

Lupe Machuca (left, facing center), Business Coordinator for the Excelsior Economic Development Project, chats with a guest at the organization's January 30, 2003 Open House, held in the service's offices at 4651 Mission Street. Mission Street restaurants catered a multi-ethnic feast for the opening.

## Business Development and Assistance Organization Launches at Ocean and Mission

Excelsior Economic Development Project (EEDP), a new not-for-profit service organization, opened in January at 4651 Mission, above Beneficial Finance.

EEDP is tasked with providing business technical assistance to neighborhood-serving businesses in the Mission Street corridor from Silver Avenue to Geneva, and with revitalizing the Excelsior District-Mission Street commercial corridor. The two full time staff charged with carrying out EEDP's mission are:

Curt Deloney, Business Consultant, who will provide one-on-one business assistance to targeted businesses in the neighborhood in the areas of access to capital, business plan development, accounting systems and marketing. Deloney also plans to organize workshops for merchants. Deloney can be reached by phone at (415) 334-3282 or by email at cdeloney@medasf.org;

Lupe Machuca, Business Coordinator, who will do merchant outreach and coordination activities, including initiating a façade improvement program and facilitating other streetscape improvements. Machuca's phone

number is (415) 334-3274 and her email is lmachuca@medasf.org.

The parent organization for EEDP is the Mission Economic Development Association (MEDA), which has been providing services to Excelsior-area businesses from its offices at Mission and 20th. MEDA began helping neighborhood-serving businesses in the Mission District 30 years ago. Its experience is in helping clients secure access to capital, administering a façade improvement program, assisting with streetscaping (i.e. banners), and helping develop land use policy that is supportive to small businesses.

EEDP hosted an open house in its newly-renovated space on January 30, 2003. Deloney and Machuca estimate that about 75 people attended, including representatives from the Mayor's Office of Community Development, the Mayor's Office of Economic Development, the Mayor's Office of Neighborhood Services, Local Initiatives Support Corporation, Excelsior

Action Group, Cayuga Improvement Association, Excelsior District Improvement Association, New Mission Terrace Improvement Association and OMI-Neighbors in Action.

Food for the open house spotlighted the diversity of Mission corridor purveyors:

Los Guanacos Restaurant, 4479 Mission Street, Mexican, tamales;

Julie's Vietnamese Restaurant, 4689 Mission, Vietnamese, spring rolls, imperial rolls, and dipping sauces;

Kadok's Restaurant, 4794 Mission Street, Filipino, lumpia and pancit;

Wally's Chinese Restaurant, 5125 Mission, Chinese, chow mein, fried rice, and broccoli beef; and

Safeway, 4950 Mission, American, deli meats and cheeses, and spinach dip in French bread bowl.

Beverage service was provided for the event by day laborers from La Raza Centro Legal, 474 Valencia.

## Over 60 Excelsior Merchants Join Excelsior Action Group in Safe 'R' Treat Event

Integral to October's Safe 'R' Treat event on Mission was the participation of area merchants and service providers, who were asked to pass out free candy to trick-or-treaters and to extend their normal business hours, if at all possible. Over 60 merchants signed on before Halloween day (listed below). Others, such as Taqueria La Alena, had independently decided to host trick-or-treaters or joined in on an impromptu basis as the event got under way. "Enrolled" participants included:

Ocean Avenue Presbyterian Church, Home Base, Fingerprinting, Bathrooms, Bike Coupons; **4100 Block of Mission**—Cala Foods, Kiet Nguyen State Farm Insurance; **4200 Block of Mission**—Pinata Art, Taco Bell/KFC; **4300 Block of Mission**—Silver Café, Mission Silver Market, Candido Auto Repair, Philip J. Fraher & Co., Emilina Donaire Income Tax, Joe's Cable Car (donated mints for home base at 32 Ocean); **4400 Block of Mission**—Excelsior Branch Library, Excelsior Clinic, Joe's Fish Grotto, Thanh Tam Restaurant, Pardini's Market/Liquor, Mario's Store, Discount Fabrics, Greater Mission Consortium (provided bathroom access), Arcos Comfort Footwear, Margarita's Hair Fashion, American Financial Services, Central Drug, Eflowers, La Tiendona, Glaze Donuts, Chick N Coop, Excelsior Liquor; **4500 Block of Mission**—Neo Classico, Good Home Wear, Super Low Market, Goldilocks, Round Table Pizza, South East Family Child Therapy Center, Casa Lucaz #3, Jupiter Market, Redwood Beauty Supply; **4600 Block of Mission**—Giles Florist, Movie Magic, Goodwill, Walgreen, Wells Fargo Bank, Creative Music Emporium, King International, Joyeria Campos, Julie's Restaurant; **4700 Block of Mission**—La Calaca, Burger King, CT Cleaners, Gildz' Boutique, FM Video, Granada Cafe, Sorrento Deli, Kadok's; **4800 Block of Mission**—LaborReady, Dela Rosa Dental; **4900 Block of Mission**—Manila Florist, LBC, Pioneer Tailoring, All Season Realty, Rose Enterprises, Marylou's Dresses, Bulakena Grocery, Safeway; **5000 Block of Mission**—Little Joe's Pizza, Carl's Trading, and Karina's Laundry.

Walgreen, in addition to providing emergency extra candy to merchants at near-cost, distributed a safety-enhancing item that proved popular with both children and adults: a glow-ring that most kids wore around their necks all evening (and many were spotted in following days on the street and at the Crocker Amazon playground build day event).



Photo by Richard Allman  
Fairy-costumed trick-or-treaters emerge from the sunset haze on Mission Street, Halloween 2002.



Photo by Marianne Larochelle

As families ventured out after dark on Mission Street Halloween night, eight Ingleside Police Station officers on foot patrol insured their safety. Pictured here is officer Ignacio "Nacho" Martinez, behind a little princess and her mom.

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# Bodies Politic

## Vacant Store Attracts Action

by Lailie Ibrahim with Bonnie Martin

In October 2002, rehabilitation of the vacant Woolworth's building on the 4500 block of Mission Street surfaced before the San Francisco Board of Supervisors. District 11 Supervisor Gerardo Sandoval introduced a request to the city attorney's office to explore options for obtaining the property from its owners through eminent domain, where government forces owners to sell a property if city officials can prove that buying the property is for the greater good of the community.

"This site is currently vacant and is boarded up," said Sandoval in his introduction. "It is an eyesore to the community and has also become a magnet for illegal dumping and for graffiti."

The property owners disagree.

Jenny Lee and her retired boss Roosevelt Owyang have owned the property since 1977, as well as other properties around San Francisco. Lee said she hasn't heard of any plans for the city's getting involved in rehabilitating the property or any complaints of garbage or graffiti. "If the city complains, I'm supposed to know," she said.

The property has been vacant since 1998 when the F.W. Woolworth Company folded, cutting short a 50-year lease to close its doors for the last time, according to Lee. That's when Rite Aid took over and signed a 20-year lease with Lee.

According to Lee, Rite Aid "signed the lease with an intention to open the store," but dismissed any plans to open a branch in July of 2001 when it decided to sublease the property to third party.

Jody Cook, public relations manager at Rite Aid's corporate office in Camp Hill, Pennsylvania, said a representative visited the site recently and didn't report any incidents of graffiti or garbage.

The company, which holds 3500 stores in 28 states, decided on improving existing stores instead of developing newer ones, according to Cook.

"It's just not a location where we're planning on putting a store," Cook said. "It would not be a good business decision."

During a visit to the property with Lee in late 2002, it was clear that dumping was going on, but there were no boards on the grimy, greasy, windows and Lee was confident conditions were not as Supervisor Sandoval described.

Lee, who said she hadn't visited the site in three years, called the supervisor's statements about the graffiti and garbage around the store "false." "I thought the store was all boarded up and filthy, that's why I came to take a look," she said.

Sandoval's former legislative assistant, Boris Delepine, called the rear of the building "a filthy parking lot" where some of the graffiti and dumping was found.

During the visit, the sidewalk along Harrington Street contained a

large wooden crate, two dirty scraps of clothing, and two small plastic bags of garbage. The parking lot behind the building had a plastic bag with similar contents and a sign at the lot's entrance read, "A joint project of the parking authority and the city and county of San Francisco."

"The public parking lot belongs to the city, so they're supposed to clean up their act first," Lee said.

However, Rev. Lonna Lee, co-pastor of Ocean Avenue Presbyterian Church, said the amount of garbage, which tends to collect around the doorways, varies from time to time. "It depends on when you walk by," she said.

Rev. Lee, who is also a moderator for the Excelsior Action Group (EAG), said one of EAG's main tasks is converting vacant buildings in the district into uses that would benefit the community. With the vacant Woolworth's building Rev. Lee has an artsy idea.

"The hope is in the meantime to use the space to possibly house art displays, so it doesn't look so run-down and abandoned."

Lee, who also owns a property on North Beach's Columbus Street and a Sunset District rental residential property, said in the past she has taken care of her property despite negligent tenants. "If there was any garbage or something, the city would write me a letter and I would clean it up," she said.

Lube Rangel, who was shopping a few stores down from the vacant building, remembers coming to Woolworth's as a child. "This was my shopping district, they had plenty of businesses," she said as she shopped at the Payless shoe store.

"There used to be quite a crowd over there but now, it's nothing. People just walk by and wonder what's going to happen there."

### "Guerilla Action"

ArtHouse, a nonprofit arts support organization, signed a letter of intent with Rite Aid in late 2002 to sublease the space, contingent on ArtHouse's ability to secure commitments from a sufficient number of art group tenants. ArtHouse envisions performing arts groups, such as dance troupes, sharing the space, along with an attractive adjunct business like a restaurant or café. However, the property's condition hampered efforts to generate interest. Concurrently, in December, volunteers from EAG, tired of waiting for the building's owner or lessee to clean up the site, wrapped a red velvet ribbon around the storefront's Mis-

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## Apollo Project Passes Board

By now most of you have heard about the Board of Supervisors' decision to allow Walgreens to move into the old Apollo theater. There was a lot of discussion and some controversy over this project. I thought I would take a moment to write to you about it.

The most important concern for me was eliminating an eyesore that has depressed Geneva Avenue since the Apollo closed more than a decade ago. I know, from trying to fill the empty Woolworths on Mission and Brazil, that it is not easy finding an attractive tenant for these old buildings. As recently as a year ago, the old Apollo was covered in graffiti, and many of the storefronts were closed and dilapidated. If the Walgreens project was not approved, the present owners of the building would have eventually sold the building and it would have returned to its previous depressing condition.

I also considered a number of other advantages gained by approving the project. First, the store will attract customers that will visit the other small businesses, customers that will add vibrancy to the street, and customers that will create a safer street for all of us, especially at night! Second, a storefront will be set aside for a new youth serving retail store, like a bicycle shop, that could be owned and operated by youth. Third, the store will generate about fifteen good paying, union jobs with full benefits and health care. Fourth, the project will ensure the continued existence of Claddagh Café, the Shoe Cobbler, and other small businesses. Lastly, the development will include eight units of affordable housing. These were important considerations.

I want to recognize some of your concerns. Some complained that a Walgreens will create too much traffic. Let me point out that the old Apollo theater did not have a parking lot either. There was no project that would clean up this eyesore, be commercially viable, and provide additional off street parking. Many also asked about putting in a community center, a supermarket or some other business into the site. Personally, I think that would have been fantastic. But the owner of the property could not find that kind of tenant and still meet his financial obligations. If you have a home mortgage, I think you understand these practicalities. I also want to recognize the support and affection many of you feel for Daniel's Pharmacy and some of the other small retailers that may face competition from Walgreens. I spoke with the owners of these businesses and listened to their concerns. In the end, I thought that a healthy, vibrant retail area, like you see in West Portal or on Union Street, would be better for them and for the surrounding community. We need to create a shopping area that is attractive and safe. Right now, too many people drive to Stonestown and Serramonte to shop. If we can attract these shoppers back, we all win.

I want to thank all of you who contacted me. I probably received about 500 emails and phone calls about the project (with the people split almost "fifty-fifty" about it). I also spoke to

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## Dem's State Assembly District 12 Committee Slots Filled

by Rebecca Silverberg

The Democratic Party 12th Assembly District Committee met January 12th at the Lacombe Clubhouse in Daly City. The site was chosen to honor new colleagues "south of the border" in Daly City. As a result of redistricting based on the 2000 census, 75% of Daly City is now part of the 12th Assembly District.

About 75 members of the new Assembly District 12 Committee, 30 from Daly City, attended the meeting despite football playoff games.

Volunteers stepped forward from both cities to do voter registration, to form a bylaw committee, and to work to achieve the goals of the Democratic Party in Assembly District 12 communities.

The 12th Assembly District committee elected the following representatives to the Democratic State Central Committee:

Rebecca Silverberg, Chair (Excelsior neighborhood, SF); LeeAnn Prifti, Vice Chair; Susan Lew, Secretary; Johnson Kwong, Treasurer; Frank Noto, E-Board Rep.; Rolando Bonilla, Alternate; Miriam Mann (Daly City); JoAnn Yee; Marjorie Ann Williams; Joe Anderson; Jose Caedo; and Marc Santamaria (Crocker neighborhood, Daly City).

Assemblyman Leland Yee's appointments are:

Steven Currier (Crocker Amazon neighborhood, SF), Matt Tuchow, Myrna Lim (Crocker Amazon neighborhood, SF), Gary Gartner and Tony Simmons.

## CarShare Pod Established at Oceanview Village

In October, the City CarShare program opened a CarShare pod at Oceanview Village located at 3995 Alemany Blvd. Despite outreach by CarShare and by Supervisor Gerardo Sandoval's office, use of the Oceanview Village facility is low, and CarShare in considering closing or relocating the pod.

Prospective users can get information by calling (415) 995-8588 or visiting [www.citycarshare.org](http://www.citycarshare.org). Online enrollment is available. Briefly, applicants must be 21 or older, have a valid California drivers license, and have no more than two moving violations in the past three months. After pay-

ment of a refundable \$300 deposit and a \$10 monthly fee, cars can be reserved from a network of 80 cars parked at 30 locations throughout the Bay Area for \$3.50 an hour and \$.37 a mile, which includes gas, maintenance, and insurance fees. The hourly charges are capped at \$35.00 a day.

According to CarShare spokesperson Annie Bourdon, the program targets drivers who want the benefits of having a vehicle but do not want the high monthly costs of owning one, as well as households currently owning one or more spare convenience vehicles that are more often parked on the street than used.



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# Marketplace Milestones

## Pacific Plaza Retail Spaces: One to Open, One to Lease



Queuing up for Quizno's: early patrons form a line on opening day, December 23, 2002, at Quizno's Pacific Plaza, Daly City. The "restaurant row" adjacent to the Century 20 Theater now lacks only Cactus Fresh Grill (leased, but not yet built-out) to be complete.

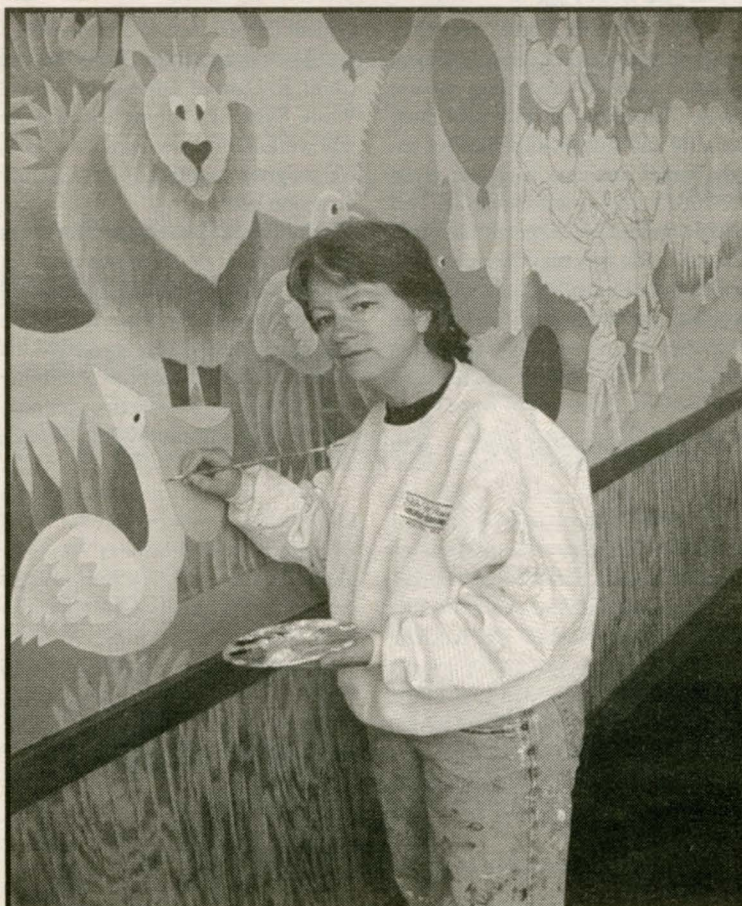
With the recent openings of Quizno's on December 23, 2002, and Fuddruckers on January 20, 2003, Pacific Plaza, Junipero Serra near John Daly Boulevard in Daly City, nears full occupancy. Says Phil Tippet, leasing agent for CB Richard Ellis, "Only about 43,000 square feet of office space remain out of a total of 360,000 square feet." The anchor tenants, DigiDesign and Genesys, hold multiple floors of space. Remaining office space will likely be devoted to small offices.

Tippet also relates that only one ground floor retail space is still available, and negotiations with a prospective tenant for that space are ongoing.

Quizno's franchise holders at Pacific Plaza are Suren and Hamina Patel. Sarah Espino, Director of Operations, heads up the Fuddruckers franchise.

### Local Artist Featured in Fuddruckers Decor

For their Fuddruckers location, the Espinos wanted something different to display on a couple of large interior walls. The parent corporation suggested they look for a muralist. In fine Bay Area tradition, they got on the internet (muralgalleries.com) and contacted a number of artists. San Mateo coast artist Ellen Silva was both the first to respond and the most amenable to work with. They signed a contract right away, and began to mutually brainstorm concepts. The colorful results are an entryway mural featuring northern peninsula landmarks from a



Peninsula coast artist Ellen Silva colors a pelican's bright yellow bill the week before Fuddruckers, Pacific Plaza, Daly City, opens. Silva's other nearby work includes: A themed mural in Seton Hospital's cafeteria for the Daughters of Charity's 150<sup>th</sup> anniversary, three murals at Daly City's JFK Elementary (two more have grant funding and will soon be underway), and a mural at Excelsior Youth Center in San Francisco, on which she collaborated with seven other women artists through Precita Eyes. Silva's online portfolio is at [www.ellensilva.com](http://www.ellensilva.com).

Daly City perspective, and a kids' party room mural animated by wildlife and a gaggle of kids building an enormous burger.

## By the Book

by Terry Gwiazdowski,  
Manager, Excelsior Branch  
Library

Happy 2003 to everyone! The holidays were a busy time for Excelsior Branch. We had another community meeting (our third) about the branch renovation timeline and the design plans. Twenty-three people from the neighborhood came to hear about our progress and give feedback about how to make the branch the most inviting and welcoming space it can be. We immediately met with the architects to see if we could incorporate the ideas brought up at the meeting. We also discussed the idea of having an alternate site during the period that the branch will be closed. Now that we are in the year 2003, the projected date of closure for this September seems closer than ever! Several people at the community meeting agreed to be part of an Interim Services Task Force to work to insure that key branch services such

as children's storytime continue to be offered in the neighborhood. Another key meeting in the renovation process will be a design review of our building plans by architects and interior designers. That meeting is scheduled to be part of the Library Commission meeting of February 20<sup>th</sup>.

A disappointing bit of news is that Excelsior Branch did not receive a grant from the California State Library Bond Act fund that we applied for last year. This will in no way delay our renovation plans nor will it reduce the amount originally allocated to the project. It just would have been better to share the costs of the renovation with the State.

Excelsior Branch welcomed a new staff member this December. Elizabeth joined us from Oakland Public Library where she worked as a Children's librarian. She just jumped right in and joined the family - helping children with their school assignments and put-

ting together a window display to celebrate the life of Martin Luther King, Jr. Welcome Elizabeth!

Upcoming programs at the branch include a Cartooning workshop in February and March for teens. And we will have volunteers from the American Association of Retired Persons (AARP) helping low income residents with their tax forms during the months of February through April. Please contact the branch at 337-4735 during open hours for more information.

The Tip of the Month is about a new online resource called Opposing Viewpoints Resource Center. This is a great database for students doing research and homework on a variety of topics. To get to the link, go to the Library's homepage at <http://www.sfpl.org/> and click on the 'Electronic Resources' link. This will take you to our list of databases. Scroll down the alphabetical list until you come to Opposing Viewpoints and

highlight it. You will be taken to the home page of this resource. Right there you can click on a list of topics to get started. Try 'Pollution'. You get a list of what's called Viewpoint essays - some pros and cons about your topic. Toward the top of the screen you will see a menu bar of other choices. 'Reference' gives you a list of articles that are overviews of the topic or of an important organization within the topic. 'Statistics' contain tables with various statistical data. 'Magazines and Newspapers' is a select list of articles from these sources. 'Images' are pictures associated with your topic. 'Primary Documents' are things like government reports. 'Websites' list key governmental or research-oriented sites.

You can also do a keyword search. Right at the top there is a line to enter your keywords and then change the pull-down menu to show 'search by keyword'. Advanced searching lets you choose three terms using Boolean searching in the title of a document, the subject or within the entire full-text of the document. You can also limit by date. The library has been ordering the print publications for the Opposing Viewpoint series for many years. This should really add to our ability to help students with their reports and projects. Check it out!

### Home Ownership Seminars Offered

Sponsored by Wells Fargo Home Mortgage and the American Library Association, and targeting low- to moderate-income and minority homebuyers, upcoming seminars are:

Bayview Branch, 5075 3rd St, Saturday February 15, 11:00am; Ocean View Branch, 345 Randolph, Saturday March 1, 2pm; and Tool Lending Center, 2713 San Bruno Avenue, Thursdays February 13 and March 13, 6:30pm.

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**Become a St. Luke's Hospital Volunteer!** Orientations: Thursdays 2/20, 3/20, 4/17, 3-5 p.m., Volunteer Service Office, 3555 Cesar Chavez St., betw. Guerrero & Valencia. For further info, application form, call (415) 641-6538 or email [DancaG@sutterhealth.org](mailto:DancaG@sutterhealth.org)

## Classified Advertising

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See [www.mystudybuddy.org](http://www.mystudybuddy.org) or call (415) 586-4577.

**Looking for a home:** San Francisco native, neighborhood activist, SF tour guide and history buff & writer needs to find a new home. Family home will be sold this year, and she desperately wants to stay in the neighborhood she's lived in for 30 years. Looking for an in-law apartment with reasonable rent after April. Contact Jean @ 587-2411. (A long term house-sitting possibility will be considered as a temporary measure—have references.)

**Friends of the Urban Forest (FUF), a tree planting organization, needs** discarded plywood to recut and use for cross braces. FUF can pick up at your location, or you could drop off at FUF storage sheds in the Presidio. Plywood specifications: non-treated plywood boards, 1/2" to 5/8" thick, that can be cut into pieces 18" long by 2.5" wide. For details, please contact Doug Wildman at FUF (415) 561-6890 x109.

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