

# THE PORTOLA PROGRESS

Produced by the Portola Neighborhood Steering Committee (PNSC)

## Alemany Island Beautification Project

Imagine turning off Alemany Boulevard onto San Bruno Avenue and seeing a San Francisco Garter Snake and Mission Blue butterflies rising out of a native garden on the traffic island. And imagine seeing 48 "Portoloteria" images gracing the cyclone fences that lead into the Portola. The PNSC has been working on this "Gateway to Portola" project since 2008 and hopes to be granted a Community Challenge Grant for its execution and completion this summer. To date, we have sought community input, collaborated with City College's Horticulture Department, worked with artists Kate Connell and Oscar Melara, and recruited neighbors who are willing to climb 50 foot scaffolding or paint a panel. If you would like to know more or would like to get involved, please contact Lia Smith at [ljsmith@ccsf.edu](mailto:ljsmith@ccsf.edu) or Shirley Chen at [shirley.pnsc@gmail.com](mailto:shirley.pnsc@gmail.com).



Artist rendition of pillar on Alemany Circle by Cory Ferris

## Supervisor David Campos Honors San Bruno Avenue Merchant



Supervisor's Aide, Sheila Chung Hagen with owners of Fat Beli Deli, Sean and Tamira Mitchell

On May 18, 2010, Mayor Gavin Newsom, the Board of Supervisors and the Small Business Commission presented the city's 1st Annual Small Business Week Honorees Ceremony. The Board of Supervisors recognized 14 small businesses, 1-3 from each of their districts.

The supervisors presented the award to the business owners and shared why they were being honored. Many of them contribute to their neighborhoods through donation of space, or products to the community, participate in volunteer events, and are an example of a community involved business.

Fat Beli Deli is a true example of this with keeping their storefront clean with murals on their building to prevent graffiti, working with their neighbors to keep the sidewalks clean, donating to the neighborhood groups and being friendly to everyone who comes into their shop.

## PNSC Community Wide Meeting

Please join us if you can!

The next meetings are:

July 22

September 23

Meetings are from  
6:30 to 8pm

Location to be Determined  
Dinner is provided.

Join the Portola Yahoo Group for updates on the neighborhood.

For more details, please contact Shirley:  
[shirley.pnsc@gmail.com](mailto:shirley.pnsc@gmail.com)  
(415) 574-9170.

## Inside this issue:

Bayview Police Station p.2

Word on the Avenue p.3

Merchant Highlights: p.4-5

Innovative Windows

Queen's Po-Boy Cafe

Dr. Arielle Liberman, DMD

中文文章 p.6-7

Event Photos p. 8



## In the Community

### Bayview Police Station

201 Williams Avenue, 671-2300

Part 1 of a 2-part Story

By Lia Smith

So why did that wonderful beat officer disappear? And why do police captains move on? Well, probably he or she was promoted and replaced by someone equally wonderful. Here's some advice: connect with our Bayview police team for life. Many of us get nervous when we see a police car or meet a police officer on the street, but we should keep in mind that 99% of us are peaceful, law-abiding citizens and we need to make our presence known.

Harkening back to the 1970s, Bayview's Police Captain, Greg Suhr, points out that when he was growing up most police lived and worked in the city. "That meant 2,000 cops and their extended families on and off duty, integrated into the community. Out of uniform, they served as role models, were churchgoers, coached football and baseball. They were omnipresent. I wonder how many youth today interact with off-duty officers?" This belief in police working from within community (vs. being perceived as only showing up with guns drawn when something goes wrong) is why Suhr assigns dedicated police officers to Public Housing. These officers work on a daily basis with the communities they serve and this has brought about positive effects. Captain Suhr believes that the best police force is one where "everything is on everyone's plate." He believes that officers should be generalists and understand how to walk the beat, shoot hoops with local youth, interact with the homeless, etc. "Because Bayview offers a broad range of police work, it's challenging," he said. "For example, over a three-month period, Richmond Station confiscated 2 illegal guns compared to the 65 guns we took off the streets. At Central, you're mostly dealing with tourists. In the Richmond, it's residential burglaries and traffic. In the Bayview, officers contend with a high level of violence— homicide, gangs, street robbery, domestic violence, etc.— higher than in any other part of San Francisco. But, that said, I love Bayview because we have everything. If my officers need a change in scenery, I can give them a break from having to be concerned with their personal safety moment to moment."

Strengthening our ties to Bayview Police Station

"Be demanding," Captain Suhr said. "Let us know what you want. Praise my officers and also let me know when you think they



could be doing better. My staff is the best, but I'm not going to say we don't hit a cone once in a while. We're on the course, just not straight up the middle all the time."

- Call the police whenever a crime occurs. The anonymous tip line is 822-8147.
- This summer there will be no summer school. If you have tickets to sports games, events, etc. to donate, a job to offer a youth, or connections to organizations that offer free programs for children, youth and young adults, please contact Captain Suhr.
- Introduce yourself to police officers and voice your appreciation for their presence. Captain Suhr regularly reminds his staff to "connect" to the community and we can meet them half way. Find out if they have children, what sports they follow, if you share any hobbies.
- Praise good work of an officer by sending an e-mail, [greg.suhr@sfgov.org], or letter to Captain Suhr: Attention: Captain Greg Suhr, Bayview Police Station, 201 Williams Avenue, San Francisco, CA, 94124. A personnel file stuffed with commendations from citizens encourages police officers and can boost morale when times are rough.

Look for Part 2 in our next issue...

## How do you think volunteer contributions improve the quality of life for the Portola?

By Lia Smith

On February 20, 2010, 70 volunteers helped to replant the lilies in the tree basins along San Bruno Avenue and we asked them how they see volunteer contributions improving the quality of life for the Portola.



My family, well, we're Chinese and happy Avenue users. The restaurants here are higher quality than in Chinatown, and the streets are cleaner. The Avenue has always given me a good impression. Our high school club, a Build On chapter, volunteers weekly. In our third year, we have about 50 members, happy to be serving the Portola community today.  
- Calvin Feng, Balboa High Build On Club Officer



The trees and lilies have really lively-ed up the place. It's relatively safe but could be safer. I'd like to volunteer for the neighborhood watch but my mom is concerned about my safety. My brother and I were robbed at gunpoint. We could live without that.  
- Anonymous, Portola



Drawing by Keith Ferris

The trees are blossoming, the lilies are in bloom, people express their appreciation for my volunteer work, and I say to myself, "I am part of this." The Avenue is our hang-out place: eating, talking, the pho', the tapioca drinks. It's a family neighborhood. - Karen Chaw, Balboa High Student

The Avenue is very important to me. It was such a transformation when the power lines were removed and the trees came in. My son is grown and has left home, so volunteering every week keeps me connected to my community.  
- Annyvonne Le Gall, Portola resident for 13 years



I use the Silver Avenue exit, so San Bruno is my main street, and seeing the trees and lilies take hold is fabulous. Greenery is ultra-positive. I'd like to see more clean awnings and sidewalks...that lifts my spirits. Working with other volunteers, just to know that people are organizing, that there are local community organizations, that we're organized...it's very hopeful and positive. - Denise DeBruin Vigil, Portola resident for 24 years

Sponsor an edition of the Portola Progress!

The PNSC printing budget is limited and we need help to pay for the printing of future newsletters. As a result, we are offering sponsorship spaces in our newsletter. We are also accepting individual donations.

To donate or sponsor the printing of future editions of the newsletter, please e-mail or call Ling Liang, PNSC Program Manager at ling.pnsc@gmail.com or 415-574-9170.

Ask for the current ad rate and size sheet.

### PNSC Board & Staff

#### Board:

Barbara Fenech  
Erica Rendon  
Irene Crescio  
Jacalyn Morri  
Kenneth Lam  
Maryann Fleming  
Ruth Wallace  
Sal Jimenez  
Terrence Chan

#### PNSC Staff:

Shirley Chen,  
Program Coordinator



## Merchant News

### Shop Local in the Portola

To promote shopping local, the PNSC printed and posted 40 shop local posters on San Bruno Avenue. To the right are what the posters look like, featuring 5 different San Bruno Avenue businesses. Underneath "Shop Local in Portola District", says "By spending locally, more revenue is retained, creates local jobs and keeps goods and services in our neighborhood."

The next round of distribution of these poster will be in August. We will print the posters for the buisness and post them up in the neighborhood, all free of charge.

If you are a San Bruno Avenue merchant and would like to be featured on this poster, please contact Shirley Chen at (415) 574-9170 or shirley.pnsc@gmail.com.



### Merchant Highlights

By Daniel Ching

In each newsletter we like to highlight our merchants and share with you why they decided to part of your neighborhood and serve the Portola community. In this issue, PNSC intern, Daniel Ching interviewed three unique businesses. Innovative Windows has been in the neighborhood for many years, passed down from

father to son. Queen's Louisiana Po-Boy Cafe wants to serve fresh Louisiana food and get's their ingredients air delivered from Louisiana multiple times a week. Dr. Arielle Liberman is taking over Dr. Parodi's Denistry and is following an 80 plus year old tradition of having a dentist in that office. Read on to find out more about each of these businesses hoping to be of service to you.

#### Dr. Arielle Liberman, DMD

Arielle Liberman, DMD, is the new dentist on the block at 2497 San Bruno Ave. The previous dentist, Dr. Parodi, served the Portola Neighborhood for 40 years before he passed away last year. Dr. Liberman took over shortly after and continues to achieve her goals of being a professional dentist and serving the community. Dr. Liberman has worked with many practices before and has wanted to open her own for a long time. However, she didn't find one that best suited her until she had a chance to meet with Dr. Parodi's dentistry. Dr. Liberman was born in Palo Alto, but grew up in Connecticut since she was 4 years old. She finished dental school in Connecticut, and then came to UCSF for residency. She realized that she really loves the city, and decided to make it her permanent home. When she first visited the Portola and San Bruno Avenue, she felt that the neighborhood is very diverse, has a dynamic community, and has a lot of foot traffic. She immediately saw the opportunities and benefits of having her practice in the Portola and was fortunate to make it happen. Now, Dr. Liberman with all her friendly experienced employees (who previously worked for Dr. Parodi,) continues to offer quality service to customers and serves the community to the best of their ability.



### Queen's Louisiana Po-Boy Cafe Troy and Danielle Reese

Community members waited patiently for Queen's Louisiana Po-Boy Café to open and were excited to visit the first po-boy café in the neighborhood at 3030 San Bruno Avenue in November 2009. Troy and Danielle Reese are the owners of this beautifully renovated restaurant. The cafe specializes in Po-Boys, the original Louisiana sandwich, and many other tasty Louisiana style cuisines such as gumbo and hushpuppies. Danielle wanted to open her restaurant because she saw that there was a need for an authentic Louisiana cuisine in the area. After she moved to the bay area in 1996 and married Troy, she decided to follow her passion. That's how Queen's Louisiana Po-Boy Cafe was born. Troy was born and grew up in San Francisco and was part of the Portola neighborhood all his life. Danielle and Troy saw this great opportunity to open the cafe in the neighborhood because their family owns the property. What distinguishes their restaurant from many others is that they only serve food made with fresh organic ingredients. To ensure the quality of their ingredients, they have their ingredients air-delivered from Louisiana three times a week. They also carry many other treats from Louisiana, such as Abita beer, Zaps potato chips, community coffee, and more. Danielle and Troy always try their best to deliver quality services to customers with their delicious food. So, why not give them a try?



#### Volunteer for PNSC

If you are interested in volunteering for the PNSC, please contact Shirley. We are always looking for more volunteers to help write articles for the newsletter, volunteer at the annual festival, or start up new projects to improve San Bruno Avenue Corridor.



### Innovative Windows Joseph Katz and Freddie Leung

Innovative Windows, a one-stop service windows' company at 2636 San Bruno Ave, sells and provides different kinds of services to customers regarding to any windows' concerns. Innovative Windows has been serving the Portola neighborhood for almost 30 years. The business went from its original owner, Tom Katz, to his son, Joseph Katz. Joseph runs the company with Freddie Leung. Freddie immigrated from Hong Kong to the United States 18 years ago and has been working in the window business since then. As the Portola neighborhood flourishes and increases in population, since the 1980s, Freddie sees the benefits of keeping the business here and serving the community. Even though the business is difficult competing with so many competitors around, his enthusiasm toward the business and customers, his professionalism, and his experienced workers make the company worth working with for the customers. All his workers are considered vital components of the company, which makes them a strong team and helps them work well together. A good business always needs to provide excellence service, quality products, and have friendly experienced workers. Innovative Windows has all these characteristics and plans to maintain their quality to keep their customers happy as long as they are around.

### Get copies of the Portola Progress!!!

Get copies of the Portola Progress, the quarterly newsletter produced by the Portola Neighborhood Steering Committee by: Sending \$2 to the PNSC at 4702 Mission Street, San Francisco, CA 94112 and we will mail you all of the editions for 2008-2010.

Or pick up free copies in the neighborhood at:

Family Connections (2565 San Bruno Ave.)  
Subway (2599 San Bruno Ave.)  
Fat Belli Deli (2598 San Bruno Ave.)  
Portola Library (380 Bacon St.)  
Palega Park (500 Felton St.)  
Bethel Grace Lutheran Church (465 Woolsey St)



## 在社區

Bayview 警察局  
201 Williams Avenue  
671-2300  
二之一  
Lia Smith

為什麼那出色的警察消失了？為什麼新的警官出現？嗯，有可能他或她是升職了，由同樣出色的人出替。以下是一些建議：請終身保持和我們灣景警署同仁的聯繫。我們很多人在街上看到警車或警察時會感到緊張，但我們應該記住，99%的市民都是和平，守法的，我們需要讓人知道我們的存在。

回顧七十年代，灣景區警長Greg Suhr指出在他成長期內，大部份的警察都是住在本市，在本市工作。‘也就是說二千多名的警察和他們的家人在工作時和工作後，均結合入社區裡面。在換下制服之後，他們以角色模範身份以身作側，他們上教堂，教練孩子足球和壘球。他們無處不在。我不知道今天的青少年有多少和下班以後的警察有互動？’是這個警察在社區內工作（而非只是被認為發生事故時才配槍出現者）的信念，使Suhr指派盡職的警員駐守公屋。這些警員每天和他們服務的群體互動，因而帶來正面的影響。

Suhr警長認為，最好的警察是‘什麼都懂的警察’。他認為警察應該是百樣通，明白如何在街上巡邏、和青少年擁抱、和無家可歸者互動等。‘因為灣景區提供多種不同的警察工作，那是非常挑戰性的，’他說，‘例如，在三個月內，列治文區的警局沒收了兩支非法的槍，與之比較，我們在街上沒收了六十五支。在中央警署，你主要是和遊客打交道。在列治文區，主要應付住宅劫案和交通。在灣景區，我們要應付高度的暴力——兇殺案，幫派，街頭搶劫，家庭暴力等——比三藩市任何地區要多。但是，話雖如此，我喜歡灣景區，因為我們有一切。如果我的警員需要改變一下，我可以給他們調換一些工作，無須每分鐘須顧慮個人安全。’

加強我們和灣景區警署的聯繫

‘提出要求，’ Suhr警長說，‘告訴我們你想要什麼。讚賞我的警員，同時告訴我他們可以如何



做得更好。我的職員是最好的，但不敢說我們從無差池，我們不是任何時候都完美無缺，但厥盡職守。’

- 任何時候發生罪案，請報警。無須講出你姓名的電話專線是822-8147。

- 今年夏天學校將無暑期班。如果你有可以捐出的球賽、活動等門券，有青少年可做的工作，或和為兒童青少年提供免費計劃的機構有聯繫，請聯絡Suhr警長。

- 向警員介紹你自己，對他們無處不在表示感謝。Suhr警長提醒他的職員和社區‘聯繫’，彼此折衷。。找出他們是否也有孩子，他們跟進什麼體育活動，和你們之間是否有共同的嗜好。

- 發電郵 [greg.suhr@sfgov.org]或信給Suhr警長表揚警員的出色工作，信件可寄：Captain Greg Suhr, Bayview Police Station, 201 Williams Avenue, San Francisco, CA 94124。警員的人事檔案如充滿了市民的讚揚，對他們是極大的鼓舞，在困難的時期可以激發士氣。

請留意下期第二部份...

## 商人新聞

## 牙醫：Dr. Arielle Liberman, DMD

Arielle Liberman, DMD是在2497 San Bruno Ave. 執業的新牙醫。以前的牙醫Dr. Parodi在Portola區服務四十年，直至去年去世為止。Dr. Liberman其後接手繼續其身為專業牙醫和服務社區的目標。Dr. Liberman曾為多個診所工作，而她長期以來希望有自己的診所。但是，她無法找到一個適合的診所，直至有機會認識Parodi的診所。Dr. Liberman在帕羅奧多市出生，但自四歲之後在康州長大。她在康州的牙科學院畢業後，前來加州大學三藩市分校任駐院醫生。她發現她不止喜歡這個城市，同時決定要以此地為永久之家。當她第一次前來Portola和San Bruno Avenue時，她感到這是一個十分多元化和充滿動感的社區，有很多人流。她立刻看到在Thornton和San Bruno Avenue街角執業的機會和好處，並幸運地能實現。現在，Dr. Liberman和她的友善和富經驗的僱員（以前為Dr. Parodi服務的僱員）繼續為顧客提供高質素的服務，並以最大的能力服務社區。



## Innovative Windows

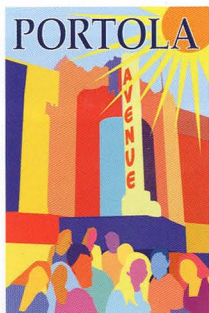
## Joseph Katz and Freddie Leung

Innovative Windows是位於San Bruno Avenue的一家一站服務窗戶公司，出售和為顧客就任何與窗戶有關的項目，提供不同類型的服務。Innovative Windows服務Portola區差不多已有三十年。此商業由原來的東主Tom Katz和他的兒子Joseph Katz開始。Joseph和Freddie Leung經營公司。Freddie十八年前從香港移民來美，自此一直在窗戶商業工作。自1980年代Portola區越來越繁榮和人口增加後，Freddie看到在此間保留此商業和服務社區的利益。即使和其他周圍眾多的商業競爭不容易，他對生意、顧客的熱情，他的專業作風，以及他手下富經驗的工作人員，使公司能服務顧客所需。他的手下均被認為是公司的重要部份，因而成為一個有力的團隊，合作無間。一家好的商業需要經常提供卓越的服務、高質素的產品、和友善與有經驗的工作人員。Innovative Windows具備所有這些條件。

Queen's Louisiana Po-Boy Cafe 餐館  
Troy and Danielle Reese

社區人士翹首以待的Queen's Louisiana Po-Boy Café終於2009年十一月在3030 San Bruno開張了，大家都十分興奮，光顧此區的第一家po-boy（平餐）餐館。此裝修美麗的餐館的東主是Troy和Danielle Reese。餐館專售Po-Boy菜譜，路易斯安那正宗三文治，和很多路州風格的食品例如濃湯和玉米糰子。Danielle想開一家自己的餐館，因為她認為此區需要一家專售正宗路州食品的餐館。她在1996年搬來灣區和與Troy結婚之後，她決定要實現此夢想。因而出現Queen's Louisiana Po-Boy Café。Troy是在三藩市出生和長大的，一直在Portola居住。Danielle和Troy認為在此區開一家餐館機會正好，因為他們的家庭擁有餐館所在的物業。他們的餐館和其他不同之處是他們只用新鮮有機的材料。為確保他們材料的質素，他們每個星期三從路州空運食材至此。他們同時供應多種其他路州的飲食，例如Abita啤酒，Zaps薯片，咖啡等。Danielle和Troy經常盡力為顧客提供最佳的服務，美味的食品。所以，為什麼不試一下？





## Portola Neighborhood Steering Committee

4702 Mission St.  
San Francisco, CA 94112

**Phone**  
Shirley 415-574-9170

**Fax**  
415-585-0170

**E-mail**  
Shirley.pnsc@gmail.com

[www.pnscsf.org](http://www.pnscsf.org)

The Portola Neighborhood Steering Committee is a group of neighborhood merchants, property owners, and residents who have come together to coordinate efforts for improving San Bruno Avenue and the Portola neighborhood.

The PNSC's goal is to revitalize San Bruno Ave. by increasing cleanliness, working with property owners to fill vacancies, providing support to existing merchants, promoting the shopping district, and attracting resources for physical improvements. The PNSC also builds community pride through organizing special events such as the Portola Festival and collaborating with other community groups.

The PNSC is funded by Bay Area LISC and the Mayor's Office of Economic and Workforce Development.

To:

## Neighborhood Announcements

### Portola Family Connections

is your neighborhood family resource center with many programs and family friendly events.

For information on Family Connections programs, classes, and community events, please visit [www.portolafc.org](http://www.portolafc.org) or call 415-715-6746.

### San Bruno Avenue Capital Improvement Award

In January 2010, PNSC applied for a capital improvement grant and was awarded \$55,000. The projects started in April and all of them should be done by February 2011. Look out for improvements at the following San Bruno Avenue businesses:

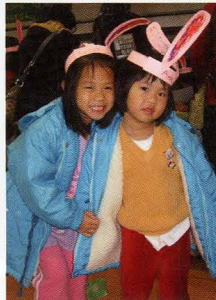
Launderland, 2446 San Bruno Ave - Mural  
Ruth's Children Shoppe, 2469 San Bruno Ave - Storefront window  
Arielle Liberman DMD, Inc., 2497 San Bruno Ave - New Sign  
Breakfast at Tiffany's, 2499 San Bruno Ave - New awning and sign  
Botany Shop, 2548 San Bruno Ave - New Awning  
Portola Auto, 2780 San Bruno Ave - New Sign

Please welcome to San Bruno Avenue, **Gopher Cellular!**

2466 San Bruno Avenue  
(415)-742-9999

Please check out soon  
the **expanded**  
**SF International Building Supply**

450 San Bruno Ave  
(415) 822-1838



Replanting Lilies Event in February 2010

3rd Annual Spring Fest in April 2010