

PHOTOS BY MARK ELLINGER

The P. Dunphy Building next to Original Joe's, built in 1908, as seen at sunset.



Ed's Corner anchors 201-31 Ellis St., which also houses Thai Noodle Café and Hostel and Hamman Sultan Baths. The building was built in 1910, architect Smith O'Brien.

CBD to put TL on the map

BY TOM CARTER

To bring tourists and the curious from other neighborhoods to ogle the Tenderloin's architectural beauties, the TL Community Benefits District board has approved a \$2,400 grant to design a full-color map of the new Tenderloin Historical District, which it will sell.

The Uptown Tenderloin Historic District — 33 blocks north of Market Street — was added to the National Park Service Register of Historic Places Feb. 13, 2009. A TL history museum is planned to open in the Cadillac Hotel at Eddy and Leavenworth streets next year.

Photographer and CBD board member Mark Ellinger will design and produce the map. He wants it to be slick and professional, "similar to National Geographic maps." One side would be the map referencing historic buildings and sites. The other side would feature a selection of Ellinger's color images of historic buildings. He is the author of a photo book of old hotels in the TL and on Sixth Street called "Up from Down Under: The Hotel Project."

The CBD approved Ellinger's grant in November. It plans to distribute the map by mailing it to property owners and do other community-wide distributions, through hotel concierges, publications, libraries and the Tenderloin history museum.

"I believe it will bring a great

appreciation of the historic buildings to the residents and promote positive foot traffic throughout the Tenderloin," CBD Manager Elaine Zamora said in an email.

The CBD has 613 properties in 29 blocks — all within the historic district — whose owners pay an annual assessment. Last year the CBD operated on a \$1.2 million budget.

Zamora said the board expects map sales to eventually turn a profit. It will be the first product for sale for the CBD's fledgling publishing venture, but she didn't know how many copies will be printed or the cost. The CBD also intends to update and sell the neighborhood restaurant guide it printed three years ago and gave away, she said.

The restaurant guide was so popular that the supply was soon depleted, and Zamora said they're getting requests for a current edition. But at this time, she said, she had "no idea" about pricing of the map or the restaurant guide.

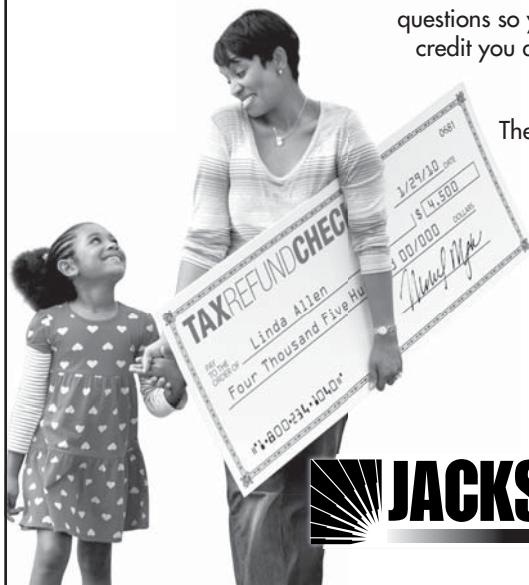
The prime mover in getting the historic district registered was Randy Shaw, Tenderloin Housing Clinic executive director. He's pushing now for contributions so the museum can open in 2011, he said, a year earlier than previously projected. The museum got a \$35,000 grant from the Fifth Age of Man Foundation and design will be coming pro bono from the architectural firm Perkins + Will. ■

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