

Bringing mid-Market to life — virtually

Digital arts district proposed for ballot by Warfield owner

BY JONATHAN NEWMAN

DAVID Addington, owner of the Warfield Building and purveyor of fine sausages, plans to once again place on the ballot a measure designed to light up the night sky above Market Street from Fifth to Seventh with electronic billboards, jumbo TV screens and assorted other high-tech devices. The ballot measure would create a self-styled digital arts district (DAD) in the two-block corridor of mid-Market now most burdened with vacancies.

At the Market Street Association meeting March 22, Addington introduced Peter Hirshberg, chairman of the board of Gray Area Foundation

for the Arts, which will be “the creative partner” for the DAD. Hirshberg called Gray Area the emerging leader in tech art. He urged everyone: “Learn, adapt and change.”

“What software designers create often washes over into the general culture,” he said. “DAD will be a combination of digital art and architecture with noncommercial and general advertising evenly divided.” Hirshberg sees the district as less about billboards and more about digital art.

“It will be interactive with space for storytelling and social media and the presentation of urban data in real time,” he said.

The proposal would carve an exemption from Prop. G — the 2002 city ordinance prohibiting new outdoor advertising signs unrelated to a building’s commercial use. Addington tried to overturn Prop. G in 2009 when he put up \$455,000 to qualify and promote Prop. D, which would have blanketed the neighborhood with all kinds of advertising. The measure failed.

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“Who’s going to curate this digital art?”

Darryl Smith
LUGGAGE STORE GALLERY

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Most city contracts to pick up clients OKd

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City law could trip up HopeNet

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FARMERS' MARKET GIVEAWAY

Ton of fresh food to the Tenderloin

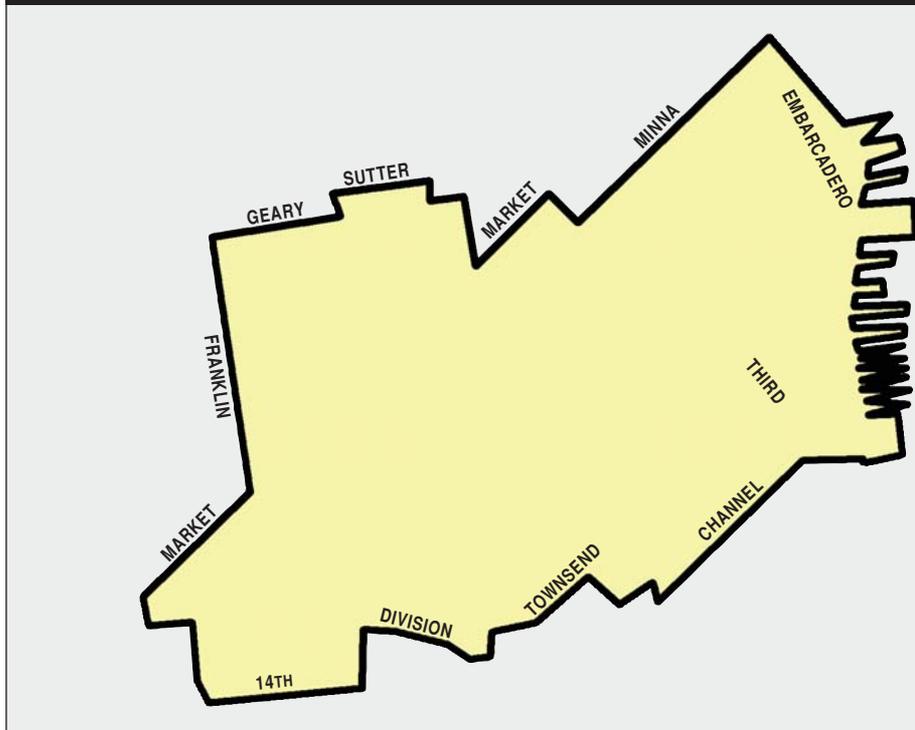
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CENTRAL CITY



SAN FRANCISCO

DISTRICT 6



These are the boundaries of the redrawn Supervisorial District 6, reconfigured to accommodate the district’s population boom reflected in the 2010 U.S. census.

TAKING SHAPE

Boundaries are 99 and 24/100ths set into place

BY TOM CARTER

THE reconfiguration of the city’s 11 supervisorial districts goes to the Board of Supervisors for approval April 15 with bloated District 6 changed the most because it gained the most people. It is likely to keep its major features, but shrink south and west.

The latest map (March 22) from the city-wide Redistricting Task Force shears off Hayes Valley, drops part of Inner Mission south of 16th Street and shucks Mission Bay south of Channel Street, delivering the new UCSF Mission Bay campus to District 10.

Geary Street is District 6’s northern boundary with a handoff up to Post Street for a few blocks before dipping down Mason to Market, thus tossing tourist-choked Powell Street and the cable car turnaround to District 3.

“But this is a work in progress,” Jenny Lam, task force vice chair, said. “And it (the map) will absolutely be tweaked before we’re ready to go to the supervisors. We will meet four to six more times.”

Even so, as March drew to a close, the task force was 99 and 24/100ths of the way there.

The city is mandated to redraw district lines every 10 years after the U.S. census. District 6 will be pulling in its boundaries because the 2010 census showed its population shot up by 26,000, reflecting the high-end condo influx south of Market Street. The March 22 map attempts to include a population close to 73,200 — the new mean average for a supervisorial district. The latest map has it at 73,760, just 560 people, or 0.76%, over the limit but under the required 1%.

The population of each district after the 2000 census averaged 70,612.

The nine-member task force, which has been meeting since August, has held 15 community meetings since January, visiting each district at least once. With community input, the task force drew several citywide map versions, refining regularly. The first map was a tighter cropping, leaving District 6 with 70,904 people, 3.14% under. But, uh oh, it eliminated the Mission Street residence of district Supervisor Jane Kim. The latest map puts her back in.

“It’s tough,” Lam says about her first experience on a public task force. “There has been compelling testimony, and not just from District 6. It has been very helpful to learn about the neighborhoods. But once a change is made in one district, it’s a domino effect and changes all the others.”

“We’re always asking, ‘Where does it make sense?’”

Members of the public were invited to submit their own map versions for consideration online through redrawsf.org. That took some technical skill to do, so the

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In 1943, mid-Market glowed with neon, giving the area a feeling of excitement.