



SAN FRANCISCO PLANNING DEPARTMENT

DATE: November 22, 2010
TO: Historic Preservation Commission
FROM: Timothy Frye, Acting Preservation Coordinator, (415) 575-6822
RE: Informational Presentation on 5400 Geary Boulevard

Earlier this year the Historic Preservation Commission (HPC) requested an informational presentation on the proposed project at 5400 Geary Boulevard, the Alexandria Theater. That hearing has been scheduled for December 1, 2010 and the Project Sponsor (Sponsor) has submitted the following materials for your review. Please note that there is no required action of the HPC in regards to this project.

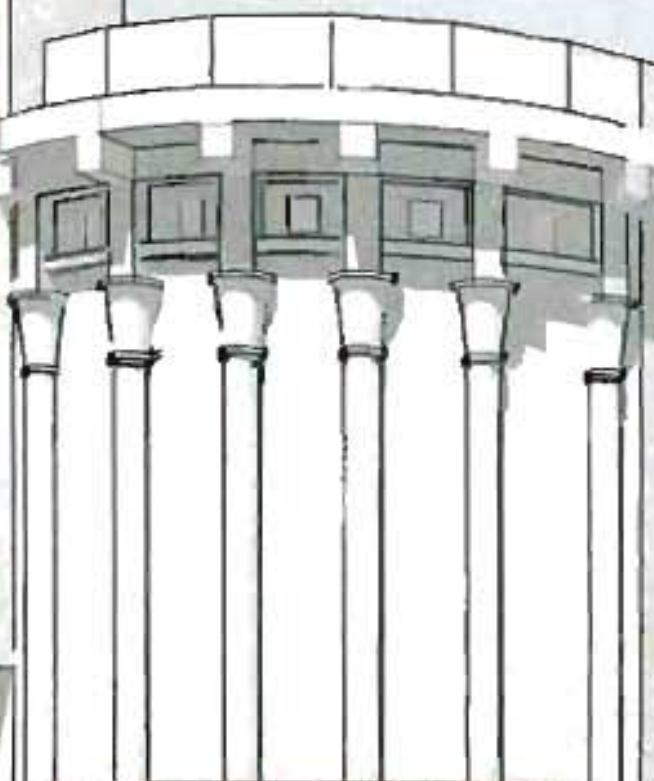
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ALEXANDRIA



ALEXANDRIA
GONE WITH THE WIND

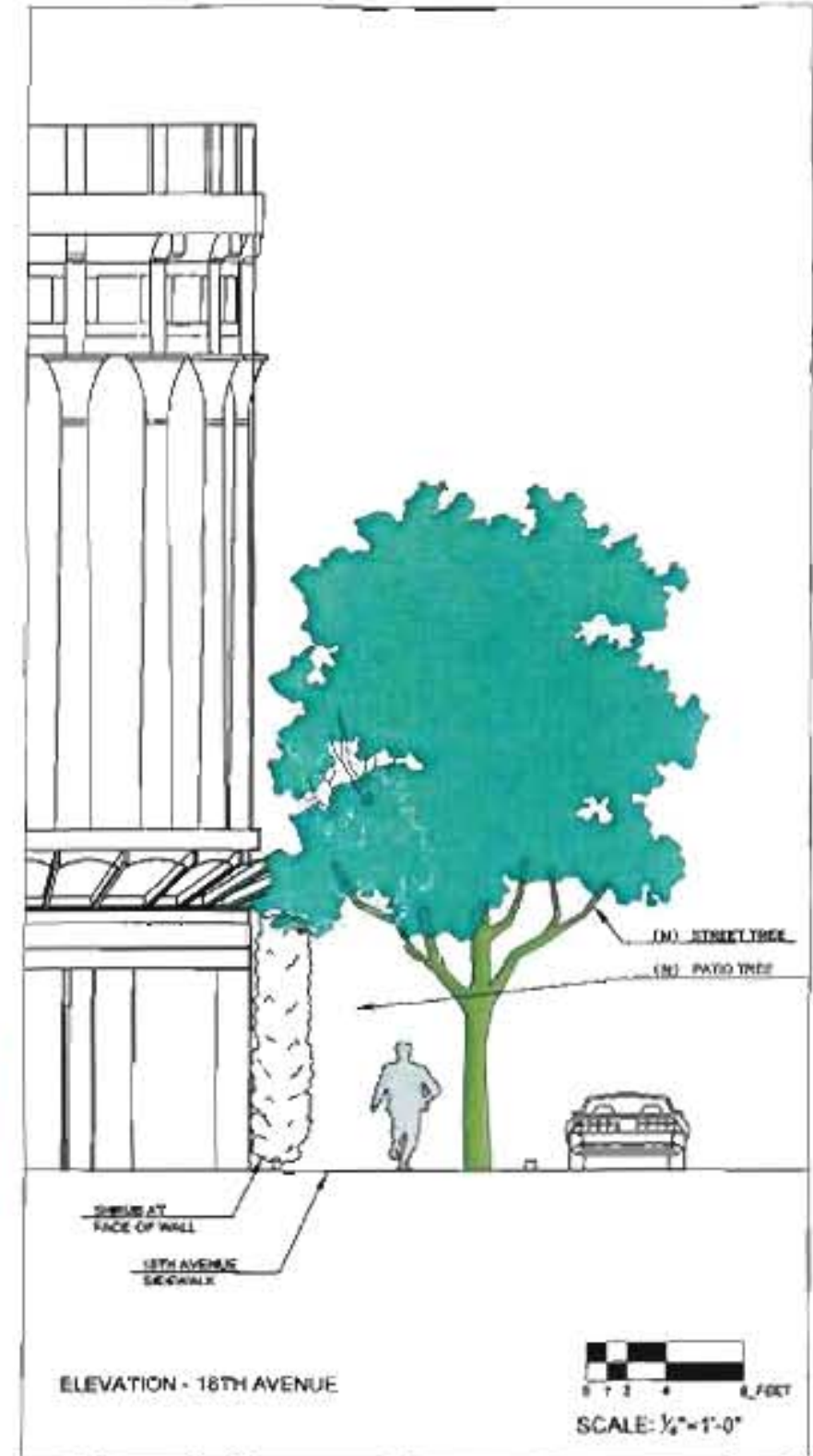
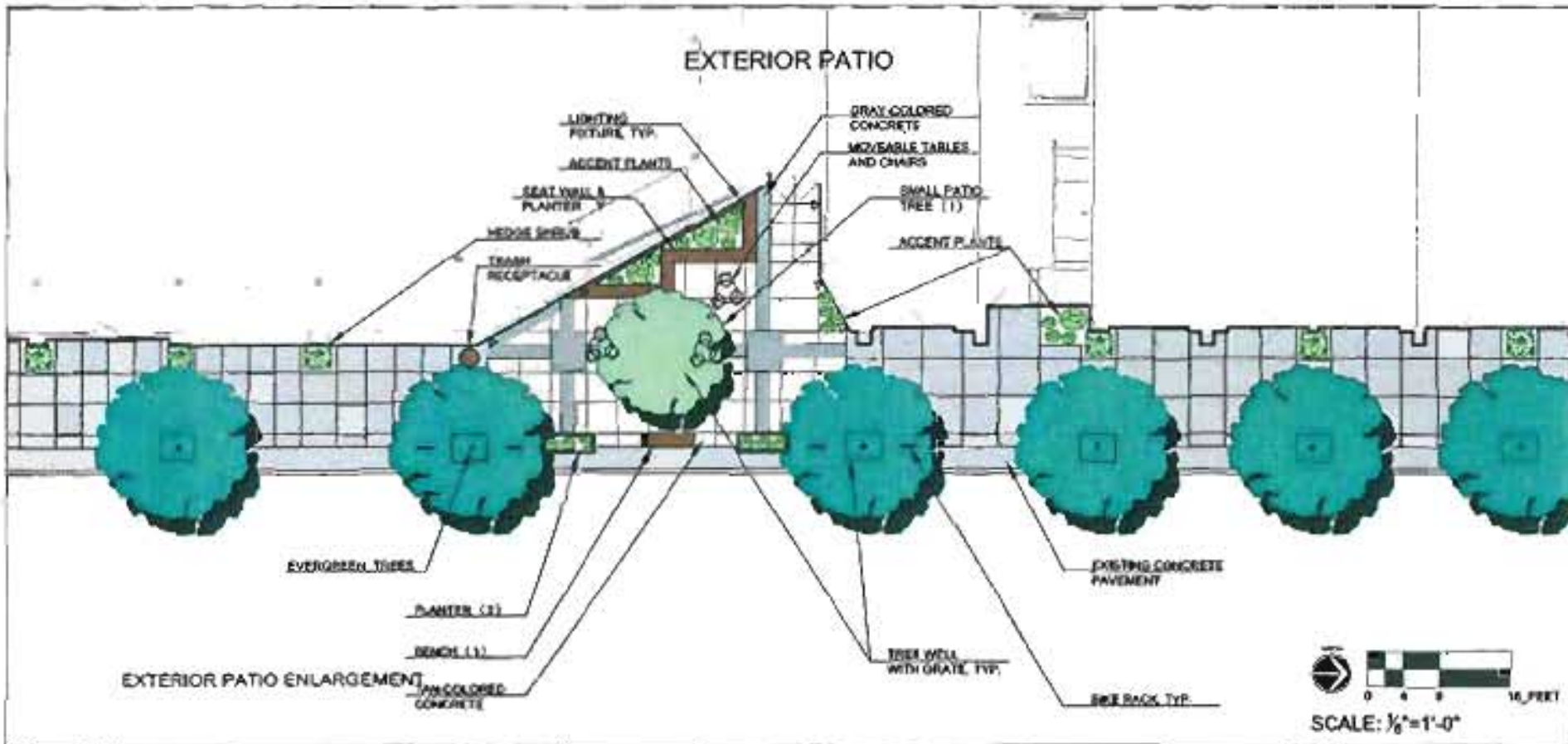
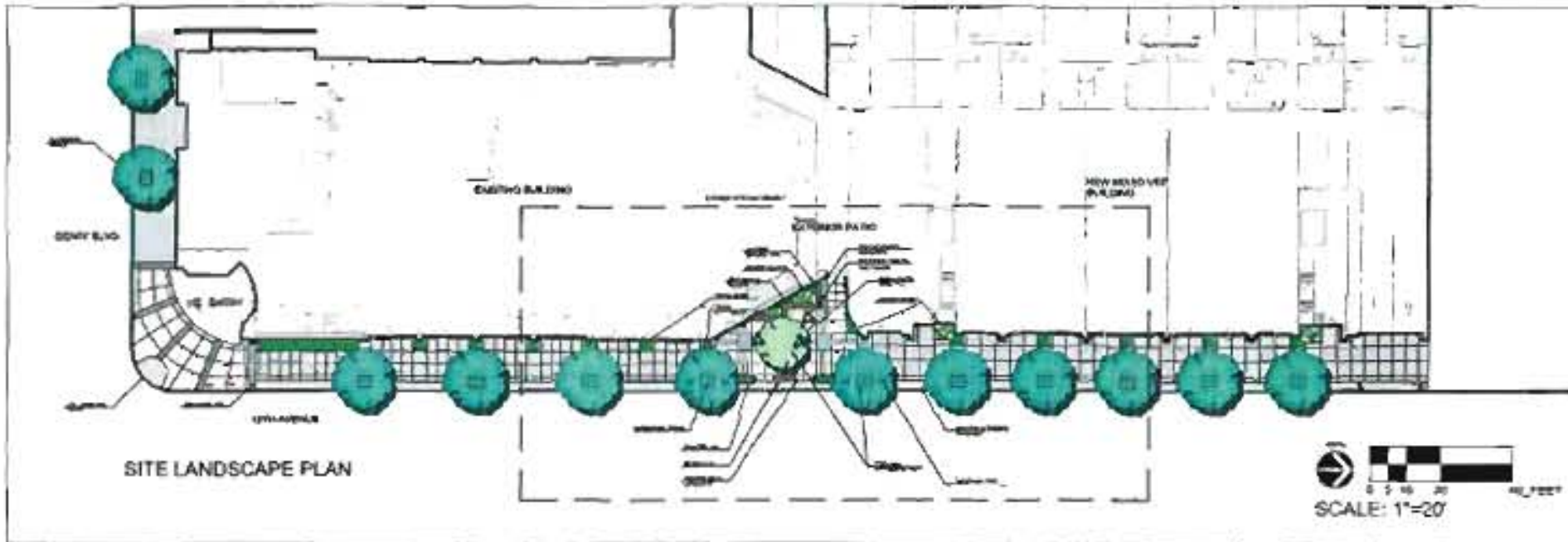








- A - REPLACE BACKLIGHTING
- B - REPAINT BORDER
- C - REFURBISH SUPPORT STRUCTURE
- D - PAINT BUILDING
- E - REPLACE METAL
- F - REPLACE & PAINT RUSTED METAL
- G - REPLACE DAMAGED NEON
- H - REPLACE DAMAGED BACKING
- I - REPLACE TILES
- J - REFURBISH LIGHT BOXES



ALEXANDRIA THEATER
San Francisco, CA

LANDSCAPE COLOR AND MATERIALS BOARD

HARDSCAPE MATERIALS



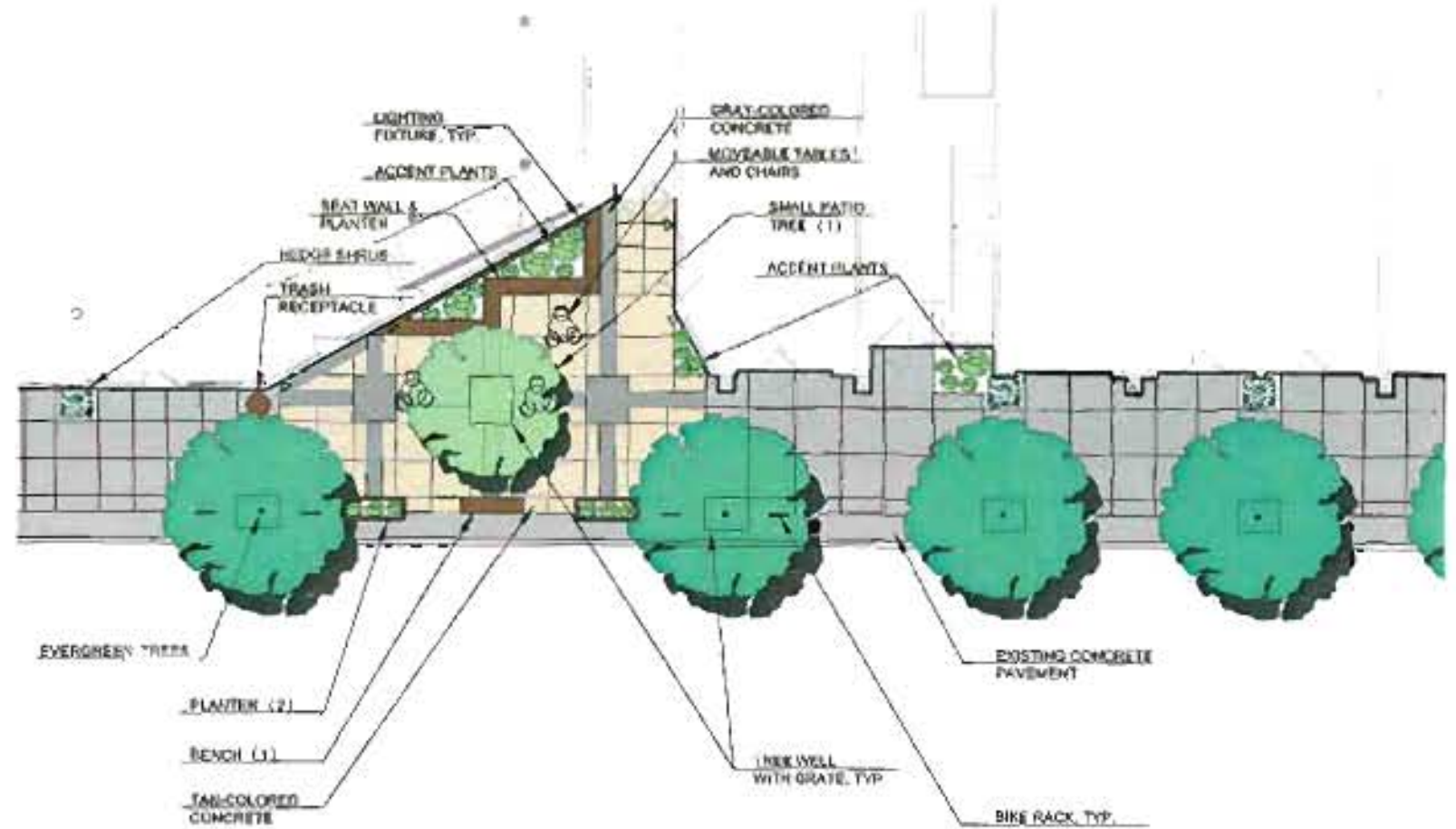
TREE GRATE



TEXTURED AND COLORED CONCRETE



SEAT WALL / PLANTER



PLANT MATERIALS



EVERGREEN TREE



SMALL PATIO TREES



ACCENT PLANTS



EVERGREEN SHRUBS

FURNISHINGS



TRASH RECEPTACLE



BIKE RACKS



BENCH SEATING



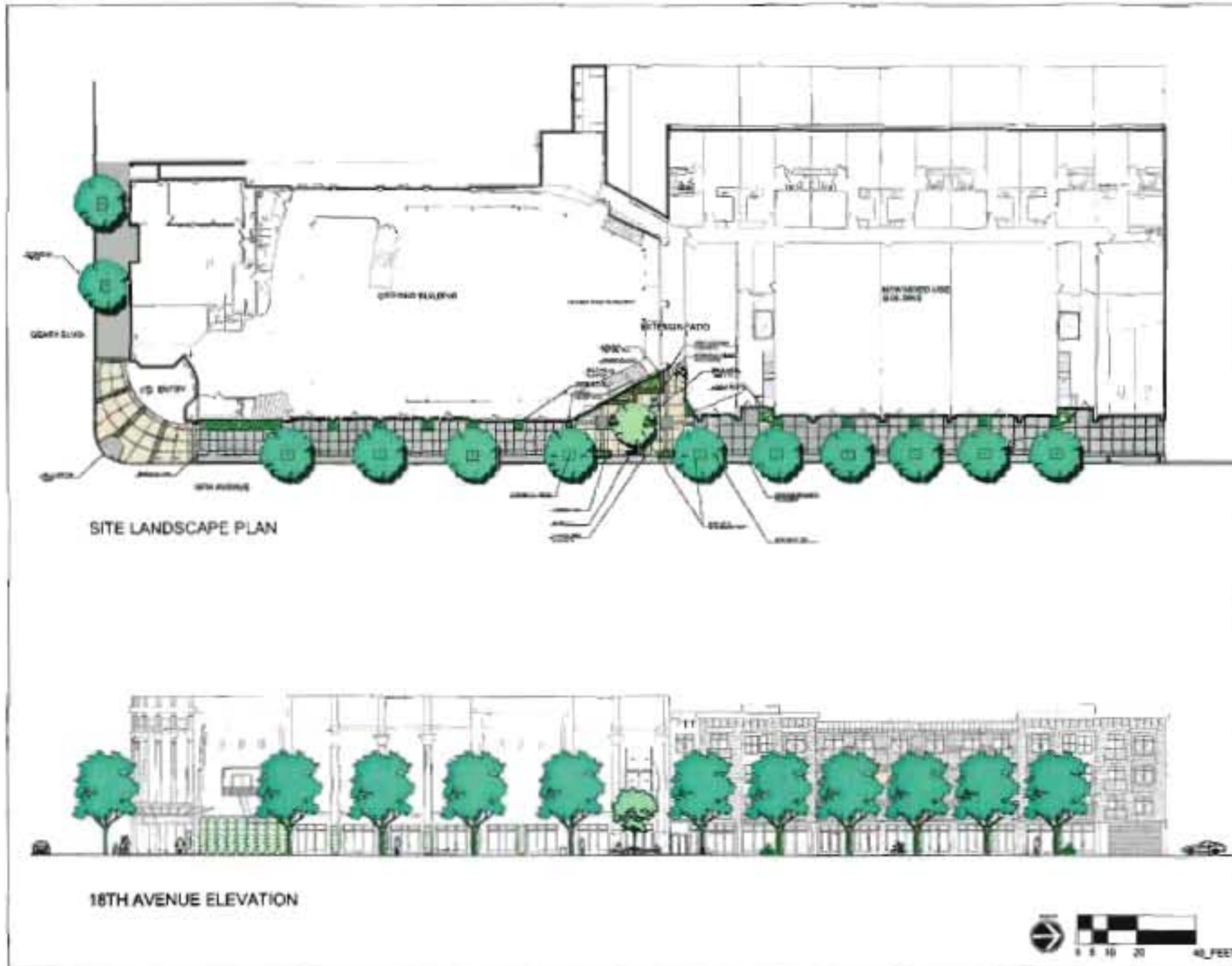
MOVABLE CHAIRS AND TABLES



PLANTERS



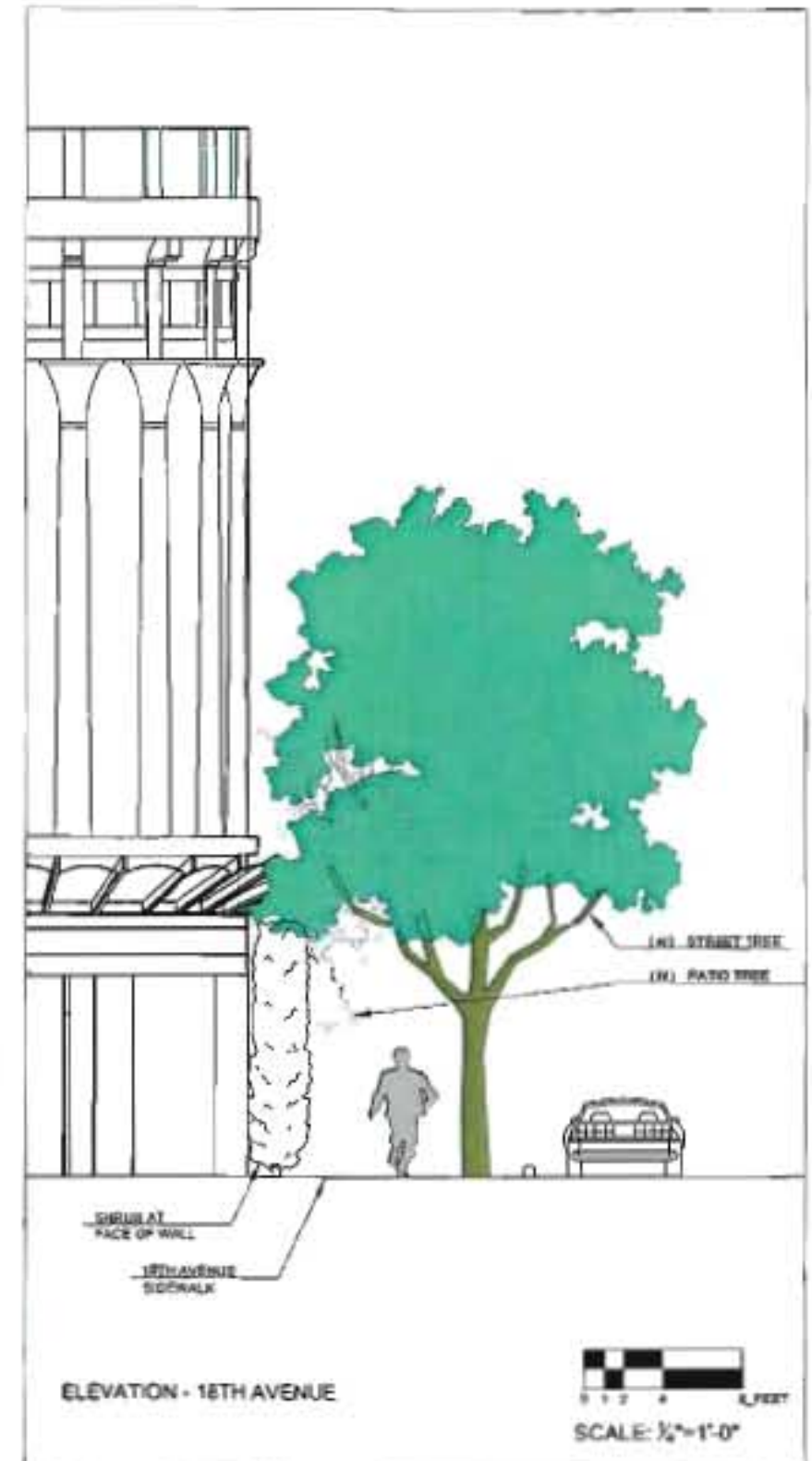
SCONCE LIGHT

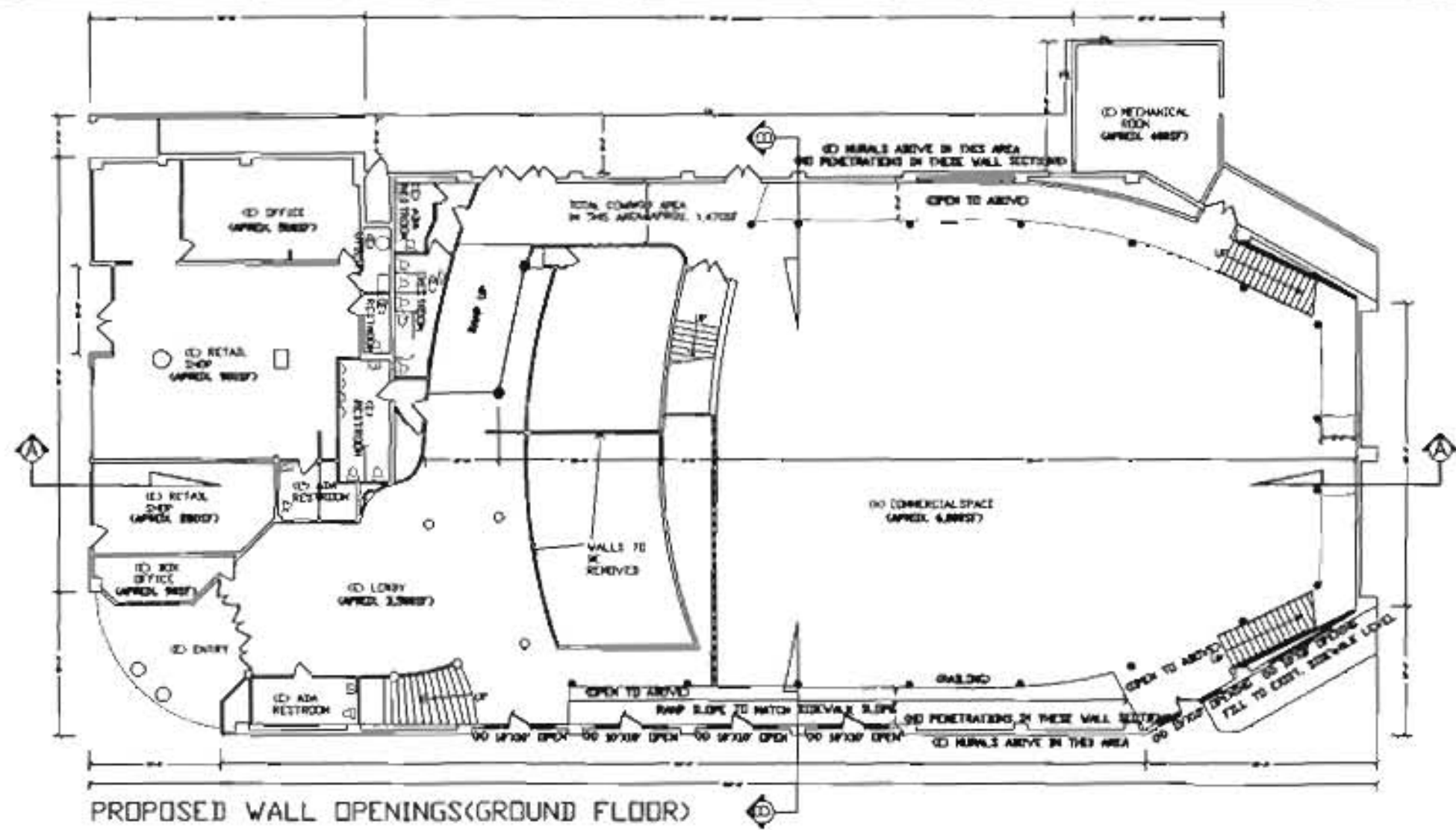


PLANTING LEGEND

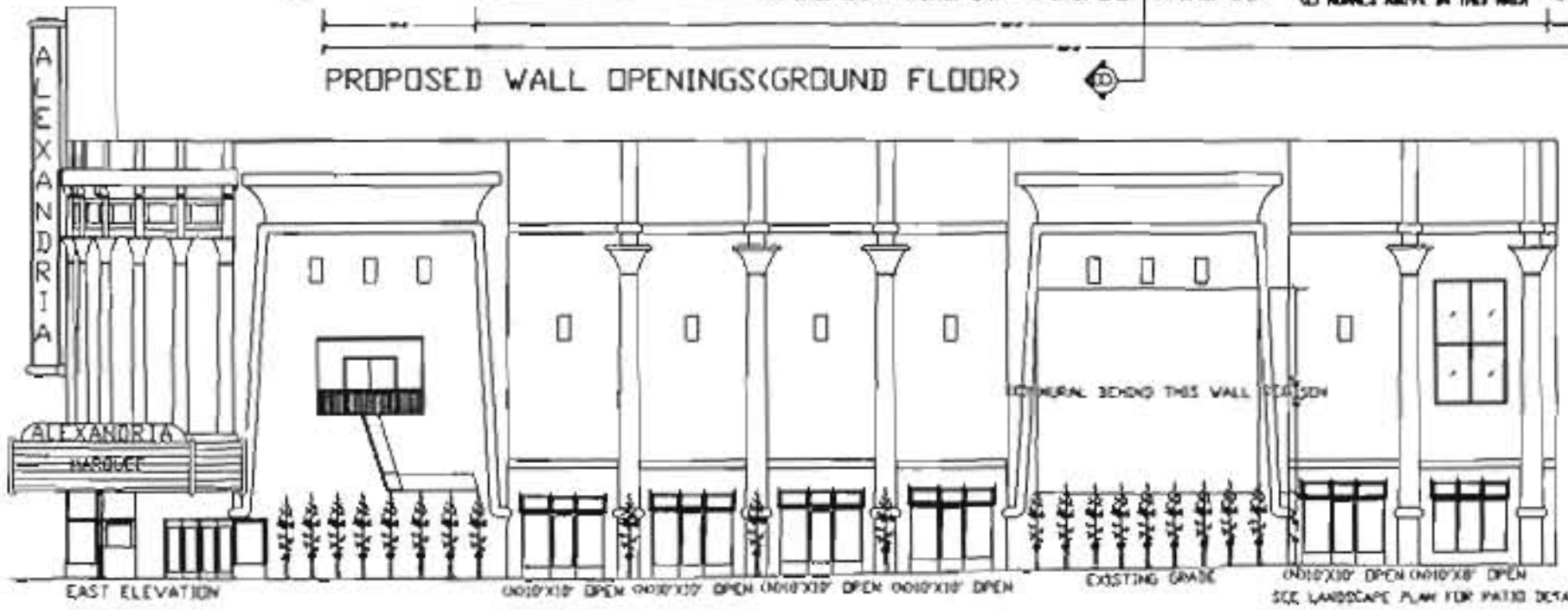
SYMBOL	PLANT TYPE	POTENTIAL NAME (PLANT OFFERING)	COMMON NAME (PLANT OFFERING)	TRD	SIZE @ 1 YEAR	SIZE @ 5 YEARS
	OVERMATURE TREE	LEUCODENDRON OCA VERTICIS	WHEATBERRY BUSH	12"	30"	40"
	SMALL MATURE TREE	ACQUILIFOLIUM PUNCTATUM	JAPANESE MAPLE	12"	12"	18"
	NEEDLE BARKED AT FACE OF WALL	PERSEA SERRATA	REDWOOD	12"	12"	18"
	ACQUILIFOLIUM	ACQUILIFOLIUM PUNCTATUM	JAPANESE MAPLE	12"	12"	18"

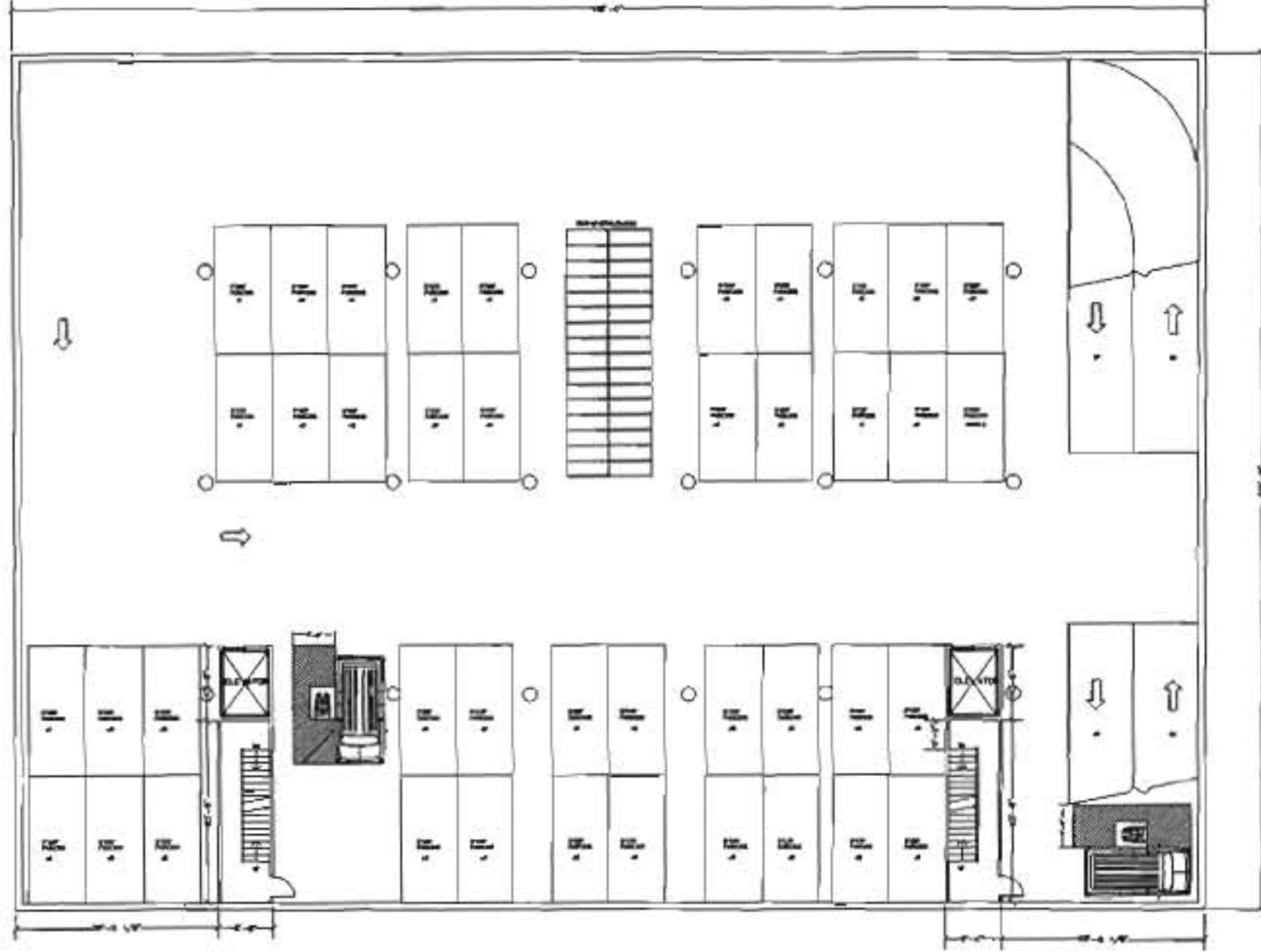






PROPOSED WALL OPENINGS (GROUND FLOOR)





REVISIONS

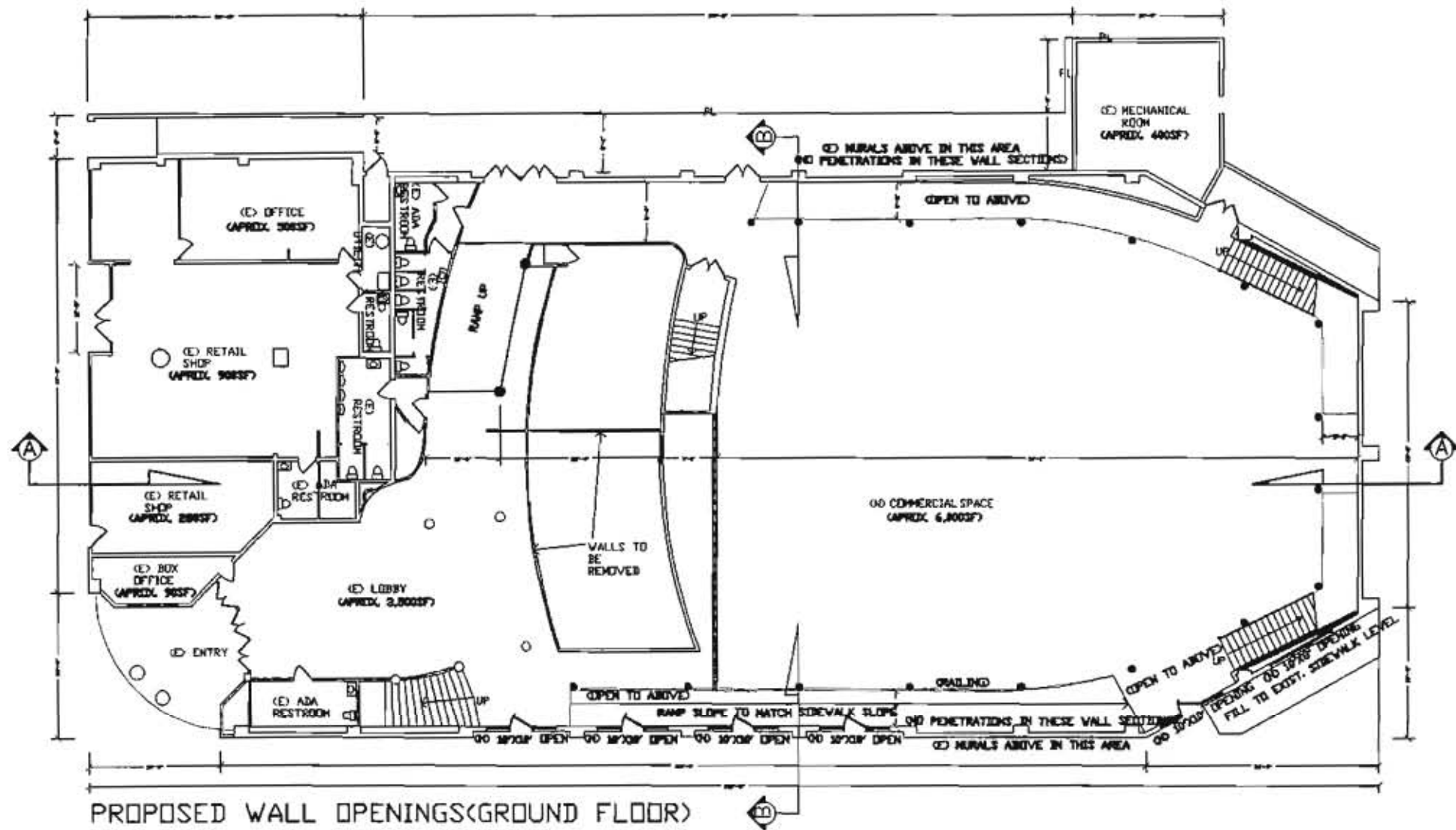
NO.	DESCRIPTION	DATE

DESIGNED BY: **ZONE DESIGN DEVELOPMENT**
 ZONE DESIGN DEVELOPMENT
 284 BCL MAIN FLYS
 SUITE 301
 WOODBRIDGE, CA 94949
 415.354.2488 (P)
 415.354.2058 (F)
 415.377.8894 (C)

PROJECT: **45 RES. UNITS / 6,500 SQ. FT. COMMERCIAL SPACE**
 359 18TH AVENUE
 SAN FRANCISCO, CA
 LOT: 008 BLOCK: 1450
 CHAN/LUY (OWNERS) 415.653.9850

DATE: 11.15.20
 SCALE: 1/8" = 1'-0"
 SHEET: 0.0
 DRAWN BY: CHAN/LUY

A5.0



PROPOSED WALL OPENINGS (GROUND FLOOR)
THEATER FIRST FLOOR

REVISIONS

NO.	DESCRIPTION

DESIGNED BY: ZONE DESIGN DEVELOPMENT
 DRAKE GARNER
 394 BEL MORN KEYS
 SUITE NO. 1
 NOVATO, CA 94949
 415.894.2489 (O)
 415.894.8000 (F)
 415.377.6694 (C)

PROJECT: 46 RES. UNITS / 6,500 SQ. FT. COMMERCIAL SPACE
 369 18TH AVENUE
 SAN FRANCISCO, CA
 LOT: 008 BLOCK: 1450
 CHAN/LUY (OWNERS) 415.695.9850

DATE: 11.15.10
 SCALE: 1/8" = 1'-0"
 NUMBER: 0.C.
 JOB NO.:
 CHAN/LUY
 REVISION NO.:



SAN FRANCISCO PLANNING DEPARTMENT

Agreement to Implement Mitigation Measure(s)

Date: November 17, 2010
Casc No. 2004.0482E
Project Title : 5400 Geary Boulevard
Project Sponsor: David Silverman, Reuben & Junius, LLP, representing
Alexandria Enterprises, LLC (415) 567-9000
Project Address: 5400 Geary Boulevard
Block/Lot: Block 1450, Lot 8
City and County: San Francisco

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

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MITIGATION MEASURE(S):

Cultural and Paleontological Resources

Mitigation Measure M-CP-1, below, has been incorporated to address potential effects on archeological resources related to construction of the proposed project. Implementation of this mitigation measure would reduce this potential effect to a less than significant level.

Mitigation Measure M-CP-1: Architectural Resources

The Planning Department identified the following character-defining features of the building to be retained and respected in order to avoid a significant adverse effect. The project sponsor shall retain a preservation architect, pursuant to Secretary of Interiors Standards of professional qualification, to implement this measure. Furthermore, the project sponsor shall also submit a detailed drawing of the project plans for review by Planning Department and Preservation Staff.

Documentation/Recordation

Before an alteration permit is issued for interior work within the Alexandria Theatre, the project sponsor shall create a catalog of all the significant interior features, including but not limited to those identified in the HREER dated February 16, 2006 and prepared by Jonathan Pearlman of Elevation Architects. The catalogue shall include photographs of the significant interior features and written descriptions to include materials, dimensions of such features (plaster ornamentation and metalwork on walls and ceiling, murals, fixtures and furnishings), and locational/positional information.

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Documentary photography shall meet the following standards:

- A. Readily Reproducible: Prints shall accompany all negatives.
- B. Durable: Photography must be archivally-processed and stored. Negatives are required on safety film only. Resin coated paper is not accepted. Color photography should also be taken but may not be substituted.
- C. Standard Sized: Sizes 4"x5", 5"x7" or 8"x10".

One copy of this catalog shall be given to the San Francisco History Center at the Main Public Library, and a second will be given to the *Planning Department*.

Floor

The recessed bowl floor was built in 1923 and altered in 1942, and is a significant feature in the development of the theater as a property type. It shall be partly preserved *in situ* by inserting a new frame floor suspended over the bowl to match with the exterior grade level.

The new floor within the main auditorium shall be set within this volume. The new floor shall not extend to the full interior width, nor be fully affixed to the exterior perimeter walls, so that from within the building a feeling of a former volume can be discerned and so that significant interior fixtures, such as murals, would not be altered, damaged, or destroyed.

The terrazzo floor connecting the sidewalk with the lobby, installed after the initial construction of the theater but during the period of significance, shall be retained.

Blade Sign and Marquee

The existing 1942 blade sign and marquee shall be preserved and restored. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials, shall not be used.

Lobby & Stair

The building's main lobby shall be maintained as it was remodeled in 1942, and the main staircase shall continue to serve the tenants of the second floor. The main interior finishes of the lobby as well as the bulk of its shape and dimensions shall be maintained.

Mezzanine

The former mezzanine shall be remodeled to contain one theater space and a lounge, café, restaurant, or other use. (The final uses are to be determined).

Exterior Openings

On the exterior, no new openings shall be incorporated along the Geary Boulevard elevation. New openings shall be opened on the secondary façade on 18th Avenue, and shall be designed similarly to the storefronts on Geary Boulevard, with plate glass storefronts and storefront transoms. The main walls above the storefront assemblies shall have a minimum of new openings not to exceed those found on the Geary Boulevard elevation. These measures would preserve the feeling of mass that is important to the Egyptian revival architecture of the building. The proposed new openings on the east side façade shall not in any way alter or damage the murals or other significant features on the inside of the auditorium space or on the exterior of the building.

The northernmost two building bays that were added to the building in 1942 and are set on a slightly angled plane from 18th Avenue can, at the option of the project sponsor, be opened to a greater degree with glass windows. However, and appropriate amount of solid-to-void ratio shall be maintained so as not to significantly alter the character of the building.

General Historic Preservation and Monitoring

Related new construction shall not destroy historic materials that characterize the property and its environment. The new work shall be differentiated from the old to protect the historic integrity of the property and shall be compatible with the massing, size, scale, and architectural details to protect the historic integrity of the property and its environment.

The project sponsor shall retain the services of a preservation architect or architectural historian who meets the Secretary of the Interior's Standards Professional Qualifications Standards to oversee the preservation and restoration of significant features of the building and to review all proposed changes to ensure that they would not denigrate or destroy significant architectural or decorative features.

Construction Measures

The project shall incorporate construction-phase measures to provide protection and avoid impacts on the historic theater, as proposed by the project sponsor. These construction measures shall include the following elements:

- a. Before the floors of the auditorium are under construction, plywood paneling shall be put in place to provide protection to the interior walls and ceiling as required.

If there is gross failure in the attempt to move historic materials, reconstruction as needed of damaged or destroyed materials shall be based on the documentation prepared as a condition of the project.

Mitigation Measure M-CP-2: Archeological Resources

Based on the reasonable potential that archeological resources may be present within the project site, the following measures shall be undertaken to avoid any potentially significant adverse effect from the proposed project on buried or submerged historical resources. The project sponsor shall retain the services of a qualified archeological consultant having expertise in California prehistoric and urban historical archeology. The archeological consultant shall undertake an archeological monitoring program. All plans and reports prepared by the consultant as specified herein shall be submitted first and directly to the ERO for review and comment, and shall be considered draft reports subject to revision until final approval by the ERO. Archeological monitoring and/or data recovery programs required by this measure could suspend construction of the project for up to a maximum of four weeks. At the direction of the ERO, the suspension of *construction* can be extended beyond four weeks only if such a suspension is the only feasible means to reduce to a less than significant level potential effects on a significant archeological resource as defined in CEQA Guidelines Sect. 15064.5 (a)(c).

Archeological monitoring program (AMP). The archeological monitoring program shall minimally include the following provisions:

- The archeological consultant, project sponsor, and ERO shall meet and consult on the scope of the AMP reasonably prior to any project-related soils disturbing activities commencing. The ERO in consultation with the project archeologist shall determine what project activities shall be archeologically monitored. In most cases, any soils disturbing activities, such as demolition, foundation removal, excavation, grading, utilities installation, foundation work, driving of piles (foundation, shoring, etc.), site remediation, etc., shall require archeological monitoring because of the potential risk these activities pose to archaeological resources and to their depositional context;
- The archeological consultant shall advise all project contractors to be on the alert for evidence of the presence of the expected resource(s), of how to identify the evidence of the expected resource(s), and of the appropriate protocol in the event of apparent discovery of an archeological resource;
- The archaeological monitor(s) shall be present on the project site according to a schedule agreed upon by the archeological consultant and the ERO until the ERO has, in consultation with the archeological consultant, determined that project construction activities could have no effects on significant archeological deposits;
- The archeological monitor shall record and be authorized to collect soil samples and artifactual/ecofactual material as warranted for analysis;

- If an intact archeological deposit is encountered, all soils disturbing activities in the vicinity of the deposit shall cease. The archeological monitor shall be empowered to temporarily redirect demolition/excavation/pile driving/construction crews and heavy equipment until the deposit is evaluated. If in the case of pile driving activity (foundation, shoring, etc.), the archeological monitor has cause to believe that the pile driving activity may affect an archeological resource, the pile driving activity shall be terminated until an appropriate evaluation of the resource has been made in consultation with the ERO. The archeological consultant shall immediately notify the ERO of the encountered archeological deposit. The archeological consultant shall, after making a reasonable effort to assess the identity, integrity, and significance of the encountered archeological deposit, present the findings of this assessment to the ERO.

If the ERO in consultation with the archeological consultant determines that a significant archeological resource is present and that the resource could be adversely affected by the proposed project, at the discretion of the project sponsor either:

- A) The proposed project shall be re-designed so as to avoid any adverse effect on the significant archeological resource; or
- B) An archeological data recovery program shall be implemented, unless the ERO determines that the archeological resource is of greater interpretive than research significance and that interpretive use of the resource is feasible.

If an archeological data recovery program is required by the ERO, the archeological data recovery program shall be conducted in accord with an archeological data recovery plan (ADRP). The project archeological consultant, project sponsor, and ERO shall meet and consult on the scope of the ADRP. The archeological consultant shall prepare a draft ADRP that shall be submitted to the ERO for review and approval. The ADRP shall identify how the proposed data recovery program will preserve the significant information the archeological resource is expected to contain. That is, the ADRP will identify what scientific/historical research questions are applicable to the expected resource, what data classes the resource is expected to possess, and how the expected data classes would address the applicable research questions. Data recovery, in general, should be limited to the portions of the historical property that could be adversely affected by the proposed project. Destructive data recovery methods shall not be applied to portions of the archeological resources if nondestructive methods are practical.

The scope of the ADRP shall include the following elements:

- *Field Methods and Procedures.* Descriptions of proposed field strategies, procedures, and operations.
- *Cataloguing and Laboratory Analysis.* Description of selected cataloguing system and artifact analysis procedures.

- *Discard and Deaccession Policy.* Description of and rationale for field and post-field discard and deaccession policies.
- *Interpretive Program.* Consideration of an on-site/off-site public interpretive program during the course of the archeological data recovery program.
- *Security Measures.* Recommended security measures to protect the archeological resource from vandalism, looting, and non-intentionally damaging activities.
- *Final Report.* Description of proposed report format and distribution of results.
- *Curation.* Description of the procedures and recommendations for the curation of any recovered data having potential research value, identification of appropriate curation facilities, and a summary of the accession policies of the curation facilities.

Human Remains, Associated or Unassociated Funerary Objects. The treatment of human remains and of associated or unassociated funerary objects discovered during any soils disturbing activity shall comply with applicable State and Federal Laws, including immediate notification of the Coroner of the City and County of San Francisco and in the event of the Coroner's determination that the human remains are Native American remains, notification of the California State Native American Heritage Commission (NAHC) who shall appoint a Most Likely Descendant (MLD) (Pub. Res. Code Sec. 5097.98). The archeological consultant, project sponsor, and MLD shall make all reasonable efforts to develop an agreement for the treatment of, with appropriate dignity, human remains and associated or unassociated funerary objects (CEQA Guidelines, Sec. 15064.5(d)). The agreement should take into consideration the appropriate excavation, removal, recordation, analysis, curation, possession, and final disposition of the human remains and associated or unassociated funerary objects.

Final Archeological Resources Report. The archeological consultant shall submit a Draft Final Archeological Resources Report (FARR) to the ERO that evaluates the historical significance of any discovered archeological resource and describes the archeological and historical research methods employed in the archeological testing/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 draft 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.

Noise

Mitigation Measure M-NO-3, below, has been incorporated to address potential noise effects related to construction of the proposed project. Implementation of this mitigation measure would reduce this potential effect to a less than significant level.

Mitigation Measure M-NO-3: Construction Noise

If pile-driving is required, the project sponsor shall require its construction contractor to use noise-reducing pile driving techniques, if nearby structures are subject to pile driving noise and vibration. These techniques include pre-drilling pile holes (if feasible, based on soils) to the maximum feasible depth, installing intake and exhaust mufflers on pile driving equipment, vibrating piles into place when feasible, and installing shrouds around the pile driving hammer where feasible.

The project sponsor shall require project construction contractor(s) to pre-drill holes to the maximum depth feasible on the basis of soil conditions. Contractors shall be required to use construction equipment with state-of-the-art noise shielding and muffling devices.

Hydrology and Water Quality

Mitigation Measure M-HY-4: Water

- a. In the event that dewatering becomes necessary, the project sponsor shall follow the recommendations of the geotechnical engineer or environmental remediation consultant, in consultation with the Bureau of Environmental Regulation and Management of the Department of Public Works, regarding treatment, if any, of pumped groundwater prior to discharge to the combined sewer system.


In the event that dewatering becomes necessary, groundwater pumped from the site shall be retained in a holding tank to allow suspended particles to settle, if this were found to be necessary by the Bureau of Environmental Regulation and Management of the Department of Public Works to reduce the amount of sediment entering the combined sewer system.

- b. The project sponsor shall require the general contractor to install and maintain sediment traps in local storm water intakes during construction to reduce the amount of sediment entering the combined sewer system, if this were found to be necessary by the Bureau of Environmental Regulation and Management of the Department of Public Works.

Agreement to Implement Mitigation Measures
November 17, 2010

2004.0482E
5400 Geary Boulevard

I agree to implement the above mitigation measure(s) as a condition of project approval.



Project Sponsor Signature
Ren Jue

11-10-2010
Date