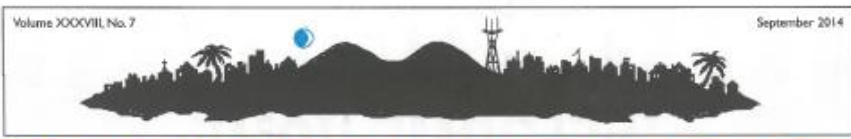




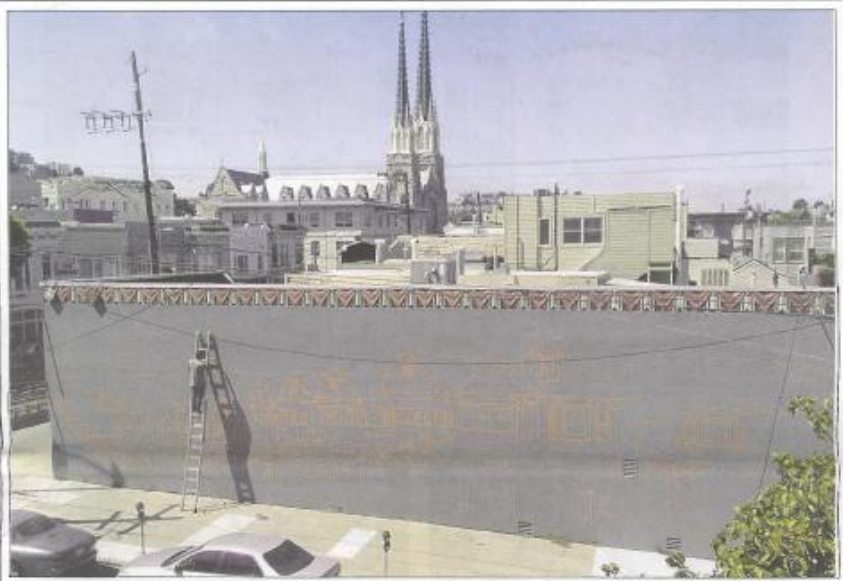
THE NOE VALLEY VOICE

By Heather World

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Wall Art for All: Artist Aron Goldbaum finished this mural on the south wall of Cardio-Tone at 1747 Church St. on Aug. 1. See Runners, page 33, for a closer look. Photo courtesy Aron Goldbaum

AIA House Tour Reveals Noe Moderns
We're Not Just About Victorians Now

By Carrie M. Anders

She didn't have a garage on her hand-to-park street in Noe Valley. The living room in her bungalow was practically on top of the sidewalk, and over the years, the 1968 cottage had suffered some clumsy renovations.

So the owner, a research scientist who has lived in the neighborhood for 13 years, set out to refresh and enlarge her residence on Noe Street.

Three years later, the home has been transformed into a contemporary jewel that will be open for viewing during the 2014 San Francisco Living: Home Tours.

The house is one of 10 San Francisco residences—four of them strikingly modern.

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Room with a View: Visitors to the AIA's San Francisco Living House Tours Sept. 20-21 will have a chance to see the interiors of 10 designer homes, including this beauty on 37th Street near Douglas Park. Photo: Annette Design/Cesar Kato

Stoplight Proposed For Cesar Chavez And Church

Trains Would Gain Speed, But Would Cars Join the Race?

By Heather World

Transit planners are proposing to replace the four-way stop at the intersection of Cesar Chavez and Church streets with a traffic light. The goal? To speed up the J-Channel.

"Having to come to a complete stop and start up again all takes time," said Cathal Hennessy, who is managing the

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Passing Memorial: Artist Jack Freeman left a legacy of brightly colored landscapes, including this pairing called Pink Fence.

Master Jack

An Artist Who Painted the World, One Sky at a Time

By Paul Reibinger

Whenever I would see Jack Freeman driving around Noe Valley, on his way to or from one of his innumerable 24th Street rendezvous, I would note his wild white hair and think: That is what Beethoven might have looked like if he'd driven an old Volvo.

Jack wasn't Beethoven, of course. He was a painter, not a composer. And while Beethoven terrified people just by stepping out the door, Jack was the picture of controversy. Although he spent the last half-century of his life in San Francisco

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City Scouts Out Car-Share Spots
Residents Reluctant to Give Up Curb Space

By Heather World

Two parking spots on streets in Noe Valley have been reserved for car-share vehicles as part of a citywide experiment to increase car-sharing. Still, neighborhood resistance to other proposed locations may stall the drive for more.

One of the proposed spots, on the

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Car-Shares: Two More for the Road

(CONTINUED FROM PAGE 1)

south side of 23rd Street west of Church Street, has been reserved for City CarShare, the 13-year-old service with six current locations in Noe Valley. The other, on the north side of 24th Street east of Sanchez, has been designated for

Local Car-Share Rides

Car-share organizations have different packages depending on how often you plan to use the service. Below is a price comparison for the least committed car-share driver. Plans become more economical the more you use the service.

City CarShare

One-time application fee of \$25, then \$60 annual fee plus vehicles starting at \$7.50 per hour. Vehicles range from small Fiats and Minis to cargo vans. According to its website, City CarShare currently has six off-street pickup locations in Noe Valley, including the Walgreen's parking lot at Castro and Jersey streets.

Zipcar

One-time application fee of \$25, then \$60 annual fee plus vehicles starting at \$4.50 per hour. Vehicles range from Golfs and Nissan hatchbacks to cargo vans. The Zipcar website shows six off-street locations in Noe Valley, including several spots with more than one vehicle.

Getaround

Getaround is a peer-to-peer car-sharing service: car owners rent out their cars, set the rental price, and net a 60 percent commission. There are no applications or annual fees. The average hourly rate for cars in San Francisco is \$8, according to the company's media relations department.

A quick search for vehicles near Noe Valley netted 247 choices, including a sporty BMW3 for \$11 an hour, a Toyota Tacoma pickup for \$15 an hour, and a Smart for \$6 an hour.

—Heather Wolfe

Getaround, a company that allows car owners to rent out their own vehicles.

The spaces are part of the Car Sharing Policy and Pilot Project, an effort by the San Francisco Municipal Transportation Agency to reduce urban congestion. The agency will reserve up to 450 on-street parking spaces around the city for qualifying car-share organizations.

The SFMTA hopes better access to car-share vehicles will convince residents to rely less on personal cars—not replacing their old ones or buying new ones—thereby creating more parking overall.

"We're interested in finding ways to get the most out of the curb in a city that is getting more and more crowded," said Andy Thornley, who is managing the two-year project for the SFMTA. "It's a really great way potentially to optimize parking."

Some Spots Rejected

That may be true, but opposition to the plan was fierce in City Hall hearings and local chat rooms this summer, with some residents accusing the SFMTA of privatizing public space and others objecting to the use of individual spots in front of their homes or businesses.

Others thought the program was poorly conceived.

Car-share vehicles are expected to be rented out most of the time, said David Brodwin, a Noe Valley resident since 1989, citing the city's report on an earlier, smaller pilot program. "That means, most of the time the designated parking spaces will be unused."

"Why would we want to clog up scarce parking spaces that are going to be mostly empty?" he asked.

Brodwin said he supports car-sharing, but sees better alternatives, like having car-share companies lease space in parking lots or offering smart-phone technology that allows users to pick up and drop off shared cars in non-dedicated locations.

"Then you could have one-way car service as well, so the whole system becomes more valuable for the residents and doesn't obstruct parking space nearly as much," he said.

But There's Support, Too

"I think it makes sense in the bigger picture," said Patch Kessler, who grew up



Car-share spots at the curb, like this one on Bosworth Street in Glen Park, will soon be tried out at two locations in Noe Valley—on 24th Street near Sanchez and on 23rd west of Church Street. Photo by Heather Wolfe

in Noe Valley and visits often. "This would make more efficient use of vehicles."

Clipper Street resident Paul Mason agreed.

"It doesn't sound like many spots to take from on-street parking," he said. "It seems like a positive to me."

Thornley said the ubiquity of car-share vehicles should convince some households to shed their personal cars, thereby freeing up parking. He cites UC Berkeley studies and the results of a mini pilot program started in San Francisco in 2011.

Still, he called the project "a tough sell."

"These are counterintuitive assertions," he said.

Earlier this year, the project received environmental clearance to use 900 of the city's 275,000 parking spots. Three car-share agencies—City CarShare, Zipcar, and Getaround—met the city's requirements for participation, and Thornley asked each to designate 150 spots, with some restrictions.

Brent O'Brien, the member experience director for City CarShare, said pilot or not, his organization looked for places where demand would be high.

"Good places for car-sharing are places where parking is hard," he said.

For each proposed spot, the companies were required to knock on the doors of the fronting and adjacent properties and talk to the affected neighbors.

"Almost all the [spots] have been moved a few times as we've talked to folks," Thornley said.

Slow Rollout

The proposed locations have been going through the hearing process in waves since May. Initially, 21 spots were proposed for Noe Valley, 16 of which have gone through the hearing process.

Depending on the feedback, the spots are then put before the SFMTA's board of directors, which so far has approved 170 spaces, including the two in Noe Valley. Striping the location takes about a month following approval, Thornley said.

The pilot is scheduled to expire August 2015. Meanwhile, car-sharing companies will collect data on each car, including how often it is used and how many unique users it attracts.

They also will survey their members at the beginning and end of the pilot to gauge the effect of the on-street spaces.

"Given the short turnaround, this pilot isn't likely to show dramatic changes about how many cars your neighbors have," Thornley said. He said a pilot that measured 200 spaces for at least a year would yield adequate data for evaluation.

"I am seriously thinking of going back to the board and asking to push out that sunset date another six months or perhaps another year," he said, adding that he wouldn't make that decision until July 2015.

No More in Noe?

Thornley said some of the fiercest outcry against specific locations had come from Noe Valley, with many critics saying families in single-family homes wouldn't avail themselves of car-shares.

Given the opposition this summer, Thornley and the car-share organizations may not propose any more pilot spots in the neighborhood, he said.

"It would be a shame if we didn't bring as much of an array of opportunities to neighbors to test it out," he said, but added, "There's no reason to force it if there's controversy and reluctance." ■