# **Memo to the Planning Commission**

**HEARING DATE: SEPTEMBER 22, 2010** 

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

Reception:

415.558.6378

Fax:

Planning Information:

415.558.6409

415.558.6377

Date: September 15, 2011

*Case No.:* **2008.1395X** 

Project Address: 1501 15th STREET

Zoning: UMU (Urban Mixed Use) District

58-X Height and Bulk District

*Block/Lot:* 3553/054

Project Sponsor: David Silverman

One Bush Street Suite 600 San Francisco, CA 94104

Staff Contact: Kimberly Durandet – (415) 575-6816

kimberly.durandet@sfgov.org

Recommendation: Approval with Conditions

#### **BACKGROUND**

On July 7, 2011 packets were submitted to the Planning Commission for hearing of the Project on July 14, 2011. At the scheduled hearing the case was continued to September 22, 2011 so that the Project Sponsor could meet with the neighbors to address concerns regarding the parking entrance and the design of the project. In the interim, the project sponsor revised the plans and submitted additional information.

#### **CURRENT PROPOSAL**

The following modifications were made from the July 7, 2011 proposal (Attachment A).

- The revised drawings show the addition of a light-well beginning at the first floor of occupancy (A1.3-1.7);
- Windows were added on the west façade (A3.1);
- The residential and garage entries were further defined on the north façade (A3.1);
- The massing on the bay closest to the residential building on 15th Street was reduced through introduction of a setback (A1.6, A1.7, A3.1, A3.2 and rendering).

#### ISSUES AND CONSIDERATIONS

#### Neighborhood Outreach and Response.

The Project Sponsor held two separate public meetings one on July 6, 2011 at 6:00pm at 245 Valencia (sixteen people attended) with the original design and one on August 24, 2011 at 6:00pm at 245 Valencia Street (seven people attended) with the revised design. The main concern expressed by members of the public is the location of the ingress and egress on 15<sup>th</sup> Street due to the proximity to Marshall Elementary School which is located to the west at Capp and 15<sup>th</sup> Streets (Block 3553, Lot 031) and they want the

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garage entrance to be located on South Van Ness Avenue citing concern for automobiles crossing the sidewalk on a street that has been identified as walking route in the Safe Routes to School program.

- As part of the City's Safe Routes to School program, 15<sup>th</sup> Street is designated as a recommended walking route to the school and traffic calming bulb outs have been constructed at the intersection of 15<sup>th</sup> and Capp.
- Further traffic calming measures are proposed for the area in the 15th-Adair-Capp-Minna-Natoma Traffic Calming Project (Attachment B).
- SFMTA has proposed a 15 mile per hour school zone between South Van Ness and Mission as well as Capp between 14<sup>th</sup> and 15<sup>th</sup> Streets.
- The Marshall School provides three crossing guards on duty before and after school at 15<sup>th</sup> and Mission, 15<sup>th</sup> and Capp, and 16<sup>th</sup> and Capp.

The Department does not recommend changing the auto ingress and egress from 15<sup>th</sup> Street to South Van Ness. South Van Ness is a major arterial and the General Plan does not support curb cuts along such streets.

#### Design Concerns and Response.

The Department requested several design modifications. The Department's requests are followed by the Project Sponsor's responses:

- The Department suggested adding glazing to the South Van Ness facade. The Project Sponsor added glazing.
- The Department requested the Project to be altered to preserve the light-well of the adjacent property to the west. The Project Sponsor added a light-well, that while not matching, meets the intent of the Department's request.
- The Department requested that the bay adjacent to the neighboring property on 15<sup>th</sup> Street be altered to better relate to the context of the street. The Project Sponsor added a top floor setback on the bay closest to the neighboring property on 15<sup>th</sup> Street.
- The Department suggested making the residential entrance on the 15<sup>th</sup> Street façade more prominent. The Project Sponsor has made some changes to the residential entry that separates it from the garage entry.

The Department has received from the Project Sponsor four comments in support of the project and one letter of support expressing appreciation for the design and development of housing on a vacant lot (Attachment C). The Department has not received any further public comment.

#### REQUIRED COMMISSION ACTION

In order for the project to proceed, the Commission must grant Large Project Authorization pursuant to Planning Code Section 329 with exceptions for rear yard and exposure.

#### BASIS FOR RECOMMENDATION

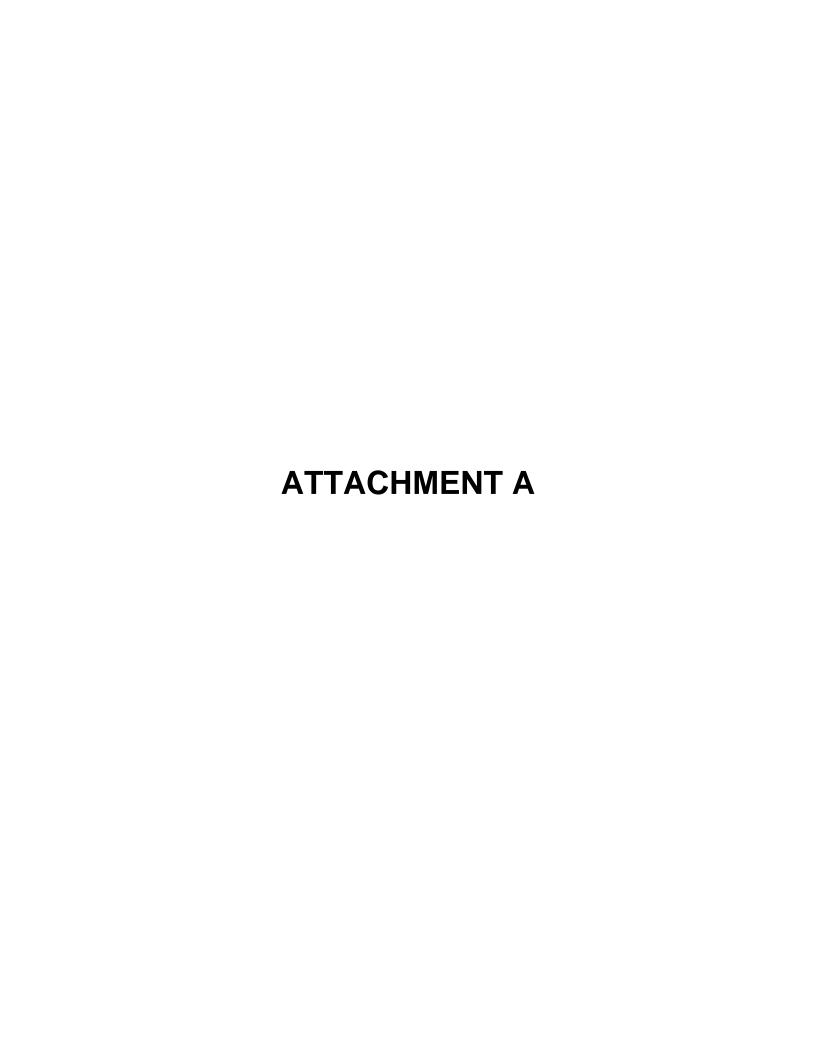
- The Project Sponsor has amended the project to closely match an existing light-well.
- The Project Sponsor has amended the project to better relate the design to the adjacent residential building.

SAN FRANCISCO
PLANNING DEPARTMENT

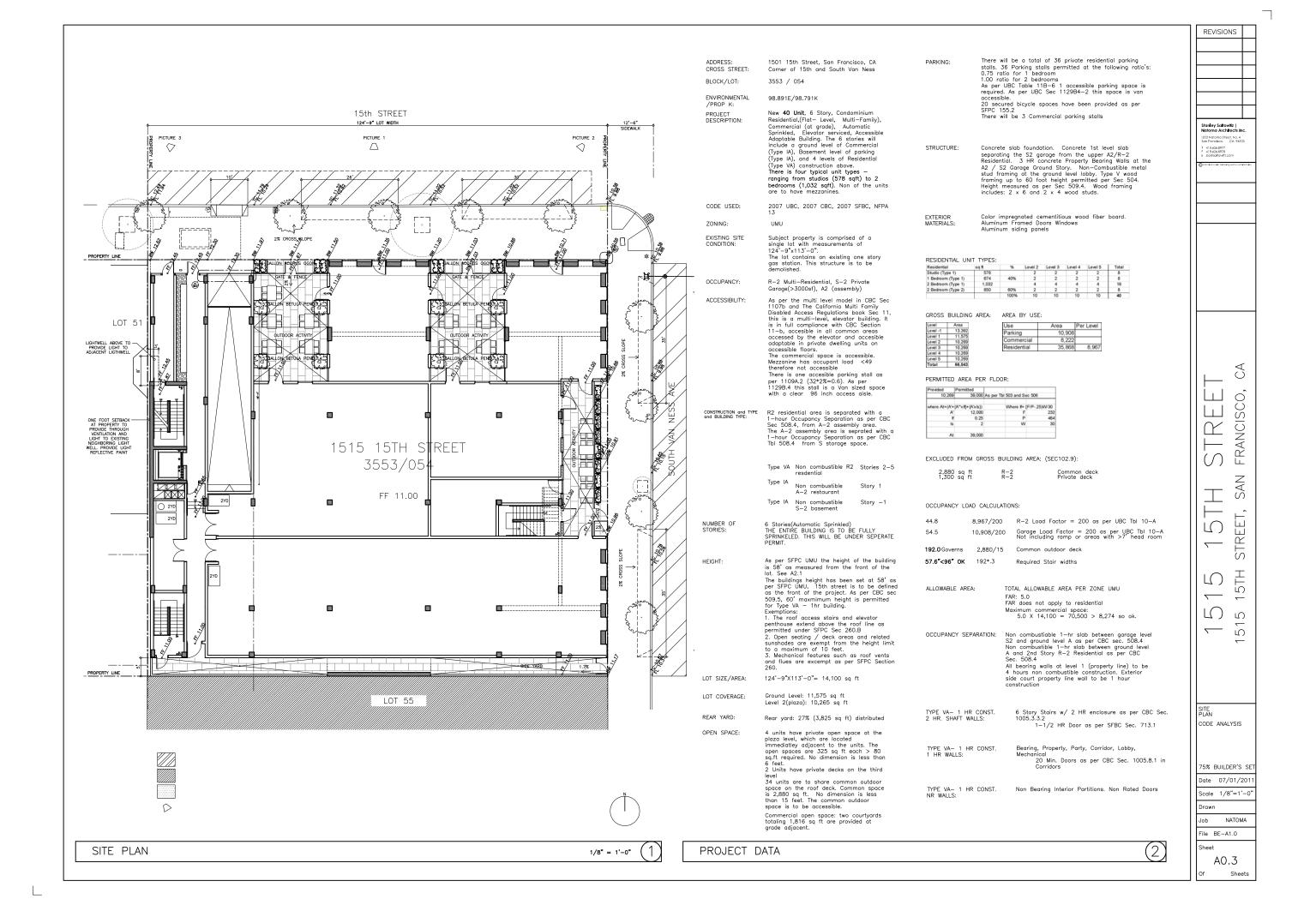
Memo to the Commission Hearing Date: September 22, 2011

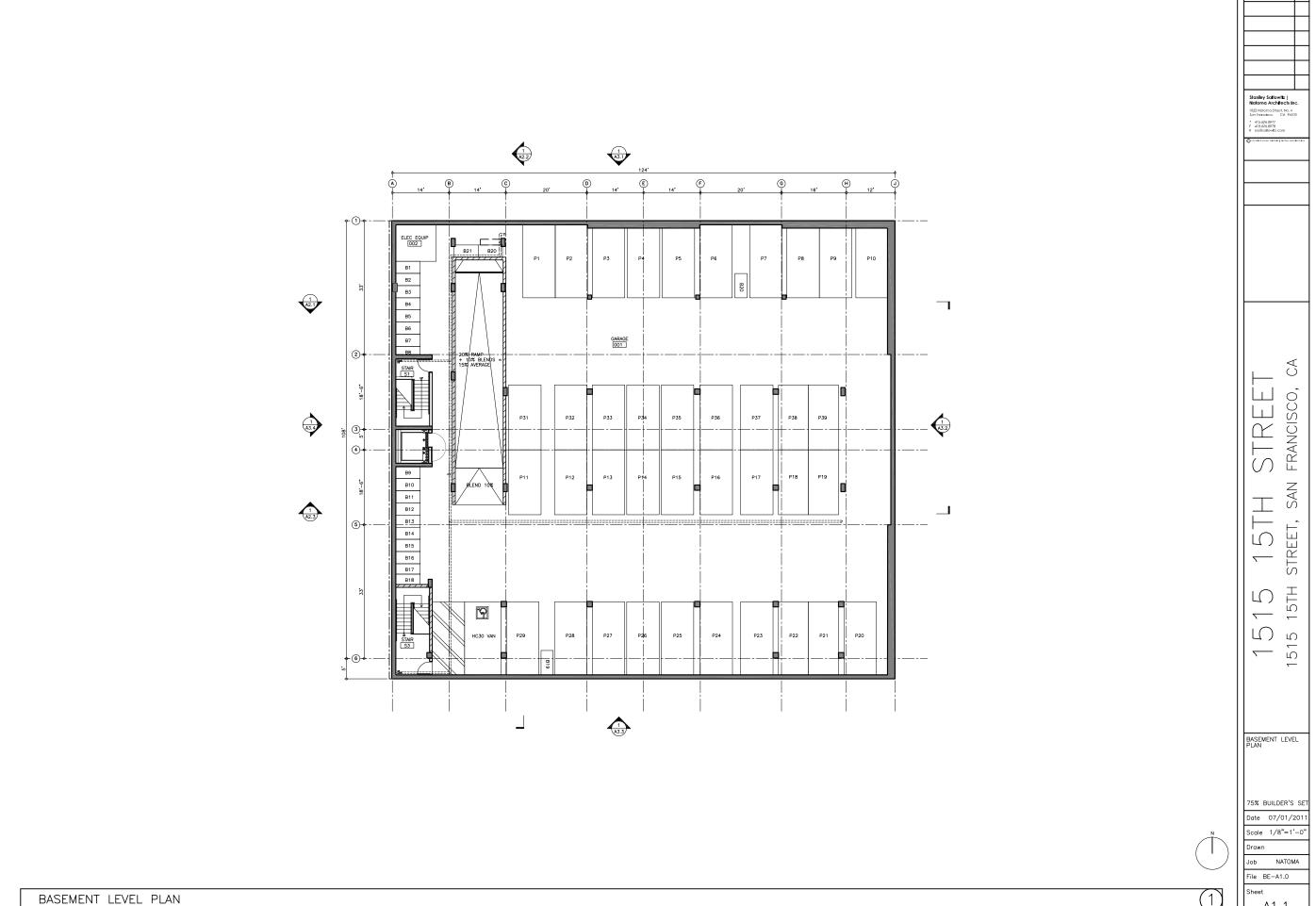
- Changing the auto ingress and egress from 15<sup>th</sup> Street to South Van Ness is not recommended by the Department. South Van Ness is a major arterial and the General Plan does not support curb cuts along such streets.
- The public's concerns regarding traffic calming are underway by the MTA.
- The Project is a residential with ground floor commercial development in an underutilized site in close proximity to transit to downtown.
- The Project site is an opportunity site that is currently used as a vacant automobile service station which significantly degrades the built and pedestrian environment that surrounds it.
- The area around the Project site was recently rezoned from C-M (Heavy Commercial) to UMU (Urban Mixed Use) as part of a long range planning goal to create a mixed use neighborhood that provides a higher ratio of family and affordable housing. This project meets these goals.
- The project provides 60% 2 bedroom units and 18% affordable units.
- The ground floor character of the building is active and commercially oriented along South Van Ness Avenue and 15th Street.
- Curb cuts are minimized to one parking access point for entire project.

RECOMMENDATION: Approve with Conditions



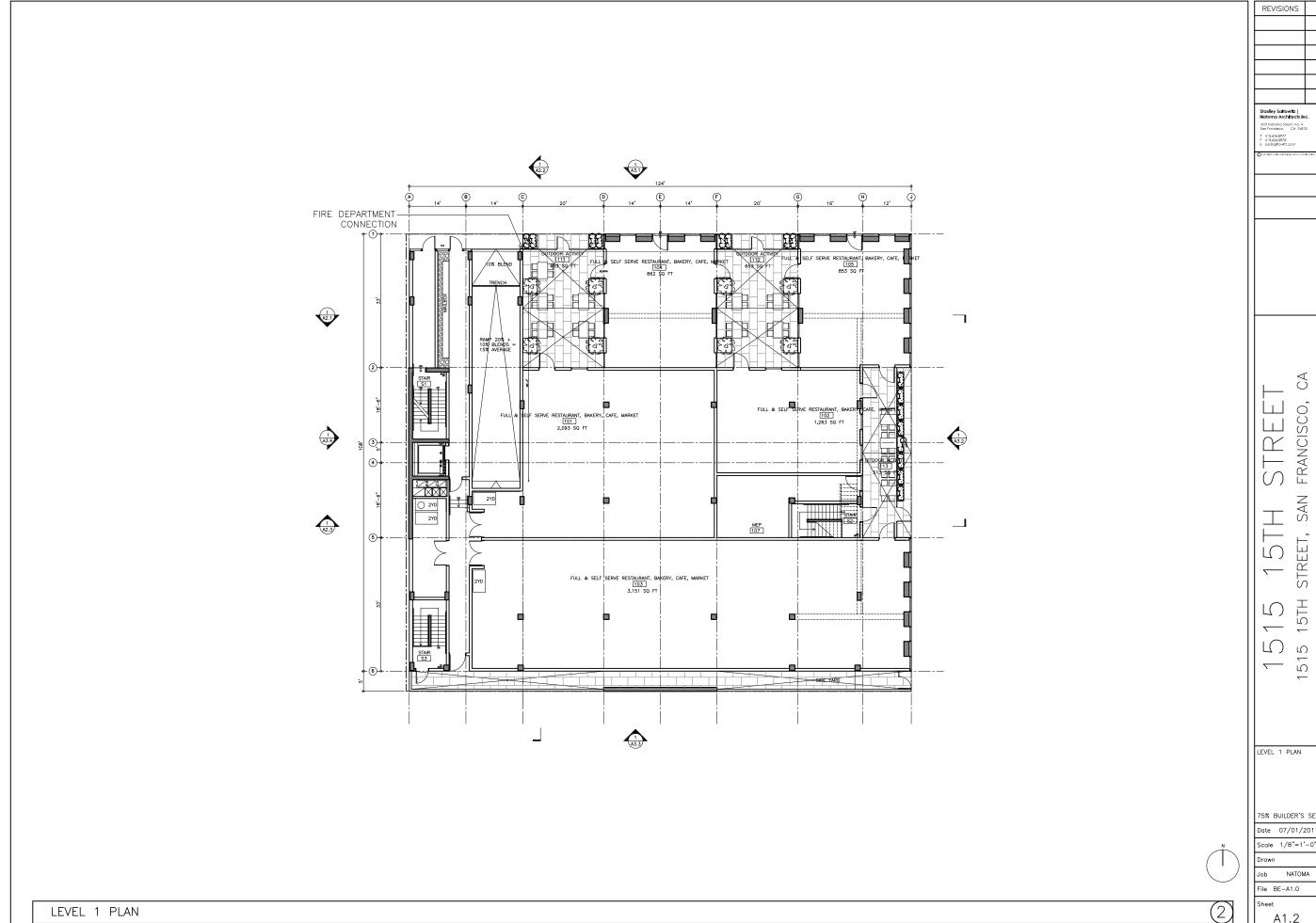






A1.1

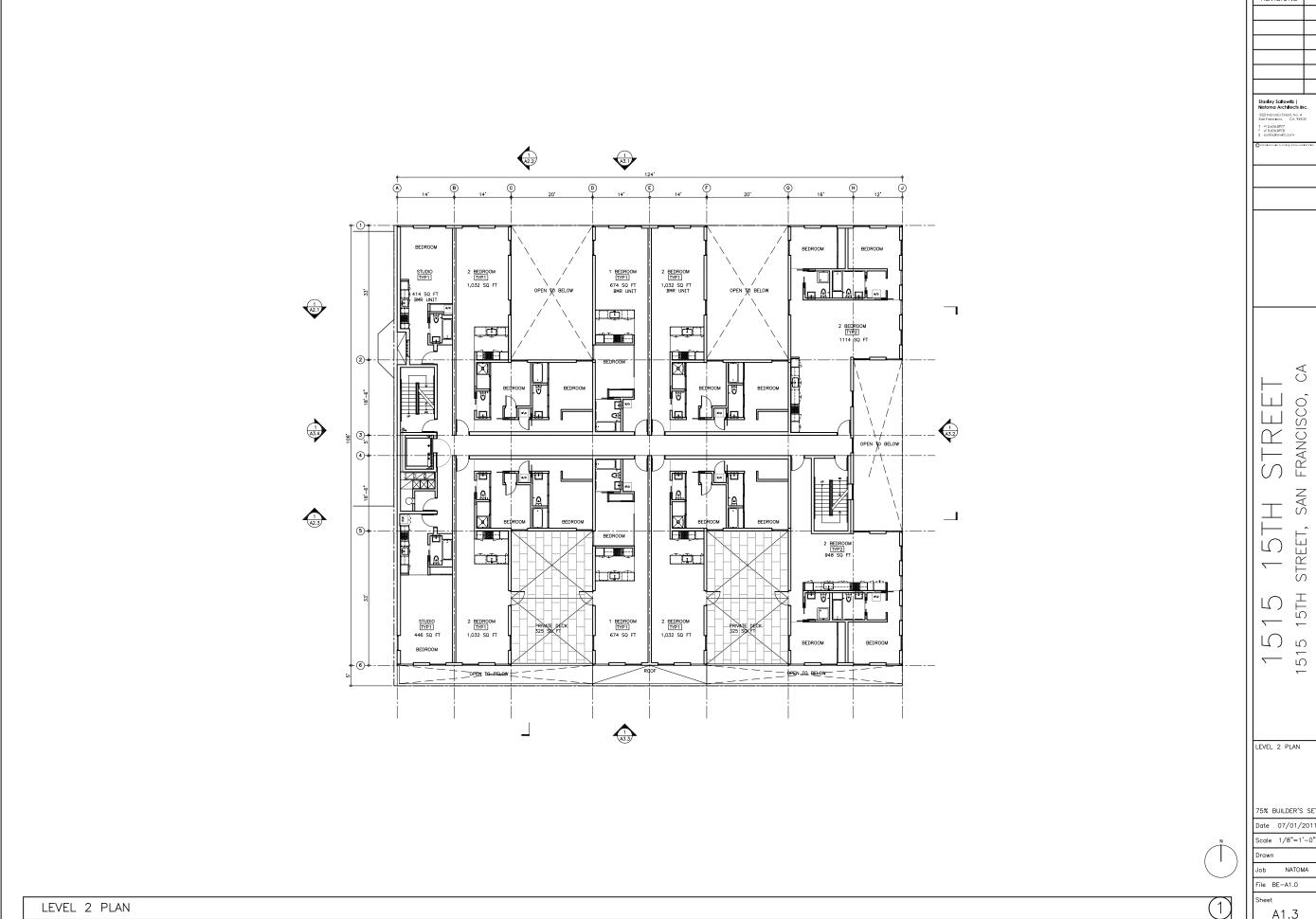
REVISIONS



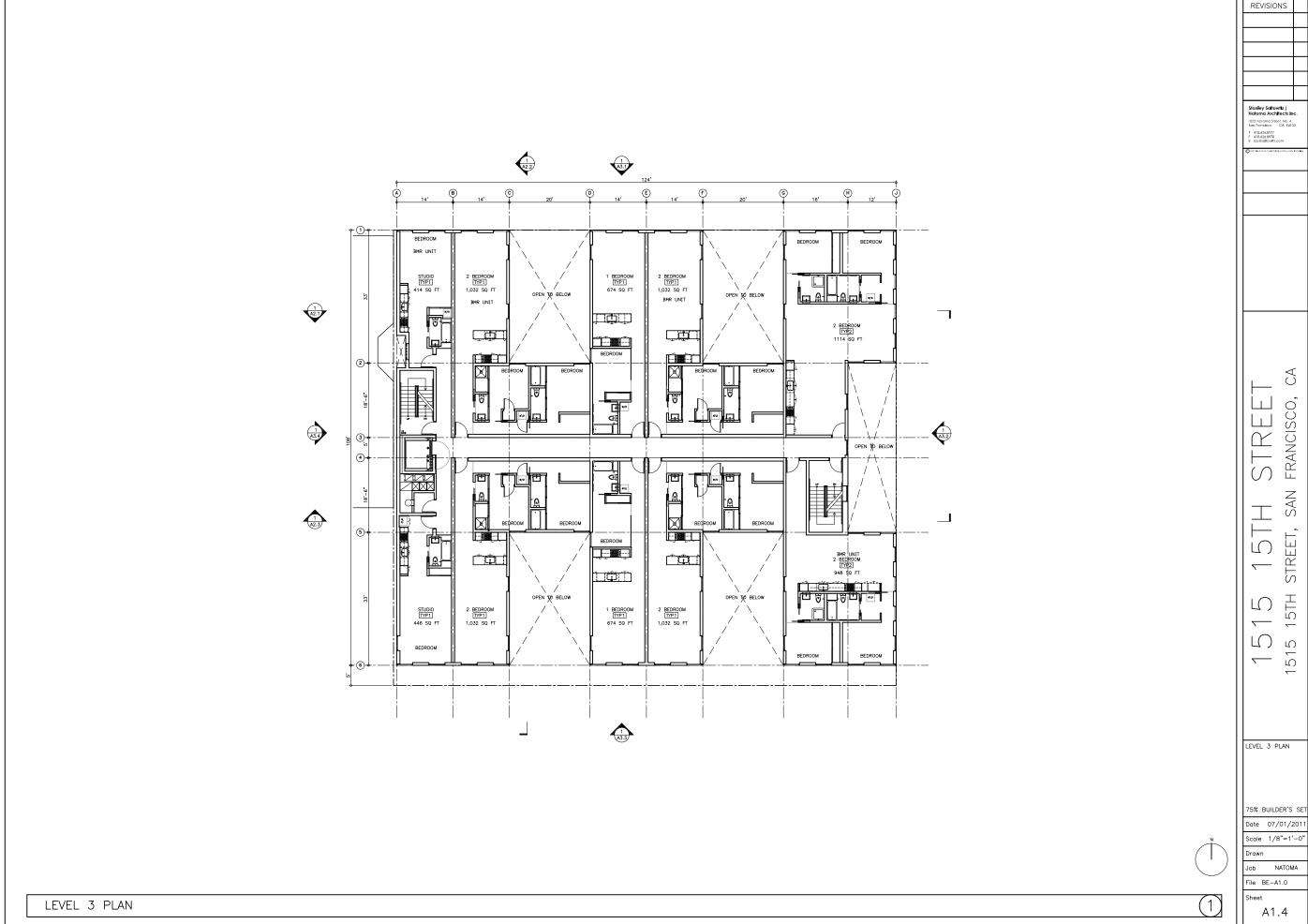
75% BUILDER'S SET

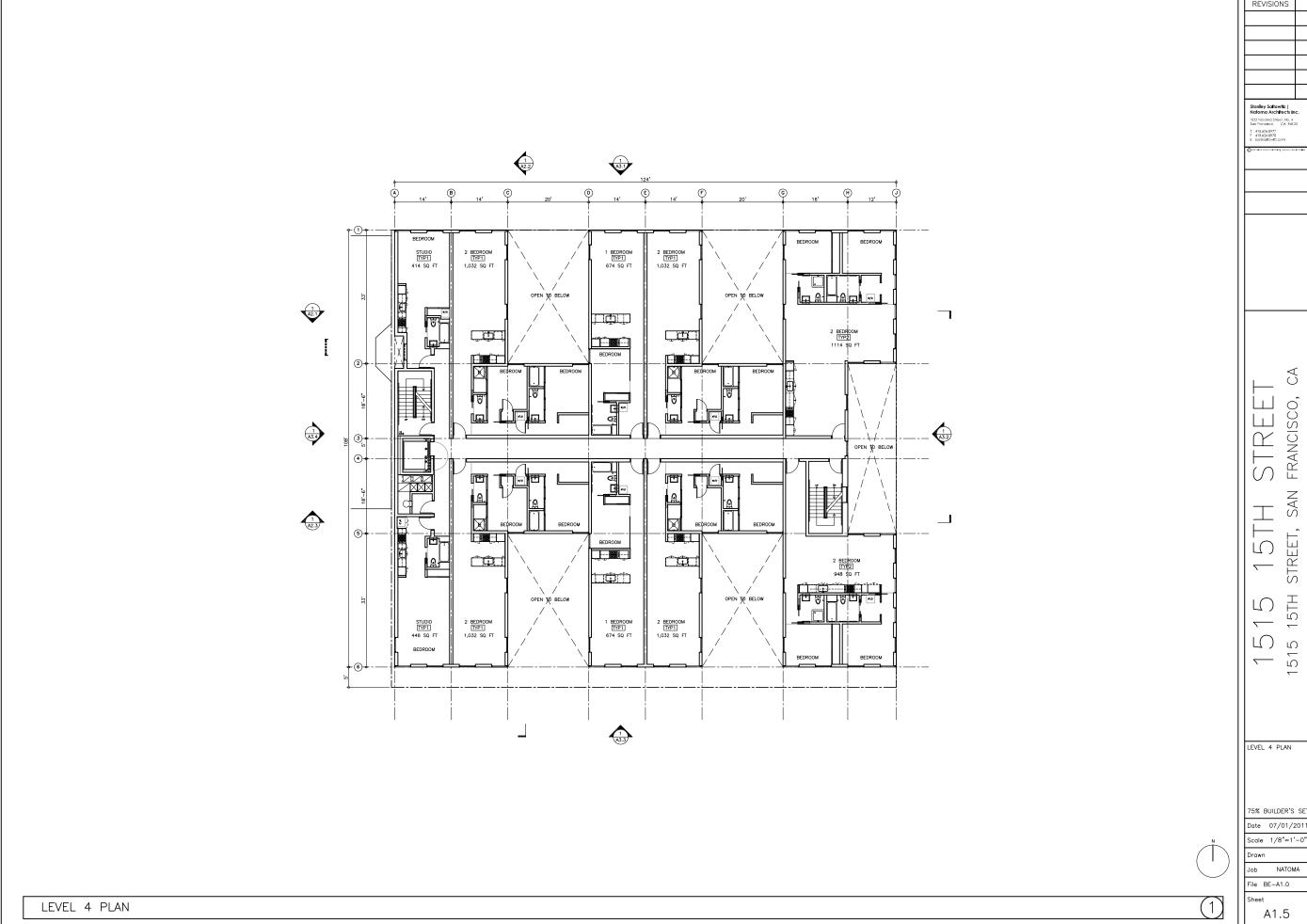
Scale 1/8"=1'-0"

A1.2

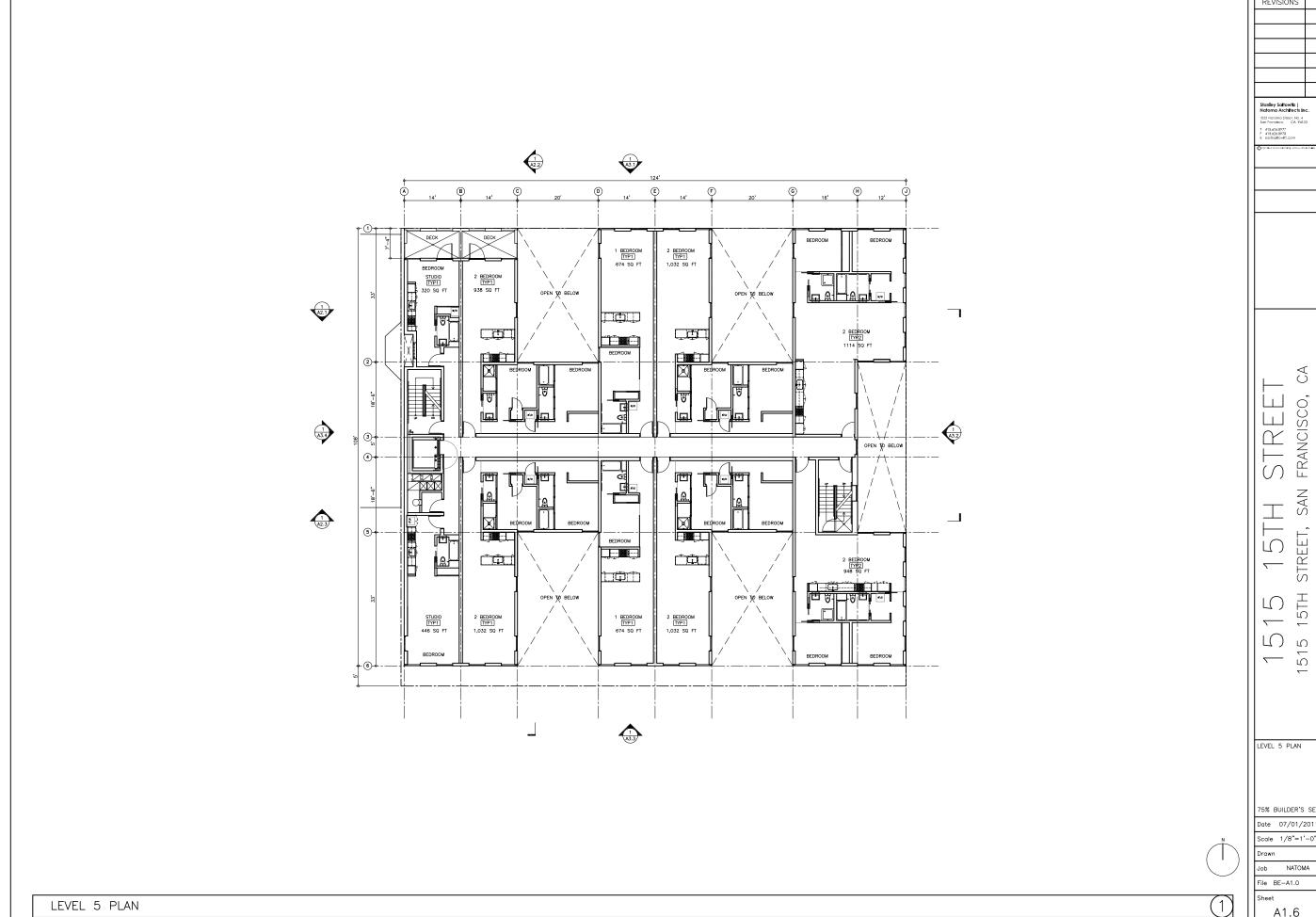


A1.3



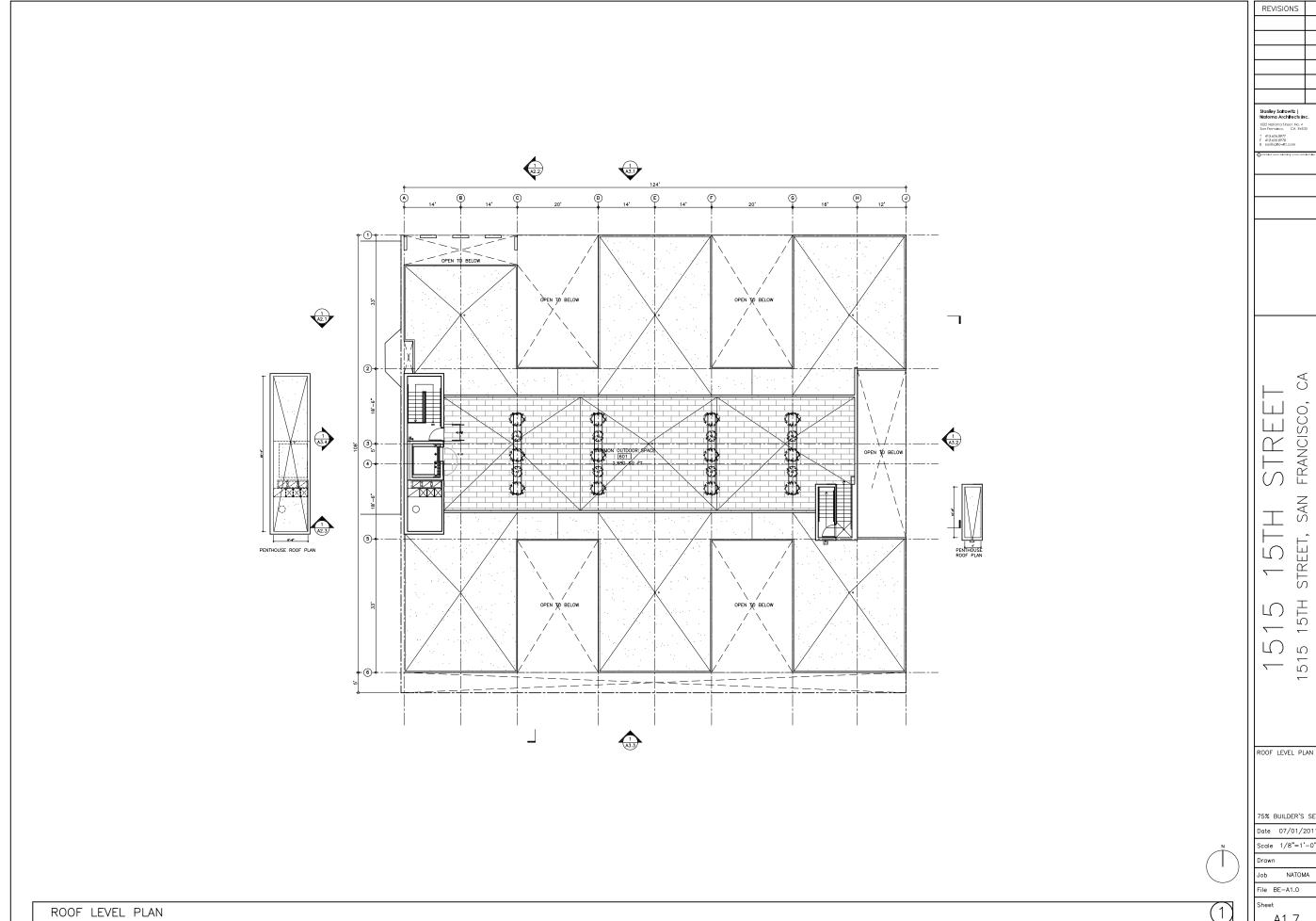


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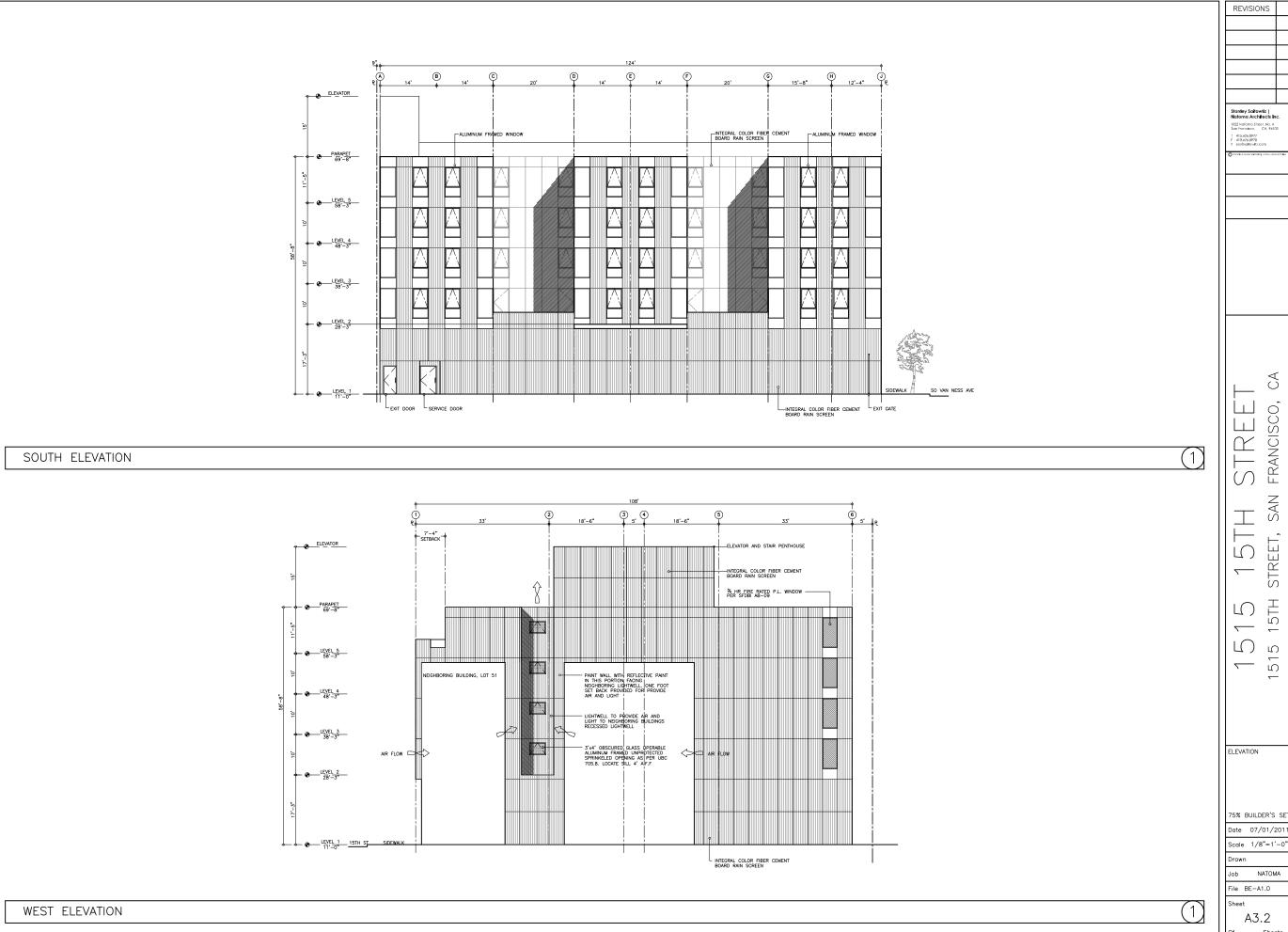
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A1.6



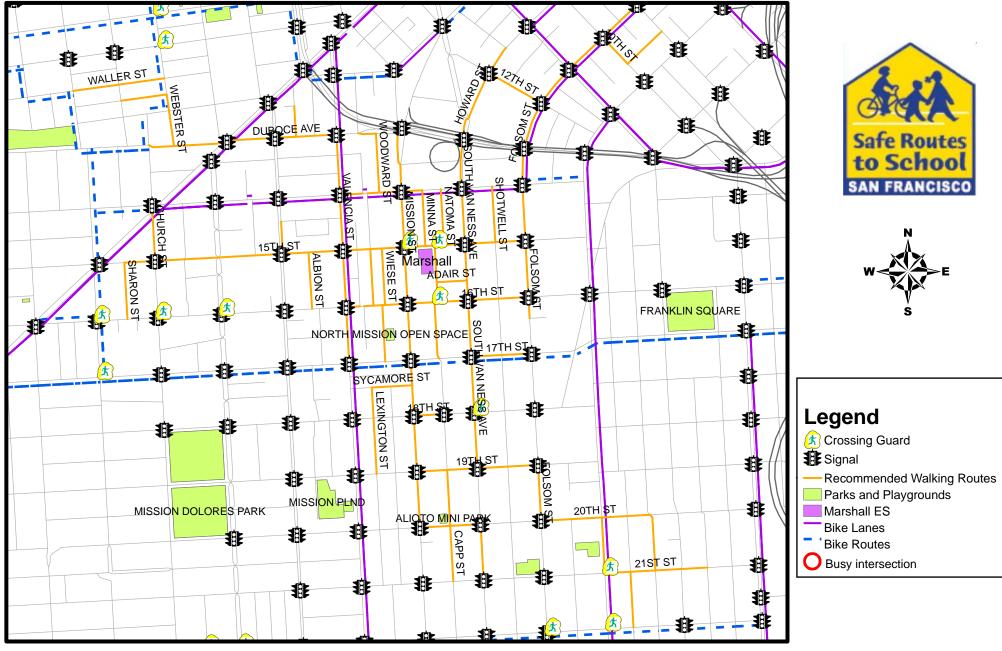
A1.7







# Marshall Elementary - Safe Routes Walking and Biking Map



Date: September 2010 Disclaimer:

- 1. New hazards or conditions may arise. Parents and children should exercise common sense in following the maps.
- 2. Safe Routes to Schools does not guarantee the safety of the routes.
- 3. Parents must make final determination regarding whether child is ready to safety travel on any given route.

# **About the Marshall Elementary School Safe Routes to School Project**

This project was made possible in part by the San Francisco County Transportation Authority through a grant of Proposition K Local Transportation Sales Tax funds.



# **Project Summary**

Caltrans awarded the Marshall Elementary School Safe Routes to School Project to the San Francisco Department of Parking and Traffic in 2004 to help improve several intersection crossings around the school surrounding the school. The project emphasized the crossings immediately adjacent to the school at the intersection of 15th and Capp Streets. Due to the sudden high cost of construction materials in recent years, the original plan to install more sidewalk extensions (also known as bulb-outs) along other walking routes to Marshall Elementary School were scaled back. What was constructed was a gateway treatment at the intersection of 15th and Capp Streets for both streets to narrow down the street and warn drivers that this was a school zone.

Additional traffic calming measures are planned for the area as part of the Minna-Natoma Traffic Calming Project now in development. In addition, plans for further traffic calming on Capp Street are also being studied.





Overall, these improvements have been well received by the school and neighborhood and helped create a better walking environment to the school from the surrounding neighborhoods. The project was completed in 2010.

#### 15th-Adair-Capp-Minna-Natoma Traffic Calming Project

This project was made possible in part by the San Francisco County Transportation Authority through a grant of Proposition K Local Transportation Sales Tax funds.

#### **Project Update**

Construction of traffic calming measures in the Minna-Natoma area has been delayed slightly while the SFMTA, the Department of Public Works (DPW) and the Public Utilities Commission (PUC) coordinate three local projects in order to minimize disruption to the neighborhood and maximize cost-effectiveness.

Two small changes have been necessary as the traffic calming plan has moved to construction. The raised crosswalk at 15th and South Van Ness Avenue proved unfeasible from an engineering perspective, and will be replaced with a speed hump on 15th Street between South Van Ness Avenue and Natoma Street. The mid-block bulbout on the west side of Capp Street, that was posed in front of the Marshall School yard has been deleted from the plan. This bulb was a phase 2 measure but may now be delayed after Capp street is repaved in 2012. The street will have a five year moratorium on excavation, so this bulb will either have to be built temporarily or delayed until the moratorium is over.

Construction of the speed humps and raised crosswalks will commence in coordination with the two existing paving and sewer contracts. These projects are scheduled to begin this winter and next spring respectively, and we will announce when specific traffic calming measures will be built as soon as that timeline has been finalized.

Phase 2 measures (as shown on the map below) will still be contingent on the relative success of Phase 1 construction measures in reducing speeds and cut-through traffic on local streets. Phase 2 measures will only be if needed to continue to calm traffic on area streets.

A Final Report on the planning phase of this project can be found here: Minna-Natoma Final Report.

#### **The Home Zone Concept**

The home zone idea is a concept developed in Europe that is spreading quickly in European and American cities. Originally called "woonerfs" in northern Europe, "home zones" in the United Kingdom, and "slow zones" in New York City, the goal of a home zone is to create streets that put people first, making them safe and comfortable to use whether you are in a vehicle, on a bike, or walking. This effect is possible through effective street design, where drivers are given visual cues to keep speeds at or under the speed limit. People walking, bicycling and others are encouraged to explore and to enjoy the space for recreational purposes.

For more information on "home zones" in San Francisco, see this Fact Sheet.

The San Francisco Municipal Transportation Agency (SFMTA) is excited to test out this approach to increasing the livability and safety of residential streets in San Francisco. Taking advantage of an existing traffic calming process, SFMTA's Sustainable Streets Division identified a small neighborhood around Marshall Elementary School in the Mission District as an ideal candidate for a trial home zone. The two square block area between South Van Ness Avenue and Mission Street, and between 14th and 16th streets is made up of five small streets. The characteristics that make this area prime for designation as San Francisco's first home zone include the following:

- Existing public process to vet the concept and design (traffic calming process started in June 2010)
- Small residential area, bordered by arterial and collector streets, that has documented speeding, and cut-through traffic
- Destinations that attract people walking, riding bikes, and using transit, such as Marshall Elementary School, the BART station, Mission Neighborhood Health Center, Mission Dolores, and Mission Street's commercial activities

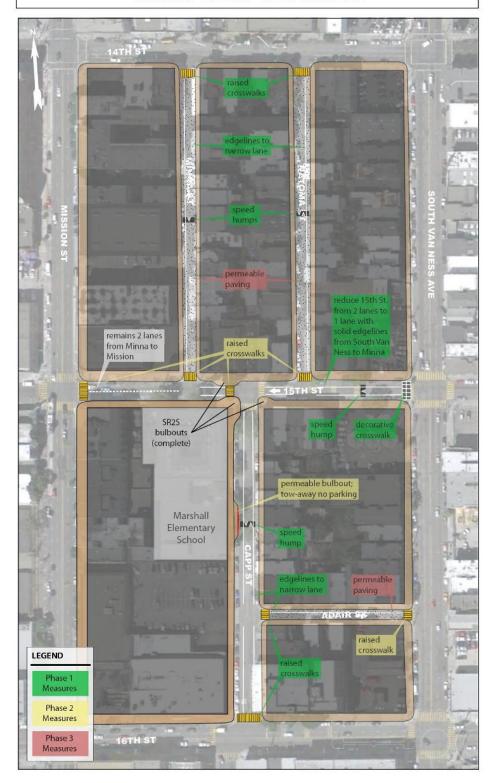
This pilot proposes the use of traffic calming measures to discourage speeding and cutthrough traffic to foster increased community activity in the area. Specifically, we are recommending the installation of raised crosswalks around the border of the area, with speed humps and traffic striping on interior blocks to visually narrow the roadway and to slow traffic. More walking and street life will discourage the social and public health issues which have long plagued Capp Street and the area adjacent to the 16th Street BART Plaza.





# 15th-Adair-Capp-Minna-Natoma "Home Zone" Measures





#### **Next Steps**

Construction of speed humps and painting of new edge lines was anticipated to begin this summer, but has been delayed slightly while the SFMTA is coordinating construction efforts with two local sewer and paving projects in order to impose less



via email - r.turner@js-sullivan.com

Rachel Turner, Project Manager JS Sullivan Development, LLC 1699 Valencia Street San Francisco, CA 94110

re: 1501 15th Street, San Francisco

Dear Rachel;

I am writing to support the project proposed for 1501 15<sup>th</sup> Street. I believe that housing over street-oriented retail is an ideal use for this location, and was also happy to see modern architecture by an extremely well respected yet still local architect. Due to the team involved and its track record I am sure that this will be a high quality project that, by providing additional housing, will also help ameliorate San Francisco's chronic housing shortfall.

This housing shortfall in particular is important to me. I recently moved out of the City, in large part due to a lack of mid-priced, mid-sized, modern housing like this project. Projects like these which provide additional housing, while obviously a drop in the bucket, are the only way to consistently increase and improve the housing stock, eventually increasing the supply, increasing available stock, and reducing prices at all housing levels. I actually believe that smaller and mid-sized projects like these are the best approach, as they do not have the neighborhood-changing impact that larger projects or towers can have.

Again, I strongly support this project, and urge the City to approve it.

Sincerely,

Matthew Foss matt.foss@gmail.com +1 310 227 6577

From:

dcp99@me.com

Sent:

Thursday, July 07, 2011 4:50 PM info@1501-15thStreet.com

To: Subject:

New Form Entry: Contact Form

You've just received a new submission to your Contact Form.

#### **Submitted Information:**

#### Name

Dorian Papadopoulos

#### **Email**

dcp99@me.com

#### Comment

Anything is better than an empty gas station.

From:

Information @ 1501 15th Street [info@1501-15thstreet.com]

Sent:

Thursday, July 07, 2011 12:46 PM

To:

Rachel Turner

Subject:

FW: New Form Entry: Contact Form

**From:** matt.foss@gmail.com [mailto:matt.foss@gmail.com]

Sent: Wednesday, July 06, 2011 6:18 PM

To: info@1501-15thStreet.com

Subject: New Form Entry: Contact Form

You've just received a new submission to your Contact Form.

#### **Submitted Information:**

#### Name

Matt Foss

#### **Email**

matt.foss@gmail.com

#### Comment

I like the architecture and think this is a great use for the site with dense residential over street retail. I support the project and hope to see it built.

From:

ryan@knock-ad.com

Sent:

Friday, July 08, 2011 12:42 PM info@1501-15thStreet.com

To:

Subject:

New Form Entry: Contact Form

Flag Status:

Flagged

You've just received a new submission to your Contact Form.

#### Submitted Information:

#### Name

Ryan Knock

#### **Email**

ryan@knock-ad.com

#### Comment

Beautiful project!

From:

christopher\_elmendorf@yahoo.com

Sent:

Friday, July 08, 2011 1:49 PM

To: Subject:

info@1501-15thStreet.com New Form Entry: Contact Form

You've just received a new submission to your Contact Form.

#### **Submitted Information:**

#### Name

Chris Elmendorf

#### **Email**

christopher elmendorf@yahoo.com

#### Comment

Looks like a great project. Love the ground-floor open space. I do think this location can and probably should accommodate more density though (a taller building). It's density going up that puts people on the street below-good for business, good for safety, good for fun.

Chris Elmendorf 1227 Guerrero St.

#### **AND**

# **CREATE NEW HOUSING**

Dear San Francisco Planning Commission:

Name Address		Live or Work (Circle One)
GREG TALECK 1527	A 15TH ST	<u> </u>
Lucila Campos 3	360 So. VAN Ness A	ve L/W
Juan Aguirre 32	4 South Van Ness	AVe L/W
Fidel Trodo 300	o S. Van NESS	L/W
Leonel Jarguin Book	399 So. Van ness	(I)W
PATRICK TIDMORE 42	235. Van Nem	PW
Amado Franco 43	5 S. Vun Wess SF	L/W
Tom Handani 47	3 S. Van Ness	(17)W
Milanio Scelinas 1	536-157h Street SECA	94/03 L/W
There ken to	33 WILDER ST. \$303 S.F.	C+ 94/3/10/W)
		L/W

# **AND**

# CREATE NEW HOUSING

Dear San Francisco Planning Commission:

Name	Address		Live or Work (Circle One)
Laura Stonehil	1461	15th St	(L)W
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#### AND

# CREATE NEW HOUSING!

Dear San Francisco Planning Commission:

Name		2	Address or Email		Live or Work
Bamon	108885	304	CAPP S7 CA		(Circle One)
Alejandro Ville	reortu	Si8	HINNUASOS St. SF. CA. 9	4102	<u>(I)/W</u>
Alberto	Martines Decer	608	Sadh Monass 11		(L)W
Isacas	Penes Pa	irer	809 South Yun	Mess	<u> </u>
RUTILIE	GIRON S	BUTH 1	lanness st.		<u>(I)/W</u>
Young Ca	mila 19 Mi	ssion 27	84 P.P. #15		<u>(Ì/W</u>
Wilkido	Pérez	crúz	77 Y SAVANCS # 1.320	02	<u>(D</u> /W
Lilian	ISaguirres	3010		.A 94110	<u>1</u> VW
Ana Bo	arbara Can U	$\sim$ 32	23 17th st.		<u>(I)/W</u>
AMA A	Vala 20 AVA	BOMAS	T. #867		<u>(1)/W</u>
ABerlo	martinez	275	7 Folsom		<u>D</u> VW
Juan Ran	mirez 3435	20 TH S	57 A" SF CA 94110		<u>DW</u>
Potrici	a Guzman	135	Zy natoma 9410.	3	<u>(L)W</u>
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#### AND

#### **CREATE NEW HOUSING!**

Dear San Francisco Planning Commission:

Name Address or Email	Live or Work
O(O)	(Circle Qne)
Steve Jingh sssingh 21 e harmail.com	W
Maria Camina 3074 24 ST APT #F6	(L/W
M-POTTER 252 14th ST "PLAN IS UGU"	I/W)
MIGUEL WOLF 2106FORSOM ST APT #11	DW
Wilson May Geary AP+#61	/YVW
RUTILIO GIRON 808 SOUTHVANNESS BT.	Y DW
JOSE LAINET 9717 POLSOM ST APT #2	<u>(L)W</u>
Victor Monty Van 3090 ST.	(Y)W
CAPLES MEIN 240 SHOTWELL ST	DW
Selvin Audolio dardony Rodriguez 2918 Cesurc	HaveSNW
Wilde eva gu Salzen APT 3057	WW.
MILTER POMOS CESAR CHAVES Y FrOMAN Nº 2918	W/W
PAULINO NAVAS 19-4 CAP Nº 222	(J/W)

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# CREATE NEW HOUSING!

Dear San Francisco Planning Commission:

Name	Address or Email	Live or Work
"IT" ALGEANDER	Elxodry amga-lom	(Circle One)
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grand of the	1020 mer &we. J.	F C C C W
Billy Amingeno	Maco 2901 To the St. San Franc	150 9403 L(W)
APRIL GREGERSON	12901 16th STREET, SAN FRANCISCO C	A L(W)
Angel Martine Z	150 Publin 94/12 san Francis	SCO CA (L/W)
Calley Untono Cartino	collen outenin 1991 @ yaker . con	YW)
Schafen A harteret	- 808 8. VANNS. AU.	( <u>L</u> )W
Anieika Rodniques	2972 Mission St Apt B SF (	7 94110 DW
J	,	L/W
		<u>L/W</u>
		<u>L/W</u>

# AND

# CREATE NEW HOUSING!

Dear San Francisco Planning Commission:

<u>Name</u> <u>Addr</u>	ress or Email	Live or Work
		(Circle One)
MARIA CRISTINA C. REYES BURGETL	KING 16th ST. SAN FRANCISCO	<u>L(W</u> )
TANIA MONTALVO imrgell	King 6th St. SAN Francisc	O L/W
SAMANTA BURGER	KING 16th ST. SAN FRANCE	5() I(W)
LEO DORANTES 2978 16	TH SAN FRANCISCO 94199	L/(W))
the state of the s	ing 16th Sty Francisco	I/W
Douglas Ladd 52050 Van	Vess#334 SFCA 94110	L/W
1260 - 15th CF (A	94/03	L/W)
Maria Conalas mans	· cxirales @ gmail-com	LW
ISIDRO SAENZPARDO LSISABI	UZ69 (3 agnail, Com	LW
	RALAGHI @ G.MAIL . COM	T(M)
Antrales Saltzrasher Doman	echi agneil. en	$L/\overline{W}$

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# CREATE NEW HOUSING!

Dear San Francisco Planning Commission:

Name	Address or Email	Live or Work
Clend: Vasquez	81 A woodward st 94103	(Circle One)
marco compos	668 Sputh Van noss 94110	DW
		ĹW
Jose u Dolgado.	267 MOSCOW ST SF. GA 94112.	T(M)
Koberto Floris	35 Colonial way SF CA 94112	
		<u>L/W</u>
	·	<u>L/W</u>
		<u>L/W</u>
N. C.		<u>L/W</u>
		L/W

#### AND

# CREATE NEW HOUSING!

Dear San Francisco Planning Commission:

Name		Address or Email	Live or Work	
Leónidas	Morán	1 victoria st. St CA a	(Circle One)	
Kilian 0	Isagines	3010 MISSION St. CA 9	Cyllo (L)W	-
JOHNA CO	rrillo	19 Mission Apartamento #15	L/W	
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