

# Free toilet cost over \$5 a flush

CBD's 3-month pilot program proves 'a little pricey'

BY TOM CARTER

**T**HE free toilet at the Rescue Mission was used 11 times a day on average — costing \$5.36 per visit, results from the three-month pilot program show.

A committee of the Tenderloin Community Benefit District, which funded the toilet as a service to the neighborhood, will recommend to the full board meeting June 20 that the project be funded for another six months. The board will also consider ramping up the CBD's fight against public urination and defecation by renting two porta-potties for the neighborhood at \$5,000 a month with a \$20-an-hour monitor.

At the CBD board's May 16 meeting, the free-toilet experiment was to be explained in light of this proposed expansion that would bring the CBD's financial commitment to normal bath-

room behavior in the neighborhood to about \$6,500 per month. But the matter was put over a month.

The Rescue Mission's toilet data, kept by an on-site monitor paid \$9.79 an hour, showed that during the 66 weekdays the toilet was available from 10:30 a.m. to 5:30 p.m. 728 people (489 men and 239 women) used the toilet.

The CBD grant to the mission covered \$1,300 a month for the monitor and supplies but budgeted no money for repairs. The omission caused board concern after the toilet opened Feb. 1 because tales of public toilet abuse are legend.

Hospitality House, a block from the mission, has free bathrooms, with daily drop-in traffic of 300 mostly homeless clients, frequent toilet breakdowns and annual plumbing bills in the thousands. But for three months the vigilantly monitored Rescue Mission toilet was little used and had no breakdowns.

Ron Hicks, CBD Public Rights of

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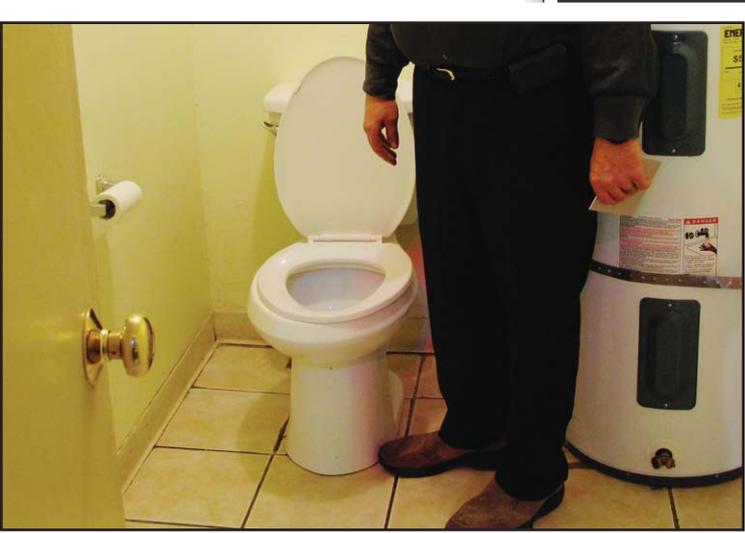


PHOTO BY TOM CARTER

The CBD-subsidized toilet at the Rescue mission averaged 11 users daily.

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JUNE 2011

## THE EXTRA WINS 8 BIG ONES

S.F. Peninsula Press Club awards

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Bike store replaces 25-year business

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City Hall show by people in treatment

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# CENTRAL CITY

# EXTRA

SAN FRANCISCO

## TENDERLOIN STARS



PHOTO COURTESY JEFF MARSHALL

Kitemaker Jeff Marshall flew the small version of his gargantuan Harvey Milk kite from windy Corona Heights on Milk's May 22 birthday.

# 'KITEMAN'

Jeff Marshall's art flies sky-high

BY TOM CARTER

**W**HEN Jeff Marshall was 12 in Houston, a Hi-Flier kite cost 25 cents, same for the string. Forty years later, Marshall is famous in the Tenderloin for making and flying kites. "I can make one for 10 cents and in 10 minutes — I'll impress you."

He did. With a clock on him one day in May, Marshall sat on the floor of his 10-by-10 SRO room in the Boyd Hotel next to St. Anthony's Dining Room, materials around him, and set his fingers flying. A whirlwind, he grabbed Elmer's Glue, wood sticks and string and made a tight skeleton. With scissors, he snipped pink and green tissue paper to size, gluing the colors to the sticks for a garish two-toner.

Bingo, 10 minutes on the nose, 18-by-26-inches. And it will fly.

But a tail?

Sure, Marshall says. Liberating a 10-foot strand from a pink sheet in a nearby stash, he attaches it, along with guide string he adjusts near the crossbar. The final touch is his signature — a lemon-size circle he cuts from orange tissue paper and pastes on the green background above the crossbar, "the sun over the horizon," he says, smiling.

The kite looks frail, but he tests all his scrap string for strength, and tissue paper is tougher than it looks.

Originally a photographer, Marshall turned to painting and sculpting, then resumed kite-making four years ago, bring-

ing a lifetime of artistic skills to his childhood hobby. He's been impressing people ever since. His specialty is painting portraits of inspirational people on kites and sending them up to soar and bob in the sky.

In 2008, he flew Barack Obama in front of City Hall. An Associated Press photographer shot the airborne kite and the image went 'round the world. "I was in the Korean Times!" Marshall exclaims with glee.

Marshall made 50 candidate Obama kites, hoping others would join him.

"I envisioned the sky filled with those kites," he says, "but it didn't happen." Unfazed, he's fulfilled by the medium and stays high on a stream of new ideas.

"I just want to remind people of this simple — nonelectronic — pleasure."

Marshall got a fine arts degree in pho-

▶ CONTINUED ON PAGE 4

## TENDERLOIN STARS

**T**HERE are 30,000 of us in the Tenderloin, each unique in special ways. With "Kiteman," Central City Extra introduces a new regular feature, Tenderloin Stars, to capture the personality, humanity and, often, strangeness of our remarkably diverse populace. The people who make our neighborhood great.

MID-MARKET PART III



Artist Joseph Sierra poses with the mural he painted in the lobby of the San Cristina, the nonprofit SRO on Market Street where he lives.

Living on the Street

'There's a hipness about its slumminess'

84 AND HE WORKS 6 DAYS... THE BEST MID-MARKET BUSINESS



World Series parade: A grand slam for mid-Market businesses — farmers get shut out

Among our award-winning work this year was our mid-market series, above; a story on the impact of the World Series parade, top right; an editorial cartoon on District 6 candidates, bottom right; and an analysis on the benefits of recycling restaurant grease, bottom left.

Extra wins 8 S.F. Peninsula Press Club awards

CENTRAL City Extra won eight awards in the San Francisco Peninsula Press Club's annual media contest. The awards, all in the nondaily newspaper category, include third place for General Excellence. This puts us in the company of such multimillion-dollar private enterprises as the Bay Guardian (first place) and San Francisco Business Times (second place). 'We appreciate the peer recognition of The Extra's professionalism,' said Extra Editor and Publisher Geoff Link after the May 21 awards ceremony in Foster City. 'As a nonprofit neighborhood newspaper, we publish eight pages monthly. The Guardian and Business Times are citywide weeklies and 10 times our size. That says the judges recognized The Extra's quality as a journalistic effort.'

The Extra's three-part series by Marjorie Beggs, Jonathan Newman and Geoff Link on the mid-Market plight — published months before the dailies recognized the problems — took top honors in the Series category, and we notched six additional awards in as many categories: Second place: Tom Carter's Business story on the World Series parade's impact on mid-Market merchants; the October center spread by designer Lenny Limjoco of the 14 supervisorial candidates; and the Editorial Cartoon by former Chronicle artist Lance Jackson depicting six of the supervisorial candidates receiving public funds placed in the competition. Third place: Besides General Excellence for the overall quality of The Extra, Carter won for his 'Lunchtime for seniors,' Feature of a

Light Nature on meals for the elderly in neighborhood programs that cost \$1.50 or less; 'Home Sweet SRO,' a Feature of a Serious Nature by Carter, Beggs and two S.F. State journalism students, Johan Vardup and Conor Gallagher, on residents who've lived in SROs for as long as 30 years; and 'Tenderloin Gusher,' Beggs' and Newman's Analysis of how recycling brown grease from neighborhood restaurants could be a potential biofuel source. 'A major factor contributing to The Extra's acclaim is the central city itself. We have an endless array of stories to tell and plenty of interesting people to write about,' Link said. Last year, The Extra received five awards from the San Francisco Peninsula Press Club: two first place and three second-place honors.

Central City Extra San Francisco Yellow Grease... TENDERLOIN GUSHER! Cooking oil from 216 eateries could become a steady source for biodiesel...



CBD ponders putting porta-potties on the street at \$5,000 per month

CONTINUED FROM PAGE 1

Way Committee member, said at a May 12 meeting the project should continue 'given its success,' though conceding that the average \$5.36 cost per person per visit was 'a little pricey.' After the May 16 board meeting, CBD President and Rescue Mission staffer Clint Ladine called the toilet experiment results disappointing. 'They were a little bit low,' Ladine said. 'I would have guessed they would be higher.' Part of the problem, he surmised, could have been lack of promotion. 'There was virtually no marketing,' one committee member said, not even a sign in the Rescue Mission window. The committee favored more promotion, either by the CBD, the mission or both. Hicks wondered how many visits the toilet could handle. CBD Acting Director Dina

Hilliard said the six-month budget should be supplemented by up to \$300 for plumbing costs, 'once or twice.' For lack of a quorum at the May 16 board meeting, the committee's recommendation to extend the project, an action item, was put over until June 20, when the porta-potties will be discussed. The committee suggested renting two for the neighborhood at \$480 a month for three months and hiring a supervisor at \$20 an hour to monitor both. Hilliard said the facilities should be open every day, noon to 8 p.m. The monthly cost would exceed \$5,000. 'We need to hear from the board on this,' Hilliard said. 'It's pretty controversial. Some people aren't sure if porta-potties are the way to deal with the problem. And I anticipate a backlash. Who's going to want a porta-potty in front of their property?'

TODCO advertisement for affordable housing at Knox and Bayanihan House SROs. Includes photos of buildings and contact information: TDD: (415) 345-4470.

Central City Extra advertisement with contact information: PHONE: (415) 626-1650, FAX: (415) 626-7276, EMAIL: centralcityextra@studycenter.org, DESIGNER: Lenny Limjoco, PHOTOGRAPHER: Lenny Limjoco, CONTRIBUTORS: John Burks, Diamond Dave, Charlie Wormhoudt, DESIGN CONSULTANT: Don McCartney, DISTRIBUTION: Mark Hedin, EDITORIAL ADVISORY COMMITTEE: David Baker, Michael Nulty, Debbie Larkin, Nicholas Rosenberg, Brad Paul, Tariq Alazraie.

# Bike shop pushes out 25-year merchant

## Huckleberry Bicycles replaces hip-hop clothing store

BY TOM CARTER

FIVE empty newsstand kiosks on Market Street would house small businesses, under a plan the Central Market Community Benefit District is negotiating with the city and JCDecaux, the firm that owns the kiosks.

The first kiosk business will be a free bicycle repair station at Seventh and Market streets, scheduled to open this month.

"We are finalizing (negotiations) now," said CBD Executive Director Daniel Hurtado at the May 10 Central Market board meeting. "JCDecaux would be providing these (kiosks) to the CBD free and we would take care of liability insurance."

The bicycle kiosk would operate weekdays 7:30 to 9:30 a.m., run by Huckleberry Bicycles, a commercial shop that will replace Midtown Rag's, a going concern for 25 years on this rough block of Market Street. Huckleberry Bicycles will be "on the busiest bicycle street west of the Mississippi," said Huckleberry owner Brian Smith. "It (the kiosk) will be for simple repairs and chain adjustments," he said. "Hopefully, we'll open in June." The store opens in July with a five-year lease.

Smith, formerly a lawyer in Nixon Peabody LLP's commercial litigation department, has two partners, he said. Huckleberry Bicycles shop will supplant a store that sells affordable hip-hop and with-it apparel whose owner said he was willing to pay up to \$700 a month more, but the building owner rebuffed him.

Sam, Midtown Rag's owner, who didn't want his last name used, said he wonders why Smith couldn't open his shop in a vacant storefront rather than force out a street stalwart.

"When somebody puts in their time, it's worth something," he said.

Of the 88 storefronts between Fifth and Eighth Streets, 31% were vacant, according to a count last year by The Extra, and not much has changed in the meantime.

The 1073 Market St. building is owned by 1067 Market Street LLC. Its point man is

Terry Bogart of Woodside, who is part-owner of the old Food Corner building being renovated at Sixth and Market for a new Pearl's Deluxe Burgers.

Smith, a neighborhood newbie, is a candidate for the merchant seat on the CBD board.

JCDecaux owns 113 of the 17-foot-high advertising kiosks, most located downtown, and 60 were meant to replace scruffy wood newsstands. They were

part of the deal with the city in 1995 to put 26 public toilets on the street.

The other four businesses to qualify for kiosk leases with Central Market CBD, Hurtado said, haven't been chosen but all would be located within the CBD's boundaries, Fifth to Ninth streets on Market.

Hurtado said vendors need approval from JCDecaux and the Department of Public Works. But the CBD hasn't decided whether it would charge rent.

"We'll see how the first one works," Hurtado said. Other kiosk uses, he said, might be a ticket booth or for artists to show their stuff.

In other action, the board addressed



PHOTOS BY LENNY LIMJOCO

**Midtown Rag's** will make way for Huckleberry Bicycles, which will use the nearby kiosk (inset) as a two-hour-a-day free bike repair shop.

problems that the Mayor's Office of Economic and Workforce Development, which oversees CBDs, had highlighted in an April 6 letter to the board. The directors asked Hurtado to prepare an action plan for joint projects that they could review monthly. It also asked OEWD to email each board member its prioritized list of projects that need assistance.

To help attract new business to Market Street, Hurtado said he would work with the Tenderloin CBD to create a video tour of Central Market.

OEWD's Lisa Pagan suggested that a list of Market Street vacancies be posted on the CBD's website. ■

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# of art on display

## works by people in treatment

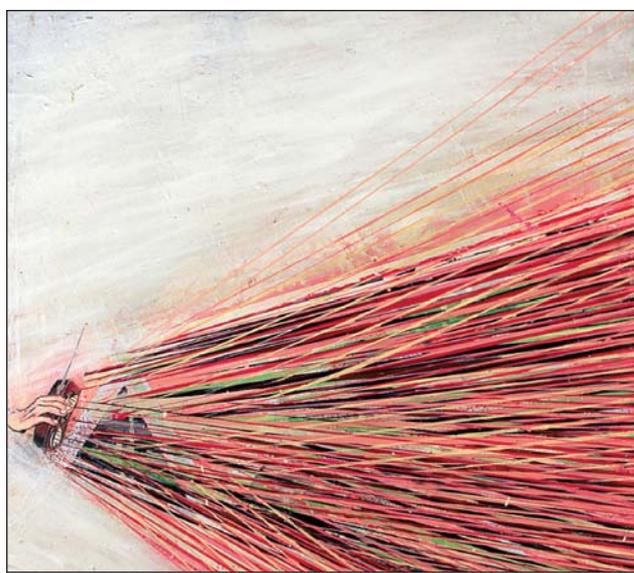
the idea of presenting works by artists in behavioral health treatment.

The 33 chosen for the exhibition, who are among the more than 20,000 adults in the Community Behavioral Health Services system, represent 18 CBHS treatment programs. Swillinger wrote profiles for five artists that are featured in the show, which runs through Aug. 25.

“Study Center is honored to help the Arts Commission mount a show that is as meaningful to the artists as it will be to viewers,” said Geoff Link, executive director of the Study Center.

“But it couldn’t have happened without Heidi and Maria Leach, a CBHS consumer staffer and artist herself, who conceptualized and organized this citywide tribute to the healing power of art.” ■

— CENTRAL CITY EXTRA STAFF REPORT



ram; "Gem," middle, and "Walkie Talkie," right, by Jeff Roysdon, South of Market



"Not Sense Anymore," above, by Anamar, RAMS Adult Outpatient Program

## skyward on a mission of simplicity and fun

Nicoletta, who worked in Milk’s Castro Street shop. Marshall tried to fly it in front of City Hall a year ago May 22 — Milk’s birthday — but the wind was too violent. He’s 6-foot-6, but rail-thin, and it took a second person on the string to battle nature. So he disassembled the leviathan and stored it. This year he took aloft a small version.

Marshall is practically giddy about discovering recently that phone book pages make great kite material. And they’ll carry recycled names heavenward. Meanwhile, inspired by Claus Oldenburg, who, he says, “exalted the common,” he’s sketching and painting new

subject matter on his kites: hand tools, fishing lures, gasoline cans and other ordinary items.

Marshall flies kites at U.N. Plaza, where the “vortex of winds” heightens “the kite’s dance,” but above the building tops wind slams a kite back toward earth, amusing passers-by, the street people he knows and idlers clutching brown paper bags. All call him “Kiteman,” an identity he embraces. He sees himself as “a bit of a wind god,” not so great as Zephyrus, the Greek god of the west wind, but in Z’s company.

On occasion Marshall sells a kite. May 13, during the Art in Storefronts opening, a couple in Hospitality House’s Market Street storefront

asked him how much he wanted for one. “Whatever you think,” he said. They gave him \$40. Once, at a Hospitality House fundraiser, his Helen Keller kite went for \$450 to a couple with a disabled daughter.

Marshall has already achieved a measure of immortality: A likeness of him flies a kite atop the Boyd Hotel, one of 300 characters in the neighborhood’s major mural across the street. And he’s a supporting voice in Paige Bierma’s 20-minute film, “A Brush with the Tenderloin,” which captures the impact that creating the big mural had on the community.

Marshall’s forever seeking the satisfying scratch for his artistic itch. Recently, he went to a library book sale with \$1.01 in his pocket. Something caught his eye — a hardback volume of “Gone with the Wind.” He snapped it up for \$1. After he reads it, guess where those pages are going? Soon the image of Vivien Leigh as Scarlett O’Hara may be flying high above the city. ■



**Marshall** can be seen flying a kite as one of 300 characters in Mona Caron’s mural across the street from the Boyd Hotel on the exterior walls of a former hard-core porn movie theater.



PHOTOS BY TOM CARTER

the skeleton, and, last, cuts and attaches the tail for the finished kite.



# COMMUNITY CALENDAR

## SPECIAL EVENTS

**Art in Storefronts Artist Talk and Art Walk**, Wed., June 15, 6-8 p.m., the luggage store, 1007 Market St. Twelve artists talk about how their works relate to the neighborhood's culture and history, followed by a walk to the sites. Art in Storefronts is a program of the San Francisco Arts Commission. Info: [sfartscommission.org/CAE/category/art-in-storefronts/](http://sfartscommission.org/CAE/category/art-in-storefronts/)

**San Francisco Arts Market**, 2011 launch, U.N. Plaza, June 16, 11 a.m.-4 p.m., and every Thursday thereafter. Outdoor market for independent vendors to sell their arts, crafts and services, as well as a venue for food, live music, dance and other performance, and a public space for workshops. A partnership project between the Mayor's Office of Economic Workforce and Development and Independent Arts & Media. Info: [artsmarketsf.org](http://artsmarketsf.org).

**41st annual S.F. Pride Parade**, Sun., June 26, kicks off at 10:30 a.m., Market & Beale streets and ends at Market and 8th St. Other Pride events throughout June: film and dance festivals, art, races, ceremonies, parties, family activities and more. Info: [sfpride.org](http://sfpride.org).

## COMMUNITY: REGULAR SCHEDULE HOUSING

**Supportive Housing Network**, 3rd Thursday of the month, 3-5 p.m., Dorothy Day Community, 54 McAllister. Call: 421-2926 x304.

**Tenant Associations Coalition of San Francisco**, 1st Wednesday of the month, noon, 201 Turk St., Community Room. Contact Michael Nulty, 339-8327. Resident unity, leadership training.

## HEALTH AND MENTAL HEALTH

**CBHS Consumer Council**, 3rd Monday of the month, 5-7 p.m., CBHS, 1380 Howard St., room 537. Call: 255-3695. Advisory group of consumers from self-help organizations and other mental health consumer advocates. Open to the public.

**Health & Wellness Action Advocates**, 1st Tuesday of the month, 5-7 p.m., Mental Health Association, 870 Market St., Suite 928. 421-2926 x306.

**Healthcare Action Team**, 2nd Wednesday of the month, 1010 Mission St., Bayanihan Community Center, 11 a.m.-12:30 p.m. Focus on increasing supportive home services, expanded eligibility for home care, improved discharge planning. Light lunch. Call James Chionsini, 703-0188 x304.

**Mental Health Board**, 2nd Wednesday of the month, 6:30-8:30 p.m., City Hall, room 278. CBHS advisory committee, open to the public. Call: 255-3474.

**National Alliance for the Mentally Ill-S.F.**, 3rd Wednesday of the month, 6:30-8:30 p.m., Family Service Agency, 1010 Gough St., 5th Fl. Call: 905-6264. Family member group, open to the public.

## SAFETY

**Neighborhood Emergency Response Team Training (NERT)**. Central city residents can take the S.F. Fire Department's free disaster preparedness and response training at neighborhood locations. [www.sfgov.org/sfdnert](http://www.sfgov.org/sfdnert), or Lt. Arteseros, 970-2022.

**SoMa Police Community Relations Forum**, 4th Monday of the month, 6-7:30 p.m. Location varies. To receive monthly email info: Meital Amitai, 538-8100 x202 or [mamitai@iisf.org](mailto:mamitai@iisf.org).

**Tenderloin Police Station Community Meeting**, last Tuesday of the month, 6 p.m., police station Community Room, 301 Eddy St. Call Susa Black, 345-7300. Neighborhood safety.

## NEIGHBORHOOD IMPROVEMENT

**Alliance for a Better District 6**, 1st Wednesday of the month, 6 p.m., 230 Eddy St. Contact Michael Nulty, 820-1560 or [sf\\_district6@yahoo.com](mailto:sf_district6@yahoo.com), a districtwide improvement association.

**Central Market Community Benefit District**, board meets 2nd Tuesday of the month, Hotel Whitcomb, 1231 Market St., 3 p.m. Information: 882-3088, <http://central-market.org>.

**Friends of Boeddeker Park**, 2nd Thursday of the month, 3:30 p.m., Boeddeker Rec Center, 240 Eddy St. Plan park events, activities and improvements. Contact Betty Traynor, 931-1126.

**Gene Friend Recreation Center Advisory Board**, 3rd Thursday of the month, 5 p.m. Board works to protect SoMa resources for children, youth, families and adults. Gene Friend Recreation Center, 270 Sixth St. Information: Tim Figueras, 554-9532.

**North of Market/Tenderloin Community Benefit District**. Full board meets 3rd Monday of every other month, 5:30 p.m., 134 Golden Gate Ave., 292-4812.

**SoMa Community Stabilization Fund Advisory Committee**, 3rd Thursday of the month, 5:30 p.m., 1 South Van Ness, 2nd floor. Info: Claudine del Rosario 749-2519.

**South of Market Project Area Committee**, 3rd Monday of the month, 6 p.m., 1035 Folsom St. Health, Safety and Human Services Committee meets monthly on the 1st Tuesday after the 1st Monday, 1035 Folsom, noon. 487-2166 or [www.sompac.com](http://www.sompac.com).

**Tenderloin Futures Collaborative**, 3rd Wednesday of the month, 11 a.m.-noon, Tenderloin Police Community Room, 301 Eddy. Presentations on issues of interest to neighborhood residents, nonprofits and businesses. Information: 928-6209.

**Tenderloin Neighborhood Association**, 2nd Friday of the month, 842 Geary St., 5 p.m. Nonprofit focuses on health and wellness activities to promote neighborly interactions. Info: [tenderloinneighborhood@yahoo.com](mailto:tenderloinneighborhood@yahoo.com).

## SENIORS AND DISABLED

**Mayor's Disability Council**, 3rd Friday of the month, 1-3 p.m., City Hall, room 400. Call: 554-6789. Open to the public.

**Senior Action Network**, general meeting, 2nd Thursday of the month, 9 a.m.-noon, Universal Unitarian Church, 1187 Franklin St. Monthly programs, 965 Mission St. #700: Senior Housing Action Committee, 3rd Wednesday, 1:30 p.m. Call for health program and Senior University: 546-1333 and [www.sfsan.org](http://www.sfsan.org).

## DISTRICT 6 SUPERVISOR

Jane Kim

[Jane.Kim@sfgov.org](mailto:Jane.Kim@sfgov.org), 554-7970

Chair of Rules Committee, member of Budget & Finance Committee and Transportation Authority

Legislative Aides: Matthias Mormino and Viva Mogi

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Learn more about the CMCBD's Board of Directors Meetings and Committees, and how you can get involved.

**415 957 5985 | [www.central-market.org](http://www.central-market.org)**

**CMCBD Board of Directors Meetings**

Second Tuesday of Every Month, 3-5 p.m.,  
Hotel Whitcomb, 1231 Market Street, Second Floor

The Central Market Community Benefit Corporation (CMCBC) is a non-profit, 501(c)(3) community-based organization formed in 2006 to provide programs and services to improve the quality of life experienced in the public realm of San Francisco's Central Market Community Benefit District (CMCBD)

## OBITUARIES

### SYBIL ANN HALLEY Always smiled, loved animals

Sybil Halley would have loved her memorial April 15 because the dozen mourners who jammed the small Listening Post room on the Ambassador Hotel's mezzanine had nothing but good things to say about her helpful, happy nature and love of animals.

A friend who frequently watched movies with her said she was a cheerful person who constantly sang and hummed to herself. Her favorite films were animal documentaries. She had a cat and sometimes reminded visitors how to behave around the cat, especially not to disturb it.

"She knocked on my door at midnight and handed me a feather," said one man. "I think her heart was too big for her little body."

"She was a very nice person, a good caring person, but some people made fun of her because of her habits," said Horace Thomas,

who knew her when she lived in the Mission in the 1970s. Thomas visited her occasionally and said he was going to help her clean her room but never got around to it.

Ms. Halley died in the hospital April 4 of a blood infection. She was 56.

"I took notice of her right away because she was so frail," said one mourner. "She wasn't healthy and just kept heading in the same direction, never complaining."

"I gave her a coat," said another. "She thanked me every day after that."

Ms. Halley lived at the Ambassador for three years. She had five children, her friends said, including a daughter who visited her.

"She was formerly homeless," said Jackie Mollitor, a social worker. "She loved living here and told me that every time I saw her. She always had a smile."

A friend at the hotel took her cat. ■

— TOM CARTER



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