San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

LANDMARK DESIGNATION RECOMMENDATION EXECUTIVE SUMMARY

HEARING DATE: NOVEMBER 1, 2023 (CONTINUED FROM AUGUST 16, 2023 and SEPTEMBER 20, 2023)

Record No.:	2023-003458DES
Project Address:	5400 Geary Boulevard (Alexandria Theater)
Zoning:	NCD GEARY BOULEVARD NEIGHBORHOOD COMMERCIAL DISTRICT 40-X Height and Bulk District
Block/Lot:	1450/048
Project Sponsor:	SF Planning Department 49 South Van Ness Avenue, Suite 1400 San Francisco, CA 94103
Property Owner:	Timespace Alexandria LLC 12230 Saratoga-Sunnyvale Road, Saratoga, CA 95070
Staff Contact:	Shannon M. Ferguson 628-652-7354 Shannon.Ferguson@sfgov.org

Recommendation: Recommend Landmark Designation to the Board of Supervisors

Property Description

The Alexandria Theater is located at 5400 Geary Boulevard on the northwest corner of Geary Boulevard and 18th Avenue, in the Inner Richmond. The property was designed in the Egyptian Revival style by architecture firm of merit the Reid Brothers for brothers Alex Levin, James Levin, and Samuel H. Levin, who operated several theaters in San Francisco as San Francisco Theaters, Inc. The Alexandria Theatre opened on November 26, 1923 with a single-screen auditorium that had a unique, concrete bowl shaped floor that seated 2,000 people. In 1942 architect of merit A.A. Cantin designed an addition at the north elevation; added stepped seating to the auditorium; installed Art Deco interior ornamentation; and at the exterior added a large neon blade sign, the marquee, and terrazzo paving in the entry area. In 1963 the ticket booth was expanded and vitrines for movie posters added. In 1976 the auditorium was subdivided into three theaters with two smaller, upper level theatres on a new balcony deck. The theater's last show was in 2004 and it has been vacant since that time.

Project Description

The item before the Historic Preservation Commission is consideration of a Resolution to Recommend Article 10 landmark designation of Alexandria Theater, including interior features and spaces, to the Board of Supervisors under Article 10 of the Planning Code, Section 1004.2. The pending Landmark designation was initiated by the Board of Supervisors.

On March 7, 2023, Supervisor Connie Chan introduced a Resolution under Board of Supervisors (hereinafter "Board") File No. 230266 to initiate Landmark designation of the former Alexandria Theater and the Board referred the Resolution for adoption without committee reference at the next board meeting. On March 14, 2023, the Board voted unanimously to approve the Resolution, and on March 24, 2023, Resolution No. 122-23 initiating landmark designation of Alexandria Theater became effective.

Compliance with Planning Code

The proposed project is in compliance with all other provisions of the Planning Code.

Article 10 of the Planning Code.

The executive summary and analysis under review was prepared by Department preservation staff, who meet the Secretary of the Interior's professional qualifications. The Department has determined that the subject property meets the requirements for eligibility as an individual landmark pursuant to Article 10 of the Planning Code. The justification for its inclusion is explained in detail in the attached Landmark Designation Fact Sheet, and briefly in this Executive Summary.

Significance: The Alexandria Theater is significant as a former neighborhood movie palace designed by architecture firm of merit the Reid Brothers in the Egyptian Revival style (1923) and remodeled by architect of merit A. A. Cantin in the Streamline Moderne style (1942) for prominent theater owners the Levin family.

Underrepresented Landmark Types: The proposed landmark designation meets one of the Historic Preservation Commission's four priority areas for designation: property types in underrepresented geographies in the city. Within the Inner Richmond, east of 19th Avenue, south of Lake Street, north of Golden Gate Park and west of Masonic Avenue, there are only four individual landmarks: Richmond Branch Library (351 9th Avenue, Landmark No. 247); San Francisco Memorial Columbarium (1 Loraine Ct, Landmark No. 209); Campfire Girls Building (325 Arguello Blvd., Landmark No. 169); and St John's Presbyterian Church (201 Arguello Blvd., Landmark No. 83).

Integrity: The Alexandria Theater maintains integrity, including location, design, setting, materials, workmanship, feeling, and association to convey its architectural and historical significance. See attached Landmark Designation Fact Sheet for further analysis.

Draft Character-Defining Features: Exterior character defining features include height and massing; east elevation displaying pilasters with squared capitals and shaped base, and wall trims and moldings, and cornice; south elevation with pilasters with squared capitals with decorative papyrus leaf scoring, trims and moldings, and cornice; curved corner colonnade with rounded shaft pilasters topped with rounded capitals with decorative papyrus leaf scoring; the entablature consisting of architrave with blind openings, foliate frieze, and brackets,

rounded cornice topped with a balustrade; 1942 marquee; blade sign and tower that supports it; and the main recessed corner entrance with terrazzo patterned flooring.

Interior character defining features include the lobby with its Art Deco pendant light fixtures with opalescent glass, glass bead-tiled drinking fountain, curved main stairs to the upper lobby with decorative wood and metal railing; copper and gold leaf bas-relief plaster plaques on main stair walls; Art Deco bas-relief panels in the mezzanine corridors; upper lobby with decorative wood and metal railing and ceiling mount light fixture; sunburst chandelier in the main auditorium; and ocean-themed Art Deco murals on east and west walls of main auditorium.

Boundaries of the Landmark: The proposed Landmark encompasses Assessor's Parcel Block No. 1450, Lot No. 048, at the northwest corner of Geary Blvd. and 18th Avenue.

Racial and Social Equity Analysis

On July 15, 2020, the San Francisco Historic Preservation Commission adopted Resolution No. 1127 centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis. The proposed landmark designation of Alexandria Theater makes no substantive policy changes to the Planning Code or the Planning Department's procedures. The proposed landmark designation produces few, if any, opportunities to advance racial and social equity. Staff does not foresee any direct or unintended negative consequences from the proposed landmark designation.

Public / Neighborhood Input

Several written comments in opposition to landmark designation were submitted to Board of Supervisors and are attached.

Issues & Other Considerations

The Alexandria Theater is currently the subject of an enforcement action by the Planning Department. A Notice of Violation was filed June 15, 2023, pertaining to the general negligence in regular maintenance and upkeep of the Alexandria Theater. On January 26, 2023, a building permit was filed for emergency removal of the blade sign due to life to life safety hazard caused by storms as required by the Department of Building Inspection. Planning Department staff approved the emergency permit on the condition that the owner return to file a new permit to repair and reinstall the blade sign within 18 months of the storm event. The enforcement action is separate from the proposed landmark designation.

Environmental Review Status

The Planning Department has determined that actions by regulatory agencies for protection of the environment (specifically in this case, landmark designation) are exempt from environmental review, pursuant to CEQA Guidelines Section 15308 (Class Eight-Categorical).

Basis for Recommendation

The Department recommends that the Historic Preservation Commission recommend landmark designation of Alexandria Theater as it meets the provisions of Article 10 of the Planning Code regarding Landmark Designation. Alexandria Theater is individually eligible for its The Alexandria Theater is significant as a former neighborhood movie palace designed by architects of merit the Reid Brothers in the Egyptian Revival style (1923) and remodeled by architect of merit A. A. Cantin in the Streamline Moderne style (1942), and for prominent theater owners the Levin family.

ATTACHMENTS

Draft Resolution Recommending Landmark Designation
Resolution No. 122-23 Initiating Landmark Designation
Draft Landmark Designation Ordinance
Landmark Designation Fact Sheet
Maps and Context Images

San Francisco Planning

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LANDMARK RESOLUTION
RECOMMENDATION
DRAFT RESOLUTION NO. XXXX

HEARING DATE: NOVEMBER 1, 2023 (CONTINUED FROM AUGUST 16, 2023 AND SEPTEMBER 20, 2023)

Record No.:	2023-003458DES
Project Address:	5400 Geary Boulevard (Alexandria Theater)
Zoning:	NCD GEARY BOULEVARD NEIGHBORHOOD COMMERCIAL DISTRICT 40-X Height and Bulk District
Block/Lot:	1450/048
Project Sponsor:	SF Planning Department 49 South Van Ness Avenue, Suite 1400 San Francisco, CA 94103
Property Owner:	Timespace Alexandria LLC 12230 Saratoga-Sunnyvale Road, Saratoga, CA 95070
Staff Contact:	Shannon M. Ferguson 628-652-7354 **Shannon.Ferguson@sfgov.org**

RESOLUTION TO RECOMMEND TO THE BOARD OF SUPERVISORS LANDMARK DESIGNATION OF THE ALEXANDRIA THEATER (5400 GEARY BLVD), ASSESSOR'S PARCEL BLOCK NO. 1450, LOT NO. 048, AS LANDMARK NO. XXX CONSISTENT WITH THE PURPOSES AND STANDARDS OF ARTICLE 10

1. WHEREAS, on March 7, 2023, Supervisor Connie Chan introduced, and referred for adoption without committee recommendation, a Resolution under Board of Supervisors (hereinafter "Board") File No. 230266 to initiate the Landmark designation process for Alexandria Theater (5400 Geary Blvd.), Assessor's Parcel Block No. 1450, Lot No. 048; and

2. WHEREAS, on March 14, 2023, the Board voted unanimously to adopt the Resolution to initiate Landmark Designation, and on March 23, 2023, Resolution No. 122-23 became effective (Board File No. 230266); and

3. WHEREAS, Department Staff, who meet the Secretary of Interior's Professional Qualification Standards, prepared the Landmark Designation Executive Summary and Fact Sheet dated November 1, 2023, for the Alexandria Theater in conformance with the purposes and standards of Article 10; and

4. WHEREAS, the Historic Preservation Commission, at its regular meeting of November 1, 2023, reviewed the Landmark Designation Executive Summary and Fact Sheet dated November 1, 2023, 2023, for cultural and

historical significance pursuant to Article 10; and

5. WHEREAS, the Historic Preservation Commission finds that the nomination of the Alexandria Theater as a Landmark is in the form prescribed by the Historic Preservation Commission and contains supporting historic, architectural, and/or cultural documentation; and

6. WHEREAS, the Historic Preservation Commission finds that Alexandria Theater is eligible for local designation for its significance as a former neighborhood movie palace designed by architects of merit the Reid Brothers in the Egyptian Revival style (1923) and remodeled by architect of merit A. A. Cantin in the Streamline Moderne style (1942) for prominent theater owners the Levin family; and

7. WHEREAS, the Historic Preservation Commission finds that the Alexandria Theater meets the eligibility requirements of Section 1004 of the Planning Code and warrants consideration for Article 10 landmark designation; and

8. WHEREAS, the Historic Preservation Commission finds that the boundaries and the list of character-defining features, as identified in the Landmark Designation Fact Sheet dated November 1, 2023, should be considered for preservation under the proposed landmark designation as they relate to the object's cultural and historical significance and retain historical integrity; and

9. WHEREAS, the proposed designation is consistent with the General Plan priority policies pursuant to Planning Code, Section 101.1 and furthers Priority Policy No. 7, which states that landmarks and historic buildings be preserved, and will serve the public necessity, convenience, and welfare pursuant to Planning Code, Section 302; and

10. WHEREAS, the Department has determined that landmark designation is exempt from environmental review, pursuant to California Environmental Quality Act Guidelines Section 15308 (Categorical Exemption Class Eight), as an action taken by a regulatory agency for the protection of the environment; and

THEREFORE, BE IT RESOLVED that the Historic Preservation Commission hereby recommends to the Board of Supervisors approval of landmark designation of the Alexandria Theater (5400 Geary Blvd., Assessor's Parcel Block No. 1450, Lot No. 048), consistent with the purposes and standards of Article 10 of the Planning Code.

I hereby certify that the foregoing Resolution was adopted by the Historic Preservation Commission at its meeting on November 1, 2023.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ADOPTED: November 1, 2023

BOARD of SUPERVISORS

City Hall
1 Dr. Carlton B. Goodlett Place, Room 244
San Francisco 94102-4689
Tel. No. (415) 554-5184
Fax No. (415) 554-5163
TDD/TTY No. (415) 554-5227

MEMORANDUM

Date: April 12, 2023

To: Jonas Ionin, Commission Secretary, Historic Preservation Commission
Rich Hillis, Director, Planning Department

From: Angela Calvillo, Clerk of the Board, Board of Supervisors

Subject: Initiating Landmark Designation - Alexandria Theatre (File No. 230266)

On March 14, 2023, the Board of Supervisors adopted Resolution No. 122-23 sponsored by Supervisor Connie Chan (File No. 230266, Initiating Landmark Designation - Alexandria Theatre); enacted on March 24, 2023.

A copy of the Resolution is being forwarded to you pursuant to Planning Code, Section 1004.2(b).

If you have any questions or concerns, please contact the Office of the Clerk of the Board at (415) 554-5184, or by email: board.of.supervisors@sfgov.org.

c: Member of the Board of Supervisors; Supervisor Connie Chan
Dan Sider, Chief of Staff, Planning Department
Corey Teague, Zoning Administrator, Planning Department
Tina Tam, Zoning Administrator, Planning Department
Lisa Gibson, Environmental Review Officer, Planning Department
Devyani Jain, Deputy Environmental Review Officer
AnMarie Rodgers, Legislative Affairs, Planning Department
Aaron Starr, Manager of Legislative Affairs, Planning Department
Joy Navarrete, Major Environmental Analysis, Planning Department
Elizabeth Watty, Current Planning Division, Planning Department
Andrea Ruiz-Esquide, Deputy City Attorney

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[Initiating Landmark Designation - Alexandria Theatre]

Resolution initiating a landmark designation under Article 10 of the Planning Code for the Alexandria Theatre, at 5400 Geary Boulevard, Assessor's Parcel Block No. 1450, Lot No. 048.

WHEREAS, Under Planning Code, Section 1004.1, the Board of Supervisors may, by Resolution, initiate landmark designation; and

WHEREAS, The Alexandria Theatre, located at 5400 Geary Boulevard, Assessor's Parcel Block No. 1450, Lot No. 048, is representative of Neighborhood Movie Palaces in San Francisco, known for their bright lights and elaborate character; and

WHEREAS, The construction and operation of the Alexandria Theatre was undertaken by the Levin family, owners of San Francisco Theaters, Inc., as part of the family's circuit of San Francisco neighborhood theaters; and

WHEREAS, The Alexandria Theatre was the Levin family's flagship theater amongst the other neighborhood theaters in San Francisco that were erected, owned, and operated by San Francisco Theaters, Inc.; and

WHEREAS, The Alexandria Theatre was built in 1923 in the Egyptian Revival architectural style, and designed by one of San Francisco's leading architectural firms, Reid Brothers; and

WHEREAS, Reid Brothers, after beginning their career in Illinois, became one of the most successful firms in San Francisco, designing numerous important buildings in San Francisco and California including the Fairmont Hotel, the Cliff House, and many movie theaters in the Bay Area; and

WHEREAS, The Alexandria Theatre was remodeled in 1941 in the Streamline Moderne style by architect Alexander Aimwell (A.A.) Cantin, one of California's first registered architects, and a prominent San Francisco architect with an active career that included design of several other notable movie theaters; and

WHEREAS, The Alexandria Theatre is a representative and significant example of the work of architectural firm of merit, Reid Brothers, and of architect of merit, A.A. Cantin; and

WHEREAS, The Alexandria Theater had a special significance for its sheer magnitude, with one of the largest capacities of any neighborhood theater in San Francisco; and

WHEREAS, The original 2000-seat interior of the Alexandria Theatre was converted to a three-screen multi-plex in 1976; and

WHEREAS, While the Alexandria Theatre was, for much of its life, a second-run neighborhood theater, in the late 1950s it was converted to a first-run, reserved seat operation with several films running for nearly a year or more; and

WHEREAS, The Alexandria Theatre was constructed within a neighborhood commercial strip, and falls into the period of significance for Neighborhood Movie Palaces as documented in the draft report of San Francisco Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District Context Statement; and

WHEREAS, Many of San Francisco's single-screen movie theaters and Neighborhood Movie Palaces have closed or have been converted to other uses in the past few decades and these Neighborhood Movie Palaces are important and unique cultural institutions in San Francisco; and

WHEREAS, The Alexandria Theatre had served as a beacon to the central and outer Richmond District neighborhoods, drawing in people from around the city to watch a movie and frequent local small businesses; and

WHEREAS, The Alexandria Theatre was a cultural hub for the Richmond District community, as a central point where neighbors would come to socialize and patronize the Geary Boulevard corridor; and

WHEREAS, The Alexandria Theatre exhibits and retains many of the character-defining features of a Neighborhood Movie Palace; and

WHEREAS, The Alexandria Theater was found eligible for listing on the California Register of Historical Resources individually and as part of a historic district in a CEQA evaluation determined by the Planning Department; and

WHEREAS, The Alexandria Theatre's physical structure, with blade sign, marquee, chandelier, Egyptian revival motif murals, and the six rounded columns also holds unique architectural and aesthetic interest and value; and

WHEREAS, The landmark should preserve generally all of its particular exterior features, including the features described as the blade sign, the marquee, the chandelier, and the murals; now, therefore, be it

RESOLVED, That the Board hereby initiates landmark designation of the Alexandria Theatre, built in 1923, and located at 5400 Geary Boulevard; and, be it

FURTHER RESOLVED, That the Board of Supervisors requests that the Planning Department prepare a Landmark Designation Report to submit to the Historic Preservation Commission for its consideration of the unique historical, architectural, and aesthetic interest and value of property and existing structure; and, be it

FURTHER RESOLVED, That the Board of Supervisors requests that the Historic Preservation Commission consider whether the Alexandria Theatre warrants landmark designation and submit its recommendation to the Board according to Article 10 of the Planning Code.

City and County of San Francisco
Tails
Resolution

City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

File Number: 230266 **Date Passed:** March 14, 2023

Resolution initiating a landmark designation under Article 10 of the Planning Code for the Alexandria Theatre, at 5400 Geary Boulevard, Assessor's Parcel Block No. 1450, Lot No. 048.

March 14, 2023 Board of Supervisors - ADOPTED

Ayes: 11 - Chan, Dorsey, Engardio, Mandelman, Melgar, Peskin, Preston, Ronen, Safai, Stefani and Walton

File No. 230266

I hereby certify that the foregoing Resolution was ADOPTED on 3/14/2023 by the Board of Supervisors of the City and County of San Francisco.

Angela Calvillo
Clerk of the Board

Unsigned

London N. Breed
Mayor

3/24/2023

Date Approved

File No. 230266

I hereby certify that the foregoing resolution, not being signed by the Mayor within the time limit as set forth in Section 3.103 of the Charter, or time waived pursuant to Board Rule 2.14.2, became effective without her approval in accordance with the provision of said Section 3.103 of the Charter or Board Rule 2.14.2.

Angela Calvillo
Clerk of the Board

3/28/2023
Date

[Planning Code - Landmark Designation - Alexandria Theater]

Ordinance amending the Planning Code to designate the Alexandria Theater, located at 5400 Geary Boulevard, at the northwest corner of Geary Boulevard and 18th Avenue, Assessor's Parcel Block No. 1450, Lot No. 048, as a Landmark consistent with the standards set forth in Article 10 of the Planning Code; affirming the Planning Department's determination under the California Environmental Quality Act; and making public necessity, convenience, and welfare findings under Planning Code, Section 302, and findings of consistency with the General Plan and the eight priority policies of Planning Code, Section 101.1.

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 ~~strikethrough 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. CEQA 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. _____ and is incorporated herein by reference. The Board of Supervisors affirms this determination.

(b) Pursuant to Planning Code Section 302, the Board of Supervisors finds that the proposed landmark designation of the Alexandria Theater, located at 5400 Geary Boulevard,

Assessor's Parcel Block No. 1450, Lot No. 048, will serve the public necessity, convenience, and welfare for the reasons set forth in Historic Preservation Commission Resolution No. _____, recommending approval of the proposed designation, which is incorporated herein by reference.

(c) On September 20, 2023, the Historic Preservation Commission, in Resolution No. _____, adopted findings that the actions contemplated in this ordinance are consistent, on balance, with the City's General Plan and with the eight priority policies of Planning Code Section 101.1. The Board adopts these findings as its own.

Section 2. General Findings.

(a) On March 14, 2023, the Board of Supervisors adopted Resolution No. 122-23, sponsored by Supervisor Connie Chan, initiating landmark designation of the Alexandria Theater as a San Francisco Landmark pursuant to Section 1004.1 of the Planning Code. On March 24, 2023, the resolution was enacted. Said resolution is on file with the Clerk of the Board of Supervisors in Board File No. 230266.

(b) Pursuant to Charter Section 4.135, the Historic Preservation Commission has authority "to recommend approval, disapproval, or modification of landmark designations and historic district designations under the Planning Code to the Board of Supervisors."

(c) Planning Department Preservation staff prepared a Landmark Designation Fact Sheet for Alexandria Theater. All preparers meet the Secretary of the Interior's Professional Qualification Standards for historic preservation program staff, as set forth in Code of Federal Regulations Title 36, Part 61, Appendix A. The report was reviewed for accuracy and conformance with the purposes and standards of Article 10 of the Planning Code.

(d) The Historic Preservation Commission, at its regular meeting of September 20, 2023, reviewed Planning Department staff's analysis of the historical significance of the

Alexandria Theater set forth in the Landmark Designation Fact Sheet dated September 20, 2023.

(e) On September 20, 2023, after holding a public hearing on the proposed designation, and having considered the specialized analyses prepared by Planning Department staff, and the Landmark Designation Fact Sheet, the Historic Preservation Commission recommended designation of the Alexandria Theater as a landmark under Article 10 of the Planning Code by Resolution No. _____. Said resolution, including the Landmark Designation Fact Sheet, is on file with the Clerk of the Board in Board File No. _____.

(f) The Board of Supervisors hereby finds that the Alexandria Theater has a special character and special historical, architectural, and aesthetic interest and value, and that its designation as a Landmark will further the purposes of and conform to the standards set forth in Article 10 of the Planning Code. In doing so, the Board hereby incorporates by reference the findings of the Landmark Designation Fact Sheet.

Section 3. Designation.

Pursuant to Section 1004.3 of the Planning Code, the Alexandria Theater, 5400 Geary Boulevard, Assessor's Parcel Block No. 1450, Lot No. 048, is hereby designated as a San Francisco Landmark (the "Landmark") under Article 10 of the Planning Code. Appendix A to Article 10 of the Planning Code is hereby amended to include this property.

Section 4. Required Data.

(a) The description, location, and boundary of the Landmark site consists of the parcel located at 5400 Geary Boulevard, in Assessor's Parcel Block No. 1450, Lot No. 048, occupied by the Alexandria Theater, in San Francisco's Inner Richmond District.

(b) The characteristics of the Landmark that justify its designation are described and shown in the Landmark Designation Fact Sheet and other supporting materials contained in Planning Department Record Docket No. 2023-003458DES. In brief, the Alexandria Theater is eligible for local designation under National Register of Historic Places Criterion A (Events) and Criterion C (Design/Construction) for its significance as a former neighborhood movie palace designed by architects of merit the Reid Brothers in the Egyptian Revival style (1923) and remodeled by architect of merit A. A. Cantin in the Streamline Moderne style (1941) for prominent theater owners the Levin family.

(c) The particular features that shall be preserved, or replaced in-kind as determined necessary, are those shown in photographs and described in the Landmark Designation Fact Sheet, which can be found in Planning Department Record Docket No. 2023-003458DES, and which are incorporated in this designation by reference as though fully set forth. Specifically, the following features are character-defining, and shall be preserved or replaced in-kind:

(1) All those physical features, including form, architectural ornament, and materials of the Alexandria Theater, identified as:

(A) Height and massing;

(B) East and south elevations with pilasters and ornamental trim;

(C) All elements of the curved corner colonnade;

(D) Blade sign and tower that supports it;

(E) Marquee;

(F) Main recessed corner entrance with terrazzo patterned flooring;

(G) Lobby with glass bead-tiled drinking fountain, pendant light fixtures, curved main stair with metal and wood handrail, and Art Deco bas-relief panels along the main stair walls;

(H) Upper lobby with ceiling mounted light fixture and metal and wood handrail;

(I) Art Deco bas-relief panels at top of walls in mezzanine corridor;

(O) Art Deco murals on east and west walls of the auditorium; and

(P) Sunburst chandelier in auditorium.

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

APPROVED AS TO FORM:
DAVID CHIU, City Attorney

By: /s/ Peter R. Miljanich
PETER R. MILJANICH
Deputy City Attorney

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San Francisco Planning

49 South Van Ness Avenue, Suite 1400
San Francisco, CA 94103
628.652.7600
www.sfplanning.org

ARTICLE 10 LANDMARK DESIGNATION
FACT SHEET

Historic Name:	Alexandria Theater
Address:	5400 Geary Boulevard
Block/ Lot(s):	1450/048
Parcel Area:	N/A
Zoning:	NCD – Geary Boulevard Neighborhood Commercial District
Year Built:	1923; remodeled 1942
Architect:	Reid Brothers, A.A. Cantin
Prior Historic Studies/Other Designations:	*San Francisco Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District (unadopted, 2006)* found the Alexandria Theater to be part of a discontinuous district of 23 properties eligible for the National Register of Historic Places. *Neighborhood Commercial Corridors Survey (unadopted, 2015)* found that the Alexandria Theater appears to be individually eligible for the California Register of Historic Resources. *SF Planning Historic Resource Evaluation Response (2010)* found the Alexandria Theater to be a historical resource for the purposes of CEQA.
Prior HPC Actions:	No prior HPC actions. On March 14, 2023, the Board of Supervisors adopted Resolution No. 122-23 sponsored by Supervisor Connie Chan initiating Landmark Designation of the Alexandria Theatre. The Resolution was enacted on March 24, 2023 (see BOS File No. 230266).

Significance Criteria:	*Events:* Associated with events that have made a significant contribution to the broad patterns of our history. (National Register Criterion A). *Persons:* Associated with the lives of persons significant in our past. *Architecture/Design:* Embodies the distinctive characteristics of a type, period, or method of construction, and/or represents the work of a master. (National Register Criterion C)
Period of Significance:	**1915-1930** – Neighborhood Movie Palaces **1923** – original design in the Egyptian Revival style by architects of merit the Reid Brothers. **1942** - remodeled in the Streamline Moderne style by architect of merit A.A. Cantin.
Statement of Significance:	The Alexandria Theater is significant as a former neighborhood movie palace designed by architects of merit the Reid Brothers in the Egyptian Revival style (1923) and remodeled by architect of merit A. A. Cantin in the Streamline Moderne style (1942) for prominent theater owners the Levin family.
Assessment of Integrity:	The exterior of the building retains all 7 aspects of integrity, as all its character defining features from the two periods of significance- except for the removal of the blade sign for life safety hazards in 2023 - remain. Remnants of the blade sign and its armature were salvaged after removal and are currently stored inside the building for restoration and reinstallation at a later date. The feeling of a single-screen theater was lost from the interior remodeling of the main theater space by the introduction of dividing walls at the top of the balcony rail to the ceiling and partitioning of the balcony into two smaller auditoriums and a projection tunnel for the main auditorium in 1976 by architect George K. Raad. However, a significant amount of original material and design remain from the periods of significance on the interior.
Character-Defining Features:	**Exterior Character Defining Features:** Height and massing; east elevation displaying pilasters with squared capitals and shaped base, and wall trims and moldings, and cornice; south elevation with pilasters with squared capitals with decorative papyrus leaf scoring, trims and moldings, and cornice; curved corner colonnade with rounded shaft pilasters topped with rounded capitals with decorative papyrus leaf scoring; the entablature consisting of architrave with blind openings, foliate frieze, and brackets, rounded cornice topped with a balustrade; marquee; blade sign and tower that supports it; main recessed corner entrance with terrazzo patterned flooring. **Interior Character Defining Features:** Lobby and upper lobby, Art Deco pendant light fixtures with opalescent glass in lobby area, glass bead-tiled drinking fountain stairs to the mezzanine with decorative wood and metal railing, copper and gold leaf bas-relief plaster plaques on stair walls and mezzanine corridor, Art Deco filmmaking bas-relief panel, upper lobby balcony with decorative wood and metal railing and pendant light fixture, sunburst chandelier in the main theater, and ocean-themed Art Deco murals on east and west walls of main auditorium.

The Alexandria Theater is located at 5400 Geary Boulevard on the northwest corner of Geary Boulevard and 18th Avenue in the Inner Richmond neighborhood of San Francisco. The property was designed by architecture firm of merit the Reid Brothers for brothers Alex Levin, James Levin, and Samuel H. Levin, who operated several theaters in San Francisco as San Francisco Theaters, Inc. The Alexandria Theatre opened on November 26, 1923, with a single-screen auditorium that had a unique, concrete bowl shaped floor that seated 2,000 people. In 1942 architect of merit A.A. Cantin designed an addition at the north elevation; added stepped seating to the auditorium; installed Art Deco interior ornamentation; added a large neon blade sign, a marquee, and terrazzo paving in the recessed entry area. In 1963 the ticket booth was expanded and vitrines for movie posters added. In 1976 the auditorium was subdivided into three theaters with two smaller, upper level theatres on a new balcony deck. The theater's last show was in 2004 and it has been vacant since that time.

The Alexandria Theater was constructed far from the downtown core and within a neighborhood commercial strip. Neighborhood Movie Palaces were the more modest relative of the downtown movie palaces. Although not as lavish as downtown palaces, neighborhood palaces still offered patrons fantasy and elegance. They shared many of the characteristics of movie palaces and are significant because they also embody the optimism and affluence of the postwar era. Neighborhood movie palaces served as the economic anchors of neighborhood commercial areas. The closure of neighborhood theaters often meant the loss of significant, reliable income for surrounding businesses. Most of San Francisco's neighborhood movie theaters opened between 1915 and 1930 as new neighborhoods blossomed along streetcar lines that radiated out from the center of the city. Many of the oldest theaters were built in the inner neighborhoods and were small, gem-sized theaters like the Clay on Fillmore Street. Larger neighborhood theaters, such as the Alexandria, were developed in the late teens and twenties.

Samuel H. Levin had the building constructed in 1923 at a cost of $250,000. Along with his brothers Alex and James, the family owned and operated several neighborhood theaters in San Francisco. As San Francisco Theaters, Inc. the Levins were also operating the Coronet (demolished), Coliseum (converted to condominiums 2002), Metro (closed 10/2007), Balboa (still in operation), Harding (reused as commercial space), and Vogue (still in operation). The Alexandria was the Levin family's flagship theater and got the pick of which pictures it showed. The family was highly involved with the creation of the San Francisco International Film Festival in 1957.

The Alexandria Theater was originally designed by the Reid Brothers in 1923 in the Egyptian Revival style. On December 15, 1922, The Richmond Banner described the architecture as "dignified Egyptian" and noted that it would be one of the finest "residential" theatres of its time with the latest construction features, lighting, and ornamentation and "every known comfort." The theater was built with a sloping floor, and stadium-style seating for 2,000 people. Without a balcony, the design of the theater was unique for its time. Capitalizing on the discovery of King Tutankhamen's tomb in 1922, the Reid Brothers designed the Alexandria Theatre with a stylized Egyptian theme, mixing elements of ancient Egypt, Minoan culture, and classical detailing. The building was constructed with a steel frame and poured concrete foundation and walls for fireproofing. The elaborate curved corner element has six engaged columns with papyrus leaf patterns on the capitals and a heavy architrave supported by massive brackets. Originally, the curved corner was capped by a ziggurat-like pyramid topped by an illuminated "A".

The Reid Brothers began their career in Illinois and came to become one of the most successful firms in San Francisco, designing many important buildings in California. Their first major commission was the Hotel Del Coronado (1888 in San Diego) and designed several of the Carnegie Libraries in the mid-west. Without draftsmen

on staff, the brothers designed as many as twenty movie theaters in their career, including the Alexandria, Balboa, Coliseum, Metro, Midtown, York, Avenue, and New Mission in San Francisco. They also designed the Grand Lake in Oakland, the Sequoia in Mill Valley, Sebastiani in Sonoma, the Fox in Redwood City and the Oaks in Berkeley. They also designed the Call building in 1890 for Claus Spreckels, the Temple of Music in Golden Gate Park (1899), Fairmount Hotel (1906), Cliff House (1909), First Congregational Church, Mission High school, Columbo Building, and the Hale Department Store.

The Alexandria Theater was remodeled in the Streamline Moderne style by architect of merit A.A. Cantin in 1942. A two-bay, angled addition was added to the rear of the building. The Art Deco blade sign supported by a tower (a geometric curving detail at the top of the sign was removed at an unknown date. A building permit was issued on February 7, 2023 for emergency removal of the blade sign and tower due to life safety hazard caused by storms. Restoration and reinstallation of the blade sign and tower as required by the Planning Department will be filed in a subsequent building permit) and the marquee were also added at this time. The interior was remodeled, including the handrail on the main stair, bas relief plaques along the staircase, upper lobby, and mezzanine corridor, and the sunburst chandelier and Ocean themed murals in the auditorium.

Alexander Aimwell Cantin was one of California's first registered architects, with an active career between 1906-1941 (work on the Alexandria Theater renovation started in 1940 and was completed in 1942). Cantin was a prominent SF architect, worked in partnership with Miller & Pfleuger and contributed to the firm's masterpiece Pacific Telephone and Telegraph building in SF. Also designed the Elks lodge of SF, and in the 1930s designed the Marques of the Castro, Alhambra, and Royal Theaters. He traveled to Europe in the 1910s and patented a new architecture based on classical models involving a columned architrave with frieze and perforated architrave. He also worked in Berkeley and Seattle.

The recessed entry was remodeled in 1963 with an expanded ticket booth and three vitrines for movie posters. In 1976 George K. Raad Architects of San Francisco split the auditorium into three individual theaters. The lower portion of the main auditorium was sectioned off and two smaller theatres created at the upper rear.

Bibliography

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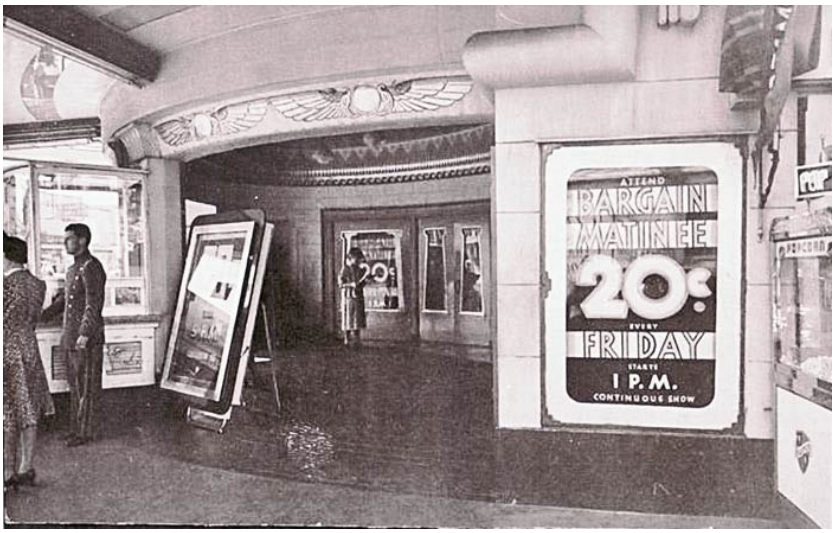
DPR Form 523, Alexandria Theater, Jonathan Pearlman, August 26, 2005.
ICF, Historical Resource Evaluation Report Part II, May 2017.
Jonathan Pearlman, Historical Resource Evaluation Report Part I, August 2005.
San Francisco Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District, 2006.
San Francisco Planning, Historic Resource Evaluation Response, January 29, 2010.
Western Neighborhoods Project: www.outsidelands.org/alexandria-photo-tour.html, accessed July 2023.

Historic Photos

Alexandria Theater, 1923. (Courtesy of SFPL)

Alexandria Theater, 1927 (Courtesy of SFPL)

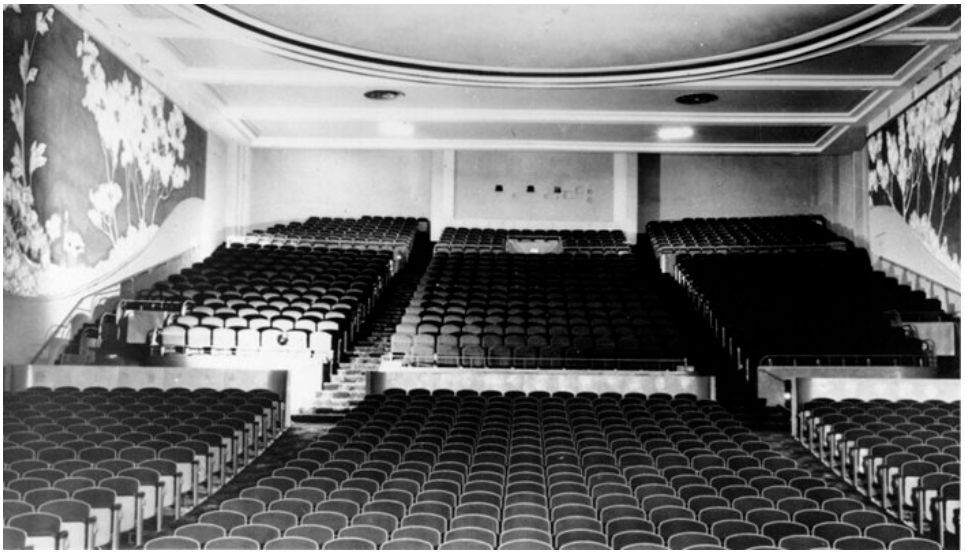


Alexandria Theatre entry in the original Egyptian style, undated. (Courtesy of Western Neighborhoods Project).

Alexandria Theater, 1942. (Courtesy of SFPL).

Lobby, 1942. (Courtesy of SFPL)

Interior of main auditorium, 1942. (Courtesy of SFPL)



Auditorium, 1942. (Courtesy of SFPL)

Alexandria Theater, 1964. (Courtesy of SFPL)

Current Photos

East elevation. Note rectangular pilasters with rounded shaped base and squared capitals, trims and moldings, and cornice. At corner note 1942 marquee, curved corner colonnade with rounded shaft pilasters topped with rounded capitals with papyrus leaf decorative scoring; and the entablature consisting of architrave with blind openings, foliate frieze, brackets, and a rounded cornice topped with a balustrade.

South elevation; storefronts.

Partial view of south elevation with rectangular pilasters with squared capitals with decorative scoring, wall trims and moldings, and cornice.

Marquee and rounded corner colonnade with pilasters with scored capitals, and brackets supporting the cornice.

Terrazzo patterned flooring at the recessed corner entry.

Lobby area. Note mezzanine balcony with decorative metal and wood handrail at top left. Note Art Deco pendant light fixtures with opalescent glass at top left and top center.

Lobby area and stairs to upper lobby balcony. Note decorative metal and wood handrail at left and Art Deco pendant light fixtures with opalescent glass at top.

Upper lobby. Note decorative metal and wood handrail at left and ceiling mounted light fixture top left.

Mezzanine corridor. Note decorative bas-relief panels at top of walls.

Detail of two of the bas-relief panels.

Main auditorium, view towards rear. Note sunburst chandelier at center.

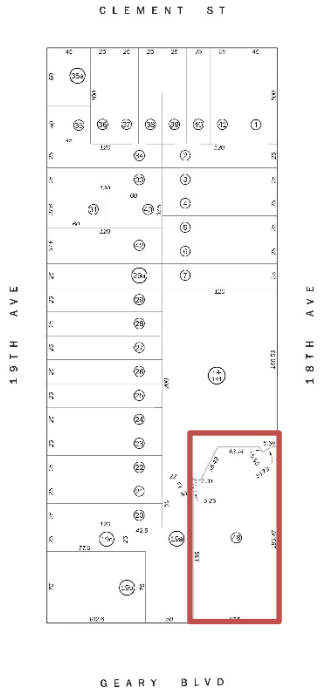
Ocean-themed Art Deco mural on east wall of main auditorium.

Ocean-themed Art Deco mural on west wall of main auditorium.

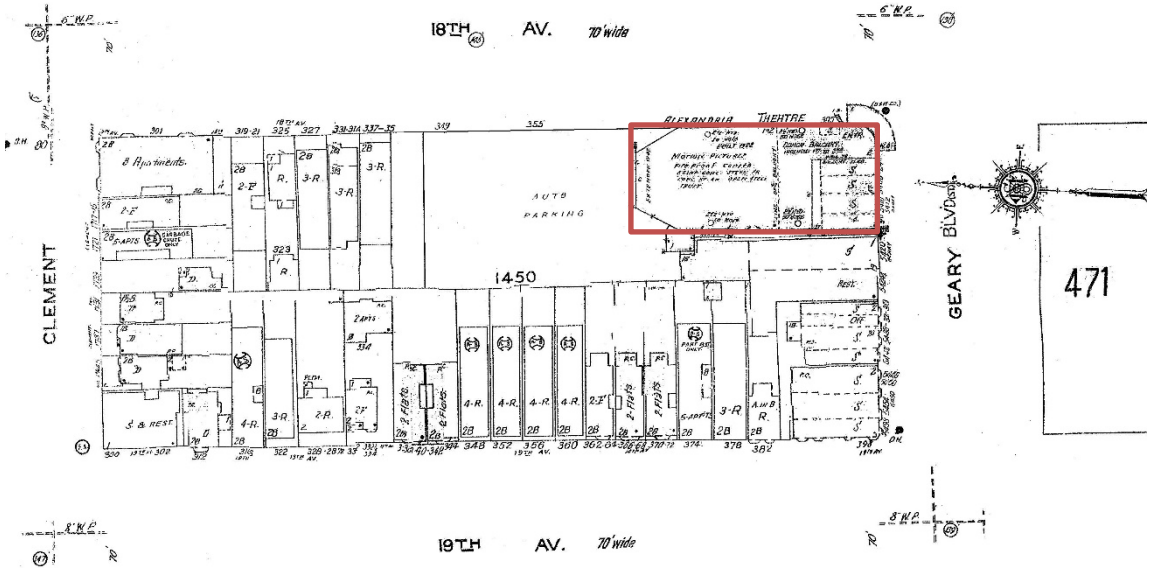
Remnant of salvaged blade sign.

Remnants of blade sign.

Maps

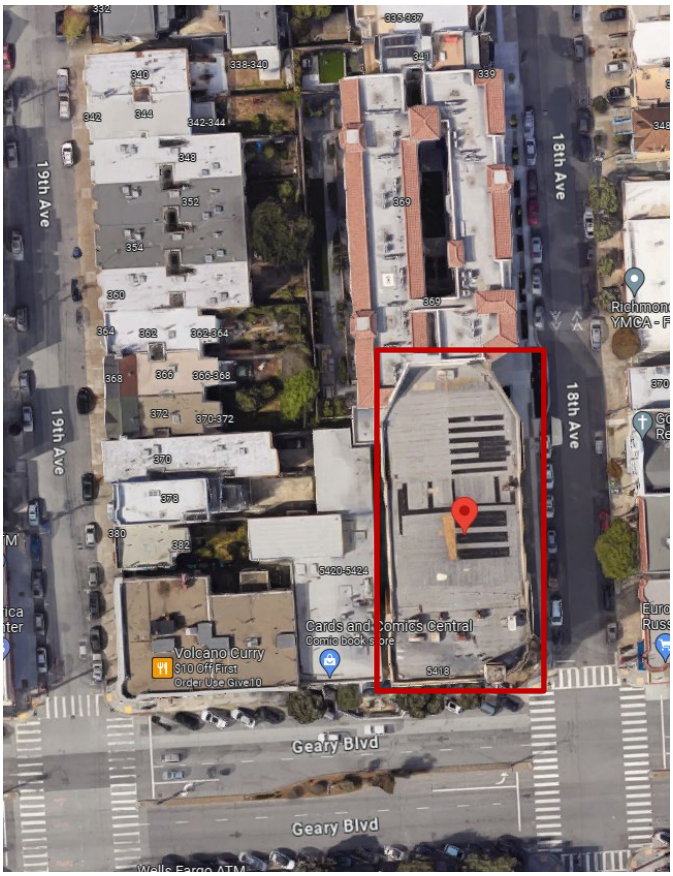


Assessor's Block Map. Subject property outlined in red.



Subject property outlined in red. Sanborn Map, mid-1990s. The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

San Francisco Zoning Map. Approximate location of subject property is circled.



Subject property outlined in red. Aerial map courtesy of Google.

From: Caroline Bas
To: CPC-Commissions Secretary
Subject: Please prioritize transit-oriented housing; reject obsolete uses
Date: Thursday, August 10, 2023 1:00:46 AM

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

Planning Staff Commissions Secretary,

I am writing today to express my opposition to the landmarking of the Alexandria Theater and to clear the way that will allow for adaptive reuse of the building while also preserving historical elements, all of which can be accomplished without landmarking it and allowing it to sit empty for who knows how many more years.

The Alexandria Theatre, located at 5400 Geary Boulevard, was built in 1923 and has sat vacant since 2004 with recent deterioration of the blade sign requiring its removal. While some may consider the site to contain one or more structures considered to be a potential historic resource, many in the neighborhood now consider it to be an eyesore. Even former Supervisor Fewer has been quoted saying, “Birds are living in the marquee and it’s falling down. It’s just really an eyesore and we’re sick of it,” back at a community meeting in April 2017.

We are calling on fellow residents to let the Commission know that we see these elements of the Alexandria Theatre to be of no historical value that needs to be preserved in this way; our Supervisor should not be unnecessarily pushing for a historic designation to stop adaptive reuse which will allow for 76 new homes while preserving elements of the Alexandria. However, it is unreasonable to expect the owners to maintain the property in perpetuity without allowing for creative reuse. It will never be a movie theater again and we need to recognize that in its future use

The proposed project is already subject to further design review by the department’s historic preservation staff and addressing landmark preservation of the building is a condition for any project approval, which means any movement to redevelop the space into anything usable can be delayed. Already the project sponsor must hire a qualified professional to prepare a Historic Resource Evaluation (HRE) report. "The project proposes alterations to an historical resource and the HRE scope will require a Secretary of the Interior’s Standards for the Treatment of Historic Properties analysis of the project. The professional must be selected from the Planning Department’s historic resource consultant pool,” according to the assessment by the department’s staff.

Should a city try to preserve its old historic theatres? The historians cite that the Alexandria was built in the Egyptian Revival architectural style, yet hardly mention that the building has undergone remodeling and renovation twice before, in 1941 and 1976. This isn't even an attempt to force the owners to continue to use the space as a theatre as outreach to other theater operators "...even Four Star around the corner on Clement Street,” Pearlman told the

commission. “Each one of them indicated that this is not an economically viable option. “I did a walk-through of the Alexandria Theater with a historian from the Historic Preservation Commission,” Fewer said. “It’s really creepy now because there’s no lights and they pulled up all the seats. If you go behind the scenes there’s these rooms that are like cages in the back; it’s kind of creepy."

Please allow our city to embrace both its past and its future by allowing the current plans to move forward that will preserve elements of the Alexandria while making space for new homes for San Franciscans and rejecting the weaponization of historical preservation.

Thank you!

Caroline Bas
caroline.m.bas@gmail.com
478 Euclid
San Francisco , California 94103

From:	CPC-Commissions Secretary
Cc:	Ferguson, Shannon (CPC); Feliciano, Josephine (CPC)
Subject:	FW: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date:	Friday, August 11, 2023 9:38:21 AM
Attachments:	Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking.msg Alexandria Theater landmark.msg Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking.msg Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking.msg

Best,
Josephine O. Feliciano, Planning Technician II
Commission Affairs
San Francisco Planning
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7600 | www.sfplanning.org
San Francisco Property Information Map

From: Sarah Boudreau <info@email.actionnetwork.org>
Sent: Thursday, August 10, 2023 2:23 PM
To: CPC-Commissions Secretary <commissions.secretary@sfgov.org>
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking

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

Planning Staff Commissions Secretary,

I am writing today to express my opposition to the landmarking of the Alexandria Theater and to clear the way that will allow for adaptive reuse of the building while also preserving historical elements, all of which can be accomplished without landmarking it and allowing it to sit empty for who knows how many more years.

The Alexandria Theatre, located at 5400 Geary Boulevard, was built in 1923 and has sat vacant since 2004 with recent deterioration of the blade sign requiring its removal. While some may consider the site to contain one or more structures considered to be a potential historic resource, many in the neighborhood now consider it to be an eyesore. Even former Supervisor Fewer has been quoted saying, “Birds are living in the marquee and it’s falling down. It’s just really an eyesore and we’re sick of it,” back at a community meeting in April 2017.

We are calling on fellow residents to let the Commission know that we see these elements of the Alexandria Theatre to be of no historical value that needs to be preserved in this way; our Supervisor should not be unnecessarily pushing for a historic designation to stop

adaptive reuse which will allow for 76 new homes while preserving elements of the Alexandria. However, it is unreasonable to expect the owners to maintain the property in perpetuity without allowing for creative reuse. It will never be a movie theater again and we need to recognize that in its future use

The proposed project is already subject to further design review by the department's historic preservation staff and addressing landmark preservation of the building is a condition for any project approval, which means any movement to redevelop the space into anything usable can be delayed. Already the project sponsor must hire a qualified professional to prepare a Historic Resource Evaluation (HRE) report. "The project proposes alterations to an historical resource and the HRE scope will require a Secretary of the Interior's Standards for the Treatment of Historic Properties analysis of the project. The professional must be selected from the Planning Department's historic resource consultant pool," according to the assessment by the department's staff.

Should a city try to preserve its old historic theatres? The historians cite that the Alexandria was built in the Egyptian Revival architectural style, yet hardly mention that the building has undergone remodeling and renovation twice before, in 1941 and 1976. This isn't even an attempt to force the owners to continue to use the space as a theatre as outreach to other theater operators "...even Four Star around the corner on Clement Street," Pearlman told the commission. "Each one of them indicated that this is not an economically viable option. "I did a walk-through of the Alexandria Theater with a historian from the Historic Preservation Commission," Fewer said. "It's really creepy now because there's no lights and they pulled up all the seats. If you go behind the scenes there's these rooms that are like cages in the back; it's kind of creepy."

Please allow our city to embrace both its past and its future by allowing the current plans to move forward that will preserve elements of the Alexandria while making space for new homes for San Franciscans and rejecting the weaponization of historical preservation.

Thank you!

Sarah Boudreau
boudreau.sarah.m@gmail.com
455 25th Avenue, #2
San Francisco, California 94121

From: Lian Chang
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Friday, August 11, 2023 8:44:46 PM

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Thank you!

Lian Chang
lian.c.chang@gmail.com
230 2nd Ave #3
San Francisco, California 94118

From: Michael Chen
To: CPC-Commissions Secretary
Subject: Oppose landmarking Alexandria Theater
Date: Thursday, August 10, 2023 2:52:16 AM

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

Planning Staff Commissions Secretary,

I am writing today to oppose landmarking the Alexandria Theater and to allow maximum flexibility for adaptive reuse of the building.

The Alexandria Theatre, located at 5400 Geary Boulevard, was built in 1923 and has sat vacant since 2004. Many features have deteriorated to the point that it would be cost-prohibitive to restore. I ask that you deny the landmark which would make it harder to find a use for the building and risks the theater being vacant for another 19 years.

Please allow our city to embrace both its past and its future by allowing the current plans to move forward that will preserve elements of the Alexandria while making space for new homes for San Franciscans and rejecting the weaponization of historical preservation.

Thank you very much for your time and your service.

Michael Chen
mychen10@yahoo.com
1688 Pine St Unit W1004
San Francisco, California 94109

From: Michael Clark
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 5:16:11 PM

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

Planning Staff Commissions Secretary,

I am writing today to express my opposition to the landmarking of the Alexandria Theater and to clear the way that will allow for adaptive reuse of the building while also preserving historical elements, all of which can be accomplished without landmarking it and allowing it to sit empty for who knows how many more years.

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commission. “Each one of them indicated that this is not an economically viable option. “I did a walk-through of the Alexandria Theater with a historian from the Historic Preservation Commission,” Fewer said. “It’s really creepy now because there’s no lights and they pulled up all the seats. If you go behind the scenes there’s these rooms that are like cages in the back; it’s kind of creepy."

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Thank you!

Michael Clark
mlclark51@gmail.com
6050 GEARY BLVD APT 302
SAN FRANCISCO, California 94121

From: Charlie Natoli
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 4:57:17 PM

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Thank you!

Charlie Natoli
charlie.natoli1@gmail.com
351 king st #730
San Francisco , California 94158

From: Andrew Day
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 4:28:14 PM

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Planning Staff Commissions Secretary,

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Thank you!

Andrew Day
aday.nu@gmail.com
1366 Turk St, 7C
San Francisco, California 94115

From:	CPC-Commissions Secretary
Cc:	Ferguson, Shannon (CPC); Feliciano, Josephine (CPC)
Subject:	FW: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date:	Monday, August 21, 2023 9:27:30 AM

Best,
Josephine O. Feliciano, Planning Technician II
Commission Affairs
San Francisco Planning
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7600 | www.sfplanning.org
San Francisco Property Information Map

From: Connor Dearing <info@email.actionnetwork.org>
Sent: Sunday, August 20, 2023 10:15 AM
To: CPC-Commissions Secretary <commissions.secretary@sfgov.org>
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking

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Planning Staff Commissions Secretary,

I am writing today to express my opposition to the landmarking of the Alexandria Theater and to clear the way that will allow for adaptive reuse of the building while also preserving historical elements, all of which can be accomplished without landmarking it and allowing it to sit empty for who knows how many more years.

The Alexandria Theatre, located at 5400 Geary Boulevard, was built in 1923 and has sat vacant since 2004 with recent deterioration of the blade sign requiring its removal. While some may consider the site to contain one or more structures considered to be a potential historic resource, many in the neighborhood now consider it to be an eyesore. Even former Supervisor Fewer has been quoted saying, “Birds are living in the marquee and it’s falling down. It’s just really an eyesore and we’re sick of it,” back at a community meeting in April 2017.

We are calling on fellow residents to let the Commission know that we see these elements of the Alexandria Theatre to be of no historical value that needs to be preserved in this way; our Supervisor should not be unnecessarily pushing for a historic designation to stop adaptive reuse which will allow for 76 new homes while preserving elements of the Alexandria. However, it is unreasonable to expect the owners to maintain the property in

perpetuity without allowing for creative reuse. It will never be a movie theater again and we need to recognize that in its future use

The proposed project is already subject to further design review by the department's historic preservation staff and addressing landmark preservation of the building is a condition for any project approval, which means any movement to redevelop the space into anything usable can be delayed. Already the project sponsor must hire a qualified professional to prepare a Historic Resource Evaluation (HRE) report. "The project proposes alterations to an historical resource and the HRE scope will require a Secretary of the Interior's Standards for the Treatment of Historic Properties analysis of the project. The professional must be selected from the Planning Department's historic resource consultant pool," according to the assessment by the department's staff.

Should a city try to preserve its old historic theatres? The historians cite that the Alexandria was built in the Egyptian Revival architectural style, yet hardly mention that the building has undergone remodeling and renovation twice before, in 1941 and 1976. This isn't even an attempt to force the owners to continue to use the space as a theatre as outreach to other theater operators "...even Four Star around the corner on Clement Street," Pearlman told the commission. "Each one of them indicated that this is not an economically viable option. "I did a walk-through of the Alexandria Theater with a historian from the Historic Preservation Commission," Fewer said. "It's really creepy now because there's no lights and they pulled up all the seats. If you go behind the scenes there's these rooms that are like cages in the back; it's kind of creepy."

Please allow our city to embrace both its past and its future by allowing the current plans to move forward that will preserve elements of the Alexandria while making space for new homes for San Franciscans and rejecting the weaponization of historical preservation.

Thank you!

Connor Dearing
connordearing@gmail.com
110 Hancock St, Unit B
San Francisco, California 94114

From: Richard Frankel
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 6:08:30 PM

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Thank you!

Richard Frankel
rfrank1@yahoo.com
1699 17th Ave
San Francisco, California 94122

From: Robert Fruchtman
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Friday, August 11, 2023 12:19:52 PM

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Thank you!

Robert Fruchtman
rfruchtose@gmail.com
616 Page St
San Francisco, California 94117

From: Trish Gump
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Friday, August 11, 2023 11:12:09 PM

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Thank you!

Trish Gump
gumptt@yahoo.com
2345 Lake St
San Francisco, California 94121

From: Tyler Haas
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 4:29:32 PM

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Thank you!

Tyler Haas
patrick.tyler.haas@gmail.com
769 17th Ave.
San Francisco, California 94121

From: Cyrus Hall
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 4:55:29 PM

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Thank you!

Cyrus Hall
cyrusphall@gmail.com
199 Crestmont Dr
San Francisco, California 94131

From: Jane Natoli
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 4:23:56 PM

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Thank you!

Jane Natoli
jane@yimbyaction.org
759 6th Ave 7
San Francisco, California 94118

From: Ira Kaplan
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 4:43:41 PM

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Thank you!

Ira Kaplan
iradkaplan@gmail.com
1406 Kearny Street
San Francisco, California 94133

From: Stephen Lambe
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Friday, August 11, 2023 11:48:04 PM

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Thank you!

Stephen Lambe
stephenlambe@gmail.com
837 Clement Street
San Francisco, California 94118

From: Audrey Liu
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 5:04:06 PM

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Thank you!
Audrey

Audrey Liu
kuenaudrey@gmail.com
611 4th Ave
San Francisco, California 94118

From: Dana Manea
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 9, 2023 5:28:41 PM

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

Planning Staff Commissions Secretary,

I am a single mother living in the Richmond district and I walk by the theater every morning to take my son to school. It is a deprived block with dirty sidewalks and homeless tents. What the neighborhood needs is more housing and adding eyes on the street. Please convert the site to housing, and not turn into a historic resource that will invariably kill any development project.

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Should a city try to preserve its old historic theatres? The historians cite that the Alexandria was built in the Egyptian Revival architectural style, yet hardly mention that the building has undergone remodeling and renovation twice before, in 1941 and 1976. This isn't even an attempt to force the owners to continue to use the space as a theatre as outreach to other theater operators "...even Four Star around the corner on Clement Street," Pearlman told the commission. "Each one of them indicated that this is not an economically viable option. "I did a walk-through of the Alexandria Theater with a historian from the Historic Preservation Commission," Fewer said. "It's really creepy now because there's no lights and they pulled up all the seats. If you go behind the scenes there's these rooms that are like cages in the back; it's kind of creepy."

Please allow our city to embrace both its past and its future by allowing the current plans to move forward that will preserve elements of the Alexandria while making space for new homes for San Franciscans and rejecting the weaponization of historical preservation.

Thank you!

Dana Manea
dana@manea-arch.com
1900 Cabrillo St
San Francisco, California 94121

From:	CPC-Commissions Secretary
Cc:	Ferguson, Shannon (CPC); Feliciano, Josephine (CPC)
Subject:	FW: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date:	Wednesday, August 16, 2023 2:49:55 PM

Best,
Josephine O. Feliciano, Planning Technician II
Commission Affairs
San Francisco Planning
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7600 | www.sfplanning.org
San Francisco Property Information Map

From: Andrew Nguyen <info@email.actionnetwork.org>
Sent: Wednesday, August 16, 2023 12:01 PM
To: CPC-Commissions Secretary <commissions.secretary@sfgov.org>
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking

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

Planning Staff Commissions Secretary,

I am writing today to express my opposition to the landmarking of the Alexandria Theater and to clear the way that will allow for adaptive reuse of the building while also preserving historical elements, all of which can be accomplished without landmarking it and allowing it to sit empty for who knows how many more years.

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Thank you!

Andrew Nguyen
andr.vu.nn@gmail.com
1264 25th Avenue
San Francisco, California 94122

From: Rick Parina
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Thursday, August 10, 2023 11:44:58 AM

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Thank you!

Richard Parina
Iconic D-3, Steering Committee,
San Francisco SCORE Vice-Chair, Volunteer Intake Coordinator
Take a Workshop | SCORE
Find Your Business Mentor | SCORE

Rick Parina
parinarichard8@gmail.com
737 POST ST APT 323
SAN FRANCISCO, California 94109

From:	CPC-Commissions Secretary
Cc:	Ferguson, Shannon (CPC); Feliciano, Josephine (CPC)
Subject:	FW: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date:	Wednesday, August 09, 2023 4:03:05 PM

Best,
Josephine O. Feliciano, Planning Technician II
Commission Affairs
San Francisco Planning
49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103
Direct: 628.652.7600 | www.sfplanning.org
San Francisco Property Information Map

From: Brian Quan <info@email.actionnetwork.org>
Sent: Wednesday, August 09, 2023 4:01 PM
To: CPC-Commissions Secretary <commissions.secretary@sfgov.org>
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking

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Planning Staff Commissions Secretary,

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Thank you!

Brian Quan
brian.r.quan@gmail.com
409 - 35th AVE
San Francisco, California 94121

From: Kenneth Russell
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 8:27:08 PM

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Thank you!

Kenneth Russell
krlist+yimby@gmail.com
8400 Oceanview Ter Apt 414
San Francisco, California 94132

From: sophiemarie13643@gmail.com
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 8:36:42 PM

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Thank you!

sophiemarie13643@gmail.com
5140 Geary Blvd
San Francisco, California 94118

From: James Steichen
To: CPC-Commissions Secretary
Subject: Alexandria Theater landmark
Date: Thursday, August 10, 2023 12:01:46 PM

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

Planning Staff Commissions Secretary,

I am writing today to oppose making the Alexandria Theater a landmark so that it can be possible to reuse this building in a new creative way that provides much needed housing in our community.

The theater has been unused and deteriorating since 2004, well before the revolution of streaming and other media consumption changed the ways people spend their time, and it is clear that there is no future for this building as a movie theater, especially with so many other institutions struggling to continue as dedicated movie houses. There are also many other venues in the city (the Presidio Theater, the Castro Theater, Z Space) for artists and creatives to make work and show films, and given the many demands on philanthropic dollars for the arts in this city it seems unlikely that the necessary funds could be raised to repair this very badly damaged venue in the near future.

Please allow our city to embrace both its past and its future by allowing the current plans to move forward that will preserve elements of the Alexandria while making space for new homes for San Franciscans and rejecting the weaponization of historical preservation.

Thank you!

Jim Steichen

James Steichen
jimsteichen@gmail.com
1219 Church Street
San Francisco, California 94114

From: Charles Whitfield
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Wednesday, August 09, 2023 4:51:51 PM

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Thank you!

Charles Whitfield
whitfield.cw@gmail.com
66 Cleary Court Apt 710
San Francisco, California 94109

From: Samihan Yedkar
To: CPC-Commissions Secretary
Subject: Support adaptive reuse of the Alexandria Theater by rejecting burdensome landmarking
Date: Thursday, August 10, 2023 1:07:17 PM

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Samihan Yedkar
samihanyedkar@gmail.com
900 Minnesota St
San Francisco, California 94107