HVNA Membership Form

Join Hayes Valley Neighborhood Association. Just return your completed form with a personal check made payable to **Hayes Valley Neighborhood Association**. You can also join online at www.hayesvalleysf.org.

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■ Membership Levels:

Please check the appropriate membership category:

- Voting Member: Must reside within the association's boundaries, or own property or a business within the association's boundaries (see map)
- Associate Member: Members residing outside the association's boundaries

I am a: \square Returning Member \square New Member

- ☐ Limited Income \$15
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Areas of Interest:

Volunteers are welcome! Please indicate your areas of interest.

- ☐ Arts, Culture and Environment (ACE)
- ☐ Business Relations
- ☐ Communications (Newsletter & Website)
- ☐ Families and Children
- ☐ Neighborhood Safety
- ☐ Support (flyer distribution, mailings, etc.)
- ☐ Transportation and Planning
- ☐ Greening
- ☐ Other:

Return to:

Hayes Valley Neighborhood Association 1800 Market Street, PMB #104 San Francisco, CA 94102

AUGUST

Monday, Augustst 3rd

Public Safety Committee (car breakins/thefts): 7 pm Korean Culture Center, corner Buchanan at Grove

Tuesday, August 4th

National Night Out: 5:30 Food, Safety Resources, SFPD, Mayor's Office of Neighborhood Services and fun for our children. Ella Hill Hutch Community Center, 1050 McAllister (near Webster)

Friday, August 7th

Volunteer to stuff backpacks to be given away tomorrow: 6 pm Ella Hill Hutch Community Center, 1050 McAllister (near Webster)

Saturday, August 8th

Neighborhood Health Fair and Back to School Backpack Giveaway: 10 am – 2 pm. All are welcome Ella Hill Hutch Community Center, 1050 McAllister (near Webster)

Thursday, August 20th

ACE (Art, Culture, & Entertainment) Committee (3rd Thursday of each month): 6:30-8 pm: Octavia Court, 261 Octavia (at Oak)

Thursday, August 27th

Greening Committee: 6:30–7pm: Planning our green spaces Hayes Valley Playground Clubhouse, corner of Hayes & Buchanan

Thursday, August 27th,

Community Meeting: 7-8:30 pm: Hayes Valley's Formula Retail Store Ban (current challenges and history) Hayes Valley Playground Clubhouse, corner of Hayes & Buchanan

August 1st, 15th, & 29th

10-11 am: Free "Basic Training" at PROXY Corner of Hayes and Octavia

Advertise in *The Voice*!

Contact voice@hayesvalleysf.org to learn more!

SEPTEMBER

Saturday, September 4th

Urban Air Market: 10 am-5 pm Patricia's Green and Octavia Street

Thursday, September 17th

ACE (Art, Culture, & Entertainment) Committee (3rd Thursday of each month): 6:30-8 pm: Octavia Court, 261 Octavia (at Oak)

Thursday, September. 24th

Greening Committee: 6:30–7pm Hayes Valley Playground Clubhouse, corner of Hayes & Buchanan

Thursday, September 24th

Community Meeting: 7-8:30 pm Hayes Valley Playground Clubhouse, corner of Hayes & Buchanan

September 12th & 26th

10-11 am: Free "Basic Training" at PROXY Corner of Hayes and Octavia

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voice@hayesvalleysf.org to learn more!

Want to record traffic issues, new buildings going up, other?

Add new photos to our website gallery! Email voice@hayesvalleysf.org

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Police: Anonymous Tip Line	51
Police: Northern Station	0
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All City Departments	311

The HAYES VALLEY Voice

Volume 17/Issue 04

A Publication of The Hayes Valley Neighborhood Association | HVNA

August/September 2015

Formula Retail in Hayes Valley Why are there no chain stores here?

By Larry Cronander, President

The neighborhood we enjoy today is thriving, both residentially and commercially. Many of the businesses in Hayes Valley are unique to the business environment, and contribute to the special character of our neighborhood as a destination for shopping and dining. Fast food chains, bank branches and big-box retailers are not to be found in Hayes Valley. The absence of chain, formula retail businesses is not an accident nor wholly due to impersonal market forces. Hayes Valley was the first in the nation and now is one of three neighborhood commercial districts in San Francisco in which formula retail businesses are prohibited under the Planning Code. The HVNA has played a role in shaping the relevant sections of the Code which have helped to make Hayes Valley a unique and popular shopping experience.

This vibrant environment, as the economy booms and the popularity of Hayes Valley increases, attracts new small businesses and local entrepreneurs to our neighborhood. The desirability of Hayes Valley also attracts deep-pocket formula retail chains to open branches here. The HVNA has a long history of supporting small local businesses and of opposing formula retail in Hayes Valley. Formula retail chains detract from the unique-



ness of the Hayes Valley experience (or that of any neighborhood), drive up commercial rents, discourage small business and price out small, existing legacy businesses when their rent skyrockets as their leases expire.

The Planning Code defines formula retail, among other criteria, as a business having eleven or more branches world-wide, either already open or with entitlements in place at the time of application. There are very few of these businesses in Hayes Valley presently, mostly grandfathered in under previous versions of the Code. Together with many other neighborhood groups and public officials, the HVNA had a constructive part in formulating the present, more restrictive iteration of the Planning Code relating to formula retail, closing loopholes that would otherwise allow chain stores to open here.

However, some loopholes continue to exist. One retailer recently planned to open on Hayes Street with fewer than eleven branches or entitlements at the time of application, but with openings and entitlements for dozens of other locations nationally and internationally made just days after their application to open in Hayes Valley. (This business has another location in San Francisco on Fillmore Street.) The intention seems to be to circumvent the relevant provisions of the Code which would otherwise prevent them from opening in Hayes Valley. The HVNA has filed an Appeal to prevent this, which will be heard by the Board of Appeals on August 26th. Watch our blog on our website and other social media news for further updates.

The HVNA will vigorously defend the prohibition of formula retail in Hayes Valley. The majority of merchants in Hayes Valley support the HVNA's position. Your support for our stance is crucial to prevent the homogenization of business in Hayes Valley. Please

continued on page 2

President's Column

By Larry Cronander



t continues to amaze me how busy Hayes ■ Valley and the HVNA are this summer. Through the Arts, Culture and Entertainment Committee (ACE) and other entities, we watched in awe as David Best's new sculpture The Temple rose in Patricia's Green and has become a focus of neighborhood attention. Plans for a design competition, to be announced later this summer, for an art installation commemorating the demolition of the Central Freeway in Hayes Valley, continue apace. The Greening Committee continues its work to green the neighborhood (including supporting SFRec & Park to reseed Patricia's Green), and efforts continue with other groups to revitalize the Buchanan Mall. The activation of Parcel O is proceeding, with interim use for the arts and incubator projects planned until the affordable housing planned for the site are built in twelve to sixteen months The Business Relations Committee works to maintain the ban on formula retail in Hayes Valley. The Communications Committee continues to publish the Voice and update the HVNA's website to reach out to the neighborhood's residents, established and recent, as the new housing developments in Hayes Valley open and fill. The HVNA Community Meeting in July featured on presentations on new cargo bicycles and just bicycling in Hayes Valley, and was fun, informative and well-attended. We welcomed District 2 Supervisor Mark Farrell who presented his plan for sustainable funding for City parks and took neighbors' suggestions.

In August, The Public Safety meeting on August 3rd will focus on car break-ins (now at epidemic levels) and how to prevent and report them; a future meeting will concern bike thefts and prevention. The Transportation and Planning Committee will meet and continue to oversee the new developments in Hayes Valley for compliance with the Market and Octavia

continued on page 2





continued from page 1

contact us at president@hayesvalleysf.org to find out how you can help. Follow events on our website. For Hayes Valley merchants, a terrific platform for your views on the subject is Townsquared, www.townsqd.com.

Stay tuned and remain vigilant!

President's Column continued from page 1

Plan and work on traffic issues. The SFMTA's work on the HVNA's twelve traffic-calming points continues. The next Community Meeting will be Thursday, August 27th and will focus on formula retail ban in Hayes Valley. The HVNA continues to work closely with many government entities, including Supervisor Breed's office, on numerous matters, and with non-governmental organizations and other neighborhood groups.

The list goes on and on, and there is literally not enough space here to list everything that is happening and that the HVNA is doing. Check the HVNA website hayesvalleysf.org for further updates. Always watch for the *Hayes Valley Voice*, delivered to your door, at our merchant members, or online!

Membership in the HVNA is at an all-time high. Your support and participation make the HVNA the effective, grass-roots, all-volunteer organization working hard for the betterment of Hayes Valley that it is. If you are interested in our neighborhood, there is no better way to know it than through participation in the good work of the HVNA. All are welcome. Join us! president@hayesvalleysf.org president@hayesvalleysf.org

"Making Space" Incubator In Hayes Valley moves forward

By Gail Baugh, HVNA Vice President

HVNA, in collaboration with the Mayor's Office of Housing and several other organizations, are moving forward to activate the nearly 1 acre of land at the corner of Fell and Laguna Streets. This parcel has been designated for about 100 affordable family apartments, to be built in about 18 months. In the meantime, HVNA embraces using this empty parcel of land for neighborhood benefit, and discourage the current negative behavior that persists on the Fell Street sidewalk.

We are now in the budgeting phase, exploring funding sources, and developing a landscaping and layout plan that will make the site welcoming and comfortable. We intend to have creative lighting, banners, and other ways to invite the public to explore this new space and stay awhile. If you would like to become a part of this new neighborhood activity, email us. The planning group includes HVNA's ACE (Art, Culture, and Entertainment) Committee (co-chairs Madeline Brigham-Behrens and Bill Bulkley), HVNA's president Larry Cronander, vice president Gail Baugh, and numerous other organizations. The group meets every two weeks, with the next meeting in early August. If you know of organizations or artists who would like to participate, contact ace@hayesvalleysf.org or vicepresident@hayesvalleysf.org

Read further updates on the Making Space project online.



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Angel Davis and Charles Bililides, *Co-Chairs* business@hayesvalleysf.org

Communications & The Voice

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Public Safety

Bob Barnwell, *Chair* safety@hayesvalleysf.org

Transportation and Planning

Jason Henderson, *Chair* planning@hayesvalleysf.org

Greening

Jay Rosenberg and Jim Warshell, Co-Chairs greening@hayesvalleysf.org

Support HVNA Business Members

Please patronize the following business and institutional members of our community.

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Arlequin Café

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BIRBA Wine Bar Blue Bottle Coffee The Bold Italic

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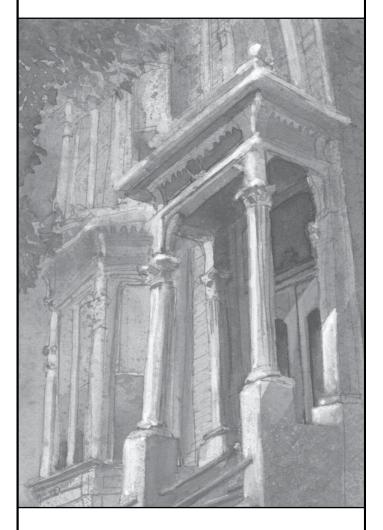
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Keeping It Small In Hayes Valley

By Murrey Nelson

One of the defining values of Hayes Valley is its commitment to small businesses and creative entrepreneurs. It was in this spirit that Corina Nurimba-Hamball and Catherine Chow came up with their business plan to launch a boutique that carries small contemporary brands of clothing and accessories. Corina was a newly minted architect and Catherine was the sales manager of the Huntington Hotel, which often hosted trade shows for such brands, when Catherine suggested they launch their own venture. Starting out as a sort of traveling trunk show, they bought small quantities at trade shows, but yearned to have their own store.

They looked in the usual locations of Fillmore Street, Union Street and even Union Square, but found the rents off the charts and the neighborhoods homogeneous. When they met their landlord's leasing agent, he advised that they have a firm business plan to present. The landlord, George McNabb, had in turn done his homework. They presented their plan, and then he asked which one of them had lived at 1486 35th Avenue. When Corina replied that she had grown up there, he revealed that his family had previously owned the building. Their lease at the corner of Gough and Hayes came with some good karma.

Azalea opened in 2003 with a smaller footprint than it has today, offering men's and women's clothing from such brands as The Fifth, A. G. and Rag & Bone, with Corina and Catherine draining their savings to start the business. Success made the opening of men's store Welcome Stranger possible in 2010, followed soon thereafter by Rand + Statler, another unisex store which Corina calls "Azalea's older sibling." The retail duo describes their buying philosophy as one that has evolved, following their personal taste and milestones, as well as taking note of what their loyal customer base wants from the boutiques. They launched their own private label in 2012 and are proud to say that it is made in the Bay Area.

Corina notes that doing business in Hayes Valley is a dream, because everyone wants to work here and shop here. That also makes it a draw for bigger brands wishing to stake a claim before they exceed the formula retail limit (see feature article on the Hayes Valley ban on formula retail on the front page of this month's Voice). In such a case, Catherine heard that cashmere brand and formula retailer Kit & Ace were seeking to establish themselves in Hayes Valley while openly announcing on their website that they planned to open over 50 stores across the United States and internationally in 2015, Catherine and Corina went immediately to the planning department and the zoning administrator revoked the permits. They had applied for their permits, however, when still fewer than eleven locations existed, so Kit & Ace appealed and



the permits were re-granted. Currently, another appeal has been filed by the Hayes Hayes Valley Neighborhood Association, with the support of the HVNA's Business Relations Committee. Corina makes the excellent point that for many chain (formula) businesses, establishing in a particular urban neighborhood is simply a branding and marketing strategy, while for the smaller retailers, it's their bread and butter.

Greening issues in Hayes Valley

By Jim Warshell, Greening Commmittee Co-chair

Good news from SF Rec and Park...Patricia's Brown should soon be Patricia's Green again with the reseeding of the lawn and repair to the sprinkler system!

Another bright note, there are efforts afoot to reactivate and revitalize the Buchanan Mall (Fulton to Geary on Buchanan St), and you can come out on August 8th to see the ideas the community has developed so far, with the support of Exploratorium and Trust for Public Land. They are anxious to get your reaction and input. Making this huge open space an active community supporting space again is an exciting development that Supervisor Breed is strongly behind. We are all invited to participate in making this area the community resource it was originally intended to be. Great to see that in our green space-challenged city we have this fantastic asset waiting to be reactivated. Take a walk and see for yourself, especially on Saturday, August 8th.

Another major open space opportunity is the temporary use of Parcel O on Fell and Laguna. The apartment complex construction of Parcel P next door (Oak and Laguna) is done, and HVNA, with other organizations, has the Parcel O space for 18 months. Art, greening and general fun could be part of it...give us your efforts and creativity so we can make the most of this opportunity.

The 700 block of Hayes is gearing up to get sidewalk gardens thru Friends of the Urban Forest, DPW, and the PUC when the major sewer upgrade project rolls through. Let us know if your block is ready to organize its own permeable landscape sidewalk gardens.

We are in the initial stages of trying to develop partnerships with expert gardening community members and youth looking for opportunities to serve the community, develop new marketable skills and earn some money. More to come on this as the plan develops from this initial conceptual stage.

Reach out to Supervisor Farrell, one of our featured speakers at the last meeting, if you have input on local park issues. He is spearheading the Parks Bond (for sustainable funding of Rec & Park department), and he joined us to tell us about it and solicit input from all who were able to make the meeting. He is very happy to also hear from all of you who couldn't make the meeting, so share your concerns, priorities and dreams for our Parks system.

Please join us for the Greening Committee meetings on half hour before the General Meeting of HVNA...6:30 at the HV Playground. Next meeting is Thursday, Aug. 27. See you then!

green@hayes valleys f. org

Drop by drop
The lifeforce
Drips away

Haiku by neighbor Maxine Grodjinsky (Every time you use water, try to think of a way to use less of it.)

Bicycling in Hayes Valley

By Jason Henderson, Transportation & Planning Committee Chair

A round the world bicycling is increasing, and Hayes Valley is no exception. Today in Hayes Valley bicycling accounts for 7 percent of commute trips and over 10 percent of all trips, and with the right infrastructure there's tremendous potential to see bicycling rise to levels found in many European cities. From a public policy angle bicycles do not require costly, long-term capital investment or operating funds like those of transit. Bicycling is itself inexpensive, and in many respects bicycling is among the most equitable forms of urban transportation because it is affordable and accessible to almost everyone.

In San Francisco bicycling distances are reasonable, and there are numerous ways to circumvent steep inclines — such as the nearby "Wiggle." At an average speed of 10–12 miles per hour, a leisurely-paced bicycle ride from Hayes Valley can get you to the Ferry Building or Golden Gate Park in about 20 minutes. The heart of the Mission and Civic Center BART are less than 10 minutes away.

Many streets in Hayes Valley are suitable for those bicycling now, but the "bike curious," those who want to try cycling but who are intimidated by traffic, represent the next stage in bicycle planning. The green bike lanes on Market Street have shown that providing welcoming space on our streets makes bicycling more attractive and safe. In that vein, HVNA's T & P Committee is working with city planners and the San Francisco Bicycle Coalition to make bicycling an easy choice for more people. Here are some ideas we promote.

First, Page Street is a great bicycle route until you reach the two blocks that are typically backed up with cars waiting to turn on to Octavia Boulevard and the Central Freeway. Cyclists then filter either to the left, against oncoming traffic, or to the right in the "door zone" tunnel adjacent to parked cars. Oak Street, saturated with even more cars, and Haight Street, which is a transit priority street, are not suitable alternatives to Page. In the short-term a green bike lane with soft hit posts should be placed to the left of the queuing traffic. Longer-term, right turns from Page to Octavia need to be banned and infrastructure installed to stop cars from using the street as a freeway ramp. Ultimately Page Street should be converted into a "bicycle boulevard," with slower car speeds and traffic diverters to discourage cars from using it for freeway access. Car drivers have Oak. Transit riders have Haight. It's time to provide for bicyclists on Page.

Second, Grove Street, like Page, is also a key east-west route, but also provides a direct link to the Civic Center BART Station. Grove is in need of serious traffic calming and a bicycle boulevard treatment. At the Civic Center Station we need a high profile, secure bicycle parking facility coupled with bike sharing to link BART to Hayes Valley.

Third, there is pent-up demand for a safe and clear north-south route through Hayes Valley. The city can address this by making the side streets of the Octavia Boulevard into bicycle priority streets, and by fixing the poorly designed bike "chute" at Octavia and Market Street. Laguna Street is also a prime candidate for a north-south bicycle boulevard since the grade is less steep than neighboring Buchanan or Webster.

Fourth, there are plans for improving the Market Street bike lanes that connect downtown with the Wiggle. A fully separated, Copenhagen-

style, "cycle-track" should be installed in the uphill, westbound segment, and it should be wide enough so that faster cyclists can pass slower cyclists. Market Street between Franklin and Valencia must also be reconfigured to make more room for bicycles.

Space does not permit a full description of these and other proposals, but if you're interested in working to improve bicycling in Hayes Valley, please contact us as we take bicycling to the next level! planning@hayesvalleysf.org

Car Thefts And Break-Ins: SF Has The Most!

By Bob Barnwell, Safety Committee Chair

A recent survey showed that the worst area in the country per capita for car thefts and car break-ins is the San Francisco / Oakland area. The recent crime statistics for San Francisco through June 2015 showed a 17% increase in car thefts over the previous year and a 47% increase in car break-ins. These incidents are the worst in SFPD's Northern Police District (includes Hayes Valley) with a 23% increase in car thefts and a whopping 79% in car break-ins. At the Monday, August 3 Public Safety meeting, the discussion focused on what can be done to prevent these crimes.

How do you prevent theses crimes? For car thefts, you must always lock your car. A club can help. You should let your neighbors know if you are parking your car and leaving for a few days. For car breakins, you must not leave anything in your parked car. Lock all the doors to your car and be aware of people casing out your car and the block. Call 911 or 553-0123 when you see this happening.

What do you do and to whom do you call when theses crimes happen? Always report car break-ins. The only way the police know to increase patrols on your block is if this crime is reported. For car break-ins call 553-0123 and get a CAD#. You can file a report online. Call 911 if your car is stolen because it may be used for other crimes. If you locate your car notify the police before using it, or you might be picked up. In both crimes look for items left behind by the criminals.

Some other pointers — do not leave keys to your residence or garage in the car. Do not cover items in the back seat. It is a beacon for a break-in. Do not spend a lot of time loading or unloading your car and attracting a lot of attention. Always report the theft — it can save you a lot of problems if the car is used in another crime. Car thefts and break-ins are a big problem and the community must work with police to decrease the frequency of these crimes.

Summer Reflections on Art

By Madeline Behrens-Brigham, co-chair, Committee co-chair: William Bulkley

One ought, every day at least, to hear a little song, read a good poem, see a fine picture, and, if it were possible, to speak a few reasonable words. —Johann Wolfgang von Goethe

Hayes Valley came to prominence when film director Erich von Stroheim chose the corner of Hayes and Laguna for the filming of his 1924 epic "Greed." His affections were for a 19th-century Victorian that had been built in the early 1880s by Col. Michael

Hayes as an amusement pavilion, though word has it Hayes constructed the building to lure an extension of the streetcar line to Hayes Valley. The building survived the 1906 earthquake and fire and at the time of filming was occupied only on the ground floor, by a French laundry and the Hayes Valley Pharmacy, which remained in business until the 1960s. (SF Gate/neighborhoods)

After the 1989 Earthquake, a corridor of shops that had developed on Hayes Street lobbied Caltrans and City Hall to remove the dividing Central Freeway. Artists, music and entertainment have held a place since then in the shaping of the community.

We've seen many artists come and go over the years (my first move to The Western Addition was in 1977, back to Hayes Valley in 1986 to the present). At our last count during recent art gallery pop-ups, we had over 70 artists and those were of the visual arts category. Musicians, poets, writers, filmmakers, designers, actors, and dancers also inhabit our blocks. Plus, there are the charming daily additions of those who work in the shops and restaurants and also identify as arts related.

Long time resident and artist Philippe Jestin, often has his "Up Up Art Cart" at Patricia's Green showcasing his intriguing resin work. Rhonel Roberts can be seen walking and waving while his artwork can be seen at Noir and at La Boulange, Jennifer Maria Harris is active with her blog while utilizing the Green with her daughter/husband, Jose Alberto Guzman Colon graces the streets, offers effusive hugs and often a quick video to promote the area, Emerald O'Leary is art herself with her colorful attire while taking breaks from her own work and for many organizations, Smyth Smyth has a show coming in September, Z McGarigle supports and shows in various venues, Stephen Albair recently celebrated the release of his book; "The End.. anticipates.. the Beginning", Diane Devine is preparing for Open Studio in October, Tucker Owen continues utilizing his artistic eye in his photographs/music, Danny Grant seems to receive awards non-stop, Michael Goldman's wry wit finds its way to the area with guerrilla appearances, P.k. Cummings keeps the spirits up, Rose Heineman assists with promotion in addition to her own refined doodling, Joe Kohls has done research for his next topic, Mitch Durkee shares his bright visions often, Earl Speas and Sarah Young are attending a charcoal workshop on the East Coast, Jerome Tobias, Kevin Kwong, Ry Emanuel continue to pursue their art endeavours, Bambi Blackmayne explores his color foray, and a nod to the many others that now know each other thanks to the pop-up options that we had last summer/fall and then for the month at Proxy in December.

For the future, we hope to hear from more of you and to work on more interactive projects to get to know each other and welcome the new artists that have either arrived or not introduced themselves yet. The A.C.E. committee will meet again on Thursday, August 20th, 6:30 p.m. at Octavia Court, 261 Octavia/ corner of Oak.

Ongoing projects are a design competition for a commemorative piece to mark the Freeway history, more mural locations, promoting artists, learning more about our local organizations that also focus on the arts/music/entertainment.

If you are interested in participating please contact us by emailing art@hayesvalleysf.org.