



HOTEL HARTLAND

WOERNER'S
CIGARS
LIQUORS

MEN'S CLOTHES & GALLONS

900 BLOCK GEARY ST., TENDERLOIN DISTRICT
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

4/27/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON GEARY ST. FROM MID-BLOCK, NORTH SIDE
#1



Cherry's
Ice Cream & Soda

King Kong

500-24-7800
The Plaza

Metey

11 MARKET
REPAIRS

NO STOPPING
7:00 - 9:00
4th - 6th
NO PARKING
8:00 - 5:00
FOR RIGHT

700 O'FARRELL ST., TENDERLOIN DISTRICT
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/04/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON O'FARRELL ST. FROM N.W. CORNER, O'FARRELL AND HYDE
#2



500 BLOCK HYDE ST., TENDERLOIN DISTRICT
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/04/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING NORTH ON HYDE ST. FROM MID-BLOCK, WEST SIDE
#3



SUBARU
SERVICE
RON PRICE
MOTORS

Ron Price Motors
Subaru Service Center

SUBARU
THE 400 BAR

640

dim sum bar
restaurant

LAHORE
KABAHI

HOTEL

DORR'S
MARKET & DELI

MARKET

600 BLOCK O'FARRELL ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

5/19/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON O'FARRELL ST. FROM MID-BLOCK, SOUTH SIDE

#4



SUZUKI
SERVICE
LOW PRICE
MOTORS

DIM SUM BAR

OPEN
LUNCH
DINNER
DELIVERY
830-7388

600 BLOCK O'FARRELL ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/22/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON O'FARRELL ST. FROM MID-BLOCK, SOUTH SIDE

#5



Econo Market

El Tesoro
Tacos + Grill

ORDERS
TO GO
2025-2026

LEAVENWORTH

STOP

O'FARRELL AND LEAVENWORTH STREETS, TENDERLOIN DISTRICT

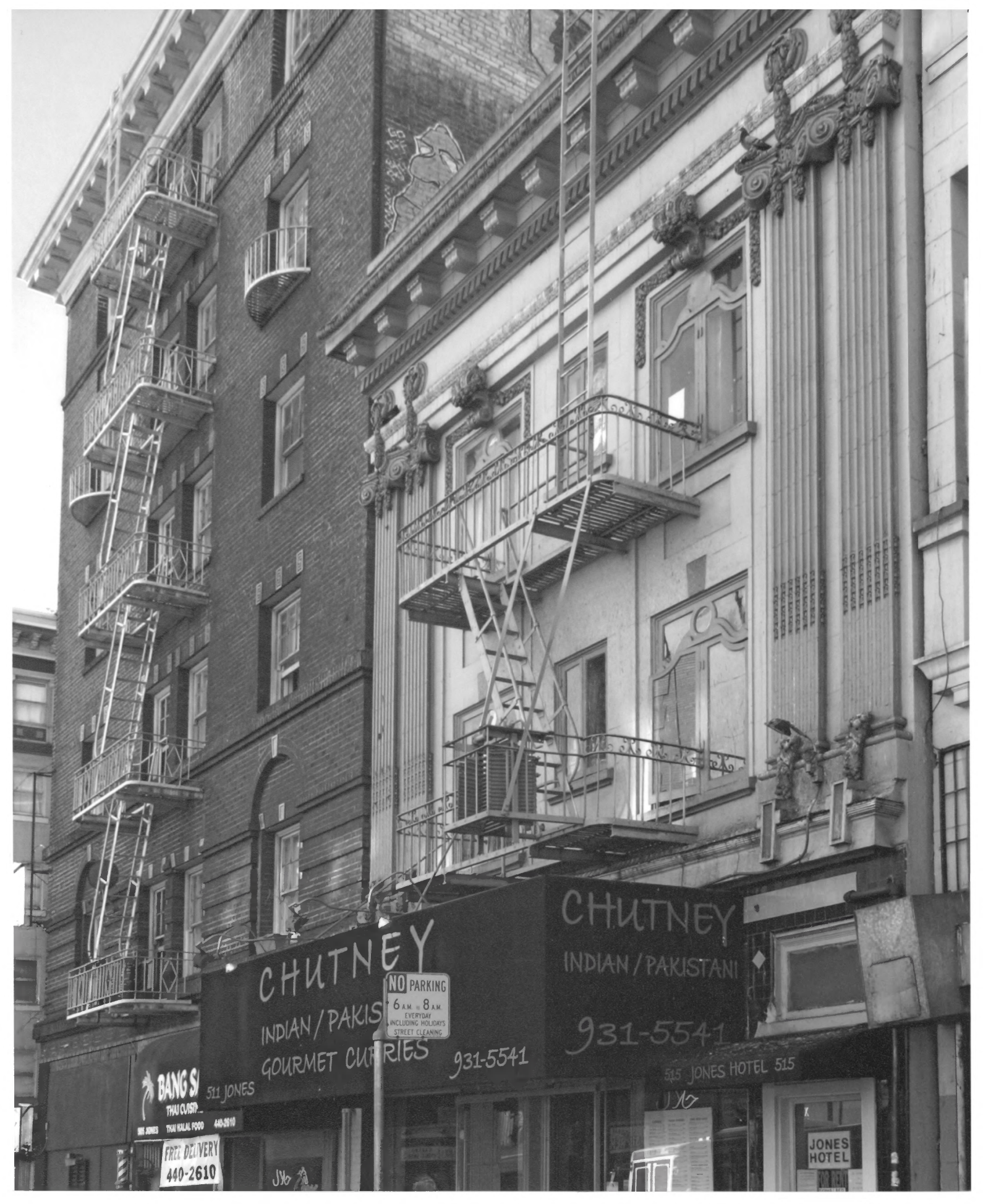
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/04/2007

NEGATIVE @ 785 BRANNAN ST, #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON O'FARRELL ST. FROM N.E. OF INTERSECTION WITH LEAVENWORTH ST.
#6



CHUTNEY

INDIAN/PAKIS
GOURMET CURRIES

NO PARKING
6 A.M. - 8 A.M.
EVERYDAY
INCLUDING HOLIDAYS
STREET CLEANING

CHUTNEY
INDIAN/PAKISTANI

931-5541

BANGSI
THAI CUISINE
511 JONES
THAI BAKAL FOOD 440-2610

FREE DELIVERY
440-2610

515 JONES HOTEL 515

JONES HOTEL

500 BLOCK JONES ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

3/31/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING SOUTH ON JONES ST. FROM MID-BLOCK, EAST SIDE

#7



Golden Era
VEGETARIAN
RESTAURANT
572

AV RESTAURANT
673-3136

PUBLIC
PARKING

BE STRIKE YOUR SPOT TOWN
YOU NEED TO FIND OUT THE REAL STORY

COAST
HOTEL

COAST
HOTEL
516

SPECIAL
DAILY
RATE
\$10

500 BLOCK O'FARRELL ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/22/2007

NEGATIVE @ 786 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON O'FARRELL ST. FROM MID-BLOCK, SOUTH SIDE
#8



MORACO

OLYMPIA CAFE

TAQUERIA EL SOL

Israel Gardens

JONES

ATM ATM GEARY ST LIQUOR

EMERALD HOTEL

500 BLOCK GEAR Y ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/04/2007

NEGATIVE @ 885 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON GEAR Y ST. FROM N.W. CORNER, GEAR Y AND JONES

#9



LAURENCE
ET AL.

SOLES

MEXICAN Grill
415 440-0105
BURRITOS

GEARY SMOKE SHOP
LIQUOR WINE GROCERIES

ATM
GEARY SMOKE SHOP

PARADISE
MASSAGE
441-0827

SALTIMAR

SPEED
LIMIT
25
1976

FORD

500 BLOCK JONES ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/04/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING SOUTH ON JONES ST. FROM N.W. CORNER, JONES AND GEARY
#10



700 BLOCK O'FARRELL ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

3/04/2003

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON O'FARRELL ST. FROM MID-BLOCK, SOUTH SIDE

#11



環球車身修理
二樓 2ND FLOOR
WALTER CAR BODY SHOP
673-1889

WALTER CAR BODY SHOP
673-1889

SHOE CHECK

AUTO BODY SHOP
673-1889

AUTO BODY EXPERTS

BOD
AUTO BODY EXPERTS

ABE
441-1

700 BLOCK O'FARRELL ST., TENDRLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/22/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON O'FARRELL ST. FROM S.W. CORNER, O'FARRELL AND HYDE
#12



400 BLOCK HYDE ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/22/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING NORTH ON HYDE ST. FROM S.E. CORNER, HYDE AND ELLIS

#13



Leavenworth



LEAVENWORTH

S MARKET

Fresh Produce • Fresh

AMIGO'S
ATM MARKET
Fresh Produce

Discount Groceries
Fresh Produce & Meat

Marlboro
392



400 BLOCK LEAVENWORTH ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING NORTH ON LEAVENWORTH ST. FROM S.E. CORNER, LEAVENWORTH AND ELLIS

#14



400 BLOCK JONES ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING NORTH ON JONES ST. FROM S.E. CORNER, JONES AND ELLIS

#15



400 BLOCK ELLIS ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

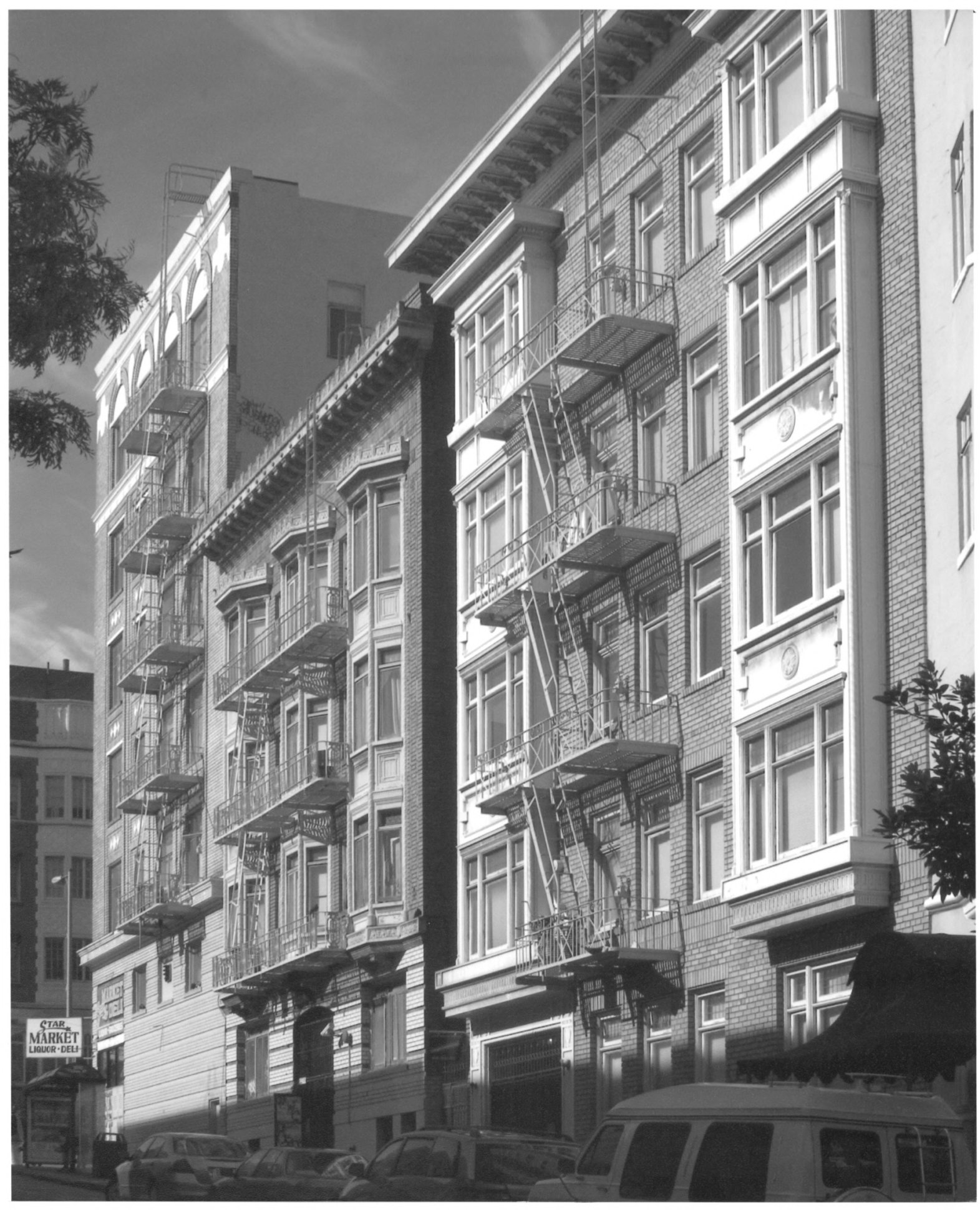
MARK ELLINGER

6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON ELLIS ST. FROM MID-BLOCK, SOUTH SIDE

#16



STAR
MARKET
LIQUOR - DELI

500 BLOCK LEAVENWORTH ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/04/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING NORTH ON LEAVENWORTH ST. FROM MID-BLOCK, WEST SIDE

#17



HAPPY DONUT
Tel: 440-1010

TAYLOR

GRACE MEMORIAL
METHODIST CHURCH

ELLIS AND TAYLOR STREETS, TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON ELLIS ST. FROM S.E. OF INTERSECTION WITH TAYLOR ST.

#18



300 BLOCK ELLIS ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ 755 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING NORTH ACROSS ELLIS ST. FROM MID-BLOCK, SOUTH SIDE

#19



Decorative frieze on the roofline of the brick building.

C
E
S
C

FOR RENT
415.843.8111

NO PARKING
8am - 6pm
DUES FOUR DOLLARS
EXCEPT TAXIS

7552298

600 BLOCK ELLIS ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/04/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON ELLIS ST. FROM MID-BLOCK, NORTH SIDE

#70



ELLIS AND HYDE STREETS, TENDERLOIN DISTRICT
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/04/2007

NEGATIVE @ 785 BRANNAN ST., # 407, SAN FRANCISCO, CA 94103

LOOKING EAST ON ELLIS ST. FROM N.W. OF INTERSECTION WITH HYDE ST.
#21



300 BLOCK LEAVENWORTH ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING SOUTH ON LEAVENWORTH ST. FROM MID-BLOCK, EAST SIDE

#22



JEFFERSON

HOTEL JEFFERSON JEFFERSON

STRATOR HOTEL PARKING ENTRANCE ON ELLIS ST.

HOTEL KINNEY
PARKER HOTEL
CABLE TV, H.B.O.

HOTEL KINNEY

HOTEL VERONA

CAD

165
粉麵屋
RESTAURANT

400 BLOCK EDDY ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

9/02/2006

NEGATIVE @ 785 BRANNAN ST. #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON EDDY ST. FROM MID-BLOCK, SOUTH SIDE

#23

Hotel Herald.

STEEL FRAME BLDG.
200 ROOMS WITH
BATH & SHOWER

YO YO MARKET
GROCERY PHONE CARDS CIGARETTES
OPEN 24 HRS

WELCOME
TO
YO YO
MARKET
OPEN 24 HRS

ELLIS

ELLIS

SPORTS

2288

2288

Auto Services

Signs & More



300 BLOCK JONES ST., TENDERLOIN DISTRICT
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING SOUTH ON JONES ST. FROM N.E. CORNER, JONES AND ELLIS
#24



300 BLOCK EDDY ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/22/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON EDDY ST. FROM S.E. CORNER, EDDY AND JONES

#25



K
HO

ELM 25

Line 3

300 BLOCK EDDY ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON EDDY ST. FROM S.E. CORNER, EDDY AND LEAVENWORTH
#26



We live here!

HOTEL

EXIT Theatre

EMPIRE HOTEL

160

100 BLOCK EDDY ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

4/20/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON EDDY ST. FROM MID-BLOCK, SOUTH SIDE

#27

Base hit or splash hit?

Baseball to go



It's a Palm thing



palmsync.com

FOR SALE
Z
REPTED
Chris Foley
415-975-9999

Keep
San Francisco
Clean & Green
510-558-5121
www.kcga.org
• Recycle
• Reuse
• Reduce
• Replant

Eddy

PARKING
New & Exp.
PERMITS ONLY



LOWER HYDE ST., TENDERLOIN DISTRICT
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

10/19/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING SOUTH ON HYDE ST. FROM N.E. CORNER, HYDE AND EDDY
#28



HOTEL
HAMLIN

ALLEN
HOTEL

EMPIRE
MARKET

LEWIS FISH MARKET

HOW FOOD CITY
GRAND
OPENING

T&L FOOD MARKET
FRESH MEAT · FISH · DAILY PRODUCTS
ĐẶC SẢN THỊT CHÈ XÀO CHÈ THỊT BẮNH CHÈ

G & S
Beauty Salon & Nail Designs
Eddy St. 415-563-9879

400 BLOCK EDDY ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

9/02/2006

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON EDDY ST. FROM MID-BLOCK, NORTH SIDE

#29



HOTEL
ST. GEORGE



Best Buy Music Center

DONG NAM & VIDEO

EDDY

LITTLE FLEA MARKET

LITTLE FL



ZOO BLOCK LEAVENWORTH ST., TENDERLOIN DISTRICT
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

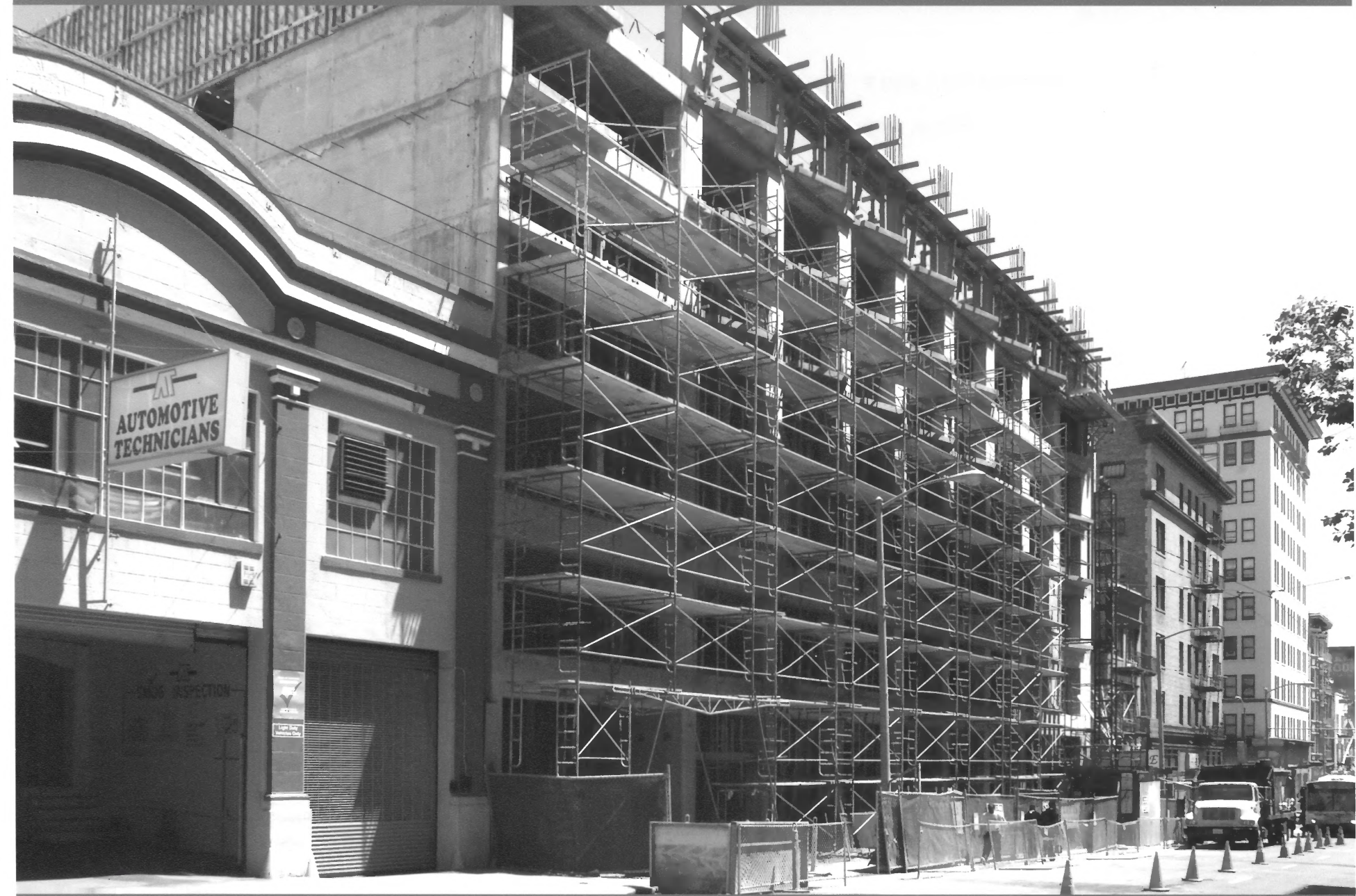
6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407

SAN FRANCISCO, CA 94103

LOOKING SOUTH FROM N.E. CORNER, LEAVENWORTH AND EDDY
#30

A
AUTOMOTIVE
TECHNICIANS



200 BLOCK TURK ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON TURK ST. FROM MID-BLOCK, SOUTH SIDE

#31



STREET
RANGE

Lawrence
STREET

BARON'S
MARKET

AMANDA TULLMAN
ARTS & CRAFTS

NO PARKING
See a Sign
MON WED FRI SAT

200 BLOCK TURK ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/26/2007

NEGATIVE @ ~~76~~ BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON TURK ST. FROM MID-BLOCK, SOUTH SIDE

#32



HOTEL
ARRIVAL AGENCY

GOLDEN GATE

111

NO PARKING
6am - 8am
MON WED FRI SAT
STREET CLEANING

LOWER TAYLOR ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

10/19/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING SOUTH ON TAYLOR ST. FROM MID-100 BLOCK

#33



HOTEL

UP WITH

HELEN HOTEL
"REASONABLE RATES • TV"

EUROPA
AUTO BODY
TEL. 923-6717 2ND FLOOR

BEST AUTO REPAIR
(415) 931-5570
WWW.BESTAUTOREPAIRS.COM

HELEN HOTEL
166 Single Rooms for Rent

Doc Com
San Francisco

HOTEL

HOTEL ROOMS

100 BLOCK TURK ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

6/22/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON TURK ST. FROM MID-BLOCK, SOUTH SIDE

#34



MASON AND TURK STREETS, TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

10/19/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING NORTH ON MASON ST. FROM S.W. CORNER, MASON AND TURK
#35



**WILD J's
SUPER ARCADE!**
all FOR LEASE \$7
*largest arcade
in san francisco!*

**WILD J's
SUPER ARCADE!**
FOR LEASE \$30K
*with 1000 jukeboxes
and 100 jukebox booths!*

San
francisco

HOTEL

NEW TENDERLOIN
FISH & MARKET
FRIED CHICKEN

LIQUOR
GROCERY

HOTEL

UNIT BLOCK TURK ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINER

6/22/2007

NEGATIVE @ 285 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON TURK ST. FROM S.W. CORNER, TURK AND TAYLOR

#36



LOWER GOLDEN GATE AVE., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

10/19/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON GOLDEN GATE AVE. FROM MID-200 BLOCK, NORTH SIDE
#37



KEEP
RIGHT

SHN BRO
IS M

TAYLOR ST. AND GOLDEN GATE AVE., TENDERLOIN DISTRICT
SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

10/19/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING WEST ON GOLDEN GATE AVE. FROM N.E. CORNER, GOLDEN GATE AND TAYLOR
#38



LOWER McALLISTER ST., TENDERLOIN DISTRICT

SAN FRANCISCO, CALIFORNIA

MARK ELLINGER

10/19/2007

NEGATIVE @ 785 BRANNAN ST., #407, SAN FRANCISCO, CA 94103

LOOKING EAST ON McALLISTER ST. FROM MID-100 BLOCK, SOUTH SIDE
#39