

**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodnevfong.com](mailto:planning@rodnevfong.com); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](mailto:andrew@tefarch.com); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: \*\*\* MEDIA ADVISORY \*\*\* MAYOR LONDON N. BREED'S SCHEDULE OF PUBLIC EVENTS FOR WEDNESDAY, DECEMBER 19, 2018  
**Date:** Wednesday, December 19, 2018 8:59:15 AM  
**Attachments:** [12.19.18 Public Schedule Media Advisory.pdf](#)

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*Jonas P. Ionin,  
Director of Commission Affairs*

Planning Department|City & County of San Francisco  
1650 Mission Street, Suite 400, San Francisco, CA 94103  
Direct: 415-558-6309|Fax: 415-558-6409

[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)  
[www.sfplanning.org](http://www.sfplanning.org)

---

**From:** Press Office, Mayor (MYR)  
**Sent:** Tuesday, December 18, 2018 6:04 PM  
**To:** Press Office, Mayor (MYR) <mayorspressoffice@sfgov.org>  
**Subject:** \*\*\* MEDIA ADVISORY \*\*\* MAYOR LONDON N. BREED'S SCHEDULE OF PUBLIC EVENTS FOR WEDNESDAY, DECEMBER 19, 2018

**FOR IMMEDIATE RELEASE:**  
Tuesday, December 18, 2018  
Contact: Mayor's Office of Communications, 415-554-6131

**\*\*\* MEDIA ADVISORY \*\*\***

## **MAYOR LONDON N. BREED'S SCHEDULE OF PUBLIC EVENTS FOR WEDNESDAY, DECEMBER 19, 2018**

-  
**11:30 AM**

**Mayor London Breed to join Supervisor Vallie Brown, Community Housing Partnership, and community members for the grand opening and rededication of permanently affordable housing.**  
1750 McAllister Street

-  
-

*Note: Mayor's schedule is subject to change.*

###

**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Jonathan Pearlman](#)  
**Cc:** [Andrew Wolfram \(andrew@tefarch.com\)](#); [Aaron Jon Hyland - HPC](#); [Ellen Johnck - HPC](#); [Feliciano, Josephine \(CPC\)](#)  
**Subject:** RE: December 19th Meeting of Architectural Review Committee  
**Date:** Tuesday, December 18, 2018 12:34:47 PM

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Commissioners,  
May I remind you that this email includes a quorum of the HPC. Please resist any further conversation.

*Jonas P. Ionin,  
Director of Commission Affairs*

Planning Department | City & County of San Francisco  
1650 Mission Street, Suite 400, San Francisco, CA 94103  
Direct: 415-558-6309 | Fax: 415-558-6409


[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)  
[www.sfplanning.org](http://www.sfplanning.org)

**From:** Jonathan Pearlman <jonathan.pearlman.hpc@gmail.com>  
**Sent:** Tuesday, December 18, 2018 12:31 PM  
**To:** Ionin, Jonas (CPC) <jonas.ionin@sfgov.org>  
**Cc:** Andrew Wolfram (andrew@tefarch.com) <andrew@tefarch.com>; Aaron Jon Hyland - HPC <aaron.hyland.hpc@gmail.com>; Ellen Johnck - HPC <ellen.hpc@ellenjohnckconsulting.com>; Feliciano, Josephine (CPC) <Josephine.Feliciano@sfgov.org>  
**Subject:** Re: December 19th Meeting of Architectural Review Committee

While I know that I won't have a say in this matter, I agree with Jonas that there is no reason for a continuance. Osborn is referring to the variance (for the garage), not the issues that the ARC addresses. He gives no reason for his request - the notification has been properly posted. He will have his opportunity when we have the COA hearing when, I believe, the variance will be heard as well.

Jonathan Pearlman  
**ELEVATION**architects  
1159 Green Street, Suite 4  
San Francisco, CA 94109

v: 415.537.1125 x101  
c: 415.225.3973

  
w: [elevationarchitects.com](http://elevationarchitects.com)

On Tue, Dec 18, 2018 at 12:02 PM Ionin, Jonas (CPC) <[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)> wrote:

Commissioners,

I do not believe this request merits a Continuance. Commissioner Pearlman will not be present (Commissioner Wolfram has agreed to attend) and no Action is being taken. The full HPC will take up the matter at a later date, when interested parties may submit their concerns to you. In fact, if they want they may submit their concerns to you in writing, now.

Jonas P. Ionin,  
Director of Commission Affairs

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[www.sfplanning.org](http://www.sfplanning.org)

-----Original Message-----

From: Ionin, Jonas (CPC)  
Sent: Tuesday, December 18, 2018 12:00 PM  
To: Jonathan Pearlman <[jonathan.pearlman.hpc@gmail.com](mailto:jonathan.pearlman.hpc@gmail.com)>; Andrew Wolfram ([andrew@tefarch.com](mailto:andrew@tefarch.com)) <[andrew@tefarch.com](mailto:andrew@tefarch.com)>; Aaron Jon Hyland - HPC <[aaron.hyland.hpc@gmail.com](mailto:aaron.hyland.hpc@gmail.com)>; Ellen Johnck - HPC <[ellen.hpc@ellenjohnckconsulting.com](mailto:ellen.hpc@ellenjohnckconsulting.com)>  
Cc: Feliciano, Josephine (CPC) <[Josephine.Feliciano@sfgov.org](mailto:Josephine.Feliciano@sfgov.org)>  
Subject: FW: December 19th Meeting of Architectural Review Committee

FYI

Jonas P. Ionin,  
Director of Commission Affairs

Planning Department | City & County of San Francisco  
1650 Mission Street, Suite 400, San Francisco, CA 94103  
Direct: 415-558-6309 | Fax: 415-558-6409

[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)  
[www.sfplanning.org](http://www.sfplanning.org)

-----Original Message-----

From: Salgado, Rebecca (CPC)  
Sent: Tuesday, December 18, 2018 11:51 AM  
To: CTYPLN - COMMISSION SECRETARY <[CPC.COMMISSIONSECRETARY@sfgov.org](mailto:CPC.COMMISSIONSECRETARY@sfgov.org)>  
Cc: john osborn <[peninsularoad@icloud.com](mailto:peninsularoad@icloud.com)>; Frye, Tim (CPC) <[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)>  
Subject: FW: December 19th Meeting of Architectural Review Committee

Dear Jonas,

I received the attached request for postponement of tomorrow's ARC hearing from a member of the public. Could you please share this with the ARC members, and the full HPC, if that is the protocol for this situation? I let the person who submitted the letter know that no final decision on the project will be made during the ARC hearing, and that the variance and final decision from the full HPC would occur at a later date at a separate hearing. Please let me know if you need anything further from me. Thanks,

Rebecca

Rebecca Salgado

Senior Planner | Historic Preservation

San Francisco Planning Department

1650 Mission Street, Suite 400 San Francisco, CA 94103

Direct: 415.575.9101 | [www.sfplanning.org](http://www.sfplanning.org) San Francisco Property Information Map

-----Original Message-----

From: john osborn <[peninsularoad@icloud.com](mailto:peninsularoad@icloud.com)>

Sent: Tuesday, December 18, 2018 11:45 AM

To: Salgado, Rebecca (CPC) <[Rebecca.Salgado@sfgov.org](mailto:Rebecca.Salgado@sfgov.org)>

Subject: December 19th Meeting of Architectural Review Committee

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

REQUEST FOR POSTPONEMENT

Dear Rebecca, I have appended to this email a request to postpone consideration of granting a variance for 50 Fair Oaks St.

You indicated you would pass this on to the committee. Would you please do so? I am so grateful to you for this. Sincerely, John Osborn

**From:** [Jonathan Pearlman](#)  
**To:** [Ionin, Jonas \(CPC\)](#)  
**Cc:** [Andrew Wolfram \(andrew@tefarch.com\)](#); [Aaron Jon Hyland - HPC](#); [Ellen Johnck - HPC](#); [Feliciano, Josephine \(CPC\)](#)  
**Subject:** Re: FW: December 19th Meeting of Architectural Review Committee  
**Date:** Tuesday, December 18, 2018 12:34:24 PM

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FYI, He is apparently the only one in the neighborhood who appears to have a problem with the project. We have been working closely with the neighbors on this and they are supportive. We will line up the support for the COA.

Jonathan Pearlman  
**ELEVATION**architects  
1159 Green Street, Suite 4  
San Francisco, CA 94109

v: 415.537.1125 x101  
c: 415.225.3973



w: [elevationarchitects.com](http://elevationarchitects.com)

On Tue, Dec 18, 2018 at 11:59 AM Ionin, Jonas (CPC) <[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)> wrote:  
FYI

Jonas P. Ionin,  
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-----Original Message-----

From: Salgado, Rebecca (CPC)  
Sent: Tuesday, December 18, 2018 11:51 AM  
To: CTYPLN - COMMISSION SECRETARY  
<[CPC.COMMISSIONSECRETARY@sfgov.org](mailto:CPC.COMMISSIONSECRETARY@sfgov.org)>  
Cc: john osborn <[peninsularoad@icloud.com](mailto:peninsularoad@icloud.com)>; Frye, Tim (CPC) <[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)>  
Subject: FW: December 19th Meeting of Architectural Review Committee

Dear Jonas,  
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Rebecca

Rebecca Salgado  
Senior Planner | Historic Preservation  
San Francisco Planning Department  
1650 Mission Street, Suite 400 San Francisco, CA 94103  
Direct: 415.575.9101 | [www.sfplanning.org](http://www.sfplanning.org) San Francisco Property Information Map

-----Original Message-----

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Sent: Tuesday, December 18, 2018 11:45 AM  
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Subject: December 19th Meeting of Architectural Review Committee

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#### REQUEST FOR POSTPONEMENT

Dear Rebecca, I have appended to this email a request to postpone consideration of granting a variance for 50 Fair Oaks St.

You indicated you would pass this on to the committee. Would you please do so? I am so grateful to you for this. Sincerely, John Osborn

**From:** [Ellen Johnck](#)  
**To:** [Jonathan Pearlman](#); [Ionin, Jonas \(CPC\)](#)  
**Cc:** [Andrew Wolfram \(andrew@tefarch.com\)](#); [Aaron Jon Hyland - HPC](#); [Feliciano, Josephine \(CPC\)](#)  
**Subject:** RE: December 19th Meeting of Architectural Review Committee  
**Date:** Tuesday, December 18, 2018 12:33:01 PM

---

I agree with Jonas and Jonathan—no reason for continuance.



**Ellen Joslin Johnck, RPA**

Environmental and Cultural Resources Permitting, Planning and Management

415-480-4344 Office

415-297-0920 Mobile

[ellen@ellenjohnckconsulting.com](mailto:ellen@ellenjohnckconsulting.com)

[www.ellenjohnck.com](http://www.ellenjohnck.com)

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they want they may submit their concerns to you in writing, now.

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<[andrew@tefarch.com](mailto:andrew@tefarch.com)> <[andrew@tefarch.com](mailto:andrew@tefarch.com)>; Aaron Jon Hyland - HPC  
<[aaron.hyland.hpc@gmail.com](mailto:aaron.hyland.hpc@gmail.com)>; Ellen Johnck - HPC <[ellen.hpc@ellenjohnckconsulting.com](mailto:ellen.hpc@ellenjohnckconsulting.com)>  
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-----Original Message-----

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To: CTYPLN - COMMISSION SECRETARY <[CPC.COMMISSIONSECRETARY@sfgov.org](mailto:CPC.COMMISSIONSECRETARY@sfgov.org)>  
Cc: john osborn <[peninsularoad@icloud.com](mailto:peninsularoad@icloud.com)>; Frye, Tim (CPC) <[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)>  
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Sent: Tuesday, December 18, 2018 11:45 AM  
To: Salgado, Rebecca (CPC) <[Rebecca.Salgado@sfgov.org](mailto:Rebecca.Salgado@sfgov.org)>  
Subject: December 19th Meeting of Architectural Review Committee

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REQUEST FOR POSTPONEMENT

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**From:** [CPC-Commissions Secretary](#)  
**To:** [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](#); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: Support for Landmark Designation Amendment Case No. 2018-008948DES  
**Date:** Monday, December 17, 2018 9:23:18 AM  
**Attachments:** [Support for Landmark Designation Amendment Case No. 2018-008948DES.msg](#)

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Jonas P. Ionin,  
Director of Commission Affairs

Planning Department|City & County of San Francisco  
1650 Mission Street, Suite 400, San Francisco, CA 94103  
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[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)  
[www.sfplanning.org](http://www.sfplanning.org)

-----Original Message-----

From: Judy Irving <[films@pelicanmedia.org](mailto:films@pelicanmedia.org)>  
Sent: Friday, December 14, 2018 6:53 PM  
To: Smith, Desiree (CPC) <[Desiree.Smith@sfgov.org](mailto:Desiree.Smith@sfgov.org)>; Frye, Tim (CPC) <[tim.frye@sfgov.org](mailto:tim.frye@sfgov.org)>; CPC-Commissions Secretary <[commissions.secretary@sfgov.org](mailto:commissions.secretary@sfgov.org)>  
Subject: Support for Landmark Designation Amendment Case No. 2018-008948DES

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**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](#); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#); [CTYPLN - CP TEAM \(TAC - Preservation\)](#); [Joslin, Jeff \(CPC\)](#); [Rahaim, John \(CPC\)](#); [CTYPLN - COMMISSION SECRETARY](#)  
**Subject:** HPC Holiday Gathering  
**Start:** Wednesday, December 19, 2018 5:00:00 PM  
**End:** Wednesday, December 19, 2018 7:00:00 PM  
**Location:** Fly Trap 606 Folsom Street

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**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [CTYPLN - CP TEAM \(TAC - Preservation\)](#); [Rahaim, John \(CPC\)](#); [Joslin, Jeff \(CPC\)](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](#); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [CTYPLN - COMMISSION SECRETARY](#)  
**Subject:** HPC Holiday Gathering  
**Date:** Friday, December 14, 2018 1:48:57 PM

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Everyone,  
2018 is coming to an end and we would like to celebrate your accomplishments. The HPC Officers have chosen the Fly Trap at 606 Folsom Street on December 19<sup>th</sup> at 5:00 pm. This is a non-hosted event.

Looking forward to seeing you all there.

Cheers,

*Jonas P. Ionin,  
Director of Commission Affairs*

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Direct: 415-558-6309 | Fax: 415-558-6409

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[www.sfplanning.org](http://www.sfplanning.org)

**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](mailto:planning@rodneyfong.com); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](mailto:andrew@tefarch.com); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED APPOINTS JUDSON TRUE TO SERVE AS DIRECTOR OF HOUSING DELIVERY  
**Date:** Friday, December 14, 2018 10:04:04 AM  
**Attachments:** [12.13.18 Director of Housing Delivery.pdf](#)

---

*Jonas P. Ionin,  
Director of Commission Affairs*

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1650 Mission Street, Suite 400, San Francisco, CA 94103  
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[www.sfplanning.org](http://www.sfplanning.org)

---

**From:** Press Office, Mayor (MYR)  
**Sent:** Thursday, December 13, 2018 12:34 PM  
**To:** Press Office, Mayor (MYR) <mayorspressoffice@sfgov.org>  
**Subject:** \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED APPOINTS JUDSON TRUE TO SERVE AS DIRECTOR OF HOUSING DELIVERY

**FOR IMMEDIATE RELEASE:**

Thursday, December 13, 2018

Contact: Mayor's Office of Communications, 415-554-6131

**\*\*\* PRESS RELEASE \*\*\***

**MAYOR LONDON BREED APPOINTS JUDSON TRUE TO  
SERVE AS DIRECTOR OF HOUSING DELIVERY**

*In the position newly created by Mayor Breed, True will be responsible for moving projects through the City's pipeline faster and streamlining the City's permitting process*

**San Francisco, CA**—Mayor London N. Breed today announced that Judson True will serve as the Director of Housing Delivery, a position created by Mayor Breed to ensure that new housing projects are not held up in San Francisco's complicated approval and permitting system. True will be charged with managing a Housing Delivery Team to move housing projects forward faster and tasked with implementing necessary administrative changes to streamline the permitting process.

True has served since 2014 as Chief of Staff for Assemblymember David Chiu, who chairs the Assembly Housing and Community Development Committee. He previously served as a Legislative Aide for then-Board of Supervisors President Chiu and as a communications and government affairs manager for the San Francisco Municipal Transportation Agency.

“Judson True is a highly-respected public servant with extensive experience in local and state government,” said Mayor Breed. “We are in the middle of a housing crisis that is a result of not creating enough housing for decades. We need to streamline our overly-complicated approval and permitting system, and I know that Judson has both the expertise and the experience to ensure that we create the housing that San Franciscans so desperately need.”

In 2017 True played a key role in the passage of a historic package of state housing bills to fund affordable housing and streamline production. Other laws enacted under his leadership include this year’s bill to jumpstart housing creation on BART-owned parking lots and a 2016 bill to facilitate development of the new Mission Rock neighborhood south of AT&T Park. During his time in San Francisco City Hall, he worked closely on the entitlement of many of the megaprojects that he will now help deliver.

“We are not building enough homes for the people who so badly need them to live in this city,” said True. “San Francisco is poised to create thousands of homes, including a significant percentage of affordable housing. But for housing production to truly be a top priority, we must try new approaches and not accept the delays that keep homes unbuilt. I thank Mayor Breed for this opportunity to continue serving the city I love.”

“While I will miss Judson’s leadership at the state and the close relationship we’ve developed over almost a decade, his judgement and determination will serve him well in this crucial new role,” said Assemblymember Chiu. “Judson is deeply committed to taking on the housing affordability crisis, and San Francisco is fortunate that he will be back in City government.”

After a project is approved by the Planning Commission, the current permitting process to move the project forward can involve as many as eight different departments, which each have unique schedules and processes. As a result, affordable housing and market-rate housing proposals are often delayed in the implementation phase without clear guidance on how to proceed or how to resolve conflicting requirements from departments. These delays can jeopardize the financing of new projects, make that financing more expensive, and result in them being abandoned altogether.

In addition to working to move individual projects through the process, True will move to streamline the permitting process, including using common schedules to track large projects and a master schedule to provide a holistic view of development in the City. Furthermore, he will be tasked with implementing Electronic Plan Review to digitize applications so multiple departments can review them simultaneously.

Mayor Breed has set a goal of creating at least 5,000 units of housing each year. In order to accomplish this, she is aiming to cut the permitting time after Planning Commission approval in half for large and mid-sized projects.

Prior to his career in public service, True received a Master of Journalism from UC Berkeley and graduated with honors from the University of Virginia, where he studied government and foreign affairs. He occasionally conducts live on-stage conversations for City Arts & Lectures and the Jewish Community Center. He lives in Hayes Valley in San Francisco.

True will begin his new role in January 2019.

###





**From:** [Silva, Christine \(CPC\)](#)  
**To:** [Aaron Jon Hyland - HPC](#); [Andrew Wolfram](#); [Black, Kate \(CPC\)](#); [Dianematsuda@hotmail.com](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [CTYPLN - COMMISSION SECRETARY](#); [CTYPLN - CP TEAM \(TAC - Preservation\)](#); [WONG, VICTORIA \(CAT\)](#); [RUIZ-ESQUIDE, ANDREA \(CAT\)](#); [Joslin, Jeff \(CPC\)](#); [Rahaim, John \(CPC\)](#)  
**Subject:** ARC & HPC Calendars for December 19, 2018  
**Date:** Thursday, December 13, 2018 2:18:41 PM  
**Attachments:** [20181219\\_hpc.pdf](#)  
[20181219\\_arc.docx](#)  
[20181219\\_arc.pdf](#)  
[20181219\\_hpc.docx](#)  
[HPC Hearing Results 2018.docx](#)  
[HPC Advance - 201801219.xlsx](#)

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Commissioners,

Attached are your ARC & HPC calendars for December 19, 2018.

Sincerely,

**Christine L. Silva**  
**Senior Planner, Commission Affairs**  
San Francisco Planning Department  
1650 Mission Street, Suite 400 San Francisco, CA 94103  
Direct: 415.575.9085 | [www.sfplanning.org](http://www.sfplanning.org)  
[San Francisco Property Information Map](#)

**From:** [CPC-Commissions Secretary](#)  
**To:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: Comments to 11/08/2018 Historic Preservation Design Guidelines (HPDGs) Meeting #1  
**Date:** Thursday, December 13, 2018 9:44:17 AM

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*Jonas P. Ionin,  
Director of Commission Affairs*

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**From:** :) <gumby5@att.net>  
**Sent:** Wednesday, December 12, 2018 6:02 PM  
**To:** Frye, Tim (CPC) <tim.frye@sfgov.org>  
**Cc:** Wertheim, Steve (CPC) <steve.wertheim@sfgov.org>; 'Aaron Jon Hyland' <aaron.hyland.hpc@gmail.com>; 'Andrew Wolfram' <andrew@tefarch.com>; 'Diane Matsuda' <dianematsuda@hotmail.com>; 'Ellen Johnck' <ellen.hpc@ellenjohnckconsulting.com>; 'Jonathan Pearlman' <jonathan.pearlman.hpc@gmail.com>; Black, Kate (CPC) <kate.black@sfgov.org>; 'Richard Johns' <RSEJohns@yahoo.com>; CPC-Commissions Secretary <commissions.secretary@sfgov.org>; Rahaim, John (CPC) <john.rahaim@sfgov.org>  
**Subject:** Comments to 11/08/2018 Historic Preservation Design Guidelines (HPDGs) Meeting #1

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

Dear Planning Department:  
Below are comments/inquiries on the presentation pictures (click & stretch to see larger).

The meeting invite requested attendees to register to “ensure” there would be sufficient materials available.  
There were no handouts for the audience so I took blurry pictures.

PICTURE #1:



1. What parts of the Secretary of Interior Standards (SOIS) will be “loosened up” to

become the proposed “local” version in the “Historic Preservation District Guidelines” (HPDGs) so that a property will then have lost its “essential form and integrity” under the SOIS?

2. What specific features would no longer be considered as being a historic loss?
3. Who would determine any rehabilitation work as contrary to the SOIS criteria?
4. What avenues of appeal exist?

As reference, here are the points per the National Park Service website SOIS:

### **Secretary's Standards for Rehabilitation**

The following Standards for Rehabilitation are the criteria used to determine if a rehabilitation project qualifies as a certified rehabilitation. The intent of the Standards is to assist the long-term preservation of a property’s significance through the preservation of historic materials and features. The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy and encompass the exterior and the interior of historic buildings. The Standards also encompass related landscape features and the building’s site and environment, as well as attached, adjacent, or related new construction. To be certified, a rehabilitation project must be determined by the Secretary to be consistent with the historic character of the structure(s) and, where applicable, the district in which it is located. The following Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
  9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
  10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.
5. One participant asked if it would be the case that after the cityside (assuming a “recognizance”-type) survey is completed that the current process to fully vet the historic background of a property would not be undertaken to speed up the entitlement process. The staff appeared to have answered in the affirmative.

It was not clear to me how the cityside survey – a “recognizance,” “from-the-curb,” or “street” survey -- would have information for the Planning Department to have a final say with no further outreach once a decision is made by Planning.

Would you provide a copy of the existing survey that will be used for this survey? And provide a list of resources that will be used to analyze the historic-ness of sites? Many surveys focus mainly architectural features while it is known that properties may be important in other than architectural values. It would seem that many buildings could get put into Category C (not historic resource) bucket with apparently no way for the public to rebut that decision as seemed to be from questions and responses at the meeting.

Tools, such as a detailed list of criteria to determine historical significance should be a first step. However, setting up criteria so that properties that are not located in any named district or an example of that related to the historic district may more easily get them put into Category C from Category A or B and cause the eventual whittling away at San Francisco’s heritage resources that **\*may\*** have the potential to yield information in other ways.

If one is trying to come up with criteria to figure out how significant in regards to historic preservation values it has, one may have to look around the city to see there are other properties that have similar relation to each other to determine the significance of a building. To date, these questionable historic resources were handled individually by the decision-makers who are likely to know their part of the city vs. one staff person who may not be familiar with the part of town being surveyed.

Often, it is people in the neighborhood who know the histories of the buildings and they should be consulted. Asking people to give the Planning Department

information on a property may be difficult as most people who have feedback to Planning are hyper-involved whereas the regular folks in the neighborhoods have no idea this is even in the works as no notice is sent to all residents and property owners.

Besides the “historians” and certain organizations that focus on such matters, there is a mountain of information that may have to be gleaned prior to categorizing a building as “not a historic resource.” Not sure why the rush to get this done. What is the reason?

Some properties may yield information for an adjacent or nearby area. The distance is hard to pinpoint. Today, based on the age of buildings being at least 50 years old, these are categorized as “B” (potential historic resource). Regarding distance, see matter of “ADJACENCY” in Item #6A below.

Would Planning provide a count of the number of buildings in each of the categories (A, B & C) and a map of where or a list of where they are located according to category? Is there a color-coded map?

Keeping up historic properties is not cheap; however there are programs for certain of these for tax incentives (e.g. Mills Act, etc.). How many ordinary not-renowned-architect-built properties’ owners have been approved to rehabilitate their homes to the SOIS level? And where are they located? Which of these Mills Act-approved buildings were initially Category A, B, C?

Many designated historically significant properties are associated with renowned architects or an example of a form of architecture that epitomizes that form either individually or as a development project of an area. Sometimes there are pockets of properties in the city that are not in historical districts today or in any named neighborhood organization group but relate in some way to the nearby / adjacent more potentially historic or historic buildings or historic district. What criteria will be drawn up to ensure they are captured so that the adjacent historic buildings are not impacted negatively by a building of a design or use that is contrary to the historic use or habitation of that area? Not sure a street-level survey will capture these nuances.

Setting up criteria in a manner not sensitive to certain unique neighborhoods or those that relate to nearby neighborhoods will likely enable small common buildings – often of different socio-economic status -- to be more easily demolished or altered more than the more stately buildings so that the entire feeling of the neighborhood is slowly and systematically gutted of its ambiance. Some buildings have other history not evident by Planning Department or other people because it is not known to them – or just have not been researched as it is too costly to do so.

How does Planning propose be the start of the survey? How would the areas be determined on where to start? What are the criteria? Would the criteria be applicable equitably to all parcels citywide? Are there certain anomalies that can

arise? If so, how would those be treated?

Somebody at the meeting asked why the Preservation Element (PE) was not completed before embarking on the HPDGs and Planning staff mentioned it was due to lack of funding that the PE was not completed. So now there is HPDG funding. Somebody said it should start with the PE followed by the HPDG.

Perhaps more of the areas of the city that are not the “better areas” will get the brunt of the change from Category B to Category C because of the criteria being used or for some other reason. Some blocks are known for certain kind of ambiance not normally picked out in architectural criteria. This could be a way for neighborhoods to lose the affordability (Category C buildings can be altered, enlarged, etc. more easily – larger buildings (more square footage) cost more & do not help with affordability). As affordability goes down, the existing smaller homes typically inhabited by working class people, will end up changing to impact an entire neighborhood. What criteria will be in place to differentiate one neighborhood from another if only one set is used? People should take into account what kind of people historically lived in the various areas of town, how that translates into historical preservation as well.

If a building is not going to be worked on, why survey it now? What is the rush?

Somebody at the meeting asked about doing the Preservation Element before doing work on the HPDGs/HDGs. Is the city required to update either?

There was a question as to why a re-write of the standards which have been applied be done. One response from Planning Department staff was that the SOIS was more applicable to “rural” areas rather than an urban area like SF. Many residential neighborhoods are not highly “urban” in style or feel. The SOIS has been working for decades.

People wonder why this is needed and what need are the revisions supposed to fulfill?

6. In re the first picture board:

“1, Maintain Historic Use”: Perhaps some uses are not historically appropriate for the area?

“2, Preserve Historic Character”: What constitutes the “character” of a building? Is there a specific list?

“3, Record of Time, Place & Use”: What if a building did not go through extensive surveys from the past? How will the significance of any building be able to change if the Planning Department declares a certain building Category A, B, C and somebody has information that could change it? Somebody at the meeting asked this question. There is no process in place that I know of. Going through appeals and BOS?

“4, Previous changes with their own significance will be kept”: If they are, OK.

“5, Distinct craftsmanship should be kept”: Yes, sounds OK. Usually people replace with materials not of the era being represented by the building so it looks

odd and this should be avoided.

“6, Repair before Replace”: If that can be done, but when not possible, next best thing.

“7, Be Gentle”: Seems judicious if we’re talking about historic properties/features.

“8, Preserve Archeology”: Historic land layout may be open space so it may not mean only existing buildings.

“9, New vs. Old”: Outside features should match existing designs as much as possible.

“10, Do No Harm”: Not sure what the glass bridge is supposed to say – is it about leaving a gap between buildings?

How far away can one building of a design be completely disharmonious to an existing building in an area that was historically not the way that area developed?

Would that be something that falls into this “Do No Harm” category?

- A. ADJACENCY: Somebody at the meeting brought up “adjacency” because of the concern, I believe, that adjacent could mean a long way away or right next door (shared lot line?) or some other definition. If it is what is in the *Urban Design Guidelines* (UDGs) that might be a negative factor for certain areas. This was not made clear at the meeting. Some proposed development design and use can be seen to impact neighborhoods even when not immediately next door. How will this be remedied? What criteria are the planners using today? Please share. How can any decisions be made if we do not understand how internal processes in Planning work? How much of the decisions can be brought to the Board of Supervisors for their decisions for their neighborhoods?
- B. Another thought is that overall, the history of the development of an area – whether it is within a historic district today or not – must play a role in some of the determination of what is so historic about a site. The word “historic” in HPDG implies that one needs to look to the past. -- that’s what history is – the *past*. While not looking to stop any modifications of a property, the city seemed to be able to figure out how to deal with these buildings in the past without adopting a “local version of the SOIS”. Why not start with properties that homeowners want to develop first?
- C. Whatever the criteria is for historic preservation per the SOIS, there are many social, cultural, ethnic, economic, history-of-how-the-area-developed factors that should be part of any future “local” criteria to determine how historic a building or site is. Some properties may be important due to what’s **\*not\*** there as much as what is there. What parcels is Planning concerned with today that is being contemplated to be helped by adopting the local version of the SOIS in the HPDGs?
- D. When parcels are changed from one category to another, are there Planning Commission hearings on this? An accurate record of when parcel

categories were changed should have been or should be kept.

PICTURE #2:



1. OK, so in this picture board, 2 (two) reasons are listed for adopting a local version:
  - a. SOIS is too broad and open to interpretation
  - b. SOIS do not provide direction to SF's unique & urban setting
2. What can be left to the Board of Supervisors to decide? What cannot?
3. What is the process for the public if somebody is not agreeing to Planning's decision on a building or site?
4. Would your new HPDGs be not open to interpretation?

PICTURE #3: Content



1. These circles shown separately are confusing. Some "Historic Materials" can also be part of the "Public Realm." There could be overlap between them but the circles do not intersect.
2. It is said that seismic retrofit will disqualify any site or building from having any significance under SOIS. Is this true?
3. Based on what Building Inspection presented before the Planning Commission on the subject of demolition, if the current Building Code does not allow certain materials to be used anymore, as time goes on, very little of the features of the historic or potentially-historic buildings will remain only to change the status from Category A or B to C.



The HPDGs need to say that due to the unique geologic situation with earthquake-prone area of SF, any seismic upgrade shall not be counted as a negative on historic preservation. That would be one local version criteria – however, that will take any structure from possibly being placed on the state or federal historic registers.

How is Planning Department going to sync this up?

PICTURE #4: Context and Character



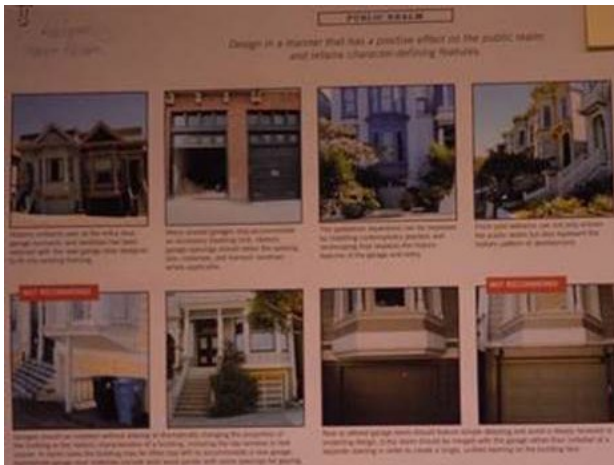
1. Properties should focus also on how any of them yield or impart the history of the development of an area. These buildings would then be put in Category A or B.
2. Properties also should use materials that do not detract from the major character of the buildings immediately next to it nor be a stark contrast with materials not used by buildings next door or near a historic district. Preservationists know what parts of the building are original and what are not. So, if the design is kept, the building department records would show what materials are new or not. Looking at silver aluminum-framed windows in the rear amongst homes with wood-framed windows is detracting from the ambiance of the area if most of the homes use high-quality materials that emphasize the fine workmanship of older days or higher value buildings.

PICTURE #5: Historic Materials



→ Not much to comment on these at this time..

PICTURE #6: Public Realm



1. In re “The pedestrian experience can be improved by installing contemporary planters and landscaping that respects the historic features of the garage and entry”: Why would the planters necessarily have to be “contemporary”? Why not say “appropriate” to the historic period of the property as a first step and alternatively other types?
2. Landscaping should respect the historic features of a site/building. Many building lots in SF have taken away that landscaping only to be concreted over. Many areas of the city did this due to the water shortage. This practice should be minimized or reversed as it is also a matter of being better for the ecology. Other reasons that many property owners concreted their front lawns was due to lack of parking in the area and now these areas are used for vehicles. If more vehicles exist in the city with more units/residents, and developers building only buildings with no parking, that can be counter to the preservation of historic buildings. Sometimes the concreted area is there because of some issue that would be detrimental unless concrete was not there. With many factors, it is hard to be prescriptive in what would be the main direction of these guidelines.
3. On the flip side, it could also be that accommodating garages where none existed

before may be contrary historically to what the neighborhood character was. Lots of people still want cars but with all the transportation alternatives these days, not sure about putting in garages where only a crawlspace existed. That crawlspace may reflect the history of the homes and neighborhoods where mostly the lower socio-economic folks lived or where vehicles were not in use at the time – which in itself is a part of the history of the area. The poorer areas did not have “garages” or carports. The wealthier areas did. People used to tie their horses to their property as the automobile came after certain buildings were built. Perhaps the slope of the properties also dictated the existence of garages or carports. This is not being brought out in this picture board.

4. *Avoidance of “deeply recessed” design* may actually diminish the historic character of a building. Many Marina-style homes have a recessed garage door because the stairwell is covered by the building as one goes into and out of the garage. That is a character-defining feature. To say all garage doors should **\*avoid\*** deeply recessed design will obliterate this history of building in San Francisco. This is not “historic preservation.” This is another criteria to think about because not all buildings with recessed garages are a distinct form for a new-build.

PICTURE #7: Applicability & Timeline



1. Would you please provide the dates of when these historic districts were put into Planning Code or when they were heard before the Planning Commission?
2. If they were put in prior to Planning Code, please state when and where the district is documented. Do you have a larger pdf of the map with the names of the districts?

PICTURE #8: Life Safety & Accessibility



→ See under PICTURE #3 comments re seismic retrofits & how to sync up qualification for state historic or federal historic potential sites when life-safety jeopardizes that.

PICTURE #9: Neighborhood Historic Character



1. Some areas of town have scattered significance all historically related to each other within a 1/2-mile or more radius due to the history of development of the area. The significance of these buildings will be overlooked in a cursory street-level citywide survey. Known historic organizations may not even have information on many of the properties.
2. Tales told by neighbors not documented are a source not being considered.
3. In one of the PRESENTATION SLIDES, it said:  
 “How will the HDGs be applied? In place of the UDGs, to known and eligible historic resources, companion to Landmark and Conservation Ordinances and Appendices of the Planning Code.”  
 What are “eligible” historic resources? Would u provide a list and map of these locations?
4. The slide with the 3 (three) colored circles (UDG S2, SAG S2.2, HDG C2) is confusing because they overlap. It was said that the HPDGs/HDGs/SAGs would be separate from the UDGs. So the circles cannot overlap. This needs to be

corrected to reflect what was stated in the meeting.

5. The “How will they work?” slide shown below with “A2” (“Modulate Buildings Vertically & Horizontally”) appears in the UDGs. I think the same wording from the UDGs is used here in the HPDGs/HDGs? Some floor heights are higher in certain style buildings and lower in others. This slide is confusing if not having to do with the text for HPDGs/HDGs. This is not clear except to do what UDGs is doing.



6. The slide with “Public Input Opportunities” states that the “Public Leads Discussion” with one bullet that says “Unique character of neighborhoods.” The column that says “Work directly with the public throughout the process to ensure concerns and aspirations are understood and considered” may not encompass many areas of the city **\*not\*** represented by established neighborhood groups. Having “concerns and aspirations” are “understood” and “considered” does not give much serious meaningful and substantial dialogue and incorporation into any process output. Merely understanding and considering but not using them in your final product serves to emphasize some thoughts that neighborhoods have that Planning is only playing “lip-service” and doing a “check-the-box” meeting with certain members of the public who got the invitation to the meeting. This is not really a thorough and complete process for such a citywide process to determine the fates of many buildings that might come under massive alterations or demolitions. There were only a handful of neighborhood people vs. developers and the Planning staff at this meeting. Within the handful of neighbors, there were more than one representative from at least one neighborhood so in reality, not many from specific neighborhoods were represented at this meeting. Perhaps a postcard to every property owner should be sent stating that you are going to re-categorize their buildings to allow for easier alterations and demolitions and let more people be part of the process.
7. What about taking the information out to the branch libraries for meetings on weeknights/weekends not around holidays or during start of summer vacation for

families. I think there are more buildings in areas in the city with information Planning does not have to do a thorough and accurate survey before they designate a building or lot as Category C (“not a historic resource”).

8. At the meeting it was stated that Planning welcomes pictures of good and bad examples in neighborhoods of “rehabilitation” – changes done to buildings. I would like to look at the criteria you have to make decisions today and how those will or will not be incorporated. Would you please provide?

Not knowing when your next meeting on this will be, I am not sure my pictures of “good” and “bad” examples that I was thinking of sending in later would be in sufficient time. I am also not exactly sure what kind of features you want to see in the pictures from the public of buildings that are “bad” and that are “good.” Some may be in one category but may still be SOIS compliant. You may get another email with a bunch of pics later.

9. With such a large swath of the homes being in non-historical districts being over 50 years old, many could easily be in Category B today and put into Category C tomorrow. Does Planning take suggestions from the Mayor or other city officials to re-categorize sites from one category to another today? The public does not know how this process works to categorize sites. I doubt the summer 2019 adoption date is realistic being this is citywide.

10. To date, I have not received any copies of what was presented at the meeting but maybe it will be sent soon. Since no handout was given at the meeting which I expected being that the invite said to register so that enough materials were available to the attendees, would you provide an electronic file of the picture boards and the slides shown at the meeting? Thank you.

11. What is the difference between your “Historic Preservation Design Guidelines” and “Historic Design Guidelines”? Are you using these terms used interchangeably?

Thank you for your time.

Sincerely,  
Rose Hillson

**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](mailto:planning@rodneyfong.com); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](mailto:andrew@tefarch.com); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns Feliciano, Josephine \(CPC\)](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED AND SUPERVISOR AARON PESKIN INTRODUCE RESOLUTION TO AUTHORIZE \$75 MILLION IN FUNDING TO CONVERT AT-RISK BUILDINGS TO AFFORDABLE HOUSING  
**Date:** Thursday, December 13, 2018 9:39:42 AM  
**Attachments:** [12.12.18 Anti-displacement and preservation funding.pdf](#)

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*Jonas P. Ionin,  
Director of Commission Affairs*

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**From:** Press Office, Mayor (MYR)  
**Sent:** Wednesday, December 12, 2018 4:16 PM  
**To:** Press Office, Mayor (MYR) <mayorspressooffice@sfgov.org>  
**Subject:** \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED AND SUPERVISOR AARON PESKIN INTRODUCE RESOLUTION TO AUTHORIZE \$75 MILLION IN FUNDING TO CONVERT AT-RISK BUILDINGS TO AFFORDABLE HOUSING

**FOR IMMEDIATE RELEASE:**  
Wednesday, December 12, 2018  
Contact: Mayor's Office of Communications, 415-554-6131

**\*\*\* PRESS RELEASE \*\*\***  
**MAYOR LONDON BREED AND SUPERVISOR AARON PESKIN INTRODUCE RESOLUTION TO AUTHORIZE \$75 MILLION IN FUNDING TO CONVERT AT-RISK BUILDINGS TO AFFORDABLE HOUSING**

*Bond issuance will support the City's anti-displacement and preservation programs to protect tenants in buildings subject to market pressures*

**San Francisco, CA** – Mayor London N. Breed and Supervisor Aaron Peskin have introduced a resolution to authorize, issue, and appropriate up to \$75 million in bond funding for the acquisition and rehabilitation of private, multi-unit buildings at risk of entering the speculative market.

Funding from the bond issuance would go to the Preservation and Seismic Safety (PASS) program, which is administered by the Mayor's Office of Housing and Community Development, to finance the acquisition, rehabilitation, and preservation of existing

multifamily housing. PASS will complement the City's anti-displacement and preservation work under the existing Small Sites Program, which protects tenants living in properties that are vulnerable to market pressures by purchasing the properties and converting them to permanent affordable housing.

"This is an important tool for our City to prevent displacement and keep low-income San Franciscans, seniors, and vulnerable residents housed," said Mayor Breed. "This unused bond funding will help address the immediate impacts of our housing crisis while we work to create more housing to make our City more affordable."

In 2016, voters passed Proposition C to repurpose \$260 million of unspent general obligation (GO) bond authority to allow it to also be used for the preservation of at-risk housing. The original GO bond was passed as Proposition A in 1992 to provide financing for property owners to comply with the City's retrofitting requirements following the 1989 Loma Prieta earthquake, but to date only a quarter of the \$350 million bond authority has been spent. Today's resolution to issue up to \$75 million in bonds represents the first issuance to fund the PASS program.

"I committed to tackle the affordability crisis, which is why I authored the Prop C Affordable Housing Bond 2 years ago," said Supervisor Aaron Peskin. "We are finally issuing the first series of bond funding for small site acquisition, out of a quarter of a billion dollars for acquisition and rehabilitation of some of our most at-risk rent-controlled buildings. I'm delighted that the City has identified Small Site and Single Resident Occupancy (SRO) acquisitions for immediate acquisition. This is a critical first step in preserving affordable housing stock that would otherwise be lost to an increasingly speculative market."

The PASS program will provide access to \$260 million of low cost and long-term senior financing that is not currently available on the conventional market. The program is anticipated to preserve up to 1,400 apartments, reduce the need for other public resources, and allow preservation-oriented sponsors to compete more effectively in the market. PASS was created to complement the Small Site Program, the acquisition and rehabilitation loan program for multifamily rental buildings of five to 25 units.

This first issuance of up to \$75 million is planned to be used to acquire properties eligible under Small Sites Program and more broadly preserve affordable housing throughout San Francisco that is particularly vulnerable to market pressure resulting in property sales, increased evictions and rising tenant rents. In the face of the increasing pressure, the PASS program helps San Franciscans avoid displacement or eviction by providing loans to nonprofit organizations to successfully remove these sites from the market and restrict them as permanently affordable housing.

###



**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](mailto:planning@rodneyfong.com); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](mailto:andrew@tefarch.com); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns Feliciano, Josephine \(CPC\)](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED, ANITA LEE, AND COMMUNITY LEADERS CELEBRATE THE PRESERVATION OF PERMANENT AFFORDABLE HOUSING IN HONOR OF MAYOR EDWIN LEE  
**Date:** Wednesday, December 12, 2018 12:05:49 PM  
**Attachments:** [12.12.18 Inner Richmond Small Sites.pdf](#)

---

*Jonas P. Ionin,  
Director of Commission Affairs*

Planning Department|City & County of San Francisco  
1650 Mission Street, Suite 400, San Francisco, CA 94103  
Direct: 415-558-6309|Fax: 415-558-6409

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[www.sfplanning.org](http://www.sfplanning.org)

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**From:** Press Office, Mayor (MYR)  
**Sent:** Wednesday, December 12, 2018 12:00 PM  
**To:** Press Office, Mayor (MYR) <mayorspressoffice@sfgov.org>  
**Subject:** \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED, ANITA LEE, AND COMMUNITY LEADERS CELEBRATE THE PRESERVATION OF PERMANENT AFFORDABLE HOUSING IN HONOR OF MAYOR EDWIN LEE

**FOR IMMEDIATE RELEASE:**  
Wednesday, December 12, 2018  
Contact: Mayor's Office of Communications, 415-554-6131

**\*\*\* PRESS RELEASE \*\*\***

**MAYOR LONDON BREED, ANITA LEE, AND COMMUNITY LEADERS CELEBRATE THE PRESERVATION OF PERMANENT AFFORDABLE HOUSING IN HONOR OF MAYOR EDWIN LEE**

*Under the Small Sites Program, which was created under by Mayor Lee, 16 units of affordable housing to be preserved, including a building that he helped negotiate to be constructed during his time as a tenant attorney*

**San Francisco, CA** — Mayor London N. Breed, Anita Lee, and community leaders today celebrated the acquisition and preservation of two adjoining buildings in the Inner Richmond neighborhood under the City's Small Sites Program, which will ensure that 16 homes remain permanently affordable.

The announcement comes one year after the tragic passing of the late Mayor Ed Lee, who oversaw the creation of the Small Sites Program. Mayor Lee negotiated the construction of

th

289-291 9<sup>th</sup> Avenue, one of the buildings being preserved, during his time as a tenant attorney with the Asian Law Caucus. The building was constructed as part of a settlement agreement between Bank of Canton (now East West Bank), the Chinese Community Housing Corporations (now Chinatown Community Development Center), and the Asian Law Caucus following the demolition of a residential building in the Financial District to make room for the Bank of Canton's corporate headquarters.

"This is a bittersweet day for our community, as this program and this building are enduring legacies of Mayor Lee," said Mayor Breed. "Both of us grew up in public housing, and I know that preserving and expanding our affordable housing stock was one of his proudest accomplishments. Today, there are another 16 homes in San Francisco that remain permanently affordable because of his leadership and many Chinese seniors will remain stable in their homes."

Under the Small Sites Program, 289-291 9<sup>th</sup> Avenue and 800-810 Clement Street, two adjoining buildings located on one site in the Inner Richmond, are being acquired and rehabilitated by Chinatown Community Development Center (Chinatown CDC) with \$4.55 million in funding provided by the Mayor's Office of Housing and Community Development. An additional \$3.5 million in funding is being provided by East West Bank.

"Protecting tenants, preventing displacement and preserving existing affordable housing is critical to keeping communities across San Francisco vibrant and strong. I'm thrilled the City's Small Sites Program was able to help ensure that 289 9<sup>th</sup> Avenue and 800 Clement Street will now be permanently affordable housing, and that we can also honor the late Mayor Lee in the process," said Kate Hartley, Director of the Mayor's Office of Housing & Community Development.

The buildings consist of 14 Single Room Occupancy (SRO) units, two 2-bedroom units, and four ground floor commercial spaces. The residents are predominantly Chinese seniors with incomes ranging from 10% to 20% of the Area Median Income, and the majority of households are original tenants who moved in when the building was constructed. The rehabilitation plan includes \$871,000 in immediate upgrades, including improving the fire alarm and safety protection systems; upgrading mechanical, electrical, and plumbing systems; seismic strengthening and other code-required improvements; and exterior and common area improvements.

"Today we are commemorating and completing one journey to protect affordable housing in San Francisco. That journey started almost 40 years ago when San Francisco was facing a wave of displacement. One of the people fighting that displacement was a young attorney named Ed Lee," said Reverend Norman Fong, Executive Director of Chinatown CDC. "It is a testament to former Mayor Ed Lee's legacy on the eve of the year anniversary of his passing that the seventeen seniors living at 9<sup>th</sup> Avenue, including a 99 year old tenant who was displaced from her SRO in 1980, now have permanently secure homes."

"At East West Bank, we believe that meaningful collaborations between the private and public sectors can lead to greater societal benefits," said Emily Wang, Senior Vice President, Director of Marketing and Community Development at East West Bank. "We were pleased to work with the Mayor's Office of Housing and Community Development and Chinatown Community Development Center to protect these buildings as an affordable place for homes and local businesses."

The Small Sites Program has grown from an initial City investment of \$3 million in 2014 to a total of \$105 million in City funding to date. Twenty-seven buildings, with 200 units of housing and 13 commercial spaces have been preserved, with an additional 13 buildings in the pipeline, representing 138 units and 15 commercial spaces.

###

**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](mailto:planning@rodneyfong.com); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](mailto:andrew@tefarch.com); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED AND SUPERVISOR VALLIE BROWN ANNOUNCE CITYWIDE STOREFRONT VACANCY STRATEGY  
**Date:** Tuesday, December 11, 2018 11:21:13 AM  
**Attachments:** [12.10.18 Storefront Vacancies.pdf](#)

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**From:** Press Office, Mayor (MYR)  
**Sent:** Monday, December 10, 2018 8:40 AM  
**To:** Press Office, Mayor (MYR) <mayorspressoffice@sfgov.org>  
**Subject:** \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED AND SUPERVISOR VALLIE BROWN ANNOUNCE CITYWIDE STOREFRONT VACANCY STRATEGY

**FOR IMMEDIATE RELEASE:**

Monday, December 10, 2018

Contact: Mayor's Office of Communications, 415-554-6131

**\*\*\* PRESS RELEASE \*\*\***

**MAYOR LONDON BREED AND SUPERVISOR VALLIE BROWN ANNOUNCE CITYWIDE STOREFRONT VACANCY STRATEGY**

*Strategy includes legislation, program investments, and administrative reforms to retain and attract businesses to neighborhood commercial districts*

**San Francisco, CA** — Mayor London N. Breed and Supervisor Vallie Brown today announced a Citywide Storefront Vacancy Strategy to retain, strengthen, and attract businesses to commercial corridors throughout San Francisco. This initiative includes an investment of nearly \$1 million that responds to the City's vacant storefronts and addresses the need for new legislation, new programs, and administrative reforms to ensure the ongoing vibrancy and vitality of neighborhood commercial districts.

“We are committed to helping our local small businesses adapt to the major shifts we are seeing in the retail industry,” said Mayor Breed. “This means streamlining our city bureaucracy so that opening a store or getting a permit is straightforward and simple, creating new programs to highlight our commercial corridors, and increasing flexibility so businesses can use their space in a way that makes sense for them.”

Across the nation, cities are grappling with storefront vacancies as retail sales slow. Shopping habits and trends have shifted over the past few years and various types of storefront businesses continue to face local challenges, such as the cost of labor, price of rent, and demographic shifts. Many neighborhood commercial districts are beginning to demonstrate modest increases in vacancy rates, and community organizations and stakeholders have observed the closure of long-standing retailers and persistently empty commercial spaces and storefronts.

“There’s no question about it, we need to support our small businesses,” said Supervisor Vallie Brown. “We need to make sure the City doesn’t get in the way—that’s the kind of legislation I’m focused on right now, legislation that removes antiquated regulations, legislation that cuts permitting costs and delays, and legislation that supports small businesses in developing vital new revenue streams.”

“Today’s retail environment requires a flexibility that allows our brick and mortar businesses to meet the changing preferences of their customers,” said Joaquín Torres, Director of the Office of Economic and Workforce Development. “These policy proposals, investments, and reforms provide a simplified process, ongoing support, and the space for entrepreneurs to do what they do best: act on the ideas that allow their businesses and our neighborhoods to thrive.”

The Citywide Storefront Vacancy Strategy is a multi-pronged approach that involves three main elements: new legislation, new programs, and administrative reforms.

**New legislation** aims to remove existing barriers and support modern business models by enabling local entrepreneurs to provide residents and visitors with experiences and services that are reflective of each neighborhood’s unique character; including:

- Streamlining the permit review process to remove barriers to opening, expanding, relocating, and/or operating a small business and making it as simple and efficient as possible.
- Supporting a broader range of space uses and creative solutions to activate storefronts, including combining uses within one location, allowing temporary pop-up uses, and promoting new uses.
- Supporting temporary activation on vacant development sites.

**New program investments** of nearly \$1 million to retain, attract, and strengthen small businesses - leveraging existing programs and creating new ones such as:

- Vacant storefront and corridor-wide assessments to determine the cause of a vacancy and developing a roadmap to fill vacancies.
- Case management services by facilitating property owner relationships and generating a pipeline of prospective tenants to fill vacant storefronts.

- Leverage existing city programs and services to support small businesses with technical and financial services and lease negotiations to help small businesses succeed and thrive.

**Administrative reforms** will make it easier for small businesses to obtain permits easier by allowing as many permits over-the-counter as possible. This will allow people to open their business more quickly, reducing their startup time and costs, and positioning them for future success.

- Strengthening coordination between city agencies, enabling small businesses to get their permits over-the-counter, rather than waiting months for their applications to move through all of the City departments.

The strategy is guided by findings in a report from the Office of Economic and Workforce Development released in February called [‘State of the Retail Sector: Challenges and Opportunities for San Francisco’s Neighborhood Commercial Districts.’](#)

“We need to tackle commercial vacancies by implementing solutions that have the small business at the center. Giving the business owner the ability to be creative and providing the support to open their doors, the mayor’s proposal is a leap in the right direction,” said Stephen Adams, President of the Small Business Commission.

“Those of us that create these small businesses often operate with very limited resources and the cumbersome processes required are a significant drain on those resources. The permit process, can be often times confusing with conflicting instructions from different people or departments,” said David Quinby, owner of The Riptide. “This new initiative from Mayor Breed is a game changer for us.”

###

**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](#); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](#); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: Tribute to Mayor Edwin M. Lee 12.12.18; 8:30AM  
**Date:** Tuesday, December 11, 2018 11:13:54 AM

---

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---

**From:** Tugbenyoh, Mawuli (MYR)  
**Sent:** Monday, December 10, 2018 12:17 PM  
**Subject:** Tribute to Mayor Edwin M. Lee 12.12.18; 8:30AM

Commissioners –

Please attend a tribute to Mayor Ed Lee this Wednesday on the one year anniversary of his passing, if you are able.



Mayor London N. Breed  
invites you to join her  
in celebrating the life of  
Mayor Edwin M. Lee  
on the one-year anniversary of his passing  
on Wednesday, the twelfth of December  
at eight-thirty in the morning

*R.s.v.p.*  
matthew.goudreau@sfgov.org  
(415) 554-6674

Mayor's Balcony  
San Francisco City Hall

Regards,

**Mawuli Tugbenyoh 杜本樂**

Mayor's Liaison to Boards and Commissions  
Office of Mayor London N. Breed





**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](#); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](#); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED APPOINTS AMERIKA SANCHEZ AND GINA FROMER TO SOUTHEAST COMMUNITY FACILITY COMMISSION  
**Date:** Thursday, December 06, 2018 8:45:03 AM  
**Attachments:** [12.05.18 Central SOMA Plan.pdf](#)

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---

**From:** Press Office, Mayor (MYR)  
**Sent:** Wednesday, December 05, 2018 5:20 PM  
**To:** Press Office, Mayor (MYR) <mayorspressoffice@sfgov.org>  
**Subject:** \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON BREED APPOINTS AMERIKA SANCHEZ AND GINA FROMER TO SOUTHEAST COMMUNITY FACILITY COMMISSION

**FOR IMMEDIATE RELEASE:**

Wednesday, December 5, 2018

Contact: Mayor's Office of Communications, 415-554-6131

**\*\*\* PRESS RELEASE \*\*\***

**MAYOR LONDON BREED APPOINTS AMERIKA SANCHEZ  
AND GINA FROMER TO SOUTHEAST COMMUNITY  
FACILITY COMMISSION**

*City facility is operated and maintained by the SFPUC for the benefit of San Francisco's  
Southeast Communities*

**San Francisco, CA**—Mayor London N. Breed has appointed Amerika Sanchez and Gina Fromer to the Southeast Community Facility (SECF), a local leadership body that informs the San Francisco Public Utilities Commission (SFPUC) and the Board of Supervisors on capital improvements, programming and operations for the community facility and its greenhouses in the Bayview-Hunters Point community.

Sanchez is the Principal of Community Sites for Five Keys Charter School and Fromer is the CEO of the San Francisco Education Fund. Sanchez and Fromer both have longstanding ties to the Bayview-Hunters Point community.

“Gina Fromer and Amerika Sanchez are strong, passionate leaders who care deeply about the issues facing the Southeast community,” said Mayor Breed. “I know they will bring an

important neighborhood perspectives to the Commission and help both the SFPUC and the Board of Supervisors as they work to support the community.”

“Our SECF Commission plays a critical in helping the SFPUC address the needs the Southeast community,” said SFPUC General Manager Harlan L. Kelly, Jr. “As we collaborate with the Commission and residents to build a new community center and education facility at 1550 Evans, we are excited to welcome Amerika and Gina to the SECF Commission. Their presence, passion and expertise bring much value to this very important work.”

Established in 1987, the SECF Commission is a seven-member body comprised of Mayor-appointed representatives. The Commission advocates for special services and resources that improve the economic, health, safety and welfare of residents in San Francisco’s Southeast neighborhoods. The SECF and the Greenhouses are facilities owned by the city, and operated and maintained by the SFPUC to provide education and workforce development opportunities to Southeast residents.

The new SECF Commissioners have demonstrated their commitment to enhancing opportunities in the Southeast community.

Fromer was born and raised in the Bayview-Hunters Point neighborhood. As the CEO of San Francisco Education Fund, she manages a staff of 16 and oversees the organization’s partnership with the San Francisco Unified School District and the San Francisco Citizens Initiative for Technology and Innovation. Prior to joining the SF Education Fund, Fromer spent nearly three decades in various leadership roles serving youth and families, including stints at the Bayview YMCA and Young Community Developers.

Sanchez is a Bayview resident and homeowner. She has more than 12 years of experience as a teacher and administrator, and has worked for public, independent, and charter schools. In her role as the Principal of Community Sites for Five Keys Charter School, she oversees educational programming for a diverse range of adult learners including transitional aged youth (TAY) in several locations such as the SECF, Bayview YMCA, The Village and HopeSF sites.

“As dedicated community leaders and education advocates, Gina and Amerika will strengthen our Commission’s ability to provide strategic guidance to the SFPUC and ensure Southeast residents have access to the services, partnerships and opportunities that set them up for success,” said Steve Good, Chairperson, SECF Commission. “On behalf of the Commission, I’m thrilled to welcome them to our team.”

To learn more about the SECF Commission, visit the [www.sfwater.org/secf](http://www.sfwater.org/secf).

###

**From:** [CPC-Commissions Secretary](#)  
**To:** [Zushi, Kei \(CPC\)](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW:  
**Date:** Wednesday, December 05, 2018 3:29:47 PM

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Jonas P. Ionin,  
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-----Original Message-----

From: Linda Glick <[lindaglick@gmail.com](mailto:lindaglick@gmail.com)> On Behalf Of [lindaglick@hotmail.com](mailto:lindaglick@hotmail.com)  
Sent: Wednesday, December 05, 2018 12:15 PM  
To: [andrew@tefarch.com](mailto:andrew@tefarch.com)  
Subject:

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

[aaron.hyland.hpc@gmail.com](mailto:aaron.hyland.hpc@gmail.com)" <[aaron.hyland.hpc@gmail.com](mailto:aaron.hyland.hpc@gmail.com)>,  
"

[kate.black@sfgov.org](mailto:kate.black@sfgov.org)" <[kate.black@sfgov.org](mailto:kate.black@sfgov.org)>,  
"

[ellen.hpc@ellenjohnckconsulting.com](mailto:ellen.hpc@ellenjohnckconsulting.com)" <[ellen.hpc@ellenjohnckconsulting.com](mailto:ellen.hpc@ellenjohnckconsulting.com)>,  
"

[RSEJohns@yahoo.com](mailto:RSEJohns@yahoo.com)" <[RSEJohns@yahoo.com](mailto:RSEJohns@yahoo.com)>,  
"

[jonathan.pearlman.hpc@gmail.com](mailto:jonathan.pearlman.hpc@gmail.com)" <[jonathan.pearlman.hpc@gmail.com](mailto:jonathan.pearlman.hpc@gmail.com)>,  
"commissions.secretary@sfgov.org" <[commissions.secretary@sfgov.org](mailto:commissions.secretary@sfgov.org)>,  
"dianematsuda@hotmail.com" <[dianematsuda@hotmail.com](mailto:dianematsuda@hotmail.com)>

Cc: "[laurelheights2016@gmail.com](mailto:laurelheights2016@gmail.com)" <[laurelheights2016@gmail.com](mailto:laurelheights2016@gmail.com)>

From: Linda Glick <[lindaglick@gmail.com](mailto:lindaglick@gmail.com)>

Subject: 3333 California St.

Date: Wed, 5 Dec 2018 12:15:24 -0800

Importance: normal

X-Priority: 3

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Dear Commissioners:

I have attended multiple meetings where the developer spoke to the community. In these meetings there was no mention of the historic significance of the property nor the public's use of the green space. The developer speaks about a design that will fit into the community but what is proposed looks like a gated community of non-descript buildings crowded onto a site of concrete pathways.

The Neighborhood Full Preservation Alternative would retain the character-defining features of the historically significant landscaping including the beautiful Terrace designed by Eckbo, Royston & Williams and the majority of the 185 mature trees that would continue to absorb greenhouse gases as well as providing the same number of residential units (558 with a 744 variant) as the proposed project. The Neighborhood Full Preservation Alternative would be built in 3 years versus the 7-15 years that the project applicant wants.

Regards, Linda S Glick

Sent from Mail for Windows 10

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Content-Type: text/html; charset="utf-8"

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@font-face
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Williams and the majority of the 185 mature trees that wou= ld continue to absorb greenhouse gases as well as
providing the same number= of residential units (558 with a 744 variant) as the proposed project.=C2=
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be built in 3 years versus the 7-15 years = that the project applicant wants.<o:p></o:p></span></p><p
class=3DMsoNormal=
><o:p>&nbsp;</o:p></p><p class=3DMsoNormal><span
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ana",sans-serif>Regards, Linda S Glick<o:p></o:p></span></p><p class=3DMso=
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ass=3DMsoNormal><o:p>&nbsp;</o:p></p><p class=3DMsoNormal>Sent from <a href=
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class=3DMsoNormal><o:p>&nbsp;</o:p></p></div></body></html>=
```

**From:** [CPC-Commissions Secretary](#)  
**To:** [Zushi, Kei \(CPC\)](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: Hearing, 3333 California Street,  
**Date:** Wednesday, December 05, 2018 3:28:48 PM

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*Jonas P. Ionin,  
Director of Commission Affairs*

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Direct: 415-558-6309|Fax: 415-558-6409

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[www.sfplanning.org](http://www.sfplanning.org)

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**From:** Arlene <arlenefilippi@yahoo.com>  
**Sent:** Wednesday, December 05, 2018 11:37 AM  
**To:** andrew@tefarch.com; aaron.hyland.hpc@gmail.com; Black, Kate (CPC) <kate.black@sfgov.org>; ellen.hpc@ellenjohnckconsulting.com; RSEJohns@yahoo.com; dianematsuda@hotmail.com; jonathan.pearlman.hpc@gmail.com; CPC-Commissions Secretary <commissions.secretary@sfgov.org>; LaurelHeights2016@gmail.com  
**Subject:** Hearing, 3333 California Street,

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

Commissoners,

I am unable to attend the hearing regarding 3333 California Street, but would like to voice my **support for the Neighborhood Full Preservation Alternative**. Above all and perhaps most importantly, the Alternative retains the character of the neighborhood as well as the historical significance of the site. As a long time neighbor of the property, I enjoy the green space. It is indeed a welcome relief to the tall, cold, nondescript buildings so hastily being built and filling our neighborhoods. The Neighborhood Full Preservation Alternative does provide much needed housing and could be built in less time than what is proposed by the project developers. This would be less disruptive to our neighborhood and to the environment.

I would appreciate your consideration.

Arlene Filippi  
42 Wood Street  
San Francisco, CA 94118

**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](#); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](#); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON N. BREED, DEPARTMENT OF CHILD SUPPORT SERVICES, SAN FRANCISCO FIREFIGHTERS LOCAL 798 & THE PUBLIC LIBRARY HOST ANNUAL CHILDREN'S TOY & BOOK FESTIVAL AT CITY HALL  
**Date:** Wednesday, December 05, 2018 3:27:22 PM  
**Attachments:** [12.5.18 Toy & Book Festival.pdf](#)

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*Jonas P. Ionin,  
Director of Commission Affairs*

Planning Department|City & County of San Francisco  
1650 Mission Street, Suite 400, San Francisco, CA 94103  
Direct: 415-558-6309|Fax: 415-558-6409

[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)  
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**From:** Press Office, Mayor (MYR)  
**Sent:** Wednesday, December 05, 2018 1:40 PM  
**To:** Press Office, Mayor (MYR) <mayorspressooffice@sfgov.org>  
**Subject:** \*\*\* PRESS RELEASE \*\*\* MAYOR LONDON N. BREED, DEPARTMENT OF CHILD SUPPORT SERVICES, SAN FRANCISCO FIREFIGHTERS LOCAL 798 & THE PUBLIC LIBRARY HOST ANNUAL CHILDREN'S TOY & BOOK FESTIVAL AT CITY HALL

**FOR IMMEDIATE RELEASE:**  
Wednesday, December 5, 2018  
Contact: Mayor's Office of Communications, 415-554-6131

**\*\*\* PRESS RELEASE \*\*\***

**MAYOR LONDON N. BREED, DEPARTMENT OF CHILD SUPPORT SERVICES, SAN FRANCISCO FIREFIGHTERS LOCAL 798 & THE PUBLIC LIBRARY HOST ANNUAL CHILDREN'S TOY & BOOK FESTIVAL AT CITY HALL**

**San Francisco, CA**— Mayor London N. Breed, San Francisco Firefighters Local 798, the Department of Child Support Services (SFDCSS), and the San Francisco Public Library today hosted the annual Children's Toy & Book Festival at City Hall. What began as a gesture of holiday cheer for SFDCSS program customers 15 years ago has now grown to support more than 1,200 children during the holiday season.

The Festival provided gifts, books, and interactive activities for children 12 and under, as well the opportunity to meet Santa Claus and Clifford the Big Red Dog. Children are invited through San Francisco's public schools, community-based organizations, and SFDCSS



offices. Participating schools this year included Gordon Lau Elementary, Wu Yee Children's Services, RISE Institute, Jean Parker Elementary, Dr. George Washington Carver Elementary, Bessie Carmichael Elementary, and Dr. Charles Drew Elementary. Important information regarding City services and community resources was also available for parents, guardians, and teachers.

“The holiday season is about giving back to less fortunate, and as someone who grew up in poverty I understand how important this program is to kids in San Francisco,” said Mayor Breed. “I want to thank the Firefighters, the Department of Child Support Services and the Public Library for their continuing commitment to give back to the community.”

The San Francisco Firefighters Toy Program, run by the San Francisco Firefighters Local 798, is the City's largest and the nation's oldest program of its kind. Since 1949, it has evolved from a few firefighters repairing broken toys and bikes for 15 families to over 300 firefighters and friends volunteering their time to distribute toys throughout the year.

“Since 1949, the San Francisco Firefighters Toy Program has grown into the largest program of its type in the country,” said Tom O'Connor, President of San Francisco Firefighters Local 798. “This year, we are proud to partner with Mayor Breed, the Department of Child Support Services, and the San Francisco Public Library at the Children's Toy & Book Festival to help bring joy and support to local children in need.”

“We look forward to this event all year,” said Karen M. Roye, Director of the Department of Child Support Services. “Nothing compares to bringing joy to children during the holiday season.”

“This annual event spreads the joy of reading and helps families build their own home libraries,” said Acting City Librarian Michael Lambert. “We love to see the faces of the children as they pick out their very own books to keep.”

Residents interested in helping children through the program can make a donation to the Firefighters Toy Program by calling 415-777-0440 or by visiting [www.sffirefighterstoys.org](http://www.sffirefighterstoys.org).

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**From:** [Ionin, Jonas \(CPC\)](#)  
**To:** [Richards, Dennis \(CPC\)](#); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](mailto:planning@rodneyfong.com); [Rich Hillis](#); [Aaron Jon Hyland - HPC](#); [Andrew Wolfram \(andrew@tefarch.com\)](mailto:andrew@tefarch.com); [Black, Kate \(CPC\)](#); [Diane Matsuda](#); [Ellen Johnck - HPC](#); [Jonathan Pearlman](#); [Richard S. E. Johns](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: \*\*\* PRESS RELEASE \*\*\* BOARD OF SUPERVISORS PASSES CENTRAL SOMA PLAN  
**Date:** Wednesday, December 05, 2018 3:26:33 PM  
**Attachments:** [12.05.18 Central SOMA Plan.pdf](#)

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**From:** Press Office, Mayor (MYR)  
**Sent:** Wednesday, December 05, 2018 2:29 PM  
**To:** Press Office, Mayor (MYR) <mayorspressooffice@sfgov.org>  
**Subject:** \*\*\* PRESS RELEASE \*\*\* BOARD OF SUPERVISORS PASSES CENTRAL SOMA PLAN

**FOR IMMEDIATE RELEASE:**  
Wednesday, December 5, 2018  
Contact: Mayor's Office of Communications, 415-554-6131

**\*\*\* PRESS RELEASE \*\*\***

**BOARD OF SUPERVISORS PASSES CENTRAL SOMA PLAN**

*Legislation will create housing, spur job growth, and add transit to the South of Market*

**San Francisco, CA** — On Tuesday, the San Francisco Board of Supervisors approved zoning and height limit changes to support thousands of new homes, jobs, and public open space in the South of Market neighborhood. The Central SOMA Plan will enable 8,800 housing units (over 33% of which will be affordable), facilitate new jobs that pay a living wage and are union-supported, and fund over \$2 billion dollars of public benefits for the growing neighborhood.

“I am pleased that the Board has moved forward with a new vision for the Central SOMA neighborhood,” said Mayor Breed. “There remains work to be done, especially to ensure that we create more housing both in Central SOMA and throughout the City to keep pace with job and population growth. I also look forward to continuing to work with the Board to address some unresolved issues in the plan. But overall I am confident this plan will benefit this transit-rich area, provide billions of dollars in public benefits, and create an even more vibrant neighborhood.”

The Central SOMA Plan covers 230 acres between Second and Sixth Streets in the South of Market. It will deliver as many as 8,800 residences, with over 33% of those residences

provided at permanently below-market rates to low, moderate and middle-income households. Most of these affordable housing units will be eligible for the City's 40% local preference program, which will help ensure the current residents of SOMA participate in the positive growth and change brought by the Plan. The Plan's funding mechanisms will support significant local and regional transit improvements, 4 acres of new open space, critical community amenities such as grocery stores, small businesses and maker spaces, the renovation and expansion of the Gene Friend Rec Center, a public swimming pool, and a reconstructed Flower Mart with permanently affordable rents.

The legislation was sponsored by Supervisor Jane Kim and Mayor Breed. A lengthy community process led by the San Francisco Planning Department solicited community viewpoints through a number of different forums, ranging from walking tours to community surveys to a weeklong storefront charrette. City staff met with over 35 community groups over the course of the plan's development, and held multiple public hearings concluding in Tuesday's hearing at the Board of Supervisors.

"The Central SOMA Plan is the result of more than seven years of intensive and collaborative public engagement," said John Rahaim, Director of the San Francisco Planning Department. "We committed to realizing a neighborhood for everyone, and the community is reflected in every aspect of this Plan. In keeping its diverse range of services and preserving PDR space, increasing transit, pedestrian, and bike safety, new dynamic open space, and promoting amenity-rich neighborhood retail, together we were able to craft a plan that maintains the eclectic character of Central SOMA while bringing an enormous amount of public benefits to the neighborhood in addition to jobs and housing units the area greatly needs."

The Central SOMA Plan envisions the creation of a complete, sustainable neighborhood that:

- Accommodates development capacity for up to 8,800 housing units and 32,000 jobs;
- Maintains the diversity of residents by requiring that over 33% of new housing units are affordable;
- Facilitates an economically diversified jobs center by requiring large sites to be jobs-oriented, by requiring PDR in many projects, and by incentivizing vibrant retail, hotels, and entertainment uses;
- Provides over \$600 million towards safe and convenient transportation, improving conditions for people walking, bicycling, and taking transit;
- Funds \$185 million towards construction and improvement of parks and recreation centers in the area, plus privately created publicly-accessible open space;
- Provides up to \$64 million to invest in school facilities to support the expanding population;
- Creates an environmentally sustainable neighborhood by requiring green roofs, walls and non-greenhouse gas energy sources, while funding projects to improve air quality and help manage stormwater;
- Preserves and celebrates the neighborhood's cultural heritage with over \$100 million dedicated to social programs and the rehabilitation and maintenance of historic buildings; and
- Includes design controls that reflect the neighborhood's mid-rise character, while facilitating innovative architecture.

Over the Plan's development, which began in 2011, the City's housing needs have come into sharper focus. Changes to the Plan over the last year have maximized the number of units allowable under the current EIR, to allow 1,200 more units of housing, including more than

400 units of permanently affordable housing, than were originally envisioned. Additionally, Mayor Breed has directed the Planning Department to identify and evaluate other locations where more housing capacity can be added in and around Central SOMA, as well as throughout the City; and that work is already underway.

The Board's approval of the Central SOMA Plan also includes the adoption of the first-ever "Housing Sustainability District," utilizing a state law sponsored by Assemblymember David Chiu last year to incentivize high affordability and labor standards, which will ensure housing gets approved quickly, and that needed units are created as soon as possible.

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