

# THE NOE VALLEY VOICE

## Artist Vows to Keep Repainting Gaza Mural

Provocative Message Brings Range of Responses

By Matthew S. Bajko

Over the last eight months, a mural that Palestinian American artist Chris Gazaleh painted on a Noe Valley storefront to protest Israel's war in Gaza has been repeatedly defaced. At times, the graffiti has been Islamophobic; at other times, antisemitic.

In May, someone drew swastikas on the faces of two Palestinian figures depicted in the mural, on the building at 4018 24th St. They also scrawled in black ink above the figures' heads, "Kill Jews 4 Allah."

An earlier incident saw someone write "Stop Hate" on the mural. Another time, someone splashed white paint over a family depicted in the mural looking up at a falling bomb.

Gazaleh, who lives in the Mission, has repainted the artwork each time it has been defaced. In June, he said he had repainted it at least half a dozen times since the start of the war, triggered by the Oct. 7, 2023, surprise attack on Israeli settlements by Hamas militants.

"It is hard to keep track. [The graffiti]



**Sunset Over Noe:** The skies, like this one from June of several years ago, were cinematic last month, luring hikers to balcony seats on Bernal Hill. Photo by Najib Joe Hakim

has happened many, many times," Gazaleh said. "Sometimes I don't even say anything. I just fix it."

Gazaleh was invited to paint the mural by Samir Salameh, who lives in the building, which Salameh's family owns. As the *Voice* reported in its March issue, Salameh has been working to open a Palestinian restaurant in the ground-floor space, previously occupied by La PanotiQ Bakery. (It closed in 2017.)

Each time the mural has been dam-

aged or graffitied, Salameh has been the one to file a report with the police, Gazaleh said. Salameh did not respond to the *Voice's* inquiries about the latest incident, and a spokesperson for the San Francisco Police Department in late June had no news of any arrests or other developments related to the mural defacements.

Rabbi Gedalia Potash, of Chabad Noe Valley on Cesar Chavez Street,

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## Trade Secrets of A Tech Survivor

Sharon Gillenwater Tells How She Built and Sold a Multi-Million-Dollar Business

By Jeff Kaliss

The story in Sharon Gillenwater's new book, *Scaling With Soul*, is right there in the subtitle: *How I Built and Sold a \$25 Million Tech Company Without Being an A\*\*hole*.

And now that it's been two-and-a-half years since that tech company sale, and a few weeks since the publication of the book, Gillenwater can allow herself to sit down at the Valley Tavern, a few blocks from her home, and share some of that story.

Gillenwater had gotten used to the fast and lucrative lane, but she hadn't always been there. "I'm not the tech person you'd expect," she asserts, taking a sip from her cocktail. "I didn't go to an Ivy League school. I didn't have wealthy parents—my parents didn't even go to college!"

She'd grown up in San Diego County and had gone to UCSD, waiting tables in nearby

Del Mar and later writing for *San Diego Magazine*.

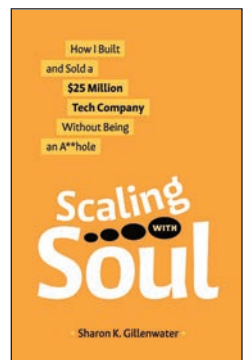
"I got some really nice mentors on my first couple of jobs," she reflects. "They really led with kindness and empathy and didn't take themselves too seriously." She channeled these qualities when she became a consultant to big tech companies.

While still in San Diego, Gillenwater met a fellow freelance writer and UCSD alumnus, Andrew Keeler, who impressed her as "the kindest person I'd ever met. And I can tend to be not so kind, so he pulled me in the right direction. I get upset about injustice going on in the world. I get very angry and emotional."

Keeler and Gillenwater got married, moved to Noe Valley in 1997, and four years later acquired their current home on 26th Street, where they raised their two sons, Carlos and Felix.

Gillenwater worked two jobs, learning more about the tech companies she consulted for and their dependence on venture capital. Keeler "was one of the first people to do online banner ads, back in the '90s. He had a thriving business prior to the crash of 2000."

But departing from typical gender roles, he also took on the job of attending to household needs and scheduling and transporting the kids to activities at Miraloma Elementary School. "Occasionally, I would have to do those things, and I'd screw them all up," his



## A Peek Into Places for Short Stays in Noe

Airbnbs and Classic B&Bs—They'd All Love to Have You

By Kit Cameron

As the summer fog rolls in, it's a pretty sure bet you are going to be getting visits from family, friends,

friends of family, and maybe even family of friends. Hopefully, by now, you have discovered that there are some delightful local alternatives to the futon on the living room floor.

Before there were online travel platforms, there were bed and breakfast accommodations in Noe Valley, every-

thing from a "spare room" in someone's home to a small "inn" near Dolores Park. The retired owner of the latter, Bernie Vielwerth, says, "I still miss it. I get letters from guests."

In those days, would-be guests telephoned the hosts directly. Now they start their journey tapping into the vast online marketplace known as Airbnb.

And how does that work for hosts and guests?

"I love hosting. I love giving parties. It's nice to have this sense of community," enthuses Airbnb "super host" Kruthika (last name withheld by request).

Kruthika has been renting a guest suite in her family home "a block from Noe Café" for a year and a half. "There are lots of moms out there who have a huge gap in their lives after kids are grown. I looked at the regulations and applied for a permit. I could build up a business in the house with a separate entrance to make it a B and B."

She says she gets a fair amount of support from host platform Airbnb.com, with which she lists space downstairs in the home. "It has been quite lovely," she says. "We attract a certain kind of people with my write-up." More specifically, she adds, "we are not attracting a party kind of people."

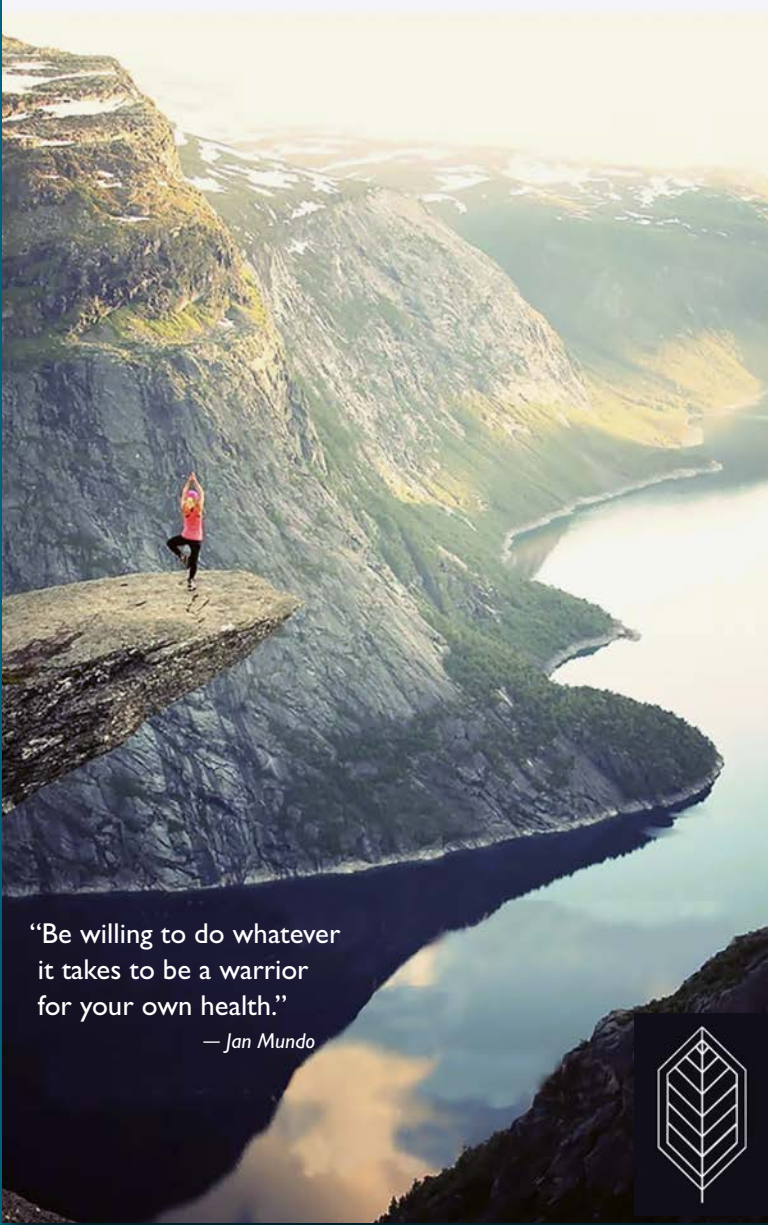
Her guests are respectful. "Lots of

CONTINUED ON PAGE 11



**A Vintage Welcome:** Sheila Rubinson Ash, proprietor of Noe's Nest on Guerrero Street, has been hosting in San Francisco for more than 30 years. Photo by Kit Cameron

CONTINUED ON PAGE 9



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— Jan Mundo



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**THE NOE VALLEY VOICE**

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**THE CARTOON BY OWEN BAKER-FLYNN**



**LETTERS  
66 CENTS**

**Grassroots Action in Your Grasp**  
Editor:

On vacation in May in the Washington, D.C., suburb I grew up in, I got to ride my great nephew and niece to elementary school on a “bike bus,” which is a group of adults and children all biking together in the morning. It was great fun and included donuts and coffee for parents in the schoolyard. It was entirely bucolic.

As all the students entered the school entrance shepherded by teachers, which last happened with my daughter 15 years ago, I flashed on the elementary school shootings like Sandy Hook, Uvalde, etc., and the shooters who breached these same types of entrances to shoot, injure, and kill children with

rapid-fire weapons. And I worried for the young family members with whom I had just biked to school.

The Republican majority dominating the U.S. Supreme Court then in June overturned even the most paltry step toward responsible gun safety. They ruled that an existing ban on machine guns did not cover “bump stock” devices [which attach to semi-automatic weapons to make them fire like machine guns]. Bump stocks were what led to America’s worst mass shooting. Firing from a Las Vegas hotel window in 2017, a single gunman used such devices to kill 60 people and wound over 400 in less than an hour.

This is one reason you see me and other local volunteers monthly at the Noe Farmers Market raising money for six swing state groups that are part of Noe’s Action-SF.com fundraising this year. We’ve already reached \$25,000 of our \$60,000 goal, \$10,000 for each group. We’ve also recently hosted fundraising parties in Bernal for a

Central Valley group, PoderLatinX.org, and we’ve written almost half of our goal of 6,000 postcards to voters in swing states.

If you see yourself in any part of this story, please contact us through our website or at ActionSFTeam@gmail.com.

Charles Spiegel, member, Action-SF

**LETTERS TO THE EDITOR**

THE VOICE welcomes your letters to the editor. You may write the *Noe Valley Voice*, P.O. Box 460249, San Francisco, CA 94146, or send an email to editor@noevalleyvoice.com. Please include your name and contact information. (Anonymous letters will not be considered for publication.) Be aware that letters may be edited for brevity or clarity. We look forward to hearing from you.

**CRIME SNAPSHOT DATA**

**Noe Valley Incident Reports January 2023 – May 2024**

Incident Type	Jan23	Feb23	Mar23	Apr23	Jan-Apr23	May23	June23	July23	Aug23	Sep23	Oct23	Nov23	Dec23	YTD23	Jan24	Feb24	Mar24	Apr24	May24
Larceny/Theft	32	17	21	15	85	34	30	35	27	26	34	39	24	334	32	31	42	42	49
Burglary	11	10	13	13	47	7	19	25	20	23	21	20	5	187	19	19	16	14	13
Malicious Mischief	3	4	9	9	25	4	16	13	10	8	11	11	7	105	3	8	11	6	9
Motor Vehicle Theft	15	10	14	10	49	10	20	27	17	15	11	12	12	173	8	11	11	5	15
Assault	7	3	8	2	20	5	3	2	4	2	1	5	7	49	3	4	4	3	5
Robbery	1	0	3	0	4	1	4	2	3	1	3	2	2	22	2	1	1	0	1
Other Misc.	5	5	6	5	21	0	3	1	4	3	3	7	11	53	3	5	5	6	20
Fraud	3	3	1	0	7	3	6	2	5	6	2	5	1	37	4	4	3	4	3
Family D.Violence	1	2	0	1	4	1	0	0	0	1	0	1	0	7	3	0	3	0	4
Vandalism	1	1	1	0	3	1	1	2	0	0	0	0	2	9	1	0	0	0	0
<b>Totals</b>	<b>79</b>	<b>55</b>	<b>76</b>	<b>55</b>	<b>265</b>	<b>66</b>	<b>102</b>	<b>109</b>	<b>90</b>	<b>85</b>	<b>86</b>	<b>102</b>	<b>71</b>	<b>976</b>	<b>78</b>	<b>83</b>	<b>96</b>	<b>80</b>	<b>119</b>

Source: Dataset titled “Map of Police Department Incident Reports: 2018 to Present” at Data.sfgov.org/Public-Safety/Map-of-Police-Department-Incident-Reports-2018-to-/jq29-s5wp. This dataset includes police incident reports filed by officers and by individuals through self-service online reporting for non-emergency cases. Disclaimer: The San Francisco Police Department does not guarantee the accuracy, completeness, timeliness, or correct sequencing of the information, as the data is subject to change as modifications or updates are completed. The *Noe Valley Voice* gathered the **May 2024 data on June 20, 2024.** “Noe Valley” on the SFPD’s digital map is bounded by 21st Street, San Jose Avenue/Guerrero Street, 30th Street, and Grand View Avenue/Diamond Heights Boulevard. *Noe Valley Voice*, July 2024

**CRIME  
SNAPSHOT**

**Police Blitz Leads to Shoplifting Arrests**

There was a spike in incidents reported in Noe Valley in May, according to data culled from the SFPD’s digital Map of Police Department Incident Reports 2018 to Present. In the 10 categories that the *Voice* tracks monthly, the neighborhood saw an almost 50 percent increase in incident reports, with the total number rising from 80 in April to 119 in May. Most of the incidents were property

crimes classified in three categories: Larceny/Theft, Motor Vehicle Theft, and “Other Miscellaneous.”

Shoplifting accounted for a large share of the incidents in both the Larceny/Theft and Miscellaneous categories. (In fact, there was some overlap of incidents, since the same event might have generated different or multiple charges.) The shoplifting numbers even outpaced vehicle thefts and burglaries.

There were 18 shoplifting incidents among the 49 thefts in Larceny/Theft, compared to 15 smash-and-grab thefts from cars (in the same category).

Police apprehended five suspects in the shoplifting incidents, 15 of which occurred in the vicinity of Castro and Jersey streets. In one of the local incidents, occurring Wednesday, May 29, at

7:45 p.m., police reported, “Officers arrested two prolific retail thieves and recovered \$3,800 worth of stolen make-up during a blitz operation at a pharmacy store,” most likely the Noe Valley Walgreens, it being the only drugstore in the area. The two suspects, identified as 19 and 24 years old, each had outstanding warrants, police said.

The department’s press release, dated May 31 (see sanfranciscopolice.org), noted, “SFPD has arrested hundreds of suspects in recent months during these blitz operations, in which uniformed and plainclothes officers wait to arrest criminals inside a partner business.” It also invited “any business that would like to participate in a blitz operation” to contact the San Francisco Police at sfpd.retailtheft@sfgov.org or leave tips

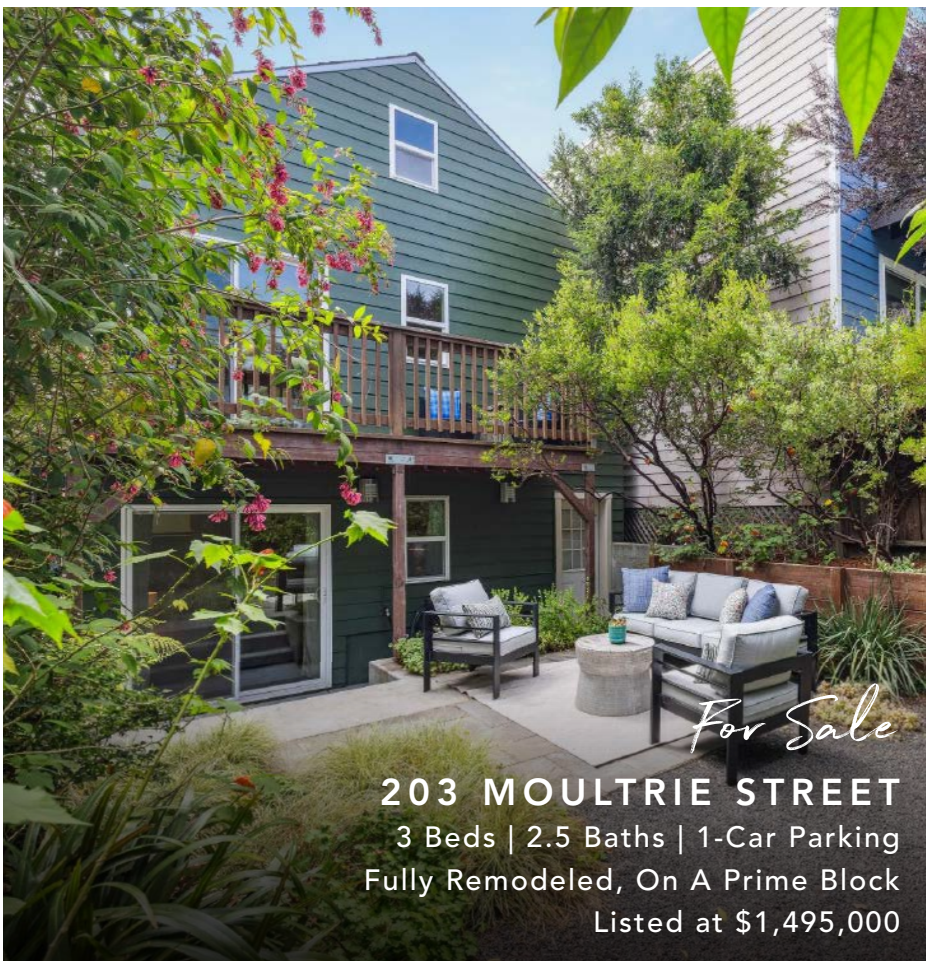
on active cases at 415-575-4444.

Three other shoplifting incidents occurred at businesses in the Diamond Heights Shopping Center on Diamond Heights Boulevard, which is included in the dataset for “Noe Valley.”

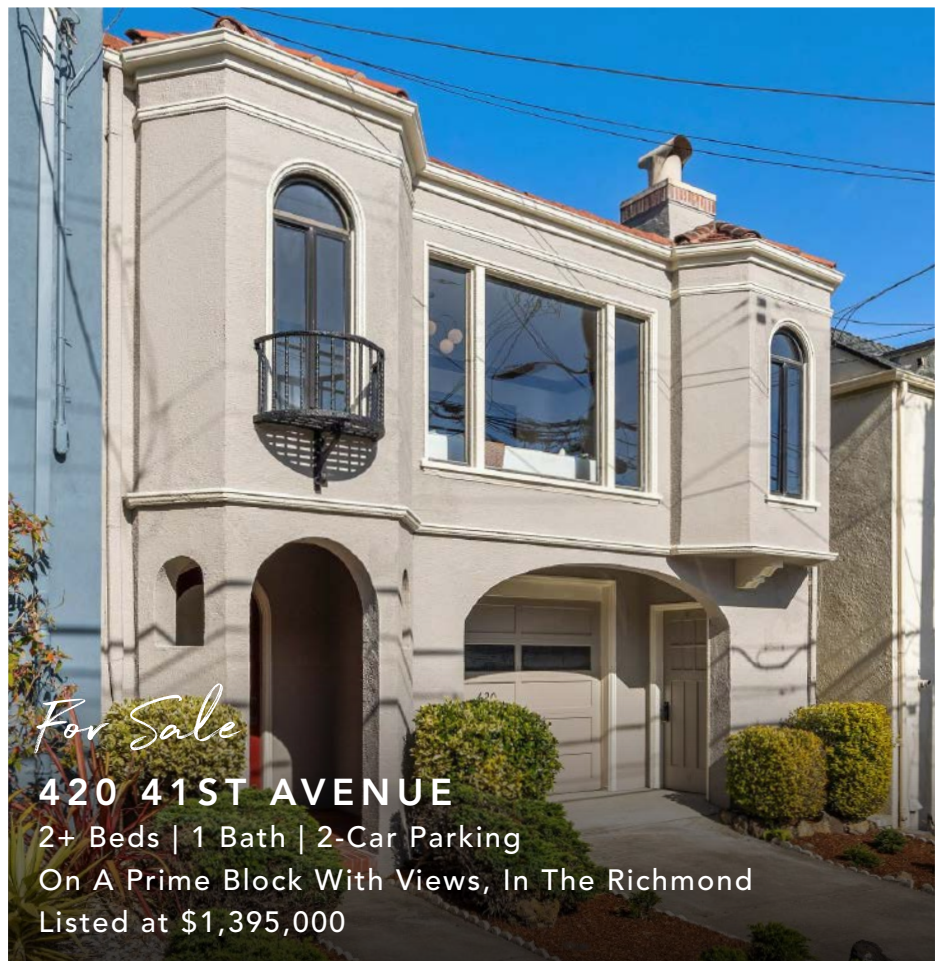
Meanwhile, the number of stolen vehicles rose from five in April to 15 in May—all cars except for one truck. In addition, burglars targeted 13 buildings, one fewer than a month earlier. Among the 13 were six residences, three businesses, and two homes under construction. Police also recorded five assaults, one robbery, and four domestic incidents in which offenders had violated restraining orders.

The *Voice* collected the SFPD’s digital data for May on June 20, 2024.

—Corrie M. Anders and Sally Smith



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**Nina Pohl, nee Lipney, 1940–June 2024**

A San Francisco dweller since the age of seven, Nina was born at Queen of Angels Hospital in Los Angeles.

A student at Roosevelt and Washington High Schools, she edited the school paper and tread the boards, receiving the WHS Senior Drama Award and a Pasadena Playhouse scholarship. Cinematic cast maven, cherished mother, loyal friend, trusted coworker, and secretary extraordinaire. Real estate baron, fearless partner, devoted wife, sports car enthusiast (stick only), blue cheese connoisseur (St. Agur preferred), and internationally recognized authority on Paris, after 23 visits.



A Douglass Street homeowner since '71, whether in her Honda Accord, Alfa Spider, or Fiat 500, she (safely) sped along, and shopped 24th Street on most days. But she missed Little Bell.

After eight-plus decades of entertaining strangers, cooking up a storm, educating both officers and civilians alike, traveling the world, crocheting a mountain, and raising choruses of laughter from all along the way, Nina passed so very peacefully from our world in mid-June.

She is survived by her husband, Frank, and her daughter, Shayna. Laid to rest on June 18, among family and friends, at Eternal Home Cemetery, Colma.

**WHO TO CALL AT CITY HALL**

NVV 7/2024

San Francisco Information Line <a href="http://www.sf311.org">www.sf311.org</a> . . . . .	311 or 415-701-2311
Burned-Out Streetlights, city owned (wooden poles call PG&E) . . . . .	311
District 8 Supervisor Rafael Mandelman, <a href="mailto:mandelmanstaff@sfgov.org">mandelmanstaff@sfgov.org</a> . . . . .	415-554-6968
District 8 Community Safety Liaison . . . . .	<a href="mailto:Dave.Burke@sfgov.org">Dave.Burke@sfgov.org</a>
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Homeless Services Street Outreach Services (SOS) medical care . . . . .	415-355-2250
Lost or Injured Animals Animal Care and Control . . . . .	415-554-6364
Mayor's Office of Neighborhood Services <a href="http://sfmayor.org">sfmayor.org</a> . . . . .	415-554-7111
NERT (SFFD Neighborhood Emergency Response Teams) . . . . .	415-970-2024
Parking Enforcement DPT Dispatch . . . . .	415-553-1200
PG&E Gas or electrical issues . . . . .	1-800-743-5000
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Rent Board San Francisco phone counseling . . . . .	415-252-4600
Sewer Problems, Overflows . . . . .	415-695-2096
SFMTA or Muni Call 311 or email <a href="mailto:MTABoard@sfmta.com">MTABoard@sfmta.com</a> . . . . .	415-701-2311
Tree Planting <a href="mailto:urbanforestry@sfdpw.org">urbanforestry@sfdpw.org</a> . . . . .	415-554-6700
24th Street Community Benefit District (Noe Valley Association) . . . . .	415-519-0093
Water Leaks, Water Pressure . . . . .	415-554-3289

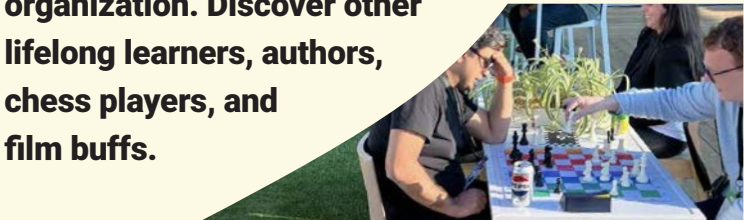
"I look to the future because that's where I'm going to spend the rest of my life."  
—George Burns, actor and comedian (1896-1996)

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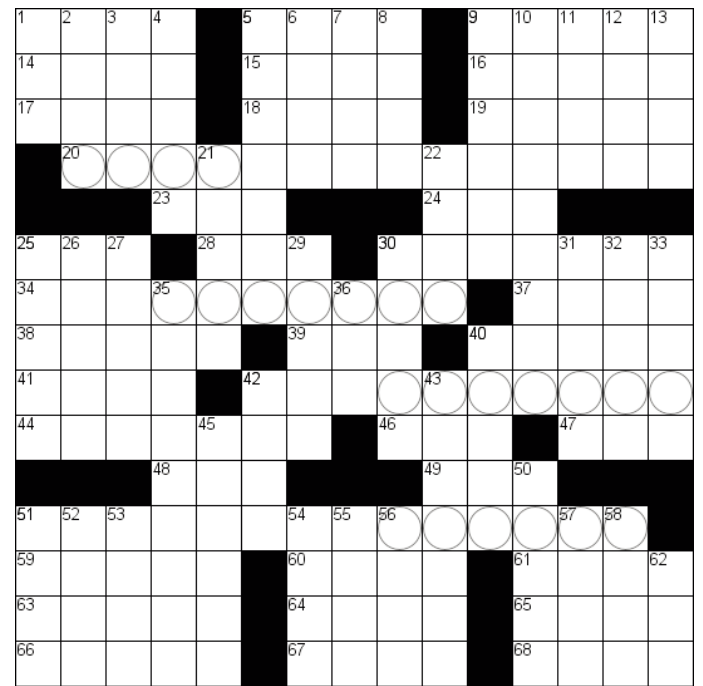


**THE CROSSWORD BY MICHAEL BLAKE**

**Avian Antics**

**ACROSS**

- 1. Longtime newsstand on 24th
- 5. Hooters (the real ones)
- 9. "Forever" buy
- 14. Eponym of a Chinese place on Church
- 15. Bread at Noe Indian cuisine
- 16. Commuter train type
- 17. Mama's mama
- 18. Threesome
- 19. Largest artery
- 20. Bookshop on Chenery Street
- 23. To be human?
- 24. Police blotter abbr.
- 25. Bering, e.g.: Abbr.
- 28. Toupee
- 30. Clipper card, for one
- 34. Onetime Irish bar and restaurant on Valencia Street
- 37. \_\_\_ were (seemingly)
- 38. Like goods at When Modern Was
- 39. Business card abbr.
- 40. O. Henry specialty
- 41. 4, on some old clocks
- 42. Tattoo parlor on Church Street
- 44. Saltine brand
- 46. Noe Valley \_\_\_: massages on 24th
- 47. Farm female
- 48. Total (up)
- 49. Batteries for some remotes
- 51. "Organ lounge" near where Valencia meets Mission
- 59. Ignited a second time
- 60. Old phone feature
- 61. Keep \_\_\_ (continue)



- 63. *Dancing With the Stars* winner \_\_\_ Anton Ohno
- 64. Queen \_\_\_: many Valley Victorians
- 65. Low-cal
- 66. Brand retired by Panasonic in 2012
- 67. Have a powwow
- 68. Exam for a future atty.

**DOWN**

- 1. Laphonze Butler or Alex Padilla: Abbr.
- 2. Part of U.A.R.
- 3. \_\_\_ Cooper car
- 4. Frighten
- 5. Canada's most populous province
- 6. Tip off
- 7. \_\_\_ an egg (flopped)
- 8. Nose-in-the-air type
- 9. Pants
- 10. Disassembled
- 11. Hundred \_\_\_ adornment
- 12. Giant Cain who pitched a perfect game
- 13. City planner's map
- 21. Sci-fi hero in a Disney TV reboot
- 22. French waters
- 25. *Blondie* or *Cathy*
- 26. *A League of \_\_\_ Own*
- 27. Lace again
- 29. "\_\_\_ while they're hot!"
- 30. Swindles
- 31. Stick out like \_\_\_ thumb
- 32. Tendon
- 33. Green Twig job
- 35. Predominantly
- 36. *Waking \_\_\_ Devine* (1998 film)
- 40. Asimov or Newton
- 42. Vallee or Giuliani
- 43. Uniform adornment
- 45. "Same here"
- 50. Knack
- 51. Refrain syllables
- 52. Air filter acronym
- 53. Gazillionaire Musk
- 54. *Savage of Mythbusters*
- 55. Queue
- 56. Mr. Peanut's stick
- 57. Big name in elevators
- 58. "It's \_\_\_ here!": Kuiper home-run call
- 62. Noe Valley \_\_\_ Company on Church

July 2024 Noe Valley Voice  
Solution on Page 21  
Find more Crosswords at [www.noevalleyvoice.com](http://www.noevalleyvoice.com)

# Gaza Muralist Undeterred by Taggers

CONTINUED FROM PAGE 1

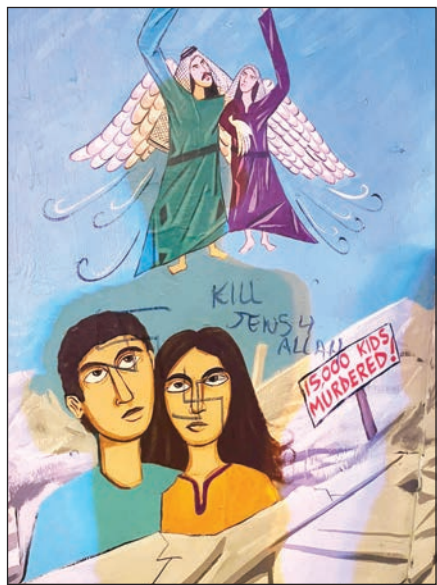
said his synagogue's buildings had been spared in the most recent vandalism. (In an incident in 2021, Chabad's preschool had been hit with antisemitic graffiti, prompting Potash to contact the FBI.)

Nevertheless, Potash said, the mural and whoever has been defacing it have been making the local Jewish community feel "pretty uncomfortable," targeted and unsafe.

"It is really something that doesn't belong in a peaceful neighborhood in a city based on tolerance and security for all of its citizens," he said. "We are known as a safe haven. The Jews should feel safe here too."

Potash said he had been told the police would view this kind of tagging as a hate crime.

"Sometimes these things [the mural's message] can be perceived as being, and as just expressing, an opinion. With time, we have seen what kind of sentiments they evoke and reactions we get in the community. The swastikas on the mural and things like that are good examples," he said.



An unknown person or persons scrawled swastikas and other antisemitic graffiti on Chris Gazaleh's war protest mural the night of May 14. Photo courtesy Adam Isaacson

Noe Valley resident Todd David, who is Jewish, said while he respects Gazaleh's right to free speech, he feels the mural has been divisive.

"The mural, whether intended to or not, makes members of the Jewish community feel unsafe and unwelcome in Noe Valley," said David. "It is a one-sided depiction of the war going on in Gaza. Everyone is allowed to have their point of view on it, but it is not telling a whole story. There is no reference to October 7. It is only about Israel's response to October 7."

Another Jewish resident of the neighborhood, Charlie Spiegel, whose law practice is located a block away from the mural, told the *Voice* he didn't mind seeing the mural in what he described as the public town square. He considers the mural as similar in some ways to the political signs he's put up on empty



This shows the mural at 4018 24th St. in late May, a week after artist Chris Gazaleh painted out the hate graffiti and updated his images and war tallies. Photo by Jack Tipple

storefronts over the years.

"The entire Middle East situation is incredibly sad," said Spiegel. "I see this as an expression of the sadness and turmoil and levels of responsibility we all bear and are all trying to figure out."

Earlier this year, Salameh, who moved to the Bay Area from Palestine when he was 2 years old, told the *Voice* the animosity the mural had engendered would not deter him from moving forward with his restaurant plans.

"We need to have diversity and culture and food and acceptance. I have received so much support from the community," said Salameh, whose father owned the Good News newsstand on 24th Street that closed in 2017. "Besides the vandalism to the mural, there has been a tremendous outpouring of support."

Gazaleh said he considers each defacement of his mural to be a hate crime. "They are trying to shut down our voice calling for the ending of a genocide. It is ridiculous anyone would try to go against that," he said. "It is very entitled and says a lot about the people supporting this war against our people. It comes from pure entitlement. They are bombing the most impoverished people in the world."

### War's Deadly Toll

In response to October 7, which killed close to 1,200 people and took several hundred others hostage, Israel launched an air bombardment and ground invasion of Gaza. According to the June 18 tally of the United Nations Humanitarian Affairs Office (OCHA), the war in Gaza has killed at least 37,400 Palestinians.

While Gazaleh has changed the images on his mural as the war has progressed, he has kept its main message: "Stop the Genocide in Gaza Now!" The iteration as of June depicted what Gazaleh described as a brother and sister looking up at their deceased parents aloft in the sky with angel's wings.

Above them is a bomb with "Made in \$ USA" painted on it. Another bomb

is labeled "Lockheed Martin \$\$\$\$\$" and a third with "Boeing War Profiteer." The lettering of the mural drips with blood, as do two teddy bears shown sitting atop the debris.

"The parents are now ascended, so their kids are still there," explained Gazaleh. "It is kind of like a continuing story. The buildings in the background, the cityscape is gone now, so it is now all rubble."

Gazaleh said he plans to keep updating the design as long as the death toll rises and the mural remains on the building.

"I can't really go on without telling more of what is going on," he said. "It is not easy to paint this mural. It is not like I am going to repaint this mural today because it is fun. I don't like to do that or have to do it, but it is needed."

### The Ties That Bind

Gazaleh has deep roots in Noe Valley, with his maternal grandparents moving to the neighborhood in 1958.

He says his grandfather had to leave his home in Haifa in 1948 during the Nakba, or "the catastrophe," when some 700,000 Palestinians fled or were driven from their homes before and after the war that established the state of Israel. His grandmother arrived in the U.S. in her 20s as a Palestinian refugee in 1957.

The couple first lived in the Mission before moving to Noe Valley, said Gazaleh. "She learned how to make corned beef cabbage from her Irish neighbors," he said.

His grandfather is deceased, and his

grandmother now resides in San Bruno. After growing up in Noe Valley, Gazaleh's mother moved to the East Bay after marrying his father.

Gazaleh has Jewish familial ties as well, as his mother's oldest sister is married to an Ashkenazi Jewish man from Brooklyn. He has known his uncle his whole life.

"We love him. He is part of the family," said Gazaleh. "It is not so easy for any Palestinian family, but we don't really care what anybody is. It is all about love and acceptance and character. If you have good character and are a good person, that is all that matters."

### Mural Meant to Provoke

Gazaleh, who has painted major works on walls in the Mission and in other parts of San Francisco, has been accused of using antisemitic tropes in his Noe Valley mural by decorating the bombs with a version of the Israeli flag that swapped out the Star of David for dollar signs.

He says the dollar signs are meant to bring attention to war profiteering and that the mural had no Star of David nor any other images associated with Judaism.

"I am not religious, but I do have respect for people's religions," said Gazaleh. "I don't identify a religion as being bad. I identify the religion as the religion."

He knows his murals will not be appreciated by everyone. They are meant to be provocative, he said.

"They are not meant to make people feel unsafe. It is meant to make people feel uncomfortable. They are meant to shed light on what is happening and keep it in people's eyes and ears. We are a people who deserve just as much dignity as anyone else," Gazaleh said.

### Everyone's Hopes

Spiegel expresses hope the mural will spark more conversations about the community's responsibility in the conflict.

"It is a way to have a discussion," he said.

David is less sanguine.

"If the goal is to bring communities together for a conversation, these types of visuals have the exact opposite effect," he said. "It backs everyone into their corner."

Rabbi Potash said he looks forward to the day when the mural can be updated once again, to reflect an end to the conflict.

"We want peace and harmony for all people. We hope this will be resolved very soon," he said.

"Hopefully, our artist will be able to use his art to depict an image of peace and harmony in the world rather than conflict." ■



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# Yamas!



The recent wedding of NOVY owner Kathryn Gianaras and Brady Knight was the occasion to gather the principals of Noe Valley's premier restaurants for this special photo op in Greece.

From left we have Mike and Kristen McCaffery of Mr. Digby's, NOVY chef Camelo, Kathryn and Brady. Thanks and cheers (yamas) to these loyal Voice supporters.



## Tell-All by Tech Entrepreneur

CONTINUED FROM PAGE 1

wife laughs.

Keeler was also a force in the neighborhood, earning the title of “Mayor of Noe Valley” among the couple’s friends for his participation in local street fairs and holiday caroling, along with get-togethers for mahjong and bocce bowling.

For her part, Gillenwater was a Zumba instructor for eight years. But few of her acquaintances knew she had started one business and was about to start another: Boardroom Insiders, a company that would supply intelligence on the movers and shakers in the tech industry.

“Technology deals were making things bigger and bigger,” she explains. “I was starting to see that around 2005. And my clients would tell me: our salespeople don’t know how to have conversations with CFOs [chief financial officers]. In tech, they’d never had to do that before, because they were selling to other nerds.”

To bolster her clients’ conversational skills, Gillenwater developed an innovative framework and database, including “very detailed dossiers of executives within the Fortune 500 [and] software that would target 200 specific people. Clients could create a group with our tool and see how all these people were connected, what they had in common. I created a very simple product for people to use, and we’d give them a demo and then set them loose.”

### Stumbling Toward Confidence

Having this pay off for her own business was another matter, Gillenwater points out.

“I officially started the company in 2008, but I wasn’t positive that it would go anywhere, because I did really dumb things in how I set it up that a confident person would not do. I took money that I made from my consulting, and I would pay for stuff for my new company and not keep track of it. I had to hire people. Eventually, we had to have a sales team to do demos, and an onboarding team that could hold everybody’s hand and do webinars to show them how to use our product.”

At the same time, she wanted to grow her company in an ethical way. “It’s about caring enough to learn about the people you want to do business with, so you can build authentic, trusted relationships built on common interests,” she writes in her memoir. “When I saw someone excelling, I made sure to acknowledge their achievements before they even knew what hit them.”

A previous startup attempt had failed for Gillenwater because, she says, she’d been dependent on investments from venture capitalists, and “you’re not going to outsmart them. They’ll ask for a percentage of the company, but there will be additional deal terms that will give them more than that much money. Don’t take venture capital if you can avoid it.”

But with Boardroom Insiders, she inevitably “got to the point where I needed to put quite a bit of money into building a proper database, and you have to pay developers to build your website and integrate that database. So Andrew had worked for a guy, Michael Blend, who’d ended up selling his company for millions of dollars. He told me, ‘You should quit your consulting job and focus on this new company.’ And I said, ‘I can’t, I don’t have the money to build the database.’ So he



A crowd gathers at Just for Fun on June 5 to hear Noe Valley friend and neighbor Sharon Gillenwater discuss *Scaling With Soul*, her memoir on creating and selling a one-time startup called Boardroom Insiders.

Photo by Art Bodner

wrote me a check for \$125,000, for 10 percent of the company. And four years later, after my partner Lee Demby had joined, I took another \$75 K from him and two of his buddies. And the rest was funded by revenue. My ‘angel investor’ [Blend] didn’t do too badly. He walked away with more than \$2 million” after the sale of Boardroom Insiders in 2022.

### Eyes on the Prize

While expanding her sales and onboarding teams to 20 employees and by engaging a data-processing team in India, Gillenwater also took on two former Miraloma Elementary moms, Talia Baruch and LindaKay Brown, and had Keeler and their two kids freelancing on weekends.

But all along, she and Demby looked forward to the sale of the company. “I

knew it [keeping the business] was going to decimate my finances, and that’s exactly what happened,” she explains. “I couldn’t pay myself for so long, and even when we started paying ourselves, we were underpaying. I didn’t pay into retirement for over a decade. So I needed to sell, but we were very conscious of the timing.

“Tech was flying high between 2019 and 2021, and we were going gangbusters with the pandemic and everyone buying tech to enable remote work. We were having fun, though. The company doubled in size, and I loved seeing these young kids in the company develop confidence and kick ass. But Lee [Demby] and I knew there was going to be a tech crash. Back in 2019, I’d gotten a little bit of outreach from private equity, sniffing around. So I hired a mergers and acquisitions banker

and ran the process.”

As she writes in the prologue to *Scaling With Soul*, Gillenwater was on a plane home from Demby’s headquarters in South Carolina, where she’d waited fretfully for a deal to be consummated, when her phone pinged with a picture of Demby thumbs-upping her, festooned with champagne emojis. Altrata, a UK-based firm, self-described as “the leader in data and insights on the wealthy and influential,” had acquired Boardroom Insiders for \$25 million. Gillenwater was indeed flying high.

### Back on Earth

In the two years since the sale, she has turned her windfall toward upgrading the family home. “After all those years when we didn’t have enough money to do things, we’ve rebuilt the whole back of the house, redid the backyard, put an apartment in the basement, and my mom has moved in, so we have a multigenerational household! Felix is still finishing up school at San Francisco State. I think he’s going to go into a business similar to what I went into. And Carlos is in kind of a startup company, working directly for the CEO,” Gillenwater says. “My kids grew up watching what I was doing, and learning what the expectations are. And Andrew is looking to set up readings for my book.”

The first reading took place last month at Just for Fun on 24th Street, where *Scaling With Soul* is on sale.

The book is also available on Amazon, and Gillenwater has been leaving copies in free library boxes all over the neighborhood. She’s also developing an online course (see [sharonkgillenwater.com](http://sharonkgillenwater.com)), which will “demystify entrepreneurship and make it more accessible to everybody.”

Gillenwater is also actively coaching other bootstrapping entrepreneurs, particularly women. “I hadn’t realized how rare this is,” she says, “to build a company and sell it, as a woman and without venture capital. It’s true that I never saw a female [investment] banker, a female venture capitalist, or a female private equity person. And that was annoying. But it’s more that there are a lot of high-profile people who act like complete assholes, and it ruins it for the rest of us.” ■



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Photo by Jack Tipple

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## Local B&Bs Allow Guests to Luxuriate

CONTINUED FROM PAGE 1

neighbors want to put their families in when they are visiting,” Kruthika says. “Parents and grandparents come at Christmas. They want to cook a big meal and have a family reunion.”

Also, she notes, “There is a huge international audience who don’t want to stay at the downtown hotels in the Tenderloin.”

Her business allows her to devote a large amount of time to her family and her pet charitable project, the India Rural Development Fund, which runs free schools for children in rural areas. “Graduates of our schools have competed in the Commonwealth Games,” she says proudly.

If you would like to stay with Kruthika, check out her two-bedroom Airbnb listing: Luxury Design Pad in the Heart of San Francisco. A night in October was recently listed at \$545 (including fees but not taxes). She says she is also on Vrbo.com, another popular booking site.

### Stay With an SF Icon

Innkeeper Sheila Rubinson Ash has been holding court for well over 30 years, first at her home on 23rd Street and more recently at 1257 Guerrero St., in a grand old Victorian she calls Noe’s Nest. She describes her eight-room inn as a traditional bed and breakfast serving a morning meal, such as you might enjoy in Europe.

She has furnished and decorated every inch with artwork thoughtfully selected and placed, some valuable, some thrift shop finds.

“This is a collection of things I have

[acquired]. Some are artful, some purposeful. They are an extension of my personality.”

Reflecting her Jewish heritage, a mezuzah hangs on the door of every room. Portraits and photographs of her family cover the walls of the upstairs hall; antique clocks and chandeliers do their duty in keeping time and providing light. An Egyptian throne sits in the entrance hall next to a side table with

elephant-trunk legs.

And that is just inside the front. Guests are invited to enjoy a serene sunny garden, designed by Rubinson Ash’s elder daughter Kendra, or visit the stained-glass-adorned “champagne temple.”

For Rubinson Ash, the connection she makes with her guests is key. “People who travel who want a personal experience come here,” she says. “I

meet people from all over the world.”

She keeps one room as an affordable choice at \$180 a night, but you can also luxuriate in the Sheila Chapeau room for \$325.

### Limits to Protect Rentals

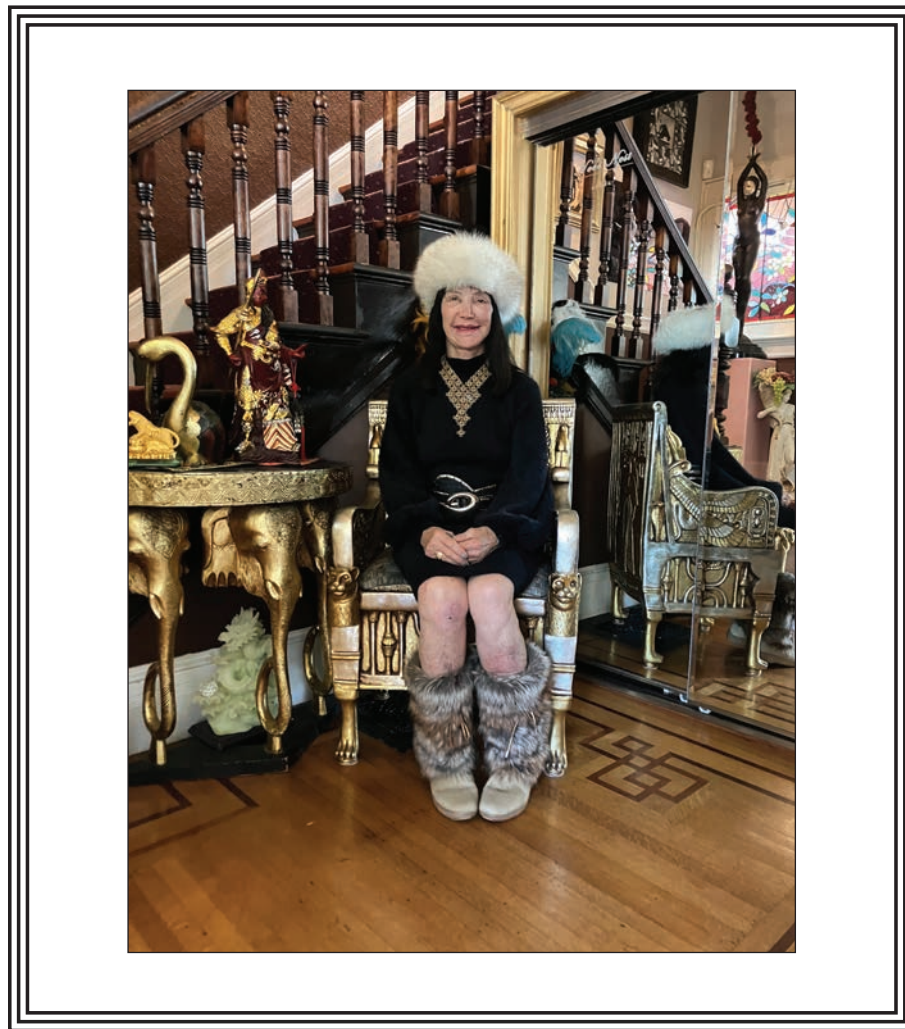
There is a more controversial side to the uptick in residential property being turned into short-term accommodations. Writer Brendan O’Brien noted, in a conversation with Roshan Abraham on the website Shelterforce.org on Feb. 22 of this year, that increasingly, entire houses are rented out by property owners who don’t intend to live there but who are “seeing an investment opportunity and buying that up with the express purpose of housing tourists.”

To prevent that, for many years San Francisco restricted would-be hosts to rentals of no fewer than 30 days. But a new law, instituted in 2015, relaxed the rules to allow one- or two-night stays. Along the way, the internet, specifically travel sites, made booking an almost seamless and frictionless process.

San Francisco law is clear that owners must live on the property if they plan to use it as a bed and breakfast. But if they choose to leave occasionally and rent out their house, they may do so for up to 90 days a year.

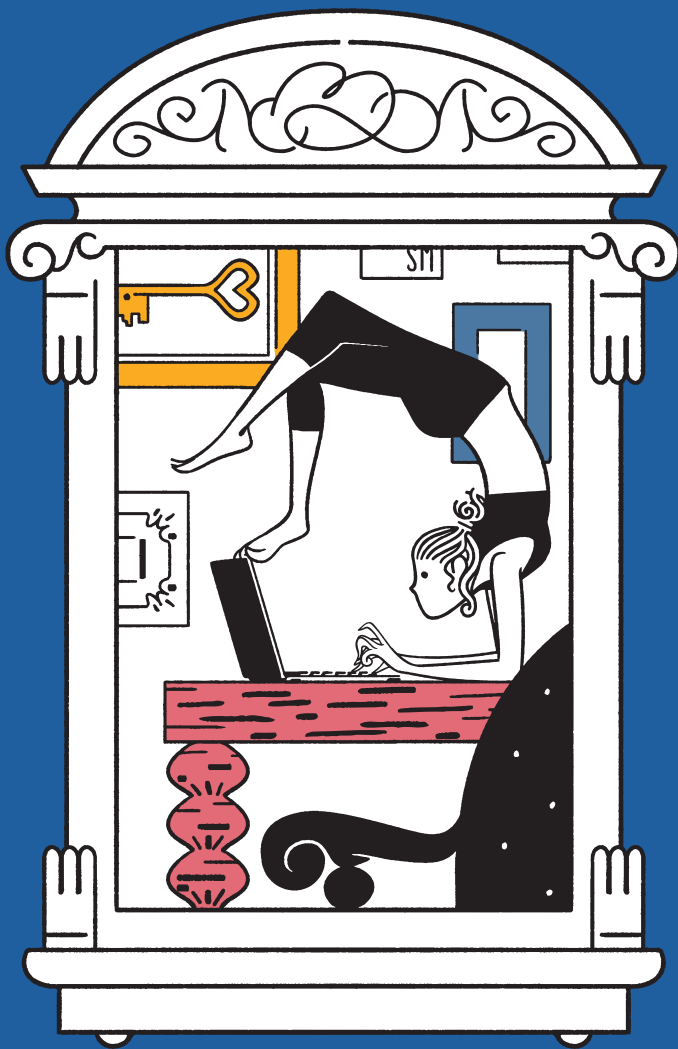
Staying locally in the neighborhood has its charms, but it is not necessarily cheaper than a hotel in the business district. A review of downtown accommodations for a night in October suggested a median price of \$185. In Noe Valley, you can find a queen bed with a shared bath for under \$150, but prices rapidly climb from there to over \$300 for two rooms and four guests.

The amenities, however—helpful host, family dog, smell of coffee on the deck, and short stroll to the farmers market—are priceless. ■



Sheila Rubinson Ash sits amid the splendor in Noe’s Nest, a roost that she’s made into a neighborhood tourist attraction.

Photo by Kit Cameron



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# SHORT TAKES

## Come Together, Right Now

Summer events at the Town Square are heating up. There is nothing like a patch of sheltered sun to help push the foggy blues back over the hill.

Get your move on with Vinyasa Flow yoga on Sundays, July 14 and 28, from 11 to noon at the square, 3861 24th St. Be sure to soften those hard pavers with your own mat. Or shake it up with Rhythm and Motion on Saturday, July 13, from 4 to 5 p.m.

Kick back with guitarist JimBo Trout on Acoustic Sunday, July 7, from 1 to 3 p.m. His high-energy performance includes what he describes as “a gumbo of bluegrass, rock and roll, and honky-tonk” along with jazz and swing. Come early to find a seat.

Noe Valley favorite El Guajiro will return on Sunday, July 14, 1 to 3 p.m. Last year, the band’s mix of Cuban and Latin American rhythms attracted such devotion salsa dancers filled the square.

Sunday, July 21, brings what used to be Heroes Day but is now First Responders Day. The event, from 1 to 3 p.m., celebrates our local firefighters, police, and other first responders. Kids can dress up as heroes, super or regular, and win prizes. Everyone can climb aboard a firetruck or police car—without getting arrested.

Finally, in August, the Town Square promises a community candle-lit swing dance on Saturday, Aug. 10, from 6:30 to 8:30 p.m. Check for updates on the Town Square website: [noevalleytownsquare.com](http://noevalleytownsquare.com).

## Be a Hero and Donate Your Gently Used Books

Former Folio co-owner and staff members Katerina Argyres, Isaiah Scandrette, Andrew McIntyre, and Kit Fitzgerald are working at top speed to realize their dream of a new bookstore in the old Folio space across from Whole Foods Market at 3957 24th St. They have secured a lease and hope to open in late summer or early fall. As for a name, they say, “We are working on branding this lovely new store [and] look forward to sharing it with you!”

At their GoFundMe page (“Save an Independent Bookstore in Noe Valley, San Francisco”), the team is eagerly thanking the many Noe Valleyans who have donated \$85,000 toward the \$150,000 needed to refurbish, stock, and open the space.

In addition, they are broadening their outreach with a weekly book-selling popup at the Noe Valley Farmers Market (3861 24th) on Saturdays from 9 a.m. to 1 p.m., and on Sundays from 10 a.m. to 2 p.m. at the store. You can help by donating gently used books to sell and, of course, by buying what others have donated.

The dreamers are also seeking Bookstore Heroes, individuals who can donate \$5,000 or more to the new business. Heroes get a lifetime gratitude discount off purchases, plus special recognition online and in the new store. Join this elite crowd by sending an email to [noevalleybookstore@gmail.com](mailto:noevalleybookstore@gmail.com).

—Kit Csmeron



Diamond Street artist Lucia Gonnella was among the dozens of artists showing their work at last year’s Noe Valley Art Festival. This fall’s event is Sept. 22. Photo by Sally Smith

## Canvassing for Painters

The neighborhood group Friends of Noe Valley is beyond thrilled that the wildly successful Noe Valley Art Festival will be back for a third year in the Noe Valley Town Square, 3861 24th St., on Sunday, Sept. 22, from 10 a.m. to 4 p.m. Just like the last two years, the festival will be free to the public, with a nominal charge to artists to show their work.

Media will include photography, painting, drawing, multimedia art, ceramics, jewelry, and sculpture. And a boon to the 24 or so artists in the show, sales are fully permitted.

Kids’ activities, in partnership with San Francisco Recreation and Parks, will bring out the artist in the junior members of your family.

If you are an artist, Friends urges you to apply by sending an email to Linda Lockyer at [lindalockyer3@gmail.com](mailto:lindalockyer3@gmail.com).

And, says co-organizer and Friend Peggy Cling, “Not an artist? How about volunteering to help us plan this event? We would love to have you.” The team needs help with setup and breakdown, running kids’ activities, and passing out postcards. Email Lockyer for details.

## Noe Music All Keyed Up

Noe Music co-directors Owen Dalby and Meena Bhasin have been sharing some exciting news with the fans who regularly fill the Noe Valley Ministry for the not-only-classical music series. A truly grand piano is about to take the stage: a nine-foot Steinway Model D Concert Grand, to be precise.

You can hear the new instrument at a benefit concert featuring esteemed pianists Stephen Prutsman, Elizabeth Joy Roe, and Jeffrey LaDeur on Thursday, Sept. 19, at 7:30 p.m. in the upstairs hall at 1021 Sanchez St. Tickets are \$100 and \$150 and are available on the Noe Music website.

Twenty years ago, then-titled Noe Valley Chamber Music purchased a lightly used Steinway Hamburg Model B. The seven-foot piano has been a prominent feature in both sacred and secular music.

Through an “interesting circumstance,” as Bhasin describes it, the opportunity arose to borrow the Model D Steinway for a year and then purchase the roughly \$200,000 instrument. “It is pristine and has not been played much,” she says. “Occasionally, it was played upon by famous musicians.”

The Piano Première & Benefit concert is the opening chord of a fundraising campaign. It is also the prelude to Noe Music’s 32nd season, running from Sept. 29 to May 4, 2025. The Sunday afternoon series promises a “tantalizing mix of local and global stars,” including pianist Jon Kimura Parker, violinist Gilles Apap, and *Stride and Ragtime*

artist Aaron Diehl. A special highlight will be the Dec. 1 showing of Buster Keaton’s *The General*, accompanied by live music by Prutsman and the Telegraph Quartet. A Golden Ticket entitles you to eight concerts for the price of seven, plus the Piano Benefit. Find out more at [noemusic.org](http://noemusic.org).

## Art to Hear, Feel and Smell

Vision-impaired Noe Valley artist Jerry Kuns is one of a number of Bay Area artists who explore the ways in which art can be seen through touch and other senses. He’s also one of the organizers of the upcoming Fully Tactile Exhibition.

The show, at Jettison Creative, 47 Adachi Way in San Francisco, will include over a dozen artists who draw inspiration from the question: How can art be experienced beyond sight?

Expect to touch works by ceramic artist Justin Kiene, wire “doodler” Diane Komater, celebrity fashion stylist Sadé Cole, costume artist Susan Roemer, and sculptors Stephanie Metz and Spike Milliken.

The exhibition runs July 24 to July 28, Wednesday through Friday from 3 to 8 p.m., and Saturday and Sunday from noon to 4 p.m. For information, go to [jettisoncreative.com](http://jettisoncreative.com) or email [fully.tactile.art.exhibition@gmail.com](mailto:fully.tactile.art.exhibition@gmail.com).

## Block Party Needs Volunteers

There is plenty to hear, see, and do at Upper Noe Recreation Center, at 295 Day St., this summer. For starters, there is live music in the playground every other Saturday, 10 a.m. to noon, featuring such performers as Mike Ruffo (July 13), Matt Jaffe (July 27), B Street Express (Aug. 10), the Leafs (Aug. 24), and Isa and Isidor (Sept. 7).

But excitement is also building for



Singer-songwriter Matt Jaffe plays July 27 at Upper Noe Rec Center’s Concerts in the Park series. Photo by LC Saenz

the event of the year, the Upper Noe Block Party, on Saturday, Sept. 21, from 11 a.m. to 3 p.m.

Hosted by Friends of Upper Noe Recreation Center, the free fest will include everything from martial arts and participatory dance demonstrations to music performances by local bands, kids’ activities, and art, food, and information booths, circling the grass at the park, located at 295 Day St., between Church and Sanchez streets.

If you’d like to help plan or volunteer at the event—cleanup heroes are particularly wanted!—email [info@uppernoerecreationcenter.com](mailto:info@uppernoerecreationcenter.com). If you are a school, business, or community group that would like to reserve a table, do the same.

Oh, and if you’d like to meet some of the people already involved, attend the next gathering of Upper Noe Neighbors. It’s on Wednesday, July 17, at 7 p.m. in the rec center auditorium.

To get a preview, visit [uppernoeneighbors.com](http://uppernoeneighbors.com) or send an email to [hello@uppernoeneighbors.com](mailto:hello@uppernoeneighbors.com).

This month’s Short Takes were compiled and written by Kit Cameron.

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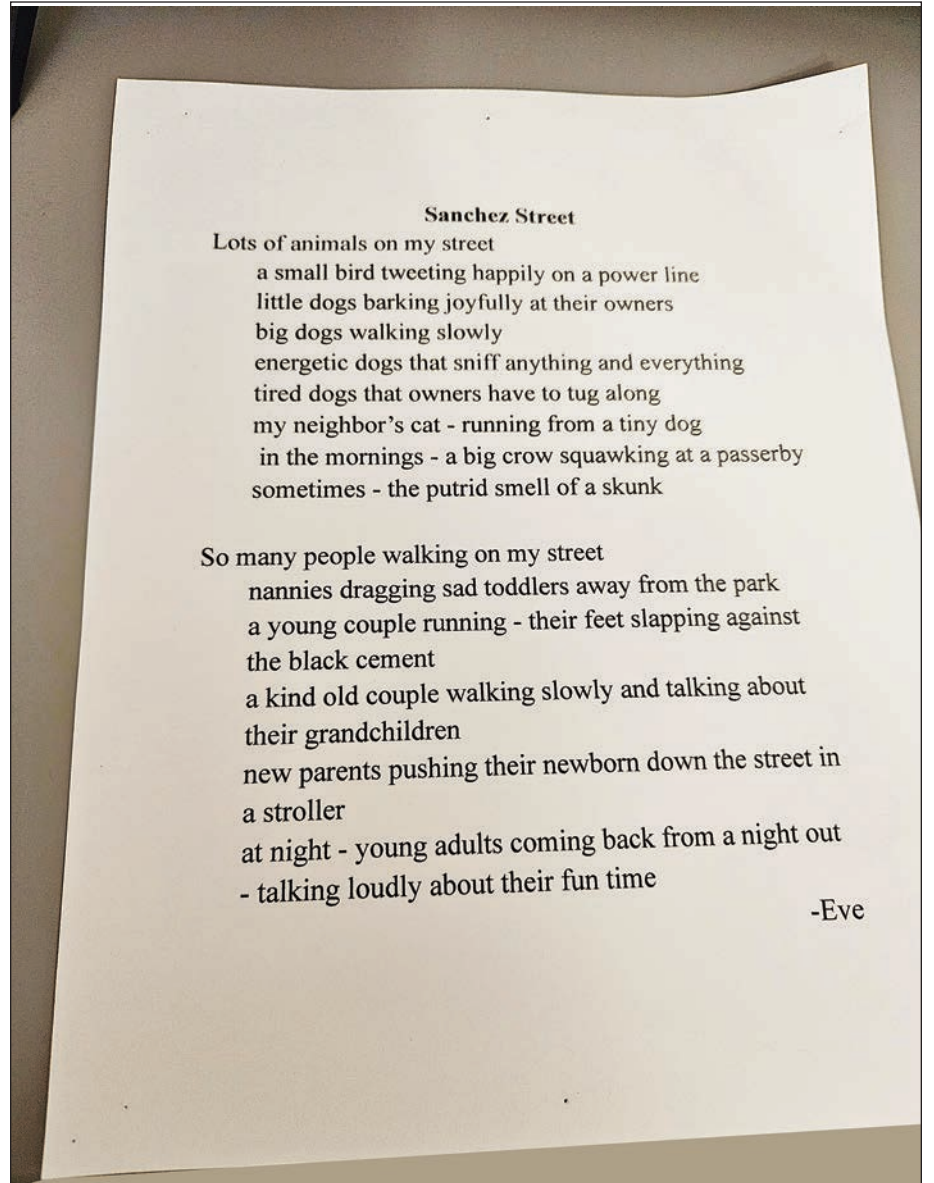


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# Voice Readers Write

a poem by Eve Kalanithi



### Sanchez Street

Lots of animals on my street  
a small bird tweeting happily on a power line  
little dogs barking joyfully at their owners  
big dogs walking slowly  
energetic dogs that sniff anything and everything  
tired dogs that owners have to tug along  
my neighbor's cat - running from a tiny dog  
in the mornings - a big crow squawking at a passerby  
sometimes - the putrid smell of a skunk

So many people walking on my street  
nannies dragging sad toddlers away from the park  
a young couple running - their feet slapping against  
the black cement  
a kind old couple walking slowly and talking about  
their grandchildren  
new parents pushing their newborn down the street in  
a stroller  
at night - young adults coming back from a night out  
- talking loudly about their fun time

-Eve



## OMNIVORE BOOKS ... JULY EVENTS

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SAT  
JUL  
27

**ANDREA FREEMAN • RUIN THEIR CROPS ON THE GROUND: THE POLITICS OF FOOD IN THE UNITED STATES, FROM THE TRAIL OF TEARS TO SCHOOL LUNCH • 3:00 P.M. FREE!** The pioneer of the term “food oppression,” draws on 15+ years of research to trace alliances between the government and food industries, upending the notion that we freely and equally choose what we put on our plates.



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# Writers!

We'd love to see your work in the next Noe Valley Voice bi-annual Literary issue this August.

Your essays, poems and short fiction deserve to be shown to the thousands of Voice readers.

Email your work to [editor@noevalleyvoice.com](mailto:editor@noevalleyvoice.com) and include a short biography. MS Word format preferred.

The word limit for essays and short fiction is 750. Submit no more than three poems please.

**Deadline is July 15, 2024**  
(but earlier is better).

Thank You for helping us to

**Raise the Words!**

# The Cost of Living in Noe

## Market Springs to Life

By Corrie M. Anders

Noe Valley real estate activity rebounded in May as shoppers purchased 11 single-family detached homes. Buyers also picked up the keys to 11 condominiums during the month, according to data supplied to the *Noe Valley Voice* by Corcoran Icon Properties.

“This is quite a little bump-up from last month and the month before,” said Corcoran Icon CEO Randall Kostick.

The first four months of 2024 were something of a letdown, he said, as home shoppers balked at high mortgage rates and a dearth of properties for sale. There were eight or fewer house sales per month from January through April.

Kostick said spring fever must have put people in a buying mood. Buyers also found they had more properties to explore.

“The more listings there are, the more options buyers have,” Kostick said, noting that new properties hitting the market rose from 33 in January to 83 in May.

Many owners listed their homes to beat out the summer vacation. Others added to the inventory after giving up hope for a drop in interest rates, which continued to hover around 7 percent.

The May sales included five houses with nose-bleed prices. Kostick said four were in the \$4 to \$5 million range. One sold for \$5.5 million.

“The high end is healthy in Noe,” said Kostick. “We had a time when we had few high-end houses coming on the market.”

The high-ticket houses pushed the average price of a detached home in May to \$3.8 million—\$1 million more than in May a year ago.

The month’s most expensive home, described as the “ultimate in stealth luxury,” was a peak-roofed gem on Fountain Street near 24th Street.

The 1905 Edwardian, which had been renovated and expanded to 3,850 square feet of living space, hit the market on April 11 with a \$5,985,000 price tag. After a two-week wait, the owner reduced the price to \$4,999,000. That caused so much interest, the property sold for \$5.5 million 10 days later.

The new owners no doubt were drawn to the four designer bedrooms, 3.5 baths, a garden guest suite, three-car garage, and expansive views of the



Perched high on Noe Valley’s western slope, this 1905 Edwardian on Fountain Street commanded \$5.5 million when it sold in May. That was the month’s highest price for a neighborhood home.



The top-level residence in this two-unit 2002 building on 29th Street sold in May for \$2,350,000. The three-bedroom condo featured vaulted ceilings, a gourmet kitchen, two fireplaces, and a private rooftop deck.

Photo by Corrie M. Anders

East Bay. Interior attractions included light-filled living and office spaces with floor-to-ceiling glass, and a gourmet kitchen with bespoke appliances and an island with seating for four. The home also featured a gas fireplace, radiant heating, walkout decks, a backyard hot tub, and an outdoor shower.

The 11 condominium sales total in May, also a high for a single month this year, was seven more than in April.

“The condos had a nice little pop in sales price,” said Kostick, noting that the average value jumped to \$1.7 million from \$1.2 million in April. (With such small sample sizes, however, that lift could be ephemeral.)

May’s priciest condo, located on the top two floors of a house built in 2002 in the 500 block of 29th Street between Castro and Noe streets, offered three bedrooms, 2.5 baths, and 2,129 square feet of living space.

Among its other features was an open living-dining area with 10-foot ceilings, a chef’s kitchen with top-end appliances and stone countertops, two fireplaces, oak hardwood floors, one-car parking, and a private rooftop deck with views from Noe Valley and Bernal Heights to the bay. The residence sold for \$2,350,000—2.4 percent more than its asking price (\$2,295,000).

While Noe Valley is known for its multimillion-dollar accommodations, one buyer found a relative bargain in a condo that sold for \$780,000. For that price, the buyer moved into a one-bedroom home in a five-unit 1924 building in the 100 block of Day Street, with 795 square feet of living space and a one-car garage. ■



This house, at 3663 21st St., was featured in the October 2002 *Voice*. Illustration by Florence Holub

### Noe Valley Home Sales\*

Total Sales	No.	Low Price (\$)	High Price (\$)	Average Price (\$)	Avg. Days on Market	Sale Price as % of List Price
<b>Single-family homes</b>						
May 2024	11	\$2,153,000	\$5,500,000	\$3,801,182	22	107%
April 2024	5	\$2,200,000	\$6,375,000	\$3,224,000	12	104%
May 2023	11	\$1,695,000	\$4,700,000	\$2,824,045	22	108%
<b>Condominiums/TICs</b>						
May 2024	11	\$780,000	\$2,350,000	\$1,632,737	23	108%
April 2024	4	\$745,500	\$1,655,000	\$1,167,625	66	107%
May 2023	5	\$707,000	\$4,350,000	\$2,250,600	46	98%
<b>2- to 4-Unit buildings</b>						
May 2024	3	\$1,600,000	\$2,800,000	\$2,133,333	30	96%
April 2024	3	\$1,825,000	\$4,100,000	\$2,908,333	18	109%
May 2023	3	\$1,650,000	\$2,550,000	\$2,208,333	77	96%
<b>5+-unit buildings</b>						
May 2024	1	\$2,130,000	\$2,130,000	\$2,130,000	59	107%
April 2024	0	—	—	—	—	—
May 2023	0	—	—	—	—	—

\*This survey includes all Noe Valley home sales completed during the month. Noe Valley is loosely defined as the area bordered by Grand View, 22nd, Guerrero, and 30th streets. The *Noe Valley Voice* thanks Corcoran Icon Properties, San Francisco, for providing sales data. NVV7/2024

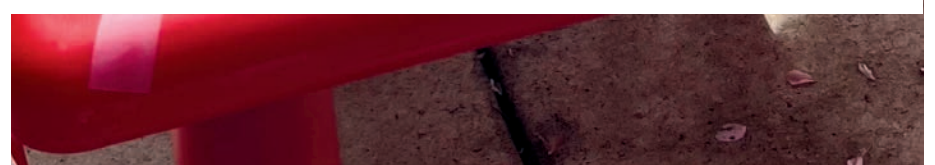
### Noe Valley Rents\*\*

Unit	No. in Sample	Range June 2024	Average June 2024	Average May 2024	Average June 2023
Studio	6	\$1,925 – \$2,500	\$2,332 / mo.	\$2,080 / mo.	\$2,045 / mo.
1-bdrm	27	\$2,295 – \$4,700	\$3,114 / mo.	\$3,209 / mo.	\$3,088 / mo.
2-bdrm	28	\$2,895 – \$5,999	\$3,974 / mo.	\$3,757 / mo.	\$4,130 / mo.
3-bdrm	15	\$4,100 – \$11,500	\$6,518 / mo.	\$6,667 / mo.	\$6,715 / mo.
4+-bdrm	7	\$6,499 – \$16,500	\$11,156 / mo.	\$7,072 / mo.	\$9,784 / mo.

\*\*This survey is based on a sample of 83 Noe Valley rental listings appearing on Craigslist.org from May 9 to June 8, 2024. In June 2023, there were 116 listings. NVV7/2024



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**In No Man's Land:** The Little League team on the field at Upper Noe in April might have placed their best shortstop on the wrong side of the fence. Still, the sharp-eyed shepherd was happy to retrieve home runs from Joby's Dog Run. *Photo by Chris Faust*

**Leaping Into Summer**

Upper Noe Recreation Center is again hosting **Concerts in the Park**, its free live music series. Bring your tots for sweet harmonies and laid-back tunes performed in the playground at 295 Day St., on Saturdays, 10 a.m. to noon. Upcoming musicians include **Mike Rufo (July 13)**, **Matt Jaffe (July 27)**, **B Street Express (Aug. 10)**, **The Leafs (Aug. 24)**, and **Isa and Isidor (Sept. 7)**. To top off the summer, you'll want to celebrate at the free **Upper Noe Block Party 2024**, on Saturday, **Sept. 21**, 11 a.m. to 3 p.m. It will feature live music, dance, sports, food, community booths, and children's activities. Reserve a table now or sign up to volunteer. Email [info@uppernoerecreationcenter.com](mailto:info@uppernoerecreationcenter.com). Meanwhile, **Summer Session** continues through **Aug. 31**. Take a class or have a picnic at the park 295 Day St. any Tuesday through Saturday. Join free activities like Pickleball, Zumba, Volleyball, and International Folk Dance. To contact Upper Noe Rec Center, call 415-970-8061. For issues related to Joby's Dog Run, open 7 a.m. to 10 p.m., call 3-1-1 or email [info@fundogsf.org](mailto:info@fundogsf.org). —Chris Faust, Friends of Upper Noe Recreation Center

**Upper Noe Summer Schedule (June 4 to Aug. 31, 2024)**

Rec Center Hours, 295 Day St.: Tues. to Fri., 10 a.m. to 7:30 p.m.; Sat., 9 a.m. to 4:30 p.m.; Sun. and Mon. closed; outside activities only. Park grounds daily, 7 a.m. to 10 p.m.

**A Place to Play (free play ages 0–5)**

10 to 11:30 a.m. weekdays  
11 a.m. to 4 p.m. Saturday  
Hours are subject to change.

**Tuesday**

9 to 10 a.m. Zumba (outside) FREE  
10 a.m. to 1:30 p.m. Pickleball (all ages) FREE  
12 to 1 p.m. Pilates (all levels)  
1:30 to 2:30 p.m. Pilates (all levels)  
2 to 5 p.m. Open Gym (youth)  
6 to 7:30 p.m. Open Gym (adult)  
6:30 to 7:30 p.m. Yoga

**Wednesday**

10 a.m. to 2 p.m. Open Gym (adult)  
10:45 a.m. to 12:15 p.m. International Folk Dance (18+) FREE  
12 to 1 p.m. Feldenkrais (18+) FREE  
2 to 5 p.m. Open Gym (youth)  
5:30 to 7:30 p.m. Drop-In Adult Volleyball (advanced players only)

**Thursday**

10 a.m. to 1:30 p.m. Pickleball (all ages) FREE  
12 to 1 p.m. Pilates (all levels)  
1:30 to 2:30 p.m. Pilates (all levels)  
2 to 5 p.m. Open Gym (youth)  
5:30 to 7:30 p.m. Open Gym (adult)  
6:30 to 7:30 p.m. Yoga

**Friday**

9 to 10 a.m. Zumba (outside) FREE  
11 to 2 p.m. Open Gym (adult)  
2 to 3:30 p.m. Open Gym (youth)  
5:30 to 7:30 p.m. Open Drop-In Volleyball (ages 14+)

**Saturday**

9:30 a.m. to 4:30 p.m. Open Gym  
9:30 to 10:30 a.m. Family Zumba FREE





# STORE TREK

*Store Trek is a regular feature of the Noe Valley Voice, focusing on new shops, restaurants, and other businesses in Noe Valley. This month, we highlight a service likely to be much appreciated by home-schooled dogs in the neighborhood.*

**NOE VALLEY DOG DAYCARE**  
 4162 24th Street  
 415-471-0702  
 NoeValleyDogDaycare.com

Be prepared for a raucous welcome when you pop into Noe Valley Dog Daycare. Garo Eldemir's canine charges like to greet everyone walking in the door. The dogs are apt to bark and jump for joy before they go back to chewing their toys or playing with their furry friends.

"There is a minute of chaos when the door opens," says Eldemir, whose own dog, Beyla, will be among the welcome party. "Other than that, it is a calm scene."

Eldemir opened the daycare business, at 4162 24th St., a half block from Douglass Street, on April 9.

Five days a week he keeps a close eye on upwards of eight dogs. He aims to have a regular pack of six dogs on any given weekday and keeps two slots open for drop-offs, should their owners have an emergency and need a dogsitter. "It's like childcare," says Eldemir. "I am not going to lock them in a room and walk away."

Rather, he stays near his four-legged clientele throughout the day as they play, eat, or nap. The front area of the commercial space has several cushioned chairs and beds for the dogs, plus cages in case they need a "time-out."

There are also three rooms that can be closed off with gates, so Eldemir can separate the dogs when he feeds them or if they need some alone time during the day. He will bring them to the backyard of the building for potty breaks, recreation, or to soak up some sun.

"The dogs are never alone," he says. "They are never left unattended."

For safety reasons, he does not take the dogs on walks around the neighborhood. They stay on site throughout their time at daycare. "They are my dog for the day," says Eldemir.

The day fee is \$75, though Eldemir offers a discounted price for those who sign up for multiple days of care. There is an application on his website for customers to fill out.



Noe Valley Dog Daycare owner Garo Eldemir huddles with (l. to r.) Beyla, Hopper, and Beau.

Photo by Art Bodner

Prospective clients should also contact Eldemir to set up a time for them to bring their dog in to meet him and the other dogs he watches. He allows one slot for a large dog on any given day, as long as it gets along with smaller dogs.

"I vet the dogs, so I get to know the dogs," says Eldemir, who already has 16 dogs signed up.

His family has owned the building for decades. Eldemir resides upstairs with Beyla, a 12-year-old Australian cattle dog he adopted as a pup. His mother, Kira Eldemir, operated her dental practice out of the space from 1978 to 1988.

Now retired, Kira Eldemir sold her practice to another dentist, who several years ago relocated to a new space across the street. The storefront sat vacant through much of 2023, with a for lease sign on the window.

Last August, Garo Eldemir quit his job in the catering profession and took two months off. Wanting to find a new line of work that didn't require nights or weekends, and having loved animals his entire life, Eldemir elected to go into the dog daycare business.

"I asked myself, 'What do I enjoy?'" I enjoy hanging out with my dog," says Eldemir. "My whole adult life I have had a dog."

Since his family had the storefront available, Eldemir opted to take it over and renovated the space to serve as a dog daycare. The wood fixtures, for instance, are untreated for the safety of the dogs.

"It had been a female-owned dental space for 45 years, then it went to the dogs," jokes Eldemir.

Because he only watches dogs during weekdays, Eldemir didn't need special licensing or permitting to open the business.

"I am not a dog trainer or a dog boarder," he says.

Growing up, he and his older brother volunteered at the California Academy of Sciences, which operates an aquarium and cares for various animals. The siblings had their own snakes, lizards, frogs, and fish at home.

Eldemir graduated from the University of California at Berkeley in 1990 with a major in comparative literature as well as a minor in marine biology via a program the state college offered in conjunction with Northeastern University, based in Boston. He spent a semester studying in the Caribbean and became a dive master.

But he ended up working in marketing and as a copywriter focused on the wine industry. Eldemir also worked as a barback and then a manager at various nightclubs in San Francisco, from the Elbow Room to the Sound Factory dance club.

Those experiences prepared him for a catering career. He worked for various companies contracted to work events at the San Francisco Opera, San Francisco Symphony, and other venues.

Posters from the events that featured animals now adorn the walls of his dog daycare's small entrance area, which is cordoned off by a counter and a gate.

"It is an homage to my past life," he says.

As for the poster in the window with his business name and two cartoon dogs seated on a couch, they are stylized versions of Beyla and his brother's dog, a Cavalier King Charles spaniel. Eldemir found an artist in Eastern Europe via the company 99 Designs to create it.

He opted for a straightforward name highlighting his location, over a cutesy, punny one.

"The dogs already are cute. You don't need to make the business name cute," he explains. "I wanted a name that would just say what it is."

Noe Valley Dog Daycare is open Monday through Friday from 7 a.m. to 6 p.m.

—Matthew S. Bajko



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Pictured pet: June | Photo: Elizabeth Zavala

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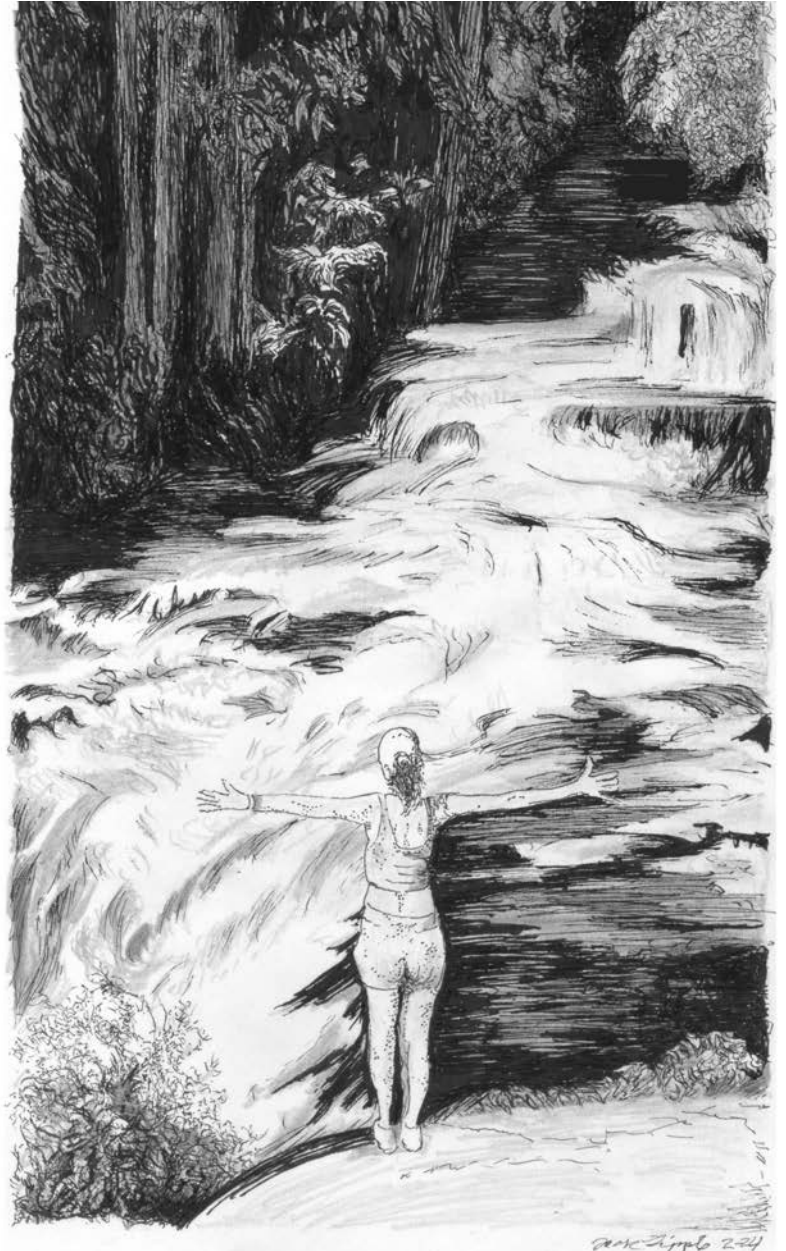
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Commemorate a magic moment with a pen and ink recreation. Email your image to [jaxvoice@aol.com](mailto:jaxvoice@aol.com) or call 415.385.4569 for more info and prices.

**July 1-Sept. 1:** Recology's Artist-in-Residence program is accepting applications for artists to exhibit in 2025. Info: [recology.com](http://recology.com)

**July 2:** ACTION SF's monthly meeting is the first Tuesday at 2:30 pm. Noe Valley Library, 451 Jersey; [action-sf.com](http://action-sf.com)

**July 2-31:** The 10th annual HARVEY MILK Art & Pride exhibit, "Living Life Golden," features more than 20 artists. 50 Scott. [harveymilkphotocenter.org](http://harveymilkphotocenter.org)

**July 3-Aug. 17:** CHUNG 24 Gallery shows "After Image," photographs by Rachel Phillips and Andy Mattern. Wed.-Sat., 1:30 to 6 pm. 698 Pennsylvania. [chung24gallery.com](http://chung24gallery.com)

**July 4, 11, 18 & 25:** See free OPEN MIC comedy at The BAR on Dolores on Thursdays, 8 pm. 1600 Dolores. 695-1745

**July 4 & Sept 1 & 2:** The SF MIME TROUPE premieres its new musical *American Dreams: Was Democracy Just a Dream?* running July 4 to Sept. 8. 2 pm. Dolores Park, 19th & Dolores. [sfmt.org](http://sfmt.org)

**July 5:** Ages 9 and up are invited to "SLIME Time" at the Noe Valley Library. 3-4 pm. 451 Jersey. 355-5707; [sfpl.org](http://sfpl.org)

**July 5 & Aug. 2:** The self-guided Castro ART WALK features exhibits by local artists on the first Friday of the month. 5-8 pm. For a map: [castroartwalk.com](http://castroartwalk.com)

**July 5 & Aug. 2:** First Friday COMEDY NIGHT at The Dubliner is hosted by Joe Gleckler. 8 pm. Dubliner, 3838 24th. 826-2279; [gleckler.joe@gmail.com](mailto:gleckler.joe@gmail.com)

**July 5-Aug. 31:** CREATIVITY EXPLORED exhibits a group show, "Untitled Gesture." Thurs. & Fri., 3-6 pm, Sat. noon-5 pm. 3245 16th. 863-2108; [creativityexplored.org](http://creativityexplored.org)

**July 6:** The Noe Valley KNITTING CIRCLE meets from 10 am to 12:30 pm. Noe Valley Library, 451 Jersey. 355-5707; [sfpl.org](http://sfpl.org)

**July 6-27; Aug. 3-31:** The Noe Valley FARMERS MARKET has music and fresh produce Saturdays 8 am-1 pm. Town Square, 3861 24th. [noevalleytownsquare.com](http://noevalleytownsquare.com)

**July 6-28:** Bring gently used BOOKS to a popup to benefit a new bookstore, at Noe Valley Town Square on Saturdays 9 am-1 pm, or at 3957 24th St. on Sundays, 10 am-2 pm. [NoeValleyBookstore@gmail.com](mailto:NoeValleyBookstore@gmail.com)

## C A L E N D A R

**July 6-27 & Aug. 3-31:** Climb the local hills with NOEWALKS on Saturdays. Meet at 24th and Sanchez 10 am.

**July 7:** ACOUSTIC Sunday features humorist/singer/banjo player JimBo Trout. 1-3 pm. 3861 24th. [noevalleytownsquare.com](http://noevalleytownsquare.com)

**July 7, 14, 21 & 28:** Folk YOGA offers free Vinyasa Flow on July 14 & 28, and Yoga Flow gives all-level classes on July 7 & 21. 11 am-noon. 3861 24th. [noevalleytownsquare.com](http://noevalleytownsquare.com)

**July 8:** Get drop-in TECH HELP from the library staff at the Noe Valley Library. 2-3 p.m., 451 Jersey. 355-5707; [sfpl.org](http://sfpl.org)

**July 8 & Aug. 12:** Kim Shuck hosts "Virtual POETS" at Bird & Beckett. 7-9 pm. 653 Chenery. 586-3733; [birdbeckett.com](http://birdbeckett.com)

**July 11:** Urban Angels SF premieres a Summer TUTORING Program for SF kids at La Fenix, 1950 Mission St. 3:30-5:30 pm. Rsvp <https://airreading.com/La-Fenix/>

**July 11:** Try a meditative LABYRINTH WALK, on second Thursdays, at the Noe Valley Ministry, 6:30 pm. 1021 Sanchez. [noevalleyministry.org](http://noevalleyministry.org)

**July 11, 18 & 25:** Family STORYTIMES are on Thursdays, at 10:15 am and at 11 am. Space is limited to 20 children. Noe Valley Library, 451 Jersey. 355-5707; [sfpl.org](http://sfpl.org)

**July 12:** The Noe Valley Library's FILM CLUB screens *Moonrise Kingdom*. 2-4 pm. 451 Jersey. 355-5707; [sfpl.org](http://sfpl.org)

**July 12 & Aug. 9:** Eric & The In Crowd celebrate the writers behind JAZZ standards. 6-8 pm. Bird & Beckett, 653 Chenery. 586-3733; [birdbeckett.com](http://birdbeckett.com)

**July 13:** The Noe Valley Library hosts STEM free play, with Legos. 10-11 am. 451 Jersey. 355-5707; [sfpl.org](http://sfpl.org)

**July 13:** The Museum of the African Diaspora offers a free FAMILY DAY on second Saturdays, including tours. 11 am to 6 pm. 685 Mission. [moadsf.org](http://moadsf.org)

**July 13:** Rhythm & Motion offers a free DANCE workout, 4 to 5 pm. Town Square, 3861 24th. [noevalleytownsquare.com](http://noevalleytownsquare.com)

**July 13 & 27; Aug. 3 & 13:** City Guides offers WALKING TOURS of Noe Valley June 8, 2-3:30 pm; June 23, 10-11:30 am. Starts at the Noe Valley Library, 451 Jersey. 375-0468; [sfcityguides.org](http://sfcityguides.org)

**July 13 & Aug. 10:** The BAR on Dolores is flipping free FLAPJACKS, on the second Saturday of the month, from 1 to 4 pm. 1600 Dolores. 695-1745.

**July 13-Aug. 17:** The Hosfelt Gallery and 20 Recology Artists-in-Residence collaborate in "The DUMP Show." Film screening July 18; fashion show Aug. 8; Tues.-Sat., 10 am-5:30 pm; Thurs. 11 am-7 pm. 260 Utah. 495-5454; [hosfeltgallery.com](http://hosfeltgallery.com)

**July 13 & 27; Aug. 10 & 24; Sept. 7:** Upper Noe CONCERTS in the Park features music by Mike Rufo on July 13, Matt Jaffe on July 27, B Street Express on Aug. 10, The Leafs on Aug. 24, and Isa and Isidor on Sept. 7. Block Party Sept. 22. 10 am-noon. 295 Day; [uppernoerecreationcenter.com](http://uppernoerecreationcenter.com)

**July 14:** El Guajiro plays boleros and LATIN standards at Acoustic Sunday at the Square, 3861 24th St. 1-3 pm. [Noevalleytownsquare.com](http://Noevalleytownsquare.com)

**July 14 & Aug. 18:** STERN GROVE Festival hosts free concerts by The Commodores on July 14, and Lucinda Williams on Aug. 18. 2 pm. 19th Ave. at Sloat. [sterngrove.org](http://sterngrove.org)

**July 17:** The UPPER NOE Neighbors group meets at 7 pm, at Upper Noe Rec Center, 295 Day. [Hello@UpperNoeNeighbors.com](mailto:Hello@UpperNoeNeighbors.com)

**July 17 & 31:** Learn about pre-Columbian DANZA AZTEDA Xitalli-Xolotl. 3 to 3:45 pm. Noe Valley Library. 451 Jersey. 355-5707; [sfpl.org](http://sfpl.org)

**July 20:** The SF HISTORICAL Society hosts a walking tour of queer bars, "Unspeakable Vice." 11 am-12:30 pm. Meet at 608 Commercial. [sfhistory.org](http://sfhistory.org)

**July 20 & Aug. 17:** Best Medicine offers standup at SF COMEDY Underground, aka Noe Valley Farm, on third Saturdays. 7:30-9:30 pm. 1828 Castro. [Eventbrite; Bestmedicinethebay@gmail.com](http://Eventbrite; Bestmedicinethebay@gmail.com)

**July 21:** Noe Valley CLEANUP DAY volunteers pick up supplies at the Town Square. 10 am to noon. 3861 24th. [togetherSF.org](http://togetherSF.org)

**July 21:** FIRST RESPONDERS Day features a fire truck, a police car, and prizes if you wear a superhero costume. 1-3 pm. Noe Valley Town Square, 3861 24th. [noevalleytownsquare.com](http://noevalleytownsquare.com)

**July 22:** Cary Friedman's Smart Phone PHOTOGRAPHY workshop runs from 4 to 5 pm. Noe Valley Library. 451 Jersey. 355-5707; [sfpl.org](http://sfpl.org)

**July 24 & 27; Aug. 3 & 20:** Omnivore Books welcomes CHEF authors Katherine Lewin (*Big Night: Dinners, Parties & Dinner Parties*) July 24, 6:30 pm; Andrea Freeman (*Ruin Their Crops on the Ground: The Politics of Food*) July 27, 3 pm; Michael Zee (*Zao Fan: Breakfast in China*) Aug. 3, 3 pm; and Kiano Moju (*AfriCali*) Aug. 20, 6:30 pm. 3885 Cesar Chavez. 282-4712; [omnivorebooks.com](http://omnivorebooks.com)

**July 28:** The Golden Gate Park Band performs "Tune Town: MUSIC for Kids of All Ages." 1-2:30 pm. 75 Hagiwara Tea Garden Drive. 596-1741; [goldengateparkband.org](http://goldengateparkband.org)

**July 30 & Aug. 27:** PJ STORYTIME runs from 6:30 to 7 pm. Noe Valley Library. 451 Jersey. Reservations required: 355-5707; [sfpl.org](http://sfpl.org)

**Aug. 10:** A candlelight SWING DANCE is scheduled for 6:30 to 8:30 pm. Noe Valley Town Square, 3861 24th. [noevalleytownsquare.com](http://noevalleytownsquare.com)

**Sept. 8:** The VICTORIAN Alliance holds its annual house tour in Noe Valley. 1-5 pm. [Info@victorianalliance.org](mailto:Info@victorianalliance.org)

**Sept. 19:** Noe Music holds a benefit for a grand PIANO, featuring Stephen Prutsman, Elizabeth Joy Roe, and Jeffrey LaDeur. 7:30 pm. 1021 Sanchez. [NoeMusic.org](http://NoeMusic.org)

**Sept. 22:** Noe Valley Town Square is the site of the third annual Noe Valley ART Festival. 10 am-4 pm. Artists or volunteers, email [LindaLockyer3@gmail.com](mailto:LindaLockyer3@gmail.com).

**Deadline:** The next Voice, after the August literary edition, will be the **September 2024** issue, distributed the first week of September. The deadline for calendar items is **Aug. 15**. [Calendar@noevalleyvoice.com](mailto:Calendar@noevalleyvoice.com)

**CHILDREN'S FICTION**

Adam Rubin makes fun of conspiracy theories in *The Truth About the Couch*, with illustrations by Argentine cartoonist Liniers. Ages 3-7.

In Jake Alexander's picture book *We Want Our Books: Rosa's Fight to Save the Library*, a girl and her sister bring the community together. Ages 4-7.

*The Not-So-Simple Question* is the third book in Christina Matula's Holly-Mei series, featuring a half-Taiwanese girl in Hong Kong. Ages 8-12.

*The Night War* by Kimberly Brubaker Bradley tells the story of a Jewish girl who saves others during World War II. Ages 9-12.

**CHILDREN'S NONFICTION**

More than 200 recent TV and movie heroes and villains are included in *Marvel Studios Character Encyclopedia* by Adam Bray and Kelly Knox. Ages 7-9.

*Before the Seed: How Pollen Moves*, written by Susannah Buhrman-Deever, illustrated by Gina Triplett and Matt Curtius, explains the pollination process. Ages 7-9.

Giant whale farts are mentioned in the poems in *Haiku Ewl: Celebrating the Disgusting Side of Nature*, by Lynn Brunelle with illustrations by Julia Patton. Ages 7-11.

In *Kid-Ventors: 35 Real Kids and Their Amazing Inventions*, Kailei Pew notes the origins of swim fins, popsicles, and glitter-shooting prosthetics; illustrated by Shannon Wright. Ages 9-12.

**CHILDREN'S EBOOKS**

*How I Feel When I Hear NO*, by Ronit Farzam, illustrated by Bonnie Lui, helps kids cope when they get mad. Ages 4-8.

A girl brings gifts to her grandpa in the hospital in *A Hat Full of Sea*, by Maudie Smith, illustrated by Jen Khatun. Ages 4-9.

A Catholic girl in Nigeria visits her Muslim relatives in *I'll See You in Ijebu*, written by Bunmi Emenanjo and illustrated by Diana Ejaita. Ages 4-10.

In *Murray Out of Water*, a novel in verse by Taylor Tracy, a girl who loves the ocean has to move inland and learn new ways to be happy. Ages 8-12.

**TEEN FICTION**

In Leanne Schwartz's fantasy *To a Darker Shore*, Alesta travels to the depths of hell to avenge the human sacrifice of her best friend. Ages 14-17.

*Call Forth a Fox* by Markelle Grabo is described as "a sapphic twist on *Snow White* and *Rose Red*." Ages 14-17.

Three LGBTQ+ kids in a small town in Alabama set out to get revenge on their ex-boyfriends in *The Last Boyfriends Rules for Revenge* by Matthew Hubbard. Ages 14-17.

**TEEN EBOOKS**

In Nita Tyndal's thriller *Have You Seen This Girl*, Sid, already haunted by five deaths, worries that their incarcerated father is the killer. Ages 13+.

A trans teenager, sent to a Catholic school, dreams of a magical circus, in *Flyboy* by Kasey LeBlanc. Ages 13-17.

In 1506, a prince plots to dethrone his evil half-brother, and a girl tries to save her sister, in *A Crane Among Wolves* by June Hur, based on true events in Korean history. Ages 13-18



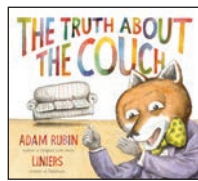
**CROSSWORD SOLUTION**

*Avian Antics* by Michael Blake

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**MORE BOOKS TO READ**

**The Race Is On!**



You can still take the challenge to read, learn, and win prizes in the San Francisco Public Library's **Summer Stride** program. Kids, teens, adults—keep track of your reading (and watching and doing) from now to Aug. 31. Once you've racked up 20 hours, you'll earn a 2024 Summer Stride tote bag featuring art by Sindy Santamaria, muralist, illustrator, and author of the 2023 children's book *Yenebi's Drive to School*.

The game is not just about reading. When you attend library workshops, STEM activities, and other events, count the hours and add them to your list. You can also win raffle prizes—ask for a raffle ticket each time you visit a library. The prizes have been donated by the SF Giants, the Zoo, Golden State Warriors, Chronicle Books, the Opera, local bakeries, and numerous museums. Online, there's even a Summer Stride bingo card.

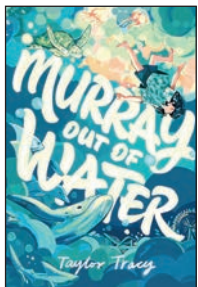
Find all the links at [SFPL.org/summer-stride-2024/](https://sfpl.org/summer-stride-2024/) or search #SummerStride on Instagram, X, or Facebook.

If you look around on this page in the *Noe Valley Voice*, you can find ideas for books to read. Adult Services Librarian Amy Lewis and Children's Librarian Madeleine Felder of the Noe Valley/Sally Brunn Library have shared dozens of titles among the new arrivals at the branch. (Voice staffer Karol Barske has written the book descriptions.)

To put the items on hold, hightail it to SFPL.org or get the mobile app at <https://sfpl.org/services/mobile-resources/library-catalog-mobile-apps/>. Or visit a beautiful building filled with shelves of books at the Noe Valley branch, 451 Jersey St. If you need to speak with Lewis or Felder, or with Mary Fobbs-Guillory, our library's manager, call 415-355-5707. Now take our your notepad. It's already July!

That reminds me: the San Francisco Public Library will be closed on July 4, Independence Day.

—Sally Smith, editor/co-publisher, Noe Valley Voice



Five teens with magical powers were chosen by magical gems to seal a portal to save the world, in *Keepers of the Stones and Stars* by Michael Barakiva. Ages 14-18.

**ADULT FICTION**

*The Cemetery of Untold Stories* by Julia Alvarez blends folklore and magic realism in a tale of a writer who tries to bury her stories.

A London publisher questions his freedom to control his destiny in *Choice* by Booker Prize nominee Neel Mukherjee.

In *Clear* by Carys Davies, a minister is sent to evict the last residents of an island north of Scotland.

In *The Limits* by Nell Freudenberger, a French biologist working in Tahiti sends her 15-year-old daughter to live with her father in New York in the middle of the Covid crisis.

**ADULT NONFICTION**

Ethan Mollick points out the advantages of adopting a revolutionary technology, in *Co-Intelligence: Living and Working with AI*.

In *Every Living Thing: The Great and Deadly Race to Know All Life*, Jason Roberts describes the work of 18th-century scientists Carl Linnaeus and Georges-Louis Leclerc, Comte de Buffon.

*Satanic Verses* author Salman Rushdie describes the 2022 attack on his life, in *Knife: Meditations After an Attempted Murder*.

In *The Museum of Other People: From Colonial Acquisitions to Cosmopolitan Exhibitions*, Adam Kuper discusses how prehistoric and foreign cultures have been

represented in Western museums.

**ADULT EBOOKS**

Amanda Montell offers cultural criticism and personal insights in *The Age of Magical Overthinking: Notes on Modern Irrationality*.

In *Fi: A Memoir of My Son*, author Alexandra Fuller grieves the sudden loss of her 21-year-old son.

A nine-year-old girl travels the 19th century, trying to outrun a mysterious curse, in Douglas Westerbeke's novel *A Short Walk Through a Wide World*.

In *The Sicilian Inheritance*, a mystery by Jo Piazza, a woman investigates the murder of her great grandmother.

**DVD/BLU-RAY**

*Dune: Part Two*, an action/adventure/drama directed by Denis Villeneuve, stars Timothée Chalamet and Zendaya (2024).

*Inshallah a Boy*, a drama from Jordan directed by Amjad Al Rasheed, features Mouna Hawa and Haitham Alomari (2023).

*Karaoke*, a comedy from France written and directed by Stéphane Ben Lahcene, stars Michèle Laroque and Claudia Tagbo (2024).

*Mean Girls*, a remake of the 2004 comedy, is directed by Samantha Jayne and Arturo Perez Jr., and features Angourie Rice and Reneé Rapp (2024).

*One Life*, a drama set during World War II and directed by James Hawes, stars Anthony Hopkins and Lena Olin (2023).

Annotations by Voice bookworm Karol Barske

**LIBRARY EVENTS**

A family **Independence Day Party** is scheduled for Wednesday, July 3, from 4 to 5:30 p.m.

**Slime Time** gives ages 9 and up the secret recipe for slime on Friday, July 5, 3 to 4 p.m.

The **Noe Valley Knitting Circle**, meeting on Saturday, July 6, from 10 a.m. to 12:30 p.m., also welcomes those who crochet.

The "Map Your Neighborhood" **Safety-Workshop** offers advice for dealing with major disasters, on Saturday, July 6, from 2 to 3:30 p.m.

Learn how to download eBooks, set up email, use library eResources, or do any basic computer task at a one-on-one **Tech Help** session with library staff. Monday, July 8, 2 to 3 p.m. Bring your own device or use a library computer.

**Lego and Board Game Night** for children and their families is on Tuesday, July 9, 6 to 7:30 p.m.

Teens and adults can learn to make **Zines** with artist Katie Quan on Wednesday, July 10, 4 to 5 p.m.

**Storytimes** are on Thursdays at 10:15 a.m. and 11 a.m., July 11, 18, and 25. Limited to 20 children. Tickets available at the reference desk beginning at 10 a.m.

The Noe Library's **Film Club** screens the 2012 coming-of-age comedy/drama *Moonrise Kingdom*, on Friday, July 12, from 2 to 4 p.m.

**STEM Free Play** includes LEGOs and Magna Tiles on Saturday, July 13, 10 to 11:45 a.m.

All ages can learn about **Kathak Dance** from India on Saturday, July 13, from 2 to 2:45 p.m.

Meet at the library for a **City Guides Walking Tour**, "Village Within a City," exploring historic sites in Noe Valley, on Saturdays, July 13 and Aug. 3, from 2 to 3:30 p.m. Register at <https://sfcityguides.org/>

**Tertulia Literaria Book Club en Español** features *Herejes* by Leonardo Padura, on Tuesday, July 16, from 6 to 7:30 p.m. Copies are held for checkout at Mission Library, 1234 Valencia.

The **Spanish Conversation Club** welcomes all skill levels, on Wednesdays, July 17 and 31, from 4 to 5:30 p.m.

Learn how to **Pickle Foods** at a demonstration given by Shanta Nimbark Sachaorff on Friday, July 19, from 2 to 4 p.m.

Cary Friedman leads a **Phone Photography** workshop on Monday, July 22, from 4 to 5 p.m.

Create a **God's Eye** yarn craft with Diane from the Mexican Art Museum on Wednesday, July 24, from 4 to 5 p.m.

The **Noe Valley Book Club** discusses Hilary Mantel's *Bring Up the Bodies* on Friday, July 26, 3 to 4 p.m. Copies are held at the Noe Valley circulation desk for checkout. *The Mirror and the Light* will be discussed Aug. 23.

Jarrel Phillips teaches an African traditional dance, the **Maculele**, on Saturday, July 27, from 2 to 3 p.m. Reserve a spot at 355-5707.

Youth Engaged in **Library Leadership (YELL)** offers a surprise event on Tuesday, July 30, from 3 to 4 p.m.

Kids and their families are invited to **Pajama Storytime** on Tuesday, July 30, from 6:30 to 7 p.m. Space is limited to 20 children; reservations required: call 355-5707.

All events take place at the Noe Valley/Sally Brunn Library, 451 Jersey St. For information, call 415-355-5707 or visit [sfpl.org](https://sfpl.org).

**BRANCH HOURS**

Noe Valley/Sally Brunn Branch Library						
451 Jersey St., 355-5707						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1-5	11-6	10-8	12-8	10-6	1-6	10-6
Mission Branch Library						
1234 Valencia St., 355-2800						
Sun	Mon	Tues	Wed	Thurs	Fri	Sat
1-5	10-6	10-8	10-8	10-8	1-6	10-6

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# MORE GROUPS TO JOIN

**Action SF, the National Movement in Your Neighborhood**

https://m.facebook.com/ActionSFactivism/  
 Website: http://www.action-sf.com/  
 Email: ActionSFTeam@gmail.com  
 Meetings: Usually first Tuesday, Noe Valley Library, 451 Jersey, 2:30 p.m. All welcome.

**Al-Anon Noe Valley**

Contact: 834-9940; office@al-anonsf.org  
 Meetings: Wednesdays, 7:30-9 p.m., St. Philip Church, 725 Diamond St. (park on Elizabeth Street side; enter on 24th Street).  
 Thursdays, 7:15-8:30 p.m. Bethany UMC, 1270 Sanchez St. (enter through Clipper Street side door and go up the stairs)

**Castro Merchants**

Contacts: Masood Samereie, President; Dave Karraker, 415-710-0245  
 Email: Dave@mx3fitness.com  
 Address: 584 Castro St. #333, SF, CA 94114  
 Meetings: Email info@CastroMerchants.com

**Comerford Greenway**

Contact: Howard Fallon  
 Email: ComerfordGreenway@gmail.com  
 Website: www.sanfranciscoparksalliance.org/partners/comerford-greenway/  
 Monthly workdays in Comerford Alley.

**Diamond Heights Community Association**

Contact: Betsy Eddy, 867-5774  
 Address: P.O. Box 31529, SF, CA 94131  
 Website: www.dhcasf.org. Meetings: Second Thursday, 7 p.m. Call for location.

**Dolores Heights Improvement Club**

Email: info@doloresheights.org  
 Website: www.doloresheights.org  
 Meetings: Third Thursday of every second month. Bank of America, 18th and Castro.

**Duncan Newburg Association (DNA)**

Contacts: Deanna Mooney, 821-4045; Diane McCarney, 824-0303; or Lili Wu, 647-0235. Address: 560 Duncan St., SF, CA 94131. Meetings: Call for details.

**Eureka Valley Neighborhood Assn.**

Contact: Board@evna.org  
 Address: P.O. Box 14137, SF, CA 94114  
 Meetings: See website Events. Castro Meeting Room, 501 Castro St., 7 p.m.

**Fair Oaks Neighbors**

Email: hello@fairoaksneighbors.org  
 Address: 200 Fair Oaks St., SF, CA 94110  
 The Fair Oaks Street Fair is traditionally held the day before Mother's Day.

**Friends of Billy Goat Hill**

Contact: Lisa and Mo Ghotbi, 821-0122  
 Website: www.billygoathill.net

**Friends of Dolores Park Playground**

Contact: Nancy Gonzalez Madynski, 828-5772  
 Email: friendsofdolorespark@gmail.com  
 Website: friendsofdolorespark.org

**Friends of Glen Canyon Park**

Contact: Jean Conner, 584-8576  
 Address: 140 Turquoise Way, SF, CA 94131  
 Plant restoration work parties, Wednesday mornings and third Saturday of the month.

**Friends of Noe Courts Playground**

Contact: Laura Norman  
 Email: noecourts@gmail.com  
 Address: P.O. Box 460953, SF, CA 94146  
 Meetings: Email for dates and times.

**Friends of Noe Valley (FNV)**

Contact: Todd David, 401-0625  
 Email: info@friendsofnoevalley.com  
 Website: friendsofnoevalley.com  
 Meetings: Two or three annually.

**Friends of Slow Sanchez**

Contacts: Christopher Keene, Andrew Casteel  
 Email: info@SlowSanchez.com  
 Website: SlowSanchez.com

**Friends of Upper Noe Recreation Center**

Contact: Chris Faust  
 Email: info@uppernoerecreationcenter.com  
 Website: uppernoerecreationcenter.com  
 Meetings: Email or check website.

**Friends of Upper Noe Dog Owners Group (FUNDOG)**

Contact: David Emanuel  
 Email: info@fundogsf.org  
 Website: www.fundogsf.org

**Glen Park Association**

Contact: info@glenparkassociation.org  
 Website: glenparkassociation.org  
 Address: P.O. Box 31292, SF, CA 94131

**Juri Commoners**

Contact: Dave Schweisguth, M17-6290  
 Email: dave@schweisguth.org  
 Website: meetup.com/Juri-Commoners  
 The group is on hiatus and seeking a new leader. Contact Dave.

**Liberty Hill Neighborhood Association**

Contact: Dr. Lisa Fromer, president  
 Email: efromer3@gmail.com  
 Meetings: Quarterly. Email for details.

**Noe Neighborhood Council**

Contact: Ozzie Rohm or Matt McCabe  
 Email: info@noeneighborhoodcouncil.com  
 Website: noeneighborhoodcouncil.com  
 Meetings: Quarterly at Sally Brunn Library, 451 Jersey St., with date publicized on website and Nextdoor.com.

**Noe Valley Association-24th Street Community Benefit District**

Contact: Debra Niemann, 519-0093  
 Dispatch: To report spills or debris on 24th Street, call Billy Dinnell, 802-4461.  
 Email: info@noevalleyassociation.org.  
 Website: noevalleyassociation.org  
 Board meetings: Quarterly. See website.

**Noe Valley Democratic Club**

Contact: Carrie Barnes, President  
 E-mail: noevalleydemocrats@gmail.com  
 Website: www.noevalleydemocrats.org  
 Meetings: Monthly at the Valley Tavern, 4054 24th St., with dates publicized on website.

**Noe Valley Farmers Market**

Open Saturdays, 8 a.m. to 1 p.m.; 3861 24th St. between Vicksburg and Sanchez  
 Contact: Leslie Crawford, 248-1332  
 Email: info@noevalleyfarmersmarket.com

**Noe Valley Merchants and Professionals Association (NVMPA)**

Contact: Rachel Swann, 225-7743  
 Meetings: Usually last Thursdays, Doggy

Style, 3927 24th St., 9 a.m. Call to confirm.  
 Website: www.NoeValleyMerchants.com

**Noe Valley Parent Network**

An e-mail resource network for parents  
 Contact: Mina Kenvin  
 Email: minaken@gmail.com  
 noevalleyparentssubscribe@yahoogroups.com

**Noe Walks**

Contact: Chris Nanda  
 Email: christopher.n.nanda@gmail.com  
 Website: NoeWalks.com  
 Meetings: Saturdays, 10 a.m. Starts 24th and Sanchez. Ends Noe and Duncan for photo.

**Progress Noe Valley**

Facebook: ProgressNoeValley  
 Email: progressnoe@gmail.com  
 Website: progressnoe.com  
 Meetings: Check Facebook page for current meeting and event schedule.

**Resilient Noe Valley**

Contact: Antoinette  
 Email: resilientnoevalley@gmail.com  
 Newsletter: http://eepurl.com/gYuCD5  
 Website: www.resilientnoevalley.com

**San Francisco NERT (Neighborhood Emergency Response Team)**

Contact: Noe Valley NERT Neighborhood Team co-coordinators Maxine Fasulis, mfasulis@yahoo.com; Carole Roberts, carole\_roberts@faludi.com  
 Website: https://SF-fire.org/nert  
 Visit the website to sign up for trainings.

**Upper Noe Merchants**

Contact: Info@UpperNoeNeighbors.com;  
 https://uppernoeneighbors.com/merchants/

**Upper Noe Neighbors**

Contact: Chris Faust  
 Email: Hello@UpperNoeNeighbors.com  
 Website: www.uppernoeneighbors.com  
 Meetings: Bi-monthly on third Wednesday. Confirm by email or check website.

**THE NOE VALLEY VOICE**  
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## and now for the RUMORS behind the news

### Walkin' the Dog Days

By Mazook

**T**HIS IS A TEST: Here's your annual Rumors summertime quiz, with 12 questions for you to ponder. The answers can be found at the end of the column, but don't peek until you've done the drill. Those who get a perfect score can be proud Noe Valleons.

Here are the dirty dozen:

Can you identify the source of these six Noe Valley street names?

1. Jersey Street
2. Elizabeth Street
3. Noe Street
4. Castro Street
5. Duncan Street
6. Fountain Street
7. What was the name of the supermarket at 3950 24th St. before it became Whole Foods?
8. What famous shop was located on the corner of Castro and 24th streets, where Subs Inc. is now?
9. Before it was Mamahuhu, and before that, Toast, what was the name of the restaurant at 3991 24th St.?
10. Before it became One Medical at 3885 24th St., what occupied the space?
11. The Animal Company is now located in storefronts on the northwest corner of Castro and 24th, but what occupied that corner for more than 40 years?
12. Before it became the Noe Valley Farmers Market and then the Noe Valley Town Square, what was located at 3865 24th St. for over 40 years?



**REMEMBRANCE OF THINGS PASTA:** The big news last month was the June 26 soft opening of the long-awaited Fiorella Italian Restaurant. The Noe Valley location, at 4042 24th St., is Fiorella's fourth in San Francisco. It was last occupied by Patxi's Pizza, which abruptly closed two years ago, leaving behind all the fixtures, equipment, and tables.

Fiorella Noe manager Michelle Brown says, "We are very happy to be in Noe Valley," serving wood-fired pizzas and pasta dishes in a newly renovated spot with lots of seating. She notes Fiorella can serve up to five customers at a "pizza bar" in front of the kitchen, where you can watch your pizza be prepared.

Featured on the Noe menu are entrees such as the NYC Style Pepperoni Pie, a pizza with "Ezzo pepperoni, 'NYC slice-style' sauce, mozzarella, and Grana Padano" (\$24); a Margherita Pie with tomato, basil, and fior di latte (\$20); and the pasta Rigatoncini al Bolognese Classico with pork and beef, tomato, Parmigiano, pecorino, sage, and rosemary (\$24). You can start your meal with an antipasti of Chilled Calamari and Ceci Salad, with braised squid, chickpeas, fregola, sun-dried tomato, olives, gremolata, breadcrumbs, Italian vinaigrette and herbs (\$18); or OG Baby Lettuce Salad, with little gems, red and green leaf lettuces, cucumbers, fennel, radishes, flowers, everything-seeded-nut crocante, with creamy avocado Italian dressing (\$16).

My favorite on the menu has got to be the Funghi Pie pizza, with cremini and oyster mushrooms, rosemary, garlic, crescenza, and fontina Val d'Aosta (\$22).

The hours at Fiorella Noe are Monday through Thursday, 5 to 9 p.m.; Friday, 5 to 9:30 p.m.; Saturday, 4:30 to 9:30 p.m.; and Sunday, 4:30 to 9 p.m. Brunch (coming soon) will be Friday, 11 a.m. to 2:30 p.m.; and Saturday and Sunday, 10 a.m. to 2:30 p.m.

All you Firefly fans will be happy to know that the restaurant is moving forward with rebuilding its popular parklets on the northeast corner of Douglass Street, around the corner from the restaurant at 4288 24th St.

"We have started to rebuild our two parklets. We had ongoing dealings with city agencies since January after we received notice from the city that we have to bring our parklets up to the new city regulations for parklets, which will cost us over \$50,000 to construct, which for us is huge," reports Firefly founder Brad Levy. "We have now begun the first step: to break down the partitions in between the tables, creating ample space for wheelchair seating and turning areas. Then we need to add three-foot-wide gaps every 20 feet for emergency response crews, while removing parts of the roof that might hinder their effort."

Levy said he was working well with all the city agencies and would complete the process as soon as possible. "They have been very helpful in giving us a reasonable time to complete the project, and we will be able to open one of the parklets on the first day of June for customer service," he said last month. "A lot of the pressure on us has finally been relieved, and we are moving forward on a timetable that lets us work by alternating construction times for each parklet while being able to serve meals to our customers in one or the other."



**YES, WE HAVE BANANAS:** Activity abounded at Banán San Francisco, when it opened its doors on Sunday, June 2, and started serving its banana frozen treats. The 700-square-foot store is located at 3862 24th St., directly across from the Noe Valley Town Square.

The day before opening, employees were in front of the store, handing out discount vouchers to people passing by. Sunday morning the line of soft-serve vegan ice cream stretched from the store down 24th and all the way around the corner at Vicksburg. The shop was mobbed all afternoon with young and old, as employees tried to meet the supply and demand.

I got mine and rushed home to put the two cones in the freezer and go back to Martha & Bros. Coffee, next door to Banán, to enjoy coffee and watch the passing parade of Noe Valleons. By the way, I got the chocolate swirl and it was great!

Banán's hours are Sunday through Friday, 11 a.m. to 9 p.m.; Thursday, 11 a.m. to 10 p.m., and Saturday, 9 a.m. to 9 p.m.

Activity has ceased at the formerly unnamed ghost kitchen that had occupied the storefront (741 Diamond) next to Diamond Café for the past four years. Apparently, the kitchen did not renew its lease and papered the front windows and closed its doors quietly without notice in February. Meals to go were prepared in a large kitchen, to fill orders from the menus of various Bay Area restaurants.

Two years ago, the culinary delights came out of the dark, so to speak, and the ghost spot named itself All Day Kitchens. It had a user-friendly electronic kiosk in front, to place your order and wait for it to be delivered from the kitchen through a serving gate.



**POP-UP FRESH:** The Noe Valley Farmers Market has a new vendor, Waldscraft Artisan Bakery, which set up a stand on the first Saturday of June. It was recruited by the market's board of directors to participate at the weekly Saturday morning event at the square.

The baker, Stacey Waldspurger, accepted the board's formal invite, to expand her business, currently at four pop-up farmers markets in Marin County and one in the city. "I have tried to limit

my baked goods to the four in Marin County and one above the tunnel in the San Francisco Presidio, but the Noe Valley Farmers Market fit perfectly into my weekly schedule of baking to supply various restaurant accounts from my kitchen in San Rafael and avoid having to open a retail bakery," she says.

Waldspurger says she is thrilled with the response in Noe Valley. "I have sold out all of my baked goods for the four Saturdays of June, and will expand my supply of your neighborhood favorites in the coming weeks."

Among her offerings are a spinach and mushroom galette; pecan, cranberry, and chocolate tart (wheat free); apple galette; blueberry cream muffins; chocolate ganache tart (wheat free); bialy with caramelized onions; chocolate beet cake with ganache (vegan and wheat free); chocolate buckwheat cookies; chocolate chip cookies; ginger molasses cookies; and of course, croissants. Are you hungry yet?



**ENRICHED KIDS:** News is that Jamaroo Kids, founded in San Francisco in 2004, is opening a brick-and-mortar location in Noe Valley at 3870 24th St. (in the old Urban Remedy space). The school will offer classes for kids (and parents) from infants to age 7. Says founder and CEO Jamaica Stevens, "We are so unbelievably thrilled, and will be doing our best to open as soon as possible. We signed the lease this week, and we are hoping to be open by Sept. 1."

This is Jamaroo's second location in San Francisco, Stevens notes, and "is just an 11-minute walk from Noe Courts."

Jamaroo has been conducting outdoor music and movement classes at Noe Courts on Wednesdays from 9:30 to 10 a.m., and two classes on Mondays from 10:45 to 11:15 a.m. and 11:30 a.m. to noon.

Says Stevens, "If you are a new client to Jamaroo Kids, we would love to invite you to join us for a free class at Noe Valley Courts to give us a try in anticipation of our opening. If you would like to join a free class, please call us at 415-614-2001 or click the link on our website in addition for your free class."

The classes specialize in "developmentally appropriate dance, music, yoga, and art," plus online classes, and parent-tot classes. Sign up at the website for early access to a Noe Valley Kids Club: jamarookids.com.

Stevens says she is looking forward to a fall opening. The first Kids Club event is Sunday, Sept. 1, 9:30 to 10 a.m.



**CHASING THE MONEY:** Many neighborhoods who bank at Chase's Noe Valley location (24th Street at Noe) are upset with the bank these days. Early-morning or late-night ATM access on the outside dispenser is no longer available. Since the beginning of June, there has been limited access to the bank's vestibule, where the ATMs are located. You can get cash from 8 a.m. to 5 p.m. on weekdays, and 10 a.m. to 2 p.m. on Saturdays, but there's no access to the ATM at this branch on Sunday at all.

The Chase branch manager referred me to media contact person Jerry Dubrowski, with Consumer and Business Banking Communications at JP Morgan Chase. His response was as follows: "We constantly balance ATM hours with demand and customer safety to ensure we're meeting the needs of the community. We have adjusted ATM hours at select locations to align with normal business hours, especially in branches where we see low ATM transaction activity overnight. Approximately 47 percent of branches in San Francisco will have an ATM accessible 24/7, whether via walk-up, drive-up, or non-modified ATM vestibule hours."

Dubrowski pointed out, "The Mission

Street branch is located .84 miles away from the Noe Valley branch and maintains several available walk-up ATMs for after-hour usage." The 24-hour ATMs are at the Chase branch at 2900 Mission Street, which is at 25th Street, or the 2500 Mission branch, at 21st Street.

One customer told me that she is one of their after-hours customers. She went up to the Bank of America the following Monday to open a new account, so she could access one of the three ATMs in front of the bank.



YOU CAN NOW LOOK AT THE ANSWERS TO THE NOE VALLEY HISTORY QUIZ:

1. Jersey Street was named for the state of New Jersey, the birthplace of John Meirs Horner, who mapped out Horner's Addition, the developer's original name for the area we call Noe Valley.

2. Elizabeth Street was named after Elizabeth Horner, the wife of above-mentioned John Meirs Horner.

3. Noe Street was named after the last Mexican alcalde (mayor) of Yerba Buena (now San Francisco), José de Jesús Noé.

4. Castro Street was named after José Antonio Castro, a leader of Mexican opposition to U.S. rule in California in the 19th century, and the governor of Alta California from 1835 to 1836.

5. Duncan Street got its name from Chapman Duncan, who was a Mormon acquaintance of John Meirs Horner.

6. Fountain Street referenced the underground streams that came down, and still do, from Twin Peaks.

7. Bell Market was Noe's supermarket before it became Whole Foods. Little Bell Market was around the corner, at Jersey and Castro.

8. People lined up on the corner of Castro and 24th streets to order cones and sundaes at Bud's Ice Cream. Today, at Subs Inc., you will find Mitchell's Ice Cream.

9. Before it was Mamahuhu or Toast, the restaurant at 3991 24th St. was Herb's Fine Foods, opened in 1943, with a U-shaped counter and red leatherette booths along both sides. The lunch counter served burgers and the Two-by-Four breakfast plate.

10. At 3885 24th St., Tuggey's Hardware was, for decades, where you could buy nails, washers, wingnuts, and whatnots.

11. Before the Animal Company moved into the storefronts on the northwest corner of Castro and 24th, Graystone Wine & Liquors occupied the corner at 4100 24th for over 40 years.

12. The Noe Valley Farmers Market and then the Noe Valley Town Square occupy the site of Dan's Gas and Diesel. It was at 3865 24th St. for over 40 years (from 1959). Before that, starting back in 1932, it was John McCarthy's Shell Station (see Voice Rumors April 2011).



**THAT'S ALL, FOLKS:** Have a great summer, and as The Happenings once sang: "See you in September." I won't have a column in August, but I look forward to giving you Rumors in the next issue. Ciao. ■

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# NOE The Valley Voice

24th STREET IS A GREAT PLACE TO DO ANYTHING

## We Begin

BY DAVID SNYDER

If you live in Noe Valley, no matter if you moved here yesterday or 30 years ago, you probably have wondered what makes this area so remarkably unique. Most residents consider Noe Valley a "dream realized" neighborhood after having lived elsewhere in highly touted, so-called communities. Residents here actually care for and take an interest in the lives and concerns of each other. There is a pride in the neighborhood and its neighbors.

NOE VALLEY. WHAT IS IT? WHY DO WE LIVE HERE? WHO ARE WE?

Noe Valley does not have a homogeneous population; in fact we are a microcosm of the City. We are the professionals, the shopkeepers, the artists, the laborers, the politicians, and a diverse mixture of ages, colors and life styles. Perhaps this is why Noe Valley is unique in a city whose hallmark is the expression of individuality. Noe Valley is, and will remain to be, primarily a long term residential community. We are a population with dreams, opinions, ideas, creativity, and concerns. We are a community struggling with change, yet we are highly stable.

Idle Chatter:

"Wouldn't it be great if we had a newspaper—a forum to express our beliefs, to explore our history?"

Too often ideas of this sort are unrealized. This time the idea has become concrete. The NOE VALLEY VOICE is born.

Noe Valley, we have discovered, is the home of many talented writers and artists waiting for a medium to present their work. This issue was conceived and produced in less than a month. Our advertisers have all responded with excitement at the opportunity to advertise their shops and services in a paper geared to the local needs.

Articles planned for future issues include a multi-part history of Noe Valley, District 5 politics, the high cost of home buying, crime, reviews of shops, restaurants and services, sports and activities, interviews with residents who are significant to the history and development of the area, a multi-part article on the business associations, and a community open forum.

This paper is conceived as a Community forum to meet the needs of our neighborhood. Our objectives are fourfold:

- 1) To provide news and information on the businesses, services, and individuals in Noe Valley.
- 2) To document our history in an area individual and integral to the city of San Francisco.
- 3) To provide a forum for the residents of Noe Valley to express their opinions of what the neighborhood could and should be.
- 4) To provide a medium for poets, writers and artists to publish their work.

If we are to continue this effort we need your help. We need your interests and opinions in the form of articles, statements, stories, poems, drawings and photographs. We need your financial support in the form of advertising and contributions. We believe that Noe Valley is capable of supporting a community newspaper. That is why we have come this far. To date, the response has been nothing but encouraging.

In order for the Noe Valley Voice to become a responsive community newspaper, we need your ideas and articles. In our second issue we will begin the Community Crosstalk column. Community Crosstalk will be an open dialogue to present your stand on any of the issues relevant to developing or protecting lifestyles.

We intend to continue free distribution of this paper. This issue has been partially financed by advertisers with the balance paid for by the staff. We sincerely hope that you will agree with us that the Noe Valley Voice is a viable adventure and will join us.

Our advertising rates are nominal. Our anticipated circulation is 3000 copies which will be distributed primarily in Noe Valley and the rest of District Five. Discounts will be given for both pre-payment and multi-issue contracts.

These are our beginnings. We are proud of this issue and look forward to serving the needs of our neighborhood and the individuals living here. We hope that you enjoy our maiden effort and provide feedback on how we can better suit your needs and be more responsive to the community.

## City Curbs Business On 24th Street

BY COREY MICHAELS

William Murphy, a one-time tough nose San Francisco cop who turned in his badge for a doctorate, was cruising the second floor of City Hall waiting for the chance to use his courtroom histrionics against those Noe Valley anti-business upstarts. Murphy was born and grew up in Noe Valley. He hadn't lived in Noe Valley for 23 years, but he still owned the property that's leased to the Finnegan's Wake watering hole, and he wasn't going to let any change in the zoning laws hurt his moneymaker without a helluva good fight.

There were a hundred or so other people waiting to testify on a proposal before the Planning Commission that would control the growth of new business on 24th street. All they could do was mill around, discussing the proposal, because the planning commission was running later than the J Church. The more Murphy waited, the more he found himself being swayed by the arguments in favor of the proposal. By the time the public hearing got underway two and one-half hours late, Murphy was firmly in the "enemies" camp.

"I was talking to my childhood chums, who are still living in Noe Valley", Murphy said. "They want Noe Valley to remain stable. They don't want the noise and pollution and the traffic jams." What they don't want is for the 24th Street strip to become Union Street.

Those upstarts that initially scared Murphy were the Noe Valley Neighbors for Actions, Friends of Noe Valley, and the East and West of Castro Improvement Association. In February, they had petitioned the Planning Commission for a downzoning reclassification that would slow the rapid growth of shops swarming into the area. Without the change, Noe Valley would lose its unique neighborhood character.

Twenty-fourth street is a blend of ground floor bars, restaurants, groceries, and specialized, neighborhood oriented shops. The second and third floors of the buildings are residential apartments.

The Valley's uniqueness poses a paradox. The area currently is zoned C-2, which allows a wide range of

Continued on Page 7

## Thank You Noe Valley!

Here's to more decades of news from and about the best place to live in San Francisco.