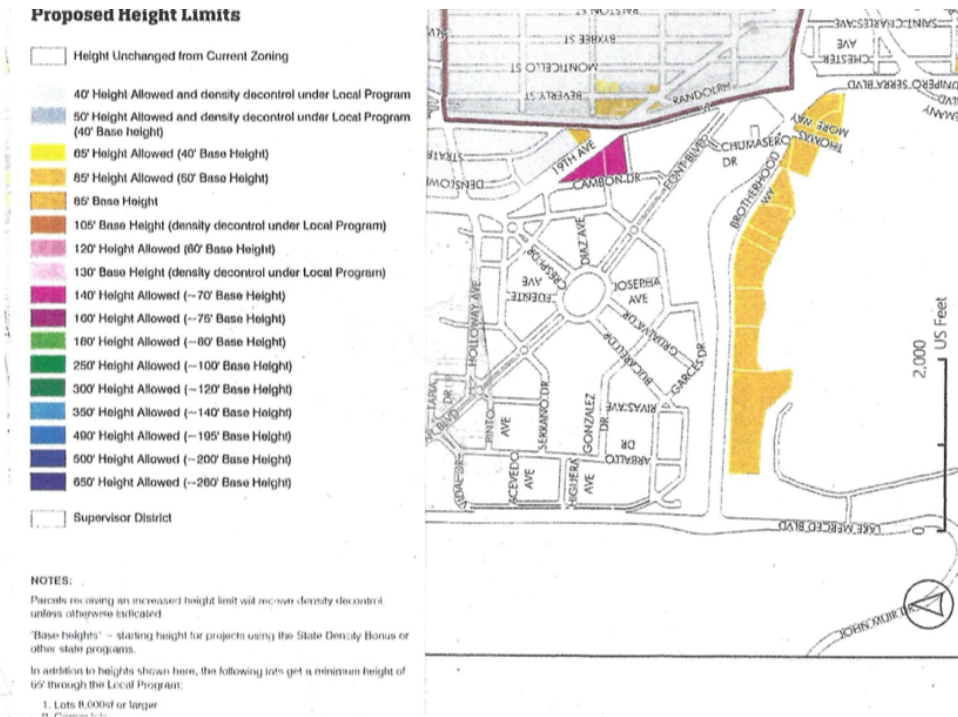


THE REAL NEWS

BROTHERHOOD WAY SAFETY AND CIRCULATION PLAN



By Glenn Rogers, RLA, Landscape Architect, License 3223

Finally, the long-awaited plans for improvement of the Brotherhood Way Corridor from the San Francisco County Transportation Authority (SFCTA) have arrived. It is important to note that SFCTA is a **COUNTY** agency that administers transportation funds from the half-cent sales tax imposed by Prop K in 2003. The San Francisco Metropolitan Transportation Authority (SFMTA) is a City Agency. They are separate entities; each has its own administrative structure, policies, staff, budget, and [borrowing capacity](#). The presentation by David Long addressed the traffic suggestions for Brotherhood Way, the major thoroughfare that joins the westside of San Francisco with the east. It is essential for many residents here and beyond. Sadly, many were disappointed with the three different solutions. Thinking back, I remember the public comments regarding saving the Oceanview Library at the foot of Orizaba Avenue. SFCTA's traffic solution now seems laughable. All three solutions — A, B, and C — were conceived with the library in mind.

Above is the Proposed Zoning Map, Draft April 2025 received by George Wooding from the Planning Department. As you can see, along Brotherhood Way, are the plans to have 80-85 foot towers built. The Merced Extension Triangle Neighborhood (METN) will fight this proposal as this plan goes forward.

BROTHERHOOD WAY TO BE DEVELOPED?

George Wooding received a handout at a Planning Department meeting entitled the PROPOSED ZONING MAP DRAFT, April 2025. It outlined the desire to develop an 8-story housing complex along Brotherhood Way. This information surprised Merced Extension Triangle Neighborhood (MET) members, who were not informed about this plan for development.

Incidentally, historically, Stanley Creek, which was located on this site, presents as subsurface water that makes the Brotherhood Way Greenbelt prone to liquefaction during earthquakes. No doubt, this Greenbelt is the reason the Planning Commission has denied developments over the decades. Andrew Sohn, an SF architect, explained that any library built on the Greenbelt



SFCTA's false belief, that traffic would go elsewhere, indicates poor research and a lack of understanding of the neighborhood. SFCTA's copying verbatim another study, from somewhere else and pretending it will work here, is lazy research.

would require extra pilings, an additional expense added to any residential units built there.

THE INITIAL PRESENTATION

The presentation began in a very polished manner, but did not continue that way. When **Solution C** was discussed, all that was displayed was unreadable masses of color, with no detail of the solution present. At the time, many were alarmed that Long's presentation was the only information that was provided about **Solution C**. There were no sections or elevations of this solution. The Audience completely missed the magnitude of this project.

After the initial presentation by Senior Planner Long, no questions were allowed. The public was completely in the dark on **Solution C**.

THE FLAWED RESEARCH METHOD

Those in attendance wondered if SFCTA had predetermined the outcome to fit their desired conclusion.

The developer long ago, who designed and built Orizaba Avenue, provided no intersections. In providing no side streets, in his greed, he added housing instead. Therefore, SFCTA claim that side streets can handle traffic, unable to commute on Brotherhood Way, is misleading and untrue.

SOLUTION A

The thrust of the design of **Solution A** is to reduce traffic along Alemany Blvd. and make this into a **neighborhood street**. To achieve this, SFCTA would eliminate two-lane traffic in each direction and make Alemany Blvd. into a one lane in each direction. This solution ignores the fact that the Oceanview Village Shopping Center was recently recognized as a successful mall in San Francisco. Strangling traffic to this business would be "killing the goose that laid the golden egg." Piling risks on the mall risks more loss of small businesses. No doubt, 47% of business vacancies have already contributed to the decline of downtown San Francisco, perhaps due, in part, to the denial of vehicular traffic on Market Street. Denying traffic to businesses could decrease employment in the neighborhood.

Consequently, MUNI regularly delivers passengers to the BART station nearby. The 54, 57 and 58 buses frequently use Alemany Blvd. Moreover, the entrance to the 280 Freeway makes this solution problematic for everyone in the MET district and half of the entire population of the Oceanview, Merced, and Ingleside district (OMI). To dream of Alemany Blvd. as a quiet and calm *neighborhood street* is to overlook reality.

To name just a few of the businesses and destinations on Alemany Blvd. that would be impacted by one lane traffic are: Chase Bank, Hmart, Paris Baguette (bakery), Extreme Pizza, Subway, Seven Leaves Cafe, AT&T store, the dog park, and [Alder Landscape Architecture](#). Even more important are the numerous residents living at the [Oceanview Village Condos](#), representing 370 units. Does this sound like a candidate for becoming a quiet *neighborhood street*?

If you close off one lane, you cannot have all these necessary amenities in one place.

The notion of a raised pedestrian bridge at St. Charles and Brotherhood Way is unnecessary; few serious injuries occur there. If you want to provide a pedestrian bridge, place it at Brotherhood Way beside Alemany Blvd., where most accidents and injuries occur. Instead, SFCTA proposes an awkward turn with only a signal light to make the location safe.

The claim that additional "green space" is added in **Solution A** ignores the already present median, which is green space itself. This talking point has no real substance.

The claim that if they disturb the traffic on Alemany Blvd. and Brotherhood Way, commuters could find an opportunity to use side streets to hasten their commute shows poor research. The developer who designed and built Orizaba Avenue long ago provided no side streets. In his greed, this developer added housing where a street should be. Traveling from east to west in this neighborhood, no side streets allow an escape. The only street available for traveling east/west is Broad or Randolph Street, on which the **M** streetcar slows the traffic to 3-5 mph. There are no side streets that will reduce the burden of traffic on Alemany Blvd..

SOLUTION B

Again, the claim that drivers will find *alternative routes* if the SFCTA's plan to reconfigure the traffic pattern in the neighborhood is misinformed. To declare that traffic would move to John Daly Blvd., San Jose Ave., or I-280 is unsound. First, John Daly Blvd. provides a commute too far south to be productive. San Jose Avenue turns into Mission Street, then El Camino Real, as it travels east to west.

facilitate east/west movement. San Jose Avenue turns into Mission Street, then El Camino Real, as it travels east to west. This path is fine if you are traveling to Daly City; unfortunately, commuters in San Francisco would likely want to travel to Districts 1, 2, 4, 7, or 11. This solution showcases a lack of understanding of the traffic patterns in the OMI and METN districts.

This solution also reduces the lanes from two to one on Alemany Blvd. Recently, the Chronicle reported that two malls in San Francisco are booming with business as downtown languishes. Those malls are at [Stonestown and the Japan Center](#).

Nearby destinations on Brotherhood Way include the Parkmerced Shopping Center at Cambon Drive, which has a grocery store, a Budget Rental, a laundromat, [Hall of Flame](#) (hamburgers), [Brochette Dumpling](#), and many more.

Let us not forget [Sisterhood Gardens](#), which runs beside Brotherhood Way.

To get to the Stonestown Mall from the east part of the City, one has to use Brotherhood Way. Again, the SFCTA plan would complicate the ability to travel to the Stonestown Mall by limiting two lanes to one lane. The perceived advantage — to create a bike lane is redundant. There is already a bike lane there. The other justification is to the hope that it would calm traffic and make Brotherhood Way into a *neighborhood street*. What SFCTA is proposing strangles a satisfactory transportation route.

Overshadowing this, parts of nearby [Stonestown will be developed by Brookfield Properties](#) into a major residential development — 5,700 additional units — requiring additional services. Is limiting the lanes from two to one a good idea?

Since Parkmerced is considered the second-largest residential development west of the Mississippi, does it reduce the ability to travel home to these condominiums and apartments?

Those living in the Sunset and the Richmond district must also travel on Brotherhood Way. Minimizing the lanes means it will take longer for these San Franciscans to get home.

Those who travel on Brotherhood Way have no *alternative transportation route*, to or from the Oceanview, Ingleside and Merced (OMI) district. This is because Orizaba Avenue has no cross streets. This transportation plan does not work.

SOLUTION C

This is the most ambitious plan of the three provided. It changes the alignment of Brotherhood Way to enter the Greenbelt beside the presently existing dog park. Since SFCTA has provided no elevations or sections, it is unclear to the public how dramatic the changes would be. Tens of thousands of yards of soil would need to be excavated and moved in this solution. Again, this solution proposes one east and west lane on the new Alemany Blvd. and Brotherhood Way configuration. An important advantage of this solution is the creation of 4.8 acres of new Greenbelt.

Presently, a long line of cars enters this thoroughfare at Brotherhood Way. Planner Long misinformed the public on the delay this solution would provide. Moreover, since I live across the street from this intersection, I have not seen a traffic study counting the number of cars during rush hour, concluding that this design is

poorly researched, satisfying the management of SFCTA or the Planning Department. As a landscape architect, this solution will turn Brotherhood Way into the same congested thoroughfare as Geneva Avenue, where a long line of cars awaits entrance into their district from Highway 280.

Today, there are only three east/west thoroughfares into Districts 7 and 11. They are Monterey Blvd., which takes you close to West Portal but is already over-congested. The second east/west thoroughfare is Ocean Avenue, which has the K streetcar, which limits the space available for automobile traffic and is also overly congested. Lastly, the remaining east/west thoroughfare is Sagamore/Brotherhood Way, or the project proposed here. The configuration works adequately with two lanes available to travel east/west on Brotherhood and Alemany Blvd. Reducing this thoroughfare to one lane in each direction would snarl traffic. SFCTA's belief that traffic would go elsewhere belies poor research.

BICYCLE COALITION INVOLVEMENT?

There were a number of young people present at IT Bookman on July 15, 2025, who were not from the neighborhood. Is it possible that members of the Bicycle Coalition were there to influence the results of the Brotherhood Way Safety and Circulation Study? Many residents of MET believe so. Most of those who live here in the MET neighborhood do not endorse this solution.

STANLEY CREEK

Historic Stanley Creek is revived in this solution, which is essential since the creek begins where the Oceanview Library was suggested to be built. Theoretically, if you endorse this plan, a library at that location is excluded.

The development shown in the Proposed Zoning Map, Draft April 2025 will occur west of Junipero Serra Blvd., where presently numerous churches are present.

PEDESTRAIN BRIDGE

The long and overly expensive pedestrian bridge proposed at St. Charles and Brotherhood Way in **Solution A** is unnecessary since few injuries have been reported there. Instead, a pedestrian bridge is necessary where numerous injuries occur, at Brotherhood Way and Alemany Blvd. intersection. Thus, there is no need for a stoplight, allowing traffic to be unhampered as it travels east/west and reducing the extremely expensive grading required to implement the realignment of the Alemany Blvd./Brotherhood Way thoroughfare in **Solution C**. In the past, a pedestrian bridge here was considered too expensive. However, suppose the SFCTA is willing to design a bridge at St. Charles Street, where it is not needed. In that case, that is twice as long and twice as expensive, then a pedestrian bridge at Alemany/Brotherhood Way is not too exorbitant and should be considered again.

Coeditors:

George Wooding, President Emeritus,

Chair Government and Elections

And Glenn Rogers, RLA

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Chair of Open Space, Past President CSFN



OPEN SPACE REPORT HOUSING ALERT

Notice of potential rezoning of height and or density in San Francisco. Please stop this bad zoning law by attending the September 11 Planning Commission meeting and testifying against this zoning proposal and/or write a letter.

The San Francisco Land Use and Transportation Committee with District seven (D7) Myrna Melgar as Committee chair did not want to notify San Francisco residents of the massive rezoning changes to the planning code that would impact their neighborhoods. The Committee was counting on an uninformed public. Public ignorance is political bliss.

In opposition, Sup. Connie Chan (D1) introduced legislation that would require the Planning Department to send a notice by US mail to every residential or commercial tenant and every property owner within 300 feet of a proposed zoning change. Chan's legislation won at the Board of Supervisors on an eight to three vote. The three votes against the legislation were Myrna Melgar (D7), Bilal Mahmood (D11) and Matt Dorsey (D6)

Melgar said that the rezoning notification to the public is "not necessary." Why would Melgar be worried about 300,000 notifications? Well...maybe 200,000 residents might be concerned and another 50,000 residents might be angry. For the D7 supervisor who represents a moderate district with the most residential housing, Melgar is starting to act more like a YIMBY (Yes In My Back Yard) every day. It might be time for her to have lunch with Scott Wiener and Joel Engardio.

"In the neighborhoods I represent, many have a lot of concerns and doubts about displacement," Chan said. "Not just tenants, but small businesses and aging homeowners, are worried they could fall victim to speculative real estate investors and be displaced."

If you love San Francisco, Please don't support Mayor Lurie's housing plan. Neighborhood character will be destroyed as 65 foot high housing will be allowed in residential mid-block streets and 65+ foot residential housing will be built on corner lots.

Over 50% of storefronts closed: A San Francisco Chamber of Commerce study from August 2020 revealed that 54% of storefront businesses in San Francisco had closed due to COVID-19, with approximately [1,300](#) closures.

Data from the city planning department suggests that a significant number of small businesses in neighborhood commercial districts (NCDs) could face displacement under Mayor Lurie's plan to allow more housing density this is because developers might be encouraged to demolish existing small buildings, which often house small businesses, to build larger residential structures. San Francisco's small business community will start to become extinct.

No small business can survive waiting for four years to have their location rebuilt.

It's important to note that the Mayor's plans are multi-faceted, and some aspects have the potential to displace current, existing residents.

Under San Francisco's 2022 housing element and state law, the city is required to expand housing affordability and availability. This proposed citywide rezoning may increase the height and/or density limits of your neighborhood or others in your neighborhood.

The main purpose of this massive rezoning was to build more affordable housing. The only affordable housing that will be built will be housing that is subsidized by the Mayor's office of Housing And Community Development (MOHCD). The MOHCD is broke. Developers will not want to build new affordable housing because it will not be profitable.

Under existing planning guidelines, developers can pay the city extra money (inclusionary housing fees and/or in lieu fees) to not build affordable housing. Thus, the city makes money on projects that do not abide by affordable housing guidelines and developers sell residential units at market rate prices.

Sadly, San Franciscans with an average Average Median Income (AMI) salary of \$150,000 or less, could not afford to purchase any affordable housing without being subsidized.

"This rezoning legislation is a key step toward meeting our state housing goals. We are laying the foundation for small and midsize housing projects in areas of the city where we have seen little housing production, allowing us to welcome new residents while supporting long-term tenants and small businesses," said **Sarah Dennis Philips, Director of San Francisco Planning Department**. "The mayor's Family Zoning plan effectively balances the preservation of our city's character with the necessary flexibility to ensure San Franciscans across all income levels can continue to call this great city home." Phillips was appointed by Lurie to be the new planning director in June.

Phillips statements regarding the Mayor's Family Zoning Plan is advertising for public consumption. The Family Zoning Plan is only partially about height and density, The real purpose of this plan is to create permanent demolition zones throughout San Francisco—especially on the Westside.

The Planning Departments demolition maps and guidelines will be designed to make as much money for developers as possible. These developers, in turn, will make contributions to local politicians. Last, ninety per cent of the Planning Department's revenue comes from issuing permits.

The endgame is demolition of property and "Density Decontrol" in San Francisco. Density Decontrol is a zoning policy being proposed in San Francisco that would remove unit limits on properties, allowing developers to build as many residential units as possible within a buildings height and space limitations. This proposal is a key part of San Francisco's efforts to address its housing crisis and meet state mandated housing targets.

Residents should to be against Mayor Lurie's Family Zoning Plan. Help save San Francisco's small business, residential housing and character of neighborhood.

Learn more about the September 11 public hear and how to submit a public comment by visiting Planning's website listed below:

For questions or to request a meeting with the planning department on the family zoning plan e-mail: sf.housing.choice@sfgov.org

HEARING DATE:

Thursday, September 11, 2025

Place:

City Hall, 1 Dr. Carleton B. Goodlett Place, Room 400, 12:00pm (noon)

CASE TYPE:

Planning Code and zoning map amendment

San Francisco Planning Commission

Project Name:

San Francisco zoning plan (Housing element Rezoning program)

Case# 20021-00587CWP

QR Code Link: <https://sfplanning.org/sf-family-zoning-plan>

Board File Nos: 250700 and 25076701

Chair Government and Elections, President Emeritus

Coeditor of the Real News



OPEN SPACE REPORT

Recently, in speaking with the City Librarian, he mentioned that the ideal location for the Oceanview Library would be on Broad or Randolph Street. It seems Chyanne Chen does not have the same fascination with the library built on the Greenbelt as her predecessor. The failure of the SFCTA Plan to fix the circulation on Brotherhood Way also would add to the demise of the library at 100 Orizaba Avenue, in my opinion.

The Planning Department's idea to build 8 story buildings along the Brotherhood Way west of Junipero Serra Blvd. ignores the fact that San Francisco is facing a glut of housing and more structures are not needed. For example, Salesforce at one time had 10,000 employees at their downtown office. Now, because of artificial intelligence (AI), 5,000 employees have been let go. Housing continues to be in surplus in the City.

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