



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

**DATE:** May 1, 2014  
**TO:** Susan Mickelsen & Andrea Contreras, Transportation Staff  
**FROM:** Michael Jacinto  
**RE:** PPA – Preliminary Transportation Consultation/Preliminary Study Determination Request  
Case No. 2014.0408, 1053-1055 Market Street  
Neighborhood: Midmarket  
Zoning: C-3-G (Downtown Commercial, General)  
Area Plan: N/A

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

Reception:  
**415.558.6378**

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**415.558.6409**

Planning  
Information:  
**415.558.6377**

Attached is information provided with the PPA regarding the above project for which a determination of whether a transportation study might be required is requested.

To facilitate this determination, attached please find the following:

- PPA Application & Full Project Description
- Map of project location
- Project Plans
- Trip Generation Table (if your project is proposing a unique land use for which trip generation rates are not included in the *SF Guidelines* please consult with S. Mickelsen or A. Contreras, and/or note specific transportation issues related to project)
- Any additional transportation-related information provided.

*You may provide an overview of the proposed project & discussion of any notable transportation-related details on the reverse or on a separate piece of paper.*

Based on the initial assessment, the proposed project may require a transportation study for the following reasons:

#### CHECK THE CRITERIA THAT APPLY:

- The project would potentially add at least 50 PM Peak Hour person trips.
- The project would potentially increase existing traffic volumes on streets in its vicinity by at least 5%.
- The project would potentially impact nearby intersections and/or arterials which are believed to presently operate at LOS D or worse (Transportation GIS).
- The Project would provide parking which would appear likely to be deficient relative to both the anticipated project demand and code requirements by at least 20%.
- The project has elements which have potential to adversely impact transit operations or the carrying capacity of nearby transit services.
- The project has elements which have potential to adversely affect pedestrian or bicycle safety or the adequacy of nearby pedestrian or bicycle facilities.

- The project would not fully satisfy truck loading demand on-site, when the anticipated number of deliveries and service calls may exceed ten daily.

Please indicate the determination of whether a transportation study is required below.  
Thank you for your assistance.

Based on the preliminary project information/materials provided with the PPA submittal, the transportation team anticipates that:

A Transportation Study  is  is not likely required for this project.

Since this determination is preliminary in nature, resubmittal and review of this form, the project, and the determination will be required upon EE application. The determination may change due to a project or project site change, surrounding conditions, Planning Code changes, other local or state regulation/requirements, or additional information. Please consult with the E Planner assigned once an EE application is submitted.

Determined by: Andrea Contreras

Date: 5/9/2014

**Project Description & Transportation-Related Notes:**

- show adjacent sidewalks and streetscape improvements
- Show proposed white zone on plans, as well as the existing yellow zones on Market street. ~~show~~ Show feet in length of these zones.
- show any existing curbs cuts on plans, including width.
- Class II bike parking spaces ~~are~~ <sup>are</sup> required. Coordinate location of these spaces with SFMTA. Class I bike space required. Show location of bike parking on plans.

**To:** Michael Jacinto  
**From:** Michael Stanton, FAIA LEED AP  
**Total pages:** 02  
**Date:** 01 May 2014  
**Building:** 1055 Market Street  
**Re:** Summary of anticipated transportation issues

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In response to your request, following is a summary of the anticipated transportation issues for the new hotel proposed at 1055 Market Street.

**Hotel guest arrivals** - All guests staying at this new hotel will first arrive at the hotel in one of three ways.

- For guests using BART, Muni, or other Market Street mass transit to get to the 1055 Market Street hotel, they will enter the hotel through the pedestrian entry on Market Street and proceed to the hotel lobby which will be located on Stevenson Street. Because the site is very close the Civic Center BART/Muni Station, it is expected that many guests coming from the air port will use BART. Guests arriving on Amtrak will use Muni Metro from the Amtrak bus drop-off at the Hyatt Embarcadero.
- Guests that are arriving via taxi cab will disembark in front of the Stevenson Street entrance to the hotel.
- While it is anticipated that the majority of the hotel guests will arrive by mass transit or taxi, a few guests will come in private cars. These guests will also arrive on Stevenson Street. The hotel will arrange a lease with one of the nearby parking lots or garages to supply parking spaces on an as needed basis for the private cars of its guests.

It is the hotel's intent to seek a white zone in front of the hotel on Stevenson Street to facilitate guest vehicular arrival by cab or private car.

**Hotel employee arrivals** - It is anticipated that almost all hotel employees will arrive for work via mass transit using BART, Muni, or other Market Street buses. As previously noted, the site is very close the Civic Center BART/Muni Station, and there is a bus stop and shelter immediately in front of the hotel.

The hotel will furnish secure bike storage for employees who wish to bike to work.

**Hotel deliveries** - All deliveries to the hotel will be via Stevenson Street. No loading dock will be furnished. The new 1055 Market Street will be a three-star, rooms-only

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hotel: as such, it will not have a three-meal restaurant nor the extensive meeting spaces so the demand this hotel will generate for deliveries will be limited primarily to daily laundry deliveries and trash/recycling pick-ups.

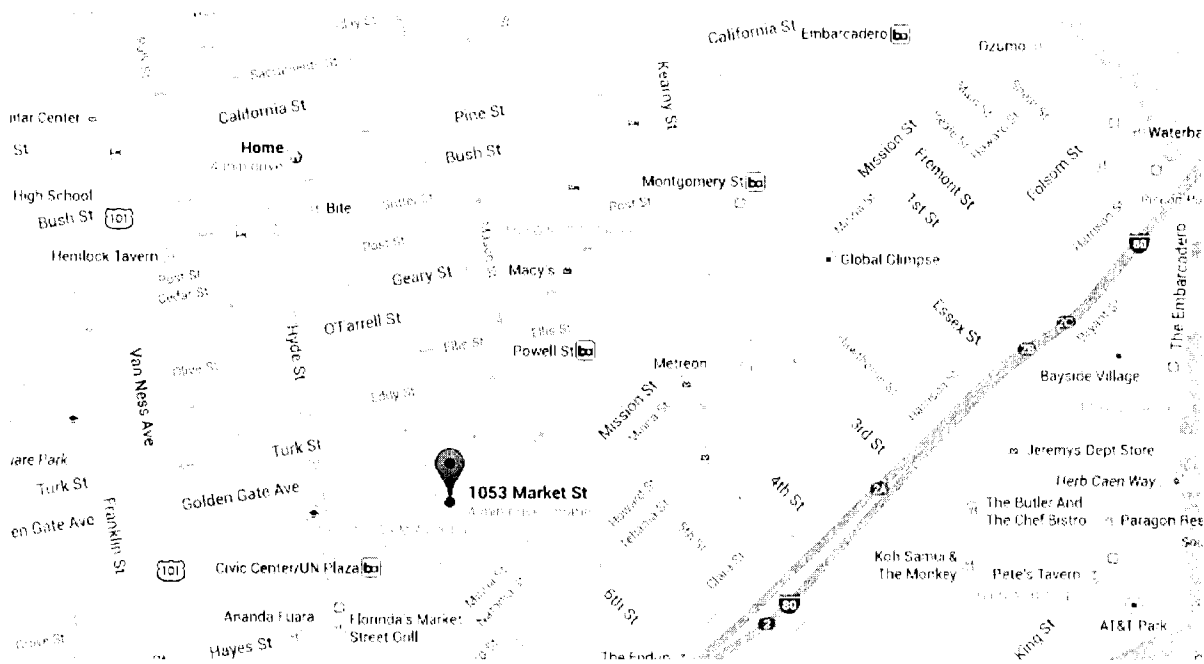
**Retail deliveries** - The development has general retail space oriented to Market Street. All deliveries for this retail space will be from Market Street. There are existing yellow zones in front of the adjacent building to the northeast on 1055 Market Street.

CC: Jay Singh  
Lisa Zhuo

## 1053-1055 Market Street

The subject property is located on the south side of Market St, on a midblock, 8,245-sf parcel (AB3703/066) between 6th and 7th Streets. Project entails demolition of the existing 16,000-sf, two-story commercial building constructed in 1908 and construction of ten-story, 74,000-sf tourist hotel with **155 rooms and 4,000 sf of ground floor retail**.

Additional information pertaining to the hotel's operational characteristics (arrivals, drop offs/loading, off-site parking) is included via the project sponsor and attached in supplement to this description.



**Additions to Building:** Rear  Front  Height  Side Yard

Present or Previous Use: Retail

Proposed Use: Hotel with ground level retail

4. Project Summary Table

If you are not sure of the eventual size of the project, provide the maximum estimates.

	EXISTING USES	EXISTING USES TO BE RETAINED:	NET NEW CONSTRUCTION AND/OR ADDITION:	PROJECT TOTALS:
<b>GROSS SQUARE FOOTAGE (GSF)</b>				
Residential	0	0	0	0
Retail	+/- 16,000 sf	0	4,000 sf	4,000 sf
Office	0	0	0	0
Industrial/PDR <i>Production, Distribution, &amp; Repair</i>	0	0	0	0
Parking	0	0	0	0
Other (Specify Use)	0	0	70,000 sf	70,000 sf
<b>TOTAL GSF</b>	<b>+/- 16,000 sf</b>	<b>0</b>	<b>74,000 sf</b>	<b>74,000 sf</b>
<b>PROJECT FEATURES</b>				
Dwelling Units	0	0	0	0
Hotel Rooms	0	0	155	155
Parking Spaces	0	0	0	0
Loading Spaces	0	0	0	0
Number of Buildings	1	0	1	1
Height of Building(s)	30 feet	0	90 feet	90 feet
Number of Stories	2	0	10	10

Please describe any additional project features that are not included in this table:  
( Attach a separate sheet if more space is needed )