could prevent supermarkets, banks, and pharmacies from opening stores in a neighborhood.

(Continued on page 3)

EVPA Members in the News

At its May 2, 2007 meeting, the San Francisco Commission on Aging and Adult Services elected Gustavo Serina President. The seven member commission oversees the Department of Aging and Adult Services, which is the primary agency providing assistance to seniors and adults with disabilities. These services include congregate meals at senior centers and recreation centers, such as the Eureka Valley Recreation Center on Collingwood Street, home delivered meals, transportation, subsidized housing, in-home care, protective care, and, when needed, institutional care.

The Commission and the Department strongly support programs aimed at helping seniors and adults with disabilities remain independent and active in their homes and communities. Serina is believed to be the first openly gay man to fill this position. The Commission meets the first Wednesday of every month at 9:30AM in room 416 at City Hall and members of the public are invited to attend and speak regarding issues affecting seniors and adults with disabilities. Gustavo Serina is currently EVPA Secretary, is a past President of the organization, and is Vice-President of the Castro/Upper Market Community Benefits District.



Gustavo Serina and Bevan Dufty photo by Diane Nutting

Welcome Chocolate on Castro

In April, a new and most welcome addition to the neighborhood shopping scene opened its doors. Chocolate on Castro is located at 504 Castro Street, next door to Harvey's, in the space previously occupied by Tully's Coffee Shop. Not surprisingly, this store specializes in chocolate--truffles, English Toffee, and virtually every other form of this ever popular sweet. With the exception of the truffles, which come in many flavors and sizes, all the chocolate sold is made in San Francisco, and supplies this new store and another on Jefferson Street at Pier 39. Chocolate On Castro also carries a large selection of jelly beans, caramels, jars of body frosting, and organic coffees.

The friendly staff is helpful and informed. So, stop in, say hello, and, like Oscar Wilde, be prepared to resist anything but temptation.

General Membership Meeting Minutes April 2007

Upon motion made and seconded, approved plans to expand The Cafe, subject to certain conditions to be spelled out in a letter written by the Chair of the EVPA Planning Committee to the Planning Commission.

Upon motion made and seconded, approved sending e-mail copies of the monthly Eureka! to non-members as a marketing/recruiting tool. People wishing to receive snail mail copies must be members of EVPA. Members approved printing extra copies to assist EVPA Board Member Joe Caruso's efforts to recruit more neighborhood businesses to join the organization.

Upon motion made and seconded, approved in concept a proposal for EVPA to host an Economic Forum aimed at attracting businesses that can thrive in the neighborhood. EVPA Board Member Demien Quesnel will spearhead this project and return to membership for final approval.

Upcoming EVPA Meetings

EVPA meetings are back in the Eureka Valley Recreation Center Auditorium, 100 Collingwood (behind Cala Foods). See you there!

May 17, June 21, July 19

Upper Market/Castro Workshop- EVPA Will Participate in Future M&O Development

At the April, 2007 General Membership meeting, guest Michael Smith of the San Francisco Planning Department discussed the objectives of the Upper Market/Castro Workshop. The workshop is intended to give residents input regarding various issues associated with upcoming major infill developments along the Market Street corridor from Octavia Boulevard to Castro Street. A consultant is expected to be hired by the end of the summer. A key objective of the workshop is to develop guidelines that developers can use in designing projects. By adhering to the guidelines, developers can avoid lengthy, often contentious issues. The workshop will not result in any zoning changes in the affected area. EVPA thanks District 8 Supervisor Bevan Dufty for securing funding for this process. EVPA Board Member Demien Quesnel is the EVPA spokes person for the workshop.

Reminder: Time For Membership Renewals



Just a reminder, April was the month for EVPA membership renewals. Please send your checks to our P.O. Box. Remember, this is your neighborhood organization and we cannot produce our newsletter or effectively work to improve the Castro/Eureka Valley without the necessary funds. So please, sit down and write that check now and mail it to us.

Thank you!

Contact EVPA Board Members

If you would like to volunteer or have questions, please feel free to contact any of the following EVPA Board Members:

Frank Weiss (President) 415-706-6597

Demian Quesnel (At Large Board Member) 415-861-5084

Economic Development (Continued on page 3)

Fortunately, District 8 Supervisor Bevan Dufty is well aware of this problem. To help address it, he has secured \$25,000 from the Mayor's Office of Economic Development, \$10,000 from the Castro/Upper Market CBD, and \$15,000 from MUMC to help market the neighborhood, determine the kinds of businesses that are needed/wanted and that will do well, and identify impediments to opening successful businesses in the area. Ken Stram, Director of the LGBT Center's Economic Development, will manage this project.

There are a number of other proposals floating about [think Yellow Brick Road] to boost the neighborhood as a destination in order to boost the economic vitality of the neighborhood.

It has been proposed that EVPA sponsor an Economic Development Roundtable to bring the people proposing these efforts to sit around a table and discuss these issues. We would also like to get someone who can speak from the landlord's point of view and maybe a commercial real estate agent who can speak to the challenges of opening businesses in the area.

The basic format would be for there to be a panel consisting of spokespersons offering the various perspectives. It might also be useful to have representatives from MUMC, CBD, EVPA, DTNA and any other groups representing the area. Each person would be given a set period of time to present their ideas. They would be requested to attempt to present two things, a vision for the economic aspect of the neighborhood and then their pro-

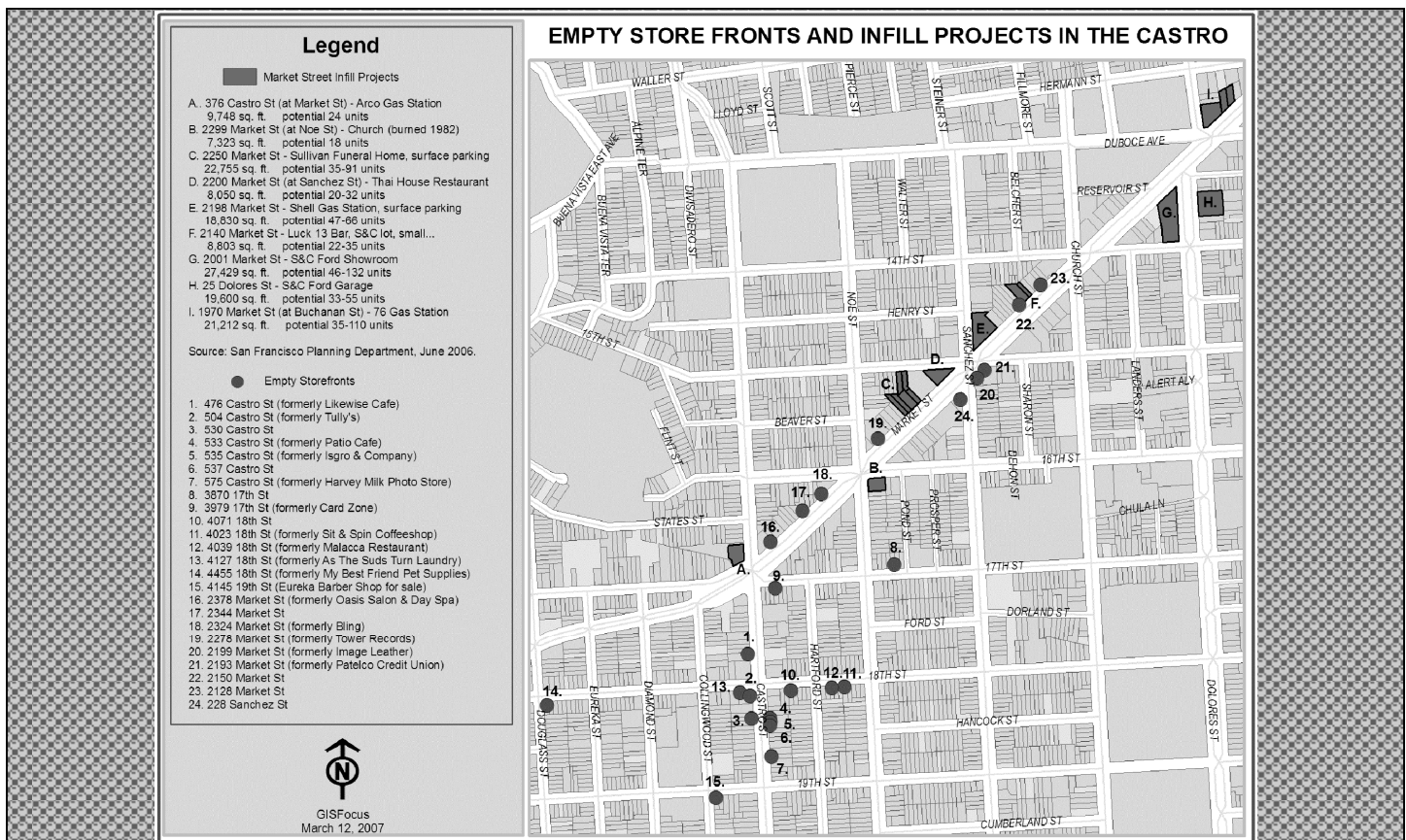
posal for how to achieve that vision. After each person has spoken, there would be a period where the participants would be able to ask each other questions. After this process, the attending public would have an opportunity to ask questions.

The hoped for outcome would be some sort of cohesive vision for the economic development of the neighborhood and an understanding of the proposed methods of achieving that vision. At a minimum, the roundtable should allow all the participants to understand the various ideas that people are putting energy into and how they may be at cross purposes and what elements they share.

This effort should result in better understanding amongst the participants of the other efforts afoot and allow progress to be made more smoothly. Hopefully they will also find out that their concerns are shared and allow common ground to be found so that they can work together.

It is envisioned that this roundtable occur on a Saturday afternoon and last at least 3 or 4 hours. The public would be invited to listen and there would be a question period. It is hoped that Supervisor Bevan Dufty will be able to attend. If anyone has ideas about people who could contribute meaningfully to the discussion, please contact Demian Quesnel [dquesnel@usa.net] or Frank Weiss [frankw@well.com].

This effort will be proposed to the membership at the May 17th general meeting and voted upon. The effort would be good for the visibility of EVPA as an organization that is proactive and involved in the future of our neighborhood.



Castro Community on Patrol: Volunteers Wanted

Castro Community on Patrol will hold a training for people interested in becoming patrol volunteers on Sunday May 20 from 5-8:30 p.m. The training will take place at Coldwell Banker, 2355 Market Street (at Castro Street).

Castro Community on Patrol is a neighborhood, grass-roots organization that promotes safety awareness and education in the Castro and Duboce Triangle. Volunteers are asked to volunteer one night a month by patrolling the neighborhood. The training will teach volunteers how to patrol effectively, how to promote a safe neighborhood, and how to de-escalate tense situations. For more information, or to sign up for the training, please email training@castropatrol.org.

General Membership Meeting

Thursday, May 17, 2007 @ 7:30PM

Eureka Valley Recreation Center
100 Collingwood St.

AGENDA:

1. Introductions
2. Approval of April, 2007 minutes (Action Item)
3. Committee Reports
4. Halloween, 2007 Update
5. Conditional Use Process as Applied to New Businesses
6. Guest Speaker
7. Economic Roundtable (Action Item)
8. The Cafe

TITO VANDERMEYDEN



JUNE 3, 2007
STUDIO 94114
4069 19TH ST
SAN FRANCISCO, CA
11AM TO 6PM

GREG DAY



AMSTERDAM:

THE EXPECTED AND THE UNEXPECTED

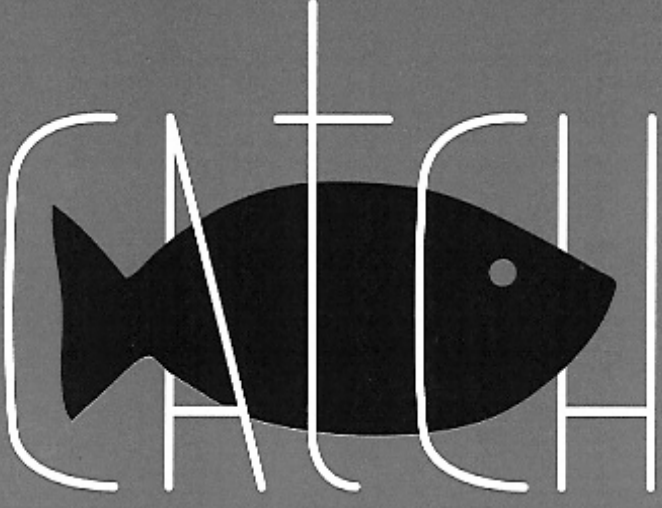


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DTP Dispatch 553-1200
Street Signs Missing/Damaged 554-9780
Pot Hole Repair 695-2100
Supervisor Bevan Dufty's Office 554-6968
bevan.dufty@sfgov.org
CBD Hotline 559-6968

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2006 EVPA OFFICERS AND BOARD MEMBERS

President: Frank Weiss
Secretary: Gustavo Serina
Treasurer: David Weiss
At-Large Board Members: Mike Babbitt, Joe Caruso, Demian Quesnel

Join EVPA by Sending Us This Completed Membership Application

Name: _____
First Last

Name: _____
First Last

Organization: _____

Address: _____ Apt. _____

City: San Francisco, CA Zip Code _____

Day Phone: (____) _____ Evening Phone: (____) _____

Email _____

Address: _____

(EVPA does not share your contact information with other groups)

My concerns for the neighborhood include _____

I am interested in working on the following issues:

____ City Planning/Zoning ____ Transportation, Utilities & Neighborhood Commerce

____ Public Health/Safety ____ Education/Recreation ____ Membership & Promotion

____ Finance ____ Internal Affairs ____ Pink Triangle Park

____ **Renewing membership.** ____ **New membership.**

____ I wish to receive my copy of the Eureka! Via the internet rather than by US Mail

Annual Membership dues are \$20 per calendar year for individuals, \$30 for households and \$40 for businesses or nonprofits in Castro, Upper Market, and Duboce Triangle (Eureka Valley). EVPA is a non-profit California corporation. Please return this form with your check payable to EVPA to:
EVPA, PO Box 14137, San Francisco, CA 94114-0137

EVPA P.O. Box 14137
San Francisco, CA 94114-0137
Address Service Requested

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