

BRANCH PROFILE MARINA BRANCH

The Marina Branch opened in its present location in 1954. Situated in Moscone Park adjacent to the children's playground, the reading rooms offer relaxing views of the park's playing fields. The building was designed by Appleton and Wolford and was featured in the September 1955 issue of *Architectural Record*.

The building has 6,600 square feet of space, of which 5,000 are public areas. The 2,000 square foot children's room contains a large fireplace and a tapestry by Mark Adams titled *Phoenix and the Golden Gate*. There is no separate meeting room at this branch. Adult programming has not been conducted in recent years. The children's room can be closed off with a curtain for children's programs. Preschool storytimes are held every Tuesday morning and video programs are offered usually once a month. Classes visit from local private elementary schools, Marina Middle School, and Newcomers High School. Neighborhood preschools who regularly visit the library include the Little Gaters, Marina Rascals, and Yerba Buena Children's Center.

The Marina Branch is open Tuesdays through Saturdays 34 hours per week. The staff is composed of the branch manager (senior librarian 3632), a part-time adult librarian (3630), a part-time children's librarian (3630), a full-time library technical assistant (3616), a half-time library technical assistant (3616), and eight part-time library pages (3602) who work a combined 58 hours per week.

The Marina Branch is one block east of the main neighborhood shopping district and many of the local shop owners have taken an active interest in the branch. Two shop owners organized a volunteer litter removal, which has been continuing for the past two years, with refreshments supplied by a Chestnut Street donut shop. One block to the south is Lombard Street, which before it becomes "the Crookedest Street in the World", is Route 101 leading to the Golden Gate Bridge. Lombard Street is lined with motels which house a multitude of San Francisco visitors. Marina Branch is also in close proximity to Fort Mason which contains theaters, museums, restaurants, and the Friends of the Library bookstore.

The Marina District is composed of middle to upper income residents, largely seniors and young professionals. Recent census figures show the district to be 86% White, with the 8% Asian population being the next largest ethnic group. The branch is adjacent to the Marina Middle School and gets a regular influx of its students after school. Also, because the branch is near the terminus of four major cross-town bus routes, our patrons come from many districts within San Francisco. Many high school

students make use of the branch when transferring buses. So, although the Marina District itself has a very small population of children and young adults, Marina Branch does serve this segment of San Francisco's population from other districts.

In 1992/1993 176,772 people visited the Marina Branch or nearly 100 per open hour and 49,211 reference questions were answered by our librarians. 133,290 items were circulated during this fiscal year, a collection turnover rate of 2.82. The collection consists of 47,290 items, including one of the largest collections of books-on-tape, thanks to a generous donation. Marina also has a large phonodisc collection and seven carousels of paperbacks, continuously replenished by patron donations. But the main attraction is new, popular books and the branch does a brisk reserve business. Investment and consumer information is in heavy demand in our reference area.