






There's an old theater on the East side of Divisadero just north of Hayes Street. Developers have purchased the building to knock it down and build housing to sell. There has been a recent movement to block the demolition to save the historic theater and possibly re-open it. This is a quick survey to get an understanding of where the community stands

1. Do you consider this issue important?	Number of Responses	Response Ratio
Not important 	9	9%
Not my business	1	1%
Moderately important 	35	35%
Very Important 	25	25%
Vital to the future of the neighborhood 	31	31%
<b>Total</b>	101	100%

2. How would you rate your level of information about this issue? i.e. What amount of knowledge do you have about this issue?	Number of Responses	Response Ratio
None 	5	5%
thought I heard something, but don't care 	3	3%
Low, but I want more 	43	43%
moderate 	38	38%
total 	12	12%
<b>Total</b>	101	100%

3. How would you rate your interest in the issue?	Number of Responses	Response Ratio
None	1	1%
Low 	6	6%
Moderate 	52	53%
High 	40	40%
<b>Total</b>	99	100%

4. Do you feel there are community institutions which have the ability or responsibility to weigh in on this issue? Which? Please list any others.

[VIEW](#) 61 Responses

5. If you feel the available information does not provide a balanced view, please describe the inadequacies or bias:

[VIEW](#) 39 Responses

6. Which institution provides(d) the best and most helpful information (please explain):


[VIEW](#) 39 Responses

7. What additional information would you find useful in considering this issue?

[VIEW](#) 51 Responses




8. What is your current position on the issue?

	Number of Responses	Response Ratio
Build the Housing!	15	15%
I'm not exactly 'pro developer' but a theater won't make it	15	15%
Housing would be nice	7	7%
Let's delay the demotion a week and have a debate at City Hall	11	11%
A theater would be nice, let's try that	30	30%
Save the Theater, where do I get involved?	24	24%
I don't care either way	2	2%





[VIEW](#) Other, Please Specify 

14 14%



9. Has your opinion on this issue changed? Please indicate if or when it has.	Number of Responses	Response Ratio
Yes, within last month 	7	7%
Yes, within last two weeks 	12	12%
Yes, within last two days	1	1%
No, opinion has not changed 	78	80%
<b>Total!</b>	98	100%



10. What was your prior position on the issue?	Number of Responses	Response Ratio
Build the Housing! 	12	16%
I'm not exactly 'pro developer' but a theater won't make it 	13	17%
Housing would be nice 	5	7%
Let's delay the demotion a week and have a debate at City Hall	2	3%
A theater would be nice, let's try that 	22	29%
Save the Theater, where do I get involved? 	14	18%
I don't care either way	2	3%
<a href="#">VIEW</a> Other, Please Specify 	11	14%





11. If your position has changed, what factors influenced that change?

[VIEW](#) 20 Responses



12. Are you interested in knowing the survey results or resulting actions on this issue?	Number of Responses	Response Ratio
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Yes		74	78%
No		21	22%
<b>Total</b>		95	100%

4. Do you feel there are community institutions which have the ability or responsibility to weigh in on this issue? Which? Please list any others.

#	Response
1	neighborhood groups
2	residential and retail neighbors; community theater groups; conditional use organizations which may be able to rehabilitate the site for their purposes
3	No, it has been in disrepair so it should be replaced with something that is effective.
4	I thought it was a church on the weekends?
5	Yes. SNTF; BOS; Historical Preservationists; NOPNA; ASNA
6	Yes - NOPNA, ASNA,
7	NOPNA
8	Lamplighters Theater (lamplighters.org) (old tenant) SF Assoc. for the Arts
9	board of supes
10	All local neighborhood groups should put their two cents in.
11	Sure. And I believe that they have already expressed their level of concern.
12	Neighbors and neighborhood groups should, as well as those who sold the property, and who are adjacent to the building.
13	i met someone who was working to save the theatrebut wasn't talking to Nopna at the time. don't divide the neighborhood but not including everyone voice or predetermining that a group might not help.
14	This group and the groups working to save neighborhood theaters.
15	Merchant's associations
16	i believe that NOPNA has a responsibility to weigh in on this issue
17	Landmarks? Heritage?
18	Shouldn't some department of the Arts or historic buildings be involved?
19	I think it is very important for NOPNA to oppose the condo project. The fight against the demolition of this old Theater has allowed the community to come together in good way. I was pleased to see alot of the local divsidero merchants supporting the campaign to save the theater, including the Madrone Lounge, Cafe Abir, and others. I was surprised that the neighborhoods groups have not taken a stronger role in this preservation issue. I know the theater is not perfect, but we have already been losing lots of single screen theaters all over the city, including the Royal and the Alhambra on Polk Street, and Cinema 21 in the Marina
20	I don't know.
21	Community Council, SFUSD- schools are affected by being surrounded by retail operations and kids are influenced by seeing that older buildings aren't protected, but knocked down to make way for retail that aims to encourage kids to buy...As an educator, that concerns me.
22	Yes, and they have had plenty of opportunity to do so. This has been a public issue for months. It is an eyesore for years, the church was an irresponsible neighbor and it is time to move on and add to the vitatlity of the neighborhood.
23	Noth Panhandle Neighborhood assoc
24	We have the usual micro management of well intentioned but ultimatly foolish supervisors,this is a mediocre example of the Reid Brothers.
25	yes, all community institutions should.

26 NOPNA, merchants, city planning

27 neighborhood orgs, supes, tec.

28 Yes. All of them - schools, neighborhood associations, biz associations, etc.

29 yes.

30 I wouldn't necessarily call them institutions, but the businesses along Divisadero...Club Wazeima. The Independent, especially whol will undoubtedly be impacted by such close proximity to living quarteres (a la what happened in SOMA). I've been excited about the new vitality coming to Divisadero and would love to see a brew and view or anything more community oriented - not housing.

31 dk-

32 SF city gov local businesses

33 I suppose the neighborhood associations are a great place to start. SF has no shortage of places for residents to weight in on this or any issue.

34 Board of Supervisors, Landmarks Board, San Francisco Heritage, Friends of 1800

35 Any neighborhood/merchants group which concerns itself with such issues.

36 Yes, but they are relatively unknown, at least to most neighborhood residents in San Francisco. Also, the city did not seem to consult these organizations properly to get more & accurate information to make their city development decisions.

37 No, keep out of business. No one cared about this theater until self-appointed activists jump in at 11th hour. It's a dump, knock it down, and build housing.

38 Yes drug dealing/ theft street cleaning etc

39 Don't know

40 I believe the Board of Supervisors will be voting on this issue.

41 Neighborhood associations should support the preservation of local historic resources except when there are compelling reasons why they would not.

42 Businesses in the community, especially bars and restaurants that may have issues with more housing. I also believe that NOPNA has the responsibility to inform the community about this sort of thing, which they have not.

43 nopna and asna

44 Don't know

45 The district office and the people in the neighborhood.

46 I think the Divisadero Business Association (if there is one) should weigh in on the issue, NOPNA has been a good vehicle for communicating the issue and presenting the facts of this proposal. If there was enough (perceived) community support for the idea of resurrecting the old theater into a viable business then it should be taken up with City Hall.

47 police dept. re: presumed low crime stats around neighborhood theaters in other parts of the city; local restaurants; independent movie theaters elsewhere...

48 Nopna

49 NoPNA, Alamo Square Assn. and other local neighborhood associations, SFJCC, local churches

50 neighbors, both erezidents and businesses. Also, theatre preservationists, and SF Heritage

51 Yes.

52 Yes. Those institutions which represent folks living in the community.

53 i don't know

54 Well, NOPNA of course. But as I indicated in question #2 my knowledge of the issue is limited. Thus I am not sure what other institutions are able to help.

55 SPUR, Friends of the Library-perhaps there could be a alamo square branch

56 I think any residential and/or Divis business groups would be relevant to hear from.

57 local businesses and us living in the neighborhood

58 Yes, the general public, the ones who must see and live with each and every business owner, and neighbor.

59 No

60 Yes. I'm sure you contacted them already

61 Not really

62 The Church that just cleaned house tax free for \$1.6 million should speak up.

63 NOPNA

64 I don't know - I just worry about the added housing, with its attendant parking issues, etc.

**5.** If you feel the available information does not provide a balanced view, please describe the inadequacies or bias:

#	Response
1	everything seems pretty 'passion based' rather than fact based
2	currently only the poles are provided: those who want to sell up and develop the site and those who are adamantly opposed. How about the neighborhood redevelopment agency? City Planning? Other City agencies that may be able to use the site?
3	There has only been mention of "developers" without saying what the new use will be. If it provides housing as well as community space, this new use may be much more desirable!
4	If it's not a church and community something then it should be turned into housing. It would be best if it were for low-income people too!
5	NA
6	We do not have a good local theater in the NOPNA area.
7	I've only heard from the save the harding activists. <a href="http://www.friendsof1800.org/HARDING/hardingtheater.html">http://www.friendsof1800.org/HARDING/hardingtheater.html</a> Although loosing another local theater space that could be used by the community for a variety of events would be a tragedy. Has anyone contacted the 4 star theater? They are loosing their lease and have to move, maybe they can take over the space.
8	No.
9	should have more info in the community.
10	Yes, I feel the available information does not provide a balanced view. I did not know of this issue until I got this survey.
11	n/a
12	we need to know all of the info. to make informed opinions...how long was the property up for sale? are there serious investors who want to buy and restore the property? seems it would be quite a large sum of money to do this, as a very risky business endeavor...and most importantly, how do the immediate neighbors feel?
13	the information has been from the media and from anti-development angles (which is my position, but not balanced)
14	early information was only from developer. little is known from opposition except that they oppose it.
15	Not enough info getting circulated.
16	This is the first info I've received on this topic. I'd like more.
17	Why wasn't there more advertising of the issue to solicit public/neighborhood debate. I know this started the end of last year, but if it was really up for debate - why was there no discussion of it in the NOPNA News?
18	People are passionate about historical buildings, as am I, but there is a real financial requirement to this passion. We must be careful not to penalize the owners of the property in any way.
19	I've not seen anything written, only by word of mouth. My only sticking point is that I don't know how many affordable housing units will be included in the new building. I wish I knew that bit of information.
20	The link could send the reader to articles/fact sheets so that we could learn more.
21	I believe the city should have a larger responsibility in notifying residents in neighborhoods where re-development efforts will impact their life. In the case of the Harding Theater demolition, this did not happen until way late, after everything had been approved by the city.
22	Seems like there's a whole lot of information/coverage out there, and that people should have enough background to come to their own conclusions...seems like the basic facts aren't in debate really.
23	Plenty of info. just have to weed through the propaganda of the usual radicals.
24	No comment
25	It would be useful to know whether any plan to save the theater is economically viable.
26	The amount of information I've gotten is so little and varied that I can't answer.
27	it's fine
28	Need more history...
29	haven't heard much info

- 30 Don't know what info is available. I've been out of the loop lately and am not informed on this issue.
- 31 I think the developers provided information to local groups which didn't reflect the truth
- 32 for me the missing information is: does someone actually want to use the theater as a theater? This seems really relevant to whether or not it stands.
- 33 It sounds like the original demolition decision was made on faulty data.
- 34 n/a
- 35 i haven't heard anything from the developer... but that's one of the reasons i want to attend the meeting
- 36 Again my knowledge is quite limited. I do know that developers bought the building and apparently the correct city board (I forget which one) signed off on the sale without doing any research. What will happen to the theater if it is saved? Who has the resources to refurbish it?
- 37 I have not heard too much from the developer who wants to put condos there.
- 38 Adequate.
- 39 I didn't get any information besides one person with a petition a week ago in the neighborhood.
- 40 It's Housing and retail space, not just housing.
- 41 I did not know there was an issue until I got your email. Not enough city items are in the news. How do we find out about issues when we don't even know one exists without good journalism.

## 6. Which institution provides(d) the best and most helpful information (please explain):

#	Response
1	my own investigation
2	I don't care how it turns out, but if the City wants to limit the owner's use of the property by making it a landmark or requiring a particular use, then the City should have to purchase it. Private property should be left private unless there is a compelling reason not to.
3	local media
4	NOPNA
5	<a href="http://www.friendsof1800.org/HARDING/hardingtheater.html">http://www.friendsof1800.org/HARDING/hardingtheater.html</a>
6	So far only Supervisor Mirkarimi's office has provided any information at all.
7	Neighborhood theaters
8	Nopa is doing a good job. What is the department of planning/zoning doing to inform the community?
9	n/a
10	SOME of the media...Bay Guardian, SF Weekly are fairly on target..Public Radio...
11	combination of media and the group who is trying to stop the development
12	none
13	Have only seen it from NOPNA
14	Not sure where to find out more info - Savetheharding.org?
15	dk-
16	NOPNA, SFSOS, The Greens, the Bike Coalition
17	North of Panhandle letter usually
18	I only know what I know because I went to a NOPNA meeting a couple of months ago.
19	Don't know
20	Central City Progressives <a href="mailto:centralcityprogressives@hotmail.com">centralcityprogressives@hotmail.com</a>
21	The Guardian
22	The owners of the building.
23	Not sure

- 24 Bay Guardian--I haven't seen any other detailed discussion.
- 25 Friendsof1800.org
- 26 Chronicle
- 27 Don't know
- 28 I have only seen info on flyers around the hood.
- 29 I've only learned about issue through NOPNA...
- 30 I only know nopna
- 31 Neighbors, especially Jim Siegal
- 32 Bay Gaurdian
- 33 n/a
- 34 I'm not sure who is responsible for posting the flyers, but that is the only information I have seen. So I guess that group has been the most helpful.
- 35 David, Jim, and Madrone Lounge
- 36 Not sure, all seem slanted that I have seen.
- 37 friends
- 38 institution? what is that?
- 39 none
- 40 SFGATE because it was trying to give both sides equal time to speak in their article.
- 41 The local neighborhood newspapers are really the best but delivery is spotty: Independant, Western Edition, Richmond News

## 7. What additional information would you find useful in considering this issue?

#	Response
1	what money the theater people actually have
2	?
3	we do not need ridiculously overpriced, not to mention UGLY new condos in our neighborhood. how tacky. that's what the marina is for.
4	I am disturturbed by the lack of community imput prior to the development's launch. It feels like the housing option was forced on us, rather than discussed.
5	what are the city sups doing?
6	i would like to know the likelihood that someone/anyone would actually re-open the theater as a theater. if that were a realistic possibility, i believe that it should be strongly encouraged, as i believe the area would be well served by having a theater. if it's not likely, then the empty theater, unused, does less for the divis corridor than new housing.
7	Before & After info.: Example: 1) Current As-built plans showing the existing site, historical use, and current use. 2) plans for the proposed change and use.
8	Seeing the photos of the interior is enough to persuade me that the building should be saved as a movie theater or performance space, no matter what...
9	I guess I would be interested to know what the people opposed to the housing plan to do with the space. It seems to me that the building has been vacant for years, and frankly, it's not the most attractive block on Divisadero (or the safest for that matter). My understanding is that hte building is going to include spaces for businesses on the ground floor and encourage responsible community residents to move into the neighborhood. Neither of these things is bad for the community, especailly considering the fact that the only viable alternative that has been placed on the building is a giant vacant building
10	What exactly do the developers intend to do? I heard housing/retail spaces...do we really need that AGAIN? There's tons of empty retail space and loads of poor quality stucco-faced cardboard box housing. If not a theatre, then at least something NEW and USEFUL...even INSIGHTFUL!
11	The length of time before a decision is made on the building's future.
12	It would be helpful to organize a tour of the building so folks could see what would be lost if itis demolished

- 13 of course, most people would say a theatre would be much more enticing than housing...but how do the immediate neighbors feel? most likely they are not for it...
- 14 How many housing units will there be? are these housing units considered to be affordable? Will there be parking built? Will there be enough parking for those in the units? What will the neighborhood parking situation be if a theatre is opened? What will the neighborhood parking situation be if the housing is built? Is the theatre currently up to code to be a working theatre? What will the costs be? Is there anyone interested in taking on the project? Is there a market for the theatre?
- 15 more info on how the planning process was skirted or undermined (if that was the case), more info on what type of group could 'actually' run the space if it were saved, how to justifiably compensate the developer for his property (which is worth CONSIDERABLY more than it was when he bought it 2 years ago). the building apparently needs too much retrofitting to save it, and there is likely not a group that can afford to do the work, then find an economically viable way to use the space. We always need more housing, I just think that there needs to be more neighborhood involvement in what goes into the space. If there was a viable option for saving the theatre, I'd be all for that, but there is just an unfortunate waning of interest in arts and community spaces, and a dire lack of funding from the city for a project like this to succeed. This building was on the market two years ago and nobody bothered to look into it then, unfortunately...
- 16 other viable alternative plans
- 17 Any and all.
- 18 What is being proposed in place of the Theater. If the Theater is saved, what use would it have? Right now it's empty/abandoned. Are there any plans to use it?
- 19 Developers Plan.
- 20 I want to hear some alternate plans for the space. Housing could kill the vitality of Divisadero when people start complaining of the noise.
- 21 Does the city have the \$ to buy the property and revive the theater? We must be able to purchase the building if it is to be saved.
- 22 I really just want to ensure that as many affordable units are included as possible.
- 23 Is there actually a company or individual that is interested in restoring the theater? Or are folks just concerned because change will happen?
- 24 When did it close, last as a theater?
- 25 Pictures and descriptions of the Theater's previous state and operations. Also, the alternative development proposals (besides demolition & expensive condo construction).
- 26 none
- 27 When was the building last used as a theatre? WHY did it close? Is the building architecturally significant?
- 28 None. Quit talking. Build housing. Improve the neighborhood, get rid of an eyesore.
- 29 None needed.
- 30 See 5
- 31 The truth about what is going on. I've heard everything from "they're building on top of the theater" to "they're tearing it down and building ugly condos". This city needs fewer ugly condos, in my opinion.
- 32 pictures of proposed development
- 33 Other possibilities
- 34 Any!
- 35 Whether there was truly an entrepreneur who had a solid proposal for re-establishing a theater, that would be good to know. If it is merely an attempt to save an old building without a solid plan for its use, then I would want to know more about the plans for replacement.
- 36 developer's plan re:low-income units
- 37 Who would refurbish and operate the theatre if it were to be "rebuilt".
- 38 the only information I have seen was someone asking for signatures against demolition on the corner of Divis and Fulton. The info was interesting, but I'd like to read something about both sides of the issue.
- 39 any
- 40 Other options
- 41 newspaper articles, neighborhood bulletins, giant billboards
- 42 The true state of the building
- 43 What the historical significance of the theater has and if any period detailing can be retained to justify preservation.
- 44 n/a
- 45 feasibility of other adaptive reuse of the theatre - if a movie house is not the best use - would another music venue (as part of the independent?) work?

- 46 Are there other success stories of people who joined together and stopped developers?
- 47 What are the intended uses for the space and viability of the intentions from all interested positions.
- 48 Cost to save and restore, who could fund rehab.
- 49 More details on the housing plan.
- 50 How likely the place would be made into an actual theater again.
- 51 How serious the people against the building of condos are about re-opening it as a theater.
- 52 Who's going to put their money where their mouth is? \$1.6 million was spent by the developers who want to turn it into a profitable building. Maybe some group that cares to the tune of \$1.6 million dollars should offer to buy it from the developers and see if they can get their \$1.6 million back after they spend another \$250,000 or more to renovate it and bring it up to code. How many movie tickets would you have to sell to break even on a \$2 million investment (with no parking).
- 53 I want to know what the actual plan is for the property - how many units, what kind of parking, will any of them be sold as affordable housing?
- 54 What are the issues? Do we want additional housing? Regular housing or some form of subsidized housing to be funded by other taxpayers. What would be the alternative, a movie house? Perhaps a theater for live performance. Who will purchase and renovate the building? Many questions need to be answered before a reasonable opinion can be formulated.

## 11. If your position has changed, what factors influenced that change?

#	Response
1	the constant din
2	NA
3	Finding out more about the detailed plan put together by the save the Harding group
4	The need for housing; The additional retail space that would be provided by developer; And the realization that a theater was not viable in that location and that this theater was not a gem like the Alhambra or Presidio.
5	Nopa's survey sparked my interest.
6	City needs more housing
7	An email.
8	more voice coming from the opposition -- want to get more information
9	INformation and dialogue
10	The Harding is an eye-sore, quite frankly and I think the neighborhood could be best-suited with more housing, both market-rate and affordable.
11	I didn't know that a theater was a possibility.
12	n/a
13	See 6. Also, there were people out on Divis on Saturday afternoon, and I think that organizing is a good thing.
14	neighborhood character development
15	Learning the truth about the condition of the theatre, and the interest of the neighboring businesses in saving it
16	I found out that the theater was going to be turned into housing.
17	seeing photos of the inside and the potential that the structure has
18	I think the neighborhood would support a theater and if it had more uses, there would be more contributions to the financial health of the neighborhood.
19	Photos of current building structure look like much of the structure is in fact intact
20	Possibility that a theater would be built there.
21	the alternative plan of building a restaurant/theater
22	realization building is intact historic resource