

The Richmond is talking . . .

Hellman Hollow: In December 2011, the Recreation & Park Commission renamed Golden Gate Park's Speedway Meadow in honor of Warren Hellman, philanthropist and bluegrass music lover. Starting in 2000, Hellman presented the annual, free Hardly Strictly Bluegrass Festival in the park, one of his many generous acts of civic engagement. Hellman passed away December 18.

The Balboa Theatre lives: With the support of the San Francisco Neighborhood Theater Foundation, owner Gary Meyer was able to sign a lease to extend operations through 2024. The original, 1926 façade and marquee will be improved and a new heating system and digital projection system are planned. Fans of neighborhood theatres can endow a seat for \$500. Go to www.sfntf.org for more information.

The Ocean Beach Master Plan moves forward: Some of the draft recommendations revealed last fall by SPUR (the San Francisco Planning and Urban Research association) included rerouting and eliminating two lanes in part of the Great Highway, redistributing parking in smaller lots and redesigning a new terminus for the L-Taraval Muni line, among other others. A draft Master Plan, incorporating public comments on the recommendations, was expected by year-

continued on page 5



PAR begins the new year with a new look

The Planning Association of the Richmond is starting off its 41st year with a redesigned logo.

“Our new logo gives PAR a more striking visual identity. It also emphasizes the Richmond’s integrity as a neighborhood,” said Nick Belloni, who leads PAR’s Communications Committee along with Margie Hom-Brown.

The logo superimposes the organization’s name over a simplified map of the Richmond District. The white line running through the logo represents the district’s main commercial thoroughfares: Geary Boulevard and Clement and Balboa Streets. The green background symbolizes PAR’s commitment to preserving open space and a healthy

quality of life in the neighborhood.

This is the first revision of PAR’s logo since the 1980s. During that time, online communication became more important and the earlier logo took up a lot of electronic space. Visitors to sfpar.org should now see the site load more quickly and cleanly.

“We were very lucky to have Shelley Wood donate her services as a graphic designer,” said Margie. “Without her assistance, we would never have been able to revitalize our look so professionally. Thanks also go to Laura Jacoby and Diane Fraser, who produce the newsletter and who steered the project from start to finish.”

Let us know what you think of the new logo at newsletter@sfpar.org.

Bylaw change to quorum of eight up for vote

In October 2011, the PAR membership approved a proposal by the PAR Board to amend the Bylaws.

The amendment provided for a flexible number of directors, ranging from 15 to 23 PAR members. The amendment left in place the provision defining a quorum as “at least one-third of the members of the Board.”

At the October meeting, several PAR members raised concerns that, after the amendment, Board decisions

could be made when as few as five directors are present. The Board agrees and proposes an amendment that will change the quorum to eight directors.

The amendment will take effect if two-thirds of the members attending and voting at the January 18 meeting approve. The language to be voted on is as follows (change underlined):

continued on page 2

Winter PAR Meeting

. . .

- **Bylaw Amendment & Board Election**
- **La Playa Safeway**
- **2012 Rec & Park Bond Proposal**

Wednesday, January 18, 2012

7 to 9 p.m.

Richmond Recreation Center
 251 18th Avenue
 (between Clement & California streets)
 Paid parking is available one block away
 in the lot behind the Alexandria Theatre
 between Clement Street and Geary Boulevard.
 Muni lines:
 1 California and 38 Geary

Letter from the President

Dear PAR Members,
If it's true that life begins at 40, PAR has a lot of life ahead of it. At the start of our 41st year, we remain true to our original purpose: Educating our members on land use and quality of life issues, carrying members' concerns to city officials and providing a forum for discussion.

Over the last four decades, our focus has expanded beyond the potential loss of traditional one- and two-family homes to so-called Richmond Specials to include similar quality-of-life and land-use issues prompted by larger commercial, residential and institutional development in the neighborhood. Furthermore, the circle of "officials" with whom we advocate on behalf of Richmond residents has grown beyond elected and appointed members of the city and county government to

include officials in the state and federal governments.

The latter transition came about when the Presidio Army Base was decommissioned at the end of 1993, to be administered by the federally appointed members of the Presidio Trust as part of the Golden Gate National Recreation Area forming the entire northern and western boundaries of the Richmond District.

This meant PAR and Richmond District residents had to learn how entities such as the National Park Service, the Presidio Trust and the Department of Veterans Affairs function, and how their rules differ from our local government.

An even more important lesson has been finding out that the three agencies often apply the same rules differently. In some ways, it is like learning a foreign language. For the most part, the efforts of PAR and the neighborhood groups we partner with have resulted in cordial and productive relationships with our federal neighbors.

Fortunately, other things have been simplified over the years. San Francisco's rules for public review and comment regarding commercial and residential building permits are much more open and transparent today. Required public notices and recommended meetings with neighbors encourage early agreement between developers and neighbors. This has reduced the number of appeals to the Planning Commission and the Board of

continued on back page

Bylaw change

continued from page 1

Article IV, Section D

Quorum: At least eight members of the Board of Directors shall constitute a quorum.

PAR members also will elect the PAR Board of Directors at the January 2011 General Membership Meeting. (See box on left of this page for a complete list of directors.)

Two new PAR directors

Claire Myers and Christopher Wright joined PAR's Board of Directors in October 2011.

Claire also serves on the board of the Mountain Lake Park Playground Restoration Association and wants to direct her efforts with PAR to issues related to children and youth. She grew up living on 14th Avenue and Lake Street and is now raising her family just a few blocks away. "I am proud to be involved with PAR and am proud to serve the finest district in San Francisco," she said. After a career in opera administration, Claire now works in real estate.

Chris and his family have lived in the Richmond for 11 years. As a Board member, he plans to focus on keeping families in San Francisco and on the vitality of the neighborhood merchant districts, noting that he is "very concerned about the number of vacant storefronts on Clement and Geary." Chris is the executive director of a business association that promotes economic development and job creation. He also is active with SPUR, the Alamo School PTA and the SF Parent PAC.

Officers & Directors

Officers

Raymond Holland, President
Maria Sousa, Vice President & Treasurer
Jason Jungreis, Secretary

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Brenda Altman	Sharon Gadberry
Fred Altshuler	Margie Hom-Brown
Lynn Altshuler	Brian Larkin
Dan Baroni	Claire Myers
Nick Belloni	Cheryl Schultz
Gene Brodsky	Bill Shepard
Julie Burns	Matt Tuchow
Herb Elliott	Peter Winkelstein
Paul Epstein	Christopher Wright
Robert Fries	

Emeritus Directors

Jon Bulkley • Jim Lazarus • Ron Miguel •
Paul Rosenberg • Michele Stratton

PAR Representatives on the:

Neighborhood Associations for Presidio
Planning: Paul Epstein, Sharon Gadberry,
Ray Holland

Housing Action Council: Dan Baroni
Neighborhood Working Group for Presidio
Master Plan: Ray Holland

Kaiser Permanente Citizens Task Force:
Peter Winkelstein

Presidio Restoration Advisory Board:
Julie Cheever

Ocean Beach Master Planning Committee:
Julie Burns

Richmond Community Coalition: Ray Holland,
Nick Belloni



Where in the Richmond?

Do you know where in the Richmond this photo was taken? You'll find the answer on page 5.

If you want to submit a photo for a future issue, send it to newsletter@sfp.org. Be sure to include details of what the photo is and where it was taken.

Thank you

Our donors' generosity is essential to PAR's ongoing ability to advocate on behalf of the residents and businesses of the Richmond District.

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To maintain its independence, PAR does not accept government fund or grants. Our only income is members' tax-deductible dues and contributions.

We gratefully acknowledge those members who contributed in 2011 (through November 30).

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continued on page 4

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continued from page 3

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Ask PAR

Planning and development issues were among the reasons PAR was founded, and they remain a key concern. PAR's Land Use Committee, made up of Dan Baroni, Cheryl Schultz, Nick Belloni and Peter Winkelstein, answer your questions about how the committee works and some of its recent accomplishments.

What is the Land Use Committee's purpose?

Dan: We endeavor to represent our Richmond neighbors on issues related to building and planning, both as they arise on individual projects and in reference to long-term planning issues that affect the district and the entire city.

How does the committee find out about land use issues?

Dan: A lot of the work we do is prompted by 311/312 notices issued by the Planning Department. Those notices are part of the department's 'universal planning notification' process, which is intended to provide timely public review and input on all land use issues. That includes planning permits for building and construction/demolition permits, as well as neighborhood planning and policies. The Land Use Committee receives all 311/312 notices in and adjacent to the Richmond district.

How do you help Richmond residents?

Cheryl: For example, in 2004, my neighbors wanted to build a large addition, which would have been quite devas-

The Richmond is talking . . .

continued from page 1

end 2011, and the target date for a complete Master Plan is February 2012. Read more at www.spur.org.

Mountain Lake Park: The Presidio Trust will soon finish clearing out primarily non-native plants around Mountain Lake in preparation for the Mountain Lake Remediation Project, which will clean up sediment and the water in the lake. Contact Presidio Trust Public Affairs at presidio@presidiotrust.gov for further information.

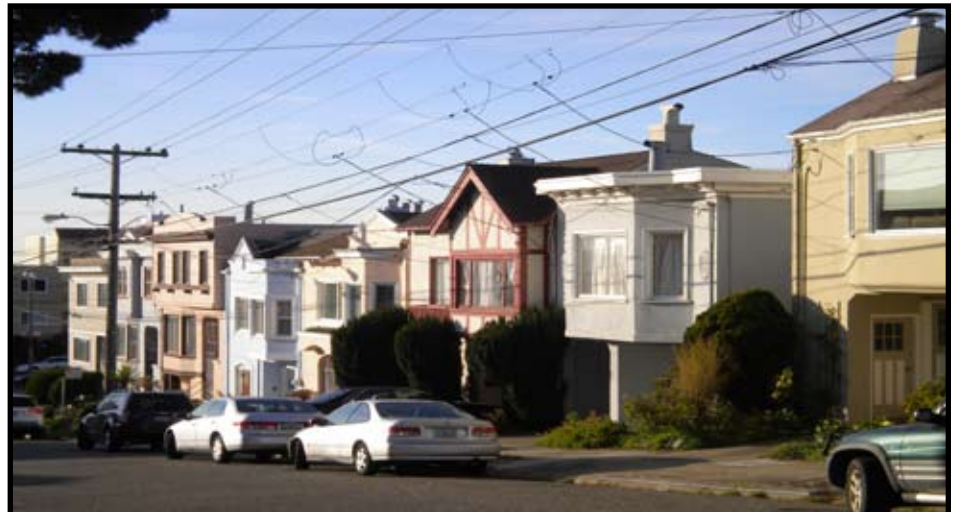
tating to our sunlight. We contacted PAR after having no luck talking to our neighbors. Peter met with us and the neighbors. PAR wrote letters of support. Eventually, Peter worked with the architect to come up with a much better design and a successful outcome.

Dan: On a larger scale, we talk directly with project and area planners and speak at meetings of the Planning and Historic Preservation Commissions and the Board of Supervisors. We try to take a long view on project implementation, occasionally making sure that the parties follow through on phased development or live up to their development agreements. A recent example was working with Safeway to remove two cart storage racks that had been added a couple of years after the remodel of the Seventh Avenue

store. This brought the number of parking spaces back to the number Safeway had agreed to earlier.

Cheryl: In another example, a contractor wanted to build a four-story vertical/horizontal building on Balboa Street, where there was a clear history of three-story buildings. The four-story building would have towered over the other structures. The project sponsors weren't willing to negotiate until PAR helped neighbors file for a Discretionary Review and speak to the Planning Commission. The Commission agreed and a three-story building is now under construction.

If you are interested in joining the Land Use Committee, please send an e-mail to president@sfpur.org.



A typical Richmond District street where each house has its own style, yet all reflect a similar sensibility and proportion, which contributes to the characteristic charm of the neighborhood.

Resolved: Recent actions taken by PAR

Commented on the scope and accuracy of the draft environmental impact report (DEIR) for the proposal to build spectator stands and install synthetic turf and lights at the Beach Chalet Soccer Fields.

It is PAR's view that the Planning Department should delay certifying the

Beach Chalet soccer field DEIR until a separate DEIR for the proposed water treatment plant in the western end of Golden Gate Park is ready for review, given the "cumulative effects" of the two projects. That DEIR is not expected until mid to late 2012.

Answer: This architectural detail is carved on the front of the former Public Health Service Hospital in the Presidio. Built in 1932, the hospital cared for members of the U.S. Merchant Marine, which explains the anchor. The building reopened in 2011 as the Presidio Landmark apartment building.

Join PAR now and make your voice heard.

Membership is open to all persons living, working, or owning property in the Richmond District of San Francisco. PAR is a 501(c)(3) non-profit corporation. Your contribution is tax-deductible as provided by law.

Yes! I/we want to support the Richmond District.

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Please complete and cut out this form and mail it together with your check (payable to the *Planning Association of the Richmond*) to

PAR
5758 Geary Boulevard, Box 356
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THANKS for helping to support the quality of life in San Francisco's Richmond District.

Don't miss a single PAR meeting this year!	January 18	Richmond Recreation
	April 18	Center
	July 18	Wednesdays
	October 17	7 to 9 p.m.

Letter from the President

continued from page 2

Permit Appeals. This may be a positive form of "regulatory reform!"

The next 40 years, indeed the next four years, will provide still more opportunities and challenges: continued expansion on the San Francisco Veterans Medical Center campus, the Ocean Beach Master Plan (see page 1), Geary Bus Rapid Transit and others that have yet to make themselves known.

PAR, its talented, expert volunteer Board of Directors and motivated members are sure to rise to the occasion. We will remain true to our commitment to safeguard the quality of life here in the Richmond District for future generations.

We are confident that 2012 and subsequent years will see an ever-improving Richmond District!

Ray Holland
 president@sfparr.org

*Best wishes
 to everyone
 for a peaceful &
 prosperous 2012.*

WWW.SFPARR.ORG

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