

SOUTH OF MARKET PROJECT AREA COMMITTEE

SOMPAC

Commissions and Board of Supervisors to Consider Redevelopment Plan Amendment

Since 1997, Agency staff has worked with the PAC to develop the Plan Amendment, which would enable the Redevelopment Agency to more effectively alleviate blight in the SOM Project Area. On April 21, 2003, the PAC endorsed the Plan Amendment, following an extensive review by the Committee on Plan Amendment (CPA). On December 15, 2003, the PAC endorsed further changes to the Plan Amendment suggested by the CPA and the Agency.

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

- Increase the scope of redevelopment activities to address a range of blighting conditions in the area.
- Adopt new Redevelopment goals and objectives developed by the PAC.
- Expand the boundary of the original Project Area to include the area around Bessie Carmichael School.

- Authorize Owner Participation Agreements and the ability of the Agency to acquire certain limited kinds of blighted properties through eminent domain, if owners are unwilling to address the blight themselves or negotiate a fair market value sale.
- Extend the Agency's ability to incur and repay debt by an additional ten years and increase the aggregate amount of tax increment that the Agency may use.

Agency staff is now completing the Report to the Board of Supervisors on the South of Market Redevelopment Plan Amendment. The Redevelopment Commission reviewed the Plan Amendment at a public workshop on December 16, 2003, and is scheduled to consider its approval in April 2004. At the same time, the Planning Commission would review the Plan Amendment for consistency with the City's General Plan. The Plan Amendment then will be presented to the Board of Supervisors for final adoption. *Continued on page 2*

South of Market Employment Center and Whole Foods to launch "Walk-to-Work" Program

by Jerrica Hau and Cindy Mendoza

South of Market Employment Center (SOMECE), the premiere employment service provider for low-income San Francisco residents, is pleased to announce its pilot "Walk-to-Work" program, which will begin in late February 2004, in collaboration with Whole Foods Market, the world's largest natural and organic foods retailer. The program will assist low-income individuals from the South of Market (SOMA) Project Area to obtain stable employment within walking distance of their homes.

Whole Foods Market, the first supermarket in SOMA, recently opened on January 14 at Fourth and Harrison Streets. Prior to its opening, SOMA residents had to travel outside the neighborhood for large grocery store purchases. SOMECE, which has served SOMA and San Francisco job seekers since 1989, works with similar large employers to provide job exposure programs to local residents.

The "Walk-to-Work" program will have two components – job readiness and work exposure – which may lead to permanent employment. The program will start with one week of job readiness training at SOMECE to build customer service, job search, job application and interview skills.

After completion the job readiness training, participants will attend a 30-day on-the-job work exposure at Whole Foods Market. This work exposure component will allow the employer and participants to evaluate the possibility of continued employment. If their work performance meets the employer's standards, participants may be hired directly from the program.

The "Walk-to-Work" program will provide a better connection between employers and SOMA residents and will help unemployed and underemployed SOMA residents, particularly individuals lacking work experience, to earn a living wage with good benefits in the neighborhood. Limited slots are available for residents who live in the SOMA Project Area.

Applications will be accepted through February 16. To apply or to learn more about the program, contact Jerrica at SOMECE at (415) 865-2105.

SOMECE will also provide ongoing job referrals to Whole Foods separate from the "Walk-to-Work" program.

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The following is a schedule of recent and upcoming events and actions related to the Plan Amendment:

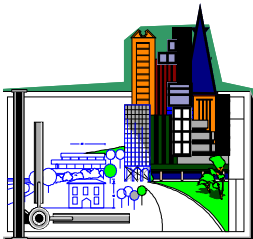
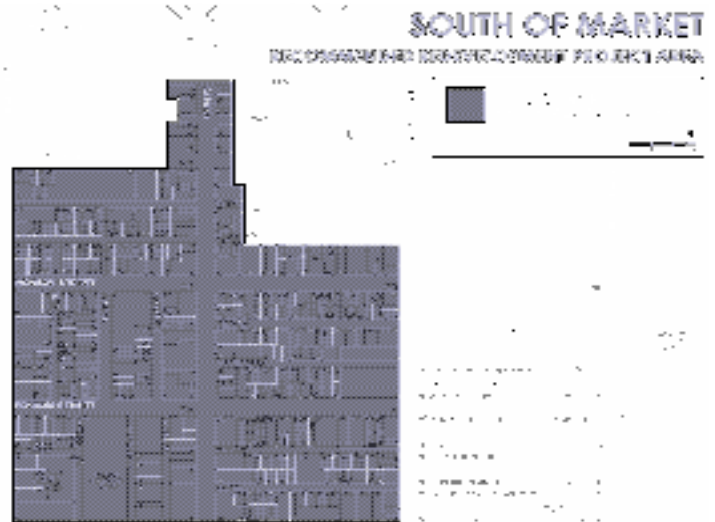
January, 2004 - A letter describing the Plan Amendment was sent to all property owners in the Project Area, inviting them to an informational meeting specifically to address property owner questions and issues.

February and March, 2004 – Flyers summarizing primary features of the Plan Amendment are being sent to all area property owners, residents and businesses, announcing two informational meetings on the Plan Amendment on February 11th and March 4th at 6:00 p.m. at the Gene Friend Recreation Center located on the corner of 6th and Folsom Streets.

April, 2004 – Consideration by the Agency Commission and the Planning Commission.

May, 2004 – Public Hearing and consideration by the Board of Supervisors.

If you have any questions concerning the Plan Amendment, please contact Bill Carney, Senior Project Manager, at (415) 749-2400, or Project Associate, Michelle Ponce, at (415) 749-2520. To be placed on a list to be contacted prior to the Commission and Board of Supervisors' actions, please contact the PAC office at (415) 487-2166.



SOMPAC NEWSLETTER
1035 Folsom Street
San Francisco, CA 94103

Newsletter Advisory Board

PAC Executive Committee
PAC Members
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SOMPAC Newsletter is published quarterly. Send inquires, address changes, and all other correspondence to SOMPAC 1035 Folsom Street San Francisco, CA 94103

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**Southern District Preliminary Crime Report for SOM Project Area
Month Ending: December 2003**

	DECEMBER 2003	YEAR TO DATE
Homicide	1	3
Rape	0	9
Robbery	22	2071
Aggravated Assault	44	178
Burglary	17	176
Auto Burglary	62	648
Other Thefts	139	1678
Motor Vehicle Theft	45	166
Recovered Vehicle	15	146

Sixth Street Sidewalk Improvement Update

The Redevelopment Agency, in conjunction with the Department of Public Works, is working on the Sixth Street Sidewalk Improvement Program, which is installing new and wider sidewalks, historic light poles, street trees and bulb-outs on Sixth Street between Market and Harrison streets. Construction on Phase One of Sixth Street between Harrison and Howard streets was completed in 2002. In fall, 2004, DPW is scheduled to start construction on Phase Two of Sixth Street between Howard and Market Streets.

The Agency has also continued to fund sidewalk cleaning on Sixth Street. Through the services of KTB Management Group, Inc. (KTB) and SOMA Partnership,



the Agency provides funding for steam cleaning, power washing, litter removal and graffiti abatement. KTB provides power washing twice a month and graffiti removal three days a week on Sixth Street from Natoma to Clementina Street. In addition, KTB provides steam cleaning twice a month on Sixth Street from Market to Clementina Street and subcontracts with SOMA Partnership to remove litter seven days a week on Sixth Street from Natoma to Clementina Street.

Please contact Jack McGann at KTB at (415) 720-8485, for additional information.

Art Gallery Opening

Formerly defined as the "overflow from downtown" SOMA has lately been hailed as a cultural Mecca. While this is certainly true for museum goer's, those looking for night life and exciting restaurants, it has been a balancing act for the serious visual artist. One of the best, long time SOMA resident and PAC member, Wilma Parker announces her 30 year retrospective, very appropriately hosted at SOMA Gallery 1048 Mission St. These fifteen large works feature local scenes. ***"Despite my RISD education and Chicago years I was not prepared for three decades South of Market"*** say's Parker. She goes on to add that artists were first attracted to SOMA for the same reason they were attracted to NYC's SOHO- ***"Large affordable spaces right downtown more or less abandoned by industry."*** Parker adds, ***"An artist must have security, because of the large inventory of paintings and art supplies that must be dry and archivaly stored and because of the length of time and mental tranquility required to complete large and involved commissions. You must have fixed earth because all else for an artist is insecure. Any threat to that is a direct threat to the creative process."*** According to Parker this is what the show at it's deepest level is about.

The paintings display dazzling technique as well as deep and considered examination of the stated theme. A few portraits are included.

Show dates are January 22 thru Feb. 25, 2004. The opening will take place on (First Thursday) Feb 5th 6-9 pm, so as to coincide with the traditional downtown gallery walk on that date. The gallery will be **open Tues and Thurs 2-4pm and by appointment.**
Address 1048 Mission/Phone 415-308-9094



Bayanihan Community Center

On January 26, 1999, the Agency entered into a Loan Agreement with TODCO, to acquire and rehabilitate the Delta Hotel. As required in the sale, TODCO leased a portion of the ground floor space to the Filipino-American Development Foundation ("FADF") for the Bayanihan Center, to provide services for residents of the Delta Hotel and the greater South of Market area ("SOMA").

The Community Center space is 4,700 square feet and will be housed on the ground floor and in the basement of the Delta Hotel. The programs will include: housing advocacy, small business development, a walking tour in SOMA highlighting the historical significance of Filipinos in SOMA, support services for Filipino WWII veterans, and programs led by other agencies, such as youth and family counseling, employment training, health screenings and drop-in care.

In addition, 2,000 square feet of retail space on the corner of 6th Street and Mission Street is reserved for a Filipino restaurant and there will be a Filipino art and bookstore at the entrance of the Community Center on Mission Street. The businesses will serve neighborhood residents and attract patrons outside SOMA to generate activity on the street. The lease revenues from the retail spaces will be used to support operations for the Community Center, and first consideration will be given to SOMA residents for all employment opportunities. FADF is working with Urban Solutions and the retail tenants in developing business plans and tenant improvement costs for the retail spaces. The Mayor's Office of Community Development ("MOCD") and the Six on Sixth Economic Revitalization program are being approached to finance tenant improvements for the retail spaces.

The Agency has allocated \$300,000 to fund the Community Center. FADF has also raised \$150,000 from MOCD, \$100,000 from the Northern California Community Loan Fund and \$100,000 in private donations, and a \$181,000 loan from Mission National Bank for a total of over \$530,000 in non-Agency funds towards construction. Construction is scheduled to begin in spring, 2004. The Community Center is expected to open by fall, 2004.

WESTBROOK PLAZA

A New Community Serving Development in the South of Market Neighborhood

The South of Market Health Center and Mercy Housing California are pleased to announce that they have selected Herrero Contractors, Inc. as the general contractors for the new state of the art 20,000 sq. ft. health care facility and 50-60 units of affordable family housing in the South of Market neighborhood.

The sponsors are hoping to break ground in November 2005 with completion expected in the spring of 2007. Meanwhile, the development is moving forward with the programming phase led by the architectural team of Solomon E.T.C. and Politech Architects.

The sponsors are soliciting community input thru a series of community design meetings. The first meeting was held in September 2003. It was well attended by several area residents who were eager to share their concerns and suggestions for this development. The sponsors are very grateful for their participation and input and invite everyone in the community to come to our next community design meeting and give us their ideas and opinions. The next community meeting will take place sometime in spring 2004. We will send out an announcement closer to the meeting date.

In the meantime for more information on this development contact either Marilyn Griffin of South of Market Health Center at 436-0111 or Rosalba Navarro at Mercy Housing California at 355-7110.

Six on Sixth Update

by Jung Yun, Development Associate, Urban Solutions

When was the last time you visited Tu Lan Restaurant, Launderland or Sixth Street Books? Residents, customers and area businesses are buzzing about the visible improvements in the neighborhood. Tu Lan, a keystone business on the street and beloved hole in the wall Vietnamese restaurant, is installing a new HVAC system to improve ventilation. Its old system contaminated the street and building with soot. The new HVAC will solve this problem. A forgivable loan from the Redevelopment Agency and an investment on the part of their landlord, Rocky Lane, are paying for this upgrade. Next, Mr. Lane intends to paint the whole building, which stands at the corner of Market and Sixth Streets and is a gateway to the street. Further down Sixth Street, Launderland has installed new washers and dryers and demolished its façade to put in a more attractive storefront, while Sixth Street Books displays a new sign.



These are just a few examples of the multitude of projects receiving support from the Six on Sixth program.

In 2003, the San Francisco Redevelopment Agency, South of Market Project Area Committee, MOCD and Urban Solutions implemented the *Six on Sixth* program to bring vitality and growth to Sixth Street, which has long been considered one of the most blighted streets in San Francisco. At its one year mark, we'd like to share the results of the program.

Six on Sixth is a multi-year plan for revitalizing commercial activity on Sixth Street by strengthening the retail sector and enhancing the appearance of properties and businesses on the street. The primary tools for accomplishing this program are real estate improvement and business support loans, forgivable loans, and free architectural design assistance. The loans can be used for façade improvements, tenant improvements and business development. Since January 1, 2003, we have

begun work with 20 Sixth Street business owners and property owners on façade and tenant improvements – exceeding the number of projects anticipated for Six on Sixth's initial year of operation. 16 projects are façade improvements, and four projects are for tenant improvements. To date, 12 projects have completed design, and four projects have completed construction.

To further support the local businesses, Urban Solutions saw the need to partner with a merchant association and

founded the South of Market Business Association (SOMBA). SOMBA's aim is to keep the South of Market merchant community informed of local developments that affect their businesses and to coordinate efforts to clean up the neighborhood, attract customers and work on area-wide problems. SOMBA now has 60 dues-paying members and has held nine bi-monthly general meetings and ten Board meetings since its inception in January 2003. They have also published and distributed four issues of its quarterly

newsletter to 1,000 businesses and civic and political leaders. SOMBA is working towards becoming a 501(c)(6) chamber of commerce. It's website is www.sfsomba.org.

We have also worked to support community building and promotional activities to improve the image of Sixth Street and to market the retail sector. These efforts have garnered media attention from all over San Francisco. Articles in the Chronicle, Examiner, The Independent and Central City Extra have highlighted the positive impact of *Six on Sixth* projects.

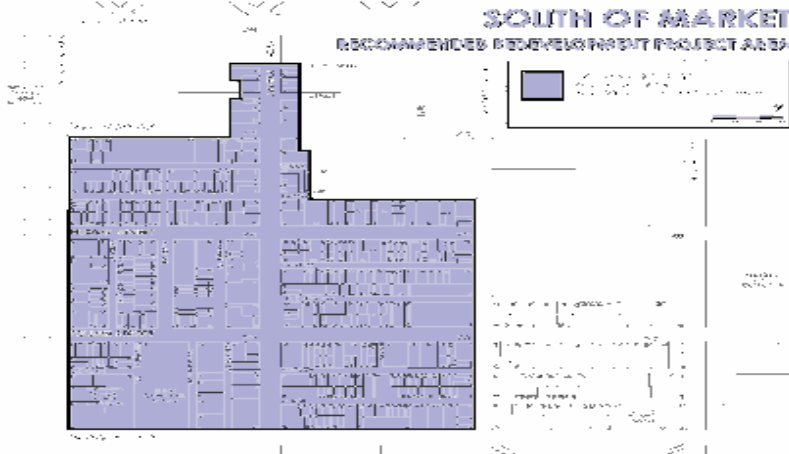
Through *Six on Sixth*, we are working to create a more livable community. Storefronts are being beautified, property owners are given incentives to renovate their buildings and more diverse businesses are coming to Sixth Street. We look forward to 2004 and sharing the continuation of results from *Six on Sixth*.

If you have any questions or would like to apply for the *Six on Sixth* program, please contact John Conley at Urban Solutions at (415) 553-4433, extension 14.

SOUTH OF MARKET PROJECT AREA COMMITTEE

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 Phone: 415.487.2166
 Fax: 415.487.2169

SOMPAC minutes & agendas
 are available online via
www.sompac.com



SOMPAC MEMBERS

Non-SRO Residential Tenant/ Sasha Becker 225.4030	CBO: West Bay Multi-Services Inc. Edwin Jocson 431.9336	Residential Owner/Occupant/ Wilma Parker 981.3530	SRO Residential Tenant/ Jeoflin Roh 573.7207
SRO Residential Tenant/ Diane Burke 861.8170	Business Owner or Representative/ Wholesale Henry Karnilowicz 621.7533	SRO Hotel Owner/ Dipak Patel 672.1203	SRO Residential Tenant VACANCY
Business Owner/Service/ Marty Cerles 864.7861	CBO: South of Market Employment Center/ Don Marcos 865.2105	CBO: SF Medical Outreach Program/ Charles Range 436.0111	CBO: Serving Project Area Clients VACANT
SRO Hotel Owner/ Dr. Mahendra J. Dave 650.994.6689	Residential Owner/Non-Occupant Angus McCarthy 269.1780	SRO Residential Tenant/ Antoinetta Stadlman 552.4803	PAC STAFF: Marcia Ban PAC Coordinator
Residential Owner/Occupant/ Sally Espinoza 713.8275	CBO: Urban Solutions/ Jenny McNulty 553.4433	Non-SRO Residential Tenant/ Mark Swenson 543.6833	Karen Nolan Assistant Coordinator
Non-SRO Residential Tenant/ Jim Garrison 487.0972	6th Street Merchant/Retail/ Matt Musa 543.7337	CBO: SF Tenants Union/ David Wilbur 826.2140	Tel 487.2166 Fax 487.2169

Monthly SOMPAC Committee Meetings
(open to the public) 1035 Folsom Street, San Francisco, CA 94103

HOUSING COMMITTEE

First Monday of the Month
6:00 PM

ECONOMICS COMMITTEE

First Thursday of the Month
 After the First Monday
12:00 Noon

EXECUTIVE COMMITTEE

Second Monday of the Month
8:30 AM

CRIME & SAFETY COMMITTEE

First Wednesday of the Month
 After the First Monday
6:00 PM

HUMAN SERVICES COMMITTEE

First Wednesday of the Month
 After the First Monday
5:00 PM

GENERAL PAC

Third Monday of the Month
6:00 PM