



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary

### Parkmerced Development Project Design Review Approval Informational Hearing

*Date:* July 30, 2015  
*Case No.* **Case No. 2014.1370GEN\_04**  
**300 Arballo Drive**

*Zoning:* *Parkmerced-Residential (PM-R)*  
*Block/Lot No.:* 7308/001  
*Project Sponsor:* Parkmerced Owner, LLC  
3711 19<sup>th</sup> Avenue  
San Francisco, CA 94132

*Applicant:* Jim Abrams  
J. Abrams Law, P.C.  
575 Florida Street, Suite 150  
San Francisco, CA 94110

*Staff Contact:* Veronica Flores  
(415) 575-9173  
[veronica.flores@sfgov.org](mailto:veronica.flores@sfgov.org)

*Recommendation:* Approval

*Approval*  
*By:* \_\_\_\_\_  
John Rahaim, Director of Planning

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

Reception:  
**415.558.6378**

Fax:  
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Planning  
Information:  
**415.558.6377**

## INTRODUCTION

On May 7, 2015, Mr. Jim Abrams, of J. Abrams Law, P.C., authorized agent for Parkmerced Owner, LLC, (the "Project Sponsor") submitted an application for Design Review in the Parkmerced Special Use District for the property at 300 Arballo Drive (the "Property") to allow for the construction of a new residential project within the Parkmerced-Residential (PM-R) zoning district with 89 units, one car-share space, 89 Class 1 bicycle parking spaces and five Class 2 bicycle parking spaces, in general conformity with Plans filed with the Application and labeled "Exhibit A" (the "Project").

The design review application pertains to one residential building proposed as part of the Parkmerced Development Project (the "Parkmerced Project"), which was approved by the San Francisco Board of Supervisors in July 2011 pursuant to a Development Agreement. The Development Agreement is a legally-binding contract between the City and Project Sponsor that lays out all of the obligations of and benefits afforded the Project Sponsor and the City. Development Agreements are typical for master-planned developments of this scope. The Development Agreement establishes the overall

framework for the project and all of the public benefits negotiated by the City, in exchange for a guarantee of the right of the Project Sponsor to build the basic project in accordance with the Design Standards and Guidelines while the Agreement is in effect (30 years). The Agreement includes substantial protections and relocation benefits for existing tenants and a Phasing Plan that lists all required community improvements and specific net new unit and/or auto-trip thresholds when each improvement must be provided. The Development Agreement was by the Planning Commission and the Board of Supervisors, and executed by the directors of other key agencies, including the SFMTA and SFPUC.

The Parkmerced Project is a long-term (approximately 20-30 years) mixed-use development program to comprehensively re-plan and re-develop the approximately 116-acre Site (152-acres including streets). The Project proposes to increase the residential density, provide new commercial and retail services, provide new transit facilities, new parks and open space amenities and improve existing utilities and stormwater management systems within the development Site. Of the existing 3,221 residential units on the Site, approximately 1,683 units located within the 11 existing towers would remain and approximately 1,538 existing apartments would be demolished and replaced in phases over the approximately 20 to 30-year development period. As provided in the proposed Development Agreement, all 1,538 new replacement units would be subject to the San Francisco Rent Stabilization Ordinance and existing tenants in the to-be-replaced existing apartment units would have rights to relocate into new replacement units of equivalent size with the same number of bedrooms and bathrooms at their existing rents. An additional 5,679 net new units would also be added to the Site for a project total of 8,900 units. New buildings on the Site would range in height from 35 feet to 145 feet, and would not be taller than the existing towers, which will remain. Neighborhood-serving retail and office space would also be constructed as part of the proposed Project and concentrated on Crespi Drive, near the northeast part of the Site and the light-rail line. The proposed new neighborhood core would be located within walking distance of all the residences within Parkmerced.

## **DESIGN REVIEW APPROVAL PROCESS**

Except for projects seeking a Major Modification to the Design Standards and Guidelines, the Planning Director may approve or disapprove the project design and any Minor Modifications based on its compliance with this Special Use District and the Parkmerced Design Standards and Guidelines and the findings and recommendations of the staff report.

If the project is consistent with the quantitative Standards set forth in this Special Use District and the Parkmerced Design Standards and Guidelines, the Planning Director's discretion to approve or disapprove the project is limited to the project's consistency with the qualitative elements of the Parkmerced Design Standards and Guidelines and the General Plan. The Project does not seek any Major Modifications from the Design Standards and Guidelines. Therefore, the Planning Director is charged with approval or disapproval of the Project design.

## **INFORMATIONAL HEARING AT PLANNING COMMISSION**

This staff report is provided in furtherance of Planning Code section section 249.64(d)(3), which requires that, not more than 60 days after a Design Review application for any “Large Project” within Parkmerced is complete, Planning Department staff must review the project to determine that it complies with the Special Use District and the Design Standards and Guidelines, and, issue a staff report to the Planning Commission, including a recommendation regarding any modifications sought. Planning Code section 249.64(d)(3).

An informational hearing must be made to the Planning Commission for all Large Projects, during which the Planning Commission and members of the public may provide comments to the Planning Director and Planning Department regarding the proposed design of the project. Planning Code section 249.64(d)(4)(B). The Planning Director must consider these comments when approving the design review application. Large Projects are defined as those projects that:

- Includes the construction of a new building greater than 65 feet in height or includes a vertical addition to an existing building resulting in a total building height greater than 65 feet; or
- Involves a net addition or new construction of more than 25,000 gross square feet; or
- Has 150 linear feet or more of contiguous street frontage on any public right-of-way. Planning Code section 249.64(d)(4)(B).

The Project constitutes a Large Project, as it contains more than 25,000 gross square feet.

## **NATURE OF DESIGN REVIEW APPROVAL**

The City’s discretion to approve a design review application is limited to its application of the qualitative or subjective elements of the Design Standards and Guidelines, such as those related to choice of building materials. Development Agreement section. 3.3.1. The City does not have discretion to disapprove or recommend modification to the aspects of a building or Community Improvement that meets the quantitative or objective standards of the Design Standards and Guidelines (such as the building’s proposed height, lot coverage, bulk, setbacks, or amount of open space or parking, or the width of sidewalks and streets ).

## **RECOMMENDATION**

Planning Department staff recommends that the Planning Director approve of the Design Review application for the Project, as the Project complies with the Special Use District and the Parkmerced Design Standards and Guidelines, and, as shown below, does not seek any Major or Minor Modifications from the Design Standards and Guidelines as defined by Planning Code section 249.64(c). A checklist analyzing the Project’s consistency with each building-related standard of the Design Standards and Guidelines is included at the end of Exhibit A.

## **NOTICES FOR PLANNING COMMISSION HEARINGS**

For any Planning Commission hearing shown above, notice must be provided as follows: (i) by mail not less than 10 days prior to the date of the hearing to the project applicant, to property owners within 300 feet of the exterior boundaries of the property that is the subject of the application, using for this purpose the names and addresses as shown on the citywide assessment roll in the Office of the Tax Collector, and to any person who has requested such notice; and (ii) by posting on the subject property at least 10 days prior to the date of the hearing. Planning Code section 249.64(d)(4)(D).

The requisite notices were provided on July 24, 2014. To date, the Department received no public comments regarding the proposal.

<p><b>RECOMMENDATION:</b>    <b>Approval, finding the Project, on balance, is consistent with the Park Merced Design Standards and Guidelines per Planning Code Section 249.64.</b></p>
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# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary

### Parkmerced Development Project Design Review Approval Informational Hearing

*Date:* July 30, 2015  
*Case No.* **Case No. 2014.1370GEN\_06**  
**99 Vidal Drive**

*Zoning:* *Parkmerced-Residential (PM-R)*  
*Block/Lot No.:* 7308/001  
*Project Sponsor:* Parkmerced Owner, LLC  
3711 19<sup>th</sup> Avenue  
San Francisco, CA 94132

*Applicant:* Jim Abrams  
J. Abrams Law, P.C.  
575 Florida Street, Suite 150  
San Francisco, CA 94110

*Staff Contact:* Veronica Flores  
(415) 575-9173  
[veronica.flores@sfgov.org](mailto:veronica.flores@sfgov.org)

*Recommendation:* Approval

*Approval*  
*By:* \_\_\_\_\_  
John Rahaim, Director of Planning

1650 Mission St.  
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## INTRODUCTION

On June 4, 2015, Mr. Jim Abrams, of J. Abrams Law, P.C., authorized agent for Parkmerced Owner, LLC, (the "Project Sponsor") submitted an application for Design Review in the Parkmerced Special Use District for the property at 99 Vidal Drive (the "Property") to allow for the construction of a new residential project within the Parkmerced-Residential (PM-R) zoning district with 64 units, one car-share space, 64 Class 1 bicycle parking spaces and five Class 2 bicycle parking spaces, in general conformity with Plans filed with the Application and labeled "Exhibit A" (the "Project").

The design review application pertains to one residential building proposed as part of the Parkmerced Development Project (the "Parkmerced Project"), which was approved by the San Francisco Board of Supervisors in July 2011 pursuant to a Development Agreement. The Development Agreement is a legally-binding contract between the City and Project Sponsor that lays out all of the obligations of and benefits afforded the Project Sponsor and the City. Development Agreements are typical for master-planned developments of this scope. The Development Agreement establishes the overall

framework for the project and all of the public benefits negotiated by the City, in exchange for a guarantee of the right of the Project Sponsor to build the basic project in accordance with the Design Standards and Guidelines while the Agreement is in effect (30 years). The Agreement includes substantial protections and relocation benefits for existing tenants and a Phasing Plan that lists all required community improvements and specific net new unit and/or auto-trip thresholds when each improvement must be provided. The Development Agreement was by the Planning Commission and the Board of Supervisors, and executed by the directors of other key agencies, including the SFMTA and SFPUC.

The Parkmerced Project is a long-term (approximately 20-30 years) mixed-use development program to comprehensively re-plan and re-develop the approximately 116-acre Site (152-acres including streets). The Project proposes to increase the residential density, provide new commercial and retail services, provide new transit facilities, new parks and open space amenities and improve existing utilities and stormwater management systems within the development Site. Of the existing 3,221 residential units on the Site, approximately 1,683 units located within the 11 existing towers would remain and approximately 1,538 existing apartments would be demolished and replaced in phases over the approximately 20 to 30-year development period. As provided in the proposed Development Agreement, all 1,538 new replacement units would be subject to the San Francisco Rent Stabilization Ordinance and existing tenants in the to-be-replaced existing apartment units would have rights to relocate into new replacement units of equivalent size with the same number of bedrooms and bathrooms at their existing rents. An additional 5,679 net new units would also be added to the Site for a project total of 8,900 units. New buildings on the Site would range in height from 35 feet to 145 feet, and would not be taller than the existing towers, which will remain. Neighborhood-serving retail and office space would also be constructed as part of the proposed Project and concentrated on Crespi Drive, near the northeast part of the Site and the light-rail line. The proposed new neighborhood core would be located within walking distance of all the residences within Parkmerced.

## **DESIGN REVIEW APPROVAL PROCESS**

Except for projects seeking a Major Modification to the Design Standards and Guidelines, the Planning Director may approve or disapprove the project design and any Minor Modifications based on its compliance with this Special Use District and the Parkmerced Design Standards and Guidelines and the findings and recommendations of the staff report.

If the project is consistent with the quantitative Standards set forth in this Special Use District and the Parkmerced Design Standards and Guidelines, the Planning Director's discretion to approve or disapprove the project is limited to the project's consistency with the qualitative elements of the Parkmerced Design Standards and Guidelines and the General Plan. The Project does not seek any Major Modifications from the Design Standards and Guidelines. Therefore, the Planning Director is charged with approval or disapproval of the Project design.

## **INFORMATIONAL HEARING AT PLANNING COMMISSION**

This staff report is provided in furtherance of Planning Code section 249.64(d)(3), which requires that, not more than 60 days after a Design Review application for any “Large Project” within Parkmerced is complete, Planning Department staff must review the project to determine that it complies with the Special Use District and the Design Standards and Guidelines, and, issue a staff report to the Planning Commission, including a recommendation regarding any modifications sought. Planning Code section 249.64(d)(3).

An informational hearing must be made to the Planning Commission for all Large Projects, during which the Planning Commission and members of the public may provide comments to the Planning Director and Planning Department regarding the proposed design of the project. Planning Code section 249.64(d)(4)(B). The Planning Director must consider these comments when approving the design review application. Large Projects are defined as those projects that:

- Includes the construction of a new building greater than 65 feet in height or includes a vertical addition to an existing building resulting in a total building height greater than 65 feet; or
- Involves a net addition or new construction of more than 25,000 gross square feet; or
- Has 150 linear feet or more of contiguous street frontage on any public right-of-way. Planning Code section 249.64(d)(4)(B).

The Project constitutes a Large Project, as it contains more than 25,000 gross square feet.

## **NATURE OF DESIGN REVIEW APPROVAL**

The City’s discretion to approve a design review application is limited to its application of the qualitative or subjective elements of the Design Standards and Guidelines, such as those related to choice of building materials. Development Agreement section. 3.3.1. The City does not have discretion to disapprove or recommend modification to the aspects of a building or Community Improvement that meets the quantitative or objective standards of the Design Standards and Guidelines (such as the building’s proposed height, lot coverage, bulk, setbacks, or amount of open space or parking, or the width of sidewalks and streets ).

## **RECOMMENDATION**

Planning Department staff recommends that the Planning Director approve of the Design Review application for the Project, as the Project complies with the Special Use District and the Parkmerced Design Standards and Guidelines, and, as shown below, does not seek any Major or Minor Modifications from the Design Standards and Guidelines as defined by Planning Code section 249.64(c). A checklist analyzing the Project’s consistency with each building-related standard of the Design Standards and Guidelines is included at the end of Exhibit A.

## **NOTICES FOR PLANNING COMMISSION HEARINGS**

For any Planning Commission hearing shown above, notice must be provided as follows: (i) by mail not less than 10 days prior to the date of the hearing to the project applicant, to property owners within 300 feet of the exterior boundaries of the property that is the subject of the application, using for this purpose the names and addresses as shown on the citywide assessment roll in the Office of the Tax Collector, and to any person who has requested such notice; and (ii) by posting on the subject property at least 10 days prior to the date of the hearing. Planning Code section 249.64(d)(4)(D).

The requisite notices were provided on July 24, 2014. To date, the Department received no public comments regarding the proposal.

<p><b>RECOMMENDATION:</b>    <b>Approval, finding the Project, on balance, is consistent with the Park Merced Design Standards and Guidelines per Planning Code Section 249.64.</b></p>
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# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary

### Parkmerced Development Project Design Review Approval Informational Hearing

*Date:* July 30, 2015  
*Case No.* **Case No. 2014.1370GEN**  
**455 Serrano Drive and 850 Gonzalez Drive**

*Zoning:* *Parkmerced-Residential (PM-R)*  
*Block/Lot No.:* 7335/001  
*Project Sponsor:* Parkmerced Owner, LLC  
3711 19<sup>th</sup> Avenue  
San Francisco, CA 94132

*Applicant:* Jim Abrams  
J. Abrams Law, P.C.  
575 Florida Street, Suite 150  
San Francisco, CA 94110

*Staff Contact:* Veronica Flores  
(415) 575-9173  
[veronica.flores@sfgov.org](mailto:veronica.flores@sfgov.org)

*Recommendation:* Approval

*Approval*  
*By:* \_\_\_\_\_  
John Rahaim, Director of Planning

1650 Mission St.  
Suite 400  
San Francisco,  
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## INTRODUCTION

On April 23, 2015, Mr. Jim Abrams, of J. Abrams Law, P.C., authorized agent for Parkmerced Owner, LLC, (the "Project Sponsor") submitted an application for Design Review in the Parkmerced Special Use District for the property at 455 Serrano Drive and 850 Gonzalez Drive (the "Property") to allow for the construction of a new residential project within the Parkmerced-Residential (PM-R) zoning districts with 248 units, 445 parking spaces, three car-share spaces, 250 Class 1 bicycle parking spaces, and 14 Class 2 bicycle parking spaces, in general conformity with Plans filed with the Application and labeled "Exhibit A" (the "Project").

The design review application pertains to one residential building proposed as part of the Parkmerced Development Project (the "Parkmerced Project"), which was approved by the San Francisco Board of Supervisors in July 2011 pursuant to a Development Agreement. The Development Agreement is a legally-binding contract between the City and Project Sponsor that lays out all of the obligations of and benefits afforded the Project Sponsor and the City. Development Agreements are typical for

master-planned developments of this scope. The Development Agreement establishes the overall framework for the project and all of the public benefits negotiated by the City, in exchange for a guarantee of the right of the Project Sponsor to build the basic project in accordance with the Design Standards and Guidelines while the Agreement is in effect (30 years). The Agreement includes substantial protections and relocation benefits for existing tenants and a Phasing Plan that lists all required community improvements and specific net new unit and/or auto-trip thresholds when each improvement must be provided. The Development Agreement was by the Planning Commission and the Board of Supervisors, and executed by the directors of other key agencies, including the SFMTA and SFPUC.

The Parkmerced Project is a long-term (approximately 20-30 years) mixed-use development program to comprehensively re-plan and re-develop the approximately 116-acre Site (152-acres including streets). The Project proposes to increase the residential density, provide new commercial and retail services, provide new transit facilities, new parks and open space amenities and improve existing utilities and stormwater management systems within the development Site. Of the existing 3,221 residential units on the Site, approximately 1,683 units located within the 11 existing towers would remain and approximately 1,538 existing apartments would be demolished and replaced in phases over the approximately 20 to 30-year development period. As provided in the proposed Development Agreement, all 1,538 new replacement units would be subject to the San Francisco Rent Stabilization Ordinance and existing tenants in the to-be-replaced existing apartment units would have rights to relocate into new replacement units of equivalent size with the same number of bedrooms and bathrooms at their existing rents. An additional 5,679 net new units would also be added to the Site for a project total of 8,900 units. New buildings on the Site would range in height from 35 feet to 145 feet, and would not be taller than the existing towers, which will remain. Neighborhood-serving retail and office space would also be constructed as part of the proposed Project and concentrated on Crespi Drive, near the northeast part of the Site and the light-rail line. The proposed new neighborhood core would be located within walking distance of all the residences within Parkmerced.

## **DESIGN REVIEW APPROVAL PROCESS**

Except for projects seeking a Major Modification to the Design Standards and Guidelines, the Planning Director may approve or disapprove the project design and any Minor Modifications based on its compliance with this Special Use District and the Parkmerced Design Standards and Guidelines and the findings and recommendations of the staff report.

If the project is consistent with the quantitative Standards set forth in this Special Use District and the Parkmerced Design Standards and Guidelines, the Planning Director's discretion to approve or disapprove the project is limited to the project's consistency with the qualitative elements of the Parkmerced Design Standards and Guidelines and the General Plan. The Project does not seek any Major Modifications from the Design Standards and Guidelines. Therefore, the Planning Director is charged with approval or disapproval of the Project design.

## **INFORMATIONAL HEARING AT PLANNING COMMISSION**

This staff report is provided in furtherance of Planning Code section section 249.64(d)(3), which requires that, not more than 60 days after a Design Review application for any “Large Project” within Parkmerced is complete, Planning Department staff must review the project to determine that it complies with the Special Use District and the Design Standards and Guidelines, and, issue a staff report to the Planning Commission, including a recommendation regarding any modifications sought. Planning Code section 249.64(d)(3).

An informational hearing must be made to the Planning Commission for all Large Projects, during which the Planning Commission and members of the public may provide comments to the Planning Director and Planning Department regarding the proposed design of the project. Planning Code section 249.64(d)(4)(B). The Planning Director must consider these comments when approving the design review application. Large Projects are defined as those projects that:

- Includes the construction of a new building greater than 65 feet in height or includes a vertical addition to an existing building resulting in a total building height greater than 65 feet; or
- Involves a net addition or new construction of more than 25,000 gross square feet; or
- Has 150 linear feet or more of contiguous street frontage on any public right-of-way. Planning Code section 249.64(d)(4)(B).

The Project constitutes a Large Project, as it contains more than 25,000 gross square feet.

## **NATURE OF DESIGN REVIEW APPROVAL**

The City’s discretion to approve a design review application is limited to its application of the qualitative or subjective elements of the Design Standards and Guidelines, such as those related to choice of building materials. Development Agreement section. 3.3.1. The City does not have discretion to disapprove or recommend modification to the aspects of a building or Community Improvement that meets the quantitative or objective standards of the Design Standards and Guidelines (such as the building’s proposed height, lot coverage, bulk, setbacks, or amount of open space or parking, or the width of sidewalks and streets ).

## **RECOMMENDATION**

Planning Department staff recommends that the Planning Director approve of the Design Review application for the Project, as the Project complies with the Special Use District and the Parkmerced Design Standards and Guidelines, and, as shown below, seeks one Minor Modification from the Design Standards and Guidelines as defined by Planning Code section 249.64(c). A checklist analyzing the Project’s consistency with each building-related standard of the Design Standards and Guidelines is included at the end of Exhibit A.

Minor Modification	Project Compliance
<p><b>Residential Base.</b> A modification of the standards set forth in Section 03.07 (Building Controls – Residential Base) of the Parkmerced Design Standards and Guidelines.</p>	<p>The applicant has requested an 8.33% deviation (12 inches) from the 60 inch maximum elevation change permitted along sloped streets. The modification is for one of 12 total proposed ground floor units (North tower Unit 103).</p> <p>Standard 03.07.06 requires a 24 to 48 inch elevation change between the ground floor residential dwelling units and the sidewalk grade, or up to 60 inches of elevation change for sloped street frontages.</p>

**NOTICES FOR PLANNING COMMISSION HEARINGS**

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The requisite notices were provided on July 24, 2014. To date, the Department received no public comments regarding the proposal.

**RECOMMENDATION: Approval, finding the Project, on balance, is consistent with the Park Merced Design Standards and Guidelines per Planning Code Section 249.64.**



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary

### Parkmerced Development Project Design Review Approval Informational Hearing

*Date:* July 30, 2015  
*Case No.* 2014.1370GEN\_03  
**1188 & 1198 Junipero Serra Blvd**  
*Zoning:* PM-R (Parkmerced-Residential)  
*Block/Lot No.:* 7326/001  
*Project Sponsor:* Parkmerced Owner LLC  
3711 Nineteenth Avenue  
San Francisco, CA 94132  
*Applicant:* Jim Abrams  
J Abrams Law, P.C.  
575 Florida Street, Ste 150  
San Francisco, CA 94110  
*Staff Contact:* Nancy Tran  
(415) 575-9174  
[nancy.h.tran@sfgov.org](mailto:nancy.h.tran@sfgov.org)  
*Recommendation:* Approval

*Approval*  
*By:* \_\_\_\_\_  
John Rahaim, Director of Planning

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

Reception:  
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Fax:  
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Planning  
Information:  
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## INTRODUCTION

On April 23, 2015, Mr. Jim Abrams, of J. Abrams Law, P.C., authorized agent for Parkmerced Owner, LLC, (the "Project Sponsor") submitted an application for Design Review in the Parkmerced Special Use District for the property at 1188 & 1198 Junipero Serra Blvd (the "Property") to allow for the construction of a new residential project within the Parkmerced Residential (PM-R) zoning district with 266 units, 324 parking spaces, two car-share spaces, 322 Class 1 bicycle parking spaces and 14 Class 2 bicycle parking spaces, in general conformity with Plans filed with the Application and labeled "Exhibit A" (the "Project").

The design review application pertains to one residential building proposed as part of the Parkmerced Development Project (the "Parkmerced Project"), which was approved by the San Francisco Board of Supervisors in July 2011 pursuant to a Development Agreement. The Development Agreement is a legally-binding contract between the City and Project Sponsor that lays out all of the obligations of and benefits afforded the Project Sponsor and the City. Development Agreements are typical for

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## **DESIGN REVIEW APPROVAL PROCESS**

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## **INFORMATIONAL HEARING AT PLANNING COMMISSION**

This staff report is provided in furtherance of Planning Code section 249.64(d)(3), which requires that, not more than 60 days after a Design Review application for any “Large Project” within Parkmerced is complete, Planning Department staff must review the project to determine that it complies with the Special Use District and the Design Standards and Guidelines, and, issue a staff report to the Planning Commission, including a recommendation regarding any modifications sought. Planning Code section 249.64(d)(3).

An informational hearing must be made to the Planning Commission for all Large Projects, during which the Planning Commission and members of the public may provide comments to the Planning Director and Planning Department regarding the proposed design of the project. Planning Code section 249.64(d)(4)(B). The Planning Director must consider these comments when approving the design review application. Large Projects are defined as those projects that:

- Includes the construction of a new building greater than 65 feet in height or includes a vertical addition to an existing building resulting in a total building height greater than 65 feet; or
- Involves a net addition or new construction of more than 25,000 gross square feet; or
- Has 150 linear feet or more of contiguous street frontage on any public right-of-way. Planning Code section 249.64(d)(4)(B).

The Project constitutes a Large Project, as it contains more than 25,000 gross square feet.

## **NATURE OF DESIGN REVIEW APPROVAL**

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## **RECOMMENDATION**

Planning Department staff recommends that the Planning Director approve of the Design Review application for the Project, as the Project complies with the Special Use District and the Parkmerced Design Standards and Guidelines, and, as shown below, seeks one Minor Modification from the Design Standards and Guidelines as defined by Planning Code section 249.64(c). A checklist analyzing the Project’s consistency with each building-related standard of the Design Standards and Guidelines is included at the end of Exhibit A.

Minor Modification	Project Compliance
<p><b>Lot Coverage and Usable Open Space.</b> A deviation of 10 percent or less from the numerical standards set forth in Sections 03.02.04 (Usable Open Space), 03.02.05 (Semi-Private Open Space), and 03.02.06 (Private Open Space) of the Parkmerced Design Standards and Guidelines.</p>	<p>The applicant has requested a ~9.7% deviation (2,585 SF) from the maximum allowed developable footprint in order to provide an enclosed common lobby and amenity space connecting the tower and mid-rise structures.</p> <p>Per the adopted Design Standards + Guidelines, 5-30% lot coverage is prescribed for the designated area – the development proposes ~25.8% lot coverage.</p>

**NOTICES FOR PLANNING COMMISSION HEARINGS**

For any Planning Commission hearing shown above, notice must be provided as follows: (i) by mail not less than 10 days prior to the date of the hearing to the project applicant, to property owners within 300 feet of the exterior boundaries of the property that is the subject of the application, using for this purpose the names and addresses as shown on the citywide assessment roll in the Office of the Tax Collector, and to any person who has requested such notice; and (ii) by posting on the subject property at least 10 days prior to the date of the hearing. Planning Code section 249.64(d)(4)(D).

The requisite notices were provided on July 24, 2015. To date, the Department received no public comments regarding the proposal.

**RECOMMENDATION: Approval, finding the Project, on balance, is consistent with the Park Merced Design Standards and Guidelines per Planning Code Section 249.64.**





# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary

### Parkmerced Development Project Design Review Approval Informational Hearing

*Date:* July 30, 2015  
*Case No.* 2014.1370GEN\_02  
**21 & 25 Chumasero Dr**  
*Zoning:* PM-R (Parkmerced-Residential)  
*Block/Lot No.:* 7330/001  
*Project Sponsor:* Parkmerced Owner LLC  
3711 Nineteenth Avenue  
San Francisco, CA 94132  
*Applicant:* Jim Abrams, Attorney  
J Abrams Law, P.C.  
575 Florida Street, Ste 150  
San Francisco, CA 94110  
*Staff Contact:* Nancy Tran  
(415) 575-9174  
[nancy.h.tran@sfgov.org](mailto:nancy.h.tran@sfgov.org)  
*Recommendation:* Approval

*Approval*  
*By:* \_\_\_\_\_  
John Rahaim, Director of Planning

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

Reception:  
**415.558.6378**

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## INTRODUCTION

On April 23, 2015, Mr. Jim Abrams, of J. Abrams Law, P.C., authorized agent for Parkmerced Owner, LLC, (the "Project Sponsor") submitted an application for Design Review in the Parkmerced Special Use District for the property at 21 & 25 Chumasero Drive (the "Property") to allow for the construction of a new residential project within the Parkmerced Residential (PM-R) zoning district with 329 units, 266 parking spaces, three car-share spaces, 160 Class 1 bicycle parking spaces and 18 Class 2 bicycle parking spaces, in general conformity with Plans filed with the Application and labeled "Exhibit A" (the "Project").

The design review application pertains to one residential building proposed as part of the Parkmerced Development Project (the "Parkmerced Project"), which was approved by the San Francisco Board of Supervisors in July 2011 pursuant to a Development Agreement. The Development Agreement is a legally-binding contract between the City and Project Sponsor that lays out all of the obligations of and benefits afforded the Project Sponsor and the City. Development Agreements are typical for

master-planned developments of this scope. The Development Agreement establishes the overall framework for the project and all of the public benefits negotiated by the City, in exchange for a guarantee of the right of the Project Sponsor to build the basic project in accordance with the Design Standards and Guidelines while the Agreement is in effect (30 years). The Agreement includes substantial protections and relocation benefits for existing tenants and a Phasing Plan that lists all required community improvements and specific net new unit and/or auto-trip thresholds when each improvement must be provided. The Development Agreement was by the Planning Commission and the Board of Supervisors, and executed by the directors of other key agencies, including the SFMTA and SFPUC.

The Parkmerced Project is a long-term (approximately 20-30 years) mixed-use development program to comprehensively re-plan and re-develop the approximately 116-acre Site (152-acres including streets). The Project proposes to increase the residential density, provide new commercial and retail services, provide new transit facilities, new parks and open space amenities and improve existing utilities and stormwater management systems within the development Site. Of the existing 3,221 residential units on the Site, approximately 1,683 units located within the 11 existing towers would remain and approximately 1,538 existing apartments would be demolished and replaced in phases over the approximately 20 to 30-year development period. As provided in the proposed Development Agreement, all 1,538 new replacement units would be subject to the San Francisco Rent Stabilization Ordinance and existing tenants in the to-be-replaced existing apartment units would have rights to relocate into new replacement units of equivalent size with the same number of bedrooms and bathrooms at their existing rents. An additional 5,679 net new units would also be added to the Site for a project total of 8,900 units. New buildings on the Site would range in height from 35 feet to 145 feet, and would not be taller than the existing towers, which will remain. Neighborhood-serving retail and office space would also be constructed as part of the proposed Project and concentrated on Crespi Drive, near the northeast part of the Site and the light-rail line. The proposed new neighborhood core would be located within walking distance of all the residences within Parkmerced.

## **DESIGN REVIEW APPROVAL PROCESS**

Except for projects seeking a Major Modification to the Design Standards and Guidelines, the Planning Director may approve or disapprove the project design and any Minor Modifications based on its compliance with this Special Use District and the Parkmerced Design Standards and Guidelines and the findings and recommendations of the staff report.

If the project is consistent with the quantitative Standards set forth in this Special Use District and the Parkmerced Design Standards and Guidelines, the Planning Director's discretion to approve or disapprove the project is limited to the project's consistency with the qualitative elements of the Parkmerced Design Standards and Guidelines and the General Plan. The Project does not seek any Major Modifications from the Design Standards and Guidelines. Therefore, the Planning Director is charged with approval or disapproval of the Project design.

## **INFORMATIONAL HEARING AT PLANNING COMMISSION**

This staff report is provided in furtherance of Planning Code section section 249.64(d)(3), which requires that, not more than 60 days after a Design Review application for any "Large Project" within Parkmerced is complete, Planning Department staff must review the project to determine that it complies with the Special Use District and the Design Standards and Guidelines, and, issue a staff report to the Planning Commission, including a recommendation regarding any modifications sought. Planning Code section 249.64(d)(3).

An informational hearing must be made to the Planning Commission for all Large Projects, during which the Planning Commission and members of the public may provide comments to the Planning Director and Planning Department regarding the proposed design of the project. Planning Code section 249.64(d)(4)(B). The Planning Director must consider these comments when approving the design review application. Large Projects are defined as those projects that:

- Includes the construction of a new building greater than 65 feet in height or includes a vertical addition to an existing building resulting in a total building height greater than 65 feet; or
- Involves a net addition or new construction of more than 25,000 gross square feet; or
- Has 150 linear feet or more of contiguous street frontage on any public right-of-way. Planning Code section 249.64(d)(4)(B).

The Project constitutes a Large Project, as it contains more than 25,000 gross square feet.

## **NATURE OF DESIGN REVIEW APPROVAL**

The City's discretion to approve a design review application is limited to its application of the qualitative or subjective elements of the Design Standards and Guidelines, such as those related to choice of building materials. Development Agreement section. 3.3.1. The City does not have discretion to disapprove or recommend modification to the aspects of a building or Community Improvement that meets the quantitative or objective standards of the Design Standards and Guidelines (such as the building's proposed height, lot coverage, bulk, setbacks, or amount of open space or parking, or the width of sidewalks and streets ).

## **RECOMMENDATION**

Planning Department staff recommends that the Planning Director approve of the Design Review application for the Project, as the Project complies with the Special Use District and the Parkmerced Design Standards and Guidelines, and, as shown below, does not seek any Major or Minor Modifications from the Design Standards and Guidelines as defined by Planning Code section 249.64(c). A checklist analyzing the Project's consistency with each building-related standard of the Design Standards and Guidelines is included at the end of Exhibit A.

## **NOTICES FOR PLANNING COMMISSION HEARINGS**

For any Planning Commission hearing shown above, notice must be provided as follows: (i) by mail not less than 10 days prior to the date of the hearing to the project applicant, to property owners within 300 feet of the exterior boundaries of the property that is the subject of the application, using for this purpose the names and addresses as shown on the citywide assessment roll in the Office of the Tax Collector, and to any person who has requested such notice; and (ii) by posting on the subject property at least 10 days prior to the date of the hearing. Planning Code section 249.64(d)(4)(D).

The requisite notices were provided on July 24, 2014. To date, the Department received two public inquiries regarding the project phasing.

<p><b>RECOMMENDATION:    Approval, finding the Project, on balance, is consistent with the Park Merced Design Standards and Guidelines per Planning Code Section 249.64.</b></p>
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