

# Central Market CBD on hot seat

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Festival and Lynne Valente of People in Plazas, CBD grantees, said they enjoyed working with Hurtado.

Property owner Stan Herzstein said that when the CBD was formed he had been “skeptical” it would work out. But it’s “much better than it was,” he said, especially street security and cleanliness. Hurtado does a “fabulous job,” he said. “You should pat yourself on the back.”

The memo asked the CBD to step up and play a bigger role in resurrecting Market Street and suggested it start with expanding its Website to become the “on-line destination for Central Market.” Add a local events calendar, create a video tour of the neighborhood and start promoting the Central Market Arts District. It urged the CBD to consider merging with the Tenderloin CBD and consider managing a Sixth Street CBD, if one forms.

The \$50,000 grant for community guides to pacify the north side of Market from Fifth to Ninth streets was the meeting’s most complex issue. The CBD district runs that distance on Market on the south side with jogs north only on Mason for a block and between Eighth and Ninth, and jogs south on Fifth and Eighth to Mission.

In September, OEWD told the CBD it had a \$50,000 grant for a six-month program to start in January, but it was for outside the CBD’s district. In November, OEWD, Central Market CBD and MJM Management Group — which trains and furnishes the guides — met to discuss details. The envisioned \$75,000 budget included \$25,000 that Central Market was expected to raise from North of Market property owners. Pagan said Hurtado agreed to “update the CMCBD board and solicit \$25,000” and report progress to OEWD by Dec. 15.

OEWD heard nothing in December or January from Hurtado, according to the memo. Pagan met with him in February to review all CBD contracts and found that property owners hadn’t “been asked directly” for donations. Instead, Hurtado said he had asked the Tenderloin CBD, whose budget is twice the Central Market’s, if it would contribute the money on behalf of

its Market Street property owners.

“It is unclear,” the letter said, whether Central Market ever got an answer from the Tenderloin CBD in that strategy, which was “not agreed upon” at the November meeting. In any case, OEWD said, the TL CBD was prohibited by its own rules from limiting a service to just one street instead of districtwide, and also hadn’t provided for community guides in its management plan.

The soliciting of north Market Street property owners took Dina Hilliard, acting manager of the Tenderloin CBD, by surprise. “This is the first I’ve heard of it,” she said from the front row. “I’m concerned about the way this came down. We weren’t involved.”

Hurtado said he called four North of Market property owners and they all said: Why should we kick in extra when we’re already paying? He said MJM had told him a six-month pilot lacked “momentum,” but a yearlong program, which Hurtado said he favored, would work.

The board asked Pagan, who was sitting in the back of the room, to come up front to comment. She said her notes from her February meeting with Hurtado differed from his recollections.

“OEWD is not requiring the CBD to do anything,” she said. “We bring initiatives to the table. All you have to do is say no. I’d appreciate a committee working with the OEWD. We go to the staff of every (benefit) district; we don’t go to the boards. The CM/CBD is a major player. We don’t want to force you to do anything you don’t have the capacity for.”

O’Brien said she would turn the projects listed in Pagan and Cohen’s memo into action items for the board at the next CBD meeting, May 10.

The last agenda item before adjournment was retaining legal counsel to represent the CBD. The board voted to hire Manatt, Phelps & Phillips, LLP at \$600 an hour.

Two days after the meeting, O’Brien resigned as president, and from the board, citing in a letter “professional and personal obligations.” In a special, open meeting April 19, the board elected Secretary David Fariello, a property-owner representative, as president. ■



by Heidi Swillinger

## Is Market Street on the way up?

Asked of Market Street merchants between 5th and 9th streets.



### Naomi Lucente, Marinello School of Beauty

Without question. We have a better quality of businesses coming into the neighborhood. An art museum just opened up, which is bringing more culture into the neighborhood. If Twitter and Burning Man move in as well, it will be a much-needed face-lift to this amazing area. We just moved here from Mission Street, and as the flagship campus of our company, we’re very happy to be on Market Street.

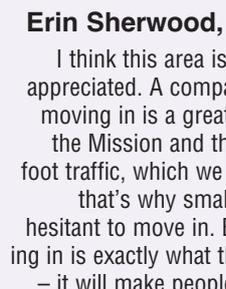
### Al Choi, Piper’s Jewelers

That’s a tough question. It seems like a lot has been going on here lately, like renovating buildings. It would help if they’d make sure the street is cleaner, and a night patrol would be good, too. But the main problem is the condition of Market Street: There’s no place to park. If they had diagonal parking on Market, I’m sure it would bring the neighborhood up. It would bring people in from other parts of the Bay Area — they would know they had a nice safe place to park.



### Muklis Marta, World of Stereo

I think it will improve the neighborhood. It can only get better.



### Erin Sherwood, Dolce and Salato

I think this area is overlooked and underappreciated. A company the size (of Twitter) moving in is a great jump-start. Places like the Mission and the Haight have so much foot traffic, which we don’t have here. I think that’s why small businesses have been hesitant to move in. Bigger companies moving in is exactly what the neighborhood needs — it will make people notice this area more.



### Javier Lopez, Bay 1 Fitness

I think it would be absolutely great to have a large-volume company like Twitter. Local businesses would appreciate and want to serve that type of clientele. That’s what we want as our member base — we want to cater to the executives and work force of the area.

### Rami Keishk, Kicks

I hope it’s a start of being good. We need more traffic here. It could be good for all the stores in the area — not just for me. But this could raise our rents. That would be bad. Hope they don’t do that.



### Anonymous retailer, Market Street clothing store

Depends on how you look at it. From the city’s point of view, it’s probably good. But from the retailers’ point of view, it could be bad because it will bring in a different type of clientele than shops here now. They’re trying to get new people in and existing people out. On this street, you can only get certain types of businesses now. They want green businesses, and they want to get rid of the check-cashing spots. They want to get rid of businesses that serve low-income people.



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