



SAN FRANCISCO PLANNING DEPARTMENT

February 15, 2011

Mr. Bill Wycko
Environmental Review Officer
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Dear Mr. Wycko,

On January 19, 2011, the Historic Preservation Commission (HPC) held a public hearing and took public comment on the proposed Project at 5400 Geary Boulevard (aka Alexandria Theatre). After discussion, the HPC arrived at the comments below:

- The HPC agreed with the findings that the subject building is eligible for listing on the California Register of Historical Resources as an individual resource as well as a contributing resource to a potential non-contiguous thematic district.
- The HPC supports the restoration of the 1942 historic marquee and the revised plans for the Alexandria Theatre proposed by Jonathan Pearlman, Elevation Architects, dated January 11, 2011. The revised plans include removal of the non-historic 1970's interior partitions, stairs, and sloped floors, reconfiguration of the theatre space to allow for the full reading of the decorative ceiling / dome and chandelier fixture, and construction of an exterior side addition for a new elevator.
- The HPC recommends that the proposed new second floor level be further pulled back to reveal a greater sense of spatial volume in the auditorium.
- The HPC generally supports the re-use of building as a theatre but finds the preservation of the character-defining features of the historic theatre and incorporation of these features into the new use to be most valuable (spatial volume, murals, ceiling dome detail, entrance lobby, marquee, etc).
- The HPC agreed that the proposed documentation measures are good but recommends having an Interpretative Program to celebrate and promote the history of the theatre as a public place. The Interpretative Program shall be prepared by a qualified consultants meeting the minimum qualifications.

The HPC appreciates the opportunity to participate in review of this environmental document.

Sincerely,

A handwritten signature in blue ink, appearing to read "Charles Chase".

Charles Chase, President
Historic Preservation Commission