INFORMATIONAL MEMORANDUM

TO: Agency Commissioners
FROM: Fred Blackwell, Executive Director
SUBJECT: Media Clippings from 05.11.11 to 05.31.11

Enclosed is a collection of supportive and positive newspaper/media clippings that refer to the Redevelopment Agency or an Agency-related project or program.

(Originated by Gia Casteel-Brown, Executive Assistant)

Fred Blackwell
Executive Director

YERBA BUENA / MISSION BAY:

Attachment 1: SFGate.com: “SFMOMA addition design being revealed soon,” May 18, 2011
Attachment 7: SAN FRANCISCO Business Times: “Salesforce open campus plan thrills City,” May 27, 2011

BAYVIEW HUNTERS POINT SHIPYARD:

Attachment 9: **Office of the Mayor**: “Mayor Lee Breaks Ground on Newcomb Avenue Streetscape Model Block Improvement Project,” May 11, 2011

Attachment 10: **SFGate.com**: “Preschool strips name of a governor,” May 19, 2011

Attachment 11: **SFGate.com**: “S.F.: New homeless on street as others find housing,” May 19, 2011

Attachment 12: **The Examiner/sfexaminer.com**: “Small portion of Hunters Point project set to begin this summer,” May, 2011

Attachment 13: **The Examiner/sfexaminer.com**: “Pacifica Islanders’ Henderson on right track,” May 2011

**REDEVELOPMENT:**


Attachment 15: **SFGate.com** “Enterprise zone plan revise may help S.F. firms,” May 26, 2011

Attachment 16: **The Examiner/sfexaminer.com**: “San Francisco’s Art in Storefronts project given kick in pants from Mayor’s Office,” May, 2011

Attachment 17: **The Examiner/sfexaminer.com**: “San Francisco’s housing bonds not much to build on,” May, 2011

If you've ever wanted to be an architecture pundit, now's your chance: Next Wednesday, the San Francisco Museum of Modern Art will unveil the conceptual design for a $250 million addition to its Third Street home.

As soon as images are released, they'll be dissected by critics using them to intone about Architecture Today and snarksters scrambling to fire off the flippant nickname that sticks. But buildings of this nature aren't objects to contemplate in isolation. The measure of success is whether SFMOMA and its architect, rising firm Snohetta, can spin operational and architectural magic from one of the city's most complex sites.

Just between us, here are the vantage points I'll use to view the eye candy and design statements we're shown. Feel free to join in - even if we end up disagreeing on what we see.

How the addition fits the city: Mario Botta had a blank slate in 1990 when he designed today's SFMOMA. Third Street between Mission and Howard streets was empty of buildings. Yerba Buena Gardens across the way existed only on paper. His response was an emphatic icon, 225,000 stocky square feet wrapped in dark red brick and topped by a cylindrical skylight that peers at the city through a rim of zebra-striped granite.

Snohetta's task is different: to thread an addition of equal size through a confined mid-block site that meets three public streets. The main exposure will be on Howard, where two small buildings now stand; also in the mix is a lot along Minna that now is parking for employees, and an asphalt void reached via Natoma that serves the museum's loading docks.

In other words, the firm can't craft a building with a detached identity, a la wings added during the past decade by the Denver Art Museum and Minneapolis' Walker Art Center. This is an exercise in urban infill that poses questions from every angle.

-- Will Snohetta try to find a way to turn Natoma from a service alley into an approach that embodies the urbanity of this area's ever-more-alluring side streets?

-- Will the addition consist of two distinct volumes of space - one on Minna, one on Howard - or will it slide like a Slinky over the rear of Botta's SFMOMA?
-- What architectural approach do you take on Howard? It's the side that allows for visual punch, and zoning allows a tower as tall as the W Hotel next door. It's also the middle of a block on a busy one-way street with no clear view unless you stand on the opposite sidewalk. Visual drama could be a wasted gesture long-term, no matter how sexy it looks in design magazines.

**How new meets old:** Botta's museum is an intensely centered creation, its galleries wrapped around the atrium as though locked by magnetic force. Yet the expansion is happening in large part to house the art collection amassed by Don and Doris Fisher, a gift of such scale as to recast the museum's identity.

There's no methodical way to extend the gallery space that now exists. It would be a mistake, though, to create a layout that feels like two museums spliced together.

This is a type of challenge that Snohetta hasn't yet faced, and few architects can pull off. Patrons need to navigate a space that offers both compelling logic and serendipitous joy.

Things aren't easy outside, either.

The addition is sure to steer clear of the rooftop sculpture garden east of Botta's structure that opened in 2008 and is credited to Jensen Architects. But if it's too cliff-like, it will overwhelm the garden's open calm.

By the way, a key component of the 1,100-piece Fisher collection is the large-scale work by such artists as Richard Serra. Do you squeeze highlights into the existing garden, or create terraces within the addition?

Singly, all of these aspects matter. Together, they demonstrate again why architecture is society's most important art form. It shapes the world we live in, long after the initial buzz fades.

Place appears on Wednesdays, courtesy of jking@sfchronicle.com.

http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/05/18/DDO71JG30B.DTL

This article appeared on page E - 1 of the San Francisco Chronicle

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The new SFMOMA expansion design -- likely to be the most talked about new San Francisco building in the next decade -- has finally hit the public realm.

The $250 million building is designed to be a porous, transparent contrast to the Citadel-like original SFMOMA building by Mario Botta, according to Craig Dykers, director of project architect Snohetta. The building will double the museum's exhibition and education space while more deeply weaving the museum into the fabric of the city.

Developed Snohetta in collaboration with SFMOMA and EHDD of San Francisco, the over 225,000-square-foot expansion will run contiguously along the back of the current building and extend from Howard to Minna streets, allowing for the integration of the two structures. The contractor is Webcor.

On its east side, the building will feature a sweeping façade and an entrance in an alleyway that is currently hidden from public view and largely unused. This will be achieved through the creation of a mid-block, open-air, 18-foot-wide pedestrian promenade running from Howard Street through to Natoma Street that will open a new route of public circulation through the neighborhood and bring Natoma Street, currently a dead end, to life. The public promenade will feature a series of stairs and landings terracing up to an entry court that extends from the new east entrance, providing additional public spaces.

The building also introduces a façade on Howard Street that will feature a large, street-level gallery enclosed in glass on three sides, providing views of both the art in the galleries and the new public spaces. At this time, the museum is also exploring the creation of a number of outdoor terraces, including one on top of its current building.
On Howard Street, the glass-enclosed gallery and pedestrian promenade will be located on a site currently occupied by Fire House 1 and its neighbor at 670 Howard Street. SFMOMA is designing, financing, and constructing a new, replacement fire station on nearby Folsom Street, representing a gift to the city of more than $10 million, that will provide the Fire Department with a state-of-the-art facility that will enhance emergency response time.

When SFMOMA opened in 1995, Yerba Buena was undeveloped and the museum sought to put down a strong anchor for modern art on busy, wide Third Street. While original Mario Botta building was “introspective and protective,” the expansion is more contextual. It relates to the smaller historic brick building along the alleyway. While zoning should have allowed a 320 foot building -- as tall as the W hotel next door -- Snohetta wanted something much shorter. The museum is 195 feet -- 50 feet taller than the Botta building. It's roofline will be "pinched" and sculpted to frame the skyline of the buildings beyond it to the east when viewed from Yerba Buena Gardens.

"The community has grown around it in a very positive way," said Dykers. "The new SFMOMA has to be something that is transparent and porous and extends itself outward to the community rather than focusing inward. There are a lot buildings on the smaller streets that are quite beautiful and have been well cared for.”

The new building will provide SFMOMA with a greater public profile and an openness that will welcome visitors and project the museum's role as a catalyst for new ideas, a center for learning, and a place that provides great art experiences for Bay Area residents and visitors. The Snohetta team got together with a large range of MoMa in workshops with staff on the ground, curators, administration, people working in the building at different levels of management. “We often say you've got to know what it does before you know what it looks like,” said Dykers.

SFMOMA Director Neal Benezra called the project “a transformative design for the museum, the neighborhood, and the city.”

"The new resources we are creating for SFMOMA are a response to the incredible growth of our audiences over the past 15 years and increased public demand for the museum’s programming,” said Benezra, “The welcoming and luminous character of Snohetta’s design and its embrace of the surrounding neighborhood further SFMOMA’s role as a center for learning, interaction, and inspiration for the people of San Francisco and the region.”

Email J.K. Dineen at jkdineen@bizjournals.com
Nonprofit Profile

Grace Stanislaus, executive director of Museum of the African Diaspora

Premium content from San Francisco Business Times - by Sarah Duxbury

Date: Friday, May 27, 2011, 3:00am PDT

Related:

Education

Mission: To showcase the history, arts and cultural richness that resulted from the dispersement of Africans throughout the world.

Milestone: Our fifth anniversary on December 3, 2010. Also, completing a new strategic plan roadmap for the next five years and beyond.

Annual budget: $2.3 million.

Expense allocation: 47 percent programs, 17 percent general and administration, 17 percent fundraising, 19 percent facility.

Corporate support: 32 percent.

Corporate supporters: Catholic Healthcare West, AT&T, American Shared Hospital Services, Clorox, Morgan Stanley Smith Barney.

Board chair: Kimberly Brandon.

Board members: 23, including Kofi Bonner, Belva Davis Moore, Nathaniel Ford, Sr.

Employees: 9.

Volunteers: 50.

Telephone: (415) 358-7200.

Website: www.moadsf.org
Office issues

Recent challenge: The economic downturn in California is especially challenging to a fledging cultural organization like MoAD, and even more so as funding priorities have shifted, and not always in favor of arts and culture.

Measures of success: Increasing foot traffic and repeat visitation, which has really increased over the last year. ... Our annual gala has been net profitable year after year and is increasing. It's a deeper level of engagement generally that is linked to more robust programs and really well received exhibitions.

Smartest move: I share this with my board and staff: being aggressive in launching our major capital campaign despite the economic downturn. We are raising money for our endowment, a new initiative/program fund and a capital improvement fund. Also, continuing to expand the board of directors with folks who are galvanized and excited about MoAD's future.

Missed opportunity: We're a young organization, so we've not always had the resources to have a consistent marketing effort that supports our fundraising and programmatic strategies.

Misconception: While MoAD's mission includes African-American culture, it really encompasses a much broader focus. We target as broad and diverse a base of audience as we can.

Professional insights

Personal path to nonprofit work: During my high school years, I imagined being a visual artist, but quickly realized that really I was more academically inclined. I've been engaged in the nonprofit field for many years, primarily at multi-disciplinary organizations like MoAD, engaging and serving diverse communities.

Toughest aspect of job: Not always having the financial and human resources to support the long-term growth plan or to be institutionally flexible in maximizing unplanned opportunities. ... We in the nonprofit community want to be able to hire the folks with the best qualifications, and we do, but sometimes we just don't have the resources to be able to retain them, so it's challenging in terms of our capacity to have long-term growth and stability.

Most surprising aspect: I've worked at many worthy organizations but never before at one that generates such passionate expressions of love, commitment and general goodwill that MoAD does, and among a broad spectrum of residents in the Bay Area.

Biggest pain: Not yet having the resources to realize the vision.

Greatest pleasure: Seeing the fruits of our labor, as we are able to serve our community well, and as our attendance increases and we support schools and their effort to introduce arts and culture. We have a wonderful curriculum we offer.
Introspections

**Best recent moment:** Over 1,900 families and individuals attended our recent Martin Luther King Jr. celebration.

**Dream for another life:** I would be an educator, working with children.

**Greatest inspiration:** My mother, who worked hard to raise seven children after our father died unexpectedly.

**Down time:** I enjoy attending exhibition openings, dance and musical performances. I equally enjoy spending quiet times in nature by myself.

**Causes:** I had a sister who died of leukemia when she was a teen, so fighting cancer in children is a cause close to my heart. I also am now looking for a place to offer my volunteer services.

**Most like to meet:** I know it’s a bit of a cliché, but I’d love to meet the president. Specifically because he embodies so much of what MoAD and our mission are about.

Sarah Duxbury covers retail, restaurants, hospitality and nonprofits for the San Francisco Business Times. Contact her at [sduxbury@bizjournals.com](mailto:sduxbury@bizjournals.com) or (415) 288-4963. Read her blog postings at [Bay Area BizTalk](http://www.bizjournals.com/sanfrancisco/print-edition/2011/05/27/grace-stanislaus-museum).
High-speed rail route could rip up Interstate 280

The northernmost stretch of Interstate 280 could be demolished and turned into an Octavia Boulevard-like parkway under options being considered by the California High-Speed Rail Authority.

The freeway currently ends around Fourth and King streets, near AT&T Park. But documents obtained by The San Francisco Examiner show it could be removed north of 22nd Street to accommodate high-speed rail, which is expected to travel through the Peninsula along Caltrain’s route.

City officials proposed removing the freeway to avoid tunneling several roads beneath the tracks of the proposed rail system.

High-speed rail officials wanted to underground 16th Street, Seventh Street and Mission Bay Drive because they said it would be dangerous for cars to cross the rail tracks. But officials with The City and UC San Francisco said that would cause problems for Muni, be unwelcoming to pedestrians and effectively cut off Mission Bay from the rest of San Francisco.

City officials would prefer to bury the lines, allowing the streets to remain at ground level. But engineering complications could require removal of the northern end of I-280 to make that possible.

Rail authority spokeswoman Rachel Wall said the agency is pursuing its original proposal, but also “reviewing the various alternatives for that area that the city of San Francisco has proposed and will continue to meet with them to discuss a design solution.”

Caltrain now runs beneath I-280 for about five blocks north of 18th Street. The rail authority wants to follow that path, burying a second set of tracks beneath Caltrain’s route. That would yield a total of four tracks, two buried and two at street level.

In a Sept. 28 letter, Leroy Saage, deputy director of the San Francisco County Transportation Authority, proposed five separate alternatives that avoided burying the streets. By December, those alternatives had been whittled to three, all of which would bury the tracks rather than the streets.
But Saage said there might not be enough room to fit four parallel tracks between the underground pilings that support I-280. In that case, he wrote, a length of I-280 "would be removed and reconstructed as a parkway from 18th Street north."

In an interview, Saage said this "would not be trivial" and the idea is still conceptual.

"The proposal would really take down the last couple thousand feet of the freeway," he said. "Right now, it's a giant off-ramp. It has to end some place."

Yet Mission Bay resident and UCSF professor Matt Springer was nonplussed by the idea.

"I've seen the Octavia experience and it can be a huge traffic jam both getting on and getting off," Springer said. "That last leg of 280 serves a crucial purpose for the neighborhood."

kworth@sfexaminer.com

**Impact on traffic difficult to estimate**

During the average weekday commute, more than 23,000 vehicles travel the stretch of Interstate 280 that could be demolished to make way for high-speed rail, and residents and experts disagree about how that kind of traffic would affect nearby neighborhoods.

While 23,000 motorists are not a trivial matter, local streets should be able to handle them if they are redesigned properly, said Elizabeth Deakin, a professor of city and regional planning at UC Berkeley.

Deakin pointed to The Embarcadero as a highway successfully replaced by a boulevard. Tearing down I-280 could actually reduce traffic, she said, since commuters could convert to public transit with Caltrain improvements and the introduction of high-speed rail.

Mission Bay resident Corrine Woods said the community would rather turn I-280 into a boulevard than tunnel 16th Street beneath the rail line. But she said not enough information is available to evaluate traffic impacts.

Early analyses indicate that Third Street would have more traffic, but it's too early to tell how much, said Leroy Saage, a deputy director of the San Francisco County Transportation Authority.

"Traffic is a bit like water," Saage said. "When changes occur to it, the effects are not necessarily obvious at first." -- Will Reisman

wreisman@sfexaminer.com

The options

The California High-Speed Rail Authority has proposed one plan for trains to come through San Francisco, but The City opposes it. Here are the alternatives, from top layer to bottom layer of traffic.

California High-Speed Rail Authority proposal
- I-280 remains elevated
- Two sets of rails at ground level, as the Caltrain tracks are currently
- Buries a second set of rails deeper beneath the surface
- Tunnels 16th Street, Seventh Street and Mission Bay Drive

City’s preferred plan
- I-280 remains elevated
- All four rail lines buried between the pillars supporting I-280
- 16th Street, Seventh Street and Mission Bay Drive remain at street level

City’s alternative
If there’s not enough space between the buried pillars supporting I-280 for the preferred option:
- I-280 is taken down, replaced by an Octavia Boulevard-like parkway at street level
- 16th Street, Seventh Street and Mission Bay Drive would cross the new parkway at street level
- All four rail lanes would be tunneled, with no underground pillars restricting their space

Sources: San Francisco County Transportation Authority, San Francisco Technical Working Group

Source URL: http://www.sfexaminer.com/local/2011/05/high-speed-rail-route-could-rip-interstate-280
Sobrato, TMG wrap 500 Terry Francois deal

San Francisco Business Times - by JK Dineen

Date: Tuesday, May 17, 2011, 2:37pm PDT

- JK Dineen
- Reporter
- Email: jkdineen@bizjournals.com

The Sobrato Organization, teaming up with TMG Partners, has completed its $91 million purchase of 500 Terry Francois Blvd., a new but empty waterfront office building in San Francisco’s Mission Bay.

The seller was Houston-based private equity firm Lionstone Group, which acquired it for $52.5 million through a friendly foreclosure last summer. The 290,000-square-foot building was completed just before the economy collapsed in 2008 and has never been occupied.

The deal, first reported in the San Francisco Business Times on April 1, marks the first formal association between the San Francisco-based TMG, the city’s biggest local developer, and Sobrato, one of Silicon Valley’s largest landlords. TMG and Sobrato had responded to the Port of San Francisco’s request for qualifications for Pier 70, just to the south of Mission Bay, but Forest City was picked to redevelop the property.

Sobrato owns 86 office properties throughout Silicon Valley totaling 7.5 million square feet. The family-owned company also owns 7,300 housing units along the West Coast. Silicon Valley tenants that lease space in Sobrato properties include Applied Materials, Apple, Cisco, Google, Hewlett-Packard, Hitachi, Motorola, Netflix, Oracle and Yahoo. The Sobrato family is worth $2.5 billion, according to Forbes Magazine.

“While we inherently understand the valuable intrinsics in the San Francisco commercial market – and specifically Mission Bay – the opportunity to associate with a San Francisco-based developer as experienced as TMG made tremendous sense as we decided to pursue this opportunity,” said John M. Sobrato, CEO of the Sobrato Organization.
He added: “We further believe the trend of Silicon Valley tenants wanting to have a major presence in San Francisco will continue and we want to be there to accommodate their growth.”

Perhaps no recent San Francisco development has received as much attention over the past 10 years as 500 Terry Francois. The property first came on the radar more than a decade ago during the dot-com bubble when Internet consultant MarchFirst pre-leased the entire unbuilt structure. No sooner had the contractor poured the foundation when MarchFirst filed for bankruptcy.

The foundation was capped and the project lay fallow until 2006 when Farallon sold it to Lowe Enterprise for $25 million. Lowe started construction and then sold it to CBRE Investors, which came close to reaching a leasing deal with the social gaming giant Zynga. That deal fell through in 2009 when the bank that held the note on the project was taken over by the FDIC and Lionstone swooped in and paid $52.5 million for a $90 million construction loan on the property.

TMG earlier purchased 208 Utah from Lionstone in the fourth quarter of 2010.

The Sobrato Organization has developed many of Silicon Valley’s largest campuses, such as Apple’s 856,000-square-foot headquarters in Cupertino, Nvidia’s 500,000-square-foot headquarters in Santa Clara and Siebel System’s 450,000-square-foot former headquarters in San Mateo, now occupied by Oracle.

TMG will advise and provide leasing, management and advisory services for 500 Terry Francois.

Colliers International’s Frank Wheeler represented the seller along with Tim Maas, Tony Crossley, and Erik Hanson.

Email J.K. Dineen at jkdineen@bizjournals.com
Commercial real estate

Cornish & Carey gets 500 Terry Francois

San Francisco Business Times

Date: Wednesday, May 18, 2011, 7:05am PDT

It’s Cornish & Carey Commercial Newmark Knight Frank’s turn to try its hand at filling 500 Terry Francois Blvd.

Everybody’s favorite vacant Mission Bay office building officially got a new lease on life today when it was purchased for $91 million by the Sobrato Organization and TMG Partners, a deal reported in the Business Times on April 1.

The new leasing team includes Donnette Clarens and Mike Brown of Cornish & Carey Commercial Newmark Knight Frank’s San Francisco office, together with Jack Troedson of the firm’s Palo Alto office.

“We feel very fortunate to have been chosen as the listing agent for one of the most desirable properties in San Francisco,” said Clarens. “We are confident that this property will soon house one of the Bay Area’s technology giants.”

Construction on 500 Terry Francois Blvd. was completed in 2008. The building has been a heartbreaker for brokers over the years, most recently for Meade Boutwell of CB Richard Ellis. Boutwell had a signed letter of intent on the property with the social gaming company Zynga more than two years ago, but the deal blew up when the bank that held the note on the property was taken over by the FDIC.
Salesforce open campus plan thrills city

San Francisco Business Times - by Patrick Hoge

Date: Friday, May 27, 2011, 2:32pm PDT

- Patrick Hoge
- Reporter
- Email: phoge@bizjournals.com

Salesforce.com is firming up a “bold” and “colorful” design for its massive new Mission Bay headquarters campus, which will feature a large public piazza surrounded by cafes and shops and an open corridor to a waterfront park.

City officials are ecstatic about the way the project would embrace the surrounding neighborhood, with streets and paths connecting to the greater grid, and the fact that Salesforce would be providing Mission Bay with a civic center with ground floor retail, something city officials requested.

“We very quickly realized that we had the same goals. It's a testimony to Salesforce and (founder, Chairman and CEO) Marc Benioff that they want to be so integrated with the rest of Mission Bay and the city,” said Kelley Kahn, the Mission Bay project manager for the San Francisco Redevelopment Agency.

Salesforce officials declined to comment on details of their plans, but they have renderings and models of the 14-acre development, which could eventually include 2 million square feet of office space, enough space for as many as 10,000 employees, Kahn said. Salesforce (NYSE:CRM) bought the land for $248 million last November.

According to city officials, the campus as now contemplated would include eight buildings ranging as high as 160 feet and generally stepping down from Third Street toward the water.

The public open space, which would be bordered by buildings, will be located within the quadrangle of blocks 29 through 32 in Mission Bay, which are bounded by Terry Francois Boulevard, 16th Street, Third Street and South Street.
The city asked for an open space with retail and other active uses - for example, if there is a health club - located on the ground floor in order to stimulate street life and local economic activity, and Salesforce readily agreed.

The lead designer for the project is the Mexican firm of Legorreta + Legorreta, which has rendered a vision that fits with its history of using bright colors, earthy materials and geometric shapes.

As with Legorreta + Legorreta’s past projects, the designs Salesforce has been contemplating feature geometric forms and use earthy materials like brick, terracotta and stone. “The architecture is undeniably cool and exciting,” said Kahn. Salesforce has also talked of “really pushing the envelope” in terms of the project’s environmental friendly components, which would go beyond what city code requires, she said.

Examples of Legorreta + Legorreta’s previous work include the University of California San Francisco community center at Mission Bay and the 280,000-square-foot Chiron life and science laboratories in Emeryville.

Salesforce’s architect of record, Flad Architects of San Francisco, has a history of collaborating with Legorreta + Legorreta, and also worked on the Chiron project.

On the waterfront side, the Salesforce campus will open onto Terry Francois Boulevard, and across the street the planned Bay Front Park, which will be funded by taxes assessed on Mission Bay developments.

The result is that visually the open space in the Salesforce campus, when combined with the waterfront area, will “read like a series of public parks,” Kahn said.

“They really are being very thoughtful about that relationship,” she said.

The campus will also mesh with the surrounding neighborhood through open streets and paths for pedestrian and emergency vehicle use.

The overall design starkly contrasts with many insular suburban — and also urban — office parks and corporate campuses. The city of Emeryville, for example, abandoned two streets that cut through Pixar Animation Studios’ campus, and the site is surrounded by a high fence, inside of which is a private park and jogging track, among other things.

The aesthetics of the Salesforce piazza are yet to be determined. Kahn was thrilled, however, that Salesforce has just started working on designs with the local landscape architects Andrea Cochran Landscape Architecture in San Francisco and Tom Leader Studio in Berkeley.

Cochran designed plans for open space for the UCSF Cardiovascular Research Building in Mission Bay, as well as the Contra Costa County District Attorney’s office in Martinez, a visitors center at Guadelupe River Park in San Jose, the Portland Art Museum and a public square in Pittsburgh, Pennsylvania.
Tom Leader Studio worked on the planned Emeryville Arts Center and has done multiple projects for Stanford Medical School in Palo Alto, including helping develop an overall plan for campus growth and future open space.

City officials expect Salesforce to file a draft of a master plan for the project with the city Redevelopment Agency on June 9 and present it later that day to the Mission Bay Citizens Advisory Committee. That plan will ultimately include a palette of potential colors for the buildings.

After a public unveiling of artists renderings, city officials anticipate Salesforce will submit a more finely honed master plan in time for a public Redevelopment Commission workshop by late July or early August, said Amy Neches, senior Redevelopment Agency project manager.

Once the master plan gets approval, Salesforce will still need to get the designs of individual buildings approved, as well as go through the regular permitting process, which suggests that construction could start in 2012, Neches said.

"I think they are trying to move forward quickly," she said.

Email Patrick Hoge at phoge@bizjournals.com
Streetlights people: New lights at Hunters Point development

Normally City Insider likes to think we have better things to do than write about streetlights (Lolcats anyone?) but take we're taking a moment today to write about some special streetlights.

On Wednesday, work crews started installing new state-of-the-art streetlights up and down the boulevards at the Hunters Point Shipyard development. The lights are the most visible improvements to the former Navy base by Lennar, the developer, so far.

The lights (reportedly living just to find emotion, hiding somewhere in the night) are one of the final Walk into the light? Now you can! infrastructure improvements to the project's first phase where 240 homes are built this summer.

The entire redevelopment plan - approved last summer - calls for homes for 24,000 residents, open space and space for office, retail and research and development.

Nice to know the streets will be lit.

Posted By: Will Kane (Email) May 11 2011 at 03:59 PM
Listed Under: Development

Comments (8)

madmax444 11:04 PM on May 11, 2011

New Jack City.

Webster9 9:07 PM on May 11, 2011

Whatever happened to Willie Brown's football stadium/shopping mall, after that rigged election?

Name withheld 6:29 PM on May 11, 2011

This comment was left by a user who has been blocked by our staff.

nickmil 6:20 PM on May 11, 2011

just more stuff for the crooks to steal.

highglider 5:38 PM on May 11, 2011

The copper wiring will be stripped out of them by the Fourth of July.
FOR IMMEDIATE RELEASE:
Wednesday, May 11, 2011
Contact: Mayor’s Office of Communications, 415-554-6131
San Francisco Redevelopment Agency, 415-749-2431
Department of Public Works, 415-554-6926

*** PRESS RELEASE ***

MAYOR LEE BREAKS GROUND ON NEWCOMB AVENUE STREETSCAPE MODEL BLOCK IMPROVEMENT PROJECT

San Francisco, CA— Mayor Edwin M. Lee today broke ground on the Newcomb Avenue Streetscape Model Block Improvement Project, a first of its kind project on the 1700 block of Newcomb Avenue in San Francisco’s Bayview neighborhood to transform the street into one of the most sustainable streets in the City. The pilot streetscape improvement project will replace significant areas of concrete with new landscaping, street trees, introduce stormwater planters and permeable pavers on this flood prone street to allow rainwater to permeate into the ground.

“San Francisco continues to be at the forefront with innovative projects and programs that are transforming our streets and public spaces,” said Mayor Lee. “The Newcomb Avenue Streetscape Model Block Improvement Project is an investment that will transform and create one of the greenest and most sustainable streets in San Francisco and provide us with information and feedback we will need to help us improve streets citywide.”

The Newcomb Avenue Streetscape Model Block Improvement Project, which will also improve pedestrian safety and calm traffic, is part of a larger effort by the San Francisco Redevelopment Agency (SFRA) and the Department of Public Works (DPW) to promote neighborhood stewardship to improve and beautify public spaces. The Model Block was established in 2005 from the Bayview Hunters Point Redevelopment Project Area with the goal of improving the quality of life for residents of the neighborhood. This street was selected as a pilot area because it lacked green space, experienced flooding, and was unsafe for pedestrians because of speeding cars.

“The Model Block Program is demonstrative of the mindset of the Redevelopment Agency of today, one that improves existing homes and neighborhoods by empowering the residents to play an active role in designing and implementing projects in their community,” said SFRA Executive Director Fred Blackwell.

When completed, Newcomb Avenue between Phelps and Newhall streets will be one of the greenest streets in San Francisco. The streetscape design will replace significant areas of impervious sidewalk with new planting and parking lanes will be replaced with pavers that absorb rainwater. These elements, combined with new planted corner bulb-outs and mid-block islands, will provide both stormwater management benefits as well as traffic calming. More than 20 trees will be planted to dramatically enhance the aesthetic character of the street while providing additional environmental benefits. These improvements will enhance the community’s identity, appearance and improve pedestrian safety.

1 Dr. Carlton B. Goodlett Place, Room 200, San Francisco, California 94102-4641
(415) 554-6141
“These improvements will enhance and beautify the block, create a safe gathering public space for residents, and transform concrete into an urban oasis that functions with the natural systems of the landscape,” said DPW Director Ed Reiskin. “This is project is part of our Great Streets Program which transforms neighborhood streets across the city through best practices in design, landscaping, lighting and pedestrian safety; an initiative DPW is proud to support.”

Once the four-month construction project is complete, residents will provide ongoing maintenance by organizing community clean up days to keep the street clean and green. The City will also monitor the stormwater performance of the new streetscape improvements.

“The Newcomb Streetscape Improvement Project is a great example of collaborative planning with the neighborhood,” said San Francisco Planning Director John Rahaim. “The residents have organized themselves, have helped articulate their vision for improvements, and are now working with the City to make that vision a reality. We look forward to continuing this important work along other blocks in the Bayview.”

This project was made possible with the active participation of various City agencies, including the SFRA, the Planning Department, DPW, the Municipal Transportation Agency, the San Francisco Public Utilities Commission, and the United States Environment Protection Agency (EPA), and with assistance from the San Francisco Estuary Partnership. The $1.6 million project is funded through grants from the United States Environmental Protection Agency’s San Francisco Bay Water Quality Improvement Fund, the San Francisco Public Utilities Commission, Community Challenge grants, in addition to an appropriation from the San Francisco Redevelopment Agency.

“EPA is delighted to support another San Francisco green street project to create a natural system that not only reduces stormwater to the Bay, but also improves the Bayview-Hunters Point community,” said EPA Region IX Administrator Jared Blumenfeld. “This low impact development, using natural processes to treat polluted urban runoff, is a model for other cities.”

Funding from the U.S. EPA in the amount of $492,500 for this project is being provided under the San Francisco Bay water quality competitive grant program. The EPA SF Bay grant program is currently supporting 31 projects, involving 37 partners and leveraging nearly $20 million. Low impact development tools mimic natural hydrologic conditions, and include increasing permeable, vegetated areas to assist the infiltration and evapotranspiration of stormwater, in turn minimizing the volume of stormwater discharges. By using low impact development tools, pollutant flows are reduced and the need for more expensive traditional treatment is minimized.

In addition to the streetscape improvements, the Model Block Project includes a program of low interest loans for homeowners to make improvements to their homes, such as exterior painting, façade improvements, and energy efficiency enhancements.

“Through the process of building the Model Block we have come to know our block members, as community activists,” said Michelle Mouton, a resident on Newcomb Avenue. “The San Francisco Redevelopment Agency’s initiative has facilitated neighbors modeling community involvement and city partnerships, toward the creation of a better quality of life for our own and future generations.”

For more information, visit [www.sfredevelopment.org](http://www.sfredevelopment.org). For more information on project and the construction schedule, please visit DPW’s Great Streets Program web page at [www.sfdpw.org](http://www.sfdpw.org).

###
Preschool strips name of a governor
Jill Tucker, Heather Knight, Rachel Gordon
05/19/11

California's first governor, a staunch racist in his time, is quite likely spinning in his grave after his name was stripped from a San Francisco preschool and the school was renamed after the city's first female African American principal.

The Burnett Child Development Center will now be called the Leola Havard Early Childhood Development School.

Peter Burnett served as the California Territory's governor from 1849 to 1851. He pushed for exclusion laws prohibiting free blacks from living in each state. African Americans who stayed were arrested and flogged every six months.

He also supported the extermination of Native Americans, an effort financed by the government at the time.

It appears that about 60 years after his pre-statehood political stint, San Francisco slapped Burnett's name on a new school in the Bayview-Hunters Point neighborhood.

But then the Rev. Amos Brown happened to read up on Burnett and took up the cause to change it. The NAACP joined the effort.

In April, the school board unanimously voted to honor Havard, a rare honor granted to someone still living. Havard started teaching in the district in 1949 and retired 30 years later as the beloved principal of John Muir Elementary. She recently turned 91.

While Burnett will lose his preschool namesake in San Francisco, there appear to be five K-12 schools in the state that continue to bear the name of the former governor, including one in San Jose and another in Sacramento - but perhaps not for long.

-Jill Tucker

Vote on cuts: So far there's only one ballot measure San Franciscans will definitely vote on this November: a ban on circumcision.

Department of Elections officials certified Wednesday that the fellows who call themselves "intactivists" did indeed persuade enough city voters to sign their petition to make circumcision on anybody under 18 a misdemeanor, even for religious reasons. It would be punishable by a $1,000 fine and up to a year in jail.

http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/05/19/BAKE1JHQL5.DTL&type=primary 6/2/2011
The petitioners cleared the cut-off point by inches. (Consider yourself warned: We'll be making these jokes for months.) They needed 7,168 signatures and got 7,743.

Supporters of a ban say it's a cruel, unnecessary practice akin to cutting off a baby's ear or nose. Opponents say the ban, even if passed by voters, would never hold up in court.

November's ballot is shaping up to be an unusually short one. Along with the circumcision ban, there will probably be one or two measures to rein in the city's skyrocketing pensions.

Pensions and penises. Only in San Francisco.

- Heather Knight

**Hitting the rough:** The National Park Service would be given a San Francisco public golf course under a new proposal being pushed by a city supervisor who wants to become mayor.

**John Avalos** has asked the city attorney to draft legislation to give Sharp Park to the feds for inclusion into the Golden Gate National Recreation Area, a proposal long pushed by environmental groups who want the course restored to natural wetlands.

The park, which is located on the San Mateo County coast, is home to the federally protected red-legged frog and the endangered San Francisco garter snake.

The Recreation and Park Department wants to keep the golf course and has worked to reconfigure the course design to get golfers out of the most environmentally sensitive areas. The city has taken other measures to protect the rare species.

- Rachel Gordon

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http://sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/05/19/BAKE1JHQL5.DTL

This article appeared on page C - 1 of the San Francisco Chronicle

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http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/05/19/BAKE1JHQL5.DTL&type=prim... 6/2/2011
Forced into the streets by the economic downturn, hundreds of newly homeless people have been showing up in San Francisco - in cars and camper vans.

Crushed by the same pressures, the number of families without homes has also gone up, according to San Francisco's latest biennial homeless count, to be released today.

The increases come even as the city has managed to reduce the number of hard-core people living for years on the streets, a reduction that has kept the overall homeless population in check.

"It could have been a lot worse if we hadn't created so much supportive housing" and secured federal funding for homeless families, said San Francisco's homeless policy director, Dariush Kayhan.

"These bad economic times have created some challenges."

**Overall count down**

The new report, based on a count taken Jan. 27, shows that the city's overall homeless population dropped less than 1 percent, from 6,514 in 2009 to 6,455 in 2011.

A breakdown of that count, however, tells a more nuanced tale of newly homeless people hitting the street, while the entrenched population found housing.

For instance, the number of single homeless people on the street - those not with a family or in a shelter - actually shot up 48 percent, from 1,269 in 2009 to 1,882 in 2011. But those people were staying on the street for far less time than before.

In 2009, 62 percent of the city's indigents fit the federal definition of chronically homeless - basically, without housing for at least a year. That percentage has now fallen to 33 percent - a reflection of city policies enacted in 2004 that called for replacing temporary shelters with permanent housing that has counselors to help people find a job, kick drugs or alcohol, or get help for mental problems.
In the past two years, 208 beds in shelters, temporary rooms or drug-treatment programs were cut - but at the same time, 695 supportive housing units were created.

**Still panhandling**

Homeless counts all went down by as much as 14 percent in the traditional panhandling areas of the Tenderloin, mid-Market, Union Square and Fisherman's Wharf. There, many of those asking for spare change are now living inside but have been unable to change their daytime habits, counselors and Kayhan said, making it hard to discern the decline in homelessness.

But noticing the changing population is no problem in the one area that saw a huge rise in homelessness: Bayview-Hunters Point. The homeless count there shot up more than any other area - by 159 percent, from 444 in 2009 to 1,151 in 2011.

On some streets in the city’s southeastern waterfront and industrial neighborhoods, ramshackle vehicles with blankets on the windows for privacy can be found bumper to bumper. The area has always been a draw for the vehicular homeless, but there are more of them now.

Unlike the disheveled panhandlers whom many regard as the typical homeless, those living in cars and vans are often either working or looking for work.

**Jobs hard to find**

"There are more and more every day," said Gwendolyn Westbrook, director of Mother Brown's Dining Room, the main homeless service center for Bayview-Hunters Point. "It's people working at little jobs after they lost big ones. They just can't afford a place to live. It's sad."

Kayhan said many of the new campers are coming from out of town to look for work, creating a "modern-day carpetbagging phenomenon."

Peter Jones, 52, won't argue that point. He came to San Francisco a year ago from Los Angeles to be near his daughter and look for a job, and he never found an apartment he could afford. He parks his camper-van along the southeastern waterfront and bicycles to a warehouse job a few blocks away.

He doesn't see how he can afford a place to live, so he's sticking to his van for now.

"The rents are insane in San Francisco," he said. "I may go back to L.A."

Lee Frieder, 46, takes convention set-up jobs and sleeps in a camper near Jones. What put him in the camper this past year was an argument with his San Francisco roommate. He's saving his cash to move back inside.

"Most of us are pretty functional out here," Frieder said. "These are just hard times, so we're doing what we have to do."

http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/05/19/MNGQ1JHPBC.DTL&type=pr... 6/2/2011
Those same hard times pushed up the number of people in homeless families by 15.7 percent, from 549 in 2009 to 635 in 2011. That rise has been reflected nationally in federal housing reports showing the tally of families in homeless shelters up 13 percent since 2007.

One reaction has been the Homeless Prevention and Rapid Rehousing program, funded in 2010 as part of President Obama's stimulus package. The goal is to find housing for recently homeless people quickly or to keep them from losing their homes in the first place.

San Francisco got $8.75 million to spend over three years, and so far the program has supplied housing for 1,100 people in homeless or about-to-be-homeless families.

**Firsthand view**

Mia Carter doesn't need any reports to convince her that the number of homeless kids, moms and dads has shot up.

She sees the proof at the Hamilton Family Shelter in the Tenderloin, where she lives with her four young children and where every other unit is full. She hears it on the street and at church when other moms tell her of doubling up with their kids on relatives' couches.

"It's hard enough to be homeless, but homeless with children? You look around, and we're everywhere," said Carter, 41. "The bad economy has hit so many people in so many ways, it's amazing."

Without the added federal funding, the number of families without roofs would have been greater, program managers said.

"Homeless families are different from your chronic population, and take a different approach," said city Human Services Director Trent Rhorer. "In the chronics, you find substance abuse, mental illness and other factors that have put them on the street. But if a family is intact and homeless, it's generally about income.

"That's where the rapid rehousing approach helps."

**Same story elsewhere**

Obama's homelessness policy director, Barbara Poppe, said San Francisco's numbers are typical for the times.

Family homelessness numbers "in many communities are up slightly, and they would have been much higher if not for the rapid rehousing program," Poppe said. "And like in San Francisco, the chronic numbers are down."

http://www.sfgate.com/cgi-bin/article.cgi?f=/c/a/2011/05/19/MNGQ1JHPBC.DTL&type=pr... 6/2/2011
Paul Boden, organizing director of the Western Regional Advocacy Project in San Francisco, praised the rapid rehousing efforts - "nothing ends homelessness like a home," he said - but said the need for permanent, affordable housing is more important.

"When the city says it has created hundreds of new supportive housing units, most of them are just SROs (single room occupancy hotels) taken out of the private market and put into these programs," Boden said. "That means poorer people who were living there have to move out to make room for the new thing. It's just shuffling people around."

**S.f. homeless count for 2011:**

**General homeless population:** 6,455 (down 59 from 6,514 in 2009)

**In the street:** 3,106 (up 397 from 2009)

**In emergency shelters:** 1,479 (down 37 from 2009)

**In transitional housing:** 796 (down 168 from 2009)

**In jails:** 317 (down 77 from 2009)

**In hospitals:** 169 (up 71 from 2009)

**In treatment centers:** 241 (down 52 from 2009)

**In stabilization rooms:** 202 (down 105 from 2009)

**In resource centers:** 145 (down 88 from 2009)

Source: San Francisco Department of Human Services

E-mail Kevin Fagan at kfagan@sfgolden.com.
Small portion of Hunters Point project set to begin this summer

Examiner file photo of Hunters Point in San Francisco

It will be a largely symbolic press event on Wednesday morning, considering the main visual is streetlight installation. But the Hunters Point Shipyard project developer – Miami-based Lennar Corp. – is using it to present the fact that construction will begin this summer on a small portion of the massive proposed development.

The project aims to eventually build enough housing to bring 25,000 new residents to Southwest San Francisco and double the population of the Bayview District. The bulk of the plan – known as “phase II” – is still tied up in Superior Court litigation, awaiting a judge’s decision on whether the environmental impact report properly considers health risks at the former U.S. Navy base, considered highly toxic by the U.S. Environmental Protection Agency.

The nonprofit groups Greenaction and People Organized to Win Employment Rights (POWER) filed suit in September accusing Lennar and San Francisco of violating state law by assuming that the Navy will properly clean the base, which was the site of an underground fire in 2000 that burned for a month. A judge verbally cleared The City of wrongdoing during a hearing in March, but is still considering Lennar’s part in the cleanup.

Lennar is set to begin construction in July on 240 homes. If it moves forward as planned, the full project will add more than 10,000 new homes and 885,000 square feet of retail space.

In July, the Board of Supervisors voted 8-3 to approve an environmental impact report for the project’s second portion, contingent on the Navy properly cleaning the shipyard before the land is transferred to Lennar. In hearings, Lennar attorneys said the company will likely conduct the cleanup on behalf of the Navy.

dschreiber@sfexaminer.com

Local Development Bayview Board of Supervisors Hunters Point Shipyard project Mennar Hunters Point san francisco

Source URL: http://www.sfexaminer.com/local/2011/05/small-portion-hunters-point-project-set-begin-summer
There’s good news for local football die-hards suffering offseason withdrawals.

The Pacifica Islanders, 2008 Minor League Football Association national champions, are primed this season to recapture the crown that barely eluded them the past two spring seasons.

Strengthening a talented roster that includes a former Super Bowl champion in Edwin Mulitalo, the Islanders this season welcomed David Henderson, a familiar name to fans of San Francisco’s high school and college football scene.

“Athletically, he’s head and shoulders above 99 percent of the players at this level, and there are some good players at this level,” Islanders coach and general manager Tom Piccolotti said.

Henderson, a product of San Francisco’s Bayview-Hunters Point area, began playing organized football with the San Francisco Brown Bombers youth team.

As a sophomore at Lincoln High School in 2005, Henderson’s academic struggles kept him out of action the first half of the season. Once on the field, the electrifying running back proved to be a bona fide game-changer with a combination of explosive speed and natural instincts.

His easy smile brightened as Henderson recalled the Academic Athletic Association playoff game against Lowell his sophomore year.

“I had just fumbled with two minutes left in the game, we were down by six points,” Henderson said. “I went to the sideline.

“Coach [Phil] Ferrigno, who’s like my dad, said ‘Your time to shine is now. You have to go into the rest of the game thinking that you’re 9 feet tall, a man of steel, walking through the jungle, untouchable.’”
The Lincoln defense forced a turnover. Henderson responded to his coach's challenge by icing the game with a 66-yard touchdown run. He would go on to lead the Mustangs to a Turkey Bowl win that season, a feat that would be repeated his junior and senior years.

Henderson’s on-field successes and off-field issues followed him to City College of San Francisco.

"I got benched for my sophomore season, wasn't showing up for practice," he said candidly. "I had a lot of distractions going on, hanging out with the wrong crowd."

Rams coach George Rush told his star runner that he would have to earn back his spot.


Henderson’s hardest hit occurred off the field, before the Islanders’ season began, when one his biggest fans, cousin Bezzela, was killed shortly after celebrating his 19th birthday.

The 21-year-old Henderson, who the Islanders have lined up as a wide receiver, has two years of college eligibility remaining and has his sights on professional football.

"I'm a smarter player, stronger mentally and physically," Henderson said. "And off the field, I am very concentrated on getting my life together."

Pacifica Islanders

- Minor League Football Association national champions in 2008
- Undefeated entering Saturday’s game
- Islanders have scored 153 points through the first five games
- Islanders have scored an average of 30.6 points per game through the first five games
- More information available at www.islanderfootball.org

Sports  Personal Best  David Henderson  minor league football association  Pacifica Islanders  san francisco

Source URL: http://www.sfexaminer.com/sports/2011/05/pacifica-islanders-henderson-right-track
FOR IMMEDIATE RELEASE:
Friday, May 13, 2011
Contact: Mayor’s Office of Communications, 415-554-6131
San Francisco Arts Commission, 415-252-4638

*** PRESS RELEASE ***

MAYOR LEE LAUNCHES RETURN OF ART IN STOREFRONTS
PROGRAM TO CENTRAL MARKET

Blick Art Materials $10,000 Contribution Allows for the Second Year of the SF Arts Market in UN Plaza

San Francisco, CA— Mayor Edwin M. Lee today launched the return of Art in Storefronts at Central Market, now in its second year, with six storefront installations, five murals, and two sculptures made possible by Black Rock Arts Foundation. The latest in The ARTery Project’s efforts to revitalize a once-vibrant commercial corridor, the Art in Storefronts program temporarily places original art installations by San Francisco artists in vacant and under-used storefront windows and exterior walls.

“We are working to bring new creative energy to Market Street through a dynamic collaboration between City agencies, artists, community organizations, and the business community,” said Mayor Lee. “These vibrant public art works will attract locals and visitors alike, driving foot traffic to the neighborhood and stimulating the local economy.”

“This addition to the ARTery Project is one way to turn vacant storefronts into vibrant, ground-floor art exhibits that engage passersby and generate community pride,” said District 6 Supervisor Jane Kim.

“We launched The ARTery Project in the fall with three dynamic site-specific light installations, which was a big step forward in transforming Central Market into a lively destination with the arts at its core,” said Cultural Affairs Director Luis R. Cancel. “Art in Storefronts adds another layer of cultural richness to the neighborhood, as does the SF Arts Market at UN Plaza.”

Art in Storefronts, under the auspices of the ARTery Project, is part of the City’s ongoing efforts to catalyze the revitalization of Central Market. The Central Market Partnership, a public/private effort that is targeting as City and private resources toward the improvement of the neighborhood, is focused on business and arts venue development, physical improvements, safety enhancements, and the activation of open and vacant space through the arts. The partnership with Black Rock Arts Foundation for the two sculptures near Seventh and Market marks the arrival of Burning Man’s headquarters to Central Market. Burning Man will move into its new home at Sixth and Market later this month. San Francisco Beautiful also joined the project, contributing $3,000 to the green façade on the Luggage Store Gallery at 1007 Market Street.

Mayor Lee today also announced a $10,000 contribution from Blick Art Materials, a premier art supply source in San Francisco with a location near Sixth and Market, allowing for a second year of the San Francisco Arts Market in UN Plaza. The City has partnered with Independent Arts & Media to run a weekly open-air market offering local arts, crafts, literature, music and performance. The market will open June 16 and run Thursdays through the summer alongside Off the Grid food trucks.
“Blick Art Materials is dedicated to supporting art and art education in every way that we can, including partnerships with cities and colleges nationwide, such as the San Francisco Arts Market,” said Blick Art Materials President Edward Ogorzaly. “While we are the largest in the industry, it is our service and community involvement that set us apart from all the rest. We are excited to support the 2nd Annual SF Arts Market.”

Adding an array of eclectic visual offerings to Central Market, this round of Art in Storefronts installations will remain on view through August 13, 2011, and include:

- A partnership with Black Rock Arts Foundation (BRAF) on Market Street Blooms, an installation of two of Karen Cusolito’s 20’ flower sculptures at UN Plaza and across the street at 1123 Market Street.
- Highlighting the bicycle culture of Market Street, Alexis Arnold fills a Market Street window with old bike rims encased in glinting crystals along with a series of gold-painted U-locks (the bicycle detritus often left behind as a marker).
- Vanessa Gingold presents colorful sculptures and mobiles inspired by interviews with individuals from the Central Market community about their childhood memories.
- Creating an illusion of transformation, Madeline Trait’s installation presents a pile of discarded aluminum cans that magically transform into gracefully flying butterflies that fill the storefront and escape to the exterior surroundings of the building.
- Erik Otto envisions change as a catalyst for Central Market’s history and future. His installation depicts the openness for lasting change through metaphors symbolized by clouds, houses, and a circle of neon light. On a storefront window, the Indigenous Arts Coalition project looping images of historical footage, personal photography, appropriated images and impactful text to represent the “double life” of individuals straddling cultural identities.
- Cat U-Thanosothorn documents in black and white photographs the defunct commercial signage around Central Market. Combined into a panoramic fictional street view, the scenes are reanimated with the insertion of neon and fluorescent lights.
- The luggage store will debut artist Keith Agoada’s installation of living plants called City of Green, which transforms the exterior wall between the gallery’s second and third floor windows.
- Gray Area Foundation for the Arts will host a closing for their TRANSMUTATIONS exhibition in their new space, and Central City Hospitality House Community Art Program will hold a closing party for their Identity Theory exhibition.

This round of Art in Storefronts also features a record number of murals, which include:

- Robert Harris creates an abstract urban landscape of Market Street looking towards the Ferry Building. Above the city skyline, a series of paintbrushes will drip bright colors onto the scene while the bottom of the mural will be bordered by brightly colored painted tiles representing Market Street’s culturally diverse environment.
- Paz de la Calzada covers the old Strand Theater with a charcoal drawing of tangled strands of hair, which appear to wrap around the building. Both Robert and Paz’s murals are funded by the Department of Public Works as part of the StreetSmARTS program.
- Vicky Knoop and Beatrice Thomas celebrate under-recognized businesses and iconic sites of Central Market with their mural rendered in the style of vintage tourist postcards.
- Rafael Landea’s mural pays homage to the historic theaters that once lined Market Street, depicting a swirl of old theater seats swept up into tornado-like activity. Each chair will be unique and reflects on the lost glamour of Market Street.
- In a photo-collage mural Amber Hasselbring brings to life the story of the Western Tiger Swallowtail butterfly and the London Plane tree, two indigenous species found on Market Street.

For more information on Art in Storefronts, go to: sfartscommission.org/storefronts.

###
Enterprise zone plan revise may help S.F. firms
Kathleen Pender
Thursday, May 26, 2011

Gov. Jerry Brown's latest proposal to revamp rather than eliminate the state's enterprise zone program would hurt many businesses but could help others, including some fast-growing companies in large parts of San Francisco.

The program provides state income and sales tax incentives to companies in 42 designated enterprise zones. It has two goals: to foster economic development in these areas and provide employment for disadvantaged people. Brown's new plan would refocus the program squarely on job creation.

"We want to make this a clean credit with a clear focus," says California Department of Finance spokesman H.D. Palmer.

Today, companies in enterprise zones can get an income tax credit - worth up to $37,440 over five years - for each employee who meets certain eligibility requirements, but the company does not have to be expanding to claim it. The new worker could replace an existing one or fill a vacant position.

Under Brown's new plan, companies that are expanding could claim a one-time credit worth $5,000 for each net full-time addition to its workforce, regardless of the new hire's background.

The new credit would replace the existing credit. Although the new one would be smaller, fast-growing companies that hire lots of professionals ineligible for the existing credit could be better off.

Expanding companies in San Francisco's large enterprise zone - such as Zynga, Salesforce.com and Twitter - could benefit. This assumes they are not claiming many credits today and would earn enough profit to make full use of the new credits before they expire.

Zynga and Salesforce.com declined to comment. Twitter, which recently won a temporary exemption to the city's payroll tax, did not respond to a request for comment. Neither the zones nor the state discloses the names of companies that receive the tax credits.

Radical change

Brown's proposal represents a radical change for enterprise zones, which include parts of San Francisco, Oakland, San Jose, Pittsburg and Richmond.
Although the zones are supposed to be economically disadvantaged, San Francisco's includes almost all of the Financial District, South of Market, Fisherman's Wharf, Chinatown, Hayes Valley, Third Street Corridor, Mission District and Bayview-Hunters Point.

Companies in enterprise zones can get state income tax credits when they hire employees who meet certain criteria and sales and use tax credits when they buy certain machinery and equipment to use in the zone.

The hiring credit is worth up to $37,440 per person over five years, most of it coming in the early years. If the employee quits before five years, the employer loses any unused credit.

Companies request a voucher for eligible employees and use it to reduce their state income tax. If they can't use the entire voucher because it exceeds their tax liability, they can carry any unused portion forward indefinitely.

Employers can claim the credit for workers who meet at least one of 19 eligibility criteria. For example, they could be unemployed, disabled, a military veteran or live in targeted employment areas that have somewhat different boundaries than the enterprise zone.

The vast majority of all hiring credits awarded are based on the employee's address, in part because it's the easiest requirement to document. Critics say this lets companies hire high-salaried professionals who live in mixed-income neighborhoods such as the Mission.

But Craig Johnson, president of the California Association of Enterprise Zones, says the average wage paid to "vouchedered employees" last year was only $11.68 per hour statewide and $18.96 in San Francisco.

Companies can get vouchers for employees hired up to four years in the past by filing amended tax returns.

Many firms don't know they are eligible until contacted by a consultant offering to help them claim credits retroactively for a fee. This makes the credit a reward rather than an incentive, critics say.

In 2010, San Francisco's zone approved 9,940 vouchers submitted by 983 companies. Of these, 2,098 were for new positions and 7,842 were for existing positions.

Most of the vouchers - 7,835 - were awarded based on the employee's address, while 1,425 were on behalf of "economically disadvantaged" employees. The rest were based on other criteria.

**Howls of protest**

In his original 2011-12 budget proposal, Brown wanted to eliminate the enterprise zone program entirely. That would have a positive revenue impact of $581 million, largely because all unused vouchers would expire Jan. 1, 2011.
That raised howls of protest. "Companies have those as deferred assets on their books. That's an unprecedented taking of private assets," says Max Shenker, a vice president with the Tax Credit Co.

After intense lobbying by enterprise zone participants, Brown introduced a less-draconian plan in his May budget revision. It would leave the sales and use tax credits intact, for now, but make major changes to the hiring credit. It would:

-- Make it available only to employers who increase their workforce.

-- Reduce it to $5,000 for each incremental full-time equivalent hired.

-- Eliminate all other eligibility criteria.

-- Eliminate retro-vouchering. Employers could only claim it on an original return.

-- Limit carry-forward to five years. Unused credits earned before 2006 would expire. Credits earned in 2006 would expire after five years.

The revenue impact from the revised plan would be only $70 million in 2011-12, mainly because businesses could still carry some tax credits forward. "That understates the size of these changes," says Jed Kolko, a research fellow with the Public Policy Institute of California. "Most of the savings don't kick in for several years."

Zone advocates are still upset with the latest plan.

"There is nothing in the governor's proposal that we find acceptable. While we have advocated for the last two years that we are open to reforms, we don't believe in reforms that have the practical effect of gutting the program," says Chris Micheli, lobbyist for Communities to Save Enterprise Zones, a coalition of business and city groups.

Johnson, who is also the Long Beach Enterprise Zone manager, says it "would effectively make (the hiring credit) unusable for many of those businesses it is intended to assist."

Startups that take more than five years to reach profitability could lose all or some of their credits. "This will jack up the unemployment rate, I guarantee it," he says.

Some firms would be better off. Richard Gunn, a partner with San Francisco accounting firm Burr Pilger Mayer, says that in a year when his firm hires 35 people, it might get the credit for three who live in neighborhoods such as the Mission. "It might be nice to get it for all 35," he says.

Although the dollar amount per employee would be less, "We have had some strong growth years, where if we got a credit for every person we hired," it would have come out ahead.
**Enterprise zone tax credit program**

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<td>Maximum credit per employee</td>
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<td>Which employees are eligible</td>
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<td>Can unused credits be carried forward?</td>
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*For credits obtained in 2006 and later; unused credits awarded before 2006 will expire

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San Francisco's Art in Storefronts project given kick in pants from Mayor's Office

Looking good: Mayor Ed Lee, left, enjoys a mural painted on a storefront along Market Street. (Joseph Schell/Special to The Examiner)

A program that fills vacant storefronts with art installations along a seedy stretch of Market Street relaunched with great fanfare Friday with Mayor Ed Lee helping kick things off. But behind the scenes, the Mayor's Office clashed with the merchants' group originally charged with running the show.

In an April letter to the Central Market Community Benefits District — an organization of merchants who pay more than $500,000 a year to beautify a stretch of Market Street between Fifth and Ninth streets — the mayor's Office of Economic and Workforce Development sharply criticizes the group for failing to get the Art in Storefronts program off the ground.

When the program first began in 2008 with an announcement by then-Mayor Gavin Newsom, the merchant group received a grant from the Mayor's Office to install 13 artworks in vacant storefronts. After one year, only one such project had been installed, according to the letter from city staffers Lisa Pagan and Amy Cohen.

"Ultimately less than 11 installations occurred and the program took much more effort than ... originally intended," the letter said.

The program would eventually be taken over by the Arts Commission, which had complained when the merchant's group failed to clean up graffiti that appeared on Market Street murals for at least two months.

In its April letter, the Office of Economic and Workforce Development also criticized the group for failing to hold merchant meetings despite a $4,000 grant from The City to do so.

The problems have since been solved, according to Pagan and the executive director of the benefits district, Daniel Hurtado. There are now six storefront installations, as well as five murals.

The new president of the district's board of directors, David Fariello, said The City's letter came as a wake-up call.
"Since the memo came out, it feels like the communication has gotten significantly better," Fariello said. "I feel like it was a hiccup in the communication, but we're in the process of ironing that out."

A community benefits district assesses a tax on property owners within a prescribed area. The property owners then decide how to spend that money to improve the area — often using it for security, sidewalk cleanup and facade improvements.

Leadership on the board of directors for the Central Market district has changed twice since the organization's inception. The first president, Michael Yarne, quit in 2008 when he took a job with The City's Planning Department. Yarne now works for the Office of Economic and Workforce Development, the very agency that sent the critical letter. Katie O'Brien, who replaced Yarne, resigned in April.

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Painting a picture

9: Community benefits districts in The City

$535,299: Total amount expected to be collected from Central Market businesses in 2011

11: Storefront art projects originally planned in mid-Market

6: Storefront projects unveiled Friday

Source: Office of Economic Workforce Development, Arts Commission

Source URL: http://www.sfexaminer.com/local/2011/05/market-streets-art-storefronts-project-got-kick-pants
San Francisco's housing bonds not much to build on

Home stretch: Previous city bond issues intended to promote affordable housing have not lived up to promises. (Getty Images file photo)

At last week’s Board of Supervisors meeting, Supervisor John Avalos (who is running for mayor) announced he is requesting that the city attorney draft a housing bond measure that would fund “affordable housing development,” “transit-oriented development” and “upgrades to single-family homes including seismic safety retrofits, green energy production and energy efficiency measures, and bringing buildings up to code.” In addition, the bond would provide down-payment assistance for first-time homebuyers and “silent loans for homeowners at-risk of default and foreclosure.”

General obligation bonds are debt issued (like a big credit card) and repaid with property taxes. Issuing such bonds requires voter approval, so you can relax and know that the circumcision ban has a better chance of passing than a housing bond. Did I mention Avalos is running for mayor?

In 1996, voters approved $100 million in general obligation bonds for the purpose of building low-income housing and offering “down-payment assistance to low- and moderate-income first-time home buyers.”

Then-Mayor Willie Brown promised that the bonds would “build 3,000 new apartments and offer home ownership to 1,000 families.”

A few years later, in 2002, Brown and the Board of Supervisors came back to the voters to request $250 million in general-obligation bonds to fund similar housing goals. Opponents pointed out that the 1996 bond money had not resulted in promised improvements. By June 2002, only 232 new homes had been built, 104 were in the process of being constructed and 1,006 were still in the planning stages, for a total of 1,342 — far short of the 3,000 new units promised.

And instead of “home ownership to 1,000 families,” only 215 loans had been made to first-time home buyers.

The administration claimed that unforeseeable market forces had driven up the cost of new construction, but voters were unsympathetic and the 2002 proposal failed. In 2004, then-Mayor Gavin Newsom and the Board of Supervisors tried to get voter approval for...
$200 million in general obligation bonds for the same affordable housing goals but it also failed.

Enacting any proposal for general obligation bonds requires a two-thirds vote, which is a high hurdle. But measures to set aside money from the general fund for affordable housing only require a majority vote. The two attempts at housing set-asides failed in 1990 and 2008.

There's nothing wrong with making affordable housing a priority for discussion among mayoral candidates, but history shows that a housing bond — even one to fund "green energy production" — will likely be a waste of paper.

Subway money vanishes into more than one hole

The Central Subway — the $1.6 billion project that's supposed to extend Muni's Third Street light rail under SoMa, Market Street, Union Square and Chinatown — is having a rough month.

Not only is the project behind schedule, but the recent $8 million grant to the Chinatown Community Development Center to build housing for persons displaced by the subway has been criticized as payola because the center has been a vocal local supporter of the project.

We can add another item to the list of subway headaches: a damaging audit of the billing practices of the two main project contractors. Conducted by the accounting firm of Moss Adams LLP and released on May 5, the report shows sloppy and nonexistent record keeping practices and notes that, while the contractors have promised to shape up, there have been no moves toward repayment of inappropriate charges to the project.

According to the report, the San Francisco Municipal Transportation Agency contracted with the "Central Subway Partners" to "provide program management and construction management" services for the project. The Central Subway Partners is a joint venture between AECOM USA, Inc. and EPC Consultants, Inc.

AECOM and EPC were each called out in the audit for being unable to substantiate billing tens of thousands in overhead costs (things like rent, human resources and technical support) for workers who are stationed in offices provided by the SFMTA.

Also, while EPC charged $33,312 in travel expenses for eight trips, there was no documentation at all for five of them. For the remaining three, supporting information showed that the travelers flew first class, a serious no-no.

Both AECOM and EPC have agreed to make changes to their billing systems and protocols. But, as the report points out, neither company has stepped up to repay the inappropriate and/or unsubstantiated charges. We can only hope these folks are as good at digging subways as they are at digging into subway funds.

Technology office nabs money, more time to make up excuses

About a month ago, I wrote about a Budget and Finance Committee meeting in which the Committee on Information Technology had the temerity to ask for $6.4 million — the amount it was supposed to have saved by finding efficiencies, coordinating services and
generally dealing with the embarrassing state of technology in our city government. The
technology committee embarked on a plan that includes the construction of a new data
center at a cost of $6 million.

Supervisors Jane Kim and David Chiu each had some terse words for the technology
committee and refused to release half of the money.

In a presentation last Wednesday that clearly put the “power” in PowerPoint, director of
the technology committee, Jon Walton, regaled budget committee members with slide
after slide listing all the incredible money-saving ideas that the technology committee is
“talking about.”

Apparently, that was enough to warrant the release of the other half of the money — $3.2
million. The Department of Technology now has to appear every six months to give the
budget committee fresh new excuses for the abject failure to coordinate information
technology at City Hall.
The new politics of dense development in San Francisco

With Bay Area population growth projected to continue, planning for future transit and housing needs is taking a turn away from the automobile. (Bloomberg file photo)

Dead end: SPUR’s Gabriel Metcalf says neighborhoods in the style of Parkmerced are from a bygone era of car-oriented development. (Mike Koozmin/The Examiner)

Treasure Island (Courtesy rendering)

Recipe for growth: Parkmerced offers appealing aspects — such as dense housing in an existing urban area close to mass transit — for city planners. (Examiner file photo)

Keeping San Francisco from becoming a forest of skyscrapers once dominated conversations about development in The City. Opposition to such "Manhattanization" was a platform that environmentalists, neighborhood groups and outright foes of development used to block construction projects.

But times have changed.

The onset of global climate change and the automobile-dependent sprawl that helped create it have forced developers, planners, urbanists and even environmentalists to rethink the future of a city facing significant population increases but almost no room left for horizontal expansion.

Click the picture for renderings of the future developments.

Past rejection of density propelled the growth of suburbs and the carbon emissions of longer car commutes. But today’s dominant paradigm favors dense, transit-oriented infill developments that encourage walkable access to schools, stores and services.

The transformation of the South of Market neighborhood and the creation of Mission Bay are two prominent examples of such development. More recently, even bigger projects have begun moving through The City’s approval pipeline.

In Hunters Point, developers will soon begin construction on a small part of their proposal to build 10,000 new homes. Meanwhile, on Tuesday the Board of Supervisors narrowly approved a plan to build 5,700 more homes at Parkmerced. The board is set to consider a separate vote on about 8,000 new housing units at Treasure Island on June 7.
Politics aside, growth in San Francisco depends, above all, on the sheer demand for housing.

By 2035, the Bay Area is expected to be home to about 2 million more people and 902,000 more homes, with almost all that growth concentrated in existing urban areas. This daunting 29 percent population increase has prompted regional planners to urge local governments to reduce their per-resident carbon emissions by 15 percent.

That’s the crux of the “Initial Vision Scenario for 2035,” which was released in March by the Metropolitan Transportation Commission and the Association of Bay Area Governments. The report envisions that while the Bay Area’s population grows from 7 million to 9 million people, San Francisco will add roughly 90,000 households, pushing its population to around 1 million.

Predictions such as these are encouraging Bay Area cities to greenlight dense transit-oriented housing to help curb car and truck emissions and buck the suburban development trend that has reigned since World War II.

Environmentalists will keep fighting developments that involve the addition of traffic, but don’t expect the same kinds of fights over greater density in San Francisco.

“People understand if you just say ‘no’ in San Francisco, there’s going to be a million more people living in Modesto, and that’s a horrible carbon footprint,” said Jason Henderson, an assistant professor of human geography at San Francisco State University. “The City is willing to absorb its share of growth.”

But Henderson also said such growth will require an investment in transit.

“We’d have to buy a lot of new buses and a lot of new trains,” he said.

For instance, although the Sierra Club dislikes the parking plan at Parkmerced, developers linked construction of new housing units to a Muni light-rail extension, and the group did not oppose the project.

Instead, the opposition to Parkmerced rested with tenants who love the character of their postwar townhouses. Gabriel Metcalf, the executive director of the San Francisco Planning and Urban Research Association, regards such housing as an anachronism.

“Parkmerced was from an era when people were fleeing cities to places with green lawns and easy car access, removed from the problems of the inner city,” Metcalf said. “What we’ve learned since then is that more-traditional city forms give more options to people. We need to say no to development that is car-oriented and yes to development that is transit- and pedestrian-oriented.”

The San Francisco Board of Supervisors’ approval, in a 6-5 vote, of the massive Parkmerced redevelopment seems to suggest an emerging political consensus in favor of Metcalf’s viewpoint.

The fight over Treasure Island, which would bring 16,000 more people to the middle of San Francisco Bay and presumably add to the already snarled state of Bay Bridge traffic,
is different.

Despite planners' efforts to beef up ferry and bus services and include amenities that would reduce off-island trips, detractors still can't see how the project won't involve more cars. John Rizzo, the political chairman of the Sierra Club's San Francisco Bay chapter, said his organization supports infill development, but Treasure Island doesn't fit that bill.

"To say people are always going to take the ferry or do everything they need on the island is just kind of crazy," Rizzo said. "If you densify an area and it doesn't have any transit, it's just going to clog everything up."

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No sure bets when it comes to housing

Months of political tip-toeing before Tuesday's approval of a massive housing redevelopment at Parkmerced should demonstrate a simple lesson: There is no exact formula for predicting whether development plans become reality in San Francisco.

Parkmerced has most things The City's fractious development intelligentsia are now seeking — dense housing in an existing urban space with access to San Francisco's mass-transit system. From 1975 until the early '90s, political leaders faced opposition for approving large buildings even when they were located close to transit nodes.

That was underscored, San Francisco State University political science professor Richard DeLeon said, by the 1986 approval of Proposition M, which put caps on high-rises, among other limits.

By 1992, when DeLeon's book "Left Coast City" was published, the local pro-growth movement had been hampered by increased political clout of neighborhood organizations seeking to preserve San Francisco's special character. But with the rise of the movement known as "urbanism," the rules of the game have changed.

"Now there is more of a shift to extract as much as possible in community interests and strike hard bargains," DeLeon said. "The most radical force on Earth is capitalism. ... There's something to be said for politically mobilized forces that challenge these market forces to eventually produce a deal that has popular legitimacy."

In Hunters Point, developers proposing to build 10,000 new homes also promise to maintain affordable units in a city that badly needs such housing.

That was the deal hashed out by progressive former Supervisor Chris Daly in 2007, when he helped facilitate 360 rent-controlled units in South of Market's Trinity Plaza. Daly also pushed for developers to pay into a community-stabilization fund for residents and businesses that would be affected by a Rincon Hill high-rise development in 2005.

Supervisor Sean Elsbernd, whose district includes Parkmerced, said the more recent development includes more affordable-housing options than Trinity Plaza, which passed unanimously.
"The general concept of smart growth, development on transit lines, is starting to spread across the political spectrum," Elsbernd said. "But development issues in San Francisco are never black and white. There are always other interests." — Dan Schreiber

**Treasure Island**

2,800 Current residents

16,000 Projected population increase

8,000 New homes

2,000 Affordable housing units

2032 Projected completion

**Transit options**

- Increased bus and ferry services are aimed at reducing car trips on and off the island, which is in the middle of San Francisco Bay. Planners want a ferry to downtown every 15 minutes and a Muni express bus every seven minutes in the morning and five minutes in the afternoon. A tentative plan would require drivers to pay a $5 fee to drive off the island on weekdays.

*Source: Mayor’s Office of Economic and Workforce Development*

**Parkmerced**

7,300 Current residents

13,000 Projected population increase

5,700 New homes (8,900 total)

3,200 Rent-controlled housing units

2031-41 Projected completion

*Source: Stellar Management*
Transit options

- A realignment of Muni’s M-Oceanview line will take riders further into the redeveloped neighborhood, with a zero-to-low emissions shuttle bus that brings less-connected residents directly to the Muni stop. The M line runs northeast to downtown.

Source: San Francisco Municipal Transportation Agency

Source URL: http://www.sfexaminer.com/local/2011/05/new-politics-dense-development