



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Conditional Use

HEARING DATE: MARCH 4, 2010

Date: February 26, 2010
Case No.: **2008.1072C**
Project Address: **1111 California Street**
Zoning: RM-4 (Residential Mixed, High Density) District
65-A Height and Bulk District
Nob Hill Special Use District
Block/Lot: 0253/020
Project Sponsor: Allan Casalou
1111 California Street
San Francisco, CA 94108
Staff Contact: Kevin Guy – (415) 558-6163
kevin.guy@sfgov.org
Recommendation: Approval with Conditions

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PROJECT DESCRIPTION

The proposal is to modify the configuration of the auditorium within the Masonic Center, add new food and beverage service, and change the existing non-conforming entertainment use of the Center to an "Other Entertainment" use through Conditional Use authorization. The existing fixed seats would be removed from the main floor of the auditorium to provide a flexible range of audience configurations, including general admission events (with no seating), "cabaret seating" (with tables and chairs), and temporary seating. These modifications would increase the maximum capacity of the auditorium from 3,282 persons to 3,500 persons during general admission events. The existing fixed seats in the balcony would be retained. A total of eight concession areas serving food and/or beverages would be situated throughout the Center. In addition, the existing catering kitchen at the ground floor would be upgraded to a full commercial kitchen to allow for on-site food preparation. The project also proposes to modify from the existing "thrust" stage configuration to a rectangular configuration, and to install an upgraded sound and lighting system. The renovated Center would be structured to host a variety of events, including concerts, banquets, ceremonies, exhibitions, and meetings. The project would not alter the exterior of the Center.

SITE DESCRIPTION AND PRESENT USE

The project site is located on the south side of California Street between Jones and Taylor Streets, Block 0253, Lot 020. The subject property is located within the RM-4 (Residential Mixed, High Density) District, the 65-A Height and Bulk District, and the Nob Hill Special Use District. The site gently slopes along the California Street frontage, but is steeply sloped along the Taylor Street frontage. The property measures 49,841 square feet, including a 25-foot wide flag portion fronting on Pine Street. This flag portion provides access to a loading area, and secondary access to the parking garage.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The project site is located within the Nob Hill neighborhood, an area characterized by a mix of hotel, institutional, and high-density residential uses. Neighborhood-serving commercial uses are scattered at various corners throughout the neighborhood, as well as along commercial strips on Polk Street, Pacific Avenue, and the Chinatown neighborhood to the east. Several prominent institutional uses (including the Grace Cathedral and the Pacific Union Club) and hotels (the Fairmont and the Mark Hopkins Intercontinental) are clustered in the immediate vicinity on California Street between Mason and Jones Streets.

The scale of existing buildings varies greatly in the vicinity of the project site. Taller buildings, some exceeding twelve stories in height, are clustered near the crest of Nob Hill. This cluster accentuates and exaggerates the underlying topography, creating a recognizable orientation point within the skyline of the City. Buildings are generally lower to the in the downslope areas, averaging four to five stories in height. The building immediately to the west is a 16-story residential tower, while the remainder of the block to the south is comprised of lower-scale residential uses.

ENVIRONMENTAL REVIEW

The project is categorically exempt pursuant to the California Environmental Quality Act (CEQA), Section 15301 (Class 1, Minor Alteration to an Existing Use) and Section 15332 (Class 32, Infill Development Project).

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	February 12, 2010	January 22, 2010	41 days
Posted Notice	20 days	February 12, 2010	January 21, 2010	42 days
Mailed Notice	10 days	February 22, 2010	January 21, 2010	42 days

PUBLIC COMMENT

Staff has received a large number of communications regarding the project. A significant number of individuals, neighborhood organizations, and business owners in the area have expressed concerns over the traffic, noise (from patron activity and loading operations), parking impacts (from patrons, tour buses, and equipment trucks), and crime, vandalism, and public drunkenness from lingering patrons. Staff has also received letters in support of the project, primarily from event promoters and civic organizations. These organizations stress the importance of the Center for promoting the entertainment and cultural life of the City, as well as a venue for civic functions (such as graduation and naturalization ceremonies).

ISSUES AND OTHER CONSIDERATIONS

- The existing Center was operated as a permitted use until 1978, when the subject property was rezoned to the RM-4 Zoning District. The RM-4 District does not permit entertainment and assembly uses, therefore, the Center became non-conforming with this rezoning. The types of

entertainment and assembly activities that occur within the Center meet the definition of an Other Entertainment use described in Section 790.38. Section 182(b)(1) permits a non-conforming use within a Residential District to change to another use which is permitted as a Conditional Use in an NC-1 District and in an Individual Area Neighborhood Commercial District ("NCD") within one-quarter of a mile, through the Conditional Use authorization process. The Project Site is located within one-quarter of a mile of the Polk Street NCD.

An Other Entertainment use is permitted as a Conditional Use within the NC-1 District (Section 710.48) and the Polk Street NCD (Section 723.48). The Project Sponsor is requesting Conditional Use authorization to change the existing non-conforming use of the Center to an Other Entertainment use, pursuant to Section 182(b)(1). In addition, the Project Sponsor is requesting Conditional Use authorization for eating and drinking uses within the Nob Hill SUD, pursuant to Section 238(d), to allow the eight food and beverage concession stations proposed for the Center.

- The Masonic Center has hosted a variety of events since 1958, largely without substantial operational conditions, other than those imposed by the Planning Code and other applicable regulations. The proposed project would result in a relatively minor increase in the capacity of the venue, but would add new food and beverage concessions (including alcohol sales). The Center is also expected to host more frequent events than in the past, including nighttime entertainment events (such as concerts), with some patrons attending on a general admission basis.

These changes in the operating parameters of the Center have the potential to cause a number of substantial impacts to the surrounding area. Accordingly, extensive conditions of approval have been added to the draft motion to limit the number of evening events and operating hours, promote safety and security, address parking and traffic control, set parameters for loading operations, limit hours for serving alcoholic beverages, and establish a program to monitor and enforce these conditions.

REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant Conditional Use authorization to change the existing nonconforming use to an "Other Entertainment" use (pursuant to Planning Code Sections 182(b)(1) and 723.48) and to allow eating and drinking uses within the Nob Hill SUD (pursuant to Planning Code Section 238(d)).

BASIS FOR RECOMMENDATION

- *The project would allow the continued operation of the Masonic Center as a venue of regional cultural, entertainment, and civic importance.*
- *Extensive conditions of approval have been included with the draft permit to minimize impacts of the venue to the surrounding neighborhood.*
- *On balance, the conditions of approval will allow the venue to continue operating in a manner that is desirable for the community and the City as a whole, and is compatible with the area.*

RECOMMENDATION: *Approval with Conditions*

Attachments:

- Block Book Map
- Sanborn Map
- Aerial Photograph
- Zoning Map
- Categorical Exemption
- Project Sponsor's Submittal Package

Attachment Checklist

- Executive Summary
- Draft Motion
- Zoning District Map
- Parcel Map
- Sanborn Map
- Aerial Photo
- Site Photos

- Project sponsor submittal
- Drawings: Existing Conditions
- Check for legibility
- Drawings: Proposed Project
- Check for legibility

Exhibits above marked with an "X" are included in this packet

Planner's Initials

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SAN FRANCISCO PLANNING DEPARTMENT

Subject to: (Select only if applicable)

- | | |
|--|--|
| <input type="checkbox"/> Inclusionary Housing (Sec. 315) | <input type="checkbox"/> First Source Hiring (Admin. Code) |
| <input type="checkbox"/> Jobs Housing Linkage Program (Sec. 313) | <input type="checkbox"/> Child Care Requirement (Sec. 314) |
| <input type="checkbox"/> Downtown Park Fee (Sec. 139) | <input type="checkbox"/> Other |

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Planning Commission Motion No. XXXXX

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Recommendation: Approval with Conditions

ADOPTING FINDINGS RELATED TO THE APPROVAL OF A CONDITIONAL USE AUTHORIZATION TO CHANGE THE EXISTING NON-CONFORMING ENTERTAINMENT USE OF THE "NOB HILL MASONIC CENTER" TO "OTHER ENTERTAINMENT" PURSUANT TO PLANNING CODE SECTIONS 182(B)(1) AND 723.48, AND TO ADD PERMANENT FOOD AND BEVERAGE SERVICE FOR PATRONS OF ENTERTAINMENT AND ASSEMBLY EVENTS, PURSUANT TO PLANNING CODE SECTION 238(D), ON A PROPERTY WITHIN THE RM-4 (RESIDENTIAL MIXED, MEDIUM DENSITY) DISTRICT, THE 65-A HEIGHT AND BULK DISTRICT, AND THE NOB HILL SPECIAL USE DISTRICT.

RECITALS

1. On September 10, 2008, Steven Vettel, acting on behalf of Allan Casalou, ("Project Sponsor", representing the California Masonic Memorial Temple), submitted a request with the City and County of San Francisco Planning Department ("Department") for a Conditional Use authorization (Case No. 2008.1072C) to add eating and drinking uses at the Nob Hill Masonic Center ("Center") located at 1111 California Street ("Project Site"), within the RM-4 Zoning District and the Nob Hill Special Use District ("SUD"), pursuant to Planning Code Section ("Section") 238(d).
2. On November 5, 2008, Ilene Dick, acting on behalf of the Project Sponsor submitted a request with the Department for Environmental Evaluation of the addition of eating and drinking uses at the

Center (Case No. 2008.1072E). The addition of food and beverage service is exempt from the California Environmental Quality Act ("CEQA") as a Class 1 categorical exemption (Minor Alteration of an Existing Use).

3. On March 10, 2009, Ilene Dick, acting on behalf of the Project Sponsor submitted a request with the Department for Environmental Evaluation of the removal of existing fixed seating within the auditorium of the Center, resulting in an increase of the maximum capacity of the auditorium from 3,282 persons to 3,500 persons (Case No. 2009.0183E). On February 18, 2010, the increase in the capacity of the auditorium was determined to be exempt from CEQA as a Class 32 Categorical Exemption (Infill Development Project) under CEQA, as described in the determination contained in the Planning Department files for this case.
4. On September 28, 2009, Steven Vettel, acting on behalf of the Project Sponsor, submitted an amendment to the Conditional Use authorization request (Case No. 2008.1072C), to change the existing non-conforming entertainment use of the "Nob Hill Masonic Center" to "Other Entertainment" pursuant to Sections 182(b)(1) and 723.48. This amendment also proposed to remove some of the existing fixed seating within the auditorium of the Center, resulting in an increase of the maximum capacity of the auditorium from 3,282 persons to approximately 3,500 persons. The amended Conditional Use authorization request includes the initial proposal to add eating and drinking uses at the Center, pursuant to Planning Code Section ("Section") 238(d) (collectively, "Project").
5. On March 4, 2010, the Planning Commission ("Commission") conducted a duly noticed public hearing at a regularly scheduled meeting on Conditional Use Application No. 2008.1072C, at which time the Commission reviewed and discussed the findings for approval prepared for its review by Department staff.
6. The Commission has reviewed and considered reports, studies, plans and other documents pertaining to the Project.
7. The Commission has heard and considered the testimony presented at the public hearing and has further considered the written materials and oral testimony presented on behalf of the Project Sponsor, Department staff, and other interested parties.

MOVED, that the Commission hereby grants the approval requested in Application No. 2008.1072C, as modified herein, subject to the conditions contained in Exhibit A, attached hereto and incorporated herein by reference, based on the following findings

FINDINGS

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

1. The above recitals are accurate and constitute findings of this Commission.
2. **Project Description.** The proposal is to modify the configuration of the auditorium within the Center, add food and beverage service, and change the existing non-conforming entertainment

use of the Center to an "Other Entertainment" use through Conditional Use authorization. The existing fixed seats would be removed from the main floor of the auditorium to provide a flexible range of audience configurations, including general admission events (with no seating), "cabaret seating" (with tables and chairs), and temporary seating. These modifications would which would increase the maximum capacity of the auditorium from 3,282 persons to 3,500 persons during general admission events. The existing fixed seats in the balcony would be retained. A total of eight concession areas serving food and/or beverages would be situated throughout the Center. In addition, the existing catering kitchen at the ground floor would be upgraded to a full commercial kitchen to allow for on-site food preparation. The project also proposes to modify from the existing "thrust" stage configuration to a rectangular configuration, and to install an upgraded sound and lighting system. The renovated Center would be structured to host a variety of events, including concerts, banquets, ceremonies, exhibitions, and meetings. The project would not alter the exterior of the Center.

3. **Site Description and Present Use.** The Project Site is located on the south side of California Street between Jones and Taylor Streets, Block 0253, Lot 020. The subject property is located within the RM-4 (Residential Mixed, High Density) District, the 65-A Height and Bulk District, and the Nob Hill Special Use District. The Project Site gently slopes along the California Street frontage, but is steeply sloped along the Taylor Street frontage. The property measures 49,841 square feet, including a 25-foot wide flag portion fronting on Pine Street. This flag portion provides access to a loading area, and secondary access to the parking garage.
4. **Surrounding Properties and Neighborhood.** The Project Site is located within the Nob Hill neighborhood, an area characterized by a mix of hotel, institutional, and high-density residential uses. Neighborhood-serving commercial uses are scattered at various corners throughout the neighborhood, as well as along commercial strips on Polk Street, Pacific Avenue, and the Chinatown neighborhood to the east. Several prominent institutional uses (including the Grace Cathedral and the Pacific Union Club) and hotels (the Fairmont and the Mark Hopkins Intercontinental) are clustered in the immediate vicinity on California Street between Mason and Jones Streets.

The scale of existing buildings varies greatly in the vicinity of the Project Site. Taller buildings, some exceeding twelve stories in height, are clustered near the crest of Nob Hill. This cluster accentuates and exaggerates the underlying topography, creating a recognizable orientation point within the skyline of the City. Buildings are generally lower to the in the downslope areas, averaging four to five stories in height. The building immediately to the west is a 16-story residential tower, while the remainder of the block to the south is comprised of lower-scale residential uses.

5. **Environmental Review.** The project is categorically exempt pursuant to the California Environmental Quality Act (CEQA), Section 15301 (Class 1, Minor Alteration to an Existing Use) and Section 15332 (Class 32, Infill Development Project).
6. **Public Comment.** Staff has received a large number of communications regarding the project. A significant number of individuals, neighborhood organizations, and business owners in the area

have expressed concerns over the traffic, noise (from patron activity and loading operations), parking impacts (from patrons, tour buses, and equipment trucks), and crime, vandalism, and public drunkenness from lingering patrons. Staff has also received letters in support of the project, primarily from event promoters and civic organizations. These organizations stress the importance of the Center for promoting the entertainment and cultural life of the City, as well as a venue for civic functions (such as graduation and naturalization ceremonies).

7. **Planning Code Compliance:** The Commission finds that the project is consistent with the relevant provisions of the Planning Code in the following manner:

- A. **Uses.** Section 182(b)(1) permits a non-conforming use within a Residential District to change to another use which is permitted as a Conditional Use in an NC-1 District and in an Individual Area Neighborhood Commercial District ("NCD") within one-quarter of a mile, through the Conditional Use authorization process. Section 238(d) permits eating and drinking uses (except large fast-food restaurants) within the Nob Hill SUD, through the Conditional Use authorization process.

The existing Center was operated as a permitted use until 1978, when the subject property was rezoned to the RM-4 Zoning District. The RM-4 District does not permit entertainment and assembly uses, therefore, the Center became non-conforming with this rezoning. The types of entertainment and assembly activities that occur within the Center meet the definition of an Other Entertainment use described in Section 790.38. The Project Site is located within one-quarter of a mile of the Polk Street NCD. An Other Entertainment use is permitted as a Conditional Use within the NC-1 District (Section 710.48) and the Polk Street NCD (Section 723.48). The Project Sponsor is requesting Conditional Use authorization to change the existing non-conforming use of the Center to an Other Entertainment use, pursuant to Section 182(b)(1). In addition, the Project Sponsor is requesting Conditional Use authorization for eating and drinking uses, pursuant to Section 238(d), to allow the eight food and beverage concession stations proposed for the Center.

- B. **Off-Street Parking.** Section 151 theater or auditorium uses to provide one parking space for every eight seats up to 1,000 seats, plus one space for each ten seats in excess of 1,000.

The removal of fixed seats in the lower level of the auditorium would result in a maximum event capacity of 3,500 patrons during general admission events. Although the off-street parking requirements of Section 151 are based on the number of "seats", the intent is to calculate the required number of spaces based on the capacity of the venue. Applying the same parking ratio to the number of patrons, the project would be required to provide 375 off-street parking spaces.

The existing Masonic Center garage contains 565 parking spaces. However, 205 of these spaces are currently leased to monthly leaseholders. Therefore, only 360 spaces are available for use by the general public. Under the present arrangement, the Project would fall short of the required off-street parking by 15 spaces. A condition of approval has been added requiring that the project provide off-street parking spaces in perpetuity for the use of patrons of the Center, pursuant to the calculations of Planning Code Section 151. This calculation would require a minimum of 375 parking spaces,

therefore, the Center would therefore need to cancel approximately 15 of the monthly leases for parking spaces to meet the requirements of the Planning Code and the cited condition of approval.

- C. **Loading.** Section 152 requires off-street freight loading for uses above a certain size. An Other Entertainment use that measures between 100,001 to 200,000 square feet of gross floor area would be required to provide one off-street loading space.

The gross floor area of the Center measures approximately 113,300 square feet of gross floor area. An existing loading dock is accessed via Pine Street and measures approximately 35 feet in length by 10 feet in width. This loading space fails to meet several aspects of the Planning Code as follows:

1) Enclosure: Pursuant to Section 155(p), a loading area within 50 feet of an "R" District shall be completely enclosed within a building if the area is used in regular night operation. Given the nature of the proposed Other Entertainment use, it is expected that this loading dock would be used at night. The dock is unenclosed and is located within an "R" District, and therefore fails to meet the enclosure requirement of the Planning Code.

2) Dual-Use of Loading Dock: According to the Project Sponsor, the loading dock area also partially serves as a secondary driveway for vehicles to access the Masonic Center parking garage.

Because the existing loading dock does not comply with these aspects of the Planning Code, the Center is considered to be a "noncomplying structure" as defined by Section 180(a)(2). The Planning Code calculates loading requirements based on the gross floor area of a structure. Because the proposed changes to the interior configuration of the Center will not increase the overall gross floor area of the structure, the Project is not considered an intensification that would increase the number of required loading spaces pursuant to the Planning Code.

- D. **Hours of Operation.** Section 182(b)(1) permits a non-conforming use within a Residential District to change to another use which is permitted as a Conditional Use in an Individual Area NCD with one-quarter of a mile, through the Conditional Use authorization process. The Project Site is located within one-quarter of a mile of the Polk Street NCD. Section 182(b)(1) requires that such uses comply with the use limitations of the Individual Area NCD, including hours of operation. The Polk Street NCD requires Conditional Use authorization to operate between the hours of 2:00AM and 6:00AM.

Conditions of approval have been added requiring that all weeknight events end by 11:00PM, and all weekend events end by 11:30PM. In addition, these conditions would allow the Project Sponsor to seek authorization from the San Francisco Police Department, the Planning Department, and the Entertainment Commission for up to five events per year that extend until 2:00AM.

8. **Planning Code Section 303(c)** establishes criteria for the Planning Commission to consider when reviewing applications for Conditional Use Authorization. On balance, the Project does comply with said criteria in that:

- A. The proposed use or feature, at the size and intensity contemplated and at the proposed location, will provide a development that is necessary or desirable for, and compatible with, the neighborhood or the community.

The Center is a venue of regional cultural, entertainment, and civic importance that has hosted a wide variety of events since 1958. In addition to activities associated with the Freemasons, these events include music, comedy, and cultural performances, civic events (such as graduations and naturalization ceremonies), exhibitions, and corporate meetings. However, the operation of a venue with Citywide and regional significance, has the potential to cause a number of substantial impacts to the surrounding area.

The Center has operated since the 1950's without substantial operational conditions, other than those imposed by the Planning Code and other applicable regulations. While the Project would result in a relatively minor increase in the capacity of the venue, the Project would add new food and beverage concessions (including alcohol sales). The Project Sponsor has also indicated that the venue would host more frequent events, including nighttime entertainment events (such as concerts), with some patrons attending on a general admission basis. These changes in the operating parameters of the Center necessitate the imposition of conditions of approval that will allow the Center to continue operating as a important entertainment, cultural, and civic venue while minimizing impacts to the surrounding neighborhood. Conditions have been added that limit the number of evening events and operating hours, promote safety and security, address parking and traffic control, set parameters for loading operations, limit hours for serving alcoholic beverages, and establish a program to monitor and enforce these conditions. On balance, these conditions will allow the venue to continue operating in a manner that is desirable for the community and the City as a whole, and is compatible with the area.

- B. The proposed use or feature will not be detrimental to the health, safety, convenience, or general welfare of persons residing or working in the vicinity, or injurious to property, improvements, or potential development in the vicinity, with respect to aspects including, but not limited to the following:

- i. Nature of proposed site, including its size and shape, and the proposed size, shape and arrangement of structures;

While the Project would increase the frequency of events and slightly increase the capacity of the venue, the size and shape of the site and the size, shape, and arrangement of the building would not change. With the imposition of the conditions of approval for the Project, the site and the building are adequate for the proposed use.

- ii. The accessibility and traffic patterns for persons and vehicles, the type and volume of such traffic, and the adequacy of proposed off-street parking and loading, including provision of car-share parking spaces, as defined in Section 166 of this Code;

The Transportation Study for the Project estimates that an event attended by 3,500 patrons would require approximately 520 parking spaces within the vicinity of the project. The amount of parking provided pursuant to the Planning Code would fall short of meeting this demand by

approximately 145 parking spaces. The Grace Cathedral garage and the Crocker garage are each located within one-half block of the Project Site and offer a total of 330 parking spaces. These garages could therefore accommodate parking needs which are not met within the Masonic Center garage. The Project Sponsor proposes to offer fixed-priced parking for larger events, with parking that can be pre-purchased at the time that the patron orders tickets for an event.

The area is moderately well-served by transit, with four MUNI lines (1 - California, 27 - Bryant, and the California and Powell-Hyde Cable Car lines) available within two blocks of the Project Site. The Transportation Study estimates that approximately 64% of patrons would arrive to the event by a mode other than private vehicles (transit, taxi, walking, or bicycling).

The Transportation Study for the project concludes that the size, configuration, and accessibility of the loading dock make it unsuitable for larger trucks needed to deliver stage equipment and other large items. In addition, there is no direct freight elevator connection between this loading dock and the auditorium, complicating the use of this dock for delivery of stage equipment. However, the conditions of approval require that all deliveries associated with the kitchen (food, beverages, catering supplies, etc.) will be made from the loading dock. The maximum loading demand for these types of deliveries would be approximately five deliveries per day.

The Transportation Study estimates that concert events typically require one or two large trucks to deliver stage equipment. Some events do not require any large trucks for such equipment deliveries. As part of the Project, permanent sound and lighting equipment will be upgraded in the auditorium, which should reduce the amount of ancillary equipment that will need to be delivered for use during individual performances. While the number of delivery trucks per event is expected to be reduced, the frequency of events will increase compared to existing conditions. The Center currently hosts an average of 47 evening events annually, however, the conditions of this approval will allow a maximum of up to 95 live-entertainment evening events annually, as well as 20 evening events that do not involve live entertainment.

Because the Pine Street loading dock is unsuitable for use by the large delivery vehicles, such loading is proposed to occur from the curbside parking on California Street. The Planning Code does not specifically regulate curbside parking, however, several operational conditions of approval have been added to help minimize impacts related to this curbside loading activity. Specifically, the Project Sponsor must seek approval from the San Francisco Municipal Transportation Agency (SFMTA) to designate a "white" zone on the south side of California Street, extending from the Masonic Center garage entrance approximately 185 feet to the west. This zone would serve multiple purposes, as enumerated and restricted by the conditions of approval, and as summarized below:

- 1) Large trucks would park within this zone during the transfer of stage equipment and other materials for events. After the unloading activities conclude, the delivery trucks would be stored off site for the duration of the event. The trucks would return to load the materials at the end of the event, and would not be parked overnight on California Street. All loading activities must be completed within 90 minutes after the conclusion of an event.*

2) Performer buses may park within this zone beginning at to 1.5 hours prior to the beginning of an event, and may remain within the zone during the duration of the event. No more than two performer buses may park within this zone at any time, and no performer buses shall be permitted to park within this zone overnight. The Project Sponsor shall be required to install shore power (following receipts of all necessary approvals) to provide electrical power to these performer buses and avoid the use of engines or generators. The sponsor must also research the viability of utilizing off-street parking facilities in the vicinity to park performer buses during events.

3) The remainder of the zone (not occupied by performer buses or delivery trucks) is intended for passenger drop-off, taxi loading, and queuing for vehicles entering the Masonic Center garage.

- iii. The safeguards afforded to prevent noxious or offensive emissions such as noise, glare, dust and odor;

All events scheduled for the Center would occur within the interior of the building. Therefore, all noise directly resulting from events such as concerts is attenuated and is not perceptible outside of the building. The majority of pedestrian queuing for events would occur within the interior of the building, in the main lobby area, reducing conversational noise from waiting patrons. Shore power will be installed adjacent to street parking spaces that will accommodate performer bus parking, so that engines or generators will not need to run continuously to power accessories within these parked vehicles. The Project would upgrade the existing sound and lighting equipment within the auditorium, reducing noise associated with outside deliveries of such equipment for each event. Rubber or vinyl mats and curb and ramp transition strips would be placed to reduce the noise generated by loading activities requiring dollies or other rolling conveyances. The project proposes no exterior changes to the Center, therefore, the Project is not expected to generate new dust or glare.

- iv. Treatment given, as appropriate, to such aspects as landscaping, screening, open spaces, parking and loading areas, service areas, lighting and signs;

The Project Site is completely built-out and no changes are proposed to the exterior with regards to landscaping, open spaces, lighting, or signs. Conditions of approval have been added to ensure that the parking, loading, and other functions associated with the events at the Center operate in a manner that minimizes impacts to the surrounding neighborhood. These conditions are discussed further under item 8(B)(ii) above.

- C. That the use as proposed will comply with the applicable provisions of the Planning Code and will not adversely affect the General Plan.

The Project complies with the applicable requirements of the Planning Code, and will not adversely affect the policies of the General Plan as discussed under Item #9 below.

- D. That the use as proposed would provide development that is in conformity with the purpose of the applicable Neighborhood Commercial District.

Section 182(b)(1) permits a non-conforming use within a Residential District to change to another use which is permitted as a Conditional Use in an NC-1 District and in an Individual Area Neighborhood Commercial District ("NCD") with one-quarter of a mile. The Project Site is located within one-quarter mile of the Polk Street NCD, which allows "Other Entertainment" uses through the Conditional Use authorization process. The Polk Street NCD providing convenience and specialty goods, services, and entertainment activities to residents in the Polk Gulch, Nob Hill, Russian Hill, and Pacific Heights areas. The NCD is further described in Section 723.1, which states that commercial uses are generally located on the ground floor of buildings. The regulations of Section 723 are intended to, "...limit new eating, drinking, and other entertainment...uses, which can produce parking congestion, noise, and other nuisances or displace other types of local-serving convenience goods and services."

The Polk Street NCD does not expressly prohibit entertainment uses, but instead requires Conditional Use authorization to allow such venues that can be located and operated properly without detracting from residential livability. The Project would not displace any local-serving convenience uses, and would allow the continued operation of the existing venue. Extensive conditions of approval have been added to address the impacts to the surrounding neighborhood that could result from the continued operation and intensification of the Center, including limitations on the number of nighttime events that are allowed annually.

- E. With respect to applications filed pursuant to Article 7, Section 703.2(a), zoning categories .46, .47, and .48, that such use or feature will:

- i. Not be open between 2:00AM and 6:00AM.;

The conditions of approval do not allow the Center to host events between the hours of 2:00AM and 6:00AM.

- ii. Not use electronic amplification between midnight and six a.m.;

The majority of events, including those utilizing electronic amplification, would end by 11:00PM on weeknights and 11:30PM on weekend. Pursuant to the conditions of approval, the Project Sponsor may seek authorization from the San Francisco Police Department, the Planning Department, and the Entertainment Commission for up to five events per year that extend until 2:00AM. However, all events scheduled for the Center would occur within the interior of the building, and noise from the electronic amplification would not be audible from outside the building.

- iii. Be adequately soundproofed or insulated for noise and operated so that incidental noise shall not be audible beyond the premises or in other sections of the building and fixed-source equipment noise shall not exceed the decibel levels specified in the San Francisco Noise Control Ordinance.

All events scheduled for the Center would occur within the interior of the building. Therefore, all noise directly resulting from events such as concerts is attenuated and is not perceptible outside of the building. Conditions of approval have been added to address noise resulting from sources associated with the event activities at the Center, as discussed in item #8(B)(iii).

9. **General Plan Compliance.** The Project is, on balance, consistent with the following Objectives and Policies of the General Plan:

ARTS ELEMENT

OBJECTIVE I-1:

RECOGNIZE THE ARTS AS NECESSARY TO THE QUALITY OF LIFE FOR ALL SEGMENTS OF SAN FRANCISCO.

Policy I-1.1

Promote inclusion of artistic considerations in local decision-making.

Policy I-1.2

Officially recognize on a regular basis the contributions arts make to the quality of life in San Francisco.

Policy I-1.4

Provide access to the creative process and cultural resources for all neighborhoods, cultural communities, and segments of the city and its populations.

OBJECTIVE VI-1

SUPPORT THE CONTINUED DEVELOPMENT AND PRESERVATION OF ARTISTS' AND ARTS ORGANIZATIONS' SPACES.

Policy VI-1.4

Preserve existing performing spaces in San Francisco.

The Center is a venue of regional cultural, entertainment, and civic importance that has hosted a wide variety of events since 1958. Some events of these events have been associated with the Freemasons, civic events, and exhibitions. However, the Center has a longstanding tradition of hosting performance arts events, including music of all genres, comedy, dance, and cultural performances. These events strengthen the recognition and reputation of San Francisco as a city that is supportive of the arts. Such activities strengthen the recreational and cultural vitality of San Francisco, bolster tourism, and support the local economy by drawing patrons from throughout the region. The Project would allow for the continued operation and viability of the Center as a venue to host performing arts events.

COMMERCE AND INDUSTRY ELEMENT

Neighborhood Commerce

OBJECTIVE 6:

MAINTAIN AND STRENGTHEN VIABLE NEIGHBORHOOD COMMERCIAL AREAS EASILY ACCESSIBLE TO CITY RESIDENTS.

Policy 1:

Ensure and encourage the retention and provision of neighborhood-serving goods and services in the City's neighborhood commercial districts, while recognizing and encouraging diversity among the districts.

Policy 6.9

Regulate uses so that traffic impacts and parking problems are minimized.

OBJECTIVE 8:

ENHANCE SAN FRANCISCO'S POSITION AS A NATIONAL CENTER FOR CONVENTIONS AND VISITOR TRADE.

Policy 8.1

Guide the location of additional tourist related activities to minimize their adverse impacts on existing residential, commercial, and industrial activities.

These policies includes guidelines that seek to avoid the negative impacts to residential uses resulting from a entertainment venues. While the subject property is not located within an NCD, Section 182(b)(1) allows the existing non-conforming use to be changed to an "Other Entertainment" use, which is permitted as through the Conditional Use authorization process, because this use is conditionally permitted within the nearby Polk Street NCD.

Conditions have been added that limit the number of evening events and operating hours, promote safety and security, address parking and traffic control, set parameters for loading operations, limit hours for serving alcoholic beverages, and establish a program to monitor and enforce these conditions. These conditions of approval that will allow the Center to renovate and continue operating, while minimizing impacts to the surrounding neighborhood.

10. **Planning Code Section 101.1(b)** establishes eight priority-planning policies and requires review of permits for consistency with said policies. On balance, the project does comply with said policies in that:

- A. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses be enhanced.

The Project would not displace any retail establishments or compromise employment opportunities in the area.

- B. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods.

The Project would not displace any existing housing. The conditions of approval will ensure that the venue will operate in a manner that preserves and enhances the cultural and economic diversity of the neighborhood and the City, while minimizing negative impacts to the character of the area.

- C. That the City's supply of affordable housing be preserved and enhanced.

The Project will not result in the loss of any existing affordable housing units

- D. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking.

The Transportation Study prepared for the project demonstrates that adequate parking exists at the Masonic Center garage, and other nearby garages to accommodate patrons who wish to drive private vehicles to events. The area is moderately well-served by transit, and it is expected that approximately 64% of patrons would arrive to the event by a mode other than private vehicles (transit, taxis, walking, or bicycles). Conditions of approval have been added to address parking and circulation of performer buses, equipment and catering trucks, and patron vehicles.

- E. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced.

The Project does not include any commercial space, and will enhance opportunities for service sector employment.

- F. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

The Project does not involve any construction activities that would compromise the structural integrity of the existing building.

- G. That landmarks and historic buildings be preserved.

No exterior changes are proposed for the Project. Any future storefront alterations and signage would be required to comply with applicable preservation standards.

- H. That our parks and open space and their access to sunlight and vistas be protected from development.

The Project, which does not include any physical expansion of the existing building envelope, would not impact any parks or open spaces or their access to sunlight.

11. The Project is consistent with and would promote the general and specific purposes of the Code provided under Section 101.1(b) in that, as designed, the Project would contribute to the character and stability of the neighborhood and would constitute a beneficial development.

12. The Commission hereby finds that approval of the Conditional Use authorization would promote the health, safety and welfare of the City.

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 **APPROVES Conditional Use Application No. 2008.1072C** subject to the following conditions attached hereto as "EXHIBIT A" which is incorporated herein by reference as though fully set forth.

APPEAL AND EFFECTIVE DATE OF MOTION: Any aggrieved person may appeal this Conditional Use Authorization to the Board of Supervisors within thirty (30) days after the date of this Motion No. 17604. The effective date of this Motion shall be the date of this Motion if not appealed (After the 30-day period has expired) OR the date of the decision of the Board of Supervisors if appealed to the Board of Supervisors. For further information, please contact the Board of Supervisors at (415) 554-5184, City Hall, Room 244, 1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94012.

I hereby certify that the Planning Commission ADOPTED the foregoing Motion on March 4, 2010.

Linda Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

ADOPTED: March 4, 2010

Exhibit A

Conditions of Approval

GENERAL CONDITIONS

1. This authorization is to allow a change from the existing non-conforming entertainment use of the "Nob Hill Masonic Center" to "Other Entertainment" pursuant to Planning Code Sections 182(b)(1) and 723.48, and to add a maximum of eight permanent food and beverage service stations for patrons of entertainment and assembly events, pursuant to Planning Code Section 238(d), located at 1111 California Street, in general conformity with plans labeled Exhibit B; dated March 4, 2010.
2. A site permit or building permit for the herein-authorized Project shall be obtained within three years of the date of this action, and construction, once commenced, shall be thenceforth pursued diligently to completion or the said authorization may become null and void. This authorization may be extended at the discretion of the Zoning Administrator only where the failure to issue a permit by the Department of Building Inspection to construct the proposed building is caused by a delay by a City, state or federal agency or by any appeal of the issuance of such a permit(s). The Project Sponsor shall obtain required site or building permits within three years of the date of this approval or this authorization may be null and void. Construction, once commenced, shall be pursued diligently to completion.
3. The operator of the establishment shall obtain all necessary approvals from the San Francisco Entertainment Commission prior to hosting live entertainment events on-site, but no later than 18 months from the date of this Conditional Use authorization.
4. The operator of the establishment shall maintain the entrances and all sidewalks abutting the subject property in a clean condition. Such maintenance shall include, at minimum, daily sweeping, litter pickup and disposal, and washing or steam/pressure cleaning of the main entrance and abutting sidewalks at least once every two weeks.
5. Noise and odors shall be regulated so as not to be a nuisance to nearby businesses or residents.
6. The Project Sponsor shall work with staff to ensure that all future exterior alterations, including signage, are consistent with the Secretary of Interior's Standards for Treatment of Historical Properties. Signage size shall be appropriate for the scale of the historic building, and materials and lighting shall be compatible with the historical character of the building.
7. An enclosed waste storage area shall be provided within the establishment. All trash and recycling containers shall be kept within the building until pick-up by the disposal company.
8. Should implementation of this Project result in complaints from interested property owners, residents, or commercial lessees which are not resolved by the Project Sponsor and are

subsequently reported to the Zoning Administrator and found to be in violation of the Planning Code and/or the specific Conditions of Approval for the Project as set forth in Exhibit A of this Motion, the Zoning Administrator shall refer such complaints to the Commission, after which it may hold a public hearing on the matter in accordance with the hearing notification and conduct procedures as set forth in Sections 174, 306.3, and 306.4 of the code to consider revocation of this conditional use authorization.

9. The Project Sponsor shall assure the execution and recordation of the specified conditions as a Notice of Special Restrictions at the Office of the County Recorder / County Clerk.

MAXIMUM OCCUPANCY AND EVENTS

10. No more than 3,500 patrons shall be permitted for events in the auditorium on the main floor level and mezzanine of the Masonic Center.
11. There shall be an annual maximum of 95 live entertainment events held at the Masonic Center that start at 7:00PM or later, of which no more than 70 live entertainment events may utilize general admission attendance without assigned seating for patrons in the lower (floor) level of the auditorium. There shall be an annual maximum of 20 events not involving live entertainment that are held at the Masonic Center and start at 7:00PM or later. There shall be no limitations on the number and seating method of events that start prior to 7:00PM.
12. All events shall conclude by 11:00PM on weeknights (non-holiday Sunday-Thursday evenings) and 11:30PM on weekends (Friday, Saturday, and holiday evenings). Up to five events per year may extend until 2:00AM, subject to prior consultation with and approval by the San Francisco Police Department, the San Francisco Planning Department, and the Entertainment Commission a minimum of 30 days prior to the date of such an event.
13. All patron queuing for events with general admission attendance shall occur within the Masonic Center property, including the main lobby and in the plaza fronting on California Street.

SECURITY AND SAFETY

14. The Project Sponsor shall maintain, update over time, provide to event personnel, and make available to the Planning Department an event Operations Manual to include:
 - A security plan to ensure neighborhood safety before, during and after performances, including in Huntington Park and near Grace Cathedral.
 - A traffic control plan, including deployment of traffic control personnel outside the venue to assist patron unloading and loading, queuing into the garage, and enforcement of the Parking and Traffic, Loading and Performer Bus Parking conditions set forth below.
 - Trash pick-up program within two hours after each event in the four blocks bounded by Sacramento, Jones, Pine and Mason Streets.

- Direction to event personnel to assure compliance with these conditions of approval.

PARKING AND TRAFFIC

15. The Project Sponsor shall make available to the general public within the Masonic Center garage no less than number of off-street parking spaces required by Planning Code Section 151 for "theater or auditorium" uses (a minimum of 1 parking space per 8 patron occupancy for the first 1,000 patrons, plus 1 space per 10 patrons above 1,000 patrons in the Auditorium). The number of spaces shall not be reduced or otherwise be made unavailable for the use of the Masonic Center due to monthly leases or other arrangements.
16. There shall be a fixed parking fee for events with more than 1,500 ticketed attendees.
17. The Project Sponsor shall offer pre-paid parking to event attendees who purchase tickets in advance of the event date through an on-line ticket service. Such pre-paid parking passes shall specify the location of the garage for which the ticket has been paid (either the Masonic Center garage or any other nearby garage that enters into a cooperating agreement with the Project Sponsor for pre-paid parking) and the location of the garage's entrance.
18. The Project Sponsor shall allow access to the Masonic Center garage through the Pine Street loading dock prior to events in order to reduce vehicle queuing on California Street. The Pine Street loading dock shall also be used for exiting from the garage after events.
19. The Project Sponsor shall minimize vehicular queuing on California Street by use of the following strategies events with more than 1,500 ticketed patrons:
 - Increase traffic staffing inside the California Street garage entrance to increase the rate of vehicular entry to the garage.
 - Position security personnel (including San Francisco Police Department services when warranted) outside the garage to assist with controlling and directing traffic, including directing patrons to other nearby garages if and when the Masonic Center garage is full.
 - Convert the center lane of the existing garage entrance ramp to a second inbound lane to increase queuing room within the garage.
20. The Project Sponsor shall consult with nearby public garages to inform arriving patrons that those garages can be used to park for performances and events when the Center's garage is full.
21. The Project Sponsor shall apply for designation of a truck and bus loading zone and passenger zone for drop-off by taxis and other vehicles and additional garage queuing for the approximately 185-foot long curb zone on California Street between the entrance to the Center garage and Gramercy Tower (1177 California Street) driveway, to be in effect only prior to and during events at the Masonic Center. The drop-off zone shall be sufficient to accommodate a minimum of three taxis or private vehicles dropping off passengers at one time.
22. The Project Sponsor shall provide not less than 26 Class I or Class II bicycle parking spaces at the property, consistent with Planning Code Section 155.2.

LOADING

23. The Project Sponsor shall use the Pine Street loading dock for all loading and unloading to the commercial kitchen and for normal building operation supplies.
24. The Project Sponsor shall provide fixed sound and lighting systems for the Masonic Auditorium to reduce the need for performers to load and unload sound and lighting equipment into the building.
25. The Project Sponsor shall seek a special event “no parking” permit from the Police Department whenever it anticipates loading or bus operations on California Street and direct trucks to park in that zone. No double-parking of trucks shall be permitted. The Project Sponsor may load and unload from the California Street curb only stage sets, performance equipment, and related materials associated with specific events. Pursuant to the regulations of the Department of Building Inspection, a sign shall be posted on the access ramp during loading and unloading operations that notifies disabled persons of the duration of the loading and provides specific information about alternative means of disabled access into the building, which alternative access shall be maintained at all times during loading and unloading operations on California Street.
26. To minimize noise during loading and unloading operations on California Street, the Project Sponsor shall install prior to loading and unloading activities a resilient surface material, such as rubber or vinyl, on truck ramps, pavement, sidewalk and the ramp and incorporate transition strips between different surfaces and shall direct that truck engines be turned off except when moving the vehicle or functions that require engine power are occurring, such as lowering or raising of hydraulic ramps.
27. Personnel conducting loading and unloading activities on California Street shall be instructed to minimize the volume of conversation and prohibit the playing of amplified music outside the building during loading and unloading, particularly during nighttime hours.
28. After the conclusion of unloading activities, trucks using the California Street curb loading zone shall depart the premises, park off-site, and not return for loading until near the conclusion of the performance. No overnight curb parking of trucks shall be permitted on California Street.
29. All loading activities shall be completed no more than 90 minutes following the conclusion of an event.

PERFORMER BUS PARKING

30. During the one and one-half hour period prior to the start of events, no more than two performer buses shall park on the south side of California Street, so that the remainder of the 185-foot long curbside area is available for attendee unloading and loading and vehicle queuing into the garage. The Project Sponsor shall direct any additional buses to park in other bus parking zone(s) the City chooses to designate near the corner of California and Taylor Streets, such as on Taylor Street adjacent to Huntington Park or on the north side of California Street. The Project Sponsor shall make best available efforts to evaluate and demonstrate to the Zoning Administrator the

physical and operational feasibility of storing performer buses at nearby off-street parking facilities during events.

31. The Project Sponsor shall provide electric power on the south side of California Street for event buses in order to ensure the quiet and clean powering of these vehicles and shall direct that all performer buses parking at this zone connect to this electric power and not run their engines or generators.
32. The project sponsor shall seek permission from the appropriate City agency or adjacent property owners to install electric power adjacent to any other City-designated bus parking zone that is within ½ block of the property, if feasible, so that, if there is a feasible method of providing electric power, the Project Sponsor shall direct performer buses to connect to this electric power and not run their engines or generators.
33. Overnight curb parking of buses or habitable trailers for performers, support staff, or other associated with the operations or productions at the property shall not be permitted on either side of California Street. The Project Sponsor shall include in any contract or agreement, or rules or guidance given to any performers, support staff, or others associated with the operations or productions at the property a requirement to abide by this condition. The Project Sponsor shall remain responsible for compliance with this condition, regardless of such notice or contractual provisions.

FOOD AND BEVERAGE SERVICE

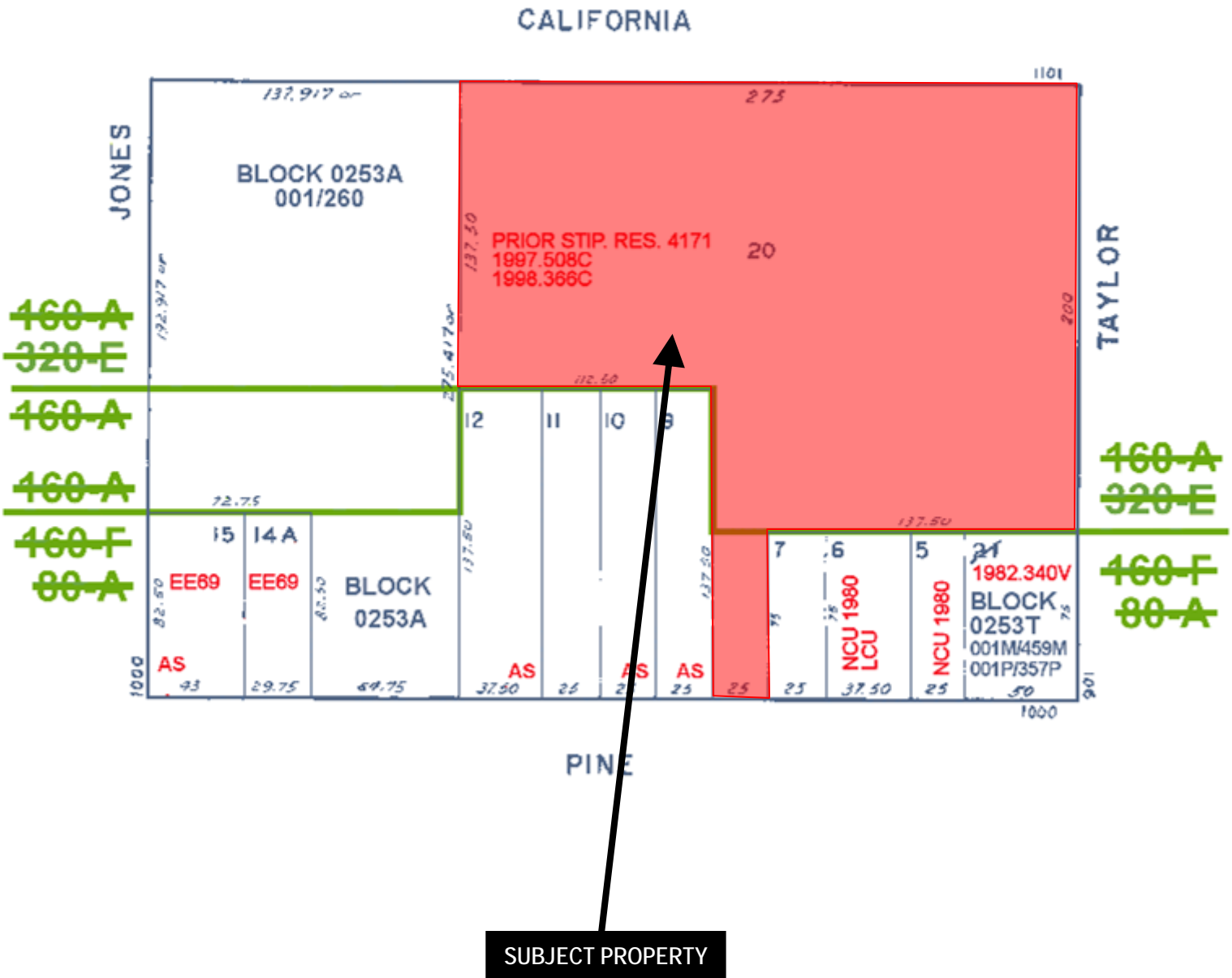
34. This Conditional Use authorization for eating and drinking uses is limited to service to patrons of on-site assembly and entertainment events within the Nob Hill Masonic Center. This authorization allows for the operation of a maximum of eight concessions stands selling food and beverages. There shall be no operations of a restaurant, either full-service or self-service, open to members of the public who are not patrons of assembly or entertainment uses within the Masonic Center.
35. Following the conclusion of the last intermission of an event, a maximum of two publicly-accessible concession stands and one "VIP" concession stand (not accessible by the general public) may serve alcoholic beverages. One hour prior to the conclusion of an event, line markers shall be placed at the end of each of the lines. No patron approaching a line for a concession stand after the placement of the line marker will be served an alcoholic beverage, with the intent that alcohol service will conclude 45 minutes prior to the end of an event.

PERFORMANCE AND ENFORCEMENT

36. The Project Sponsor shall appoint a community liaison officer to deal with issues of concern to the owners and occupants of nearby properties and shall give written notice of the name, business address and telephone number of the community liaison officer to the Zoning Administrator and the owners of properties in the area bounded by Sacramento Street, Mason Street, Pine Street and Jones Street. The telephone number of the community liaison shall be monitored for a reasonable period of time prior to, during and after events until patrons have disbursed from the neighborhood.

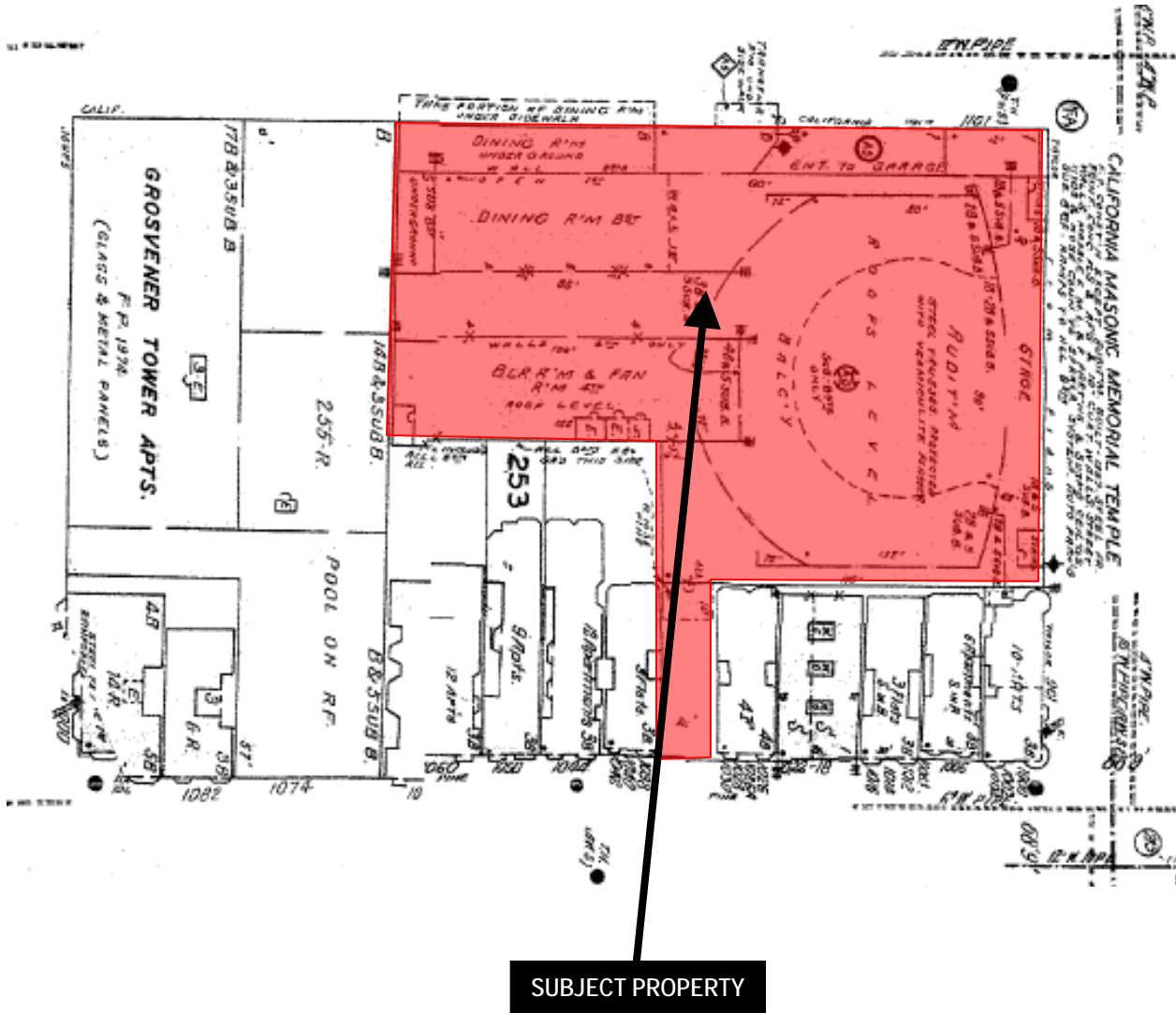
37. The Planning Department shall report to the Planning Commission on the status of compliance with these conditions of approval within 6 months following the re-opening of the auditorium after construction is completed, and every 6 months thereafter for the first two years of post-construction operations. A copy of the Planning Department's report to the Planning Commission shall be provided to the Project Sponsor, the San Francisco Police Department, and the Nob Hill Association (or successor organization). A public informational hearing regarding the compliance report may be held upon the determination of the Zoning Administrator or at the request of the Planning Commission.
38. Violation of the conditions contained in this Motion or of any other provisions of the Planning Code may be subject to abatement procedures and fines up to \$500 a day in accordance with Sections 176 and 176.1 of the Planning Code and actions to abate violations of this conditional use authorization in accordance with Section 303(f).
39. Should monitoring of these Conditions of Approval be required, the Project Sponsor or successors shall pay fees as established in Section 351(e)(1) of the Planning Code.

Parcel Map



Conditional Use Hearing
 Case Number 2008.1072C
 1111 California Street

Sanborn Map*



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



Conditional Use Hearing
Case Number 2008.1072C
1111 California Street

Aerial Photo

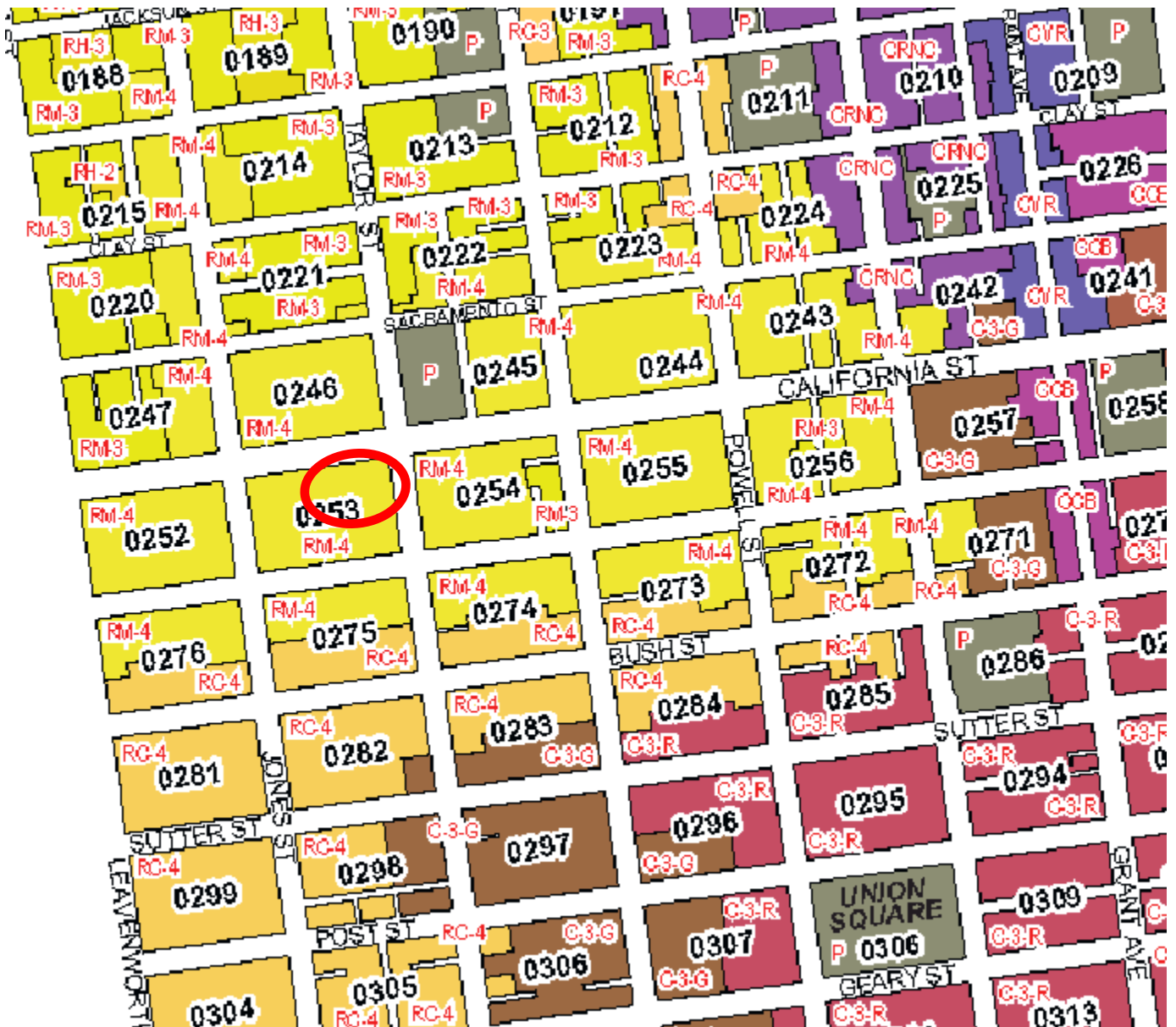


SUBJECT PROPERTY



Conditional Use Hearing
Case Number 2008.1072C
1111 California Street

Zoning Map



Conditional Use Hearing
Case Number 2008.1072C
1111 California Street



SAN FRANCISCO PLANNING DEPARTMENT

Certificate of Determination EXEMPTION FROM ENVIRONMENTAL REVIEW

Case No.: 2009.0183E
Project Title: 1111 California Street (Nob Hill Masonic Center)
Zoning: RM-4 (Residential, Mixed, High-Density)
Nob Hill Special Use District
65-A Height and Bulk District
Block/Lot: 0253/020
Lot Size: 49,841 square feet
Project Sponsor: Allan Casalou, California Masonic Memorial Temple, (415) 292-9140
Staff Contact: Brett Bollinger, (415) 575-9024
brett.bollinger@sfgov.org

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

PROJECT DESCRIPTION:

The proposed project involves interior changes to the building, which would result in an increase of the person-occupancy of the Masonic auditorium from 3,282 to 3,500 (an increase in 218 persons) for standing concert events and a reduction in the person-occupancy of the Exhibition Hall by 220 persons. Auditorium capacity would not increase for seated concert events or other types of events, such as ceremonies, meetings, conventions and banquets. The lower level rooms would continue to accommodate exhibitions, meetings, banquets and private parties, but with the Exhibition Hall's capacity reduced by 220 persons. A maximum of 95 evening live entertainment events would be held at the Masonic Center annually, compared to an average of about 50 such events in recent years. The project would not result in any exterior modifications or changes to the building envelope. The project site is located at the southeast corner of California and Taylor Streets on a block bounded by Jones and Pine Streets in the Nob Hill neighborhood.

EXEMPT STATUS:

Categorical Exemption, Class 32 [State CEQA Guidelines Section 15332]

DETERMINATION:

I do hereby certify that the above determination has been made pursuant to State and Local requirements.

BILL WYCKO
Environmental Review Officer

January 15, 2010
Date

CC: Steve Vettel, Project Contact
Kevin Guy, NE Quadrant
Supervisor David Chiu, District 3

Bulletin Board
M.D.F.
Alice S.Y. Barkley, Nob Hill Legal Coalition

REMARKS:

The proposed interior alterations would include removal of existing fixed seating on the Masonic Center's main auditorium floor through conversion of the floor area to multiple terraced floors to accommodate a variety of audience configurations, including banquet seating, cocktail tables, auditorium-style seating and standing. The fixed seats on the mezzanine level would remain. The existing auditorium stage would be reconfigured, and the house lighting and sound systems would be upgraded. In addition, the Exhibition Hall would be reduced in size, and the California Room would be renovated to serve as a "VIP Lounge" during concerts. The existing catering kitchen adjacent to the Exhibition Hall would be upgraded to a commercial kitchen to enable permanent food and beverage service to be provided during events only throughout the building, and permanent food and beverage concession areas would be added to the auditorium lobbies and California Room. (Currently, food and beverage service is provided by outside caterers with single event permits using temporary concession tables set up in the lobbies and California Room). No restaurant or other food and beverage services would be available to the public not attending events at the Nob Hill Masonic Center.

The proposed project would entail continued use of and alterations to the existing Nob Hill Masonic Center. The Masonic Center was completed in 1958 and includes the 3,282-capacity Masonic Auditorium, an assembly and entertainment venue located on the main floor and mezzanine which is used for a variety of live entertainment events, ceremonies, meetings and conventions. The Masonic Center also includes an Exhibition Hall on the lower level, used for exhibitions and other events, the California Room on the lower level, used as a banquet hall, the offices of the Freemasons of California on the third floor, the Henry Wilson Coil Library & Museum of Freemasonry on the mezzanine level, a 565-space below-grade parking garage with an entrance on California Street, and a small loading area with access from Pine Street.

In-Fill Development- California Environmental Quality Act (CEQA) State Guidelines Section 15332, or Class 32, provides an exemption from environmental review for in-fill development projects which meet the following conditions. The proposed physical alterations to the Masonic Center described above were analyzed to determine the project's qualification as an In-Fill Development:

a) *The project is consistent with applicable general plan designations and policies as well as with applicable zoning designations.*

The San Francisco General Plan, which provides general policies and objectives to guide land use decisions, contains some policies that relate to physical environmental issues. The proposed project would not obviously or substantially conflict with any such policy, and would be consistent with the San Francisco General Plan and with applicable zoning designations. The site is located within the RM-4 zoning district and Nob Hill Special Use District. The Zoning Administrator determined on September 10, 2009, that the Masonic Center is a legal nonconforming use and that Section 182(b)(1) of the Planning Commission authorizes the Planning Commission to approve the proposed alterations as a conditional use. The proposed permanent food and beverage service is a conditional use in the Nob Hill Special Use District pursuant to Planning Code Section 238(c). The proposed project would be consistent with all other applicable zoning plans and policies and no General Plan amendment or rezoning would be required.

b) The development occurs within city limits on a site of less than five acres surrounded by urban uses.

The 1.14-acre (49,841 square feet) project site is located within a developed area of San Francisco. The surrounding uses consist of residential, hotel, institutional uses, and parking garages. Thus, the proposed project would be properly characterized as an in-fill development surrounded by urban uses.

c) The project site has no habitat for endangered, rare or threatened species.

The project site is within a fully developed urban area, is completely covered by paved surfaces, and does not provide habitat for any rare or endangered plant or animal species. For these reasons, the proposed project would not result in any significant impacts on biological resources.

d) Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.

TRAFFIC: The information below was taken from the Nob Hill Masonic Center Transportation Study-Final Report¹, which addresses the existing transportation conditions and assesses the potential transportation impacts associated with the proposed increase in the maximum occupancy of the Masonic Center Auditorium from 3,282 to 3,500 (an increase in 218 persons) and the potential increase in the number of evening live entertainment events.

The following six intersections in the vicinity of the proposed project site were analyzed for intersection Level of Service (LOS) during the weekday and Saturday late evening peak hours (the highest hour between 6:15 and 8:15 p.m. in the case of the Auditorium where evening events typically start at 8 p.m.).

- Sacramento/Jones (unsignalized)
- California/Jones (signalized)
- Pine/Jones (signalized)
- Sacramento/Taylor (unsignalized)
- California/Taylor (signalized)
- Pine/Taylor (signalized)

Trip Generation: The visitor person-trip generation rate for the attendance at an event at the Masonic Auditorium would be two trips per attendee, one inbound and one outbound. Thus, a 3,500-attende event at the Masonic Auditorium would generate 7,000 visitor person-trips, 3,500 inbound and 3,500 outbound. Arrivals generally take place from about one and a half hours before the start of the event until fifteen minutes after the start of the event, that is typically from around 6:30 until 8:15 p.m. Employee trip generation for the Auditorium has not been estimated as part of this study since it would not change from the current levels as part of the proposed project.

Mode Split: About 36 percent of the person-trips arriving at the Auditorium would be by automobile, 26 percent of the person trips would be by transit, 32 percent of the person trips would be walking, and the remaining six percent would be by other modes, including taxis and bicycling.

¹ Advant Consulting, *Nob Hill Masonic Center Transportation Study Final Report*, January 20, 2010. The report is on file and available for public review as part of Project File No. 2009.0183E at the San Francisco Planning Department, 1650 Mission Street, 4th Floor.

Approximately 610 vehicles (530 private automobiles and 80 taxis) would arrive at a 3,500-attendance event at the Auditorium, compared with about 560 vehicles during a current maximum capacity (3,200 people) event, an increase of approximately 50 vehicles.

Trip Distribution/Assignment: Temporary plastic delineators placed in the center of California Street and a barricade located in front of the Masonic garage entrance physically prevent westbound vehicles on California Street from turning left into the garage and blocking eastbound traffic or the cable car.

Westbound vehicles bound for the Masonic garage would either approach the site via Pine or Sacramento Streets or, if traveling on California Street, would circle around the Grace Cathedral block. Westbound left turns from California Street onto the Crocker garage are not prohibited during an event. Field observations have not shown left-turning vehicles causing undue delays to westbound California Street traffic, since the vast majority of those entering the Crocker garage approach it from the west, traveling eastbound.

Parking Demand: The estimated parking demand for a 3,200-attendance event (the current sellout condition at the Center) and a 3,500-attendance event, which have been calculated by applying a 1.2 and 1.3 factor to the overall parking demand based on each event's attendance ratio. The fact that the parking demand estimates for a 3,200- and 3,500-attendance event (475 and 520 spaces, respectively), are very close to the vehicle trip generation estimates (485 and 529 vehicle trips, respectively), provides further validity to the travel demand approach used in this transportation study.

Loading Demand: Because of the small size of the existing Pine Street loading area and because the existing freight elevator does not reach the main auditorium level of the building, stage equipment is unloaded and loaded from the curb in front of the Masonic Center on California Street. The in-house lighting and sound systems to be installed as part of the proposed project are expected to reduce the amount of equipment unloading and loading from California Street compared to current operations. In addition, the Masonic Center's mandate that all catering unloading occur from the Pine Street loading dock and its proposal to convert the catering kitchen to a permanent commercial kitchen with an on-site food and beverage provider are expected to reduce loading and unloading of one-time catering equipment and supplies and eliminate any such loading from the California Street curb.

It is estimated that one to four trucks would bring food and drink deliveries to the new commercial kitchen on a daily basis, all of which would be brought to the Pine Street loading dock entrance. All deliveries would be made after 10 a.m. and before 2 p.m. and would be scheduled so that trucks do not overlap at the dock. Beside these regular deliveries, one truck would make one additional delivery of catering equipment prior to each event.

Impact Analysis: Existing Plus Project Conditions

Traffic Impact: Approximately 610 vehicles (530 by private automobile and 80 taxis) would arrive at a 3,500-attendance event during the late evening peak hour, compared to about 560 vehicles under current conditions for a 3,200 attendance event (an increase of approximately 50 vehicles). The turning movement volumes at the six study intersections for a current maximum capacity event (3,200 people) on a late evening weekday and Saturday peak hour and the resulting turning movement volumes for a 3,500-attendance event (Existing plus Project) at the same locations during the same periods were analyzed.

The addition of project-generated traffic (the increase in maximum attendance from 3,200 to 3,500 people) would result in minor increases in the average delay per vehicle at all the study intersections. Weekday delays would increase between 0.2 and 2.3 seconds per vehicle, with the largest increases occurring at the intersections of California/Jones and Pine/Taylor. All the study intersections would continue to operate at the same LOS as under Existing conditions.

Saturday delays would increase between 0.1 and 1.8 seconds per vehicle, with the largest increase occurring at the intersection of California/Jones. All the study intersections would continue to operate at the same LOS as under Existing conditions, except for the intersection of Sacramento/Jones that operates at LOS B under Existing conditions and would operate at LOS C under Existing plus Project conditions. All five study intersections would operate at an acceptable LOS, D or better, during Existing-plus-Project (3,500-attendance event) conditions, which is considered an acceptable level of service.

Transit Impacts: A 3,500-attendance event would attract approximately 900 peak hour transit trips, compared to about 820 transit trips under current conditions for a 3,200 attendance event (an increase of approximately 80 transit trips). These transit trips to the site would utilize the nearby Muni lines and regional transit lines, and may include transfers to other Muni bus lines and light rail lines, or other regional transit providers. Based on the trip distribution patterns, it is estimated that of the 900 transit trips generated by a 3,500-attendance event, 540 trips would take one of the Muni lines within the study area, while 360 trips get off transit further away and would walk the rest of the way to the Masonic Center.

The capacity utilization would increase with the addition of project generated transit trips on all routes, particularly in the westbound direction for the 1-California and the California Cable Car lines, and in the northbound direction for the 27-Bryant line. These increases in utilization will cause the 1-California westbound and the 27-Bryant northbound lines to get closer to maximum capacity and to continue to operate above Muni's maximum value of 85 percent at their maximum load point, which are located at the intersections of Sacramento/Powell and Ellis/Mason, respectively.

On the other hand, the number of net new transit trips to/from the Masonic Center generated by the increase in maximum capacity is small, 8 trips on the 1-California and 14 trips on the 27-Bryant, representing between two and six percent of the total number of peak hour riders on these two lines, respectively, well within the daily variations of transit ridership, and would not be considered a significant impact.

Service on the California cable car line had previously sometimes been temporarily suspended by Muni and replaced with motor coaches during large weekday morning events at the Auditorium, such as the twice a month naturalization ceremonies, which attracted 2,500 to 3,000 people between 9 a.m. and noon time. In August 2009, the naturalization ceremonies were rescheduled to start at 2 p.m. so that they did not coincide with the peak commute traffic. Field observations during a naturalization ceremony that started at 2 p.m. showed that cable cars operated both ways on California Street without any noticeable delays.

As a result Muni has not suspended the cable car service since the ceremonies have been rescheduled. In addition, since the beginning of 2009, the project sponsor has been positioning two to four uniformed security personnel wearing event badges at the passenger drop off zone in front of the Masonic Center to

better manage passenger activities and queuing at the Masonic garage entrance, thereby eliminating the lane congestion that had previously affected eastbound cable car service.

Parking Impacts:

Supply: The proposed project would provide approximately 360 parking spaces at the Masonic Center garage during an event. In addition, a combined total of about 330 spaces are available on an event evening at the Grace Cathedral and the Crocker garages, bringing the total number of spaces available in the immediate vicinity of the Center to approximately 690 parking spaces.

Demand: The proposed project would generate a total parking demand in the vicinity of the Auditorium for 520 spaces during a 3,500-attendance event, compared to a demand for approximately 475 spaces under current conditions during a 3,200 attendance event (an increase of 45 spaces). As a result, there would be a potential surplus of 25 to 30 spaces (about four percent of the total) on a 3,500-attendance event day.

Operations: The project sponsor has already implemented improvement measures to the parking operations aimed at minimizing the traffic queues on California Street in front of the Masonic Center and improve the flow of traffic at the nearby intersections. These measures include:

- Moving control point at Masonic Center garage further inside the building;
- Adding staff inside the garage to increase the vehicle entry rate;
- Positioning uniformed security personnel wearing event badges outside the garage to direct vehicles, as well as control the pedestrians crossing in front of the entrance;
- Positioning uniformed security personnel wearing event badges in front of the Masonic Center to discourage double parking on California Street;
- Facilitating and encouraging pre-purchased parking; and
- Coordinating overall parking availability in the Nob Hill area through the development of a coordinated parking plan with the nearby garages.

Pedestrian Impacts: Pedestrian trips generated by the proposed project would include walk trips to and from the Masonic Center, plus walk trips to and from the garages and the Muni bus and cable car stops. Overall, the Project represents 281 new pedestrian trips (96 walk trips, 77 transit trips, and 108 trips from the adjacent garages) being added to the surrounding streets during the late evening peak hour, a 9.5 percent increase over current event day conditions.

Project-generated pedestrians would enter and exit through the main entrance on California Street and would be dispersed throughout the study area, depending upon the origin/destination of each trip. The 281 new pedestrian trips generated by the proposed project during an event that would walk more than one block beyond the immediate vicinity of the Auditorium could be accommodated on nearby sidewalks without substantially affecting the existing pedestrian conditions.

The sidewalk in front of the Masonic Center is fully utilized on event days, and conflicts between pedestrians walking on the sidewalk and autos entering the Masonic Center garage had previously contributed to vehicles queuing on eastbound California Street. The project sponsor has recently added uniformed security personnel wearing event badges to supplement the SFPD officer outside the garage entrance, to better control the flow of pedestrians, minimize conflicts and increase pedestrian safety. The

project-generated increase in pedestrian flow (less than 10%) would not be expected to substantially modify the current conditions.

A substantial number of patrons have been observed arriving to the concert by taxi, with three or four vehicles being observed several times disembarking at the same time. Parking is prohibited in front of the Masonic Center prior to and during the event, to provide sufficient space for taxis and other vehicles to drop off passengers safely next to the curb, without blocking traffic on California St. The estimated 10 percent increase in drop offs would not be expected to substantially change the existing pedestrian conditions in front of the Masonic Center.

Bicycle Impacts: 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, BART, and Caltrain). However, due to the steep grades in the area, it is anticipated that a very small portion of the 34 "other" trips generated by the proposed project not associated with taxis would be bicycle trips.

There is one bicycle route near the project site, including along California and Taylor Streets. Although the proposed project would result in an increase in the number of vehicles in the vicinity of the project site, this increase would not be substantial different from current conditions to affect bicycle travel in the area. The project sponsor has recently added a secure bicycle parking rack to the Masonic Center.

Loading Impacts:

Commercial Deliveries: The Masonic Center's mandate that all catering unloading occur from the Pine Street loading dock and its proposal to convert the catering kitchen to a permanent commercial kitchen with an on-site food and beverage provider would reduce loading and unloading of one-time catering equipment and supplies to one truck trip prior to each event and would eliminate any such loading from the California Street curb. The maximum daily commercial kitchen unloading/loading demand at the Pine Street dock is estimated to be five trips (including the catering equipment truck), which represents a peak truck demand of about one vehicle per hour.

Stage Equipment: The in-house lighting and sound systems to be installed as part of the proposed project are expected to reduce the amount of equipment unloading and loading from California Street compared to previous operations, although performer instruments and stage sets would still need to be unloaded. At the same time, there would be more days when performer buses and/or large trucks use the California Street curb because the number of nighttime live entertainment event days at the Masonic Center would increase in the future from an average of 47 to up to 95. This increase in live entertainment event days would increase the number of days per year when the 10 to 12 parking spaces in front of the Masonic Center are unavailable for general public parking. Since on-street parking supply is not considered a physical permanent condition the temporary loss of these spaces would not be considered a significant impact.

No trucks would be allowed to park at the curb in front of the Masonic Center except during unloading/loading of equipment before and after events. These trucks would be required to depart the premises at least 1½ hours before the beginning of the performance, park off-site and not return for loading until near the conclusion of the performance.

Performer Buses: In the event a performer has either one or two buses parked simultaneously at the curb in front of the Masonic Center, the potential for inadequate curbside space on the south side of California Street would increase and could cause congestion during the one and one-half hour period prior to the start of a show when audience members arrive and use the curb area for passenger unloading.

There are approximately 190 feet of curb space available in front of the Masonic Center on an event day for passenger drop-off and pick-up activities. In those instances when a performer's bus is parked at the curb, the available space is reduced to approximately 150 feet, which is sufficient to accommodate four or five vehicles pulling over to the curb simultaneously. On those events when two performer's buses are parked at the curb, the available space is further reduced to about 105 feet, which is sufficient to accommodate three vehicles pulling over to the curb at the same time.

Event Attendees: Three or four vehicles have been observed several times disembarking passengers at the same time in front of the Masonic Center before events, which would continue to be accommodated even when one performer's bus is parked at the curb. In those instances when two performer's buses (or a performer bus with a trailer) are parked at the curb, the available space would not be sufficient to accommodate four vehicles pulling over to the curb simultaneously, unless on-site staff is present to manage the curb operations more efficiently by directing such vehicles to move in closer together before disembarking with passengers.

To this end, the project sponsor has been positioning two to four uniformed security personnel wearing event badges in front of the drop off zone since the beginning of 2009 to direct vehicles to stop as far east as possible, to prevent automobiles from unnecessarily waiting at the curb, and to manage the weaving maneuvers between those vehicles dropping off and those entering the Masonic Center garage. Additional improvement measures are included in Chapter 5 of the Final Transportation Study² to further reduce these less-than-significant passenger, performer bus and freight loading impacts. The project sponsor has already implemented (or will implement upon completion of construction) each of these recommended improvement measures.

- The project sponsor will apply to the San Francisco Police Department for designation of a truck and bus loading zone and passenger zone for drop-off by taxis and other vehicles and additional garage queuing for the approximately 190-foot long curb zone on California Street between the entrance to the Center garage and Gramercy Tower (1177 California Street) driveway, to be in effect only prior to and during events at the Masonic Center. The drop-off zone will be sufficient to accommodate a minimum of three taxis or private vehicles dropping off passengers at one time.
- The Project Sponsor will use the Pine Street loading dock for all loading and unloading to the commercial kitchen and for normal building operation supplies.

² Adavant Consulting, *Nob Hill Masonic Center Transportation Study Final Report*, January 20, 2010. The report is on file and available for public review as part of Project File No. 2009.0183E at the San Francisco Planning Department, 1650 Mission Street, 4th Floor.

- The Project Sponsor will provide fixed sound and lighting systems for the Masonic Auditorium to reduce the need for performers to load and unload sound and lighting equipment into the building.
- No double-parking of trucks will be permitted. The Project Sponsor will load and unload from the California Street curb only stage sets, performance equipment and related materials associated with events and performances.
- After unloading operations, trucks using the California Street curb loading zone will depart the premises, park off-site, and not return for reloading until near the conclusion of the performance. No overnight curb parking of trucks shall be permitted on California Street.
- During the one and one-half hour period prior to the start of large events, no more than two performer buses will park on the south side of California Street, so that the remainder of the 190-foot long curbside area is available for attendee unloading and loading and vehicle queuing into the garage.

Construction Impacts: The construction activities at the Masonic Center would include the removal of some seats from the main floor of the Auditorium, the conversion of the available floor area to multiple terraced floors, a reconfigured stage and an upgraded lighting and sound systems. In addition, the Exhibition Hall, which is on the lower level and used for meetings and banquets, would be renovated and reduced in area and the existing kitchen would be upgraded. Project construction is planned to start in May or June 2010 and be completed before September 15, 2010, and thus would not interfere with the planned maintenance of the California cable car line and California Street rehabilitation work planned by SFMTA and SFDPW.

The construction work would be relatively small and confined to the interior of the building, without requiring construction activities to take place on the street. Work would be performed during regular business hours. Construction trucks would either be parked inside the Masonic Center garage or on the street at the curb in front of the Auditorium, without interrupting either lane on eastbound California Street.

NOISE: The information below was taken from the noise analysis that was performed in January and February 2009 to compare exterior noise levels on days when there are events at the Masonic Center and days where there are not.³ The dominant noise source within the vicinity of the Masonic Center is vehicular traffic along California Street as well as recurring railway noise produced by the California Street cable car line, which runs from 6:00 a.m. to 1:00 a.m. with 266 trips during weekdays and 206 trips on weekends. Noise monitors measured noise levels when a concert was being held compared to non-event ambient conditions. Because of the acoustical isolation of the auditorium, there is no leakage of performer or audience sound from within the auditorium to the exterior. Accordingly, the exterior noise environment was determined not to vary between days when there are events and days where there are no events.

³ Charles M. Salter Associates, Inc., Nob Hill Masonic Center Acoustical Consulting analysis. March 3, 2009. The report is on file and available for public review as part of Project File No. 2009.0183E at the San Francisco Planning Department, 1650 Mission Street, 4th Floor.

An approximate doubling of traffic volumes in the area would be necessary to produce an increase in traffic-related ambient noise levels noticeable to most people. The proposed project would not cause a doubling in traffic volumes and therefore would not cause a noticeable increase in the traffic-related ambient noise level in the project vicinity. The noise generated by any additional attendees of the Masonic Center would be considered common and acceptable in an urban area, and would not be considered a significant impact. Single-event noise levels are associated with the loading and unloading of stage equipment at the California Street curb near the Gramercy Tower Condominiums. These single-event noise levels are similar to and typical of other single-event noise levels in the area, including cable car operations, motorcycles, car engines starting, and Grace Cathedral bells. To minimize the less-than-significant single-event noise levels associated with loading and unloading activities as well as minimize noise associated with additional attendees arriving and departing the project site, the project sponsor has agreed to implement the following measures:

- All events will conclude by 11:00 p.m. on weeknights (non-holiday Sunday-Thursday evenings) and 11:30 p.m. on weekends (Friday, Saturday and holiday evenings), except that up to 5 events per year may extend to 1:00 a.m.
- For general admission live entertainment events, the Project Sponsor will institute an on-site patron queuing plan sufficient to queue up to a total of 1,500 patrons to prevent queuing and loitering on adjacent sidewalks or other public or neighboring property, including queuing on the porch outside the main doors for patrons that arrive prior to the doors opening and opening the building's 4,350 square foot lobby early should the porch queuing area become full.
- To minimize noise during loading and unloading operations on California Street, the project sponsor will install prior to loading and unloading activities a resilient surface material, such as rubber or vinyl, on truck ramps, pavement, sidewalk and the ramp and incorporate transition strips between different surfaces and will direct that truck engines be turned off except when moving the vehicle or functions that require engine power are occurring, such as lowering or raising of hydraulic ramps.
- Project sponsor trained personnel will manage all loading and unloading on California Street to minimize the volume of conversation and prohibit the playing of amplified music outside the building during loading and unloading, particularly during nighttime hours.
- The project sponsor will prohibit amplified music or sound on the exterior of the building.
- Project sponsor personnel will be posted outside the building prior to, during and after performances to direct patrons into the building, minimize loitering and direct patrons to promptly exit the area after performances.
- For large live entertainment events (1,500 or more tickets sold), the project sponsor will arrange for not less than two 10-B San Francisco Police officers outside the venue before, during and after the event (until patrons disperse from the neighborhood), and will assign project sponsor personnel outside the venue, including in Huntington Park and near Grace Cathedral, as necessary to manage patron behavior before, during and after events.

- A secure outdoor smoking plaza may be maintained on the auditorium level at the northeast corner of the building and will be monitored by event staff before and during performances. The smoking area will close when the event concludes. No food and beverage service will be provided or allowed on the smoking plaza.
- The Project Sponsor will provide electric power on the south side of California Street for event performer buses in order to ensure the quiet and clean powering of these vehicles and will direct that all performer buses parking at this zone to connect to this electric power and not run their engines or generators.

The proposed construction could generate noise and possibly vibration that may be considered an annoyance by occupants of nearby properties. Construction noise is regulated under Article 29 of the City's *Police Code*, and would be temporary and intermittent in nature. Considering the above, the proposed project would not result in a significant impact with respect to noise.

AIR QUALITY: The Bay Area Air Quality Management District (BAAQMD) has established thresholds for projects requiring its review for potential air quality impacts. These thresholds are based on the minimum size of projects that the BAAQMD considers capable of producing air quality problems due to vehicle emissions or stationary sources of pollution. The BAAQMD considers residential projects greater than 510 apartment units, office projects greater than 280,000 gross square feet (gsf), and retail development greater than 87,000 gsf to result in potentially significant vehicular emission impacts. The proposed project would not exceed the minimum standards. Therefore, no significant air quality impacts would be generated by the proposed project.

WATER QUALITY: The proposed project would not generate wastewater or result in discharges that would have the potential to degrade water quality or contaminate a public water supply. Project-related wastewater and storm water would flow to the City's combined sewer system and would be treated to standards contained in the City's National Pollutant Discharge Elimination System (NPDES) Permit for the Southeast Water Pollution Control Plant prior to discharge. Therefore, the proposed project would not result in significant water quality impacts.

e) The site can be adequately served by all required utilities and public services.

The project site is located in a dense urban area where all public services and facilities are available; no expansion of public services or utilities is anticipated.

Neighborhood Concerns

A "Notification of Project Receiving Environmental Review" was mailed on January 29, 2010 to owners and occupants of properties within 300 feet of the project site. Twelve members of the public expressed their concerns relating to the proposed project. These issues included the following: increased in concert attendance, increase in the amount of concerts at the venue, traffic, noise, parking, air quality, idling performer bus parking on California, public transportation impacts, and strain on public services,. All of the above-mentioned environmental concerns have been addressed above in this document.

Other non-environmental issues that have been raised by members of the public include: use of Polk Street Commercial District, increased alcohol consumption, impact on nearby school and daycare facilities, concerns about attendee behavior before and after events and performer buses conflicting with the ambiance of the neighborhood. Since these concerns do not relate to physical environmental effects related to the proposed project, they have not been discussed in this document.

Conclusion

Although the proposed project is not without opposition or controversy, opposition and controversy do not themselves constitute significant environmental impacts, nor do they constitute unusual circumstances that would render use of a categorical exemption inappropriate.

CEQA State Guidelines Section 15332, or Class 32, allows for an exemption of an in-fill development meeting various conditions. As described above, the proposed project is an in-fill development (expansion of existing facility operations) that would have no significant adverse environmental effects and would meet all the various conditions prescribed by Class 32. Accordingly, the proposed project is appropriately exempt from CEQA under Section 15332.

CEQA State Guidelines Section 15300.2 states that a categorical 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. The project as proposed would not have a significant effect on transportation operations around the Masonic Center and there are no other unusual circumstances surrounding the current proposal that would suggest a reasonable possibility of a significant environmental effect. The proposed project is an in-fill development that meets the above conditions, and would have no significant environmental effects.

For the above reasons, the proposed project is appropriately exempt from environmental review.

Nob Hill Masonic Center, 1111 California Street

Case No. 2008.1072C

Conditional Use Hearing on March 4, 2010



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February 24, 2010

Hon. Ron Miguel, President
San Francisco Planning Commission
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Re: Nob Hill Masonic Center, 1111 California Street
Case No. 2008.1072C
Conditional Use Hearing on March 4, 2010

Dear President Miguel and Commissioners:

I am writing on behalf of the California Masonic Memorial Temple ("CMMT"), the non-profit owner of the Nob Hill Masonic Center (the "Masonic") in support CMMT's conditional use application. The Masonic is located at 1111 California Street, between Taylor and Jones Streets, within the Nob Hill Special Use District. The Masonic was completed in 1958 and includes the 3,282-person capacity Masonic Auditorium on its main floor and mezzanine level, a large Exhibition Hall and the California Room banquet hall on the lower level, the Henry Wilson Coil Library & Museum of Freemasonry on the mezzanine, the Freemasons of California's offices on the third floor, and a 565-space below-grade parking garage.

I. History and Legal Status of the Masonic Center.

Since its opening in 1958, the Masonic has served as a regional destination for concerts, ceremonies, meetings, exhibitions and other events. The Masonic is not a traditional Masonic temple and no Masonic lodges meet in the building, other than the statewide "Communication" or convention of the Freemasons of California held at the Masonic over several days in September or October each year. On September 10, 2009, the Zoning Administrator issued a Letter of Determination ("LOD," copy at [Tab A](#)) confirming that the Masonic was lawfully constructed as a commercial assembly and entertainment use pursuant to a 1953 Commercial rezoning of the property and a 1956 building permit and has operated lawfully as an assembly and entertainment venue since then. The Masonic's entertainment and assembly use became a legal nonconforming use when the underlying land was rezoned back to a Residential zoning district, along with creation of the Nob Hill Special Use District, in 1968. The LOD also confirmed that, because the Masonic is located less than ¼ mile from an NC district, Planning Code Section 182(b)(1) authorizes the Planning Commission to change its nonconforming use status to an "Other Entertainment" conditional use. Finally, the LOD confirmed that the



Masonic Center's current parking and loading operations comply with the 1953 Planning Code and 1956 building permit, and, perhaps most importantly, that there are no other conditions of approval that apply to the operations of the Masonic.

The Board of Appeals upheld the Zoning Administrator's LOD on January 13, 2010, and we are now before the Commission seeking:

1. Conditional use authorization to change the status of the Masonic from a legal nonconforming use to an Other Entertainment conditional use, together with the building alterations discussed below, pursuant to Section 182(b)(1);
2. Conditional use authorization to add permanent food and beverage services for event attendees, pursuant to Section 238(d) of the Nob Hill SUD ordinance; and
3. Imposition by the Commission of a comprehensive set of operating conditions of approval, developed over the last year in discussions with all interested stakeholders to assure ongoing operations will have minimal impacts on the surrounding community while feasibly permitting the Masonic to operate successfully.

The Masonic has not undergone any significant upgrades or modernization since 1958, and in recent years its potential as a concert hall and cultural facility has not been fully realized, with an average of only about 50 live entertainment events a year, compared to 189 performances and events at the Opera House and 238 at Davies Symphony Hall, the City's comparable sized concert halls, in Fiscal Year 2008/2009.¹ The opening of the Fox Theater in Oakland in 2008, which has a similar capacity and the same flexible tiered floor configuration we propose, serves to drive this point home. The artists that could be performing at the Masonic are now performing at the Fox Theater in Oakland, depriving San Francisco of the cultural and economic activity associated with those shows.²

In addition, until 2009, there was no full-time event staff at the Masonic, such that each event was produced by a different promoter, which led at times to inconsistent operations, inexperienced personnel, and less-than-optimal handling of loading, parking and traffic flow, particularly given the lack of any enforceable conditions of approval. There is also no permanent food and beverage provider at the Masonic or a fully operational commercial kitchen, such that different caterers supply each different event, mainly with beverages served pursuant to temporary ABC licenses and rudimentary food service. These caterers needed to unload and load all of their equipment and supplies before and after each event.

¹ Source: Elizabeth Murray email to Lee Smith, dated 2/5/10.

² In the one month period between February 11 and March 9, 2010, there are 10 concerts scheduled at the Fox Theater, including Alice in Chains, Erykah Badu, Yoko Ono, the Zac Brown Band and Spoon. <http://www.thefoxoakland.com/calendar.php>. During 2009, average concert attendance at the Fox was 2,400 patrons.



Recognizing that as a charitable fraternal organization it was not in the best position to professionally manage this large facility or provide adequate food and beverage services, CMMT has leased the assembly and entertainment areas of the Masonic to Live Nation to modernize the facility, upgrade the lighting and sound systems, venue amenities and attendee experience, and professionalize the Masonic's operations. The goal is to restore the Masonic as a popular venue for a host of entertainment, assembly, corporate and community events in order to enhance its income stream to support CMMT's charitable activities, primarily in public education, and as a dynamic contributor to the City's cultural and economic life.

Live Nation is the successor to Bill Graham Presents and has over 40 years of successful event production and venue management in the Bay Area. The Police Department and others in City government can attest that Live Nation's record of event and venue management is impeccable. The scare tactics promulgated by some project opponents alleging that Live Nation will destroy the safety, tranquility and atmosphere of Nob Hill have no basis in fact and have served to create an atmosphere of fear in the neighborhood that is completely unwarranted.³ In addition to operating the Masonic since January 1, 2009, Live Nation currently operates the Fillmore Auditorium,⁴ Punchline and Cobbs Comedy Club in San Francisco, several other Bay Area venues including the Mountain Winery in Saratoga, Shoreline Amphitheater in Mountain View, and the Concord Pavilion, and several other mid-size theater venues comparable to the Masonic around the country, including the Wilton and Hollywood Paladium Theaters in Los Angeles, the Gramercy Theater in New York City, the Fillmore Denver, and the Verizon Wireless Theater in Houston.

Global Gourmet, a local caterer/concessionaire, has taken over all catering and concessions functions and will upgrade the Masonic's kitchen and operate full-service food and beverage concession areas for event patrons, as well as provide catering for banquets, receptions and other events (no public restaurant is proposed). These positive changes to the Masonic's facilities and operations, and its continued economic and cultural contributions to the City, are contingent upon approval of this conditional use authorization.

³ In a flyer distributed in the neighborhood over the last few weeks, a group calling itself Protect Nob Hill asks: "Will you feel safe walking on the streets of Nob Hill when 3,500 intoxicated fans spill out into the neighborhood after events? Where do 3,500 fans from a "general admission evening event" go after drinking for two and a half hours? Huntington Park? The steps of Grace Cathedral? In front of your home?"

⁴ Live Nation's programming and operation of the Fillmore Auditorium, which has a general admission main floor but with a smaller capacity than the Masonic, and is located in a similar mixed-use neighborhood at Fillmore Street and Geary Boulevard, is compelling evidence of the company's ability to professionally operate "general admission" popular music venues with minimal neighborhood impacts. The Fillmore's schedule can be viewed at www.livenation.com/venue/the-fillmore-san-francisco-ca-tickets.



II. Proposed Upgrades and Permanent Food and Beverage Service.

The proposed modernization of the Masonic comprises four main components: tiering of the main floor of the auditorium to accommodate a variety of audience configurations and types of events (fixed seating will remain in the balcony and box seats will be added to the upper tier of the main floor); a major upgrade of the stage, sound system and theatrical lighting; the addition of permanent food and beverage service and concession areas; and creation of a VIP lounge and banquet facility in the California Room. Attached at Tab B are plans and illustrations of these upgrades and variety of audience configurations they will accommodate. The reconstruction of the auditorium's main floor will allow the following types of audience configurations and occupancy, tailored to each type of event.

Event Configuration	Capacity Main Floor	Capacity Balcony	Total Capacity
General admission floor/seated balcony	2175	1306	3481
Auditorium seating floor/seated balcony	1231	1306	2537
Classroom seating floor/seated balcony	760	1306	2066
Cabaret or 60" round tables/seated balcony	508	1306	1814

The capacity of the auditorium is now 3,282 persons, such that only in the general admission configuration would the capacity of the auditorium increase by about 200 persons (a 6% increase).⁵ Such flexible floor plans are the norm for mid-sized entertainment venues throughout the country, and do not equal turning a concert hall into a nightclub, "mosh pit," or other terms that have been thrown about. In this area alone, similar flexible floor venues include the Bill Graham Civic Auditorium, Fillmore Auditorium, Fox Oakland Theater and the UC Theater in Berkeley.

Live Nation also will reconfigure the existing but dated thrust stage, create a proscenium theater feel with stage draping, and install a state-of-the-art sound and lighting system in the auditorium. The Masonic has not enjoyed any significant upgrade to its performance amenities in 51 years, and these upgrades are long overdue. In addition, the presence of modern sound and light systems will enable artists to perform at the Masonic without unloading into the building their primary sound and lighting equipment, reducing significantly the duration and frequency of performer unloading, which will be limited to instruments and stage sets.

⁵ The capacity of the Exhibition Hall is proposed to be reduced by 220 persons so that the total occupancy of the building remains unchanged.



The requested conditional use authorization is also necessary to permit the upgrade to the Masonic's existing kitchen and the provision of permanent food and beverage services to event attendees by Global Gourmet, rather than event by event caterers.⁶ Currently, there are three temporary bar areas set up during events and almost no food service, and this lack of adequate concessions has long hampered the success of the Masonic. We propose a total of five full concession areas (food and beverage) and two portable beverage carts in the reconfigured auditorium and lobbies, plus a new full concession area in the California Room (see architectural floor plans at Tab B). This number of concession areas is less than standard in the industry for a entertainment venues (standard is one cash register "point of sale" per 100 guests), and is considerably less than the number of bars operating at the San Francisco Opera House, for example, which has nine active concession areas open during performances, some offering food items and beverage and others offering beverages only. Global Gourmet will be able to prepare a full complement of food for attendees, as well as offer traditional beverage service. Also attached at Tab B are sample food and beverage menus.⁷ The requested conditional use authorization also will enable the auditorium and California Room to achieve their potential as a full-service banquet facility with commercial kitchen capabilities, adjacent to the hotels on Nob Hill and Grace Cathedral, where there is a shortage of such facilities.

The Department's Major Environmental Analysis division has studied whether these changes to the Masonic Center will cause any significant environmental impacts. On the basis of a thorough Transportation Study and a Noise Analysis, the Department issued a Class 32 infill development categorical exemption from CEQA on February 18, 2010, determining there will be no significant traffic, parking, transit, loading, noise or any other environmental impacts associated the proposed upgrades to the Masonic and that there is no need for additional environmental review.

III. Express City Policy Supports Preservation and Enhancement of the Masonic to Contribute to the Economic and Cultural Vitality of the City.

The City recognizes the crucial role performance venues play in its economic and cultural vitality. The Arts Element of the General Plan is explicit.

Policy VI-1.4: *Preserve existing performing spaces in San Francisco.* From the perspective of cultural history and the current need for performance facilities, in San Francisco, existing performing spaces should be preserved. Many old theaters have been destroyed over the years and have not been replaced. As one of many examples, the Fox Theater was destroyed when the Fox Plaza was developed and no new theater was built to take its place. (copy at Tab C).

⁶ Planning Code Section 238(d) allows eating and drinking uses to be permitted in the Nob Hill Special Use District only as a conditional use.

⁷ Global Gourmet has applied to the ABC for a Type 47 liquor license. This type of license will allow the Masonic to admit all age groups and requires substantial food service and kitchen facilities that do more than merely heat pre-cooked food.



In 2008, the Board of Supervisors, led by Supervisor Mirkarimi, took a critical step in implementing Policy VI-1.4 by enacting a new Chapter 90A to the San Francisco Administrative Code, entitled "Promoting and Sustaining Music and Culture" (copy at [Tab C](#)). It reads in part:

SEC. 90A.2 MUSIC AND CULTURE SUSTAINABILITY POLICY.

The following general principles constitute the City's music and culture sustainability policy. *All City officials, boards, commissions, departments, and other entities shall implement these principles in conducting the City's affairs.*

(a) The City is committed to a general *policy of sustaining indoor music and performance venues*. . . . As development proceeds in San Francisco, with new buildings constructed, possible zoning changes, evolving infrastructure, changes in transportation systems and traffic patterns, and the like, the City must be vigilant to ensure that San Francisco remains a hospitable environment for music and cultural venues and events. *San Francisco's music and performance venues and indoor and outdoor cultural events should be preserved and protected from displacement due to development*. . . .

(c) The City supports and encourages the use of galleries, art studios, salons, warehouses, coffee houses, community centers, and other unique places for cultural events, such as but not limited to musical performances, DJ events, readings, theater, dance events, fairs, festivals, workshops, fundraisers, and other community events. *Limitations of space within San Francisco make it important for the City to be creative and expansive in recognizing the value of many different kinds of venues for music, entertainment, and cultural events.*

(h) The City supports and encourages ongoing research activities on the *economic impact of street fairs, nightlife, dance clubs, music halls, other performance and entertainment venues*, and cultural events. . . .

The San Francisco Convention and Visitors Bureau also recognizes the value a robust cultural life plays in the City's visitor economy and has written to support strongly the proposed enhancement of the Masonic. The CVB's letter is at [Tab C](#).

These City policies directly support a Section 303 finding that the modernization and successful operation of the Masonic Center is a "development that is necessary or desirable for, and compatible with, the neighborhood or the community." Every neighborhood in San Francisco hosts Citywide cultural and performance spaces for the benefit of the City as a whole, including AT&T Park in South Beach, Candlestick Park in the Bayview, the Warfield, Orpheum and Golden Gate Theaters in the Tenderloin, Moscone Center and YBC South of Market, the Opera House and Davies Hall in Civic Center, the Fillmore and Yoshi's in the Western Addition, the Polo Grounds and other Golden Gate Park venues in the Richmond and Sunset, and Stern Grove in the Parkside. No neighborhood has a veto over such Citywide assets, but rather each shares the occasional burdens as well as the substantial benefits these venues bring, provided events are professionally managed to minimize immediate neighborhood impacts to the extent feasible.



Nob Hill is a mixed-use area with a long history of commercial, institutional, hotel and performance uses mixed with high-density housing. The Masonic was built in 1958, before either the Gramercy Tower Condominiums (originally built as a Hyatt Hotel in the early 1970's and then converted to condominiums) or 1200 California Street. The City created the Nob Hill Special Use District overlay (Planning Code Section 238) in 1968 in recognition that the crest of Nob Hill is a unique area inappropriate for strictly residential zoning. The continued operations and needed upgrades to the Masonic Center are thus desirable for and compatible with this neighborhood with its mixed-use zoning, as well as being necessary and desirable for the community at large.

The proposed upgrades to the Masonic, accompanied by a comprehensive and enforceable set of operating conditions of approval, are needed for this venue to thrive and contribute to the cultural and economic life of the City. Live Nation estimates that its payroll at the Masonic will be approximately \$2.5 million annually and tax payments to the City's general fund will total approximately \$750,000 each year. In addition, it proposes \$5-6 million in capital upgrades to the Masonic, employing 30 construction workers for four months. Stage employees at the Masonic are members of Local 16 of the International Alliance of Theatrical Stage Employees, pursuant to a binding agreement now in place between Live Nation and Local 16. Tab C contains a summary of these economic benefits. In addition, the success of the Masonic Center will increase significantly the revenue it generates to support the Freemason's charitable commitments, principally in support of public education. Without the requested conditional use authorization, these significant benefits to the City and its citizens will not be realized.

IV. There is Broad Community and Citywide Support for This Application.

Over the last 14 months, the CMMT and Live Nation have conducted extensive outreach to the Nob Hill Neighborhood and the community at large. Tab 4 contains a summary of these outreach efforts, stretching from October 31, 2008 through last week. Tab 4 also contains 25 letters of support from organizations and businesses and over 240 support letters and emails from individuals. Supporters include Nob Hill residents, hotels and businesses, the SF Unified School District, SPUR, the Chamber of Commerce, the Convention and Visitors Bureau, Theatrical Stage Employees Local 16, UCSF School of Nursing, SF Jazz, Fashion Institute of Design and Merchandise, California College of the Arts and the San Francisco Giants.

V. This Application Affords the Commission its First Opportunity to Impose Operating Conditions of Approval on the Masonic Center.

As determined in the Zoning Administrator's LOD and upheld by the Board of Appeals, because the Masonic Center was approved as a principal permitted use in a Commercial zoning district in 1956 with only a building permit, there are no conditions of approval that apply to operations of the Masonic, other than a minimum parking ratio. For example, there is currently no limit on the number of events, the hours of operation, minimum security requirements, or noise reduction measures.

Recognizing that this application presents the opportunity for the City, through the Planning Commission, to now impose such conditions, we have spent the last year developing,



negotiating and refining with our neighbors and the Department a set of Conditions of Approval that address every aspect of the Masonic's operations and every legitimate neighborhood concern, as well as stringent monitoring and enforcement mechanisms, while allowing feasible operations consistent with entertainment industry minimum requirements. The 41 separate conditions we offer to have imposed are attached hereto at Tab E and described in a summary immediately following this letter. The proposed conditions were informed by the analysis in the Final Transportation Study, a March 2009 Noise Analysis, Live Nation's experience operating the venue since January 2009, CMMT's management over the past 51 years, and the experience of the immediate neighbors. The proposed conditions address the following topics:

MAXIMUM OCCUPANCY, NUMBER OF EVENTS AND HOURS OF OPERATION
(Conditions 1-4)

SECURITY AND SAFETY (Conditions 5-8)

PARKING AND TRAFFIC (Conditions 9-17)

TRUCK LOADING (Conditions 18-23)

PERFORMER BUS PARKING (Conditions 24-28)

NOISE (Conditions 29-31)

FOOD AND BEVERAGE SERVICE (Conditions 32-36)

SIGNAGE (Conditions 37)

MONITORING AND ENFORCEMENT (Conditions 38-41)

These comprehensive conditions will assure that the Masonic operates as a good neighbor whose modest impacts are for the most part contained within the building. The conditions are also carefully drafted to allow the Masonic Center feasibly to operate, compete in the market for top talent and offer a positive experience for guests. For example, although the Nob Hill Legal Coalition initially demanded a limit of 25 events a year, no general admission events, no curbside unloading operations and no performer bus parking (conditions that are not in place today and would render it completely infeasible to operate the Masonic Center), the proposed conditions address the coalition's concerns in a more balanced manner, including a limit of 120 large evening events annually (95 entertainment and 25 other), limits on alcoholic beverage service, strict limits on California Street loading and performer bus parking, security and cleaning measures for the entire neighborhood, including Huntington Park and Grace Cathedral, before, during and after all shows, and the right of the San Francisco Police Department to cancel shows if there is an established pattern of unacceptable patron behavior at that artists' prior concerts.

Finally, the proposed conditions of approval contain unprecedented monitoring and enforcement provisions, including a monitoring fee to enable the Planning Department to fund



monitoring and enforcement actions, mandatory reports to the Planning Department, Police Department and Nob Hill neighbors on the status of compliance with the Conditions of Approval within 6 months following the re-opening of the auditorium after construction is completed, and every 12 months thereafter for the first 2 years of post-construction operations, and the opportunity for the Department and Commission to take actions to abate any violation of any condition.

This hearing has been delayed until March 4 in order for the Mayor's Office and Planning Department to attempt to mediate a resolution of outstanding immediate neighborhood issues with the Nob Hill Legal Coalition, consisting of the homeowners associations of the Gramercy Tower (1177 California), 1200 California and 1201 California and other Nob Hill residents. Unfortunately, the coalition's demand that there be no loading activities or performer buses on California Street resulted in those discussions not reaching a settlement because there is no feasible means to operate the Masonic without a limited amount of loading and bus parking occurring on California Street. Accordingly, despite our best efforts, there remains a small number of issues where consensus was not reached with all stakeholders. Set forth below are the reasons the Masonic Center cannot agree to the demands of the Nob Hill Legal Coalition on these issues.

California Street Truck Loading: The Masonic contains a small unenclosed loading dock on Pine Street sandwiched between residential buildings. Small trucks can maneuver into the dock, but large semi-trailer trucks that carry performer instruments and sets simply can neither maneuver into the dock nor fit in it without blocking the sidewalk and driving lanes on Pine Street. See photographs and truck template drawings at Tab F. In addition, the freight elevator that serves the Pine Street dock extends only to the Exhibition Hall/kitchen level of the building, one floor below the auditorium.

Because of these physical shortcomings, for many years the Masonic has needed to unload stage equipment, instruments, sound and lights that arrive in semi-trailer trucks from the unobstructed 190-long curb on California Street in front of the Masonic. During the years 2006, 2007 and 2008, there were an average of 125 events a year that unloaded at the California Street curb (see list of events at Tab F). To minimize the impacts of this continuing limited but needed curbside unloading, we have agreed to the following conditions of approval, all of which are new and not currently in place, which should actually *reduce* the number of California Street loading days compared to prior years:

18. The Project Sponsor shall use the Pine Street loading dock for all loading and unloading to the commercial kitchen and for normal building operation supplies.
19. The Project Sponsor shall provide fixed sound and lighting systems for the Masonic Auditorium to reduce the need for performers to load and unload sound and lighting equipment into the building, and shall direct performers to use the house sounds and lights to avoid the need to unload and load out sound and lighting equipment. In the event a performer has special ancillary sound or light equipment that needs to be



unloaded and loaded out after a performance, any such load out shall be completed by 1:00 a.m. and begin no earlier than 7:00 a.m.

20. The Project Sponsor shall seek a special event "no parking" permit from the Police Department whenever it anticipates loading or bus operations on California Street and direct trucks to park in that zone. No double-parking of trucks shall be permitted. The Project Sponsor may load and unload from the California Street curb only stage sets, performance equipment and related materials associated with events and performances. Pursuant to DBI regulations, a sign shall be posted on the access ramp during loading and unloading operations that notifies disabled persons of the duration of the loading and provides specific information about alternative means of disabled access into the building, which alternative access shall be maintained at all times during loading and unloading operations on California Street.
21. To minimize noise during loading and unloading operations on California Street, the Project Sponsor shall install prior to loading and unloading activities a resilient surface material, such as rubber or vinyl, on truck ramps, pavement, sidewalk and the ramp and incorporate transition strips between different surfaces and shall direct that truck engines be turned off except when moving the vehicle or functions that require engine power are occurring, such as lowering or raising of hydraulic ramps.
22. Project Sponsor trained personnel shall manage all loading and unloading on California Street to minimize the volume of conversation and prohibit the playing of amplified music outside the building during loading and unloading, particularly during nighttime hours.
23. After unloading operations, trucks using the California Street curb loading zone shall depart the premises, park off-site, and not return for reloading until near the conclusion of the performance. All loading activities shall be completed within 90 minutes of the closing times specified in Condition 3 and commence no earlier than 7:00 a.m. No overnight curb parking of trucks shall be permitted on California Street.

Even though there are no current conditions regulating California Street loading, and despite these strict conditions, the immediate neighbors at the Gramercy Tower, 1200 California and 1201 California now insist that semi-trailer trucks unloading instruments and sets somehow use the Pine Street loading dock, regardless of the impact on residents on Pine Street or its functional infeasibility. Use of Pine Street for large truck loading would require 65+ foot trucks to park at the curb on the north side of Pine Street immediately in front of multi-family residential buildings despite an absolute parking prohibition from 3:00 to 7:00 p.m. and numerous residential garage curb cuts there (in contrast to California Street, where there are no curb cuts and no immediately adjacent residential buildings), wheel equipment up the ramp to the freight elevator, unload equipment from the freight elevator at the Exhibition Hall, and then somehow get the equipment up to the auditorium level (the Nob Hill Legal Coalition has suggested CMMT build a second freight elevator to accomplish this), and load out the same way. This convoluted path of travel, even if it could be physically accomplished, would more than



triple the load out time to about 5 hours after the end of performances, with loading operations immediately adjacent to residential buildings on Pine Street extending to 4:00 or 4:30 a.m. after shows. Tab F includes a comparison of the loading time needed for a typical road case loaded out onto California Street (3.15 minutes per case) with the same road case loaded out to Pine Street (10.64 minutes per case).

CMMT and Live Nation cannot agree to this. Not only would it be extremely inequitable to our Pine Street neighbors, but would also be completely infeasible from an operational perspective. The conditions of approval we have agreed to minimize California Street loading to the maximum extent feasible, shift small truck loading to Pine Street, solve traffic concerns, limit hours of nighttime load out, and impose strict noise limitations.

Performer Bus Parking. Many of the artists that perform at venues the size of the Masonic live and travel during tours in performer buses that accommodate their families, costumes, etc. The buses typically arrive at the venue during the day of the show, performers rehearse and do sound checks, return to their bus before and after their performance, and then the bus departs for the next venue shortly after the performance ends. For these reasons, a successful venue must offer parking for performer buses in its immediate vicinity. To minimize the impact these buses may have on the neighborhood, CMMT and Live Nation have agreed to strict limitations on performer bus parking, including providing electric "shore power" to enable their engines and generators to be shut off:

24. During the one and one-half hour period prior to the start of large events, no more than two performer buses shall park on the south side of California Street, so that the remainder of the 190-foot long curbside area is available for attendee unloading and loading and vehicle queuing into the garage. The project sponsor shall direct any additional buses to park in other bus parking zone(s) the City chooses to designate near the property.
25. In the event parking of performer bus(es) can be accommodated within the Crocker Garage at 1045 California Street, which has a ceiling height of approximately 14 feet in its ground floor level, the project sponsor shall seek to rent parking spaces within the Crocker Garage from the garage's operator to park one or more buses off-street at that location.
26. The Project Sponsor shall provide electric power on the south side of California Street for event buses in order to ensure the quiet and clean powering of these vehicles and shall direct that all performer buses parking at this zone connect to this electric power and not run their engines or generators.
27. Overnight curb parking of buses or habitable trailers for performers, support staff, or other associated with the operations or productions at the property shall not be permitted. The Project Sponsor shall include in any contract or agreement, or rules or guidance given to any performers, support staff, or others associated with the operations or productions at the property a requirement to abide by this condition. The Project Sponsor



shall remain responsible for compliance with this condition, regardless of such notice or contractual provisions.

28. No double parking of performer buses shall be allowed at any location.

Again, even though there are no current conditions regulating performer bus parking and the daily presence on Nob Hill of numerous other buses associated with visitors to Grace Cathedral and the nearby hotels, and despite these strict conditions, the immediate neighbors at the Gramercy Tower, 1200 California and 1201 California insist that there be no parking of performer buses on California Street. They have come up with no alternative location and instead have suggested that buses continually drop and pick up performers at the venue throughout the day and evening from an off-site staging area. The Planning Department has also been unsuccessful in identifying any alternative location for performer bus parking near the Masonic.

The City simply cannot expect the Masonic to operate as a successful popular music venue without allowing limited parking of performer buses in the immediate vicinity, and the best place for that to happen is either in front of the venue on California Street or in the Crocker Garage. Electric "shore power" can be provided at these locations, they are close to the venue, and minimize traffic impacts that would be associated with moving buses around throughout the day of events.

Hours. In our commitment to operate a concert hall, not a nightclub, we have offered to conclude all weekday evening events at 11:00 p.m. and weekend events at 11:30 p.m., with up to 5 events per year, such as New Year's Eve concerts, extending to 1:00 a.m. These hours are conservative by industry standards and are as early as the venue can feasibly be operated. The Planning Department supports these hours. The Nob Hill Legal Coalition demands earlier hours (10:30 on weekdays and 11:00 on weekends, with only 1 event a year extending to 1:00 a.m.), earlier than the Opera House, Davies Hall and any other concert venue we are aware of in the City operates. Those suggested hours are unworkable and not realistic for a concert venue.

The February 18 categorical exemption documents that these loading, bus parking, and hours of operation conditions will produce no significant transportation or noise impacts. In the absence of any environmental impacts, we strongly urge the Commission not to impose conditions that would render it infeasible for the Masonic to operate for the sake of the "ambiance" of Nob Hill, particularly since the Masonic has operated continuously since 1958 at this location. Residents were all well aware of its existence before they chose to reside in the area.

Conclusion

As the City's recently enacted Music and Culture Sustainability Policy confirms, San Francisco's existing performance venues are precious and rare. They offer both residents of the City and visitors rich cultural opportunities and fuel significant economic activity. The Masonic has been an important performance and assembly venue for over 51 years, but because of its physical and management limitations, has not always fulfilled its potential. The requested



conditional use authorization remedies those limitations by allowing the Masonic to be modernized and upgraded, full concessions provided, with a variety of appropriate audience configurations. At the same time, this authorization for the first time affords the City the opportunity to impose on the Masonic comprehensive and enforceable conditions of approval to assure operations are safe, professional, and compatible with a mixed use neighborhood, while maintaining a feasible assembly and entertainment venue. We request the Commission approve the requested conditional use and impose the conditions of approval attached at Tab E.

Sincerely,

Steven L. Vettel

cc: John Rahaim
Larry Badiner
Kevin Guy
Alice Barkley, Nob Hill Legal Coalition
Sup. David Chiu
Allan Casalou, CMMT
Lee Smith and Matt Prieshoff, Live Nation

Nob Hill Masonic Center

Operating Commitments and Summary of Proposed Conditions of Approval

Live Nation and the Masons began talking with their neighbors in November 2008 to elicit feedback and suggestions regarding the future operation of the venue. Since that time, the Masonic team has made dozens of concessions and commitments regarding the issues which were of concern to neighbors in order to professionalize the venue's operation and minimize disruption to the neighborhood -- while still allowing the venue to operate feasibly consistent with its 51 year history as a facility for live performers, civic events, corporate meetings and private functions. Currently, the building operates without any standard rules or conditions and it is the Mason's and Live Nation's intent to professionalize the operations of the Masonic.

Below is a recap of the conditions to which the Masonic has already committed. Each of these conditions is in direct response to neighborhood concerns.

Number of events

- For the time ever, the Masonic will limit the number of events to no more than 95 evening live entertainment events. No more than 75 of these events shall be designated as general admission.

Truck loading

- State of the art sound and light systems will be installed to eliminate the need for performers to unload their own sound and light equipment.
- Rubberized mats will be in place during load-in and load-out in order to minimize any noise from carts or rolling sets.
- No double parking is allowed
- Engines must be turned off during loading and unloading operations.
- All trucks must depart the premises as soon as they have delivered or retrieved their goods to the Masonic.
- Trucks must depart at least 1 ½ hours prior to events in order to eliminate conflicts with taxis and other event traffic.
- All deliveries to the kitchen and exhibition hall will be done through the Pine Street loading dock between the hours of 10 AM and 2 PM.

Performer bus parking

- Electric shore power will be installed in front of the building to allow buses to plug in and stay powered free of noise or emissions, so that engines and generators are turned off.
- Buses must park in designated white zones.
- Once performers have entered the building, buses will be staged in Crocker Garage or Pine Street loading dock until the performer is ready to depart the neighborhood.
- No overnight parking of performer buses.

Hours of operation

- Shows will end by 11:00 PM Sunday through Thursday.

- Shows will end by 11:30 PM Friday and Saturday.
- Up to 5 shows per year will be allowed to end at 1:00 AM, such as on New Year's Eve.

Traffic management

- Traffic will be allowed to both enter and exit on California Street and Pine Street in order to disperse traffic more evenly in the neighborhood.
- The entrance to the garage on California Street will be reconfigured to allow two lanes of traffic to enter simultaneously, thereby reducing queuing on California.
- Staff has been added inside the garage to facilitate faster ingress prior to events.
- Off-duty police officers will be retained to provide professional traffic management during all events with more than 1500 patrons.
- Bicycle parking will be provided at the venue and incentives will be provided to ticket holders to encourage use of public transit.

Parking management

- Pre-paid parking passes will be offered at area garages through an on-line ticket service in order to minimize the amount of "circling" that occurs when people are looking for parking prior to an event.

Performer and audience conduct

- Any performer with a documented history of "bad acts" associated with its shows will not be allowed to perform at the Masonic.
- The Police Department will have the authority to disallow a performer if past events indicate a potential threat to the peace cannot be avoided.

Huntington Park and Grace Cathedral security

- Live Nation will provide security in Huntington Park and near Grace Cathedral before and after live performances.

Neighborhood clean-up

- Live Nation will provide trash pick up on the four blocks surrounding the Masonic within 2 hours after the conclusion of events.

Security guidelines/personnel

- Live Nation has a comprehensive security plan in place for the Masonic. This plan details the number of security personnel proposed for shows depending upon their size and time of day, including a minimum of two SFPD 10-B officers at every large event.

Alcohol management

- No more than 2 drinks per person are allowed for purchase at any given time.
- Alcohol service will end 1 hour prior to the end of an event.

Smoking management

- Smoking will only be allowed in the designated smoking plaza, an area near the corner of California and Taylor Streets which is not adjacent to a residential building.

Miscellaneous

- In response to concerns about traffic congestion and interference with the cable car run during morning commute, the Homeland Security swearing-in ceremonies have been moved to the early afternoon.
- A queuing plan has been created to ensure that event attendees do not loiter on sidewalks and block pedestrian access to sidewalks and adjacent buildings.
- Amplified music or noise will be prohibited on the exterior of the venue.
- Reports will be made every 6 months to the Planning Department on the status of compliance with the proposed conditions.

**Nob Hill Masonic Center, 1111 California Street
Case No. 2008.1072C
Conditional Use Hearing on March 4, 2010**

Table of Contents

Tab A: Letter of Determination

Tab B: Renderings

Tab C: Legislation

Tab D: Community Outreach

Tab E: Proposed Conditions of Approval

Tab F: Loading/Unloading



SAN FRANCISCO PLANNING DEPARTMENT

Letter of Determination

September 10, 2009

Steven Vettel
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San Francisco CA 94104

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Dear Mr. Vettel:

This letter is in response to your request (dated July 8, 2009) for a determination regarding the present legal status of the Nob Hill Masonic Center ("Center"). I have also considered a letter dated August 26, 2009 from Alice Barkley, Esq. of Luce Forward regarding this issue. The Center was completed in 1958 and includes a 3,200-seat auditorium, an exhibition hall and several exhibition rooms, the Henry Wilson Coil Library & Museum of Freemasonry, offices, and a 565-space parking garage. It is located at 1111 California Street, within the RM-4 (Residential, Mixed, High-Density) Zoning District, the 65-A Height and Bulk District, and the Nob Hill Special Use District (SUD). You specifically request a determination on three topics, as quoted below:

- "...that the Center as currently operated is a legal nonconforming use fully in compliance with the Planning Code and with the Center's 1956 building permit, and that a pending change in management of the Auditorium, Exhibition Hall, and California Rooms pursuant to a lease to Live Nation has no bearing on that status;"
- "...that the Center is currently in compliance with all requirements regarding parking and loading facilities;"
- "...that there are no other conditions of approval that apply to the Center's assembly and entertainment uses."

Each of these topics is addressed individually below.

1) Legal Nonconforming Use: As discussed in the "Background" portion of your letter, the construction of the Center was enabled by a rezoning of the property from "Second Residential District" to "Commercial District" (Planning Commission Resolution No. 4171, dated July 9, 1953), and by the issuance of a building permit (No. 165699, issued on May 10, 1956). The building permit was approved subject to the conditions contained in the resolution associated with the 1953 rezoning. The Center operated as a permitted use until 1978, when the subject property was rezoned to the RM-4 District that

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September 10, 2009
Letter of Determination
1111 California Street

currently applies to the property. The RM-4 District does not permit assembly and entertainment uses, therefore, the functions within the Center became a non-conforming use as a result of the 1978 rezoning.

The Planning Code identifies two procedures that may be followed to seek continued operation of the Center. Pursuant to Planning Code Section ("Section") 185(e), the Planning Commission may grant Conditional Use authorization for the Center to continue operation in its current form, but "...no enlargement, intensification, or extension of the nonconforming use shall be permitted by the Commission." Pursuant to Section 182(b)(1), if a non-conforming use is located within 1/4 mile of any Individual Area Neighborhood Commercial District ("NCD"), the Planning Commission may grant Conditional Use authorization to change to another use within is permitted as a conditional use at the first story in an NC-1 District, and in the Individual Area NCD. The Center is located within 1/4 mile of the Polk Street NCD. Both the Polk Street NCD and the NC-1 District allow "Other Entertainment" uses with Conditional Use authorization. The types of activities conducted within the Center would be categorized as "Other Entertainment". Therefore, if the Center desires to enlarge or intensify the nature of the existing operations in a manner that would preclude Conditional Use authorization under Section 185(e), it may be appropriate to seek Conditional Use authorization through the process described in Section 182(b)(1). You have not requested, nor are we opining on any specific changes in operation to the Center that may constitute intensification, and therefore jeopardize the existing non-conforming status.

Your letter asks whether the leasing of portions of the Center to the concert promoter "Live Nation" would alter the non-conforming status of the Center. Section 180 explicitly states that, "A mere change of title or possession or right of possession of property, without any other change that is relevant to the restrictions of the Code, shall not terminate the status of a nonconforming use..." Therefore, the leasing of all or a portion of the facility to Live Nation, in and of itself, would not affect the non-conforming status of the Center.

2) Parking and Loading.

2.1) Off-Street Parking: The conditions of approval for the 1953 rezoning (which also apply to the 1956 building permit for the Center) require that off-street parking be provided at a ratio of one space for each eight seats up to the first 1,000 seats, and one space for each ten seats after the first 1,000 seats. The parking ratios cited in the conditions correspond with the current parking requirements of Section 151 for a "theater or auditorium). Based on the current 3,200-seat configuration, the auditorium of the Center requires 345 parking spaces. According to your letter, 206 of the 565 spaces in the garage for the Center are reserved for monthly parking. Therefore, 359 spaces are available for short-term parking. It appears that the auditorium, as currently configured, complies with the parking requirements imposed by the cited conditions of approval. It should be noted that these conditions do not specify parking requirements for the other uses within the Center, such as the Exhibition Hall and California Rooms, the library and museum, or the office uses

2.2) Off-Street Loading: It appears that the Planning Code did not require off-street loading spaces in 1956, when the building permit for the Center was issued. In addition, the conditions of approval do not

specify requirements for off-street loading spaces. The Center fails to conform to the following aspects of the current Planning Code requirements for off-street loading, including the following:

- Number of Spaces: The number of off-street loading spaces required by the Planning Code is calculated based on the gross square footage of the structure served by the spaces. According to your letter, the existing Center measures between 100,000 and 200,000 gross square feet. However, our Assessor's records indicate that the Center measures approximately 347,000 square feet. The actual gross square footage applicable to the loading requirements may be less than 347,000 square feet, because the definition of gross floor area in Section 102.9 excludes certain areas of the building (such as some spaces dedicated to mechanical equipment). Without a precise calculation of gross floor area based on the current floor plans for the Center, it is difficult to determine the applicable off-street loading requirements. However, if the gross square footage of the Center exceeds 200,000 square feet, two off-street loading spaces would be required. Therefore, the Center may not meet current Planning Code requirements for the number of off-street loading spaces.
- Dual-Use of Existing Space: Your letter indicates that the existing loading space sometimes serves a "dual use" as secondary ingress/egress for the parking garage from Pine Street. When being used in this configuration, this area is classified as a driveway and no longer qualifies as an off-street loading space.
- Enclosure of Existing Space: Section 155(p) requires that any off-street loading area within 50 feet of an R District be completely enclosed within a building if the loading area is used in regular night operation. The Center is located within an R District, and by the very nature of the Center, operates primarily for night time events. The existing off-street loading space is unenclosed, and therefore does not meet this requirement.

Because the Center fails to conform to the current Planning Code requirements for off-street loading, it is considered to be a non-complying structure under Section 180(a)(2). Therefore, the Center is subject to the regulations governing non-conforming uses and non-complying structures.

2.3: On-Street Loading: Your letter indicates that large trucks carrying stage equipment sometimes utilize on-street parking spaces on California Street for loading and unloading, and that the Center obtains temporary curbside loading permits from the Department of Public Works. Parking within the public right-of-way is controlled by other regulations such as the City's Police Code and Public Works Code, and the State Streets and Highways Code. There are no regulations within the Planning Code which address the type of temporary loading operations described in your letter.

2.4: On-Street Performer Bus Parking: Your letter indicates that performer buses sometimes utilize on-street parking spaces on California Street. As with the on-street loading discussed in item 2.3 above, this type of parking within the public right-of-way is controlled by other regulations such as the City's Police Code and Public Works Code, and the State Streets and Highways Code. There are no regulations within the Planning Code which address the type of temporary parking operations described in your letter.

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September 10, 2009
Letter of Determination
1111 California Street

3) Other Conditions: Your letter requests a determination "that there are no other permit or Code conditions that apply to the current assembly and entertainment uses of the Center." This is a very broad statement and there are a number of Planning Code provisions applying to the site. As described in this letter, the Center is subject to the Conditions of Approval from the 1953 rezoning (enumerated in Planning Commission Resolution No. 4171), and must substantially conform to the 1956 building permit approval (No. 165699, issued on May 10, 1956). It appears that there are no other Planning conditions of approval that apply to the operation of the Center.

However, there are a multitude of local, State, and Federal regulations which may apply to various aspects of the operation of the Center and the maintenance of the structure on the property. This includes, but it is not limited to the regulations in Sections 180-189 of the Planning Code, addressing non-conforming uses and non-complying structures. It is beyond the scope of this letter and the authority of the Zoning Administrator to exhaustively list every regulation which may apply to the operation of the Center and the uses and performances which may occur within.

If you believe this extension represents an error in interpretation of the Planning Code or abuse in discretion by the Zoning Administrator, an appeal may be filed with the Board of Appeals within 15 days of the date of this letter. For information regarding the appeals process, please contact the Board of Appeals located at 1650 Mission Street, Room 304, San Francisco, or call (415) 575-6880.

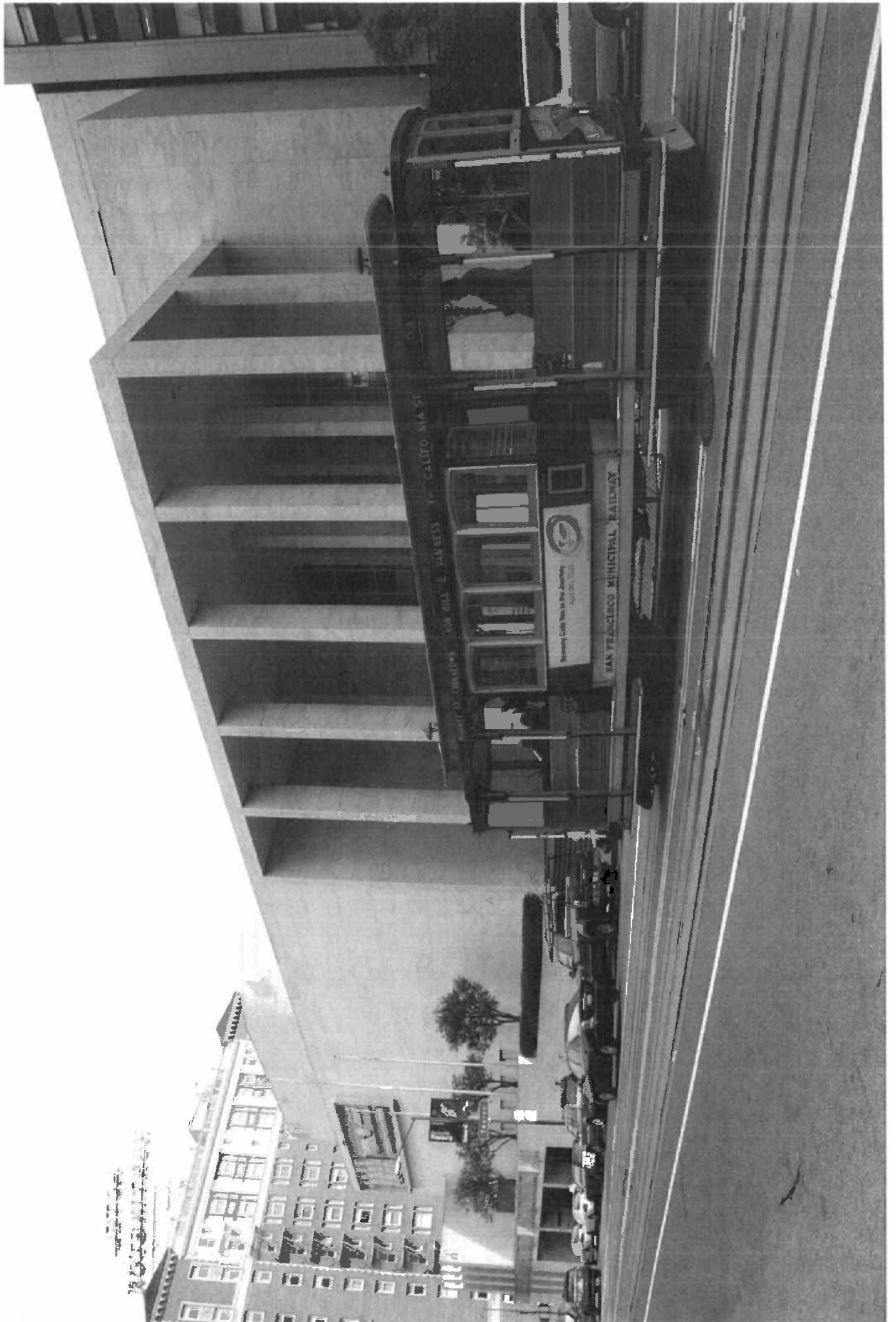
Sincerely,



Lawrence B. Badiner
Zoning Administrator

cc: Kevin Guy, Planning Department
Brett Bollinger, Planning Department
Alice Barkley, Luce Forward

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Nob Hill Masonic Center Proposed Renovations

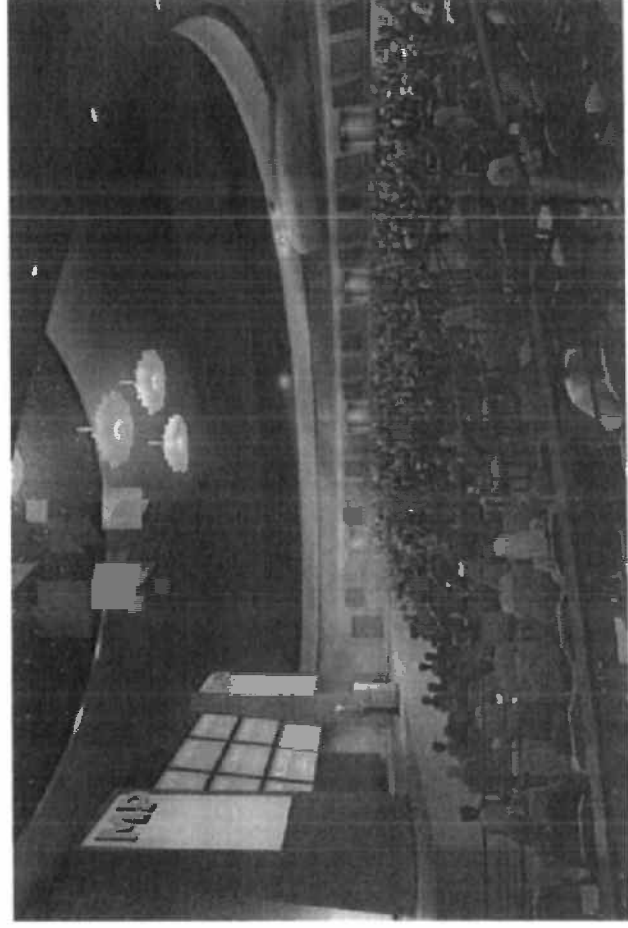


Current Configuration

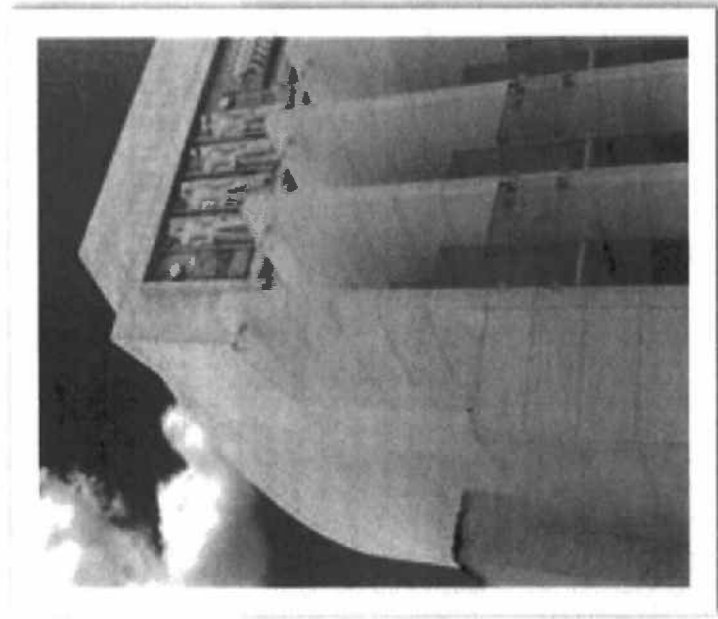
Fixed Seating with a Thrust Stage
Poor Sightlines on most concerts
due to the side seats and location
of performers

Proposed Configuration

Tiered Floor with railings between the
Tiers, allowing for Seated Events,
Banquet Style events, Seated Concerts,
or a General Admission Floor with VIP
boxes and a Seated Balcony



Historic Nob Hill

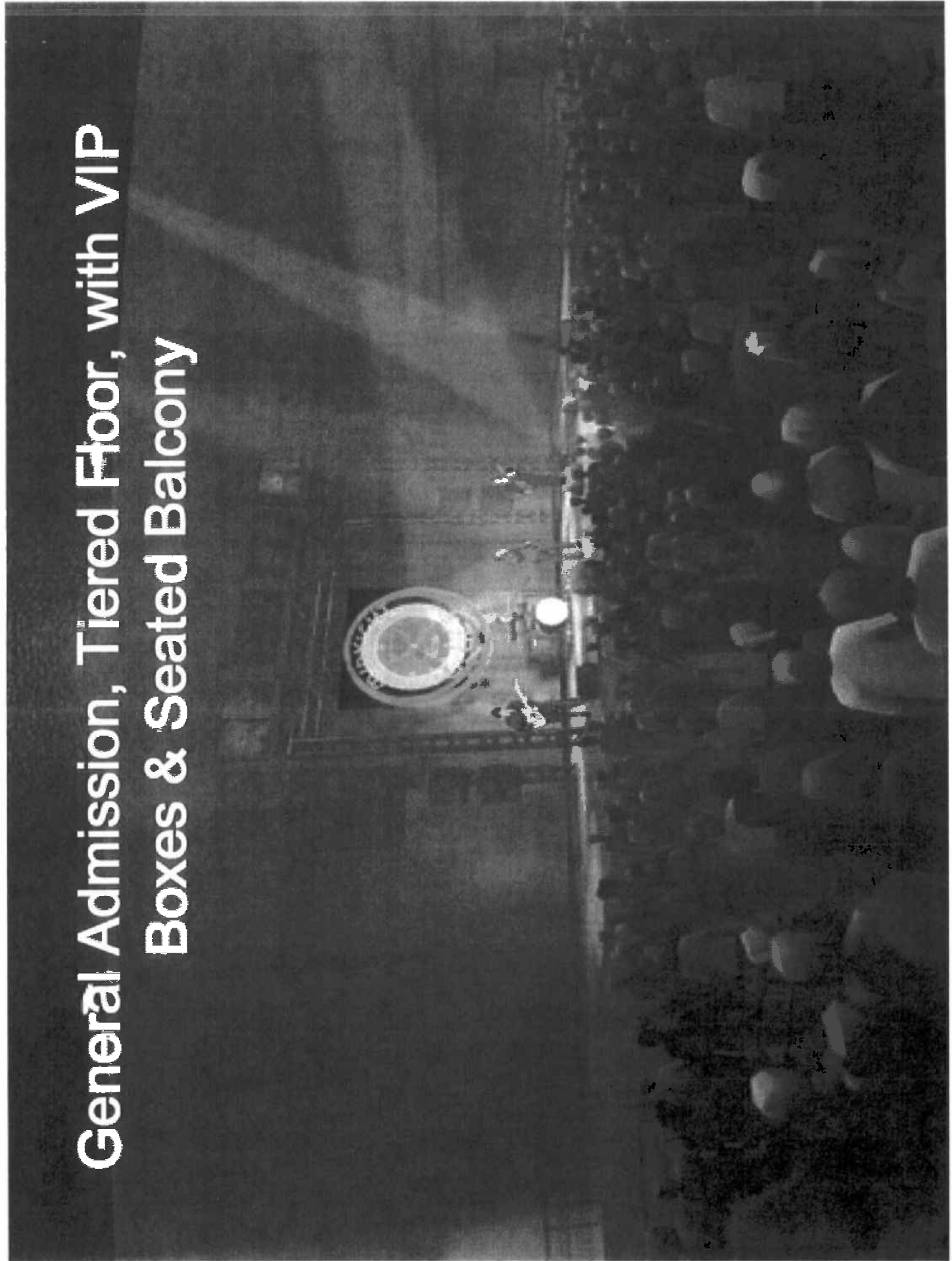


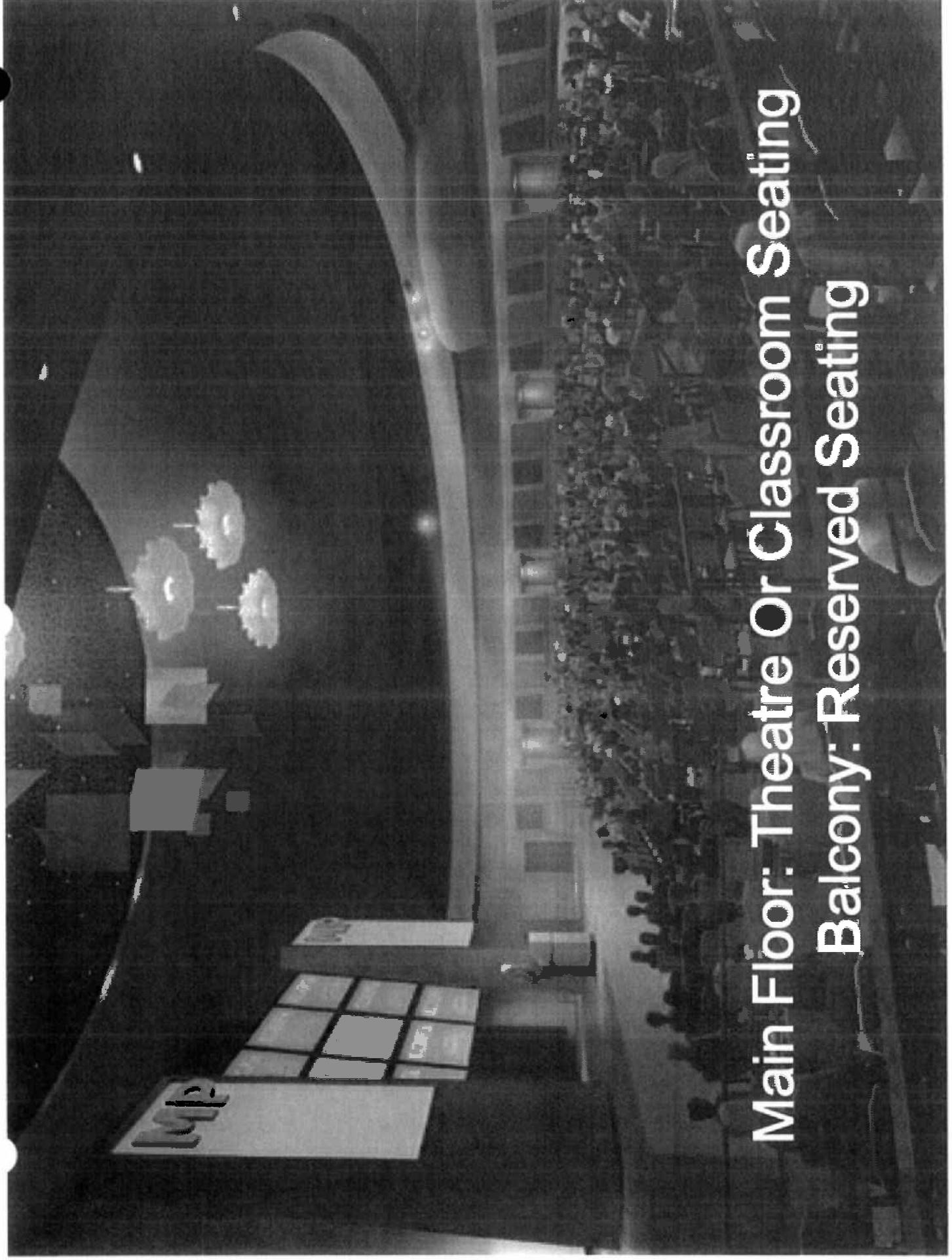
Built in 1958, the Nob Hill Masonic Center has been a part of San Francisco's cultural life for many years. Built of marble, there are many artistic features to the building, including the famous one-of-a-kind mosaic window that dominates the entrance foyer, crafted by Emile Norman.

Time for some changes...

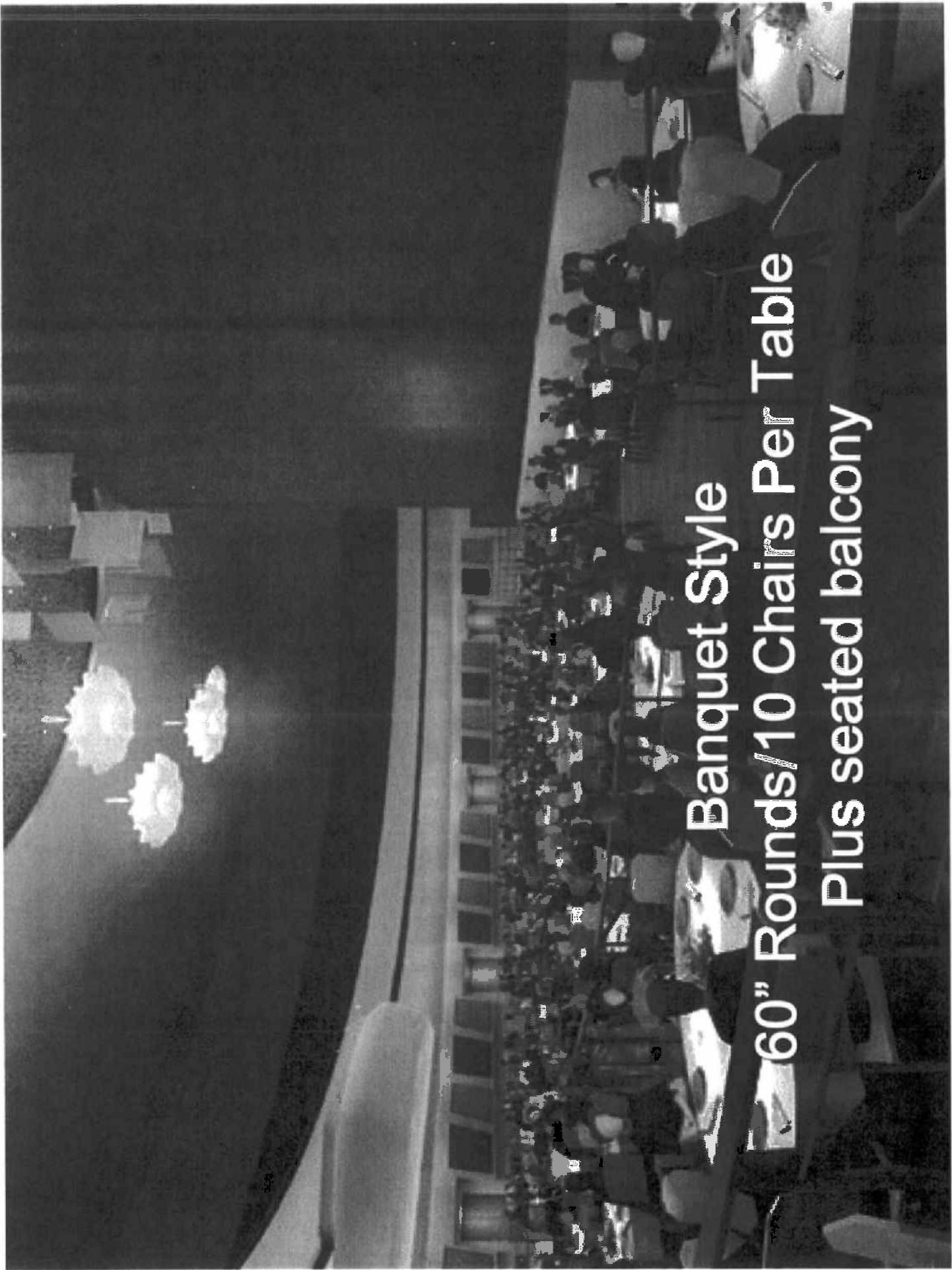
- **The Nob Hill Masonic Center has hosted concerts, trade shows and special events since its opening in 1958, from Frank Sinatra to Steely Dan, corporate conferences with companies like Apple and Verizon, naturalization ceremonies, graduations and more.**
- **After 51 years of hosting events, it's time to upgrade and modernize the venue. Flexible seating venues are now considered optimum for large and small theater spaces throughout the country.**

General Admission, Tiered Floor, with VIP Boxes & Seated Balcony





Main Floor: Theatre Or Classroom Seating
Balcony: Reserved Seating



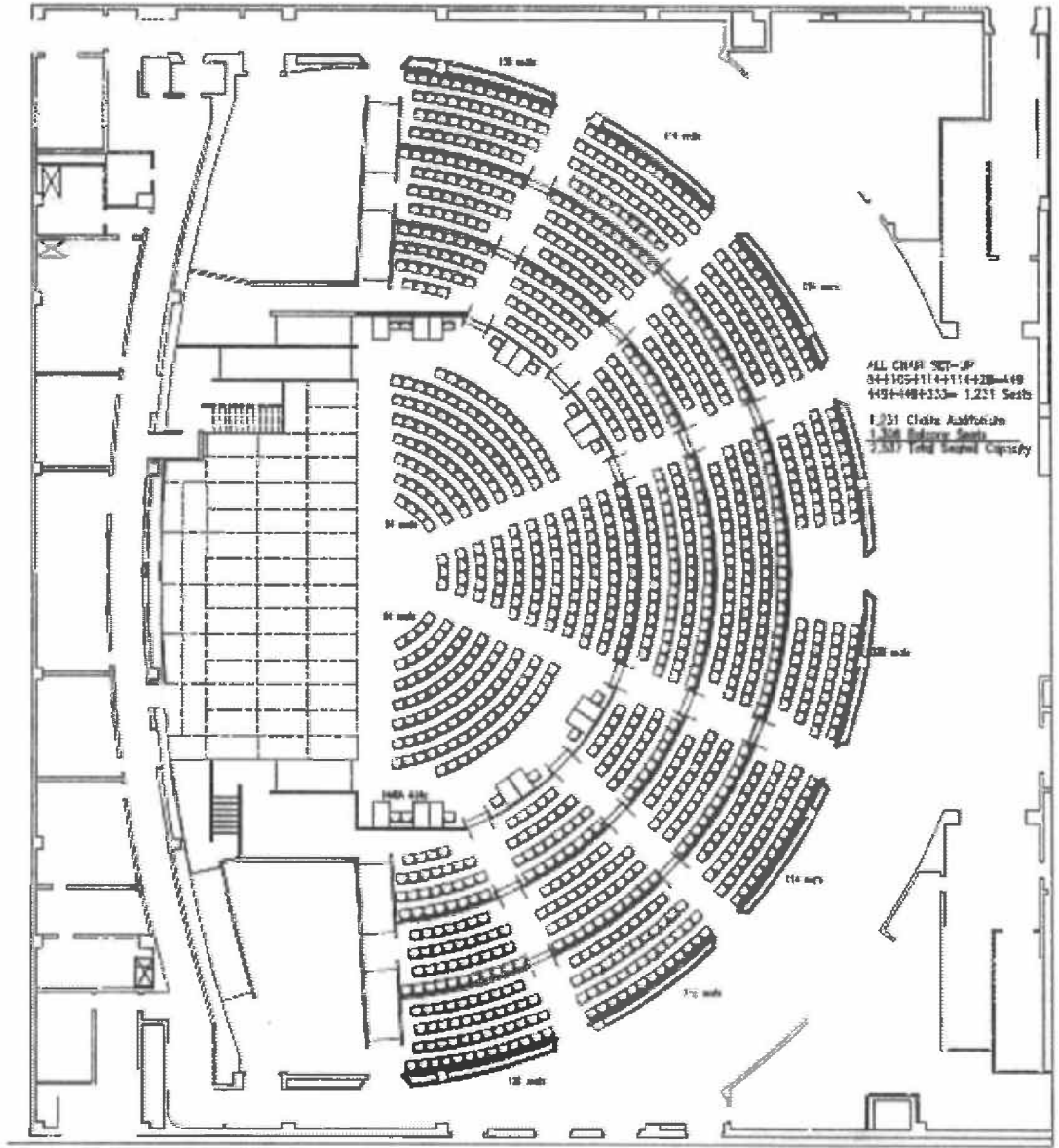
Banquet Style
60" Rounds/10 Chairs Per Table
Plus seated balcony

Proposed Renovations - Auditorium

- Remove the existing stage and center ramp; replace with new stage approximately 40' wide x 32' deep
- Remove the existing chairs on the floor
- Tiered floor for increased event flexibility; GA, classroom style, theatre or banquet set-ups
- State of the Art Sound and Lighting Systems (reduces external equipment needs significantly)
- Box seats in the rear of the floor and/or the first rows of the balcony
- Zeppelin Chandeliers

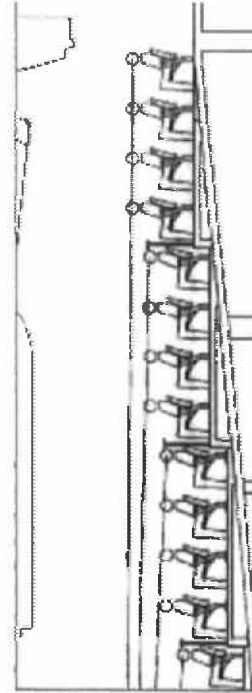
Proposed Renovations – Other Areas

- Augment existing equipment and facilities to allow for a full service, high quality concession menu and banquet service.
- Convert the existing California Room to operate as a VIP area or private event space.
- Concession areas in the lobby and theatre will be temporary and portable.
- Number of concession areas will vary according to the number of guests.
- Upgrade all dressing room facilities



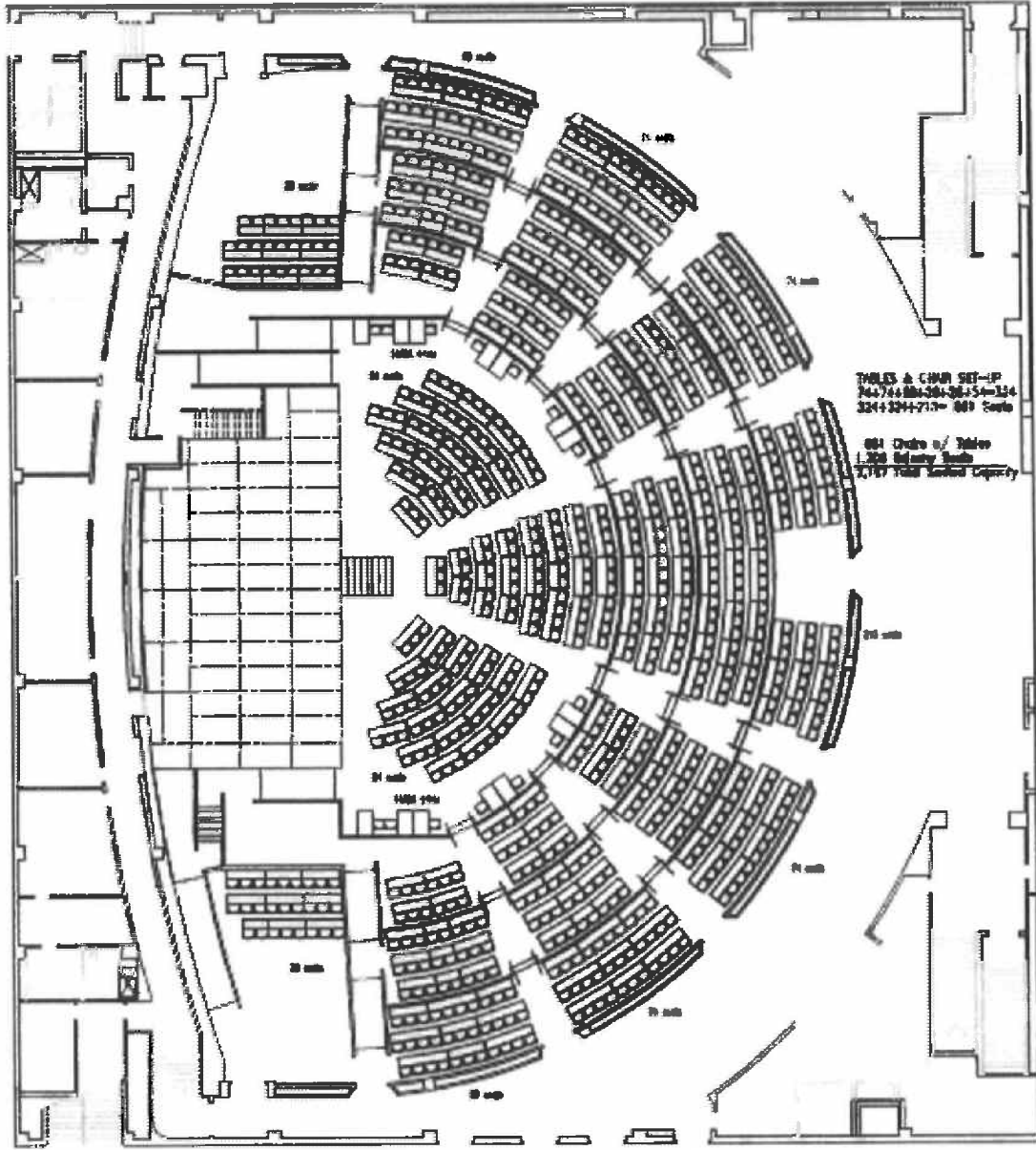
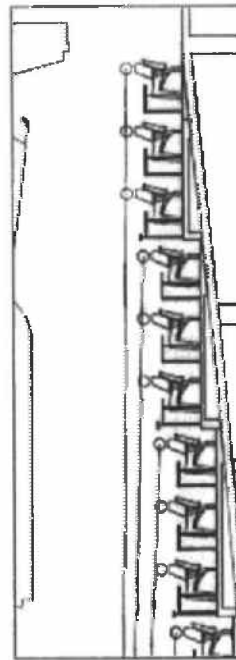
**Future Auditorium:
Fully Seated**

Floor seats- 1,231
Balcony seats- 1,306
Total- 2,537



Future Auditorium: Classroom Style

Floor Seats – 760
Balcony seats- 1,306
Total – 2,066



Other Seating Options

Maximum Occupancy of the Auditorium

General Admission Floor- 2,175

Balcony Seats- 1,306

Total – 3,481

Option w/ Box seats

Box seats = 96 (chairs)

1st Floor Subtotal = 1,922

Balcony = 1,306 persons

Total = 3,228 persons

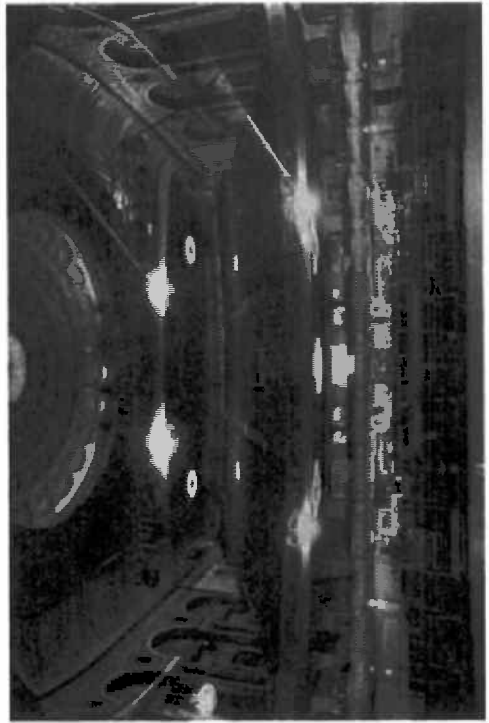
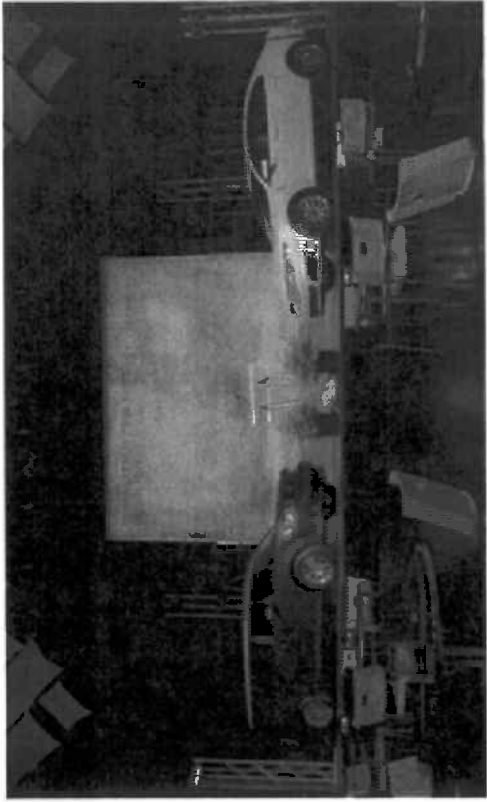
Banquet Style

Floor- 508 seats

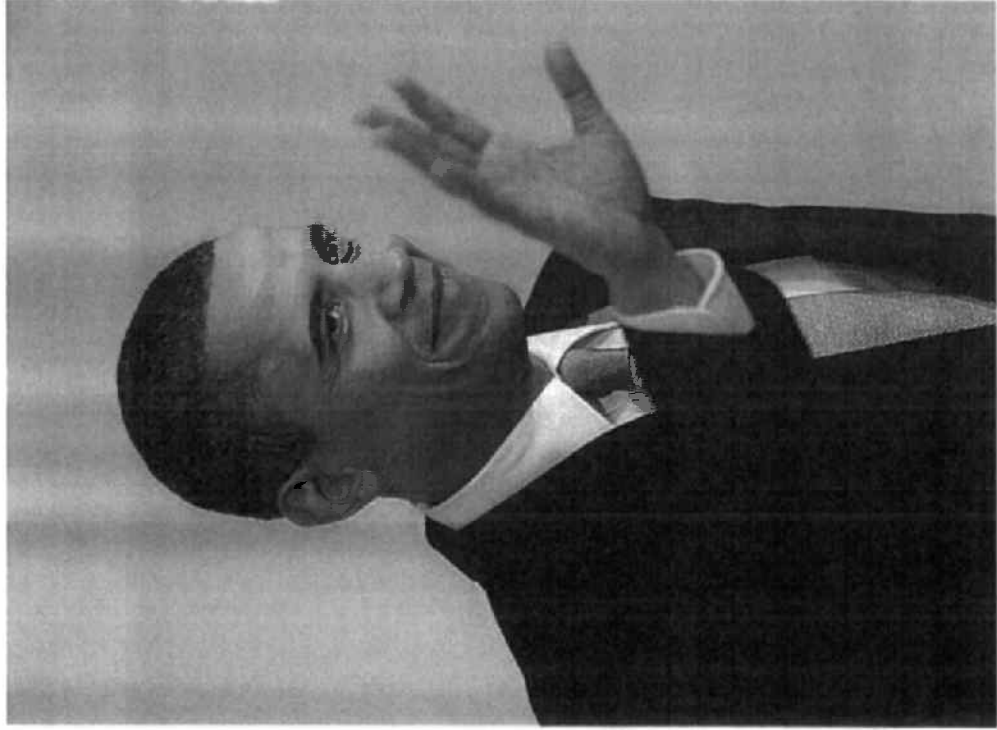
Balcony- 1,306 reserved

Total- 1,814

Fillmore Detroit



Live at the Fillmore Denver! It's Barack Obama!

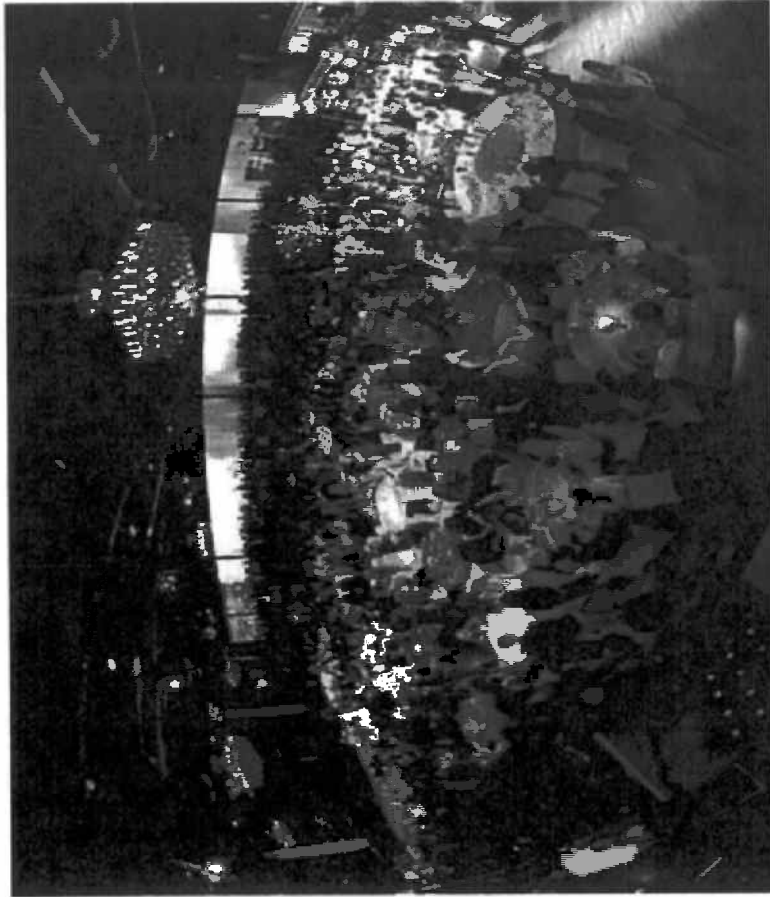


- Top Democrats say Obama, who is coming to town to fund raise for U.S.Senator Michael Bennet, has three events scheduled for Feb. 18: a grassroots rally at the Fillmore Auditorium and two receptions at the Sheraton.

Fillmore Denver

January 28, 2010

To Whom it May Concern -



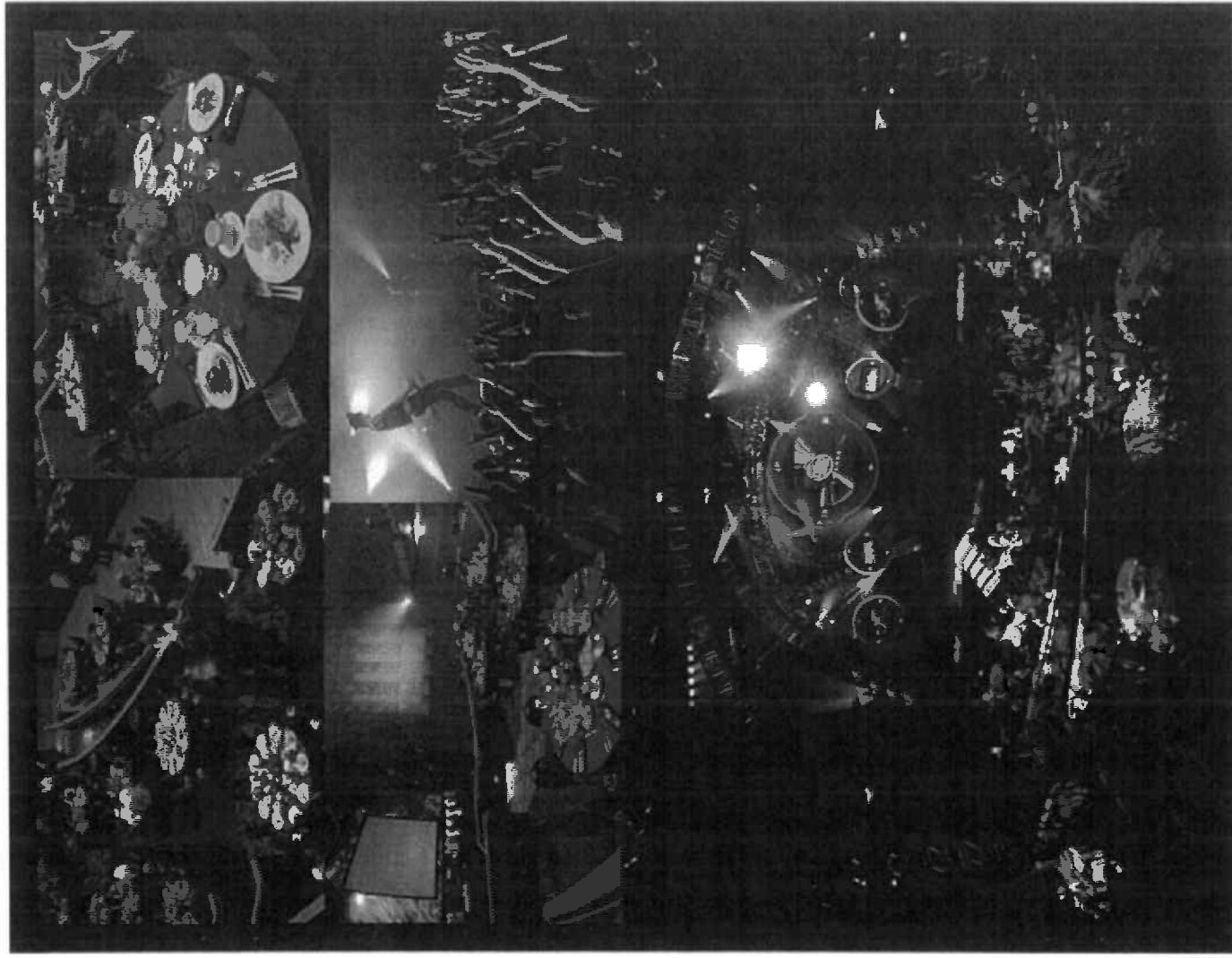
As member of a Capitol Hill neighborhood advocacy group, Neighbors on the Hill, I can unequivocally say the Fillmore Auditorium in Denver has been an asset to the community. Through the hard work and thoughtfulness of its manager, Sean O'Connell, the Fillmore has tremendously aided in bringing the neighborhood together and sustaining the eclectic and vibrant aspects Capitol Hill has been known for. Specifically, the Fillmore and its staff have participated in neighborhood clean-ups, provided space for community meetings, and have listened and adapted to neighborhood concerns. Communication is the key for a neighborhood to thrive, and I have seen Sean and the Fillmore Auditorium prove that theory true.

Further, as an owner of property right across the street from the Fillmore, I've witnessed firsthand how the theatre has benefited local businesses. Nearby stores and restaurants have thrived from the exposure the Fillmore brings to the neighborhood, thus attracting other business to set up shop. The Fillmore Auditorium has promoted a cultural and industrious exchange within a neighborhood I'm proud to call home.

Sincerely,

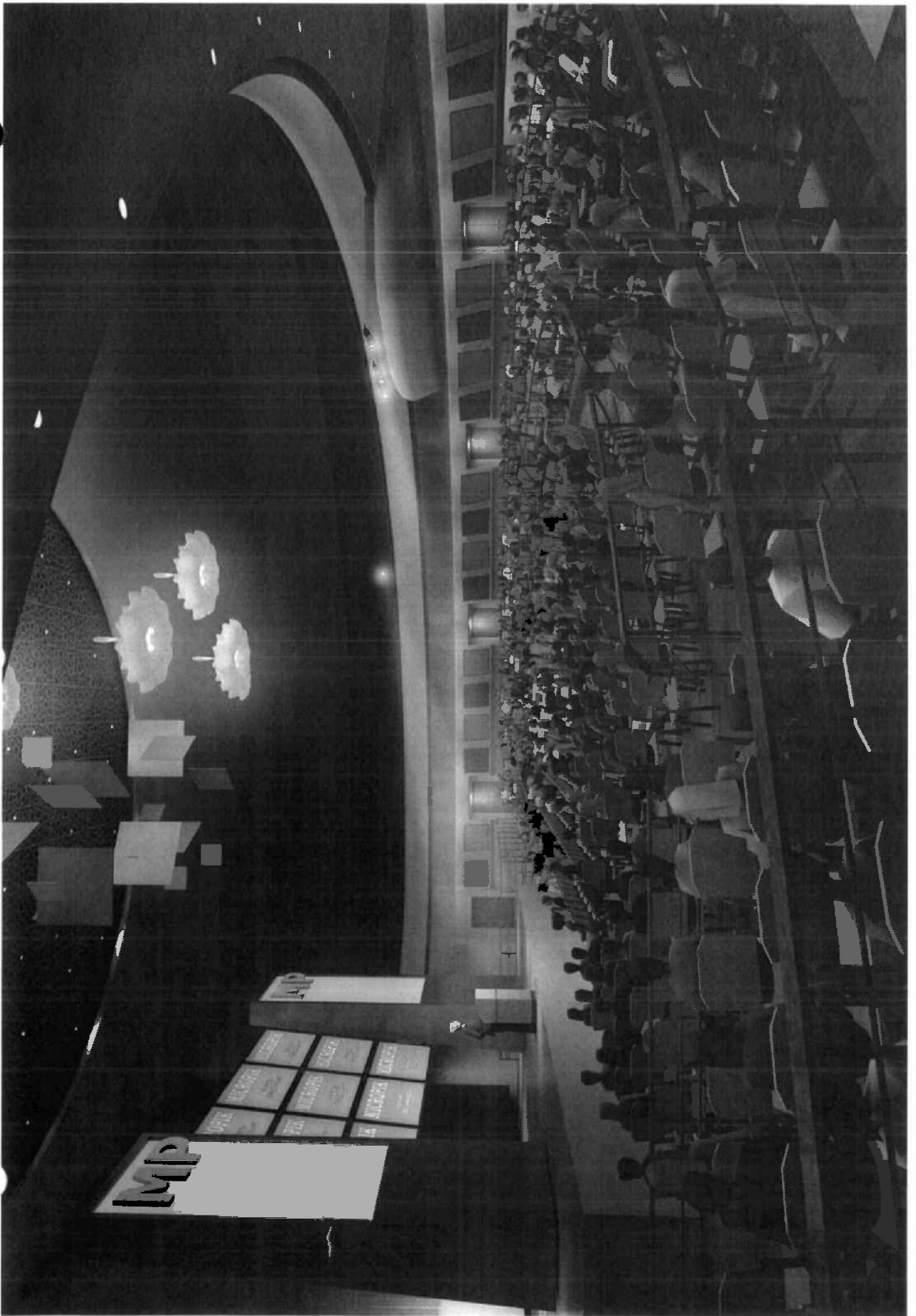
Liam Walsh
Neighbors on the Hill

The Wiltern Los Angeles, California

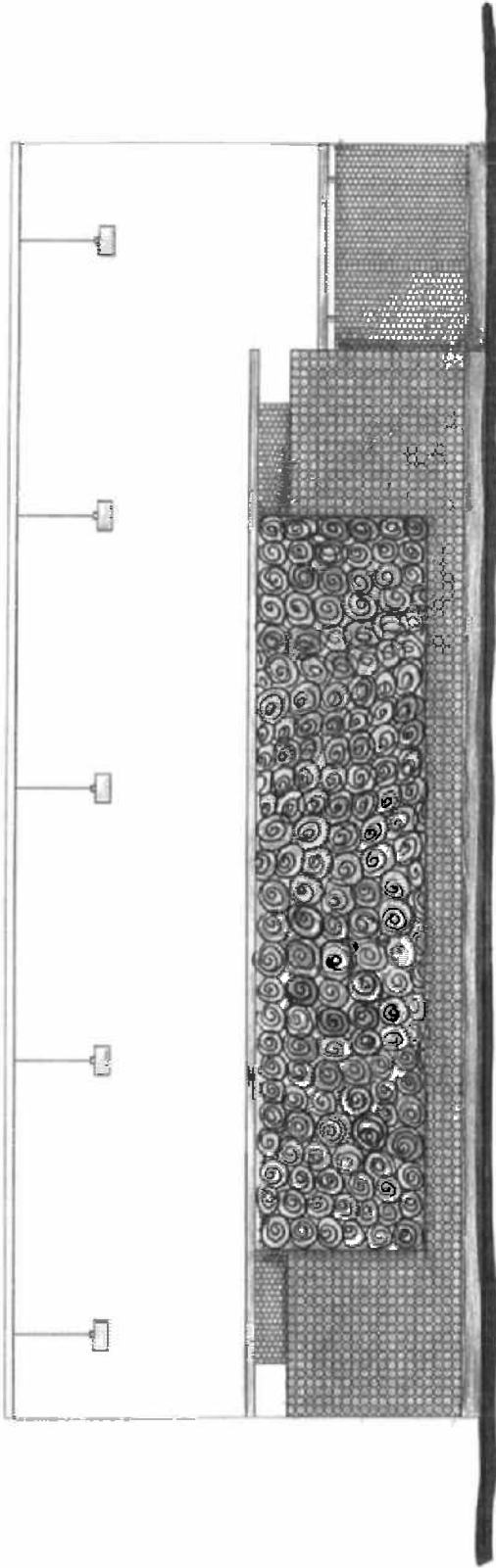












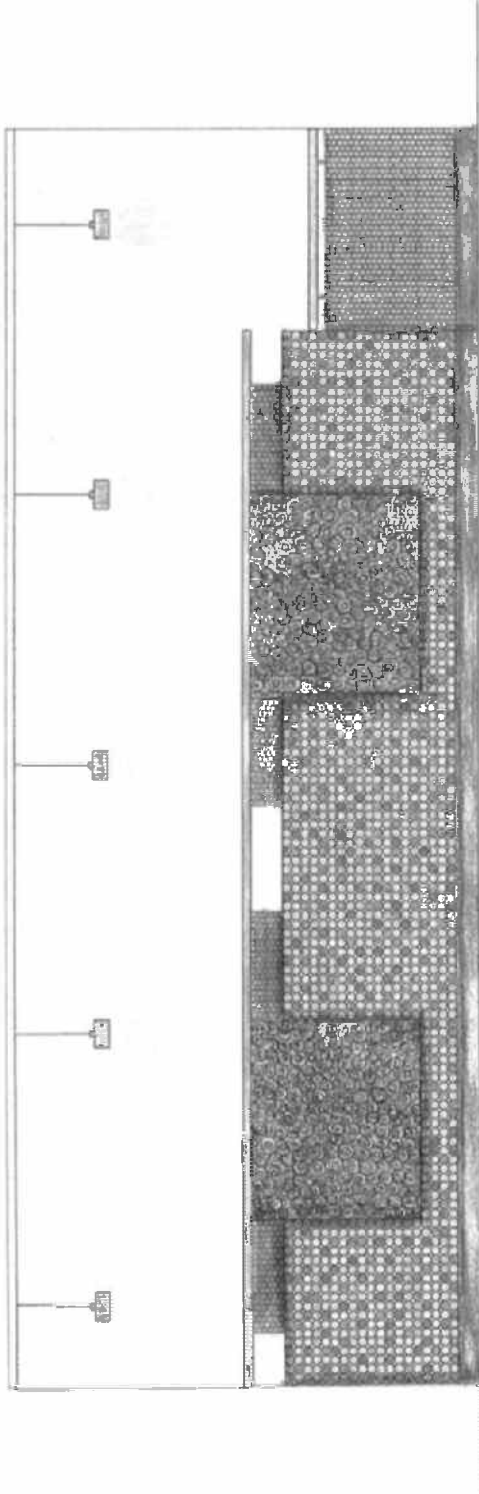
Masonic Center

Concourse Bar/ Auditorium Bar - Option 1



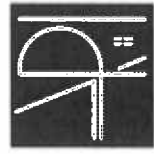
Masonic Center

Main Lobby - Bar Option 1, Light Columns



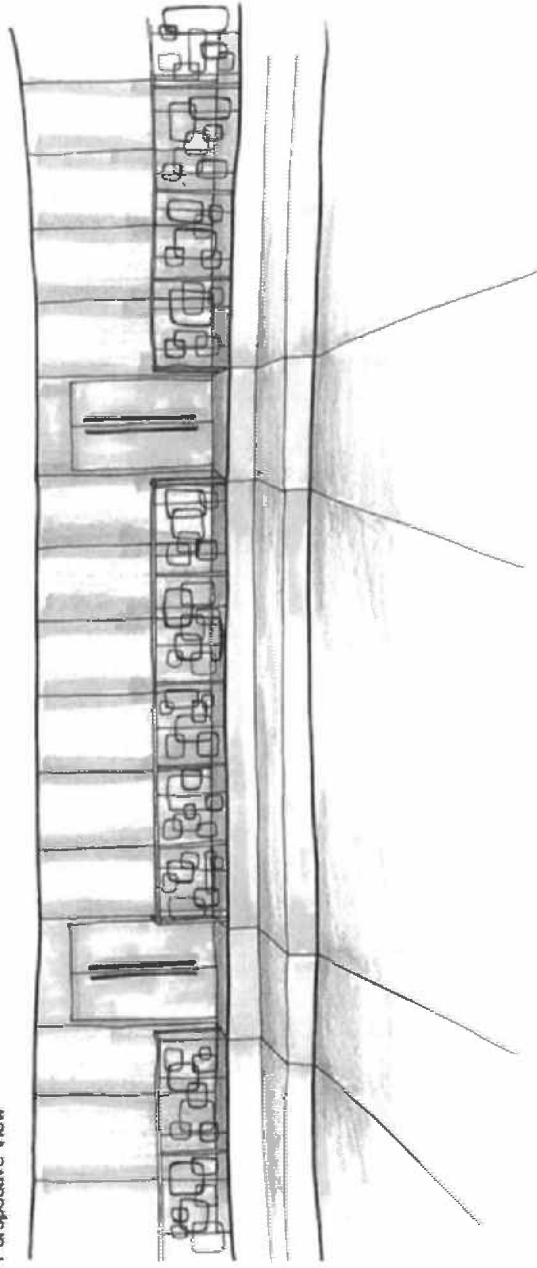
Masonic Center

Concourse Bar/ Auditorium Bar - Option 2

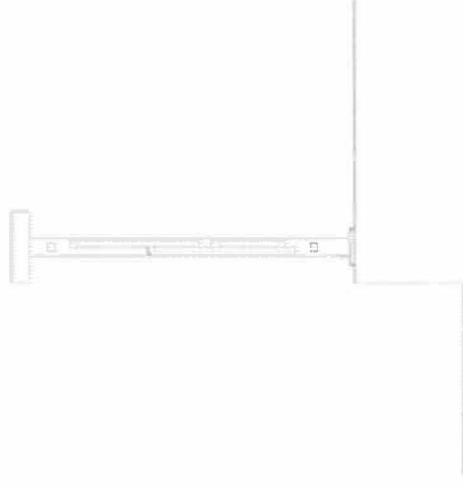


DESIGN
06.17.08

Perspective View

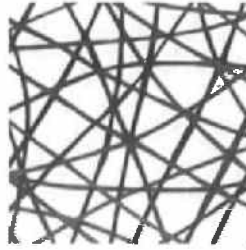
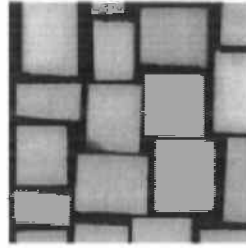
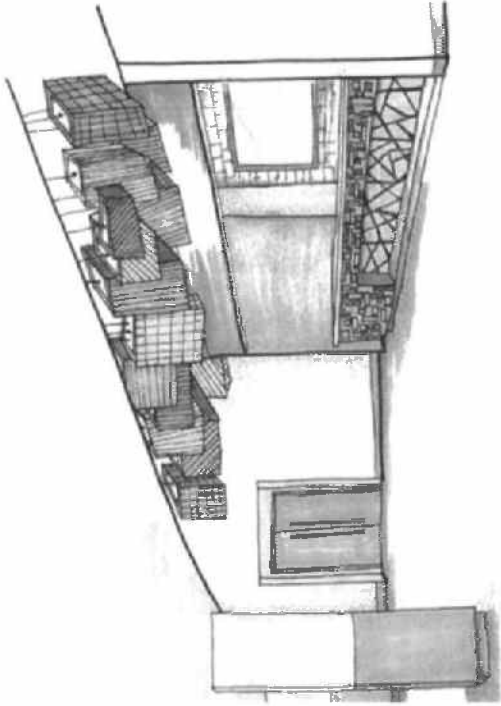


Railing Detail

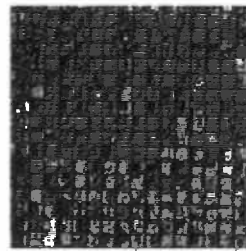
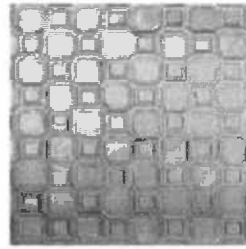
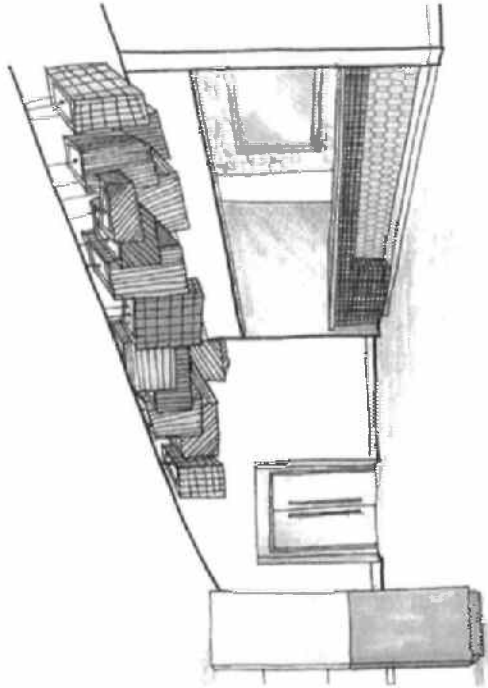


Masonic Center

V.I.P. Box Seats



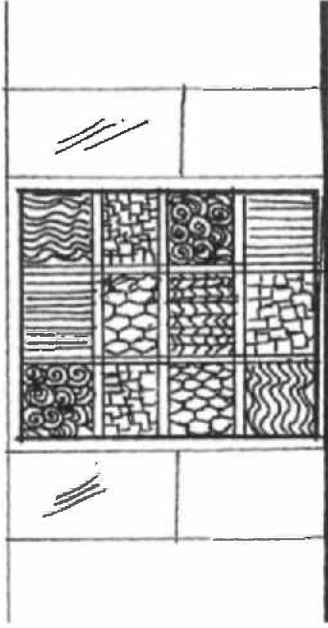
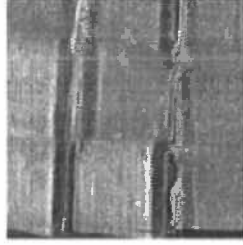
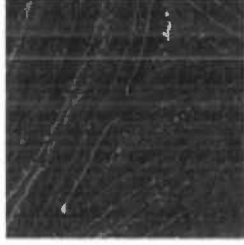
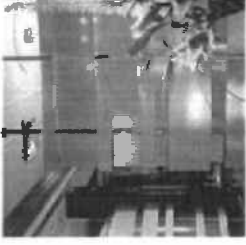
Option 3



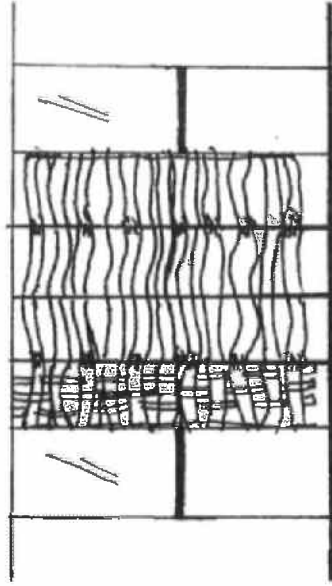
Option 2

Masonic Center

California Room - V.I.P. Bar Options 2 and 3



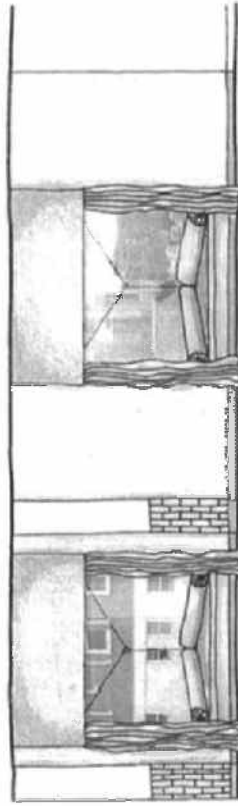
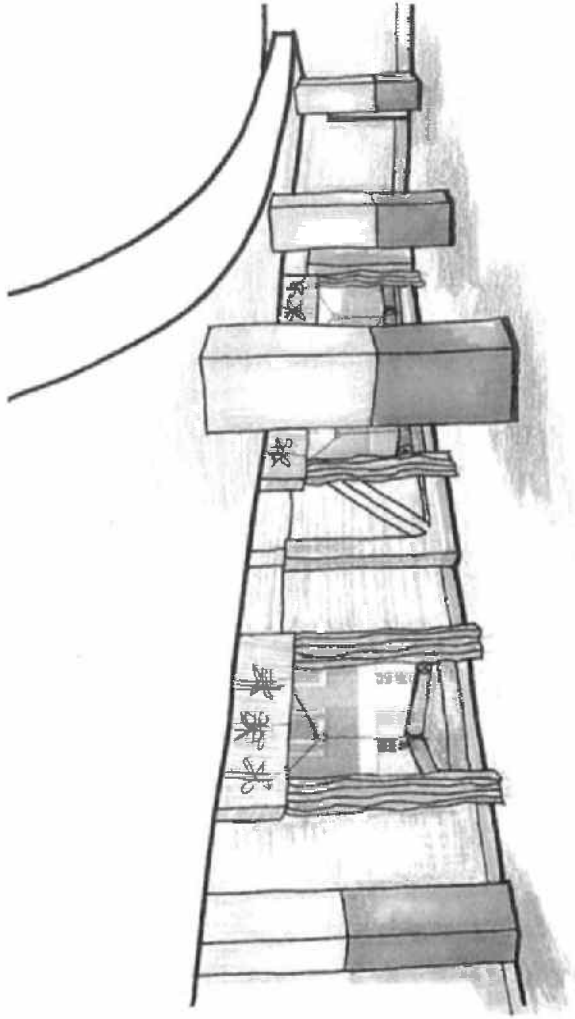
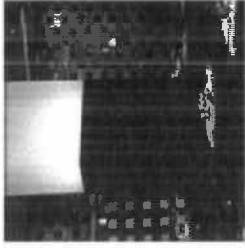
Option 2



Option 3

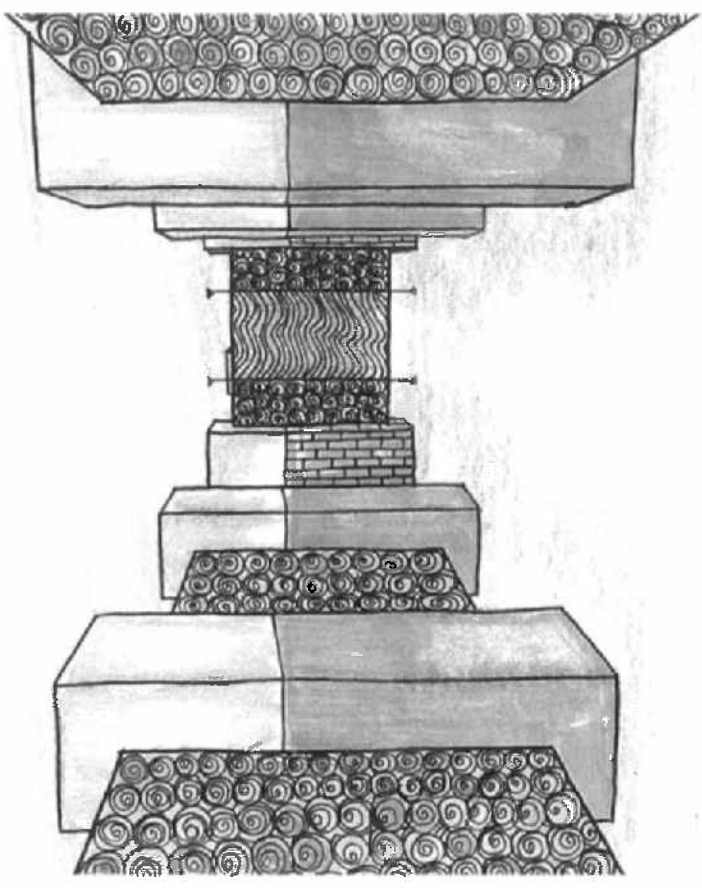
Masonic Center

California Room - V.I.P. Lounge Entry Option 2 and 3



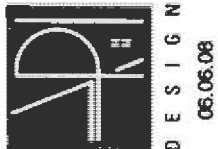
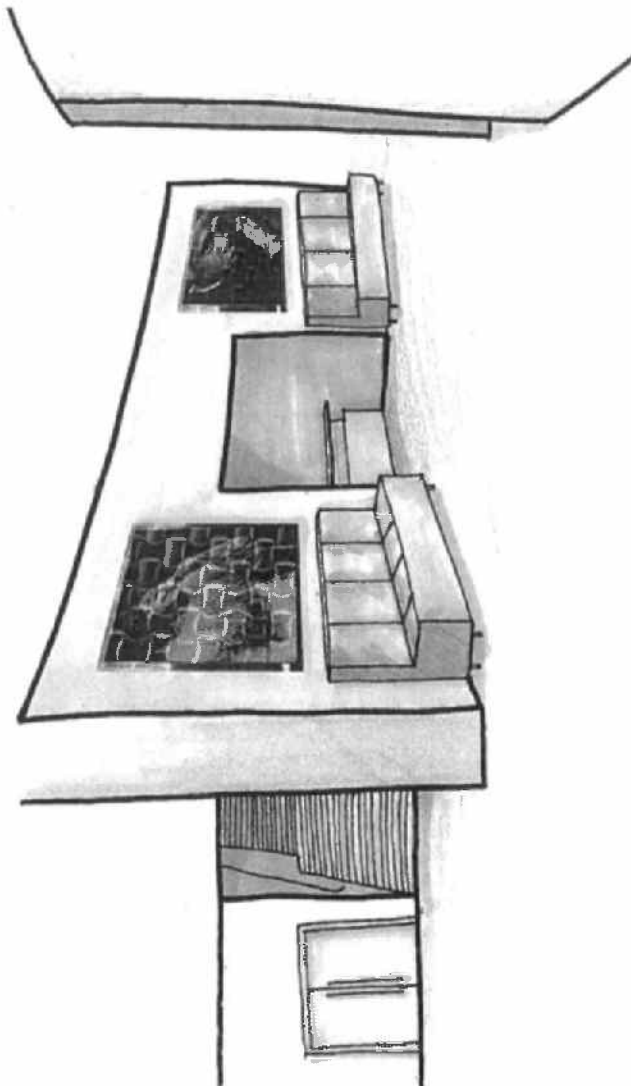
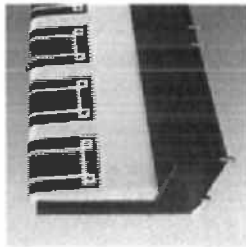
Masonic Center

California Room - V.I.P. Lounge Window Wall



Masonic Center

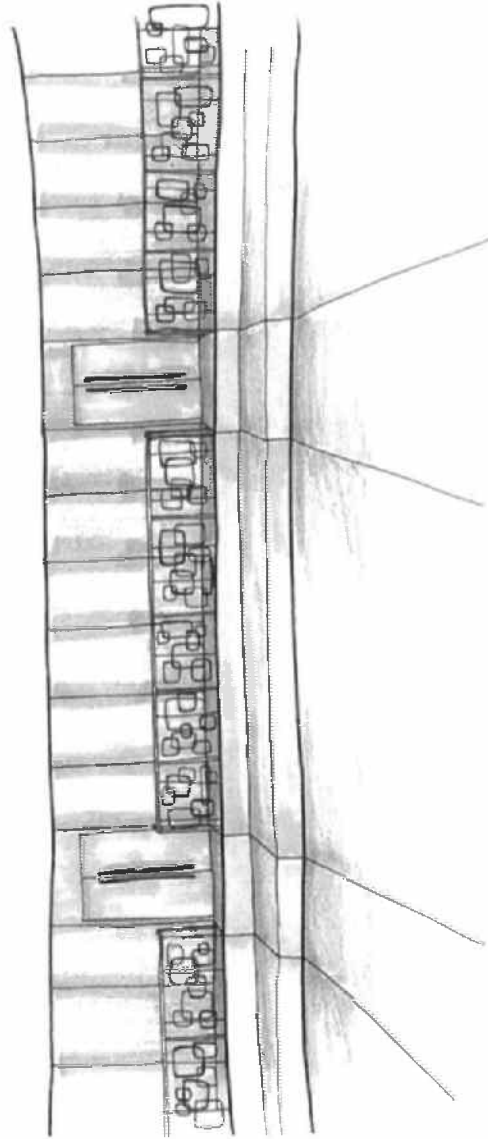
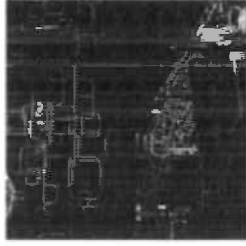
California Room - V.I.P. Lounge Entry Option 1



Masonic Center

Concourse





Masonic Center

V.I.P. Boxes

left wing and a portable concession cart on the stage right wing. The House Right concourse concession area will also act as the wait stand for wait service that will work the VIP box seat areas of the venue. Live Nation has also proposed a VIP area of the building that would be located in the existing California Room. The California Room would be open to invited guests and VIP's only and would also have an upscale concession area. Sample menus for each area of the venue are attached in Appendix 3.

2. QUEUING DIAGRAMS

Please see attached.

3. SAMPLE MENUS

Please see attached.



GLOBAL GOURMET CATERING

Post-Remodel Sample Food and Non-Alcoholic Beverage Concession Menu for Nob Hill Masonic Center – Concourse Concession Areas

BBO Pork Sandwich with Confetti Coleslaw

6 ounces Niman Ranch pork butt, slow cooked, pulled and dressed with our own tangy BBQ sauce, topped with crunchy confetti coleslaw and served on an Oven Fresh bun

Schwartz All Beef Hot Dog

Made in San Francisco's mission district since 1911, we put our steamed all beef frank in a soft Oven Fresh bun and offer Ketchup, two mustards, dill relish, diced red onion and sauerkraut to top it with

Nachos (V)

Tri-colored crisp corn tortilla chips smothered in green chile cheese sauce, black beans, jalapenos and a dollop of sour cream and salsa fresca

Rice Bowl with Green Curry Vegetables and Tofu (VE)

6 ounces of local seasonal vegetables cooked in our own house made green curry and served with chunks of grilled tofu, served over 4 ounces of steamed Jasmine Rice

Classic Caesar Salad (V)

4 ounces chopped organic Lundberg Farms hearts of Romaine, tossed to order with our house made garlic-anchovy dressing, grated Asiago cheese and crunchy croutons

Mediterranean Plate (V)

4 ounces of creamy hummus, 3 ounces of cucumber-feta salad and 4 pita triangle wedges

Pacific Cookie Company Cookies (V)

3 oz cookies from Santa Cruz favorite Pacific cookie company, baked fresh daily

Non-Alcoholic Beverage Options:

Assorted Coca-Cola brand sodas

Bottled still and sparkling waters

Freshly brewed organic, free trade coffee and decaffeinated coffee, Numi organic teas



*Post-Remodel Sample Food Concession Menu for Nob Hill Masonic Center -Box Seat
Menu*

Seasonal Cheese and Fruit Display

A Selection of French and California Cheeses
Arranged Beautifully with Ripened Strawberries and Red Grapes
Accompanied by Sliced Baguette and Specialty Crackers

BBQ Pork Sandwich with Confetti Coleslaw

Niman Ranch pork butt, slow cooked, pulled and dressed with our own tangy BBQ sauce, topped with crunchy confetti coleslaw and served on an Oven Fresh bun

Nachos (V)

Tri-colored crisp corn tortilla chips smothered in green chile cheese sauce, black beans, jalapenos and a dollop of sour cream and salsa fresca

Rice Bowl with Green Curry Vegetables and Tofu (VE)

Local seasonal vegetables cooked in our own house made green curry and served with chunks of grilled tofu, served over steamed Jasmine Rice

Classic Caesar Salad (V)

4 ounces chopped organic Lundberg Farms hearts of Romaine, tossed to order with our house made garlic-anchovy dressing, grated Asiago cheese and crunchy croutons

Mediterranean Plate (V)

Creamy hummus, cucumber-feta salad and pita triangle wedges



Post-Remodel Sample Food Concession Menu for the Nob Hill California Room

Pacific Rim Seafood Bar

Dungeness Crab and Bay Shrimp Cakes
Tangerine Aioli

Fennel Pollen Seared Scallops
Arugula-Lemon Pesto

Bodega Bay Oysters on the Half Shell
Champagne-Habanero Mignonette, Cocktail Sauce, Fresh Lemon

Day Boat Scallops and Mango Ceviche Shooters

Exhibition Artisan Cheese and Fruit Pairing

Papillon Roquefort Paired with Eggman Farms Fresh Honeycomb

SAINT ANDRES TRIPLE CREAM BRIE PAIRED WITH D' ANJOU PEARS

ISIGNY MIMOLETTE PAIRED WITH HEIRLOOM APPLE SLICES

Accompanied by Sliced Baguette, Specialty Crackers
and Panorama Walnut Bread Toast Points

Hand Rolled Sushi

Fresh Kappa, California, Tobiko, Hamachi, Poached Prawn, Spider,

Maguro, Unagi and Additional Unique Sushi Combinations

Beautifully Displayed with Pickled Ginger, Wasabi and Soy Sauce



Post-Remodel Sample Alcoholic Beverage Concession Menu for Nob Hill Masonic Center - California Room Bars

Premium Bar Selections

Ketel One Vodka, Bombay Gin, Chivas Regal Scotch, Makers Mark Bourbon, Mt. Gay Rum, Sauza Hornitos Tequila, Crown Royal, Chardonnay, Sauvignon Blanc, Cabernet Sauvignon and Merlot, Sierra Nevada, Amstel Light or similar selections, Coke, Diet Coke, Sprite, Crystal Geyser Sparkling and spring water



Post-Remodel Sample Alcoholic Beverage Concession Menus for Nob Hill Masonic Center - Lobby, Concourse and House Bars

Well Bars

Smirnoff Vodka, Gordon's Gin, Clan McGregor Scotch, Jim Beam Bourbon, Myers Platinum Rum, Matador Silver Tequila, Seagram's 7, Chardonnay, Sauvignon Blanc, Cabernet Sauvignon and Merlot, Budweiser, Bud Light or similar selection, Coke, Diet Coke, Sprite, Crystal Geysler Sparkling and spring water

Call Bars

Skyy Vodka, Beekeeper Gin, Johnnie Walker Red Scotch, Jack Daniels, Bacardi Rum, Jose Cuervo Gold Tequila, Seagram's 7, Chardonnay, Sauvignon Blanc, Cabernet Sauvignon and Merlot, Sierra Nevada, Amstel Light or similar selection, Coke, Diet Coke, Sprite, Crystal Geysler Sparkling and spring water

Arts Element

POLICY VI-1.3

Preserve existing performing spaces in San Francisco.

Background

From both the perspectives of preservation of cultural history and the current need for performance facilities in San Francisco, existing performing spaces should be preserved. Many old theaters have been destroyed over the years and have not been replaced. As one of many examples, the Fox Theater was destroyed when the Fox Plaza was developed and no new theater was built to take its place.

1 [Promoting and Sustaining Music and Culture in San Francisco.]
2

3 Ordinance adding Chapter 90A to the San Francisco Administrative Code to establish a
4 music and culture sustainability policy for City government; provide for development
5 by the Entertainment Commission of a proposal for an on-line permitting system for
6 entertainment-related permits, licenses, and determinations; provide for review by the
7 Entertainment Commission of new criteria for entertainment related permits, licenses,
8 and determinations; establish a process coordinated by the Entertainment Commission
9 for reviewing and possibly revising City Codes to conform to and implement the music
10 and culture sustainability policy; urge the Planning Commission to consider amending
11 the General Plan to conform to and implement that policy; and provide for an annual
12 hearing by the Entertainment Commission to review and make recommendations
13 relating to implementation of that policy.

14 Note: Additions are single-underline italics Times New Roman;
15 deletions are ~~striketrough-italics-Times-New-Roman~~.
16 Board amendment additions are double underlined.
Board amendment deletions are ~~striketrough-normal~~.

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

18 Section 1. The San Francisco Administrative Code is hereby amended by adding
19 Chapter 90A, comprised of Sections 90A.1 – 90A.9, to read as follows:

20 CHAPTER 90A:

21 PROMOTING AND SUSTAINING MUSIC AND CULTURE

22 SEC. 90A.1. FINDINGS AND PURPOSE.

23 (a) San Francisco has a rich music and cultural heritage manifested in numerous outdoor
24 events such as street fairs and music festivals and in many indoor venues such as community centers.
25

1 nightclubs, and theaters. Music and cultural events and performances are a distinct and important
2 feature of San Francisco that make it both an exceptional and a desirable place to live.

3 (b) Indoor and outdoor music, theater, performance, nightlife, dancing, and other
4 entertainment venues and cultural events are a vital component of the quality of life for all the diverse
5 communities of San Francisco. Such venues and events offer important social avenues for individuals
6 and groups of all ages, foster positive and meaningful interactions between individuals and within
7 communities in San Francisco, and strengthen neighborhoods in San Francisco.

8 (c) San Francisco's vibrant music, nightlife, and cultural life is a central component of its
9 attractiveness not only to residents but also to visitors; both those coming from the greater San
10 Francisco Bay Area, and tourists, business visitors, and convention attendees who come to San
11 Francisco from other parts of the United States and the world. The wide variety of music,
12 entertainment, and cultural events are a boon to the tourism industry in San Francisco and have a
13 major, positive impact on the San Francisco economy.

14 (d) It is the policy of the City, and the purpose of this Chapter, to foster, promote, and sustain
15 music and culture in San Francisco. This Chapter shall be implemented in a manner that is consistent
16 with the requirements of state law, the City Charter, and any fiduciary obligations.

17 **SEC. 90A.2. MUSIC AND CULTURE SUSTAINABILITY POLICY.**

18 The following general principles constitute the City's music and culture sustainability policy.
19 All City officials, boards, commissions, departments, and other entities shall implement these principles
20 in conducting the City's affairs.

21 (e) The City is committed to a general policy of sustaining indoor music and performance
22 venues, and outdoor special events such as, but not limited to, parades, festivals, neighborhood
23 celebrations, and street fairs. As development proceeds in San Francisco, with new buildings
24 constructed, possible zoning changes, evolving infrastructure, changes in transportation systems and

1 traffic patterns, and the like, the City must be vigilant to ensure that San Francisco remains a
2 hospitable environment for music and cultural venues and events. San Francisco's music and
3 performance venues and indoor and outdoor cultural events should be preserved and enhanced and
4 protected from displacement due to development.

5 (b) The City is committed to a general policy of supporting and encouraging the use of City and
6 County property, including Port property, for indoor and outdoor music and other cultural events. By
7 making public property available for such events, more residents and visitors to San Francisco are able
8 to attend such events and thereby share in the rich musical and cultural experiences that San Francisco
9 offers.

10 (c) The City supports and encourages the use of galleries, art studios, salons, warehouses,
11 coffee houses, community centers, and other unique places for cultural events, such as but not limited
12 to musical performances, DJ events, readings, theater, dance events, fairs, festivals, workshops,
13 fundraisers, and other community events. Limitations of space within San Francisco make it important
14 for the City to be creative and expansive in recognizing the value of many different kinds of venues for
15 music, entertainment, and cultural events.

16 (d) The City supports and encourages music, theater, performance, dance, street fairs, and
17 other programs and events that reflect the cultural diversity of San Francisco. For San Francisco's
18 musical and cultural life to remain vibrant, the City must be receptive to new and evolving perspectives
19 on music and culture.

20 (e) The City supports and encourages innovative approaches to the provision of low-cost
21 housing to musicians, artists, performers, event planners, and others who have an integral role in San
22 Francisco's music and cultural life.

23 (f) The City supports and encourages educational programs to promote music, theater, dance,
24 and other performance arts, including but not limited to after-school programs, continuing education
25

1 programs, performance career paths, and education in media and digital arts and video and audio
2 technology.

3 (g) The City supports and encourages workforce development efforts between event organizers
4 and the City, such as but not limited to training workers in providing security for outdoor events and in
5 facilitating the clean-up of neighborhoods impacted by large outdoor events.

6 (h) The City supports and encourages ongoing research activities on the economic impact of
7 street fairs, nightlife, dance clubs, music halls, other performance and entertainment venues, and
8 cultural events. These research activities should include not merely research efforts by officials,
9 boards, commissions, departments, and other entities of the City, but also research efforts of persons or
10 entities outside of City government. Through contracts, grants, or other funding by the City of outside
11 research efforts, policymakers and decisionmakers within City government and their staffs can learn
12 and benefit from the expertise, perspective, and insights that others can bring to this issue.

13 (i) The City supports and encourages advertising and promotion of music and cultural events
14 and venues, such as street fairs, nightlife, dance clubs, music halls, and other performance and
15 entertainment venues and cultural events. These advertising and promotion efforts should include not
16 merely advertising and promotion by officials, boards, commissions, departments, and other entities of
17 the City, but also advertising and promotion by persons or entities outside of City government who may
18 be specially capable of reaching diverse or specialized audiences, including diverse communities in
19 San Francisco, visitors from the greater San Francisco Bay Area, tourists, business visitors, and
20 convention attendees. Through contracts, grants, or other funding by the City in support of such
21 advertising and promotion efforts, music and cultural events and venues in San Francisco can be
22 sustained and strengthened.

23 (j) It is the policy of the City and County to have a system of coordinated policy development,
24 event planning, and permitting for music, culture, nightlife, performance, entertainment, special events,
25

1 and entertainment establishments. To facilitate this goal, the Entertainment Commission shall
2 coordinate these policy development, event planning, and permitting functions. All City officials,
3 boards, commissions, departments, and other entities shall cooperate with and assist the Entertainment
4 Commission in these efforts.

5 SEC. 90A.3. STREAMLINED PERMITTING.

6 The City is committed to employing modern technologies, and to developing an on-line
7 permitting system, to provide for more economical and expeditious processing of entertainment-related
8 permits, as defined by ordinance, and other permits or licenses that must be granted or determinations
9 that must be made for a music or cultural event or other entertainment event to take place.

10 To that end, the Entertainment Commission shall develop a proposal for an on-line system that
11 simplifies and expedites the permit process with features such as, but not limited to, on-line application,
12 payment, and permit tracking, and reduction or elimination of paper use. In developing the proposal,
13 the Executive Director of the Entertainment Commission and/or staff shall consult as appropriate with
14 City boards, commissions, departments, entities, and officials, including but not limited to the Planning
15 Commission, Recreation and Park Commission, Port Commission, Police Commission, Fire
16 Commission, Building Inspection Commission, Municipal Transportation Authority Agency, Health
17 Commission, and Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT), each of
18 which shall cooperatively assist as appropriate in developing the proposal. The Department of
19 Telecommunications and Information Services shall provide assistance in developing the proposal.
20 The Arts Commission, Grants for the Arts, and the charitable trust departments may, in their discretion,
21 make recommendations to the Executive Director of the Entertainment Commission and/or staff or the
22 Entertainment Commission regarding the proposal. The City may contract with an outside consultant
23 or consultants to facilitate development of the proposal. The Executive Director of the Entertainment
24 Commission and/or staff may hold one or more public hearings to aid in development of the proposal.
25

1 The Entertainment Commission shall hold at least one public hearing regarding this proposal
2 no later than December 1, 2009 and shall submit the proposal, and in the Entertainment Commission's
3 discretion an accompanying report, to the Board of Supervisors no later than January 15, 2010, in
4 order for the proposal to be fully considered during negotiations and deliberations pertaining to the
5 budget for the fiscal year that commences on July 1, 2010.

6 SEC. 90A.4. HEARINGS ON PERMIT CRITERIA.

7 (b) Subsection (a) shall not apply to new criteria including criteria for fees for the issuance of
8 an entertainment-related permit, as defined by ordinance, or other permit or license that must be
9 granted or determination that must be made for a music or cultural event or other entertainment event
10 to take place, if the permit, license, or determination is under the jurisdiction of the Interdepartmental
11 Staff Committee on Traffic and Transportation (ISCOTT), the Arts Commission, Grants for the
12 Arts, the charitable trust departments, the California Academy of Sciences, the Library Commission,
13 the Port Commission, or the Recreation and Park Commission. To the extent any of these entities hold
14 a public hearing on said new criteria, the entity shall notify the Entertainment Commission of the
15 public hearing and afford the Entertainment Commission and/or its Executive Director or his or her
16 designee an opportunity to testify at the hearing. This subsection (b) shall not preclude the
17 Entertainment Commission or any other City official, board, commission, department, or other entity
18 from holding its own hearing on new criteria for permits, licenses, or determinations under the
19 jurisdiction of the entities named in subsection (b).

20 SEC. 90A.5. REVISION OF CITY CODES.

21 By no later than July 1, 2010, the Entertainment Commission shall submit a report to the Board
22 of Supervisors and all affected City officials, boards, commissions, departments, and other entities,
23 with recommendations for revising City Codes to conform to and implement the principles contained in
24 the music and culture sustainability policy described in Section 90A.2. In developing the report, the
25

1 Executive Director of the Entertainment Commission and/or staff shall consult as appropriate with City
2 boards, commissions, departments, entities, and officials, including but not limited to the Planning
3 Commission, Recreation and Park Commission, Port Commission, Police Commission, Fire
4 Commission, Building Inspection Commission, Municipal Transportation Authority Agency, Health
5 Commission, and Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT), each of
6 which shall cooperatively assist as appropriate in developing the report.

7 The Arts Commission, Grants for the Arts, and the charitable trust departments may, in their
8 discretion, make recommendations to the Executive Director of the Entertainment Commission and/or
9 staff or the Entertainment Commission regarding the report to be submitted to the Board of Supervisors
10 under this section. Before the Entertainment Commission submits any report to the Board of
11 Supervisors under this section, the Executive Director of the Entertainment Commission and/or staff
12 shall consult with the Arts Commission, Grants for the Arts, and the charitable trust departments with
13 respect to the proposed report.

14 The Executive Director of the Entertainment Commission and/or staff may hold one or more
15 public hearings to aid in development of the report to be submitted to the Board of Supervisors under
16 this section. The Entertainment Commission shall hold at least one public hearing regarding the report
17 no later than May 1, 2010.

18 ~~Upon receipt of the report mandated by this section, the Board of Supervisors or a~~
19 ~~committee thereof shall hold a hearing on the report within 90 days of receipt thereof. The~~
20 ~~President of the Board of Supervisors or the committee chair may extend this 90-day deadline~~
21 ~~for up to an additional 30 days if, in the judgment of the President or the chair, considerations~~
22 ~~of Board or committee efficiency warrant the extension. Subject to the time limits proscribed~~
23 ~~in this paragraph, the Board or committee hearing of these proposals may occur in one~~
24
25

1 comprehensive hearing, or in the President's or chair's discretion may be split into two or
2 more hearings.

3 The Entertainment Commission may submit to the Board of Supervisors the report mandated by
4 this section in separate parts at separate times, provided that all parts of the report are the subject of a
5 hearing before the Entertainment Commission by May 1, 2010 and before being submitted to the Board
6 of Supervisors; and provided further that all parts of the report are submitted to the Board of
7 Supervisors by no later than July 1, 2010. The requirement of a hearing before the Board of
8 Supervisors or a committee thereof mandated by this section shall not become operative until
9 July 1, 2010 or until all parts of the report have been submitted to the Board of Supervisors,
10 whichever occurs first.

11 Nothing in this section is intended or shall be construed to interfere with or override Section
12 4.105 of the Charter or any other Charter provision. Nothing in this section is intended or shall be
13 construed to prevent any official, board, commission, department, or other entity at any time from
14 proposing a revision to City Codes to conform to and implement the music and culture sustainability
15 policy or otherwise affect the ability of an official, board, commission, department, or other entity to
16 submit proposed legislation to the Board of Supervisors.

17 SEC. 90A.6. AMENDMENT OF GENERAL PLAN.

18 To the extent the principles contained in the music and culture sustainability policy described in
19 Section 90A.2 relate to the future physical development of the City and County, the Board of
20 Supervisors urges the Planning Commission to consider incorporating those principles into the City's
21 General Plan and elaborating on and implementing with greater specificity those principles in the
22 General Plan, either as a distinct element or as part of one or more existing elements or other features
23 of the General Plan, or as some combination of those approaches. The Board of Supervisors urges the
24 Planning Commission to submit by no later than July 1, 2011 a proposed amendment or amendments to
25

1 the General Plan to accomplish this objective. The Board of Supervisors urges the Planning
2 Department (and Planning Commission, to the extent it is involved) to work on an ongoing and
3 collaborative basis with Entertainment Commission staff (and the Entertainment Commission, to the
4 extent it is involved) in developing said amendment or amendments to the General Plan, as well as
5 working with other affected officials, boards, commissions, departments, and other entities.

6 Nothing in this section is intended or shall be construed to interfere with or override Section
7 4.105 of the Charter or any other Charter provision. Nothing in this section is intended or shall be
8 construed to prevent the Entertainment Commission or its Executive Director, or any other City
9 official, board, commission, department, or other entity from proposing to the Planning Commission or
10 the Director of City Planning amendments to the General Plan that would elaborate on and implement
11 with greater specificity the principles contained in the music and culture sustainability policy.

12 SEC. 90A.7. ANNUAL HEARING.

13 Beginning with calendar year 2012, during the first six months of every year the Executive
14 Director of the Entertainment Commission or his or her designee shall hold a public hearing to review
15 the City's implementation of the principles contained in the music and culture sustainability policy
16 described in Section 90A.2; consider whether the policy should be amended; consider whether further
17 action should be taken to implement the policy, including whether any City Codes should be revised to
18 implement the policy; and consider whether the General Plan should be amended to implement the
19 policy. Other City officials may attend and participate as appropriate in the hearing. The Executive
20 Director or his or her designee shall report on the hearing to the Entertainment Commission, and make
21 recommendations as appropriate. Prior to submitting any such recommendation following the hearing,
22 the Executive Director of the Entertainment Commission or his or her designee shall consult as
23 appropriate with the Arts Commission, Grants for the Arts, and the charitable trust departments, and
24 any official, board, commission, department, or other entity affected by the recommendation.

1 The Entertainment Commission may choose to hold the annual hearing mandated by this
2 section in lieu of its being held by the Executive Director of the Entertainment Commission or his or
3 her designee. In that event, the Entertainment Commission shall invite a representative of the Arts
4 Commission, Grants for the Arts, and the charitable trust departments, as well as any official, board,
5 commission, department, or other entity likely to have an interest in the hearing, to attend and
6 participate as appropriate. Following the hearing, the Entertainment Commission may make
7 recommendations as appropriate on the subjects covered in the hearing.

8 This section is not intended and shall not be construed to limit the number of hearings the
9 Executive Director or his or her designee may have per year on the subjects to be covered in the annual
10 hearing mandated by this section; or to limit the Entertainment Commission's ability to hold one or
11 more hearings on those subjects; or to limit the ability of any other official, board, commission,
12 department, or other entity to hold one or more hearings on those subjects; or to preclude any hearing
13 on those subjects prior to calendar year 2012; or to preclude the Entertainment Commission or any
14 other official, board, commission, department, or other entity at any time from making
15 recommendations on those subjects.

16 SEC. 90A.8. ARTS AND OTHER DEPARTMENTS AND COMMISSIONS.

17 Nothing in this Chapter shall be construed to limit or abridge the powers or exclusive
18 jurisdiction of the Interdepartmental Staff Committee on Traffic and Transportation (ISCOTT),
19 the charitable trust departments, the Arts Commission, Grants for the Arts, the California Academy of
20 Sciences, the Library Commission, the Port Commission, or the Recreation and Park Commission, over
21 their activities; the land and buildings set aside for their use; or over the other assets entrusted to their
22 care. This Chapter shall not be construed to impose additional hearing or approval procedures for any
23 policies, guidelines, permits, or licenses issued by the above-listed agencies.

24 SEC. 90A.9. DEFINITIONS.

1 (a) "Charitable trust departments" means those departments so designated in Charter
2 section 5.101.

3 (b) "City" means the City and County of San Francisco.

4 (c) "Entertainment-related permits, as defined by ordinance" means those permits and
5 licenses as defined in Administrative Code section 90.2 as amended from time to time.

6
7 APPROVED AS TO FORM:
8 DENNIS J. HERRERA, City Attorney

9 By: Paul Zarefsky
10 PAUL ZAREFSKY
11 Deputy City Attorney
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City and County of San Francisco

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

Tails Ordinance

File Number: 081125

Date Passed:

Ordinance adding Chapter 90A to the San Francisco Administrative Code to establish a music and culture sustainability policy for City government; provide for development by the Entertainment Commission of a proposal for an on-line permitting system for entertainment-related permits, licenses, and determinations; provide for review by the Entertainment Commission of new criteria for entertainment related permits, licenses, and determinations; establish a process coordinated by the Entertainment Commission for reviewing and possibly revising City Codes to conform to and implement the music and culture sustainability policy; urge the Planning Commission to consider amending the General Plan to conform to and implement that policy; and provide for an annual hearing by the Entertainment Commission to review and make recommendations relating to implementation of that policy.

December 16, 2008 Board of Supervisors — PASSED ON FIRST READING AS DIVIDED
Ayes: 11 - Alioto-Pier, Campos, Chu, Daly, Dufty, Elsbernd, Maxwell,
McGoldrick, Mirkarimi, Peskin, Sandoval

January 6, 2009 Board of Supervisors — FINALLY PASSED
Ayes: 10 - Alioto-Pier, Campos, Chu, Daly, Dufty, Elsbernd, Maxwell,
McGoldrick, Mirkarimi, Peskin

File No. 081125

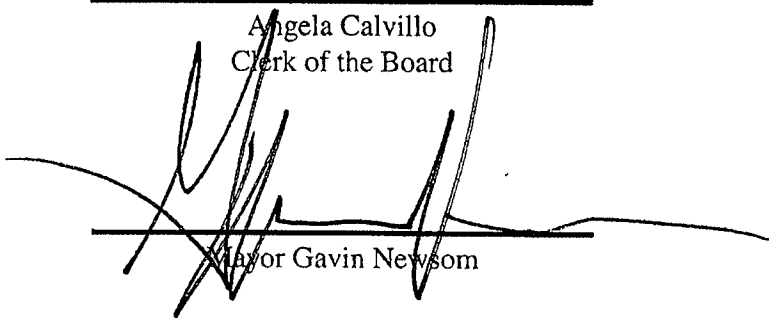
I hereby certify that the foregoing Ordinance
was **FINALLY PASSED** on January 6, 2009
by the Board of Supervisors of the City and
County of San Francisco.



Angela Calvillo
Clerk of the Board

1/16/09

Date Approved



Mayor Gavin Newsom

March 23, 2009

President Ron Miguel
Members of the Planning Commission
Director John Rahaim
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear President Miguel, Members of the Planning Commission and Director Rahaim:

As you know the Masonic Auditorium and Live Nation are partnering to take the Masonic Auditorium into the next phase of a long and vibrant history. We have secured a building permit to upgrade the facility and are seeking a conditional use authorization to make professional food and beverage service a permanent element of the venue.

We are writing to seek your support for calendaring a hearing on the Masonic Center's conditional use application as soon as possible. The Masonic has almost "gone dark" expecting that its improvements would be under construction by now, and a continued delay in having this application heard will extend that down period by many months. This delay hurts not only us, but also has a direct negative financial effect on the City and our unionized and temporary workers.

While we cannot say what the dollar amount is that the Masonic's guests and performers spend at nearby restaurants, hotels and businesses (although we are confident it is significant), we can give you a general idea of the direct one-time and annual fiscal impact of the facility and the anticipated upgrades.

Amount of capital investment	\$6 million
Number of construction jobs	30 people per day for four months – payroll of \$2 million
Number of permanent jobs (Live Nation)	Projecting 70 concerts/live entertainers with 110 workers per concert (7,700 total) and special events with 50 workers per special event (3,500) for a total of 11,200 workers annually. Estimated payroll \$2.5 million/year.
Garage and building payroll (Masonic)	\$500,000/year

Event parking tax revenue (Masonic)	\$500,000/year
Event parking tax revenue (nearby garages)	\$150,000/year
Sales tax revenue	Approximately \$180,000 in anticipated tax on concessions operation Approximately \$45,000 in taxes on merchandise sales
Bottom line	\$2.5 million in payroll each year \$750,000+/year in taxes each year to City

We are pleased to share that we are finalizing our agreement with the International Alliance of Theatrical Stage Employees, Local 16, represented by F.X. Crowley, to do all of the carpentry, construction of scenery, properties, stage lighting, room lighting and associated electrical work, all rigging, video, sound, laser, electronic recording, graphics presentation, and projection, including slide, video and motion picture projection. Live Nation has long enjoyed a collaborative relationship with Local 16 and we look forward to building upon that partnership at the Masonic.

It is also important to note that while the Masonic has been virtually closed the last many months in anticipation of facility upgrades, the Fox Theater in Oakland has wasted no time capitalizing on the events that would normally have come to the Masonic. The newly reopened Fox and the Masonic offer a similar size venue and old world ambiance.

In just the most recent months since the Fox opened, they have hosted artists including Cake, The Moody Blues, BB King, the Allman Brothers Band, Seal and The Decemberists. Each concert has sold tickets to between 2000 and 2800 guests. All told, between February and May, it is estimated that more than 60,000 concert and event patrons that are attending events at the Fox could have been attending those same events at the Masonic in San Francisco. The sooner we are able to reopen the Masonic, the sooner artists and guests and their discretionary dollars can return to San Francisco.

In addition to continuing our vibrant program of concerts, speakers and comedians, the Masonic will continue to host high school and graduate school graduations (such as Galileo, Hastings and UCSF), corporate events, special events and weddings. In fact, we expect that at least half of the ongoing bookings at the Masonic will continue to be these types of special events that are important to institutions and companies throughout San Francisco and beyond. Area hotels have expressed strong interest in utilizing the renovated California Room and Exhibit Hall as well as the Auditorium, believing that it can positively impact their business.

While we realize that all of this information is not technically pertinent to the narrow scope of the CUP for which we have applied, we felt it was important to communicate the relevance of the venue from an economic perspective. From Frank Sinatra to Van Morrison, from Groucho Marx to Jerry Seinfeld, there's no question that the Masonic has been an important component to San Francisco's prominence throughout the region as a cultural destination. We believe its importance as an economic driver over many decades must also be recognized and valued.

Despite the long and esteemed history of the Masonic, there are those in our neighborhood who would prefer that the Masonic cease to operate as a performing arts venue at all, despite the fact that the Masonic has hosted live concerts since its opening in 1958 – well before many of the apartment buildings in the neighborhood existed. We firmly believe that the cultural richness of Nob Hill and San Francisco as a whole is enhanced by our ongoing operation. To that end, we have included a flyer which specifically addresses false accusations being made and sets the record straight.

It is our sincere hope that the Masonic and Live Nation will appear before the Planning Commission at the earliest possible date. We have conducted extensive outreach via mail, email, internet, paid media and earned media throughout Nob Hill, District 3 and San Francisco. Our team has facilitated and attended numerous meetings with residents, neighborhood organizations, hotels and business groups. The sooner we are able to present our case to the Planning Commission, the sooner we will be able to conduct our facility upgrades and reclaim the talent and money that is currently leaking from San Francisco to our neighbors in Oakland. Please don't hesitate to call us at 415.292.9140 with any questions.

Best regards,



Allan Casalou
Grand Secretary
Masons of California



Lee Smith
Chairman
Live Nation, San Francisco

Cc: Supervisor David Chiu
Michael Cohen, Mayor's Office of Economic Development
Larry Badiner, Zoning Administrator
Jim Miller and Kelly Amdur, San Francisco Planning Department

San Francisco Convention and Visitors Bureau

300 CIVIC AUDITORIUM SAN FRANCISCO 2, CALIFORNIA • MARKET 1-0652

Officers



December 21, 1955
D1:S61

- W. LAMAR BOWENFIELD**
President
- R. J. BARKER**
Vice-President
- J. L. STUART**
Second Vice-President
- GEORGE D. SMITH**
Treasurer
- WALTER GAINES SWANSON**
*Vice-President
and General Manager*
- WILL P. TAYLOR**
Secretary

Mr. Edward Siems
Chairman, Building Committee
California Memorial Masonic Temple
25 Van Ness Avenue, Room 427
San Francisco 2, California

Dear Ed:

I am finally stealing a minute to send you another copy of the recommended rate schedule for the new California Memorial Masonic Temple, and an explanation of the reasons for these rates, and the precedence upon which they are based.

Please note that "A" refers to tenants other than conventions and for one day rentals only, and is proportionately higher than those for conventions and tenants of three days or more. There is wear and tear on the building every time a new tenant comes in and maintenance work is increased by each new installation. The Civic Auditorium formerly (but not now) gave tenants of four days or more a 25% reduction. Please note that "B" is for conventions or tenants renting all or part of the building for three days or more and that the rates are proportionately less.

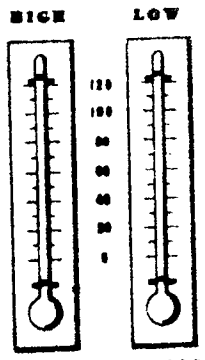
A. Rates were established for morning, afternoon and evening, as well as all day for flexibility, which will increase your number of tenants. If a group which needs the building only in the morning must pay an 8:00 a. m. to 5:00 p. m. rate of \$400.00, or a \$750.00 rate for 8:00 a. m. to 11:00 p. m., they could go elsewhere -- the Curran Theatre for example -- and get a morning or afternoon rate of \$125.00.

You will notice that the entire Auditorium is rented for \$250.00 in the morning and \$350.00 in the afternoon. That is to encourage a group with little money to push their meetings into the morning, when it is less likely to interfere with an evening rental.

You will also observe a separate rate of \$175.00 for use of the Main Floor only in the mornings and proportionately lower for the other sessions. This is for the purpose of making your hall more

contd.

A non-profit public organization to attract conventions and visitors. Incorporated 1949. Member of California and International Associations of Convention Bureaus. Also operating under the name San Francisco Convention & Tourist Bureau; San Francisco Visitors Bureau; and San Francisco Tourist Bureau.



YESTERDAY'S TEMPERATURE
Opp. 1948 S. F. Convention & Visitors Bureau

SAN FRANCISCO CONVENTION & VISITORS BUREAU

300 CIVIC AUDITORIUM - SAN FRANCISCO 2 - MARKET 1-0688

Mr. Edward Siems

- 2 -

December 21, 1955

competitive toward smaller halls. For example, a 1750-seat hall can be had for \$125.00 per morning, and your 2000-seat orchestra, or main floor, is priced at \$175.00 -- \$50.00 higher, because yours is new and beautiful, but still low enough to get a good deal of the \$125.00 business.

No. 2, under A: Use of the Exhibit Hall for dining, is priced \$350.00 for breakfast or luncheon and \$400.00 for dinner. This will run something like thirty to forty cents a plate. We think this is enough to tack on to \$2.50 to \$3.00, which the caterer is likely to charge for a luncheon, and the \$3.50 to \$4.50 the caterer is likely to charge for a dinner, with tip and tax extra.

No. 3, under A: The Committee Rooms are likewise set at low rates in the morning for the same reasons as above. The rates are comparable to those charged in the Civic Auditorium.

No. 4, under A: A package deal for the entire building. This is attractive because it is simple and the saving to your customer is offset by a saving in labor and building maintenance.

B, Nos. 1, 2, 3 and 4: The same as A, except in exhibit use of No. 2, the Exhibit Hall, upon which a rental of 25¢ per square foot of revenue space is the charge for five days of occupancy. Extra days are set at \$415.00. Twenty-five cents per square foot is the rate charged in the Atlantic City and the Cleveland Auditoriums for convention exhibits. It is higher than the rate recommended for the new Plaza Exhibit Hall because yours is a more expensive building, more beautifully constructed, whereas the Plaza Exhibit Hall is an underground basement.

Gross revenue of a capacity exhibit in your 16,000 square foot hall should be \$2,000.00 for saleable, or booth capacity, which after aisles are taken out, would represent probably 8,000 square feet. Exhibit hall areas are described as "net" or "gross" -- "gross" being the entire area of the hall -- "net" being the square footage in the hall actually rented to the exhibitors, exclusive of the aisles. Since about 50% of the hall will be used for aisles, we expect you can get eighty 10 x 10 booths in your hall, from which, at 25¢ a square foot, you would receive \$2,000.00 for five days rental, or \$400.00 per day. This is considerably less than that charged by San Francisco hotels, but is almost twice as much as charged by the Statler Hotels.

Since your competition is not the local hotels but the Los Angeles, Boston, New York and Buffalo Statlers, because no hotel can provide more than one half your square footage in this city, we think you are charging about as much as you dare when you charge \$400.00 a day, as against \$240.00 a day at the rates Statler charges (\$3.00 a booth a day.) At these rates,

contd.

SAN FRANCISCO CONVENTION & VISITORS BUREAU

300 CIVIC AUDITORIUM • SAN FRANCISCO 2 • MARKET 1-0682

Mr. Edward Siems

- 3 -

December 21, 1955

you will get all the occupancy that can be had in this city. If you get very much higher, you will be losing business to the Los Angeles Statler.

C - Auto Displays: Rates were set on the basis of charges made by one of the leading San Francisco hotels.

Incidentally, I showed the set of plans of the California Memorial Masonic Temple today to H. Jackson Pontius, Secretary of the California Real Estate Association, who was here from Los Angeles to confer with Alex Cutler, Chairman of the Convention Committee of the San Francisco Real Estate Board and Dan Klein, Secretary of the San Francisco Real Estate Board. I am asking Mr. Strong of our staff, to reserve tentatively the California Memorial Masonic Temple for November 6, 7 and 8, 1958, for the California Real Estate convention, which will be a curtain raiser to the National Real Estate Board's convention November 9 through 15, which latter meeting will have to be in the Civic Auditorium because of its size.

With very best wishes for a Merry Christmas and a Happy and Satisfying New Year, I am

Cordially yours,



Walter G. Swanson
Vice President and General Manager

Enc

SUGGESTIONS FOR RATE SCHEDULE FOR NEW MASONIC MEMORIAL TEMPLE, SAN FRANCISCO

		<u>For one day only</u>	<u>8:00 am - Noon</u>	<u>1:00-5:00 pm</u>	<u>8:00 am - 5:00 pm</u>	<u>2:00-11:00 p.m.</u>	<u>All day to 11:00 p.m.</u>	
A.								
1.	AUDITORIUM Main floor only	\$ 250.	175.	\$350.	200.	\$ 400.	500.	\$ 500. 400.
2.	EXHIBIT HALL Exhibits (less than 3 days)							\$ 750. 600.
	Dining			Breakfasts or Luncheons, \$350.				Dinners, \$400.
3.	COMMITTEE ROOMS	\$ 10.	\$15.			\$ 25.		\$ 35-40.
4.	ALL PUB. SPACE	\$ 400.	\$500.			\$ 750.		\$ 750. \$1000.
B.								
<u>FOR CONVENTIONS</u> (3 days or more)								
1.	AUDITORIUM Main floor only	\$ 200.	150.	\$250.	200.	\$ 300.	250.	\$ 300. 250.
2.	EXHIBIT HALL Exhibits			25¢ per sq. ft. of revenue space for 5 days or less occupancy, including moving in and out. Extra days @ \$415.. Extra AM, \$200.				
	Dining			Breakfasts or luncheons, \$300.				Dinners, \$350.
3.	COMMITTEE ROOMS	\$ 10.	\$ 15.			\$ 15.		\$ 15.
4.	ALL PUBLIC SPACE	\$ 300.	\$ 350.			\$ 400.		\$ 400. \$ 600.
C.								
<u>FOR AUTO DISPLAYS</u>								
1.	EXHIBIT HALL			One day rate (A-2, above) plus \$50 for first car, \$20 for each additional car.				

50¢. Days in
or out - \$1

March 23, 2009

President Ron Miguel
Members of the Planning Commission
Director John Rahaim
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear President Miguel, Members of the Planning Commission and Director Rahaim:

As you know the Masonic Auditorium and Live Nation are partnering to take the Masonic Auditorium into the next phase of a long and vibrant history. We have secured a building permit to upgrade the facility and are seeking a conditional use authorization to make professional food and beverage service a permanent element of the venue.

We are writing to seek your support for calendaring a hearing on the Masonic Center's conditional use application as soon as possible. The Masonic has almost "gone dark" expecting that its improvements would be under construction by now, and a continued delay in having this application heard will extend that down period by many months. This delay hurts not only us, but also has a direct negative financial effect on the City and our unionized and temporary workers.

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Sales tax revenue	Approximately \$180,000 in anticipated tax on concessions operation Approximately \$45,000 in taxes on merchandise sales
Bottom line	\$2.5 million in payroll each year \$750,000+/year in taxes each year to City

We are pleased to share that we are finalizing our agreement with the International Alliance of Theatrical Stage Employees, Local 16, represented by F.X. Crowley, to do all of the carpentry, construction of scenery, properties, stage lighting, room lighting and associated electrical work, all rigging, video, sound, laser, electronic recording, graphics presentation, and projection, including slide, video and motion picture projection. Live Nation has long enjoyed a collaborative relationship with Local 16 and we look forward to building upon that partnership at the Masonic.

It is also important to note that while the Masonic has been virtually closed the last many months in anticipation of facility upgrades, the Fox Theater in Oakland has wasted no time capitalizing on the events that would normally have come to the Masonic. The newly reopened Fox and the Masonic offer a similar size venue and old world ambiance.

In just the most recent months since the Fox opened, they have hosted artists including Cake, The Moody Blues, BB King, the Allman Brothers Band, Seal and The Decemberists. Each concert has sold tickets to between 2000 and 2800 guests. All told, between February and May, it is estimated that more than 60,000 concert and event patrons that are attending events at the Fox could have been attending those same events at the Masonic in San Francisco. The sooner we are able to reopen the Masonic, the sooner artists and guests and their discretionary dollars can return to San Francisco.


In addition to continuing our vibrant program of concerts, speakers and comedians, the Masonic will continue to host high school and graduate school graduations (such as Galileo, Hastings and UCSF), corporate events, special events and weddings. In fact, we expect that at least half of the ongoing bookings at the Masonic will continue to be these types of special events that are important to institutions and companies throughout San Francisco and beyond. Area hotels have expressed strong interest in utilizing the renovated California Room and Exhibit Hall as well as the Auditorium, believing that it can positively impact their business.


While we realize that all of this information is not technically pertinent to the narrow scope of the CUP for which we have applied, we felt it was important to communicate the relevance of the venue from an economic perspective. From Frank Sinatra to Van Morrison, from Groucho Marx to Jerry Seinfeld, there's no question that the Masonic has been an important component to San Francisco's prominence throughout the region as a cultural destination. We believe its importance as an economic driver over many decades must also be recognized and valued.

Despite the long and esteemed history of the Masonic, there are those in our neighborhood who would prefer that the Masonic cease to operate as a performing arts venue at all, despite the fact that the Masonic has hosted live concerts since its opening in 1958 – well before many of the apartment buildings in the neighborhood existed. We firmly believe that the cultural richness of Nob Hill and San Francisco as a whole is enhanced by our ongoing operation. To that end, we have included a flyer which specifically addresses false accusations being made and sets the record straight.

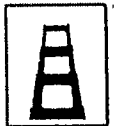
It is our sincere hope that the Masonic and Live Nation will appear before the Planning Commission at the earliest possible date. We have conducted extensive outreach via mail, email, internet, paid media and earned media throughout Nob Hill, District 3 and San Francisco. Our team has facilitated and attended numerous meetings with residents, neighborhood organizations, hotels and business groups. The sooner we are able to present our case to the Planning Commission, the sooner we will be able to conduct our facility upgrades and reclaim the talent and money that is currently leaking from San Francisco to our neighbors in Oakland. Please don't hesitate to call us at 415.292.9140 with any questions.

Best regards,


Allan Casalou
Grand Secretary
Masons of California


Lee Smith
Chairman
Live Nation, San Francisco

Cc: Supervisor David Chiu
Michael Cohen, Mayor's Office of Economic Development
Larry Badiner, Zoning Administrator
Jim Miller and Kelly Amdur, San Francisco Planning Department



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March 12, 2009

President Ron Miguel
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Nob Hill Masonic Center Conditional Use Permit

President Miguel:

The request for a Conditional Use Permit for the Nob Hill Masonic Center will soon be before the San Francisco Planning Commission. We believe that this project will be very beneficial to San Francisco and its residents.

The Masonic Center offers a variety of flexible spaces that are highly sought after by businesses both based in San Francisco and visiting San Francisco. It is a venue that can accommodate a variety of events – an exhibition for 1,100 people in the Exhibition Hall, a lecture or sales meeting for 3,200 people in the Auditorium or a VIP meeting for a couple hundred guests in the California Room.

The renovations proposed, and the application for a CUP that will allow for permanent food and beverage service, will greatly enhance the experience of guests at the Masonic Center, whether they are local residents or visitors, and will help bring more business to San Francisco. The Masonic Center has partnered with the Convention and Visitors Bureau for many years and we look forward to this partnership continuing into the future.

It is vitally important, especially in these economic times, that San Francisco encourages projects that will bring business and tax dollars to our city. We encourage you to favorably consider the request for the Conditional Use Permit for the Masonic Center.

Sincerely,

Joe D'Alessandro
President & CEO

cc: Supervisor David Chiu



Masonic Center Conditional Use Permit Community Outreach Summary

Last November, the Masons of California announced its partnership with Live Nation and Global Gourmet, which will allow the Masonic Center to provide upscale concessions and entertainment options to enhance the private events and concerts the venue has hosted for almost 50 years.

The Masonic Center has applied for a Conditional Use Permit (CUP) to authorize the proposed upgrades to the Center, including installation of new kitchen equipment and concession areas to facilitate permanent food and beverage services. The CUP will not result in changes to the exterior of the building or increase the interior square footage. However, the CUP will allow one operator, Live Nation, and one food and beverage company, Global Gourmet, to manage the programming and operations of the Masonic Center, providing a more streamlined approach to ongoing operations, both inside and outside the building. In the past, each event was operated by individual outside companies and caterers with a one-time permit. The updates also involve a reconfiguration of the auditorium, creating more flexibility in seating arrangements to accommodate a wider variety of events, including seated and standing viewing as well as cabaret and table seating.

The Masonic Center, together with Live Nation, has been conducting extensive community outreach in preparation for the CUP hearing. We want to make sure you are aware of all our correspondence and outreach efforts, which have included mailings, open houses, meetings one-on-one and in small groups, walking door to door, and tours of the facility. As a result of our outreach, we are happy to share that we have the support of nearly 200 neighbors, as well as the Huntington Hotel, The Mark Hopkins Intercontinental and the Stanford Court. We are continuing our outreach and are always open to meet with neighbors or businesses regarding our plans.

The Masonic Center website has been updated with a variety of information about the project, including the proposed Conditions of Approval and letters to neighbors. The website address is frequently publicized so neighbors and the public know where to find more information. Live Nation has also distributed information about the Masonic Center at its other venues in San Francisco.

Below is a *sample* of our outreach efforts that have taken place in the last year. Additional meetings have occurred with representatives of labor unions, the police department and the entertainment community.

IN PARTNERSHIP WITH



2008

- **October 31:** Masonic Center mailed invitations to 1,971 neighbors for a community open house on November 12 at 5pm. Neighboring hotels and restaurants were also invited to an open house on November 12 at 8am.
 - The invitation mailing to hotels/restaurants was followed up with phone calls to each General Manager and the residential invitation mailing was followed up with a personal visit to the doorman of condominium buildings (when applicable).
- **November 12:** Community open house was held at the Masonic Center. Materials distributed included a project fact sheet and FAQ. There was a lengthy question and answer session with the neighbors and representatives of the Masonic Center and Live Nation.
- **December 15:** Masonic Center mailed a letter to 1,938 neighbors to address concerns raised at the open house on November 12.
- **December 15:** Masonic Center mailed a letter to its bus vendors and Nob Hill business neighbors, reminding them of the Masonic's policies for buses parked in front of the building.

2009:

- **January 13:** Members of the project team met with residents of 1201 California Street to answer questions about the project and offer solutions to concerns.
- **January 27:** Members of the project team met with Alice Barkley and representatives from 1200 California and 1177 California to address concerns raised in Ms. Barkley's letter dated January 6.
- **January 27:** Masonic Center mailed a letter to 118 members who live in the neighborhood, explaining the new partnership and the proposed plans.
- **February 2:** Masonic Center mailed a letter to 1,426 neighbors with updates on the project and offering an opportunity to get involved in the process.
- **February 19:** Members of the project team met with a group of Nob Hill neighbors at the University Club.
- **February 27:** Allan Casalou, Grand Secretary of the Masons of California, provided a letter and packet of project information for the Executive Committee at Grace Cathedral and asked for the opportunity to give them a tour of the building to further explain the proposed changes.
- **March 1:** Masonic Center placed an ad in the March issue of the Nob Hill Gazette, clarifying the myths that were spreading throughout the neighborhood.

- **March 3:** Masonic Center and Live Nation sent a mailing to 26,004 District 3 residents with details about the plans.
- **March 3:** Members of the project team made a presentation to members of the Lower Polk Neighborhood Association.
- **March 5:**
- **March 16:** Members of the project team made a presentation to the Middle Polk Neighbors.
- **March 19:** Members of the project team made a presentation to the Nob Hill Association Board of Directors.
- **March 23:** Mailed letter to residents of 1177 California, 1200 California and 1201 California with updates on the project and to dispel some of the rumors circulating in the community.
- **March 27:** Allan Casalou, Grand Secretary of the Masons of California, provided a letter and packet of project information for Board of Directors at the University Club and asked for the opportunity to give them a tour of the building to further explain the proposed changes.
- **March 27:** Mailed letter to Comstock residents (1333 Jones) with more project details.
- **April 1:** Allan Casalou, Grand Secretary of the Masons of California, provided a letter and packet of project information for the Board of Directors at the Pacific Union Club and asked for the opportunity to give them a tour of the building to further explain the proposed changes.
- **April 7:** Mailed letter to Park Lane (1100 Sacramento) and Brockelbank (1000 Mason) residents with more project details.
- **April 30:** Mailed letter and packet of information to Maggie Weis (GM of 1170 Sacramento) and offered to meet with the Board of Directors.
- **May 6:** Project team member sent a letter and packet of project information to Tom Gaston, General Manager of Pacific Union Club and offered a meeting with the Club's Board of Directors

- **May 26:** Invited nearby building managers, HOA presidents and other concerned residents to attend one of three events in June at the Masonic Center and tour the facilities in order to see the operations first hand.
- **June 3:** Members of the project team made a presentation to Grace Cathedral Building and Grounds Committee.
- **June 6:** First event at the Masonic Center for residents to attend, tour the facility, and get a behind-the-scenes look at operations.
- **June 9:** Project team member met with Damon Raike (1170 Sacramento St. resident) and Steve Gomez (1177 California St. resident) to discuss concerns about project.
- **June 13:** Second event at the Masonic Center for residents to attend, tour the facility, and get a behind-the-scenes look at operations.
- **June 21:** Third event at the Masonic Center for residents to attend, tour the facility, and get a behind-the-scenes look at operations.
- **June 29:** Walked door-to-door to large apartment/condominium buildings to hand deliver 638 letters to all residents with more project facts and contact information encouraging those with concerns to ask questions or set up a meeting.
- **July 27:** Meeting at the Masonic Center to tell supporters more about the project and the upcoming approval process.
- **July 30:** Mailed letter to non-profits in District 3 to further explain the proposed plans, offer a tour of the Masonic and explore future partnership opportunities.
- **August 18:** Meeting at the Masonic Center to tell supporters more about the project and the upcoming approval process.
- **August 19:** Reached out to Robert Garcia, Save Our Streets, and Tom Ferriole, Citizens United for Neighborhood Planning, to offer meeting.
- **September 8:** Presented the project to San Francisco Planning + Urban Research Association (SPUR).
- **September 14:** Meeting at the Masonic Center to tell neighbors more about the project and the upcoming approval process.
- **September 22:** Meeting at the Masonic Center to tell neighbors more about the project and the upcoming approval process.

- **September 29:** Meeting at the Masonic Center to tell neighbors more about the project and the upcoming approval process.
- **October 2009– January 2010:** Ongoing private discussions with neighborhood leaders, Grace Cathedral, hotels, neighborhood businesses, civic organizations, the police, event attendees and others.



SAN FRANCISCO
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www.spur.org

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October 15, 2009

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Brooks Walker, III
Debra Walker
Paul Zeger

Allan L. Casalou
Masons of California
1111 California Street
San Francisco, CA 94111

Re: Masonic Center

Dear Mr. Casalou:

On behalf of the members of the SPUR Project Review Committee, we would like to thank your team for bringing the proposed interior renovation of the Masonic Temple to our group for consideration and review at our September 2009 meeting.

The mission of the SPUR Project Review Committee is to consider projects that are of citywide importance and to evaluate them according to criteria related to land use, public realm interface, building design and environmental effects. In all cases, we are seeking a combination of excellent planning and design solutions that will ensure the positive contribution of each project to a safe, visually appealing, and vibrant urban setting for the people who live and work in San Francisco.

As a result of our review and discussion of the Masonic Center proposal, we provide the following comments for your information and action:

Land Use

The Masonic Center, owned and operated by the California Masonic Memorial Temple, is located at 1111 California Street, was built in 1958 and has been open to public events since its inception. We believe the Masonic Center is of city-wide importance as an entertainment and assembly venue that provides a unique mid-sized concert hall vital to the City's economic and cultural health and diversity. The Masons recently recognized a need to streamline the event operations and has selected the Live Nation event management firm to professionally manage all center events and performances.

This project is specifically focused on interior upgrades to the existing building – including the Auditorium, The California Room and the lobby – and on operational changes for events. In addition, the Center has filed for a conditional use permit to replace temporary catering operations with permanent food and beverage operations.

Other than the changes mentioned above, the committee sees no significant changes to the existing land use at this site.

Public Realm Interface and the Promotion of a Pedestrian-Oriented Environment

During events, the Masonic Center has significant impact on the surrounding neighborhood and, though the committee sees no significant change in the intended schedule of events or venue capacity, it is this aspect of the Project that most interests us.

The Center has a capacity for approximately 3,200 attendees (to be increased to up to 3,500 attendees) and 565 parked cars. It currently hosts 200-250 events each year. The nature of these events and the location at the top of Nob Hill means the many attendees arrive by car. Because of the constraints imposed by the site and age of the building (the 50-year old Pine Street loading dock will not accommodate modern trucks), loading and unloading of stage equipment and lighting is restricted to California Street. Neighbors have expressed concern that permanent food and alcoholic beverage service on site will increase the likelihood of disruptive behavior by event attendees.

The committee is very encouraged by the project sponsors' proposed steps to mitigate the impact of special events on the surrounding neighborhood. Specifically, we approve plans to mitigate traffic congestion during events with the employment of: pre-paid event parking with garage entrance on Pine Street or in nearby garages; implementation of a white zone on California Street; and special event "no-parking" permit on California Street. The use of a shuttle service from BART should be explored. We urge project sponsors to promote the use of public and alternative transportation for each event, though we recognize the Nob Hill location has limited public transit access.

We approve of plans both to install a permanent sound and lighting system thereby reducing loading and unloading for specific events, and to use the Pine Street dock for all commercial loading for kitchen and general building operations. We encourage project sponsors to continue to seek opportunities to further reduce traffic congestion wherever feasible.

The committee believes the engagement of a professional event management firm such as Live Nation will lead to consistent and improved security and better neighbor relations. The appointment of a community liaison officer and the education of all event personnel, along with the various steps proposed to maintain good community relations (consistent trash pickup after each event, monitoring of outdoor areas of the Center during events, security plans for the neighborhood including Huntington Park) serve to improve relations with the immediate neighbors and the City. The committee is supportive of these steps.

Building & Landscape Design

As stated above, the Project is specifically focused on interior upgrades. The historic exterior of the building will not be affected, nor will the historic murals in the lobby be changed. The building was recently seismically upgraded (1993-1997).

The most significant aspect of the building upgrades will be the removal of fixed seating on the main floor of the Auditorium and the change from a thrust stage to a rectangular stage. The fixed seating will be replaced with multiple terraced floor levels to allow flexible seating styles for various events. Possibilities include cabaret and table seating, as well as standing-view or dance floor.

The committee supports the proposed interior plans and is generally pleased with the intention to compliment the existing historic mural with additional mosaic treatment throughout.

Environmental Effects

Though no significant changes are being made to the building systems, the project sponsor will install and maintain high quality air scrubbers for kitchen exhaust. All rooftop ventilation and cooling equipment will be operated in conformance to the San Francisco Noise Ordinance. The project sponsor plans to mitigate noise and exhaust from buses and truck with the installation of electric shore power. Engine idling and generator operation by any parked bus or truck will not be permitted.

In addition, the project sponsors have contracted with Global Gourmet to operate the permanent kitchen facilities. Global Gourmet is noted for their use of sustainable catering practices.

SPUR encourages the use of sustainable practices in all building operations. We support the engagement of Global Gourmet as the onsite caterer. The committee is pleased by the proposed steps to minimize building and vehicle exhaust and noise, and the addition of a \$0.25 per ticket fee to be donated to green causes.

Conclusion

The SPUR Project Review Committee finds the Masonic Center building upgrade project demonstrates no significant change to the current use or building exterior. We approve of the interior upgrades and believe the installation of a permanent kitchen will not have any negative affect on the neighborhood. We believe the Project sponsor is acutely aware of the impact the Center has on the immediate neighborhood and is taking many positive steps to improve conditions during events and to alleviate the concerns of the neighbors.

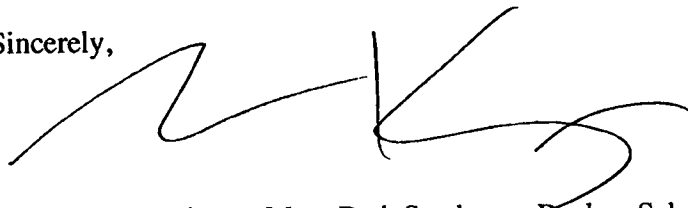
We thank you for committing your time and resources to the presentation at SPUR, appreciate the fact that you have presented your proposal to us at an early stage in its development so that you may take our recommendations into consideration. We will follow further refinements of this project with great interest and invite you to keep us informed on its progress.

Consideration for Endorsement

Should you intend to request SPUR to consider this project for endorsement, you should contact the Committee co-chairs at the appropriate time. Endorsement by SPUR is reserved for projects of the highest quality and significance to the city. Consideration for endorsement begins with a formal response by projects sponsors to this review letter, including an update on any significant changes to the project program or design since the project was initially presented at SPUR. The project is then taken up for discussion by an endorsement subcommittee of SPUR board members who serve on committees in the areas of project review, urban policy, housing, sustainability, and transportation. We normally require a month's lead-time to schedule a meeting of the endorsement subcommittee.

Please do not hesitate to contact us for questions/clarifications.

Sincerely,

A handwritten signature in black ink, appearing to be 'Reuben Schwartz', written over a horizontal line.

Charmaine Curtis Mary Beth Sanders Reuben Schwartz
SPUR Project Review Committee Co-Chairs

cc: SPUR Board of Directors



SAN FRANCISCO
CHAMBER OF COMMERCE *Where smart business starts.*

February 04, 2010

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

President Miguel:

On behalf of the San Francisco Chamber of Commerce, I am writing in support of the Conditional Use Permit application for the Masonic Center. The Masonic Center is an important entertainment and cultural venue in San Francisco. For decades it has been a venue for concerts, comedians and lecturers; it is host to local high school and college graduation ceremonies and immigration services.

San Francisco lacks entertainment venues the size of the Masonic Center. Venues of this size (3,500 – 5,000 capacity) are very sought after by the entertainment industry. The CUP will allow permanent food and beverage service at during events, which will provide an improved experience for patrons and a more consistent work environment for employees. The renovated auditorium will create more flexibility in accommodating different events and more partnership opportunities with local businesses. The City must invest in the entertainment industry, a key sector of our economy. If not, tax revenue will continue to migrate to renovated venues outside of the city like the Fox Theater in Oakland, which is currently carrying the majority of the concerts for this size venue.

Downtown Oakland has become a major destination for dining and entertainment; San Francisco cannot afford to be complacent as visitors are drawn to other destinations.

Further, the partnership with Live Nation will benefit the city, the neighbors and the Masons. The partnership will ensure the venue remains viable and brings guests to near by hotels, and tax money to the city of San Francisco, while streamlining operations with only one operator to minimize impacts on the neighborhood. A viable, profitable venue will allow the Masons to continue stewardship of the building and remain in San Francisco, benefitting many San Francisco philanthropies.

The Chamber urges the Planning Commission to approve the CUP and to support this important San Francisco entertainment and cultural venue.

Sincerely,

Rob Black
Vice-President / Public Policy
San Francisco Chamber of Commerce



Carlos A. Garcia
Superintendent of Schools

(415)241-6121 • Fax (415)241-6012 • CarlosGarcia@sfusd.edu

San Francisco Unified School District • 555 Franklin Street • San Francisco, California 94102-5299

January 6, 2009

Allan L. Casalou
Grand Secretary
Masons of California
The Masonic Center on Nob Hill
1111 California Street
San Francisco, CA 94108

Dear Allan,

As we begin this New Year, I want to take the time to personally thank you and the Masons for your work to support the San Francisco Unified School District. The Masons have been connected to us for some time, and your increased involvement comes at the perfect time with the launch of our strategic plan and a bold new direction for the district.

For a number of years now, the Masons have supported SAP trainings, providing over \$50,000 in direct financial support as well as sharing access to your Masonic Center, all to ensure strong professional development for our staff. More recently, and through Doug Ismail, your philanthropic director, the Masons have taken a more active (and might I add welcome) role in helping shape our development strategy. In particular, Doug has served as a direct resource and played the role of critical friend as we consider ways to build our resource engine. You have provided us with a dedicated mentor and collaborator who is driven to help us build a model school district.

Our district is undertaking a bold transformation over the next few years and it is one that we cannot complete alone. When we look to our community and to those with the ideals we share and strive for – to build a world of tolerance, brotherhood, opportunity and equality among all its citizens – we see the Masons as our true, dedicated partner in this effort. We hope that your involvement, guidance and partnership have only just begun and that together, we will bring this incredible revolution of change and renewal to each and every child in this city.

With much gratitude,

Carlos A. Garcia
Superintendent of Schools

Thanks for all your help!



November 17, 2009

Honorable Frank Fung, President
San Francisco Board of Appeals
1650 Mission, Room 304
San Francisco, CA 94103

Re: Appeal #09-104, the Masonic Center at 1111 California Street


Dear President Fung and Board Members:

The Masonic Center has been operating at 1111 California Street on Nob Hill for more than 50 years and has, since its opening in 1958, been used as a venue for graduations, concerts, exhibitions, meetings, shows and more. The University of California, San Francisco, School of Nursing, has a graduation every year with approximately 2000 people in attendance. We have been using the Masonic Center as a venue for these graduations for 18 years. The Masonic Center is an important resource to us, as it is one of the only venues of its size in San Francisco and it is very important to the city's history.


The Nob Hill location of the Masonic Center is also convenient for our events as the center is near downtown, has a large onsite parking garage, as well as several forms of public transportation that accesses the building. This area of Nob Hill is also a good location because it is a vibrant mixed urban neighborhood; it is surrounded by several major hotels and Grace Cathedral as well as residential buildings.

As a past user of The Masonic Center, the University of California, San Francisco, School of Nursing urges the Board of Appeals to uphold the Letter of Determination issued by the Zoning Administrator confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the larger San Francisco community.

Sincerely,



Jeff Kalmer, Director,
Office of Student & Curricular Affairs



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November 13, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission, Room 304
San Francisco, CA 94103

Re: Appeal #09-104, the Masonic Center at 1111 California Street

Dear President Fung and Board Members:

SFJAZZ has been using the Masonic Center as a venue for concerts for over 15 years. We have presented over 50 concerts there, with 2 in the last year. This is an important resource to us as it is one of the only venues of its size in San Francisco.

The Nob Hill location of the Masonic Center is also convenient for our events as the center is near downtown, has a large on-site parking garage, as well as several forms of public transportation that access the building. This area of Nob Hill is also a good location because it is a vibrant mixed urban neighborhood; it is surrounded by several major hotels and Grace Cathedral – also the site of numerous SFJAZZ concerts for over 20 years – as well as residential buildings.

As a past user of the Masonic Center, SFJAZZ urges the Board of Appeals to uphold the Letter of Determination issued by the Zoning Administrator confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the larger San Francisco community.

Sincerely,



Randall Kline
Founder and Executive Artistic Director

The Fashion Institute of Design & Merchandising

FIDM

Los Angeles San Francisco Orange County San Diego

November 23, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission, Room 304
San Francisco, CA 94103

Re: Appeal #09-104, the Masonic Center at 1111 California Street

Dear President Fung and Board Members:

The Masonic Center has been operating at 1111 California Street on Nob Hill for more than 50 years and has, since its opening in 1953, been used as a venue for graduations, concerts, exhibitions, meetings, shows and more. The Fashion Institute of Design and Merchandising (FIDM) has been using the Masonic Center for graduations and fashion events since 1996. This is an important resource to us because it accommodates a head count of up to 3000 which is what we require for graduations and fashion events. These events are very important to our business and support our continued success in San Francisco. I am aware of virtually every event venue in the city so I know what a treasure the Masonic Auditorium really is for businesses like FIDM. Other venues that have a similar seating capacity are few in number and (Davies, for example) nearly impossible to rent because of the performance schedules. I have relied on the Masonic to be our "go to" event venue for fourteen years and honestly, I have no idea where I would be able to host our events without it!

The Nob Hill location of the Masonic Center is also convenient for our events as the center is near downtown, has a large on-site parking garage, as well as several forms of public transportation that access the building. This area of Nob Hill is also a good location because it is a vibrant mixed urban neighborhood, it is surrounded by several major hotels and Grace Cathedral as well as residential buildings.

The Masonic Center is not only an important building in San Francisco's history, it remains important today and in the future as an entertainment and cultural venue, host not only to concerts, comedians and lecturers, but also to local high school and college graduation ceremonies.

As a past user of the Masonic Center, FIDM urges the Board of Appeals to uphold the Letter of Determination issued by the Zoning Administrator confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the larger San Francisco community.

Sincerely,



Barbara Cupper
FIDM Executive Director

CCoA CALIFORNIA COLLEGE OF THE ARTS

Friday, November 20, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission, Room 304
San Francisco, CA 94103

Re: Appeal #09-104, the Masonic Center at 1111 California Street

Dear President Fung and Board Members:

The Masonic Center has been operating at 1111 California Street on Nob Hill for more than 50 years and has, since its opening in 1958, been used as a venue for graduations, concerts, exhibitions, meetings, shows and more. California College of the Arts has been using the Masonic Center as a venue for graduation ceremonies for 4 years. This is an important resource to us as it is one of the only venues of its size in San Francisco. From 2005 – 2008, the Masonic Center has provided a wonderful backdrop for our 2700 graduates and their families and friends.

The Nob Hill location of the Masonic Center is also convenient for our events as the center is near downtown, has a large on-site parking garage, as well as several forms of public transportation that access the building. This area of Nob Hill is also a good location because it is a vibrant mixed urban neighborhood; it is surrounded by several major hotels and Grace Cathedral as well as residential buildings.

The Masonic Center is not only an important building in San Francisco's history, it remains important today and in the future as an entertainment and cultural venue, host not only to concerts, comedians and lecturers, but also to local high school and college graduation ceremonies.

As a past user of the Masonic Center, California College of the Arts urges the Board of Appeals to uphold the Letter of Determination issued by the Zoning Administrator confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the larger San Francisco community.

Sincerely,

Noki Seekao
Associate Dean of Students
California College of the Arts
1111 8th Street
San Francisco, CA 94122



PATRICK J. GALLAGHER
President, Giants Development Services

January 30, 2009

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Recommendation for LiveNation at Masonic Center

I am happy to offer a strong recommendation for LiveNation, based on our experience with them, and their reputation in San Francisco, as you consider their qualifications in presenting events at the Masonic Center.

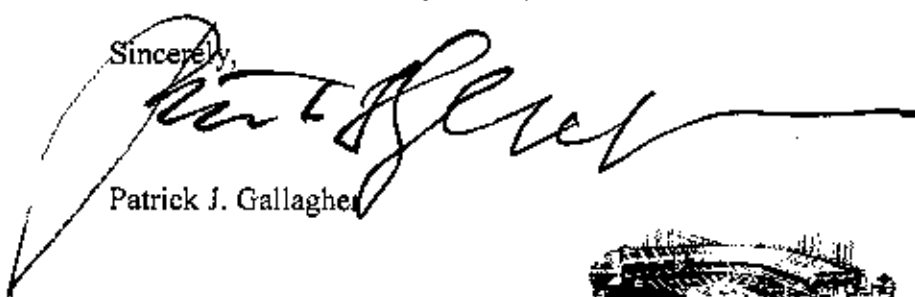
We have worked with LiveNation to present high profile music events inside and outside of AT&T Park in recent years, such as the Rolling Stones, Greenday and most recently, "Rock the Bells" in the parking lot adjacent to AT&T Park. "Rock the Bells" was a day long music festival attended by over 40,000 music fans which required meticulous planning, effective communication with neighborhood community groups and local law enforcement/traffic authorities to insure a safe, well managed event in our urban setting. LiveNation demonstrated again why they are the best at what they do: present entertaining, enjoyable, safe, public events sensitive to the requirements of responsible public assembly. With our reputation always on the line in such ventures in and around the home of the Giants, we have every confidence that LiveNation will always deliver.

The principals at LiveNation have many years of experience in dealing with all facets of major live event presentation, from addressing neighborhood concerns to coordinating with all local City agencies. Along with the understanding, ability, and capacity to manage the financial risks of such events, makes LiveNation a preferred choice in San Francisco.

In addition, from my vantage point as a longtime board member and current Chairman of the San Francisco Convention and Visitors Bureau, I can add that having LiveNation presenting more quality performances at the Masonic Center can have an important impact on the visitor industry in San Francisco, bringing more people to enjoy our hotels, restaurants and other attractions in the City.

Please contact me at (415) 972-1925 if I can answer any specific questions on LiveNation's qualifications for this opportunity.

Sincerely,


Patrick J. Gallagher





THE HUNTINGTON HOTEL

*Nob Hill • San Francisco 94108
Telephone (415) 474-5400 • Facsimile (415) 474-6227*

February 4, 2009

Planning Commission
San Francisco Planning Department
1650 Mission Street, Suite 400
San Francisco, CA 94103

To Whom It May Concern:

I am writing with enthusiasm regarding the upcoming renovation to the Masonic Auditorium. The Huntington Hotel is located across the street from the Masonic Auditorium and we enjoy the business that the events bring to Nob Hill during concerts and meetings. The Big 4 Restaurant has experienced an increase in business before and after concerts and events. I believe the new changes will bring even more exposure to Nob Hill as a destination within San Francisco.

I was most concerned about the traffic and parking during the events, and have had the opportunity to review the plans for alleviating the current problems. I am hopeful that these suggested plans will result in a free flowing California Street during the events.

Please feel free to contact me if you have any questions.

Sincerely,

Gail R. Isono
General Manager

February 23, 2008

President Ron Miguel
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear President Miguel:

On behalf of the InterContinental Mark Hopkins San Francisco hotel, we would like to convey our support of the plans to refurbish the Masonic Center and to obtain a Conditional Use Permit (CUP) for permanent food and beverage service.

The Masonic Center has been a valued partner in Nob Hill for many years. As part of the Nob Hill Connection (see enclosed brochure), the Masonic Center and its neighboring hotels – Fairmont San Francisco, InterContinental Mark Hopkins, and the Stanford Court – work together to bring business to San Francisco by providing excellent accommodations to the meeting attendee or individual traveler, as well as convenient and flexible meetings and exhibition space. (Similar information can also be found at www.nobhillconnection.com.)

The plans for a CUP and renovations to the Auditorium and California Room will greatly benefit this partnership. The Masonic Center complements the amenities of the Nob Hill hotels, offering meeting space that is not available at the Fairmont, the Stanford Court or the Mark Hopkins.

The Masonic Center has been proactive in addressing parking, traffic and noise concerns and we believe that a partnership with Live Nation, allowing only one operator of the venue, will continue to greatly benefit the neighborhood and help bring business to Nob Hill and San Francisco.

Sincerely,



Jean-Francois Gatti
General Manager

Enclosure



March 3, 2009

President Ron Miguel
San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Dear President Miguel:

On behalf of The Stanford Court, A Renaissance Hotel, I am writing to express my ardent support for the renovation of the Masonic Auditorium.

The Masonic Center has been a valued partner in Nob Hill for many years. As part of the Nob Hill Connection, the Masonic Center and its neighboring hotels - The Stanford Court, A Renaissance Hotel, InterContinental Mark Hopkins and the Huntington Hotel, work together to bring business to San Francisco by providing excellent accommodations to the meeting attendee or individual traveler, as well as convenient and flexible meetings and exhibition space.

The renovation would enhance the historical significance to this beautiful area of San Francisco, and it will bring exposure not only to The Stanford Court but to the neighboring Nob Hill hotels.

After reviewing the plans I am confident that the Masonic Center will ensure the security of the neighborhood before and after each event, and that there will be adequate parking and loading areas.

Sincerely,



Scott McCoy
General Manager

cc: Allan Casalou



Pine Terrace Association

1001 PINE STREET / SAN FRANCISCO, CALIFORNIA 94109 / TELEPHONE 885-4655

February 18, 2009

David Chiu, President
The Board of Supervisors Room #244
#1 Dr. Carlton B. Goodlet Place
San Francisco, CA 94102

RE: IN SUPPORT OF MASONIC CENTER Conditional Use Permit (CUP)

Dear President Chiu:

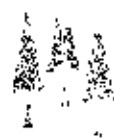
This letter is to express our support, and being in favor, of the application for the Conditional Use Permit (CUP) before the Planning Commission for the Masonic Center located at 1111 California Street.

Pine Terrace Association is a condominium concept of ownership on Pine Street, located in back of the Masonic Center on California Street. Our high rise building is composed of 160 individually owned apartments, housing between 325 to 350 residents within the building. Our residents attend various functions at the Masonic Center regularly. We had discussions concerning the Conditional Use Permit before the Planning Commission. Granting permission would enhance and benefit the neighborhood, and be an asset by being so close to entertainment and food. We support this endeavor and wish success to the Masonic Center.

Thank you for your consideration.

Sincerely,

Alec Pauluck, Vice President
Pine Terrace Association



**PINE TERRACE
ASSOCIATION**
(a condominium community)
1001 Pine Street
San Francisco, CA 94109

Alec Pauluck
Vice President

Phone/FAX: 415-885-4655
Home Phone/FAX: 415-474-7979



11/25/09

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission, Room 304
San Francisco, CA 94103


Re: Appeal #09-104, the Masonic Center at 1111 California Street

Dear President Fung and Board Members:

In the past, Pixar has used the Masonic Center as a key venue when planning our large company events. It has become a vital resource to us, as it is one of the only venues of its size in San Francisco. The versatility, location, and theater capacity continue to make it one of the top contenders when planning our events. The Center has done an amazing job in accommodating our functions; it would be a huge loss if it were to go away.

In light of the unique value the Masonic Center provides to companies such as ours in the Bay Area, Pixar Animation Studios, would like to urge the Board of Appeals to uphold the Letter of Determination issued by the Zoning Administrator, confirming that the Masonic Center should continue to be available as a venue to serve the larger San Francisco community.

Sincerely,



Galyn Susman
Producer
Pixar Animation Studios



INTERNATIONAL
CREATIVE
MANAGEMENT

VIA FEDERAL EXPRESS

November 18, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission St., Room 304
San Francisco, CA 94103

Re: Appeal # 09-104, The Masonic Center at 1111 California St.

Dear President Fung and Board Members:

ICM has been using the Masonic Center as a venue for our clients performances for a number of years. This is an important venue for us as it is the only one of its size in San Francisco. Our clients David Sanborn, Chris Botti, Patti LaBelle, and Kathy Griffin have played at the Masonic to sold out crowds in recent years.

The Masonic Center is not only an important building in San Francisco's history, it remains vital today and in the future as an entertainment and cultural venue.

As a past user of the Masonic Center, ICM urges the Board of Appeals to approve the Letter of Determination issued by the Planning Department confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the community.

Best regards,

Steve Levine
Executive Vice President
ICM

SL/jm

TALENT AND LITERARY AGENCY



STAR MEDIA ENTERTAINMENT USA
215 W. Stocker St. Unit B Glendale, CA 912502 | 818.549.9005 | 818.547.1456 | starmediaent@aol.com

November 13, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission, Room 304
San Francisco, CA 94103

Re: Appeal #09-104, the Masonic Center at 1111 California Street

Dear President Fung and Board Members:

Starmedia Entertainment is a proudly Filipino, multi-faceted business focused on the entertainment industry with a global approach to the advancement of the Filipino performing arts. We have been using the Masonic Center as a venue for our concerts for 5 years to bring to the Filipino-American community in San Francisco a taste of first-class Filipino performers:

Year 2004	The Songbird & The Songwriter	topbilled by Regine Velasquez & Ogie Alcasid
Year 2005	Queens on Fire	topbilled by Regine Velasquez & Pops Fernandez
Year 2007	Love 2 Laugh	topbilled by Ai-Ai delas Alas & Ogie Alcasid
Year 2008	The Main Event	topbilled by Regine Velasquez & Lani Misalucha
Year 2009	AS 1	topbilled by Martin Nievera & Gary Valenciano

We have also lined up various projects for the year 2010 to be held at the Masonic Center. In the same way, every event we stage is our way of expressing our gratitude to our ever-loyal supporters and patrons who continue to patronize our projects. The Masonic Center is an important resource to us as it is **one of the only venues of its size** in San Francisco.

The Nob Hill location of the Masonic Center is also convenient for our events as the center is near downtown, has a large on-site parking garage, as well as several forms of public transportation that access the building. This area of Nob Hill is also a good location because it is a vibrant mixed urban neighborhood; it is surrounded by several major hotels and Grace Cathedral as well as residential buildings.

We have established good ties with the management and staff of Masonic Center and we always look forward to doing our events with them.



STAR MEDIA ENTERTAINMENT USA
215 W. Stocker St. Unit B Glendale, CA 912502 | 818.549.9005 | 818.547.1456 | starmediaent@aol.com

The Masonic Center is not only an important building in San Francisco's history, it remains important today and in the future as an entertainment and cultural venue that caters to enhancing the different areas of performing arts.

As a past user of the Masonic Center, **StarMedia Entertainment, LLC** urges the Board of Appeals to uphold the Letter of Determination issued by the Zoning Administrator confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the larger San Francisco community and continue to be a partner of StarMedia Entertainment in its vision to bring world class entertainment to the Filipino-American community in San Francisco and we are looking forward to doing more projects with the Masonic Center in the future.

Sincerely,
SGD.
Anastacia C. Puno
President / CEO



November 16, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission St., Room 304
San Francisco, CA 94103

Re: Appeal # 09-104, The Masonic Center at 1111 California St.

Dear President Fung and Board Members:

Creative Artist Agency (CAA) has been using the Masonic Center as a venue for our clients' engagements, both private and public, for many years. This is an important venue for us as it is the only one of its size in San Francisco. Many clients have played sold out shows there over the years, such as, Annie Lenox in 2007, Sarah Silverman and Flight of the Conchords in 2008 and Lisa Lampanelli in 2009. Steely Dan just wrapped up a three night run in October of 2009.

The Masonic Center is not only an important building in San Francisco's history, it remains vital today and in the future as an entertainment and cultural venue.

As a past user of the Masonic Center, CAA, urges the Board of Appeals to approve the Letter of Determination issued by the Planning Department confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the community.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mitch', is written above the typed name.

Mitch Rose
Head of Music
Creative Artists Agency



140 PARK AVENUE SOUTH, 18TH FLOOR, NEW YORK, NY 10014 TEL: 212-697-4400 FAX: 212-764-8941

November 18, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission St., Room 304
San Francisco, CA 94103

Re: Appeal # 09-104, The Masonic Center at 1111 California St.

Dear President Fung and Board Members:

Paradigm Talent Agency has been using the Masonic Center for the past two years, most recently for David Gray (Nov 8, 2009) and Ray Lamontagne (Nov 15, 2009). This is an important venue for us as it is the only one of its size in San Francisco. Both shows sold very well.

The Masonic Center is not only an important building in San Francisco's history, it remains vital today and in the future as an entertainment and cultural venue.

As a past user of the Masonic Center, Paradigm Talent Agency urges the Board of Appeals to approve the Letter of Determination issued by the Planning Department confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the community.

Sincerely,

Marty Diamond
Head of New York Music Department



WILLIAM MORRIS ENDEAVOR
ENTERTAINMENT

A TALENT & LITERARY AGENCY

November 13, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission St., Room 304
San Francisco, CA 94103

Re: Appeal # 09-104, The Masonic Center at 1111 California St.

Dear President Fung and Board Members:

William Morris Endeavor Entertainment ("WME") has been using the Masonic Center as a venue for public performances for over 35 years. This is an important venue for us as it is the only one of its size in the San Francisco market. Legendary performers such as Bill Cosby and Etta James to more current acts such as Video Games Live and Always Sunny in Philadelphia have called the Masonic Center home for a night.

WME has also been able to bring various international musical acts to the Masonic Center. For example, on May 17, 2007, international touring music group the Gipsy Kings played the Masonic Center -- selling 2,914 tickets and playing to a sold out crowd. The show was a success, but perhaps more importantly the Masonic Center provided a place of public congregation where a group of culturally diverse patrons enjoyed an evening of music together.

The Masonic Center is not only an important building in San Francisco's history, but it remains vital today (and hopefully will remain equally vital in the future) as an entertainment venue that speaks volumes about San Francisco's diverse culture.

As a past user of the Masonic Center, WME strongly urges the Board of Appeals to approve the Letter of Determination issued by the Planning Department confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the community.

Sincerely,



Brad Goodman
William Morris Endeavor Entertainment

150 EL CAMINO DRIVE
BEVERLY HILLS, CALIFORNIA 90212
T 310 285 9000
F 310 286 9010
WMEENTERTAINMENT.COM

high road touring

23 November, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission St., Room 304
San Francisco, CA 94103

Re: Appeal # 09-104, The Masonic Center at 1111 California St.

Dear President Fung and Board Members:

High Road Touring, LLC has been using the Masonic Center as a venue for its clients for nine years. This is an important venue for us as it is the only one of its size in San Francisco. Memorable and successful shows for us in this venue include:

Feist 11/09/2007 Total paid attendance 2937 Music

The Masonic Center is not only an important historical building in San Francisco, it remains vital today and in the future as an entertainment and cultural venue.

As a past user of the Masonic Center, High Road Touring urges the Board of Appeals to approve the Letter of Determination issued by the Planning Department confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the community.

Sincerely,



Frank Riley
Owner/agent



**International Alliance of Theatrical Stage Employees
Moving Picture Technicians, Artists and Allied Crafts
of the United States, Its Territories and Canada**

Local No. 16

240 Second Street
San Francisco, California 94105



F.X. Crowley
Business Manager - Secretary

Phone: (415) 441-6400
Fax: (415) 243-0179
www.local16.org

Affiliated With The
AFL-CIO
California Labor Federation, AFL-CIO
California State Theatrical Federation
San Francisco Labor Council, AFL-CIO
Theatrical Federation of San Francisco

February 9, 2010

Matt Prieshoff
Live Nation
251 Rhode Island, Suite 200
San Francisco, CA 94103

RE: SUPPORT FOR LIVE NATION AT MASONIC AUDITORIUM

Dear Matt:

I wanted to take this opportunity to let you know that on behalf of our Officers, Support Staff and Members, we fully support Live Nation in their request before the Planning Commission regarding upgrades to the Masonic Auditorium.

Theatrical Stage Employees, Local 16, IATSE, represents approximately 1000 members working in the stage and entertainment sector and we fully support the important upgrades you are proposing to the Planning Commission. The approval of this is vital for many of our members who are gainfully employed at the many Live Nation venues we have agreements in. The approval of your upgrades by the Planning Commission would benefit not only our members but the City of San Francisco. The Masonic is one of the few 3200 seat venues in San Francisco, but needs upgrades to attract name acts. The proposed improvements will help ensure live music events remain in San Francisco.

If approved, the ensuing construction and renovations to the Masonic Auditorium will result in hundreds of union jobs. Local 16 supplies all of the personnel for performances at the Masonic, these jobs are important and should be maintained.

Please count us as supporting your endeavors 100%.

Sincerely,

F.X. Crowley
Business Manager-Secretary

FXClcm/iatseb18
FXLIVENATIONSUPPORTFEB2010



December 7, 2009

Hon. Frank Fung
President
San Francisco Board of Appeals
1650 Mission, Room 304
San Francisco, CA 94103

Re: Appeal #09-104, the Masonic Center at 1111 California Street

Dear President Fung and Board Members:

The Masonic Center has been operating at 1111 California Street on Nob Hill for more than 50 years and has, since its opening in 1958, been used as a venue for graduations, concerts, exhibitions, meetings, shows and more. Avatar Foods International, dba Global Gourmet Catering, has been using the Masonic Center as a venue in which we have provided catering and event planning services for tradeshow, corporate receptions, product launches, green business fairs, concerts, and wedding receptions for ten years. This is an important resource to us as it is one of the only venues of its size in San Francisco. We have attached a list of the various events we have utilized the Masonic for over the years for your perusal.

The Nob Hill location of the Masonic Center is also convenient for our events as the center is near downtown, has a large on-site parking garage, as well as several forms of public transportation that access the building. This area of Nob Hill is also a good location because it is a vibrant mixed urban neighborhood; it is surrounded by several major hotels and Grace Cathedral as well as residential buildings.

The Masonic Center is not only an important building in San Francisco's history, it remains important today and in the future as an entertainment and cultural venue, host not only to concerts, comedians and lecturers, but also to companies in San Francisco and the Greater Bay Area which find themselves in need of the mixed use capabilities of the Masonic Center specifically. As the city of San Francisco continues to expand the convention services options required to bring all forms of business here as opposed to other convention magnet cities, the availability of meeting and event spaces such as the Masonic are critical. The building's close proximity to the hotels of the Nob Hill and Union Square areas as well as its quick transfer distance to Moscone Center make it an essential building option for planners and organizations of all types.

As a past user of the Masonic Center, Global Gourmet Catering urges the Board of Appeals to uphold the Letter of Determination issued by the Zoning Administrator confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the larger San Francisco community.

Sincerely,

Laura Lyons
Partner
Avatar Foods International, Inc., dba Global Gourmet Catering
1030 Illinois Street
San Francisco, CA 94107
415.701.0001
laura@ggcatering.com



GLOBAL GOURMET CATERING

Global Gourmet Catering at Nob Hill Masonic Center

Date of Event	Client	Type of Event	Guest Count
11/17/2009	Clean Tech	Green business trade show – concession services	1,200
11/15/2009	Ray LaMontagne	Public concert concession services	2,900
11/14/2009	Verka Serducka	Public concert concession services	800
11/8/2009	David Gray	Public concert concession services	2,900
11/7/2009	SF-Jazz M. Nascimento	Public concert concession services	1,000
11/25/2009	Steely Dan	Public concert concession services	1,500
11/24/2009	Steely Dan	Public concert concession services	2,200
11/23/2009	Steely Dan	Public concert concession services	2,200
10/15/2009	SF POP	Private reception catering services	150
9/24/2009	Always Sunny Philadelphia	Public concert concession services	2,800
9/19/2009	Patton Oswalt	Public concert concession services	1,500
9/18/2009	Pete Seeger	Public concert concession services	2,800
6/21/2009	SF Jazz Festival	Public jazz concert concession services	1,800
6/13/2009	Joel McHale	Public comedy show concession services	2,900
6/6/2009	Lisa Lampinelli	Public comedy show concession services	2,900
5/15/2009	Map of the Soul	Public pop concert concession services	2,500
9/18/2008	Xerox Corporation	Breakfast meeting catering services	90
2/25/2008	LSAC	Board testing and meeting catering services	150
12/5/2009	Yahoo	Meeting and luncheon catering services	150
11/12/2007	LSAC	Board testing and meeting catering services	150
10/25/2007	Mana, Allison/Regis	Trade show and meeting catering services	850
11/13/2006	LSAC	Board testing and meeting catering services	150
11/8/2006	VISA	Corporate reception catering services	1,800
10/1/2006	Wella Corporation	Corporate meeting catering services	1,125
3/4/2006	University of the Pacific	Alumni Association meeting and catering services	1,000

**Additional event history dating back to 1999 available upon request

DANNY DEVITO

November 13, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission St., Room 304
San Francisco, CA 94103

Re: Appeal # 09-104, The Masonic Center at 1111 California St.

Dear President Fung and Board Members:

I recently performed at the Masonic Center as part of the It's Always Sunny in Philadelphia Tour. This is an important venue for my troupe because it is the only one of its size in San Francisco. Many of our fans are based in San Francisco and the capacity allowed us to maximize the number of fans who could come see us perform. Taking the show to a venue outside of San Francisco would have prevented many fans from attending the event.

The Masonic Center is not only an important building in San Francisco's history, it remains vital today and in the future as an entertainment and cultural venue.

As a past performer of the Masonic Center, I urge the Board of Appeals to approve the Letter of Determination issued by the Planning Department confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the community.

Sincerely,


Danny DeVito

TALENT AND LITERARY AGENCY



November 18, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission St., Room 304
San Francisco, CA 94103

Re: Appeal # 09-104, The Masonic Center at 1111 California St.

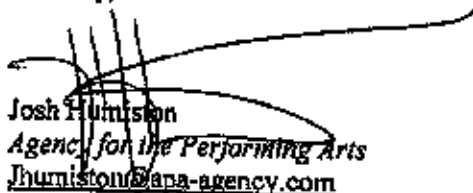
Dear President Fung and Board Members:

APA has been using the Masonic Center as a concert venue for its clients to perform for over 20 years. One specific example is of our client Dave Koz. For the past 8 years he has made the Masonic Center home for his annual Smooth Jazz Christmas concert, a favorite of the smooth jazz community in San Francisco. This is an important venue for us as it is the only one of its size in San Francisco. Back in December of 2004, Dave Koz played a show at The Masonic Center with another client of ours, Norman Brown, where 2,658 people attended. The show grossed over \$130,000.00, leaving everyone involved very happy. With such a great turn out in 2004, Koz came back and played a year later in 2005 bringing devoted fans with him. We look forward to Dave Koz's A Smooth Jazz Christmas 2009 With Special Guests David Benoit, Rick Braun, Brenda Russell and Peter White this December.

The Masonic Center is not only an important building in San Francisco's history, it remains vital today and in the future as an entertainment and cultural venue.

As a past user of the Masonic Center, APA urges the Board of Appeals to approve the Letter of Determination issued by the Planning Department confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the community.

Sincerely,



Josh Humiston
Agency for the Performing Arts
jhumiston@apa-agency.com

406 SOUTH BEVERLY DRIVE BEVERLY HILLS, CA 90212 PH 310.888.4200 FAX 310.888.4242
250 WEST 57TH STREET NEW YORK, NEW YORK 10107 PH 212.687.0092 FAX 212.245.5062
3010 POSTON AVENUE NASHVILLE, TENNESSEE 37203 PH 615.297.0100 FAX 615.297.5434
WWW.APA-AGENCY.COM



Only in San Francisco

**SAN FRANCISCO
CONVENTION &
VISITORS BUREAU**

November 20, 2009

Hon. Frank Fung, President
San Francisco Board of Appeals
1650 Mission, Room 304
San Francisco, CA 94103

Re: Appeal #09-104, the Masonic Center at 1111 California Street

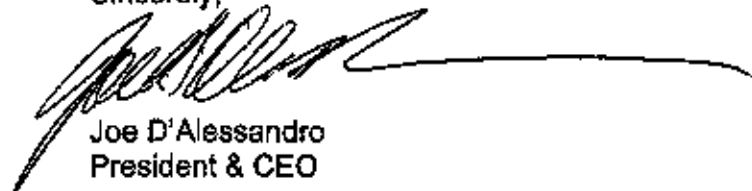
Dear President Fung and Board Members:

The Masonic Center has been operating at 1111 California Street on Nob Hill for more than 50 years and has, since its opening in 1958, been used as a venue for meetings, exhibitions, concerts, shows, graduations and more. The San Francisco Convention & Visitors Bureau has been referring the Masonic Center to customers and meeting planners as a venue for their meetings and events for many years. This is an important resource for our customers and also for our member hotels on Nob Hill.

The Nob Hill location of the Masonic Center is convenient for customers and meeting attendees as the center is near downtown, has a large on-site parking garage, as well as several forms of public transportation that access the building. This area of Nob Hill is also a good location because it is a vibrant mixed urban neighborhood; it is surrounded by several major hotels and Grace Cathedral as well as residential buildings.

As an organization which has referred the Masonic Center to customers for years and has hotel members that depend on its availability for meetings and events, the San Francisco Convention & Visitors Bureau urges the Board of Appeals to uphold the Letter of Determination issued by the Zoning Administrator confirming that the Masonic Center is a lawfully operating entertainment and assembly venue that can continue to serve the larger San Francisco community.

Sincerely,



Joe D'Alessandro
President & CEO



Lee Smith
Live Nation
P.O. Box 429094
San Francisco, Ca. 94142

March 3, 2009

Dear Honorable Commissioners:

The Entertainment Commission has worked with Live Nation's representatives many times over the past five years.

They have submitted applications for fixed place venues, including *Cobb's Comedy Club*, the *Punch Line*, *The Fillmore*, and the *Warfield*, as well as many outdoor events including large concerts such as *Rock the Bells* in Parking Lot A near *AT&T Park*, and shows at the *AT&T Ballpark*.

Every year, they produce a New Year's Eve concert at *Bill Graham Civic Auditorium*, with headline acts that have broad and popular appeal, and have produced the *Warped Tour* on Pier 30-32 for many years with no incidents reported.

The Entertainment Commission staff has enjoyed its interaction with Live Nation staff. They submit applications and follow up in a timely and professional manner. When requested, they have worked with neighbors regarding any noise complaints that may have been generated by a particular event, as well as with the "city family" of agencies when the need arose.

The Entertainment Commission would be pleased to answer any questions you might have and want to assure you that we consider Live Nation a good citizen of the San Francisco Entertainment Community.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert G. Davis".

Robert G. Davis, Executive Director
San Francisco Entertainment Commission
City Hall, Room 453
415 554-7793 (voice)
415 554-7934 (fax)
bob.davis@sfgov.org



NEIGHBORS ON THE HILL

Elevating Capitol Hill

January 28, 2010

To Whom it May Concern -

As member of a Capitol Hill neighborhood advocacy group, Neighbors on the Hill, I can unequivocally say the Fillmore Auditorium in Denver has been an asset to the community. Through the hard work and thoughtfulness of its manager, Sean O'Connell, the Fillmore has tremendously aided in bringing the neighborhood together and sustaining the eclectic and vibrant aspects Capitol Hill has been known for. Specifically, the Fillmore and its staff have participated in neighborhood clean-ups, provided space for community meetings, and have listened and adapted to neighbor concerns. Communication is the key for a neighborhood to thrive, and I have seen Sean and the Fillmore Auditorium prove that theory true.

Further, as an owner of property right across the street from the Fillmore, I've witnessed firsthand how the theatre has benefited local businesses. Nearby stores and restaurants have thrived from the exposure the Fillmore brings to the neighborhood, thus attracting other business to set up shop. The Fillmore Auditorium has promoted a cultural and industrious exchange within a neighborhood I'm proud to call home.

Sincerely,

Liam Walsh
Neighbors on the Hill

ARCHITECTURAL RESOURCES GROUP, INC.
Architects, Planners & Conservators

January 23, 2009

Allan Casalou
Chief Operating Officer
Masonic Grand Lodge of California
1111 California Street
San Francisco, CA 94018-2284

Re: Nob Hill Masonic Center – Exterior Conditions

Dear Allan:

We recently undertook an exterior inspection of the Nob Hill Masonic Center including the roofs. The purpose of this inspection was to identify areas of the building requiring repair and/or maintenance. This inspection gave us the opportunity to review how your building engineer and maintenance crews have been addressing exterior care of the structure over time, and the current condition of the marble cladding, terrazzo paving and stairs, roof membranes, planter boxes, etc.

From our point of view, the building is in remarkably good condition. Based upon our experience with structures of this vintage, it is clear that your organization has made preservation of this cultural and historic resource a priority. Further, your dedication to preserving the artwork of Emile Norman in the building foyer should be applauded. We were very proud to be a part of this conservation effort for his endomosaic mural, and look forward to assisting you in the future in maintaining the Center.

Sincerely,



David P. Wessel
Principal

Principals

BRUCE D. JUDD, FAIA
STEPHEN J. FARNETH, FAIA, LEED AP
TAKASHI FUKUDA
AARON JON HYLAND, AIA
NADMI O. MIROGLIO, AIA
DAVID P. WESSEL, AIC, FAIA

Associate Principals

CHARLES EDWIN CHASE, AIA
ARNIE HOLLANDER
JAMES McLANE, AIA, LEED AP

Senior Associates

ANDREW G. BLYHOLDER, AIA, LEED AP
DEBORAH J. COOPER, AIA, LEED AP
M. BRIDGET MALEY
CASILEEN MALMSTROM, AIA
SUSAN McDONALD, AIA, LEED AP
KATHERINE T. PETRIN
W. DEAN RANJAF, AIA

Offices

SAN FRANCISCO
PASADENA
PORTLAND

Northern California Office

Pier 9, The Embarcadero
San Francisco, California 94111
e-mail: arg@argsf.com
fax 415.421.0127
415.421.1680
www.argsf.com



ALEC PAULUCK
1001 Pine St. #703
San Francisco, CA 94109-5006

Phone/Fax (415) 474-7979

February 14, 2009

David Chiu, President
Board of Supervisors, Room #244
1 Dr. Carlton B. Goodlet Place
San Francisco, CA 94102

Dear President Chiu:

RE: MASONIC CENTER - Conditional Use Permit

The Masonic Center located at 1111 California Street has applied for a Conditional Use Permit by the Planning Commission in San Francisco.

As an attendee of functions at the Masonic Center, and a neighbor of the Masonic Center, I would like to express my interest and opinion in favor of granting the permit requested by the Masons of California. The new functions will amplify and improve the neighborhood which is needed in this locality.

Thank you for your interest in this project.

Sincerely yours,


Alec Pauluck



Alec Pauluck
1001 Pine St. #703
San Francisco, CA 94109-5006

Phone/Fax: (415) 474-7979

San Francisco Planning Dept
1650 Mission Street, Suite 400
San Francisco, CA 94103

February 1, 2010

RE: Nob Hill Masonic Center
2008.1072C 1111 California Street
Southwest Corner at Taylor St. Lot 020 of Assessors Block 0253

Pursuant to several reminders concerning Notice of Hearing for the above captioned item, we, the owners of property, and residents located at 1001 Pine Street, corner of Southwest corner of Taylor Street, would like to express our approval for the "Request for Conditional Use of the Nob Hill Masonic Center."

1. Our property is just below the Masonic Center's property which is requesting authorization from the Planning Commission to make only interior alterations; no exterior work. There should be no traffic problems or inconvenience in the neighborhood.
2. A tour of the Masonic Center was offered to the entire neighborhood to see and learn of the changes anticipated on the interior of the building. We were escorted on the tour and apprised of the feasibility and changes required to utilize the premises for a variety of functions. There are only a few other auditoriums in the city but they are oversized for smaller events, concerts, lectures, graduations, and public events.
3. The Masonic Center is surrounded only by Grace Cathedral, Huntington Hotel, an entire block called Huntington Park, and Gramercy Towers which is adjacent but entrances are a good distance from the Masonic property. Other properties are located on sloped areas and a great distance away from the Masonic. Grace Cathedral has large processions of vehicles for funerals, weddings, and food lines for the homeless. Such events are held during the day hours. Two schools for boys affiliated with Grace Cathedral operate during day hours; patrons at the Masonic functions would not interfere with students.
4. Residents and owners of property along Pine Street, Bush Street, Jones Street and Sacramento Streets are all walking distance to the Masonic Auditorium. They are anxious to attend events at the Masonic with the blessing and approval of the San Francisco Planning Department. Thank you.

<u>Alec Pauluck #703</u>	<u>Victoria Wong #1010</u>
<u>Robert Adams #911</u>	<u>John Paul Scheraga #610</u>
<u>Evelyn Weisburger #909</u>	<u>Miriam Flinter #611</u>
<u>M. M. Low #1009</u>	<u>Robert J. Korte #604</u>
<u>Tracy Williams #808</u>	<u>Gerry Wilson 801</u>
<u>Martha Chang 805</u>	<u>James M. Young 710</u>

February 2, 2009

San Francisco Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

Re: Conditional Use Permit Application
Masonic Center

To the San Francisco Planning Commission,

I would like you to accept this letter of support for the Masonic Center's application for a Conditional Use Permit. I believe that the Masonic Center's plans to enhance their existing facility will benefit our community both economically and culturally.

As I am sure you are aware, and other letters will also describe, that because of its size the Masonic Center auditorium is a much sought after commodity in the Bay Area.

The enhanced use of this facility will benefit the City by providing direct revenue from parking and ticket sales to events.

Approval of this application will allow the Masons to continue their support of the SF Unified School District from revenues earned by the Masonic Center.

The entrance of Live Nation as the event promoter will bring an enhanced level of professional operational practices to the Masonic Center directly benefiting the Nob Hill neighborhood.

Should the Masonic Center not be able to continue as a profitable entertainment venue, the above mentioned cultural and economic benefits will be realized by similarly sized venues in Oakland.

The Masonic Center recently celebrated its 50th anniversary atop Nob Hill. This building is a fabulous example of early modernist architecture in San Francisco. It is important to note that no part of the Conditional Use Permit shall allow changes to the exterior of the building or an increase to the interior square footage or capacity. The application only involves a reconfiguration of the interior spaces. The current catering only kitchen will be converted to one able to provide on-site food preparation, however no take-out or fast-food will be permitted.

Enabling the Masonic Center to improve its programming and operations has a broad range of social, economic and cultural benefits to our neighborhood, the City and the region and I urge your support of their application currently under your consideration.

Respectfully,



Ian Glidden, AIA
2221 Gough Street, #102
San Francisco, CA 94109



Keith McAllister

12/16/2009 03:53 PM

To cynthia.goldstein@sfgov.org

cc

bcc

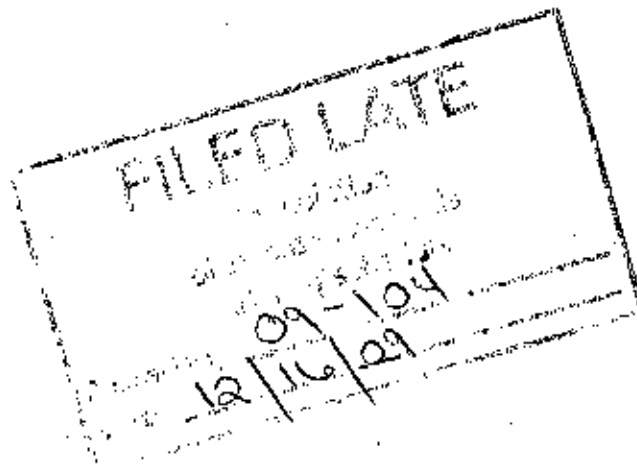
Subject: Masonic

Cynthia,

Please do what you can to keep the Masonic open.

It's a great venue. The crowds are well behaved and it is a wonderful part of San Francisco.

Keith McAllister
7 Madrono Ave.
Corte Madera, CA 94925





Heather Cowan Spiegel

12/16/2009 10:32 PM

To cynthia.goldstein@sfgov.org

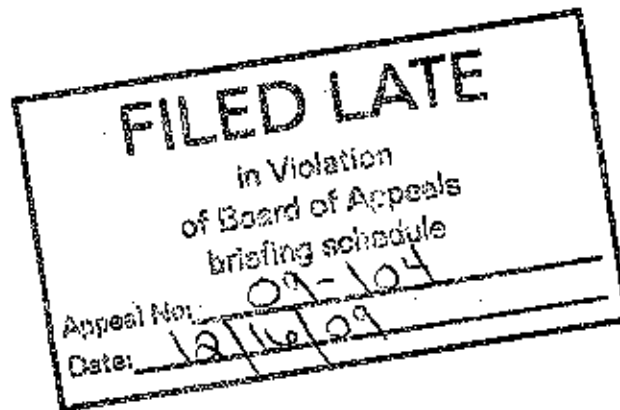
cc

bcc

Subject please keep the masonic center open

i have been going there for year, enjoying jazz and other delightful concerts and events, all quite civilized with a nice, diverse group of people under one roof.

What a shame on SF to think of halting such a venue!





Rik Sheldon

12/16/2009 10:19 PM

To: cynthia.goldstein@sfgov.org

cc:

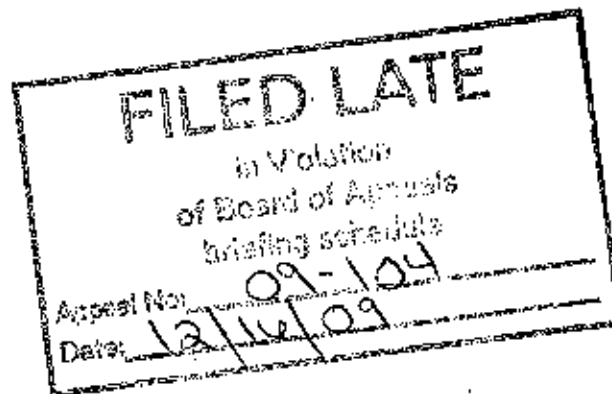
bcc:

Subject: Masonic Center

I'll keep this short. Keep the Masonic Center open. This is one of the best venues in the city, and the opponents have a clear agenda that is not in the best interest of the local community.

Respectfully yours,

Rik Sheldon





Russ Blaine

12/16/2009 10:06 PM

To cynthia.goldstein@sfgov.org

cc

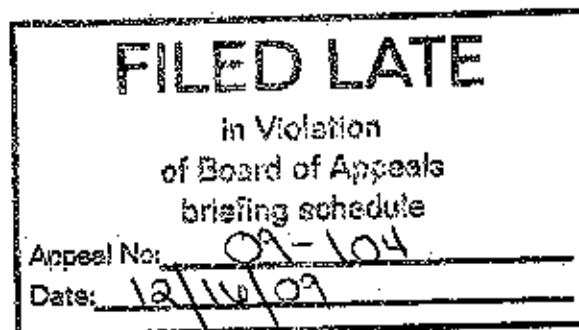
bcc

Subject Masonic Center

Hello,

I am writing to voice my support for San Francisco's Masonic Center. Please support the cultural life of the city and keep it open as a performance space and concert hall.

Sincerely,
Russell Blaine
360 Guerrero St #205
415-225-7363





Kevin Miller

12/16/2009 06:49 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Keep the Masonic Open

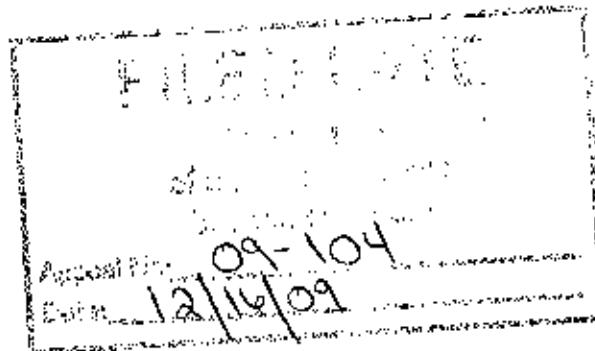
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Kevin R. Miller





James Prial
~~James Prial~~
12/16/2009 05:46 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Keep the Masonic Auditorium open

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

James Prial

FILED LATE
M. P. ...
of ...
Appeal No. 09-104
Date: 12/16/09



"Joe Gomes"

12/16/2009 05:44 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

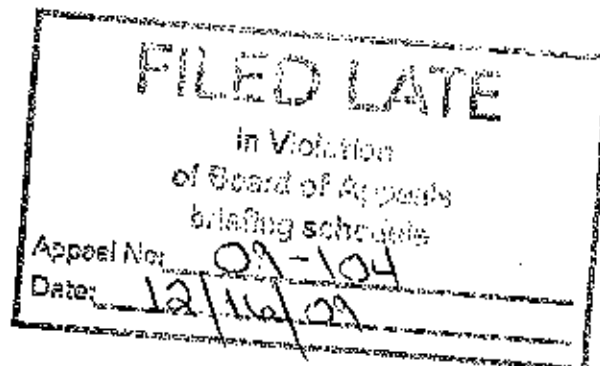
Subject Mason's Center

My family and I have been attending concerts at the Masonic Center for many years.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Joe Gomes





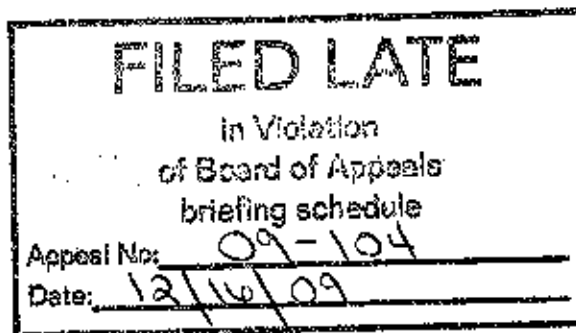
12/16/2009 05:20 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: SAVE the MASONIC CENTER!

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Kathryn Kunkel
SF 94112





Michael Ellis

12/17/2009 05:51 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Preserve the Masonic Center

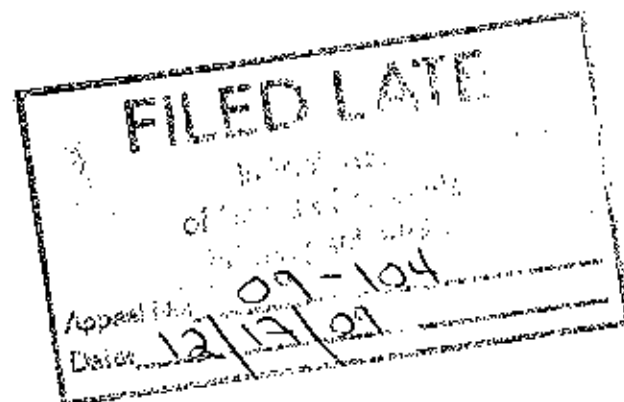
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Michael D. Ellis
450 Golden Gate AVE
11TH Floor
San Francisco, CA 94102





Melisser

12/17/2009 02:05 AM

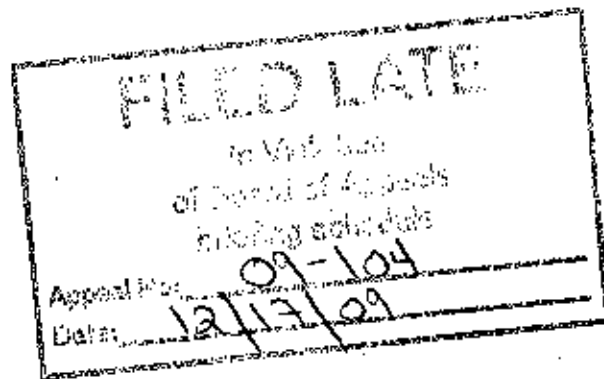
To: Cynthia.goldstein@sfgov.org
cc: MattPrishoff@LiveNation.com
bcc:
Subject: Nob Hill Masonic Center

Dear President Fung and Commissioners,

As a San Francisco resident, I have been enjoying concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

All the Best,
Melissa Elliott





~~XXXXXXXXXXXXXXXXXXXX~~
~~XXXXXXXXXXXXXXXXXXXX~~
12/16/2009 08:16 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Masonic Auditorium

Dear President Fung and Commissioners,

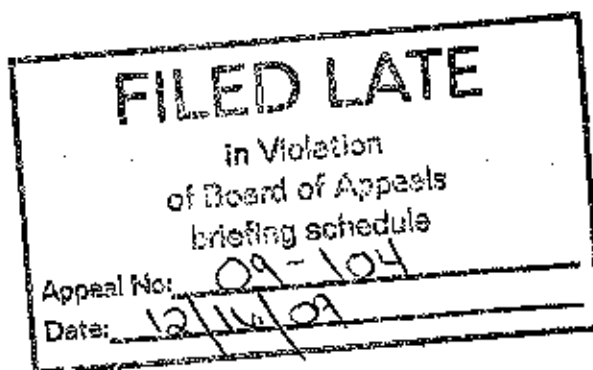
As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. I can not imagine San Francisco losing such a special venue in which many events are held for the general public and for private use. It would be a great loss to the community if it is shuttered.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

I have read through the proposed measures the venue operator has drafted in response to the neighborhood concerns and they seem fair.

Please do consider this is a wonderful space that is beloved by many in the community.

Sincerely,
Cindy & Lou DelCorto





12/16/2009 07:05 PM

To cynthia.goldstein@sfgov.org, masoniccentersf@gmail.com

cc

bcc

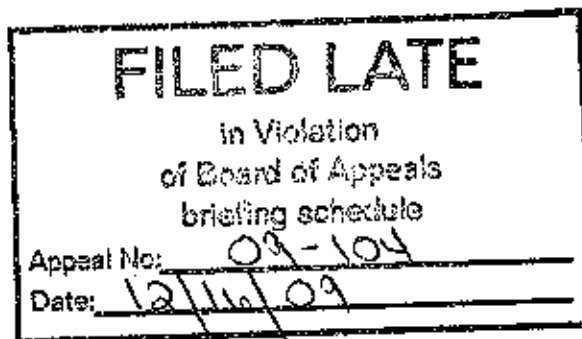
Subject Please Keep the Masonic Center Open

Dear President Fung and Commissioners,

As a Bay Area resident and Masonic Brother, I have been attending events at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and other events.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic Center to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Br. Abraxas Adams





"dina dusko"

12/17/2009 08:49 AM

Please respond to

To cynthia.goldstein@sfgov.org

cc

bcc

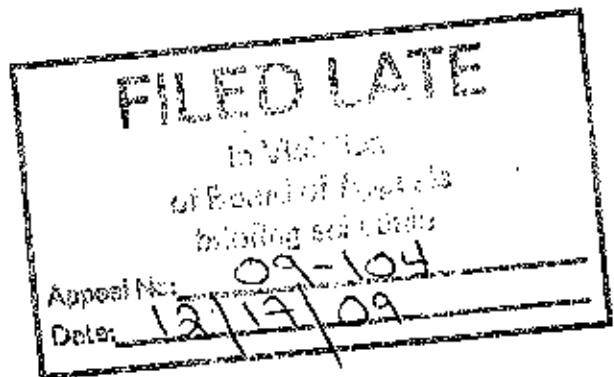
Subject Please Save the Masonic as a Public Venue for Entertainment and the Community.

Dear Cynthia Goldstein and Frank Fung,

I am aware of growing interest in closing the Masonic in San Francisco. As a City resident, kindly accept this letter and my plea to allow the venue to remain open to the public for the purpose of serving the Bay Area music, culture and arts community.

Sincere regards,
Dina Dusko

dina dusko | [redacted] | sent from my blackberry®.





Charles Kanapicki

12/17/2009 08:00 AM

To cynthia.goldstein@sfgov.org

cc Charles Kanapicki <ckanapicki@abfjv.com>

bcc

Subject Masonic Center

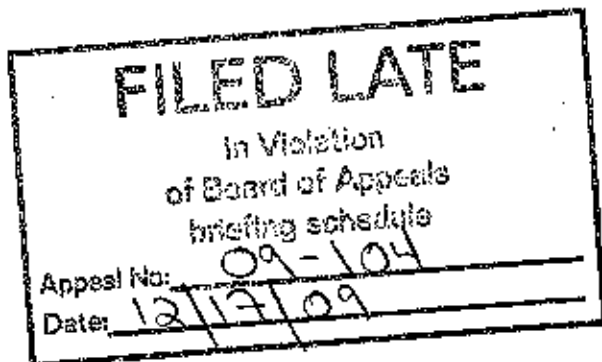
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Charles J. Kanapicki





Pat Murray
[Redacted]
12/17/2009 06:11 AM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject:

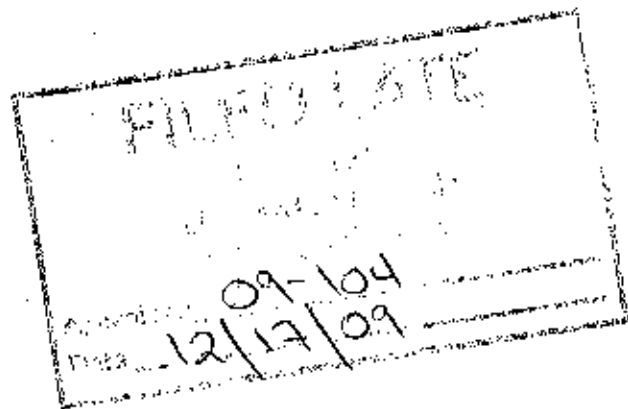
Dear President Fung and Commissioners,

As a native Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Patricia A Murray





Mariana Nenadic Shanks

[Redacted]

12/17/2009 10:18 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Please don't close Masonic Center

Dear President Fung and Commissioners,

I hope you will consider keeping this historical location open. I highly value preserving the rich culture of the bay area. Particularly during uncertain economic times, I believe it to be especially important to strengthen our community. Masonic Center is a valuable venue where community and culture is celebrated and strengthened.

Thank you and regards,

Mariana Nenadic Shanks
San Jose, CA

FILED LATE
 in Violation
 of Board of Appeals
 building ordinance
 Appeal No: 09-104
 Date: 12/17/09



"Jim Redpath"
[REDACTED]

12/17/2009 10:30 AM

Please respond to
"Jim Redpath"
[REDACTED]

To <cynthia.goldstein@sfgov.org>

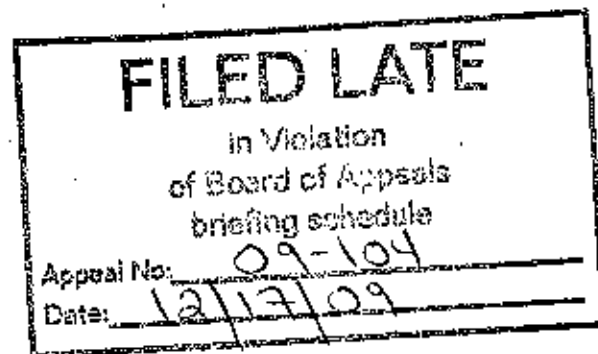
cc

bcc

Subject masonic center

as a san rafael mason and a member of California grand lodge I am deeply concerned with the potential limitations being proposed to the grand lodge auditorium. the auditorium provides an excellent venue for concerts. the type of shows that perform there are tightly controlled by the masons who are greatly involved with the community, the money generated by the shows, exhibits etc provide both income for grand lodge and taxes for the city. I encourage the planning commission to continue to uphold their position and allow the show to go on.
Redsy

jim redpath
redsy@earthlink.net





"artfuldodger"
<artfuldodger@speakeasy.net>

01/05/2010 01:16 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject Masonic Auditorium Appeal - Planning Commission
Determination

Dear President Fung and Commissioners: For many decades I and many of my friends have attended numerous types of cultural events at the Masonic Auditorium after I moved to the Bay Area in 1971. We usually have dinner at one of the nearby restaurants, attend the event and then have a "nightcap" at one of the many area bars and lounges. I live in the East Bay but am attracted to this wonderful venue and its offerings at least four to five times a year. The crowds are always well mannered and behaved (unlike the Fillmore Auditorium). I do not know all of the details of the arguments on both sides, but it seems to me that the closure of a venue that has operated for at least 30-40 years as a concert hall could not be financially or culturally sound to either the City or the contiguous neighborhood businesses. Therefore, I implore you to uphold the Letter of Determination issued by the Planning Department and deny the pending appeal. Sincerely, Roger A. Carnagey

FILED LATE	
In Violation of Board of Appeals briefing schedule	
Appeal No.	09-104
Date	12/31/09



"Poppy Watson"
<P.Watson@winewhse.com>
01/05/2010 12:01 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject save the masonic

dear president fung and commissioners,

i am a sacramento resident and i frequent the masonic center music events. i have no problem driving the distance as it is a wonderful and beautiful venue. not only do i bring outside revenue to the masonic, but to surrounding restaurants and hotels. i usually even stay the entire next day to enjoy san francisco. it would be a real shame to lose such a venue that serves, not only as a san francisco landmark, but also as a lovely place to enjoy a variety of artists. please don't take this from us. sincerely, poppy watson

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/31/09



"Ed Roth"
<Ed@r-computer.com>
01/05/2010 12:04 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Nob Hill Masonic Venue

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Ed Roth

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>12/31/09</u></p>



"Lynda Kaye"
<lynda@kayepr.com>

01/05/2010 03:01 PM

Please respond to
<lynda@kayepr.com>

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Masonic Center: Please save!

Dear President Fung and Commissioners,

Like San Francisco itself, the Masonic Center stands as a beacon of the arts and culture – a proud building that has been a convenient venue for locals and visitors who have enjoyed many fabulous concerts and important ceremonies over the years.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Lynda Kaye
Principal, Kaye Public Relations
Cell: 650-799-2888
mailto:lynda@kayePR.com



FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 02-104
Date: 1/5/10



"Boyle, Mark, IRVINE, Technica
I Services"
<Mark.Boyle@AlconLabs.co
m>

01/06/2010 08:29 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic open to events

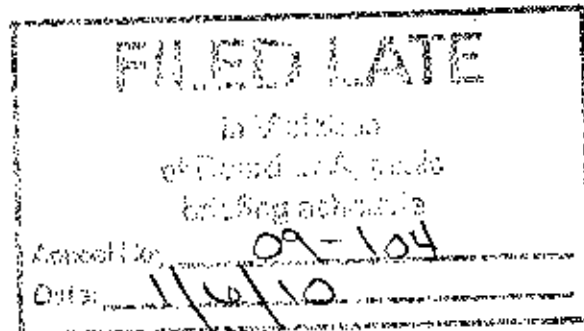
To whom it may concern,

It seems to me, having attended many functions at the Masonic, that the concerns of the neighbors are out of proportion to the actualities of any noise or behavior problems associated with these events. ALL of the concerts and events that I have attended were civil, well organized and never strayed out-of-bounds from normal, considerate, appropriate public behavior.

Thanks,
Mark Boyle

This e-mail (including any attachments) is confidential and may be legally privileged. If you are not an intended recipient or an authorized representative of an intended recipient, you are prohibited from using, copying or distributing the information in this e-mail or its attachments. If you have received this e-mail in error, please notify the sender immediately by return e-mail and delete all copies of this message and any attachments.

Thank you.





Scott Gordon
 <scottst@well.com>
 01/06/2010 03:55 PM

To: cynthia.goldstein@sfgov.org
 cc:
 bcc:
 Subject: Save the Masonic!

Dear President Fung and Commissioners,

I have lived in San Francisco since 1971, and I have been attending events at the Masonic Center for many years.

I was a Mason in the 80s, and became familiar with the facility then.

The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. The most recent event I attended was Steely Dan concert, where they did Aja, the album. The crowd was great, and the venue terrific. There is a lot of parking right nearby. We had dinner at the Big 4 restaurant, and parked at Grace Cathedral.

All told, my group of 4 probably spent \$1000, and then almost another \$200 on the hotel tax, and who knows how much on the new healthcare tax? This is one of the few venues in San Francisco that I enjoy attending.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Scott Gordon

FILED LATE
 in Violation
 of Board of Appeals
 briefing schedule
 Appeal No: 09-104
 Date: 1/6/10



Chris Sweetanos

01/06/2010 09:09 AM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

Subject Save the Masonic

Please save this great venue for the arts. This great city deserves this venue..

Sent from my iPhone
Chris Sweetanos
C.S. Cellars Inc.
707-738-4333
www.cscellars.com

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>1/6/10</u></p>



timothy coppola

01/06/2010 01:57 PM

To cynthia.goldstein@sfgov.org

cc janet <janet@tabercoppola.com>
mattprieshoff@livenation.com

bcc

Subject Masonic Center

Dear President Fung and Commissioners,

I am a Master Planner, Landscape Architect and a resident at 930 Pine Street, living just a block away from the Masonic Center for over 25 years. I have been attending concerts at the Masonic Center for these many years, and believe it serves as a valuable community service and resource that cannot be replaced.

As you well know, the Masonic Center has been on Nob Hill for more than 50 years and I see no logical reason for the center to be closed down. We especially appreciate that it has been used as a venue for graduations, concerts, exhibition shows and more. One can only feel pride for what the Masons have contributed to the area all these years.

As an attendee of events at the Masonic Center, I trust that the Board of Appeals will faithfully uphold the Letter of Determination that was issued by the Planning Department and allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Timothy Coppola

--

Timothy Coppola

Taber Coppola
Master Planning & Landscape Architecture
850 Battery Street, Suite 2
San Francisco, CA 94111

Ph. 415-398-0552
F. 415-398-3424

~~_____~~
~~_____~~
~~_____~~
~~_____~~

FILED LATE
In Violation
of Board of Appeals
Administrative
Code 16.09-104
1/6/10



"Vidal, Kathleen"
<Kathleen.Vidal@starwoodhot
els.com>

12/17/2009 08:34 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject OVERTURN THE LETTER OF DETERMINATION - Appeal
No. 09-104

Dear Ms. Goldstein,

I have lived on Nob Hill for over nine years in addition to working on the hill for four years. It is a wonderful neighborhood with good people. For us that live here, it is a small oasis in The City. Yes, we have 3 large hotels and a Cathedral situated prominently a top but those architectural buildings are what make Nob Hill unique for our neighborhood. Please help us Nob Hill neighbors keep it unique and not overrun with a multitude of Live Nation concert goers throughout the years.

My request is that President Frank Funk, Commissioners Tanya Peterson, Michael Garcia, Kendall Goh and Rafael Mendelman ALL VOTE TO OVERTURN THE LETTER OF DETERMINATION ON Appeal No. 09-14.

Kathleen Vidal
1181 Clay Street, No. 4
San Francisco, CA 94108

Kathleen Vidal CONCIERGE
THE ST. REGIS SAN FRANCISCO 125 THIRD STREET SAN FRANCISCO, CALIFORNIA 94103
TELEPHONE 415.284.4032 FAX 415.284.4037 [STREGIS.COM / SANFRANCISCO](http://STREGIS.COM/SANFRANCISCO)



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FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/17/09



Chris Porter

01/07/2010 11:57 AM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Dont let the NIMBY's win.

Dearest Supervisor(s)-

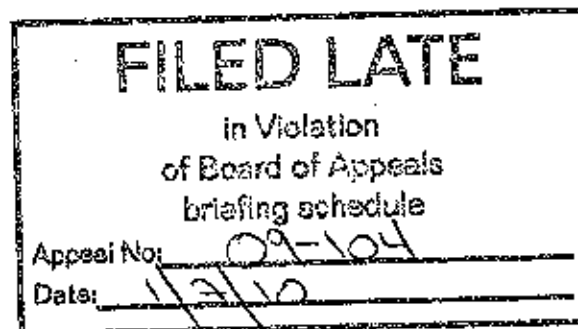
As a San Francisco home owner I have been saddened/angered by some recent news from our beloved art scene.

I have been attending concerts at the Nob Hill Masonic Center for many years. It would be a sad day if a few (rich and angry) people are able to shut down a performance arts venue that has been having concerts for over 50 years.

I urge you to uphold to Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Regards,

Chris Porter





"Bergmann, Michael"
<michael.bergmann@corp.aol.com>
12/22/2009 10:46 AM

To <cynthia.goldstein@sfgov.org>
cc
bcc

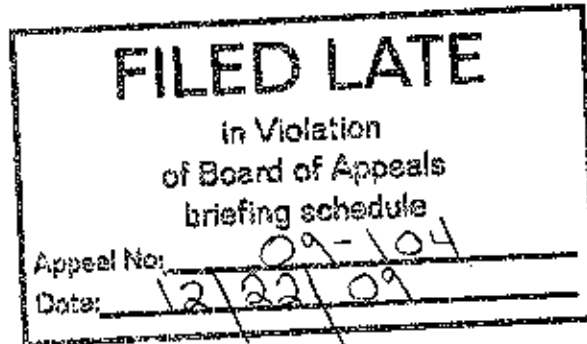
Subject: Please keep the Masonic Center

Hello Cynthia,

Having gone to the the Masonic for the first time this year to see Ray LaMontagne I realized how great of a venue this place is and the possibilities it holds to bring it to the next level. It would be a shame to not see the full potential of this beautiful venue. As I see it, the venue doesn't bring a nuisance to the neighborhood, rather it enhances an area I would have little interest in visiting if the venue wasn't there. I know there is more people like me who would help bring more vitality to the area if the renovations were to take place. If anything, the city of San Francisco should do everything possible to keep venues and let live music thrive in our cultural home. Music is the one thing that can bring everyone together across any divide.

Mike Bergmann

Associate Account Manager | AOL Advertising
P: 415-844-9126 | F: 415-844-9065
333 Bush St., 23rd Floor | San Francisco, CA | 94104





Zach Zeisler
 <Zach@zzrllp.com>
 01/04/2010 02:42 PM

To "cynthia.goldstein@sfgov.org"
 <cynthia.goldstein@sfgov.org>
 cc
 bcc

Subject: Keep the Masonic Open for Music

Please don't shut down the Masonic. It's a great concert venue.

Zachary E. Zeisler (Tel: 415-451-1703 ext 6722 | Fax: 415-451-1907)

ZZR ZEISLER,
 ZEISLER &
 RAWSON LLP
 CERTIFIED PUBLIC ACCOUNTANTS
 901 A Street Suite C
 San Rafael, CA 94901

www.zzrllp.com

FILED LATE
 In Violation
 of Board of Appeals
 briefing schedule
 Appeal No: 09-104
 Date: 12/31/09

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Jeffery Bischoff
<JBischoff@cinderblock.com
>

01/04/2010 02:24 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject The Masonic Concert Hall

FILED LATE

in Violation
of Board of Appeals
briefing schedule

Appeal No:

09-104

Date:

12/31/09

Dear President Fung and Commissioners,

I just recently heard that the Masonic Center may be closed to concerts. Why? The Masonic Center has been a vital part of San Francisco Music Scene every since I moved to the Bay Area in 1984 and from what I understand many years before.

I have attended many events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the culturally rich community here in San Francisco.

Sincerely,

Mr. Jeffery Bischoff

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"Rod Creason"

12/17/2009 04:44 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Center

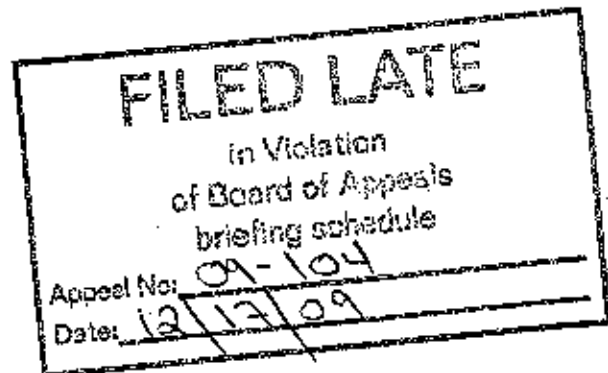
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Richard R Creason





"Bruce Capagli Sr"
~~XXXXXXXXXXXXXXXXXXXX~~
12/17/2009 05:52 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Save the Masonic Center

Dear President Fung and Commissioners,

The loss of a 50 year venue whose multiuse capabilities would be a irreplaceable loss to the vitality of the area and the variety of events it host should in no way be allowed to slip away for the greater use by the people of northern California.

As an attendee of multiple events at the Masonic Center, I urge to Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Respectfully submitted,

Bruce and Cherie Capagli

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/17/09



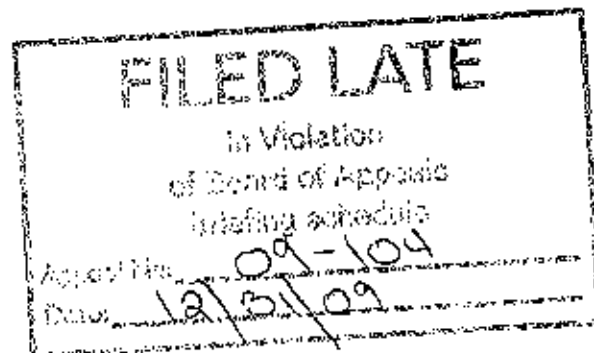
"Karpenko, Susan"
<Susan.Karpenko@va.gov>
01/05/2010 01:19 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Save Masonic

Dear Appeals Commission,

I am writing in an effort to save the Historic Masonic Auditorium as an important entertainment venue. I am a native of San Francisco and have been attending performances of all kinds at the Masonic since the 1960's. I have very fond memories of this auditorium and I have always felt it as a central part of San Francisco's history. It is an auditorium that has architectural significance and is a space that offers a more intimate experience with various musicians, lecturers and dance troupes, which is hard to find anymore in San Francisco. So many of our older buildings have been either closed, torn down or reestablished for uses other than they were originally meant for. I am afraid if the Masonic is closed another part of San Francisco's character will vanish. Is it possible that the Masonic can remain open and cohabitate with its residential neighbors. Many of us who live in other parts of San Francisco have had to accept that we are a small city and have had to sacrifice some space and freedom for the arts. For instance, there are those of us living next to Golden Gate Park who make room every summer for the various events and festivals that can overwhelm our neighborhoods. The gain for this sacrifice is that the greater the activities the greater the revenue for the businesses that surround these events. Please make an argument to keep the Masonic open!

Sincerely,
Susan Karpenko





Jake
<jake@bayareatone.com>
01/05/2010 09:43 AM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Masonic Center in SF

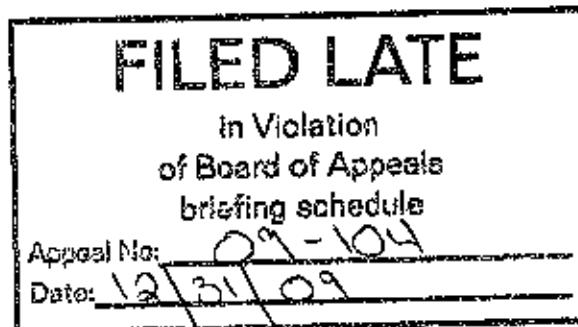
Dear President Fung and Commissioners,

As a Bay Area resident, Musician, recording engineers, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. i would like to to see it remains and focal part of what San Francisco represents. Music, Art, and culture.

As an avid attendee in this amazing venue and space, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Jake Richmond
Bay Area Tone - Mobile Recording
Producer/Engineer/Studio Manager
415-335-1334
www.bayareatone.com





Linda Hirst
<lhirst@primate.ucdavis.edu
>

01/05/2010 12:10 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Keep Masonic Center Open

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Linda Hirst





Russ Blaine
 <rblaine@nvidia.com>
 01/05/2010 12:25 PM

To: cynthia.goldstein@sfgov.org
 cc:
 bcc:

Subject: Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Russell Blaine

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FILED LATE
 in violation
 of the rules of the
 Planning Department
 09-104
 12/31/09



Susan Andrews
<susan@buddyrhodes.com>

01/05/2010 12:26 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Auditorium

I vote to keep the Masonic auditorium open for music and theatre and community EVENTS. I can remember going to hear Bob Dylan there in 1966, so that's 46 years in my history alone. The claim that it was never intended for anything but a private club is silly.

Susan Andrews
Buddy Rhodes Concrete Products, LLC
1500 17th St.
San Francisco, CA 94107
415-431-8070

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>12/31/09</u></p>



<SBRANSGROVE@CSEA.C
OM>
12/17/2009 04:52 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Nob Hill Masonic Center

Dear President Fung and Commissioners,

I am a native San Franciscan and life-long Bay Area resident. I am also an active Mason, and by virtue of my service as "President" of Mill Valley Lodge No. 356, a member of the Grand Lodge of California which is headquartered on Nob Hill.

I am writing to express my support for continuing the present usage of the Nob Hill Masonic Center. In addition to attending the annual proceedings of the Grand Lodge there for approximately eighteen years, I have attended a number of other events there which have had significance to both me personally and I believe to the community at large. My law school graduation from the University of San Francisco was held at the Nob Hill Masonic Center; my admission ceremony in as an attorney to the California and Federal Courts was held at the Nob Hill Masonic Center. I have attended naturalization ceremonies at the Nob Hill Masonic Center for new citizens. Each of these types of events has been an important part of the fabric of the San Francisco community. When I reflect upon the moral, philosophical and philanthropic purposes of Masonry, I am impressed that the beautiful edifice at 1111 California Street is a particularly fitting place from which to launch such important social endeavors as legal practice for some, citizenship for others, as well as the numerous other student graduations for all age groups that have been held there for over fifty years.

I have also enjoyed a number of entertainment events and speaking engagements in the Nob Hill Masonic Center. I have taken my children to such events at the Nob Hill Masonic Center which in my estimation has added to their development. I believe such events hosted at the Nob Hill Masonic Center have contributed positively to the environment and culture of San Francisco and the greater Bay Area. The Nob Hill Masonic Center has been used for such purposes for over five decades. As a native San Franciscan I appreciate how important it is to have such a beautiful and well maintained venue for such events. As a Mason, I am proud to know that "my building" has added in so many ways to the richness of San Francisco and I look forward to seeing it put to such good uses long into the future.

It is also rare for me not to include a trip down the hill to Union Square and other surrounding shopping areas when I visit the Nob Hill Masonic Center. In this respect, the Nob Hill Masonic Center is the magnet that attracts me to downtown shopping. In other words, except for my going to events at the Nob Hill Masonic Center, I would have been more likely to have spent those shopping dollars (including sales tax) in Marin County where I now reside or Concord where I now work.

I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Stanley J. Bransgrove
Senior Labor Relations Representative
CALIFORNIA SCHOOL EMPLOYEES ASSOCIATION
2345 Stanwell Circle

FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	12/17/09



petersonr6@cs.com
12/18/2009 02:05 AM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: Letter of Determination

Commissioner Peterson

We are asking that you please support the majority of the Commissioners in overturning the Letter of Determination. Your vote is instrumental in deciding the fate of Nob Hill. Please refer to Appeal # 09-104.

Sincerely, Russell Peterson
1201 California St. #105
San Francisco, 94109

=

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/18/09



Jack Thompson
<general.contractor@sbcglobal.net>

12/18/2009 08:02 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject The Masonic Center

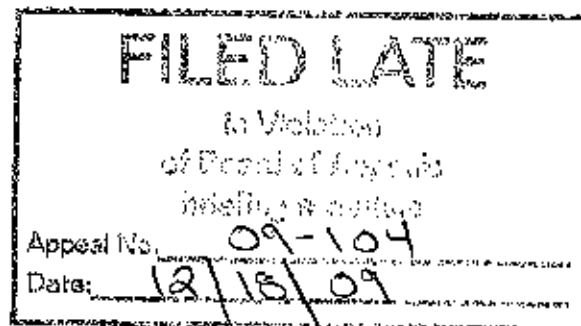
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Jack Thompson





"S. Rosen"
<bioenergetics4you@comcast
.net>

12/18/2009 11:14 AM

To <cynthia.goldstein@sfgov.org>

cc

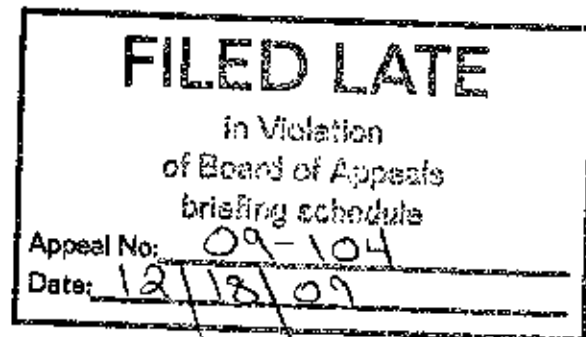
bcc

Subject: Masonic Hall

Dear President Fung & Commisioners:

Masonic Hall has been a cultural gem for over 50 years used for graduation meetings and concerts for the benefit off the whole city and not just the residents that oppose it on Nob Hill. The people on Nob Hill knew the building was there when they moved in, so why do they have a right to close it down for the majority who enjoy it? As a attendee to events at Masonic Center I urge the board of appeals to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Stewart Rosen





"swami nathan"
<srnt@airtelmail.in>
12/19/2009 05:51 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject The Masonic Center on Nob Hill

Dear President Fung and Commissioners,

As a visitor to the Bay Area where I have a number of friends , I have heard about the concerts at the Masonic Center . I am aware that the Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

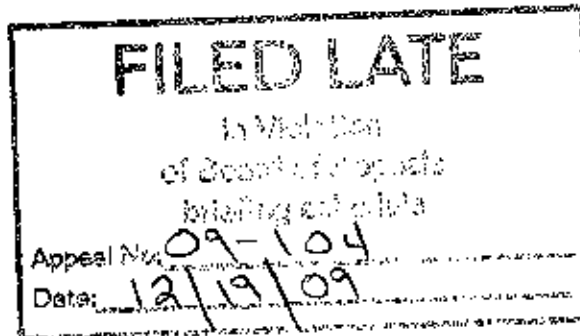
Sincerely,

Swami

11443, Frances Green Drive

North Potomac

MD 20878





"Menke, Mark (MMenke)"
 <MMenke@chevron.com>
 12/21/2009 08:29 AM

To <cynthia.goldstein@sfgov.org>
 cc
 bcc
 Subject: Keep the Masonic Center Open

Dear President Fung and Commissioners,

As a Bay Area resident, I encourage you to keep the Masonic Center open for concerts. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
 Mark

Mark Menke
 340 San Carlos Avenue
 Piedmont, CA 94611
 510-654-3710

FILED 12/21/09 08:29 AM 12/21/09 09-104 Date: 12/21/09



Deanna Collura

12/16/2009 10:41 PM

To cynthia.goldstein@sfgov.org

cc

bcc

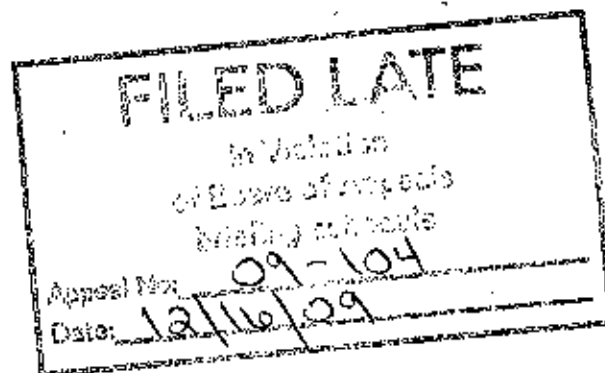
Subject Masonic Center

Ms. Goldstein,

I am writing you today to ask that you allow the Masonic Center to remain open as an entertainment venue. I have lived in San Francisco for 3 years, and just experienced this venue for two concerts this year. It is one of most amazing acoustic venues in San Francisco and brings wonderful artists to the city to perform. It would be a great loss to the San Francisco and music community.

Warm Regards,

Deanna Collura
2130 Fillmore St. #170
San Francisco, CA 94115



Cynthia
Goldstein/BOA/SFGOV
12/21/2009 08:46 AM

To
cc
bcc
Subject



rolex25



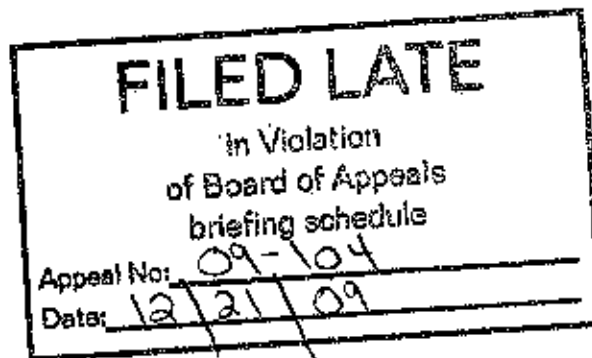
12/20/2009 07:45 PM

To Cynthia.goldstein@sfgov.org
cc
Subject

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years and i also have a number of acquaintance who have been employed at The Masonic Center. The building has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center , I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco .

Sincerely,
Ronald Smith





dee montero

12/20/2009 11:54 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject

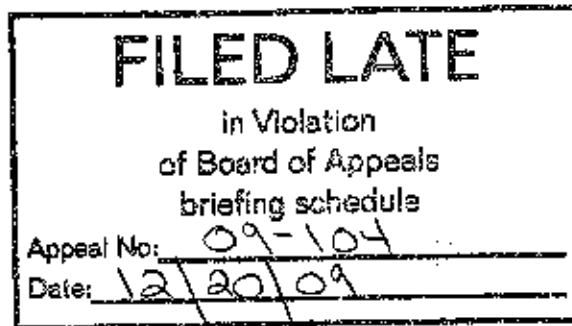
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Dee Montero





Amy McCall
~~_____~~
12/20/2009 08:32 PM

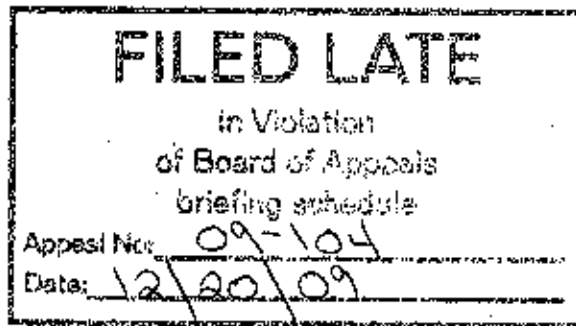
To cynthia.goldstein@sfgov.org
cc
bcc
Subject Nob Hill Masonic Center

Dear Cynthia, President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Amy McCall





12/16/2009 12:00 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Benjamin Teng

FILED LATE
In Violation of Board of Appeals hearing schedule
Appeal No: <u>09-104</u>
Date: <u>12/16/09</u>



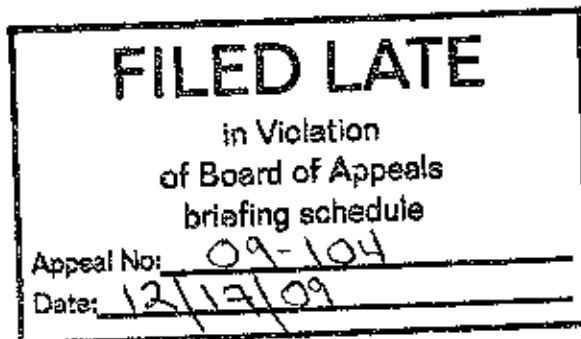
12/17/2009 02:56 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Keep the Masonic open

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Linda Bodian





Steve Paine
~~XXXXXXXXXXXXXXXXXXXX~~
12/17/2009 02:47 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Masonic Auditorium

Dear President Fung and the San Francisco Commissioners,

News is circulating that there is a plan a foot to close the Masonic Auditorium as an entertainment venue. As a long time supporter of the arts in San Francisco, the closing of the Masonic would be a travesty for San Francisco. My family would lose another wonderful venue in a safe neighborhood to attend a diverse collection of shows. I have attended a multitude of events at the Masonic, music, cultural, civic and a few business related affairs over the 30 years as a Bay Area resident. Our family has spent hard earned dollars on food, hotels and parking in the neighborhood which eventually converts to tax revenue for the city of San Francisco. Losing the Masonic as an entertainment venue is another strike against San Francisco as being viewed by many, as anti-business. How may tax dollars would the ailing San Francisco government lose with the closure? Please keep it open.

Thank you,

Steve Paine

stevepaine@gmail.com
415-819-2149 Cell

FILED LATE
in Violation of Board of Appeals briefing schedule
Appeal No: <u>09-104</u>
Date: <u>12/17/09</u>



James West

12/17/2009 02:49 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

Subject San Francisco Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

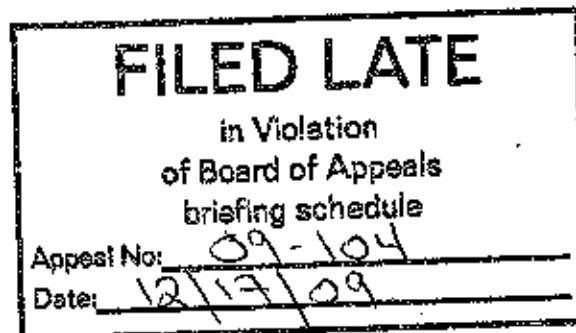
As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

James West

8 Golden Court

San Francisco CA 94109





12/17/2009 02:51 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Save the SFO Masonic Center from Nob Hillers

I'm a Mason and support the continued operation of the Masonic Center for all Masonic venues and public and or private entertainment venues. I believe that rentals from non-masonic venues support many charitable causes in San Francisco.

Best regards,

Charles Sands

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/17/09

Cynthia
Goldstein/BOA/SFGOV
12/17/2009 01:53 PM

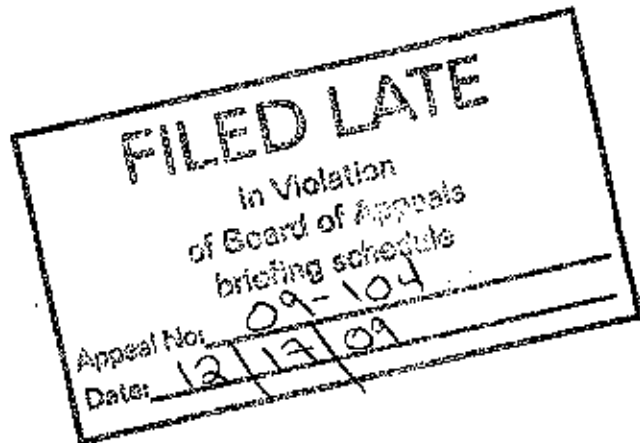
To
cc
bcc
Subject Fw: Masonic Auditorium



Kathleen McCann
[REDACTED]
12/17/2009 01:05 PM

To cynthia.goldstein@sfgov.org
cc
Subject Masonic Auditorium

Masonic needs to remain open for the people to have a wonderful, historic venue for live entertainment. There is no reason to stop allowing live shows - this is what the Masonic is meant for. PLEASE let live entertainment continue at Masonic. KEEP IT OPEN





Louis Roth

12/17/2009 10:43 AM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: masonic hall

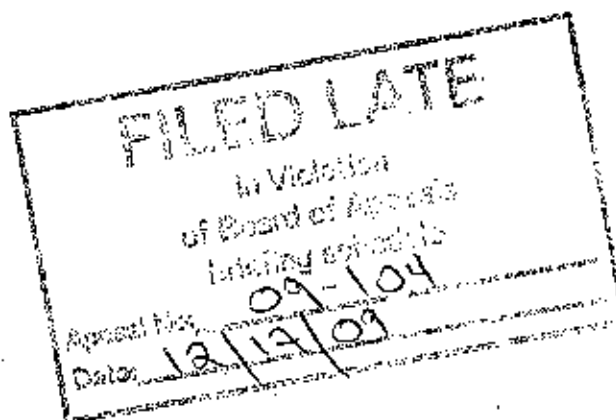
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center is over 50 years old and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination from the Planning Department to allow the Masonic Center to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Louis Roth





Tom Cordell

01/07/2010 12:59 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic center

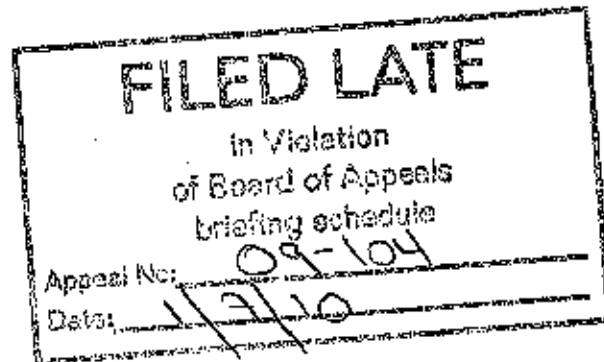
To whom it concerns,

Please keep the Masonic Center open. It's such a great venue for San Francisco. And a big part of the appeal is being able to go up to Nob Hill early before a performance and stroll around a great neighborhood.

Tom Cordell



San Francisco



237

Cynthia
Goldstein/BOA/SFGOV
01/07/2010 10:59 AM

To
cc
bcc
Subject Fw: MASONIC CENTER



Kathleen McCann
[REDACTED]
01/07/2010 10:50 AM

To cynthia.goldstein@sfgov.org
cc
Subject MASONIC CENTER

Dear President Fung and Commissioners,

As a Bay Area resident I have been attending concerts at the Masonic Center for many years - even within the last few months. The Masonic Center has been on Nob Hill for more than 50 years and has ALWAYS been used as a venue for graduations, concerts, exhibition shows and more.

I have lived in San Francisco 30 years and every year we lose more and more of what makes San Francisco San Francisco. Please stop closing down, removing, destroying and making changes that are not positive.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow Masonic to continue to serve the community as a vital cultural venue in San Francisco.

I feel the decision has already been decided by the Planning Department. Why spend more money that can be better utilized to make improvements to the City instead of changing things for the worse.

Sincerely,

Kathleen McCann

FILED LATE
1/7/10 09:104



judith garland

12/16/2009 12:15 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Save the Masonic

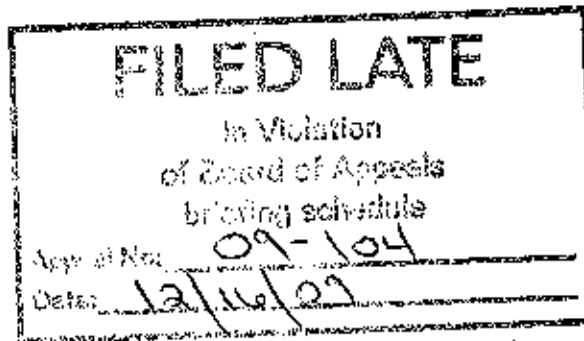
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Judith A. Garland





12/16/2009 12:14 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: the masonic center

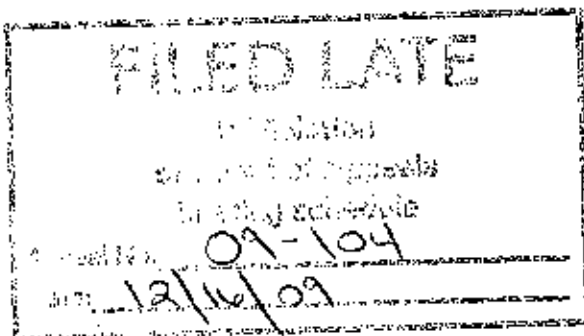
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Louise Cauchon





Erin Brianna
12/16/2009 02:28 PM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: Please Allow Renovation to the Masonic

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

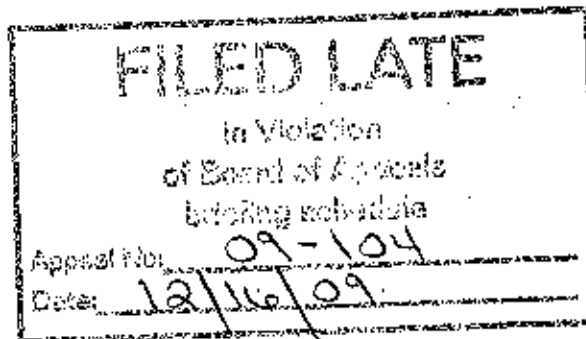
As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Erin Beaton

415 385 7595

erin@antiquepianoshop.com





Cathleen Pacelli

12/16/2009 02:28 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject My Petition to save the Masonic Center!

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

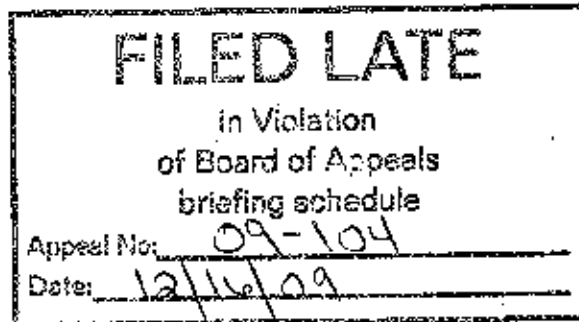
As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Cathleen Pacelli

845 Sutter Street #311

San Francisco, CA 94109





Joe Straton
[Redacted]
12/16/2009 12:24 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject: Masonic upgrade

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. I know that the Masonic Center has been on Nob Hill for many years and has always been used as a venue for concerts as well as other events.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco. It certainly needs an upgrade, and we think the area would be improved with this proposed upgrade.

thank you,

Joe and Amella Straton

Hotmail: Free, trusted and rich email service. [Get it now.](#)

FILED LATE
In Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/16/09



Alva Svoboda
[Redacted]
12/16/2009 12:12 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Masonic Center

I have very much enjoyed the Masonic Center as a place to hear wonderful concerts. Im writing to tell you that I as a Bay Area resident want the Center to remain open as an entertainment venue, and that San Francisco will be losing a treasure if that function is lost.

Sincerely,

Alva Svoboda

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/16/09



Lee Richardson

~~Lee Richardson~~

12/16/2009 01:05 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Preserve Masonic Center

Dear President Fung and Commissioners,

I'm a Bay Area native and San Francisco homeowner for the last eight years. I've probably attended hundreds of performances in the area over the last 20 years; some of the most memorable have been at the Masonic Center, out of proportion to other venues in both San Francisco and the Bay Area in general.

The Masonic has qualities not present in other venues. The thrust stage provides for wrap-around seating, such that there are few bad seats in the house. It has a plush, elegant, modern feel, and tends to be used for performances that thrive in such an environment. The place feels good, increasing both the performer's ability to present a show at the top of their abilities and the audience's reception of the show. It's situated in a classy setting- I've taken show companions for drinks or meals to the surrounding hotels for a nice ending to the evening.

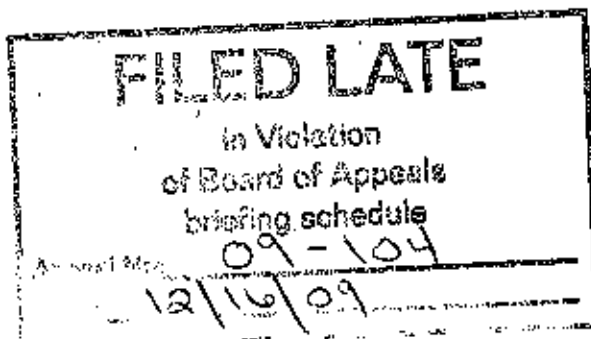
I'm surprised, actually, that the quality of the venue and it's continued operation is in doubt.

I therefore urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Lee Richardson

73 Sumner St #204 • San Francisco, CA • (415) 385-9462





Kit Walker

12/16/2009 12:53 PM

To cynthia.goldstein@sfgov.org

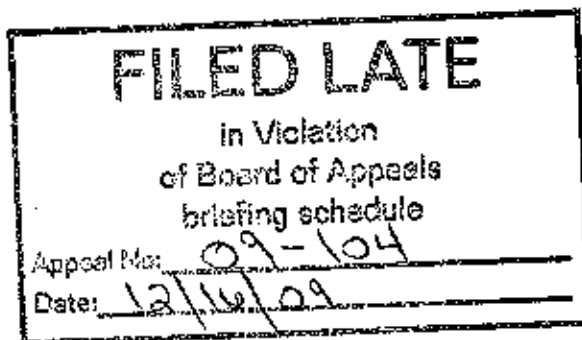
cc

bcc

Subject masonic center

i have seen many wonderful concerts at the Masonic Center. please do not shut it down, it's one of the best venues in the Bay Area.

thank you





DeMarcus McCloud
[REDACTED]

12/16/2009 12:49 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Nob Hill Masonic

To whom it may concern,

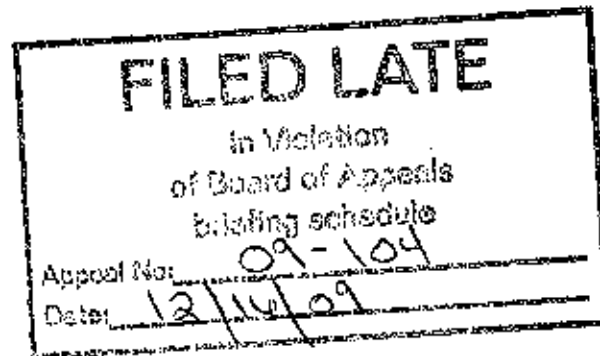
I am writing this in support of the Nob Hill Masonic Center. The facility is well used and is great to host concerts and community events. I have attended many shows over the years. The Nob Hill Masonic is not only great for music but also a fixture in the San Francisco area for many years past and hopefully many more to come.

Please save the Nob Hill Masonic! It is one of the last great venues of its kind. In these tough times the Masonic is affordable and easy to access for everyone.

Happy Holidays, and please save the Nob Hill Masonic for all the future generations to enjoy as so many have over the years.

Sincerely,

DeMarcus McCloud
dmoney8675309@yahoo.com





Tom Babbitt
~~tom.babbitt@sf.gov~~
12/16/2009 12:42 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Keep Masonic Open

FILED	
APPROVAL	
APPROVAL NO. 09-104	
DATE: 12/16/09	



Linsey Steiger

12/16/2009 12:36 PM

To: cynthia.goldstein@sfgov.org

cc:

bcc:

Subject: Re: Masonic Center

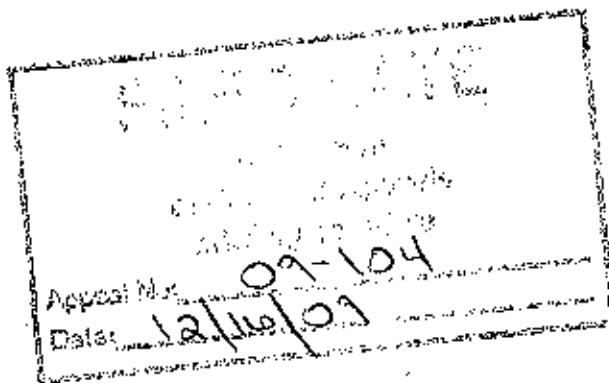
*President Fung

On Wed, Dec 16, 2009 at 12:35 PM, Linsey Steiger <fairskindarkhair@gmail.com> wrote:

Dear President Fun and Commissioners,

I just saw David Gray at the Masonic Auditorium last month, my first show there, and was shocked to hear it may no longer be used as a venue for concerts. That concert was, hands down, the best show I have ever been to. The acoustics in the concert hall are amazing, it was meant for great music to be played there. I sincerely hope the auditorium can continue to be used as it has been for half a century as a music and special events venue. Please uphold the letter of determination issued by the Planning Department.

Sincerely, Linsey Steiger





"Jennie"

12/16/2009 12:30 PM

To <cynthia.goldstein@sfgov.org>

cc

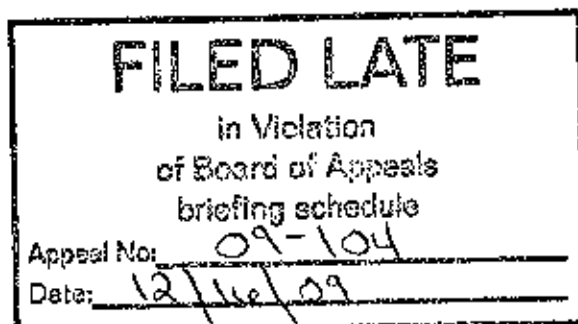
bcc

Subject: Masonic Center

Hello,

I live in Nob Hill near Taylor and Jackson and favor keeping the Masonic Center open as a venue for music, comedy, graduations, etc. It's a great place for these events--I saw a comedy show there a year or two ago and know several people who have been part of graduation ceremonies--and I haven't seen any negative fall out in our area of the neighborhood. Thank you.

Jennie Gurney





Christopher Martini
 [redacted]
 com>
 12/17/2009 03:58 PM

To <cynthia.goldstein@sfgov.org>
 cc [redacted]
 [redacted]
 bcc

Subject Please?

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. During this time, the Masonic Center has not only brought exciting events to our city...but the associated economic impact of those events. Events at the Masonic Center provide ancillary revenue to a vibrant ecosystem of businesses ranging from restaurants and hotels to parking garages and taxi cabs. There is a whole host of businesses that rely, in no small part, on the travel and tourism that these types of events bring to the City. I am shocked that given the current economic conditions such a drastic change is even being considered by the board. Rest assured that this decision isn't simply a decision to reduce the number of events at the Center, but a decision to make an already challenging economic environment more challenging for the City and its businesses.

While it is easy to argue that the same events can be held at other venues in San Francisco, this is simply not the case. The size, location and impeccable acoustics of the auditorium at the Masonic Center make it a special venue for artists and patrons alike.

As an attendee of events at the Masonic Center and strong proponent of helping the local economy, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Please?

Christopher Martini

Your E-mail and More On-the-Go. Get Windows Live Hotmail Free. [Sign up now.](#)

FILED LATE
 in Violation
 of Board of Appeals
 briefing schedule
 Appeal No: 09-104
 Date: 12/17/09



Laura Aron
~~XXXXXXXXXX~~

To cynthia.goldstein@sfgov.org

cc

12/16/2009 12:01 PM

bcc

Please respond to
Laura Aron
~~XXXXXXXXXX~~

Subject keep the Masonic open

Hello,
Not only have I enjoyed nice concerts at the Masonic Center over the years,
but recently I attended a friend's citizenship ceremony there. It was
terrific! The Masonic's size makes almost any seat a good seat and the
acoustics are good. Make sure that the Masonic remains a venue for cultural
and community use.
Thank you,
Laura Aron

<p>FILED LATE</p> <p>In Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>12/16/09</u></p>

Cynthia
Goldstein/BOA/SFGOV
12/17/2009 09:14 AM

To
cc
bcc

Subject Fw: Nob Hill Masonic Center

----- Forwarded by Cynthia Goldstein/BOA/SFGOV on 12/17/2009 09:14 AM -----



Joanna Misunas

~~XXXXXXXXXXXXXXXXXXXX~~
12/16/2009 11:59 AM

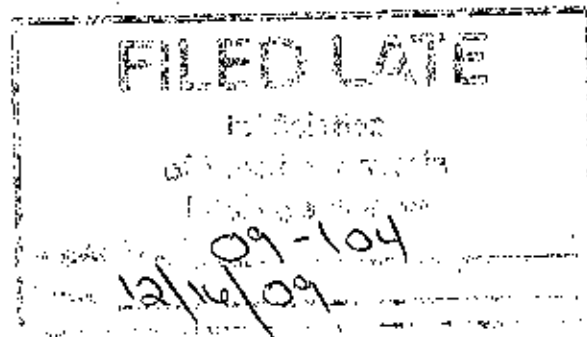
To cynthia.goldstein@sfgov.org
cc

Subject Nob Hill Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Joanna Misunas





Colleen Marlow

[Redacted]

Sent by:

[Redacted]

12/16/2009 12:02 PM

To "cynthia.goldstein" <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Center a Vital Cultural Venue

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Colleen Marlow
Executive Director, SF Chamber Orchestra
<http://www.sfchamberorchestra.org>

(w) 415.692.5297
(c) 415.407.3704
colleen@sfchamberorchestra.org
colleen.marlow@gmail.com
<http://www.linkedin.com/in/colleenmarlow>

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/16/09



jeffrey bihr

12/16/2009 12:11 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject keep it open

it is a historic treasure.

KEEP IT OPEN!

jeffrey

Jeffrey Bihr Studio
5390 Miles Ave Oakland CA 94618
510.652.2447
www.jeffreybihr.com

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>12/16/09</u></p>



12/16/2009 12:10 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Please keep the Masonic Open!

Dear President Fung and Commissioners,

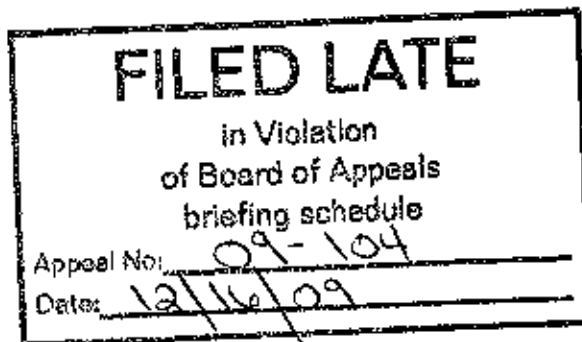
As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

David Crane and Suzanne St. John Crane

Dave Crane
dacrane@me.com





Jenn Nguyen

12/16/2009 12:09 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

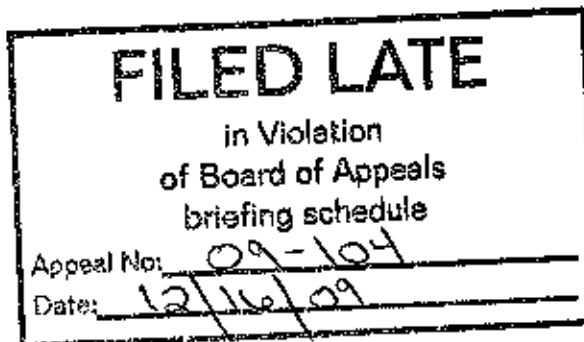
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Jennifer Nguyen





Steve Pineda

12/16/2009 12:05 PM

To cynthia.goldstein@sfgov.org

cc

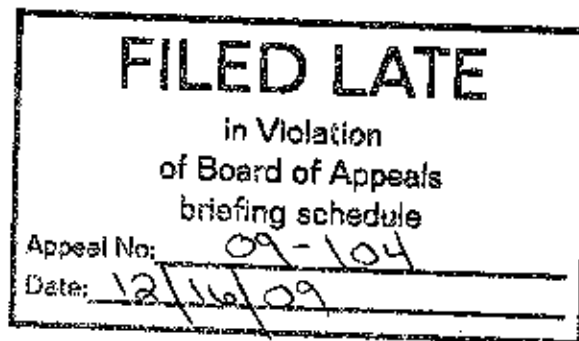
bcc

Subject | live on Nob Hill near the Masonic Center!

The events at that venue are annoying, the crowds make it impossible to find parking or sometimes (when riding the cable car home) will lock up traffic for close to an hour. BUT that is no reason to stop having events there! This is a big city, sometimes inconveniences happen. What is important to me is knowing there is a place where events of that nature can happen. Especially the immigrant 'Naturalization' or whatever it's called, when people become USA citizens. I love seeing the joy and excitement of the crowds, people walking around in a daze as their dream is realized and a new life opens for them! That is one example, the best example, of what the Masonic Center does, and should be allowed to continue doing!

Thanks.

Steve Pineda
1101 Pine Street, Apt 203
SF CA 94109
(415) 771-8231





Jeff Winkelhake

12/16/2009 12:03 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: SF masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years and recently attended the fine Naturalization Ceremony for my wife, Nisha there.

The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Jeff Winkelhake





brianna.smith
~~XXXXXXXXXXXX~~
12/16/2009 12:24 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Keep the Masonic Center Open

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center and a resident of Nob Hill, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Brianna Smith

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/16/09



[REDACTED]

12/16/2009 03:29 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

Dear President Fung and Commissioners,
As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Julie & Greg Schreader
415.455.8480

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/16/09



Julie Davis

12/16/2009 03:30 PM

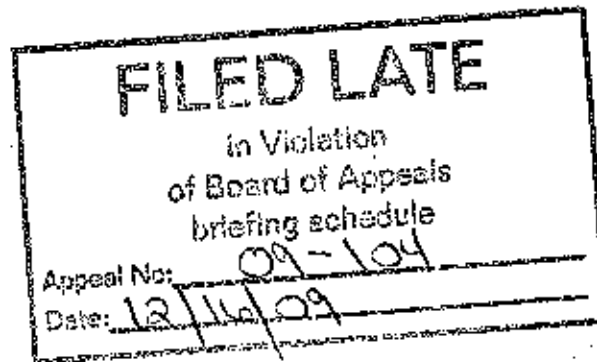
To cynthia.goldstein@sfgov.org

cc

bcc

Subject

PLEASE PLEASE
keep this venue open!!
It is oh oh so won der
full
thanks very much
sincerely,
jdavis





Scott Gordon

12/16/2009 03:31 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Keep Masonic Auditorium open!

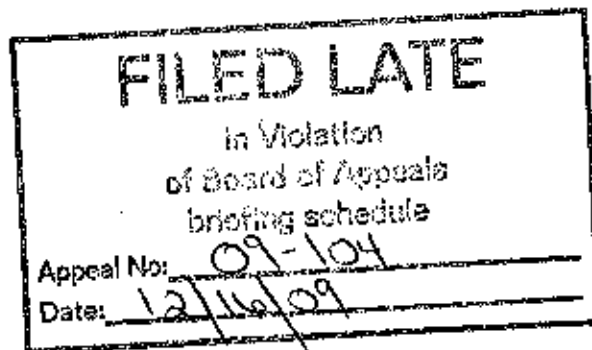
I have attended events at the Masonic, since I was a Mason back in the 80s.

I recently had one of the best concert experiences of my life there, as Steely Dan played "Aja" the album.

This facility is a treasure to the city of San Francisco, with great parking in a great neighborhood.

Keep the Masonic Open!

scott





12/16/2009 03:58 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: RE: Nob Hill Masonic

PLEASE PLEASE!!!! Do not allow for this awesome venue to be closed.
Todd D'Amelio
Re/Max

FILED LATE
12/16/09 - 104
12/16/09 - 104



"Wendy and Michael Glossop"

12/16/2009 03:11 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Support for the Masonic Center

Dear President Fung and Commissioners,

As a Canadian resident, I have attended one concert at the Masonic Center for. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

It was the best event I have attended. The experience of the acoustics in the building certainly intensified the concert.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Wendy Glossop

ALL INFORMATION CONTAINED
HEREIN IS UNCLASSIFIED
DATE 12/14/09 BY 60321/STP/STP

Sincerely,

Andy & Judy Hough

Roanoke, Virginia

FILED LATE
In Violation
of Board of Appeals
briefing schedule
Appeal No: _____
Date: _____



Judy Hough
 [Redacted]
 12/16/2009 08:17 PM

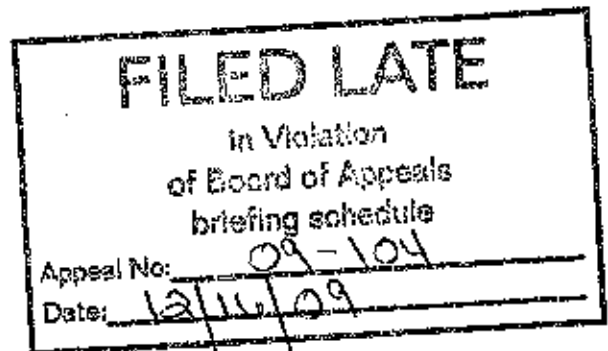
To: cynthia.goldstein@sfgov.org
 cc:
 bcc:
 Subject: Save the Masonic Center

Hello Cynthia,

Will you please include our letter below to the Board of Appeals in support of saving the Masonic Center?

Thank you for your assistance in this matter.

Judy & Andy Hough



Dear President Fung and Commissioners:

We recently visited your fine city and attended a Steely Dan concert in the Masonic Center on Nob Hill. The venue was a perfect location for this concert! We understand that the Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

We would love to be able to attend another event in this historic building in the future. We urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic Center to continue to serve the community as a vital cultural venue in San Francisco. To lose this venue would be a big loss to your city!

Thanks for your consideration.



Margaret Kendall

01/05/2010 02:59 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Auditorium

Dear President Fung and Commissioners,

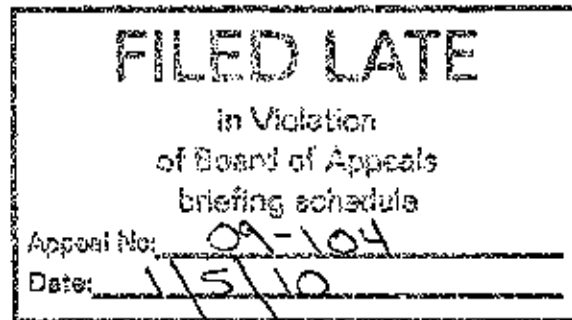
As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Margaret Kendall

Berkeley CA





Donna Lange

01/05/2010 02:23 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Center

Dear President Fung and Commissioners,

As a San Francisco resident, I have been attending concerts, exhibitions, speeches etc. at the Masonic Center for over 30 years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Donna M. Lange





"Johnny Chesko"

~~_____~~
et>

01/05/2010 02:20 PM

Please respond to

~~_____~~

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Save the Masonic...for neighbors and concertgoers Please!

Dear President Fong, Commissioners, et. al.,

How do you resolve the issue before you today? How do you protect and serve

the neighborhood surrounding the Masonic Hall and also allow event producers

to offer quality performances ? YOU'VE GOT A BIG JOB!

The Steely Dan concert was one of the most memorable of 2009 !

Please find a compromise to satisfy both sides of this issue...

The concert hall is a gem to be shared.

Thank you.

Johnny Chesko
Santa Cruz, CA

Using Opera's revolutionary e-mail client: <http://www.opera.com/mail/>

FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	<u>09-104</u>
Date:	<u>1/5/10</u>



Roger Tyler

01/05/2010 02:06 PM

To cynthia.goldstein@sfgov.org

cc

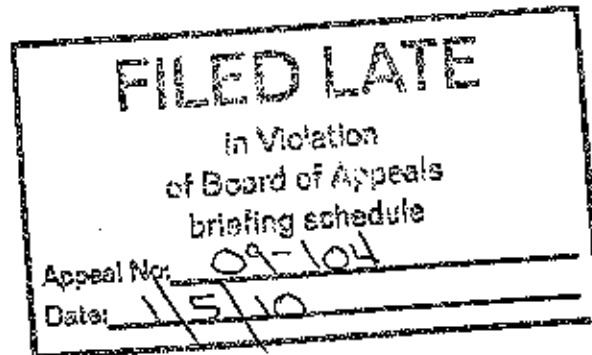
bcc

Subject Keep keep the Masonic open

Please keep the Masonic Auditorium open and able to have concerts.

Thanks,

Roger Tyler





[Redacted]
01/05/2010 02:18 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Save Masonic Hall

Dear President Fung and Commissioners,
As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Jon & Karin Harford
[Redacted]
[Redacted], [Redacted] 1

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 1/5/10



Mary Beth Russell

01/07/2010 06:44 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Keep it open! Masonic

Sf loves this fantastic venue. I come from oakland to enjoy great shows there. Why let a few grouchy neighbors dictate? They live in an urban center, for god's sake. Tell them to move to the burbs. Art and culture is why they live in sf in the first place!

Mbr

Sent from my iPhone

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>01/08/10</u></p>



Thomas STEVENS

01/07/2010 05:52 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: KEEP IT OPEN!! PLEASE!!

We love this place, there's nothing like it in SF or anywhere else.
Its so important!

FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	01/08/10



chrissy rubens

01/07/2010 05:45 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Center

Dear Cynthia Goldstein and Commissioners,
I have lived in San Francisco/Bay Area for 10 years. I am a huge fan of live music and attend at least 2 concerts a month in San Francisco. It would be a shame to close the doors to such a beautiful and historic building in the city. The Masonic not only offers a wide range of concerts and show, but also is a venue that many companies utilize to host parties and meetings. Closing the Masonic will impact job opportunities as well as entertainment for people like me. Please reconsider your decision on behalf of those who will benefit from this building.

Thank you for your time,
christina rubens

Hotmail: Trusted email with Microsoft's powerful SPAM protection. [Sign up now.](#)

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No. <u>09-104</u>
Date <u>01/08/10</u>



"Alan Wootner"

01/07/2010 05:36 PM

Please respond to
<woontner@relevantlearning.com>

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject Please don't close the Masonic to Concerts

Dear President Fung and Commissioners,

I come to San Francisco for special events, large among them are Masonic Concerts. Great cities have auditoriums to see premium acts in a acoustically heightened atmosphere. Without the Masonic, San Francisco will have none for non-symphonic, non-opera music lovers. The city's reputation will suffer and many other music lovers will be forced to go to Oakland and other places for these experiences.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Name

FILED LATE	
In Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	01/08/10



01/07/2010 05:15 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Keep the Masonic open so all San Franciscans can enjoy a special place on the hill.

I can't explain how amazing it was to have my family come to San Francisco and watch me graduate from Hastings at the Masonic. It is a beautiful venue (and much better than the having the family trudge down to the Tenderloin to see me graduate on campus.) We also enjoyed watching my brother graduate from the CCA there. Moreover, I have enjoyed some of the best concerts and cultural events at the venue.

As a San Francisco taxpayer and 12 year resident I urge you all to vote to keep the venue open to allow the citizens of San Francisco (of all backgrounds and income levels) to have a special place on the top of the hill that they can access to celebrate graduations and be entertained.

Thank you,

Melissa Holmes

754 San Bruno Avenue

San Francisco

FILED LATE

in Violation
of Board of Appeals
briefing schedule

Appeal No: 09-104

Date: 01/08/10



"Andrew R. Whalley"

01/08/2010 06:03 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

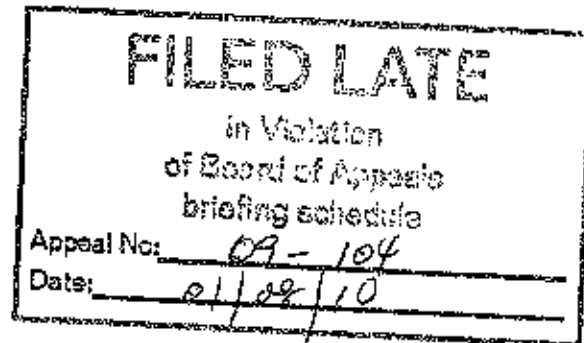
Dear President Fung and Commissioners,

I have lived in San Francisco for several years, moving here from the United Kingdom. I really enjoy the rich diversity of not only music and cultural events that exist in the city, but also the diversity of venues for those events.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Yours,

Andrew R. Whalley
217 Arguello Blvd
San Francisco
CA 94118





Samuel Begler

01/08/2010 12:42 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic and the rest

Sure, close all the nightclubs, close the Masonic, shut down the Warfield and the Fillmore, how about martial law in North Beach on the weekends? No late night restaurants...shut down Sam Wo, close ACT, the YBCA and while we are at it lets shutter the Moscone Center as well and turn SF into a bland, homogenized bedroom community with no personality just to satisfy a bunch of whiners who don't like the noise from the nightclubs in SOMA. They new what kind of neighborhood they were moving into. Just like the people in LA who moved into homes directly under the flight path from LAX and then started complaining about the noise. Are they all deaf, dumb and blind? Well they are certainly not dumb, I can hear them complaining from all they over here in Oakland. Why give tourists or Bay Area residents for that matter ANY reason to visit SF and spend their money there? I have a better idea why not forget the amazing, epic history and reputation of SF, throw it all in the trash, officialy change the name of the city to FRISCO and convert the entire city into one big shopping mall with a Taco Bell at one end and a MacDonalds at the other and nothing but WET SEAL and SUNGLASS HUT stores in the Middle? Oh yeah BRING BACK HICKORY FARMS and let's dig up Nixon while were at it and Declare him MAYOR FOR LIFE (OR AFTERLIFE IF YOU PREFER). WAKE UP AND GET A CLUE!

FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	01/08/10



Leslie Kraus

01/08/2010 11:55 AM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Center

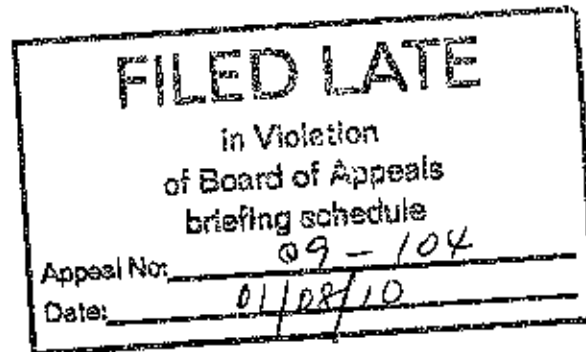
Dear President Fung and Commissioners,

As Bay Area residents, both my husband and I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. One of our fondest memories is the graduation ceremony of my brother from Hastings Law School.

As attendees of events at the Masonic Center, we urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Leslie (and Paul) Kraus





Kyleanne Franko

01/08/2010 11:32 AM

To cynthia.goldstein@sfgov.org

cc

bcc

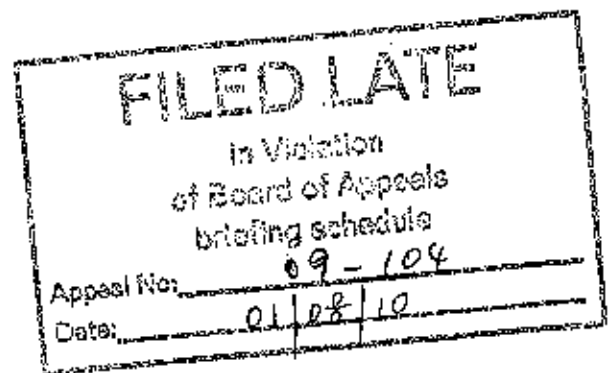
Subject

Hello --

I would like for the Masonic Center to remain as a venue for live music. Music is an an important part of of our lives and many of the music programs in our schools in California are being adversely affected by budget cuts across the state. Please help us keep this historic monument a place where people can enjoy the arts as they are being depleted from our lives.

Thank you for your cooperation and support.

Kyleanne Franko





Gary Bobzien
[REDACTED]
01/08/2010 09:35 AM

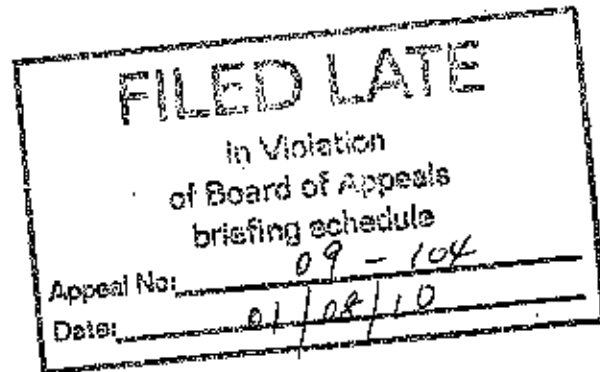
To cynthia.goldstein@sfgov.org
cc
bcc
Subject

Dear President Fung and Commissioners,

The city of San Francisco is known throughout the world as a great cultural center. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Gary Bobzien





Luka Stolyarov

01/08/2010 08:56 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center issue

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Luka Stolyarov

FILED LATE
In Violation of Board of Appeals briefing schedule
Appeal No: <u>09-104</u>
Date: <u>01/08/10</u>



"Heber G. Saurey"

01/05/2010 12:59 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center Venue

I don't mind them having venues and stuff, but why don't you force the parking garage have lower fees? It's 70% vacant 90% of the time. I pay \$300/month because fortunately I can afford it for parking. Maybe they could keep it as a venue if they lowered the parking to say \$200 and did a service to the neighborhood. The streets are all overwhelmed as it is and Pine & California are both huge commuter streets. Pine closes from 3pm to 6pm completely and partially until 7pm so residents who work and pay for a street parking permit cannot even leave their cars during working hours.

Let me know if you guys do anything like that.

-Heber





Gary Towery

12/18/2009 06:45 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Nob Hill Masonic Center

Shame on these people!!
What is the real underlying agenda?

Gary Towery





12/18/2009 02:05 AM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Letter of Determination

Commissioner Peterson

We are asking that you please support the majority of the Commissioners in overturning the Letter of Determination. Your vote is instrumental in deciding the fate of Nob Hill. Please refer to Appeal # 09-104.

Sincerely, Russell Peterson
1201 California St. #105
San Francisco, 94109

=

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/18/09

YAHOO! MAIL
Classic

FILE

board of appeals

Friday, December 18, 2009 4:34 PM

From: 'Blau Meredith' [redacted]
To: [redacted]

To: Board of Appeals Commissioners Frank Fung, Tanya Peterson, Michael Garcia, Kendal Goh,
and Raphael Mandelman

FILED LATE
In Violation of Board of Appeals briefing schedule
Appeal No: <u>09-104</u>
Date: <u>12/24/09</u>

Dear Commissioners,

In reference to appeal # 09-104

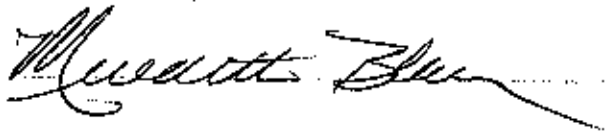
Please revisit the Letter of Determination concerning Live Nation activities at the Masonic Temple and overturn that decision.

An entertainment venue is hardly the original charter for the Masonic Temple. The ramifications for the described activities there, no cap on how late performances run, alcohol served to a relatively young audience, no mass transportation or adequate parking to handle the proposed crowds is all a recipe for disaster. Since when is that area zoned for commercial use such as this? With Grace Cathedral and prestigious hotels surrounding that quiet Huntington Park you will change the character of this neighborhood forever. And for what good reason?

Please overturn this Letter of Determination before it is too late.

Meredith Blau

[redacted]
San Francisco 94108





Dennis Gilchrist

12/16/2009 02:43 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: masonic center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

dennis gilchrist

FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	12/16/09



mike toppe

12/16/2009 02:53 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

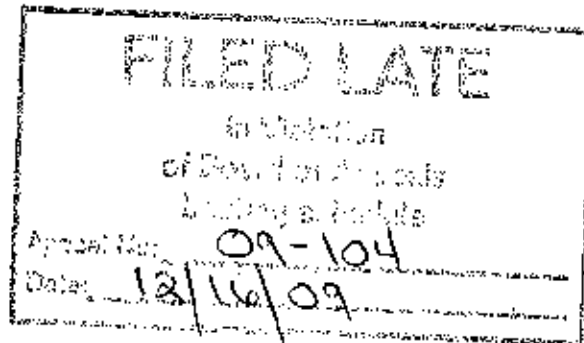
Subject: Please keep the Masonic open for performances

I am a casual patron of the arts but I am committed to seeing any show of even slight interest at the Masonic. It's closure will be a huge loss for the bay arts community and myself.

Thanks

Mike

Significant social change comes from the bottom-up, from an aroused opinion that forces our ruling institutions to do the right thing. -- Senator Paul Wellstone, 1944-2002





"paulette fry"

12/16/2009 01:19 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: DON'T CLOSE THE MOASOIC PLEASE!!!

Dear President Fung and Commissioners,

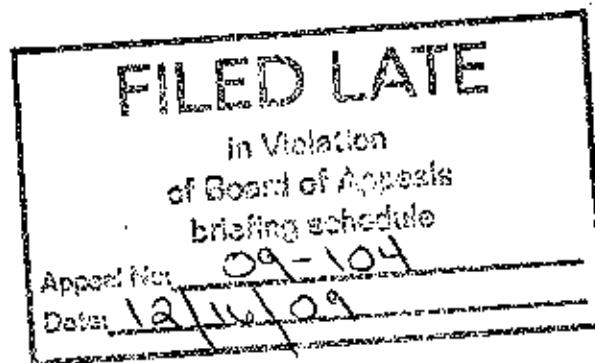
PLEASE DON'T LET THE MASONIC CENTER CLOSE!!!! IT'S A GREAT VENUE, A GORGEOUS SPACE AND IS WONDERFUL FOR THE COMMUNITY!!!

As lifetime Bay Area residents, we have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As attendees of events at the Masonic Center, we urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Paulette and Clay Fry





Bill McFarland

12/16/2009 01:28 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Center

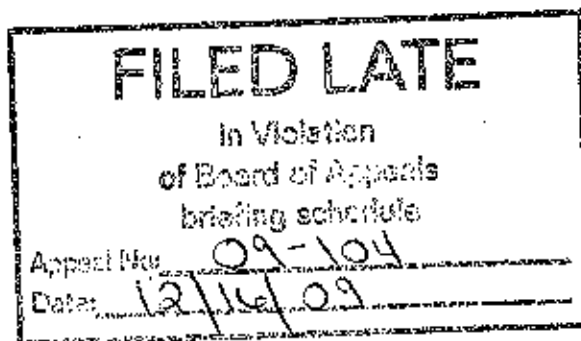
Dear President Fung and Commissioners,

As a Bay Area resident for more than thirty years, I have been attending concerts at the Masonic Center for most of that time. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an frequent attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Bill McFarland
billmcf@yahoo.com
408.202.7114





12/16/2009 01:43 PM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: Masonic Auditorium

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Judy Zollman
Piedmont, California

FILED LATE	
Division of Planning	
San Francisco	
Project No. 09-104	
Appr'd On	12/16/09
Date	12/16/09



Carol Pitman

12/16/2009 01:41 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Aud. should not be allowed to close

I have been attending events at the Masonic for many years. The possibility of the Masonic closing for good is absolutely unthinkable.

San Francisco needs to keep an open mind as to what makes this city great and that the entertainment business is a driving force for tourism here in the Bay Area. People come to visit to see the beauty of the entire area, stay in hotels, eat at fabulous restaurants and have the opportunity to see wonderful theater, music and culture. Helps all businesses..... To Thrive in San Francisco

Money is spent to benefit the entire city not just the people who live on Nob Hill. Life must go on and I believe Live Nation is doing its very best to make sure the neighborhood will not suffer from the live venues that will be performed at the Masonic. It sounds like they would be adverse to ballet and operatic productions because of people coming and going in their neighborhood.

KEEP THE MASONIC OPEN SO THE MAJORITY OF THE PEOPLE WHO WILL ATTEND A LIVE CONCERT CAN RESPECTFULLY ENJOY AN EVENING OUT. THE NORMAL ATTENDEES ARE NOT DRUG ADDICTS, ALCOHOLICS, DRUG DEALERS AND THE LIKE THEY ARE PEOPLE LIKE ME. Closing the Masonic serves no purpose.

I AM A 68 YEAR OLD WOMAN WHO LOVES ALL KINDS OF MUSIC AND THEATER.

Thank you.

Carol Pitman
83 Shuey Drive
Moraga CA 94556
(925) 376-6196
Cell: (925) 899-7840

FILED LATE	
In violation of section 41300, Public Law 102-190	
Appeal No.:	09-104
Date:	12/16/09



Ryan Lucchesi

12/16/2009 01:08 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Ryan Lucchesi





Ken Perlmutter

12/16/2009 01:03 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject NO on closing Masonic

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Ken Perlmutter





Chad Stout

12/16/2009 01:06 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

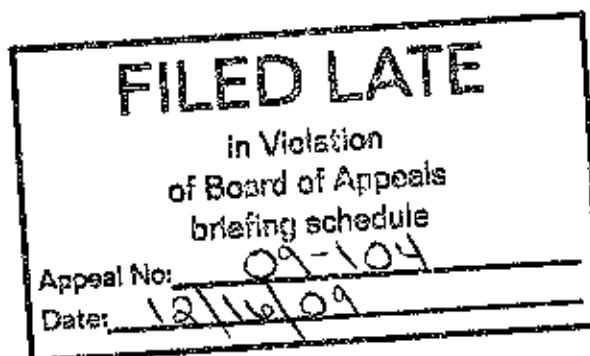
Sincerely,

Chad Stout

--

Chad Stout

415.699.4427





Paul Taormina

12/16/2009 01:48 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject: KEEP THE MASONIC CENTER OPEN

As a patron of the Center, I find the notion of closing this amazing facility to be ludicrous. The long-standing and historic facility pre-dated the high-end and snooty renters who seek to close it down.

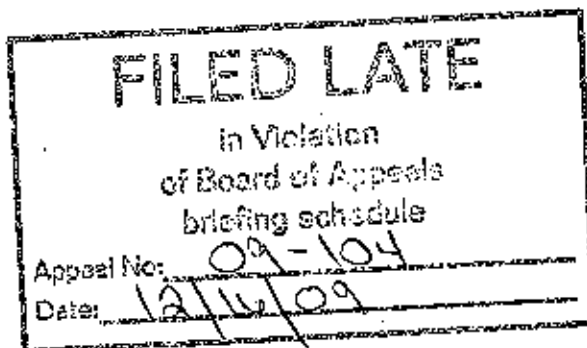
As a former SF resident and USF alum, I still drive from my current home in Sacramento to see events at this venue. This generates revenue for other area establishments (hotel stay, restaurant & bar bills, etc.).

Why would would the City allow this type of change to happen?

I hope you will add me to the long list of supporters who believe that this facility strengthens the history and culture of San Francisco and the Nob Hill community. If neighbors "don't like the noise" then tell them to research the area to which they move PRIOR to establishing residence there... (like most other individuals do)

Happy Holidays and Best Regards,

Paul Taormina
39038 S River Road
Clarksburg, CA 95612
(916) 825.5113 cell





12/16/2009 01:09 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject masonic auditorium

As a bay area resident for 35 years, I have attended many events at Masonic Auditorium. It provides a venue for events not available elsewhere. The crowd is always well mannered. I strongly support continued operation.
Richard Sigel MD

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/16/09



frances salas

12/16/2009 03:17 PM

To cynthia.goldstein@sfgov.org

cc

bcc

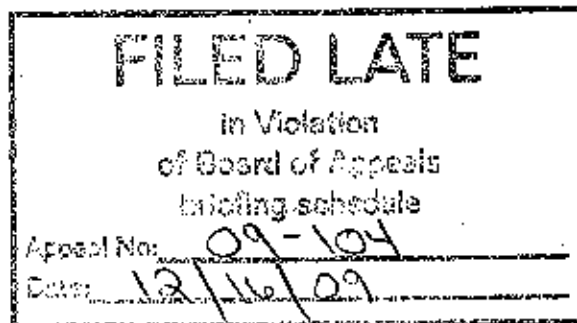
Subject

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Frances A. Salas





David Rockers

12/16/2009 03:14 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Keep the Masonic Open

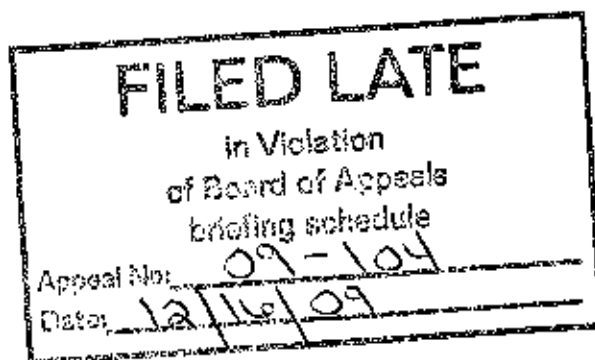
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

David Rockers





12/16/2009 03:13 PM

To cynthia.goldstein@sfgov.org

cc

bcc

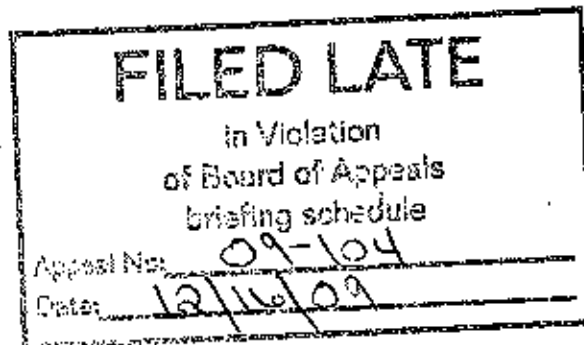
Subject Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. I find the location to be far more pleasant than many other concert venues. The availability of some nice Nob Hill neighborhood restaurants to dine at before shows has been an added bonus.

The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Bob Shotland





Ian Glidden
12/16/2009 04:31 PM

To: cynthia.goldstein@sfgov.org
cc
bcc

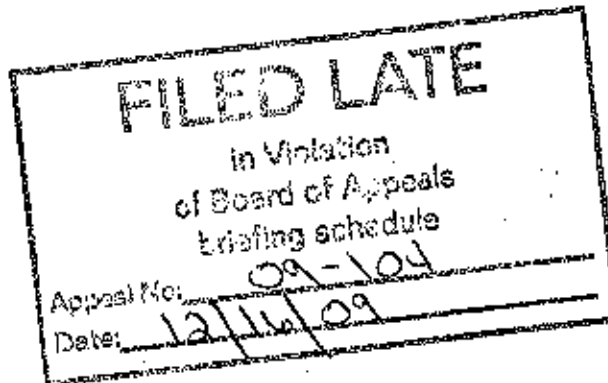
Subject: Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Ian Glidden
2221 Gough Street
#102
San Francisco, CA 94109
415-279-4644
415-531-8570





Mark Ziering

~~_____~~

12/16/2009 04:03 PM

To cynthia.goldstein@sfgov.org

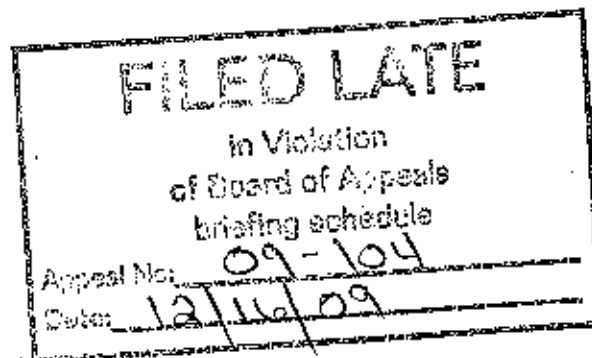
cc

bcc

Subject Please keep the Masonic Center Open

We need all the culture we can get in San Francisco. As a resident for more than 25 years, please all the center to continue offering performances for the entire region to enjoy.

Mark Ziering
1253 Masonic Av
San Francisco, CA





Aaron Zeff

12/16/2009 04:55 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

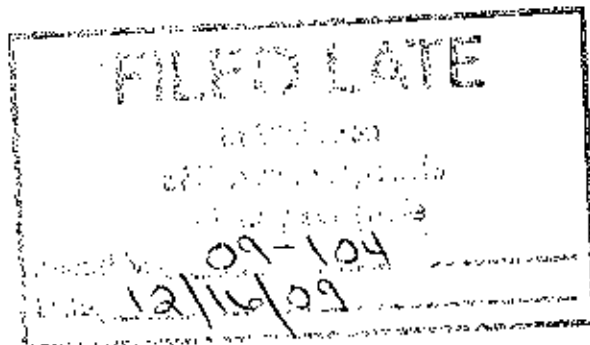
Subject: Masonic Temple- Entertainment Venue letter of Support

Dear Commissioner Goldstein,

I am in support of the Masonic Temple and their desire to provide the community with entertainment venues. San Francisco will lose a significant cultural asset if this events center is closed.

Thank you,

Aaron M. Zeff
777 Harrison Street
San Francisco, CA 94107





william moore

12/16/2009 05:13 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject masonic auditorium

The Masonic Auditorium is a wonderful venue for music and me and my wife really enjoy going there. It's a small enough room to feel intimate, the parking is easy, and there are some great restaurants within walking distance. Please don't shut it down. Thanks,
W. D. Moore

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: 09-104</p> <p>Date: 12/14/09</p>



"Carl Arnold"

12/16/2009 05:16 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Center

DEAR PRESIDENT FUNG AND COMMISSIONERS,

AS A BAY AREA RESIDENT, I HAVE BEEN ATTENDING CONCERTS AT THE MASONIC CENTER FOR MANY YEARS. I LIVE ONE BLOCK AWAY AND AM ON THE BOARD OF TRUSTEES OF GRACE CATHEDRAL. THE MASONIC CENTER HAS BEEN ON NOB HILL FOR MORE THAN 50 YEARS AND HAS ALWAYS BEEN USED AS A VENUE FOR GRADUATIONS, CONCERTS, EXHIBITION SHOWS AND MORE. I PERSONALLY THINK THAT WE NEED IT TO HELP KEEP OUR BEAUTIFUL MUSIC AND CULTURAL EVENTS HERE IN SAN FRANCISCO. WE ARE THREATENED BY LOOSING THIS VENUE TO PROMOTERS IN OAKLAND. LIVE NATION WILL DO AN EXCELLENT JOB AS THEY HAVE PROVEN AT THE MOUNTAIN WINERY AND CONCORD PAVILION SUCCESSFULLY. THEY ARE ALSO PLANNING TO INVEST 5 MILLION DOLLARS INTO MAINTENANCE AND TASTEFUL UPGRADES.

AS AN ATTENDEE OF EVENTS AT THE MASONIC CENTER, I URGE THE BOARD OF APPEALS TO UPHOLD THE LETTER OF DETERMINATION ISSUED BY THE PLANNING DEPARTMENT TO ALLOW THE MASONIC TO CONTINUE TO SERVE THE COMMUNITY AS A VITAL CULTURAL VENUE IN SAN FRANCISCO.

SINCERELY,

CARL

CARL D. ARNOLD III
ARNOLD@CHARITABLEEARTH.ORG
WWW.CHARITABLEEARTH.ORG
877 766 5555



Information from ESET NOD32 Antivirus, version of virus signature database 4556 (20091029)

The message was checked by ESET NOD32 Antivirus.



Beth Custer

To: cynthia.goldstein@sfgov.org

cc

>
12/16/2009 01:52 PM

bcc

Subject: Masonic Center

Dear President Fung and Commissioners,

Please keep the Masonic Center open for cultural events. I am a San Francisco composer/musician and I've been attending concerts at the Masonic Center for many years. It's a landmark, a splendor, a gem, we cannot cease to use it for this purpose.

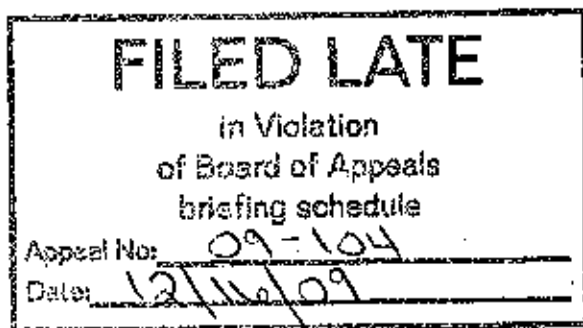
I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Yours Truly,

Beth Custer
www.bethcuster.com



bethcuster.vcf





Katie Schibler

12/16/2009 02:02 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Please keep the masonic open

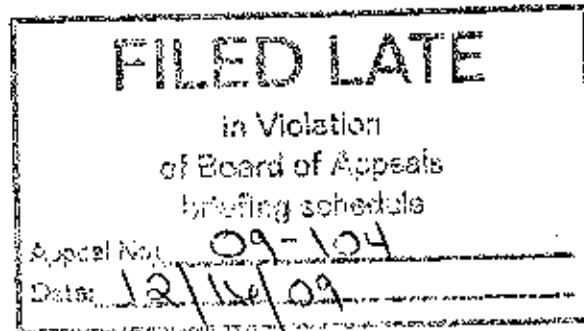
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Katie Schibler





Burton Kendall

To: cynthia.goldstein@sfgov.org

cc

12/16/2009 01:52 PM

bcc

Please respond to

Subject: Masonic Auditorium

Dear President Fung and Commissioners,

This move to try and shut down the Masonic Auditorium after 50 years is NIMBYism at its worst. We live in a culturally diverse and active community that needs venues of many types. It is why San Francisco is the place I like to live and why people from all over the world come to visit. I am a 5th generation San Franciscan and believe my San Francisco relatives of the past would also be appalled by this move.

The Board of Appeals should not void the Letter of Determination issued by the Planning Department and should allow the Masonic to continue to operate.

Sincerely,

Burton Kendall





Lionel Carnot

12/16/2009 02:03 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

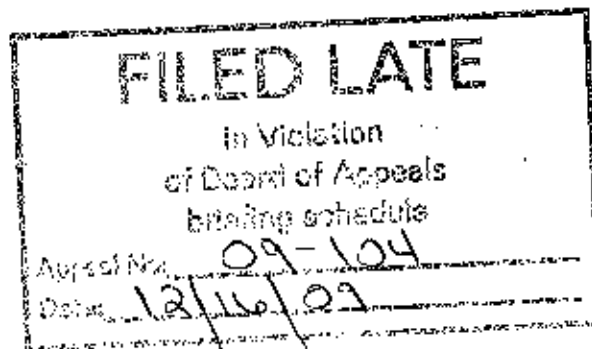
Subject SAVE the MASONIC CENTER!

Dear President Fung and Commissioners,
As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Lionel Carnot

Hotmail: Trusted email with powerful SPAM protection. [Sign up now.](#)





"Grace Goodman"

12/16/2009 07:04 PM

To <cynthia.goldstein@sfgov.org>

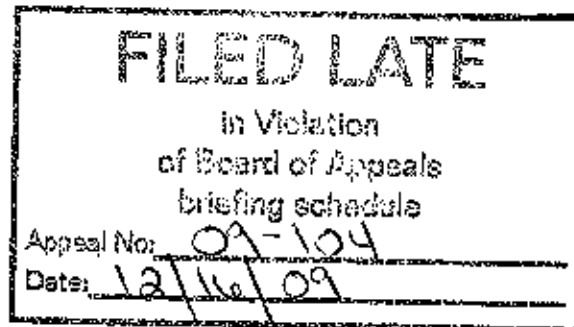
cc

bcc

Subject PLEASE KEEP THE MASONIC TEMPLE OPEN AS AN ENTERTAINMENT VENUE

I saw my beloved Steely Dan there just recently. It was fabulous. I'd never been to the Masonic Temple before and it was easy to get to, easy to find parking, and a wonderful entertainment venue. Please keep it available!!!!

Grace Goodman
Attorney at Law
1114 Franklin Street
Napa, CA 94559
707-253-8005





Mark Beiriger

~~12/16/2009 07:02 PM~~
12/16/2009 07:02 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Allow the Masonic to continue to serve the community

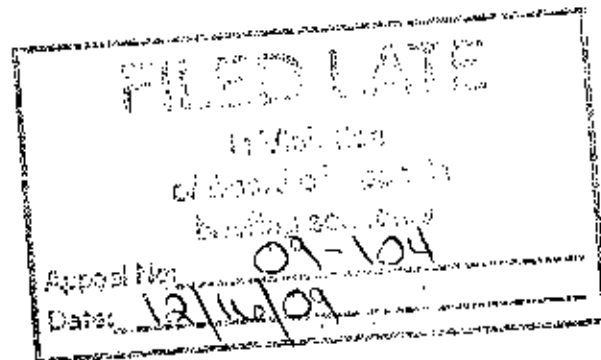
Dear President Fung and Commissioners,

I have attended concerts at the Masonic Center. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Mark Beiriger





Jeff Shore

12/17/2009 06:40 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

Subject From a Neighbor of the Masonic Temple: Please Allow the Center to Continue Holding Concerts, Graduations, etc.

Dear Commissioners,

I live only a few blocks from the Masonic Center on Nob Hill and I want it to continue having concerts, graduations, etc.

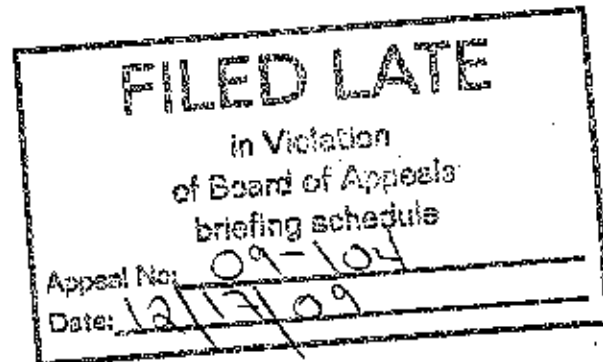
I park on the street, often across from or in front of the Temple. The *No Stopping* signs seem to be up every day, and traffic can be terrible when events are letting out. While I do not enjoy that aspect of the Center, I accept it as part of living near a San Francisco landmark. I do not want its use restricted in any way.

I'm not sure what the next step in the process is, but I hope you will do everything in your power to continue the Masonic Center's usage as it is today. Thank you.

Sincerely,

Jeff Shore

1320 Taylor Street
San Francisco CA 94108
415-929-7482
Jeff@sfShore.com





Will Shanks

12/17/2009 09:25 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

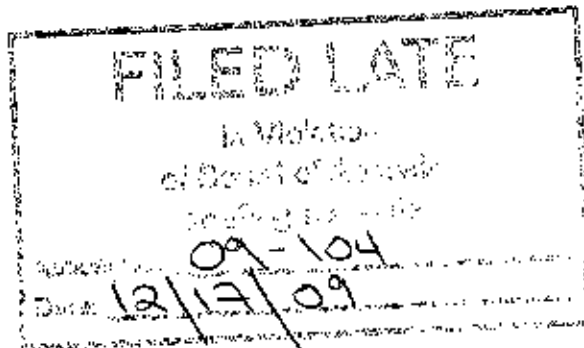
bcc

Subject Please save the Masonic Center!

It is an amazing space that our community should continue to enjoy for generations to come!

-Will Shanks

Sent from my iPhone





Katharine Rivett

12/17/2009 07:24 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Auditorium

Dear President Fung and Commissioners,

As a San Francisco resident and music enthusiast, I urge you to allow the Masonic Auditorium to continue serving the Bay Area community as it has for the past 50+ years.

One of the great things about the San Francisco music scene is the uniqueness of some of its venues, such as the Masonic Auditorium. Over the past decade, I've seen amazing performances there ranging from jazz to choir to rock to world fusion - all maintaining the intimate, classy environment of the venue.

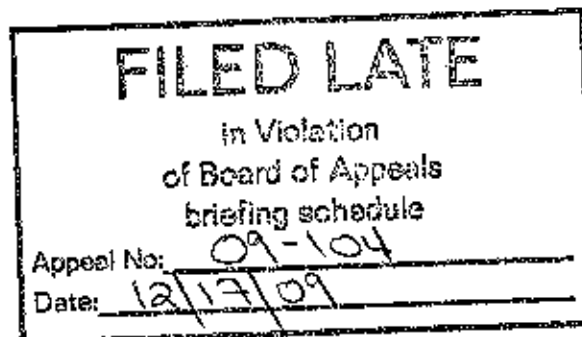
This city, unfortunately, has seen what happens when historic venues lose their commitment to music. The venues becomes neglected, under-utilized and underwhelmed.

San Francisco should be extremely proud that it has a venue as gorgeous as the Masonic Auditorium and the ability to showcase some of the best events there.

I sincerely hope you preserve its ability to continue functioning as it has for so long

Thank you,

Katharine Rivett





Virginia Fleming

To cynthia.goldstein@sfgov.org

cc

12/23/2009 07:13 PM

bcc

Subject Masonic Center

I was told you were the contact email for the board of supervisors that would vote regarding the Masonic Center in January. I would appreciate you passing my message to whoever would be concerned with this issue, or responding to me if I need to send additional missives.

I am a voter living in San Francisco. I want to voice my support for the continued operation of Masonic Center as an arts and performance space. The venue is unique in San Francisco and I value the shows that go on there. It is beautiful space, well-maintained, the care for the neighborhood and crowd is completely obvious, and I believe it enhances the neighborhood and the city, a far cry from being any kind of problem!


Please let me know if you need any additional information from me. I believe you can identify me as a voter from the following:

Virginia Fleming
440 Mississippi St.
San Francisco, CA 94107

Thank you for attending to your constituency!
Virginia

FILED LATE
In Violation of Board of Appeals briefing schedule
Appeal No: <u>09-104</u>
Date: <u>12/23/09</u>



"Moran, Kevin" 
12/23/2009 06:13 AM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject the Masonic Center

Dear President Fung and Commissioners,
As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.
As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.
Sincerely,
Kevin Moran


Kevin Moran, CRPC
Financial Advisor

www.ameripriseadvisors.com/kevin.moran

Ameriprise Financial Services, Inc.
180 Montgomery St, Ste 1700 | San Francisco, CA 94104
Office: 415.403.3605 | Fax: 415.421.8744
kevin.moran@ampf.com
ameriprise.com
CA Insurance License #0D54850

FILED LATE
In Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/23/09

We shape financial solutions for a lifetime

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12/23/2009 03:34 AM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: Masonic Closure- NOI

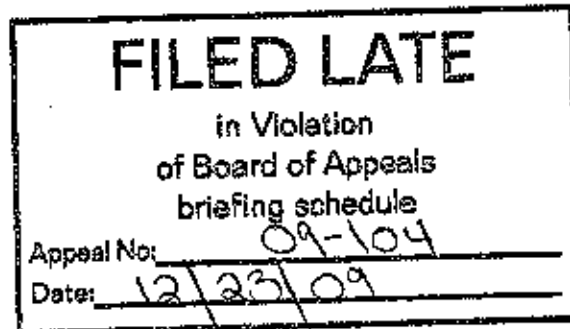
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for some time. It is a unique and charming spot at which to indulge musical pleasures. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I DEMAND that the Board of Appeals uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

James Greenlee, Pleasant Hill





"Bill Dastic"

12/22/2009 08:38 AM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic auditorium

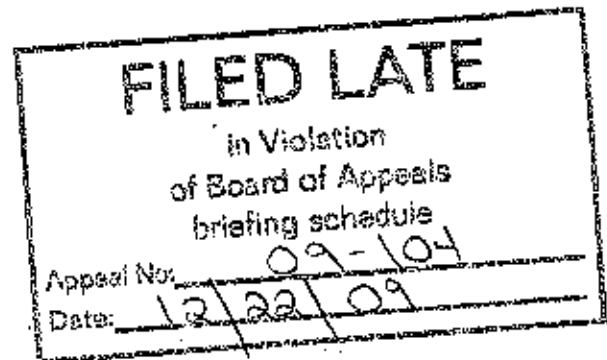
Dear President Fung and Commissioners,

I have lived in the bay area for 45 years and participated in many functions held at the Masonic. It saddens me that you are considering closing this venue for live concerts that may be held there. This is a beautiful building in a wonderful location, which will certainly enhance any entertainment or events held there.

I urge the Board of Appeals to uphold the letter of determination issued by the planning dept. to allow the Masonic to serve the community as a vital cultural venue in San Francisco.

I can see no harm, and many benefits in allowing this building to serve as a cultural event center.

Thank you,
William R Dastic
Danville, Ca.





Hayden McComas

12/21/2009 11:11 PM

To "cynthia.goldstein" <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Save the Masonic Center

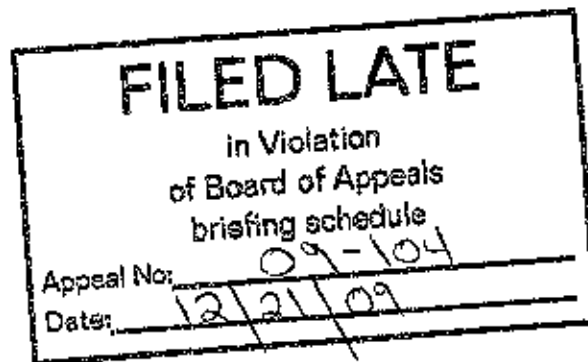
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Hayden McComas





David Aagaard
12/21/2009 05:11 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Keep the Masonic Auditorium Open!

This is a wonderful venue for music. Please keep it open!

David Aagaard
796 Dorothy Way
Auburn, CA 95603

FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	12/21/09



Mike Cutchin

01/04/2010 03:27 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Fw: Masonic Center

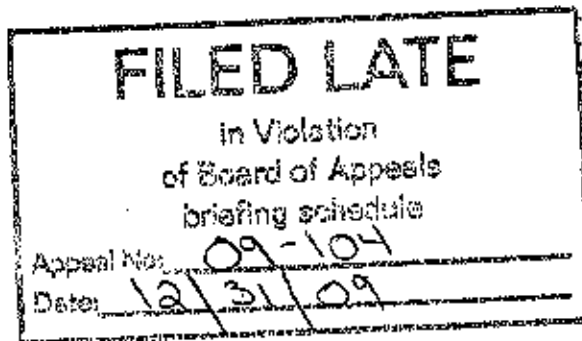
Hi -

I just wanted to say that I am a 15 year resident of San Francisco and I think it would be totally ridiculous to move to prevent music events from taking place at the Masonic Center. The use of the facility has been established from its inception and I would venture to guess that the vast majority of people objecting to its use have lived in their homes for less time than the facility has been in operation.

Thanks -

Mike Cutchin

980 Baker St. #2 SF CA 94115





Megan Greene

[Redacted]

>

12/17/2009 07:31 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Save the Masonic

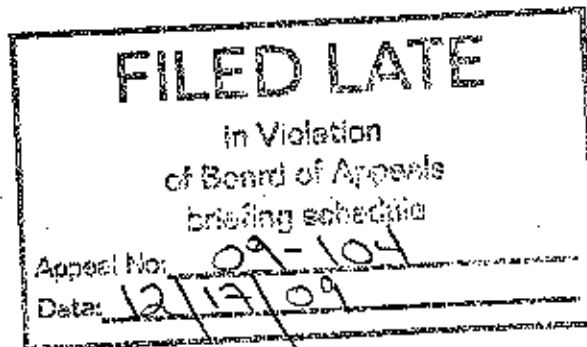
Dear President Fung and Commissioners,

San Francisco has a rich and wonderful music scene that gives heart and soul to this City. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

I hope that the Board of Appeals will uphold the Letter of Determination issued by the Planning Department and allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco. Please preserve these fabulous, unique place that represent the City and its people, many who have enjoyed this for decades.

Best regards,

Megan Greene



Cynthia
Goldstein/BOA/SFGOV
01/05/2010 09:01 AM

To
cc
bcc
Subject Fw: Masonic Center

FILED LATE

In Violation
of Board of Appeals
briefing schedule

Appeal No: 09-104
Date: 12/31/09



~~Cinder Bischoff~~
01/04/2010 05:15 PM

To cynthia.goldstein@sfgov.org
cc
Subject Masonic Center.

Dear President Pung and Commissioners,

Please consider allowing the Masonic to keep on providing a gathering place for the Bay Area's diverse community. The Masonic has been a church of sorts, where people can come together to commune around a myriad of different life events. It has provided a place to celebrate rites of passage like graduations. It has provided a space to celebrate life in the form of sharing music and other cultural art forms. It has even provided a forum for the business community to host corporate events. In this era of isolation where people are tempted to stay at home and enjoy an unprecedented variety of home entertainment, the Masonic has brought people out and in connection with each other.

I have been attending events at the Masonic for over 20 years and it would break my heart to see it go.

In all the years that I have attended events there I have never noticed The Masonic causing any kind of detriment to the surrounding neighborhood. And besides, if people want the absolute stillness of a suburban neighborhood they shouldn't be living the vibrant and effervescent city of San Francisco. And if one *does* decide to live within the city limits of one of the most lively cities in the world, one needs to accept, and maybe even *enjoy*, the bustle that comes with it.

Please don't let a few grumpy people silence The Masonic's voice and close it's doors to community events!

Sincerely,
Cynthia (Cinder) Bischoff



Chris Beckman

01/05/2010 03:37 AM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Center

Hell-0: I have attended events at the Center. The place does need updating to benifet thoes who come for an evening of one stop enjoyment, parking, dinning, and entertainment Sincerely Chris Beckman San Franciscan





Dean Pappas

12/24/2009 04:20 PM

To cynthia.goldstein@sfgov.org

cc

bcc

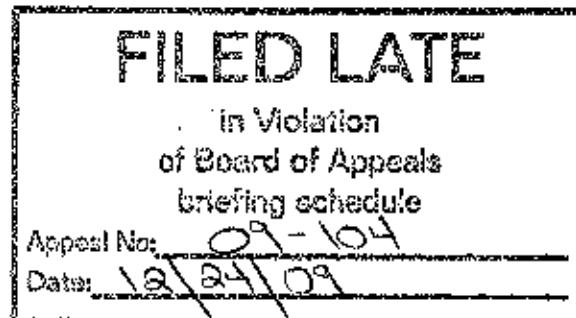
Subject Masonic Center

Dear President Fung and Commissioners,

I am a San Francisco native and home owner. I have been attending concerts and other events at the Masonic Center for approximately 30 years. This is a unique venue that I enjoy going to and recommend to others throughout the Bay Area. I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Dean Pappas





12/21/2009 05:22 PM

To: Cynthia.goldstein@sfgov.org
cc
bcc
Subject: Masonic Auditorium

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

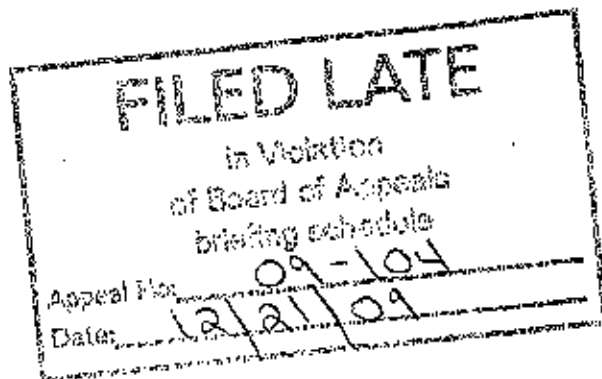
As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

It is also clear to me, and to others, that there is more to neighborhood objections than is being disclosed. Wealthy residents of Nob Hill would like nothing more than to have the Grand Lodge of California go broke and have to sell the property, which could then be exploited for profit by those same, self-serving activists who protest against an activity which has a long, safe and beneficial history. This is corruption at its worst.

Sincerely,

William P. Arney

[Weight Loss Program](#)
[Best Weight Loss Program - Click Here!](#)





Chris Hansel

01/04/2010 02:30 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject: Masonic Center

please please please let more music be played here!

Thanks

Chris

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/31/09



Joshua Shame

01/04/2010 02:19 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject

Dear President Fung and Commissioners,

I am a Bay Area resident who wants to see the Masonic Center remain OPEN. The Masonic Center has been on Nob Hill for more than **50 years** and has *always* been used as a venue for graduations, concerts, exhibition shows and more.

I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Josh Elowsky
Oakland, CA

Your E-mail and More On-the-Go. Get Windows Live Hotmail Free. [Sign up now.](#)

<p>FILED LATE</p> <p>In Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>12/31/09</u></p>



Lindsea Swisher

>
01/04/2010 09:32 AM

To cynthia.goldstein@sfgov.org

cc

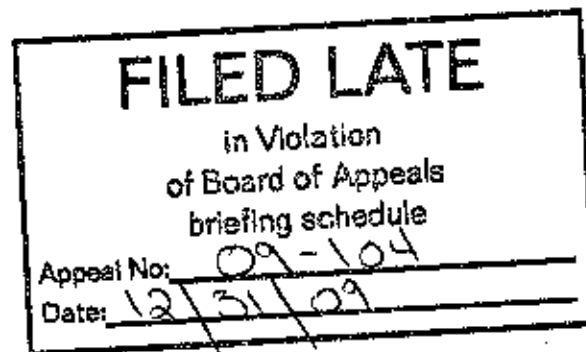
bcc

Subject Masonic center

Hello there,

I would like to enforce the fact that the Masonic Center has been open for entertaining SF locals for many years and would like to see that continue. Please note Lindsea Swisher is supporting the Masonic Center to stay open.

Thanks!
Lindsea





Jessica Turken

>
01/04/2010 01:00 PM

To cynthia.goldstein@sfgov.org

cc

bcc

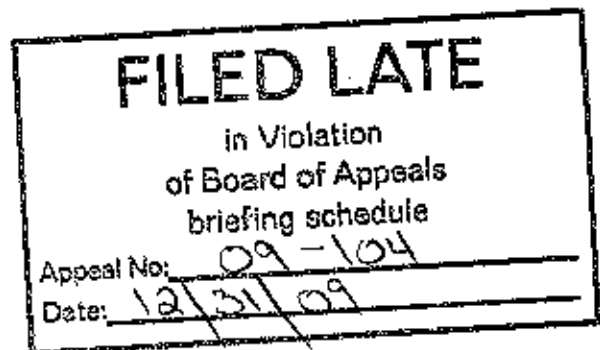
Subject Masonic closure

Dear Board of Appeals,

The Masonic Center has been a vital cultural venue for decades, a big part of the heart and soul of San Francisco and the whole Bay Area. The art and music events that occur there are needed more than ever before, please do not shut it down.

If the neighborhood concern is congestion, that entire Nob Hill area has been a busy cultural community also for decades, with hotels, Grace Cathedral, close to downtown, etc.. I am deeply concerned about the argument by neighborhood residents that the Masonic was 'originally' meant as a 'private clubhouse'. To me this implies that residents want to usurp this revered cultural institution for their own private use, which I have to say is disgraceful. The Masonic adds to the rich community spirit that defines the Bay Area, and the exclusivity that Nob Hill residents are implying they want is dissonant with that spirit.

Thank you for your consideration,
Jessica Turken





Nigel Pearmund

12/31/2009 03:05 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Auditorium

Dear Cynthia, I wanted to send you an e-mail to express my concern at the possible closure of the Masonic Auditorium as a venue for live entertainment. Through the years I have attended many shows at the venue and must say it is one of the best in San Francisco, it would be a great loss for the city to allow it to be closed. I understand the concern from neighbors, but I believe their concerns to be a little overstated. Please don't allow such a great building to cease to function. Many thanks..

Nigel Pearmund

FILED LATE
in Violation of Board of Appeals briefing schedule
Appeal No: 09-104
Date: 12/31/09



~~XXXXXXXXXXXXXXXXXXXX~~
12/31/2009 11:46 AM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Laird Rawsthorne
Half Moon Bay, CA

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/31/09



Rob Silfvast

01/05/2010 01:07 PM

To cynthia.goldstein@sfgov.org

cc

bcc

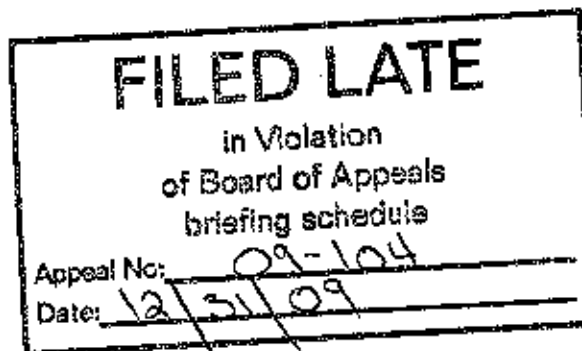
Subject: Please keep the Nob Hill Masonic Center open

Hello,

I would like to express my "vote" to keep the Nob Hill Masonic Center open for concerts, entertainment and other public events. I understand that a vote will be taken on January 13 based on a petition to shut the venue down. This is an important venue in San Francisco, and it should not be shut down because certain residents wish to make their neighborhood less city-like.

Thank you.

Regards,
Rob Silfvast
Resident of Belmont, CA





Karen Popp

01/05/2010 12:28 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject Please save the historic Masonic Center!

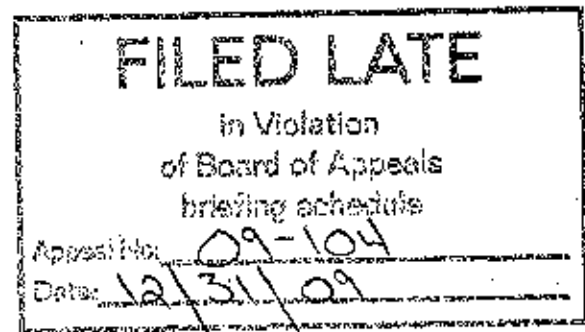
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. Most recently I attended one of the best concerts ever, when Steely Dan played a couple of months ago. To loose the Masonic Center venue would be a serious dis-service to the residents in the Bay Area who love attending concerts here.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco. I am somewhat baffled as to how it ever became an option to dispose of this magnificent place. Hopefully the SF real estate interests are not funding yet another tear-down of cultural value to the citizens.

Sincerely,

Karen J. Popp





Victoria Smith
[Redacted]
01/05/2010 12:08 PM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: Masonic Center

Hello Cythia,

It has been brought to my attention that the Masonic Center is in need of support. I live just a few blocks away from the center and I love it. Its a great place to see a performances and a beautiful space. Please do your best to keep this center of our neighbourhood alive!

Many thanks,
Victoria

[Redacted]

[Redacted]

"If you're going to be crazy, you have to get paid for it or else you're going to be locked up."

- Hunter S. Thompson

FILED LATE
In Violation of Board of Appeals briefing schedule
Appeal No: <u>09-104</u>
Date: <u>12/31/09</u>



Charles Kanapicki

01/05/2010 12:07 PM

To cynthia.goldstein@sfgov.org

cc Charles Kanapicki <ckanapicki@abfjv.com>

bcc

Subject Masonic Center Nob Hill

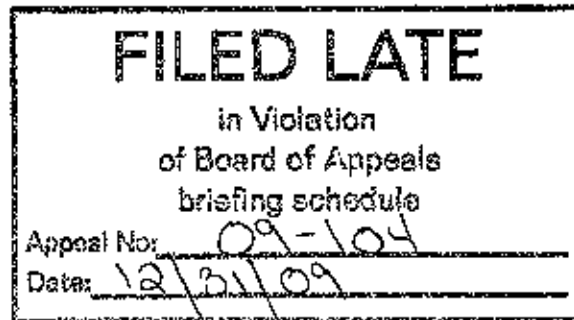
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination from the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Charles J Kanapicki





Eric Lucchesi

01/05/2010 11:57 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject

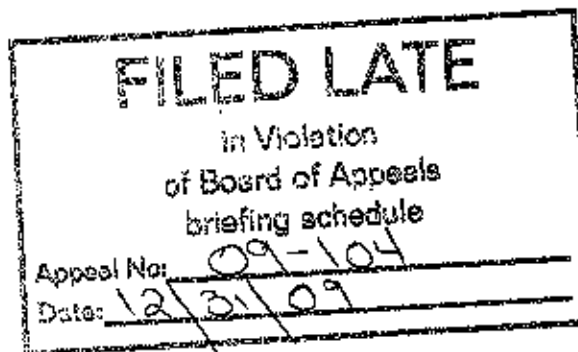
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Eric Lucchesi





Andre Cardoso Mandel

01/05/2010 11:56 AM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Nob Hill Masonic

Dear President Fung and Commissioners,
 As a San Francisco resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,



ANDRE CARDOSO MANDEL, LEED® AP
 WWW.CONSORTIUMSF.COM 619.424.1688

FILED LATE
 in Violation
 of Board of Appeals
 briefing schedule
 Appeal No: 09-104
 Date: 12/31/09



01/05/2010 12:36 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Masonic Center

Please, Please, Please do not close the Masonic Auditorium. As someone who has lived in the Bay Area for nearly forty years and attended many concerts in this venue, I can't imagine being without this treasured concert space. It is a rare gem and should definitely not be closed. Thanks in advance for sparing our wonderful space.

Joe Michael

Berkeley, Ca. 94702

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/31/09



Summer Graham

01/05/2010 12:38 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Please Keep Masonic Auditorium As Venue For Cultural Events

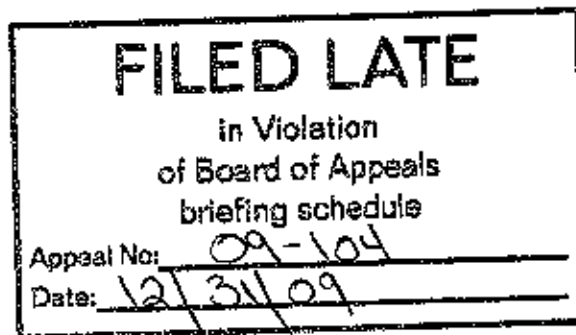
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Summer Graham





Ms Jane Russell

01/05/2010 12:51 PM

To: cynthia.goldstein@sfgov.org

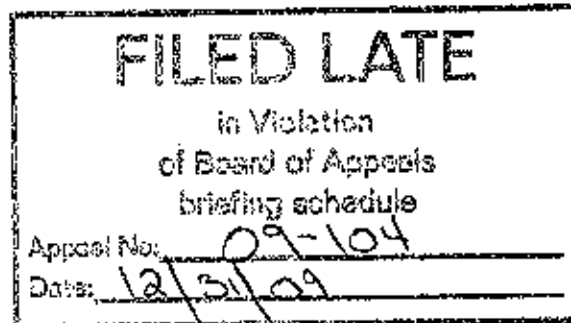
cc

bcc

Subject: masonic auditorium

Please do not close the Masonic Auditorium as an entertainment venue. I have been there a number of times, and believe it will be a great cultural loss to San Francisco should it be closed.

Jane Russell
Pleasant Hill





kathleen-gee
[Redacted]
01/05/2010 01:07 PM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: masonic auditorium

To President Fung and commissioners:
I am writing you in hopes of your keeping Masonic Auditorium open.
I am a San Francisco native and resident who has attended graduations and concerts at this venue. It should continue to host these events and serve our community. I request that the Letter of Determination issued by the Planning Department be followed. Thank you. Kathleen Gee

FILED LATE
In Violation
of Board of Appeals
briefing schedule
Appraisal No: 09-104
Date: 12/31/09



Jeff Shore
[Redacted]
01/06/2010 10:22 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

Subject Please Keep the Masonic Center Open for Events!

Dear Commissioners,

I live two blocks from the Masonic Center and I want it to continue having concerts, events, music, graduations, etc.

I park on the street, often across from or in front of the Center. The *No Stopping* signs seem to be up every day, and traffic can be terrible when events are letting out. While I do not enjoy that aspect of the Center, I accept it as part of living near a San Francisco landmark. I do not want its use restricted in any way.

I'm not sure what the next step in the process is, but I hope you will do everything in your power to continue the Masonic Center's usage as it is today. Thank you.

Sincerely,

Jeff Shore

[Redacted]
San Francisco CA 94108

[Redacted]
[Redacted]

FILED LATE
in Violation
of Board of Appeals
meeting schedule
Appeal No. 09-104
Date: 1/6/10



Gina Dhaddey
~~g.dhaddey@sfgov.org~~
01/06/2010 03:36 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Mosonic

Dear President Fung and Commissioners,

I have been following the Mosonic Center and the chance that it might be shut down. I have been attending concerts there for years, and it would be terrible to see such an amazing venue shut down. I hope the board will allow the Mosonic Center to stay open and continue to serve the community with amazing concerts and events.

Sincerely,
Gina Dhaddey

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>1/6/10</u></p>



01/06/2010 03:31 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Save the Masonic Center

Dear President Fung and Commissioners,

As a San Francisco resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco. The City would be losing a valuable part of it's history and taking away important events from the city as well.

Sincerely,
Tara Kendig

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>1/6/10</u></p>



Robert Jennings

01/06/2010 09:06 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic

Dear Madame,

I am writing to voice my wholehearted support for preserving the Masonic Auditorium as a venue for arts and entertainment. It is an historic building with a rich history of culture, architecture, and civic pride. We would do the city a disservice by not supporting it fully.

Sincerely,

Robert J Jennings

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>1/6/10</u></p>



Peter Emblad
~~XXXXXXXXXX~~
01/06/2010 08:57 AM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: save masonic center

Dear mS goldstein,
please save the masonic center as a venue for cultural programming in the city.
thanks
Peter Emblad, MD

FILED LATE	
in violation	
of Board of Appeals	
Meeting schedule	
Appeal No:	09-104
Date:	1/6/10



barbara jim

01/06/2010 07:59 AM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Save the Masonic

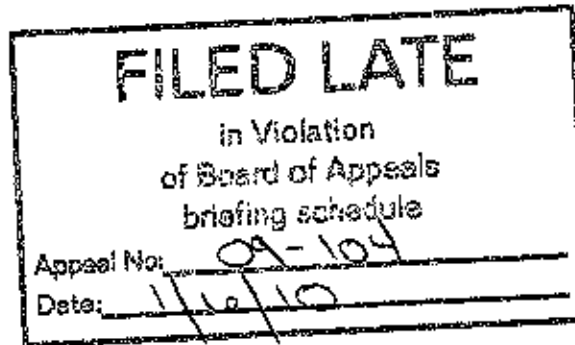
Cynthia,

We live in the city. We choose to live in the city because of what it has to offer on many levels, including live entertainment. The charm of San Francisco are the historic venues of which to enjoy performances.

Please help support keeping the city alive by maintaining the Masonic function as it has for all of these years, we want to continue attending.

Regards,

Barbara and Greg Lozeau
Outer Richmond, SF





hasan turunc
[Redacted]
01/06/2010 07:33 AM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: hi

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Name

Hasan Turunc

E-Mail: [Redacted]

Billing Address:

[Redacted]
Menlo Park, CA 94025

Business Address:
1887 Monterey Rd. San Jose
CA 95112

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 1/6/10



ben bayol

01/05/2010 08:19 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Auditorium

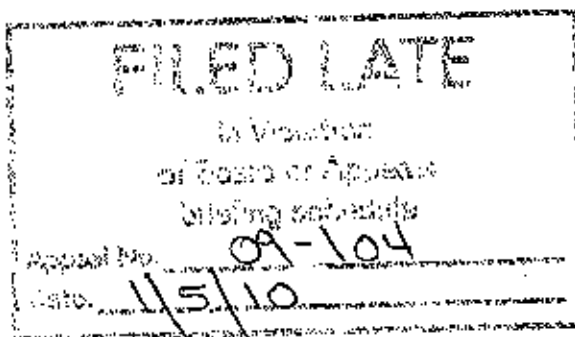
Please maintain Masonic Auditorium as the wonderful public venue it has been for decades. Our city needs every arts and cultural setting that it has. To replace this wonderful auditorium would cost the City a fortune - one we can't afford.

--

Ben Bayol

(c) [redacted]

(o) [redacted]





Kourtney E McGrew

01/05/2010 08:14 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

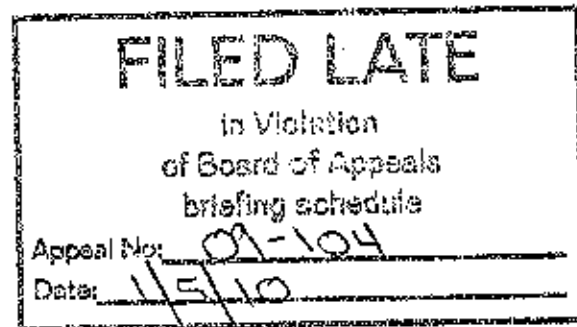
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco, otherwise all these events will have to be held in Oakland.

Sincerely,

Kourtney McGrew





"Maryanne Heyer"
01/05/2010 08:09 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc

Subject Save SF Masonic Hall

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

The history of this building and its many uses should be preserved. Can it be declared a historic building to save it? What about the history of the masons? It seems wrong to take that away.

Sincerely,

Maryanne Heyer

El Cerrito, CA 94530

FILED LATE
In Violation
of Board of Appeals
briefing schedule
Appeal No: <u>09-104</u>
Date: <u>1/5/10</u>



01/05/2010 08:06 PM

To: cynthia.goldstein@sfgov.org

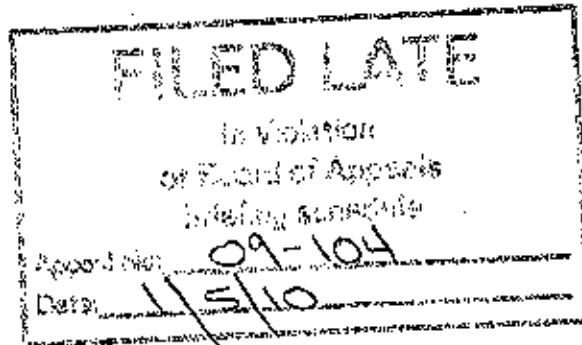
cc

bcc

Subject: keep the masonic center open

the masonic center is a valuable piece of san francisco history and a wonderful place to see some of the best music the city has to offer. I'm not sure why exactly the city is thinking of closing it for good, but it would be a complete tragedy to lose such a wonderful place to see orchestra performances. I can think of no better spot in the entire city. please don't close it down. If you're in need of donations to keep it alive, at least go that route and ask from the public.

-Nate Horsfall





Ken Roberts

01/05/2010 07:15 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

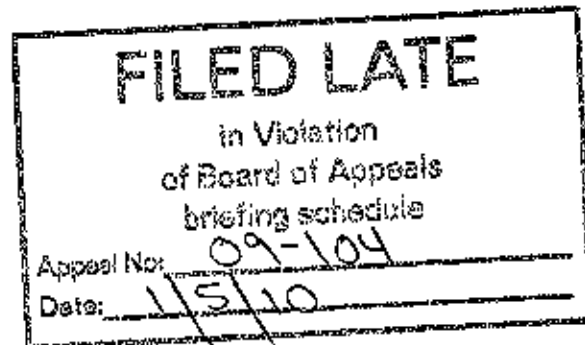
Subject: Nob Hill Masonic Center

Hello,

I am writing to urge the Board to allow the Nob Hill Masonic Center to continue to provide the community (San Francisco and its neighbors) the excellent service it has provided for many years as a location for entertainment, education, and community events. I hope that with your leadership the near neighbors who object to the traffic, noise, etc can be accommodated. For the rest of us who come from further away on occasion: we would sorely miss the opportunities the center provides; and the city will miss the revenue and the goodwill it earns from being the locale of such events.

I know that it is your job to balance the various needs of the many constituencies you serve. Best wishes toward resolving this one.

Sincerely,
Kenneth Roberts
Sebastopol CA





Juli Inhofer

01/05/2010 05:45 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Save The Masonic

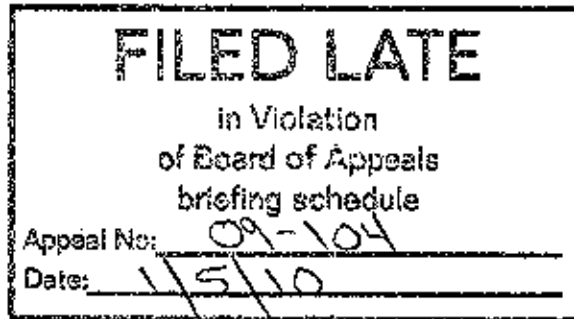
Dear President Fung and Commissioners:

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Juli Inhofer



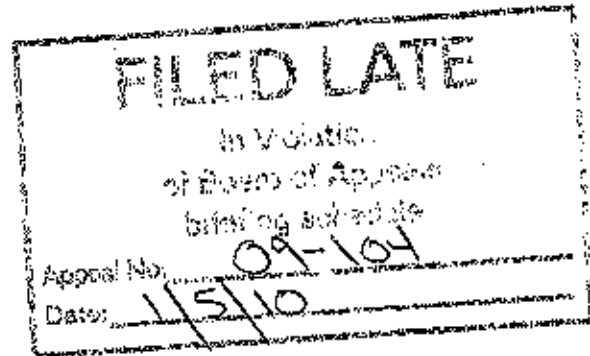


Ronald Greenwald
~~XXXXXXXXXXXXXXXXXXXX~~
01/05/2010 03:14 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>
cc
bcc
Subject Save. The mas

We need the venue!

Sent from my iPod





"Deer, Pilar"
<Pilar.Deer@ucsf.edu>
12/23/2009 01:53 PM

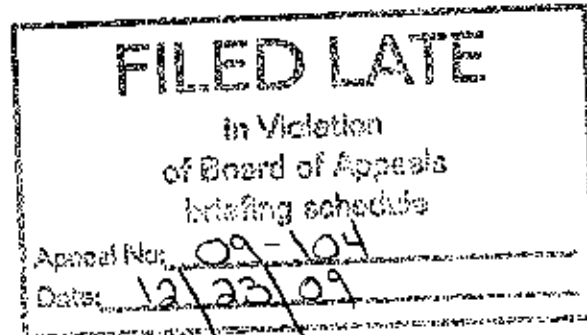
To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>
cc
bcc
Subject: Masonic Center

Please keep this venue open. San Francisco is a big city with a lot of people and we need good venue for people to see live music, theater, etc. don't close another historic theater.

Thank you,

--

Pilar Deer
Event Production
Campus Life Services, Arts & Events
500 Parnassus Avenue
San Francisco, Ca 94143-0234
Phone 415-514-1614
Fax: 415-502-4749
Pilar.deer@ucsf.edu





Patrick Sandholdt
<PSandholdt@cityofdavis.org>

12/16/2009 04:54 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Keep the Masonic Open!!

I love going to concerts at The Masonic. It is a great venue and a huge income for the local economy. It would be a tragedy if it were to close. Please keep it open!!

Patrick Sandholdt





Linda Hirst
<llhirst@primate.ucdavis.edu>

To cynthia.goldstein@sfgov.org

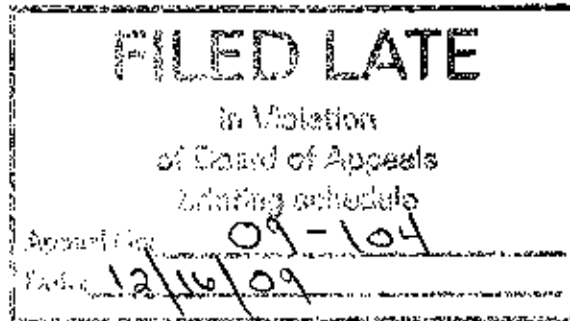
cc

12/16/2009 02:12 PM

bcc

Subject: Keep Masonic Center Open!

Dear Cynthis Goldstein,
I only recently discovered the fabulous Masonic Center. My three concert experiences there have been nothing short of amazing. Small, intimate venues like this are best for audiences, and when you add the historical venue and beauty of Nob Hill, it's a place visitors will never forget. I look forward to attending many more shows there. Please don't close it down in response to a vocal minority!
Thank you,
Linda Hirst
Winters, CA





Catherine MacMillan
 <cmacmillan@huntingtonhotel.com>
 Sent by: cathy mc2@gmail.com

To: cynthia.goldstein@sfgov.org
 cc
 bcc

12/16/2009 02:12 PM

Subject: Masonic Center/Live Nation

Dear Board of Appeals,

I believe we, as well as all businesses in the Nob Hill area have benefited by the activities held at the Masonic Center on California Street for the past 50 years. The Center has offered cultural events for our neighbors, as well as much needed business to all of us. We are very pleased that Live Nation has been hired to run the events in a professional manner. Much has been improved in the operations of the Center during events.

Unfortunately, some of our neighbors are listening to false scare tactics, instead of observing the real activities of the Center. The events have improved, not the opposite.

I hope you will value the benefit of vital cultural activities to our community.

Yours,
 Catherine MacMillan

--

Catherine MacMillan
 General Counsel
 Nob Hill Properties, Inc.
 1075 California Street
 San Francisco, CA 94108
 415-345-2856 DL
 415-673-9515
 415-345-2805 Fax

FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	12/16/09

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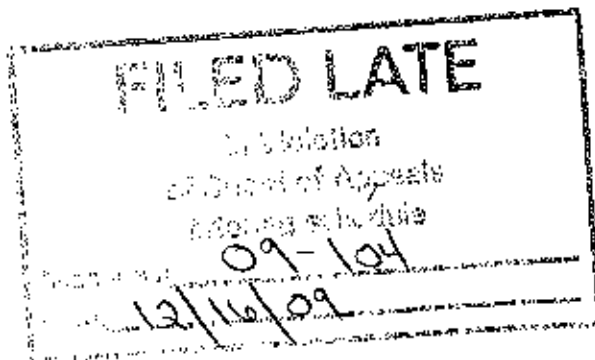
"Nachman, Amy (AD36)"
<AD36@tmw.com>
12/16/2009 02:30 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>
cc
bcc
Subject masonic center

Please keep the Masonic center open – the city needs vibrant, historic medium sized venues like this.

Thank you.

Amy Nachman
Senior Media Strategist
The Men's Wearhouse
510-723-8686 p
415-956-5645 f





"Kingdon, Devin"
<devin.kingdon@cohnwolfe.co
m>

12/16/2009 02:44 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Music Venue

Dear Commissioners,

Community groups have far too much influence in San Francisco – the idea of NIMBY runs strong in this city and it is unfortunate that time and time again they get their way.

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Best,
Devin

devin kingdon | cohn&wolfe | account executive | w: +1.415.365.8528 |
devin.kingdon@cohnwolfe.com

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FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	12/16/09



Philip Lumsden
<plumsden@cca.edu>
12/16/2009 01:17 PM

To cynthia.goldstein@sfgov.org
cc
bcc

Subject Masonic Auditorium

I am sending this email to add my support to the Masonic Auditorium's attempt to remain open in the face of organized opposition. I work at a college that formerly held commencement ceremonies in its facilities, and I have attended several music events & even a science fiction convention at this site. Although I understand that parking remains a concern during the Masonic's scheduled music events, shuttering the Masonic is not the answer to that problem. San Franciscans need to move out of their cars & into public transportation.

San Francisco needs more venues for live music events, especially ones with the fine acoustics of the Masonic Auditorium. Please do not support closure of this fine music venue.

Phil Lumsden
130 Landers St Apt H
San Francisco, CA 94114

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>12/16/09</u></p>



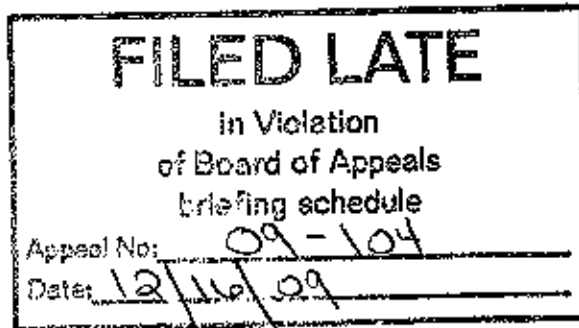
Allysa Amundson
<allysa@pixar.com>
12/16/2009 01:30 PM

To cynthia.goldstein@sfgov.org
cc
bcc

Subject Nob Hill Masonic

Please keep the Nob Hill Masonic venue operating as it has for so many years.

Thank you,
Allysa Amundson
San Francisco, CA





"Richard Constant"
<richard@cdigroupinc.com>
12/16/2009 01:31 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject: Masonic Center

Dear President Fung and Commissioners:

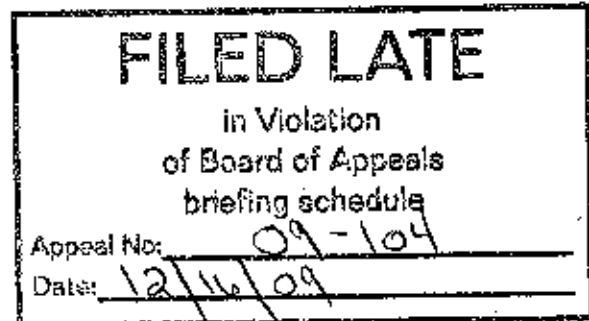
As a frequent visitor to San Francisco, I have had many occasions to see a show at the Masonic Center while I was in your city for either business or pleasure. Most recently, I saw Steely Dan in October.

The Masonic Center has been on Nob Hill for (50) years, and has always been used as a venue for Graduations, Concerts, and more.

I urge the Board of Appeals to uphold the "Letter of Determination" issued by the planning department to allow the Masonic Center to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Richard Constant
CDI Group, Inc.
1135 W. Elizabeth Ave.
Linden, NJ 07036
800-339-8246 ext 112
Fax 908-862-9018
www.cdigroupinc.com





"Dawn Williams"
<dwiliams@ggu.edu>
12/16/2009 01:40 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Nob Hill Masonic Center Neighbor

Dear President Fung and Commissioners,

As a San Francisco resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

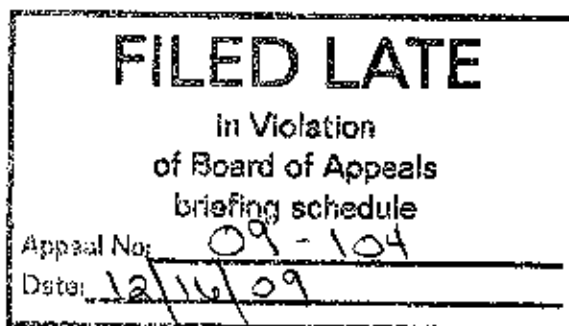
As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Dawn Williams

969 Pine St., #4

San Francisco, CA 94108





Chris Morosini
<chris@peninsulaparking.com
>
12/16/2009 12:44 PM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: ***URGENT***

Keep Nob Hill Masonic open!!! Do not give in to people who have influence because of their zip code - if they had their way no one would live in SF besides them...

This is a piece of SF history and would be a shameful failure for you to sit idly by and allow for its closure.

--

Chris Morosini
Regional Manager
Peninsula Parking "Service is the Key"

(650) 740-0503
chris@peninsulaparking.com

<p>FILED LATE</p> <p>in Violation of Board of Appeals briefing schedule</p> <p>Appeal No: <u>09-104</u></p> <p>Date: <u>12/16/09</u></p>



Teresa Kpachavi
<tkpach@stanford.edu>
12/16/2009 12:04 PM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Masonic Center

Dear Commissioners,

As a Bay Area resident, I occasionally attend concerts at the Masonic Center. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. It is a beautiful facility and an fabulous location.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco. Please do not allow a few opponents to shutter the building.

Sincerely,
Teresa

Teresa Kpachavi
Student Services Coordinator
Continuing Studies Program
Stanford University
continuingstudies.stanford.edu
650-725-2650





"Carter Brown"
<cbrown@mlalegalllc.com>
12/16/2009 11:56 AM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Masonic Auditorium

The Masonic Auditorium is a unique venue for music in SF; please don't close down what has been a great spot for generations.

Thank

Carter W. Brown

Carter W. Brown | Major, Lindsey & Africa

555 Montgomery Street, suite 1500 | San Francisco 94111

Phone: 415-646-0345 | Fax: 415-398-2425

Add to Contacts | www.mlglobal.com





Erik Siebert
<erik@yoshis.com>
12/16/2009 12:00 PM

To: cynthia.goldstein@sfgov.org
cc
bcc
Subject: Masonic

Dear Ms. Goldstein,

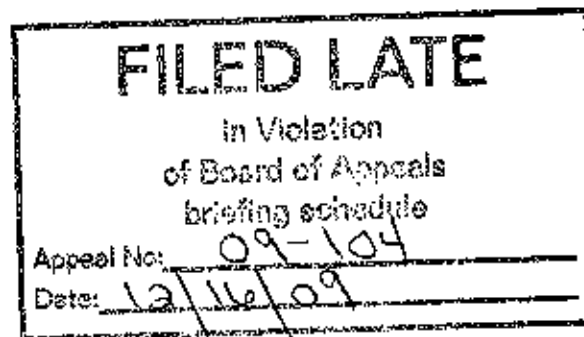
As a Bay Area resident, I have been attending concerts at the Masonic Center for 10+ years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Erik Siebert

Erik Siebert
Yoshi's Jazz Club
Director of Marketing & Publicity (Oakland & San Francisco)
erik@yoshis.com
510-238-1350
<http://www.yoshis.com>
Follow us on Twitter: <http://twitter.com/yoshisjazz>





"Jayme Knoch"
 <jknoch@cj.com>
 12/16/2009 11:58 AM

To <cynthia.goldstein@sfgov.org>
 cc
 bcc

Subject Keep the Masonic Center Open

Dear President Fung and Commissioners,

I live on Mason and Pacific and love this venue, it is a great location that attracts amazing artists.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Jayme Knoch | Account Manager
 Commission Junction, a division of ValueClick
 160 Spear St, 15th Floor | San Francisco, CA | 94105
 p:415.644.1461 | f:415.644.1401 | e:jknoch@cj.com



FILED LATE
 in Violation
 of Board of Appeals
 briefing schedule
 Appeal No: 09-104
 Date: 12/16/09

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 Thank you.



"Sean Shopes"
<sds@sds-investigations.com
>

12/17/2009 07:06 PM

To <cynthia.goldstein@sfgov.org>
cc <ffung@ed2intl.com>, <masoniccentersf@gmail.com>

bcc

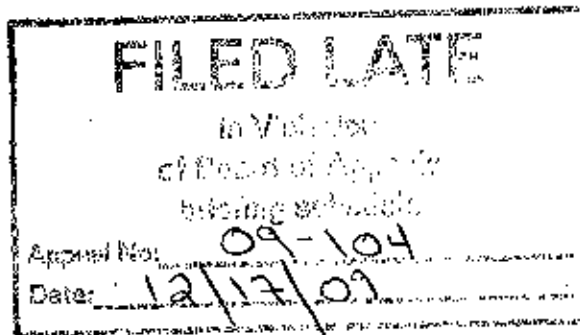
Subject: Keep the Masonic open!

This is a wonderful venue for seeing live music – unique in its architecture and an ideal size for seeing artists who could not fill an arena but who are too big for a club. I love seeing music here – nothing quite compares to experiencing the wonderful mosaics and columns as one enters. My understanding is that the Commission is leaning toward upholding the Letter of Verification the Planning Department has issued re the use of this venue – please uphold it! Do not let a small group of NIMBYs shutter a venue that belongs to all San Franciscans! For the record I am a taxpayer, voter and small businessperson. Please let me know if you have any questions. Thank you.

Regards,
Sean Shopes

P5 – please pass this on to the other commissioners – thanks!

SDS Investigations
2200 Palou Avenue
San Francisco, CA 94124
415-401-0008t, 415-401-0009f
CA PI 25248





12/19/2009 11:19 AM

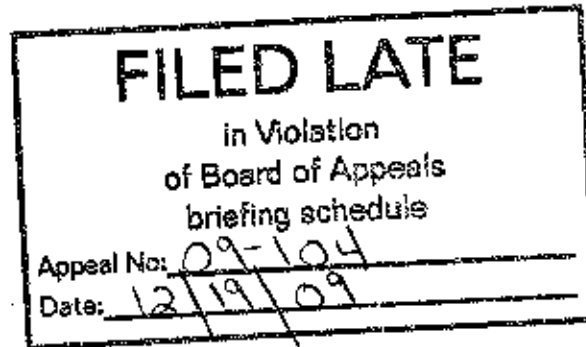
To cynthia.goldstein@sfgov.org
cc
bcc
Subject Masonic Center

Dear President Fung and Commissioners,

I have been attending concerts at the Masonic Center for many years. While I do not live in San Francisco, events at the center have been a reason for visiting the City. I understand The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely, William L. Shewry, Danville resident





Janet Witkosky

12/19/2009 11:27 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

Dear President Fung and Commissioners,

As a San Francisco resident, I have been attending concerts at The Masonic for years. I have lived on Nob Hill for 11 years and have never found it to be a burden when there are events at this venue.

I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to serve as a vital venue in San Francisco.

Sincerely,
Ms. Janet Witkosky

FILED LATE
 in Violation
 of Board of Appeals
 briefing schedule

Account files: 09-104
 Date: 12/19/09



"Suzie Parkinson"

[Redacted]

>

12/19/2009 10:18 AM

To <cynthia.goldstein@sfgov.org>

cc

bcc

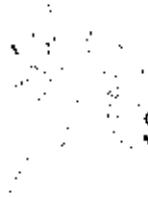
Subject: Masonic

Dear President Fung and Commissioners,

Having lived in the Bay Area and frequented the venues, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco. It is a fabulous building and part of the historic fabric of San Francisco. It is such venues, when taken care of, that become icons and part of what makes a city a "City". Those neighbors that are contesting this have forgotten where they reside and what living in a city is all about... energy, life, culture, music, etc. Keep the Masonic alive and well!

Sincerely,

Suzie Parkinson



SÜZA DESIGN

divisions, interiors, and accessories

SUZIE PARKINSON

[Redacted]
1203 South Stanley Avenue
Los Angeles, CA 90019
tel: 310.929.5006

Want a signature like this?

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/19/09



12/18/2009 08:21 PM

To cynthia.goldstein@sfgov.org, cynthia.goldstein@sfgov.org
cc
bcc
Subject: PLEASE save The Nob Hill Masonic

San francisco has lost enough cultural venues that allow good quality music and comedy. That block of Masonic isn't exactly a residential only neighborhood!!!
PLEASE SAVE MUSIC AT THE MASONIC!!!!!!!

Sincerely
"Old School SF Native"
Israel Honeycutt

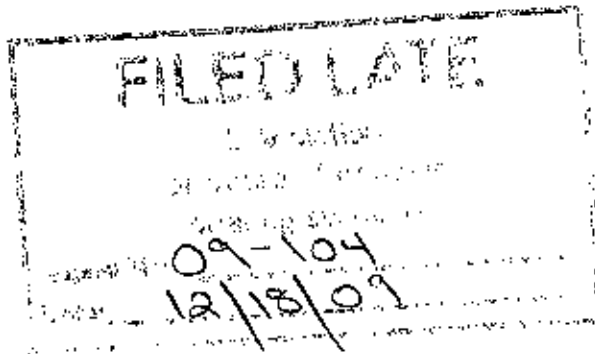
FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/18/09



12/18/2009 06:47 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject (no subject)

save the masonic...





12/19/2009 07:48 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Masonic Center

Dear President Fung and Commissioners,

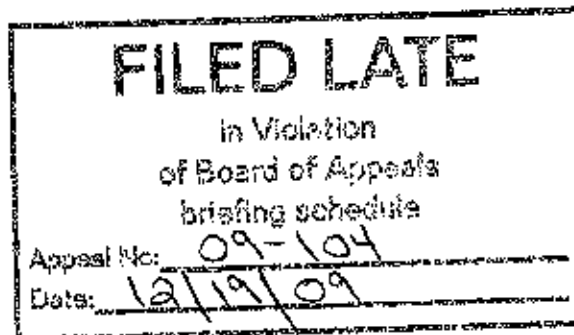
As a long time San Francisco resident and registered voter, I have enjoyed many shows and events at the Masonic Center over the years and am saddened by the recent news of it's upcoming closing.

I would like to greatly encourage the Board of Appeals to maintain the letter of determination issued by the planning department to retain this facility as the great community service that it is, rather than allow the opinions of only a minority of people desiring it's closing to outweigh the majority that value this establishment and wish it's continued existence.

In this time of economic distress, San Francisco artists and entertainers, as well as venue staff and hospitality, depend on venues such as the Masonic Center as a vital source of income and see them as a cultural asset.

I urge you to reconsider the removal of such an essential part of the San Francisco arts and entertainment community.

Sincerely,
Kelly Williams





12/19/2009 10:04 PM

To cynthia.goldstein@sfgov.org

cc

bcc

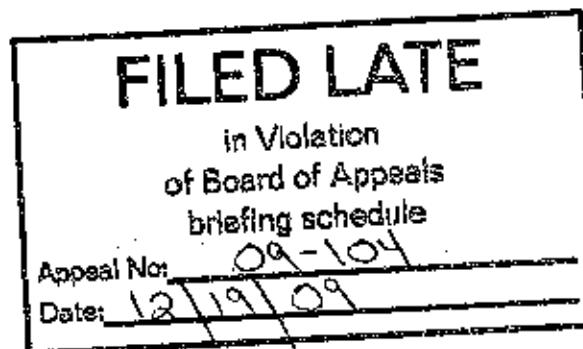
Subject: A right to music

Dear President Fung & Commissioners,

I am a 29 year old San Francisco native, born and raised. I have been going to shows for the past ten years and I have been to the Masonic auditorium on several occasions and had a lovely time every time I've been there. I think it's a shame we have to go through all of this red tape for the use of a venue that is clearly perfect for music, among other things. I also know that it is very important to have the extra work for people who need it, especially in this economy.

I fully back any company that would like to throw events at this location. It's a shame that the needs of a few are outweighing the needs of many and I urge you to reconsider the decision to close this venue.

Sincerely,
Raymond Anthony Gonzalez





"Steve Zimmerman"
<szimmerman@barclay.com>

12/17/2009 12:27 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

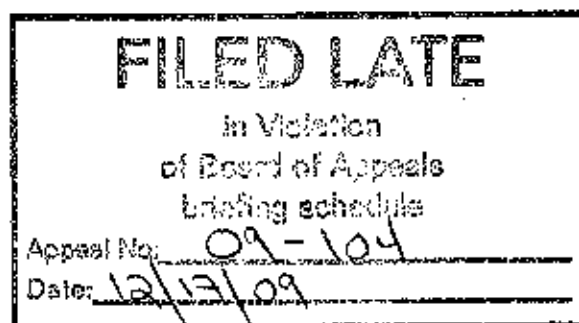
As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Steve

Steven A. Zimmerman
Barclay Associates LLC | President
999 Fifth Avenue, Suite 250 | San Rafael, CA 94901
Direct Phone and Fax (415) 684-7686
Office (415) 461-2440 | Cellular (415) 297-0903
szimmerman@barclay.com

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Terri Catanesi
<vacation@microweb.com>
12/17/2009 09:25 AM

To cynthia.goldstein@sfgov.org
cc
bcc

Subject Save the Masonic Center!!

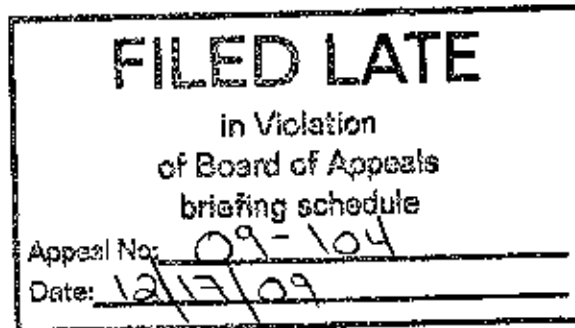
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Terri Catanesi
Vacation Graphics
(925) 988-9901





Timothy Baima
<tbaima@jfk.edu>
Sent by: trbaima@gmail.com

12/17/2009 09:43 AM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Please Save the Masonic Center

Dear President Fung and Commissioners,

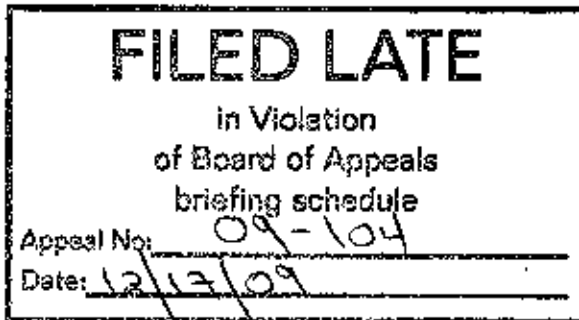
As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

This is my absolute favorite venue in San Francisco. Please do keep it open.

Sincerely,

Timothy Baima





Larry Jenson
<ljenson@groupalchemy.net>
12/16/2009 11:03 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Masonic Hall

It is hard to believe that years of tradition, especially graduation ceremonies for UCSF Dental and Medical Schools are being threatened by the selfish interests of the well-to-do. Please do whatever is necessary to prevent any further discussion of closing this historic venue.

Larry Jenson DDS MA
Health Sciences Clinical Professor
UCSF School of Dentistry





Deborah Pruitt
<dpruit@groupalchemy.net>
12/16/2009 06:59 PM

To cynthia.goldstein@sfgov.org
cc
bcc

Subject Please don't close the Masonic

Dear Commissioners,

Please don't close the Masonic Auditorium. It is one of the nicest venues in the Bay Area. I have been to numerous events there and always feel fortunate to have access to special events in such a special city.

These kind of events bring us together in community. Something we need now more than ever. Whatever the complaints are - I'm sure we can find solutions without closing down the Auditorium.

Thank you for protecting one of our treasures.

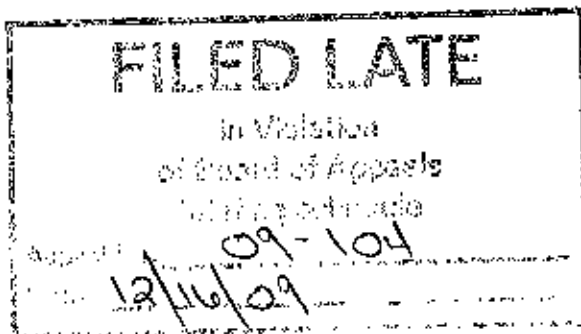
Regards,

Deborah Pruitt

Deborah Pruitt, Ph.D.
Group Alchemy™ Consulting
www.groupalchemy.net

*Building high-impact
organizations that benefit our community.*

3220 Sacramento St.
Berkeley, CA 94702
510-919-7770





[Redacted]
12/18/2009 01:28 PM
Please respond to
[Redacted]

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Masonic closing

I say leave it open and available
Jim Parkinson,
Danville

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/18/09



"Raffle, Alex"

12/18/2009 12:15 PM

To "cynthia.goldstein@sfgov.org"
<cynthia.goldstein@sfgov.org>

cc

bcc

Subject The Masonic Center

Dear President Fung and Commissioners,

As a person who was born and raised, I have been attending concerts at the Masonic Center for many years. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

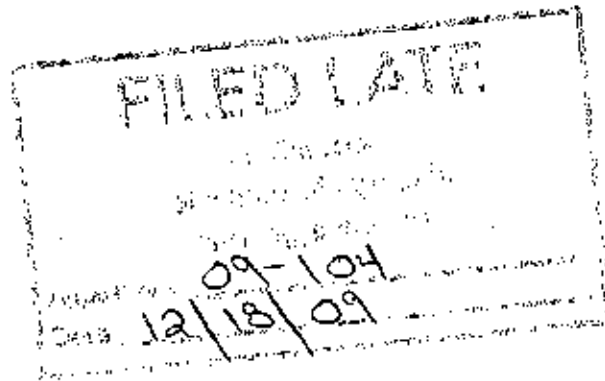
Best,

Alex Raffle

Universal Music Distribution

Coordinator of Digital Inventory

(818) 286-4178





Judy Locker

~~_____~~

12/18/2009 11:14 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

Dear Board President Fung and Commissioners,

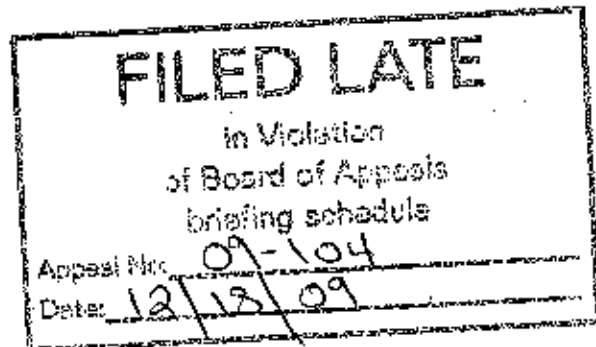
I have lived in either San Francisco or the greater Bay Area 40 years of the 50 that the historic Masonic Center has been on Nob Hill and enjoyed it as a venue for culture as well as community activities.

It is my understanding that there are currently protests by some who are opposed to having the building used for the purpose it has served the last 50 years. It reminds me of a situation I faced many times as a member of the Board of Education of the San Ramon Valley. Many of the schools in our district have existed in their present location for many years; yet, inevitably, people would buy houses/businesses bordering the schools and then ask us not to operate them for educational purposes due to the traffic and noise endemic to such facilities. It's the NIMBY (not in my back yard) principle in action.

I hope that you will vote to support keeping the Masonic open as a venue for entertainment, cultural and other activities serving the community.

Sincerely,

Judy Locker





Maureen Harms

12/18/2009 10:48 AM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: save the masonic center

We need live music and family friendly places. Please help keep this venue open!
thanks,
Maureen Harms

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/18/09



joe.paganelli
12/18/2009 10:39 AM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Future of The Masonic

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

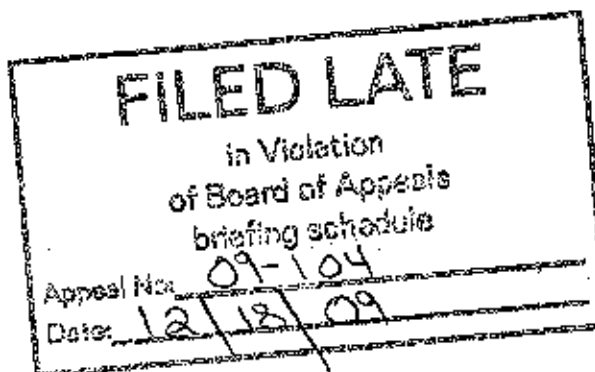
As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

It would be a shame if the complaints of a few neighbors who'd like to uphold some sense of monastic privacy, whilst living in the midst of a heavily populated urban environment, were able to prevent thousands of others from enjoying the Arts.

That does not sound like San Francisco to me at all.

Sincerely,

Joe Paganelli





"Smith, Jennifer C."

12/18/2009 09:26 AM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Center

Dear Commissioners,

I am born and raised in San Francisco and have been going to the Masonic Center for years. The most recent show I attended was David Gray, where I was told this venue was possibly going to be shut down for concerts. This news devastated me! It's a gorgeous venue and a San Francisco institution. I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Thank you,
Jennifer Smith

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Thank you.

FACLD

FILED LATE	
in Violation of Board of Appeals briefing schedule	
Appeal No:	09-104
Date:	12/18/09



"Mary Goree"

12/18/2009 02:57 PM

To <cynthia.goldstein@sfgov.org>
cc
bcc
Subject Masonic Center

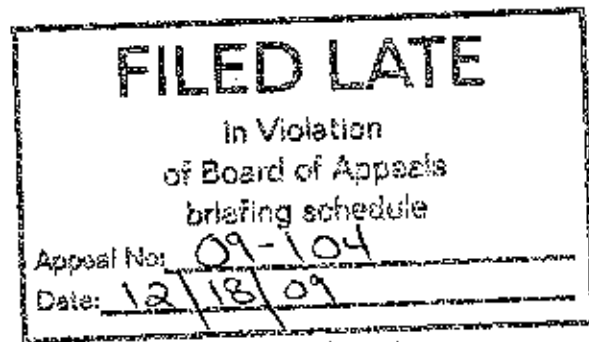
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Mary Goree





Daniel Robbins
[Redacted]
com>
12/18/2009 09:15 AM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject

Hello Cynthia,

This is just a quick reply to let you know that I have enjoyed many fabulous concerts at the Masonic; Ravi Shankar and Steely Dan to name just two. This venue is a cultural treasure and it would be a great loss to the culture of San Francisco if it were to be shut down. I can't understand why anyone would want to close such an obvious cultural treasure, and an amazing building.

Thank you,
Dan Robbins
Santa Cruz, CA
831-419-3073

www.danrobbinsmusic.com

BTW I am a professional musician which makes the potential loss of venue all the more devastating.

FILED LATE
In Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/18/09



"David Mueller"

12/18/2009 07:29 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject Please Keep The Masonic Open for Events

Dear President Fung and Commissioners,

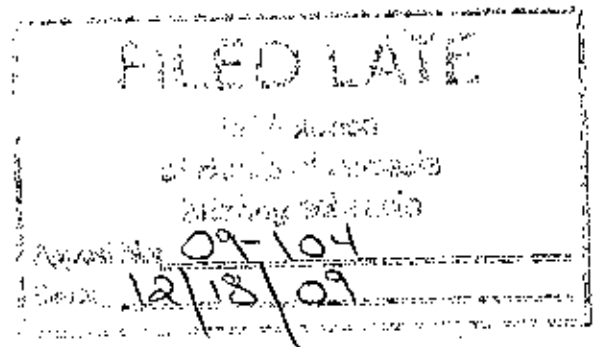
As a Bay Area resident and San Francisco businessman, I have attended all kinds of events at the Masonic Center. It is a unique facility and should continue to be made available as a public venue.

To state the obvious because the obvious needs to be stated, Masonic Center events employ people who need work...at the facility itself, as well as the parking garages, restaurants, and hotels nearby. Important and significant revenues are generated for the City of San Francisco and the Public Transportation and Bridge agencies through sales taxes, hotel taxes, parking taxes, bridge tolls and public transportation fees. Events at the Masonic Center bring people (and commercial revenues) into The City from other parts of the state and beyond that, consistent with San Francisco's intent to be an important travel and convention destination. And finally, many of the events run by entertainment promoters include environmental and charitable donations as an element in the ticket costs.

I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

David C. Mueller
2386 Heritage Oaks Drive
Alamo CA 94507 USA
925-314-1822 Home
925-351-7393 Cell
dogcharliemike@earthlink.net





k.d reed

12/19/2009 10:48 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic

As a resident of San Francisco for many years, I have enjoyed going to the Masonic Center. It's displays, live concerts, and comedy shows have left me with many of years of memories to tell my grandchildren. I do believe most of San Francisco's budget crisis can be solved with more music, or close to it. Most people depend on being entertained, so please take this into consideration.

Sincerely,
Ken Reed

Your E-mail and More On-the-Go. Get Windows Live Hotmail Free. [Sign up now.](#)

FILED LATE
in Violation
of Board of Appeals
briefing schedule
Appeal No: 09-104
Date: 12/19/09



Gene Domecus

12/20/2009 05:06 PM

To cynthia.goldstein@sfgov.org

cc

bcc

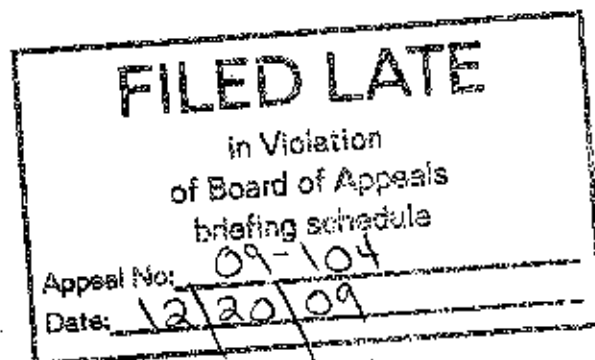
Subject Save the Masonic

Dear President Fung and Commissioners,

As a San Francisco native, I have been attending concerts and law school graduations at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco. The center is a unique part of our history and draws visitors to the city regularly to dine and enjoy our beautiful skyline. How can you really be considering closing it down?

Sincerely,

Gene & Cindy Domecus





rossano roundtree

12/18/2009 09:17 PM

To cynthia.goldstein@sfgov.org

cc

bcc

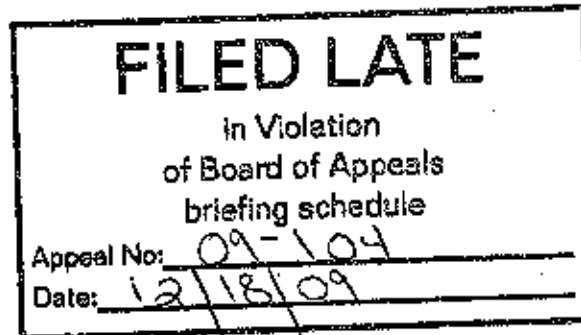
Subject Masonic Closing

President Fung and Commissioners,

I live and work here in SF, I have been attending concerts at the Masonic Center for about eight years, concerts, exhibition shows, as well as a few graduations and swearing ins. I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in this city.

Thank you,

Rossano Roundtree





Anastasia M Zita

>

12/18/2009 11:07 PM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Auditorium

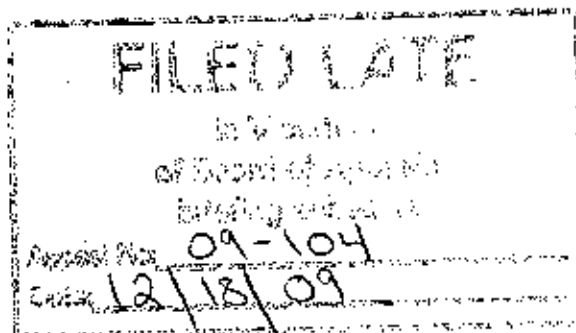
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. I remember attending the high school graduation of my older brother in 1975 when he graduated from Gabilan High School. Since then I have enjoyed many events at the center.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Anastasia Zita





12/19/2009 09:37 AM

To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Masonic Auditorium

It has been brought to my attention that consideration is being given to effectively eliminate the use of Masonic Auditorium as a venue for public performances. The long history of the use of the auditorium for events should not be changed. Please do not approve any new restrictions on the use of Masonic Auditorium.

Jim Schuppert

cell: 510-301-5812

<p>FILED LATE</p> <p>In Violation of Board of Appeals briefing schedule</p> <p>Appeal No: 09-104</p> <p>Date: 12/19/09</p>



michael tortorelli

12/19/2009 11:16 AM

To cynthia.goldstein@sfgov.org

cc

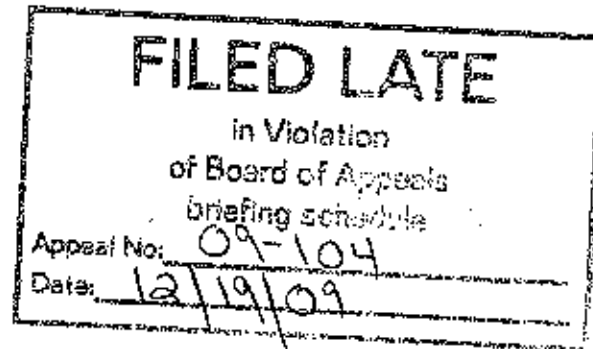
bcc

Subject Closing the Masonic

Cynthia,

As a patron and someone who has worked at the Masonic, I have appreciated fine art, music and the beauty of the Masonic for several years. I fully support keeping the Masonic open and hope that the supervisors see fit to do this.

Thank you and Happy Holidays,
Mike Tortorelli





<SVettel@fbm.com>

12/08/2009 03:17 PM

BOARD OF APPEALS

DEC 08 2009

APPEAL # 09-104

To <Cynthia.Goldstein@sfgov.org>

cc <alicebarkley@sbcglobal.net>, <acasalou@freemason.org>,
<leesmith@livenation.com>,
<mattpriesthoff@livenation.com>

bcc

Subject Appeal of Letter of Determination - Masonic Memorial Temple

I write to briefly respond to Ms. Barkley's email. If her email is distributed to the Board commissioners, please also forward this response.

As set forth in the Determination's Holder brief at page 5, within one year of the Masonic Center's opening, two building permits were issued in 1959 to enlarge the women's restroom on the lower level and to alter the women's restroom on the mezzanine level. Today, there is more than adequate women's restroom capacity in the building. Copies of both permits are in Exhibit F to our brief.

There is a box office in the southwest corner of the lobby, just to right of the Endo-Mosaic mural. That room is shown on the original 1956 plans and exists today in the same location.

Thank you.

Steven L. Vettel
Farella Braun + Martel LLP
RUSS BUILDING
235 MONTGOMERY STREET
SAN FRANCISCO / CA 94104

T 415.954.4902

F 415.954.4480

www.fbm.com

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

From: Alice Barkley [mailto:alicebarkley@sbcglobal.net]

Sent: Tuesday, December 08, 2009 12:12 PM

To: Cynthia.Goldstein@sfgov.org

Cc: Vettel, Steven (25) x4902; greg@galanos.org; 'Robert S. Epstein'; 'Stephen Gomez'

Subject: Appeal of Letter of Determination - Masonic Memorial Temple

Dear Ms. Goldstein,

Please forward the following e-mail to the commission to correct an erroneous statement in my letter to the Board dated November 12, 2009.



Paul Nauman

[Redacted]

12/17/2009 10:18 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Please help keep Masonic Center open for concerts and other events

This is a wonderful facility and it would be a shame to close it for use by performers that the public can enjoy. Please make effort to prevent the closure of the Masonic Center.

Respectfully,
Paul Nauman

FILED LATE
APPROVED
DATE 12/19/09
401-104



MEGANWARZENIAK [REDACTED]

12/17/2009 08:56 AM

To: cynthia.goldstein@sfgov.org

cc: [REDACTED]

bcc:

Subject: Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Name

Megan Warzeniak
 East Bay Resident

FILED LATE
 in violation
 of Board of Appeals
 building code 17A
 Appeal No: 09-104
 Date: 12/17/09



"Joe Herman"

12/16/2009 09:21 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

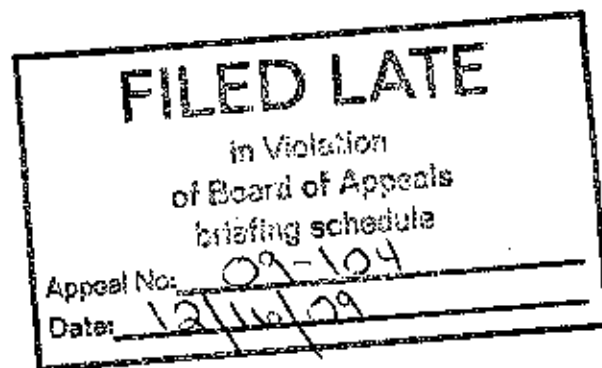
Subject Nob hill Masonic Center

Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,
Joseph Herman



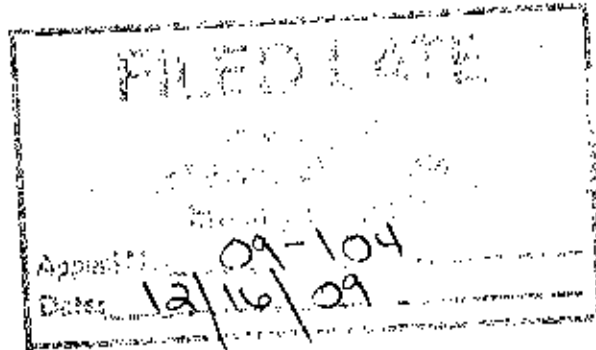


Cathy <[redacted]>
12/16/2009 09:17 PM

To cynthia.goldstein@sfgov.org
cc
bcc
Subject Save the Masonic

Having grown up in SF, I realize there are few venues that offer an intimate setting to see entertainment anymore. I don't want our only choice to be huge theatres - something is lost. I would love to see the Masonic theatre around for years to come.

Regards,
Cathy Shrier





12/17/2009 09:35 AM

To cynthia.goldstein@sfgov.org

cc

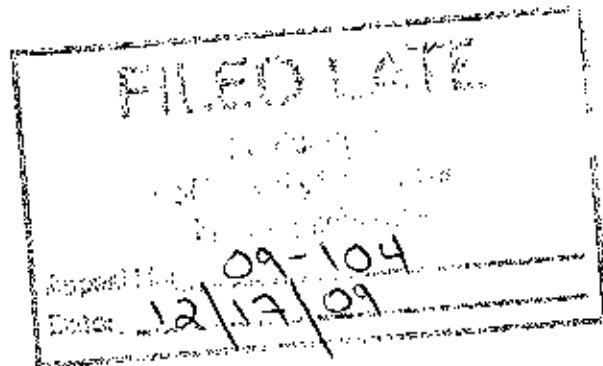
bcc

Subject SF Masonic dilemma

I was told and read that the Masonic venue possibly may close depending on how judgment is given on the case. I have been to many events at the venue. Saw relatives graduate. I would hate for people to not experience what I did at the iconic hall.

Weird too that my Grand Father was a Mason. Just hate to see it close. Yes there are places to hold shows and events in San Francisco, but none in the location where the Masonic is. One of the jewel locations of the city.

I hope this simple mail will add to your committees thought process.





Bernardino Briones
[Redacted]

12/17/2009 11:52 AM

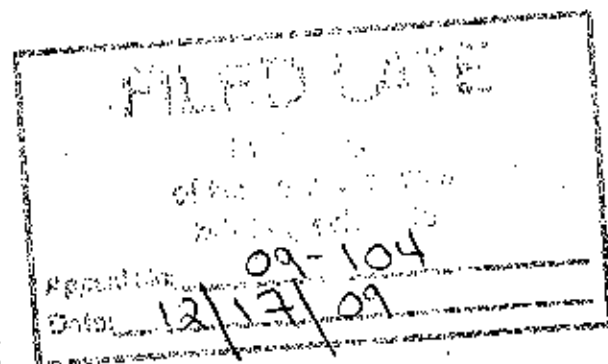
To: cynthia.goldstein@sfgov.org
cc:
bcc:
Subject: Closing of Masonic Center

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Bernardino Briones





12/16/2009 12:00 PM

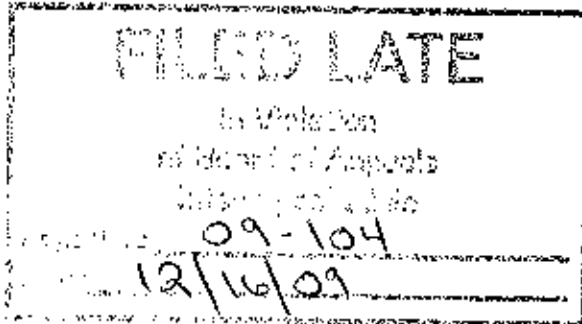
To cynthia.goldstein@sfgov.org
cc
bcc
Subject: Keep Masonic Center Open

Hi Cynthia.

My wife and I own our home and live one block from the Masonic Center. We would like to be able to enjoy events at the masonic center and would like it to remain open as an entertainment venue. I know at least one of our neighbors feels the same way.

Best regards,

Rob Howe & Linda Harrison





Dave White
[Redacted]
12/19/2009 10:22 PM

To: cynthla.goldstein@sfgov.org
cc:
bcc:
Subject: Masonic Closing

Dear President Fung and Commissioners,

My name is Dave White. I am a 51 year old, third generation San Franciscan and have been in the music industry for 30 years. It would be a shame and a loss to San Franciscans and Bay Area people to close the Masonic, not to mention the loss of jobs of the hundreds of people that work there. I feel that it is wrong for the desires of a select few people to outweigh the passions of many. I feel that this venue is essential to the arts and entertainment community of San Francisco.

Sincerely,
Dave White

FILED LATE	
Division of Board of Assessors	
Assessment Section	
Account No.	09-109
Date	12/19/09



Sean Duke Cassidy

12/19/2009 10:23 PM

To Cynthia.goldstein@sfgov.org

cc

bcc

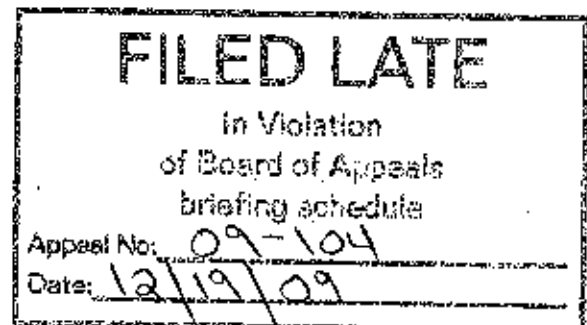
Subject Lets Keep Music, Art and Community Events at the Masonic!

Dear President Fung and Commissioners,

I am a San Francisco resident, and I have enjoyed events at the Masonic Center for many years. The Masonic Center has been doing both community and entertainment events since it opened over 50 years ago. It has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to go forward with the plans issued by the Planning Department to allow the Masonic to continue to serve the community. This will also bring much needed revenue to the city as well. Please do the right thing and allow the venue to continue to operate as it has!

Sincerely,
Sean Cassidy
3080 Alemany
San Francisco





Eric Lucchesi

12/16/2009 11:57 AM

To: cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Center

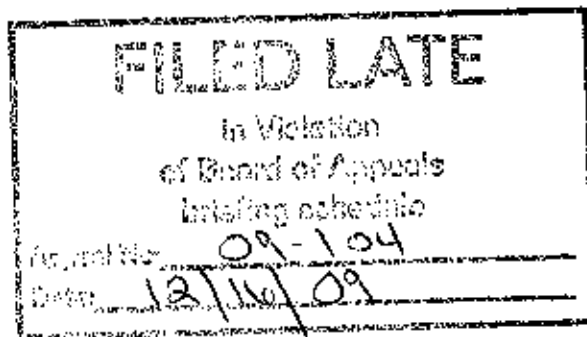
Dear President Fung and Commissioners,

As a SF resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more. I feel that is an integral part of the city and its culture. It would be an abasement to SF to lose this historical venue.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Eric Lucchesi





Susan Andrews

12/17/2009 10:39 AM

To <cynthia.goldstein@sfgov.org>

cc

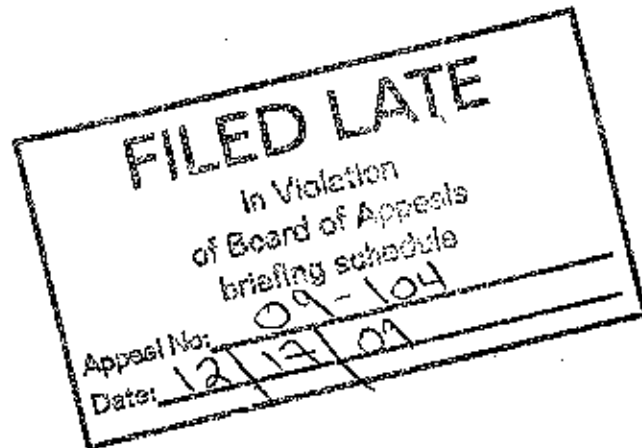
bcc

Subject: Masonic Auditorium Support

Over the years I have attended various historic concerts at the Masonic Auditorium. I have recently heard that the existence of this venue is threatened; therefore, I am writing to express my support for its continuance on Nob Hill.

I saw Bob Dylan's first plugged in concert there in the 60's, and last year I saw Rufus Wainwright there, also with a sold out audience. That's quite a span!

Susan Andrews
51 Pierce St.
San Francisco, CA 94117





Tracy Buie

12/18/2009 07:50 AM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Concerts at Masonic Center

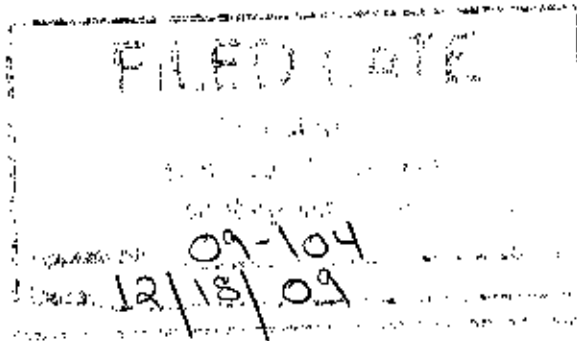
Dear Ms. Goldstein,

It has come to my attention that there is a possibility that the Masonic will no longer host concert events in the future. May I say that the city of San Francisco should not lose such an important and historic venue. And frankly, the board should not be swayed by a contentious group of neighbors. Why on earth would you live in that area if you had problems with events happening (and events that had been going on for some 50 years ?) in your local environs.

Please consider the importance of the Masonic, the jobs it creates, and revenue streams brought by this venerable institution.

Thank you,

Tracy Buie
Pacifica, CA





"Kristen C. Roath"

12/17/2009 09:37 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject Masonic Center

Dear President Fung and Commissioners,

What a loss it would be to silence the famous Masonic Center! As a Bay Area resident that loves community events and music of all kinds, I beg you to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue serving our great city. There are not enough venues of its size and historic value in the city. Please, please let us continue to use it as it has been for over 50 years.

Sincerely,
Kristen Roath





"Art Kubal"

12/17/2009 10:28 PM

To <cynthia.goldstein@sfgov.org>

cc

bcc

Subject: Masonic Hall

Ms. Goldstein,

Please keep the Masonic open for the sake of Bay Area cultural events, especially live entertainment. I support having it available for the enjoyment of Bay Area residents.

Sincerely,
O. A. Kubal
Danville, CA

FILED LATE
In Violation
of Board of Appeals
Meeting schedule
Request No. 09-104
Date 12/17/09



ELAINE BLOW

12/17/2009 11:40 PM

To: cynthia.goldstein@sfgov.org

cc: David Muetler <dogcharliemike@earthlink.net>

bcc:

Subject: Save the Masonic Center At Nob Hill

Hi

I would like to say that The Masonic Center is an integral part of SF for concerts, Cultural Events, Graduations and many more shows. The need for venues to play in SF is evident to keep it the limelight of entertainment. SF, as a first class metropolitan world community, is aware that entertainment carries a great deal of weight. The Masonic Center is such a venue and has been so for the last 50 years.

I urge the Board to uphold the letter of determination issued by the Planning Department to allow the Masonic to continue to serve the community as a cultural venue in SF.

Sincerely

Elaine Blow

FILED LATE
 in Violation
 of Board of Appeals
 briefing schedule
 Appeal No: 09-104
 Date: 12/17/09

Cynthia
Goldstein/BOA/SFGOV
12/21/2009 08:27 AM

To
cc
bcc
Subject Fw: Keep it open please!



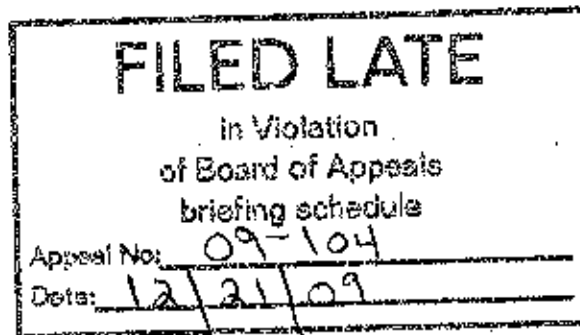
Debbie Bruffett
[REDACTED]
[REDACTED]
12/17/2009 05:58 PM

To cynthia.goldstein@sfgov.org
cc
Subject Keep it open please!

To whom it may concern:

I wanted to send an email concerning keeping the masonic center open. I understand your guys reason for wanting to no longer have concerts there but the people who moved near by where aware of this when purching there property. Not only that it is such a beautiful place to have a concert. Places like that no longer exist near where I live. I drive willing there for many of shows and would be so saddened to know that this place would simply only hold things such as conferences. I thank you for your time and I tried to keep it short since I am sure that I am one of many people sending you guys an email but could not send a little something to express my concern. Thank you again for your time.

Debbie Bruffett





12/16/2009 03:01 PM

To: cynthia.goldstein@sfgov.org

cc:

bcc:

Subject: Masonic Auditorium & hello from Ellen Forman

History: This message has been replied to.

Dear Cynthia,

I was so surprised that taking action to keep the Masonic Center operating as a concert venue led me to you!

I do want to express my support for the Masonic. I'm a long-time SF Jazz Fest member and love seeing concerts there. I understand that the Planning Dept okayed allowing Masonic to remain open but the Board of Appeals is considering reversing that.

But I can't miss the opportunity to catch up too. What department are you working in now? Are you on the Board of Appeals?

Wherever you are, I hope you're happy and well. I miss you and would love to see you.

I'll be teaching moot court at Hastings every Wednesday from 4:30 to 6:30 starting the second week of January. Perhaps we can get together before or after a class?

In the meantime, enjoy!

Best,

Ellen

<p>FILED LATE</p> <p>In Violation of Board of Appeals briefing schedule</p> <p>Appeal No: 09-104</p> <p>Date: 12/16/09</p>



Darren Svedeman

12/17/2009 05:19 PM

To cynthia.goldstein@sfgov.org

cc

bcc

Subject: Masonic Center...please keep it open for shows.

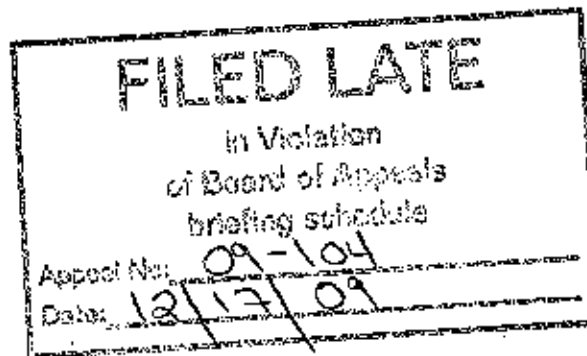
Dear President Fung and Commissioners,

As a Bay Area resident, I have been attending concerts at the Masonic Center for many years. The Masonic Center has been on Nob Hill for more than 50 years and has always been used as a venue for graduations, concerts, exhibition shows and more.

As an attendee of events at the Masonic Center, I urge the Board of Appeals to uphold the Letter of Determination issued by the Planning Department to allow the Masonic to continue to serve the community as a vital cultural venue in San Francisco.

Sincerely,

Darren Svedeman



PROPOSED CONDITIONS OF APPROVAL

February 2010

MAXIMUM OCCUPANCY AND EVENTS

1. No more than 3,500 patrons shall be permitted for events in the auditorium on the main floor level and mezzanine of the Masonic Center.
2. There shall be an annual maximum of 95 live entertainment concert events held in the auditorium during evening hours, such as live comedy, folk, pop, rock, country, blues, jazz, classical and ethnic music events, no more than 75 of which shall be general admission events without assigned seating on the main floor of the auditorium.
3. Live entertainment events shall conclude by 11:00 p.m. on weeknights (non-holiday Sunday-Thursday evenings) and 11:30 p.m. on weekends (Friday, Saturday and holiday evenings), except that up to 5 events per year may conclude by 1:00 a.m.
4. Other events that do not fall within the live entertainment events described in Condition No.2, such as ceremonies, meetings, banquets, receptions, and exhibitions may also be held at the property and would not count against the annual maximum number of live entertainment events, but shall be subject to the hours restrictions in Condition No. 3.

SECURITY AND SAFETY

5. In the event a proposed or scheduled event has presented a pattern of safety and security problems in previous concert seasons or at other venues and if the upcoming event is substantially similar to a prior event which has experienced such problems, then any event producer shall so advise the property owner and the San Francisco Chief of Police or his/her designee, who shall together consult with the promoter and its security personnel to determine whether the promoter can provide adequate safety and security for the proposed event (including security in the surrounding community and Huntington Park) through utilization of its security personnel, contracted private security and/or on-duty or off-duty Police officers. To the extent that the property owner or the Chief of Police in good faith and after consultation with the promoter reasonably determines, based entirely on the ability to provide safety and security and not on the expressive content of the event, that the promoter cannot provide adequate safety and security for any proposed event or that the event's historic pattern establishes that safety and security issues cannot be adequately handled at this venue, the Chief of Police may order that the event shall not be held.
6. For large live entertainment events (1,500 or more tickets sold), the project sponsor shall arrange for not less than two 10-B San Francisco Police officers outside the venue before, during and after the event (until patrons disburse from the neighborhood), and shall

assign project sponsor personnel outside the venue, including in Huntington Park and near Grace Cathedral, as necessary to manage patron behavior before, during and after events.

7. For general admission live entertainment events, the Project Sponsor shall institute an on-site patron queuing plan sufficient to queue up to a total of 1,500 patrons to prevent queuing and loitering on adjacent sidewalks or other public or neighboring property, including queuing on the porch outside the main doors for patrons that arrive prior to the doors opening and opening the building's 4,350 square foot lobby early should the porch queuing area become full.
8. The Project Sponsor shall maintain, update over time and provide to events personnel an events Operations Manual to include:
 - A security plan to ensure neighborhood safety before, during and after performances, including in Huntington Park and near Grace Cathedral.
 - A traffic control plan, including deployment of traffic control personnel outside the venue to assist patron unloading and loading, queuing into the garage, and enforcement of the Parking and Traffic, Loading and Performer Bus Parking conditions set forth below.
 - Trash pick-up program within two hours after each event in the four blocks bounded by Sacramento, Jones, Pine and Mason Streets.
 - Direction to event personnel to assure compliance with these conditions of approval.

PARKING AND TRAFFIC

9. The Project Sponsor shall make not less than the Planning Code required parking spaces available to the public for evening event parking within the Masonic Center Garage (a minimum of 1 parking space per 8 patron occupancy for the first 1000 patrons, plus 1 space per 10 patrons above 1000 patrons in the Auditorium).
10. There shall be a fixed parking fee for events with more than 1,500 ticketed attendees.
11. The Project Sponsor shall offer pre-paid parking to event attendees who purchase tickets in advance of the event date through an on-line ticket service. Such pre-paid parking passes shall specify the location of the garage for which the ticket has been paid (either the Masonic Center garage or any other nearby garage that enters into a cooperating agreement with the Project Sponsor for pre-paid parking) and the location of the garage's entrance.
12. The Project Sponsor shall allow a portion of pre-paid parking pass holders and monthly parkers to access the Masonic Center garage through the Pine Street loading dock prior

to large events (1,500 patrons or more) at the center to reduce vehicle queuing on California Street. The Pine Street loading dock shall also be used for exiting from the garage after events.

13. The Project Sponsor shall minimize vehicular queuing on California Street by use of one or more of the following strategies during large events (in addition to Condition Nos. 10, 11 and 12):
 - Increase traffic staffing inside the California Street garage entrance to increase the rate of vehicular entry to the garage.
 - Position security personnel (including San Francisco Police Department services when warranted) outside the garage to assist with controlling and directing traffic, including directing patrons to other nearby garages if and when the Masonic Center garage is full.
 - Convert the center lane of the existing garage entrance ramp to a second inbound lane to increase queuing room within the garage.
14. The Project Sponsor shall work with nearby public garages to facilitate notifying arriving patrons that those garages can be used to park for performances and events when the Center's garage is full.
15. The Project Sponsor shall encourage patrons to take public transit by providing information on any ticketing website of transit opportunities, including specific MUNI bus and cable car lines to use, and by offering incentives at performances, such as providing a free water or soda for those patrons who take public transit to the event.
16. The Project Sponsor shall apply to the Police Department for designation of a truck and bus loading zone and passenger zone for drop-off by taxis and other vehicles and additional garage queuing for the approximately 190-foot long curb zone on California Street between the entrance to the Center garage and Gramercy Tower (1177 California Street) driveway, to be in effect only prior to and during events at the Masonic Center. The drop-off zone shall be sufficient to accommodate a minimum of three taxis or private vehicles dropping off passengers at one time.
17. The Project Sponsor shall provide not less than 12 Class I or Class II bicycle parking spaces at the property, consistent with Planning Code Section 155.4(d)(4).

LOADING

18. The Project Sponsor shall use the Pine Street loading dock for all loading and unloading to the commercial kitchen and for normal building operation supplies.
19. The Project Sponsor shall provide fixed sound and lighting systems for the Masonic Auditorium to reduce the need for performers to load and unload sound and lighting

equipment into the building, and shall direct performers to use the house sounds and lights to avoid the need to unload and load out sound and lighting equipment. In the event a performer has special sound or light equipment that needs to be unloaded and loaded out after a performance, any such load out shall be completed by 12:00 midnight and begin no earlier than 7:00 a.m.

20. The Project Sponsor shall seek a special event “no parking” permit from the Police Department whenever it anticipates loading or bus operations on California Street and direct trucks to park in that zone. No double-parking of trucks shall be permitted. The Project Sponsor may load and unload from the California Street curb only stage sets, performance equipment and related materials associated with events and performances. Pursuant to DBI regulations, a sign shall be posted on the access ramp during loading and unloading operations that notifies disabled persons of the duration of the loading and provides specific information about alternative means of disabled access into the building, which alternative access shall be maintained at all times during loading and unloading operations on California Street.
21. To minimize noise during loading and unloading operations on California Street, the Project Sponsor shall install prior to loading and unloading activities a resilient surface material, such as rubber or vinyl, on truck ramps, pavement, sidewalk and the ramp and incorporate transition strips between different surfaces and shall direct that truck engines be turned off except when moving the vehicle or functions that require engine power are occurring, such as lowering or raising of hydraulic ramps.
22. Project Sponsor trained personnel shall manage all loading and unloading on California Street to minimize the volume of conversation and prohibit the playing of amplified music outside the building during loading and unloading, particularly during nighttime hours.
23. After unloading operations, trucks using the California Street curb loading zone shall depart the premises, park off-site, and not return for reloading until near the conclusion of the performance. No overnight curb parking of trucks shall be permitted on California Street.

PERFORMER BUS PARKING

24. During the one and one-half hour period prior to the start of large events, no more than two performer buses shall park on the south side of California Street, so that the remainder of the 185-foot long curbside area is available for attendee unloading and loading and vehicle queuing into the garage. The project sponsor shall direct any additional buses to park in other bus parking zone(s) the City chooses to designate near the corner of California and Taylor Streets, such as on Taylor Street adjacent to Huntington Park or on the north side of California Street.
25. The Project Sponsor shall provide electric power on the south side of California Street for event buses in order to ensure the quiet and clean powering of these vehicles and

shall direct that all performer buses parking at this zone connect to this electric power and not run their engines or generators.

26. The project sponsor shall seek permission from the appropriate City agency or adjacent property owners to install electric power adjacent to any other City designated bus parking zone that is within ½ block of the property, if feasible, so that, if there is a feasible method of providing electric power, the Project Sponsor shall direct performer buses to connect to this electric power and not run their engines or generators.
27. Overnight curb parking of buses or habitable trailers for performers, support staff, or other associated with the operations or productions at the property shall not be permitted on either side of California Street. The Project Sponsor shall include in any contract or agreement, or rules or guidance given to any performers, support staff, or others associated with the operations or productions at the property a requirement to abide by this condition. The Project Sponsor shall remain responsible for compliance with this condition, regardless of such notice or contractual provisions.
28. No double parking of performer buses shall be allowed at any location.

NOISE

29. The Project Sponsor shall prohibit amplified music or sound on the exterior of the building.
30. Project Sponsor personnel shall be posted outside the building prior to, during and after performances to direct patrons into the building, minimize loitering and direct patrons to promptly exit the area after performances.
31. A secure outdoor smoking plaza may be maintained on the Auditorium level at the northeast corner of the building and shall be monitored by event staff before and during performances. The smoking area shall close when the event concludes. No food and beverage service shall be provided or allowed on the smoking plaza.

FOOD AND BEVERAGE SERVICE

32. This conditional use authorization is for food and beverage uses limited to service to patrons of on-site assembly and entertainment events within the Nob Hill Masonic Center. There shall be no operations of a restaurant, either full-service or self-service, open to members of the public who are not patrons of assembly or entertainment uses within the Masonic Center.
33. There shall be no alcoholic beverage minimum purchase requirement during any entertainment and assembly events and a maximum of two alcoholic beverages per patron may be served at one time.

34. Alcoholic beverage sales in the auditorium and lobby shall be discontinued within 15 minutes of the conclusion of the last intermission, except that up to two concession areas (main floor and mezzanine) may remain open until one-half hour prior to the conclusion of live entertainment events.
35. Consistent with Department of Public Health regulations for commercial kitchens, the Project Sponsor shall install and maintain high quality air scrubbers to ensure that exhaust from the kitchen is cleaned before being released into the air.
36. All rooftop ventilation and cooling equipment shall be operated and maintained in conformance with the standards of the San Francisco Noise Ordinance, Police Code Chapter 29 (five dBA above the ambient noise level at any point outside of the property plane).

SIGNAGE

37. All existing and new signage shall be in compliance with the requirements of the Nob Hill Special Use District, Planning Code Section 238(e).

PERFORMANCE AND ENFORCEMENT

38. The Project Sponsor shall appoint a community liaison officer to deal with issues of concern to the owners and occupants of nearby properties and shall give written notice of the name, business address and telephone number of the community liaison officer to the Zoning Administrator and the owners of properties in the area bounded by Sacramento Street, Mason Street, Pine Street and Jones Street. The telephone number of the community liaison shall be monitored for a reasonable period of time prior to, during and after events until patrons have disbursed from the neighborhood.
39. The Planning Department shall report to the Planning Commission on the status of compliance with these conditions of approval within 6 months following the re-opening of the auditorium after construction is completed, and every 12 months thereafter for the first 3-1/2 years of post-construction operations. A copy of the Planning Department's report to the Planning Commission shall be provided to the Project Sponsor, the San Francisco Police Department, the Nob Hill Association (or successor organization) and the Nob Hill Legal Coalition prior to presentation to the Planning Commission.
40. Violation of the conditions contained in this Motion or of any other provisions of the Planning Code may be subject to abatement procedures and fines up to \$500 a day in accordance with Sections 176 and 176.1 of the Planning Code and actions to abate violations of this conditional use authorization in accordance with Section 303(f).
41. Should monitoring of these Conditions of Approval be required, the Project Sponsor or successors shall pay fees as established in Section 351(e)(1) of the Planning Code.

Masonic Center

ADA Ramp	<p>DBI has agreed that the disabled access ramp on California Street can be used on an occasional and temporary basis for loading operations. Pursuant to DBI regulations, a sign will be posted on the disabled access ramp during loading and unloading operations that notifies disabled persons of the duration of the loading and provides specific information about the existing alternative means of disabled access into the building.</p>
Loading	<p>All loading and unloading for catering will take place through the Pine Street entrance. Use of this dock for performance and event loading operations is infeasible. The Pine Street driveway is too narrow to accommodate the larger trucks required to carry equipment used for such events, there is no freight elevator to the Auditorium, and the back-in is too dangerous and would disrupt traffic.</p> <p>Live Nation will provide fixed sound and lighting systems in the Auditorium. These systems will be used for most performances. The use of these in-house sound and lighting systems will reduce the amount and frequency of loading this equipment into and out of the building from California Street compared to previous operations.</p>
Noise	<p>To minimize the noise from buses and trucks idling in front of the Center, electric shore power will be available on the southern side of California Street. Event buses will be required to connect to that power source in order to ensure the quiet and clean powering of these vehicles while parked on the street. No engine idling will be permitted for any purpose, including during loading and unloading operations.</p> <p>A resilient surface material, such as rubber or vinyl, will be placed on truck ramps, pavement, sidewalk and the ramp to ensure that the path from the truck to building and back will be equipped to provide sound absorption from the street into the building.</p> <p>Noise from the transition to different surfaces (e.g., between a bumpy ramp and concrete sidewalk) will incorporate transition strips. Such strips will reduce noise generation from equipment casters and/or wheels due to the abrupt change in surface conditions.</p> <p>Live Nation employees involved in loading and unloading will control their behavior and volume of conversation during loading operations. Non-Live Nation personnel will be directed to control their voice and behavior during these operations</p> <p>Amplified music or sound outside the building will be prohibited.</p>
Traffic/Parking	<p>Pre-paid parking will be offered through the Pine Street entrance to those who purchase it in advance of shows (and to monthly parkers). Traffic staffing inside the garage will be enhanced to more quickly direct cars to open parking spaces and reduce queuing on California Street.</p> <p>There will be SFPD personnel on the street that will control and direct traffic. SFPD personnel will also be trained to direct patrons to other garages and/or review the pre-paid parking tickets and direct drivers to the garage for which they have pre-paid parking (<i>if arrangement with nearby garages can be negotiated</i>).</p> <p>The incoming ticket collection process will be altered to minimize queuing. One possible measure under consideration is to convert the center lane of the garage ramp to a second inbound lane. This could potentially double the rate of cars entering the garage from California Street at any time.</p> <p>In conjunction with the sale of pre-paid parking online, the Center and Live Nation will work closely with nearby garages to facilitate notifying patrons that spaces in those garages can be used in the event that the Center's garage is full.</p>

Masonic Center

Traffic/Parking, continued	Traffic control staffing at the garage entrance and inside the garage will be increased to more quickly and efficiently direct cars to open parking spaces and reduce queuing and pedestrian conflicts on California Street.
	Credit card transactions for parking are required by San Francisco ordinance. To minimize the impact on queuing from these transactions, the Center will explore the use of credit card readers. This will speed up the confirmation of credit card transactions by roughly 25%.
	Live Nation will offer incentives, such as free water or soda, to its patrons to encourage them to take public transit to the event.
	Spaces available for monthly parking will decrease once construction starts. This will make available more garage spaces for events.
	Trucks and buses used by performers will be directed to park as far east as possible on California Street to minimize conflicts with the Gramercy driveway, with cross traffic onto California Street and pedestrians along California Street.
	To minimize cars parking for longer than it takes to drop off passengers, the Center is exploring obtaining City approval to paint a passenger (white) curb on a portion of California Street between the garage and the loading ramp. This will provide an extended queuing lane during events.
	A parking lane will be reserved in front of the Center as well as Grace Cathedral for any event that requires more than 3 busses and/or trucks. Such space would not conflict with the possible passenger drop-off zone.
Event Operations	Live Nation and the Masonic Center will have a security plan to ensure neighborhood safety before, during and after performances. This multi-pronged approach will be used to quietly move patrons from the sidewalk and plaza entrances into the building. These same personnel will monitor the crowd after the event has ended to ensure that all patrons have left the building and are not loitering in and around the Masonic Center.
	Live Nation will set up a published, direct-dial phone line that will be staffed during operating hours to ensure neighbors have a person to contact if they have any question or concerns.
	Live Nation's Masonic general manager and security director will be in close communication with the Center's residential and business neighbors to make certain residents and businesses are not inconvenienced by events at the Auditorium.
	High quality air scrubbers will be installed to ensure that exhaust from the kitchen is cleaned before being released into the air.
	The Center and Live Nation will institute a trash pick up program after each event.
Smoking	An outdoor smoking plaza has been designated on the northeast side of the building, near Taylor Street and away from the Gramercy and 1200 California. It will be monitored and enforced by Live Nation staff before, during and after performances.
Capacity	All of the seating is being removed from the floor of the Auditorium to create a more flexible gathering space. That newly available floor area will be converted to multiple terraced floors to allow for seated and standing viewing as well as cabaret and table seating. Maximum occupancy in the Auditorium will never exceed 3,500. The Exhibition Hall, which is on the lower level and used for meetings and banquets, will be reduced in area. Because of the reduction in floor area to the Exhibition Hall, there is no change to the building's overall occupancy as a result of the renovations.

Pine Street



Pine Street

Pine Street Loading Dock



Pine Street

Pine Street Loading Dock



Pine Street Loading Dock

California Street



California Street



WALKER
PARKING CONSULTANTS

135 Main Street, Suite 1030
San Francisco, CA 94105

Voice: 415.644.0630
Fax: 415.644.0637
www.walkerparking.com

February 10, 2009

Bruce R. Albert
The Albert Group, Inc.
114 Sansome Street, Suite 710
San Francisco, CA 94104

Re: Masonic Auditorium Truck Loading Dock
Loading Dock Access Study

Dear Bruce,

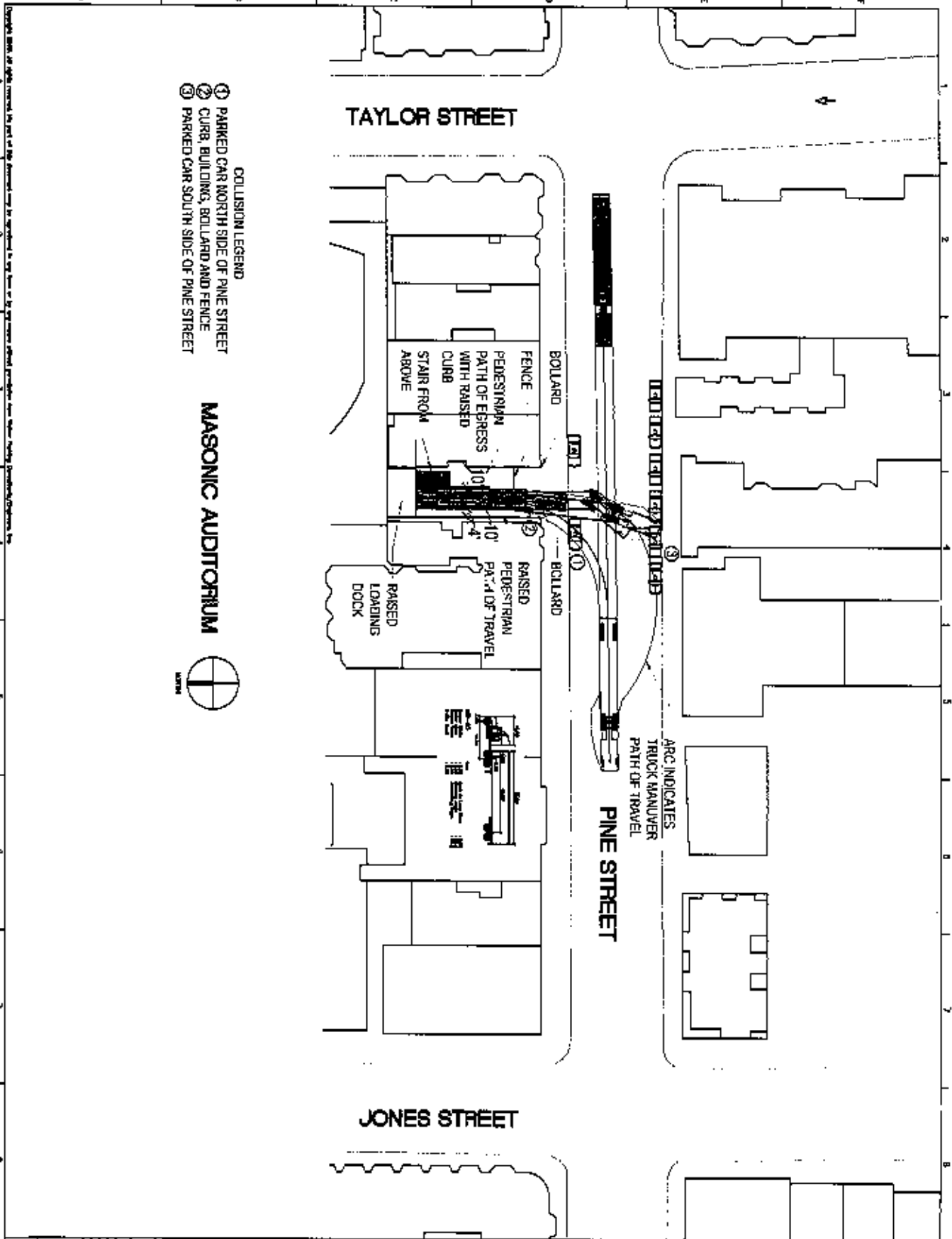
Walker Parking Consultants has completed the analysis of access to the Masonic Auditorium truck loading dock on Pine Street. We have considered the condition for a semi-trailer truck with 53 ft. trailer attempting to back into the loading dock from Pine St. Our analysis made use of AutoTurn software that simulates the turning movements and resulting encroachments of vehicles. The results of this study are presented on the attached drawing, and show that the loading dock cannot be readily accessed by this vehicle without conflict with vehicles parked on Pine Street, with the building, the fence, curbs and bollards surrounding the loading dock. Furthermore, the truck is longer than the available loading space and the cab would extend across the sidewalk, blocking pedestrian traffic on the north side of Pine Street

Should you have any questions regarding the study, please do not hesitate to give me a call.

Sincerely,

David C. Koski, P.E.
Vice President

cc. L. Hurwitz



STUDY-1	DATE	1/24/84
	BY	ARCHITECT
	CHECKED BY	ARCHITECT
	SCALE	AS SHOWN

MASONIC AUDITORIUM
TRUCK TURNING STUDY

EAST RAISED CALIFORNIA

SEALED

DATE: 1/24/84

BY: ARCHITECT

Masonic Auditorium													
Unloading Time from Center Stage - Comparison													
	Appal	Est.	Time	Time	Est.					Est.			
	Disarges	Speed	Subtotal	Subtotal	Penalty	Add	Time	Turns	Penalty	Add	Time	Subtotal	Subtotal
	(Feet)	(FPM)	(Min)	(Sec)	(No.)	(Sec)	(Sec)	(No.)	(Sec)	(Sec)	(Sec)	(Sec)	(Min)
Route 1													
to California Street													
Begin Center Stage	391	175	2:23		2	15	30	5	5	25	39	3:18	
End at back of Truck													
Route 2													
to Pine Street													
Begin Center Stage	223	175	1:27	76	2	15	30	3	5	15	121	2:02	
End at Freight Elevator #1 (Shuttle from #1 to Ground Floor)													
Freight Elevator #1 (SMD)													
	6	30	0:60	33	1	8	18	2	30	60	1:4	1:50	
Wait for Elevator to arrive													
From FE #1 to FE #2													
	126	175	0:72	43	2	15	30	2	5	10	83	1:39	
End at Freight Elevator #2 (from Ground Floor to 15 Level)													
Freight Elevator #2 (Main)													
	49	30	1:63	96		48	45	7	30	60	2:04	3:40	
Wait for Elevator to arrive													
From FE #2 to Pine St.													
	223	175	1:27	76	2	15	30	2	5	10	118	1:54	
End at back of Truck													
Grand Total for 1 Road Case to unload on the Pine Street Route: 40:54													
3:39 Times as long of an Unload													

If California Street is assumed to be able to unload in around 50 minutes (1.5 hours) then Pine Street would unload in around 304.2 minutes (5 hours)

4/17/08	8p-7	Student Educations	1964 - The Tribute	Evening	1
4/18/08	Bar	American College Testing	Foreign Service Exam	Evening	1
4/17/08	7pm	Stratemy Towers Condominium Association	Board Meeting	Evening	1
4/20/08	2pm	US Department of Homeland Security	Citizen and Immigration Services	Daytime	1
4/22/08	7:30am	Artisan College Testing	MCAT Testing	Daytime	1
4/23/08	7:30pm	American College Testing	MCAT Testing	Evening	1
4/27/08	8pm	Monterey Institute of International Studies	MLIS Reception	Evening	1
5/3/08	8:30pm	Bar Association of San Francisco	Reception for Tonya No matter what all see	Evening	1
5/6/08	11am	Events to the T	Fairfield High School Progn	Daytime	1
5/8/08	11am	UCSF - School of Pharmacy	Comprehensive Ceremony	Evening	1
5/8/08	8pm	Student Educations	1964 - The Tribute	Evening	1
5/7/08	10am	Golden Gate University - School of Business	Commemoration Ceremony	Evening	1
5/8/08	7pm	American College Testing	ASE Exam	Daytime	1
5/9/08	3pm	US Department of Homeland Security	Citizen and Immigration Services	Evening	1
5/9/08	1pm	Greenme City Towers Condominium Association	Board Meeting	Evening	1
5/11/08	7pm	May House, Inc	Dr. May & Dyer	Evening	1
5/11/08	7pm	American College Testing	ASE Exam	Evening	1
5/11/08	2pm	Golden Gate University - School of Law	Commemoration Ceremony	Daytime	1
5/13/08	2pm	Calorn a College of the Arts	Commemoration Ceremony	Daytime	1
5/13/08	9pm	SF Jazz Organization	Marla Sika	Evening	1
5/14/08	7:45pm	Association for Chinese Families of the Disabled	May Dream - China Disabled People's Art	Evening	1
5/16/08	7pm	American College Testing	ASE Exam	Evening	1
5/16/08	10pm	UCSF - School of Medicine	Commemoration Ceremony	Daytime	1
5/19/08	5pm	Innovative Events	Alameda High School Prom	Evening	1
5/20/08	10am	SF Art Institute	Commemoration Ceremony	Daytime	1
5/21/08	2pm	Hastings College of The Law	Commemoration Ceremony	Daytime	1
5/23/08	9am	US Department of Homeland Security	Citizen and Immigration Services	Daytime	1
5/25/08	7am	Shackya	White Night Out	Daytime	1
5/27/08	11am	King College of San Francisco	Commemoration Ceremony	Daytime	1
5/28/08	8pm	Floral of Performers, Inc.	Richard Alente, Elisea Bassett Foghall	Evening	1
5/29/08	6pm	UCSF - School of Nursing	Commemoration Ceremony	Evening	1
5/29/08	6:30pm	Sanction Institute of Fashion	Commemoration Ceremony	Evening	1
5/29/08	7pm	Stratemy Towers Condominium Association	Board Meeting	Evening	1
5/29/08	7pm	US Department of Homeland Security	Citizen and Immigration Services	Daytime	1
5/29/08	1pm	Uckville High School	Commemoration Ceremony	Daytime	1
5/1/08	2pm	University of the Pacific - Chemistry	Commemoration Ceremony	Daytime	1
5/1/08	8pm	St. Ann's Organization	Barbara Vase	Evening	1

8/28/06	8am	US Department of Homeland Security	Citizen Based Immigration Services	Daytime		
8/29/06		Sebastian-Hill	Wella Sebastian Future Vision Tour		2	
8/30/06		Sebastian-Hill	Wella Sebastian Future Vision Tour			
12/1/06		Sebastian-Hill	Wella Sebastian Future Vision Tour			
12/2/06		Sebastian-Hill	Wella Sebastian Future Vision Tour			
10/3/06	9am	US Department of Homeland Security	Citizen and Immigrant Services	Daytime		
10/15/06	7pm	World Ethnic Arts & Entertainment	Turkish Chocolate	Evening		
10/16/06	7pm	Glenn Terry Levee Condemniture Association	Scout Meeting	Evening		
10/19/06	7pm	SF Pop Show	S - Pop Show	Daytime		
10/20/06	6pm	SF Jazz Organizational	Leader Circle Reception	Evening		
10/21/06	8pm	Navarro Wedding Reception	Navarro Wedding Reception	Evening		
10/22/06	8pm	Navarro Wedding Reception	Fallun Gong Conference	Daytime		
10/24/06	9am	KTDTV	Citizen and Immigration Services	Daytime		
10/23/05	9am	US Department of Homeland Security	God School Fair	Daytime		
10/23/05	4pm	Knatterly Institute of International Studies	Gods Night: OJ	Evening		
10/23/05	4pm	Shopy's	Gods Night: OJ	Evening		
10/23/05	1pm	National Assoc. for College Admission Counseling	2006 Pre-forming Arts Fair	Daytime		
11/4/06	8pm	St. Jerrys Organ zatio	Alisa Cochran	Evening		
11/4/06	8:30am	Artisanal College Testing	MPRE Exam	Daytime		
11/6/06	5:30am	Artisanal College Testing	MPRE Exam	Daytime		
11/6/06		Visa USA	VISA FVOT Kick Off Meeting			2
11/7/06		Visa USA	VISA FVOT Kick Off Meeting			
11/8/06		Visa USA	VISA FVOT Kick Off Meeting			
11/9/06	8am	American College Testing	ASE Exam	Evening		
11/9/06		California Podiatric Medical Association	California Podiatric Medical Association			1
11/10/06		California Podiatric Medical Association	California Podiatric Medical Association			
11/11/06		California Podiatric Medical Association	California Podiatric Medical Association			
11/12/06		The Expo Group	Law School Admissions Council			1
11/13/06		The Expo Group	Law School Admissions Council			2
11/14/06	9am	US Department of Home and Security	Citizen and Immigration Services	Daytime		
11/14/06	9am	America College Testing	ASE Exam	Evening		1
11/14/06	9pm	America College Testing	ASE Exam	Evening		
11/20/06	7pm	Starline by Towers Condominium Association	Board Meeting	Evening		
11/24/06	7pm	Hay House Inc.	Starline by Towers	Evening		1
11/26/06	8am	US Department of Homeland Security	Citizen and Immigration Services	Daytime		
11/29/06	8am	CorPuls and Structures Inc.	Performance Based Design	Daytime		1
12/1/06		Foot Code & Setting	Lecture			1
12/1/06	8am	Action Lines	Inauguration De Camis Popular	Evening		1

2/24/07	8am-7pm	Cascade University	Winter Commemorative Ceremony	All Day	1
3/2/07	9am-5pm	UT & Corpary	The Merchandise Sale	Daytime	2
3/4/07	9am-4pm	UT & Corpary	The Warehouse Sale	Daytime	1
3/9/07	8am-11pm	Live Nation	Vibe Games Live	Evening	1
3/16/07	8pm-10pm	SE Jazz Organization	Elizama's	Evening	1
3/16/07	7am-1pm	American College Testing	WERE EXAM	Daytime	1
3/16/07	9am-12pm	American College Testing	MPRE EXAM	Daytime	1
3/17/07	9am-11am	US Department of Homeland Security	Citizen and Immigration Services	Daytime	2
3/17/07	7pm-10pm	Youth Speaks, Inc.	Village Clothing Expo	All Day	1
3/17/07	9am-8pm	Village Exhibitions, Inc.	Grand Start Finley Teen Poetry Slam	Evening	1
3/18/07	9am-8pm	Village Exhibitions, Inc.	Village Clothing Expo	Daytime	2
3/23/07	7pm-10pm	Hawthorn, Inc.	Village Clothing Expo	Daytime	1
3/23/07	8am-5pm	20th Century Fox	Cardinal Mysic	Evening	1
3/27/07	5am-11am	US Department of Homeland Security	Crew Meeting - "Jungman"	All Day	3
3/29/07	5pm-3pm	Top Bullion	Citizen and Immigration Services	Daytime	1
3/30/07	7pm-10pm	Wetzel Clothing	Top Button Designer Shopping Event	All Day	1
3/30/07	7am-10am	American College Testing	E-Yogic Corcoran Fashion Show	Evening	1
3/31/07	7am-10am	856 Valerie	NOIDA Exam	Daytime	1
4/3/07	8pm-12pm	American College Testing	NOIDA Exam	Evening	1
4/3/07	8pm-12pm	City Arts & Lectures	NOIDA Exam	Evening	2
4/3/07	6:30pm-8pm	California Academy of Sciences	AI Go's	Evening	1
4/17/07	8am-11am	US Department of Homeland Security	AI Go's Pre-arrival recognition	Daytime	1
4/17/07	1pm-3pm	California Culinary Academy	Citizen and Immigration Services	Daytime	1
4/18/07	3pm-6pm	Private Party	Commemorative Ceremony	Daytime	2
4/18/07	8pm-10:30pm	SE Jazz Organization	Private Party	Evening	1
4/20/07	10am-5pm	Martha Hunt Productions, Inc.	Dave Entbeck	Daytime	3
4/21/07	8am-8pm	Martha Hunt Productions, Inc.	Crew Feeding - Fox Sports	All Day	1
4/21/07	8pm-12am	Martha Hunt Productions, Inc.	Crew Feeding - Fox Sports	All Day	1
4/22/07	7:30pm-11:30pm	Martha Hunt Productions, Inc.	Crew Feeding - Fox Sports	All Day	3
4/24/07	9am-11am	US Department of Homeland Security	Chinese New Year Carousal	Daytime	1
4/25/07	8pm-10:30pm	Bill Graham Enterprises	Citizen and Immigration Services	Evening	1
4/26/07	6pm-8pm	Martha Hunt Productions, Inc.	AI	Evening	1
4/26/07	11am-3pm	Frederick State University - Business School	Reception	Daytime	1
4/26/07	11am-3pm	UCSF School of Pharmacy	Commemorative Ceremony	Daytime	1
4/28/07	7pm-9pm	Facing History and Other via National Foundation	Ushin Peitang Sale	Evening	1

5/18/07	9am-11am	US Department of Homeland Security	Citizen and Immigrant Services	Daytime	1
5/18/07	7p-11pm	American College Testing	ASLE Exam	Evening	1
5/19/07	1p-3pm	California College of the Arts	Commemorative Reception	Daytime	1
5/19/07	7p-11pm	American College Testing	ASE Exam	Evening	1
5/19/07	2pm-4pm	Golden Gate University - School of Law	Commemorative Ceremony	Daytime	1
5/19/07	2pm-4pm	California College of the Arts	Commemorative Ceremony	Daytime	1
5/19/07	1pm-5pm	UCSF - School of Medicine	Commemorative Ceremony	Evening	1
5/19/07	7pm-11p-1	American College Testing	ASE Exam	Daytime	1
5/19/07	2pm-5pm	San Francisco Art Institute	Commemorative Reception	Daytime	1
5/19/07	8pm-1030pm	Bill Braverman Presents	Glady Kirge	Evening	1
5/19/07	7pm	Home to the T	Deer Valley Pro	Evening	1
5/19/07	1pm-1230pm	Sa - Francoeur Art Institute	Commemorative Ceremony	Daytime	1
5/19/07	6pm-12am	Events to the T	Fairfield High School Pro	Evening	1
5/22/07	2pm-6pm	Hastings College of The Law	Commemorative Ceremony	Daytime	1
5/22/07	9am-11am	US Department of Homeland Security	Citizen and Immigrant Services	Daytime	2
5/23/07	7p-12am	Shocky's	Girls Night Out	Evening	1
5/24/07	7p-12am	Shelley's	Girls Night Out	Evening	1
5/26/07	1pm-130pm	City College of San Francisco	Commemorative Ceremony	Daytime	1
5/26/07	10a-11pm	Was:il RCPBA	Boydque Bonanza	Daytime	3
5/26/07	8am-10p-1	Roadshow Productions	Dancey Movie Premier	All Day	1
5/26/07	8am-12a-1	Roadshow Productions	Dancey Movie Premier	All Day	1
5/26/07	8am-8pm	Roadshow Productions	Dancey Movie Premier	All Day	1
5/26/07	8am-5pm	Roadshow Productions	Dancey Movie Premier	All Day	2
5/26/07	8pm-10pm	Arco Productions LLC	Patrick Bruel	Evening	1
5/30/07	8am-11am	US Department of Homeland Security	Citizen and Immigrant Services	Daytime	1
5/30/07	8am-11am	University of the Pacific - Dentistry	Commemorative Ceremony	Daytime	1
5/30/07	8am-830pm	UCSF - School of Nursing	Commemorative Ceremony	Evening	2
5/30/07	8am-330pm	SF - Jazz Organization	Celestial Evora	Evening	1
5/30/07	630pm-830pm	Facilities Division of the State of California	Commemorative Ceremony	Evening	1
5/30/07	7:30pm-11pm	World Ethnic Arts & Entertainment	Commemorative Ceremony	Evening	1
5/30/07	1pm-330pm	Uk-Vi-Manding High School	Commemorative Ceremony	Daytime	1
5/30/07	8p-1030pm	Hezz Productions	Jay Bevil	Evening	1
5/30/07	1p-4p-1	UCSF - School of Dentistry	Commemorative Ceremony	Daytime	1
5/30/07	9am-11am	US Department of Homeland Security	Citizen and Immigrant Services	Daytime	1
5/30/07	3pm-1030pm	SF Jazz Organization	Catfish 3-cw1	Evening	1
5/30/07	730pm-11pm	Sismocolla Entertainment	Level to Laugh	Evening	1
5/30/07	8am-4pm	T & Company	The Wine Course Sale	Daytime	2

9/21/07	11am-4pm	JI & Company	Tree Warehouse Sale	Daytime	2	
9/21/07	10am-4pm	JI & Company	Tree Warehouse Sale	Daytime		
9/19/07	10am-6pm	Henry Wilson Coll Library and Museum	The Inlited Eye	Daytime		
9/19/07	8am-10am	Vintage Exhibitions, Inc.	Vintage Clothing Expo	All Day	2	
9/22/07	9am-4pm	Vintage Exhibitions, Inc.	Vintage Clothing Expo	Daytime		
9/24/07	11am-5pm	Vintage Exhibitions, Inc.	Vintage Clothing Expo	Daytime	1	
9/25/07	6pm-1030pm	St Jazz Organization	John McLaughlin	Evening		
9/25/07	9am-11am	US Department of Homeland Security	Citizen and Immigration Services	Daytime		
9/26/07	8am-10pm	Grand Lodge of California	Annual Convention	All Day		
9/27/07	8am-10pm	Grand Lodge of California	Annual Convention	All Day		
9/28/07	8am-10pm	Grand Lodge of California	Annual Convention	All Day		
9/29/07	8am-10pm	Grand Lodge of California	Annual Convention	All Day		
9/30/07	8am-5pm	Grana Lodge of California	Annual Convention	Daytime		
10/1/07	8am-2pm	Grana Lodge of California	Annual Convention	Daytime		
10/1/07	11am-7pm	Henry Wilson Coll Library and Museum	The Inlited Eye	All Day	2	
10/2/07	5pm-9pm	CSQ, Inc. - Fall Synchords	CS World M&A Tour	All Day		
10/2/07	7am-7pm	Henry Wilson Coll Library and Museum	The Inlited Eye	All Day		
10/2/07	7am-7pm	Henry Wilson Coll Library and Museum	The Inlited Eye	All Day		
10/3/07	8am-4pm	San Francisco Unified School District	Student Assistance Program	Daytime	1	
10/3/07	8am-4pm	San Francisco Unified School District	Student Assistance Program	Daytime		
10/4/07	8am-4pm	San Francisco Unified School District	Student Assistance Program	Daytime		
10/4/07	7am-7pm	Henry Wilson Coll Library and Museum	The Inlited Eye	All Day	2	
10/2/07	7pm-10pm	S - Pop Show	GF Pop Show	Evening		
10/6/07	10am-6pm	Henry Wilson Coll Library and Museum	The Inlited Eye	Daytime		
10/6/07	8pm-1030pm	Roller Planet Entertainment	Frankie Valli and the Four Seasons	Evening	1	
10/7/07	8am-11pm	Association for Children, Families of the Disabled	My Dream	Evening		
10/7/07	10am-4pm	Henry Wilson Coll Library and Museum	The Inlited Eye	Daytime		
10/8/07	8pm-10pm	Jonas and Soren Production	Pyra's Concert	Evening	1	
10/10/07	3pm-11pm	AEG, LLC	Arnie Lemon	Evening	1	
10/10/07	9am-11am	Department of Homeland Security	Citizen and Immigration Services	Daytime		
10/11/07	530pm-8:30pm	Tom Burton	Designer Shopping Event	All Day	2	
10/11/07	8am-8pm	Law School Admission Council, Inc.	Law School Expo	All Day	1	
10/14/07	8pm-1030pm	Bill Graham Entertainment	Australian Flirt Flyd concert	Evening	1	
10/15/07	8am-10pm	Incustria Design Society of America	Incustria Design World Trade	All Day		
10/16/07	8am-10pm	Incustria Design Society of America	Incustria Design World Trade	All Day		
10/17/07	8am-10pm	Incustria Design Society of America	Incustria Design World Trade	All Day		
10/18/07	8am-10pm	Incustria Design Society of America	Incustria Design World Trade	All Day		
10/18/07	8am-10pm	Industrial Design Conference	Industrial Design Conference	All Day		
10/18/07	8am-10pm	Industrial Design Conference	Industrial Design Conference	All Day		
10/19/07	8am-10pm	Industrial Design Conference	Industrial Design Conference	All Day		
10/19/07	8am-10pm	Industrial Design Conference	Industrial Design Conference	All Day		

10/20/07	8am-3pm	Industrial Designers Society of America	Industrial Design Conference	All Day	1
10/21/07	8am-6pm	Philippine Children's Fund of America	Concert	Evening	1
10/23/07	9am-11am	Department of Homeland Security	Citizen and Immigration Services	Daytime	1
10/23/07	7am-7pm	Manalalison & Associates	Regis Corporation	All Day	1
10/24/07	8am-5pm	Manalalison & Associates	Regis Corporation	Daytime	1
10/25/07	8am-5pm	Manalalison & Associates	Regis Corporation	All Day	2
10/25/07	8am-12am	Manalalison & Associates	Korner in the Americas Regional	Evening	1
10/25/07	8pm-12am	Manalalison & Associates	Korner in the Americas Concert	Evening	1
10/26/07	7pm-9:30pm	Manalalison & Associates	Dr. John	Evening	1
10/27/07	8pm-10:30pm	SF Jazz Organization	Performing Arts Fair	Daytime	1
10/27/07	4pm-6pm	National Assoc. for College Admission Counseling	Orwell's Colmar	Evening	1
10/28/07	7pm-9:30pm	SF Jazz Organization	Orwell's Colmar	Evening	1
10/29/07	4pm-5pm	Monteury Institute of International Studies	Graduate School Fair	Daytime	1
11/1/07	8am-10:30pm	Warren Miller - Entertainment	Warren Miller's Playground Film	Evening	1
11/2/07	8pm-10:30pm	SF Jazz Organization	Raw Sharke	Evening	1
11/3/07	5:30p-11pm	Kathryn Discol	Wanda Rea Rea Rea	All Day	2
11/3/07	8:30a-11:30a	American College Testing	MPRE Exam	Daytime	1
11/4/07	9:30a-2:30pm	American College Testing	MPRE Exam	Daytime	2
11/6/07	8:30a-5:30pm	Shackys	Girls Night Out	Daytime	1
11/6/07	5pm-11pm	Shackys	Girls Night Out	All Day	1
11/6/07	9am-11am	US Department of Homeland Security	Citizen and Immigration Services	All Day	1
11/7/07	5pm-11pm	Shackys	Girls Night Out	Evening	2
11/9/07	7pm-11pm	American College Testing	ASE Exam	Evening	1
11/9/07	8pm-10:30pm	Live Nation	Fest Occant	Evening	1
11/10/07	8pm-10:30pm	SF Jazz Organization	Herbie Hancock	Evening	1
11/12/07	2pm-8pm	Law School Admission Council Inc	Law School Forum	All Day	1
11/13/07	2pm-11pm	American College Testing	ASE Exam	Evening	1
11/13/07	7pm-11pm	American College Testing	ASE Exam	Evening	1
11/13/07	8pm-11pm	SF Jazz Organization	Oscar's Volano	Evening	1
11/20/07	8am-11am	US Department of Homeland Security	Citizen and Immigration Services	Daytime	1
11/20/07	8am-4pm	San Francisco Unified School District	Student Assistance Program	Daytime	1
11/30/07	8pm-10:30pm	SF Jazz Organization	SF Jazz Yousou N Dour	Evening	1
12/1/07	7pm-9pm	Bill Graham Entertainment, Inc	Kathy Griffin (Two Shows)	Evening	1
12/1/07	7pm-9pm	Bill Graham Entertainment, Inc	Kathy Griffin (Two Shows)	Evening	2
12/2/07	2pm-4pm	Regis LLC	Holiday Jam with the Regis Band	Evening	1
12/2/07	8am-8am	Regis LLC	Holiday Jam with the Regis Band	Evening	1
12/4/07	9am-11am	Department of Homeland Security	Citizen and Immigration Services	Daytime	1
12/5/07	12pm-3pm	Yahoo!	Yahoo! Creative Summit	Daytime	1

12/21/07	8pm-10:50pm	Bill Graham Enterprises, Inc.	Bill & Ragan	Evening	1	
12/27/07	8pm-10pm	Premiere Radio Network	Glenn Beck	Evening	1	
12/28/07	8pm-10pm	Asheville Marketing Group	George Larr "Always" in Concert	Evening	1	
12/28/07	10am-3pm	Vesuvio Pizzeria	Yostil Squas Presents Bourque Bonanza	Daytime	1	
12/21/07	7pm-10pm	USF - Ivaite Dinner Party	Gravitation Party	Evening	1	
12/18/07	8am-11am	Department of Homeland Security	Citizen and Immigration Services	Daytime	2	
12/22/07	11am-4pm	JT & Company	The Warehouse Sale	All Day	1	
12/23/07	11am-4pm	JT & Company	The Warehouse Sale	All Day	1	
12/26/07	8am-8pm	Bill Graham Enterprises, Inc.	Van Morrison	All Day	1	
12/27/07	7:30pm-10pm	Bill Graham Enterprises, Inc.	Van Morrison	Evening	1	
12/28/07	7:30pm-10pm	Bill Graham Enterprises, Inc.	Van Morrison	Evening	1	
12/29/07						Not days that a truck was unloaded on CA Street
12/29/07	8pm-11pm	Julie Tinker and Jacob Ward	Wedding Reception	Evening	1	160 Street 180
11/30/03	10am-11am	Department of Homeland Security	Citizen and Immigration Services	Daytime	1	
11/30/03	11am-11pm	USPS	USPS Stamp Event	Daytime	1	
11/15/03	7pm	Garrison Towers Condominium Association	Board Meeting	Evening	1	
11/23/03	8am	Academy of Art College	Academy of Art Orientation	Daytime	1	
11/29/03	7am	Garrison Towers Condominium Association	Board Meeting	Evening	1	
11/1/03		EE Corp	John Edwards	Evening	1	
11/2/03		JEE Corp	John Edwards	Evening	1	
11/7/03	5:30pm	International Inter-Denial Assoc. North California	ILDA - NC Honor Awards	Evening	1	
11/8/03	8:30am	Center for Religion, Ethics and Social Policy	Engineers for a Sustainable World 2003	Daytime	1	
11/9/03	8:30am	Center for Religion, Ethics and Social Policy	Engineers for a Sustainable World 2003	Daytime	1	
11/9/03	7:30pm	Star Marg Jrc.	Spring Festival Concert	Evening	1	
11/10/03	8pm	Michelle Aquino Sen Quia	Rox & So. U.S. Tour	Evening	1	
11/12/03	10am	Department of Homeland Security	Click and Link Migration Services	Daytime	1	
11/15/03	8am	UCSF Dentistry Alumni	UCSF January Alumni	Daytime	1	
11/18/03	8am	UCSF Dentistry Alumni	UCSF Dentistry Alumni	Daytime	1	
11/20/03		StreetLife Events	Salesforce.com Sales Meeting			
11/21/03		StreetLife Events	Salesforce.com Sales Meeting			
11/21/03		Milk Production	Movie Filming			
11/21/03	3pm	Bill Graham Enterprises, Inc.	Video Games Live	Evening	1	
11/22/03		Milk Production	Movie Filming			

5/14/08	9:55am	Department of Homeland Security	Citizen and Immigration Services	Daytime	
5/15/08	8pm	American College Testing	American College Testing	Evening	
5/15/08	8pm	City Arts & Lectures	Barbara Walters	Evening	1
5/16/08	2pm	Golden Gate University School of Law	Commencement Ceremony	Daytime	1
5/17/08	1pm	San Francisco Art Institute	Commencement Ceremony	Daytime	1
5/22/08	11am	UCSF - School of Medicine	Commencement Ceremony	Daytime	1
5/23/08	11am	Lucy Walker High School	Commencement Ceremony	Daytime	1
5/24/08	7pm	City College of San Francisco	Commencement Ceremony	Evening	1
5/24/08	7pm	Carlyle School for the Arts	Commencement Ceremony	Evening	1
5/24/08		B.A.R.B.R.	BAR Exam Review		1
5/25/08		B.A.R.B.R.	BAR Exam Review		1
5/25/08		B.A.R.B.R.	BAR Exam Review		2
5/27/08	8pm	Bill Graham Enterprises, Inc.	Flight of the Dancer's concert	Evening	1
5/27/08		B.A.R.B.R.	BAR Exam Review		1
5/28/08		B.A.R.B.R.	BAR Exam Review		3
5/28/08		Fixate - Winlaw and Associates	Walle Movie Premiere and Party		
5/30/08		Fixate - Winlaw and Associates	Walle Movie Premiere and Party		
5/31/08		Fixate - Winlaw and Associates	Walle Movie Premiere and Party		
5/17/08		Fixate - Winlaw and Associates	Walle Movie Premiere and Party		2
5/20/08		Fixate - Winlaw and Associates	Walle Movie Premiere and Party		1
5/30/08	7pm	Landmark Education	Crash - A Graduate Event	Evening	2
5/4/08		Shooby's	Girls Night Out		
5/6/08		Shooby's	Girls Night Out		
5/6/08	3pm	UCSF - School of Nursing	Commencement Ceremony	Evening	1
5/10/08	10am	Department of Homeland Security	Citizen and Immigration Services	Daytime	
5/10/08		University of the Pacific - Dentistry	Commencement Ceremony		1
5/11/08	8am	San Francisco Unified School District	SF Unified School District - 3 High School	Daytime	1
5/20/08	8am	San Francisco Unified School District	SF Unified School District - 3 High School	Daytime	1
5/4/08	2pm	UCSF - School of Dentistry	Commencement Ceremony	Daytime	1
5/4/08	2pm	University of the Pacific - Dentistry	Commencement Ceremony	Daytime	1
5/15/08	8:30pm	Esplanade Institute of Design	Tal Maral Kels DJ Band	Evening	1
5/23/08	8pm	SF Jazz Organization	Citizen and Immigration Services	Daytime	1
5/24/08	10am	Department of Homeland Security	Citizen and Immigration Services	Evening	1
7/27/08	7:30pm	SF Jazz Organization	Citizen and Immigration Services	Evening	1
7/17/08	7:45am	American Society of Anesthesiologists	Citizen and Immigration Services	Daytime	1
7/15/08	10am	Department of Homeland Security	Citizen and Immigration Services	Daytime	1
7/26/08	8pm	Bill Graham Presents	Crash - A Graduate Event	Evening	1

10/22/05	8am	Apple Inc.	Apple Retail Store Training Event		Evening	0	
10/23/05	8am	Apple Inc.	Apple Retail Store Training Event		Evening	3	
11/5/08	10am	Bill O'Neir	Entreprisee Inc.	Experience Hendrix	Daytime	1	
11/5/08	10am	Department of Homeland Security	Citizen and Immigration Services	MPRE Exam	Daytime	1	
11/8/08	8am	American College Testing	MPRE Exam	MPRE Exam	Daytime	1	
11/8/08	8am	American College Testing	MPRE Exam	MPRE Exam	Daytime	1	
11/30/08	8:30pm	American College Testing	MPRE Exam	MPRE Exam	Evening	1	
11/24/08	7pm	Bill Graham Entertainment, Inc	One Republic Concert	ASE Exam	Evening	1	
11/18/08	5:30am	American College Testing	Citizen and Immigration Services	ASE Exam	Evening	1	
11/18/08	10am	Department of Homeland Security	Citizen and Immigration Services	ASE Exam	Evening	1	
11/20/08	5:30am	American College Testing	Citizen and Immigration Services	ASE Exam	Evening	1	
11/20/08	5:30am	American College Testing	Citizen and Immigration Services	ASE Exam	Evening	1	
11/22/08	8am	City Arts & Lectures	Fashion Institute of Design	Fashion Institute of Design	Daytime	1	
11/22/08	8am	City Arts & Lectures	Fashion Institute of Design	Fashion Institute of Design	Daytime	1	
11/23/08	8am	Bill Graham Presents	Cher and Clint Cling Concert	Cher and Clint Cling Concert	Evening	1	
12/9/05	7:15am	Department of Homeland Security	Citizen and Immigration Services	Citizen and Immigration Services	Daytime	1	# of days that a truck was unloaded on CA Street
12/17/05	10am	Department of Home and Security	Citizen and Immigration Services	Citizen and Immigration Services	Daytime	112	CA Street 112
							3 year Average # of days that a truck was unloaded on CA Street 125

SFGate.com

Talks stall in fight over Nob Hill venue

John Coté, Chronicle Staff Writer

Sunday, February 21, 2010



Bob Dylan kicked it at the top of Nob Hill in 1964 before a packed house at the Masonic Center - now the focus of a protracted fight between a global concert promoter and well-heeled neighbors who don't want it to become the city's next major entertainment venue.

Proponents say revitalizing the 1950s-era building would be an economic boon to San Francisco and stanch the migration of entertainment dollars to renovated venues elsewhere, like the Fox Theater in Oakland. But residents worry noise, traffic and crime will sully one of San Francisco's most storied neighborhoods.

Both sides have enlisted lawyers and politically connected consultants in a yearlong spat that has drawn in Mayor Gavin Newsom, who asked his economic development chief, Michael Cohen, to try to broker a compromise.

That effort stalled late Friday over a dispute about allowing trucks to unload in front of the venue on California Street, participants said, and the plan to renovate the 52-year-old auditorium and boost the number of concerts to 70 a year. The two sides appear to be headed for a showdown next week before the Planning Commission. The outcome is likely to be appealed to the Board of Supervisors.

"We're in this for the long haul," said Stephen Gomez, who's lived in the neighborhood for more than 30 years and has an office next to the Masonic Center.

Gomez and a coalition of neighbors say they're not opposed to concerts at the auditorium, just to a spike in their frequency without serious steps to address concerns. Others oppose handing over the reins to Live Nation outright.

The Masons want to lease the center long-term to the event promotion giant, which has been seeking a mid-size venue in San Francisco since it lost the Warfield Theater to promoter AEG Live in 2008.

Venue changes

The plan calls for \$5 million to \$6 million in renovations, including pulling out fixed seats and terracing the auditorium floor, allowing for uses like open-floor general admission shows and

cabaret-style table seating. A state-of-the-art sound and light system would be added to reduce the equipment necessary to unload.

The venue would get a full commercial kitchen and eight bar or concession areas. The capacity for the auditorium would increase from 3,282 people to 3,500 during general admission shows. Events would range from concerts to high school graduations to banquets to corporate meetings. The exterior would remain as is.

"It was at one time a very vibrant facility in San Francisco ... and it still can be today," said Allan Casalou, grand secretary for the Masons of California. "The problem is, things have changed over the last 50 years, and the auditorium hasn't."

Residents' concerns

Neighbors are concerned the changes will create throngs of youth before general admission shows, vandalism, traffic headaches, parking problems and safety concerns after thousands of potentially drunk fans stream out of an auditorium across the street from Grace Cathedral and idyllic Huntington Park. They also point to recent shootings outside a club in North Beach and a concert venue on Van Ness Avenue as warning signs.

The Masons and Live Nation, which has been operating the Masonic Center for just over a year, wrote to residents in June saying that during more than a dozen of their recent events, "there have been no arrests, assaults or underage drinking; nor has there been harm done to Huntington Park."

Negotiations and 41 conditions that Live Nation has suggested - from security guards to neighborhood trash-pickup crews to pre-paid parking through a separate garage entrance - have allayed some concerns.

"If you do things cleverly and you plan accordingly, you can address a lot of this stuff," Gomez said.

But there are different factions among the opponents, including the more hard-line Protect Nob Hill. On its Web site the group says it wants to "prevent Live Nation from producing concerts at the Masonic Auditorium."

"You deserve a good night sleep. Don't let Live Nation take it away," their slogan reads.

Live Nation executive Lee Smith suggested some opponents are simply motivated by a case of "not in my backyard."

"This isn't sleepy town USA," Smith said. "I've met with some of these people, and when the cable car is going by, I can't hear what they're saying."

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