Date: 7/16/2009 10:25 AM
From: Paul Wermer
To: scott.sanchez@sfgov.org
Subject: Additional UPN thoughts

Scott,

An additional UPN challenge that surfaced this past week: A number of neighbors of the 2655 Bush Street Project were totally unaware of what was happening from a planning standpoint - and a key reason why they may have lost track of things is that notices were sent out over a year ago (at least that's when it first appeared on PHRA's mailbox - yet the CU hearing for the PUD is only just now being held. SO while the neighbors were aware of the appeal of the PMND, they were unaware that the final project approval was also scheduled for today.

This highlights a problem - that the average resident is not aware of the process, and that while in a perfect world they would have an impeccable filing system and keep only the important records, in the real world for some reason this doesn’t happen. SO one test for a successful notification system is how well it can help real people and compensate for their mistakes.

A couple of suggestions:
1) Include an explanation of the process - possibly as simple as a flow chart, showing what will happen e.g for 311, something like: This is a notice of a proposed project. If there is no opposition, the project will receive permits on MM/DD/YYYY, and work must commence before mm/dd/yyyy. If an objection is filed through the Discretionary review process, a notice of the future hearing will be posted at the project site, and notice of the hearings will be sent to (Neighborhood association, appellant, ???)

2) For projects that have a long lag time, such as a project noticed well over a year before any hearing, there needs to be some renotice to neighbors of upcoming hearings.

Cheers,
Paul