

APPENDIX A

Notice of Preparation

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SAN FRANCISCO PLANNING DEPARTMENT

August 11, 2009

RE: NOTICE OF PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT AND NOTICE OF PUBLIC SCOPING MEETING FOR WESTERN SOMA COMMUNITY PLAN (Case #2008. 0877E)

To: Responsible Agencies, Trustee Agencies, and Interested Parties

A Notice of Preparation (NOP) of an Environmental Impact Report (EIR) and a Notice of Public Scoping Meetings for the above-referenced project, described below, has been issued by the San Francisco Planning Department (Planning Department). The NOP/Notice of Public Scoping Meetings is either attached or is available at the Planning Information Counter at 1660 Mission Street, 1st Floor, or on-line at www.sfplanning.org/mea.

Project Description: The proposed project consists of three components. The first one is the Draft Western SoMa Community Plan, a plan developed through extensive outreach and community participation to guide the future development within the Western SoMa area. The proposed Plan area is irregularly shaped and consists of two connected areas: one generally referred to as "north of Harrison Street," roughly bounded by 13th Street to the east, Bryant Street to the south, Seventh Street to the west, and Minna Street (an alleyway between Mission and Howard Streets) to the north, and the second area, generally referred to as "south of Harrison Street," roughly bounded by Townsend Street to the south, Fourth Street to the east, Harrison Street to the north and Seventh Street to the west. The proposed Plan would amend the Western SoMa Special Use District (SUD) and would implement new planning policies and controls for land use, urban form, building height and design, street network and open space. In general, the goal of the Draft Plan is to maintain the mixed-use character of the proposed Plan area and preserve existing housing, while encouraging new residential and resident-serving uses (including affordable housing) within the proposed Residential Enclave Districts north of Harrison Street and targeting larger parcels south of Harrison Street for local- and region-serving, primarily commercial uses (such as office and technology-based uses) and large-scale (over 25,000 square feet) commercial developments.

The second component of the proposed project is the rezoning of approximately 47 parcels proximate to the proposed Plan boundary (generally bounded by Seventh Street, Ninth Street, Mission Street and Minna Street) in order to reconcile their use districts and height and bulk districts with those of the neighboring properties. These parcels have not been identified for rezoning in either the Draft Western SoMa Community Plan or the Eastern Neighborhoods Rezoning and Area Plans but would be rezoned to correspond to recent and proposed rezoning efforts (Eastern Neighborhoods and Western SoMa). The existing designations of these parcels are Heavy Commercial (CM) and Service/Light Industrial/Residential (SLR). As part of this project, parcels would be rezoned as Downtown General Commercial (C-3-G) along the south side of Mission Street, between 10th and the west side of 9th Streets; and rezoned as Eastern Neighborhoods Mixed Use Office (MUO) along the south side of Mission Street, between Ninth and the west side of Seventh Streets. No changes to the existing height or bulk districts are proposed as part of this process.

The third component of the proposed project is a privately funded mixed-use residential, commercial, and light industrial/artist development proposed at 350 8th Street (Block 3756, Lots 3 and 15), within the proposed Plan area. The site is occupied by a large paved lot and three small, single-story administration and maintenance structures, which would be demolished to accommodate the proposed 634,000-square-foot mixed-use development (which would also include approximately 131,000 square feet of below-grade garage parking). The site would be redeveloped with approximately 420 dwelling units, 50,000 sq. ft. of commercial/retail space, 9,840 sq. ft. of light industrial/artist space, 3,500 sq. ft. of community space, and 43,200 sq. ft. of open space.

The City has determined that an EIR must be prepared for the proposed project prior to any final decision regarding whether to approve the project. The purpose of the EIR is to provide information about potential significant physical environmental effects of the proposed project, to identify possible ways to minimize the significant effects, and to describe and analyze possible alternatives to the proposed project. Preparation of an NOP or EIR does not indicate a decision by the City to approve or to disapprove the project. Prior to making any such decision, the decision makers must review and consider the information contained in the EIR.

The Planning Department will hold a **PUBLIC SCOPING MEETING**, in the Bessie Carmichael School at 375 Seventh Street at 6:00 p.m. on August 25, 2009. The purpose of this meeting is to receive oral comments to assist the Planning Department in reviewing the scope and content of the environmental impact analysis and

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information to be contained in the EIR for the project. Written comments will also be accepted at this meeting and until 5 p.m. on **September 11, 2009**. Written comments should be sent to Bill Wycko, Environmental Review Officer, San Francisco Planning Department, Major Environmental Analysis, 1650 Mission Street, Suite 400, San Francisco, CA 94103. The Planning Department maintains a list of persons who have expressed an interest in the proposed project. In an effort to reduce paperwork, future mailings will be conducted via email to those persons for whom an email address has been provided.

If you work for an agency that is a Responsible or a Trustee Agency, we need to know the views of your agency as to the scope and content of the environmental information that is relevant to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. We will also need the name of the contact person for your agency. If you have questions concerning attached materials and the environmental review process, please contact **Paul Lord** at **(415) 558-6311**. Documents relating to the proposed project can be viewed at 1650 Mission Street, Suite 400, San Francisco, CA 94103.



SAN FRANCISCO PLANNING DEPARTMENT

Notice of Preparation of an Environmental Impact Report

Date: August 11, 2009
Case No.: 2008. 0877E
Project Title: **Western SoMa Community Plan**
BPA Nos.: Not applicable
Zoning: Various; see below
Block/Lot: Various; see below
Lot Size: Not applicable
Project Sponsor/Lead Agency: San Francisco Planning Department
Staff Contact: Paul Lord – (415) 558- 6311
 Paul.Lord@sfgov.org

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PROJECT DESCRIPTION

Project Context

The *Eastern Neighborhoods Rezoning and Area Plans* were adopted in January 2009 after a multi-year planning process. When first drawn up in 2002, this document included all of the South of Market (SoMa) area, although subsequently the SoMa area was divided into East SoMa and Western SoMa.¹

On November 23, 2004, the Board of Supervisors adopted Resolution 731-04, which removed the area of the City referred to as Western SoMa from the Eastern Neighborhoods rezoning process and established the Western SoMa Citizens Planning Task Force (Task Force). The Task Force was charged with advising the Planning Department and the Board of Supervisors on planning activities pertaining to this area. The Task Force authored the *Western SoMa Community Plan* (proposed Plan or Draft Plan), which was published on August 14, 2008, and addressed a variety of topics within the Western SoMa Plan area, including land use, neighborhood economy, housing, transportation and the street network, urban design and built form, historic preservation, and open space.² The Task Force continues to hold regular meetings on the planning process, which are open to the public, and will continue to do so as the Draft Plan evolves.

The California Environmental Quality Act (CEQA) requires that an Environmental Impact Report (EIR) be prepared by the lead agency with the primary responsibility over the approval of the project, to assess the potentially significant environmental impacts of the proposed project (in this case the Draft Plan and two related projects, as described further below). Public agencies are charged with the duty to consider and minimize environmental impacts of proposed development, where feasible, and have the obligation to balance economic, environmental, and social factors.

¹ The *East SoMa Plan* was adopted as part of the Eastern Neighborhoods planning process.

² The Western SoMa Community Plan is available online at:
http://www.sfgov.org/site/uploadedfiles/westernsoma/CommunityPlan/WSoMa_ComPlan_for_Citizens_ReviewVer3.pdf.

As part of the review process under CEQA, the Planning Department will convene a public scoping meeting at which public comment will be solicited on the issues that will be covered in the EIR. This attachment to the Notice of Preparation (NOP) provides a summary description of the proposed project and identifies environmental issues anticipated to be analyzed in the EIR. The NOP provides the time, date, and location of the public scoping meeting.

Project Overview

The proposed project consists of three components: (1) the Draft *Western SoMa Community Plan*, a plan developed through extensive outreach and community participation to guide the future development within the Western SoMa area; (2) the rezoning of 47 parcels proximate to the Draft Plan boundary in order to reconcile their use districts with those of the neighboring properties (“rezoning of adjacent parcels”); and (3) a privately funded mixed-use project proposed at 350 8th Street (Block 3756, Lots 3 and 15) within the Draft Plan area, that consists of approximately 420 dwelling units, approximately 50,000 square feet of commercial/retail space, approximately 9,840 square feet of light industrial/artist space and approximately 3,500 square feet of community space. These three elements, in combination, make up the proposed project. The individual elements of the proposed project are described in more detail below.

The Planning Department will prepare an EIR that will analyze on a programmatic level the physical environmental effects of both the proposed Plan and the rezoning of adjacent parcels, and will analyze on a project-specific level the effects of developing the proposed mixed-use project at 350 8th Street. The EIR document will contain the cumulative environmental impact analysis of development under the proposed project through the year 2030.

The EIR will also evaluate a No Project Alternative, which would entail a continuation of existing zoning controls within the Draft Plan Area, including existing zoning designations and height and bulk limits and *General Plan* policies, as well as no rezoning of the adjacent parcels and no implementation of the 350 8th Street mixed-use development.³ In addition to the No Project Alternative, the EIR will also analyze one or more alternatives that could potentially reduce or avoid any significant environmental impacts associated with the proposed project as well as potentially an alternative that examines greater growth.

Major Project Components

WESTERN SOMA COMMUNITY PLAN

The Draft *Western SoMa Community Plan* is a comprehensive plan for the Western SoMa neighborhood, located in the western portion of the South of Market neighborhood of San Francisco. The area covered by the Draft Plan is irregularly shaped and consists of two connected areas: one generally referred to as “north of Harrison Street,” roughly bounded by 13th Street to the east, Bryant Street to the south, Seventh Street to the west, and Minna Street (an alleyway between Mission and Howard Streets) to the north, and the second area, generally referred to as “south of Harrison Street,” roughly bounded by Townsend

³ Under the No Project Alternative, the 350 8th Street project would be able to proceed but would require its own separate CEQA review.

Street to the south, Fourth Street to the east, Harrison Street to the north and Seventh Street to the west. Several outlying parcels also fall within the boundaries of the Draft Plan area and are illustrated in **Figure 1**. The proposed Plan area currently includes a mix of land uses, including residential uses (single- and multi-family buildings, live/work lofts, and single-occupant residential (SRO) developments), commercial uses (primarily office and retail), and light industrial and art-related uses.

The various components of the proposed Plan that will be the subject of the EIR are described below.

Land Use Controls. The majority of Draft Plan area is within the Service/Light Industrial/Residential (SLR) and Service/Light Industrial (SLI) zoning districts. Other zoning districts that exist within the boundaries of the proposed Plan include Light Industrial (M-1), Service/Secondary Office (SSO) and Residential Service (RSD) districts, Residential Enclave Districts (REDs), and public parcels.

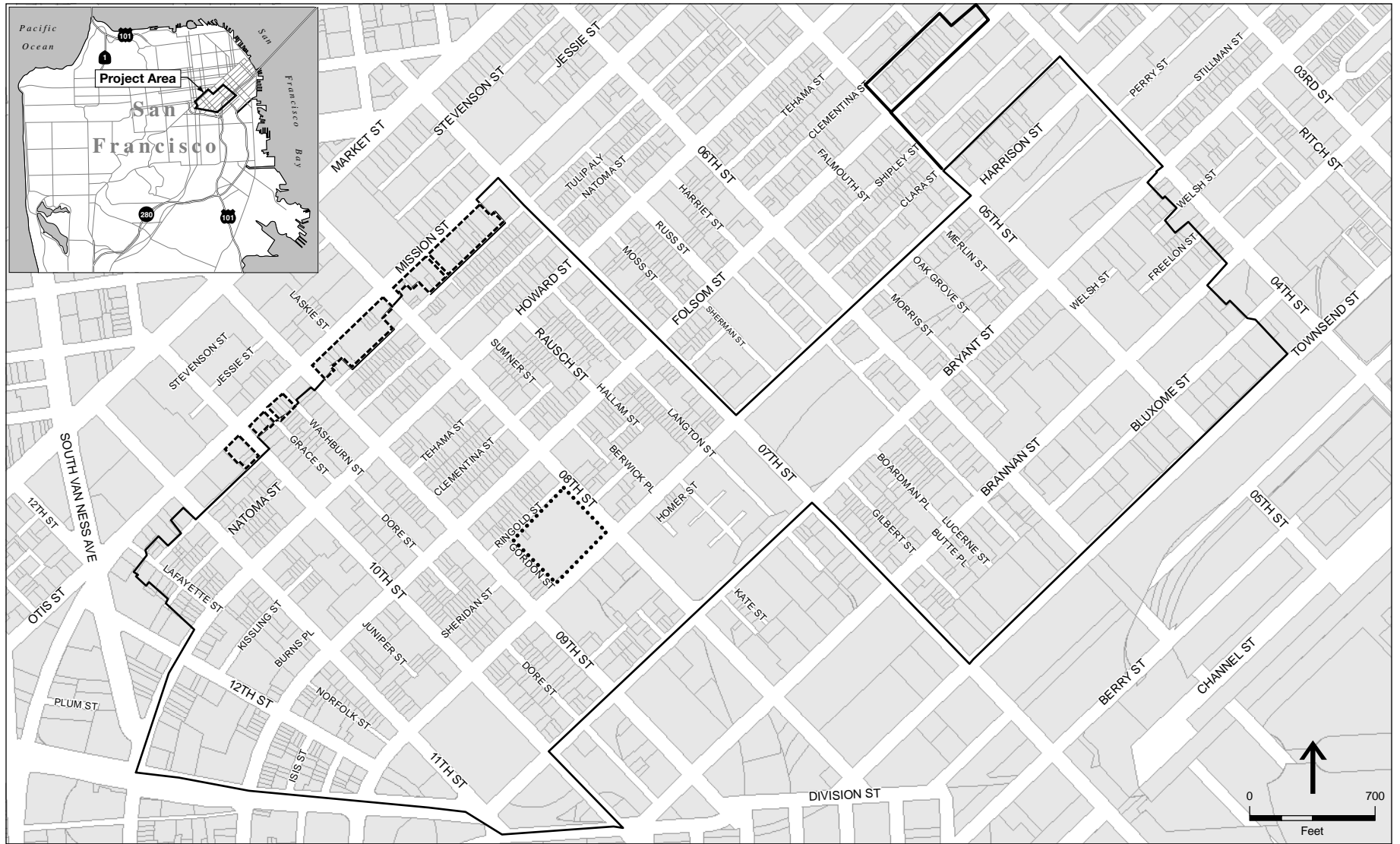
The proposed Plan would amend the existing Western SoMa Special Use District (SUD) and would implement new planning policies and controls for land use, urban form, building height and design, street network and open space. In general, the goal of the Draft Plan is to maintain the mixed-use character of the proposed Plan area and preserve existing housing, while encouraging new residential and resident-serving uses (including affordable housing) within the proposed Residential Enclave Districts north of Harrison Street⁴ and targeting larger parcels south of Harrison Street for local- and region-serving, primarily commercial uses (such as office and technology-based uses) and large-scale (over 25,000 square feet) commercial developments. South of Harrison Street, residential uses would be prohibited outside of the designated residential and mixed use districts. In addition, Townsend Street would be targeted as a mid-rise business corridor that would promote high-tech and digital-media uses and Folsom Street would be maintained and developed for neighborhood-serving retail uses. Size of commercial developments would be limited throughout the proposed Plan area except for designated large lots south of Harrison Street. **Figure 2** illustrates the proposed zoning districts.

One of the major goals of the proposed Plan is to create a “complete neighborhood” that would maintain residential uses in appropriate areas with a proximate mix of neighborhood services while at the same time minimizing conflicts between residential and other uses. The Draft Plan also focuses on strengthening “high-tech”-related business opportunities that would meet local and broader strategic employment needs. The Draft Plan would also include controls for formula retail uses that would avoid clustering, integrate them with non-formula uses, and discourage auto-oriented formula retail uses north of Interstate 80.

The Draft *Western SoMa Community Plan* proposes to establish the following zoning designations within the SUD, some of which would be created specifically to achieve the objectives set forth in the Draft Plan:

- **Residential Enclave District (RED)** – clusters of low-scale, medium density, predominantly residential developments would be concentrated along mid-block alleyways (Natoma, Tehama, Clementina, etc.), primarily north of Harrison Street, similar to existing conditions of RED

⁴ As described in the discussion of proposed zoning designations below, the Residential Enclave District (RED) would have controls similar to existing RED zoning in the proposed Plan area. A proposed RED Mixed district would allow a small amount of ground-floor commercial use.



— Western SoMa Area Plan Boundary

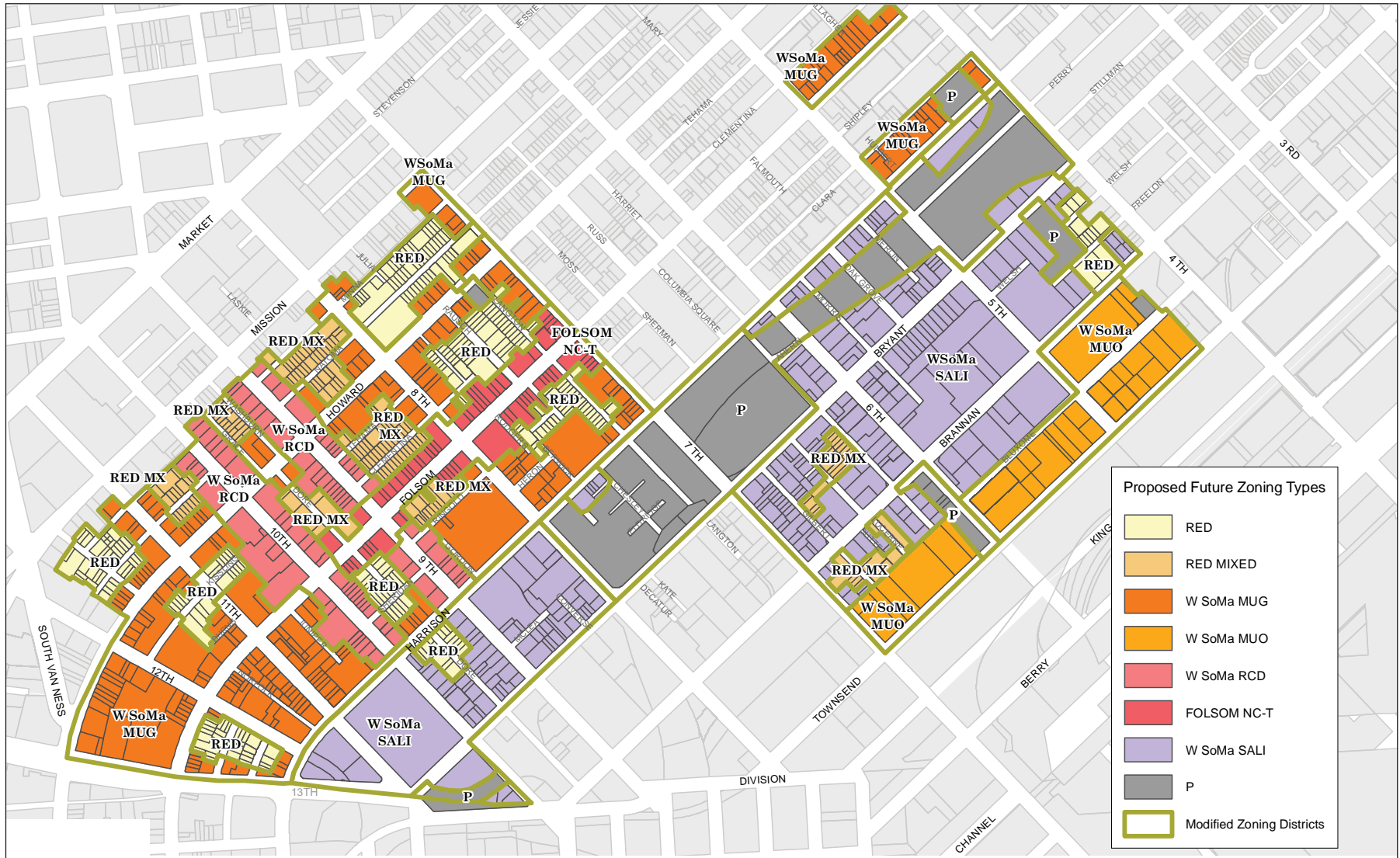
- - - Rezoning of the Adjacent Parcels

..... 350 8th Street Mixed-Use Project

SOURCE: San Francisco Planning Department

Case No. 2008.0877E: Western SoMa Community Plan EIR

Figure 1
Project Site Location and Component Boundaries



SOURCE: Western SoMa Citizens Planning Task Force

Case No. 2008.0877E: Western SoMa Community Plan EIR

Figure 2
Proposed Western SoMa Zoning Districts

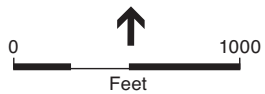
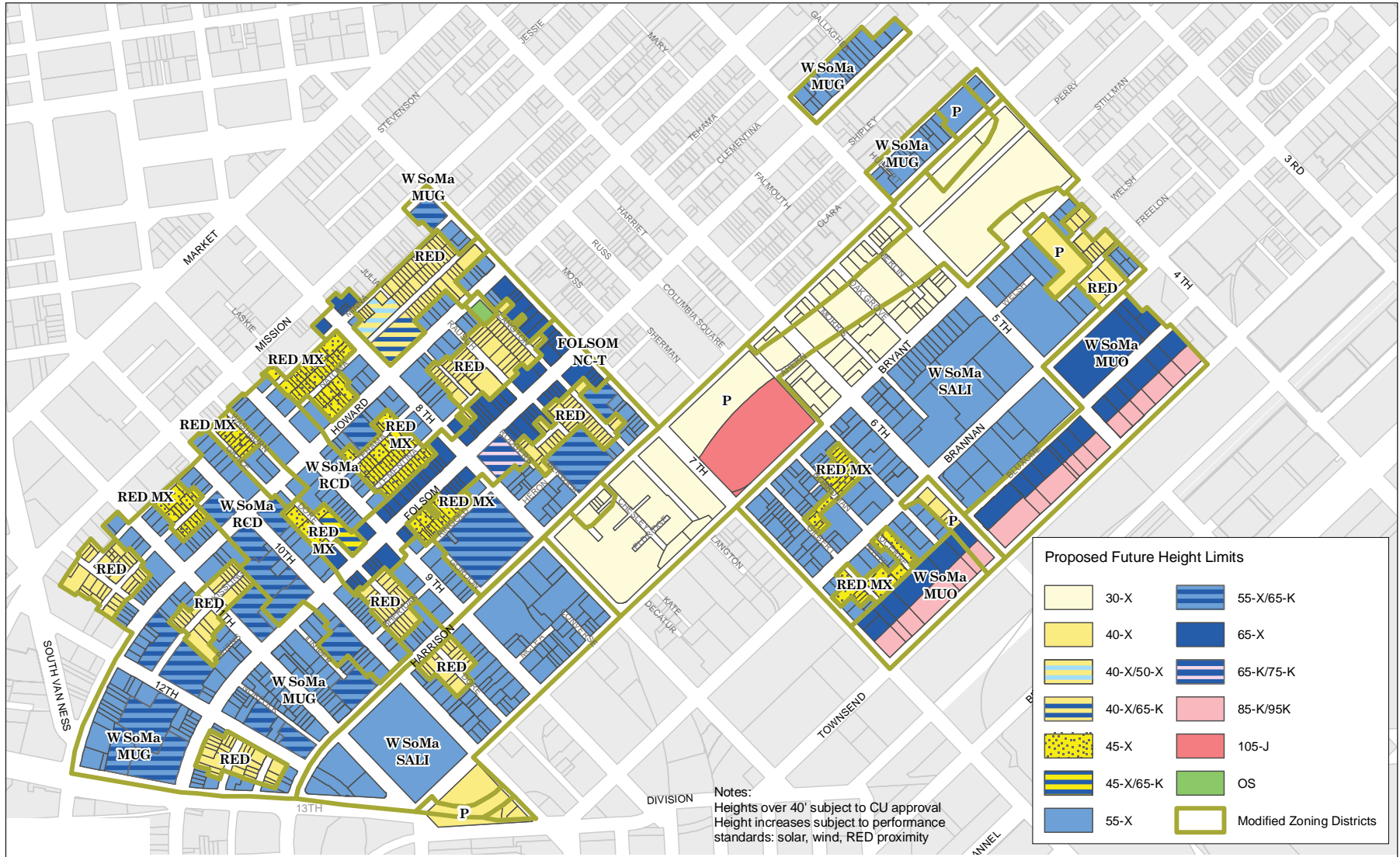
districts, which exist at present. This district would not permit any single-room occupancy (SRO) units or any retail, commercial or light industrial uses.

Residential Enclave District, Mixed (RED MIXED) – similar to the RED districts, RED MIXED districts would promote residential developments but would also allow for a limited mix of supportive uses such as retail, and light manufacturing, using appropriate buffers to allow incompatible uses to exist in proximity to one another and requiring a Conditional Use authorization.

- **Western SoMa Mixed-Use General (W SoMa MUG)** – this district would surround the RED and RED MIXED clusters north of Harrison Street. It would permit residential uses and support a flexible mix of smaller neighborhood-serving retail, commercial and industrial/production, distribution, and repair (PDR) uses, some permitted as principal uses and others requiring a Conditional Use authorization. Large scale commercial uses, loft-style live/work spaces and research and development (R&D) facilities would not be permitted within this district.
- **Western SoMa Mixed-Use Office (W SoMa MUO)** – located along Townsend Street and along Brannan Street, between Fourth and Fifth Streets, this district would promote a variety of smaller-scale office uses, digital media and “high-tech” uses, and light industrial/PDR uses amidst a mix of other neighborhood-serving uses such as medical and religious. No residential uses would be permitted within this district.
- **Western SoMa Regional Commercial District (W SoMa RCD)** – located along 9th and 10th Street Plan-designated transportation routes, this district would allow for a variety of uses, including residential, retail, office, and industrial/PDR. New developments, however, would be subject to floor-by-floor land use restrictions.
- **Folsom Neighborhood Commercial Transit (Folsom NC-T)** – this district would encourage height and density along the “Downtown Folsom” neighborhood-serving commercial corridor between Seventh and Tenth Streets. The Folsom NC-T district would allow residential and limited institutional, office and retail uses. Small accessory entertainment uses and small hotels would be permitted. SRO uses would be permitted pending Conditional Use authorization.
- **Western SoMa Service, Arts, Light Industrial (W SoMa SALI)** – designed to protect and facilitate the expansion of existing light industrial, commercial, manufacturing, live/work and arts uses. New residential or office uses would not be permitted, although general retail and industrial/ PDR uses would be allowed. R&D-related uses would require a Conditional Use Authorization.

Building Heights and Form. Heights within the Draft Plan area currently range from 30 to 130 feet, although much of the Draft Plan area lies within the 50-X height and bulk district (50 foot height limit, no bulk limit) and most structures are one- to three-stories tall. The Draft Plan proposes to modestly increase or decrease height limits in specific subareas in order to facilitate meeting the defined goals and objectives articulated throughout the Plan.

Figure 3 illustrates the height districts proposed within the SUD. In general, the prevailing 50-foot height limit would be increased to 55 feet to encourage active uses at the ground level and the existing height limits within the RED, RED MIXED, and SALI districts would be reduced to 40 feet to maintain the



SOURCE: Western SoMa Citizens Planning Task Force

Case No. 2008.0877E: Western SoMa Community Plan EIR

Figure 3
Proposed Western SoMa Height Districts

“small scale” character of the residential and commercial uses that exist there, particularly along the mid-block alleys.

Other changes proposed by the Draft Plan include requiring height limits and upper story setbacks in new construction to preserve historic street walls, maintain adequate light and air, and maximize solar access, and encouraging the preservation and expansion of rear yards. In addition, the Draft Plan proposes to develop design standards to preserve the industrial character of the larger streets, the mixed industrial/residential character of the RED-mixed area and the residential character of the REDs.

Streets and Transportation. The primary goals of the Draft Plan with respect to transportation and circulation include promoting walking and bicycling as alternatives to the single-occupancy vehicle, improving the pedestrian experience in alleys, promoting safety through the use of traffic calming measures, eliminating freight and service vehicles within residential districts, and de-emphasizing auto-oriented uses on neighborhood-serving streets and along Folsom Street.

These goals would be implemented through various mechanisms including: implementation of alley treatments; the closure of one or more minor streets and alleys to general automobile traffic; installation of signalized midblock crossings; designation of certain streets (Ninth, Tenth, Harrison and Bryant) as limited truck access routes; installation of sidewalk bulb-outs on Folsom Street; installation of gateway treatments at and in the vicinity of U.S. 101 off-ramps; installation of public realm greening and pedestrian enhancements; initiation of new or modified experimental shuttle and/or fixed-route transit service; and parking management of on-street parking spaces, in coordination with *SFpark*, the San Francisco Municipal Transportation Authority’s “smart parking management program.”

Historic Preservation. One of the main goals of the Draft Plan is to further identify and preserve the historic and cultural resources within the proposed Plan area, including individual structures and districts, as well as resources that fall under the less recognized “social heritage landscape” category. Social heritage landscapes include resources that that pertain to specific social and cultural movements or to groups that have made a contribution to the broad patterns of the City’s history. These include the lesbian, gay, bisexual, transgendered, and questioning (LGBTQ) community and the Filipino community, both of which have existed in the Western SoMa area for decades and have established long-standing cultural traditions (such as street festivals and the Folsom Street Fair) and institutions (such as Filipino community center) within the neighborhood.

In addition, multiple opportunities exist within the proposed Plan area for the adaptive reuse and rehabilitation of existing buildings, both formally designated historic resources and structures that could be deemed eligible for formal designation. In addition to applying the nationally recognized *Secretary of the Interior Standards for the Treatment of Historic Properties* to minimize impacts of reusing and rehabilitating these structures, the Draft Plan proposes to develop a set of design standards that could be applied in conjunction with the policies and objectives of the Draft Western SoMa Community Plan in order to minimize impacts on historic and cultural resources.

Open Space. While the Western SoMa community has access to large spaces for recreation, such as the waterfront and Yerba Buena Gardens, it lacks street connectors that lead to those large spaces, or to the

small neighborhood parks serving the residents of the proposed Plan area. The Draft Plan calls for creating and improving existing open space (through collaboration with other public agencies such as the Department of Public Health), while partnering with private development in the creation of privately owned but publicly accessible open spaces, such as gardens and roofs.

Community Stabilization. The Draft Western SoMa Community Plan proposes to implement measures to ensure that infrastructure improvements keep pace with growth and development, and that new projects pay impact fees and provide public amenities, to offset the burden placed by new development on City services. The Draft Plan proposes that the number of market rate housing units approved by the San Francisco Planning Commission in any single calendar year not be more than 2.33 times (i.e., 70 percent market rate/30 percent below market rate (BMR)) the number of affordable housing units (including both nonprofit units and inclusionary units) approved by Planning Commission action that same year. Should the annual neighborhood data for net new jobs/household mix additions fall below 6.60:1 for two consecutive years, the Draft Plan proposes to create mechanisms to require that the Planning Commission impose Conditional Use requirements and findings for a period of time necessary to return to the desired jobs/household mix specified by the Draft Plan for the entire Western SoMa Special Use District.

REZONING OF ADJACENT PARCELS

The EIR will also analyze, on a programmatic-level, the physical environmental impacts of rezoning approximately 47 parcels outside of but in proximity to the Draft Plan area and generally bounded by Seventh, Eleventh, Mission, and Minna Streets (see **Figure 4**). These parcels have not been identified for rezoning in either the Draft *Western SoMa Community Plan* or the *Eastern Neighborhoods Rezoning and Area Plans* but would be rezoned to correspond to recent and proposed rezoning efforts (Eastern Neighborhoods and Western SoMa). The existing designations of these parcels are Heavy Commercial (CM) and Service/Light Industrial/Residential (SLR). As part of this project, parcels would be rezoned as Downtown General Commercial (C-3-G) along the south side of Mission Street, between 10th and the west side of 9th Streets; and rezoned as Eastern Neighborhoods Mixed Use Office (MUO) along the south side of Mission Street, between Ninth and the west side of Seventh Streets.

The Planning Department is implementing this “clean-up” zoning process to reconcile the use districts of these parcels with those of the neighboring properties and to make them consistent with the zoning of the opposing block facades. The new designations would allow office uses appropriate to existing and future uses of the Mission Street corridor and would maintain the alley sculpting controls for the through parcels and non-through parcels located on the north side of Minna. No changes to the existing height or bulk districts are proposed as part of this process.

PROPOSED DEVELOPMENT AT 350TH STREET

As noted above, the EIR also will analyze on a project-specific level (in contrast to the program-level analysis otherwise contained in the EIR) the environmental impacts associated with a mixed-use residential, commercial, and light industrial/artist development at 350 8th Street, proposed for Block 3756, Lots 3 and 15, between Folsom and Harrison Streets. The 350 8th Street parcel is approximately 144,000 square feet in size and is currently used by the Golden Gate Bridge, Highway, and

Transportation District as a bus parking and inspection yard. It is occupied by a large paved lot and three small, single-story administration and maintenance structures, which would be demolished to accommodate the proposed approximately 634,000-square-foot mixed-use development. The site would be redeveloped with approximately 420 dwelling units, approximately 50,000 square feet of commercial/retail space, approximately 9,840 square feet of light industrial/artist space, and approximately 3,500 square feet of community space. The project would also include about 43,200 square feet of ground-level open space, parts of which would be publicly accessible. **Figures 5 through 9** illustrate the proposed floor plans and elevations of the 350 8th Street mixed-use project.

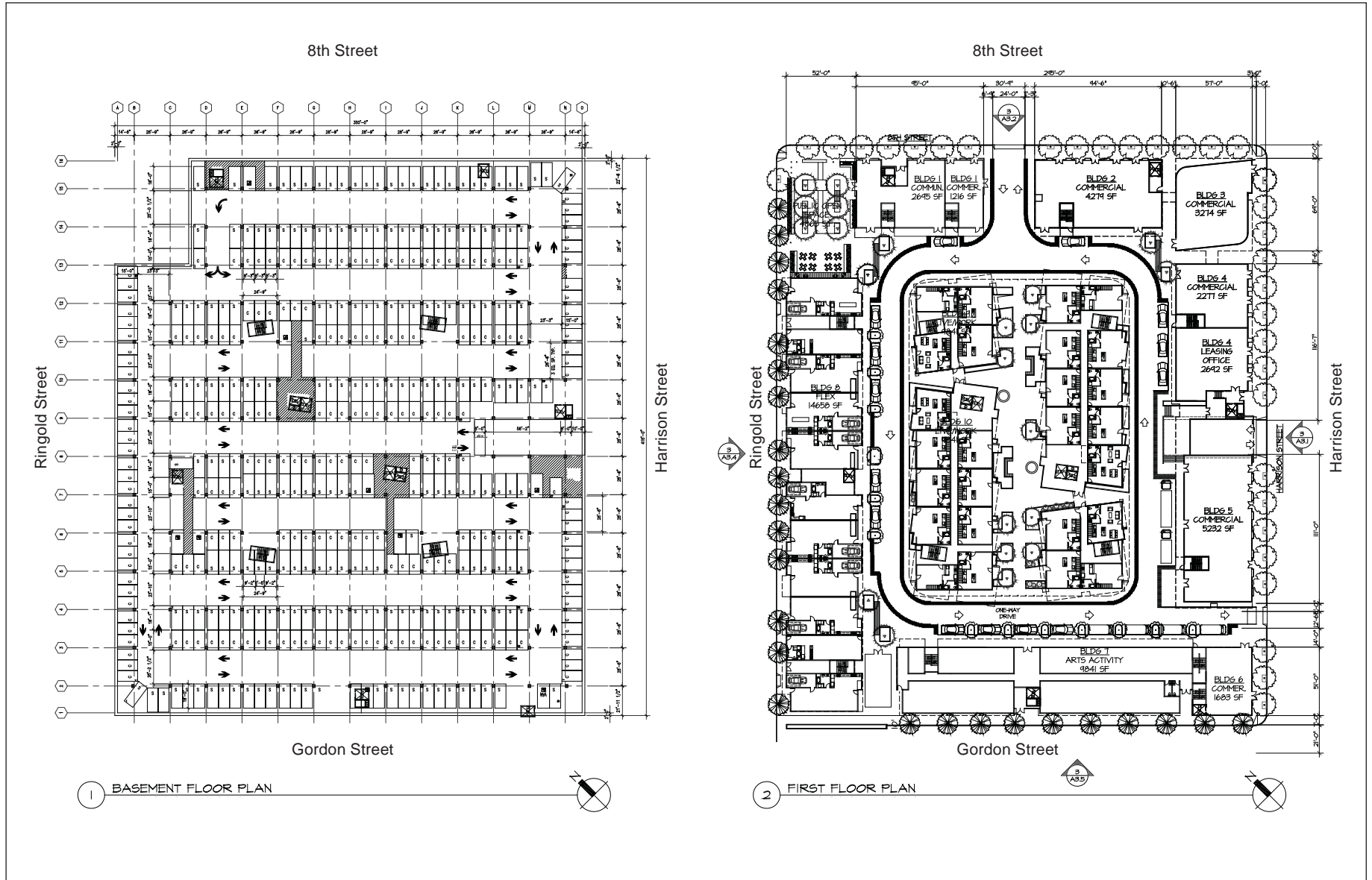
The proposed project would include approximately seven buildings ranging from three to six stories, or 31 to 65 feet tall, distributed among an open-space network including new alleys, courtyards, and publicly accessible plazas. Of the new structures, two near the center of the project site would be six-story residential buildings and two along Gordon and Ringold Alleys would be three to five stories and would provide residential units above ground floor light industrial/artist space. A four-level commercial building would be constructed at the corner of Gordon and Harrison Streets and two residential above ground-floor commercial or community-space buildings would be constructed along Harrison and Eighth Streets. Parking, primarily below grade, would accommodate approximately 409 vehicles. Pedestrian access to the project site would be available on all sides and automobile access would be provided through a single entrance/exit on Harrison Street. Access to the project's below-grade parking would be via ramps from Harrison Street. Auto access to a proposed internal driveway within the project site would be from Eighth Street, and a small number of individual garage spaces would have access from Ringold Street. Freight loading spaces would be provided on the internal driveway.

The proposed project would seek to take advantage of proposed allowable height increases from 40 to 65 feet and rear-yard modification for provision of open space in a configuration other than that of a traditional rear yard through a Conditional Use authorization. A parking variance may also be required.

POTENTIAL ENVIRONMENTAL ISSUES

The Proposed Project could result in potentially significant environmental effects. As required by CEQA, the EIR will examine those effects, identify mitigation measures, and analyze whether proposed mitigation measures would reduce the environmental effects to a less than significant level. The EIR will analyze the proposed Plan, based on the proposed new planning policies and controls for land use, urban design and built form, and street network improvements. It will also analyze the rezoning of the identified adjacent parcels and the 350 8th Street mixed-use development, in addition to the No Project Alternative and one or more other alternatives that will be determined once the EIR is under way and significant environmental impacts have been identified.

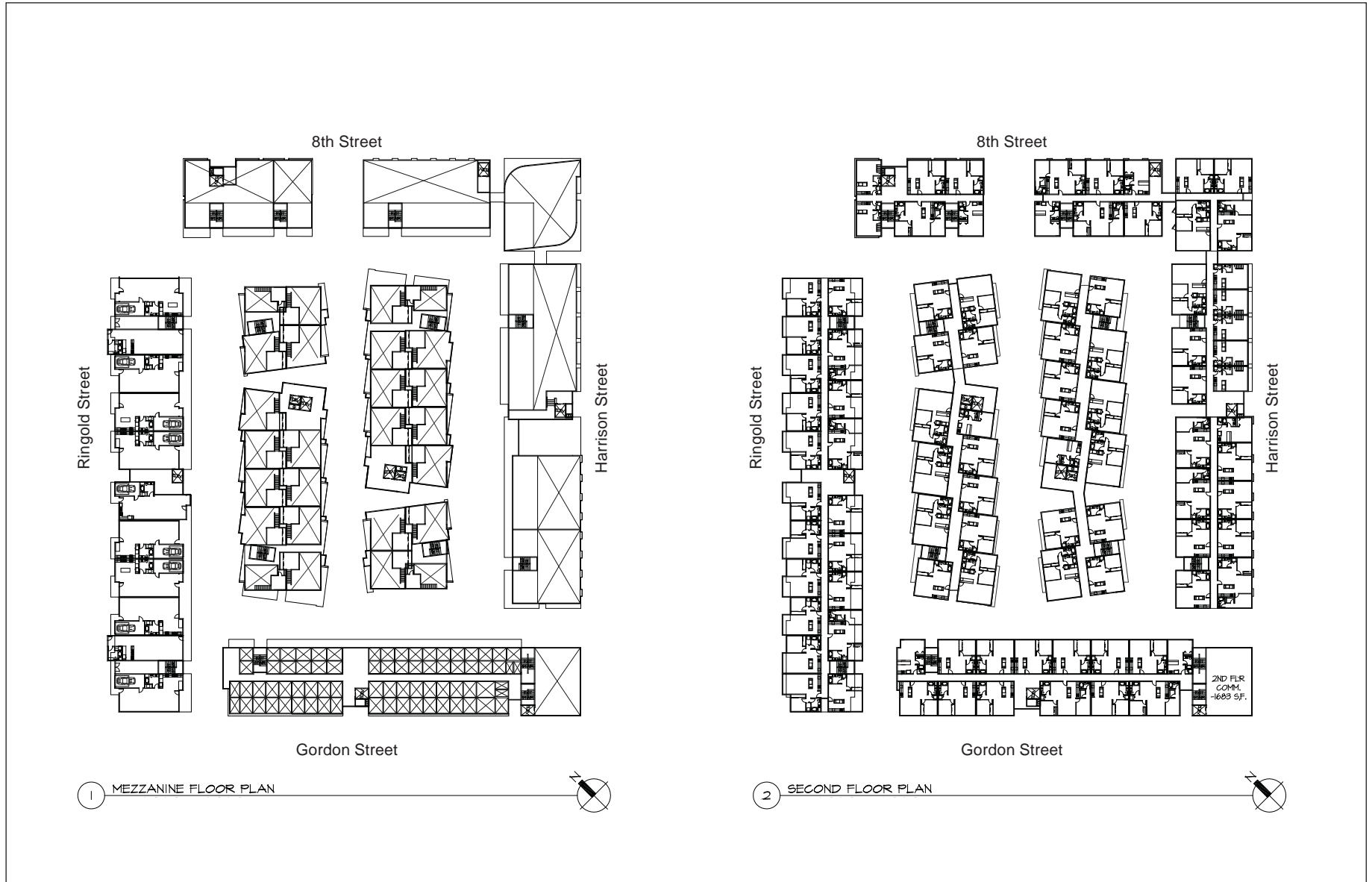
The *Plans and Policies* chapter of the EIR will discuss any inconsistencies between the Draft Plan and the City's adopted *General Plan* and its relevant elements (notably the Housing and Urban Design Elements and the recently adopted *East SoMa Plan*) as well as the *Bicycle Plan*, *Climate Action Plan* and other city-wide and regional planning documents.



SOURCE: Kava Massih Architects

Case No. 2008.0877E: Western SoMa Community Plan EIR

Figure 5
350 8th Street Mixed-use Project-
Basement and First Floor Plans



SOURCE: Kava Massih Architects

Case No. 2008.0877E: Western SoMa Community Plan EIR

Figure 6
350 8th Street Mixed-use Project-
Mezzanine and Second Floor Plans



SOURCE: Kava Massih Architects

Case No. 2008.0877E: Western SoMa Community Plan EIR

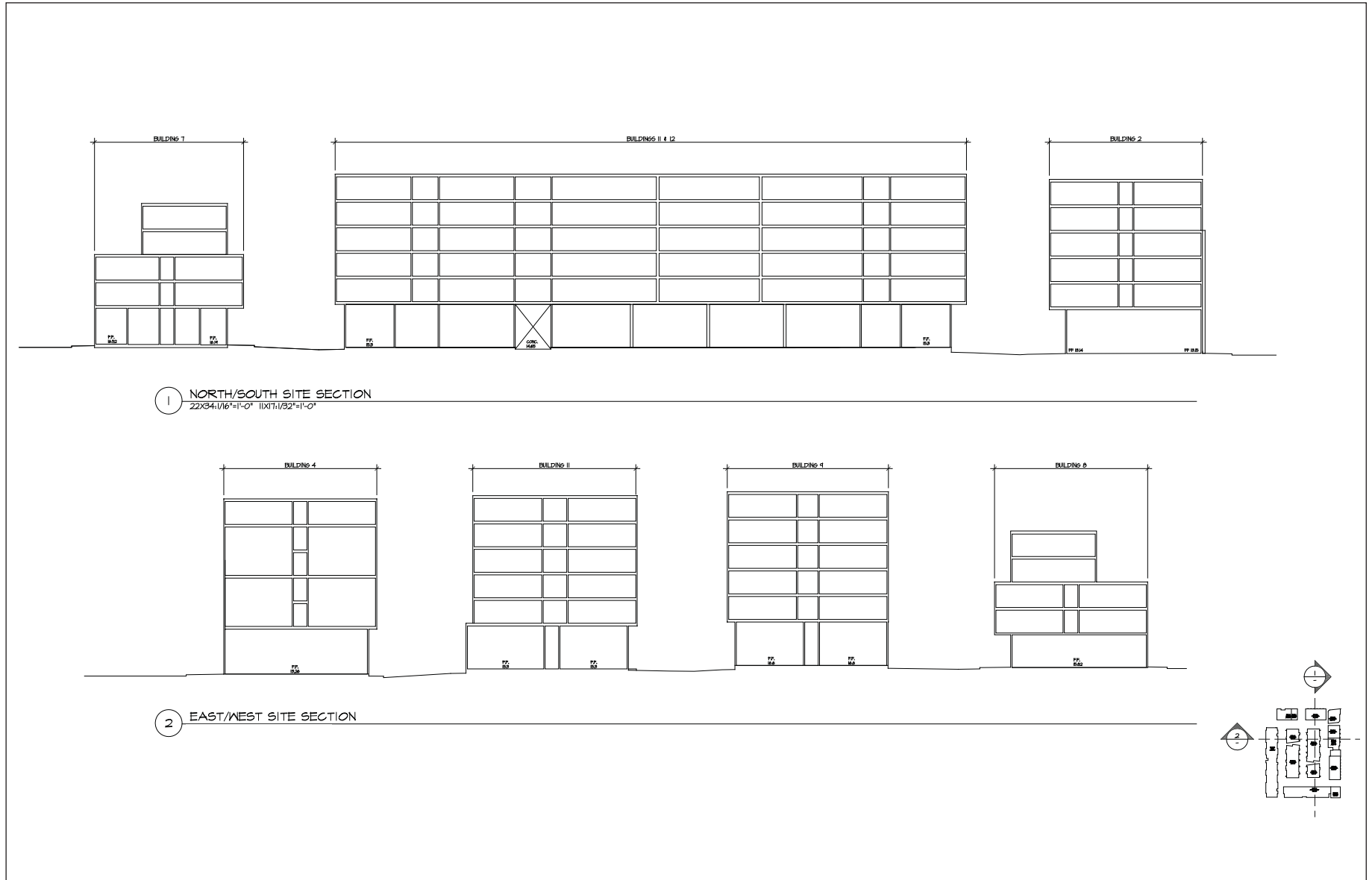
Figure 7
350 8th Street Mixed-use Project-
Third and Fourth Floor Plans



SOURCE: Kava Massih Architects

Case No. 2008.0877E: Western SoMa Community Plan EIR

Figure 8
 350 8th Street Mixed-use Project-
 Fifth and Sixth Floor Plans



SOURCE: Kava Massih Architects

Case No. 2008.0877E: Western SoMa Community Plan EIR

Figure 9
350 8th Street Mixed-use Project-
Elevations

The *Environmental Impacts* chapter of the EIR will likely address the following environmental issues:

Land Use and Land Use Planning

By amending the existing land use and zoning controls, the proposed Western SoMa Community Plan would encourage particular land uses within specific subareas, shifting the density within those areas and within the Draft Plan area in general. The EIR will analyze whether the proposed land use changes could result in potential conflicts between land uses and whether the existing neighborhoods surrounding the Draft Western SoMa Community Plan area could be adversely affected. The EIR will also consider any land use impacts associated with the rezoning of the identified adjacent parcels and will analyze, on project-specific level, the land use impacts of implementing the proposed mixed-use development at 350 8th Street.

Visual Quality

The proposed changes in height contemplated by the proposed Plan, as well as the implementation of the proposed 350 8th Street project, could alter the visual quality within the Draft Plan area. The EIR will include a discussion of the visual character envisioned for the SUD, including the proposed RED and RED MIXED districts, the Townsend high-tech corridor, and the non-residential areas south of Harrison Street. A discussion of the alleyways and the proposed controls intended to maximize sunlight access to yards and streets will also be included.

The EIR will analyze the project's potential effects on the existing visual character, views and viewsheds, urban form, and orientation. The EIR will assess how the proposed land use changes and modifications in building height and bulk may result in physical changes that may have visual impacts. The discussion of the 350 8th Street mixed-use project will include additional analysis that will examine the proposed buildings' orientation and design within its surrounding context and may include visual simulations.

Population, Housing, and Employment

The EIR will describe existing and expected future conditions for housing supply, population, housing market conditions, business activity, and employment in the Draft Plan area, selected nearby neighborhoods and districts, the rest of the City, and the rest of the region, as relevant. The impact analysis will also consider how the proposed project, comprising of future development within the Draft Plan area and the proposed large-scale mixed-use development at 350 8th Street, would influence population and employment growth patterns in the City and the region. The EIR will also evaluate potential for the displacement of housing, population, business activity and jobs—from both the Draft Plan area and, indirectly, from nearby areas, as appropriate.

Archaeological and Historical Resources

No known paleontological resources exist within the study area. Therefore, the proposed project is not expected to result in any adverse impacts pertaining to paleontological resources. The EIR will present a brief discussion that will address this topic.

The analysis of potential archaeological impacts will include an areawide summary of the findings of existing archaeological research. This analysis may include a map of archaeological mitigation zones or specific areas of heightened concern for potential resources, for which project-specific mitigation will be required for subsequent development projects. The EIR will also describe specific conditions and any necessary mitigation measures for archaeological resources on the 350 8th Street project site.

With regard to historic architectural resources, the EIR will summarize the ongoing Historic Resources Survey being conducted for the Draft Plan area, and will also rely on any other available technical reports and surveys to identify historic resources within the Draft Plan area, evaluate the impacts of the Draft Plan and the proposed rezoning on historic resources, and identify appropriate mitigation and improvement measures to reduce any potentially significant environmental impacts. In addition to the physical structures that may possess some level of historical significance, the EIR will also examine the goals and policies included in the Draft Plan that attempt to preserve physical and non-physical potential cultural resources that relate to the history of LGBTQ individuals and groups in the proposed Plan area, and potential cultural resources associated with the history of the Filipino community in the proposed Plan area. The EIR will also provide the historic determination for the 350 8th Street development and analyze it on a project-specific level.

Transportation

The EIR will summarize the Transportation Study that will be prepared for the proposed project and will include an analysis of program-level impacts and mitigation measures associated with the Draft Plan and the rezoning of adjacent parcels and specific transportation impacts and mitigation measures associated with the 350 8th Street project. Future traffic volumes will be developed from output of the San Francisco County Transportation Authority's travel demand model (herein referred to as the "SFCTA Model"), as the 2030 Base scenario. Using this information, the EIR will document the net-new vehicle-trip, transit-trip, and other-trip generation of the proposed project and alternatives. Transit conditions will be assessed, with future ridership also derived from the SFCTA Model. Pedestrian and bicycle conditions, freight loading, and parking conditions will be analyzed, both on a programmatic level for both the Draft Plan and the proposed rezoning and on a project-specific level for the 350 8th Street mixed-use project.

Noise

The EIR will evaluate the land use mix envisioned by the Draft Plan for noise compatibility with existing and proposed land uses as well as with future traffic levels. Noise analysis will use available published information, such as the Department of Public Health's (DPH) recently prepared map of roadway noise levels, to evaluate compatibility of new uses with traffic noise levels.⁵ The EIR also will describe construction-period noise levels and identify sensitive receptors (residences) nearest to locations of the 350 8th Street project.

⁵ The Department of Public Health noise map is available online at <http://www.sfdph.org/dph/files/EHSdocs/ehsPublsdocs/Noise/noisemap2.pdf>.

Air Quality

The air quality analysis will be prepared in accordance with the BAAQMD CEQA Guidelines' direction for plans, with the significance based upon the proposed Draft Plan's consistency with the most recent *Clean Air Plan* (currently the *Bay Area 2005 Ozone Strategy*), including the *Clean Air Plan's* transportation control measures. The EIR also will analyze the air quality effects of the proposed 350 8th Street development on a project-specific level.

The EIR will include a discussion of roadway-generated pollutant concentrations, notably PM_{2.5}. On a program level this discussion will be qualitative and will focus on the existing and anticipated mix of uses in the Draft Plan area and the potential for impacts related to air contaminant emissions to be situated adjacent to sensitive uses, with reference made to the recently adopted *San Francisco Health Code* and *Building Code* requirements for modeling of PM_{2.5} concentrations and, if necessary, air filtration systems.

The EIR also will quantify anticipated greenhouse gas emissions that could result from the proposed 350 8th Street project and other development in the Draft Plan Area, including analysis of the project's consistency with the California Global Warming Solutions Act of 2006 (AB 32). The EIR will also discuss issues associated with air quality for new development in close proximity to high-volume traffic corridors, consistent with DPH's Assessment and Mitigation of Air Pollution Health Effects from Intra-Urban Roadways: Guidance for Land Use Planning and Environmental Review.⁶

Wind

The study of wind effects for the EIR will be defined to reflect that the building heights proposed under the Draft Plan and as part of the 350 8th Street individual project would not surpass 85 feet and no height revisions are proposed for the parcels adjacent to the Draft Plan boundaries that would be rezoned with respect to land use. The EIR will provide an overview of the wind conditions in the Draft Plan area, based on available information, including past wind-tunnel tests, and on the 350 8th Street project site and will summarize a technical memorandum analyzing anticipated effects of the Draft Plan and/or the 350 8th Street project.

Shadow

The Howard & Langton Mini-Park is the only Recreation and Park Commission property within the Draft Plan Area with several others, including South of Market Recreation Center, Victoria Manolo Draves Park, and South Park, nearby. Because the height limits proposed by the Draft Plan will not exceed 65 feet, except along Townsend Street where a limit of 85 feet is proposed, shadow impacts associated with the proposed Plan are not anticipated to be substantial or significant on locations other than, potentially, the Howard & Langton Mini-Park. Nevertheless, the Draft Plan and the proposed 350 8th Street project have the potential to incrementally increase shading. Thus, the EIR will prepare graphical depictions of net new shadow from the proposed Draft Plan, and if determined necessary, for the 350 8th Street project. Mitigation measures for shadow impacts will be identified as appropriate.

⁶ This document can be viewed online at <http://www.sfgov.org/site/frame.asp?u=http://www.dph.sf.ca.us/> (accessed June 23, 2008).

Recreation & Public Space

As noted in the Draft Plan, Western SoMa's open space to residents ratio, at 0.027 acres of open space per 1,000 residents, is below that of other areas of the City. The Draft Western SoMa Plan area only has one public park, which is the Howard & Langton Mini-Park, located on Howard Street near Seventh Street. The EIR will assess whether the proposed Western SoMa Community Plan, in combination with the rezoning of the identified adjacent parcels and the implementation of the 350 8th Street project, would raise park and recreation facility use to a level that would result in significant environmental impacts. The EIR will also assess policies proposed as part of the Draft Plan that aim to improve the neighborhood's public realm conditions and encourage innovative ways to provide publicly accessible open space.

Utilities and Service Systems & Public Services

The projected increases in population within the Draft Plan Area and at the 350 8th Street project site would increase the demand for utilities such as water supply, wastewater treatment, solid waste disposal and energy supply and could result in an increased need for fire and police protection services. The EIR will briefly describe current conditions and identify any potential impacts likely to result from development pursuant to the Draft Plan, the proposed rezoning and the 350 8th Street project, and any corresponding mitigation measures. The EIR will also assess whether new or expanded public facilities would be required as a result of the proposed project and whether those additional facilities could have a substantial adverse impact on the environment.

Geology, Soils, and Seismicity

This section will describe the physical geological setting within the Draft Plan Area at a programmatic level, based on standard references for this topic, and at a project-specific level for the 350 8th Street project. Any geotechnical analyses being prepared for the 350 8th Street site will be summarized.

Hydrology and Water Quality

This EIR section will assess potential construction-related impacts to water quality and will qualitatively analyze potential changes in municipal sewage and stormwater runoff associated with project implementation. This section will describe the City's combined sewer-storm drain system, discuss the regulatory framework for control of water quality, qualitatively assess changes in the volume of discharges to the combined sewer system, if any, as a result of the Draft Plan, the rezoning of the identified adjacent parcels, the 350 8th Street project, and other development anticipated in the Draft Plan Area (along with any substantial cumulative increases from other development), and discuss the effects of any project-generated discharges to the SFPUC's Sewer System Master Plan currently being developed. The analysis will also incorporate the Draft Plan's proposed requirement that calls for 25 percent of the lot area to be retained as at-grade and permeable yards, the intention being increasing permeable surface areas and reducing stormwater flows. Flooding potential within the Draft Western SoMa Plan area will also be addressed, given that most of the study area is within the SoMa Flood Zone, where properties are prone to flooding, especially where ground stories are located below an elevation of 0.0 City Datum or below the hydraulic grade line or water level of the sewer.

Hazards and Hazardous Materials

This section will be based on existing information and environmental database review, will describe the legal requirements and required processes for remediation of contaminated sites, and will discuss the types of contaminants that are expected to be encountered within the Draft Western SoMa Plan Area and on the 350 8th Street site, based on historic land uses and subsurface conditions.

Other Issues

The EIR will briefly discuss potential effects related to biological resources, mineral and energy resources, and agricultural resources.

FINDING

This project may have a significant effect on the environment and an Environmental Impact Report is required. This determination is based upon the criteria of the State CEQA Guidelines, Sections 15063 (Initial Study), 15064 (Determining Significant Effect), and 15065 (Mandatory Findings of Significance).

PUBLIC SCOPING PROCESS

Pursuant to the State of California Public Resources Code Section 21083.9 and California Environmental Quality Act Guidelines Section 15206, a public scoping meeting will be held to receive oral comments concerning the scope of the EIR. The meeting will be held on **August 25, 2009 at 6:00 p.m.** at **Bessie Carmichael School at 375 Seventh Street**. Written comments will also be accepted at this meeting and until the close of business on **September 11, 2009**. Written comments should be sent to Bill Wycko, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103.

If you work for a responsible State agency, we need to know the views of your agency regarding the scope and content of the environmental information that is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. Please include the name of a contact person in your agency.

August 7, 2009
Date



Bill Wycko
Environmental Review Officer

APPENDIX B

Western SoMa Community Plan Policies and Objectives

OBJECTIVE 1.1: Build on an existing mixed-used character that encourages production of residential uses in areas most appropriate for new housing with a proximate mix of uses and services serving local needs and thereby developing a complete neighborhood

POLICY 1.1.1: Establish a Community Stabilization Policy for the Western SoMa SUD, based upon the Planning Principles adopted by the Western SoMa Citizens Planning Task Force, in order to maintain the historical balance between affordable and market rate housing and ensure that jobs are not pushed out in favor of more residential development.

POLICY 1.1.2: Western SoMa land uses should progress from non-residential uses south of Harrison Street northward to an increasingly residential neighborhood with retention of a mix of uses and new mixed-use developments where appropriate.

POLICY 1.1.3: Protect existing and newly designated residential clusters with Residential Enclave District zoning controls.

POLICY 1.1.4: Encourage increased height and density in the “Downtown Folsom” neighborhood serving commercial corridor between 7th and 10th Streets.

POLICY 1.1.5: Restrict larger formula retail uses north of Harrison Street to large and very large development sites of one acre or more

POLICY 1.1.6: Limit commercial development of retail uses to no more than 25,000 square feet throughout the Western SoMa SUD. These larger retail uses shall be allowed to locate without restriction south of Harrison Street and be permitted only on large development sites (LDS = one acre or larger) north of Harrison Street.

POLICY 1.1.7: Establish vertical zoning standards in locations encouraging new mixed-use development and preserving a mix of uses.

OBJECTIVE 1.2: Encourage preservation of existing and viably appropriate new land uses in locations that provide the greatest opportunities for success and minimize conflict with residential uses

POLICY 1.2.1: Re-name, re-district and re-purpose the existing Service Light Industry (SLI) zoning district as a new Service, Arts and Light Industrial (SALI) zone.

POLICY 1.2.2: Preserve and enhance compatibility of existing land uses south of Harrison Street.

POLICY 1.2.3: Establish a mid-rise business corridor on Townsend Street designated for office uses and an explicit preference for 21st Century high tech and digital-media uses.

POLICY 1.2.4: Prohibit housing outside of designated Residential Enclave Districts (RED) south of Harrison Street.

POLICY 1.2.5: Incorporate Western SoMa SUD formula retail controls in the Planning Code.

POLICY 1.2.6: Include development impact fees from the Western SoMa SUD in the Eastern Neighborhoods Community Benefits Fund

OBJECTIVE 1.3: Minimize noise impacts and ensure appropriate noise ordinance requirements are met

POLICY 1.3.1: Reduce potential land use conflicts by providing accurate background noise-level data.

POLICY 1.3.2: Reduce potential land use conflicts by carefully considering the location and design of both noise-generating uses and sensitive uses in the Western SoMa.

OBJECTIVE 1.4: Improve indoor air quality for sensitive land uses in Western SoMa

POLICY 1.4.1: Minimize exposure to air pollutants from existing traffic sources for new residential developments, schools, daycare and medical facilities.

OBJECTIVE 2.1: Retain and encourage growth opportunities for existing neighborhood businesses

POLICY 2.1.1: Reduce the current office restrictions in the Western SoMa SUD to allow small general office uses north of Harrison Street on 9th, 10th and Folsom Streets and allow larger office uses in a district along Townsend Street.

POLICY 2.1.2: Promote a wide range of neighborhood-serving commercial uses north of Harrison

POLICY 2.1.3: Allow unrestricted wholesale activities for permitted uses throughout the Western SoMa SUD.

POLICY 2.1.4: Create incentives for adaptive re-use of existing commercial buildings throughout the Western SoMa SUD.

POLICY 2.1.5: Explore community benefits programs that stabilize and strive to retain existing neighborhood commercial uses.

POLICY 2.1.6: Retain to the greatest extent possible neighborhood-serving commercial uses in walking proximity to existing and new additions to the neighborhood housing stock.

POLICY 2.1.7: Encourage innovation, creativity and start-up business opportunities through adaptive re-use programs that encourage building rehabilitation over demolition and new construction proposals.

POLICY 2.1.8: Develop anti-displacement programs for existing neighborhood businesses with special attention given to innovative, creative and arts related programs and businesses.

POLICY 2.1.9: Establish funding mechanisms for job training programs that help to serve the needs of existing and emerging neighborhood commercial activities.

OBJECTIVE 2.2: Promote appropriate new neighborhood business opportunities that creatively respond to neighborhood, citywide and regional economic needs and trends

POLICY 2.2.1: Continue to evaluate new “formula retail” uses through the Conditional Use process and additional policies adopted by the Planning Commission for the Western SoMa SUD.

POLICY 2.2.2: Prohibit new retail uses in excess of 25,000 square feet throughout the Western SoMa SUD.

POLICY 2.2.3: Allow new large retail uses in excess of 10, 000 square feet and less than or equal to 25,000 either south of Harrison Street or north of Harrison Street on parcels that exceed one acre of land area.

POLICY 2.2.4: Encourage mixed-use development of new large retail sites throughout the Western SoMa SUD.

POLICY 2.2.5: Allow increased height limits on larger development sites in exchange for enhanced public benefits.

POLICY 2.2.6: Create increased opportunities for existing and new high technology uses in a commercial district along Townsend Street.

POLICY 2.2.7: Allow a limited number of new automobile sale uses south of Harrison Street and proximate to the elevated highway system.

POLICY 2.2.8: Allow small Bed and Breakfast hotels along the Folsom Street Neighborhood Commercial District corridor.

POLICY 2.2.9: Allow pet day care as a Permitted Use everywhere in the Western SoMa SUD except in the RED and RED-mixed zones.

POLICY 2.2.10: Allow pet board and care as a Permitted Use in the SALI outside of RED buffer zones.

POLICY 2.2.11: Allow licensed massage therapy as a Conditional Use everywhere in the Western SoMa SUD, with the exception of the RED and RED-mixed zones, so long as it is accessory to another Principal and Permitted Use

POLICY 2.2.12: Develop land use controls that promote Folsom Street as the main neighborhood shopping and ceremonial street in the Western SoMa SUD.

POLICY 2.2.13: Clearly designate and differentiate streets and their associated zoning for functional goods and services movement from streets with pedestrian and bicycle orientations.

POLICY 2.2.14: Provide adequate customer parking and goods loading areas in a manner that minimizes negative impacts on transit, bike and pedestrian movements on neighborhood commercial streets.

POLICY 2.2.15: Provide relocation opportunities for existing nighttime entertainment uses into areas where the impacts on neighborhood residential areas can be minimized.

POLICY 2.2.16: Differentiate large nighttime entertainment uses from smaller and complementary entertainment uses and permit these new less intense uses to the extent they enhance local neighborhood livability and neighborhood business viability.

POLICY 2.2.17: Support both the economic and environmental benefits of participating in the green business movement and encourage commercial businesses in the Western SoMa to seek green business certification.

OBJECTIVE 2.3: Support the economic well-being of a variety of businesses in Western SoMa

POLICY 2.3.1: Provide business assistance for new and existing light industrial businesses in the Western SoMa SUD.

POLICY 2.3.2: Provide business assistance for new and existing small businesses in the Western SoMa SUD.

OBJECTIVE 2.4: Increase economic security for workers by providing access to sought-after job skills

POLICY 2.4.1: Provide workforce development training for those who work in and live in the Western SoMa SUD, particularly those who do not have a college degree.

OBJECTIVE 3.1: Preserve existing neighborhood housing resources

POLICY 3.1.1: Restrict residential demolitions and residential conversions of rent-controlled units per Planning Code Section 317.

POLICY 3.1.2: Support the identification and preservation of historic housing resources in a new SoMa Historic Preservation Districts.

POLICY 3.1.3: Expand the identification of the diverse character and formal recognition of existing residential enclaves.

POLICY 3.1.4: Provide residential zoning protections including but not limited to codified "Western SoMa Design Standards," notification and demolition controls in all Western SoMa SUD Zoning districts.

POLICY 3.1.5: Reduce development incentives for out-of-scale in-fill housing development proposals.

The next set of policies builds and adds detail to the second Western SoMa housing objective regarding the introduction of new housing resources into the neighborhood.

OBJECTIVE 3.2: Encourage new neighborhood residential uses in locations that provide the greatest opportunities to build on the existing neighborhood patterns

POLICY 3.2.1: Discourage housing production that is not in scale with the existing neighborhood pattern.

POLICY 3.2.2: Encourage in-fill housing production that continues the existing built housing qualities in terms of heights, prevailing density, yards and unit sizes.

POLICY 3.2.3: Provide additional housing production incentives for areas identified as most appropriate for housing production.

POLICY 3.2.4: Encourage the continuation and creation of an existing rear and front yard pattern in the Western SoMa SUD residential enclaves.

POLICY 3.2.5: Encourage creation of upper floor residential uses on major streets north of Harrison Street.

POLICY 3.2.6: Promote the production of housing development programs that provide for families and other Western SoMa SUD special population needs in terms of the mix of unit sizes, affordability and tenure.

POLICY 3.2.7: Create development controls on large sites that clearly direct and provide opportunities to replicate the scale, character and mix of existing uses.

POLICY 3.2.8: Establish clear community benefit guidelines for the use of height or density bonuses for residential construction in the Western SoMa SUD.

POLICY 3.2.9: Prohibit lot mergers that yield parcels in excess of 5,000 square feet.

POLICY 3.2.10: Codify and formalize Design Standards for any new development on Western SoMa alleys.

POLICY 3.2.11: Discourage any variances from front and rear yard standards that fail to reinforce existing and potential future at-grade yard for all developments that include housing units where the proposed project is in or contiguous to RED zoned parcels.

POLICY 3.2.12: Discourage any and all proposed housing proposals on arterial streets and highways that do not providing a physical buffer from existing traffic noise and pollution.

OBJECTIVE 3.3: Ensure that a significant percentage of the new housing created is affordable to people with a wide range of incomes

POLICY 3.3.1: Allow single-resident occupancy uses (SROs) with no less than 300 square feet of livable area and “efficiency” units to continue in limited locations to be an affordable type of dwelling option, and recognize their role as an appropriate source of housing for small households. In addition these units should be required (with no permitted variances) to:

- exceed existing City inclusionary requirements for below market rate units, and
- meet minimum rear yard requirements, and
- meet the dwelling unit exposure requirements
- meet minimum private opens space requirements of 36 square feet per unit, and
- have no required parking minimum, and
- prohibition of new ground floor residential units facing neighborhood or regional serving streets, and
- comply with required active non-residential ground floor uses on neighborhood or regional serving street facades.

POLICY 3.3.2: Where new zoning has conferred increased development potential; require developers to contribute towards community benefits programs that include open space, transit, community facilities/services, historic/social heritage preservation and affordable housing, above and beyond citywide inclusionary requirements.

POLICY 3.3.3: Encourage a mix of affordability levels in new residential development.

OBJECTIVE 3.4: Retain and improve existing housing affordable to people of all incomes

POLICY 3.4.1: Preserve viability of existing rental units.

POLICY 3.4.2: Consider acquisition programs of existing housing by government and/or community non-profit organizations for rehabilitation and dedication as permanently affordable housing.

POLICY 3.4.3: Ensure adequate protection from eviction for at-risk tenants, including low-income families, seniors, and people with disabilities.

OBJECTIVE 3.5: Ensure that new residential developments satisfy an array of housing needs with respect to tenure, unit mix and community services

POLICY 3.5.1: Target provision of affordable units for traditional and non-traditional family needs.

POLICY 3.5.2: Prioritize the development of affordable family housing, both rental and ownership, particularly along transit corridors and adjacent to community amenities.

POLICY 3.5.3: Requirements for three-bedroom units in Large and Very Large Development sites shall be the same as called for in the Eastern Neighborhoods Plan.

POLICY 3.5.4: In affordable housing and mixed-use developments, encourage the creation of family supportive services, such as childcare facilities, parks and recreation, or other facilities.

POLICY 3.5.5: Provide through the permit entitlement process a range of revenue-generating tools including impact fees, public funds and grants, assessment districts, and other private funding sources, to fund community and neighborhood improvements.

POLICY 3.5.6: Establish an impact fee to be allocated towards a Public Benefit Fund to subsidize transit, pedestrian, bicycle, and street improvements; park and recreational facilities; and community facilities such as libraries, child care and other neighborhood services in the area.

POLICY 3.5.7: In areas where new zoning provides opportunities for a significant increase in housing production, require that ten (10) percent of all below-market rate units have three or more-bedrooms to ensure affordable family units.

POLICY 3.5.8: Expedite development permits in which more than 15 percent of all units have three or more-bedrooms.

OBJECTIVE 3.6: Lower housing production costs

POLICY 3.6.1: Require developers to separate the cost of parking from the cost of housing in both for sale and rental developments.

POLICY 3.6.2: Allow for the unbundling and off-site provision of residential parking.

POLICY 3.6.3: Revise residential parking requirements in a way that permits structured or off-street parking up to specified maximum amounts in certain districts, but is not required.

POLICY 3.6.4: Encourage construction of units that are “affordable by design.”

POLICY 3.6.5: Facilitate housing production by simplifying the approval process wherever possible.

OBJECTIVE 3.7: Promote health through residential development design and location

POLICY 3.7.1: Consider housing production a priority in environmentally and socially healthy locations.

POLICY 3.7.2: Develop affordable family housing in areas where families can safely walk to schools, parks, retail, and other services.

POLICY 3.7.3: Provide design guidance for the construction of healthy neighborhoods and buildings.

OBJECTIVE 3.8: Continue and expand the city efforts to increase permanently affordable housing production and availability

POLICY 3.8.1: Continue and strengthen innovative programs that help to make both rental and ownership housing more affordable and available.

POLICY 3.8.2: Explore housing policy changes at the citywide level that preserve and augment the stock of existing rental and ownership housing.

POLICY 3.8.3: Research and pursue innovative revenue sources and techniques for the construction of affordable housing.

POLICY 3.8.4: Create housing production programs that build smaller affordable housing buildings and units on multiple parcels as part of a single funding and development program through the Mayor’s Office of Housing.

OBJECTIVE 4.1: Facilitate the movement of pedestrians and bicycles in the alleys

POLICY 4.1.1: Introduce treatments that effectively improve the pedestrian experience in alleys. Alleys should have sidewalk and street surfaces that are well maintained and that do not present obstacles to the pedestrian.

POLICY 4.1.2: Limit the supply of on-street parking in some alleys, in order to accommodate pedestrian and bicycle movement.

POLICY 4.1.3: Improve street lighting in alleys.

POLICY 4.1.4: Provide pedestrian crossings that unite alleys on both sides of a neighborhood-serving street.

OBJECTIVE 4.2: Limit the speed and volume of motor vehicles in alleys

POLICY 4.2.1: Restrict the entry of motor vehicles in alleys.

POLICY 4.2.2: Consider converting some alleys to two-way traffic.

POLICY 4.2.3: Employ traffic calming measures on alleys.

POLICY 4.2.4: Prohibit the circulation of freight and service vehicles on residential alleys.

OBJECTIVE 4.3: Reduce the impacts of commercial development on neighborhood-serving streets by promoting alternative transportation modes

POLICY 4.3.1: Develop commercial uses on specific streets, making them easily accessed by transit and non-motorized transportation.

POLICY 4.3.2: Reduce the supply of on-street parking on some neighborhood-serving streets, in order to accommodate transit and bicycle lanes.

POLICY 4.3.3: Promote walking and bicycling to/from the designated Neighborhood Commercial (NC) Districts by introducing pedestrian and environmental improvements.

POLICY 4.3.4: Reduce auto-oriented facilities on neighborhood-serving streets.

POLICY 4.3.5: Develop transportation system improvements, based on an analysis of existing and future conditions.

POLICY 4.3.6: Collaborate with the MTA to study the feasibility of developing parking pricing policies.

OBJECTIVE 4.4: Ensure a minimum level of safety on neighborhood- serving streets

POLICY 4.4.1: Provide a basic level of common services at major transit nodes, preventing these areas from being perceived to be isolated.

POLICY 4.4.2: Introduce traffic calming measures that promote pedestrian and bicycle transportation and safety.

POLICY 4.4.3: Provide mid-block crossings for better access to major activities and facilities.

POLICY 4.4.4: Improve transit facilities and services on streets with existing transit service, providing passengers with better access to nearby destinations.

POLICY 4.4.5: Reduce posted speeds along neighborhood-serving streets to 20 mph.

POLICY 4.4.6: Coordinate with MTA to develop an ongoing set of pedestrian and bicycle safety improvements for neighborhood-serving streets.

OBJECTIVE 4.5: Design neighborhood-serving streets according to local needs and desires

POLICY 4.5.1: Improve connections to regional transit services.

OBJECTIVE 4.6: Integrate neighborhood-serving street policies with other planning efforts

POLICY 4.6.1: Promote cooperation between agencies and programs involved in planning SoMa. The involvement of all relevant agencies in the planning and development of neighborhood-serving streets will allow for the comprehensive treatment of these streets

POLICY 4.6.2: Work with the MTA to identify new transit needs on neighborhood-serving streets.

OBJECTIVE 4.7: Reduce the impacts of increased neighborhood commercial development on Folsom street by encouraging the use of alternative modes of transportation

POLICY 4.7.1: Develop commercial uses on Folsom Street that are easily accessed by transit and non-motorized transportation.

POLICY 4.7.2: Design and implement an on-street parking scheme for Folsom Street.

POLICY 4.7.3: Promote walking and other non-motorized travel modes to/from neighborhood commercial segments of Folsom Street by introducing pedestrian and environmental improvements.

POLICY 4.7.4: Reduce or prohibit auto-oriented facilities on Folsom Street.

POLICY 4.7.5: Develop transportation system improvements on Folsom Street, based on an analysis of existing and future conditions.

POLICY 4.7.6: Collaborate with the MTA to develop parking pricing policies.

POLICY 4.7.7: Require that commercial development provide on-site Travel Demand Management (TDM) programs incorporating a variety of measures, to ensure vehicle trip reduction.

POLICY 4.7.8: Require that residential development provide TDM benefits to individual tenants.

OBJECTIVE 4.8: Ensure safety on Folsom Street, particularly for residents and other users of the system

POLICY 4.8.1: Provide a basic level of common services at major transit nodes, preventing these areas from being perceived as isolated.

POLICY 4.8.2: Introduce traffic calming measures that will promote pedestrian and bicycle transportation and safety in the area. Often, auto-oriented street design discourages bicycle and pedestrian use along streets.

POLICY 4.8.3: Provide mid-block crossings on Folsom Street (between 6th and 9th Streets) that provide pedestrians with better access to major activities and local alley networks in the vicinity.

POLICY 4.8.4: Improve on-street transit facilities and services, providing passengers with better access to major destinations along Folsom Street.

POLICY 4.8.5: Reduce roadway conflicts between transit vehicles, bicyclists and pedestrians.

POLICY 4.8.6: Coordinate with MTA to develop a minimum set of required pedestrian and bicycle safety improvements.

OBJECTIVE 4.9: Design Folsom consistent with local needs and desires

POLICY 4.9.1: Identify Folsom Street as a corridor providing connections to regional transit.

OBJECTIVE 4.10: Integrate Folsom Street policies with other planning efforts

POLICY 4.10.1: Promote cooperation between agencies and programs involved in planning SoMa, consistent with the provisions of the Administrative Code.

POLICY 4.10.2: Work with the MTA to identify new transit needs on Folsom Street, including routes, frequencies, and amenities.

OBJECTIVE 4.11: Restrict regional traffic to a north-south and east-west couplet of streets that directly connect to the Central Freeway

POLICY 4.11.1: Provide adequate motor vehicle capacity along regional streets.

POLICY 4.11.2: Restrict all freight and service traffic to regional streets.

OBJECTIVE 4.12: Ensure a minimum level of safety on regional streets, particularly for residents and other users of the system

POLICY 4.12.1: Enhance the walking experience by introducing pedestrian and environmental improvements.

POLICY 4.12.2: Develop transportation system improvements on regional streets, based on an analysis of existing and future conditions.

POLICY 4.12.3: Coordinate with MTA to develop a minimum set of required pedestrian and bicycle safety improvements.

OBJECTIVE 4.13: Integrate regional street policies with other planning efforts

POLICY 4.13.1: Promote cooperation between agencies and programs involved in planning SoMa.

OBJECTIVE 4.14: Reduce the negative impacts of goods movement on local neighborhoods

POLICY 4.14.1: Introduce roadside signage indicating commercial vehicle limitations within the Western SoMa SUD.

POLICY 4.14.2: Mitigate the undesirable effects of goods movement by limiting freight loading and unloading to designated streets at specific times of the day.

POLICY 4.14.3: Strictly enforce yellow and special vehicle loading zones to facilitate deliveries and pickups at appropriate locations, and to reduce double-parking.

POLICY 4.14.4: Provide an adequate number of curbside freight loading spaces in the Western SoMa SUD.

POLICY 4.14.5: Conduct exposure assessments in sensitive areas where vehicle volumes are above acceptable levels.

POLICY 4.14.6: Work with the Departments of Public Health and Building Inspection to develop new building code requirements to mitigate ambient air pollution hazards.

POLICY 4.14.7: Ensure that noise mitigations are actively implemented.

OBJECTIVE 4.15: Improve safety for local residents and merchants by restricting commercial vehicle traffic in the Western SoMa SUD

POLICY 4.15.1: Prohibit service vehicles and commercial traffic from operating in areas not designated as arterial freight routes.

POLICY 4.15.2: Employ traffic calming measures, in order to mitigate the impacts of freight traffic

POLICY 4.15.3: Prioritize commercial vehicle intersections for traffic calming.

POLICY 4.15.4: Reduce speeds on regional freight routes in the Western SoMa.

POLICY 4.15.5: Limit pin-to-axle lengths for trucks entering two-way streets.

OBJECTIVE 4.16: Utilize the public benefit fee package to generate revenues for financing improvements to streets damaged by truck traffic

POLICY 4.16.1: Develop a nexus study for evaluating the magnitude of truck impacts on street surfaces in the SoMa.

OBJECTIVE 4.17: Integrate goods movement policies with other planning efforts

POLICY 4.17.1: Collaborate with the MTA, SFCTA, DPW and other agencies to develop a strategy for improving the distribution of commercial vehicles in the Western SoMa.

POLICY 4.17.2: Study ways of implementing a set of restrictions on freight traffic passing through the Western SoMa SUD.

POLICY 4.17.3: Work with the MTA on revising the loading zone system in Western SoMa.

OBJECTIVE 4.18: Promote non-polluting public transit

POLICY 4.18.1: Develop Folsom Street as a priority public transit corridor.

POLICY 4.18.2: Improve transit reliability.

POLICY 4.18.3: Develop on-site TDM programs, with the support of a Nexus study, incorporating a variety of measures, to ensure vehicle trip reduction.

POLICY 4.18.4: Develop programs that provide TDM benefits to residential tenants.

POLICY 4.18.5: Implement public transit improvements that reduce conflicts between transit vehicles, bicyclists and pedestrians on "Transit Preferential Streets."

POLICY 4.18.6: Require that transit be modified in response to land use change.

POLICY 4.18.7: Apply priority treatment to streets where transit is available.

POLICY 4.18.8: Require that transit vehicles are non-polluting.

OBJECTIVE 4.19: Utilize the existing Western SoMa proximity to public transit

POLICY 4.19.1: Provide links to local and regional transit services.

POLICY 4.19.2: Improve east-west transit connectivity in the area.

POLICY 4.19.3: Improve north-south transit connectivity in the area.

OBJECTIVE 4.20: Integrate transit policies with other planning efforts

POLICY 4.20.1: Coordinate transit improvements in the Western SoMa SUD so that they are consistent with larger transit efforts.

OBJECTIVE 4.21: Provide safe, efficient and pleasant pedestrian circulation in Western SoMa.

POLICY 4.21.1: Ensure convenient and safe pedestrian crossings.

POLICY 4.21.2: Improve sidewalk lighting to ensure safety and security.

POLICY 4.21.3: Create safe pedestrian and bicycle routes to community facilities.

POLICY 4.21.4: Maintain the physical state of streets and sidewalks.

POLICY 4.21.5: Slow traffic on streets adjacent to the freeway.

POLICY 4.21.6: Prohibit the provision of multiple left-turn lanes at all intersections.

POLICY 4.21.7: Prohibit free right turns off of freeways onto adjoining streets.

POLICY 4.21.8: Designate mid-block crossings in areas of high pedestrian traffic.

POLICY 4.21.9: Improve pedestrian safety at freeway underpasses and ramps.

OBJECTIVE 4.22: Integrate pedestrian policies with other planning efforts

POLICY 4.22.1: Coordinate pedestrian improvements so that they are carefully integrated with other transportation projects in the area.

OBJECTIVE 4.23: Improve the ambience of the pedestrian environment

POLICY 4.23.1: Integrate pedestrian space with compatible land uses.

POLICY 4.23.2: Create a visible pedestrian network that connects to other areas.

POLICY 4.23.3: Develop Folsom Street as a pedestrian-oriented transit corridor.

POLICY 4.23.4: Require context-specific pedestrian environmental analysis and countermeasure plans for all development projects.

OBJECTIVE 4.24: Ensure that bicycles can be used safely and conveniently as a primary transportation mode and for recreational purposes

POLICY 4.24.1: Improve bicycle access in the Western SoMa.

POLICY 4.24.2: On specific streets, implement physical roadway treatments that will improve overall bicycle safety.

POLICY 4.24.3: Prohibit multiple left turn lanes and free right-turn lanes.

OBJECTIVE 4.25: Improve bicycle access to other areas of the city and the region

POLICY 4.25.1: Improve direct routes between Western SoMa and other parts of the city.

POLICY 4.25.2: Accommodate bicycles on streets parallel to the freeway.

OBJECTIVE 4.26: Integrate bicycle policies with other planning efforts

POLICY 4.26.1: Coordinate bicycle plans in Western SoMa to be consistent with the recommendations coming out of the City Bicycle Plan.

OBJECTIVE 4.27: Establish parking policies that improve neighborhood livability, vitality, and environmental quality by reducing private vehicle trips and supporting walking, cycling and public transit use

POLICY 4.27.1: Adopt the same parking maximum policies that were applied in the Eastern Neighborhood Plan

POLICY 4.27.2: Discourage commuter parking in the Western SoMa.

POLICY 4.27.3: Retain on-street parking whenever possible, except where necessary to improve pedestrian, bicycle, and transit access and safety.

POLICY 4.27.4: Price on-street parking on regional and neighborhood-serving streets to create available spaces at most times, encourage parking turnover, and reduce the number of vehicles circulating in the neighborhood.

POLICY 4.27.5: Establish residential permit zones on residential enclave streets to prioritize parking for residents.

POLICY 4.27.6: Promote a Charter Amendment and changes to State law that would enable the City to dedicate some portion of parking meter and permit zone revenues to fund pedestrian, bicycle, transit and streetscape improvements in Western SoMa and the other Eastern Neighborhoods.

POLICY 4.27.7: Make Western SoMa consistent with Eastern Neighborhoods parking standards.

POLICY 4.27.8: Promote the unbundling of parking from new housing.

OBJECTIVE 4.28: Reduce the negative impacts of vehicle trips on Western SoMa SUD by encouraging the use of alternative modes of transportation

POLICY 4.28.1: Contain and lessen the local traffic and parking impacts of businesses by implementing a set of employer-based TDM measures.

POLICY 4.28.2: Promote walking and other non-motorized modes to and from designated Neighborhood Commercial districts and other major destinations in the Western SoMa SUD.

POLICY 4.28.3: Reduce, relocate or prohibit auto-oriented facilities situated on streets served by local transit services.

OBJECTIVE 4.29: Maintain San Francisco as a principal regional destination without jeopardizing the livability of the SoMa

POLICY 4.29.1: Reduce speeds on arterials leading to/from the freeway.

POLICY 4.29.2: On specific streets, implement intersection treatments that improve pedestrian and bicycle safety. It is essential that planners design and implement intersection improvements that slow the flow of vehicle traffic and provide a higher level of safety at intersections.

POLICY 4.29.3: Develop a set of traffic-calmed zones.

POLICY 4.29.4: Prohibit intersection turn movements that endanger pedestrians and bicyclists.

POLICY 4.29.5: Regularly monitor changes in the level of safety on local streets.

OBJECTIVE 4.30: Develop a public benefit package that will generate revenues for financing transit, bicycle and pedestrian improvements over the long-term

POLICY 4.30.1: Develop a fee that is based on the amount of parking provided.

OBJECTIVE 5.1: Reinforce the diversity of the existing built form and the warehouse, industrial and alley character

POLICY 5.1.1: Promote, preserve and maintain the mixed use character of Western SoMa's small scale commercial and residential uses.

POLICY 5.1.2: Encourage historic district and landmark designations throughout the Western SoMa SUD.

POLICY 5.1.3: Encourage and support the preservation and adaptive re-use of historic and social heritage neighborhood resources.

POLICY 5.1.4: Continue to develop and codify a clear and coherent historic resource adaptive re-use program for the Western SoMa SUD that reinforces and builds on the Secretary of the Interior adaptive re-use standards.

POLICY 5.1.5: Encourage residential open space in required yards within the designated Western SoMa SUD Residential Enclave Districts.

POLICY 5.1.6: Encourage a mix of uses rather than mixed use developments.

POLICY 5.1.7: Develop design standards that preserve the industrial character of the larger streets, the mixed industrial/residential character of the RED-mixed areas and the residential character of the REDs.

OBJECTIVE 5.2: Promote environmental sustainability

POLICY 5.2.1: Fully support and integrate into the Western SoMa SUD the environmental policies embodied in green building legislation.

POLICY 5.2.2: Require new development to meet minimum levels of “green” construction.

POLICY 5.2.3: Require mandatory targets for certain components of the rating systems, specifically, 5 percent to 10 percent of material re-use for development projects, 100 percent diversion of all non-hazardous construction and demolition debris for recycling and/or salvage, 10 to 25 percent onsite renewable generation, water efficient landscaping to reduce potable water consumption for irrigation by 50 percent, and maximize water efficiency within buildings to reduce waste water by 30 percent.

POLICY 5.2.4: Encourage sensitive building use, design and alley guidelines to maximize solar access to all designated Residential Enclave Districts and existing rear yard patterns found elsewhere in the Western SoMa SUD.

POLICY 5.2.5: Require new development to adhere to a new performance-based ecological evaluation tool to improve the amount and quality of green landscaping.

POLICY 5.2.6: Existing surface parking lots and off-street loading areas should be retrofitted to minimize negative effects on microclimate and stormwater infiltration. The San Francisco Stormwater Master Plan, upon completion, will provide guidance on how best to adhere to these guidelines.

POLICY 5.2.7: The City should explore how to provide strong incentives that would encourage the retrofit of existing parking areas and other paved areas to meet the guidelines in Policy 5.2.6.

POLICY 5.2.8: Enhance the connection between building form and ecological sustainability by promoting use of renewable energy, energy-efficient building envelopes, passive heating and cooling, and sustainable materials.

POLICY 5.2.9: Compliance with strict environmental efficiency standards for new buildings is strongly encouraged.

POLICY 5.2.10: When soil conditions allow, the use of open pavers (porous pavement materials) on drives, sidewalks, parking lots and plazas should be required.

OBJECTIVE 5.3: Promote walking, biking and an active urban public realm

POLICY 5.3.1: Respect public view corridors. Of particular interest are the east-west views to the bay or hills, and several views towards the downtown.

POLICY 5.3.2: Require high quality design of street-facing building exteriors.

POLICY 5.3.3: Minimize the visual impact of parking.

POLICY 5.3.4: Strengthen the relationship between a building and its fronting sidewalk.

POLICY 5.3.5: Strengthen the pedestrian and bicycle network by extending alleyways to adjacent streets or alleyways wherever possible, or by providing new publicly accessible mid-block rights of way.

POLICY 5.3.6: Require that all development in the Western SoMa include all feasible measures to prevent or minimize wind downdrafts and other adverse wind affects on sidewalks and plazas.

POLICY 5.3.7: Require that all development in the Western SoMa include all feasible measures to maximize sunshine on sidewalks and plazas.

POLICY 5.3.8: Establish and require height limits and upper story setbacks to maintain adequate light and air to sidewalks, parks, plazas and frontages along alleys.

POLICY 5.3.9: Ensure that public amenities such as toilets are incorporated (as appropriate) into neighborhood commercial areas.

OBJECTIVE 5.4: Encourage appropriate new development that is responsive to the existing and built environment

POLICY 5.4.1: Increase prevailing 50-foot heights in the Western SoMa SUD to 55 feet to encourage gracious floor to ceiling heights for ground floor uses.

POLICY 5.4.2: Reduce Residential Enclave heights to 40 feet.

OBJECTIVE 6.1: Identify and evaluate historic and cultural resources

POLICY 6.1.1: Survey, identify and evaluate historic and cultural heritage resources in a manner that is consistent with the context statement prepared for the Western SoMa area.

POLICY 6.1.2: Recognize the contributions of the Filipino and Lesbian, Gay, Bisexual, Transsexual and Queer (LGBTQ) communities by creating Social Heritage Special Use Districts

POLICY 6.1.3: Conduct historic and socio-cultural heritage resource surveys within the Western SoMa, including Secretary of the Interior cultural ratings.

POLICY 6.1.4: Establish boundaries, designations, and values in all proposed and new preservation districts.

POLICY 6.1.5: Identify traditional historical events as part of the neighborhood's social heritage.

POLICY 6.1.6: Include history of alleys as an important part of the 'social-cultural heritage' resource

OBJECTIVE 6.2: Protect historic and cultural resources

POLICY 6.2.1: Protect individually significant historic and cultural resources and historic districts in the Western SoMa Area Plan from demolition or adverse alteration.

POLICY 6.2.2: Protect individually designated resources and resources that are valuable as a group.

POLICY 6.2.3: Protect properties associated with events contributing to local history, such as oral history, including events that occur in public streets and alleys.

POLICY 6.2.4: Protect properties associated with the lives of significant persons from the past.

POLICY 6.2.5: Protect properties that embody a distinctive characteristic of a period or method of construction.

POLICY 6.2.6: Protect properties that are representative of the work of a master.

POLICY 6.2.7: Protect properties that contain artistic values.

POLICY 6.2.8: Protect resources that appear eligible for formal preservation designation.

POLICY 6.2.9: Support the current use of public alleys for traditional historic events that are part of the neighborhood's social heritage.

OBJECTIVE 6.3: Demonstrate leadership through preservation, rehabilitation and adaptive re-use

POLICY 6.3.1: Support the retention of "social heritage" values, properties and historic preservation districts within Western SoMa.

POLICY 6.3.2: Preserve, restore, and rehabilitate social heritage assets with an appropriate re-use that responds to the "adaptive re-use analysis" and "adaptive re-use programs" proposed in the Western SoMa SUD.

POLICY 6.3.3: Prevent historic resource demolitions, without extending or delaying demolition process already established.

POLICY 6.3.4: Prevent destruction of historic and cultural resources resulting from owner neglect or inappropriate actions.

POLICY 6.3.5: Collect, archive, maintain and protect documents and artifacts that are important to the local built environment and history.

POLICY 6.3.6: Preserve and protect all Native American and other archeological resources.

POLICY 6.3.7: Develop and maintain map and database inventory of known archeological resources.

POLICY 6.3.8: Incorporate preservation goals and policies into land use decision-making process.

POLICY 6.3.9: Establish specific design guidelines to follow in all of the proposed historic preservation districts for Western SoMa.

POLICY 6.3.10: Establish the recommended Art Deco and Light Industrial and Housing historic preservation districts recommended in the 2006 South of Market "Context Statement."

OBJECTIVE 6.4: Ensure that land use changes respect the neighborhood character and social heritage

POLICY 6.4.1: Identify Filipino, LGTBQ resources and provide opportunities for their restoration, rehabilitation, and preservation in Western SoMa adaptive re-use projects

POLICY 6.4.2: Recognize the social and cultural heritage values and properties of the LGBTQ District, already acknowledged and documented by its own community and local history.

POLICY 6.4.3: Recognize the social and cultural heritage values and properties of the Filipino District, already acknowledged and documented by its own community and local history.

POLICY 6.4.4: Protect the “social heritage” values, properties and social heritage districts within Western SoMa.

OBJECTIVE 6.5: Provide preservation incentives and guidance

POLICY 6.5.1: Encourage historic preservation through development of financial incentive programs.

POLICY 6.5.2: Encourage the use of grants for preservation, restoration, rehabilitation and adaptive re-use.

POLICY 6.5.3: Educate decision makers about economic benefits of preservation, restoration, rehabilitation and adaptive re-use.

POLICY 6.5.4: Encourage historic preservation through adaptive re-use analysis and programs in Western SoMa.

POLICY 6.5.5: Follow up recommendations on adaptive re-use for a more sustainable neighborhood.

POLICY 6.5.6: Develop and maintain a locally accountable monitoring mechanism.

OBJECTIVE 6.6: Provide public information, awareness and education about historic and social heritage resources

POLICY 6.6.1: Disseminate information about the availability of financial incentives for qualifying historic preservation projects.

POLICY 6.6.2: Promote awareness about historic, cultural and social heritage resources.

POLICY 6.6.3: Encourage public participation in identification of potential resources.

POLICY 6.6.4: Encourage activities that foster awareness and education on historic preservation issues.

POLICY 6.6.5: Provide a specific plan for reevaluation of resources and methodologies for updating surveys.

POLICY 6.6.6: Ensure a more efficient and transparent evaluation of project proposals which involve historic resources and minimize impacts to historic resources per CEQA guidelines.

OBJECTIVE 6.7: Promote principles of sustainability using “green” strategies on preservation

POLICY 6.7.1: Encourage the use of recycled materials in all new restoration, preservation, adaptive re-use and rehabilitation development in Western SoMa.

POLICY 6.7.2: Promote sustainability of historic resources in the plan area consistent with the goals and objectives of the Sustainability Plan for the City and County of San Francisco.

POLICY 6.7.3: Use approved healthy methodologies in the recycled materials, restoration, and preservation in adaptive re-use and rehabilitation projects.

OBJECTIVE 6.8: Formulate an explicit Adaptive Re-use Program

POLICY 6.8.1: Build on completed Historic Context Statement for South of Market, fine tuning a range of building typologies.

POLICY 6.8.2: Research and apply “best practices” for potential re-use opportunities and constraints applicable to those various building typologies.

POLICY 6.8.3: Explore potential zoning tools that can be incorporated into the Western SoMa Plan that make operational the lessons learned from this study for development and adaptive re-use that is sensitive to historic resources.

POLICY 6.8.4: Create a set of design and rehab guidelines for historic structures in the Western SoMa area.

OBJECTIVE 6.9: Protect identified resources from natural disasters

POLICY 6.9.1: Prepare historic resources for natural disasters.

POLICY 6.9.2: Preserve resources so they could survive future earthquakes.

POLICY 6.9.3: Ensure historic resources are protected after a disaster.

OBJECTIVE 7.1: Identify new park site opportunities

POLICY 7.1.1: Identify opportunities to create new public parks, recreation facilities and open spaces and provide at least one new public park or open space serving Western SoMa.

POLICY 7.1.2: Develop an active funding system to support the maintenance and acquisition of park land for the neighborhood.

POLICY 7.1.3: Require Western SoMa developments on sites of one acre or more to provide new areas for recreation, parks and open spaces.

POLICY 7.1.4: New development should not result in a net loss of open space.

POLICY 7.1.5: Require the replacement of open space used in the course of development at a minimum of 1:1 replacement ratio.

POLICY 7.1.6: Development projects on large development sites of one (1) acre or more should provide publicly accessible community spaces or provide publicly accessible open spaces.

POLICY 7.1.7: Prohibit counting parking garages, streets and buildings in meeting neighborhood open space needs.

OBJECTIVE 7.2: Work in coordination with other public agencies to ensure that local park, open space, and recreation needs in Western SoMa are met by new development

POLICY 7.2.1: Integrate open space policies with all other planning efforts.

POLICY 7.2.2: Integrate consistent open space-related policies throughout city and regional agencies.

POLICY 7.2.3: Continue working with the Department of Public Works Great Streets and South of Market Alley Improvements Programs for new development contributions to design and improved streets following standards that are inclusive, especially improvements that equally support the use of spaces by persons with disabilities, children and the elderly.

POLICY 7.2.4: Continue working with the Department of Public Works Great Streets and South of Market Alley Improvements Programs so new development can contribute to planting new trees, coordinate with urban forestry for planting and maintaining urban trees.

POLICY 7.2.5: Require development projects to contribute to parks and open space directly by creating publicly accessible open space on the site of a project, or by contributing funding for parks and open space such that Western SoMa achieve a standard of 10 acres of open space per 1,000 residents in the Western SoMa SUD.

POLICY 7.2.6: Protect and enhance recreational opportunities in Western SoMa.

OBJECTIVE 7.3: Improve the neighborhood's public realm conditions

POLICY 7.3.1: Develop an accessible pedestrian network, providing safe, efficient and pleasant pedestrian circulation in Western SoMa.

POLICY 7.3.2: Redesign underutilized portions of streets as public open spaces, including widened sidewalks or medians, curb bulb-outs, "living streets" or green connector streets.

POLICY 7.3.3: Develop a comprehensive public realm plan for the plan area that reflects the differing needs of streets based upon their predominant land use, role in the transportation network, and building scale.

POLICY 7.3.4: Require new development to improve adjacent street frontages, employing established street design standards.

POLICY 7.3.5: Promote adequate access and safety in all areas of the public realm.

POLICY 7.3.6: Promote street traffic calming methods to assure greater pedestrian safety.

POLICY 7.3.7: Provide more pedestrian scale lighting on alleys and streets.

POLICY 7.3.8: Maximize opportunities for public view corridors.

POLICY 7.3.9: Maximize pedestrian and bicycle access to the shoreline and all nearby major open space areas such as the waterfront and Yerba Buena Gardens.

POLICY 7.3.10: Provide public amenities and infrastructure that support the use of open space such as public toilets, park benches, pedestrian scale lighting, and minimal gates/barriers to access.

POLICY 7.3.11: Require that new development contribute a continuous row of appropriately-spaced trees at all streets adjacent to the project.

POLICY 7.3.12: Require that new development contribute to ecological and sustainable streetscape with permeable pavements and storm water collectors.

POLICY 7.3.13: Require public art in all new open space development in the neighborhood.

OBJECTIVE 7.4: Create a network of streets that connects open spaces and improves the pedestrian experience and aesthetics of the neighborhood

POLICY 7.4.1: Design the intersections of major streets to reflect their prominence as public spaces.

POLICY 7.4.2: Significant above grade infrastructure, such as freeways, should be retrofitted with architectural lighting to foster pedestrian connections beneath.

POLICY 7.4.3: Where possible, transform unused freeway and rail rights-of-way into landscaped features that provide a pleasant and comforting route for pedestrians and bicyclists.

POLICY 7.4.5: Enhance the pedestrian environment by requiring new tree planting abutting sidewalks.

OBJECTIVE 7.5: Ensure that existing open space, recreation and park facilities are well maintained

POLICY 7.5.1: Prioritize funds and staffing to better maintain existing parks and obtain additional funding for a new park and open space facilities.

POLICY 7.5.2: Explore opportunities to use existing recreation facilities, such as school yards, more efficiently.

OBJECTIVE 7.6: Maintain and promote diversity of neighborhood open spaces

POLICY 7.6.1: Require all new areas for open space to be designed in versatile ways, and include a wide spectrum of uses.

POLICY 7.6.2: Create new open space areas to be used during the day and at night, by a diverse community, including pets, toddlers, elders, residents, tourists, workers, etc.

POLICY 7.6.3: Fund and maintain public open spaces for a diverse, constantly changing community.

POLICY 7.6.4: Require recreational spaces for toddlers and elders as part of major new residential development.

POLICY 7.6.5: Encourage the design of open spaces for use by a different public throughout the day and night as well as throughout the seasons, so these spaces can be enjoyed by a diverse community and for a variety of celebrations and events.

POLICY 7.6.6: Require new commercial and industrial development to contribute to public open space such as street-level plazas with benches, street lights, and street front open space accessible to workers, residents and visitors at minimum during the day time.

POLICY 7.6.7: Require new residential, commercial and industrial development to contribute to the creation of public open space, and/or provide on-site private open space designed to be publicly accessible and to meet the needs of residents.

POLICY 7.6.8: Encourage private open space to be provided as common spaces for residents and workers of the building.

POLICY 7.6.9: Strengthen requirements for commercial development to provide on-site open space.

OBJECTIVE 7.7: Educate the public about health, food, natural habitats and local resources through recreation and open spaces

POLICY 7.7.1: Use public workshops to educate the public about history and current conditions of the local natural and urban resources, and the cultural and natural environment, as they relate to the neighborhood's physical, economic, social and cultural characteristics.

POLICY 7.7.2: Encourage new parks to have signs and stations that promote different forms of physical activity around the park area.

POLICY 7.7.3: Encourage using a portion of the new park or open space area to make public announcements related to public health, healthy foods, and the natural elements of the urban environment.

POLICY 7.7.4: Hold an annual event in neighborhood recreational facilities and open spaces to promote community use and ownership of the facilities and parks.

OBJECTIVE 7.8: Maintain rear and front yard patterns

POLICY 7.8.1: Promote at grade front and rear yard open space in existing and new residential development.

POLICY 7.8.2: Stop granting variances for rear yard requirements.

POLICY 7.8.3: Maintain open space other than at grade on existing buildings

POLICY 7.8.4: Encourage generous not at grade open space in new development when at grade open space is impossible to comply with.

OBJECTIVE 7.9: Require noise and air pollution mitigation measures

POLICY 7.9.1: Require mitigation measures for noise and pollution when building new open spaces and/or recreational facilities.

POLICY 7.9.2: Open space should not be developed in areas where the roadway contributes significantly to air pollution.

POLICY 7.9.3: Relocate open space related projects, if necessary, outside of noise, and traffic pollution hazardous zones.

OBJECTIVE 7.10: Promote innovative and alternative green and sustainable publicly-accessible private open space

POLICY 7.10.1: For major new residential and office development, encourage the establishment and maintenance of rooftop gardens on at least 25 percent of usable roof space.

POLICY 7.10.2: Require minimum ecological standards for urban landscaping for all new development and provide incentives for existing development to meet these standards.

POLICY 7.10.3: Explore ways to retrofit existing parking and paved areas to minimize negative impacts on microclimate and allow for storm water infiltration.

POLICY 7.10.4: Encourage sensitive building design and use of solar energy whenever possible in the improvement of streets and alleys.

POLICY 7.10.5: Maximize solar access to all existing and new recreational open space.

POLICY 7.10.6: Require the use of solar energy in lighting and irrigation systems on new recreational facilities and open spaces.

POLICY 7.10.7: Protect and restore natural resource areas by encouraging that land deemed to be a significant natural resource not be developed or altered.

POLICY 7.10.8: Restore, preserve and protect healthy natural habitats in the neighborhood and surrounding areas.

OBJECTIVE 7.11: Contribute community benefits funding towards park maintenance and programming

POLICY 7.11.1: Coordinate new development fees with all other agencies, so contributions and funds can be appropriately delegated to building and maintaining new and existing open space.

POLICY 7.11.2: Pursue funding for capital improvements, operation, and maintenance of open space facilities through developer impact fees, in-kind contributions, dedication of tax revenues, and state or federal grant sources.

POLICY 7.11.3: Consider using a portion of public benefits funding for the creation of community gardens based on community support.

POLICY 7.11.4: Work with project sponsors on large development sites to provide publicly-accessible community open space, tot-lots, and recreation resources.

OBJECTIVE 8.1: Reinforce the importance of the arts by preserving and enhancing existing arts uses

POLICY 8.1.1: Prohibit demolition of existing arts space without replacement and documentation.

POLICY 8.1.2: Create, expand and protect space for the arts.

POLICY 8.1.3: Discourage displacement of arts by having a Conditional Use trigger.

POLICY 8.1.4: Encourage Neighborhood Arts programs and organizations that address the diversity of the local population.

POLICY 8.1.5: Create an artwork conservation fund and/or pooled art enrichment fund for multicultural projects.

POLICY 8.1.6: Promote public transportation to libraries, community centers, and other art and cultural facilities.

POLICY 8.1.7: Develop and implement financing plans for capital improvements, seismic upgrades, and life-safety upgrades to City-owned arts facilities.

POLICY 8.1.8: Encourage the use of schools and park facilities for low-to-no cost art and culture activities.

POLICY 8.1.9: Incorporate arts education into after-school programming.

POLICY 8.1.10: Use arts and cultural activities to promote social inclusion and the cultural vitality of Western SoMa.

OBJECTIVE 8.2: Improve livability by encouraging the development of new arts uses

POLICY 8.2.1: Create incentives for enterprise housing for artists that offers living areas and encourages shared work space.

POLICY 8.2.2: Request the addition of the arts as a category to the list of projects that benefit from developer impact fees.

POLICY 8.2.3: Include new arts spaces as a proportion of new private development.

POLICY 8.2.4: Establish height bonuses for 14 foot floor to floor heights for any new arts-related uses in the SALI

POLICY 8.2.5: For new commercial development larger than 50,000 feet or new residential development larger than 50 units, encourage the participation of local artists/artisans or neighborhood cultural councils in the pedestrian-level design of the building.

POLICY 8.2.6: Integrate public art work within the construction of new public buildings.

POLICY 8.2.7: Encourage programs that require the involvement of local artists, artisans, and craftspersons involvement in the design of open space, signage, and street furniture.

POLICY 8.2.8: Design parks and open spaces to be accessible and usable for arts and cultural activities, such as outdoor performances and group practice.

POLICY 8.2.9: Dedicate a portion of impact fees for arts and cultural programming in new and existing public spaces, such as schools, parks, recreational facilities, and community centers.

POLICY 8.2.10: Create new incentives to promote the inclusion of arts facilities in private development.

POLICY 8.2.11: Use City zoning and financial resources to create incentives for increasing the supply of affordable housing and work spaces for artists.

POLICY 8.2.12: Include artists in affordable housing initiatives, possibly in conjunction with a resident artist or neighborhood arts programs.

OBJECTIVE 8.3: Protect and encourage appropriate neighborhood entertainment uses

POLICY 8.3.1: Grandfather in and allow limited expansion of entertainment venues in the event of a demolition and replacement of the building.

POLICY 8.3.2: Allow entertainment as an accessory use in all Principally Permitted uses, with the exception of Type 48 bars, in the Folsom Street Neighborhood Commercial District.

POLICY 8.3.3: Allow “Place of Entertainment” as a fully Permitted Use (with buffers to protect existing housing) south of Harrison Street.

POLICY 8.3.4: Provide opportunities for relocation of existing entertainment uses from residential areas to non-residential areas of the Western SoMa SUD.

POLICY 8.3.5: Allow entertainment uses in select areas under lower intensity circumstances and as a complementary activity in permitted uses.

POLICY 8.3.6: Include entertainment spaces as a proportion of new development. The development of neighborhood-serving commercial space is strongly encouraged. New commercial spaces should be designed to adequately suit the needs of entertainment venues and should integrate entertainment uses wherever appropriate.

POLICY 8.3.7: Encourage clustering neighborhood serving uses around existing entertainment facilities.

OBJECTIVE 9.1: Provide essential community services and facilities

POLICY 9.1.1: Support the siting of new facilities to meet the needs of a growing community and to provide opportunities for residents of all age levels.

POLICY 9.1.2: Encourage appropriate location and expansion of essential neighborhood-serving community and human services activities throughout Western SoMa, exclusive of the residential enclave districts.

POLICY 9.1.3: Recognize the value of existing facilities and support their expansion and continued use.

POLICY 9.1.4: Support existing and encourage new community serving social and cultural facilities in Western SoMa that support low-income and immigrant communities by creating new spaces that house services such as English as a Second Language, employment, art, education and youth programming.

POLICY 9.1.5: Ensure adequate maintenance of existing public health and community facilities.

POLICY 9.1.6: Work with appropriate City agencies to build and utilize school facilities as multi-use facilities, with joint use agreements that permit co-location of neighborhood services such as youth-serving community based organizations, low income clinics, recreation centers, and job skills training sites.

POLICY 9.1.7: Identify potential uses of existing school facilities for after school programs.

POLICY 9.1.8: Seek the San Francisco Unified School District consideration of new middle and high school options in the Western SoMa, or the expansion of existing schools to accommodate middle and high school demand from projected population growth in the Western SoMa.^{9:3}

CHAPTER
NINE: COMMUNITY FACILITIES

POLICY 9.1.9: Identify a potential area in Western SoMa that could be appropriate for a neighborhood middle school, taking into consideration a number of factors, including pedestrian safety, noise and air quality conditions, and the feasibility of being co-located with another public works project (e.g., park, historic/cultural center, or City-sponsored childcare).

POLICY 9.1.10: Ensure public libraries in the plan area have sufficient materials to meet projected growth, to continue quality services, and to provide access for residents of the area.

OBJECTIVE 9.2: Provide neighborhood childcare services where they will best serve local residents and workers

POLICY 9.2.1: Encourage the creation of childcare facilities (licensed childcare centers or licensed family childcare homes) in affordable housing or mixed-use developments.

POLICY 9.2.2: Locate childcare near residential areas, on-site in new residential complexes, near transit facilities, or near employment centers to support families by reducing the time spent going to and from daycare, and to support other plan goals of traffic reduction and increased transit ridership.

OBJECTIVE 9.3: Ensure continued support for human service providers throughout the South of Market neighborhoods

POLICY 9.3.1: Promote the continued operation of existing human and health services that serve low-income and immigrant communities and prevent their displacement.

POLICY 9.3.2: Encourage new facilities and spaces for providers of services such as English as a Second Language, employment training services, art, education and youth programming.9:4
DRAFT WESTERN SOMA COMMUNITY PLAN

OBJECTIVE 9.4: Reinforce the importance of the South of Market as a center for Filipino-American and LGBTQ life in San Francisco

POLICY 9.4.1: Support efforts to preserve and enhance social and cultural institutions.

POLICY 9.4.2: Encourage the creation of new social and cultural facilities in the Western SoMa area.

POLICY 9.4.3: Protect and support Filipino, LGBTQ and other minority or culturally significant local business, structures, property and institutions in Western SoMa.

POLICY 9.4.4: Develop a definition of social and cultural institutions, including clear explanation of how these institutions are or are not covered by existing historical preservation policies and what each City agency's role is in supporting these institutions.

POLICY 9.4.5: Ensure that existing cultural facilities are adequately staffed, buildings are maintained and methods are developed to meet increased cost and address increased usage of existing facilities.

POLICY 9.4.6: Prioritize maintenance and support funding for cultural and service facilities that support Filipino-Americans, such as the Bayanihan Center, the Filipino Education Center, and the West Bay Pilipino Multi-Services Center.

POLICY 9.4.7: Prioritize maintenance and support funding for cultural and service facilities and events such as street fairs that support the LGBTQ community.

OBJECTIVE 9.5: Encourage community recreation, public health, food production, art and education facilities as part of major real estate rehabilitation or new construction projects.

POLICY 9.5.1: Development projects of an acre or more should provide on-site publicly-accessible community spaces or provide publicly-accessible open spaces.

OBJECTIVE 9.6: Promote food access and sustainable urban agriculture

POLICY 9.6.1: Provide expedited permit review processes for all retail businesses providing a minimum of 10 percent shelf space for fresh produce.

POLICY 9.6.2: Require community shared agriculture drop off locations in major new residential developments.

POLICY 9.6.3: Identify new areas for community gardens within the plan area. Consider new locations to be within new or existing parks or near existing or new community facilities.

POLICY 9.6.4: Consider using a portion of public benefits funding for the creation of community gardens based on community support.

POLICY 9.6.5: Consider using a portion of public benefits funding to support the transport of low-income residents to local farmers markets.

POLICY 9.6.6: If a new, remodeled or expanded school facility is developed, encourage the school to include the provision of fully functioning kitchens so that school meals are served on site and provide green space equal to 20 to 40 percent of the project site area to include a school garden.

OBJECTIVE 10.1: Build “Crime Prevention through Environmental Design” (CPTED) standards into new zoning classifications

POLICY 10.1.1: Encourage a mix of uses that promote public participation and provide “eyes on the street.”

POLICY 10.1.2: Encourage natural surveillance by creating a better sense of community.

POLICY 10.1.3: Require adequate exterior lighting on all new developments.

POLICY 10.1.4: Ensure that trees and shrubbery do not obscure sight lines.

OBJECTIVE 10.2: Encourage appropriate activities during both day and night

POLICY 10.2.1: Encourage uses that operate outside of the usual “nine-to-five” workday.

POLICY 10.2.2: Encourage lower-intensity, neighborhood-serving entertainment venues.

OBJECTIVE 10.3: Increase social cohesion among residents and local business owners

POLICY 10.3.1: Provide a basic level of common services, especially at major transit nodes, to prevent the perception of isolation.

POLICY 10.3.2: Increase mid-block crossings throughout the Western SoMa SUD

POLICY 10.3.3: Encourage development of new community buildings that support a diverse spectrum of neighborhood activities.

POLICY 10.3.4: Provide funding or physical space for the creation and/or continued programming of a neighborhood clean-up committee, a neighborhood crime prevention committee, or other neighborhood-oriented committee that seeks to promote social engagement and healthy communities.

POLICY 10.3.5: Organize periodic town hall meetings among police and elected officials and current residents, property and business owners to discuss the impact of new development and ways to improve neighborhood safety.

POLICY 10.3.6: Work with San Francisco Police Department to reduce crime in high crime areas by incorporating Crime Prevention through Environmental Design strategies and increasing police presence.

OBJECTIVE 10.4: Ensure a high quality of life for existing and new residents and workers

POLICY 10.4.1: Significantly enhance pedestrian safety throughout Western SoMa.

POLICY 10.4.2: Encourage the creation of a Community Benefits District to fund additional street cleaning.

POLICY 10.4.3: Support creating collaboration between the San Francisco Day Laborer programs and entertainment business owners to hire day laborers to pick up litter and clean streets around entertainment areas following business hours.

POLICY 10.4.4: Work with local eating establishments and convenience stores to ensure that there are trash cans located both inside and outside their establishment and that signs discourage litter.

POLICY 10.4.5: Designate a graffiti wall or section of a park where graffiti is encouraged. Offer awards or mini-grants for persons with the best graffiti on designated areas after a certain period of time, as long as the individual does not have current graffiti charges in other areas of the City.

POLICY 10.4.6: Work with the Department of Public Works to get self-cleaning public toilets placed along key commercial streets and near entertainment venues.

POLICY 10.4.7: Work with local entertainment owners to help fund regular cleaning of entertainment areas.

POLICY 10.4.8: Work with local restaurants, community centers, police stations, and other public facilities to allow increased public bathroom usage (include a slight financial incentive to allow public access or create sign that indicates name and location of public bathrooms). This program could provide free additional publicity for those businesses.

POLICY 10.4.9: Work with the San Francisco Day Laborer program or city janitorial services to establish a cleaning program where if businesses open their bathrooms to the public, they will receive one free bathroom cleaning per week from city-hired cleaners.

OBJECTIVE 10.5: Promote community participation in the Western SoMa Plan implementation process

POLICY 10.5.1: Establish a community advisory body to monitor implementation of the Plan and make recommendations for Plan amendments every two years.

POLICY 10.5.2: Conduct a formal external evaluation of community involvement activities during the course of the Western SoMa planning process to identify lessons learned and needs for future community improvement efforts.

POLICY 10.5.3: Promote public transportation to planning and implementation meetings to help increase community investment/engagement in neighborhood.

OBJECTIVE 10.6: Build “safe and accessible places” through “universal design” (design that includes people with disabilities or impairments)

POLICY 10.6.1: Support building access to all public spaces, streets and public right of ways, as well as access to public spaces within private development in the neighborhood that is safe and accessible from the perspective of all local and federal regulations without contradictions regarding “safety” and “accessibility”.

- **APPENDIX C**

Attachments 1, 2 and 3

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Attachment 1: Comment Letters



SAN FRANCISCO PLANNING DEPARTMENT

July 26, 2012

Mr. Bill Wycko
Environmental Review Officer
San Francisco Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Dear Mr. Wycko,

On July 18, 2012, the Historic Preservation Commission (HPC) held a public hearing and took public comment on the Draft Environmental Impact Report (DEIR) for the proposed Western SOMA Community Plan, Rezoning of Adjacent Parcels, and 350 Eight Street Project (2007.1035E and 2008.0877E). After discussion, the HPC arrived at the comments below:

- The HPC agreed the proposed 350 Eight Street Project is inappropriate. The project, taking up the entire full block, is too large and will have an impact on the existing diverse and urban environment. | LU-2
- The HPC agreed there should be limitations on how much a singular project can occupy a street frontage (no more than ½ of a city block). | PD-1
- The HPC agreed the proposed 350 Eight Street Project lacks ownership and use diversity, and as such will be a threat or danger to existing historic resources. | CP-2
- The HPC agreed the proposed cultural resource mitigations regarding documentation/oral history do not save impacted historic buildings and thus are not really mitigations. | CP-3
- The HPC agreed there should be more incentives for preservation and economic viability of identified historic resources such as the following:
 - Nomination and designation of eligible properties for listing in the National Register of Historic Places;
 - Flexible zoning provisions to allow for adaptive reuse of historic resources, i.e. office use on the ground floor; and
 - Encouragement of more mixture of different land uses, i.e. residential units in industrial buildings. | CP-4
- The HPC agreed there should be more efforts and exploration of how to save and preserve social heritage sites. In other words, they shouldn't just be honorary. | CP-5

The HPC appreciates the opportunity to participate in review of this environmental document.

Sincerely,

Charles Edwin Chase, President
Historic Preservation Commission

STATE OF CALIFORNIA—BUSINESS, TRANSPORTATION AND HOUSING AGENCY

EDMUND G. BROWN JR., Governor

DEPARTMENT OF TRANSPORTATION

111 GRAND AVENUE
P. O. BOX 23660
OAKLAND, CA 94823-0660
PHONE (510) 286-6053
FAX (510) 286-5559
TTY 711



*Flex your power!
Be energy efficient!*

August 6, 2012

SF080146
SF-80-4.51
SCH#20011042035

Ms. Debra Dwyer
City and County of San Francisco
Planning Department
1650 Mission Street, 4th Floor
San Francisco, CA 94103

Dear Ms. Dwyer:

Western SOMA Community Plan – Draft Environmental Impact Report

Thank you for continuing to include the California Department of Transportation (Caltrans) in the environmental review process for the Western SOMA Community Plan. The following comments are based on the Draft Environmental Impact Report.

Impacts to State Facilities

The proposed plan will generate traffic impacts to on and off-ramps at Interstate (I-) 80, 280, and US101. The queuing at the off-ramps will cause significant backups which will increase safety concerns and impact mainline operations. Caltrans recommends providing additional mitigation that will reduce any delays at freeway off-ramps. This may include, widening off-ramps to increase storage to reduce the length of backups or reconfiguring signal timing to allow for more off-ramp traffic.

TR-4

Encroachment Permit

Any work or traffic control within the State Right-of-Way (ROW) requires an encroachment permit that is issued by Caltrans. Please be advised that any mitigation project within State ROW, including all curb ramps and pedestrian facilities, will have to meet Americans with Disabilities Act standards. Further, traffic-related mitigation measures should be incorporated into the construction plans during the encroachment permit process. See the following website link for more information:

TR-5

<http://www.dot.ca.gov/hq/traffops/developserv/permits/>

To apply for an encroachment permit, submit a completed encroachment permit application, environmental documentation, and five (5) sets of plans which clearly indicate State ROW to the address at the top of this letterhead, marked ATTN: Michael Condie, Mail Stop #5E.

Ms. Debra Dwyer/City and County of San Francisco

August 6, 2012

Page 2

Should you have any questions regarding this letter, please call Yatman Kwan of my staff at (510) 622-1670.

Sincerely,



ERIK ALM, AICP
District Branch Chief
Local Development - Intergovernmental Review

c: State Clearinghouse

Hi Linda,

As the owner of 7 businesses in San Francisco, I am very concerned about the upcoming plan for Western Soma. In order for San Francisco to be considered one of the premier cities in the United States, we need to support responsible nightlife and entertainment as much as we can. Please support the preservation of entertainment, bars, restaurants and FUN in San Francisco as you review the plan. Let's remember what makes San Francisco's history and allure so amazing, and it isn't condos that only some can afford in a vacuum devoid of nightlife and entertainment.

CP-1

Thank you kindly for hearing my thoughts, Ben Bleiman

--
Ben Bleiman
Owner
Tonic Nightlife Group
415.999.5053

"I find that a duck's opinion of me is very much influenced by whether or not I have bread."
-Mitch Hedberg

August 1, 2012

Dear Planning Commissioners,

I am writing to stongly urge you to make planning for entertainment a strong component of the Western Soma Plan. The EIR was inadequate by its almost complete silence on this issue. As a 20 year resident of the Inner Mission neighborhood and a 30 year business operator in North Beach I understand very well the benefits and conflicts of entertainment in mixed use commerial and residential neighborhoods.

I strongly urge you to consider the benefits of including a diversity of entertainment uses in the growing Western SOMA. It is eqally critical to protect existing entertainment uses, particularly the businesses along the 11st Street Corridor. 11th Street is a destination citywide, regionally and internationally. The employment and cultural benefits cannot be overstated.

You now have a unique oppportunity to require business and residential design and zoning rules that can mitigate conflict between existing uses. These can include soundproofing, window requirements, buffer floors, buffer blocks, and lighting requirements.

An active streetscape is a safe streetscape and provides employment opportunity to our residents as well as social benefits. I have walked in the SOMA and the barren sidewalks are not inviting, nor do they feel safe even at 11 in the morning or 3 in the afternoon - much less at midnight.

The Inner Mission and Central City will be expanding significantly over the next several years. Entertainment is a vital component of a healthy city and we must ensure the industry has room to grow and thrive.

Thank you for your consideration,

Kindly,

Janet Clyde

2526 Bryant Street
San Francisco, CA 94110

LU-1

"Vlad"

<vlad@smoothasbut
ter.com>

07/25/2012 10:06
AM

<Linda.Avery@sfgov.org>

To

cc

Subject

Western SOMA vommunity Plan -
CONCERNS.

Linda, please forward my email to all the respective commissioners overseeing the matter of the Western SOMA community Plan.

Dear Commissioners,

I am and owner and operator of an entertainment establishment on 11th street , here since '99. I'm very concerned that the proposed Western SoMa Community Plan would have a negative impact on the nightlife and entertainment venues in the area, My business and the businesses of my associates. I understand that the "PLAN" is a 'community' plan to take residential growth into consideration and some interest was addressed to maintaining the status quo... but we as the businesses that were the trailblazing pioneers of SOMA are also an integral part of this community and not outsiders like the way this plan is written. If it was not for the initial entertainment surge into SOMA, residential desire to be close to the entertainment would have never followed, and that "COOL" trend was the underlying basis upon which soma was developed. Now our businesses are being dismissed as sideshows and not considered a part of the community we developed and established. The neighborhood has already lost a number of historically significant establishments, and this plan hardly make previsions to maintain the ones that are left as cultural ions of the community. Steamrolling entertainment to make way for housing is counterintuitive to preserving the historical nature of this community and will have every club owner going to every planning meeting doing their best to torpedo every development coming into this area. Discounting entertainment and it's value is an invitation to years of bureaucratic nightmares. Please support the preservation of entertainment venues and bars in the district as you review the plan - because we built this community and ostracizing us is not fair or appropriate.

LU-1

CP-1

Thank you,

Vlad Cood. Pure Entertainment LLC.

Dear Mr. Wycko:

I am a resident a 1247 Harrison Street, directly across the street from the proposed project for 350 Eighth Street.

Please know that I have attended neighborhood meetings and fully support this project. I believe it will bring needed services to the area, such as grocery, restaurant, art, and many small businesses; providing needed housing for our community.

Please vote to support this project. It is a great opportunity to improve this neighborhood in my lifetime.

Best Regards,
James Degner
1247 Harrison St. #25
San Francisco, CA 94103
415 602-2219

PR-1



San Francisco Planning Commission
City Hall
San Francisco, CA 94102

July 27, 2012

RE: West SOMA Plan DEIR Comments: 7/26 *Commission Comments Amended*

Among the many important topics addressed by the West SOMA Plan's DEIR, there are two we want to draw attention to as particularly significant and in need of further EIR analysis.

1. Community Demographics

The demographic information for the district is both unacceptably out of date and topically insufficient.

The DEIR presents and discusses only 2008 estimated demographic data, instead of the now available 2010 U.S. Census data. All information and discussion in the EIR needs to be updated with the 2010 Census data, alongside matching 2000 data, so that the changes in demographics over the last 10 years are accurately described.

In addition, the DEIR needs to estimate the potential long term change in population that would result following the adoption of the West SOMA Plan after a long enough period to average out short term trends – e.g. 20 years. This is vital information for many planning purposes, including community facilities/services, etc.

And the discussion of Neighborhood demographics needs to also present the important demographic Census data breakdowns for both 2000 and 2010 for ethnicity, age, household size, number of housing units occupied/vacant, etc. All this data is readily available today. The EIR can and must refine this Census information to match the actual Plan area boundaries as closely as possible.

(Attached is a quick summary of this 2000/2010 information for the two/three large Census tracts that include most of the West SOMA Plan area prepared by TODCO to provide some idea of the changes. But it also includes much of the Yerba Buena and Sixth Street Neighborhoods.)

PH-1

Unfortunately, the most important data of all – household incomes distribution – is not yet available for the 2010 Census. This is the information that will enable the community and policy makers to evaluate the crucial impact of gentrification on West SOMA. But the available 2000 Census household income information should be included now, so that the 2010 data can be incorporated by reference later this year for comparison when it becomes available before the final EIR certification by the Board of Supervisors.

PH-1

What could be more important policy information than what our Neighborhood population is, and how it is changing??

2. Air Quality Significant Impacts and Mandatory Mitigation

The DEIR's analysis of Air Quality is very complex. The bottom line is that overall significant impacts from traffic pollution throughout the Plan Area are confirmed due to projected increased health risks, and mandatory Mitigation is required. The Mitigation is that all residential development must be assessed individually via a certain model and those that exceed certain limits per the model must include filtered air HVAC systems for all living units.

The problems with using this aggregated model the way the DEIR does are:

- It only partly takes into account climate data – specifically, prevailing wind directions – that certainly maximize downwind projects' exposure to these impacts but also lessen upwind projects' exposure.
- It does not take the I80 Freeway into account as a particularly acute point source of pollution with very localized impacts (although it does with regard to the Caltrain Station).
- It does not take into account the timing of particularly acute generation of pollutants – i.e., the afternoon rush hour – when exposure to severely unhealthy air can occur.

AQ-1

As to climate data, the 2004 certified EIR for the 1634-1690 Pine Street Mixed-Use Project states:

U.S. Weather Bureau and Bay Area Air Quality Management District data show that the northwesterly winds (from the northwest) and the westerly winds (from the west) reflect the persistence of sea breezes and are the most frequent wind directions in San Francisco. Wind speed and direction are most variable in the winter, when strong southerly winds occur frequently during an approaching winter storm. The strongest peak winds occur during winter, when the highest recorded speeds have been 47 miles per hour (mph). Predictions of wind speed are based upon historic wind records from the U.S. Weather Bureau weather station atop the old Federal Building at 50 United Nations Plaza during the years 1945-1950. Of the 16 primary wind directions measured at the weather station, four directions occur most frequently and account for most of the strongest winds: northwest, west-northwest, west, and west-southwest. Calm conditions occur about two percent of the time. Average wind speeds are highest during

summer and lowest during winter. Typically, the highest average wind speeds occur during the midafternoon hours, and the lowest occur during early morning hours.

The WSP DEIR needs to include this information as well, and discuss the particular air quality circumstances that result for the Plan Area south/ east of the I80 Freeway, noting in particular the elevated health hazard during the PM peak period resulting from the inevitable daily stop and go traffic on the Freeway. The DEIR's modeling approach alone simply cannot capture this everyday real-world acute and focused air quality impact reality. And without this additional real-world information, the DEIR may actually overstate air quality impacts in the Plan Area north/ west of the I80 Freeway.

AQ-1

Taking this more detailed description of local real-world air quality circumstances into account, an additional Mitigation Measure should be required: **Residential development of any kind (and all other "sensitive receptors") should not be allowed by the Plan's zoning regulations in the Plan Area south/east of the I80 Freeway.** As a matter of public health, it is just the wrong place to build housing or increase the residential population at all.

In fact, that no-housing zoning is what the WSP now proposes for its proposed SALI District that includes this entire area. But it is not what the most recent DCP Central Corridor concepts for part of the same SALI area currently propose.

Lastly, there is significant community support to modify the proposed Plan to prohibit housing development near the nighttime entertainment concentration on 11th Street south of Folsom Street. To enable decision makers to fully consider this topic without technical CEQA limitation, a variant of the Plan (or "alternative") needs to be evaluated that would classify the Plan area west of 10th Street and south of Folsom Street as non-residential "SALI" zoning instead of "West SOMA MUG" as now proposed.

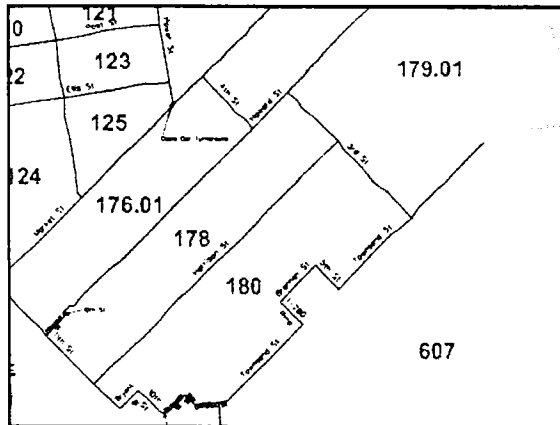
AL-1

Sincerely,

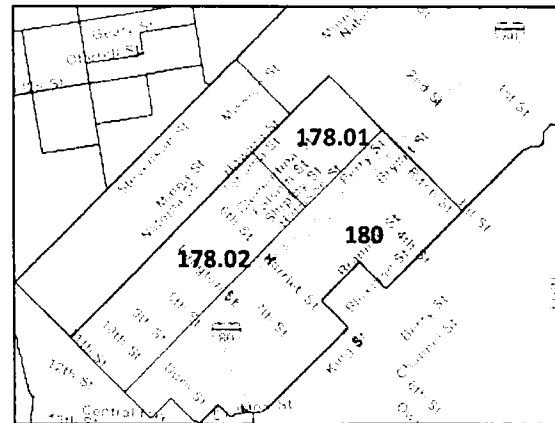
John Elberling
President/CEO

Data: 2000 and 2010 Decennial Census

Geography: the tracts approximately cover the extents of the Western SoMa Community Plan area. 2000 Census tracts (180) and (178) and 2010 Census tracts (180) and (178.01, 178.02) are compared here. (2000 tract 178 was broken into two tracts in 2010).



2000 Census tracts



2010 Census tracts

POPULATION AND AGE

	2000		2010		00 to '10 Change
	Number	Percent	Number	Percent	
Total population	8,114	100%	12,236	100%	51%
19 and under	629	8%	687	6%	9%
20-64	5,482	68%	9,100	74%	66%
64 and older	2,003	25%	2,449	20%	22%

RACE AND ETHNICITY

	2000		2010		00 to '10 Change
	Number	Percent	Number	Percent	
Total population	8,114	100.0%	12,236	100.0%	51%
White	3,389	41.8%	5,474	44.7%	62%
Black or African American	1,176	14.5%	1,504	12.3%	28%
American Indian and Alaska Native	71	0.9%	92	0.8%	30%
Asian	2,568	31.6%	4,052	33.1%	58%
Native Hawaiian and Other Pacific Islander	26	0.3%	30	0.2%	15%
Other	495	6.1%	556	4.5%	12%
Identified by two or more	389	4.8%	528	4.3%	36%
Hispanic or Latino (of any race)	1,003	12.4%	1,387	11.3%	38%
Not Hispanic or Latino	7,111	87.6%	10,849	88.7%	53%

OCCUPANCY AND TENURE

	2000		2010		00 to '10 Change
	Number	Percent	Number	Percent	
Total housing units	3,761	100%	6,499	100%	73%
Occupied housing units	3,609	96%	5,911	91%	64%
Owner occupied	609	16%	1,528	24%	151%
Renter occupied	3,000	80%	4,383	67%	46%
Vacant housing units	152	4%	588	9%	287%

HOUSEHOLDS

	2000		2010		00 to '10 Change
	Number	Percent	Number	Percent	
Total Households	3,609	100%	5,911	100%	64%
Family households	999	28%	1,556	26%	56%
Nonfamily households	2,610	72%	4,355	74%	67%



Monday, August 06, 2012

Dear Members of the San Francisco Planning Commission:

The California Music and Culture Association (CMAC) urges you to amend the Draft EIR to correct inaccurate statements we have identified. We also respectfully highlight the absence of impact analysis on nightlife cultural spaces and outdoor events in the report.

CP-1

Board of Directors

- Guy Carson
Co-Chair
- Alix Rosenthal
Co-Chair
- Demetrius Chapin-Rienzo
Vice-Chair
- Barry Synoground
Treasurer
- Terrance Alan
Secretary
- Janet Clyde
Director
- Deborah Jackman
Director
- Steven Lee
Director
- Sean Manchester
Director
- Robbie Kowal
Director
- John Hinman
General Counsel
- Laura Hahn
Executive Director

The underlying plan would implement a new regulatory framework greatly expanding housing and for-profit development while ignoring longstanding historic and cultural resources, namely nightlife venues and outdoor events. This change would have real, lasting, and negative impacts on cultural spaces, including venues and events that support the LGBT Community and multiple ethnic communities, provide support to non-profits, and serve as community resources to all of San Francisco.

DEIR Factual Errors:

The DEIR fails to accurately represent the area the plan intends to represent. Specifically the DEIR refers to a map of the area (page 4.F-10; Figure 4.F-4) that is purported to include all of the area’s “Arts and Entertainment Establishments.” We have found by referencing the City Tax Collector records there are some 19 errors within the plan area and three on the boundaries, clearly within the area of impact.

NO-3

Appendix A lists the summary of the errors highlighted by type of error and Appendix B shows the update of the Figure 4.F-10 map drawn with corrected information put in place.

DEIR Falls Short of Analyzing Impacts of Plan on Nightlife:

The DEIR fails to capture the impact the plan will have on cultural / historic nightlife spaces. The DEIR barely recognizes any impact, with a rare example in section 4D-24, where the DEIR suggests that historic and cultural resources impacted by the new plan could be respected by honoring these spaces with a plaque. With all due respect, destroying nightlife spaces to pave the way for new condominiums while leaving a plaque naming the destroyed cultural resource is no way to honor and maintain cultural assets in San Francisco.

CP-3

The DEIR makes no mention of the impacts (transportation, public safety, and congestion) that will be created by the location of future entertainment venues to the “SALI” area bounded by Harrison and Bluxome Streets and between Fourth and 13th Streets. This is an area with no entertainment and is far from the Market Street transportation corridor, including, most importantly, BART.

TR-6

This DEIR does not recognize the extraordinary challenges posed by placing housing in nightlife areas without those proposed residences having a buffer zone. Considering the substantial effort placed in creating buffer zones around identified housing enclaves, it seems an error to fail to note the impacts that will be felt by housing when it is placed in nightlife centric historic commercial areas. Specifically we know that the proximity of housing to facilities like entertainment, bars and restaurants is an important consideration to the peaceful and quiet enjoyment of those residents. We know that previous attempts to notify new residents through deed restrictions have had no legal standing and provide no protection for existing entertainment, bar and restaurant uses and ultimately favor the new residential use. Eleventh Street between Harrison and Howard is home to 7 entertainment and 4 eating establishments, and the DEIR contains no mention of this historically documentable impact.

NO-2

Chapter 90-A of the San Francisco Administrative Code adopted in 2008 established San Francisco’s Music and Culture Sustainability Policy to support nightlife and entertainment venues as “a vital component of the quality of life for all the diverse communities of San Francisco.” The policy adopted by the City states that it is a priority for the City to foster, promote and sustain music and culture assets like nightclubs.

DEIR Falls Short of Analyzing Impacts Plan on Outdoor Fairs and Events:

Finally, the DEIR fails to capture any of the street fairs or exterior cultural and music events in the plan area that are impacted by the plan and whose impacts can be empirically measured. The DEIR barely mentions the existence of these significant cultural institutions, which is troubling when you consider one of those events is the third largest street event in California.

CP-1

Page 2-17 mentions the Folsom Street Fair in the context of cultural events that are to be recognized and protected yet the mitigations suggested include “*tax incentives, FAR exemptions, urban design and building height exemptions*” which have nothing to do with an outdoor cultural event. The methodology that is being prescribed for mitigations is inaccurate and does not address the impacts that will be felt by these historic and cultural events.

Again the map found on page 4.F-10 attempts to locate these events within the district but fails to recognize the huge impact that other elements of this plan will have on said

events. We have already seen events forced to relocate (How Weird Street Faire) and change their configuration in an effort to ameliorate the impacts that have already been experienced in the plan area. No mention is made about the amplification of impacts that the plan will have on these renowned cultural institutions.

Y
| CP-1

We appreciate the opportunity to make these formal observations and urge the Commission to consider appropriate amendments.

Sincerely,

Laura Hahn

Appendix A

Inaccurate or Missing Licensed Entertainment Facilities

Venue	SHOWN		ACTUAL			
<i>Eagle</i>	Billiard		PoE	Billiard		
<i>Sage</i>	none		PoE			
<i>Holy Cow</i>	Billiard		PoE	Billiard		
<i>Caliente</i>	none		Poe			
<i>Don Ramon's</i>	PoE		Location	wrong		
<i>Paradise</i>	none		PoE	EHP		
<i>Beat Box</i>	PoE		PoE			
<i>Mist</i>	none		PoE			
<i>DNA</i>	EHP		PoE	EHP		
<i>SLIM'S</i>	EHP		PoE	EHP		
<i>Norfolk St.</i>	Billiard		None			
<i>LoneStar</i>	Billiard		PoE	Billiard		
<i>Stud</i>	Billiard		PoE	EHP	Billiard	
<i>Eight</i>	Billiard		PoE			
<i>Icon</i>	Billiard		POE	EHP		
<i>Cat Club</i>	none		PoE	EHP		
<i>End-Up</i>	none		PoE	EHP	Billiard	MAD
<i>Brain Wash</i>	MAD		PoE	MAD		
<i>RawHide</i>	none		PoE	EHP	Billiard	
<i>Sloane</i>	EHP		PoE	EHP		
<i>Club Q</i>	Billiard		PoE	EHP	Billiard	
<i>SomArts</i>	EHP		PoE	EHP		
<i>Showplace</i>	EHP		PoE	EHP		
Not Listed						
Incorrect Listing						
Boarder Property						

Glossary:

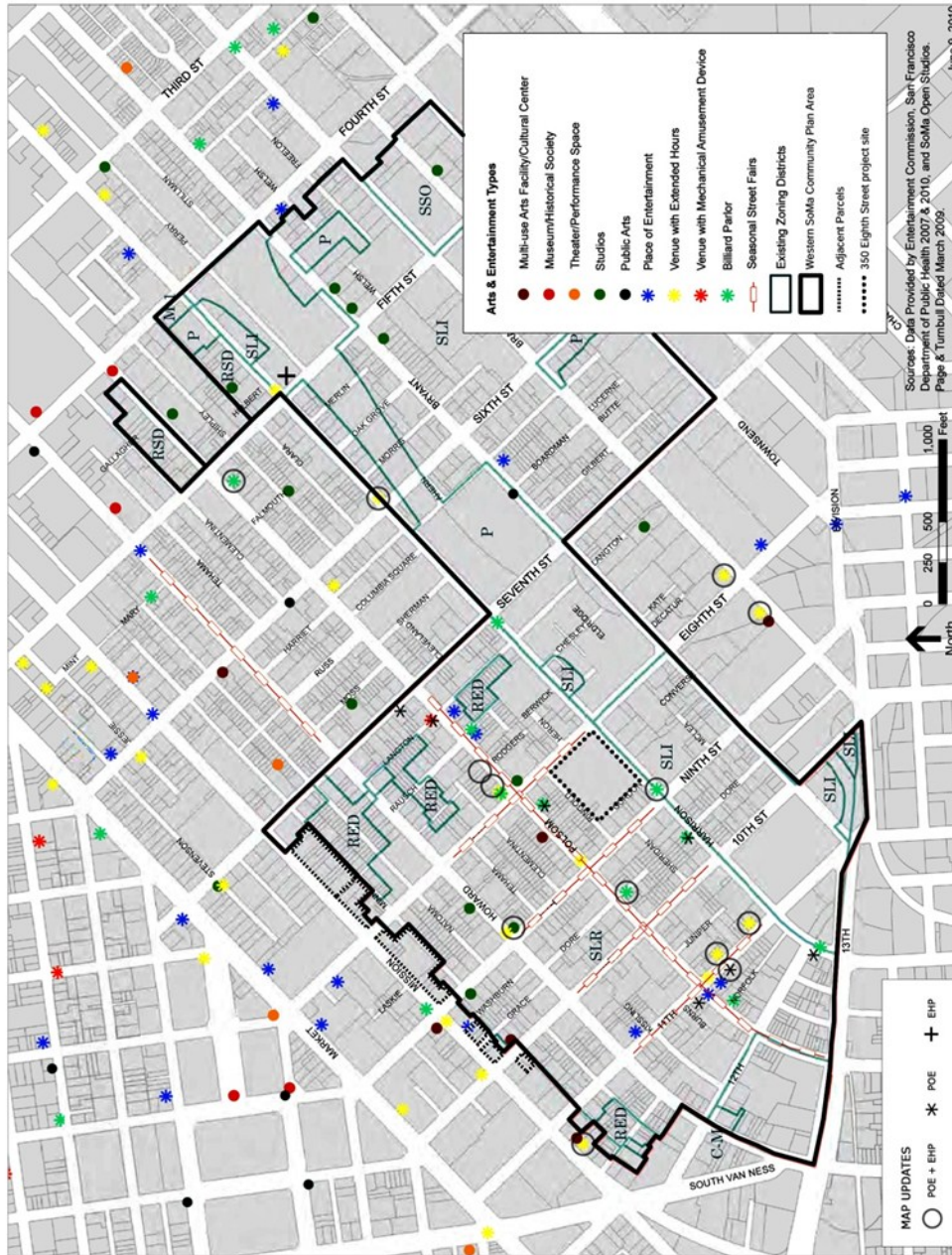
PoE = Place of Entertainment

EHP = Extended Hours Premise

Billiard = Billiard Table

MAD = Mechanical Amusement Device

Appendix B



2008.0877E and 2007.1035E: Western SoMa Community Plan, Resoning of Adjacent Parcels, and 350 Eighth Street Project
Figure 4.F-4
 Arts and Entertainment Establishments

SOURCE: Western SoMa Citizens Planning Task Force

Chris Hastings

<chris@lookoutsf.com>

Sent by: chris.415@gmail.com

To

cc

Subject

SOMA Community Plan

07/19/2012 03:45 PM

Dear Commissioners,

I am concerned that the proposed Western SoMa Community Plan would have a negative impact on the historic nightlife and entertainment venues in the area. The neighborhood has already lost a number of historically significant establishments, and the addition of residential condos along 11 th street and Folsom street will make it harder for these establishments to operate successfully. Please support the preservation of entertainment venues and bars in the district as you review the plan.

CP-1

LU-1

Thank you,

Chris Hastings

--

Chris Hastings

Hello Members of the Planning Commission concerning the WSOMA EIR.

The South of Market neighborhood has a history of providing a haven for the arts, creative and entertainment communities since the 1960's. Arts uses have been chiefly enabled through access to large scale open and flexible floorplan commercial space that through adaptive reuse provided affordable options for group living, performing and creative space.

CP-1

The arts uses have been significant contributors to the cultural diversity of San Francisco driving a significant portion of the tourist trade.

Without affordable incubator locations for these groups we will lose the independent creative spark from our central city. Lack of affordability, a decreasing stock of opportunity sites and stricter code requirements are creating a genuine crisis for the creative communities.

Of concern with the current EIR and Draft Plan is a lack of recognition of contributions of this essential cultural resource and the continued displacement it is experiencing with our latest construction boom.

CP-1

My predecessor representing the arts on the Task Force had to resign after being forced from her space for speculative development and bookending this process our group living and working space is facing the same fate at the end of next month.

We would appreciate a historical study of the contributions of the arts community within SoMa and its displacement as part of the cultural analysis of the EIR. Where does San Francisco anticipate its art communities will resettle? From my experience we have a new migration wave leaving SF and going to Oakland as most of the tenants of our project have done.

CP-1

A compromise reached within the WSOMA plan for the establishment of the SALI district is also in jeopardy as the central corridor plan currently in process will undo much of the area allocated for SALI to become high rise office structures. The plan area will be dramatically altered if the cities push for central corridor is approved and its effect should be included within the EIR study.

PD-2

Finally the effect on the entertainment community is inadequate and we would appreciate more time spent on the effect on Folsom and 11th st. The restricted adoption of the new Limited Live Performance should also be reconsidered to be district wide.

LU-1

NO-4

Thank you for your time and I appreciate the hard work everyone has put into this process.

Skot Kuiper
WSOMA Task Force Arts Representative
skot@videoamp.org

Alice Light
<alice@todco.org>

07/20/2012 01:02
PM

"andrea.contreras@sfgov.org"
<andrea.contreras@sfgov.org>

To

"jessica.range@sfgov.org"
<jessica.range@sfgov.org>

cc

Subject
Western SoMa Community Plan EIR

Dear Andrea,

I spoke to your colleague Deborah Dwyer this morning and she suggested I ask you about specific questions on this project.

I am reviewing the Western SoMa EIR, and have some questions about the Air Quality section.

1. Would it be possible to get a copy of the Environ International Project and Plan-Level Health Risk Analysis: Western SoMa Community Plan, Rezoning of Adjacent Parcels and 350 8th Street Project, San Francisco, California, Case File No. 2008.0877E? I'd like to take a look at the methods used for this analysis.

AQ-4

2. Mitigation measure M-A-Q-3 states that 'the Planning Department shall require analysis of potential site-specific health risks for all projects that would include sensitive receptors.'

* Just to confirm: I understand that this analysis is required for all sites within the Western SoMa Draft Plan Area, if the project site will have sensitive receptors.

* Can you explain the 'analysis of potential site-specific health risks' that is referred to?

AQ-5

* Is the analysis the CAL3QHCR Line Source Dispersion Model? I'm curious to know more about the meteorological data and how localized this data is. I would also like to know how traffic volume is measured - is it measured as an average over time or a peak, worst-case scenario?

* Does the analysis involve physically measuring the air quality at the site to verify what is found in the model? If so, could you explain this to me or direct me to the methodology (i.e. number of receptors; number of data points; inputs measured; length of study; iterations)?

Many thanks for your help with these.
I am available at 415-896-1880 x 20.

Best regards,
Alice

Alice Light
<alice@todco.org>

07/24/2012 12:37
PM

"Andrea.Contreras@sfgov.org"
<Andrea.Contreras@sfgov.org>

To

cc

"Debra.Dwyer@sfgov.org"
<Debra.Dwyer@sfgov.org>,
"Jessica.Range@sfgov.org"
<Jessica.Range@sfgov.org>

Subject

Re: Western SoMa Community Plan EIR

Hi Andrea,

I have a few more questions. Thanks very much for your response thus far.

-Can you expand a bit on the way meteorological data is used in the model? I am specifically wondering if the model takes into account the direction of the prevailing wind. If so, sites to the southeast of the freeway would likely have worse air quality and need more mitigation, given that the prevailing wind comes from the northwest in San Francisco (and this is true to the real-world conditions). OR, does the model take into account just velocity, not direction of wind, thus essentially assuming that a site is always downwind?

-How localized is the data that looks at on-street conditions? Would the model find a different air quality for a first-floor space on Folsom and a 4th floor space on one of the alleys? How is this achieved?

Best,
Alice

AQ-2

<hs.commish@yahoo
.com>

Dear Mr. Wycko:

Mitigation Measure M-CP-1a. requires HABS documentation/recording for proposed projects "that would cause a substantial adverse change in the significance of a historical resource through demolition..." I suggest that the wording be expanded here because it is quite conceivable that a substantial adverse change in the significance of a historical resource could be the result of proposed alterations, modifications, additions and other treatments to a historic resource, short of actual demolition.

CP-6

Second, the mitigation refers only to the preparation of HABS-level photographs and HABS Historical Report. The requirement for HABS documentation should be expanded to recognize that there are several levels of documentation (1, 2, 3, 4?). For example, at the highest level, measured drawings and view camera (4x5) b/w photographs are required. At other levels, simply producing a sketch plan, rather than measured drawings, is an acceptable HABS-way to document a building. Varying from HABS, digital photographs may be sufficient for recording of certain properties. There are digital photography standards used by the National Register of Historic Places and other archival repositories. There are also several different levels of written narratives.

CP-7

The mitigation measure should be expanded to match the level of documentation with the importance of the resource. The process would be the same as for the other mitigation measures (1b and 1c) wherein consultation would take place between a Historic Preservation Technical Specialist and the project sponsor to arrive at the appropriate level of documentation.

Page 4.D-22. Previous Architectural Surveys. Other than the four listed surveys, and without reviewing the Page & Turnbull Historical Resources Technical Report, I believe there are a number of surveys that have been conducted in the plan area mainly for CEQA. These are not listed and include those conducted by Anne Bloomfield, Carey & Co., Inc., Architectural Resources Group and Page & Turnbull. These may have been included in the Page & Turnbull technical report. If not, shouldn't they be identified as well?

CP-8

VTYs,

Hisashi Sugaya

Jamie Whitaker

201 Harrison St. Apt. 229 • San Francisco, CA 94105-2049
E-Mail: jamiewhitaker@gmail.com

RECEIVED

JUL 31 2012

CITY & COUNTY OF S.F.
PLANNING DEPARTMENT
M.E.A.

Date: July 29, 2012

Bill Wycko
Environmental Review Officer
San Francisco Planning Department
1650 Mission St., Suite 400
San Francisco, CA 94103
bill.wycko@sfgov.org

Reference: 2008.0877E and 2007.1035E plus State Clearinghouse No. 2009082031 (Western SoMa Community Plan)

Dear Mr. Wycko:

The environmental impacts of increased land use intensities and corresponding transportation demand in the South of Market District should be considered in the Western SoMa Community Plan as including the connected streets' impacts of increased land use intensities in the Rincon Hill Area Plan where I call home, the Transbay Redevelopment Area, the Transit Center District Plan, the Eastern Neighborhoods Program, the Central Corridor Project, and also the environmental impacts from large projects such as Treasure Island and the California Pacific Medical Center (CPMC) which will likely increase traffic, air pollution, pedestrian dangers, and delays for transit across South of Market due to additional traffic on the Bay Bridge which funnels exiting vehicles into SoMa. Most important, the Transit Effectiveness Project's parameters need to be considered for the whole of South of Market and not just Western SoMa.

TR-1
AQ-6

The Western SoMa Community Plan smartly includes a transportation section as part of the Plan. The bus line proposed as part of the Transportation Effectiveness Project, the 11-Downtown Connector, does not fulfill its potential nor help mitigate negative externalities of the various SoMa-related plans and projects if it does not route to the foot of Folsom Street at The Embarcadero.

According to the Transportation Effectiveness Project as it related to the Western SoMa Community Plan EIR, adding a new 11-Downtown Connector MUNI (SFMTA) bus line that runs along Folsom Street will help meet additional demand caused by increased intensities of land use in SoMa. What does not make any sense is that the plan for this much-needed 11-Downtown Connector bus line turns northwest at 2nd Street instead of continuing east through the Rincon Hill neighborhood where the most dense residential buildings in SoMa are going up and no full-scale grocery markets or other types of neighborhood serving businesses outside of very expensive restaurants exist at this time.

TR-2

Here are my Western SoMa/TEP EIR-related comments and questions:

How does the Transit Effectiveness Project’s plan to only travel northeast along Folsom Street to 2nd Street impact Western SoMa when tens of thousands of Rincon Hill and Transbay residents will need to find other means, most likely private or shared cars, to reach the grocery stores within the Western SoMa boundaries or nearby such as Trader Joe’s, Costco, Whole Foods, Foods Co., and Rainbow Grocery? How do the additional private car trips from Rincon Hill’s/Transbay’s tens of thousands of anticipated residents affect the air pollution in Western SoMa? How does it impact pedestrian safety? How does the car congestion affect the public health by delaying ambulances, fire trucks, and police from responding to Western SoMa calls for help? If the 11-Downtown Connector bus ran to The Embarcadero, would it not help mitigate these South of Market District environmental impacts? Do we not have substantive public health reasons, related to air pollution and pedestrian injuries and deaths, to implement a congestion pricing plan to dissuade private car drivers from driving through South of Market on weekdays between 3pm and 7pm by charging a \$6 toll which could then fund the improved transit services within SoMa? While there are many bus lines that have a terminus in South of Market, clearly the bus lines are not set up to serve the residents of South of Market and their needs – rather, they’re set up shuttle office workers back and forth. If the South of Market District is being mistreated like an ATM machine for the rest of the City, isn’t our health worthy of a bus line the runs the course from Division to The Embarcadero along Folsom Street – would that not provide transportation benefits for everyone if it helps keep some cars off the road and the paths clear for the majority of buses which serve office worker commuters? If MUNI can start a 83X-Mid-Market Express bus for only 360 riders per day, why not start a SoMa-resident serving bus line that will surely be better utilized today?!?

TR-2

AQ-6

TR-2

A secondary subject that impacts all of South of Market, including Rincon Hill, the Eastern Neighborhoods, and Transbay, is the designation of where big rig semi-trucks may drive along our streets. We must break the neck of the habitual treatment of South of Market streets as freeway ramps rather than residential and commercial streets, and we can only do that by designating Bryant Street and Harrison Street as the truck routes and banning the big rigs to the extent allowed along Folsom, Howard, and Mission Streets. Isn’t there a great livability benefit to leaving the trucks on the streets nearest the Bay Bridge/I-80 where many of them originate? What is the negative impact of allowing big rigs, say the thousands of dump trucks traveling to and from the Transbay Transit Center District between now and 2015, travel through Folsom Street, Howard Street, Harrison Street, or Bryant Street?

TR-3

I congratulate Jim Meko and his neighbors and business owners who fought to take control of their neighborhood planning process, and I also congratulate the Planning Department for allowing these Citizen Planners to smartly include transportation, public safety, and other sections that no other rushed area plan has included up until now – and I suggest that ALL area plans should include these sections as a part of the plan going forward.

PR-2

It is striking to me how far behind most of the City and County of San Francisco’s agencies operate, as if time stands still in 1982 with bus lines that do not reflect the population shifts in South of Market – especially eastern SoMa. Even the Planning Department itself, last I checked, has a Recreation and Open Space Element document that seems to be using census data for blocks in

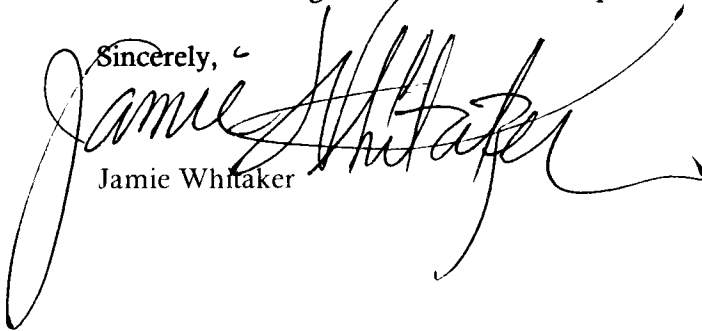
GC-1

Rincon Hill from 10 years ago – citing populations of kids as less than a dozen on blocks like those occupied by The Infinity at Folsom and Main Street where in fact 80-some children live. While every body wants to drum up more revenue using South of Market, I highly recommend that folks start finding some sensibilities about investing some of the revenues created by the intensification of land uses in South of Market back into South of Market to improve livability rather than continuing the historic ponzi scheme of increasing intensities in SoMa, but leaving the infrastructure and services at a dreadful level – especially open space where Recreation and Parks openly refuses to add any parks in SoMa to their portfolio while collecting millions from the 2.5% of 1% property taxes collected in SoMa – its outrageous. It is a matter of social justice, humanity, and equity that we don't continue the past path of harming South of Market residents' health, freedoms, and livability in the name of increasing city revenues with little to no investment of those revenues in services and infrastructure clearly meant to serve the residents who spend the majority of their lives in SoMa rather than the workers who only spend a fraction of their lives in SoMa.

GC-1

Thank you for the opportunity to comment on the Western SoMa EIR – let's treat all of SoMa as one in considering the environmental impacts.

Sincerely, ^c

A large, stylized handwritten signature in black ink, appearing to read 'Jamie Whitaker'. The signature is written over the printed name below it.

Jamie Whitaker

daslkjdasl

<liowpaul@gmail.com>

06/27/2012 03:43 PM

bill.wycko@sfgov.org

To

cc

Subject

Parcels and 350 Eighth Street
Project, Planning Department Case
Nos. 2008.0877E and 2007.1035E
State Clearinghouse No. 2009082031

Dear Bill, I have received a letter the city in regards to the development project on 8th street, I have several questions and concerns about the project.

1. How tall in the building with 444 units in the entire lot? If the building is a high rise, it will block sunlight and to create shadow my resident. Is there any building height limit around the area?
2. What kind of parking available for the building. Street Parking around the area is very limited and traffic is very congested. This building will impact the area dramatically with 444 units. Also the air quality will be impacted due to no. of cars in the area.
3. What is purpose of the the 44 4 dwelling units? What is the ratio of resident vs. commercial use?
4. Will the development create the community park in the area?
5. Is environmental impact report for this development ready to be distributed? If so, can I get a copy
- 6 The noise and dust during the construction period will impact around the area, E.g limit the time to open the window for good quality and walking about the neighborhood.

PD-2
WS-1

TR-7
AQ-3

PD-3

PD-4

GC-2

NO-5
AQ-3

I am very concern about the size of the development and how will impact area.

Very Concern resident around SOMA

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Attachment 2: Transcript of Draft EIR Public Hearing

San Francisco Planning Commission

Thursday, July 26, 2012

12:00 P.M.

Public Hearing on Draft EIR

Western SOMA Community Plan

Commission Chambers - Room 400
City Hall
1 Dr. Carlton B. Goodlett Place
San Francisco, CA

Reported by
A. Edler

APPEARANCES

COMMISSIONERS:

Michael J. Antonini
Gwyneth J. Borden
Kathrin Moore
Hisashi Sugaya

PRESIDENT:

Rodney Fong

VICE-PRESIDENT:

Cindy Wu

COMMISSION SECRETARY:

Linda D. Avery

STAFF MEMBERS:

Andrea Contreras
John S. Rahaim
Calvin Washington

PUBLIC SPEAKERS:

Dawn Holiday
Andrew Naravage
Laura Hahn
Terrance Allen
Dennis Juarez
Mark Rennie, Esq.
Holly Verrett
Glendon Anna Conda Hyde
Nathaniel Blum
Jiayi Uao
John Elberling
Skot Kuiper
Jim Meko

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	<u>PAGE</u>
17. 2008.0877E - WESTERN SOMA COMMUNITY PLAN, REZONING OF ADJACENT PARCELS, AND 350 EIGHTH STREET PROJECT - Public Hearing on the Draft Environmental Impact Report. The proposed project consists of three components: 1) The first component is the Draft Western SoMa Community Plan, which covers an irregularly shaped plan area consisting of two connected areas: one roughly bounded by 13th, Bryant, Seventh, and Minna Streets, and the second area roughly bounded by Townsend, Fourth, Harrison, and Seventh Streets. The plan would require amendments to the San Francisco General Plan as well as changes to use and height and bulk controls in the San Francisco Planning Code. The plan also includes policies for transportation improvements. 2) The second component is the rezoning of approximately 46 parcels adjacent to the Plan Area (generally bounded by Seventh, Ninth, Mission, and Minna Streets) in order to reconcile their use districts and height and bulk districts with those of the neighboring properties. 3) The third component is a proposed mixed-use development at 350 8th Street (Block 3756, Lots 3 and 15) that would include approximately 444 dwelling units, 33,650 sq. ft. of commercial space, 8,150 sq. ft. of light industrial/artist space, and 1,350 sq. ft. of community space. Written comments will be accepted at the Planning Department until 5:00 p.m. on August 6, 2012.	4

Preliminary Recommendation: No Action Required

Adjournment	21
Certificate of Reporter	22

1 P R O C E E D I N G S

2 JULY 26, 2012

3:56 P.M.

3 MS. AVERY: Commissioners, you are now on Item 17.
4 Case No. 2008.0877E - Western SOMA Community Plan, Rezoning
5 of adjacent parcels and 350 8th Street Project. This is a
6 public hearing on the Draft Environmental Impact Report.

7 MS. CONTRERAS: Good afternoon, President Fong,
8 members of the Commission. I'm Andrea Contreras, Planning
9 Department Staff. This is a hearing to receive comments on
10 the Draft Environmental Impact Report for Case Nos.
11 2008.0877e and 2007.1035e, the Western Soma Community Plan,
12 Rezoning of Adjacent Parcels and 350 Eighth Street Project.

13 The Historic Preservation Commission had its
14 hearing on July 18th to formulate their comments on the
15 Draft EIR. Today's hearing is on the Draft EIR, not on the
16 Draft Plan itself, and we would ask that comments be focused
17 on the Draft EIR.

18 The public will have the opportunity to comment on
19 the Plan at informational hearings before the Planning
20 Commission this fall, which will be held prior to plan
21 adoption.

22 Comments today should be directed to the adequacy
23 and accuracy of the information contained in the Draft EIR.
24 Staff is not here to answer any comments today. Comments
25 will be transcribed and responded to in writing in the

1 Comments and Responses document. This document will respond
2 to all verbal and written comments received and will include
3 revisions to the Draft EIR, as appropriate.

4 This is not a hearing to consider the approval or
5 disapproval of the plan. That hearing will follow the Final
6 EIR Certification.

7 Commenters should speak slowly and clearly so that
8 the Court Reporter can produce an accurate transcript.
9 Also, commenters should state their names and addresses so
10 that they can be properly identified and so that they can
11 also be sent a copy of the Comments and Responses document
12 when completed.

13 After hearing comments from the general public, we
14 will also take any comments on the Draft EIR by the Planning
15 Commission.

16 The public comment period for this project began
17 on June 20th and extends until 5:00 p.m., August 6, 2012.

18 Again, comments today should be directed to the
19 adequacy and accuracy of the information contained in the
20 Draft EIR as part of the process required by CEQA. We're
21 not here to answer any questions. The Comments and
22 Responses document will respond to these comments and
23 questions.

24 This concludes the presentation on the matter. I
25 respectfully suggest that the Public Hearing be opened.

1 MR. FONG: Okay. We have a number of speaker
2 cards here. I'll call some names in batches at a time.
3 Dennis Juarez, Dawn Holiday, Andrew Naravage, Terrance
4 Allen, Laura Hahn. Go ahead.

5 MS. HOLIDAY: Hi. I'm Dawn Holiday, 333 11th
6 Street, San Francisco 94103. I do want to take the
7 opportunity to thank the people who worked on this, it took
8 them a lot of time and I would want to be paid just like
9 Steve Jobs to do this.

10 The page that I am referring to in the EIR is
11 Section 4(f), page 10. The inaccuracy of the map of 11th
12 Street -- well, on 11th Street between Folsom and Harrison,
13 the lack of the POE, Place of Entertainment licenses
14 businesses, it's missing an entire block of designated POEs.
15 And that's it. I'm speaking to the EIR. Okay? Thank you
16 very much.

NO-3

17 MR. FONG: Thank you.

18 MS. AVERY: Mr. President, before we start, if I
19 could just have everyone lined up to move to the other side
20 of the room so you don't create a fire hazard.

21 MR. NARAVAGE: Hi. My name is Andrew Naravage. I
22 work at Slim's on 11th Street; the address is 333 11th
23 Street. My concern with the Draft EIR is that it does not
24 take the existing businesses, especially those on 11th
25 Street, into account and does not discuss the economic

LU-1

1 entertainment and nightlife community. And, again, we are
2 also very appreciative of the number of hours that have gone
3 into this plan and this EIR. But we do have some concerns
4 with inaccurate statements that we've found and identified
5 in the EIR, and we're going to be urging you to amend the
6 DEIR.

7 The Western SOMA Plan largely ignores historic and
8 cultural resources in the SOMA, namely nightlife venues and
9 concerns about longstanding consequences on these venues,
10 you know, including historically LGBT cultural sites that
11 are just not included in the EIR. You know, the EIR fails
12 to include and inaccurately categorizes a number of venues,
13 especially along the 11th Street corridor. And we strongly
14 believe that if these venues are not included in the
15 Environmental Impact Report, then we can't fully realize the
16 impact that this plan will have on them.

17 You know in the few instances where these venues
18 are mentioned, the EIR barely touches on the impact on
19 cultural sites, you know, except for one example where it
20 does suggest that displaced sites could be honored with a
21 plaque. And, with all due respect, the destruction of
22 nightlife and LGBT space to pave the way for condos, while
23 leaving a plaque to name the destroyed space, is really no
24 way to honor and maintain cultural space in San Francisco.

25 We will be supporting in writing our full comments

1 and suggestions, but we do urge you to take a look at and to
2 amend the DEIR. Thanks.

3 MR. ALLEN: Commissioners, Director, my name is
4 Terrance Allen. I live at 985 Folsom Street in San
5 Francisco 94107. I have two documents that will assist in
6 my presentation if the Wizard of Oz can put them on the
7 screen.

8 The first document -- the first document is a
9 listing of the missing and inaccurately defined
10 entertainment venues throughout the plan and in the
11 bordering neighborhoods, and I also have a map, both of
12 which will be submitted formally; the map corrects the
13 inaccuracies.

14 This list, those items in yellow, is where there
15 is no listing; the items in green are where the listing is
16 inaccurate or missing. And when I say "inaccurate," for
17 example, the impact of a place of entertainment with an
18 extended hours permit is significantly different than the
19 impact of a billiard parlor. Many of the businesses that
20 are listed as billiard parlors are actually places of
21 entertainment with extended hours premises license, or they
22 don't exist at all on the map. And so, to adequately
23 address those impacts when you don't have that information
24 accurately represented is difficult, at best.

25 My second is an actual revision to the map which

1 is labeled as Figure F -- 4F -- and it more accurately
2 defines those businesses with their actual use, and I will
3 submit copies to the Secretary and we will be submitting
4 them with our formal report.

NO-3

5 The SOMA Plan and the EIR very carefully analyze
6 and provide buffer zones for the impacts that potential
7 residential enclaves may feel from the development interests
8 that are being proposed. The businesses and the
9 agglomeration of those businesses within this Western SOMA
10 Plan have no buffer zones; even though they are referred to
11 in the Environmental Impact Report, they do not exist. And
12 it is our belief that a buffer zone around a business is as
13 important to those potential residents as a buffer zone
14 around the residential enclaves since we are mixing them
15 altogether in MUD districts. Thank you very much.

NO-2

16 MR. FONG: Let me call a couple more names to go
17 ahead and come up. Holly Verrett, Jiayi Uao, Nathaniel
18 Blum, Glendon Hyde, Janet Clyde, Tom Tapreno (ph).

19 MR. JUAREZ: Yes. My name is Dennis Juarez and I
20 work at Slim's on 11th Street. I'm also a member of the
21 task force that helped develop the Western SOMA Plan. And
22 I'd like to speak to one aspect of that plan as it impacts
23 11th Street, being that I work on 11th Street.

LU-1

24 And I joined the task force -- as I joined the
25 task force, we were in a little bit of a conflict with some

1 residential neighbors on 11th Street and I brought up that
2 maybe perhaps we should not allow more residential building
3 on 11th Street; however, the way it is currently zoned, that
4 wouldn't be possible.

5 So in short, I just think that if you took a
6 liberal Democrat from San Francisco, they can share a space
7 with a Republican -- religious Republican from Texas, but
8 why would you want to do that? Because I think you know,
9 going in, you're going to have problems and if we can avoid
10 that on 11th Street, I think we should. And now would be
11 the time.

12 MR. FONG: Thank you.

13 MR. RENNIE: Mr. President, Commissioners, my name
14 is Mark Rennie. I'm an attorney in San Francisco. I
15 specialize in entertainment venues and perhaps 50 percent of
16 every large entertainment venue in San Francisco that have
17 been built in the last five years, I've had something to do
18 with.

19 And I'm very concerned about this plan in certain
20 aspects. It's a good plan overall, but the 11th Street
21 mixing of new commercial condos and Slim's, and Mist, and
22 Paradise Lounge, and DNA Lounge, will destroy within five
23 years all of those venues.

24 Now, half of my practice -- and people ask me what
25 I do -- I mediate with neighbors, I go to hearings, we go to

1 think they're extremely important. And even though the
2 report does not mention them, they still exist and deserve
3 to be counted. Thank you.

4 MR. FONG: Thank you.

5 MR. ANNA CONDA HYDE: Hello, Commissioners. My
6 name is Glendon Anna Conda Hyde and I'm here representing
7 the Entertainment Commission today. When we -- we set up a
8 special group to look at the EIR and the impacts on
9 entertainment and the neighborhood, and we have three
10 complaints that we would sort of like to bring before you
11 that were not addressed in the EIR. I'm not going to
12 reiterate 11th Street, which you have heard, but we do
13 support many of the ideas and we will submit that to you in
14 writing.

15 And the other one is the accessory entertainment
16 as addressed in the EIR. This was produced before there was
17 limited live performance introduced to San Francisco through
18 Supervisor Mirkarimi's Office at that time, and it takes a
19 citywide ordinance and then restricts it even further, even
20 though the entire City has adopted this, the limited live
21 performance. And even when another neighborhood close to
22 West SOMA tried to stop limited live performance, which only
23 goes until 10:00, it is not amplified, and it has certain
24 restrictions on it that make it compatible with the
25 neighborhood, they were not allowed to remove themselves.

Y
CP-1

LU-1

NO-4

1 And yet this Western SOMA Plan in the EIR goes against
2 accepting the limited live performance that is extended
3 throughout the entire City.

Y
NO-4

4 And then also, as far as where entertainment will
5 be permitted, we believe that in this, in the area that the
6 neighborhood will allow entertainment, the EIR did not
7 address areas that there are no places that are actually
8 able to house entertainment at this time, and very very few
9 -- I believe there were two or three spaces that would
10 actually be available for entertainment in the future, and
11 the estimated cost is several million to open one of these
12 spaces. So if we are truly trying to preserve entertainment
13 and the culture of this neighborhood, we find those three
14 points in the EIR to not agree.

LU-1

15 And since I made it through, I just have a letter
16 here from Tom Temprano who will address you in writing, he's
17 a small business representative of the SOMA Stabilization
18 Fund Community and Advisory Committee. He would like to
19 express serious concerns that this EIR does not address the
20 economic and cultural impact of the changes proposed in the
21 plan and will have an existing and future small business in
22 a meaningful way. Western SOMA has historically been home
23 of many San Francisco nightlife businesses and a history
24 that the EIR acknowledges, but does little to protect.
25 Thank you.

CP-1

1 MR. FONG: Thank you.

2 MR. BLUM: Hello. My name is Nathan. I come to
3 you as a musician and a supporter of nightlife in the City.
4 I just wanted to emphasize as a musician how much these
5 clubs mean in terms of a cultural hub for San Francisco. I
6 think that this report, it does a great deal of ignoring of
7 the nightlife venues and this could be detrimental in the
8 future to having a place for musicians to rally in the City.
9 So, yeah. Thank you.

CP-1

10 MR. FONG: Thank you.

11 MS. UAO: Hello. My name is Jiayi Uao. I realize
12 the draft of the EIR doesn't take much consideration of the
13 nightlife in the SOMA neighborhood and that nightlife
14 business provides jobs that mean significantly to the
15 community, as well as the nightlife scenes in San Francisco.
16 And I'm concerned that the Western SOMA Community Plan will
17 have a negative impact to the historic entertainment venues
18 in the area, and this area already lost a lot of nightlife
19 venues and I really wish to see the nightlife in this area
20 alive. Thank you.

CP-1

21 MR. FONG: Thank you. Additional public comment?

22 MR. ELBERLING: Good afternoon, Commissioners.
23 I'm John Elberling, President of the TODCO Group at 230 4th
24 Street, San Francisco.

PH-1

25 The reason, of course, for EIRs is to give

1 decision makers and the public information that's really
2 important to making your decisions. And I want to address
3 two aspects of this DEIR that don't do enough.

4 The demographic discussion in the EIR is
5 incredibly superficial. All it presents is some very
6 cursory information from 2008 estimates. In fact, the 2000
7 and 2010 Census data is readily available and could easily
8 have been and needs to be incorporated in the EIR. Attached
9 to this letter are two pages, we did a really quick -- quick
10 and dirty table just based on the larger census tracts that
11 include the West SOMA area, plus some adjacent areas. Your
12 staff needs to refine that to match the boundaries as best
13 as possible.

14 Our quick and dirty summary shows the population
15 has increased by 50 percent in the last 10 years in the
16 general area. The EIR needs to project also what kind of
17 increase in population we should expect in the coming 10
18 years, at least in 20 years, if the rezoning is adopted; we
19 expect more. The demographic data is important.

20 The one thing not available today from the Census
21 is the household income data, which is really crucial since
22 that is how we would measure gentrification impacts upon our
23 neighborhood, which is certainly one of the fundamental
24 issues of this whole process. But that data should be
25 available by the end of the year, before the EIR is finally

1 certified by the Board of Supervisors, and it should be
2 incorporated by reference, and then added when it becomes
3 available, at least for the Board of Supervisors' action
4 early next year.

PH-1

5 The second thing that is -- it is good to see the
6 Health Department approach the air quality adopted in this
7 plan in the EIR, but the discussion is so technical, it is
8 impenetrable. You could not learn from that discussion in
9 the draft that the prevailing winds in San Francisco come
10 from the west and the northwest. You would not learn
11 specifically how great a contribution the I-80 Freeway in
12 the South of Market contributes to air quality impacts;
13 although it's mentioned, it's not really detailed. And you
14 would not see in plain language, as it should, that of
15 course the impacts downwind from the freeway are severe.
16 The modeling is general, it is not particularly locational,
17 you would have to read it yourself and see if you can
18 understand it; but the bottom line is the area of South of
19 Market where we propose -- and I was on the task force as
20 commercial only, the Sally (ph), has certainly among the
21 worst air in San Francisco because of these factors, and
22 very possibly the very worst air quality in San Francisco.
23 It is not a good place for housing. Housing should be ruled
24 out not just because of the commercial strategy, but for
25 public health issues, as well, as a mitigation measure. And

AQ-1

1 our plan does propose that. Thank you.

2 MR. FONG: Thank you.

3 MR. KUIPER: Hello, Commissioners. I appreciate
4 the opportunity to address you today. My name is Skot
5 Kuiper. I have been a member of the Western SOMA Citizens
6 Planning Task Force representing the Arts. And most of my
7 concerns about the EIR are mostly with components that are
8 not present within it, rather than objections to what are
9 there. You've already heard quite a bit in concerns to
10 current solutions regarding entertainment, the displacement
11 and the compatibility of housing and existing usages for
12 that. That's an area that I'm hoping can be readdressed and
13 studied more in the final version of this, and most of the
14 concerns are along 11th Street, there's also a number along
15 Folsom Street.

LU-1

16 We've also heard a little bit about the selected
17 implementation of the limited live performance and we'd like
18 to see that this gets more into the plan, so I won't touch
19 on this too much. And the balance to go with the rest of
20 the City, allowing as a citywide whereas it is restricted in
21 most areas of SOMA, that it should otherwise be allowed in.

NO-4

22 Something that would be ideal to see in the EIR,
23 or at least as far as cultural acknowledgement of the
24 shifting nature of our population here, is SOMA has a rich
25 and vibrant history in supporting the Arts. This has come

CP-1

1 about mostly due to, you know, it's a bit of a north (ph)
2 area of the City, property has been historically cheaper,
3 and we have our older, already mortised (ph) commercial
4 spaces that were adopted by many of these groups to do group
5 housing, presentation space, and performance space.

CP-1

6 I would like to point out my predecessor on the
7 task force, who was displaced shortly after joining myself
8 after nine years in my location, and five years on the task
9 force, had my rent tripled last month, so our organization
10 will be ending also, and this is not a unique situation
11 happening now. We're at the beginning of a second
12 development wave and it is likely we will see the few
13 remaining independent spaces lose their leases after this.
14 Luckily, we still have institutional spaces that surround us
15 like SOMARTS and the Museum District around Yerba Buena, but
16 a lot of our independent community will continue to be
17 displaced and it would be ideal to see if there's a City
18 policy or a City acknowledgement within the cultural
19 dislocation of the EIR that would help to represent this
20 historically. I don't know what the solutions are for that,
21 but at least like represent the changes going on in the
22 neighborhood.

CP-1

23 Most of the concerns I did see printed within this
24 all seem to maybe emanate from HACK or another group. I was
25 concerned I didn't see any of the concerns that were

GC-1

1 expressed today written within the EIR before, mostly around
2 the entertainment communities and the businesses that those
3 represent. Most of the concerns that were represented
4 around increasing the residential capacity in many cases go
5 against what the Western SOMA Community Plan stated as its
6 original goals, for example, mitigate to the fullest extent
7 possible, neighborhood impacts resulting from new
8 development, stabilize the neighborhood against speculative
9 land proposals and developments, and maintain and encourage
10 the existing community and cultural diversity. So, you
11 know, hopefully those are going to be the principals that
12 our plan finally rests on, rather than the demand for the
13 highest density possible within those areas.

14 I'll submit something in writing to the Commission
15 that will outline these in more detail. And I appreciate
16 your time today. Thank you very much for hearing this.

17 MR. FONG: Thank you.

18 MR. MEKO: Thank you, Commissioners. Jim Meko
19 again. I am Chair of the Western SOMA Task Force, but I'm
20 speaking today as an individual. I'd like to address some
21 of the transportation analysis in the EIR.

22 Transportation planners, we experienced a
23 considerable amount of pushback from the transportation
24 planners and the consultants over the course of developing
25 this EIR. They tend to have this mentality of living in a

1 bubble where the area that is being studied is a blank slate
2 and they get to move housing and streets and transportation
3 elements around; whereas the Western SOMA Plan is based upon
4 what's already there on the ground. Just to give you an
5 idea, residential is primarily north of Harrison Street, the
6 service and light industrial businesses south of Harrison
7 Street. We recommended the designation of the streets such
8 as Howard and Folsom in the midst of the residential area as
9 community serving streets, and those south of Harrison as
10 regional serving streets. There was pushback on the
11 designation of truck routes south of Harrison. They say it
12 does not require mitigation as recommended in the plan, but
13 truck routes are not included in the existing controls and
14 would not be recommended in the higher growth alternative.

15 No matter which alternative you ultimately adopt,
16 please move the traffic away from our homes and our families
17 and our recreational facilities by supporting the
18 designation of truck routes as recommended in the Western
19 SOMA Plan. Thank you.

20 MR. FONG: Thank you. Is there additional public
21 comment on this item? Seeing none, the public comment
22 portion is closed.

23 Commissioners, questions, comments? Commissioner
24 Antonini.

25 COMMISSIONER ANTONINI: Well, just as a summary,

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52 Longwood Drive, San Rafael, CA 94901 (415) 457-4417

AL-2

↓ LU-1
18

1 what I've heard and the issues presented today where it
2 seems as though the public who spoke today felt there are
3 things that need to be addressed in the Comments and
4 Responses, just to summarize, is of course impacts between
5 entertainment and housing issues and if they're properly and
6 completely analyzed, and then a failure to adequately
7 analyze the cultural and historic role that nightlife played
8 in the area, as well as perhaps LGBT was brought up by a
9 couple different people. And the adequacy of the listing of
10 the entertainment venues, is it complete or not complete.
11 And then also the fact that, whether or not the report
12 analyzes buffer zones around the 11th Street entertainment
13 area or other entertainment areas; I can't say for sure
14 whether it's in there or not, but I will read more carefully
15 to see if it is analyzed. And then limited live performance
16 issue, which the distinction from unlimited live performance
17 was pointed out. And then finally, demographic analysis,
18 whether it is as fresh as it could be and if it took into
19 account the 2010 Census air quality impacts and, finally,
20 transportation impacts with the thoughts being that we had
21 to make sure that one of the alternatives involved funneling
22 traffic into areas that were away from residential enclaves
23 as much as possible, and then doing analysis on that. And,
24 again, that might be in there, but I'm not exactly sure,
25 there are certain subtleties in the comments, but I really

LU-1

CP-1

NO-3

NO-2

NO-4

PH-1

AQ-1

AL-2

1 appreciate the comments, I think they're good ones, and I
2 think we'll see the answers in Comments and Responses and I,
3 too, will study this at greater length before the next
4 hearing.

AL-2

5 MR. FONG: Commissioner Wu.

6 COMMISSIONER WU: Thank you. For today, I have
7 two comments, one is following on this TODCO letter and I am
8 also very interested in the community demographics section
9 of the EIR. If the Census numbers are not available,
10 possibly there is information in the American Community
11 Survey, at least to give us some sense of change over time
12 in demographics. I also have a process question about what
13 the follow-on is. This is an area, community plan, the EIR
14 for the Area Community Plan. So what is the environmental
15 process when, then, projects within the plan area come in
16 the future.

PH-1

GC-3

17 MR. FONG: Commissioner Sugaya.

18 COMMISSIONER SUGAYA: Yeah, I'll write something
19 before the deadline, but I'd just like to -- I know that
20 John Elberling's letter will be responded to, I'd just like
21 to have staff pay particular attention to the very last
22 paragraph.

AL-1

23 MR. FONG: Okay. Commissioner Secretary.

24 MS. AVERY: Commissioners, if that concludes the
25 public comment, as well as Commissioner's comments, then the

1 public hearing is concluded. We would just mention that
2 written comments will be accepted at the Planning Department
3 until 5:00 p.m. on August 6th, 2012. With that, that
4 concludes the public comment on this item. Thank you.

5 MR. FONG: Thank you.

6 [Public Hearing Adjourned at 4:28 P.M.]

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Attachment 3: E-mail Correction by Draft EIR Public Hearing Speaker

The emails below do not require responses. They are provided to clarify that one of the speakers at the public hearing did not have the authority and did not intend to speak on behalf of the Entertainment Commission.



Re: a question about ethics 

Adine Varah to Jim Meko
Cc: Judy Boyajian, Jocelyn Kane
Bcc: Kate Stacy

08/09/2012 11:20 AM

Dear Mr. Meko,

Thank you for your message. Deputy City Attorney Judy Boyajian asked me to forward to you a copy of the correction Mr. Glendon Hyde sent via e-mail to the Planning Commission President. Judy Boyajian will make sure that the Commission Secretary receives a copy of that e-mail and makes the correction a part of the official record.

We hope this is helpful.

Sincerely,

Adine Varah
Deputy City Attorney
City and County of San Francisco
City Hall, Room 234
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102-4689

(415) 554-4670 (tel)
(415) 554-4747 (fax)
Adine.Varah@sfgov.org

----- Forwarded by Jocelyn Kane/ADMSVC/SFGOV on 08/01/2012 11:15 AM -----

From: Glendon Hyde <glendonhyde@yahoo.com>
To: "planning@rodneymfong.com" <planning@rodneymfong.com>,
Date: 08/01/2012 06:32 AM
Subject: Re:

Planning Commission President Fong,

It is my understanding that I misspoke in my statements around the Planning Commissions hearing on the West SOMA EIR hearing. I did not want to imply that I was representing the commissions official views but rather the concerns that I as a commissioner have around the plans and we will be presenting our issues with the EIR in writing. This has not been fully vetted by the commission and I certainly did not mean to imply this. We have one more sub committee meeting that will determine our decisions then presented to the full Commission.

I am sorry that the statement that I made was false and I have taken to heart the lesson of accuracy when speaking to avoid making mistakes in the future. I should have said I am a Commissioner but representing my own views and we at the Commission are working on our findings still.

Again I am sorry for this misstep and hope that this email will clarify my intent and rectify my mistake.

Glendon Hyde.

Jim Meko

Dear Ms. Varah, During Public Comment at the...

07/31/2012 08:09:31 AM

From: Jim Meko <Jim.Meko@comcast.net>
To: adine.varah@sfgov.org
Date: 07/31/2012 08:09 AM
Subject: a question about ethics

Dear Ms. Varah,

During Public Comment at the Planning Commission on Thursday, July 26, 2006, on the subject of the adequacy of the Environmental Impact Report (EIR) for the Western SoMa Community Plan, Entertainment Commissioner Glendon Hyde misrepresented himself as having the authority to speak on behalf of the Entertainment Commission and presented a series of personal opinions as being the official position of the Commission.

"I'm here representing the Entertainment Commission today," he began. "We set up a special group to look at the EIR and the impacts on entertainment and the neighborhood and we have three complaints that we would sort of like to bring before you that were not addressed in the EIR."

I spoke with Jocelyn Kane, the Executive Director of the Entertainment Commission, immediately after the hearing and was assured that Commissioner Hyde had no such authority and that neither the special subcommittee nor the Commission itself had taken any position on the Western SoMa Community Plan or its EIR. Jocelyn suggested that I contact you.

Commissioner Hyde has misrepresented himself before, at rallies and in public meetings, but his behavior yesterday was particularly troubling because his statement will be memorialized in the Comments/Responses document that accompanies the EIR to its adoption hearing and an official statement coming from another Commission would be regarded with considerably more weight than that of an individual.

Is there an internal mechanism within city government that deals with such misrepresentations by a sitting Commissioner or is it necessary for a private citizen to file a complaint in order to clear the record?

Very truly yours,

Jim Meko
364 Tenth Street
San Francisco CA 94103
(415) 431-5263
(415) 624-4309 cell
(415) 552-2424 fax