

2435-2445 16TH STREET AND FLORIDA LARGE PROJECT AUTHORIZATION



To: Rodney Fong, *Commission President*, planning@rodneymfong.com Cindy Wu, *Commission Vice President*, cwu.planning@gmail.com Michael J. Antonioni, *Commissioner*, wordweaver21@aol.com Rich Hillis, *Commissioner*, richhillissf@yahoo.com Christine D. Johnson, *Commissioner*, christine.d.johnson@sfgov.org Kathrin Moore, *Commissioner*, mooreurban@aol.com Dennis Richards, *Commissioner*, dennis.richards@sfgov.org Jonas P. Ionin, *Director of Commission Affairs*: jonas.ionin@sfgov.org

June 15, 2016

Commissioners:

re: Items 16a-b. Planning case no. [2014.1201ENX](#) 2435-2445 16th Street and Florida, Large Project Authorization

We urge you to reject the Large Project Authorization for 2435-2445 16th Street at your June 16, 2016 Planning Commission Hearing; Please send this back to the drawing board. This project does not fit the character of the neighborhood. It is hard to imagine a neighborhood it would fit in.

As a long-time resident of North East Mission, I am appalled by the possibility of having such a horrible ugly structure that looks like a fake stained glass lamp towering over our historic little corner in the sunny Mission casting shadows over backyard playgrounds of the families next door.

The corner of 16th and Bryant is one of the oldest and most historic in San Francisco. The site the Safeway center now sits on once housed Seal Stadium, the original sports arena. The Double Play Bar and Grill across the street still serves burgers and brews on game days. It is a reminder of the days when the parking lot was full of Seals fans. (Exhibit A)

As you can see from the images attached, the neighborhood colors are sedate neutral shades taken from a natural palette that echoes the colors in Jackson Square Park. (Exhibit B) All the new buildings follow that color scheme except for this one, that shocks the eye with a jumble of bright fragments of colors (Exhibit C).

The design reminded me of a fake plastic stained glass lamp. I found one online to prove my point. See (Exhibit D).

Sincerely,

Mari Eliza

To: Rodney Fong, *Commission President*, planning@rodneymfong.com Cindy Wu, *Commission Vice President*, cwu.planning@gmail.com Michael J. Antonioni, *Commissioner*, wordweaver21@aol.com Rich Hillis, *Commissioner*, richhillissf@yahoo.com Christine D. Johnson, *Commissioner*, christine.d.johnson@sfgov.org Kathrin Moore, *Commissioner*, mooreurban@aol.com Dennis Richards, *Commissioner*, dennis.richards@sfgov.org Jonas P. Ionin, *Director of Commission Affairs*: jonas.ionin@sfgov.org

June 23, 2016

Commissioners:

re: Items 16a-b. Planning case no. [2014.1201ENX](#) 2435-2445 16th Street and Florida, Large Project Authorization. We urge you to further amend the project at 2435-2445 16th Street.

We request that the entire bottom floor be kept PDR, especially if the additional two floors are allowed. This is a traditional PDR neighborhood, with some wide streets that make parking and loading easier than most. Florida Street is one of those wide streets.

We appreciate your help in changing the design last week. There are a few other issues yet to be resolved. Making the entire first floor PDR could mitigate the percentage of PDR loss in the Mission. There is no need for more commercial space in this area. There are empty commercial units at the Safeway center across the street and there is still a huge need for PDR to mitigate the loss. Florida Street is a perfect place for PDR in many ways.

One of the issues that rarely get mentioned is the need for parking and loading for PDR units. Florida Street is a wide street with little cross traffic. It is well positioned to allow for the parking and loading needs of PDR units. There are a number of PDR properties across the street with off-street loading zones. There is ample room for street parking and loading on this street and it is one of the few in the city that should have little impact on traffic. This is one of the few streets in the city that this can be said for

We hope you will take advantage of this situation and keep the ground floor 100% PDR to help mitigate the loss elsewhere. This area has long housed a strong creative community and many studios and galleries are moving here to escape the downtown rents. This neighborhood has a strong draw during Open Studios and other art events. There are a number of live theaters as well. Preserving the artists and galleries in this area is crucial to preserve and promote the arts in San Francisco.

Sincerely,

Mari Eliza

(Exhibit A) Historical buildings on the block



Double Play across from former Seal Stadium



Old brick cabaret and bar – Former Le Dominos Cafe

(Exhibit B) Buildings surrounding the site



(Exhibits C) Project Design

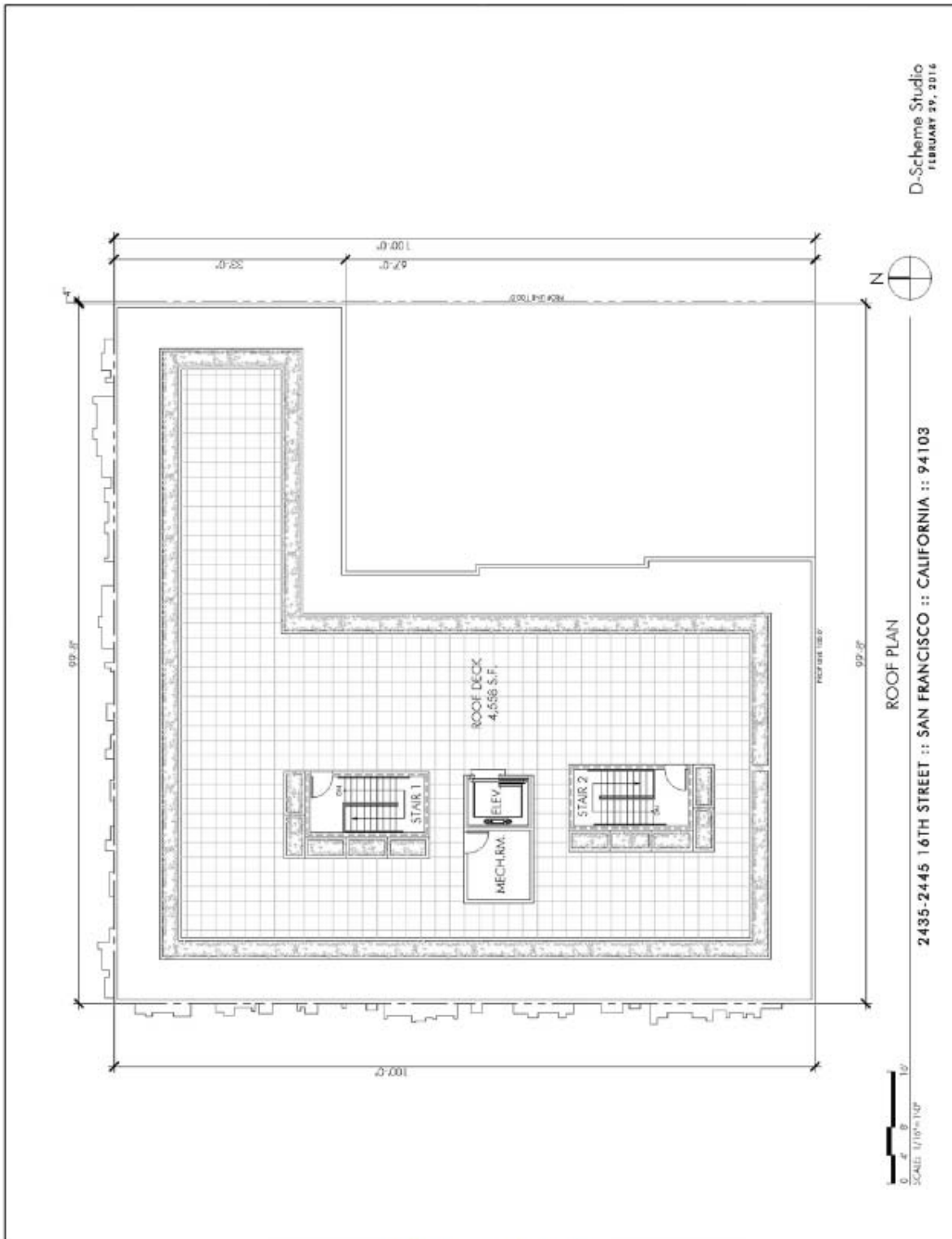


Figure 6. Rooftop Plan

(Exhibit C) Project Design

Figure 7. North Elevation



(Exhibit D) Design motifs that don't fit the neighborhood



(Exhibit E) Neighborhood Character and colors

