



SAN FRANCISCO PLANNING DEPARTMENT

Community-Sponsored Landmark Designation

Hearing Date: July 17, 2019
Case No.: 2019-002774DES
Project Address: 770 Woolsey Street (University Mound Nursery)
Zoning: RH-1-Residential-House, One Family
Block/Lot: 6055/001
Applicant: Friends of 770 Woolsey
c/o Elisa Laird-Metke
614 Hamilton Street
San Francisco, CA 94134
Property Owner: 140 Partners, LP
500 Sansome Street
San Francisco, CA 94111
Staff Contact: Michelle Taylor – (415) 575-9197
michelle.taylor@sfgov.org
Reviewed By: Elizabeth Gordon-Jonckheer – (415) 575-8728
elizabeth.gordon-jonckheer@sfgov.org

1650 Mission St.
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415.558.6377

OVERVIEW

On March 6, 2019, the Department received a Landmark Designation Application 770 Woolsey Street (Assessor's Block 6055, Lot 001) prepared by Stacy Farr on behalf of the Friends of 770 Woolsey Street.

Located in the Portola district of the Excelsior neighborhood, 770 Woolsey Street (Garibaldi Nursery or University Mound Nursery, subject property) occupies one full city block (Assessor's Block 6055, Lot 001) bound by Wayland Street to the north, Woolsey Street to the south, Hamilton Street to the east, and Bowdoin Street to the west. The property is the former site of a family owned and run, cut-flower nursery in operation from 1921-1990. The 2.2-acre site includes 18 greenhouse buildings organized into two rows, ancillary structures, and open space.

The Department seeks input from the Commission whether the community-sponsored landmark designation nomination for 770 Woolsey Street merits addition to the Article 10 Landmark Designation Work Program. And whether, concurrently or separately, HPC may ask Department staff or designation sponsor to provide additional information.

PROPERTY DESCRIPTION & SURROUNDING LAND USE

770 Woolsey Street is located in the Portola district of the Excelsior neighborhood. The subject property occupies one city block (2.2 acres) and is comprised of eighteen greenhouses, ancillary structures and open space. All greenhouses are one-story, redwood-frame buildings with gable roofs into two rows and separated by a north-south aisle. Although constructed in several stages from 1922 to 1951, the

greenhouses are similar in materials, orientation, massing and design. Additionally, they all feature a rectangular footprint, seventeen of which measure 30' by 120' and one greenhouse 30' by 90'.

Additional buildings on the property include a one-story, wood-frame boiler house constructed c.1922 featuring a front facing gable, horizontal wood siding, and a tall metal chimney faces Hamilton Street. Along Woolsey Street is a 1958 one-story, wood-frame building that functioned as garage, storage and office. This simple support structure features horizontal wood siding, a low-pitched front-facing gable roof, limited fenestration, and a simple wood-panel garage door. Additional site features include various metal tanks for water and pesticides, two hand-dug wells, a wood-frame shed and approximately 20,450 square feet of open space.

The subject property in a largely residential neighborhood and is surrounded on three sides by primarily two-story, single-family homes developed between 1930 and 1965. A city owned water reservoir is located on Bowdoin Street, opposite the subject property.

PROPERTY HISTORY AND CONTEXT

Historically, the Portola District is associated with the University Mound subdivision, first plotted into blocks and lots in 1863. As an area removed from downtown and access to public transportation, the Portola District failed to attract real estate interest up through World War I. However, the open space and topography attracted small-scale produce farms, dairies and cut-flower nurseries, many of which supplied San Francisco with agricultural goods. With the prevalence of small-scale farms, the Portola District also came to be known as the Garden District.

By the turn of the twentieth century, cut-flower nurseries outnumbered Portola's produce farms and dairies. The Garibaldi Nursery, established in 1921, was one of more than twenty similar cut-flower nurseries in the Portola District in the early twentieth century.

The Garibaldi family was one of several local Italian and Italian-American cut-flower farmers located in the Portola District and members of the San Francisco Flower Growers Association (SFFGA). Established by the local Italian community, the SFFGA worked in partnership with similar Japanese and Chinese flower-cut organizations to establish San Francisco's first wholesale Flower Market in 1924, followed by the current San Francisco Flower Terminal in 1956.

In the years following World War II, due to a number of factors, the Portola District saw a decline in the number of nurseries. And by the 1990's the last of the flower nurseries had been largely replaced by housing. The subject property, which closed in 1990, is the last remaining extant cut-flower nursery site in the Portola District.

LANDMARK NOMINATION

The landmark designation report was prepared by historic resource consultant Stacy Farr, on behalf of the Elisa Laird-Metke and the Friends of 770 Woolsey Street. A draft of the report was submitted to the

Department on March 6, 2019. Department staff conducted a site visit on April 30, 2019 with the property owner, 140 Partners, LP.

According to the designation application and report, 770 Woolsey Street is eligible as an Article 10 Landmark under Criterion 1 (events) for its association “with the commercial flower-growing industry in the Portola District, and for its association with the role Italians and Italian-Americans played in the city’s flower-growing industry.” The nomination proposes a period of significance from 1921 to 1957, which corresponds with the establishment of the Garibaldi nursery and the year the operations transferred from the first generation of Garibaldi’s to the second generation.

BACKGROUND AND PREVIOUS ACTIONS

On October 14, 2017 property owner, 140 LP, submitted to the Department to redevelop the site (Case No. 2017-012086PRJ). The project sponsor proposes “demolition of the existing structures on the project site and construction of 63 new single-family homes.”

The Department is currently reviewing the proposed development project for potential environmental impacts, including impacts to historic resources, under the California Environmental Quality Act (CEQA). Based on information provided in a Historic Resource Evaluation (HRE) prepared by Architectural Resources Group (ARG), the Department has preliminarily found the subject property to be a California Register-eligible Historic Resource as a significant cultural landscape.¹ Environmental Planning Staff concurs that the property is significant under Criterion 1 (events) and Criterion 3 (architecture).

The HRE concludes that the property is significant under Criterion 1 for its association with the industry of small-scale, family-owned nurseries established in Portola in the early twentieth century by the Italian-American the community. Under Criterion 3 (architecture), the small-scale, family-operated commercial nursery is an extremely rare property type, both in the city and the larger San Francisco Bay Area, with the majority of the area’s nurseries demolished and redeveloped for other uses. According to the HRE, the proposed period of significance begins with the establishment of the Garibaldi nursery in 1921 and ends when the family closed the business in 1990.

In the coming months, Staff will analyze the impact of the proposed demolition of the cultural landscape for the accommodation of residential development through an Environmental Impact Report (EIR).

PUBLIC / NEIGHBORHOOD INPUT

There is no known public or neighborhood opposition to designation of 770 Woolsey Street as an Article 10 landmark. The Department received approximately ninety-six letters in support of landmark designation along with 183 comments attached to an online petition to landmark the subject property. The letters and comments are attached here. The Department will provide any public correspondence received after the submittal of this report in the Historic Preservation Commission’s correspondence folder.

¹ Project documents prepared for Case No. 2017-012086PRJ, including the 770 Woolsey Street Historic Resource Evaluation, are available for review at <https://sfplanninggis.org/pim/>.

PROPERTY OWNER INPUT

Property owner 140 Partners, LP is not supportive of landmark designation.

STAFF ANALYSIS

Overall, the Department finds, based on the information provided in the nomination application and project produced HRE, that the subject property appears to rise to the level of significance as required under Article 10 of the Planning Code for an individual City Landmark. Furthermore, staff has reviewed the landmark designation application for 770 Woolsey Street and finds that information presented in the Community Sponsored designation application provides a comprehensive documentation of the subject property's history.

The Department agrees with the applicant that the property is significant under Criterion 1 both for its association "with the commercial flower-growing industry in the Portola District, and for its association with the role Italians and Italian-Americans played in the city's flower-growing industry." Furthermore, as an extant small-scale nursery in the Portola District, staff concurs with the ARG produced HRE, that the subject property is a significant Cultural Landscape under Criterion 3 (architecture) as a rare example of a small-scale urban-agricultural site. Therefore, staff recommends that if added to the LDWP, that information and analysis provided in the consultant-prepared HRE supplement the current nomination application.

The subject property appears to meet three of the four the Historic Preservation Commission's priorities for designation which are:

1. *The designation of underrepresented Landmark property types including landscapes*
Landscapes are an underrepresented local Landmark property type. Current landmarked landscapes are generally associated with conservatories, park grounds, and formal gardens. There are no urban-agricultural landscapes, or similar vernacular cultural landscape sites, currently listed in Article 10.
2. *The designation of buildings of Modern design*
The subject property includes vernacular, utilitarian structures that are not of Modern design.
3. *The designation of buildings located in geographically underrepresented areas*
The Excelsior neighborhood is not well represented by existing landmarks. The University Mound Old Ladies Home (350 University Street, LM No. 269) is the only Article 10 landmark and there are no local landmark districts in the neighborhood.
4. *The designation of properties with strong cultural or ethnic associations.*
The subject property is associated with the role the Italian and Italian-American community played in the local flower-growing industry and several small-scale, family-owned nurseries in the Portola District.

ACTION REQUESTED

The case before the Historic Preservation Commission is the consideration of the community-sponsored landmark designation nomination for 770 Woolsey Street. Staff asks the HPC to consider whether

1. the property is eligible for, and should be added to, the Landmark Designation Work Program (LDWP).
2. the property is not eligible for the LDWP.
3. there is insufficient evidence and further research is needed to determine whether the property is eligible for the LDWP.

If added to the LDWP, HPC may direct Staff to finalize the landmark designation report. The Department will then schedule a second hearing before the HPC for the initiation of the designation, followed by a third hearing for HPC's recommendation of approval of the designation. If so approved, this recommendation will be sent by the Department to the Board of Supervisors. The nomination would then be considered at a future Board of Supervisors hearing for formal Article 10 landmark designation.

ATTACHMENTS:

Exhibit A: Photograph of the Subject Property

Exhibit B: Parcel Map, Zoning Map, Aerial Photo, and Sanborn Map

Exhibit C: Landmark Designation Application and Designation Report for 770 Woolsey Street

Exhibit D: Community letters of support for the proposed designation of 770 Woolsey Street

Site Photo



770 WOOLSEY STREET

Landmark Designation Application
Case Number 2019-002774DES
770 Woolsey Street

Parcel Map



SUBJECT PROPERTY

Landmark Designation Application
Case Number 2019-002774DES
770 Woolsey Street

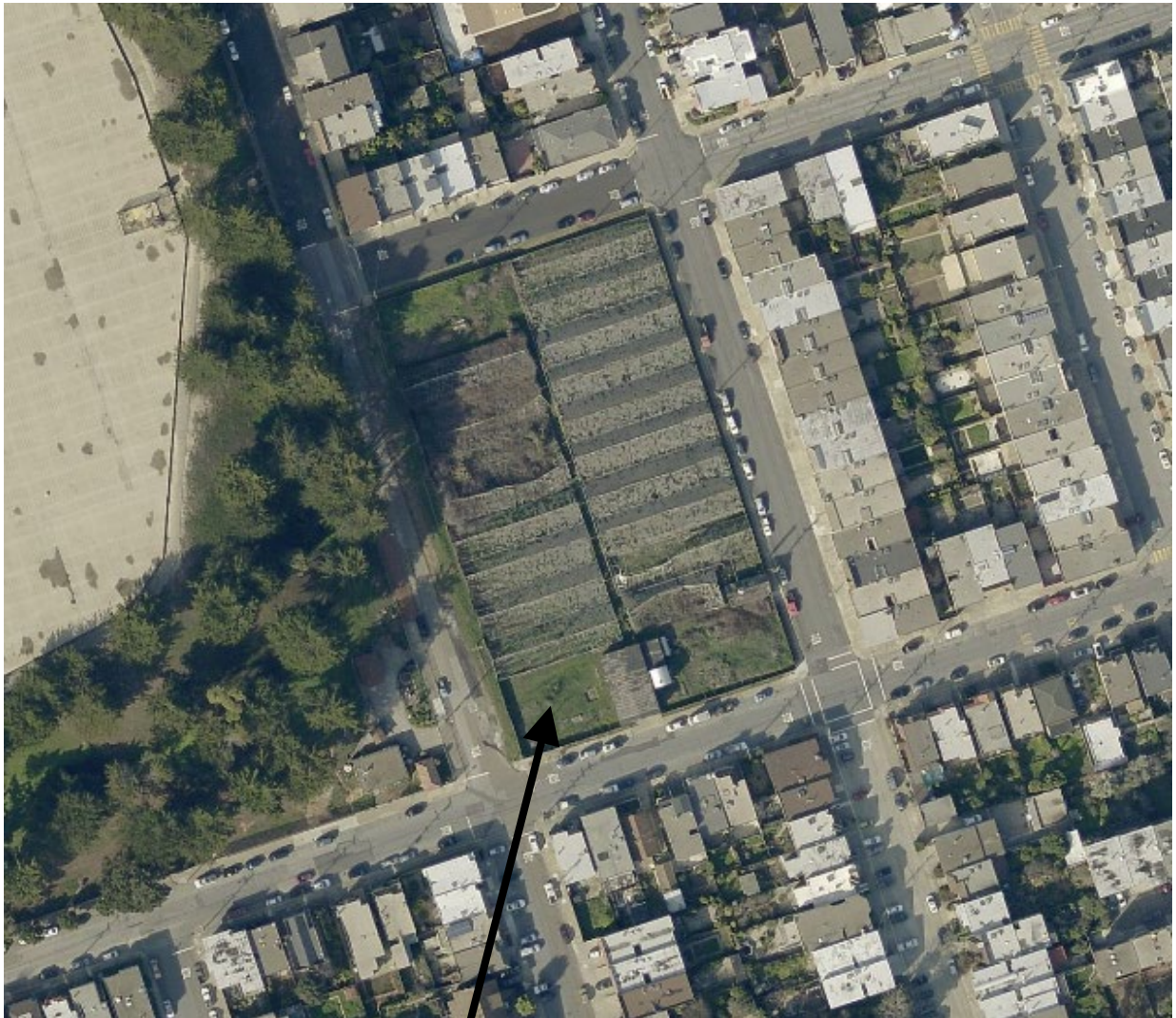
Zoning Map



SUBJECT PROPERTY

Landmark Designation Application
Case Number 2019-002774DES
770 Woolsey Street

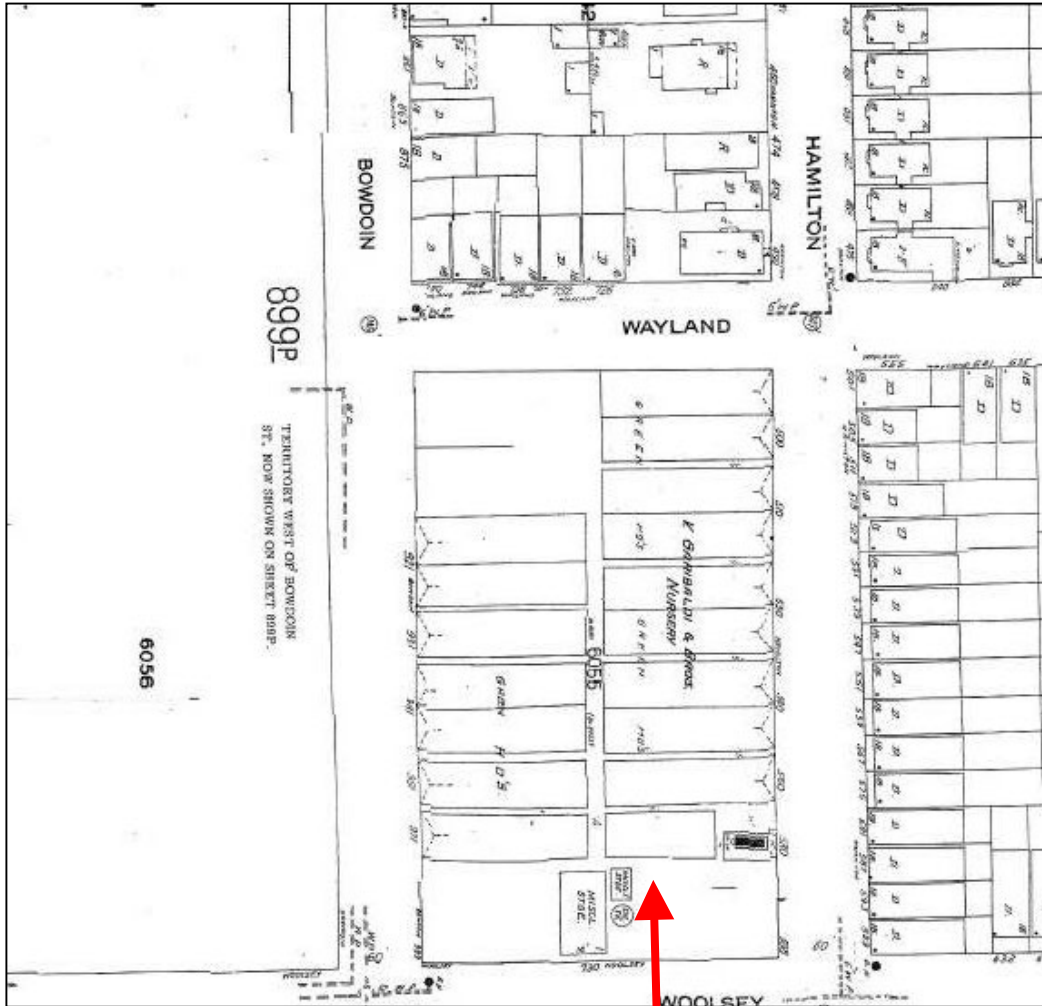
Aerial Photo



SUBJECT PROPERTY

Landmark Designation Application
Case Number 2019-002774DES
770 Woolsey Street

Sanborn Map*



SUBJECT PROPERTY

**The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.*

Landmark Designation Application
Case Number 2019-002774DES
770 Woolsey Street



SAN FRANCISCO
PLANNING
DEPARTMENT

APPLICATION FOR

Historic Landmark Designation

Planning Department
1650 Mission Street
Suite 400
San Francisco, CA
94103-9425

T: 415.558.6378
F: 415.558.6409

Landmark designation is authorized by Section 1004 of the San Francisco Planning Code. The designation process includes a review of the Landmark Designation Application by the Planning Department and the Historic Preservation Commission. Final approval is made by the San Francisco Board of Supervisors.

PRESERVING SAN FRANCISCO HISTORY

Since 1967, San Francisco's Historic Preservation Program has helped preserve important facets of the city's history. The list of designated city landmarks and landmark districts includes iconic architectural masterpieces, monuments to historic events, and places associated with cultural and social movements that have defined our city. However, there are still many more untold stories to celebrate through landmark designation.

PROPERTIES ELIGIBLE FOR LANDMARK DESIGNATION

Most San Francisco landmarks are buildings. But a landmark can also be a structure, site, feature or area of special historical, architectural or aesthetic interest. Collections of properties can also be designated as landmark districts.

Landmarks can be significant for a variety of reasons. The criteria are based on those used by the National Register of Historic Places. They include:

- Properties significant for their association with historic events, including the city's social and cultural history
- Properties significant for their association with a person or group important to the history of the city, state or country
- Properties significant for their architecture or design
- Properties that are valued as visual landmarks, or that have special character or meaning to the city and its residents
- Collections of properties or features that are linked by history, plan, aesthetics or physical development.

INCENTIVES FOR LANDMARK DESIGNATION

Landmark designation recognizes the property as a significant element of San Francisco history. There are also various incentives, including the following:

- Eligibility for the Mills Act program, which can result in property tax reduction
- Eligibility to use the California Historical Building Code
- Eligibility for land use incentives under the San Francisco Planning Code
- Eligibility to display a plaque regarding the building's landmark status

HOW TO APPLY TO DESIGNATE A LANDMARK

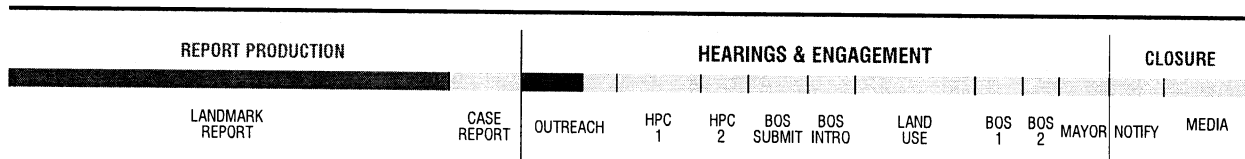
Any member of the public may nominate a property for landmark designation. The application must contain supporting historic, architectural and/or cultural documentation. More information about the Planning Department's Historic Preservation program can also be found here:

<http://www.sf-planning.org/index.aspx?page=1825>

THE LANDMARK DESIGNATION PROCESS

The landmark designation process is a multi-step process. This includes the following:

1. Set a preliminary application review meeting with Planning Department Preservation staff. The meeting will focus on reviewing the draft designation application. Preservation staff can provide advice for improving the application, including any additional research which may be needed.
2. Submit the completed final application for review. Once it is determined to be complete, Preservation staff will place the application on the agenda for a Historic Preservation Commission (HPC) hearing.
3. During the hearing, the HPC will hear public testimony and determine if the property meets the criteria for landmark designation. If so, the Commission will vote to initiate landmark designation and schedule a follow-up hearing.
4. If the landmark designation is for a district, the Planning Commission will provide its review and comment on the proposed designation prior to the HPC making a final recommendation to the Board of Supervisors.
5. At the second hearing, the HPC will hear public testimony and vote on whether to recommend landmark designation to the Board of Supervisors.
6. An HPC recommendation supporting landmark designation will be forwarded to the Board of Supervisors and will be heard by its Land Use and Economic Development Committee. This is a public hearing where the owner(s) and members of the public can offer testimony.
7. The Land Use and Economic Development Committee will forward its recommendation on the designation to the full Board of Supervisors for a first reading. The Board of Supervisors will vote on the designation. A majority of Supervisors must vote in favor of the landmark designation for it to be approved. This is a public hearing, although no public testimony will be heard.
8. At a following Board of Supervisors hearing the proposed designation will have a second reading. This is a public hearing, although no public testimony will be heard. If the majority of Supervisors remain in favor of the landmark designation, the designating ordinance is sent to the Mayor for final signature.



COMPLETING THE APPLICATION

Please fill out all of the sections of the application. Use the checklist at the end of this application to ensure that all required materials are included. If more space is needed, please feel free to attach additional sheets as necessary. If you are unsure how to answer any of the questions, please contact Planning Department preservation staff.

Please submit the completed application to:

San Francisco Planning Department
 Attn: Landmark Designation Application
 1650 Mission Street, Suite 400
 San Francisco, CA 94103-9425

Historic Landmark Designation Application

1. Current Owner / Applicant Information

Date:

PROPERTY OWNER'S NAME:

140 Partners, LP

PROPERTY OWNER'S ADDRESS:

500 Sansome St, San Francisco, CA 94111

TELEPHONE:

415-775-7005 #29

EMAIL:

jherzog@agiavant.com

APPLICANT'S NAME:

Friends of 770 Woolsey c/o Elisa Laird-Metke

SAME AS ABOVE

APPLICANT'S ADDRESS:

614 Hamilton St.
San Francisco, CA 94134

TELEPHONE:

415-425-5973

EMAIL:

elisa.laird.metke@gmail.com

CONTACT FOR PROJECT INFORMATION:

SAME AS ABOVE

ADDRESS:

TELEPHONE:

EMAIL:

2. Location of the Proposed Landmark

STREET ADDRESS OF PROJECT:

770 Woolsey Street

ZIP CODE:

94134

CROSS STREETS:

Block bounded by Woolsey, Hamilton, Wayland and Bowdoin streets

ASSESSORS BLOCK/LOT:

6055/001

LOT DIMENSIONS:

400 x 240

LOT AREA (SQ FT):

~96,000

ZONING DISTRICT:

RH-1

HEIGHT/BULK DISTRICT:

40-X

OTHER ADDRESS / HISTORIC ADDRESS: (if applicable)

ZIP CODE:

3. Property Information

HISTORIC NAME OF PROPERTY (IF APPLICABLE)

University Mound Nursery

DATE OF CONSTRUCTION:

1921 (and later)

SOURCE FOR DATE OF CONSTRUCTION:

ACTUAL YEAR

ESTIMATED YEAR

oral history

ARCHITECT OR BUILDER:

Garibaldi Bro's; Robert Nordin

ARCHITECTURAL STYLE:

none/utilitarian

SOURCE OF INFORMATION FOR ARCHITECT OR BUILDER

oral history; building permit

HISTORIC USE

nursery

PRESENT USE

not in use

PROPERTY INCLUDED IN A PRIOR HISTORIC SURVEY?

SURVEY NAME:

SURVEY RATING:

Yes No . . .

4. Statement of Significance

The proposed landmark is significant for the following reason(s). Please check all that apply:

- It is associated with significant events or patterns, or reflects important aspects of social or cultural history
- It is associated with a person or persons important to our history
- It is significant for its architecture or design, or is a notable work of a master builder, designer or architect
- It is valued as a visual landmark, or has special character or meaning to the city and its residents
- It contains archaeological deposits that have the potential to yield important information about history or prehistory

Please summarize why the property or district should be designated a San Francisco Landmark. Whenever possible, include footnotes or a list of references that support the statement of significance. Copies of historic photographs, articles or other sources that directly relate to the property should also be attached.

The property is historically significant for its association with the commercial flower-growing industry in the Portola District, and for its association with the role Italians and Italian Americans played in the city's flower-growing industry. It is one of the last extant floricultural properties in San Francisco and includes the last remaining commercial greenhouses in a district once so thoroughly characterized by nurseries that it was known as the city's Garden District. (See attached LDR.)

5. Property / Architecture Description

Please provide a detailed description of the exterior of the building and any associated buildings on the property. This includes the building's shape, number of stories, architectural style and materials. For example, is the building clad with wood, brick or stucco? What materials are the windows and exterior doors made of? Please be sure to include descriptions of the non-publicly visible portions of the building. Attach photographs of the property, including the rear facade.

The site includes 18 greenhouses, two one-story buildings, and ~20,450-sf of open space. Greenhouses are one-story redwood construction with rectangular footprints; 17 are 30 feet wide by 120 feet long; one is 30 feet wide by 90 feet long. Greenhouses are aligned on an east-west axis and arranged in two rows off of a central north-south aisle. Both buildings are one-story frame construction. (See attached LDR.)

6. Neighborhood or District Description

Please provide a narrative describing the buildings both adjacent to, and across the street from, the subject property. This includes describing their architectural styles, number of stories, exterior materials (e.g., wood or stucco cladding) and landscape features, if any. Attach representative photographs.

If the application is for a landmark district, please provide similar information describing the architectural character of the district. Also be sure to include a map outlining the boundaries of the district, as well as a list of all properties including their addresses, block and lot numbers, and dates of construction. This information may be gathered using the San Francisco Property Information Map, available here: <http://ec2-50-17-237-182.compute-1.amazonaws.com/PIM/>

The subject property is surrounded on three sides by one- and two-story single-family dwellings, and on one side by open space associated with the University Mound Reservoir. (See attached LDR.)

7. Building Permits and History of Alterations

Please list all building permits from the date of construction to present. Be sure to include any alterations or additions to the building. These include changes such as window replacement, construction of a new garage, or installation of roof dormers. Also attach photocopies of building permits. Copies of building permits are available from the Department of Building Inspection, 1660 Mission Street, 4th Floor (<http://sfdbi.org/record-request-form>).

***Note: Do not complete this section if the application is for a landmark district*

PERMIT:	DATE:	DESCRIPTION OF WORK:
1.	07/02/1951, #A142	construct 2 one-story greenhouses, arch. is Robert Nordin
2.	11/24/1958, #194601	build new fence on n. side of Woolsey btwn Hamilton and Bowdoin
3.		
4.		
5.		
6.		
7.		
8.		

Please describe any additional alterations that are not included in this table. For example, have any obvious changes been made to the property for which no building permit record is available?

8. Ownership History Table

Please list all owners of the property from the date of construction to present. Building ownership may be researched at the San Francisco Assessor-Recorder's Office, located at City Hall, Room 190.

***Note: Do not complete this section if the application is for a landmark district*

OWNER:	DATES (FROM – TO):	NAME(S):	OCCUPATION:
1.	03/15/1921	Bernard Cassou to five Garibaldi brothers	nurserymen
2.	07/01/1958	to Steve and Andrew Garibaldi	nurseryment
3.	1992	Garibaldi Family Trust	
4.	2017	140 Partners, LP	
5.			
6.			
7.			
8.			

If the property is significant for its association with a person important to history, please be sure to expand on this information in Section 9.

9. Occupant History Table

Please list occupants of the property (if different from the owners) from the date of construction to present. It is not necessary to list the occupants for each year. A sample of every five to seven years (e.g, 1910, 1917, 1923, etc.) is sufficient. For multi-unit buildings, please use a representative sampling of occupants. A chronological list of San Francisco city directories from 1850 – 1982 is available online. Choosing the "IA" link will take you to a scan of the original document:

<http://www.sfgenealogy.com/sf/sfdatadir.htm>

Beginning with the year 1953, a "reverse directory" is available at the back of each volume, allowing you to look up a specific address to see the occupants.

**Note: Do not complete this section if the application is for a landmark district*

OCCUP:	DATES (FROM – TO):	NAME(S):	OCCUPATION:
1.	1921-1990	University Mound Nursery, op. by Garibaldi	nurserymen
2.			
3.			
4.			
5.			
6.			
7.			
8.			

If the property is significant for having been used by an occupant, group or tenant important to history, please expand on this information below.

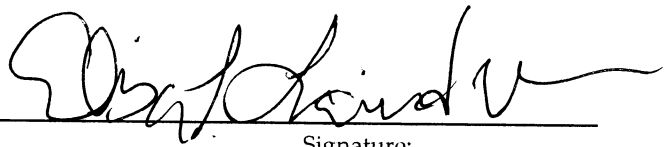
10. Public Information Release

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- I understand that submitted documents will become public records under the California Public Records Act, and that these documents will be made available upon request to members of the public for inspection and copying.
- I acknowledge that all photographs and images submitted as part of the application may be used by the City without compensation.

Elisa Laird-Metke

2/26/2019



Name (Print):

Date:

Signature:

Submittal Checklist

Use the checklist below to ensure that all required materials are included with your application.

CHECKLIST:	REQUIRED MATERIALS:
<input checked="" type="checkbox"/>	Photographs of subject property, including the front, rear and visible side facades
<input checked="" type="checkbox"/>	Description of the subject property (Section 5)
<input checked="" type="checkbox"/>	Neighborhood description (Section 6) with photos of adjacent properties and properties across the street
<input checked="" type="checkbox"/>	Building permit history (Section 7), with copies of all permits
<input checked="" type="checkbox"/>	Ownership history (Section 8)
<input checked="" type="checkbox"/>	Occupant history (Section 9)
<input checked="" type="checkbox"/>	Historic photographs, if available
<input checked="" type="checkbox"/>	Original building drawings, if available
<input checked="" type="checkbox"/>	Other documentation related to the history of the property, such as newspaper articles or other references

University Mound Nursery

770 Woolsey Street (APN 6055/001)

Construction date: 1922 – 13 greenhouses and the boiler building; two additional greenhouses by 1938; three additional greenhouses in 1951; the office/storage building by 1958.

Architect/Builder: 1951 greenhouses designed by architect Robert Nordin; all other greenhouses and the buildings have no architect of record and were built by the Garibaldi Brothers.

OVERVIEW

The University Mound Nursery at 770 Woolsey Street in the Portola District of San Francisco occupies a full city block bounded by Woolsey, Hamilton, Wayland and Bowdoin streets (APN 6055/001). The property consists of 18 greenhouses, two buildings, and approximately 20,450 square feet (-sf) of open space. The property is individually eligible for Article 10 Landmark designation because it is associated with events that have made a significant contribution to the broad patterns of our history. The property is historically significant for its association with the commercial flower-growing industry (floriculture) in the Portola District of San Francisco, and for its association with the role Italians and Italian Americans played in the city's floricultural industry. 770 Woolsey Street is one of the last extant floricultural properties in San Francisco and includes the last remaining commercial greenhouses in a district that was once so thoroughly characterized by nurseries that it was known as the city's Garden District.¹



Figure 1. University Mound Nursery, view facing northwest. Courtesy of Christopher Michel Photography.²

¹ Throughout this report, “greenhouse” describes a structure wherein flowers are grown, and “nursery” describes a site, which may include greenhouses and open fields, wherein flowers are grown for commercial sale.

² All photographs in this report were taken by Stacy Farr unless otherwise attributed.

PROPERTY DESCRIPTION

Site

770 Woolsey Street (APN 6055/001) consists of a complete city block bound by Woolsey Street at the south, Hamilton Street at the east, Wayland Street at the north, and Bowdoin Street at the west (**Figure 2**).³ The block was subdivided and recorded in 1863 as part of the University Mound Subdivision, and historically included eight lots, each 100 by 120 feet.⁴ The eight lots were merged in 1952, and the lot's current dimensions are 400 feet by 240 feet, encompassing slightly less than 96,000 square feet.⁵

The topography of the site slopes gradually downward from the northwest corner of the site, where Bowdoin and Wayland streets intersect, to the southeast corner of the site, where Woolsey and Hamilton streets intersect. This sloping topography reflects the historic location of Yosemite Creek, which originates at Yosemite Marsh in McLaren Park and flowed east along the path of Woolsey Street until it was channelized underground in the 1930s.⁶ The lot is bordered by concrete City-maintained sidewalks at Hamilton and Woolsey streets, and by unpaved unmaintained land at Wayland and Bowdoin streets.

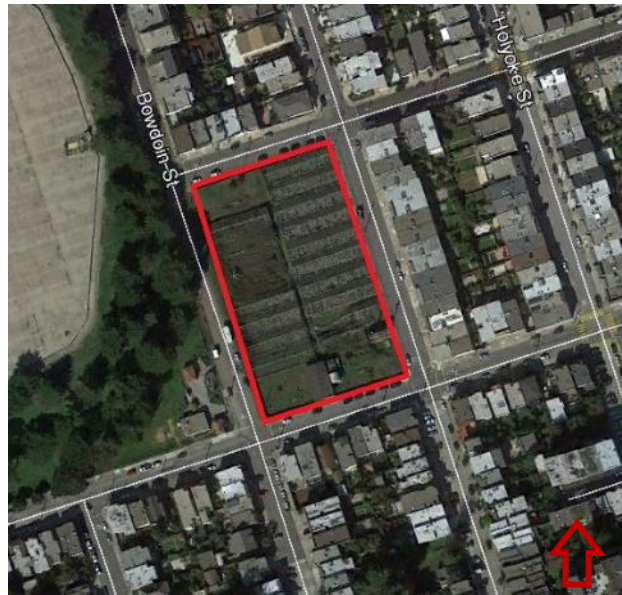


Figure 2. 770 Woolsey Street, outlined in red; arrow points north. Google Earth.

Greenhouses

The site includes eighteen greenhouses, which are arranged in two parallel rows separated by a north-south aisle that divides the lot in two (**Figure 3**). Each greenhouse is one story in height with a rectangular footprint oriented along an east-west axis. The greenhouses are capped by asymmetrical gable roofs (also known as uneven or three-quarter span roofs) with a longer south-facing run. Seventeen of the greenhouses are approximately 30 feet wide by 120 feet long; one is approximately 30 feet wide by 90 feet long.

³ The street grid in the Portola district is offset approximately 16 degrees from the cardinal directions in a counter-clockwise direction: cardinal directions are used throughout this report for clarity.

⁴ Edward Denny & Co. "Map of University Mound survey [San Francisco, Calif.]" (San Francisco: Edward Denny & Co., [19--]) Accessed online at <http://servlet1.lib.berkeley.edu:8080/mapviewer/searchcoll.execute.logic?coll=eartmaps&catno=b22254010> on January 12, 2018.

⁵ San Francisco City and County Assessor, San Francisco: San Francisco City and County, 1995.

⁶ San Francisco Public Utilities Commission, "Upper Yosemite Creek Daylighting." Accessed online at <http://sfwater.org/index.aspx?page=699> on January 12, 2018.

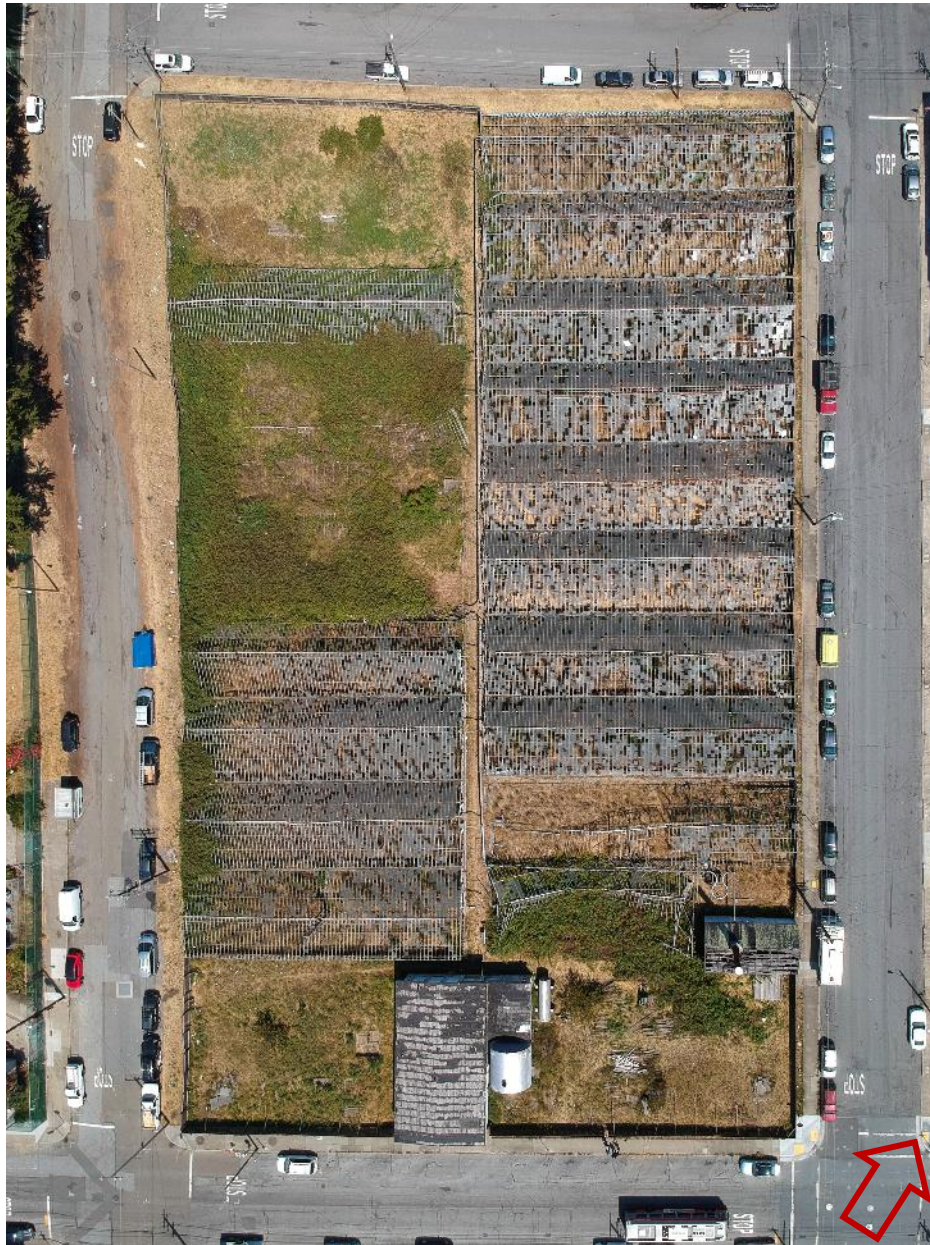


Figure 3. Overview of 770 Woolsey Street; arrow points north. Courtesy of Christopher Michel Photography.

On the east side of the lot, facing onto Hamilton Street, beginning at the north lot line and moving south there are ten greenhouses: the northernmost eight greenhouses are contiguously sited in an arrangement known as ridge-and-furrow, and the two southernmost greenhouses are free-standing. The southernmost greenhouse is located behind the boiler house building (described further below) and has the smaller 30 by 90-foot footprint. Historic photographs indicate that the eight contiguous greenhouses and one free-standing greenhouse were constructed prior to 1925, likely in 1922, the year after the property was purchased by the Garibaldi family, and the smaller greenhouse behind the boiler house was constructed between 1925 and 1938. The free-standing greenhouses on the east side of the lot are partially collapsed.

On the west side of the lot, facing Bowdoin Street, there are eight greenhouses. The greenhouses on the west side of the lot are largely obscured from view at the street level by a vertical board and plywood fence, and some details of their construction were not discernable during a site visit. The northernmost greenhouse is sited approximately 60 feet from the north lot line, and the remaining greenhouses are arranged either very closely or contiguously. Historic photographs and permit records indicate that the northernmost three greenhouses were designed by architect Robert Nordin and constructed in 1951; the four greenhouses south of these were constructed prior to 1925, likely in 1922, the year after the property was purchased by the Garibaldi family, and the southernmost greenhouse was constructed between 1925 and 1938. The northernmost greenhouse is partially collapsed, while the three directly south of it are nearly completely collapsed.

The greenhouses are wood frame construction (**Figure 4**). Side walls are four feet six inches to the eaves, while the total height of each greenhouse is approximately 14 feet at the ridgeline. Side walls are composed of a 12-inch concrete perimeter wall, surmounted by a 29-inch cheek wall clad in horizontal redwood siding, above which redwood framing holds 16 by 18-inch panes of glass. The greenhouses designed in the ridge-and-furrow style have continuous interior spaces (**Figure 5**). Greenhouse roofs are supported by redwood posts and composed of redwood sash bars and purlins holding 16 by 18-inch panes of glass (**Figure 6**). Some support posts are set within concrete cone footings with steel bottom braces. The ridgeline of each greenhouse is articulated by a roof ventilator which is operated from within the greenhouse by a metal pulley and chain system.



Figure 4. Free-standing greenhouses on Hamilton Street, view facing northwest.



Figure 5. Ridge-and-furrow-style greenhouse, typical interior. Courtesy of Christopher Michel Photography.



Figure 6. Greenhouse roof profile and cladding, view facing north. Courtesy of Christopher Michel Photography.

Inside the greenhouses, dimensional lumber embedded in the ground divides the area into planting beds; original above-ground beds have been removed, and their original arrangement is unknown (**Figure 7**). Each greenhouse has two entrance doors, located at the center of each end wall. Doors are above the concrete perimeter wall and consist of flush vertical wood doors that slide sideways on interior rails: some doors are operated by simple finger holes cut into the door surface (**Figure 8**). At the ridge-and-furrow greenhouses, wood box gutters span the conjunction of the eaves and are capped at their ends by projecting metal downspouts with a tapered profile (**Figure 9**).



Figure 7. Typical interior of ridge-and-furrow style greenhouses, showing planting beds.



Figure 8. Greenhouse entrance door.



Figure 9. Box gutter and cap.

The nine greenhouses that face directly on to Hamilton and Wayland streets on the east side of the lot are boarded over with plywood above their curtain walls (**Figure 10**). The remainder of the site, including the perimeter along Woolsey and Bowdoin streets and a portion of Wayland and Hamilton streets, is enclosed by a vertical board fence reinforced in places by additional plywood.



Figure 10. North side of greenhouse at Wayland Street, view facing southeast.

Buildings

There are two buildings on the site. On the west side of Hamilton Street, approximately 65 feet north of Woolsey Street, there is a one-story building with an approximately 20 foot by 30-foot rectangular footprint, clad in horizontal wood siding and capped by an asymmetrical front-gable roof with a longer south-facing run. This building was constructed prior to 1925 (likely in 1922, the year after the property was purchased by the Garibaldi family) and historically housed the boiler which was used to both heat water and pump heated water into the greenhouses. A tall wide-gauge metal chimney with a metal chimney cap rises from the ridgeline at the west side of the building and is currently anchored to the corners of the building and the ground by cables. The primary (east) façade faces east onto Hamilton Street and includes a boarded over pedestrian entrance left of center, and a rectangular vented opening at the gable peak (**Figure 11**). The south façade includes a horizontally-oriented five-lite wood sash hopper window at the left side (**Figure 12**). The rear (west) façade includes a wide entrance door that has been boarded over, and a rectangular vented opening at the gable peak. The north façade has no fenestration. Metal pipes project from the rear (west) and north facades of the boiler building. These pipes travel along the center aisle at the site, supported on an aluminum trellis system, and connect to each greenhouse. The roof of the boiler house has collapsed.



Figure 11. Boiler house, primary (east) façade, view facing northwest.



Figure 12. Boiler building, south and rear facades, view facing northeast. Courtesy of Christopher Michel Photography.

On the north side of Woolsey Street, approximately 80 feet east of Bowdoin Street and near the southern end of the central aisle, there is a one-story building with an approximately 36 foot by 60-foot rectangular footprint, clad in horizontal wood siding and capped with a low-pitched front gable roof with projecting boxed eaves. This building was constructed circa 1958 and historically served as an office and storage. The primary (south) façade is set back from Woolsey Street by approximately three feet and includes a large plywood overhead vehicular entrance at right, accessed by a short, paved driveway. At left, at a portion

of the façade that is behind a vertical board fence, there is a fixed, nine-light steel sash window, which has no glass and is boarded over from the inside of the building (**Figure 13**). The east and west facades have small vented openings evenly spaced below the eaves and no fenestration (**Figure 14**). The rear (north) façade was not directly viewed during a site visit but aerial photographs indicate that it includes three multi-light steel sash windows (currently boarded over) and a pedestrian door. A shed-roof addition clad in vertical wood siding projects from the right side of the east façade and has no visible fenestration. Two horizontally-mounted metal tanks are located directly east of this building: one is located directly east of the shed-roof addition, while the other, an 18,000-gallon boiler tank, is located south of the shed-roof addition. The boiler tank was installed in 1953.⁷



Figure 13. Office building, primary (south) façade, view facing northwest.

⁷ Lars Russell, "The Last Flower Children Guard San Francisco's Most Secret Garden," published online on September 19, 2010, accessed online at <https://beatvalley.wordpress.com/2010/09/19/flower-children-guard-san-francisco-secret-garden/> on January 12, 2018.



Figure 14. Office building, west façade, view facing east.

Open Space and Vegetation

Areas of open space at the site include approximately 5,500-sf at the southwest corner of the lot; 6,120-sf at the southeast corner of the lot; 6,450-sf at the northwest corner of the lot; and 2,380-sf at the aisle which runs from behind the office building to the property line at Wayland Street and divides the lot in two (**Figures 15-18**). An underground cistern or artesian well covered by a wood platform is located at the southwest corner of the lot. All open spaces are covered by uncultivated grass or other plantings; no portions of the site are paved. On the west side of the lot, roses that were historically cultivated within the greenhouses continue to grow wild, both within and outside of the greenhouses, and are joined in some areas by blackberry bushes. There are a handful of randomly sited mature fruit trees within the open spaces on the west side of the lot.



Figure 15. Open space at the southwest corner of the lot, view facing north.



Figure 16. Open space at the southeast corner of the lot, view facing north. Courtesy of Christopher Michel Photography.



Figure 17. Open space at the northwest corner of the lot, view facing east. Courtesy of Christopher Michel Photography.



Figure 18. Open space at the aisle between the two rows of greenhouses, with pipe from the boiler house, view facing north. Courtesy of Christopher Michel Photography.

Setting

The site faces residential buildings on Wayland, Hamilton, and Woolsey Street, all of which are one or two stories in height and were constructed between 1929 and 1961. The building at the northwest corner of

Wayland and Hamilton streets is a two-story stand-alone house constructed in 1929, while the remaining five properties on Wayland Street between Bowdoin and Hamilton streets are two-story row houses that were constructed between 1951 and 1955 and designed in minimal, “contractor” interpretations of Streamline Moderne, French Provincial Revival, and Minimal Traditional styles **(Figure 19)**.

On Hamilton Street between Wayland and Woolsey streets, there are sixteen two-story row houses, all of which were constructed between 1960 and 1962 and designed in minimal, “contractor” interpretations of Minimal Traditional, Mid-century Modern, and International styles **(Figure 20)**.

The seven houses on Woolsey Street between Bowdoin and Hamilton streets were constructed between 1937 and 1963. The houses on this block show greater variety and include a one-and-a-half story Craftsman-style bungalow, and two-story minimal, “contractor” interpretations of Spanish Colonial Revival, French Provincial Revival, Minimal Traditional, Streamline Moderne, Mid-century Modern, and International styles.

The south basin of the University Mound Reservoir is located west of the subject site across Bowdoin Street. Three small one-story buildings associated with the operation of the reservoir are located at the northwest corner of Woolsey and Bowdoin streets. Two of these buildings were constructed in 1936 at the same time as the reservoir and are clad in stucco and capped with low-pitched hipped red clay tile roofs: the remaining building is constructed of stacked concrete masonry blocks and appears to be contemporary construction. Additional features include two sheds and a paved driveway and parking area. The remainder of this block is covered by a grass lawn dotted with mature Monterey Cypress trees, which rises to the covered concrete-covered basin.



Figure 19. Houses on Wayland Street north of the greenhouses, and Monterey Cypress west of the greenhouses, view facing north. Courtesy of Christopher Michel Photography, edited by author.



Figure 20. Houses on Hamilton Street east of the greenhouses, view facing southwest. Courtesy of Christopher Michel Photography, edited by author.

HISTORY OF THE PORTOLA DISTRICT

The Portola District is bordered by Highway 101/James Lick Freeway at the east, Highway 280/the Southern Freeway at the north, Mansell Street at the south, and an irregular line at the west which skirts the perimeter of McLaren Park and includes Cambridge Street, Silver Avenue, and Madison, Wayland, and University streets (Figure 21).⁸ The topography of the district is shaped by the rise of McLaren Park at the west, and the path of Yosemite Creek, which historically bisected the southern portion of the district as it traveled along what is today Woolsey Street from its origins in McLaren Park to its terminus in the San Francisco Bay. Although Yosemite Creek has been rerouted through underground culverts, the area of the Portola District that is north of the historic location of the creek bed is characterized by flat or gently south-

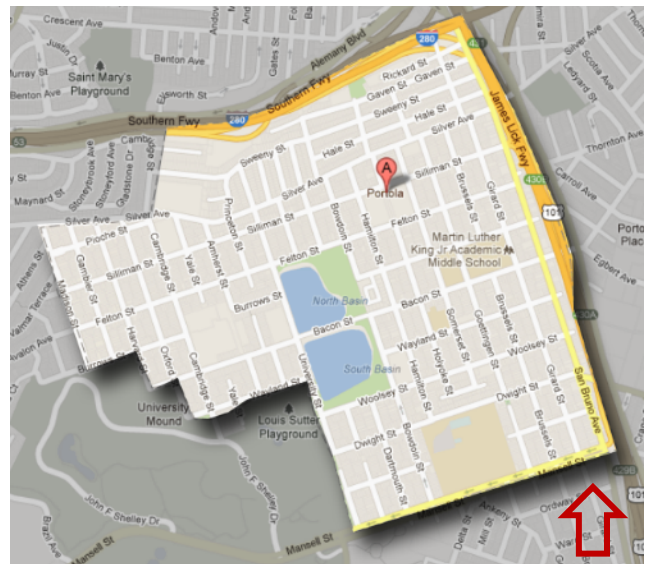


Figure 21. Portola District; arrow points north. Source: *The Portola Planet*.

⁸ "About the Neighborhood," *The Portola Planet*. Accessed online at <http://portolaplanet.com/neighborhood/> on January 12, 2018.

sloping land, while the area south of the creek bed rises steeply with a north-facing slope. The district is largely sheltered from wind and fog by its location on the east side of the San Francisco Peninsula and the presence of Mount Davidson, Mount Sutro and Twin Peaks to the west, and for this reason is one of the warmer and sunnier districts of the city. Historically, the wetlands of the freshwater creek bed and the temperate climate of the district supported a great diversity of plant and animal life, including stands of oaks and holly-leaf cherries and other trees and shrubs, and extensive grasslands with carpets of wildflowers in the spring.⁹

Prior to European contact, the Portola District is believed to have supported at least one permanent Ohlone settlement, as well as several seasonal hunting and fishing camps.¹⁰ Archaeologists have noted evidence of a Native American population in the Portola District, Visitacion Valley and the Bayview District, as well as the historic presence of a series of shellmounds in the area.¹¹

In 1776, the Spanish established settlements concurrently at the Presidio and at Mission Dolores. After Mexico gained independence from Spain in 1822, the Mexican government secularized mission holdings and granted vast swathes of undeveloped land, known as *ranchos*, to persons of Spanish or Mexican descent. In 1839, Don José Cornelio Bernal was granted the 4,446-acre Rancho Rincon de las Salinas y Potrero Viejo, encompassing all of what would later become the Portola District. There is no evidence that Bernal developed any permanent or temporary structures on his rancho.

The discovery of gold in the foothills of the Sierra Nevada Mountains in 1848 rapidly drew thousands of fortune-seekers to San Francisco. Although most of these arrivals stayed close to the downtown area, ranchos throughout the area fell victim to real estate speculation, squatters, cattle theft, and legal challenges over land ownership challenges. In 1857, José Cornelio Bernal sold a large portion of the Rancho Rincon de las Salinas y Potrero Viejo, including the land that would later become the Portola District, to attorney Harvey S. Brown, a prominent lawyer who served as San Francisco District Attorney and house council for the Central Pacific Railroad Company.¹² While the area was remote and undeveloped, its connection to the downtown area improved after 1858, when private financiers undertook the construction of a toll road now known as San Bruno Avenue.¹³

In 1862, Brown contracted surveyors Turner and Shortt to draft the University Mound Survey, encompassing an irregular 400 acre parcel bound by Oxford Street, San Bruno Avenue, Silver Avenue, and

⁹ Alliance for a Clean Waterfront, "Site Manual to the Lower Yosemite Watershed of San Francisco," July 2004, 2-3. Accessed online at http://owenswatershedplanning.com/yosemite/Book_Yos_03_online.pdf on January 12, 2018.

¹⁰ Roger and Nancy Olmsted, *Rincon De Las Salinas y Potrero Viejo – The Vanished Corner* (San Francisco: Prepared for the San Francisco Clean Water Management Program, 1981) 30.

¹¹ Nels C. Nelson, *Shellmounds of the San Francisco Bay Region* (Berkeley: University of California Publications in American Archaeology and Ethnology, 1909), 328.

¹² The City and County of San Francisco, *Official Opinions of Percy V. Long, City Attorney of the City and County of San Francisco* (San Francisco: The City and County of San Francisco, 1917) 106-107; The Lewis Publishing Company, *The Bay of San Francisco: The Metropolis of the Pacific Coast and Its Suburban Cities, A History, Volume 1* (Chicago: Lewis Publishing Co., 1892) 605.

¹³ Mel Scott, *San Francisco Bay Area, a Metropolis in Perspective* (Berkeley: University of California Press, 1985 [Second Edition]) 42.

Olmsted Street (**Figure 22**).¹⁴ The survey included 100 partial or full blocks, each divided into eight 100 foot by 120 foot lots. Streets were uniformly 60 feet wide, and most were named after East Coast universities and colleges.¹⁵ The name of the tract derived from the fact that the directors of University College had selected a 20 acre site between University and Cambridge streets and mid-block between Wayland and Henry (now Felton) streets for their new college campus.¹⁶ University College was a private Presbyterian institution established in San Francisco in 1859, which graduated its first class from their new campus at University Mound in 1869.¹⁷ The area around the college became known as the University Mound District, a moniker it retained for nearly sixty years.

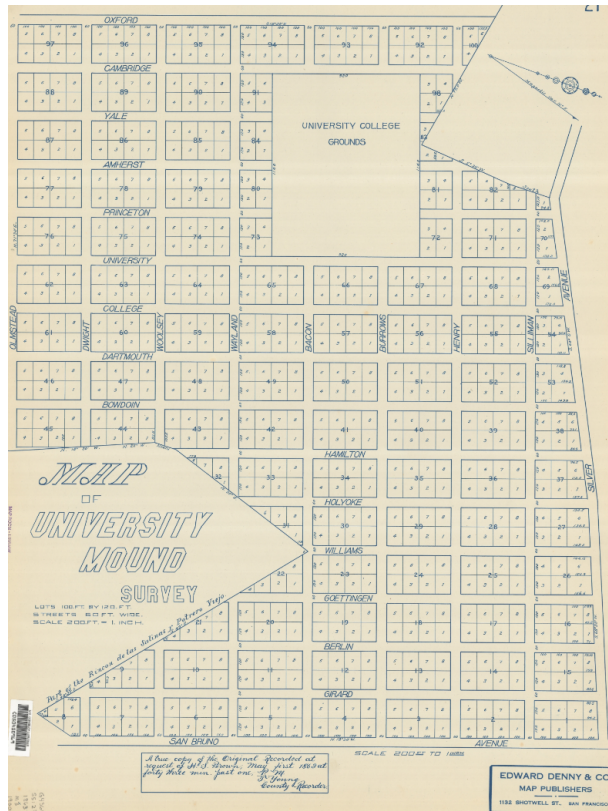


Figure 22. Map of University Mound Survey, 1863. Source: University of California at Berkeley Library.

Advertisements for lots in University Mound ran in San Francisco, Sacramento, and Marysville newspapers through the mid-1860s, appealing directly to miners by describing real estate as “more profitable than investing in wild-cat mining stock.”¹⁸ However, residential development remained extremely rare, due to the area’s distance from downtown, a lack of easy transportation, and a climate in the upper hills

¹⁴ San Francisco Office of the Assessor-Recorder, “Map of University Mound, Part of the Rincon De Las Salinas Y Potrero Viejo, Property of H. S. Brown Esq., Surveyed by Turner and Shortt, December 1862.” Accessed online at <http://servlet1.lib.berkeley.edu:8080/mapviewer/eartmaplist.html> on January 12, 2018.

¹⁵ file:///C:/Users/39053/Downloads/Guide_to_San_Francisco_Homestead_Maps.pdf

¹⁶ “Attention! Attention!” *Daily Alta California*, November 15, 1862.

¹⁷ “The City College,” *Daily Alta California*, July 14, 1871.

¹⁸ *Ibid.*

described as having “wind [...] said to blow stones from the ground with sufficient force to kill small birds.”¹⁹ The sole public transportation in the area was the horse-drawn Potrero Railroad, which traveled on Railroad Avenue (now 3rd Street) through the Bayview District.²⁰

In 1867 Brown sold 43 full blocks and 15 partial blocks of the University Mound tract to the newly-incorporated University Homestead Association.²¹ A homestead map drawn that year indicates that more than half of the blocks in the district had been speculatively purchased, some by well-known capitalists including railroad magnates Henry Huntington and Leland Stanford, and California governor Henry Haight.²²

In the 1870s and 1880s, the University Mound District was largely characterized by cattle-related uses. By the 1870s, the city’s slaughterhouses and tanneries were concentrated in Butchertown, within the Bayview District, directly east of the University Mound District. Cattle were driven north from ranches on the San Francisco Peninsula and held in corrals throughout the University Mound District before being driven east on Silver Avenue or Olmstead Street into Bayview.²³ There were also several dairy farms in the University Mound District, including Felix Perini’s dairy farm at 500 Brussels Street (residence extant), established in 1867, and Patrick Kelly’s dairy farm, at the southeast corner of Wayland and Hamilton streets (no longer extant), established in 1873 (**Figure 23**).²⁴ By 1880, there were 11 “milk dealers” in the University Mound area.²⁵



Figure 23. Felix Perini’s dairy farm, 500 Brussels Street. Source: Rayna Garibaldi, *San Francisco’s Portola*.

¹⁹ “A Public Park,” *Daily Alta California*, October 30, 1863.

²⁰ “University Homestead Railroad,” *Daily Alta California*, December 5, 1868.

²¹ “University Homestead Association,” *Daily Alta California*, January 30, 1867.

²² San Francisco Public Library, History Center, “Homestead Maps – A & B.” Accessed online at [file:///C:/Users/39053/Downloads/Guide to San Francisco Homestead Maps.pdf](file:///C:/Users/39053/Downloads/Guide%20to%20San%20Francisco%20Homestead%20Maps.pdf) on January 12, 2018.

²³ Kate Connell and Oscar Melara, *Tracing the Portola: A San Francisco Neighborhood Atlas* (San Francisco: Book and Wheel Works, 2010) 8.

²⁴ *Ibid.*, and Rayna Garibaldi, *San Francisco’s Portola* (San Francisco: Arcadia Publishing, 2007) 93.

²⁵ Langley’s San Francisco City Directory, 1880.

In 1884, trustees of the Lick Old Ladies' Home purchased the University College campus and converted it to a home for elderly women, a use which it retains under different ownership today.²⁶ In the same year, the Spring Valley Water Company began construction of the University Mound Reservoir, and closed the blocks bounded by Bowdoin, Dartmouth, Bacon, and Barrows streets in order to do so.²⁷ Several flower nurseries were established in the University Mound District in the 1880s, and they increased in number over the following several decades, replacing cattle-related uses as the area's dominant land use by the turn of the twentieth century.

At the turn of the twentieth century, the population of the University Mound District was about evenly divided between American-born and foreign-born persons, with foreign-born persons hailing largely from Italy, France, Ireland, Germany, and Switzerland, as well as smaller numbers from Belgium, Denmark, Malta and Scotland.²⁸ No persons of Asian descent were recorded in the area, potentially related to an aggressive protest in 1888 against the construction of a Chinese Hospital in the district.²⁹ Many residents were either owners or laborers in the area's two dominant industries, dairy farming and nursery gardening, while others were tailors, carriage painters, blacksmiths, bookkeepers, and merchants, including saloonkeepers and grocers. While religious faith was not recorded in the census, the earliest houses of worship in the district indicate the presence of Catholic and Jewish persons. St. Elizabeth's Catholic parish constructed a small mission church at the corner of Berlin (now Brussels) and Wayland streets in 1907, and the congregation of Ahabat Achim was founded in University Mound in 1901 and built their synagogue at 100 Felton Street in 1907.³⁰

The University Mound District escaped major damage during the 1906 Earthquake and Fire, because most buildings were small in scale and the area was well outside of the fire damage zone. The southeast quadrant of the city, including the University Mound, Potrero, Dogpatch, Bayview, Hunter's Point, Excelsior, and Visitacion Valley districts, saw an influx of close to 15,000 earthquake refugees who lost their housing closer to downtown.³¹ Many refugees chose to make new homes in these districts. One University Mound resident recalls that her family pitched a tent in the district directly after the Earthquake while her father constructed their new family home.³² The district saw an influx of Jewish residents after the Earthquake, many of whom had lost their homes in the historically Jewish enclave of South Park. They joined the nascent Jewish community already in the district and flourished to a degree that the district was sometimes referred to as "Little Jerusalem."

The rapid change in the University Mound District was reported in the *San Francisco Call* in July of 1908: "[...] whole colonies of homes have been erected [...] in University Mound [...] In fact, right down to the county line everything is being subdivided and built up as rapidly as the lots can be placed on the

²⁶ "Old Ladies' Home," *Daily Alta California*, May 25, 1884.

²⁷ "Street Committee," *Daily Alta California*, September 5, 1884.

²⁸ 1900 United States Federal Census, San Francisco County, San Francisco, California, Enumeration District 120.

²⁹ "That Chinese Hospital," *Daily Alta California*, May 11, 1888.

³⁰ Garibaldi, 8, 32, and Connell and Melara, 16.

³¹ The Russell Sage Foundation, *San Francisco Relief Survey: The Organization and Methods of Relief Used After the Earthquake and Fire of April 18, 1906* (Philadelphia: William F. Fell, Co., 1913) 404; and Map opposite page 3.

³² Connell and Melara, vii.

market.”³³ Portola Grammar School opened in 1909 at Berlin (now Brussels) and Bacon streets: the school is sometimes attributed with giving the district its contemporary name, which came into use in the decade after its opening.³⁴ The United Railroad-operated streetcar along San Bruno Avenue was electrified by 1911 (**Figure 24**).³⁵ The 1914 Sanborn Insurance Map indicates that the blocks north of Woolsey Street between San Bruno Avenue and Somerset Street had filled in with single family homes.³⁶ San Bruno Avenue hosted several social halls and dance halls, a small moving-picture house, and a handful of saloons and stores. New churches in the neighborhood included a Presbyterian church at Girard and Felton streets, and Grace English Evangelical Lutheran Church, at Berlin and Bacon streets. The area’s cattle-industry uses were largely replaced by flower-growing nurseries by the end of the 1910s.



Figure 24. Electric powered streetcar on San Bruno Avenue, 1911. Source: SFMTA

By the 1920s, the University Mound District was consistently referred to by its current moniker, the Portola District. In 1923, the Portola District Merchant’s Association was established and began to advocate for a new park in the area to be named in honor of John McLaren, long-time superintendent of Golden Gate Park.³⁷ McLaren Park was officially dedicated in 1927, although its full acreage was assembled over the following three decades, before the park was finally completed in 1958.³⁸ Along San Bruno Avenue, the Avenue Theater was completed in 1926, with seating for 1500 and six storefronts.³⁹ The

³³ “Pioneer History, Rapid Strides and Great Prospects of City’s Important Section,” *San Francisco Call*, July 18, 1908.

³⁴ “New Portola School Dedication Exercises,” *San Francisco Call*, June 5, 1909.

³⁵ San Francisco Municipal Transit Agency, “A Historic Line, the Fine 9 San Bruno,” accessed online at <https://www.sfmta.com/blog/historic-line-fine-9-san-bruno>, on January 12, 2018.

³⁶ 1914 Sanborn Insurance Map, Volume 8, sheets 846-869.

³⁷ “The ‘John McLaren Park’ has a Couthie Sound,” *San Francisco Chronicle*, August 5, 1926.

³⁸ McLaren Park Collaborative, “McLaren Park History,” accessed online at <https://mclarenparksf.org/2016/08/30/mclaren-park-history/>, on December 22, 2017.

³⁹ “\$250,000 Theater Will be Started,” *San Francisco Chronicle*, March 6, 1926.

neighborhood's nascent Maltese population also increased rapidly in the 1920s, and formed a small ethnic island around San Bruno Avenue: lifelong Maltese American resident Barbara Fenech recalls that some blocks of the district were populated by as high as fifty percent Maltese immigrants.⁴⁰ Bayshore Boulevard was widened through the Portola District in 1928, increasing the district's connection both with San Francisco and southern parts of the San Francisco Peninsula.

The exuberant development of the 1920s was largely halted by the onset of the Great Depression. Many homes in the Portola District took in boarders to make ends meet, many of whom were stevedores at the Hunters Point shipyard.⁴¹ The district was impacted by two large Works Progress Administration (WPA) projects, including expansion of the University Mound Reservoir in 1937, and installation of hiking and equestrian paths, culverts, roadways, and over 10,000 trees in McLaren Park in 1939.⁴² As the economy slowly recovered towards the end of the decade, men of the district found employment at some of the large factories in surrounding districts, including the Kraft Food plant and the Lucky Lager brewery, both in the Bayview, and the Schlage Lock factory in Visitacion Valley.⁴³

Demographically, on the eve of World War II, a review of the 1940 U. S. Federal Census shows about seventy-five percent of Portola residents were American-born, while twenty-five percent were immigrants.⁴⁴ Most foreign-born residents hailed from Italy and Malta, while others were from Ireland, Spain, Finland, Scotland, Germany, Russia, Hungary, and Mexico, among others. There were also a handful of Jewish Polish refugee families living in Portola prior to World War II.⁴⁵ There were no Asian or African American persons recorded residing in the district. Occupationally, the district was largely working-class. Men commonly worked as carpenters, teamsters, laborers, stevedores, longshoremen, and mechanics. Single and married women in the district worked as laundresses, domestics, private nurses, and seamstresses. The small number of professional workers in the district, both men and women, worked as clerks, managers, druggists, and bookkeepers.

During World War II, the Bay Area became a nexus of war-related industrial manufacturing, and between 1940 and 1943, approximately 94,000 people migrated to San Francisco.⁴⁶ The Hunters Point Naval Dry Dock and surrounding manufacturing sites in the Bayview District were an easy commute from the Portola District. African Americans were attracted by the mandatory non-discrimination policy in war-related industries, and the children of African Americans who lived in government-constructed war-worker housing in Hunters Point and Bayview travelled to Portola to attend junior high school, ushering in the

⁴⁰ Oral history with Barbara Fenech, recorded December 29, 2017.

⁴¹ Ibid.

⁴² The Living New Deal, "University Mound Reservoir – San Francisco," accessed online at <https://livingnewdeal.org/projects/university-mound-reservoir-san-francisco-ca/>, on January 12, 2018, and "Supervisors Battle Over Reservoir Plan," *San Francisco Chronicle*, October 30, 1934, and The Living New Deal, "McLaren Park – San Francisco," accessed online at <https://livingnewdeal.org/projects/mclaren-park-san-francisco-ca/>, on January 12, 2018.

⁴³ Oral history with Barbara Fenech.

⁴⁴ 1940 U. S. Federal Census, California, San Francisco County, Enumeration Districts 38-104A and 38-104B.

⁴⁵ Oral history with Barbara Fenech.

⁴⁶ Kelley & VerPlanck, *Bayview-Hunters Point: Area B Survey and Context Statement* (San Francisco: 2010) 94.

first racial integration in the district's history.⁴⁷ Some nurseries succumbed to the payouts offered by residential developers. Increased demand for housing resulted in the sale of some of the district's large flower nurseries to housing developers: In 1940, the California Nursery on the block bound by Fulton, Somerset, Gottingen, and Burrows streets was purchased by the Heyman Brothers Real Estate firm, who announced a plan to construct 38 new homes, priced at \$6,000 each.⁴⁸

After the War, the Portola District continued to benefit from a strong economy and high employment. San Bruno Avenue merchants flourished, many of which were the natural corollary of increased housing and population in the district, including the Melita Furniture Company, P. V.'s Home Service, and the Ferrara Shoe Store.⁴⁹ In addition to the general increase in population due to returning GIs, the Portola District saw an increase in its Maltese population after the War, as long-standing government quotas were lifted, and Maltese residents of the district sponsored many new emigres.⁵⁰ Ongoing demand for single-family housing filled in gaps between existing older houses and, in some cases, entire blocks, often where the district's flower nurseries used to stand (**Figure 26**). Typical construction during this era was a five-room-over garage plan known as a "Full Five," or the slightly smaller version called a "Junior Five," designed to comply with Federal Housing Authority guidelines and appeal to returning GIs and their young families.



Figure 25. New housing replaces old in the Portola District, 1959. Source: San Francisco Public Library, Historical Photograph Collection, Photo ID Number: AAB-3214.

At the close of the 1950s, the construction U. S. Route 101/James Lick Freeway largely severed the relationship between the Portola District and the Bayview District. In the early 1960s, the neighborhood was further isolated by the construction of Interstate 280/John F. Foran Freeway. Many first-generation residents had passed away by this time, and members of the second generation often moved to the suburbs. New waves of immigrants moved to the district in the 1970s and 1980s, and the 2010 U. S. Federal Census indicates that roughly three-quarters of Portola residents are of Asian or Hispanic descent. The Portola Neighborhood Association has replaced the Portola Merchants Association and continues as

⁴⁷ Oral history with Barbara Fenech.

⁴⁸ New Tracts Start on Nursery Sites," *San Francisco Chronicle*, June 16, 1940.

⁴⁹ Garibaldi, 66-67.

⁵⁰ Oral history with Barbara Fenech.

one of the district’s primary booster agencies, along with the Portola Garden Tour, which celebrates the district’s vibrant urban-agricultural heritage.

770 WOOLSEY STREET, PROPERTY-SPECIFIC DEVELOPMENT

Between 1839 and 1857 the area which would later become the subject site was part of the Rancho Rincon de las Salinas y Potrero Viejo, owned by Don José Cornelio Bernal and believed to have been completely undeveloped. In 1857 ownership passed to attorney Harvey S. Brown as part of a larger purchase which included portions of the Bayview District and Potrero Valley. The area was subdivided in 1862 as part of the University Mound Survey, and the subject site was assigned Block Number 43 in that survey (now Assessor Block 6055): the block directly to the east of the subject site was assigned Block Number 32 (now Assessor Block 6054). An 1870 map indicates that Blocks 43 and 32 were owned by Jonathan R. Spring, a capitalist, real estate investor, and private railroad investor who owned all or part of 14 blocks in the University Mound subdivision. There is no evidence that Spring developed the site in any way.

Starting in 1873, milk dealer Patrick Kelly was listed in the San Francisco City Directory at “San Bruno Road near University Mound.” Kelly was born in Ireland in 1846 and immigrated to the United States in 1860.⁵¹ By 1878, Kelly’s address was refined to the “southeast corner of Wayland and Hamilton streets,” directly east of the subject site. Kelly lived at and worked a dairy farm at this site from 1873 through 1884, and likely constructed the buildings that appear on the 1914 Sanborn Insurance Map, including a two-story dwelling, with a one-story and two-story extension along Hamilton Street; a large two-story stable; a one-story stable; a one-story bunk-house; and several small one-story outbuildings (**Figure 27**).

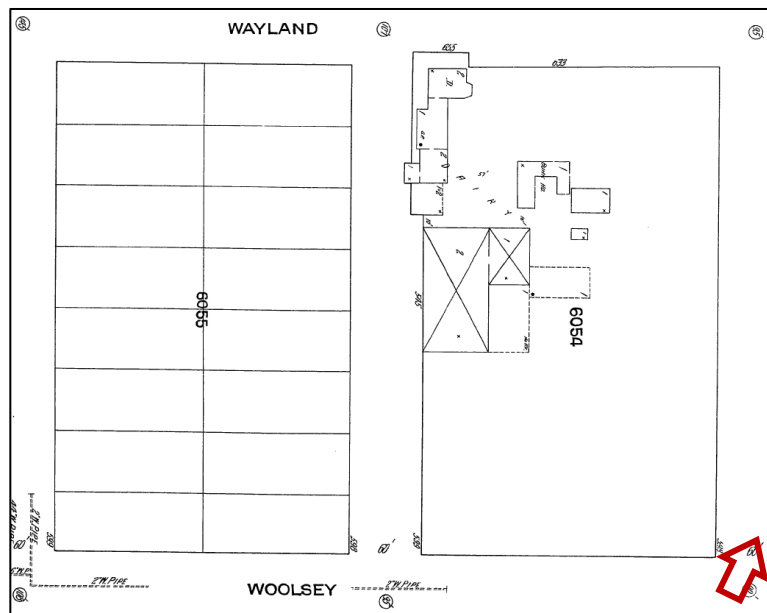


Figure 26. 1914 Sanborn Insurance Map, Volume 8, Sheet 866, showing subject site at left (Block 6055) and dairy farm (Block 6054) established by Patrick Kelly in 1873 at right; arrow points north. Source: San Francisco Public Library.

⁵¹ “Patrick Kelly,” California, Voter Registers, 1866-1898.

While there is no evidence of any development on the subject site during the period that Kelly operated his dairy ranch, roaming cattle was a documented phenomenon in the University Mound District during this era, and it is likely that cattle grazed at the subject site.

In 1885, Bernard Cassou is listed in the San Francisco City Directory as a milk dealer at the southeast corner of Wayland and Hamilton streets: presumably he purchased the existing dairy ranch there from Patrick Kelly. Bernard Cassou (sometimes anglicized to Casson) was born in France in 1859 and immigrated to the United States in 1877.⁵² In 1879 he worked as a dairyman at the firm of Cassou & Sarthou, operated by his brother John Cassou and Jacques Sarthou, located on the west side of San Bruno Avenue south of Silver Avenue.⁵³ After moving to the property at Wayland and Hamilton streets, Cassou named his dairy the University Mound Dairy.⁵⁴ In 1900, Bernard Cassou operated his dairy farm with the assistance of his wife Felice and seven French employees, who lived at the farm and worked as drivers and milkers.⁵⁵ Cassou purchased the subject site, the block bound by Woolsey, Hamilton, Wayland and Bowdoin streets, from Spring Estate Company for \$10, a price which suggests the subject site was undeveloped.⁵⁶ There is no evidence that Cassou developed the subject site, as the site was vacant in the 1914 Sanborn Insurance Map.

After 1917, Cassou moved to Dolores Street, and his dairy company moved to 24th Street.⁵⁷ Many milk dealers and dairies in the University Mound District were pushed out in the first and second decades of the twentieth century by increased residential development. While some departing dairy owners sold their land to housing developers, others sold to flower growers, which were beginning to characterize the district during this era.

On March 15, 1921, Cassou sold his dairy farm, including the subject site and the block directly to the east of the subject site, to five brothers: Vittorio, Antonio, Giovanni, Ernesto, and GioBatta Garibaldi.⁵⁸ The Garibaldi brothers established a nursery at the subject site which they ran for the following seven decades.

The Garibaldi brothers were born in Italy in Frissolino, a small community in Ne, an agricultural area in the Liguria region, directly east of Genoa. Vittorio Garibaldi (1881-1941) was the eldest and the first to arrive in the United States in 1900.⁵⁹ He worked as a carpenter and lived in the Italian enclave of North Beach. In 1904 he married Margaret Valpone, who was born in California to Italian parents. By 1907, the couple lived in a house that they owned at 14 Crane Street, east of Bayshore Avenue.⁶⁰ Vittorio and Margaret

⁵² 1900 U. S. Federal Census for Bernard Cassou.

⁵³ San Francisco City Directory, 1879.

⁵⁴ Advertisement, *San Francisco Call*, September 20, 1911, 2.

⁵⁵ 1900 U. S. Federal Census for Bernard Cassou.

⁵⁶ "Real Estate Transfers," *San Francisco Chronicle*, January 9, 1909, 17.

⁵⁷ "Funeral Tomorrow for Bernard Cassou," *San Francisco Chronicle*, July 28, 1937, 9.

⁵⁸ San Francisco Office of the Assessor-Recorder, Sales Ledger information for Assessor's Blocks 6055 and 6054.

⁵⁹ Immigration record for Vittorio Garibaldi.

⁶⁰ Crocker Langely's San Francisco City Directory, 1907.

Garibaldi had nine children: Louisa, Marguerite (Margaret), Sylvia, Catherina, Bernice, Linda, Ellen, Ernest, and Victor Jr.

Second oldest brother Antonio Garibaldi (1883-1963) joined his brother in San Francisco in 1903 (**Figure 28**).⁶¹ By 1912, Antonio married Italian-born Assunta M. Garibaldi (maiden name unknown), and the couple had two children, Mary and Andrew.⁶² By 1915 Antonio worked for Standard Oil as a blacksmith helper and lived at 14 Crane Street with his brother Vittorio's family.⁶³

Middle brother Giovanni Garibaldi (1887-1967) immigrated in 1909.⁶⁴ He lived at 14 Crane Street with his brothers and worked as a pulley man for United Railroad.⁶⁵ In 1920 Giovanni, who went by John, married Italian-born Matilda Garibaldi (maiden name unknown), and the couple had two children, Angela and Steve.⁶⁶ Fourth brother Ernesto Garibaldi (1890-1984) immigrated in 1910.⁶⁷ He married Italian-born Maria Garibaldi (maiden name unknown) in 1922, and the couple had two children, Ernesto and Raymond.⁶⁸

The youngest of the brothers, GioBatta Garibaldi (1894-1951) was the last to immigrate to the United States in 1921. GioBatta Garibaldi married Margaret Garibaldi, the daughter of his oldest brother Vittorio, by 1932, and the couple had two children, Gerald and Carol.⁶⁹



Figure 27. From left to right, Giovanni, Andrew, Ernesto, and GioBatta Garibaldi, in the field where they grew French marigolds, 1920s. Source: Rayna Garibaldi, San Francisco's Portola.

⁶¹ New York, Passenger Lists, 1820-1957 for Antonio Garibaldi.

⁶² 1930 United States Federal Census for Antonio Garibaldi.

⁶³ Crocker Langely's San Francisco City Directory, 1915.

⁶⁴ Giovanni Garibaldi in the U.S., Social Security Death Index, 1935-2014, and 1930 United States Federal Census for John Garibaldi.

⁶⁵ U.S., World War I Draft Registration Cards, 1917-1918 for Giovanni Garibaldi.

⁶⁶ 1930 United States Federal Census for John Garibaldi.

⁶⁷ California, Federal Naturalization Records, 1843-1999 for Ernesto Orazio Garibaldi.

⁶⁸ Ibid., and 1930 United States Federal Census for Ernest Garibaldi.

⁶⁹ 1940 U. S. Federal Census for GioBatta Garibaldi.

Prior to purchasing the subject site and establishing their nursery, the Garibaldis do not appear to have had any experience growing flowers. While Ne was a noted agricultural area of Italy, the Garibaldi family is not known to have grown flowers while living in their homeland.⁷⁰ Nor did they work at any of the established Italian-owned flowery nurseries in the University Mound District: of the four brothers who were residing in San Francisco in 1920, Vittorio was a carpenter, Antonio a blacksmith, Giovanni a boilermaker, and Ernesto a laborer.⁷¹ However, between them, the brothers were familiar with construction, physical labor, and the operation and maintenance of machinery, all of which were integral to the work of wholesale flower-growing. Flower nurseries required relatively small capital outlays for land and plants (or seeds), as well as a good number of workers performing physical, year-round labor, and for these reasons were often a good fit for large immigrant families. Additionally, Italians and Italian Americans had access to capital if they needed it, via the Bank of Italy, which became the enormously powerful Bank of America.⁷² The Garibaldi brothers were likely inspired by the success of the Italian-owned flower nurseries in the area, and the flower industry in general: by 1921, Bay Area floriculture employed 3,000 people in growing cut flowers, with sales of these crops totaling an estimated \$7 million.⁷³ All of these factors, combined with the financial safety they may have felt in owning their home on Crane Street, compelled the Garibaldi brothers to take a gamble and start their family flower nursery from the ground up.

After the Garibaldis purchased the subject site and the block directly to the east in March of 1921, they set about organizing their largely undeveloped land into a commercial flower growing operation. Vittorio Garibaldi, as the oldest brother, was understood to be the “boss” of this new family endeavor, and he, his wife Margaret, and their children moved from Crane Street to the residence at the southeast corner of Hamilton and Wayland streets.⁷⁴ The rest of the brothers remained at Crane Street for several years, as the greenhouses were constructed and the new flower crops became established. According to family recollection, the Giovanni brothers constructed the greenhouses and the boiler building themselves, a practice common amongst the other flower-growing families in the neighborhood (**Figure 29**).⁷⁵

While it is not specifically known if the Garibaldi brothers used a pattern book or some other type of blueprint for construction of their greenhouses, they do appear to have followed a standard greenhouse design for “rose houses,” the form of which were “practically the same



Figure 28. Giobatta Garibaldi constructing a greenhouse, no date. Courtesy Gerald Garibaldi.

⁷⁰ Oral history recorded with Gerald Garibaldi, December 14, 2017.

⁷¹ Crocker Langely’s San Francisco City Directory, 1919-1921.

⁷² Kawaguchi, 41.

⁷³ “Flowers Spell Big Industry.” *San Francisco Business* (6 May 1921) 8-9.

⁷⁴ Oral history recorded with Gerald Garibaldi, December 14, 2017, and Crocker Langley’s San Francisco City Directory, 1924.

⁷⁵ Oral history recorded with Gerald Garibaldi, December 14, 2017, and oral history recorded with Clare Winant O’Sullivan, December 14, 2017.

the country over,” as described in *Greenhouse Construction; A Complete Manual on the Building, Heating, Ventilating and Arrangement of Greenhouses and the Construction of Hotbeds, Frames, and Plant Pits*, a manual for home and commercial greenhouse construction published in 1893 (**Figure 30**). The manual describes rose houses as nearly always capped by a three-quarter span (asymmetrical) gable roof, and best if ranging in width from 16 to 20 feet, with roses grown in three or four rows of shallow beds.⁷⁶ Wood construction, with “wooden walls up to the plate,” are described as the cheapest to build and easiest to heat, with an estimated construction cost of between \$1,098.50 and \$1,208.50 (between \$2,080 and \$2,289 in 1921), including lumber, glass, and heavy outlays for the necessary water heater and metal pipes. The cost of labor was included in this estimate, but it is noted that that cost would likely be lower because “many florists would do most of this work themselves.”⁷⁷

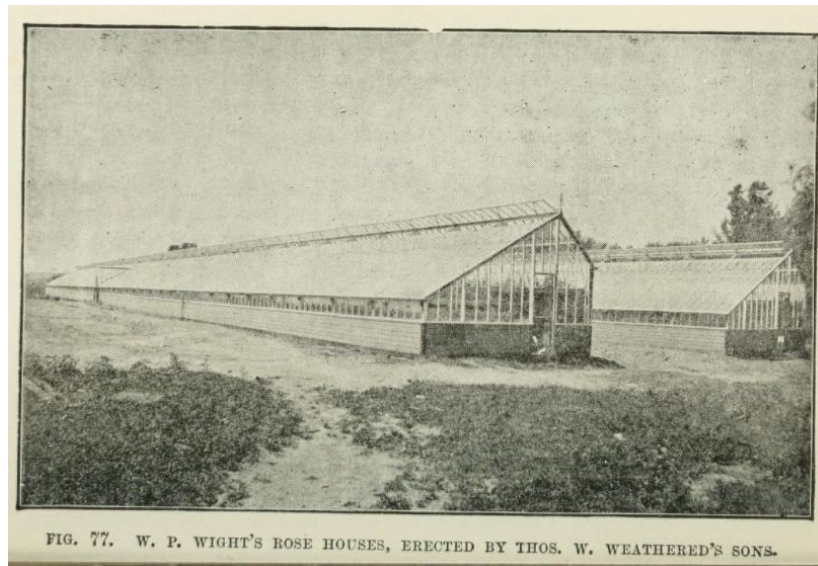


Figure 29. Sample rose house, from the 1893 book *Greenhouse Construction*. Source: *Greenhouse Construction*.

The earliest photograph of the University Mound Nursery was taken circa 1925 and shows 13 greenhouses, including nine on the east side of the subject site, facing Hamilton Street, and four on the west side of the site, facing Bowdoin Street, as well as the boiler building, which had a larger entrance at the east façade than it currently has, and two small windows on the east façade, later replaced by a single window (**Figure 31**). Additional features include two large wood water tanks on wood risers at the northwest corner of the lot, and a windmill on the south side of the lot, near Woolsey Street. The northwest portion of the lot appears to have been cultivated, and there was standing water at southeast portion of the lot, likely seepage from the creek bed of Yosemite creek. The block to the east of the subject site is visible in the lower righthand side of the photograph, and was cultivated with row crops, known as “outside stock.” A wood fence and hedge created a border and wind break on the west side of this lot, sheltering the field crops from the occasional fierce wind that drove down from the neighborhood’s

⁷⁶ L. R. Taft, *Greenhouse Construction; A Complete Manual on the Building, Heating, Ventilating and Arrangement of Greenhouses and the Construction of Hotbeds, Frames, and Plant Pits* (New York: Orange Judd Company, 1893) 142.

⁷⁷ *Ibid.*, 154.

western heights. The photograph also reveals the prevalence and similarity of greenhouses in the neighborhood, as two other groups of greenhouses are visible west of the Garibaldi property.

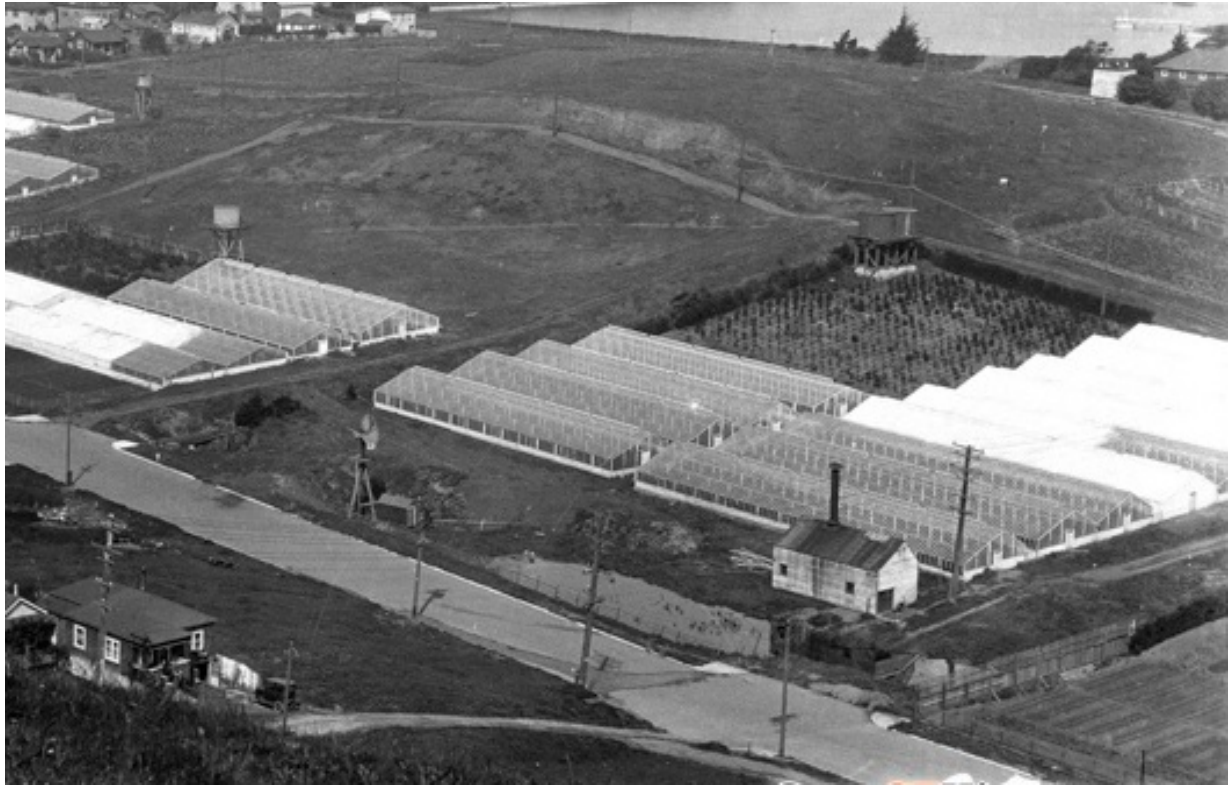


Figure 30. University Mound Nursery, circa 1925. Greenhouses visible west of the subject property were later displaced by the University Mound Reservoir expansion. Source: www.opensfhistory.org.

At the outset of their new endeavor, the Garibaldis planted roses in nine of their greenhouses, snapdragons in two greenhouses, and ferns in two greenhouses.⁷⁸ However, ferns, a crop traditionally associated with Italian growers, were found to be unprofitable, and were soon replaced by more roses.⁷⁹ Open stock included dahlias, delphinium, French marigolds, pansies, coreopsis, and several other varieties. All five brothers worked at the greenhouses, which produced flowers year-round, with little seasonal variation in output. Days started at sunrise in the summer, and well before sunrise in the winter, with picking the roses, followed by watering the crops. After lunch, which was prepared by Vittorio's wife Margaret, work included grading the roses – selecting similar size blooms and length stems – and tying them into bundles. On Monday, Wednesday, and Friday mornings, Vittorio Garibaldi drove the flowers to the wholesale flower market in San Francisco in the family's truck, occasionally taking children and grandchildren along for the ride (**Figure 32**). In early summer, the greenhouses would be whitewashed to protect the flowers from the long hours of sun; winter rains washed the paint away, and the task was repeated come every summer. Every two years, rose bushes were pruned down to their stems, to promote regrowth.

⁷⁸ Oral history with Gerald Garibaldi.

⁷⁹ Ibid.

Sons of the Garibaldi brothers, including Vittorio's sons Ernest (1919-2002), and Victor Jr. (1921-2010), Antonio's son Andrew (1917-2002), Giovanni's son Stephen (1927-1990), Ernesto's sons Steve E. (1927-1990) and Raymond (1924-2002), and GioBatta's son Gerald S. (b. 1931), worked at the nursery during the summer, and the family hired two full-time hands, also Italian immigrants, who lived on the property.⁸⁰ Work was done in heavy denim pants and jackets, to protect against thorns, as well as rubber boots, to protect against moisture.⁸¹ Female children and boys not old enough to work played in the greenhouses and the surrounding area, which remained sparsely developed prior to World War II.



Figure 31. Garibaldi children with the family truck, circa 1925.
Source: Rayna Garibaldi, San Francisco's Portola.

In 1925, the Garibaldi brothers and their wives sold one lot within Assessor's Block 6054 to Giovanni Garibaldi, on which Italian-American builder Frank Carraro constructed the two-story Spanish Revival-style home at 502 Holyoke Street.⁸² Two years later, the brothers sold a similar lot to GioBatta Garibaldi, on which Carraro constructed 506 Holyoke Street. Finally, in 1930, they sold a lot to Vittorio and Margaret Garibaldi, on which Carraro constructed 500 Holyoke Street. Antonio Garibaldi and his family continued to live on Crane Street, while Ernesto and his family lived at a new home across the street, at 19 Crane Street, which was constructed in 1929. The University Mound Nursery appears to have been financially successful to a degree that it was able to support the construction of four new homes, the livelihood of five families, and two additional employees, within its first eight years of production.

The University Mound Nursery was listed for the first time in the City Directory in 1928, described somewhat misleadingly as operated by "V. Garibaldi and Sons." An aerial photograph taken in 1938 indicates that two additional greenhouses were constructed before that year, including the smaller, southernmost greenhouse on the east side of the lot, behind the boiler house, and the southernmost greenhouse on the west side of the lot, facing Bowdoin Street (**Figure 33**). The water tanks and windmill were still in place, and a small area was enclosed by fence at the southwest corner of the lot (no longer extant). The houses of Vittorio, Giovanni, and GioBatta Garibaldi can be seen on Holyoke Street south of Wayland Street, while the older structures at the southeast corner of Wayland and Hamilton streets, constructed by dairy farmer Patrick Kelly, remained and were in use as storage and housing for employees.⁸³ Outside stock and hedges fill the rest of the block, and there was a pathway between the new homes and the older buildings on the lot. Holyoke and Woolsey streets were paved, but Bowdoin,

⁸⁰ Ibid.

⁸¹ Ibid.

⁸² San Francisco Office of the Assessor-Recorder, Sales Ledger information for 502 Holyoke Street, and Ibid.

⁸³ Oral history with Gerald Garibaldi.

Hamilton and Wayland remained unpaved, with the block of Wayland between Hamilton and Bowdoin streets completely ungraded and marked only by a footpath.



Figure 32. Aerial photograph taken on University Mound Nursery in 1938 by Harrison Ryker. Fifteen greenhouses are on the subject site; field flowers and the old buildings of the dairy farm are on Assessor's Block 6054, between Hamilton and Holyoke streets; and the Garibaldi family homes are in the upper right on Holyoke Street; arrow points north. Source: David Rumsey Map Collection, www.DavidRumsey.com.

In 1935, Vittorio Garibaldi gifted his ownership percentage of the subject site to his wife Margaret, and by 1940 was described in the U. S. Federal Census as unable to work.⁸⁴ Vittorio Garibaldi died in San Francisco on March 28, 1941, and after his death, Ernesto Garibaldi took over some leadership roles at the nursery, including driving the flowers to the city on market days.⁸⁵ Both Ernesto and Vittorio before him were members of the San Francisco Flower Growers Association (SFFGA), the Italian and Italian American flower growers organization established in 1923, which, along with corresponding Japanese and

⁸⁴ San Francisco Office of the Assessor-Recorder, Sales Ledger information for 770 Woolsey Street, and the 1940 U.S. Federal Census for Vittorio Garibaldi.

⁸⁵ Vittorio Garibaldi in the U.S., Find A Grave Index, 1600s-Current, and oral history recorded with Gerald Garibaldi, December 14, 2017.

Chinese growers organizations, set policies and managed the wholesale market. While flower growers largely did not socialize with each other in the Portola District beyond church-related functions at St. Elizabeth's Catholic parish, the meetings of the SFFGA, held at the flower market, were usually followed by large, informal meals, or "feeds," where growers and their families gathered and ate cold cuts and cold salads, and strengthened community bonds.⁸⁶

During World War II, the Garibaldi family held U. S. citizenship and were insulated from the experiences of many other first-generation Italian immigrants, some of whom were included as "enemy aliens" along with Japanese and Japanese Americans. Vittorio's son Ernest and Antonio's son Andrew joined the service during the War.⁸⁷ University Mound Nursery likely benefitted from continued strong flower sales during the War, when regular celebrations and memorials were a part of life. Directly after the World War II, prosperity pushed flower sales at the San Francisco Flower Terminal to nearly 9 million pounds in 1945.⁸⁸ The 1950 Sanborn Insurance Map shows little change to the subject property from its appearance in 1938 (Figure 34).

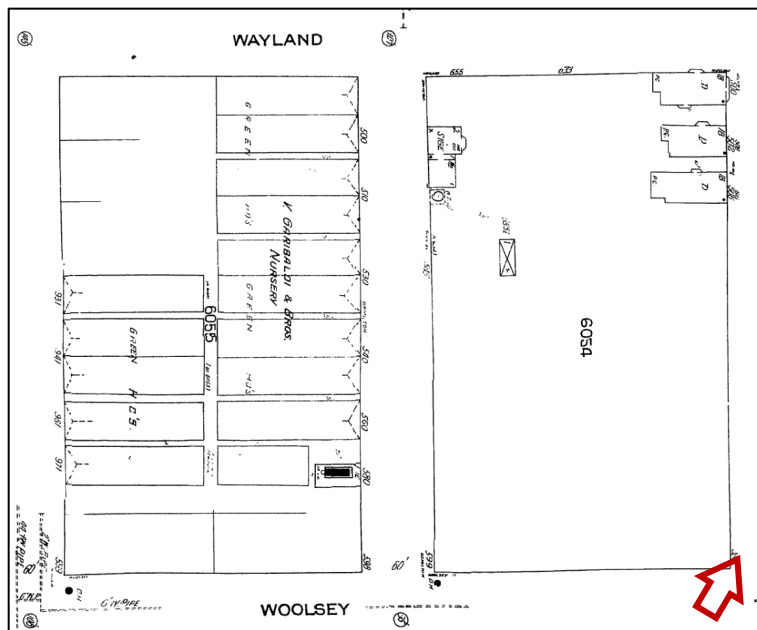


Figure 33. 1950 Sanborn Insurance Map, Volume 8, Sheet 866, edited, showing the greenhouses and boiler building at left, and three Garibaldi family homes on the right side of Block 6054; arrow points north. Source: San Francisco Public Library.

In 1951, as Ernesto Garibaldi was issued a permit to construct two new greenhouses on the west side of the subject site, facing onto Bowdoin Street, 28 feet south of Wayland Street, directly south of the two 10,000 gallon water tanks.⁸⁹ As permitted, the new greenhouses were to each be double-gabled, 60 feet wide and 110 feet deep, separated by a five foot passageway. The architect and construction supervisor

⁸⁶ Oral history recorded with Gerald Garibaldi, December 14, 2017, and oral history recorded with Clare Winant O'Sullivan, December 14, 2017.

⁸⁷ Ernest S Garibaldi in the U.S., World War II Army Enlistment Records, 1938-1946, and Andrew L Garibaldi in the U.S., World War II Army Enlistment Records, 1938-1946.

⁸⁸ San Francisco Chamber of Commerce Research Department. "San Francisco Bay Area Flower Industry." (San Francisco: October 1946) 1. San Francisco History Room, San Francisco Public Library.

⁸⁹ San Francisco Building Permit #138114

for the new greenhouses was Robert Nordin (1896-1961), the son of prominent Swedish-born San Francisco architect August Nordin.⁹⁰ While Robert Nordin was not as well-known as his father, he is included in the San Francisco Modern Architecture and Landscape Design Historic Context Statement as an architect working in the Midcentury Modern style.⁹¹

While the building permit and some limited blueprints for the new greenhouses are held by the San Francisco Department of Building Inspection, Records Management Division, it is difficult to ascertain the details of these greenhouses as constructed, because, despite the fact that they are the “newest” greenhouses at the subject site, they are among the most severely deteriorated. An aerial photograph taken in 1956 indicates that one double-gabled greenhouse and one single-gabled greenhouse were constructed.⁹²

At the same time the new greenhouses were under construction, GioBatta Garibaldi fell ill, and his son Gerald Garibaldi was granted an honorable hardship discharge from the Air Force in order to return home and assist his family in running the nursery. GioBatta Garibaldi died on September 29, 1951, after which time Gerald Garibaldi joined his uncles Ernesto, Giovanni and Antonio in the full-time operation of the nursery.⁹³ In 1953, the Garibaldis installed an 18,000-gallon water boiler at the University Mound Nursery, using a heavy crane.⁹⁴ The greater volume of the boiler sent more moisture and heat into the greenhouses, and mixed chemical pesticides and fungicides with the water vapor, which was delivered by a system of central piping directly to all the greenhouses.

By the mid-1950s, while production at the nursery remained steady, the ancillary costs of operating the nursery had risen to a degree that profits were not strong enough to support the livelihood of the five Garibaldi families.⁹⁵ Between May and July of 1958, Margaret Garibaldi (widow of Vittorio Garibaldi), Ernesto Garibaldi, and Margaret Garibaldi (widow of GioBatta Garibaldi) dissolved their ownership ties to the University Mound Nursery and sold their ownership percentages of the subject site to Steve Garibaldi, son of Giovanni Garibaldi, and Andrew L. Garibaldi, son of Antonio Garibaldi.⁹⁶ Between 1958 and 1959, the Garibaldi family also sold the lot directly east of the subject site, with the exception of their three homes on Holyoke Street, to housing developer Frank Carrara.⁹⁷ The block was subdivided, and between 1960 and 1962, row homes were constructed where flowers used to grow.⁹⁸

⁹⁰ Robert E. Nordin in the California, Death Index, 1940-1997.

⁹¹ Mary Brown, *San Francisco Modern Architecture and Landscape Design 1935-1970 Historic Context Statement* (San Francisco: San Francisco Planning Department, 2010) 182, and Appendix B, 4.

⁹² Historic Aerials by Netonline, 1956 aerial photograph of 770 Woolsey, accessed online at <https://www.historicaerials.com/viewer>, December 23, 2017.

⁹³ Giobatta Garibaldi in the California, Death Index, 1940-1997, and oral history recorded with Gerald Garibaldi, December 14, 2017.

⁹⁴ Lars Russell.

⁹⁵ Oral history with Gerald Garibaldi.

⁹⁶ San Francisco Office of the Assessor-Recorder, Sales Ledger information for 770 Woolsey Street.

⁹⁷ Ibid.

⁹⁸ San Francisco Property Information Map, San Francisco Planning Department.

After 1958, the University Mound Nursery was operated by Steve and Andrew Garibaldi, with assistance from their fathers in the older generation and sons and nephews in the younger generation. In November 1958, Steve and Andrew Garibaldi were issued a building permit for a new fence on the north side of Woolsey Street between Hamilton and Bowdoin streets. While there is no building permit on file with the San Francisco Department of Building Inspection, Records Management Division for the one-story office building at 770 Woolsey Street, it was likely constructed after 1958, to replace the older structures at the southeast corner of Wayland and Hamilton streets, which had served as storage and an office and were lost after the sale of that block in 1958. The one-story office building appears in an aerial photograph in 1968.⁹⁹

Of the remaining founding Garibaldi brothers, Antonio Garibaldi died in 1963, Giovanni Garibaldi died in 1967, and Ernesto Garibaldi died in 1987. Steve and Andrew Garibaldi operated their family's nursery for over three decades, continuing to grow roses from the eighteen greenhouses at the subject site. Steve Garibaldi was the public face of the nursery, taking the flowers to the San Francisco Flower Terminal. He was characterized by former Flower Terminal manager Angelo Stagnaro Jr. as "a rough and tough guy," a straight-talker who, "was not a salesman. He was a grower and he brought his flowers here and you either liked him or you didn't."¹⁰⁰ Andrew Garibaldi was quieter, did not marry, and did not do business at the wholesale market, preferring to stay behind and run the nursery.

The University Mound Nursery was one of the last active nurseries in San Francisco, outlasting a score of other nurseries that used to populate the Portola District. However, having survived one generational transfer of ownership, the University Mound Nursery did not survive another: the nursery stopped operating following Steve Garibaldi's death in 1990, and his widow Mary Garibaldi and two children inherited his ownership portion.¹⁰¹ Andrew Garibaldi placed his ownership portion of the property into a trust in 1992, and died in 2002.¹⁰² The greenhouses and buildings on the site have been unused for 35 years, during which time the site has been minimally maintained.

BAY AREA FLORICULTURAL INDUSTRY, 1850-2017

The first commercial nurseries in California followed the Gold Rush as some discouraged prospectors turned to plants to make their "fortune." By the 1850s, Sacramento, San Francisco and the East Bay's Niles area (now part of Fremont) held a number of extensive nurseries specializing in fruit trees, ornamental trees and flowers. A voluntary group of nursery and fruit growers, the State Horticultural Society, began meeting in San Francisco in 1879 to share knowledge and secure state aid for their endeavors. County

⁹⁹ Historic Aerials by Netonline, 1968 aerial photograph of 770 Woolsey, accessed online at <https://www.historicaerials.com/viewer>, December 23, 2017.

¹⁰⁰ Russell.

¹⁰¹ San Francisco Office of the Assessor-Recorder, Sales Ledger information for 770 Woolsey Street, and oral history with Gerald Garibaldi.

¹⁰² San Francisco Office of the Assessor-Recorder, Sales Ledger information for 770 Woolsey Street, and Andrew L. Garibaldi in the U.S., Social Security Death Index, 1935-2014.

Boards of Horticultural Commissioners followed soon after. The California Association of Nurserymen held its first annual convention in Los Angeles in 1911.¹⁰³

By the 1890s large nurseries (at times comprising hundreds of acres) circled the San Francisco Bay with greenhouses and fields planted in roses, camellias, shrubs, vines, fruit and ornamental trees.¹⁰⁴ In 1895, the *San Francisco Chronicle* reported on tensions between larger growers and retailers and small “flower peddlers” who sold their wares on the sidewalks. The Board of Supervisors listened to Francis Russell, an attorney for the California Florists and Growers Association, describe “boy peddlers” who held an unfair advantage because they operated without the florist shop’s markup added by rent, taxes and employees. Russell pointed to the racial dimensions of this issue when he argued that these “uneducated” street peddlers should purchase flowers from “white growers instead of the Chinese,” who he claimed sold flowers grown in estate gardens they’d been hired to care for. A Post Street flower shop representative stated that the price of cut flowers had fallen by half since the street peddlers appeared.¹⁰⁵ However, within a few years’ time organizations such as the Outdoor Art League argued that floral street vendors provided San Francisco with “one of its unique and most attractive institutions.”¹⁰⁶ In 1904 the Street Committee of Board of Supervisors approved a proposed ordinance to enlarge the area where flowers could be sold.

In 1901, San Francisco’s Academy of Sciences hosted the first Pacific States Floral Congress under the auspices of the California State Floral Society. Over three days more than one hundred scholars, botanists and enthusiasts gathered to “advance the art of ornamental horticulture” and to “promote acquaintance and interchange of ideas.”¹⁰⁷ It was timed to overlap with a flower show organized for a portion of the Ferry Building. Floral Congress committee members included John McLaren, Luther Burbank, and professors from the University of California and Stanford.¹⁰⁸ The event program does not indicate that commercial flower growers were in attendance, but the gathering itself underscores how deep the vein of passion for floriculture had grown in the region.

By the first years of the twentieth century, approximately 250 people were involved in Bay Area flower growing and more than twice that number “regularly engaged in the retail business of selling flowers.”¹⁰⁹ According to the *San Francisco Chronicle* residents spent \$1 million dollars on flowers; no city of its size “buys so lavishly,” the reporter claimed. San Francisco’s earliest wholesale flower market was held twice

¹⁰³ Gordon Van Laan, *A Penny a Tree: The History of the Nursery Industry in California, 1850-1976*, Manuscript on file at the Helen Crocker Russell Horticulture Library, San Francisco Botanical Garden, San Francisco, CA.

¹⁰⁴ *Ibid.*

¹⁰⁵ “Flower Peddlers-The Attempt to Suppress Them.” *San Francisco Chronicle*, March 14, 1895, 9.

¹⁰⁶ “Only One Supervisor is Against Flower Markets.” *San Francisco Chronicle*, February 26, 1904, 9.

¹⁰⁷ “Flower Growers Will Meet in Congress.” *San Francisco Chronicle*, May 14, 1901, 8.

¹⁰⁸ California State Floral Society, *Pacific States Floral Congress* (San Francisco, 1901). Accessed online at <https://archive.org/stream/pacificstatesflo00paciiala#page/n11/mode/2up> on December 1, 2017.

¹⁰⁹ “San Francisco’s Flower Supply.” *San Francisco Chronicle*, January 5, 1902, A11.

weekly near Lotta’s Fountain at Kearny and Market Street.¹¹⁰ Chinese flower growers gathered nearby on Stevenson Street alley off Third Street, arriving with flowers mounded in “great baskets like lidless trunks” (Figure 35). Flowers at both locations were picked over by retail florists who bought the wares in just minutes.¹¹¹



Figure 34. A 1914 article in the San Francisco Chronicle described the “army of growers” bringing flowers to market in San Francisco. Source: San Francisco Chronicle, January 14, 1914.

These open-air wholesale flower markets were located close to the Ferry Building, the Southern Pacific train station, and a cable car stop, making them accessible to growers and retailers. San Francisco served as a hub for an industry that grew in surrounding counties south and east of the city. Transit by ferry, train, and trolley allowed wholesale flower growers to cultivate land outside of the city, which was less

¹¹⁰ Kawaguchi, *Living With Flowers: The California Flower Market History* (San Francisco: California Flower Market, Inc.1993) 21.

¹¹¹ “San Francisco’s Flower Supply.” *San Francisco Chronicle*, January 5, 1902, A11. While the *Chronicle* doesn’t specify the ethnicity of the sellers at Market and Kearny, we can presume they included Italian and Japanese growers.

expensive and offered better weather. Location was an imperative factor for flower growers whose product was remarkably perishable. Clusters of nurseries emerged in Richmond, Berkeley, Oakland, Alameda and Fremont/Niles east of the city, and to the south in Colma, Menlo Park, Belmont, San Mateo and Mountain View. By 1904, the Domoto brothers' Oakland enterprise was the largest flower-growing business on the West Coast, utilizing national and even international distribution and employing workers recruited from the Domotos' home prefecture in Japan.¹¹²

The 1906 earthquake and fire disrupted the floricultural industry as it did every other aspect of social and commercial life in the city and region. However, growers found that San Franciscans remained eager for flowers, including floral tributes for the dead and bouquets and corsages to cheer up survivors. Flowers were selling in Golden Gate Park within days of the quake and by Decoration Day, on May 30, 1906, sales boomed as people purchased flowers and brought them to decorate the graves of those recently lost. While sales resumed, the downtown sidewalk flower markets were imperiled by increasing calls to clear obstacles and better organize downtown traffic.¹¹³

Immigrants from China, Italy and Japan dominated the Bay Area floricultural industry after the turn of the 20th century. All had suffered varied types of discrimination that led them to form strong ethnic associations and look for their livelihoods in self-employment or entrepreneurial opportunities within the boundary of their immigrant community. Anti-Asian sentiment and organizing was an enormous force in California politics from the mid-19th century onwards. Chinese immigration was curtailed by the Chinese Exclusion Act of 1882. Chinese and Japanese immigrants were effectively barred from industrial and trade labor settings. They were also prevented from becoming naturalized citizens, and in 1913 California passed the first Alien Land Law that prevented Chinese from owning real property. Italian immigrants, like their counterparts from Japan and China, arrived looking to make their "fortune" in the new world, and the majority planned to return to their homeland. The vast majority of the first wave of Italians who came to the U.S. in the late 19th century were southern peasants who became a ready scapegoat for what many Americans feared about growing East Coast cities: "filth, ignorance, crime, and cultural difference."¹¹⁴ Italian immigrants to San Francisco faced less blatant prejudice than in other regions but still felt its sting.

Members of these three immigrant groups made up "an army of growers" that the *San Francisco Chronicle* tellingly described as "swarming" into the city from the east and south.¹¹⁵ According to historian Gary Kawaguchi, each group developed a separate area of expertise. Chinese growers, whose nurseries were concentrated on the peninsula, specialized in asters, sweet peas and pompon chrysanthemums. Japanese nurseries in the peninsula and East Bay grew larger chrysanthemums, roses, carnations and other

¹¹² Kenji Murase, "Nikkei in Northern California's Flower Industry," *Nikkei Heritage* (2001), 5.

¹¹³ Kawaguchi, 24.

¹¹⁴ Thomas J. Ferraro, "Italian Americans." *Encyclopedia of American Cultural and Intellectual History*, edited by Mary Kupiec Cayton and Peter W. Williams, Charles Scribner's Sons, 2001. *U.S. History in Context*, accessed online at link.galegroup.com/apps/doc/BT2350030099/UHIC?u=sfpl_main&xid=f0f22274 on December 4, 2017.

¹¹⁵ William F. Benedict, "Bringing the Flowers to Market. *San Francisco Chronicle*, January 14, 1914.

greenhouse crops. Italians in the Portola, South San Francisco and Colma dealt in field varieties such as violets, stick, snapdragons, daisies, and ferns. The three groups had varying access to land and capital; legal restrictions meant that Asian immigrants could not purchase land, so they were forced to lease or circumvent the law. Immigrants from Japan and China also had few banks to turn to for loans; “white” banks would not work with them and the banks within their own communities were relatively small. Conversely, Italian Americans had access to the larger Bank of Italy, which became the Bank of America.¹¹⁶ Cut flower nurseries required relatively small capital outlays for land and plant stock, so they were a good fit for cash-strapped immigrants, yet the labor required to produce and market flowers was intense and unremitting. Bay Area flower growers had to orchestrate production to match peak demand period and find efficient means of distributing their extremely perishable products to buyers.

Growers understood that controlling sales to wholesalers and retailers was essential to the health of their enterprises. More conscious cooperation than simply dividing types of flowers grown was seen as a shared benefit, which ultimately developed into “the first grower-operated flower market on the Pacific Coast.”¹¹⁷ Historian Kawaguchi describes the first San Francisco wholesale flower market, which opened a covered market in 1909 at 31-33 Lick Place, as a “unique coalition of three ethnic groups” that protected growers’ need for fair prices while supplying buyers’ desire for access to a broad selection in one place.¹¹⁸

Over time three organizations were formed and partnered to set policies and manage the wholesale market: the California Flower Market (CFM), made up of Japanese growers and founded in 1912, the San Francisco Flower Growers Association (SFFGA) formed in 1923 of primarily Italian growers, and the Chinese American Peninsula Flower Growers Association (date of establishment unknown). For years, each group leased their own spaces in close proximity to one another.¹¹⁹ While few Japanese or Chinese Americans owned retail florist shops, Italian Americans owned and operated a number of florist shops in the early 20th century including large stores in the city’s downtown such as Podesta & Baldocchi, Rossi and Rosaia, Canepa and Figone, Anonini’s Sutter Street Florist, and Pelicano.¹²⁰

World War I and the years afterward saw the flower growers’ businesses climb as the sorrows of war and the 1918 influenza epidemic inspired more floral purchases. Improvements in flower transport, such as refrigerated train cars, opened markets for California flowers in the Midwest and East Coast cities. By 1921, Bay Area floriculture employed 3,000 people growing cut flowers and an equal number growing seeds and bulbs; another 2,000 were involved in floral retail. Sales of these crops totaled an estimated \$7 million.¹²¹

¹¹⁶ Kawaguchi, 41.

¹¹⁷ Kawaguchi, 30.

¹¹⁸ *Ibid.*, viii, 28.

¹¹⁹ The Japanese-run California Flower Market moved into a 2-story building at 440 Bush Street in 1914.

¹²⁰ *Ibid.*, 33.

¹²¹ “Flowers Spell Big Industry.” *San Francisco Business*, May 6, 1921, 8-9.

As the industry expanded it became clear that having one grower-controlled location where wholesalers and retailer could come to buy flowers would be optimal. Italian and Japanese growers leased a new 22,000 square foot building at 171 Fifth Street which opened in March 1924 (**Figure 36**). Chinese growers, who were dwindling in number as the others expanded, leased a small space within the new market.¹²²



Figure 35. The California Flower Market at 5th and Howard streets, circa 1940. Source: Private collection.

The Great Depression proved a challenge to Bay Area flower growers. Growers of seasonal blooms, such as chrysanthemums, who relied on credit suffered more than those who grew re-blooming plants. All faced a potential crisis when the owner of 171 Fifth Street refused to renew the building's lease. In 1936, the growers used money from their lease buyout and a loan from the Bank of America to purchase property one block away, at the intersection of Sixth and Brannan streets, with the goal of erecting a specially designed market.¹²³ However, the market remained at 171 Fifth Street for two more decades, suggesting that the building owner backed down on the planned ousting.

World War II affected the nursery growing communities in various ways. For the first time, the Chinese community was treated sympathetically by many Americans as representatives of an ally who was suffering terribly at the hands of Japan. Immigrants from Italy, Germany, and Japan, on the other hand, were targeted for their connections to Axis nations. Fearing war between their homeland and their

¹²² The success of the industry and the San Francisco market inspired another in Oakland, which opened in 1927 to house Japanese and Italian growers' blooms. Kawaguchi, 43.

¹²³ Kawaguchi, 52.

adopted country, Japanese-born founders passed leadership of the CFM to their American-born children in 1940. After the Japanese military attacked Pearl Harbor on December 7, 1941, the FBI closed the offices of the CFM for several days. May first-generation Japanese growers came under increasing restrictions and their adult children assumed responsibilities for the family business. By spring 1942, all people of Japanese descent on the West Coast had been forcibly relocated and began several years of incarceration by the U.S. government.

While the staggering treatment of Japanese Americans during World War II is now widely known, the experiences of Italian and German Americans are much less understood. Under Executive Order 9066, authorized by President Roosevelt on February 19, 1942, members of those communities who were not yet naturalized citizens were included as “enemy aliens” along with Japanese immigrants. This included a sizable number of Italian Americans, as many first-generation immigrants did not bother to become U.S. citizens even though they had lived for many decades in the U.S. In 1940, San Francisco held a population of 12,000 Italian immigrants who were categorized as “enemy aliens.”¹²⁴ Restrictions on ownership of cameras, short-wave radios and guns were imposed, as was a curfew that required these people to be at home between 8 PM and 6 AM. Thousands were required to move out of defense prohibited zones that encompassed military facilities, major defense factories and, in San Francisco, most of the waterfront.¹²⁵ Several prominent Italian Americans were summoned for questioning in early 1942 by the California legislature, which held hearings of their Un-American Activities Committee in San Francisco. Among those called to testify was attorney and former San Francisco Supervisor Sylvester Andriano, whose leadership in the Italian Language School and Italian Chamber of Commerce made him suspect. A small number of Italian Americans in San Francisco were apprehended the night after Pearl Harbor and held in a temporary detention center on Silver Avenue, then taken to an immigration facility in Sharp Park (now Pacifica). A few were then incarcerated in a military fort in Missoula, Montana.¹²⁶ Although compared to the experience of Japanese Americans, restrictions on Italian Americans was far less severe and short-lived, the stigma of being labeled an enemy alien and dangerous to national security was a painful burden.

As Japanese Americans were notified that they were to be “evacuated” from their communities and businesses, individual Japanese growers and florists scrambled to make arrangements for their businesses and homes.¹²⁷ In several cases, Italian American growers, wholesalers and shippers leased or outright bought Japanese American enterprises. Like other growers, the wartime labor shortage made staffing and managing multiple nurseries very difficult for these caretakers.¹²⁸ The CFM arranged for the Italian American SFFGA, under the leadership of president S.V. Armanino, to act as caretakers of the CFM until

¹²⁴ Rose D. Scherini, “Executive Order 9066 and Italian Americans: The San Francisco Story,” *California History*, Vol. 70, No. 4 (Winter 1991/1992) 372.

¹²⁵ Map of defense prohibited zones published in *San Francisco Chronicle*, February 1, 1942, 6.

¹²⁶ Rose Scherini, 374, 368-69.

¹²⁷ Kawaguchi, 56-58.

¹²⁸ Kawaguchi, 57-58.

World War II ended.¹²⁹ These steps ensured that the wholesale flower market would avoid bankruptcy, but the organization operated at a financial loss for the duration of the war. By the end of World War II, a number of Japanese American families in the Bay Area had lost their nurseries during internment because they could not make payments on mortgages and property taxes; other families were successful in reestablishing the businesses they had spent decades creating.

The post-war period marked a boom in Northern California floriculture. The San Francisco Chamber of Commerce's research department published a report in 1946 on the Bay Area cut flower industry that compared floriculture to gold in its ability to generate new wealth. In addition to ideal climate and an established network of growers, the article attributed the sector's strength to "excellent transportation by rail and air," the wholesale flower market, and the number of shippers who understood the national market and developed new ways to pack and ship delicate flowers.¹³⁰ In 1945, the report notes, nearly 9 million pounds of fresh flowers were shipped from the San Francisco flower market by air or rail.¹³¹

By the 1950s all of the surviving Bay Area nurseries profited from increasing sales to national markets as airfreight expanded. California flowers filled empty cargo planes returning to the southern and eastern portions of the U.S., as their higher quality and lower prices ensured that California growers gained an increasing share of the national market in cut flowers. New associations such as Society of American Florists and Florists' Telegraph Delivery Association were formed to coordinate expanded post-war floral marketing. Land-rich nursery owners found they had better access to loans in the booming post-war period through banks that used their nurseries as valuable collateral.

The wholesale flower market reflected other post-war realities in the floriculture industry. The distinction between growers and wholesalers became muddled as a few wholesalers had become growers during the war, and growers became more involved marketing and distribution. Members of the CFM and the SFGGA began to consider sites for a new, purpose-built facility that would hold flower sales by growers and wholesalers. The two organizations created a new legal entity, Flower Growers Inc., to handle leasing and buying properties. After exploring other sites, they decided to build close to the existing market at 171 Fifth Street, on the property at Sixth and Brannan which they had purchased in 1936. This property had been leased to the U.S. Navy during World War II and was now in disuse. This site was especially attractive to SFGGA president William Zappettini because he had shrewdly bought several adjacent lots in the area.¹³²

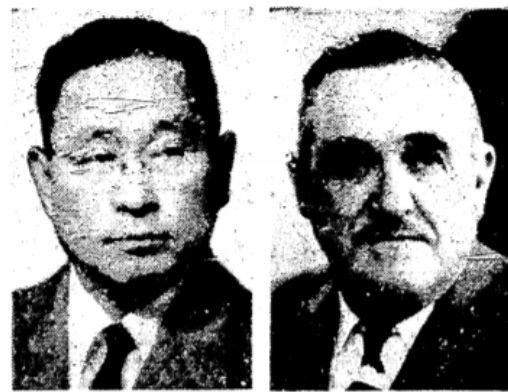
¹²⁹ Shipper Leno Piazza bought or managed three nurseries while William Zappettini, who owned a wholesale market across the street from the Flower Market, managed four nurseries that he leased from Japanese Americans.

¹³⁰ San Francisco Chamber of Commerce Research Department. "San Francisco Bay Area Flower Industry." (San Francisco: October 1946) 1.

¹³¹ *Ibid.*, 5.

¹³² Kawaguchi, 63

In September 1956, opening ceremonies were held for a new San Francisco Flower Terminal, described as the “biggest in the nation” (Figure 37). Designed by Italian American architect Mario Ciampi, the building represented a \$1 million investment by the two organizations. Mayor George Christopher served as the ceremony’s keynote speaker and touted the \$35 million dollars of flowers shipped annually from the terminal, and the \$15 million spent at the terminal itself.¹³³ The following week the San Francisco Chamber of Commerce presented its “Award of Progress” to the SFGGA and the CFM.¹³⁴ The architectural plan allowed for both organizations and the Peninsula Flower Growers to occupy separate but adjacent markets, with wholesale facilities in rows facing them. The development included areas for refrigeration and ventilation, limited off-street parking, and a restaurant and cocktail lounge.¹³⁵ The layout of each market reflected the different sales patterns and products each sold; growers in the SFGGA sold from the back of trucks parked inside the building, tables piled high with greenhouse flowers filled the CFM, with the Peninsula Flower Growers using a much smaller and simpler space.¹³⁶



SAM SAKAI
Florists to honor him

S. V. ARMANINO
Head of S. F. group

Colorful Business

Flower Terminal Opens Wednesday

The new San Francisco Flower Terminal, biggest in the nation, will open its doors at Sixth and Brannan streets Wednesday.

Figure 36. Opening day of the San Francisco Flower Terminal, 1956. Source: San Francisco Chronicle, September 10, 1956.

California was a national leader in production of flowers by the 1960s, and the primary producer of the four most popular cut flowers—roses, carnations, chrysanthemums and gladiolas.¹³⁷ Annual sales by flower markets in Los Angeles and San Diego were estimated to total \$20 million and \$10 million respectively, while Northern California produced \$60 to \$65 million of sales each year.¹³⁸ The prosperity of this period was enhanced by expansions in air freight and developments in chemical fertilizer and herbicides, as well as soil steam sterilization that ended the need for traditional rotation of growing sites to protect against root diseases. Increased use of greenhouses meant growers were less subject to weather. As nurseries found the resources to expand physically, they needed to augment their workforce beyond the small number of family members and immigrant workers from their home countries that had

¹³³ “New Flower Terminal is Dedicated.” *San Francisco Chronicle*, September 13, 1956, 36.

¹³⁴ “Flower Group Receives Honor for New Depot.” *San Francisco Chronicle*, September 20, 1956, 28.

¹³⁵ “Flower Terminal Opens Wednesday.” *San Francisco Chronicle*, September 10, 1956, 17 and Kawaguchi, 68.

¹³⁶ *Ibid.*, 71.

¹³⁷ *Ibid.*, pp. 72-73.

¹³⁸ Thomas W. Bush. “California Flower Business, Nation’s Largest, Sends Mother a Bouquet.” *Los Angeles Times*, May 12, 1963, J1.

been their traditional mainstay. New workers, many from Mexico, meant that nurseries had to face issues related to employee rights and unionization for the first time.¹³⁹

Flower growers still woke in the early hours of the morning to load their trucks and drive to sell at the Flower Terminal on Mondays, Wednesdays and Fridays. Sales started at 5 am and were generally concluded by 9 am, when wholesalers delivered flowers bought at the Flower Terminal to retail florists throughout Northern California. Bay Area floriculture was still captive to seasons and holidays, as a 1967 article about the Flower Terminal and Mother's Day attested.

This is the day that 60 or 70 major commercial growers of this community zero in on. This is the day when our Bay Area's big, bustling flower industry either makes it for the season or, as the sports writers so often say of the San Francisco Giants or '49ers, it's "wait 'til next year." Blooms are timed to be prime for cutting right now. Shippers are at the ready. Air freighters (which propelled our flower industry unto national importance) have been racing loads to the finally thawing East and Midwest markets as lovely harbingers that spring really has finally come.¹⁴⁰

In 1965, the U.S. Agency for International Development introduced floriculture to Colombia in an effort to lure farmers from the lucrative growth of coca plants, which supplied cocaine to the U.S. drug trade. The federal government kept duties low and fought trade barriers as part of the "war on drugs." As flower growing took hold in parts of South America, foreign growers benefited from lower land and labor costs, warmer climate and government support. Flowers imported from South America swept out the flower industry first on East Coast and Midwest, and later California. Although the long-term trends seemed ominous, Bay Area flower growers were doing a robust trade in 1973 when *San Francisco Business* reported that the Flower Terminal's annual sales totaled \$30 million and flowers represented the top air cargo commodity shipped from San Francisco.¹⁴¹

Northern California growers became more reliant on local markets for sales and saw their profit margins dwindle as the oil shortages of the 1970s and 1980s made heating costs for greenhouses soar, just as government increased regulations over labor and pesticide use. By 1986 only San Francisco, Los Angeles, Portland and Boston retained flower markets that connected growers to wholesalers. A grower at the Flower Terminal was quoted saying "We don't need a flower market anymore. It'll be dead in five years. They even sell flowers in the supermarket now!"¹⁴²

Despite these changes, the CFM saw growth in the floral retail industry and tenants were requesting more space, so they embarked on a lengthy process of expansion, which resulted in 1982 in the purchase of a

¹³⁹ Kawaguchi, p. 73.

¹⁴⁰ Sidney P. Allen, "Shower Mom With Flowers." *San Francisco Chronicle*, May 14, 1967, 8.

¹⁴¹ Barbara Brady, "Where Do All the Flowers Go?" *San Francisco Business*, April 1973, 25.

¹⁴² "Morning Glory: Floral Frenzy at the Flower Terminal." *San Francisco Chronicle Image Magazine*, September 21, 1986, 36.

45,000 square foot property on Fifth Street, adjacent to the existing Flower Terminal. The other flower grower associations elected not to participate in the expansion; SFFGA's stock-holding board of directors was dwindling, as were the number of tenants in their market.¹⁴³ The second and third generations of the immigrants who established nurseries found wider employment opportunities than their parents and grandparents: many were college-educated and did not choose to enter the difficult and increasingly precarious floriculture industry. Rising land values led many nursery families to decide to "grow condos" and sell their land to developers.¹⁴⁴ Post-war population growth and urbanization put pressure on growers as escalating property values encouraged nursery owners to close their operations and move to areas further on the Bay Area periphery, such as Half Moon Bay, Gilroy, Watsonville and Salinas.¹⁴⁵

By the early twenty-first century, the pressures of global competition and local development clearly diminished the Flower Terminal's future. By 2000 the development frenzy associated with the technology sector led Rob Rossi, the fifth generation in a family of Italian American growers, to say "We're in the eye of the hurricane here. We're feeling like the Last of the Mohicans and the tribe's getting pretty nervous." By that time only a fraction of the SFGGA members were active and many appeared open to capturing the market's ballooning value as real estate in a hot market.¹⁴⁶ Beginning in 2005, the *San Francisco Chronicle* reported negotiations with several potential owners from a Virginia-based development firm to the Academy of Art College; both deals ultimately fell through. As of late 2017, the Kilroy Realty Corporation, a west coast developer, plans a multi-building development that retains an 115,000 square foot wholesale flower market on the site, with 2 million square feet of office space and a large retail/market hall. The SFGGA sold their property in October 2014, and the CFM elected to work with Kilroy as the master tenant in the new development.¹⁴⁷

FLOWER NURSERIES IN THE PORTOLA DISTRICT

The first commercial flower-growing operation in the University Mound District was the Golden Acre Nursery, established in 1865 and located at "San Bruno Road, three miles from City Hall."¹⁴⁸ There were eleven other nurseries in San Francisco that year, most of which were located closer to downtown, such as E. L. Reimer's nursery at the corner of Folsom and Fifteenth streets and J. O'Hare's nursery at the corner of Harrison and Tenth streets, while a few others were located in the city's undeveloped "edge" districts, including W. Meyer's nursery on Post Street near Lone Mountain Cemetery, and W. C. McElroy's nursery on the Presidio Road.

¹⁴³ Kawaguchi, 79-80.

¹⁴⁴ *Ibid.*, 88, 84.

¹⁴⁵ Murase, *Nikkei Heritage*, 14, and Kawaguchi, 82-83.

¹⁴⁶ Kawaguchi, 79.

¹⁴⁷ J.K. Dineen. "Flower Mart Project Still Faces Strong Opposition." *San Francisco Chronicle*, December 18, 2014, D1, and the website for The New SF Flower Market, accessed at <https://www.newsflowermart.com> on December 3, 2017.

¹⁴⁸ Langley's San Francisco City Directory, 1865.

The Golden Acre Nursey, which was described more specifically in the 1875 City Directory at “the west side of San Bruno Road at 29th Avenue” (corresponding today to Bacon Street), was operated by Scottish-born William Patterson, and was the only nursery in the University Mound District for fifteen years. Prior to the turn of the twentieth century, the University Mound District was largely characterized by cattle grazing and dairy uses, which peaked around 1890, when there were 18 milk dealers in the area. Around the turn of the twentieth century cattle and dairy uses declined, due in part to increased residential development, as homeowners protested corral fences in the roads, wandering cattle, and the smell of animal waste. Changes in Butchertown also reduced the need for corrals in the University Mound District.¹⁴⁹ Once departed, the former cattle corals and dairy farms left behind open land and well-fertilized soil; while some of this land was developed as housing, it was ideal for the establishment of the flower nurseries which came to characterize the University Mound District.

In addition to available land and fertilized soil, several other conditions made the University Mound District an optimal location for flower nurseries. The district is largely sheltered from wind and fog by its location on the east side of the San Francisco Peninsula, and the presence of Mount Davidson, Mount Sutro, and Twin Peaks to the west. The portion of the district east of what is today McLaren Park is characterized by flat or gently south-sloping land, giving much of the district maximum sun exposure. Yosemite Creek gives the district a high water-table, cutting down on the need for watering and enabling many nurseries to make use of artisanal wells.¹⁵⁰

For flower sales, despite its distance from downtown, the district was fairly well connected to the downtown wholesale flower markets. On the east side of the district, nurserymen could drive downtown via San Bruno Avenue, first by horse-drawn wagon and later by truck; on the west side of the district, Mission Street was the route. While the majority of nurserymen took their flower crop downtown, after San Francisco banned burials and relocated its cemeteries during the first decades of the twentieth century, some growers in the University Mound District took advantage of easy transportation along Mission Street or Alemany Boulevard and headed south to sell flowers at the new cemeteries in Colma.¹⁵¹

In 1880, three additional flower nurseries were established in the University Mound District, including the California Nursery, operated by German-born Henry Melde and located on San Bruno Avenue between 29th and 30th avenues (corresponding today to Egbert and Fitzgerald avenues); a nursery on the west side of San Bruno Avenue between 28th and 29th avenues (corresponding today to the block between Felton and Burrows streets), operated by German-born Henry Neuberger, and, in a remote area in what would later become part of McLaren Park, the nursery of French-born Louis Des Roches, on Woolsey Street west of San Bruno Avenue (1323 Woolsey Street).¹⁵² By 1885, two more nurseries had been established, both

¹⁴⁹ Kelley & VerPlanck, *Bayview-Hunter’ Point Area B Survey Town Center Activity Node, Prepared for the San Francisco Redevelopment Agency*, San Francisco, 2010, 68-70.

¹⁵⁰ Kate Connell, Oscar Melara, John Calloway and Gustavo Vasquez, “Portola at Play, A San Francisco Neighborhood Portrait, Part 2: Out the Road and Other Portola Stories DVD” (San Francisco: Book and Wheel Works, 2009) DVD.

¹⁵¹ Oral history with Clare Winant O’Sullivan, recorded on December 14, 2017.

¹⁵² Langley’s San Francisco City Directory, 1880 and 1900 U. S. Federal Census, California, San Francisco, Enumeration District 0120.

by French-born immigrants, including the Lacazette Brothers nursery on the west side of Somerset Street near Burrows Street, and the nursery of Mme. Antoinette Rigal, on Cambridge Street near Woolsey Street.

By 1890, three additional nurseries had been established in University Mound, including two that would come to have a lasting impact on the district. In 1887, Columbus Ferrari became the first Italian immigrant to establish a flower nursery in the University Mound District, located at the intersection of Felton and Amherst streets. Columbus Ferrari was born in Bobbio, a valley town in the Emilia-Romagna region of Italy directly north of Liguria, the coastal agricultural region surrounding Genoa known for its robust flower-growing industry.¹⁵³ Ferrari was a farmer when he immigrated to the United States in 1879, and spent several years in North Beach working as a butcher, laborer, and retail florist before moving to University Mound and establishing his own nursery.¹⁵⁴ Ferrari grew roses and, after his death in 1903, three of his five sons expanded the family nursery to cover multiple blocks, where they grew roses, orchids and gardenias.¹⁵⁵ The Ferrari Brothers nursery was the largest nursery in the University Mound District and was described in the press as one of the largest flower-growing establishments on the West Coast.¹⁵⁶ The Ferrari family operated their nursery for approximately 85 years before closing in the early 1970s.

In 1889, Belgium-born immigrant Joseph Gregoire (sometimes anglicized to Gregory) established a nursery on Cambridge Street near Felton Street, and expanded to a larger location at the corner of Felton and University streets around 1900. Joseph Gregoire was born in Herbeaumont, a lush, forested region in southern Belgium. Gregoire immigrated to the United States as a child with his father, a tanner, and grew up in San Francisco.¹⁵⁷ Gregoire grew carnations, and was credited in his obituary as the first grower to develop and widely distribute carnations in California.¹⁵⁸ Joseph Gregoire married twice and had a large family, and by the mid-twentieth century, the second and third generation of the Gregoire family operated two businesses, growing carnations and operating a wholesale agency. Joseph Gregoire was responsible for the immigration of another Belgian family from Herbeaumont, brothers Leon and Edward Winant, who also established two long-running carnation nurseries in the University Mound District.¹⁵⁹ The Gregoire family operated their nursery for approximately 80 years before they closed in 1970.

In the years directly before the turn of the twentieth century, there were seven flower nurseries in the University Mound District, established and operated by European immigrants from a spectrum of countries including Scotland, Germany, France, Belgium, Switzerland, and Italy. At the turn of the twentieth century, however, the number of nurseries in the district began to rise sharply, and most of these new nurseries were established by Italian immigrants.

¹⁵³ Colombo Ferrari in the California, County Birth, Marriage, and Death Records, 1849-1980.

¹⁵⁴ Colombano Ferrari [sic] in the New York, Passenger Lists, 1820-1957, and Langley's San Francisco City Directory, 1880-1887.

¹⁵⁵ "Peter Ferrari," *Florists' Review*, July 3, 1919, 19.

¹⁵⁶ *Ibid.*

¹⁵⁷ U.S. Passport Applications, 1795-1925 for Joseph Gregoire.

¹⁵⁸ "Wholesale Florist Gregoire Dies," *San Francisco Chronicle*, March 6, 1958, 16.

¹⁵⁹ Oral history with Clare Winant O'Sullivan, recorded December 14, 2017.

Between 1880 and 1920, more than 20,000 Italians immigrated to San Francisco.¹⁶⁰ Eighty percent of these immigrants came from agricultural regions of northern Italy, driven by factors including the new unified Italian government, overpopulation, and the French takeover of the wine industry.¹⁶¹ North Beach became the city's most thoroughly Italian enclave, and Italians who lived there worked as fishermen, traders, and cannery workers. However, according to historian Dino Cinel, only fifteen percent of the city's Italian immigrants worked in the fish industry; many more sought to work in the agricultural pursuits they had grown up with in northern Italy. The experience of Columbus Ferrari illustrates a common pattern for Italian immigrants, who often spent several years after their arrival living in North Beach and working as laborers, mechanics, or at other pursuits, earning money and saving for land. Once able to buy or rent land for farming, ninety percent of Italian immigrants who worked in the agricultural industry settled in the city's southeastern districts, including thirty percent in the Bayview District and forty-five percent in the Portola District.¹⁶²

Italian flower growers had several advantages over Chinese and Japanese flower growers during this time, the other two major groups of flower growers in the Bay Area. Chinese immigration was curtailed by the Chinese Exclusion Act of 1882, which reduced the number of Chinese immigrants and increased the need for agricultural laborers, roles that came to be filled by Italian immigrants. Chinese and Japanese immigrants were also prevented from becoming naturalized citizens, and, in 1913, California passed the first Alien Land Law that prevented Chinese and Japanese persons from owning real property. Further benefit was given to the first generation of established Italian nurseries with the passage of the Immigration Act in 1924, which set admission quotas which limited Italian immigration, thus stabilizing established growers and minimizing pressure from new arrivals.¹⁶³

Under these conditions, the number of Italian-owned flower nurseries in the University Mound District grew rapidly at the turn of the twentieth century. In 1900 there were seventeen nurseries operating in the University Mound District, half of which were operated by Italian immigrants. In addition to Colombo Ferrari, Italian-born nurserymen included Eugene Rosaia (Woolsey Street near Amherst Street), Anton Dipaoili (2609 San Bruno Avenue near Burrows Street), Louis Calero (Cambridge Street near Felton Street), Emile Ponte (Dwight Street near Yale Street), Giobatta Argeno (Woolsey Street near Holyoke Street), Louis Chiappari (500 Somerset Street), and August Stagnaro (610 Charter Oak Avenue).¹⁶⁴ Most of these men, as with other nursery owners in the neighborhood, were married with large families, and brothers-in-law, grown sons, and sons-in-law worked in the family business. Daughters worked as well, but generally in a lesser or part-time capacity, with specific tasks or lighter chores.¹⁶⁵ Wives raised the children, kept house,

¹⁶⁰ Lars Russell, "The Last Flower Children Guard San Francisco's Most Secret Garden," published online on September 19, 2010 at <https://beatvalley.wordpress.com/2010/09/19/flower-children-guard-san-francisco-secret-garden/>, accessed on January 5, 2018.

¹⁶¹ The Bancroft Library, "Italian Americans in California: The Major Immigration Years, 1880s-1930," published online at http://bancroft.berkeley.edu/collections/italianamericans/timeline_immigration.html, accessed on January 5, 2017.

¹⁶² Russell.

¹⁶³ The Bancroft Library.

¹⁶⁴ Crocker Langley's San Francisco City Directory, 1900, and U. S. Federal Census, California, San Francisco, Enumeration District 0120.

¹⁶⁵ Oral histories with Gerald Garibaldi and Clare Winant O'Sullivan, December 14, 2017.

and fed the family and any hired laborers. Nursery work was labor-intensive and year-round, and nursery owners often hired laborers, generally recent immigrants who spoke their same language. For Italian nurserymen this meant other Italians, but Belgian nurserymen in University Mound spoke French, and most of their hired laborers were French immigrants. Nursery owners generally lived in a single-family home on their property, while hired laborers lived elsewhere in the neighborhood, or on-site, in older houses or other ancillary buildings.¹⁶⁶

In the first two decades of the twentieth century, nurseries continued to replace dairy uses in the University Mound District (which was referred to as the Portola District by 1920) and there were no dairy uses in the area after 1921. Nurseries ranged in size from one greenhouse on a single lot, to multi-greenhouse complexes that filled a block or multiple blocks. The 1914 Sanborn Insurance Map provides information about the differing scales of operation present in the neighborhood and how these nurseries were arranged. Joseph Arata operated a small nursery on a single lot at 743 Charter Oak Avenue, which consisted of one greenhouse and a water tower, located behind a one-story single-family dwelling (no longer extant) (**Figure 38**). On Berlin (now Brussels) Street, Frank Carrara operated a mid-sized nursery on a through-lot with frontage on Berlin and Goettingen streets (**Figure 39**). Carrara's nursery included five large greenhouses, a windmill and water tower, an ancillary building, and a one-story single-family dwelling (154 Brussels Street, dwelling extant, but extensively altered). This nursery operated for approximately 25 years, and presumably Carrara had assistance, although census records do not indicate that any laborers lived on-site, and Carrara's two sons did not take over the family business.



Figure 37. 1914 Sanborn Insurance Map, Volume 8, Sheet 846, edited, showing the greenhouse of Joseph Arata in red, 743 Charter Oak Avenue; arrow points north. Source: San Francisco Public Library.

¹⁶⁶ Oral history with Gerald Garibaldi and U. S. Federal Census, California, San Francisco, Enumeration District 0120.

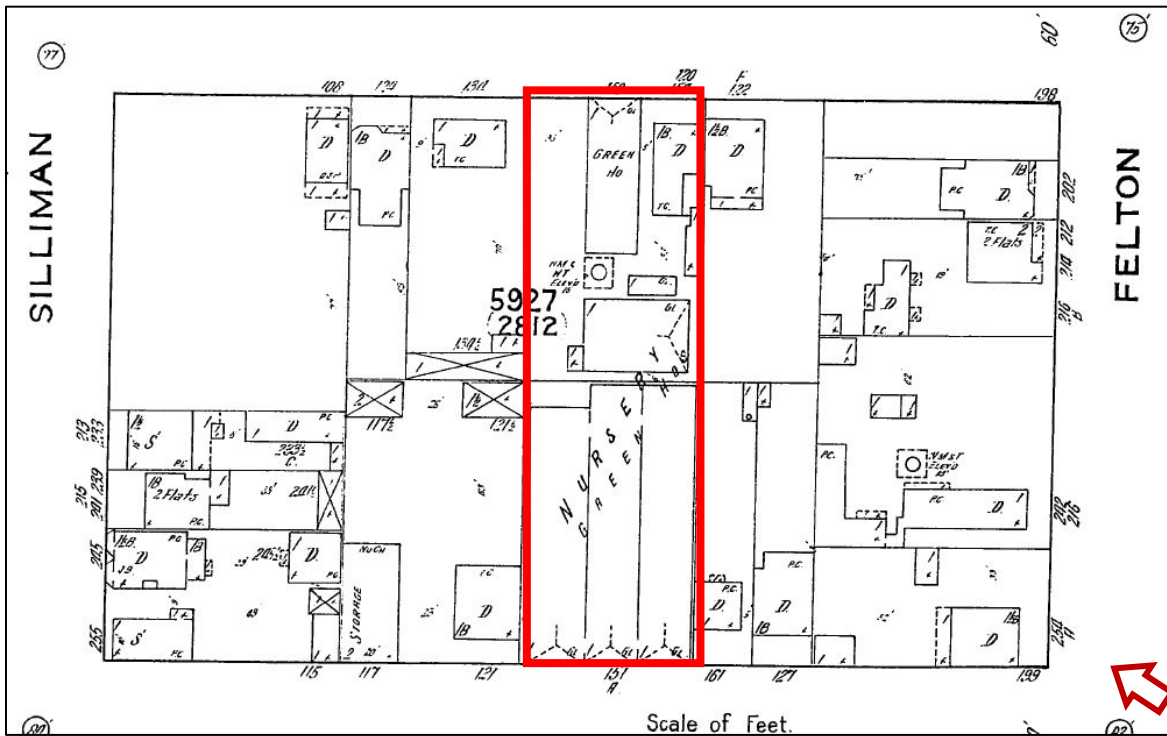


Figure 38. 1914 Sanborn Insurance Map, Volume 8, Sheet 856, edited, showing the nursery of Frank Carrara outlined in red, with dwelling at 154 Brussels Street, and frontage on Goettingen Street; arrow points north. Source: San Francisco Public Library.

Louigi (Louis) Chiappari & Son's nursery occupied a full block, bordered by Somerset, Woolsey, Holyoke, and Wayland streets, and included 19 greenhouses, two water towers, a furnace, a boiler, a large barn, three ancillary buildings, and a two-story single-family dwelling at the corner of Somerset and Wayland streets (no longer extant) (**Figure 40**). Chiappari operated his nursery with his son Joseph, brother-in-law Angelo Stagnaro, and two Italian-born laborers, all of whom lived on-site.¹⁶⁷

¹⁶⁷ 1900 U. S. Federal Census, California, San Francisco, Enumeration District 0120.

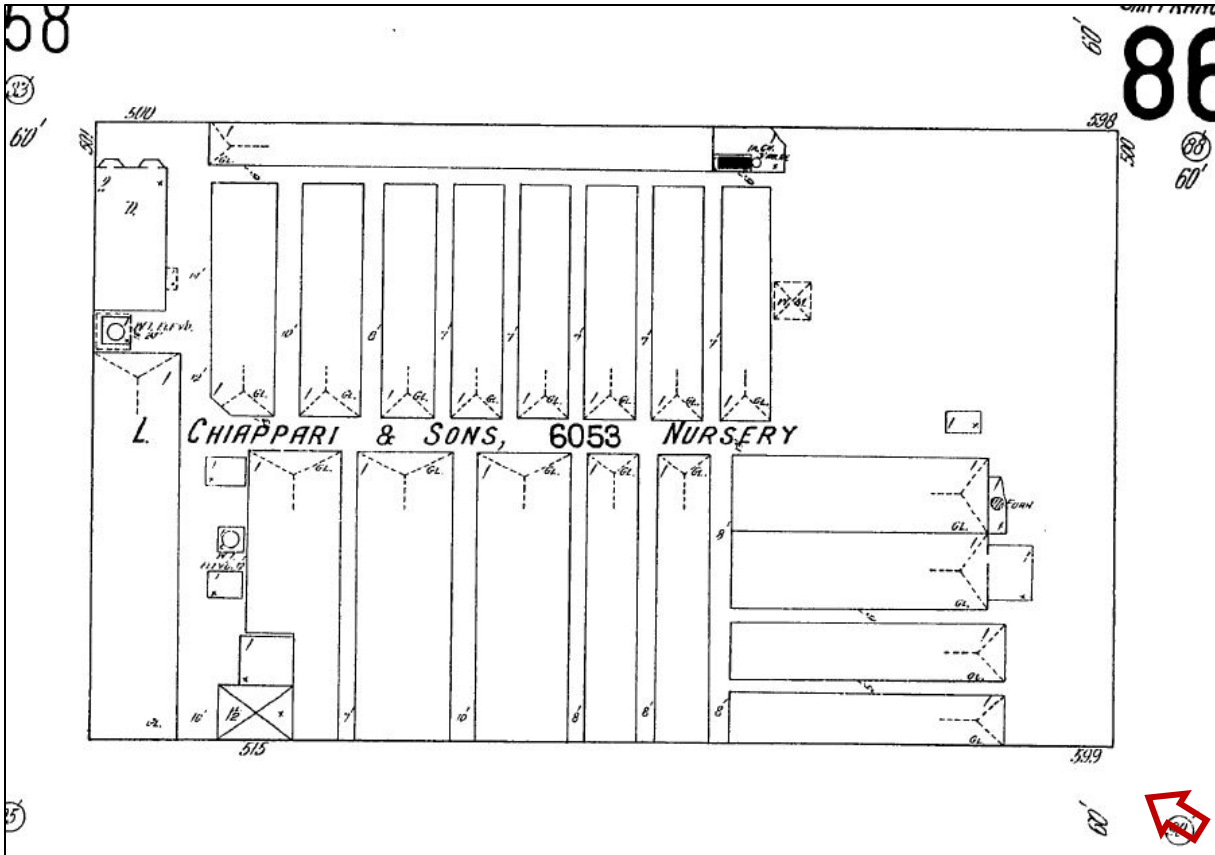


Figure 39. 1914 Sanborn Insurance Map, Volume 8, Sheet 866, edited, showing the Chiappari & Sons Nursery, which occupied the entire block bounded by Somerset, Woolsey, Holyoke, and Wayland street; arrow points north. Source: San Francisco Public Library.

The Ferrari Brother’s nursery was the largest nursery in the area in 1914, spanning all or part of three blocks bordered by Silliman, University, Burrows, and Amherst streets (**Figure 41**). The complex included approximately 40 greenhouses of varying sizes, a water tower and four additional elevated water tanks, a boiler house with two boilers, an automobile garage, an outhouse, two ancillary buildings, a one-story single-family dwelling, and a two-story single-family dwelling (two-story dwelling extant, 202 University Street). Four of the Ferrari brothers lived and worked at the nursery, as did seven Italian-born laborers.¹⁶⁸

¹⁶⁸ 1910 U. S. Federal Census, California, San Francisco, Enumeration District 0078.

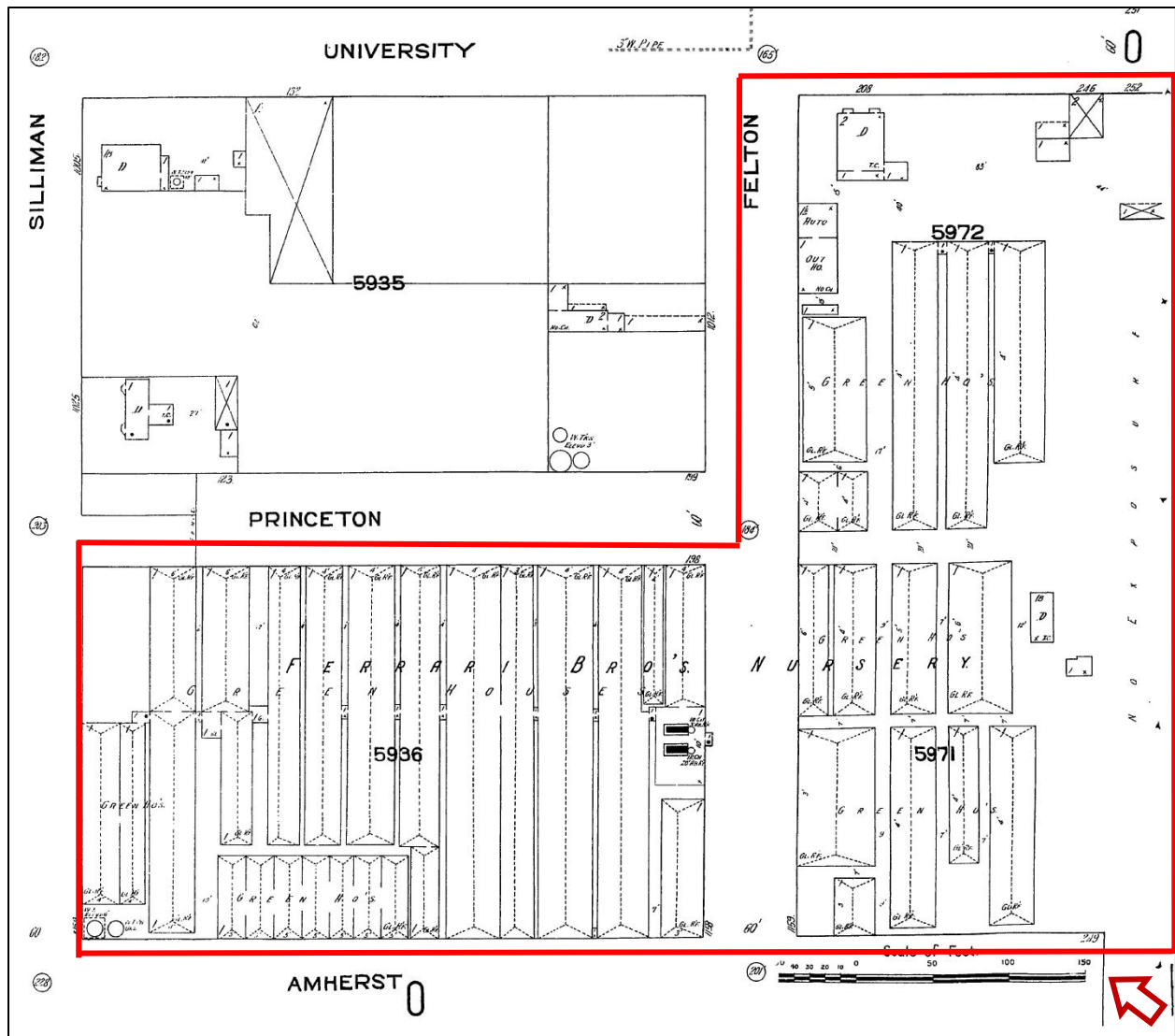


Figure 40. 1914 Sanborn Insurance Map, Volume 8, Sheet 866, edited, showing the Ferrari Brothers Nursery outlined in red, occupying three blocks; arrow points north. Source: San Francisco Public Library.

A generally strong economy in the 1920s along with the removal of the last of the cattle uses in the Portola District contributed to a continued rise in the number of nurseries. By 1925 the Portola District reached its peak concentration of flower growers, with 21 nurseries operating in the neighborhood, 15 of which were operated by Italians. By this time, operators of some of the first nurseries in the neighborhood had either died or were retiring, and some older nurseries were sold to new ownership, as at 511 Somerset Street, on the east side of Somerset Street between Wayland and Woolsey streets, established by John Pfenninger in 1890, and passed on to Silvio Domillo in 1925 (and then again to the Parodi Brothers in 1935).

The increase in the number of nurseries in the Portola District was abruptly halted by the onset of the Great Depression, when there was little money to establish any new businesses, and existing businesses suffered. Several additional factors impacted existing nurseries in the Portola District during the 1930s.

Between 1936 and 1937, the University Mound Reservoir expanded to the blocks bordered by Bacon, Bowdoin, Woolsey, and University streets, displacing the nursery of Anton DiPaoli, which had operated since 1900. And, beginning in the 1930s and continuing through the 1950s, the city incrementally purchased private land, and later condemned and forcibly possessed certain lots, in order to expand the size of McLaren Park. These actions displaced Antonio Siri's large vegetable gardens, and several flower nurseries, including the Gemignani's nursery at 850 Cambridge Street, and the land of Pauline DesRoches, whose father Louis had established one of the area's first nurseries in 1880.¹⁶⁹ All of these factors combined to reduce the number of flower nurseries in the Portola District: while an aerial photograph of the district taken in 1938 shows the landscape dotted with the distinctive white gables of greenhouses, by 1940 there were only ten nurseries remaining in the district (**Figure 42**).



Figure 41. 1938 aerial photograph of the Portola District, showing greenhouses; arrow points north. Source: David Rumsey Map Collection, www.DavidRumsey.com.

During World War II, the celebrations and memorials of wartime enabled many of the Portola District flower nurseries to stay in business, although some nurserymen grew vegetables or raised chickens to feed themselves and supplement their income. After the War, a strong economy boosted the flower industry, and some nurseries invested in modernized equipment. In the 1950s and 1960s, the University Mound Nursery, Joseph Winant's nursery (descendant of Edward Winant), and the Restani nursery all

¹⁶⁹ Garibaldi, 8, and "Supervisor's Actions," *San Francisco Chronicle*, August 25, 1959, 2.

installed substantial new boilers to pump larger amounts of warm moist air through their greenhouses, and new systems to circulate chemical pesticides and fungicides.¹⁷⁰

Despite these investments, a variety of factors contributed to the continued closure of flower nurseries in the Portola District in the 1950s and 1960s. Post-war population increases in San Francisco created a strong demand for single-family housing, and many nursery owners opted to sell their large land holdings to developers. The first nurseries to be sold for housing were located on the level blocks of the district, close to San Bruno Avenue. In 1940, California Evergreen Nursery, located on an entire block bounded by Fulton, Somerset, Gottingen, and Burrows streets, was purchased by the Heyman Brothers Real Estate firm, who constructed 38 new homes on the block. The Parodi Brothers nursery, which occupied the north half of the block bounded by Somerset, Wayland, Goettingen, and Woolsey streets, was replaced by housing in 1941, and the Chiappari nursery, later operated by Angelo Boccolari & Co., which occupied the entire block bounded by Holyoke, Wayland, Somerset, and Woolsey streets, was replaced by housing in 1948. As the level areas of the district became built-out, some nurseries in the hillier part of the district also sold land to developers. The Ferrari brothers sold a portion of their nursery east of Felton Street between University and Amherst Streets in the mid-1950s, and new housing was constructed there by 1957. The Pardini Brothers nursery at the corner of Mansell and Colby streets and the Winant family nursery on the north side of Felton Street between Yale and Cambridge streets were both replaced by housing by the early 1970s. In some cases, second and third generation members of these nursery families transitioned into careers as builders and developers, including Leon Winant, grandson of nurseryman Edward Winant, who in the 1960s and 1970s developed housing on land that had been part of the Winant family nurseries.¹⁷¹

Growers in the Portola District were also significantly impacted during these years by changes in the wholesale flower market. The delicate nature of cut flowers historically demanded that flower farms be located close to the site of flower sales, so that farmers could get their crop to market before the flowers wilted or died. After World War II, improved highways and the introduction of refrigerated trucks enabled growers to safely transport delicate crops to market from much further distances. These more distantly-located farms benefitted from better climates and larger, less expensive tracts of land, all of which enabled them to lower their wholesale prices. This problem was compounded in the 1970s, as international policy encouraged the import of inexpensive flowers from South America. Rising fuel costs, wages, and new controls on pesticide use all combined to create a challenging business environment for flower growers in the Portola District in the 1970s.

Finally, demographic factors contributed to the decline of the Portola District's flower nurseries. The majority of the district's nurseries were established between 1900 and 1920 by Italian immigrants, and many of these men were able to pass their family businesses on to a second generation, as happened at the Ferrari, Gregoire, Winant, Pardini, and Garibaldi (University Mound) family nurseries. However, this transfer was less frequently successful from the second generation to the third generation. This was in part due to timing, as these transitions would have taken place during the 1950s and 1960s, in the face of

¹⁷⁰ Oral histories with Gerald Garibaldi and Clare Winant O'Sullivan, and Russell, and Garibaldi, 29.

¹⁷¹ Oral history with Clare Winant O'Sullivan.

the housing demand and industry changes previously discussed. However, the financial success of many of the district’s flower nurseries enabled later generations to attain higher education and transition into professional fields, leaving the hard labor of flower growing in the past. Also, as first and second-generation growers retired, some experienced the negative health effects of their industry’s early reliance on unregulated pesticides, potentially further souring younger generations’ desire to continue in this line of work.¹⁷² For all of these reasons, many of the nurseries in the Portola District closed after the second generation of growers retired.

By 1970, there were five flower nurseries operating in the Portola District. Four were nurseries that had been operating in the neighborhood for over fifty years, including Mrs. Leonie Winant & Sons at 1330 Felton Street, the Ferrari Orchid Co. at 150 Amherst Street, Joseph Gregoire Wholesale at 850 Silliman Street, and the University Mound Nursery at 770 Woolsey Street. The fifth was the Fatima Nursery, also called Bay Area Wholesale Florists, at 1420 Wayland Street, which was established by Albert Restani in 1949.¹⁷³ Restani grew up in a nursery family, as his father Cesare Restani had grown roses on Geneva Avenue through the first decades of the twentieth century.¹⁷⁴ The land on Wayland Street where Albert Restani established his carnation nursery had previously been operated by nurseryman Fernande Molleraux in the 1920s.

The Winant, Ferarri, and Gregoire family nurseries were all replaced by housing in the first half of the 1970s, and by 1975 only the University Mound Nursery and the Restani family nursery were still operating. The University Mound Nursery stopped operating in 1990 after the death of owner Steve Garibaldi. The Restani nursery stopped operating in the early 1990s and was replaced by housing between 1997 and 2005.¹⁷⁵ The University Mound Nursery is the site of the only remaining greenhouses in the Portola District.

Table 1 (below) includes all known nursery operators in the Portola District between 1865 and 1990. The table includes flower growers (not vegetable growers), and is drawn from available information in San Francisco City Directories, the U. S. Federal Census, and secondary sources. Multiple generations of single-family ownership are consolidated; duplicate surnames indicate sibling or other family branch ownership. The table includes all persons who were described as nursery owners, nursery operators, wholesale flower sellers, greenhouse owners, greenhouse operators, and florists working on their own account, and excludes persons described as gardeners or nursery laborers. Shaded entries indicate Italian ownership.

Nursery	Location	Year(s) of Known Operation	Product
Golden Acre Nursery	West side of San Bruno Avenue near Bacon Street	1865-1889	
California Nursery, Henry Melde	San Bruno Avenue between Egbert and Fitzgerald avenues	1880-1895	

¹⁷² Ibid.

¹⁷³ Garibaldi, 28.

¹⁷⁴ Cesare Restani in the U. S. Federal Census, 1910, 1920, 1930.

¹⁷⁵ San Francisco Planning Department, Property Information Map.

Nursery	Location	Year(s) of Known Operation	Product
Henry Neuberger	West side of San Bruno Avenue between Bacon and Wayland streets	1880-1900	
Louis DesRoches	San Bruno Road near Visitacion Valley (1323 Woolsey Street)	1880-1910	
Antoinette Rigal	Cambridge Street near Woolsey Street	1885-1886	
Lacazette Brothers	West side of Somerset Street near Burrows Street	1885-1890	
Columbus Ferrari, Ferrari Brothers, L. D. Ferrari	Henry Street near Princeton Street; 202 University Street; 500 Somerset Street	1887-1970	Roses, orchids
Joseph Gregoire (Gregory)	Cambridge Street near Felton Street, Silliman Street near Colby Street (911 Silliman Street), 850 Silliman Street	1889-1970	Carnations, roses, orchids
John Pfenninger	Somerset Street near Wayland Street (511 Somerset Street)	1890-1915	
Louis Chiappari, Joseph Chiappari, Mario Chiappari	Corner of Wayland and Somerset streets (500 Somerset Street)	1895-1925	Potted plants, Easter lilies, poinsettias
Joseph Argento	Woolsey Street near Somerset Street	1895-1905	
Eugene Rosaia	Woolsey Street near Amherst Street	1895-1905	
Louis Calero	Cambridge Street near Felton Street	1895-1900	
E. Lemaire	Cambridge Street near Felton Street	1900	
Edward Winant, Leonie Winant, Mrs. Leonie Winant & Sons	Cambridge Street near Bacon Street, 109 Cambridge Street, 1330 Felton Street	1900-1970	Carnations
F. A. & Leon Bonneau	Corner of Felton and Goettingen streets (202 Goettingen Street)	1900-1915	
Fick & Faber, Charles Fick	Woolsey Street near Cambridge Street, 1401 Woolsey Street	1900-1905	
Anton Dipaoli	2609 San Bruno Avenue, near Burrows Street, 578 Dartmouth Street	1900-1935	Daisies, marigolds, field stock
Eugene Gregory	Cambridge Street near Woolsey Street	1900	
Emile Ponte	Dwight Street near Yale Street	1900-1910	
August & Frederick Stagnaro	610 Charter Oak Avenue, 724 Charter Oak Avenue	1900-1930	
Leon Winant	Cambridge Street near Bacon Street (310 Cambridge Street)	1900-1940	Carnations
Louis Garibaldi	1223 Woolsey Street	1905	
August Jacquemet	1401 Woolsey Street	1905-1920	
Mrs. Mary Gregoire	630 Cambridge Street	1905	
Manuel Rolleri, Mario Crescio, California Evergreen Nursery	400 Goettingen Street, 202 Goettingen Street	1910-1940	Easter lilies, poinsettias, tulips, daffodils
Enrico Rossi	2608 San Bruno Avenue	1910	
Frank Carrara	154 Berlin (Brussels) Street	1910-1935	

Nursery	Location	Year(s) of Known Operation	Product
Stefano Pardini Orleno Pardini	Corner of University and Mansell streets, 890 Mansell Street, 836 Colby Street	1910-1970	
Cesare Fabbi	630 Cambridge Street	1910	
Joseph Arata	743 Charter Oak Avenue	1915	
Angelo Boccolari & Co.	500 Somerset Street	1920-1945	
G. M. Galeazi	2698 San Bruno Avenue	1920	
Larquier & Capderville	1401 Woolsey Street	1920-1925	
Fernande Molleraux	1420 Wayland Street	1920-1930	
Lorenzo Pardini, Lorenzo Picetti	750 Yale Street	1920-1925	
John Bocazza	298 Goettingen Street	1920	
Gaston Lievre	1320 Wayland Street	1920	
Frank Gemignani	1415 Wayland Street, 850 Cambridge Street	1920-1940	Daisies, marigolds, field stock
Fred Brajnardello	1415 Wayland Street	1925	
Ernest Crescio	850 Woolsey Street	1925	
Silvio Domilla	511 Somerset Street	1925-1930	
Victor Garibaldi, University Mound Nursery	500 Holyoke Street	1925-1990	Roses, snapdragons, marigolds, dahlias, stock
Adolfo Granara	400 Somerset Street	1925-1950	Potted plants, aloe vera, evergreens
Ernest Mustrado	650 Cambridge Street	1925	
Ignacio Pardini	932 Hamilton Street	1925-1960	
Joseph Winant	190 Cambridge Street	1925-1965	Carnations, snapdragons
Eugene Rossi	876 Dartmouth Street	1925	
Dominic Banzero	415 Oxford Street	1930	
Antonio Olivieri	425 Holyoke Street	1930-1940	Gardenias
Giulio Santini	454 Somerset Street	1930	
Ernesto Rosato	816 Dartmouth Street	1930	
Fortunato Fornari	925 Hamilton Street	1930	
Parodi Brothers	511 Somerset Street	1935-1940	
Antonio DeMattei	425 Holyoke Street	1940-1945	
Mrs. C. E. Prentice	2645 San Bruno Avenue	1940	
Emil DeAntonio	551 Goettingen Street	1940	
Joe Crosariol	425 Holyoke Street	1945	
Albert Restani, Fatima Nursery, Bay Area Wholesale Florists	1420 Wayland Street	1951-1990	Roses, carnations
J. P. Winant	390 Cambridge Street	1951	Carnations

ARTICLE 10 LANDMARK DESIGNATION

This section of the report is an analysis and summary of the applicable criteria for designation, integrity, period of significance, significance statement, character-defining features, and additional Article 10 requirements.

CRITERIA FOR DESIGNATION

Check all criteria applicable to the significance of the property that are documented in the report. The criteria checked are the basic justification for why the resource is important.

- Association with events that have made a significant contribution to the broad patterns of our history.
- Association with the lives of persons significant in our past.
- Embody distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.
- Has yielded or may be likely to yield information important in history or prehistory.

STATEMENT OF SIGNIFICANCE

770 Woolsey Street (APN 6055/001), site of the University Mound Nursery, is historically significant for its association with the commercial flower-growing industry in the Portola District of San Francisco. The flower industry emerged alongside the establishment of the city itself, and flowers have long characterized the spirit of San Francisco, from the turn of the twentieth century, when it was reported that no city of its size “buys [flowers] so lavishly,” through the 1960s, when the pop hit “San Francisco” directed visitors to “wear flowers in your hair.” The first commercial flower-growing nursery in the Portola District was established in 1865: by 1900 there were 16 nurseries in the district, and the concentration peaked in 1925 with 21 flower nurseries covering upwards of thirty blocks. There were only a handful of nurseries located in other parts of San Francisco, and no neighborhood outside of the Portola District hosted this dense a concentration of nurseries.

The subject site at 770 Woolsey Street was undeveloped in 1921 when it was purchased, along with the adjoining block (Assessor’s Block 6054) by five Italian brothers, Vittorio, Antonio, Giovanni, Ernesto, and GioBatta Garibaldi. On these two blocks the Garibaldis built their nursery, consisting of greenhouses where they primarily grew roses, and fields where they grew dahlias, delphinium, French marigolds, pansies, coreopsis, and several other varieties of cut flowers. When established, the subject site included 13 greenhouses, a boiler house, and other structures including a windmill, two water tanks and an artesian well. Two additional greenhouses were constructed before 1938. The nursery was operated by the Garibaldi brothers through the 1950s, when ownership and operation passed to second generation members of the family, cousins Steve and Andrew Garibaldi. Three additional greenhouses were constructed on the subject site in 1951, and the small office building was built around 1958, after the family sold Assessor’s Block 6054 to a housing developer. Steve and Andrew Garibaldi operated the nursery until Steve Garibaldi’s death in 1990. The Garibaldi family sold their crop at the San Francisco Flower Terminal for the entire time their nursery was open.

The University Mound Nursery operated for approximately 68 years and was one of the last nurseries operating in the Portola District, outlasting all but one other. All of the other nurseries that historically covered upwards of thirty blocks in the Portola District have been demolished and replaced by housing. The subject site includes the last remaining commercial greenhouses in a district that was once so thoroughly characterized by nurseries that it was known as the city's Garden District. It is also one of the last floricultural industrial properties in the city. This property type supplied the product for the city's floricultural industry, and formed the supportive roots that enabled that industry to grow.

770 Woolsey Street (APN 6055/001), site of the University Mound Nursery, is also historically significant for its association with the role Italians and Italian Americans played in the city's floricultural industry. Italian immigration to San Francisco peaked in the years between 1880 and 1920, and most new arrivals came from agricultural regions in northern Italy. Italians who sought agricultural work settled in the city's southeastern districts, including the Portola District. By 1900 half of the 16 nurseries in the Portola District were established by Italian immigrants, and by 1925, when the concentration of nurseries in the Portola District peaked, 15 of the district's 21 nurseries were owned and operated by Italians and Italian Americans.

The University Mound Nursery was established in 1921 by the Garibaldi brothers, whose story closely mirrors larger patterns of Italian immigration to San Francisco. The family came from an agricultural region in northern Italy. Oldest brother Vittorio arrived in 1900 and settled in the Italian enclave of North Beach for several years before moving to the Bayview District, one of the city's southeastern districts. Younger brothers arrived one at a time until the youngest brother GioBatta arrived in 1921. Once reunited, the brothers constructed and operated their nursery alongside their male children and hired hands who were also Italian immigrants. Ownership of the nursery passed from the first generation of Garibaldis to the second in the 1950s; and the nursery was operated by the second generation of the family until 1990 when operations ceased.

Within the first generation of Garibaldi brothers, Vittorio and Ernesto were members of the San Francisco Flower Growers Association (SFFGA), the Italian and Italian American flower growers' organization that worked alongside similar Japanese and Chinese organizations to establish the San Francisco's first wholesale flower market in 1924, and the purpose-built San Francisco Flower Terminal in 1956. The Garibaldi family sold their crop at the San Francisco Flower Terminal for the entire time their nursery was open, through 1990. In 2015 the San Francisco Flower Terminal was determined eligible for the California Register for its associations with San Francisco's floral industry and inter-ethnic commercial cooperation.¹⁷⁶ The Garibaldis and the University Mound Nursery participated in this significant industry and in the inter-ethnic commercial cooperation which made the Flower Terminal historically significant. The University Mound Nursery is representative of the role Italians and Italian Americans played in the city's historically significant floricultural industry.

¹⁷⁶ San Francisco City and County Planning Department, *Central SOMA Historic Context Statement & Historic Resource Survey* (San Francisco: San Francisco Planning Department, 2015) 99.

PERIOD OF SIGNIFICANCE

The period of significance for the University Mound Nursery at 770 Woolsey Street begins in 1921, when the undeveloped site was purchased by the Garibaldi brothers and construction of the greenhouses began. The period of significance ends in 1957, the last year that ownership of the property was held by the first generation of Garibaldi brothers, before ownership transferred to the second generation and a portion of the original extent of the family's land was sold off. This year also captures more broadly the time when greenhouses in the Portola District began to be rapidly supplanted by housing.

INTTEGRITY

Historic integrity is the composite effect of seven qualities: location, design, setting, materials, workmanship, feeling, and association. A property retains historic integrity if it reflects the spatial organization, physical components, and historic associations that it attained during the established period of significance. The period of significance for the subject property is 1921-1957. Despite reduced integrity of materials, workmanship, and setting, considered as a site in sum, the University Mound Nursery at 700 Woolsey Street retains sufficient integrity to convey its historic significance.

Location: Integrity of location refers to whether the property has been moved or relocated since its construction. The buildings, structures and objects at the subject property have not been moved and therefore retain integrity of location.

Design: Design is the composition of elements that constitute the form, plan, space, structure, and style of a property. Design reflects historic functions and technologies as well as aesthetics, and includes such considerations as the structural system; massing; arrangement of spaces; pattern of fenestration; textures and colors of surface materials; type, amount, and style of ornamental detailing; and arrangement and type of plantings in a designed landscape. It also applies to the way in which buildings, sites, or structures are related.

The subject property retains integrity of design. The greenhouses and the boiler house were constructed for utilitarian functions and they retain the design elements that express their historic functions and technologies. While it is not specifically known if the Garibaldi brothers used a pattern book or some other type of blueprint for construction of their greenhouses, they followed a standard design for rose-growing greenhouses, as described in contemporary industry manuals of the era. The greenhouses include design elements including wood construction, wood cheek walls, an asymmetrical three-quarter span roof, a width ranging between 16 and 20 feet, roof ventilators, and three or four rows of shallow beds in which roses were grown. The greenhouses were constructed by members of the Garibaldi family, as was standard practice among growers. The boiler house was similarly functional in its design, with a rectangular footprint and gable roof, and was also constructed by the Garibaldi brothers. The spatial arrangement of the greenhouse on the lot also reflects design choices made in service of the structures' historic function and technologies. The greenhouses are oriented along an east-west axis to maximize sun exposure through the longer, south-facing span of their roofs. They are arranged in two parallel rows and constructed using the ridge and furrow method, maximizing use of the available land while creating a narrow aisle along the middle of the lot, used for centralized watering equipment and enabling growers

to access all of the greenhouses from a centralized location. These simple design choices, in the greenhouses, the boiler house, and at the spatial arrangement of the site, remain in place and have not been altered. Likewise, small design elements reflect an eye towards functionality such as the placement of finger holes at sliding doors and tapered gutter caps remain in place. The construction of the one-story office building after 1957 does not detract from integrity of design at the site because it was constructed in a formerly undeveloped area and does not interfere with or overwhelm existing design elements of the greenhouses, boiler house, or spatial arrangement of the site. Overall, all of the elements that constitute the function and form of the greenhouses and the boiler house, as well as the plan and spatial arrangement of the site as a whole remain in place and unchanged from the period of significance, and the property retains integrity of design.

Materials: Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. The choice and combination of materials reveal the preferences of those who created the property and indicate the availability of particular types of materials and technologies.

The subject property has reduced integrity of materials, largely as a result of deterioration due to exposure to the elements and 28 years of disuse. The greenhouses were constructed of simple material elements including wood members and small panes of glass, which were expected to be regularly painted, maintained, repaired and/or replaced as needed. This expectation of replacement is in part why small panes of glass were used in greenhouse construction. Deterioration of materials at the greenhouses does not represent an irreparable loss to the historic integrity of the structures, because the simple material elements were intended to be consistently repaired and replaced. While most of the materials at the greenhouses have undergone deterioration, some to a severe extent, none of the historic material has been removed and replaced with non-historic materials, and the greenhouses are able to continue to convey their historic period of construction.

Overall, 12 greenhouses retain a moderate level of material integrity, meaning that all or most of their wood framing members remain in place, some of their glass panes remain in place, their ridgeline is unbroken, there is some indication of where their planting beds were located, and they retain the material elements of smaller design features such as door(s) and gutters. These include eight greenhouses on the east side of the lot, which were constructed ca. 1922, and four greenhouses on the southwest portion of the lot, one of which was constructed ca. 1922 and the other three between 1925 and 1938.

Three of the greenhouses retain very low material integrity, meaning that some or all of their wood framing members are no longer in their original upright position, little or none of their glass panes remain in place, their ridgeline is broken or noticeably bowed, their planting beds are no longer present or legible, and/or they no longer retain material elements of smaller design features. These include two greenhouses at the southeast portion of the lot, one of which was constructed ca. 1922 and the other between 1925 and 1938, and one greenhouse at the northwest portion of the lot, constructed in 1951.

Three of the greenhouses do not retain material integrity, meaning that they have collapsed and no longer have walls or a roof. Some of the framing members of these greenhouses remain on the ground at the

site. These three greenhouses are located at the center-west portion of the lot. One was constructed ca. 1922 and two constructed in 1951.

The boiler house retains a moderate level of material integrity. Damaged material elements include the roof, which has collapsed, window pane glass, and some board siding, which appears damaged by extreme weathering. Material elements which retain integrity include the building's four walls, which remain upright, the board siding, which remains in place though weathered, and the massive chimney, which is anchored by cable but remains upright. The interior of the building was not accessed in the preparation of this report.

Objects on the site which were installed during the period of significance include two metal drum tanks at the south side of the site and the system of pipes which lead from the boiler house and the tank to the greenhouses to provide steam heat. These objects retain good material integrity, in that they have not been altered.

The office building was constructed outside of the period of significance and its material integrity is not evaluated for this reason.

In summary, 12 greenhouses retain moderate material integrity, three greenhouses retain very low material integrity, three greenhouses do not retain material integrity, the boiler house retains low material integrity, and the objects at the site retain good material integrity. Overall, despite reduced material integrity, the site considered in sum retains enough material integrity to convey its historic materiality and appearance.

Workmanship: Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure, object, or site. Workmanship can apply to the property as a whole or to its individual components. It can be expressed in vernacular methods of construction and plain finishes or in highly sophisticated configurations and ornamental detailing. It can be based on common traditions or innovative period techniques. Workmanship is important because it can reveal individual, local, regional, or national applications of both technological practices and aesthetic principles.

The greenhouses were likely ordered from a supplier and were assembled by the Garibaldi brothers. It is also likely that the boiler house was constructed by the Garibaldi brothers and based on a pattern or instruction manual. The greenhouses and the boiler house were constructed for utilitarian purposes and as such do not include particularly expressive examples of workmanship. Although these vernacular structures do reflect reduced material integrity, they are unaltered and thus they do display evidence of the labor and skill of the original builders. Likewise, the greenhouses reflect all of the design elements that were typical of rose-growing greenhouses of the era in which it was constructed, and so it does reflect common traditions and period techniques. Overall, despite reduced material integrity, the property retains integrity of workmanship.

Setting: Setting is the physical environment of a historic property. Setting refers to the character of the place in which the property played its historical role. It involves the property's relationship to surrounding features and open space. Setting often reflects the basic physical conditions under which a property was built and the functions it was intended to serve. In addition, the way in which a property is positioned in its environment can reflect the designer's concept of nature and aesthetic preferences. The physical features that constitute the setting of a historic property can be either natural or manmade, including such elements as topographic features (gorge, crest, hill), vegetation, simple manmade features such as fences or paths, and the relationship between buildings and other features or open space.

The subject property retains moderate integrity of setting. When construction starting in 1921, the subject property was largely surrounded by open space. Hamilton, Wayland and Bowdoin streets were unpaved. The block east of the subject property contained one house, and the rest of the block was part of the Garibaldi family's flower growing operation, used for growing outdoor stock. A handful of houses were located nearby, but none facing onto the subject property. West across Bowdoin Street there were greenhouses nearly identical to those at the subject property, surrounded by open space, beyond which was the University Mound Reservoir. Changes to the setting began by the mid-1920s, as three new homes were constructed on Holyoke Street; by the mid-1930s, the greenhouses on the west side of Bowdoin Street were torn down in advance of the construction of the south basin of the University Mound Reservoir, and Monterrey Cyprus trees were planted in the remaining open space surrounding the south basin. Although housing construction increased in the Portola generally in the 1940s, more significant changes to immediate setting of the subject property took place in the 1950s, as the houses north of the subject property on Wayland Street were constructed between 1951 and 1955, and the houses south of the subject property on Woolsey Street were constructed between 1953 and 1958. Changes to the immediate setting after 1957, the end of the period of significance for the subject property, include construction of the houses on the east side of Hamilton Street, on what has been the outdoor stock fields of the Garibaldi family, in 1961.

Changes to the setting within the boundary of the subject property after the period of significance include construction of the one-story office and storage building at 700 Woolsey Street between 1958 and 1968. Despite this construction, integrity of setting within the boundary of the subject site remains strong. The arrangement of greenhouses on the middle of the east and west sides of the lot and open space at the northwest and south sides of the lot reflects the historic arrangement, and the sloped topography of the site remains unchanged. The office building is small in size and functional in use, which minimizes its impact on the setting of the site.

Despite changes to the setting in the area surrounding the subject property, some integrity of setting remains in the continued existence of open space west of the subject site in the area surrounding the south basin of the University Mound reservoir; in the retention of the neighborhood's street grid; in the dramatic topography of the neighborhood; the unpaved unmaintained area north and west of the greenhouses (rather than paved sidewalk); and in the presence of trees on the profile of the hill along Dwight and Mansell streets.

Overall, while new construction surrounding the subject property has reduced its integrity of setting, the subject property retains moderate integrity because changes made within the subject site have minimal impact on the setting of the site and because some elements of the historic setting remain in place, including general topography, open space to the west of the subject property, and trees on the ridgeline south of the subject property.

Feeling: Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character.

The subject property retains moderate integrity of feeling. As introduced in the discussion of integrity of location and design, the subject property retains physical features that convey its historic character, because the physical features that were constructed at the subject site during its period of significance remain in place and largely unaltered, and 12 of the original 18 greenhouses at the site retain a moderate level of material integrity. However, integrity of feeling is reduced because six of the 18 greenhouses and the boiler house are in extreme material disrepair and retain low or no material integrity, which diminishes the property's ability to convey its historic character as a robust greenhouse complex. Additionally, the property is no longer used for commercial rose growing, which diminishes its ability to convey its historic character. However, some of this loss is mitigated by the presence of wild rose bushes on the site, which grow up through and over the structural members of some of the greenhouses. Overall, the subject property retains moderate integrity of feeling.

Association: Association is the direct link between an important historic event or person and a historic property. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Association requires the presence of physical features that convey a property's historic character.

The subject property retains strong integrity of association. It is the location where the Garibaldi family established the University Mound Nursery and where they grew roses for over seventy-five years. The greenhouses in which they worked, the boiler house from which they heated and pumped water into their greenhouses, the aisles down which they walked to access their greenhouses, the finger holes in which they placed their hands to open their greenhouses, and the open space in which they grew additional crops such as fruit trees, all remain in place at the subject property. Despite some loss of integrity of materials and workmanship, as discussed above, more than enough of the physical features that were constructed during the property's period of significance remain in place to enable the property to convey its historic character to an observer. Therefore, the subject property retains integrity of association.

Character Defining Features

Whenever a building, site, object, or landscape is under consideration for Article 10 Landmark designation, the Historic Preservation Commission is required to identify character-defining features of the property. This is done to enable owners and the public to understand which elements are considered most important to preserve the historical and architectural character of the proposed landmark.

The character-defining features of the University Mound Greenhouse property at 770 Woolsey Street include:

- The footprint, scale, and massing of the 12 greenhouses which retain a moderate level of material integrity;
- The arrangement of the greenhouses within two parallel rows along the center north-south aisle;
- The north-south aisle which runs through the center of the lot and provides access to the greenhouses from within the lot;
- The orientation of the individual greenhouses along an east-west axis in order to take advantage of the sun;
- The ridge-and-furrow arrangement of the greenhouses;
- The three-quarter span roof plan of the greenhouses, typical of rose-growing greenhouses;
- Remaining material elements of the 12 greenhouses which retain a moderate level of material integrity, including wood structural members, metal operating elements such as pulleys, wood doors and gutters, glass panes, and ventilator system at the roofline;
- The footprint, scale, and massing of the boiler house;
- The remaining material elements of the boiler house, including wood siding and metal chimney;
- The aisle which runs north-south through the center of the lot and provides access to the greenhouses from within the lot;
- Metal pipes elevated on metal risers that travel from the boiler house through the center of the lot to provide steam heat to the greenhouses.

ARTICLE 10 REQUIREMENTS SECTION 1004(B)

Boundaries of the Landmark Site

Encompassing all of and limited to Lot 001 on Assessor's Block 6055, bound by Woolsey, Hamilton, Wayland and Bowdoin streets.

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Dear Commissioners,

Enclosed please find:

1. 96 letters supporting the Historic Landmarking of the 770 Woolsey greenhouses (signatories listed below), and
2. 183 comments made by signers of the Change.com petition supporting the preservation of 770 Woolsey (there are so far 2844 online petition signatures and approximately 250 more on paper—only the comments made online are reproduced herein)

Letters enclosed from businesses, schools, and non-profits:

1. AK Studio
2. Alta Vista School
3. Book and Wheel
4. Ferment Drink Repeat Brewery
5. FrameArt Studio
6. Goettingen Neighbors Group
7. Help McLaren Park
8. Portola Neighborhood Association
9. Shaping San Francisco
10. The San Francisco School

Letters enclosed from individuals:

11. Adam Morris
12. Alice Kamiya and Dan Huynh
13. Alicia Barba
14. Alton Halvorson
15. Amy Lin
16. Angela Matt
17. Anna Halvorson
18. Barbara Harrington
19. Bonnie Bridges
20. Brian Foust
21. Celina Holmes-Murphy
22. Charles Dabo
23. Cindy Cheung
24. Clara Chow Holmes
25. Connie Chow
26. D. Halverson
27. Dan Payne and Julia Fong
28. Dante del Grosso
29. Dennis Sherman
30. Donna Biagi
31. Donna Vargas
32. Elin Ouye
33. Elisa Laird-Metke
34. Emily Silagon
35. Eric Lamnar
36. Esther Morales
37. Fernando Canales
38. Frances Cave
39. Gary Harrington
40. Gilberto Barba
41. Gloria Fisher
42. Greg Holmes
43. Guthrie Allen
44. Hayli Holmes
45. Isabel Wade
46. Jalen Lim
47. Janet Planells
48. Jennifer Bertana
49. Jennifer Clevidence
50. Jenny Giatis
51. Jim Banta
52. Joan Lo Guidice
53. John Manning
54. Johnny Shenone
55. Josh Lai
56. Kelly Torres
57. Kleyton Jones
58. Lani Asher
59. Laura Kemp
60. Laura Milvy
61. Leila Dwight
62. Liana Koehler
63. Lisa Dunseth
64. Lisardo Planells
65. Mabel Chow
66. Maria Alvarez-Martin
67. Maria Consuelo Padua
68. Maria Kielian
69. Marisa Rawling
70. Mary Williams
71. Maryann Ciapparra Milla
72. Matteo del Grosso
73. Michael Bura
74. Michele Woolf-Avramov
75. Mimi Lim
76. Monique Garcia
77. N. William Metke
78. Natasha Halverson
79. Nina Aguiano
80. Oscar Melara
81. Patricia Tablante
82. Patrick Lee
83. Patsy M. Munoz
84. Phil Clevenger
85. Phillip Hua
86. Ray Rauen
87. Ricardo Alvarez
88. Richard C. Padua
89. Roberta Romani
90. Ron Ng
91. Sara Whitman
92. Sarah Burke
93. Scott Fletcher
94. Timothy Balon
95. Toriana Holmes
96. Victor Tablante

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

In an early sequence of the movie *The Last Black Man in San Francisco*, the main characters move through various local streets that might be called “the real San Francisco”—places seldom visited by tourists. A prominent portion of this sequence was shot along the University Mound Greenhouses at 770 Woolsey. While a voice-over narration talks about the destruction of historic properties in San Francisco to replace them with shiny new buildings for newcomers, men in hard hats and construction gear are seen climbing up the sides of the greenhouses.

That the filmmakers chose this location to exemplify the rapidly disappearing physical history of this city is no surprise. **The 770 Woolsey greenhouses are the last standing testament to the city’s history of agriculture**, and deserve to receive Historic Landmark status for their role in that history and the cultural significance to this city that they retain to this day.

The City of San Francisco has consistently demonstrated interest and support for the site.

- In October 2016 the Board of Supervisors unanimously voted in approval of a resolution officially recognizing Portola’s agricultural heritage and declaring the neighborhood “San Francisco’s Garden District.”
- After touring the site in 2016, San Francisco’s Recreation and Parks Department (RPD) expressed interest in partnering with the Portola to investigate acquisition and development of 770 Woolsey as a new community and urban agriculture asset. RPD is a natural partner given its role as the City’s lead agency for urban agriculture, its experience managing recreational spaces and community gardens, and its practice of acquiring new parcels through their open space fund.
- In April 2017, the City reaffirmed its longstanding commitment to urban agriculture when the Board of Supervisors passed a resolution proposed by District 9 Supervisor Hillary Ronen recognizing the critical importance of land acquisition for farming use and establishing criteria for identifying potential agricultural sites for acquisition. The 770 Woolsey site meets many or all of the criteria.
- Using funding received from the District 9 Supervisor’s office, in July 2015, the Portola Green Plan was developed by the Portola Urban Greening Committee, made up of a diverse group of Portola residents. The Plan proposed the creation of new green spaces and public art within the Portola and highlighted the 770 Woolsey greenhouses as a key component of the greening efforts.

The Portola has worked for many years to maintain agriculture at 770 Woolsey.

As early as 2013, Portola neighbors were meeting in one other’s homes to discuss a plan to retain this historic site for future generations by reviving the agricultural heritage there. [Numerous newspaper articles and radio pieces](#) since 2014 in both English and Chinese language publications illustrate the publicity these efforts have been receiving over the years.

We respectfully request that the Commission recognize the historic significance of 770 Woolsey, and grant Landmark status to this very last remaining site where a working farm once stood in San Francisco.

Sincerely,
Elisa Laird-Metke
President, Friends of 770 Woolsey

Dear Commissioners,

I have lived and worked in the Portola neighborhood for the last five years. As a professional artist who has been commissioned to create public art in places like the San Francisco International Airport, soon to be in the 19th Street Oakland BART station, and the new Southeast Community Center in the Bayview, I am keenly aware of how large scale public art reflects and is shaped by the environment in which it exists. Public art is an opportunity to reflect the history and potential of the site. Nowhere is that more apparent than the outsized influence the 770 Woolsey greenhouses have had on the public art in the Portola.

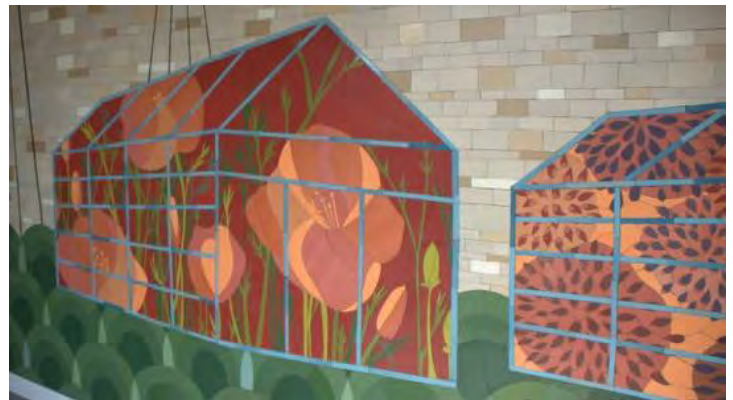
There are no fewer than seven painted murals and large scale mosaics in the Portola that feature either the greenhouses themselves or the flowers that used to be grown in the 21 family-run greenhouses that historically dominated this neighborhood. The prevalence of this theme indicates just how influential the 770 Woolsey greenhouses are on the neighborhood's identity, both past and present. These greenhouses are a cornerstone of our neighborhood and represent a cultural marker for a district hardly known to the rest of the city.

The Portola has been designated "San Francisco's Garden District" by the City. Our public art reflects how much we have taken that identity to heart. Where some may see blight and neglect at 770 Woolsey, the Portola sees beauty, history, and inspiration. I urge you to designate the last standing greenhouses of the Portola as a Historic Landmark, to preserve this source of inspiration for future artists, as well.

Sincerely,
Phillip Hua



Burrows Pocket Park, 1 Burrows Street



Palega Recreation Center, 500 Felton St.



1390 Silver Avenue



2499 San Bruno Avenue



2469 San Bruno Avenue



Silliman Street and San Bruno Avenue



300 Sweeny Street

Chris Carlsson
2844 Folsom Street
San Francisco, CA 94110

July 5, 2019

Dear Commissioners,

I support the designation of 770 Woolsey as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property must be preserved and renovated as an urban agricultural oasis.

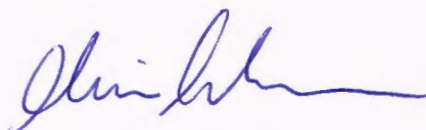
The greenhouses at 770 Woolsey are particularly special to me because of their historic resonance and architectural charm. Whatever can be saved, should be, but more importantly, the preservation of the land as a place where food is grown locally is vitally important. Historic landmark designation will help connect the long history of agriculture in this district with the vitally important future of urban-based food production. Facing catastrophic climate change, this property presents a unique opportunity to connect history with a future that is rapidly approaching, one in which we must re-establish historic knowledge and practices that helped feed the city in the past (by way of inspiration, recall that at the end of WWII, San Francisco had 70,000 Victory Gardens within its limits, and the U.S. as a whole was getting more than 40% of its fresh produce from city-based gardens—today it is less than 3%.)

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,



Chris Carlsson

co-director, Shaping San Francisco

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

As a native resident interested in the welfare of this community, I passionately support the designation of 770 Woolsey Street as a landmark of historic significance to the city.

As a resident, former Portola District student, and volunteer as a member of Friends of 770 Woolsey, I have deep connections to the community and seek to support community-sponsored initiatives. As long as I can remember, parcels of greenhouses dotted the neighborhood and I have always associated these well-worn glass houses with my youth. From my earliest childhood memories growing up in the Portola, the greenhouses have always been a distinct fixture of wild flowers growing in the neighborhood. Little did I realize these weathered greenhouses held a storied past as thriving commercial nurseries for a hundred years. So, it was quite disheartening to see most of the nurseries demolished, along with the rich history each one held. 770 Woolsey is the very last of the 21 former nurseries that long established a unique landscape, unlike any other in the City.

Over the years, the greenhouses have become a source of cultural inspiration for numerous art projects throughout the Portola and the subject of interest in multiple publications highlighting the neighborhood. These very greenhouses even made a noteworthy appearance in the critically acclaimed film, *The Last Black Man in San Francisco*, immortalizing the most iconic image and cultural identity of the Portola. Designating this parcel as a landmark would help restore and recognize the heritage of agriculture that has long characterized the Portola. With the recent designation as *San Francisco's Garden District*, residents carry on the neighborhood's agricultural tradition through several gardening groups. Gardening is so deeply-rooted in this neighborhood, that the Portola Garden Tour attracts hundreds of guests annually. This tour has been held for the past twelve years and showcases approximately twenty public and private gardens in the neighborhood. Although this community resumes the gardening traditions of the past, the greenhouses at 770 Woolsey remain one of the last links to the history of commercial agriculture in San Francisco.

Designating this parcel as a Historic Landmark is important to preserving the space as a permanent community asset for Portola residents and San Francisco as a whole. A community landmark would strengthen connections between diverse residents and bring in visitors that would not otherwise traverse to the Southeast side of San Francisco. The past few years I have seen the renewal of San Bruno Avenue with the opening of new businesses, the revival of the Avenue Theater, and the construction of green spaces and gardens. The effort and support of community volunteers and non-profits have helped revitalize this corridor, attracting outside residents to this part of town. A landmarked space would truly validate Portola's unique character, add charm to this evolving neighborhood, and be a genuine asset for San Francisco.

A landmark of this size and nature would be a lasting treasure for future generations to enjoy. In an ever-changing city where individuals increasingly feel socially isolated, this site could provide a permanent space to foster deep connections, involvement, and ecotherapy that residents need to thrive in a tech-centric city. There's little doubt that face-to-face social connectedness is strongly associated with physical and mental well-being. As a conceivable recreational and educational hub for the

community, this space could benefit some of the City's most vulnerable residents, including seniors and youth. This property is the only undeveloped parcel of this size remaining in San Francisco, making it a prized community asset and exceptional point-of-interest for all San Francisco residents.

In addition, Historic Landmark Designation would highlight and preserve the evolving immigration history of this working-class neighborhood. A landmark opportunity would provide long overdue visibility and recognition to Portola residents that have shaped San Francisco history, particularly the Northern Italian immigrants that built the commercial greenhouses at 770 Woolsey in the 1920s.

Lastly, the greenhouses are not just a symbol of Portola, they are a tangible embodiment of San Francisco's past. Flowers have long been the epitome of San Francisco's identity. The expression 'Flower Child' immediately invokes visions of San Francisco in the late 1960s and '70s. This term is so synonymous with the idealistic youth that gathered in San Francisco during the Summer of Love that Scott McKenzie urged visitors, "If you're going to San Francisco/Be sure to wear some flowers in your hair." During this notable time in San Francisco's storied past, flowers have come to symbolize the ideals of inclusion, belonging, peace, and love. A Historic Landmark Designation for these greenhouses would exemplify these same ideals that San Francisco and the residents of the Portola still hold true. Without Historic Landmark Designation, there is no way to recapture the past or rewind time. It is essential we preserve San Francisco's longstanding flower legacy, as both a tribute to our past and a symbol for our future.

Sincerely,

A handwritten signature in cursive script that reads "Natasha Halvorson". The signature is written in black ink on a white background.

Natasha Halvorson – Portola Resident/Community Volunteer

From: Joan Lo Giudice <jlogiudice@veritablevegetable.com>

To: diesel1620@aol.com <diesel1620@aol.com>

Sent: Thu, Jul 4, 2019 12:36 pm

Subject: 770 Woolsey Street has been my life for past 40 years; the Rose Green Houses are our History and they need to be memorialized

Please forward this to the San Francisco Historic Planning commission

I have lived across the street from these beautiful greenhouses, at 770 Woolsey when they were still actively growing roses. Our neighborhood has always been serene with all of the beautiful big trees growing also growing in the area. I raised my three kids here in this beautiful quiet, and peaceful garden neighborhood. As a San Franciscan and Portola resident, I am writing to let you know, everyone I know, in this area is devastated that we are about to lose the historic beauty that 770 Woolsey Street has been all these years. Yes, some of the newer nurseries are falling down, however, thankfully the older nurseries are still standing strong. They sure don't make things like they used to.

The history of the southeast neighborhoods in San Francisco deserves recognition. Although there are hundreds of Landmarked buildings and Districts in San Francisco, only a handful of those are located in the southeastern part of the city. The contributions of the residents here to the history of this city should not be overlooked. I ask that the planning commission designate 770 Woolsey a San Francisco Historic landmark.

As, I am sure you have heard, the Portola neighborhood, known as the San Francisco's garden District, has a long existing relationship with urban farming, greening, and gardening. The 770 Woolsey site is significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century; there used to be 20 other family Owned Nurseries in the area. They are no longer, and that means this is the last one, and the last chance to memorialize this fantastic San Francisco History. Urban Gardens is where it is at these days, and what better place to represent with an Urban Garden on this property, inside and outside a couple of those beautiful nursery buildings that still stand.

The Portola is the city's Garden District, and the greenhouses exemplify that. In 2016, the Board of Supervisors officially designated the Portola "San Francisco Garden District" and we are truly proud of that nickname, and we are the perfect place for a much needed Urban Garden where we can continue to come together, and do some Urban Farming. We will make San Francisco proud of this beautiful garden neighborhood. We have a large bill board proclaiming our Garden District identity that is easily seen from the Highway 101.

There are numerous volunteer groups of neighbors working to uphold this greening tradition, both formally and informally, with volunteer work days and fundraiser heartily attended. Our back yards are filled with fruit, vegetables, and flowers, and we display them during the annual Portola Garden Tour. Which attracts hundreds of people annually from all over the City and even the East Bay. The 770 Woolsey greenhouses are a physical reminder of all of these aspects of our agricultural past, present and future.

The Portola has long been interested in presenting urban agriculture at 770 Woolsey. The neighborhood's interest in developing a community asset, at the site is long-standing and well documented neighborhood residents and leaders have been consistently outspoken and proactive about their interest in developing a community asset at the site since at least 2013, as seen in consistent press from local print and radio news sources. As well; as the neighborhood S 2-15 Portola Green Plan, created by a diverse group representing the various Portola Groups which identified the 770 Woolsey site as an important facet of the neighborhood's green future.

The history of the southeast neighborhoods in San Francisco definitely deserves recognition. Only a handful of those the San Francisco Landmarked buildings exist in the southeastern part of the city. This

unique, beauty of a site and should not be allowed to be lost. The many and amazing contributions of the residents here to the history of this city should not be overlooked. I ask that the planning commission to please designate 770 Woolsey a San Francisco Historic landmark. It is our History, it is San Francisco's History, and it is perfect for the times. Urban gardening is huge, and more nurturing than the produce it will produce, it will maintain the greenery, and the therapeutic nature that is currently there. The reason we raised our families there. This quiet family neighborhood needs your attention, and you, San Francisco, need this green urban and historic garden to be preserved for its unique beauty and grace.

I hope you come out and see what a magical historic place this neighborhood is.

Joan Lo Giudice

**Veritable Vegetable
Office Manager**

TEL: 415.550.4826 FAX: 415.641.3505

1100 Cesar Chavez Street, San Francisco, CA 94124

jlojudice@veritablevegetable.com

www.veritablevegetable.com



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

770 Woolsey in San Francisco's Portola District should be designated an Historic Landmark

1 message

Marisa Rawling <mrawling@comcast.net>

Sat, Jul 6, 2019 at 8:34 PM

To: aaron.hyland.hpc@gmail.com, dianematsuda@hotmail.com, kate.black@sfgov.org, ellen.hpc@ellenjohnckconsulting.com, RSEJohns@yahoo.com, jonathan.pearlman.hpc@gmail.com, andrew@tefarch.com

Dear Commissioners,

I am writing to urge that [770 Woolsey](#) be designated a San Francisco Historic Landmark. As a resident of the Portola District, I feel strongly that the neighborhood's identity as the Garden District requires that the lot be protected from for-profit development (especially the current building plan that the developers are pushing) and preserved for the future.

The greenhouses on the parcel are the last remaining remnant of a formerly thriving local trade focused on growing flowers and vegetables for the city. It's a beautiful and evocative site, with the ruined greenhouses covered by climbing roses recalling the "bare ruined choirs" of Wordsworth. [770 Woolsey](#) is a unique locus that preserves the history of our district and offers a fresh green vista in the heart of the Portola.

The Southeast district of the City has been neglected for decades and now is being wantonly plundered by developers intent on obliterating these neighborhoods' character and charm to line their pockets. At best, the developers will erect a clutter of cheaply-made condos priced for the tech class, a grossly overbuilt complex that will offer no beauty or embellishment to the Portola, and which will probably violate a number of building codes to satisfy the quest for profit. The Portola is already overrun by cement and paving over [770 Woolsey](#) would be a tragedy.

Here in the Southeast, we often feel like a distant colony of the San Francisco north of 280. Our neighborhoods are treated with casual indifference, if not outright disdain, as the bureaucrats and supervisors based at City Hall prefer to impose their latest whims on residents without the resources, clout and confidence to resist. We have fewer acknowledged Historic Landmarks than the neighborhoods of "touristed" San Francisco but our streets still have traditions and a heritage that merit recognition.

By designating [770 Woolsey](#) a Historic Landmark, the Commission will demonstrate that it respects the feelings and contributions of the people of the Portola and the Southeast.

Thank you for your attention.

Sincerely,

Marisa Rawling

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

As you may already be aware, the Portola Neighborhood Association is a volunteer-based non-profit organization serving the needs of San Francisco's Portola neighborhood. Our membership comprises long-time residents, new homeowners and renters, merchants, commercial property owners, and recognized leaders in our community. For over ten years, the PNA has been diligent in its efforts to nurture and preserve the Portola's vibrant and diverse cultural identity, and to improve the quality of life here in myriad ways. Consistent with these efforts, we wholeheartedly support the designation of 770 Woolsey Street as a Landmark of historic significance to both our neighborhood and to San Francisco.

In 2016, the Portola earned its official designation as San Francisco's Garden District. This was a direct result of grass-roots efforts in our community, including PNA projects such as art installations, public events, and the transformation of derelict public spaces into thriving community gardens. Our Garden District designation recognizes the Portola's contemporary identity around gardening and greening projects. Just as importantly, the designation also pays homage to our neighborhood's longstanding agricultural history. While today's Portola is characterized by block after block of midcentury single-family homes, prior generations knew our community as a thriving agricultural center. A trip through a previous era's Portola would have entailed traveling past dozens of bustling nurseries and greenhouses throughout the neighborhood. The property at 770 Woolsey is the last existing vestige of those facilities, which once dominated our community's landscape. Designating this property a Landmark now would preserve a tangible link to our past for generations to come. The significance of doing so for our neighborhood's culture and heritage can hardly be overstated.

770 Woolsey represents a unique legacy that formed the roots of our community over a century ago. While the site has now fallen into disuse, it retains the potential to become an asset for the Portola and for San Francisco, if its historic nature is recognized and protected. Our neighborhood's interest in developing a community asset at this site is longstanding. Residents and local leaders have been outspoken about this for nearly ten years. In 2015, the Portola Green Plan was created by a diverse group of neighborhood constituencies; the Plan identified the 770 Woolsey site as an important facet of our neighborhood's green future. As the only remaining site –Citywide– suited for significant agricultural use, the potential to create a community asset around this historic location is exceedingly rare. We believe that Landmark designation is appropriate to ensure that any future use of this property reflects its historic significance to our local community, and to the city at large.

Finally, we ask the Commission to consider the relative scarcity of historic recognition in and around our Garden District. Although San Francisco can boast of hundreds of Landmarked buildings and Districts, only a handful of those are located here in the southeastern part of the city. Our community's contributions to the history of our city should not be so casually overlooked. We ask that the Planning Commission designate the 770 Woolsey site a San Francisco Historic Landmark.

Sincerely,

Alexander Hobbs
Board Chair
Portola Neighborhood Association

N. William Metke
614 Hamilton Street
San Francisco, CA 94134

July 5, 2019

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Proposed Historic Landmark Designation of 770 Woolsey Street

Dear Commissioners:

I write to express my enthusiastic support for your designation of the greenhouse property at 770 Woolsey Street as a San Francisco Historic Landmark in our City's Portola neighborhood.

I am a longtime San Francisco resident, and I have been a homeowner in the Portola for over ten years. My house overlooks the 770 Woolsey Street site. I have raised my two children in this neighborhood, I am an active member of the Portola Neighborhood Association, and I consider myself to have deep roots in the community here.

You may already be aware that, in recent years, our neighborhood was recognized with an official designation as San Francisco's Garden District. Our community takes great pride in its collective identity around gardening, growing, and greening. For many of us, this means volunteering our time and efforts in greening projects throughout our neighborhood, such as tree plantings in coordination with Friends of the Urban Forest, and working to transform derelict public spaces into thriving community gardens. I believe that such projects demonstrate our direct and continuous link with the Portola's longstanding agricultural past.

The Portola has a unique history of having grown flowers and fresh produce for San Francisco markets for over 70 years. Today, our neighborhood is characterized by blocks of single-family houses. In the 1920's however, the Portola was home to dozens of productive nurseries and greenhouses, sprawling over thirty blocks. **These facilities were once emblematic of the Portola and of its community identity; only one of them is still visible today.** The property at 770 Woolsey Street is the last remaining vestige of our neighborhood's unique history. Designating this property a Landmark would preserve it as a tangible link to our vital past. Failing to do so would squander a cultural resource which can never be regained.

It has been nearly 30 years since the 770 Woolsey greenhouses were last put to any productive use; their physical condition is far from pristine. However, the unique personality of the site remains obvious and compelling. Our neighborhood has an active and longstanding interest in developing a dynamic community asset at the greenhouses –one which is consistent with the property’s historic character and past use. In 2015, this interest coalesced in the Portola Green Plan, which identified 770 Woolsey as a central component of our neighborhood’s (and our City’s) green future. Citywide, this is the only location presently suited for any type of significant agricultural use. I believe strongly that any future use of this site should be consistent with its absolutely unique history. Granting Landmark status to the property and its structures would ensure that any future development on the site honors and expands upon its historical significance, rather than simply erasing it.

I urge the Commission to recognize the irreplaceable historical significance of this location, both to our neighborhood and to the City at large, by designating the property at 770 Woolsey Street a San Francisco Historic Landmark. Thank you.

Very truly yours,

A handwritten signature in black ink, appearing to read "N. William Metke". The signature is fluid and cursive, with a large initial "N" and a long, sweeping underline.

N. William Metke



ferment · drink · repeat

BREWING COMPANY

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Shae Inglin and I am the co-owner of Ferment.Drink.Repeat Brewing Company, a San Francisco brewery which opened on San Bruno Avenue in the Portola Neighborhood three years ago in hopes to help in the revitalization of a historic community. My husband and business partner, Kevin Inglin, and I are also residents of the Portola neighborhood. We, both, live and work in the community.

As a business and residents in the community we wholeheartedly support the designation of 770 Woolsey Street as a Landmark of historic significance to the city. We are NOT anti-development. We understand the housing shortage in our ever growing city and the need to build more. However, we don't believe this is the spot in the city for more housing. This plot of land binds the Portola's historical significance to the city at large. In our opinion, this plot of land should serve as a legacy to what the neighborhood represented when it was founded ... agriculture. As your agency is surely aware, in the last few years our neighborhood has been redesignated the Garden District by the city. We as a community, felt it was important to reconnect with our roots (pun intended) because we realized our identity could be lost with the ever changing demographics and influx of tech businesses. The Garden District is who we are and fits with our ideals. We want to expand upon that identity with the plot of land at 770 Woolsey.

Without an identity, who are we? You can ask that about individuals or about a community as a whole. A clear identity is an integral part of a thriving community which makes it stand out from all others. An identity is what makes us unique. Farming and gardening is what the Portola is known for and maintaining the land at 770 Woolsey for an urban farm and learning center would solidify a true identity for the neighborhood. Please help us in securing that identity by designating the land with historical significance.

Thank you for your kind consideration,
Shae Inglin
Co-owner of Ferment.Drink.Repeat Brewing Co.

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

I am the owner of AKstudio located at 150 Silliman St operating since 2015. My business has been a consistent supporter of Portola neighborhood activities, including sponsoring Art Pop Up Shows, art classes, and community activities supporting Portola Neighborhood Association.

As a business owner interested in the welfare of this community, I wholeheartedly support the designation of 770 Woolsey Street as a Landmark of historic significance to the city.

I'd rather see a park/community/garden center than a housing development. I'm attached to the preservation of our cultural history, but I understand the rationale behind the need for more housing. I think there are other more suitable sites for the kind of development presented to us, better served by public transportation, and there is nothing left in SF like the 4 square blocks of greenhouses with such a great climate for gardening.

I moved here from the Mission in the early 90s with my young family as a first time home buyer because of the single family home, working class, unpretentious character of the Portola. Parking is actually better in the Mission now. I tried to buy the house behind me a decade later, but the owners told me I could never afford what developers would offer and never gave me a chance to bid on it. At the time there was no majority of any one race or culture. I bought a peaked roof Victorian built in 1898 that was well preserved, unlike a house with the same design and foot print one block away that had been remodeled with modern materials and add-ons that I didn't think fit the aesthetic character of a Victorian. I feel like I saved my house from cultural hegemony, but I realize that's just my taste and values.

I live near Palega Playground and I see how a community center like that serves everyone and the changing nature of our community, so that is what I would rather see done at that site.

Sincerely,
Arthur Koch
156 Girard St.
SF, CA 94134



CORE MEMBERS

Pakize Gurdal-Diri

Phillip Hua

Laura Kemp

Eric Rottenberg

Mikki Salas

Ruth Wallace

Jeanette Wright

The Goettingen Neighbors Group is a 501(c)(3) non-profit organization.

Tax ID: 23-7131784

GNGCORE@GMAIL.COM

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

I am writing on behalf of the Goettingen Neighbors Group, a San Francisco non-profit group made up of Portola residents that has worked for over 15 years building community through landscaping and activating the hill and staircase at Goettingen and Dwight Streets.

As a non-profit that works on community open spaces and greening, we wholeheartedly support the designation of 770 Woolsey Street as a Landmark of historic significance to the city.

770 Woolsey is unique to the Portola's identity as San Francisco's Garden District.

As a place that has been a site of agriculture for a hundred years, 770 Woolsey is the very last of the 21 former nurseries that used to dominate this neighborhood's landscape. Designating this parcel as a Historic Landmark would recognize the heritage of agriculture that has long characterized the Portola, and preserve it for generations to come.

The 770 Woolsey property has cultural significance to our neighborhood and the city of San Francisco.

The Portola has coalesced its personal and artistic identity around the greenhouses. The City has designated this neighborhood as San Francisco's Garden District, and we hold that title proudly. In addition to the large sign at Highway 101 announcing this designation to all who drive past our neighborhood, there are numerous murals throughout the neighborhood depicting the greenhouses themselves or the flowers that used to be grown there. The fact that so many artists recognize that the greenhouses are central to this neighborhood and chose to memorialize them in their work is testament to the central role 770 Woolsey plays in the Portola.

The history of the Southeast neighborhoods in San Francisco deserves recognition.

Although there are hundreds of Landmarked buildings and Districts in San Francisco, only a handful of those are located in the southeastern part of the city. The contributions of the residents here to the history of this city should not be overlooked.

770 Woolsey is an opportunity to build community in the Portola.

As a non-profit working in the Portola, we seek to create and improve neighborhood spaces to provide educational opportunities and build community among all of the diverse residents of this neighborhood. Designating this parcel as a Landmark is important to preserving it as a permanent community asset for the Portola and San Francisco that would strengthen the connections between its diverse residents.

I hope that you will recognize the history of our neighborhood and the future of our community.

Sincerely,

Eric Rottenberg



To Whom it May Concern,

I am writing to voice my support to designate 770 Woolsey as a landmark and to create a working farm at the location. This is the last of the nursery's in the "Garden District" and it was bought by a developer in July 2017. Since then the Portola residents have been fighting and advocating for the site to be turned into as a community serving urban farm as envisioned by The Greenhouse Project (TGP).

Our sister neighborhood, Visitacion Valley has the wonderful Greenway project with blocks preserved for gardens. The Portola District also deserves to have land designated safe from development and preserve the integrity of our Garden District. This space, like the Greenway project, will be an area where people can walk to in the neighborhood and enjoy the nature that once was abundant in San Francisco. The farm project will also help turn this neighborhood into a destination. People will not only come to see the farm and learn about agricultural programs and food but will discover the beauty and quality inherent in growing our own products. Then they will be able to head over to the commercial strip on San Bruno and bring money into this district by spending money there. None of this is possible without the last of the historical Garibaldi greenhouse Rose gardens, built in 1922, and encompassing approximately 2.2 acres in the heart of the Portola District, obtaining landmark status.

A recent item in Time Magazines, July 8, 2019 issue titled "Does ZIP code equal life expectancy" states "where you live directly affects your health in a number of ways, from exposure to air pollution and toxins to accessibility of health food, green space and medical care." This working farm, unlike the development which will cause more pollution, will provide healthy food and green space and make our Zip code a healthier zip code than it currently is as well as be a testament to the long history of urban agriculture and family nurseries in the Garden District and San Francisco.

The Greenhouse Project (TGP) supports access to healthy food and green space through a thriving farm which will model financial and environmentally sustainable food production in urban San Francisco as well as strengthen the Portola community and connect it to greater San Francisco. By designating this area as a historical site and keeping it safe from developers who wish to cash in, will help strengthens connections between the Portola's diverse residents and builds upon its identity as the Garden District A successful demonstration of thriving urban agriculture in the 2nd densest U.S. city will help develop important best practices and motivate other cities to initiate similar neighborhood-based projects.

Please designate this area as a landmark and keep it safe from developers and development.

Sincerely,

Laura Milvy

Letter of Support for 770 Woolsey Landmarking

1 message

Monique Garcia <monique.r.garcia@gmail.com>
To: friendsof770@gmail.com

Thu, Jun 27, 2019 at 12:13 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses in San Francisco, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The Greenhouses at [770 Woolsey](#) are special to me personally because I'm married to a 3rd generation San Franciscan who grew up just a couple blocks away from the greenhouses. We are lucky enough to now be able to live in that same house he grew up in and we've just had our first child - our little 4th generation native! For the last 14 years of my relationship with my husband and his family I've heard many stories about the greenhouses. Our whole family used to live within blocks of each other near the greenhouses - this family cares a lot about familial history and city history (they are always the best SF tour guides for friends), and I've met many members of the community that are just like them - amazing San Franciscans that take so much pride in their local establishments and organizations, and the historical and personal significance that is created around the longevity of great places and stories. The greenhouses are also special to me on a conceptual level - I strongly believe in urban agriculture and preserving and creating more spaces to interact with nature inside of the city - and when that interacts with commerce it's even better. I've always been impressed with San Francisco's agricultural initiatives and I love that my own neighborhood has been deemed the Garden District. It's far too fitting that the Portola's history of family-owned flower cultivation be historically landmarked within the Garden District - a district that has become known as "the little hood that could" for our beautiful efforts, our amazing community support of local businesses and organizations, and is made up of a ton of really great families that love to make things - all our neighbors we've met here seem to be working in their garden and making jams and preserves from their crops on the weekends! The greenhouses are a concrete visual reminder of this rich agricultural and family history that is so ingrained in our neighborhood that it continues today in the people that have stayed here and that choose to settle here. The fact that the flowers grown here supplied the SF Flower Mart makes it even more a point of local pride - their importance extends through citywide commerce - a nice claim for our little hood! It's also a really visually striking piece of land - it adds so much beauty and interest to an otherwise normal blocky neighborhood layout. Friends that visit us are always asking about the story of that land. It would be a point of pride to be able to call it a historical landmark, and maybe even eventually see it semi-restored. Our family has been taking photos of the greenhouses for years - like I said, they're a beautiful reminder of our past and the culture that builds our future.

I volunteer my time as a member of the Friends of [770 Woolsey](#) because I truly believe it's important to leave a place better than you found it, and contribute to helping your neighborhood and city thrive. In my year of working with the Friends I've never met more hardworking and passionate neighbors - it's refreshing and gives me hope for the future - a future I take a lot more seriously now that I have a baby. This neighborhood is impressive. I'm a local small business owner - I create branding strategies for entrepreneurs - and I've been helping out some of our newer establishments on San Bruno Ave so I've had my eyes on what's happening locally. All of the local shops work with the neighborhood groups and everyone here pulls together to make it a better place. This 770 group has really magnified that for me - to see all the shops and the neighbors coming together to get the word out about community meetings regarding this property and landmarking has been eye-opening. The community's interest in what happens to the greenhouses is so much bigger than mere concern for development and parking - so many of our community members have really read up on the history and some that I've met through our Instagram account are even descendants of families that used to work in the greenhouses when they were functioning! I've spent a considerable

amount of me volunteering with this group for being a new mom and business owner, and I would do it all over again tenfold to see this property gain landmark status!

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too. I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Monique Garcia-Milla

Portola resident

Dear Commissioners,

I heartily support the designation of 770 Woolsey Street as a San Francisco Historic Landmark. As San Francisco's last remnant of urban agriculture, it is important to uphold the cultural and economic significance those greenhouses represent.

It is essential to acknowledge this piece of the Portola's built environment which represents a significant era in the neighborhood's history. It was a time when the Italian-American floricultural industry dominated the area and played an essential role in the City's economy.

Newcomers and young people who are not familiar with this history need to know and remember this story. If we want to make good decisions about our future, we must remember our history.

In addition, it is both sensible and wise to carefully consider the future use of this land. Otherwise the unintended consequences of its overdevelopment could dramatically and negatively impact the community.

The issue of the greenhouses at 770 Woolsey is particularly consequential to me. As a Mission Terrace resident I remain extremely disappointed at our neighborhood's loss of Little City Gardens which was the city's only commercial farm. We lost a unique piece of our community. And now the Portola District is at risk of losing something equally valuable. Don't repeat the mistake that was made in Mission Terrace.

San Francisco's southern neighborhoods are often overlooked and disregarded. This is your opportunity to recognize a distinctive aspect of the Portola's history by designating 770 Woolsey Street a San Francisco Historic Landmark.

Thank you for your attention to this matter.
Sincerely,

Lisa Dunseth
Mission Terrace



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Greenhouse historic landmark status

1 message

Michellie <ke6rhl@dslextreme.com>
To: Friends of 770 Woolsey <friendsof770@gmail.com>

Mon, Jun 24, 2019 at 10:23 PM

Dear Commissioners,

I adamantly support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to me because **my Mother grew up on Goettingen St. in the Portola during the 1920's and 1930's. So much of my childhood and young adulthood were spent in that neighborhood at my Grandmother's house. It has always been a very special community. It was an immigrant success story of multiple ethnicities all living, working and succeeding together. The nurseries were the heart and soul of the neighborhood, supporting many employees and providing flowers for the majority of florists in San Francisco. Even in their now dilapidated state, 770 Woolsey attracts artists, photographers and historians. It's "picture postcard" scenic. This is a unique opportunity, to preserve history and neighborhood esthetics while being at the forefront of a new wave of modern horticulture. Restore several of the skeletal frames, and turn the rest of the acreage into a community garden, and teaching facility for the Horticulture Students at S.F. City College. The nursery must not be ravaged; the future of a city concerned with environmental issues is also at stake. I beseech you to do the right thing to honor and preserve its historical significance, while creating an exciting future for a distinct and very special and dear to my heart part of this city.**

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Michele Woolfe-Avramov

Sincerely, Michellie
ke6rhl@dslextreme.com

Kelly Torres

692 Hamilton Street, S.F., 94134

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

I am writing on behalf of Friends of 770 Woolsey, a San Francisco non-profit group made up of Portola residents, that has worked for 10 years to obtain and preserve the property at 770 Woolsey as a San Francisco Historic Landmark.

San Francisco is a remarkable and diverse city with its own style, consciousness and, importantly, a unique feel, distinctive from other parts of California. I believe it is essential to preserve the unique qualities and character that defines our city. As a third generation San Franciscan with deep family roots in the Portola, I wholeheartedly support the designation of 770 Woolsey Street as a Landmark of historic significance to the city.

I believe and am committed to this approach: urban development and revitalization that emphasizes community health, safety, historical preservation and equity of opportunity. This city's strategic plan goals should be strengthening and diversifying the city's communities. Designating 770 Woolsey in the Portola, as a Landmark, is a grand place to start.

The greenhouses at 770 Woolsey is unique to the Portola's identity as San Francisco's Garden District. As a place that has been a site of agriculture for a hundred years, 770 Woolsey is the very last of the 21 former nurseries that used to dominate this neighborhood's landscape. A landscape where my father's family grew, played, worked, made their own families, where my parents were married, where I was baptized and where my Grandmother lived until she passed at 92. Designating this parcel as a Landmark would recognize the historical horticultural commerce that has long characterized the Portola, and preserve it for generations to come.

An important moment has arrived to preserve a very unique part of San Francisco history:

The last remaining greenhouses at 770 Woolsey

It is my firm belief that this property should become a permanent community asset for the Portola and San Francisco that would strengthen its connections between its diverse residents.

Sincerely,

Kelly Torres

Kelly Torres
Portola Resident

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

I urge you to support the designation of 770 Woolsey Street as a property of historic significance to our city. These greenhouses are the last remaining physical representation of our Portola neighborhood's important contribution to our farming tradition.

In 1976 we purchased our first, and only home at 633 Woolsey Street, kitty corner from the 770 Woolsey Street greenhouses. It was the same year our daughter was born.

Our neighbors were George and Silvia to our right and Joe and Linda on our left. Silvia and Linda were Garibaldi Sisters, daughters of one of the original owners of the greenhouses. Silvia often shared stories of her Garibaldi family and of our neighborhood.

We can view the greenhouses from our front windows and it was a lovely site when they were bursting with their flowers for so many years!

On walks we would peek inside to gaze more closely at the beautiful roses. Sometimes a staff member would share a couple of roses with our little girl.

Even though the nursery has been closed and without care for many years, we can still find some roses finding ways to stay with us. Many people still stop to see and photograph the greenhouses. We have often seen people climb over the fences to view them more closely, photograph or sketch them.

A few times we saw a bus load of people photographing them, many finding a way inside. Once it was a college art class whose teacher said that the greenhouses were something he wanted his students to experience because we will never see anything like them again.

770 Woolsey Street is an important part of our neighborhood's past and I would be so pleased to see it marked as historically significant to our future.

Please designate 770 Woolsey as a San Francisco Historic Landmark.

Sincerely,

Barbara Harrington



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Save 770 Woolsey!

1 message

Nina Anguiano <nanguiano@caliva.com>
To: "friendsof770@gmail.com" <friendsof770@gmail.com>

Tue, Jul 2, 2019 at 11:43 AM

Dear Commissioners,

I support the designation of 770 Woolsey as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses in San Francisco, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The Greenhouses at 770 Woolsey are special to me because I grew up looking out over one of the most incredible, unknown view in San Francisco. I lived at 511 Hamilton Street for 18 year, (when I came home from the hospital in 1989 – heading off to college in 2007), directly across the street from the Woolsey Greenhouses and our front windows looked over the roses and beyond that, the hill leading up to the reservoir.

Every year, two to three times a year, the craziest and most wild roses would grow creating an astounding collage of color. Without any care or attention, the roses would grow back and remind our neighborhood of the resilience and magic that lived behind the walls, beneath the glass, on the overlooked block in a forgotten district.

I was, and still am, proud of 770 Woolsey because it represents the reality of many San Francisco Natives'. We are anomalies in a city that prides itself on culture and diversity. We're the resilient roots of a City that seems to have forgotten our contributions that lured transplant residents to settle in. Now, we're being asked to step aside and move over so someone can make room for a more profitable option.

In a district that most don't acknowledge, don't think to visit...I ask that you do your part to allow us to keep the piece of our Portola history that allow us to remain proud of our roots. Allow us to continue to share our stories and create a space that Natives, Transplants, and visitors alike can appreciate.

Thank you, very much for your time!

Born and Raised,

Nina Anguiano

Portola resident 1989-2007



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Letter to the Commission

1 message

Rick Alvarez <rick.alvarez@hotmail.com>
To: "friendsof770@gmail.com" <friendsof770@gmail.com>

Fri, Jul 5, 2019 at 6:51 AM

Dear Commissioners,

As someone who was raised in the Portola and still has ties to the area, I support the designation of 770 Woolsey as a San Francisco Historic Landmark.

As the last of what used to be 21 greenhouses, this property has importance to me, my family, the Portola neighborhood and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because given the increasing interest in urban agriculture, permaculture and locavorism, this property represents the ideal opportunity of promoting those said interests.

This property could be the centerpiece of the "Garden District", a designation spot on the map.

Much like the Sunnyside Conservatory on Monterey Boulevard 20 years ago, there were a group of committed individuals who had a vision beyond the blight (back then) of what possibilities a restoration could bring.

I strongly urge you to designate this unique property a San Francisco Historic Landmark.

Thank You

Sincerely,

Ricardo Alvarez



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Letter of Support: 770 Woolsey

1 message

Emily Silagon <esilagon34@gmail.com>
To: friendsof770@gmail.com
Cc: Angela Matt <angie@angelamatt.com>

Thu, Jul 4, 2019 at 11:22 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to me because I used to live in the neighborhood and would pass by them on my daily walk. They are a piece of tangible history that made me feel deeply connected to the neighborhood and engaged with its rich history. I absolutely support growth and progress in our neighborhood, but in ways that bring the community closer together... it is disheartening to see the vibrant history of our city threatened by money-hungry developers.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Emily

--

Emily Silagon, RA

e: esilagon34@gmail.com
c: 818.319.1179



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Preserve 770 Woolsey

1 message

Dan and Julia <da7ju6@gmail.com>
To: friendsof770@gmail.com

Wed, Jul 3, 2019 at 1:44 PM

Dear Commissioners,

We support the designation of 770 Woolsey as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to us, our family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to us because it is only a couple of blocks from our house and we very much want to know more about it.

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

We urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Dan Payne and Julia Fong

Ray Rauen

692 Hamilton Street, S.F., 94134

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

Ray Rauen from 692 Hamilton Street, San Francisco, writing on behalf of preserving a historic site in my neighborhood, the Portola, Garden District.

I've lived in San Francisco for a very long time and have enjoyed the presence of those greenhouses at 770 Woolsey, either in operation or dereliction. I am in favor of landmarking this site and preserving it for future generations so they can enjoy it and know the history of the last nursery in S.F., as I have.

I know the real estate speculators and the City want housing and money, but in 200 years, You, the commissioners will be remembered for preserving this as a historical landmark and a community farm asset, not for building housing.

San Francisco is a remarkable and diverse city with its own style, consciousness and, importantly, a unique feel, distinctive from other parts of California. I believe it is essential to preserve the unique qualities and character that defines our city. The greenhouses at 770 Woolsey is unique to the Portola's identity as San Francisco's Garden District. As a place that has been a site of agriculture for a hundred years, 770 Woolsey is the very last of the 21 former nurseries that used to dominate this neighborhood's landscape. Designating this parcel as a Landmark would recognize the historical horticultural commerce that has long characterized the Portola, and preserve it for generations to come.

As a San Franciscan with deep roots in the Portola, I wholeheartedly support the designation of 770 Woolsey Street as a Landmark of historic significance to the city. I support the Friends of 770 Woolsey, a San Francisco non-profit group made up of Portola residents, that this property should become a permanent community asset for the Portola and San Francisco, that would strengthen its connections between its diverse residents.

Sincerely,

Ray Rauen

Ray Rauen
Portola Resident



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Letter of Support

1 message

Connie Chow <chowconnie2@gmail.com>
To: friendsof770@gmail.com

Mon, Jul 1, 2019 at 6:02 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because my family has been living in the Portola District for the past 20+ years. Being just 1 block away from the stunning block of greenhouses, I have heard so many stories from my parents about the once-thriving city block in this secret corner of the city. My sister and I often talk about it being the secret garden of the Portola.

With it being the LAST block of greenhouses of its kind in San Francisco, it is EXTREMELY important to make sure that the city treats the land with the respect that it deserves.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Connie Chow

July 1, 2019

To: San Francisco Historical Planning Commission:

I am writing to give my and my family's full support of the mission of the Friends of 770 and to encourage the Commission to vote in favor of making 770 Woolsey a historic agricultural landmark.

We have lived in the Portola (at 738 Wayland Street - directly across from the greenhouses) since 1999 (20 years), raised our kids here and have been an active participant in the "greening" of our neighborhood. We have an amazing garden with chickens, raised vegetable beds, fruit trees and we also help our neighbors garden their yards.

I am SO excited about the prospect of this potential visionary urban agriculture project – and this land-marking is the first step to making this vision a reality.

I hope you will vote in favor of this landmark status and help set the stage for urban agriculture - a foundational component for sustaining our amazing city.

Sincerely,

Bonnie Bridges (and family)
738 Wayland Street
SF, CA 94134
bonnie.bridges8@gmail.com



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Letter

1 message

Isabel Wade <isabelwade@gmail.com>
To: friendsof770@gmail.com

Tue, Jul 2, 2019 at 9:06 AM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. This property is significant beyond the immediate neighborhood as a marker of what was once a thriving agricultural industry in San Francisco. The City focuses on buildings (look at the effort at restoration of buildings at Pier 70) but somehow never considers sites that represent other important aspects of the city's history.

The greenhouses at 770 Woolsey are particularly special to me as a long-time advocate for urban agriculture. It is highly important that the "Garden District" hosts the last remaining greenhouses in the City.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Isabel Wade, Ph.D.
Urban Resource Systems
--

Isabel Wade
Just One Tree, Chief Lemon Ambassador
415-601-6992



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Friends 770 Woolsey

1 message

johnny schenone <schenone13@sbcglobal.net>
To: Friends of 770 Woolsey <friendsof770@gmail.com>

Tue, Jul 2, 2019 at 12:23 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to me because it is a reminder of the history/legacy associated with the neighborhood back in the day when EssEff was known as "the city that knows how" versus the current tag, "only in San Francisco what with the transformation & machination that the city is under going.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Johnny Schenone



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

770 Woolsey, Historical Landmark designation

1 message

Mary Williams <mwilliams44@earthlink.net>
To: friendsof770@gmail.com

Tue, Jul 2, 2019 at 2:35 PM

Commissioners

San Francisco Planning Department

Dear Commissioners:

[770 Woolsey](#) should be designated as an Historical Landmark for San Francisco, as it's the last remaining remnant of a once thriving farming section of the City.

The history of San Francisco should be recognized and honored, not destroyed.

The entire City will benefit from learning about San Francisco's past and the contributions made by the Portola Neighborhood.

Please designate the property at [770 Woolsey](#) as an Historical Landmark.

Thank you.

Mary E. Williams



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

770 Woolsey and San Francisco Historic Landmark

1 message

Phil Clevenger <phil.clevenger@gmail.com>
To: friendsof770@gmail.com

Tue, Jul 2, 2019 at 4:11 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark.

As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to me for two reasons: *past* and *future*.

PAST: They are the last vestige of the old garden culture in Portola, and a marker of the area's rich history. Their presence adds considerable calm and romance to our neighborhood, and we love walking our dogs around the old nursery imagining the goings on there over the years. It's quality of life for sure :)

FUTURE: The presence of just this one parcel not given over to cookie cutter dwellings or cramped commerce gives us hope that perhaps one day a solution can be found that preserves the past, but weaves it into a new life for the parcel in the future... community gardening, public access, historical installations, who knows !

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Phil Clevenger

430 Somerset

The Portola

San Francisco, CA 94134



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

letter to Commissioners

1 message

Frances Cave <fcave44@sbcglobal.net>
To: "friendsof770@gmail.com" <friendsof770@gmail.com>

Wed, Jul 3, 2019 at 5:27 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because they represent our historic roots to the land. A generation or two ago, most people could point to a farming connection within their family history. In this era of industry and technology, it is important to acknowledge this history and our connection to the land.

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

Please designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Frances Cave

Dear Commissioners,

I support the designation of 770 Woolsey as a San Francisco Historic Landmark. My name is Matteo Del Grosso and I am 12 years old. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because I live directly across from them. If the lot in which the greenhouses are in gets demolished and houses are built instead, there will be no more remainders of greenhouses. Another reason is that they are remains of the past. No one will remember the past if there aren't any remains of it of that sort.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Matteo

Dear Commissioners,

I support the designation of 770 Woolsey as a Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city. The greenhouses at 770 Woolsey are particularly special to me because they remind me of the times when this world was not overpopulated with humans and when the world was not polluted. So I think for the good of the world

I want to please keep these
greenhouses standing, because if you
don't then what will be left of
this historic landmark. You got that
right **NOTHING!!! ZERO!!!** So please
I am the future generation and
in order to make the world a
better place, please these greenhouses
standing. I live across from these
greenhouses so I have seen them
every day of my life, so it
would be a huge change to me
if those greenhouses weren't there.

I urge you to designate this

unique property a San Francisco
Historic Landmark.

Thank you!

Sincerely,

Dante Del Grosso,

9 years - old



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Re: Update on Upcoming Hearings and Last Call for Letters of Support

John Manning <rayjohn9180@att.net>
To: friendsof770@gmail.com

Mon, Jul 1, 2019 at 11:53 AM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because **it's getting to be the last bit of history left untouched in our city.**

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely, John Manning

Book and Wheel

Kate Connell and Oscar Melara

info@bookandwheel.org – www.bookandwheel.org

415-584-8760

June 18, 2019

Dear Commissioners,

We are writing in support of the proposal to designate the greenhouse property at 770 Woolsey Street, San Francisco a Historic Landmark. As public artists living and working in the Portola for the last twenty-three years, deep research on the Portola's history has formed the foundation for many of our public art projects. These projects include games, a mural, handmade reference books for our local branch library, maps and a series of events. Each of these include representations of the greenhouses that filled the Portola and much of Southeast San Francisco for decades. The iconic greenhouses at 770 Woolsey, built by the Garibaldi Family, are an essential historical marker in our neighborhood. They represent a source of livelihood and pride for whole generations of Portolans, and curiosity and interest for new residents.

Our most recent work, *The Cultural Map of Southeast San Francisco*, is a participatory mapping project and was created in collaboration with Excelsior cartographer Sofia Vivanco Airaghi. As we carry the large version of this map to Southeastern neighborhoods for input and suggestions, the greenhouses are always identified as popular icons of the history of this working class swathe of the City.

The history of the Portola is mostly stored in the memories of longtime residents and yet the Portola's story is key to San Francisco's identity. This District continues to be home to those who have shaped the city's distinctive history: new immigrants and members of the city's labor force. Our crowdsourced map includes many locations rich in meaning for the residents of the Portola, Bayview-Hunters Point, Visitacion Valley and the Excelsior. Together, these sites demonstrate the vibrancy of our region's multi-layered working class culture. However, there are only a few historic buildings or long lived physical structures in this part of the city. Just this year, the last stable in the Portola was allowed to disintegrate and make way for new construction. The base of the last windmill in the Portola survives in a backyard, but the blades are long gone. Our aqua water tower, called by one life-long resident "our Coit Tower," is one of the few exceptions. It serves a practical function and was recently rebuilt. As native San Franciscans, we know that our neighborhood is little known or even understood by those living in other parts of the city. Greenhouses represent the cultural identity of the Portola District and that of all four Southeast San Francisco neighborhoods. We ask that the Planning Commission designate the greenhouses at 770 Woolsey a Historic Landmark so that they may fulfill our community's very practical need to mark our region's significance and its rich and complex history.

Sincerely,


Kate Connell

Oscar Melara





Fine Art Custom Framing Art Classes
150 Silliman St, San Francisco, CA 94134

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

I am the owner of FrameArt Studio, located at 150 Silliman St, San Francisco, 94134, operating since 2015. My business has been a consistent supporter of Portola neighborhood activities, including sponsoring neighborhood fundraising events such as Art Festivals, and supporting Art and cultural education for children. We create community at our Gallery and support the area creatives and artists. As a business owner interested in the welfare of this community, I wholeheartedly support the designation of 770 Woolsey Street as a Landmark of historic significance to the city.

I view urban agriculture in the Portola as an exciting opportunity for the growth of this neighborhood.

As a business operating in the Portola, we seek to support community-sponsored initiatives. Designating this parcel as a Historic Landmark is important to preserving it as a permanent community asset for the Portola and San Francisco that would strengthen its connections between its diverse residents. An urban farm there that would benefit all residents of not only the Portola but the whole city, and bring new customers to the commercial corridor on San Bruno Avenue.

The urban agriculture proposal for 770 Woolsey is unlike any park or garden in the city and would be an exciting asset for the Portola.

A commercial farm that incorporates outdoor learning and event space does not currently exist in San Francisco. A farm requires space---this property is the only undeveloped parcel of this size remaining anywhere in San Francisco, making it the very last place that a working urban farm could be situated in San Francisco. The proposed urban farm would create an exciting destination for the city and be a prized community asset for the neighborhood, providing us with long overdue visibility and recognition for the role this neighborhood has played in the history of San Francisco.

770 Woolsey is unique to the Portola's identity as San Francisco's Garden District.

As a place that has been a site of agriculture for a hundred years, 770 Woolsey is the very last of the 21 former nurseries that used to dominate this neighborhood's landscape. Designating this parcel as a Landmark would recognize the heritage of agriculture that has long characterized the Portola, and preserve it for generations to come.

770 Woolsey is important to this neighborhood.

The Urban Farm at 770 Woolsey has historical significance to our neighborhood and the city of San Francisco. The site's unique potential to provide both the Portola community as well as all San Franciscans an urban agriculture community would be a boon to this neighborhood.

I'm excited for the opportunities an urban farm would create for this area of the city and the city as a whole! I would love to have the chance to partner with a nearby urban farm in educating children about history, culture and sustainability through the arts.

Sincerely,

Lisa Magruder
Owner, FrameArt Studio



450 Somerset Street, San Francisco, CA 94134
(415)-467-3700
www.altavista.school

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

I am writing on behalf of Alta Vista School, a San Francisco non-profit group made up of Portola residents, that has worked for nine years. We are an independent Junior/Transitional Kindergarten-Eighth grade school in San Francisco that prepares students to thrive as creative thinkers, innovators, and catalysts for positive change in the world.

As a non-profit that works on community open spaces and greening, we wholeheartedly support the designation of 770 Woolsey Street as a Landmark of historic significance to the city.

The urban agriculture proposal for 770 Woolsey is unlike any park or garden in the city and would be an exciting asset for the Portola.

A commercial farm that incorporates outdoor learning and event space does not currently exist in San Francisco. A farm requires space—this property is the only undeveloped parcel of this size remaining anywhere in San Francisco, making it the very last place that a working urban farm could be situated in San Francisco. The proposed urban farm would create an exciting destination for the city and be a prized community asset for the neighborhood, providing us with long overdue visibility and recognition for the role this neighborhood has played in the history of San Francisco.

770 Woolsey is unique to the Portola's identity as San Francisco's Garden District.

As a place that has been a site of agriculture for a hundred years, 770 Woolsey is the very last of the 21 former nurseries that used to dominate this neighborhood's landscape. Designating this parcel as a Landmark would recognize the heritage of agriculture that has long characterized the Portola, and preserve it for generations to come.

We view urban agriculture in the Portola as an exciting potential partner for ongoing work.

As a non-profit working in the Portola, we seek to create and improve neighborhood spaces to build community among all of the diverse residents of this neighborhood. Designating this parcel as a Landmark is important to preserving it as a permanent community asset for the Portola and San Francisco that would strengthen its connections between its diverse residents. An urban farm there that would benefit all residents of not only the Portola but the whole city would be an innovative collaborator for the work that we do in the neighborhood.

770 Woolsey is important to this neighborhood.

The Urban Farm at 770 Woolsey has historical significance to our neighborhood and the city of San Francisco. The site's unique potential to provide both the Portola community as well as all San Franciscans an urban agriculture community is a gift to our city that must not be overlooked.

We hope to see the park in Portola come to life!

Sincerely,

Katie Gibbons
Interim Head of School



June 17, 2019

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

I am writing from The San Francisco School, an independent school in the Portola neighborhood, in support of the designation of 770 Woolsey Street as a Landmark of historic significance to the city.

The urban agriculture proposal for 770 Woolsey is unlike any park or garden in the city and would be an exciting asset for the Portola.

A commercial farm that incorporates outdoor learning and event space does not currently exist in San Francisco (SF). A farm requires space---this property is the only undeveloped parcel of this size remaining in SF making it the last place that a working urban farm could be situated in SF. The proposed urban farm would create an exciting destination and a prized community asset, providing us with long overdue visibility and recognition of the role this neighborhood has played in the history of SF.

770 Woolsey is unique to the Portola's identity as San Francisco's Garden District.

As a place that has been a site of agriculture for a hundred years, 770 Woolsey is the last of the 21 nurseries that used to fill this neighborhood's landscape. Designating 770 as a Landmark would honor agricultural heritage that has characterized the Portola, and preserve it for generations to come.

We view urban agriculture in the Portola as an exciting potential partner for ongoing work.

As a school in the Portola, we seek to create and improve neighborhood spaces to build community among all of the diverse residents of this neighborhood. Designating this parcel as a Landmark is important to preserving it as a permanent community asset for the Portola and all the schools here, strengthening connections between its diverse students and residents. An urban farm here will benefit all San Franciscans – serving as a model for innovative urban collaboration.

770 Woolsey is important to this neighborhood.

The Urban Farm at 770 Woolsey has historical significance to our neighborhood and the city of San Francisco. The site's unique potential to provide both the Portola community as well as all San Franciscans an urban agriculture community is a gift to our city that must not be overlooked.

Sincerely,

Maggie Weis
Lower School Head
The San Francisco School
300 Gaven Street
San Francisco, CA 94110
(415) 239-5065 x 105
mweis@sfschool.org
www.sfschool.org



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Our Neighborhoods history in San Francisco Southeast Needs Preservation

1 message

TRILCE & CHARLES <helpmlpark@gmail.com>
To: friendsof770@gmail.com

Sat, Jun 15, 2019 at 9:42 PM

To all it may concern,

As a city born native and a lifelong resident of the Portola District in San Francisco I am begging you to designate the [770 Woolsey Street](#) address a historic landmark.

As a child growing up in the Portola, I remember vividly the many greenhouses that flourished in our old neighborhood from Cambridge Street East. I watch as each and every one of them were torn down and replaced by housing. Our neighborhood has never been the same. We went from a quiet farming type atmosphere to a hustling and bustling big city congested neighborhood. I miss the old days and the old ways!

Please, let us have just one remembrance of what it was like in our neighborhoods heyday. San Francisco history is full of color and rich in folklore and our neighborhood was part of what made it special. [770 Woolsey Street](#), the last remaining greenhouse in San Francisco, if done right can remind our future generations what made us different and give our small community its' identity it so much needs and earned.

Sincerely,

Chuck Farrugia

--

Help McLaren Park
Facebook - Help McLaren Park
<https://www.facebook.com/JohnMcLarenPark>
www.helpmlpark.weebly.com

Member of the SF Parks Alliance



Jenny Giatis
624 Brussels Street
San Francisco, CA 94134

Dear Commissioners,

I am writing because I firmly agree that the greenhouses at 770 Woolsey should be designated as a Historic Landmark Site so that we may preserve the agricultural land. I am a resident and firm believer in this issue and I urge you to support our efforts. The history of the Portola is rich and since these are the last remaining sites that demonstrate that history, I believe they should be preserved.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Jenny Giatis
Portola resident



SF Planning Commission
1 Dr. Carlton B Goodlett Place, Room 400
San Francisco Ca, 94102

Dear Commissioners,

I support the designation of 770 Woolsey as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because it maintains the historic green spaces in the city and connects to our heritage. It shows that there was a time when San Francisco was naturally “green”, gathering their fruits, vegetables and flowers from local sources instead of getting them from far way. This should be preserved for future San Franciscans to see and learn from.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Brian Foust



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

770 Woolsey - Landmark!

1 message

Tim Balon <timbalon@gmail.com>
To: friendsof770@gmail.com

Fri, Jul 5, 2019 at 9:40 PM

Dear Commissioners,

I strongly support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. While the rate of gentrification in this city has stripped so many neighborhoods of their cultural, social and constructed legacies, this is a rare opportunity to embrace a significant slice of heritage and seize the opportunity to preserve this beautiful and unique structure. The transformation of the greenhouses into an urban farm and agricultural center would serve as a demonstration of urban agriculture while providing a hub for community, education and sustainability. As the last of what used to be 21 such greenhouses, this property has great historical importance to the both the Portola and the city of San Francisco. As an architect and designer living in Bernal Heights (and working in the Bayview), I commute through the Portola weekly and strongly believe this historical site and community deserves more than another banal condominium project in it's place. Seize this rare opportunity to celebrate, preserve and transform this piece of history for both the Portola and the city of San Francisco.

I urge you to designate this unique property a San Francisco Historic Landmark!
Thank you.

Sincerely,

Timothy Balon

TIM BALON
312.560.5001
www.timbalon.com

Angela Matt
624 Brussels Street
San Francisco, CA 94134
415-595-2047

1 July 2019

Dear Commissioners,

I am an architect and a resident of the Portola District and I stand firm in my conviction to preserve the agricultural space at 770 Woolsey for an Urban Farm. The greenhouses that today occupy the space are the last vestiges of an historic era and once they are gone, the history is erased.

I support the designation of 770 Woolsey as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses in San Francisco, this property has importance to me, my family, the Portola neighborhood, and the whole city.

I am an ardent volunteer with the Friends of 770 Woolsey Group and am prepared to speak out in favor of the urban farm. I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you



Sincerely,
Angela Matt
Portola resident & CA Architect

To the San Francisco Planning Department:

My name is Liana Koehler. I am a 4th generation San Franciscan and a ten-year veteran teacher in the San Francisco Unified School District. I am also the daughter of two San Francisco educators who raised my siblings and me to take great pride in our city, and to take great pride in our working class and immigrant roots. I feel very lucky to now be raising my infant daughter in the Portola neighborhood alongside my husband, whose history in our city stretches just as far back as mine. I am writing today to urge you to support the proposal for an urban farm and community center at 770 Woolsey.

We have all read the sobering editorials of late talking about how San Francisco has lost its soul, how the needle has moved far away from its progressive, creative, and loving roots. Since I know that you love this city as much as I do, I know how painfully these words ring in your ears. We can all agree, without question, that our city needs more housing and more opportunities for low income and middle class San Franciscans to have a firm foothold in their hometown. At the same time, to completely lose the historical significance of 770 Woolsey would be to lose a chance to push back against the current narrative of a soulless city that caters to the new at the expense of the old. Rather than see this entire city block turned over to single-family homes that would be unaffordable for the average San Franciscan, it would be a true reflection of the city's heart for this block to be home to both a thriving urban farm as well as affordable housing that would help dedicated city residents remain in their community. Through this type of project, we are being given an opportunity to celebrate our roots, in every sense of the word.

Now more than ever, San Franciscans need to be reminded of the heartbeat of our small city and the reasons that we all call this place home. 770 Woolsey is an opportunity to highlight the working class and immigrant roots of the Portola neighborhood, and to act as a beacon of community and commitment to the ideals that this city was founded upon. As a lifelong San Franciscan and educator, I know how crucial it is for our young people to feel a sense of pride and loyalty in their home, to be able to map out their history by walking on neighborhood streets and connecting their families' narratives to those who came before. If it were to become an urban farm as well as affordable housing, 770 Woolsey would give the community - and city at large - a chance to rediscover some of the pride and sense of place we are in such dire need of at this challenging and defining time.

Let us not let this opportunity to preserve and protect our city's past slip through our fingers at a time of blindingly rapid change. I am hoping that one day, it is a place that I can share with my young daughter and the next generation of our city's youth.

Sincerely,
Liana Koehler



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

letter

1 message

sarah sarahburkedesign.com <sarah@sarahburkedesign.com>

Sun, Jun 30, 2019 at 2:10 PM

To: Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

Historic preservation is crucial to keeping San Francisco the special city that it is.

The greenhouses at [770 Woolsey](#) are particularly special to me because the Portola district — known as “The Garden District” — played such a vital and important historical role in San Francisco’s horticulture & landscape design evolution. Unlike other SF districts with many sites designated as historical, the Portola is lacking; this would be a great opportunity to celebrate the Portola district’s unique gardening history.

I urge you to designate this unique property a San Francisco Historic Landmark.

Many thanks,

Sincerely,

Sarah Burke

[343 Woolsey Street](#)



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Preserving 770 Woolsey Street, SF

1 message

Mimi Lim <mimiklim@yahoo.com>

Sun, Jun 30, 2019 at 10:36 AM

To: "friendsof770@gmail.com" <friendsof770@gmail.com>

Dear Commissioners,

I support the designation of 770 Woolsey as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

I've lived in this neighborhood for the past 33 years and, in fact, my home was built on what use to be part of the greenhouses. It's a real shame if it all went away, along with all the rich history.

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark. **PRESERVE WHAT'S LEFT IS THIS PART OF SAN FRANCISCO.**

Thank you!

Sincerely,

Mimi Lim



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Support of Landmarking of 770 Woolsey

1 message

Ron Ng <ronald.j.ng@gmail.com>
To: friendsof770@gmail.com

Mon, Jun 24, 2019 at 12:32 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to me because I was born in the Portola in 1958 and remember growing up in this neighborhood with green houses all around. When I left the area in the early 80's there were still multiple green houses in operation, however when I returned and purchased a home in the area in the late 90's, the only green houses were on Cambridge and Woolsey streets. The green houses were a big part of the character of the neighborhood and it would be a travesty to tear them down and not replace them with a working farm or monument to the area. I fully support landmarking the parcel at 770 Woolsey in order to save the last area that can be used as an educational facility to help reconnect people in this day of supermarkets to the land and how food is grown.

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Ron Ng
[682 Cambridge St.](#)
[San Francisco](#)

Dear Commissioner,

I am writing to you in support of conserving the area of 770 Woolsey as a historic landmark. Being a native San Franciscian it saddens me to hear from multiple people that San Francisco has lost its charm, it is not San Francisco, and not the city that I knew. Please let us keep this neighborhood a gem of San Francisco, "The Garden District." I grew up in the Portola District and the greenhouses are special to my family and I. Some of our family worked in the greenhouses when first immigrating from Mexico. The owners gave opportunities to my family that others would not. Finally, my best memory is riding my bike around the greenhouses and trying to look in and see the beautiful flowers that they were growing and feeling a sense of peace.

Please keep the greenhouse in the Portola! Keep the charm in this special neighborhood.

Thank you for your time

Maria Alvarez-Martin
Born and raised in San Francisco
July 5, 2019



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

(no subject)

1 message

Maria Kielian <mariakielian@gmail.com>
To: friendsof770@gmail.com

Mon, Jun 24, 2019 at 2:06 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because **I grew up in this neighborhood with this greenhouse and we need to keep this space as a community garden.**

Sincerely,
maria Kielian



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Fwd: SF Historic Landmark status letter...

1 message

SFShoim <sfshoim@gmail.com>
To: friendsof770@gmail.com
Cc: SFShoim <sfshoim@gmail.com>

Fri, Jul 5, 2019 at 3:55 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola (Garden District) neighborhood & the whole CITY.

The greenhouses at [770 Woolsey](#) are particularly special to me as they are a lasting testament to the rich heritage of the Portola...the contributions of the Portola District to SF history deserve to be recognized.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!!

Dennis Sherman
Portola District resident



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Support for 770 Woolsey

1 message

Charles Dabo <dabokemp@yahoo.com>
To: friendsof770@gmail.com

Mon, Jun 24, 2019 at 3:51 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to me because **It is a Landmark that holds the Historic Legacy of European migrants who came to this neighborhood as a result of World War I. In establishing these greenhouses, they have added a chapter in the narrative of California, and by extension the U.S, rich Immigration History.**

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Charles Dabo

June 24, 2019

Dear Commissioners,

I support the designation of 770 Woolsey as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses in San Francisco, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The Greenhouses at 770 Woolsey are special to me because I grew up just blocks away from the greenhouses, and would love to see them restored to rejuvenate the neighborhood—much like the recent reconstruction and renovation of the Louis Sutter Playground. For nearly two decades, I lived blocks away from these greenhouses, and they remain a familiar reminder of the neighborhood that will always be “home” to me.

I volunteer my time as a member of the Friends of 770 Woolsey because I support the preservation and ultimate restoration of the greenhouses. I would love to see the greenhouses once again bloom with color and life—to become another welcoming feature of the Portola neighborhood. Even so, as they stand now, the greenhouses are a reminder of a time long ago when this location served as a significant producer of flowers sold in San Francisco. For this reason, the greenhouses should be designated as a Historic Landmark.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Celina Holmes-Murphy

Former Portola resident



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Letter to the commissioners on 770 Woolsey

1 message

Amy Lin <amyclin17@gmail.com>

Mon, Jun 24, 2019 at 1:54 PM

To: "friendsof770@gmail.com" <friendsof770@gmail.com>

Thank you for compiling these letters and leading this effort!!!

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to me because they represent the history of San Francisco and the culture of our Portola neighborhood. San Francisco has an incredible history and this should be remembered and celebrated - without designating this site as a historical landmark that opportunity could be lost forever.

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Amy Lin



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

FRIENDS OF 770 WOOLSEY

1 message

minniemilla@yahoo.com <minniemilla@yahoo.com>
To: friendsof770@gmail.com

Sat, Jul 6, 2019 at 1:56 PM

Dear Commissioners,

I support the designation of 770 Woolsey as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses in San Francisco, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Maryann Ciappara Milla
Second Generation and Proud Portola resident



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Friends of 770 Supporter of Urban Farm Project-Landmark Property

1 message

Scott Fletcher <scottfletcherf@gmail.com>
To: friendsof770@gmail.com

Tue, Jun 25, 2019 at 7:40 AM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because **we need this type of green space and places in our community both to volunteer to grow food, but create more awareness to the public, to the youth in our community, to reduce green house gases by raising food locally.** I've seen this in other cities that I work in and throughout the Bay Area. **Protecting this amazing parcel is so important.** I was raised on an organic farm and I can tell you it changes people and their thoughts on what it takes to grow something with their own hands and labor. **The best experience for people is to see it and feel it to know how food is actually grown.**

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Scott Fletcher



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

SAVE THE NURSERY

1 message

Donna/Ernie <yoernie@comcast.net>
To: friendsof770@gmail.com

Wed, Jun 26, 2019 at 5:59 PM

OUR FAMILY LIVED IN THAT NEIGHBORHOOD FOR MANY YEARS. PLEASE CONSIDER WHAT IT MEANS TO SO MANY OF US.
THANK YOU FOR LETTING ME POST MY POINT OF VIEW ON A MOST MEMORABLE PLACE TO OUR FAMILY.

SINCERELY, DONNA BIAGI



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Letter to Commissioners

barbara.harrington@gmail.com <barbara.harrington@gmail.com>
To: "friendsof770@gmail.com" <friendsof770@gmail.com>

Sat, Jul 6, 2019 at 9:15 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because the Garibaldi Family were still growing roses when my family moved in. We still have one of their Bruno Roses in my garden which was given to us by our neighbor, Silvia Garibaldi Neidenhofer.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Gary Harrington

Sent from [Mail](#) for Windows 10



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Historic Landmark Status for 770 Woolsey St SF

1 message

Theresa Alvarez <tmza@msn.com>

Fri, Jul 5, 2019 at 8:57 PM

To: "friendsof770@gmail.com" <friendsof770@gmail.com>

My name is Theresa. I have family and friends that have lived in the Portola for many years. I have spent me in the area at nearby shops, walking near 770 Woolsey, and spending me at the nearby Park. This district is trying to distinguish itself as the Garden District with its many gardens and now potentially developing an urban farm at the University Mound greenhouses. I urge the SF Planning Department to designate 770 Woolsey an official Historic Landmark, so this district's history can be preserved and cultivated as a treasured site for a neighborhood trying to share its unique character as a special part of San Francisco. Thanks for your consideration in this matter.

Theresa



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

(no subject)

1 message

Pat Munoz <pat.m.munoz@gmail.com>
To: friendsof770@gmail.com

Fri, Jul 5, 2019 at 6:56 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me because I first learned of them from a neighbor when I moved to the Portola District in 1980. This neighbor was an Irish immigrant and had worked in the greenhouses as a young mother. She described the hard work she did there, which she was grateful to have, and the beautiful roses that she tended. When I walked down to see the greenhouses myself, there were six foot high rose bushes pushing their blooms through the windows. I often walked by the greenhouses with my children on our way to the park, and we would imagine what the whole area looked like before the blocks of houses were built. It gave all of us an appreciation for the rural origins of our neighborhood and the type of landscape that the city of San Francisco was built on.

The Southeast neighborhoods are significantly underrepresented in the city's Historic Landmark designations—the contributions of the Portola District to San Francisco history deserve to be recognized, too. Not only recognized but celebrated and preserved for the enrichment of all San Franciscans.

I urge you to designate this unique property a San Francisco Historic Landmark. Please consider what this preservation will mean for generations past and future.

Thank you!

Sincerely,

Patsy M. Munoz



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

770 Woolsey

1 message

Elin Ouye <emouye@gmail.com>
To: friendsof770@gmail.com

Fri, Jul 5, 2019 at 3:56 PM

Dear Commissioners,

I strongly support the designation of 770 Woolsey as a SF Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the entire city of SF.

The greenhouses are particularly important to me, as a fervent home gardener and a fan of San Francisco history.

I have lived in the Portola district for about 20 years and the contribution of the Portola District to San Francisco history deserves to be recognized.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you.

Sincerely,

Elin Ouye



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Fwd: Letter of support - Historic Landmark designation

1 message

Laura Kemp <lauradk5@gmail.com>
To: Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Thu, Jun 27, 2019 at 1:40 PM

Hi Elisa,
My email letter of support to friendsof770woolsey bounced back - I checked my spelling but maybe I am missing something?
Cheers,
Laura

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

From: **Laura Kemp** <lauradk5@gmail.com>
Date: Thu, Jun 27, 2019 at 1:34 PM
Subject: Letter of support - Historic Landmark designation
To: <friendsof770Woolsey@gmail.com>

Dear Commissioners,

I strongly support the designation of 770 Woolsey as a Historic Landmark.

As the last of what used to be 21 such nurseries, this property holds significance to me, as a Portola resident, (for the past 23 years), and to my family, the Portola neighborhood as a whole, and the entire city of San Francisco.

The remaining greenhouse structures at 770 Woolsey are important to me because they house unique, but not forgotten, memories of the immigrant family tradition and way of life, growing a wide variety of beautiful flowers that were then sold at the San Francisco Flower Market.

The greenhouses capture a moment in time, when new immigrants came to the city to discover a better existence for themselves and their families. Several generations of Italian immigrant families were able to support themselves through their flower-growing enterprises, and to bring the joy of flowers to the residents of San Francisco.

The Portola neighborhood is recognised by the City of San Francisco as "The Garden District". It seems more than apt to add the designation of Historic Landmark to 770 Woolsey, as it sits firmly in the heart and soul of the neighborhood.

As the Southeast neighborhoods are significantly underrepresented in the city's Landmark designations, it is my belief that the contributions of the Portola District to San Francisco history deserve to be recognised.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you.
Sincerely,
Laura Kemp



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Preservation

1 message

Lani Asher <laniasher8@gmail.com>
To: friendsof770@gmail.com

Sun, Jun 30, 2019 at 8:38 AM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at [770 Woolsey](#) are particularly special to me because **[add your message here]**

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Lani Asher



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Letter to Commissioners

barbara.harrington@gmail.com <barbara.harrington@gmail.com>
To: "friendsof770@gmail.com" <friendsof770@gmail.com>

Sat, Jul 6, 2019 at 9:21 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The greenhouses at 770 Woolsey are particularly special to me. I remember walking around them with friends and peeking in to see the roses. We enjoyed looking at them because they were so pretty. There were tons of them and they were all different colors. Other neighborhoods didn't have greenhouses, which made our neighborhood special!

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,
Jennifer Bertana

Sent from [Mail](#) for Windows 10



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

Email Letter

1 message

Jennifer Clevidence <jclevidence@gmail.com>
To: friendsof770@gmail.com

Sat, Jun 29, 2019 at 2:46 PM

Dear Commissioners,

I support the designation of [770 Woolsey](#) as a San Francisco Historic Landmark. As the last of what used to be 21 such greenhouses in San Francisco, this property has importance to me, my family, the Portola neighborhood, and the whole city.

The Greenhouses at [770 Woolsey](#) are special to me because they are the last remaining mark of our neighborhoods historic importance to the city of San Francisco. As I raise my children in SF and in the Portola, it is important to us as a family that they know there is more to this city than what you might see at first glance. As we experience much of the old culture of SF being sucked out of it, the Greenhouses are necessary reminders that the city is home to more than just tech, but truly is a city with deep roots and diverse culture.

I volunteer my time as a member of the Friends of 770 Woolsey because I am proud of my neighborhood and feel compelled to contribute to preserving its history.

I urge you to designate this unique property a San Francisco Historic Landmark.

Thank you!

Sincerely,

Jennifer Clevidence
Portola resident



Elisa Laird-Metke <elisa.laird.metke@gmail.com>

save our greenhouse's

1 message

Jim Banta <sfdaprez@aol.com>
To: friendsof770@gmail.com

Thu, Nov 15, 2018 at 1:04 PM

Hi ,

I'm a home owner in this neighborhood for the past 35 years. I've seen a lot of positive changes and I know all my neighbor's, but putting more stress on parking in this area benefits no one. We need to retain the greenhouse's so are children can learn from our past and look forward to our future.
Building large developments in a very residential (single family homes) is a BAD idea and I am strongly in opposition to this plan.

Jim Banta 708 Dartmouth St.

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Lisardo Planells. I have lived in the Portola for 50 years, and my address is 655 Colby St. SF. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

The history of the Portola neighborhood is tightly linked to agriculture, and 770 Woolsey is the last standing example of that history.

The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. The 770 Woolsey site is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. There used to be 21 family-owned nursery sites in the vicinity--the other 20 were torn down and housing stands there now. This is the very last remaining physical representation of our neighborhood's longstanding farming tradition.

The Portola is the city's Garden District, and the greenhouses exemplify that.

In 2016, the Board of Supervisors officially designated the Portola "San Francisco's Garden District" and we are truly proud of that nickname. We have a large billboard proclaiming our Garden District identity that is easily seen from Highway 101, and we proudly wear t-shirts with this name and identify. There are numerous volunteer groups of neighbors working to uphold this greening tradition, both formally and informally, with volunteer work days and fundraisers heartily attended. Our backyards are filled with fruit, vegetables, and flowers, and we display them during the annual Portola Garden Tour, which attracts hundreds of people annually from all over the city and even the East Bay. The 770 Woolsey greenhouses are a physical reminder of all of these aspects of our agricultural past, present, and future.

The Portola has long been interested in preserving urban agriculture at 770 Woolsey.

The neighborhood's interest in developing a community asset at the site is long-standing and well documented. Neighborhood residents and leaders have been consistently outspoken and proactive about their interest in developing a community asset at the site since at least 2013, as seen in consistent press from local print and radio news sources, as well as the neighborhood's 2015 Portola Green Plan, created by a diverse group representing the various Portola constituencies, which identified the 770 Woolsey site as an important facet of the neighborhood's green future.

The history of the Southeast neighborhoods in San Francisco deserves recognition.

Although there are hundreds of Landmarked buildings and Districts in San Francisco, only a handful of those are located in the southeastern part of the city. The contributions of the residents here to the history of this city should not be overlooked. I ask that the Planning Commission designate 770 Woolsey a San Francisco Historic Landmark.

Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Victor Tablante. I have lived in the Portola for 33 years, and my address is 1633 Colby St.. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

The history of the Portola neighborhood is tightly linked to agriculture, and 770 Woolsey is the last standing example of that history.

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Sincerely,

Victor Tablante

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Richard c Padua I have lived in the Portola for 50 years, and my address is 605 Colby Street. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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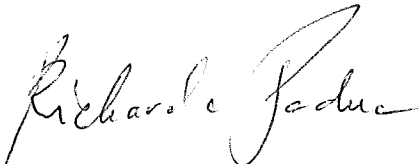
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Sincerely,

 7/4/2019

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is ALICIA BARBA. I have lived in the Portola for 40 years, and my address is 620 COLBY ST SAN FRO ^{CA} 94134. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,

Alicia Barba

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is ADAM MORRIS. I have lived in the Portola for 20 years, and my address is 46 TULANE ST 94134. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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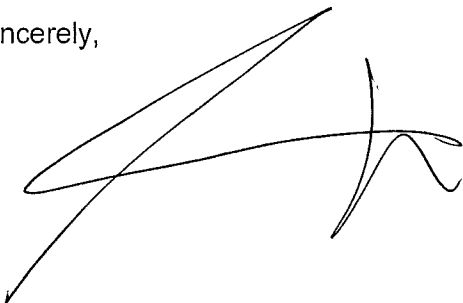
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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is LEILA DWIGHT. I have lived in the Portola for 20+ years, and my address is 143 GAMBIER STREET. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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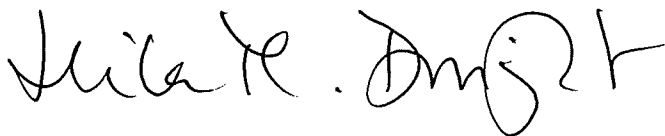
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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Fernando Canales. I have lived in the Portola for 73 years, and my address is 665 Colby St.. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,

F. Canales

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is PATRICK LEE. I have lived in the Portola for 31 years, and my address is 614 COLBY ST. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Janet Planells. I have lived in the Portola for 70 years, and my address is 655 Colby St. SF. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is MICHAEL BURR. I have lived in the Portola for 31 years, and my address is 625 COLBY ST. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,

Michael L Burr

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is GILBERTO BARBA. I have lived in the Portola for 40 years, and my address is 620 COLBY ST S. FEELTA 94134. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

The history of the Portola neighborhood is tightly linked to agriculture, and 770 Woolsey is the last standing example of that history.

The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. The 770 Woolsey site is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. There used to be 21 family-owned nursery sites in the vicinity--the other 20 were torn down and housing stands there now. This is the very last remaining physical representation of our neighborhood's longstanding farming tradition.

The Portola is the city's Garden District, and the greenhouses exemplify that.

In 2016, the Board of Supervisors officially designated the Portola "San Francisco's Garden District" and we are truly proud of that nickname. We have a large billboard proclaiming our Garden District identity that is easily seen from Highway 101, and we proudly wear t-shirts with this name and identify. There are numerous volunteer groups of neighbors working to uphold this greening tradition, both formally and informally, with volunteer work days and fundraisers heartily attended. Our backyards are filled with fruit, vegetables, and flowers, and we display them during the annual Portola Garden Tour, which attracts hundreds of people annually from all over the city and even the East Bay. The 770 Woolsey greenhouses are a physical reminder of all of these aspects of our agricultural past, present, and future.

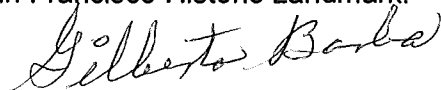
The Portola has long been interested in preserving urban agriculture at 770 Woolsey.

The neighborhood's interest in developing a community asset at the site is long-standing and well documented. Neighborhood residents and leaders have been consistently outspoken and proactive about their interest in developing a community asset at the site since at least 2013, as seen in consistent press from local print and radio news sources, as well as the neighborhood's 2015 Portola Green Plan, created by a diverse group representing the various Portola constituencies, which identified the 770 Woolsey site as an important facet of the neighborhood's green future.

The history of the Southeast neighborhoods in San Francisco deserves recognition.

Although there are hundreds of Landmarked buildings and Districts in San Francisco, only a handful of those are located in the southeastern part of the city. The contributions of the residents here to the history of this city should not be overlooked. I ask that the Planning Commission designate 770 Woolsey a San Francisco Historic Landmark.

Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is MARIA CONSUELO PADUA have lived in the Portola for 50 years, and my address is 605 Colby Street. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,

Maria Consuelo Padua 7/4/2019

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is PATRICIA TABLANTE. I have lived in the Portola for 33 years, and my address is 633 COLBY CT, SF 94134. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. The 770 Woolsey site is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. There used to be 21 family-owned nursery sites in the vicinity--the other 20 were torn down and housing stands there now. This is the very last remaining physical representation of our neighborhood's longstanding farming tradition.

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Sincerely,



San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Planning Commissioners,

My name is Clara Chow Holmes
I have lived in the Portola for over 27 years
My address is 639 University Street

As a San Franciscan & Portola resident, I am writing to urge you to support the development of an educational community Urban Farm at 770 Woolsey Street, in the Portola District. *I wish to object strongly to Group I's proposed development of houses in this location.*

THE HISTORY OF THE GARDEN DISTRICT The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. 770 Woolsey is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. A physical embodiment of locally & family operated greenhouses that once characterized the Portola Garden District, 770 Woolsey is one of the last remaining parcels of agricultural land in San Francisco.

A CITY WIDE GOAL 1) In 2017 the SF Board of Supervisors passed a resolution recommending the allocation of land for long-term urban agriculture use. 2) A well-researched feasibility study completed earlier this year confirms the viability of a community and agricultural use at the site. 3) SF's Recreation and Parks Department has expressed interest in partnering with the Portola District to investigate acquisition and development of 770 Woolsey as a community & urban farm asset.

URBAN FARMS FOSTER COMMUNITY, SOCIAL EQUITY & ENVIRONMENTAL EDUCATION An Urban Farm at 770 Woolsey will create a community serving center that benefits not only the Portola residents, but *all* San Franciscans. The site will offer a space for neighbors to converge and connect with each other, celebrate ecological and environmental health, learn about topics such as food production & climate change mitigation, and educate residents on overall health and nutrition.

PARKING Many in the neighborhood are concerned about the number of motor vehicles that 80 units will bring to this block on Woolsey. Group I's initial neighborhood survey acknowledges that the Number One Portola resident concern is parking. Yet Group I's proposed parking is ill considered as not only are they creating 86 new units with just one parking space each, the proposed incremental housing design encourages the addition of more square footage – and residents and cars – to be added to each unit in the future.

THE PORTOLA COMMUNITY SUPPORTS HOUSING DEVELOPMENT There are three high-density complexes in the Portola that were either recently built or are currently in development: 1) an apartment complex at the corner of Woolsey St. and San Bruno Ave., 2) the Cambridge St. townhouses, and 3) the multi-unit development at the previous Bee Farm on San Bruno Avenue. Although these housing developments mean the loss of neighborhood green spaces (and the neighborhood's beloved Bee Farm), we have not opposed them. But we must take a stand as a community for 770 Woolsey, due to its cultural and historical significance.

The Urban Farm at 770 Woolsey has historical significance to our neighborhood and the city of San Francisco. 770 Woolsey's unique potential to provide both the Portola community as well as all San Franciscans an urban agriculture community is a gift to our city that must not be overlooked.

Sincerely,



Clara C. Holmes

Date: June 12, 2019

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Planning Commissioners,

My name is: Greg Holmes
I have lived in the Portola: 27 years 3 months
My address is: 639 University Street

As a San Franciscan & Portola resident, I am writing to urge you to support the development of an educational community Urban Farm at 770 Woolsey Street, in the Portola District. *I wish to object strongly to Group I's proposed development of houses in this location.*

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Sincerely,


Greg Holmes

Date: June 14, 2019

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is CINDY CHEUNG. I have lived in the Portola for 2 years, and my address is 500 DWIGHT STREET. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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The Portola has long been interested in preserving urban agriculture at 770 Woolsey.

The neighborhood's interest in developing a community asset at the site is long-standing and well documented. Neighborhood residents and leaders have been consistently outspoken and proactive about their interest in developing a community asset at the site since at least 2013, as seen in consistent press from local print and radio news sources, as well as the neighborhood's 2015 Portola Green Plan, created by a diverse group representing the various Portola constituencies, which identified the 770 Woolsey site as an important facet of the neighborhood's green future.

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Sincerely,



San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Planning Commissioners,

My name is: Mabel Chow
I have lived in the Portola: Over 30 years
My address is: 138 Goettingen Street

As a San Franciscan & Portola resident, I am writing to urge you to support the development of an educational community Urban Farm at 770 Woolsey Street, in the Portola District. *I wish to object strongly to Group I's proposed development of houses in this location.*

THE HISTORY OF THE GARDEN DISTRICT: The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. 770 Woolsey is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. A physical embodiment of locally & family operated greenhouses that once characterized the Portola Garden District, 770 Woolsey is one of the last remaining parcels of agricultural land in San Francisco.

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Sincerely,



Mabel Chow

Date: 6/14/19

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Gloria Fisher. I have lived in the Portola for 40 years, and my address is 735 Dartmouth St SF. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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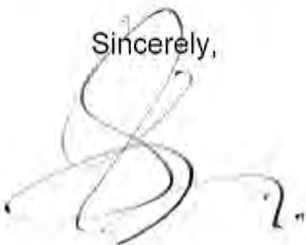
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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is DAN HUYNH. I have lived in the Portola for 29 years, and my address is 1012 BOWDOIN ST. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Josh Lai/Alice Kamiya I have lived in the Portola for 30 years, and my address is 601 Dartmouth St. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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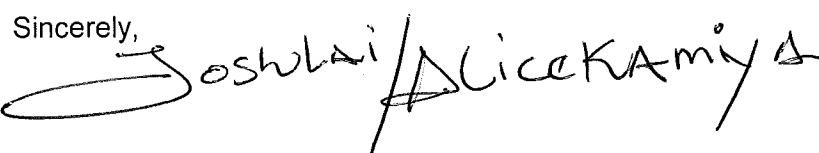
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Sincerely,

A handwritten signature in black ink that reads "Josh Lai/Alice Kamiya". The signature is written in a cursive, slightly slanted style. The first name "Josh" is written with a large, looping initial "J". The second name "Alice Kamiya" is written in a more straightforward cursive. A diagonal slash separates the two names.

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Kleyton Jones. I have lived in the Portola for 20 years, and my address is 561 Brussels Street. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Robertta Roman. I have lived in the Portola for 50 years, and my address is 544 Silliman St SF CA. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

The history of the Portola neighborhood is tightly linked to agriculture, and 770 Woolsey is the last standing example of that history.

The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. The 770 Woolsey site is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. There used to be 21 family-owned nursery sites in the vicinity--the other 20 were torn down and housing stands there now. This is the very last remaining physical representation of our neighborhood's longstanding farming tradition.

The Portola is the city's Garden District, and the greenhouses exemplify that.

In 2016, the Board of Supervisors officially designated the Portola "San Francisco's Garden District" and we are truly proud of that nickname. We have a large billboard proclaiming our Garden District identity that is easily seen from Highway 101, and we proudly wear t-shirts with this name and identify. There are numerous volunteer groups of neighbors working to uphold this greening tradition, both formally and informally, with volunteer work days and fundraisers heartily attended. Our backyards are filled with fruit, vegetables, and flowers, and we display them during the annual Portola Garden Tour, which attracts hundreds of people annually from all over the city and even the East Bay. The 770 Woolsey greenhouses are a physical reminder of all of these aspects of our agricultural past, present, and future.

The Portola has long been interested in preserving urban agriculture at 770 Woolsey.

The neighborhood's interest in developing a community asset at the site is long-standing and well documented. Neighborhood residents and leaders have been consistently outspoken and proactive about their interest in developing a community asset at the site since at least 2013, as seen in consistent press from local print and radio news sources, as well as the neighborhood's 2015 Portola Green Plan, created by a diverse group representing the various Portola constituencies, which identified the 770 Woolsey site as an important facet of the neighborhood's green future.

The history of the Southeast neighborhoods in San Francisco deserves recognition.

Although there are hundreds of Landmarked buildings and Districts in San Francisco, only a handful of those are located in the southeastern part of the city. The contributions of the residents here to the history of this city should not be overlooked. I ask that the Planning Commission designate 770 Woolsey a San Francisco Historic Landmark.

Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Donna Vargas. I have lived in the Portola for 3 years, and my address is 506 Yald St. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

The history of the Portola neighborhood is tightly linked to agriculture, and 770 Woolsey is the last standing example of that history.

The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. The 770 Woolsey site is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. There used to be 21 family-owned nursery sites in the vicinity--the other 20 were torn down and housing stands there now. This is the very last remaining physical representation of our neighborhood's longstanding farming tradition.

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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Sara Whitman. I have lived in the Portola for 1 years, and my address is 519 Humboldt. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Planning Commissioners,

My name is: Torianna Holmes
I have lived in the Portola: 26 months ~~(years)~~
My address is: 639 University St, S.F.

As a San Franciscan & Portola resident, I am writing to urge you to support the development of an educational community Urban Farm at 770 Woolsey Street, in the Portola District. *I wish to object strongly to Group I's proposed development of houses in this location.*

THE HISTORY OF THE GARDEN DISTRICT The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. 770 Woolsey is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. A physical embodiment of locally & family operated greenhouses that once characterized the Portola Garden District, 770 Woolsey is one of the last remaining parcels of agricultural land in San Francisco.

A CITY WIDE GOAL 1) In 2017 the SF Board of Supervisors passed a resolution recommending the allocation of land for long-term urban agriculture use. 2) A well-researched feasibility study completed earlier this year confirms the viability of a community and agricultural use at the site. 3) SF's Recreation and Parks Department has expressed interest in partnering with the Portola District to investigate acquisition and development of 770 Woolsey as a community & urban farm asset.


URBAN FARMS FOSTER COMMUNITY, SOCIAL EQUITY & ENVIRONMENTAL EDUCATION An Urban Farm at 770 Woolsey will create a community serving center that benefits not only the Portola residents, but *all* San Franciscans. The site will offer a space for neighbors to converge and connect with each other, celebrate ecological and environmental health, learn about topics such as food production & climate change mitigation, and educate residents on overall health and nutrition.

PARKING Many in the neighborhood are concerned about the number of motor vehicles that 80 units will bring to this block on Woolsey. Group I's initial neighborhood survey acknowledges that the Number One Portola resident concern is parking. Yet Group I's proposed parking is ill considered as not only are they creating 86 new units with just one parking space each, the proposed incremental housing design encourages the addition of more square footage – and residents and cars – to be added to each unit in the future.

THE PORTOLA COMMUNITY SUPPORTS HOUSING DEVELOPMENT There are three high-density complexes in the Portola that were either recently built or are currently in development: 1) an apartment complex at the corner of Woolsey St. and San Bruno Ave., 2) the Cambridge St. townhouses, and 3) the multi-unit development at the previous Bee Farm on San Bruno Avenue. Although these housing developments mean the loss of neighborhood green spaces (and the neighborhood's beloved Bee Farm), we have not opposed them. But we must take a stand as a community for 770 Woolsey, due to its cultural and historical significance.

The Urban Farm at 770 Woolsey has historical significance to our neighborhood and the city of San Francisco. 770 Woolsey's unique potential to provide both the Portola community as well as all San Franciscans an urban agriculture community is a gift to our city that must not be overlooked.

Sincerely,

Printed Name: Torianna Holmes Signature:  Date: 6-23-19

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Planning Commissioners,

My name is: GUTHRIE ALLEN
I have lived in the Portola: 3 months/years
My address is: 639 UNIVERSITY AVE.

As a San Franciscan & Portola resident, I am writing to urge you to support the development of an educational community Urban Farm at 770 Woolsey Street, in the Portola District. *I wish to object strongly to Group I's proposed development of houses in this location.*

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Sincerely,
Printed Name: GUTHRIE ALLEN Signature:  Date: 6/22/2019

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Planning Commissioners,

My name is: Hayli Holmes
I have lived in the Portola: 26 months/^{years}
My address is: 639 University St.

As a San Franciscan & Portola resident, I am writing to urge you to support the development of an educational community Urban Farm at 770 Woolsey Street, in the Portola District. *I wish to object strongly to Group I's proposed development of houses in this location.*

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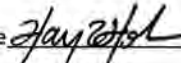
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The Urban Farm at 770 Woolsey has historical significance to our neighborhood and the city of San Francisco. 770 Woolsey's unique potential to provide both the Portola community as well as all San Franciscans an urban agriculture community is a gift to our city that must not be overlooked.

Sincerely,
Printed Name: Hayli Holmes Signature:  Date: 6/22/19

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is D. Harrison. I have lived in the Portola for ____ years, and my address is _____. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

The history of the Portola neighborhood is tightly linked to agriculture, and 770 Woolsey is the last standing example of that history.

The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. The 770 Woolsey site is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. There used to be 21 family-owned nursery sites in the vicinity--the other 20 were torn down and housing stands there now. This is the very last remaining physical representation of our neighborhood's longstanding farming tradition.

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The Portola has long been interested in preserving urban agriculture at 770 Woolsey.

The neighborhood's interest in developing a community asset at the site is long-standing and well documented. Neighborhood residents and leaders have been consistently outspoken and proactive about their interest in developing a community asset at the site since at least 2013, as seen in consistent press from local print and radio news sources, as well as the neighborhood's 2015 Portola Green Plan, created by a diverse group representing the various Portola constituencies, which identified the 770 Woolsey site as an important facet of the neighborhood's green future.

The history of the Southeast neighborhoods in San Francisco deserves recognition.

Although there are hundreds of Landmarked buildings and Districts in San Francisco, only a handful of those are located in the southeastern part of the city. The contributions of the residents here to the history of this city should not be overlooked. I ask that the Planning Commission designate 770 Woolsey a San Francisco Historic Landmark.

Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is ANNA HALVORSON. I have lived in the Portola for 30 years, and my address is _____ . As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Alton Halverson. I have lived in the Portola for 45 years, and my address is 226 MAYNARD. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Eric Lannan. I have lived in the Portola for 2½ years, and my address is 874 Silver Ave. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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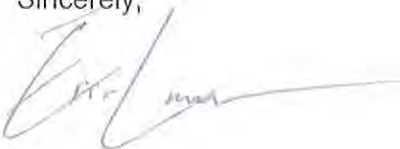
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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Jalen Lim. I have lived in the Portola for ____ years, and my address is _____. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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Sincerely,



San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Esther Morales. I have lived in the Portola for 23 years, and my address is 738 Dartmouth Street. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

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The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. The 770 Woolsey site is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. There used to be 21 family-owned nursery sites in the vicinity--the other 20 were torn down and housing stands there now. This is the very last remaining physical representation of our neighborhood's longstanding farming tradition.

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In 2016, the Board of Supervisors officially designated the Portola "San Francisco's Garden District" and we are truly proud of that nickname. We have a large billboard proclaiming our Garden District identity that is easily seen from Highway 101, and we proudly wear t-shirts with this name and identify. There are numerous volunteer groups of neighbors working to uphold this greening tradition, both formally and informally, with volunteer work days and fundraisers heartily attended. Our backyards are filled with fruit, vegetables, and flowers, and we display them during the annual Portola Garden Tour, which attracts hundreds of people annually from all over the city and even the East Bay. The 770 Woolsey greenhouses are a physical reminder of all of these aspects of our agricultural past, present, and future.

The Portola has long been interested in preserving urban agriculture at 770 Woolsey.

The neighborhood's interest in developing a community asset at the site is long-standing and well documented. Neighborhood residents and leaders have been consistently outspoken and proactive about their interest in developing a community asset at the site since at least 2013, as seen in consistent press from local print and radio news sources, as well as the neighborhood's 2015 Portola Green Plan, created by a diverse group representing the various Portola constituencies, which identified the 770 Woolsey site as an important facet of the neighborhood's green future.

The history of the Southeast neighborhoods in San Francisco deserves recognition.

Although there are hundreds of Landmarked buildings and Districts in San Francisco, only a handful of those are located in the southeastern part of the city. The contributions of the residents here to the history of this city should not be overlooked. I ask that the Planning Commission designate 770 Woolsey a San Francisco Historic Landmark.

Sincerely,

Esther Morales
738 Dartmouth St
SF CA 94134
moralasesther@yahoo.com

San Francisco Historic Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear Commissioners,

My name is Oscar Melara. I have lived in the Portola for 22 years, and my address is 41 Dunsmuir St. As a San Franciscan & Portola resident, I am writing to urge you to support the designation of 770 Woolsey Street as a property of historic significance to the city.

The history of the Portola neighborhood is tightly linked to agriculture, and 770 Woolsey is the last standing example of that history.

The Portola neighborhood, known as San Francisco's Garden District, has a long-standing relationship with urban farming, greening, & gardening. The 770 Woolsey site is a significant part of the Garden District's urban agricultural legacy. Zoned in the early 1900s for horticultural activity, the thriving University Mound Nursery at 770 Woolsey supplied flowers to local San Francisco vendors throughout much of the 20th century. There used to be 21 family-owned nursery sites in the vicinity--the other 20 were torn down and housing stands there now. This is the very last remaining physical representation of our neighborhood's longstanding farming tradition.

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Sincerely, Oscar Melara

770 Woolsey Online Petition Comments

	A	B	C	D	E	F	G
1	Name	City	Stat	Postal C	Country	Commented	Comment
2	Shae Inglin	San Francisco	CA	94127	US	2/15/2018	"I'm trying to preserve the Garden District's rich heritage of green space and gardens."
3	Elisa Laird-Metke	San Francisco	CA	94134	US	2/15/2018	"I support the preservation of this last vestige of SF's agricultural past as a model urban agriculture site where the City's future can grow and thrive."
4	Thomas Hayden	San Francisco	CA	94134	US	2/15/2018	"San Francisco is losing too many of the things that make it unique. This is a very special place and a piece of our history. With a little community effort now it could be a unique and beautiful part of our future, too."
5	Francene Campbell	New York	NY	10025	US	2/16/2018	"I strongly support the development of an educational urban farm at University Mound Nursery."
6	Derek Duncan	Raleigh	NC	27608	US	2/16/2018	"Old resident of SF- would love this returned to its former glory."
7	Anna Palid	San Diego	CA	92193	US	2/16/2018	"I strongly support the development of an educational urban farm at University Mound Nursery. I support the City seeking to prevent any incompatible development at the site, as well intentioned as it might be."
8	Angie Simonetti	Burlingame	CA	94010	US	2/16/2018	"I'm an educator and see a great need for this project"
9	Charles Farrugia	San Francsico	CA	94134	US	2/16/2018	"As a child I remember when the greenhouses were in operation and seeing the vibrant colors and smelling the heavenly scents permeating from within. They were everywhere in the Portola! The workers were happy to give you a sample if you asked. I sure miss those days. Please don't lose our unique Portola history! Preserve the last greenhouses before our memories fade away."
10	Kirsten Selberg	San Francisco	CA	94134	US	2/16/2018	"This is an amazing opportunity to create something new and amazing while preserving a piece of San Francisco history. My family has lived in Portola since 1952 and we all support this vision for the greenhouses."
11	Lance Mellon	San Francisco	CA	94134	US	2/16/2018	"Historic green house or new housing? It's not too hard to figure that we need to keep this greenhouse. It is some great history here that is about to get destroyed forever. If anything just leave it the way it is. (Although the proposal presented here by Friends of 770 Wolsey looks good too.) Or would you rather have the big developers come in with their bulldozers, raze the place and replace our quiet area in the neighborhood with a lot more homes? I say lets keep the remaining small piece of historical building here for as long as possible. We need to keep the developers out as long as possible. (My suggestion has been all along to encourage City Hall to buy the land and add it to John McLaren Park since it is so close.)"

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12	Duane Celle	Clayton	CA	94517	US	2/16/2018	"I grew up exactly in front of the nursery. That was my view until the day I moved out."
13	Ray Van Raden	Hayward	CA	94544	US	2/16/2018	"I believe more people should get involved in gardening in some way. It's great for the environment and it's very therapeutic!!!!"
14	Alexander Krassner	Oakland	CA	94609	US	2/16/2018	"This is an opportunity to preserve and develop SF both for our history and our future! Do not be short sighted!"
15	Elaine Fischer	Carmichael	CA	95608	US	2/16/2018	"Born and raised, save our history!"
16	Anita McKee	Taneytown	MD	21787	US	2/17/2018	"A nursery in the neighborhood is always a good thing. A bright spot in our lives."
17	Al Galindo	New Orleans	LA	70124	US	2/17/2018	"Part of neighborhood my parents and sister live in. Preserve it."
18	Suzi Tompkins	San Clemente	CA	92672	US	2/17/2018	"It's open space, green, lowers our carbon footprint, and is a welcome visual relief from all the asphalt and cement!!"
19	Mary Louise Castillo	MP	CA	94025	US	2/17/2018	"Preserve for future generations!"
20	tlielaxu miykel	San Francisco	CA	94109	US	2/17/2018	"Because it is the right thing to do...we need to preserve as much of agricultural/land/open space as possible"
21	Alex Hobbs	San Francisco	CA	94134	US	2/17/2018	"This is a pivotal moment for the Portola - San Francisco's Garden District- to create something that will define the community and provide an asset to the city in the form of ecological and agricultural education"
22	Christopher Clevenger	San Francisco	CA	94134	US	2/17/2018	"This needs to be done. Preserve the garden heritage of the community and create something here that enhances rather than aggravates living here."
23	Eilyn Gonzalez	San Francisco	CA	94134	US	2/17/2018	"Keep what little is left of the neighborhood's history alive. Parking is horrible in the area and ADDING 86 more homes is unimaginable. Keep the neighborhood GREEN!... Signed a very close 50 year neighbor to the space!"
24	N. William Metke	San Francisco	CA	94134	US	2/17/2018	"This property represents a unique connection to the history of our neighborhood and city. Its proposed destruction by a private developer would forever deprive us of this cultural treasure."
25	Valeria Celle	Petaluma	CA	94952	US	2/17/2018	"This is right in front of my Grandma's old house, my Dad grew up with the nursery!"
26	JOY WALSH	San Jose	CA	95129	US	2/17/2018	"I would like to see this Nursery flourish and provide oxygen through the plants to the San Francisco residents"
27	Lisa Framiglio	Sacramento	CA	95812	US	2/17/2018	"I grew up near here and remember the greenhouses. Let other generations enjoy it too."
28	Randy Romero	San Francisco	CA	San Fra	US	2/17/2018	"We need this project"

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29	Donald Muniz	El Paso	TX	79930	US	2/18/2018	"I grew up just down the street from University Mound Nursery and remember when it produced beautiful flowers. Its not too late so save this little part of the Earth."
30	Maria Andrade	Anaheim	CA	92804	US	2/18/2018	"We need to stop killing the ecosystem for our benefit"
31	Linda Kosta	Pacifica	CA	94044	US	2/18/2018	"Both my husband and I are native San Franciscans and raised our children there, and some still live and work there, we all love "The City" and do not want to see another historic site destroyed. Please. restore the nursery. It can be a place that provides jobs, not expensive housing."
32	Stephen Albair	San Francisco	CA	94102	US	2/18/2018	"We need open spaces in SF. Preserve the Agricultural Use of SF's Nursery. It was such a loss to loose our Community Space in Hayes Valley to commercial ventures."
33	Teddie Pacheco	San Francisco	CA	94110	US	2/18/2018	"We need to conserve the beauty of nature in San Francisco!"
34	Denise Debruin	San Francisco	CA	94134	US	2/18/2018	"Open land & agriculture is Vital & Important , especially in a city. It is vital for our health that these sites remain ; as all cement; no dirt doesn't cut it. denise*"
35	lisa reyes	sf	CA	94134	US	2/18/2018	"I am born, raised, and still live in this community and want the green houses preserved!"
36	roy Wood	San Francisco	CA	94134	US	2/18/2018	"I have lived in the area all my life. 4 story housing is incompatible with thst particular area. It will further cause instability in the arew, increase over crowding of streets and commercial and residential area."
37	Mary Pardini	San Mateo	CA	94401	US	2/18/2018	"I grew up a block away. My grandfather came from Italy to the Portola neighborhood and grew carnations in greenhouses at Mansell and Hamilton streets. Keep the green houses and the history of the neighborhood alive"
38	Gilberto Barba jr	Antioch	CA	94509	US	2/18/2018	"Would be such a positive for this neighborhood."
39	Perri Ellis Paniagua	Napa		94559	US	2/18/2018	"Historic spots in SF just need to be preserved for future generations to enjoy! This is one of them!!"
40	Sheri Heskett	Pleasanton	CA	94588	US	2/18/2018	"This is the neighborhood I grew up in and as an educator, it would thrill me if this nursery was both saved and used for educational purposes!"
41	Rhonda Smith	Vallejo	CA	94591	US	2/18/2018	"My family home is located across the street. I'm concerned for the community. A housing unit is not the answer."
42	Loren Mathis	Felton	CA	95018	US	2/18/2018	"I didn't even know the history of the area, I really hope it does not get developed SF needs this"

770 Woolsey Online Petition Comments

	A	B	C	D	E	F	G
43	Katia Ramis	Tracy	CA	95391	US	2/18/2018	"I grew up in the Portola district would like to preserve the nature as is and whats its known for"
44	Lisa Friend	Elk Grove	CA	95624	US	2/18/2018	"I used to look out my grandmother's kitchen window at this nursery. It produced absolutely beautiful roses."
45	Dane McCoy	Discovery Bay	CA	94505-1	US	2/18/2018	"My wife and her sisters grew up on Hamilton street 1 block from 770 Woolsey. Her cousin grew up on the corner of Hamilton and Woolsey, across the street from University Mound. They remember when roses were grown in the hot houses there. It would be a shame to see this amazing peace of San Francisco history thrown away and forgotten like so many other pieces of history of the Portola District."
46	Therese Micallef	Mgarr			Malta	2/18/2018	"With the kind of weather you have in San Francisco, in my opinion these green houses should be preserved into a botanical garden / plants nursery for future generations to enjoy."
47	David Verrecchia	Newtown Square	PA	19073	US	2/19/2018	"Yes! As a long time worker in SF we need to preserve and educate."
48	Albert Downing	San Francisco	CA	94110	US	2/19/2018	"We need more green"
49	Jennifer Shader	San Francisco	CA	94110	US	2/19/2018	"We need to preserve history!!"
50	Chimene Rengifo	San Francisco	CA	94112	US	2/19/2018	"Growing food gives human beings power, which is something that the 1% doesn't want. We need to preserve as many urban nurseries as we can. It is our right."
51	Joseph Alvarado	San Francisco	CA	94122	US	2/19/2018	"SO long as you do not grow dope or the City will get it seized by the feds and then the feds will sell it to the highest bidding developer and all of your efforts will be turned on there head...Educational Urban Farm in SF should consider some aspects of Permaculture and keep the dopers out or risk losing it all...state law is trumped by the Supremacy Clause and acres of SF property is exactly the sort of lucrative seizure and example the Feds would love to make and set an example of...https://www.justice.gov/opa/pr/attorney-general-sessions-issues-policy-and-guidelines-federal-adoptions-assets-seized-state"
52	Christopher Hapin	Oakland	CA	94621	US	2/19/2018	"Really, I'd love to see a garden put up."
53	Jim Malaspina	Novato	CA	94949	US	2/19/2018	"This was the old neighborhood my son was raised in. On Hamilton Ave. :)"

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54	Yvonne McKernan	Spokane	WA	99208	US	2/19/2018	"I'm signing this I lived in San Francisco for 50 plus years. We need to save this nursery for the one place in San Francisco we can grow flowers commercially."
55	Dianne Alvarado	San Francisco	CA	94116-2	US	2/19/2018	"Preserve the history, teach the future, and embrace those of us living in marginal income brackets by allowing us peaceful and productive space to grow flowers, plants and food....serving all living beings to live in the warmth of the sun and be nurtured as our founders intended our fresh city to sustain."
56	Carole Reeser	Los Angeles		90009	US	2/20/2018	"I support the green houses."
57	franny corsick	sf	CA	94107	US	2/20/2018	"Open space is great for the well being of citizens"
58	Marianne Bertuccelli	San Francisco	CA	94112	US	2/20/2018	"SF needs all the green open non- developed space it has!"
59	catherine Walter	San Francisco	CA	94122	US	2/20/2018	"I love San Francisco and it's history. Large scale developers are interfering with much of the city's rich history and culture."
60	Winston Arnspiger-Schult	San Francisco	CA	94127	US	2/20/2018	"84+, 4 story houses would be absolutely ridiculous."
61	constance flannery	sanfrancisco	CA	94131	US	2/20/2018	"We need gardens to keep our environment healthy. This neighborhood doesn't need high rise buildings"
62	Opal Essence	San Francisco	CA	94134	US	2/20/2018	"We need more open space!!!"
63	Joan Wallace	Union City	CA	94587	US	2/20/2018	"Joan Wallace lived in this neighborhood for over 40 yrs and would love to see a community garden here instead of new houses!"
64	christine heath	berkeley	CA	94703	US	2/20/2018	"A neighborhood depends on its heritage to keeps its personality. Removing that link to heritage removes that neighborhood feeling and destroys the culture that is specific to that region. These green houses and open space connect the past to the present and create community. Also the proposed height and quantity of housing to add to this neighborhood is unreasonable, the schools and programs are already over capacity"
65	dimitriosourniadis	San Francisco	CA	94110	US	2/21/2018	"Because we need food and oxygen more than another basket of tech bros."
66	Karina Murillo	San Francisco	CA	94110	US	2/21/2018	"Im tired of people particularly rich people that were NOT born or raised in sf taking what was originally San Francisco's."
67	Isiah Ball	San Francisco	CA	94132	US	2/21/2018	"I would like to see some of SF still look like SF"
68	Gabriella Kasher	Long Beach	CA	90804	US	2/22/2018	"My family lived up the block from these for years. I loved seeing them when I would visit. Although in great disrepair, I thought it was neat that they were still standing. It would be a shame to see them destroyed only to be replaced by a giant building, in a neighborhood where so many single family homes still exist. And what a wonderful opportunity it could be for a city community to have a flourishing garden. Restoring it to its former glory!"

770 Woolsey Online Petition Comments

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69	Coby Burns	Oceanside	CA	92057	US	2/22/2018	"To actually SEE how some food they eat is grown would be a wonderfully eye opening learning experience for children, and even some adults. And who doesn't love a farmer's market? The Portola Green Plan is a constructive plan that strives to serve the whole community, one I see as forward thinking vision!"
70	April Hettinger	South San Franc	CA	94080	US	2/22/2018	"I see these from my window everyday. Would love to see them functional once again. <3"
71	Monique Garcia	South San Franc	CA	94080	US	2/22/2018	"This is such an amazing plan! I love the greenhouses and the gardening history here. The education and kitchen components pay tribute to a rich history and promote a great sense of community stewardship - I am sincerely grateful and hopeful for this plan to be our future!"
72	Gabriela Hernandez	San Francisco	CA	94134	US	2/22/2018	"I am born and raised in the Portola and have lived in the neighborhood for 20+ years. I would love to see this plot of land used for a community garden and also keep a part of our history alive."
73	Gaea Denker	San Francisco	CA	94134	US	2/22/2018	"Our city needs more opportunities for community members to connect with nature. I'm raising a family in this neighborhood and this would be a fantastic benefit to us all!"
74	A Wong	Pleasanton	CA	94588	US	2/22/2018	"Preserve the Agricultural Use of SF's Last Commercial Nursery!"
75	Michelle Tubiolo	Oakland	CA	94601	US	2/22/2018	"I love SF"
76	Linda Dunne	Roseville	CA	95678	US	2/22/2018	"There needs to be growth in the city limits, keep the garden going!!"
77	Erik Pidgeon	Bozeman	MT	59718	US	2/23/2018	"A CA Native of 60 years that feels we need Agricultural use of SF's last commercial nursery rather than building condos or what ever. We need this space! We are really crowded in CA, we don't need less agricultural land."
78	Gennesis Jerez	Los Angeles	CA	90037	US	2/23/2018	"We need to preserve our communities green."
79	Kevin Ho	Ontario	CA	91761	US	2/23/2018	"The traditions and cultural diversity of each district of San Francisco its appeal. I appreciate change and growth in a city, but not at the cost of giving up what made San Francisco great in the first place."
80	Roxanne Kwong	Burlingame	CA	94010	US	2/23/2018	"Preserve the land where I grew up. Stop gentrification!"
81	Ken Miller	San Francisco	CA	94122	US	2/23/2018	"I like Dan!"

770 Woolsey Online Petition Comments

	A	B	C	D	E	F	G
82	Christian McMurray	San Francisco	CA	94134	US	2/23/2018	"I grew up here and the nursery is a part of Portola's history and uniqueness. It helps set us apart from the hustle and bustle of every other SF neighborhood. The nursery has so much potential to truly show that this is the Gardrn District. We don't need 4 story buildings. We need a much needed urban garden and nursery."
83	Travis Tran	San Mateo	CA	94402	US	2/23/2018	"my hood!"
84	Stephanie Villatoro	San Leandro	CA	94577	US	2/23/2018	"gentrification"
85	Neha Bajaj				India	2/23/2018	"I think it is important to preserve the history. There is so much construction going on everywhere. Parking has already been a night mare all over the city. Help protect this land."
86	Jenny Hodgin	San Francisco	CA	94112	US	2/24/2018	"As a lifetime resident of SF I want to see our neighborhood landmarks preserved and cared for. Once the land is sold and developed it's gone forever. Preserve the GARDEN district!"
87	Denise Debruin	San Francisco	CA	94134	US	2/24/2018	"We need to preserve all the natural Land we can in San Francisco, CA"
88	Jeannine Brickley	San Francisco	CA	94134	US	2/24/2018	"I've lived a few blocks away from 770 Woolsey for almost 40 years. It is a wonderful neighborhood of single family homes. But like most neighborhoods in SF, parking and traffic are already difficult here. We need more park/garden space not more cars and traffic."
89	Susana Gonzalez	San Francisco	CA	94134	US	2/24/2018	"This where my parents started working when they came to San Francisco and us as teenagers it's a land mark . Lovely memories."
90	Leslie Sing	Vallejo	CA	94590	US	2/24/2018	"This history should be preserved. Especially since there are folks interested in doing just that!"
91	Christine Reeves	Sonora	CA	95370	US	2/24/2018	"Let's help preserve what little land is left in San Francisco!"
92	Desiree Garcia	El Cajon	CA	92020	US	2/25/2018	"Signing this in support of my family and all of the families who are so passionate about this project!"
93	michele wolfe-avramov	San Francisco	CA	94117	US	2/25/2018	"My mother grew up on Goettingen street. She remembers the nurseries. Save the nursery. help renew and preserve the Portola district; a unique neighborhood with a unique history. I want to keep it's heritage as the garden district while contributing to a new generation of horticulturists both from city college, and neighborhood gardeners. Set up a fund where donations can be made thru the mail, not just online. Start walking tours of the picturesque nursery with its old weathered grey picket fence, and surviving greenhouse structures to help raise money. I love the Portola . I want to preserve it"

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770 Woosley Online Petition Comments

	A	B	C	D	E	F	G
94	Arthur Koch	San francisco	CA	94134	US	2/25/2018	"I want to preserve the Portola."
95	susie modiano	austin	TX	78745	US	2/26/2018	"thats my old neighborhood!!!"
96	Blas Herrera	San Francisco	CA	94132	US	2/26/2018	"Something great will happen soon!"
97	ellen fey	san francisco	CA	94114	US	2/27/2018	"I support urban agriculture, the preservation of historic buildings and this truly unique vestige of San Francisco!"
98	Ken Hong	San Francisco	CA	94134	US	2/27/2018	"You don't bulldoze history, heritage and a sense of pride for many Portolians! This iconic greenhouse is one of the few remaining vestiges of the past and truly epitomizes our Garden District identity. Sure we desperately need housing in SF and we get that. Surely we can meet half way, come up with an equitable solution where additional housing will be developrd, while also incorporating aspects of the existing 770 Greenhouses for environmental, ecological, historical and learning opportunities and benefits for current and future generation of Portolians to continue to appreciate, enjoy and take part in. Preserving the Greenhouse, an historic and very special icon of the city and our beloved Portola neighborhood, is critical and should be considered in any final development plans of 770 Woosley Street. Let's not lose the rich and symbolic character and heritage of the recent past by blindly bulldozing the green space for more new homes. Surely a compromised can be reached by all interested and vested parties alike."
99	AARON DURAN	San Bruno	CA	94066	US	2/28/2018	"I have family living around the corner from this location, and the last thing they need is more congestion in the area due to overcrowded housing. This is a great opportunity to preserve a piece of SF history."
100	MaryAnne Kayiatos	San Francisco	CA	94109	US	2/28/2018	"I think it's very important to preserve some of San Francisco's history and what better way to do it then with a sustainable garden that will help the environment and create jobs. A much better solution than tearing things down and building more and more condos that most people can't afford to buy."
101	Ching Yeh	San Francisco	CA	94110	US	2/28/2018	"It's inconsiderable to build high dense housing next to a reservoir. The developer must pay insurance to ... actually, I don't want to talk about it much. Builders also need to increase muni 54 running frequency before they build houses. I agree that building over one million unit houses are not helping to provide housing to those needed, including teachers, fire fighters..."

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102	Dave Baldini	San Francisco	CA	94112	US	2/28/2018	"History of the greenhouses needs to be passed down to more generations of San Franciscans. Future of housing is needed but not at the cost of our past. Once its gone, its lost forever after one generation."
103	Laura Rogers	San Francisco	CA	94134	US	2/28/2018	"Preserving this site and improving it with urban gardens, a farmer's market area and community center is a good thing, not only for the Portola neighborhood, but for the entire City. Building 86 units, 4-stories high, with only 1 parking spot per unit, would greatly impact the neighborhood, and only in a negative way. The developer has stated these units will be sold for at least \$1 million each, which only benefits the developer."
104	Luna Esperanza	San Francico	CA	94134	US	2/28/2018	"I don't want housing on this location"
105	Ming Chan	San Francisco	CA	94134	US	2/28/2018	"Let's work together to make Portola the best."
106	Raymond Zhen	San Francisco	CA	94134	US	2/28/2018	"Don't want to see even more compact housing in this neighborhood."
107	Benito Taylor	San Francisco	CA	94164	US	2/28/2018	"Open Space!"
108	Marilyn Salyer	San Mateo	CA	94403	US	2/28/2018	"We need to preserve some open space"
109	Rick Solis	Stockton	CA	95205	US	2/28/2018	"Because I live on woolsey too and there's no parking already. Last thing we need in this area is more housing."
110	travis holt	asheville	NC	28804	US	3/1/2018	"its the right thing to do"
111	Giselle Gonzalez	South San Franc	CA	94080	US	3/1/2018	"This is my home ... I was born and raised in this neighborhood..."
112	Beverly Hanly	San Francisco	CA	94110	US	3/1/2018	"I'd like to help bring back the old roses and support other gardening efforts. Protecting and preserving this place for plants, education and sanity in the midst of the urban landscape seems like the right thing to do."
113	Cole Mitguard	San Francisco	CA	94110	US	3/1/2018	"I think that we need to keep Portola the SF's Garden District!"
114	Georgina Tieso	San Francisco	CA	94110	US	3/1/2018	"Please save this beautiful space"
115	Rachel Johnson	San Francisco	CA	94112	US	3/1/2018	"This opportunity to flourish would bring huge benefits for decades to come. Be creative & imaginative San Francisco!"
116	Christopher Aiken	San Francisco	CA	94134	US	3/1/2018	"Would be great to see this as an urban garden"
117	Jan Markels	San Francisco	CA	94134	US	3/1/2018	"Preserve our past to improve our future."
118	Jennifer Quevedo	San Francisco	CA	94134	US	3/1/2018	"These gardens are the reason my parents purchased their home 45+ years ago. Let's preserve the nature that surrounds this beautiful community."
119	Lisardo Planells	San Francisco	CA	94134	US	3/1/2018	"Neighborhood is already overcrowding! No Thank You!"
120	melanie walker	san francisco	CA	94134	US	3/1/2018	"I am a Portola resident and love is green space!"

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121	Sandra Vittoria	San Francisco	CA	94134	US	3/1/2018	"We don't need ugly housing in Portola. We need to preserve our garden district history."
122	YU Li	San Francisco	CA	94134	US	3/1/2018	"Not enough parking space already. I have to park blocks away from where I live."
123	Judy Yerman	Martinez	CA	94553	US	3/1/2018	"The neighborhood and San Francisco deserve this"
124	Donna Sharee	San Francisco	CA	94112	US	3/2/2018	"I wholeheartedly support the effort to preserve this space for an educational urban farm!"
125	Brenda Morales	San Francisco	CA	94134	US	3/2/2018	"Please keep our history beautiful... preserve!"
126	Carol Perrz	San Francisco	CA	94134	US	3/2/2018	"My family we're one of the families to have worked the land "Parodi & crescio"."
127	Christina Fabbri	San Francisco	CA	94112	US	3/3/2018	"This is one of the few reminders of what a beautiful city San Francisco used to be"
128	Wilma Hyland	San Francisco	CA	94134	US	3/3/2018	"I prepared gardens with different colorful flowers every season, than a concrete building."
129	Carol Wong	San Francisco	CA	94114	US	3/4/2018	"Seeing this as an urban garden is better than seeing it become a concrete building"
130	Brendan Cadam	San Francisco	CA	94127	US	3/5/2018	"I support an educational garden center. I oppose new developments that do not create enough new parking."
131	Ron Parshall	San Francisco	CA	94134	US	3/5/2018	"First, let's preserve what little evidence is left of San Francisco's agricultural history. The Portola has the last stand of hot houses and all that it represented, including all the open space, other farming interest and horses on the hillsides. Let's also remember that the Portola is known and recognized today as San Francisco's Garden District. Any agricultural-based development would be a far more welcome, useful and needed resource. Second, the Portola district is greatly made up of small scale single-family homes. This is no better exemplified than in the blocks of homes that make up the community surrounding the hothouses. The scale of development propose buy the new owners of 770 Woolsey St. clearly shows total disinterest of impact the massive scale of what they propose would have. I grew up in Visitation Valley, my wife in the Portola. As native sons and daughters we elected not only to remain in San Francisco, but reside in close proximity to the hothouses at issue. Recognizing the nee"

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132	keri vaca	San Francisco	CA	94134	US	3/8/2018	"I have loved in this neighborhood for 20 years and love the garden feel of it. We need to preserve our history and feel of our neighborhood."
133	Patricia Cooley	Redwood City	CA	94061	US	3/9/2018	"We should preserve the Last of the historic nurseries in SF, once it's gone it will never come back!"
134	Rene Bura	San Francisco	CA	94112	US	3/13/2018	"Our family has been living in the Portola Neighborhood for over 40 +years and enjoy all the conveniences around the area. We need to preserve the historical landmarks that have existed for a long time. I support the Urban Farm and Community Center proposal."
135	Cynthia Clark	Pleasanton	CA	94566	US	3/13/2018	"Please consider what a rich contribution preserving all or part of the greenhouse property would bring to the Portola neighborhood of SF. The value a historical and open space site would provide to the community is immense. Continue to bring forward thinking to SF that is not only about profit!"
136	Melissa Gonzalez				US	3/13/2018	"Community gardens are so beautiful and they help the community and everyone around it. Please keep the last remaining garden around for generations to come. A lot of people I know Love to see beautiful things like that. It's History for a lot of San Franciscans to talk to younger ones. Thank you for reading."
137	Gary Dodson	Vallejo	CA	94591	US	3/17/2018	"Community gardens YES! Community Condo congestion NO!"
138	Bree Brown	San Francisco	CA	94118	US	3/21/2018	"You need to post this on every Next Door group in San Francisco"
139	Caitlyn Galloway	San Francisco	CA	94110	US	3/23/2018	"We need spaces in our city that allow residents to actively engage with our food system. Urban farming is an incredibly important activity for city resilience, and the historical and physical significance of this site for agricultural use is one of a kind."
140	Amesia Doles	San Francisco	CA	94110	US	3/24/2018	"San Francisco is more than new condos, we need to protect unique spaces that make our city so wonderful."
141	Laurie Mackenzie	San Francisco	CA	94110	US	3/24/2018	"We need more urban agriculture space!"
142	Claire Johnston	San Francisco	CA	94118	US	3/24/2018	"I care about San Francisco and this nursery. Please sign and share!"
143	Annalisa Rush	Trinidad	CA	95570	US	3/24/2018	"Plants are good for people. Appropriate-scale, urban ag is critical for sustainability and quality food security"
144	BROOKE KERPELMAN	SAN FRANCISCO	CA	94118	US	3/24/2018	"I would like to see this nursery saved and restored."
145	Kalika Gorski	Albuquerque	NM	87102	US	3/26/2018	"We need city farms and city flowers."
146	Kerry Evensong	San Francisco	CA	94112	US	3/26/2018	"Let's preserve this special site and turn it into something beautiful."

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147	Amy Zink	woodland	CA	95698	US	3/26/2018	"SF needs more green spaces, especially for agriculture."
148	Janet Remolona	San Francisco	CA	94132	US	3/28/2018	"I love SF."
149	Lisa Millimet	Whitefield	ME	3598	US	3/29/2018	"No farms, no food. And urban spaces will be more and more in need. What a wonderful and conscious decision."
150	Antonio H	San Francisco	CA	94112	US	4/3/2018	"For my boy Jay"
151	Dillon Lee	San Francisco	CA	94134	US	4/3/2018	"I don't want the neighborhood I grew/grow in to sink into the abyss that haunts this city"
152	reinhardt simon			91000	Mexico	4/4/2018	"I agree with all the petitions"
153	Douglas Wilkins	San Francisco	CA	94114	US	4/9/2018	"These greenhouses are an important legacy for San Francisco. Once gone, we will regret their loss."
154	Will Keiser	San Jose	CA	95116	US	4/10/2018	"To support my friend Lucia Pohlman's cause and the beautiful project she has put her energy into. <3"
155	Nicolette Melka	Medford	OR	97504	US	4/10/2018	"My friend has been working hard on her urban farm project and I would like to see it fully thrive."
156	simone anderson-clark	Ringwood	ENG	3134	Australia	7/8/2018	"Community gardens are a beautiful thing for our children and community to learn in"
157	Lisa-Beth Watkins	San Francisco	CA	94116	US	7/29/2018	"My dad grew up out here when it was food producing land. Let us become self sustainable once again and teach our children where our food comes from"
158	Michael Tassone	New Hyde Park	NY	11040	US	8/4/2018	"It would greatly enhance the community."
159	Darcie Bell	San Diego	CA	92101	US	8/7/2018	"I live right down the street from here, in Portola- this is an incredible space. The idea of adding 400 residences, with little to no parking to a neighborhood that is already impacted with a lack of street parking, it's ludicrous. I'd love to preserve the nursery in some way. A park or public space would be lovely. I don't know if I'd add something that would again, put an additional drain on the shortage of residential parking- but no apartments. The construction alone would be detrimental to the neighborhood."
160	Lubov Mazur	Albany	CA	94706	US	8/28/2018	"A city is more than rooftops."
161	Cara Vincent	Cincinnati	OH	45227	US	9/3/2018	"Hi! Was wondering what that was. Now I know!"
162	Rebecca Archer	San Francisco	CA	94112	US	9/10/2018	"We need places like this."

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163	Denise Debruin	San Francisco	CA	94134	US	9/10/2018	"I believe in preserving the Lady of these hothouses; & like on this parcel of land• we need open spaces rather than just continual housing Everywhere; which is very unhealthy; & limited parking? NO WAYPlease do the right thing & preserve 770 woolsey. Long time resident , Denise debruin, 1450 Wayland street , Portola District"
164	David Thorpe	Sudbrooke	ENG	LN2 2YA	UK	9/10/2018	"History needs to be cherished"
165	Martin DeLeon	San Francisco	CA	94134	US	9/27/2018	"Time for the camper to go My daughters don't like to walk in the neighborhood because of Them Especially on Bowdoin st and Woolsey and They dump their garbage all over"
166	Steven Kropfl	San Francisco	CA	94124	US	10/17/2018	"It is important to preserve the historical culture of every neighborhood in San Francisco"
167	Claire Daugherty	San Francsico	CA	94117	US	11/8/2018	"Urban farming is important and is one way to build a community in a city."
168	Sunyoung Choi	San Francisco	CA	94107	US	11/11/2018	"This is a part of San Francisco history that will bring people together."
169	Brian Webster	San Francisco	CA	94102	US	11/19/2018	"I am a Hemp business community organizer based in San Francisco. CA-Hemp.com"
170	Cristina Lopez	San Bruno		94066	US	11/20/2018	"A neighbored I grew up in as well as we need more projects like this in our communities."
171	Cassandra Espinoza	San Francisco	CA	94134	US	11/20/2018	"The agriculture is apart of the Portola district community. Taking it away removes the culture and spirit that has been cherished by the community. Food is important, taking it away hurts the business it provides."
172	Kimberly Cox	San Francisco	CA	94134	US	11/20/2018	"It's the right thing to do as we need to preserve our agriculture or this will be another travesty within our food culture."
173	Dore Steinberg	San Francisco	CA	94134	US	11/28/2018	"I want the historic integrity of 770 Woolsey to stay intact. The construction of 63 single family houses on a single block would make this impossible and create parking nightmares, not to mention the proposed homes are taller than the surroundings. Lets devote the space to green uses and stay true to its historic legacy."
174	carol gould	San Francisco	CA	94114	US	5/29/2019	"This place is very special and deserves to be preserved and restored! Don't ruin it with soulless construction."
175	Rob Ehle	San Francisco	CA	94134	US	5/29/2019	"This, along with the Southern Pacific Roundhouse in Brisbane, is a southeast landmark that really deserves local preservation and commemoration."

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176	Steven Bird	San Francisco	CA	94116	US	5/29/2019	"San Francisco desperately needs spaces that are not condominiums! If for no other reason than the fact that someday the boom will go bust, and there must be some small amount of diversity to our economy."
177	Jamie Zee				US	5/29/2019	"I'm a resident of this neighborhood who's resided here for 21 years since my conception. This place needs to stay, we don't need another yuppie ass seller to profit off of our community which needs beautification. We need a community garden, not high rises or more houses."
178	Ryder Diaz	Oakland	CA	94602	US	5/30/2019	"I grew up in this neighborhood and support the beautiful vision of this project!"
179	maureen murray	Petaluma	CA	94952	US	5/30/2019	"The health and food security of a communities inhabitants is greatly insured by urban farms, community gardens and education to sustainability and food security. This would be a SF treasure of the highest order"
180	Cara Vincent	San Francsico	CA	94134	US	6/20/2019	"Creating self-sustainability in the peninsula is of the utmost importance. Bringing communities together to share in agricultural education and farming is a beautiful thing. Change towards zero pollution and truly green cities are the only future I want to be a part of."
181	Michael Bailey	Lake Oswego	OR	97034	US	6/26/2019	"To save the garden. Stop the possibility of development."
182	Margaret Weis	San Francisco	CA	94110	US	7/1/2019	"I'm signing because this is the last plot of land in the Portola that can robustly highlight the Garden District identity. Please assure this plot is designed in accordance with our Green Plan! Thank you!"
183	Suzanne San Miguel	San Francisco	CA	94134	US	7/2/2019	"I'm a proud native of San Francisco, been living kitty cornerto our historic beloved nursery, over 65 years. It would be awesome to see our beautiful flowers again. Educate the upcoming generations about planting fruits, veggies, flowers and trees. Power, Peace and Love to the Portola People."
184	Patsy Munoz	San Francisco	CA	94134	US	7/6/2019	"I believe there is lovely potential in the preservation of this area. It illustrates the Garden District's historical identity beautifully."

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