

REUBEN, JUNIUS & ROSE, LLP

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February 15, 2019

Delivered Via Email and Messenger (bos.legislation@sfgov.org)

Norman Yee, President
San Francisco Board of Supervisors
1 Dr. Carlton B. Goodlett Place
City Hall, Room 244
San Francisco, CA 94102

Re: 2829-2831 Pierce Street (0537/001H)
BOS File No. 181247 – Appeal of CEQA Categorical Exemption
Our File No.: 10949.01

Dear President Yee and Members:

Our office represents Kent and Reagan Penwell, the owners and occupants of the property located at 2829-2831 Pierce Street (“**Property**”). The Penwells (the “**Project Sponsor**”) propose to update their two-unit building, consisting of interior alterations, the construction of a fourth-floor addition, and façade alterations (the “**Project**”).

The issue before you is whether a Class 1 Categorical Exemption, issued by the Planning Department (“**Department**”) on May 10, 2018, is supported by substantial evidence.¹ The Categorical Exemption was appealed by the owners of the single-family home at 2400 Green Street (the “**Appellant**”). Appellants have not offered any substantial evidence to challenge the Department’s determination that warrants overturning the Categorical Exemption. The appeal request should be denied and the Categorical Exemption upheld for the following reasons:

- The Appellant has not provided any new information regarding the historic nature of the building; in fact, they provided the identical data to the Department on September 13, 2017 (submittal attached in **Exhibit A**), who considered it during its evaluation of the Property and still determined that the building was not a historic resource under CEQA;
- The Appellant did not oppose the Project by filing a Discretionary Review, nor did they testify against the Project at the Planning Commission hearing on this matter;

¹ CEQA Guidelines Section 15384(b): “Substantial evidence shall include facts, reasonable assumptions predicated upon facts, and expert opinion supported by facts.”

- The Project Sponsor made significant modifications to the Project, including the removal of the last 10 feet of the rear of the building, resulting in the withdrawal of three Discretionary Reviews;
- The Cow Hollow Association concurs that the Property does not qualify as a historic resource under CEQA (see letter attached as **Exhibit B**).

The Department correctly determined that the Property is not a historic resource. The Appellant has not provided any new “substantial evidence” beyond mere opinion – not enough to warrant overturning the Categorical Exemption. The appeal should be denied and the Categorical Exemption upheld.

A. Project Description

The Project will renovate and upgrade the existing structure through the construction of a one-story, vertical addition and façade alteration. The project plans are attached as **Exhibit C**. There will be two units, both of which will be altered into family-sized units, with a net increase of one bedroom and additional flex rooms to accommodate the Project Sponsor’s large family.

In terms of massing, the 3-story front façade will be 4’-6” taller than the existing façade. The fourth floor addition will have a significant 18-foot setback, in keeping with the pattern of upper story setbacks on the 4th and 5th floors in the neighborhood, and will result in a building that is 39’-8” high. The fourth floor addition will also provide a 19’-1” by 3’ light well that substantially mirrors the southern neighbor’s light well. The rear yard will be renovated into usable open space and there will be modest roof decks in the front and rear of the fourth floor. All of these features will significantly increase the amount of functional open space that can be utilized by the residents of the Property.

On May 10, 2018, the Department issued a Class 1 Categorical Exemption for the “addition/alteration of an existing two-unit building.” Attached to the exemption document was a “Preservation Team Review Form”, finding that the Property did not qualify as a historic resource either individually or as a part of a historic district.

B. Modifications to the Project

As a result of negotiations with the immediate neighbors who had filed Discretionary Review applications, the Project Sponsors made significant modifications to the Project in December 2018. Design changes in response to the neighbors’ concerns include:

1. Reduction of the front façade height to align with the adjacent southern neighbor;

2. Removal of a two-story vertical extension at the rear, reducing the overall massing of the structure. As a result, the building's rear envelope will not extend beyond the adjacent property;
3. Removal of below-grade space at the rear of the first floor;
4. Reduction of roof deck at the rear; and,
5. Modification of window openings to reduce visibility into the building.

In total, the building has been reduced in size by approximately 579 square feet. The Project now features a more generous rear yard area, retaining the open space in the midblock. Based on these modifications, three neighbors withdrew their Discretionary Review applications, and the Planning Commission approved the modified design at their December 13, 2018 hearing.

C. The Categorical Exemption Correctly Found that the Building was not a Historic Resource under CEQA

The Appellant, while not directly stating in their appeal filing, contend that the Department incorrectly determined that the Property was not a historic resource under CEQA. Appellants' appeal neglects to mention the appropriate standard of review for challenges to a categorically exempt project.

1. Standard of Review Under CEQA

Certain categories of projects are exempt from environmental review under CEQA, because they generally do not have significant effects to the environment. Where a project is exempt, no further environmental evaluation is required unless a recognized exception applies (e.g. there is a reasonable possibility of significant environmental effects due to unusual circumstances) (*CEQA Guidelines* §15300).

CEQA requires the Appellant to produce substantial evidence that the Project has the potential for a substantial adverse environmental impact (*Apartment Ass'n of Greater Los Angeles v. City of Los Angeles* (2001) 90 Cal.App.4th 1162, 1175). Substantial evidence is "facts, reasonable assumptions predicated on facts, and expert opinion supported by facts." (*CEQA Guidelines* § 15384). Argument, speculation, unsubstantiated opinion or narrative, or evidence that is clearly inaccurate or erroneous or otherwise not credible is not substantial evidence. (*CEQA Guidelines* § 15064(f)(5)).

Here, the Appellant must provide new "facts, reasonable assumptions predicated on facts, [or] expert opinion supported by the facts" (*CEQA Guidelines* § 15384). The Appellant has not provided any of this evidence. They submitted a three-page document, with much of the same information that was submitted to the Department in September 2017. The new "facts" supplied here are photographs of the Property, its neighbors, and a contemporary photo of the Ocean Park

Hotel. There are statements that the Property “has fine horizontal and corner detailing”, but these are mere opinions. Nowhere in the document does the Appellant provide “statements by a qualified historic preservation expert”, no new “facts” about the Property, its style, or the architect that was not already provided to the Department in 2017. The Appellants’ materials do not qualify as “substantial evidence” such that the Department’s conclusions, and thus the Categorical Exemption, should be overturned. Rather, the new “substantial evidence” provided amounts to mere photographs and “unsubstantiated opinion”.

The Appellant has not produced any substantial evidence that the Department did not already consider when evaluating and determining that Property is not a historic resource under CEQA.

2. The Property does not Qualify as a Historic Resource Under CEQA.

The Appellant contends that the Property is a historic resource under CEQA that qualifies for individual listing in the California Register of Historical Resources under Criteria 1, 2, and 3, for events that have made a significant contribution to the broad patterns of California’s history (Criterion 1), association with a significant person (Criterion 2), and architectural design/master architect (Criterion 3).

The Department, in its evaluation of the Property, dated September 20, 2017 (attached as **Exhibit B**), found that it did not qualify as a historic resource under these Criteria. Based on the Historic Resource Evaluation prepared by Richard Brandi,² as well as information on file with the Department, staff determined that the Property did not meet the Criteria in the following way:

- Criteria 1: The Property was constructed outside of the period of development of the Cow Hollow neighborhood (1850-1910) and the Marina neighborhood (1870-1915). It was constructed in 1949 “well outside of the period of both neighborhoods”.
- Criteria 2: No owners, occupants, or other persons associated with the Property were identified as being important to history.
- Criteria 3: The Property is designed in a “combination of Streamline Modern and Mid-Century Modern styles”. The building “is not a fully realized example” of the Streamline Modern style; it was constructed on the later end of the styles’ spectrum. The architect, Conrad T. Kett, is not considered to be a “prominent or master architect”, and the Property is not an outstanding example of the Streamline Moderne style by him.

The Department staff’s thorough analysis is based on conclusions drawn from the facts – including the information submitted by the Appellant – and the Department’s Preservation staff’s

² Historic Resource Evaluation: 2829-31 Pierce Street, 4/3/17.

expertise and experience in evaluating historic resources. Their analysis more than adequately supports the conclusion that the Property is not a historic resource. Given the thoroughness of the Department's review, Appellant fails to provide new "substantial evidence" to the contrary. Under CEQA, the fact that the Appellants think the Property "should be" a historic resource is not sufficient "substantial evidence" that would lead to a different conclusion.

D. Conclusion

Based on the above, the appeal should be denied and the Categorical Exemption upheld. The Department's evaluation correctly concluded that the Property is not eligible for listing as an individual resource for the California Register, and therefore is not considered a historic resource under CEQA. The legal standard applied to a challenge of a Categorical Exemption is whether there is "substantial evidence" in the record that the Property would qualify as a historic resource. The Appellant has not provided any new evidence beyond mere opinion – not enough to qualify as "substantial evidence" that warrants overturning the Categorical Exemption.

Because the Appellant has not provided any new substantial evidence, the Categorical Exemption is adequate and must be upheld. We respectfully ask that the Board of Supervisors deny the appeal and uphold the Departments' Categorical Exemption. Thank you for your consideration.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Tara Sullivan

Enclosures

cc: Supervisor Stefani
Supervisor Peskin
Supervisor Fewer
Supervisor Mar
Supervisor Brown
Supervisor Haney
Supervisor Mandelman
Supervisor Ronen

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Supervisor Walton
Supervisor Safai
Angela Calvillo, Clerk of the Board
Lisa Gibson, San Francisco Planning Department
Kent and Reagan Penwell – Property Owners

LIST OF EXHIBITS

Exhibit A	Appellant Submittal
Exhibit B	Cow Hollow Association Letter
Exhibit C	2829-2831 Pierce Street Drawing
Exhibit D	Categorical Exemption Determination
Exhibit E	Letters of Support

Exhibit A
Appellant Submittal

2829-31 PIERCE - A STREAMLINE MODERNE GEM



Streamline Moderne is a late stage of Art Deco architecture and design that emerged in the latter part of the 1930s and continued through the 1940s. Its architectural style, also called *Art Moderne*, emphasized long horizontal lines, corner windows, curving forms, smooth stucco facades and nautical motifs. Streamline Moderne is essentially a machine aesthetic focused on functional efficiency, simpler aerodynamic lines and forms in the modeling of ships and airplanes. In the modern machine age smooth surfaces, curved corners, and an emphasis on horizontal lines gave the feeling that airstreams could move smoothly over and under them.

The Maritime Museum (1939) in Aquatic Park, Rincon Center (1940) and the Sailor's Union of the Pacific Building (1950) on Harrison St. are other rare examples of Streamline Moderne architecture in San Francisco.



There are very few such examples across the city.
According to a State of California Resources Agency Primary Record,

"This style emerged during the Depression and was rarely built after the 1940s, and thus was popular during a time when comparatively little construction occurred. For this reason relatively few examples of the style that are larger than small apartment buildings can be found in San Francisco."

(<http://sf-planning.org/ftp/files/DPRforms/Mission%201500.pdf>)

2829-31 PIERCE - A STREAMLINE MODERNE GEM

This same document, which recommends the former Coca-Cola Bottling Factory on Mission Street for the California Registry of historically significant buildings, lists only 11 buildings which are important examples of Streamline Moderne in San Francisco –



adding that “eleven is a small number”.

One of these is the is the Ocean Park Motel on 46th Ave, built by **Conrad Kett** in 1937. Conrad Kett, placed in AIA Historical Directory of American Architects, *is the architect of 2829-31 Pierce Street.*

Members of this community feel that this building is a vital piece of our local fabric and history, as well as San Francisco’s architectural legacy - **and we do not want to see it demolished.** We also believe that with so few examples of Streamline Moderne in San Francisco, the city must help us preserve it and not allow one of these examples to be destroyed. Furthermore, 2829-31 Pierce clearly forms part of a beautiful trio of Art Deco/Art Moderne buildings that includes the two structures to its south; destroying it would be a tragic loss to the block, to the entire neighborhood and to the city.

Please do not let this valuable building be destroyed.

Cow Hollow Concerned Neighbors (see attached list of supporters of this petition, all of whom reviewed the petition and emailed their support: documentation available on request)

Exhibit B
Cow Hollow Association Letter

Cisneros, Stephanie (CPC)

From: Geoff Wood <ggwood2@gmail.com>
Sent: Thursday, February 07, 2019 5:09 PM
To: May, Christopher (CPC)
Cc: Cisneros, Stephanie (CPC)
Subject: 2829-31 Pierce Street

Follow Up Flag: Follow up
Flag Status: Flagged

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Chris May, Planner
San Francisco Planning Department

Dear Chris,

The purpose of this email is to give you and Planning Staff a summary of the position of the Cow Hollow Association on the property's value as an example of Art Moderne architecture for the recent CEQA investigation. While we are not qualified to conduct a historical evaluation, as an association we are very much interested in the preservation of any significant examples of representative architecture and forms that exist in Cow Hollow. We also appreciate the interest of Planning staff in the discovery and preservation of the great examples of architecture we find throughout the city.

We have reviewed two historical resource evaluations of the subject property conducted by architectural historians who have studied the 2829-31 facade. Both have found that the few architectural features that exist on the building now are not significant enough to declare this a representative example of Art Moderne architecture.

CHA agrees with this evaluation. The ground floor appears to contain no Art Moderne architecture and instead features later (perhaps 1950 style) used brick half walls, roll up garage doors and slab concrete and steel support features that may have been part of a later rehab. This condition, in our estimation, detracts significantly from the few Art Modern features on the facade above. The upper floors at the front facade do have several Art Moderne features including windows and a round shape at the roof parapet, but these are outweighed by the lower floor and the predominant square stucco and replaced windows of the north and rear building walls.

We believe that there are perhaps two dozen better examples of this architecture in the city that should be preserved rather than this sparse specimen.

Sincerely,
Geoff Wood
Cow Hollow Association
Zoning Committee

Exhibit C

2829-2831 Pierce Street Drawing



2 Artist Rendering - Proposed Rear
N.T.S.



1 Artist Rendering - Proposed Front
N.T.S.

PROJECT DIRECTORY: CODES APPLIED:

ARCHITECT:

MCMAHON ARCHITECTS+STUDIO
4111 18TH STREET, SUITE 6
SAN FRANCISCO, CA, 94114
415. 626.5300
CA. REG. C-22982

2016 CALIFORNIA BUILDING CODE (CBC)
2016 CALIFORNIA RESIDENTIAL CODE (CRC)
2016 CALIFORNIA ELECTRICAL CODE (CEC)
2016 CALIFORNIA PLUMBING CODE (CPC)
2016 CALIFORNIA MECHANICAL CODE (CMC)
2016 CALIFORNIA ENERGY CODE

BUILDING/LOT INFO:

2829/2831 PIERCE ST
SAN FRANCISCO, CA, 94123
APN: 0537/001H
OCCUPANCY: R-3
ZONING: RH-3
UNITS: 2 EXISTING/ 2 PROPOSED
BUILDING TYPE: V-A

PROJECT DESCRIPTION:

THE PROPOSED PROJECT CONSISTS OF THE REMODEL, ALTERATION AND HORIZONTAL AND VERTICAL ADDITION TO AN EXISTING 3 STORY BUILDING (INCLUDING 1ST FLOOR GARAGE) THAT HOUSES TWO RESIDENTIAL UNITS. THE PROJECT INCLUDES THE FOLLOWING:

- 1) EXPANSION AND EXCAVATION OF THE 1ST FLOOR TO THE REAR OF THE GARAGE. THIS AREA IS LARGELY BELOW GRADE.
- 2) FOUNDATION REPLACEMENT.
- 3) 2ND AND 3RD FLOOR HORIZONTAL ADDITIONS INTO THE REAR YARD.
- 4) ALTERATIONS TO THE EXISTING FAÇADE.
- 5) ADDING A NEW 4TH FLOOR WITH AN 18' FRONT SETBACK. THE BUILDING WILL BE 3 STORIES AT THE REAR DUE TO THE UPSLOPE LOT.
- 6) BOTH UNITS WILL BE 2 FLOORS. LOWER UNIT WILL BE ON FLOORS 1-2 AND UPPER UNIT ON FLOORS 3-4.
- 7) NEW KITCHENS AND BATHROOMS AND INTERIOR REMODEL THROUGHOUT.

PLAN CHANGES SINCE 311 NOTIFICATION SET

1. Rear pop-out removed on 2nd and 3rd floors (-360 sq.ft. total)
2. Below grade space on 1st floor at rear of building removed (-230 sq.ft.)
3. Front facade height reduced to match southern neighbor
4. Rear roof deck reduced due to pop-out removal
5. Exterior below grade stair at rear relocated as part of pop-out elimination.
6. Reduced size of Prep Kitchen 203
7. Added dinette window in Living Room 206
8. Moved window in 203
9. Relocated windows in Bathroom 302, Bedroom 304, and Laundry 303

SQ. FT. CALCULATIONS

	Existing Sq.Ft.	311 Set Sq.Ft.	Proposed Sq.Ft.
Unit 2829	2,111.0	3,966.5	3,566.5
Unit 2831	2,282.0	4,007.5	3,828.5
TOTAL	4,393.0	7,974.0	7,395.0

mcmahon architects + studio

san francisco, ca 94114

4111 - 18th Street Suite 6

415-626-5300
www.chrisbcmahon.com



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DATE: 2.13.2019

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COVER SHEET

A0.0



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CONTEXT MAP



3 REAR FACADE AND ADJACENT BUILDING



4 REAR OF ADJACENT BUILDING



5 REAR FACADE AND SHARED DRIVEWAY



2 BUILDINGS ON OPPOSITE SIDE OF STREET



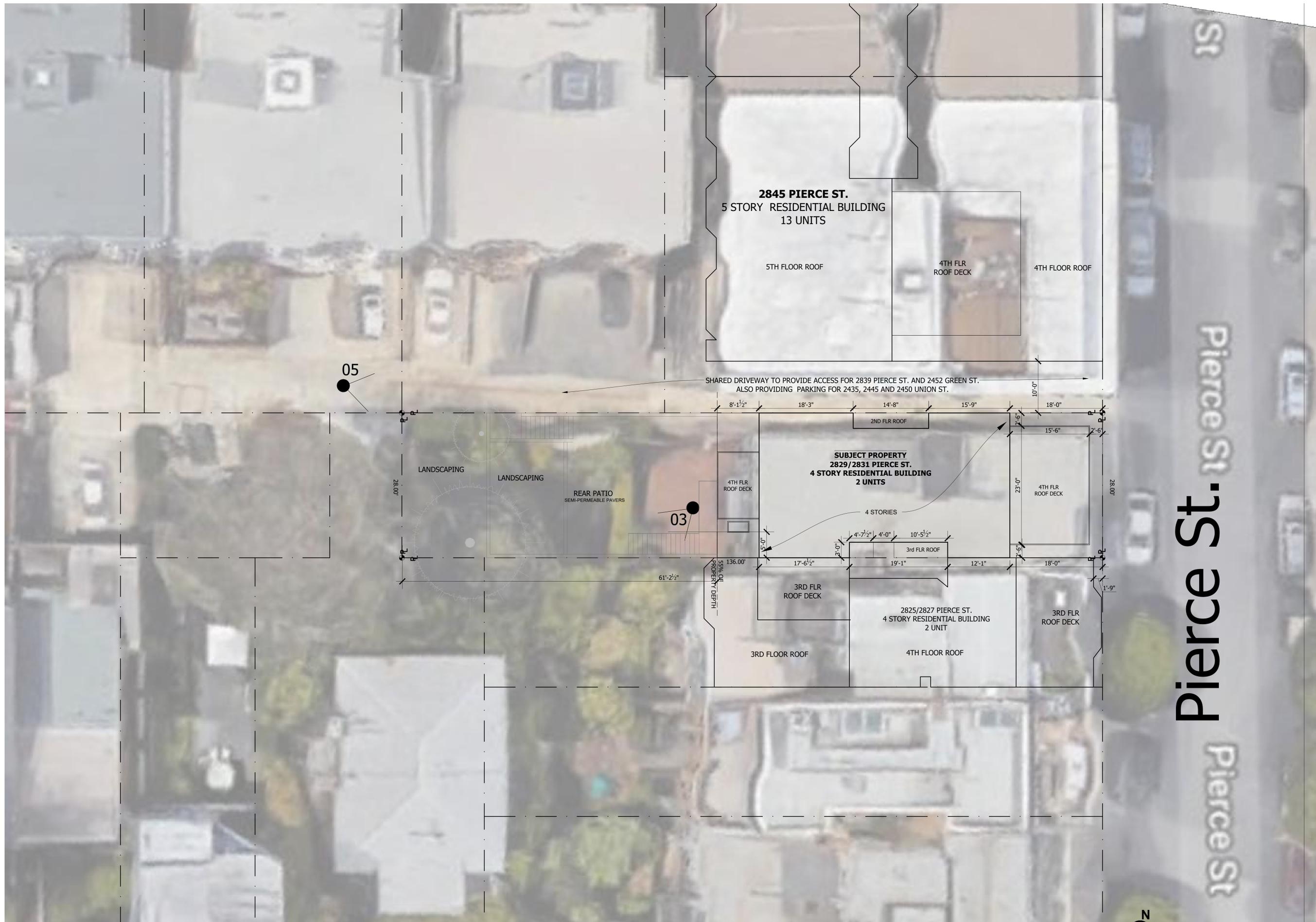
1 FRONT FACADE AND BUILDINGS ON SAME SIDE



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1 SITE PLAN
1/8" = 1'-0"

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PROPOSED
SITE PLAN

A0.4



mcmahon architects + studio

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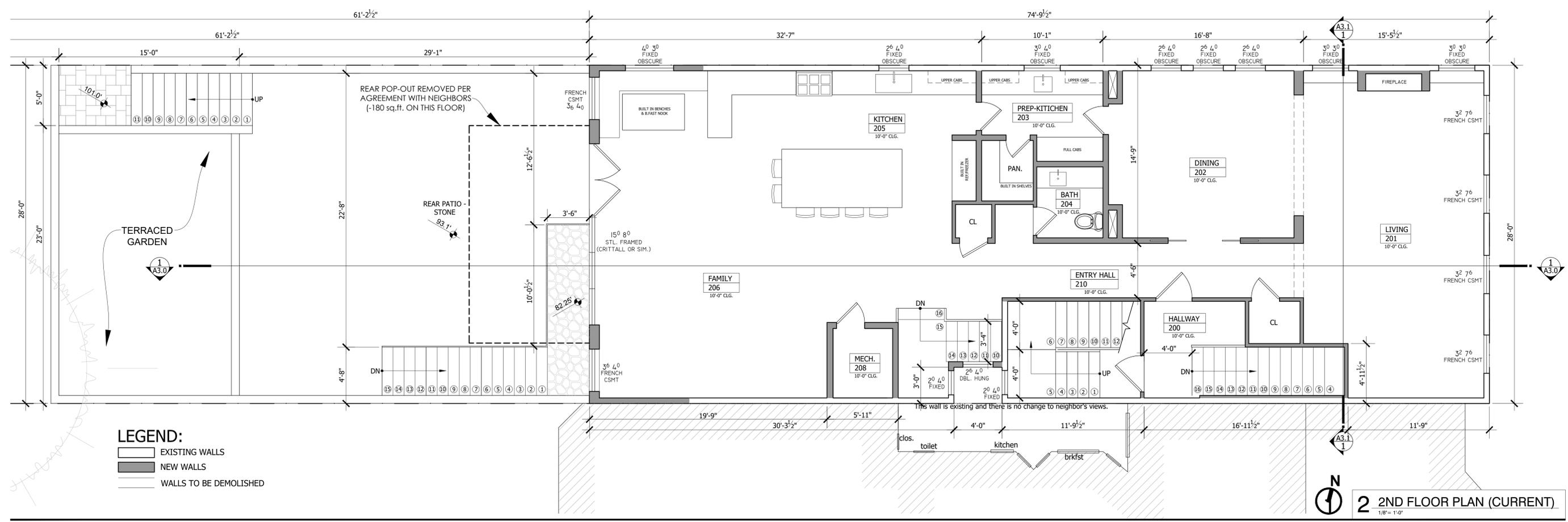
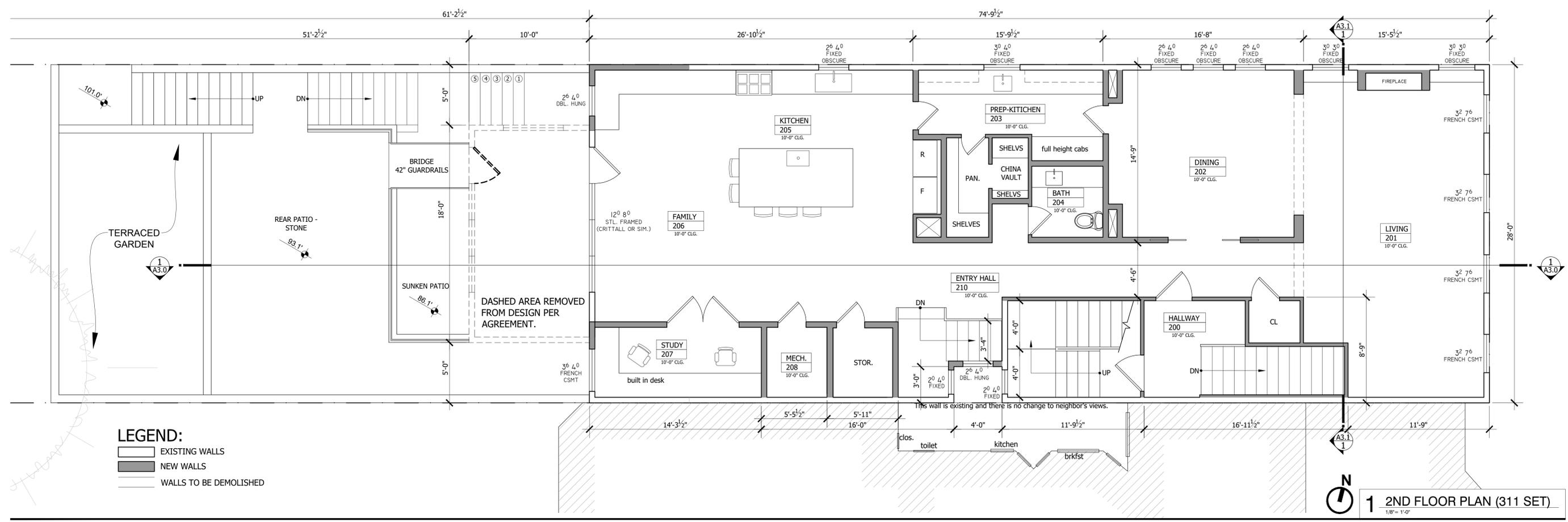
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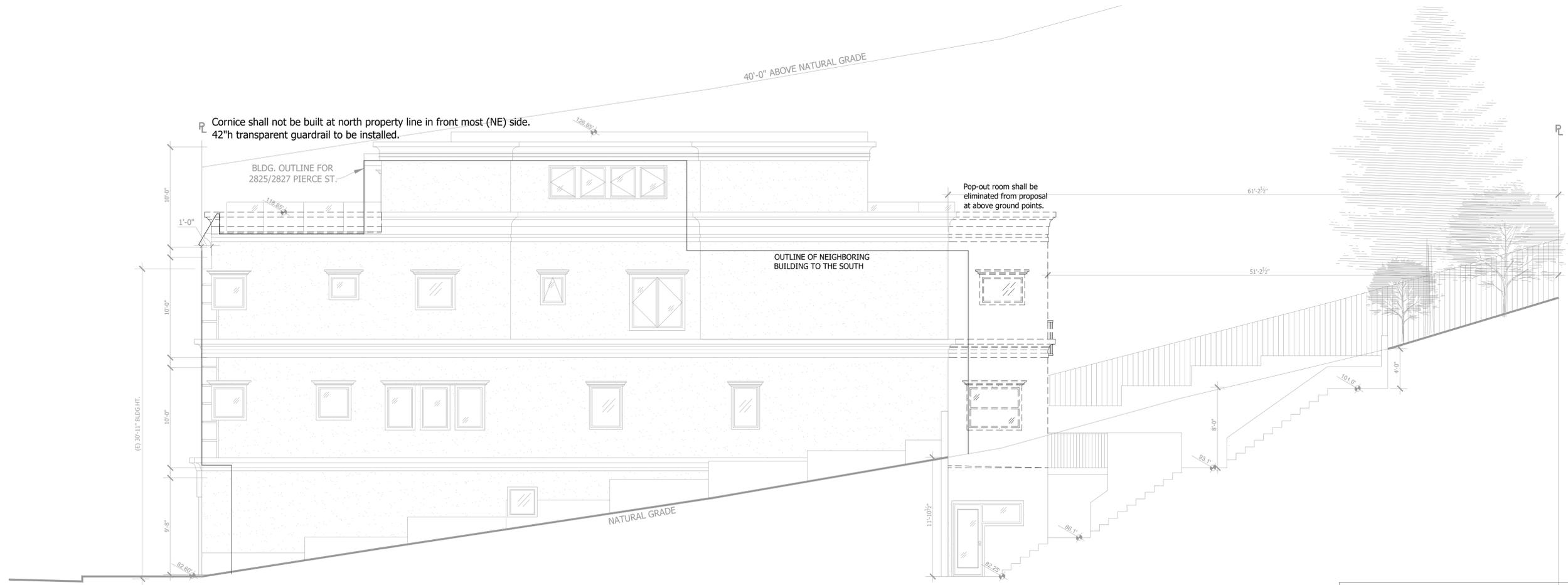
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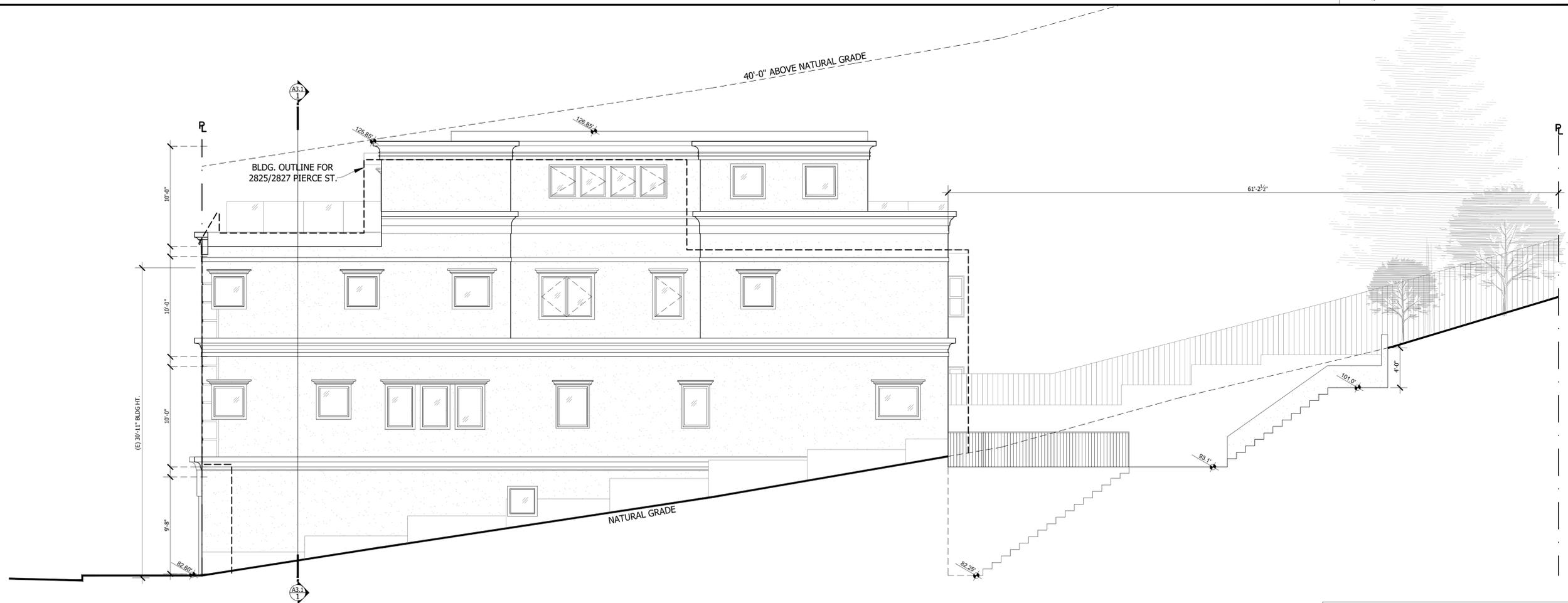
REVISED FLOOR PLANS

B1.0





1 NORTH ELEVATION (311 SET)
3/8" = 1'-0"



2 NORTH ELEVATION (CURRENT)
3/8" = 1'-0"



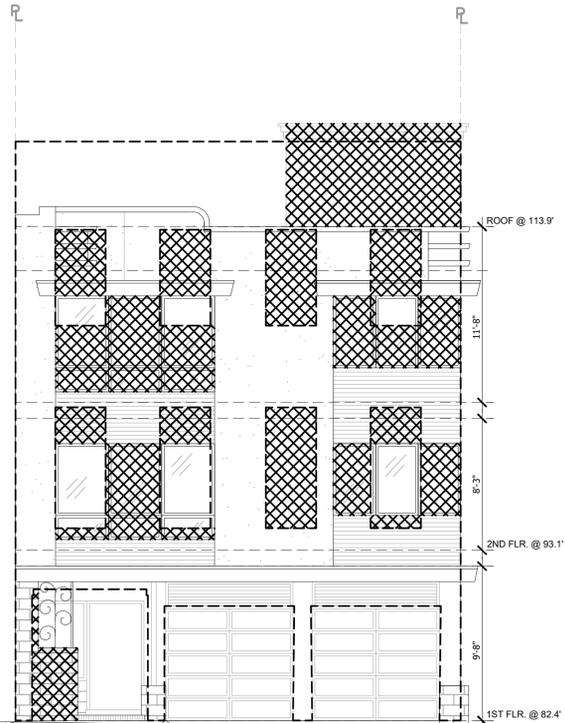
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 REVISED NORTH ELEVATIONS

FRONT FACADE DEMO. CALCULATION

EXISTING FRONT FACADE AREA: 690 SQ. FT.
 FRONT FACADE TO BE REMOVED: 247 SQ. FT.
 FACADE TO BE REMOVED IS 41.7% OF TOTAL



LEGEND:

XXXXX AREA TO BE REMOVED/DEMO.
 - - - - - OUTLINE OF PROPOSED BUILDING

1 EXISTING FRONT ELEVATION
3/16" = 1'-0"

NORTH FACADE DEMO. CALCULATION

EXISTING NORTH FACADE AREA: 1,760 SQ. FT.
 FRONT FACADE TO BE REMOVED: 459 SQ. FT.
 FACADE TO BE REMOVED IS 26.0% OF TOTAL



LEGEND:

XXXXX AREA TO BE REMOVED/DEMO.
 - - - - - OUTLINE OF PROPOSED BUILDING

2 EXISTING NORTH ELEVATION
3/16" = 1'-0"

HORIZONTAL ELEMENTS DEMO. CALCULATION

EXISTING FRONT FACADE AREA: 690 SQ. FT.
 FRONT FACADE TO BE REMOVED: 247 SQ. FT.
 FACADE TO BE REMOVED IS 41.7% OF TOTAL

EXISTING REAR FACADE AREA: 677 SQ. FT.
 REAR FACADE TO BE REMOVED: 677 SQ. FT.
 ENTIRE REAR FACADE TO BE REMOVED (100%)

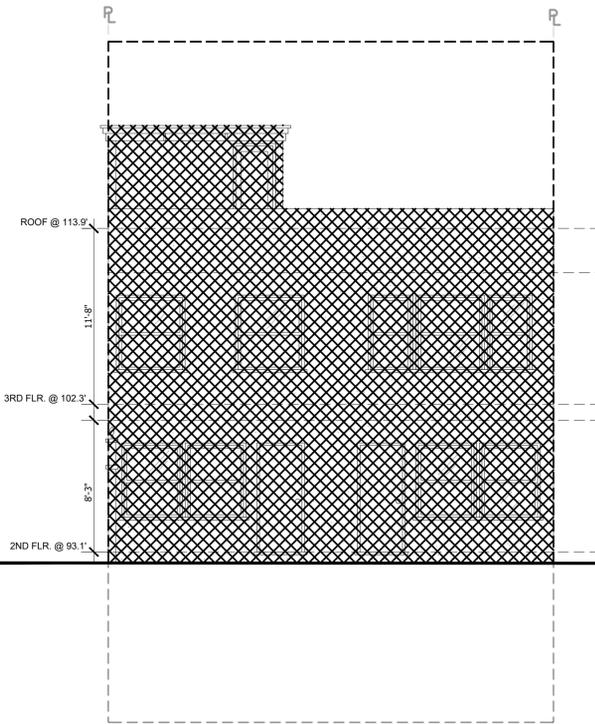
EXISTING NORTH FACADE AREA: 1,760 SQ. FT.
 FRONT FACADE TO BE REMOVED: 459 SQ. FT.
 FACADE TO BE REMOVED IS 26.0% OF TOTAL

EXISTING SOUTH FACADE AREA: 1,760 SQ. FT.
 REAR FACADE TO BE REMOVED: 73 SQ. FT.
 FACADE TO BE REMOVED IS 4.1% OF TOTAL

AREA OF EXISTING VERTICAL ELEMENTS: 4,887 SQ. FT.
 AREA OF VERTICAL ELEMENTS TO BE REMOVED: 1,456 SQ. FT.
 TOTAL AREA TO BE REMOVED IS 29.8% OF TOTAL

REAR FACADE DEMO. CALCULATION

EXISTING REAR FACADE AREA: 677 SQ. FT.
 REAR FACADE TO BE REMOVED: 677 SQ. FT.
 ENTIRE REAR FACADE TO BE REMOVED (100%)



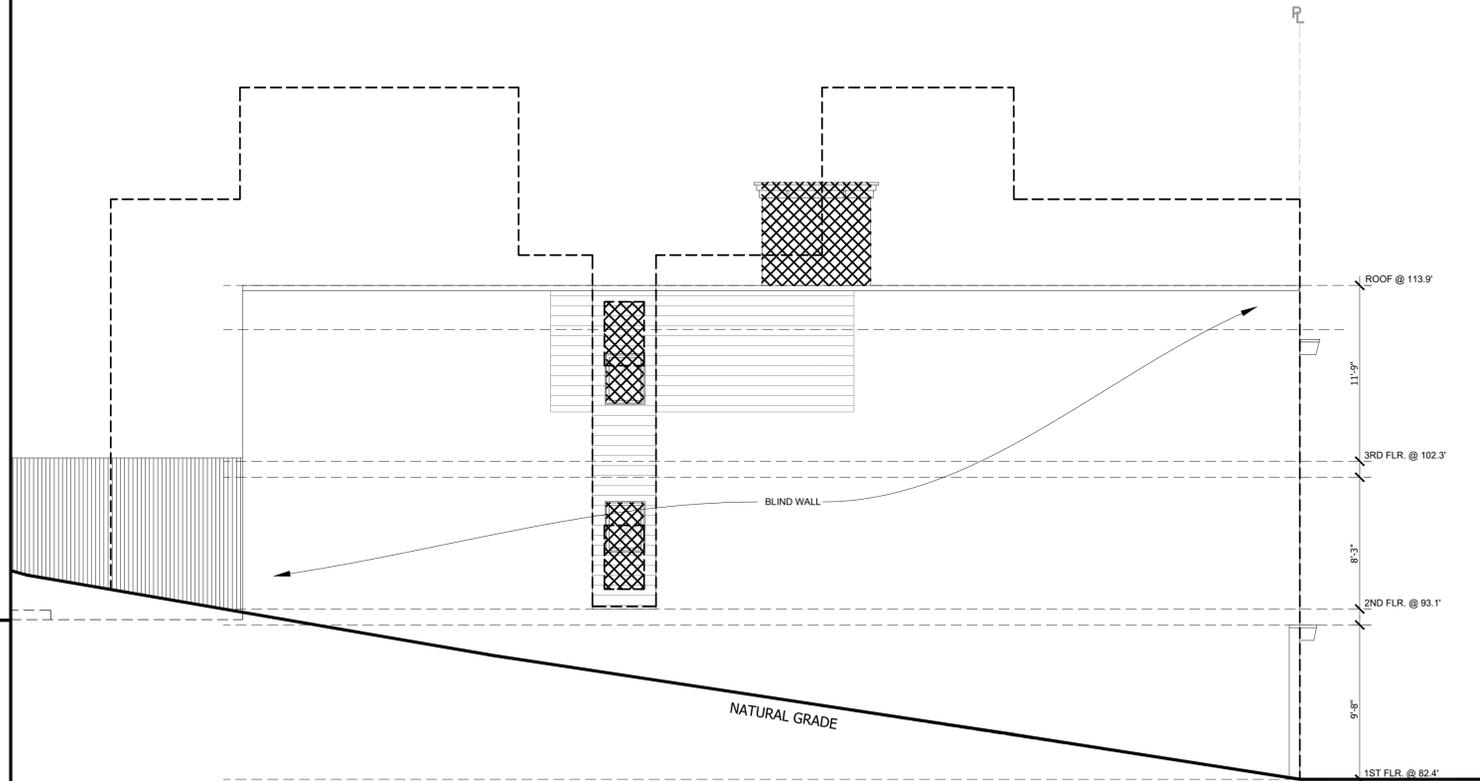
LEGEND:

XXXXX AREA TO BE REMOVED/DEMO.
 - - - - - OUTLINE OF PROPOSED BUILDING

3 EXISTING REAR ELEVATION
3/16" = 1'-0"

SOUTH FACADE DEMO. CALCULATION

EXISTING SOUTH FACADE AREA: 1,761 SQ. FT.
 REAR FACADE TO BE REMOVED: 73 SQ. FT.
 FACADE TO BE REMOVED IS 4.1% OF TOTAL



LEGEND:

XXXXX AREA TO BE REMOVED/DEMO.
 - - - - - OUTLINE OF PROPOSED BUILDING

4 EXISTING SOUTH ELEVATION
3/16" = 1'-0"

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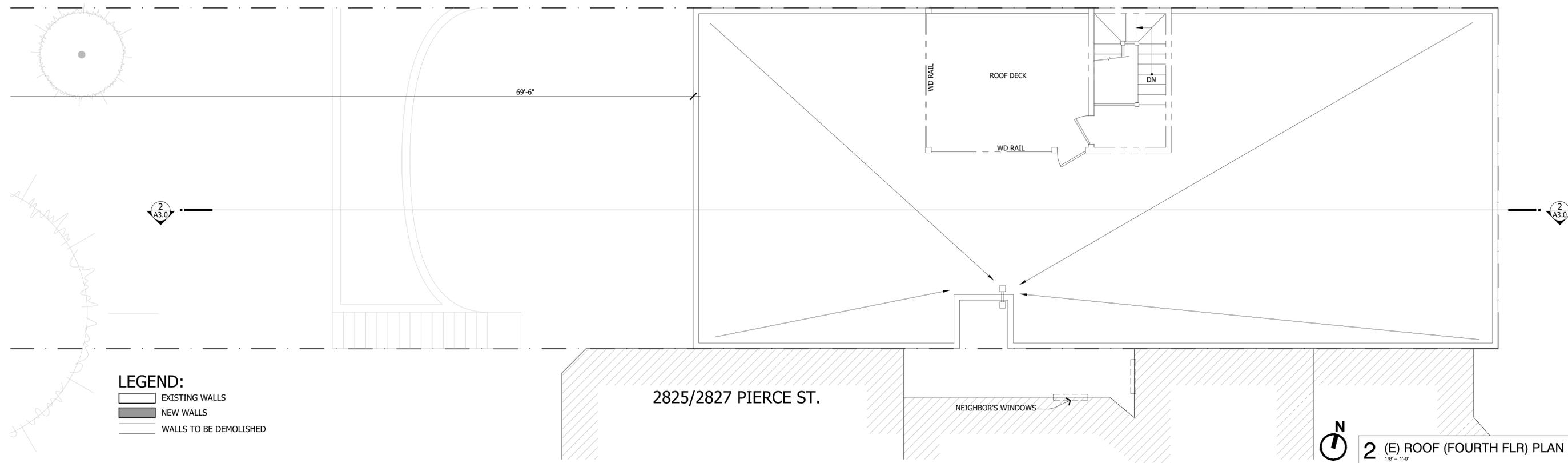
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FACADE DEMO CALCULATIONS

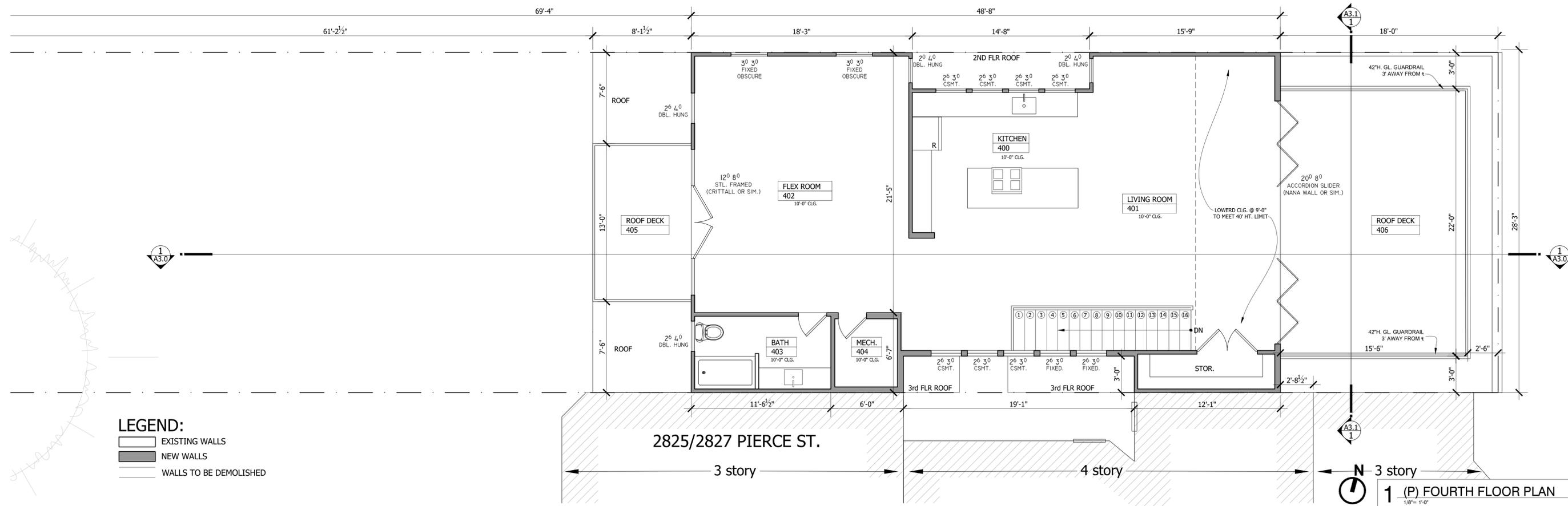
D1.0





LEGEND:
 [Solid Line] EXISTING WALLS
 [Dashed Line] NEW WALLS
 [Dotted Line] WALLS TO BE DEMOLISHED

2 (E) ROOF (FOURTH FLR) PLAN
 1/8" = 1'-0"



LEGEND:
 [Solid Line] EXISTING WALLS
 [Dashed Line] NEW WALLS
 [Dotted Line] WALLS TO BE DEMOLISHED

1 (P) FOURTH FLOOR PLAN
 1/8" = 1'-0"



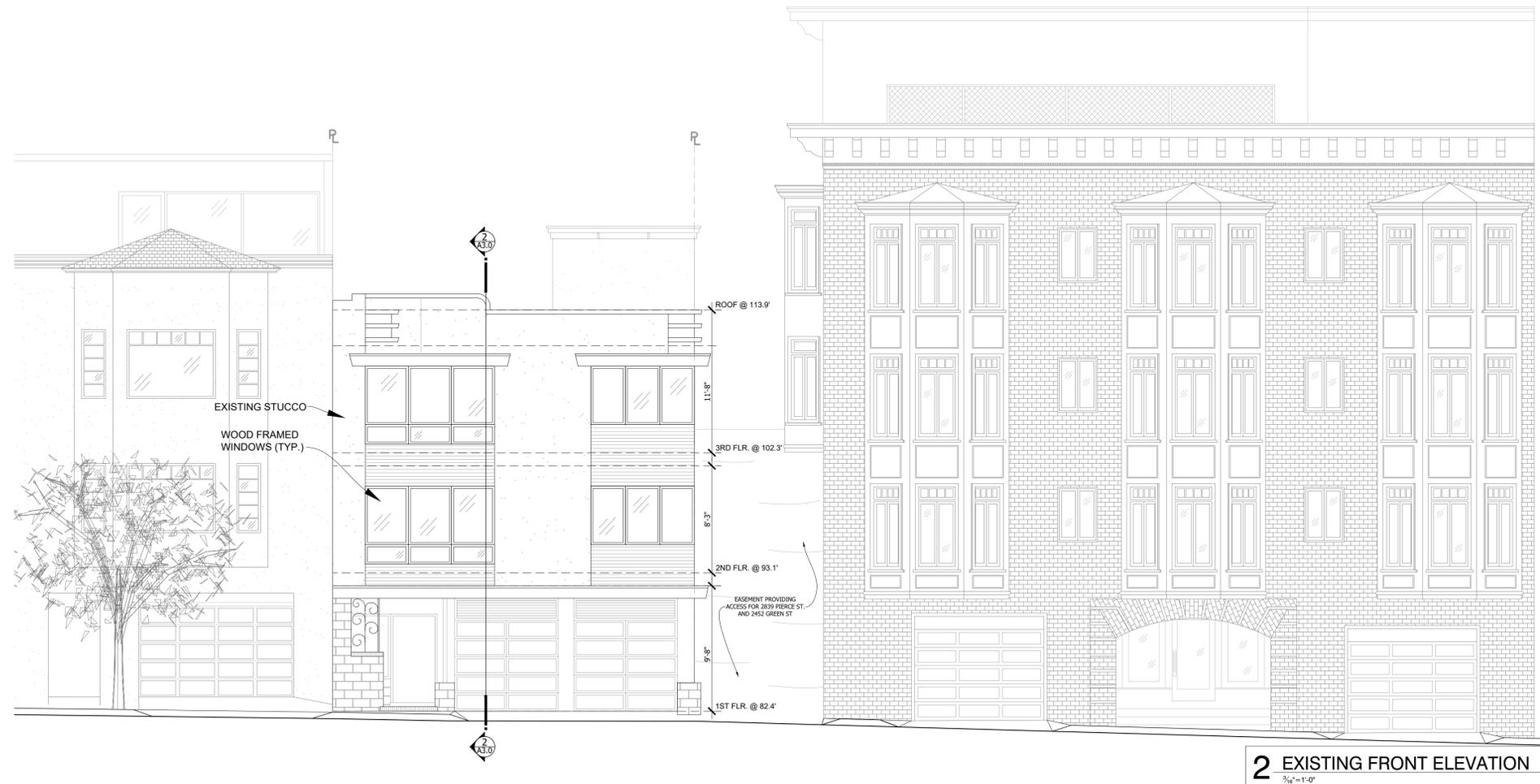
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LEGEND:

- ① LIMESTONE COLORED STUCCO
- SMOOTH FINISH
- ② WOOD MOLDINGS
- ③ WOOD SASH WINDOWS/DOORS
- PAINTED BLACK
- ④ FIRE RATED PROPERTY LINE WINDOWS
- PAINTED BLACK
- ⑤ STEEL WINDOWS/DOORS
- BLACK FRAME
- ⑥ 8'-0"w. WOOD GARAGE DOOR
- PAINTED BLACK
- ⑦ FRAMELESS GLASS RAILING
- 1'-0"h. (TOTAL GUARDRAIL 54"H)
- ⑧ CONCRETE RETAINING WALL
- ⑨ 42"h. MTL. GUARDRAIL
- ⑩ METAL JULIET BALCONY



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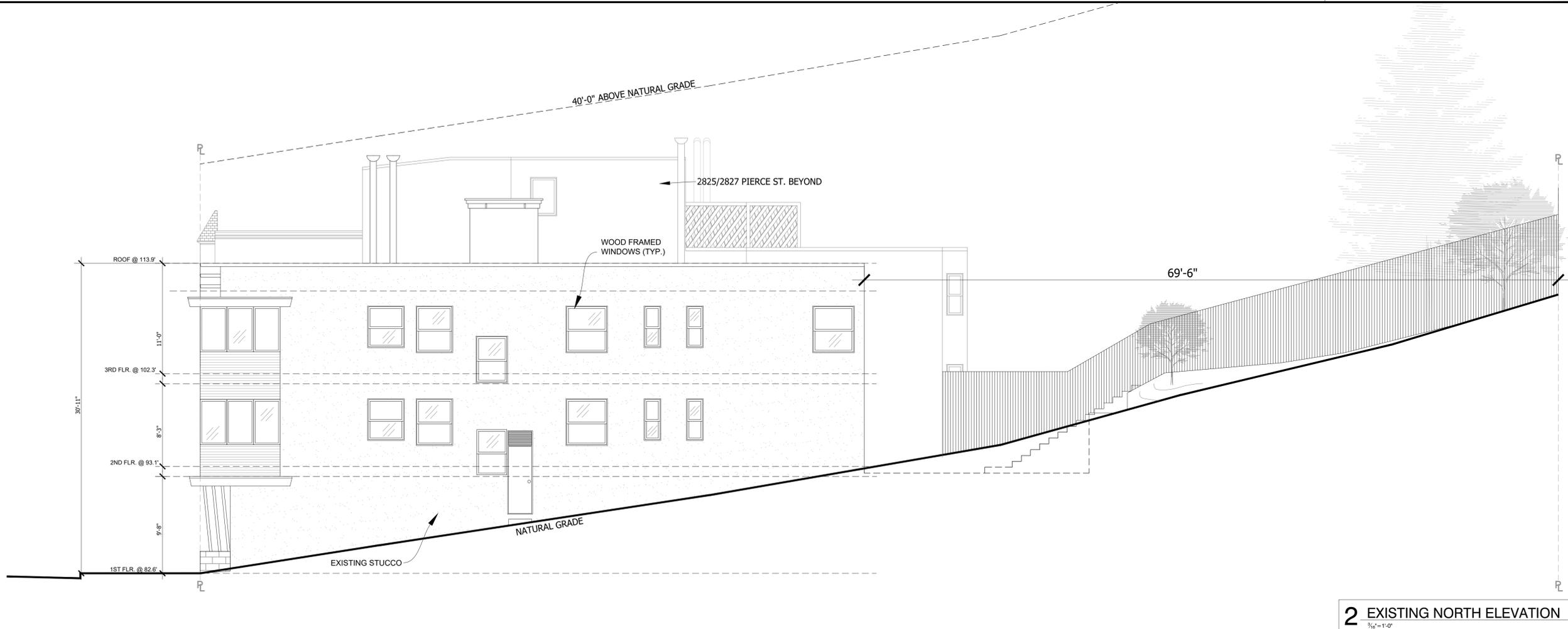
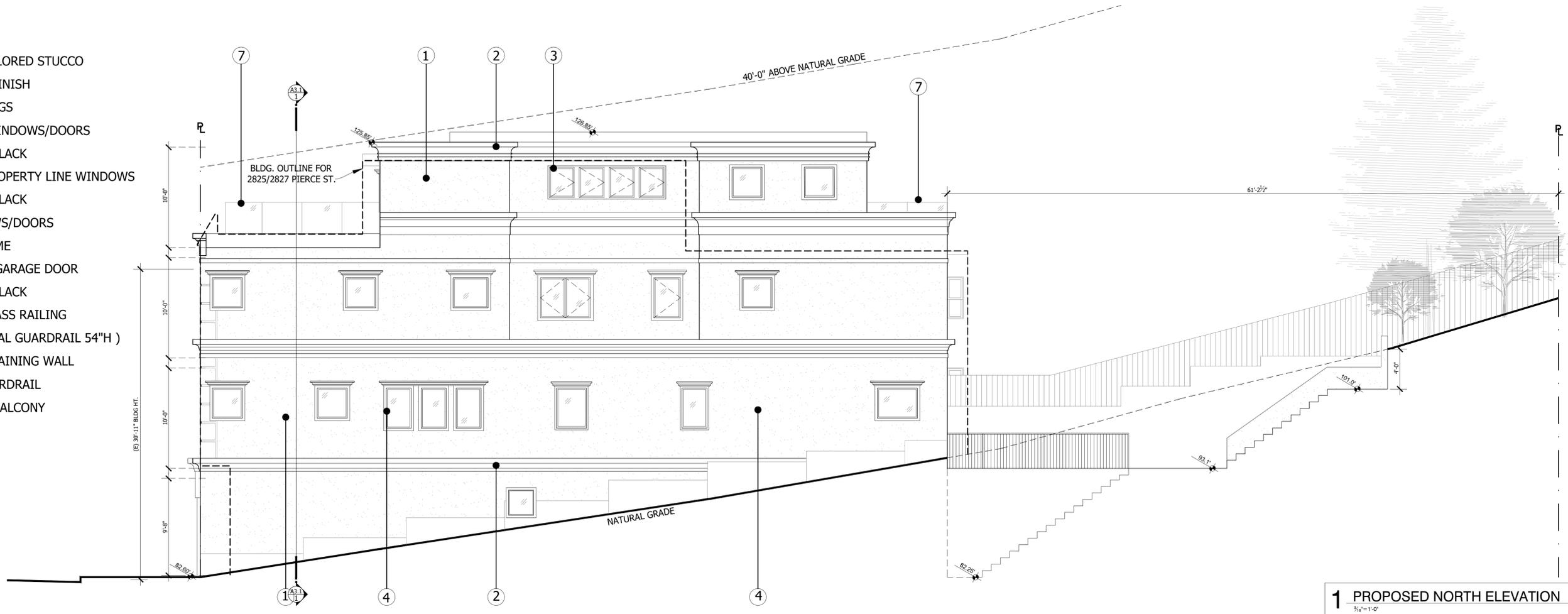
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FRONT ELEVATIONS

LEGEND:

- ① LIMESTONE COLORED STUCCO
- SMOOTH FINISH
- ② WOOD MOLDINGS
- ③ WOOD SASH WINDOWS/DOORS
- PAINTED BLACK
- ④ FIRE RATED PROPERTY LINE WINDOWS
- PAINTED BLACK
- ⑤ STEEL WINDOWS/DOORS
- BLACK FRAME
- ⑥ 8'-0"w. WOOD GARAGE DOOR
- PAINTED BLACK
- ⑦ FRAMELESS GLASS RAILING
- 1'-0"h. (TOTAL GUARDRAIL 54"H)
- ⑧ CONCRETE RETAINING WALL
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 San Francisco, CA

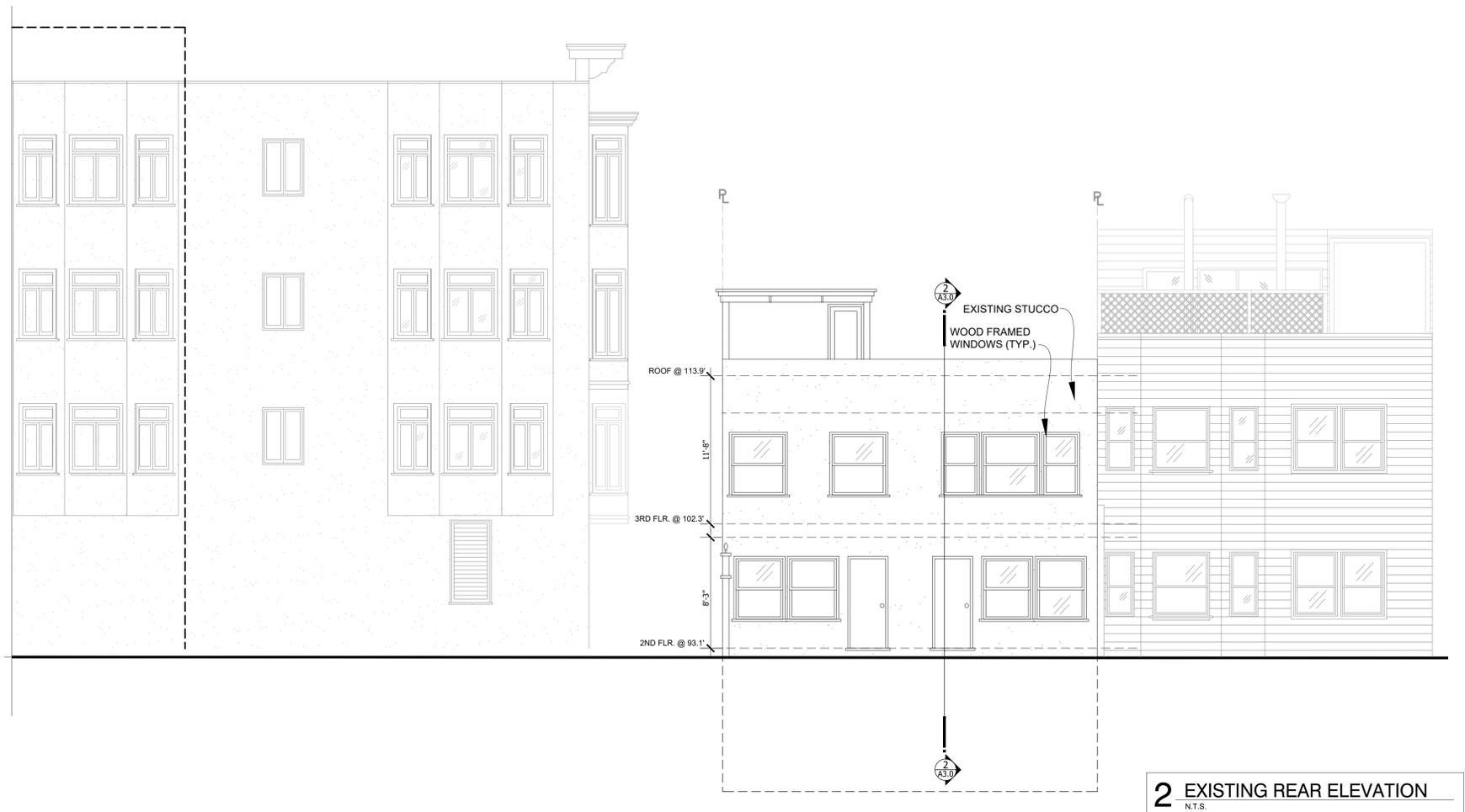
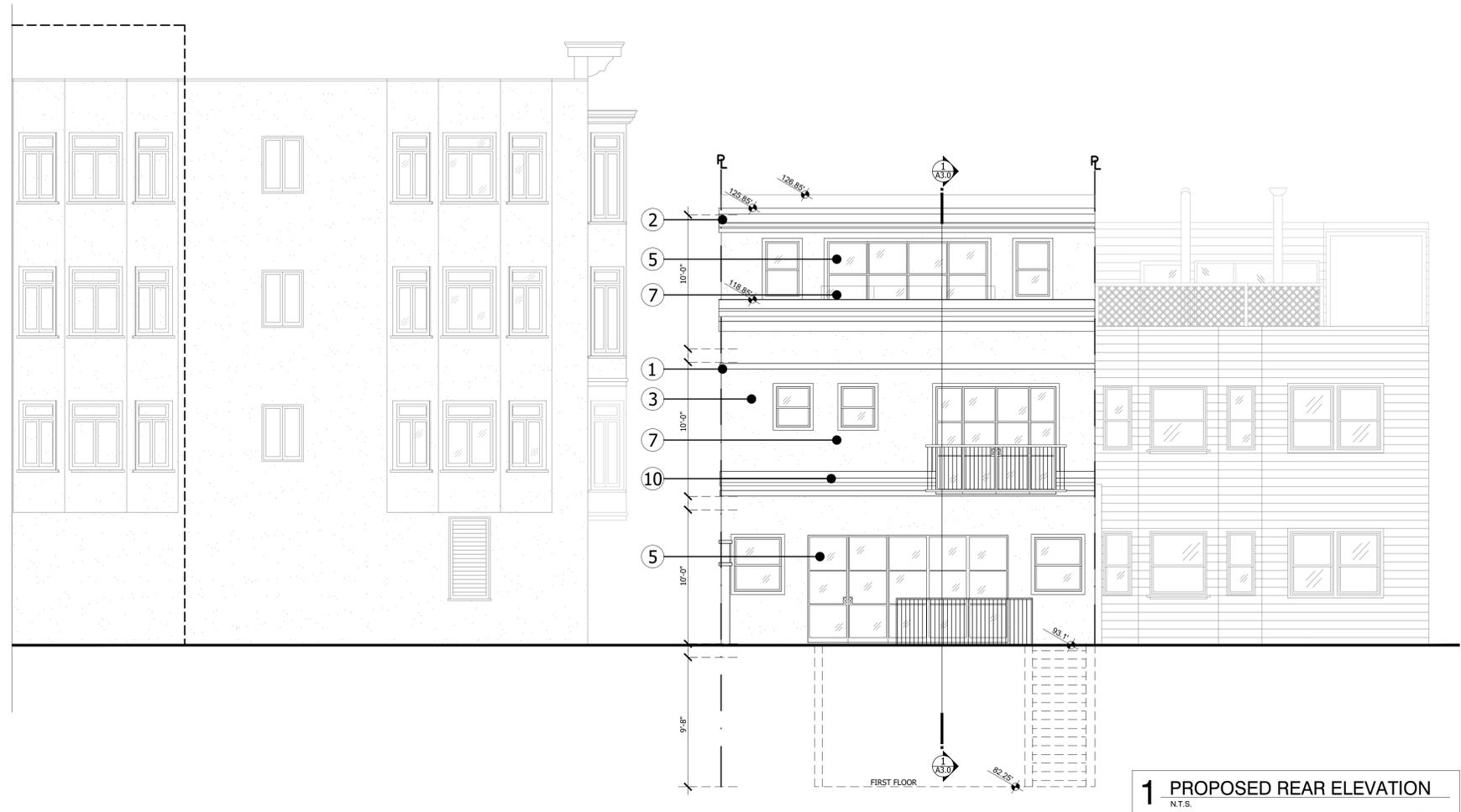
REVISIONS:

DATE: 2.13.2019
 DRAWN: CM
 SCALE: AS NOTED

NORTH ELEVATIONS

LEGEND:

- ① LIMESTONE COLORED STUCCO
- SMOOTH FINISH
- ② WOOD MOLDINGS
- ③ WOOD SASH WINDOWS/DOORS
- PAINTED BLACK
- ④ FIRE RATED PROPERTY LINE WINDOWS
- PAINTED BLACK
- ⑤ STEEL WINDOWS/DOORS
- BLACK FRAME
- ⑥ 8'-0"w. WOOD GARAGE DOOR
- PAINTED BLACK
- ⑦ FRAMELESS GLASS RAILING
-1'-0"h. (TOTAL GUARDRAIL 54"H)
- ⑧ CONCRETE RETAINING WALL
- ⑨ 42"h. MTL. GUARDRAIL
- ⑩ METAL JULIET BALCONY



BOS CEQA Appeal Hearing

2829/2831 Pierce St.

AKA: 2831/2833 Pierce St.

San Francisco, CA

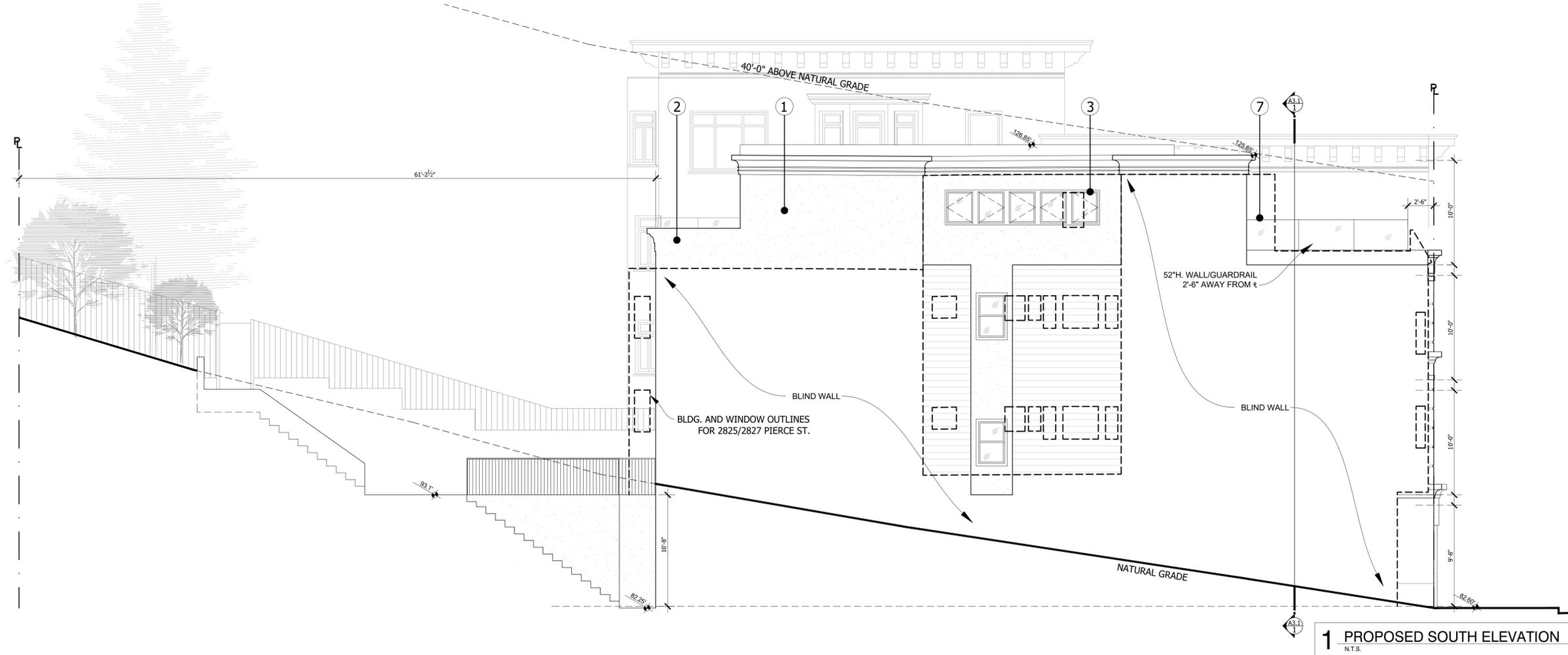
REVISIONS:

DATE: 2.13.2019

DRAWN: CM

SCALE: AS NOTED

REAR ELEVATIONS



1 PROPOSED SOUTH ELEVATION
N.T.S.

LEGEND:

- ① LIMESTONE COLORED STUCCO
- SMOOTH FINISH
- ② WOOD MOLDINGS
- ③ WOOD SASH WINDOWS/DOORS
- PAINTED BLACK
- ④ FIRE RATED PROPERTY LINE WINDOWS
- PAINTED BLACK
- ⑤ STEEL WINDOWS/DOORS
- BLACK FRAME
- ⑥ 8'-0" w. WOOD GARAGE DOOR
- PAINTED BLACK
- ⑦ FRAMELESS GLASS RAILING
- 1'-0" h. (TOTAL GUARDRAIL 54" H)
- ⑧ CONCRETE RETAINING WALL
- ⑨ 42" h. MTL. GUARDRAIL
- ⑩ METAL JULIET BALCONY



2 EXISTING SOUTH ELEVATION
N.T.S.

BOS CEQA Appeal Hearing

2829/2831 Pierce St.
AKA: 2831/2833 Pierce St.
San Francisco, CA

mcmahon architects + studio
san francisco, ca 94114
4111 - 18th Street Suite 6
415-626-5300
www.chrisbcmahon.com



REVISIONS:

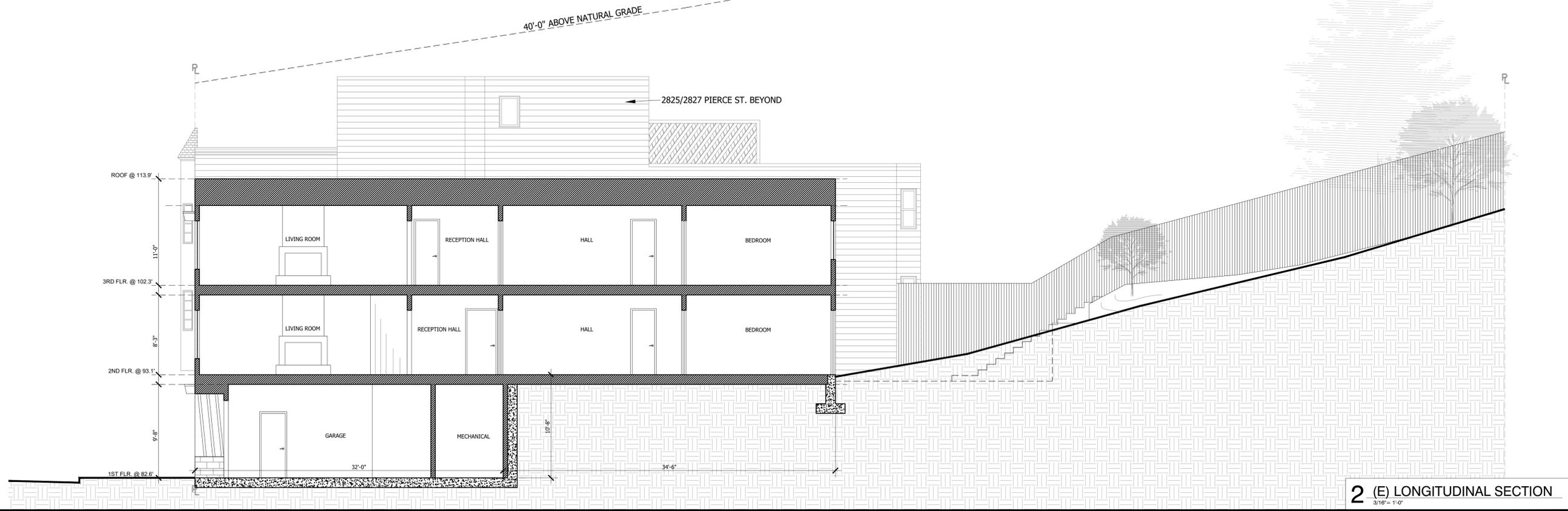
DATE: 2.13.2019

DRAWN: CM

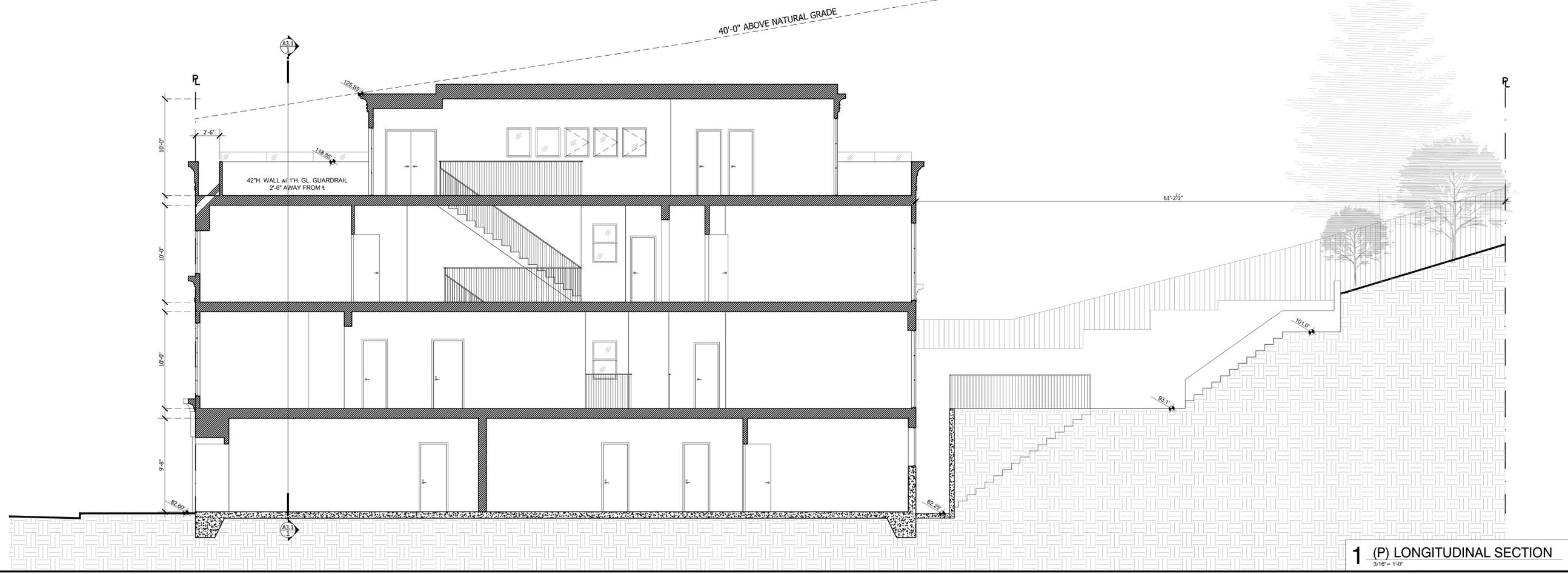
SCALE: AS NOTED

SOUTH ELEVATIONS

A2.3



2 (E) LONGITUDINAL SECTION
3/16" = 1'-0"



1 (P) LONGITUDINAL SECTION
3/16" = 1'-0"



BOS CEQA Appeal Hearing

2829/2831 Pierce St.
AKA: 2831/2833 Pierce St.
San Francisco, CA

REVISIONS:

DATE: 2.13.2019

DRAWN: CM

SCALE: AS NOTED

SECTION

Exhibit D
Categorical Exemption Determination



SAN FRANCISCO PLANNING DEPARTMENT

CEQA Categorical Exemption Determination

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address		Block/Lot(s)
2831 PIERCE ST		0537001H
Case No.		Permit No.
2016-015685ENV		201804267450
<input checked="" type="checkbox"/> Addition/ Alteration	<input type="checkbox"/> Demolition (requires HRE for Category B Building)	<input type="checkbox"/> New Construction
<p>Project description for Planning Department approval. Addition/alteration of an existing two-unit building. The addition would include approximately 3,470 square feet. The proposed project would include retain the two residential units, within an approximately 40 foot tall, 7, 974 square foot building. Please refer to Building Permit Application number: 201804267450</p>		

STEP 1: EXEMPTION CLASS

Note: If neither class applies, an <i>Environmental Evaluation Application</i> is required.	
<input checked="" type="checkbox"/>	Class 1 - Existing Facilities. Interior and exterior alterations; additions under 10,000 sq. ft.
<input type="checkbox"/>	Class 3 - New Construction. Up to three new single-family residences or six dwelling units in one building; commercial/office structures; utility extensions; change of use under 10,000 sq. ft. if principally permitted or with a CU.
<input type="checkbox"/>	<p>Class 32 - In-Fill Development. New Construction of seven or more units or additions greater than 10,000 sq. ft. and meets the conditions described below:</p> <p>(a) The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.</p> <p>(b) The proposed development occurs within city limits on a project site of no more than 5 acres substantially surrounded by urban uses.</p> <p>(c) The project site has no value as habitat for endangered rare or threatened species.</p> <p>(d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.</p> <p>(e) The site can be adequately served by all required utilities and public services.</p> <p>FOR ENVIRONMENTAL PLANNING USE ONLY</p>
<input type="checkbox"/>	Class _____

**STEP 2: CEQA IMPACTS
TO BE COMPLETED BY PROJECT PLANNER**

<p>If any box is checked below, an <i>Environmental Evaluation Application</i> is required.</p>	
<input type="checkbox"/>	<p>Air Quality: Would the project add new sensitive receptors (specifically, schools, day care facilities, hospitals, residential dwellings, and senior-care facilities within an Air Pollution Exposure Zone? Does the project have the potential to emit substantial pollutant concentrations (e.g., backup diesel generators, heavy industry, diesel trucks, etc.)? (refer to EP_ArcMap > CEQA Catex Determination Layers > Air Pollution Exposure Zone)</p>
<input type="checkbox"/>	<p>Hazardous Materials: If the project site is located on the Maher map or is suspected of containing hazardous materials (based on a previous use such as gas station, auto repair, dry cleaners, or heavy manufacturing, or a site with underground storage tanks): Would the project involve 50 cubic yards or more of soil disturbance - or a change of use from industrial to residential? If yes, this box must be checked and the project applicant must submit an Environmental Application with a Phase I Environmental Site Assessment. <i>Exceptions: do not check box if the applicant presents documentation of enrollment in the San Francisco Department of Public Health (DPH) Maher program, a DPH waiver from the Maher program, or other documentation from Environmental Planning staff that hazardous material effects would be less than significant (refer to EP_ArcMap > Maher layer).</i></p>
<input type="checkbox"/>	<p>Transportation: Does the project create six (6) or more net new parking spaces or residential units? Does the project have the potential to adversely affect transit, pedestrian and/or bicycle safety (hazards) or the adequacy of nearby transit, pedestrian and/or bicycle facilities?</p>
<input checked="" type="checkbox"/>	<p>Archeological Resources: Would the project result in soil disturbance/modification greater than two (2) feet below grade in an archeological sensitive area or eight (8) feet in a non -archeological sensitive area? (refer to EP_ArcMap > CEQA Catex Determination Layers > Archeological Sensitive Area)</p>
<input type="checkbox"/>	<p>Subdivision/Lot Line Adjustment: Does the project site involve a subdivision or lot line adjustment on a lot with a slope average of 20% or more? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography)</p>
<input checked="" type="checkbox"/>	<p>Slope = or > 20%: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Topography) If box is checked, a geotechnical report is required.</p>
<input type="checkbox"/>	<p>Seismic: Landslide Zone: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report is required.</p>
<input type="checkbox"/>	<p>Seismic: Liquefaction Zone: Does the project involve any of the following: (1) square footage expansion greater than 1,000 sq. ft. outside of the existing building footprint, (2) excavation of 50 cubic yards or more of soil, (3) new construction? (refer to EP_ArcMap > CEQA Catex Determination Layers > Seismic Hazard Zones) If box is checked, a geotechnical report will likely be required.</p>
<p>If no boxes are checked above, GO TO STEP 3. If one or more boxes are checked above, an <i>Environmental Evaluation Application</i> is required, unless reviewed by an Environmental Planner.</p>	
<p>Comments and Planner Signature (optional): Laura Lynch</p> <p>Project will comply with recommendations outlined in Geotechnical Study, GeoEngineering Consultants (April 2017) and Memo: Geotechnical Recommendation Update(April 27, 2018) and will be reviewed by the Department of Building Inspection. Property enrolled in Maher Program 5-22-2017 Archeological review complete 5/27/2018-- no effects.</p>	

STEP 3: PROPERTY STATUS - HISTORIC RESOURCE
TO BE COMPLETED BY PROJECT PLANNER

PROPERTY IS ONE OF THE FOLLOWING: (refer to Parcel Information Map)	
<input type="checkbox"/>	Category A: Known Historical Resource. GO TO STEP 5.
<input checked="" type="checkbox"/>	Category B: Potential Historical Resource (over 45 years of age). GO TO STEP 4.
<input type="checkbox"/>	Category C: Not a Historical Resource or Not Age Eligible (under 45 years of age). GO TO STEP 6.

STEP 4: PROPOSED WORK CHECKLIST
TO BE COMPLETED BY PROJECT PLANNER

Check all that apply to the project.	
<input type="checkbox"/>	1. Change of use and new construction. Tenant improvements not included.
<input type="checkbox"/>	2. Regular maintenance or repair to correct or repair deterioration, decay, or damage to building.
<input type="checkbox"/>	3. Window replacement that meets the Department's <i>Window Replacement Standards</i> . Does not include storefront window alterations.
<input type="checkbox"/>	4. Garage work. A new opening that meets the <i>Guidelines for Adding Garages and Curb Cuts</i> , and/or replacement of a garage door in an existing opening that meets the Residential Design Guidelines.
<input type="checkbox"/>	5. Deck, terrace construction, or fences not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	6. Mechanical equipment installation that is not visible from any immediately adjacent public right-of-way.
<input type="checkbox"/>	7. Dormer installation that meets the requirements for exemption from public notification under <i>Zoning Administrator Bulletin No. 3: Dormer Windows</i> .
<input type="checkbox"/>	8. Addition(s) that are not visible from any immediately adjacent public right-of-way for 150 feet in each direction; does not extend vertically beyond the floor level of the top story of the structure or is only a single story in height; does not have a footprint that is more than 50% larger than that of the original building; and does not cause the removal of architectural significant roofing features.
Note: Project Planner must check box below before proceeding.	
<input checked="" type="checkbox"/>	Project is not listed. GO TO STEP 5.
<input type="checkbox"/>	Project does not conform to the scopes of work. GO TO STEP 5.
<input type="checkbox"/>	Project involves four or more work descriptions. GO TO STEP 5.
<input type="checkbox"/>	Project involves less than four work descriptions. GO TO STEP 6.

STEP 5: CEQA IMPACTS - ADVANCED HISTORICAL REVIEW
TO BE COMPLETED BY PROJECT PLANNER

Check all that apply to the project.	
<input type="checkbox"/>	1. Project involves a known historical resource (CEQA Category A) as determined by Step 3 and conforms entirely to proposed work checklist in Step 4.
<input type="checkbox"/>	2. Interior alterations to publicly accessible spaces.
<input type="checkbox"/>	3. Window replacement of original/historic windows that are not "in-kind" but are consistent with existing historic character.
<input type="checkbox"/>	4. Façade/storefront alterations that do not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	5. Raising the building in a manner that does not remove, alter, or obscure character-defining features.
<input type="checkbox"/>	6. Restoration based upon documented evidence of a building's historic condition, such as historic photographs, plans, physical evidence, or similar buildings.

<input type="checkbox"/>	7. Addition(s) , including mechanical equipment that are minimally visible from a public right-of-way and meet the <i>Secretary of the Interior's Standards for Rehabilitation</i> .
<input type="checkbox"/>	8. Other work consistent with the <i>Secretary of the Interior Standards for the Treatment of Historic Properties</i> (specify or add comments):
<input type="checkbox"/>	9. Other work that would not materially impair a historic district (specify or add comments): (Requires approval by Senior Preservation Planner/Preservation Coordinator)
<input type="checkbox"/>	10. Reclassification of property status . (Requires approval by Senior Preservation Planner/Preservation <div style="display: flex; justify-content: space-around;"> <div style="text-align: left;"> <input type="checkbox"/> Reclassify to Category A a. Per HRER dated b. Other (specify): Per PTR form signed on September 20, 2017. </div> <div style="text-align: left;"> <input checked="" type="checkbox"/> Reclassify to Category C (attach HRER) </div> </div>
Note: If ANY box in STEP 5 above is checked, a Preservation Planner MUST check one box below.	
<input type="checkbox"/>	Further environmental review required. Based on the information provided, the project requires an <i>Environmental Evaluation Application</i> to be submitted. GO TO STEP 6.
<input checked="" type="checkbox"/>	Project can proceed with categorical exemption review. The project has been reviewed by the Preservation Planner and can proceed with categorical exemption review. GO TO STEP 6.
Comments (optional):	
Preservation Planner Signature: Stephanie Cisneros	

**STEP 6: CATEGORICAL EXEMPTION DETERMINATION
TO BE COMPLETED BY PROJECT PLANNER**

<input type="checkbox"/>	Further environmental review required. Proposed project does not meet scopes of work in either (check all that apply): <input type="checkbox"/> Step 2 - CEQA Impacts <input type="checkbox"/> Step 5 - Advanced Historical Review STOP! Must file an <i>Environmental Evaluation Application</i>.	
<input checked="" type="checkbox"/>	No further environmental review is required. The project is categorically exempt under CEQA. There are no unusual circumstances that would result in a reasonable possibility of a significant effect.	
	Project Approval Action: Building Permit If Discretionary Review before the Planning Commission is requested, the Discretionary Review hearing is the Approval Action for the project.	Signature: Laura Lynch 05/10/2018
Once signed or stamped and dated, this document constitutes a categorical exemption pursuant to CEQA Guidelines and Chapter 31 of the Administrative Code. In accordance with Chapter 31 of the San Francisco Administrative Code, an appeal of an exemption determination can only be filed within 30 days of the project receiving the first approval action. Please note that other approval actions may be required for the project. Please contact the assigned planner for these approvals.		

STEP 7: MODIFICATION OF A CEQA EXEMPT PROJECT

TO BE COMPLETED BY PROJECT PLANNER

In accordance with Chapter 31 of the San Francisco Administrative Code, when a California Environmental Quality Act (CEQA) exempt project changes after the Approval Action and requires a subsequent approval, the Environmental Review Officer (or his or her designee) must determine whether the proposed change constitutes a substantial modification of that project. This checklist shall be used to determine whether the proposed changes to the approved project would constitute a "substantial modification" and, therefore, be subject to additional environmental review pursuant to CEQA.

PROPERTY INFORMATION/PROJECT DESCRIPTION

Project Address (If different than front page)		Block/Lot(s) (If different than front page)
2831 PIERCE ST		0537/001H
Case No.	Previous Building Permit No.	New Building Permit No.
2016-015685PRJ	201804267450	
Plans Dated	Previous Approval Action	New Approval Action
	Building Permit	
Modified Project Description:		

DETERMINATION IF PROJECT CONSTITUTES SUBSTANTIAL MODIFICATION

Compared to the approved project, would the modified project:	
<input type="checkbox"/>	Result in expansion of the building envelope, as defined in the Planning Code;
<input type="checkbox"/>	Result in the change of use that would require public notice under Planning Code Sections 311 or 312;
<input type="checkbox"/>	Result in demolition as defined under Planning Code Section 317 or 19005(f)?
<input type="checkbox"/>	Is any information being presented that was not known and could not have been known at the time of the original determination, that shows the originally approved project may no longer qualify for the exemption?
If at least one of the above boxes is checked, further environmental review is required.	

DETERMINATION OF NO SUBSTANTIAL MODIFICATION

<input type="checkbox"/>	The proposed modification would not result in any of the above changes.
If this box is checked, the proposed modifications are categorically exempt under CEQA, in accordance with prior project approval and no additional environmental review is required. This determination shall be posted on the Planning Department website and office and mailed to the applicant, City approving entities, and anyone requesting written notice.	
Planner Name:	Signature or Stamp:



SAN FRANCISCO PLANNING DEPARTMENT

PRESERVATION TEAM REVIEW FORM

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Preservation Team Meeting Date:		Date of Form Completion	9/13/2017
--	--	--------------------------------	-----------

PROJECT INFORMATION:		
Planner:	Address:	
Stephanie Cisneros	2831-2833 Pierce Street	
Block/Lot:	Cross Streets:	
0537/001H	Union Street & Green Street	
CEQA Category:	Art. 10/11:	BPA/Case No.:
B	N/A	2016-015685ENV

PURPOSE OF REVIEW:		PROJECT DESCRIPTION:		
<input checked="" type="radio"/> CEQA	<input type="radio"/> Article 10/11	<input type="radio"/> Preliminary/PIC	<input type="radio"/> Alteration	<input checked="" type="radio"/> Demo/New Construction

DATE OF PLANS UNDER REVIEW:	10/20/2016
------------------------------------	------------

PROJECT ISSUES:	
<input checked="" type="checkbox"/>	Is the subject Property an eligible historic resource?
<input type="checkbox"/>	If so, are the proposed changes a significant impact?
Additional Notes:	
Submitted: Supplemental Information for Historic Resource determination prepared by Rodrigo Santos & Historic Resource Evaluation prepared by Richard Brandi (dated April 3, 2017)	
Proposed project: Demolish existing 2 unit residential structure. Construct 2 unit building, approximately 7,368 Square Feet.	

PRESERVATION TEAM REVIEW:				
Category:		<input type="radio"/> A	<input type="radio"/> B	<input checked="" type="radio"/> C
Individual		Historic District/Context		
Property is individually eligible for inclusion in a California Register under one or more of the following Criteria:		Property is in an eligible California Register Historic District/Context under one or more of the following Criteria:		
Criterion 1 - Event:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 1 - Event:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 2 -Persons:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 2 -Persons:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 3 - Architecture:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 3 - Architecture:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Criterion 4 - Info. Potential:	<input type="radio"/> Yes <input checked="" type="radio"/> No	Criterion 4 - Info. Potential:	<input type="radio"/> Yes <input checked="" type="radio"/> No	
Period of Significance:	<input type="text"/>	Period of Significance:	<input type="text"/>	
		<input type="radio"/> Contributor <input type="radio"/> Non-Contributor		

Complies with the Secretary's Standards/Art 10/Art 11:	<input type="radio"/> Yes	<input type="radio"/> No	<input checked="" type="radio"/> N/A
CEQA Material Impairment to the individual historic resource:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
CEQA Material Impairment to the historic district:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Requires Design Revisions:	<input type="radio"/> Yes	<input checked="" type="radio"/> No	
Defer to Residential Design Team:	<input checked="" type="radio"/> Yes	<input type="radio"/> No	

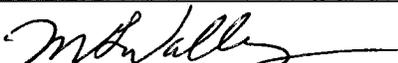
PRESERVATION TEAM COMMENTS:

According to the Supplemental Information for Historic Resource Determination prepared by Rodrigo Santos, Historic Resource Evaluation (HRE) prepared by Richard Brandi and information found in the Planning Department files, the subject property at 2831-2833 Pierce Street contains a two-story-over-garage, wood-frame, two unit residence. Constructed in 1949 (source: building permit), the residence was designed by architect Conrad T. Kett in a variation of the Streamline Moderne architectural style. The subject property was originally owned by and constructed for Gisella Bacigalupi and her family, who owned the property until 1970 and occupied one unit into the 1990s. Known exterior alterations are minimal and include re-roofing and various window replacements (HRE page 5).

The initial development of the Cow Hollow neighborhood occurred from 1850-1910 and the initial development of this portion of the Marina neighborhood occurred from 1870-1915. The subject property was constructed in 1949, well outside of the main development period of both neighborhoods. Therefore, the 2831-2833 Pierce Street is not eligible for listing in the California Register under Criterion 1. Similarly, none of the owners or occupants have been identified as important to history (Criterion 1).

The San Francisco Modern Architecture and Landscape Design: 1935-1970 Historic Context Statement details the history, development and character-defining-features of various modern architectural styles. Based on information presented in the HRE and information in this Historic Context Statement, the subject property is best described as a combination of the Streamline Moderne and Mid-Century Modern styles. Its 1949 construction date places it on the later end of the Streamline Moderne spectrum and it is not a fully realized example of this particular style. Other more fully realized residential and non-residential examples can be found elsewhere throughout the City. Similarly, Conrad T. Kett was an architect who was mostly commissioned for work in Marin County. To-date, known San Francisco commissions he designed in full include the subject property (2831-2833 Pierce); a residence in Francisco Heights (address unknown); and the Ocean Park Motel at 46th Avenue and Wawona Street, which is an outstanding example of a fully realized Streamline Moderne building. Kett does not appear to rise to the level of significance to be considered a prominent or master architect.

(continued)

Signature of a Senior Preservation Planner / Preservation Coordinator:	Date:
	9/20/17

2016-015685ENV
2829-2831 Pierce Street

The subject property is not located within the boundaries of any identified historic district. The subject property is located in the Cow Hollow/Marina neighborhood on a block that exhibits a variety of architectural styles and construction dates ranging from 1900 to 1994. Though the subject block is located just outside of the identified-eligible Cow Hollow First Bay Tradition and Pacific Heights historic districts, it does not meet the criteria to be included as part of either district.

Therefore, the subject property is not eligible for listing in the California Register under any criteria individually or as part of a historic district.



2829-2831 Pierce Street (Google Street View)

Exhibit E
Letters of Support

Kent Penwell

Subject: FW: Penwell project in cow hollow

Begin forwarded message:

From: Reagan Penwell <reaganpenwell@gmail.com>
Subject: Fwd: Penwell project in cow hollow
Date: August 3, 2017 at 3:49:12 PM PDT
To: Kent Penwell <krpenwell@yahoo.com>

----- Forwarded message -----

From: Alicia Berberich <aliciaberberich@gmail.com>
Date: Thu, Aug 3, 2017 at 3:47 PM
Subject: Penwell project in cow hollow
To: brittany.bendix@sfgov.org

Dear Ms. Bendix,

We live at 2821 Pierce Street, 2 door up from the proposed Penwell project. We are very comfortable with the new building that is proposed for that location. The current building leaves a lot to be desired and the new structure will be an upgrade for the neighborhood.

The Penwells have been very open about the project giving us all a chance to voice our opinions. Overall I believe a total tear down will expedite the project.

San Francisco is in need of families like the Penwells in the neighborhoods. We are very excited to have this agreeable family with kids going to the local school on our street. This family will help keep the neighborhood strong, benefitting local businesses as well.

Their project appears to be within their rights to build: it fits the Cow Hollow requirements and will be a pleasant structure to look at benefitting all of the neighbors.

Change is always difficult and I am not one for big changes for no reason. But given the structure they are proposing to tear down, our block will definitely benefit from better visuals!!

We support the Penwell project.

Sincerely,

Alicia Berberich and Gunnar Bjorklund
2821 Pierce Street
San Francisco CA 94133
[415-969-0280](tel:415-969-0280)

Kent Penwell

Subject: FW: 2829-2831 pierce street

Begin forwarded message:

From: Reagan Penwell <reaganpenwell@gmail.com>
Subject: Fwd: 2829-2831 pierce street
Date: August 3, 2017 at 4:01:37 PM PDT
To: Kent Penwell <krpenwell@yahoo.com>

----- Forwarded message -----

From: Alicia Berberich <aliciaberberich@gmail.com>
Date: Thu, Aug 3, 2017 at 4:00 PM
Subject: 2829-2831 pierce street
To: brittany.bendix@sfgov.org
Cc: Gunnar Bjorklund <kgunnarbjorklund@gmail.com>

Dear Ms Bendix,

It has just come to my attention that some neighbors are sending petitions stating that ALL the neighbors agree that the tear should not happen.

My husband and I completely disagree and there are no "all" neighbors!! Those two, Genevieve and Ruth, have their own party going on here and we have neither been invited to any of the neighborhood meetings nor do we agree with them. (Which is of course why we weren't invited!)

The building at 2829-2831 is not worth saving. It doesn't not fit in with the other buildings on the block nor does it have any architecturally redeeming qualities.

The proposed Penwell structure is far superior to the existing building. (Have you been by to see it? It's a no brainer!) We are so lucky the Penwells bought the building and want to improve the lot as it will benefit all of us on the block.

We at 2821-2819 Pierce Street stand in favor of the new building proposed for 2829-2831. Thank you for your time and consideration.

Alicia Berberich
Founder, Mom's Turn
Head Cheerleader, Mom's 21 Day Invitation to Meditation
[415-969-0280](tel:415-969-0280)

Kent Penwell

Subject: FW: Penwell Renovation Project

Begin forwarded message:

From: WM LC <ululmund@gmail.com>

Subject: Penwell Renovation Project

Date: August 3, 2017 at 12:53:20 PM PDT

To: brittany.bendix@sfgov.org

Cc: Kent Penwell <krpenwell@yahoo.com>, reaganpenwell@gmail.com

Brittany,

I am a 20+ year resident of San Francisco as well as own, and live, at 2755 Scott Street. I am writing to express my strong support for Reagan and Kent Penwell regarding their plans to demolish and rebuild 2829-2831 Pierce Street.

I frequently walk along Pierce Street on my way to Union and Chestnut Streets. One of my favorite activities during these walks, is observing the diverse architecture style of homes in our wonderful neighborhoods. Based on the plans shared with me, I believe their proposed home would be a significant upgrade from the current structure as it appears well designed, more attractive from an architectural perspective and therefore would seem to enhance the neighborhood. More so, their planned project appears to be consistent with the scope of other renovations in the area.

I hope the SF Planning Department and you support the continued remodel and rebuilds of our City's older housing as a positive upgrade to the quality and enjoyment of our neighborhoods. Please feel free to contact me should you have any questions.

Best

Michael Cohen

Sent from my iPhone

Kent Penwell

Subject: FW: 2829-2831 Pierce Street - Supportive of Plans to Demolish and Rebuild

Begin forwarded message:

From: Leigh Ellis <leighsellis@yahoo.com>
Subject: 2829-2831 Pierce Street - Supportive of Plans to Demolish and Rebuild
Date: August 3, 2017 at 5:11:49 PM PDT
To: "brittany.bendix@sfgov.org" <brittany.bendix@sfgov.org>
Cc: Reagan Penwell <reaganecotter@gmail.com>, "krpenwell@yahoo.com" <krpenwell@yahoo.com>
Reply-To: Leigh Ellis <leighsellis@yahoo.com>

Brittany -

It will be so nice for the neighborhood to have 2829-2831 Pierce Street! Your plans show a clean, beautiful building and I am in full support of your moving ahead and completing the project. Your design fits in with the diversity of the buildings in the area and adds a touch of sophistication to the hood! Plus it will be a relief to have the current building removed.

Hurry up and get the project completed!

Best,
Leigh Hornik
SF Resident 20 years
Child attends the school next to the Pierce Street location

Kent Penwell

Subject: FW: 2829-2831 Pierce Street.

Begin forwarded message:

From: Allison Stephens <alimarie.stephens@gmail.com>
Subject: 2829-2831 Pierce Street.
Date: August 8, 2017 at 7:21:04 PM PDT
To: brittany.bendix@sfgov.org
Cc: Reagan Penwell <reaganpenwell@gmail.com>, Kent Penwell <krpenwell@yahoo.com>

Dear Brittany,

The Penwell's are a wonderful family that have put so much time, effort and dedication into this project. Our children go to St. Vincent De Paul School together which is across the street from their current home and I have seen the neighborhood grow and change since I have lived in San Francisco, since 1998. The location for the family is wonderful for the children and it will be wonderful to have the neighborhood have the renovation of 2829-2831 Pierce Street.

The plans show a beautiful, sophisticated building that will increase the value of the neighborhood. I think there should be full support of implementing and moving the project ahead. The design fits in with the

diversity of the buildings in the area, the current building does not. It would not only be a wonderful addition to the neighborhood to have the new renovations but the Penwell family, as well. They are such a down to earth, loving, kind and solid family.

I am fully supportive as a former resident of Cow Hollow for over 10 years!

Best,

Allison Stephens

Kent Penwell

Subject: FW: 2829-2831 Pierce Street - Supportive of Plans to Demolish and Rebuild

Begin forwarded message:

From: Mara Segal <mara@blackboxbrands.com>
Subject: 2829-2831 Pierce Street - Supportive of Plans to Demolish and Rebuild
Date: August 8, 2017 at 8:55:48 AM PDT
To: "brittany.bendix@sfgov.org" <brittany.bendix@sfgov.org>
Cc: "reaganpenwell@gmail.com" <reaganpenwell@gmail.com>, Kent Penwell <krpenwell@yahoo.com>

Hi Brittany,

I am a longtime friend and former tenant of Kent Penwell's (lived in his prior residence lower unit for 10 years). I can attest that Kent is a highly responsible individual, considerate neighbor, and responsive landlord. I have been able to get to know Reagan in recent years and she is a very kind person and has also become a dear friend.

I received my degree in Architecture with Honors from Yale University and there I learned how to design and evaluate complex architectural projects. I have reviewed the Penwell's plans for construction of a new residence in full. Their proposal takes into consideration the adjacent residences and sensitively integrates into the neighborhood. I do not foresee any issues with the current design as proposed.

Please let me know if you have any questions.

Best,

Mara Segal

MARA SEGAL
1-310-562-5119
[Online](#) [LinkedIn](#)



Kent Penwell

Subject: FW: rebuild 2829-2831 Pierce Street

Begin forwarded message:

From: Travis Van <travis@technews.io>

Subject: Fwd: rebuild 2829-2831 Pierce Street

Date: August 11, 2017 at 4:51:53 PM PDT

To: Reagan Penwell <reaganpenwell@gmail.com>, Kent Penwell <krpenwell@yahoo.com>, Anna Van <amvansf@gmail.com>

sent

----- Forwarded message -----

From: Travis Van <travis@technews.io>

Date: Fri, Aug 11, 2017 at 4:51 PM

Subject: rebuild 2829-2831 Pierce Street

To: brittany.bendix@sfgov.org

Hi Brittany,

My wife and I are 18 year residents of San Francisco and have owned our house at 123 23rd Ave since 2015. We are writing to express our strong support for Reagan and Kent Penwell regarding their plans to demolish and rebuild 2829-2831 Pierce Street.

My children both go to school in the neighborhood. I've seen the plans, it looks like a major improvement on the building's aesthetics, and seems like it would be good for the entire neighborhood.

The current building is a disappointment for such a beautiful neighborhood and we are very pleased that the Penwells are proposing a more attractive and aesthetically pleasing upgrade to our neighborhood and surrounding area. We have seen the plans which we consider to be a significant upgrade and appear to be consistent with the scope of other renovations in the area.

We hope the SF Planning Department and you support the continued remodel and rebuilding of the city's older housing stock as we view it as a significant upgrade to our City and neighborhood. Please feel free to contact us at should you have any questions.

All best,

Travis



Travis Van

Founder, TechNews

Direct: [+1 415.515.9812](tel:+14155159812)

Kent Penwell

Subject: FW: 2831 Pierce Street

Begin forwarded message:

From: Lane Stephens <lstephens@drstephens.com>
Subject: 2831 Pierce Street
Date: August 11, 2017 at 3:33:02 PM PDT
To: "brittany.bendix@sfgov.org" <brittany.bendix@sfgov.org>
Cc: "krpenwell@yahoo.com" <krpenwell@yahoo.com>, "reaganpenwell@gmail.com" <reaganpenwell@gmail.com>

Brittany please see attached regarding 2829-2831 Pierce Street.
Regards,

Lane Stephens
D.R. Stephens & Co.
465 California St., 3rd Floor
San Francisco, Ca 94104
Phone (415) 781-8000
Direct (415) 274-8566
Fax (415) 391-9823
Mobile (415) 596-7665

LANE B. STEPHENS

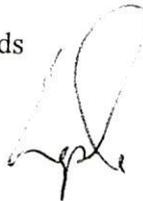
August 9, 2017

Brittney Bendix

Dear Brittney,

We wanted to write in and endorse the plans submitted by the Penwels for the demolition and remodel of the property at 2829-2831 Pierce Street. We live in the neighborhood and have children across the street at St. Vincent de Paul. I would say the existing building would be best replaced and will be a big improvement. It will be a welcome change to the neighborhood.

Regards

A handwritten signature in black ink, appearing to read 'Lane B. Stephens', written over a light blue circular stamp.

Lane B. Stephens

Kent Penwell

Subject: FW: 2829-2831 Pierce Street - Supportive of Plans to Demolish and Rebuild

Begin forwarded message:

From: Stephen Dunn <stevedunn.au@gmail.com>
Subject: 2829-2831 Pierce Street - Supportive of Plans to Demolish and Rebuild
Date: August 11, 2017 at 4:06:17 PM PDT
To: brittany.bendix@sfgov.org
Cc: reaganpenwell@gmail.com, krpenwell@yahoo.com, "(Stephanie Dunn) Wife" <stephdunn8@mac.com>

Dear Brittany,

My wife and I are 15 year residents of the Marina / Cow Hollow area and have owned our house at 3519 Divisadero St since 2006. We are writing to express our strong support for Reagan and Kent Penwell regarding their plans to demolish and rebuild 2829-2831 Pierce Street.

We have 3 children going to St Vincent de Paul school on Green St between Steiner and Pearce Sts; in fact the school faces the Penwell's house which we walk past almost daily on the way to and from school.

The current building is a disappointment for such a beautiful neighborhood and we are very pleased that the Penwell's are proposing a more attractive and aesthetically pleasing upgrade to our neighborhood and surrounding area. We have seen the plans which we consider to be a significant upgrade and appear to be consistent with the scope of other renovations in the area.

We hope the SF Planning Department and you support the continued remodel and rebuilding of the city's older housing stock as we view it as a significant upgrade to our City and neighborhood. Please feel free to contact us at should you have any questions.

Regards,

Steve and Stephanie Dunn
415.429.9133

Kent Penwell

Subject: FW: 2829-2831 Pierce Street - Supportive of Plans to Demolish and Rebuild

Begin forwarded message:

From: Caroline Pacula <caroline.pacula@gmail.com>
Subject: 2829-2831 Pierce Street - Supportive of Plans to Demolish and Rebuild
Date: August 11, 2017 at 8:14:36 AM PDT
To: brittany.bendix@sfgov.org

Brittany,

I grew up in Marin County and have lived in San Francisco since 1997, and live, at 3439 Scott Street. I am writing to express my strong support for Reagan and Kent Penwell regarding their plans to demolish and rebuild 2829-2831 Pierce Street.

I frequently walk along Pierce Street on my way to St. Vincent de Paul School and the surrounding neighborhood of Cow Hollow. One of my favorite activities during these walks, is observing the diverse architecture style of homes in our wonderful neighborhoods. Based on the plans shared with me, I believe their proposed home would be a significant upgrade from the current structure as it appears well designed, more attractive from an architectural perspective and therefore would seem to enhance the neighborhood. More so, their planned project appears to be consistent with the scope of other renovations in the area.

I hope the SF Planning Department and you support the continued remodel and rebuilds of our City's older housing as a positive upgrade to the quality and enjoyment of our neighborhoods. Please feel free to contact me should you have any questions.

Kind regards,

Caroline Pacula

--

Kent Penwell

Subject: FW: 2829-2831 Pierce St Rebuild Proposal

Begin forwarded message:

From: Mason Wenger <masonwenger@yahoo.com>
Subject: 2829-2831 Pierce St Rebuild Proposal
Date: August 14, 2017 at 9:51:01 PM PDT
To: "brittany.bendix@sfgov.org" <brittany.bendix@sfgov.org>
Cc: "krpenwell@yahoo.com" <krpenwell@yahoo.com>, "reaganpenwell@gmail.com" <reaganpenwell@gmail.com>, Mason Wenger <masonwenger@yahoo.com>
Reply-To: Mason Wenger <masonwenger@yahoo.com>

Dear Brittany,

I am emailing to express my full support for Kent and Reagan Penwell's proposed plans to rebuild the property at 2829-2831 Pierce Street. I live and own directly across the street on the top floor, and look out onto the property from my living room/ dining room every day. After reviewing the drawings for the proposed rebuild, I am delighted to see their design is return to the traditional architecture I have grown to love about Cow Hollow. It is a significant improvement from aesthetics of the current property .

Having moved to Cow Hollow in 1999, I have appreciated observing owners in this neighborhood rebuild and remodel older properties here, further enhancing our enjoyment of living in this beautiful part of San Francisco. I hope you and the SF Planning Department are able provide approval of Kent and Reagan's design. Their rebuilt property will be a wonderful improvement to our neighborhood. Please let me know if there is anything further I can provide in support.

Thank you,

Mason Wenger
2842 Pierce St.
San Francisco, CA

Kent Penwell

Subject: FW: 2829-2831 Pierce

Begin forwarded message:

From: Karen Lynn Prodromo <klprodromo@me.com>
Subject: **2829-2831 Pierce**
Date: August 19, 2017 at 5:16:49 PM PDT
To: Brittany.Bendix@sfgov.org
Cc: reaganpenwell@gmail.com, krpenwell@yahoo.com

Attached please find a letter of support for the project at 2829 through 2831 Pierce. Please contact me with any questions or concerns.

Karen Prodromo 415.235.6935

Sent from my iPad

Kent Penwell

Subject: FW: 2829-2831 Pierce Street

Begin forwarded message:

From: John Kelley <jkelley94123@gmail.com>
Subject: re: 2829-2831 Pierce Street
Date: August 21, 2017 at 11:27:30 AM PDT
To: brittany.bendix@sfgov.org
Cc: reaganpenwell@gmail.com, "Kent R. Penwell (krpenwell@yahoo.com)"
<krpenwell@yahoo.com>

Brittany -

My wife and I have owned a condo at 1990 Green St since 1999. We know and love the neighborhood and believe that the plan for 2829-2831 Pierce Street would provide a compelling addition to the neighborhood. Your plans show a clean, beautiful building and my wife and I are in full support of your moving ahead and completing the project. Your design fits in with the diversity of the buildings in the area and adds a significant enhancement to the neighborhood! To maintain the integrity and charm of the neighborhood, you need folks willing to invest in the community and architecture. We believe the plan for 2829-2831 Pierce reflects a constructive improvement to the the Cow Hollow neighborhood.

Best, Juliet and John Kelley

Kent Penwell

Subject: FW: 2829-2831 Pierce

Begin forwarded message:

From: Chloe Sugarman <chloesugarman@gmail.com>
Subject: 2829-2831 Pierce
Date: August 22, 2017 at 3:53:45 PM PDT
To: brittany.bendix@sfgov.org
Cc: Reagan Penwell <reaganpenwell@gmail.com>, Kent Penwell <krpenwell@yahoo.com>

Brittany -

It will be so nice for the neighborhood to have 2829-2831 Pierce Street rebuilt. Your plans show a clean, beautiful building and I am in full support of your moving ahead and completing the project. Your design fits in with the diversity of the buildings in the area and adds a aesthetically pleasing touch to this block.

It certainly looks like quite an architectural upgrade from the current structure. Looking forward to seeing this project completed and the finished product.

Best,

Chloe Sugarman

Kent Penwell

Subject: FW: 2829-2831 Pierce Street

Begin forwarded message:

From: Samantha Keene <samanthajkeene@gmail.com>
Subject: 2829-2831 Pierce Street
Date: August 23, 2017 at 9:09:34 PM PDT
To: brittany.bendix@sfgov.org
Cc: Reagan Penwell <reaganecotter@gmail.com>, Kent Penwell <krpenwell@yahoo.com>

Brittany,

We are neighbors of Kent and Reagan Penwell and are writing to you today to express our strong support of the demo and rebuild of their home at 2829-2831 Pierce Street. The new design that has been shown looks beautiful and we would be lucky to have such a chic and well characterized home replace the current structure. The demo and rebuild would truly better the neighborhood and the city as a whole.

We hope the planning department agrees with our support and will push to get this project started as soon as possible!

Best,
Samantha and Mark Keene

Kent Penwell

Subject: FW: 2829-2831 Pierce Street - DR Hearing November 8, 2018

From: Gunnar Bjorklund [mailto:kgunnarbjorklund@gmail.com]

Sent: Wednesday, October 10, 2018 11:10 AM

To: Kent Penwell <kent.penwell@db.com>

Cc: aliciaberberich@gmail.com; Mr. Kent R. Penwell <krpenwell@yahoo.com>; Reagan Penwell <reaganpenwell@gmail.com>

Subject: Re: 2829-2831 Pierce Street - DR Hearing November 8, 2018

Hi Kent,

You know that Alicia and I share the view that a new home would be an upgrade to the neighborhood. These neighbors are overreaching and not acting rationally. I am scheduled to be in Chicago. Alicia, can you block this time and go? I can prepare and submit a statement beforehand to make all my points, in addition to Alicia participating in the meeting. Your plans look great!

G