

Amy Campbell



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Rules Committee  
City Hall  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

Good morning Supervisor Walton and Supervisor Safai,

Please accept my sincere apology for not being able to attend this important hearing in person. I am currently overseas on a preplanned family vacation and regret that I cannot join you here today. The mayor's nomination to the Planning Commission is a great honor for me and one I take very seriously. Thank you for allowing me the opportunity to have this statement read on my behalf.

By way of introduction, my name is Amy Campbell. I am originally from the East Coast but have lived in California for the past 20 years; 18 of which have been as a resident of San Francisco. Since 2011, I've called the Castro neighborhood my home and it's where my husband and I are currently raising our two children. I appreciate so much about our neighborhood, including the Eureka Valley Public Library, our neighborhood public elementary school (where both my children have attended), The Randall Museum (home of my weekly ceramic classes), breakfasts at Orphan Andy's, its bike-ability, a plethora of dog parks and most importantly the vibrancy, diversity and inclusivity celebrated in the culture, people, and places that make up the Castro. I've learned that the neighborhoods of San Francisco, like the Castro, are what help make our city so special.

Professionally I'm a licensed architect in the state of CA and have been practicing for over 17 years. Much of my career has been focused on the built environment and place making and finding ways that existing buildings can be reinvented and made more relevant to meet today's needs. I value this work not only for its challenging nature and the reward of breathing new life into a place meant for people but also because of a deep personal belief that recycling buildings is the right thing to do for our planet and our future. Locally, my work can be seen publicly at The Merchants Exchange Building, The Bank of California, and a collaboration with the San Francisco Gay Men's Chorus at 170 Valencia Street and new home of the Chan National Queer Arts Center.

I currently practice at Gensler, a global design and architecture firm, where I also act as a Studio Director and Practice Area Leader for Building Transformation and Adaptive Reuse. Since the pandemic, I've grown extremely passionate about reimagining cities through the conversion of underutilized office buildings and I have had a prominent voice in the local media discussion around what's next for downtown San Francisco interviewed by KQED's Forum, the San Francisco Chronicle, NBC Bay Area, the San Francisco Business Times, and SF Standard. I also speak at conferences, and industry events, and most recently I facilitated Gensler's Design Forecast Live client event and was a Guest Lecturer on city revitalization at Kansas State University.

I believe my professional experience can bring a valuable perspective to the work of the commission. As an architect and designer, I can visualize and assess the spatial impacts of a proposed design or zoning change on the built environment. I understand how design interventions can shape urban spaces and influence community dynamics. My expertise can help ensure that new projects are visual and functional enhancements to the city while also being reasonable and practical. In addition to community impacts, I can offer an understanding of the real-time challenges being faced by various stakeholders such as building owners, developers and non-profit organizations.

I would like to address any concerns about potential conflicts that might arise based on my work at Gensler. Gensler is a global company and has a strong presence in the communities where we are located, however the projects that have come before the San Francisco Planning Commission are not as frequent as one might assume, particularly with our heightened project activity in other Bay Area jurisdictions over the past few years. But this is something I will certainly track, and I will consult with the City Attorney's office as needed. Should a conflict arise, I will of course recuse myself. However, based on Gensler's recent portfolio, I do not anticipate this happening at a high frequency or in a way that will dilute my impact on the commission.

Since November 2023, I have had the honor of serving on the Historic Preservation Commission. My time on the commission has been deeply rewarding, offering insights into the city's unique neighborhoods cultural resources, the range and value of constituent perspectives, and the operational dynamics of a commission. It has sharpened my expertise in navigating evolving planning policies and administrative responsibilities, emphasizing the crucial balance between preservation mandates and community interests. I've learned the importance of coming to hearings prepared on each case, how to listen objectively to community concerns, and the value of providing thoughtful and explanatory feedback to better foster dialogue when making my recommendations. I am excited to take the knowledge and perspective I've gained on the HPC forward with me to the Planning Commission to help shape the city's growth while still safeguarding each neighborhood, its people and unique sense of place, as I've learned on the HPC.

I understand that many of the laws, rules and regulations are changing rapidly these days making this a particularly interesting time for the Planning Commission. And while we can not change the rules of the road, we can certainly do our very best to understand the implications and real-world impacts and make the most informed recommendations that we can. I believe that San Francisco needs to continue to grow and evolve. We also need more housing, for **all** people. Everyone in the city carries the responsibility of making our growth a reality, and I look forward to focusing on long-term goals and outcomes and ensuring that our efforts are directed towards creating meaningful and sustainable impacts at all scales while also preventing displacement and protecting the socioeconomic and cultural diversity of our city. If confirmed, I look forward to connecting with a wide range of people and different neighborhood groups so I can gain broader perspectives, and better understand their concerns, ambitions and growth outlook for the City. This will allow me to continue to make informed decisions along the way.

This is a transformational time for the city, which means transformational change lies ahead. I think every San Franciscan wants to see our city progress, and thrive socially, economically and physically without losing the patina, culture & diversity that make our city so special. I believe this positive growth is possible and am confident I can help enrich that dialogue at the Planning Commission as an architect, urbanist, resident, parent, and someone that genuinely cares about people. I hope you agree.

It would be an honor for me to serve the city of San Francisco as a Planning Commissioner and enhance the quality of life for all residents. Thank you for your time and consideration.

Warm Regards,  
Amy Campbell