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Certificate of Appropriateness Case Report

HEARING DATE: DECEMBER 19, 2012

Filing Date:	April 13, 2006
Case No.:	**2006.0494A**
Project Address:	**2554 MISSION STREET (NEW MISSION THEATER)**
Historic Landmark:	Landmark No. 245
Zoning:	Mission St NCT (Neighborhood Commercial Transit) Zoning District 85-X Height and Bulk District
Block/Lot:	3616/007
Applicant:	Andrew J. Junius, Reuben & Junius One Bush Street, Ste. 600 San Francisco, CA 94104
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PROPERTY DESCRIPTION

2554 MISSION STREET (NEW MISSION THEATER) is located on an irregular mid-block parcel on the west side of Mission Street between 21st and 22nd Streets (Assessor's Block 3616 Lot 007). Originally constructed in 1910, the New Mission Theater is a three-story, single-screen theater distinguished with a 70-ft tall pylon sign and marquee, which fronts onto Mission Street. The building rests upon a concrete foundation and features an unreinforced brick masonry vestibule and lobby, and a reinforced concrete auditorium. The building is capped by a series of flat and low-pitched gable roofs, and a side-facing stepped parapet wall. In 1916, noted theater architects, the Reid Brothers enlarged and renovated the theater. Their work included adding the three-story main auditorium along Bartlett Street and renovating the interior with Neo-Classical Revival details. Later, in 1932, another noted architect, Timothy Pflueger of Miller & Pflueger, renovated the promenade lobby and Mission Street façade of the theater in an Art Deco style. Since 2003, the building has been vacant. Per Article 10 of the San Francisco Planning Code, the New Mission Theater is designated as Landmark No. 245, and includes designated features within the interior and exterior of the subject property.

PROJECT DESCRIPTION

The proposed project includes exterior and interior alterations and a change in use from a single-single theater into a five-screen theater/restaurant (d.b.a. Alamo Drafthouse Cinema). The scope of work includes: seismic strengthening; accessibility upgrades; subdivision of the main auditorium and balconies into one theater in the main auditorium (Auditorium No. 1), three theaters in the lower balcony (Auditorium Nos. 2, 3, and 4), and one theater in the upper balcony (Auditorium No. 5); and, a number of mechanical, electrical and plumbing upgrades. Additionally, the proposed project would repair,

rehabilitate, and maintain the exterior and interior architectural features that convey the building's historic significance.

Exterior
On the exterior, the proposed project would: install a new roof; repair/restore the blade sign and marquee; install new painted metal panels with reveals at existing pilasters (replacement-in-kind of existing historic feature); and, install new anodized bronze drop-down grille over existing vestibule opening along Mission Street. Along Bartlett Street (west façade) and the other secondary facades (north and south), the project would repaint and patch existing concrete walls, as required and infill existing window openings and abandoned exit doors. On the north façade, the project would: remove the non-complying, non-historic staircase on the north façade; install a new code-compliant egress stairs from balcony level to ground level on the north façade; install new recessed exit doors and a concrete wall providing egress at the sidewalk; and, install new roof overhang over the new egress stair.

Interior: Vestibule & Promenade Lobby
Within the vestibule and promenade lobby, the proposed project would: remove non-historic features, including the 1960s ticket booth, tile walls and dropped acoustical ceiling; remove historic decorative plaster walls and trim to accommodate the seismic upgrade[1]; install full-height shotcrete walls (approximately 8-in thick) and steel moment frame as part of the seismic strengthen scheme; reconstruct decorative plaster work; patch and repair plaster trim and details within the ceiling; restore the coffered ceiling designed by Reid Brothers (currently obscured by a dropped acoustic ceiling); restore the decorative ceiling designed by Timothy Pflueger; reconstruct plaster walls and trim within the entry vestibule to match proportions of Reid Brothers design based upon documentary evidence and original architectural drawings; install two new rows of doors in same location as existing doors; construct a new ticket counter and concession stand; salvage and display of selected murals on-site[2]; and, retain and restore the Pflueger ornamental railings on the mezzanine level.

Interior: Main Auditorium
Within the main auditorium, the proposed project would convert the existing single-screen theater into five theaters by constructing new interior walls between the main auditorium and balcony levels, which would subdivide the lower balcony from the main auditorium. This alteration would create one auditorium on the first floor (Auditorium No. 1), three new auditoriums on the lower balcony (Auditoriums Nos. 2, 3, and 4), and one new auditorium on the upper balcony (Auditorium No. 5). Within Auditorium No. 1, the proposed project would: retain the existing historic half walls between main auditorium and lobby; install a new full height interior wall behind the existing historic half walls; install a new projection room and restrooms within the main auditorium; construct new tiered platforms for new seating over the existing sloped floor; expand the stage to follow the curve of existing orchestra pit; and, install a new beer cooler room in location of the boiler room. Throughout the main auditorium, the project would retain, repair or restore all decorative plaster work, especially the proscenium, denticulated cornice, frieze with garlands and urns, moldings, and plaster relief wall panels. On the

[1] Prior to removal, the historic plaster would be documented, measured, and photographed.
[2] A qualified architectural conservator would conduct an investigation of the murals to determine the existing condition and shall prepare a plan for salvage and relocation.

coffered ceiling of the main auditorium, the project would repair any damaged plaster, and would repair and rewire historic light fixtures.

Interior: Projection Booth
The proposed project would convert the original projection room on the first floor into a bar for theater patrons. This alteration would entail removal of portions of the projection booth walls below the decorative plaster trim/reliefs, which would be retained and preserved. The new openings would occur on the north, east and south walls of the existing projection booth walls.

Interior: Patron's Lounge
Adjacent to the projection booth is the patron's lounge, which would be subdivided and reduced in size to accommodate the new commercial kitchen and new projection booth bar. All ornamental plaster features in this area would be retained, preserved in place, and repaired, as would the adjacent historic staircase that leads up to the mezzanine level. A new partial height interior wall would be constructed between the patron's lounge and new commercial kitchen

Interior: Women's Lounge
Adjacent to the projection booth and patron's lounge is the former women's lounge, which would be converted to a new commercial kitchen and support spaces for the new restaurant/bar. As part of the kitchen conversion, the existing women's restroom would be removed, as would the lower portion of the historic walls for new openings within the kitchen area. The historic plaster and trim on the ceiling and upper portion of the walls would be retained, repaired, and protected. Underneath the adjacent historic staircase, a new cooler room would be installed.

Interior: Mezzanine
On the mezzanine level, the existing restrooms would be documented and replaced with new modern restrooms. At this level, all decorative plaster trim would be retained and repaired. The non-historic egress doors would be removed and infilled.

Interior: Balcony
At the balcony level on the second floor, the proposed project would create four theaters: three theaters within the lower balcony (Auditorium Nos. 2, 3 and 4) and one theater within the upper balcony (Auditorium No. 5). A new interior wall covered with a fabric curtain would be constructed from the lower balcony to the ceiling of the main auditorium, in order to subdivide the main auditorium from the balcony levels. The project would form a new corridor between the lower balcony and upper balcony, and also construct new restrooms and an accessibility lift to the upper balcony on the second floor. The project would construct another interior wall between this new corridor and the upper balcony to form the upper balcony theater. To create the new theaters, the project would construct new tiered platforms for seating over the existing sloped floor in the four newly-created balcony theaters. Throughout the second floor, the project would retain and repair all decorative plasterwork, particularly the proscenium, denticulated cornice, frieze with garlands and urns, moldings, and plaster relief wall panels.

To accommodate the balcony conversion, the lower balcony would be extended by approximately 15-ft. The scalloped edge on the existing lower balcony would be documented and removed, and reconstructed

on the extended lower balcony edge. On the underside of the lower balcony (or the ceiling exposed underneath the lower balcony), the original historic balcony edge would be demarcated and physically noted. On the north and south ends, the lower balcony extension would be setback from the walls of the main auditorium. Within the lower balcony theaters, the decorative plaster ceilings and decorative cast metal grilles would be encapsulated and mothballed behind a new dropped ceiling. Within Auditorium No. 2, the south wall would remain exposed, so as to reveal the original plaster decoration and design. Similarly, within Auditorium No. 4, the north wall would remain exposed, so as to reveal the original plaster decoration and design.

Within the upper balcony, the project would repair and rehabilitate the domed ceiling, including the historic oval plaster design, and all of the decorative ceiling plaster, which will remain exposed. The project would construct two new staircases from the second floor corridor to the upper balcony theater, as well as a new accessibility lift.

Interior: Utilitarian Upgrades
The proposed project includes a number of utilitarian upgrades, including: installation of a new fire suppression system; installation of new equipment lift in the basement and new walls to support the new stage; and, installation of a new elevator for access to the balcony level.

OTHER ACTIONS REQUIRED

The proposed work requires a Conditional Use Authorization for a Formula Retail Use from the Planning Commission, as well as a Building Permit.

COMPLIANCE WITH THE PLANNING CODE PROVISIONS

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

APPLICABLE PRESERVATION STANDARDS

ARTICLE 10
Pursuant to Section 1006.2 of the Planning Code, unless exempt from the Certificate of Appropriateness requirements or delegated to Planning Department Preservation staff through the Administrative Certificate Appropriateness process, the Historic Preservation Commission is required to review any applications for the construction, alteration, removal, or demolition of any designated Landmark for which a City permit is required. Section 1006.6 states that in evaluating a request for a Certificate of Appropriateness for an individual landmark or a contributing building within a historic district, the Historic Preservation Commission must find that the proposed work is in compliance with the *Secretary of the Interior's Standards for the Treatment of Historic Properties,* as well as the designating Ordinance and any applicable guidelines, local interpretations, bulletins, related appendices, or other policies.

THE SECRETARY OF THE INTERIOR'S STANDARDS

Rehabilitation is the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural values. The Rehabilitation Standards provide, in relevant part(s):

Standard 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.

The proposed project would maintain the subject property's historic use as a theater. The subject property functioned continuously and exclusively as a movie theater until 1993. The proposed project would increase the number of screens from one to five. Although the conversion from one screen to five screens would introduce new elements into the original auditorium, it would be done in a manner that respects the building's distinctive materials, features, and spaces. Despite the sub-division of the main auditorium into five theaters, the project would maintain the sense of the volume within the main auditorium, would retain the historic balcony and its scalloped edge in a new location, and would preserve all distinctive character-defining features of the interior and exterior, so as to not impact the overall integrity of the landmark.

Therefore, the proposed project complies with Rehabilitation Standard 1.

Standard 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.

The proposed project maintains the historic character of the subject property, as defined by its character-defining features (see below). The project would retain the historic character of the New Mission Theater and would not remove distinctive materials nor alter features, spaces, or spatial relationships that characterize the property.

Exterior: On the exterior, the proposed project does not include any major exterior additions and would retain, preserve and restore the exterior character-defining features, including the marquee, pylon sign, and parapet. No historic materials or features would be removed from the exterior. The exterior work is focused on non-historic or non-significant areas on the secondary or rear facacdes.

Main Auditorium: To accommodate the subdivision, the lower balcony would be extended by 15ft-6in, and the scalloped edge would be reconstructed on the balcony extension. To demarcate the location of the original balcony, the project includes a reveal and curved detail on the underside of the lower balcony. On the lower balcony, the ceilings of the new theaters are sloped to maintain the sense of the original size and scale of the main auditorium and to avoid damaging historic plaster ornamentation on the main auditorium ceiling. Although the volume of the auditorium would be reduced by the extension of the lower balcony and the insertion of the new theaters, the project maintains a sense of the auditorium's triple-height space and also retains important characteristics of this interior, including the over-scaled Neoclassical and Renaissance

architectural elements, monumental proscenium arch flanked by a pair of gilded and fluted Corinthian columns and Composite pilasters, shallow niches containing urn-shaped floodlights, cast plaster medallions, ornamental plaster moldings and raised panels on the side walls, decorative frieze of urns and garlands, denticulated cornice, and coffered ceiling with deep reveals. All of the historic decorative features within the interior of the main auditorium would be retained and repaired, or reconstructed, where deterioration is extensive. The decorative plaster work on the west and east walls would be minimally impacted by the extension of the balcony. The west and east ends of the extended lower balcony would feature a return to avoid impacting the highly decorative plaster panels. Other alterations to the main auditorium, including the construction of new interior walls between the main auditorium and lobby and the extension of the stage to align with the orchestra pit, appear to be appropriate, since the auditorium would retain its historic character, character-defining features, sense of original volume, and materials.

Projection Booth: All decorative plasterwork and trim, including the ornate swags, cornices, and panels, would be retained and repaired. The new openings would be cut below the frieze panels. Further, the elevated floor and interior walls of the projection booth would be removed. All of this work retains the primary characteristics of the projection booth and would not impact the overall historic character of this space.

Women's Lounge and Patron's Lounge: The project would reduce the size of the patron's lounge, which would be subdivided into a lounge area for theater patrons and a commercial kitchen. The women's lounge would be converted and reconfigured into space for the commercial kitchen and a new wall would be constructed between the lobby and the kitchen (to the west of the projection booth). All decorative plasterwork and trim within these areas would be retained and repaired. Within the commercial kitchen, portions of the existing historic wall will be removed below the frieze panels. The staircase leading up to the mezzanine level would be retained and preserved, though a portion of the staircase would only be accessible from the kitchen area. Portions of the promenade lobby murals would be on display on the new wall between the lobby and the kitchen. Overall, the project would retain the important character-defining features of the women's lounge and patron's lounge, thus avoiding removal of historic materials and features. Further, the new work would be reversible and would not impact the historic character of these spaces.

Balcony: All decorative plasterwork and trim within the upper balcony, including the highly decorative oval ceiling, would be repaired and preserved. The new staircases and elevator lift to the upper balcony appear to be appropriate and compatible with the historic character of this area in material and design, since the new design draws from the architectural vocabulary of the theater and is simple in expression. Within the lower balcony theaters, the existing historic ceiling would be mothballed, repaired and encapsulated behind a new ceiling, thus preserving original historic materials. Other alterations, including the construction of the tiered platforms for seating within the lower balcony, appear to be appropriate, since this alteration is reversible and would not impact the historic character of this space.

Ultimately, this new construction would not remove any identified interior character-defining features and would maintain the historic character of the interior.

Therefore, the proposed project complies with Rehabilitation Standard 2.

Standard 3: Each property will 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.

The proposed project does not include the addition of conjectural elements or architectural features from other buildings. New work does not create a false sense of historical development and would be contemporary in character or based upon historic documentation.

Therefore, the proposed project complies with Rehabilitation Standard 3.

Standard 4: Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

The proposed project does not involve alterations to the subject building, which have acquired significance in their own right. Both the original design by the Reid Brothers and subsequent alterations by Timothy Pflueger are considered significant and contribute to the building's historic character and significance. Other alterations, including the concealment of the Reid Brothers-designed vestibule with ceramic wall tiles and dropped acoustic ceiling panels, occurred in the 1960s, and not significant. The concealed historic ceiling will be retained and repaired, and reconstructed, if heavily deteriorated. Similarly, the decorative plaster ceiling designed by Timothy Pflueger would be retained and repaired.

Therefore, the proposed project complies with Rehabilitation Standard 4.

Standard 5: Distinctive features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved.

The proposed project would preserve distinctive features, finishes and construction techniques, including the distinctive pylon sign, marquee, interior plaster ornamentation, and other interior character-defining features. Within the interior, the project would seismically upgrade the unreinforced masonry walls of the vestibule and promenade lobby with new shotcrete walls and a steel moment frame. To accommodate this work, the interior plaster ornamentation and detailing would be documented, removed and reconstructed back in place. The new shotcrete walls would add approximately eight inches to the thickness of the vestibule and promenade lobby walls, and would impact the decorative ceiling and existing decorative plasterwork. Prior to the removal of these decorative features, all plaster work and decorative elements (which are severely deteriorated) will be documented and/or salvaged, including the existing historic mirrors. All of the historic decorative elements will be restored and reconstructed based upon photographic and documented physical evidence, including plaster molds and high resolution photography; therefore, these elements will be preserved. Ultimately, the project would retain the interior character-defining features including: double-height ceiling with mezzanine at rear, inclusive of

the Pflueger-designed ceiling; Art Deco-style ornamental metalwork at balustrades; stylized decorative plaster detailing throughout lobby; Plaster moldings imprinted with a Greek key motif; stacked lozenge-shaped mirrors; cast plaster cornice moldings in a series of patterns including stylized floral motifs and the faces of Greek muses; ceiling ornament of stylized floral motifs including tulips, pineapples, and daisies; plaster zigzag patterned ceiling moldings recall Maya temple detailing; recessed "light coves" below lobby ceiling; ceiling medallions; and etched glass panel doors to auditorium inscribed with Art Deco-style motifs. Many of these elements will be restored, reconstructed, and/or reinstalled back in place, based upon photographic and documented physical evidence. Further, the project would salvage the murals in the promenade lobby and display them adjacent to the original projection booth and within the mezzanine of the promenade lobby.

Therefore, the proposed project complies with Rehabilitation Standard 5.

Standard 6: Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacements of a distinctive feature, the new feature will 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.

The New Mission Theater has been vacant for nearly a decade and many historic features are severely deteriorated, and are in need of repair. The proposed project includes a program of extensive repair of these deteriorated features, and would employ a strategy of repair over replacement; where the replacement of distinctive features is required due to severe deterioration, new elements will match the old. On the exterior, the Mission Street façade would be cleaned and re-painted, and the pylon sign and marquee would be repaired and restored. Within the interior, decorative plaster element would be repaired, restored or reconstructed depending on the condition of the plaster. Within the vestibule, the concealed historic ceiling would be uncovered, revealed, and repaired, and new decorative plaster walls would be restored in this area based on the original Reid Brothers design. Other deteriorated historic features in the auditorium, patrons' lounge, and balcony would be cleaned, repaired, repainted, and restored, as necessary. The repair program would be guided by a qualified architectural conservator and the specifications included within the project description. Overall, the project follows an ethos of repair over replacement, and reconstruction in-kind, thus preserving the building's historic character and integrity.

Therefore, the proposed project complies with Rehabilitation Standard 6.

Standard 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.

The proposed project does not include any chemical or physical treatments that may cause damage to historic materials. If the project calls for chemical and physical treatments, they shall be applied using the gentlest means possible, and would require further review by Planning Department

Preservation Staff. However, to date, the project does not identify any chemical or physical treatments as part of the proposed project.

Therefore, the proposed project complies with Rehabilitation Standard 7.

Standard 8: Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures will be undertaken.

The proposed project does not include any major excavation work, and no archaeological resources are expected to be encountered. Some foundation work associated with the seismic strengthening that is to be completed, and a new equipment lift will be installed in the orchestra pit. If any archaeological material should be encountered during this project, construction will be halted and proper mitigation undertaken.

Therefore, the proposed project complies with Rehabilitation Standard 8.

Standard 9: New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

The proposed project does not include any new additions.

Along Mission Street, exterior alterations would be limited to repair and restoration of the exterior façade elements, such as repair of the pylon sign and marquee, and installation of a new metal security grille. This new metal security grille would be designed to match with the historic character of the exterior in material and finish. Along Bartlett Street, exterior alterations would include the installation of code-compliant egress stairs and a concrete wall providing egress at the sidewalk. These alterations occur on secondary, unadorned facades; would not destroy historic materials, features, or spatial relationships; and would not visible from any immediate public right of way.

In the interior, the proposed project would construct two full-height shotcrete shear walls and a steel seismic moment frame in the vestibule/promenade lobby as part of the seismic retrofit. These shear walls would be resurfaced to match the original plaster elements. This treatment would differentiate the seismic improvements from the historic materials, since the reconstructed elements would be located approximately four inches from their original location. Similarly, the design of the lower balcony extension would be differentiated from the historic building by exposing the original location of the balcony edge and by hanging a curtain on the auditorium side of the new wall. Care has been taken at the new walls and dropped ceiling of the lower balcony to conceal the connection points at the historic walls and ceiling as seen from the main auditorium below, thereby limiting disruptions to the building's significant interior volume. At the upper balcony, a new wall would enclose the auditorium and would be constructed below an

existing dropped beam and away from the highly ornamental domed ceiling, thereby preserving the character-defining features and volume of the upper balcony. New tiered platforms for seating in all five auditoriums would be additive and would be constructed over the existing trays or sloped floor. Generally, most of the new work is additive in nature and does not involve the removal of historic materials or finishes.

Overall, the proposed project maintains the historic integrity of the subject property and introduces elements which are compatible with the property's overall size, scale and architectural features. New work is undertaken sensitively and is designed to be compatible with the existing historic features.

Therefore, the proposed project complies with Rehabilitation Standard 9.

Standard 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.

The proposed project does not include any new exterior additions. The proposed project includes new construction of full-height shotcrete shear walls and a steel seismic moment frame in the promenade lobby. In order to preserve the ornate interior spaces, the seismic retrofit component have been designed to affect as little historic fabric as possible. The proposed seismic scheme is necessary to prevent the further deterioration of the building and is an acceptable treatment. Typically, seismic retrofits are not considered reversible alterations, but are necessary for life safety. All other alterations, including the new auditoriums, kitchen, bar, and new amenities, are designed in such a manner that if removed in the future, the essential form and integrity of the subject property would be unimpaired. This new construction preserves the exterior and interior character-defining features of the subject property, and would not impact the overall integrity of the landmark.

Therefore, the proposed project complies with Rehabilitation Standard 10.

Summary: The Department finds that the overall project is consistent with the *Secretary of the Interior Standards for Rehabilitation*.

PUBLIC/NEIGHBORHOOD INPUT

As of December 12, 2012, the Department has received three letters in support of the theater rehabilitation (see attached).

ISSUES & OTHER CONSIDERATIONS

Constructed in 1910, the New Mission Theater at 2554 Mission Street (also addressed as 2550 Mission Street) is located on the west side of Mission Street between 21st and 22nd Streets (Assessor's Block 3616, Lot 007). The New Mission Theater is designated as City Landmark No. 245 in Article 10 of the San

Francisco Planning Code, and is also listed in the National Register of Historic Places (National Register). The New Mission Theater is significant under National Register Criterion C (Design/Construction) as the best surviving example of an early twentieth century movie palace in the Mission District and one of only a handful of surviving in San Francisco with any degree of integrity. In addition, the property is significant as the work of two regionally significant architectural firms: the Reid Brothers and Miller & Pflueger (Timothy Pflueger). Finally, as noted within the designating ordinance (Ordinance No. 87-04), the New Mission Theater is significant under National Register Criterion A (Events) for its association with the establishment and evolution of the Mission District's vaudeville and movie house district during the first half of the twentieth century.

As noted within the landmark designation ordinance, the character-defining features include:

Exterior
- Art Deco façade
- Free-Standing 70-foot pylon sign with neon tubes spelling out "New Mission"
- Cantilevered marquee
- Streamlined parapet

Interior-Promenade Lobby
- Double-height ceiling with mezzanine at rear
- Art Deco-style ornamental metalwork at balustrades
- Stylized decorative plaster detailing throughout lobby
- Plaster moldings imprinted with a Greek key motif
- Stacked lozenge-shaped mirrors
- Cast plaster cornice moldings in a series of patterns including stylized floral motifs and the faces of Greek muses
- Ceiling ornament of stylized floral motifs including tulips, pineapples, and daisies
- Plaster zigzag patterned ceiling moldings recall Maya temple detailing
- Recessed "light coves" below lobby ceiling
- Ceiling medallions
- Etched glass panel doors to auditorium inscribed with Art Deco-style motifs[3]

Interior-Auditorium
- Auditorium with over-scaled Neoclassical and Renaissance architectural elements
- Monumental proscenium arch flanked by a pair of gilded and fluted Corinthian columns and Composite pilasters
- Projection booth
- Shallow niches containing urn-shaped floodlights
- Cast plaster medallions
- Ornamental plaster moldings and raised panels on the side walls
- Decorative frieze of urns and garlands
- Denticulated cornice

[3] The Project Architect reported that one pair of historic doors remains in place and the other two pairs of doors are missing. It is believed that the doors remain at the project site.

- Coffered ceiling with deep reveals

Interior-Patrons' Lounge
- Ornate Corinthian pilasters with decorative classical frieze and cornice
- Coffered ceiling
- Venetian Renaissance Revival arcade along the north wall

Interior-Balcony
- Parapet adorned with a frieze consisting of garlands and urns
- Suspended plaster domed ceiling with heavily decorated ribs and decorative cast metal grilles
- Scalloped parapet along the south edge of the balcony

As part of the project's environmental review, the Architectural Review Committee (ARC) reviewed the proposed project on February 15, 2012. On April 19, 2012, the Architectural Review Committee provided a memo to the Project Sponsor outlining their comments and recommendations (see attached). The Project Sponsor has responded to these comments and has incorporated most of their recommendations into the proposed project, as described below.

STAFF ANALYSIS

Included as an exhibit are architectural drawings (plans, elevations and sections, dated December 11, 2012) of the existing building and the proposed project. Based on the requirements of Article 10 and the *Secretary of Interior's Standards*, staff has determined the following:

Exterior:
The proposed project would maintain and restore the character-defining elements on the exterior, including the Art Deco façade; free-standing pylon sign with neon tubes spelling out "New Mission;" cantilevered marquee; and streamlined parapet. As part of the repair and preservation of the exterior, the project would repaint the sheet metal elements on the exterior, including the pylon sign and marquee, as well as repair and repaint the exterior concrete walls. The repair and repainting treatment calls for hand-scraping of any loose paint, cleaning with a mild detergent, application of a rust inhibiting primer coat, and application of a finish coat. The repair of the concrete walls would include sealing small hairline cracks, repairing larger concrete cracks, and repainting the exterior walls. The repair and repainting of the exterior appears to be appropriate, since this treatment would not impact or damage any character-defining features or call for inappropriate means or methods. Further, the project would restore existing neon tubes and fixtures, and update the historic pylon sign to working condition. [See Drawing Sheet A-5.1, A-5.2, A-5.3]

To ensure this work is consistent with *Secretary of the Interior's Standards for Rehabilitation* and other applicable preservation guidelines, the Department recommends the following conditions of approval:

- As part of the Architectural Addendum, the Project Sponsor shall provide a mock-up of the neon lighting restoration and paint scheme for marquee and pylon sign for review and approval by Planning Department Preservation Staff. The restoration of the neon lighting and exterior paint

scheme should be based upon historical precedent, and accurately reflect the theater's period of significance.

- As part of the Architectural Addendum, the Project Sponsor shall submit detailed specifications for repair, maintenance, restoration and reconstruction of the character-defining features for review and approval by Planning Department Preservation Staff. The detailed specifications shall clearly identify the proposed treatments and methods for repair, restoration and reconstruction. Due to the current state and condition of the interior, many of the project's character-defining features require special treatment. To ensure that the outlined treatment is consistent with national, state and local guidelines, Planning Department Preservation Staff shall review and approval the specifications for the proposed project.

On the exterior, the only new exterior features will be a new metal security grille located along Mission Street. The new metal security grilles will consist of a drop down anodized aluminum grille. This new security grille would allow for visibility into the promenade lobby and would feature a compatible material and finish. Overall, the new security grille would not impact any character-defining features on the exterior, and would not detract from the theater's overall architectural feature. [See Drawing Sheets A-2.1, A-3.1, A-7.1,]

Most of the other alterations on the exterior occur on non-historic portions or secondary facades, which are not visible and/or are currently unadorned. In particular, the alterations on the north and west (Bartlett Street) façades, including the removal and replacement of exterior stairs and doors, do not impact the building's overall historic character and do not remove character-defining features. These alterations are compatible with the overall historic character of the landmark, since they occur on non-visible facades and are consistent with the materials and finishes of these facades. [See Drawing Sheets A-1.1, A2.2, A-3.1]

Overall, the Department finds the exterior alterations to be compatible with the landmark and its character-defining features, since the project would preserve and repair exterior character-defining features and restore important exterior elements to working condition.

Interior – Vestibule/Promenade Lobby:
The proposed project includes a seismic upgrade to the interior unreinforced masonry walls of the vestibule and promenade lobby through new shotcrete walls and a steel moment frame, as well as a repair, rehabilitation and reconstruction scheme for the interior finishes and features. To accommodate this work, the interior finishes within the vestibule/promenade lobby would be removed, including the non-historic ceramic tile floor, the non-historic dropped acoustic ceiling, and the historic plaster ornamentation and detailing located on the walls. The concealed historic plaster on the ceiling would remain in place, and be repaired or restored, if necessary. The new shotcrete walls would add approximately eight inches to the thickness of the vestibule and promenade lobby walls, and would impact the decorative ceiling and existing decorative plasterwork. However, all of the historic and character-defining plaster ornamentation and decorative features/finishes on the walls would be reconstructed and/or reinstalled, including the stylized decorative plaster detailing, plaster moldings imprinted with a Greek key motif, and stacked lozenge-shaped mirrors. Prior to the removal of these decorative features, all plaster work and decorative elements will be documented and/or salvaged,

including the existing historic mirrors and ceiling. The Department recognizes the constraints entailed with the seismic upgrade of this feature and the efforts to achieve an appropriate restoration and reconstruction of these architectural features—many of which are severely deteriorated. This aspect of the project appears appropriate, since all of the historic decorative elements will be repaired, restored and/or reconstructed based upon photographic and documented physical evidence, including plaster molds and high resolution photography. [See Drawing Sheets A-1.1, A-1.2, A-1.4, A-6.1, A-7.2]

To ensure this work is consistent with *Secretary of the Interior's Standards for Rehabilitation* and other applicable preservation guidelines, the Department recommends the following conditions of approval:

- Prior to approval of the Site Permit, the Project Sponsor shall provide detailed information on the salvage and documentation plan for the vestibule, promenade lobby, main auditorium and balcony for review and approval by Planning Department Preservation Staff. Specifically, the Project Sponsor shall provide photographs and detailed measurements of the plaster elements to be removed and reconstructed within the vestibule, promenade lobby, main auditorium and balcony. The Project Sponsor shall also provide a detailed conditions assessment to record the existing condition of the plaster elements.
- As part of the Architectural Addendum, the Project Sponsor shall provide a sample mock-up of the various reconstructed plaster elements for review and approval by Planning Department Preservation Staff. The reconstructed plaster elements shall include the reconstructed scalloped balcony edge, and a sampling of deteriorated plaster trim/features from the vestibule/promenade lobby and the main auditorium. The Department shall determine the adequacy and appropriate number of plaster mock-ups.
- As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the interior light fixtures/lighting plan for review and approval by Planning Department Preservation Staff. Since many of the historic light fixtures are damaged and/or missing, new light fixtures will need to be recreated and/or reinstalled. The Project Sponsor shall develop a lighting plan, which accommodates for historically-accurate lighting.

As noted above, the proposed project would remove the non-historic finishes within the vestibule, including the dropped acoustic ceiling tile and ceramic tile flooring, and would reconstruct the finishes and ceiling within the vestibule according to the 1916 design by the Reid Brothers. This reconstruction includes new plasterwork and trim based upon original historic drawings by the Reid Brothers. This reconstruction is undertaken with sufficient historical evidence, and would not impact any character-defining features of the New Mission Theater. Further, the new wood doors would be installed between the vestibule and promenade lobby. These new doors are designed to be historically appropriate, and are designed to be compatible and consistent with the architectural vocabulary of the interior. [See Drawing Sheet A-6.1]

To ensure this work is consistent with *Secretary of the Interior's Standards for Rehabilitation* and other applicable preservation guidelines, the Department recommends the following conditions of approval:

- As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the paint scheme for the vestibule and promenade lobby for review and approval by Planning

Department Preservation Staff. Due to the seismic retrofit, these two areas would be larger reconstructed. The paint scheme should be historically accurate and based upon documentary evidence, as determined by Department staff and a qualified architectural paint conservator.

Other alterations in vestibule/promenade lobby, including the removal of non-historic elements, salvage of the historic murals and mirrors, and the construction of new ticket counters, appear to be appropriate, since these alterations would not impact the overall historic character of these spaces and would be compatible with the overall character and architectural vocabulary of the theater. The salvaged and restored murals from the promenade lobby would be displayed adjacent to the original projection booth and within panels in the mezzanine level of the promenade lobby, thus maintaining proximity to their original location. [See Drawing Sheet A-6.1]

To ensure this work is consistent with *Secretary of the Interior's Standards for Rehabilitation* and other applicable preservation guidelines, the Department recommends the following conditions of approval:

1. As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the salvage and documentation plan of the promenade lobby murals for review and approval by Planning Department Preservation Staff. For the salvaged murals, the Project Sponsor shall maintain proximity to the original location of the murals within the promenade lobby. The Department shall review the proposed locations.

Overall, the Department finds the seismic upgrade and interior alterations to the vestibule/promenade lobby to be generally compatible with the landmark and its character-defining features, since the project would provide for longer term protection of a landmark through an appropriate seismic upgrade and would retain, repair, restore and/or reconstruct deteriorated character-defining features.

Interior – Main Auditorium:
The proposed project would subdivide the main auditorium into five separate theaters: the main auditorium theater (Auditorium No. 1), three theaters within the lower balcony (Auditorium Nos. 2, 3, and 4), and a theater within the upper balcony (Auditorium No. 5). [See Drawing Sheets A-1.1, A-1.3, A-1.4, A-2.1, A-2.3, A-2.4, A-2.5, A-3.2, A-6.4, A-6.5, A-6.6, A-7.3]

Although the volume of the auditorium would be reduced by the extension of the lower balcony and the insertion of the new theaters, the project maintains a sense of the auditorium's triple-height space and also retains important characteristics of this interior. All of the historic decorative features within the interior of the main auditorium would be retained, repaired, restored and/or reconstructed, if heavily deteriorated. According to the outline specifications, the decorative plaster restoration would include: documentation of the existing molded and cast plaster decorations through photography and measured drawings of cast plaster and molded plaster profiles; repair of cracks, chips, spalls, losses and other deficiencies; and replication of molded decorative plaster elements, which would be either removed for the seismic retrofit or removed due to extensively damage. Along the east and west walls of the main auditorium, the extension of the balcony would have a minimally impact upon the decorative plaster, since this plaster work would be reconstructed in a similar condition as other plaster work on the east and west walls. The west and east ends of the extended lower balcony would feature a return to avoid impacting the highly decorative plaster panels. Overall, these alterations maintain the main auditorium's

historic character by retaining, repair and/or reconstructing character-defining features, and inserting new features, which are compatible with the architectural vocabulary of this space.

At the floor level, the proposed project calls for the removal of the original doors along the south wall of the main auditorium, and the installation of new infill wall. Since this treatment involves the removal of a character-defining feature, the Department has included a condition of approval specifying the retention of these doors in place, removing the door hardware and operation, and installing an alternate fire barrier. [See Drawing Sheet A-5.3, A-7.3]

To ensure this work is consistent with *Secretary of the Interior's Standards for Rehabilitation* and other applicable preservation guidelines, the Department recommends the following conditions of approval:

- Prior to approval of the Site Permit, the Project Sponsor shall revise the architectural drawings to maintain the historic doors on the south wall of the main auditorium. Since these doors are a character-defining feature of the theater, they should be retained and preserved. The Project Sponsor shall review and approve the proposed treatment of these doors with Planning Department Preservation Staff. The Project Sponsor may consider removing the hardware and operation of these doors.

Other alterations, including the construction of new interior walls between the main auditorium and lobby, insertion of new seating, and the extension of the stage to align with the orchestra pit, would not severely impact the historic character of the main auditorium, would not impact any character-defining features, and would be constructed behind the existing half wall. These new walls would be draped with a heavy plush fabric that would be compatible with the overall character of this space. Overall, these alterations assist in maintaining the historic character of the main auditorium, as well as a semblance of the original volume and form. [See Drawing Sheet A-1.4, A-2.1, A3.2]

Overall, the Department finds the treatment of the main auditorium to be compatible with the landmark and its character-defining features, since the project would retain, repair, restore and/or reconstruct interior character-defining features and provide for a clear reading of the auditorium's original spatial configuration and historic character.

Interior – Projection Booth:
The proposed project would convert the existing historic projection booth into a bar, and would cut new openings within the north, east, and south walls. All decorative plasterwork and trim, including the ornate swags, cornices, and panels, would be retained, repaired, restored and/or reconstructed, if heavily deteriorated. The new openings would be cut below the frieze panels. Further, the elevated floor and interior walls of the projection booth would be removed. All of this work retains the primary characteristics of the projection booth, would be compatible with the landmark, and would not impact the overall historic character of this space. [See Drawing Sheets A-2.1, A-3.2, A-6.2]

Overall, the Department finds the treatment of the projection booth to be generally compatible with the landmark and its character-defining features, since the project would retain the projection booth, its spatial relationship to the main auditorium, and its significant ornamentation, including the frieze panels and trim.

Interior – Patron's Lounge and Women's Lounge:
The proposed project would reduce the size of the patron's lounge, which would be subdivided into a lounge area for theater patrons and a commercial kitchen. The women's lounge would be converted and reconfigured into space for the commercial kitchen and a new wall would be constructed between the lobby and the kitchen (to the west of the projection booth). This new wall would consist of a recessed panel plaster wall with clear glazed panels to allow for view of the adjacent historic stair. Further, this new wall would be open to above and would rise to approximately 8-ft 3-in in height, thus allowing for visual spatial connection between the patron's lounge and commercial kitchen. All decorative plasterwork and trim within these areas would be retained and repaired. Within the commercial kitchen, portions of the existing historic wall will be removed below the decorative frieze panels, which would be retained and repaired. The outline specifications describe kitchen area protection criteria to ensure that the new commercial kitchen does not impact historic decorative plasterwork within the former patron's lounge and women's lounge. Finally, the historic staircase leading up to the mezzanine level would be retained and preserved, though a portion of the staircase would only be accessible from the kitchen area. Portions of the promenade lobby murals would be on display on the new wall between the lobby and the kitchen. [See Drawing Sheets A-2.1, A-5.2, A-6.2, A-6.3]

To ensure this work is consistent with *Secretary of the Interior's Standards for Rehabilitation* and other applicable preservation guidelines, the Department recommends the following conditions of approval:

- As part of the Architectural Addendum, the Project Sponsor shall submit detailed specifications for repair, maintenance, restoration and reconstruction of the character-defining features for review and approval by Planning Department Preservation Staff. The detailed specifications shall clearly identify the proposed treatments and methods for repair, restoration and reconstruction. Due to the current state and condition of the interior, many of the project's character-defining features require special treatment. To ensure that the outlined treatment is consistent with national, state and local guidelines, Planning Department Preservation Staff shall review and approval the specifications for the proposed project.

Overall, the Department finds the treatment of the patron's lounge and women's lounge to be generally compatible with the landmark and its character-defining features, since interior character-defining features would be preserved, repaired, restored and/or reconstructed, if heavily deteriorated. Further, the new work within this area is sensitive to the historic fabric and provides for a compatible new use and design.

Interior – Mezzanine:
The proposed project would maintain the mezzanine level in its current configuration and would rehabilitate the restrooms on this level. The restrooms finishes and fixtures have not been identified as character-defining features. All decorative plasterwork and trim within this area would be retained and repaired. [See Drawing Sheet A-1.2, A-1.5, A-2.2. A-3.2]

In response to comments from the Architectural Review Committee, the Project Sponsor has prepared documentation of the existing mezzanine restrooms. [See Drawing Sheet A-1.5]

Overall, the Department finds the treatment of the mezzanine to be generally compatible with the landmark and its character-defining features, since the restroom does not possess any character-defining features.

Interior – Balcony:
As noted earlier, the proposed project would extend and subdivide the existing balcony to accommodate four theaters: three theaters on the lower balcony and one theater within the upper balcony.

Within the lower balcony, the project would construct three small theaters (Auditorium No. 2, No. 3 and No. 4), as well as a tiered platform for the new theater seating. The lower balcony would be extended by approximately 15-ft 6-in, and the scalloped edge would be documented, reconstructed and reinstalled on the balcony extension. To demarcate the location of the original balcony, the project includes a reveal and curved detail on the underside of the lower balcony. This detail assists in memorializing the location of the original scalloped balcony edge. The new west wall constructed from the lower balcony to the ceiling would be angled and sloped, so as to minimize contact and avoid damaging historic plaster ornamentation on the main auditorium ceiling. In addition, the angled and sloped ceiling assists in maintaining the sense of the original size and scale of the main auditorium. The existing historic ceiling would be documented, mothballed, repaired and encapsulated behind a new dropped ceiling. The denticulated cornice and other plasterwork would be repaired and left exposed within Auditorium No. 2 and No. 4. Other new interior walls would be constructed on the balcony level between the lower balcony, second floor corridor, and upper balcony. The new interior walls align to existing ceiling beams, and do not impact any historic plasterwork. Overall, this aspect of the project appears to be appropriate, since it accommodates for the new expanded theater use, while also maintaining the theater's historic character and recognizing original features. The project would retain and/or reconstruct character-defining features, and also allow for a reading of the theater's historic character, as evidenced by the exposed walls within Auditoriums Nos. 2 and 4. The new alterations would provide for a longer-term protection of the ceiling through a mothball and encapsulation program. Although the project would alter a character-defining feature, the lower balcony would still contribute to the theater's overall historic character. The balcony reconstruction includes details that memorialize the original scalloped edge and balcony location. [See Drawing Sheets A-1.1, A-1.3, A-1.4, A-2.1, A-2.3, A-2.4, A-2.5, A-3.2, A-6.4, A-6.5, A-6.6, A-7.3]

To ensure this work is consistent with *Secretary of the Interior's Standards for Rehabilitation* and other applicable preservation guidelines, the Department recommends the following conditions of approval:

- As part of the Architectural Addendum, the Project Sponsor shall provide a sample mock-up of the various reconstructed plaster elements for review and approval by Planning Department Preservation Staff. The reconstructed plaster elements shall include the reconstructed scalloped balcony edge, and a sampling of deteriorated plaster trim/features from the vestibule/promenade lobby and the main auditorium. The Department shall determine the adequacy and appropriate number of plaster mock-ups.

The project would also re-open the staircase from the second floor to the mezzanine level of the promenade lobby. In addition, the project would construct new elements within the newly formed second floor corridor, such as new staircases and accessibility lift to the upper balcony theater

(Auditorium No. 5), new restrooms and a new elevator. All decorative plasterwork and trim within the upper balcony, including the highly decorative oval ceiling, would be retained, repaired, restored and/or reconstructed, if heavily deteriorated. The new staircases and elevator lift to the upper balcony would be compatible with the historic character of this area in material and design. Overall, these alterations are consistent and compatible with the landmark, since they are simple in design, draw from the architectural vocabulary of the theater, and allow for a clear reading of the upper balcony and other character-defining features of the second floor. The upper balcony treatment retains the important character-defining features, such as the decorative plasterwork on the walls and ceilings. Further, the balconies would altered in such a manner, which would recognize their original condition and design, while providing for a new compatible use that is respectfully of important historic materials and finishes. [See Drawing Sheets A-1.3, A-2.3, A-3.2, A-6.3, A-6.5]

Overall, the Department finds the treatment of the balcony to be generally compatible with the landmark and its character-defining features. The balcony treatment would preserve, repair, restore or reconstruct deteriorated features on the walls and ceilings, while providing for new construction that is compatible with the materials and style of historic features.

Interior – Utilitarian Upgrades:
The proposed project includes a number of utilitarian upgrades, including the installation of a new equipment lift in the basement, construction of new walls to support the new stage in the main auditorium, installation of a new elevator for access to the balcony level, and installation of a new fire suppression system. The location of the new elevator appears to be appropriate and will not impact any interior character-defining features. Further, the equipment lift and new basement walls do not appear to impact any of the landmark's character-defining features. Information on the fire suppression system and the location of sprinkler heads has not been determined; however, the system shall be designed by a qualified professional with experience with historic theaters, who shall work closely with the Preservation Architect and Architect of Record. [See Drawing Sheets A-5.2, E/M-1, E/M-2, E/M-3]

To ensure this work is consistent with *Secretary of the Interior's Standards for Rehabilitation* and other applicable preservation guidelines, the Department recommends the following conditions of approval:

- As part of the Architectural Addendum, the Project Sponsor shall provide additional information on the mechanical, electrical and plumbing upgrades, as well as the new fire suppression systems. These new upgrades shall be designed to be minimally invasive and to avoid removal of original plaster ornamentation or other character-defining features, as determined by Planning Department Preservation Staff, in consultation with a qualified historic resource consultant with demonstrated experience in theater rehabilitation. The Department shall only review these documents for landmarks purposes only.

Overall, Department finds the treatment of the utilitarian upgrades to be generally compatible with the landmark and its character-defining features, since no character-defining features are impacted by the proposed work. However, Department staff has included a condition of approval to ensure that the new utilitarian upgrade do not impact character-defining features of the landmark.

Summary:
With the recommended conditions, Department staff finds that proposed work will be in conformance with the *Secretary's Standards* and requirements of Article 10, as the proposed work shall not adversely affect the special character or special historical, architectural, or aesthetic interest or value of the landmark and its site.

CONDITIONS OF APPROVAL

To ensure that the proposed work is undertaken in conformance with this Certificate of Appropriateness, staff recommends the following conditions:

- Prior to approval of the Site Permit, the Project Sponsor shall provide detailed information on the salvage and documentation plan for the vestibule, promenade lobby, main auditorium and balcony for review and approval by Planning Department Preservation Staff. Specifically, the Project Sponsor shall provide photographs and detailed measurements of the plaster elements to be removed and reconstructed within the vestibule, promenade lobby, main auditorium and balcony. The Project Sponsor shall also provide a detailed conditions assessment to record the existing condition of the plaster elements.
- Prior to approval of the Site Permit, the Project Sponsor shall revise the architectural drawings to maintain the historic doors on the south wall of the main auditorium. Since these doors are a character-defining feature of the theater, they should be retained and preserved. The Project Sponsor shall review and approve the proposed treatment of these doors with Planning Department Preservation Staff. The Project Sponsor may consider removing the hardware and operation of these doors.
- As part of the Architectural Addendum, the Project Sponsor shall provide a mock-up of the neon lighting restoration and paint scheme for marquee and pylon sign for review and approval by Planning Department Preservation Staff. The restoration of the neon lighting and exterior paint scheme should be based upon historical precedent, and accurately reflect the theater's period of significance.
- As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the salvage and documentation plan of the promenade lobby murals for review and approval by Planning Department Preservation Staff. For the salvaged murals, the Project Sponsor shall maintain proximity to the original location of the murals within the promenade lobby. The Department shall review the proposed locations.
- As part of the Architectural Addendum, the Project Sponsor shall provide a sample mock-up of the various reconstructed plaster elements for review and approval by Planning Department Preservation Staff. The reconstructed plaster elements shall include the reconstructed scalloped balcony edge, and a sampling of deteriorated plaster trim/features from the vestibule/promenade lobby and the main auditorium. The Department shall determine the adequacy and appropriate number of plaster mock-ups.
- As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the paint scheme for the vestibule and promenade lobby for review and approval by Planning Department Preservation Staff. Due to the seismic retrofit, these two areas would be larger

reconstructed. The paint scheme should be historically accurate and based upon documentary evidence, as determined by Department staff and a qualified architectural paint conservator.

- As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the interior light fixtures/lighting plan for review and approval by Planning Department Preservation Staff. Since many of the historic light fixtures are damaged and/or missing, new light fixtures will need to be recreated and/or reinstalled. The Project Sponsor shall develop a lighting plan, which accommodates for historically-accurate lighting.
- As part of the Architectural Addendum, the Project Sponsor shall submit detailed specifications for repair, maintenance, restoration and reconstruction of the character-defining features for review and approval by Planning Department Preservation Staff. The detailed specifications shall clearly identify the proposed treatments and methods for repair, restoration and reconstruction. Due to the current state and condition of the interior, many of the project's character-defining features require special treatment. To ensure that the outlined treatment is consistent with national, state and local guidelines, Planning Department Preservation Staff shall review and approval the specifications for the proposed project.
- As part of the Architectural Addendum, the Project Sponsor shall provide additional information on the mechanical, electrical and plumbing upgrades, as well as the new fire suppression systems. These new upgrades shall be designed to be minimally invasive and to avoid removal of original plaster ornamentation or other character-defining features, as determined by Planning Department Preservation Staff, in consultation with a qualified historic resource consultant with demonstrated experience in theater rehabilitation. The Department shall only review these documents for landmarks purposes only.

ENVIRONMENTAL REVIEW STATUS

On November 21, 2012, a Preliminary Mitigated Negative Declaration (PMND), Initial Study and Community Plan Exemption for the proposed project was prepared and published for public review. The PMND, Draft Initial Study, and Community Plan Exemption was available for public comment until December 11, 2012.

PLANNING DEPARTMENT RECOMMENDATION

Planning Department staff recommends APPROVAL WITH CONDITIONS of the proposed project as it appears to meet the *Secretary of the Interior Standards for Rehabilitation* and requirements of Article 10.

ATTACHMENTS

Draft Motion
Exhibits, including Parcel Map, Sanborn Map, Zoning Map, Aerial Photos, and Site Photos
Landmark Designation Ordinance
Excerpts from Page & Turnbull, *Historic Resource Evaluation: New Mission Theater* (February 6, 2012)
Architectural Drawings
Architectural Review Committee (ARC) Memorandum (April 19, 2012)

Project Sponsor Response to ARC Memorandum
Documentation & Paint Analysis, New Mission Theatre: Promenade Entrance (February 2007)
Public Correspondence
Preliminary Mitigated Negative Declaration, Initial Study & Community Plan Exemption (Electronic Copy)

RS: G:\Documents\Certificate of Appropriateness\2006.0494A 2554-58 Mission St - New Mission Theater\CofA Case Report_2554 Mission St.doc

SAN FRANCISCO
PLANNING DEPARTMENT

Historic Preservation Commission
Draft Motion

HEARING DATE: DECEMBER 19, 2012

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Filing Date:	April 13, 2006
Case No.:	**2006.0494A**
Project Address:	**2554 MISSION STREET (NEW MISSION THEATER)**
Historic Landmark:	Landmark No. 245
Zoning:	Mission St NCT (Neighborhood Commercial Transit) Zoning District 85-X Height and Bulk District
Block/Lot:	3616/007
Applicant:	Andrew J. Junius, Reuben & Junius One Bush Street, Ste. 600 San Francisco, CA 94104
Staff Contact	Richard Sucre - (415) 575-9108 richard.sucre@sfgov.org
Reviewed By	Timothy Frye – (415) 575-6822 tim.frye@sfgov.org

ADOPTING FINDINGS FOR A CERTIFICATE OF APPROPRIATENESS FOR PROPOSED WORK DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 10, TO MEET THE STANDARDS OF ARTICLE 10 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PROPERTY DESIGNATED AS LANDMARK NO. 245 LOCATED ON LOT 007 IN ASSESSOR'S BLOCK 3616, WITHIN THE MISSION ST NCT (NEIGHBORHOOD COMMERCIAL TRANSIT) ZONING DISTRICT AND 85-X HEIGHT AND BULK DISTRICT.

PREAMBLE

WHEREAS, on April 13, 2006, Andrew Junius of Reuben & Junius on behalf of Gus Murad & Associates, LLC c/o Dean Givas of Oyster Development Corp. (Property Owner) filed an application with the San Francisco Planning Department (Department) for a Certificate of Appropriateness for a change of use and exterior and interior alterations to the subject property located on Lot 007 in Assessor's Block 3616.

WHEREAS, the Project underwent environmental review for the California Environmental Quality Act (CEQA) though a Preliminary Mitigated Negative Declaration, Initial Study and Community Plan Exemption. The Historic Preservation Commission (hereinafter "Commission") has reviewed and concurs with said determination.

WHEREAS, on December 19, 2012, the Commission conducted a duly noticed public hearing on the current project, Case No. 2006.0494 (Project) for its appropriateness.

WHEREAS, in reviewing the Application, the Commission has had available for its review and consideration case reports, plans, and other materials pertaining to the Project contained in the Department's case files, has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

MOVED, that the Commission hereby grants a Certificate of Appropriateness with conditions, in conformance with the project information dated December 11, 2012 and labeled Exhibit A on file in the docket for Case No. 2006.0494A based on the following findings:

CONDITIONS OF APPROVAL

To ensure that the proposed work is undertaken in conformance with this Certificate of Appropriateness, staff recommends the following conditions:

- Prior to approval of the Site Permit, the Project Sponsor shall provide detailed information on the salvage and documentation plan for the vestibule, promenade lobby, main auditorium and balcony for review and approval by Planning Department Preservation Staff. Specifically, the Project Sponsor shall provide photographs and detailed measurements of the plaster elements to be removed and reconstructed within the vestibule, promenade lobby, main auditorium and balcony. The Project Sponsor shall also provide a detailed conditions assessment to record the existing condition of the plaster elements.
- Prior to approval of the Site Permit, the Project Sponsor shall revise the architectural drawings to maintain the historic doors on the south wall of the main auditorium. Since these doors are a character-defining feature of the theater, they should be retained and preserved. The Project Sponsor shall review and approve the proposed treatment of these doors with Planning Department Preservation Staff. The Project Sponsor may consider removing the hardware and operation of these doors.
- As part of the Architectural Addendum, the Project Sponsor shall provide a mock-up of the neon lighting restoration and paint scheme for marquee and pylon sign for review and approval by Planning Department Preservation Staff. The restoration of the neon lighting and exterior paint scheme should be based upon historical precedent, and accurately reflect the theater's period of significance.
- As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the salvage and documentation plan of the promenade lobby murals for review and approval by Planning Department Preservation Staff. For the salvaged murals, the Project Sponsor shall maintain proximity to the original location of the murals within the promenade lobby. The Department shall review the proposed locations.
- As part of the Architectural Addendum, the Project Sponsor shall provide a sample mock-up of the various reconstructed plaster elements for review and approval by Planning Department Preservation Staff. The reconstructed plaster elements shall include the reconstructed scalloped balcony edge, and a sampling of deteriorated plaster trim/features from the vestibule/promenade lobby and the main auditorium. The Department shall determine the adequacy and appropriate number of plaster mock-ups.

- As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the paint scheme for the vestibule and promenade lobby for review and approval by Planning Department Preservation Staff. Due to the seismic retrofit, these two areas would be larger reconstructed. The paint scheme should be historically accurate and based upon documentary evidence, as determined by Department staff and a qualified architectural paint conservator.
- As part of the Architectural Addendum, the Project Sponsor shall provide detailed information on the interior light fixtures/lighting plan for review and approval by Planning Department Preservation Staff. Since many of the historic light fixtures are damaged and/or missing, new light fixtures will need to be recreated and/or reinstalled. The Project Sponsor shall develop a lighting plan, which accommodates for historically-accurate lighting.
- As part of the Architectural Addendum, the Project Sponsor shall submit detailed specifications for repair, maintenance, restoration and reconstruction of the character-defining features for review and approval by Planning Department Preservation Staff. The detailed specifications shall clearly identify the proposed treatments and methods for repair, restoration and reconstruction. Due to the current state and condition of the interior, many of the project's character-defining features require special treatment. To ensure that the outlined treatment is consistent with national, state and local guidelines, Planning Department Preservation Staff shall review and approval the specifications for the proposed project.
- As part of the Architectural Addendum, the Project Sponsor shall provide additional information on the mechanical, electrical and plumbing upgrades, as well as the new fire suppression systems. These new upgrades shall be designed to be minimally invasive and to avoid removal of original plaster ornamentation or other character-defining features, as determined by Planning Department Preservation Staff, in consultation with a qualified historic resource consultant with demonstrated experience in theater rehabilitation. The Department shall only review these documents for landmarks purposes only.

FINDINGS

Having reviewed all the materials identified in the recitals above and having heard oral testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and also constitute findings of the Commission.

2. Findings pursuant to Article 10:

   The Historical Preservation Commission has determined that the proposed work is compatible with the character of Landmark No. 245 as described in Article 10 of the Planning Code.

   - That the exterior alterations would preserve the exterior character-defining elements, and would rehabilitate and restore deteriorated features, including the neon lighting, pylon sign, and marquee.

- That interior alterations to character-defining features would respect the overall historic character of the theater and be appropriately retained, repaired, restored and/or reconstructed according to national, state and local guidelines.
- That reconstructed features, including the scalloped balcony edge and plaster trim/ ornamentation in the vestibule, promenade lobby and main auditorium, are based upon documentary evidence or historic photographs.
- That the subdivision of the main auditorium, lower balcony and upper balcony from one theater into five theaters appropriately maintains the historic character of the interior, and provides for minimal impact upon important interior character-defining features.
- That new interior elements are compatible and sensitive to the historic character and architectural design of the historic theater, as identified within the landmark designation ordinance.
- That the essential form and integrity of the landmark and its environment would be unimpaired if the alterations were removed at a future date.
- That the proposal respects the character-defining features of Landmark No. 245.
- The proposed project meets the requirements of Article 10.
- The proposed project meets the *Secretary of the Interior's Standards for Rehabilitation*, including:

Standard 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.

Standard 5.
Distinctive features, finishes, and construction techniques or examples of fine craftsmanship that characterize a property will be preserved.

Standard 9.
New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

Standard 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.

3. **General Plan Compliance.** The proposed Certificate of Appropriateness is, on balance, consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

THE URBAN DESIGN ELEMENT CONCERNS THE PHYSICAL CHARACTER AND ORDER OF THE CITY, AND THE RELATIONSHIP BETWEEN PEOPLE AND THEIR ENVIRONMENT.

GOALS

The Urban Design Element is concerned both with development and with preservation. It is a concerted effort to recognize the positive attributes of the city, to enhance and conserve those attributes, and to improve the living environment where it is less than satisfactory. The Plan is a definition of quality, a definition based upon human needs.

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.3

Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

POLICY 2.5

Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.

POLICY 2.7

Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco's visual form and character.

The goal of a Certificate of Appropriateness is to provide additional oversight for buildings and districts that are architecturally or culturally significant to the City in order to protect the qualities that are associated with that significance.

The proposed project qualifies for a Certificate of Appropriateness and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the Landmark No. 245 for the future enjoyment and education of San Francisco residents and visitors.

4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:

A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

The theater rehabilitation project will not have any impact on any existing neighborhood serving retail uses. Currently, the theater is vacant and does not possess any retail use.

B) The existing housing and neighborhood character will be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods:

The theater rehabilitation project will strengthen neighborhood character by respecting the character-defining features of Landmark No. 245 in conformance with the Secretary of the Interior's Standards for Rehabilitation.

C) The City's supply of affordable housing will be preserved and enhanced:

The theater rehabilitation project will have no impact to housing supply.

D) The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

The theater rehabilitation project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking. The theater rehabilitation project does not include any parking, and the surrounding area is well-served by public transportation.

E) A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:

The theater rehabilitation project will enhance the area's service sector jobs by providing for new employment opportunities with the new theater. The theater will draw new visitors to the neighborhood, who may frequent nearby restaurants, bars and other businesses.

F) The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

Preparedness against injury and loss of life in an earthquake is unaffected by the proposed work. The theater rehabilitation project includes a seismic upgrade, which will be executed in compliance with all applicable construction and safety measures.

G) That landmark and historic buildings will be preserved:

The theater rehabilitation project is in conformance with Article 10 of the Planning Code and the Secretary of the Interior's Standards for Rehabilitation.

H) Parks and open space and their access to sunlight and vistas will be protected from development:

The theater rehabilitation project will not impact the access to sunlight or vistas for parks and open space.

5. For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 10, meets the standards of Article 10, and the *Secretary of Interior's Standards for Rehabilitation*, General Plan and Prop M findings of the Planning Code.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS WITH CONDITIONS a Certificate of Appropriateness** for the property located at Lot 007 in Assessor's Block 3616 for proposed work in conformance with the project information dated December 11, 2012, labeled Exhibit A on file in the docket for Case No. 2006.0494A.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Certificate of Appropriateness shall be final unless appealed within thirty (30) days. Any appeal shall be made to the Board of Appeals, unless the proposed project requires Board of Supervisors approval or is appealed to the Board of Supervisors, such as a conditional use, in which case any appeal shall be made to the Board of Supervisors (see Charter Section 4.135).

Duration of this Certificate of Appropriateness: This Certificate of Appropriateness is issued pursuant to Article 10 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor.

THIS IS NOT A PERMIT TO COMMENCE ANY WORK OR CHANGE OF OCCUPANCY UNLESS NO BUILDING PERMIT IS REQUIRED. PERMITS FROM THE DEPARTMENT OF BUILDING INSPECTION (and any other appropriate agencies) MUST BE SECURED BEFORE WORK IS STARTED OR OCCUPANCY IS CHANGED.

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on December 19, 2012.

Jonas P. Ionin
Acting Commission Secretary

AYES:

NAYS:

ABSENT:

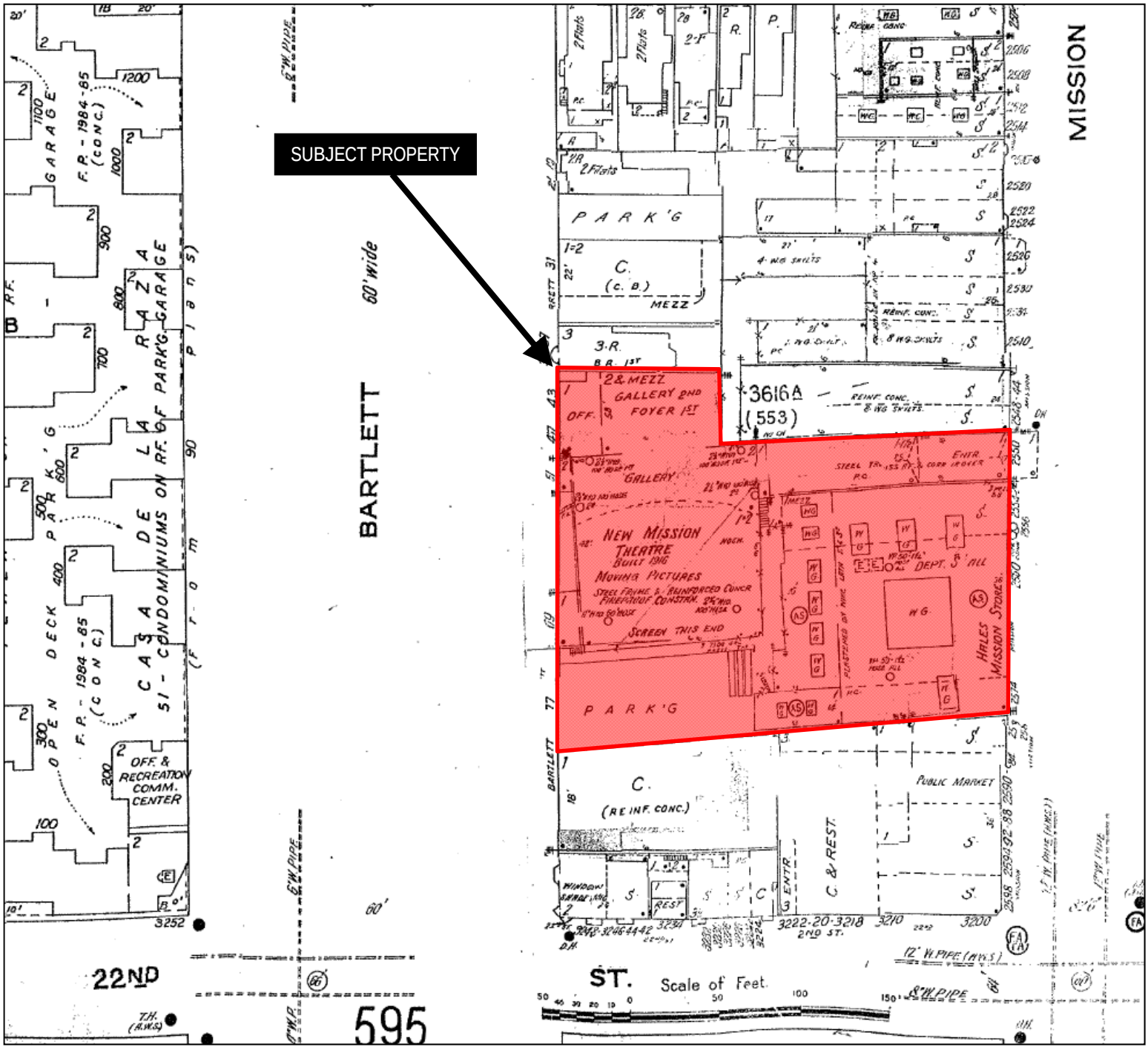
ADOPTED: December 19, 2012

Parcel Map

Certificate of Appropriateness Hearing
Case Number 2006.0494A
New Mission Theater, 2554 Mission Street

SAN FRANCISCO
PLANNING DEPARTMENT

Sanborn Map*

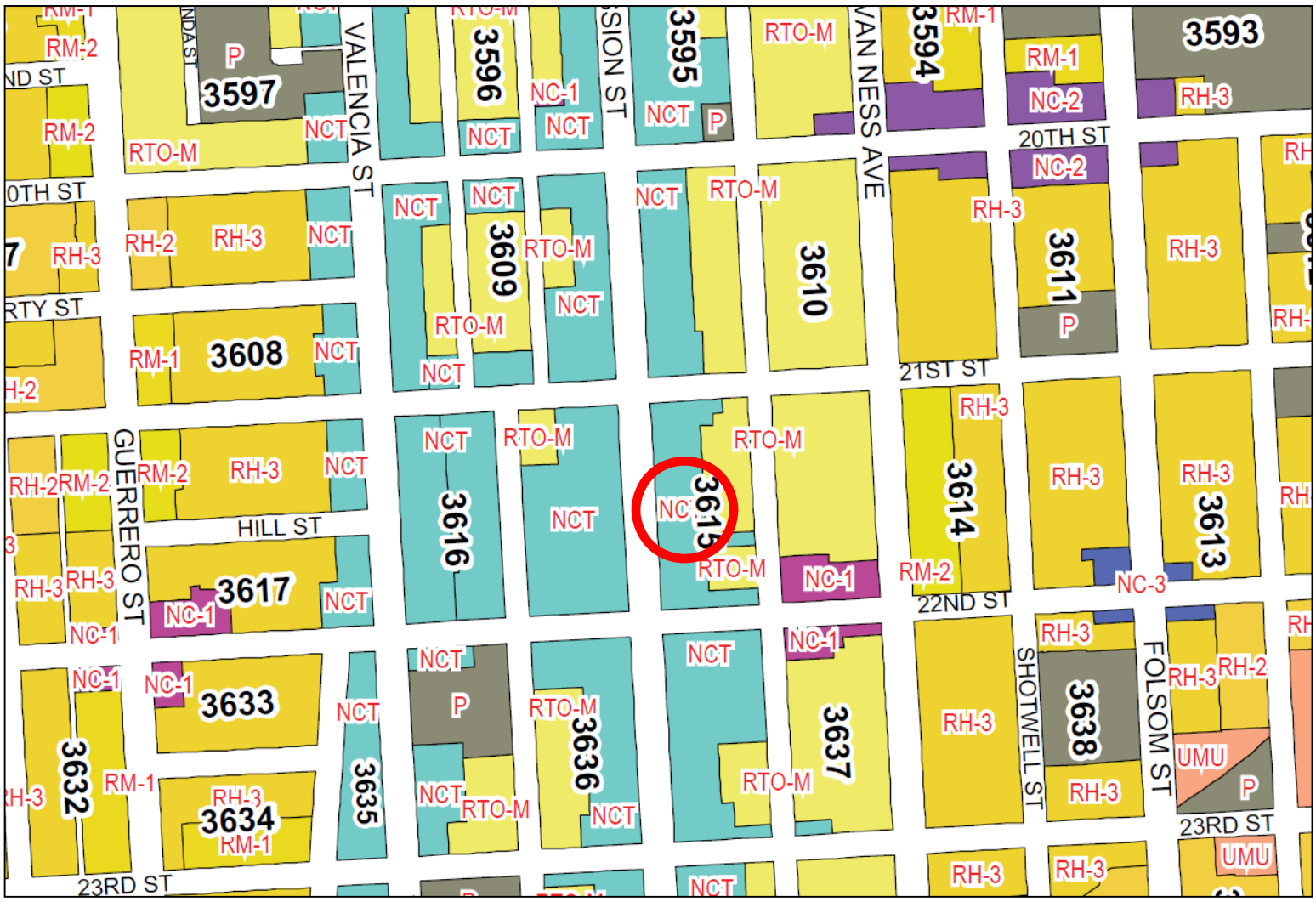


*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.

Certificate of Appropriateness Hearing
Case Number 2006.0494A
New Mission Theater, 2554 Mission Street

SAN FRANCISCO
PLANNING DEPARTMENT

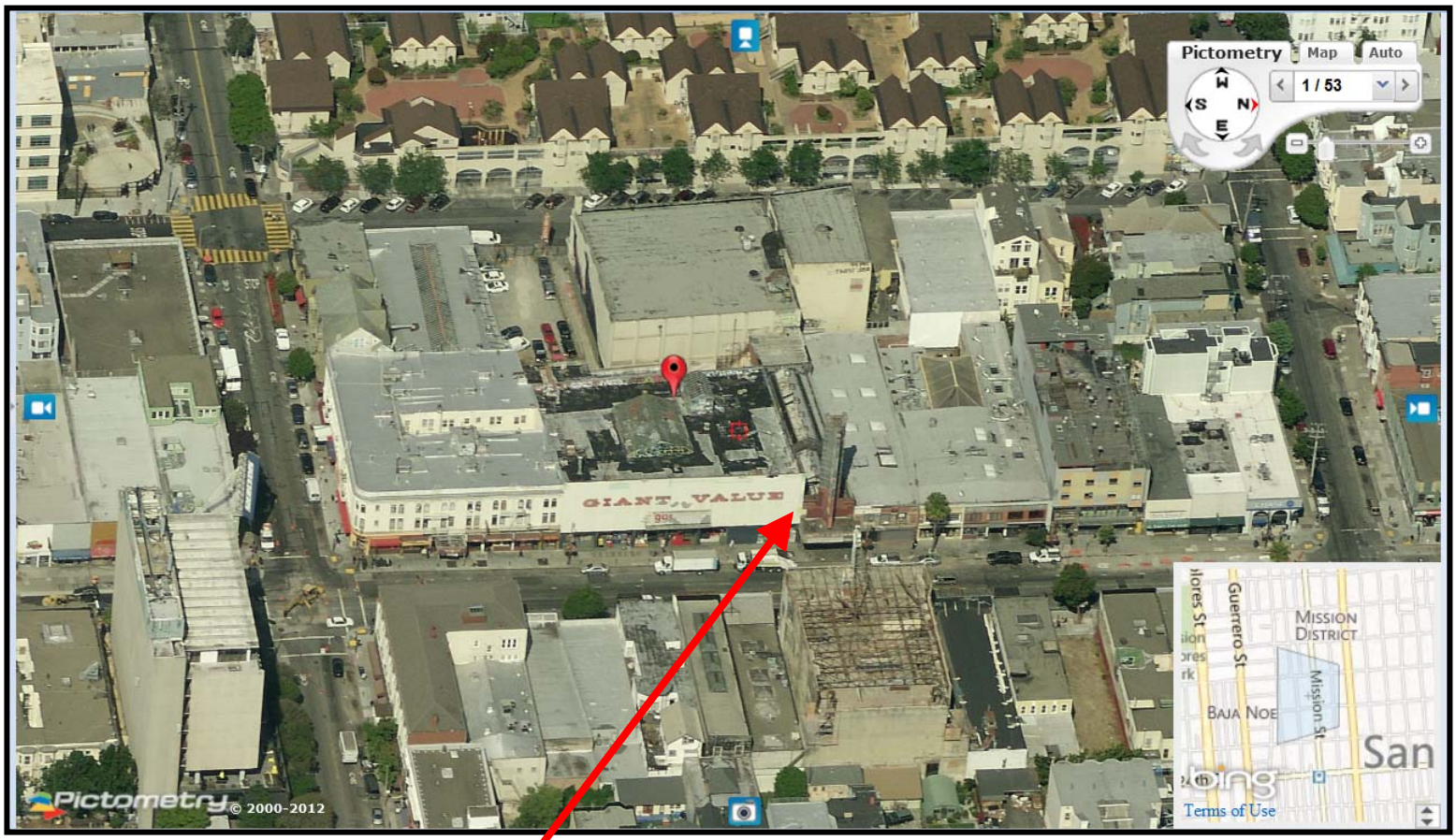
Zoning Map



Certificate of Appropriateness Hearing
Case Number 2006.0494A
New Mission Theater, 2554 Mission Street

SAN FRANCISCO
PLANNING DEPARTMENT

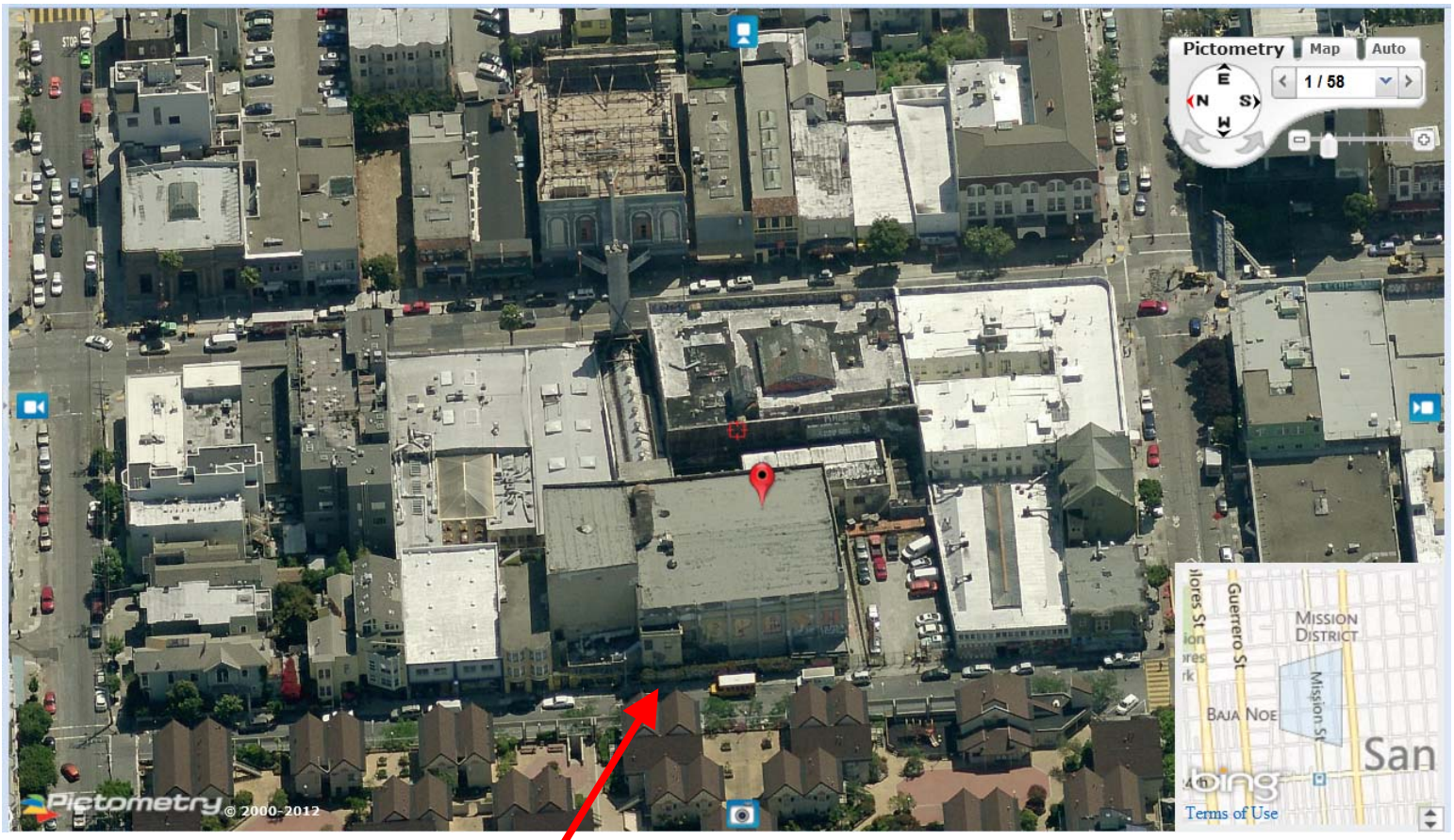
Aerial Photo



SUBJECT PROPERTY

Certificate of Appropriateness Hearing
Case Number 2006.0494A
New Mission Theater, 2554 Mission Street

Aerial Photo



SUBJECT PROPERTY

Site Photo

New Mission Theater, 2554 Mission Street, View along Mission Street
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, View along Mission Street looking south
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, View along Mission Street looking north
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, Rear Façade, View along Bartlett Street
(Source: Planning Department, September 2011)

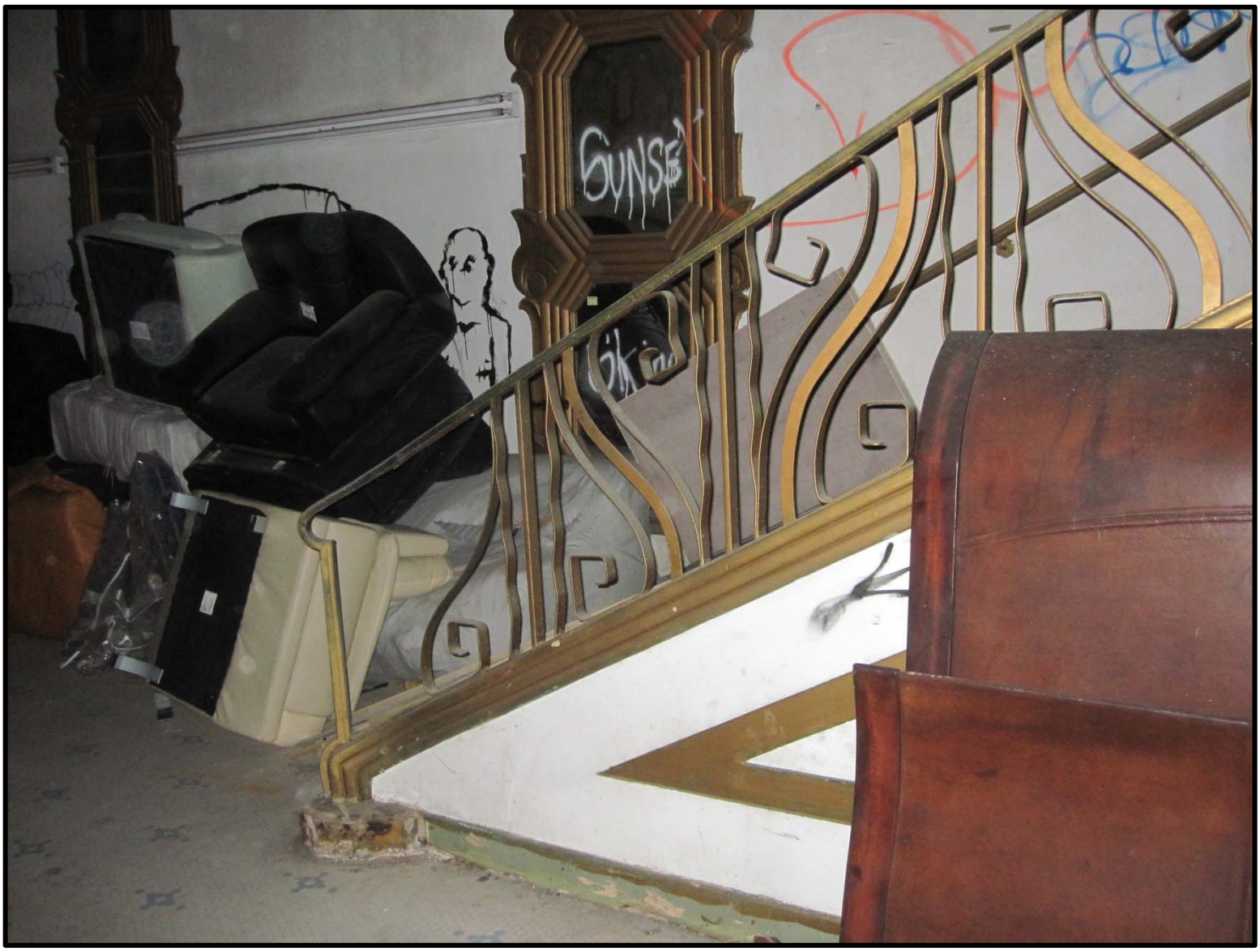
Site Photo

New Mission Theater, Interior, View of Promenade Lobby
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, Interior, View of Promenade Lobby Ceiling & Wall
(Source: Planning Department, September 2011)

Site Photo



New Mission Theater, Interior, View of Promenade Lobby Handrail
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, Interior, View of Main Auditorium Scalloped Lower Balcony
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, Interior, View of Main Auditorium Lower Walls
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, Interior, View of Staircase to Mezzanine
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, Interior, View of Mezzanine Level
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, Interior, View of Upper Balcony
(Source: Planning Department, September 2011)

Site Photo

New Mission Theater, Interior, View of Upper Balcony Ceiling
(Source: Planning Department, September 2011)

FILE NO. 040443 ORDINANCE NO. 87-04

[Ordinance to Designate 2550 Mission Street, the New Mission Theater, as a Landmark.]

Ordinance designating 2550 Mission Street, the New Mission Theater, as Landmark No. 245.

Note: Additions are *single-underline italics Times New Roman*; deletions are ~~*strikethrough italics Times New Roman*~~. Board amendment additions are double underlined. Board amendment deletions are ~~strikethrough normal~~.

Be it ordained by the People of the City and County of San Francisco:

Section 1. Findings

The Board of Supervisors hereby finds that 2550 Mission Street, the New Mission Theater, Lot 007 in Assessor's Block 3616, has a special character and special historical, architectural and aesthetic interest and value, and that its designation as a Landmark will further the purposes of, and conform to the standards set forth in Article 10 of the Planning Code, and will provide for the preservation of the New Mission Theater's significant interior features.

(a) Designation: 2550 Mission Street, the New Mission Theater, is hereby designated as Landmark No. 245. This designation has been fully approved by Resolution No. 569 of the Landmarks Preservation Advisory Board and Resolution No. 16736 of the Planning Commission, which Resolutions are on file with the Clerk of the Board of Supervisors under File No. 040443 and which Resolutions are incorporated herein and made part hereof as though fully set forth.

(b) General Welfare, General Plan, and Priority Policy Findings

(1) Pursuant to Planning Code Section 302, this Board of Supervisors finds that this ordinance will serve the public necessity, convenience and welfare for the reasons set forth in Planning Commission Resolution No. 16736 recommending approval of this Planning Code

Amendment, and incorporates such reasons by this reference thereto. A copy of said resolution is on file with the Clerk of the Board of Supervisors in File No. 040443.

(2) Pursuant to Planning Code Section 101.1, this Board of Supervisors finds that this ordinance is in consistent with the Priority Policies of Section 101.1(b) of the Planning Code and, when effective, with the General Plan as proposed to be amended and hereby adopts the findings of the Planning Commission, as set forth in Planning Commission Resolution No. 16736, and incorporates said findings by this reference thereto.

(c) Landmark Data:

(1) The description, location and boundary of the Landmark site encompass the only the portion of Lot 007 in Assessors Block 3616 which contains the New Mission Theater. The boundaries of the landmark are coterminous with the footprint of the New Mission Theater and do not include any other buildings on the lot.

(2) The characteristics of the Landmark which justify its designation are described and shown in the Landmark Designation Report adopted by the Landmarks Preservation Advisory Board on March 3, 2004 and other supporting materials contained in Planning Department Docket No. 2004.0005L.

The characteristics of the landmark which justify its designation are summarized as follows:

Its association with the establishment and evolution of the Mission District's vaudeville and movie house district during the first half of the 20^{th} Century.

Its status as an excellent and intact example of an early 20^{th} Century movie palace with a façade and auditorium representing two distinct eras and two distinct designs from two of San Francisco's most significant architectural firms, the Reid Brothers and Miller and Pflueger, Architects.

(3) The particular features that should be preserved, or replaced in-kind as determined necessary, are those generally shown in the photographs and described in the Landmark Designation Report, both of which can be found in the case docket 2004.0005L which is incorporated in this designation ordinance as though fully set forth.

This Board of Supervisors directs that the particular interior and exterior features of the property listed below shall be preserved and, where any construction, alteration, removal or demolition of such interior or exterior features requires a City permit, the Board directs that a Certificate of Appropriateness, pursuant to Planning Code section 1006, must be issued prior to the issuance of the City permit.

The description of the particular interior features that should be preserved is as follows:

The Promenade Lobby's double-height promenade lobby ceiling with mezzanine at rear, the Art Deco-style ornamental metalwork at balustrades, the stylized decorative plaster detailing throughout lobby, the plaster moldings imprinted with Greek key motif, the stacked lozenge-shaped mirrors, the cast plaster cornice moldings in a series of patterns including stylized floral motifs and the faces of Greek muses, the ceiling ornament of stylized floral motifs including tulips, pineapples and daisies, plaster zigzag-patterned ceiling moldings recalling Mayan temple detailing, the recessed "light coves" below lobby ceiling, the ceiling medallions, and the etched glass panel doors to auditorium inscribed with Art Deco-style motifs; the Auditorium's over-scaled Neoclassical and Renaissance architectural elements, the monumental proscenium arch flanked by a pair of gilded and fluted Corinthian columns and Composite pilasters, the projection booth shallow niches containing urn-shaped floodlights, the cast plaster medallions, ornamental plaster moldings and raised panels on the side walls, the decorative frieze of urns and garlands, the denticulated cornice, and the coffered ceiling with deep reveals; the Patrons' Lounge's ornate Corinthian pilasters with decorative classical frieze and cornice, the coffered ceiling and Venetian Renaissance Revival

arcade along north wall; and the Balcony's parapet adorned with frieze of garlands and urns, the suspended plaster domed ceiling with heavily decorated ribs and decorative cast metal grilles, and the scalloped parapet along the southern edge of balcony.

The description of the particular exterior features that should be preserved is as follows:

The Art Deco façade, freestanding sheetmetal 70-foot pylon blade sign with neon tubes spelling out "New Mission", the cantilevered marquee, and the streamlined parapet.

Section 2. The property shall be subject to all of the controls and procedures applicable to landmarks as set forth in Planning Code Article 10 and those controls set forth in this ordinance.

APPROVED AS TO FORM:
DENNIS J. HERRERA, City Attorney

By: Sarah Ellen Owsowitz
Sarah Ellen Owsowitz
Deputy City Attorney

City and County of San Francisco

Tails

Ordinance

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

File Number: 040443 **Date Passed:**

Ordinance designating 2550 Mission Street, the New Mission Theater, as Landmark No. 245.

May 11, 2004 Board of Supervisors — PASSED ON FIRST READING

Ayes: 10 - Alioto-Pier, Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Peskin, Sandoval
Excused: 1 - Ammiano

May 18, 2004 Board of Supervisors — FINALLY PASSED

Ayes: 9 - Daly, Dufty, Gonzalez, Hall, Ma, Maxwell, McGoldrick, Peskin, Sandoval
Absent: 2 - Alioto-Pier, Ammiano

File No. 040443

I hereby certify that the foregoing Ordinance was FINALLY PASSED on May 18, 2004 by the Board of Supervisors of the City and County of San Francisco.

Gloria L. Young
Clerk of the Board

MAY 27 2004
Date Approved

Mayor Gavin Newsom

Case No. 2004.0005L
2550 Mission Street, the New Mission Theater
Assessor's Block 3616, Lot 7

SAN FRANCISCO

PLANNING COMMISSION

RESOLUTION NO. 16736

ADOPTING FINDINGS RELATED TO THE APPROVAL OF THE LANDMARK DESIGNATION OF 2550-2574 MISSION STREET, THE NEW MISSION THEATER, ASSESSOR'S BLOCK 3616, LOT 7, AS LANDMARK NO. 245.

1. **WHEREAS**, on December 9, 2003, the Board of Supervisors passed Resolution No. 796-03, a resolution to initiate the designation of the New Mission Theater as a local Landmark; and

2. San Francisco Architectural Heritage submitted a draft Landmark Designation Report for New Mission Theater, for the Landmarks Preservation Advisory Board (Landmarks Board) to consider the landmark designation of the property; and

3. The draft Landmark Designation Report for the New Mission Theater was reviewed by the Landmarks Board at its regular meeting of March 3, 2004, and such documentation was considered a final Landmark Designation Report by the Landmarks Board; and

4. The Landmarks Board found that the New Mission Theater Designation Report describes the location and boundaries of the landmark site, describes the characteristics of the landmark which justifies its designation, and describes the particular features that should be preserved and therefore meets the requirements of Planning Code Section 1004(b) and 1004(c)(1). That Landmark Designation Report is fully incorporated by reference into this resolution; and

5. The Planning Commission reviewed and endorsed the description, location, and boundary of the landmark site, which is the footprint of the New Mission Theater building only (a portion of lot 7 of Assessor's Block 3616) and not the entire lot; and

6. The Planning Commission, in considering the proposed landmark designation employed the National Register of Historic Places rating criteria and found that the New Mission Theater is significant at the local level under National Register of Historic Places Criterion "A" (association with events that have made a significant contribution to the broad patterns of our history) because of its association with the establishment and evolution of the Mission District's vaudeville and movie house district during the first half of the 20th Century, and under Criterion "C" (embodies distinctive characteristics of a type, period or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction) as an excellent and intact example of an early 20th Century movie palace with a façade and auditorium representing two distinct eras and two distinct designs from two of San Francisco's most significant architectural firms, the Reid Brothers and Miller and Pflueger, Architects; and

7. The Planning Commission reviewed and endorsed the following description of the characteristics of the landmark which justify its designation:

   a. Association with the establishment and evolution of the Mission District's vaudeville and movie house district during the first half of the 20th Century.

   b. An excellent and intact example of an early 20th Century movie palace with a façade and auditorium representing two distinct eras and two distinct designs from two of San Francisco's most significant architectural firms, the Reid Brothers and Miller and Pflueger, Architects.

8. The Planning Commission reviewed and endorsed the following particular features that should be preserved:

   a. *Exterior*:
      - Art Deco façade, freestanding sheetmetal 70-foot pylon blade sign with neon tubes spelling out "New Mission", the cantilevered marquee, and the streamlined parapet

   The Board of Supervisors directs that the particular interior features of the property, as listed below, shall be preserved and, where any construction, alteration, removal or demolition of such interior features requires a City permit, the Board directs that a Certificate of Appropriateness, pursuant to Planning Code section 1006, must be issued prior to the issuance of the City permit. The Planning Commission fully supports this provision.

   b. *Interior*:
   Promenade Lobby:
      - double-height promenade lobby ceiling with mezzanine at rear
      - Art Deco-style ornamental metalwork at balustrades
      - stylized decorative plaster detailing throughout lobby
      - plaster moldings imprinted with Greek key motif
      - stacked lozenge-shaped mirrors
      - cast plaster cornice moldings in a series of patterns including stylized floral motifs and the faces of Greek muses
      - ceiling ornament of stylized floral motifs including tulips, pineapples and daisies
      - plaster zigzag-patterned ceiling moldings recalling Mayan temple detailing
      - recessed "light coves" below lobby ceiling
      - ceiling medallions
      - etched glass panel doors to auditorium inscribed with Art Deco-style motifs

   Auditorium:
      - auditorium with over-scaled Neoclassical and Renaissance architectural elements

- monumental proscenium arch flanked by a pair of gilded and fluted Corinthian columns and Composite pilasters
- projection booth
- shallow niches containing urn-shaped floodlights
- cast plaster medallions
- ornamental plaster moldings and raised panels on the side walls
- decorative frieze of urns and garlands
- denticulated cornice
- coffered ceiling with deep reveals

Patrons' Lounge:
- ornate Corinthian pilasters with decorative classical frieze and cornice
- coffered ceiling
- Venetian Renaissance Revival arcade along north wall

Balcony:
- parapet adorned with frieze of garlands and urns
- suspended plaster domed ceiling with heavily decorated ribs and decorative cast metal grilles
- scalloped parapet along the southern edge of balcony

9. The landmark designation of the New Mission Theater meets the required findings of Planning Code Section 101.1 in the following manner:

   - The proposed Project will further Priority Policy No. 7, that landmarks and historic buildings be preserved, such as the designation of the New Mission Theater as City Landmark No. 245. Landmark designation will help to preserve a significant historic resource associated with patterns of architectural, social and cultural history in San Francisco.

   - That the proposed project will have no significant effect on the other seven Priority Policies: the City's supply of affordable housing, existing housing or neighborhood character, public transit or neighborhood parking, preparedness to protect against injury and loss of life in an earthquake, commercial activity, business or employment, or public parks and open space.

10. The landmark designation of the New Mission Theater is consistent with the following portions of the Urban Design Element of the General Plan:

    OBJECTIVE 2: CONSERVATION OF RESOURCES THAT PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

    Policy 4 Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Designating this significant historic resource as a local landmark will further a continuity with the past because the building will be preserved for the benefit of future generations. Landmark designation will require that the Planning Department and the Landmarks Preservation Advisory Board would review any proposed work that may have an impact on character-defining features. Both entities will utilize the Secretary of Interior's Standards for Rehabilitation in their review to ensure that only appropriate, compatible alterations are made. The proposed landmark designation will not have a significant impact on any of the other elements of the General Plan.

11. The Planning Commission has reviewed documents, correspondence and oral testimony on matters relevant to the proposed landmark designation, at a duly noticed Public Hearing held on March 4, 2004.

THEREFORE BE IT RESOLVED that the Planning Commission hereby approves the landmark designation of 2550-2574 Mission Street, the New Mission Theater, Assessor's Block 3616, Lot 7 as Landmark No. 245, pursuant to Article 10 of the Planning Code; and

BE IT FURTHER RESOLVED that the Planning Commission hereby directs its Recording Secretary to transmit this Resolution, the New Mission Theater Landmark Designation Report and other pertinent materials in the Case File 2004.0005L to the Board of Supervisor's.

I hereby certify that the foregoing Resolution was adopted by the Planning Commission on March 4, 2004.

Linda Avery
Planning Commission Secretary

AYES: Antonini, Boyd, Feldstein, Hughes, Lee, Lee

NOES:

ABSENT: Bradford-Bell

ADOPTED: March 4, 2004

LANDMARK DESIGNATION REPORT

LANDMARK DESIGNATION REPORT	**LANDMARKS BOARD VOTE**
DATE: *23 October 2003*	**APPROVED:**
CASE NO.:	**PLANNING COMMISSION VOTE:**
APPROVED:	
PAGE 1 of 23	**PROPOSED LANDMARK NO.:**

HISTORIC NAME	New Mission Theater
POPULAR NAME	New Mission Theater
ADDRESS	2550 Mission Street, San Francisco, CA 94110
BLOCK & LOT	Block 3616 / Lot 007
OWNER	San Francisco Community College
ORIGINAL USE	theater
CURRENT USE	presently vacant
ZONING	NC-3

NATIONAL REGISTER CRITERIA

(A)_X_ Association with events that have made a significant contribution to the broad patterns of our history.

(B)___ Association with the lives of persons significant in our past.

(C)_X_ Embody distinctive characteristics of a type, period, or method of construction, or that represent a significant and distinguishable entity whose components may lack individual distinction.

(D)___ Has yielded, or may be likely to yield information important in history or prehistory.

Period of Significance

The period of significance of the New Mission Theater is 1916-1950. The period of significance begins with the date of construction and closes with the approximate date at which the Mission theater district began to decline and lose its important role in the life of the neighborhood.

Integrity

Evaluation of Integrity

The *National Register of Historic Places Bulletin 15* standards and criteria were used to evaluate the building's integrity. *Bulletin 15* defines integrity as the ability of a property to convey its significance. Integrity is the authenticity of a historic resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance. Integrity involves several aspects, including location, design, setting, materials, workmanship, feeling, and association.

Overall, the New Mission Theater retains a high degree of integrity. The New Mission Theater retained its original use as a single screen theater from 1916 until 1993. Consequently, the

changes that occurred have been minimal and are well documented. Generally, the theater has suffered from years of deferred maintenance and some unsympathetic, but mostly reversible alterations. With regard to the exterior, which exhibits peeling paint, limited graffiti, and broken neon tubes at the blade sign, the façade marquee and sign are intact. An analysis of historic photographs reveals that the 1916-17 auditorium remains almost entirely intact.

Location
Location is the place where the historic property was constructed or the place where the historic event occurred. The New Mission Theater remains in its original footprint in a mid-block site in the 2500 block of Mission Street between 21st and 22nd Streets. The two street-facing elevations of the building on Bartlett and Mission Streets remain intact and convey their original expression.

Design
Design is the combination of elements that create the form, plan, space, structure, and style of a property. The original design as conceived by the Reid Brothers for a lavish movie palace coupled with Timothy Pflueger's Art Deco modifications represent an interesting juxtaposition of two building campaigns. The varying design approaches two architectural campaigns illustrates popular styles for movie palaces separated by two decades. The theater retains all the key elements of the original design, such as the structure's expression, proportions, massing, and circulation through the building. The architectural elements and vocabulary that were altered in 1932 remain intact as well. The building design has not been affected by any later additions to the exterior envelope.

Setting
Setting is the physical environment of a historic property, constituting topographic features, vegetation, manmade features, and relationships between buildings or open space. The New Mission Theater remains in a very dense and busy urban setting. Located on the Mission District's main thoroughfare and principal commercial street, the setting is defined by the presence of one-and two-story commercial buildings constructed at the beginning of the 20th century with other movie houses (all altered) in the immediate vicinity.

Materials
Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. It was the intent of the original architect to construct the most lavish movie palace in the neighborhood. A sampling of original interior finishes and materials include stylized decorative plaster detailing, cast plaster cornice moldings, cast plaster ceiling ornament depicting stylized floral and vegetal motifs including tulips, pineapples and daisies, chrome-plated steel balusters at the stair and mezzanine, auditorium doors with frosted glass panels inscribed with Art Deco-style motifs, and two gilded and fluted Corinthian Order columns flanking the proscenium. The auditorium ceiling is articulated by a bold series of coffers with deep reveals. Exterior building materials are original and include the sheetmetal blade sign and metal marquee. The building retains a high degree of original materials.

Workmanship
Workmanship is the physical evidence of the crafts of a particular culture, people, or artisan during any given period in history or pre-history. The original 1916 construction epitomizes early 20th century design and building technologies, construction techniques, and noteworthy craftsmanship, as do the elements of the 1930s Art Deco modifications. Further, the use plaster

ornament, painted murals, and decorative sheet metal at the façade, contributes to the building's high degree of workmanship.

Feeling
Feeling is a property's expression of the aesthetic or historical sense of a particular period of time. Due to an intact setting and few modifications outside of the period of significance, the building retains its original feeling.

Association
Association is the direct link between an important historic event or person and a historic property. Locally significant, not only for its architecture, but also for its role in the economic development of the Mission District, the theater played a pivotal role as a beacon in the neighborhood from 1916 until 1950. In addition, it is associated with the influential San Francisco architects, the Reid Brothers and Timothy Pflueger. Because changes to the building have been minimal, the theater's intact historic fabric continues to convey its links to these important associations.

ARTICLE 10 REQUIREMENTS SECTION 1004 (b)

Boundaries of the Landmark Site

The New Mission Theater and the adjacent Giant Value Department Store are both located on Block 3616, Lot 7 in San Francisco's Mission District. The block is bounded by Mission Street to the east, 22nd Street to the south, Bartlett Street to the west and 21st Street to the north. Lot 7 is bounded by Mission Street to the east, Bartlett Street to the west and adjacent parcels to the north and south. The New Mission Theater building is the only portion of the lot to be included in this landmark nomination. It occupies approximately 19,500 gross square feet of the northern part of Lot 7, which in total occupies 44,000 square feet.

Characteristics of the Landmark that Justify Designation

The boundaries are coterminous with the exterior walls of the New Mission Theater and do not include any other buildings or sites. The New Mission Theater achieved its architectural and historical significance between 1916-17 and 1950 on the present site within the existing building envelope.

Description of the Particular Features that Should be Preserved

Character-Defining Features:

Exterior:
Art Deco façade
freestanding 70' pylon sign with neon tubes spelling out "New Mission"
cantilevered marquee
streamlined parapet

Interior:
Promenade Lobby:

- double height promenade lobby ceiling with mezzanine at rear
- Art Deco-style ornamental metalwork at balustrades
- stylized decorative plaster detailing throughout lobby
- plaster moldings imprinted with a Greek Key motif

- stacked lozenge-shaped mirrors
- cast plaster cornice moldings in a series of patterns including stylized floral motifs and the faces of Greek muses
- ceiling ornament of stylized floral motifs including tulips, pineapples and daisies
- plaster Zigzag-patterned ceiling moldings recall Mayan temple detailing
- recessed "light coves" below lobby ceiling
- ceiling medallions
- etched glass panel doors to auditorium inscribed with Art Deco-style motifs

Auditorium:

- auditorium with over-scaled Neoclassical and Renaissance architectural elements
- monumental proscenium arch flanked by a pair of gilded and fluted Corinthian columns and Composite pilasters
- projection booth
- shallow niches containing urn-shaped floodlights
- cast plaster medallions
- ornamental plaster moldings and raised panels on the side walls
- decorative frieze of urns and garlands
- denticulated cornice
- coffered ceiling with deep reveals

Patrons' Lounge:

- ornate Corinthian pilasters with decorative classical frieze and cornice
- coffered ceiling
- Venetian Renaissance Revival arcade along the north wall

Balcony:

- parapet is adorned with a frieze consisting of garlands and urns
- suspended plaster domed ceiling with heavily decorated ribs and decorative cast metal grilles
- scalloped parapet along the southern edge of the balcony

DESCRIPTION

Introduction

The New Mission Theater is a 2,800-seat motion picture house located at 2550 Mission Street in the heart of San Francisco's Mission District. The 2500 block of Mission Street, where the New Mission Theater is located, is dominated by a mixture of one-and two-story commercial buildings constructed during the first quarter of the 20th Century. The New Mission Theater is an interesting juxtaposition of two building campaigns. It is composed of an Art Deco façade and promenade lobby, both designed in 1932 by architect Timothy Pflueger, and a large Renaissance/Neoclassical Revival auditorium, designed in 1916-17 by the Reid Brothers. The theater has an "L" shaped plan; the promenade lobby is 30' wide and it extends 142' to the middle of the block, where it meets the 102' x 108' auditorium. The auditorium is the foot of the "L" and extends over 100' along Bartlett Street. Today the theater's prominent pylon sign is one of the most recognizable architectural landmarks in the Mission District. Pflueger's façade and promenade lobby embody the architect's own imaginative use of Art Deco and Mesoamerican imagery as rendered in plaster wall relief, murals, etched glass and ornamental metalwork. Meanwhile, the 1917 auditorium is one of the largest surviving movie palace interiors in San Francisco. Designed by San Francisco's famed Reid Brothers, the auditorium is less heavily altered than the promenade lobby and retains most of its original architectural detailing. The interior of the auditorium is characterized by an abundance of imaginative, over-scaled Neoclassical and Renaissance architectural elements, such as the tremendous gilded Corinthian Order columns and pilasters, flood lights hidden within plaster urns, elaborate Neoclassical Revival cornice moldings and fanciful murals.

The theater is located on a large, irregularly-shaped parcel which also includes the historic but heavily altered and non-contributing Giant Value Store. The Giant Value was once a neighborhood branch of Hales Brother Department Store, a major downtown San Francisco institution during much of the 20th Century. Originally a three-story, Renaissance Revival commercial block, the existing structure displays none of its original character-defining features; the cornice and storefront have been removed and the rest of the façade has been covered with fiberglass paneling.

Context

The towering sheetmetal blade sign of the New Mission Theater can be seen from several blocks in all directions and it stands out from its humbler commercial context. It is located on one of the busiest blocks of Mission Street, a commercial district with a middle to lower socio-economic character in the heart of San Francisco's Mission District. The theater is one of the best-preserved structures on this particular block. Many of its neighbors are heavily modernized commercial structures dating from the first quarter of the 20th Century. To the north is a heavily altered, two-story brick commercial building. To the south is the aforementioned Giant Value department store and directly across the street from the theater is the decaying and abandoned Wigwam/Rialto Theater, a historic Vaudeville house. The New Mission Theater is one of the lynchpins of what was once one of the city's most important theater districts, rivaled only by the Market Street theater district. Formerly known as the "Mission Miracle Mile," this district comprised roughly eight blocks of Mission Street between 16th and 24th Streets and in addition to a selection of downtown department stores, it included at least a dozen nickelodeons, Vaudeville houses and movie palaces.

Mission Street Elevation

The manner in which the New Mission Theater's facade explicitly combines architecture and signage was largely unprecedented in San Francisco when the building was renovated by the

firm of Miller & Pflueger in 1932. Perhaps more than any surviving historic theater façade in San Francisco, the sign of the New Mission *is* the façade, sharing much in common with Pflueger's contemporary Paramount Theater in Oakland. Since 1932, the 70'-tall sign has served as one of the most prominent architectural features of the Mission District. The facade is a tripartite arrangement consisting of a large opening and ticket booth at street-level; a cantilevered marquee and streamlined parapet at the roofline, and a large freestanding pylon sign above. Designed during the early years of the Automobile Age, Pflueger's New Mission Theater facade was scaled to arrest the attention of passing motorists, pedestrians and streetcar passengers. The sign is fabricated of ten stacked sheet metal sections and is painted International Orange, the same color as the contemporary Golden Gate Bridge. Originally the sign was illuminated at night by neon tubes spelling out "NEW MISSION." Currently the neon tubing is in need of repair.

The Mission Street elevation was designed by Timothy Pflueger in 1932 to replace the smaller 1917 façade designed by the Reid Brothers. The existing facade is an interesting composition that reflects the advanced design sensibilities of its creator. As one of the Bay Area's most prominent self-trained masters, Pflueger designed several movie palaces throughout Northern California in a variety of styles, ranging from Churrigueresque to Streamline/Moderne. Pflueger's New Mission Theater facade is the only surviving example of a Art Deco theater façade designed by Pflueger in San Francisco. The vertical tripartite composition and exterior details recall Pflueger's better-known contemporary Paramount Theater in Oakland. Pflueger's façade for the New Mission reveals the architect's interest in Mayan and Aztec sculpture and architecture. The New Mission Theater's façade, with its pylon-shaped sign and heavy projecting parapet were both inspired by Mayan architectural motifs. The sign and marquee also displays more typical European-derived Art Deco detailing such as low-relief ornament, volutes and flowing lines suggesting upward motion and speed.

Pflueger's 1932 renovation of the New Mission Theater replaced the original Reid Brothers' 1916-17 façade. The Reid Brothers were one of the most prominent architectural firms to work in San Francisco around the turn-of-the-century. Their work, which was largely Neoclassical in inspiration, included office buildings, movie theaters, private residences and hotels, including the famed Fairmont Hotel. Their façade for the New Mission Theater was one-story high and designed in a fanciful blend of Mission Revival and Neoclassical elements. The Mission Street elevation featured details indicative of the Mission Revival style, including a scalloped parapet with lobed arches and quatrefoil niches. The façade was made of brick and stucco and also incorporated some Neoclassical details such as urns, Corinthian pilasters and acanthus leaf brackets. The Reid Brothers' façade was dominated by a large ornamental metal and glass canopy which sheltered the vestibule and ticket booths from bad weather and provided a venue for signage.

Vestibule

The vestibule is today the most heavily altered section of the New Mission Theater. The original Reid Brothers' Neoclassical Revival design for the vestibule featured recessed panels, pilasters, pedimented niches (which doubled as movie poster display cases) and a coffered ceiling. The Reid Brothers vestibule walls were hidden beneath modern ceramic panels in 1961. The coffered ceiling was also hidden behind a dropped acoustic tile ceiling and a new terrazzo floor was installed at the same time. In addition, Pflueger's ticket booth was removed. Nevertheless, most of the other historic fabric survives behind the modern materials and could be removed relatively easily.

Promenade Lobby

Located immediately beyond the vestibule is the promenade lobby. While Pflueger did not alter the vestibule, he completely redesigned the 142' long promenade lobby in the Art Deco style to match the façade. The carpeted floor of the promenade lobby inclines gently upward toward the auditorium. The promenade lobby ceiling is two stories in height except for the rear portion where the mezzanine is located. A photograph taken in 1943 conveys the original function of the space. The mezzanine, which is accessed by a staircase with an elaborate Art Deco-style balustrade, occupies the rear portion of the lobby. The rest of the promenade lobby is decorated with stylized decorative plaster detailing. The north and south walls are divided into five bays. Plaster moldings imprinted with a Greek Key motif frame the outer bays and stacked lozenge-shaped mirrors bracket the inner bays. The panels contain murals which have been covered with whitewash within the past few years. The murals depicted dancing female figures. The promenade lobby ceiling is illuminated by three recessed "light coves". These contain ambient lighting fixtures which produced a diffused lighting that contrasted with the dramatic spot lighting provided by sconces and torchieres. The cornice moldings, also made of cast plaster, are designed in a series of patterns including stylized floral motifs and the faces of Greek muses. This ceiling ornament depicts stylized floral and vegetal motifs including tulips, pineapples and daisies. At the west side of the lobby a staircase rises to the mezzanine level. The stair and mezzanine balustrade features chrome-plated steel balusters shaped into sinuously curved patterns and a handrail made of extruded aluminum. The primary decorative feature of the ceiling above the mezzanine is a rectangular medallion which once provided a backdrop for a missing lighting fixture. Zigzag patterned ceiling moldings recalling Mayan temple detailing surrounds the medallion.

Auditorium

Six glass-panel doors in the west wall of the promenade lobby originally provided access to the 2,800-seat auditorium. Two doors remain in place and four others have been discovered elsewhere in the building. The doors each feature frosted glass panels inscribed with Art Deco-style motifs. Upon entering the auditorium, one sees the monumental proscenium arch and movie screen to the left and the patrons' lounge and projection booth to the right. The floor-plate of the entire auditorium measures 102' (from west to east) x 108' (north to south) and 50' from orchestra floor to ceiling. A review of historic photographs and the Reid Brothers' plans, reveal that the auditorium retains a very high degree of integrity. When Pflueger was hired to remodel the theater in 1932 he did not make substantial changes to the Reid Brothers' auditorium aside from installing new bathrooms, ventilation ducts, seats and carpeting. The proscenium is the centerpiece of the auditorium. Two gilded and fluted Corinthian Order columns flank the proscenium on either side. Similarly proportioned Composite Order pilasters with elaborately ornamented shafts flank the columns. The pilasters are followed in turn by shallow niches containing urn-shaped floodlights and cast plaster medallions depicting trumpet-playing nymphs. The side walls of the auditorium are composed of raised panels demarcated by ornamental plaster moldings and the uppermost section of the walls carries an elaborate frieze and a denticulate cornice. The panels contain pastoral murals which have been painted over. The decorative program of the frieze consists of an alternating pattern of urns and garlands. The auditorium ceiling is articulated by a bold series of coffers with deep reveals. The floor of the auditorium retains its 1932 seating and sections of 1932 carpeting.

Patrons' Lounge

The patrons' lounge is located on the north side of the auditorium beneath the balcony. In addition to the patrons' lounge there is the projection room, smoking lounges, bathrooms, the ushers' lounge and stairs to the balcony. The patrons' lounge was the most important space in

this section of the auditorium. Located between the projection room and the stairs to the balcony, the patrons' lounge accommodated crowds of guests before and after the feature presentation, as well as during intermission. Public restrooms, smoking lounges, stairs to the balcony and other ancillary spaces opened off the patrons' lounge on three sides. The walls of the patrons' lounge are divided into bays by ornate Corinthian pilasters which carry an elaborate classical frieze and cornice. A historic photograph shows the patrons' lounge during the New Mission Theater's heyday in 1943. Similar to the auditorium, the patrons' lounge features a coffered ceiling. One of the notable features of the patrons' lounge is a Venetian Renaissance Revival arcade along the north wall. The arcade serves the dual purpose of articulating the northeast and northwest walls of the patrons' lounge, as well as illuminating the stairs that lead up to the balcony. Continuing in the Venetian Renaissance theme, the Reid Brothers framed two of the doors in the patrons' lounge with "Serliana" or "Palladian" openings. The bathrooms and the projection room retain their 1932 appearance with porcelain tile wainscot, marble partitions and 1932-era fixtures.

Balcony
The 1,000-seat balcony, reached by stairs along the north wall of the patrons' lounge, continues the Neoclassical/Renaissance themes established downstairs but is more restrained. An undulating parapet frames the southern edge of the balcony. The parapet is adorned with a frieze consisting of garlands and urns. The other three walls of the balcony are divided into panels by plaster moldings. The Reid Brothers' murals in the center of each panel have been covered by a layer of whitewash. The most impressive feature of the balcony is the oblong dome suspended over this immense space. The dome is divided into three sections by heavily decorated ribs and the center of the dome contains decorative grilles. These grilles are made of cast metal and conceal the theater's state-of-the-art mechanical ventilation system.

Bartlett Street Elevation
The west, or rear, elevation of the New Mission Theater faces an alley called Bartlett Street. This elevation is quite modest and utilitarian in comparison with the Mission Street elevation. Being located on a service alley, the Reid Brothers did not add ornament to a side of the building that would not be seen by the public. The Bartlett Street elevation is 110' wide and is divided into seven bays by simple concrete pilasters and into horizontal sections by three concrete belt courses. This elevation does not depart significantly from its 1917 appearance.

STATEMENT OF SIGNIFICANCE

The New Mission Theater is significant at the local level under *National Register* Criteria A and C. The period of significance is 1916 to 1950; the former date is the building's construction and the latter date is the approximate date at which the Mission theater district began to decline and lose its important role in the life of the neighborhood. The New Mission Theater is significant under Criterion A by virtue of its ground-breaking role in the establishment and evolution of the Mission District's Vaudeville and movie house district during the first half of the 20th Century. Between the 1906 Earthquake and 1940 almost a dozen motion picture houses opened along Mission Street in an eight-block section known locally as the "Mission Miracle Mile." Initially designed in 1916-17 by the Reid Brothers, the resulting 2,800-seat theater was the first "downtown" movie palace constructed in an outlying neighborhood and incidentally the largest movie palace in California for a brief period. The construction of such a large and grand theater in an outlying, predominantly blue-collar neighborhood was a brave gesture by its owners, the partnership of Greenfield and Kahn. Although many predicted that such a movie palace would never survive, the theater opened to much fanfare. The opening festivities including a speech by Mission-born mayor James "Sunny Jim" Rolph, who extolled the opening of the theater as signifying the arrival of the Mission District on the stage of civic affairs. From 1917 onward the original New Mission Theater was the largest and most architecturally lavish movie palace in the Mission District until the El Capitan Theater opened in 1928. After several years of decline, the new owner Abraham Nasser retained Timothy Pflueger to redesign sections of the building in a more up-to-date style. Pflueger's modish Art Deco façade and promenade lobby put the theater back on the map and its resumed its position of popularity until well after the Second World War.

The New Mission Theater is also significant under Criterion C as an excellent example of an early 20th Century movie palace with a façade and auditorium representing two distinct eras and the work of two of San Francisco's most significant architectural firms: the Reid Brothers and Miller & Pflueger, Architects. The theater represents two eras in the grand traditional era of movie palace design, with the Reid Brothers' 1916-17 Neoclassical Revival auditorium and Miller & Pflueger's 1932 Art Deco facade and promenade lobby. The New Mission was the first theater designed by the Reid Brothers, who went on to design a dozen or more theaters in San Francisco and surrounding communities and despite its age it remains the firm's best-preserved theater interior. Miller & Pflueger's 1932 alterations were commissioned by its new owner Abraham Nasser as a means to give the most visible components of the theater a more up-to-date appearance. Pflueger's sheet-metal pylon sign and marquee and redesigned lobby have gained significance in their own right and work well together with the Reid Brothers' design. The façade and many of the interior elements share much in common with Pflueger's contemporary Paramount Theater in Oakland and represent a rare surviving example of a theater designed by the architect in the Art Deco style.

Criterion A

Mission District

The Mission District has traditionally been San Francisco's largest and most self-contained blue-collar neighborhood. The origins of the neighborhood trace back to the founding of Mission Dolores (originally San Francisco de Assisi) in 1776, by Father Francisco Palou. In 1850 a financier and speculator named Charles L. Wilson built a plank toll road, which followed the route of present-day Mission Street, from 4th to 16th Street. By 1867, horse-drawn car lines and a steam railroad line operating along Harrison Street made the district even more accessible. Between 1870 and 1900, the Mission District developed as a middle-class residential neighborhood attracting thousands of native-born American and some Irish and German residents. After the 1906 Earthquake and Fire destroyed the largely Irish, blue-collar South of

Market district, the mostly undestroyed Mission attracted many of the refugees. Within a few years, the Mission had been transformed by this migration, which was accompanied by an influx of industry, into San Francisco's largest and most concentrated blue-collar neighborhood. "The Mission," as it became known, developed as a city within a city, with its own industrial base and workers' housing districts. The Mission also had its own "downtown" along Mission Street, between 16th and 24th Streets, where "downtown" department stores and banks opened neighborhood branches. This eight-block stretch of Mission Street also played host to the neighborhood's entertainment district, which was composed of taverns, Vaudeville houses and nickelodeons.

Development of the Mission Street Miracle Mile

The large-scale development of theaters in San Francisco's Mission District began after the 1906 Catastrophe leveled San Francisco's Market Street district, including all of the early nickelodeons and Vaudeville houses.[1] Responding to the destruction downtown, some entrepreneurs moved their businesses to the relatively undamaged sections of the Mission and Fillmore Districts, where business could resume quickly. Initially nickelodeon operators and Vaudeville directors converted existing commercial buildings into venues but by the 1910s they increasingly constructing custom-designed theater buildings which could be used for both live performances and "photo plays." The Wigwam/Rialto, located directly across the street from the New Mission, is a good example of this early phase of theater construction in the Mission. The Wigwam was originally constructed as a wood-frame Vaudeville hall in 1907 but in 1913 it was demolished and replaced by a larger and more ornate theater designed in the Renaissance Revival style by the firm of Crim & Scott.[2] When it reopened, both Vaudeville productions and silent films were featured there.

Theater construction in the Mission District accelerated during the 1910s and 1920s, mirroring national trends. By 1925, at least twenty motion picture theaters were operating on or adjacent to Mission Street. The 1927 City Directory listed the following Mission District theaters: El Capitan, the Excelsior, the Gem, the Majestic, the New Lyceum, the New Mission, the Roosevelt, the Shamrock, the State, The Victoria, the Wigwam and the York. The majority of these were located in the neighborhood's busy commercial heart, on Mission Street between 16th and 24th Streets. Although the Market Street theater district eventually rebounded, the Mission's neighborhood theater district continued to thrive and prosper, especially after the firm of Greenfield and Kahn converted their small Premium Theater into the massive New Mission "movie palace" in 1946-17. The construction of the New Mission, and later the El Capitan confirmed the position of the Mission Street Miracle Mile as a major neighborhood rival to the Market Street theater district. Mission Street's popularity as an entertainment district was amplified by its proximity to multiple streetcar lines and the residential areas "South of the Slot," and most important, its cheaper ticket prices. From the First World War until well after the end of the Second World War, the Mission District theaters provided an avenue of escape from monotonous factory jobs, cramped apartments and poverty.

Site History

Sanborn maps indicate that before 1910, several wood-frame dwellings occupied the site of the New Mission Theater. The first non-residential structure on the site was a theater named the Premium Theater. Not much is known about the appearance of this theater building beyond the fact that it was designed by an architect named E.B. Johnston and commissioned by a local

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[1] San Francisco Directory, 1905.

[2] San Francisco Landmarks Preservation Advisory Board, "Draft Case Report, Wigwam (Cine Latino) Theater," February 24, 1993.

businessman named Franklin B. Ross, who paid $7,000 to erect the small brick building at 2550 Mission Street. The Premium opened for business June 1910 and it remained under the ownership of Franklin Ross for three years. In 1913, he sold the Premium and two other theaters in other parts of town to a partnership consisting of two immigrant movie house entrepreneurs: Louis R. Greenfield and Leon I. Kahn. Greenfield and Kahn renamed the theater the Idle Hour and operated it until 1916 when they converted the small theater into the lobby of their first movie palace, the New Mission Theater.

Greenfield & Kahn

Over the next twenty years, Louis Greenfield built a theater empire that extended as far as Hawaii.[3] By the time he took his own life in 1931 at the age of 42, Greenfield had attained a similar level of success in the theater business as San Francisco's two other major movie theater dynasties: the Nasser and the Levin families. By 1922 Greenfield owned at least nine theaters. Seven of these were in San Francisco: the Quality, the Progress, two Premium Theaters, the New Mission, the New Fillmore and Realart Cinemas. Outside of San Francisco he owned the Santa Cruz, in Santa Cruz, California and the Princess in Honolulu, Hawaii. Louis Greenfield was born in Russia in 1889 to Russian Jewish parents who immigrated to New York City soon after his birth. With little formal education, Greenfield worked as a peddler in New York before getting a job in a nickelodeon. Immediately realizing the potential of this new entertainment medium, Greenfield began to seek of a more congenial climate and a new market for his newfound avocation and in 1907 he moved to San Francisco. Within a year he joined forces with fellow Russian Jewish immigrant Leon Kahn and launched his first theater, the Quality, at the corner of Eddy and Fillmore Streets in the Western Addition. After the resounding success of the Quality, Greenfield and Kahn purchased the Premium Theater chain from Franklin Ross in 1913, which included the small theater at 2550 Mission Street. Greenfield and Kahn made a conscious choice to concentrate upon the emerging neighborhood trade and studiously avoided competing with the rebuilt Market Street theater district.[4]

Design of the New Mission Theater

Facing increased competition from newer Mission District theaters such as the Poppy on 16th Street, Greenfield and Kahn decided in 1915 to redesign and expand the small Idle Hour at 2550 Mission Street. A shrewd entrepreneur, Greenfield believed that the theater business was like any other in terms of marketing strategy. Greenfield knew that an impressive theater building was just as critical an element in attracting audiences as the movie itself. In a 1922 interview with the *Chronicle* he stated: "I am not a showman...I am a business man merchandising his wares."[5] Nonetheless until 1916, Greenfield had not had the opportunity to build his own movie palace. Greenfield later told the *Chronicle* reporter in 1922, that when he decided to redevelop the Idle Hour in 1915 he wanted "to do something big." The original New Mission Theater was the result of Greenfield's vision and in every detail it reflected his ideas of what a first-class theater should be. In 1915 Greenfield hired the Reid Brothers, Architects, one of San Francisco's most prominent architectural firms, to design his magnus opus. Greenfield had grown to admire the firm through their work on San Francisco's Fairmont Hotel, where he had had his wedding reception. According to Greenfield, he also chose the Reid Brothers because they had never designed a movie theater before. Greenfield believed that it was preferable to hire a competent

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[3] San Francisco Department of City Planning document.

[4] "Good-Luck Fairy's Magic Wand, Nothing but Hard Work, San Francisco-Honolulu Theater Builder Proves This," *San Francisco Chronicle*, (December 10, 1922), p. 1.

[5] Ibid.

firm inexperienced in the realm of movie theater design because he would be in a better position to control the outcome. In 1922 he said:

> I had ideas about the sort of house I wanted. And I knew the screen perfectly. It was my business.[6]

Construction

The Reid Brothers' design for the New Mission Theater, as the new theater was to be called, was a drastic reconstruction of the humble Idle Hour. The permit and plans were filed with the San Francisco Bureau of Building Inspection in November 1915. For the parcel of land to the rear of the Idle Hour on Bartlett Street, the Reid Brothers designed a colossal new auditorium with a floorplate measuring 102' x 108'. The actual Idle Hour Theater was to be gutted and incorporated in its entirety into the New Mission Theater. With only the outer walls left intact, the interior of the Idle Hour was converted into the promenade lobby and concession area for the new theater. The Mission Street façade of the former Idle Hour would receive a new elaborate façade which was designed to compete with the increasingly ornate façades and signage of newer Mission District theaters. According to Greenfield, for quite some time the construction of the tremendous auditorium escaped the notice of Mission residents. When the concrete walls of the massive auditorium began to emerge above the surrounding buildings in early 1916 there was a fair amount of skepticism that a movie theater this large would succeed in the Mission District, or anywhere for that matter. According to Greenfield, theater experts believed that the distance between the projectors and the screen was too great. [7] Others felt that it was not wise to construct a major "downtown theater" in the Mission. At almost 3,000 seats, the New Mission would be much larger than any of the downtown theaters until the construction of the Fox Theater in 1928.

New Mission Theater Opens

None of the dire predictions of failure dissuaded Greenfield and Kahn and the New Mission Theater opened with great fanfare six months later, in May 1916. Mayor "Sunny Jim" Rolph, the Mission Merchants Association and "several thousand residents of the Mission" attended the opening of the New Mission. Progressive Mayor Rolph, a native son of the Mission and a continual booster of his home district, spoke at the opening and congratulated Greenfield & Kahn "on their enterprise" and the people of the Mission "on having such a splendid photoplay theater."[8]

Balcony Added

A year later in 1917, Greenfield and Kahn hired the Reid Brothers again to design a 1,000-seat balcony for the New Mission Theater, bringing the seating capacity up to 2,800 and making it "San Francisco's largest uptown theater."[9] When the New Mission Theater reopened on November 15, 1917, Greenfield and Kahn and the Mission Merchants Association staged another gala celebration. Christened with a showing of "Poor Little Peppina," a silent film starring Mary Pickford, the program also featured speeches by Samuel Rosenkrantz, president of the Mission Merchants Association, A. W. Allen of Paramount Pictures Corporation and Mayor Rolph. The

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[6] Ibid.

[7] "Good-Luck Fairy's Magic Wand, Nothing but Hard Work, San Francisco-Honolulu Theater Builder Proves This," *San Francisco Chronicle*, (December 10, 1922), p. 1

[8] "Mission Theater Formally Opened," *San Francisco Chronicle*, (May 5, 1916), p. 4.

[9] "New Mission Theatre Has Big Capacity," *San Francisco Examiner*, (November 18, 1917), p. 56.

celebration ended on a patriotic note with a flag-raising ceremony performed by a Boy Scout troop and the Second Field Artillery from the Presidio.[10] Aside from the patriotic revelry (the theater reopened during the height of American involvement in the First World War), the speeches and celebratory activities held in honor of the re-opening of the New Mission Theater attested to the growing influence of the Mission District and confidence of its residents. Twenty years earlier, the thought of the Mission District hosting the West's largest and most elegant movie house and having a Mayor born in the neighborhood give the opening speech, would have been unthinkable.

The local press gave extensive coverage to the re-opening of San Francisco's grandest movie palace and a reporter from the *San Francisco Examiner* wrote: "The theatre, one of the finest film houses in the West, has a seating capacity of 2,800 and represents an investment of $300,000."[11] The Press was clearly impressed with the amenities and architecture of the New Mission Theater. Much emphasis was placed on the theater's efficient circulation, the large number of "well-placed restrooms" and the elaborate architectural detail. The dome over the balcony provided the biggest thrill to observers. The reporter for the *Examiner* wrote: "Elaborately grilled, the vaulted dome over the balcony, with its intricate design, is an architectural feature that adds grace and beauty to the huge auditorium."[12] The new theater featured many sophisticated technological advances, such as a heating and cooling system and amenities such as a 12-piece orchestra, a pipe organ, several smoking rooms and lounges, as well as "a free child care area in the adjoining garden playground."

Louis Greenfield (the partnership with Kahn ended in the late 1910s) operated The New Mission Theater successfully throughout much of the Roaring Twenties as the largest and most popular Mission District theater. Greenfield was so pleased with the success of the New Mission that he hired the Reid Brothers the next year to design an identical theater (the New Fillmore) in the Western Addition. However by the late 1920s Greenfield's run of prosperity began to erode as larger and more lavish theaters were opened both downtown and along the Mission Miracle Mile. By the mid-1920s the Market Street theater district had recovered its pre-quake grandeur with the Fox Warfield Theater (1921) and the Golden Gate Theater (1922), both of which were designed by G. Albert Lansburgh. Nonetheless, the New Mission continued to be the dominant theater in the Mission until 1928 when Ackerman, Harris and Oppenheim built the El Capitan Theater, two blocks north of the New Mission. The El Capitan, a huge 3,000-seat Spanish Colonial/Churrigueresque theater designed by Arthur Crim, began to draw audiences away from the older Mission District theaters like the New Mission. To make matters worse, the Stock Market Crash occurred the next year. The combination of increased competition and growing indebtedness took their toll on Greenfield's movie palace empire and his peace of mind and in October 1931 he killed himself. Over $400,000 in debt, Greenfield was on the verge of losing the New Mission Theater and the rest of his empire to bankruptcy.[13]

The Nasser Family

Compelled by the need to pay off Greenfield's substantial debts, his estate sold off his theaters. In 1932, Abraham Nasser, the founder of what was to become the most famous and the longest-lived theater dynasty in San Francisco, purchased the New Mission Theater. Nasser was a

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[10] "New Mission Opened with Eclat," *San Francisco Examiner*, (November 16, 1917), p. 8.
[11] "New Mission Theatre has Big Capacity," *San Francisco Examiner*, (November 18, 1917), p. 56.
[12] Ibid.

[13] "Theater Owner Found Hanged in S.F. Office," *San Francisco Chronicle*, (October 26, 1931).

native of what is now Lebanon and he immigrated to San Francisco in 1900. Nasser's first taste of the theater business occurred in 1908 when he opened a nickelodeon in his confectioner's shop at 18th and Collingwood Streets in Eureka Valley, as a means to increase candy sales. In 1910 Nasser realized that his nickelodeon was earning more money than the candy and in that year he constructed a new 600-seat theater at 485 Castro. In 1922 the Nassers hired the then relatively unknown architect Timothy Pflueger, of Miller & Pflueger, to design a new theater for the site. The 1,550-seat, Spanish Colonial style Castro Theater was Pflueger's first major movie palace.[14] As Nasser continued to expand his theater empire he repeatedly hired Pflueger to design new theaters and to renovate others. In 1926 Nasser commissioned Pflueger to design the Moorish Revival Alhambra Theater on Polk Street and in 1931 to design the Art Deco masterpiece Paramount Theater in Oakland. In 1932 and 1935 Nasser hired Pflueger to renovate the New Mission and the Royal Theaters, respectively.[15] By the late 1940s, the Nasser family had built up a chain of twelve movie theaters throughout the Bay Area. In 1949 they branched out into television production after purchasing General Service Studios in Hollywood, where they eventually produced television programs such as "I Love Lucy," "The Lone Ranger," "Mr. Ed" and "The Beverly Hillbillies."[16]

Pflueger Renovates the New Mission

In order to compete in the cutthroat atmosphere of the Depression, the Nassers embarked upon a campaign to update the appearance of their older theaters, especially the stylistically obsolete New Mission Theater. In early 1932, the Nassers hired Miller & Pflueger of San Francisco to redesign the façade and promenade lobby in a more modern style. Due to the Depression new construction was usually not a viable option. With materials being expensive but labor cheap, theater entrepreneurs frequently decided to renovate their older theaters rather than replace them. In San Francisco only four new movie theaters opened during the 1930s: the Bridge (1939), Timothy Pflueger's El Rey (1931), the Noe (1937), and the Presidio (1937). All four of these theaters were designed in the Art Deco style.[17] Also a result of the Depression, San Francisco's movie house owners had the luxury of hiring prominent architects at bargain-rate prices to remodel their older theaters. The Art Deco style was frequently chosen by owners and architects as a fashionable, yet relatively inexpensive way to update the image of an older theater. Much of the relief ornament could be executed in stucco and did not require as much skilled labor. Often the renovation work would be limited to the most visible components of the theater, such as the sign, marquee and the entrance lobby.[18] There were several other older theaters in San Francisco, such as the Midway Theater on Haight Street, that received inexpensive face-lifts. Pflueger's partial remodel of the New Mission Theater was certainly one of the most expensive and competent movie palace renovations in San Francisco, equaled only by Pflueger's later remodel of the Metro Theater.

Timothy Pflueger, one of the foremost West Coast architects to work in the Art Deco style, was the primary designer in the firm of Miller & Pflueger and he did much of the work on the New Mission Theater project.[19] Pflueger left much of the original Reid Brothers' work untouched,

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[14] "Obituary, Emily Nasser," *San Francisco Chronicle*, (December 15, 1952), p. 23.
[15] Building files: San Francisco Architectural Heritage.
[16] Tim Kelley, "The Nasser Brothers," *Castro Star*, (July 1997).
[17] Information derived from Heritage building files.
[18] National Trust for Historic Preservation, "Information Series, No. 72, Curtain Up: New Life for Historic Theaters," (Washington, D.C.: 1993), p. 2.
[19] San Francisco Department of Building Inspection, "Application of Mission/Fillmore Theatre Co. to Make Alterations to New Mission Theatre," filed July 1, 1932.

especially the auditorium but he radically redesigned the 1916-17 façade and promenade lobby. The auditorium, although relatively old, was still very impressive in terms of scale and ornamental effect and would have been too expensive to radically alter. Instead, Pflueger concentrated his efforts on the parts of the theater that were most easily visible from outside. He removed the Reid Brothers' elaborate 1916 façade and marquee and replaced it with the Art Deco marquee and pylon sign that exist today. Pflueger hired Alexander Aimwell Cantin to design and install the neon for the New Mission façade and sign, as he had done with the Paramount and the Castro Theaters. Pflueger retained the Reid Brothers' Neoclassical style vestibule, with its pedimented niches but he replaced the 1916 promenade lobby interior with Art Deco plaster ornament, mirrors, sinewy metal balustrades, sconces and other light fixtures and carpets. Pflueger believed in the alliance of architecture and art and he hired Hollywood set painters to paint interior murals for his theater commissions, such as the Metro Theater. The murals in the New Mission promenade lobby were probably painted by these artisans. When the New Mission Theater reopened in late 1932, its appearance from Mission Street had been radically transformed and it became the most modern looking theater in the Mission District until Albert Lansburgh's Grand Theater opened in 1940. The theater again regained its popularity and continued, in the words of local residents, to be the most popular destination for neighborhood moviegoers during the war and for several years afterward. On this basis, the year of 1950 has been selected as the end of the period of significance.

Post War Decline

Despite the gradual post-war decline of the Mission Miracle Mile and the closing of most of the Mission District theaters, the New Mission Theater continued to operate as a neighborhood movie theater until 1993. The Mission District underwent a gradual demographic and socio-economic transformation during the post-war period, as the predominantly Irish-American residents moved onward to the rapidly growing Sunset District and the suburbs of San Mateo and Marin Counties. The vacant flats and apartments of the Mission filled up with immigrants from Mexico and Central America, transforming the area into San Francisco's largest Latino neighborhood. The Nasser family continued to operate the New Mission Theater throughout the 1950s and 1960s but they did not see fit to perform any significant improvements to an aging theater in an increasingly poor neighborhood. The only changes of any significance occurred in 1961, when they furred out the vestibule walls and added a layer of white ceramic tiles.[20]

The post-war era was an especially tough time for older urban single-screen theaters in America. A 1948 anti-trust suit heard by the United States Supreme Court forced the major movie studios to divest themselves of their theater houses. Frequently, the movie studios that sold their older inner-city theaters could not find buyers who could maintain them properly.[21] Concurrently, the suburbanization that afflicted American cities during the post-war period lured potential audiences away from the older residential neighborhoods. Urban theaters found themselves confronted with deteriorating neighborhoods and dwindling audiences. Finally, the increasing popularity of television diverted even more people away from the act of theater going. While many theaters survived the 1950s and 1960s, few escaped without some degree of modernization or removal of deteriorating ornament. Others closed or deteriorated beyond repair.

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[20] San Francisco Department of Building Inspection, "Application of The Keil Company to Make Alterations to 2550 Mission Street," application filed June 28, 1961

[21] National Trust for Historic Preservation, Information Series, No. 72: "Curtain Up: New Life for Historic Theaters," (Washington, D.C., 1993), p. 2.

The New Mission Theater survived as a movie theater much longer than many of its contemporaries. The New Fillmore, the New Mission's twin, was demolished as were many other San Francisco theaters, including some of the most spectacular downtown theaters, such as the Neo-Baroque Fox Theater on Market Street. The New Mission Theater remained in business until the early 1990s, showing second-run horror movies. As an independent movie theater, the New Mission Theater did not have access to the expensive, first-run productions available to the larger multiplex chains. In May 1993, Cinema Cal, the last operator of the New Mission, decided to close the theater. In late 1998, City College of San Francisco purchased the theater, with a view to demolition to make way for a new campus building. The New Mission was then leased to a furniture retailer and used as commercial retail space until January, 2003. At present City College seeks a new buyer for the property.

Criterion C

The New Mission Theater is significant under Criterion C as an excellent example of an early 20th Century movie palace embodying "the distinctive characteristics of a type, (and) period," as well as representing "the work of a master" and "high artistic values." The New Mission Theater is the best surviving example of an early 20th Century movie palace in the Mission District and one of only a handful surviving in San Francisco with any degree of integrity. Furthermore, the building is an important work of two regionally significant architectural firms: the Reid Brothers and Miller & Pflueger.[22] Both firms were recognized as being "masters" within the architectural profession when hired to work on the New Mission Theater. The New Mission auditorium was the first movie theater interior designed by the Reid Brothers and today it remains the most intact theater interior designed by the firm anywhere.[23] Timothy Pflueger, the designer of several movie theaters in San Francisco and elsewhere in Northern California, designed movie houses in a variety of styles. As a remodel, Pflueger's contribution to the New Mission is not the most important example of his work. Nonetheless, his work on the New Mission Theater is the earliest and most intact and only surviving example of the architect's work in theater design, in the Art Deco style, in San Francisco. Finally, with its soaring Art Deco façade and lobby, as well as its excellently preserved Renaissance/Neoclassical Revival auditorium, the New Mission Theater displays a very high level of artistic value and craftsman ship that is unrealizable today.

Early American Theater Design

The first motion picture in the United States was registered with the copyright office in 1893. By the end of the 19th Century most American cities began to witness the proliferation of small nickelodeons, where short silent "photo-plays" would be shown. Nickelodeons were usually housed in existing commercial buildings with flat floors and few architectural features to distinguish them as new building types. The movie craze intensified during the 1910s and by 1915 there were almost 25,000 "picture theaters" operating throughout the United States. By the late 1910s and early 1920s, the modest nickelodeons were being replaced by extravagant movie palaces displaying the "Baroque-roguery" of professional theater designers such as John Eberson, W. W. Ahlschlager and the Rapp Brothers.[24] Initially, inspiration for movie theater design came from traditional live-performance theaters. By the early 1920s, the movie palace construction boom was in full swing. Movie studios such as Paramount began to open larger and

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[22] San Francisco Architectural Heritage has evaluated and rated the significance of San Francisco's architecture firms as a part of our 1978 Downtown Survey. Firms were given ratings of A, B or C.

[23] "Good-Luck Fairy's Magic Wand Nothing But Hard Work San Francisco-Honolulu Theater Builder Proves Thus, *San Francisco Chronicle*, (December 10, 1922), p. D1.

[24] National Trust for Historic Preservation, Information Sheet Number 16: "Preservation of Concert Halls, Opera Houses and Movies Palaces," Washington, D.C.: 1981), p. 16.

more ornate movie theaters that would exclusively show pictures produced in their studios. Architecture was deliberately used by big studios and individual theater owners as a means to attract audiences in a cutthroat business characterized by intense competition. Prominent signs and marquees and elaborately decorated façades were designed to attract movie-goers inside, where they would be confronted with even more ornate lobbies and auditoriums. During the 1920s, Neoclassical, Renaissance and Baroque motifs gave way to more exotic styles such Moorish, Spanish, Mayan, Egyptian, Chinese and even more strange hybrid styles.

San Francisco's New Mission Theater is a rare and excellent example of an early 20th Century movie palace in San Francisco, and more important, the Mission District. Until after the Second World War Mission Street was lined with several large movie palaces such as the New Mission, the El Capitan, the Granada and smaller theaters like the Grand and the Tower. Early pictures of Mission Street depict a busy commercial streetscape punctuated by the sleek blade signs of movie theaters, where tired factory workers and shoppers could escape their daily routines. With its 2,800-seat auditorium and ornate and sophisticated plaster ornament, the New Mission Theater was the first movie palace in the Mission and today it is the only surviving example. The El Capitan had its auditorium demolished and replaced with a parking lot. Other theaters have been extensively remodeled as discount stores or churches. The New Mission survived as a neighborhood theater until 1993 and aside from some unfortunate painting schemes, very few changes have been made to accommodate a furniture store; even the seats remain in place.

Reid Brothers

Brothers James and Merritt Reid constituted one of the best-known and most well respected architecture firms in San Francisco around the turn of the last century. James Reid, the principal designer in the partnership, was born November 25, 1851 in St. John, New Brunswick. He studied architecture at the Massachusetts Institute of Technology and then at the Ecole des Beaux Arts in Paris. James Reid first came to California in 1888 after being commissioned to design the Hotel del Coronado in San Diego. The following year, James moved to San Francisco where he joined his brother Merritt who was already there. The brothers formed a tremendously important firm that would last half a century, until Merritt's death in 1932.[25] Much of their work took place during the reconstruction of San Francisco after the 1906 Earthquake and Fire. An extremely capable and versatile firm, the Reid Brothers designed hotels, office buildings, churches, single-family residences and theaters. Some of their most important works include the Fairmont Hotel of 1906, the Call Office Building of 1914, the First Congregational Church of 1914, the Cliff House of 1908 and many other prominent San Francisco landmarks.

The New Mission Theater was the first of many Reid Brothers'-designed movie houses. A year after the New Mission was completed, Greenfield and Kahn hired the Reid Brothers to design a second major theater for them: the New Fillmore Theater in the Western Addition. During the 1920s, when the theater construction boom reached its climax in San Francisco, the Reid Brothers designed and supervised the construction of at least five other major movie houses in the city, including the Coliseum, at 745 Clement Street (1918); the Alexandria, at 18th Avenue and Geary (1923); the Balboa, at 3626 Balboa Street (1925); the York, at 2795 24th Street (1926) and the Metropolitan (now the Metro), at 2047-65 Union Street (1923). Of the remaining Reid Brothers' theater interiors, the New Mission retains the greatest degree of integrity, with its 1917 auditorium remaining almost entirely intact. The auditorium of the New Mission embodies the earliest phase of the Reid Brothers' work in theater design. Their earliest theater designs, such

[25] Henry F. Withey, AIA, Biographical Dictionary of American Architects, (Los Angeles: Hennessey & Ingalls, 1970), p. 500.

as the New Mission and the New Fillmore, were designed in a more traditional mode reminiscent of earlier live-performance theaters. As their career progressed throughout the 1910s and 1920s the Reid Brothers designed theaters in a variety of exotic styles, such as Egyptian for the Alexandria and Secessionist for the Coliseum. Most of the Reid Brothers theaters have either been demolished or heavily altered. The New Fillmore was demolished in the 1950s and the Coliseum was gutted in the 1960s. Other Reid Brothers theaters such as the Alexandria, the Balboa and the York have undergone interior alterations that have affected their integrity. The Metropolitan was heavily altered by Timothy Pflueger in 1942. Of the Reid Brothers' other theaters, only the New Fillmore was comparable to the New Mission in terms of style and scale.

The interior of the New Mission Theater was designed by the Reid Brothers in the Neoclassical/Renaissance Revival style, with many classical architectural details, such as the pedimented poster display cases, an arcaded staircase enclosure and the colossal gilded Corinthian columns flanking the proscenium. The interior ornament, like many theaters of its era, was purposefully designed in an overwrought manner, with gilded, over-scaled architectural elements, murals depicting classical mythological subjects and imaginative sculptural relief. Unlike most other Reid Brothers' theaters, the interior of the New Mission's auditorium is amazingly intact, requiring very little beside paint removal and patching to bring it back to its original luster. The interior of the New Mission Theater brought myth and luxury to the lives of working people for the price of a movie ticket and its current appearance completely reflects its original role in the life of the Mission District during the first half of the 20th Century.

Timothy Pflueger

The Art Deco Mission Street facade and promenade lobby together form another architecturally significant component of the New Mission Theater. Designed in 1932, by Timothy Pflueger, a partner in the firm of Miller & Pflueger, these elements of the theater represent the distinctive work of one of the most widely acclaimed architects to work in San Francisco and Northern California from the 1920s to the 1940s. Pflueger was born in 1892 in Stockton, California. He studied architecture at San Francisco's Beaux Arts Institute of Design and worked in several offices until the conclusion of the First World War, when he formed a partnership with his mentor, J. R. Miller. Pflueger, the primary designer of the partnership, was responsible for the design of many important San Francisco landmarks. Some of the most important examples include: the Pacific Telephone and Telegraph Building of 1925, the Pacific Coast Stock Exchange of 1930, The Medico-Dental Building at 450 Sutter Street of 1929; the Oakland-Bay Bridge of 1936 (in collaboration with Arthur Brown, Jr.) and San Francisco City College's Phelan Campus in 1942. Pflueger was also responsible for the design and remodeling of nine motion picture theaters throughout the Bay Area and Northern California during his short career (he died at the age of 54 in 1946). Several of these theaters have attained national significance, including the Castro Theater of 1922 (San Francisco Landmark #100), the Alhambra Theater of 1928 (San Francisco Landmark #217) and the Paramount Theater in Oakland, a National Historic Landmark, the highest honor that can be bestowed on a structure.

The movie palaces designed or renovated by Timothy Pflueger were part of a larger body of important movie palaces being erected throughout California during the 1920s and 1930s, which included such prominent theaters as the Wiltern in Los Angeles and the El Capitan in Hollywood, by Pflueger's contemporary, G. Albert Lansburgh. Pflueger was one of the most prolific and innovative theater architects in Northern California during the 1920s and 1930s. Pflueger's imaginative and exuberant design sensibilities were perfect for this building. Kevin Starr, California's State Historian writes:

Pflueger's architecture was at once romantic, rational, high-tech and festive. He had a genius for communicating well-being to the people who used his buildings or sat over drinks on a magic evening in one of his lounges. Pflueger designed buildings for people who liked cities and who liked themselves.[26]

As a remodeling of an older theater Pflueger's contribution to the New Mission Theater is not the most important or unadulterated example of his work. With that said, Pflueger's work on the New Mission went above and beyond the scope of most theater remodels of the 1930s. With the Depression in full-swing owners of older theaters found it more economical to hire prominent architects at bargain-basement rates to update the appearance of their stylistically dated movie houses. Often this work did not depart beyond replacing the carpeting or the seats and possibly covering an ornate but expensive-to-maintain façade with stucco. To his credit, Abraham Nasser gave Pflueger a significant amount of leeway when they hired Miller & Pflueger to renovate the New Mission Theater. Pflueger wisely left the Reid Brothers' jaw-dropping auditorium alone aside from updating the carpet and bathrooms. Instead the architect concentrated on radically redesigning the façade and promenade lobby. Pflueger used elements employed in the design of his contemporary masterpiece, the Paramount, in the reconstruction of the New Mission, including the towering sheet metal Art Deco sign/façade, the aluminum balustrades and fixtures, the Mayan and Aztec-inspired plaster treatments and the imaginative murals painted by Pflueger's artist collaborators.

As a surviving movie palace that embodies "high artistic values" and craftsmanship, the New Mission Theater is unmatched in the Mission District and matched by few other theaters in the City, with the possible exception of the Metro Theater (another theater originally designed by the Reid Brothers and remodeled by Pflueger). The Reid Brothers' auditorium displays an incredible level of design sensibility, detailing and craftsmanship. Trained in the Beaux-Arts tradition, James Reid had an able grasp on how to handle classical ornament, creating a fantasy world of 50' high gilded columns and pilasters, coffered ceilings and latticework domes. The interior detailing of the New Mission's auditorium is largely unmatched in San Francisco in terms of scale, quality and integrity. Its only major competitors aside from the Metro include live-performance theaters such as the San Francisco Opera House, designed by Arthur Brown, Jr. and G. Albert Lansburgh in 1931, the Fox Warfield Theater, designed by G. Albert Lansburgh in 1921 and the Geary Theater, designed in 1909 by the firm of Bliss & Faville. Most important, aside from inappropriate paint treatments, the auditorium of the New Mission Theater survives completely intact, having been spared the almost inevitable periodic remodeling undergone by most other theaters in San Francisco. Although more restrained and less costly than the original Reid Brothers' interior, Pflueger's promenade lobby and façade are important examples of artistry and craftsmanship. The murals on the walls of the lobby painted by experienced set painters have been painted over with a thin layer of whitewash but they survive intact beneath. Pflueger's imaginative Mesoamerican and Greek-inspired plasterwork in this space is very unusual in its mixture of themes and high level of execution. Finally, Pflueger's façade, a collaboration with sign fabricator Alexander Aimwell Cantin (who also worked on the Paramount) displays the architect's signature Aztec and Mayan-inspired variant of the Art Deco.

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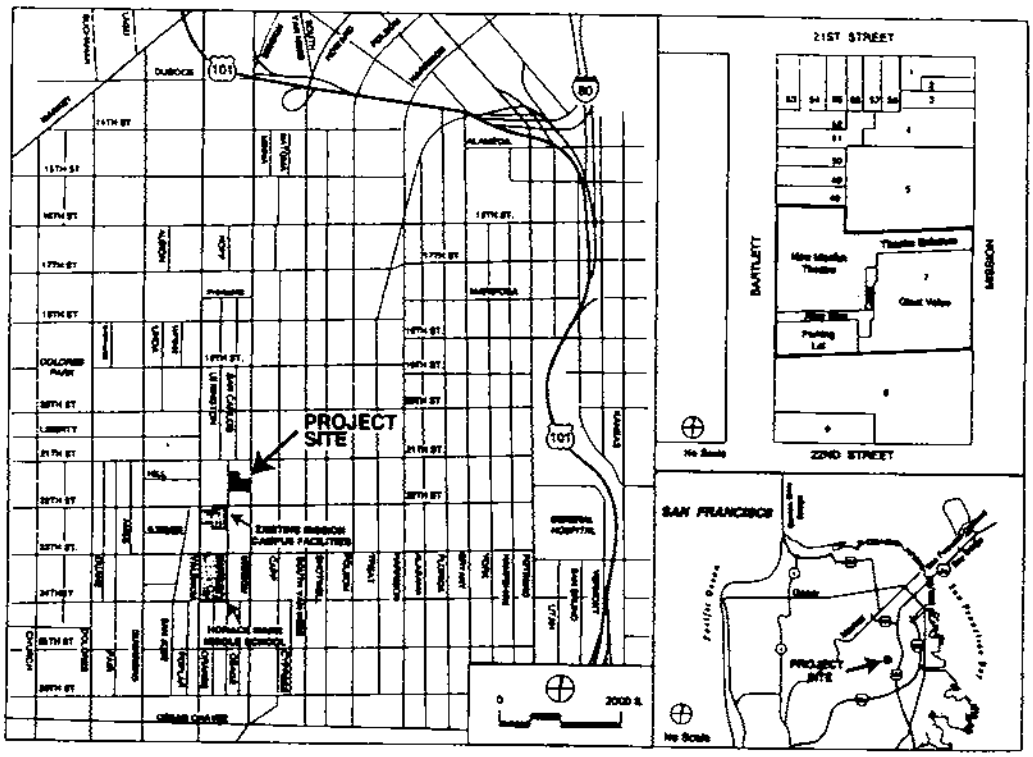
[26] Butterfield & Butterfield, The John Pflueger Collection, (San Francisco: 1989).

Conclusion

Since the early years of this century, movie-going has continually been one of America's favorite pastimes. Movies have long been entrenched in American culture as a vehicle for disseminating information. They have played a critical role in determining trends in style, recreation, language and even thoughts and social mores. The history of this medium is inextricably linked to the history of the United States during the 20th Century. The association of going to the movies with notions of fantasy and escape from the mundane realities of everyday life greatly influenced the design of early movie palace architecture. Like the movies themselves, the fanciful and opulent architecture of early movie palaces transported the audience to exotic realms before the movie even started. The New Mission Theater is especially interesting, embodying as it does the work of two important architectural firms. The New Mission Theater briefly enjoyed the limelight as the West's largest and grandest theater. Although that title was quickly eclipsed, the theater continued to serve as a cornerstone in the Mission District's Miracle Mile until the movie houses began to go silent, one after another, in the Post war period. After Mission Dolores, the New Mission Theater is probably the best known visual landmark in the neighborhood with its 70' sign spelling out the name of the theater and the neighborhood simultaneously. In a similar fashion as the Castro Theater, the New Mission Theater has become an icon of the neighborhood.

LANDMARK DESIGNATION REPORT	LANDMARKS BOARD VOTE
DATE: *24 October 2003*	APPROVED:
CASE NO.:	PLANNING COMMISSION VOTE:
APPROVED:	
PAGE 21 of 23	PROPOSED LANDMARK NO.:

CROSS STREET REFERENCE MAP



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Pflueger Archives, Glen Ellen, California: drawings and correspondence files for New Mission Theater

San Francisco Architectural Heritage: building and architect files

San Francisco Archives, San Francisco Public Library: historic photographs

San Francisco Assessor's Office: ownership records

San Francisco Department of Building Inspection: building permits and drawings

San Francisco Water Department: water service application

RATINGS

The New Mission Theater is listed on the National Register of Historic Places.

PREPARED BY

Christopher Ver Plank and Katherine T. Petrin for
San Francisco Architectural Heritage

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ATTACHMENTS

Check all that apply.
523A_**X**_, 523B_**X**_, 523L (continuation sheets)___
Context Statement___
Other_**X**_

3 x 5 original black and white archival quality photos (11) – one original set only
8 ½ x 11 color images (19) – color for original set only, all others b&w copies
copies of floor plans, sections and façade elevation by Timothy Pflueger, dated 1932 (4)
historic images (2)

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code
Other Listings
Review Code Reviewer Date

Page 1 of 2 **Resource Name or #:** (Assigned by recorder)

P1. Other Identifier: *New Mission Theater*

P2. Location: Not for Publication ☐ Unrestricted **a. County** *San Francisco*

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

b. USGS 7.5' Quad **Date** **T** ; **R** ; **1/4 of** **1/4 of Sec** ; **B.M.**

c. Address *2550* *Mission Street* City *San Francisco* Zip *94110*

d. UTM: (Give more than one for large and/or linear resources) Zone ; mE/ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

Parcel No. *3616/007*

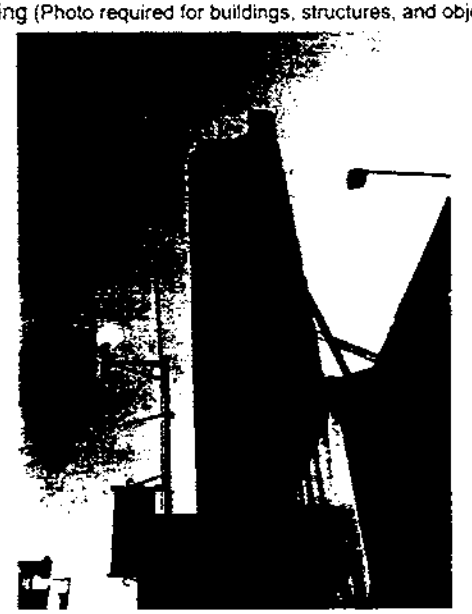
P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The New Mission Theater, a 2,800-seat single screen movie theater, is located on a large, irregularly-shaped parcel in the heart of San Francisco's Mission District. The immediate setting is dominated by a mixture of early 20th century one-and two-story commercial buildings. The New Mission Theater is an interesting juxtaposition of two building campaigns. It is composed of an Art Deco façade and promenade lobby, both designed in 1932 by architect Timothy Pflueger, and a large Renaissance/Neoclassical Revival auditorium, designed in 1916-17 by the Reid Brothers. The facade is a tripartite arrangement consisting of a large opening and ticket booth at street-level; a cantilevered marquee and streamlined parapet at the roofline, and a large freestanding pylon sign, a 70'-tall sheet metal sign is one of the most recognizable architectural landmarks in the Mission District. Pflueger's façade and promenade lobby embody the architect's unique use of Art Deco and Mesoamerican imagery as rendered in plaster wall relief, murals, etched glass and ornamental metalwork. The 1917 auditorium is one of the largest surviving movie palace interiors in San Francisco and is less heavily altered than the promenade lobby, retaining most of its original architectural detailing. The interior of the auditorium is characterized by ornate, over-scaled Neoclassical and Renaissance architectural elements, such as the gilded Corinthian Order columns and pilasters, flood lights hidden within plaster urns, elaborate Neoclassical Revival cornice moldings and fanciful murals. The theater has an "L" shaped plan; the promenade lobby is 30' wide and it extends 142' to the middle of the block, where it meets the 102' x 108' auditorium.

P3b. Resource Attributes: *HP10 - Theater*

P4. Resources Present: ☑ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other (Isolates,etc.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo: (View, date, accession #)
View is looking south along Mission Street, dated 2003.

P6. Date Constructed/Age and Sources:
☑ Historic ☐ Prehistoric ☐ Both

P7. Owner and Address:
San Francisco Community College
33 Gough Street
San Francisco, CA 94103

P8. Recorded by:
Katherine T. Petrin
Architectural Resources Group
Pier 9, The Embarcadero
San Francisco, CA 94111

P9. Date Recorded: *24 October 2003*

P10. Survey Type (Describe)
Intensive.

P11. Report Citation: (Cite survey report and other sources, or enter "none.")
National Register Nomination, submitted February, 2001

Attachments:
☐ None ☐ Continuation Sheet ☐ District Record ☐ Rock Art Record ☐ Other (List)
☐ Location Map ☑ Building, Structure, and Object Record ☐ Linear Feature Record ☐ Artifact Record
☐ Sketch Map ☐ Archaeological Record ☐ Milling Station Record ☐ Photograph Record

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

Primary # _____
HRI # _____

BUILDING, STRUCTURE, AND OBJECT RECORD

NRHP Status Code _____

Resource Name or #: (Assigned by recorder) _____

B1. Historic Name: *New Mission Theater*

B2. Common Name: *New Mission Theater*

B3. Original Use: *single-screen movie theater* B4. Present Use: *vacant*

B5. Architectural Style: *Art Deco (façade and promenade lobby) Renaissance/Neoclassical Revival (auditorium)*

B6. Construction History: (Construction date, alterations, and date of alterations)

Originally designed in 1916-17 in the Neoclassical style by the Reid Brothers , the building was altered in 1932 by architect Timothy Pflueger who updated the façade and lobby in the Art Deco style. Modifications occurred in the 1960s included suspended acoustic tile ceiling and ceramic wall panels which cover historic fabric in the vestibule.

B7. Moved? ☒ No ☐ Yes ☐ Unknown **Date:** _____ **Original Location:** _____

B8. Related Features:

B9a. Architect: *Reid Brothers (1916); Timothy Pflueger (1932)* b. Builder: *unknown*

B10. Significance: **Theme** *Theater Architecture* **Area** *Mission District, San Francisco*

Period of Significance *1916-1950* **Property Type** *theater* **Applicable Criteria** *A, C*

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The New Mission Theater is significant at the local level under National Register Criteria A and C. The period of significance begins with the date of construction and closes with the approximate date at which the Mission theater district began to decline and lose its important role in the life of the neighborhood. The New Mission Theater is significant under Criterion A for its role in the establishment and evolution of the Mission District's Vaudeville and movie house district at the beginning of the 20th century. As the first "downtown" movie palace constructed in an outlying neighborhood (the largest movie palace in California at the time of construction), it opened to much fanfare. From 1917 onward the original New Mission Theater was the largest and most architecturally lavish movie palace in the Mission District until the El Capitan Theater opened in 1928. In 1932 Timothy Pflueger was commissioned to redesign sections of the building in a more up-to-date style. Due to Pflueger's modish Art Deco façade and promenade lobby, the theater resumed its position of popularity until after the Second World War. The New Mission Theater is also significant under Criterion C as an excellent example of an early 20th century movie palace with a façade and auditorium representing two distinct eras and the work of two of San Francisco's most significant architectural firms: the Reid Brothers and Miller & Pflueger, Architects. The New Mission was the first theater designed by the Reid Brothers, who later designed more than a dozen theaters in San Francisco area. The New Mission remains the firm's best-preserved theater interior. Miller & Pflueger's 1932 alterations, including the sheet-metal pylon sign and marquee and redesigned lobby have gained significance in their own right and complement the Reid Brothers' design. Overall, the New Mission Theater retains a high degree of integrity. The theater retained its original use as a single screen theater from 1916 until 1993. On the exterior, which exhibits peeling paint, limited graffiti, and broken neon tubes, the marquee, blade sign and façade are intact. The 1917 auditorium remains almost entirely intact. The theater has suffered from years of deferred maintenance and some unsympathetic, but mostly reversible alterations.

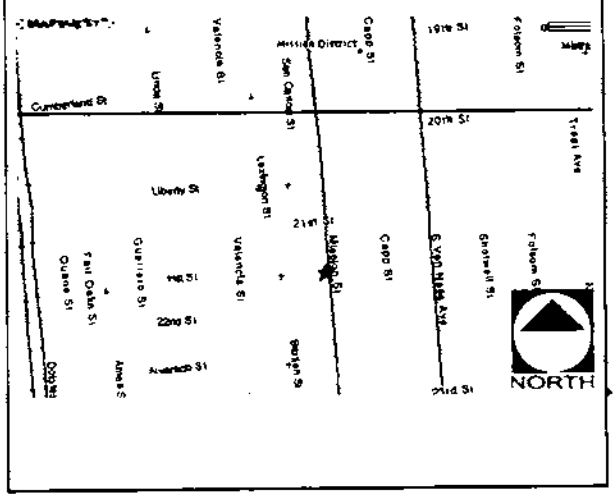
B11. Additional Resource Attributes: *HP10 - Theater*

B12. References:

See complete bibliography attached to both National Register Nomination submitted February, 2001 and to Local Landmark Application submitted November, 2003.

B13. Remarks:

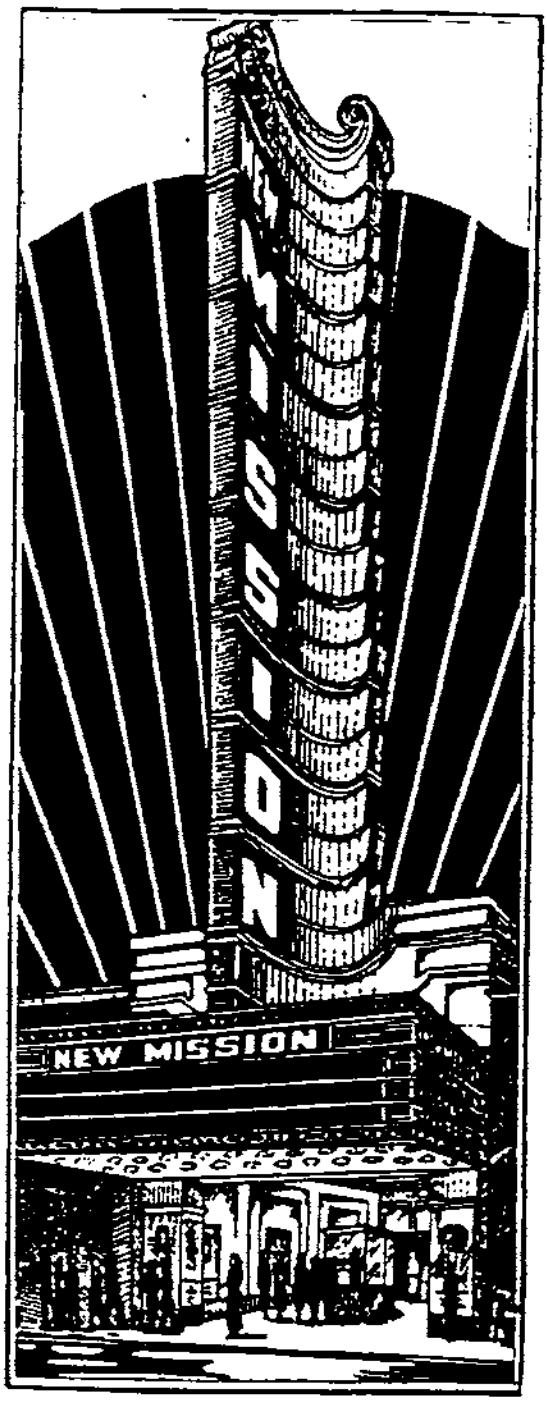
(Sketch Map with north arrow required.)



B14. Evaluator: *Katherine T. Petrin*
Architectural Resources Group

Date of Evaluation: *24 October 2003*

(This space reserved for official comments.)



Playbill from Reopening of New Mission Theater, 1932

NEW MISSION THEATER
HISTORIC RESOURCE EVALUATION

SAN FRANCISCO, CALIFORNIA
[11227]

Prepared for
ALAMO DRAFTHOUSE CINEMAS &
KERMAN/MORRIS ARCHITECTS

PAGE & TURNBULL
imagining change in historic environments through design, research, and technology

FEBRUARY 6, 2012

FINAL

III. CURRENT HISTORIC STATUS

This section examines the national, state, and local historical ratings currently assigned to the New Mission Theater at 2550 Mission Street: The following table summarizes the theater's current ratings and status **(Table 1)**.

Table 1. New Mission Theater Significance Summary

Address	2550 Mission Street
APN	3616/007 (portion of parcel)
Construction Date	1916-1917 (reconstructed)
Major Alterations	1932 (remodeled)
National Register of Historic Places	Yes (2001)
California Register of Historical Resources	Yes (2001)
Article 10 of SF Planning Code (Landmarks)	#245 (2004)
SF Architectural Heritage	--
Here Today	--
1968 Junior League Files	--
1976 DCP Survey (-2 to 5, with 5 being best)	--
UMB Survey (1990)	Yes
Historic District	--
CHRSC	1S , 3S
Historical Resource under CEQA	**Yes (A – Known Resource)**

NATIONAL REGISTER OF HISTORIC PLACES

The National Register of Historic Places (National Register) is the nation's most comprehensive inventory of historic resources. The National Register is administered by the National Park Service and includes buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level.

The New Mission Theater is currently listed in the National Register of Historic Places (#01001206). In 2001 it was determined to be significant under Criterion C (Design/Construction). The period of significance is 1916-1917, the duration of the Reid Brothers' redesign of an earlier theater followed by a balcony enlargement, and 1932, the year the theater was remodeled in the Art Deco style by Timothy Pflueger. The following summary of significance is from the 2001 National Register Nomination Form:

> The New Mission Theater is the best surviving example of an early 20th Century movie palace in the Mission District and one of only a handful surviving in San Francisco with any degree of integrity. Furthermore, the building is an important work of two regionally significant architectural firms: the Reid Brothers and Miller & Pflueger. Both firms were recognized as being "masters" within the architecture profession when hired to work on the New Mission Theater The New Mission auditorium was the first movie theater interior designed by the Reid Brothers and today it remains the most intact theater interior designed by the firm that exists. [… Timothy Pflueger's] work on the New Mission Theater is the earliest, the most

> intact and only surviving example of the architect's work in theater design, in the Art Deco style, in San Francisco. Finally, with its soaring Art Deco façade and lobby, as well as its excellently preserved Renaissance/Neoclassical Revival auditorium, the New Mission Theater displays a very high level of artistic value and craftsmanship that is unrealizable today.[1]

Further information about this nomination is provided in the "Evaluation" section of this report, and a copy of the nomination form is included as "Appendix A."

CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The California Register of Historical Resources (California Register) is an inventory of significant architectural, archaeological, and historical resources in the State of California. Resources can be listed in the California Register through a number of methods. State Historical Landmarks and National Register-listed properties are automatically listed in the California Register. Properties can also be nominated to the California Register by local governments, private organizations, or citizens. The evaluative criteria used by the California Register for determining eligibility are closely based on those developed by the National Park Service for the National Register of Historic Places.

Properties listed in the National Register are automatically listed in the California Register; therefore, the New Mission Theater is also listed in the California Register.

SAN FRANCISCO CITY LANDMARKS

San Francisco City Landmarks are buildings, properties, structures, sites, districts and objects of "special character or special historical, architectural or aesthetic interest or value and are an important part of the City's historical and architectural heritage."[2] Adopted in 1967 as Article 10 of the City Planning Code, the San Francisco City Landmark program protects listed buildings from inappropriate alterations and demolitions through review by the San Francisco Historic Preservation Commission. These properties are important to the city's history and help to provide significant and unique examples of the past that are irreplaceable. In addition, these landmarks help to protect the surrounding neighborhood development and enhance the educational and cultural dimension of the city. As of May 2008, there are 259 landmark sites, eleven historic districts, and nine Structures of Merit in San Francisco that are subject to Article 10.

The New Mission Theater was designated San Francisco Landmark #245 in 2004. The theater was evaluated based on National Register criteria and its significance, as defined by the landmark nomination, was determined to be twofold. Under Criterion A (Event), the significance of the New Mission Theater exists in "its association with the establishment and evolution of the Mission District's vaudeville and movie house district during the first half of the 20th Century." Under Criterion C (Design/Construction), it is "an excellent and intact example of an early 20th Century movie palace with a façade and auditorium representing two distinct eras and two distinct designs from two of San Francisco's most significant architectural firms, the Reid Brothers and Miller and Pflueger, Architects."[3] The nomination includes a list of significant features that should be preserved. Exterior features include the Art Deco façade on Mission Street, the blade sign that reads "New

[1] "New Mission Theater," National Register of Historic Places Nomination Form (2001), Section 8, Pages 6-7. See the completed nomination form for additional information.
[2] San Francisco Planning Department, *Preservation Bulletin No. 9 – Landmarks*. (San Francisco, CA: January 2003)
[3] "San Francisco Planning Commission Resolution No. 16736" (4 March 2004), 1.

Mission," the cantilevered marquee, and the streamlined parapet. A variety of interior features to be preserved are located in the promenade lobby, auditorium, patrons' lounge, and balcony.[4]

Further information about this nomination is provided in the "Evaluation" section of this report, and a copy of the nomination form is included as "Appendix B."

CALIFORNIA HISTORICAL RESOURCE STATUS CODE

Properties listed or under review by the State of California Office of Historic Preservation are assigned a California Historical Resource Status Code (Status Code) of "1" to "7" to establish their historical significance in relation to the National Register of Historic Places (National Register or NR) or California Register of Historical Resources (California Register or CR). Properties with a Status Code of "1" or "2" are either eligible for listing in the California Register or the National Register, or are already listed in one or both of the registers. Properties assigned Status Codes of "3" or "4" appear to be eligible for listing in either register, but normally require more research to support this rating. Properties assigned a Status Code of "5" have typically been determined to be locally significant or to have contextual importance. Properties with a Status Code of "6" are not eligible for listing in either register. Finally, a Status Code of "7" means that the resource has not been evaluated for the National Register or the California Register, or needs reevaluation.

The New Mission Theater is listed in the California Historic Resources Information System (CHRIS) database with Status Codes of "1S," meaning that the building is an "individual property listed in the National Register by the Keeper; listed in the California Register," and "3S," meaning that the building "appears eligible for listing in the National Register as an individual property through survey evaluation."

SAN FRANCISCO ARCHITECTURAL HERITAGE

San Francisco Architectural Heritage (Heritage) is the city's oldest not-for-profit organization dedicated to increasing awareness and preservation of San Francisco's unique architectural heritage. Heritage has completed several major architectural surveys in San Francisco, the most important of which was the 1977-78 Downtown Survey. This survey, published in publication *Splendid Survivors* in 1978, forms the basis of San Francisco's Downtown Plan. Heritage ratings, which range from "D" (minor or no importance) to "A" (highest importance), are analogous to Categories V through I of Article 11 of the San Francisco Planning Code, although the Planning Department did use their own methodology to reach their own findings. In 1984, the original survey area was expanded from the Downtown to include the South of Market area in a survey called "Splendid Extended."

The New Mission Theater is not included in the 1977-78 Downtown Survey or *Splendid Survivors.*

1976 DEPARTMENT OF CITY PLANNING ARCHITECTURAL QUALITY SURVEY

The 1976 Department of City Planning Architectural Quality Survey (1976 DCP Survey) is what is referred to in preservation parlance as a "reconnaissance" or "windshield" survey. The survey looked at the entire City and County of San Francisco to identify and rate architecturally significant buildings and structures on a scale of "-2" (detrimental) to "+5" (extraordinary). No research was performed and the potential historical significance of a resource was not considered when a rating was assigned. Buildings rated "3" or higher in the survey represent approximately the top two percent of San

[4] Ibid, 2-3.

Francisco's building stock in terms of architectural significance. However, it should be noted here that the 1976 DCP Survey has come under increasing scrutiny over the past decade due to the fact that it has not been updated in over twenty-five years. As a result, the 1976 DCP Survey has not been officially recognized by the San Francisco Planning Department as a valid local register of historic resources for the purposes of the California Environmental Quality Act (CEQA).

The New Mission Theater is not included in the 1976 Architectural Quality Survey.

UNREINFORCED MASONRY BUILDING (UMB) SURVEY

The 1990 Unreinforced Masonry Building (UMB) Survey was a reconnaissance-level survey undertaken by the San Francisco Planning Department (Planning Department) after the 1989 Loma Prieta Earthquake to evaluate the significance of the City's large stock of unreinforced masonry buildings that may have been affected by the disaster. Between 1990 and 1992, the Planning Department surveyed more than 2,000 privately owned unreinforced masonry buildings in San Francisco. The Landmarks Board prioritized the UMB Survey into three groups – Priority I, Priority II, and Priority III. Due to the large number of buildings that were surveyed, very little archival research or fieldwork could be done.

The New Mission Theater was included in the 1990 UMB Survey and was not assigned a priority rating. Only the vestibule and promenade lobby are unreinforced brick masonry; the 1916-17 auditorium is reinforced concrete.

SOUTH MISSION HISTORIC RESOURCE SURVEY

The following description of the South Mission Historic Resource Survey is from the San Francisco Planning Department web site:

> The South Mission Survey was conducted by Planning Department staff, with assistance from the historic architecture firm of Page & Turnbull, as one of several planning studies that will be used to inform the implementation of the Mission Area Plan. The South Mission Survey resulted in documentation and assessment of approximately 3,800 individual buildings, including nearly 1,000 individual historic properties and contributors to 13 historic districts. The South Mission Survey included the area that is bounded approximately by 20th Street to the north, Cesar Chavez Street to the south, Potrero Avenue to the east, and Guerrero Street to the west. The South Mission Survey was adopted by the Historic Preservation Commission on November 17, 2011.[5]

Since the New Mission Theater was designated as a historic resource previous to the South Mission Historic Resource Survey, it was included in the survey findings as an individual historic resource. It is not a contributing resource to any historic district **(Figure 2)**.

[5] "South Mission Historic Resource Survey," *San Francisco Planning Department*, web site accessed 11 January 2012 from: http://www.sf-planning.org/index.aspx?page=2473.

Fig. 2. Parcel map of the South Mission Survey area, with the New Mission Theater marked with a star. Source: San Francisco Planning Department; edited by author.

IV. ARCHITECTURAL DESCRIPTION

The New Mission Theater at 2550 Mission Street is located on an irregularly-shaped parcel on the east side of Mission Street in the Mission District. Another building, the Giant Value Store, occupies the same parcel as the New Mission Theater. As described in the Ordinance No. 87-04, "The boundaries of the [New Mission Theater] landmark are coterminous with the footprint of the New Mission Theater and do not include any other buildings on the lot."[6]

Reconstructed from an earlier theater building in 1915-16 and partially redesigned in 1932, the New Mission Theater's principal façade on Mission Street features a synthesis of Art Deco and Moderne elements, including a towering 70-foot pylon sign that reads "New Mission" **(Figure 3)**. The rear façade on Bartlett Street is minimally adorned and features utilitarian finishes. The building is roughly L-shaped in plan and features an unreinforced brick masonry vestibule and lobby and a reinforced concrete auditorium **(Figure 4)**. The building rests on a concrete foundation and is capped by a series of flat and low-pitched gabled roofs with a stepped parapet.

For a detailed architectural description of the New Mission Theater, please see the National Register nomination form (2001) and the San Francisco City Landmark designation report (2003), both of which are included as appendices to this report.

Fig. 3. Mission Street (primary) façade.
Source: Page & Turnbull, January 2012.

Fig. 4. Bartlett Street (rear) façade.
Source: Page & Turnbull, January 2012.

Surrounding Neighborhood

The following description of the surrounding neighborhood is from the 2001 National Register nomination form and remains accurate as of January 2012:

> The towering sheet metal façade of the New Mission Theater can be seen for several blocks from multiple directions. It is located in one of the busiest blocks of Mission Street, a busy shopping area in the heart of San Francisco's working-class Mission District. The theater is one of the best-preserved structures on this particular block of heavily modernized commercial buildings, most of which date

[6] Ordinance No. 87-04, "Ordinance to Designate 2550 Mission Street, the New Mission Theater, as a Landmark," (8 April 2004), 2.

from the first quarter of the 20th Century. To the north is a heavily altered, two-story brick commercial building. To the south is the Giant Value Store and directly across the street from the theater is the decaying and abandoned Wigwam/Rialto Theater, a historic Vaudeville house. The New Mission Theater is one of the lynchpins of what was once one of the city's most important theater districts, rivaled only by the Downtown Market Street theater district. Formerly known as the "Mission Miracle Mile," this district comprised roughly eight blocks of Mission Street between 16th and 24th streets and in addition to a selection of downtown department stores, it included at least a dozen nickelodeons, Vaudeville houses and movie palaces.[7]

[7] "New Mission Theater," National Register of Historic Places Nomination Form (2001), Section 7, Page 1.

V. HISTORIC CONTEXT

BRIEF MISSION DISTRICT HISTORY

In 1776, Father Francisco Palou founded Mission Dolores on the banks of what the Spanish named Laguna de Manatial. The Mission, located at the southwest corner of Dolores and 16th streets, survives today as the earliest architectural artifact from the neighborhood's early recorded history. After the Mexican government secularized the California mission lands in 1833, what is now the Mission District passed into the hands of Californio families. These ranching families—Sanchez, Noe, Guerrero and Valencia—remain memorialized by street names in the district. Although assured that they would retain title to their land, these prominent families gradually lost their land to American settlers after the United States annexed California in 1846.

Throughout the second half of the nineteenth century, transportation from downtown San Francisco to the Mission District continued to steadily improve, bringing the district into the orbit of downtown San Francisco. Ease of access, abundant vacant land, and a balmy climate facilitated the construction of recreational and amusement facilities in the Mission. Meanwhile, residential development grew apace. Many Italianate-style cottages and flats were built after large parcels were subdivided by homestead associations and developers. Large-scale developers constructed thousands of Italianate style residences in the 1860s and 1870s, often developing entire blocks at one time.

The 1906 Earthquake and Fire transformed the Mission from an area of middle-class Victorian residences and amusement parks into a thoroughly urban industrial and working-class district. The fire destroyed the workers' cottages, boarding houses and brick factories of the South of Market District and moved into the Mission, destroying everything in its path until being halted at 20th Street. Downtown businesses destroyed in the conflagration relocated to Mission Street. The Mission was remade after 1906 into a predominantly Irish working-class neighborhood with a mixture of other ethnic groups. It was in this period that the Mission took on the basic appearance it has today.

The Mission District, traditionally San Francisco's most self-contained neighborhoods, developed its own cohesive downtown commercial retail/commercial district along Mission Street after 1906. Many downtown department stores, such as Sherman Clay and Hale Brothers, continued to maintain a Mission branch after downtown was reconstructed. The Mission's own "Miracle Mile" developed throughout the early portion of the twentieth century with discount furniture stores, branches of downtown department stores, and at least a dozen motion picture palaces. Mission Street gradually became home to the city's largest entertainment district, which by World War II included the El Capitan, Tower, Grand, New Lyceum, Rialto, and the colossal 2,800-seat New Mission Theater **(Figure 5)**.

Fig. 5. Looking north on the 2500 block of Mission Street, 1936. The New Mission Theater is on the left. Source: San Francisco Historical Photograph Collection, #AAA-4667.

The Mission thrived as a self-contained European-American ethnic community until World War II. The war took thousands of local sons and daughters out of the neighborhood to fight in Europe and the South Pacific. When they returned they were greeted with the benefits conferred by the GI Act: educational grants and low-interest home loans. Many took advantage of both and moved out of the cramped and aging Victorian flats of the Mission to newly developed housing tracts of the Parkside, the Sunset, Marin County, and the Peninsula. As the European-Americans abandoned the Mission, they were gradually replaced by Central American immigrants. From the 1950s to the present, the continued influx of immigrants from these countries has transformed the Mission into San Francisco's largest and most famous predominantly Latino neighborhood.

Although little new construction has occurred since the Second World War, the Mission's building stock experienced a considerable transformation to accommodate the newest wave of immigrants. Department stores and theaters along Mission Street which once catered to the larger population of the City, were converted into shops and community institutions serving the Latino community.

PROJECT SITE HISTORY

Early Site History

Before the construction of the New Mission Theater, the site was occupied by one- and two-story Italianate dwellings before an earlier theater building, the Premium Theater, was constructed in 1910 **(Figure 6)**. Under new owners Louis R. Greenfield and Leon I. Kahn, the theater was renamed the Idle Hour Theater in 1913. It operated until 1916, at which time it was significantly enlarged to its present size and renamed the New Mission Theater.[8]

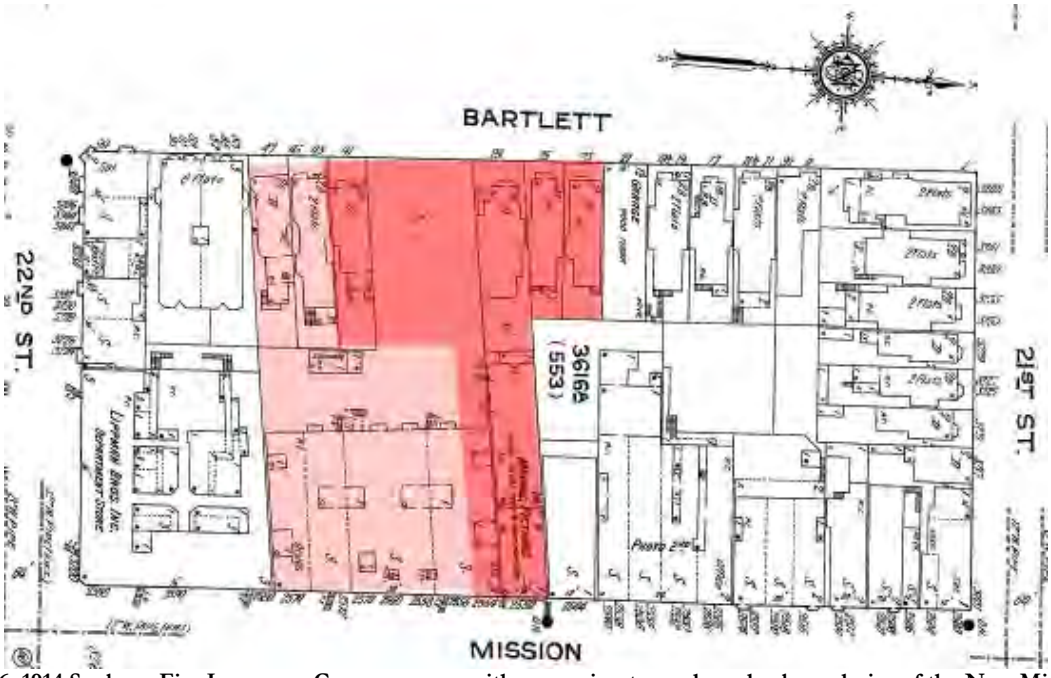


Fig. 6. 1914 Sanborn Fire Insurance Company map with approximate modern-day boundaries of the New Mission Theater shown in dark red. The narrow parcel fronting Mission Street was occupied by the Idle Hour Theater. The rest of modern-day Lot 007, which is shown in light red, was occupied by residential and commercial buildings. Edited by author.

Reid Brothers Design the New Mission Theater

The architects selected to design the new theater were the Reid Brothers of San Francisco. The structure of the old Idle Hour Theater was integrated into the Reid Brothers' new design (the old theater occupied the area of the vestibule and promenade lobby of the new design), and a massive auditorium was added as part of this project. A new one-story brick and stucco façade featured a fusion of Mission Revival and Neoclassical details. The interior was thoroughly finished in the Neoclassical Revival style with a variety of decorative plaster moldings, murals, and gilded ornaments. The theater opened in 1916 to great fanfare.[9]

Expansion of the New Mission Theater

In 1917, an adjacent parcel to the north of the theater was purchased by Greenfield & Kahn and they hired the Reid Brothers to design a balcony enlargement and new patrons' lounge. The design for the 2,800-seat New Mission Theater, which reopened in November 1917, made it the largest "uptown" theater in San Francisco.[10]

[8] "New Mission Theater," National Register of Historic Places Nomination Form (2001), Section 8, 2.
[9] Ibid., 3-4.
[10] Ibid., 4.

Timothy Pflueger Renovates the New Mission Theater

In 1932, the New Mission Theater was purchased by Abraham Nasser following the death of Louis Greenfield in October 1931. Nasser, whose property holdings grew to a theater empire, repeatedly hired architect Timothy Pflueger, of Miller & Pflueger, to design new theaters and renovate other properties using the most modern architectural styles of the day. In early 1932, Pflueger designed a new Art Deco-style façade and lobby for the New Mission Theater, and it reopened later that year **(Figures 7-11)**.[11]

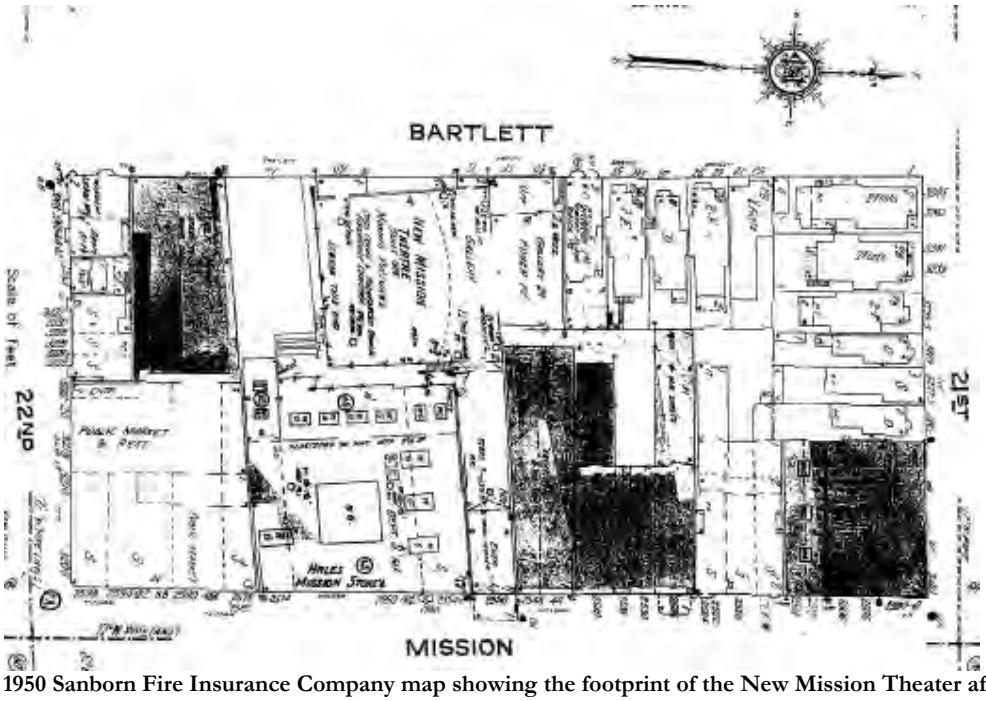


Fig. 7. 1950 Sanborn Fire Insurance Company map showing the footprint of the New Mission Theater after the Reid Brothers' reconstruction and Pflueger's renovation. Edited by author.

Post-War Decline

Over the next few decades, repairs and alterations to the theater appear to have been neglected, except for alterations to the vestibule in 1961. The New Mission Theater continued to function as a movie theater until 1993, after which time it changed hands and functions several times. The theater has been vacant since 2003.[12]

For additional information about the project site history, please see the National Register nomination form (2001) and the San Francisco City Landmark designation report (2003), both of which are included as appendices to this report.

[11] Ibid., 5.
[12] Ibid., 6.

Fig. 8. New enlarged balcony designed by the Reid Brothers, 1943.
Source: San Francisco Historical Photograph Collection, #AAA-8975.

Fig. 9. New patron lounge designed by the Reid Brothers, 1943.
Source: San Francisco Historical Photograph Collection, #AAA-8976.

Fig. 10. Promenade lobby after the 1932 renovation by Pflueger, 1943.
Source: San Francisco Historical Photograph Collection, #AAA-8977.

Fig. 11. Mission Street façade of the New Mission Theater after the 1932 renovation by Pflueger, undated. Source: San Francisco Historical Photograph Collection, #AAA-8971.

DEVELOPMENT OF THE "MISSION MIRACLE MILE"

After the 1906 Earthquake and Fire, widespread destruction throughout San Francisco's downtown had left the City without many of its institutions, including the large number of early theaters. Entrepreneurs and property owners soon established new theater venues in other parts of the City, most notably the Mission and Fillmore districts. By 1925, a dozen movie theaters were in operation on or around Mission Street, and most were located between 16th and 24th streets.[13] This eight-block area was promoted by the Mission Merchants Association as the "Mission Miracle Mile," which became a shopping and entertainment district.[14]

For additional information, please see the National Register nomination form (2001) and the San Francisco City Landmark designation report (2003), both of which are included as appendices to this report. For information about the two California Register-eligible "Mission Miracle Mile" historic districts in San Francisco (the first comprises 19th to 20th streets, the second comprises the intersection of 17th and Mission streets, and neither includes the New Mission Theater), please see the associated District Records (DPR 523D forms) that are included as "Appendices C and D."

[13] "New Mission Theater," National Register of Historic Places Nomination Form (2001), Section 8, 1.
[14] "Mission Miracle Mile 19th to 20th Streets Historic District" (DPR District Record, April 2011), 21.

CONSTRUCTION CHRONOLOGY AND OWNERSHIP HISTORY

The following provides a timeline of the history of the New Mission Theater, including major alterations and events.

1900: The site was occupied by several one- and two-story Italianate dwellings.

1910: The property was owned by Franklin B. Ross, who hired architect E.B. Johnston to design a small brick theater building costing $7,000. The Premium Theater opened in June 1910.

1913: The theater was purchased by Louis R. Greenfield and Leon I. Kahn and its name was changed to the Idle Hour.

1915-16: The theater was redesigned and significantly enlarged by the Reid Brothers, Architects.

1917: The Reid Brothers designed an enlarged balcony and patrons' lounge. The general contractor was Stockholm & Allyn and the owner was the Keil Estate.[15]

1932: Abraham Nasser purchased the New Mission Theater and hired the San Francisco firm of Miller & Pflueger, Architects, to remodel the building in the Art Deco style.

Ca. 1961: Various alterations were executed, including the furring out of walls, installation of dropped acoustic ceiling panels, and addition of white ceramic tiles in the vestibule.

1993: The New Mission Theater ceased to function as a theater.

1998: City College of San Francisco purchased the New Mission Theater and the adjacent Giant Value Store.

Ca. 1998-2003: The building was occupied by Evermax Home Furnishings and Gifts.

2003-2011: The theater was owned by Gus Murad & Associates.

2012: At the time of publication, Alamo Drafthouse Cinemas is in contract to purchase the New Mission Theater.

OWNERS AND ARCHITECTS

Greenfield & Kahn

The partnership of movie theater entrepreneurs Louis R. Greenfield (1889-1931) and Leon I. Kahn lasted from around 1908 until the late 1910s. In 1908, they opened their first theater, the Quality Theater, in San Francisco's Western Addition, and in 1913 they purchased a chain of theaters from Franklin Ross, including the small theater at 2550 Mission Street that would become the New Mission Theater. After parting ways, Greenfield continued to own and operate the successful movie theater empire until 1931, at which point he had acquired massive debt and took his own life.[16]

For additional information about Greenfield & Kahn, please see the National Register nomination form (2001) and the San Francisco City Landmark designation report (2003), both of which are included as appendices to this report.

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[15] *Architect & Engineer* Vol. 48-49 (January 1917), 109.
[16] "New Mission Theater," National Register of Historic Places Nomination Form (2001), Section 8, 2-4.

Reid Brothers

James and Merritt Reid constituted one of the best-known and most well respected architecture firms in San Francisco around the turn of the twentieth century. James Reid, the principal designer in the Reid Brothers partnership, was born November 25, 1851 in St. John, New Brunswick. He studied architecture at the Massachusetts Institute of Technology and may have then attended the École des Beaux Arts in Paris, although he did not matriculate. James Reid first came to California in 1888 after being commissioned to design the Hotel del Coronado in San Diego. The following year, James moved to San Francisco where he joined his brother Merritt who was already there. The brothers formed what would become a tremendously important firm that would last half a century, until Merritt's death in 1932.[17] His brother James died in 1943. Much of their work took place during the reconstruction of San Francisco after the 1906 Earthquake and Fire. Both before and after the earthquake and fire, the Reid Brothers designed hotels, office buildings, churches, single-family residences, and theaters. Some of their most important works include the Fairmont Hotel (1906), the Cliff House (1908), the Call Office Building (1914), the First Congregational Church (1914), and the New Mission Theater (1915-16), among many other prominent San Francisco landmarks.[18]

For additional information about the Reid Brothers, please see the National Register nomination form (2001) and the San Francisco City Landmark designation report (2003), both of which are included as appendices to this report.

Abraham Nasser and Family

Abraham Nasser and his family owned the New Mission Theater from 1932 until at least the mid-1960s and controlled "what was to become the most famous and the longest-lived theater dynasty in San Francisco." The Nassers repeatedly hired architect Timothy Pflueger to design and remodel their theaters in the San Francisco Bay Area, including the New Mission Theater.[19]

For additional information about the Nasser Family, please see the National Register nomination form (2001) and the San Francisco City Landmark designation report (2003), both of which are included as appendices to this report.

Timothy Pflueger, Architect

Timothy Ludwig Pflueger, the second of six sons of German immigrants, was born in 1892 and raised in the Mission District of San Francisco. Upon graduating from high school, Pflueger apprenticed for architect James R. Miller (1868-1942) before accepting a job to work as an architect for the United States Government in Washington, D.C. in 1917. Pflueger returned to San Francisco in the 1920s to work with Miller as his associate. The firm of Miller & Pflueger was one of the most influential Bay Area architectural firms, designing a number of prominent office buildings, schools, and theaters.[20] The firm played a pioneering role in the development of the Art Deco movement in the Bay Area, and some of their most important San Francisco commissions include the Pacific Telephone and Telegraph Building (1925), 450 Sutter Street (1927), and the Pacific Coast Stock Exchange (1930), as well as a number of grand movie palaces, including a renovation of the New Mission Theater (1932). After the dissolution of the firm upon Miller's retirement in 1937, Pflueger continued practicing architecture independently until his death on November 20, 1946.[21]

Beginning with his role as architect of the Pacific Telephone and Telegraph Building, which received much press as the tallest skyscraper constructed west of the Mississippi and the first high-rise in the

[17] Henry F. Withey, AIA. *Biographical Dictionary of American Architects*, Los Angeles: Hennessey & Ingalls, 1970, p. 500.
[18] "New Mission Theater," National Register of Historic Places Nomination Form (2001), Section 8, 7-8.
[19] Ibid, 5-6.
[20] Blake Green, "Landmarks that Timothy Pflueger Built," *The San Francisco Chronicle* (14 April 1986).
[21] ArchitecturalDB, https://digital.lib.washington.edu/php/architect/index.html (accessed 8 October 2007).

City of San Francisco, Pflueger became affiliated with avant-garde architectural and technical design in the Bay Area. Pflueger is strongly associated with the Art Deco movement both because of the style of his architectural designs and his desire to merge Moderne art with his architectural projects. Pflueger paid equal attention to the interior décor and the exterior building envelope. Additionally, he formed good working relationships with many local artists, including Michael Goodman, Arthur Matthews, Robert Stackpole, and Diego Rivera.[22] Pflueger also served on several boards and commissions during his career, including the San Francisco Art Association (president in 1933), Consulting Architect for the 1937 design of the Bay Bridge, and the Board of Architects for the 1939-1940 Golden Gate International Exposition.[23]

Pflueger's theater designs were especially high-style examples of his signature elaborate façades and richly decorated interiors. Some of Pflueger's grandest and best-known theaters include the Castro Theater, San Francisco (1922) **(Figure 12)**; the Alhambra Theater, San Francisco (1926, converted to a gymnasium) **(Figure 13)**; the Paramount Theater, Oakland (1930) **(Figure 14)**; and the El Rey Theater, San Francisco (1931, converted to a church) **(Figure 15)**. Many of Pflueger's additional California theater commissions have been closed or demolished, including the Tulare Theater, Tulare (1927, demolished in 1980); the Alameda Theater #2, Alameda (1932, closed); and the Federal Theater Project at the Golden Gate International Exposition, San Francisco (1938, demolished 1940s). [24]

Finally, the firm of Miller & Pflueger was also responsible for a number of important Art Deco remodels of existing theaters in San Francisco, including the Royal Theater (1932, demolished 2003); the New Mission Theater (1932, closed 2003); and the New Fillmore Theater (1932, demolished 1970s). The remodel of the Metro Theater (1941, closed 2006) is thought to have been the firm's last theater project.

For additional information about Timothy Pflueger, please see the National Register nomination form (2001) and the San Francisco City Landmark designation report (2003), both of which are included as appendices to this report.

[22] "Timothy Pflueger: Art, Art Deco and More," *Heritage Newsletter*. (Winter 1981).
[23] Timothy Keegan, "The Art of Timothy Pflueger," *The Argonaut*. 17:2 (Winter 2006).
[24] Steve Levin, "Theaters of Timothy Pflueger," *Marquee* 26:3 (1994): 14-23; ArchitecturalDB, https://digital.lib.washington.edu/php/architect/index.html (accessed 8 October 2007);

Fig. 12. Castro Theater (1922), 1927.
Source: San Francisco Public Library
Historical Photograph Collection, #AAA-8598.

Fig. 13. Alhambra Theater (1926), n.d.
Source: San Francisco Public Library
Historical Photograph Collection, #AAA-8549.

Fig. 14. Paramount Theater (1930), Oakland. n.d.
Source: *Cinema Treasures*,
www.cinematreasures.org
(accessed 15 October 2007).

Fig. 15. El Rey Theater (1931). Preliminary sketch by Miller & Pflueger, Architects.
Source: Steve Levin, "Theaters of Timothy Pflueger," *Marquee* 26:3 (1994): 23.

VI. EVALUATION

SIGNIFICANCE SUMMARY

National Register of Historic Places

The National Register of Historic Places (National Register) is the nation's most comprehensive inventory of historic resources. The National Register is administered by the National Park Service and includes buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. Typically, resources over fifty years of age are eligible for listing in the National Register if they meet any one of the four criteria of significance and if they sufficiently retain historic integrity. However, resources under fifty years of age can be determined eligible if it can be demonstrated that they are of "exceptional importance," or if they are contributors to a potential historic district. National Register criteria are defined in depth in *National Register Bulletin Number 15: How to Apply the National Register Criteria for Evaluation*. There are four basic criteria under which a structure, site, building, district, or object can be considered eligible for listing in the National Register. These criteria are:

- *Criterion A (Event)*: Properties associated with events that have made a significant contribution to the broad patterns of our history.
- *Criterion B (Person)*: Properties associated with the lives of persons significant in our past.
- *Criterion C (Design/Construction)*: Properties that embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant distinguishable entity whose components lack individual distinction.
- *Criterion D (Information Potential)*: Properties that have yielded, or may be likely to yield, information important in prehistory or history.
- Resources eligible for the National Register are automatically listed in the California Register of Historical Resources.

The New Mission Theater is currently listed in the National Register of Historic Places (#01001206). In 2001 it was found to be significant under Criterion C (Design/Construction). The period of significance is 1916-1917, the duration of the Reid Brothers' redesign of an earlier theater followed by a balcony enlargement, and 1932, the year the theater was remodeled in the Art Deco style by Timothy Pflueger. The following summary of significance is from the 2001 National Register Nomination Form:

> The New Mission Theater is the best surviving example of an early 20th Century movie palace in the Mission District and one of only a handful surviving in San Francisco with any degree of integrity. Furthermore, the building is an important work of two regionally significant architectural firms: the Reid Brothers and Miller & Pflueger. Both firms were recognized as being "masters" within the architecture profession when hired to work on the New Mission Theater The New Mission auditorium was the first movie theater interior designed by the Reid Brothers and today it remains the most intact theater interior designed by the firm that exists. [… Timothy Pflueger's] work on the New Mission Theater is the earliest, the most intact and only surviving example of the architect's work in theater design, in the

> Art Deco style, in San Francisco. Finally, with its soaring Art Deco façade and lobby, as well as its excellently preserved Renaissance/Neoclassical Revival auditorium, the New Mission Theater displays a very high level of artistic value and craftsmanship that is unrealizable today.[25]

After 11 years of listing in the National Register, the New Mission Theater appears eligible for continued listing under Criterion C (Design/Construction) for the aforementioned aspects of its design.

San Francisco Landmark

San Francisco City Landmarks are buildings, properties, structures, sites, districts and objects of "special character or special historical, architectural or aesthetic interest or value and are an important part of the City's historical and architectural heritage."[26] Adopted in 1967 as Article 10 of the City Planning Code, the San Francisco City Landmark program protects listed buildings from inappropriate alterations and demolitions through review by the San Francisco Historic Preservation Commission. These properties are important to the city's history and help to provide significant and unique examples of the past that are irreplaceable. In addition, these landmarks help to protect the surrounding neighborhood development and enhance the educational and cultural dimension of the city. As of May 2008, there are 259 landmark sites, eleven historic districts, and nine Structures of Merit in San Francisco that are subject to Article 10.

The New Mission Theater was designated as San Francisco Landmark #245 in 2004. The theater was evaluated based on National Register criteria and its significance, as defined by the landmark nomination, was determined to be twofold. Under Criterion A (Event), the significance of the New Mission Theater exists in "its association with the establishment and evolution of the Mission District's vaudeville and movie house district during the first half of the 20th Century." Under Criterion C (Design/Construction), it is "an excellent and intact example of an early 20th Century movie palace with a façade and auditorium representing two distinct eras and two distinct designs from two of San Francisco's most significant architectural firms, the Reid Brothers and Miller and Pflueger, Architects."[27] The nomination includes a list of significant features that should be preserved. Exterior features include the Art Deco façade on Mission Street, the blade sign that reads "New Mission," the cantilevered marquee, and the streamlined parapet. A variety of interior features to be preserved are located in the promenade lobby, auditorium, patrons' lounge, and balcony.[28]

After eight years of designation as a San Francisco City Landmark, the New Mission Theater appears eligible for continued designation as a Landmark under National Register Criterion A (Event), for its important role in the development of the Mission's entertainment district, and Criterion C (Design/Construction), for the aforementioned aspects of its design.

INTEGRITY

In order to qualify for listing in any national, state, or local register, a property must possess significance under one of the aforementioned criteria and have historic integrity. The same seven variables or aspects that define integrity—location, design, setting, materials, workmanship, feeling and association—are used to evaluate a resource's eligibility for listing in the California Register and

[25] "New Mission Theater," National Register of Historic Places Nomination Form (2001), Section 8, Pages 6-7. See the completed nomination form for additional information.
[26] San Francisco Planning Department, *Preservation Bulletin No. 9 – Landmarks.* (San Francisco, CA: January 2003)
[27] "San Francisco Planning Commission Resolution No. 16736" (4 March 2004), 1.
[28] Ibid, 2-3.

the National Register. According to the *National Register Bulletin: How to Apply the National Register Criteria for Evaluation*, these seven characteristics are defined as follows:

> Location is the place where the historic property was constructed.
>
> Design is the combination of elements that create the form, plans, space, structure and style of the property.
>
> Setting addresses the physical environment of the historic property inclusive of the landscape and spatial relationships of the building/s.
>
> Materials refer to the physical elements that were combined or deposited during a particular period of time and in a particular pattern of configuration to form the historic property.
>
> Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history.
>
> Feeling is the property's expression of the aesthetic or historic sense of a particular period of time.
>
> Association is the direct link between an important historic event or person and a historic property.

The New Mission Theater retains integrity of location, having been continuously located on its present Mission Street site since its initial construction. Over the course of the last century, the "Mission Miracle Mile" has undergone various significant changes, including façade modernizations, adaptive reuse projects, and demolition of historic buildings; therefore integrity of setting has been diminished. The theater retains integrity of feeling as an entertainment venue and integrity of association with the Reid Brothers and Timothy Pflueger, whose design contributions are clearly recognizable. The New Mission Theater retains integrity of design, materials, and workmanship, since it retains the majority of its original details and finishes (though some have been obscured by modern finishes), and has undergone few interior or exterior alterations since the 1932 renovation by Pflueger. Overall, the New Mission Theater retains a high degree of integrity.

CHARACTER-DEFINING FEATURES

For a property to be eligible for national or state designation under one of the significance criteria, the essential physical features (or character-defining features) that enable the property to convey its historic identity must be evident. To be eligible, a property must clearly contain enough of those characteristics, and these features must also retain a sufficient degree of integrity. Characteristics can be expressed in terms such as form, proportion, structure, plan, style, or materials. The character-defining features of the New Mission Theater were previously documented in the National Register nomination form (2001) and the San Francisco City Landmark designation report (2003) and include:

Exterior

- Art Deco façade
- Freestanding 70-foot pylon sign with neon tubes spelling out "New Mission"
- Cantilevered marquee
- Streamlined parapet

Interior

- Promenade lobby
  - Double-height ceiling with mezzanine at rear
  - Art Deco-style ornamental metalwork at balustrades
  - Stylized decorative plaster detailing throughout lobby
  - Plaster moldings imprinted with a Greek key motif
  - Stacked lozenge-shaped mirrors
  - Cast plaster cornice moldings in a series of patterns including stylized floral motifs and the faces of Greek muses
  - Ceiling ornament of stylized floral motifs including tulips, pineapples, and daisies
  - Plaster zigzag patterned ceiling moldings recall Maya temple detailing
  - Recessed "light coves" below lobby ceiling
  - Ceiling medallions
  - Etched glass panel doors to auditorium inscribed with Art Deco-style motifs[29]

- Auditorium
  - Auditorium with over-scaled Neoclassical and Renaissance architectural elements
  - Monumental proscenium arch flanked by a pair of gilded and fluted Corinthian columns and Composite pilasters
  - Projection booth
  - Shallow niches containing urn-shaped floodlights
  - Cast plaster medallions
  - Ornamental plaster moldings and raised panels on the side walls
  - Decorative frieze of urns and garlands
  - Denticulated cornice
  - Coffered ceiling with deep reveals

- Patrons' Lounge
  - Ornate Corinthian pilasters with decorative classical frieze and cornice
  - Coffered ceiling
  - Venetian Renaissance Revival arcade along the north wall

- Balcony
  - Parapet adorned with a frieze consisting of garlands and urns
  - Suspended plaster domed ceiling with heavily decorated ribs and decorative cast metal grilles
  - Scalloped parapet along the south edge of the balcony

After visiting the New Mission Theater in January 2012 and reviewing historic drawings and photographs, Page & Turnbull confirms the existence of the aforementioned character-defining features.

[29] In an e-mail correspondence on 20 January 2012, the project architect reported that one pair of historic doors remains in place and the other two pairs of doors are missing. It is believed that the doors remain at the project site.

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE CINEMAS

STATE HISTORIC BUILDING CODE APPLICATION AUTHORIZATION:

DEPARTMENT OF BUILDING INSPECTION
City & County of San Francisco
1660 Mission Street, San Francisco, California 94103-2414

January 8, 2007

VIA FACSIMILE & US MAIL

Mr. Toby Morris, Architect
Kerman/Morris Architects LLP
69A Water Street
San Francisco, CA 94133

RE: 2550-2554 Mission Street, The New Mission Theater
Block 3616, Lot 007

Dear Mr. Morris:

In response to your fax of January 8, 2007 requesting that you be authorized to apply the State Historical Building Code to the building at 2550-2554 Mission Street, The New Mission Theater, please be advised that the State Historical Building Code, Section 8-218, indicates that buildings that are on lists or surveys adopted by a national, state or local agency, or buildings that have been deemed eligible for such lists or surveys, may apply the State Historical Building Code. The building at 2550-2554 Mission Street, The New Mission Theater, is designated as Landmark No. 245 as listed in Appendix A to Article 10 of the San Francisco Planning Code. You are, therefore, entitled to apply the State Historical Building Code to work that takes place in the building and on the site at 2550-2554 Mission Street, The New Mission Theater.

Any specific application to use the State Historical Building Code must detail the specific provisions of that code that you wish to apply along with an explanation as to why the regular building code cannot be applied. State Law requires that the Department of Building Inspection, Fire Department and other enforcing agencies in San Francisco accept reasonably equivalent alternatives to the regular code in dealing with qualified historical buildings. It is strongly recommended that you request a Pre-application Plan Review meeting with the appropriate agency to review any proposed alternatives before submitting a permit application. You may also wish to review Administrative Bulletin AB-013, Disabled Access Alternatives for Historic Buildings, which is printed in the "Rules and Regulations" section of the San Francisco Building Code.

Please contact Laurence Kornfield directly at (415) 558-6244 if you have any questions regarding the application of the State Historical Building Code.

Thank you very much.

LAURENCE M. KORNFIELD
Chief Building Inspector

cc: Mark Luellen, San Francisco Planning Department
Microfilm

ABBREVIATIONS:

#	NUMBER	EQ	EQUAL	PL	PROPERTY LINE
@	AT	EXT	EXTERIOR	PLY	PLYWOOD
				PTDF	PRESSURE TREATED DOUGLAS FIR
AB	ACHOR BOLT	FDN	FOUNDATION	P.LAM	PLASTIC LAMINATE
ADJ	ADJACENT	FIN	FINISH	PTD	PAINTED
ALT	ALTERNATE	FLR	FLOOR	PTN	PARTITION
A.F.F.	ABOVE FINISH FLOOR	FLOUR	FLUORECENT		
APPROX	APPROXIMATE	F.O.C.	FACE OF CONCRETE	R	RISER
ASPH	ASPHALT	F.O.S.	FACE OF STUD	REF	REFERENCE
		FTG	FOOTING	REFR	REFRIGERATOR
BLDG	BUILDING	FOF	FACE OF FINISH	RWD	REDWOOD
BETW	BETWEEN			REINF	REINFORCED
BOT	BOTTOM	GALV	GALVANIZED	R.O.	ROUGH OPENING
		G.F.I.	GROUND FAULT	RWL	RAIN WATER LEADER
CAB	CABINET		INTERRUPTER	REQ	REQUIRD
CEM	CEMENT	GND	GROUND	SIM	SIMILAR
CLR	CLEAR	GYP	GYPSUM	SHT	SHEET
CMU	CONC. MASONRY UNIT	GWB	GYPSUM WALL BOARD	S.O.G.	SLAB ON GRADE
COL	COLUMN			SPEC	SPECIFICATION
CONT	CONTINUOUS	HORZ	HORIZONTAL	STD	STANDARD
CTR	CETER	HT	HEIGHT	STRUCTL	STRUCTURAL
CL	CENTERLINE			SUSP	SUSPENDED
CER	CERAMIC	INSUL	INSULATION	SYM	SYMMETRICAL
CLG	CEILING	INT	INTERIOR		
CONC	CONCRETE	JT	JOINT	TRD	TREAD
				T&G	TONGUE AND GROOVE
DBL	DOUBLE	LAV	LAVATORY	THK	TRICK
DEPT	DEPARTMENT			T.O.S.	TOP OF SLAB
DIA	DIAMETER	MAX	MAXIMUM	TP	TOILET PAPER
D.F.	DOUGLAS FIR	MIN	MINIMUM	TB	TOWEL BAR
D.H.	DOUBLE HUNG	MFR	MANUFACTURER	TYP	TYPICAL
DIM	DIMENSION	MTL	METAL		
DN	DOWN			U.O.N.	UNLESS OTHERWISE NOTED
		(N)	NEW	VERT	VERTICAL
DS	DOWNSPOUT	NIC	NOT IN CONTRACT	VIF	VERYIFY IN FIELD
DTL	DETAIL	NO/#	NUMBER	W/	WITH
DWG	DRAWING	N.T.S.	NOT TO SCALE	W/O	WITHOUT
				W.C.	WATER CLOSET
(E)	EXISTING	O.C.	ON CENTER	WDW	WINDOW
EA	EACH	OPNG	OPENING	WP	WATERPROOF
ELEC	ELECTRICAL	OPP	OPPOSITE	WT	WEIGHT
EL	ELEVATION			WD	WOOD
				WH	WATER HEATER

GENERAL LEGEND:

- (E) WALL TO REMAIN
- (E) WALL UPGRADED TO 1-HR RATED
- 1-HR RATED WALL
- 2-HR RATED WALL
- BLDG/ WALL SECTION (1 / A1.0)
- EXTERIOR ELEVATION (1 / A1.0)
- COLUMN LINE (1)
- ELEVATION MARKER

BUILDING DATA:

ADDRESS:	2550 MISSION STREET SAN FRANCISCO, CA 94110
BLOCK/LOT:	BLOCK 3616, LOT 007
ZONING DISTRICT:	MISSION ST NCT, 85-X
LOT SIZE:	IRREGULAR: 45,141 SF
SFBC OCCUPANCY CLASS:	A-2
CONSTRUCTION TYPE:	TYPE I CONCRETE & BRICK
DESIGN:	KERMAN MORRIS ARCHITECTS, LLP 69A WATER STREET SAN FRANCISCO, CA 94133 (415) 749-0302 FAX 928-5152

BUILDING DEPARTMENT NOTES:

2010 C.B.C. With San Francisco Amendments and California State Code.

Site is NOT in San Francisco Fire Zone.

CONSTRUCTION TYPE: Type I concrete and brick.

OCCUPANCY CLASSIFICATION:
Group A-1 Assembly (Motion Picture Theater)

PLANNING DEPARTMENT NOTES:

PROJECT LOCATION: New Mission Theater
2550 Mission Street, Block 3616/ Lot 007

ZONING DISTRICT: Mission Street NCT

PROPOSED BUILDING USE: The existing historic movie theater will be renovated and remodeled to incude a theater/food service space.

Project complies with permitted uses on 1st and 2nd Floors:
Restaurant/Kitchen (s.736.42)
Movie Theater (s.736.46)
Bar (s.736.41)

BUILDING HEIGHT LIMIT (s.736.10): 85-X No proposed vertical expansion of the New Mission Theater with the exception of minor addition on Bartlett St.

USABLE OPEN SPACE: (NCT) No open space required for commercial use; and none provided.

OFF STREET PARKING (s.736.22): The historic New Mission Theater building contains no parking. No parking spaces are required or proposed.

STREET FRONTAGES (s736.16): Not applicable to rehabilitation of landmarked structure (s.145.1(d))

MARQUEE (s.736.16): HIstorical marquee & pylon signs to remain and be restored.

FLOOR AREA RATIO (s.736.2):
3.6 to 1 permitted
1.6 to 1 proposed (31,117sf/ 20,160sf). Project complies.

BUILDING SQUARE FOOTAGES:

BUILDING AREA CALCULATIONS:

LOT AREA: 45,141 sf
LOT AREA @ THEATER: 20,160 sf

EXISTING GROSS FLOOR AREAS (TO REMAIN):

A.) BASEMENT: 1,629 sf
B.) 1ST FLOOR: 19,429 sf
C.) MEZZANINE: 2,270sf
D.) BALCONY: 6,239 sf

TOTAL GROSS FLOOR AREA (A+B+C+D): 29,567 sf TOTAL EXISTING

PROPOSED CHANGE IN FLOOR AREAS:
E.) BASEMENT: 0 sf
F.) 1ST FLOOR: -113 sf
G.) BALCONY ADDITION: 1,663 sf (EXTENDED BALCONY)

TOTAL ADDITIONS (E+F+G): 1,550 sf

EXISTING FLOOR AREA + PROPOSED = 29,567+1,550 = 31,117 sf

OCCUPANT LOAD: 861 OCCUPANTS
SEE A-0.3 FOR OCCUPANT LOAD CALCULATIONS

AUDITORIUM / THEATER AREAS:
A.) AUDITORIUM #1: 7,020 sf
B.) AUDITORIUM #2: 850 sf
C.) AUDITORIUM #3: 1,060 sf
D.) AUDITORIUM #4: 842 sf
E.) AUDITORIUM #5: 2,390 sf

SERVICE AREAS / BARS / LOUNGES
A.) THEATER BAR 384 sf
B.) PATRON'S LOUNGE 1,029 sf
C.) LOBBY BAR 1 193 sf
D.) LOBBY BAR 2 86 sf
E.) LOBBY LOUNGE 504 sf
F.) KITCHEN 1,641 sf
G.) BEER COOLER 113 sf
H.) MECHANICAL 70 sf

OUTLINE SPECIFICATIONS (METHODS & MATERIALS):

See outline specifications by Architectural Resources Group, dated November 16, 2012, in Certification of Appropriateness file.

LOCATION MAP:

DESCRIPTION OF WORK:

The work consists of the renovation of the historic New Mission Theater on its present lot to be subdivided. Once a single screen movie theater, it will be renovated to be a 5-screen movie theater with food services and bar/ lounge area.

Work involves adding an elevator, making provisions for accessibility, repairing or replacing furniture and finishes, and adding a commercial kitchen and new restrooms. The balcony is to be extended to create more seating area. Also included in the scope of work is mechanical, plumbing and electrical upgrades. Existing lot to be subdivided into (2) lots to separate the theater renovation construction from the scope of work for the new construction of a mixed use building at the adjacent building.

Alcohol and Food Service
Note: Facility includes full service restaurant and bar service in patron's lounge/bar and in all five auditoriums. A full food menu will be served at all locations where alcohol is served.

All work to comply with current local and state codes including, but not limited to: the 2010 Edition of the California Building Code, the California Plumbing Code, the California Mechanical Code, the California Electrical Code and the California Fire Code, the current editions of the San Francisco Building and Planning Codes, Title-24 Energy Standards, etc…

Building to be fully sprinklered under separate permit. Fire suppression system to be installed to minimize impact on character defining features of the building (as outlined in HRER, 1-14-08) and others.

DRAWING INDEX:

PLANNING REVISION 12
12/11/2012

KERMAN MORRIS Architects

69A WATER STREET
SAN FRANCISCO
CALIFORNIA 94133
TEL. 415.749.0302
FAX. 415.928.5152

Revisions:

	PLNG SET 3/30/06
1	PLNG R1 6/12/06
2	PLNG R2 9/12/06
3	PLNG R3 11/2/06
4	PRE-APP SET 1/22/07
5	PLNG R4 10/15/07
6	PLNG R5 1/4/08
7	PLNG R6 3/29/11
8	PLNG R7 1/21/12
9	PLNG R8 2/7/12
10	PLNG R9 6/13/12
11	PLNG R10 7/18/12
12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

TITLE SHEET

NOTICE

These drawings and specifications are the property and copyright of Kerman/MorrisArchitects and shall not be used on any other work except by written agreement with Kerman/Morris Architects.

The Contractor shall verify all existing conditions. Written dimensions take preference over scaled dimensions and shall be verified on the project site. Any discrepancy shall be brought to the attention of Kerman Morris Architects prior to the commencement of any work.

These drawings are an industry standard builders set for building permit and to assist the contractor in construction. The drawings show limited and only representative/typical details. SPECIFICALLY EXCLUDED FROM THE SCOPE OF DESIGN SERVICES AND AS INDICATED IN THESE PLANS ARE ALL WATERPROOFING DETAILS/ DESIGN, WHICH ARE THE RESPONSIBILITY OF THE CONTRACTOR/BUILDER.

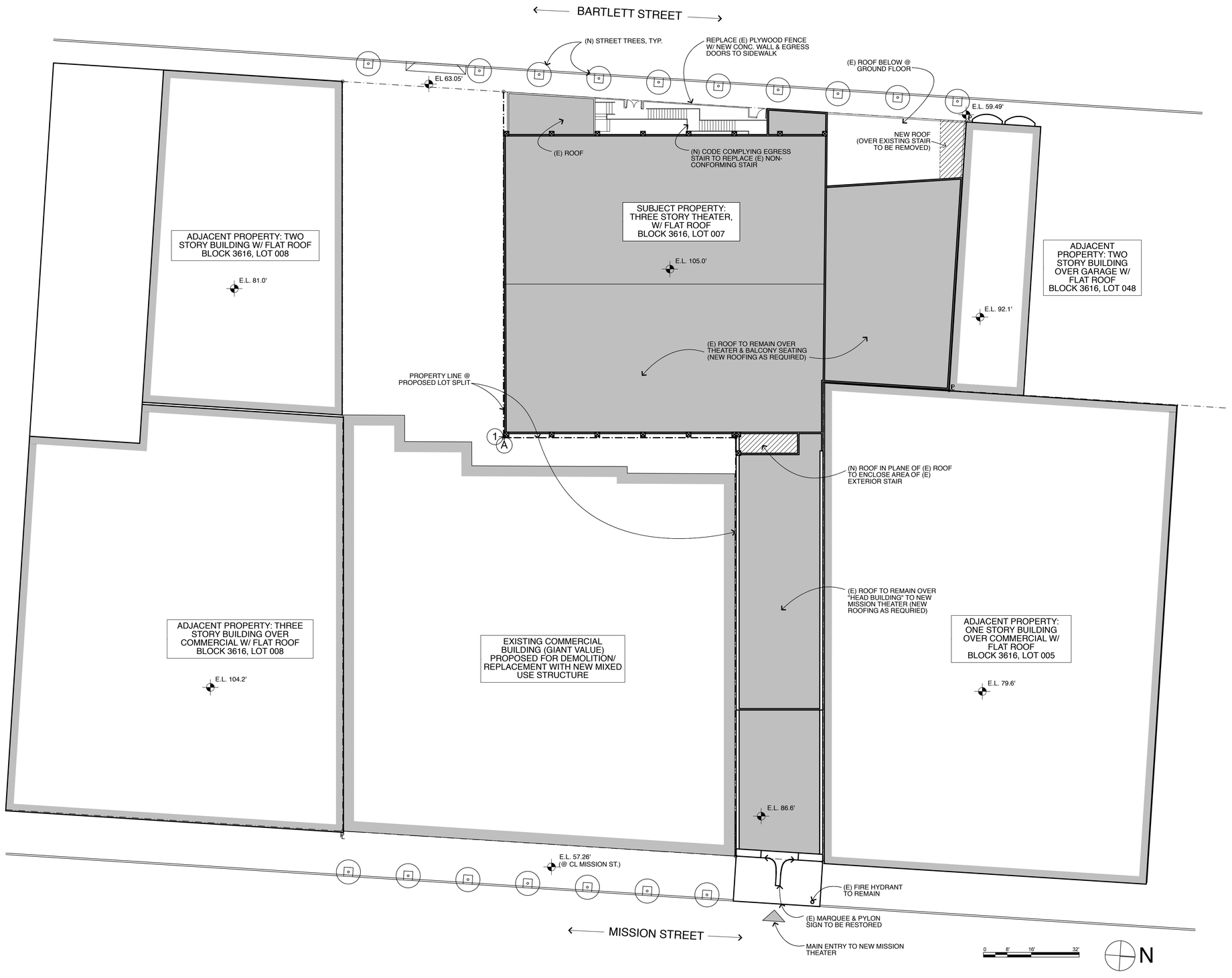
All attachments, connections, fastenings, etc., are to be properly secured in conformance with best practice, and the Contractor shall be responsible for providing and installing them.

DATE: 12/11/2012
SCALE: AS NOTED
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

DRAWING
T-1

1 of 33 sheets

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



1 SITE PLAN

SCALE: 1/16" = 1'-0"

KERMAN MORRIS Architects

69A WATER STREET
SAN FRANCISCO
CALIFORNIA 94133
TEL. 415.749.0302
FAX. 415.928.5152

Revisions:	
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3	PLNG R3 11/2/06
4	PRE-APP SET 1/22/07
5	PLNG R4 10/15/07
6	PLNG R5 1/4/08
7	PLNG R6 3/29/11
8	PLNG R7 1/21/12
9	PLNG R8 2/7/12
10	PLNG R9 6/13/12
11	PLNG R10 7/18/12
12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

SITE PLAN

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SCALE: 1/16" = 1'-0"

DRAWN BY: JLL/RH

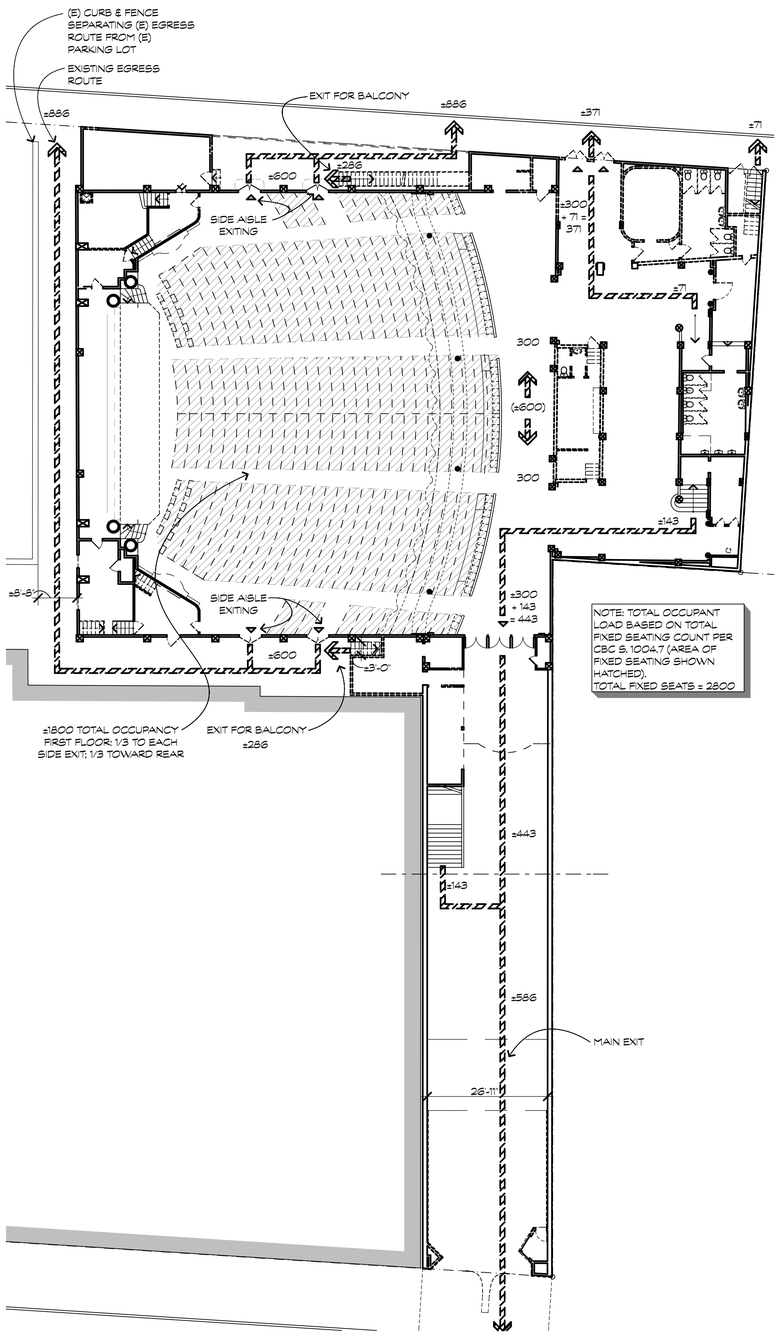
CHECKED BY: TM

JOB NO.: 1116

DRAWING

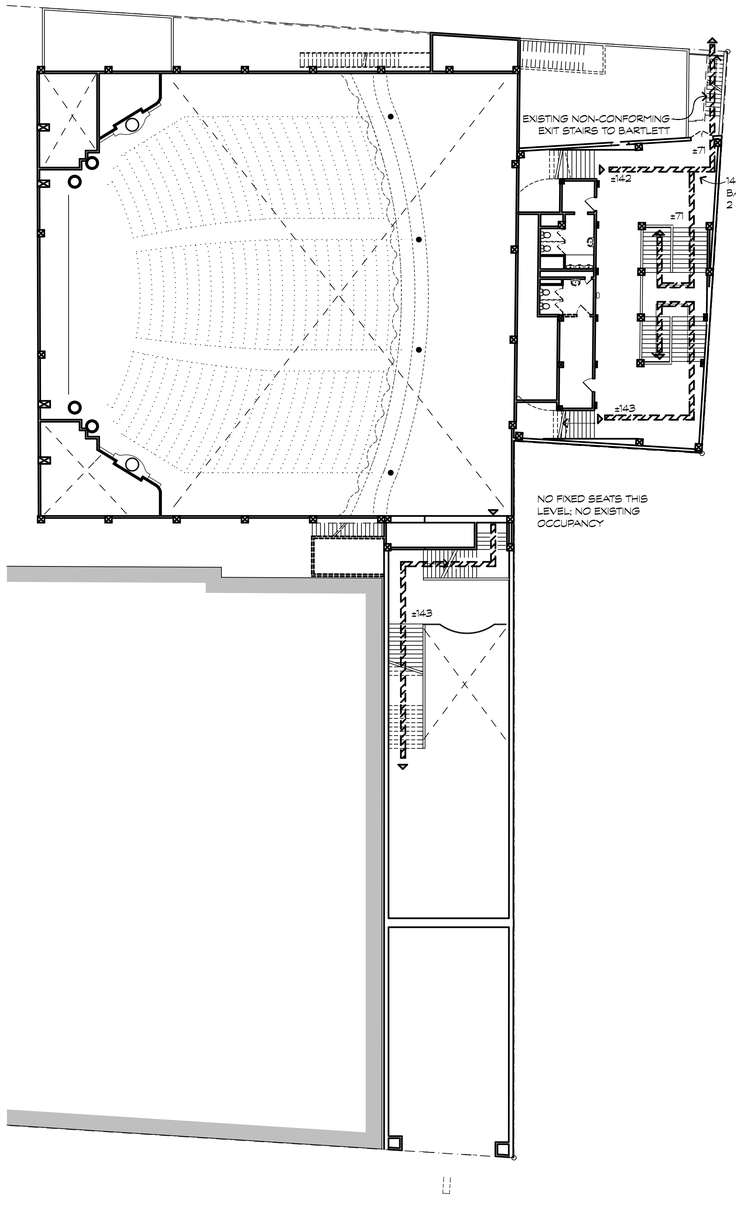
A-0.1

1116 - 2550 MISSION STREET
12/11/2012 PLANNING REVISION 12



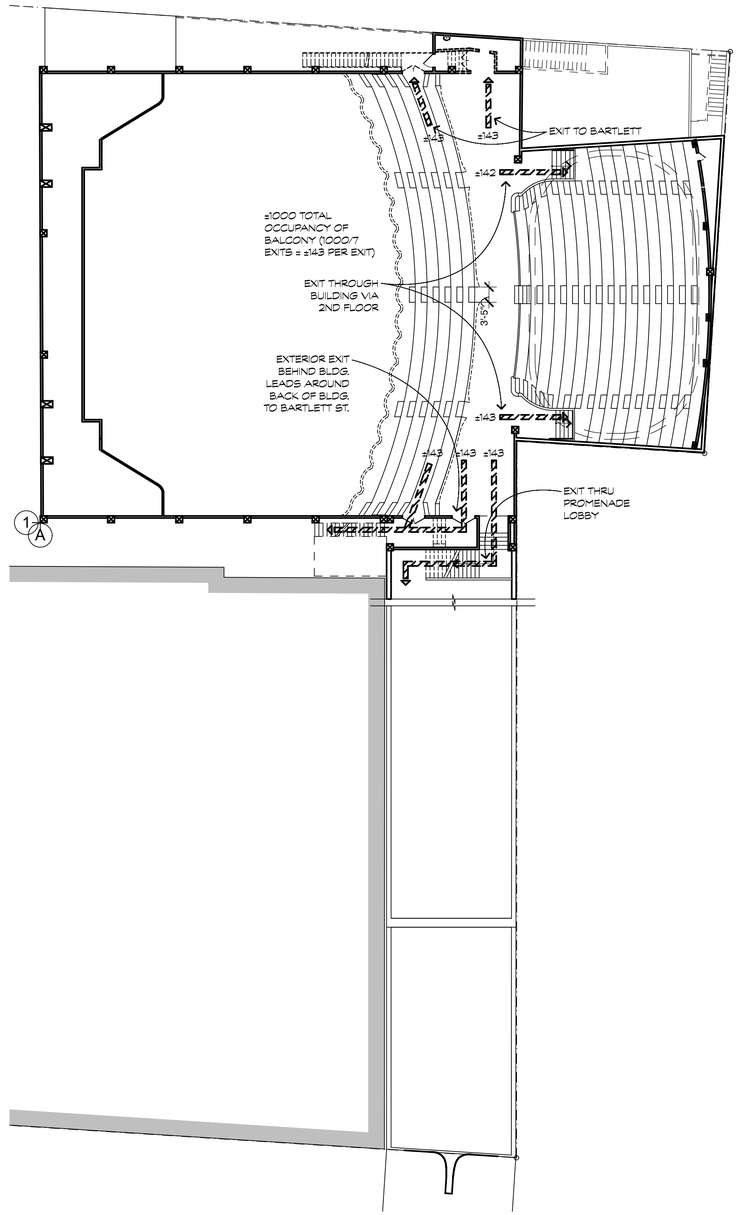
1 EXISTING FIRST FLOOR EXITING PLAN

SCALE: 1/16" = 1'-0"



2 EXISTING MEZZANINE EXITING PLAN

SCALE: 1/16" = 1'-0"



3 EXISTING BALCONY EXITING PLAN

SCALE: 1/16" = 1'-0"

N

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13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

EXISTING EXITING PLAN

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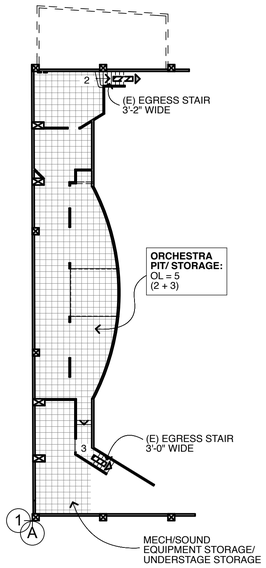
DATE: 12/11/2012
SCALE: 1/16" = 1'-0"
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

DRAWING

A-0.2

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



0 PROPOSED BASEMENT EXITING PLAN

SCALE: 1/16" = 1'-0"

OCCUPANT LOAD CALCULATIONS

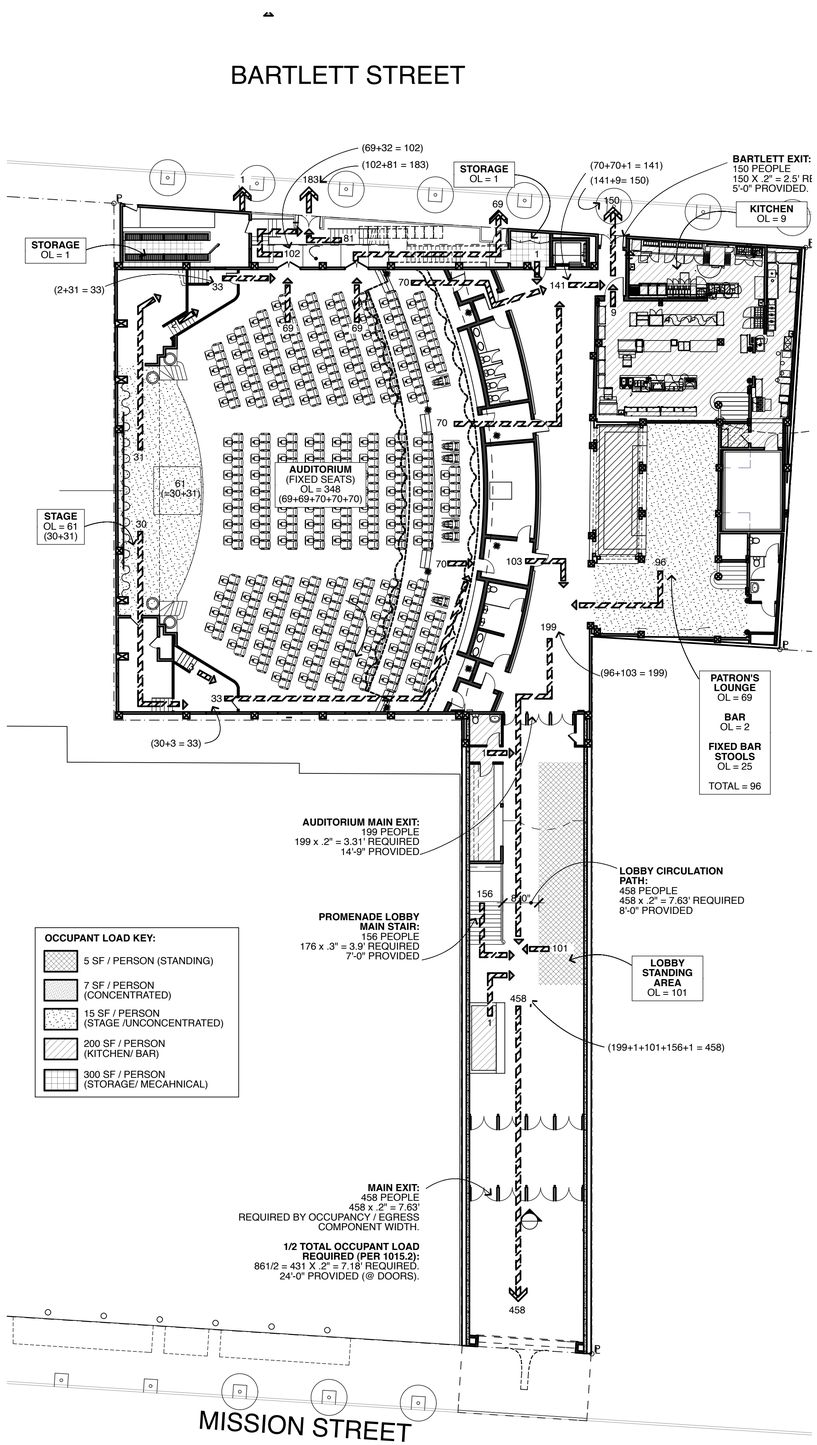
AREAS WITH FIXED SEATING

(PER SEC. 1004.7, AREAS HAVING FIXED SEATS SHALL BE DETERMINED BY THE NUMBER OF FIXED SEATS)

	# SEATS
FIRST	348
MEZZANINE	0
BALCONY	208
TOTAL FIXED SEATS	**556**

AREAS WITHOUT FIXED SEATING

	SF	OCC LOAD FACTOR	OL
ORCHESTRA			
ORCH/ STORAGE	1473	300	5
MEZZANINE			
LOBBY MEZZ. SEATING	200	7	29
GROUND FLOOR			
KITCHEN	1641	200	9
BAR	384	200	2
PATRON'S LOUNGE	1029	15	69
PATRON'S BAR STOOLS	na	count	25
STAGE	907	15	61
STORAGE 1 (BEER COOLER)	113	300	1
STORAGE 2 (MECHANICAL)	70	300	1
LOBBY BAR 1	193	200	1
LOBBY BAR 2	86	200	1
LOBBY STANDING AREA	504	5	101
		TOTAL:	**305**
TOTAL BUILDING OCCUPANT LOAD: (556 + 305)			**861**

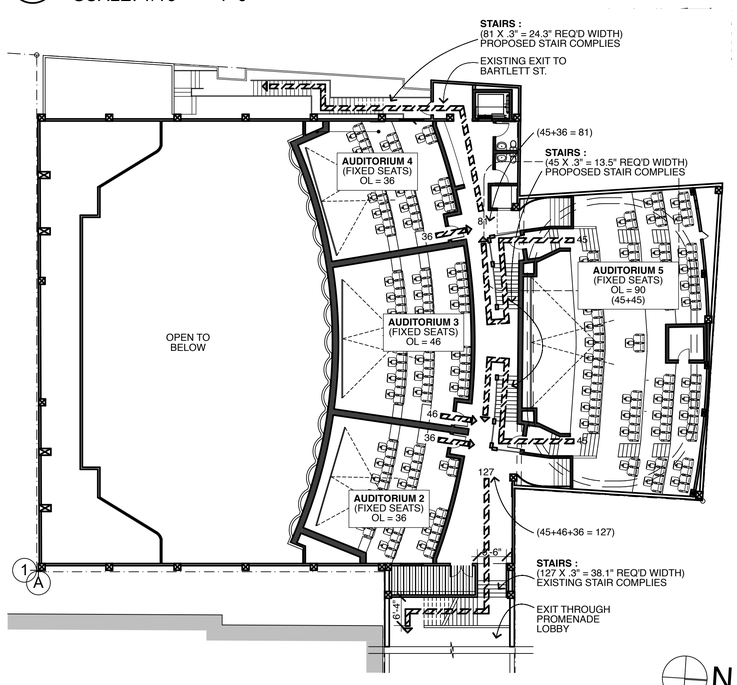


1 PROPOSED FIRST FLOOR EXITING PLAN

SCALE: 1/16" = 1'-0"

2 PROPOSED MEZZANINE EXITING PLAN

SCALE: 1/16" = 1'-0"



3 PROPOSED BALCONY EXITING PLAN

SCALE: 1/16" = 1'-0"

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13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION
THEATER
RENOVATION BY
ALAMO DRAFTHOUSE

BLOCK 3616/
LOT 007

PROPOSED EXITING PLAN

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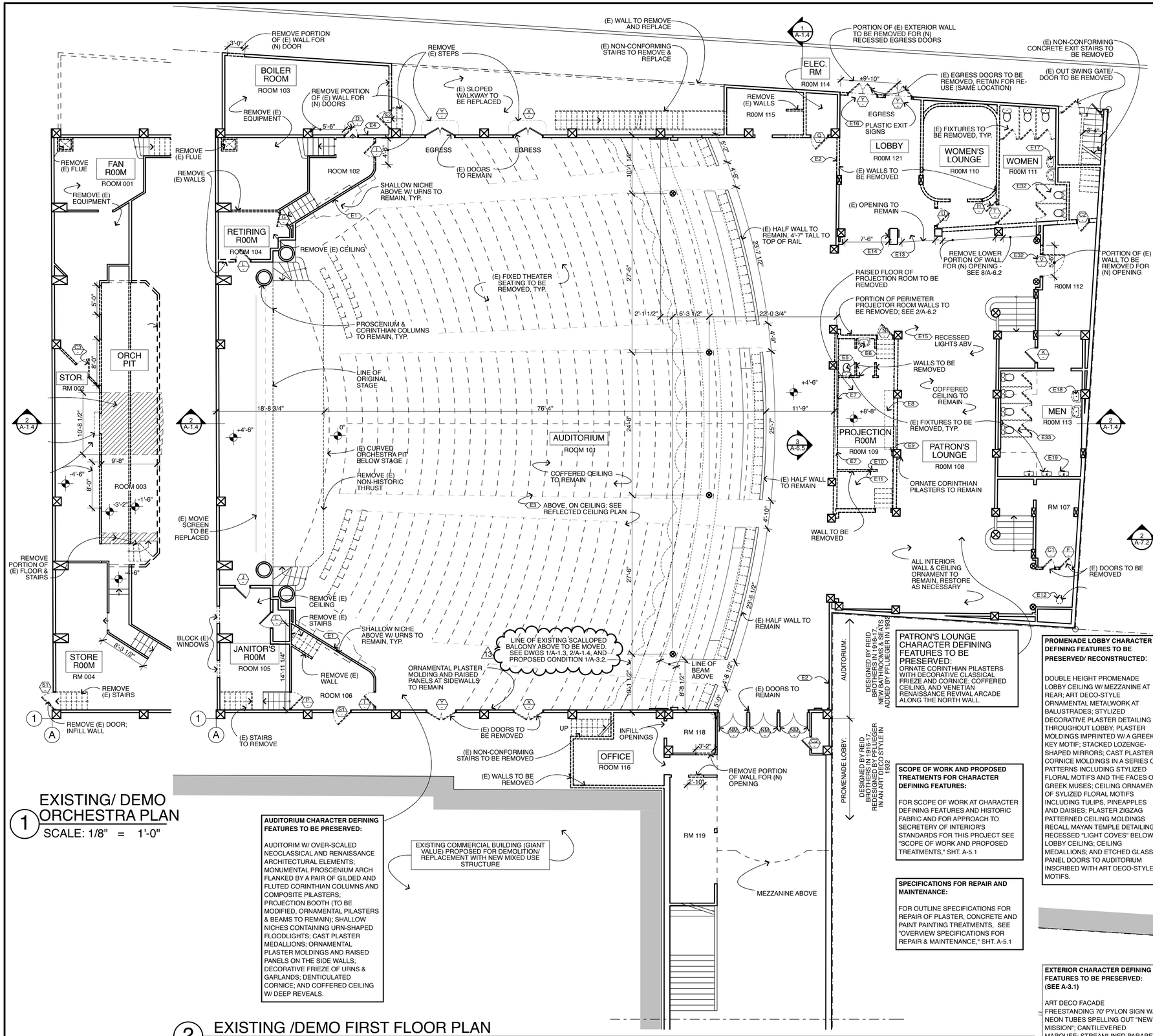
CHECKED BY: TM
JOB NO.: 1116

DRAWING
A-0.3

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



1 EXISTING/ DEMO ORCHESTRA PLAN
SCALE: 1/8" = 1'-0"

2 EXISTING /DEMO FIRST FLOOR PLAN
SCALE: 1/8" = 1'-0"

NOTE:
EXISTING ELEMENTS IDICATED AS (E1)
SEE SCHEDULE OF TREATMENTS ON A-5.2

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

EXISTING FIRST FLOOR & ORCHESTRA PLANS

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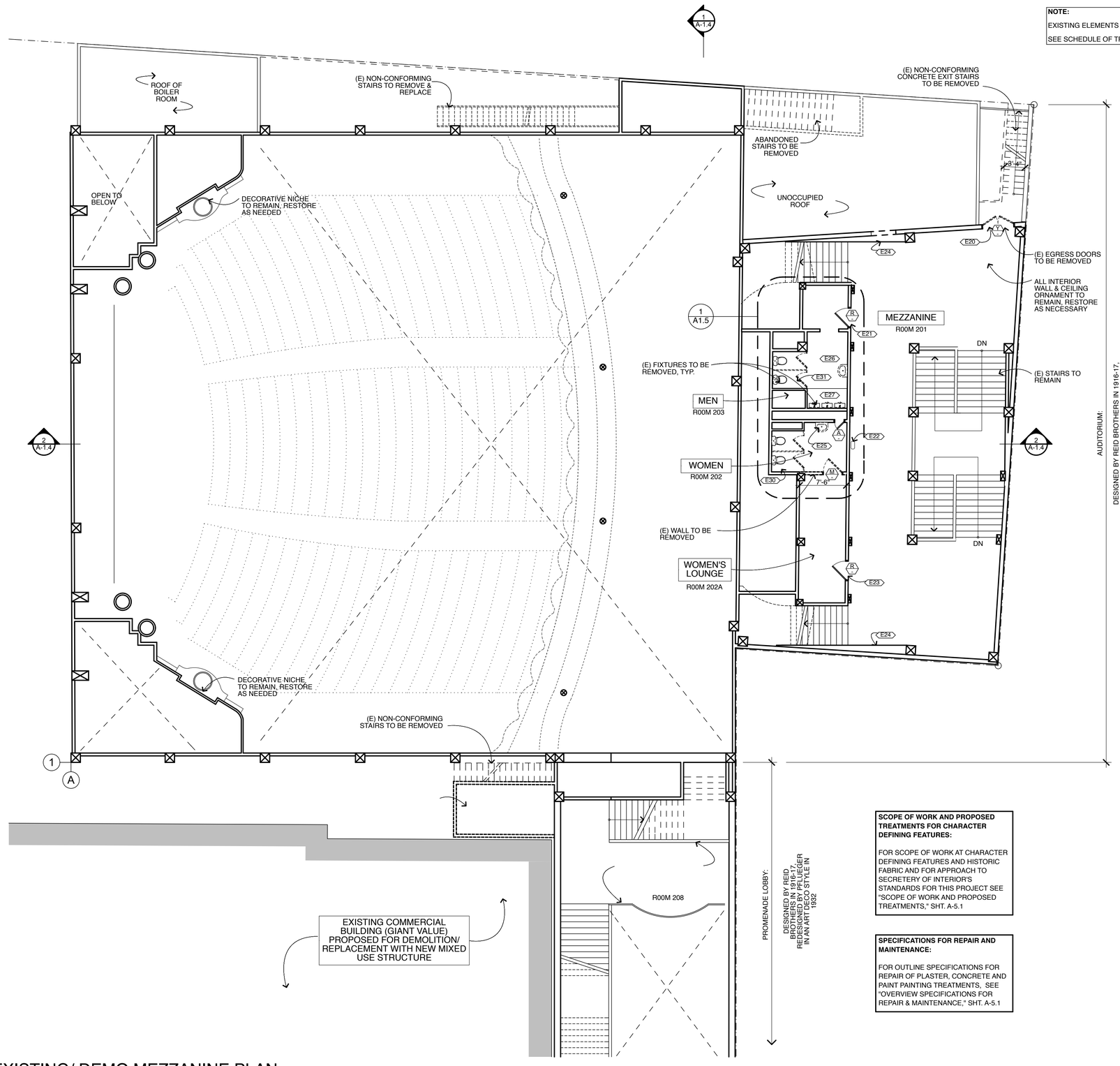
JOB NO.: 1116

DRAWING
A-1.1

NOTE:

EXISTING ELEMENTS IDICATED AS (E1)

SEE SCHEDULE OF TREATMENTS ON A-5.2



SCOPE OF WORK AND PROPOSED TREATMENTS FOR CHARACTER DEFINING FEATURES:

FOR SCOPE OF WORK AT CHARACTER DEFINING FEATURES AND HISTORIC FABRIC AND FOR APPROACH TO SECRETERY OF INTERIOR'S STANDARDS FOR THIS PROJECT SEE "SCOPE OF WORK AND PROPOSED TREATMENTS," SHT. A-5.1

SPECIFICATIONS FOR REPAIR AND MAINTENANCE:

FOR OUTLINE SPECIFICATIONS FOR REPAIR OF PLASTER, CONCRETE AND PAINT PAINTING TREATMENTS, SEE "OVERVIEW SPECIFICATIONS FOR REPAIR & MAINTENANCE," SHT. A-5.1

1 EXISTING/ DEMO MEZZANINE PLAN

SCALE: 1/8" = 1'-0"

N

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

EXISTING MEZZANINE PLAN

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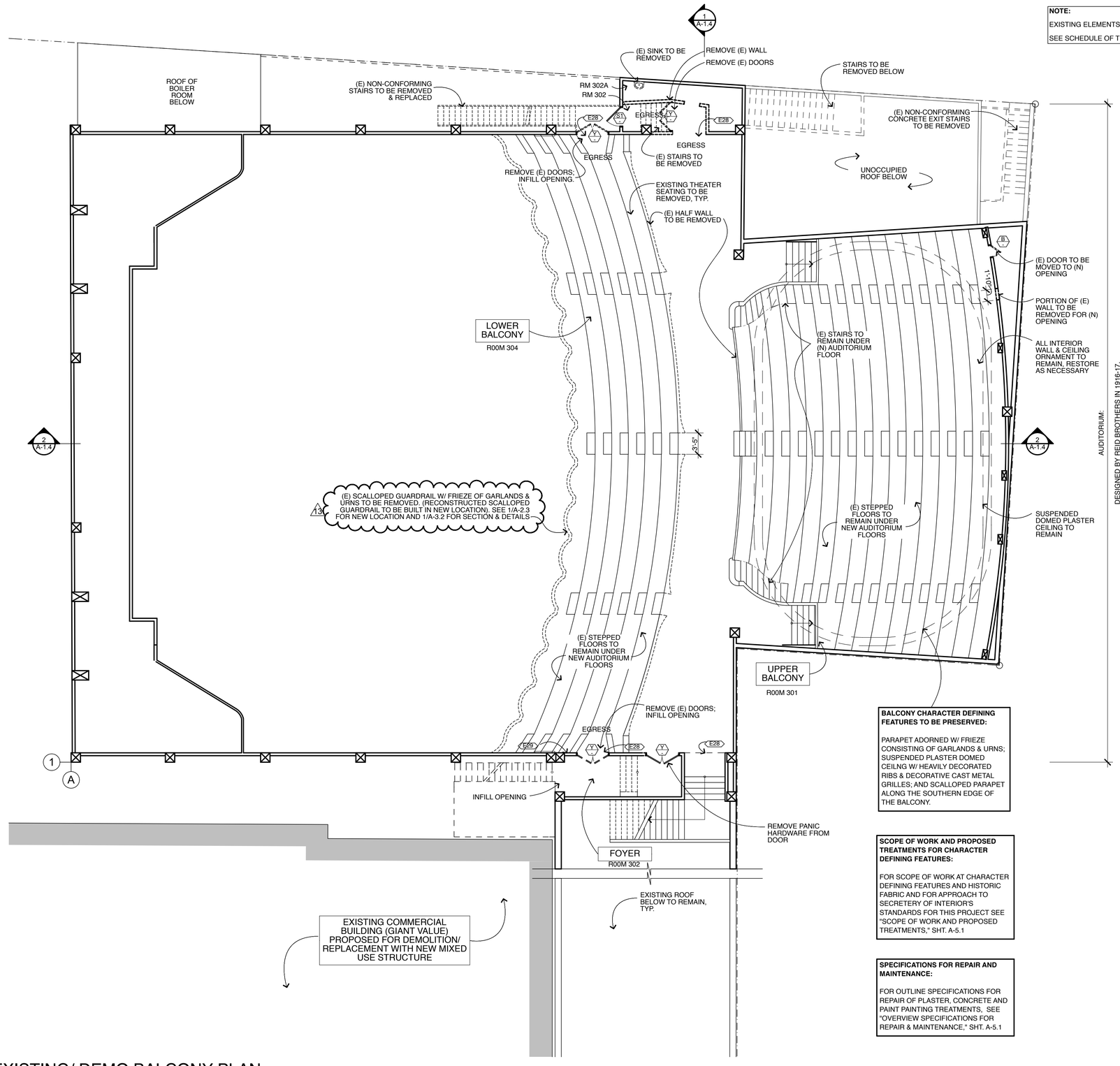

1 EXISTING/ DEMO BALCONY PLAN
SCALE: 1/8" = 1'-0"

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EXISTING BALCONY PLAN

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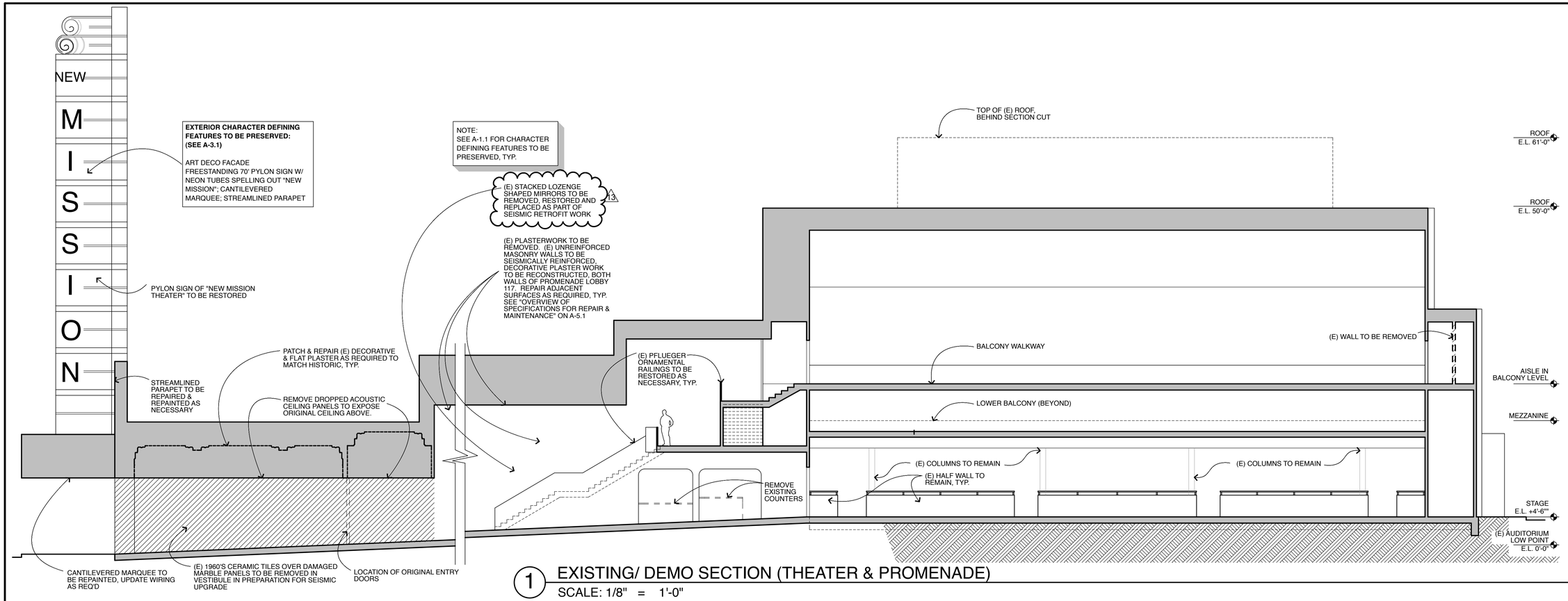
1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



1 EXISTING/ DEMO SECTION (THEATER & PROMENADE)

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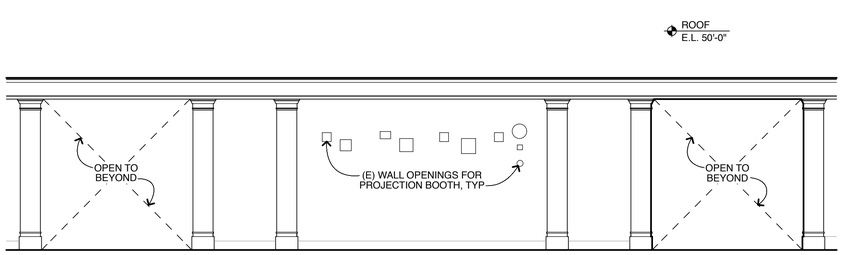
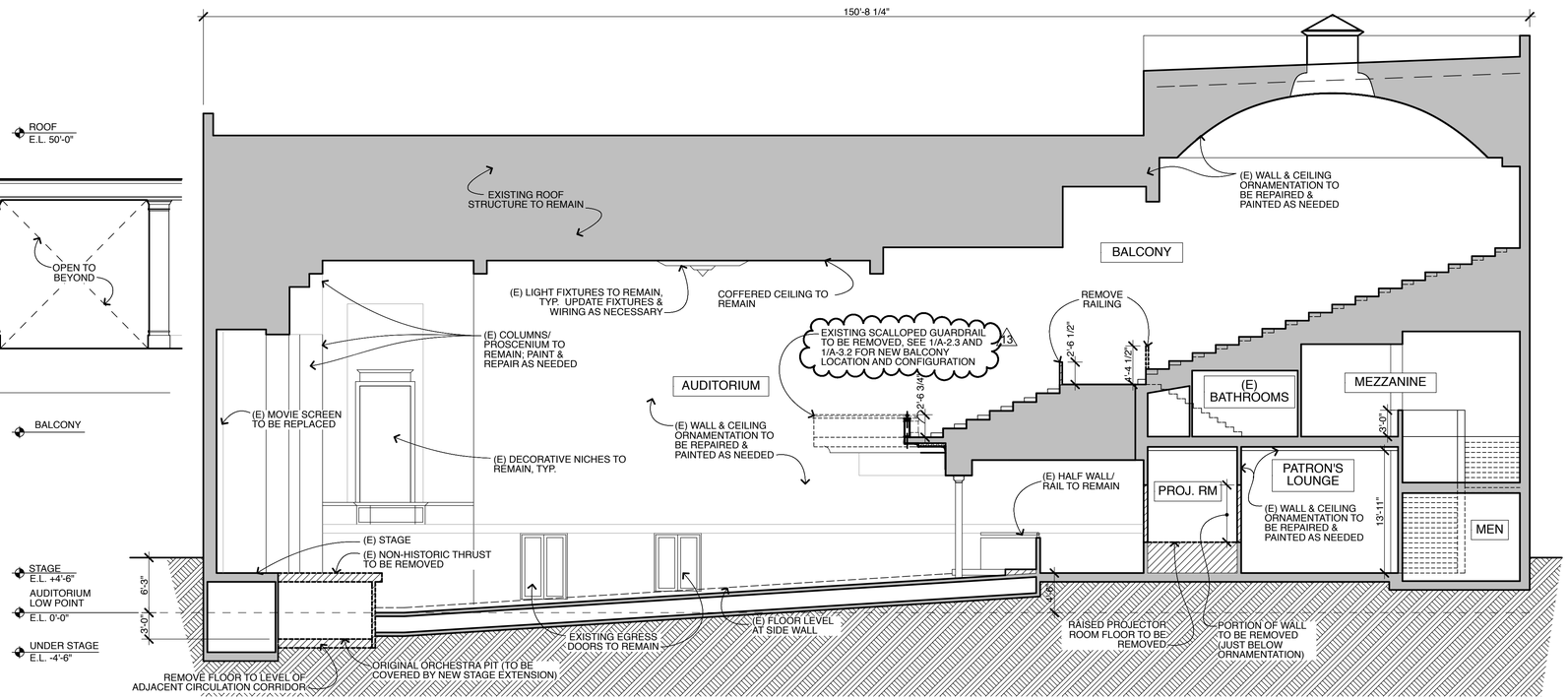


3 EXISTING PROJECTION BOOTH

SCALE: 3/16" = 1'-0"



2 EXISTING/ DEMO SECTION (THEATER)

SCALE: 1/8" = 1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

EXISTING SECTIONS

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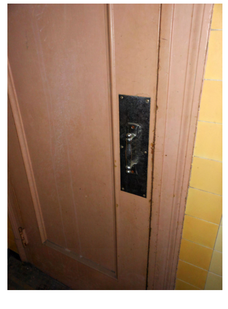
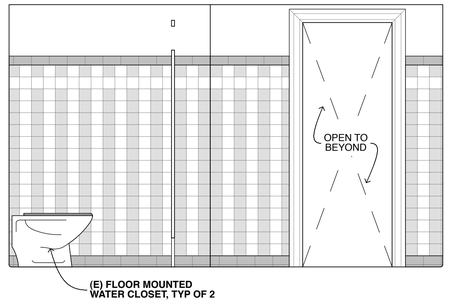
8 of 33 sheets

1116 - 2550 MISSION STREET
12/11/2012 PLANNING REVISION 12

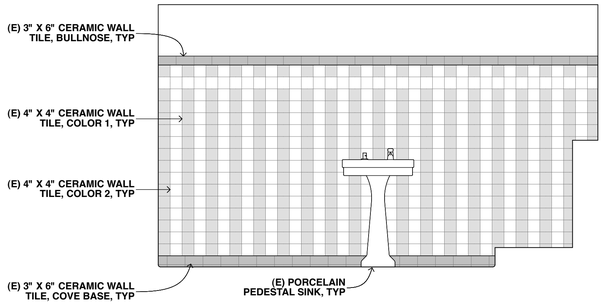
MEN ROOM 203 EXISTING PHOTOS



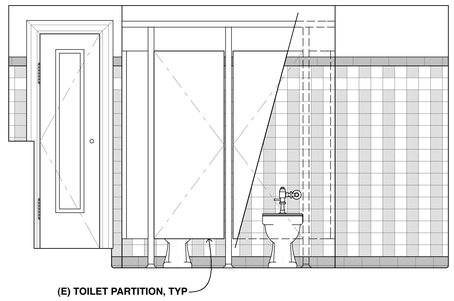
WOMEN ROOM 202 EXISTING PHOTOS



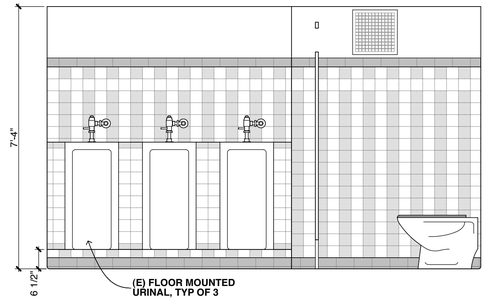
10 MEN ROOM 203 INT ELEV
SCALE: 1/2" = 1'-0"



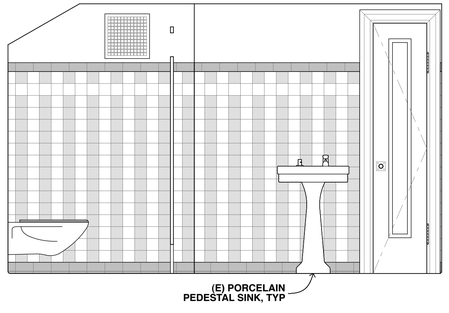
6 MEN ROOM 203 INT ELEV
SCALE: 1/2" = 1'-0"



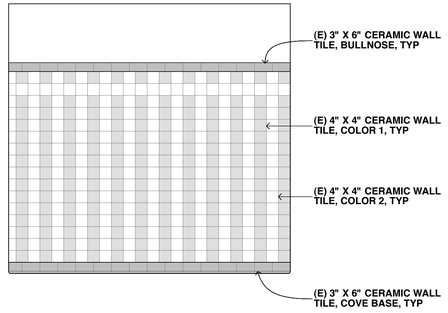
9 MEN ROOM 203 INT ELEV
SCALE: 1/2" = 1'-0"



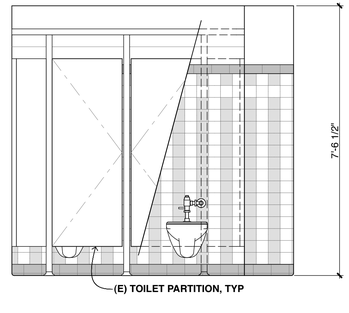
5 MEN ROOM 203 INT ELEV
SCALE: 1/2" = 1'-0"



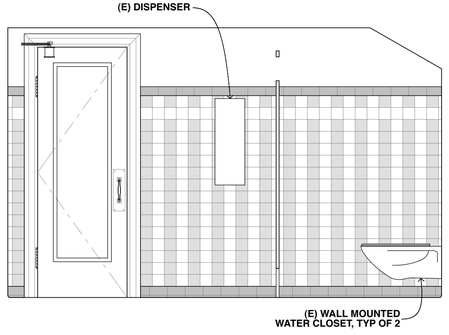
8 WOMEN ROOM 202 INT ELEV
SCALE: 1/2" = 1'-0"



4 WOMEN ROOM 202 INT ELEV
SCALE: 1/2" = 1'-0"



7 WOMEN ROOM 202 INT ELEV
SCALE: 1/2" = 1'-0"



3 WOMEN ROOM 202 INT ELEV
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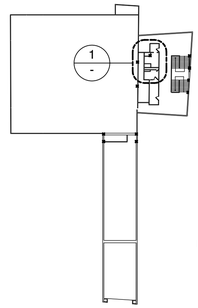
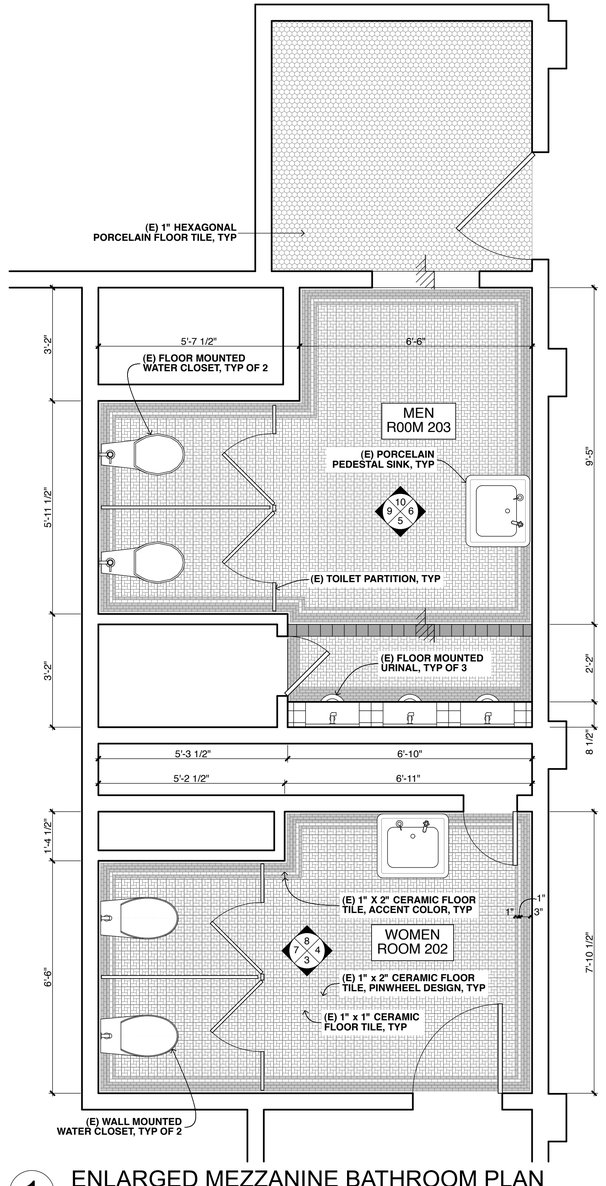


2 MEZZANINE KEYPLAN
NOT TO SCALE



1 ENLARGED MEZZANINE BATHROOM PLAN
SCALE: 1/2" = 1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

EXISTING MEZZANINE BATHROOM PLAN & INTERIOR ELEVATIONS

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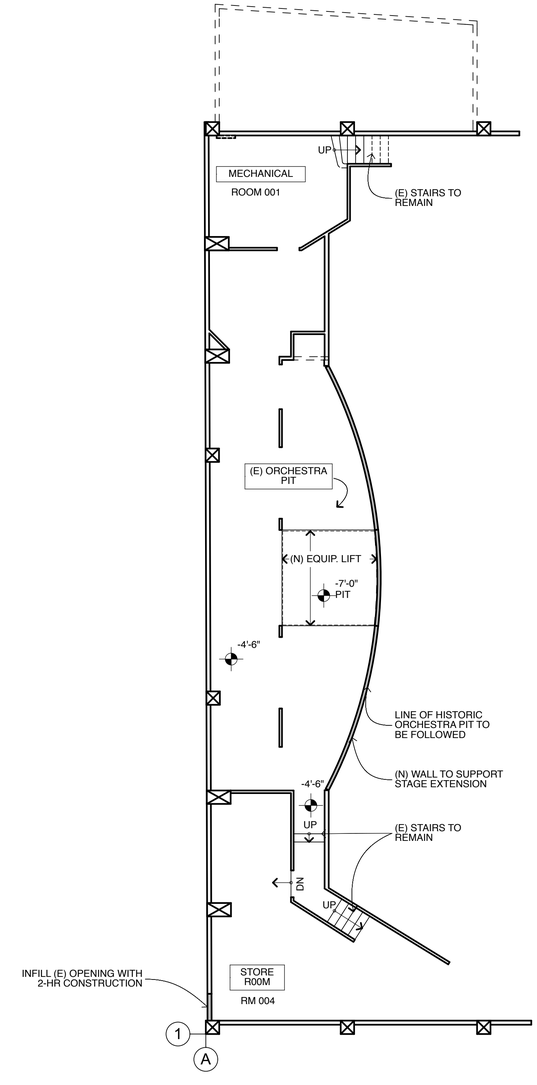
DATE: 12/11/2012
SCALE: AS NOTED
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

DRAWING

A-1.5

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING RESUBMISSION 12



1 PROPOSED BASEMENT/ ORCHESTRA PLAN

SCALE: 1/8" = 1'-0"

N

KERMAN MORRIS Architects

69A WATER STREET
SAN FRANCISCO
CALIFORNIA 94133
TEL. 415.749.0302
FAX. 415.928.5152

Revisions:	
	PLNG SET 3/30/06
1	PLNG R1 6/12/06
2	PLNG R2 9/12/06
3	PLNG R3 11/2/06
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11	PLNG R10 7/18/12
12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

PROPOSED ORCHESTRA PIT

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JOB NO.:	1116

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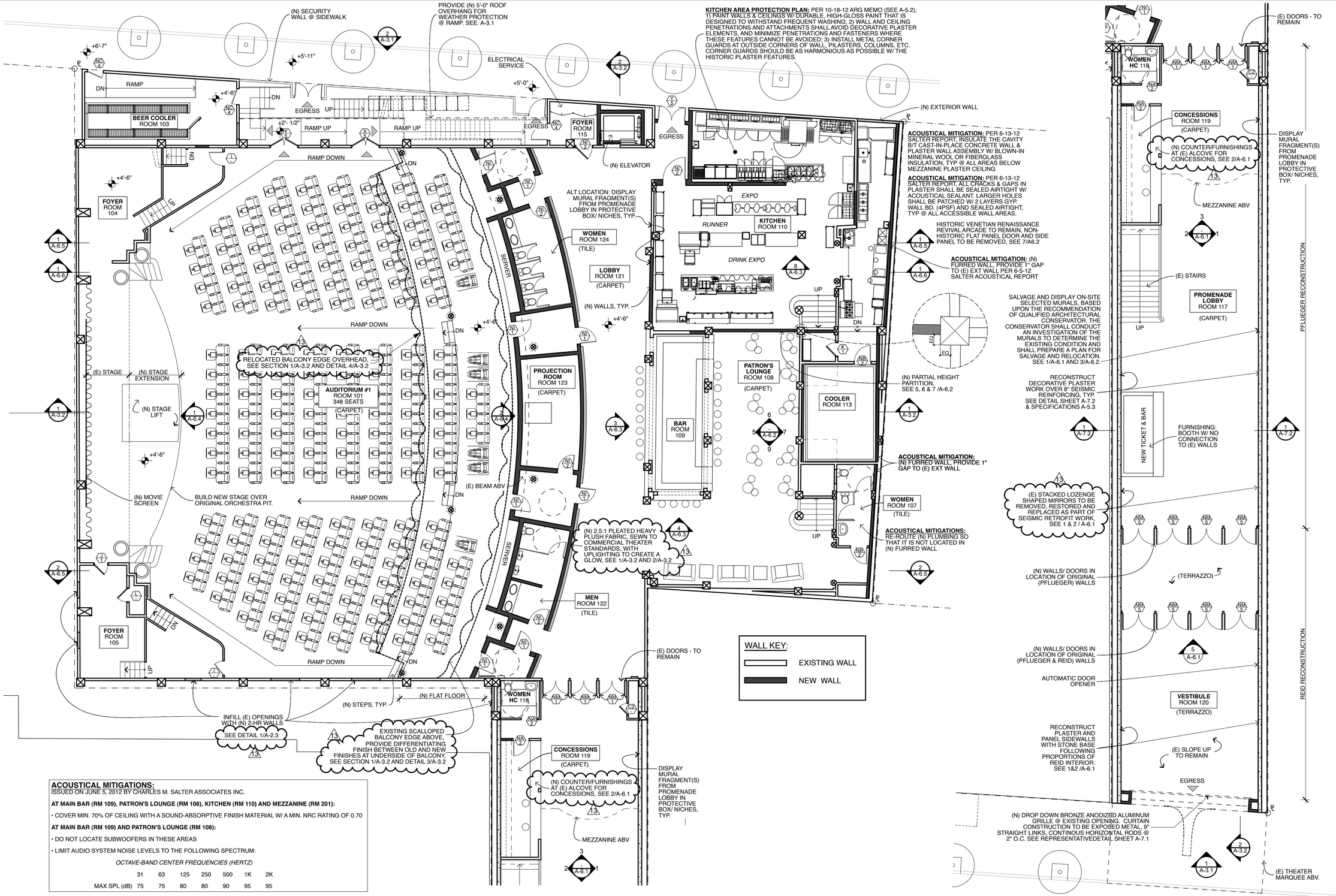

ACOUSTICAL MITIGATIONS:
ISSUED ON JUNE 5, 2012 BY CHARLES M. SALTER ASSOCIATES INC.

AT MAIN BAR (RM 109), PATRON'S LOUNGE (RM 108), KITCHEN (RM 110) AND MEZZANINE (RM 201):

• COVER MIN. 70% OF CEILING WITH A SOUND-ABSORPTIVE FINISH MATERIAL W/ A MIN. NRC RATING OF 0.70

AT MAIN BAR (RM 109) AND PATRON'S LOUNGE (RM 108):

• DO NOT LOCATE SUBWOOFERS IN THESE AREAS

• LIMIT AUDIO SYSTEM NOISE LEVELS TO THE FOLLOWING SPECTRUM:

OCTAVE-BAND CENTER FREQUENCIES (HERTZ)

	31	63	125	250	500	1K	2K
MAX SPL (dB)	75	75	80	80	90	95	95

1 PROPOSED FIRST FLOOR PLAN
SCALE: 1/8" = 1'-0"

3 PROPOSED FIRST FLOOR PLAN
SCALE: 1/8" = 1'-0"

N

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11	PLNG R10 7/18/12
12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

PROPOSED FIRST FLOOR PLAN

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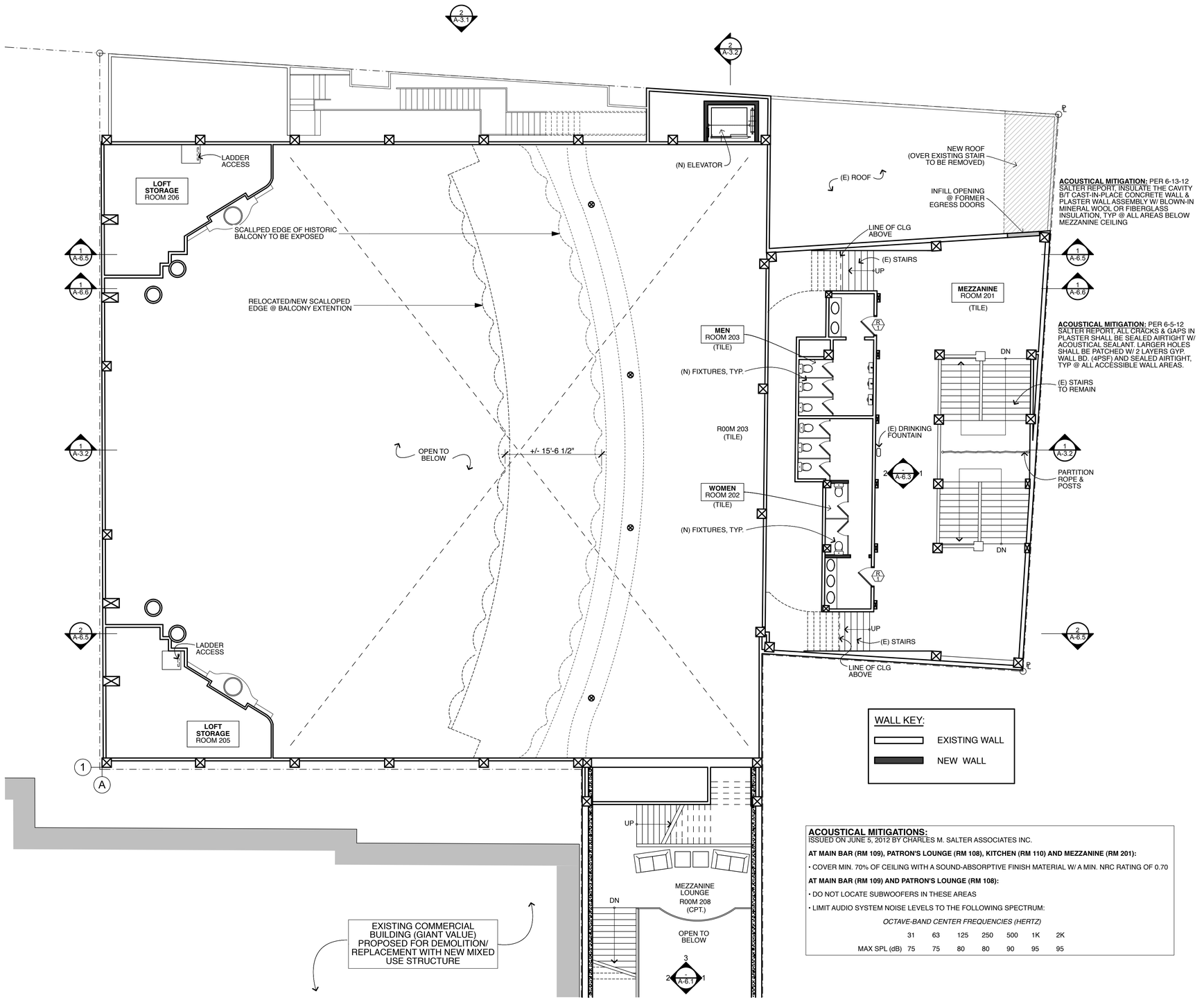
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

DRAWING
A-2.1

11 of 33 sheets

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



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	31	63	125	250	500	1K	2K
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1 PROPOSED MEZZANINE PLAN
SCALE: 1/8" = 1'-0"

N

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12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

PROPOSED MEZZANINE PLAN

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CHECKED BY: TM
JOB NO.: 1116

DRAWING
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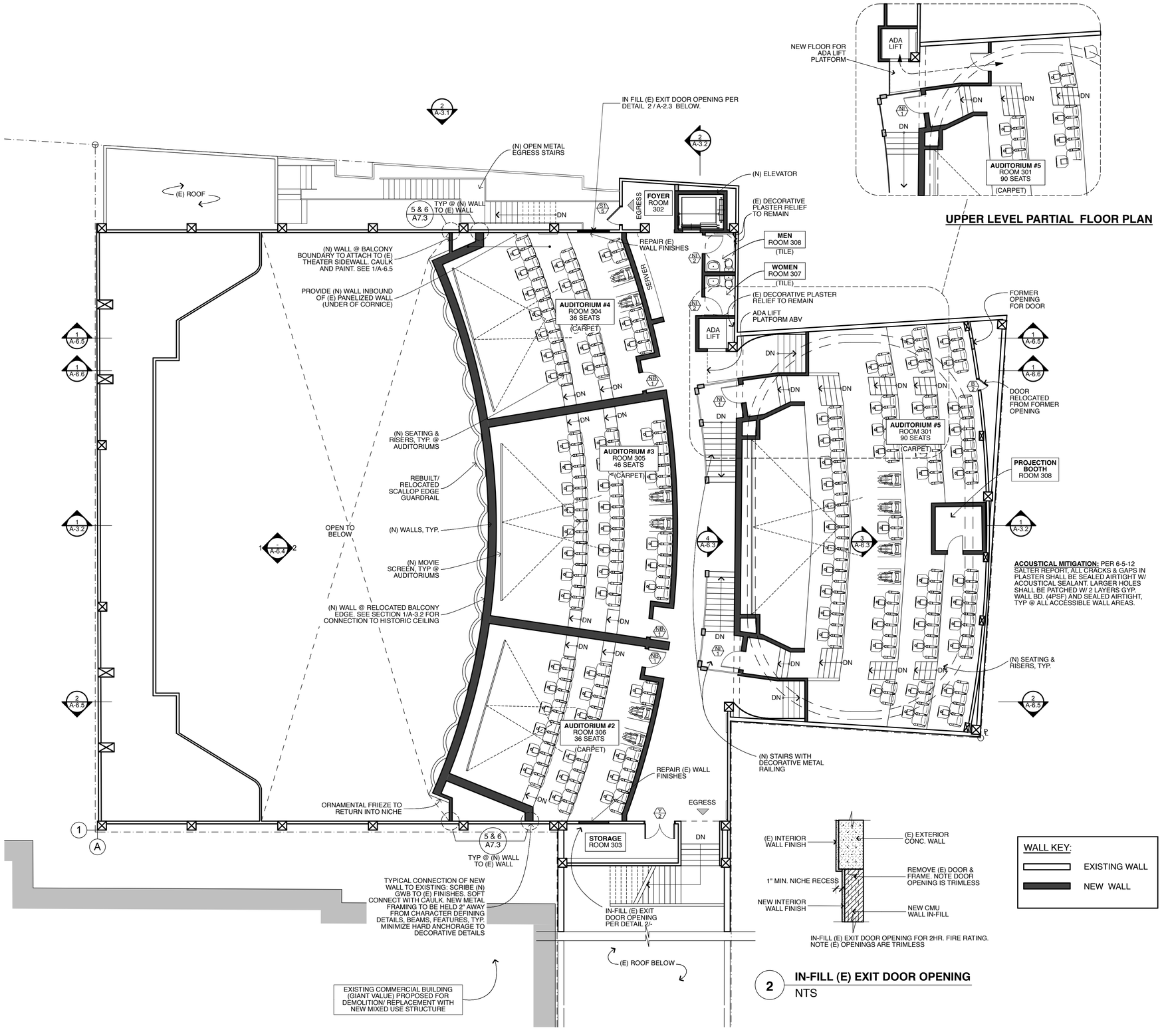
12 of 33 sheets

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



1 PROPOSED BALCONY PLAN
SCALE: 1/8" = 1'-0"

2 IN-FILL (E) EXIT DOOR OPENING
NTS

UPPER LEVEL PARTIAL FLOOR PLAN

ACOUSTICAL MITIGATION: PER 6-5-12 SALTER REPORT, ALL CRACKS & GAPS IN PLASTER SHALL BE SEALED AIRTIGHT W/ ACOUSTICAL SEALANT. LARGER HOLES SHALL BE PATCHED W/ 2 LAYERS GYP. WALL BD. (4PSF) AND SEALED AIRTIGHT, TYP @ ALL ACCESSIBLE WALL AREAS.

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13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

PROPOSED BALCONY PLAN

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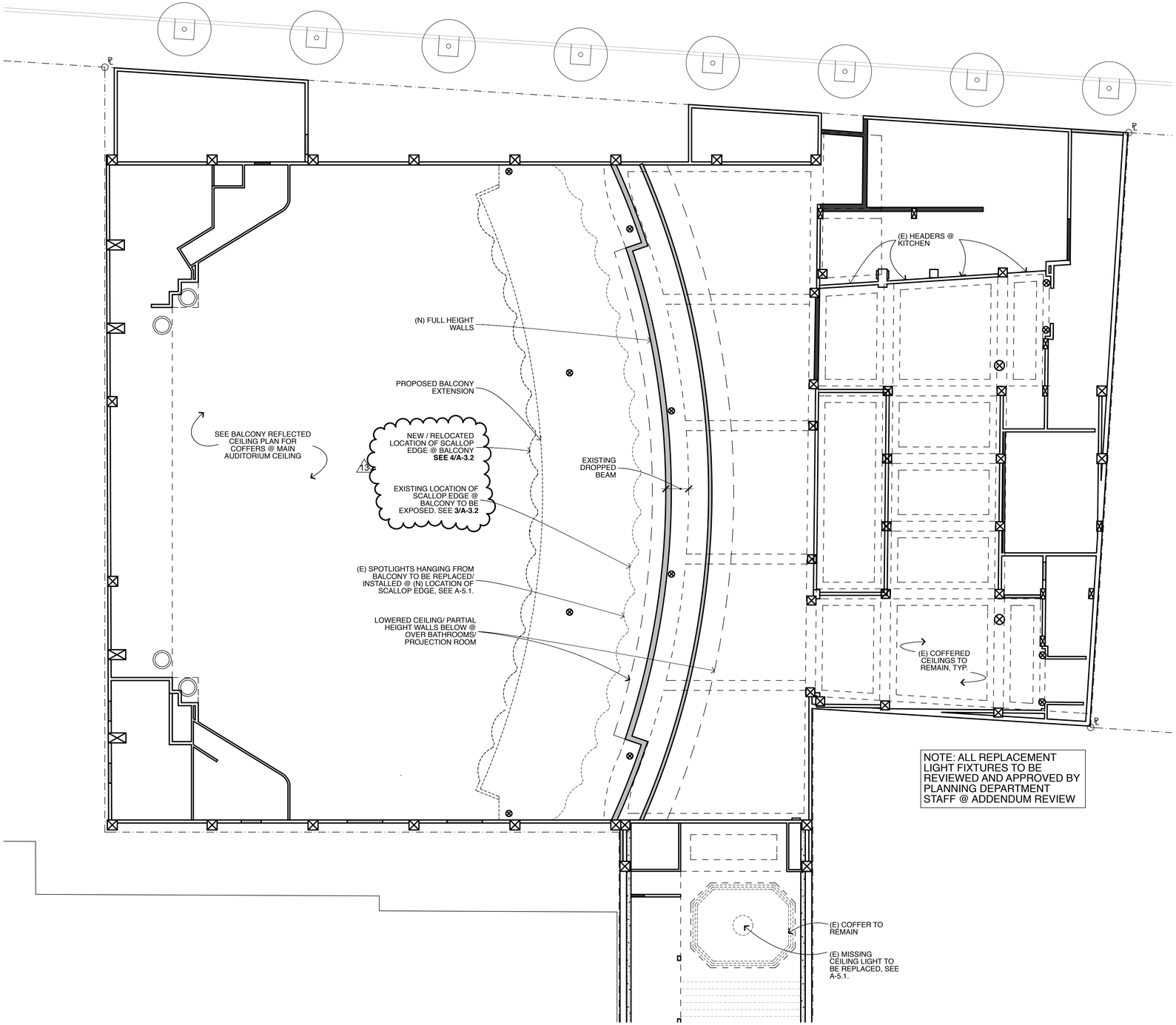
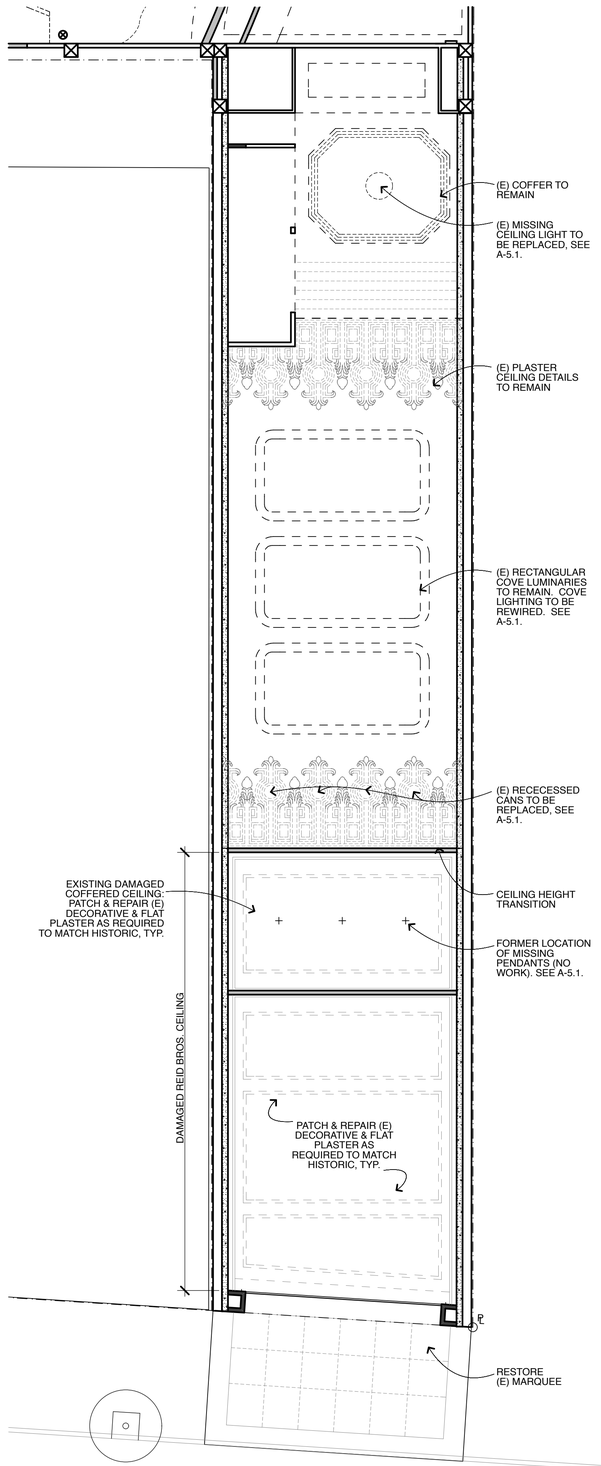
13 of 33 sheets



NOTE: ALL REPLACEMENT LIGHT FIXTURES TO BE REVIEWED AND APPROVED BY PLANNING DEPARTMENT STAFF @ ADDENDUM REVIEW

1 REFLECTED CEILING PLAN - FIRST FLOOR

SCALE: 1/8" = 1'-0"



2 REFLECTED CEILING PLAN - FIRST FLOOR

SCALE: 1/8" = 1'-0"

N

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

PROPOSED REFLECTED CEILING PLAN: FIRST FLOOR

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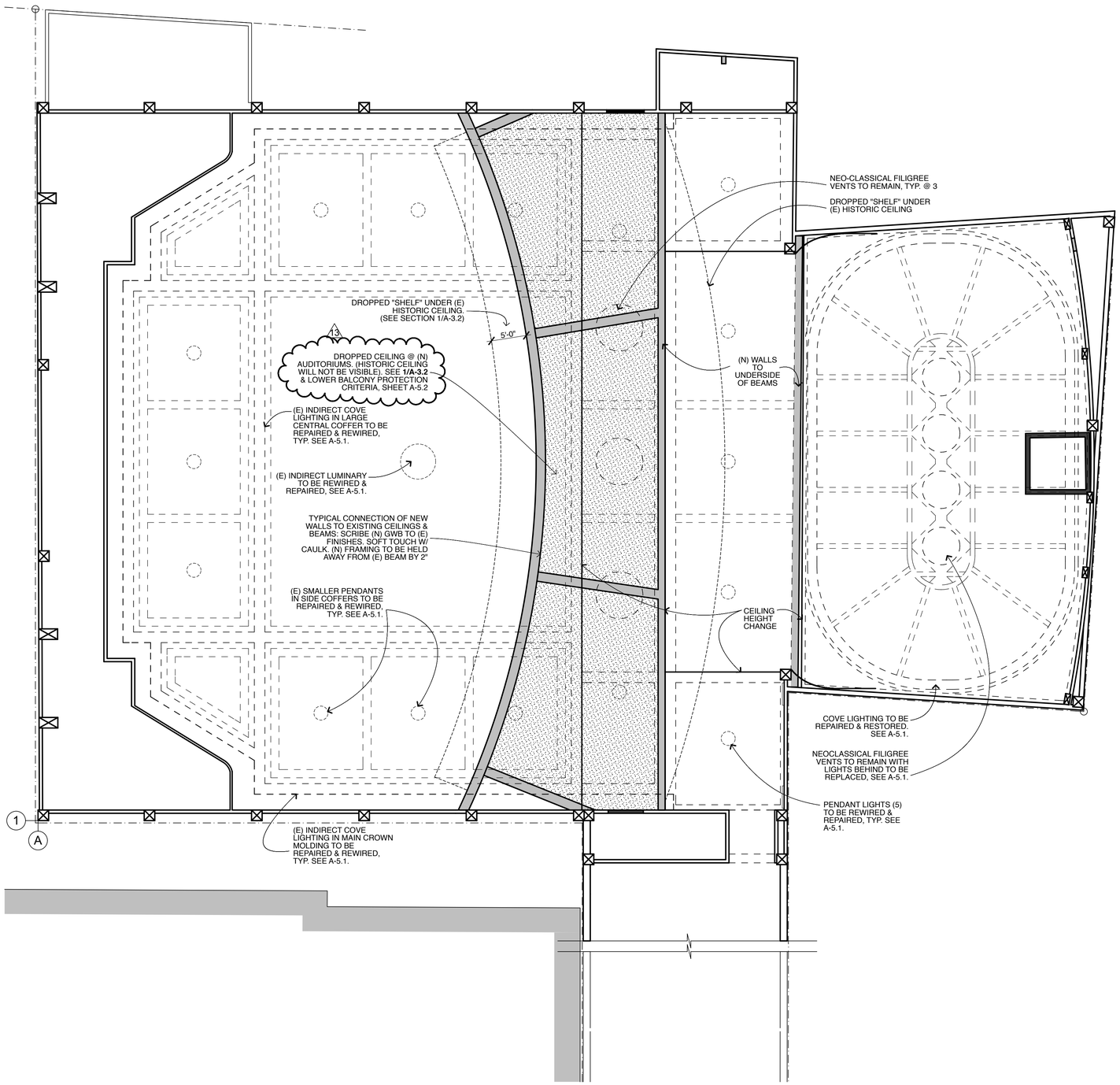
DRAWING

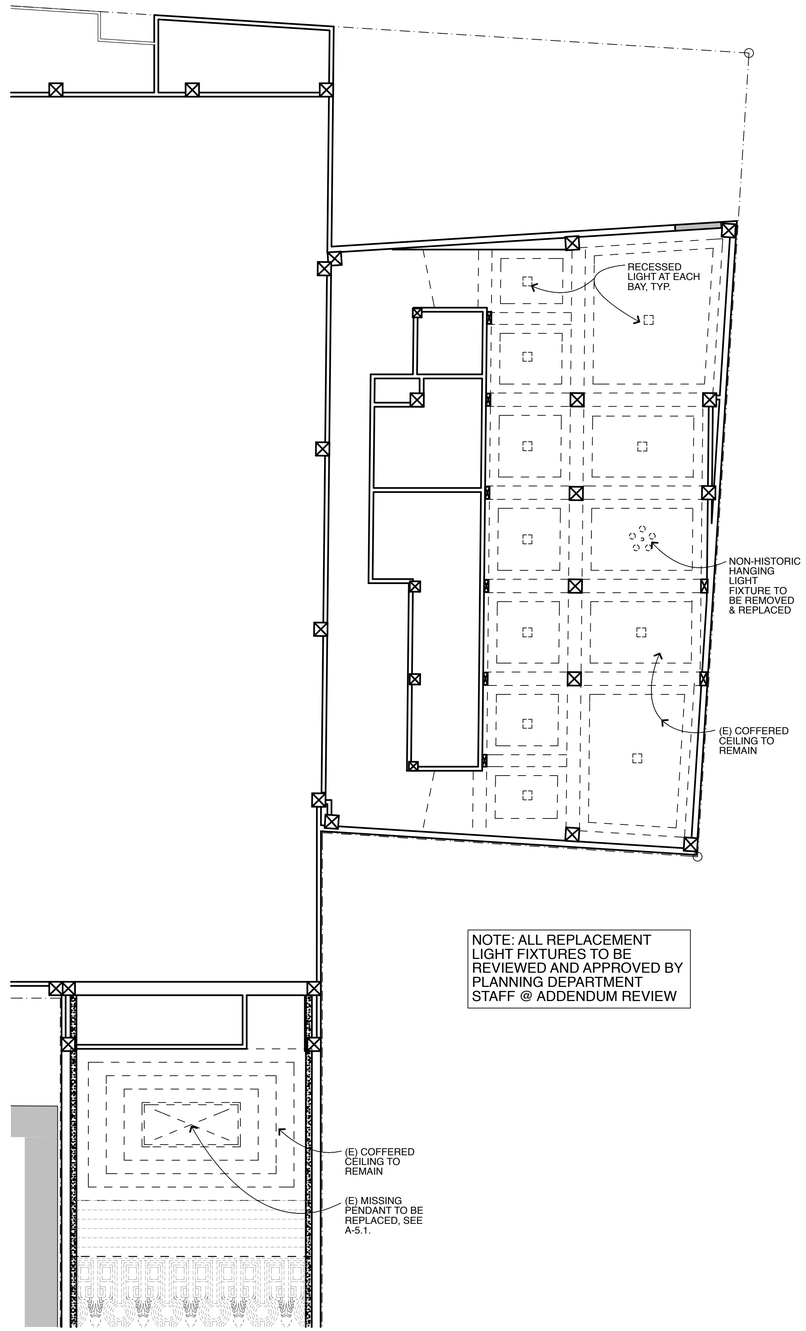
A-2.4

14 of 33 sheets



2 REFLECTED CEILING PLAN - BALCONY

SCALE: 1/8" = 1'-0"



1 REFLECTED CEILING PLAN - MEZZANINE

SCALE: 1/8" = 1'-0"

N

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13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

PROPOSED REFLECTED CEILING PLAN: MEZZANINE & BALCONY

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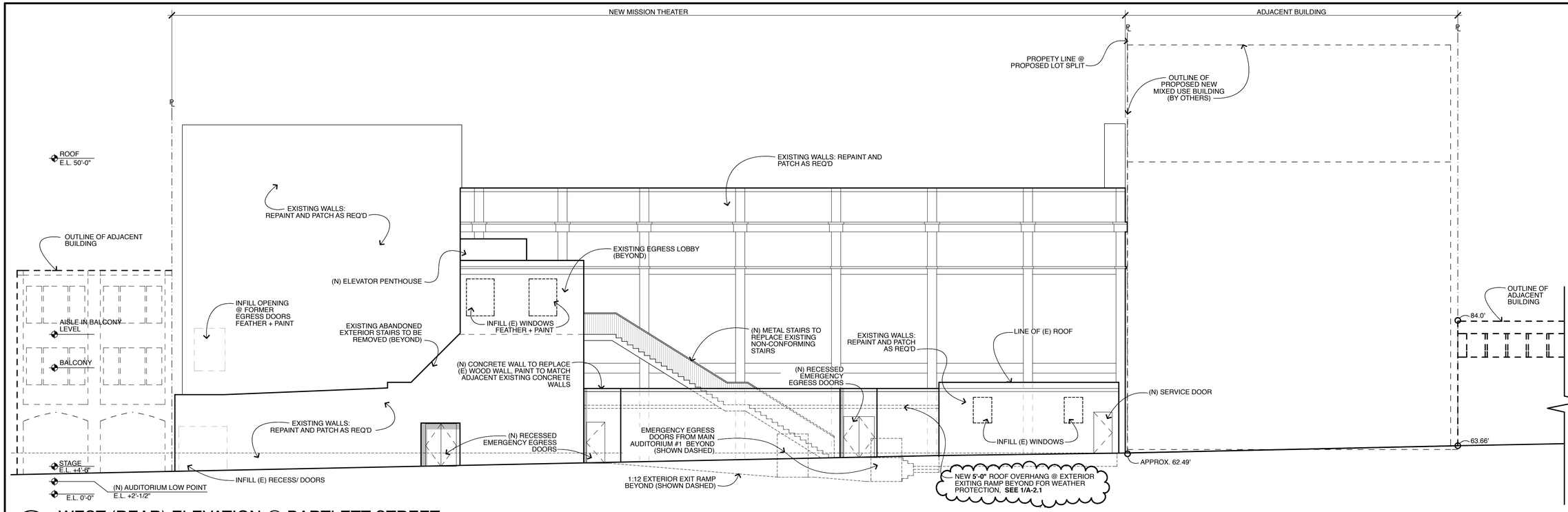
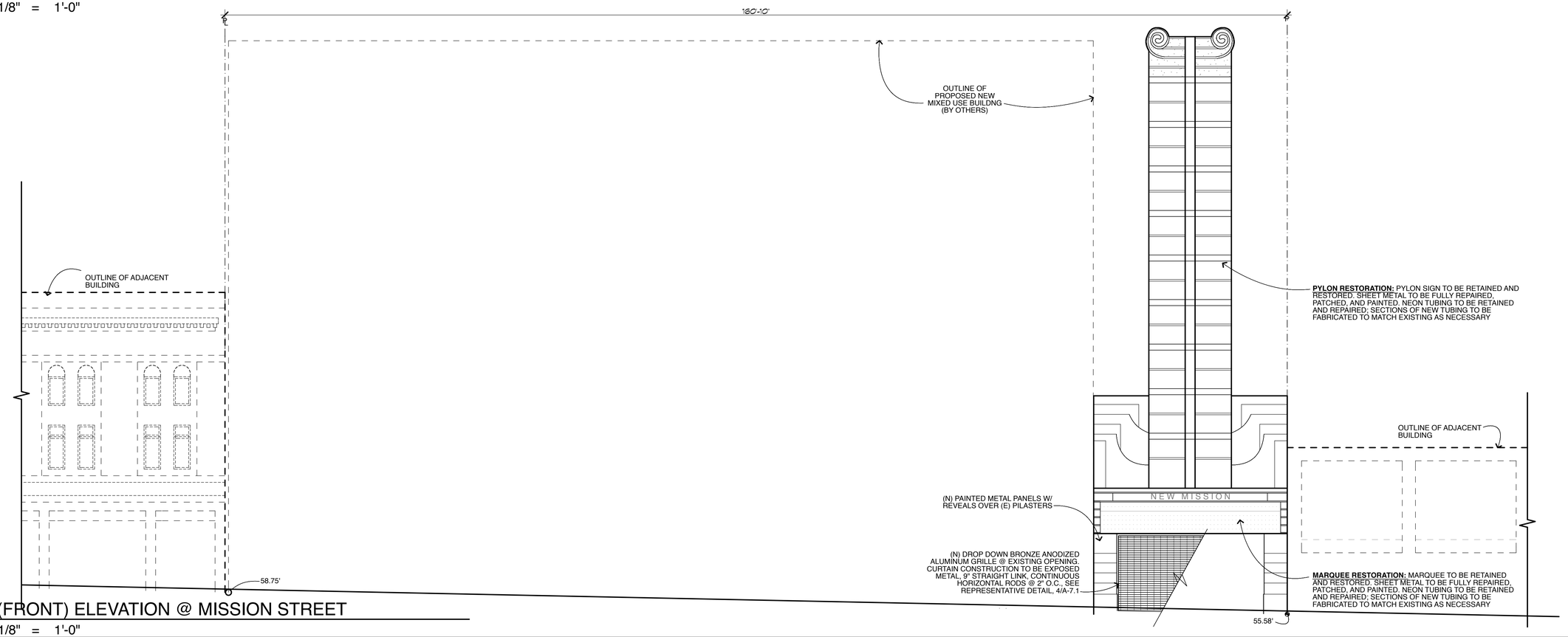
15 of 33 sheets

1116 - 2550 MISSION STREET
12/11/2012 PLANNING REVISION 12



2 WEST (REAR) ELEVATION @ BARTLETT STREET

SCALE: 1/8" = 1'-0"



1 EAST (FRONT) ELEVATION @ MISSION STREET

SCALE: 1/8" = 1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

ELEVATIONS

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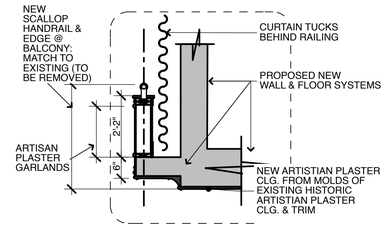
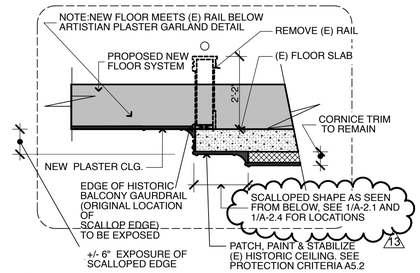
12/11/2012 - PLANNING REVISION 12

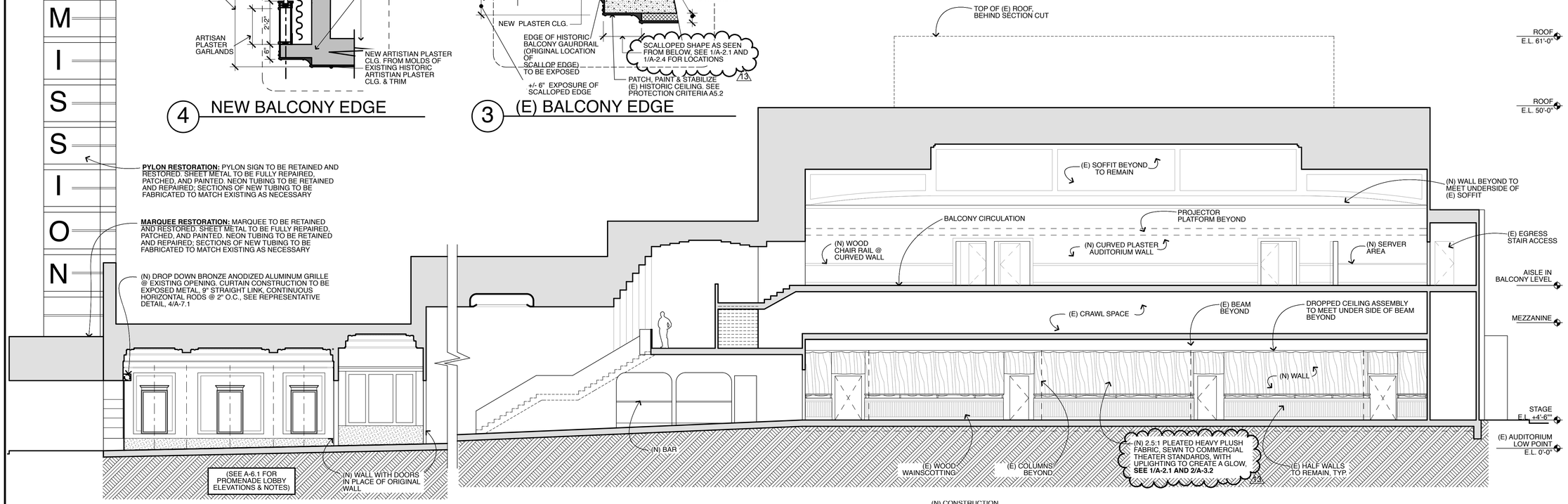
NEW MISSION



4 NEW BALCONY EDGE



3 (E) BALCONY EDGE



2 PROPOSED SECTION (THEATER & PROMENADE)

SCALE: 1/8" = 1'-0"

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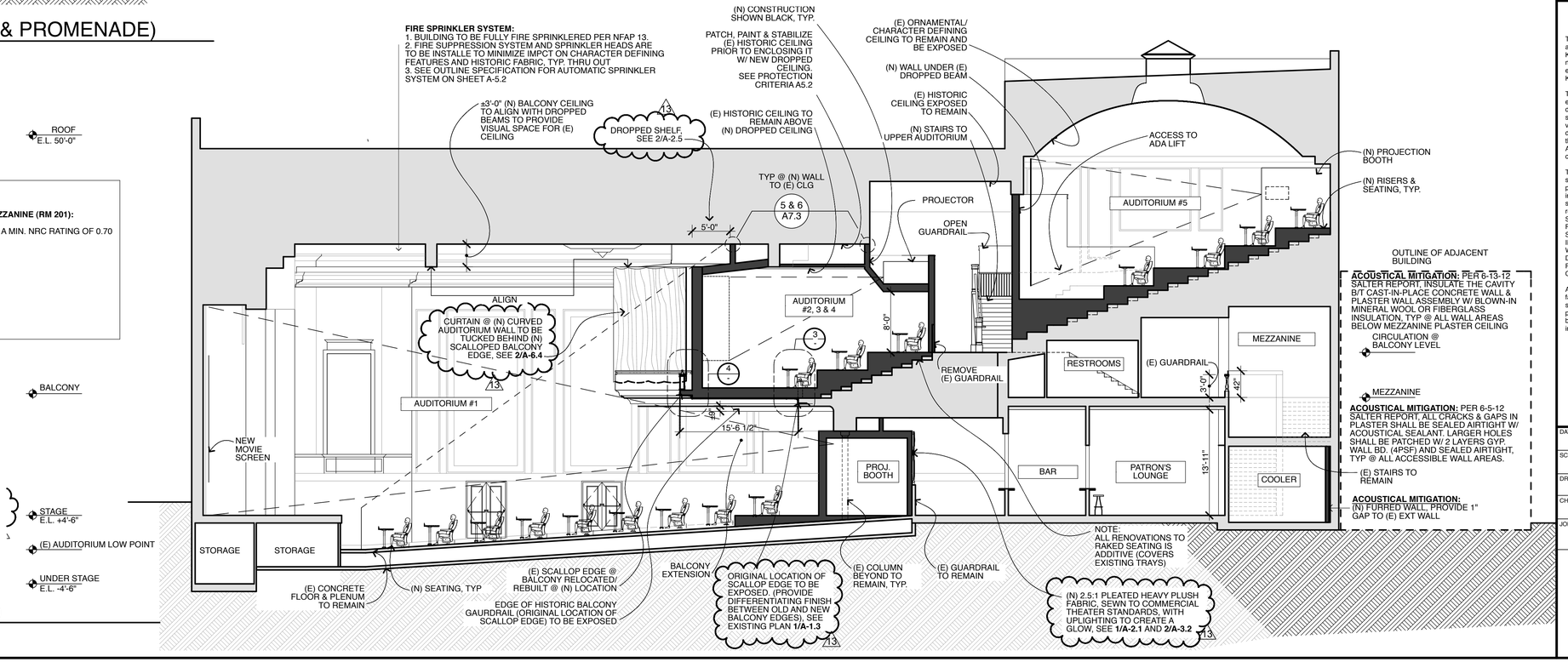

1 PROPOSED SECTION (THEATER)

SCALE: 1/8" = 1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

PROPOSED BUILDING SECTIONS

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All attachments, connections, fastenings, etc., are to be properly secured in conformance with best practice, and the Contractor shall be responsible for providing and installing them.

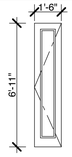
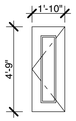
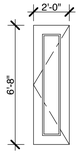
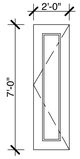
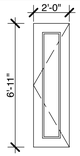
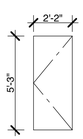
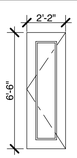
DATE: 12/11/2012
SCALE: 1/8" = 1'-0"
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

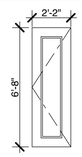
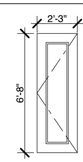
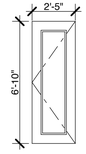
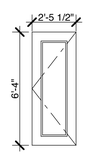
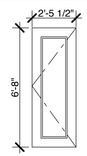
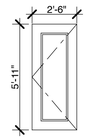
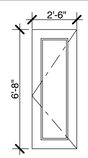
DRAWING

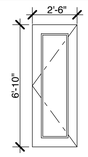
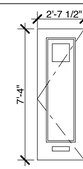
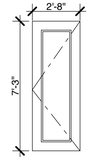
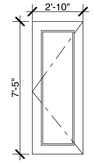
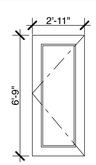
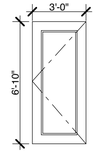
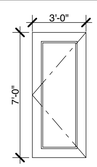
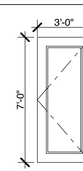
A-3.2

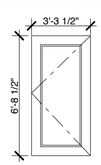
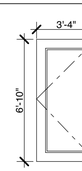
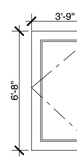
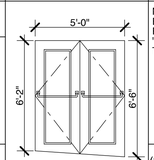
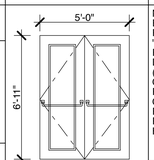
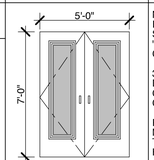
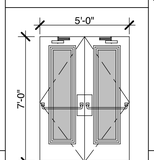
1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12

EXISTING NON-HISORIC & HISTORIC DOORS:

DOOR	DIAGRAM	NOTES	SIZE (WxH)	MAT'L
QTY: 1 A RM: 202		NOTES: INTERIOR CLOSET DOOR "HISTORIC" DOOR TO BE REMOVED.	1'-6"x6'-11"	WOOD
QTY: 1 B RM: 302		NOTES: INTERIOR DOOR "HISTORIC" DOOR TO RELOCATE 4'-6" HORIZONTALLY	1'-10"x4'-9"	WOOD
QTY: 1 C1 RM: 107		NOTES: INTERIOR DOOR "HISTORIC" DOOR TO BE REMOVED	2'-0"x6'-8"	WOOD
QTY: 2 C2 RM: 112, 117		NOTES: INTERIOR DOOR "HISTORIC" DOOR TO BE REMOVED	2'-0"x7'-0"	WOOD
QTY: 2 C3 RM: 002		NOTES: INTERIOR DOOR EXISTING DOOR (NON- HISTORIC) TO BE REMOVED	2'-0"x6'-11"	WOOD
QTY: 1 D RM: 103		NOTES: INTERIOR MTL DOOR: FORMER BOILER ROOM DOOR TO BE REMOVED	2'-2"x5'-3"	MTL
QTY: 2 E RM: UNKNOWN		NOTES: INTERIOR DOOR "HISTORIC" DOOR TO BE REMOVED. THIS DOOR IS CURRENTLY STORED ON SITE & IS NOT INSTALLED. ORIGINAL LOCATION UNKNOWN	2'-2"x6'-6"	WOOD

DOOR	DIAGRAM	NOTES	SIZE (WxH)	MAT'L
QTY: 1 F RM: 107		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	2'-2"x6'-8"	WOOD
QTY: 1 G RM: 104		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	2'-3"x6'-8"	WOOD
QTY: 1 H RM: 110		NOTES: INTERIOR CLOSET DOOR "HISTORIC DOOR" TO BE REMOVED	2'-5"x6'-10"	WOOD
QTY: 2 I RM: 101		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMAIN	2'-5 1/2"x6'-4"	WOOD
QTY: 1 J RM: 105		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO REMAIN	2'-5 1/2"x6'-8"	WOOD
QTY: 1 K RM: 112		NOTES: INTERIOR CLOSET DOOR "HISTORIC DOOR" TO REMAIN	2'-6"x5'-11"	WOOD
QTY: 2 L RM: 104, 105		NOTES: INTERIOR DOOR "HISTORIC DOOR" DOORS IN RM 105 TO REMAIN. DOORS IN RM 104 TO BE REMOVED.	2'-6"x6'-8"	WOOD

DOOR	DIAGRAM	NOTES	SIZE (WxH)	MAT'L
QTY: 1 M RM: 202A		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	2'-6"x6'-10"	WOOD
QTY: 1 N RM: 109		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	2'-7 1/2"x7'-4"	WOOD
QTY: 1 O RM: UNKNOWN		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED (ORIGINAL LOCATION UNKNOWN) THIS DOOR IS CURRENTLY STORED ON SITE & IS NOT INSTALLED. ORIGINAL LOCATION UNKNOWN	2'-8"x7'-3"	WOOD
QTY: 1 P RM: 105		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	2'-10"x7'-5"	WOOD
QTY: 1 Q RM: 114		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	2'-11"x6'-9"	WOOD
QTY: 2 R RM: 202A, 203		NOTES: INTERIOR DOOR "HISTORIC DOOR" DOORS TO REMAIN IN ORIG. LOCATION	3'-0"x6'-10"	WOOD
QTY: 3 S1 RM: 004, 106, 302		NOTES: EXTERIOR DOOR "HISTORIC DOOR" DOORS IN RM 004 & 106 TO BE REMOVED. DOOR IN RM 302 TO REMAIN.	3'-0"x7'-0"	WOOD
QTY: 1 S2 RM: 103		NOTES: EXTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	3'-0"x7'-0"	MTL

DOOR	DIAGRAM	NOTES	SIZE (WxH)	MAT'L
QTY: 1 T RM: 111		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	3'-3 1/2"x6'-8 1/2"	WOOD
QTY: 1 U RM: 110		NOTES: INTERIOR DOOR "HISTORIC DOOR" TO BE REMOVED	3'-4"x6'-10"	WOOD
QTY: 1 V RM: 112		NOTES: INTERIOR DOOR "NON-HISTORIC DOOR" TO BE REMOVED	3'-9"x6'-8"	WOOD
W	NOT USED			
QTY: 2 X RM: 101		NOTES: EXTERIOR EGRESS DOOR W/ PANIC HARDWARE "HISTORIC" DOOR TO BE REMAIN	(2)2'-6"x6'-1 1/2"	WOOD
QTY: 9 Y RM: 101, 121, 201, 302, 303, (E) 304		NOTES: EXTERIOR EGRESS DOOR W/ PANIC HARDWARE "HISTORIC" DOOR REPAIR AS NEEDED. DOORS AT RM 201, 302 & (E)304 TO BE REMOVED. ONE DOOR @ RM 121 TO BE REMOVED, ONE TO REMAIN. ONE DOOR @ RM 303 TO BE REMOVED, ONE DOOR TO REMAIN WITH PANIC HARDWARE REMOVED.	(2)2'-6"x6'-11"	WOOD
QTY: 3 Z RM: (E) 101/ (N) 121		NOTES: INTERIOR EGRESS DOOR W/ SELF-CLOSER "HISTORIC" DOOR W/ ETCHED GLASS 3 PAIRS DOORS EXISTING: 3 DOORS MISSING ORIGINAL GLASS, 2 DOORS W/ ORIG. GLASS CRACKED, 1 INTACT. REPLACE GLASS WHERE MISSING OR BROKEN, ETCH TO MATCH ORIGINAL & PANIC HARDWARE. SINGLE LITE GLASS		
			(2)2'-6"x7'-0"	WOOD/ GLASS

GENERAL NOTES REGARDING DOORS:

1. All Existing/Historic Doors are labeled "A" through "Z"

2. All New Doors are labeled with an "N" before the door key: i.e. "NA" and "NM."

3. All character defining Historic doors are to be retained, repaired and reinstalled in their original locations (see door type "Z" between Promenade Lobby and Main Auditorium).

4. All serviceable and repairable original/Historic doors in walls to remain are to be retained, repaired and reinstalled in their original locations, except where noted in floor plans, interior elevations and Door Schedule.

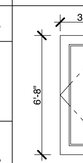
HARDWARE GROUPS:

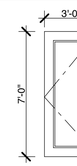
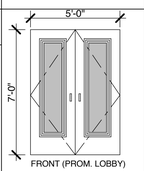
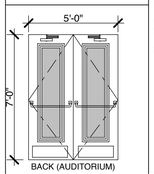
1 = INTERIOR PASSAGE
2 = INTERIOR PRIVACY
3 = EXTERIOR LOCKSET WITH WEATHER STRIPPING
4 = EXTERIOR LOCKSET AND DEADBOLT WITH WEATHER STRIPPING
5 = PANIC HARDWARE

DOOR SCHEDULE: VERIFY ALL ROUGH OPENING DIMENSIONS IN FIELD

DOOR TAG: A/1 — DOOR TYPE / HARDWARE GROUP

NEW DOORS:

DOOR	DIAGRAM	NOTES	SIZE (WxH)	MAT'L
QTY: 2 NA RM: 118, 119		NOTES: NEW INTERIOR DOOR RECESSED SINGLE PANEL DOOR	2'-10"x6'-8"	WOOD
QTY: 5 NB RM: 107, 113, 304, 305, 306		NOTES: NEW INTERIOR DOOR RECESSED SINGLE PANEL DOOR	3'-0"x6'-8"	WOOD
QTY: 3 NC RM: 103, 115		NOTES: NEW EXTERIOR DOOR RECESSED SINGLE PANEL DOOR	3'-0"x6'-8"	WOOD
ND	NOT USED			
NE	NOT USED			
NF	NOT USED			
NG	NOT USED			
NH	NOT USED			

DOOR	DIAGRAM	NOTES	SIZE (WxH)	MAT'L
QTY: 15 NI RM: 101, 110,115, 121, 122, 123, 124, 301, 307, 308		NOTES: NEW INTERIOR DOOR RECESSED SINGLE PANEL DOOR	3'-0"x7'-0"	WOOD
NJ	NOT USED			
NK	NOT USED			
NL	NOT USED			
QTY: 8 NM RM: 117, 120		NOTES: NEW EXTERIOR EGRESS DOORS W/ PANIC HARDWARE & SELF-CLOSERS BEVELED GLASS SINGLE LITE GLASS BRASS KICK PLATES		OAK & GLASS
				

KERMAN MORRIS Architects

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FAX. 415.928.5152

Revisions:

	PLNG SET 3/30/06
1	PLNG R1 6/12/06
2	PLNG R2 9/12/06
3	PLNG R3 11/2/06
4	PRE-APP SET 1/22/07
5	PLNG R4 10/15/07
6	PLNG R5 1/4/08
7	PLNG R6 3/29/11
8	PLNG R7 1/21/12
9	PLNG R8 2/7/12
10	PLNG R9 6/13/12
11	PLNG R10 7/18/12
12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION
THEATER
RENOVATION BY
ALAMO DRAFTHOUSE

BLOCK 3616/
LOT 007

DOOR SCHEDULE

NOTICE

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All attachments, connections, fastenings, etc., are to be properly secured in conformance with best practice, and the Contractor shall be responsible for providing and installing them.

DATE: 12/11/2012
SCALE: NOT TO SCALE
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

DRAWING

A-4.1

HISTORICAL LIGHTING SCOPE OF WORK AND PROPOSED TREATMENTS:

NOTE: ALL REPLACEMENT LIGHT FIXTURES TO BE REVIEWED AND APPROVED BY PLANNING DEPT. STAFF

HISTORIC LIGHTING PIECE	ORIGINAL	EXISTING CONDITIONS	SCOPE OF WORK	TREATMENT
Promenade Lobby				
3 Rectangular Cove Luminaries – Three large rectangular ceiling coves defined by gold painted deco cove edge details	Plaster detailing with white neon tubing inside the cove area	Plasterwork intact. Some peeling paint. Neon inoperative	Repaint & repair plaster and replace neon tubing	Rehabilitation
Recessed Cans – Total of 8 recessed down lights, 4 at the north and 4 at the south end of the Promenade Lobby	Pendant lights of an indeterminate type as of 1943. Recessed cans were installed at some time after 1943	Pendants missing. Can lights intact	Replace electrical components and re-lamp with 10º Spots	Rehabilitation
Pendant located above the second level main stair case landing	Pendant of unknown type, probably with long vertical deco etched glass	Pendant missing	Replace with modern etched glass pendent light of art deco design	Rehabilitation
Ceiling light located near entrance doors to the auditorium	24" round disk with polished brass finish and probably a glass globe of unknown type	Fixture there with 4 non-descript retrofit fluorescent tubes. Glass elements are missing	Replace with modern etched glass globe fixture of art deco design	Rehabilitation
Auditorium				
Large indirect luminary located in the center of the center cove of the ceiling	Art Deco style Indirect lighting fixture consists of a large 8' round/square shaped ceiling medallion with metal fins, harps and circular designs surrounding numerous vertical metal fins. Medallion is gold leaf. Pendant of 36" in diameter of 3 silver leaf concentric stamped sheet metal circular bowls tapering to a conical finial. Bowls contain numerous incandescent light bulbs and has 3 separate circuits Pendant adorned with 16 vertical metal fins	Medallion and pendant are intact as is silver and gold leaf. One metal fin is missing from the pendant	Re-wire, repair, and clean as needed. Replace missing metal fin	Restoration
Smaller pendants located in coffers surrounding the large central coffer (9)	Art Deco style Indirect lighting fixture consists of ~48" wide octagonal medallions with gold leaf. Pendants are ~25" in diameter silver leaf and each has 2 concentric stamped metal bowls tapering to a conical finial.	Original fixtures and gold leaf intact	Re-wire, repair, and clean as needed	Restoration
Indirect cove lighting for the large central coffer	Cove is defined by crown moldings surrounding the central coffer. Numerous incandescent lighting fixtures are concealed by the cove and are accessible from above	Fixtures are decayed and coves are full of dirt, dust and other foreign material	Remove foreign matter from coves. Replace incandescent light fixtures and re-lamp with 8' double florescent tube fixtures with dimmable ballasts	Rehabilitation
Indirect cove lighting located inside the main crown molding	Cove is defined by large plaster gold painted crown moldings. Numerous incandescent lighting fixtures are concealed by the cove and are accessible from above	Fixtures are decayed and coves are full of dirt, dust and other foreign material	Remove foreign matter from coves. Replace incandescent light fixtures and re-lamp with 8' double florescent tube fixtures with dimmable ballasts	Rehabilitation
Urn Uplights (2)	Plaster urns located at the bottom of filigree screens on either side of the main screen, Each urn contains incandescent light fixtures which cast light up on the filigree panels	Plaster urns are intact with faded paint. Incandescent lamps and fixtures are old and decayed	Repaint urns and replace lighting fixtures with 20º halogen spot lights	Rehabilitation
Recessed PAR lights above stage (6)	Theatrical style spot lights mounted above the ceiling aimed at the stage below through 6" holes in the plaster ceiling. The fixtures themselves are not visible from the auditorium	These fixtures are intact but inoperative	Repair ceiling penetrations and mount new PAR64 incandescent lights above the ceiling in place of the originals	Rehabilitation
Spot lights hanging from the balcony	Theatrical style spot lights mounted to the balcony support and aimed at the stage. They are visible, but not particularly unique or character defining	These fixtures are painted over, intact but not operable	Remove and replace with modern moving head spot lights	Replacement
Lower Balcony				
Neoclassical filigree ceiling vents (3)	Indirect incandescent light fixtures placed above the vents	Fixtures are old and inoperative	No work. Fixtures will be non-functional, as a new dropped ceiling will cover them. Paint and stabilize existing vents.	Preservation
Pendant lights (5)	Art Deco indirect incandescent fixtures consist of metal finned ceiling medallion and Bowl shaped pendant and finial. It is likely that the original finish matched that of the fixtures in the main auditorium	Medallions and bowls are painted over with green paint. Wiring is worn	Strip, repaint and rewire and re-lamp	Rehabilitation
Upper Balcony				
Cove lighting for the large elongated cupola	Narrow cove surrounding large elongated cupola vault. Cove conceals neon tubes which cast indirect light on the cupola	Cove is full of foreign matter. The state of neon tubing is unknown, but unlikely to be operable in its current condition	Clean out cove and repair fluorescent or neon tubing as needed	Restoration
Patron's Lounge				
Pendant lights in coves (5-10)	What appears to be Art Deco etched glass pendants hung from the center of each ceiling coffer surrounding the existing projection booth. Details not clear (from 1943 photographs)	Missing	Replace with modern pendants of a similar shape	Rehabilitation
Finial luminaries on newel posts of staircase (2)	Of similar design to above. Mounted vertically at the top of each newel post of the staircase to the mezzanine	Missing	Do not replace	None
Ceiling lights above promenade area of Patron's lounge (5)	What appears to be large (~24") Art Deco flat glass globes and fixtures mounted to the ceiling between the projection booth and the balcony support rail. (from 1943 photographs)	Missing	Replace with modern lighting perhaps of a similar shape	Rehabilitation
Mezzanine				
Recessed ceiling lights (7)	Recessed 12" square recessed incandescent down lights located in each ceiling coffer. Each has 1" brass bezel and ~10" molded Art Deco glass lens	Some intact many missing	Clean and repair bezels and lenses. Replace missing lenses and bezels	Rehabilitation
Unknown chandelier or large pendant light above staircase landing	Unknown type and design, but probably a larger version of the pendants as seen in the 1943 photograph of the Patron's Lounge and referenced above	Missing	Replace with modern pendant style fixture	Rehabilitation
Restroom Blade Signs (2)	Art Deco style illuminated incandescent brass two sided blade signs located above each restroom door	One missing. Lenses are missing from the other	Replace both with modern version of similar design such that they match	Rehabilitation
Other				
Exit signs located around the facility	These are recessed in the walls at various locations and are not of any historical value	Many are damaged or missing	Replace with modern signs which meet local and national codes	Reconstruction

SCOPE OF WORK AND PROPOSED TREATMENTS:

CHARACTER DEFINING FEATURE	ORIGINAL	EXISTING CONDITIONS	SCOPE OF WORK	TREATMENT
Exterior:				
Freestanding 70' Pylon sign with neon tubes spelling out "New Mission"	Painted sheet metal on internal steel frame with neon tubing	Peeling paint, neon no longer working, pylon intact.	Pylon sign to be repainted, new neon tubing to be installed	Rehabilitation / Restoration
Cantilevered marquee	Sheet metal marquee with New Mission Theater spelled out and slots for changeable letters. Horizontal neon tube borders.	Peeling paint, water damage, some neon tubing and changeable letter slots missing, neon no longer working.	Marquee to be repainted, new neon tubing to be installed, letter slots to be replaced or repaired.	Rehabilitation / Restoration
Streamlined Parapet	Concrete and painted sheet metal parapet with decorative curves & recesses	Peeling paint	Parapet to be repainted	Rehabilitation / Restoration
Interior:				
Promenade Lobby:				
Double height promenade lobby ceiling with mezzanine at rear	Cast plaster recessed lighting on ceiling	Some damage in places, mostly intact	Repair plaster as needed, light fixtures to be replaced	Rehabilitation
Art Deco-style ornamental metalwork at balustrades	Aluminum handrail with steel chrome plated polished decorative metalwork	Mostly intact, a couple of bent parts of the balustrade	Clean and polish metalwork, realign bent pieces	Restoration
Stylized decorative plaster detailing throughout lobby	Plaster	Most plaster crumbling, and water damaged beyond repair, metal lath supporting plaster is rusted and deteriorated; some graffiti	Plaster moldings to be taken from existing. All wall finishes to be removed. Masonry walls to be seismically reinforced, new finishes to be installed to match existing.	Reconstruction
Plaster moldings imprinted with a Greek Key motif	Plaster	Some damage, some parts missing	To be repaired and repainted as necessary	Restoration

CHARACTER DEFINING FEATURE	ORIGINAL	EXISTING CONDITIONS	SCOPE OF WORK	TREATMENT
Auditorium:				
Auditorium with over-scaled Neoclassical and Renaissance architectural elements	Concrete & steel structure and plaster decoration	Peeling paint, otherwise intact. Some plasterwork missing at base of wall	Repair plaster as needed and repaint	Rehabilitation
Monumental proscenium arch flanked by a pair of gilded and fluted Corinthian columns and Composite pilasters	Plaster	Intact	Repair & repaint as necessary	Rehabilitation
Projection booth	Raised concrete floor, pilasters around perimeter, interior partition walls with toilet room & sink, reel storage rack.	Intact	Raised floor to be taken out, interior partition walls to be removed, existing sink & toilet fixture to be removed; portion of perimeter walls to be removed just below frieze.	Rehabilitation
Shallow niches containing urn-shaped floodlights	Plaster and metalwork	Original detail painted over, otherwise intact	Repair, rewire & repaint as necessary	Rehabilitation
Cast plaster medallions	Cast plaster	Intact	Repair & repaint as necessary	Restoration
Ornamental plaster moldings and raised panels on the side walls	Plaster detailing, canvas murals painted over	Plaster moldings mostly intact, some water damage, peeling paint	Repair plaster work as necessary, repaint	Rehabilitation
Denticulated cornice	Plaster	Mostly intact, one or two minor pieces missing	To be repaired and repainted as necessary	Rehabilitation / Restoration
Coffered ceiling with deep reveals	Plaster detailing	Intact	To be repaired and repainted as necessary	Restoration
Patron's Lounge:				
Ornate Corinthian pilasters with decorative classical frieze and cornice	Plaster detailing	Intact, some graffiti damage, peeling paint	To be repaired and repainted as necessary	Rehabilitation

CHARACTER DEFINING FEATURE	ORIGINAL	EXISTING CONDITIONS	SCOPE OF WORK	TREATMENT
Coffered ceiling	Plaster detailing	Plasterwork intact, some peeling paint	Repaint & repair plaster	Rehabilitation
Venetian Renaissance Revival arcade along north wall	Plaster detailing	Plasterwork intact, some graffiti damage	Repaint & repair plaster	Rehabilitation
Balcony:				
Parapet adorned with a frieze consisting of garlands and urns	Cast plaster work	Painted over, intact	Plaster mold to be taken from existing parapet. Upper portion to be removed. Lower portion with scalloped form to be visible from below. Install new balcony parapet @ new balcony's southern edge with new plaster frieze from moldings. Install new metal top rail to match existing top rail removed from original parapet.	Reconstruction
Scalloped parapet along the southern edge of the balcony	Plaster finish			
Suspended plaster domed ceiling with heavily decorated ribs and decorative cast metal grilles	Plaster & metalwork	Interior of ceiling intact	Clean and repair as needed	Rehabilitation

THE SECRETARY OF THE INTERIOR'S STANDARDS FOR THE TREATMENT OF HISTORIC PROPERTIES	
Preservation	*Preservation* is defined as the act or process of applying measures necessary to sustain the existing form, integrity, and materials of an historic property. Work, including preliminary measures to protect and stabilize the property, generally focuses upon the ongoing maintenance and repair of historic materials and features rather than extensive replacement and new construction. New exterior additions are not within the scope of this treatment; however, the limited and sensitive upgrading of mechanical, electrical, and plumbing systems and other code-required work to make properties functional is appropriate within a preservation project.
Rehabilitation	*Rehabilitation* is defined as the act of process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features that convey its historical, cultural, or architectural values.
Restoration	*Restoration* is defined as the act or process of accurately depicting the form, features, and character of a property as it appeared at a particular period of time by means of the removal of features from other periods in its history and reconstruction of missing features from the restoration period. The limited and sensitive upgrading of mechanical, electrical and plumbing systems and other code-required work to make properties functional is appropriate within a restoration project.
Reconstruction	*Reconstruction* is defined as the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.
Treatment for the entire Project:	The New Mission Theater Project will follow the Standards for Rehabilitation. The historic Theater will be adapted to function as a "drafthouse cinema," a multiple (5) screen movie house with food and alcoholic beverage service. The programming for the drafthouse cinema will include both movie screenings and live performances for special events, movie premiers, charity events, etc… Interior alterations will provide four new auditoriums at the balcony level by expanding over the orchestra level seating and enclosing the space under the oval dome; a commercial kitchen and new bar; expanded restroom facilities and accessibility improvements. Mechanical, electrical, fire sprinkler and plumbing upgrades will be undertaken. The stage will be expanded to function for live events. Improvements will be made to exiting stairs off of Bartlett Street. In the Promenade Lobby, Reconstruction of wall finishes will be required due to severe water damage, which has undermined both the substructure (rusted metal lath) and plaster finishes (wall surfaces and decorative plaster castings). City/Code required seismic upgrading of the UMB Promenade Lobby will also be undertaken. The identified "character defining historic features" will be treated as described in the table below.

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SEE SHEET A-5.3 FOR OUTLINE SPECIFICATIONS

~~OVERVIEW OF SPECIFICATIONS FOR REPAIR & MAINTENANCE:~~

~~The following specifications represent an overview of repair and maintenance work that will be subject to further analysis during the construction documents phase of the project.~~

~~Ornamental Plaster:~~

~~Repair & Replacement Techniques~~

~~A contractor with experience in ornamental plaster restoration will be hired to assist in repairing and restoring damaged ornamental plasterwork. Decorative plaster features that are experiencing top coat failure but have a solid substrate will be repaired by applying a new finish coat. Areas of cracked or broken plaster will be evaluated for signs of substrate failure; if the substrate is structurally sound, the plaster will be patched. Ornamental ceiling plaster that is deflecting will be shored from below and re-anchored. Pieces of ornamentation that are damaged beyond repair will be removed and replaced with new pieces that exactly match in form the existing historic plaster. Casts will be made of plaster details using urethane rubber molds, either in a liquid form or as thixotropic pastes to take impressions of existing ornament.~~

~~Sheet metal templates will be created to reproduce both straight and curved sections of moldings/cornice. Short lengths of new cornice will be pre-cast or run on a bench and cut and fit into place to match the existing cornice, then securely attached to studs, joists and/or blocking. The joints shall be pointed with flat mitering rods so that they are flush with the existing adjacent members. Long lengths of new cornice will be run in place (much like how they were historically produced) or pre-cast using a rubber mold.~~

~~Interior Paint:~~

~~Paint Removal & New Paint~~

~~An on site investigation of existing painted surfaces will be conducted to determine the causes of paint failure. Before preparing the interior for repainting all causes of paint failure (i.e. moisture penetration, abrasion, dirt, incompatible paints, etc…) shall be identified and corrected. A color consultant will be engaged to assist in color selection for the rehabilitation of the theater; modern paints will be used for their durability and safer paint formulas. Replication of historic paint formulation will not be undertaken; as it is not only unpractical it is also a health safety issue.~~

~~Interior plaster and wood surfaces will be carefully hand scraped to remove any loose paint. If the existing paint is intact, the surface will be cleaned to remove any dirt or oily residues, and the existing paint will be painted over. A layer of top grade alkaline-resistant latex primer that is specifically for use over old oil/alkyd paint will be used as the base coat. Two layers of top grade latex paint will be applied over the primer.~~

~~Interior metal items such as railings will be sanded with emery paper to remove any rust. If the existing paint is well adhered to the metal it may only require light sanding before applying primer and paint.~~

~~In the event that hazardous compounds are determined to be present in the existing paint all local, state and federal requirements that pertain to historic paints shall be carefully followed.~~

~~Exterior Paint:~~

~~New Paint~~

~~The sheet metal marquee should not be cleaned mechanically (grit blasting) because the metal can be easily abraded and damaged. The marquee will be cleaned with a combination of hand scraping to remove any loose paint and cleaning with mild detergents and water to remove all corrosion, grease and dirt. Once the surface of the metal has been thoroughly cleaned, a rust inhibiting primer coat will be applied. Finish coats that are especially formulated for use on metals will be applied once the primer has dried. The primer and finish coats will be selected based on their chemical compatibility with the existing sheet metal. A color consultant will be engaged to assist in color selection for the restoration of the marquee in order to match the original/historic color as designed by Pfluger.~~

~~The painted concrete walls on the Bartlett elevation will be examined for deterioration. The surfaces will first be repaired and patched as necessary then they will be cleaned of any dirt, dust, grease, etc. and covered with a layer of top grade acrylic primer that is specifically for exterior use on concrete. The surfaces will then be repainted with a top grade acrylic elastomeric wall covering for exterior use.~~

~~In the event that hazardous compounds are determined to be present in the existing paint all local, state and federal requirements that pertain to historic paints shall be carefully followed.~~

~~Exterior Concrete:~~

~~Repairing Cracks~~

~~The concrete walls on the Bartlett elevation will be visually examined for signs of deterioration. Small "hairline" cracks that show no signs of worsening will remain and will be sealed with elastomeric primer and paint. If larger cracks are discovered, but are still less than approximately one-sixteenth of an inch, they will be repaired with a mix of cement and water. If the crack is wider than one-sixteenth of an inch, fine sand will be added to the mix to allow for greater compatibility, and to reduce shrinkage during drying. The patching materials will be carefully selected so that they are compatible with the existing concrete.~~

~~If thermal cracks are discovered (cracks that move as temperatures fluctuate) they will be filled with a sealant, which will allow the crack to compress or expand as movement occurs. The detailing of sealant filled cracks will be carefully planned and executed so as to not detract from the appearance of the rear facade.~~

SUPERCEDED

KERMAN MORRIS Architects

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Revisions:	
	PLNG SET 3/30/06
1	PLNG R1 6/12/06
2	PLNG R2 9/12/06
3	PLNG R3 11/2/06
4	PRE-APP SET 1/22/07
5	PLNG R4 10/15/07
6	PLNG R5 1/4/08
7	PLNG R6 3/29/11
8	PLNG R7 1/21/12
9	PLNG R8 2/7/12
10	PLNG R9 6/13/12
11	PLNG R10 7/18/12
12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

SCOPE OF WORK/ PROPOSED TREATMENTS & OVERVIEW OF SPECIFICATIONS

NOTICE

These drawings and specifications are the property and copyright of Kerman/MorrisArchitects and shall not be used on any other work except by written agreement with Kerman/Morris Architects.

The Contractor shall verify all existing conditions. Written dimensions take preference over scaled dimensions and shall be verified on the project site. Any discrepancy shall be brought to the attention of Kerman Morris Architects prior to the commencement of any work.

These drawings are an industry standard builders set for building permit and to assist the contractor in construction. The drawings show limited and only representative/typical details. SPECIFICALLY EXCLUDED FROM THE SCOPE OF DESIGN SERVICES AND AS INDICATED IN THESE PLANS ARE ALL WATERPROOFING DETAILS/ DESIGN, WHICH ARE THE RESPONSIBILITY OF THE CONTRACTOR/BUILDER.

All attachments, connections, fastenings, etc., are to be properly secured in conformance with best practice, and the Contractor shall be responsible for providing and installing them.

DATE: 12/11/2012

SCALE: NO SCALE

DRAWN BY: JLL/RH

CHECKED BY: TM

JOB NO.: 1116

DRAWING

A-5.1

19 of 33 sheets

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12

INVENTORY OF EXISTING ELEMENTS:

2550 MISSION EXISTING ELEMENTS

	ELEMENT #	ITEM	MATERIAL	DESCRIPTION	PROPOSED	NOTES
FIRST FLOOR:						
AUDITORIUM	E1	FIRE HOSES (2)		IN CABINETS EA. SIDE OF STAGE: 1 CAB. PTD SHUT	TO REMAIN	
	E2	FIRE HOSE HOLDER (2)		AT ENTRY DOORS FROM PROM. LOBBY & BY ELEC. RM - NO HOSES EITHER LOCATION	SEE NOTES	TO REMAIN @ ENTRY DOORS FROM PROMENADE LOBBY. TO BE REMOVED NEAR ELECTRICAL CLOSET WHERE WALL IS TO BE REMOVED
	E3	LIGHT FIXTURES		ORIGINAL	TO BE RESTORED	SEE LIGHT FIXTURE REHABILITATION SPECS, SHEET A-5.1
BOILER ROOM	E4	FAN CONTROLS		AT INTERIOR WALL BY DOOR	TO BE REMOVED	NOT VISIBLE TO THE PUBLIC
PROJECTOR ROOM	E5	SINK		UTILITARIAN	TO BE REMOVED	PROJECTOR ROOM INTERIOR BEING REMOVED, SEE PLANS.
	E6	TOILET		UTILITARIAN	TO BE REMOVED	
	E7	AIR REGISTERS	MTL	SIMPLE GRID, NOT ORNATE	TO BE REMOVED	
	E8	CABINET FOR REELS	WD		TO BE REMOVED	
	E9	WALL MTD LIGHT FIXTURE	CERAMIC	UTILITARIAN	TO BE REMOVED	
	E10	CONTROL PANEL ON WALL		FOR A/C, PROJECTOR, AUDIO	TO BE REMOVED	
	E11	AIR BLOWER(?) & SWITCHES			TO BE REMOVED	
PATRON'S LOUNGE	E12	DRINKING FOUNTAIN		NOT ORIGINAL?	TO BE REMOVED	IN THE PATH OF EGRESS
	E13	LADIES SIGN	MTL/PLASTIC	NOT ORIGINAL: PLASTIC SIGN & DUCT TAPE ADDED	TO BE RESTORED	
	E14	MEN'S SIGN	PLASTIC	NOT ORIGINAL	TO BE REMOVED	
	E15	RECESSED LIGHTING	MTL/PLASTIC	NOT ORIGINAL	TO BE REPLACED	RECESSED UTILITARIAN SQUARE LIGHTS, NOT ORIGINAL. SEE LIGHT FIXTURE REHABILITATION SPECS, SHEET A-5.1
	E16	EXIT SIGNS	PLASTIC	NOT ORIGINAL. ABOVE DOORS TO BARTLETT	TO BE REPLACED	
	E32	UNIDENTIFIED SIGN	MTL	PLAIN MTL PLATE W/DUCT TAPE, NO TEXT	TO BE REMOVED	AVOVE LOCATION OF (N) DOUBLE DOORS TO SERVER AREA
WOMEN'S ROOM	E17	SINKS (2)		FREESTANDING	TO BE REMOVED	
	E32	TOILET (5)		NOT ORIGINAL	TO BE REMOVED	
MEN'S ROOM	E18	SINKS (2)		FREESTANDING	TO BE REMOVED	
	E19	URINALS (5)		BUILT-IN	TO BE REMOVED	
	E33	TOILET (4)		NOT ORIGINAL	TO BE REMOVED	
SECOND FLOOR:						
MEZZANINE	E20	EXIT SIGN	WD	ORIGINAL	TO BE REMOVED	(EXIT TO BE ABANDONED)
	E21	MEN'S SIGN	MTL	ONLY MTL FRAME LEFT	TO BE RESTORED	
	E22	DRINKING FOUNTAIN		ORIGINAL	TO REMAIN	CLEAN & REPAIR AS NECESSARY
	E23	WOMEN'S SIGN	MTL	ONLY MTL FRAME LEFT	TO BE RESTORED	
	E24	EXIT SIGNS (2) (?)	MTL/PLASTIC	ONLY FRAME W/PLASTIC LEFT	TO BE RESTORED	THESE MAY NOT BE EXIT SIGNS. COULD BE DIRECTIONAL SIGN TO BALCONY ABOVE. (AT MEZZ. STAIR)
WOMEN'S ROOM	E25	SINK (1)		FREESTANDING	TO BE REMOVED	RETAIN IF SERVICABLE.
	E30	TOILET (2)		NOT ORIGINAL	TO BE REMOVED	
MEN'S ROOM	E26	SINK (1)		FREESTANDING	TO BE REMOVED	RETAIN IF SERVICABLE.
	E27	URINALS (3)		BUILT-IN	TO BE REMOVED	
	E31	TOILET (2)		NOT ORIGINAL	TO BE REMOVED	
BALCONY:						
BALCONY WALKWAY	E28	EXIT SIGNS (5)	MTL	ORIG. (?)	TO REMAIN	(WHERE EXIT STILL IN USE ONLY)
	E29	FIRE HOSE (1)		BY LOWER BALCONY EXIT DOORS - W/ HOSE	TO REMAIN	

AUTOMATIC FIRE SPRINKLER SYSTEM:

AUTOMATIC FIRE SPRINKLER SYSTEM

1. Design and Installation:
The automatic fire sprinkler system shall be designed by a qualified professional with experience with historic theaters. This consultant shall work closely with the Preservation Architect and Architect of Record. Automatic fire sprinkler system shall be installed conforming to the following:

a) NFPA 13, Installation of Sprinkler Systems 2002 Edition.
b) NFPA 24, Private Fire Service Mains 2002 Edition.
c) NFPA 25, Standards for Inspection, Testing, and Maintenance of Water based Fire Protection Systems 2002 Edition.
d) NFPA 72, National Fire Alarm Code 2007 Edition.
e) Local and State Building, Mechanical and Fire Codes.
Zone and main piping layouts of fire protection system will be established related to the architecture, structure and mechanical/electrical systems. Fire Protection Contractor, based on these layouts, shall produce installation/shop drawings for review and approval prior to installation.

2. Products
All products used shall be listed in the UL Fire Protection Equipment Directory and approved in the Factory Mutual Approval Guide for service intended.

3. Fire Sprinkler Heads
Manufacturers:
Unless otherwise noted below, shall be manufactured by Reliable Automatic Sprinkler Corp., Tyco Fire Projects or Viking Corp.

Automatic, having temperature rating suitable for location. Light Hazard occupancies shall be Quick Response type sprinkler heads.

Architect will review deviations from the specified styles for approval prior to installation. Provide the following type of sprinkler head.

Type A: Unfinished areas such as mechanical spaces.
Brass upright or pendent, 1⁄2" orifice, ordinary temperature class (155 deg. F), Viking Model M Micromatic or equal. Extended coverage, brass finish, Upright or Pendent, large orifice, ordinary temperature class, Viking ECOH-ELO or equal designed and installed per its listing and FM approval.

Type B: In areas with ceilings.
Concealed Pendent, 1/2" orifice, ordinary temperature class (165 degree F) solder link, Viking Horizon Mirage, Model B-2 adjustable sprinkler, with 135 degree F temperature rated cover plate, flush with ceiling or equal. Cover plate color shall match ceiling color and shall be factory-painted (i.e. by manufacturer).

Type C: in areas where ceiling conditions do not permit installation of pendent head or finished area where sidewall head provides better coverage of hazard.
Sidewall, 1⁄2" orifice, ordinary temperature class, (155 deg. F), 2 piece adjustable escutcheon, Viking Model M, HSW horizontal or VSW vertical sidewall with Viking E-1 escutcheon or equal.
Extended coverage sidewall ordinary temperature class (155 deg. F), Tyco Fire Products, Model TY-FRB or equal designed and installed per its listing and FM approval.

Type D: In walk-in coolers and freezers.
Polished chrome dry pendent, 1⁄2" orifice, ordinary temperature rating, adjustable recessed chrome escutcheon, Viking Model M or equal. Provide compatible wire cage sprinkler head guard where sprinklers are subject to impact damage.

4. Approvals
The automatic fire sprinkler system design and drawings shall be submitted to the Planning Department for review during the addendum review by SFFD and DBI.

KITCHEN AREA PROTECTION CRITERIA:

ARCHITECTURAL RESOURCES GROUP, INC.
Architects, Planners & Conservators

MEMORANDUM

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To: Toby Morris, Architect
Kerman/Morris Architects, LLP
69-A Water Street
San Francisco, CA 94133

Project: New Mission Theater
Project No: 11215
Date: October 18, 2012
Phone: 415-749-0302
Fax:
Via: E-mail toby@kermanmorris.com

Remarks:

Toby,

At your request, we are providing comments on protecting the historic decorative plaster of the kitchen area. Threats to plaster surfaces include the accumulation of moisture as well as grease and soiling deposits from cooking activities, wall and/or ceiling penetrations to accommodate ducting and vents, wall attachments such as fire extinguishers, utensil racks, and backsplashes, and incidental impact to corners of walls, pilasters, and columns stemming from kitchen supply deliveries as well as daily work activities.

To mitigate these threats, we suggest the following actions:

1. Paint walls and ceilings with a durable, high-gloss paint that is designed to withstand frequent washing.
2. Design wall and ceiling penetrations and attachments to avoid decorative plaster elements, and minimize penetrations and fasteners where these features cannot be avoided.
3. Install metal corner guards at outside corners of walls, pilasters, columns, etc. Corner guards should be as harmonious as possible with the historic plaster features.

Feel free to contact us with any questions or comments.

Best Regards,
Mary

By: Mary Slater
E-mail: m.slater@argsf.com

LOWER BALCONY PROTECTION CRITERIA:

LOWER BALCONY PLASTER CEILING MEDALLIONS

Rehabilitation plans call for the installation of dropped ceilings at the "Floating Auditorium" at the lower balcony. Following are criteria for the stabilization and protection of decorative plaster ceiling medallions at this location:

- Inspect and examine the work area to confirm that historic medallions are securely fastened to substrates. Loose sections or components should be repaired by a qualified plastering contractor who is experienced in the repair and restoration of historic decorative plaster.
- Penetrations into historic plaster surfaces for dropped ceiling anchor points should be minimized; however, under no circumstances shall penetrations be placed within ceiling medallions.
- Pre-drill all penetrations to avoid cracking or spalling historic plaster surfaces.
- Place all anchor points at ceiling framing members; no anchorage shall bear solely on lath and plaster assemblies.
- Place no materials in direct contact with historic medallions.
- Monitor the surface of the new dropped ceiling to detect leaks at the historic plaster ceiling. Repair any water damage to historic plaster as soon as possible, using a qualified plastering contractor.

KERMAN MORRIS Architects

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Revisions:

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10	PLNG R9 6/13/12
11	PLNG R10 7/18/12
12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

INVENTORY OF EXISTING ELEMENTS

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A-5.2

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12

OUTLINE SPECIFICATIONS: RESTORATION OF CONCRETE, MARQUEE & PYLON SIGN, AND DECORATIVE PLASTER; PAINTING; MURAL CONSERVATION

DIVISIONS 2 THRU 9

DIVISION 2 CONCRETE

CONCRETE RESTORATION AND REPAIR

A. Rehabilitation of existing concrete parapet wall above marquee, including but not limited to:

1. Repair of cracks, spalls and other deficiencies.
2. Installation of compatible concrete patches to match surface texture, size, shape, and profile of existing historic concrete parapet.
3. Repair or installation of flashing or other waterproofing as needed, to be as visually inconspicuous as possible.

B. Repair of cracks at concrete walls on the Bartlett (rear) elevation, including but not limited to:

1. Hairline cracks (less than or equal to 1/32-inch wide) that show no signs of worsening will remain and will be sealed with appropriate primer and paint system.
2. Larger cracks greater than 1/32-inch but less than 1/16-inch wide will be filled with slurry of compatible concrete patching material and water.
3. Cracks wider than 1/16-inch will be filled with a compatible concrete patching material.
4. Thermal cracks that move as temperature fluctuates will be filled with sealant to allow for movement.

DIVISION 5 METALS

METAL SIGN RESTORATION

A. Rehabilitation of existing metal pylon sign with neon, and existing metal marquee, including but not limited to the following:

1. Repair of dented, deformed, and corroded metal, including the filling of losses, tears, and fastener holes to match adjacent existing.

2. Restoration of existing neon tubes and fixtures.
3. Updates and improvements to wiring, as required by code.

DIVISION 9 FINISHES

DECORATIVE PLASTER RESTORATION

A. Repair, rehabilitation, and replication of interior decorative plaster elements, including but not limited to the following:

1. Documentation of existing molded and cast plaster decorations, in the form of photographs and measured drawings of cast plaster and molded plaster profiles.
2. Repair of cracks, chips, spalls, losses, and other deficiencies in existing historic decorative plaster elements.
   a. Areas of cracked or broken plaster will be evaluated for signs of substrate failure; if the substrate is structurally sound, the plaster will be patched. Ornamental ceiling plaster that is deflecting will be shored from below and re-anchored.
3. Replication of molded decorative plaster elements removed during selective demolition for seismic retrofit, or where existing conditions are damaged (i.e. water damaged plaster or corroded lath/backing), or to accommodate new partition walls or other construction, to match the size, shape, texture, and profile of historic.
   a. Pieces of ornamentation that are damaged beyond repair will be removed and replaced with new pieces that exactly match in form the existing historic plaster. Casts will be made of plaster details using urethane rubber molds, either in a liquid form or as thixotropic pastes to take impressions of existing ornament.
   b. Sheet metal templates will be created to reproduce both straight and curved sections of moldings/cornice. Short lengths of new cornice will be pre-cast or run on a bench and cut and fit into place to match the existing cornice, then securely attached to studs, joists and/or blocking. The joints shall be pointed with flat mitering rods so that they are flush

with the existing adjacent members. Long lengths of new cornice will be run in place (much like how they were historically produced) or pre-cast using a rubber mold.

   c. Alternative materials for decorative plaster such as glass fiber reinforced gypsum (GFRG) may be used at relatively remote locations above eye level, such as ceilings or other overhanging locations where lightweight materials are preferred.

PAINTING AND COATINGS

A. Restoration of historic paint schemes at existing metal pylon sign, metal marquee, and concrete parapet wall, including but not limited to:

1. Paint analysis conducted by qualified paintings, mural, or architectural conservator, to identify historic paint colors and schemes at the designated areas. Selection of historic exterior paint colors will be assisted by a color consultant.
2. Surface preparation of metal substrates to remove corrosion, mill scale, oils, dirt, etc. Grit blasting will not be permitted on sheet metal surfaces of the pylon sign and marquee.
3. Installation of appropriate metal primer and paint system at pylon sign and marquee, to match historic paint color(s) as determined by paint analysis.
4. Surface preparation of concrete parapet wall to remove flaking paint, oils, dirt, etc.
5. Installation of appropriate masonry primer and paint system, to match historic paint color(s) as determined by paint analysis.

B. Rehabilitation of interior paint coatings, including existing and new walls, ceilings, doors and trim, including but not limited to:

1. Selection of interior paint colors with the assistance of a color consultant.
2. Investigation of existing painted surfaces to determine causes of paint failure (moisture penetration, abrasion, dirt, incompatible paints, etc.).
3. Repairing and correcting causes of paint failure prior to painting.

4. Surface preparation of interior wood and plaster surfaces will be limited to removal of loose paint using hand tools. Intact paint will be left in place and cleaned of dirt or oily residues. Interior metal items such as railings will be sanded with emery paper to remove rust.
5. Installation of alkaline-resistant latex primer designed to be applied over previous oil/alkyd paint layers.
6. Installation of two finish coats of top-grade latex paint over the new primer.

WALL MURAL CONSERVATION

A. Conservation of existing historic interior wall murals of the Promenade north and south walls, to be conducted by a mural, paintings, or architectural conservator recognized as a Professional Associate or above by the American Institute for the Conservation of Historic and Artistic Works (AIC). The work includes but is not limited to:

1. Paint solubility and cleaning tests to determine feasibility and appropriate methodologies for salvaging, cleaning, and restoring the murals.
2. Detailed conservation treatment plan based on previous testing, which outlines specific methods, materials, and costs for protecting the murals during removal/salvage, removal of existing overpaint layers and graffiti, general cleaning of mural surfaces, and repair of cracks, losses, planar displacement, etc. of murals and plaster substrates.
3. Recommendations for appropriate mounting and display of conserved murals, including materials and systems for protecting murals against impact, abrasion, soiling, and light damage.

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2550 MISSION STREET

NEW MISSION THEATER
RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/
LOT 007

OUTLINE SPECIFICATIONS

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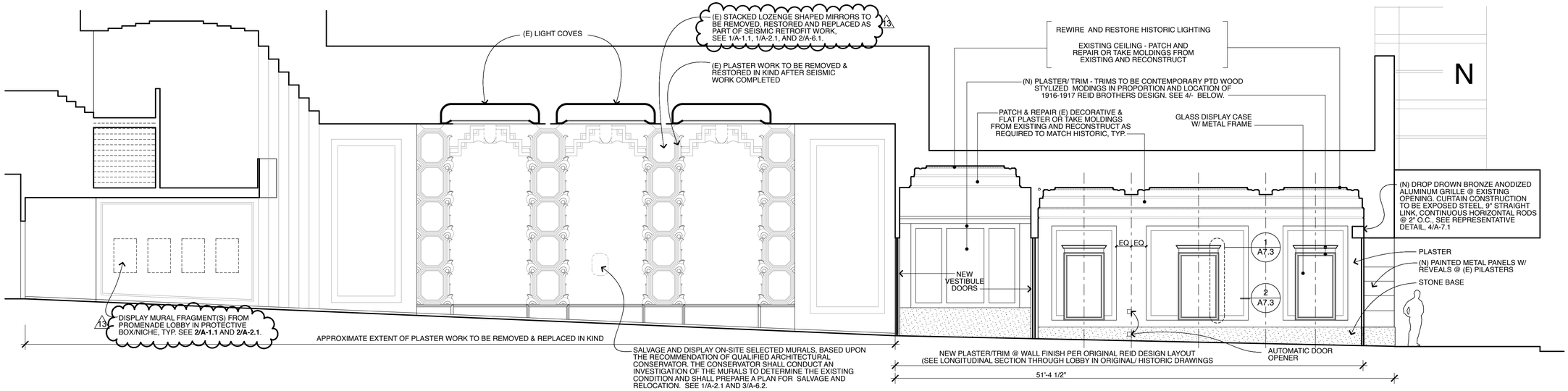
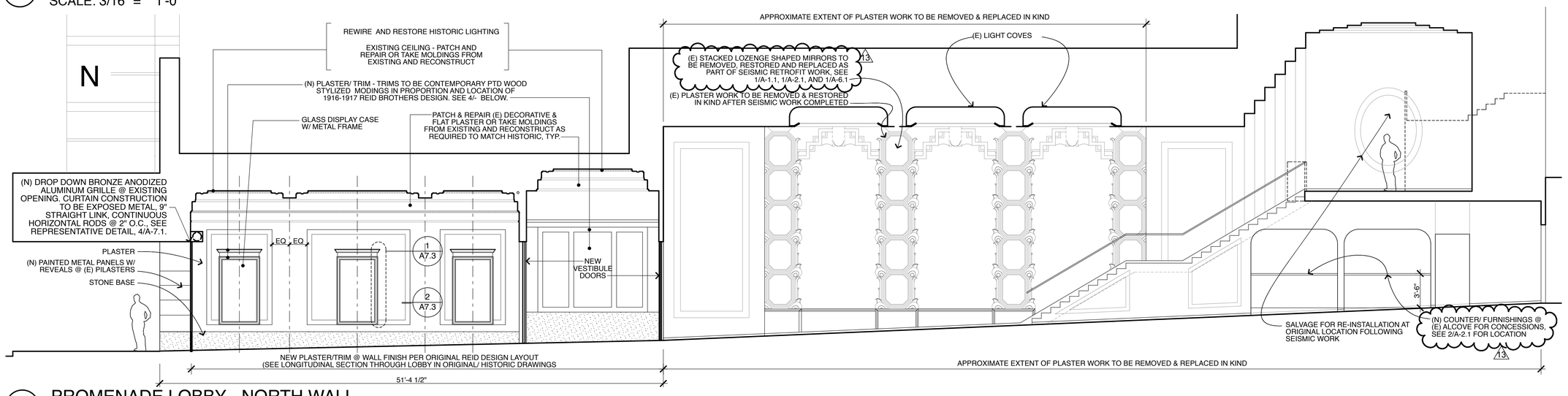
1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



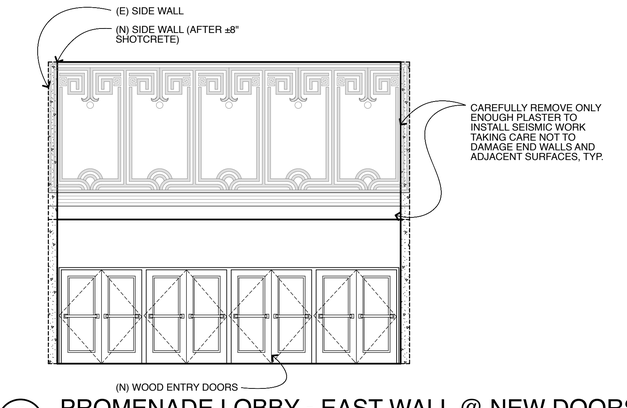
1 PROMENADE LOBBY - NORTH WALL

SCALE: 3/16" = 1'-0"



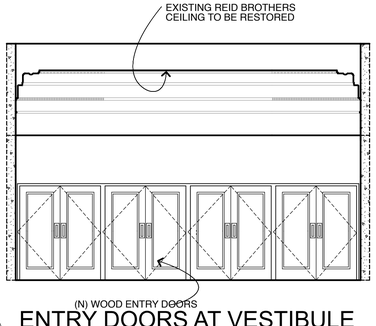
2 PROMENADE LOBBY - NORTH WALL

SCALE: 3/16" = 1'-0"



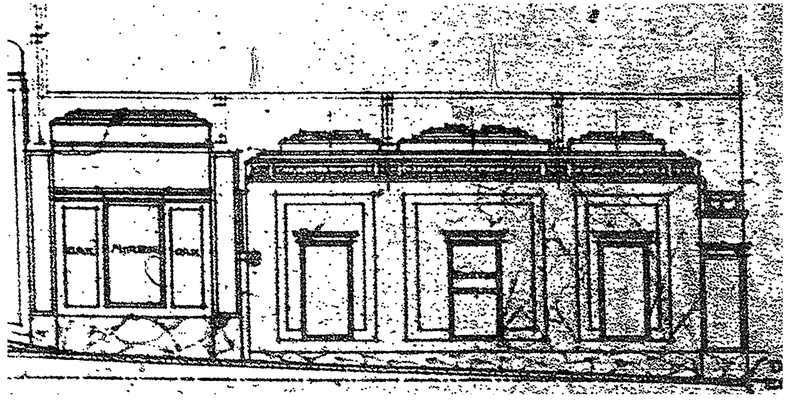
3 PROMENADE LOBBY - EAST WALL @ NEW DOORS

SCALE: 3/16" = 1'-0"



5 ENTRY DOORS AT VESTIBULE

SCALE: 1:63.71



4 PROM / LOBBY: ORIG/HISTORIC REID DWGS NORTH WALL (SOUTH WALL SIMILAR)

NOT TO SCALE

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

INTERIOR ELEVATIONS - PROMENADE LOBBY

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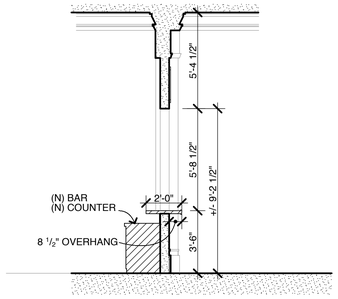
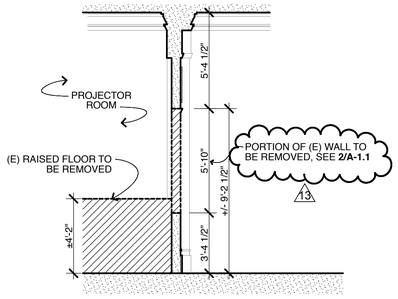
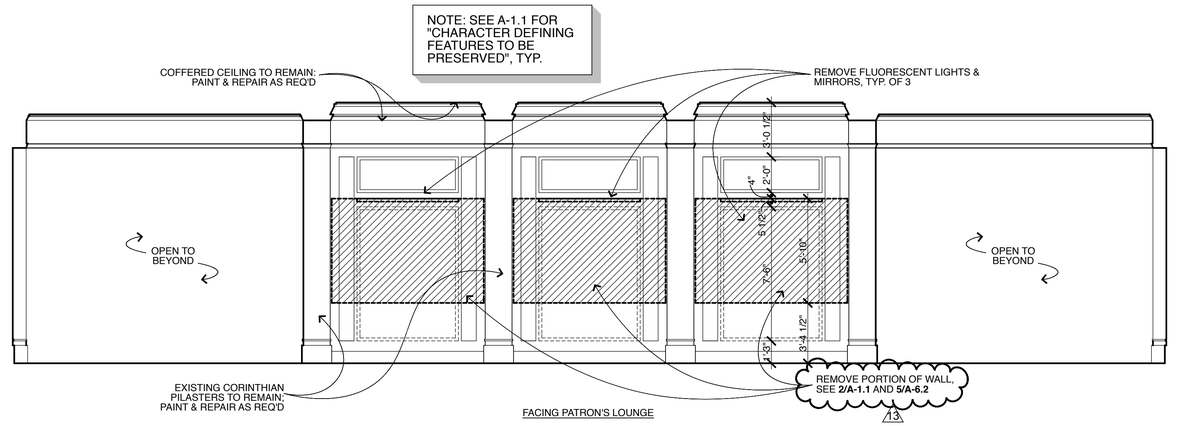
22 of 33 sheets

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12





SECTION



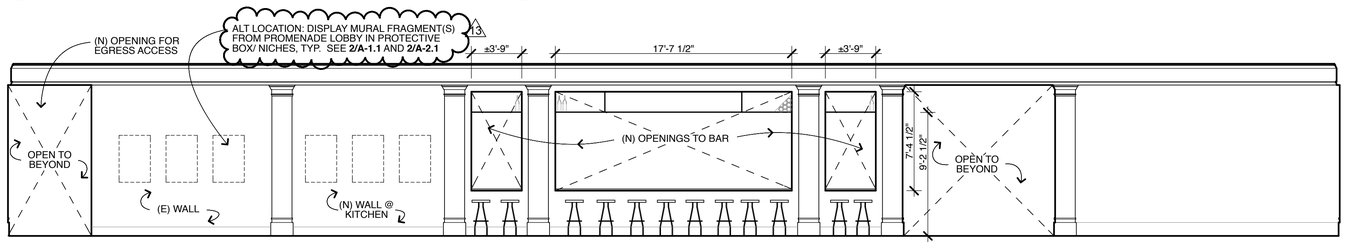
FACING PATRON'S LOUNGE

1 PROPOSED MAIN BAR - SECTION

SCALE: 1/4" = 1'-0"

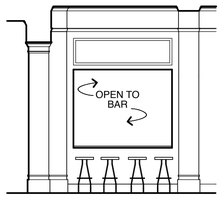
2 EXISTING PROJECTION ROOM - ENLARGED DEMOLITION SECTION/ ELEVATION FOR CONVERSION TO MAIN BAR

SCALE: 1/4" = 1'-0"



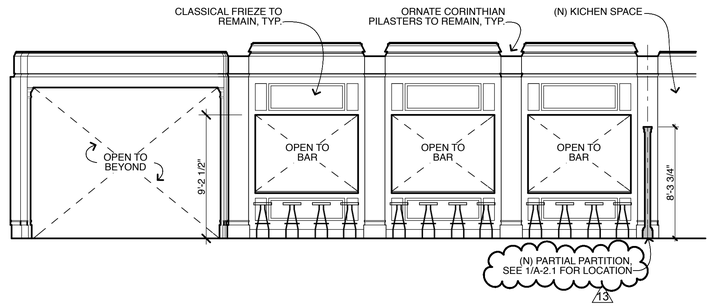
3 GROUND FLOOR CIRCULATION (NORTH SIDE)/ PROPOSED MAIN BAR (AUDITORIUM SIDE)

SCALE: 3/16" = 1'-0"



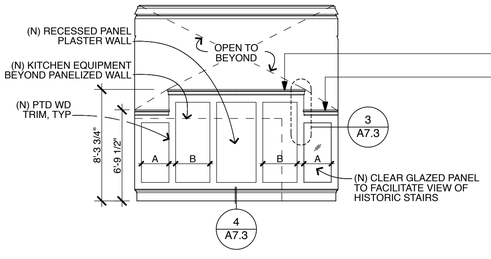
4 PROPOSED MAIN BAR (EAST SIDE)

SCALE: 3/16" = 1'-0"



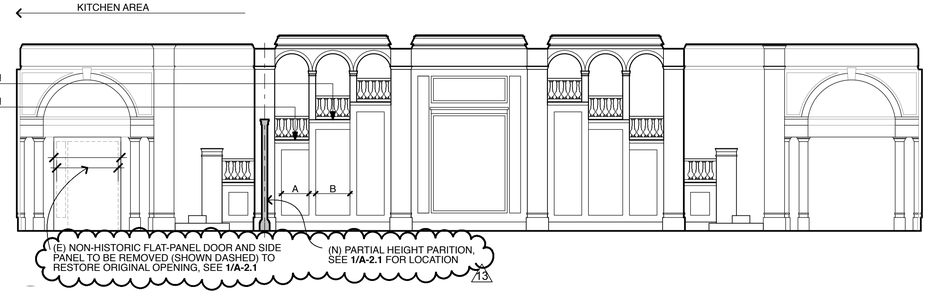
5 PROPOSED MAIN BAR (PATRON'S LOUNGE SIDE)

SCALE: 3/16" = 1'-0"



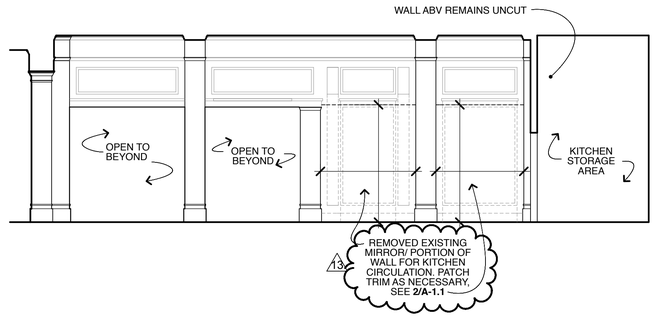
6 PATRON'S LOUNGE (WEST SIDE)

SCALE: 3/16" = 1'-0"



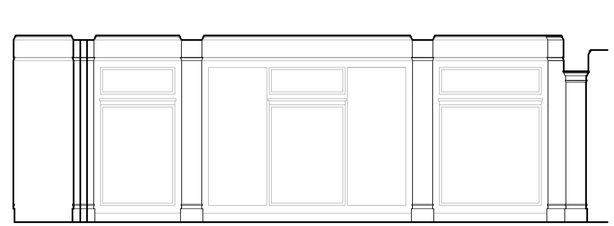
7 PATRON'S LOUNGE (NORTH SIDE)

SCALE: 3/16" = 1'-0"



8 KITCHEN WALL (FACING WEST)

SCALE: 3/16" = 1'-0"



9 PATRON'S LOUNGE (EAST SIDE)

SCALE: 3/16" = 1'-0"

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Revisions:

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

INTERIOR ELEVATIONS - GROUND FLOOR

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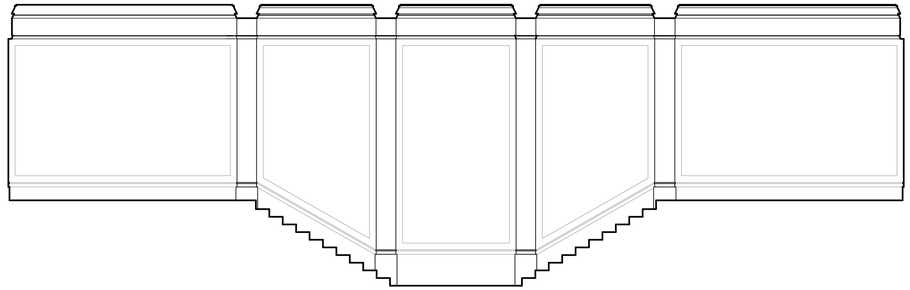
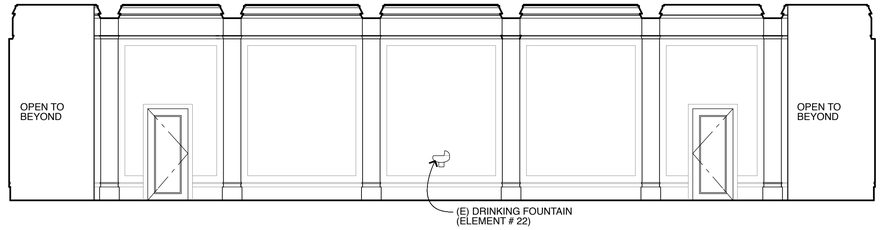
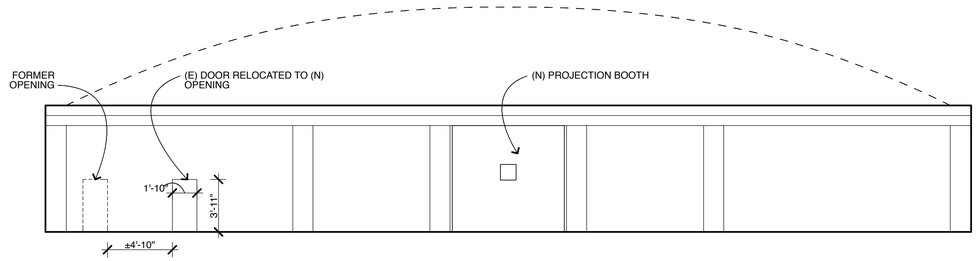


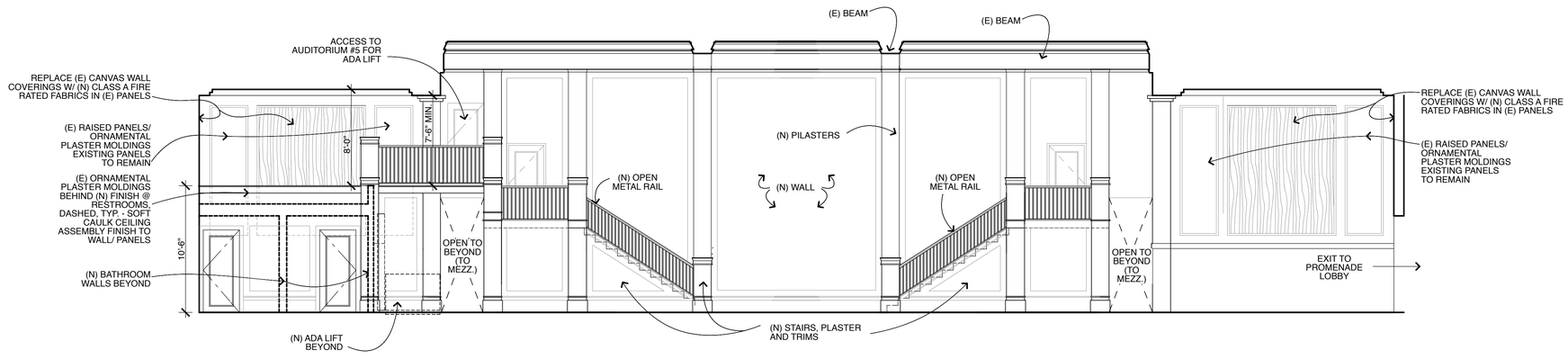
1 MEZZANINE (NORTH SIDE)
SCALE: 3/16" = 1'-0"



2 MEZZANINE (SOUTH SIDE)
SCALE: 3/16" = 1'-0"



3 BACK WALL OF UPPER BALCONY (NORTH SIDE)
SCALE: 3/16" = 1'-0"



4 BALCONY CIRCULATION (NORTH SIDE)
SCALE: 3/16" = 1'-0"

(SEE 2/A-3.2 FOR SOUTH SIDE ELEVATION)

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

INTERIOR ELEVATIONS - MEZZANINE & BALCONY

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1116 - 2550 MISSION STREET
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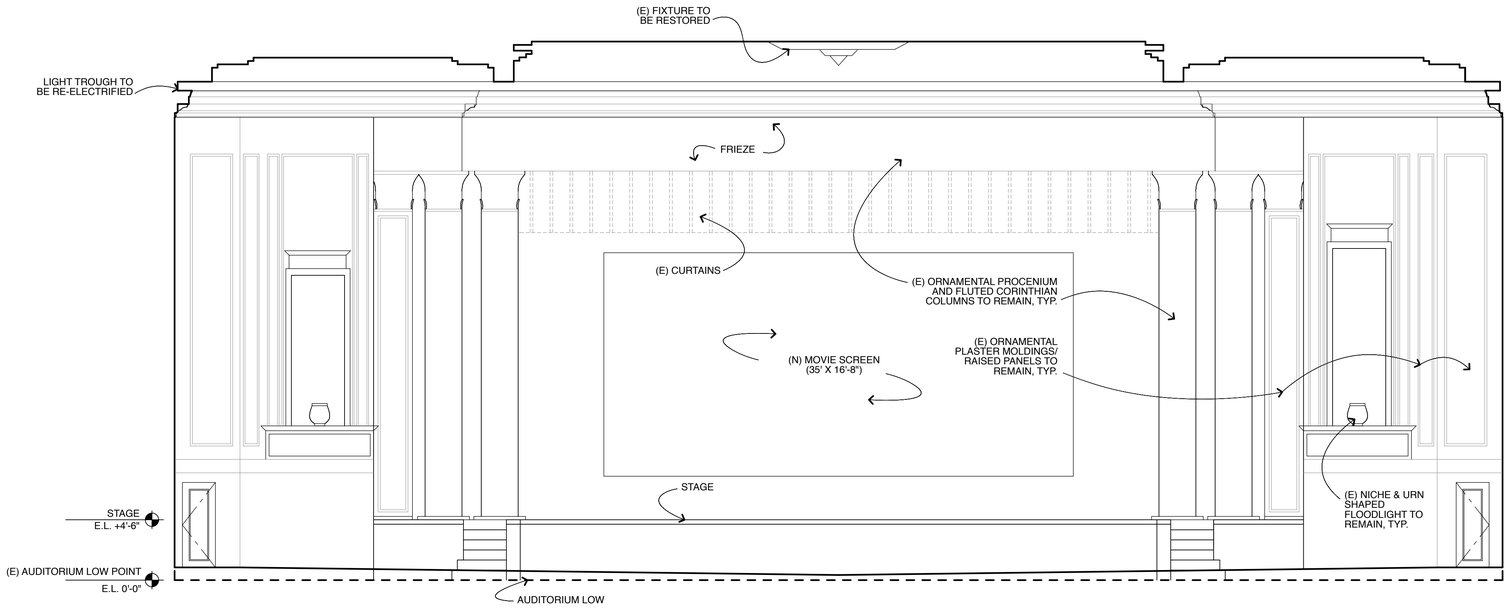
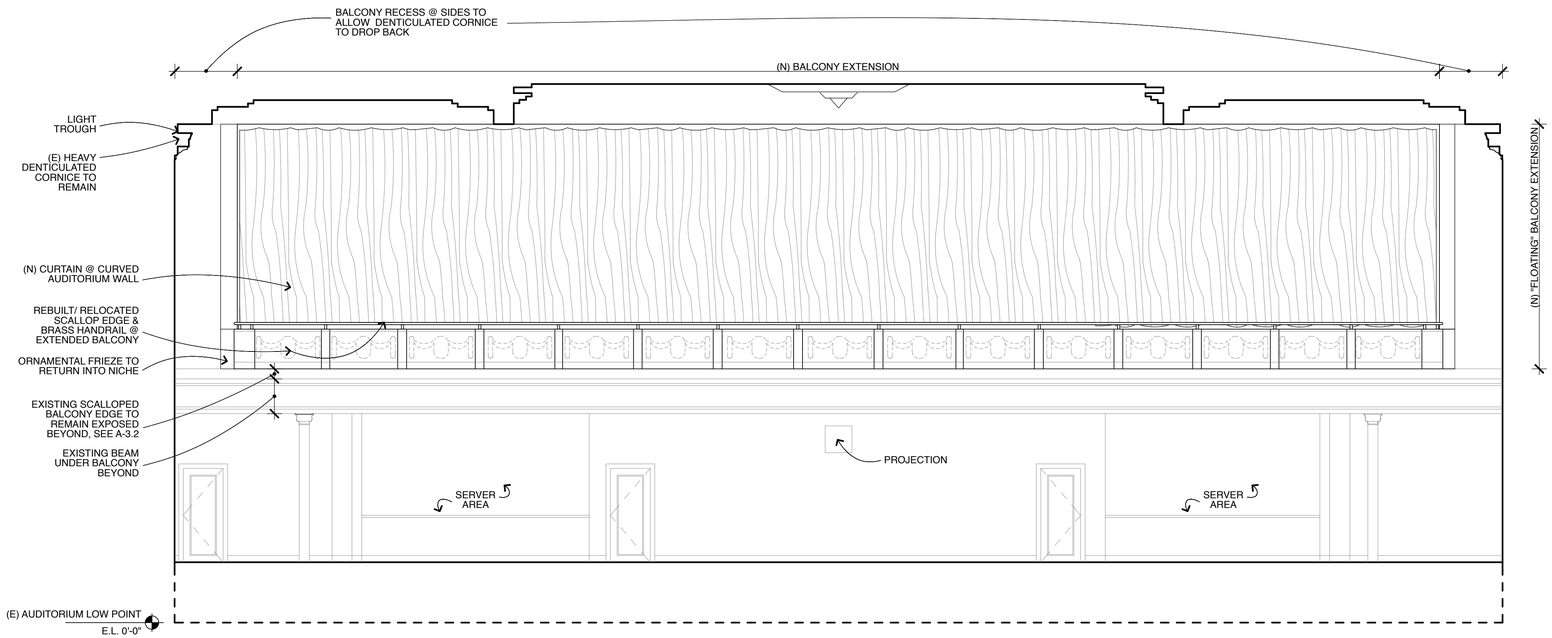


1 MAIN AUDITORIUM: SOUTH WALL

SCALE: 3/16" = 1'-0"



2 MAIN AUDITORIUM: NORTH WALL

SCALE: 3/16" = 1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

INTERIOR ELEVATIONS - MAIN AUDITORIUM

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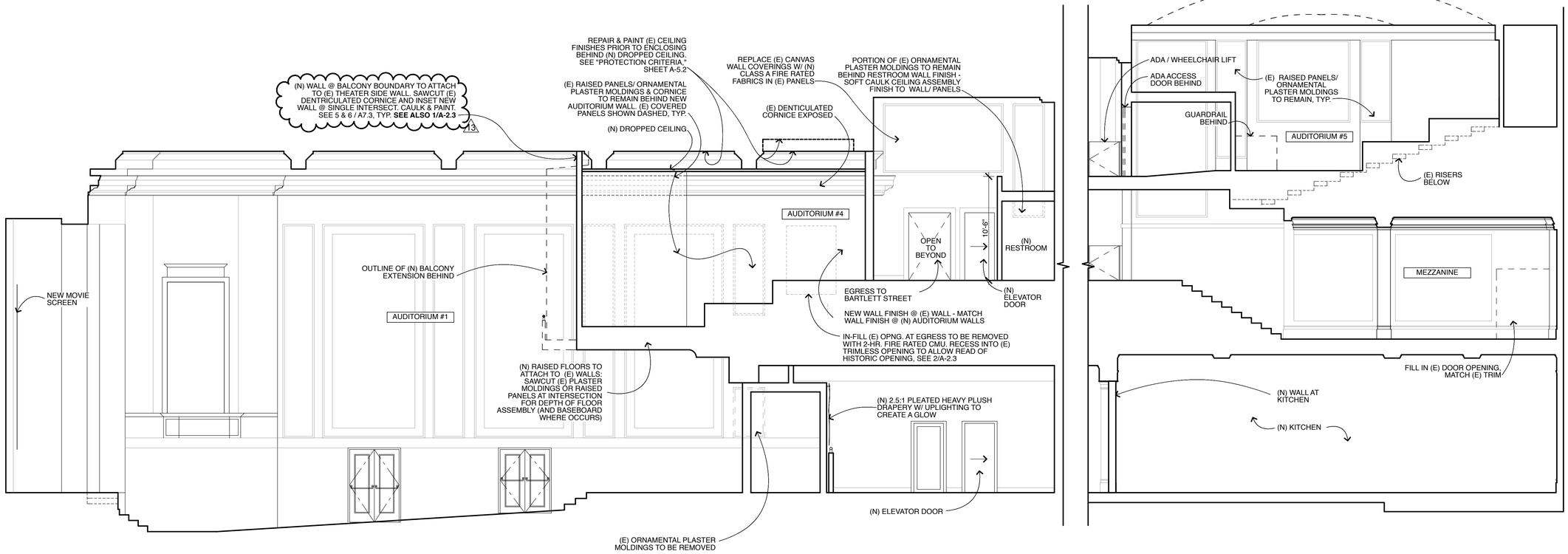
DATE: 12/11/2012
SCALE: 3/16" = 1'-0"
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

DRAWING

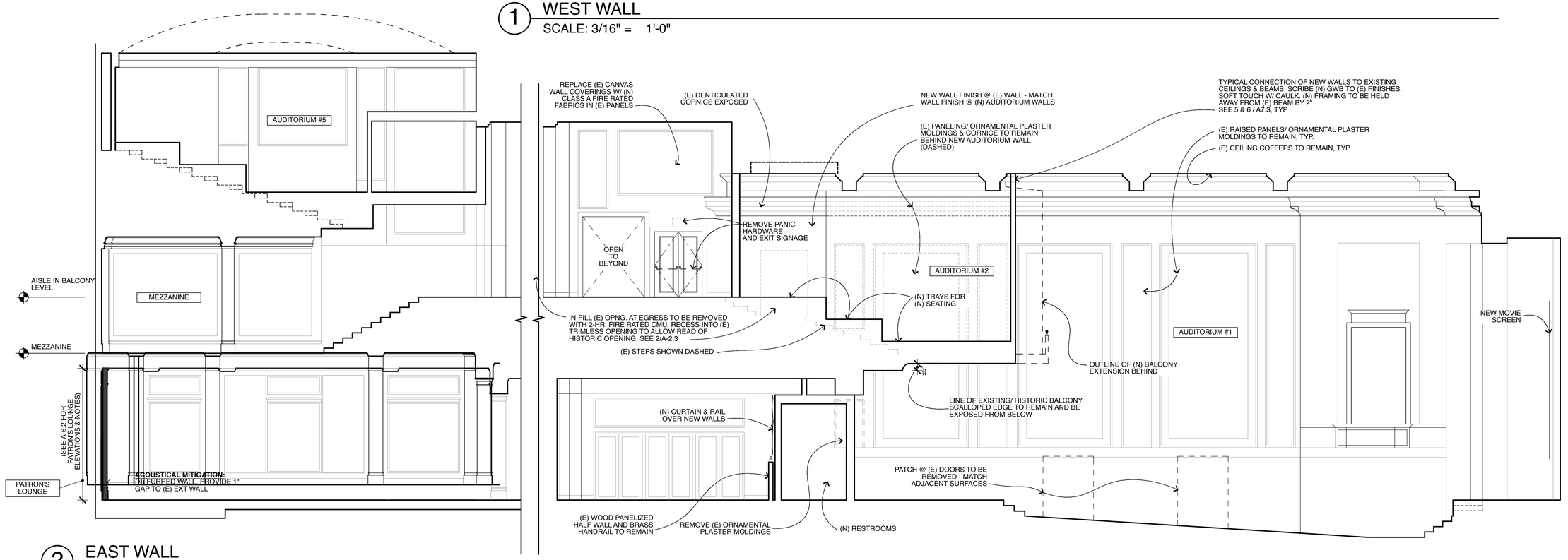
A-6.4

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



1 WEST WALL

SCALE: 3/16" = 1'-0"



2 EAST WALL

SCALE: 3/16" = 1'-0"

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	PLNG SET 3/30/06
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13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

INTERIOR ELEVATIONS - AUDITORIUM SIDE ELEVATIONS

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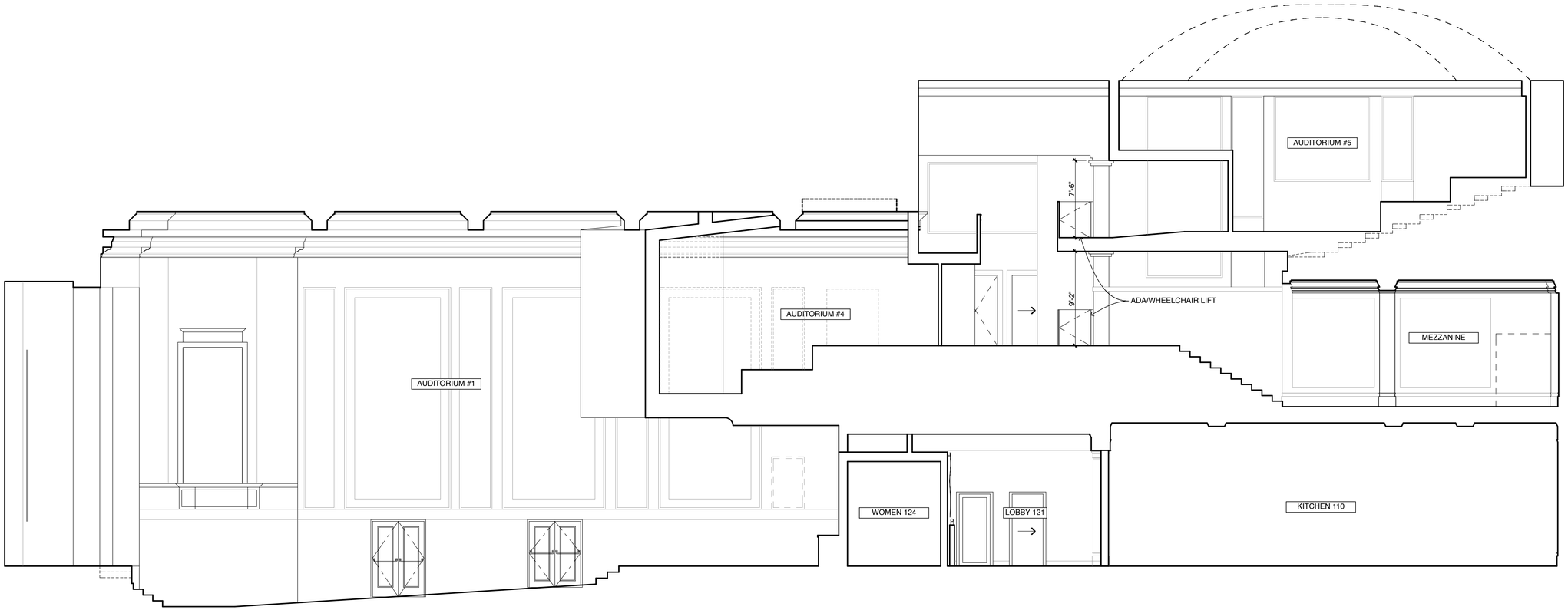
1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



1 AUDITORIUM SIDE ELEVATION

SCALE: 3/16" = 1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

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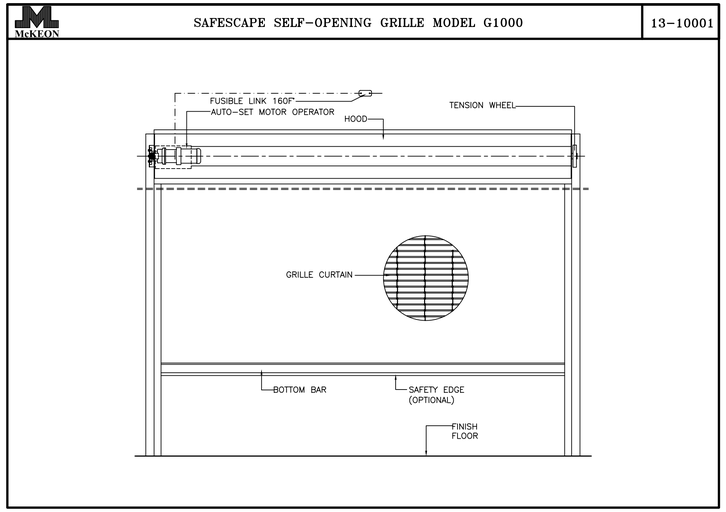
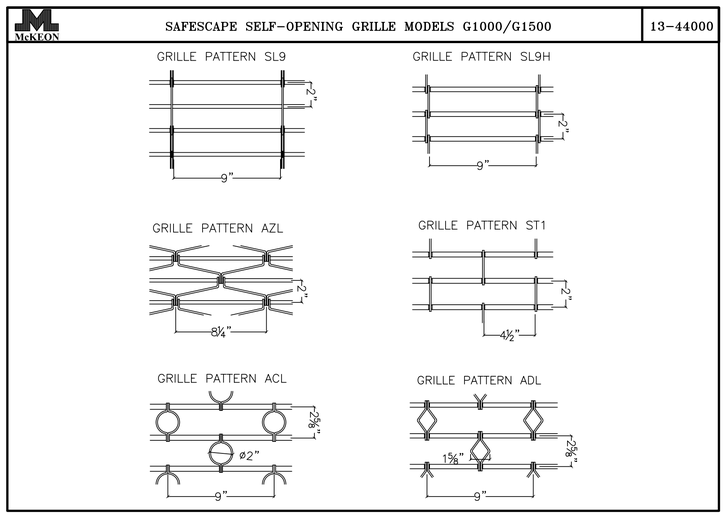


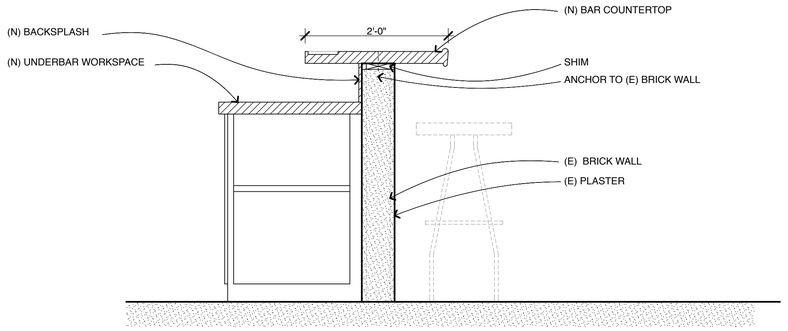
4 DROP DOWN SECURITY GRILLE

SCALE: 1" = 1'-0"



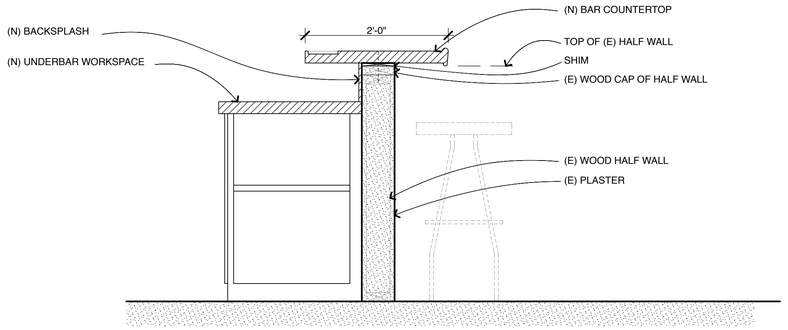
5 SECURITY GRILLE PATTERNS

SCALE: 1" = 1'-0"



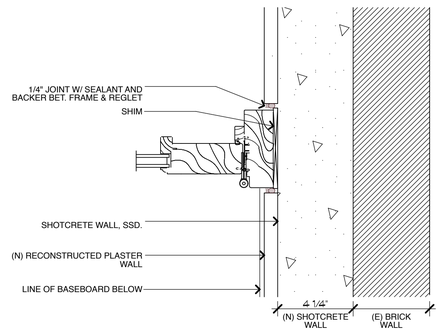
1 BAR DETAIL @ EXISTING WOOD HALF WALL

SCALE: 1" = 1'-0"



2 BAR DETAIL @ EXISTING BRICK HALF WALL

SCALE: 1" = 1'-0"



3 VESTIBULE DOOR JAMB @ PROMENADE LOBBY

SCALE: 3" = 1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

DETAILS

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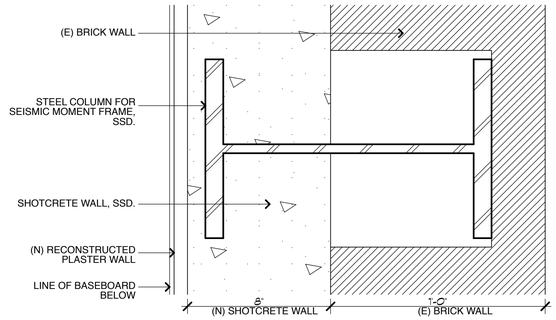
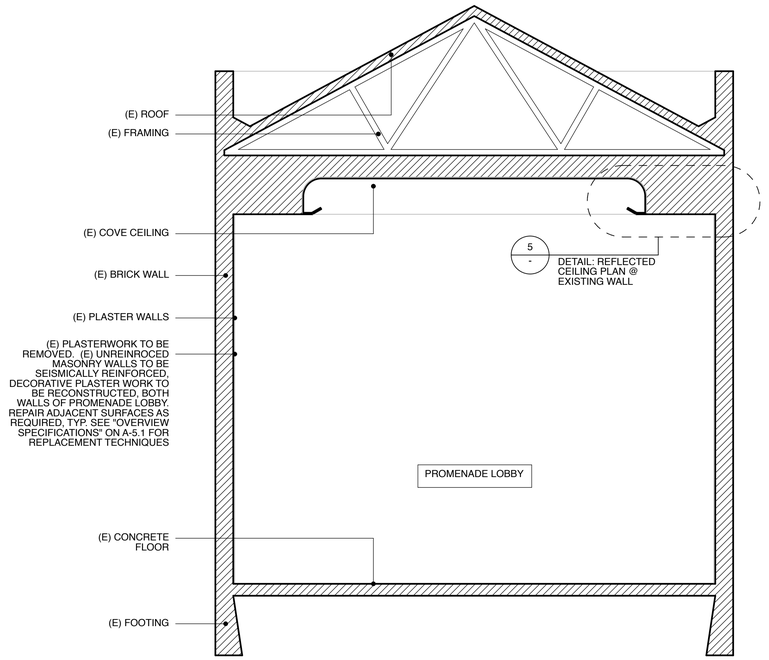
1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



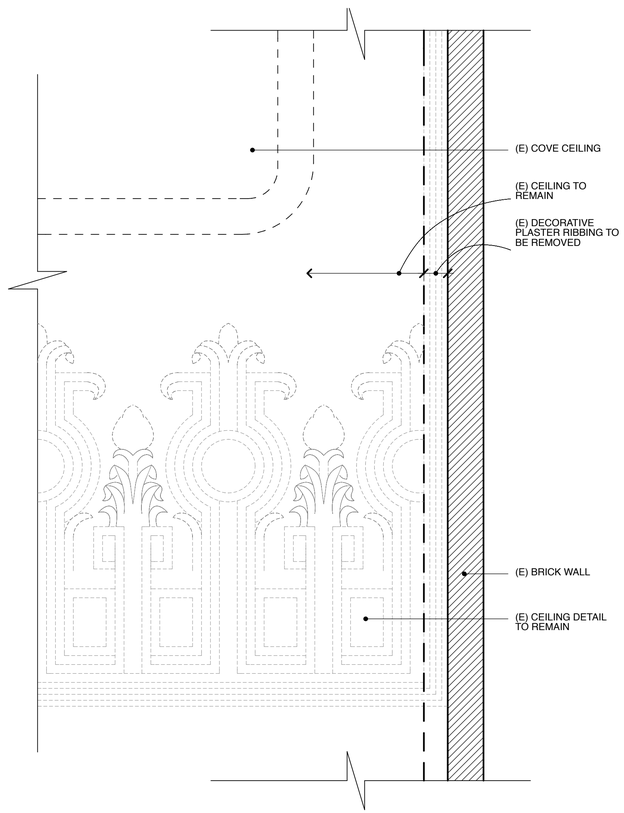
4 MOMENT FRAME @ PROMENADE LOBBY

SCALE: 3" = 1'-0"



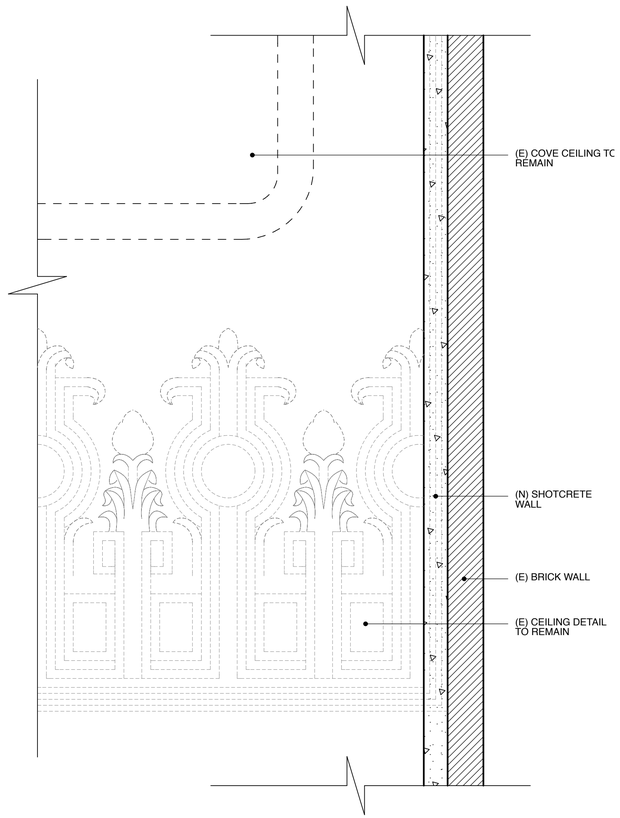
2 EXISTING LOBBY SECTION

SCALE: 1/4" = 1'-0"



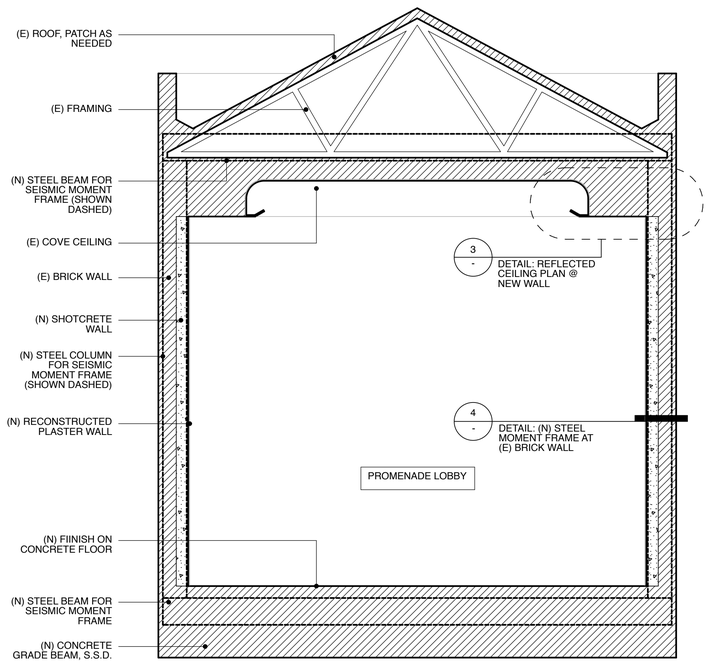
5 EXISTING LOBBY CEILING

SCALE: 1/2" = 1'-0"



3 PROPOSED LOBBY CEILING

SCALE: 1/2" = 1'-0"



1 PROPOSED LOBBY SECTION

SCALE: 1/4" = 1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

DETAILS: PROMENADE LOBBY

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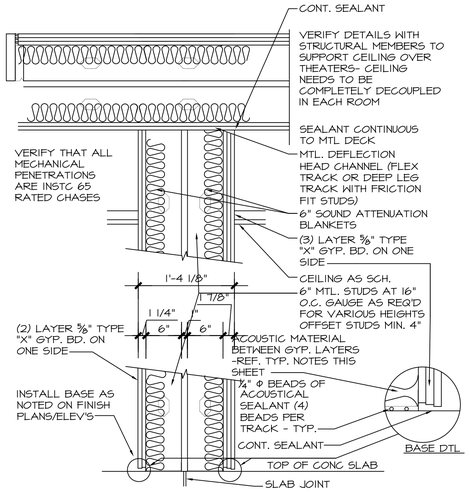
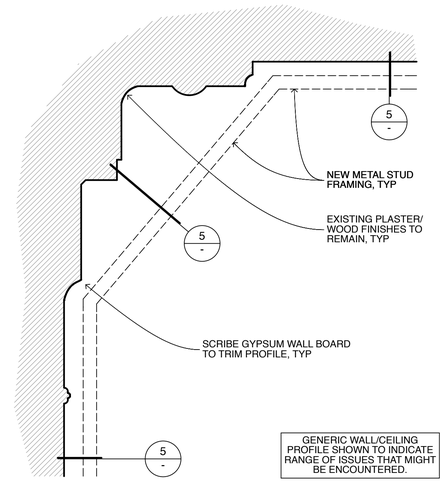
A-7.2



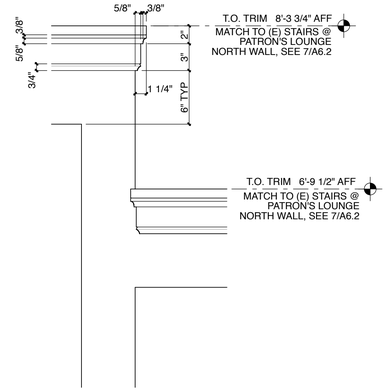
8 TYP SOUND WALL @ CEILING

NOT TO SCALE



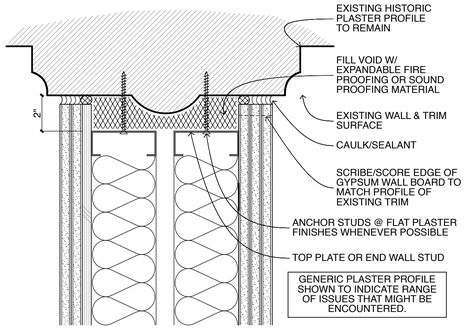
6 DIAGRAM: NEW WALL TO (E) PLASTER TRIM

1 1/2"=1'-0"



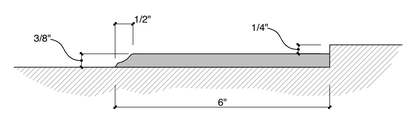
3 PATRON'S LOUNGE WEST WALL CAP DETAIL

1 1/2"=1'-0"



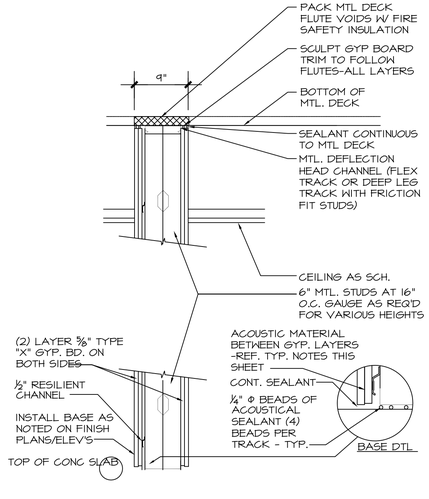
5 DETAIL: (N) WALL TO (E) WALL OR (E) CEILING

3"=1'-0"



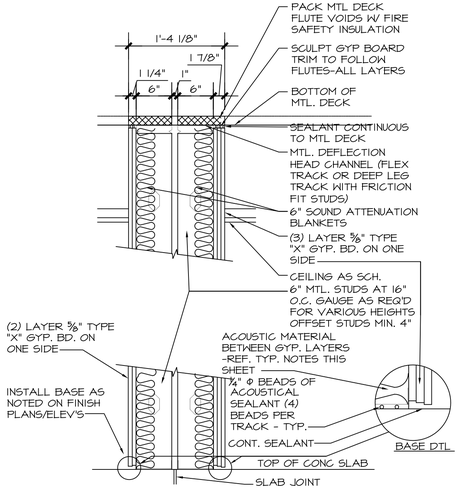
2 BEAD BOARD TRIM

6"=1'-0"



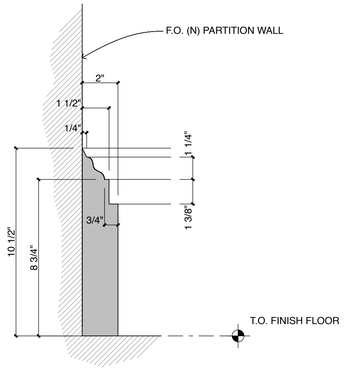
9 REAR WALL @ PROJECTION BOOTH

NOT TO SCALE



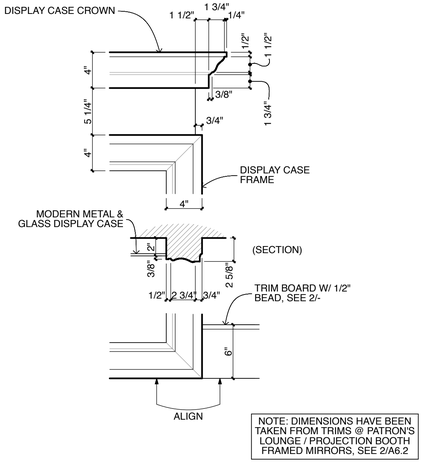
7 TYP SOUND WALL (NEW CONSTRUCTION)

NOT TO SCALE



4 BASE BOARD TRIM

3"=1'-0"



1 DISPLAY CASE DETAIL

1 1/2"=1'-0"

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2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

WALL AND TRIM DETAILS

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JOB NO.: 1116

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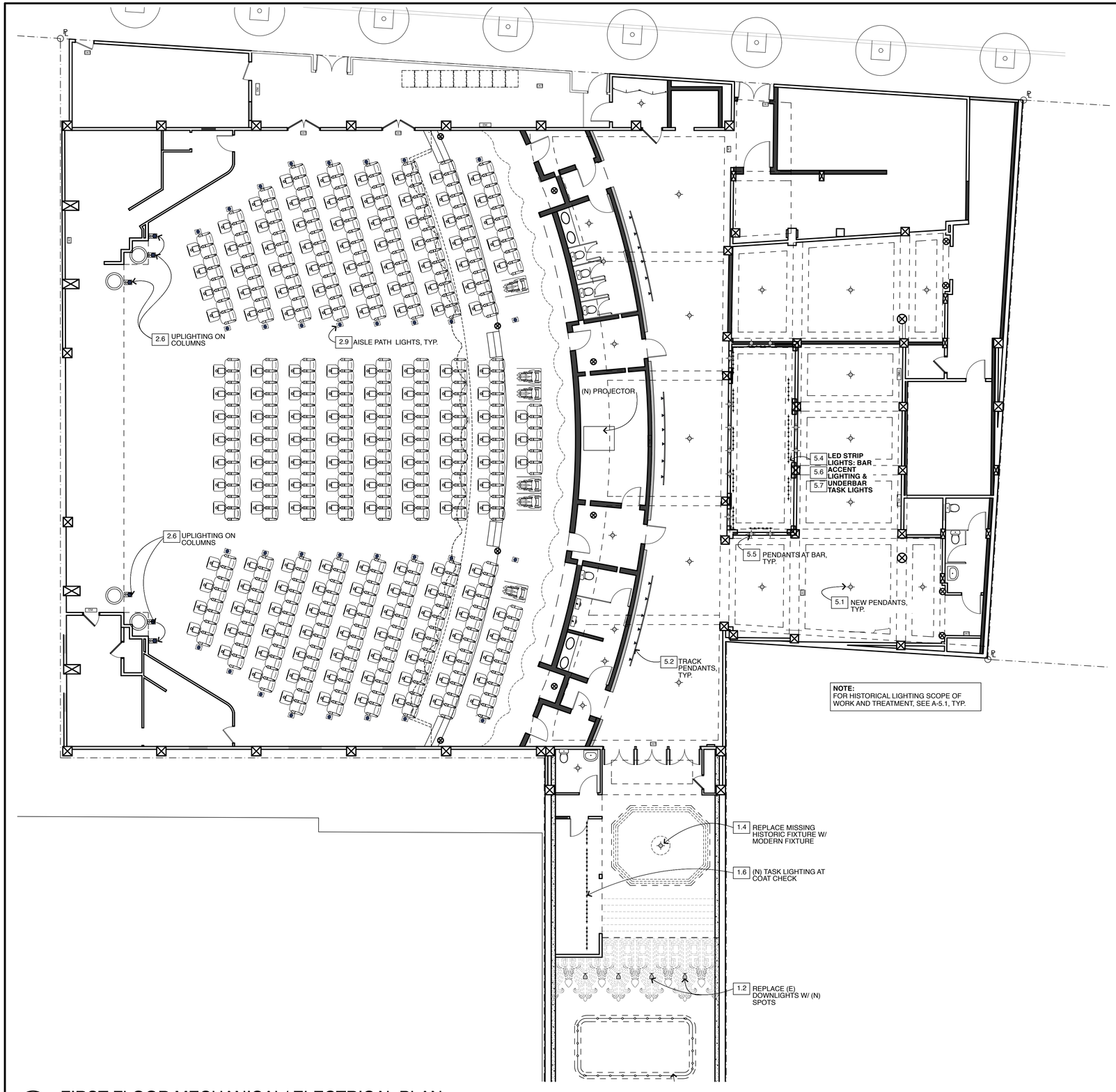
1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12

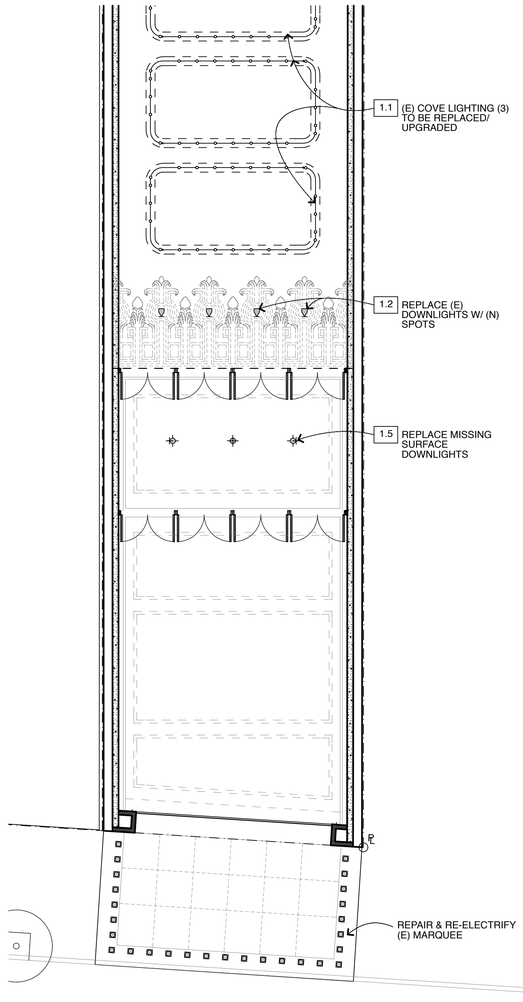
ELECTRICAL LEGEND:

1.5	FIXTURE TAG	4	4-WAY SWITCH
	RECESSED INCANDESCENT @ CEILING	D	SINGLE POLE AND MULTI-LOC. WALL DIMMER
	RECESSED FLUORESCENT @ CEILING		REMOTE TRANSFORMER
	RECESSED WALL WASHER		DUPLEX RECEPTACLE
	SURFACE MTD. CELING FIXTURE/ PENDANT	WP	WATERPROOF DUPLEX RECEPTACLE
P.C.	CEILING MOUNTED PULL CHAIN	GFCI	DUPLEX RECEP. GROUND FAULT CIRCUIT INTERRUPTER
	WALL MTD. FIXTURE		FLUSH FLOOR MTD. DUPLEX RECEP.
	CEILING MTD. FLUORESCENT	SD	IONIZATION SMOKE DETECTOR, 120V AC
	SURFACE MTD. FLUORESCENT FIXTURE		TELEPHONE OUTLET
	UNDER CABINET FLUORESCENT FIXTURE		PUSH BUTTON
	STRIP LIGHTING		CHIME W/LOW VOLTAGE
	SURFACE OR PENDANT MOUNTED TRACK FIXTURE	T	TRANSFORMER
	RECESSED FLR/RISER MTD. PATH LIGHT		THERMOSTAT
	RECESSED FLR MOUNTED UPLIGHT		INTERCOM PHONE
	SPOTLIGHT	HB	HOSE BIB
	CEILING EXHAUST FAN		GAS HOOK-UP
	RECESSED FAN/ LIGHT COMBO	W	WATER CONNECTION
	SINGLE POLE AND MULTI-LOCATION SWITCH		LIGHTED EXIT SIGN W/ BATTERY BACK-UP
3	3-WAY SWITCH	EM	EMERGENCY LIGHTS



2 FIRST FLOOR MECHANICAL/ ELECTRICAL PLAN

SCALE: 1/8" = 1'-0"



1 FIRST FLOOR MECHANICAL/ ELECTRICAL PLAN

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ELECTRICAL/ MECHANICAL FIRST FLOOR & ORCHESTRA PIT

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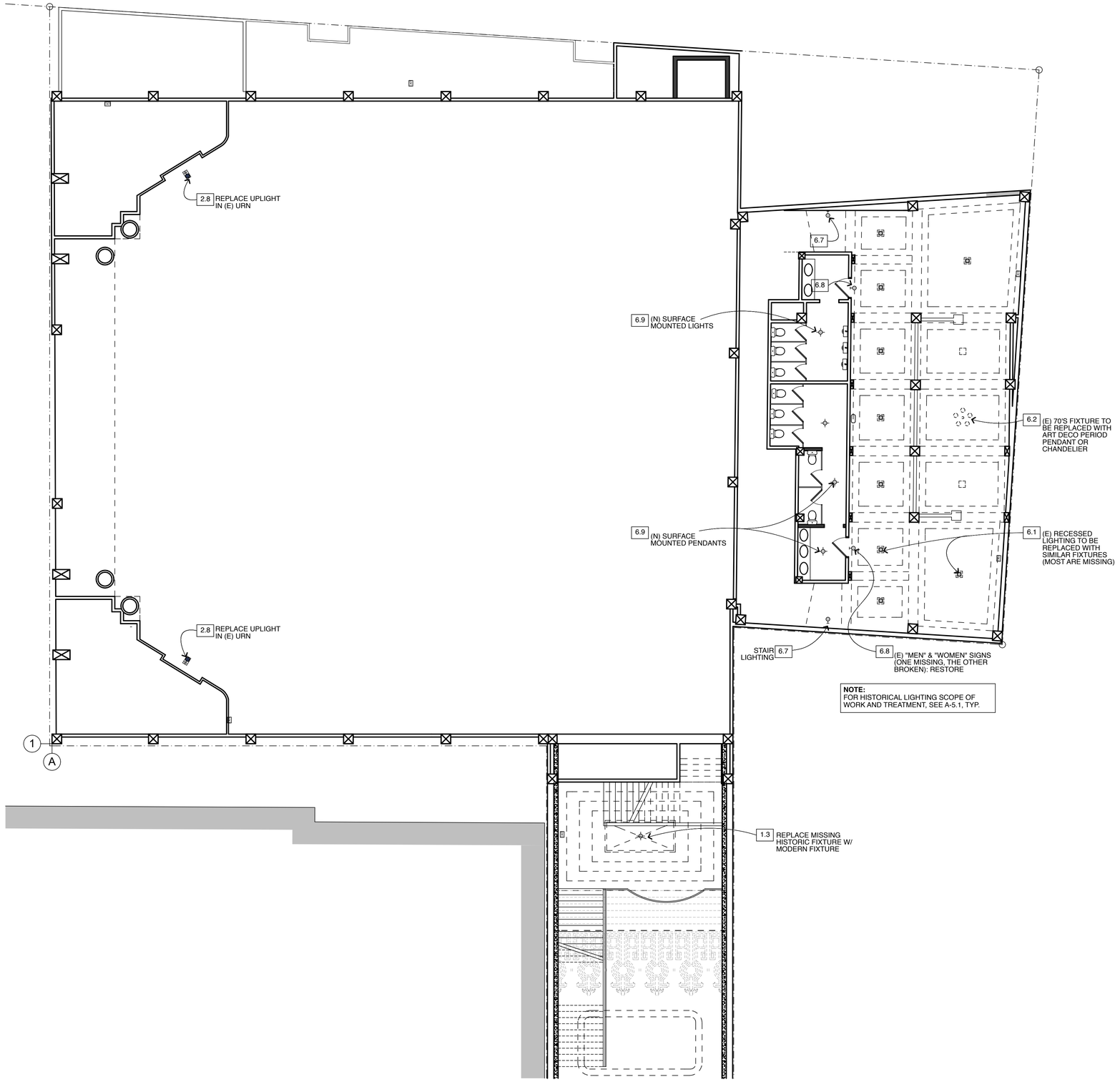
E/M-1

31 of 33 sheets



NOTE:
FOR HISTORICAL LIGHTING SCOPE OF WORK AND TREATMENT, SEE A-5.1, TYP.

ELECTRICAL LEGEND:

1.5	FIXTURE TAG	4	4-WAY SWITCH
	RECESSED INCANDESCENT @ CEILING	D	SINGLE POLE AND MULTI-LOC. WALL DIMMER
	RECESSED FLUORESCENT @ CEILING		REMOTE TRANSFORMER
	RECESSED WALL WASHER		DUPLEX RECEPTACLE
	SURFACE MTD. CELING FIXTURE/ PENDANT	WP	WATERPROOF DUPLEX RECEPTACLE
P.C.	CEILING MOUNTED PULL CHAIN	GFCI	DUPLEX RECEP. GROUND FAULT CIRCUIT INTERRUPTER
	WALL MTD. FIXTURE		FLUSH FLOOR MTD. DUPLEX RECEP.
	CEILING MTD. FLUORESCENT	SD	IONIZATION SMOKE DETECTOR, 120V AC
	SURFACE MTD. FLUORESCENT FIXTURE		TELEPHONE OUTLET
	UNDER CABINET FLUORESCENT FIXTURE		PUSH BUTTON
	STRIP LIGHTING		CHIME W/LOW VOLTAGE
	SURFACE OR PENDANT MOUNTED TRACK FIXTURE	T	TRANSFORMER
	RECESSED FLR/RISER MTD. PATH LIGHT		THERMOSTAT
	RECESSED FLR MOUNTED UPLIGHT		INTERCOM PHONE
	SPOTLIGHT	HB	HOSE BIB
	CEILING EXHAUST FAN	G	GAS HOOK-UP
	RECESSED FAN/ LIGHT COMBO	W	WATER CONNECTION
	SINGLE POLE AND MULTI-LOCATION SWITCH		LIGHTED EXIT SIGN W/ BATTERY BACK-UP
3	3-WAY SWITCH	EM	EMERGENCY LIGHTS

1 MEZZANINE MECHANICAL/ ELECTRICAL PLAN

SCALE: 1/8" = 1'-0"

KERMAN MORRIS Architects

69A WATER STREET
SAN FRANCISCO
CALIFORNIA 94133
TEL. 415.749.0302
FAX. 415.928.5152

Revisions:	
	PLNG SET 3/30/06
1	PLNG R1 6/12/06
2	PLNG R2 9/12/06
3	PLNG R3 11/2/06
4	PRE-APP SET 1/22/07
5	PLNG R4 10/15/07
6	PLNG R5 1/4/08
7	PLNG R6 3/29/11
8	PLNG R7 1/21/12
9	PLNG R8 2/7/12
10	PLNG R9 6/13/12
11	PLNG R10 7/18/12
12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

ELECTRICAL/ MECHANICAL MEZZANINE

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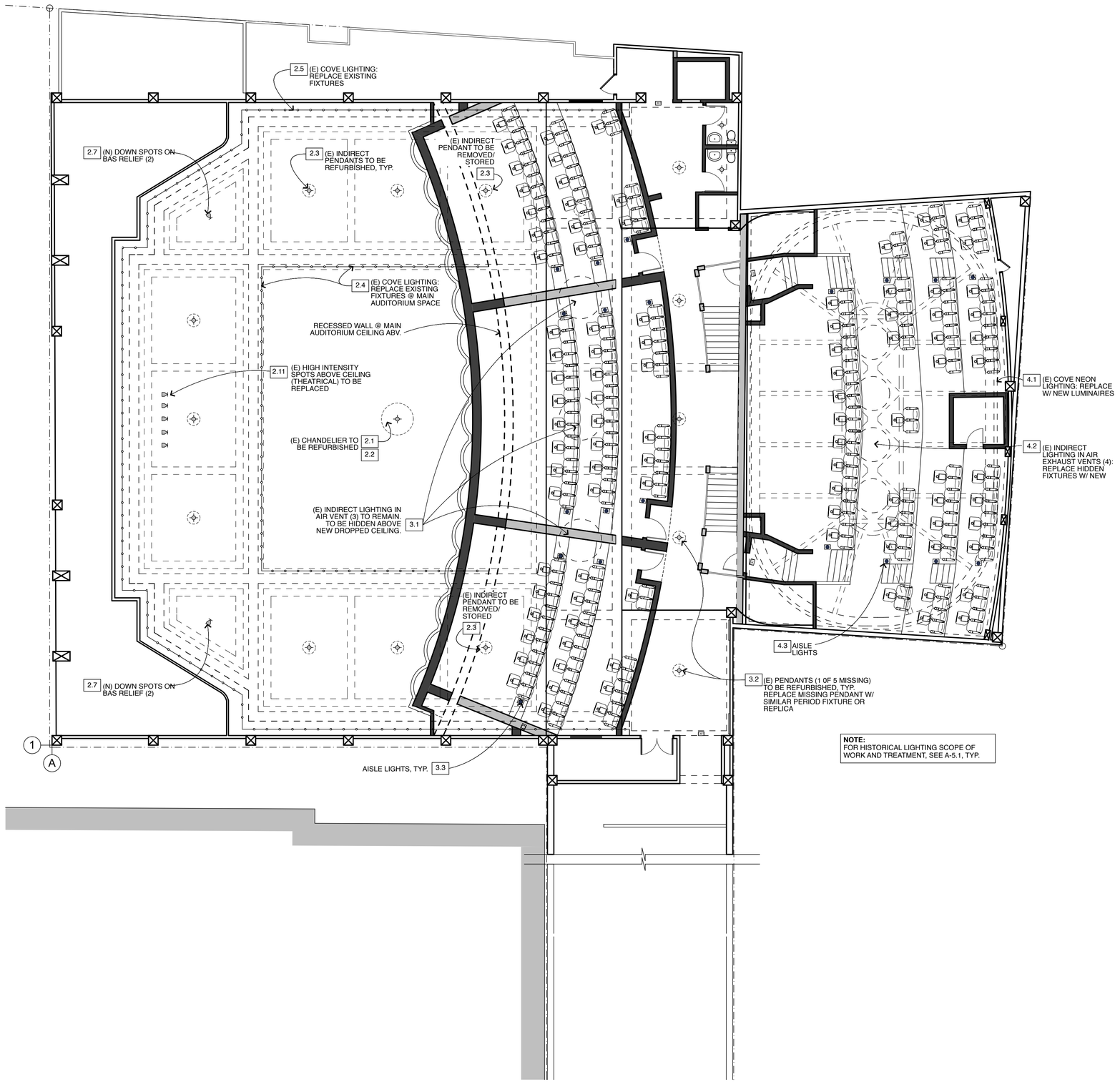
All attachments, connections, fastenings, etc., are to be properly secured in conformance with best practice, and the Contractor shall be responsible for providing and installing them.

DATE: 12/11/2012
SCALE: 1/8" = 1'-0"
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

DRAWING

E/M-2

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12



ELECTRICAL LEGEND:

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	RECESSED INCANDESCENT @ CEILING	D	SINGLE POLE AND MULTI-LOC. WALL DIMMER
	RECESSED FLUORESCENT @ CEILING		REMOTE TRANSFORMER
	RECESSED WALL WASHER		DUPLEX RECEPTACLE
	SURFACE MTD. CELING FIXTURE/ PENDANT	WP	WATERPROOF DUPLEX RECEPTACLE
P.C.	CEILING MOUNTED PULL CHAIN	GFCI	DUPLEX RECEP. GROUND FAULT CIRCUIT INTERRUPTER
	WALL MTD. FIXTURE		FLUSH FLOOR MTD. DUPLEX RECEP.
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	RECESSED FAN/ LIGHT COMBO	W	WATER CONNECTION
	SINGLE POLE AND MULTI-LOCATION SWITCH		LIGHTED EXIT SIGN W/ BATTERY BACK-UP
3	3-WAY SWITCH	EM	EMERGENCY LIGHTS

1 BALCONY MECHANICAL/ ELECTRICAL PLAN

SCALE: 1/8" = 1'-0"

KERMAN MORRIS Architects

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12	PLNG R11 10/30/12
13	PLNG R12 12/11/12

2550 MISSION STREET

NEW MISSION THEATER RENOVATION BY ALAMO DRAFTHOUSE

BLOCK 3616/ LOT 007

ELECTRICAL/ MECHANICAL BALCONY

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DATE: 12/11/2012
SCALE: 1/8" = 1'-0"
DRAWN BY: JLL/RH
CHECKED BY: TM
JOB NO.: 1116

DRAWING

E/M-3

33 of 33 sheets

1116 - 2550 MISSION STREET
12/11/2012 - PLANNING REVISION 12

SAN FRANCISCO
PLANNING DEPARTMENT

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DATE: April 19, 2012

TO: Toby Morris, Project Architect

FROM: Rich Sucré, Historic Preservation Technical Specialist,
(415) 575-9108

REVIEWED BY: Architectural Review Committee of the
Historic Preservation Commission

RE: **Meeting Notes -**
Review and Comment at the February 15, 2012 ARC-HPC Hearing for the New Mission Theater Project Variant
Case No. 2005.0694E

At the request of the Planning Department, the Architectural Review Committee (ARC) was asked to review and comment on the proposed variant to the New Mission Theater at 2554-2558 Mission Street. The variant includes conversion of the existing single-screen theater into a five-screen theater (also referred to as the "drafthouse cinema") and is an alternative to the dining and entertainment ("live theater") venue reuse that is part of the proposed project.

Currently, the proposed project is undergoing environmental review pursuant to the California Environmental Quality Act (CEQA). The Historic Preservation Commission (HPC) will have an opportunity at a later date to comment on the entire proposed project, including the new construction and live theater rehabilitation, as part of the larger environmental review process during the publication of the initial study. In addition, the proposed project will be required to obtain a Certificate of Appropriateness for the exterior and interior alterations to the New Mission Theater, which is designated as Landmark No. 245.

ARC RECOMMENDATIONS

Exterior:
The ARC concurs with staff recommendations regarding the exterior treatment, and the recommendations for the design of the new metal security grille. Overall, the ARC concurs with the staff determination that the exterior alterations would be generally compatible with the landmark and its character-defining features, since these alterations would preserve and repair exterior character-defining features. Regarding the design of the new metal security grilles, the ARC agrees that the current grilles lack the character and finish typical of this type of feature, and should be designed to be more consistent with the historic character of the exterior. The ARC commented that the metal security grille may not need to be custom designed, and that standard grilles may exist that are compatible with the building's historic character. Further, the ARC noted

that the Project Sponsor should carefully consider the finish and color of the metal security grille, so that it is compatible with the historic theater.

Interior – Vestibule and Promenade Lobby:
The ARC concurs with staff recommendations regarding the interior vestibule and promenade lobby, and the recommendations for the salvaged murals. Overall, the ARC agrees with the staff determination that the seismic upgrade, interior alterations and reconstruction of the promenade lobby and vestibule would be appropriate and consistent with the Secretary's Standards, since the variant would retain and/or reconstruct deteriorated character-defining features and would also provide for longer term protection of a landmark through a seismic upgrade. Regarding the salvaged murals, the ARC agrees with the staff recommendation to locate some of the salvaged murals in closer proximity to their original location in the promenade lobby.

For the transition area between the main entry vestibule and promenade lobby, the ARC noted that the Project Sponsor may seek to either follow the staff recommendation for this space, or reconstruct the historic interior of this space based upon the existing drawings and remaining historic fabric from the original Reid Brothers design. If the Project Sponsor reconstructs this space, the Project Sponsor should follow the theater's original Classical vocabulary and may consider drawing from other nearby Reid Brothers elements within the theater. This determination is justified, since there is sufficient historic fabric in the overall theater and knowledge of this area's original interior, as noted on the architectural drawings.

Interior – Main Auditorium:
The ARC concurs with staff recommendations regarding the treatment of the main auditorium, since the variant would retain its interior character-defining features, including, but not limited to, the triple-height volume, scalloped balcony edge, and Neo-Classical ornamentation. The subdivision of the main auditorium is an acceptable and compatible treatment, since the feeling of the historic theater would be retained.

Further, the ARC recognized that the project would relocate the scalloped balcony edge and also expand the size of the lower balcony, and noted it as an acceptable treatment, since the overall historic volume and perception of the lower balcony would be maintained. In addition, the balcony edge would be pulled away from the side walls, which possesses decorative plaster elements, and the new balcony would retain a detailed edge on the underside to denote the original balcony location.

The ARC commented on the arrival sequence from the promenade lobby to the main auditorium, and the new wall adjacent to the historic low wall, which defines the new restrooms adjacent to the main auditorium, as well as its new entryway. As currently designed, the ARC noted that the women's restroom would open outward into the entryway from the promenade lobby, and would block and obscure the new entryway into the main auditorium. To resolve this issue, the ARC asked the Project Sponsor to reorganize the interior layout of this area and relocate the doors to the restrooms to achieve a similar arrival sequence and lobby feeling as the original single-screen

historic theater. Further, the ARC asked the Project Sponsor to possibly explore different materials for this new wall in order to lighten the visual appearance of this wall and achieve a similar feeling as the historic theater. The Project Sponsor may consider using glazing or another lighter material for this new wall. The current proposal calls for curtains over these new walls, which the ARC also noted as an acceptable treatment.

Interior – Projection Booth:
The ARC concurs with staff recommendations regarding the treatment of the projection booth, since the variant would retain significant ornamentation, including the frieze panels and trim, and its spatial relationship to the main auditorium.

Interior – Patron's Lounge and Women's Lounge:
The ARC concurs with staff recommendations regarding the treatment of the patron's lounge and women's lounge, since the variant would retain significant ornamentation, including the ceiling trim, decorative panels and pilasters. The new patron's lounge walls will provide a reveal between the top of the wall and the ceiling, so as to not impact historic pilasters and ceiling trim. This detail would also allow for a reading of the original size of the patron's lounge and would also allow for a continuous reading of the ceiling trim.

For the new wall between the patron's lounge and the new commercial kitchen, the ARC recommended exploring a glazed wall and setback for the portion of the wall that connects to the adjacent staircase and pilaster. Currently, the proposed project identifies this wall as a ¾-height wall (approximately 9-ft tall) with the upper portion of this wall as left open. The ARC recommended that this new wall should feature glazing along the side panels to maximize the visibility of the historic double staircase from the patron's lounge. From the patron's lounge, the project provides for visibility into the new commercial kitchen, thus maintaining the sense of the original size and spatial configuration of the patron's lounge.

The ARC expressed concern over the stair from mezzanine level down to the new commercial kitchen and patron's lounge. The ARC agreed with the approach of the proposed project of using cord to separate the public and private staircase.

For the new commercial kitchen, the ARC recommended developing a protection scheme for the historic ornamentation, which will remain within this space, due to the activity and occupancy within this space.

Interior – Mezzanine:
The ARC concurs with staff recommendations regarding the treatment of the mezzanine, since the restroom does not possess any character-defining features. The ARC recommended documenting the two mezzanine restrooms through photography and annotated architectural drawings, due to the original tile work and fixtures in this location.

Interior – Balcony:

The ARC concurs with staff recommendations regarding the subdivision of the balcony, since deteriorated character-defining features, including the scalloped balcony edge would be preserved and repaired (albeit relocated), and new construction would be compatible with the materials and style of historic features. Overall, this treatment would preserve the historic character of this space, as well as its character-defining features. Currently, the variant proposes new walls over existing character-defining plaster panels on the east and west walls of the lower balcony. The ARC concurs with staff recommendations regarding exposing this decorative plasterwork and trim on the west and east walls of the balcony theaters.

In addition, within the new theaters at balcony level, the ARC requested a detail of the new wall and new ceiling to show how these areas will intersect. The ARC noted that the mothballing program for the lower balcony ceiling appears appropriate and compliant with the Secretary's Standards. Further, in the balcony walkway, the ARC recommended retaining the painted canvas/fabric wall coverings.

Interior – Utilitarian Upgrades:
The ARC concurs with staff recommendations regarding the treatment of the utilitarian upgrades, since no character-defining features are impacted by the proposed work. The ARC concurs with staff recommendations that the fire suppression system be designed by a qualified professional with experience with historic theaters, and that this consultant should work closely with the Preservation Architect and Architect of Record. The ARC also expressed concern over the head height for the new ADA lift on the balcony level, and requested that the Project Sponsor study this issue further.

KERMAN | MORRIS ARCHITECTS

NEW MISSION THEATER: ALAMO RENOVATIONS
Itemized Response to ARC Recommendations, dated 4/19/2012
(Italics: language/direction from ARC letter; Bold=response/revisions in drawings)

Exterior: Regarding the design of the new metal security grilles, the ARC agrees that the current grilles lack the character and finish typical of this type of feature, and should be designed to be more consistent with the historic character of the exterior…and carefully consider the finish and color of the metal security grille, so that it is compatible with the historic theater.

Both the Preservation Architect, Architectural Resources Group (ARG), and KMA have carefully considered this issue and believe it would be best to provide a security grille in a clear anodized aluminum finish and a pattern such as SL9 as shown on sheet A7.1. The long, parallel, horizontal lines are in keeping with traditional Art Deco proportions and shall not detract from the viewing of the historic interior by pedestrians on the street.

Interior – Vestibule and Promenade Lobby: ARC agrees with the staff recommendation to locate some of the salvaged murals in closer proximity to their original location in the promenade lobby.

The salvaged murals shall be located in protective boxes or niches in the Promenade Lobby across from the Concessions counter, per notes found on drawings 1/A2.1, 3/A2.1, and 1/A6.1.

For the transition area between the main entry vestibule and the promenade lobby…If the Project Sponsor reconstructs this space, the Project Sponsor should follow the theater's original Classical vocabulary and may consider drawing from other nearby Reid Brothers elements within the theater.

The original Classical vocabulary found at the existing framed mirrors on the back wall of the Projection Booth, as seen from the patron's lounge, has been analyzed. These details are being followed for new framed niches in the entry vestibule, under the Reid ceiling to be restored. Refer to drawings 1/A6.1, 2/A6.1, 4/A6.1 and the new details on 1/A7.3 and 2/A7.3. The design of the new niches is based on the historical niches as shown in the original Reid drawings replicated as KMA's 4/A6.1.

<u>Interior – Main Auditorium:</u> As currently designed, the ARC noted that the women's restroom would open outward into the entryway from the promenade lobby, and would block and obscure the new entryway into the main auditorium. To resolve this issue, the ARC asked the Project Sponsor to reorganize the interior layout of this area and relocate the doors to the restrooms to achieve a similar arrival sequence and lobby feeling as the original single-screen.

This change was addressed in a previous revision (R9, June 13, 2012). Both the men's and women's restroom are now configured with "entry alcoves" to achieve the similar arrival sequence as the original single-screen. Please refer to drawing 1/A2.1.

Further, the ARC asked the Project Sponsor to possibly explore different materials for this new wall in order to lighten the visual appearance of this wall and achieve a similar feeling as the historic theater…The current proposal calls for curtains over these new walls, which the ARC also noted as an acceptable treatment.

The current proposal for a curtain remains with further refinements. The curtain shall be made from a heavy plush fabric that shall be uplit from below so as to create a visually interesting and lightening glow. This is a recommendation from the Project Sponsor, which has been employed very successfully in previous historic theater restoration projects. See additional notes at 1/A2.1 and 2/A3.2.

<u>Interior – Patron's Lounge and Women's Lounge:</u> For the new wall between the patron's lounge and the new commercial kitchen, the ARC recommended exploring a glazed wall and setback for the portion of the wall that connects to the adjacent staircase and pilaster…The ARC recommended that this new wall should feature glazing along the side panels to maximize the visibility of the historic double staircase from the patron's lounge.

The west wall of the Patron's Lounge has been re-designed to pick up on several details and elements already present in the current space, most notably from the original guardrail of the historic stairs, which is on the perpendicular (north) wall closest to the proposed glazed panel of the adjacent west wall. This shall create a sense of visual continuity in the patron's lounge but also provide the recommended transparency to view the arrival of the historic stairs to the ground floor. This is demonstrated by drawings 1/A2.1, 5/A6.2, 6/A6.2, 7/A6.2 as well as trim details taken directly from the historic stair, now found at 2/A7.3, 3/A7.3, and 4/A7.3. <u>Please note</u>: to maintain continuity, the new west wall of the patron's lounge is engaged with the face of the existing pilaster in the exact same way as the existing north wall engages with the perpendicular face of the pilaster; the dimension between the existing wall and the corner of

the existing pilaster shall be matched by the new wall. Please see the new "blow-up detail" on sheet A2.1 just to the right of the patron's lounge.

For the new commercial kitchen, the ARC recommended developing a protection scheme for the historic ornamentation, which will remain within this space, due to the activity and occupancy within this space.

A new note outlining the protection scheme for the new commercial kitchen has been added to drawing 1/A2.1. The original letter with these recommendations from ARG is shown on sheet A5.2.

<u>Interior – Mezzanine:</u> The ARC recommended documenting the two mezzanine restrooms through photography and annotated architectural drawings, due to the original tile work and fixtures in this location.

The two mezzanine restrooms have been documented through photographs and annotated drawings and can be found on a new sheet, A1.5.

<u>Interior – Balcony:</u> The ARC concurs with staff recommendations regarding exposing this decorative plasterwork and trim on the west and east walls of the balcony theaters.

The new walls inbound of the existing panelized walls in Auditoriums #2 and #4 have now been removed.

In addition within the new theaters at balcony level, the ARC requested a detail of the new wall and new ceiling to show how these areas will intersect.

Based on sketches from ARG, new details where the new walls intersect with existing walls or ceilings have been added to new sheet A7.3, drawings 5 and 6. In addition, the theater designer has contributed several typical theater sound wall details as shown in drawings 7, 8, and 9.

Further, in the balcony walkway, the ARC recommended retaining the painted canvas/fabric wall coverings.

The existing fabric wall coverings in the existing panels have sustained too much water damage and are beyond restoration. In addition, they will not meet current fire code. Therefore, the proposal is to restore the existing framed panels and to replace the existing fabric wall coverings with Class A Fire-Rated fabric wall coverings. Please see the notes on drawings 4/A6.3, 1/A6.5, and 2/A6.5.

<u>Interior – Utilitarian Upgrades:</u> The ARC concurs with the staff recommendations that the fire suppression system be designed by a qualified professional with experience with historic theaters, and that this consultant should work closely with the Preservation Architect and Architect of Record.

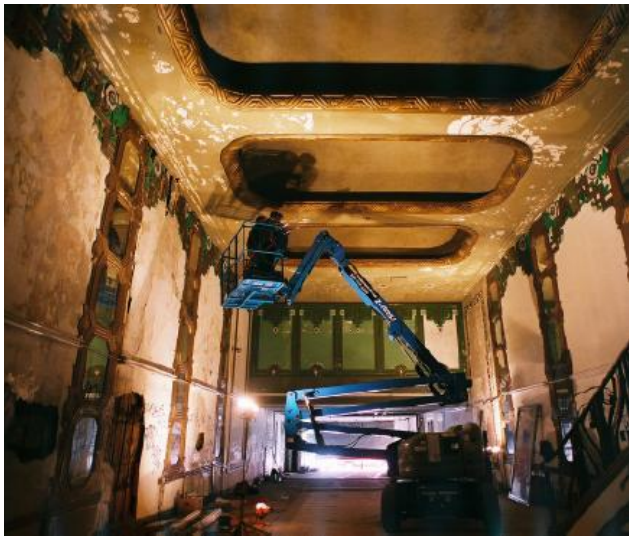
New language reflecting this recommendation has been placed on sheet A5.2.

The ARC also expressed concern over the head height for the new ADA lift on the balcony level, and requested that the Project Sponsor study this issue further.

This area at the top of the ADA lift has been studied and the clear, code-compliant headroom height is 7'-6". This has been dimensioned on drawing 4/A6.3.

New Mission Theatre: Promenade Entrance
Documentation & Preliminary Paint Analysis

San Francisco, California



prepared for the
New Mission Theatre
San Francisco, California

prepared by
Architectural Resources Group
Architects, Planners & Conservators
San Francisco, California

October 2007

ARG Project # 06058

Table of Contents

Executive Summary

This report summarizes findings of the documentation and paint analysis conducted by Architectural Resources Group (ARG) for the interior entrance hall, also referred to as the Promenade, of the New Mission Theatre, located at 2550 Mission Street in San Francisco, California. The purpose of the analysis was to identify the finishes originally installed in the promenade area, designed by Timothy Pflueger in 1931, for documentation and potential restoration purposes.

The lobby has extensive water damage, and the building requires seismic upgrades. Significant corrosion of metal lathe and damage to the plaster requires removal of the decorative plaster in selected areas. Documentation methodology included measurements and specifications for molds to be created from the original plaster. The plaster also underwent analysis for its original paint layers. Finish stratigraphies of early paint layers for architectural details were matched to a standardized color system. Subsequent layers were noted but not matched during the analysis, as they were likely from later paint campaigns, and the focus of this study was to determine original colors. Details are described for each wall in the "Results" section of this report, and specific color results are documented in the appendixes. Most layers of paint were analyzed and documented through two basic methods: in situ exposure windows, and microscopic examination of removed samples.

Results indicate that on most surfaces, the earliest paint layer was a pale warm white followed by secondary layers that were darker. Generally, the color palette followed a similar system used by Pflueger on the Paramount and Alameda Theatres, which he designed contemporaneously in 1931 and 1932 respectively. The color palette, like the decorative sculptural elements, appeared to follow eclecticism, particularly with Mesoamerican and Egyptian revival influences. Many of the surfaces included copper alloy and/or "Dutch leaf," which looked gold in appearance, covered with tinted glazes for subtle color variations. In addition to analyzing various architectural details, six murals were identified along the walls that have since been overpainted. Results of this preliminary analysis should be coupled with the "Recommendations" section of this report for further study and investigation.

Methodology

The site and lab work was conducted during October and November 2006 and included the following project team:

David Wessel, AIC, FAPT, principal in charge
Jason Wright, project manager / architectural designer
Katharine Untch, AIC, objects conservator
Mary Slater, architectural conservator
Kelly Wong, architectural conservator / architectural designer
James Cocks, conservation technician / architectural historian

Digital photographs were taken of the interior rooms to help identify sample locations and are included in Appendix A. Exposures were made of various architectural details including moldings, ceiling and wall surfaces, and mirror frames. The preliminary analysis identified the main original color pallets, included in Appendix B.

Many of the decorative elements identified in the project scope are situated on or near ceiling surfaces approximately 10-22 feet above the main floor level, including a stair landing ceiling on the west side of the promenade. An electric boom lift was used to access most areas where decorative elements could be measured and samples could be taken. Architectural drawings were procured from a combination of measurements on site and proportions traced to digital photographs. These drawings were then used to simulate color schemes identified in the paint analysis, attached as Appendix D.

Paint Analysis Methodology

The general method of paint analysis involved observation of site conditions, sampling of representative features, and laboratory examination. Samples of painted surfaces with their substrates were collected from decorative wall and ceiling surfaces for color identification of the original paint layer and analysis of paint strata. Observations on-site were conducted primarily by removing successive layers of paint on selected interior features with solvents and/or paint strippers to assess paint and glazing layers. Most of

the original surfaces had been covered with a thick green paint that remained very difficult to remove chemically without affecting the underlying original layers. Consequently the greater majority of the paint analysis was conducted through the removal of samples and subsequent microscopic examination.

Approximately 150 interior samples consisting of paint layers and their substrates were collected. Most of the samples were removed using a 5/16-inch hollow steel punch, which, when hammered with a rubber mallet, typically removed clean, circular sections of the paint layers adhered to the substrate. When possible, areas that showed the least amount of water damage were sampled, in order to obtain the samples in the best condition possible. These samples were then examined and independently color-matched at ARG's in-house laboratory.

The samples were examined under a stereo binocular microscope. The first significant layer, if consisting of paint, was compared to the Munsell color system. Key paint colors were identified and translated to the ICI color system in Appendix B. If the first significant layer appeared to be aluminum or Dutch leaf, it was noted as such, and if discernable, the overlaying varnish color was identified. In some cases, water damage to the metal leafing resulted in corrosion that made the glaze coating unidentifiable without further analysis. Each layer from the substrate was noted on a spreadsheet, included in this report as Appendix C. In most cases only the lowest layers were noted. Comparisons were made between major architectural details to determine which layers may have been primer layers and which layers may have been the original finish color layer.

Because the promenade had no openings exposing natural light, all in situ color matching was conducted with artificial light sources, primarily from halogen lamps. Color matching was conducted under the microscope, using a combination of incandescent and daylight bulbs. The final perceived colors on the walls will depend on the eventual light sources used in each room, as the light source and color temperature can have a large effect on subtle differences in colors.

When matching colors, several variables were taken into consideration; the light source color temperature, the thickness of the paint layer being matched, the colors of juxtaposed layers, and edge effects whereby neighboring colors will appear different when juxtaposed than they would in a large, plain color field. Additionally, sustained water intrusion of the plaster and dirt or grime layers resulted in color changes that were accounted for when possible.

Examining layers under the microscope during preliminary analysis gave a fairly clear indication of the stratigraphy to ensure that color matching was provided for the earliest individual layers. In some cases it was not possible to distinguish layers of the same paint color; for example, if two coats of paint of the same color were originally applied within days of each other, there would not be an easily distinguishable layer of dirt, grime or oxidation to differentiate the layers. In many instances it was difficult to determine if there was a dirt, grime or oxidation layer between coats. Such a layer would indicate the likelihood of an earlier color being a topcoat for a period of time, rather than a primer with a final topcoat of a different color.

Paint layers can cleave at the point of weakest adhesion. Often cleavage will occur between layers of dissimilar paint, for example, between an acrylic and oil-based layer. The weakest adhesion may also occur between layers that have been exposed for a period of time where dirt or grime may have built up prior to the next painting campaign. When later layers of paint are pulled from the wall, the level of cleavage is often a good indicator of a paint layer that has remained exposed for a period of time, but it may not necessarily be the *earliest* exposed layer. These indicators, along with hints of oxidation or other layers, contributed to the interpretation of which color layer was the earliest topcoat and which layers were later additions. The results of the microscopic analysis were compared with their locations within the room to determine patterning. Comparison to other contemporaneous works by Pfluger, such as the Paramount Theatre and the Alameda Theatre, yielded similar results to those found with laboratory analysis.

Results

Introduction

The architect of the New Mission Theatre, Timothy Pflueger, is well known for his use of metal leaf finishes throughout the spaces he designed. Although many of the surfaces in the New Mission Theatre have been painted over the years, sample analysis confirmed the extensive use of metal leaf finishes throughout the Promenade. Two or three types of leaf were identified at the New Mission Theatre: aluminum leaf, which looks silver in appearance[1]; Dutch metal leaf, a combination of copper and zinc, which looks gold in appearance and/or copper leaf, which has a slightly redder appearance than the Dutch leaf.[2] As a point of clarification, the term Dutch leaf is used generically throughout this report to identify this type of leaf. It should be noted that further analysis is required to identify the exact alloy composition of the metal leaf.

At this time the interior has been over painted with modern paint finishes. Although no documentary evidence has been found describing individual redecorating campaigns, simple analysis indicates that various elements have been overcoated from one to four times during the history of the interior. Results of the paint analysis can be found in the appendixes. The color matrix is found in Appendix B, and the sample matrix is located in Appendix C.

Small differences in light source, thickness of paint layer, and juxtaposition to layers of different colors may all have an effect on exact color matching. Different paint colors identified independently under the microscope and on *in situ* exposures may correspond to the same paint. Colors identified under the microscope with slight color variations, such as Munsell 7.5YR 6/10 and Munsell 5YR 6/8, may be all the same paint. These colors identified under the microscope corresponded in stratigraphy to the *in situ* color matches and are probably all the same paint. Most of the "yellow white" colors identified under the microscope as 2.5Y 8.5/4 are the same paint as the warm white when color

[1] Silver colored leaf in an architectural setting from this period is most likely aluminum leaf. It will become dull over time if left exposed to the atmosphere but does not undergo a color change, as silver leaf and composition leaf do.
[2] Copper will tarnish and turn a green, brown, or black when exposed to the atmosphere.

matched *in situ*. The slightly different colors were left as originally noted to emphasize the variable influences on color matching.

Whenever a metal leaf is used, it is typical to apply a varnish layer over the leaf to protect the metals from oxidizing or becoming tarnished in appearance. Sample analysis has indicated that in addition to clear varnish, Mr. Pfluger used pigmented varnish in some instances to alter or enhance the look of the metal leaf. Varnishes pigmented in yellow, red and green have been found on various decorative elements throughout the building.

Many of the varnish glazes have a greenish tone atop a copper or Dutch gold leaf. This tone could be intentional or the result of a reaction with the copper in the composition leaf, or a combination. In areas where the green does not appear consistently colored across the sample layer, it was considered caused by tarnish. Some varnishes have an iridescent material discernible under the microscope, but it is not possible to more specifically identify it without further analysis beyond the scope of this assessment. The iridescent component could be an additive with reflective qualities, such as ground mica or shell.

Colors Identified

Two main paints were identified repeatedly as original layers throughout the survey area. They included:

Orange-beige, Munsell 7.5YR 6/10, on walls and ceilings

Green w/yellow varnish, approx Munsell 10Y 6/6, on recessed moldings

In addition, a few variations of metal leafing were identified repeatedly:

Dutch leaf (with no identifiable varnish), on some foliated ornaments

Dutch leaf w/green varnish, on other foliated ornaments

Dutch leaf w/yellow varnish, on sculptural ornaments & protruding moldings

A few other colors and leafing were identified on site, and they are noted.

North Wall (Samples 132-163)

The North Wall has a plaster substrate with an off-white primer. The ornamental elements contain stacked mirrors, ornamental bands, foliation, and a female face. Every one of the samples identified had a Dutch leaf with a thin varnish layer. The reddish appearance of the varnish layer was probably the result of continued oxidation of the copper within the leaf; the varnish layer, although subject to interpretation, was probably yellow.

East Ceiling of Promenade (Samples 201-227)

The ceiling has a plaster substrate with an off-white primer. The east ceiling moldings contain interlocking fretwork interspersed with circular and foliated forms. The foliated moldings, including the center pinecone-like decoration, have Dutch leaf with a yellow varnish. The sunflower center appeared to be a red gold, while its petals appeared to be a yellow gold. The inner moldings had Dutch leaf, with the recessed moldings identified with a yellow varnish. No colored varnishes could be identified for the protruding inner moldings. The upper circular moldings continued the alternating varnish pattern over Dutch leaf. The central circular area surrounding the light bulb appeared to be a dark brown. The flat ceiling appeared to be orange beige in color.

Ceiling Alcove (Samples 251 & 262)

The ceiling alcove was sampled in two locations. The original finish appeared to be an orange-beige paint, matching the color of the ceiling and the flat portion of the East Wall. The decorative band at the adjoining ceiling alcove showed a variety of finishes. Portions of the geometric sculptural elements appeared to have the same orange-beige color, interspersed with green paint covered with a yellow varnish. The decorative bands appeared to have yellow- and orange-colored varnishes atop Dutch leaf.

Balcony Ceiling (Samples 253-261)

The balcony ceiling has a plaster substrate with an off-white primer. It consists of various geometric patterns, stepped into vertical and horizontal arrangements. The colors, as a whole, appeared darker and more subdued than those in the rest of the sampled interior. This may have been intentional, or may have been years of residual soot, smoke, or dirt

layers. The outer bands contained Dutch leaf with a dark varnish (or dirt layer), interspersed with dark and light-brown bands. Horizontal elements of the ceiling generally appeared to contain aluminum leaf with orange or dark glazing, while vertical elements appeared to have the same dark and light-brown elements.

East Wall (Samples 501-515)

The east wall of the promenade has a plaster substrate with an underlying white-yellow primer. Most of the protruding moldings were identified as having a Dutch leaf, with a yellow varnish. No metal leaf was identified on recessed areas of the moldings sampled. A thin brown layer was identified over a green substrate in these areas, which was probably a yellow varnish that darkened with time and/or dirt, grime or soot over the years. The foliating ornament near the top was identified as having a copper or Dutch leaf with a green varnish. The sample taken on the flat wall was identified as having an orange-beige paint. Only one sample was taken from the large flat portion of this wall, and it matched the paint color of the samples taken for the promenade ceiling and alcove.

Recommendations

Further Paint Analysis

Based on the results of this preliminary paint analysis and our findings at other Pflueger theaters in the Bay Area that date to the same era as the New Mission Theatre, it is evident that there are complex color schemes with layering of gilding, tinted glazes and possible faux paint techniques at the New Mission Theatre Promenade Lobby. Further investigation using exposure windows and comparing their results with those of the microscopic analysis performed in this scope of work will be necessary in helping to determine accurate color schemes. Because decorative plaster elements at the North and South walls of the Promenade will be removed completely for seismic upgrades, we recommend salvaging representative samples for future study and for historic record.

Murals

During paint analysis, six murals were detected. The murals currently have overpaint and graffiti on them.

Portions of the murals were revealed using "tape pulls" where adhesive tape was applied to discrete areas of the surface and then pulled off along with some of the top layers of paint. In addition to the white overpaint, some of the design layers including gilding and glazes were also peeled away. However, the test areas showed that much of the design remained on the surface. It should be noted that not all six murals were tested, only a few areas to reveal that murals indeed exist.

The next step for the mural preservation will be to have a conservator specializing in murals conduct paint solubility cleaning, and protective facing tests in situ before the murals are covered or moved. The purpose of the testing is to determine two things. The first is to determine most appropriate way to safely remove and salvage the murals, and the second is to determine the feasibility of eventual cleaning and how much of the murals can be recovered. Based on the testing, the conservator should be able to provide a detailed treatment proposal (materials and methods) and a cost estimate for safe removal of the murals. This may require facing the surface with a protective layer such

as a paper or fabric adhered to the surface that further holds the painted surface in place while the wall sections are removed from the back. In the event of cracking or planar deformation, the facing can often hold the paint layer intact so that later conservation treatment can occur from the verso/back side. The conservator should also be able to provide a detailed treatment proposal (materials and methods) and a cost estimate for restoration at a later date based on this testing. Determining cost and expected results will aid in planning and will ultimately inform the final outcome of the mural preservation.

Sample methodologies: applying chemical solvents (above) and procuring samples for microscopic analysis (below).

Sample location 103.

Sample location 104.

Sample locations 110, 111.

Red glazing exposed on wooden trim for mirror.

Sample locations 132-145, 148.

Sample locations 149-163.

Sample locations 146-147.

Sample locations 180-189.

Sample locations 201-209.

Sample locations 220-227; 211-213, 215, 218, 219.

Sample locations 253-261.

Sample location 262, above molding.

Sample locations 301-308 (above) and 309-318 (below).
The vertical portions of the stepped pattern arrangement is not visible in the drawings but documented in the spreadsheet.

Sample locations 319-328.

Sample locations 350-353.

Sample location 360.

Sample locations 501-505.

Sample locations 506-509, 511.

Sample locations 510, 511.

Sample locations 512-515.

Sample locations 601-604.

Sample locations 605-606.

Cleavage of newer paint layers partially exposed an underlying decorative mural.

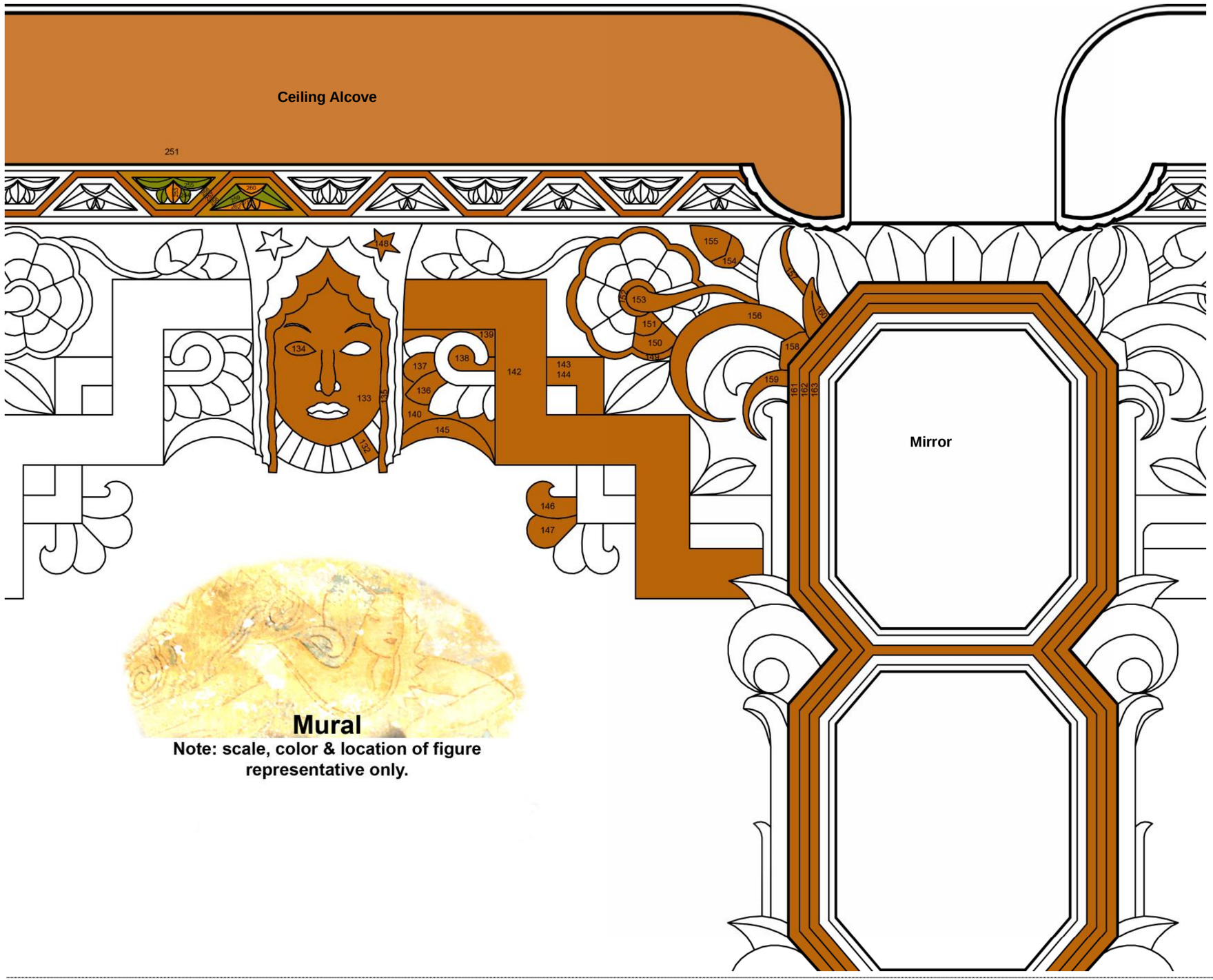
Detail of mural, showing dancing woman, partially obscured by graffiti.

Appendix B: Color Matrix

Munsell Identified	*Color Name*	*ICI Translation*	*ICI Sample Strip*
7.5 YR 6/10	Orange-beige	419	
10Y 6/6	Green w/Yellow Varnish	949	
2.5Y 8.5/4	Cream	555	
10YR 4/6	w/Light Varnish and/or Dirt	409	
7.5YR 2/4	w/Dark Varnish and/or Dirt	352	

Room Location	#	Description	Substrate	Probable Original Color	Layer 1	Layer 1 #	Layer 2	Layer 2 #	Layer 3	Layer 3#	Layer 4	Layer 4#	Layer 5	Layer 5#	Layer 6	
	101		plaster	Gold w/Green	off-white	2.5Y 8.5/4	gold	probably glazed green	green	5GY 3/6						
	102		baseboard	Red Gold?	off-white	2.5Y 8.5/4	light green	7.5GY 6/4	brown - possible bronze	5Y 4/4	blue	2.5B 5/4	light aqua	2.5G 8/4	teal	10G 5/10
	103		plaster	Gold		2.5Y 8.5/4	gold	green (probably corrosion): 5GY 3/6	dark pink	7.5R 5/10	green					
	104		plaster	Gold		7.5YR 6/10	gold	difficult to determine glaze color	purple							
Lobby Finishes	105	Mirror Molding	wood	Gold	off-white	2.5Y 8.5/4	pinkish	5YR 7/8	green		dark varnish		light green		dark varnish	
	107		wood	Gold	off-white	2.5Y 8.5/4	light green	10Y 6/6	gold							
	108		wood		off-white	2.5Y 8.5/4	light beige	10YR 8/8	dark brown	5GY 3/2	aqua blue	2.5G 8/4	green			
	109	vertical rail	metal	Red Gold	difficult to determine		gold & bronzes visible									
	110		wood	Red Gold	same as 111											
	111		wood	Red Gold	light green	10Y 6/6	aluminum	gold w/reddish glaze								
Prominade South Wall	132	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	133	Upper Moldings	plaster	Gold w/thin varnish	same as 152											
Prominade South Wall	134	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	135	Upper Moldings	plaster	Gold w/thin varnish	same as 152											
Prominade South Wall	136	Upper Moldings	plaster	Gold w/thin varnish	same as 152											
Prominade South Wall	137	Upper Moldings	plaster	Gold w/thin varnish	same as 152											
Prominade South Wall	138	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	139	Upper Moldings	plaster	Gold w/thin varnish	same as 152	difficult to determine tint or shades of green										
Prominade South Wall	140	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	141	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	142	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	143	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	144	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	145	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	146	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	147	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	148	Upper Moldings	plaster	Gold w/thin varnish	same as 152											
Prominade South Wall	149	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	150	Upper Moldings	plaster	Gold w/thin varnish		2.5Y 8.5/4		7.5YR 8/6		7.5YR 6/10		10Y 6/6	aluminum	gold w/red tint		
Prominade South Wall	151	Upper Moldings	plaster	Gold w/thin varnish		2.5Y 8.5/4		7.5YR 6/10		10Y 6/6	aluminum	gold	reddish tint			
Prominade South Wall	152	Upper Moldings	plaster	Gold w/thin varnish	same as 157	green glitter noticable										
Prominade South Wall	153	Upper Moldings	plaster	Gold w/thin varnish	same as 152											
Prominade South Wall	154	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	155	Upper Moldings	plaster	Gold w/thin varnish		2.5Y 8.5/4		7.5YR 6/10	gold	reddish						
Prominade South Wall	156	Upper Moldings	plaster	Gold w/thin varnish		2.5Y 8.5/4		7.5YR 6/10		10Y 6/6	aluminum	gold	pinkish tint			
Prominade South Wall	157	Upper Moldings	plaster	Gold w/thin varnish		2.5Y 8.5/4	orange beige	7.5YR 6/10	intersperced with green	10Y 6/6	gold	slightly reddish appearance - probably copper +2 corrosion				
Prominade South Wall	158	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	159	Upper Moldings	plaster	Gold w/thin varnish		2.5Y 8.5/4		7.5YR 6/10	green		gold					
Prominade South Wall	160	Upper Moldings	plaster	Gold w/thin varnish	same as 157											
Prominade South Wall	161	Upper Moldings	plaster	Gold w/thin varnish	same as 152											
Prominade South Wall	162	Upper Moldings	plaster	Gold w/thin varnish		2.5Y 8.5/4		7.5YR 6/10		10Y 6/6	glittery blue	10G 5/10	gold w/red tint			
Prominade South Wall	163	Upper Moldings	plaster	Gold w/thin varnish	same as 152											
Prominade South Wall	180	Wall below stairs	plaster	Dark Pink w/possible thin glaze		7.5YR 8/6		10R 6/8	dark pink	7.5R 5/10	possible thin bronze	5YR 5/10	green			
Prominade South Wall	181	Molding below stairs	plaster	Green w/possible thin glaze		2.5Y 8.5/4		7.5YR 8/6		10Y 6/6		2.5B 5/4	outermost layer			
Prominade South Wall	182	Molding below stairs	plaster	Possibly gold	all white; substrate not adhered; not able to distinguish			gold visible								
Prominade South Wall	183	Molding below stairs	plaster	Green w/Yellow varnish		2.5Y 8.5/4	light pink	7.5YR 8/4	light blue	2.5PB 6/4	deep aqua	7.5BG 3/4				
Promenade East Ceiling	201	Molding	plaster	Gold w/Yellow Varnish	off-white	2.5Y 8.5/4		7.5YR 6/10	intersperced with green	10Y 6/6	gold	slightly reddish appearance				
Promenade East Ceiling	202	Molding	plaster	Red gold	off-white	2.5Y 8.5/4	light beige	10YR 8/8	light green	10Y 6/6	aluminum	gold w/red glaze	green			
Promenade East Ceiling	203	Molding	plaster	Gold w/Yellow Varnish	off-white	2.5Y 8.5/4	light beige	10YR 8/8	light green	10Y 6/6	aluminum	gold w/red and green glaze	green			
Promenade East Ceiling	204	Molding	plaster	Dutch Gold	off-white	2.5Y 8.5/4	light beige	10YR 8/8	light aqua	2.5G 8/4	dark green	5GY 3/6	gold	thin indistinguishable varnish		
Promenade East Ceiling	205	Molding	plaster	Gold w/Yellow Varnish	off-white	2.5Y 8.5/4	light beige	10YR 8/8	light green	10Y 6/6	aluminum	gold w/red, green & black	green			
Promenade East Ceiling	206	Molding	plaster	Dutch Gold	off-white	2.5Y 8.5/4	light beige	10YR 8/8	light aqua	2.5G 8/4	dark green	5GY 3/6	black gold			
Promenade East Ceiling	207	Molding	plaster	Gold w/Yellow Varnish	off-white	2.5Y 8.5/4	light beige	10YR 8/8	light green	10Y 6/6	green	w/yellow varnish				
Promenade East Ceiling	208	Molding	plaster	Green w/Yellow Varnish	off-white	2.5Y 8.5/4	light beige	10YR 8/8	light aqua	2.5G 8/4	light green	10Y 6/6	specks of dark brown	2.5Y 2/2		
Promenade East Ceiling	209	Molding	plaster	Gold	off-white	2.5Y 8.5/4	light beige	10YR 8/8	light green	10Y 6/6	aluminum	gold w/red, green & black	green			
Promenade East Ceiling	210	Molding	plaster	Gold w/Yellow Varnish		2.5Y 8.5/4		2.5Y 7/12	black gold							
Promenade East Ceiling	211	Molding	plaster	same as 212		2.5Y 8.5/4		7.5YR 8/6		2.5G 8/4	green w/brown spots	10Y 6/6	gold	lightly reddish		
Promenade East Ceiling	212	Molding	plaster	Green w/Yellow Varnish		2.5Y 8.5/4		7.5YR 8/6		2.5G 8/4	green w/brown spots	10Y 6/6	gold	lightly reddish		
Promenade East Ceiling	213	Molding	plaster	Green w/Yellow Varnish		2.5Y 8.5/4		7.5YR 8/6		2.5G 8/4	green w/brown spots	10Y 6/6	green brown	5Y 4/4		
Promenade East Ceiling	214	Molding	plaster	Green w/Yellow Varnish		2.5Y 8.5/4		7.5YR 8/6		2.5G 8/4	bronze-green	5GY 3/6				
Promenade East Ceiling	215	Molding	plaster	Dutch Gold		2.5Y 8.5/4		7.5YR 8/6		5Y 4/4	gold	slightly red/orange				
Promenade East Ceiling	216	Molding	plaster	Gold		2.5Y 8.5/4		7.5YR 8/6		2.5G 8/4		10Y 6/6	gold	probable dirt layer		
Promenade East Ceiling	217	Molding	plaster	Dutch Gold		2.5Y 8.5/4		10Y 6/6	gold	slightly orange						
Promenade East Ceiling	218	Molding	plaster	Dark Brown		2.5Y 8.5/4		7.5YR 8/6	dark brown bronze	7.5YR 2/4	green					
Promenade East Ceiling	219	Molding	plaster	Dutch Gold		7.5YR 8/6	gold	brown/black-ish								
Promenade East Ceiling	220	Molding	plaster	Green w/Yellow Varnish		2.5Y 8.5/4		7.5YR 8/6		2.5G 8/4	green brown	5Y 4/4	maybe bronze coating			
Promenade East Ceiling	221	Molding	plaster	Gold w/Yellow Varnish		2.5Y 8.5/4		7.5YR 6/10	aluminum		gold	slightly red				
Promenade East Ceiling	222	Molding	plaster	Gold w/Yellow Varnish		2.5Y 8.5/4		10Y 6/6	gold	slightly green						
Promenade East Ceiling	223	Molding	plaster	Gold w/Yellow Varnish		2.5Y 8.5/4		7.5YR 8/6		2.5G 8/4		10Y 6/6	aluminum		gold	
Promenade East Ceiling	224	Molding	plaster	Gold w/Yellow Varnish	pink	7.5YR 8/6	aqua	2.5G 8/4	green	10Y 6/6	gold	slightly red				
Promenade East Ceiling	225	Molding	plaster	Gold w/Yellow Varnish		2.5Y 8.5/4		7.5YR 8/6	aqua	2.5G 8/4	gold	slightly red				
Promenade East Ceiling	226	Molding	plaster	Gold w/Yellow Varnish		2.5Y 8.5/4		7.5YR 8/6	aqua	2.5G 8/4	gold	slightly red				
Promenade East Ceiling	227	Ceiling	plaster	Orange Beige		2.5Y 8.5/4		7.5YR 6/10	green							
Promenade East Ceiling Cove	251	Inverted Ceiling	plaster	Orange Beige		2.5Y 8.5/4	orange beige	7.5YR 6/10	covered with small dark speckles	close to: 2.5Y 2/2						
Promenade East Ceiling Cove	252	Molding	plaster	Gold		2.5Y 8.5/4		2.5Y 7/12	aluminum	thin gold covering; difficult to determine						
Promenade East Ceiling Cove	253	Molding	plaster	Orange Beige	light yellow	2.5Y 8.5/4	beige-ish pink-ish	5YR 6/8	green							
Promenade East Ceiling Cove	254	Molding	plaster	Green w/Yellow Varnish	light yellow	2.5Y 8.5/4		7.5YR 8/6	aqua w/small reflective aggregates	2.5G 8/4	bronze-brown					

Promenade East Ceiling Cove	255	Molding	plaster	Green w/Yellow Varnish	light yellow	2.5Y 8.5/4		7.5YR 8/6	aqua w/small reflective aggregates	2.5G 8/4	bronze-brown				
Promenade East Ceiling Cove	256	Molding	plaster	Gold w/Yellow Varnish	light yellow	2.5Y 8.5/4	cream yellow	10YR 8/8	aluminum		gold				
Promenade East Ceiling Cove	257	Molding	plaster	Dutch Gold	cream	10YR 8/8	brown	5YR 5/10	green	5GY 3/6	aluminum		gold		pink
Promenade East Ceiling Cove	258	Molding	plaster	Gold	light yellow	2.5Y 8.5/4	cream yellow	10YR 8/8	aluminum		gold				
Promenade East Ceiling Cove	259	Molding	plaster	Gold w/Green varnish	light yellow	2.5Y 8.5/4	cream	7.5YR 8/6	aqua green	2.5G 8/4	gold	slight green tint			
Promenade East Ceiling Cove	260	Molding	plaster	Orange Beige	light yellow	2.5Y 8.5/4	beige	7.5YR 6/10	green						
Promenade East Ceiling Cove	261	Molding	plaster	Orange Beige	light yellow	2.5Y 8.5/4	beige-ish pink-ish	5YR 6/8	green						
Promenade East Ceiling Cove	262	Molding	plaster	Orange Beige		10YR 8/8		5YR 5/10 or 5YR 6/8	green						
Promenade East Ceiling Cove	262	Inverted Ceiling	plaster			2.5Y 8.5/4		7.5YR 6/10	aluminum		light beige	10YR 8/8			
Promenade Landing Ceiling	301	Molding	plaster	Gold w/Black Varnish	off-white	2.5Y 8.5/4	light green	10Y 6/6	aluminum	yellow gold	gold black				
Promenade Landing Ceiling	302	Molding	plaster	Cream w/Dark Brown Varnish	off-white	2.5Y 8.5/4	thin layer of light green	10Y 6/6	dark brown (thin layer)	2.5Y 2/2					
Promenade Landing Ceiling	303	Molding	plaster	Cream w/Light Brown Varnish	off-white	2.5Y 8.5/4	light green	10Y 6/6	light brown	10YR 4/6					
Promenade Landing Ceiling	304	Molding	plaster	Gold w/Black Varnish	off-white	2.5Y 8.5/4	light green	10Y 6/6	aluminum	yellow gold	gold black				
Promenade Landing Ceiling	305	Molding	plaster	Aluminum w/Orange glaze	off-white	2.5Y 8.5/4	light green	10Y 6/6	aluminum	yellow gold	gold orange-ish				
Promenade Landing Ceiling	306	Molding	plaster	Cream w/Dark Brown glaze	same as 302										
Promenade Landing Ceiling	307	Molding	plaster	Cream w/Light Brown glaze	off-white	2.5Y 8.5/4	brown w/green bits	10YR 4/4							
Promenade Landing Ceiling	308	Molding	plaster	Cream w/Dark Brown glaze	same as 310										
Promenade Landing Ceiling	309	Molding	plaster	Aluminum w/Orange glaze	off-white	2.5Y 8.5/4	light green	10Y 6/6	aluminum	gold yellow-ish					
Promenade Landing Ceiling	310	Molding	plaster	Cream w/Dark Brown glaze	off-white	2.5Y 8.5/4	light pink	7.5YR 8/4	light brown	10YR 4/6	dark brown w/green bit	2.5Y 2/2			
Promenade Landing Ceiling	311	Molding	plaster	Cream w/Light Brown glaze	off-white	2.5Y 8.5/4	light brown	10YR 4/6	w/small green bits						
Promenade Landing Ceiling	312	Molding	plaster	Cream w/Dark Brown glaze	light pink	7.5YR 8/6	darker brown w/small green bits	7.5YR 2/4							
Promenade Landing Ceiling	313	Molding	plaster	Gold w/Black Varnish	off-white	2.5Y 8.5/4	thin light green (corrosion?)	10Y 6/6	aluminum	light gold	dark brown gold	7.5YR 2/4			
Promenade Landing Ceiling	314	Molding	same as 321	Aluminum w/Orange glaze											
Promenade Landing Ceiling	315	Molding	plaster	Cream w/Dark Brown glaze	off-white	2.5Y 8.5/4	thin layer lighter brown	10YR 4/4	dark brown w/green bits	2.5Y 2/2					
Promenade Landing Ceiling	316	Molding	plaster	Cream w/Light Brown glaze	off-white	2.5Y 8.5/4	light brown w/green bits	10YR 4/4							
Promenade Landing Ceiling	317	Molding	same as 315	Cream w/Dark Brown glaze											
Promenade Landing Ceiling	318	Molding	plaster	Gold w/Black Varnish	off-white	2.5Y 8.5/4	light green	10Y 6/6	aluminum	gold yellow-ish	dark orange				
Promenade Landing Ceiling	319	Molding	same as 321	Aluminum w/Orange glaze											
Promenade Landing Ceiling	320	Molding	plaster	Aluminum w/Orange glaze	off-white	2.5Y 8.5/4	light green	10Y 6/6	aluminum	gold yellow-ish	orange				
Promenade Landing Ceiling	321	Molding	plaster	Aluminum w/Orange glaze	off-white	2.5Y 8.5/4	aluminum		gold	slightly orange-gold					
Promenade Landing Ceiling	322	Molding	same as 318	Aluminum w/Orange glaze											
Promenade Landing Ceiling	323	Molding	same as 321	Aluminum w/Orange glaze											
Promenade Landing Ceiling	324	Molding	same as 320	Aluminum w/Orange glaze											
Promenade Landing Ceiling	325	Molding	same as 327	Aluminum w/Orange glaze											
Promenade Landing Ceiling	326	Molding	plaster	Aluminum	off-white	2.5Y 8.5/4	brown	10YR 4/6	aluminum	brown varnish					
Promenade Landing Ceiling	327	Molding	plaster	Aluminum w/Orange glaze	off-white	2.5Y 8.5/4	light pink	7.5YR 8/6	aluminum	bronze-gold					
Promenade Landing Ceiling	328	Molding	plaster	Aluminum w/Orange glaze	off-white	2.5Y 8.5/4	brown	10YR 4/6	aluminum	very light gold (tint undeterminable)					
Promenade Landing Ceiling	330	Molding	plaster	Cream w/Dark Brown glaze	yellow	10YR 8/8	brown	10YR 4/4							
Promenade Landing Ceiling	350	Molding	plaster	Cream w/Light Brown glaze	off-white	2.5Y 8.5/4	yellow	10YR 8/8	aluminum	dark brown (possibly black)	2.5Y 2/2				
Promenade Landing Ceiling	351	Molding	plaster	Beige w/Orange glaze	off-white	2.5Y 8.5/4	pink	7.5YR 6/10							
Promenade Landing Ceiling	352	Molding	plaster	Beige w/Orange glaze	off-white	2.5Y 8.5/4	pink	7.5YR 6/10							
Promenade Landing Ceiling	353	Molding	plaster	Aluminum w/Orange glaze	off-white	2.5Y 8.5/4	light green	10Y 6/6	aluminum	gold yellow-ish	reddish				
Promenade Landing Ceiling	360	Molding	plaster	Gold w/Black Varnish	pink	5YR 7/8	light green	10Y 6/6	aluminum	gold	reddish				
Promenade Landing Ceiling	361	Molding	plaster	Red	off-white	2.5Y 8.5/4	pink orange	5YR 5/10	red	7.5R 5/10	green				
Promenade East Wall	501	Molding	plaster	Gold w/Yellow Varnish	same as 505										
Promenade East Wall	502	Molding	plaster	Green w/Yellow Varnish	light yellow	2.5Y 8.5/4									
Promenade East Wall	503	Molding	plaster	Gold w/Yellow Varnish	same as 505										
Promenade East Wall	504	Molding	plaster	Green w/Yellow Varnish	light yellow	2.5Y 8.5/4	cream	7.5YR 8/6	light aqua	2.5G 8/4	slight bronze specks	2.5Y 2/2			
Promenade East Wall	505	Molding	plaster	Gold w/Yellow Varnish	yellow	2.5Y 7/12	green patches	5G 3/6	gold	red tint	green				
Promenade East Wall	506	Molding	plaster	Gold w/Green Varnish	cream	7.5YR 8/6	gold	slightly greener than 514							
Promenade East Wall	507	Molding	plaster	Gold w/Green Varnish	aqua green	2.5G 8/4	green brown	10Y 6/6	gold	slightly greener than 514					
Promenade East Wall	508	Molding	plaster	Gold w/Green Varnish	yellow	2.5Y 7/12	green patches	5G 3/6	gold	red tint	green				
Promenade East Wall	509	Molding	plaster	Gold w/Green Varnish	cream	2.5Y 8.5/4	green	2.5G 8/4	green brown	10Y 6/6	gold	slightly greener than 514			
Promenade East Wall	510	Molding	plaster	Gold w/Yellow Varnish	light yellow	2.5Y 8.5/4	gold		green						
Promenade East Wall	511	Molding	plaster	Orange Beige	cream yellow	10YR 8/8	brown-bronze (thin layer)	10YR 4/4							
Promenade East Wall	512	Molding	plaster	Gold w/Yellow Varnish	same as 514										
Promenade East Wall	513	Molding	plaster	Green w/Yellow Varnish	light yellow	2.5Y 8.5/4	green brown	5Y 4/4	green						
Promenade East Wall	514	Molding	plaster	Gold w/Yellow Varnish	brown	10YR 4/6	gold	slightly redder than gold Color #2	green						
Promenade East Wall	515	Molding	plaster	Green w/Yellow Varnish	cream	7.5YR 8/6	bronze-ish (very thin layer)	5YR 5/10	green						
	600		wood	?	green	gold	does not appear to be original								
	601		wood	?	green	gold	does not appear to be original								
	602		wood	?	green	gold	does not appear to be original								
	603		wood	?	green	gold	does not appear to be original								
	604		wood	?	green	gold	does not appear to be original								
	605		plaster	Blue	off-white	2.5Y 8.5/4	light green	10Y 6/6	blue	2.5B 5/4	blue green	7.5GY 6/4			
	606		plaster	Orange	off-white	2.5Y 8.5/4	pink	5YR 7/8	orange varnish	5YR 5/10	red	7.5R 5/10	green		



Mural

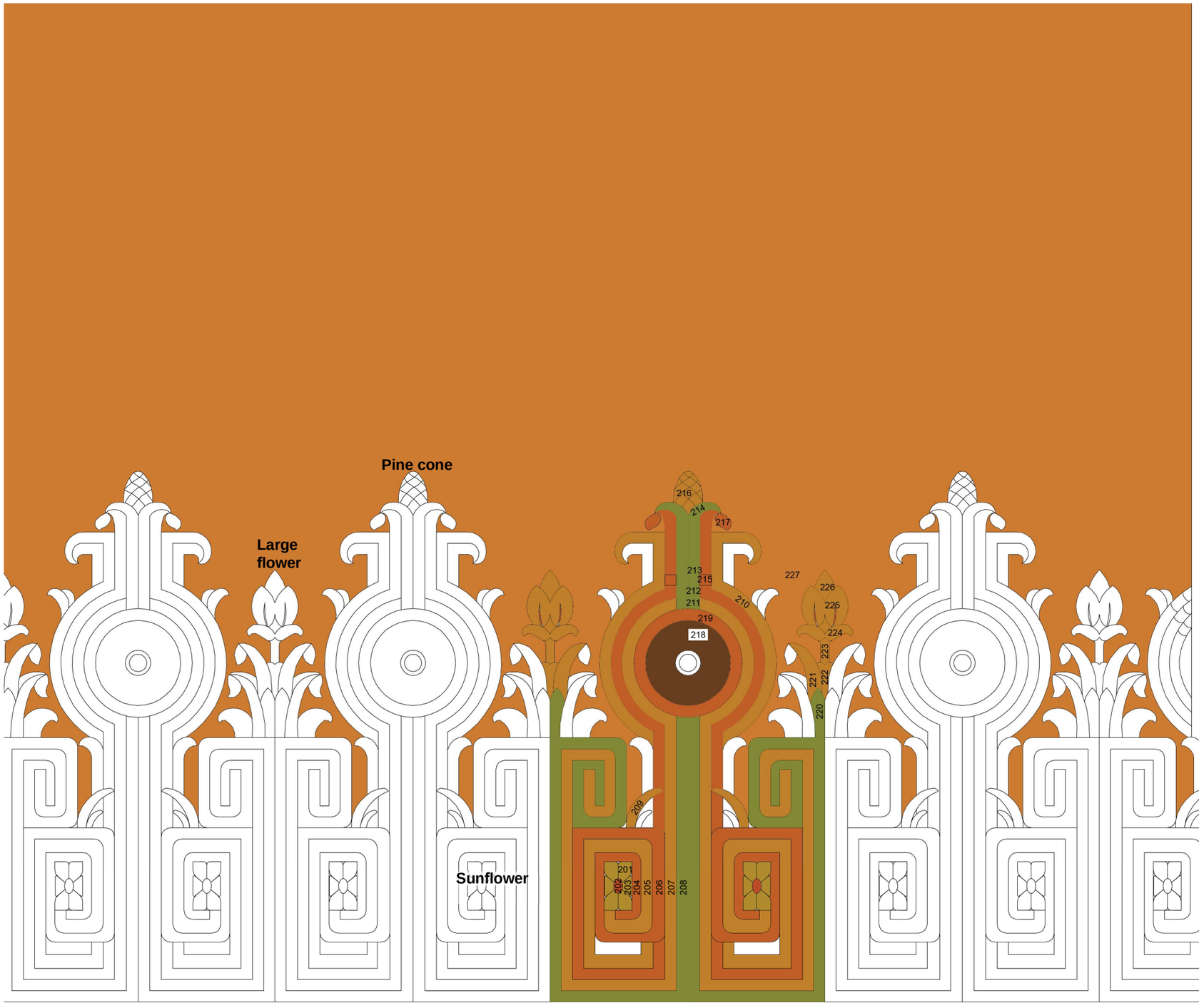
Note: scale, color & location of figure representative only.

North Wall:

Alcove
- Concave ceiling
  - Orange-beige
- Ornamental bands
  - Dutch leaf w/green, red & gold varnishes
  - Orange-beige

Wall Ornaments:
- All wall ornaments and bands
  - Dutch leaf w/yellow varnish

Flat Wall :
- Decorative mural

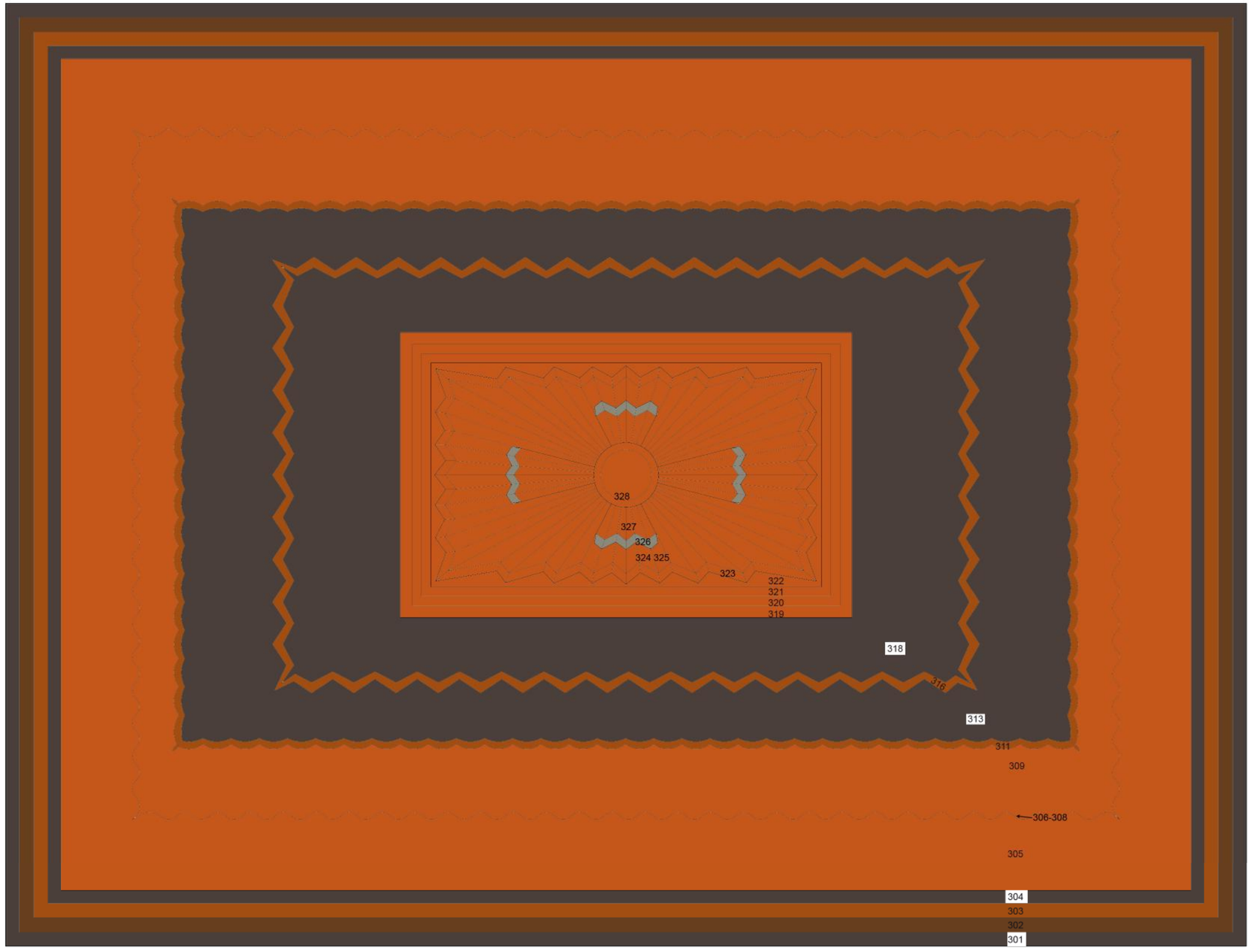


Promenade Ceiling:

Flat Portions
- Flat ceiling (227)
  Orange-beige

Ornaments:
- Large Flower (223-226, 209)
  Dutch leaf w/yellow varnish
- Sun Flower (201-203)
  Dutch leaf w/red & yellow varnishes
- Pine Cone (214, 216)
  Dutch leaf w/yellow varnish

Moldings:
- Outer (208) & stem to large flower (220)
  Green w/yellow varnish
- Upper central (211-214)
  Green w/yellow varnish
- Inner protruding (204, 206)
  Dutch leaf
- Inner recessed (205, 207)
  Dutch leaf w/yellow varnish
- Inner circle (218)
  Cream w/dark varnish and/or dirt



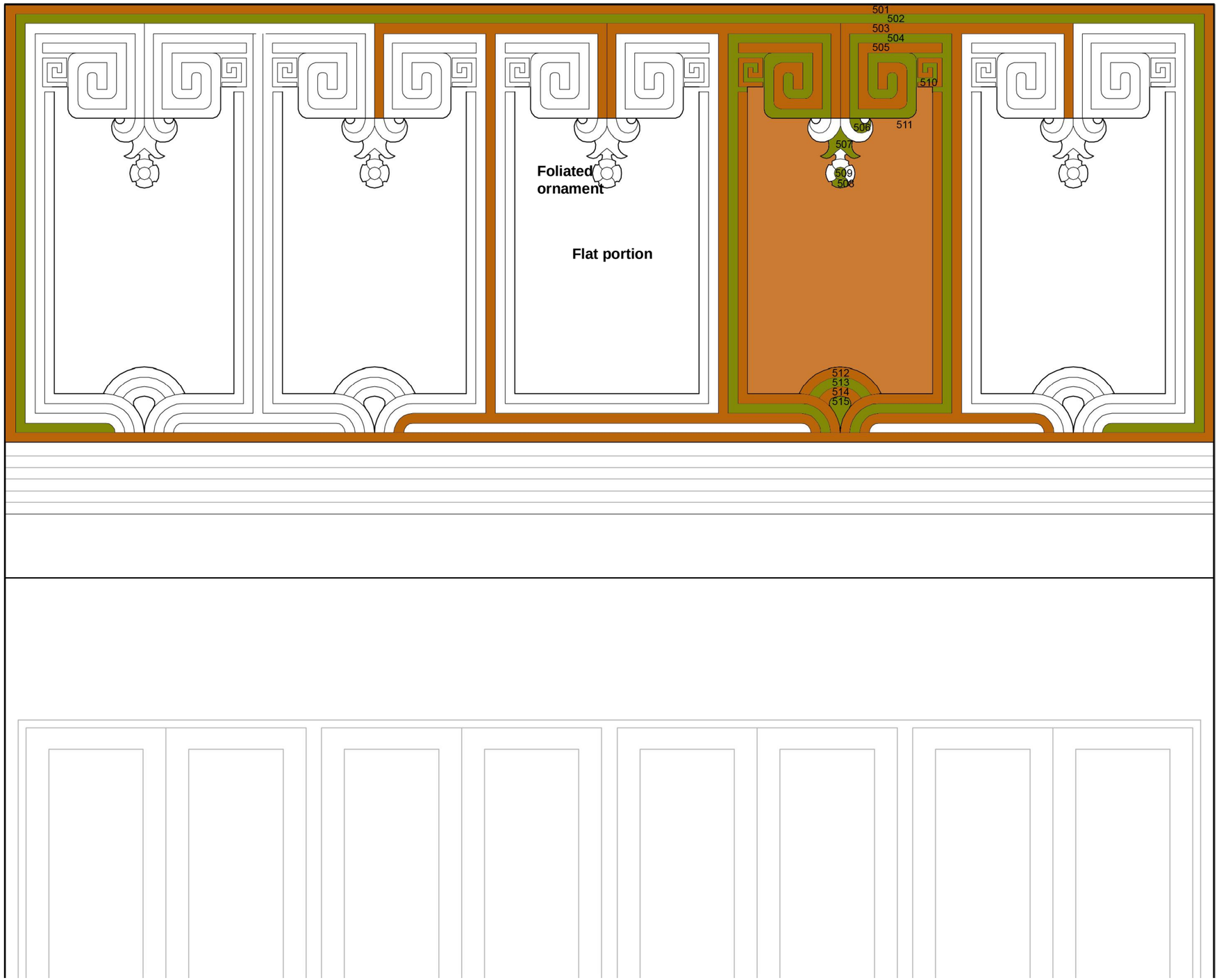
Balcony Ceiling:

Center Ornament:
- Radiating pattern (319-328)
  - Aluminum leaf w/orange varnish
  - Aluminum leaf

Curved Moldings:
- Outer moldings (305, 309)
  - Aluminum w/orange varnish
- Vertical sections (306-308, not pictured)
  - Cream w/dark varnish and/or dirt
  - Cream w/light varnish and/or dirt
- Inner moldings (313, 318)
  - Dutch leaf w/black varnish and/or dirt
- Zigzag molding (316)
  - Cream w/light varnish and/or dirt

Linear Moldings:
- Outer moldings (301-304)
  - Dutch leaf w/black varnish and/or dirt
  - Cream w/dark varnish and/or dirt
  - Cream w/light varnish and/or dirt

Note: stepped vertical sections not visible on drawings.



East Wall Colors:

Flat Portions

- Flat wall (511)
  Orange beige

Ornaments

- Foliated ornament (506-509)
  Dutch leaf w/green varnish

Moldings:

- Recessed (502, 504, 513, 515)
  Green w/yellow varnish

- Protruding (501, 503, 505, 512, 514)
  Dutch leaf w/yellow varnish

San Francisco
HOUSING
ACTION
COALITION

November 19, 2012

Mr. Dean Givas
Oyster Development Corporation
355 1st Street #809
San Francisco, CA 94105

Re: 2558 Mission Street

Dear Mr. Givas,
On behalf of the San Francisco Housing Action Coalition (SFHAC), I am pleased to inform you of our enthusiastic support of your 2558 Mission Street project. Following review and discussion, our Endorsement Committee believes the project has many merits and will make a substantial contribution to SFHAC's mission of increasing the supply of well-designed, well-located housing in San Francisco. We believe that it embodies excellent urban design principles and meets the needs of present and future San Franciscans.

A copy of the endorsement guidelines we applied in reviewing your project is attached. The proposed project meets our guidelines in the following ways:

Project Description
The project proposes a mixed-use design with 113 residential units and 14,750 square feet of ground floor retail. The project is 8 stories tall and includes one level of below ground parking.

Land Use:
This project's density, with units averaging 816 square feet, will improve the livability of the neighborhood and the quality of life for existing and future residents. It is clearly an appropriate use of the land and is similar in scale to other buildings in the surrounding neighborhood. Its location is transit rich with multiple transit stops including the 24th street BART station, the bicycle boulevard and many Muni lines. Oyster Development is also providing in-kind improvements on Bartlett Street to support the Mission Community Market's effort to find a permanent home for their weekly farmers' market.

Density:
The project height and bulk have been maximized within the existing zoning district envelope and it appears that the density has been maximized as well. The proposed project is an 85 foot building that steps down to a height of 65 feet on Bartlett Street within an 85 foot height limit. The project takes advantage of the Area Plan's removal of density controls while maintaining a scale and livability that works well with the neighborhood context**.**

Affordability:
The SFHAC strongly supports public benefits that enhance neighborhood livability and is very impressed with the robust public benefit package developed with the Mission District community for this project. That said, we supported a fair resolution of the EN Public Benefit (EN PB) program, which provided specifics on both additional affordable housing and impact fees. The EN PB program was negotiated to provide economic predictability and to encourage housing production in SF vs. "the way it used to be" where each development endured political

and exaction processes. Given this, the SFHAC is concerned that your public benefit package, which far exceeds that required under the EN Rezoning, not serve as a political or land use precedent. At our Endorsement Committee meeting, you explained that you agreed to your exaction package to mitigate your financial risk, given the EN Rezoning which resulted in increased height on your site. Since no other site presents similar circumstances, you indicated that you are not concerned that your proposal represents a precedent that could impede housing production in the Eastern Neighborhoods. While the SFHAC understands your views on this topic, for the record, we anticipate commenting on our concerns about precedents when your project is reviewed by the City's Planning Commission.

Alternative Transportation and Parking:
The proposed project meets the SFHAC guidelines with an overall ratio of .75-to-1. SFHAC applauds your inclusion of 41 bicycle parking spaces, although we encourage you to add more if you are able. We also recommend looking into arranging for a City CarShare space in or around the project on the surrounding streets.

Historic Preservation:
The New Mission Theater is a part of both the parcel to be redeveloped and the project separately owned by Alamo Drafthouse Cinemas. The project sponsor will contribute $1 million to the approximately $10 million restoration project.

Urban Design:
The SFHAC believes the proposed project promotes the principles of excellent urban design. The project will be compatible with the adjacent streestscape and incorporates appropriate themes of color and texture into the design which relate to the neighborhood's culture. The project makes good use of setbacks to relate contextually with adjacent buildings and the iconic New Mission Theater blade sign. At Planning's direction, you also eliminated the off-street loading on Bartlett Street to further activate the residential frontage. The theater marquee is also left intact and is still prominent on Mission Street. The proposed streetscape improvements are consistent with San Francisco's Better Streets Plan standards and principles.

Environmental Features:
The SFHAC commends your compliance with San Francisco's build-it-green requirements. We urge you to also consider individual water metering and additional water conservation measures if it is feasible.

Community Input:
The SFHAC applauds the project sponsor and the design teams for engaging the neighbors at community meetings as well as presentations to 24th Street Lower Mission Merchants and the Mission Merchants Association.

Thank you for submitting this project to the SFHAC Endorsements Committee for our review. Please keep us abreast of any changes or updates with this project. We are pleased to support your excellent project as it moves forward. Let us know how we may be of assistance.

Sincerely,

Tim Colen, Executive Director

ENDORSEMENT GUIDELINES

Adopted January 2010

The SFHAC will consider endorsing housing developments and mixed-use projects with a housing component. The following guidelines will be used to evaluate the project:

Land Use: Housing should be an appropriate use of the site given the context of the adjacent properties and the surrounding neighborhood and should enhance neighborhood livability.

Density: The project should take full advantage of the maximum unit density and/or building envelope, allowable under the zoning rules.

Affordability: The need for affordable housing, including middle income (120-150 of median) housing, is a critical problem and SFHAC gives special support to projects that propose creative ways to expand or improve unit affordability beyond the legally mandated requirements.

Parking and Alternative Transportation: SFHAC expects the projects it endorses to include creative strategies to reduce the need for parking, such as ample bicycle storage, provision of space for car-share vehicles on-site or nearby, un-bundling parking cost from residential unit cost, and measures to incentivize transit use. Proximity to transit should result in less need for parking.

In districts with an as-of-right maximum and discretionary approval up to an absolute maximum, SFHAC will support parking exceeding the as-of-right maximum only to the extent the Code criteria for doing so are clearly met. In districts where the minimum parking requirement is one parking space per residential unit (1:1), the SFHAC will not, except in extraordinary circumstances, support a project with parking in excess of that amount.

Preservation: If there are structures of significant historic or cultural merit on the site, their retention and/ or incorporation into the project is encouraged. If such structures are to be demolished, there should be compelling reasons for doing so.

Urban Design: The project should promote principles of good urban design: Where appropriate, contextual design that is compatible with the adjacent streetscape and existing neighborhood character while at the same time utilizing allowable unit density: pleasant and functional private and/or common open space; pedestrian, bicycle and transit friendly site planning; and design treatments that protect and enhance the pedestrian realm, with curb cuts minimized and active ground floor uses provided.

Projects with a substantial number of multiple bedroom units should consider including features that will make the project friendly to families with children.

Environmental Features: SFHAC is particularly supportive of projects that employ substantial and/or innovative measures that will enhance their sustainability and reduce their carbon footprint.

Community Input: Projects for which the developer has made a good faith effort to communicate to the community and to address legitimate neighborhood concerns, without sacrificing SFHAC's objectives, will receive more SFHAC support.

MISSION LANGUAGE AND VOCATIONAL SCHOOL

2929 - 19th Street • San Francisco, CA 94110
Tel: (415) 648-5220 • Fax: (415) 648-0262 • E-mail: vocschool@aol.com • www.mlvs.org

RECEIVED
DEC 11 2012
CITY & COUNTY OF S.F.
DEPT. OF CITY PLANNING
ADMINISTRATION

December 5, 2012

John Rahaim
Planning Director
San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Mr. Rahaim:

Re: Support for New Mission Theatre Mixed-Use Project

Mission Language and Vocational School, Inc. (MLVS) is a private, non-profit community-based educational organization located in San Francisco's Mission District, whose mission is to improve the socio-economic condition of limited or non-English speaking, low-and moderate-income Latinos and other underserved families in San Francisco and the Bay Area through job-specific language and vocational training programs and the creation of economic development initiatives. Support services such as career counseling, case management, job placement assistance, and referral services are an integral part of MLVS' programs.

As Executive Director of MLVS, I am writing to support the New Mission Theatre mixed-use project. The community will benefit from the restoration of this space for movie theater use, and Alamo Drafthouse Cinema will be an exciting new business with job opportunities in the Mission. Along these lines, we are pleased that Alamo has committed to providing at least 50 percent of the jobs it creates to local Mission District residents.

We are also in support of the new residential project that will be built adjacent to the theatre, and which is aimed at first-time home owners. The proposed contemporary architecture has been designed to incorporate the theatre's historic marquee in a seamless fashion, which is appreciated. The residential project will also provide $1M towards the restoration of the theater. Mission Street is a significant transit corridor and an ideal location for new housing.

Because the Mission has very limited parking, a residential building of this size should take care of as much of its parking demand as possible. While under the new parking rules, a project like this cannot get "1 to 1" parking, we support that they get as much off-street parking as possible. The maximum parking permitted by the Code is 0.75 spaces per dwelling unit, and we feel that this project should receive this allotment (86 residential total spaces for 114 total units), because it will assist the developer to deliver on the promised community benefits, which include:

- 80 to 100 new full and part time permanent jobs;$750K from the residential project and up to $250K from the theater in monetary grants to local community groups;
- Long-term funding source for the local community via 0.25% transfer tax on subsequent sale of residential units, and share of theater admission revenue;
- Non-profit use of the theater space for fundraising events;
- A Community Fund aimed at helping retain local Mission District small businesses; and
- Up to 46 affordable dwelling units via the land dedication at 1296 Shotwell.

This is a great project for the neighborhood on many different levels. The project sponsor has worked with the community and has been receptive to numerous requests and inquiries. We appreciated the fact that the project sponsor held two community meetings and that it provided wide notice to the residents about these meetings, which were held on June 21, 2012 at the New Mission Theatre site, and on September 20, 2012 at the Mission Campus of City College. These meetings, which were held in the evenings, after work, provided a good forum to provide comprehensive information about the Project, and enabled the community to provide the Project sponsors with their input.

Accordingly, we urge the Planning Commission to grant the project approvals as proposed.

Sincerely,

Rosario Anaya
Executive Director

Cc: MLVS Board of Directors

INSTITUTO FAMILIAR DE LA RAZA, INC.

2919 Mission Street
San Francisco, CA 94110

(415) 229-0500
Health Services FAX: (415) 647-3662
Administration FAX: (415) 647-0740

RECEIVED
DEC 11 2012
CITY & COUNTY OF S.F.

John Rahaim
Planning Director
San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Support for New Mission Theatre Mixed-Use Project

Dear Mr. Rahaim:

I am Germán Walteros, the Acting Executive Director from Instituto Familiar de la Raza, Inc., and I am writing to enthusiastically support the New Mission Theatre mixed-use project. The community is thrilled to see the theatre restored to a movie theater use and Alamo Drafthouse Cinema will be an exciting new business with job opportunities in the Mission. Along these lines, we are pleased that Alamo has committed to providing at least 50 percent of the jobs to local Mission District residents.

We are also in strong support of the new residential project that will be built adjacent to the theatre and which is aimed at first-time home owners. The proposed contemporary architecture has been designed to incorporate the theatre's historic marquee in a seamless fashion, which is truly appreciated. The residential project will also provide $1M towards the restoration of the theater. Mission Street is a significant transit corridor and exactly the place where the City should be approving new housing.

Because the Mission is extremely tight on parking, it is also only fair that a residential building of this size takes care of as much of its parking demand as possible. We understand that the Project is proposing and needs sufficient off-street parking for residents. While under the new parking rules, a project like this cannot get "1 to 1" parking, we support that they get as much off-street parking as possible. The maximum parking permitted by the Code is 0.75 spaces per dwelling unit. We strongly support allowing the project to have this much parking (86 residential total spaces for 114 total units), because it will enable the developer to provide the promised community benefits.

This project not only will bring the New Mission Theater back to life and construct much needed housing targeted towards first-time homebuyers, but will also bring a significant amount of other community benefits, including:

- 80 to 100 new full and part time permanent jobs;
- $750K from the residential project and up to $250K from the theater in monetary grants to local community groups;

- Long-term funding source for the local community via .25% transfer tax on subsequent; sale of residential units and share of theater admission revenue;
- Non-profit use of the theater space for fundraising events;
- A Community Fund to aimed at helping retained local Mission District small business; and
- Up to 46 affordable dwelling units via the land dedication at 1296 Shotwell

We feel very strongly that this is a great project for the neighborhood on many different levels. The project sponsor has worked diligently with the community and has been very receptive to numerous requests and inquiries. We appreciated the fact that the project sponsor held two community meetings and that it provided wide notice to the residents about these meetings, which were held on June 21, 2012 at the New Mission Theatre site, and, on September 20, 2012 at the Mission Campus of City College, respectively. These meetings which were held in the evenings, after work, provided a good forum to provide comprehensive information about the Project and enabled the community to provide the Project sponsors community input.

Accordingly, we urge the Planning Commission to grant the project approvals as proposed.

Sincerely,

Germán Walteros
Acting Executive Director

SAN FRANCISCO
PLANNING DEPARTMENT

Preliminary Mitigated Negative Declaration

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Date:	November 21, 2012
Case No.:	**2005.0694E**
Project Title:	**2550-2558 Mission Street Project**
Zoning/Plan Area:	Mission Street Neighborhood Commercial Transit (Mission NCT) District 85-X Height and Bulk District Mission Area Plan
Block/Lot:	3616/007
Lot Size:	44,291 square feet
Project Sponsor	Dean Givas, Oyster Development Corp. (415) 298-3326
Staff Contact:	Rachel Schuett – (415) 575-9030 Rachel.Schuett@sfgov.org

PROJECT DESCRIPTION:

The primary project components include: rehabilitation of the New Mission Theater (2550 Mission Street) as a dining and entertainment (live theater) venue and construction of a mixed-use residential building (2558 Mission Street) containing 114 for-sale market-rate units and 14,750 square feet of ground floor commercial space. The proposed project also includes the dedication of a separate parcel of land at 1296 Shotwell Street (to the Mayor's Office of Housing) in fulfillment of the residential inclusionary housing requirement associated with the new mixed-use residential building. Subdivision of the primary project site into two parcels is also a project component. As a project variant, the New Mission Theater would be rehabilitated as a multiple screen movie house (with the residential component developed as proposed under the primary project). As a separate project variant, the project sponsor would fund and partially implement streetscape improvements on the Bartlett Street right-of-way adjacent to the project site as a way to satisfy the Eastern Neighborhoods Impact Fee Program. Improvements to Bartlett Street would ultimately convert it to a "living street" model designed to be shared by pedestrians, bicyclists, and low speed motor vehicles, and would be consistent with the City's Better Streets Policy.

FINDINGS:

This project could not have a significant effect on the environment. This finding is based upon the criteria of the Guidelines of the State Secretary for Resources, Sections 15064 (Determining Significant Effect), 15065 (Mandatory Findings of Significance), and 15070 (Decision to prepare a Negative Declaration), and the following reasons as documented in the Initial Evaluation (Initial Study) for the project, which is attached.

Mitigation measures are included in this project to avoid potentially significant effects. See page 71.

cc: **Dean Givas,** Project Sponsor
Rachel Schuett, Environmental Planning Division
Rich Sucre, Preservation Planner, Current Planning Division
Distribution List
Supervisor **David Campos**, District 9
Virna Byrd, M.D.F.
Exclusion/Exemption
Historic Preservation Distribution List

INITIAL STUDY

(2005.0694E: 2550-2558 Mission Street Project)

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INITIAL STUDY

(2005.0694E: 2550-2558 Mission Street Project)

A. PROJECT DESCRIPTION

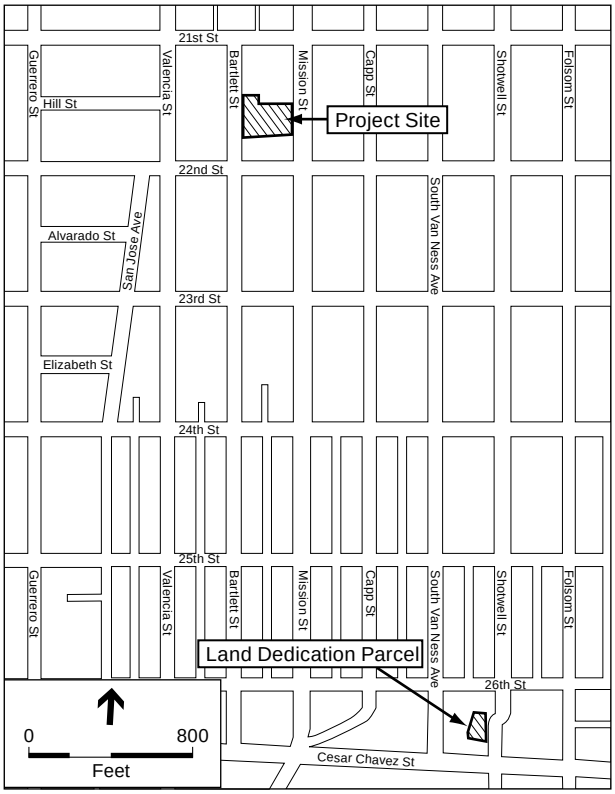
Project Overview

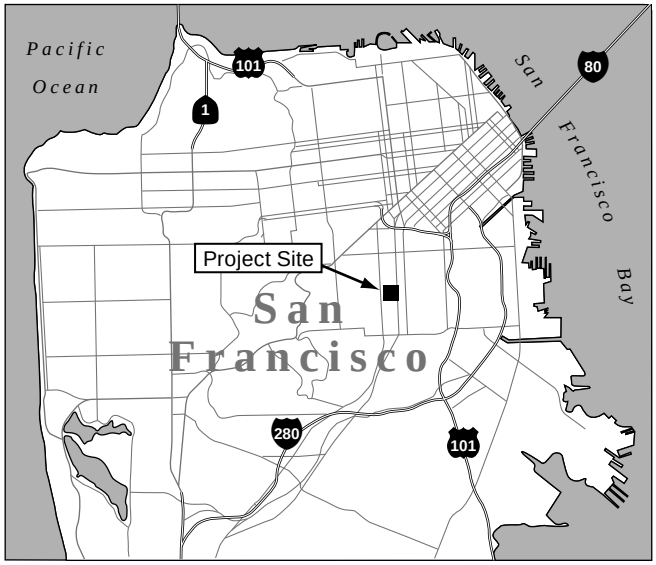
The primary project components include: rehabilitation of the New Mission Theater, demolition of the Giant Value building, and construction in its place of a mixed-use residential building containing 114 for-sale market-rate units and 14,750 square feet of ground floor commercial space in its place. The proposed project also includes the dedication of a separate parcel of land at 1296 Shotwell Street to the Mayor's Office of Housing (MOH) in fulfillment of the residential inclusionary housing requirement associated with the proposed mixed-use residential building. Subdivision of the primary project site into two parcels is also a project component, and is discussed under Project Approvals.

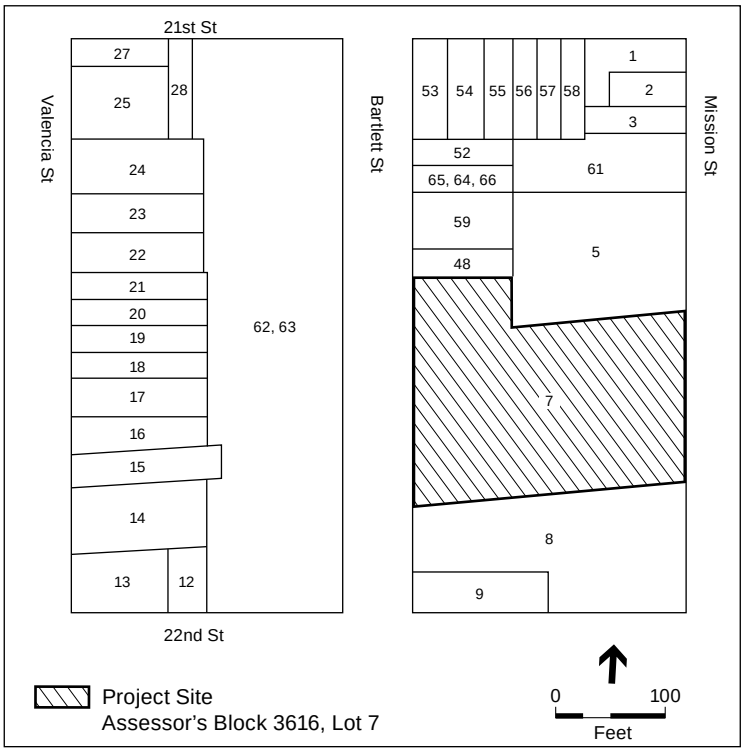
Proposed Project (2550-2558 Mission Street Development)

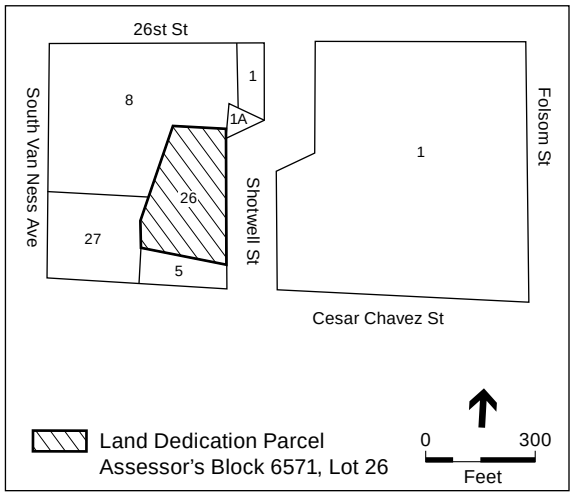
The primary project site is located on a single parcel at 2550 – 2558 Mission Street (Assessor's Block 3616, Lot 7), approximately mid-block on the west side of Mission Street between 21st and 22nd Streets in San Francisco's Mission District (see **Figure 1** on the following page). This site is an irregularly shaped parcel of approximately 44,290 square feet (1.02 acres) that extends from Mission Street to Bartlett Street. It is occupied by the existing two-story (vacant) New Mission Theater building (which takes up approximately 19,237 square feet of the project site), the three-story Giant Value Store (which takes up approximately 17,126 square feet of the project site and includes a basement level), and a small parking area on the Bartlett Street frontage, behind the Giant Value Store (which takes up approximately 7,911 square feet of the project site). **Figure 2**, p. 3, illustrates the project site within the context of the surrounding buildings.

The project sponsor, Oyster Development Corp., proposes to develop a mixed-use project that would include the rehabilitation and reuse of the historic New Mission Theater (City Landmark No. 245) at 2550 Mission Street and the demolition of the adjacent Giant Value Store to allow for the construction of an eight-story building containing residential and commercial uses at 2558 Mission Street. In addition, the proposed project would subdivide the project site into two parcels so that the New Mission Theater and





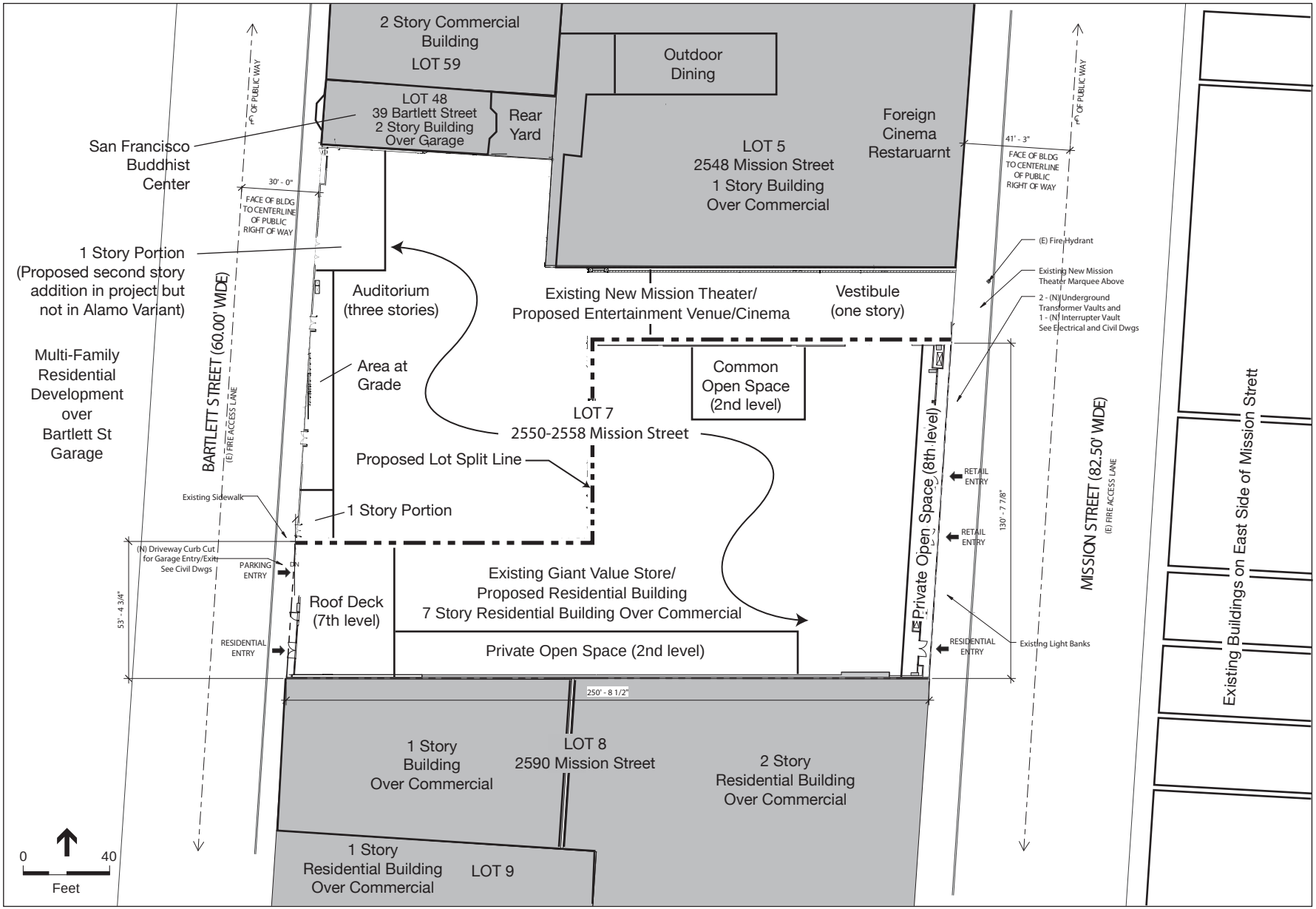




SOURCE: ESA; San Francisco Planning Department

2550-2558 Mission Street Project

Figure 1
Project Location



SOURCE: Kerman Morris Architects; ESA

2550-2558 Mission Street Project

Figure 2

Proposed Site Plan and Surrounding Properties

the new mixed-use building would ultimately be located on separate parcels.[1] Parcel 7A would contain the mixed-use building and would be approximately 23,970 square feet in size, while Parcel 7B would contain the New Mission Theater and would be approximately 20,320 square feet in size.[2]

At project completion, the New Mission Theater, which has been vacant since 1993, would be rehabilitated into a dining and entertainment venue, including a 996-square-foot vertical addition up to the balcony level of the building's northwest corner to accommodate a kitchen and a new elevator. Other changes would be undertaken to provide better ADA accessibility and to bring the building into compliance with most current mechanical, plumbing and electrical codes. A variant to this proposed use, which is also analyzed in this document, would convert the New Mission Theater into a cinema drinking and dining establishment (d.b.a Alamo Drafthouse Cinema) that could accommodate approximately 600 seats over five auditoriums.

The proposed mixed-use building at 2558 Mission Street would contain 114 dwelling units, 14,750 square feet of ground-floor commercial space, and 89 parking spaces in a below-grade garage. Under a separate variant the proposed project would include a number of streetscape improvements on Bartlett Street, on the block immediately adjacent to the project site between 21st and 22nd Streets, in lieu of impact fee payments under the Eastern Neighborhoods impact fee program.[3]

The primary project site is within the Mission Street Neighborhood Commercial Transit (NCT) Zoning District, which permits the proposed residential, retail, restaurant, and entertainment uses.[4] The Mission Street NCT Zoning District imposes no limit on residential density. The site is within an 85-X Height and Bulk District (85-foot height limit, no bulk limit). The proposed project would be consistent with the height and bulk district. The primary project site is at an elevation of approximately 77 feet San Francisco City Datum and is relatively flat with a slight northeastern gradient.[5]

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1 The subdivision of the primary project site would result in a separation of the New Mission Theater lot and the lot on which the mixed–use residential project would be constructed. The lot size for the purposes of land dedication has been determined based on the lot size associated with the mixed-use residential building lot. The size of the proposed land dedication lot must be either 30 or 35 percent of subject lot.

2 These calculations were based on the existing footprint of the New Mission Theater.

3 Planning Code Section 423 outlines the requirements for development impact fees for projects located within the Eastern Neighborhoods area. The proposed project is subject to Tier 3 EN Impact Fees on the Bartlett Street side and Tier 2 EN Impact Fees on the Mission Street side. The proposed project includes new construction of residential and non-residential units. Based upon the proposed square footages, the Tier 3 EN Impact Fees would be calculated at $16.00 per gross square foot of new residential space and $14.00 per gross square foot of new non-residential space. The Tier 2 EN Impact fees would be calculated at $12.00 per gross square foot of new residential space and $14.00 per gross square foot of new non-residential space (see Planning Code Section 423.3, Table 423.3A)

4 The Mission Street NCT requires Conditional Use authorization for development on a site of 10,000 sq. ft. or more, as is the case with the project site.

5 The San Francisco City Datum is a local vertical geodetic reference system specific to the City and County of San Francisco and formally established in 1964 as 8.616 feet (2.626 meters) above the National Geodetic Vertical Datum of 1929 (NGVD29), making it about 8.6 feet (2.62 meters) above mean sea level.

1296 Shotwell Street (Land Dedication Site)

The land dedication site at 1296 Shotwell Street (Assessor's Block 6571, Lot 26) is on the west side of Shotwell Street between 26th and Cesar Chavez Streets (see **Figure 1** on p. 2). This site is also an irregularly shaped parcel of approximately 11,672 square feet, currently occupied by a one-story warehouse structure containing automotive repair uses. No development is being proposed on the land dedication site at this time. However, it is presumed that if the land is dedicated to MOH, it would be developed with affordable housing units in the future. According to a density study prepared by the project sponsor, up to 46 residential units could be accommodated on the site within existing zoning and height and bulk limits.

The land dedication site is within the Mission Street NCT Zoning District and a 65-X Height and Bulk District (65-foot height limit, no bulk limit); therefore, a building up to 65 feet in height would be allowable. As described in more detail below (p. 24), this document assumes, based on a preliminary density study, that bicycle parking and subgrade automobile parking would also be included in this future development. This assumption allows for the analysis of the maximum building envelope for the future residential development. However, the effects of a development which does not include subgrade parking are also discussed where applicable. The land use dedication site is at an elevation of approximately 66 feet San Francisco City Datum. The site is also relatively flat with a gentle upward slope to the north and the west.

Project Characteristics

2550 Mission Street (New Mission Theater)

The project sponsor proposes to rehabilitate the New Mission Theater for use in a variety of related capacities, including restaurant and cocktail lounge space, and an entertainment venue that could host film, live performances, dancing, and similar activities. The project sponsor intends to redevelop the former cinema building in a manner that would allow for flexibility both as to the size and number of activities that could take place in the building, by creating both fixed seating (booths) on the main auditorium floor and in the balcony, and movable tables and chairs on the auditorium floor that could be removed for activities such as dancing or concerts, that would require a larger open area.[6] The project sponsor would also make changes to comply with current building codes and make provisions for accessibility, as described below.

[6] All of the former theater seating has previously been removed from both the main level and the balcony.

On the Mission Street exterior, the existing marquee, parapet, and six-story pylon (blade) sign would be repaired, repainted, and restored, including the installation of new neon tubing in the sign. Changes to the rear (Bartlett Street) façade would involve repairing and repainting of the existing walls, removing the existing unused extension stairway at the second story and installing several egress doorways. In addition, a commercial kitchen would be added on the balcony level, resulting in a building addition that would be visible along Bartlett Street (this is discussed in more detail below).

Along Mission Street, immediately beyond (west of) the marquee, parapet, and sign is the theater's entrance lobby—originally a smaller "nickelodeon"-type cinema constructed of unreinforced brick. This lobby leads back towards Bartlett Street, to the large auditorium building, where the cinema operated before closing in 1993. Because the lobby building requires seismic upgrading, the proposed project would include removal of the lobby's existing interior plaster finish, which has been damaged by water infiltration, and the installation of steel seismic bracing, known as "moment frames," and application of shotcrete (sprayed-on concrete) to the unreinforced masonry walls. The plaster finish would then be replicated, although several inches inward of the existing interior walls due to the added thickness of the steel and shotcrete.

The main auditorium building, built of reinforced concrete, is structurally sound, according to the project engineer, and requires no substantial seismic upgrading. Principal interior features of the large auditorium building, including the main coffered ceiling and the decorated domed ceiling above the upper balcony, most of the plaster wall and ceiling ornamentation, the main stairway, the half wall at the rear of the main floor seating area, and the entrance doors, would be retained, as would the proscenium arch and stage. The stage would be extended six feet in depth, towards the audience, which would eliminate the existing orchestra pit (currently floored over). Behind the stage extension, the existing movie screen would be replaced with a new fixed screen. The project sponsor proposes to vertically expand a small basement beneath the existing stage floor by seven feet to create room for an equipment lift. All existing restrooms would be renovated and upgraded to comply with current plumbing and electrical codes and ADA accessibility requirements.

At the balcony level on the Bartlett Street side of the building, an exterior addition of 996 square feet would provide space for a kitchen for the theater and a new elevator (at the approximate location of the existing ground-floor women's restroom and lounge). A new roof penthouse would be added over the new elevator shaft. On the first floor, egress doors would be replaced, four new windows would be installed, and an existing low wood wall would be replaced with concrete. Also, a new exterior emergency egress stairway from the balcony levels would be installed, replacing an existing stairway that is deteriorated.

Other proposed alterations to the auditorium building include leveling approximately half of the sloping main auditorium floor (close to the stage) to allow for placement of movable seating and for alternate use as a dance floor (as shown in **Figure 3** on p. 8), and the creation of a sound wall, consisting of sliding glass partitions, near the rear of the main floor to allow the main portion of the auditorium to be used for a different function than the rear bar and cocktail lounge area, and to allow the main auditorium to be closed off when not in use. Additional proposed changes include installation of booth seating at the rear of the ground floor and in the upper and lower balconies, the addition of a main bar in the existing theater projection room, and the addition of satellite bars on the mezzanine and in the balconies. Portions of the projection room walls and the raised floor of the projection room would be removed. Two new stairways to the basement at the rear of the auditorium would also be constructed.

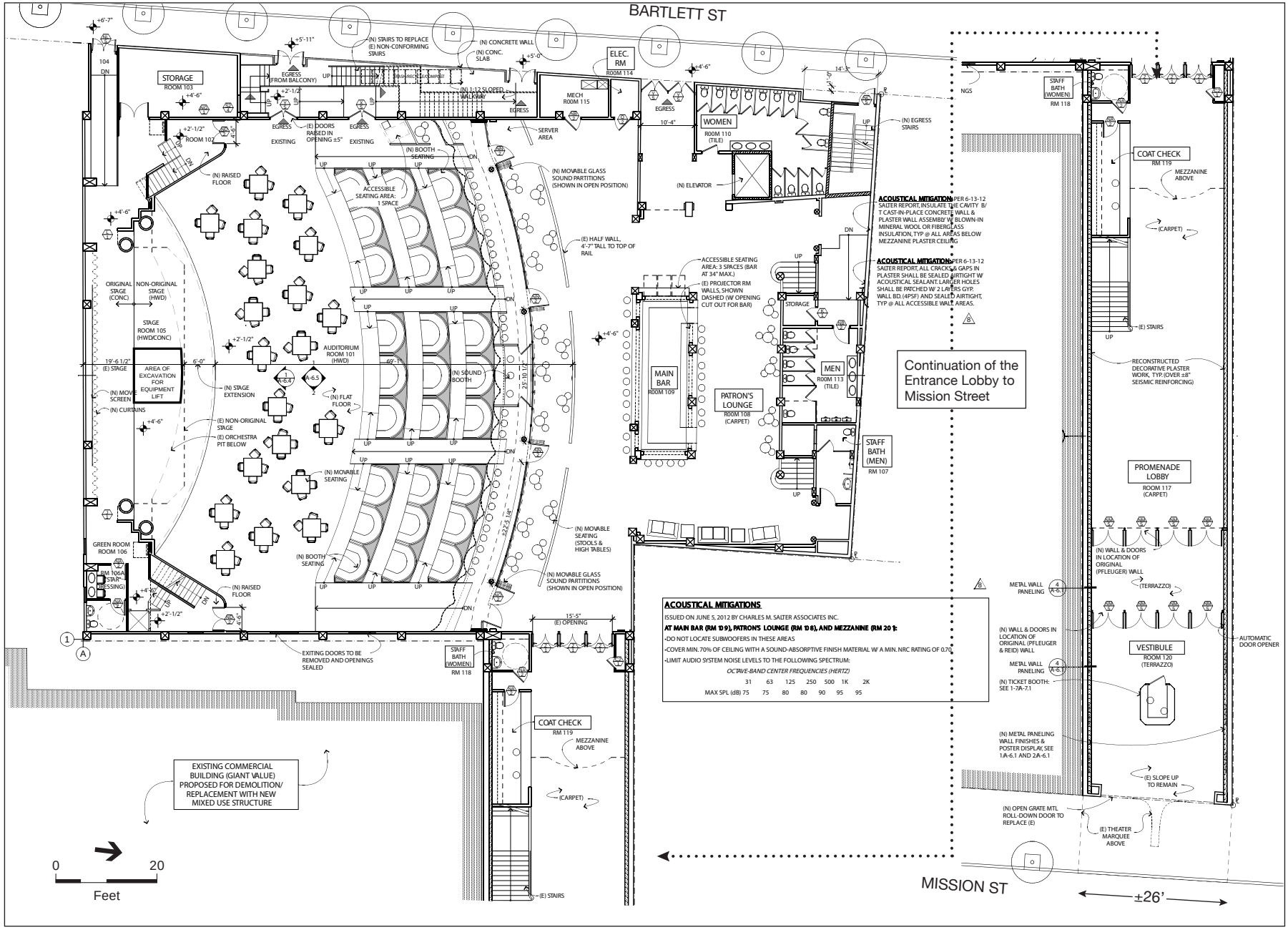
Noise insulation would be installed on the ground level within the north wall of the theater building where the building abuts the adjacent parcel occupied by the San Francisco Buddhist Center, at 37-39 Bartlett Street. This acoustical insulation would extend to cover the entire wall from its westernmost end to the easternmost end (see **Figure 3** on p. 8). Updates would also be made throughout the building to upgrade electrical systems, provide better accessibility, and repair historic furniture and finishes.

Figures 3 through **5**, pp. 8-10, depict the proposed floor plans of the theater building. **Figure 6**, p. 11, depicts sections through the auditorium building, showing the proposed changes to the interior.

Parking and Loading

No new off-street parking is proposed within the New Mission Theater component of the proposed project. As part of the overall 2550-2558 Mission Street project, it is anticipated that the operator of the New Mission Theater would apply to ISCOTT[7] for the creation of an approximately 65-foot long passenger loading/unloading zone on Mission Street adjacent to the New Mission Theater. This passenger zone would be effective only in the evening (after 6:00 p.m.), and would occupy two of the three existing metered loading spaces south of the theater and one metered parking space in front of the theater. The three existing metered loading (yellow) spaces would remain in effect during the daytime (i.e., 7:00 a.m. to 6:00 p.m.), as would the existing metered parking space in front of the theater. In addition, the project sponsor would request that four metered parking spaces adjacent to the project site on Bartlett Street, as well as five metered spaces on 22nd Street, directly west of Mission Street, be converted to commercial vehicle (yellow) loading/unloading spaces.

7 ISCOTT stands for Interdepartmental Staff Committee on Traffic and Transportation, and is an interdepartmental committee including SFMTA, Public Works, Police and Fire, who reviews such applications at a regularly scheduled public hearing.

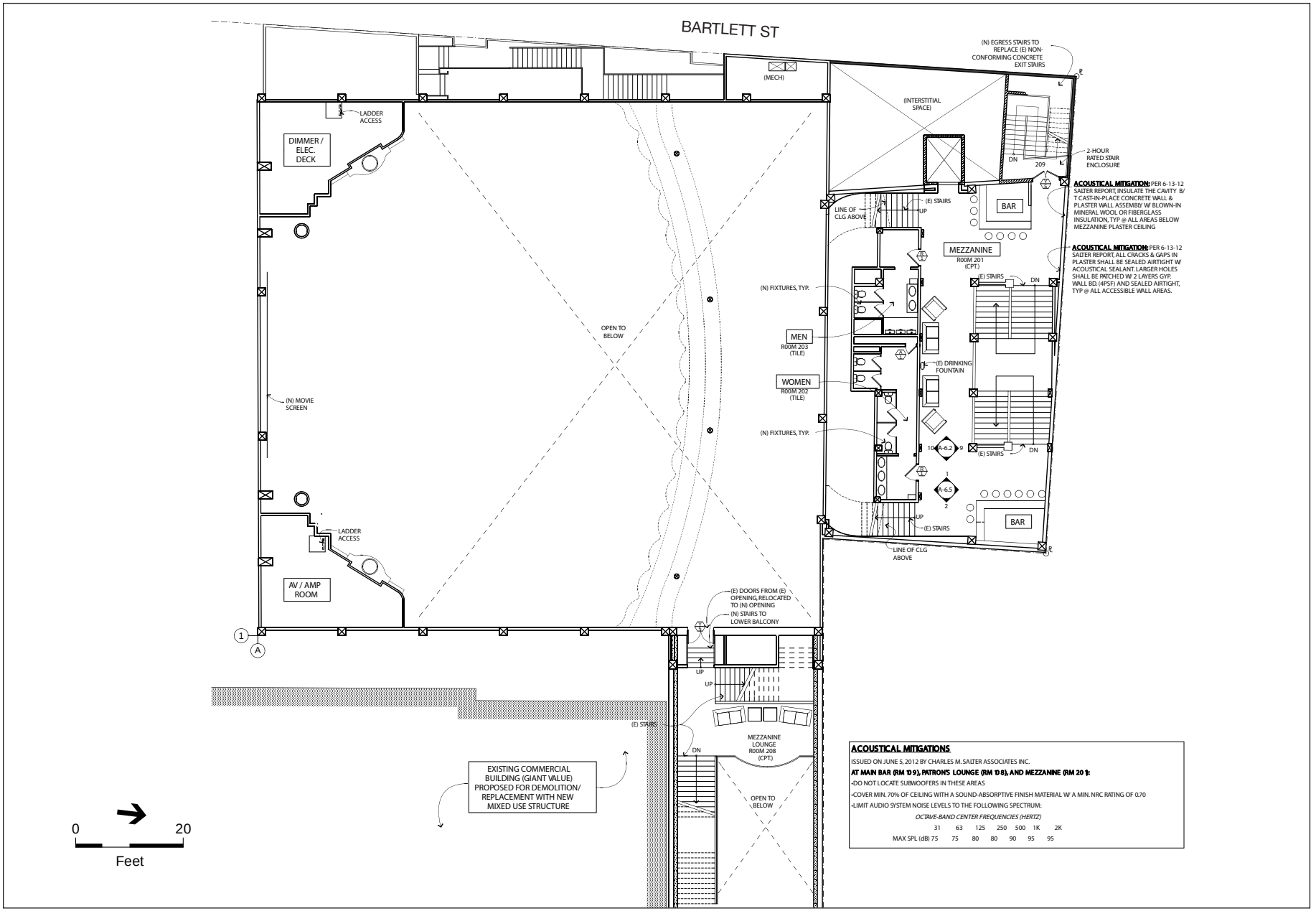


2550-2558 Mission Street Project

SOURCE: Kerman Morris Architects

Figure 3

2550 Mission Street - Proposed First Floor Plan (Live Theater/Nightclub)

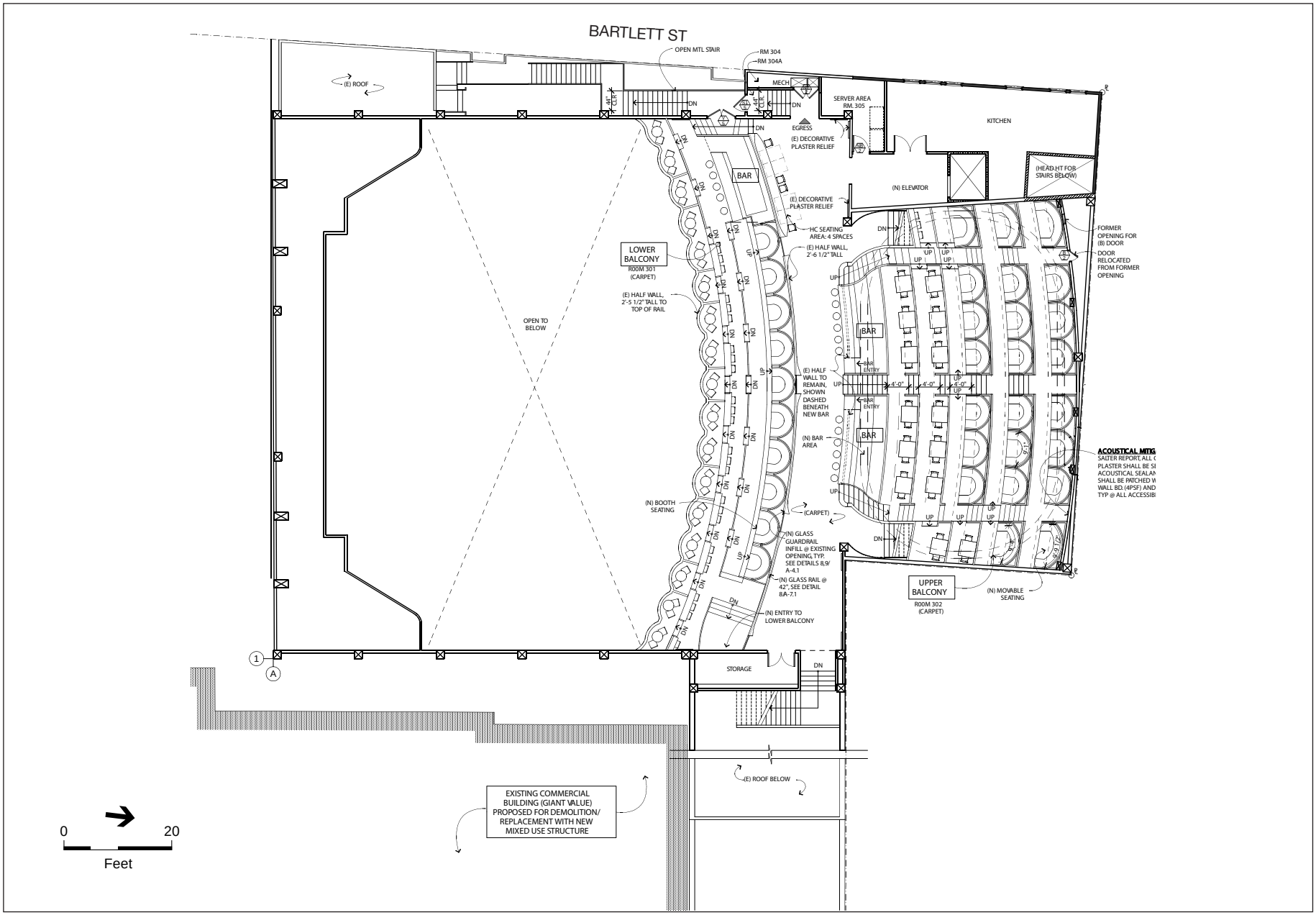


SOURCE: Kerman Morris Architects

2550-2558 Mission Street Project

Figure 4

2550 Mission Street - Proposed Second Floor/ Mezzanine Plan (Live Theater/Nightclub)

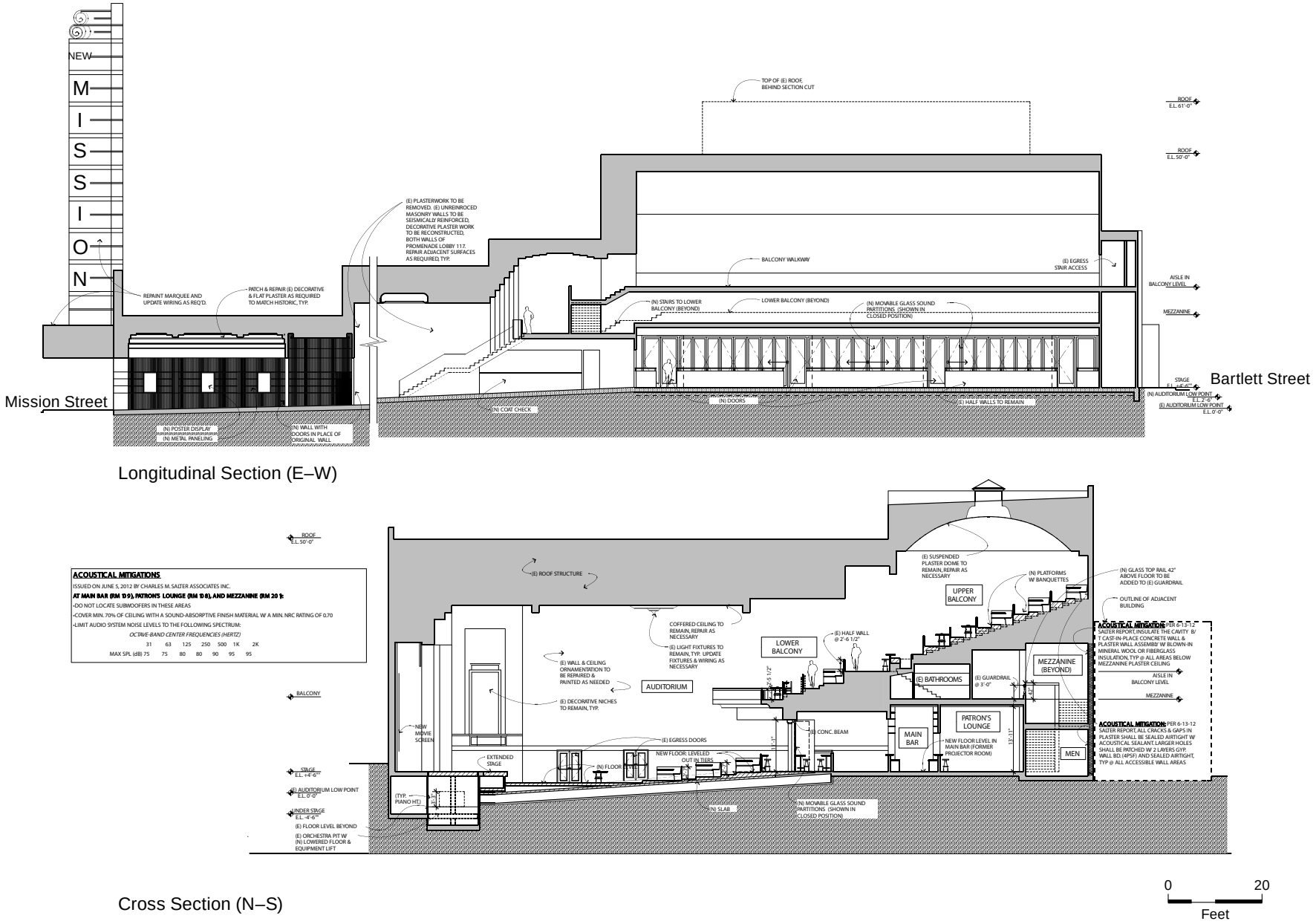


SOURCE: Kerman Morris Architects

2550-2558 Mission Street Project

Figure 5

2550 Mission Street - Proposed Balcony Plan (Live Theater/Nightclub)



SOURCE: Kerman Morris Architects

2550-2558 Mission Street Project

Figure 6

2550 Mission Street - Building Sections (Live Theater/Nightclub)

The project sponsor has indicated that there have been discussions and preliminary agreements for use of the U.S. Bank building parking lot at 22nd Street between Mission Street and Capp Street (2601 Mission Street) for valet operations during weekend evenings and special events, and up to 150 vehicles could be accommodated using valet operations. The project sponsor has indicated that the valet parking operations (if offered) would be in effect after 6:00 p.m. The three existing on-street commercial vehicle loading/unloading spaces adjacent to the project site on Mission Street would remain.

Excavation

Excavation to a depth of approximately seven feet beneath a small area of the ground level (at the approximate location of the existing ground-floor women's restroom and lounge) would be required to accommodate the equipment proposed beneath the theater auditorium. A total of approximately 15 cubic yards of soil would be removed.

2558 Mission Street (Mixed-Use Development)

To accommodate the residential and commercial component of the proposed project, the 44,000-square foot Giant Value Store building (originally constructed in 1925 as a department store, extensively remodeled in 1958, and occupied by the current tenant since 1973) would be demolished. Hilda's Floral and Gifts, which occupies a small portion of the department store structure and operates as a separate business, would also be removed as part of the larger demolition. A new building would occupy the entirety of the newly subdivided lot (approximately 23,970 square feet in size). This building would include a total of 114 for sale, market-rate dwelling units, composed of 18 junior one-bedroom units, 45 one-bedroom units, and 51 two-bedroom units.[8]

The 2558 Mission Street building would be approximately 85 feet tall (measured from Mission Street), with seven stories of residential units above approximately 14,750 square feet of ground-floor commercial space.[9] The proposed building would be set back approximately 15 feet from the Mission Street property line at the eighth floor (above approximately 75 feet, see **Figure 11** on p. 18) and would be set back approximately 40 feet from the Bartlett Street property line at the seventh floor (above approximately 65 feet, see **Figure 13** on p. 20), where the roof deck would be located. The proposed building would also

[8] Planning Code Section 207.6(c)(2) requires, in the Mission Street NCT district, that at least 40 percent of the dwelling units in new residential projects contain two or more bedrooms, or at least 30 percent of the units contain three or more bedrooms.

[9] For conservative purposes, the Transportation Impact Study (date TBD) prepared for the proposed project assumes that the ground story of 2558 Mission Street building would be occupied by 15,000 square feet of restaurant uses (rather than retail uses), although no assumption is made as to whether this use would exist as one large restaurant or up to three smaller ones. Restaurant uses have a higher trip generation rate than retail uses.

contain setbacks along the north and south edges of the Mission Street façade at a height of approximately 55 feet. This proposed project component would be consistent with the height and bulk requirements of the 85-X Height and Bulk District in which the site is located. The project sponsor will seek Conditional Use authorization from the *Planning Code* requirements, which state that frontages along Mission Street are subject to a 15-foot front setback above a height of 65 feet.[10]

The ground floor would contain retail or restaurant uses, a mail area, a management office, building utilities, and two residential lobbies (see **Figure 8** on p. 15). The main lobby would be at the Bartlett Street entrance and a secondary lobby would be at the Mission Street entrance.[11] The retail/restaurant space could house one large or up to three smaller tenants. A trash, compost, and recycling storage room for the residential units would be located within a below-grade garage level, accessed from Bartlett Street. A secondary trash, compost and recycling storage room serving the ground floor retail uses fronting Mission Street would be located on the ground floor. Vehicular entrance to the basement parking level would be located at ground level (Level 1) on Bartlett Street, just north of the main residential lobby.

Residential units would be split among Levels 2 through 8 and would range in size from 520 square feet (for a junior one-bedroom unit) to 1,400 square feet (for a two-bedroom unit). **Figure 7**, p. 14, illustrates the parking level of the proposed 2558 Mission Street building, while **Figures 8**, p. 15, through **Figure 11**, p. 18, illustrate the ground floor plan and other representative floor plans of this proposed structure. **Figure 12**, p. 19, and **Figure 13**, p. 20, illustrate elevation views from Mission and Bartlett Streets.

Parking and Loading

Below-grade parking for the mixed-use building would be developed in a basement level beneath the entirety of the mixed-use building; all vehicle access would be via a new garage door at the ground level on Bartlett Street (see **Figure 7** on p. 14). A total of approximately 89 parking spaces would be provided, of which three would be handicapped-accessible spaces. Eighty-six of the parking spaces (including the three disabled-accessible spaces) would be for the 114 residential units, a ratio of 0.75 spaces per unit, which is the maximum permitted (with Conditional Use authorization) for residential uses in the Mission NCT Zoning District (*Planning Code* Section 151.1). One parking space would be a car-share space and two parking spaces would be for the retail component. All parking spaces except for the car-share and handicapped-accessible spaces would be provided in two-level mechanical lifts. Approximately 41

[10] See Planning Code Section 253.4.

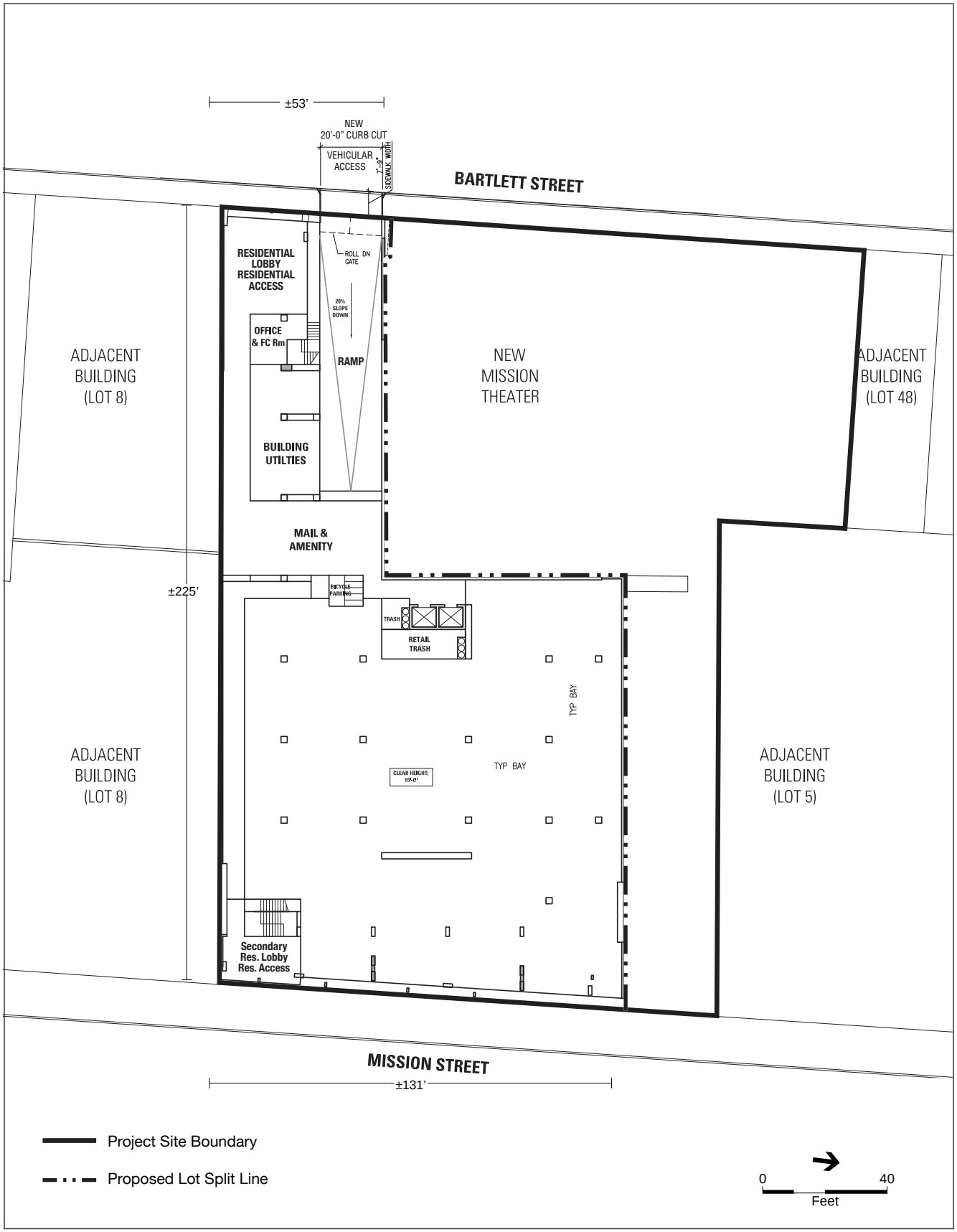
[11] *Planning Code* Section 736 states that commercial uses occupying gross floor area over 6,000 square feet are permitted only with a Conditional Use authorization.

2550-2558 Mission Street Project

SOURCE: KH Architects

Figure 7

2558 Mission Street Residential Building - Parking Level

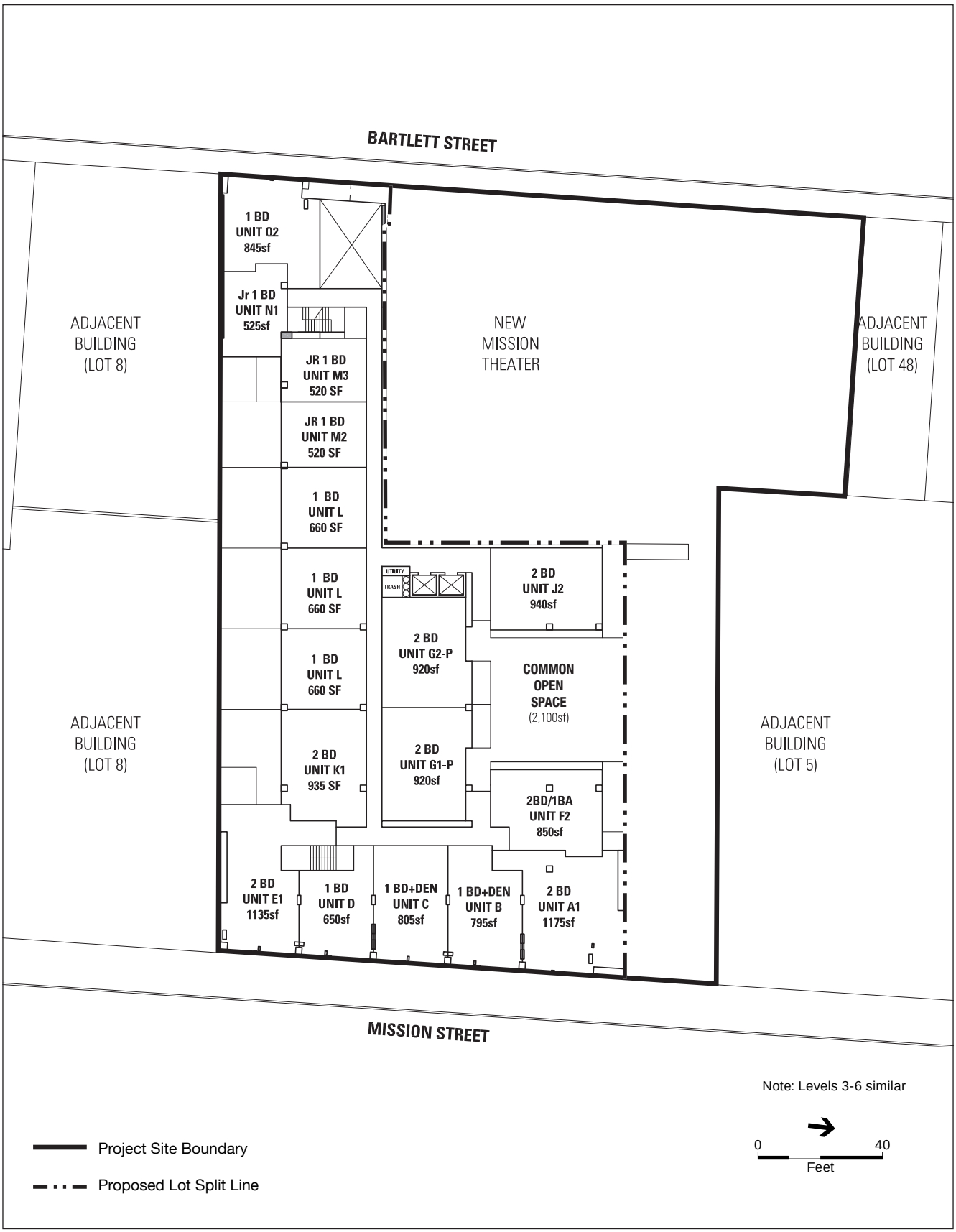


2550-2558 Mission Street Project

SOURCE: KH Architects

Figure 8

2558 Mission Street Residential Building - Ground Floor Plan



2550-2558 Mission Street Project

SOURCE: KH Architects

Figure 9

2558 Mission Street Residential Building - Level 2

2550-2558 Mission Street Project

SOURCE: KH Architects

Figure 10

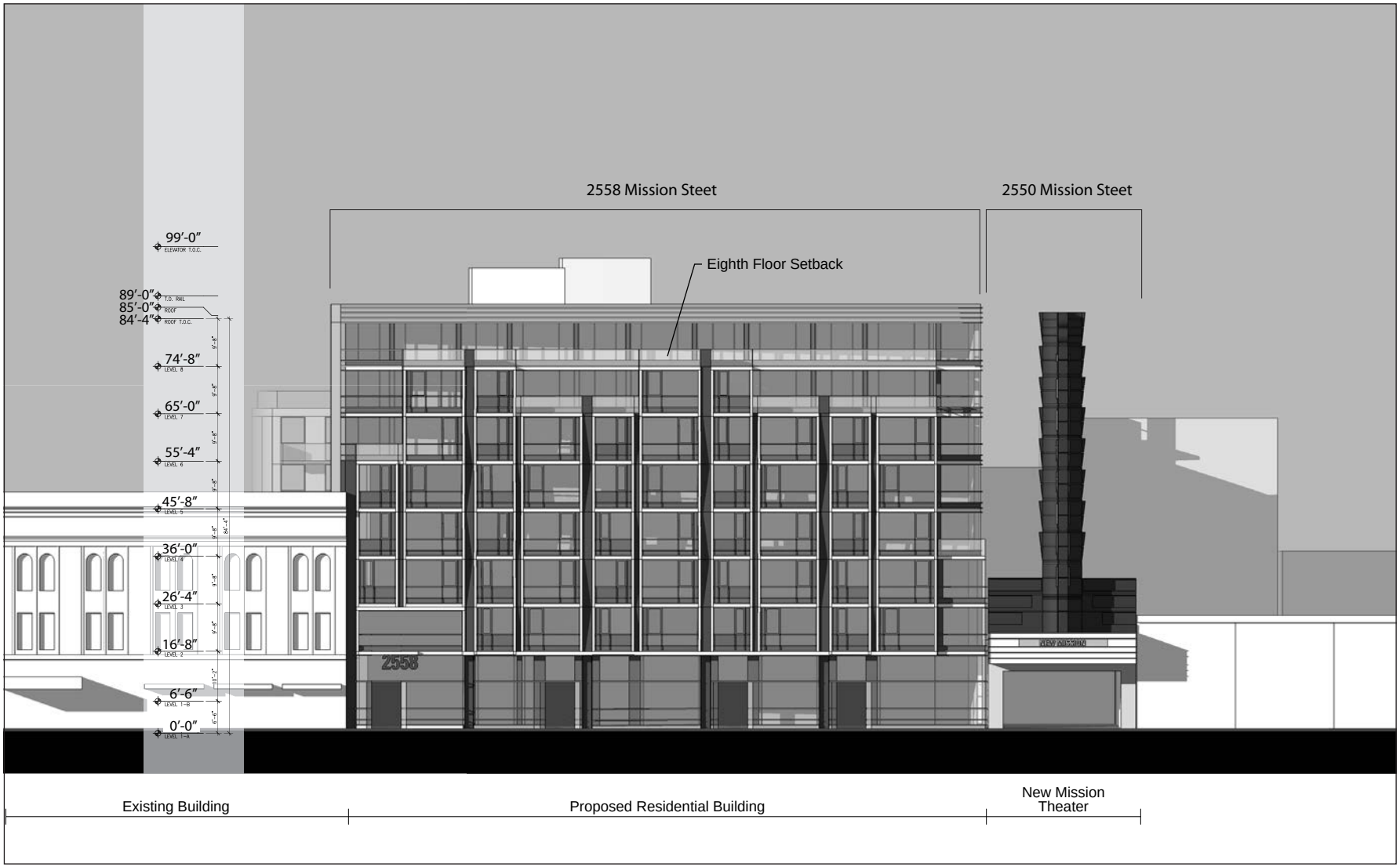
2558 Mission Street Residential Building - Level 7

2550-2558 Mission Street Project

SOURCE: KH Architects

Figure 11

2558 Mission Street Residential Building - Level 8

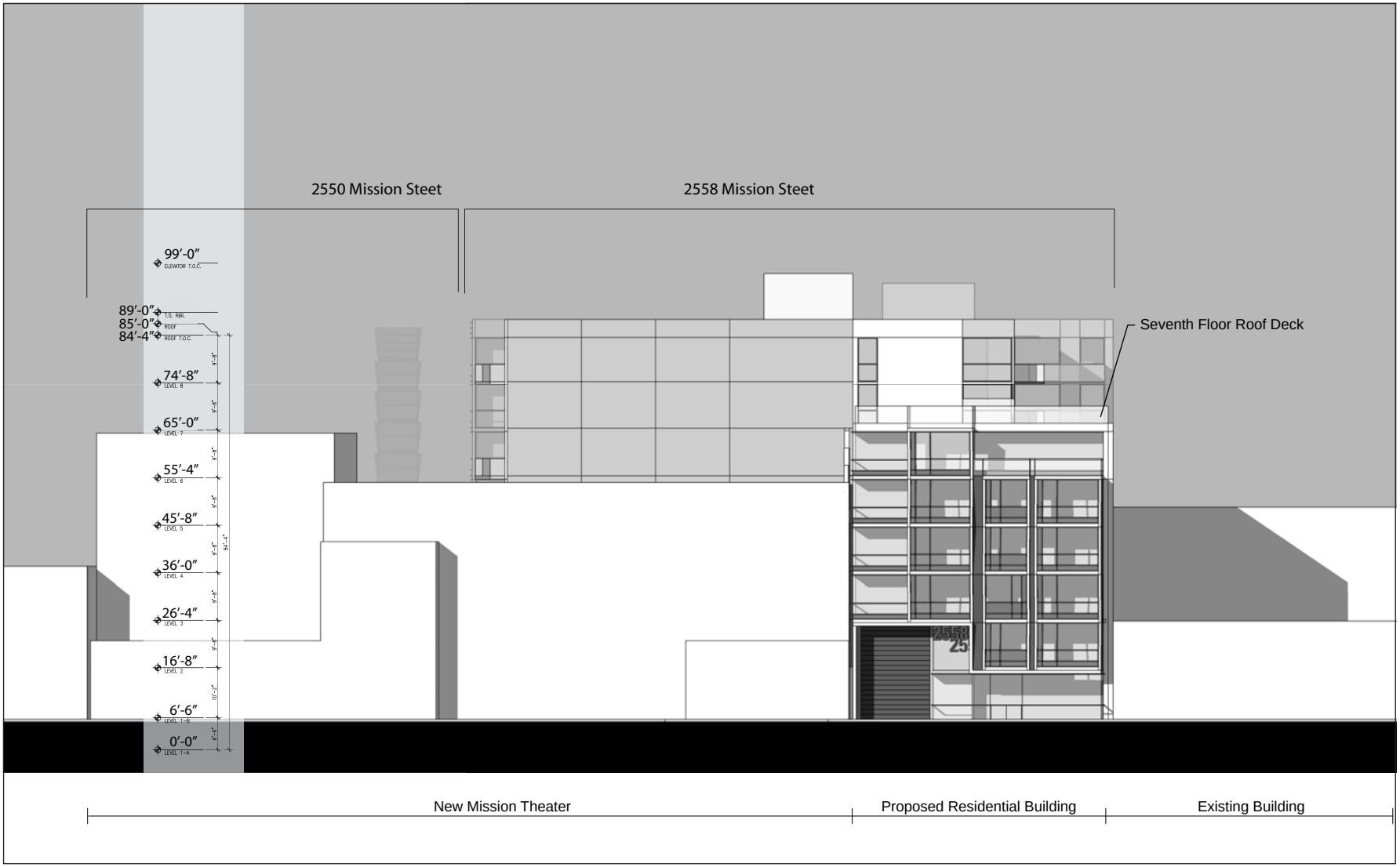


SOURCE: KH Architects

2550-2558 Mission Street Project

Figure 12

2558 Mission Street Residential Building - Mission Street Elevation



SOURCE: KH Architects

2550-2558 Mission Street Project

Figure 13

2558 Mission Street Residential Building - Bartlett Street Elevation

bicycle spaces would also be provided in separate, secure room on the parking level, which would be accessed via the garage ramp or the building elevators and which would meet the requirements of *Planning Code* Section 155.4.

No off-street loading would be provided as part of the proposed project. The project sponsor would seek an exception to the *Planning Code* on-site loading requirement, which requires that one off-street loading space be provided for the residential uses and one off-street loading space be provided for the commercial uses, for a total of two loading spaces in the 2558 Mission Street building. Instead, as noted above, on Bartlett Street, the project sponsor would request that four metered parking spaces adjacent to the project site be converted to commercial vehicle (yellow) loading/unloading spaces. An exterior door on Bartlett Street would connect to a hallway leading to the internal hallway provided for deliveries to the residential building as well as the retail uses on Mission Street. As stated above, the project sponsor would also request that a passenger loading/unloading zone be created during the evening to support the restaurant/entertainment uses, and that five metered spaces on 22nd Street, directly west of Mission Street, be converted to commercial vehicle (yellow) loading/unloading spaces.

Open Space

Approximately 48 percent of the residential units (or 55 units) would have private open spaces in the form of balconies and decks of at least 80 square feet in size. For the remaining units, a 2,050 square foot common open space would be provided through a commonly accessible roof deck on the western portion of Level 7 (along the Bartlett Street) and through an approximately 2,100-square-foot commonly accessible courtyard at Level 2 (first residential level, above the retail space), in the area between the residence and theater, as shown in Figure 8, p. 17. A total of approximately 4,150 square feet of commonly accessible residential open space would be provided, or approximately 70 square feet of commonly accessible open space for every unit without private open space.[12] The project sponsor would seek an exception to the *Planning Code* requirements for the size and configuration of the open space.

Design

With regard to design, the mixed-use building would be of contemporary architectural design and would be constructed of concrete and clad in metal, glass and plaster with a significant amount of glazing. Both

[12] The Mission Street NCT district requires that open space be provided at a rate of 80 square feet per residential unit; commonly accessible open space may be substituted for private open space at a rate of 106.4 square feet (1.33 x 80 square feet) of common usable open space per unit (*Planning Code* Secs. 135(d); 736.93). The proposed project would include approximately 4,400 square feet of private open space, in the form of private decks and balconies for about 55 of the dwelling units.

the Mission and Bartlett Street facades would be articulated above the ground level, with multi-colored panels and alternating inward and outward-angled windows.

Excavation

Excavation would be an additional six feet below the existing basement (which extends beneath the entire Giant Value Store and a portion of the Mission Street sidewalk) to a depth of approximately 16 feet below grade to accommodate the below-grade garage level of the mixed-use building, although no additional excavation is proposed beneath the sidewalk. The new building is proposed to be constructed on a steel-reinforced concrete mat foundation, with additional support from piles and grout compaction of the soil. A total of approximately 7,000 cubic yards of soil would be removed.

Table 1, below, summarizes the characteristics of the proposed project.

TABLE 1
PROJECT CHARACTERISTICS

	New Mission Theater Building	Mixed-Use Building	Total
Residential Units			
Junior 1-Bedroom Units	N/A	18	18
1-Bedroom Units	N/A	45	45
2-Bedroom Units	N/A	51	51
Total	N/A	114	114
Parking Spaces	0	86 residential [a] 2 retail 1 car share	89[a]
Bicycle Spaces	0	41	41
Floor Area[b]			
Restaurant/Entertainment	30,534	0	30,534
Retail	0	14,750	14,750
Residential	0	125,160	125,160
Parking	0	21,800	21,800
Total Floor Area[b]	30,534	161,710	192,244
Residential Open Space			
Private (55 units)	N/A	4,400	4,400
Commonly Accessible	N/A	4,150	4,150
Total Open Space	N/A	8,550	8,550

N/A – Not Applicable

[a] Including 3 disabled-accessible spaces.
[b] In Square Feet of Gross Floor Area; includes circulation space (corridors, stairs) and common open space, totaling 10,805 square feet. The Total Floor Area does not include the partially subterranean parking garage.

SOURCE: Kerman Morris Architects, Kwan Henmi Architects, October 2012.

Planned Unit Development

As part of the 2558 Mission Street project component, the project sponsor is seeking approval of the proposed project as a Planned Unit Development *(*PUD; *Planning Code* Section 304), which is subject to Conditional Use authorization under *Planning Code* Section 303. A PUD is "intended for projects on sites of considerable size, developed as integrated units and designed to produce an environment of stable and desirable character which will benefit the occupants, the neighborhood and the City as a whole. In cases

of outstanding overall design, complementary to the design and values of the surrounding area, such a project may merit a well reasoned modification of certain of the provisions contained elsewhere in this Code" (*Planning Code* Section 304(a)). Approval of a PUD is subject to criteria that include conformance with the objectives and policies of the *San Francisco General Plan*, provision of adequate off-street parking, provision of adequate usable open space as required by the *Planning Code*, no exceptions to the height limitations, and conformance with the density limitations (including conditionally permitted densities) established for the zoning district. Approval of a PUD requires Conditional Use authorization from the Planning Commission in accordance with *Planning Code* Section 303.

As part of the proposed PUD, the project sponsor seeks exceptions to the following *Planning Code* standards (applicable *Code* section in parentheses):

- ***Rear Yard Setback (Sec. 134).*** This section requires a rear yard depth equal to 25 percent of the depth of the parcel. Exceptions are permitted for residential uses if a comparable amount of open space is provided elsewhere on the property that is accessible to project residents and the project would not impede light and air access to or views from adjacent properties. The 2558 Mission Street project would provide private open space (balconies) for nearly half of the residential units and would provide commonly accessible open space for residents of the remaining units in an amount that would exceed that required by the *Planning Code*. The amount of commonly accessible open space, approximately 5,968 square feet, would be in excess of the 5,333 square feet that represents one-fourth of the total area of the parcel proposed for new construction (i.e., that is not occupied by the existing theater building.)[13]

- ***Dwelling Unit Exposure (Sec. 140).*** This section requires that at least one room at least 120 square feet in area within a dwelling unit must face directly on a public street at least 25 feet in width, a Code-compliant side yard or rear yard, or an unobstructed open area at least 25 feet in every horizontal dimension. Of the 114 units proposed, 43 units on the southern side of the building would not meet Section 140 requirements. Thirteen of these 43 non-compliant units are presently limited by the existing conditions, namely by the height and proximity of the building to the south, including; seven units on Level 2, three units on Level 4.

[13] The portion of the lot excluding the existing theater building is approximately 54 feet wide at Bartlett Street. One-fourth of the depth of the lot is 62.5 feet. Thus, a rear yard encompassing the rear 25 percent of the lot would occupy approximately 3,375 square feet. A rear yard covering the rear one-fourth of the entire parcel, including the site occupied by the theater, would measure about 12,800 square feet.

- ***Off-Street Freight Loading (Sec. 152).*** As noted above, Section 152 requires that the project provide one off-street loading space for residential uses and one space for commercial uses, for a total of two loading spaces in the 2558 Mission Street building. No off-street loading facility would be required for the New Mission Theater building. The proposed project would provide no off-street spaces, but the project sponsor is requesting the creation of additional on-street freight (and passenger) loading spaces, on Mission, Bartlett and 22nd Streets, as described above.

- ***Usable Open Space (Sec. 135).*** Section 135 requires that the project provide usable open space for residential uses, at that rate of 80 square feet per unit for private open space or 100 square feet per unit if the open space is (public) commonly accessible. The proposed project would provide 4,400 square feet of private open space (meeting the 80 square feet per unit requirement), but would fall short of providing commonly accessible open space by approximately 2,128 square feet (it would provide a total of 4,150 square feet of commonly accessible open space).

- ***Common Open Space Inner Court Perimeter Wall Height Requirements (Sec. 135 (g)(1)).*** The area of an inner court, as defined by this Code, may be credited as common usable open space, if the enclosed space is not less than 20 feet in every horizontal dimension and 400 square feet in area; and if (regardless of the permitted obstructions referred to in Subsection 135(c) above) the height of the walls and projections above the court on at least three sides (or 75 percent of the perimeter, whichever is greater) is such that no point on any such wall or projection is higher than one foot for each foot that such point is horizontally distant from the opposite side of the clear space in the court. The project would not comply with this requirement as the interior courtyard would be surrounded by the building's outer walls on three sides and is located six stories below the roofline.

Residential Inclusionary Affordable Housing Program

The proposed project would comply with the Residential Inclusionary Affordable Housing Program (*Planning Code* Section 315 *et. seq.*) through in-lieu dedication of land to MOH, a process outlined in the Eastern Neighborhoods and the Mission Street NCT (*Planning Code* Section 419.5(a)(2)). Under this section of the Code, the land dedication site must be located within one mile of the project site and be within the Mission Area Plan boundaries. It is, therefore, anticipated that all of the proposed housing units (114 in total) would be for-sale market-rate units, as noted above. However, in the event that the Land Dedication project component is not approved, the necessary number of below-market-rate units would instead be provided on-site, within the 2558 Mission Street mixed-use building.

1296 Shotwell Street (Land Dedication Site)

As noted above, the proposed project includes land dedication for an affordable residential development that would be constructed by a non-profit affordable housing developer working with the San Francisco Mayor's Office of Housing, at 1296 Shotwell Street. The proposed land dedication site is located on the west side of Shotwell Street between 26th Street and Cesar Chavez Street on Lot 26 of Assessor's Block

6571. *Planning Code* Section 419.6, Land Dedication Alternative in the Mission NCT District, states that if the Land Dedication Alternative option is elected by the project sponsor, the proposed site must be located within one mile of the subject property and within the Mission Area Plan. The land dedication site is located 0.8 miles from the 2558 Mission Street project site and is within the Mission Area Plan area.

Planning Code Section 419.5 (a)(2)(A) requires the land dedication site to hold 40 inclusionary units, based on the size of the proposed project at 2558 Mission Street. A density study developed for the site indicates that the site could accommodate a building containing up to 46 residential units (6 studios, 18 one-bedroom units, and 22 two-bedroom units), 21 sub-grade vehicle parking spaces, and 20 bicycle parking spaces.[14] This density study is compliant with the underlying zoning of the site, and is illustrated on **Figure 14**, on the following page. Therefore, for the purposes of environmental review, the maximum feasible development of the site given the zoning and MOH's requirements was determined to be 46 units.

Since the lot's only street frontage is on Shotwell Street, it is assumed that both pedestrian and vehicular access to a future building would be provided from Shotwell Street.

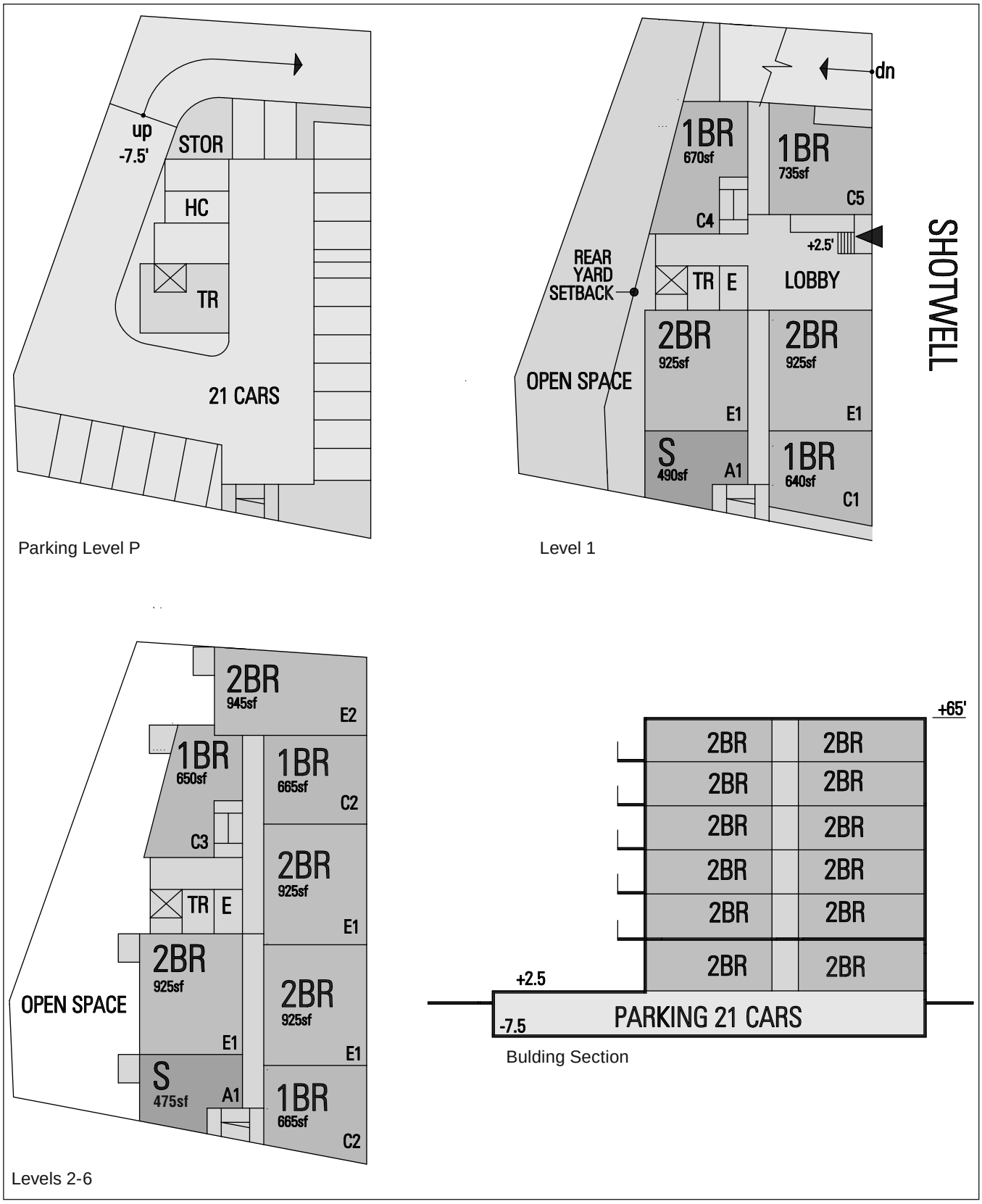
Excavation would be required to a depth of approximately 11 feet below grade to accommodate a parking level, which would involve removal of a total of approximately 5,300 cubic yards of soil.[15]

Project Variant – Alamo Drafthouse Cinema

As a variant to the proposed "live theater" type of venue, the project sponsor is considering converting the New Mission Theater into a multiple screen movie house with food and alcoholic beverage service operated by Alamo Drafthouse Cinema. The major differences between this variant and the "live theater" option would be that, under this variant, five separate cinemas would be created inside the existing auditorium. The main (ground) floor would be the largest auditorium (Auditorium 1), while the balcony would be extended by approximately 15 feet south (toward the front of the theater; i.e., toward the stage) and divided into four new theaters (Auditoriums 2, 3, 4 and 5). Proposed physical changes to the building under this option are discussed in greater detail below. The total seating capacity for all five theaters

[14] Note: Developable units should be comparable in size to the principal project unit sizes and at no time smaller than the following unit sizes: Studios = 250 square feet; 1-BR = at least 500 square feet; 2-BR = at least 800 square feet; 3-BR = at least 1,000 square feet; 4-BR = at least 1,250 square feet.

[15] The conceptual plans provided in this document were prepared for the purposes of determining whether the land use dedication site could support the required density. The MOH Housing Project may differ significantly in design, including access points, provision of parking, inclusion of subterranean or partially subterranean levels, resulting depth to excavation, etc. However, for the purposes of this environmental review the building envelope and footprint identified on the conceptual plans will be used to identify potential environmental constraints and hazards.



SOURCE: KH Architects

2550-2558 Mission Street Project

Figure 14

1296 Shotwell Street Density Study (Land Dedication Site)

would be approximately 600 seats as shown in **Table 2**, below. Plans illustrating the proposed changes under this variant are included in **Figures 15** through **18** on pages 28 through 31. A passenger drop-off zone would be located in front of the theater, in a manner comparable to that described above for the primary project.

TABLE 2
ALAMO DRAFTHOUSE CINEMA VARIANT

Use	Area (square feet)	Number of Seats
Auditoriums (5)	12,355	600
Lounges & Concessions Area[1]	2,660	
Total	**15,105**	**600**

[1] Of the lounges and concession area, 500 square feet would include a lounge accessible to non-movie patrons, and which is therefore separately analyzed in the transportation analysis in addition to the cinema capacity.

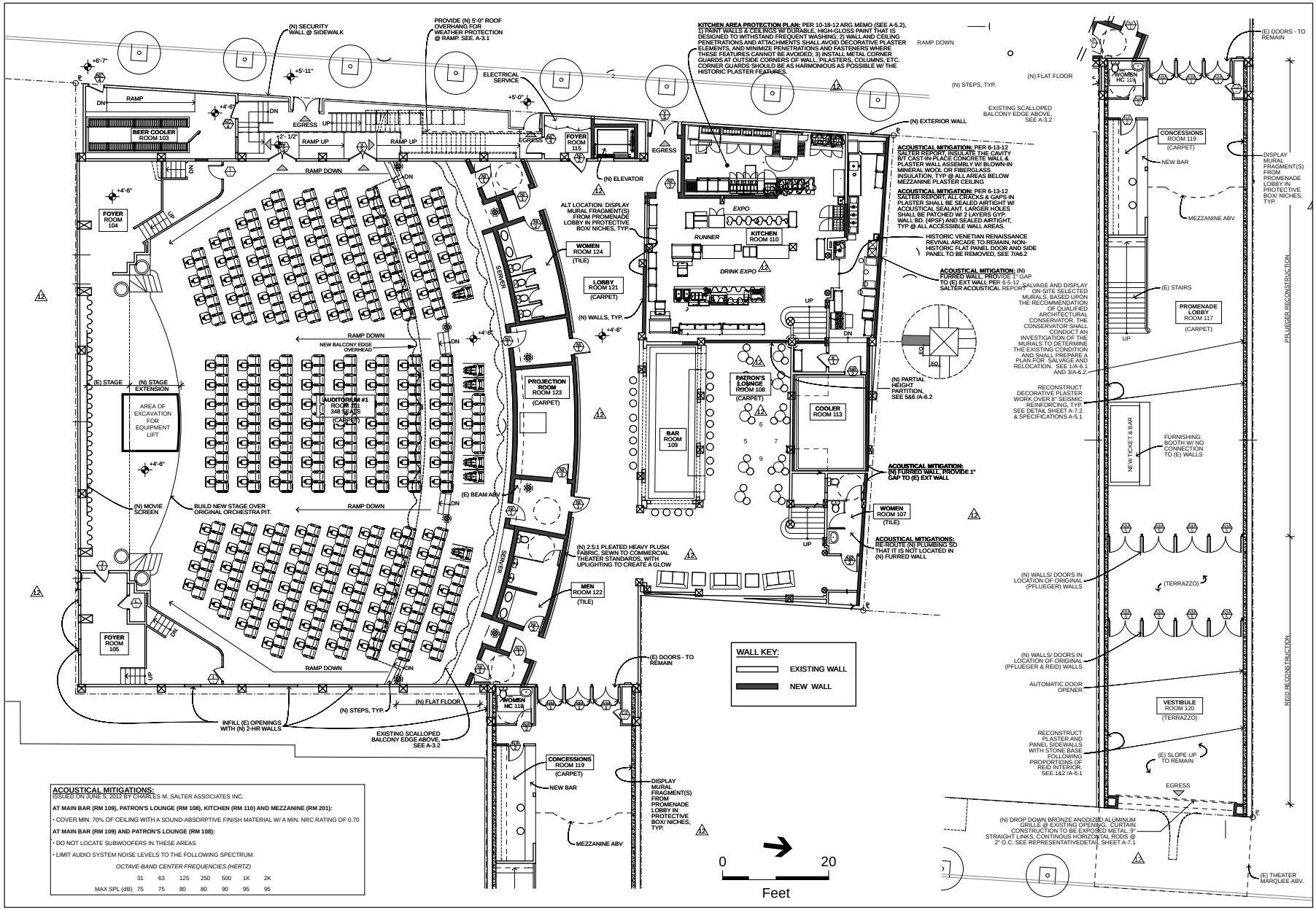
The programming for the drafthouse cinema would include both movie screenings and live performances (a maximum of 25 live performances per year is anticipated). Normally these would be limited to seating capacity (approximately 600 persons), although the number of attendees could be higher for special events, such as a movie premiers or charity events (attendance during these types of events could be higher if not all attendees were seated, and would be limited only by *Fire Code* requirements).

The cinema would generally operate from 11:00 a.m. until midnight, with a few midnight showings scattered throughout the year. On a typical day, matinees would start at 11:00 a.m. The Alamo cinema would include a row of "table space" for each row of seating, with table service for food and beverages available.

The cinema would employ a total of 40 staff during weekdays and 80 staff per weekend day. It would include two bars - one in the entry portion of the building and another one in the rear of the ground floor near the staircase and kitchen. The bar in the entryway would be open for public use while the food and beverage table service and the rear bar would be reserved for the movie audience.[16]

In terms of proposed physical modifications to the building, like the "live theater" option, the Alamo Drafthouse Cinema Variant would rehabilitate and re-electrify the historic marquee and pylon sign on Mission Street. On the Bartlett Street elevation, the existing concrete façade would be patched and

[16] *Planning Code* Section 249.60, Mission Alcoholic Beverage Special Use District, prohibits the establishment of new venues selling alcoholic beverages. However, exceptions are made in cases where alcohol is provided within a "Bona Fide Restaurant," as would be the case for Alamo Drafthouse Cinema Variant.

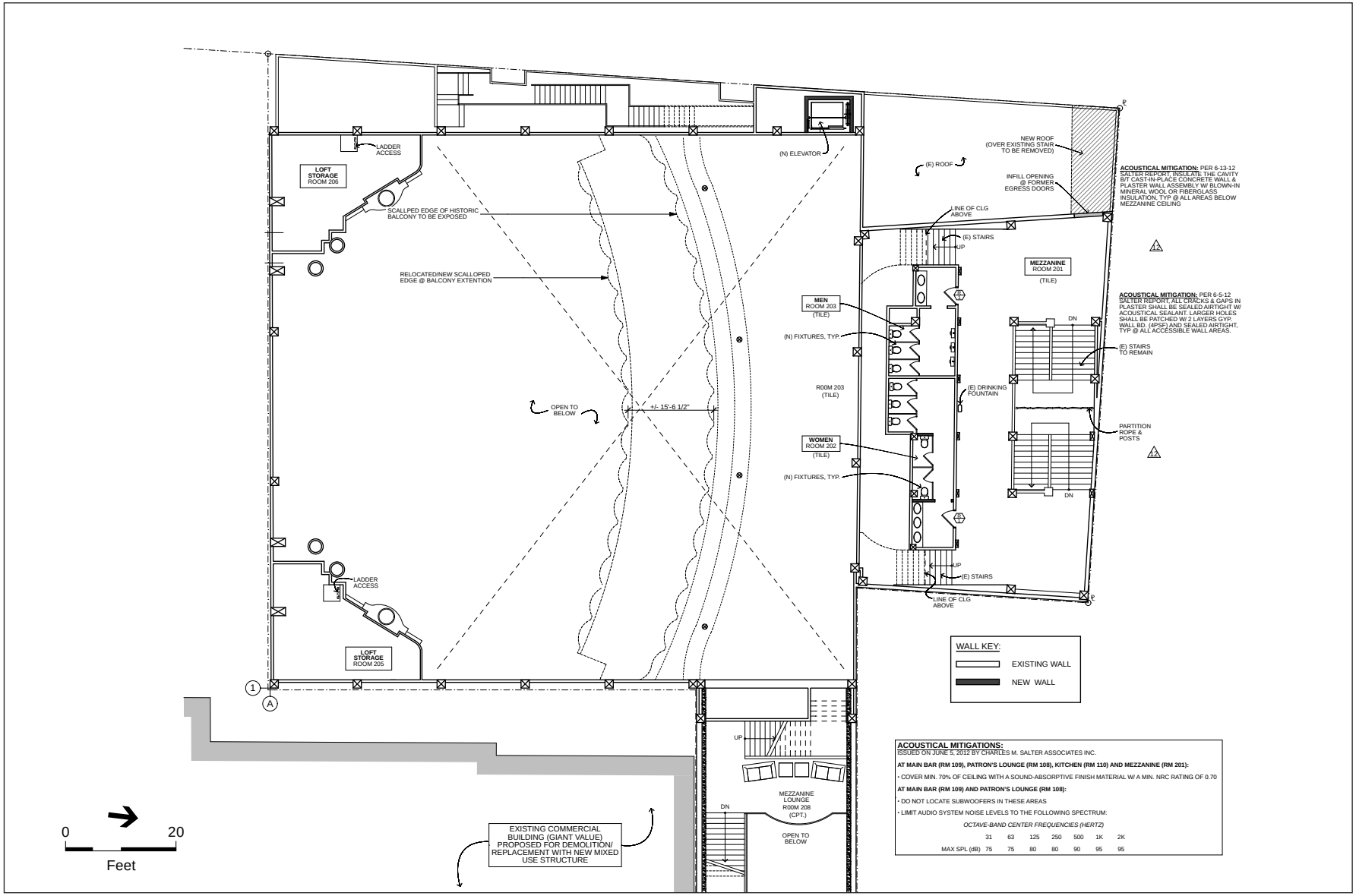


2550-2558 Mission Street Project

SOURCE: Kerman Morris Architects

Figure 15

2550 Mission Street - Alamo Drafthouse Cinema Variant - Proposed First Floor Plan (Cineplex Option)

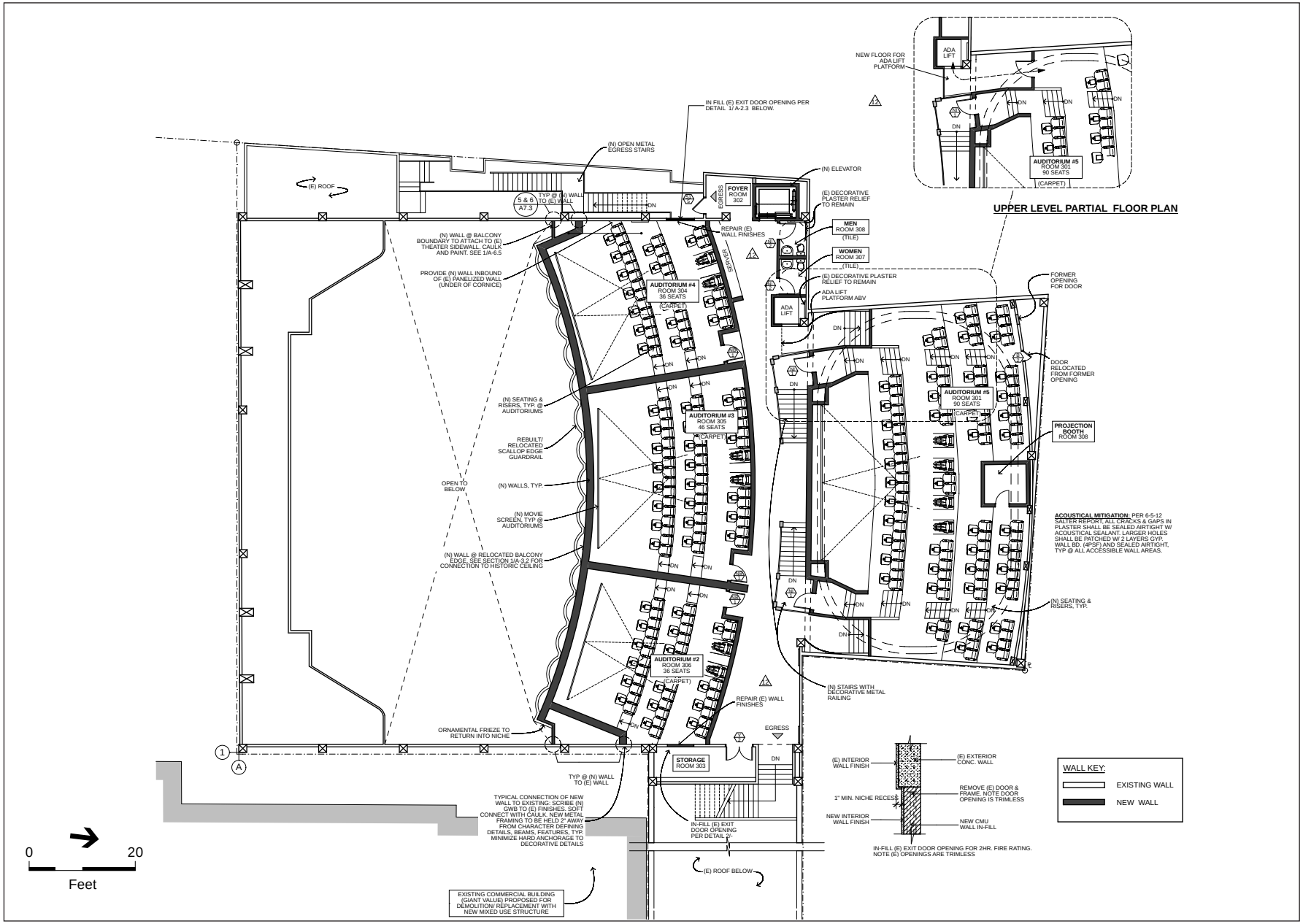


SOURCE: Kerman Morris Architects

2550-2558 Mission Street Project

Figure 16

2550 Mission Street - Alamo Drafthouse Cinema Variant - Proposed Second Floor Plan (Cineplex Option)

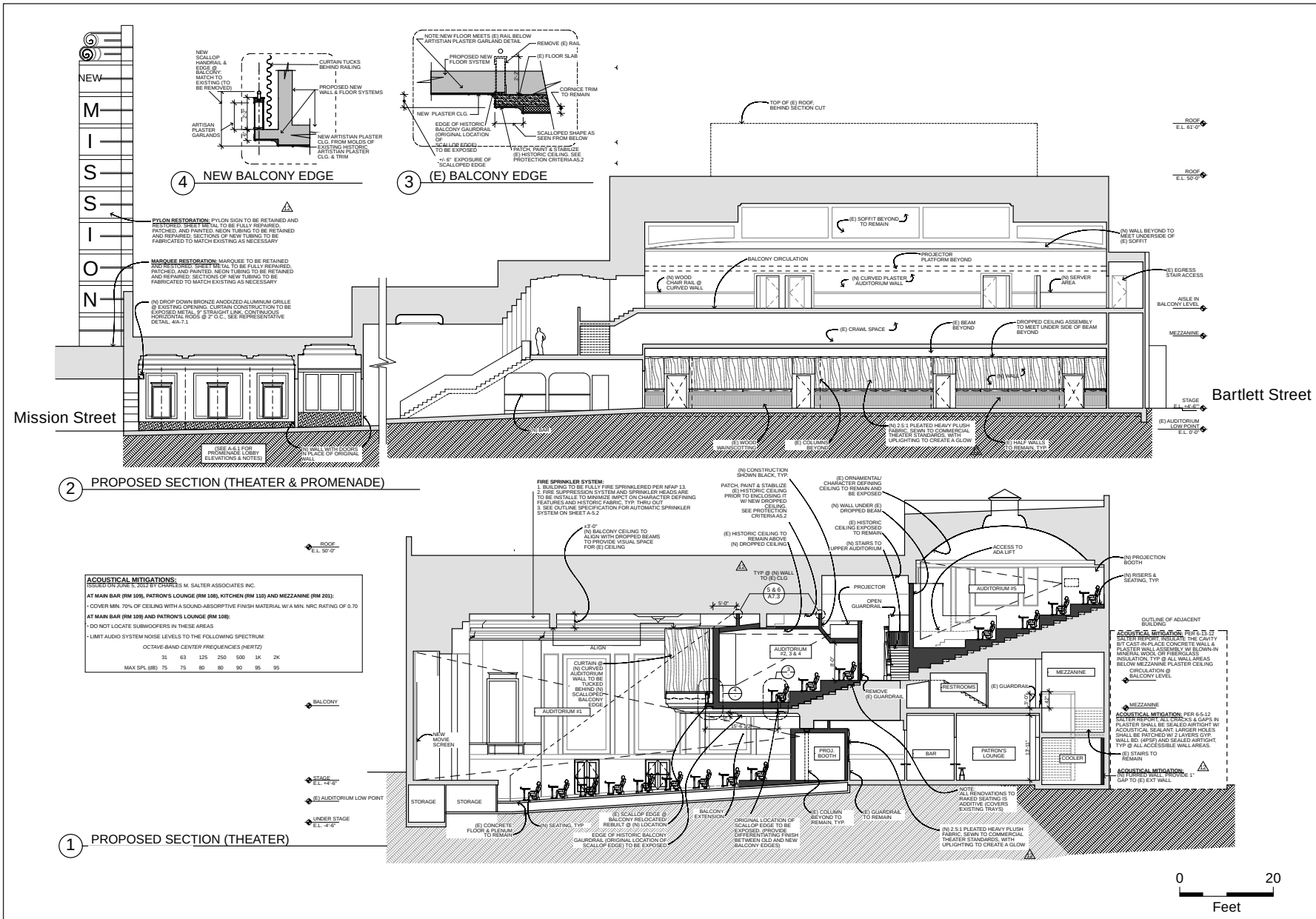


SOURCE: Kerman Morris Architects

2550-2558 Mission Street Project

Figure 17

2550 Mission Street - Alamo Drafthouse Cinema Variant - Proposed Balcony Plan (Cineplex Option)



SOURCE: Kerman Morris Architects

2550-2558 Mission Street Project

Figure 18

2550 Mission Street - Alamo Drafthouse Cinema Variant - Building Section (Cineplex Option)

repainted, with new metal exiting stairs installed. The 996-square-foot vertical addition that would accommodate a new kitchen and a new elevator under the proposed project is not proposed with the variant. In addition, a penthouse would be added to accommodate the proposed elevator. At the Promenade level, the entry ceilings and side walls would be rehabilitated, with a new double lock entry vestibule storefront installed. The scope of work for the promenade lobby is identical to the "live theater" option and includes a seismic retrofit with application of new plaster castings to match those removed for the structural work. The promenade lobby would include ticket sales (a free standing booth) and a small bar under the existing stairs (no demolition of existing historic fabric would be required).

In the main Auditorium (Auditorium #1), the stage would be extended to cover the original orchestra pit, the plaster walls and ceiling would be repaired, and new seating would be installed on the existing raked concrete floor. The existing light fixtures would also be rewired and restored. Exiting doors along the south auditorium wall would be abandoned and new restrooms and a projection booth would be installed under the existing balcony.

The existing projection booth on the ground floor would be converted into a bar, identical to the "live theater" option, and the patron's lounge finishes would be refurbished. In the northwest corner of the patron's lounge (where the ladies lounge and restrooms are currently located), a new commercial kitchen would be installed. All detailed historical finishes, such as the Corinthian pilasters and ornate classical friezes and cornices, would be preserved. As with the "live theater" option, noise insulation would be installed on the ground level within the north wall of the theater building where the building abuts the adjacent parcel occupied by the San Francisco Buddhist Center, at 37-39 Bartlett Street. This acoustical insulation would extend to cover the entire wall from its westernmost end to the easternmost end. In addition, the restrooms would be renovated.

As noted above, a 15-foot extension to the existing balcony would be constructed to accommodate three small auditoriums (Auditoriums #2 through #4), which would be accessed from the balcony-level corridor. Dropped ceilings over these theaters would enable existing ornate ceilings to be preserved while isolating these auditoriums from each other and public spaces acoustically. The existing scalloped edge of the balcony would be replicated at the new forward edge of the balcony extension. A final auditorium (Auditorium #5) would be located at the rear (north) edge of the balcony under the existing historic oblong dome. Access to Auditorium #5 would be via new stairs and a new handicapped lift would be installed at the west end of the corridor. New platforms and seating would be installed in each of these four auditoriums. Also located at this level would be the new accessible restrooms. Mechanical, plumbing

and electrical upgrades would also be undertaken throughout the building, as well as improvements to the fire sprinklers and accessibility. Historical lighting would be rehabilitated or restored.

The Alamo Drafthouse Cinema Variant would not demonstrably affect the construction or operations of the proposed 2558 Mission Street mixed-use building and the 2558 Mission Street component would proceed as proposed under the primary project.

Project Variant – Bartlett Streetscape Improvements

The proposed project is subject to the Eastern Neighborhoods Impact Fee Program, which requires that sponsors of residential and commercial projects within the Eastern Neighborhoods Plan Area boundaries contribute toward a fund used to finance public improvements to open space, recreational facilities, community facilities and services (including child care and libraries), and transit and transportation needs (see Footnote 3 on page 4). As a variant to either the proposed project or the Alamo Drafthouse Cinema Variant, the project sponsor may opt to fulfill obligations of the Eastern Neighborhoods Impact Fee Program by entering into an in-kind agreement to fund and build streetscape improvements to the block of Bartlett Street immediately adjacent to the project site between 21st and 22nd Streets. These improvements would implement concepts already developed within the Planning Department's Mission Streetscape Plan to improve neighborhood streets and build on the success of the existing Mission Community Market that currently closes this portion of Bartlett Street for a weekly public market that operates from 4:00 p.m. to 8:00 p.m. every Thursday.

If the project sponsor elects to move forward with an in-kind agreement, a portion of the Bartlett Streetscape Improvements Variant would be built toward the end of its construction of the primary project. Mission Community Market, the non-profit operators of the public market, is also working with the project sponsor, the Planning Department, and the Office of Economic and Workforce Development to identify additional funding sources beyond the Eastern Neighborhoods Impact Fee to supplement the budget for implementing the Bartlett Streetscape Improvements Variant. Because of the uncertainty of this funding, the Bartlett Street Streetscape Improvements Variant would likely be implemented in phases, with one portion constructed with funding from the in-kind agreement, and subsequent improvements made as additional funding is secured.

Although the preliminary design of the Bartlett Streetscape Improvements Variant is conceptual, for the purposes of environmental review, it is assumed to include various circulation features, design elements/amenities and programming elements. In general it is intended that the Bartlett Street block

between 21st and 22nd Streets be converted into a "living street" model designed to be shared safely by pedestrians, bicyclists, and low speed motor vehicles, with vehicle speeds maintained through self-enforcing measures such as narrow travel lanes, and amenities such as landscaping, tree planting, street furniture, and similar measures.

Figure 19, p. 35, presents the street layout, including the sidewalk, parking and travel lane widths that would be constructed under the Bartlett Streetscape Improvements Variant. The streetscape improvements are analyzed in this Initial Study/CPE at a project-specific level and include the following assumptions:

- Bartlett Street between 21st and 22nd Street would be converted to a shared public way consistent with the design guidelines contained within the *San Francisco Better Streets Plan*. Per the *San Francisco Better Streets Plan*, a shared public way prioritizes the use of the entire right-of-way for pedestrians and public space while accommodating vehicles, as necessary, for local access to building entries and driveways, on-street parking, loading, service and emergency vehicle access. The streetscape design for the shared public way would provide clarity for people with visual impairments regarding the shared pedestrian-vehicular nature of the space.[17]

- One-way one-lane northbound vehicular flow between 22nd and 21st Streets would be maintained. A shared roadway zone accommodating one 12-foot wide travel lane and a 9-foot wide parking lane on one side of the street would be provided.

- Sidewalks would be widened from 8 feet to 19-feet 6-inches on both sides of the street.

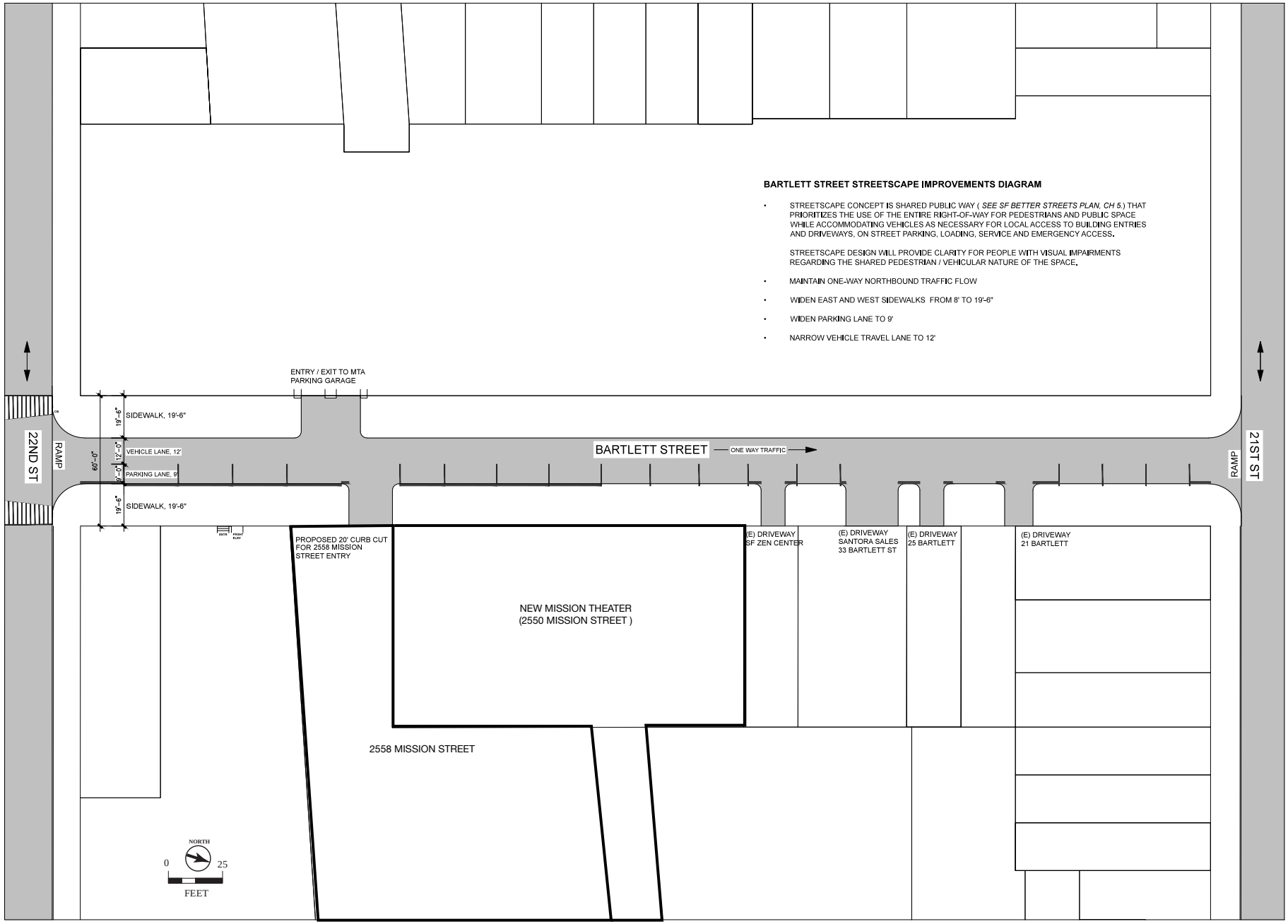
- On-street commercial metered loading spaces would increase from four existing spaces to nine spaces.

- The streetscape improvements would remove 38 diagonal on-street parking spaces on the west side of the street, and 7 parallel on-street parking spaces on the east side of the side. Seven metered parking spaces would remain on the east side of the street.

- It is anticipated that with implementation of the Bartlett Streetscape Improvements Variant, SFMTA would reduce the posted speed limit to 15 mph.

- On days when the Mission Community Market occurs (currently on Thursdays between 4:00 p.m. and 8:00 p.m.), the midblock area would be converted to a market plaza using removable street barricades. Because the midblock section would be occupied by the market, through traffic flow on Bartlett Street between 21st and 22nd Street would be prohibited (similar to existing conditions). Two-way traffic flow would be provided to the north (towards 21st Street) and south (towards 22nd Street) of the midblock market plaza for access to existing driveway to the Casa de la Raza (90 Bartlett Street) garage on the west side of the street and to the proposed

[17] Examples of shared public ways in San Francisco include Linden Alley and Clementina Alley.



Note: Full project site is not shown

SOURCE: Rebar Group

2550-2558 Mission Street Project

Figure 19

Bartlett Streetscape Improvements Variant - Conceptual Design

2558 Mission Street site driveway. Access to Bartlett Street would be controlled at 21st and 22nd Streets using barricades and traffic control agents, similar to existing conditions during Mission Community Market days at 21st Street. On-street parking during market hours would be prohibited. The Mission Community Market events which require street or lane closures are subject to review and approval by Interdepartmental Staff Committee on Traffic and Transportation, an interdepartmental committee including SFMTA, Public Works, Police and Fire, who reviews such applications at a regularly scheduled public hearing.

In terms of design elements, this variant may also include pavement treatment including colored pavement and/or installation of permeable or semi-permeable surfaces[18], and enhanced entrance/exits that would also serve as traffic calming measures and may include features such as moveable bollards. Additional Bartlett Streetscape amenities could include improvements to lighting, landscaping, street furniture and/or installation of bicycle racks.

The streetscape improvements would be designed to meet SFMTA and Department of Public Works standards and guidelines, SFMTA and Fire Department guidelines related to accommodating emergency vehicle access turning movements between Bartlett Street and 21st and 22nd Streets, and 14-foot tree branch height restrictions at intersections. SFMTA would conduct the necessary engineering and traffic surveys to support the change in posted speed limit to 15 mph, per requirements of the California Vehicle Code.

For the purposes of the environmental review it is conservatively estimated that excavation to a depth of 6 inches could occur over the entire Bartlett Street right of way from 21st Street to 22nd Street, including both the roadbed and the existing public sidewalk. This depth to excavation would be required for replacement of the existing roadbed with asphalt, concrete, or special pavers (potentially including semi-permeable pavers).

Construction Scheduling and Staging

It is anticipated that construction of the 2558 Mission Street building would take approximately 18 to 20 months, and renovation of the theater would take about 10 to 12 months. At this time, the construction initiation dates of the two project components are not known, however, based on the projected schedule for required approvals and site permits, the project sponsor has indicated that a four month overlap would be likely if the renovation process for the New Mission Theater is initiated upon completion of

[18] For the purposes of this environmental review, no credit for increased permeability has been estimated, since the surface area (if any) that would be replaced by permeable or semi-permeable paving is unknown. However, for the purposes of the impact analysis as it pertains to excavation, it is conservatively assumed that the entire Bartlett Streetscape Improvement area would be repaved.

environmental review. The schedule and construction duration would be similar if the project sponsor implements the Alamo Drafthouse Cinema Variant instead of the New Mission Theater renovation as currently proposed. Detailed plans for construction activities associated with the 2558 Mission Street building have not yet been finalized; however, there would be four partially overlapping construction phases following demolitions of the existing building:

- Phase 1 – Below-Grade Excavation and Shoring (one month)
- Phase 2 – Pile Installation (one month)
- Phase 3 – Concrete Structure (six months)
- Phase 4 – Exterior and Interior Finishes (ten months)

Construction-related activities would typically occur Monday through Friday, between 7:00 a.m. and 7:00 p.m. In addition, construction activities may occur on weekends. The hours of construction would be stipulated by the Department of Building Inspection, and the contractor would need to comply with the San Francisco Noise Ordinance.

Construction staging for the New Mission Theater rehabilitation would occur within the existing building. Construction staging for the 2558 Mission Street mixed-use building would occur within the building or on site to the extent possible. In addition, it is anticipated that all or a portion of the sidewalk along the proposed project frontage on Bartlett Street (sidewalk is eight feet wide), and a portion of the sidewalk along the Mission Street frontage (sidewalk is 15 feet wide) would need to be closed for a portion of the construction duration. Along Bartlett Street, the curb parking lane could be closed to provide a protected pedestrian walkway. It is not anticipated that the construction would require any travel lane closures on Mission Street or Bartlett Street. Although not anticipated, any temporary traffic lane closures would be coordinated with the City in order to minimize the impacts on local traffic. In general, lane and sidewalk closures are subject to review and approval by the Department of Public Works (DPW) and the City's Transportation Advisory Staff Committee (TASC) that consists of representatives of City departments including SFMTA, DPW, Fire, Police, Public Health, Port and the Taxi Commission.

The schedule for Bartlett Streetscape Improvements Variant is unknown, but it is assumed that the earliest phase of this variant would be initiated following the completion of the 2550 and 2558 Mission Street buildings. As described above, the Bartlett Streetscape Improvements would be completed in phases as funding is identified and secured. Construction activities would include use of standard

grading, hauling, and construction equipment. Construction material staging and storage are anticipated to occur within the boundaries of the Bartlett Street right-of-way.

The architect for the 2558 Mission Street (mixed-use project) component is Kwan Henmi, of San Francisco, while the architect for the 2550 Mission Street (New Mission Theater) component is Kerman Morris Architects, of San Francisco.

No development is being proposed on the land dedication site (1296 Shotwell Street) at this time, and therefore, timing of construction on this site is not known. While detailed information regarding construction activities associated with development of the future MOH housing project is not available at this time, construction activities would include demolition, excavation, construction of the structure, and exterior and interior finishes, as is typical for a residential project. Construction duration for residential buildings of similar size is generally about 12 to 18 months. Construction staging would likely occur on-site, and possibly occur on the sidewalk and/or the parking lane on Shotwell Street. Given the distance between the primary project site and the land dedication site (0.8 miles) and the fact that the construction schedules for the two projects would not coincide, the analysis contained herein does not identify a cumulative scenario which includes simultaneous development on both sites.

REQUIRED APPROVALS

The project, as proposed, would require the following approvals:

Planning Commission

- Conditional Use authorization (Planning Code Section 303) for the following provisions:
  - residential parking in excess of 0.5 spaces per dwelling unit, as the project proposes 85 residential spaces, or 0.75 spaces per dwelling unit, which is the maximum permitted (with Conditional Use authorization) in the Mission NCT use district;
  - development on a lot of 10,000 square feet or larger;
  - development of a non-residential use of 6,000 square feet or more;
  - waiver of the 15-foot setback requirement along Mission Street above 65-foot height under Section 253.4; and
  - Planned Unit Development (PUD; Planning Code Section 304). As part of the proposed PUD, the project sponsor seeks exceptions to the following Planning Code standards (applicable Code section in parentheses): Rear Yard Setback (Sec. 134); Dwelling Unit Exposure (Sec. 140); Off-Street Freight Loading (Sec. 152), and Usable Open Space and Common Open Space Inner Court Perimeter Wall Height Requirements (Sec. 135). A discussion of code exceptions the project sponsor is seeking through the PUD process is provided above.

Historic Preservation Commission

- Certificate of Appropriateness for the rehabilitation of the City Landmark New Mission Theater (per Planning Code Section 1006).

Department of Building Inspection

- Building Permits.

Department of Public Works

- Approval of a subdivision (lot split to create separate lots for each building on Block 3616; also, potentially a condominium map for the 2558 Mission Street residential units).

- Approval of a subdivision (which is, in essence, a correction of the legal description) of Block 6571, Lot 26, to correct the size of this parcel to 11,672 square feet.

Department of Parking and Traffic

- Any curb or street modifications, such as the proposed curb cut for the 2558 Mission Street entry.

San Francisco Municipal Transportation Agency

- Proposed conversion from metered loading and metered parking spaces to dual use commercial/passenger vehicle loading spaces on Mission Street, and conversion from parking to commercial vehicle loading spaces on Bartlett Street.

B. CEQA APPROACH/USE OF THIS REPORT

This Community Plan Exemption (CPE) and associated Initial Study (IS) is an informational document, with the purpose to make the public and decision makers aware of the environmental consequences of the proposed project. Pursuant to CEQA Guidelines Section 15378, a "'[p]roject' means the whole of an action, which has the potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment." Here, the "project" includes two primary components; rehabilitation of the New Mission Theater, and construction of a mixed-use residential building coupled with the dedication of a parcel of land to the Mayor's Office of Housing (MOH) in fulfillment of the residential inclusionary housing requirement associated with the new mixed-use residential building.

This CPE and IS provide full environmental clearance for the construction of the primary project; the rehabilitation of the New Mission Theater and the construction of a mixed-use residential building.

The dedication of land would typically be categorically exempt from CEQA review, given that land dedication does not have a direct physical impact on the environment. However, the land dedication to the

Mayor's Office of Housing would foreseeably result in the future construction of housing on the land dedication site.

As mentioned previously, once the land dedication occurs, the Mayor's Office of Housing would likely partner with a non-profit affordable housing developer to design an affordable housing project (the MOH Housing Project) taking into consideration the environmental and regulatory constraints (i.e. zoning, community plan, and general plan policies) associated with the site.

The MOH Housing Project, once designed and proposed, would also be subject to CEQA. MOH would be required to submit an Environmental Evaluation Application for the preparation of a project-level environmental review document to provide environmental clearance for the construction of the MOH Housing Project.

However, the MOH requires environmental screening pursuant to *Planning Code* Section 419.5 (a)(2)(E) prior to formal acceptance of a land dedication. Therefore, for the purposes of fulfilling the MOH's environmental screening requirements, discussion of the land use dedication site is included throughout this environmental document. The environmental review of the land use dedication site included herein is largely focused on the existing conditions of the site, including any environmental hazards or constraints that would affect the site's suitability for the future construction of housing.[19]

In some areas a qualitative assessment of impacts associated with the maximum building envelope and/or maximum program of development anticipated[20] for the MOH Housing Project are given for informational purposes only.

This CPE and IS provide full environmental clearance for the construction of the primary project; the rehabilitation of the New Mission Theater and the construction of a mixed-use residential building as well as for the Alamo Drafthouse Cinema Variant, if exercised. Full environmental clearance for the implementation of the Bartlett Streetscape Improvements Variant, is also included herein, provided that the final design of the Bartlett Streetscape Improvements complies with the design parameters identified above.

[19] Discussion of the environmental setting is based largely on a title report, geotechnical report, and Phase I Environmental Site Assessment (ESA) provided by the project sponsor. These documents are referenced and incorporated, where appropriate, herein.

[20] Based on conceptual plans developed by the project sponsor.

C. PROJECT SETTING

2550-2558 Mission Street Project Site

The 2550 – 2558 Mission Street project site vicinity is characterized by a mix of land uses, including residential, retail, restaurant, office and institutional uses. Residential uses include single- and multi-family homes lining 22nd, 21st, and Bartlett Streets, and dwelling units above ground floor retail space along Mission Street. Nearby land uses include the San Francisco Buddhist Center at 37-39 Bartlett Street (adjacent to the project site), City College of San Francisco Mission campus at the southwest corner of 22nd and Bartlett Streets and the tallest building in the Mission District, the nine-story U.S. Bank building at 22nd and Mission Streets.

Mission Street between 21st and 22nd Streets contains a mix of land uses, including an array of retail and restaurant establishments, such as the indoor Mission Market that extends through the block between Mission and Bartlett Streets (at 2590 Mission Street), Foreign Cinema restaurant (at 2534 Mission Street), and Lolinda restaurant (at 2520 Mission Street, the space formerly occupied by Medjool). There are also banks, doctors' offices, a real estate office, a travel shop, and other uses typical of a commercial corridor in the project site vicinity. Many buildings along Mission Street provide residential dwellings above the first floor, and buildings generally range from one to three stories in height. However, the area does include some taller structures, such as the Elements Hotel (four stories, at 2516 Mission Street) and other vacant theater buildings that are comparable in height to the New Mission Theater on the project site.

Along Bartlett Street, adjacent to the project site, buildings are two to five stories tall, and include a mix of uses: multi-family residential dwellings, a building maintenance supply store, the San Francisco Buddhist Center, and one of the entrances to the indoor Mission Market. Opposite the project site is the Casa de la Raza residential complex, situated above the New Mission-Bartlett parking structure, which occupies the entire block frontage along Bartlett Street.

The blocks surrounding the project site are characterized by a diverse mix of restaurants, small retail and service businesses, and single- and multi-family homes. Buildings generally range in height from one to six stories, although the U.S. Bank building at the corner of Mission and 22nd Streets is nine stories tall, as noted above, and a few residential buildings on 21st Street, east of the project site, are eight stories tall. Buildings are typically built to the property line, with no setback from the street. Vegetation is minimal, generally limited to street trees.

Open spaces in the vicinity include the Mission Recreation Center and Pool (a two-acre mostly hardscape facility with tennis and basketball courts, a baseball field and soccer field, and the City's only outdoor public swimming pool) on 19th Street between Valencia and Guerrero Streets, about four blocks northwest of the project site; Jose Coronado Playground and Clubhouse (a 0.8-acre hardscape facility with basketball and tennis courts and an asphalt ball field) at 21st and Folsom Streets, about three blocks east of the site; Alioto Mini Park (a 0.2-acre public park and playground) at 20th and Capp Streets, less than two blocks northeast of the project site; Parque de los Niños Unidos (a 0.5-acre playground) at 23rd Street and Treat Avenue, about four blocks southeast of the site; Mission Recreation Center (an indoor gymnasium/auditorium, with a playground), on Harrison Street between 20th and 21st Streets, about four blocks east of the site; and Mission Dolores Park, (a 13.7-acre park that includes tennis courts, soccer fields, a basketball court, a playground, a clubhouse with public restrooms and a sloping grassy lawn) at 20th and Dolores Streets, about four and a half blocks northwest of the site.

1296 Shotwell Street Project Site

The 1296 Shotwell Street project site vicinity is characterized by a mix of land uses, including light industrial, residential, retail, restaurant, office and institutional uses. The project site block is dominated by auto-repair shops and also contains a surface parking lot. Across Shotwell Street, just east of the project site, are residential uses in the form of four-story multi-family apartment buildings. Two heavily traveled streets border the project block – Cesar Chavez Street, a recently restriped four-lane street (with center turn lanes at certain intersections, not including Shotwell Street), is located along the project block's southern boundary while South Van Ness Avenue, also a four-lane street, is located along the project block's western boundary. Beyond Cesar Chavez Street is the Bernal Heights neighborhood, which is dominated by residential and resident-supporting uses. Blocks west of South Van Ness Avenue contain a mix of uses, including residential, commercial and light industrial. Most buildings on the project block and in the vicinity (two blocks in each direction) are constructed to lot lines and range from one to four stories in height. Vegetation in the project area is limited to street trees and front and back yard landscaping.

View of the Mission Street frontage of the 2550-2558 Mission Street project site

View of the Bartlett Street frontage of the 2550-2558 Mission Street project site

View of the Bartlett Street adjacent to the 2550-2558 Mission Street project site

View of the 1296 Shotwell Street project site

SOURCE: ESA

2550-2558 Mission Street Project

Figure 20

Photos of the Project Sites

D. COMPATIBILITY WITH EXISTING ZONING AND PLANS

	Applicable	*Not Applicable*
Discuss any variances, special authorizations, or changes proposed to the Planning Code or Zoning Map, if applicable.	☐	☒
Discuss any conflicts with any adopted plans and goals of the City or Region, if applicable.	☐	☒
Discuss any approvals and/or permits from City departments other than the Planning Department or the Department of Building Inspection, or from Regional, State, or Federal Agencies.	☐	☒

The project site is located within the Mission Area Plan of the General Plan, adopted in December 2008. The Eastern Neighborhoods Program was intended in part to support housing development in some areas previously zoned to allow industrial uses, while preserving an adequate supply of space for existing and future production, distribution, and repair (PDR) employment and businesses. The Eastern Neighborhoods Program also included changes to existing height and bulk districts in some areas. During the Eastern Neighborhoods adoption phase, the Planning Commission held public hearings to consider the various aspects of the proposed area plans, and Planning Code and Zoning Map amendments. On August 7, 2008, the Planning Commission certified the Eastern Neighborhoods Final EIR by Motion 176592 and adopted the Preferred Project for final recommendation to the Board of Supervisors. In December 2008, after further public hearings, the Board of Supervisors approved and the Mayor signed the Eastern Neighborhoods rezoning and Planning Code amendments. New zoning districts include districts that would permit PDR uses in combination with commercial uses; districts mixing residential and commercial uses and residential and PDR uses; and new residential-only districts. The districts replaced existing industrial, commercial, residential single-use, and mixed-use districts. The currently proposed project at 2550-2558 Mission Street, as well as the possible future project at 1296 Shotwell Street, are consistent with the development density established by the Eastern Neighborhoods Final EIR, a comprehensive programmatic document that presents an analysis of the environmental effects of implementation of the Eastern Neighborhoods Rezoning and Area Plans, as well as the potential impacts under several proposed alternative scenarios. The Eastern Neighborhoods Draft EIR evaluated three rezoning alternatives, two community-proposed alternatives which focused largely on the Mission District, and a "No Project" alternative. The alternative selected, or the Preferred Project, represents a combination of Options B and C. The Planning Commission adopted the Preferred Project after fully considering the environmental effects of the Preferred Project and the various scenarios discussed in the Final EIR. Planning Department Citywide Planning and Neighborhood Planning staff have determined that the proposed project is consistent with density established with the Eastern

Neighborhood Rezoning and Area Plans, satisfies the requirements of the General Plan and the Planning Code, and is eligible for a Community Plan Exemption.[21,22]

E. SUMMARY OF ENVIRONMENTAL EFFECTS

The proposed project could potentially affect the environmental factor(s) checked below, which will be analyzed in the environmental impact report (EIR) for the proposed project or for which mitigation measured are identified in this initial study. The following pages present a more detailed checklist and discussion of other environmental factors.

☐ Land Use	☐ Air Quality	☐ Biological Resources
☐ Aesthetics	☐ Greenhouse Gas Emissions	☒ Geology and Soils
☐ Population and Housing	☐ Wind and Shadow	☐ Hydrology and Water Quality
☐ Cultural and Paleo. Resources	☐ Recreation	☐ Hazards/Hazardous Materials
☐ Transportation and Circulation	☐ Utilities and Service Systems	☐ Mineral/Energy Resources
☒ Noise	☐ Public Services	☐ Agricultural and Forest Resources
		☐ Mandatory Findings of Significance

[21] Adam Varat, San Francisco Planning Department, *Community Plan Exemption Eligibility Determination, Citywide Planning and Policy Analysis, 2558 New Mission Theater.* This document is available for review in Project File No. 2005.0694 at the Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

[22] Kelley Amdur, San Francisco Planning Department, *Community Plan Exemption Eligibility Determination, Current Planning, 2558 New Mission Theater.* This document is available for review in Project File No. 2005.0694 at the Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

F. EVALUATION OF ENVIRONMENTAL EFFECTS

Topics:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact	Not Applicable
6. NOISE—Would the project:					
a) Result in exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	☐	☒	☐	☐	☐
b) Result in exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	☐	☐	☒	☐	☐
c) Result in a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	☐	☒	☐	☐	☐
d) Result in a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	☐	☒	☐	☐	☐
e) For a project located within an airport land use plan area, or, where such a plan has not been adopted, in an area within two miles of a public airport or public use airport, would the project expose people residing or working in the area to excessive noise levels?	☐	☐	☐	☐	☒
f) For a project located in the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	☐	☐	☐	☐	☒
g) Be substantially affected by existing noise levels?	☐	☐	☒	☐	☐

The project site is not within an airport land use plan area, nor is it in the vicinity of a private airstrip. Therefore, Questions 6e and 6f are not applicable.

Eastern Neighborhoods FEIR Mitigation Measures

The Eastern Neighborhoods FEIR identified potential conflicts related to residences and other noise-sensitive uses in proximity to noisy uses such as PDR, retail, entertainment, cultural/institutional/ educational uses, and office uses. In addition, the Eastern Neighborhoods FEIR noted that the Area Plan would incrementally increase traffic-generated noise on some streets in the Area Plan and result in construction noise impacts from pile driving and other construction activities. The Eastern Neighborhoods FEIR identified six noise mitigation measures that would reduce noise impacts to less-than-significant levels.

Eastern Neighborhoods FEIR Mitigation Measure F-1 requires individual projects that include pile-driving within the Eastern Neighborhoods Area Plans and within proximity to noise-sensitive uses to ensure that piles be pre-drilled, wherever feasible, to reduce construction-related noise and vibration. The proposed project would not include pile-driving; therefore this mitigation measure is not applicable.

Eastern Neighborhoods FEIR Mitigation Measure F-2 requires individual projects that include particularly noisy construction procedures (including pile-driving) in proximity to sensitive land uses to submit project-specific noise attenuation measures under the supervision of a qualified acoustical consultant. Prior to commencing construction, a plan for such measures shall be submitted to the Department of Building Inspection to ensure that maximum feasible noise attenuation would be achieved. The project site is adjacent to noise sensitive land uses (residential) to the west. As stated above, the proposed project would not include pile-driving. Proposed construction activities that would generate the most noise would include excavation and hauling of excavated materials from the site, as well as exterior finishing. These are discussed in greater detail below. Mitigation Measure F-2 is applicable to the proposed project and is discussed below under Impact NO-1.

Eastern Neighborhoods FEIR Mitigation Measure F-3 applies to new development that includes noise-sensitive uses, where such development is not already subject to the California Noise Insulation Standards in Title 24 of the California Code of Regulations. Because both residential components of the proposed project (the 2558 Mission Street mixed-use project and the future residential development at 1296 Shotwell Street site) would be subject to Title 24, Mitigation Measure F-3 is not applicable to the proposed project.

Eastern Neighborhoods FEIR Mitigation Measure F-4 requires that, to reduce potential conflicts between existing noise-generating uses and new sensitive receptors, a site survey be conducted to identify potential noise-generating uses within 900 feet of, and that have a direct line-of-sight to, the project site prior to the first project approval action. This mitigation measure is applicable to the proposed project and was implemented as part of the environmental review process, as discussed under Impact NO-3 below. No further mitigation is required.

Eastern Neighborhoods FEIR Mitigation Measure F-5 requires individual projects that include new noise-generating uses that would be expected to generate noise levels in excess of ambient noise in the project site vicinity to submit an acoustical analysis that demonstrates the proposed use would comply with the General Plan and Police Code Section 2909. Ambient noise levels in San Francisco are largely influenced

by traffic-related noise. Figure V.G-2 and Figure V.G-3 in the San Francisco 2004 and 2009 Housing Element EIR identifies roadways within San Francisco with traffic noise levels exceeding 60 Ldn and 75 Ldn, respectively. The proposed project would be located along two streets, Mission Street and Bartlett Street, with noise levels above 75 Ldn. An approximate doubling in traffic volumes in the area would be necessary to produce an increase in ambient noise levels barely perceptible to most people (3 decibel increase). The proposed project would not double traffic volumes because the proposed project would include approximately 170 new daily automobile person-trips in the project vicinity and neither Mission nor Bartlett Street traffic would double as a result of the proposed project. However, the proposed project would include the reintroduction of theater uses in the 2550 Mission Street building, which could generate noise in the vicinity. Therefore, this mitigation measure was implemented as part of the environmental review for the proposed project, and project-specific mitigation to reduce potential noise disturbance of adjacent sensitive receptors has been identified (see Impact NO-2).

Eastern Neighborhoods FEIR Mitigation Measure F-6 requires that, to minimize effects on development in noisy areas, for new development including noise-sensitive uses, open space required under the Planning Code for such uses be protected, to the maximum feasible extent, from existing ambient noise levels, through appropriate site design. This mitigation measure has been implemented through the location of on-site open space in the proposed design of the 2558 Mission Street mixed-use building. No further mitigation is required.

Analysis of Proposed Project

The project site is not located within an airport land use plan area, within two miles of a public airport, or in the vicinity of a private airstrip. Therefore, topics 6e and f are not applicable.

Impact NO-1: The proposed project would expose people to excessive temporary noise, groundborne noise, or vibration due to construction. (Less than Significant with Mitigation)

Proposed Project (2550-2558 Mission Street Development)

As discussed in the Project Description, the proposed project would result in rehabilitation and reuse of the historic New Mission Theater at 2550 Mission Street and the demolition of the adjacent Giant Value Store to allow for the construction of an eight-story mixed-use building containing residential and commercial uses at 2558 Mission Street.

2550 Mission Street (New Mission Theater)

Much of the construction associated with the rehabilitation of the New Mission Theater would be limited to the building interior, although some exterior work would also be done to repair and rehabilitate the building's facades. This exterior work, which would include repairing and repainting the pylon sign, marquee, and façade, and installing new neon tubing in the marquee and the pylon sign would not be expected to generate a substantial amount of noise in the project vicinity. Noise associated with interior construction would largely attenuate due to the building's existing walls, and would also not be expected to demonstratively increase the amount of noise in the project vicinity.

Noise from construction activities associated with the proposed project would be regulated by the San Francisco Noise Ordinance. Sections 2907 and 2908 of the *San Francisco Police Code*[23] regulate construction noise and provide that:

1. Construction noise is limited to 80 dBA at 100 feet (ft.) from the source equipment during daytime hours (7:00 a.m. to 8:00 p.m.). Impact tools such as pile drivers are exempt provided that they are equipped with intake and exhaust mufflers to the satisfaction of the Director of Public Works or the Director of Building Inspection.

2. Nighttime construction (8:00 p.m. to 7:00 a.m.) that would increase ambient noise levels by 5 dBA or more is prohibited unless a permit is granted by the Director of Public Works or the Director of Building Inspection.

Construction noise levels at and near locations on the project site would fluctuate depending on the particular type, number, and duration of use of various types of construction equipment. The effect of construction noise would depend upon how much noise would be generated by construction, the distance between construction activities and the nearest noise-sensitive uses, and the existing noise levels at those uses.

Sensitive receptors closest to the project site include the residential units on the project block and the San Francisco Buddhist Center at 37-39 Bartlett Street, adjacent to the northern building wall of the New Mission Theater. Because most of the construction would be limited to the building's interior and subject to the Noise Ordinance, it would not be considered significant. However, the entirety of construction activities at the 2550-2558 Mission Street project site should be considered in the noise attenuation plan submitted pursuant to Mitigation Measure M-NO-1 (see below), with actions applied to construction at the New Mission Theater component of the project as appropriate.

[23] City and County of San Francisco, *Police Code – Article 29 – Regulation of Noise*, last amended November 25, 2008.

2558 Mission Street (Mixed-Use Building)

A detailed schedule for construction activities associated with the 2558 Mission Street building has not yet been finalized; however, there would be four partially overlapping construction phases, following demolition of the existing structure:

- Phase 1 – Below-Grade Excavation and Shoring (one month)
- Phase 2 – Pile Installation (one month)
- Phase 3 – Concrete Structure (six months)
- Phase 4 – Exterior and Interior Finishes (ten months)

Construction-related activities would typically occur Monday through Friday, between 7:00 a.m. and 7:00 p.m. In addition, construction activities may occur on weekends. The hours of construction would be stipulated by the Department of Building Inspection, and the contractor would be required to comply with the San Francisco Noise Ordinance.[24] Construction noise levels at and near locations on the project site would fluctuate depending on the particular type, number, and duration of use of various types of construction equipment. The effect of construction noise would depend upon how much noise would be generated by construction, the distance between construction activities and the nearest noise-sensitive uses, and the existing noise levels at those uses. Pile driving is not anticipated as part of the proposed project. However, noise levels associated with other construction phases (e.g., demolition, ground clearing, excavation, foundation, building erection, and exterior finishing) would range from 78 to 89 Leq, at a distance of approximately 50 feet from the noisiest pieces of equipment.

Sensitive receptors closest to the project site would be the residential units across Bartlett Street on the project block (approximately 60 feet away), residential units on the corner of Mission and 22nd Streets (adjacent to the 2558 Mission Street project site) and the San Francisco Buddhist Center at 37-39 Bartlett Street (also adjacent to the 2558 Mission Street project site).

Mitigation Measure F-2: Construction Noise from the Eastern Neighborhoods FEIR calls for development of a site-specific noise attenuation plan if appropriate based on the nature of the proposed construction practices and/or the sensitivity of proximate uses. Construction practices for the proposed project would result in noise levels typical of construction activity and the project would be subject to the San Francisco Noise Ordinance. However, due to the nature and density of surrounding uses the project could result in substantial disturbance of nearby sensitive receptors and this program-level mitigation measure is applicable to the proposed project. The measure is included herein as Project Mitigation Measure M-NO-1.

[24] The San Francisco Noise Ordinance permits construction activities seven days a week, between 7:00 a.m. and 8:00 p.m.

Project Mitigation Measure M-NO-1: Noise Measurements Following New Mission Theater Rehabilitation.

Where environmental review of a development project undertaken subsequent to the adoption of the proposed zoning controls determines that construction noise controls are necessary due to the nature of planned construction practices and the sensitivity of proximate uses, the Planning Director shall require that the sponsors of the subsequent development project develop a set of site-specific noise attenuation measures under the supervision of a qualified acoustical consultant. Prior to commencing construction, a plan for such measures shall be submitted to the Department of Building Inspection to ensure that maximum feasible noise attenuation will be achieved. These attenuation measures shall include as many of the following control strategies as feasible:

- Erect temporary plywood noise barriers around a construction site, particularly where a site adjoins noise-sensitive uses;
- Utilize noise control blankets on a building structure as the building is erected to reduce noise emission from the site;
- Evaluate the feasibility of noise control at the receivers by temporarily improving the noise reduction capability of adjacent buildings housing sensitive uses;
- Monitor the effectiveness of noise attenuation measures by taking noise measurements; and
- Post signs on-site pertaining to permitted construction days and hours and complaint procedures and who to notify in the event of a problem, with telephone numbers listed.

Compliance with Project Mitigation Measure M-NO-1, above, would result in less-than-significant noise impacts from project construction on nearby uses, including the adjacent San Francisco Buddhist Center.

1296 Shotwell Street (Land Dedication Site)

Specific building designs have not yet been prepared for the future residential development at 1296 Shotwell Street. However, at about six stories in height, it is unlikely that pile driving would be required. Nevertheless, project construction would likely result in noise disturbances to the nearby sensitive uses, the closest of which are the multi-family residential buildings across Shotwell Street. However, as discussed above for the proposed 2558 Mission Street project, construction of the 1296 Shotwell Street building would be required to comply with the San Francisco Noise Ordinance and would be temporary in nature. Therefore, it is not expected that it would result in a significant noise impact.

Project Variant – Alamo Drafthouse Cinema

A variant to this proposed use would convert the New Mission Theater into a cinema drinking and dining establishment (Alamo Drafthouse Cinema) that could accommodate approximately 600 seats in

five auditoriums. Noise impacts associated with this variant, both during construction and operational phases, would be similar to the proposed project.

As discussed in the Project Description, both the proposed project and the Alamo Drafthouse Cinema Variant would include the development of the mixed-use building at 2558 Mission Street as discussed. Therefore, noise impacts that are associated with this component of the proposed project would be the same under both options.

In terms of the rehabilitation and reuse of the New Mission Theater, the construction phase would be somewhat different, as the Alamo Drafthouse Cinema Variant would subdivide the main auditoriums and associated balconies to expand the number of theaters within the property, expand restroom facilities, and undertake system upgrades. However, these activities would be limited to the building's interior and would not be expected to result in noticeable noise increases in the project vicinity. The work on the building's façades would be similar to the proposed project, and would include repairs and rehabilitation of historic architectural features such as the marquee and the pylon sign. Therefore, it is expected that any noise impacts associated with exterior building improvements would be largely similar to the proposed project and, with implementation of Project Mitigation Measure M-NO-1, would be less than significant.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would convert Bartlett Street, between 21st and 22nd Streets into a "living street" model designed to be shared safely by pedestrians, bicyclists, and low speed motor vehicles, by widening the sidewalk on both sides of the street, reconfiguring the on-street parking and loading spaces on this block and installing vegetation and/or street furniture. Implementation of this variant would require road and sidewalk resurfacing and restriping and may also include planning of vegetation and installation of street furniture. These activities would result in a temporary noise increase associated with movement of construction vehicles and the use of heavy equipment during the street resurfacing phase. Because the funding to implement this variant in its entirety has not been secured, it would likely be implemented in phases. It is assumed that one of more phases of this variant would overlap with the construction of the proposed project (most likely toward the last stages of project construction). However, construction noise associated with project variant would be comparable to the noise expected from a typical short-term utility or repaving project. Because this project variant would be short-term in nature and would not be expected to include pile-driving or any

other particularly noisy construction procedures, it would not result in any significant impacts related to construction noise.

Impact NO-2: The proposed project could generate noise levels in excess of standards established in the General Plan, noise ordinance, or other applicable standards, and could potentially result in a substantial permanent or periodic increase in ambient noise levels in the project vicinity and/or expose persons to excessive noise levels. (Less than Significant with Mitigation)

Proposed Project (2550-2558 Mission Street Development)

2550 Mission Street (New Mission Theater)

In terms of operational impacts, the New Mission Theater would increase noise levels as compared to existing conditions, particularly in the evenings. This increase would be associated with increased activity at the project site due to theater operations, including noise associated with sound amplification, operations in the commercial kitchen, and activity in the patrons' lounge/bar area. While this would constitute a substantial increase in interior noise levels as compared to existing conditions, the sound level would be largely limited to the building's interior and would attenuate within a short distance of the theater. Therefore, the any potential noise increases would be most noticeable, if at all, to the adjacent properties.

As discussed in the Project Description, a new mixed-use project would be developed adjacent to the New Mission Theater to the south, at 2558 Mission Street. This structure would comply with all Title 24 requirements, which would minimize impacts of the adjacent theater operations on residents of the new building. This proposed project component is discussed further below.

To the north of the New Mission Theater is the San Francisco Buddhist Center (at 37-39 Bartlett Street). This building was constructed in 1915 and, while renovations may have occurred over the years to improve insulation, it is possible that operations associated with the rehabilitated New Mission Theater would result in increases to ambient noise levels on this property. As noted in the Project Description, as part of the proposed project, noise insulation would be installed on the ground level within the north wall of the theater building where the building abuts the adjacent parcel occupied by the San Francisco Buddhist Center, located at 37-39 Bartlett Street, extending to cover the entire wall from its westernmost end to the easternmost end. To further investigate noise impacts, and in compliance with Eastern Neighborhoods Mitigation Measure F-5, an acoustical report was prepared for the proposed project, the

purposes of which were to evaluate the sound insulation between 2550 Mission Street building and the adjacent San Francisco Buddhist Center and to provide recommendations for improving the sound insulation between the theater and the San Francisco Buddhist Center for the proposed live theater/nightclub reuse.[25] The study reported the results of acoustical measurements that were conducted in November 2007 both within the vacant New Mission Theater structure and within the adjacent San Francisco Buddhist Center building. Based on these measurements and a review of preliminary project plans, the acoustical consultant recommended that the following measures be incorporated into the project plans to reduce potential noise associated with the theater sound equipment and typical activities in the commercial kitchen and public areas:

1. Insulate the cavity between the cast-in-place concrete wall and the plaster wall assembly at all wall areas below the Mezzanine plaster ceiling. Because this cavity is only accessible from the top of the wall, mineral wool or fiberglass insulation would need to be blown into the cavity (recommended product: Owens Corning ProPink Fiberglass Blow-In Insulation or equal).

2. Seal all cracks and gaps in the plaster airtight with acoustical sealant. Large holes should be patched with two layers of gypsum board (4psf) and sealed airtight. All accessible wall areas should be patched and sealed.

3. Do not locate subwoofers in the Main Bar (Room 109), Patron's Lounge (Room 108), or Mezzanine (Room 201).

4. Provide sound absorbing ceilings in the Main Bar, Patron's Lounge, and Mezzanine. The sound absorbing ceiling finish should cover a minimum of 70% of the ceiling area and have a minimum NRC rating of 0.70.

5. Limit audio system noise levels in the Main Bar, Patron's Lounge, and Mezzanine spaces to the following maximum spectrum:

	Octave-Band Center Frequencies (Hertz)						
	31	**63**	**125**	**250**	**500**	**1k**	**2k**
Max SPL (dB)	75	75	80	80	90	95	95

Based on the recommendations of the acoustical report, the project sponsor has incorporated the recommended features into the project design. However, Project Mitigation Measure M-NO-2, below, is included to ensure that the rehabilitated theater's sound system is calibrated such that it meets the requirements of item #5, above.

[25] Charles M. Salter, *New Mission Theater Updated Acoustical Report – Nightclub Option*, 13 June 2012. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

Project Mitigation Measure M-NO-2: Noise Measurements Following New Mission Theater Rehabilitation.

Following the rehabilitation of the New Mission Theater but prior to the receipt of the Certificate of Occupancy, the project sponsor shall coordinate with owners and/or occupants of the adjacent San Francisco Buddhist Center at 37-39 Bartlett Street to conduct noise measurements within the San Francisco Buddhist Center building to ensure that the intended sound levels recommended in the acoustical report meet the following maximum spectrum:

	Octave-Band Center Frequencies (Hertz)						
	31	**63**	**125**	**250**	**500**	**1k**	**2k**
Max SPL (dB)	75	75	80	80	90	95	95

The noise measurements shall be conducted by persons qualified in acoustical analysis and/or engineering and shall demonstrate with reasonable certainty that the proposed use would not adversely affect nearby noise-sensitive uses (specifically the adjacent San Francisco Buddhist Center at 37-39 Bartlett Street), and there are no particular circumstances about the proposed project site that appear to warrant heightened concern about noise levels that would be generated by the proposed use. Upon completion of such testing, a memorandum summarizing test results shall be submitted to the Planning Department by the acoustical consultant/acoustical engineer. Should the owners and/or occupants of the San Francisco Buddhist Center be unwilling to permit the interior noise measurements specified in this measure, the impact shall be deemed acceptable to said owners and/or occupants, and therefore less than significant for purposes of this Initial Study.

Compliance with Project Mitigation Measure M-NO-2, above, would result in less-than-significant noise impacts of the 2550 Mission Street building (New Mission Theater) on nearby uses, including the adjacent San Francisco Buddhist Center.

2558 Mission Street (Mixed-Use Building)

As a typical multi-family residential building the proposed 2558 Mission Street mixed-use building would not be expected to generate noise levels in excess of standards established in the General Plan, noise ordinance, or other applicable standards and, therefore, would not result in any significant operational noise impacts.

1296 Shotwell Street (Land Dedication Site)

Like the proposed 2558 Mission Street mixed-use building, the future residential development at 1296 Shotwell Street would be considered a typical multi-family residential building that would not be expected to generate noise levels in excess of standards established in the General Plan, noise ordinance, or other applicable standards and, therefore, would not result in any significant operational noise impacts.

Project Variant – Alamo Drafthouse Cinema

To investigate potential operational noise impacts associated with the Alamo Drafthouse Cinema Variant, and in compliance with Eastern Neighborhoods Mitigation Measures F-2 and F-5, an acoustical report was prepared for this variant, the purposes of which was to evaluate the sound insulation between 2550 Mission Street building and the adjacent San Francisco Buddhist Center and to provide recommendations for improving the sound insulation between the theater and the Buddhist Center for the proposed cinema option.[26] The study reported the results of acoustical measurements that were conducted in November 2007 both within the vacant New Mission Theater structure and within the adjacent San Francisco Buddhist Center building. Based on these measurements and a review of preliminary project plans, the acoustical consultant recommended that the following measures be incorporated into the project plans to mitigate potential noise impacts associated with the proposed multiplex theater re-use:

1. Insulate the cavity between the cast-in-place concrete wall and the plaster wall assembly at all wall areas below the Mezzanine plaster ceiling. Because this cavity is only accessible from the top of the wall, mineral wool or fiberglass insulation would need to be blown into the cavity (recommended product: Owens Corning ProPink Fiberglass Blow-In Insulation or equal).

2. Seal all cracks and gaps in the plaster airtight with acoustical sealant. Large holes should be patched with two layers of gypsum board (4psf) and sealed airtight. All accessible wall areas should be patched and sealed.

3. Provide a furred wall (with the studs located a minimum of one inch clear of the exterior wall) at the north wall of the Kitchen (Room 110).

4. Do not locate subwoofers in the Main Bar (Room 109) or Patron's Lounge (Room 108).

5. Provide sound absorbing ceilings in the Main Bar, Patron's Lounge, Kitchen, and Mezzanine. The sound absorbing ceiling finish should cover a minimum of 70% of the ceiling area and have a minimum NRC rating of 0.70.

6. Limit audio system noise levels in the Main Bar and Patron's Lounge spaces to the following maximum spectrum:

	Octave-Band Center Frequencies (Hertz)						
	31	**63**	**125**	**250**	**500**	**1k**	**2k**
Max SPL (dB)	75	75	80	80	90	95	95

[26] Charles M. Salter, *New Mission Theater Updated Acoustical Report – Cinema Option*, 13 June 2012. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

Based on the recommendations of the acoustical report, the project sponsor has incorporated the recommended features into the Alamo Drafthouse Cinema Variant design. However, Project Mitigation Measure M-NO-2, discussed above, would apply to this variant as it would ensure that the rehabilitated theater's sound system is calibrated such that it meets the requirements of item #5, above. It is anticipated that compliance with Project Mitigation Measure M-NO-2, above, would result in less-than-significant noise impacts of the 2550 Mission Street building.

Compliance with Project Mitigation Measure M-NO-2, above, would result in less-than-significant noise impacts of the Alamo Drafthouse Cinema Variant on nearby uses, including the adjacent San Francisco Buddhist Center.

Project Variant – Bartlett Streetscape Improvements

In terms of operational impacts, the Bartlett Streetscape Improvements Variant would not be expected to result in a noticeable change with respect to noise levels. Noise levels associated with passing vehicles may be replaced, to some degree, with noise associated with increased pedestrian and bicycle uses. The farmer's market that currently operates on this block on Thursday afternoons would continue to take place with implementation of this variant; thus, no changes to the noise environment would be expected.

Impact NO-3: The proposed project would not be substantially affected by existing noise levels. (Less than Significant)

2550 Mission Street (New Mission Theater)

As an entertainment-related facility, the proposed 2550 Mission Street project component would not be considered a noise-sensitive use and, therefore, would not be adversely affected by existing noise levels. Impacts would be less than significant.

2558 Mission Street (Mixed-Use Building)

The proposed mixed-use project at 2558 Mission Street would include attached, multi-family residential units and, as noted above, would be subject to Title 24 Noise Insulation requirements.

In terms of operational impacts, the *San Francisco General Plan* noise guidelines indicate that any new residential construction or development in areas with noise levels above 60 dBA (Ldn) should be

undertaken only after a detailed analysis of noise reduction requirements is made and needed noise insulation features are included in the design. In areas where noise levels exceed 65 dBA (Ldn), new residential construction or development is generally discouraged, but if it does proceed, a detailed analysis of noise reduction requirements must be done and needed noise insulation features included in the design. Thus, since noise levels exceed 60 dBA (Ldn) along both Mission and Bartlett Street near the project site, and in compliance with Eastern Neighborhoods Mitigation Measure F-4, an acoustical analysis was completed for the proposed mixed-use project at 2558 Mission Street, to ensure that the proposed residential units would meet the City and State interior requirement of an Ldn of 45 dBA.[27]

The acoustical study found two potential possible future noise sources within 900 feet of the 2558 Mission Street project site – the New Mission Theater and the City College of San Francisco rooftop HVAC equipment. The study also recommended that sound rated windows with a minimum STC rating of STC 34 be installed along the Mission Street façade, windows with a minimum STC 31 be installed along the Bartlett Street façade, and windows with a minimum STC 29 be installed along the south façade between Mission and Bartlett. Because the installation of sound rated windows would be required for the proposed project as a way of meeting requirements of Title 24, it is assumed to be part of the proposed project. The acoustical study concluded that there are no probable noise impacts on the project site beyond existing traffic noise (which is part of the existing condition and would not be demonstrably intensified by the proposed project). Furthermore, the proposed project also would not contribute to any potential cumulative noise effects.

Residential development in proximity to existing noisy uses could result in health effects associated with exposure to chronic high levels of environmental noise and with exposure to short term accidences in noise occurring during the typical hours of sleep, including sleep disturbance, annoyance, impaired speech comprehension, and possible changes in cognitive function. Moreover, the interior noise protections required by Title 24 would not protect the entire population from the health effects (e.g. sleep disturbance) of short-term exceedances of ambient noise levels, because Title 24 standards are based on 24-hour noise levels and short-term noise sources often have little effect on these day-night average noise levels. However, the proposed mixed-use building would not be considered incompatible within the context of the nearby noise-generating uses. As discussed above, the proposed New Mission Theater project would be required to incorporate various measures into the rehabilitation to reduce potential noise impacts. Furthermore, the

[27] Charles M. Salter, Inc., *2558 Mission Street San Francisco, CA*, 18 January 2012. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

CCSF HVAC unit would also not be expected to result in significant noise disturbances, given that the 2558 Mission Street building would be required to include sound rated windows.

As discussed in the Project Description, the proposed 2558 Mission Street project would provide open space in the form of a commonly accessible roof deck (2,050 square feet) and a commonly accessible courtyard on the second level (2,100 square feet). As such, this proposed project component would be subject to Eastern Neighborhoods FEIR Mitigation Measure F-6, which requires that Planning Code-required open space be protected, to the maximum feasible extent, from existing ambient noise levels, through appropriate site design. The proposed project would comply with this mitigation measure as the courtyard on the second level would be largely shielded by the proposed residential building and would also be set back approximately 50 feet from Mission Street. Therefore, it would be shielded from most existing external noise sources. Similarly, the rooftop open space would face onto Bartlett Street, which is generally quieter than Mission Street, and would be bordered by a solid parapet that would block much of the existing noise. Incorporation of Eastern Neighborhoods Mitigation Measure F-6 into the 2558 Mission Street project design would reduce any potential operational noise impacts to a less than significant level.

For the above reasons, with incorporation of the Project Mitigation Measure M-NO-2 and Eastern Neighborhoods FEIR Mitigation Measures F-2, F-4, F-5 and F-6, the proposed project at 2550-2558 Mission Street would result in less-than-significant impacts with respect to exposure to existing noise levels.

1296 Shotwell Street (Land Dedication Site)

The 1296 Shotwell Street site is located in close proximity to a major traffic arterial, Cesar Chavez Street. To assess whether a residential building would be appropriate at this location, and to meet the requirements of Eastern Neighborhoods Mitigation Measure F-4, an acoustical study was conducted at the 1296 Shotwell Street site, including noise measurements.[28] The acoustical study summarized the results of the noise testing, which calculated Day/Night Noise Level (Ldn) at Cesar Chavez location to be 78 dBA, and measurement at the more shielded Shotwell Street project site to be an Ldn of 69 dBA. The future residential development at 1296 Shotwell Street would be subject to the California Noise Insulation Standards in Title 24 of the California Code of Regulations. Furthermore, the acoustical study concluded that with the provision of specific façade constructions, including acoustically rated windows, the City and State

[28] Charles M. Salter Associates, Inc., 1296 Shotwell Street, San Francisco, CA, 17 January, 2012. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

maximum interior noise level limits for multifamily housing can be met at this site. The study stated that these windows would need to be non-operable, or if operable, would need to be closed, to provide adequate sound insulation and as such, an alternate means of providing outside air to occupied spaces would be required.

Based on the above, the future residential development at 1296 Shotwell Street would not result in significant impacts with respect to exposure of residents to existing noise levels.

Project Variant – Alamo Drafthouse Cinema

Like the proposed project's New Mission Theater component, the Alamo Drafthouse Cinema Variant would be an entertainment-related facility that would not be adversely affected by existing noise levels. Impacts would be less than significant.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements would not include the siting of new sensitive receptors; therefore, existing noise levels would have no adverse effect on this variant. Impacts would be less than significant.

Impact C-NO: The proposed project would not make a considerable contribution to any cumulative noise levels. (Less than Significant)

Project construction is not expected to result in contribution to cumulative noise impacts as there are no other foreseeable projects in the vicinity of either the 2550-2558 Mission Street project site or the 1296 Shotwell Street land dedication site where construction would be expected to occur simultaneously with the proposed project.[29] If other projects were constructed at the same time, all would be subject to the San Francisco Noise Ordinance and the provisions of Eastern Neighborhoods FEIR Mitigation Measure F-2 as appropriate, and therefore construction noise would be attenuated as necessary. Cumulative construction noise impacts are not expected to differ substantially from the project's individual construction noise impacts.

With regard to operational noise, as noted in the Project Description, the project site is located on the same block as other entertainment uses, most notably the Foreign Cinema restaurant and the Lolinda

[29] Sewer construction on Cesar Chavez Street was concluded in Fall 2012, and streetscape improvements on Cesar Chavez Street are scheduled to be complete by the end of 2013. Construction of a future residential project on the land dedication site would not be expected prior to 2014 at the earliest, as this site is proposed only for dedication to the Mayor's Office of Housing, which would have to secure funding for construction and identify a developer.

restaurant and bar. Operational noise issues associated with these uses are addressed on an ongoing basis as specified in the applicable permits for each establishment. As with the project specific noise impacts described under Impact NO-2, in the absence of mitigation a significant cumulative noise impact could occur with operation of the proposed entertainment uses. However, with implementation in Project Mitigation Measure M-NO-2 the project would not result in a significant operational noise impact either individually or cumulatively.

Conclusion

For the above reasons, with implementation of Eastern Neighborhoods FEIR Mitigation Measures F-2, F-4, F-5 and F-6 and incorporation of Project Mitigation Measures M-NO-1 and M-NO-2, the proposed project, including both project variants and the off-site land dedication component, would not result in any significant impacts with respect to noise that could not be mitigated to a less-than-significant level.

Topics:	*Potentially Significant Impact*	*Less Than Significant with Mitigation Incorporated*	*Less Than Significant Impact*	*No Impact*	*Not Applicable*
14. GEOLOGY AND SOILS— Would the project:					
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:					
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? (Refer to Division of Mines and Geology Special Publication 42.)	☐	☐	☒	☐	☐
ii) Strong seismic ground shaking?	☐	☐	☒	☐	☐
iii) Seismic-related ground failure, including liquefaction?	☐	☐	☒	☐	☐
iv) Landslides?	☐	☐	☒	☐	☐
b) Result in substantial soil erosion or the loss of topsoil?	☐	☐	☒	☐	☐
c) Be located on geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction, or collapse?	☐	☒	☐	☐	☐

Topics:	Potentially Significant Impact	Less Than Significant with Mitigation Incorporated	Less Than Significant Impact	No Impact	Not Applicable
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code, creating substantial risks to life or property?	☐	☐	☒	☐	☐
e) Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?	☐	☐	☐	☐	☒
f) Change substantially the topography or any unique geologic or physical features of the site?	☐	☐	☒	☐	☐

The Eastern Neighborhoods FEIR found that the rezoning would indirectly increase the population that would be subject to an earthquake, including seismically induced groundshaking, liquefaction, and landslides. New development is subject to updated building codes and construction techniques, and it is therefore generally seismically more stable than older development. Compliance with applicable codes and recommendations made in project-specific geotechnical analyses would reduce seismically related risks to an acceptable level. No mitigation measures were identified in the FEIR.

The proposed project would be connected to the existing sewer system and would not require use of septic systems. Therefore, Question 14e is not applicable to the proposed project.

Impact GE-1: The proposed project could result in exposure of people and structures to potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault, expansive soils, seismic ground-shaking, liquefaction, lateral spreading, or landslides. (Less than Significant with Mitigation)

Proposed Project (2550-2558 Mission Street Development)

Site Conditions

The rehabilitation of the 2550 Mission Street building would involve very minor excavation and would bring the building up to all applicable city codes. Therefore, it would not result in any changes that would result in significant or peculiar impacts related to geology and soils. For this reason, the remainder of this section focuses on the 2558 Mission Street building.

A geotechnical investigation was prepared for the proposed 2558 Mission Street project.[30] Based on this report, the rear portion of the 2558 Mission Street project site is underlain by sandy fill, and the existing

[30] Rollo & Ridley, *Geotechnical Investigation: 2558 Mission Street, San Francisco, California*, prepared for Oyster Development Corporation, February 25, 2011. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

basement is underlain by dense sand and clay. Below the fill are layers of very dense clayey sand, sand, and silty sand to the maximum depth explored (61.5 feet below ground surface or bgs). These sandy layers are interspersed with stiff sandy clay, silty clay, and clay. Groundwater is estimated to be present 20 to 25 feet below the adjacent street grades, and it varies seasonally by a few feet.

During a major earthquake, the risk of fault rupture and consequent secondary ground failure at the project site is considered low. The soils beneath the site, as well as its relative flatness and lack of historical evidence of lateral spreading, indicate that the site is not susceptible to liquefaction during a large earthquake and there is no potential for lateral spreading. In addition, the potential for differential compaction is low, resulting in compaction of less than half an inch.

Given these characteristics, the report concluded that the 2558 Mission Street project site could be developed with an eight-story building provided that recommendations of the geotechnical report are incorporated into the project plans and implemented during construction. The following recommendations would be incorporated into the proposed project:

- The majority of the building can be supported on a mat foundation on dense to very dense sand;
- The western portion of the building, where the basement slopes toward Bartlett Street, should be supported on drilled, cast-in-place concrete piers 30 feet into the soil at the rear of the site;
- The eastern portion of the site should be support on drilled, cast-in-place concrete piers 50 feet into the soils;
- If using auger-cast displacement piles instead of piers, a geotechnical engineer should review the design to confirm parameters used and estimate pile lengths of 30- and 50-feet long and 24-inches in diameter;
- Depending on the auger cast pile system selected, piles should be tested in compression to twice the design load, and two locations should be selected by the geotechnical engineer with the structural engineer;
- Basement floor slabs and walls should be waterproofed or underlain by a capillary moisture break and vapor retarder; and
- Basement walls should be designed to resist lateral pressures created by soils, bedrock, and adjacent surcharges, and walls should be backed with hydrostatic panels.

Problematic soils, such as those that are expansive, can damage structures and buried utilities and increase maintenance requirements. Expansive soils are characterized by their ability to undergo significant volume change (i.e., to shrink and swell) due to variations in moisture content. Expansive soils are typically very fine grained and have a high to very high percentage of clay. Expansion and

contraction of expansive soils in response to changes in moisture content can lead to differential and cyclical movements that can cause damage and/or distress to structures and equipment. The U.S. Department of Agriculture, Natural Resources Conservation Service (NRCS) has mapped the surface and near-surface subsurface soils in the Plan area, and characterizes key properties for each soil type, including the shrink/swell potential. Based on the NRCS web soil survey, soils in the project vicinity are mapped primarily as Urban Land, Unit ID 131, and Urban Land-Orthents, cut and fill complex, 0 to 5 percent slopes, Unit ID 132.[31] These soil units generally exhibits relatively low shrink/swell potential. Therefore, no significant impacts are anticipated with respect to expansive soils.

To ensure compliance with all provisions of the San Francisco Building Code (Building Code) regarding structural safety, when the San Francisco Department of Building Inspection (DBI) reviews the geotechnical report and building plans for a proposed project, it will determine necessary engineering and design features for the project to reduce potential damage to structures from groundshaking and other seismic hazards. Therefore, potential damage to structures from geologic hazards on a project site would be avoided through the DBI review of the building permit application pursuant to its implementation of the Building Code. Therefore, no significant impact would occur.

BART Tunnel

The base of the Bay Area Rapid Transit (BART) tunnel beneath Mission Street is at a depth of 45 feet, and the tunnel is about 55 feet wide. The western edge of the tunnel wall corresponds to the existing Mission Street sidewalk/street edge, and the tunnel is lain in dense to very dense sand.

BART guidelines for nearby buildings include several requirements to ensure that structures are designed and built so as not to impose any temporary or permanent adverse effects, including unbalanced loading and seismic loading, on the adjacent subway. The zone-of-influence line from the BART Tunnel extends beneath the eastern portion of the proposed base of the project's foundation (approximately the eastern 35 feet of the new foundation). A deep foundation consisting of drilled, cast-in-place piers or auger cast piles would be used to transfer loads below the line of influence.

During excavation for the basement level, shoring would be required to laterally restrain the sides of the excavation and limit the movement of adjacent Mission Street and sidewalk. In addition, the adjacent buildings should be underpinned. Internal braces may be required if the system cannot be designed as a

[31] Natural Resources Conservation Service, Web Soil Survey. Accessed at http://websoilsurvey.nrcs.usda.gov on November 9, 2012.

cantilevered system as determined by the shoring engineer. BART criteria require the shoring be designed for at-rest pressures, which are higher than active pressures. The shoring system and possibly the tunnel would need to be monitored for movements.

A review of the geotechnical report and the structural plans and calculations by the BART Engineering Department would be required during final design of the proposed development. As part of this process, it may be necessary for the project sponsor to submit structural calculations that show the proposed building will not adversely affect the BART station or Tunnel under both static and seismic load conditions. However, because this type of review is already required as part of the normal permitting process, no additional mitigation measures would be necessary to ensure less-than-significant impacts with respect to the BART tunnel.

Geotechnical Report Review

During its required review of the proposed project, the DBI, in consultation with the project sponsor, would review the recommendations of the geotechnical report to determine necessary engineering and design features for a structure to reduce potential damage from groundshaking and to ensure compliance with all San Francisco Building Code provisions regarding structural safety. DBI may require that additional site-specific soils report(s) be prepared in conjunction with permit applications. Potential damage from geologic hazards would be addressed through the DBI requirement for a geotechnical report and review of the building permit application pursuant to DBI implementation of the Building Code.

Through DBI and BART Engineering Department review and approval of geotechnical recommendations, and adherence to those recommendations as required in the Building Code, project specific impacts related to geology and soils would be less than significant.

1296 Shotwell Street (Land Dedication Site)

Site Conditions

Based on a geotechnical investigation completed in late 2011 for the future residential development at 1296 Shotwell Street,[32] the shallow foundation of the existing building is slab-on-grade construction. It is underlain by gravelly clay to clayey gravel and clayey sand fill, which was encountered to a maximum

[32] Rollo & Ridley, *Geotechnical Investigation: 1294–1298 Shotwell Street, San Francisco, California*, prepared for Dean G. Givas, December 5, 2011. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

depth explored of 9 feet bgs. Based on map review, the fill appears to be about 10 feet thick across the site and up to 20 feet thick across the southern edge. The fill is medium stiff to stiff, medium dense, and moist to wet. Stiff to hard sandy clay and dense to very dense clayey sand is present at depths ranging from 13 to 15 feet across the majority of the site, except in the southern portion where it is at a depth of 20 feet. The fill is judged to be relatively weak, but the clayey sand and sandy clay underlying the fill soils appear to be strong and capable of supporting moderately heavy building loads. Groundwater was encountered at a depth of about 4.5 feet bgs.

During a major earthquake, the risk of fault rupture and consequent secondary ground failure is considered low. Although the 1296 Shotwell Street site is not in a mapped liquefaction hazard zone, laboratory tests for this proposed project component and other developments nearby indicate that a liquefiable layer beneath the project site contains about 15 to 35 percent clay, and 1 to 2 inches of liquefaction-induced settlement could occur after a major seismic event. However, the liquefiable zone does not appear to be continuous across the site. Therefore, the potential for lateral spreading is low.

Regarding differential compaction, if a new basement level of 10 feet is excavated, differential compaction could be on the order of about 1 inch after a major earthquake. If no basement level is excavated, then settlement across the site would also be on the order of 1 inch, but the effects would be reduced because the building would be supported on drilled piers instead. The 1296 Shotwell Street project site is not subject to landslides.

Given these characteristics, the report concluded that the 1296 Shotwell Street site could be developed as a multi-story residential structure provided that recommendations of the geotechnical report are incorporated into the project plans and implemented during construction. These recommendations are included in Project Mitigation Measure M-GE-1, which would be implemented as part of any future project at 1296 Shotwell Street.

Project Mitigation Measure M-GE-1: Implementation of Geotechnical Report Recommendations.

If the future residential development at 1296 Shotwell includes a basement, the following recommendations shall be incorporated:

- If a basement is to be constructed about 10 feet below the existing grade, the fill below the planned excavation shall be removed for 3 additional feet and replaced as engineered fill, and dewatering and shoring and underpinning of adjacent properties shall be required.
- The building shall be supported on a waterproofed mat foundation system bottomed on medium dense to very dense clayey sand or stiff to hard sandy clay (both engineered fill and native).

- Further field investigations are needed to determine the full extent of the liquefiable zone, such investigations shall be undertaken and the resulting reports submitted with the Environmental Evaluation Application for the 1296 Shotwell project.
- Shoring and underpinning shall be required.

If the future residential development at 1296 Shotwell does not include a basement, the following recommendation shall be incorporated:

- If no basement is to be constructed, a then a deep foundation of drilled, cast-in-place 18-inch thick, 20- to 25-feet concrete piers founded below a depth of 20 feet shall be used.

Regardless of the building and foundation design, the following ground improvements for the project site shall be incorporated:

- Basement floor slabs and walls shall be waterproofed or underlain by a capillary moisture break and vapor retarder.
- Basement walls shall be designed to resist lateral pressures created by soils, bedrock, and adjacent surcharges, and walls shall be backed with hydrostatic panels.

Compliance with Project Mitigation Measure M-GE-1 would result in less-than-significant geotechnical impacts of any future development at the 1296 Shotwell Street site.

Geotechnical Report Review

During its required review of the proposed project, the DBI, in consultation with the project sponsor, would review the recommendations of the geotechnical report to determine necessary engineering and design features for a structure to reduce potential damage to structures from groundshaking and to ensure compliance with all San Francisco Building Code provisions regarding structural safety. DBI may require that additional site-specific soils report(s) be prepared in conjunction with permit applications. Potential damage from geologic hazards would be addressed through the DBI requirement for a geotechnical report and review of the building permit application pursuant to DBI implementation of the Building Code.

Through DBI review and approval of geotechnical recommendations, and adherence to those recommendations as required in the Building Code, impacts related to geology and soils would be less than significant and would not be peculiar.

Project Variant – Alamo Drafthouse Cinema

The Alamo Drafthouse Cinema Variant would occur on the on the same project site as the proposed 2550–2558 Mission Street project, and the structural characteristics would be largely similar between the

two use options. Consequently, impacts related to geology and soils would be less than significant and would not be peculiar.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would occur within an existing, paved street right-of-way, and would not include construction of substantial new buildings or structures. Impacts related to geology and soils would be less than significant and would not be considered peculiar.

In conclusion, the Eastern Neighborhoods FEIR did not identify any significant impacts with respect to geology and soils, and the proposed project, including both project variants would not result in any peculiar impacts with respect to this environmental topic. Peculiar impacts associated with the land dedication site were identified. However, Project Mitigation Measure GE-1 would mitigate potential impacts to a less than significant level.

Impact GE-2: The proposed project would not result in substantial loss of topsoil or erosion. (Less than Significant)

The proposed project would not substantially change the general topography of the site or any unique geologic or physical features of the site, because excavation of a basement is a common construction practice in an urban area and is not normally considered alteration of the general topography. The proposed project would require excavation for the construction of the subterranean garage at 2558 Mission Street, involving the removal of approximately 7,000 cubic yards of subsurface material. However, the project site is well under the one-acre threshold for a National Pollutant Discharge Elimination System (NPDES) General Construction Permit and despite of the excavation required for the below-grade garage, the proposed project would result in relatively minimal disturbance of site soils. Regardless, the project sponsor and its contractor would be required to implement Best Management Practices that include erosion and sedimentation control measures, as required by the City and/or resources agencies, which would reduce short-term construction-related erosion impacts to less-than-significant levels.

The future residential development at 1296 Shotwell Street (Land Dedication) is assumed to include underground parking. However, as with the proposed project, excavation of basement parking would not substantially change the general topography of the site or any unique geologic or physical features of the site.

The Alamo Drafthouse Cinema Variant would require approximately the same amount of excavation as the proposed project and would likewise result in less than significant impacts with respect to loss of topsoil or erosion.

The Bartlett Streetscape Improvements Variant would require minimal excavation, to a depth of approximately 6 inches, which would likewise result in less than significant impacts with respect to loss of topsoil or erosion.

Impact GE-3: The proposed project would not result in substantial changes to site topographical features. (Less than Significant)

The 2550-2558 Mission Street project site is relatively flat and surrounded by residential and commercial uses. Apart from excavation for the below-grade garage level and building foundation associated with the 2558 Mission Street structure, the proposed project would not alter the visible topography of the project site or otherwise affect any unique geologic or physical features of the site. The proposed project would have a less-than-significant impact with respect to topographical features of the site. This would also be the case under the Alamo Drafthouse Cinema Variant, since the residential project component would be the same under both options.

No construction is currently proposed on the land dedication site at 1296 Shotwell Street. However, at some point in the future, this site would be developed with a residential project consisting of approximately 46 affordable units and possibly a below-grade garage. While excavation to accommodate the garage level would require excavation of approximately 11 feet below grade, this would not be expected to result in any changes to the topography.

The Bartlett Streetscape Improvements Variant would require minimal changes to the Bartlett Street right-of-way, and would likewise not result in any changes to the topography.

Impact C-GE: The proposed project would not make a considerable contribution to any cumulative significant effects related to geology or soils. (Less than Significant)

Although the proposed project would result in some excavation, there are no other foreseeable projects in the vicinity of either the 2550-2558 Mission Street site or the 1296 Shotwell Street site that would combine with the proposed project's impacts in a considerable manner. Furthermore, the two projects would be implemented years apart and are not located sufficiently close to each other to combine cumulatively. Similarly, the Bartlett Streetscape Improvements Variant would likewise not make a considerable

contribution to any cumulative significant effects related to geology or soils. For the reasons discussed above, the proposed project's impacts related to geology and soils, both individually and cumulatively, would be less than significant.

Topics:	*Potentially Significant Impact*	*Less Than Significant with Mitigation Incorporation*	*Less Than Significant Impact*	*No Impact*	*Not Applicable*
8. MANDATORY FINDINGS OF SIGNIFICANCE— Would the project:					
a) Have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?	☐	☐	☐	☐	☒
b) Have impacts that would be individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.)	☐	☐	☐	☐	☒
c) Have environmental effects that would cause substantial adverse effects on human beings, either directly or indirectly?	☐	☐	☐	☐	☒

The proposed project would involve rehabilitation of the New Mission Theater and demolition of the Giant Value store and its replacement with a mixed-use residential building containing 114 units and 14,750 square feet of ground floor commercial space. The project also includes the dedication of a separate parcel of land at 1296 Shotwell Street to the MOH in fulfillment of the residential inclusionary housing requirement associated with the new mixed-use residential building. As previously discussed, an initial analysis was conducted and found that, with the exception of noise and geology and soils, the proposed project would not result in new, peculiar environmental effects, or effects of greater severity than were already analyzed and disclosed in the Eastern Neighborhoods Rezoning and Area Plans FEIR. Due to the peculiar impact found concerning noise, this focused Initial Study was prepared for these topic areas only.

The foregoing analysis indentifies potentially significant impacts to noise and geology and soils, which would be mitigated to a less-than-significant level through implementation of Project Mitigation Measure M-NO-2, described on page 55, and Project Mitigation Measure M-GE-1, described on page 66.

G. MITIGATION MEASURES AND IMPROVEMENT MEASURES

Project Mitigation Measure M-NO-1: Construction Noise (same as Eastern Neighborhoods FEIR Mitigation Measure F-2).

Where environmental review of a development project undertaken subsequent to the adoption of the proposed zoning controls determines that construction noise controls are necessary due to the nature of planned construction practices and the sensitivity of proximate uses, the Planning Director shall require that the sponsors of the subsequent development project develop a set of site-specific noise attenuation measures under the supervision of a qualified acoustical consultant. Prior to commencing construction, a plan for such measures shall be submitted to the Department of Building Inspection to ensure that maximum feasible noise attenuation will be achieved. These attenuation measures shall include as many of the following control strategies as feasible:

- Erect temporary plywood noise barriers around a construction site, particularly where a site adjoins noise-sensitive uses;
- Utilize noise control blankets on a building structure as the building is erected to reduce noise emission from the site;
- Evaluate the feasibility of noise control at the receivers by temporarily improving the noise reduction capability of adjacent buildings housing sensitive uses;
- Monitor the effectiveness of noise attenuation measures by taking noise measurements; and
- Post signs on-site pertaining to permitted construction days and hours and complaint procedures and who to notify in the event of a problem, with telephone numbers listed.

Project Mitigation Measure M-NO-2: Noise Measurements Following New Mission Theater Rehabilitation.

Following the rehabilitation of the New Mission Theater but prior to the receipt of the Certificate of Occupancy, the project sponsor shall coordinate with owners and/or occupants of the adjacent San Francisco Buddhist Center at 37-39 Bartlett Street to conduct noise measurements within the San Francisco Buddhist Center building to ensure that the intended sound levels recommended in the acoustical report meet the following maximum spectrum:

	Octave-Band Center Frequencies (Hertz)						
	31	**63**	**125**	**250**	**500**	**1k**	**2k**
Max SPL (dB)	75	75	80	80	90	95	95

The noise measurements shall be conducted by persons qualified in acoustical analysis and/or engineering and shall demonstrate with reasonable certainty that the proposed use would not adversely

affect nearby noise-sensitive uses (specifically the adjacent San Francisco Buddhist center at 37-39 Bartlett Street), and there are no particular circumstances about the proposed project site that appear to warrant heightened concern about noise levels that would be generated by the proposed use. Upon completion of such testing, a memorandum summarizing test results shall be submitted to the Planning Department by the acoustical consultant/acoustical engineer. Should the owners and/or occupants of the San Francisco Buddhist Center be unwilling to permit the interior noise measurements specified in this measure, the impact shall be deemed acceptable to said owners and/or occupants, and therefore less than significant for purposes of this Initial Study.

Project Mitigation Measure M-GE-1: Implementation of Geotechnical Report Recommendations.

If the future residential development at 1296 Shotwell includes a basement, the following recommendations shall be incorporated:

- If a basement is to be constructed about 10 feet below the existing grade, the fill below the planned excavation shall be removed for 3 additional feet and replaced as engineered fill, and dewatering and shoring and underpinning of adjacent properties shall be required.
- The building shall be supported on a waterproofed mat foundation system bottomed on medium dense to very dense clayey sand or stiff to hard sandy clay (both engineered fill and native).
- Further field investigations are needed to determine the full extent of the liquefiable zone, such investigations shall be undertaken and the resulting reports submitted with the Environmental Evaluation Application for the 1296 Shotwell project.
- Shoring and underpinning shall be required.

If the future residential development at 1296 Shotwell does not include a basement, the following recommendation shall be incorporated:

- If no basement is to be constructed, a then a deep foundation of drilled, cast-in-place 18-inch thick, 20- to 25-feet concrete piers founded below a depth of 20 feet shall be used.

Regardless of the building and foundation design, the following ground improvements for the project site shall be incorporated:

- Basement floor slabs and walls shall be waterproofed or underlain by a capillary moisture break and vapor retarder.
- Basement walls shall be designed to resist lateral pressures created by soils, bedrock, and adjacent surcharges, and walls shall be backed with hydrostatic panels.

H. PUBLIC NOTICE AND COMMENT

A "Notification of Project Receiving Environmental Review" was mailed on June 12, 2012, to owners of properties within 300 feet of the project site and adjacent occupants. The comments received included the following:

- Concerns regarding potential noise from the construction and operations of the proposed project (including noise from the ventilation fan in the commercial kitchen), particularly as it relates to the adjacent San Francisco Buddhist Center at 37-39 Bartlett Street (specifically, the meditation room and bedrooms within this building);
- Concerns regarding odor from the proposed commercial kitchen in the theater building;
- Preference for the Alamo Drafthouse Cinema Variant over the proposed project;
- Preference that patrons of the theater use Mission Street for entrance and egress;
- Concerns regarding construction dust;
- Concerns regarding increases in traffic along Bartlett Street as well as parking issues; and
- Potential vermin problems.

To the degree that these issues relate to CEQA, they have been addressed either in the Eastern Neighborhoods FEIR or in the Initial Study, Certificate, or Checklist prepared for the proposed project. Based on this analysis, it has been determined that the proposed project would result in less than significant impacts with respect to all environmental topics, with one topic, noise requiring the incorporation of a mitigation measure.

I. DETERMINATION

On the basis of this Initial Study:

☐ I find that the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.

☒ I find that although the proposed project could have a significant effect on the environment, there will not be a significant effect in this case because revisions in the project have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION will be prepared.

☐ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

☐ I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect 1) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and 2) has been addressed by mitigation measures based on the earlier analysis as described on attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.

☐ I find that although the proposed project could have a significant effect on the environment, because all potentially significant effects (a) have been analyzed adequately in an earlier EIR or NEGATIVE DECLARATION pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or NEGATIVE DECLARATION, including revisions or mitigation measures that are imposed upon the proposed project, no further environmental documentation is required.

Bill Wycko
Environmental Review Officer
for
John Rahaim
Director of Planning

DATE November 29, 2012

SAN FRANCISCO
PLANNING DEPARTMENT

Attachment A
Certificate of Determination
EXEMPTION FROM ENVIRONMENTAL REVIEW

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

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Planning
Information:
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Case No.:	**2005.0694E**
Project Title:	**2550-2558 Mission Street Project**
Zoning/Plan Area:	Mission Neighborhood Commercial Transit (Mission NCT) District 85-X Height and Bulk District Mission Area Plan
Block/Lot:	3616/007
Lot Size:	44,291 square feet
Project Sponsor	Dean Givas, Oyster Development Corp. (415) 298-3326
Staff Contact:	Rachel Schuett – (415) 575-9030 Rachel.Schuett@sfgov.org

PROJECT DESCRIPTION:

The primary project components include: rehabilitation of the New Mission Theater (2550 Mission Street) as a dining and entertainment (live theater) venue and construction of a mixed-use residential building (2558 Mission Street) containing 114 for-sale market-rate units and 14,750 square feet of ground floor commercial space. The proposed project also includes the dedication of a separate parcel of land at 1296 Shotwell Street (to the Mayor's Office of Housing) in fulfillment of the residential inclusionary housing requirement associated with the new mixed-use residential building. Subdivision of the primary project site into two parcels is also a project component. As a project variant, the New Mission Theater would be rehabilitated as a multiple screen movie house (with the residential component developed as proposed under the primary project). As a separate project variant, the project sponsor would fund and partially implement streetscape improvements on the Bartlett Street right-of-way adjacent to the project site as a way to satisfy the Eastern Neighborhoods Impact Fee Program. Improvements to Bartlett Street would ultimately convert it to a "living street" model designed to be shared by pedestrians, bicyclists, and low speed motor vehicles, and would be consistent with the City's Better Streets Policy.

EXEMPT STATUS:

Exempt per Section 15183 of the California Environmental Quality Act (CEQA) Guidelines California and Public Resources Code Section(s) 21159.21, 21159.23, 21159.24, 21081.2, and 21083.3.

REMARKS:

(See next page.)

DETERMINATION:

I do hereby certify that the above determination has been made pursuant to State and Local requirements.

BILL WYCKO
Environmental Review Officer

November 20, 2013
Date

cc Dean Givas, Project Sponsor; Supervisor David Campos, District 9, Exemption/Exclusion File; Virna Byrd, M.D.F

REMARKS:

Section 15183 of the State CEQA Guidelines states that projects which are consistent with the development density established by a community plan for which an Environmental Impact Report was certified shall not require additional environmental review, except as necessary to determine the presence of project-specific significant effects not identified in the programmatic, plan area FEIR. The Planning Department reviewed the proposed 2550-2558 Mission Street project for consistency with the Eastern Neighborhoods Rezoning and Area Plans and for the potential for the proposed project to result in significant impacts not identified in the Eastern Neighborhoods Rezoning and Area Plans Environmental Impact Report certified on August 7, 2008.[1]

CONSISTENCY WITH GENERAL PLAN AND ZONING

The Planning Department's Citywide Planning and Current Planning Divisions have both determined that the proposed project is consistent with the Eastern Neighborhoods FEIR and satisfies the requirements of the General Plan and the Planning Code. Therefore, the proposed project is eligible for a Community Plan Exemption.

POTENTIAL ENVIRONMENTAL EFFECTS:

The Eastern Neighborhoods FEIR included analyses of environmental issues including: land use; plans and policies; visual quality and urban design; population, housing, business activity, and employment (growth inducement); transportation; noise; air quality; parks, recreation and open space; shadow; archeological resources; historic architectural resources; hazards; and other issues not addressed in the previously issued Initial Study for the Eastern Neighborhoods project. The proposed 2550-2558 Mission Street project is in conformance with the height, use and density for the site described in the Eastern Neighborhoods FEIR and would represent a small part of the growth that was forecast for the Eastern Neighborhoods area. Thus, the project analyzed in the Eastern Neighborhoods FEIR considered the incremental impacts of the proposed 2550-2558 Mission Street project. As a result, the proposed project would not result in any new or substantially more severe impacts than were identified in the Eastern Neighborhoods FEIR.

It was determined that, for the following topics, the Eastern Neighborhoods Rezoning and Area Plans would not result in significant impacts and the proposed project did not have any peculiar aspects that

[1] See Attachment B, Community Plan Exemption Checklist.

could affect the environment beyond what was analyzed in the Eastern Neighborhoods FEIR: Aesthetics, Population and Housing, Greenhouse Gas Emissions, Recreation, Utilities and Service Systems, Public Services, Biological Resources, and Hydrology and Water Quality. These topics are discussed in the Community Plan Exemption Checklist (Attachment B) for the proposed project.

The following issues in the Eastern Neighborhoods FEIR were found to have a potentially significant impact: Land Use, Cultural (Historical and Archeological) Resources; Transportation; Air Quality; Wind; Shadow; and Hazardous Materials. These topics are considered in this Certificate of Determination of Exemption from Environmental Review. In addition, it was determined that the proposed project could result in project-specific significant impacts with respect to noise and geology and soils that were not previously identified in the Eastern Neighborhoods FEIR but that implementation of project-specific mitigation measures would reduce such impacts to a less-than-significant level. Thus, these two topics are addressed in the Initial Study. The following discussion demonstrates that the proposed 2550-2558 Mission Street project (including variants and the land dedication site) would not result in significant impacts beyond those analyzed in the Eastern Neighborhoods FEIR.

LAND USE AND LAND USE PLANNING

Eastern Neighborhoods Rezoning and Area Plans FEIR

The Eastern Neighborhoods Rezoning and Area Plans rezoned much of the city's industrially-zoned land in the Mission, Central Waterfront, East South of Market and Showplace Square/Potrero Hill neighborhoods. The four main goals that guided the Eastern Neighborhood planning process were to reflect local values, increase housing, maintain some industrial land supply, and improve the quality of all existing areas with future development. The rezoning applied new residential and mixed-used zoning districts to parts of the Eastern Neighborhoods formerly zoned for industrial, warehousing, and commercial service use.

The Eastern Neighborhoods FEIR evaluated three land use option "alternatives" and under each of these options the proposed 2550-2558 Mission Street project site was designated Mission Street Neighborhood Commercial Transit (Mission NCT). The Mission NCT designation applies to areas within the Mission Street commercial corridor that provide selection of goods serving the day-to-day needs of the residents as well as serving a wider trade area with specialized retail outlets. The district is well-served by transit and has a mixed pattern of larger and smaller lots and a sizable number of upper-story residential units.

Controls are designed to permit moderate-scale buildings and uses, protecting rear yards above the ground story and at residential levels. New neighborhood-serving commercial development is encouraged mainly at the ground story. Housing development in new buildings is encouraged above the ground story. Housing density is not controlled by the size of the lot but by requirements to supply a high percentage of larger units and by physical envelope controls. In addition, the primary project site is also within the boundaries of the Mission Street Fast-Food Special Use District and the Mission Alcoholic Beverage Special Use District.

The Eastern Neighborhoods FEIR identified an unavoidable significant land use impact due to the cumulative loss of production, distribution, and repair (PDR) uses under Option C. Option C, which would result in less PDR-only land than Options A or B and would rezone more existing PDR land and displace more existing PDR uses than the other two options, would result in a clear mismatch between the supply of and demand for PDR land and building space, with neither adequate land nor adequate building space available with substantial changes in land use controls on Port land. The analysis also determined that a No Project alternative would also result in an unavoidable significant impact on the cumulative supply of land for PDR uses. The Eastern Neighborhoods Rezoning and Area Plans, as adopted, including the Mission Area Plan and accompanying zoning, fell between Option B and Option C in terms of rezoning of PDR land, and also identified significant land use impacts with respect to potential loss of PDR land.

Proposed Project (2550-2558 Mission Street Development)

There are no PDR uses at the 2550-2558 Mission Street project site (the site contains a vacant theater and retail uses) and thus, the proposed project would not result in loss of PDR uses. Furthermore, since the project site is not zoned to allow PDR uses, the proposed project would not result in any loss of opportunity to establish new PDR uses. Based on this, the proposed project would not contribute to the significant unavoidable impacts identified in the Eastern Neighborhoods FEIR with respect to loss of PDR uses and would not have any project-specific significant impacts with respect to land use.

The general vicinity of the 2550-2558 Mission Street project site is characterized by a mix of land uses, included residential, retail, restaurant, office and institutional uses. The project block along Mission Street includes a diverse mix of uses which are typical of an urban environment, including several bars, clothing stores, a fast food chain restaurant, a liquor store, a hostel, a cash checking outlet, several doctors' offices, closed theaters, a travel shop and several banks. Bartlett, 21st and 22nd Streets are dominated by residential uses although other types of uses, including the San Francisco Buddhist Center

(at 37-39 Bartlett Street), are also scattered throughout. The residential uses in the project area exist as single- and multi-family houses and flats, as well as multi-unit apartment buildings and supportive housing developments.

The proposed project would change the character of the project site and immediate vicinity, but would not fundamentally alter this mix of uses: the neighborhood currently contains both large-scale, multi-unit residential developments and entertainment venues. A large residential complex (Casa de la Raza) is situated above the New Mission-Bartlett parking structure (across Bartlett Street from the project site) and occupies the entire block frontage along Bartlett Street. Entertainment uses in the area are also widespread and close to the project site include Foreign Cinema, Lolinda Restaurant, and 12 Galaxies (a live music venue).

The New Mission Theater structure renovations would be primarily internal and thus, the building would largely maintain its existing bulk and height. The exception to this would be the addition of an approximately 996-square-foot vertical addition up to the balcony level along Bartlett Street, where the northwest corner of the building is currently one story tall. However, this addition would constitute a minor change to the building's massing and would not be considered substantial or adverse. Thus, overall, the alterations to the New Mission Theater exterior would be modest. Changes associated with the increased use of the site, particularly in the evenings, would also be considered less than significant. This is because the Mission Street commercial corridor is a busy street under existing conditions, both during daytime and evening hours, and the increased activity would not be demonstrably adverse. Because Mission Street already contains a number of other entertainment venues near the project site, the proposed theater rehabilitation project would be appropriate in this location. Furthermore, the proposed project would occur on an in-fill site, and would not substantially impact the existing character of the vicinity nor physically divide an established community.

The proposed mixed-use building at 2558 Mission Street would be designed in a modern architectural style, employing articulated panels and modern glazing along both Mission and Bartlett Street facades. It would be larger than most of the existing buildings in the project area and would, thus, be more compatible in scale and massing with the larger contemporary structures, such as the Elements Hotel and City College of San Francisco Mission campus. Together with these structures, the proposed mixed-use development would constitute a scattering of larger-scale, contemporary structures among the otherwise older stock of two- to four-story buildings in the project vicinity.

The proposed mixed-use building would be within the allowable height limit imposed by the 85-X height and bulk designations. It would be considered mid-range and would not present a psychological or visual barrier substantial enough to divide the neighborhood or to adversely affect the character of the neighborhood, which, while established, has in recent years evolved to accommodate larger buildings. This evolution would continue with development of the proposed 2550-2558 Mission Street project.

Based on the above, the proposed 2550-2558 Mission Street project would not result in any significant or peculiar impacts with respect to land use.

1296 Shotwell Street (Land Dedication Site)

The general vicinity of the 1296 Shotwell Street project site is characterized by a mix of land uses, including light industrial, residential, retail, restaurant, office and institutional uses. The project site block is dominated by auto-repair shops and also contains a surface parking lot. Across Shotwell Street, just east of the project site, are residential uses in the form of four-story multi-family apartment buildings. Two heavily traveled streets border the project block – Cesar Chavez Street, a six-lane street, is located along the project block's southern boundary while South Van Ness Avenue, also a six-lane street, is located along the project block's western boundary. South of Cesar Chavez Street is the Bernal Heights neighborhood, which is dominated by residential and resident-supporting uses. Blocks west of South Van Ness Avenue contain a mix of uses, including residential, commercial and light industrial. Most buildings on the project block and in the vicinity (two blocks in each direction) are constructed to lot lines and range from one to four stories in height. Vegetation in the project area is limited to street trees and front and back yard landscaping.

The action currently being considered in this document for the 1296 Shotwell Street site is a land dedication for future development of affordable housing units. For the purposes of environmental review, it is assumed that MOH would, at some point in the future, construct a multi-unit residential building on the 1296 Shotwell Street project site. Although no building has been proposed, based on the density study prepared for this site (see Initial Study Project Description), the future residential development at 1296 Shotwell Street would likely be taller than the existing one-story structures on the project site and could be as tall as six stories (65 feet) in height. This would be within the height limit imposed by the site's 65-X height and bulk designation. Furthermore, because other residential uses, including multi-unit buildings, exist in the 1296 Shotwell Street project area, this proposed project component would not be expected to result in any significant land use impacts. A new building on this

site would not substantially or adversely alter the character of the area, nor would it divide an existing community.

Although the future development of a residential building at 1296 Shotwell Street would displace the existing light industrial automotive repair business on the site, this loss of PDR would not be considered substantial, as the site is zoned as a neighborhood commercial district (NCD). NCDs were not considered likely areas for future PDR in the Eastern Neighborhoods FEIR and were not included in the calculations of PDR land supply. Therefore, conversion of this site to housing would not contribute considerably to the significant impact identified in the Eastern Neighborhoods FEIR.

Project Variant - Alamo Drafthouse Cinema

The Alamo Drafthouse Cinema Variant would result in similar exterior changes to the 2550 Mission Street structure as described above under the proposed project, since the 2550 Mission Street building would be restored in largely the same manner under either option. Similar to the proposed project, the Alamo Drafthouse Cinema Variant would not physically divide an existing community and would be generally consistent with all applicable plans and policies. In terms of increased daytime and evening activity, the impacts would be similar to those discussed above under the proposed project. Therefore, land use impacts associated with this variant would be within the range of land use impacts considered above for the proposed project, and would not be considered significant.

Project Variant - Bartlett Streetscape Improvements

Because the 2550- 2558 Mission Street buildings are located along Bartlett Street (between 21st and 22nd Streets), the setting described above for the 2550 Mission Street building also applies to the Bartlett Streetscape Improvements project site.

As part of this variant, the project sponsor would undertake streetscape changes along this block of Bartlett Street that would create a shared public way on this block. The resulting streetscape would prioritize the use of the entire right-of-way for pedestrians and public space while accommodating vehicles as necessary for local access to building entries and driveways, on-street parking, loading, service and emergency access. This variant would result in widening of the east and west sidewalks from 8 feet to 19.5 feet, widening of the parking lane to 9 feet, and narrowing of the vehicle travel lane to 12 feet. The new streetscape would maintain one-way northbound traffic flow.

The Bartlett Streetscape Improvements Variant would result in less than significant land use impacts. It would not be large enough to divide an established community and could, in some ways, enhance the character of the project area by improving pedestrian amenities and making the block more user friendly to pedestrians and bicyclists (as well as to people with visual impairments). Furthermore, this variant would be consistent with the *Better Streets Plan* and would not demonstratively conflict with any other applicable plans or policies. To the extent that this variant would result in other physical impacts to the environment, these either fall within the range of actions analyzed in the Eastern Neighborhoods FEIR and determined to be less than significant or are analyzed under appropriate topics of this CPE.

The Eastern Neighborhoods FEIR identified a significant, unavoidable land use impact with respect to the cumulative loss of production, distribution and repair (PDR) uses under Option C. The primary project site does not currently support PDR uses and is not zoned to allow PDR uses; therefore, the proposed project, the Alamo Drafthouse Cinema Variant and the Bartlett Streetscape Improvements Variant would not result in the loss of PDR uses. As a result, the proposed project and two project variants would not have a project-specific significant impact related to loss of PDR, nor would they contribute to the significant unavoidable impact identified in the Eastern Neighborhoods document. While the 1296 Shotwell site currently supports PDR uses and residential development on the site would result in the loss of those uses, the site is zoned NCT and was not identified as a likely site for future PDR uses in the Eastern Neighborhoods FEIR. Thus, development of the site would not create or contribute to a significant impact as calculated in the FEIR.

The proposed development on the primary project site would be in-fill development and would fit within the allowable height and bulk designations for the site. As a result, the proposed project, including both project variants, would not divide an established community or change the existing character of the neighborhood. On the 1296 Shotwell site, the existing light industrial use would presumably be replaced with a residential development similar to the residential development on the east site of Shotwell Street. Further, the density study evaluates a building which fits within the allowable height and bulk designations for the site; thus residential development on the 1296 Shotwell site would not physically divide an established community or substantially affect the character of the neighborhood.

Therefore, the proposed project, including both project variants and the off-site land dedication component, would not contribute considerably to the significant impact or result in any other significant land use impacts.

CULTURAL AND PALEONTOLOGICAL RESOURCES

Paleontological Resources

The Eastern Neighborhoods FEIR did not analyze the effects on paleontological resources. However, there are no known paleontological resources at either the 2550-2558 Mission Street project site or the 1296 Shotwell Street site, and, therefore, the proposed project would not result in any adverse effects on paleontological resources.

Archeological Resources

The Eastern Neighborhoods FEIR identified potential archeological impacts related to the Eastern Neighborhoods program and identified three archeological mitigation measures that would reduce impacts to archeological resources to a less than significant level. Eastern Neighborhoods FEIR Mitigation Measure J-1 applies to properties for which a final archeological research design and treatment plan (ARD/TP) is on file at the Northwest Information Center and the Planning Department. Mitigation Measure J-2 applies to properties for which no archeological assessment report has been prepared or for which the archeological documentation is incomplete or inadequate to serve as an evaluation of potential effects on archeological resources under CEQA. Mitigation Measure J-3, which applies to properties in the Mission Dolores Archeological District, requires that a specific archeological testing program be conducted by a qualified archeological consultant with expertise in California prehistoric and urban historical archeology.

Proposed Project (2550-2558 Mission Street Development)

The proposed project would require excavation of approximately 7 feet below the New Mission Theater's southeast corner to accommodate proposed stage equipment installation, and would also require excavation to a depth of about 16 feet (or 6 feet below the existing basement) to accommodate the proposed below-grade garage associated with the mixed-use 2558 Mission Street building. Based on the Eastern Neighborhoods FEIR Mitigation Measure J-1, the project site is not located in any areas for which an archeological research design and treatment plan has been prepared. Therefore, Mitigation Measure J-1 would not apply to the proposed project. The project site is also not located within the Mission Dolores Archeological District. Therefore Eastern Neighborhoods FEIR Mitigation Measure J-3 would also not apply to the proposed project.

Eastern Neighborhoods Mitigation Measure J-2, which has been revised as follows since the publication of the Eastern Neighborhoods FEIR and would apply to the proposed project, and would require that an archeological research design and treatment plan be prepared for the proposed demolition and new construction at the project site. The implementation of this mitigation measure would reduce any potential impacts associated with archeological resources to a less than significant level.

Project Mitigation Measure M-CP-1 – Archeological Resources (Implementing Eastern Neighborhoods FEIR Mitigation Measure J-2: Properties with No Previous Studies in the Eastern Neighborhoods Rezoning and Area Plans Final EIR).

The following mitigation measure is required to avoid any potential adverse effect from the proposed project on accidentally discovered buried or submerged historical resources as defined in *CEQA Guidelines* Section 15064.5(a)(c). The project sponsor shall distribute the Planning Department archeological resource "ALERT" sheet to the project prime contractor; to any project subcontractor (including demolition, excavation, grading, foundation, pile driving, etc. firms); or utilities firm involved in soils disturbing activities within the project site. Prior to any soils disturbing activities being undertaken each contract is responsible for ensuring that the "ALERT" sheet is circulated to all field personnel including, machine operators, field crew, pile drivers, supervisory personnel, etc. The project sponsor shall provide the Environmental Review Officer (ERO) with a signed affidavit from the responsible parties (prime contractor, subcontract(s), and utilities firm) to the ERO confirming that all field personnel have received copies of the Altert Sheet.

Should any indication of an archeological resource be encountered during any soils disturbing activity of the project, the project Head Foreman and/or project sponsor shall immediately notify the ERO and shall immediately suspend any soils disturbing activities in the vicinity of the discovery until the ERO has determined what additional measures should be undertaken.

If the ERO determines that an archeological resource may be present within the project site, the project sponsor shall retain the services of a qualified archeological consultant. The archeological consultant shall advise the ERO as to whether the discovery is an archeological resource, retains sufficient integrity, and is of potential scientific/historical/cultural significance. If an archeological resource is present, the archeological consultant shall identify and evaluate the archeological resource. The archeological consultant shall make a recommendation as to what action, if any, is warranted. Based on this information, the ERO may require, if warranted, specific additional measures to be implemented by the project sponsor.

Measures might include: preservation in situ of the archeological resource; an archeological monitoring program; or an archeological testing program. If an archeological monitoring program or archeological testing program is required, it shall be consistent with the Major Environmental Analysis (MEA) division guidelines for such programs. The ERO may also require that the project sponsor immediately implement a site security program if the archeological resource is at risk from vandalism, looting, or other damaging actions.

The project archeological consultant shall submit a Final Archeological Resources Report (FARR) to the ERO that evaluates the historical significance of any discovered archeological resource and describing the archeological and historical research methods employed in the archeological

monitoring/data recovery program(s) undertaken. Information that may put at risk any archeological resource shall be provided in a separate removable insert within the final report.

Copies of the Draft FARR shall be sent to the ERO for review and approval. Once approved by the ERO, copies of the FARR shall be distributed as follows: California Archaeological Site Survey Northwest Information Center (NWIC) shall receive one (1) copy and the ERO shall receive a copy of the transmittal of the FARR to the NWIC. The Major Environmental Analysis division of the Planning Department shall receive three copies of the FARR along with copies of any formal site recordation forms (CA DPR 523 series) and/or documentation for nomination to the National Register of Historic Places/California Register of Historical Resources. In instances of high public interest or interpretive value, the ERO may require a different final report content, format, and distribution than that presented above.

An archaeological sensitivity memorandum was prepared for an earlier iteration of the proposed project and is summarized below:[2]

The memorandum concluded that, given the project site's proximity to numerous historic fresh water sources, such as Dolores Creek and the wetlands around the Laguna de los Dolores, it is possible that the site was occupied during prehistoric times. In addition, the project site is within an area that is archeologically sensitive for resources associated with Mission Dolores and with the largely Hispanic community that flourished around the former mission in the 1840s and 1850s. Although there is no documentation of occupation of the project site prior to the late 1860s, there is the potential that buildings, structures, other features, or deposits from the Mission Period until the end of the 1850s may be present within the site. By 1869, according to the U.S. Coast Survey map of that year, there were one or possibly two buildings on the project site. By the late 1880s there were three large houses on the project site fronting on Mission Street. Along the Bartlett Street frontage there were small, one-story structures, probably associated with nearby residences.

A geotechnical report prepared for the project site describes the project site stratigraphy as underlain by 9 feet of fill, consisting of loose to medium dense sand with gravel and clayey sand. The fill is underlain by dense to very dense sandy with Clay, sand and silty sand to the maximum depth explored 61.5 feet. Interbedded layers of very stiff clay and silty clay were encountered at depths of 34.5 to 39.5 feet and 56.5 to 61.5 feet respectively.

Based on the above, archaeological resources may be present within the project site. Archaeological deposits and/or features associated with the Mission Dolores complex or with the community that

[2] Randall Dean, Planner/Archaeologist, San Francisco Planning Department, *Technical Memorandum, Preliminary Archeological Evaluation of 2588 Mission Street project*, June 19, 2006. A copy of this document is available for review, by appointment, at the Planning Department, 1650 Mission Street, San Francisco, in File No. 2005.0694E.

developed around the former mission in the 1840s – 1850s are the most likely resources to be present. Prehistoric deposits and later Victorian period domestic deposits may also be present. Except for one basement level beneath the existing commercial building and a partial basement beneath the theatre, little soils disturbance seems to have occurred within the project site.

Because there is a possibility that prehistoric deposits and historic archaeological features may be present within the project site, along with later Victorian period domestic deposits, the proposed project excavation could adversely affect CEQA-significant archaeological resources. Implementation of Project Mitigation Measure M-CP-1, above, would address the potential for the presence of mid and late 19th century archaeological resources and earlier prehistoric resources on the site and reduce potential impacts on archaeological resources to a less-than-significant level. Adequate mitigation of any project effects would ensure that the proposed project would not contribute considerably to any potential cumulative effects.

Based on the above, the proposed project would not result in peculiar impacts that were not identified in the Eastern Neighborhoods FEIR related to archeological resources.

1296 Shotwell Street (Land Dedication Site)

Although the dedication of a parcel at 1296 Shotwell Street would not result in any direct environmental impacts, it would facilitate the development of an affordable housing project, up to 6 stories in height and containing up to 46 residential units, in the future. In order to accommodate a below-grade garage level, the future residential project at the 1296 Shotwell Street project site would require excavation up to a depth of approximately 11 feet below grade. As such, a potential exists for archeological resources to be uncovered in this area. Eastern Neighborhoods Mitigation Measure J-2, discussed above, would apply to the proposed project through implementation of Project Mitigation Measure M-CP-1, and would require that an archeological research design and treatment plan be prepared for the proposed demolition and new construction at the 1296 Shotwell Street project site. The implementation of this mitigation measure would reduce any potential impacts associated with archeological resources at the land dedication site to a less than significant level.

Project Variant – Alamo Drafthouse Cinema

The Alamo Drafthouse Cinema Variant would not result in different impacts associated with archeological resources than would the proposed project. As with the proposed project, Measure J-2 would apply to the Alamo Drafthouse Cinema Variant through implementation of Project Mitigation

Measure M-CP-1, and would require that an archeological research design and treatment plan be prepared for the proposed demolition and new construction at the project site.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would involve, as a conservative estimate, excavation of up to 6 inches beneath the entire Bartlett Street right-of-way, between 21st and 22nd Streets. The potential to uncover any archeological resources as a result of this type of work is extremely low, as any artifacts that may have been present in this area have likely already been uncovered through prior grading work. Because the excavation associated with this variant is so minor, and affects previously disturbed areas, the mitigation measures identified in the Eastern Neighborhoods FEIR would not apply to this variant, and any improvements on this right-of-way would not be considered peculiar.

Historic Architectural Resources

The Eastern Neighborhoods FEIR anticipated that program implementation could result in demolition or substantial alteration of buildings identified as historical resources, and found this impact to be significant and unavoidable. This impact was addressed in a Statement of Overriding Considerations with findings and adopted as part of the Eastern Neighborhoods Rezoning and Area Plans approval on January 19, 2009.

Eastern Neighborhoods FEIR Mitigation Measure K-1, Interim Procedures for Permit Review in the Eastern Neighborhoods Plan Area, required certain projects to be presented to the Landmarks Preservation Advisory Board (now the Historic Preservation Commission or HPC) pending completion of areawide historical resources inventories. This mitigation measure is no longer relevant, because, in the case of the project site and vicinity, the South Mission Historic Resource Survey was completed and adopted by the Historic Preservation Commission on November 17, 2010. Mitigation Measures K-2 and K-3, which amended Article 10 of the Planning Code to reduce potential adverse effects to contributory structures within the South End Historic District (East SoMa) and the Dogpatch Historic District (Central Waterfront), do not apply the proposed project because the project site is not located within the South End or Dogpatch Historic Districts.

The project site contains two existing buildings, 2550 Mission Street and 2558 Mission Street, which are discussed separately below.

2550 Mission Street

The New Mission Theater is listed in the National Register of Historic Places (National Register) and the California Register of Historical Resources (California Register). It is also a designated City Landmark under Article 10 of the San Francisco Planning Code. Therefore, it is considered an historical resource for the purposes of review under the California Environmental Quality Act (CEQA). The following summary of significance is from the 2001 National Register Nomination Form:

> The New Mission Theater is the best surviving example of an early 20th Century movie palace in the Mission District and one of only a handful surviving in San Francisco with any degree of integrity. Furthermore, the building is an important work of two regionally significant architectural firms: the Reid Brothers and Miller & Pflueger. Both firms were recognized as being "masters" within the architecture profession when hired to work on the New Mission Theater. The New Mission auditorium was the first movie theater interior designed by the Reid Brothers and today it remains the most intact theater interior designed by the firm that exists. [… Timothy Pflueger's] work on the New Mission Theater is the earliest, the most intact and only surviving example of the architect's work in theater design, in the Art Deco style, in San Francisco. Finally, with its soaring Art Deco façade and lobby, as well as its excellently preserved Renaissance/Neoclassical Revival auditorium, the New Mission Theater displays a very high level of artistic value and craftsmanship that is unrealizable today.[3]

Additionally, the New Mission Theater is listed as a notable "neighborhood movie palace" within the "San Francisco Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District," which is a draft context statement endorsed by the San Francisco Landmarks Preservation Advisory Board (now the HPC, as noted above).

Among the many features that contribute to its historical significance are the Art Deco façade, pylon blade sign with neon tubes, cantilevered marquee, streamlined parapet, and interior features including the stylized decorative plaster detailing, plaster molding, recessed "light coves" below the lobby ceiling, ceiling medallions, etched glass panels, and many others.

An Historic Resource Evaluation (HRE) was prepared for an earlier iteration of the proposed project to determine whether it would adversely affect the building's historic character. The HRE concluded that the proposed rehabilitation of the 2550 Mission Street structure would be conducted in a manner largely consistent with the Secretary of Interior's Standards for Rehabilitation.[4]

[3] New Mission Theater, National Register of Historic Places Nomination Form (2001), Section 8, Pages 6-7.

[4] San Francisco Planning Department, *Historic Resource Evaluation Response, 2550 Mission Street (New Mission Theater),* January 14, 2008. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Secretary's Standards, the project's impact "will generally be considered mitigated below a level of significance and thus is not significant." Because the proposed project at the New Mission Theater would comply with the Secretary's Standards, it would not cause a significant adverse impact under CEQA.

An Historic Resource Evaluation Response (HRER) was subsequently prepared by Planning Department staff that concurred with the findings of the HRE but recommended a number of measures to ensure that the proposed project would not diminish the building's historical integrity. Subsequently, the project sponsor has incorporated these measures into the design of the proposed project. A memorandum prepared by Planning Department staff has confirmed that those measures are now considered to be part of the currently proposed project and that the proposed project would, therefore, not result in any significant impacts with respect to historic resources.[5]

Based on the above, the rehabilitation of the New Mission Theater into a live theater-type venue would not result in a significant adverse effect to historical resources under CEQA or any peculiar impacts with respect to the historic building or the 2550 Mission Street project site.

2558 Mission Street

Based on the available information, it is estimated that the 2558 Mission Street structure was constructed in 1923. This structure is not included on any historic surveys, and is not included on the National or California Registers.

The 2558 Mission Street building has been determined to not be a historic resource for the purposes of CEQA, as its historic integrity has been substantially compromised.[6] Due to the extensive alterations to the original early 20th-century design and the accretive changes that removed a substantial portion of the 1954 remodeling, the building no longer conveys its significance as an outstanding example of post-war retail design within the shopping district once known as the Mission Miracle Mile. Planning Department staff has, thus, determined that the building lacks the architectural characteristics that would identify it as eligible under the architecture criterion for the California Register.[7] Because of this, its demolition and

[5] San Francisco Planning Department, *Historic Resource Evaluation Response, 2550 Mission Street (New Mission Theater),* October 31, 2012. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

[6] San Francisco Planning Department, *Historic Resource Evaluation Response, 2550 Mission Street,* August 17, 2007. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

[7] *Ibid*

replacement with a mixed-use building would not result in any potentially significant impacts on historic resources or any peculiar impacts with respect to the 2558 Mission Street building or site.

Furthermore, Planning Department staff has determined that this structure's replacement with a proposed mixed-use building would not result in any adverse effects on off-site historical resources, including the adjacent New Mission Theater. This is because the project site is not within a historic district or potential district identified in the South Mission Survey, and because the materials and setbacks proposed as part of the 2558 Mission Street project would be generally consistent with the lively and mixed character of the vicinity, and the visibility of the New Mission Theater's historic marquee, which is its most important exterior historic element along Mission Street, would not be affected by the new mixed-use building. Therefore, this proposed project component would not result in any significant or peculiar impacts related to historic architectural resources.

1296 Shotwell Street (Land Dedication Site)

Although the dedication of a parcel at 1296 Shotwell Street would not result in any direct environmental impacts, it would facilitate the development of an affordable housing project, up to 6 stories in height and containing up to 46 residential units, in the future. The structure on the 1296 Shotwell Street site was constructed in 1948 and is, therefore, more than 45 years old, and was surveyed as part of the South Mission Historic Resource Survey, which assigned it a California Register of Historical Resources status code of "6L," meaning that the structure on the 1296 Shotwell Street site was determined ineligible for local listing or designation through local government review process. Therefore, for the purposes of CEQA, the building is not a historic resource. Moreover, the land dedication site is not within a historic district or potential district identified in the South Mission Survey. Thus, replacement the existing building with a residential building would not result in any significant impacts with respect to historic resources. Therefore, this proposed project component would not result in peculiar impacts that were not identified in the Eastern Neighborhoods FEIR related to historic architectural resources.

Project Variant – Alamo Drafthouse Cinema

The Alamo Drafthouse Cinema Variant would rehabilitate the New Mission Theater building into a multiple-screen movie house with food and alcoholic beverage service. Interior alterations would provide four new auditoriums at the balcony level by expanding over the orchestra level seating and enclosing the space under the oval dome; a commercial kitchen and new bar; expanded restroom facilities and accessibility improvements. Mechanical, electrical, fire sprinkler and plumbing upgrades would be undertaken. The stage would be expanded to function for live events. Improvements would be

made to exiting stairs off of Bartlett Street. In the Promenade Lobby, reconstruction of wall finishes would be required due to severe water damage, which has undermined both the substructure (rusted metal lath) and plaster finishes (wall surfaces and decorative plaster castings). Upgrades of the promenade lobby would also be undertaken. Additionally, the proposed project would repair, rehabilitate, and maintain the exterior and interior architectural features that convey the building's historic significance in a manner consistent with the *Secretary of Interior's Standards for Rehabilitation*.

An HRE was prepared for the Alamo Drafthouse Cinema Variant, which documented specific methods by which this variant would adhere to each of the *Secretary of Interior's Standards for Rehabilitation*.[8] Based on this analysis, the HRE concluded that this variant would be in compliance with these standards, and would not affect the listing of the New Mission Theater in any local, state, or national historical registers. According to Section 15126.4(b)(1) of the Public Resources Code (CEQA), if a project complies with the Secretary's Standards, the project's impact "will generally be considered mitigated below a level of significance and thus is not significant." Because the Alamo Drafthouse Cinema Variant would comply with the Secretary's Standards, the HRE determined that the variant would not result in a significant adverse impact under CEQA.

The Planning Department subsequently issued an HRER that concurred with the conclusions of the HRE in stating that the Alamo Drafthouse Cinema Variant would not have a significant adverse impact to the historic resource and also would not cause a significant adverse impact to the California Register-eligible San Francisco Neighborhood Movie Theater Non-Contiguous Multiple Property Historic District.[9] Moreover, the New Mission Theater site is not within a historic district or potential district identified in the South Mission Survey, and therefore would not adversely affect any such district.

Based on the above, the implementation of the Alamo Drafthouse Cinema Variant would not result in any significant impacts related to historic architectural resources.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would undertake various improvements along the Bartlett Street right-of-way, to convert this Bartlett Street segment into a "living street" model designed to be shared safely by pedestrians, bicyclists, and low speed motor vehicles, with vehicle speeds maintained

[8] Page & Turnbull, *New Mission Theater Historic Resource Evaluation*, February 6, 2012. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

[9] San Francisco Planning Department, *Historic Resource Evaluation Response, 2550 Mission Street*, April 13, 2012. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

through self enforcing measures such as narrow travel lanes, and amenities such as landscaping, tree planting, street furniture, and similar measures. Bartlett Street, between 21st and 22nd Streets, is not considered a historic resource under CEQA. Moreover, the proposed improvements would not include the demolition of any recognized historic resources. Although the New Mission Theater is considered an historic resource for the purposes of review under CEQA, according to the HRE, the Bartlett Street façade exterior is not considered a character-defining feature. Therefore, any streetscape improvements that would occur along the Bartlett Street right-of-way, adjacent to the New Mission Theater, would have no impact on the historic integrity of the theater building. Moreover, even if the rear façade were considered a character-defining feature, the proposed streetscape improvements would likewise have no effect on this building. Bartlett Street is not within a historic district or potential district identified in the South Mission Survey, and therefore would not adversely affect any such district.

In conclusion, the proposed project would not contribute to the significant impact with respect to cultural resources found in the Eastern Neighborhoods FEIR, and the proposed project, including both project variants and the off-site land dedication component, would not result in any peculiar impacts with respect to this environmental topic. No mitigation measures or further analysis are required.

TRANSPORTATION AND CIRCULATION

The Eastern Neighborhoods FEIR anticipated that growth resulting from the zoning changes could result in significant impacts on traffic and transit ridership. Thus, the Eastern Neighborhoods FEIR identified 11 transportation mitigation measures, including implementation of traffic management strategies, transit corridor improvements, enhancements of transit funding, promotion of alternative means of travel, and parking management to discourage driving – all measures to be implemented by the San Francisco Municipal Transportation Agency (SFMTA), San Francisco Planning Department, or the San Francisco County Transportation Authority. Even with mitigation, however, it was anticipated that the significant adverse effects at certain local intersections and the cumulative impacts on certain transit lines could not be fully mitigated. Thus, these impacts were found to be significant and unavoidable.

The applicability of the traffic and transit mitigation measures identified in the Eastern Neighborhoods FEIR follows. Mitigation Measure E-1: Traffic Signal Installation: this mitigation measure recommends the installation of traffic signals at the De Haro/Division/King Streets, Rhode Island/16th Streets, Rhode Island/Division Streets and 25th/Indiana Streets intersections. Since these intersections are not in

proximity to the project site and would not be affected by the proposed project, Mitigation Measure E-1: Traffic Signal Installation is not applicable to the proposed project. Mitigation Measure E-2: Intelligent Traffic Management recommends the implementation of Intelligent Traffic Management Systems (ITMS) to reduce congestion within the Plan Area. These ITMSs would be implemented by the City in the public right-of-way, thus the project sponsor is not required to implement Mitigation Measure E-2.

Mitigation Measures E-3: Enhanced Funding suggests that additional funding should be sought by the City to fund congestion management programs. Mitigation Measure E-5: Enhanced Transit Funding suggests sources for additional revenue including: a fee to supplement the Transit Impact Development Fee (TIDF), establishment of parking benefit districts, a congestion-charge scheme for the downtown area, and grant funding from regional, state, and federal sources. Given that the proposed project is subject to various impact fees including the TIDF which would help fund transit improvements Mitigation Measures E-3 and E-5 are being implemented through collection of these fees.

Mitigation Measure E-6: Transit Corridor Improvements seeks to accommodate "project transit demand" associated with future development in the Plan Area that includes the proposed project. Mitigation Measure E-6 identifies several corridors that would be affected including Mission Street between 14th and Cesar Chavez Streets where the project site is located.

Mitigation Measure E-6 includes several strategies for decreasing travel times and improving reliability of transit service along Mission Street including: reduction of headways, establishment of limited or express service, lengthening of space between stops, inclusion of transit-only lanes, transit signal priority, and queue jumps. These strategies would be implemented by the City in the public right-of-way. The Planning Department and SFMTA reviewed the circulation plan for the proposed project, taking into consideration future transit improvements along Mission Street. In recognition of transit priority along Mission Street: no new loading spaces would be provided along Mission Street, instead loading space conversion (from parking spaces) is requested on Bartlett Street and 22nd Street. No new curb cuts are being requested along Mission Street; instead, vehicular access to the proposed project would be provided from Bartlett Street. The Mission Street frontage is pedestrian-oriented: entrances to the retail component of the proposed project would be along Mission Street and a secondary pedestrian ingress/egress to the residential building would be provided at Mission Street to allow for easier access to transit. In addition, valet services may be employed to reduce passenger loading activity, see also Improvement Measure I-TR-1, below.

Further, given that the project site is located along the identified Mission Street transit corridor the following Improvement Measures were included in support of Mitigation Measure E-6:

- Improvement Measure I-TR-1: Valet Service after 6:00 p.m. Reduces potential conflicts and double-parking which could impede Muni buses.
- Improvement Measure I-TR-2: Installation of Eyebolts on Mission Street. Supports Muni's overhead wire system on Mission Street.
- Improvement Measure I-TR-5: Coordination of Move-In and Move-Out Activities. Reduces the potential for double-parking of delivery vehicles on Mission Street.
- Improvement Measure I-TR-6: Coordination of Construction Activity. Recommends that a traffic control plan be developed to avoid any conflicts between construction and transit vehicles.
- Improvement Measure I-TR-9: Convert Additional Curb on Bartlett Street to Loading Spaces. Reduces the potential for displacement of on-street loading operations from Bartlett Street to Mission Street.
- Improvement Measure I-TR-4: On-Street Loading Conversion Application. Reduces the potential for temporary loading conflicts on Mission Street to occur prior to the conversion of additional loading spaces on Bartlett and 22nd Streets.

These design considerations and Improvement Measures would help facilitate the City's compliance with Eastern Neighborhoods Mitigation Measure E-6. Also, Mitigation Measure E-10: Transit Enhancement seeks to minimize delays to transit vehicles in congested corridors. To the extent that this mitigation measure is directly applicable to the Mission Street corridor adjacent to the project site all of the design considerations and Improvement Measures that support Mitigation Measure E-6 would also support Mitigation Measure E-10.

Mitigation Measure E-4: Intelligent Traffic Management seeks to reduce the incentive to drive to destinations in the Eastern Neighborhoods through the management of parking programs and supply. Mitigation Measure E-4 suggests the implementation of new parking policies and the use of residential permit process to reduce long-term parking; both are strategies that could be employed by the City in the public right-of-way on the project block. Thus the project sponsor is not required to implement Mitigation Measure E-4. However, the project's consistency with Planning Code requirements supports implementation of this mitigation measure.

Mitigation Measure E-7: Transit Accessibility seeks to enhance accessibility to transit and encourage use of alternative modes of travel through implementation of the Transit Effectiveness Project (TEP) and the Better Streets Plan. The City's review of the proposed project design included consistency with the Better Streets Plan, implementing Mitigation Measure E-7. Also, although the TEP recommendations have not

been finalized, improvements to the Mission Street transit corridor adjacent to the proposed project will likely be included. The proposed project design and Improvement Measures I-TR-1, I-TR-2, I-TR-4, I-TR-5, I-TR-6 and I-TR-9 seek to minimize transit conflicts along Mission Street, in support of Mitigation Measure E-7.

Although implementation of the Bicycle Plan (as suggested in Mitigation Measure E-7) is beyond the scope of the proposed project, the proposed project's Transportation Impact Study analyzed the potential for the proposed project to impact existing or planned bicycle facilities. Thus the proposed project does not conflict with the implementation of the Bicycle Plan.

Mitigation Measure E-8: Muni Storage and Maintenance, and Mitigation Measure E-9: Rider Improvements suggest the provision of maintenance facilities to service an expanded fleet, and provision of information and amenities to enhance the transit rider experience. Implementation of Mitigation Measures E-8 and E-9 would be at the discretion of the City. However, to the extent that the development fees associated with the proposed project would be allocated to these improvements, the proposed project would support the implementation of Mitigation Measures E-8 and E-9. Further, Improvement Measure I-TR-7: Transportation Demand Management would include provision of transit information to project residents, also in support of Mitigation Measure E-9.

Mitigation Measure E-11: Transportation Demand Management seeks to minimize delays to transit vehicles due to automobile congestion primarily by encouraging alternative modes of travel. Mitigation Measure E-11 suggests TDM strategies that could be employed by the City as part of an established Eastern Neighborhoods TDM program. In furtherance of the goal of Mitigation Measure E-11 (i.e., to encourage alternative modes of travel), the proposed project includes Improvement Measure I-TR-3: Installation of Bicycle Racks on the Mission Street sidewalk, which would encourage employees and patrons of the New Mission Theater and the retail use(s) on Mission Street to arrive by bicycle. The residential portion of the proposed project would also include a bicycle storage room further encouraging bicycle use. Project design and consistency with the Planning Code provide adequate support in the City's implementation of Mitigation Measure E-11 and no further mitigation is required.

The proposed project has been reviewed by the Planning Department and SFMTA and has been found to be consistent with the Planning Code. Further, the proposed project and the project variants support the implementation of Eastern Neighborhoods Mitigation Measures E-1 through E-11 and no project-specific mitigation measures are required.

Neither the 2550-2558 Mission Street project site, nor the land dedication site at 1296 Shotwell Street, is located within an airport land use plan area, or in the vicinity of a private airstrip. Therefore, topic 5c of the Community Plan Exemption Checklist is not applicable to the proposed project.

The following text summarizes the transportation study prepared for the 2550-2558 Mission Street development, the future affordable housing development at 1296 Shotwell Street, and two project variants (Alamo Drafthouse Cinema Variant and Bartlett Streetscape Improvements Variant).[10]

Proposed Project (2550 Mission Street and 2558 Mission Street)

Trip Generation

Trip generation of the 2550-2558 Mission Street development was calculated using information in the 2002 Transportation Impacts Analysis Guidelines for Environmental Review (SF Guidelines) developed by the San Francisco Planning Department. The project site is located in the City's Superdistrict 3 traffic analysis area. There are existing retail uses located at the 2550-2558 Mission Street site, which include the Giant Value Store and the Hilda's Floral Art and Gifts stores, both which would be demolished and eliminated. Accordingly, a credit was applied to subtract out the trips associated with these existing uses. To do this, field surveys were conducted to determine the travel demand associated with the existing retail uses and the existing observed trips were subtracted from the project-generated trips to result in net new trips. The credit for parking and loading demand was based on the methodology for parking and loading demand in the SF Guidelines. Counts of persons entering and exiting the existing stores on the 2558 Mission Street site were conducted during the 4:00 p.m. to 6:00 p.m. peak period. Field surveys indicated that during the p.m. peak hour there were about 202 person-trips entering and exiting the building (96 entering and 106 exiting). The mode split from the SF Guidelines for retail uses was applied to the existing trips to estimate the person-trip distribution by mode for the existing uses.

Based on the SF Guidelines, the proposed project would generate 4,808 net new daily person-trips and 787 net new p.m. peak hour person-trips; in each case, the figures are reduced from total new trips by subtracting existing trips.[11] Of the projected net new p.m. peak hour person-trips, the proposed project

[10] LCW Consulting, *2550-2558 Mission Street Transportation Study – November 2012*. This document is available for review in Project File No. 2005.0694! at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

[11] Under the proposed project, the New Mission Theater building would be rehabilitated for use in a variety of related capacities, including an entertainment venue that could host films, live performances, dancing and similar activities, and would include restaurant and cocktail lounge space. The building would be redeveloped to allow for flexibility for the types of activities. Trip generation rates for these specific types of entertainment venues are not available, and for purposes of the peak hour analysis conducted for the transportation impact assessment, the trips generated by the proposed project during the p.m. peak hour were estimated based on the standard San Francisco trip generation rate for restaurant use (quality sit-down) for the portion of the building that would be available for seated dining. Therefore, of the approximately 30,534 square feet of rehabilitated theater, about 15,345 square feet would be available for dining,

would generate 366 trips by automobile (169 vehicle trips at a combined ratio of 2.17 persons per vehicle), 222 transit trips, 118 pedestrian trips, and 81 other trips (e.g., bicyclists, motorcycles, and taxis).

In terms of daily and p.m. peak hour trips, as shown in **Table 1**, with implementation of the proposed project, the majority of daily person trips would be attributable to the 2550 Mission Street component, whereas p.m. peak hour trips would be generally split between the residential and the theater components.

The New Mission Theater building would be rehabilitated for use in a variety of related capacities, including an entertainment venue that could host films, live performances, dancing and similar activities, and would include restaurant and cocktail lounge space. The building would be redeveloped to allow for flexibility for the types of activities, by creating both fixed seating on the main auditorium floor and in the balcony, and moveable tables and chairs on the auditorium floor that could be removed for activities, such as dancing or concerts, which would require a larger open area. It is anticipated that the New Mission Theater would operate similar to other entertainment/restaurant venues such as Yoshi's in Oakland, and the nearby Foreign Cinema on Mission Street, where the restaurant/bar component opens between 5:00 p.m. and 6:00 p.m., and shows start later, at around 8:00 p.m.

Standard trip generation rates for these types of entertainment/restaurant venues are not available, and for purposes of the peak hour analysis conducted for the transportation analysis, the trips generated by the New Mission Theater building reuse during the p.m. peak hour were estimated based on the standard San Francisco trip generation rate for restaurant use (quality sit-down) for the portion of the building that would be available for seated dining. Therefore, of the approximately 30,534 square feet of rehabilitated theater, about 15,345 square feet would be available for dining, while the remainder of the space would be other public circulation space, theater stage, backstage and storage, as well as other non-public areas. The use of the restaurant trip generation rate provides a conservative estimate of the travel demand that would occur during the p.m. peak hour of analysis, because the period of greatest activity for this type of venue would occur later in the evening, and not during the 5:00 p.m. to 6:00 p.m. peak hour of analysis.

while the remainder of the space would be other public circulation space, theater stage, backstage and storage, as well as other non-public areas. The use of the restaurant trip generation rate provides a conservative estimate of the travel demand that would occur during the peak hour of analysis. It should be further noted that the estimated p.m. peak hour trip generation for the proposed project is likely conservative, since the period of greatest activity for this type of venue would occur later in the evening, and not during the 5:00p.m. to 6:00 p.m. peak hour of analysis.

TABLE 1
TRIP GENERATION – WEEKDAY DAILY AND PM PEAK HOUR - PROPOSED PROJECT

Land Use	Size	Person Trips	
		Daily	PM Peak Hours
2558 Mission Street			
Residential: Studio/one bedroom	63 units	473	82
Residential: Two-bedroom	51 units	510	88
Retail[1]	15,000 gsf	3,000	405
Subtotal		**3,983**	**575**
Credit for Existing Retail		2,244	202
Net new Total for 2558 Mission Street		*1,739*	*373*
2550 Mission Street			
Entertainment/Restaurant[2]	15,345 gsf	3,069	414
Net new Total for 2550 Mission Street		*3,069*	*414*
Net-new Total for Proposed Project		4,808	787

NOTES:

1 As a conservative analysis, the retail space within the proposed 2558 Mission Street building was analyzed as restaurant use, which has a higher trip generation than retail use (150 daily person-trips per 1,000 gsf).

2 Of the approximately 30,534 square feet of rehabilitated theater within the New Mission Theater building, about 15,345 would be available for dining. The remainder of the rehabilitated theater would be other public circulation space, theater stage, backstage and storage, as well as other non-public areas.

SOURCE: LCW Consulting, 2012.

Traffic

Intersection operating conditions are characterized by the concept of Level of Service (LOS), which ranges from A to F and provides a description of an intersection's performance based on traffic volumes, intersection capacity, and vehicle delays. LOS A represents free flow conditions, with little or no delay, while LOS F represents congested conditions with extremely long delays. LOS D (moderately high delays) is considered the lowest acceptable level in San Francisco.

The Eastern Neighborhoods FEIR developed traffic volume forecasts for thirteen intersections in the Mission Area Plan area. The closest intersections to the 2550-2558 Mission Street project site that were analyzed in the FEIR are the Mission and 16th Streets intersection, located approximately five and a half blocks to the north of the 2550-2558 Mission Street project site, and the Mission and 24th Streets intersection, located approximately two and a half blocks to the south of the 2550-2558 Mission Street project site. Of the three options studied in the Eastern Neighborhoods EIR, the Preferred Project option that was ultimately adopted is most similar to Option B. Based on Table 41 on page 272 of the Eastern Neighborhoods EIR, under Option

B both intersections closest to the 2550-2558 Mission Street project site that were studied would operate at acceptable LOS conditions during the p.m. peak hour – the intersection at Mission and 16th Streets would operate at LOS D while the intersection at Mission and 24th Streets would operate at LOS C. Although the development proposed for the 2550-2558 Mission Street would not exceed the maximum development potential anticipated for this site as part of the Eastern Neighborhoods Plans and is, therefore, already assumed as part of the environmental analysis provided in the Eastern Neighborhoods FEIR, further study of p.m. peak hour traffic volumes was conducted for the proposed 2550-2558 Mission Street project in order to analyze intersections that are closer to the project site. This discussion is presented below.

Existing intersection operating conditions in the vicinity of the project site were evaluated for the weekday p.m. peak hour (generally between 5:00 p.m. and 6:00 p.m.) of the p.m. peak period (4:00 p.m. to 6:00 p.m.).[12] The following eight intersections in the vicinity of the project site were analyzed for intersection LOS during the weekday p.m. peak hour:

1. Mission Street / 21st Street
2. Mission Street / 22nd Street
3. Mission Street / 24th Street
4. Valencia Street / 21st Street
5. Valencia Street / 22nd Street
6. Guerrero Street / 22nd Street
7. Bartlett Street / 21st Street
8. Bartlett Street / 22nd Street

During the weekday p.m. peak hour, all of the eight study intersections currently operate under acceptable conditions (LOS D or better). **Table 2** summarizes these findings.

Existing plus Project Conditions. The proposed project would generate 81 inbound and 88 outbound net new vehicle-trips, for a total of 169 net new vehicle trips to surrounding intersections. This quantity of net new p.m. peak hour vehicle trips would not substantially increase traffic volumes at nearby intersections, or substantially increase average delay that would cause intersections that currently operate at acceptable LOS to deteriorate to unacceptable LOS, or substantially increase average delay at intersections that currently operate at unacceptable LOS. As a result, all study intersections would continue to operate at acceptable LOS conditions (LOS D or better) with the additional traffic associated with the proposed project. Table 2 presents the LOS for study intersections under Existing plus Project Conditions.

Cumulative (Year 2030) Conditions. The San Francisco County Transportation Authority (SFCTA) countywide travel demand forecasting model was used to develop the traffic volume forecasts for future year 2030 Cumulative conditions. The travel demand forecasts for the study intersections were based on

[12] Intersection turning movement volumes at eight study intersections were conducted during the p.m. peak period (between 4:00 p.m. and 6:00 p.m.) on Wednesday, June 1, 2011 and Thursday, June 2, 2011.

TABLE 2
INTERSECTION LEVELS OF SERVICE (LOS)

Intersection	Existing		Existing plus Proposed Project		Existing plus Cinema Variant		Cumulative	
	Delay[a]	LOS	Delay[a]	LOS	Delay[a]	LOS	Delay[a]	LOS
1. Mission Street / 21st Street	19.8	B	22.1	C	21.1	C	37.2	D
2. Mission Street / 22nd Street	28.2	C	30.8	C	29.6	C	48.8	D
3. Mission Street / 24th Street	37.6	D	37.9	D	37.7	D	51.0	D
4. Bartlett Street / 21st Street[b]	9.9 (nb)	B	10.2 (nb)	B	10.1 (nb)	B	10.6 (nb)	B
5. Bartlett Street / 22nd Street[b]	9.2 (eb)	A	9.4 (eb)	A	9.4 (eb)	A	10.1 (eb)	B
6. Valencia Street / 21st Street	21.8	C	22.4	C	22.3	C	41.0	D
7. Mission Street / 22nd Street	27.0	C	27.7	C	27.5	C	53.4	D
8. Guerrero Street / 22nd Street	13.7	B	14.3	B	14.2	B	19.9	B

[a] Delay presented in seconds per vehicle.
[b] Delay and LOS presented for worst approach at STOP-controlled intersections. Worst approach indicated in ( ), northbound approach (nb); eastbound approach (eb).

SOURCE: LCW Consulting, 2012.

the travel demand forecasting effort conducted by the Planning Department for the Eastern Neighborhoods FEIR. The growth factors developed from the model output to derive 2025 Cumulative conditions for the Eastern Neighborhoods project were prorated to develop year 2030 Cumulative conditions for this proposed project. The use of the SFCTA model in developing future traffic volumes at the study intersections results in a cumulative impacts assessment for future conditions, that takes into account both the future development expected in vicinity of the proposed project, as well as the expected growth in housing and employment for the remainder of San Francisco and the nine-county Bay Area. As shown in Table 2, all of the study intersections would continue to operate at an acceptable LOS in 2030. Although the Mission Street/24th Street intersection would operate at LOS D (in 2030), compared to LOS C (in 2025) under Option B in the Eastern Neighborhoods FEIR, LOS D is acceptable, and this impact would not be considered substantially more severe than was reported in the FEIR. Accordingly, the proposed project would not result in significant environmental effects on traffic, or effects of substantially greater severity than were already analyzed and disclosed in the Eastern Neighborhoods FEIR.

Although the proposed project would not result in any new or substantially more severe impacts than identified in the FEIR, the transportation analysis recommended an optional measure that could be included with the proposed project, which would only be applicable if valet service is offered. This measure, discussed below under **Improvement Measure I-TR-1**, recommends limiting valet service, if offered, at the 2550-2558 Mission Street project site to after the 5:00 p.m. to 6:00 p.m. peak hour in order to minimize conflicts with traffic, parked vehicles, and transit vehicles and to improve traffic flow on Mission Street.

> **Improvement Measure I-TR-1: Valet Service After 6:00 p.m.**
>
> As an improvement measure to reduce the potential for double-parking and conflicts between valet operations and traffic flow, including Muni buses, on Mission Street, valet service supporting the entertainment/restaurant or cinema uses should be permitted to initiate valet operations only after the 5:00 p.m. to 6:00 p.m. peak hour. Permits for valet operations are issued by the local station of the San Francisco Police Department.

The entertainment/restaurant use would generally open between 5:00 p.m. and 6:00 p.m., and the most activity (e.g., concerts, shows) would occur later in the evening, and not during the 5:00 p.m. to 6:00 p.m. peak hour. Mission Street has a No Double Parking Anytime Double Fine Zone daily between 6:00 a.m. and 9:00 a.m., and between 4:00 p.m. and 7:00 p.m., Monday through Friday, and enforcement of this regulation by SFMTA and the San Francisco Police Department would minimize the potential for conflicts between project-generated vehicles and traffic flow, including Muni operations, on Mission Street. It is not anticipated therefore, that the valet operations (if offered) would substantially affect weekday p.m. peak hour traffic flow on Mission Street.

Transit

Existing plus Project Conditions. The proposed project would generate about 222 net new transit trips (124 inbound and 98 outbound) during the weekday p.m. peak hour. These transit trips to and from the project site would utilize the nearby Muni lines on Mission and 24th Streets, and BART at the 24th Street Station, and may include transfers to other Muni bus and light rail lines, or other regional transit providers. During the p.m. peak hour, about 183 of the 222 net new transit trips generated by the proposed project would be to and from San Francisco origins and destinations, and 39 transit trips would be to and from the East Bay, South Bay and North Bay. Based on the trip distribution patterns, it was estimated that out of the 124 inbound transit trips, about 105 transit trips would be on Muni and 19 transit trips would be on the regional transit operators (i.e., BART, Caltrain, Golden Gate Transit or

Caltrain), and out of the 98 outbound transit trips, about 82 transit trips would be on Muni and 16 transit trips would be on the regional transit operators.

During the p.m. peak hour, the proposed project would add about 141 transit trips to north/south Muni lines (the 12-Folsom-Pacific, the 14-Mission, the 49-Van Ness-Mission, and the 67-Bernal Heights), and 48 transit trips to one east/west Muni line, the 48-Quintara/24th line. Currently, all north/south and east/west bus lines operate at capacity utilization of less than 85 percent (Muni's established capacity utilization standard for peak period operations is 85 percent). The addition of the project-generated transit trips would increase the capacity utilization of these lines; however, all bus lines would continue to operate at capacity utilization of less than 85 percent. Similarly, the regional service providers currently operate at less than capacity during the weekday p.m. peak hour (all of the regional transit operators have a one-hour load factor standard of 100 percent, which typically translates to a fully seated load on each vehicle). The addition of 35 transit trips (19 inbound to the project site, and 16 outbound from the project site) to and from the East Bay, North Bay and South Bay would not substantially affect regional transit operators. Because the proposed project would not substantially affect the capacity utilization of the local and regional transit lines, and would not affect the operations of the adjacent and nearby Muni bus lines, transit impacts would be less than significant.

Although the proposed project would have a less-than-significant impact on local and regional transit lines, the transportation analysis recommended measures that could be included with the proposed project to support existing transit lines that provide service at, or near the site. **Improvement Measure I-TR-2**, discussed below, recommends the installation of eyebolts in the new residential building to support Muni's overhead wire system on Mission Street (specifically to support the 14-Mission and 49-Van Ness-Mission electric trolley coaches that operate along Mission Street). The installation of eyebolts would remove sidewalk obstructions and provide a clear view of sidewalks for pedestrians. Currently, there are no overhead wires attached to either of the existing buildings on the proposed project site.

> **Improvement Measure I-TR-2: Installation of Eyebolts on Mission Street.**
>
> As an improvement measure to reduce pole clutter on Mission Street, the project sponsor could review with SFMTA whether it would be appropriate to install eyebolts in the new residential building to support Muni's overhead wire system on Mission Street.

In the vicinity of the 2550-2558 Mission Street project site, Mission Street has two travel lanes in each direction, and on-street parking on both sides of the street. Travel lanes on Mission Street are narrow: the

left lane is 9 feet wide, and the combined right lane and adjacent parking lane is 17 feet, 3 inches, leaving no more than 10 feet for vehicular travel. Large vehicles, including Muni buses, often use both travel lanes. The General Plan designates Mission Street as a Transit Conflict Street in the Congestion Management Plan Network.

As noted above, the proposed project may offer to provide valet service on Mission Street for the entertainment/restaurant use, although it is not anticipated that there would be substantial activity associated with the valet operations during the p.m. peak hour. Enforcement by SFMTA and the San Francisco Police Department of the existing No Double Parking Anytime Double Fine Zone on Mission Street would minimize any potential for conflicts between project-generated vehicles using the valet service (if offered) and traffic flow, including Muni operations (the 14-Mission and the 49-Van Ness-Mission bus lines), on Mission Street. Improvement Measure I-TR-1, discussed above, which would require proposed project valet operations on Mission Street (if provided) to start after 6:00 p.m., would also be applicable, and would minimize potential conflicts between valet operations and traffic and transit vehicles (including Muni bus lines) on Mission Street.

It should be noted that the proposed retail and entertainment/restaurant uses would be subject to the Transit Impact Development Fee (TIDF). The TIDF attempts to recover the cost of carrying additional riders generated by new development by obtaining fees on a square footage basis. TIDF funds would be used to increase revenue service hours reasonably necessary to increase public transit for non-residential development within the city.

Cumulative (Year 2030) Conditions. Based on the Eastern Neighborhoods FEIR, under cumulative weekday p.m. peak-hour conditions, under Option B, capacity utilization at most "cordon lines" (screenlines at the subarea boundaries) would remain at less than 85 percent Muni standard (page 280 Eastern Neighborhoods FEIR). However, the FEIR found that each of the Eastern Neighborhood rezoning options would be expected to increase Muni ridership levels at the maximum load point, and would result in significant impacts on Muni operations at the maximum load points. Mitigation measures proposed to address these impacts related to pursuing enhanced transit funding; conducting transit corridor and service improvements; and increasing transit accessibility, service information and storage/maintenance capabilities for Muni lines in Eastern Neighborhoods. Even with mitigation, however, cumulative impacts on the above lines were found to be significant and unavoidable.

The proposed project would contribute between one and 11 transit trips to the Muni lines operating at greater than 85 percent capacity utilization under 2030 Cumulative conditions, which would be less than 1.0 percent of ridership at the corridor level and screenline level.[13] Furthermore, the proposed project's contribution to cumulative ridership on regional transit operators would not represent a considerable contribution (a total of 16 transit trips). The contributions of the proposed project to the regional operators that would exceed 100 percent capacity utilization under 2030 Cumulative conditions would be less than 1.0 percent. Overall, the contributions of the proposed project to local and regional operators that would exceed capacity utilization under cumulative conditions would be less than 1.0 percent; therefore, the proposed project's contributions to the cumulative capacity utilization exceedances for the local and regional transit operators would be less than significant. Moreover, the proposed project would not result in environmental effects on transit of substantially greater severity than were already analyzed and disclosed in the Eastern Neighborhoods FEIR.

Pedestrian Conditions

The Eastern Neighborhoods FEIR found that pedestrian volumes would increase along the Mission Street corridor, potentially increasing pedestrian-vehicle conflicts. However, the FEIR did not identify significant impacts with respect to future pedestrian conditions.

Pedestrian trips generated by the proposed project would include walk trips to and from the project site, plus walk trips to and from the local and regional transit operators. Overall, the proposed project would add about 340 net new pedestrian trips (including 118 walk and 222 transit trips) to the surrounding streets during the weekday p.m. peak hour. The majority of these pedestrians would enter and exit the proposed project via the residential lobbies on Bartlett and Mission Streets, and the entrance to the retail and entertainment/restaurant uses on Mission Street, and would be dispersed throughout the study area, based on the origin/destination of each trip. It is anticipated that a majority of the new pedestrian trips during the weekday p.m. peak hour would be on Mission Street traveling to and from Muni bus stops and the Mission/24th Street BART Station. Sidewalks on Mission Street are approximately 15 feet wide, and the additional pedestrian volumes would be accommodated without substantially affecting existing operating conditions.

The New Mission Theater, at 2550 Mission Street, would include a large entry/lobby area for queuing of visitors arriving for events at the theater. During the evening period, when events would occur at the

[13] The concept of screenlines is used to describe the magnitude of travel to or from the greater downtown area, and to compare estimated transit volumes to available capacities. Screenlines are hypothetical lines that would be crossed by persons traveling between downtown and its vicinity and other parts of San Francisco and the region.

theater, pedestrian volumes on the segment of Mission Street adjacent to the project site are low, and the increase in pedestrians associated with the entertainment/restaurant use would be accommodated on Mission Street without substantially affecting pedestrian conditions.

Based on these findings, while the addition of the project-generated pedestrian trips would incrementally increase pedestrian volumes on Bartlett Street and on Mission Street, the additional trips would not substantially affect pedestrian flows, and the proposed project would not result in significant environmental effects on pedestrians, or effects of substantially greater severity than were already analyzed and disclosed in the Eastern Neighborhoods FEIR.

Bicycle

The Eastern Neighborhoods FEIR found that bicycle volumes would increase in the Mission district. However, the FEIR did not identify significant impacts with respect to future bicycle conditions. Furthermore, the approved Bicycle Plan proposes bicycle improvements in the Mission district.

The residential component of the proposed project would provide a bicycle parking area within the below-grade level of the garage that would accommodate 41 bicycle parking spaces for the residential units. The bicycle spaces could be accessed via the garage ramp, which has a 20 percent grade, or via the residential elevators. In addition to the residential bicycle parking spaces, five bicycle parking spaces would be provided in a secured bicycle parking room on the ground floor for employees of the proposed retail use(s). Per the Planning Code, the proposed project would be required to provide 41 Class 1 bicycle parking spaces for the 114 residential units and the proposed project would meet this requirement by providing up to 41 bicycle parking spaces. Bicycle parking would not be required for the retail or entertainment/restaurant uses.[14] Since the primary use of the 2558 Mission Street building would be residential, shower and locker facilities would not need to be provided. Bicycle parking and shower and locker facilities would not be required for the New Mission Theater building because the theater renovation would not result in an increase in the square footage of the ground floor of the existing building.

The project site is within bicycling distance of office and retail buildings in downtown San Francisco and the Financial District and major transit hubs (Ferry Building, Transbay Terminal and Caltrain). As such,

[14] Class 1 bicycle parking includes facilities that protect the entire bicycle, its components and accessories against theft and against inclement weather, including wind-driven rain. Examples of Class 1 spaces include lockers, check-in facilities, monitored parking, restricted access parking, and personal storage. Class 2 bicycle parking spaces include bicycle racks which permit the locking of the bicycle frame and one wheel to the rack and, which support the bicycle in a stable position without damage to wheels, frame or components.

it is anticipated that, during the p.m. peak hour, a portion of the 81 net new "other" trips generated by the proposed project would be bicycle trips.

There are several bicycle routes near the project site, including along Valencia Street (dedicated bicycle lanes), 22nd Street (signed-route only), and Cesar Chavez Street (signed route only). Although the proposed project would result in an increase in the number of vehicles in the vicinity of the project site, based on the analysis conducted in the *2550-2558 Mission Street Transportation Study*, this increase would not be substantial enough to affect bicycle travel in the area, since the streets adjacent to the project site are not designated for bicycle travel. Therefore, the proposed project would not result in new, peculiar environmental effects on bicycles, or effects of substantially greater severity than were already analyzed and disclosed in the Eastern Neighborhoods FEIR.

Nevertheless, the transportation analysis recommended measures that could be included with the proposed project to support the need for additional bicycle parking along Mission Street. This measure, discussed below under **Improvement Measure I-TR-3**, recommends coordination with the project sponsor and SFMTA for installation of bicycle racks on the Mission Street sidewalk, adjacent to the project site for visitors to the proposed uses. The bicycle racks would support existing demand for bicycle parking in the project vicinity as well demand that would be generated by the proposed project, since it is expected that some of the patrons and/or employees of the theater at 2550 Mission Street would arrive via bicycles.

> **Improvement Measure I-TR-3: Installation of Bicycle Racks on the Mission Street Sidewalk.**
>
> As an improvement measure to accommodate restaurant/retail/entertainment venue patrons and employees arriving by bicycle, the project sponsor would request that SFMTA to install of bicycle racks on the Mission Street sidewalk. The project sponsor would work with SFMTA as to the number and location of the bicycle racks.

Loading

The Eastern Neighborhoods FEIR did not identify significant effects with respect to loading. The FEIR noted that loading impacts are typically addressed on a project-specific basis.

Commercial Loading. The proposed project would not provide any off-street loading. Therefore, the project sponsor would request additional on-street commercial vehicle loading zones adjacent to the project site on Bartlett Street and on 22nd Street, about half of a block from the project site. Specifically, on Bartlett Street, the project sponsor would request that four metered parking spaces adjacent to the project site on Bartlett Street be converted to commercial vehicle loading/unloading spaces. These spaces would be in addition to the three existing loading spaces on Bartlett Street to the south of the project site, and the single loading space to

the north of the project site, for a total of eight loading spaces on Bartlett Street. On 22nd Street, the project sponsor would request that five metered parking spaces on the north side of the street immediately west of Mission Street be converted to commercial vehicle loading/unloading spaces (no loading spaces currently exist on 22nd Street). There are also three commercial vehicle loading/unloading spaces on Mission Street adjacent to the project site. Since SFMTA seeks to phase out potential conflicts with transit operations on Mission Street, no additional loading spaces would be requested on Mission Street.

For the proposed conversion from standard to commercial vehicle spaces on Bartlett Street and on 22nd Street, the project sponsor would need to apply for a change in curb designation through SFMTA's Parking and Traffic Color Curb Program, and the change in curb regulation would need to be reviewed at a public hearing through the SFMTA.

Per requirements in the Planning Code, the proposed project would be required to provide one off-street loading space for the residential uses, and one space for the commercial uses, for a total of two loading spaces in the 2558 Mission Street building. The proposed project would not provide off-street loading, and therefore, would not meet the Planning Code requirement. As part of the Planned Unit Development ("PUD") application for the project, the project sponsor would seek an exception to the Planning Code for the on-site loading requirement. Off-street loading facilities would not be required for the New Mission Theater building because the theater renovation would not result in an increase in the square footage of the ground floor of the existing building.

As shown in **Table 3**, below, based on the SF Guidelines, the new residential, retail, and entertainment/restaurant uses would generate about 110 delivery/service trips per day, which would result in a demand for six loading spaces during the peak hour of loading activities, and about five spaces during the average hour of loading activities. The loading demand would be evenly split between the residential/retail uses (2558 Mission Street building) and the restaurant/entertainment uses (2550 Mission Street building).

The proposed project would not provide any off-street loading, and therefore the loading demand would need to be accommodated on-street within existing and proposed commercial vehicle curbside loading/unloading spaces. Because curbside loading/unloading spaces would be available to all commercial users on a first-come-first-served basis, the provision of additional commercial vehicle spaces adjacent to the project site would minimize the potential for double parking (beyond what already occurs) along Bartlett Street that could result from loading demand generated by the proposed project.

TABLE 3
SERVICE VEHICLE TRIPS AND LOADING SPACE DEMAND - PROPOSED PROJECT

Land Use	Daily Delivery/ Service Vehicle Trip Generation	Peak Hour Loading Spaces	Average Hour Loading Spaces
2558 Mission Street			
Residential	3.5	0.2	0.2
Retail[1]	54.0	3.1	2.5
Subtotal	57.5	3.3	2.7
Credit for Existing Retail	3.2	0.2	0.1
Net-new Total for 2558 Mission Street	*54.3*	*3.1*	*2.6*
2550 Mission Street			
Entertainment/Restaurant	55.2	3.2	2.6
Net-new Total for 2550 Mission Street	*55.2*	*3.2*	*2.6*
Net-new Total for Proposed Project	109.5	6.3	5.2

NOTES:
[1] As a conservative analysis, the retail space within the proposed 2558 Mission Street building was analyzed as restaurant, which has a higher trip generation than retail use.

SOURCE: LCW Consulting, 2012.

Adjacent to the project site on Mission Street there are three one-hour metered commercial vehicle loading/unloading spaces. During daytime field observations when the commercial metered restrictions are in effect, the loading spaces were not fully occupied, and it is anticipated that some existing spaces would generally be available to accommodate the proposed project's loading/unloading demand. It should be noted that the three existing commercial vehicle loading/unloading spaces adjacent to the project site on Mission Street would be available for deliveries to the proposed project as well as for other uses along Mission Street. In the event that the Mission Street loading spaces are occupied, vendors to the proposed project retail uses would be directed to seek commercial vehicle loading/unloading spaces on 22nd Street and cart deliveries to the project site.

As indicated above, on Bartlett Street, the project sponsor would request conversion of four metered parking spaces adjacent to the project site to metered commercial vehicle loading/unloading spaces. It should be noted that there are currently metered commercial parking spaces on Bartlett Street to the north (one space) and south (three spaces) of the project site. Therefore, if four additional spaces are converted from parking

to loading, there would be a total of eight loading spaces on Bartlett Street. These commercial vehicle spaces would be available for deliveries to the proposed project, as well as for other uses on Bartlett Street.

In addition to the four spaces on Bartlett Street, the project sponsor would request the conversion of five metered parking spaces to commercial loading spaces on 22nd Street, as indicated in **Table 4**. Per discussions between the Planning Department and SFMTA, the additional spaces on 22nd Street would serve two purposes: (1) alleviate some of the current loading demand and (2) transition away from loading on Mission Street. This is in recognition of an existing shortfall of loading spaces in the area as evidenced by the prevalence of double-parking. Also, since no new commercial loading is allowed on Mission Street and the retail uses associated with the proposed project would front onto Mission Street, the requested spaces on 22nd Street would provide a closer loading option than would loading spaces on Bartlett Street.

TABLE 4
COMMERCIAL (FREIGHT) LOADING SPACES

Street	Existing	Requested	Total
Mission Street (between 21st and 22nd Streets)	3	0	3
Bartlett Street (between 21st and 22nd Streets)	4	4	8
22nd Street (between Mission and Bartlett Streets)	0	5	5

SOURCE: LCW Consulting, 2012; ESA 2012.

Further, it should be noted that the excess of requested loading spaces (beyond the demand of the proposed project) is partially in response to the proposed Bartlett Streetscape improvements, described further below. Currently, it is customary for vehicles to double-park during loading/unloading activities. Should the Bartlett Streetscape improvements be approved, Bartlett Street would be narrowed to one travel lane and would no longer have the width to accommodate double-parking. As a result, the Planning Department, in consultation with SFMTA, is recommending the conversion of nine on-street spaces to accommodate both existing demand and demand associated with the proposed project.

If SFMTA does not designate the commercial vehicle loading/unloading spaces on Bartlett Street and/or on 22nd Street, or if all on-street spaces are occupied, some delivery vehicles may also double-park adjacent to the project site on Mission Street. Any double-parking of vehicles along Mission Street could impact the traffic flow and result in increased delays to vehicles, including the 14-Mission and 49-Van Ness-Mission bus lines. As indicated above, vendors to the proposed project retail uses would be

directed to seek commercial vehicle parking on 22nd Street and cart deliveries to the project site. Maintenance of the three existing commercial vehicle parking spaces adjacent to the project site on Mission Street and enforcement of the "No Double Parking Anytime Double Fine Zone" would reduce the potential for double-parking on Mission Street.

Due to the relatively low traffic volumes on Bartlett Street (i.e., about 100 to 130 vehicles per hour during the p.m. peak hour) and sufficient right-of-way for drivers to bypass double-parked vehicles, double-parking would not substantially affect traffic operations on Bartlett Street. However, as mentioned above, if the Bartlett Streetscape Improvements Variant is implemented, only one travel lane would be available; therefore, under that circumstance, double-parking would block the travel lane.

Residential move-in and move-out activities are anticipated to occur primarily from the curb on Bartlett Street, with items carted to the residential elevators through the ground floor service corridors. Curb parking on Bartlett Street would need to be reserved through the local station of the San Francisco Police Department.[15]

For the residential units, a trash, recycling, and composting room would be provided within the garage.[16] For the residential trash/recycling pickup, trash containers would be transported by the building staff from the trash rooms to the Bartlett Street curb at the time of trash pickup and returned following pick-up, or the Recology personnel would access the parking garage to retrieve the trash containers. For the entertainment/restaurant uses in the New Mission Theater building, trash containers would be transported by the staff to the Bartlett Street curb at the time of trash pickup and returned following pickup. For the retail uses in the 2558 Mission Street building, trash would be carted from the retail areas or the ground floor retail trash room to the Mission Street curb by tenants of the commercial spaces. Building management would coordinate with the Sunset Scavenger Disposal and Recycling Company regarding the specific locations of garbage containers.

Based on these findings, the project sponsor would request that on-street parking spaces on both Bartlett Street and on 22nd Street be converted from standard metered parking spaces to commercial vehicle metered loading spaces. Since the loading demand could be accommodated within the existing and

[15] As discussed above, even though some loading supply currently exists in the project vicinity, as evidenced by the frequent double parking, existing loading supply does not appear to meet the demand. Therefore, curb parking on Bartlett Street may become necessary for residential move-in and move-out activities.

16 The proposed project would comply with San Francisco Green Building Requirements for solid waste by providing space for recycling, composting, and trash storage, collection and loading that is convenient for all users of the building. Such space would be provided within the basement level. Each residential floor would have one tri-sorter chute (composting, recycling, and trash) that leads down to the respective bins within the basement.

proposed on-street loading supply, loading impacts would be less than significant. Based on the foregoing, the proposed would not result in any new or substantially more severe loading-related impacts peculiar to the project or its site than those impacts identified in the Eastern Neighborhoods FEIR.

Passenger loading. It is anticipated that the operator of the New Mission Theater would request a passenger loading/unloading zone on Mission Street, which would be in effect after 6:00 p.m. The proposed passenger loading/unloading zone would be approximately 65 feet in length, would be located adjacent to the New Mission Theater, and would occupy two of the three metered loading spaces and one metered parking space immediately to the south of the existing fire hydrant in front of the New Mission Theater. (The existing parking and loading spaces would not be affected during daytime hours (i.e., before 6:00 p.m.). The 65-foot long passenger loading/unloading zone would be able to accommodate three vehicles loading/unloading. It would be similar in length to the nearby passenger loading/unloading zone for the Foreign Cinema, which is 63 feet in length.

The demand for valet parking for the New Mission Theater would vary depending on the type of event, and whether or not valet services will provided has yet to be determined. However, the project sponsor has received preliminary agreements for the U.S. Bank building parking lot on 22nd Street between Mission Street and Capp Street to accommodate up to 150 vehicles during the weekend evening hours and during special events. After patrons drop off their vehicles, valet operators would travel southbound to 22nd Street, and turn left onto 22nd Street to access the parking lot.[17] Valet operators returning the vehicle would travel northbound on Capp Street to 21st Street, and 21st Street to access Mission Street southbound.

Although the proposed project would have a less-than-significant impact on loading conditions, the transportation analysis recommended the following measures that could be included with the proposed project to further reduce less-than-significant impacts to loading. These measures, discussed below under **Improvement Measure I-TR-4** and **Improvement Measure I-TR-5**, would facilitate further accommodation of the proposed project's loading demand.

> **Improvement Measure I-TR-4: On-Street Loading Conversion Application.**
>
> As an improvement measure to ensure that SFMTA's approval and legislation phase for conversion of on-street parking spaces to commercial vehicle loading/unloading spaces is completed and new curb regulations implemented prior to the proposed project's opening, the project sponsor should apply for the zones on Bartlett Street and on 22nd Street at the start of

[17] On Mission Street, in the vicinity of the Proposed Project, left turns are not permitted between 4:00 p.m. and 6:00 p.m., Mondays through Saturdays.

construction. The project sponsor would need to apply for a change in curb designation through the SFMTA's Parking and Traffic Color Curb Program.

Improvement Measure I-TR-5: Coordination of Move-In and Move-Out Activities

As an improvement measure to reduce the potential for double parking of delivery vehicles on Mission Street, all residential move-in and move-out activities should be required to be conducted from Bartlett Street from within the proposed on-street commercial loading/unloading spaces. As an improvement measure to ensure that curb parking on Bartlett Street adjacent to the project site is reserved through the local station of the San Francisco Police Department during move-in and move-out activities, and to reduce the potential for double parking on Bartlett Street and Mission Street, the project sponsor would require tenants to schedule and coordinate moves with building management.

Based on the foregoing, the proposed would not result in any new or substantially more severe loading-related impacts peculiar to the project or its site than those impacts identified in the Eastern Neighborhoods FEIR.

Emergency Access

Emergency vehicle access to the project site would remain unchanged from existing conditions, and the proposed project would not change the adjacent travel lanes. Emergency vehicle providers would continue to access the proposed project site from Mission Street or from Bartlett Street. Therefore, the proposed project's impacts on emergency vehicle access would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Construction

The Eastern Neighborhoods FEIR did not identify significant effects with respect to construction-phase transportation impacts. The FEIR acknowledged that construction impacts are typically addressed on a project-specific basis.

Information on the construction program for the proposed project, the future residential project at 1296 Shotwell Site, and two project variants was provided by the project sponsor. Prior to construction, as part of the construction application phase, the project sponsor and construction contractor(s) would be required to meet with Department of Public Works (DPW) and SFMTA staff to develop and review truck routing plans for demolition, disposal of excavated materials, materials delivery and storage, as well as staging for construction vehicles. The construction contractor would be required to meet the City of San Francisco's *Regulations for Working in San Francisco Streets*, (the Blue Book), including those regarding sidewalk and lane closures, and would meet with SFMTA staff to determine if any special traffic permits

would be required.[18] Prior to construction, the project contractor would coordinate with Muni's Street Operations and Special Events Office to coordinate construction activities and reduce any impacts to transit operations. In addition to the regulations in the Blue Book, the contractor would be responsible for complying with all City, state and federal codes, rules and regulations.

It is anticipated that construction of the proposed project would take approximately 30 months (20 months for the 2558 Mission Street building and 10 months for renovation of the theater). At this time, the construction initiation dates of the two project components are not known; however, based on the projected schedule for required approvals and site permits, the project sponsor has indicated that a four month overlap would be likely if the renovation process for the theater is initiated upon completion of environmental review. Although detailed plans for construction activities associated with the 2558 Mission Street building have not yet been finalized, there would be four partially overlapping construction phases:

- Phase 1 – Below-Grade Excavation and Shoring (one month)
- Phase 2 – Pile Installation (one month)
- Phase 3 – Concrete Structure (six months)
- Phase 4 – Exterior and Interior Finishes (ten months)

Construction-related activities would typically occur Monday through Friday, between 7:00 a.m. and 7:00 p.m. In addition, construction activities may occur on weekends. The hours of construction would be stipulated by the Department of Building Inspection, and the contractor would need to comply with the San Francisco Noise Ordinance.[19]

Construction staging would primarily occur internally on site. In addition, it is anticipated that all or a portion of the sidewalk along the project frontage on Bartlett and Mission Streets would need to be closed for a portion of the construction duration. Along Bartlett Street, the curb parking lane could be closed to provide a protected pedestrian walkway. It is not anticipated that the construction would require any travel lane closures on Mission Street or Bartlett Street. Although not anticipated, any temporary traffic lane closures would be coordinated with the City in order to minimize the impacts on local traffic. In general, lane and sidewalk closures are subject to review and approval by DPW and the City's Transportation Advisory Staff Committee (TASC) that consists of representatives of City departments including SFMTA, DPW, Fire, Police, Public Health, Port and the Taxi Commission.

[18] The SFMTA Blue Book, 7th Edition, is available on-line through SFMTA (www.sfmta.com)
[19] The San Francisco Noise Ordinance permits construction activities seven days a week, between 7:00 a.m. and 8:00 p.m.

Throughout the construction period, there would be a flow of construction-related trucks into and out of the site. The impact of construction truck traffic would be a temporary lessening of the capacities of local streets due to the slower movement and larger turning radii of trucks, which would affect both traffic and transit operations.

There would be an average of six to 25 construction trucks trips (one-way trips) traveling to and from the 2558 Mission Street project site on a daily basis, depending on the construction phase, and about five construction truck trips traveling to and from the New Mission Theater site on a daily basis. The peak number of daily truck trips is anticipated to occur during the 2558 Mission Street base building phase, with approximately 20 trucks per day. It is anticipated that a majority of the construction-related truck traffic would use I-80/U.S. 101 to access the project site from the East Bay and South Bay, via Cesar Chavez Street and Valencia Street. Access to the South Bay would also be via San Jose Avenue and I-280.

There would be an average of 49 to 58 construction workers per day at the 2558 Mission Street project site, depending on the construction phase, with the greatest number during the base building phase, and about 20 construction workers at the New Mission Theater site. The trip distribution and mode split of construction workers are not known. It is anticipated that the addition of the worker-related vehicle- or transit-trips would not substantially affect transportation conditions, as any impacts on local intersections or the transit network would be substantially less than, those associated with the proposed project. Construction workers who drive to the site would cause a temporary increase in parking demand. The time-limited metered parking spaces and residential permit parking restrictions in the vicinity of the project site would limit legal all-day parking by construction workers. As such, construction workers would either park at the nearby Mission-Bartlett Garage (which has a weekday midday occupancy of 70 to 80 percent), or park on-site once the garage element of the residential structure is completed. The construction contractors may make arrangements to provide construction worker parking at a nearby location, such as at the Mission-Bartlett Garage.

During the construction period, the poles supporting the overhead wire system on Mission Street would not be affected, as there are no support poles adjacent to the project site, and there is no eyebolt support in the existing buildings on the project site. Prior to construction, the project contractor would coordinate with Muni's Street Operations and Special Events Office to coordinate construction activities and reduce any impacts to transit operations, particularly the southbound bus stop to the north of the project site.

Based on these findings, the proposed project construction-related transportation impacts would be considered less than significant.

As discussed above, some conflict currently exists between pedestrians, transit, and autos, particularly on Mission Street, in the form of double-parked vehicles and vehicle movement delays. Construction activities have the potential to exacerbate such conflicts. Although the proposed project would have a less-than-significant impact on the transportation network during construction activities, the transportation analysis recommended measures that could be included with the proposed project. As such, **Improvement Measure I-TR-6**, discussed below, would further reduce potential conflicts between construction activities and pedestrians, transit, and autos, including the preparation of a traffic control plan for construction, carpool and transit access for construction workers, construction truck management, and project construction updates for adjacent businesses and residents.

Improvement Measure I-TR-6: Coordination of Construction Activity.

This improvement measure recommends that a traffic control plan be developed to reduce any potential impacts during construction activities, as well as recommends implementing travel demand management measures to reduce worker-related vehicle trips, monitor of truck traffic to and from the project site, and inform nearby residences and business of construction activities. Components of this improvement measure are outlined below.

- ***Traffic Control Plan for Construction*** – As an improvement measure to reduce potential conflicts between construction activities and pedestrians, transit and autos, SFMTA could require that the contractor prepare a traffic control plan for project construction. The project sponsor and construction contractor(s) would meet with DPW, SFMTA, the Fire Department, Muni, and other City agencies to coordinate feasible measures to reduce traffic congestion, including restricting construction materials deliveries during the a.m. and p.m. peak hours, temporary transit stop relocations (if determined necessary) and other measures to reduce potential traffic and transit disruption and pedestrian circulation effects during construction of the proposed project, as well as construction of any nearby projects. The contractor would be required to comply with the Blue Book, which establish rules and permit requirements so that construction activities can be done safely and with the least possible interference with pedestrians, bicyclists, transit and vehicular traffic

- ***Carpool and Transit Access for Construction Workers*** – As an improvement measure to minimize parking demand associated with construction workers, the construction contractor could be required by the project sponsor to encourage carpooling and transit access to the site by construction workers. The temporary parking demand by construction workers would need to be met on-site or within the Mission-Bartlett Garage.

- ***Construction Truck Traffic Management*** – As an improvement measure to minimize construction traffic impacts on Mission Street, and on pedestrian, transit and traffic operations, the construction contractor could be required to retain San Francisco Police Department traffic control officers during peak construction periods.

- ***Project Construction Updates for Adjacent Businesses and Residents*** – As an improvement measure to minimize construction impacts on access for nearby institutions and businesses, DPW could require the project sponsor to provide nearby residences and adjacent businesses with regularly updated information regarding project construction, including construction activities, peak construction vehicle activities (e.g., concrete pours), travel lane closures, and lane closures. The information should include contact information, including that the public can contact SFMTA General Enforcement Division for blocked driveways and access, DPW's Street Use and Mapping for complaints regarding construction activities interfering with travel lanes, or the San Francisco Police Department (SFPD) for violations related to construction street space permits issued by DPW or Special Traffic Permits issues by SFMTA.

Parking

The Eastern Neighborhoods FEIR found that parking demand would not be accommodated within the allowed permitted parking, resulting in a parking shortfall in the Mission district.

San Francisco does not consider parking supply as part of the permanent physical environment and therefore, does not consider changes in parking conditions to be environmental impacts as defined by CEQA. The San Francisco Planning Department acknowledges, however, that parking conditions may be of interest to the public and the decision makers. Therefore, this section presents a parking analysis for information purposes.

Parking conditions are not static, as parking supply and demand varies from day to day, from day to night, from month to month, etc. Hence, the availability of parking spaces (or lack thereof) is not a permanent physical condition, but changes over time as people change their modes and patterns of travel.

Parking deficits are considered to be social effects, rather than impacts on the physical environment as defined by CEQA. Under CEQA, a project's social impacts need not be treated as significant impacts on the environment. Environmental documents should, however, address the secondary physical impacts that could be triggered by a social impact (CEQA Guidelines § 15131(a)). The social inconvenience of parking deficits, such as having to hunt for scarce parking spaces, is not an environmental impact, but there may be secondary physical environmental impacts, such as increased traffic congestion at intersections, air quality impacts, safety impacts, or noise impacts caused by congestion. In the experience of San Francisco transportation planners, however, the absence of a ready supply of parking spaces, combined with available alternatives to auto travel (e.g., transit service, taxis, bicycles or travel by foot) and a relatively dense pattern of urban development, induces many drivers to seek and find alternative parking facilities, shift to other modes of travel, or change their overall travel habits. Any such

resulting shifts to transit service in particular, would be in keeping with the City's "Transit First" policy. The City's Transit First Policy, established in the City's Charter Article 8A, Section 8A.115 provides that "parking policies for areas well served by public transit shall be designed to encourage travel by public transportation and alternative transportation." As stated above, the project site is served by Muni (metro and bus) and BART, and bicycle lanes and sidewalks are prevalent in the vicinity.

The transportation analysis accounts for potential secondary effects, such as cars circling and looking for a parking space in areas of limited parking supply, by assuming that all drivers would attempt to find parking at or near the project site and then seek parking farther away if convenient parking is unavailable. Moreover, the secondary effects of drivers searching for parking is typically offset by a reduction in vehicle trips due to others who are aware of constrained parking conditions in a given area. Hence, any secondary environmental impacts which may result from a shortfall in parking in the vicinity of the proposed project would be minor, and the traffic assignments used in the transportation analysis, as well as in the associated air quality, noise and pedestrian safety analyses, reasonably addresses potential secondary effects.

In summary, changes in parking conditions are considered to be social impacts rather than impacts on the physical environment. Accordingly, the following parking analysis is presented for informational purposes only.

Parking Analysis for 2550 Mission and 2558 Mission Street

As proposed, the project would include 86 parking spaces for the residential units (including three disabled-accessible spaces), two spaces for the retail uses (not publicly accessible), and one car-share parking space, for a total of 89 parking spaces. As part of the supply, three spaces would be disabled-accessible, including one van space. With the exception of the three disabled-accessible spaces and the car-share parking space, the parking supply would be within two-level mechanical lifts. Access to the 89 parking spaces in the below-grade garage would be on Bartlett Street via a 20-foot wide driveway and ramp. As previously stated, the project sponsor would request the conversion of four metered spaces on Bartlett Street and five metered spaces on 22nd Street (west of Mission Street) to metered commercial vehicle loading/unloading spaces. The three existing commercial vehicle loading/unloading spaces adjacent to the project site on Mission Street would remain.

Per Section 151.1 in the Planning Code, the proposed project would be permitted to provide 57 parking spaces for the residential units (conditionally permitted per Section 151.1 (f)). Under a Conditional Use

authorization, a total of 86 parking spaces may be permitted for the proposed land uses. In addition, per Section 166, one publicly accessible car-share space would be required. Per Planning Code Section 151.1, the proposed project would be permitted to provide up to ten parking spaces for the retail uses, and since it would provide two parking spaces, it would comply with the Planning Code requirements.

The proposed project would provide the maximum parking spaces permitted for the residential uses (86 spaces), and would provide less parking for retail than permitted (2 spaces). The proposed project would meet the Planning Code requirements by providing a car-share space. Under a Conditional Use authorization, the proposed project would therefore comply with the Planning Code requirements.

As shown in **Table 5**, the proposed uses associated with the proposed project would generate a long-term residential parking demand for about 146 spaces, and a short-term and long-term demand for the remaining uses of 91 spaces, for a total of 237 spaces. The long-term residential parking demand generally occurs during the overnight hours. The demand of 146 spaces would not be accommodated within the proposed supply of 86 spaces, which would result in a shortfall of 60 spaces. Based on field observations, most on-street parking spaces in the project area are generally occupied during the evening and overnight hours or overnight parking is limited due to street cleaning regulations. The nearby Mission-Bartlett Garage provides monthly parking and is open between 6:00 a.m. and 12:00 a.m. on weekdays, and between 8:00 a.m. and 2:00 a.m. on weekends. Due to the difficulty in finding long-term parking, residents may park outside of the study area, or switch to transit, car-share, carpools, walking, or bicycling.

During the weekday midday, because some residents would be expected to drive to work or otherwise use their cars, the residential parking demand is estimated to be about 80 percent of the overnight parking demand, or about 117 spaces. In addition, the entertainment/restaurant and retail uses would generate a parking demand for 91 spaces, for a total midday demand of 208 spaces, compared to the peak demand of 237 described above and illustrated in Table 5. As the project would provide 88 parking spaces for the project land uses, the midday shortfall would range between 120 and 149 spaces. The midday long-term (residents and employees) shortfall could be accommodated within the unmetered spaces in the study area or within the Mission-Bartlett Garage, and the short-term shortfall could be accommodated along Mission Street and other nearby streets that provide metered parking. The weekday midday parking occupancy in the study area would increase from 88 percent under existing conditions, to up to 98 percent. The project site is outside of the Residential Permit Parking area "I", and therefore would not be eligible to receive permits. Because parking spaces on Mission Street and Bartlett Street are metered spaces, it is not likely that residents would be able to apply to have the boundaries expanded to include the project site in the future. As indicated

TABLE 5
NET NEW PARKING DEMAND – PROPOSED PROJECT

Land Use	Long-Term Parking Spaces	Short-Term Parking Spaces	Total
2558 Mission Street			
Residential	146	0	146
Retail[1]	24	65	89
Subtotal	170	65	235
Credit for Existing Retail	(23)	(66)	(89)
Net-new Total for 2558 Mission Street	*147*	*-1*	146
2550 Mission Street			
Entertainment/Restaurant	24	67	91
Net-new Total for 2550 Mission Street	24	*67*	*91*
Net-new Total for Proposed Project	171	66	237

NOTES:

1 As a conservative analysis, the retail space within the proposed 2558 Mission Street building was analyzed as restaurant, which has a higher trip generation than retail use, and thus results in a greater parking demand.

SOURCE: LCW Consulting, 2012.

above, due to the difficulty in finding parking in the study area, residents and visitors to the proposed project may switch to transit, car-share, carpooling, walking or bicycling.

If a Conditional Use authorization to provide the maximum of 86 parking spaces for the residential uses is not granted, it is expected that the proposed project would result in a long-term residential parking shortfall of at least 89 spaces.

The parking demand associated with the theater building entertainment/restaurant uses would be greatest during the later evening hours, when patronage would be greatest. The project sponsor has received preliminary agreements for the U.S. Bank building parking lot on 22nd Street between Mission Street and Capp Street to accommodate up to 150 vehicles during the weekend evening hours and during special events. The demand for valet parking for the proposed project would vary depending on the type of event. Valet service would be provided within the proposed passenger loading/unloading zone adjacent to the project site on Mission Street. After patrons drop off their vehicles, valet operators would

travel southbound to 22nd Street, and turn left onto 22nd Street to access the parking lot.[20] Valet operators returning the vehicle would travel northbound on Capp Street to 21st Street and 21st Street to access Mission Street southbound.

It is anticipated that the proposed project's garage entrance would be gated and accessed remotely (e.g., remote control garage door opener). Given the primarily residential use of the garage, minimal, if any, queuing would be expected. As presented above, vehicle access to the proposed project parking garage would be from a driveway on Bartlett Street. Because Bartlett Street is one-way northbound, vehicle movements into and out of the garage would be right-turn-in and right-turn-out only. Due to the one-way operations and low traffic volumes (about 100 to 130 vehicles during the p.m. peak hour), it is not anticipated that there would be substantial conflicts between project-generated vehicles traveling to and from the project garage and traffic on Bartlett Street. Furthermore, it is not expected that pedestrian safety on Bartlett Street would be compromised.

It should be noted that, as required by the Planning Code, the project sponsor would unbundle the cost of the residential parking spaces from the sale or rental price of the residential units to provide a financial incentive for car-free living, and would provide a car-share parking space. Both of these measures would serve to discourage private auto use, and could reduce the parking demand associated with the proposed project.

Improvement Measure I-TR-7 and **Improvement Measure I-TR-8**, discussed below, would encourage the use of alternative modes by new residential tenants and would reduce the potential for queuing by vehicles accessing the project site. Overall, these improvement measures would reduce parking demand at the project site while also avoiding any potential circulation issues that could occur while vehicles access the project site.

> **Improvement Measure I-TR-7: Transportation Demand Management.**
>
> As improvement measures to reduce the proposed project's parking demand and parking shortfall and to encourage use of alternative modes, the project sponsor could provide a transportation insert for the move-in packet that would provide information on transit service (Muni and BART lines, schedules and fares), information on where transit passes could be purchased, and information on the 511 Regional Rideshare Program. Information of transportation options, including updates, would be posted on the Homeowners Association (HOA) website and/or lobby bulletin board. The project sponsor could consider including in the price of rental or HOA fee one monthly Muni FastPass for

[20] On Mission Street in the vicinity of the Proposed Project, left turns are not permitted between 4:00 p.m. and 6:00 p.m., Mondays through Saturdays. However, the valet service would start after 6:00 p.m., at which time left turns would be permitted.

each unit. For the theater uses under the proposed project, the theater operator could provide information on the venue's website regarding information on transit access to the site.

Improvement Measure I-TR-8: Monitoring and Abatement of Queues on Bartlett Street.

As an improvement measure to reduce the potential for queuing by vehicles accessing the project site, it shall be the responsibility of the owner/operator of the 2558 Mission Street site to ensure that recurring vehicle queues do not occur on Bartlett Street adjacent to the site. A vehicle queue is defined as one or more vehicles (destined to the parking facility) blocking any portion of the Bartlett Street sidewalk or roadway for a consecutive period of three minutes or longer on a daily and/or weekly basis. If the Planning Director, or his or her designee, suspects that a recurring queue is present, the Planning Department shall notify the project sponsor in writing. Upon request, the owner/operator shall hire a qualified transportation consultant to evaluate the conditions at the site for no less than seven days. The consultant shall prepare a monitoring report to be submitted to the Department for review. If the Planning Department determines that a recurring queue does exist, the facility owner/operator of the 2558 Mission Street site shall have 90 days from the date of the written determination to abate the queue.

Project Variant – Alamo Drafthouse Cinema

Under the Alamo Drafthouse Cinema Variant, the 2558 Mission Street site would be developed with residential and retail/restaurant development, as described above for the proposed project. However, as a variant to the proposed "live theater" type of venue included as part of the proposed project, the project sponsor would convert the New Mission Theater building into a multiple screen movie house with food and alcoholic beverage service operated by Alamo Drafthouse Cinema.

Based on the SF Guidelines, the Alamo Drafthouse Cinema Variant would generate 2,519 daily person-trips and 543 p.m. peak hour person-trips. Of the projected total p.m. peak hour person-trips, the Alamo Drafthouse Cinema Variant would generate 227 trips by automobile (105 vehicle trips at a combined 2.16 persons per vehicle), 176 transit trips, 90 pedestrian trips, and 50 other trips.

In terms of daily and p.m. peak hour vehicle trips, as shown in **Table 6**, with implementation of the Alamo Drafthouse Cinema Variant, the majority of daily person trips and p.m. peak hour trips would be attributable to the 2558 Mission Street (residential) component. The rehabilitation of the New Mission Theater into a cinema would result in fewer daily and p.m. peak hour person trips than would a live theater option proposed by the primary project. In comparison to the proposed project, the Alamo Drafthouse Cinema Variant would generate approximately 2,289 fewer daily person trips and 244 fewer p.m. peak hour person trips, including 139 fewer automobile trips, 45 fewer transit trips, 28 fewer pedestrian trips, and 31 fewer other trips.

TABLE 6
TRIP GENERATION – WEEKDAY DAILY AND PM PEAK HOUR -
ALAMO DRAFTHOUSE CINEMA VARIANT

Land Use	Size	Person Trips	
		Daily	PM Peak Hours
2558 Mission Street			
Residential: Studio/one bedroom	63 units	473	82
Residential: Two-bedroom	51 units	510	88
Retail[1]	15,000 gsf	3,000	405
Subtotal		3,983	575
Credit for Existing Retail		2,244	202
Net-new Total for 2558 Mission Street		*1,739*	*373*
2550 Mission Street			
Bar	500 gsf	100	14
Cinema[2]	602 seats	680	156
Net-new Total for 2558 Mission Street		*780*	*170*
Net-new Total for Alamo Drafthouse		2,519	543

NOTES:

1 As a conservative analysis, the retail space within the proposed 2558 Mission Street building was analyzed as restaurant use, which has a higher trip generation than retail use (150 daily person-trips per 1,000 gsf).

2 The "cinema" use includes the 602 seats within the five auditoriums and 500 square feet of bar/restaurant space that would be open to the public.

SOURCE: LCW Consulting, 2012.

Traffic

Existing plus Project Conditions. During the weekday p.m. peak hour, the Alamo Drafthouse Cinema Variant would generate 52 inbound and 53 outbound net new vehicle-trips, for a total of 105 net new vehicle trips, which is 64 fewer net new vehicle trips (29 fewer inbound and 35 fewer outbound) than the proposed project. In general, the addition of the 105 net new vehicle trips would result in relatively small changes in the average delay per vehicle at the eight study intersections, and all study intersections would continue to operate at the same service levels as under existing conditions. Based on these findings, the Alamo Drafthouse Cinema Variant impacts on traffic operations would therefore, be less than significant. Table 1 (above) summarizes these findings.

Cumulative (Year 2030) Conditions. The Alamo Drafthouse Cinema Variant would generate fewer peak hour vehicle trips than the proposed project, and, similar to the proposed project, would not result in any cumulative impacts not identified in the Eastern Neighborhoods FEIR.

Based on the foregoing, the Alamo Drafthouse Cinema Variant would not result in any new or substantially more severe traffic impacts peculiar to the variant or its site than those impacts identified in the Eastern Neighborhoods FEIR.

Transit

Existing plus Project Conditions. The Alamo Drafthouse Cinema Variant would generate about 176 net new transit trips (104 inbound and 72 outbound) during the weekday p.m. peak hour, 45 fewer net new transit trips than the proposed project (specifically, 19 fewer inbound and 26 fewer outbound). Similar to the proposed project, these transit trips would utilize the nearby Muni lines on Mission, Valencia, and 24th Streets, and BART at the 24th Street Station, and may include transfers to other Muni bus and light rail lines, or other regional transit providers. During the p.m. peak hour, about 149 of the 176 net new transit trips would be to and from San Francisco origins and destinations, and 27 transit trips would be to and from the East Bay, South Bay and North Bay.

During the p.m. peak hour, the Alamo Drafthouse Cinema Variant would add about 118 transit trips to the north/south lines (the 12-Folsom-Pacific, the 14-Mission, the 49-Van Ness-Mission, and the 67-Bernal Heights), and 32 transit trips to the east/west 48-Quintara/24th line. The addition of the project-generated trips would increase the capacity utilization of these lines; however, as under the proposed project, all transit lines would continue to operate at capacity utilization of less than 85 percent.

The regional service providers currently operate at less than capacity during the weekday p.m. peak hour (less than 100 percent capacity utilization). Under the Alamo Drafthouse Cinema Variant, the addition of 27 transit trips (15 inbound to the project site, and 12 outbound from the project site) to and from the East Bay, North Bay and South Bay would not substantially affect regional transit operators and these regional routes would continue to operate at less than capacity. Similar to the proposed project (discussed above), because the Alamo Drafthouse Cinema Variant would not substantially affect the capacity utilization of the local and regional transit lines, and would not affect the operations of the adjacent and nearby Muni lines, transit impacts would be less than significant.

Although the Alamo Drafthouse Cinema Variant would have a less-than-significant impact on local and regional transit lines, the transportation analysis recommended measures that could be included with the

Alamo Drafthouse Cinema Variant to support existing transit lines that provide service at, or near the site. Improvement Measure I-TR-2, which includes the installation of eyebolts in the new residential building to support Muni's overhead wire system on Mission Street (as discussed above), would also be applicable to the Alamo Drafthouse Cinema Variant.

Cumulative (Year 2030) Conditions. As discussed above, the FEIR found that each of the Eastern Neighborhood rezoning options would be expected to increase Muni ridership levels at the maximum load point, and would result in significant impacts on Muni operations at the maximum load points. Mitigation measures proposed to address these impacts related to pursuing enhanced transit funding; conducting transit corridor and service improvements; and increasing transit accessibility, service information and storage/maintenance capabilities for Muni lines in Eastern Neighborhoods. Even with mitigation, however, cumulative impacts on the above lines were found to be significant and unavoidable.

The Alamo Drafthouse Cinema Variant would contribute between one and 12 transit trips to the Muni corridors operating at greater than 85 percent capacity utilization under 2030 Cumulative conditions, which would be less than 1.0 percent of ridership at the corridor level and screenline level. The Alamo Drafthouse Cinema Variant's contribution to cumulative ridership on regional transit operators would not represent a considerable contribution (a total of 12 transit trips). The contributions of the Alamo Drafthouse Cinema Variant to the regional operators that would exceed 100 percent capacity utilization under 2030 Cumulative conditions would be less than 1.0 percent. Overall, the contributions of the proposed project to local and regional operators that would exceed capacity utilization under cumulative conditions would be less than 1.0 percent; therefore, the Alamo Drafthouse Cinema Variant's contributions to the cumulative capacity utilization exceedances for the local and regional transit lines would be less than significant, the same as under the proposed project. Based on the foregoing, the Alamo Drafthouse Cinema Variant would not result in any new or substantially more severe transit-related impacts peculiar to the variant or its site beyond those identified in the Eastern Neighborhoods FEIR.

Pedestrian Conditions

As discussed above, the Eastern Neighborhoods FEIR found that pedestrian volumes would increase the Mission Street corridor, potentially increasing pedestrian-vehicle conflicts. However, the FEIR did not identify significant impacts with respect to future pedestrian conditions.

Pedestrian impacts would be similar to those described for the proposed project (above). Similar to the proposed project, pedestrian trips generated by the Alamo Drafthouse Cinema Variant would include walk trips to and from the project site, plus walk trips to and from the local and regional transit operators. Overall, the Alamo Drafthouse Cinema Variant would add about 266 net new pedestrian trips (including 90 walk and 176 transit trips) to the surrounding streets during the weekday p.m. peak hour. This would be 74 fewer net new pedestrian trips (including 28 fewer walk and 46 fewer transit trips) as compared to the proposed project. Similar to the proposed project, the Alamo Drafthouse Cinema Variant would include a large entry/lobby area for ticketing and queuing of visitors arriving to the cinema.

Therefore, under the Alamo Drafthouse Cinema Variant, the addition of the project-generated pedestrian trips would increase pedestrian volumes on Bartlett Street and on Mission Street, but would not substantially affect pedestrian flows, and the Alamo Drafthouse Cinema Variant's impacts on pedestrians would be less than significant, same as under the proposed project. Based on the foregoing, the Alamo Drafthouse Cinema Variant not result in any new or substantially more severe pedestrian impacts peculiar to the variant or its site than those impacts identified in the Eastern Neighborhoods FEIR.

Bicycle

As noted above, the Eastern Neighborhoods FEIR found that bicycle volumes would increase in the Mission district. However, the FEIR did not identify significant impacts with respect to future bicycle conditions. Furthermore, the approved Bicycle Plan proposes bicycle improvements in the Mission district.

Bicycle impacts would be similar to those described for the proposed project (discussed above). The bicycle parking supply for the Alamo Drafthouse Cinema Variant would be the same as for the proposed project (41 spaces). Bicycle parking would only be provided for the residential and retail uses in the 2558 Mission Street building. As described for the proposed project, Planning Code requirements related to bicycle parking would be met. Similar to the proposed project, bicycle parking and showers and lockers would not be required for the New Mission Theater building, because the theater renovation would not result in an increase in the square footage of the ground floor of the existing building.

As with the proposed project, the Alamo Drafthouse Cinema Variant site is within bicycling distance of office and retail buildings in downtown San Francisco and the Financial District and major transit hubs (Ferry Building, Transbay Terminal and Caltrain). As such, it is anticipated that, during the p.m. peak

hour, a portion of the 50 net new "other" trips generated by the Alamo Drafthouse Cinema Variant would be bicycle trips. Although the Alamo Drafthouse Cinema Variant would result in an increase in the number of vehicles in the vicinity of the project site, similar to the proposed project, this increase would not be substantial enough to affect bicycle travel in the area, and therefore, impacts to bicyclists would be less than significant.

Although the Alamo Drafthouse Cinema Variant would have a less-than-significant impact on bicycle facilities, the transportation analysis recommended measures that could be included with the Alamo Drafthouse Cinema Variant to support the need for additional bicycle parking along Mission Street. Improvement Measure I-TR-3, which includes the installation of bicycle racks on the Mission Street sidewalk adjacent to the project site for visitors to the proposed uses (as discussed above), would therefore also apply to the Alamo Drafthouse Cinema Variant.

Based on the foregoing, the Alamo Drafthouse Cinema Variant not result in any new or substantially more severe bicycle-related impacts peculiar to the variant or its site than those impacts identified in the Eastern Neighborhoods FEIR.

Loading

The Eastern Neighborhoods FEIR did not identify significant effects with respect to loading. The FEIR noted that loading impacts are typically addressed on a project-specific basis.

Loading impacts would be similar to those described for the proposed project (discussed above). Similar to the proposed project, the Alamo Drafthouse Cinema Variant would not provide any off-street loading; however, the project sponsor would request that four metered spaces adjacent to the project site on Bartlett Street, and five metered spaces on 22nd Street west of Mission Street be converted to commercial vehicle loading/unloading spaces. As with the proposed project, the cinema operator could request a passenger loading/unloading zone during the evening to support the cinema uses. Although not currently proposed, valet operations could be provided (starting at 6:00 p.m.) as an option to manage parking for the cinema use. Because the Alamo Drafthouse Cinema Variant would not provide off-street loading, similar to the proposed project, it would not meet the Planning Code requirement. Similar to the proposed project, as part of the PUD application for the project, the project sponsor would seek an exception to the Planning Code for the on-site loading requirement.

As summarized in **Table 7**, below, the Alamo Drafthouse Cinema Variant would generate about 59 service/delivery trips per day (as compared to 110 service/delivery trips per day for the proposed

TABLE 7
SERVICE VEHICLE TRIPS AND LOADING SPACE DEMAND -
ALAMO DRAFTHOUSE CINEMA VARIANT

Land Use	Daily Service/ Delivery Vehicle Trip Generation	Peak Hour Loading Spaces	Average Hour Loading Spaces
2558 Mission Street			
Residential	3.5	0.2	0.2
Retail[1]	54.0	3.1	2.5
Subtotal	57.5	3.3	2.7
Credit for Existing Retail	3.2	0.2	0.1
Net-new Total for 2558 Mission Street	*54.3*	*3.1*	*2.6*
2550 Mission Street			
Entertainment/Bar	4.5	0.3	0.2
Net-new Total for 2550 Mission Street	*4.5*	*0.3*	*0.2*
Net-New Total for Alamo Drafthouse Cinema Variant	58.8	3.4	2.8

NOTES:

[1] As a conservative analysis, the retail space within the proposed 2558 Mission Street building was analyzed as restaurant, which has a higher loading demand than general retail use.

SOURCE: LCW Consulting, 2012.

project), which would result in a demand for three loading spaces during the peak hour and during the average hour of loading activities, a lower demand for loading than under the proposed project. The Alamo Drafthouse Cinema Variant would not provide any off-street loading, and therefore the loading demand would need to be accommodated on-street within existing and proposed commercial vehicle curbside loading/unloading spaces.

Under the Alamo Drafthouse Cinema Variant the project sponsor would request that on-street parking spaces on Bartlett Street and on 22nd Street be converted from standard metered to commercial vehicle metered spaces. Since the loading demand could be accommodated within the existing and proposed on-street loading supply, loading impacts would be less than significant.

As discussed above, if SFMTA does not designate the commercial vehicle loading/unloading spaces on Bartlett Street and/or on 22nd Street, or if all on-street spaces are occupied, some delivery vehicles may double-park adjacent to the project site on Mission Street. Any double-parking of vehicles adjacent to the

project site on Mission Street could impact the traffic flow and result in increased delays to vehicles, including the 14-Mission and 49-Van Ness-Mission bus lines. As indicated above, vendors to the proposed project retail uses would be directed to seek commercial vehicle parking on 22nd Street and cart deliveries to the project site. Maintenance of the three existing commercial vehicle parking spaces adjacent to the project site on Mission Street and enforcement of the No Double Parking Anytime Double Fine Zone would reduce the potential for double-parking on Mission Street.

Although the Alamo Drafthouse Cinema Variant would have a less-than-significant impact on loading conditions, the transportation analysis recommended measures that could be included with the Alamo Drafthouse Cinema Variant. As such, Improvement Measure I-TR-4 and Improvement Measure I-TR-5, as discussed above for the proposed project, would also be applicable to the Alamo Drafthouse Cinema Variant.

Based on the foregoing, the Alamo Drafthouse Cinema Variant not result in any new or substantially more severe loading-related impacts peculiar to the variant or its site than those impacts identified in the Eastern Neighborhoods FEIR.

Emergency Access

Similar to the proposed project, the emergency vehicle access to the project site under the Alamo Drafthouse Cinema Variant would remain unchanged from existing conditions, and the Alamo Drafthouse Cinema Variant would not change the adjacent travel lanes. Emergency vehicle providers would continue to be able to pull up to the project site from Mission Street or from Bartlett Street. The Alamo Drafthouse Cinema Variant impacts on emergency vehicle access would, therefore, be the same as for the proposed project and would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Construction

The Eastern Neighborhoods FEIR did not identify significant effects with respect to construction-phase transportation impacts. The FEIR noted that construction impacts are typically addressed on a project-specific basis.

Construction of the Alamo Drafthouse Cinema Variant would last approximately 10 to 12 months, about the same duration as anticipated for the proposed project. Construction impacts associated with the Alamo Drafthouse Cinema Variant would also be the same as those identified for the proposed project

(discussed above). Therefore, the Alamo Drafthouse Cinema Variant construction-related transportation impacts would be less than significant.

Although the Alamo Drafthouse Cinema Variant would have a less-than-significant impact on the transportation network during construction activities, the transportation analysis recommended measures that could be included with the Alamo Drafthouse Cinema Variant. As such, Improvement Measure I-TR-6 as discussed above for the proposed project, would also be applicable to the Alamo Drafthouse Cinema Variant.

Parking

The Eastern Neighborhoods FEIR found that parking demand would not be accommodated within the allowed permitted parking, resulting in a parking shortfall in the Mission district.

Parking conditions would be similar to those described for the proposed project. As such, the parking supply for the Alamo Drafthouse Cinema Variant would be the same as the proposed project (a total of 89 parking spaces) and no parking would be provided for the cinema uses within the New Mission Theater building.

As shown in **Table 8**, the new uses associated with the Alamo Drafthouse Cinema Variant would generate a long-term residential parking demand for about 146 spaces, and a short-term and long-term demand for the remaining uses of 37 spaces, for a total of 183 spaces.

The Alamo Drafthouse Cinema Variant would result in a shortfall of up to 90 parking spaces (as compared with a shortfall of up to 144 spaces for the proposed project), which could be accommodated within the unmetered spaces in the study area or within the Mission-Bartlett Garage, along Mission Street, and other nearby streets that provide metered parking. Similar to the proposed project, the weekday midday parking occupancy in the study area would increase from existing conditions, and due to the difficulty in finding parking in the study area, residents and visitors may switch to transit, car-share, carpooling, walking or bicycling.

As discussed for the proposed 2550-2558 Mission Street project, if the operator of the Alamo Drafthouse Cinema Variant were to offer valet parking (not currently proposed), implementation of **Improvement Measure I-TR-1, Valet Service After 6:00 p.m.,** is recommended under the Alamo Drafthouse Cinema Variant to minimize potential conflicts with traffic, parked vehicles, and transit vehicles and to improve traffic flow on Mission Street.

TABLE 8
NET NEW PARKING DEMAND – ALAMO DRAFTHOUSE CINEMA VARIANT

Land Use	Long-Term Parking Spaces	Short-Term Parking Spaces	Total
2558 Mission Street			
Residential	146	0	146
Retail[1]	24	65	89
Subtotal	170	65	235
Credit for Existing Retail	(23)	(66)	(89)
Net-new Total for 2558 Mission Street	*147*	*-1*	146
2550 Mission Street			
Entertainment/Bar	20	17	37
Net-new Total for 2550 Mission Street	20	*17*	*37*
Net-new Total for Alamo Drafthouse Cinema Variant	167	16	183

NOTES:
1 As a conservative analysis, the retail space within the proposed 2558 Mission Street building was analyzed as restaurant, which has a higher trip generation than retail use, and therefore results in greater parking demand.

SOURCE: LCW Consulting, 2012.

Improvement Measure I-TR-7 and Improvement Measure I-TR-8**,** as described for the proposed project, would also be applicable for the Alamo Drafthouse Cinema Variant because the residential portion of the project would be the same.

Project Variant – Bartlett Streetscape Improvements

Although the preliminary design of the Bartlett Streetscape Improvements Variant is conceptual, for the purposes of this analysis, it is assumed to include various circulation features, design elements/amenities and programming elements. In general, it is intended that the Bartlett Street block between 21st and 22nd Streets be converted into a "living street" model designed to be shared safely by pedestrians, bicyclists, and low speed motor vehicles, with vehicle speeds maintained through self enforcing measures such as narrow travel lanes, and amenities such as landscaping, tree planting, street furniture, and similar measures.

The Bartlett Streetscape Improvements Variant would reconfigure the sidewalk, parking and travel lane on Bartlett Street for the one block between 22nd and 21st Streets. Given that this variant would not include any changes to land use, no new trips would be generated.

Traffic

Existing plus Project Conditions. In the vicinity of the 2550-2558 Mission Street site, Bartlett Street is a one-way (northbound only) street, which terminates at 21st Street. Since Bartlett is not a through street beyond 21st Street, traffic on this block is primarily related to the adjacent uses and the on-street parking. As included in the Bartlett Streetscape Improvements Variant, elimination of on-street parking (38 spaces on the west side of the street, and seven spaces on the east side of the street) would result in fewer vehicles at the unsignalized intersections of 22nd Street / Bartlett Street and 21st Street / Bartlett Street, and therefore, it is not anticipated that operating conditions at these two intersections would be substantially affected.

As indicated in Table 1 (above), the two Bartlett Street intersections operate acceptably under existing and Existing plus Project conditions. The intersection of Bartlett Street/21st Street is a "T" intersection with only the northbound approach stop-sign controlled, and this approach operates at LOS B conditions. The intersection of Bartlett Street/22nd Street is a four-way stop-controlled intersection, and the approach with the worst delay is the eastbound approach, which operates at LOS A conditions. The reduction in traffic volumes at these two unsignalized intersections would not substantially affect intersection operations from those presented in Table 1 for the proposed project and the Alamo Drafthouse Cinema Variant conditions (i.e., LOS B for the northbound approach at the intersection of Bartlett Street/21st Street and LOS A for the eastbound approach at the intersection of Bartlett Street/22nd Street). In addition, because the Bartlett Streetscape Improvements variant would not affect the vehicular travel demand associated with the proposed project or the Alamo Drafthouse Cinema F, operations at other study intersections would remain the same as presented for the proposed project and the Alamo Drafthouse Cinema Variant.

The overall impact of the Bartlett Street Streetscape Improvements variant on traffic operations would be similar to the proposed project and the Alamo Drafthouse Cinema Variant and would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Cumulative (Year 2030) Conditions. As indicated above, the Bartlett Street Streetscape Improvements Variant would not result in new vehicle trips to the area. The removal of on-street parking may result in fewer vehicles accessing this section of Bartlett Street; however, it is not anticipated that the streetscape

improvements would substantially change future year 2030 Cumulative traffic conditions, or contributions from those described above for the proposed project or the Alamo Drafthouse Cinema Variant. Therefore, similar to the proposed project and the Alamo Drafthouse Cinema Variant, the Bartlett Street Streetscape Improvements Variant would not result in any cumulative impacts not identified in the Eastern Neighborhoods FEIR.

Transit

Existing plus Project Conditions. There are no existing or planned transit lines operating on Bartlett Street and the proposed streetscape improvements would not create any new transit trips. Therefore, the streetscape improvements on Bartlett Street would not affect transit demand, transit capacity or operations in the vicinity of the project site, and therefore the impact of the Bartlett Streetscape Improvements on capacity utilization of the local and regional transit service would be the same as for the proposed project and the Alamo Drafthouse Cinema Variant (discussed above) and impacts to transit would be considered less than significant.

Cumulative (Year 2030) Conditions. Since the Bartlett Streetscape Improvements Variant would not result in new transit trips to the area, it would not substantially change future 2030 cumulative local and regional transit operations or transit ridership contributions from those described above for the proposed project or the Alamo Drafthouse Cinema Variant. Therefore, the Bartlett Streetscape Improvements Variant would not represent a considerable cumulative contribution to capacity utilization exceedances for local and regional operations and impacts to transit would be considered less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Pedestrian Conditions

The streetscape improvements would likely widen the sidewalks on both sides of Bartlett Street from 8 feet to 19 feet, 6 inches. The sidewalk widening and other streetscape improvements that would be implemented as part of the Bartlett Streetscape Improvements Variant would enhance pedestrian circulation relative to the proposed project or Alamo Drafthouse Cinema Variant conditions (as discussed above). In general, the impact of the Bartlett Streetscape Improvements Variant on pedestrians would be similar to the proposed project and the Alamo Drafthouse Cinema Variant and subsequently would be considered less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Bicycle

There are no existing or planned bicycle facilities along Bartlett Street. Since Bartlett Street is one-way northbound and terminates at 21st Street, and since Valencia Street has bicycle lanes in both directions of travel, there is not a substantial amount of bicycle travel on Bartlett Street. Local bicycle travel would be accommodated within the single travel lane. The Bartlett Streetscape Improvements Variant could include bicycle facilities, such as bicycle racks, however, the number and location would be determined as part of the detailed design of the improvements. The overall impact of the Bartlett Streetscape Improvements Variant on bicyclists would be similar to the proposed project and the Alamo Drafthouse Cinema Variant (discussed above) and would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Loading

The Bartlett Streetscape Improvements Variant would include the conversion of one additional parking space to a commercial loading space. Thus, the total number of on-street loading spaces on Bartlett Street would increase from eight under the proposed project and the Alamo Drafthouse Cinema Variant (four existing loading spaces and four proposed as part of the proposed project and Alamo Drafthouse Cinema Variant) to nine spaces.

Currently, 30-foot-long trucks often double-park on Bartlett Street even if two on-street loading spaces are available because the wide travel lane allows for easier parking and unloading of their vehicles. Under the Bartlett Streetscape Improvement Variant, the curb parking lane would be wider than a standard parking lane to accommodate trucks, and a wider 12-foot travel lane would be provided for truck maneuvering. However, because the travel lane would be reduced from approximately 20 feet to 12 feet, trucks would no longer be permitted to double-park during loading/unloading. Furthermore, other trucks would not be able to bypass double-parked vehicles without encroaching on the pedestrian space.

Because the project sponsor of the 2550-2558 Mission Street project would request that on-street parking spaces on Bartlett Street and on 22nd Street be converted from standard metered to commercial vehicle metered spaces, adequate number of on-street loading spaces would be provided to accommodate existing and new loading demand. The Bartlett Streetscape Improvements Variant would not create any additional loading demand. Therefore, the impact of the Bartlett Streetscape Improvements Variant on loading operations would be similar to the proposed project and the Alamo Drafthouse Cinema Variant

and would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Although the Bartlett Streetscape Improvements Variant would have a less-than-significant impact on loading conditions, the transportation analysis recommended measures that could be included with this variant. **Improvement Measure I-TR-9**, discussed below, would reduce the potential for displacement of on-street loading operations from Bartlett Street to Mission Street by reserving the east curb of Bartlett Street between 21st and 22nd Streets for commercial vehicle loading/unloading.

> **Improvement Measure I-TR-9: Convert Additional Curb on Bartlett Street to Loading Spaces.**
>
> As an improvement measure to reduce the potential for displacement of on-street loading operations from Bartlett Street to Mission Street, and to reduce potential for conflicts between truck loading/unloading activities and through travel on Bartlett Street, all on-street parking spaces on the east side of Bartlett Street between 21st and 22nd Streets could be converted to commercial vehicle loading/unloading spaces. With implementation of this measure, approximately 360 feet of curb on the east side of Bartlett Street between 21st and 22nd Street would be available for commercial vehicle loading/unloading activities, and would be able to accommodate between six and 14 trucks, depending on vehicle size.
>
> The project sponsor would need to apply for a change in curb designation through SFMTA's Parking and Traffic Color Curb Program. If the request is recommended by SFMTA staff for implementation, the proposed changes in curb regulation would be reviewed at a public hearing through the SFMTA.

Emergency Access

Implementation of the streetscape improvements would not hinder emergency vehicle access. Streetscape improvements on Bartlett Street would be designed to ensure that emergency vehicles would be adequately accommodated and all temporary and permanent improvements would be reviewed by the San Francisco Fire Department prior to implementation to ensure adequate emergency vehicle access. Therefore, the impact of the Bartlett Streetscape Improvements Variant on emergency vehicle access would be similar to the proposed project and the Alamo Drafthouse Cinema Variant and would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Construction

Under the condition that the project sponsor elects to move forward with an in-kind agreement, a portion of the Bartlett Streetscape Improvements Variant would be constructed toward the end of the construction of the primary project. MCM, the non-profit operators of the public market is also working

with the project sponsor, the Planning Department, and the Office of Economic and Workforce Development to identify additional funding sources beyond the Eastern Neighborhoods Impact Fee to supplement the budget for building the Bartlett Streetscape Improvements Variant. Due to the uncertainty of this funding, the Bartlett Streetscape Improvements would likely be implemented in phases, with one portion built by the project sponsor, and subsequent improvements made by other parties, potentially as a City-sponsored project. It is anticipated that construction of each phase of this proposed project, which would not exceed more than several months in duration, would not result in significant impacts with respect to transportation.

Parking

Implementation of the streetscape improvements would reduce the number of standard metered parking spaces on Bartlett Street between 21st and 22nd Streets. This one-block section of Bartlett Street contains 38 standard parking spaces on the west side of the street and 14 standard parking spaces on the east side of the street, for a total of 52 standard parking spaces. In addition to the 52 standard parking spaces, four commercial loading spaces are provided on the east side of the street.

The Bartlett Streetscape Improvements Variant would remove the 38 diagonal on-street parking spaces on the west side of the street, and seven parallel on-street parking spaces on the east side of the street for a total reduction of 45 parking spaces, as compared to a reduction in four on-street parking spaces for both the proposed project and Alamo Drafthouse Cinema Variant.

Improvement Measure I-TR-9, as previously discussed for the Bartlett Streetscape Improvements Variant (under "Loading"), would reduce the potential for displacement of on-street loading operations from Bartlett Street to Mission Street, all on-street parking spaces on the east side of Bartlett Street between 21st and 22nd Street could be converted to commercial vehicle loading/unloading spaces. If this improvement measure is implemented, the Bartlett Streetscape Improvements Variant would result in the loss of 52 standard on-street parking spaces.

1296 Shotwell Street (Land Dedication Site)

The 1296 Shotwell Street site currently supports auto repair/service uses. Since the existing uses would be displaced if a housing project is developed on the site, the existing trips would no longer occur. Although traffic volume counts were not taken to establish the credit, if the existing travel demand is subtracted

from the travel demand associated with 46 residential units, the net new travel demand would be reduced.[21]

Based on the SF Guidelines, development of 46 residential units would generate 400 daily person-trips and 69 p.m. peak hour person-trips. Of the projected total p.m. peak hour person-trips, a project of this size would generate 30 trips by automobile (27 vehicle trips), 26 transit trips, seven pedestrian trips, and six other trips.

Traffic

Existing plus Project Conditions. During the weekday p.m. peak hour, 46 residential units would generate 25 new vehicle trips (17 inbound and 8 outbound), although the number of net new trips would be lower, as described above. Accordingly, the addition of new vehicle trips to the nearby intersections would not substantially affect traffic operations. Intersections near this site include Cesar Chavez Street/Shotwell Street (a signalized intersection) and 26th Street/Shotwell Street (a four-way stop-controlled intersection). Field surveys of operating conditions conducted in January and February 2012 did not identify long delays at either intersection, and the addition of the up to 25 new vehicle trips (likely fewer) that would be distributed between the intersections of Cesar Chavez Street/Shotwell Street and 26th Street/Shotwell Street would not substantially affect traffic operating conditions. Therefore, based on information available at the time of this analysis, impacts on traffic operations from a 46-unit residential development on the MOH site would be considered less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Cumulative (Year 2030) Conditions. The project-specific impacts associated with the 2550-2558 Mission Street project site, as discussed above, are not related to and would not cumulate with the impacts at the Shotwell Street site due to the distance between the two sites and the fact that they would likely be constructed several years apart. The intersections that are closest to the 1296 Shotwell Street project site that were studied in the Eastern Neighborhoods EIR are the Mission Street/24th Street intersection, located approximately two blocks northwest of the MOH site, and the Potrero Avenue/23rd Street intersection, located approximately nine blocks northeast of the MOH site. As shown in Eastern Neighborhoods EIR Table 41, on page 272, under Option B both intersections closest to the MOH site that were studied would operate at acceptable LOS conditions during the p.m. peak hour (both would operate at LOS C).

[21] A residential density study for the MOH site indicated that up to 46 residential units could be accommodated on this site.

Given the small increase in trips that could occur with development of the site, and the lack of expected significant traffic impacts near the site, the future 1296 Shotwell Street project would not be expected to result in any considerable contribution to cumulative impacts not identified in the Eastern Neighborhoods FEIR.

Transit

Existing plus Project Conditions. Like the primary project, the 1296 Shotwell Street site is within with Mission Area Plan of the Eastern Neighborhoods. As discussed above, based on the *Eastern Neighborhoods Rezoning and Area Plans Transportation Study*, under cumulative weekday p.m. peak-hour conditions, capacity utilization at most "cordon lines" would remain at less than the 85 percent Muni standard while increased Muni ridership levels at the maximum load point would result in significant impacts on Muni operations. However, as noted above, the Muni screenlines have been updated since the adoption of the Eastern Neighborhoods FEIR, with the more accurate screenlines provided in the *Transit Center District Plan Transportation Impact Study* (TCDP TIS). Therefore, the 2030 cumulative transit analysis provided in this document relies on the future year 2030 Cumulative Muni and regional transit screenlines provided in the TCDP TIS.

During the weekday p.m. peak hour, the 46 residential units would generate up to 26 new transit trips (18 inbound and 8 outbound). These new transit trips would utilize the nearby Muni lines and BART lines, and may include transfers to other Muni bus and light rail lines, or other regional transit providers. The 20 inbound and 10 outbound transit trips would not substantially affect the capacity utilization of the Muni (i.e., the 12-Folsom, 14-Mission, 27-Bryant, or 49-Van Ness-Mission) or BART lines serving the project site. As discussed above, Muni lines serving the land dedication site currently operate at less than 85 percent capacity utilization during the p.m. peak hour.

In the vicinity of the 1296 Shotwell Street site, Muni line 12-Folsom and the 27-Bryant run along Cesar Chavez Street, and the nearest bus stops are on Cesar Chavez Street westbound at Folsom Street (far-side stop) and at South Van Ness (near-side stop), while in the eastbound direction the nearest bus stop is at Folsom Street (near-side stop). Vehicle trips traveling to and from the 1296 Shotwell Street site would not affect operations at these bus stops. Since development of 46 residential units on the MOH site would not substantially affect the capacity utilization of the local and regional transit lines, and would not substantially affect the operations of the nearby Muni bus stops, transit impacts would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Pedestrian Conditions

The 15-foot wide sidewalk adjacent to the 1296 Shotwell Street site is likely to be reconstructed as part of the construction of a residential building at the site. Since the proposed residential uses would replace the existing auto repair use that uses the sidewalk to park vehicles, the future residential development would be more compatible with pedestrian circulation and pedestrian safety on Shotwell Street (although the business to the south of the site would likely continue to park two vehicles adjacent to their site).

The addition of 46 residential units would add very few pedestrian trips to the sidewalks in the vicinity of the 1296 Shotwell Street site. During the weekday p.m. peak hour there would be 26 pedestrian trips destined to and from the transit lines, and seven walk trips. These trips would be accommodated within the existing sidewalk network. The intersection of Cesar Chavez Street / Shotwell Street is signalized and pedestrian crosswalks and countdown signals are provided at each approach. Pedestrian volumes adjacent to the MOH site on Shotwell Street, Cesar Chavez Street, and 26th Street are very low, and pedestrian conditions would not be substantially affected by additional walk trips generated by a 46-unit residential project. Based on these findings, impacts to pedestrians from the future development of 46 residential units at the MOH site would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Bicycle

Within the Mission district, the San Francisco *Bicycle Plan* includes implementation of bicycle lanes in the vicinity of the 1296 Shotwell Street site. Specifically, the Bicycle Plan includes a bicycle lane on Cesar Chavez Street between Hampshire Street (near U.S. 101) and Sanchez Street (to be implemented as part of the partially completed Cesar Chavez Sewer and Streetscape Project), a new Class III bicycle route on 26th Street between Hampshire Street and Sanchez Street, and bicycle lanes on Potrero Avenue between 25th Street and Cesar Chavez Street.

Development of 46 residential units at the 1296 Shotwell Street site would be required to include 23 Class 1 bicycle parking spaces (one space for every two dwelling units) per the Planning Code requirements. Because the development at this site would be a residential building, no showers or lockers would be required. Although 46 residential units would result in an increase in the number of vehicles and bicycles in the vicinity of the project site, this increase would not be substantial enough to affect bicycle travel or facilities in the area. Therefore, impacts to bicyclists from development of 46 residential units at the MOH site would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Loading

The development of 46 residential units at the MOH site would generate about two delivery/service vehicle trips per day, which would be accommodated on-street on Shotwell Street. Similar to deliveries to other residential buildings on Shotwell Street, delivery vehicles would use any available curb spaces or double-park to complete their deliveries. Because the Shotwell Street roadway right-of-way adjacent to the 1296 Shotwell Street site is about 23 feet wide, sufficient width is generally available for a vehicle to bypass a double-parked vehicle, although in some instances delivery vehicles may temporarily block through traffic on Shotwell Street. Pedestrian and bicycle traffic would not be substantially affected by double-parked vehicles on Shotwell Street.

Residential move-in and move-out activities, and large furniture deliveries, are anticipated to occur from Shotwell Street. Curb parking on Shotwell Street for moving trucks and vans would need to be reserved through the local Police Department. A future residential building would likely include a trash and recycling storage area in the basement and/or ground floor if a basement is not included in the design. Trash and recycling materials would likely be carted to the curb on Shotwell Street via the garage ramp (or through a service entrance on the ground floor if no basement is included) by building maintenance staff.

Since the loading demand associated with 46 residential units on the MOH site would be minimal and could be accommodated on-street, loading impacts from this proposed project component would be considered less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Emergency Access

Emergency vehicle access to the 1296 Shotwell Street site would remain unchanged from existing conditions. Emergency service providers would continue to be able to access Shotwell Street from Cesar Chavez Street and/or from 26th Street. Therefore, the impacts on emergency vehicle access resulting from the construction of 46 residential units on the MOH site would be less than significant, and impacts would not be more severe than those identified in the Eastern Neighborhoods FEIR.

Construction

No development is being proposed at the 1296 Shotwell Street site at this time, and therefore, timing of construction on this site is not known. A construction plan for development of this site is not available at this time. However, as with similar development projects, construction activities would include

demolition, excavation, construction of the structure, and exterior and interior finishes. Construction duration for residential buildings of similar size is generally about 12 to 18 months. Construction staging would likely occur on-site, and possibly occur on the sidewalk and/or the parking lane on Shotwell Street, requiring review and approval by the Department of Public Works ("DPW") and the City's Transportation Advisory Staff Committee ("TASC") that consists of representatives of City departments including SFMTA, DPW, Fire, Police, Public Health, Port and the Taxi Commission. Overall, the construction-related transportation impacts associated with development of 46 residential units on the MOH site would be considered less than significant.

Parking

If the future MOH project is constructed in a manner similar to the density study, which includes 21 on-site parking spaces, the majority of the residential parking demand of 26 spaces associated with 46 BMR units would be accommodated on-site. The parking shortfall of five spaces could be accommodated on-street. Based on surveys conducted in January and February 2012, overnight parking is generally available on Cesar Chavez Street and on Shotwell Street north of the 1296 Shotwell Street site.

Currently, the site frontage along Shotwell Street does not include a formalized curb. The sidewalk and adjacent roadway are used for haphazard (mostly 90 degree) parking of vehicles being serviced at the existing auto shop. This restricts pedestrian access and parallel parking at the curb. If a residential project is developed at this site, on-street parking could be established on Shotwell Street north of the project site, and up to seven parking spaces could be provided.

Improvement Measure I-TR-8, as discussed for the proposed project (above), would also be applicable to this proposed project component if a parking garage is provided. Similarly, this improvement measure would reduce the potential for queuing by vehicles accessing the project site by requiring monitoring of the project access driveway on Shotwell Street, and if a recurring queue occurs, the owner/operator of the residential building shall employ abatement methods as needed to abate the queue.

Further, if the future residential project does not include parking, the parking demand would be accommodated on-street, likely on Shotwell Street and Cesar Chavez as indicated above.

In conclusion, the Eastern Neighborhoods identified several significant unavoidable impacts with respect to traffic and circulation to which the proposed project would contribute. However, the proposed project, including both project variants and the off-site land dedication component, would not result in any significant impacts not identified in the Eastern Neighborhoods FEIR with respect to this environmental

topic. The mitigation measures identified in the Eastern Neighborhoods FEIR would not apply to the proposed project because they are programmatic and intended for various City agencies. Furthermore, no project-specific mitigation measures or further analysis are required, although improvement measures I-TR-1 through I-TR-9, discussed above, are recommended to further reduce some of the less-than-significant transportation and circulation impacts. Based on the foregoing analysis, the proposed project, including the 2550-2558 Mission Street project component and the 1296 Shotwell Street land dedication site, would not result in new significant impacts or substantially more severe impacts peculiar to the project or its sites than those impacts identified in the Eastern Neighborhoods FEIR. Also based on the foregoing, the same conclusion is true with respect to the Alamo Drafthouse Cinema Variant and the Bartlett Streetscape Improvements Variant.

AIR QUALITY

The Eastern Neighborhoods FEIR identified potentially significant air quality impacts related to construction activities that may cause wind-blown dust and pollutant emissions; roadway-related air quality impacts on sensitive land uses; and the siting of uses that emit diesel particulate matter (DPM) and toxic air contaminants (TACs) as part of everyday operations. The Eastern Neighborhoods FEIR identified four mitigation measures that would reduce air quality impacts to less-than-significant levels.

Eastern Neighborhoods FEIR Mitigation Measure G-1 requires individual projects that include construction activities to include dust control measures and maintain and operate construction equipment so as to minimize exhaust emissions of particulates and other pollutants. This mitigation measure was identified in the Initial Study. Subsequent to the Initial Study, the San Francisco Board of Supervisors approved a series of amendments to the San Francisco Building and Health Codes, generally referred to as the Construction Dust Ordinance (Ordinance 176-08, effective July 30, 2008). The City's Construction Dust Control Ordinance requires a number of measures to control fugitive dust to ensure that construction projects do not result in visible dust. The BMPs employed in compliance with the City's Construction Dust Control Ordinance are an effective strategy for controlling construction-related fugitive dust. Based on this, the need for this mitigation measure has been superseded by the subsequent adoption of the Construction Dust Ordinance and it is, therefore, not applicable to the proposed project.

Also subsequent to the Initial Study, the Bay Area Air Quality Management District (BAAQMD) provided studies which provided new methodologies for analyzing air quality impacts, including construction activities. BAAQMD also adopted new *CEQA Air Quality Guidelines* in May 2012. The

potential exists for the multiple project elements to result in construction or operational impacts. Consequently, to assess the potential for air quality impacts, construction and operational emissions of the proposed project were quantified and compared to thresholds recognized by the San Francisco Planning Department.

Eastern Neighborhoods FEIR Mitigation Measure G-2 requires new residential development near high-volume roadways and/or warehousing and distribution centers to include an analysis of diesel particulate matter (DPM) and/or toxic air contaminants (TAC), and, if warranted, to incorporate upgraded ventilation systems to minimize exposure of future residents to DPM and other pollutant emissions, as well as odors. Subsequent to the adoption of the Eastern Neighborhoods FEIR, the City and County of San Francisco adopted Health Code Article 38, which requires that projects proposing 10 or more residential units that are located within the Potential Roadway Exposure Zone undergo a site specific analysis to determine whether roadway-related air pollutants, measured my modeling fine particulate matter ($PM_{2.5}$) exceed the action level of 0.2 micrograms per cubic meter ($\mu g/m^3$). Project sites that exceed this action level are required to install an air filtration and ventilation system capable of removing 80 percent of outdoor fine particulates indoors. Even more recently, the City, in cooperation with the BAAQMD have partnered to model air pollutant emissions from all known sources, including roadways, stationary sources, port and maritime sources, and emissions associated with Caltrain and the Transbay bus terminal. The results of this modeling effort have culminated in a comprehensive assessment of locations within San Francisco that are substantially adversely affected by existing air pollution, termed "air pollution hot spots." The proposed project would include the development of new residential units. Therefore, an assessment of the potential for localized DPM and TAC concentrations to impact proposed residents based on Health Code Article 38 and the air pollution hotspot zone is provided below.

Eastern Neighborhoods FEIR Mitigation Measure G-3 minimizes potential exposure of sensitive receptors to DPM by requiring that uses generating substantial DPM emissions, including warehousing and distribution centers, commercial, industrial, or other uses that would be expected to be served by at least 100 trucks per day or 40 refrigerated trucks per day, be located no less than 1,000 feet from residential units and other sensitive receptors. The proposed project would construct a mixed-use building consisting of residential units and a relatively small-scale retail use (15,000 square feet), and would also renovate a theater. These uses would not be expected to generate substantial DPM emissions or be served by 100 diesel trucks per day or 40 refrigerator trucks per day. The transportation loading analysis indicates that up to 110 net-new delivery/service vehicle-trips per day may conservatively occur.

Based on Table H-2 of the San Francisco Transportation Guidelines, the percent of daily service vehicle activity by vehicle type is as follows: cars and pickups (25%), vans (42%), small delivery trucks (9%), large delivery trucks, 2 or 3 axle (23%), and tractor trailers, 4 axle (1%).[22] Based on this assumption, at least half of the net-new delivery/service vehicle trips per day would be made by cars, pickup trucks and vans, and not by diesel trucks. This mitigation threshold was based on a suggestion of the California Air Resources Board for warehouse distribution centers for which truck trips are predominantly heavy-duty diesel trucks and not for general commercial uses of an urban mixed use project. Therefore, Mitigation Measure G-3 is not applicable to the proposed project.

Eastern Neighborhoods FEIR Measure G-4 involves the siting of commercial, industrial, or other uses that emit TACs as part of everyday operations. The proposed project would construct a mixed-use project consisting of residential units and a relatively small-scale retail use (15,000 square feet), and would also renovate a theater. This would not generate more than 10,000 vehicle trips per day or 1,000 truck trips per day or include a new stationary source, items that would emit TACs as part of everyday operations. Therefore, Mitigation Measure G-4 is also not applicable to the proposed project.

Proposed Project (2550-2558 Mission Street Development)

Project-related demolition, excavation, grading and other construction activities may cause wind-blown dust that could contribute particulate matter into the local atmosphere.

The San Francisco Board of Supervisors approved a series of amendments to the San Francisco Building and Health Codes generally referred hereto as the Construction Dust Control Ordinance (Ordinance 176-08, effective July 30, 2008) with the intent of reducing the quantity of dust generated during site preparation, demolition and construction work in order to protect the health of the general public and of onsite workers, minimize public nuisance complaints, and to avoid orders to stop work by the Department of Building Inspection (DBI).

For projects over one half-acre, such as the proposed project, the Ordinance requires that the project sponsor submit a Dust Control Plan for approval by the San Francisco Health Department. DBI will not issue a building permit without written notification from the Director of Public Health that the applicant has a site-specific Dust Control Plan, unless the Director waives the requirement. Interior-only tenant improvement projects that are over one-half acre in size that will not produce exterior visible dust are exempt from the site-specific Dust Control Plan requirement.

[22] San Francisco Planning Department, *Transportation Impact Analysis Guidelines for Environmental Review*, October 2002.

Site-specific Dust Control Plans shall require the project sponsor to: submit a map to the Director of Health showing all sensitive receptors within 1000 feet of the site; wet down areas of soil at least three times per day; provide an analysis of wind direction and install upwind and downwind particulate dust monitors; record particulate monitoring results; hire an independent, third-party to conduct inspections and keep a record of those inspections; establish shut-down conditions based on wind, soil migration, etc.; establish a hotline for surrounding community members who may be potentially affected by project-related dust; limit the area subject to construction activities at any one time; install dust curtains and windbreaks on the property lines, as necessary; limit the amount of soil in hauling trucks to the size of the truck bed and securing with a tarpaulin; enforce a 15 mph speed limit for vehicles entering and exiting construction areas; sweep affected streets with water sweepers at the end of the day; install and utilize wheel washers to clean truck tires; terminate construction activities when winds exceed 25 miles per hour; apply soil stabilizers to inactive areas; and to sweep off adjacent streets to reduce particulate emissions. The project sponsor would be required to designate an individual to monitor compliance with dust control requirements.

These regulations and procedures set forth by the San Francisco Building Code would ensure that potential dust-related air quality impacts would be reduced to a level of insignificance. Construction activities from the proposed project would also emit criteria air pollutants and DPM from equipment exhaust, construction-related vehicular activity, and construction worker automobile trips. Construction would last approximately 30 months, assuming work would occur five days per week. Diesel-generating equipment would be required for many construction phases throughout the construction period including demolition, site preparation, excavation and grading, building construction, and paving.

Construction-related emissions of criteria air pollutants associated with construction of the proposed project were calculated using the CalEEMod emissions estimator model.[23] Default model inputs were adjusted to account for the duration of the construction period, the excavation and export of approximately 7,000 cubic yards of material and refinement of equipment load factors suggested by the California Air Resources Board. Proposed project construction activities are estimated to result in maximum daily exhaust emissions of 46 pounds per day of reactive organic gases (ROG), 35 pounds per day of oxides of nitrogen (NOx), and 2 pounds per day of fine particulate matter (PM2.5 and PM10). Annual average daily emissions would be less than these estimates. These construction-related emissions would be below the significance thresholds recognized by the San Francisco Planning Department of 54 pounds per day for ROG, NOx and $PM_{2.5}$, respectively, and 82 pounds per day of PM_{10}. Therefore,

[23] The CalEEMod emissions estimator model background documentation is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

construction-related emissions of criteria pollutants would be less than significant and no additional mitigation measures would be required.

Operational emissions of criteria air pollutants associated with the proposed project were also calculated using the CalEEMod emissions estimator model. Operational emissions from vehicle trips, natural gas combustion, and area sources, such as use of consumer products and operation of landscaping maintenance equipment, would result in maximum daily emissions of 10 pounds per day of ROG, 7 pounds per day of NOx, 0.5 pounds per day of $PM_{2.5}$ and 5 pounds per day of PM_{10}. These operational emissions would be below the significance thresholds recognized by the San Francisco Planning Department of 54 pounds per day for ROG, NOx and $PM_{2.5}$, respectively and 82 pounds per day of PM_{10}. Therefore, operational emissions of criteria pollutants would be less than significant and no additional mitigation measures would be required.

With regard to potential risk and hazard impacts related to construction activities, the siting of sensitive receptors and the installation of new sources of TACs (including DPM) as well as localized $PM_{2.5}$ concentrations, the proposed 2550-2558 Mission Street project is not located within the Potential Roadway Exposure Zone identified in Health Code Article 38, nor is the project site located within the City's map of air pollution hot spots. Therefore, the proposed project at 2550-2558 Mission Street would not have the potential to result in significant impacts with respect to siting sensitive land uses in areas with poor air quality. Operational activities associated with the 2550-2558 Mission Street project would not constitute a substantial new source of TAC emissions. Additionally, while construction activities would require the use of diesel fueled equipment during the 30-month construction duration, emissions would be temporary and variable in nature and would not be expected to expose sensitive receptors to substantial air pollutants. In summary, the project at 2550-2558 Mission Street would not expose sensitive receptors to substantial levels of air pollutants and this impact would be less than significant. Therefore, the proposed project would not result in any new or substantially greater impacts peculiar to the project or its site that were not identified in the Eastern Neighborhoods FEIR.

1296 Shotwell Street (Land Dedication Site)

The MOH dedication site would not be developed concurrently with the proposed project (or the Alamo Drafthouse Cinema Variant discussed below) and, therefore, daily construction emissions associated with this future project would not cumulatively combine with the regional criteria pollutants from the proposed project. Due to the distance between the MOH site and the primary project site localized construction-related emissions of TACs would also not cumulatively combine with those from the

proposed project. The 46 units of housing considered in the analysis for this site would be below the 114 unit screening levels used by the San Francisco Planning Department to assess the potential for construction-related impacts from criteria air pollutants. Consequently, the construction of a residential project with up to 46 housing units and an excavated basement to 12 feet bgs at 1296 Shotwell Street on the scale permitted under the Planning Code would result in a less than significant impact with regard to construction-related emissions. With respect to fugitive dust emissions from construction activities, the Construction Dust Ordinance applies to all projects proposing demolition and/or new construction, and would therefore apply to the construction of up to 46 housing units on the 1296 Shotwell Street site. Therefore fugitive dust impacts would be less than significant. Therefore, the proposed project would not result in any new or substantially greater impacts peculiar to the project or its site that were not identified in the Eastern Neighborhoods FEIR.

Operational emissions of criteria air pollutants associated with potential future construction at the MOH Dedication Site were also estimated using the CalEEMod emissions estimator model. Operational emissions from vehicle trips, natural gas combustion, and area sources, such as use of consumer products and operation of landscaping maintenance equipment, would result in maximum daily emissions of 3 pounds per day of ROG, 4 pounds per day of NOx, 1 pound per day of PM2.5 and 3 pounds per day of PM10.

Assuming the operational emissions of the MOH Dedication site with the operational emission of the proposed project results in a cumulative total of 27 pounds per day of ROG, 34 pounds per day of NOx, 3 pounds per day of PM2.5 and 27 pounds per day of PM10. These operational emissions would be below the significance thresholds recognized by the San Francisco Planning Department of 54 pounds per day for ROG, NOx and PM2.5, respectively and 82 pounds per day of PM10. Therefore, operational emissions of criteria pollutants would be less than significant and no additional mitigation measures would be required.

With regard to potential risk and hazard impacts related to construction activities, the siting of sensitive receptors and the installation of new sources of TACs (including DPM) as well as localized PM2.5 concentrations, the operation of 46 residential units at the 1296 Shotwell Street project site would not likely require the installation of a stationary source (such as a diesel backup generator) and would not result in more than 10,000 vehicle trips per day or 1,000 diesel truck trips per day; therefore, operational activities would not have the potential to expose nearby sensitive land uses to substantial air pollutants. Furthermore, the 1296 Shotwell Street project site is located within the Article 38 Roadway Exposure

Zone, but not within the City's air pollution hot spot zone. In compliance with Health Code Article 38, a roadway-specific air pollutant analysis was conducted for this site and determined that roadway related air pollutants do not exceed Article 38's action level.[24] Therefore, siting residential uses at this site would not expose sensitive receptors to substantial levels of air pollutants. Lastly, similar to the analysis above for 2550-2558 Mission Street, although construction activities would require the use of diesel fueled equipment, construction emissions would be temporary and variable in nature and would not be expected to expose sensitive receptors to substantial air pollutants. In summary, the construction of up to 46 residential units at the 1296 Shotwell Street project site would not expose sensitive receptors to substantial levels of air pollutants and this impact would be less than significant. Therefore, the proposed project would not result in any new or substantially greater impacts peculiar to the project or its site that were not identified in the Eastern Neighborhoods FEIR.

Project Variant – Alamo Drafthouse Cinema

Construction activities under the Alamo Drafthouse Cinema Variant would be similar to those of the proposed project, the only difference being a relatively minor change with respect to the interior modification in the New Mission Theater building. However, construction duration, acreage, the amount of excavated soil and equipment types would be the same as analyzed for the proposed project above. Consequently, the Alamo Drafthouse Cinema Variant would also have a less than significant impact with regard to construction-related emissions. Similar to the proposed project, this variant would also be required to comply with the City's Construction Dust Ordinance, resulting in less than significant fugitive dust impacts.

Operations under the Alamo Drafthouse Cinema Variant as compared to the proposed project would differ only insofar as there would be fewer daily vehicle trips associated with this variant. The transportation study indicates that the Alamo Drafthouse Cinema Variant would generate approximately 62 percent of the daily vehicle trips associated with the proposed project or 588 of the 949 daily trips. Consequently, operational emissions associated with the Alamo Drafthouse Cinema Variant would be less that those analyzed for the proposed project and would also have a less than significant impact with regard to operational emissions.

The location of the Alamo Drafthouse Cinema Variant would be the same as the proposed project, which is not within Health Code Article 38's Potential Roadway Exposure Zone or within an air pollution hot

[24] San Francisco Department of Public Health. Letter from Michael Harris to Ruben and Junius, LLP. January 31, 2012. This document is on file and available for public review at the San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, Ca 94103, as part of Planning Department Case No. 2005.0694E.

spot as identified by the San Francisco Planning Department. Accordingly, the Alamo Drafthouse Cinema Variant would have a less than significant impact with regard to exposure of sensitive populations to TACs and $PM_{2.5}$ from construction emissions and the siting of sensitive receptors within the proposed residential units.

Project Variant - Bartlett Streetscape Improvements

It is conservatively assumed that the Bartlett Streetscape Improvements Variant would require excavation to a depth of 6 inches over the entire Bartlett Street right of way from 21st Street to 22nd Street, including both the roadbed and the existing public sidewalk. This depth to excavation would be required for replacement of the existing roadbed with asphalt, concrete, or pavers. Excavation and/or repaving activities would likely occur in phases.

The Bartlett Streetscape Improvements Variant, if pursued, would be initiated during the last few months of the construction of the primary project. Consequently, they would only potentially combine with emissions from paving and architectural coating phases of the proposed project.

Construction emissions were estimated using the RoadMod roadway construction model assuming 0.11 miles of roadway improvement on 0.64 acres over a 6 month period. Emissions are estimated to be of 3 pounds per day of ROG, 25 pounds per day of NOx, 1 pound per day of PM2.5 and 8 pounds per day of PM10. These construction-related emissions would be below the significance thresholds recognized by the San Francisco Planning Department. Therefore, the Bartlett Streetscape Improvements Variant would have a less than significant air quality impact with regard to construction-related emissions of criteria pollutants.

Cumulatively, these emissions would be added to the daily emissions from the last phases of the proposed project, resulting in cumulative emissions of 49 pounds per day of ROG, 38 pounds per day of NOx, 2 pounds per day of PM2.5 and 9 pounds per day of PM10. Therefore, the Bartlett Streetscape Improvements Variant would have a less than significant cumulative air quality impact with regard to construction-related emissions of criteria pollutants. As with the proposed project, compliance with the construction dust ordinance would reduce construction fugitive dust impacts to less than significant.

Similar to the analysis above for the 2550-2558 Mission Street Project, construction activities would be temporary and variable in nature and would not be expected to expose sensitive receptors to substantial air pollutants.

There would be no increase of emissions associated with operation of the improved roadway.

WIND

The Eastern Neighborhoods FEIR found that the rezoning would not result in a significant impact to wind. The change in maximum height controls would not allow for buildings tall enough to result in significant wind impacts. The FEIR concluded that the Planning Department, in review of specific future projects, would continue to require analysis of wind impacts, where necessary, to ensure that project-level wind impacts are mitigated to a less-than-significant level.

Proposed Project (2550-2558 Mission Street Development)

Wind impacts are generally caused by large building masses extending substantially above their surroundings, and by buildings oriented such that a large wall catches a prevailing wind, particularly if such a wall includes little or no articulation. In general, projects less than approximately 80 to 100 feet in height are unlikely to result in substantial adverse effects on ground-level winds such that pedestrians would be uncomfortable.

The proposed project's residential building would be 89 feet to the roofline on Mission Street, but the top three stories would be set back from the streetwall at various locations, thereby reducing the building's potential to redirect wind down to the sidewalk as compared to a building with a full 8-story street wall. In addition, the building's articulated façade would lessen the redirection and acceleration of winds to the ground level. Although the 2558 Mission Street building would be taller than the existing buildings on the project site, the ground level on Mission Street would be buffered by the proposed project from prevailing northwesterly winds. Northwesterly winds could be redirected toward ground level along the northern building façade, but the force of these winds would be dissipated by the surrounding development, including the New Mission Theatre building and the two-story buildings directly north of the project site. Although easterly winds could be redirected by the project building, these winds are much less prevalent in San Francisco.

Regarding winds at ground level on Bartlett Street, the proposed project would be set back at the seventh floor, about 65 feet above street level, and at the sixth floor in another location. These setbacks would reduce the redirection and acceleration of wind to the ground level compared to a full 8-story street wall.

Based on the above, the proposed project would not result in any impacts from winds peculiar to the proposed project or its location that were not identified in the Eastern Neighborhoods FEIR.

1296 Shotwell Street (Land Dedication Site)

The future residential development at 1296 Shotwell Street would be up to about 65 feet (6 stories) in height in order to accommodate 46 units, per the density study. As explained above, buildings less than 80 to 100 feet tall are unlikely to result in substantial adverse effects on ground-level winds such that pedestrians would be adversely affected. Similar to the proposed 2550–2558 Mission Street project, the project's location on the western side of the street, with a street wall facing east, would reduce the redirection of prevailing northwesterly winds to the ground level. Thus, the proposed land dedication project would not result in any impacts from winds peculiar to the project or its location that were not identified in the Eastern Neighborhoods FEIR.

Project Variant – Alamo Drafthouse Cinema

This variant would result in largely the same building height, massing, and façade articulation as the proposed 2550–2558 Mission Street project. As with the primary project, the Alamo Drafthouse Cinema Variant would not result in any impacts from winds peculiar to the proposed project or its location that were not identified in the Eastern Neighborhoods FEIR.

Project Variant – Bartlett Streetscape Improvements

The variant would not result in substantial new above-ground structures. Therefore, the Bartlett Streetscape Improvements would not result in any impacts from winds peculiar to the proposed project or its location that were not identified in the Eastern Neighborhoods FEIR.

In conclusion, the Eastern Neighborhoods FEIR did not identify any significant impacts with respect to wind, and the proposed project, including both project variants and the off-site land dedication component, would not result in any peculiar impacts with respect to this environmental topic. No mitigation measures or further analysis are required.

SHADOW

No Significant Impacts Identified in Initial Study

The Eastern Neighborhoods FEIR found that the rezoning would result in a significant and unavoidable shadow impact because the feasibility of complete mitigation for potential new shadow impacts of then-unknown development proposals could not be determined at that time. The rezoning increased allowable building heights around 12 San Francisco Recreation and Park Department parks.

Proposed Project (2550-2558 Mission Street Development)

Planning Code Section 295 restricts new shadow upon public spaces under the jurisdiction of the Recreation and Park Department by any structure exceeding 40 feet, unless the Planning Commission finds the impact to be less than significant. To determine whether the project would conform with Section 295, a shadow fan analysis is typically prepared by the Planning Department. A shadow fan analysis was prepared by the Planning Department for the project previously proposed on the 2550-2558 Mission Street site, which was also for an approximately 85-foot building. The analysis determined that the project shadow would not shade public areas subject to Section 295. Moreover, the proposed project would also not result in any other shadow impacts for the purposes of CEQA. Therefore, no additional shadow analysis is required. The project would not result in any shadow impacts peculiar to the proposed project or its location that were not identified in the Eastern Neighborhoods FEIR.

1296 Shotwell Street (Land Dedication Site)

The future residential development at 1296 Shotwell Street would be about 65 feet (6 stories) in height. In the afternoon hours, shadow would extend westward toward Garfield Park, 740 feet away. In the late evening hours of late spring and early summer, shadows would extend southwest toward Precita Park, 600 feet away and uphill. Given the distance between these parks and the future development at 1296 Shotwell Street, this proposed project would not substantially shade these parks. Thus, the land dedication project at 1296 Shotwell Street (if constructed up to 65 feet in height) would not result in any shadow impacts peculiar to the proposed project or its location that were not identified in the Eastern Neighborhoods FEIR.

Project Variant – Alamo Drafthouse

The Alamo Drafthouse Cinema Variant would result in largely the same building height and massing as the proposed 2550–2558 Mission Street project and would not result in peculiar shadow impacts.

Project Variant – Bartlett Streetscape Improvements

This variant would not result in substantial new above-ground structures and would therefore, not result in any shadow impacts.

In conclusion, although the Eastern Neighborhoods FEIR identified a potential significant impact with respect to shadow, the proposed project, including both project variants and the off-site land dedication component, would not contribute to any shadow impacts. No mitigation measures or further analysis are required.

HAZARDS AND HAZARDOUS MATERIALS

The Eastern Neighborhoods FEIR acknowledged that, with subsequent conversions of land uses and introduction of new businesses and residential uses, future site occupants could be exposed to unacceptable levels of hazardous materials. If land uses change to a more sensitive use as a result of implementation of a project, such as changing from an existing industrial use to new residential units, stricter cleanup levels would apply. Without additional remediation, new site occupants could be exposed to unacceptable levels of hazardous materials in the soil and/or groundwater. However, compliance with facility closure requirements specified in Article 21 of the San Francisco Health Code, and site assessment and remediation requirements that may be triggered by Article 22A of the Health Code or the California Land Reuse and Revitalization Act, would ensure that the potential for hazardous materials to be present is addressed and that further remediation would be conducted under the oversight of the appropriate regulatory agency, if required. Further, a deed restriction would be placed on any property where hazardous materials are left in place, and in accordance with this restriction, new site owners would be required to comply with any approved plans, such as a Risk Management Plan, Health and Safety Plan, or Cap Maintenance Plan, specifying procedures to be followed to prevent unacceptable exposure to hazardous materials left in place. Because of the well-established regulatory framework for site assessment and remediation, impacts related to exposure to hazardous materials due to land use changes are considered less than significant, and the project would not result in any hazardous materials-related impacts peculiar to the proposed project or its location that were not identified in the Eastern Neighborhoods FEIR.

The FEIR identified Mitigation Measure L-1, Hazardous Building Materials, which requires that project sponsors of subsequent projects in the Plan Area ensure that any equipment containing polychlorinated biphenyls (PCBs) or di (2 ethylhelyx) phthalate (DEPH), such as fluorescent light ballasts, are removed and properly disposed of according to applicable federal, state, and local laws prior to the start of renovation, and that any fluorescent light tubes, which could contain mercury, are similarly removed and properly disposed of. Any other hazardous materials identified, either before or during work, shall be abated according to applicable federal, state, and local laws. FEIR Mitigation Measure L-1, below, would apply to the proposed project, through the incorporation of Project Mitigation Measure M-HZ-1.

Project Mitigation Measure M-HZ-1—Hazardous Building Materials (Eastern Neighborhoods FEIR Mitigation Measure L-1—Hazardous Building Materials)

The City shall condition future development approvals to require that the subsequent project sponsors ensure that any equipment containing PCBs or DEPH, such as fluorescent light ballasts, are removed and properly disposed of according to applicable federal, state, and local laws prior to the start of renovation, and that any fluorescent light tubes, which could contain mercury, are similarly removed and properly disposed of. Any other hazardous materials identified, either before or during work, shall be abated according to applicable federal, state, and local laws.

Proposed Project (2550-2558 Mission Street Development)

The proposed project would include the rehabilitation of the New Mission Theater at 2550 Mission Street, demolition of the adjacent Giant Value Store at 2558 Mission Street, and construction of a mixed-use residential building in its place. A Phase I Environmental Assessment was prepared for the proposed project, and did not identify any concerns.

The rehabilitation of the historic New Mission Theater would require removal and replacement of building elements that may contain PCBs or DEPH, which are considered to be hazardous materials. However, implementation of Eastern Neighborhoods FEIR Mitigation Measure L-1 through the incorporation of Project Mitigation Measure M-HZ-1 would ensure that these impacts are mitigated to a less-than-significant level.

Because the 2558 Mission Street building would be demolished, an asbestos and lead report was prepared to assess potential impacts associated with building demolition.[25] Based on this report, asbestos-containing materials are present in the building in concentrations greater than is allowed by the Occupational Safety and Health Administration (OSHA) and the Environmental Protection Agency (EPA). Specifically, 18 of the 30 materials sampled tested positive for asbestos-content, and 8 suspect materials were assumed to be asbestos containing. Thus, demolition activities in the 2558 Mission Street building would be required to comply with regulations and procedures for removal of asbestos.

Section 19827.5 of the *California Health and Safety Code* requires that local agencies not issue demolition or alteration permits until an applicant has demonstrated compliance with notification requirements under applicable Federal regulations regarding hazardous air pollutants, including asbestos. The Bay Area Air Quality Management District (BAAQMD) is vested by the California legislature with authority to

[25] RGA Environmental, *Limited Asbestos and Lead Survey Report, 2558 Mission Street, San Francisco, CA,* March 1, 2011. This document is available for review in Project File No. 2005.0694 at the Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

regulate airborne pollutants, including asbestos, through both inspection and law enforcement, and is to be notified ten days in advance of any proposed demolition or abatement work.

Notification includes the names and addresses of operations and persons responsible; description and location of the structure to be demolished/altered including size, age and prior use, and the approximate amount of friable asbestos; scheduled starting and completion dates of demolition or abatement; nature of planned work and methods to be employed; procedures to be employed to meet BAAQMD requirements; and the name and location of the waste disposal site to be used. The District randomly inspects asbestos removal operations. In addition, the District will inspect any removal operation when a complaint has been received.

The local office of the State Occupational Safety and Health Administration (Cal-OSHA) must be notified of asbestos abatement to be carried out. Asbestos abatement contractors must follow state regulations contained in 8CCR1529 and 8CCR341.6 through 341.14 where there is asbestos-related work involving 100 square feet or more of asbestos-containing material. Asbestos removal contractors must be certified as such by the Contractors Licensing Board of the State of California. The owner of the property where abatement is to occur must have a Hazardous Waste Generator Number assigned by and registered with the Office of the California Department of Health Services in Sacramento. The contractor and hauler of the material are required to file a Hazardous Waste Manifest which details the hauling of the material from the site and the disposal of it. Pursuant to California law, DBI would not issue the required permit until the applicant has complied with the notice and abatement requirements described above.

These regulations and procedures, already established as a part of the permit review process, would ensure that any potential impacts due demolition or renovation of structures with asbestos-containing materials would be less than significant.

In addition, lead-containing paint has been identified on the interior of the building.[26] Specifically, lead was detected in all of the 11 materials tested for lead content. Thus, demolition activities in the 2558 Mission Street building would be required to comply with regulations and procedures for lead paint removal.

Work that could result in disturbance of lead paint must comply with Section 3423 of the *San Francisco Building Code*, Work Practices for Lead-Based Paint on Pre-1979 Buildings and Steel Structures. Where there is any work that may disturb or remove lead paint on the exterior of any building built prior to 1979, Section 3423 requires specific notification and work standards, and identifies prohibited work

[26] *Ibid.*

methods and penalties. (The reader may be familiar with notices commonly placed on residential and other buildings in San Francisco that are undergoing re-painting. Generally affixed to a drape that covers all or portions of a building, these notices are a required part of the Section 3423 notification procedure.)

Section 3423 applies to the exterior of all buildings or steel structures on which original construction was completed prior to 1979 (which are assumed to have lead-based paint on their surfaces, unless demonstrated otherwise through laboratory analysis), and to the interior of residential buildings, hotels, and childcare centers. The ordinance contains performance standards, including establishment of containment barriers, at least as effective at protecting human health and the environment as those in the U.S. Department of Housing and Urban Development Guidelines (the most recent Guidelines for Evaluation and Control of Lead-Based Paint Hazards) and identifies prohibited practices that may not be used in disturbances or removal of lead-based paint. Any person performing work subject to the ordinance shall, to the maximum extent possible, protect the ground from contamination during exterior work; protect floors and other horizontal surfaces from work debris during interior work; and make all reasonable efforts to prevent migration of lead paint contaminants beyond containment barriers during the course of the work. Clean-up standards require the removal of visible work debris, including the use of a High Efficiency Particulate Air Filter (HEPA) vacuum following interior work.

The ordinance also includes notification requirements and requirements for signs. Prior to the commencement of work, the responsible party must provide written notice to the Director of DBI, of the address and location of the proposed project; the scope of work, including specific location; methods and tools to be used; the approximate age of the structure; anticipated job start and completion dates for the work; whether the building is residential or nonresidential, owner-occupied or rental property; the dates by which the responsible party has or will fulfill any tenant or adjacent property notification requirements; and the name, address, telephone number, and pager number of the party who will perform the work. (Further notice requirements include Sign when containment is required, Requirements for sign when containment is required; Notice to occupants, Availability of pamphlet related to protection from lead in the home, and Early Commencement of Work [Requested by Tenant]). The ordinance contains provisions regarding inspection and sampling for compliance by DBI, and enforcement, and describes penalties for non-compliance with the requirements of the ordinance.

These regulations and procedures of the Building Code ensure that potential impacts of demolition or renovation of structures with lead-based paint would be less than significant.

Measures above, and others that have been established as a part of the permit review process, would ensure that that any potential impacts with respect to hazardous materials for both the 2558 Mission Street building and the New Mission Theater building and would be less than significant. Therefore, this proposed project component would not result in any peculiar impacts with respect to hazards and hazardous materials.

1296 Shotwell Street (Land Dedication Site)

Although the dedication of a parcel at 1296 Shotwell Street would not result in any direct environmental impacts, it would facilitate the development of an affordable housing project, up to 6 stories in height and containing up to 46 residential units, in the future. Based on the Phase I Environmental Site Assessment prepared for this site, prior uses at the site have included residential, a tannery, and a wagon warehouse.[27] The site was also vacant for a period of time. The report concluded that, based on review of regulatory files, site history and reconnaissance, and analytical results of selected soil samples, no evidence of a recognized environmental condition exists in connection to the site. However, Eastern Neighborhoods FEIR Mitigation Measure L-1, Hazardous Building Materials, discussed above, would apply to this proposed project component through the incorporation of Project Mitigation Measure M-HZ-1 in the event that the existing structures on the 1296 Shotwell Street site contain PCBs or DEPH. Implementation of this mitigation measure would ensure that impacts related to hazards and hazardous materials would be less than significant with respect to this proposed project component. Any other hazardous materials identified, either before or during work, including asbestos and lead-based paint, shall be abated according to applicable federal, state, and local laws.

Based on the above, the future construction of a residential project at 1296 Shotwell Street would not result in any hazardous materials-related impacts peculiar to the project or its location that were not identified in the Eastern Neighborhoods FEIR.

Project Variant – Alamo Drafthouse Cinema

The Alamo Drafthouse Cinema Variant would result in similar impacts regarding hazardous materials as the main project, since the rehabilitation of the 2550 Mission Street component would be largely similar to that of the proposed project and the construction of the 2558 Mission Street component would be the same. Therefore, this variant would not result in any peculiar impacts with respect to hazards and

[27] Treadwell & Rollo, Phase I Environmental Site Assessment, 1294-1298 Shotwell Street, San Francisco, California, 8 December 2011. This document is available for review in Project File No. 2005.0694 at the Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

hazardous materials. Eastern Neighborhoods FEIR Mitigation Measure L-1 would apply to this proposed project component, through the incorporation of Project Mitigation Measure M-HZ-1.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would involve construction in the Bartlett Street right-of-way but would not involve demolition or construction of any building. No hazardous materials are anticipated to be uncovered as a result of this proposed project component that could pose a hazard to human health. Therefore, this proposed project component would not result in any significant impacts with respect to hazards and hazardous materials. Eastern Neighborhoods FEIR Mitigation Measure L-1 would not apply to this proposed project component because no demolition of structures would occur.

Based on the above, the proposed project, including both project variants and the off-site land dedication component, would not result in any peculiar impacts with respect to hazards and hazardous materials. Mitigation Measure L-1 would apply to several components of the proposed project through the incorporation of Project Mitigation Measure M-HZ-1 and would be implemented by the project sponsor during the renovation/construction phase.

CONCLUSION

The proposed project may have the potential to result in one or more of the following types of significant environmental effects: noise. The Planning Department has undertaken topic-specific environmental review for this topic area and will distribute the Initial Study as required under Chapter 31 of the San Francisco Administrative Code. Per Section 15183 of the State CEQA Guidelines, this exemption applies to all other topics not listed above that are considered in the San Francisco Planning Department's Initial Study Checklist.

CEQA State Guidelines Section 15300.2 states that an environmental exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances. There are no unusual circumstances surrounding the current proposal that would suggest a reasonable possibility of a significant effect that has not been previously analyzed in the Eastern Neighborhoods FEIR and mitigated as feasible. The proposed project would be exempt under the above-cited classification. For the above reasons, the proposed project is appropriately exempt from environmental review.

APPLICABLE PROJECT MITIGATION MEASURES

Archeological Resources

Project Mitigation Measure M-CP-1 – Archeological Resources (Implementing Eastern Neighborhoods FEIR Mitigation Measure J-2: Properties with No Previous Studies in the Eastern Neighborhoods Rezoning and Area Plans Final EIR).

The following mitigation measure is required to avoid any potential adverse effect from the proposed project on accidentally discovered buried or submerged historical resources as defined in *CEQA Guidelines* Section 15064.5(a)(c). The project sponsor shall distribute the Planning Department archeological resource "ALERT" sheet to the project prime contractor; to any project subcontractor (including demolition, excavation, grading, foundation, pile driving, etc. firms); or utilities firm involved in soils disturbing activities within the project site. Prior to any soils disturbing activities being undertaken each contract is responsible for ensuring that the "ALERT" sheet is circulated to all field personnel including, machine operators, field crew, pile drivers, supervisory personnel, etc. The project sponsor shall provide the Environmental Review Officer (ERO) with a signed affidavit from the responsible parties (prime contractor, subcontract(s), and utilities firm) to the ERO confirming that all field personnel have received copies of the Altert Sheet.

Should any indication of an archeological resource be encountered during any soils disturbing activity of the project, the project Head Foreman and/or project sponsor shall immediately notify the ERO and shall immediately suspend any soils disturbing activities in the vicinity of the discovery until the ERO has determined what additional measures should be undertaken.

If the ERO determines that an archeological resource may be present within the project site, the project sponsor shall retain the services of a qualified archeological consultant. The archeological consultant shall advise the ERO as to whether the discovery is an archeological resource, retains sufficient integrity, and is of potential scientific/historical/cultural significance. If an archeological resource is present, the archeological consultant shall identify and evaluate the archeological resource. The archeological consultant shall make a recommendation as to what action, if any, is warranted. Based on this information, the ERO may require, if warranted, specific additional measures to be implemented by the project sponsor.

Measures might include: preservation in situ of the archeological resource; an archeological monitoring program; or an archeological testing program. If an archeological monitoring program or archeological testing program is required, it shall be consistent with the Major Environmental Analysis (MEA) division guidelines for such programs. The ERO may also require that the project sponsor immediately implement a site security program if the archeological resource is at risk from vandalism, looting, or other damaging actions.

The project archeological consultant shall submit a Final Archeological Resources Report (FARR) to the ERO that evaluates the historical significance of any discovered archeological resource and describing the archeological and historical research methods employed in the archeological monitoring/data recovery program(s) undertaken. Information that may put at risk any archeological resource shall be provided in a separate removable insert within the final report.

Copies of the Draft FARR shall be sent to the ERO for review and approval. Once approved by the ERO, copies of the FARR shall be distributed as follows: California Archaeological Site Survey Northwest Information Center (NWIC) shall receive one (1) copy and the ERO shall receive a copy of the transmittal of the FARR to the NWIC. The Major Environmental Analysis division of the Planning Department shall receive three copies of the FARR along with copies of any formal site recordation forms (CA DPR 523 series) and/or documentation for nomination to the National Register of Historic Places/California Register of Historical Resources. In instances of high public interest or interpretive value, the ERO may require a different final report content, format, and distribution than that presented above.

Hazardous Materials

Project Mitigation Measure M-HZ-1—Hazardous Building Materials (Eastern Neighborhoods FEIR Mitigation Measure L-1—Hazardous Building Materials)

The City shall condition future development approvals to require that the subsequent project sponsors ensure that any equipment containing PCBs or DEPH, such as fluorescent light ballasts, are removed and properly disposed of according to applicable federal, state, and local laws prior to the start of renovation, and that any fluorescent light tubes, which could contain mercury, are similarly removed and properly disposed of. Any other hazardous materials identified, either before or during work, shall be abated according to applicable federal, state, and local laws.

IMPROVEMENT MEASURES

Transportation and Circulation

Improvement Measure I-TR-1: Valet Service After 6:00 p.m.

As an improvement measure to reduce the potential for double-parking and conflicts between valet operations and traffic flow, including Muni buses, on Mission Street, valet service supporting the entertainment/restaurant or cinema uses should be permitted to initiate valet operations only after the 5:00 p.m. to 6:00 p.m. peak hour. Permits for valet operations are issued by the local station of the San Francisco Police Department.

Improvement Measure I-TR-2: Installation of Eyebolts on Mission Street

As an improvement measure to reduce pole clutter on Mission Street, the project sponsor could review with SFMTA whether it would be appropriate to install eyebolts in the new residential building to support Muni's overhead wire system on Mission Street.

Improvement Measure I-TR-3: Installation of Bicycle Racks on the Mission Street Sidewalk

As an improvement measure to accommodate restaurant/retail/entertainment venue patrons and employees arriving by bicycle, the project sponsor would request that SFMTA to install of bicycle racks on the Mission Street sidewalk. The project sponsor would work with SFMTA as to the number and location of the bicycle racks.

Improvement Measure I-TR-4: On-Street Loading Conversion Application

As an improvement measure to ensure that SFMTA's approval and legislation phase for conversion of on-street parking spaces to commercial vehicle loading/unloading spaces is completed and new curb regulations implemented prior to the proposed project's opening, the project sponsor should apply for the zones on Bartlett Street and on 22nd Street at the start of construction. The project sponsor would need to apply for a change in curb designation through the SFMTA's Parking and Traffic Color Curb Program.

Improvement Measure I-TR-5: Coordination of Move-In and Move-Out Activities

As an improvement measure to reduce the potential for double parking of delivery vehicles on Mission Street, all residential move-in and move-out activities should be required to be conducted from Bartlett Street from within the proposed on-street commercial loading/unloading spaces. As an improvement

measure to ensure that curb parking on Bartlett Street adjacent to the project site is reserved through the local station of the San Francisco Police Department during move-in and move-out activities, and to reduce the potential for double parking on Bartlett Street and Mission Street, the project sponsor would require tenants to schedule and coordinate moves with building management.

Improvement Measure I-TR-6: Coordination of Construction Activity

This improvement measure recommends that a traffic control plan be developed to reduce any potential impacts during construction activities, as well as recommends implementing travel demand management measures to reduce worker-related vehicle trips, monitor of truck traffic to and from the project site, and inform nearby residences and business of construction activities. Components of this improvement measure are outlined below.

- ***Traffic Control Plan for Construction*** – As an improvement measure to reduce potential conflicts between construction activities and pedestrians, transit and autos, SFMTA could require that the contractor prepare a traffic control plan for project construction. The project sponsor and construction contractor(s) would meet with DPW, SFMTA, the Fire Department, Muni, and other City agencies to coordinate feasible measures to reduce traffic congestion, including restricting construction materials deliveries during the a.m. and p.m. peak hours, temporary transit stop relocations (if determined necessary) and other measures to reduce potential traffic and transit disruption and pedestrian circulation effects during construction of the proposed project, as well as construction of nearby projects. The contractor would be required to comply with the Blue Book, which establish rules and permit requirements so that construction activities can be done safely and with the least possible interference with pedestrians, bicyclists, transit and vehicular traffic

- ***Carpool and Transit Access for Construction Workers*** – As an improvement measure to minimize parking demand associated with construction workers, the construction contractor could be required by the project sponsor to encourage carpooling and transit access to the site by construction workers. The temporary parking demand by construction workers would need to be met on-site or within the Mission-Bartlett Garage.

- ***Construction Truck Traffic Management*** – As an improvement measure to minimize construction traffic impacts on Mission Street, and on pedestrian, transit and traffic operations, the construction contractor could be required to retain San Francisco Police Department traffic control officers during peak construction periods.

- ***Project Construction Updates for Adjacent Businesses and Residents*** – As an improvement measure to minimize construction impacts on access for nearby institutions and businesses, DPW could require the project sponsor to provide nearby residences and adjacent businesses with regularly-updated information regarding project construction, including construction activities, peak construction vehicle activities (e.g., concrete pours), travel lane closures, and lane closures. The information should include contact information, including that the public can contact

SFMTA General Enforcement Division for blocked driveways and access, DPW's Street Use and Mapping for complaints regarding construction activities interfering with travel lanes, or the San Francisco Police Department (SFPD) for violations related to construction street space permits issued by DPW or Special Traffic Permits issues by SFMTA.

Improvement Measure I-TR-7: Transportation Demand Management

As improvement measures to reduce the proposed project's parking demand and parking shortfall and to encourage use of alternative modes, the project sponsor could provide a transportation insert for the move-in packet that would provide information on transit service (Muni and BART lines, schedules and fares), information on where transit passes could be purchased, and information on the 511 Regional Rideshare Program. Information of transportation options, including updates, would be posted on the Homeowners Association (HOA) website and/or lobby bulletin board. The project sponsor could consider including in the price of rental or HOA fee one monthly Muni FastPass for each unit. For the theater uses under the proposed project, the theater operator could provide information on the venue's website regarding information on transit access to the site.

Improvement Measure I-TR-8: Monitoring and Abatement of Queues on Bartlett Street

As an improvement measure to reduce the potential for queuing by vehicles accessing the project site, it shall be the responsibility of the owner/operator of the 2558 Mission Street site to ensure that recurring vehicle queues do not occur on Bartlett Street adjacent to the site. A vehicle queue is defined as one or more vehicles (destined to the parking facility) blocking any portion of the Bartlett Street sidewalk or roadway for a consecutive period of three minutes or longer on a daily and/or weekly basis. If the Planning Director, or his or her designee, suspects that a recurring queue is present, the Planning Department shall notify the project sponsor in writing. Upon request, the owner/operator shall hire a qualified transportation consultant to evaluate the conditions at the site for no less than seven days. The consultant shall prepare a monitoring report to be submitted to the Department for review. If the Planning Department determines that a recurring queue does exist, the facility owner/operator of the 2558 Mission Street site shall have 90 days from the date of the written determination to abate the queue.

Improvement Measure I-TR-9: Convert Additional Curb on Bartlett Street to Loading Spaces

As an improvement measure to reduce the potential for displacement of on-street loading operations from Bartlett Street to Mission Street, and to reduce potential for conflicts between truck loading/unloading activities and through travel on Bartlett Street, all on-street parking spaces on the east side of Bartlett Street between 21st and 22nd Streets could be converted to commercial vehicle

loading/unloading spaces. With implementation of this measure, approximately 360 feet of curb on the east side of Bartlett Street between 21st and 22nd Street would be available for commercial vehicle loading/unloading activities, and would be able to accommodate between six and 14 trucks, depending on vehicle size.

The project sponsor would need to apply for a change in curb designation through SFMTA's Parking and Traffic Color Curb Program. If the request is recommended by SFMTA staff for implementation, the proposed changes in curb regulation would be reviewed at a public hearing through the SFMTA.

SAN FRANCISCO
PLANNING DEPARTMENT

Attachment B
Community Plan Exemption Checklist

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Case No.:	**2005.0694E**
Project Title:	**2550-2558 Mission Street Project**
Zoning:	Mission Neighborhood Commercial Transit (Mission NCT) District 85-X Height and Bulk District
Block/Lot:	3616/007
Lot Size:	44,291 square feet
Plan Area:	Mission Area Plan
Staff Contact:	Rachel Schuett – (415) 575-9030 Rachel.Schuett@sfgov.org

A. PROJECT DESCRIPTION

A complete project description is provided in the Initial Study. A brief summary is provided below.

The primary project components include: rehabilitation of the New Mission Theater and construction of a mixed-use residential building containing 114 for-sale market-rate units and 14,750 square feet of ground floor commercial space. The proposed project also includes the dedication of a separate parcel of land at 1296 Shotwell Street (to the Mayor's Office of Housing [MOH]) in fulfillment of the residential inclusionary housing requirement associated with the new mixed-use residential building. Subdivision of the primary project site into two parcels is also a project component.

Proposed Project (2550-2558 Mission Street Development)

The primary project site is located on a single parcel at 2550 – 2558 Mission Street (Assessor's Block 3616, Lot 7), approximately mid-block on the west side of Mission Street between 21st and 22nd Streets in San Francisco's Mission District. This site is an irregularly shaped parcel of approximately 44,290 square feet (1.04 acres) that extends from Mission Street to Bartlett Street. It is occupied by the existing two-story (vacant) New Mission Theater building, the three-story Giant Value Store, and a small parking area on the Bartlett Street frontage, behind the Giant Value Store.

The project sponsor, Oyster Development Corp., proposes to develop a mixed-use project that would include the rehabilitation and reuse of the historic New Mission Theater (City Landmark No. 245) at 2550 Mission Street and the demolition of the adjacent Giant Value Store to allow for the construction of an eight-story building containing residential and commercial uses at 2558 Mission Street. In addition, the proposed project would subdivide the project site into two parcels so that the New Mission Theater and the new residential building would eventually be located on separate parcels.[1,2]

[1] The subdivision of the primary project site would result in a separation of the New Mission Theater lot and the lot on which the proposed mixed–use residential project would be constructed. The lot size for the purposes of land dedication has been determined based on the lot size associated with the mixed-use residential building lot. The size of the proposed land dedication lot must be either 30 or 35 percent of subject lot.

[2] Parcel 7A would contain the mixed-use building and would be approximately 23,970 square feet in size, while Parcel 7B would contain the New Mission Theater and would be approximately 20,320 square feet in size.

At project completion, the New Mission Theater, which has been vacant since 1993, would be rehabilitated into a dining and entertainment venue, including a 996-square-foot vertical addition up to the balcony level of the building's northwest corner, to accommodate a kitchen. Other changes would be undertaken to provide better accessibility and to bring the building into compliance with most current mechanical, plumbing and electrical codes. A variant to this proposed use, which is also analyzed in this document would convert the New Mission Theater into a cinema drinking and dining establishment (d.b.a Alamo Drafthouse Cinema) that could accommodate approximately 600 seats over five auditoriums.

The proposed building at 2558 Mission Street would contain 114 dwelling units, 14,750 square feet of ground-floor retail space, and 89 parking spaces in a below-grade garage. Under a separate variant the proposed project would include a number of streetscape improvements on Bartlett Street, on the block immediately adjacent to the project site between 21st and 22nd Streets, in lieu of impact fee payments under the Eastern Neighborhoods impact fee program.[3]

The primary project site is within the Mission Street Neighborhood Commercial Transit (NCT) Zoning District, which permits the proposed residential, retail, restaurant, and entertainment uses.[4] The Mission Street NCT Zoning District imposes no limit on residential density. The site is within an 85-X Height and Bulk District (85-foot height limit, no bulk limit). The proposed project would be consistent with the height and bulk district. The primary project site is at an elevation of approximately 77 feet San Francisco City Datum and is relatively flat with a slight northeastern gradient.

1296 Shotwell Street (Land Dedication Site)

The land dedication site at 1296 Shotwell Street (Assessor's Block 6571, Lot 26) is on the west side of Shotwell Street between 26th and Cesar Chavez Streets (see **Figure 1** of the Initial Study). This site is also an irregularly shaped parcel of approximately 11,672 square feet, currently occupied by a one-story warehouse structure containing automotive repair uses. No development is being proposed on the land dedication site at this time. However, if the land is dedicated to MOH, it would presumably be developed with affordable housing in the future. According to a density study prepared by the project sponsor, up to 46 residential

[3] Planning Code Section 423 outlines the requirements for development impact fees for projects located within the Eastern Neighborhoods (EN) Area Plan. The proposed project is subject to Tier 3 EN Impact Fees on the Bartlett Street side and Tier 2 EN Impact Fees on the Mission Street side. The proposed project includes new construction of residential and non-residential units. Based upon the proposed square footages, the Tier 3 EN Impact Fees would be calculated at $16.00 per gross square foot of new residential space and $14.00 per gross square foot of new non-residential space. The Tier 2 EN Impact fees would be calculated at $12.00 per gross square foot of new residential space and $14.00 per gross square foot of new non-residential space (see Planning Code Section 423.3, Table 423.3A)

[4] The Mission Street NCT requires Conditional Use authorization for development on a site of 10,000 sq. ft. or more, as is the case with the project site.

units could be accommodated on the site within existing zoning and height and bulk limits. Bicycle parking would be provided as part of this future development. Subgrade automobile parking could also be included.

The land dedication site is within the Mission Street NCT Zoning District and is within a 65-X Height and Bulk District (65-foot height limit, no bulk limit); therefore, a building up to 65 feet in height would be allowable. The land use dedication site is at an elevation of approximately 58 feet above mean sea level (MSL), which corresponds to approximately 66 feet San Francisco City Datum.[5] The site is also relatively flat with a gentle slope to the north and the west.

Project Variant – Alamo Drafthouse Cinema

Under the Alamo Drafthouse Cinema Variant, the 2558 Mission Street site would be developed with residential and commercial uses, as described above. However, as a variant to the proposed "live theater" type of venue included under the proposed project, the project sponsor would convert the New Mission Theater structure into a multiple screen movie house with food and alcoholic beverage service operated by Alamo Drafthouse Cinema. Under the Alamo Drafthouse Cinema Variant, the 2550 Mission Street building would divide the existing auditorium into 5 separate cinemas (one on the ground level and four on the balcony level), with a total seating capacity of up to approximately 600 seats.

Project Variant – Bartlett Streetscape Improvements

As a variant to either the proposed project or to the Alamo Drafthouse Cinema Variant, the project sponsor may opt to satisfy its Eastern Neighborhoods Impact Fee Program obligations by entering into an in-kind agreement with the Planning Department to fund and build streetscape improvements on Bartlett Street on the block immediately adjacent to the project site between 21st and 22nd Streets. Although the preliminary design of the Bartlett Streetscape Improvements Variant is conceptual, for the purposes of environmental review, it is intended that the Bartlett Street block between 21st and 22nd Streets be converted into a "living street" model designed to be shared safely by pedestrians, bicyclists, and low speed motor vehicles, with vehicle speeds maintained through self enforcing measures such as narrow travel lanes, and amenities such as landscaping, tree planting, street furniture, and similar measures.

[5] The San Francisco City Datum is a local vertical geodetic reference system specific to the City and County of San Francisco and formally established in 1964 as 8.616 ft (2.626 m) above the National Geodetic Vertical Datum of 1929 (NGVD29), making it about 8.13 ft (2.48 m) above mean sea level.

B. EVALUATION OF ENVIRONMENTAL EFFECTS

This CPE Checklist examines the potential environmental impacts that would result from implementation of the proposed project and indicates whether any such impacts are addressed in the applicable programmatic Final EIR (FEIR) for the plan area. Items checked "Sig. Impact Identified in FEIR" identify topics for which a significant impact is identified in the FEIR. In such cases, the analysis considers whether the proposed project would result in impacts that would contribute to the impact identified in the FEIR. If the analysis concludes that the proposed project would contribute to a significant impact identified in the FEIR, the item is checked "Proj. Contributes to Sig. Impact Identified in FEIR." Mitigation measures identified in the FEIR applicable to the proposed project are identified in the text of the Certificate of Determination (Attachment A) under each topic area.

Items checked "Project Has Sig. Peculiar Impact" identify topics for which the proposed project would result in a significant impact that is peculiar to the project, i.e., the impact is not identified as significant in the FEIR. Any impacts not identified in the FEIR are addressed in a separate focused Initial Study.

For any topic that was found to be less than significant (LTS) in the FEIR and for the proposed project or would have no impacts, the topic is marked LTS/No Impact and is discussed in the Checklist below.

For each impact category, four project components are analyzed: the proposed 2550–2558 Mission Street project, the land dedication site at 1296 Shotwell Street that would facilitate the development of an affordable housing project in the future, the Alamo Drafthouse Cinema Variant, and the Bartlett Streetscape Improvements Variant.

Topics:	*Sig. Impact Identified in FEIR*	*Project Contributes to Sig. Impact Identified in FPEIR*	*Project Has Sig. Peculiar Impact*	*LTS/ No Impact*
1. LAND USE AND LAND USE PLANNING— Would the project:				
a) Physically divide an established community?	☐	☐	☐	☒
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	☐	☐	☐	☒
c) Have a substantial impact upon the existing character of the vicinity?	☒	☐	☐	☐

The Eastern Neighborhoods FEIR determined that the Eastern Neighborhoods Rezoning and Area Plans, as adopted, would result in a significant and unavoidable impact on land use due to the cumulative loss

of Production, Distribution, and Repair (PDR) uses in the plan area. Therefore, this topic is discussed in full in the Certificate of Exemption (CPE Certificate, Attachment A).

Topics:		*Sig. Impact Identified in FEIR*	*Project Contributes to Sig. Impact Identified in FEIR*	*Project Has Sig. Peculiar Impact*	*LTS/ No Impact*
2.	**AESTHETICS—Would the project:**				
a)	Have a substantial adverse effect on a scenic vista?	☐	☐	☐	☒
b)	Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and other features of the built or natural environment which contribute to a scenic public setting?	☐	☐	☐	☒
c)	Substantially degrade the existing visual character or quality of the site and its surroundings?	☐	☐	☐	☒
d)	Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area or which would substantially impact other people or properties?	☐	☐	☐	☒

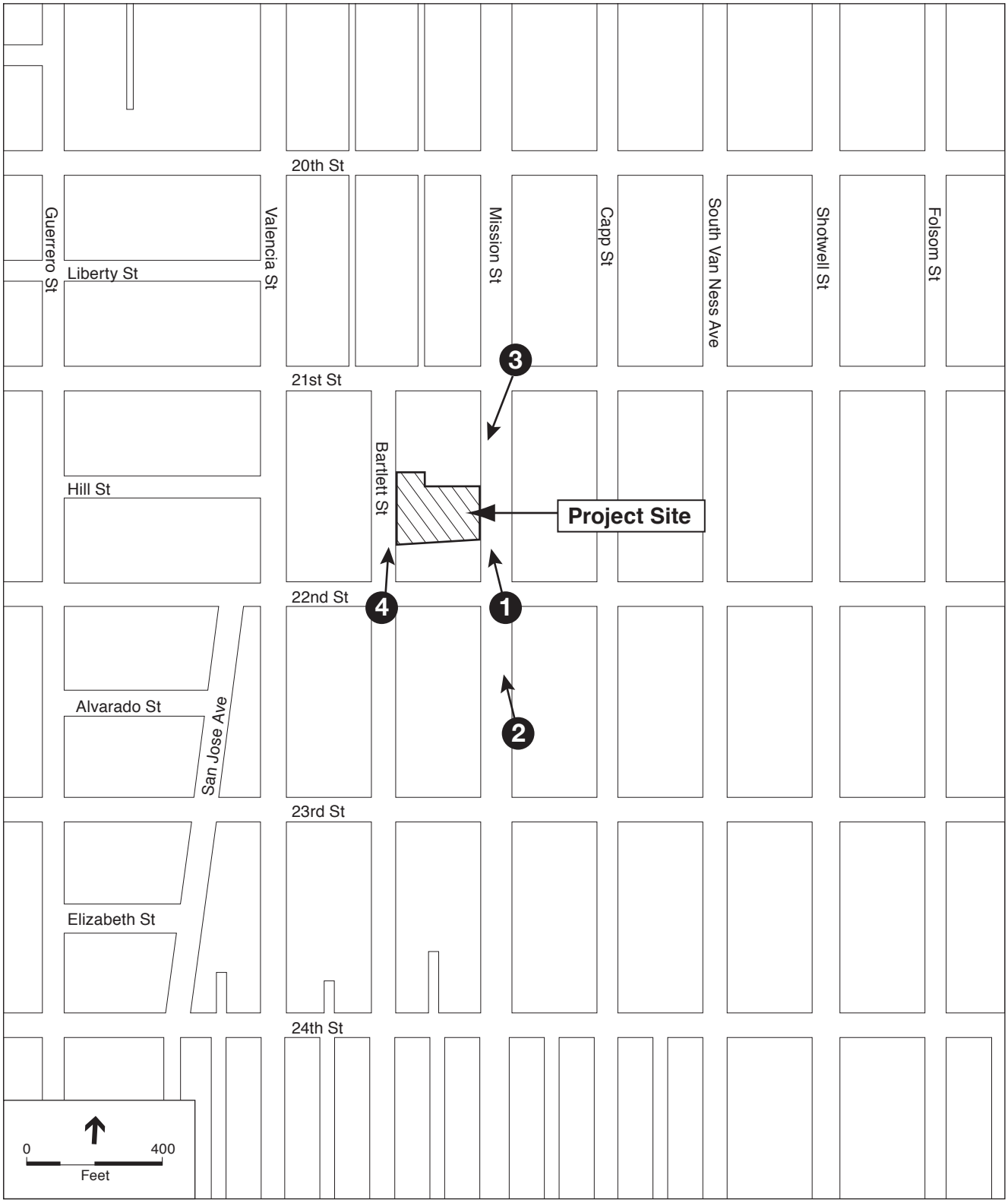
No Significant Impacts Identified in Eastern Neighborhoods FEIR

The Eastern Neighborhoods FEIR found that the proposed rezoning would result in less-than-significant impacts to visual quality and urban design. No mitigation measures were identified in the FEIR with respect to this environmental topic.

Proposed Project (2550-2558 Mission Street Development)

The proposed project would comprise renovation of the existing New Mission Theater building and construction of a new 8-story building fronting on Mission and Bartlett Streets. The new mixed-use building would replace the existing three-story retail building on the project site. Photo-simulations of the proposed project are shown in **Figure 2** through **Figure 5,** pages 7 through 10, and described below. A visual simulations viewpoints location map is included in **Figure 1**, p. 6.

Renovation of the New Mission Theater would be most obvious along the Mission Street façade (see Figures 2, 3 and 4), where the marquee and building entrance would be activated and lit. Along Bartlett Street, the building's façade would be repaired and painted, and an approximately 996-square-foot vertical addition would be made at the building's northwest corner, along Bartlett Street (see Figure 5). However, these changes would not be significant or adverse, as they would restore and revive a structure that already exists on the project site. Figure 2 provides an approximation of the Mission Street frontage of New Mission Theater building from a relatively close range after project implementation. Although the



SOURCE: ESA

2550-2558 Mission Street Project

Figure 1

Visual Simulations Viewpoint Location Map

Existing Conditions

With Project

Note: New Mission Theater blade sign is shown as existing.

2005.0694E: 2550-2558 Mission Street Mixed-Use Project

Figure 2
Photosimulation: Viewpoint 1
Looking North on Mission Street from 22nd Street

Existing Conditions

With Project

Note: New Mission Theater blade sign is shown as existing.

2005.0694E: 2550-2558 Mission Street Mixed-Use Project

Figure 3

Photosimulation: Viewpoint 2

Looking North on Mission Street from South of 22nd Street

Existing Conditions

With Project

2005.0694E: 2550-2558 Mission Street Mixed-Use Project

Figure 4

Photosimulation: Viewpoint 3
Looking South on Mission Street from 21st Street

Existing Conditions

With Project

Figure 5
Photosimulation: Viewpoint 4
Looking North on Bartlett Street from 22nd Street

potential appearance of the color palette may differ somewhat from what is shown, the Mission Street façade would not change drastically, and the repaired pylon sign and marquee would not be out of scale or inconsistent in character with the general look and feel of the Mission Street commercial corridor. It would also not diminish any existing public views available in the project area.

The proposed 2558 Mission Street building would be taller than the two- and three-story buildings immediately surrounding the project site. The 8-story building, which would be set back above the sixth and seventh stories along both primary facades, would be more consistent with the heights of other nearby buildings, including the five-story Elements Hotel, on the same block as the project site, the four-story City College of San Francisco Mission Campus building across Bartlett Street to the west, the four-story mixed use building across Mission Street to the southeast, and the nine-story building at 2601 Mission Street. As such, it would not obstruct any existing public views available in the project area. Furthermore, the Eastern Neighborhoods FEIR, as certified, considered buildings of up to 85 feet in height on the project site and determined that impacts associated with visual resources (under such proposed heights) would be less than significant.

In terms of visual character, compared to existing conditions, the new façade of the 2558 Mission Street structure would be more detailed than the existing Giant Value Store and would constitute a larger, more modern and more prominent feature along the Mission Street street wall (see Figure 2). However, it would relate in height to the historic six-story pylon (blade) sign of the New Mission Theater and would not obscure it from public views (see Figures 3 and 4). Furthermore, it would also relate to the diverse range of architectural styles that exist in the project area.

The Bartlett Street façade (see Figure 5) would likewise be larger than the immediately surrounding structures, but would not be out of scale on the project block, since other large (albeit shorter) building already exist there. As noted above, the Eastern Neighborhoods FEIR found that impacts related to visual quality would be less than significant for the heights proposed by the proposed project.

The proposed project would be constructed within existing lot lines. Although the 2558 Mission Street building would further frame view corridors already defined by existing buildings along both Mission and Bartlett Streets and obscure existing views of the sky from some locations along those streets, this framing would not substantially obscure any scenic views or vistas, as none exist in the project area. Most of the proposed project's exterior lighting would be similar to amounts found in the surrounding developed urban area, with the exception of the cantilevered marquee and the streamlined parapet of the

New Mission Theater, which are prominent visual features that would be lit and visible from a few blocks away north and south along Mission Street. However, other entertainment uses along Mission Street employ similar lighting, and this would not create a demonstrable change in terms of lighting impacts.

As shown in Figures 2 through 5, as currently proposed, the proposed 2558 Mission Street building's façades would include a mix of orange- and yellow-colored panels and windows with alternating inward and outward-angled glazing, which would reflect the mix of colored facades and murals that already exist along Mission and Bartlett Streets. Although the new mixed-use building would have more glazing than existing buildings along these streets and an overall more modern visual expression, it would not conflict with existing visual character to the extent that would result in a significant impact.

There are no scenic resources of the built or natural environment which contribute to a scenic public setting, except for the New Mission Theater's marquee and parapet, which would be restored as part of the proposed project.

Based on the above, the proposed project would result in less-than-significant aesthetics impacts.

1296 Shotwell Street (Land Dedication Site)

Although the dedication of a parcel at 1296 Shotwell Street would not result in any direct environmental impacts, it would facilitate the development of an affordable housing project on this site in the future. While specific building designs have not yet been prepared for such future development, this analysis assumes that the proposed project would comprise a six-story building of 46 residential units and, possibly, a subterranean garage level. The future residential development at 1296 Shotwell Street would front on Shotwell Street, with no setbacks, although mechanical spaces would be set back on the roof toward the center of the block. A rear yard open space would likely be available on the west side of the building, but it would not be visible from the street.

The Eastern Neighborhoods FEIR considered heights of up to 65 feet on the 1296 Shotwell Street site and found that visual quality impacts associated with this height would be less than significant. The six-story building would be somewhat taller than the four-story buildings to the east, across Shotwell Street, but not to the extent that would demonstrably impact public views in the project area (no scenic views exist in the project area) or result in a significant impact to visual character. The building design would be guided by the objectives and policies in the "Built Form" section of the Mission Area Plan, which seek to "harmonize the old and new…." The structure would be developed within existing lot lines and would not substantially affect view corridors, especially given that the view corridor along Shotwell Street is

already limited due to a jog in right-of-way immediately north of the project site. This proposed project would result in additional light and glare, but not in amounts unusual for a developed urban area.

Based on the above, aesthetic impacts associated with the future development at 1296 Shotwell Street would be less than significant.

Project Variant – Alamo Drafthouse Cinema

This variant would result in a substantially similar building exterior as the proposed by the 2550–2558 Mission Street project. The only difference would be the lack of the proposed project's approximately 996-square-foot vertical addition at the northwest corner of the New Mission Theater. However, in general, the aesthetic impacts associated with the Alamo Drafthouse Cinema Variant would be the same as under the proposed project and would be less than significant.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would not result in the construction of any new buildings or substantial changes to existing built form. The streetscape improvements could alter the visual character of Bartlett Street, but not in a manner that would substantially obscure public views, generate new light and glare, or result in other significant impacts. Aesthetic impacts would be similar to those under the proposed project and would be less than significant.

In conclusion, the Eastern Neighborhoods FEIR did not identify any significant impacts with respect to aesthetics and the proposed project, including both project variants and the off-site land dedication component, would not result in any project-specific significant impacts in relation to this environmental topic. No mitigation measures or further analysis are required.

Topics:	*Sig. Impact Identified in FEIR*	*Project Contributes to Sig. Impact Identified in FEIR*	*Project Has Sig. Peculiar Impact*	*LTS/ No Impact*
3. POPULATION AND HOUSING—Would the project:				
a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	☐	☐	☐	☒
b) Displace substantial numbers of existing housing units or create demand for additional housing, necessitating the construction of replacement housing?	☐	☐	☐	☒

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	☐	☐	☐	☒

One of the objectives of the Eastern Neighborhoods Rezoning and Area Plans Final EIR (FEIR) was to identify appropriate locations for housing in the City's industrially zoned land to meet a citywide need for more housing. According to the FEIR, the rezoning would not create a substantial demand for additional housing in San Francisco, or substantially reduce the housing supply. The proposed project would increase the population on site by constructing 114 dwelling units. This increase in population would not be expected to have an adverse physical environmental impact.

The proposed project is not anticipated to create a substantial demand for increased housing as the commercial uses proposed by the project would not be sufficient in size and scale to generate such demand. Additionally, the proposed project would not displace substantial numbers of people because no residences currently exist on the project site. As such, construction of replacement housing would not be necessary.

The proposed new residential units are consistent with the projections in the FEIR and there would be no significant environmental effects peculiar to the project or its site. No mitigation measure was identified in the FEIR, and none would be required for the proposed project.

Likewise, the development of up to 46 residential units at 1296 Shotwell Street would also be consistent with the FEIR projections and would result in no significant environmental effects peculiar to that project or its site. No mitigation measure was identified in the FEIR, and none would be required for the proposed project.

The Alamo Drafthouse Cinema Variant would result in a comparable entertainment-related use to that proposed with the 2550 Mission Street project component, and therefore would have similar effects with respect to housing demand. It, too, would not displace any housing. Effects would be within those projected in the Eastern Neighborhoods Final EIR.

Given that the Bartlett Streetscape Improvements Variant only includes streetscape improvements which do not create a housing demand, this variant would have no permanent effect with respect to population and housing.

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
4. CULTURAL AND PALEONTOLOGICAL RESOURCES— Would the project:				
a) Cause a substantial adverse change in the significance of a historical resource as defined in §15064.5, including those resources listed in Article 10 or Article 11 of the San Francisco *Planning Code*?	☒	☐	☐	☐
b) Cause a substantial adverse change in the significance of an archaeological resource pursuant to §15064.5?	☒	☐	☐	☐
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	☐	☐	☐	☒
d) Disturb any human remains, including those interred outside of formal cemeteries?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR found that the rezoning would result in significant impacts to archaeological and historic architectural resources. Impacts to cultural resources are discussed in the CPE Certificate (Attachment A).

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
5. TRANSPORTATION AND CIRCULATION— Would the project:				
a) Conflict with an applicable plan, ordinance or policy establishing measures of effectiveness for the performance of the circulation system, taking into account all modes of transportation including mass transit and non-motorized travel and relevant components of the circulation system, including but not limited to intersections, streets, highways and freeways, pedestrian and bicycle paths, and mass transit?	☒	☐	☐	☐
b) Conflict with an applicable congestion management program, including but not limited to level of service standards and travel demand measures, or other standards established by the county congestion management agency for designated roads or highways?	☒	☐	☐	☐
c) Result in a change in air traffic patterns, including either an increase in traffic levels, obstructions to flight, or a change in location, that results in substantial safety risks?	☐	☐	☐	☒
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses?	☐	☐	☐	☒
e) Result in inadequate emergency access?	☐	☐	☐	☒

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
f) Conflict with adopted policies, plans, or programs regarding public transit, bicycle, or pedestrian facilities, or otherwise decrease the performance or safety of such facilities?	☒	☐	☐	☐

The Eastern Neighborhoods FEIR found that the rezoning would result in significant impacts to transportation and circulation. Transportation impacts are discussed in the CPE Certificate (Attachment A).

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
6. NOISE—Would the project:				
a) Result in exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	☒	☒	☐	☐
b) Result in exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	☒	☐	☐	☒
c) Result in a substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	☐	☐	☐	☒
d) Result in a substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	☒	☐	☐	☐
e) For a project located within an airport land use plan area, or, where such a plan has not been adopted, in an area within two miles of a public airport or public use airport, would the project expose people residing or working in the area to excessive noise levels?	☐	☐	☐	☒
f) For a project located in the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	☐	☐	☐	☒
g) Be substantially affected by existing noise levels?	☒	☐	☐	☒

The Eastern Neighborhoods FEIR found that the rezoning would result in significant impacts to noise. Furthermore, the proposed project has the potential to result in project-specific noise impacts. Therefore, noise impacts are analyzed in the Initial Study.

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FPEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
7. AIR QUALITY—Where available, the significance criteria established by the applicable air quality management or air pollution control district may be relied upon to make the following determinations. **Would the project:**				
a) Conflict with or obstruct implementation of the applicable air quality plan?	☒	☐	☐	☐
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	☒	☐	☐	☐
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal, state, or regional ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	☒	☐	☐	☐
d) Expose sensitive receptors to substantial pollutant concentrations?	☒	☐	☐	☐
e) Create objectionable odors affecting a substantial number of people?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR found that the rezoning would result in significant impacts to air quality. These impacts are discussed in the CPE Certificate (Attachment A).

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
8. GREENHOUSE GAS EMISSIONS—Would the project:				
a) Generate greenhouse gas emissions, either directly or indirectly, that may have a significant impact on the environment?	☐	☐	☐	☒
b) Conflict with any applicable plan, policy, or regulation of an agency adopted for the purpose of reducing the emissions of greenhouse gases?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR assessed the GHG emissions that could result from rezoning of the Mission Area Plan under the three rezoning options. The Eastern Neighborhoods Rezoning Options A, B, and C are anticipated to result in GHG emissions on the order of 4.2, 4.3 and 4.5 metric tons of CO2E per service population,[6] respectively.[7] The Eastern Neighborhoods FEIR concluded that the resulting GHG emissions from the three options analyzed in the Eastern Neighborhoods Area Plans would be less than

[6] SP = Service Population. Service population is the equivalent of total number of residents + employees.

[7] Memorandum from Jessica Range, MEA to MEA staff, *Greenhouse Gas Analyses for Community Plan Exemptions in Eastern Neighborhoods,* April 20, 2010. This memorandum provides an overview of the GHG analysis conducted for the Eastern Neighborhoods Rezoning EIR and provides an analysis of the emissions using a service population metric.

significant. The Eastern Neighborhoods FEIR adequately addressed GHG emissions and the resulting emissions were determined to be less than significant. No mitigation measures were identified in the FEIR.

The proposed project would be well within the growth projections assumed in the GHG analysis presented in the Eastern Neighborhoods FEIR. However, since the publication of the Eastern Neighborhoods FEIR, the Office of Planning and Research amended the CEQA Guidelines to address the feasible mitigation of GHG emissions or the effects of GHGs and therefore the methodology for assessing GHG emissions has changed.

Among other changes to the CEQA Guidelines, the amendments added a new section to the CEQA Checklist (CEQA Guidelines Appendix G) to address questions regarding the project's potential to emit GHGs. The potential for a project to result in significant GHG emissions which contribute to the cumulative effects global climate change is based on the CEQA Guidelines and CEQA Checklist, as amended by SB 97, and is determined by an assessment of the project's compliance with local and state plans, policies and regulations adopted for the purpose of reducing the cumulative effects of climate change. GHG emissions are analyzed in the context of their contribution to the cumulative effects of climate change because a single land use project could not generate enough GHG emissions to noticeably change the global average temperature. CEQA Guidelines Sections 15064.4 and 15183.5 address the analysis and determination of significant impacts from a proposed project's GHG emissions. CEQA Guidelines Section 15183.5 allows for public agencies to analyze and mitigate GHG emissions as part of a larger plan for the reduction of greenhouse gases and describes the required contents of such a plan. San Francisco has prepared its own Greenhouse Gas Reduction Strategy, demonstrating that San Francisco's policies and programs have collectively reduced communitywide GHG emissions to below 1990 levels, meeting GHG reduction goals outlined in AB 32. The City is also well on its way to meeting the long-term GHG reduction goal of reducing emissions 80 percent below 1990 levels by 2050. Chapter 1 of the City's *Strategies to Address Greenhouse Gas Emission (*the Greenhouse Gas Reduction Strategy) describes how the strategy meets the requirements of CEQA Guidelines Section 15183.5. The BAAQMD has reviewed San Francisco's Greenhouse Gas Reduction Strategy, concluding that "Aggressive GHG reduction targets and comprehensive strategies like San Francisco's help the Bay Area move toward reaching the State's AB 32 goals, and also serve as a model from which other communities can learn."[8]

[8] BAAQMD. *Letter from J. Roggenkamp, BAAQMD, to B. Wycko, San Francisco Planning Department*, October 28, 2010. Available online at: http://www.sf-planning.org/ftp/files/MEA/GHG-Reduction_Letter.pdf. Accessed September 24, 2012.

With respect to CEQA Guidelines Section 15064.4(b), the factors to be considered in making a significance determination include: 1) the extent to which GHG emissions would increase or decrease as a result of the proposed project; 2) whether or not a proposed project exceeds a threshold that the lead agency determines applies to the project; and finally 3) demonstrating compliance with plans and regulations adopted for the purpose of reducing or mitigating GHG emissions.

The GHG analysis provided below includes a qualitative assessment of GHG emissions that would result from a proposed project, including emissions from an increase in vehicle trips, natural gas combustion, and/or electricity use among other things. Consistent with the CEQA Guidelines and BAAQMD recommendations for analyzing GHG emissions, the significance standard applied to GHG emissions generated during project construction and operational phases is based on whether the project complies with a plan for the reduction of GHG emissions. The City's Greenhouse Gas Reduction Strategy is the City's overarching plan documenting the policies, programs and regulations that the City implements towards reducing municipal and communitywide GHG emissions. In particular, San Francisco implements 42 specific regulations that reduce GHG emissions which are applied to projects within the City. Projects that comply with the Greenhouse Gas Reduction Strategy would not result in a substantial increase in GHGs, since the City has shown that overall communitywide GHGs have decreased and that the City has met AB 32 GHG reduction targets. Individual project compliance with the City's Greenhouse Gas Reduction Strategy is demonstrated by completion of the Compliance Checklist for Greenhouse Gas Analysis.

In summary, the two applicable greenhouse gas reduction plans, the AB 32 Scoping Plan and the City's Greenhouse Gas Reduction Strategy, are intended to reduce GHG emissions below current levels. Given that the City's local greenhouse gas reduction targets are more aggressive than the State's 2020 GHG reduction targets and consistent with the long-term 2050 reduction targets, the City's Greenhouse Gas Reduction Strategy is consistent with the goals of AB 32. Therefore, proposed projects that are consistent with the City's Greenhouse Gas Reduction Strategy would be consistent with the goals of AB 32, would not conflict with either plan, and would therefore not exceed San Francisco's applicable GHG threshold of significance. Furthermore, a locally compliant project would not result in a substantial increase in GHGs. The following addresses the proposed project's potential to result in GHG emissions.

Proposed Project (2550-2558 Mission Street Development)

The proposed project would comprise rehabilitation of the existing New Mission Theater building and construction of a new 8-story mixed-use building fronting on Mission and Bartlett Streets. The proposed project would contribute to the cumulative effects of climate change by emitting GHGs during

construction and operational phases. Construction of the proposed project is estimated at approximately 18 to 20 months. Proposed project operations would generate both direct and indirect GHG emissions. Direct operational emissions include GHG emissions from vehicle trips and area sources (natural gas combustion). Indirect emissions include emissions from electricity providers, energy required to pump, treat, and convey water, and emissions associated with landfill operations. The project site is located within the Mission Area Plan analyzed under the Eastern Neighborhoods FEIR.

As discussed above, projects that are consistent with San Francisco's *Strategies to Address Greenhouse Gas Emissions* would result in a less than significant impact with respect to GHG emissions. Applicable requirements for the proposed project, including the 2550 Mission Street (New Mission Theater) and 2558 Mission Street (Mixed-Use Project) are shown below in **Table 1**.

Depending on a proposed project's size, use, and location, a variety of controls are in place to ensure that a proposed project would not impair the State's ability to meet statewide GHG reduction targets outlined in AB 32, nor impact the City's ability to meet San Francisco's local GHG reduction targets. Given that: (1) San Francisco has implemented regulations to reduce GHG emissions specific to new construction and renovations of private developments and municipal projects; (2) San Francisco's sustainable policies have resulted in the measured reduction of annual GHG emissions; (3) San Francisco has met and exceeds AB 32 GHG reduction goals for the year 2020 and is on track towards meeting long-term GHG reduction goals; (4) current and probable future state and local GHG reduction measures will continue to reduce a project's contribution to climate change; and (5) San Francisco's *Strategies to Address Greenhouse Gas Emissions* meet the CEQA and BAAQMD requirements for a Greenhouse Gas Reduction Strategy, projects that are consistent with San Francisco's regulations would not contribute significantly to global climate change. The proposed project would be required to comply with the requirements listed above, and was determined to be consistent with San Francisco's *Strategies to Address Greenhouse Gas Emissions*.[9] As such, the proposed project would not result in any peculiar impacts that were not identified in the Eastern Neighborhoods FEIR related to GHG emissions.

[9] *Compliance Checklist Table for Greenhouse Gas Analysis*, November 7, 2012. This document is available for review in Project File No. 2005.0694E at the San Francisco Planning Department, Fourth Floor, 1650 Mission Street, San Francisco.

TABLE 1
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Transportation Sector			
Commuter Benefits Ordinance (San Francisco Environment Code, Section 421)	All employers of 20 or more employees must provide at least one of the following benefit programs: 1. A Pre-Tax Election consistent with 26 U.S.C. § 132(f), allowing employees to elect to exclude from taxable wages and compensation, employee commuting costs incurred for transit passes or vanpool charges, or (2) Employer Paid Benefit whereby the employer supplies a transit pass for the public transit system requested by each Covered Employee or reimbursement for equivalent vanpool charges at least equal in value to the purchase price of the appropriate benefit, or (3) Employer Provided Transit furnished by the employer at no cost to the employee in a vanpool or bus, or similar multi-passenger vehicle operated by or for the employer.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	Employers with more than 20 employees nationwide would be required to participate. **2550 Mission Street (project and Alamo Drafthouse Cinema Variant):** The New Mission Theater component would comply with this Ordinance according to Code requirements. Approximately 40-80 workers per day are projected at full capacity under either the proposed project or the Alamo Drafthouse Cinema Variant. **2558 Mission Street (Residential Project):** Employers in the mixed-use building would comply with this Ordinance according to Code requirements. The following estimate is a projection of the number of commercial/retail workers for the mixed-use building:[1] 42 workers projected at full capacity. [1] Density factors were provided by: SF Planning Department, *Land Use Allocation 2007*. Density Factors (pg 10).
Emergency Ride Home Program	All persons employed in San Francisco are eligible for the emergency ride home program.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	The project developer would encourage employer participation in the Emergency Ride Home Program by providing program information to new retail/commercial tenants. The proposed project would comply with the emergency ride home program.
Jobs-Housing Linkage Program (San Francisco Planning Code Section 413)	The Jobs-Housing Program found that new large scale developments attract new employees to the City who require housing. The program is designed to provide housing for those new uses within San Francisco, thereby allowing employees to live close to their place of employment. The program requires a developer to pay a fee or contribute land suitable for housing to a housing developer or pay an in-lieu fee.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	The proposed project would be required by law to comply with this section of the Planning Code. The proposed project includes land dedication for affordable residential development that would be constructed by a non-profit affordable housing developer at 1296 Shotwell Street. Therefore, the proposed project would be consistent with this requirement.

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Transportation Sector (cont.)			
Bicycle Parking in New and Renovated Commercial Buildings (San Francisco Planning Code, Section 155.4)	Professional Services: (A) Where the gross square footage of the floor area is between 10,000-20,000 feet, 3 bicycle spaces are required. (B) Where the gross square footage of the floor area is between 20,000-50,000 feet, 6 bicycle spaces are required. (3)Where the gross square footage of the floor area exceeds 50,000 square feet, 12 bicycle spaces are required. Retail Services: (A) Where the gross square footage of the floor area is between 25,000 square feet - 50,000 feet, 3 bicycle spaces are required. (2) Where the gross square footage of the floor area is between 50,000 square feet-100,000 feet, 6 bicycle spaces are required. (3) Where the gross square footage of the floor area exceeds 100,000 square feet, 12 bicycle spaces are required.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would comply with this requirement by providing more than the required 3 bicycle spaces, since the New Mission Theatre and Alamo Drafthouse Cinema Variant projects would exceed 25,000 square feet but be less than 50,000 square feet. The requirement would not be applicable to proposed 2558 Mission Street project, since its primary use is not commercial, and since its proposed retail space would be less than 25,000 square feet. The proposed project would provide 41 bicycle spaces, as described under *Bicycle Parking in Residential Buildings* requirement below.
Bicycle parking in Residential Buildings (San Francisco Planning Code, Section 155.5)	(A) For projects up to 50 dwelling units, one Class 1 space for every 2 dwelling units. (B) For projects over 50 dwelling units, 25 Class 1 spaces plus one Class 1 space for every 4 dwelling units over 50.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would provide 41 bike parking spaces for the 114 planned dwelling units, which would meet the Planning Code requirement.
Car Sharing Requirements (San Francisco Planning Code, Section 166)	New residential projects or renovation of buildings being converted to residential uses within most of the City's mixed-use and transit-oriented residential districts are required to provide car share parking spaces.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would provide one car-share space, which would meet the Planning Code requirement.
Parking requirements for San Francisco's Mixed-Use zoning districts (San Francisco Planning Code Section 151.1)	The Planning Code has established parking maximums for many of San Francisco's Mixed-Use districts.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would comply with all parking maximums, including under 0.75 parking spaces per unit maximum, as defined in Planning Code Section 151.1.

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Energy Efficiency Sector			
San Francisco Green Building Requirements for Energy Efficiency (San Francisco Building Code, Chapter 13C.5.201.1.1)	New construction of non-residential buildings requires the demonstration of a 15% energy reduction compared to 2008 California Energy Code, Title 24, Part 6.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant)** This requirement would only apply to the 2550 Mission Street Theatre and/or Theatre Variant portion of the proposed project. The project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement. The proposed project would be at a minimum 15% more energy efficient than Title 24 energy efficiency requirements. It would also have its energy systems commissioned, and enhanced commissioning would be completed in accordance with LEED Energy and Atmosphere Credit 3 and/or the GreenPoint Rated program. Compliance with Code is planned, although no specific strategies have currently been outlined. Generally, the proposed project would target high performance Low-E glazing, solar protection, and efficient heating and cooling systems to achieve the targeted energy saving.
San Francisco Green Building Requirements for Energy Efficiency (LEED EA3, San Francisco Building Code, Chapter 13C.5.410.2)	For New Large Commercial Buildings - Requires Enhanced Commissioning of Building Energy Systems For new large buildings greater than 10,000 square feet, commissioning shall be included in the design and construction to verify that the components meet the owner's or owner representative's project requirements.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant)** Enhanced commissioning would be completed. Therefore, the proposed project would be consistent with this requirement.
San Francisco Green Building Requirements for Energy Efficiency (San Francisco Building Code, Chapter 13C)	Commercial buildings greater than 5,000 sf will be required to be a minimum of 14% more energy efficient than Title 24 energy efficiency requirements. As of 2008 large commercial buildings are required to have their energy systems commissioned, and as of 2010, these large buildings are required to provide enhanced commissioning in compliance with LEED® Energy and Atmosphere Credit 3. Mid-sized commercial buildings are required to have their systems commissioned by 2009, with enhanced commissioning as of 2011.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant)** This requirement would only apply to the 2550 Mission Street Theatre and/or the Alamo Drafthouse Cinema Variant portion of the proposed project. The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement. The proposed project would be at a minimum 15% more energy efficient than Title 24 energy efficiency requirements. It would also have its energy systems commissioned, and enhanced commissioning would be completed in accordance with LEED

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Energy Efficiency Sector (cont.)			
			Energy and Atmosphere Credit 3 and/or the GreenPoint Rated program. Compliance with Code is planned, although no specific strategies have currently been outlined. Generally, the proposed project would target high performance Low-E glazing, solar protection, and efficient heating and cooling systems to achieve the targeted energy saving.
San Francisco Green Building Requirements for Energy Efficiency (San Francisco Building Code, Chapter 13C)	Under the Green Point Rated system and in compliance with the Green Building Ordinance, all new residential buildings will be required to be at a minimum 15% more energy efficient than Title 24 energy efficiency requirements.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** This requirement would only apply to the proposed residential building portion of the project. The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement. The proposed project would demonstrate meeting a minimum of 75 points on the GreenPoint Rated Multifamily New Construction checklist and/or LEED Silver certification. As stated above, no specific strategies have currently been outlined, although the proposed project plans to achieve the targeted energy savings.
San Francisco Green Building Requirements for Stormwater Management (San Francisco Building Code, Chapter 13C) Or San Francisco Stormwater Management Ordinance (Public Works Code Article 4.2)	Requires all new development or redevelopment disturbing more than 5,000 square feet of ground surface to manage stormwater on-site using low impact design. Projects subject to the Green Building Ordinance Requirements must comply with either LEED® Sustainable Sites Credits 6.1 and 6.2, or with the City's Stormwater Management Ordinance and stormwater design guidelines.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement. The proposed project would comply with LEED Sustainable Sites Credits 6.1 (Stormwater Design – Quantity Control) and 6.2 (Stormwater Design – Quality Control), or with the City's Stormwater ordinance and stormwater design guidelines. Although no specific strategies have been formulated, the proposed project would comply with this requirement.
San Francisco Green Building Requirements for water efficient landscaping (San Francisco Building Code, Chapter 13C)	All new commercial buildings greater than 5,000 square feet are required to reduce the amount of potable water used for landscaping by 50%.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would be required to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement.

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Energy Efficiency Sector (cont.)			
San Francisco Green Building Requirements for water use reduction (San Francisco Building Code, Chapter 13C)	All new commercial buildings greater than 5,000 sf are required to reduce the amount of potable water used by 20%.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement. The proposed project would utilize a schedule of plumbing fixtures that would meet the 20% reduced flow rate specified in Planning Code Table 13C.5.303.2.3; or a calculation demonstrating a 20% reduction in the building "water use" baseline as established in Table 13C.4.303.1 shall be provided (see Building Code, Chapter 13C)
Indoor Water Efficiency (San Francisco Building Code, Chapter 13C sections 13C.5.103.1.2, 13C.4.103.2.2,13C.303.2.)	**If meeting a LEED Standard:** Reduce overall use of potable water within the building by a specified percentage – for showerheads, lavatories, kitchen faucets, wash fountains, water closets and urinals. New large commercial and New high rise residential buildings must achieve a 30% reduction. Commercial interior, commercial alternation and residential alteration should achieve a 20% reduction below UPC/IPC 2006, et al. **If meeting a GreenPoint Rated Standard:** Reduce overall use of potable water within the building by 20% for showerheads, lavatories, kitchen faucets, wash fountains, water closets and urinals.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement. The proposed project would comply with this requirement by providing water efficient appliances within both the 2550 and 2558 Mission Street buildings (both under the proposed project and under the Alamo Drafthouse Cinema Variant). This would include water efficient showerheads, lavatories, kitchen faucets, wash fountains, water closets and urinals.
Commercial Water Conservation Ordinance (San Francisco Building Code, Chapter 13A)	Requires all existing commercial properties undergoing tenant improvements to achieve the following minimum standards: 1. All showerheads have a maximum flow of 2.5 gallons per minute (gpm) 2. All showers have no more than one showerhead per valve 3. All faucets and faucet aerators have a maximum flow rate of 2.2 gpm 4. All Water Closets (toilets) have a maximum rated water consumption of 1.6 gallons per flush (gpf)	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant)** The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement.

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Energy Efficiency Sector (cont.)			
	5. All urinals have a maximum flow rate of 1.0 gpf 6. All water leaks have been repaired.		
Residential Water Conservation Ordinance (San Francisco Building Code, Housing Code, Chapter 12A)	Requires all residential properties (existing and new), prior to sale, to upgrade to the following minimum standards: 1. All showerheads have a maximum flow of 2.5 gallons per minute (gpm) 2. All showers have no more than one showerhead per valve 3. All faucets and faucet aerators have a maximum flow rate of 2.2 gpm 4. All Water Closets (toilets) have a maximum rated water consumption of 1.6 gallons per flush (gpf) 5. All urinals have a maximum flow rate of 1.0 gpf 6. All water leaks have been repaired. Although these requirements apply to existing buildings, compliance must be completed through the Department of Building Inspection, for which a discretionary permit (subject to CEQA) would be issued.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** This requirement would apply to the proposed 2558 Mission Street (residential) portion of the project. The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement.
Residential Energy Conservation Ordinance (San Francisco Building Code, San Francisco Housing Code, Chapter 12)	Requires all residential properties to provide, prior to sale of property, certain energy and water conservation measures for their buildings: attic insulation; weather-stripping all doors leading from heated to unheated areas; insulating hot water heaters and insulating hot water pipes; installing low-flow showerheads; caulking and sealing any openings or cracks in the building's exterior; insulating accessible heating and cooling ducts; installing low-flow water-tap aerators; and installing or retrofitting toilets to make them low-flush. Apartment buildings and hotels are also required to insulate steam and hot water pipes and tanks, clean and tune their boilers, repair boiler leaks, and install a time-clock on the burner. Although these requirements apply to existing buildings, compliance must be completed through the Department of Building Inspection, for which a discretionary permit (subject to CEQA) would be issued.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** This requirement would apply to the proposed 2558 Mission Street (residential) portion of the project. The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement.

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Renewable Energy Sector			
San Francisco Green Building Requirements for renewable energy (San Francisco Building Code, Chapter 13C)	As of 2012, all new large commercial buildings are required to either generate 1% of energy on-site with renewables, or purchase renewable energy credits pursuant to LEED® Energy and Atmosphere Credits 2 or 6, or achieve an additional 10% beyond Title 24 2008. Credit 2 requires providing at least 2.5% of the buildings energy use from on-site renewable sources. Credit 6 requires providing at least 35% of the building's electricity from renewable energy contracts.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would be required by law to comply with the Building Code. Therefore, the project would be consistent with this requirement. The proposed project would comply with this Building Code requirement by one of the following: (1) Acquisition of renewable on-site energy or purchase of green energy credits in accord with LEED EA2 or EA6, OR (2) In addition to meeting 13C.5.103.2.5 Energy Performance requirement, achieve an additional 10% compliance margin over Title 24 Part 6 2008 California Energy Standards, for a total compliance margin of at least 25%.
Waste Reduction Sector			
Mandatory Recycling and Composting Ordinance (San Francisco Environment Code, Chapter 19) and San Francisco Green Building Requirements for solid waste (San Francisco Building Code, Chapter 13C)	All persons in San Francisco are required to separate their refuse into recyclables, compostables and trash, and place each type of refuse in a separate container designated for disposal of that type of refuse. Pursuant to Section 1304C.0.4 of the Green Building Ordinance, all new construction, renovation and alterations subject to the ordinance are required to provide recycling, composting and trash storage, collection, and loading that is convenient for all users of the building.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the *Environment Code*. Therefore, the proposed project would be consistent with this requirement.
San Francisco Green Building Requirements for construction and demolition debris recycling (San Francisco Building Code, Chapter 13C)	Projects proposing demolition are required to divert at least 75% of the project's construction and demolition debris to recycling.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement. The proposed project would develop a series of guidelines to comply with the Building Code C&D diversion rate ordinance, which the developer would submit to San Francisco Department of Environment.
San Francisco Construction and Demolition Debris Recovery Ordinance (San Francisco Environment Code, Chapter 14)	Requires that a person conducting full demolition of an existing structure to submit a waste diversion plan to the Director of the Environment which provides for a minimum of 65% diversion from landfill of construction and demolition debris, including	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would be required by law to comply with the *Environment Code*. As noted above, the proposed project would be subject to the more stringent Green Building requirements of the Building Code, for

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Waste Reduction Sector (cont.)			
	materials source separated for reuse or recycling.		which a series of guidelines would be created, and so would also comply with this requirement.
Environment/Conservation Sector			
Street Tree Planting Requirements for New Construction (San Francisco Planning Code Section 138.1)	Planning Code Section 138.1 requires new construction, significant alterations or relocation of buildings within many of San Francisco's zoning districts to plant on 24-inch box tree for every 20 feet along the property street frontage.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Planning Code. The proposed project would include planting of new street trees on the Mission street project frontage, consistent with Planning Code requirements. Therefore, the proposed project would be consistent with this requirement.
Light Pollution Reduction (San Francisco Building Code, Chapter 13C5.106.8)	For nonresidential projects, comply with lighting power requirements in CA Energy Code, CCR Part 6. Requires that lighting be contained within each source. No more than .01 horizontal lumen footcandles 15 feet beyond site, or meet LEED credit SSc8.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant)** The proposed project would be required by law to comply with the Building Code. Therefore, the proposed project would be consistent with this requirement.
Construction Site Runoff Pollution Prevention for New Construction (San Francisco Building Code, Chapter 13C)	Construction Site Runoff Pollution Prevention requirements depend upon project size, occupancy, and the location in areas served by combined or separate sewer systems. Projects meeting a LEED® standard must prepare an erosion and sediment control plan (LEED® prerequisite SSP1). Other local requirements may apply regardless of whether or not LEED® is applied such as a stormwater soil loss prevention plan or a Stormwater Pollution Prevention Plan (SWPPP). See the SFPUC Web site for more information: www.sfwater.org/CleanWater	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Planning Code. The proposed project would therefore be consistent with this requirement by preparing an erosion and sediment control plan, a stormwater soil loss prevention plan or a Stormwater Pollution Prevention Plan (SWPPP), as required.
Enhanced Refrigerant Management (San Francisco Building Code, Chapter 13C.5.508.1.2)	All new large commercial buildings must not install equipment that contains chlorofluorocarbons (CFCs) or halons.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would be required by law to comply with the Planning Code. The proposed project would therefore be consistent with this requirement by not utilizing any equipment that contains chlorofluorocarbons (CFCs) or halons and would, therefore, be consistent with this requirement.

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Environment/Conservation Sector (cont.)			
Low-emitting Adhesives, Sealants, and Caulks (San Francisco Building Code, Chapters 13C.5.103.1.9, 13C.5.103.4.2, 13C.5.103.3.2, 13C.5.103.2.2, 13C.504.2.1)	**If meeting a LEED Standard:** Adhesives and sealants (VOCs) must meet SCAQMD Rule 1168 and aerosol adhesives must meet Green Seal standard GS-36. (Not applicable for New High Rise residential) **If meeting a GreenPoint Rated Standard:** Adhesives and sealants (VOCs) must meet SCAQMD Rule 1168.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Planning Code. The proposed project would therefore be consistent with this requirement by ensuring that all adhesives and sealants used during construction meet SCAQMD Rule 1168 and aerosol adhesives meet Green Seal standard GS-36.
Low-emitting materials (San Francisco Building Code, Chapters 13C.4. 103.2.2,	For Small and Medium-sized Residential Buildings - Effective January 1, 2011 meet GreenPoint Rated designation with a minimum of 75 points. For New High-Rise Residential Buildings - Effective January 1, 2011 meet LEED Silver Rating or GreenPoint Rated designation with a minimum of 75 points. For Alterations to residential buildings submit documentation regarding the use of low-emitting materials. **If meeting a LEED Standard:** For adhesives and sealants (LEED credit EQ4.1), paints and coatings (LEED credit EQ4.2), and carpet systems (LEED credit EQ4.3), where applicable. **If meeting a GreenPoint Rated Standard:** Meet the GreenPoint Rated Multifamily New Home Measures for low-emitting adhesives and sealants, paints and coatings, and carpet systems.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2558 Mission Street** The proposed project would be required by law to comply with the Planning Code. The proposed project would therefore be consistent with this requirement that concerns low-emitting materials.
Low-emitting Paints and Coatings (San Francisco Building Code, Chapters 13C.5.103.1.9, 13C.5.103.4.2, 13C.5.103.3.2, 13C.5.103.2.2 13C.504.2.2 through 2.4)	**If meeting a LEED Standard:** Architectural paints and coatings must meet Green Seal standard GS-11, anti-corrosive paints meet GC-03, and other coatings meet SCAQMD Rule 1113. (Not applicable for New High Rise residential) **If meeting a GreenPoint Rated Standard:** Interior wall and ceiling paints must meet <50 grams per liter VOCs regardless of sheen. VOC Coatings must meet SCAQMD Rule 1113.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Planning Code. The proposed project would therefore be consistent with this requirement that concerns low-emitting paints and coatings.

TABLE 1 (Continued)
REGULATIONS APPLICABLE TO THE PROPOSED PROJECT

Regulation	Requirements	Project Compliance	Discussion
Environment/Conservation Sector (cont.)			
Low-emitting Flooring, including carpet (San Francisco Building Code, Chapters 13C.5.103.1.9, 13C.5.103.4.2, 13C.5.103.3.2, 13C.5.103.2.2, 13C.504.3 and 13C.4.504.4)	**If meeting a LEED Standard:** Hard surface flooring (vinyl, linoleum, laminate, wood, ceramic, and/or rubber) must be Resilient Floor Covering Institute FloorScore certified; carpet must meet the Carpet and Rug Institute (CRI) Green Label Plus; Carpet cushion must meet CRI Green Label; carpet adhesive must meet LEED EQc4.1. (Not applicable for New High Rise residential) **If meeting a GreenPoint Rated Standard:** All carpet systems, carpet cushions, carpet adhesives, and at least 50% of resilient flooring must be low-emitting.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Planning Code. The proposed project would therefore be consistent with this requirement that concerns low-emitting flooring and carpeting.
Low-emitting Composite Wood (San Francisco Building Code, Chapters 13C.5.103.1.9, 13C.5.103.4.2, 13C.5.103.3.2, 13C.5.103.2.2 and 13C.4.504.5)	**If meeting a LEED Standard:** Composite wood and agrifiber must not contain added urea-formaldehyde resins and must meet applicable CARB Air Toxics Control Measure. **If meeting a GreenPoint Rated Standard:** Must meet applicable CARB Air Toxics Control Measure formaldehyde limits for composite wood.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Planning Code. The proposed project would therefore be consistent with this requirement that concerns low-emitting composite wood.
Regulation of Diesel Backup Generators (San Francisco Health Code, Article 30)	Requires (among other things): • All diesel generators to be registered with the Department of Public Health • All new diesel generators must be equipped with the best available air emissions control technology.	☒ Project Complies ☐ Not Applicable ☐ Project Does Not Comply	**2550 Mission Street (Project and Alamo Drafthouse Cinema Variant) and 2558 Mission Street** The proposed project would be required by law to comply with the Health Code. Therefore, the proposed project would be consistent with this requirement.

NOTES: COA-BP – This requirement would be made a Condition of Approval by the Planning Commission if the project is approved, and the condition would have to be met prior to issuance of a Building or Site Permit, or Final Addendum thereto.
COA-CO – This requirement would be made a Condition of Approval by the Planning Commission if the project is approved, and the condition would have to be met prior to issuance of a Certificate of Occupancy.

1296 Shotwell Street (Land Dedication Site)

Although the dedication of a parcel at 1296 Shotwell Street would not result in any direct environmental impacts, it would facilitate the development of an affordable housing project in the future. Because this proposed project component is still in a conceptual phase and architectural plans have not been developed, it is speculative to gauge how it would comply with the City's GHG requirements. However, because its approval would be predicated on its ability to meet specific City requirement concerning GHG emissions, it is reasonable to assume that it would not result in any peculiar impacts concerning GHG emissions.

Project Variant – Alamo Drafthouse Cinema

The Alamo Drafthouse Cinema Variant would be largely similar to the proposed 2550-2558 Mission Street project, in terms of construction emissions. Moreover, this variant would generate less daily and p.m. peak hour vehicle trips to and from the site as compared to the proposed project, and would therefore have lower GHG emissions. Based on the foregoing, the Alamo Drafthouse Cinema Variant would not result in any peculiar impacts related to GHG emissions.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would be constructed in phases, as funding becomes available. Construction-phase GHG emissions associated with this proposed project component would be temporary and would not persist beyond the short-term construction period. Furthermore, once implemented, this proposed project component would not result in any long-term ongoing operational GHG emissions. Rather, this proposed project component would improve the condition of the street for pedestrians and bicyclists, thereby complying with the City's overall goals of increasing the use of alternative modes of transportation and would indirectly reduce potential citywide GHG emissions.

Based on the above, the proposed project, including both project variants and the off-site land dedication component, would not result in any peculiar impacts with respect to GHG emissions. No mitigation measures or further analysis are required.

Topics:		*Sig. Impact Identified in FEIR*	*Project Contributes to Sig. Impact Identified in FEIR*	*Project Has Sig. Peculiar Impact*	*LTS/ No Impact*
9.	**WIND AND SHADOW—Would the project:**				
a)	Alter wind in a manner that substantially affects public areas?	☐	☐	☐	☒
b)	Create new shadow in a manner that substantially affects outdoor recreation facilities or other public areas?	☒	☐	☐	☐

The Eastern Neighborhoods FEIR found that the rezoning would result in potential significant shadow impacts. Therefore, these topics are analyzed in the CPE Certificate (Attachment A).

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
10. RECREATION—Would the project:				
a) Increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facilities would occur or be accelerated?	☐	☐	☐	☒
b) Include recreational facilities or require the construction or expansion of recreational facilities that might have an adverse physical effect on the environment?	☐	☐	☐	☒
c) Physically degrade existing recreational resources?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR determined that the population increase that would be facilitated by the rezoning would not result in accelerated physical deterioration of existing recreational resources or require the construction of recreational facilities that may have a significant adverse effect on the environment.

The proposed 2550-2558 Mission Street project, as well as the Alamo Drafthouse Cinema Variant, the Bartlett Streetscape Improvements Variant, and a possible future residential development at 1296 Shotwell Street, are consistent with the projected growth assumptions considered in the Eastern Neighborhoods FEIR, and would not increase park use beyond what was anticipated in that document or otherwise affect recreational facilities.

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
11. UTILITIES AND SERVICE SYSTEMS—Would the project:				
a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	☐	☐	☐	☒
b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	☐	☐	☐	☒
c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause significant environmental effects?	☐	☐	☐	☒
d) Have sufficient water supply available to serve the project from existing entitlements and resources, or require new or expanded water supply resources or entitlements?	☐	☐	☐	☒

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
e) Result in a determination by the wastewater treatment provider that would serve the project that it has inadequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	☐	☐	☐	☒
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	☐	☐	☐	☒
g) Comply with federal, state, and local statutes and regulations related to solid waste?	☐	☐	☐	☒

The Eastern Neighborhoods Rezoning and Community Plans Initial Study (published December 2005) determined that the rezoning would result in less-than-significant impacts to utilities, including water, wastewater, stormwater, and solid waste systems, as well as power and communications facilities.

The San Francisco Public Utilities Commission (SFPUC) has concluded that under its Water Shortage Allocation Plan with additional local Water System Improvement Program supplies, sufficient water would be available to meet the existing and planned future water retail demand within San Francisco, inclusive of the growth in the Eastern Neighborhoods area.[10] The 2005 Initial Study explains that sufficient dry weather capacity exists at the Southwest Water Pollution Control plant, and that development pursuant to the Eastern Neighborhoods Rezoning and Area Plans would not substantially result in new wet weather flow because the area is already substantially built out. Incremental increase in sanitary sewage volume could cumulatively contribute to an increase in average volume of combined sewer overflow (CSO) discharge during wet weather, but the impact was found to be less than significant through the City's development of a Wastewater Management Plan. Regarding solid waste, the Initial Study found that impacts would be less than significant because solid waste generated by development pursuant to the Eastern Neighborhoods Rezoning and Area Plans would be accommodated within projected landfill capacity.

The proposed 2550-2558 Mission Street project, as well as the Alamo Drafthouse Cinema Variant, the Bartlett Streetscape Improvements Variant, and a possible future residential development at 1296 Shotwell Street, are consistent with the projected growth assumptions considered in the Eastern Neighborhoods FEIR, and would not impact water, wastewater collection and treatment, or solid waste collection and disposal facilities beyond what was already discussed in that programmatic document.

[10] San Francisco Public Utilities Commission, *2010 Urban Water Management Plan*, June 2011.

The proposed project would not exceed wastewater treatment requirements of the Regional Water Quality Control Board and would not require the construction of new wastewater/storm water treatment facilities or expansion of existing ones. The proposed project would have sufficient water supply available from existing entitlement, and solid waste generated by project construction and operation would not result in the landfill exceeding its permitted capacity, and the proposed project would not result in a significant solid waste generation impact. Utilities and service systems would not be adversely affected by the proposed project, individually or cumulatively, and no significant impact would occur. The proposed project would not result in new, project-specific environmental effects, or effects of greater severity than were already disclosed in the Eastern Neighborhoods FEIR.

Topics:	*Sig. Impact Identified in FEIR*	*Project Contributes to Sig. Impact Identified in FEIR*	*Project Has Sig. Peculiar Impact*	*LTS No Impact*
12. PUBLIC SERVICES— Would the project:				
a) Result in substantial adverse physical impacts associated with the provision of, or the need for, new or physically altered governmental facilities, the construction of which could cause significant environmental impacts, in order to maintain acceptable service ratios, response times, or other performance objectives for any public services such as fire protection, police protection, schools, parks, or other services?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR determined that the anticipated increase in population would not result in a significant impact to public services, including fire protection, police protection, and public schools. The proposed 2550-2558 Mission Street project, as well as the Alamo Drafthouse Cinema Variant, the Bartlett Streetscape Improvements Variant, and the possible future development at 1296 Shotwell Street, are consistent with the projected growth assumptions included in the Eastern Neighborhoods FEIR, and would not result in any impacts to the provisions of public services beyond what was already considered on a programmatic level in that document.

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
13. BIOLOGICAL RESOURCES— Would the project:				
a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special-status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	☐	☐	☐	☒
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	☐	☐	☐	☒
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	☐	☐	☐	☒
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	☐	☐	☐	☒
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	☐	☐	☐	☒
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR found that the rezoning would not result in significant impacts to biological resources. The project area is almost fully developed with buildings and other improvements such as streets and parking lots. New construction would not result in substantial vegetation loss or disturbance of special-status species.

Proposed Project (2550-2558 Mission Street Development)

The 2550-2558 Mission Street project site is completely covered by existing buildings and paved parking areas, and there are no street trees on the project site perimeter. Moreover, it is located in a densely built urban environment. There are no riparian or wetland habitats on the site; nor does it provide habitat for special-status species. The 2550-2558 Mission Street project site is not within a "location-related" hazard zone for potential bird strikes, as defined by the Planning Department's Standards for Bird-Safe Buildings,[11] nor does the proposed project include any "feature-related" hazards, generally defined as

[11] Location-related hazards include buildings located inside of, or within a clear flight path of less than 300 feet from an Urban Bird Refuge, which is an open spaces 2 acres or larger dominated by vegetation, including vegetated landscaping, forest, meadows, grassland, water features or wetlands; open water; and green rooftops 2 acres or greater.

free-standing glass walls, balconies, rooftop greenhouse, and the like that are 24 square feet and larger. The proposed 2550-2558 Mission Street project would, therefore, comply with the City's Standards for Bird-Safe Buildings. There are no habitat conservation plans applicable to the project site. Based on the above, the proposed 2550-2558 Mission Street project would not result in any significant or peculiar impact to biological resources.

1296 Shotwell Street (Land Dedication Site)

The 1296 Shotwell Street site is also located in an urban environment, is completely covered by development, and does not contain any street trees. Although the 1296 Shotwell Street site is not within a "location-related" hazard zone for potential bird strikes, as defined by the Planning Department's Standards for Bird-Safe Buildings, the building design has not been determined at the time of the publication of this document, and could potentially include "feature-related" hazards. Therefore, the future development at 1296 Shotwell Street would be required to comply with the City's Standards for Bird-Safe Buildings. There are no habitat conservation plans applicable to the 1296 Shotwell Street project site. Based on the above, the future 1296 Shotwell Street project would also not result in any significant or peculiar impact to biological resources.

Project Variant – Alamo Drafthouse Cinema

The Alamo Drafthouse Cinema Variant would result in substantially similar exterior bulk and massing as the proposed 2550–2558 Mission Street project, and would be constructed on the same project site. Therefore, it would not result in any significant or peculiar impacts with respect to biological resources.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would occur within an existing, paved street right-of-way, which contains several street trees, some of which are mature. This variant would be required to comply with Department of Public Works tree removal requirements and obtain all necessary permits. Therefore, the Bartlett Streetscape Improvements Variant would not adversely affect special-status species.

In conclusion, the Eastern Neighborhoods FEIR did not identify any significant impacts with respect to biological resources, and the proposed project, including both project variants and the off-site land dedication component, would not result in any site-specific significant impacts with respect to this environmental topic. No mitigation measures or further analysis are required.

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
14. GEOLOGY AND SOILS — Would the project:				
a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury or death involving:	☐	☐	☐	☒
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? (Refer to Division of Mines and Geology Special Publication 42.)				
ii) Strong seismic ground shaking?	☐	☐	☐	☒
iii) Seismic-related ground failure, including liquefaction?	☐	☐	☐	☒
iv) Landslides?	☐	☐	☐	☒
b) Result in substantial soil erosion or the loss of topsoil??	☐	☐	☐	☒
c) Be located on geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction, or collapse?	☐	☐	☒	☐
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code, creating substantial risks to life or property?	☐	☐	☐	☒
e) Have soils incapable of adequately supporting the use of septic tanks or alternative wastewater disposal systems where sewers are not available for the disposal of wastewater?	☐	☐	☐	☒
f) Change substantially the topography or any unique geologic or physical features of the site?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR found that the rezoning would result in less-than-significant impacts with respect to geology and soils. However, the proposed project has the potential to result in project-specific impacts with respect to this topic. Therefore, these impacts are analyzed in the Initial Study.

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
15. HYDROLOGY AND WATER QUALITY— Would the project:				
a) Violate any water quality standards or waste discharge requirements?	☐	☐	☐	☒
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	☐	☐	☐	☒

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner that would result in substantial erosion of siltation on- or off-site?	☐	☐	☐	☒
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner that would result in flooding on- or off-site?	☐	☐	☐	☒
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	☐	☐	☐	☒
f) Otherwise substantially degrade water quality?	☐	☐	☐	☒
g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other authoritative flood hazard delineation map?	☐	☐	☐	☒
h) Place within a 100-year flood hazard area structures that would impede or redirect flood flows?	☐	☐	☐	☒
i) Expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?	☐	☐	☐	☒
j) Expose people or structures to a significant risk of loss, injury or death involving inundation by seiche, tsunami, or mudflow?	☐	☐	☐	☒

No Significant Impacts Identified in Eastern Neighborhoods FEIR

The Eastern Neighborhoods FEIR determined that the anticipated increase in population would not result in a significant impact to hydrology and water quality, including the combined sewer system and the potential for combined sewer outflows. No mitigation measures were identified in the FEIR.

Proposed Project (2550-2558 Mission Street Development)

Construction stormwater discharges to the City's combined sewer system would be subject to the requirements of Article 4.1 of the San Francisco Public Works Code (supplemented by Department of Public Works Order No. 158170), which incorporates and implements the City's National Pollution Discharge Elimination System (NPDES) permit, and the federal Combined Sewer Overflow Control Policy. Stormwater drainage during construction would flow to the City's combined sewer system, where it would receive treatment at the Southeast plant or other wet weather facilities and would be discharged through an existing outfall or overflow structure in compliance with the existing NPDES permit. Therefore, water quality impacts related to violation of water quality standards or degradation of water quality due to discharge of construction related stormwater runoff would be less than significant with compliance with applicable permits.

Groundwater is not used as a potable water supply in San Francisco, and the proposed 2550-2558 Mission Street project would use water from the San Francisco Public Utilities Commission. The project site is completely covered by existing buildings and paved parking areas, and there are no street trees on the project site perimeter. Therefore, implementation of the proposed project would not increase the total amount of impervious surface area, increase total runoff, alter drainage patterns or alter the course of a stream or river, or affect groundwater recharge.

The 2550-2558 Mission Street project site is not in an area subject to reservoir inundation hazards and is not located in a volcanic area that could be subject to mudflow. The site is not located within a 100-year flood hazard area or in an area subject to reservoir inundation hazards, mudflow, or seiches.[12] It is located more than 2 miles from the San Francisco Bay. Therefore, the proposed project would have no impact related to these hazards. Impacts from sea level rise and tsunami are expected to be less than significant, given the existing National Warning System and San Francisco outdoor warning system.

Consistent with the findings in the FEIR, the proposed project would have less-than-significant impacts related to hydrology and water quality.

1296 Shotwell Street (Land Dedication Site)

The 1296 Shotwell Street project site is completely covered by development. Impacts to hydrology and water quality would be similar to those of the 2550–2558 Mission Street development, as discussed above, and would be less than significant.

Project Variant – Alamo Drafthouse Cinema

The Alamo Drafthouse Cinema Variant would occur on the same project site as the proposed 2550–2558 Mission Street project, and exterior finishing and design would be very similar to that of the primary project. As a result, impacts to hydrology and water quality would be less than significant.

Project Variant – Bartlett Streetscape Improvements

The Bartlett Streetscape Improvements Variant would occur within an existing, paved street right-of-way. Therefore, it would not substantially increase total impervious surface area. Impacts related to violation of water quality standards or degradation of water quality due to discharge of construction related stormwater runoff would be less than significant with compliance with applicable permits. The impact would be less than significant.

[12] URS Corporation, City and County of San Francisco Hazard Mitigation Plan, December, 2008.

In conclusion, the Eastern Neighborhoods FEIR did not identify any significant impacts with respect to hydrology and water quality, and the proposed project, including both project variants and the off-site land dedication component, would not result in any project-specific significant impacts with respect to this environmental topic. No mitigation measures or further analysis are required.

Topics:	*Sig. Impact Identified in FEIR*	*Project Contributes to Sig. Impact Identified in FEIR*	*Project Has Sig. Peculiar Impact*	*LTS/ No Impact*
16. HAZARDS AND HAZARDOUS MATERIALS Would the project:				
a) Create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	☒	☐	☐	☐
b) Create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	☒	☐	☐	☐
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	☒	☐	☐	☐
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment?	☐	☐	☐	☒
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	☐	☐	☐	☒
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	☐	☐	☐	☒
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	☐	☐	☐	☒
h) Expose people or structures to a significant risk of loss, injury or death involving fires?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR found that the rezoning could result in significant hazard impacts. This topic is discussed in the CPE Certificate (Attachment A).

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
17. MINERAL AND ENERGY RESOURCES—Would the project:				
a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	☐	☐	☐	☒
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	☐	☐	☐	☒
c) Encourage activities which result in the use of large amounts of fuel, water, or energy, or use these in a wasteful manner?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR determined that the anticipated development and population increases within the Eastern Neighborhoods Plan Area would not result in a significant impact to mineral and energy resources. The proposed 2550-2558 Mission Street project, as well as the Alamo Drafthouse Cinema Variant, the Bartlett Streetscape Improvements Variant, and a possible future residential development at 1296 Shotwell Street, are consistent with the projected growth assumptions included in the Eastern Neighborhoods FEIR, and would not result in any impacts to mineral and energy resources beyond what was already addressed on a programmatic level in that document.

Topics:	Sig. Impact Identified in FEIR	Project Contributes to Sig. Impact Identified in FEIR	Project Has Sig. Peculiar Impact	LTS/ No Impact
18. AGRICULTURE AND FOREST RESOURCES: In determining whether impacts to agricultural resources are significant environmental effects, lead agencies may refer to the California Agricultural Land Evaluation and Site Assessment Model (1997) prepared by the California Dept. of Conservation as an optional model to use in assessing impacts on agriculture and farmland. In determining whether impacts to forest resources, including timberland, are significant environmental effects, lead agencies may refer to information compiled by the California Department of Forestry and Fire Protection regarding the state's inventory of forest land, including the Forest and Range Assessment Project and the Forest Legacy Assessment project; and forest carbon measurement methodology provided in Forest Protocols adopted by the California Air Resources Board. – **Would the project:**				
a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	☐	☐	☐	☒
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	☐	☐	☐	☒
c) Conflict with existing zoning for, or cause rezoning of, forest land (as defined in Public Resources Code Section 12220(g)) or timberland (as defined by Public Resources Code Section 4526)?	☐	☐	☐	☒
d) Result in the loss of forest land or conversion of forest land to non-forest use?	☐	☐	☐	☒
e) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland to non-agricultural use or forest land to non-forest use?	☐	☐	☐	☒

The Eastern Neighborhoods FEIR determined that the anticipated development and population increases within the Eastern Neighborhoods Plan Area would not result in a significant impact to agriculture and forest resources. The proposed 2550-2558 Mission Street project, as well as the Alamo Drafthouse Cinema Variant, the Bartlett Streetscape Improvements Variant, and a possible future residential development at 1296 Shotwell Street, are consistent with the projected growth assumptions included in the Eastern Neighborhoods FEIR, and would not result in any impacts to agriculture and forest resources beyond what was already addressed on a programmatic level in that document.

Topics:	*Sig. Impact Identified in FEIR*	*Project Contributes to Sig. Impact Identified in FEIR*	*Project Has Sig. Peculiar Impact*	*LTS/ No Impact*
19. MANDATORY FINDINGS OF SIGNIFICANCE—Would the project:				
a) Have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or prehistory?	☐	☐	☐	☒
b) Have impacts that would be individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects.)	☒	☐	☐	☐
c) Have environmental effects that would cause substantial adverse effects on human beings, either directly or indirectly?	☒	☐	☐	☐

The Eastern Neighborhoods FEIR identified significant impacts related to land use, transportation, cultural resources, shadow, noise, air quality, and hazardous materials. Mitigation measures reduced all impacts to less than significant levels, with the exception of those related to land use (cumulative impacts on PDR land supply), transportation (traffic impacts at nine intersections and transit impacts), cultural resources (demolition of historical resources), and shadow (impacts on parks).

The proposed project, which would include the rehabilitation of a historic resource, the construction of a new mixed-use building on the primary project site, the dedication of a piece of land at the 1296 Shotwell Street site to MOH (which could eventually result in construction of an affordable housing development on that site), and potential streetscape and interior use variants, would implement mitigation measures identified in the Eastern Neighborhoods FEIR as well as mitigation measures developed specifically for

this proposed project. Therefore, it would not result in any new significant impacts that cannot be mitigated to a less-than-significant level.

C. DETERMINATION

On the basis of this review, it can be determined that:

☒ The proposed project qualifies for consideration of a Community Plan exemption based on the applicable General Plan and zoning requirements; **AND**

☒ All potentially significant individual or cumulative impacts of the proposed project were identified in the applicable programmatic EIR (PEIR) for the Plan Area, and all applicable mitigation measures have been or incorporated into the proposed project or will be required in approval of the project; **AND**

☒ The proposed project may have a potentially significant impact not identified in the PEIR for the topic area(s) identified above, but that this impact can be reduced to a less-than-significant level in this case because revisions in the project have been made by or agreed to by the project proponent. A focused Initial Study and MITIGATED NEGATIVE DECLARATION is required, analyzing the effects that remain to be addressed.

☐ The proposed project may have a potentially significant impact not identified in the PEIR for the topic area(s) identified above. An ENVIRONMENTAL IMPACT REPORT is required, analyzing the effects that remain to be addressed.

DATE November 20, 2012

Bill Wycko
Environmental Review Officer
for
John Rahaim, Planning Director