



# EDIA

## EXCELSIOR DISTRICT NEWS

THE VOICE OF THE RESIDENTS

A PUBLICATION OF THE

EXCELSIOR DISTRICT IMPROVEMENT ASSOCIATION

Founded in 1942 – Incorporated in 1962



### Cresta Auto

At our May meeting, Paul O’Driscoll, the new owner and prospective developer of the former Cresta auto supply site at Mission and Seneca made a presentation covering his plans for the location. The current proposal is to develop 61 condominium units at the 5050 Mission Street location along with 7,000 sq. ft. of commercial space and 80 parking spaces. The plan calls for the building to be 6 stories in height. Set backs for the sixth floor and a reduction in height as the structure comes closer to the existing low rise resi-



dential units on the southwestern portion of Seneca are among the devices the developer plans to use to mitigate the effects of the substantial height of the development and its variation from the height of other buildings in the vicinity. The development would contain 1 and 2 bedroom units and include 9 “affordable” units as prescribed by city law. The project is to include extensive landscaping at the street level and provision of a 650 square foot common room to be made available to local community groups. The proposal was generally well received by members at the meeting who voted to express their support via a letter to the planning commission to help move the project forward. The membership welcomed the willingness of the developer to consult us early in the application process, to answer questions with apparent forthrightness and to address some of our concerns in his initial proposal.

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### Congratulations!

To Angelique Mahan., long term member of the EDIA and most recently our second vice-president on her election to the Executive Committee of the Coalition of San Francisco Neighborhoods, an organization comprised of many the city’s neighborhood non-profits.

# EXCELSIOR

## DISTRICT NEWS

Volume:02-Issue: 9

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June 2007

### Traffic Calming Update

At our May meeting, Phillip Louie of the San Francisco City Department of Parking and Traffic, made a presentation on the new, "traffic calming" program about to be implemented over the next several months in the Excelsior. The construction element of the plan is the result of a planning process involving many months of public meetings, studies, hearings, public notices, etc. The presentation at the EDIA meeting was informative and the plan, process, construction and funding are well described at the website:

<http://www.sfmta.com/cms/ocalm/36270.html>

The construction will involve speed bumps, sidewalk extensions into the street, entry pillars and a variety of other devices with names apparently beloved of traffic engineers and possibly poets, e.g. bulbouts, chicanes, chokers, diverters, speed humps, but otherwise mildly incomprehensible.

If you have an interest in learning more about the plan or the terminology or if you become curious when the jackhammers interrupt your weekday tranquility, the website might bring some clarity. We applaud Mr. Louie for running an open, well communicated process that appears to represent a thoughtful, reasoned approach to reduce some of the problems that vehicular traffic presents on our residential streets.

### 4441 Mission Update

Questions have arisen regarding the status of 4441 Mission Street, the former B&B machine shop and adjoining lots, for which a variety of development proposals have been suggested over the past several years. As of this time, we are unaware of any changes to previously approved plans or the city's approval of them. However, we were advised by the planning department that should the developer wish to proceed with construction on other adjacent lots in which he may have an interest and for which approval had not previously been given, he would be required to provide an additional "affordable" unit. This pursuant to an interpretation of the city code provided by the Zoning Administrator.

### The Excelsior Library

If you haven't visited the "new" Excelsior library in recent times, you may want to check in on some of the interesting and varied programs happening there. Homework help, introductory adult computer classes, children's storytime, chess, movies and crafts are among the many activities now occurring at our library. An attractive room for community groups may be reserved as on an as available basis.

A "culture salon" has been nurtured by our wonderful librarian, Terry Gwiazdowski, which in recent months has included programs on the geology of the bay area given by EDIA's own Patty DeVlieg and a reading by famed poet and local resident, Diane di Prima. These events were well attended and enthusiastically received. Unfortunately, a District Eleven poetry event, scheduled for the library, which was to include cash prizes for entrants and a public reading had to be cancelled due to lack of submissions. Apparently the Excelsior is a place where you sometimes quite literally can't give away money!

Difficulty communicating across the many different communities that constitute the Excelsior, lack of a local newspaper, language diversity, and other factors pose particular problems and a continuing challenge for anyone trying to reach a broad spectrum of the neighborhood as do the library staff. We salute our librarians for their efforts and achievements in making the library an attractive, interesting and welcoming environment.

### EDIA ELECTIONS

At our meeting scheduled for June 26th at 7:00 pm, at 45 Santa Rosa, the regular annual elections for the officers, board of directors and trustees of the Excelsior District Improvement Association will be held. All current officers, trustees and board members whose terms are expiring have been nominated for re-election. In addition a long-term regular at our meetings, Linda Harwood, has been nominated for election as Trustee. Nominations were made at the May meeting. Dues in the amount of \$15. for the fiscal year commencing June 1 are payable as of June 1. Dues may be paid at the meeting or they may be mailed to: EDIA (see page 7). Dues must be current for eligibility to vote. EDIA dues have not changed since our incorporation in 1962. Membership applications are contained in our newsletter and may be downloaded from our website:

<http://excelsiorsf.org/>



**Cotter & Mission - one subject intersection**

## Pedestrian Safety - On going Efforts

In reviewing recent newsletters from Captain Chignell of Ingelside Station, we note the increase in enforcement actions for pedestrian related vehicular violations, particularly for failure to yield, and the Captain's articulated desire to be responsive to the priorities of the community. The Captain has recently been describing regular enforcement actions, including those using police decoys, concerning vehicular failure to yield to pedestrians. The phenomenal citation rate resulting from these pedestrian decoy operations seems to indicate the severity of the problem and the effectiveness of the decoy operation as one enforcement tool. We recognize the many competing demands that can be placed on the officers of Ingelside Station and that we have neither the expertise or information to judge wisely the optimum use of police resources. However, any stroller on our streets cannot avoid noting the regular and egregious violation of pedestrian rights by motorists. We therefore applaud the Captain and his officers for their willingness to provide resources for the enforcement of pedestrian safety violations, and hope that this can be a sustained effort.

A safe, walkable neighborhood is a prime ingredient of most of our visions of what constitutes an attractive urban environment and we support all efforts to make crossing a street in the Excelsior or riding a bicycle less of a hazard. The high rate of violations by drivers suggest that enforcement alone will likely not solve the problem but may have a substantial impact over time. A police officer in-law recently mentioned that he was taught that vehicular violation of pedestrian rights requires a three pronged

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Cresta Auto continued from page 1

The developer described the long period of time required to obtain an initial review by the planning department. This project is of a size, height and cost that presumably is without precedent as a private development in the recent history of our neighborhood. It reflects city policies on land use, transportation, etc. about which some of us are familiar but most are probably unaware. The Mission corridor in the Excelsior has up to now consisted primarily of low rise, one, two and three story structures. If you are interested in the form that future development will take, you may want to attend relevant meetings of the EDIA, EAG and/or other local groups where local development issues are discussed. At our meeting, this developer agreed to supply his plans to us in digital form and when we receive them, we will post them to our website: [http:// excelsior.org/](http://excelsior.org/)



**Pocket Lint**

effort: enforcement, engineering and education. He was taught this in Los Angeles in 1954! We are seeing more enforcement and engineering in the neighborhood. Perhaps education is another component that could be expanded, as well as possible changes in law. A car can readily become as lethal

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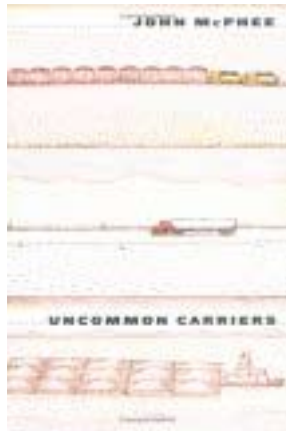
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June 2007



The July meeting will be Wednesday, July 25 at 7 PM, at 210 Lisbon Street (cross-street Excelsior)

Our July reading will be "Uncommon Carriers" by John McPhee (2006, non-fiction, 248 pages).



This book is about people who drive trucks, captain ships, pilot towboats, drive coal trains, and carry lobsters through the air: people who work in freight transportation. John McPhee rides from Atlanta to Tacoma alongside Don Ainsworth, owner and operator of a

sixty-five-foot, five-axle, eighteen-wheel chemical tanker so highly polished your could part your hair while looking at it. He goes "out in the sort" among the machines that process a million packages a day at UPS Air's distribution hub at Louisville International Airport. He travels up the "tight-assed" Illinois River on a towboat pushing a triple string of barges, the overall vessel being "a good deal longer than the Titanic." "Uncommon Carriers" is classic work by McPhee, its prose distinguished, as always, by the author's warm humor, keen insights, and rich sense of human character.

**The Book Club will be on summer vacation for the month of August.** Over our summer break, we will be reading two non-fiction works relating to contemporary issues of life in the Middle East for discussion at our September meeting: (1) "I saw Ramallah" by Mourid Barghouti

(2001, 208 pages): a Palestinian poet's memoir of returning to the West Bank after 30 years of exile); (2) "Reading Lolita in Tehran" by Azar Nafisi (2003, 284 pages): a group of women meets secretly in the author's Tehran home to study great Western literature).

## 2007: Excelsior Book Club Readings:

**June:** "Assassination Vacation" by Sarah Vowell  
**May:** "The Piano Tuner" by Daniel Mason  
**April:** "The Jane Austen Book Club" by Karen Joy Fowler  
**March:** "When The Emperor Was Divine" by Julie Otsuka  
**February:** "Bel Canto" by Ann Patchett  
**January:** "The Confessions of Max Tivoli" by Andrew Sean Greer

## 2006 Excelsior Book Club Readings:

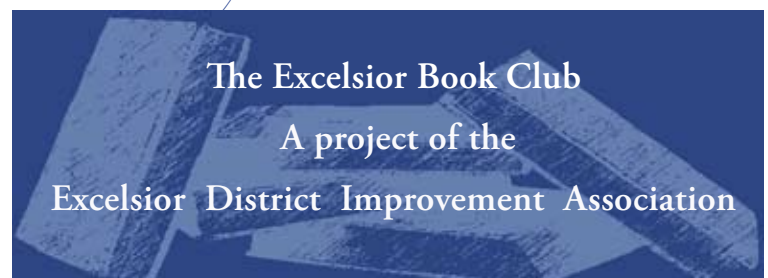
**December:** "Ballad of the Whiskey Robber" by Julian Rubinstein  
**November:** "The Inheritance of Loss" by Kirin Desai  
**October:** "On Beauty" by Zadie Smith  
**August – September:** "The Italian Secretary" by Caleb Carr  
**July:** "Garlic and Sapphires" by Ruth Reichl  
**June:** "The Geographer's Library" by John Fasman  
**May:** "The Secret Lion" by Chris Gortner  
**April:** "The Peace War" by Vernor Vinge  
**March:** "The Curious Incident of the Dog in the Night-Time" by Mark Haddon  
**February:** "Carter Beats the Devil" by Glen David Gold  
**January:** "The Kite Runner" by Khaled Hosseini

Don't be shy if you've missed prior meetings! We are eager to meet you and share in your insights.

Looking forward to seeing you at the July 25th Meeting! You can check the EDIA website for the latest information:

<http://www.excelsiorsf.org>

^^^^^^ *Patty*



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you can know when your line will arrive. In the Excelsior, these signs are placed along 14 and 49 lines in Mission Street shelters at Silver/Trumbull, Brazil/San Juan, and Geneva Avenues. The photograph shows the sign at Mission and San Juan. If you have web access, you can also get a prediction from the comfort of your home by linking to [www.nextmuni.com](http://www.nextmuni.com) and requesting an arrival prediction for the particular line and bus stop you are interested in. If you have a web enabled cell phone, you can get the prediction on your phone.

## MUNI has new arrival prediction signs

Transit Riders – Look for the new bus arrival prediction signs Muni has installed citywide in bus shelters along trolley lines. These “NextMuni” signs predict trolley arrivals at the bus stop, so that

Right now the NextMuni system is up and running for all Muni’s rail and trolley lines. By the end of the summer the system will be extended to all the motor coach lines as well, which will include the 29, 52, 54, 43, 44, 88 and 9X lines serving the Excelsior. Check it out!



## Do you recognize this location?

Picture Mission Street heading south from Bosworth, headed over what is now the 280 freeway.

At the time this picture was taken, around 1930, the viaduct crossed Alemany Creek.

The poster shows a 40-line streetcar pausing on the Mission Street Viaduct on its run from San Francisco to San Mateo.

This is a beautiful black & white image from the archive of the San Francisco Municipal Railway. 22x28 inches.

\$14.95 per poster Available from the Market Street Railway website at:

<http://www.streetcar.org>



Mission Street Viaduct • San Francisco Municipal Railway

# EXCELSIOR DISTRICT NEWS

Pedestrian Safety Continued from page 3

an instrument as a firearm when it is misused and the consequences of misuse should be substantial, especially when repeated. Presumably we will have to look to our elected officials if education is to be expanded and legal changes are to be implemented.

To read the Captain's newsletters, follow the links on our website, <http://excelsiorsf.org/>, to the Ingleside Station website, and click on the "go to newsletter" entry. Monthly community meetings are held at Ingleside station by Captain Chignell and local police officers make frequent presentations at our monthly EDIA meetings. If you have a concern relevant to our local officers, you will generally find them surprisingly open to your views if you communicate these to them. So we extend our thanks to the officers of the Ingleside for these and there many other efforts. Below are quotes from Captain Chignell's recent newsletters concerning the "decoy" operations.

From the April 20th 2007 Newsletter:

Members of the Ingleside Police Station conducted another pedestrian "sting" at Mission and Maynard on Monday, April 16, 2007. The operation was supervised by Sgt. James Miller. The decoy pedestrian was Officer Michael Walsh with enforcement by Officers Jose Lopez, Jude Rand and Glenn Ortega. Twenty citations were issued in one hour for drivers failing to yield to a pedestrian in the crosswalk. Some of Officer Walsh's attempts to get across the crosswalk were harrowing, with drivers narrowly missing him in the middle of the crosswalk.

From the April 6th 2007 Newsletter:

This morning, Friday, April 6, 2007, members of the Ingleside Station conducted a pedestrian "sting" on Mission Street at Richland and Mission at Highland. The decoy pedestrian was Officer Joan Cronin. Enforcement officers were Jean Etcheveste, Glenn Ortega and Jose Lopez. Supervising the operation was Sgt. James Miller. From 9:00 am to 11:00 am twenty-six (26) traffic citations were issued for violating a pedestrian right of

## EDIA Officers and VIPs

President Jackie Wipf

email: prezjack@jackiejack.com

Vice President Patty DeVlieg

2nd Vice President Angelique Mahan

Sergeant at Arms John Consiglierie

### Board of Directors

Leo Martinez Robert Katz

Trustee

Jean Carroll

way in a crosswalk. Many of the violations were harrowing with vehicles narrowly missing the decoy officer as she gingerly tried to cross Mission Street inside the crosswalk. At the end of the operation, a local resident tried to solicit the decoy officer for an act of prostitution. She declined and the suspect was arrested. The sting operation was directly in response to residents who complained that they had been risking lives when trying to cross Mission Street.

From an email on June 18th from Captain Chignell's Office:

On Thursday, June 14, 2007, for two hours in the morning, Ingleside Police Officers, led by Officers Marion Campion-Healy and Jean Etcheveste, conducted a "pedestrian" sting operation at Mission and Cotter. Fifty-six (56) citations were issued to drivers who failed to yield to pedestrians in the crosswalk.



June Book Club met at Mama'

# What and Where is EDIA?

We are a non-profit neighborhood organization working for civic improvement and the general welfare of our district and the city of San Francisco.

**From the Newsletter Editor:** We welcome your comments and submissions. If you have articles, photos or other art work you would like to submit, or comments or suggestions please call R. Katz at (415) 586-6014 or e-mail:

ediasf-info@yahoo.com

## EDIA Meeting & Location Information

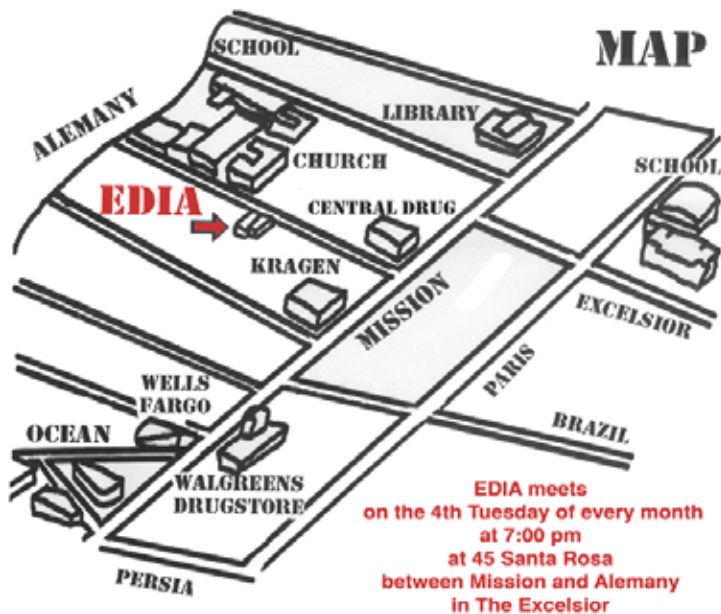
We meet on the 4th Tuesday of every month  
7:00 p.m. at 45 Santa Rosa Street - see map below

Meetings are scheduled now for:  
**June 26th and July 24th**

In case you are unaware --The EDIA has a new website:

<http://excelsiorsf.org>

The site is up and running but in its early development stage. We hope to gradually expand it. Stay tuned. Many thanks to Julian Cash, and Sonja Norwood for the design, administration and hosting of our new web home.



# EXCELSIOR DISTRICT NEWS

**It is easy to join or renew your EDIA membership. Just fill out and clip this coupon; then enclose it with a check or money order for \$15.00 made out to EDIA**

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

San Francisco, CA 94112 or if different fill in changes below

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

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Send it to

Excelsior District Improvement Association

P.O. Box 12005

San Francisco CA 94112-0005



# EXCELSIOR DISTRICT NEWS

## EXCELSIOR DISTRICT NEWSLETTER

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email: [ediasf-info@yahoo.com](mailto:ediasf-info@yahoo.com)

## Come join us!

We welcome new, old, and middle period residents of the neighborhood to show up at our regular monthly meetings, contact us at the various numbers, P.O. boxes, addresses, e-mail addresses, etc. specified in the newsletter and website and communicate your concerns, priorities, questions, memories, criticism, hopes, aspirations, and so forth concerning the neighborhood. Most of us recognize the special qualities of this district along with its problems, including the lack of involvement of residents in its civic life and the deleterious effects that has had on aspects of our community. Consider taking a small step to remedy that, if you have not already done so, by joining with your neighbors as members of the EDIA. We are not political and at this point rely for our modest funding almost exclusively on member dues. Our activities, including this newsletter, are the result solely of volunteer efforts.

Membership information is on page 7.

## Upcoming Excelsior Events

Jerry Day, the unique Excelsior musical event and homage to our native son is scheduled for August 5, 2007, noon to 6:00 at the beautiful Jerry Garcia Amphitheater in McLaren Park. Information at the Jerry Day website: <http://www.jerryday.org/>

The Fifth Annual Excelsior Festival is scheduled for Sunday, September 23, 2007. Location is Persia and Mission. Now accepting applications for vendors, artists and entertainers. See the website: <http://www.excelsiorfestival.org/home.htm> for more information or call the EAG at 415-585-0110.



**EDIA**

P.O. Box 12005  
San Francisco, CA 94112-0005

PLACE STAMP  
HERE