

415-346-4502

January 14, 2019

433 Locust St.  
San Francisco, CA  
94118Clerk of the Board  
San Francisco Board of Supervisors  
1 Dr. Carlton B. Goodlett Place, Room 244  
San Francisco, CA 94102

Re: Appeals 181233 &amp; 181237

Dear President Yee and Members of the Board of Supervisors:

We are writing in response to Mr. Emblidges' letter dated January 4, 2019, which was in response to our Appeals for 3637-57 Sacramento Street.

The Appellants speak on behalf of nearly 300 owners, residents, business owners, therapists, and employees in the immediate vicinity of this project. Despite what Mr. Emblidge may attempt to show, the fact is that the **vast majority** of the neighborhood is strongly opposed to this development as it's currently proposed. He notes several times in his letter that the developer and the architect have been working closely "with planning staff" for the past 11 years. Unfortunately during this time, the Developer failed to "work with" the neighborhood as well, and have instead pushed forward their own agenda, which has resulted in where we are today.

### Neighborhood Outreach:

It is disappointing that over those 11 years, the Developer has held **only two neighborhood outreach events**, one in April 2014 and the other in April 2018. **This is not what "working with the community" looks like.** The developer's first outreach meeting in 2014 was highly contentious, with everyone in the room opposed to the size and scale of the project. After that meeting, the Developer went radio silent and did not attempt any other formal outreach with the neighborhood until the project was near finalized in 2018. Over this large span of time, with no outreach from the Developer to the community, it falls off people's radar. Several of the building owners directly across from the project site on Sacramento Street were not even aware of the details of this project until they received their hearing notices in October, days before the first and only PC Hearing. **By not reaching out and engaging with the Community earlier and more frequently, the Developer has only themselves to blame for the opposition that exists today.**

The Appellants are supportive of new housing, and they are supportive of change. They are willing to work with the Developer on solutions that work for both parties. They have even gone so far as to suggest specific modifications that retain or increase housing, with far less negative impacts on the neighborhood. They have also suggested a thoughtful mitigation list to protect neighbors and businesses during construction. Mr. Emblidges' suggestion that the Appellants continue to be "unsatisfied" is absurd; just because a cement wall was removed from the rear-yard plans in July does not eliminate the other aspects of the project that have been consistently opposed, nor would it have any influence on the nearly 300 people opposed to this project as it's currently planned today.

In fact, as stated by numerous opponents at the Nov. 8 hearing, Appellants are **not** opposed to a redevelopment of the existing properties. What they are opposed to is the size & scale of this project as it is currently planned.

**The size, scale, and design of this project has been an issue from the beginning of its inception.**

The Developer continues to inflate the appearance of neighborhood support for this project. Their "letters of support" include a significant number of letters that are nearly 5 years old, are duplicates, or are from businesses no longer in existence. Also, a disproportionate number of "support" letters are from tenants of the Developer's existing buildings, further proving the very limited support for this project.

In contrast, **the Appellants represent nearly 300** adjacent property owners, occupants and business interests that want more housing, a project scale that unifies and contributes positively to the neighborhood context, and minimizes the potential disruption to unique small businesses and a dense community of mental health professionals.

**Uses & Neighborhood Needs**

Since the developer started working on this project 11 years ago, the neighborhood and the city has changed dramatically.

1. Housing is now the priority.
2. Retail as we knew it 11 years ago is not what it used to be, proven by continuous retail vacancies in the neighborhood, (including in the developer's

own building (formerly AG Ferrari) which has been vacant for 19 months now.) The proposed retail size, with a frontage of 67'-4" and an area of 6,555sf exceeds many of the larger establishments in the nearby NCS district on California street; such as:



Standard 5&10 (60' frontage) [5040 sf],



Starbucks (50' Frontage) [4150 sf],



Gap (50' frontage) [4150 sf],



Union Bank (50' frontage) [4150 sf].

3. More medical/dental, while this may have been desired in years past, is no longer as necessary; with the imminent departure of the nearby CPMC campus, many medical offices will be moving, opening up plenty of existing spaces for any medical professional that chooses to remain in this neighborhood. Additionally, Medical/ dental of the scale proposed is more appropriate in the nearby NCS district which is directly served by transit on four lane California street.

Appellants are 100% supportive of new housing, **but the other uses of the building must be reconsidered.** A project of this size and scale should be forward-thinking. **Our proposal retains or increases housing with far less environmental impacts and disruption on this small neighborhood.**

**Developer’s Proposed Building:**

The developer has presented a plan that is maximalist in its use of the site and building envelope. By merging two large lots the frontage of the new building is 110’ or **24% of the entire length of the block**. This block of Sacramento street has a mixed visual character, with buildings of different heights, stories and architectural styles, however there are themes that emerge in looking at the streetscape (see attached street views). Bay windows are commonly used as a design feature, appearing in 71% of the facades; building parapets are used to provide design weight to the tops of buildings or express a unique character to the building; and upper floor window scale is typically smaller, commonly double hung or with divided lites.

The proposed building is quite monolithic in style, with small nods made to segmenting the building in 25’ lengths; these divisions are superficial at best, with two wall material changes and very small horizontal relief [8” is noted on the plans]. Meanwhile the predominate upper facade visual features are the window clusters which are very uniform in style and size across the entire building and the modernist glass railed balconies. No setback is given to the upper floor to better adjust the scale of the building to the surrounding smaller buildings.

Here is a comparison of our alternate design proposal to the current developer proposal (Gross areas shown reflect all building area to the exterior faces of walls less any unconditioned areas open to below, or as noted on the plan sheets from the developer).

Description	Developer	Alternate	Change
Stores above grade	4	4	0
Stories below grade	2	1	-50%
Dwelling Units	18	20	11%
Parking Spaces	50	21	-58%

Gross Areas			
Floor 4	10,092	6,140	-39%
Floor 3	10,183	10,086	-1%
Floor 2	10,533	10,727	2%
Floor 1	9,385	10,729	14%
Parking 1	14,353	12,047	-16%
Parking 2	14,381	0	-100%
<b>Total Gross Area</b>	<b>68,927</b>	<b>49,729</b>	<b>-28%</b>

**CEQA Appeal and Environmental Impacts:**

We dispute the statements put forth in the Planning Commission's response dated January 7, 2019, and we will be issuing a separate response to that.

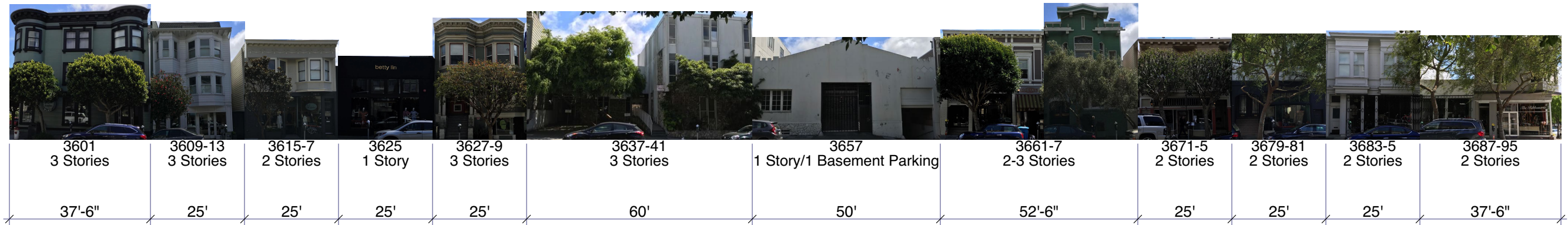
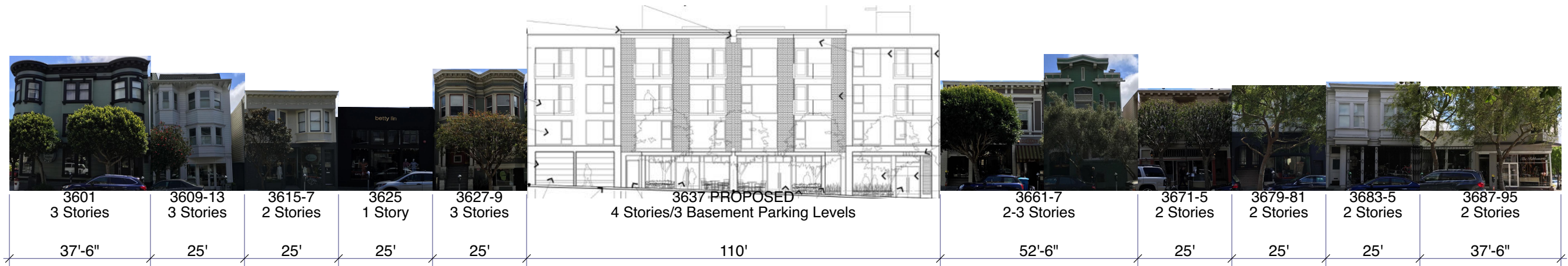
In sum, after years of the Developer working almost exclusively with the Planning staff, they have created a project that is completely out of touch with what the neighborhood actually wants or needs. **We urge you to please grant these appeals, and in doing so overturn the decisions of the planning commission. We also request the developer to work with the neighborhood from this point forward.**

Sincerely yours,

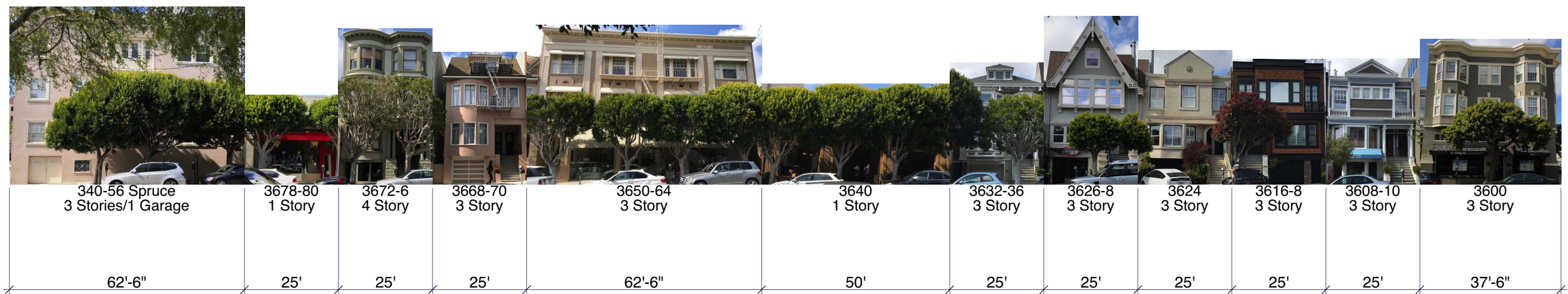
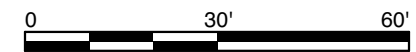


Alex Thompson & Rachel Lewis





**1** 3600 BLOCK - SOUTH SIDE, PROPOSED/EXISTING  
SCALE: 1:360



**2** 3600 BLOCK - NORTH SIDE  
SCALE: 1:360

