

# EXCELSIOR DISTRICT NEWS

THE VOICE OF THE RESIDENTS

VOLUME 2, ISSUE 1

FEBRUARY 2006

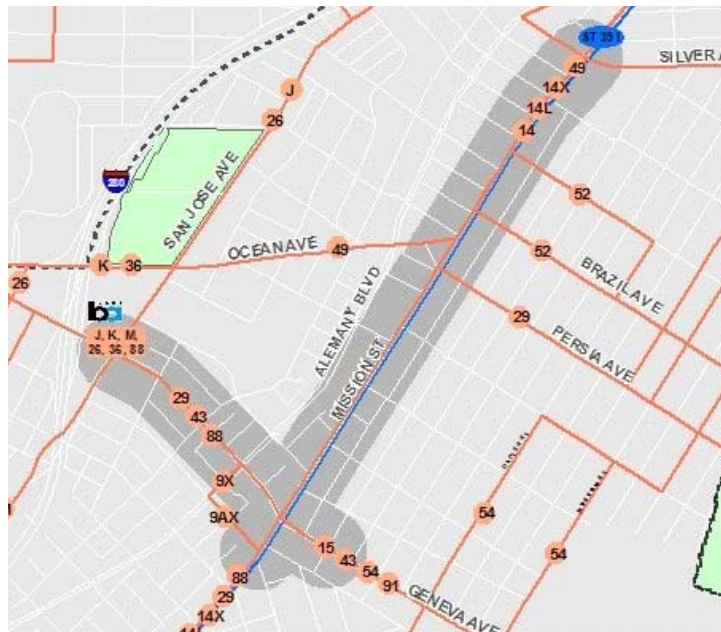
## TRANSPORTATION STUDIES

### MISSION-GENEVA STUDY

Right now there are several transportation projects that are happening right here in the Excelsior. The Mission-Geneva Study's workshop is on Saturday, February 25th, 2006, 10:00 am - 12:00 pm, 5199 Mission St. (Crocker Amazon Senior Apartments, at Rolph St.) a light breakfast and lunch will be provided.

The Mission-Geneva Transportation Study is a community-based effort to identify transportation needs and develop/prioritize conceptual designs for near- and medium-term transportation improvements on Mission Street (between Silver and Rolph) and on Geneva (between Paris and San Jose).

The Study will focus on transit and pedestrian safety needs with the goal of preparing priority projects for detailed design



(Continued on page 4)

### SPECIAL POINTS OF INTEREST:

- **VISIT OUR EDIA STORE AT [WWW.EXCELSIORDISTRICT.ORG](http://WWW.EXCELSIORDISTRICT.ORG)**
- **TRANSPORTATION STUDY FEBRUARY 25**
- **NEXT EDIA MEETING FEBRUARY 28, 2006**

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**EDIA will start taking advertising for our Newsletter. Please contact Angelique Mahan 650-784-1973**



**EXCELSIOR DISTRICT IMPROVEMENT ASSOCIATION**  
OVER 60 YEARS SERVING THE EXCELSIOR

## MC LAREN PARK PALS

An exciting park group is in the early formation stage.

It is a plan to "steward" McLaren Park by setting up small satellite groups of park volunteers. This group will be under the leadership of Friends of McLaren Park. The goal is to bring together neighbors who would essentially "adopt" a section of the park close to their home or business. The "Pals" would walk, monitor, report and do minor clean up of their chosen area.

Since McLaren Park is San Francisco's second largest park it is bounded by many neighborhoods so it makes sense to promote the park to the citizens who surround it. The kick off for the first community outreach meeting will be held on Thursday Feb. 23rd. at 7PM at Louis Sutter Playground Club House on the Portola side of the park.

A map and more information will be provided soon, as well as flyers that we hope people will distribute to their friends and neighbors. You may also contact Jean Feilmoser at [gypsyj@att.net](mailto:gypsyj@att.net) or Linda Harte at [lharte@earthlink.net](mailto:lharte@earthlink.net) (415-585-8005)

**If you are interested in helping improve Our Community and create an even stronger voice for The Excelsior Neighborhood at City Hall. The Excelsior District Improvement Association (EDIA) is looking to expand our membership and bring new talent. As a member you can be involved in these very important community improvement areas – Parks & Recreation, Cleaning the Streets, Graffiti, Neighborhood Schools, Public Safety, Excelsior Library, Planning Issues, Neighborhood Revitalization, Tree Planting and many more. To apply for 2005 membership, please contact the EDIA office by either calling (415) 334-2670 or emailing us at [info@ExcelsiorDistrict.org](mailto:info@ExcelsiorDistrict.org) for a membership form. Membership dues for 2005 are \$15.00 per person.**

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### Important Numbers

EDIA	(415) 334-2670
Graffiti	(415) 282-5326
Illegal Dumping	(415) 282-5326
Pot Holes	(415) 252-5326
Ingleside Police Station	(415) 404-4000
Police Dispatch	(415) 553-0123
Crime Stoppers	(415) 553-9755
Parking Enforcement	(415) 553-1200
Abandoned Cars	(415) 553-9817
Non operating Cars on Private Property	Yvonne.mere@sfgov.org (415) 554-3874
Burned Out Street Lights	(415) 554-0730
Leaking Fire Hydrants	(415) 558-3403
Supervisor Gerardo Sandoval	(415) 554-6975
Mayor's Office of Neighborhood Services	(415) 554-7111

## EDIA BANQUET

The Excelsior Banquet was a great success! The food was great, the tunes were good, the tables were full of happy people dressed up in their Christmas finery. The hall was bright and festive, with jazzy Christmas songs on the sound system and a tree covered with red and green congratulation cards from well wishers. Everyone loved the open bar. Many of our members and friends brought cakes, pies, cookies and other pastries, which were served to us by the helpful staff of the Croatian American Hall. They were all delicious! Congratulations to whoever brought that pumpkin pie with pumpkin icing. I dedicate my next 5 pounds to you!

Our President Lionel Brazil made a short speech and gave out awards to all the honorees, which were gladly received. The honorees John Consigliero Walter Jebe Sr. and Angela Cerruti were in attendance. John was a good sport and stood each time he received an award (there were several) and waved like a prizefighter as his family and friends laughed and cheered. Walter was in fine form trading witticisms with his pals and relations, at a table near the dais. Angela enjoyed the atmosphere and accepted our congratulations with a shy charm and grace. Rebecca Silverberg regretfully did not attend but her awards were sent to her as well as many cards from the tree. The colorful cards on the tree were all hand written by attendees at the banquet to the individual honorees. They conveyed many personal and heart-felt holiday wishes.

Politicians or their representatives showed up in droves, Supervisor Fiona Ma, Candidate Janet Reilly, Daniel Homsey from the Mayor's Office of Neighborhood Services, Ahsha Safai from the Mayor's Office of Economic Development, as well as Kristen Wallerstedt from Speaker Pro Temp Leland Yee's office who made a welcome appearance.

EDIA would like to thank our sponsors who were kind enough to host the event, Home Depot, Starbuck Coffee and Supervisor Fiona Ma. Thanks to Joes Cable Car for sponsoring a table – much fun was had there!

Firemen from Station 15 showed up as part of the Union 798 Toy Program, and they got a standing ovation as they accepted a bag of toys collected by EDIA members. The night ended with circles of people talking by the doorway, reluctant to leave. It was a great night out and Kathy Kennedy did a fabulous job putting the banquet together. Thanks Kathy! We know this is late, but we hope your holidays were the happiest of holidays, and EDIA looks forward to a productive 2006



## EXCELSIOR BOOK CLUB.

Read any good books lately? You have neighbors who want to talk about it!

**We have starting up an EXCELSIOR BOOK CLUB**, to meet bi-monthly at the homes of Book Club members in the neighborhood.

We're organizing ourselves now, and we had our first meeting in January. We have yet to settle on which day of the week works best. We'll rotate the book selection among members, so you might start thinking about what book you would like to suggest. First up was "The Kite Runner", an award-winning novel by Khaled Hosseini, described as "an epic tale of fathers and sons, of friendship and betrayal, that takes us from the final days of Afghanistan's monarchy to the atrocities of the present." Our February book was "Carter Beats the Devil", a novel by Glen David Gold, published in 2001. This is a historical novel of early 20th century San Francisco

If you are interested in joining the Excelsior Book Club, please contact Patty at [pgd@sonic.net](mailto:pgd@sonic.net), or call her at (415) 334-7119 or you may send an email to [info@ExcelsiorDistrict.org](mailto:info@ExcelsiorDistrict.org) re Book Club, **LET'S GET READING!**

## TRANSPORTATION STUDIES CONT.

*(Continued from page 1)*

and implementation. Input from residents, merchants, and community groups is a critical component of this work and will shape the Study outcomes.

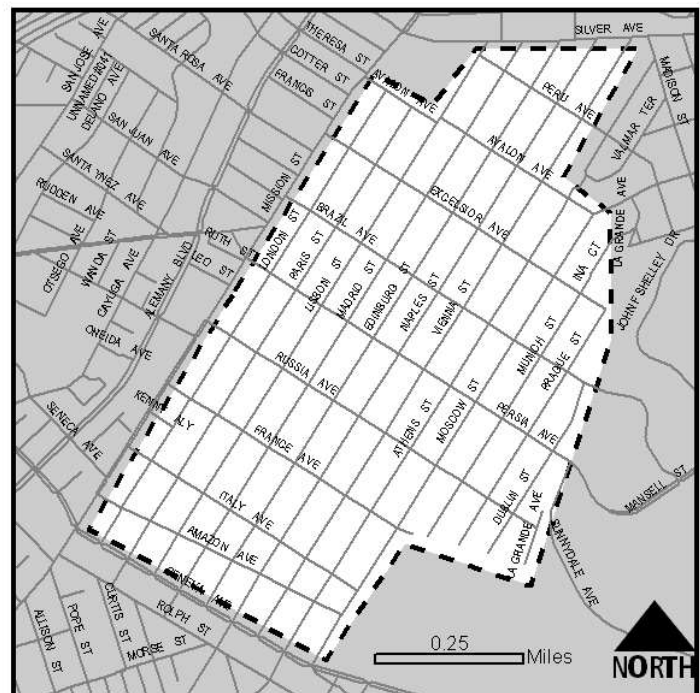
The Mission-Geneva Transportation Study project team has been building on past studies and projects by undertaking a comprehensive review of existing conditions and working with local stakeholders to prioritize needs. In the next phase of work, the project team will work with the community to identify and evaluate potential transportation improvements during this workshop.

You can visit the website at <http://www.sfcta.org/mission-geneva.htm>

### EXCELSIOR TRAFFIC CALMING STUDY

The other project is Traffic Calming Study within the residential area of the Excelsior. When the city refers to "traffic calming," we're talking about improving neighborhood livability by reducing the adverse impact of traffic on our neighborhoods: cut-through traffic, speeding, reckless driving, and excessive noise and traffic level. Traffic calming is not about closing off streets or just adding speed humps. It comes more in the form of subtle changes to the street layout, educational efforts, and enforcement programs. All of which reinforce everyone's right to use their neighborhood streets safely and comfortably. Traffic calming attempts to make cars more compatible with bicycles, pedestrians and other vehicles. It works to make streets nicer places to live—without restricting access.

The Excelsior District was among the first neighborhoods chosen for the first year of dedicated sales tax funding. The Excelsior District Project will be using innovative tools and methods to address traffic problems. Among these problems, three issues in particular have fueled the need for traffic calm-



*(Continued on page 5)*

## **A BOARD TO BOARD MEETING**

On February 6, 2006 the EDIA Executive Board and the Excelsior Action Group (EAG) steering committee held a joint board-to-board meeting. This was the first meeting of its kind between the two groups and EDIA hopes for more in the future. One goal for the meeting was a better mutual understanding of each group's goals and interests. Another was where we could come together to partner on projects that can benefit the community as a whole.

EAG established itself to help revitalize the business district and wants to work with all the neighborhood organizations. EDIA has revitalization of the commercial district as one of its goals, and wants to work more closely with EAG. We agreed that as a first step, we would work on improving our mutual communications and notification of upcoming events of interest to Excelsior residents.

Members of both groups were able to express their past concerns and wishes for the future. All in all it was a very productive meeting.

Interested Excelsior residents are encouraged to attend EAG meetings, which occur the 2nd Thursday of each month, 7:00 PM, at the Presbyterian Church at 32 Ocean Avenue. EAG's website address is: <http://www.eagsf.org/>

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## **WOOLWORTHS, B&B SHEETMETAL, OLD CHRISTMAS TREE LOT @ MISSION AND TRUMBULL**

There are some interesting things happening right here in our Excelsior.

The old Christmas tree lot at Mission and Trumbull Street is slated for development. The proposed project involves construction of a three-story residential with retail use and parking at the ground level. This three-story, 32-foot tall, would contain 18 residential units, roughly 1500 square feet of retail and 18 off-street parking spaces. The building's ground floor, at Trumbull Street is the second level of the building if you are looking from Alemany Blvd. All 18 units would be two bedroom and two baths.

If you have not heard already, the, the Woolworth Building eyesore is coming down. EDIA applauds the owner on the direction that he is taking. The owner wants to rebuild with 6800 square feet of retail space on the ground floor with 3 stories above creating 17 residential units over the retail space.

The B&B Sheetmetal area, which consists of three lots, is also being developed. Again like the Woolworth building, retail on the ground floor and 3 floors of residential units above.

Both Woolworth and B&B Sheetmetal projects were presented at our last EDIA general meeting by the planners. Our membership is excited that new, more modern retail space is going to be offered. Their hopes are that finally the Excelsior can attract some businesses that will offer a more broad shopping experience.

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## **TRAFFIC CONT.**

*(Continued from page 4)*

ing in neighborhoods. First, the problem of traffic spill-over from main streets into residential areas. Many drivers use side streets as a way to bypass heavy traffic and connect to major streets more easily. The second issue is unsafe motorist behavior such as speeding or violating pedestrian right-of-way. Finally there is the growing problem of "road rage," the impact that crowded highways and main streets have on driver behavior. Sometimes that behavior can extend from the highways into the residential roads.

The Excelsior Working Group consists of ten Excelsior residents, who are advising the Department of Parking and Traffic. You can visit the website at [http://www.sfgov.org/site/dpt\\_page.asp?id=36270](http://www.sfgov.org/site/dpt_page.asp?id=36270).

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OVER 60 YEARS SERVING THE EXCELSIOR

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**WE'RE ON THE WEB!**

**WWW.EXCELSIORDISTRICT.  
ORG**

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FOUNDED IN 1942  
INCORPORATED 1962

***SEE YOU AT 45 SANTA ROSA  
AVENUE, FOR THE FEBRUARY 28  
2006, EDIA MEETING***

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### **SCORPIO'S BAR**

Back in our September issue, EDIA presented the story and our stance on this bar. We can now say Scorpio's Bar has closed its doors as of the first of the year. Through the hard work of the Ingleside Police, The Department of Alcohol Beverage Control (ABC), the City Attorney's Office and many concerned residents and EDIA members, the ABC seized the liquor license from the owner and shut down the bar.

EDIA is sorry to see any merchant go out of business, but this was a case of being a bad neighbor and not respecting the residents in this quasi-residential area. EDIA is looking forward to a new neighborhood-friendly business locating at the site.

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### **NEIGHBORHOOD PARKS COUNCIL PRESENTS**

#### **Envisioning a New Urban Nature**

**When:** 12 PM - 1PM Tuesday, March 7      **Where:** San Francisco, CA

**Milton Marks Auditorium  
California State Building  
455 Golden Gate Avenue**

San Francisco, CA--Recognizing that city park land can provide opportunities for protecting native species and ecosystems, urban restoration programs have sprung up around the country. While most city residents recognize the need to protect remnant landscapes restoration programs have sometimes become controversial due to diverse meanings of urban nature and multiple demands placed on limited park spaces. Dr. Gobster, a national expert on the social aspects of urban restoration programs, will examine alternative models to resolve these conflicts and to envision new urban natures that meet both human and ecological needs.