

SOUTH OF MARKET PROJECT AREA NEWSLETTER

Volume II Issue 2
October 2001

IMPORTANT CHANGES IN SRO VISITOR POLICIES NEARING COMPLETION *by Supervisor Chris Daly*

Tenants of the City's residential hotels will soon have two fewer problems to face. In July, the board of Supervisors passed Supervisor Chris Daly's legislation prohibiting hotel operators from charging guests a visitor fee. Additionally, hotel operators will have to comply with a uniform visitor's policy.

In the past, friends and family of SRO tenants needed to pay a guest fee—sometimes as high as ten dollars per person—at the front desk. Only after this payment would they be permitted to enter the tenant's room. Visitors could also be denied entry. The front desk person could arbitrarily decide who to turn away and who to let in.

The legislation will amend the Police Code by making any visitor fee illegal. Hotel owners/operators, banned from making visitors pay, will not be allowed to charge their tenants any new fees. Changes to the Administrative Code will protect tenants from unlawful evictions if they refuse to pay any additional (and illegal) hotel fees.

We would like to extend our deepest sympathy to all of those affected by the recent tragedy. In the coming months we ask that the South of Market Area residents that make up our diverse community exercise tolerance and patience.

The SRO Safety and Stabilization Task Force Steering Committee is designated as the agency responsible for establishing standard visitor rules, mediating disputes, and enforcing the policy. This Committee will be meeting on September 21 at 12 noon- 1:30pm in 101 Grove, Room 302, to discuss visitors rules and take public input on the issue. When completed, all residential hotel owners and operators will need to post the finalized and approved visitor's policy in their lobbies.

Daly's legislation will take effect in October, after the requisite 90-day interim period.

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SOMPAC IS PROUD TO ANNOUNCE OUR NEW MEMBERS

Ms. Wilma Parker Residential Owner/Occupant

Ms. Parker has lived in the neighborhood since 1971; over 30 years. She is an artist who has taught in the San Francisco Unified School District and works at SFMOMA as a docent. Ms. Parker has stated that she has a real interest in what happens in the neighborhood and would enjoy helping in the economic revitalization of the area.

Mr. Angus McCarthy Residential Owner/Non-Occupant

Mr. McCarthy has resided in the neighborhood for the past seven years. He has recently moved, but he remains active in the community. Mr. McCarthy would like to help with implementing positive changes in the community.

Mr. Mark Swenson Non-SRO Residential Tenant

Mr. Swenson has resided in the neighborhood for the past four years and has been operating his business for the last 3 1/2 years. He owns "Moving Sale" located at 990 Howard Street. Mr. Swenson has an interest in community outreach and community business development.

Ms. Diane Burke SRO Residential Tenant

Ms. Burke has resided in the neighborhood for the past four years and is a Tenant Representative for the Seneca Hotel located on 6th Street. She would like to actively represent her constituents to affect positive change within the community without displacement.

Mr. Jim Garrison Non-SRO Residential Tenant

Mr. Garrison has resided in San Francisco for fourteen years and the neighborhood for the past four years. He would like to see our neighborhood become economically viable, cleaner and safer, and see a community that both protects and celebrates its cultural and ethnic diversity. Mr. Garrison stated that he is a renter by choice and believes that apartment dwellers have particular concerns that need addressing. He is a former employee of various community boards.

Mr. Phil McKnight Sixth Street Merchant

Mr. McKnight has been in the neighborhood for 32 years and owns Maikin's Grocery Store located at the corner of 6th and Howard Streets. He is interested in helping to improve the business climate on 6th Street.

SAN FRANCISCO ELECTION POLL WORKERS SOUGHT

Every election 2800 poll workers are recruited to work in San Francisco's 648 precincts. We encourage South of Market voters to become a part of the process. For Poll worker information or to sign up to be a poll worker, call **Election Support Services @ 554-4355**.

August 20 to October 31 8:00AM –5:00 PM Poll Worker Registration

Applications and registration forms available at City Hall, Department of Elections. Inspectors earn \$105 and poll workers earn \$82 for the day.

September 7, 2001

Overseas and permanent absentee voters are mailed ballots for the November 6, 2001 Municipal Consolidated Election.

October 8-November 6

Early absentee voting begins info: **554-4411**

October 22

Last day to register to vote

November 6

Election day polls open at 7:00AM close at 8:00PM

SOMPAC MEMBERS WE WILL MISS

Anthony Palmroth SRO Residential Tenant

Mr. Palmroth resigned from the PAC in July due to relocation. He stated that it has been quite a challenge and huge learning experience representing SRO tenants on the PAC. He served on the PAC for 2 1/2 years. Mr. Palmroth announced that it was a privilege to represent a diverse group of people that often play no role in the decisions that effect everyone who resides in the South of Market. We appreciate all of the time and energy Mr. Palmroth contributed to the PAC— he will be missed.

Christian Gomez 6th Street Merchant

Mr. Gomez resigned from the PAC in September due to other professional obligations. He stated that he has enjoyed working with the PAC and participating in the political process of his community. We appreciate the volunteer time that Mr. Gomez contributed to the PAC.

SOUTH OF MARKET REDEVELOPMENT PLAN AMENDMENT UPDATE

by William Carney, Senior Project Manager, San Francisco Redevelopment Agency

PURPOSE OF THE PLAN AMENDMENT

Over the past several years, the San Francisco Redevelopment Agency, in consultation with the South of Market Project Area Committee (PAC), has been working to amend the existing South of Market (SOM) Earthquake Recovery Redevelopment Plan (Plan), which was adopted to address damage from the 1989 Loma Prieta Earthquake and to provide economic assistance to neighborhood-serving businesses and related establishments. The Plan Amendment would expand the revitalization program for the SOM Project Area, especially the Sixth Street Corridor.

The Plan Amendment would include but not be limited to the following key actions:

- Expand the scope of redevelopment actions to address all conditions of blight in the area.
- Expand the territory of the original Project Area to include the area around Bessie Carmichael School.
- Adopt new redevelopment goals and objectives.
- Reinstate the ability to acquire blighted properties through eminent domain, if owners are unwilling to address the blight themselves or negotiate a fair market value sale.
- Establish Owner Participation Rules.

Presently, the members of the community-elected South of Market Project Area Committee are reviewing the draft Plan Amendment. The PAC and the Agency are both looking to the general public to help determine what changes, additions, or deletions may be necessary to best achieve revitalization, particularly along the Sixth Street Corridor.

THE PROPOSED PLAN'S GOALS AND OBJECTIVES

The Agency and the PAC have jointly developed a set of goals and objectives that serves as the foundation for implementing positive, community-based revitalization. Among the most important of these are the following:

- Promote keeping existing affordable rental housing permanently affordable for low- and very low-income residents.
- Maintain the number of Single Room Occupancy (SRO) units that were present in the Project Area immediately preceding the Earthquake.
- Locate SRO replacement units in other parts of South of Market or Citywide, if feasible.
- Facilitate financial and technical assistance for residential owners and tenants within the Project Area, including renovation to preserve affordable housing.
- Encourage more moderate-income housing for both individuals and families.
- Encourage opportunities for homeownership, particularly for first-time homebuyers.
- Promote private sector investment in neighborhood-serving businesses and businesses employing local residents by providing financial and technical assistance, as well as other means.
- Promote and assist in the development of new recreational and community facilities serving SOMA health, education, art, cultural and social needs.
- Work with police and the criminal justice system to reduce area crime.
- Encourage programs and projects that will strengthen communication of redevelopment activities between the Redevelopment Agency and Project Area Committee, and the community-at-large.
- Assist in the development of parking facilities that meet the needs of businesses, customers, residents, guests, and visitors to the Project Area for convenient short-term parking.
- Promote the development of a unique and positive identity for the Sixth Street Corridor.

The proposed Plan Amendment would enable the Agency to address a range of blighting conditions. Pursuant to the requirements of the California Community Redevelopment Law (CRL), relevant factors of physical and economic blight have been identified and substantiated through field surveys, economic analysis and research of the Project Area.

Although there has been ongoing Agency-assisted development and private investment in the Redevelopment Project Area, conditions of blight remain and indicate a continuing need for redevelopment activity to fully revitalize the area. A prevalence of blighting conditions exists in the area as a whole. Blighting conditions are particularly concentrated along the Sixth Street corridor, where they have proven especially intractable despite public and private investment east and west of Sixth Street and in some properties on Sixth Street itself.

Taken as a whole, the physical and economic conditions of blight in the Project Area are so prevalent that they cannot reasonably be expected to be reversed without redevelopment, and as such, have become a burden on the community that cannot be reversed or alleviated without the assistance of the Agency through the authority of the CRL. The heavy prevalence of blight has significantly deterred investment and improvement of the Project Area.

EMINENT DOMAIN CONCERNS

Eminent domain is a process by which a public agency may compel the sale of property in return for the payment to the owner of the property's fair market value if such acquisition is necessary to advance a public purpose and the public agency is not able to reach agreement on the terms of acquisition with the property owner. Contrary to popular belief, the Agency has exercised this power only once in the last twenty years.

The proposed Plan Amendment would authorize the Agency to acquire certain SOM properties through eminent domain only after the Agency exhausts all legally-required processes to negotiate with a property owner, including giving the owner the opportunity to participate in and benefit from any proposed redevelopment project on his or her property. As a practical matter, the expense and time associated with the use of eminent domain make it a tool that is more valuable as a negotiating strategy than by its actual use. If negotiations with the property owner are unsuccessful, the Agency will seek the advice of the PAC, and the Redevelopment Agency Commission must approve the use of eminent domain for any specific property. The proposed Plan Amendment would restrict eminent domain to be used only for the following types of properties:

Properties anywhere in the Project Area that are:

- Single-room occupancy hotels.
- Unreinforced masonry buildings that have not been seismically retrofitted.
- Adult uses that have led to problems of public safety and welfare.
- Buildings in which it is unsafe or unhealthy for persons to live or work (provided that in the event of buildings made unsafe or unhealthy as the result of an earthquake occurring subsequent to this Plan Amendment an owner will be given adequate time to correct such conditions prior to the Agency requiring Owner Participation).

Properties fronting Sixth Street that are:

- Vacant or significantly underutilized properties or portions thereof.
- Surface parking lots.
- Properties exhibiting one or more conditions of blight as defined by the Community Redevelopment Law.

The Agency will maintain the existing Planning Code and will defer all land use and zoning controls to the Planning Department.

PUBLIC PARTICIPATION

You can participate in amending the Redevelopment Plan by attending the Committee on Plan Amendment meeting held the **second and fourth Thursday of every month and the General PAC meeting on the third Monday of every month at 6:00 p.m. at 1035 Folsom Street**. The Agency and the PAC will utilize your input to improve the Redevelopment Plan and the vision for the South of Market Project Area. If you have questions or comments, please call William Carney at **(415) 749-2400**.

**Sincerely,
William Carney
Senior Project Manager**

SOMPAC COMMITTEES

HOUSING COMMITTEE

The Housing Committee advises SOMPAC members on housing related issues as they pertain to the South of Market Project Area. Some of the current projects the committee has endorsed are the development of 8 units of affordable homeownership housing being developed by Habitat for Humanity located at 1009 Mission Street, the Asian Inc. development of 26 affordable homeownership units located at 474 Natoma Street and most recently they have endorsed TODCO (a nonprofit development corporation) to enter into exclusive negotiations with the Redevelopment Agency to build 115 studio units of low-income housing at the current site of the Plaza Hotel. The Housing Committee works diligently to ensure that our most vulnerable residents are not displaced or left homeless when hotel rehabilitations take place. Emerald Funds' project at 1045 Mission Street (between 6th & 7th) has been named winner of the Golden Nugget Grand Award for best apartment project up to four stories.

CRIME & SAFETY COMMITTEE

The Crime & Safety Committee advises SOMPAC members on issues related to crime and safety within the South of Market Project Area. The police departments' representative provides crime statistics and information as it relates to crime in the neighborhood. The committee is currently involved in the coordination of the street cleaning efforts provided by Sunrise Sidewalk Cleaners, Tenderloin Sidewalk Improvement Program, Safe-On-Sixth, San Francisco League of Urban Gardeners and the Department of Public Works. The Crime & Safety Committee is working toward making our streets clean and safe for the entire community.

ECONOMICS, EMPLOYMENT & BUSINESS DEVELOPMENT COMMITTEE

The Economics Committee advises SOMPAC members on issues related to the economic revitalization of the Project Area. In conjunction with the South of Market Foundation the committee is formulating a plan to bring 6 new businesses to 6th Street within the next year and help 6 existing businesses with improvements and workshops to help maintain their businesses. The concept behind this plan is to help revitalize the 6th Street corridor into a vibrant neighborhood and provide jobs for local residents. The Economics Committee has endorsed the Redevelopment Agency's Sidewalk Improvement Program, which will widen the sidewalks and repave the 6th Street corridor along with planting new trees and placing antique lighting along the street. Look for this development to begin in late September.

HUMAN SERVICES COMMITTEE

The Human Services Committee advises the Redevelopment Agency on issues related to the human service

needs of the South of Market project Area Committee. Current issues the committee has been involved in include the new Bessie Carmichael Elementary School, a new Recreation & Parks Department open space park, Filipino/American and Indian/American Cultural Centers along with a new Health Center. The Human Services Committee has recently endorsed the West Bay Multi Service Center's request for funding from the Redevelopment Agency to complete a feasibility study for a new Youth Center in the neighborhood.

COMMITTEE FOR PLAN AMENDMENT

The Committee for Plan Amendment is a special committee set up to address the formulation of the Plan Amendment for the South of Market project Area. This committee advises the Redevelopment Agency regarding the Goals and Objectives designed to maintain balance in the neighborhood combining commercial, light industrial and residential uses. This committee makes recommendations pertaining to the Owner Participation Rules and Management Standards that are an important part of the Plan Amendment to ensure that the SRO hotels are maintained in a manner that affords quality of life for our lowest-income residents.

HISTORIC PRESERVATION GRANTS AVAILABLE

The California Office of Historic Preservation will have funds available for historic preservation projects.

Eligible Projects:

Funds may be used for acquisition of structures listed on the National Register of Historic Places, California Register, Historical Landmarks or Points of Historical Interest Program. Rehabilitation or restoration of historic properties or interpretive projects such as brochures or websites related to an historic structure. Archeological as historic preservation projects are eligible.

Eligible Applicants:

Cities, counties, districts, local agencies formed for park purposes, and 501 (c) 3 nonprofit organizations.

Amount Funded:

\$10,000 to \$1 million per project or 50% of the cost of the project. Match may be required pending decision by State Historical Resources Commission.

Deadlines to Apply:

December 07, 2001, & June 07, 2002.

For more information:

Contact Cheri Stanton (916) 653-3640
cstan@ohp.parks.ca.gov

THE CONTINUING DEBATE ABOUT SIXTH STREET

by Jeofflin Roh, Director, Program Development, Central City SRO Collaborative

The entrenched problems along 6th Street that have of late been spurring such concern are by no means new phenomena. The plight of many of those in SROs and on the street with mental health problems is consequence of the state shutting mental health facilities during Reagan's governorship, the continued slicing away of social programs at the federal level since, and the abysmal failure of social policy to craft effective alternative treatment models. Not to mention the utter paucity of shelters and affordable housing.

Drug and alcohol use and abuse issues are only exacerbated by the flagrant open air drug market that thrives along the street, day and night, spilling into the alleys, even the lobbies of those SROs whose management allow it. This all fosters an environment convenient for other criminal activities.

Just as fundamental is a system that institutionalizes poverty, even while the rich get richer, and strips the low and very-low income of opportunities. And, aided by the closure of hundreds of shelter beds, NIMBYism and the lack of a cohesive City policy to provide reasonable services for those in need, the desperation and disenfranchisement of an entire class of people continues unabated.

It hasn't been politically sexy to address these problems honestly. Instead, a scattershot approach, including criminalizing homelessness and poverty, and seemingly blaming those in need of treatment or health services for the state of affairs, has been the status quo. The humanity and dignity of the poor gets stripped, the problems compound, and, in the case of the South of Market Project Area, a rift gets exploited to inflame an entire community, arguing, "*What to do about 6th Street?*"

But no real answers to that question can be developed without the full participation of all stakeholders, including SRO residents, owners/operators, neighborhood homeowners, businesses, and community based organizations. Since all the tired old approaches haven't accomplished positive change, new, innovative thinking is required. SOMPAC has the refreshing opportunity to be a tool for nurturing creative community choices.

It is essential that **troublesome behavior**, whether due to mental illness, addiction, criminal activity, etc., be a distinct focus, and that it be understood that such activity does not reflect the majority of SRO residents!

Cooperation between service-providers and tenant advocacy groups to link those in need to appropriate treatment programs can go a long way; while integrating stepped-up DBI inspections of SROs with owner/operators who are reluctant to commit to Owner Participation Agreements designed to improve conditions. Community Courts, with the proposed Central City Restoration Center, is working to devise a fair and humane way to address the personal needs and to redirect efforts by which people driven to criminal activity by addictions, non-violent first offenders and youth can, instead of being tossed into already over-crowded jails and youth facilities that do little more than teach criminal behavior, be assigned community service or enrolled into appropriate programs. If health, habitability and tenant/management relations can be improved in SROs, and creative ways of reducing criminal activity instituted, positive steps will be achieved toward helping stabilize 6th Street.

If forces outside the community are allowed to step in and dictate gentrification that merely displaces or disperses the very-low income, the social problems will not be ameliorated. But, a clever, well-considered redevelopment plan, sensitive to all neighborhood interests, could ultimately bring in mixed-use endeavors that will preserve and improve current housing stock, while adding more affordable units, and bettering the business atmosphere. Especially if partnered with an outreach program that includes tenant organizing, code enforcement, and medical/mental health elements.

Central City SRO Collaborative is committed to helping bridge uncommon alliances to forge a new paradigm based on common concerns and interests.

474 Natoma Affordable First-Time Homeownership by Chris Reyes, Project Manager, Asian, inc.

The Board of Commissioners of the San Francisco Redevelopment Agency, at their meeting of July 24, 2001 approved the Disposition and Development Agreement with Asian Inc. to develop 474 Natoma with 29 affordably priced condominiums for first-time buyers. The Board of Supervisors of the City and County of San Francisco approved the Agency's DDA at their July 31, 2001 meeting. Both votes were unanimous of those commissioners and supervisors in attendance.

474 Natoma Street, **Natoma Court** as the development is known, has been planned as first-time homeownership use since 1998 when the South of Market Project Area Committee prevailed upon the Redevelopment Agency to change the development focus from multi-family rental apartments.

The 29 units will contain 5 one bedroom, 15 two bedroom and 9 three bedroom units. Square footages range from 750 SF (1 BR) to 1200 SF (3 BR). Sales prices range from \$117,000 (Household of one earning \$45,000) to \$200,000 (Household of five earning \$67,000). Homebuyers will be selected from a lottery of mortgage qualified applicants. The lottery system will be structured to have first consideration of residents/workers presently in the South of Market. Applicants can begin now by getting "mortgage-ready" by working with the San Francisco Housing Development Corporation (822-1022) or Consumer Credit Counseling Services of Northern California (800-777-PLAN) www.cccsf.org.

NATOMA COURT is a "Transit-First" development, encouraging use of modes of transportation other than the personal automobile. Residents will be able to make use of 3 Electric Vehicles which can be rented. Asian Inc. will support a Small Business Venture Start-up that will make the EV's available to SOMA residents with stops at other Agency supported affordable housing developments serving the area commercial, retail, health, support service, educational, recreational and cultural institutions.

Other "value-added" features include an 8 computer terminal after school center for school age youth of **NATOMA COURT** and the neighborhood at large. The Minna Street building will feature an ATM provided by the Northeast Federal Community Credit Union. Hopefully this could be the genesis of a storefront retail presence on 6th Street serving SOMA residents who do not have access to quality financial services. The Credit Union will also offer Individual Development Accounts to homebuyers who can use the homeownership to empower themselves to financial independence and asset accumulation.

NATOMA COURT will also be a GREEN BUILDING Demonstration Project with the Mayors Office of the Environment. Using environmentally sensitive design, and use of

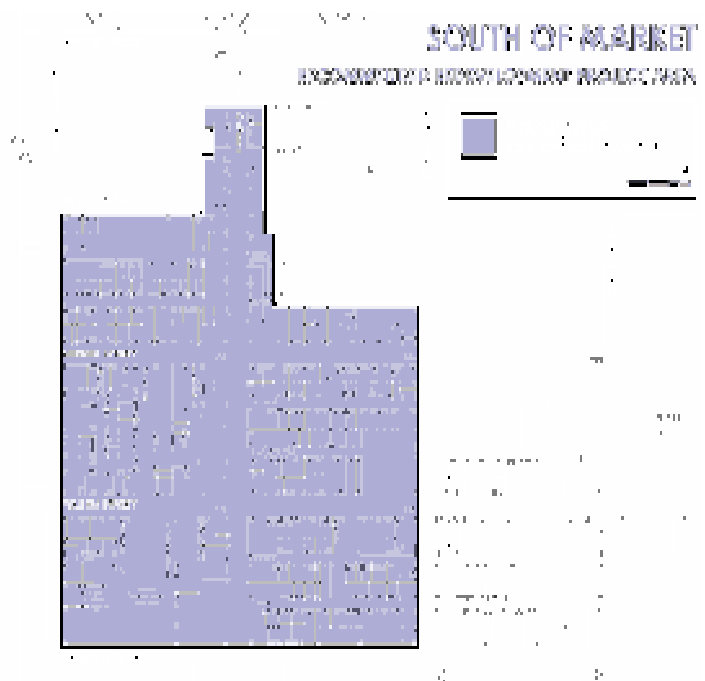
themselves to financial independence and asset accumulation.

NATOMA COURT will also be a "Green Building" demonstration project with the Mayors Office of the Environment. Environmentally sensitive design and use of sustainable building materials will be used. **NATOMA COURT** will have operating and maintenance benefits conserving precious utility resources. The building will also feature future oriented fiber optic wiring to enable efficient electronic access to the e-world as well as a future-proof building security system.

ASIAN Inc. looks forward to the participation of the Project Area Committee in the development of the Public Art and open Space features of **NATOMA COURT**. Friends of the Urban Forest will participate in the Street Tree Planting Program for the Minna and Natoma Street frontages of the development.

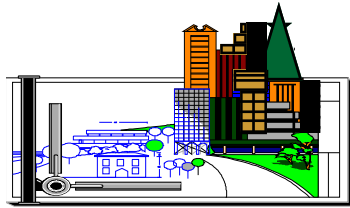
Other partners making **NATOMA COURT** possible include Wells Fargo bank, Cal-Fed Bank, Fannie Mae Foundation and the U.S. Department of Housing and Urban Development.

For more information on **NATOMA COURT** visit the ASIAN Inc. website at www.asianinc.org

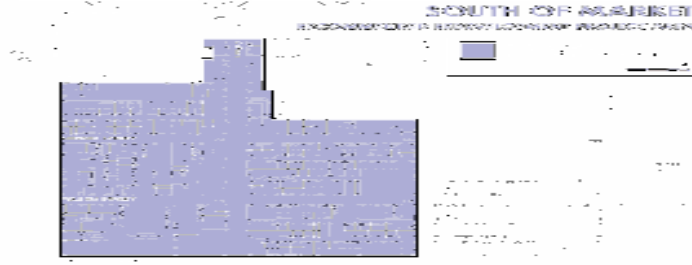


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"Serving the South of Market Project Area since 1997"



SOMPAC MEMBERS

CBO: Mercy Housing California/ Amy Bayley 487.6829 ext. 6370	SRO Hotel Owner/ Dr. Mahendra J. Dave 282.5797	CBO: West Bay Multi-Services Inc Edwin Jocson 431.9336	Wilma Parker 981.3530	Mark Swenson 538.9448
Non-SRO Residential Tenant/ Jim Berk 974.1759	SRO Residential Tenant/ Larry Davis	Business Owner or Representative/Wholesale Henry Karnilowicz 621.7533	SRO Hotel Owner/ Dipak Patel 303.2069	Non-SRO Residential Tenant/ Jim Garrison 487.0972
SRO Residential Tenant/ Diane Burke	CBO: South of Market Foundation/ Roger Gordon 512.9676 ext. 17	CBO: South of Market Employment Center/ Don Marcos 865.2105	CBO: SF Medical Outreach Program/ Charles Range 436.0111	6 th Street Merchant/Retail/ Phil McKnight 777.1523
Business Owner/Service/ Marty Cerles 864.7861 ext. 475	CBO: SF Tenants Union/ Marlies Hensel 282.6622	Residential Owner/Non-Occupant/ Angus McCarthy 902.5319	SRO Residential Tenant/ Antoinetta Stadlman 552.4803	PAC STAFF: Marcia Ban Coordinator Karen Nolan Assistant Coordinator 487.2166
Residential Owner/Occupant/ Leonard Creed 362.1000 ext 1	SRO Residential Tenant/ Greg Higgs			

OCTOBER 2001

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1 HOUSING 6:00PM	2 SFRA 4:00 PM CITY HALL	3 CRIME & SAFETY 6:00 PM	4 ECONOMICS 12:00 NOON	5 HUMAN SERVICES 12:00 NOON	6
7	8 HOLIDAY	9 EXECUTIVE 8:30 AM SFRA 4:00 PM	10	11 CPA 6:00 PM	12	13
14	15 GENERAL PAC 6:00 PM	16 SFRA 4:00 PM CITY HALL	17	18	19	20
21	22	23 SFRA 4:00 PM CITY HALL	24	25 CPA 6:00 PM	26	27
28	29	30 SFRA 4:00 PM	31			