



SAN FRANCISCO PLANNING DEPARTMENT

MEMO

DATE: January 30, 2017
TO: Sarah Clark, Stanton Architecture - Applicant
FROM: Mark Luellen, Planning Department
RE: PPA Case No. 2016-014360PPA for 433 Mason Street

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

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Please find the attached Preliminary Project Assessment (PPA) for the address listed above. You may contact the staff contact, Carly Grob, at (415) 575-9138 or carly.grob@sfgov.org to answer any questions you may have, or to schedule a follow-up meeting.

A handwritten signature in black ink, appearing to be "M Luellen", written over a horizontal line.

Mark Luellen, Senior Planner



SAN FRANCISCO PLANNING DEPARTMENT

Preliminary Project Assessment

Date: January 30, 2017
Case No.: **2016-014360PPA**
Project Address: 433 Mason Street
Block/Lot: 0306/003
Zoning: C-3-G (Downtown – General)
80-130-F Height and Bulk District
Area Plan: Downtown
Project Sponsor: Sarah Clark
Stanton Architecture
1501 Mariposa Street, Suite 328
San Francisco, CA 94107
(415) 865-9600
Staff Contact: Carly Grob – (415) 575-9138
carly.grob@sfgov.org

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DISCLAIMERS:

This Preliminary Project Assessment (PPA) letter provides feedback to the project sponsor from the Planning Department regarding the proposed project described in the PPA application submitted on November 1, 2016 and plans dated October 31, 2016, as summarized below. This PPA letter identifies Planning Department review requirements for the proposed project, including those related to environmental review, approvals, neighborhood notification and public outreach, the Planning Code, project design, and other general issues of concern for the project. Please be advised that the PPA application does not constitute an application for development with the Planning Department. The PPA letter also does not represent a complete review of the proposed project, does not grant a project approval of any kind, and does not in any way supersede any required Planning Department approvals listed below.

The Planning Department may provide additional comments regarding the proposed project once the required applications listed below are submitted. While some approvals are granted by the Planning Department, some are at the discretion of other bodies, such as the Planning Commission or Historic Preservation Commission. Additionally, it is likely that the project will require approvals from other City agencies such as the Department of Building Inspection, Public Works, the Municipal Transportation Agency, Department of Public Health, San Francisco Public Utilities Commission, and others. The information included herein is based on the PPA application and plans, the Planning Code, General Plan, Planning Department policies, and local/state/federal regulations as of the date of this document, all of which are subject to change.

PROJECT DESCRIPTION:

The proposal is to demolish the existing four-story concrete parking garage with approximately 130 parking spaces, remove the existing 22-foot wide curb cut on Mason Street, and construct a tourist hotel with approximately 211 rooms. The subject lot is an L-shaped lot with the primary frontage on Mason Street, and secondary access at the end of Derby Street. The existing building on the 10,471-square foot (sf) subject lot was constructed in 1959. The proposed hotel would be eight stories, or 80 feet in height, facing Mason Street, and 13 stories, or 130 feet in height, beginning at a 77 feet setback and extending to the rear property line. The project would include approximately 95,100 square feet of tourist hotel space as well as 2,250 sf of commercial space fronting Mason Street. The project does not propose any off-street vehicle parking and would remove the existing curb cut. The project would excavate to depths of approximately 15 feet and remove or disturb approximately 4,440 cubic yards of material.

PRELIMINARY PROJECT COMMENTS:

The following comments address general issues that may affect the proposed project.

1. **Downtown Area Plan.** The subject property falls within the area covered by the Downtown Area Plan in the General Plan. As proposed, the project is generally consistent with the overarching objectives of the Plan, though the project and design comments below discuss any items where more information is needed to assess conformity with either specific policies or Code standards or where the project requires minor modification to achieve consistency. The project sponsor is encouraged to read the full plan, which can be viewed at <http://generalplan.sfplanning.org/index.htm>.

ENVIRONMENTAL REVIEW:

In compliance with the California Environmental Quality Act (CEQA), the environmental review process must be completed before any project approval may be granted. This review may be done in conjunction with the required approvals listed below. In order to begin formal environmental review, please submit an **Environmental Evaluation Application (EEA)** for the full scope of the project. EEAs are available in the Planning Department lobby at 1650 Mission Street, Suite 400, at the Planning Information Center at 1660 Mission Street, and online at www.sfplanning.org under the "Publications" tab. See "Environmental Applications" on page 2 of the current Fee Schedule for calculation of environmental application fees.¹ **Note that until an entitlement application is submitted to the Current Planning Division, only the proposed Project Description will be reviewed by the assigned Environmental Coordinator.**

If the additional analysis outlined below indicates that the project would not have a significant effect on the environment, the project could be eligible for a Class 32 infill development categorical exemption under CEQA Guidelines Section 15332. If a Class 32 exemption is appropriate, Environmental Planning staff will prepare a certificate of exemption.

If it is determined that the project could result in a significant impact, an initial study would be prepared. The initial study may be prepared either by an environmental consultant from the Department's environmental consultant pool or by Department staff. Should you choose to have the initial study

¹ San Francisco Planning Department. *Schedule for Application Fees*. Available online at: <http://www.sf-planning.org/Modules/ShowDocument.aspx?documentid=513>

prepared by an environmental consultant, contact Jessica Range at (415) 575-9018 for a list of three eligible consultants. If the initial study finds that the project would have a significant impact that could be reduced to a less-than-significant level by mitigation measures agreed to by the project sponsor, then the Department would issue a preliminary mitigated negative declaration (PMND). The PMND would be circulated for public review, during which time concerned parties may comment on and/or appeal the determination. If no appeal is filed, the Planning Department would issue a final mitigated negative declaration. Additional information regarding the environmental review process can be found at: <http://www.sf-planning.org/modules/showdocument.aspx?documentid=8631>.

If the initial study indicates that the project would result in a significant impact that cannot be mitigated to below a significant level, an Environmental Impact Report (EIR) will be required. An EIR must be prepared by an environmental consultant from the Planning Department's environmental consultant pool (http://www.sfplanning.org/ftp/files/MEA/Environmental_consultant_pool.pdf). The Planning Department will provide more detail to the project sponsor regarding the EIR process should this level of environmental review be required.

Below is a list of topic areas addressed through the environmental review process. Some of these would require additional study based on the preliminary review of the project as it is proposed in the PPA application.

1. **Historic Resources.** The subject property is located within the Kearny-Market-Mason-Sutter Conservation District, which is designated in Article 11 of the San Francisco Planning Code. Because it is located within the Conservation District, the subject property is considered a "Category A" property (Historic Resource Present) for the purposes of the Planning Department's CEQA review procedures.

To assist in this review, the project sponsor must hire a qualified professional to prepare a Historic Resource Evaluation (HRE) report. The HRE scope will require an individual evaluation of the subject building which was not completed as part of the previous survey. The HRE scope will also require a project analysis. The professional must be selected from the Planning Department's Historic Resource Consultant Pool. Please contact Tina Tam, Senior Preservation Planner, via email (tina.tam@sfgov.org) for a list of three consultants from which to choose. The selected consultant must scope the HRE in consultation with Department Historic Preservation staff. Please contact the HRE scoping team at HRE@sfgov.org to arrange the HRE scoping. Following an approved scope, the historic resource consultant should submit the draft HRE report for review to Environmental Planning after the project sponsor has filed the EE Application and updated it as necessary to reflect feedback received in the PPA letter. The HRE should be submitted directly to the Planning Department and copied to the project sponsor. Project sponsors should not receive and/or review advance drafts of consultant reports per the Environmental Review Guidelines. Historic Preservation staff will not begin reviewing your project until a complete draft HRE is received.

The proposed project also requires the submission of a Permit to Alter application and approval by the Historic Preservation Commission.

2. **Archeological Resources.** The proposed project will require Preliminary Archeological Review (PAR) by a Planning Department archeologist. To aid this review the Department archeologist may request a Preliminary Archeological Sensitivity Assessment (PASS) by a Department Qualified Archeological Consultant, subject to the review and approval by the Department archeologist. The Planning Department archeologist will provide three names from the Qualified Archeological Consultant list if the PASS is required. The PAR will assess the archeological sensitivity of the project site based on in-house source material and will consider the potential for archeological impacts resulting from proposed soils disturbance. Please provide detailed information, including sections, proposed soils-disturbing activities, such as grading, excavation, installation of foundations, soils improvement, and site remediation in the EEA, and submit any available geotechnical/soils or phase II hazardous materials reports prepared for the project to assist in this review. It would also facilitate this review to understand the existing below grade conditions, including type of foundation and prior extent of soils disturbance. If the Planning Department archeologist determines that the project has a potential to adversely affect archeological resources, the PAR will identify additional measures needed to address the potential effect. These measures may include preparation of an archeological research design and treatment plan, implementation of one of the Planning Department's three standard archeological mitigation measures (archeological testing, monitoring, or accidental discovery), or other appropriate measures.
3. **Tribal Cultural Resources.** Tribal cultural resources (TCR) are a class of resource established under CEQA in 2015. TCRs are defined as a site, feature, place, cultural landscape, sacred place or object with cultural value to a California Native American tribe, that is either included on or eligible for inclusion in the California Register of Historical Resources or a local historic register, or is a resource that the lead agency, at its discretion and supported by substantial evidence, determines is a TCR. Planning Department staff will review the proposed project to determine if it may cause an adverse effect to a TCR; this will occur in tandem with preliminary archeological review. No additional information is needed from the project sponsor at this time. Consultation with California Native American tribes regarding TCRs may be required at the request of the tribes. If staff determines that the proposed project may have a potential significant adverse impact on a TCR, mitigation measures will be identified and required. Mitigation measures may include avoidance, protection, or preservation of the TCR and development of interpretation and public education and artistic programs.
4. **Transportation.** Based on the Planning Department's Transportation Impact Analysis Guidelines for Environmental Review,² the project would require additional transportation analysis to determine whether the project may result in a significant impact. Therefore, the Planning Department requires that a consultant listed in the Planning Department's Transportation Consultant Pool prepare a Transportation Circulation Memorandum. You may be required to pay additional fees for the Memorandum; please contact Virnaliza Byrd at (415) 575-9025 to arrange payment. Once you pay the fees, please contact Manoj Madhavan at (415) 575-9095 or manoj.madhavan@sfgov.org so that he can provide you with a list of three consultants from the pre-qualified Transportation Consultant Pool. Upon selection of a transportation consultant, the Planning Department will assign a transportation planner who will direct the scope of the consultant-prepared memorandum.

² This document is available at: <http://www.sf-planning.org/index.aspx?page=1886>.

Additionally, the proposed project is located on a high injury corridor as mapped by Vision Zero.³ Planning Department staff have reviewed the proposed site plans and offer the following recommendations, some of which address the safety of persons walking and bicycling to and from the project site and vicinity:

- Include the dimensions of existing and proposed sidewalk width on plans
 - Include the dimensions of existing and proposed curb cuts on plans
 - Show the width of existing curb cuts to be removed on plans
 - Any proposed improvements in the public right-of-way adjacent to the project site should conform to Better Streets Plan recommendations.
 - Recommend locating bike parking in order to improve the accessibility to bike parking, consistent with Planning Code Section 155.1, and show location, number and type of parking (e.g., Class I or II) on plans.
 - Please identify the location for freight and passenger loading activities, including move-in and move-out, sufficient to meet the loading demand of the project. Also provide information regarding the frequency of loading activities associated with the new uses.
5. **Noise.** Construction noise is subject to the San Francisco Noise Ordinance (Article 29 of the San Francisco Police Code), which includes restrictions on noise levels of construction equipment and hours of construction. If pile driving is to be used during construction, measures to reduce construction noise may be required as part of the proposed project. The EEA should provide a construction schedule and indicate whether pile driving or other particularly noisy construction methods are required.
6. **Air Quality.** The proposed project, with approximately 211 hotel rooms and 2,250 square feet of retail space, is below the Bay Area Air Quality Management District's (BAAQMD) construction and operation screening levels for criteria air pollutants. Therefore, an analysis of the project's criteria air pollutant emissions is not likely to be required. However, please provide detailed information related to the volume of excavation as part of the EEA.

In addition, project-related demolition, excavation, grading and other construction activities may cause wind-blown dust that could contribute particulate matter into the local atmosphere. To reduce construction dust impacts, the proposed project will be required to adhere to the dust control requirements set forth in the Construction Dust Ordinance contained in San Francisco Health Code Article 22B and San Francisco Building Code Section 106.A.3.2.6.

In addition, the project site is not located within an Air Pollutant Exposure Zone, as mapped and defined by Health Code Article 38. The Air Pollutant Exposure Zone identifies areas with poor air quality based on and modeling of air pollution, exposures, and health vulnerability from mobile,

³ This document is available at: <http://www.sfmta.com/sites/default/files/projects/2015/vision-zero-san-francisco.pdf>.

stationary, and area source emissions within San Francisco. Given that the project site is not within an Air Pollutant Exposure Zone, no additional measures or analysis related to local health risks are anticipated. However, if the project would include new sources of toxic air contaminants including, but not limited to, emissions from diesel generators or boilers, or any other stationary sources, the project would result in toxic air contaminants that may affect both on-site and off-site sensitive receptors. Provide detailed information related to any proposed stationary sources with the EEA.

7. **Greenhouse Gases.** *The City and County of San Francisco's Strategies to Address Greenhouse Gas Emissions* presents a comprehensive assessment of policies, programs, and ordinances that represents San Francisco's Qualified Greenhouse Gas (GHG) Reduction Strategy. Projects that are consistent with San Francisco's Qualified GHG Reduction Strategy would result in less-than-significant impacts from GHG emissions. In order to facilitate a determination of compliance with San Francisco's Qualified GHG Reduction Strategy, the Planning Department has prepared a Greenhouse Gas Analysis Compliance Checklist.⁴ The project sponsor may be required to submit the completed table regarding project compliance with the identified regulations and provide project-level details in the discussion column. This information will be reviewed by the environmental planner during the environmental review process to determine if the project would comply with San Francisco's Greenhouse Gas Reduction Strategy. Projects that do not comply with an ordinance or regulation may be determined to be inconsistent with the Greenhouse Gas Reduction Strategy.
8. **Wind.** As discussed below under "Preliminary Project Comments," the project site is in the C-3-G (Downtown – General) zoning district, and is subject to Planning Code limits on ground-level wind speeds. A wind tunnel analysis will be required in order to determine project compliance with these Planning Code provisions. Additionally, the potential for hazardous ground-level wind speeds will be assessed as part of the project's environmental review. The project will therefore require a consultant-prepared wind analysis. The consultant will be required to prepare a proposed scope of work for review and approval by the assigned Current Planning and Environmental Planning staff prior to proceeding with the analysis.
9. **Shadow.** The proposed project would result in construction of a building greater than 40 feet in height. A preliminary shadow fan analysis prepared by Planning Department staff indicates that the proposed project could cast shadows on Union Square. However, based on review of data regarding existing building heights in the project vicinity, any shadow on Union Square created by the proposed hotel at 433 Mason Street would be blocked by the existing buildings located on the block across Mason Street including the building at 455 Post Street (d.b.a. The Westin), which is over 400 feet tall at its tallest point. Department staff has prepared a preliminary shadow fan that includes The Westin, and has confirmed that the proposed project would not create any new shadow on Union Square. Therefore, no additional shadow analysis would be required.
10. **Geology.** The project site is not located within a Seismic Hazard Zone. However, due to the height of the proposed project a preliminary geotechnical study prepared by a qualified consultant should be submitted with the EEA. The study should provide recommendations for any geotechnical concerns

⁴ Refer to <http://sf-planning.org/index.aspx?page=1886> for latest "Greenhouse Gas Compliance Checklist for Private Development Projects."

identified in the study. In general, compliance with the building codes would avoid the potential for significant impacts related to structural damage, ground subsidence, liquefaction, landslides, and surface settlement. To assist Planning Department staff in determining whether the project would result in environmental impacts related to geological hazards, it is recommended that you provide a copy of the geotechnical information with boring logs for the proposed project. This study will also help inform the Planning Department Archeologist of the project site's subsurface geological conditions.

11. **Hazardous Materials.** The proposed project would excavate or disturb approximately 4,440 cubic yards of material in an area identified as being in the Maher Zone. Therefore, the project is subject to Article 22A of the Health Code, also known as the Maher Ordinance. The Maher Ordinance, which is administered and overseen by the Department of Public Health (DPH), requires the project sponsor to retain the services of a qualified professional to prepare a Phase I Environmental Site Assessment (ESA) that meets the requirements of Health Code Section 22.A.6. The Phase I ESA would determine the potential for site contamination and level of exposure risk associated with the project. Based on that information, soil and/or groundwater sampling and analysis, as well as remediation of any site contamination, may be required. These steps are required to be completed prior to the issuance of any building permit.

DPH requires that projects subject to the Maher Ordinance complete a Maher Application, available at: <http://www.sfdph.org/dph/EH/HazWaste/hazWasteSiteMitigation.asp>. Fees for DPH review and oversight of projects subject to the ordinance would apply. Please refer to DPH's fee schedule, available at: <http://www.sfdph.org/dph/EH/Fees.asp#haz>. Please provide a copy of the submitted Maher Application and Phase I ESA with the EEA.

Because the existing building was constructed prior to 1980, asbestos-containing materials, such as floor and wall coverings, may be found in the building. The BAAQMD is responsible for regulating airborne pollutants including asbestos. Please contact BAAQMD for the requirements related to demolition of buildings with asbestos-containing materials. In addition, because of its age (constructed prior to 1978), lead paint may be found in the existing building. Please contact the San Francisco Department of Building Inspection for requirements related to the demolition of buildings that may contain lead paint.

12. **Disclosure Report for Developers of Major Projects.** The San Francisco Ethics Commission S.F. Camp. & Govt. Conduct Code § 3.520 et seq. requires developers to provide the public with information about donations that developers make to nonprofit organizations that may communicate with the City and County regarding major development projects. This report must be completed and filed by the developer of any "major project." A major project is a real estate development project located in the City and County of San Francisco with estimated construction costs exceeding \$1,000,000 where either: (1) The Planning Commission or any other local lead agency certifies an EIR for the project; or (2) The project relies on a program EIR and the Planning Department, Planning Commission, or any other local lead agency adopts any final environmental determination under CEQA. A final environmental determination includes: the issuance of a Community Plan Evaluation (CPE); certification of an EIR; adoption of a Final Mitigated Negative Declaration; or a project approval by the Planning Commission that adopts CEQA Findings. A major project does not include

a residential development project with four or fewer dwelling units. The first (or initial) report must be filed within 30 days of the date the Planning Commission (or any other local lead agency) certifies the EIR for that project or, for a major project relying on a program EIR, within 30 days of the date that the Planning Department, Planning Commission, or any other local lead agency adopts a final environmental determination under CEQA. Please submit a Disclosure Report for Developers of Major City Projects to the San Francisco Ethics Commission. This form can be found at the Planning Department or online at <http://www.sfethics.org>.

PRELIMINARY PLANNING CODE AND PROCEDURAL COMMENTS:

The following comments address preliminary Planning Code issues that may substantially affect the design and massing of the proposed project:

1. **Hotel Use.** Conditional Use Authorization is required for hotel use in C-3 Zoning Districts pursuant to Planning Code Sections 210.2 and 303. In addition to the standard Conditional Use findings, the Planning Commission shall consider:
 - The impact of the employees of the hotel or motel on the demand in the City for housing, public transit, child-care, and other social services. To the extent relevant, the Commission shall also consider the seasonal and part-time nature of employment in the hotel or motel;
 - The measures that will be taken by the project sponsor to employ residents of San Francisco in order to minimize increased demand for regional transportation; and
 - The market demand for a hotel or motel of the type proposed.
2. **Height.** In the 80-130-F Zoning District, exceptions to the 80 foot height limit up to 130 feet may be approved in accordance with the provisions of Planning Code Section 309. In order to exceed 80 feet in height, you must seek an exception by filing a Downtown Project Authorization Application. Such height exemptions may be permitted provided that:
 - The height of the building or structure does not exceed 130 feet; and
 - The additional height will not add significant shadows on public sidewalks and parks; and
 - The structure provides an appropriate transition to adjacent higher or lower buildings; and
 - The additional height of the structure is set back an appropriate distance from the street frontage to maintain continuity of the predominant streetwall on the block.
3. **Wind.** The project site is in the C-3-G District. Pursuant to Planning Code Section 148, the proposed project is subject to the following wind regulations: ground-level wind speeds shall not exceed the seating comfort criterion of 7 mph for more than 10 percent of the time year-round, shall not exceed the pedestrian comfort criterion of 11 mph for 10 percent of the time year-round, and shall not reach or exceed the wind hazard criterion of 26 mph for a single hour of the year. The Planning Commission may grant exceptions from the comfort criteria, but no exceptions from the wind hazard

criterion may be granted. In order to demonstrate project compliance with the provisions of Section 148, a wind tunnel test is required. Be advised that seeking an exception from Section 148 may require testing variations of the project to reduce comfort exceedances, even after testing and/or modeling has demonstrated that wind speeds do not reach or exceed hazard levels.

Please retain a consultant who is familiar with San Francisco's methodology to conduct the wind tunnel test. The consultant will be required to prepare a proposed scope of work for review and approval by the assigned Environmental Planning and Current Planning staff prior to proceeding with the wind tunnel test. Please see the topic of wind under the Environmental Review section of this PPA letter for additional information.

4. **Floor Area Ratio and Transferable Development Rights.** The permitted Floor Area Ratio (FAR) in the C-3-G District is 6.0 to 1.0. Pursuant to Section 123, the allowable FAR may be increased by 1.5 times the base limit, or 9.0 to 1.0, in the C-3-G District. In order to exceed a Base Floor Area Ratio of 6.0 to 1.0, you must purchase one unit of Transferable Development Rights (TDR) for each gross square foot exceeding the principally permitted FAR of 6.0 to 1.0. The purchase of TDR must be reviewed and executed through a **Certificate of Transfer Application** (COT). In order to use the TDR you have purchased, you must file a **Notice of Use Application** (NOU). Since the subject lot is 10,471 square feet in area, the maximum allowable FAR with the purchase of TDR is 94,239 square feet.

The FAR Summary Calculation provided with the PPA Application indicates that the gross area of the proposed project is 91,494 square feet, which accounts for areas which are exempted from the calculation of Gross Floor Area. Additional information is required to confirm that the project does not exceed the maximum permitted FAR, and to determine the number of units of TDR which will be required. In future submittals please provide floor plans which indicate the areas that are included and excluded from Gross Floor Area, along with citations to the definition of Gross Floor Area (Section 102 – Floor Area, Gross). Please note that “back of house” space is not exempted from Gross Floor Area.

5. **Public Open Space.** Section 138 requires public open space at a ratio of 1 square feet of open space for each 50 feet of gross floor area within the C-3-G Zoning District. The PPA Application indicates that the proposed development would be approximately 97,351 square feet; therefore, 1,947 square feet of public open space is required. Additional information is required to determine if the proposed rooftop open space meets the minimum required area. In future submittals please include the area of the open space, as well as a note that designates the open space as the required POPOS.

Locating the required open space on the roof would be permitted; however, the Urban Design Advisory Team recommends placing the open space in Derby Alley. Please also review the comments regarding the location and design of the open space in the Preliminary Design Comments below. The type, size, location, physical access, seating, landscaping, availability of commercial services, sunlight and wind conditions, and hours of public access shall be reviewed and approved in accordance with the provisions of Section 309 and shall generally conform to the “Guidelines for Open Space.”

6. **Tree Planting and Protection.** The Public Works Code Section 8.02-8.11 requires disclosure and protection of landmark, significant, and street trees located on private and public property. Any such

trees must be shown on the site plans with the size of the trunk diameter, tree height, and accurate canopy drip line. Also see the comments below under “Street Trees.”

7. **Street Trees.** The Public Works Code Section 806(d) requires one street tree for each 20 feet of linear frontage containing the development project. Existing trees that are retained throughout the development process shall count toward meeting the requirement. The project site has 50 feet of frontage along Mason Street and 60 feet of frontage along Derby Street, or 110 total linear feet. Six street trees will be required. The Public Works will determine if it is feasible to plant a tree within the public right-of-way adjacent to the development site, and will levy an in lieu fee if it is infeasible to plant the required trees.
8. **Shadow Analysis (Section 295).** Section 295 requires that a shadow analysis must be performed to determine whether the project has the potential to cast shadow on properties under the jurisdiction of the San Francisco Recreation and Park Commission. The Department prepared a preliminary shadow fan which shows that the proposed project could potentially shade Union Square. However, based on review of data regarding existing building heights in the project vicinity, any shadow created by the proposed hotel at 433 Mason Street would be blocked by the existing buildings across Mason Street including the one located at 455 Post Street (d.b.a. The Westin) which is over 400 feet tall at its tallest point. Department staff has prepared a preliminary shadow fan that includes The Westin, and has confirmed that the proposed project would not create any new shadow on Union Square. Therefore, no additional shadow analysis would be required.
9. **Shadow Analysis (Section 147).** Section 147 requires that new buildings and additions to existing buildings in C-3, South of Market Mixed Use, and Eastern Neighborhoods Mixed Use Districts that exceed 50 feet shall be shaped to reduce substantial shadow impacts on public plazas and other publicly accessible spaces other than those protected under Section [295](#). The Department prepared a preliminary shadow fan which shows that the proposed project could potentially shade privately owned public open space at the Westin. However, based on review of data regarding existing building heights in the project vicinity, any shadow created by the proposed hotel at 433 Mason Street would be blocked by the existing buildings across Mason Street including the one located at 455 Post Street (d.b.a. The Westin) which is over 400 feet tall at its tallest point. Department staff has prepared a preliminary shadow fan that includes The Westin, and has confirmed that the proposed project would not create any new shadow on the open space. Therefore, no additional shadow analysis would be required.
10. **Transportation Demand Management Program.** On August 4, 2016, the Planning Commission adopted a resolution to recommend approval of Planning Code amendments that would require development projects to comply with a proposed Transportation Demand Management (TDM) Program (within a new Planning Code Section 169). The Board of Supervisors is scheduled to hear the legislation in January 2017, which will likely include a phase-in of the requirements of the TDM Program (BOS File #160925). The intent of the proposed TDM Program is to reduce vehicle miles traveled (VMT) and to make it easier for people to get around by sustainable travel modes such as transit, walking, and biking.

Under the proposed TDM Program, land uses are grouped into four categories, A through D. For each land use category that is subject to the TDM Program, the City would set a target based on the number of accessory vehicle parking spaces proposed. To meet each target, the project sponsor must select TDM measures from a menu of options. In general, the number of TDM measures that the project sponsor must implement would increase in proportion to the number of accessory vehicle parking spaces proposed. Some of the TDM measures included in the menu are already required by the Planning Code. Points earned from implementing these measures would be applied towards achieving a project's target(s). Project sponsors would be required to implement and maintain TDM measures for the life of the project.

The proposed project includes 211 hotel rooms and 2,250 square feet of retail, and thus would be subject to the proposed TDM Program. The project does not propose to provide any accessory parking for the office use, and would therefore be required to meet or exceed the base target of 13 points for land use Category B.

The Planning Code would currently require the project, as described in the PPA, to provide the following TDM measures:

- Bicycle Parking (Planning Code Section [155.2](#); TDM Menu ACTIVE-2 – option a)

The project may be required to select and incorporate additional TDM measures to meet the target listed above. A full list of the TDM measures included in the menu of options is available on this [website](#). Once an entitlement application is filed, the assigned Current Planner will provide additional guidance regarding the proposed TDM Program and next steps.

11. **Tour Bus Loading Spaces.** Planning Code Section 162 requires one off-street tour bus loading space for hotels with 201-350 rooms. As the Project proposes up to 211 hotel rooms, one off-street bus loading space is required. A waiver from this requirement may be sought pursuant to Section 309 provisions; however the project must demonstrate how criteria pursuant to Planning Code Section 162(b) have been met.
12. **Bicycle Parking (Class I).** Planning Code Section 155.5 requires this project to provide seven Class I bicycle parking spaces. The proposed project contains no Class I bicycle parking. Please provide Class I bicycle parking in future submittals.
13. **Bicycle Parking (Class II).** Planning Code Section 155 requires the project to provide at least seven Class II bicycle parking spaces, provided through on-street bicycle racks; however SFMTA has final authority on the type, placement and number of Class II bicycle racks within the public ROW. Prior to issuance of first architectural addenda, you will be required contact the SFMTA Bike Parking Program at bikeparking@sfmta.com to coordinate the installation of on-street bicycle racks and ensure that the proposed bicycle racks meet the SFMTA's bicycle parking guidelines. Depending on local site conditions and anticipated demand, SFMTA may request the project sponsor pay an in-lieu fee for Class II bike racks required by the Planning Code. The SFMTA bicycle parking guidelines can be found at: <https://www.sfmta.com/services/streets-sidewalks/installation-requests/bicycle-racks-corrals>.

14. **Vision Zero.** In 2014, the City adopted the [Vision Zero Policy](#) which seeks to eliminate all traffic deaths in the City by 2024. The City subsequently established a network of Vision Zero Corridors which have higher rates of traffic-related injuries and fatalities compared to most San Francisco Streets. The City has determined that streets on the Vision Zero network should be prioritized for safety improvements especially those that improve the safety of vulnerable users like people walking and people on bikes.

This project is located on a pedestrian high-injury corridor, and is encouraged to incorporate safety measures into the project.

15. **Noise Regulations Relating to Residential Uses Near Places of Entertainment (POE).** New residential development within 300 feet of a Place of Entertainment must go through an Entertainment Commission outreach process ([Ordinance Number 070-015](#)). In addition, new residential development will also be required to record a Notice of Special Restrictions (NSR) on the site. The subject site is located within 300 feet of an existing POE, see enclosed map. Please note that the Planning Department will not consider an entitlement application complete until the following are completed:

- (A) The Entertainment Commission has provided written notification to the Planning Department indicating that it either did not wish to hold a hearing, or that it held a hearing and the Project Sponsor attended; and
- (B) The Project Sponsor has included a copy of any comments and/or recommendations provided by the Entertainment Commission regarding the proposed Project as well as the date(s) when the comments were provided. This shall be done as an additional sheet in any plan set submitted to the Planning Department and as an attachment in an entitlement application.

You may contact Entertainment Commission staff at (415) 554-6678 or visit their webpage at <http://www.sfgov2.org/index.aspx?page=338> for additional information regarding the outreach process.

16. **First Source Hiring Agreement.** A First Source Hiring Agreement is required for any project proposing to construct 25,000 gross square feet or more. For more information, please contact:

Ken Nim, Workforce Compliance Officer
CityBuild, Office of Economic and Workforce Development
City and County of San Francisco
50 Van Ness Avenue, San Francisco, CA 94102
(415) 581-2303

17. **Stormwater.** If the project results in a ground surface disturbance of 5,000 sf or greater (creating and/or replacing 5,000 square feet or more of impervious surface), it is subject to San Francisco's stormwater management requirements as outlined in the Stormwater Management Ordinance and the corresponding San Francisco Public Utilities Commission (SFPUC) Stormwater Design Guidelines (Guidelines). Projects that trigger the stormwater management requirements must prepare a Stormwater Control Plan demonstrating project adherence to the performance measures outlined in

the Guidelines including: (a) reduction in total volume and peak flow rate of stormwater for areas in combined sewer systems OR (b) stormwater treatment for areas in separate sewer systems. The SFPUC Wastewater Enterprise, Urban Watershed Management Program is responsible for review and approval of the Stormwater Control Plan. Without SFPUC approval of a Stormwater Control Plan, no site or building permits can be issued. The Guidelines also require a signed maintenance agreement to ensure proper care of the necessary stormwater controls. Compliance may occur through a mix of rooftop, sidewalk, and open space treatments and technologies, and is encouraged to be designed as a comprehensive system that maximizes co-benefits for greening, habitat creation, urban heat island reduction, building energy savings, and beautification. Systems within the public realm should consider adjacencies and opportunities for flow-through systems to neighborhood detention areas. To view the Stormwater Management Ordinance, the Stormwater Design Guidelines, or download instructions for the Stormwater Control Plan, go to <http://sfwater.org/sdg>. Applicants may contact stormwaterreview@sfwater.org for assistance.

18. **Recycled Water.** Projects located in San Francisco's designated recycled water use areas are required to install recycled water systems for irrigation, cooling, and/or toilet and urinal flushing in accordance with the Recycled (or Reclaimed) Water Use Ordinance, adopted as Article 22 of the San Francisco Public Works Code. New construction or major alterations with a total cumulative area of 40,000 square feet or more; any new, modified, or existing irrigated areas of 10,000 square feet or more; and all subdivisions are required to comply. To determine if the proposed project is in a designated recycled water use area, and for more information about the recycled water requirements, please visit sfwater.org/index.aspx?page=687.
19. **Non-Potable Water Reuse.** Beginning November 1, 2016, all new buildings of 250,000 square feet or more of gross floor area, must install non-potable water reuse systems to treat and reuse available alternate water sources for toilet and urinal flushing and irrigation. The proposed project is less than 250,000 sf, but greater than 40,000 sf, so would be required to compete and submit a water balance study. For more information about the requirements, please visit <http://www.sfwater.org/np> and/or contact nonpotable@sfwater.org for assistance. Non-potable water systems may be designed to optimize co-benefits for stormwater management, living roofs, and streetscape greening. Regardless of size, project sponsors are encouraged to consider a district-scale system that serves an entire larger project and/or connects smaller projects with adjacent development through shared systems to maximize efficiency and effectiveness.
20. **Sustainability and Green Building.** San Francisco has a suite of existing sustainability related regulations, including recycling and composting, solar, and more details outlined in the San Francisco Green Building Code (GBC). Per the GBC, this project must meet the standards of LEED Silver or the equivalent GreenPoint rating system. It is recommended that the project sponsor work with the San Francisco Planning, Building, and Environment departments to determine the most beneficial mix of green building strategies that meet or exceed all current requirements, and best fit the local context. This especially includes the provision of renewable energy on site (PV and solar thermal), living roofs and walls, non-potable water reuse, healthy environments (non-toxic building materials), and other innovative approaches to enhancing performance of the City's environment. The City also encourages projects to maximize energy and water efficiencies, consider zero carbon

strategies such as all-electric buildings, and commit to green power purchases for 100% GHG-free electricity. As with non-potable water systems, projects are recommended to consider district-scale energy opportunities on site and in coordination with neighbors.

21. **Refuse Collection and Loading.** San Francisco is a national leader in diverting waste from landfills, has a Mandatory Recycling and Composting Ordinance, and has a goal to achieve zero waste by 2020. In this, the City requires all buildings to be designed with spaces for collecting and loading recycling and composting in common and private areas, and make these options as or more convenient than waste disposal. More information on the complete suite of the City's Zero Waste legislation may be found here: <http://sfenvironment.org/zero-waste/overview/legislation>. Please also see the Guidance on Recycling Design (page 3) resources for designing appropriate areas: http://sfenvironment.org/sites/default/files/fliers/files/sfe_zw_ab088.pdf. Free design and implementation assistance is available from the San Francisco Department of the Environment's Zero Waste Team by calling 415-355-3700.

PRELIMINARY DESIGN COMMENTS:

The following comments address preliminary design issues that may substantially affect the proposed project:

1. Site Design, Open Space, and Massing

UDAT recommends locating the required POPOS, currently proposed on the roof, to the ground level to better activate Derby Alley. Because Derby dead ends and is currently closed to traffic, improvements to the alley, including high quality permeable paving, trees and planting along with amenities such as chairs and tables in the alley could count toward POPOS requirements. UDAT recommends tabling the street with a single surface paving, providing a continuous sidewalk along Mason, and removing the gate. If a gate is deemed necessary to retain, it should be open during daytime and evening hours, and intentionally designed as an invitational gateway. Vegetated walls may be incorporated into the required POPOS.

In addition to street improvements, an active use that would help activate the POPOS should be provided within the building, such as a restaurant or café, bike rental, main lobby, etc. Examples of activated downtown alleys include Belden, Claude, Commercial, and Hotaling.

At the Mason Street elevation, UDAT recommends pulling the recessed mass between the adjacent building to the South to the streetwall at all floors above the ground floor. This would also help expand the light court to better match the adjacent neighbor's light court.

UDAT recommends pulling the ground floor to the North out to the property line to continue the street wall.

2. Architecture

The use of glass curtain wall is discouraged, and as proposed is not in conformance with the character of Kearny-Market-Mason-Sutter (KMMS) Conservation District (historic district). UDAT

recommends incorporating deeply recessed windows proportioned to reference those typical of the District. UDAT encourages the addition of sills along the window line at the second floor and above to help define the windows. Please include window details into future submittals that show the jamb depth and sill detailing.

The vertical projecting window fins seem to be inconsistent with features in the KMMS historic district. Windows should generally follow the patterns and proportions of windows found in the surrounding district. Asymmetrical divisions seem inconsistent with those patterns, Window verticality defined through rough openings or mullion/muntin patterns are consistent with the KMMS historic district.

UDAT recommends providing a stronger and well-defined roof termination to the building, at both the 8-story portion at the streetwall and the 13-story portion setback. In particular, the top level and termination of the 13-story portion should include more solidity at the street-facing wall plane, consistent with the KMMS historic district. A possible means of achieving this may involve designing the entire top floor as a part of the building top. Similarly, the base of the building should be defined to be more dominant. The 'T' beam cornice may not be appropriate or sufficient to achieve a the definition of a base level compatible with the KMMS historic district and surrounding neighborhood and should be reconsidered in coordination with a stronger ground floor design at Mason Street.

There are a number of elements that make up the architectural features of a historic storefront. The repetition of these features creates a visual unity on the street that should be preserved. Collectively, they establish a sense of place, provide a "human scale" and add rich detail to the public realm. These elements include, but are not limited to: transparent glazed storefront display windows, proportionate in size; supported by a bulkhead approximately 18"-24"; topped by transom windows, proportional hierarchically with the large display windows set as close as possible to the streetwall; with a recessed entry; a storefront system composed of a dark colored painted wood or prefinished metal, with low-profile dimensions, that is clearly contemporary.

The two entries at Mason Street should have a greater hierarchy; in particular, the lobby should have an elevated prominence. One method to demonstrate this hierarchy is through use of projections or other architectural details, however, canopies or awnings across the entire frontage is generally discouraged in the KMMS historic district.

Primary materials should be stone, brick or masonry. Potential materials selection and details should relate to the coursing and/or orientation of exterior buildings in KMMS historic district.

At this point the architecture is assumed to be preliminary and UDAT will provide further detailed design review on the subsequent submission. UDAT recommends that the project express significant

façade depth, provide high-quality materials, and meet the architectural detailing and character of the Kearny-Market-Mason-Sutter Conservation District and surrounding neighborhood.

3. **Vision Zero.** In 2014, the City adopted the [Vision Zero Policy](#) which seeks to eliminate all traffic deaths in the City by 2024. The City subsequently established a network of Vision Zero Corridors which have higher rates of traffic-related injuries and fatalities compared to most San Francisco Streets. The City has determined that streets on the Vision Zero network should be prioritized for safety improvements especially those that improve the safety of vulnerable users like people walking and people on bikes.

This project is located on a pedestrian high-injury corridor, and is encouraged to incorporate safety measures into the project.

DEVELOPMENT FEES:

This project will be subject to various impact fees. Please refer to the [Planning Director's Bulletin No. 1](#) for an overview of Development Impact Fees, and to the Department of Building Inspection's [Development Impact Fee webpage](#) for more information about current rates. Please note that this list only reflects fees and requirements referenced in the Planning Code. For projects in ongoing plan areas (e.g. Central SoMa, the Hub, etc.) the below list may not accurately reflect all fees that may become applicable to this project.

Based on an initial review of the proposed project, the following impact fees, which are assessed by the Planning Department, will be required:

1. Transportation Sustainability Fee (TSF) (§411A)
2. Jobs-Housing Linkage Fee (§413)
3. Child Care In-Lieu Fee for Office or Hotel Projects (§414)
4. Public Art (§429)

PLANNING DEPARTMENT APPROVALS:

The project requires the following Planning Department approvals. These approvals may be reviewed in conjunction with the required environmental review, but may not be granted until after the required environmental review is completed.

1. **Permit Review in C-3 Districts.** In order for the project to proceed, you must seek exceptions from the Planning Commission pursuant to Planning Code Sections 263.8 and 309 for the new construction of a building greater than 80 feet in height within the 80-130-F Height and Bulk District. In addition, you may be required to seek an exception from Section 148, Reduction of Ground-Level Wind Currents in C-3 Districts, if a wind tunnel test demonstrates that the building will not increase Ground-Level Wind Currents beyond the permitted comfort criterion. You may also seek an exception from Section 162 to provide fewer tour bus loading spaces than required.

2. **Conditional Use Authorization** from the Planning Commission is required per Planning Code Sections 210.2 and 303 for the proposed hotel use.
3. A **Permit to Alter** from the Historic Preservation Commission is required per Planning Code Section 1111.7(a)(3).
4. **Transferable Development Rights (TDR)** is required to exceed the permitted base Floor Area Ratio of 6.0 to 1.0 up to a Floor Area Ratio of 9.0 to 1.0.
 - A **Certificate of Transfer** is required to record the purchase of TDR units.
 - A **Notice of Use** is required to record the use of TDR on the subject property.
5. A **Building Permit Application** is required for the demolition of the existing building on the subject property.
6. A **Building Permit Application** is required for the proposed new construction on the subject property.
7. .

All applications are available in the Planning Department lobby at 1650 Mission Street, Suite 400, at the Planning Information Center at 1660 Mission Street, and online at www.sfplanning.org. Building Permit Applications are available at the Department of Building Inspection at 1660 Mission Street.

NEIGHBORHOOD NOTIFICATIONS AND OUTREACH:

Project Sponsors are encouraged, and in some cases required, to conduct public outreach with the surrounding community and neighborhood groups early in the development process. Additionally, many approvals require a public hearing with an associated neighborhood notification. Differing levels of neighborhood notification are mandatory for some or all of the reviews and approvals listed above.

1. **Pre-Application Meeting.** This project is required to conduct a Pre-Application Meeting with surrounding neighbors and registered neighborhood groups before a development application may be filed with the Planning Department. The Pre-Application packet, which includes instructions and template forms, is available at www.sfplanning.org under the “Permits & Zoning” tab. All registered neighborhood group mailing lists are available online at www.sfplanning.org under the “Resource Center” tab.
2. **Neighborhood Outreach.** This project is required to undertake additional public outreach in advance of the Planning Commission hearing on the Downtown Project Authorization and Conditional Use Authorization. The developer is required to conduct an additional outreach meeting, notifying owners and tenants who live within 300’ of the project as well as all registered neighborhood organizations for the Downtown neighborhood, after initial design comments have been provided from the Planning Department and prior to the scheduling of the aforementioned Planning Commission hearing. The purpose of this meeting is to keep the community abreast of the project’s

evolution, presenting the latest design of the project – including the Department’s requested changes – to the community in advance of the Commission taking action on the hearing.

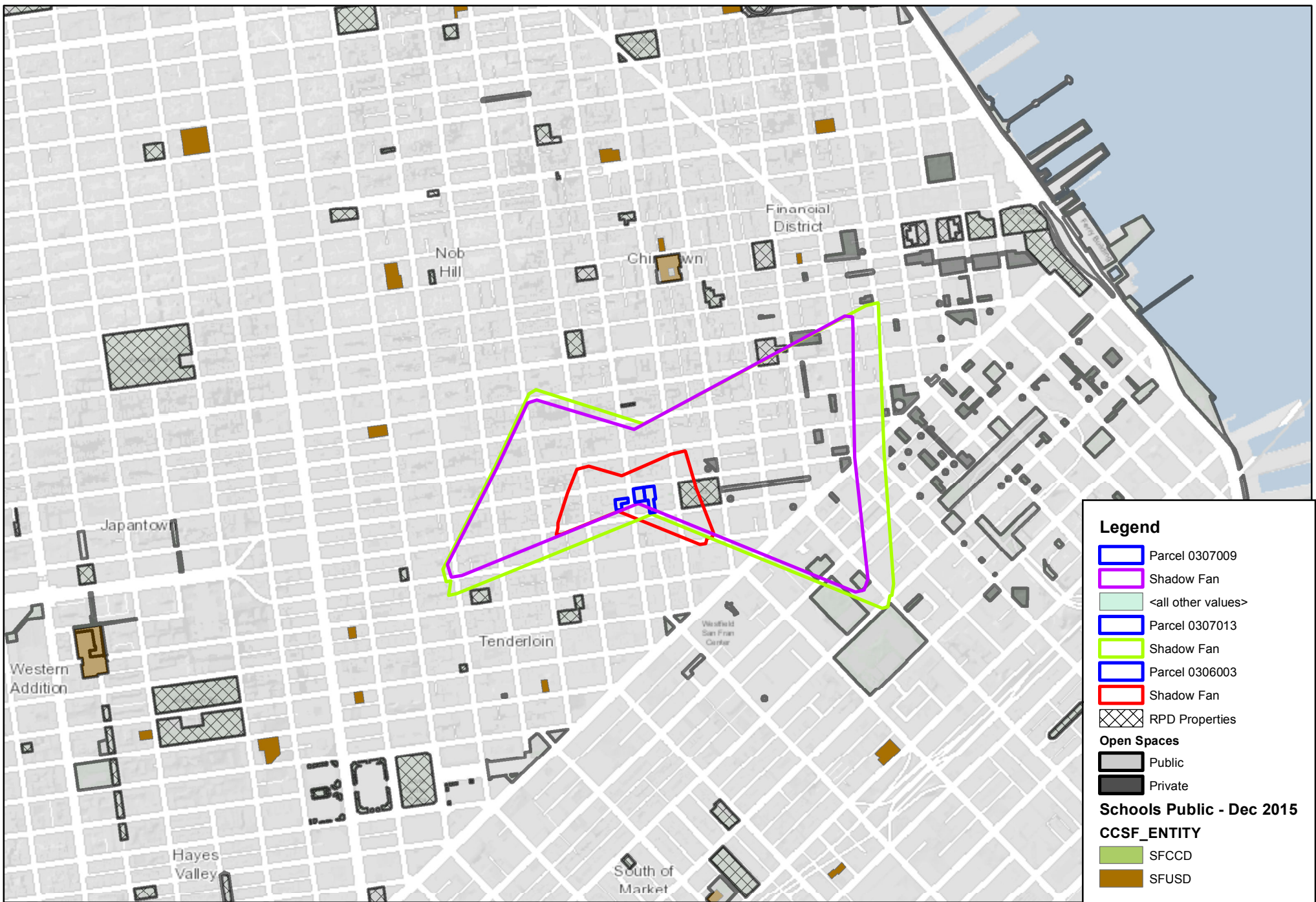
3. **Notification of a Project Receiving Environmental Review.** Notice is required to be sent to occupants of the project site and properties adjacent to the project site, as well as to owners and, to the extent feasible, occupants of properties within 300 feet of the project site at the initiation of the environmental review process. Please be prepared to provide mailing addresses on a CD upon request during the environmental review process.

PRELIMINARY PROJECT ASSESSMENT EXPIRATION:

This Preliminary Project Assessment is valid for a period of **18 months**. An Environmental Evaluation, Conditional Use Authorization, Downtown Project Authorization, or Building Permit Application, as listed above, must be submitted no later than **July 30, 2018**. Otherwise, this determination is considered expired and a new Preliminary Project Assessment is required. Such applications and plans must be generally consistent with those found in this Preliminary Project Assessment.

Enclosure: Shadow Fan
Building Heights in the Vicinity of 433 Mason
Kearny-Market-Mason-Sutter Street Conservation District. Planning Code Article 11,
Appendix E – Section 6: Features, Section 7: Standards and Guidelines for Review of
New Construction and Certain Alterations.
Neighborhood Groups List

cc: Sarah Clark, Stanton Architecture – Applicant
Carly Grob, Current Planning
Alana Callagy, Environmental Planning
Maggie Wenger, Citywide Planning and Analysis
Jonas Ionin, Planning Commission Secretary
Charles Rivasplata, SFMTA
Jerry Sanguinetti, Public Works
Pauline Perkins, SFPUC
June Weintraub and Jonathan Piakis, DPH
Planning Department Webmaster (webmaster.planning@sfgov.org)



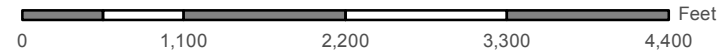
Title: Existing Shadow in vicinity of 433 Mason

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Printed: 19 January, 2017



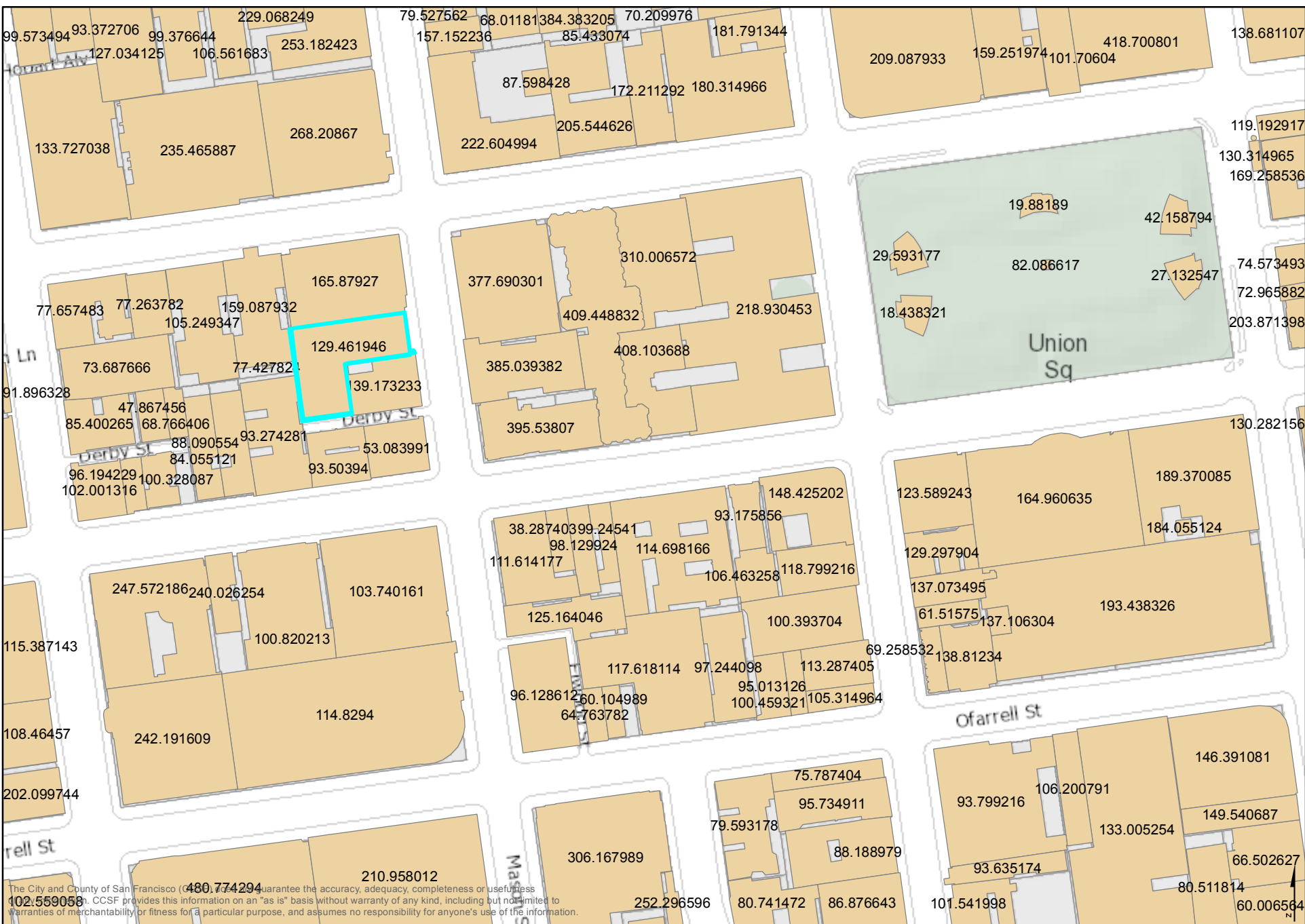
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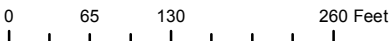
Building Heights in the Vicinity of 433 Mason



**SAN FRANCISCO
PLANNING DEPARTMENT**



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Printed: 19, January 2017

Print

San Francisco Planning Code

SEC. 6. FEATURES.

The exterior architectural features of the Kearny-Market-Mason-Sutter Conservation District are as follows:

(a) **Massing and Composition.** The compositions of the building facades reflect the different architectural functions of the building. For the most part, building facades in the district are two- or three-part vertical compositions consisting either of a base and a shaft, or a base, a shaft and a capital. In more elaborate designs, transitional stories create a stacked composition, but the design effect is similar.

In addition, the facade of a building is often divided into bays expressing the structure (commonly steel and reinforced concrete) beneath the facade. This was accomplished through fenestration, structural articulation or other detailing which serves to break the facade into discrete segments. A common compositional device in the District is an emphasis placed upon either the end bays or the central bay.

The massing of the structures is usually a simple vertically oriented rectangle with a ratio of width to height generally from 1:2 to 1:4. This vertically oriented massing is an important characteristic of the District. In addition, continuous streetwall heights are a characteristic of most blockfronts.

Almost without exception, the buildings in the Kearny-Market-Mason-Sutter Conservation District are built to the front property line and occupy the entire site. Where buildings have not followed this rule, they do not adequately enclose the street. The massing of structures often reflects unique or prominent site characteristics. Corner buildings often have rounded corner bays to express the special requirements of the site and to tie its two blockfronts together.

(b) **Scale.** The buildings are of small to medium scale. The bay width is generally from 20 feet to 30 feet. Heights generally range from four to eight stories on lots 40 feet to 80 feet wide, although a number of taller buildings exist. The wider frontages are often broken up by articulation of the facade, making the buildings appear narrower. The base is generally delineated from the rest of the building giving the District an intimate scale at the street.

(c) **Materials and Colors.** Buildings are usually clad in masonry materials over a supporting structure. The cladding materials include terra cotta, brick, stone and stucco. Wood, metal and metal panels are not facade materials, although painted wood and metal are sometimes used for window sash and ornament.

The materials are generally colored light or medium earth tones, including white, cream, buff, yellow, and brown. Individual buildings generally use a few different tones of one color.

To express the mass and weight of the structure, masonry materials are used on multidimensional wall surfaces with texture and depth, which simulates the qualities necessary to support the weight of a load-bearing wall.

(d) **Detailing and Ornamentation.** This area has been the heart of the retail district since it was reconstructed after the fire. Buildings use the expression of texture and depth on masonry

material (e.g., rustication, deep window reveals) to simulate the appearance of load-bearing walls. The buildings are not constructed in a single style, but with ornament drawn from a variety of historical sources, primarily Classical and Renaissance. Gothic detailing is also well represented. Popular details include, arches, columns, pilasters, projecting bracketed cornices, multiple belt-courses, elaborate lintels and pediments, and decorated spandrels. Details were used to relate buildings to their neighbors by repeating and varying the ornament used in the surrounding structures.

(Added Ord. 414-85, App. 9/17/85)

SEC. 7. STANDARDS AND GUIDELINES FOR REVIEW OF NEW CONSTRUCTION AND CERTAIN ALTERATIONS.

(a) All construction of new buildings and all major alterations, which are subject to the provisions of Sections 1110, 1111 through 1111.6 and 1113, shall be compatible with the District in general with respect to the building's composition and massing, scale, materials and colors, and detailing and ornamentation, including those features described in Section 6 of this Appendix. Emphasis shall be placed on compatibility with those buildings in the area in which the new or altered building is located. In the case of major alterations, only those building characteristics that are affected by the proposed alteration shall be considered in assessing compatibility. Signs on buildings in conservation districts are subject to the provisions of Section 1111.7.

The foregoing standards do not require, or even encourage, new buildings to imitate the styles of the past. Rather, they require the new to be compatible with the old. The determination of compatibility shall be made in accordance with the provisions of Section 309.

(b) The guidelines in this Subsection are to be used in assessing compatibility.

(1) **Composition and Massing.** Although the District is quite large and contains a wide variety of building forms, new construction should maintain its essential character by relating to the prevailing height, mass, proportions, rhythm and composition of existing Significant and Contributory Buildings. The height and massing of new buildings should not alter the traditional scale of existing buildings, streets and open spaces. In addition to the consideration of sunlight access for the street, an appropriate streetwall height is established by reference to the prevailing height of the buildings on the block and especially that of adjacent buildings. If the adjacent buildings are of a significantly different height than the rest of the buildings on the block, then the prevailing height of buildings on the block should be used as a guide. A setback at the streetwall height can permit additional height above the setback without breaking the continuity of the street wall.

Most existing buildings are built to the property or street line. This pattern, except in the case of carefully selected open spaces, should not be broken since it could damage the continuity of building rhythms and the definitions of streets.

The standard proportions of new buildings should be established by the prevailing streetwall height and width of lots. To ensure that an established set of proportions is maintained, it is necessary to break up the facades of new buildings into smaller sections that relate to those existing proportions. The use of smaller bays and multiple entrances are two ways of relating the rhythm of a new building with those of historic buildings.

The design of a new structure should repeat the prevailing pattern of two- and three-part vertical compositions. A base element is necessary to define the pedestrian environment. This division of a building allows flexibility in the design of the ground story while encouraging a uniform treatment of the upper stories.

(2) **Scale.** A major influence on scale is the degree to which the total facade plane is broken into smaller parts (by detailing, fenestration, bay widths) which relate to human scale. While department stores and hotels are of a medium scale, the traditional pattern for the District has consisted of small scale buildings. The existing scale of the buildings in the vicinity should be maintained. This can be accomplished in a variety of ways, including: a consistent use of size and complexity of detailing in regards to surrounding buildings, continuance of existing bay widths, maintenance of an existing streetwall height, and incorporation of a base element (of similar height) to maintain the pedestrian environment. Large wall surfaces, which increase a building's scale, should be broken up through the use of detailing and textural variation.

Existing fenestration (windows, entrances) rhythms and proportions which have been established by lot width or bay width should be repeated in new structures. The spacing and size of window openings should follow the sequence set by Significant and Contributory structures. Large glass areas should be broken up by mullions so that the scale of glazed areas is compatible with that of neighboring buildings. Casement and double-hung windows should be used where possible.

(3) **Materials and Colors.** The use of like materials can relate two buildings of obviously different eras and styles. Similarly, the use of materials that appear similar (such as substituting concrete for stone) can link two disparate structures, or harmonize the appearance of a new structure with the architectural character of a conservation district. The preferred surface materials for this district are brick, stone, and concrete (simulated to look like terra cotta or stone).

The texture of surfaces can be treated in a manner so as to emphasize the bearing function of the material, as is done in rustication on historic buildings.

Traditional light colors should be used in order to blend in with the character of the district. Dissimilar buildings may be made more compatible by using similar or harmonious colors, and to a lesser extent, by using similar textures.

(4) **Detailing and Ornamentation.** A new building should relate to the surrounding area by picking up elements from surrounding buildings and repeating them or developing them for new purposes. Since the District has one of the largest collections of finely ornamented buildings in the City, these buildings should serve as references for new buildings. Detailing of a similar shape and placement can be used without directly copying historical ornament. The new structure should incorporate prevailing cornice lines or belt courses and may also use a modern vernacular instead of that of the original model.

(Added Ord. 414-85, App. 9/17/85)

FIRST	LAST	TITLE	ORGANIZATION	ADDRESS	CITY	STATE	ZIP	TELEPHONE	EMAIL	NEIGHBORHOOD OF INTEREST
Andrew	Chandler		0 Lower Polk Neighbors	PO BOX 642428	San Francisco	CA	94164-		0	0 Downtown/Civic Center, Nob Hill
Alexandra	Goldman	Community Planner	Tenderloin Neighborhood Development Corporation - CO Department	201 Eddy Street	San Francisco	CA	94102	415-358-3920	agoldman@tndc.org	Downtown/Civic Center, South of Market
Donald	Savoie	Executive Director	Civic Center Community Benefit District	234 Van Ness Avenue	San Francisco	CA		94102 415-626-1819	info@sfciviccenter.org	Downtown/Civic Center
Eric	Lopez	President	SoMaBend Neighborhood Association	P.O. Box 410805	San Francisco	CA		94141 415-669-0916	somabend.na@gmail.com	Downtown/Civic Center, Mission, South of Market
Ian	Lewis		0 HERE Local 2	209 Golden Gate Avenue	San Francisco	CA		94102	0	0 Chinatown, Downtown/Civic Center, Marina, Mission, Nob Hill, North Beach, Pacific Heights, Presidio, South of Market
James	Haas	Chairman	Civic Center Stakeholder Group	100 Van Ness Avenue	San Francisco	CA	94102	415-285-5048	JWHaasESQ@AOL.com	Downtown/Civic Center
Jane	Kim	Supervisor, District 6	Board of Supervisors	1 Dr. Carlton B Goodlett Place, Room #244	San Francisco	CA	94102-4689	415-554-7970	jane.kim@sfgov.org; April.veneracion@sfgov.org; Sunny.Angulo@sfgov.org; Ivy.Lee@sfgov.org	Downtown/Civic Center, North Beach, South of Market, Treasure Island/YBI
Jason	Henderson	Vice Chariman	Market/Octavia Community Advisory Comm.	300 Buchanan Street, Apt. 503	San Francisco	CA	94102	415-722-0617	jhenderson@sbcglobal.net	Castro/Upper Market, Downtown/Civic Center, Mission, South of Market, Western Addition
London	Breed	Supervisor, District 5	Board of Supervisors	1 Dr. Carlton B Goodlett Place, Room #244	San Francisco	CA	94102-4689	415-554-7630	London.Breed@sfgov.org; conor.johnston@sfgov.org; vallie.brown@sfgov.org; Ahmad.Elnajjar@sfgov.org	Bernal Heights, Downtown/Civic Center, Haight Ashbury, Inner Sunset, Western Addition
Marlayne	Morgan	President	Cathedral Hill Neighbors Association	1200 Gough Street	San Francisco	CA	94109	415-572-8093	marlayne16@gmail.com	Downtown/Civic Center, Russian Hill
Marvis	Phillips	Land Use Chair	Alliance for a Better District 6	230 Eddy Street #1206	San Francisco	CA	94102-6526	415-674-1935	marvisphillips@gmail.com	Downtown/Civic Center, Mission, South of Market, Western Addition
Randy	Shaw	Director	Tenderloin Housing Clinic	126 Hyde Street	San Francisco	CA	94102	415-771-9850	randy@thclinic.org	Downtown/Civic Center
Ted	Olsson	Member	Market/Octavia Community Advisory Comm.	30 Sharon Street	San Francisco	CA	94114-1709	415-407-0094	olssorted@yahoo.com	Castro/Upper Market, Downtown/Civic Center, Mission
Tiffany	Bohee	Executive Director	Office of Community Investment and Infrastructure, City and County of San Francisco	1 South Van Ness Avenue, 5th Floor	San Francisco	CA	94103		0 tiffany.bohee@sfgov.org; mike.grisso@sfgov.org; courtney.pash@sfgov.org	Bayview, Downtown /Civic Center, South of Market, Visitation Valley
Gail	Baugh	President	Hayes Valley Neighborhood Association	700 Hayes Street	San Francisco	CA	94102	415-265-0546	president@hayesvalleysf.org	Castro/Upper Market, Downtown/Civic Center, Mission, South of Market, Western Addition
Claude	Imbault	Director of Strategic Initiatives	Union Square Business Improvement District	323 Geary Street, Suite 203	San Francisco	CA		94102 415-781-7880	claud@unionsquarebid.com	Downtown/Civic Center
Mark	Moreno	Co-Director	Market/Van Ness Neighborhood Association	77 Van Ness Avenue	San Francisco	CA		94102 415-286-3492	mmoreno@citiscapesf.com	Downtown/Civic Center
Brian	Basinger	Executive Director	Q Foundation - AIDS Housing Alliance/SF	350 Golden Gate Ave. Suite A	San Francisco	CA		94102 415-552-3242	info@ahasf.org	Castro/Upper Market, Downtown/Civic Center, Financial District, Haight Ashbury, Mission, Nob Hill, Downtown/Civic Center, Financial District, South of Chinatown, Downtown/Civic Center, Financial District, Marina, Nob Hill, North Beach, Pacific Heights, Russian Hill, South of Market, Western Addition
David	Lal	Executive Director	SF CityWide	870 Market Street, #815	San Francisco	CA	94102	415-735-4609	info@sfcitywide.org	
Moe	Jamil	Chair	Middle Polk Neighborhood Association	PO Box 640918	San Francisco	CA	94164		0 moe@middlepolk.org	

FIRST	LAST	TITLE	ORGANIZATION	ADDRESS	CITY	STATE	ZIP	TELEPHONE	EMAIL	NEIGHBORHOOD OF INTEREST
Aaron	Peskin		-	470 Columbus Avenue, Ste. 211	San Francisco	CA	94133	415-986-7014	aaron.peskin@earthlink.net	Citywide
Adrian	Simi	Local Field Representative	Carpenters Local 22	2085 Third Street	San Francisco	CA	94107	415-355-1322	ASimi@nccrc.org	Citywide
Alex	Lantsberg	Research Analyst	Carpenters Local 22 c/o NCCRC Research	265 Hegenberger Road, Ste. 220	Oakland	CA	94621	510-430-9706 x109	alantsberg@nccrc.org	Citywide
Chuck	Turner	Director	Community Design Center	5 Thomas Mellon Circle, #128	San Francisco	CA	94134	415-586-1235	hn3782@earthlink.net	Citywide
David	Villa-Lobos	Executive Director	Community Leadership Alliance	P.O. Box 642201	San Francisco	CA	94109	415-921-4192	admin@communityleadershipalliance.net	Citywide
Lynn	Sousa	Public Works Coordinator	AT&T Construction and Engineering	795 Folsom Street, Rm.426	San Francisco	CA	94107-1243	415-644-7043	1s4524@att.com	Citywide
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