



April 10, 2025

Ms. Angela Calvillo, Clerk
Honorable Supervisor Chan
Board of Supervisors
City and County of San Francisco
City Hall, Room 244
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102

Re: **Transmittal of Planning Department Case Number 2025-000426PCAMAP:**
Alexandria Theater Special Use District
Board File No. 241198

Planning Commission Recommendation: Approval

Dear Ms. Calvillo and Supervisor Chan,

On April 3, 2025, the Planning Commission conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance, introduced by Supervisor Chan. The ordinance would amend the Planning Code and establish Section 249.4 – the Alexandria Theater Special Use District. At the hearing the Planning Commission adopted a recommendation for approval.

A CEQA Common Sense Exemption Determination was issued on March 3, 2025 pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that the proposed Ordinance has no possibility of a significant effect on the environment.

Please find attached documents relating to the actions of the Commission. If you have any questions or require further information please do not hesitate to contact me.

Sincerely,

Aaron D. Starr
Manager of Legislative Affairs

cc: Heather Goodman, Deputy City Attorney
Angelina Yu, Aide to Supervisor Connie Chan
John Carroll, Office of the Clerk of the Board

ATTACHMENTS :

Planning Commission Resolution
Planning Department Executive Summary



PLANNING COMMISSION RESOLUTION NO. 21719

HEARING DATE: April 3, 2025

Project Name: Alexandria Theater Special Use District
Case Number: 2025-000426PCAMAP, [Board File No. 241198]
Initiated by: Supervisor Connie Chan / Introduced on December 18, 2024, Re-introduced on March 18, 2025
Staff Contact: Tina Tam, Current Planning
tina.tam@sfgov.org, 628-652-7385
Reviewed by: Aaron Starr, Manager of Legislative Affairs
aaron.starr@sfgov.org, 628-652-7533

RESOLUTION ADOPTING A RECOMMENDATION FOR APPROVAL OF A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE TO ESTABLISH THE ALEXANDRIA THEATER SPECIAL USE DISTRICT; AFFIRMING THE PLANNING DEPARTMENT’S DETERMINATION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT; MAKING FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN, AND THE EIGHT PRIORITY POLICIES OF PLANNING CODE, SECTION 101.1; AND MAKING FINDINGS OF PUBLIC NECESSITY, CONVENIENCE, AND WELFARE UNDER PLANNING CODE, SECTION 302.

WHEREAS, on December 18, 2024, Supervisor Connie Chan introduced a proposed Ordinance under Board of Supervisors (hereinafter “Board”) File Number 241198. Supervisor Chan later re-introduced a substitute Ordinance on March 18, 2025, which would create Section 249.4 of the Planning Code to promote the development of much needed housing in the city, by allowing a housing development project with additional density and height than otherwise allow under the existing zoning that also preserves the key historic architectural features of the 1923 Alexandria Theater;

WHEREAS, the Planning Commission (hereinafter “Commission”) conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on April 3, 2025; and,

WHEREAS, the proposed Ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15061(b)(3); and

WHEREAS, the Planning Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of Department staff and other interested parties; and

WHEREAS, all pertinent documents may be found in the files of the Department, as the Custodian of Records, at 49 South Van Ness Avenue, Suite 1400, San Francisco; and

WHEREAS, the Planning Commission has reviewed the proposed Ordinance; and

WHEREAS, the Planning Commission finds from the facts presented that the public necessity, convenience, and general welfare require the proposed amendment; and

MOVED, that the Planning Commission hereby adopts a **recommendation for approval** of the proposed ordinance.

Findings

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

The Commission supports the proposed Ordinance as it advances the Housing Element's goals of increasing housing production and diversifying the housing stock, particularly in Well-Resourced Neighborhoods. Additionally, it aligns with the Mayoral Executive Directive's "Housing for All" initiative by facilitating the creation of much-needed housing while ensuring thoughtful preservation of the city's historic assets.

The Commission further finds that the Ordinance's preservation requirements will safeguard key historic elements of the Alexander Theater—including the exterior blade sign, marquee, interior murals, and chandelier—by mandating their reconstruction or rehabilitation as part of the new residential development. This balanced approach both honors the site's cultural significance and maximizes its potential to serve the community. Moreover, redeveloping this long-vacant site will remove a persistent blight, enhancing neighborhood vitality, supporting local businesses, and fostering a more inclusive and dynamic urban environment.

The proposed Ordinance is site specific and only applies to the Alexandria Theater property.

General Plan Compliance

The proposed Ordinance and the Commission's recommended adoption is consistent with the following Objectives and Policies of the General Plan:

HOUSING ELEMENT

OBJECTIVE 4.C

DIVERSIFY HOUSING TYPES FOR ALL CULTURES, FAMILY STRUCTURES, AND ABILITIES.

POLICY 32

Promote and facilitate aging in place for seniors and multi-generational living that supports extended families and communal households.

The proposed Ordinance would allow for greater family size units that otherwise required by the Code, two and three-bedroom units and limit the number of smaller, one-bedroom and studio units on the property.

OBJECTIVE 4.B

EXPAND SMALL AND MID-RISE MULTI-FAMILY HOUSING PRODUCTION TO SERVE OUR WORKFORCE, PRIORITIZING MIDDLE-INCOME HOUSEHOLDS.

POLICY 25

Reduce governmental constraints on development in Well-resourced Neighborhoods to enable small and mid-rise multi-family buildings providing improved housing choice and affordability.

POLICY 26 Streamline and simplify permit processes to provide more equitable access to the application process, improve certainty of outcomes, and ensure meeting State- and local-required timelines, especially for 100% affordable housing and shelter projects.

POLICY 28 Affirm compliance in State housing law, requirements, and intent by strengthening data collection, clarifying definitions, and further supporting implementation.

While informational hearings are required before the Historic Preservation Commission and Planning Commission, the proposed Ordinance removes the Conditional Use requirement for change of use or demolition of an existing movie theater. The proposed Ordinance also prohibits Discretionary Review requests.

Implementing Program 8.4.19

Whenever Planning Code amendments or revisions are proposed, advocate for ensure and promote simpler or an overall reduction of rules that affect housing approvals to reduce the specific or institutional knowledge needed by City staff, applicants, and members of the public to increase accessibility.

The proposed Ordinance modifies the development standards in the current Planning Code by increasing density and height and reducing rear yard and dwelling unit exposure to provide design flexibility and incent maximum housing development on the property.

CONSERVATION ELEMENT

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Older buildings that have significant historical associations, distinctive design or characteristics exemplifying the best in past styles of development should be permanently preserved. The efforts of the

Historic Preservation Commission should be supported and strengthened, and a continuing search should be made for new means to make landmarks preservation practical both physically and financially.

Criteria for judgment of historic value and design excellence should be more fully developed, with attention both to individual buildings and to areas or districts. Efforts for preservation of the character of these landmarks should extend to their surroundings as well. Preservation measures should not, however, be entirely bound by hard-and-fast rules and labels, since to some degree all older structures of merit are worthy of preservation and public attention. Therefore, various kinds and degrees of recognition are required, and the success of the preservation program will depend upon the broad interest and involvement of property owners, improvement associations and the public at large.

While the Alexandria Theater is not a designated city landmark, it is a historic resource. The proposed Ordinance stipulates preservation of key historic features of the theater, including the exterior blade sign and marquee, interior wall murals and bas-relief panels, as well as the sunburst chandelier. The proposed Ordinance also outlines the requirement of an informational hearing before the Historic Preservation Commission to solicit public comment and input.

Planning Code Section 101 Findings

The proposed amendments to the Planning Code are consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

The proposed Ordinance would not have a negative effect on neighborhood serving retail uses and will not have a negative effect on opportunities for resident employment in and ownership of neighborhood-serving retail. The existing Alexandria Theater has been vacant for the past 20 years.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

The proposed Ordinance would not have a negative effect on housing or neighborhood character. The proposed height of 85 feet is consistent with the proposed new height limit that is part of the citywide rezoning efforts. Additionally, there are examples of buildings along Geary Boulevard, a major transit corridor, with similar building heights of 85 feet.

3. That the City's supply of affordable housing be preserved and enhanced;

The proposed Ordinance would not have an adverse effect on the City's supply of affordable housing. The new housing development will provide 12% of the total units for low-income and moderate - income households, which is consistent with State Density Bonus programs.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood

parking;

The proposed Ordinance would not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

The proposed Ordinance would not cause displacement of the industrial or service sectors due to office development, and future opportunities for resident employment or ownership in these sectors would not be impaired.

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;

The proposed Ordinance would not have an adverse effect on City's preparedness against injury and loss of life in an earthquake.

7. That the landmarks and historic buildings be preserved;

The proposed Ordinance outlines key historic features to be preserved. This includes two exterior features, the existing blade sign and marquee, and two interior features, all the existing murals and panels, and sunburst chandelier. These features are required to be retained and incorporated into the design of the development project. In the event some of the murals are too damaged, the project team will follow the guidance of a qualified conservator (under the direction of Planning Department), to carry out an alternative preservation plan and develop an interpretive plan instead.

8. That our parks and open space and their access to sunlight and vistas be protected from development;

The proposed Ordinance would not have an adverse effect on the City's parks and open space and their access to sunlight and vistas.

Planning Code Section 302 Findings.

The Planning Commission finds from the facts presented that the public necessity, convenience and general welfare require the proposed amendments to the Planning Code as set forth in Section 302.

NOW THEREFORE BE IT RESOLVED that the Commission hereby ADOPTS A RECOMMENDATION FOR APPROVAL of the proposed Ordinance as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on April 3, 2025.



Jonas P. Ionin
Commission Secretary

AYES: Campbell, McGarry, Williams, Braun, Imperial, Moore, So
NOES: None
ABSENT: None
ADOPTED: April 3, 2025



EXECUTIVE SUMMARY

PLANNING CODE TEXT & ZONING MAP AMENDMENT

HEARING DATE: April 3, 2025

90-Day Deadline: June 16, 2025

Project Name: Alexandria Theater Special Use District
Case Number: 2025-000426PCAMAP, Board File No. 241198
Initiated by: Supervisor Connie Chan / Introduced on December 18, 2024, Re-introduced on March 18, 2025
Staff Contact: Tina Tam, Current Planning
tina.tam@sfgov.org, 628-652-7385
Reviewed by: Aaron Starr, Manager of Legislative Affairs
aaron.starr@sfgov.org, 628-652-7533
Environmental Review: Common Sense Exemption

RECOMMENDATION: Adopt of Recommendation for Approval

Planning Code Amendment

The proposed Ordinance would amend the Planning Code and Zoning Map and establish Section 249.4, the Alexandria Theater Special Use District (SUD). The proposed SUD would allow a density bonus and modifications to existing zoning controls for a residential development in the SUD.

	Development Requirement	The Way It Is	The Way It Will Be
1	Building Height	40 feet	85 Feet
2	Rear Yard	The required rear yard is 25% of lot depth or approximately 46 feet.	The required rear yard will be 15 feet.
3	Dwelling Unit Exposure	Dwelling Units are required to face directly onto a public street or alley, inner court at least 25 feet in all dimensions, or a code complying rear yard	Approximately 6 units will face directly onto a reduced rear yard of 15 feet.

4	Dwelling Unit Density	1 unit per 600 square foot lot area, or in this case a maximum of 26 dwelling units	There will be no density limit.
5	Dwelling Unit Mix	No less than 25% of the total number of proposed dwelling units shall contain at least two bedrooms, and no less than 10% of the total number of proposed dwelling units shall contain at least three bedrooms.	No less than 60% of the total number of proposed dwelling units will contain at least two bedrooms, and no less than 20% of the total number of proposed dwelling units will contain at least three Bedrooms.
6	Inclusionary housing Requirements	15% of the total number of onsite units. Of the 15%, 8% shall be affordable to low-income, 2% at moderate-income, and 2% at middle-income households.	12% of the total number of dwelling units. Of this 12%, 10% of the units will be affordable to low-income households and 2% will be affordable to moderate-income households.
7	Conditional Use authorization requirements	Conditional Use authorization is required for a change of use or demolition of a Movie Theater.	A Conditional Use authorization will not be required for a change of use or demolition of a Movie Theater

Background

The Alexandria Theater (5400 Geary Boulevard) opened in 1923. The Egyptian style theater was designed by the Reid brothers, and is a known historic resource. In 2004, a Conditional Use authorization (CUA) was granted to allow construction of a new 4-story, 37-unit building on the adjacent surface parking lot on the north end of the property. The 2004 CUA also included a renovation of the existing theatre and the inclusion of a new restaurant in the theatre building.

The permit for the new 37-unit building was issued in 2015 and completed in 2018. However, the permit to renovate the theatre, while issued in 2016, never commenced.

That same year, a new CUA was submitted to convert the theatre into a Swim and Learning Center. New floors were shown on the inside of the theater building as non-retail professional office use. While this 2016 CUA for the Swim and Learning Center was approved by the Planning Commission in 2019, no follow-up permit was ever filed.

In 2022, complaints were filed with DBI and Planning regarding the blighted conditions of the theater. An NOV was issued reiterating the need for compliance with the 2004 conditions of approval – maintenance and upkeep of the theatre and the associated architectural features and historic details.

In mid-2024, two permits were filed to stabilize and protect the historic features of the theatre and reconstruct the blade sign. These permits have yet to be issued.

On December 18, 2024 Supervisor Chan introduced the ordinance to establish the Alexandria Theater Special Use District (File No. 241198). The ordinance is intended to help spur the revitalization of the site, and to incentivize the construction of housing. On March 18, 2025, Supervisor Chan introduced a substituted ordinance.

Issues and Considerations

Building Height

The proposed Ordinance will permit development of 85 feet in height. While this is an increase of 45 feet from the existing 40-foot height limit, it is both reasonable and appropriate for the following reasons: 1) the existing theater building already exceeds 40 feet. Standing 54 feet tall, the theater building has existed in this condition for more than 100 years. Furthermore, the theater blade sign and associated tower are even taller, measuring 70 feet in height, 2) the property is located along Geary Boulevard, a major transit corridor. The width of Geary Boulevard is approximately 140 feet. 85 feet is consistent with the proposed new height limit that is part of the citywide rezoning efforts, and 3) there are examples of buildings along Geary Boulevard with similar building heights of 85 feet, i.e. Institute of Aging at 3595 Geary Boulevard and TNDC's 98-unit, 100% affordable senior housing project at 4200 Geary Boulevard. Therefore, a new residential development measuring 85 feet in height is consistent and aligns with future developments on Geary Boulevard.

Affordable Dwelling Units

The proposed Ordinance requires 12% of the total dwelling units to be affordable to low-income and moderate-income households. While this is lower than the current Planning Code requirement of 15%, it is consistent with state density bonus programs. Owned Units for low-income households shall have an affordable purchase price set at 80% of Area Median Income or less, with households earning up to 100% of Area Median Income eligible to qualify for low-income units. Owned Units for moderate-income households shall have an affordable purchase price set at 105% of Area Median Income or less, with households earning from 95% to 120% of Area Median Income eligible to qualify for moderate-income units.

Historic Preservation

The proposed Ordinance outlines key historic features to be preserved. This includes two exterior features, the existing blade sign and marquee, and two interior features, all the existing murals and panels, and sunburst chandelier. These features are required to be retained and incorporated into the design of the development project. In the event some of the murals are too damaged, the project team will follow the guidance of a qualified conservator (under the direction of Planning Department), to carry out an alternative preservation plan and develop an interpretive plan instead.

Dwelling Unit Mix

The proposed Ordinance stipulates the minimum number of family size units (60% will be two-bedrooms, 20% will be three-bedrooms) and limits the number of one-bedroom and studio units (no more than 20%). This amount of family size units is higher than the Code requirements and reflective of the diverse demographics in the Richmond District.

Housing Affordability Crisis

California faces a severe crisis of housing affordability and availability, prompting the Legislature to declare, in Section 65589.5 of the Government Code, that the state is experiencing “a housing supply and affordability crisis of historic proportions. The consequences of failing to effectively and aggressively confront this crisis are hurting millions of Californians. This crisis is robbing future generations of a chance to call California home, stifling economic opportunities, worsening poverty and homelessness, and undermining the state’s environmental and climate objectives.

According to the Planning Department’s 2020 Housing Inventory, the cost of housing in San Francisco has increased dramatically since the Great Recession of 2008-2009. The median sale price for a two-bedroom house more than tripled from \$493,000 in 2011 to \$1,580,000 in 2021, including a 9% increase from 2019 to 2020 alone. The median rental price for a two-bedroom apartment saw similar although slightly smaller increases. That price nearly doubling from \$2,570 to \$4,500 per month, from 2011 to 2019, before declining in 2020 due to the pandemic.

These housing cost trends follow decades of underproduction of housing in the Bay Area, according to the Planning Department’s 2019 Housing Affordability Strategies Report. The City’s Chief Economist estimated that approximately 5,000 new market-rate housing units per year are required to keep housing prices in San Francisco aligned with the general rate of inflation.

San Francisco’s Regional Housing Needs Allocation (“RHNA”) in the current 2023-2031 Housing Element cycle is 82,069 units over those eight years (46,598 of which must be affordable to extremely low-, very low-, low-, and moderate-income households). This is more than 2.5 times the allocation of the previous eight-year cycle.

On January 31, 2023, the City adopted the 2022 Update of the Housing Element of the General Plan (“2022 Housing Element”), as required by state law. The 2022 Housing Element is San Francisco’s first housing plan that is centered on racial and social equity. It articulates San Francisco’s commitment to recognizing housing as a right and increasing housing affordability for at risk or marginalized communities. It also commits to allowing for more mid-rise multifamily buildings across all neighborhoods, and connecting housing to neighborhood services and economic opportunity. The 2022 Housing Element includes goals, objectives, policies, and implementing programs that seek to guide development patterns and the allocation of resources to San Francisco neighborhoods. Generally, it intends to shift an increased share of San Francisco’s projected future housing growth to transit corridors and low-density residential districts within “Well-Resourced Neighborhoods” (areas identified by the state as neighborhoods that provide strong economic, health, and educational outcomes for its residents). It aims to do this while also preventing the potential displacement and adverse racial and social equity impacts of that rezonings have historically had on populations and areas that may be vulnerable to displacement, such as “Priority Equity Geographies.”

Despite the need for additional housing, construction of new housing has slowed dramatically in San Francisco in recent years due to increased construction costs and decreased availability of financing. To incentivize housing development, the City has been exploring modifications to existing zoning controls for projects seeking to convert existing underutilized commercial spaces to residential uses. This ordinance is consistent with those efforts.

General Plan Compliance

The proposed Ordinance aligns with multiple objectives and policies of the Housing Element by facilitating the development of family-sized housing, streamlining the approval process, and preserving key historic features of the Alexandria Theater. By allowing a greater number of two- and three-bedroom units while limiting smaller units, the Ordinance supports Objective 4.C and Policy 32 by promoting housing suitable for multigenerational households and families with children. It also advances Objective 4.B by reducing regulatory barriers in a Well-Resourced Neighborhood, thereby encouraging mid-rise, multi-family housing that serves middle-income households (Policy 25). The removal of Conditional Use requirements and the prohibition of Discretionary Review requests directly support Policy 26 by streamlining permitting and providing greater certainty for housing development. Additionally, the Ordinance complies with Policy 28 by ensuring alignment with state housing laws and removing procedural obstacles that could delay much-needed housing. Furthermore, it implements Program 8.4.19 by modifying development standards—such as increasing density and height while reducing rear yard and dwelling unit exposure requirements—to maximize housing potential on the site. Lastly, the Ordinance is consistent with the Conservation Element's Objective 2 and Policy 2.4 by ensuring the retention and rehabilitation of historically significant features of the Alexandria Theater, preserving continuity with the past while allowing for new housing development.

Racial and Social Equity Analysis

The proposed amendments, while affecting only one property, align with the City's broader racial and social equity goals by promoting both inclusionary and market-rate housing. Addressing the housing crisis is essential to reducing displacement and ensuring that historically marginalized communities have access to stable, affordable housing. Although the proposed inclusionary percentage is slightly lower than the typical requirement, this adjustment acknowledges the financial challenges of developing a site with a purpose-built historic resource. This concession ensures that much-needed housing can still be built. The proposed unit mix—primarily two- and three-bedroom units—supports families, particularly those with children, by providing access to public transit, schools, and parks. Without this ordinance, the site would likely remain vacant, further limiting housing supply and contributing to higher housing costs, which disproportionately impact lower-income and BIPOC communities. Additionally, redeveloping the site will eliminate a long-standing blight, improving neighborhood conditions and supporting local businesses, which in turn fosters a more vibrant and inclusive community.

Implementation

The Department has determined that the proposed Ordinance will not impact our current implementation procedures. The proposed Ordinance is site specific and only applies to the Alexandria Theater property.

Recommendation

The Department recommends that the Commission ***adopt a recommendation for approval*** of the proposed Ordinance and adopt the attached Draft Resolution to that effect.

Basis for Recommendation

The Department supports the proposed Ordinance as it advances the Housing Element’s goals of increasing housing production and diversifying the housing stock, particularly in Well-Resourced Neighborhoods. Additionally, it aligns with the Mayoral Executive Directive’s “Housing for All” initiative by facilitating the creation of much-needed housing while ensuring thoughtful preservation of the city’s historic assets.

The Ordinance’s preservation requirements will safeguard key historic elements of the Alexander Theater—including the exterior blade sign, marquee, interior murals, and chandelier—by mandating their reconstruction or rehabilitation as part of the new residential development. This balanced approach both honors the site’s cultural significance and maximizes its potential to serve the community. Moreover, redeveloping this long-vacant site will remove a persistent blight, enhance neighborhood vitality, support local businesses, and foster a more inclusive and dynamic urban environment.

Required Commission Action

The proposed Ordinance is before the Commission so that it may adopt a recommendation of approval, disapproval, or approval with modifications.

Environmental Review

A CEQA Common Sense Exemption Determination was issued on March 3, 2025 pursuant to CEQA Guidelines Section 15061(b)(3) because it can be seen with certainty that the proposed Ordinance has no possibility of a significant effect on the environment.

Public Comment

As of the date of this report, the Planning Department has received 6 emails regarding the proposed Ordinance. 4 were in general support of the proposed Ordinance and 2 have concerns about the proposed building height and lack of parking for the housing development.

ATTACHMENTS:

- Exhibit A: Draft Planning Commission Resolution
- Exhibit B: Board of Supervisors File No. 241198
- Exhibit C: Letters of Support/Opposition or other supporting documentation, etc.



PLANNING COMMISSION

DRAFT RESOLUTION

HEARING DATE: April 3, 2025

Project Name: Alexandria Theater Special Use District
Case Number: 2025-000426PCAMAP, Board File No. 241198
Initiated by: Supervisor Connie Chan / Introduced on December 18, 2024, Re-introduced on March 18, 2025
Staff Contact: Tina Tam, Current Planning
tina.tam@sfgov.org, 628-652-7385
Reviewed by: Aaron Starr, Manager of Legislative Affairs
aaron.starr@sfgov.org, 628-652-7533

RESOLUTION ADOPTING A RECOMMENDATION FOR APPROVAL OF A PROPOSED ORDINANCE THAT WOULD AMEND THE PLANNING CODE TO ESTABLISH THE ALEXANDRIA THEATER SPECIAL USE DISTRICT; AFFIRMING THE PLANNING DEPARTMENT'S DETERMINATION UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT; MAKING FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN, AND THE EIGHT PRIORITY POLICIES OF PLANNING CODE, SECTION 101.1; AND MAKING FINDINGS OF PUBLIC NECESSITY, CONVENIENCE, AND WELFARE UNDER PLANNING CODE, SECTION 302.

WHEREAS, on December 18, 2024, Supervisor Connie Chan introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 241198. Supervisor Chan later re-introduced a substitute Ordinance on March 18, 2025, which would create Section 249.4 of the Planning Code to promote the development of much needed housing in the city, by allowing a housing development project with additional density and height than otherwise allow under the existing zoning that also preserves the key historic architectural features of the 1923 Alexandria Theater;

WHEREAS, the Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance on April 3, 2025; and,

WHEREAS, the proposed Ordinance has been determined to be categorically exempt from environmental review under the California Environmental Quality Act Section 15061(b)(3); and

WHEREAS, the Planning Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of Department staff and other interested parties; and

WHEREAS, all pertinent documents may be found in the files of the Department, as the Custodian of Records, at 49 South Van Ness Avenue, Suite 1400, San Francisco; and

WHEREAS, the Planning Commission has reviewed the proposed Ordinance; and

WHEREAS, the Planning Commission finds from the facts presented that the public necessity, convenience, and general welfare require the proposed amendment; and

MOVED, that the Planning Commission hereby adopts a **recommendation for approval** of the proposed ordinance.

Findings

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

The Commission supports the proposed Ordinance as it advances the Housing Element’s goals of increasing housing production and diversifying the housing stock, particularly in Well-Resourced Neighborhoods. Additionally, it aligns with the Mayoral Executive Directive’s “Housing for All” initiative by facilitating the creation of much-needed housing while ensuring thoughtful preservation of the city’s historic assets.

The Commission further finds that the Ordinance’s preservation requirements will safeguard key historic elements of the Alexander Theater—including the exterior blade sign, marquee, interior murals, and chandelier—by mandating their reconstruction or rehabilitation as part of the new residential development. This balanced approach both honors the site’s cultural significance and maximizes its potential to serve the community. Moreover, redeveloping this long-vacant site will remove a persistent blight, enhancing neighborhood vitality, supporting local businesses, and fostering a more inclusive and dynamic urban environment.

The proposed Ordinance is site specific and only applies to the Alexandria Theater property.

General Plan Compliance

The proposed Ordinance and the Commission’s recommended adoption is consistent with the following Objectives and Policies of the General Plan:

HOUSING ELEMENT

OBJECTIVE 4.C

DIVERSIFY HOUSING TYPES FOR ALL CULTURES, FAMILY STRUCTURES, AND ABILITIES.

POLICY 32

Promote and facilitate aging in place for seniors and multi-generational living that supports extended families and communal households.

The proposed Ordinance would allow for greater family size units that otherwise required by the Code, two and three-bedroom units and limit the number of smaller, one-bedroom and studio units on the property.

OBJECTIVE 4.B

EXPAND SMALL AND MID-RISE MULTI-FAMILY HOUSING PRODUCTION TO SERVE OUR WORKFORCE, PRIORITIZING MIDDLE-INCOME HOUSEHOLDS.

POLICY 25

Reduce governmental constraints on development in Well-resourced Neighborhoods to enable small and mid-rise multi-family buildings providing improved housing choice and affordability.

POLICY 26 Streamline and simplify permit processes to provide more equitable access to the application process, improve certainty of outcomes, and ensure meeting State- and local-required timelines, especially for 100% affordable housing and shelter projects.

POLICY 28 Affirm compliance in State housing law, requirements, and intent by strengthening data collection, clarifying definitions, and further supporting implementation.

While informational hearings are required before the Historic Preservation Commission and Planning Commission, the proposed Ordinance removes the Conditional Use requirement for change of use or demolition of an existing movie theater. The proposed Ordinance also prohibits Discretionary Review requests.

Implementing Program 8.4.19

Whenever Planning Code amendments or revisions are proposed, advocate for ensure and promote simpler or an overall reduction of rules that affect housing approvals to reduce the specific or institutional knowledge needed by City staff, applicants, and members of the public to increase accessibility.

The proposed Ordinance modifies the development standards in the current Planning Code by increasing density and height and reducing rear yard and dwelling unit exposure to provide design flexibility and incent maximum housing development on the property.

CONSEVATION ELEMENT

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Older buildings that have significant historical associations, distinctive design or characteristics exemplifying the best in past styles of development should be permanently preserved. The efforts of the Historic Preservation Commission should be supported and strengthened, and a continuing search should be made for new means to make landmarks preservation practical both physically and financially.

Criteria for judgment of historic value and design excellence should be more fully developed, with attention both to individual buildings and to areas or districts. Efforts for preservation of the character of these landmarks should extend to their surroundings as well. Preservation measures should not, however, be entirely bound by hard-and-fast rules and labels, since to some degree all older structures of merit are worthy of preservation and public attention. Therefore, various kinds and degrees of recognition are required, and the success of the preservation program will depend upon the broad interest and involvement of property owners, improvement associations and the public at large.

While the Alexandria Theater is not a designated city landmark, it is a historic resource. The proposed Ordinance stipulates preservation of key historic features of the theater, including the exterior blade sign and marquee, interior wall murals and bas-relief panels, as well as the sunburst chandelier. The proposed Ordinance also outlines the requirement of an informational hearing before the Historic Preservation Commission to solicit public comment and input.

Planning Code Section 101 Findings

The proposed amendments to the Planning Code are consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

The proposed Ordinance would not have a negative effect on neighborhood serving retail uses and will not have a negative effect on opportunities for resident employment in and ownership of neighborhood-serving retail. The existing Alexandria Theater has been vacant for the past 20 years.

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

The proposed Ordinance would not have a negative effect on housing or neighborhood character. The proposed height of 85 feet is consistent with the proposed new height limit that is part of the citywide rezoning efforts. Additionally, there are examples of buildings along Geary Boulevard, a major transit corridor, with similar building heights of 85 feet.

3. That the City's supply of affordable housing be preserved and enhanced;

The proposed Ordinance would not have an adverse effect on the City's supply of affordable housing. The new housing development will provide 12% of the total units for low-income and moderate -

income households, which is consistent with State Density Bonus programs.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking;

The proposed Ordinance would not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

The proposed Ordinance would not cause displacement of the industrial or service sectors due to office development, and future opportunities for resident employment or ownership in these sectors would not be impaired.

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;

The proposed Ordinance would not have an adverse effect on City's preparedness against injury and loss of life in an earthquake.

7. That the landmarks and historic buildings be preserved;

The proposed Ordinance outlines key historic features to be preserved. This includes two exterior features, the existing blade sign and marquee, and two interior features, all the existing murals and panels, and sunburst chandelier. These features are required to be retained and incorporated into the design of the development project. In the event some of the murals are too damaged, the project team will follow the guidance of a qualified conservator (under the direction of Planning Department), to carry out an alternative preservation plan and develop an interpretive plan instead.

8. That our parks and open space and their access to sunlight and vistas be protected from development;

The proposed Ordinance would not have an adverse effect on the City's parks and open space and their access to sunlight and vistas.

Planning Code Section 302 Findings.

The Planning Commission finds from the facts presented that the public necessity, convenience and general welfare require the proposed amendments to the Planning Code as set forth in Section 302.

NOW THEREFORE BE IT RESOLVED that the Commission hereby ADOPTS A RECOMMENDATION FOR APPROVAL of the proposed Ordinance as described in this Resolution.

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on April 3, 2025

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: April 3, 2025

[Planning Code, Zoning Map - Alexandria Theater Special Use District]

Ordinance amending the Planning Code and Zoning Map to establish the Alexandria Theater Special Use District (SUD), at the northwest corner of Geary Boulevard and 18th Avenue, allowing a density bonus and modifications to existing zoning controls for a residential project in the SUD, subject to specified conditions; affirming the Planning Department's determination under the California Environmental Quality Act; making findings of consistency with the General Plan, and the eight priority policies of Planning Code, Section 101.1; and making findings of public necessity, convenience, and welfare pursuant to Planning Code, Section 302.

NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
Additions to Codes are in *single-underline italics Times New Roman font*.
Deletions to Codes are in ~~*strikethrough italics Times New Roman font*~~.
Board amendment additions are in double-underlined Arial font.
Board amendment deletions are in ~~Arial font~~.
Asterisks (* * * *) indicate the omission of unchanged Code subsections or parts of tables.

Be it ordained by the People of the City and County of San Francisco:

Section 1. Environmental and Land Use Findings.

(a) The Planning Department has determined that the actions contemplated in this ordinance comply with the California Environmental Quality Act (California Public Resources Code Sections 21000 et seq.). Said determination is on file with the Clerk of the Board of Supervisors in File No. 241198 and is incorporated herein by reference. The Board affirms this determination.

(b) On _____, the Planning Commission, in Resolution No. _____, adopted findings that the actions contemplated in this ordinance are consistent, on balance,

1 with the City's General Plan and eight priority policies of Planning Code Section 101.1. The
2 Board adopts these findings as its own. A copy of said Resolution is on file with the Clerk of
3 the Board of Supervisors in File No. 241198, and is incorporated herein by reference.

4 (c) Pursuant to Planning Code Section 302, this Board finds that these Planning Code
5 amendments will serve the public necessity, convenience, and welfare for the reasons set
6 forth in Planning Commission Resolution No. _____, and the Board incorporates such
7 reasons herein by reference. A copy of said resolution is on file with the Clerk of the Board of
8 Supervisors in File No. 241198.

9
10 Section 2. General Findings.

11 (a) California faces a severe crisis of housing affordability and availability, prompting
12 the Legislature to declare, in Section 65589.5 of the Government Code, that the state is
13 experiencing "a housing supply and affordability crisis of historic proportions. The
14 consequences of failing to effectively and aggressively confront this crisis are hurting millions
15 of Californians, robbing future generations of a chance to call California home, stifling
16 economic opportunities for workers and businesses, worsening poverty and homelessness,
17 and undermining the state's environmental and climate objectives."

18 (b) According to the Planning Department's 2020 Housing Inventory, the cost of
19 housing in San Francisco has increased dramatically since the Great Recession of 2008-
20 2009, with the median sale price for a two-bedroom house more than tripling from \$493,000 in
21 2011 to \$1,580,000 in 2021, including a 9% increase from 2019 to 2020 alone, even in the
22 face of the COVID-19 pandemic. The median rental price for a two-bedroom apartment saw
23 similar although slightly smaller increases, nearly doubling from \$2,570 to \$4,500 per month,
24 from 2011 to 2019, before declining in 2020 due to the pandemic.

1 (c) These housing cost trends follow decades of underproduction of housing in the Bay
2 Area, according to the Planning Department's 2019 Housing Affordability Strategies Report.
3 The City's Chief Economist has estimated that approximately 5,000 new market-rate housing
4 units per year would be required to keep housing prices in San Francisco aligned with the
5 general rate of inflation.

6 (d) San Francisco's Regional Housing Needs Allocation ("RHNA") in the current 2023-
7 2031 Housing Element cycle is 82,069 units over those eight years (46,598 of which must be
8 affordable to extremely low-, very low-, low-, and moderate-income households), which is
9 more than 2.5 times the allocation of the previous eight-year cycle.

10 (e) On January 31, 2023, the City adopted the 2022 Update of the Housing Element of
11 the General Plan ("2022 Housing Element"), as required by state law. The 2022 Housing
12 Element is San Francisco's first housing plan that is centered on racial and social equity. It
13 articulates San Francisco's commitment to recognizing housing as a right, increasing housing
14 affordability for low-income households and communities of color, opening small and mid-rise
15 multifamily buildings across all neighborhoods, and connecting housing to neighborhood
16 services like transportation, education, and economic opportunity.

17 (f) The 2022 Housing Element includes goals, objectives, policies, and implementing
18 programs that seek to guide development patterns and the allocation of resources to San
19 Francisco neighborhoods. Generally, it intends to shift an increased share of San Francisco's
20 projected future housing growth to transit corridors and low-density residential districts within
21 "Well-Resourced Neighborhoods" (areas identified by the state as neighborhoods that provide
22 strong economic, health, and educational outcomes for its residents), while aiming to prevent
23 the potential displacement and adverse racial and social equity impacts of zoning changes,
24 planning processes, or public and private investments on populations and in areas that may
25 be vulnerable to displacement, such as "Priority Equity Geographies" (identified in the

1 Department of Public Health's Community Health Needs Assessment as Areas of
2 Vulnerability).

3 (g) Despite the need for additional housing, construction of new housing has slowed
4 dramatically in San Francisco in recent years due to increased construction costs and
5 decreased availability of financing. To incent housing development, the City has been
6 exploring modifications to existing zoning controls for projects seeking to convert existing
7 underutilized commercial spaces to residential uses.

8 (h) The Alexandria Theater opened in 1923, on the northwest corner of Geary
9 Boulevard and 18th Avenue. The theater was designed by the Reid brothers, who also
10 designed the Cliff House and the Spreckels Temple of Music in Golden Gate Park. When it
11 opened, it was hailed as a monument to Egyptian design. The historic and architectural
12 features of the theater have been recognized by various publications. Over the years, the
13 theater underwent several changes in ownership, and some physical renovations, but
14 continuously operated as a movie palace until it finally shut down in 2004. Since then, the
15 Alexandria Theater has remained vacant.

16 (i) It is reasonable and in the public interest to increase the development potential of
17 the property where the Alexandria Theater is located by providing modifications to the existing
18 40-foot height limit, the applicable dwelling unit density limit of one unit per 600 square feet of
19 lot area, and similar requirements. It is also reasonable and appropriate for both the Historic
20 Preservation and Planning Commissions to hold informational hearings for the development
21 proposal to solicit public comments and recommendations.

22 (j) Large development projects in San Francisco often incorporate certain public
23 benefits, such as committing to local hiring, engaging a skilled and trained workforce, or
24 paying prevailing wage. These features of such projects can result in local jobs and economic
25 benefits to the community. The City and the project sponsor are evaluating the scope of public

benefits to be provided in connection with a project developed pursuant to this ordinance, which public benefits may be memorialized in a separate agreement.

Section 3. Article 2 of the Planning Code is hereby amended by adding Section 249.4, to read as follows:

SEC. 249.4. ALEXANDRIA THEATER SPECIAL USE DISTRICT.

(a) Purpose. The Alexandria Theater Special Use District is intended to promote the development of much needed housing in the City, by allowing a housing development project with additional density and height than otherwise allowed under existing zoning that also preserves the key historic architectural features of the Alexandria Theater, a 1923 movie palace.

(b) Location. The Alexandria Theater Special Use District consists of Assessor's Parcel Block No. 1450, Lot No. 048. Its boundaries are shown on Special Use District Map SU03 of the Zoning Map, and generally it consists of the parcel at the northwest corner of the intersection of 18th Avenue and Geary Boulevard.

(c) Controls. Applicable provisions of the Planning Code shall apply to the Alexandria Theater Special Use District except as otherwise provided in this Section 249.4. In the event of a conflict between other provisions of the Planning Code and this Section, this Section shall control.

(d) Density Bonus. A residential development project that meets the eligibility criteria set forth in subsection (e) shall be entitled to the density bonus and zoning modifications described in this subsection (d).

(1) Form-Based Density. Notwithstanding any zoning designation to the contrary, the density of the project shall not be limited by lot area but rather by the applicable requirements and limitations set forth in this Code, as modified by this Section 249.4. Such requirements and limitations include, but are not limited to, height, setbacks, exposure, and unit mix, as well as applicable design guidelines, elements, and area plans of the General Plan and design review.

1 (2) **Height.** The maximum building height shall be 85 feet.

2 (3) **Rear Yard.** The minimum rear yard shall be 15 feet.

3 (4) **Dwelling Unit Exposure.** The minimum exposure for dwelling units facing the
4 reduced rear yard shall require qualifying windows to face an unobstructed open area that is no less
5 than 15 feet in every horizontal dimension.

6 (5) **Process Modification.** Conditional Use authorization pursuant to Section 202.4
7 shall not be required.

8 (e) **Applicability.** To be eligible for the density bonus and other zoning modifications provided
9 by subsection (d), a residential development project shall meet the criteria set forth in this subsection
10 (e).

11 (1) **Affordability.** The number of Affordable Units constructed on-site shall be at least
12 12% of all units constructed on the project site in accordance with this subsection (e)(1). The
13 capitalized terms in this subsection (e)(1) have the meanings set forth in the definitions of Sections 401
14 and 415.2.

15 (A) For any Ownership Housing Project, a minimum of 10% of the units shall be
16 affordable to low-income households and 2% of the units shall be affordable to moderate-income
17 households. Owned Units for low-income households shall have an affordable purchase price set at
18 80% of Area Median Income or less, with households earning up to 100% of Area Median Income
19 eligible to qualify for low-income units. Owned Units for moderate-income households shall have an
20 affordable purchase price set at 105% of Area Median Income or less, with households earning from
21 95% to 120% of Area Median Income eligible to qualify for moderate-income units.

22 (B) For any Rental Housing Project, a minimum of 10% of the units shall be
23 affordable to low-income households and 2% of the units shall be affordable to moderate-income
24 households. Rental Units for low-income households shall have an affordable rent set at 55% of Area
25 Median Income or less, with households earning up to 65% of Area Median Income eligible to qualify

1 for low-income units. Rental Units for moderate-income households shall have an affordable rent set at
2 80% of Area Median Income or less, with households earning from 65% to 90% of Area Median
3 Income eligible to qualify for moderate-income units.

4 (2) **Dwelling Unit Mix.** The project shall provide the following dwelling unit mix:

5 (A) No less than 60% of the total number of proposed dwelling units shall
6 contain at least two bedrooms, provided that any fraction resulting from this calculation shall be
7 rounded up to the next whole number of Dwelling Units; and

8 (B) No less than 20% of the total number of proposed dwelling units shall
9 contain at least three bedrooms, provided that any fraction resulting from this calculation shall be
10 rounded up to the next whole number of Dwelling Units.

11 (3) **Historic Preservation.** The historic character-defining features of the existing
12 theater listed in this subsection (e)(3) shall be preserved as follows:

13 (A) The exterior blade sign shall be preserved, reconstructed, and reinstalled on
14 the exterior of the residential development project;

15 (B) The exterior marquee shall be preserved and incorporated into the exterior
16 of the residential development project;

17 (C) The interior sunburst chandelier shall be preserved and incorporated into a
18 common area in the interior of the residential development project;

19 (D) The interior Art Deco murals and bas-relief panels shall be preserved and
20 incorporated into a common area in the interior of the residential development project. Provided,
21 however, that the extent of preservation required by this subsection (e)(3)(D) may be reduced in
22 accordance with a preservation strategy and plan established by the Planning Department's
23 Preservation Staff in consultation with a qualified conservator; and

1 (E) For the purposes of this subsection (e)(3), the term “preserved” means kept
2 and repaired or replaced in kind to match the feature’s material, dimensions, finish, profile, and
3 details.

4 **(f) Hearings.**

5 (1) **Hearings.** The Historic Preservation and Planning Commissions each shall hold an
6 informational public hearing for all projects proposed pursuant to subsections (d) and (e). At the
7 hearings, the Planning Director shall review key issues related to the project, any proposed zoning
8 modifications pursuant to subsection (d), and the project’s compliance with the requirements and
9 standards of subsections (d) and (e).

10 (2) **Notice of Hearing.** Notice of such hearings shall be provided as required by
11 Section 333 of this Code.

12 (3) **No Discretionary Review.** No requests for discretionary review shall be accepted
13 by the Planning Department or heard by the Planning Commission for projects subject to this Section
14 249.4.

15 **(g) Relationship to State or Local Density Bonus Programs.** Any residential project
16 developed pursuant to subsection (d) shall not be eligible for additional density or concessions,
17 waivers, or other modifications to development standards pursuant to any state or local law, including
18 but not limited to the State Density Bonus Law (California Government Code Section 65915 et seq.),
19 the Affordable Housing Bonus Program (Planning Code Section 206 et seq.), and Planning Code
20 Section 207.

21 **(h) Implementation Timeline.** The sponsor of any residential development project approved
22 pursuant to subsection (d) shall obtain a building permit or, in the case of a site permit, an addendum
23 that authorizes construction of the development, within three years of the effective date of the ordinance
24 in Board File No. 241198, enacting this Section 249.4. If the sponsor does not obtain said permit or
25

addendum within three years, this Section 249.4 shall expire by operation of law. In the event of its expiration, the City Attorney is authorized to cause this Section to be removed from this Code.

Section 4. Article 2.5 of the Planning Code is hereby amended by adding Section 263.14, to read as follows:

SEC. 263.14. SPECIAL HEIGHT EXCEPTIONS: PERMITTED BUILDING HEIGHT IN THE ALEXANDRIA THEATER SPECIAL USE DISTRICT.

In the 40-X Height and Bulk District, as designated on Section Map HT03 of the Zoning Map, located within the boundaries of the Alexandria Theater Special Use District, height above the maximum height limit may be approved for a residential project in accordance with the procedures and criteria set forth in Section 249.4.

Section 5. Zoning Map. The Planning Code is hereby amended by revising Special Use District Map SU03 of the Zoning Map of the City and County of San Francisco, as follows:

Description of Property	Special Use District Hereby Approved
Assessor's Parcel Block No. 1450, Lot No. 048	Alexandria Theater

Section 6. Expiration Date.

Planning Code Sections 249.4 and 263.14 in Sections 3 and 4 of this ordinance, respectively, and the Zoning Map amendment in Section 5, shall expire by operation of law three years from the effective date of the ordinance in Board File No. 241198 establishing Sections 249.4 and 263.14, unless, (a) a project approved under Section 249.4 has received a building permit or, in the case of a site permit, an addendum that authorizes construction of the project, or (b) the City extends or re-enacts this ordinance before its expiration date.

1 Upon expiration of Sections 249.4 and 263.14, the City Attorney is authorized to cause
2 those Sections to be removed from the Planning Code and the Alexandria Theater Special
3 Use District to be removed from the Zoning Map.
4

5 Section 7. Effective Date. This ordinance shall become effective 30 days after
6 enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the
7 ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board
8 of Supervisors overrides the Mayor's veto of the ordinance.
9

10 APPROVED AS TO FORM:
11 DAVID CHIU, City Attorney

12 By: /s/ HEATHER GOODMAN
13 HEATHER GOODMAN
Deputy City Attorney

14 n:\legana\as2025\2400111\01827739.docx
15
16
17
18
19
20
21
22
23
24
25

Doug [REDACTED]

😊 ↩️ ⏪ ⏩ | ...

To: Tam, Tina (CPC)

Wed 3/5/2025 9:16 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello Ms. Tam,

I'm writing to express my support for Sup. Chan's [legislation](#) establishing a SUD in order to allow for denser residential use at the Alexandria Theater on Geary.

Thank you,

Doug [REDACTED]

Aaron [REDACTED]

😊 ↩️ ⏪ ⏩ | 🗃️ | ...

To: Tam, Tina (CPC)

Sun 2/23/2025 2:50 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

Hello,

I wanted to pass on my strong desire for the Alexandria Theater development to proceed. Geary Boulevard in the Central Richmond has a lot of potential, but is plagued by blighted empty storefronts. A residential development of the long-abandoned theater could serve as a catalyst for greater improvements in an area beset by store closures, including most recently the Walgreens in the Geary Mall, which is slated to close this month leaving only a Domino's pizza in that space. This sad state of affairs has been maintained for too long by overly burdensome red tape, including the hindrances to the development of the Alexandria Theater space. Not every space in San Francisco needs to be preserved in amber...this neighborhood needs the changes that this development could bring.

Thanks,

Aaron [REDACTED]

DM

To: Tam, Tina (CPC)

😊 ↩️ ↶️ ↷️ ⋮
Tue 2/18/2025 4:15 PM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

It is positive that the units will be two & three bedroom. What will the prices range for the twos? Same for the threes?

Will a percentage of both two and three bedroom units be affordable to folks earning less than AMI?

Thank you,

Deni [REDACTED]
native San Franciscan
Sent from my iPhone

BD

Bill [REDACTED]
To: Tam, Tina (CPC)

😊 ↩️ ↶️ ↷️ 📧 ⋮
Tue 2/18/2025 9:39 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

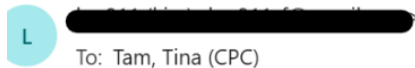
Good morning,
I'm responding to Connie Chan's newsletter invitation for public comment on the project.

I worked as a supplier for Cahill Construction on the Institute for Aging project that was built on the site of the old (and very historic) Coronet Theater, also on the mid-Geary corridor. During the development phase of that project, there was a similar impulse to retain some of the "historical character" of the site which, like the Alexandria, had been a local landmark for many years. However, given the new and approved use for the building, this proved to be impractical and had to be waived. There are very few options open to architectural designers when trying to convert a classic movie theater to...well, anything else. And the interior structure of the building had to be altered so much to meet the new usage and current codes that any attempt to retain the facade (or even the appearance of a facade) was going to make a mockery of the original structure. The only way that project went forward was to accept the fact that the Coronet's days were over, and the site must now serve another good purpose. That acceptance was a key, pivotal moment in the project. The only thing left of the Coronet now is a plaque on the front of the new building. But at least there IS a new building!

In my opinion, the Alexandria project faces a similar sticking point. To date, all attempts to "repurpose" the building, no matter how skillful and creative, have died on the drawing table (or in modern terms, the CAD program). And due to the obvious costs of doing anything with a site of this size and complexity, developers have all backed away slowly, saying all the right things but not willing to put their money into a very risky proposition. Most urban infill projects start with a demo phase, and unfortunately the Alexandria has been kept on life support for too long due to sentimental reasons. White elephants don't sell well in the real world of property development, unless somebody makes some concessions.

I think if the city really wants to resolve this situation and put the site to good and current use, all of the stakeholders are going to have to let the Alexandria ride into the sunset on the back of some very fond memories and an honorable history. I'm a 40-year resident of the Richmond, and it's been a sad thing to watch that building die in such a long and agonizing manner.

Sincerely,
Bill [REDACTED]



To: Tam, Tina (CPC)

Cc: ChanStaff (BOS)



Tue 2/18/2025 9:31 AM

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

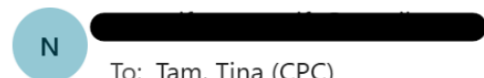
Hello,

Just read Supervisor Chan's newsletter. My comment about the housing project on site of the Alexandria, is eight stories of anything, in our District is outrageous. There are no buildings that I can readily think of that are over four. Please don't make that corner a site of a huge blight.

I grew up with the Alexandria as a working Theater, that once hosted the World Premiere of The Towering Inferno. It has been sad to see such beautiful movie houses become a thing of the past. It would be nice to keep the lower lever as a Theater/Venue for not only Films, but Plays, Open Mic, and other Community Events.

Thank you

Kim [redacted]



To: Tam, Tina (CPC)



Tue 2/18/2025 9:38 AM

This message is from outside the City email system.
Do not open links or attachments from untrusted sources.

I see from Connie Chan's newsletter that you are a contact person for the theater site's development into 75 units of housing. I have several questions: 1) What is the effect of 8 stories on the neighbors of the project? 2) Where will the owners park their cars? You may or may not know that the owners of this property took out a large parking lot across from the YMCA for their apartment development. Thank you, Nancy [redacted]