



# SAN FRANCISCO PLANNING DEPARTMENT

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## PUBLIC NOTICE

### Availability of Draft Environmental Impact Report for

*Date:* April 17, 2013  
*Case No.:* 2011.0471E  
*Project Title:* 1111 California Street  
Nob Hill Masonic Center Renovation Project  
*Zoning:* RM-4 District (Residential-Mixed, High Density)  
Nob Hill Special Use District (Planning Code § 238)  
65-A Height and Bulk District  
*Block/Lot:* Block 0253, Lot 020  
*Lot Size:* 49,841 square feet (approximately 1.1 acres)  
*Project Sponsor:* California Masonic Memorial Temple  
*Lead Agency:* San Francisco Planning Department  
*Staff Contact:* Brett Bollinger – (415) 575-9024  
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A Draft Environmental Impact Report (DEIR) has been prepared by the San Francisco Planning Department in connection with this project. The report is available for public review and comment on the Planning Department's webpage (<http://tinyurl.com/sfceqadocs>) under case number 2011.0471E. CDs and paper copies are also available at the Planning Information Center (PIC) at 1660 Mission Street, 1<sup>st</sup> Floor. Referenced materials are available for review at the Planning Department's office at 1650 Mission Street, Suite 400, as part of Case File No. 2011.9041E. (Call 575-9031 for more information.)

**Project Description:** The Nob Hill Masonic Center ("Masonic Center") is located at 1111 California Street, at the southwest corner of California and Taylor Streets, in the Nob Hill neighborhood. The project block is bound by California, Taylor, Pine and Jones Streets. The Masonic Center is an existing assembly and entertainment venue that includes a 3,166-seat Auditorium, conference/exhibition space, a 565-space underground parking garage, a small loading dock area mid-block on Pine Street, and cultural facilities and offices of the Masons of California. The Masonic Center contains approximately 325,093 square feet of floor area.

The California Masonic Memorial Temple, the project sponsor, proposes to renovate and modernize the existing Auditorium, and ground-floor California Room, Exhibition Hall, and catering kitchen. The existing fixed seating area on the main floor of the Auditorium would be removed and replaced with four tiered floor levels to allow for flexible audience and seating configurations on the main floor, ranging from general admission (standing only on the main floor; existing fixed seating in the balcony), to classroom-style, banquet, and cabaret-style seating. The fixed seating on the second-floor Auditorium balcony would not change. New lighting and sound systems would be installed in the Auditorium and the existing stage would be replaced. The ground-floor California Room would be renovated to create a "VIP Lounge" and pre-concert hospitality area. The Exhibition Hall would be upgraded, including renovations to the existing ceiling. The existing catering kitchen on the ground floor would be renovated and upgraded to a full commercial kitchen. Approximately 12,500 square feet of existing on-site publicly accessible and private open space would be used occasionally during the daytime hours only for refreshment and break areas by patrons attending events at the Masonic Center.

With the proposed renovation project, the number of large events (e.g., those for over 250 attendees) would change from an existing annual maximum of 230 events to an estimated annual maximum of 315 events, an increase of about 85 large events per year. The maximum number of event attendees within the Auditorium would increase from 3,166 up to a maximum of 3,300 at a sold-out event with general admission (standing only on the main floor of the Auditorium, fixed seating in the balcony), an increase of 134 attendees per event.

The proposed project renovations would not alter the existing second-floor Henry Wilson Coil Library and Museum of Freemasonry, the third-floor offices of the Masons and their affiliates, or the existing underground parking garage. Proposed renovations would not change the Masonic Center's existing total square footage, total assembly space capacity, building height, facades, or footprint.

The project sponsor seeks conditional use authorization to change the Masonic Center from a legal nonconforming use to a conditionally permitted "Other Entertainment" use under Planning Code § 182(b)(1), install permanent on-site food and beverage service under Planning Code § 238(d) for event patrons only, and intensify the legal nonconforming use at the Masonic Center under Planning Code § 723.48. Alternately, the project sponsor would request an amendment to the Nob Hill Special Use District (Planning Code § 238) to allow the intensification of a large, nonconforming assembly and entertainment use within the Nob Hill Special Use District (SUD), and conditional use authorization to intensify the use pursuant to the amendment to the Nob Hill Special Use District and to install permanent on-site food and beverage service for event patrons only in the Nob Hill SUD under Planning Code § 238(d).

The Draft EIR for this project found that implementation of the proposed renovation project would not result in any significant impacts on the environment and, therefore no mitigations measures are necessary. Improvement measures to reduce the project's less-than-significant impacts are included in the Draft EIR

A **public hearing** on this Draft EIR and other matters has been scheduled by the Planning Commission for **May 23, 2013**, in Room 400, City Hall, 1 Dr. Carlton B. Goodlett Place, beginning at 12:00 p.m. or later. (Call 558-6422 the week of the hearing for a recorded message giving a more specific time.)

**Public comments** will be accepted from **April 18, 2013** to 5:00 p.m. on **June 3, 2013**. Written comments should be addressed to Sarah B. Jones, Acting Environmental Review Officer, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103, or to [sarah.b.jones@sfgov.org](mailto:sarah.b.jones@sfgov.org). Comments received at the public hearing and in writing will be responded to in a Responses to Comments document. If you have any questions about the **environmental review** of the proposed project, please contact **Brett Bollinger** at **415-575-9024** or [brett.bollinger@sfgov.org](mailto:brett.bollinger@sfgov.org).