

An aerial photograph of a coastal town. The town is built on a hillside overlooking a wide beach and the ocean. A multi-lane highway runs parallel to the beach, with a grassy median. The buildings are colorful and densely packed. The ocean waves are visible in the bottom right corner.

Review of Coastal Zone Permit Planning Comm. Motion #21375

Board of Appeals **Standard of Review** per LCP
Coastal Zone Permit Review Procedures/ Planning
Code § 330.5.1(b):

*“**consistency with the requirements
and objectives of the San Francisco
Certified Local Coastal Program.”***

NOT CONSISTENT

Entertainment Center in Coastal Zone



Black exterior dominates coastal pastel colors

Local Coastal Pgm. Minor Amendment

Coastal Commission - July 11, 2024

- **BLOCKS appeals to Coastal Commission** of Entertainment Center (2700 45th Ave.) and likely 2700 Sloat Blvd.
- **SCRAPS** only available appeal basis: “**principal-permitted use**”
- **DESIGNATES** single **principal-permitted use** for each broad zoning type: commercial for commercial; residential for residential
- **ADDS** “**Wawona Street and 45th Ave...**” Special Use District exception only for: floor area ratio, rear yard setbacks, bulk
- **Amends ONLY** LCP Implementation Plan (IP)
- **NO CHANGE**: LCP Land Use Plan-**Western Shoreline Area Plan**

Post LCP amendment, project still FAILS TO CONFORM with certified Local Coastal Program.

Entertainment Center in Coastal Zone



Black exterior dominates coastal pastel colors

An aerial photograph of a coastal city, likely San Francisco, showing a dense residential area with colorful houses, a multi-lane highway (the Great Highway) running parallel to the coast, and a sandy beach with waves crashing onto the shore. The text is overlaid on the top half of the image.

Entertainment Center: “Planning Nightmare”

- **Rooftop bar, lounge and restaurant in the fog/wind**
- **2-level party room - up to 1000-person capacity with Great Highway likely closed 24/7 and pandas**
- **Second bar with movie theater**
- **6 stories + 3 levels (incl. mezzanine) below grade in Lake Merced Watershed**
- **Geotechnical report: strong earthquake shaking and ground water 21 feet down**
- **B2 Level: swimming pools/kiddie pool/youth basketball**

An aerial photograph of a coastal town. The town is built on a hillside overlooking a wide, sandy beach. The ocean waves are breaking on the shore. A multi-lane road runs parallel to the beach, separating the town from the sand. The buildings are mostly multi-story residential or commercial structures.

Not Consistent: Local Coastal Program Implementation and Land Use Plans

**Not Consistent: LCP Amended Implementation Plan-
Neighborhood Commercial Rezoning**

- **“Materials”** section
- **“Height”** section
- **“Guidelines for All uses”**

Not Consistent: LCP Land Use -Western Shoreline Area Plan****

- **Objective 11:** Richmond and Sunset: Preserve Scale of Residential/Commercial Development
- **Policy 11.1:** Preserve Scale and Character/ Appearance compatible with adjacent buildings
- **Policy 11.7:** Maintain community business district along Sloat Blvd./Serve outer Sunset residents

Not Consistent: Local Coastal Program Implementation Plan

LCP Neighborhood Commercial Rezoning "Materials" section:

"The materials, textures and colors of new or remodeled structures should be visually compatible with the predominant materials of nearby structures. In most neighborhood commercial districts, painted wood or masonry are the most appropriate and traditional exterior facade materials."

Project Application:

"The new building design is inspired by the form of the Irish Ogham standing stones and the traditional thatched roof cottages of Ireland, and is expressed as a massing split into four distinct pieces, representing the four provinces of Ireland....The building's exterior façade utilizes a slate rainscreen cladding which evokes the slate roofs found in traditional Irish architecture."

Not Consistent: Local Coastal Program Implementation Plan

LCP Neighborhood
Commercial Rezoning
“Height” section:

“The height of a proposed development should relate to the individual neighborhood character and the height and scale of adjacent buildings to avoid an overwhelming or dominating appearance of new structures.”

Non-Conforming Project



Not Consistent: Local Coastal Program Implementation Plan

LCP Neighborhood Commercial Rezoning “Guidelines for All Uses”:

“The use primarily should serve the local community and not attract a major part of its clientele from outside the district in which it is located.”

Project Application:

“The new building aims to become an iconic destination for Irish culture and activity on the Western Coast of the United States.”

Not Consistent: Local Coastal Program Land Use/Policy Plan

LCP Western Shoreline
Area Plan Objective 11:

“Preserve the scale
of residential and
commercial
development along
the Coastal Zone
area.”

Non-Conforming Project



Not Consistent: Local Coastal Program Land Use/Policy Plan

LCP Western Shoreline Area
Plan Policy 11.1:

Non-Conforming Project

“Preserve the scale and character of existing residential neighborhoods by setting allowable densities at the density generally prevailing in the area and regulating new development so its appearance is compatible with adjacent buildings.”



An aerial photograph of a coastal town, likely San Diego, showing residential buildings, a parking lot, a road, and a beach with waves crashing onto the shore. The text is overlaid on this image.

Not Consistent: Local Coastal Program Land Use/Policy Plan

LCP Western Shoreline Area Plan Policy 11.7:

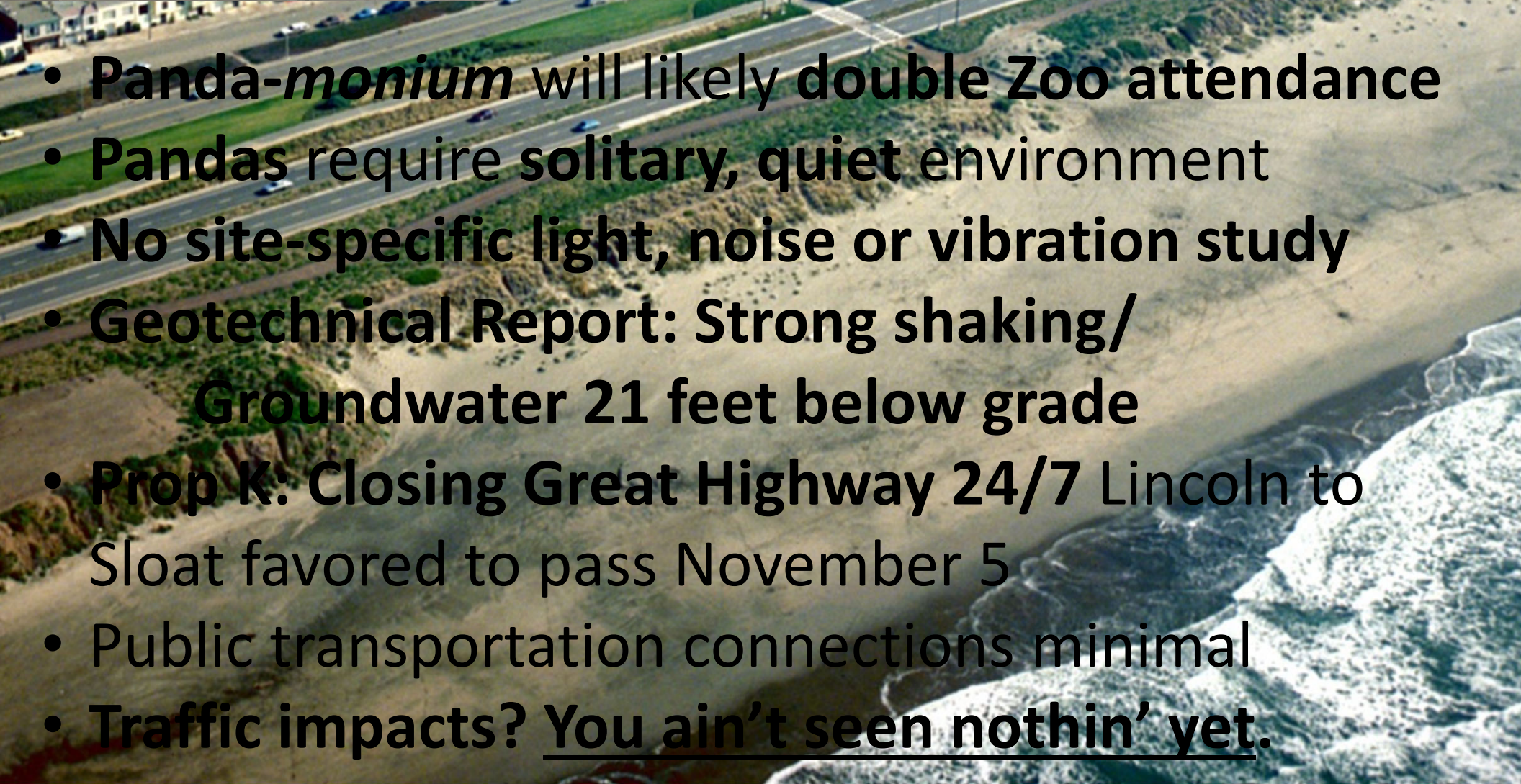
“Maintain a community business district along Sloat Boulevard within the Coastal Zone to provide goods and services to residents of the outer Sunset and visitors to the Zoo and Ocean Beach.”

**Micheál Smith, Consul
General of Ireland:**

“I am confident that this building will serve as the flagship cultural center of the State of California.”

Wrong Location





- ***Panda-monium*** will likely double Zoo attendance
- Pandas require **solitary, quiet** environment
- **No site-specific light, noise or vibration study**
- **Geotechnical Report: Strong shaking/
Groundwater 21 feet below grade**
- **Prop K: Closing Great Highway 24/7 Lincoln to Sloat favored to pass November 5**
- **Public transportation connections minimal**
- **Traffic impacts? You ain't seen nothin' yet.**

An aerial photograph of a coastal town. The town is built on a hillside overlooking a wide beach. The buildings are multi-story, colorful structures. A road runs along the beach, and the ocean waves are breaking on the shore. The sky is clear and blue.

The Buck Stops Here:

Planning's Plan for Board of Appeals:

- **SWAP** the Coastal Zone Permit the Planning Commission approved after public notice with new permit which is not subject of this appeal.
- **SWITCH** permit language approved by Planning Commission: *“Any aggrieved person may appeal this Coastal Zone Permit to the California Coastal Commission”* for new permit language.
- **IGNORE** Local Coastal Program requirements
- **SKIP** sending new permit to Planning Commission.

An aerial photograph of a coastal town. The town consists of numerous multi-story residential buildings in various colors (blue, yellow, red, white) packed together. A multi-lane highway runs parallel to the coast, with a grassy median. To the right of the highway is a wide, sandy beach. In the bottom right corner, waves are breaking on the shore, creating white foam. The sky is clear and blue.

The Buck Stops Here:

For the Board's Consideration:

Adopt findings of fact per LCP and P.C. § 330.5.2 establishing that the project fails to conform to the requirements and objectives of the San Francisco Local Coastal Program.