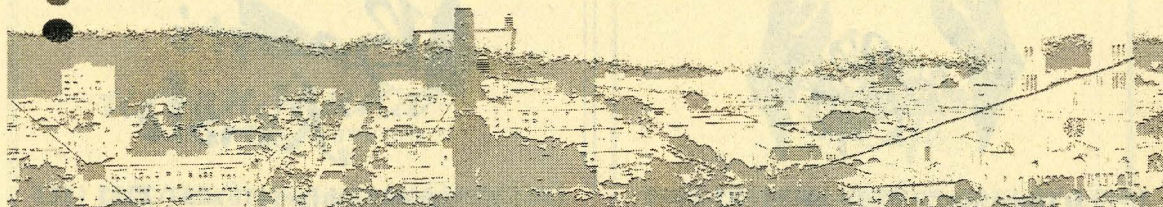


THE MIDDLE SUNSET MERCHANT



December, 2010

The Middle Sunset Merchant

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There's No Place Like Home

Hopefully, many of you may have noticed that in the past year or two our neighborhood has been graced with the appearance of some delightful new businesses. In particular I am speaking of (in order of appearance) Urban Fauna Studios, Bastet's Kindle, and Old Jerusalem Café, all sponsors of this newsletter.

I have witnessed the incredible amount of resources, time, energy and love these owner/operators have put into their businesses. Whereas now days too many businesses are over-designed by corporate marketing teams merely to separate you from your money as efficiently as possible, these lovely shops, studios and cafes in our neighborhood are wonderful personal expressions and real labors of love on the part of their owners. They maintain high standards of excellence, and they really want to share what they have to offer with you, their neighbors.

They're not asking for all your business, but they do need some of it. So I hope after reading this newsletter you will be convinced that next time you need a gift, or a little lunch or coffee break, or a new hobby, rather than running off to the busy shopping areas out of habit, you will instead take a nice leisurely stroll to one of the delightful quiet shops in your own immediate neighborhood. :

Eyes on the Street

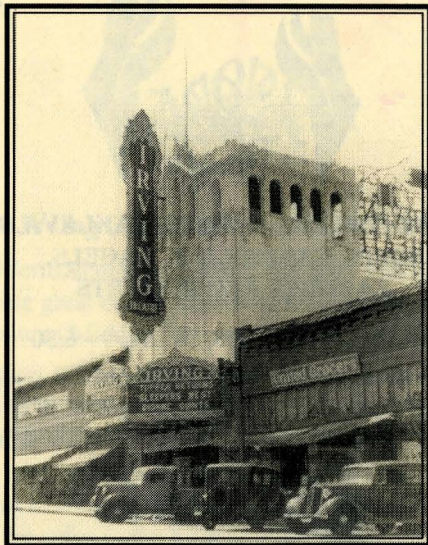
To have a variety of small businesses in your neighborhood is not merely a charming and pleasant thing. They are in fact an essential part of the lifeblood of any healthy neighborhood.

By opening their doors and creating shared public spaces, they invite the kind of casual meetings among people that slowly builds the feeling of being at home in and connected with your community. What's more, you become amazed at the wealth of stories, backgrounds, and talents your neighbors hold.

Neighborhood businesses also provide what Jane Jacobs calls, "eyes on the street". In her highly recommended writing on urban community, she describes beautifully how merchants and their patrons observe the daily street life and learn the tales and conversations that carry the soul of the neighborhood.

Aside from the intrinsic joy of that duty, those "eyes on the street" are also often the first to know when something is wrong. While you are at home or at work, someone is keeping an eye on things on the street, and probably having quite a nice time doing it.

And when you return, drop on in and find out what you missed. :) :



Middle Sunset History

The Irving Theater was a lovely movie theater built in 1926 at 1332 Irving St. (next to Old Jerusalem Café). In the first half of the 20th century, many neighborhood theaters blossomed along the streetcar lines. The neighborhood theaters tended to play second run films after the larger theaters on Market Street had finished showing them. The first film shown was "Madam Behave!" starring Julian Eltinge, a famous drag queen of the times.

The neighborhood theaters were real gems, and San Francisco is fortunate that compared to most other cities a network of neighborhood theaters remained to be appreciated in our present time. Sadly the Irving was not one the survivors. It was torn down in 1962.

It is said that it's marquee and sign were a stunning vision that lit up the Sunset at night. ☀

Middle Sunset Today



Since its completion in 2005 the Tiled Steps mural at Moraga St. has delighted residents of the Inner Sunset and attracted visitors from all across the city. It was a true neighborhood project, funded and managed by neighbors to bring exceptional public art to the place they live and shop.



A new group of local residents has formed to work with the artists who created the Moraga Steps mural. Working under the auspices of the San Francisco Parks

Trust, the 16th Avenue staircase between Kirkham and Lawton will transform into the Middle Sunset's very own Hidden Garden Steps. This exciting project calls for the current steps to be repaired, tiled into a vibrant, multi-story mural, and landscaped with native plants.

HIDDEN GARDEN STEPS

Many neighbors and neighborhood businesses have already stepped forward to help beautify the neighborhood; as the project develops, volunteers will have additional opportunities to join in fundraising efforts, participate in community workdays, or take the opportunity to sponsor a personalized tile included in the mural itself.

Want to get involved? You can get in touch with your neighbors at hiddengardensteps@gmail.com or visit the Hidden Garden Steps website: <http://hiddengardensteps.org>. 🌿

The Middle Sunset Merchant is a newsletter circulated to the blocks bounded by Lincoln and Kirkham between 14th and 19th Avenues. It has as its goal the development of good relationships among its sponsoring merchants and their nearest neighbors.

It is funded by its sponsors and, at the outset anyway, is largely written and distributed by Jonathan Aaberg in conjunction with the sponsoring businesses. We hope you find it worthwhile. Any comments or suggestions may be directed to TRPress@mac.com.