

Subject: Re: Upzoning plan impact [NOT a form letter]

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Dear Commissioners –

This is NOT a form letter.

My husband and I have been residents of Ingleside Terraces for the past 24 years. We raised our two daughters in San Francisco, and one has just returned to San Francisco after college to work at UCSF, and is renting in Noe Valley. We love San Francisco, and want to see it continue to thrive.

Ingleside Terraces is a historically significant neighborhood, established in the early 1900s as one of the historic residence parks that citizens (and developers) of San Francisco had the foresight to create in order to **keep families** in the city. Our neighborhood includes the [Ingleside Terraces Sundial](#), on the SF Historical Registry. Our adjacent neighborhoods include the historic residential communities of Lakeside, Balboa Terrace, St. Francis Wood and West Portal.

I participated in the hearing on February 1st and was saddened to hear how this [upzoning plan](#) will **hurt single family residences and neighborhoods**. In addition, this proposal threatens **small and local businesses** in our neighborhoods – restaurants, retailers and service providers – where we eat, shop and live.

What's more, the proposal did not acknowledge the **existing** plans in *our* backyard ([Stonestown](#) (3500 units), [Park Merced](#) (8500 units), SF State (~? 500+). These three projects – again, in our backyard - account for almost **15% of the 85,000 state target**. We support these west side projects to increase density. In addition, we support **concentrating upzoning** (and even going taller!) where there are already large multi-story buildings along the Ocean Ave & 280 intersection.

While we are not able to advocate for changes across the entire city (and hope your team will review each neighborhood, each building specifically), we respectfully ask you to make the following changes:

- 1. Remove all upzoning along Junipero Serra** – Junipero Serra is **not** a commercial corridor. It's almost completely lined with residences that are part of historically significant neighborhoods. Specifically –
 - Remove all upzoning along Junipero Serra in **Ingleside Terraces** (parcels 6902009 to 6924006)
 - Remove all upzoning along Junipero Serra in **Lakeside** (parcels 7229A001A to 7241021)
 - Remove all upzoning along Junipero Serra in **Balboa Terrace** (parcels 3250014 to 3250006)
 - Remove all upzoning along Junipero Serra in **St Francis Wood** (parcels 3069020, 3098020 to 3098010)
 - Remove all upzoning along Junipero Serra in **Merced Heights** up to Shields Ave (parcels 6999001 to 7000024)
- 2. Protect our neighborhoods that are on Ocean Avenue** by removing upzoning on the single family homes that are part of **Ingleside Terraces & Balboa Terrace**. Specifically –
 - Remove upzoning along Ocean Avenue in **Ingleside Terraces** (parcels 6908030, 6908001 to 691400)
 - Remove all upzoning along Ocean Avenue in **Balboa Terrace** (parcels 3257017 to 3267016A)
- 3. Reduce the height planned for the building (parcel 6901001A) at the corner of Ocean Avenue and Junipero Serra from 14 stories to 6 stories.** It is adjacent to residential neighborhoods

and small businesses. At 14 stories, it would completely overshadow the neighborhood (see photos below).

4. **Protect the vibrancy of West Portal.** West Portal Avenue is a jewel of a commercial street. We are not urban planners or architectural historians, but we spend most of our time in West Portal because of the coffee shops, book and record store, restaurants, craft shops and bars. These are thriving small businesses. What we've observed across San Francisco – whether on Ocean Avenue or Market Street or the Fillmore – when large buildings go up, small and local businesses are replaced with lobbies and garages. We've observed that when space is held for retail, developers hold out for the national brands. They appear to have no incentive to rent out a space – so those places are boarded up and left empty.

We have provided visual examples below.

Ingleside Terraces homes that would be destroyed by upzoning:

		
<p>View into Ingleside Terraces from Ocean Ave where 6 story upzoning is planned</p>	<p>Ingleside Terraces home on Ocean Ave that would be destroyed</p>	<p>Ingleside Terraces home on Ocean Ave that would be destroyed</p>

		
<p>Ingleside Terraces homes on Lunado / Estero that would be destroyed</p>	<p>Ingleside Terraces homes on Lunado Way that would be destroyed</p>	<p>View of Ingleside Terraces from Junipero Serra where 6 story upzoning is planned</p>

		
<p>This is a view of Junipero Serra today - it is not a commercial corridor. It's lined by single family homes that are part of historic residential neighborhoods.</p>		

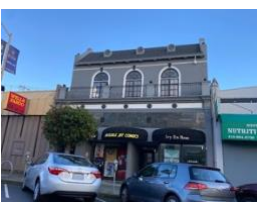



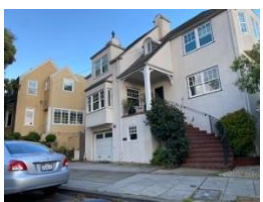
Lakeside homes along Junipero Serra that would be destroyed by upzoning:

		
<p>Lakeside home on Junipero Serra that would be destroyed</p>	<p>View of Lakeside homes adjacent to Junipero Serra that would be destroyed</p>	<p>View of Lakeside family residences that would be overshadowed by the planned 6 story upzoning</p>

Ocean Ave & Junipero Serra - slated for 14 stories (from 2 stories):

		
<p>Ocean Ave & Junipero Serra - this building would be a 14 story tower</p>	<p>Ocean Ave perspective of current site of the 2 story existing building (imagine 7x this high)</p>	<p>Perspective of this proposed 14 story building in the context of historic residential neighborhood</p>

West Portal Vibrancy:

				
<p>Historically significant architecture and local retailers, restaurants, bars and service providers create a vibrant neighborhood</p>			<p>Beloved local retailer</p>	<p>Home on West Portal Ave that would be destroyed</p>

In summary, we understand the state is requiring a plan by 2025, and we ask that you reconsider a more strategic approach that preserves the community and vibrancy of our beloved San Francisco.

Respectfully,

Monica Morse & John Stacey
 Ingleside Terraces