Maybe next year, Sunday Streets tells the Tenderloin
Zendesk offers to help make it happen in 2013

BY TOM CARTER

Sunday Streets isn’t happening in the Tenderloin this year because the 2011 event was a bust — costly, poorly attended with meager community support, problems organizers felt they couldn’t overcome in time to stage another.

But they are willing to give the TL a second chance in 2013 — if stakeholders pitch in to make it a big deal. Sunday Streets takes a village, they say, and that hopefully will include the new techies on the block. Already, with serious event planning months away, Zendesk has shown interest, after being contacted by The Extra. It was the first tech company to move to Market Street, at Sixth, and the first to draft and sign a Community Benefits Agreement with the city.

“We are always interested in hearing about new ways we can help in the revitalization of this neighborhood.” Tiffany Apczynski, Community Relations manager, said in an email. “We would be eager to hear about Sunday Streets in 2013 and learn about the different ways we might support it.”

Zendesk, a cloud-based customer service software company with 100 employees, signed its agreement in February, capitalizing on the payroll tax exclusion benefit, an incentive of Mayor Ed Lee’s initiatives to revitalize Mid-Market, and moved into 989 Market St. It intends to add 96 employees this year and to return 30% of its tax benefit to the community.

“This is a very good property owner,” said Jordell Bevineau.

The line forms on a Monday at Shiekh Shoes on Market Street, and about 30 young hopefuls wait in line. The Air Yeezy II, a limited-edition shoe, designed by rapper Kanye West, a sequel to his successful 2009 debut creation. Without benefit of tech tax breaks, venture capital millions or the blessing of the city’s Central Market economic strategists, 30 or so young entrepreneurs roosted in a ragtag line of hopeful types of thrills, but camping on Market Street’s bleakest stretch for six days and nights may qualify as the edgiest.

The Air Yeezy II Nike sneaker designed by rapper Kanye West, a limited-edition shoe.

Grueling 6 days, nights in line, waiting to buy a pair of sneakers

BY JONATHAN NEWMAN

Urban adventurers seek all types of thrills, but camping on Market Street’s bleakest stretch for six days and nights may qualify as the edgiest.

Without benefit of tech tax breaks, venture capital millions or the blessing of the city’s Central Market economic strategists, 30 or so young entrepreneurs roosted in a line of tents and folding chairs for the better part of a week outside Shiekh Shoes on Market Street next door to the back-from-bankruptcy CityPlace project.

Each budding businessman was hoping to score a pair of Air Yeezy II, the latest Nike sneaker designed by rapper Kanye West, a sequel to his successful 2009 debut creation. Scheduled for limited retail release at a suggested price of $245, the resale profit for a pair seemed limitless, at least in the dreams of the street campers.

For Anthony Hugue, Jordell Bevineau and Ikem Ezekwo, three teenage friends from Oakland, no sacrifice of personal comfort was too great in pursuit of the nifty high tops styled in gray, black, red and pink with neon green soles. They had a solid business plan.

Working as a team to hold places six days and nights in line, the trio knew it would be a long grind. Starting Monday, June 4, they traded shifts with two staying a 24-hour cycle, one returning home to sleep. They anticipated cold and lonely nights. What they hadn’t quite gauged was the predawn ferocity of some of the neighborhood denizens’ activities.

“You got some mentally ill people in this town,” Jordell said mid-morning after a night of threats and harassments passers-by shouted at the friends. “One guy bragged he was a $150, he didn’t care what he did to us,” Anthony said, referring to the state Welfare and Institutions Code section authorizing a psychiatric hold on someone charged with a crime. “He looked more like

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Central Market CBD looks to expand southward

BY TOM CARTER

The Central Market CBD, flush with the success of its cleanliness and safety programs on Market Street, is considering expanding south toward Howard Street or farther and has sent 1,000 letters to area property owners asking what they think of the idea.

The letters were mailed in June with another set of letters going out to prop-

erty owners. The requested return date is July 6.

The timing coincides with the expiration of the CBD’s seven-year term. Major changes can be made dur-
ing the renewal process in the city, so in March the CBD formed a steering committee that meets monthly to mull issues, including expansion. A continua-

tion plan is due before the Board of Supervisors for approval before May 31, 2013.

The CBD covers the south side of Market Street, between Ninth and Nimit, with little boundary jogs north of Market at each end. The southern boundary stops in corner stores but goes south to Jessie from Fifth to between Sixth and Seventh. At Fifth, it dips down to Mission Street, ending the Mint area. Another southern jog to Jessie occurs between Eighth and Ninth. Teams of community ‘ambassadors’ wearing brown jackets with identifying orange lettering ply these streets and have reduced offensive behaviors by their presence or by helping people.

If it expands, Central Market would become the largest among the city’s 10 CBDs, making the Tenderloin CBD the second largest.

Central Market now is booming with new businesses. The latest, Dolby Laboratories, joins Twitter, Zendesk, Yammer, One Kings Lane, CallSobot, Desmos and Zoosk. The mayor’s office also reports that since 2011, more than 11 new small businesses, four new residential developments, two hotel proj-

ects and 10 new or expanded arts groups have opened or are in the works.

It’s a contrast to the gloomy, 2006 scene when property owners feared further deterioration of their neighbor-

hood’s business climate, cleanliness and atmosphere. The nonprofit CBD was formed to be an antidote. Its pro-
grams were to increase foot traffic and strengthen small businesses and cultural institutions, eventually attracting new investments, which, with a tremendous boost from the mayor’s office, has been the case.

Going south depends on the sur-

vey results.

“After we hear back, we’ll have a clear idea of what the boundaries should be,” said James Chappell, facili-
tating the June meeting of the roughly 20-member steering committee held in the Whitcomb Hotel. Chappell is with MJM Management Group that the CBD hired for $85,000 to guide it through the renewal. “We’re as interested in no as well as yes.”

The expansion draft’s southern boundary is Howard Street stretching west to 11th Street, dropping south to Tehama between Fifth and Sixth. It would add 3.6 million square feet to the area, four times the size of the existing CBD, and the benefit district’s annual budget would jump from $791,000 to $2.4 million, the largest in the city. Across Market, the TL CBD budget is $1.3 million.

“This only takes in half the neigh-

borhood,” said John Elberling, head of the nonprofit builder TOFOX, a mem-

ber of several SoMa committees over the years and currently on the Western SoMa Task Force. “Why not go to Harrison? The neighborhood considers itself going all the way to the freeway and you’re cutting it in half.”

“We didn’t think about going far-

ther,” said Chappell, because the CBD staff and board weren’t sure they could handle any more. There will be big changes when Folsom Street becomes a two-way main artery for SoMa and a shopping district.

Daniel Hurtado, CBD executive director, said the question is whether to expand to Folsom or Harrison ‘or lean more toward Market — what do we want?’

One woman said that expansion to either Folsom or Harrison would ‘stretch the ambassadors too much.’ But their presence, someone pointed out, is determined by how many peo-

ple are on the sidewalks. Chappell had a chart showing that although the draft boundaries expand the CBD by five times, cleaning and maintenance costs barely double because the southward streets don’t need the constant clean-

ing of the Market Street blocks.

Pondering where to draw any southern boundary line, the committee generally agreed that for even clean-

ing, both sides of a street should be included because ‘the wind knows no favorites,’ as someone said.

Elberling said the CBD should have gone early to the Western SoMa Task Force, which advises the Planning Department, to discuss expansion. The next day, when the task force met, Hurtado and Chappell were on the agenda.

No ifs or ands in litter — but plenty of butts

Youth center team gets hands-on experience with messy side of smoking

BY MARJORIE BEGGS

A MOVING all the efforts to brighten the Tenderloin, none holds a candle to the 11 young people who, in just over two hours, picked up 2,072 cigarette butts along 24 blocks in their neighborhood. The kids broke into two groups, covering the area in three 45-minute sessions, collecting and bagging the litter they found by block.

The 14- to 21-year-olds are members of Team Let’s Stop Tobacco, formed in May 2011 by the Vietnamese Youth Development Center on Eddy Street.

“Actually, picking up the ciga-

retes was a waste,” said Cal Poly College student Michelle Tran, 21, who’s been a regular at the center since she was 6. ‘I enjoyed the teamwork, but the smell gave me a headache.”

Tran’s favorite part of the project was researching how corner stores contribute — or don’t — to the neigh-

borhood’s health. From the tax col-

lector’s office the team learned that citywide, half of all cigarettes are pur-

chased in corner stores.

The high school and college stu-

dents counted and mapped 46 TL tobacco outlets. Cigars in hand, they discovered that most stores weren’t complying with city regula-

tions to properly post retail tobacco licenses and no-smoking signs, main-
taining ligatures and advertising, using advertising, much of it for tobacco and alcohol, which isn’t supposed to cover more than a third of a store-

front.

“Sometimes the store owners were cooperative with us,” Tran said, “but sometimes they tried to get rid of us. That made me think they were hiding something.”

Those stores, team members learned, are a vital part of the Tenderloin environment: Neighbors they interviewed in focus groups reported that they shop at a corner store an average of 2.4 times a week. Young people said they buy mostly snack foods and aren’t concerned, as many adults are, that the stores lack fresh produce, meat and dairy.

A team member of Chicago’s 2007 Extra found that of the 50 mom-and-pops in the TL at the time, half carried more than a dozen varieties of fruits and vegetables, but the rest stocked only potatoes, onions, apples and bananas.

“The tobacco project teaches the young people how to do advocacy, how to do research and take action, plus they get a stipend to do the work — $80 to $100 a month,” says Jessica Estrada, the Vietnamese Center’s youth advocacy specialist, who is the team’s project coordinator. “Also, their work isn’t just about tobacco — it’s about food justice and alcohol abuse and how all of it together affects their neighborhood.”

Team Let’s Stop Tobacco funding comes from the city Health Department’s 22nd Street Tobacco Free Project, which makes grants to neighborhood organizations working to reduce tobacco use.

The team also interviewed offi-

cials from the tax collector’s office about how the city’s 2010 cigarette litter abatement fee is being imple-
mented. It adds $20 per pack to help pay for cleaning up butts and tobacco packaging debris, estimated to rep-

resent 22% of San Francisco’s side-

walk and gutter litter.

Team efforts this summer include drafting letters to the city Health and Public Works departments and the San Francisco Alcoholic Beverage Control, urging them to enforce tobacco-related laws, and sponsoring a fall press conference to promote awareness of the issues.

“The work of these youth advo-

cates on Harrison would be critical to efforts to combat the tobac-

co industry’s activities,” says Susana Hennessy Laverly, Tobacco Free health educator. “They’ve shown tremendous leadership and real com-

mitment to making the Tenderloin a place where all residents can be safe and healthy.”

Ruth Beyene, 15, checks out the 2,072 cigarette butts she and 10 other members of Team Let’s Stop Tobacco collected from the Tenderloin’s gritty streets in about 2 ½ hours. “The smell gave me a headache,” says a teammate.

PHOTO BY JESSICA ESTRADA

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PHOTO BY JESSICA ESTRADA
Sunday Streets tells TL: Get behind it, or forget it

From Page 1

check pavement quality and avoid tracks, which aren’t safe.

Six bus lines were chosen for detours, a 2-mile pattern (22 blocks). Even so, that was costly. One line cut
ting across just one block had to be rerouted. Other buses lost electric overhead power when they went else-where and had to switch to diesel power. And it cost $8,000 for parking control officers to redirect traffic at eight drive-through intersections.

An average Sunday Streets costs the city about $35,000, King said, and the TL event was “significantly more expensive.”

Sunday Streets so disrupted established transportation patterns that resi- dents — more than 90% depend on public transit — were in an angry tizzy.

“They threw a wrench into the transport-ation network,” said King. “They (TL residents) said, ‘Why do you do that?’ We didn’t get any positives.”

The May 23 meeting addressed what’s needed to get Sunday Streets on track in the Tenderloin next year. King ran the meeting with Sunny Angulo, Supervisor Jane Kim’s aide. Only five other people showed up, including Dina Hilliard, Tenderloin CID execu-tive director.

Tenderloin organizations didn’t get behind Sunday Streets. Few businesses opened and barely 7,000 people showed up. That com-pares to crowds 10 times that size in the Mission — one reason the Mission is featuring four Sunday Streets events this year.

They want to see if results suggest monthly events can be sus-tained in the Mission. King said. She was impressed by the crowd of 50,000 in October, more than that May 6, and then more than that for Springtime in June 5. “It’s Latin culture,” King said later. “They understand public space.”

Contracts are outside groups, such as Outside Lands in Golden Gate Park and others in Japantown and Yerba Buena hurt the Tenderloin in 2011. King said.

It was held the day before school started.

“It was really sad to see the Girls and Boys Club locked and shuttered,” she said.

Other youth groups and business organizations didn’t join in either. “We were put to shame,” King said.

“People come out to shop and eat,” King said. “Our servers lined up outside the restaurants.”

Weekends in August 2010 was also a hard-

But Sunday Streets’ existence depends on corporate.

“We need to raise $500,000 per year and the majority of the funds come from corporate sponsors ($250,000), with grants and individual donors rounding out the balance,” King wrote.

Angulo suggested some of the tech companies moving in might underwrite the costs. “We need to use them to put their imprint on this,” she said.

So The Extra contacted Zendesk, Twitter and Zook about their interest in helping. Only Zendesk responded.

Most of Zendesk’s employees were familiar with Sunday Streets, Acpynzki said, and some of its stockbrokers and three dozen bicyclists have attended an event.

City and County of San Francisco
July 2012 Monthly
San Francisco International Airport
Terminal 3 Common Use Club Lease

The Airport Commission has commenced the Request for Proposal (RFP) process for Terminal 3 Common Use Club Lease at San Francisco International Airport. The Informational Conference will be held at 2:00pm PST, July 18, 2012 at SFO, Terminal 3, 5th Floor, Room 3B3. Written requests and recommendations will be accepted until 5:00pm PST, August 1, 2012.

San Francisco Arts Commission

The San Francisco Arts Commission has issued a Call for Artists for public art projects for Port Pier 92 and the Central Subway. Application deadlines are fast approaching. Please visit sfartscommission.org/subcontracting for more information.

San Francisco Municipal Transportation Agency

Employment Opportunities

The SFMTA is currently recruiting qualified candidates for the following positions: Mechanical Shop and Equipment Superintendent.

Description: Under general direction, the Mechanical Shop and Equipment Superintendent, either as an immediate supervisor or through subordinate supervisors, directs the activities of a group of crafts persons engaged in the fabrication, maintenance and repairs of a wide variety of machinery and other heavy equipment. Heavy equipment includes cable car propulsion cable, gear drives, motors, tension carriages, turntables, sheaves, pulleys, and track way mechanical components (such as depression beams, bumper bars, gynes and switches). Essentials include: managing subordinate supervisors and craft workers who are involved in a wide range of technical duties needed to maintain the heavy equipment; coordinating with appropriate supervisors in the departments of safety, contract negotiations, repair of a wide variety of mechanical equipment; preparing specifications for the purchase of new equipment or machinery; preparing and directing the preparation of various written reports; preparing annual budget as well as managing the expenditure of funds; monitoring work performed by outside contractors; carrying out safety requirements and procedures; interacting with less-skilled personnel, contractors and others pertaining to the formal maintenance and repair activities; and providing leadership in professional development. Incumbents also perform other related duties as required.

Please visit our website at: http://www.sfmta.com/Port/Pages/Business/BidPreview.aspx?R1=OBT&RP=7216&R=06882 for complete job announcement and information on how to apply for this position.

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The Zellerbach Years: On the cutting edge

STUDY CENTER served as the dissemination arm of Zellerbach Family Fund from 1980 to 1995, producing some of the most cutting-edge and forward-thinking programs for social change in the Bay Area. The organization was known for its innovative and creative approach to social work, with a focus on providing support to vulnerable communities in the area.

This was the heyday of Zellerbach Executive Director Ed Nathan, a psychiatric social worker who helped to bring together the energy of the northern California grassroots movements to the cutting edge of funding human services, especially innovative health and mental health programs, fostering self-help and encouraging parent involvement in child care centers.

Study Center handled all the editorial and graphic needs of these pioneering programs, each representing a giant step forward in their respective fields, puching family services, health education, mental health and education into helpful new directions. This meant getting them started with logo and stationary, a program brochure and flyers or posters to promote their activities, then adding a professional monograph that described the program and explained how to replicate it. This led to an impressive series of 14 monographs.

The concept of “cutting edge” was critical, defining the approach of Study Center staff in the design of each project. The concept was “custom-made”, the content dictating the form. This was something Lenny and other Study Center staff knew instinctively but learned with certainty from Wolfgang Lederer, a friend of Ed Nathan’s who joined the Study Center Board of Directors and made a major impact on Lenny and the quality of our work.

Wolfgang was chairman of the Design Department of the California College of Arts and Crafts and an elegant illustrator and book designer for Bay Area small press gems. He mentored Lenny, deepening his understanding of the art of typography, enriching his sense and use of color, and consistently proving that the best books grow from the inside out.
Center designer for decades

MORE THAN 60 good friends, colleagues and co-workers gathered June 25 to remember how Lenny affected our lives, many for more than three decades. For an hour, the conference room at 944 Market St., Study Center’s new home since January, was filled with personal and professional reminiscences, testimony to how a young man with strong political convictions and a dedication to photojournalism grew into a talented, mature artist.

"I was lucky enough to have Lenny do a photo essay on me in the early 1990s," said Brenda Wong Aoki, dancer, actress and storyteller, who co-directs First Voice with Mark Izu. "Lenny went on the road with me all over the country for months at a time. Besides the photos, he wrote all this great stuff about me that was so nice."

Aoki said it was fascinating to see herself through Lenny’s pictures, which reflected his ease as a photographer. "He was so comfortable to be with and so comfortable with others, whether we were in Minnesota or Arkansas."

The road trip became part of Pursuing Wild Bamboo: Portraits of Asian American Artists, published by Kearny Street Workshop in 1992. Alex Torres, actor, musician, graphic artist, and Lenny’s co-worker at the Study Center for four years, said they met when Torres was just a teenager. "I learned all my graphic design from Lenny and photography, too," Torres said. "After work, he’d let me hang out at his house and do stuff in his darkroom. He didn’t really teach me — he’d let me go at it and then tell me if it sucked or not. I learned so much from him, even how to put eggs in adobo. I want to remember him as a person with a lot of love, but still, he wasn’t always easy to be around. He had lots of eccentricities and was very uncompromising. But Lenny was the most real person I’ve ever known."

Photojournalist, author, Study Center designer for decades

As people were filling the room with stories about how their lives intersected with Lenny’s, they sampled from a table filled with some of Lenny’s favorite foods: crisp lumpia, pancit palabok, a soft wide rice noodle dish with ground pork; the rich pork shoulder stew called dinuguan, flavorful chicken adobo; and vinegar tofu salad and curry-infused vegetarian fried rice from Tu Lan, a nearby Vietnamese restaurant and Study Center favorite for 30 years. Dessert was miniature cupcakes and delicate coconut pudding, handmade by a Study Center staffer, plus several sweet cakes.

Photographer Emíl de Guzmán described a vivid memory of Lenny from 35 years ago: "I belonged to the Union of Democratic Filipinos, and we’d used one of his photos by mistake, maybe didn’t put the right name on it. I was in the headquarters and he showed up really angry. Being the big guy he was, he was intimidating — he was so pissed off and wanted to kick our ass."

They managed to calm him down and eventually the two men’s relationship improved.

"Because he was a photographer and I was, too, over the years we got to know each other better," de Guzmán said. "I felt like he was a comrade."

In a recent Study Center project, Lenny documented poetry night at the 21 Club, an event that poet Ed Bowers helped launch.

"Lenny was a natural-born photographer," Bowers said. "He was a big man, almost biblical and magical, but he could be invisible in a room, navigating around and no one noticed him. It was like a big eye came in. There was no ego involved with his work. I am very grateful and feel privileged to have worked with him."

Many praised the uniqueness of Lenny’s art. "He had this sense of light and dark and space. He was an amazing talent," said photographer Bob Bsiang.

Graphic designer Nancy Hom, former director of Kearny Street Workshop, used to take over as Study Center designer when Lenny was away in the Philippines or doing other work. "Lenny had such a sharp mind," she said. "Some of those books were ‘crystal clear’ about their message, said Robert Marquez, director of Mental Health Clients Rights Advocates, which shares the 7th floor with Study Center and the Office of Self Help.

"Lenny was deeply affected by the things he saw," Marquez said. "Sometimes he was tough but when he saw me working and interacting with our clients, his demeanor and his attitude toward me changed."

Office of Self Help Director Roy Crew, who knew Lenny for almost 20 years, praised Lenny’s "dry-cut humor — if you didn’t listen, you wouldn’t get it."

"He was a great father to me and the only parent I had," Laya Torres said. "He w as a natural-born photographer, too, so I wanted to remember him as a person with a lot of love, but still, he wasn’t always easy to be around. He had lots of eccentricities and was very uncompromising. But Lenny was the most real person I’ve ever known."

"Lenny was a great father to me and the only parent I had," Laya Torres said. "He was a great father to me and the only parent I had," Laya said, working to hold back tears. "I had a good 80 years with him and he got to spend a lot of time with my two kids, I miss him a lot."

"Thank you all for coming — I’m so glad that all of you remembered him as the artist that he was."

— Marjorie Beggs and Tom Carter
Lenny’s books: His own, Kearny Street’s, Study Center’s

Lenny, a consummate artist, was famous in Manila, where he was born, and throughout the Bay Area Asian artists’ communities for his fearless documentary portrayals of Filipinos in the Philippines and Asian artists in San Francisco. Lenny moved to the United States with his family when he was 12 or 13, but he never really left his homeland behind and did his most important work on the people’s behalf.

Lenny was a one-man band. He could do it all: report, write, edit, illustrate, design and produce his own books, gathering material like a war correspondent for his compelling works of photojournalism. And he sensitively and elegantly designed poetry books for Kearny Street Workshop, a fount of creativity from Asian poets and other artists. Following are the books Lenny created on his own and for Kearny Street Workshop.

- *Pumipiglas: Political Detention and Military Atrocities in the Philippines, Association of Major Superiors in the Philippines*, 1980. This was Lenny’s first book. His cover photo of men in prison gripping the cell bars is iconic and was used by Amnesty International.
- *Kasama, A Collection of Photographs of the New People’s Army of the Philippines*, 1987. With Alex Balyayut from their time in the Philippine countryside with Communist guerrillas, the New People’s Army in the early to mid-1980s. *Kasama* won a Manila Critics Circle National Book Award in 1987, the first book of photojournalism to receive the prestigious honor.
- *Pursuing Wild Bamboos*, Kearny Street Workshop, 1992
- *Tagam i*, Kearny Street Workshop Press, 1987
- *Stories of the Philippines*, by Carl Angel, bilingual English and Tagalog, 1995
- *Pursuing Wild Bamboos*, Kearny Street Workshop, 1992
- *Strengthening Families for Parent Services Project*, 1997. This was followed by *Stronger Together*
- *Mga Kuwentong Bayan, Folk Stories of the Philippines*, illustrated by Carl Angel, bilingual English and Tagalog, 1995
- *50th Anniversary Report, Grants for the Arts, 2011
- *Goldenman Environmental Prize: The Making of an International Award Program*, 1992
- *14 Program Monographs*, Zellerbach Family Fund, 1985-98
- *Program Guidelines, Creative Work Fund*, 2000-2011
- *Breaking Down Barriers to Service*, California Endowment, 2004

HIGHLIGHTS of Lenny’s work with the Study Center. For many of these pieces, Lenny shot some or all of the photos.

- *Oral History of San Francisco Neighborhoods Calendar*, 1980
- *In a Day’s Work*, with California Association of Social Workers, 1996
- *Series of 5 anti-smoking billboards in Vietnamese*
- *Diverse Destinations*, series of 10 glossy brochures celebrating San Francisco’s ethnic, cultural and artistic diversity for Grants for the Arts, 2008
- *Fiscal Sponsorship: 6 Ways to Do It Right*, by Gregory Colvin, Study Center Press, 1995
- *Help*, directory of private human services in the central city, written by Heidi Swiller, Study Center Press, 2009
- *21 Poems Done in the 21 Club*, poems by Ed Bowers, a central city extra, 2010

The Kenz and Bayanihan House SROs provided by the Tenants and Owners Development Corporation (TODCO) has an open waiting list for low-income affordable housing. If you are looking for a safe and comfortable place to call HOME surrounded by compassionate residents and a caring staff, The Kenz and Bayanihan House are designed with you in mind. All of our units have a two-burner stove, refrigerator, single or full-sized bed with a closet along with outstanding amenities in each building. The income limits for these affordable properties are as follows:

**Minimum / Maximum Income Limit**

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For more information or to pick up an application for The Kenz and Bayanihan House, please stop by the lobby of the TODCO Marketing Office located at 230 — 4th Street in San Francisco. If you have a disability that prevents you from fully participating in this process please call (415) 447-4478.
When did your family come to San Francisco? 

Ruth Rael: My dad moved from Guadalajara to Bakersfield and then we moved to San Francisco in 1927, following his brothers. He and my uncles started by working at Western Sugar Refinery at the end of 23rd Street out by the Bay and were still working there when they decided to go into business. At the time we lived on 23rd and Tennessee on the other side of Potrero Hill in an area they call Dogpatch now.

Ruth Rael: What were your first impressions of the city? 

Senorino Hernandez: When I came in 1925, it was beautiful, different all together. — Twin Peaks had old ranches, small gold ranches on top of the hills. We all lived around Buena Vista Park. — you’re gonna live where you work. The shifts at the sugar refinery were in the morning to 4 in the afternoon, 4 to 12 at night, then 12 to 8 in the morning. You had to work to walk because of the odd hours and there probably wasn’t any transportation anyway. Then, when we quit the refinery and opened our first store, we moved.

What do you remember about the early stores and South of Market? 

Ruth Rael: My father and uncles opened a series of grocery stores. My father’s first one was on 11th and Kissing [between Howard and Fulton]. His brothers helped him a lot because he wanted his own business — he just put in shelves, opened up a store, without ever having had one. It was the Depression and he had a family to support. We sold salami, French bread, cans or olives, regular red Indian wine. It was the Prohibition era. — if you went into a room of Italians made wine and the Germans made beer. My daddy used to make beer, too, and then we learned how to make wine, which we did every year. That was so much fun. I used to like to cap the bottles with the little machine.

Senorino Hernandez: The grapes were brought in from the valley and you could buy them anytime, right here in San Francisco. We worked hand at the store — used to start at 5 a.m. and quit about 11 a.m. At 5, we’d pick up the French bread in a big old sack [from the bakerly] and then go out to deliver milk and bread. We’d put the milk bottles next to the door and just hang the bread on a nail outside the door. Bread on a nail and no one would steal it — isn’t that amazing? I can’t imagine leaving a crumb outside now.

Ruth Rael: We moved from Dogpatch to 10th and Bryant when I was 6 years old. I remember a brewhery nearby and a bar and lots of small factories and horse stables. There was no water pool down by the ocean at the end of the park. To get there you’d go through blocks and blocks of sand dunes — there weren’t any houses then.

When I was big enough, I used to go swimming there every day it was open. Sometimes it was so cold we’d get in the water and just stick our nose [out]. After we got dressed, we’d go out to the beach to eat our sandwiches and then take the streetcar back. There also was what we called the “Nickel Pool” over on Valencia and 17th. To this day I don’t know what its real name was. It was indoors and for a nickel they’d rent you a towel and a bathing suit.

Senorino Hernandez: We’d go to parties on the weekend, sometimes up to six parties on Friday and Saturday nights. We’d spend an hour at one, two hours at another, whichever was best. You don’t hear about that anymore. Now you spend all your time watching television and rating your eyewit.

In the daytime, you could go out of your house with a dollar in your pocket — I don’t mean $15 or $20 but $1 — and that would pay for $e carfafs, 10¢ for the pictures, 3¢ for a nice meal in a restaurant, and you’d still come home with money left over.

Ruth Rael: We also used to go to Playland at the Beach — it was beautiful on a Sunday night.

Senorino Hernandez: And you’d take the streetcars everywhere. The streetcar used to come right to the corner of 10th and Bryant where we lived. It turned right there on the corner — that was as far as it went. It was a beautiful neighborhood then. Beautiful.

This is the fourth of a series of excerpts, edited by Margie Biggs, from the Neighborhood Oral History Project interviews that Study Center conducted in 1977-’78 under a federal CETA contract.

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How the Mission District went Latin And other stories of the evolving city
Braving Market St. crazies to make a pretty penny

**CONTINUED FROM PAGE 1**

an 800 and $1,500 to me. Send us some security, man.”

Still, their dreams of enrichment were undimmed. “We come out of this store, people be offering us $1,000 – $2,000 for the pair,” Jordell noted.

As the week wore on, the line outside Shiekh Shoes began to draw a day-time attention, as well. The strategy of the young friends was to misinform in case the truth about the quick profit would add to the competition.

To the pedestrians who questioned, “What’s on sale?” they replied, “Air Jordans.” Someone asked, “When?” and they replied, “Sunday.” — the day after the announced sale date. With only 3,000 pairs of Air Yeezy 2 sneakers available, it was distributed nationwide, the Oakland lads were taking no chances.

“Don’t try to wait on the phone, on the computer. You’ve got to be watching all the time,” Anthony said. By midnight they were the first to be distributed nationwide. The Oakland lads were taking no chances.

“You’ve got to stay on the phone, online,” he added. The next day, Anthony sold his pair for $1,300. Ikem kept his. He’ll take his for $1,300. Ikem kept his. He’ll take

Ikem agreed.

The growing solidity of the hardy campers was impressive. Together they had drawn up a list marking their respective places and they were guard ing each other’s turf. They all program m ed emergency SFPD telephone numbers into their cellular, as well.

The campers had appointed prose cutors, defense attorneys and judges among themselves to argue and settle any disputes about line ranking or the like. Such was an overreaching meal. Almost all were veterans of retail queues. Internal bickering had to be quickly and efficiently squelched or it would hurt the chance to snag the goods.

Interior of the shoe store Manager Stephen Ebunewu was cool. He refused to reveal the store’s intentions. “Don’t know what they’re going to get any,” he answered to endless queries of when Air Yeezy 2 would arrive and how much they would be for sale. He did know that his store, one of 12 in the nationwide Sheldon kingdom, was the only place in San Francisco that had any shot at the new product.

As sale day approached — Saturday June 2 — the campers were deep in strategy, with Jordell and Ikem. In their minds they had the shoes in hand and needed a plan to get out of the store and home safely with their hard-earned prizes.

“Maybe they let us out the back,” Anthony said. His associates, thinking of the red Tapestry screen might be a mob scene too, vetoed that idea.

“We could run to BART,” he said, motioning to the subway entrance a few doors down toward Fifth Street. “They got security there. The three collapsed in laughter at the thought of sprinting into a BART station. Air Yeezy 2s in hand, fleeing the mob lasting after their score.

Around 6 a.m. Saturday, the early premonition paid off. A quarter of older, rougher guys tried to muscle the line, claiming first spots. Someone on line punched in the SFPD numbers. Before officers arrived, the strangers slid off.

Two hours later they were threaten ing violence. Again, the cops were called and this time they con fronted the wouldbe thugs, reminding them of the certainty of urban rules, especially the concept of orderly lines. No officer invoked the city’s sit/lie rule. Civility was restored.

The door to Shiekh opened on a 9 a.m. and the patient purchasers were finally allowed in. Anthony, Jordell and Ikem each got their pair of Air Yeezy 2 at $250 plus tax. “Not sure if anybody behind us in line got any, though. Love them,” Anthony said. They packed their gear and hightailed it back to Outer Market.

The next day, Anthony sold his pair of Air Yeezy 2 for $1,800. Jordell sold his for $1,500. Ikem later called them to New York when he starts school this fall.