

# The Richmond is talking . . .

**Sunday Streets, July 7:** Take Sunday Streets from the Academy of Sciences in Golden Gate Park all the way to the San Francisco Zoo at the foot of the Great Highway. Enjoy four miles of open streets, dozens of activities, live music and performances. All activities are free and open to all. Visit [SundayStreetsSF.com/Event-Information](http://SundayStreetsSF.com/Event-Information) for a map and up-to-date list of activities.

**Alexandria Theater:** Received Planning Commission approval in April to move forward on remodeling the building and adding a new structure that will include housing and underground parking in what is now a parking lot on 18th Avenue. The owners have agreed to provide more security and maintain the building throughout construction.

**Beach Chalet Soccer Fields:** The Coastal Commission approved plans by the San Francisco Recreation and Park Department to install synthetic turf and artificial lighting at these athletic fields on the west end of Golden Gate Park. Opponents continue to fight the plan in a lawsuit, but construction can begin, regardless.

**Sports Basement Site:** On June 17, the Presidio Trust heard presentations from the three finalists for development of this site, adjacent to Crissy Field. The finalists are: the Bridge/Sustainability Institute, proposed by Chora Group and WRNS; the Lucas Cultural

*continued on page 2*



## Come to July PAR meeting for local concert updates

Golden Gate Park is the crown jewel among San Francisco’s parks, attracting picnickers, golfers, fly fishers, museum-goers and in the summer, tens of thousands of music-lovers. The two biggest concerts—Outside Lands and the Hardly Strictly Bluegrass Festival—will be the topic of PAR’s general membership meeting on July 17.

“We will bring together the concert organizers and members of the San Francisco Police Department and the city’s Municipal Transit Agency to explain their strategies and plans to help make sure these events go smoothly with as little adverse impact on the Richmond District as possible,” said Nick Belloni, PAR co-vice president and chair of PAR’s Rec & Park Committee.

PAR has worked with the organizers of both concerts over many years and has influenced significant improvements at both events. “We appreciate PAR’s thoughtful, collaborative approach to problems,” said Dawn Holliday, organizer of the Hardly Strictly Bluegrass Festival. “PAR not only gives us good, overall feedback, it has been instrumental in mediating with individuals in the neighborhood.”

The Hardly Strictly Bluegrass Festival, founded in 2001, is preparing for its first festival since the death of its founder, and PAR member, Warren Hellman. Organizers

expect to use technology, streaming performances from three stages this year, to encourage people to enjoy the music online at home. This approach kept crowds manageable at the February 2012 memorial held for Hellman at Ocean Beach. The 2013 concert—still free to all—will be October 4 to 6.

“We want to be a good neighbor to the Richmond and Sunset Districts,” said Allen Scott, promoter of Outside Lands. “PAR has been instrumental in that effort. From our first concert six years ago, PAR has been willing to sit down and help us understand the impacts on the neighborhood and how we might mitigate them.”

This year, Outside Lands welcomes its biggest headliner ever—Sir Paul McCartney. The concert is expected to bring 65,000 people daily to the park on each of its three days (August 9 to 11). Scott noted that, because many concert-goers have attended in the past, they are “savvier” about getting to and from the event and are more respectful of the neighborhood.

Both concert organizers will discuss plans related to transportation—including more emphasis on public transportation, biking and shuttles; an app for live, real-time traffic updates; and noise abatement. Captain Sharon Ferrigno of the SFPD’s Richmond Station will discuss added police presence both

*continued on back page*

### Summer 2013 PAR Meeting

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#### Summer Concert Season

Representatives from Outside Lands, Hardly Strictly Bluegrass, SFPD and SFMTA

**Wednesday, July 17, 2013**

**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, 2 Clement, and 38 Geary

# Letter from the President

Dear PAR Members,  
Similar to what is happening across San Francisco, the pace of planning and development activities in the Richmond District during the second quarter of 2013 picked up considerably and the Planning Association for the Richmond has been active on many fronts.

One example is the first meeting of the "Invest in the Richmond" effort supported by the Clement Street Merchants Association, the Geary Boulevard Merchants' Association, the Mayor's Office, PAR, the San Francisco Planning Department, the San Francisco Office of Economic and Workforce Development, and Supervisor Eric Mar's office.

Besides providing an opportunity for many Richmond residents and merchants to meet one another, the meeting started

a planning process that will result in a strategic economic development plan. (See story, page 5)

Other ongoing activities include:

## Land Use Planning

Despite PAR's opposition to AT&T's installation of equipment cabinets on public sidewalks without environmental review, AT&T has invited representatives of PAR to "discuss" 12 specific addresses in the Richmond District where it wants to install one of those cabinets beginning in 2014:

162 Second Avenue  
599 Second Avenue  
191 Fifth Avenue  
398 Seventh Avenue  
500 24th Avenue  
505 26th Avenue  
302 30th Avenue  
699 47th Avenue  
120 Anza Street  
1751 Anza Street

5600 Geary Boulevard  
6500 Geary Boulevard

If you live, work or own property at or near any of those addresses and would like advice or guidance about responding to AT&T, please let us know by leaving an email message at [president@sfpar.org](mailto:president@sfpar.org) or a voice message at 415-541-5652.

## Plans and Parking Around the Veterans Affairs Medical Center

The 2006 lawsuit filed by PAR and Friends of Lands End over the adverse effects of the San Francisco Veterans Affairs Medical Center (SFVAMC) remains unresolved. In fact, the required environmental and historic review processes have stopped for an indefinite period of time. However, the SFVAMC has an agreement with the City and County of San Francisco to lease just over 40,000 square feet in Mission Bay. While that provides only about four percent of the SFVAMC's need for space, it is a start that we applaud.

Neighborhood parking congestion should ease now that the National Parks Service has agreed to lease assigned parking spaces on El Camino del Mar north of Point Lobos Drive, the parking lot next to the USSF Memorial and the Merrie Way parking lot for SFVAMC employee use while a five-story parking structure is built on the campus.

Coincidentally two residents have begun a petition drive to establish residential parking permits in their neighborhood just south of the SFVAMC and have met with some success.

I welcome your comments, questions or suggestions.

*Ray Holland*  
[president@sfpar.org](mailto:president@sfpar.org)

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Nick Belloni

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Arts Museum, proposed by George Lucas; and the Presidio Exchange, proposed by the Golden Gate National Parks Conservancy. See Resolved, page 5, for PAR's position on the subject.

**Up2code.org:** Gives residents a new way to report and track non-emergency and nuisance code issues. This free smartphone app, developed by the Office of the City Attorney, gives citizens the power to make sure San Francisco stays a safe and healthy place to live, work and play. Don't have a smartphone? You can still call the hotline at 415-554-3977.

**Grocery Outlet:** Plans for the proposed Grocery Outlet on Geary Boulevard at 27th Avenue were presented to the San Francisco Planning Commission in early June. The new plans include upgrades to

the interior, as well as murals, canopies and landscaping to improve the exterior.

**Mountain Lake Playground:** In June, the Recreation and Park Commission approved a plan to renovate Mountain Lake Park Playground. It will be funded in part by funds from the city's 2012 Clean and Safe Neighborhoods Park Bond, with the balance raised privately by the Friends of Mountain Lake Park Playground (for information or to donate, go to [fmlpp.org](http://fmlpp.org)). One of the goals of the renovation, which is being designed pro bono by the architectural firm Bohlin Cywinski Jackson, will be to integrate the playground more closely with the lake, according to Claire Myers, PAR's representative to FMLPP.

# 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. We appreciate the support of every PAR member.

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

We gratefully acknowledge those members who contributed from January 2012 through March 2013.

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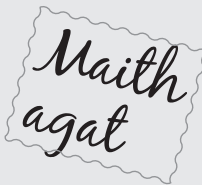


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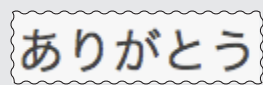


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## Forty years of community service in the Richmond

Thanks to your support of the Planning Association for the Richmond, your voice is heard when decisions are made that affect the quality of life in our neighborhood.

Established in 1970, the Planning Association for the Richmond is San Francisco's largest membership-based neighborhood organization. Our mission is to maintain and improve the quality of life in San Francisco's Richmond District.

For more than 40 years, PAR has:

- Supported policies that maintain and enhance the quality of life in the Richmond District. We do this by, among other things, testifying and submitting comments to the San Francisco Board of Supervisors and other governmental bodies and working directly with residents on their concerns.
- Encouraged and worked with other neighborhood groups such as Friends

of Lands End, the Geary Boulevard Merchants Association, the Clement Street Merchants Association and many others.

- Collaborated with other groups, such as Neighborhood Associations for Presidio Planning, the Ocean Beach Master Planning Committee and the Richmond Community Coalition with the goal of ensuring a welcoming, livable environment.

**PAR** Planning Association  
for the Richmond



# Richmond District economic vitality merits attention

An alarming number of vacant storefronts in the neighborhood led PAR to help organize a meeting of 50 local and city leaders on May 23 to discuss how to improve the Richmond District's economic vitality.

PAR joined with Supervisor Eric Mar's office and the Geary Street Merchants Association in the first of a series of meetings that will identify various workable initiatives and programs to improve the current state of the district.

SF Travel, an association of San

Francisco's tourist industry leaders, spoke to how it can help better promote the Richmond District and its businesses to the 16 million people who visit San Francisco each year. A representative of the San Francisco Office of Economic Development discussed its "Invest in Neighborhoods" initiative that will soon release an economic analysis and ideas to improve the Geary Boulevard corridor from 14th to 28th Avenues.

PAR is an active participant in a working group that is looking at next

steps, including asking Mayor Ed Lee to include a portion of the Clement Street merchant corridor in the immediate next round of the Invest in Neighborhoods program. This would identify designated municipal services and resources for Clement Street. The working group also will look at branding opportunities.

If you are interested in sharing your thoughts on how to improve the Richmond's economic environment, please contact Chris Wright at [cjwinsf@gmail.com](mailto:cjwinsf@gmail.com)

## Meet PAR's two newest board members

The PAR Board welcomed two new members in May: Marjan Philhour and Andy Thornley.

Marjan Philhour brings a background in political strategy and public affairs to the PAR board and wants to apply her organization skills to enhance PAR's outreach and participation in neighborhood issues.



"One of PAR's duties is to keep our local leaders accountable through keeping communication channels clear and using them frequently. PAR provides us

an opportunity to come together as a community and communicate effectively," Marjan said. Economic revitalization and

public safety are among the issues she wants to work on as a Board member.

Looking to the future she said, "We need to continue to work with residents and advocate for more services and updated playgrounds, repaved roads and other efforts that will continue a legacy of inclusion and diversity."

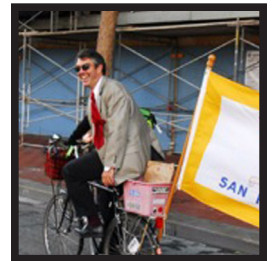
Philhour is president and CEO of The California Group, a political consulting firm. She has lived in the Richmond since 2006.

A Richmond District resident since 1987, Andy Thornley is interested in balancing growth with sustaining the quality of life, especially issues related to "safety, traffic, noise, walkability and bike-ability. I cherish living in a place where I can do all of my shopping locally, by bike and on foot. It's good for everyone to have my family's money go

into local businesses to pay local workers and local taxes for further reinvestment. Getting around the neighborhood, helping elevate walking and bicycling to be safer and more practical for more people, is essential as is a properly functioning Muni," he said.

Formerly on the staff of the SF Bicycle Coalition and now an analyst at the SF Municipal Transit Agency, Andy brings information technology and management skills to the board.

"PAR has been the main forum and voice of the Richmond, for 40 years, I'm proud to have a place on PAR's board to offer what I can in addressing these and other issues."



## Resolved:

# Actions taken by the PAR Board of Directors

**Supported** the application by Grocery Outlet for a conditional use permit for its proposed store on Geary Boulevard between 27th and 28th Avenues. (See page 2.)

**Submitted** a letter to the Presidio Trust requesting that two recently discovered semi-buried pipes in the north arm of Mountain Lake Park be removed. The

pipes may be full of contaminants and when they corrode they will further pollute the lake.

**Hosted** a meeting attended by local businesses and representatives of San Francisco city agencies to discuss the Richmond District's economic vitality. (Story at top of this page.)

**Submitted** a letter to the Presidio Trust recommending that the former site of the Presidio Commissary, opposite Crissy Field be developed consistent with the Presidio Interpretative Plan (PIP) adopted by the Trust. PAR supports development proposals for the site that meet the PIP standards.

For up-to-date PAR and neighborhood news, visit [www.sfpar.org](http://www.sfpar.org).

## 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.

<b>First name(s)</b>		<b>Last name</b>	
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*Pay Your PAR dues on online!*

[www.sfpar.org/site/join-par-via-paypal.html](http://www.sfpar.org/site/join-par-via-paypal.html)

*to join, contribute or pay your dues the easy, electronic way!*

## Concert updates

*continued from page 1*

in and outside of Golden Gate Park. A representative of the SFMTA will address parking control and public transportation.

“Dedicating a meeting to the concerts offers an opportunity to discuss all aspects of the events, from the legitimate concerns of residents to the undeniable economic benefits they bring to the Richmond and Sunset districts,” said PAR President Ray Holland. “Providing a forum like this is a perfect example of PAR’s mission to enhance the quality of life in the Richmond District.”

The concert websites are [hardlystrictlybluegrass.com](http://hardlystrictlybluegrass.com) and [sfoutsidelands.com](http://sfoutsidelands.com).

Don't miss a single  
PAR meeting in 2013

Wednesdays

July 17

October 17

Richmond Recreation Center  
7 to 9 p.m.  
251 18th Avenue  
(between Clement & California  
Streets)

Paid parking is available one block away.

The date code above your name on the mailing label indicates when your membership expires.

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