



Received at CPC Hearing 5/24/18  
A. Butler

Allowing projections **\*without\*** maximum dimensions beyond today's 3-10 ft. for residential lots while retaining maximums for large C-3 downtown buildings seems illogical.

Please specify the "required design standards" for 136(c)(1) features.

If projections can go the full width & length of a lot, and they're put on a building with a 10-ft. first floor height & the adjoining building's first floor has a lower-than-10-ft. height, there may be substantial impacts.

Though Sec. 136(c)(2)(a)-(g) for bay windows remains undeleted in the ordinance, this section would now be trumped by the Planning Director to decide appropriateness per Section 307(h) regardless of impacts. Bay windows could get large with no maximums to increase floor area ratios of buildings.

Will Planning allow Neighbor #1's bathroom bay window to be built to the side lot line if it looks right into Neighbor #2's bedroom bay window also built to the side lot line?

Rose Hillson

Exh. 1

Received at CPC Hearing 5/24/18  
Z. Berlin



Exh. 2

**Permit Details Report**

**Report Date:** 5/23/2018 11:46:34 AM

**Application Number:** 201305318402

**Form Number:** 3

**Address(es):** 0482 / 001 / 0 1503 FRANCISCO ST  
 0482 / 001 / 0 1507 FRANCISCO ST

**Description:** NEW VERTICAL ADDITION OF 1 STORY & ROOF DECK WITH ELEVATOR ACCESS. ADD NEW 1 STORY REAR EXTENSION AT GROUND LEVEL INCLUDING NEW DECK. REMODEL INTERIOR. **MERGE UNITS FROM 3 UNITS TO 2**

**Cost:** \$850,000.00

**Occupancy Code:** R-3

**Building Use:** **28 - 2 FAMILY DWELLING**

**Disposition / Stage:**

Action Date	Stage	Comments
5/31/2013	TRIAGE	
5/31/2013	FILING	
5/31/2013	FILED	

**Contact Details:**  
**Contractor Details:**

**Addenda Details:**

**Description:**

Step	Station	Arrive	Start	In Hold	Out Hold	Finish	Checked By	Phone	Hold Description
1	CPB	6/12/13	6/12/13			6/12/13	LEE ANITA	415-558-6070	
2	CP-ZOC	6/12/13	7/29/13				BENDIX BRITTANY	415-558-6377	Pending Environmental Case No. 2013.0847E. 5/5/14 - project reassigned from Christine Lamorena to Sara Velve Case 2013.0847D reassigned from Sara Velve to Brittany Bendix
3	CP-NP			1/29/18	2/6/18		BENDIX BRITTANY	415-558-6377	Emailed cover letter 1/29/2018. (Theresa) Mailed 311 notice 2/12/2018; expires 3/13/2018. (Theresa)
4	BLDG							415-558-6133	
5	DPW-BSM							415-558-6060	
6	SFPUC							415-575-6941	
7	PPC							415-558-6133	
8	CPB							415-558-6070	

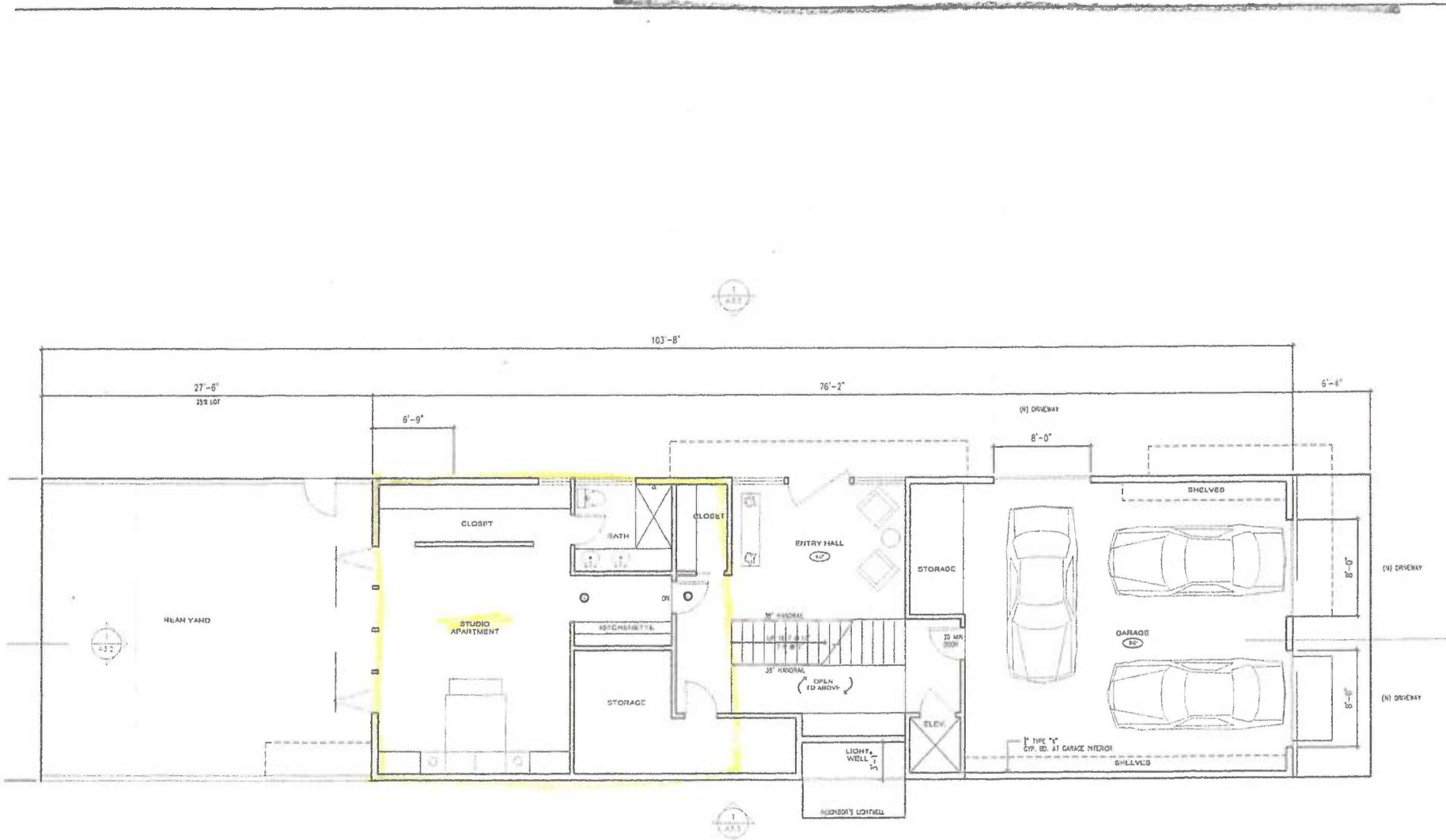
**Appointments:**

Appointment Date	Appointment AM/PM	Appointment Code	Appointment Type	Description	Time Slots

**Inspections:**

Activity Date	Inspector	Inspection Description	Inspection Status

# Ex. 3a-2013 plan, ground level



**PROPOSED FIRST FLOOR PLAN**  
A2.0 1/8" = 1'-0"



WALL SCHEDULE	
EXISTING	---
NEW	---
KEY	
⊙	HARD WIRE SMOKE DETECTOR

REVISION	DATE

**Geisler Architects**  
781 BLANCH ST. #202  
SF, CA, 94103  
PH: 415-409-4000  
FX: 415-409-7000

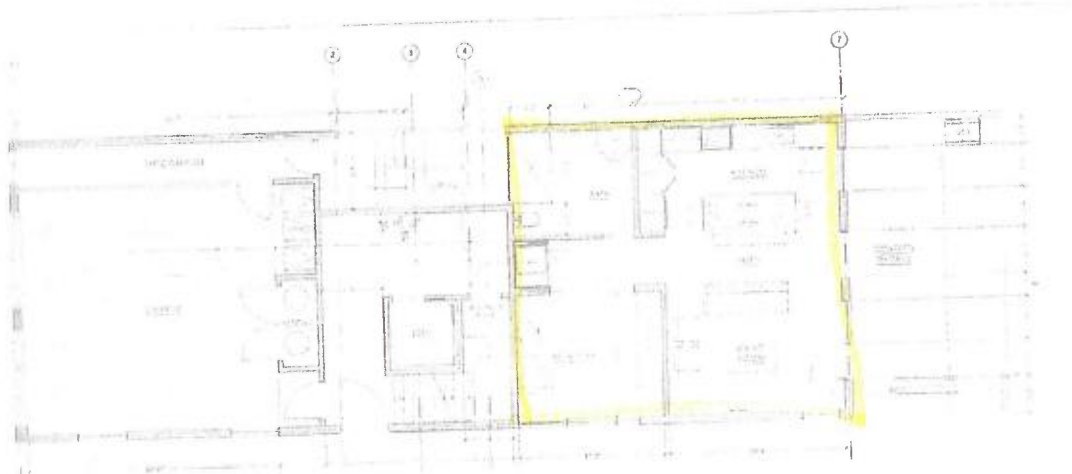
**MENASHE RESIDENCE**  
1503-1507 FRANCISCO ST.  
SAN FRANCISCO, CA 94123

PROPOSED FIRST FLOOR PLAN

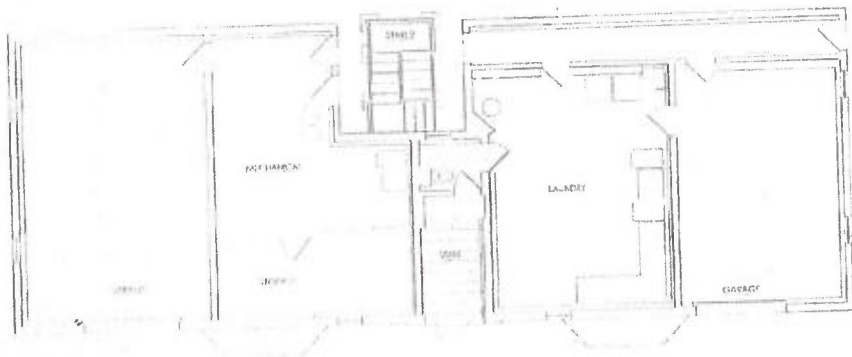
ISSUE

A2.0

E<sub>x</sub>3b-2015 plan for  
"unit addition"



GROUND FLOOR-PROPOSED UNIT ADDITION

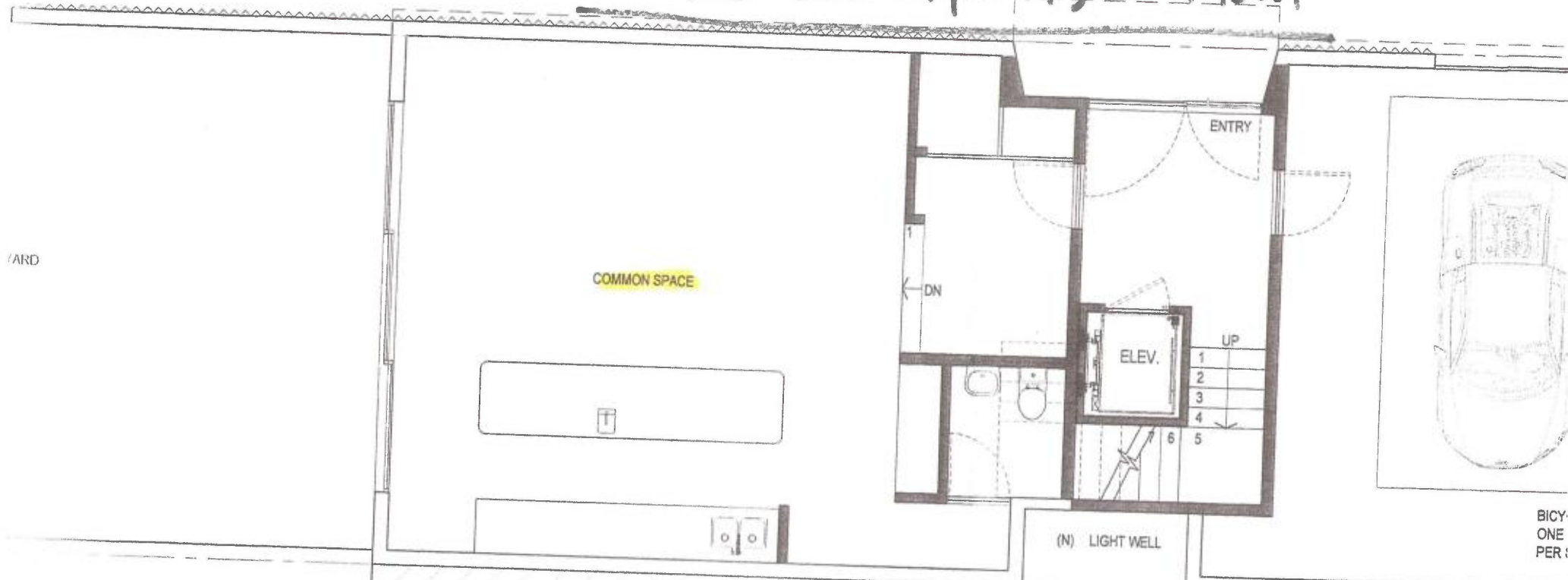


**RIAZ**

RESIDENTIAL REMODEL  
1503-1507 FRANCISCO  
SAN FRANCISCO  
CA 94123

DATE: 12.01.2015  
SCALE: AS NOTED  
TITLE: FLOOR PLANS  
UNIT 1  
SHEET NO: **A 1**

# Exh. 3C - current plan, ground level



69'-7"

STORAGE

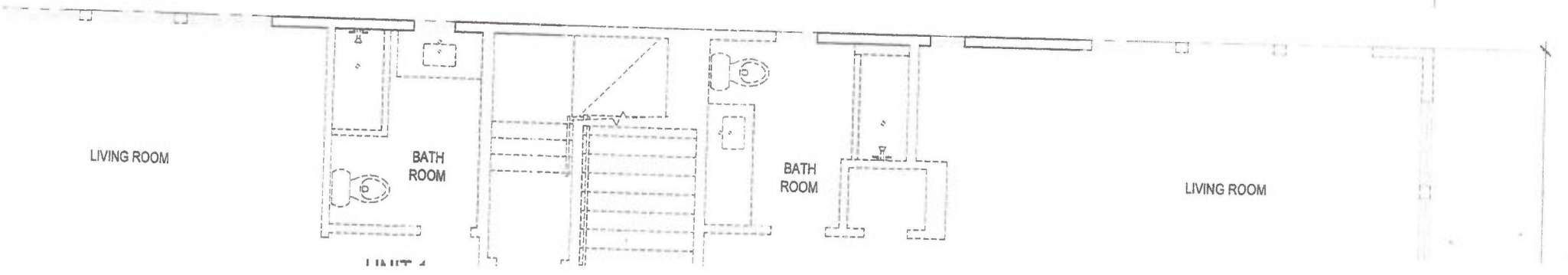


Exh 4a - existing exterior  
stairway to 3 front  
doors



*Ex 4) b - proposed unit entrances  
from interior hallway*

69'-7"





Ex 4C - typical multi-unit entry

3244 Octavia

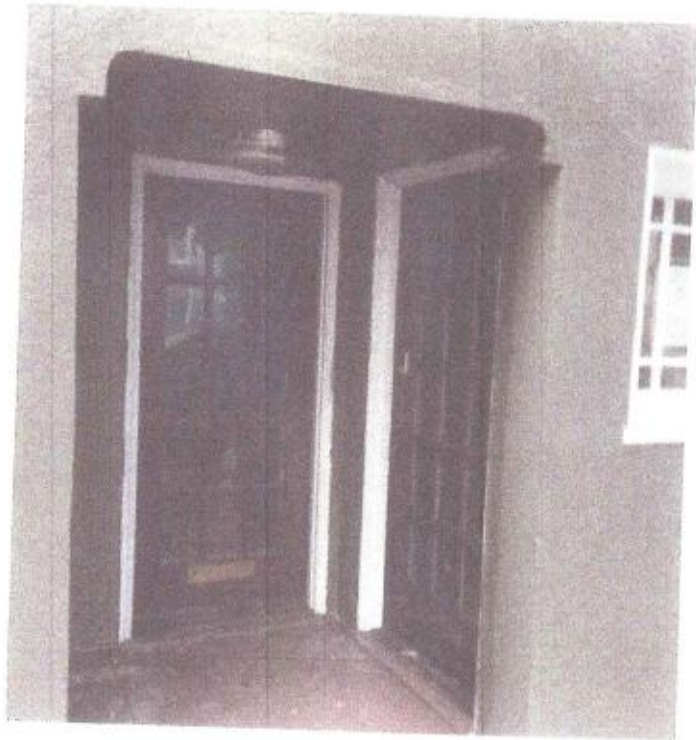
1/2 block from subject

Exterior  
doors



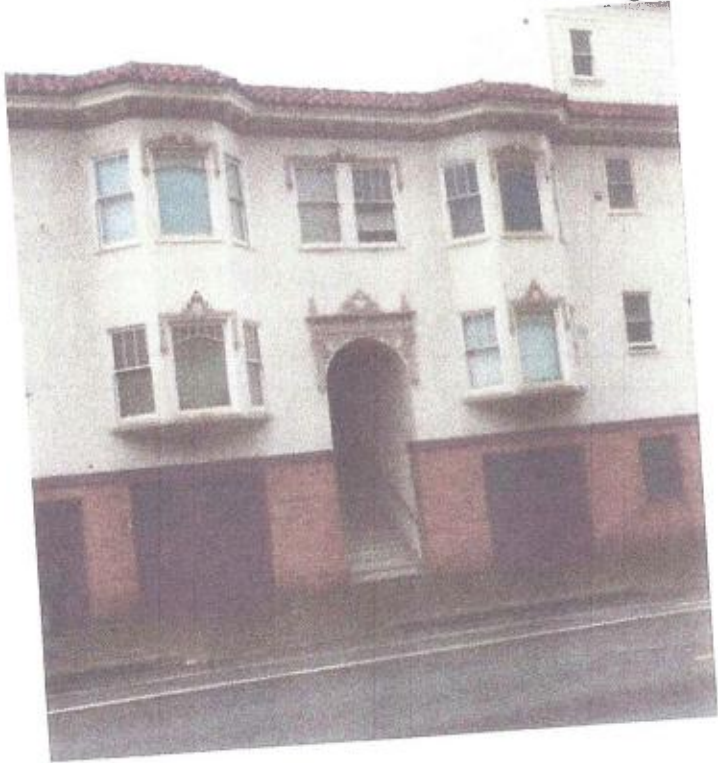
Ex 4d - typical multi-unit entry  
Chestnut + Octavia

1 block from subject



Ex 4c - typical multi-unit entry

Octavia & Francisco  
50 ft from  
subject



Ex. 5a

# 2013 neighbor opposition

## Summary of discussion from the Pre-Application Meeting

Meeting Date: May 17, 2013  
 Meeting Time: 6:00  
 Meeting Address: 1505 Francisco  
 Project Address: 1513 - 1507 Francisco  
 Property Owner Name: Jeff Minashi  
 Project Sponsor/Representative: \_\_\_\_\_

Please summarize the questions/comments and your response from the Pre-Application meeting in the space below. Please state if/how the project has been modified in response to any concerns.

Question/Concern #1 by (name of concerned neighbor/neighborhood group):

1. Dave Glass - Quality of construction + design. Lines across the street + looks at building facade

Project Sponsor Response: Design is high priority.

Question/Concern #2: Nara + Patrick Murphy - mother + Nara live next door. Construction noise is a concern for sibling mother.

Project Sponsor Response: Quality, respectful contractors will build house. All walls to be insulated to reduce noise impact

Question/Concern #3: Martin Beresford - New fourth floor would block view from their fourth floor apartment.

Project Sponsor Response: \_\_\_\_\_

Question/Concern #4: \_\_\_\_\_

Project Sponsor Response: \_\_\_\_\_

04

Ex. 5b

# Pre-Application Meeting Sign-in Sheet

Meeting Date: May 17, 2013  
 Meeting Time: 6:00  
 Meeting Address: 1505 FRANCISCO ST.  
 Project Address: 1505-1507 FRANCISCO ST.  
 Property Owner Name: JEFF MENASHE  
 Project Sponsor/Representative: GEISELER ARCHITECTS

Please print your name below, state your address and/or affiliation with a neighborhood group, and provide your phone number. Providing your name below does not represent support or opposition to the project; it is for documentation purposes only.

NAME/ORGANIZATION	ADDRESS	PHONE #	EMAIL	SEND PLANS
1. <u>DAVE GLASS</u>	<u>1500 FRANCISCO #5</u>		<u>LAUNDERETTE @comcast.net</u>	<input checked="" type="checkbox"/>
2. <u>Nora Murphy</u>	<u>3255 Octavia St</u>		<u>nora.murphy@comcast.net</u>	<input type="checkbox"/>
3. <u>Patrick Murphy</u>	<u>1526 Francisco St</u>		<u>patrick.s@me.com</u>	<input type="checkbox"/>
4. <u>MARTIN BERESFORD</u>	<u>1500 FRANCISCO</u>		<u>BERESFORD@SBCGLOBAL.NET</u>	<input type="checkbox"/>
5. <u>ROG STERN</u>	<u>1500 FRANCISCO</u>		<u>romat189@yahoo.com</u>	<input type="checkbox"/>
6. _____	_____	_____	_____	<input type="checkbox"/>
7. _____	_____	_____	_____	<input type="checkbox"/>
8. _____	_____	_____	_____	<input type="checkbox"/>
9. _____	_____	_____	_____	<input type="checkbox"/>
10. _____	_____	_____	_____	<input type="checkbox"/>
11. _____	_____	_____	_____	<input type="checkbox"/>
12. _____	_____	_____	_____	<input type="checkbox"/>
13. _____	_____	_____	_____	<input type="checkbox"/>
14. _____	_____	_____	_____	<input type="checkbox"/>
15. _____	_____	_____	_____	<input type="checkbox"/>
16. _____	_____	_____	_____	<input type="checkbox"/>
17. _____	_____	_____	_____	<input type="checkbox"/>
18. _____	_____	_____	_____	<input type="checkbox"/>

3255 transfer

20179K53915300005  
San Francisco Assessor-Recorder  
Carmen Chu, Assessor-Recorder  
DOC 2017-K539153-00  
Acct 6002-First American Title Co.- Redwood City  
Thursday, NOV 16, 2017 09:00:03  
Ttl Pd\$27,097.00 Nbr-0005712816  
oar/RE/1-5

RECORDING REQUESTED BY:  
First American Title Company

MAIL TAX STATEMENT  
AND WHEN RECORDED MAIL DOCUMENT TO:  
3255 Octavia, LLC  
3255 Octavia Street  
San Francisco, CA 94123

Space Above This Line for Recorder's Use Only

A.P.N.: 04-0482-002-01

File No.: 3807-5562799 (JF)

Situs Address: 3255-3257 Octavia St, San Francisco, CA 94123

Property Address: 3255-3257 Octavia St, San Francisco, CA 94123

Lot Number:

Block Number:

### GRANT DEED

The Undersigned Grantor(s) Declare(s): DOCUMENTARY TRANSFER TAX \$27,060.00; CITY TRANSFER TAX \$;  
SURVEY MONUMENT FEE \$ 10

- computed on the consideration or full value of property conveyed, OR
- computed on the consideration or full value less value of liens and/or encumbrances remaining at time of sale,
- unincorporated area;  City of San Francisco, and

FOR A VALUABLE CONSIDERATION, receipt of which is hereby acknowledged, **Martin Vincent Murphy, Jr., an individual and Nora Murphy, an individual and Margaret Murphy, an individual and Patrick Murphy, an individual and John Murphy, an individual and Eileen Tomei, an individual, in equal shares as tenants in common**

hereby GRANTS to **3255 OCTAVIA, LLC, A DELAWARE LIMITED LIABILITY COMPANY**

the following described property in the City of **San Francisco**, County of **San Francisco**, State of **California**:

**BEGINNING AT A POINT ON THE WESTERLY LINE OF OCTAVIA STREET, DISTANT THEREON 25 FEET SOUTHERLY FROM THE SOUTHERLY LINE OF FRANCISCO STREET; RUNNING THENCE SOUTHERLY AND ALONG SAID LINE OF OCTAVIA STREET 25 FEET; THENCE AT A RIGHT ANGLE WESTERLY 110 FEET; THENCE AT A RIGHT ANGLE NORTHERLY 25 FEET; THENCE AT A RIGHT ANGLE EASTERLY 110 FEET TO THE POINT OF BEGINNING.**

**BEING PART OF WESTERN ADDITION BLOCK NO. 185.**

Mail Tax Statements To: **SAME AS ABOVE**

EXED LLC purchase  
of 3255 Octavia



Secretary of State

LLC-5

Application to Register a Foreign Limited Liability Company (LLC)

201812310589

**IMPORTANT** — Read instructions before completing this form.  
Must be submitted with a current Certificate of Good Standing issued by the government agency where the LLC was formed. See Instructions.

Filing Fee - \$70.00

Copy Fees - First page \$1.00; each attachment page \$0.50;  
Certification Fee - \$5.00

Note: Registered LLCs in California may have to pay minimum \$800 tax to the California Franchise Tax Board each year. For more information, go to <https://www.ftb.ca.gov>.

FILED <sup>PS</sup>  
Secretary of State  
State of California

APR 23 2018

1LL This Space For Office Use Only

1a. LLC Name (Enter the exact name of the LLC as listed on your attached Certificate of Good Standing.)

3255 Octavia, LLC

1b. California Alternate Name, if Required (See Instructions — Only enter an alternate name if the LLC name in 1a not available in California.)

2. LLC History (See Instructions — Ensure that the formation date and jurisdiction match the attached Certificate of Good Standing.)

a. Date LLC was formed in home jurisdiction (MM/DD/YYYY)	b. Jurisdiction (State, foreign country or place where this LLC is formed.)
11 / 3 / 2017	Delaware

c. Authority Statement (Do not alter Authority Statement)

This LLC currently has powers and privileges to conduct business in the state, foreign country or place entered in Item 2b.

3. Business Addresses (Enter the complete business addresses. Items 3a and 3b cannot be a P.O. Box or "in care of" an individual or entity.)

a. Street Address of Principal Executive Office - Do not enter a P.O. Box	City (no abbreviations)	State	Zip Code
220 Halleck Street, Suite 220	San Francisco	CA	94129
b. Street Address of Principal Office in California, if any - Do not enter a P.O. Box	City (no abbreviations)	State	Zip Code
220 Halleck Street, Suite 220	San Francisco	CA	94129
c. Mailing Address of Principal Executive Office, if different than Item 3a	City (no abbreviations)	State	Zip Code

4. Service of Process (Must provide either Individual OR Corporation.)

INDIVIDUAL — Complete Items 4a and 4b only. Must include agent's full name and California street address.

a. California Agent's First Name (if agent is not a corporation)	Middle Name	Last Name	Suffix
b. Street Address (if agent is not a corporation) - Do not enter a P.O. Box	City (no abbreviations)	State	Zip Code
		CA	

CORPORATION — Complete Item 4c only. Only include the name of the registered agent Corporation.

c. California Registered Corporate Agent's Name (if agent is a corporation) — Do not complete Item 4a or 4b
CT Corporation System

5. Read and Sign Below (See Instructions. Title not required.)

I am authorized to sign on behalf of the foreign LLC.

Signature

Jeff Menashe  
Type or Print Name

Case - 325T permit



# SAN FRANCISCO PLANNING DEPARTMENT

## Report for: 3255 OCTAVIA



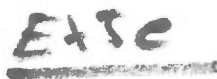
### Building Permits Report: 3255 OCTAVIA

Applications for Building Permits submitted to the Department of Building Inspection.

**BUILDING PERMITS:**

Permit:	<u>201805159170</u>
Form:	8 - Alterations Without Plans
Filed:	5/15/2018
Address:	3255 OCTAVIA ST
Parcel:	0482/002
Existing:	2 FAMILY DWELLING
Proposed:	2 FAMILY DWELLING
Existing Units:	2
Proposed Units:	2
Status:	<b>TRIAGE</b>
Status Date:	5/15/2018 1:02:48 PM
Description:	





**INTERIOR RENOVATION OF 2 UNITS INCLUDING BATHROOMS, RELOCATE E KITCHENS, ALTER REAR FACADE, FULL SEISMIC UPGRADE TO EXISTING FOUNDATION AND WOOD FRAMING FIRE PROTECTION UNDER SEP PERMIT INFILL LIGHTWELL, WINDOWS, ROOF DECK**

Cost:	\$200,000.00
<b>Permit:</b>	<u>9103875</u>
Form:	8 - Alterations Without Plans
Filed:	3/11/1991
Address:	3255 OCTAVIA ST
Existing:	1 FAMILY DWELLING
Proposed:	1 FAMILY DWELLING
Existing Units:	0
Proposed Units:	0
Status:	COMPLETE
Status Date:	4/29/1991
Description:	REROOFING
Cost:	\$3,000.00
<b>Permit:</b>	<u>9103875</u>
Form:	8 - Alterations Without Plans
Filed:	3/11/1991
Address:	3255 OCTAVIA ST
Existing:	1 FAMILY DWELLING
Proposed:	1 FAMILY DWELLING
Existing Units:	0
Proposed Units:	0
Status:	COMPLETE
Status Date:	4/29/1991
Description:	REROOFING
Cost:	\$3,000.00
<b>Permit:</b>	<u>8904819</u>
Form:	3 - Alterations With Plans
Filed:	3/30/1989
Address:	3257 OCTAVIA ST
Existing:	2 FAMILY DWELLING
Proposed:	2 FAMILY DWELLING
Existing Units:	2
Proposed Units:	2
Status:	COMPLETE
Status Date:	7/18/1989
Description:	TWO SKYLIGHTS INSTALLATION IN THE KITCHEN
Cost:	\$1,100.00
<b>Permit:</b>	<u>8904369</u>
Form:	3 - Alterations With Plans
Filed:	3/20/1989
Address:	3257 OCTAVIA ST
Existing:	2 FAMILY DWELLING
Proposed:	2 FAMILY DWELLING
Existing Units:	2
Proposed Units:	2
Status:	COMPLETE
Status Date:	7/18/1989

Received at CPC Hearing 5/24/18  
A. Butkus

**Butkus, Audrey (CPC)**

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**From:** Larry Badiner <larry@badinerurbanplanning.com>  
**Sent:** Monday, May 21, 2018 9:49 AM  
**To:** Butkus, Audrey (CPC)  
**Cc:** Starr, Aaron (CPC)  
**Subject:** Obstructions in Required Setbacks, Yards, and Usable Open Space

Hi Audrey - I took a quick look at the proposed amendments and they seem very positive. However, I occasionally ran into the a bay window situation that I don't think the rules address, although I supposed a waiver could be requested under the proposed controls. Where there is a garage or other projection into the required setback, but the building above is setback, the Code seems to require a 7 1/2' clearance for the bay above the garage. This makes no sense since no clearance is required in this case for pedestrians and it precludes a bay window on the first floor above the garage in the setback. These amendments might offer the opportunity to describe the 7 1/2 setback to be required only above a sidewalk.

Feel free to call if I haven't described it clearly.

Thanks,

Larry



**Lawrence Badiner**  
**Badiner Urban Planning, Inc.**  
95 Brady Street  
San Francisco, CA 94103

(415) 865-9985 (o)  
(415) 602-9078 (m)  
[www.badinerurbanplanning.com](http://www.badinerurbanplanning.com)

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# Russian Hill Community Association

1166 Green St. San Francisco, CA 94109 510-928-8243 rhcasf.com

May 23, 2018

President Rich Hillis and  
San Francisco Planning Commissioners  
[Commissions.secretary@sfgov.org](mailto:Commissions.secretary@sfgov.org)

Re: Planning Commission Agenda May 24, 2018 – Item #12 “OBSTRUCTIONS IN REQUIRED SETBACKS, YARDS, AND USABLE OPEN SPACE”

Dear President Hillis and Planning Commissioners:

Item #12 on your May 24, 2018 Agenda is another example of the Planning Department’s dogged determination to present piecemeal legislation to you without any meaningful participation of the neighborhoods.

As we have said before, “the total lack of community outreach, the unwillingness to elicit or listen to neighborhood concerns and questions and the inability to recognize and appreciate the contributions that those of us who reside in this City are able to make – this is a pattern that has been repeated over and over again.

The net result of the Planning Department’s approach is to establish an adversarial relationship.

While this may not have been the intent, it is the result.”

An informed, participatory approach would do much to identify areas of concern and resolve upfront questions that the community has. In this instance the impact on century old structures and the residences surrounding them is of key import for District 3 and District 8 residents. As the Planning Department is aware, we have many neighbors who are well versed on the subject of historic resources and issues surrounding fenestration.

While this proposal may, in fact, be benign, the way that it has been presented, without community review and input is unfortunate.

We respectfully request that the Planning Department be directed to initiate community outreach before this proposal is considered by the Planning Commission .

Thank you for your consideration,

*Kathleen Courtney*

Kathleen Courtney  
Chair, Housing & Zoning  
[kcourtney@rhcasf.com](mailto:kcourtney@rhcasf.com)  
510-928-8243

Cc: Commissioners Myrna Melgar, Rodney Fong, Milicent A. Johnson, Joel Koppel, Kathrin Moore, Dennis Richards; RHCA Jamie Cherry and Jeff Cheney; Supervisor Aaron Peskin; SFLUC Ozzie Rohm and Gary Weiss; CSFN George Wooding; SF Heritage Mike Buhler and Courtney Damkroger; PANA Robyn Tucker; MPNA Chris Gembinski

# Discretionary Review

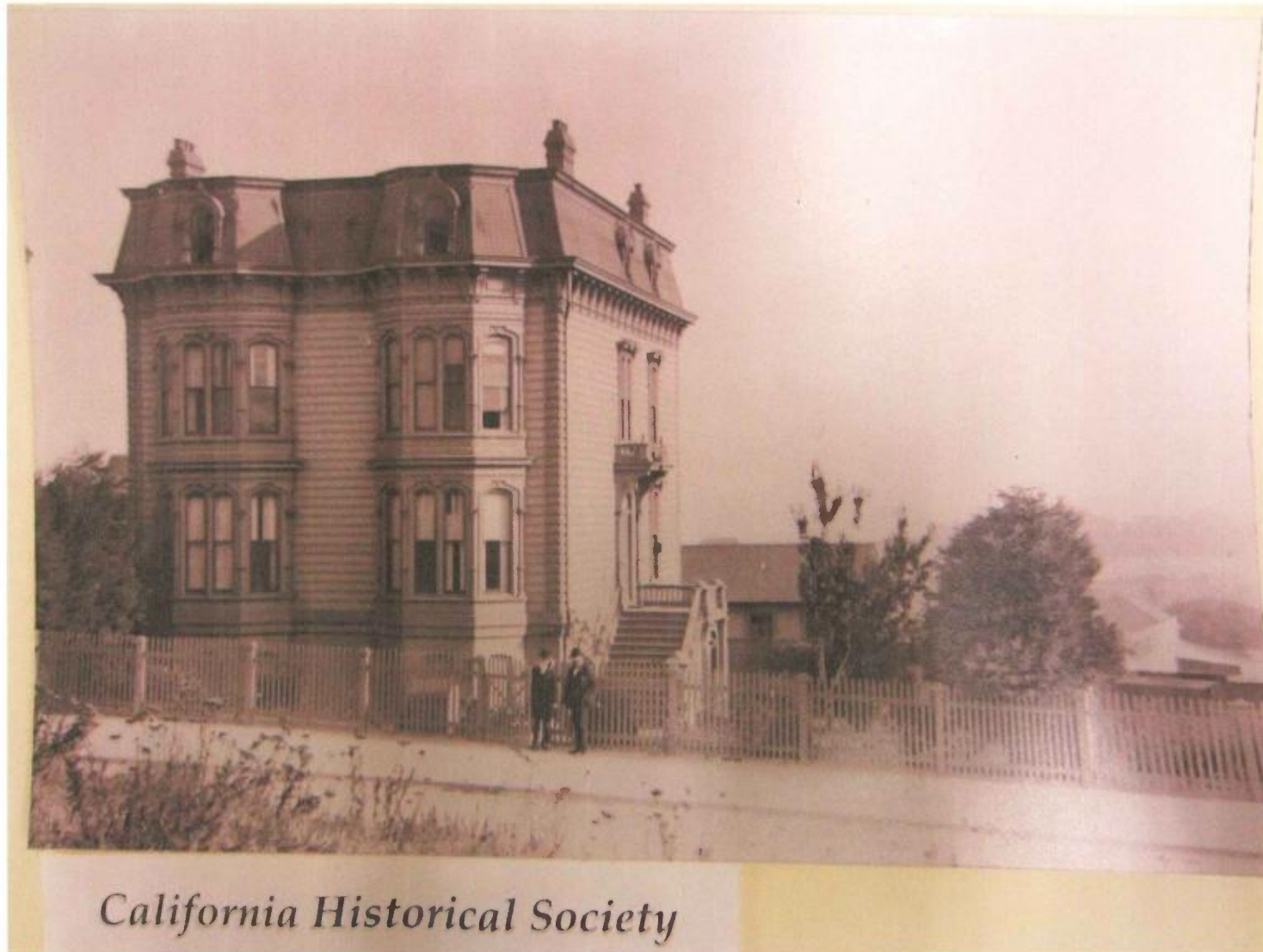
## 2514 Gough – 1776 Vallejo

### 5/24/2018

John Moran  
1772 Vallejo  
john@bright.com  
415-305-1155

# Burr House – Landmark #31

Built in 1875 by 9<sup>th</sup> Mayor of SF



# Variance should **NOT** be granted to the proposed project

- 1) A rare & Significant Tree is threatened
- 2) Adversely affects the General Plan and not in harmony with general purpose and intent of the Code
- 3) Materially injurious to Landmark #31
- 4) A reasonable proposal was been made on 2/12/18 and rejected with no response or compromise.

# Threatens a Rare & Significant Tree

Tree trunk ends 6'6" from property line

Second story starts at 8'10" from property line

Canopy is 34' wide

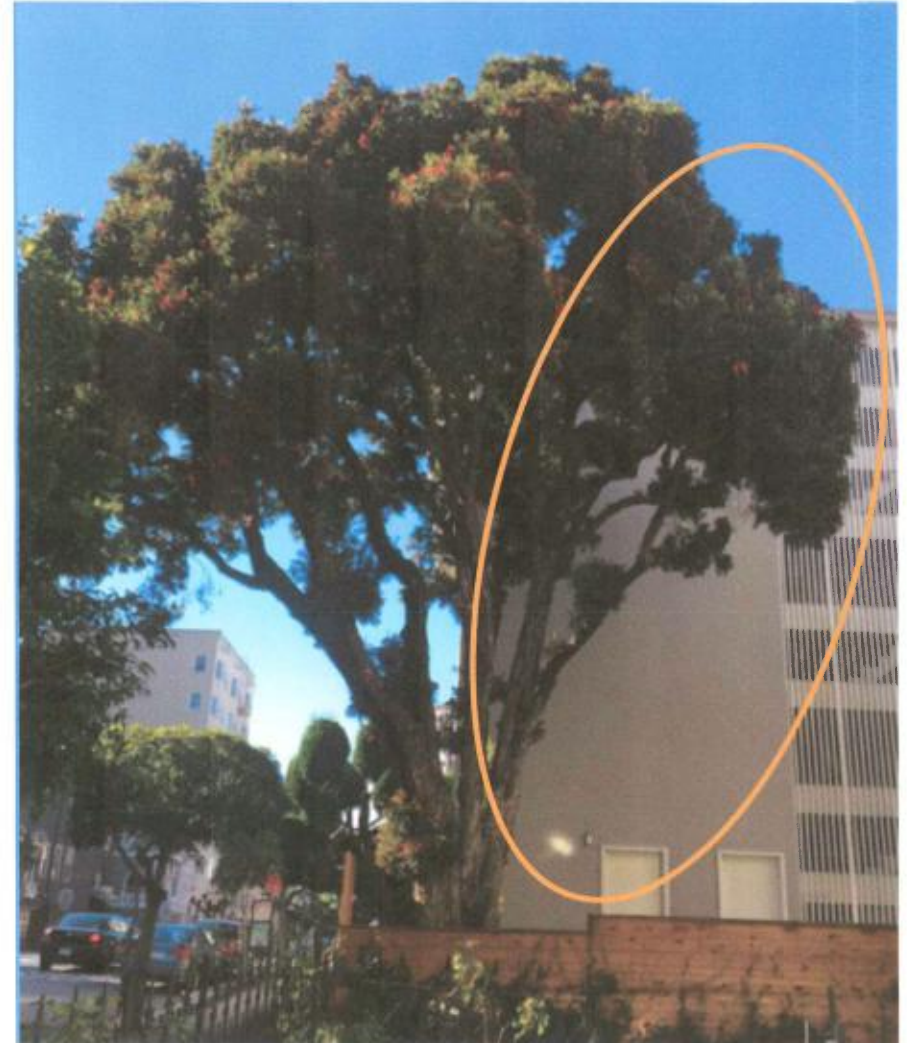
Major roots and branches will be removed.

**Architect estimates 25% of canopy to be removed.**

Under nomination as Landmark tree.

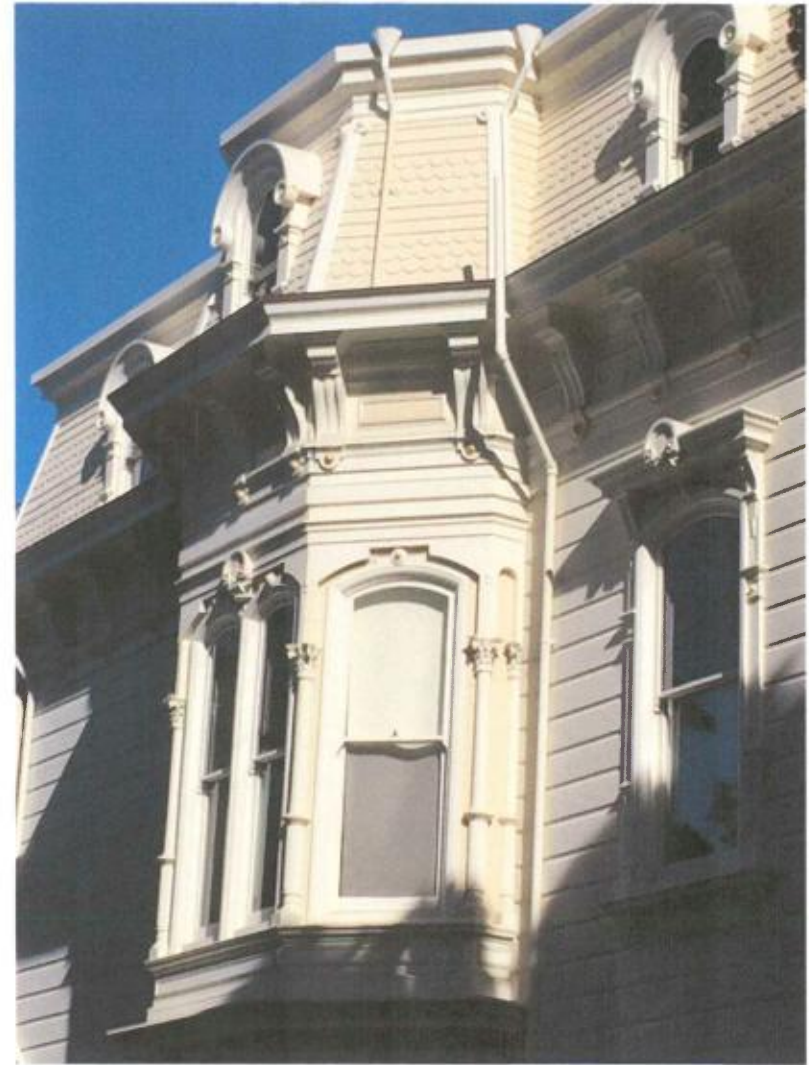
Tree is healthy according to arborist report

**Tallest tree on Vallejo for 19 blocks (Taylor to Baker)**



# Detrimental to the Public Welfare

- Full view of the west elevation and its architectural detail will be lost. 23' of viewing space removed.
- Three viewable sides of Burr House reduced to two.





# Not in Harmony with Code or General Plan

Burr House is a San Francisco jewel framed by open space that will be compromised by new construction

The Code should “provide adequate light, air, **privacy**”.

Objective 12 of the General Plan states “irreplaceable resources must not be lost or **diminished**.”

Objective 12.1 states “Efforts to preserve the character of individual landmarks **should extend to their surroundings** as well.”

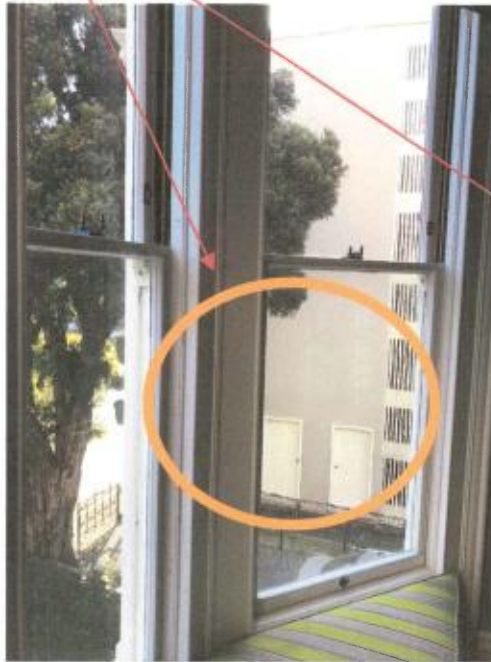
# National Register of Historic Places

“To this day, the garden setting of the Burr House is visible from the street and harkens back to an era when Cow Hollow was a rural outpost to burgeoning San Francisco. Placement and orientation of contributing buildings on the site reinforce the significance of the garden setting. As it appears today, the garden emphasizes **the open space surrounding the house** and cottage and provides a **visual buffer from the neighboring properties**. The house represents a unique combination of Italianate style house topped with a mansard roof that is distinctly Second Empire, and thus presents a hybrid of the two most popular architectural styles of the time.”

# Bedrooms – Privacy Lost

Over-sized window

Deck



Bedroom #1



Bedroom #2



Bedroom #3

The oversized window of the proposed project looks directly into kids' bedrooms #1 & #2 with a direct view into kid's bedroom #1 closet. The proposed deck looks into kid's bedroom #3 with a direct view into the closet of less than 10' distance, not 14' as stated in Project Analysis.

# Privacy, Air and Direct Sunlight Lost

Oversized window



Living room



Dining room



Dining room

The oversized window of the proposed project looks directly into the living room and parlor. The proposed project would block direct sunlight into dining room. The project would be 10' from the bay window, not 14' as stated in Project Analysis.

# Privacy Lost – direct sight-lines



16' high. Above 3'6"  
"privacy wall" at  
property line

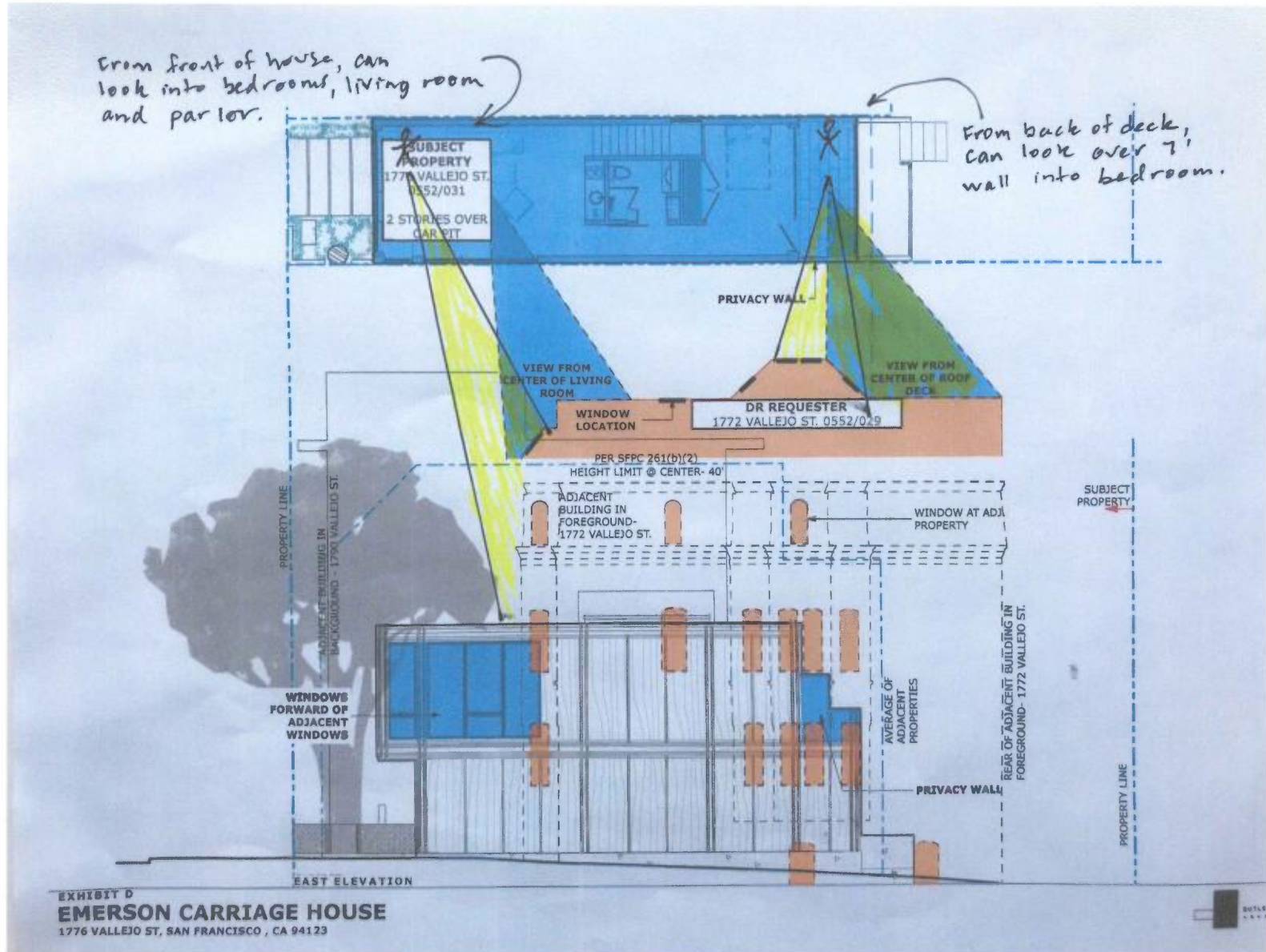


14'6" - top of  
"privacy wall" at  
property line



16' high at  
property line

# Revised Sight Lines



# Materially Injurious to Burr House

*Before:* Nearest neighbor for 2 bedrooms, living room & parlor is currently 125' away.

*After:* Direct views into kids bedrooms will now be 10'-15' away. Views into living room and parlor as well.

*Before:* Direct sunlight and views in a historically preserved dining room

*After:* Sunlight and views will be completely blocked by a building 10' away.

**Loss of privacy, views, and direct sunlight and encroachment of space will reduce the value of the house materially.**

# Response to Project Analysis

- Distance from proposed construction to daughter's bedroom and dining room is 10', not 14'.
- The privacy screen is only 3' long for a 6' long deck and does not block sightline from east side of deck into daughter's bedroom.
- The 10' tall by 14' wide windows at south and west sides are not "in proportion and size of the windows related to that of existing buildings in the neighborhood." It is like no other building in the neighborhood.
- It is undeniable that previous privacy is completely lost.
- The CEQA review makes no mention that the project is adjacent to a SF Landmark. City is required to investigate potential impacts not only for the project site, but also "immediate surroundings."
- Did the Planning Department consult with any Historical Preservation colleagues?



# Exemption from CEQA Should **Not** Be Granted

The proposed project changes the “**immediate surroundings** such that the significance of an historic resource would be materially impaired.”

The impact is material both inside and outside the house.

Privacy, direct sunlight and air will be materially lost in 1) three kids bedrooms & guest bedroom, 2) dining room, 3) living room & parlor

The proposed project will box-in and block public views of the Burr House, taking away one side of the building from views.

# Proposed Alterations to Plans

- We are not opposed to new construction. We would be supportive if Mr. Emerson wished to build an addition behind his existing house or add a story.
- On 2/12/18, we met with Mr. Emerson and Mr. Butler to propose the project be moved back 30' from the property line and lowered by approximately 4' to match the natural slope of the Burr House driveway.
- No response was given to our proposed compromise.

# Question: Will a precedent be set?

If the proposed project is allowed, is a precedent set to allow development of the 31' wide yard east of the Burr House?

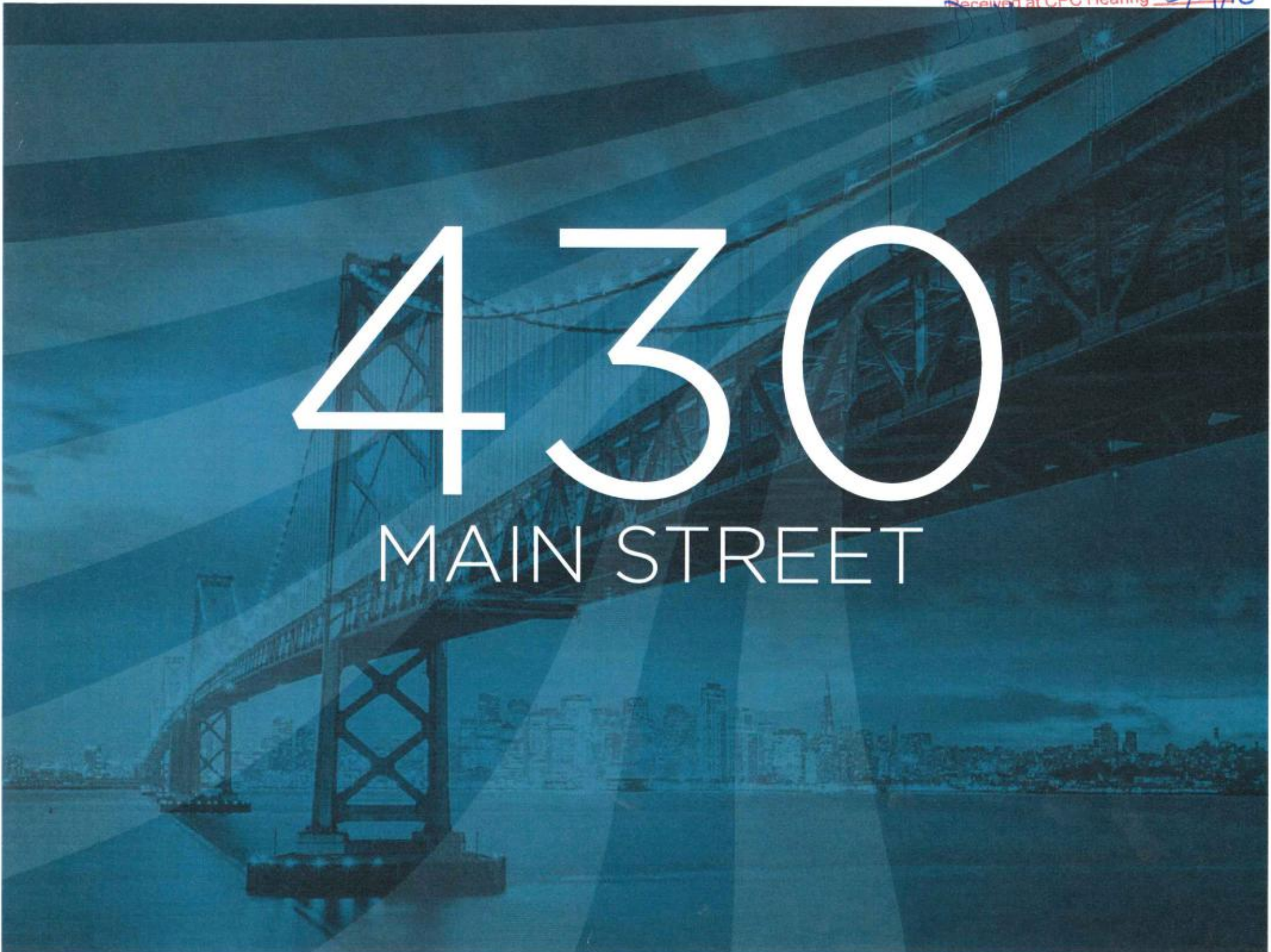
Would a structure on the east side “diminish” the landmark or would it only then be “materially impaired”?

# 100 years from now

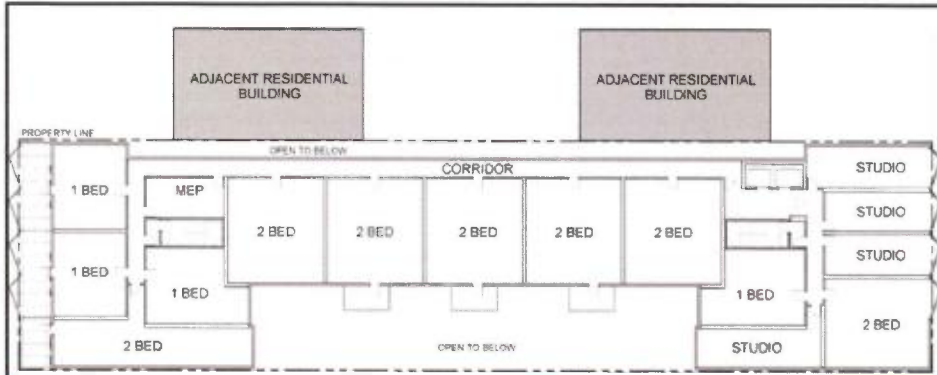
- Please preserve a piece of San Francisco history and its surroundings that will stand out 100 years from today.
- Please use your discretion to reject this rear yard variance or require changes to the project.
- Thank you for your consideration

# 430

## MAIN STREET



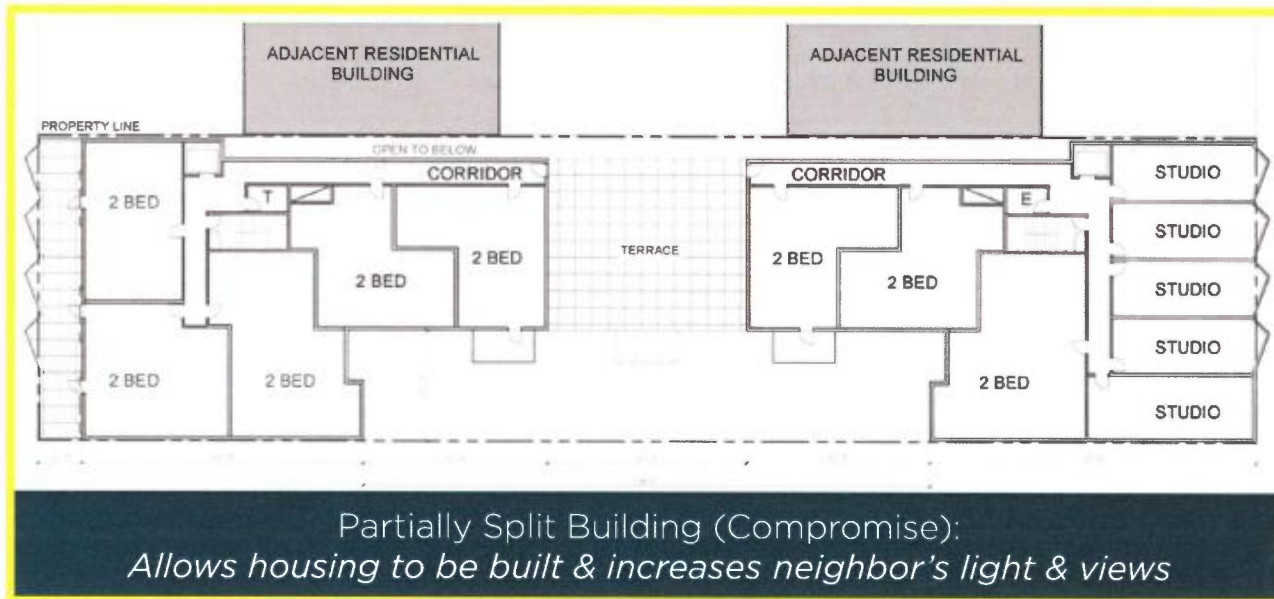
# 430 MAIN STREET – SCHEME PROGRESSION



Base Case (No Separation):  
Does not achieve neighbor's goals (light, views)



Fully Split Building:  
Does not achieve sponsor's goals (build housing)



Partially Split Building (Compromise):  
Allows housing to be built & increases neighbor's light & views

# FULLY SPLIT BUILDING SCHEME



The proposed Fully Split Building scheme relies on:

- An **apples-to-oranges** revision to the project's average unit size (724 sf v. 629 sf),
- Disregard for fundamental building and operational requirements,
- Disregard for constructability and construction cost implications, and
- Disregard for the marketability of units

Adjusting for these deficiencies, the fully split scheme is rendered far less viable than was previously suggested and **ultimately cannot be built.**

# UNIT MIX COMPARISON

	Studios # %	1-Bedroom # %	2-Bedroom # %	Units	Total NRSF	Avg. Unit Size
<b>Base Case Scheme</b>	<b>60 42%</b>	<b>25 17%</b>	<b>59 41%</b>	<b>144</b>	<b>102,990</b>	<b>715</b>
<b>Partially Split Building Scheme (45' on 3 levels)</b>	<b>54 39%</b>	<b>29 21%</b>	<b>54 39%</b>	<b>137</b>	<b>99,203</b>	<b>724</b>
<b>Fully Split Building Scheme</b>	<b>58 38%</b>	<b>38 25%</b>	<b>56 37%</b>	<b>152</b>	<b>95,558</b>	<b>629</b>
<b>Fully Split Building Scheme (Adjusted)</b>	<b>50 40%</b>	<b>24 19%</b>	<b>50 40%</b>	<b>124</b>	<b>89,828</b>	<b>724</b>

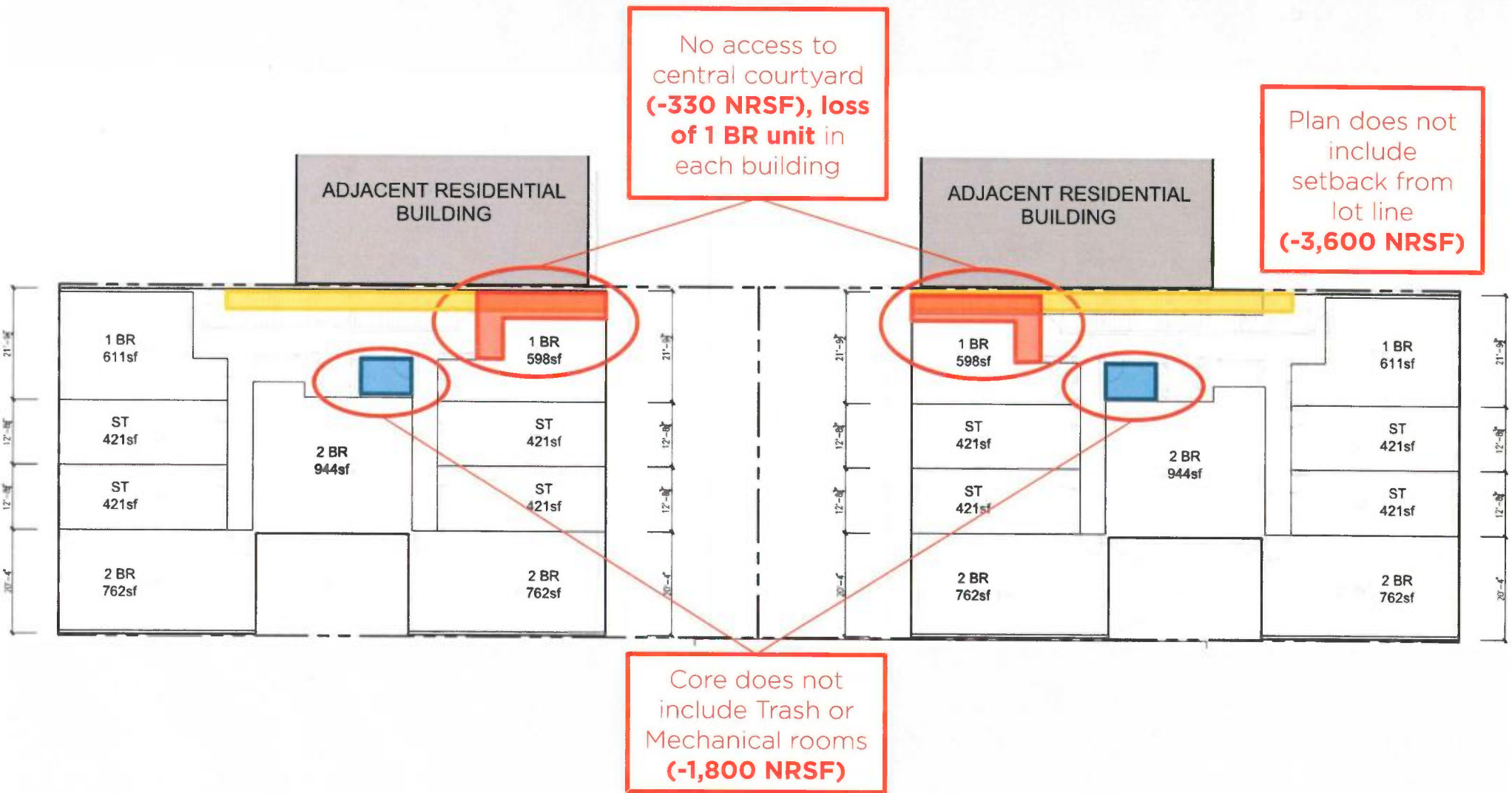
The Split Building average unit size (629 sf) does not support the required two-bedroom mix. Our targeted average unit size is >700 SF.

Significant loss in density, both Net Rentable Square Footage and Units.

To compare schemes on an "Apples to Apples" basis we have held the Average Unit Size constant.



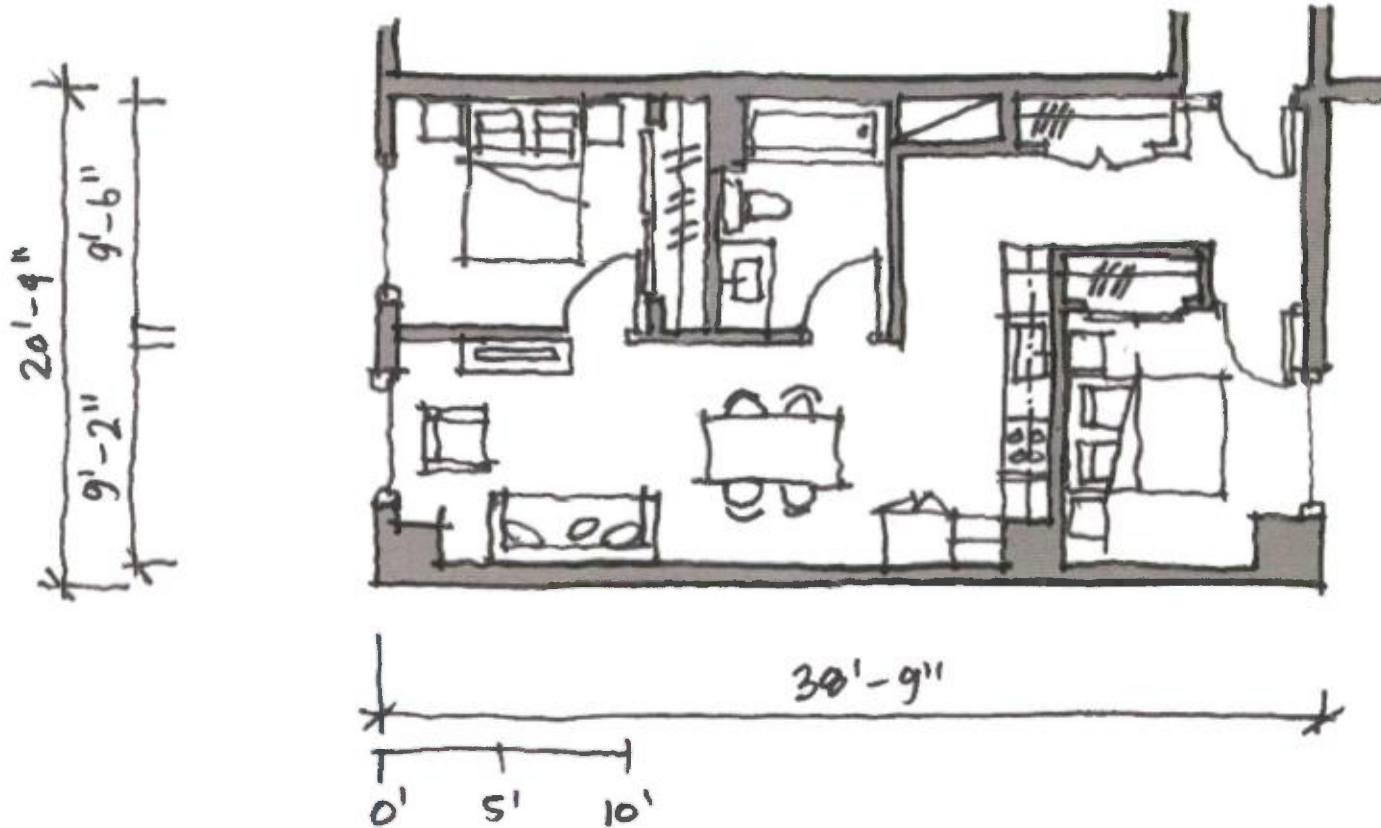
# QUANTITATIVE DEFICIENCIES OF FULLY SPLIT BUILDING



To compare schemes on an “Apples to Apples” basis we would need to make these adjustments.

# FULLY SPLIT BUILDING UNIT LAYOUT ANALYSIS

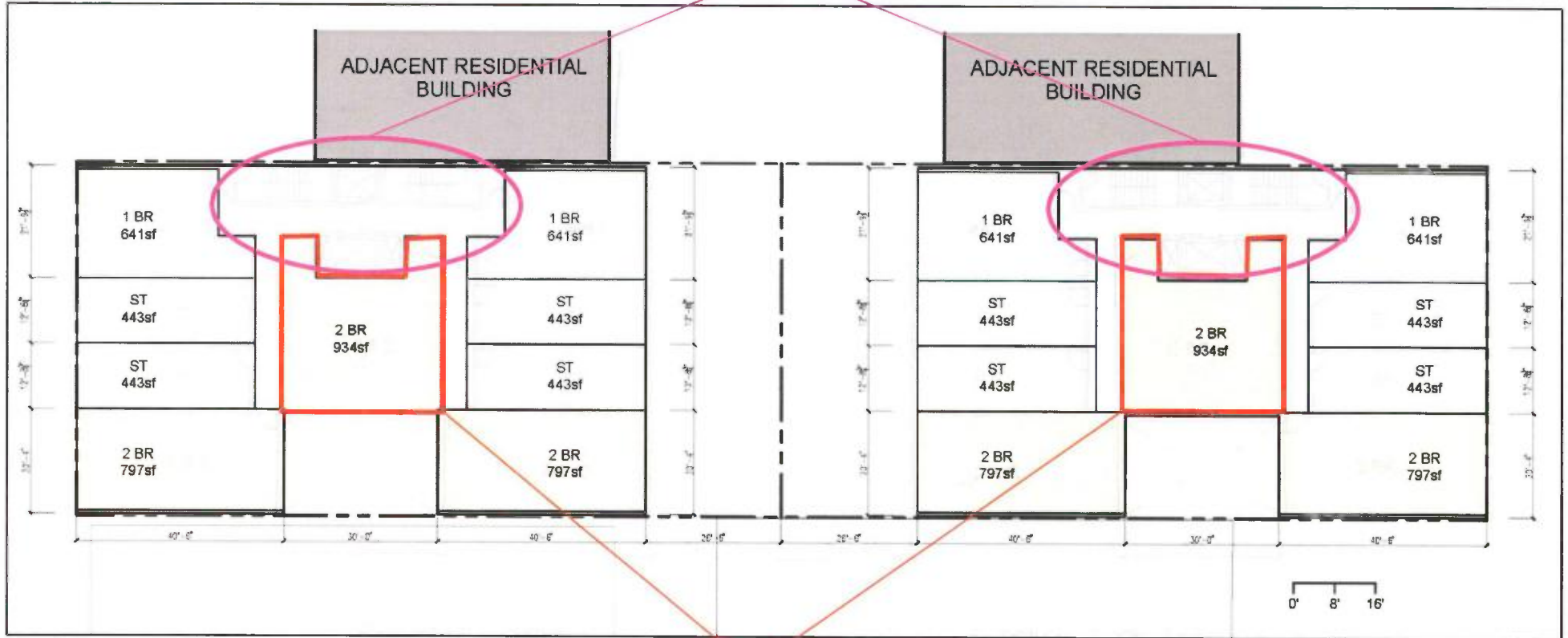
A 760 sf two bedroom unit with one bath presents challenges. Fewer bathrooms and narrower rooms than proposed project make unit harder to lease.



We would not build these units because of the rent discount required to lease them.

# QUALITATIVE DEFICIENCIES OF FULLY SPLIT BUILDING

Fully Split Scheme requires **double** the number of elevators and stairs.



2 Bedroom units do not have sufficient access to light.  
**We would not build these units because of the rent discount required to lease them.**

# FULLY SPLIT BUILDING SCHEME ADJUSTMENT ANALYSIS

	Units	Total NRSF	Avg. Unit Size
Fully Split Building Scheme	152	95,558	629
<i>Less: Required Connection to Courtyard</i>	0	-330	-2
<i>Less: Trash &amp; Mechanical on Every Floor</i>	0	-1,800	-12
<i>Less: 5' Setback from Northern Lot Line</i>	0	-3,600	-24
Subtotal	152	89,828	591
<i>Unit Size Adjustment (724 Avg. NRSF)</i>	-28	0	+133
<b>Fully Split Building Scheme (Adjusted)</b>	<b>124</b>	<b>89,828</b>	<b>724</b>

**Project cannot support this loss in density.**

# SCHEME COMPARISON

	Studios		1-Bedroom		2-Bedroom		Units	Total NRSF	Avg. Unit Size
	#	%	#	%	#	%			
<b>Base Case Scheme</b>	<b>60</b>	<b>42%</b>	<b>25</b>	<b>17%</b>	<b>59</b>	<b>41%</b>	<b>144</b>	<b>102,990</b>	<b>715</b>
<b>Partially Split Building Scheme (45' on 3 levels)</b>	<b>54</b>	<b>39%</b>	<b>29</b>	<b>21%</b>	<b>54</b>	<b>39%</b>	<b>137</b>	<b>99,203</b>	<b>724</b>
<b>Fully Split Building Scheme (Adjusted)</b>	<b>50</b>	<b>40%</b>	<b>24</b>	<b>19%</b>	<b>50</b>	<b>40%</b>	<b>124</b>	<b>89,828</b>	<b>724</b>

*Base Case vs. Fully Split Scheme*

**-20 Units**

**-13,162 NRSF**

*Partially Split vs. Fully Split Scheme*

**-13 Units**

**-9,375 NRSF**

# BAYCREST CENTRAL COURTYARD

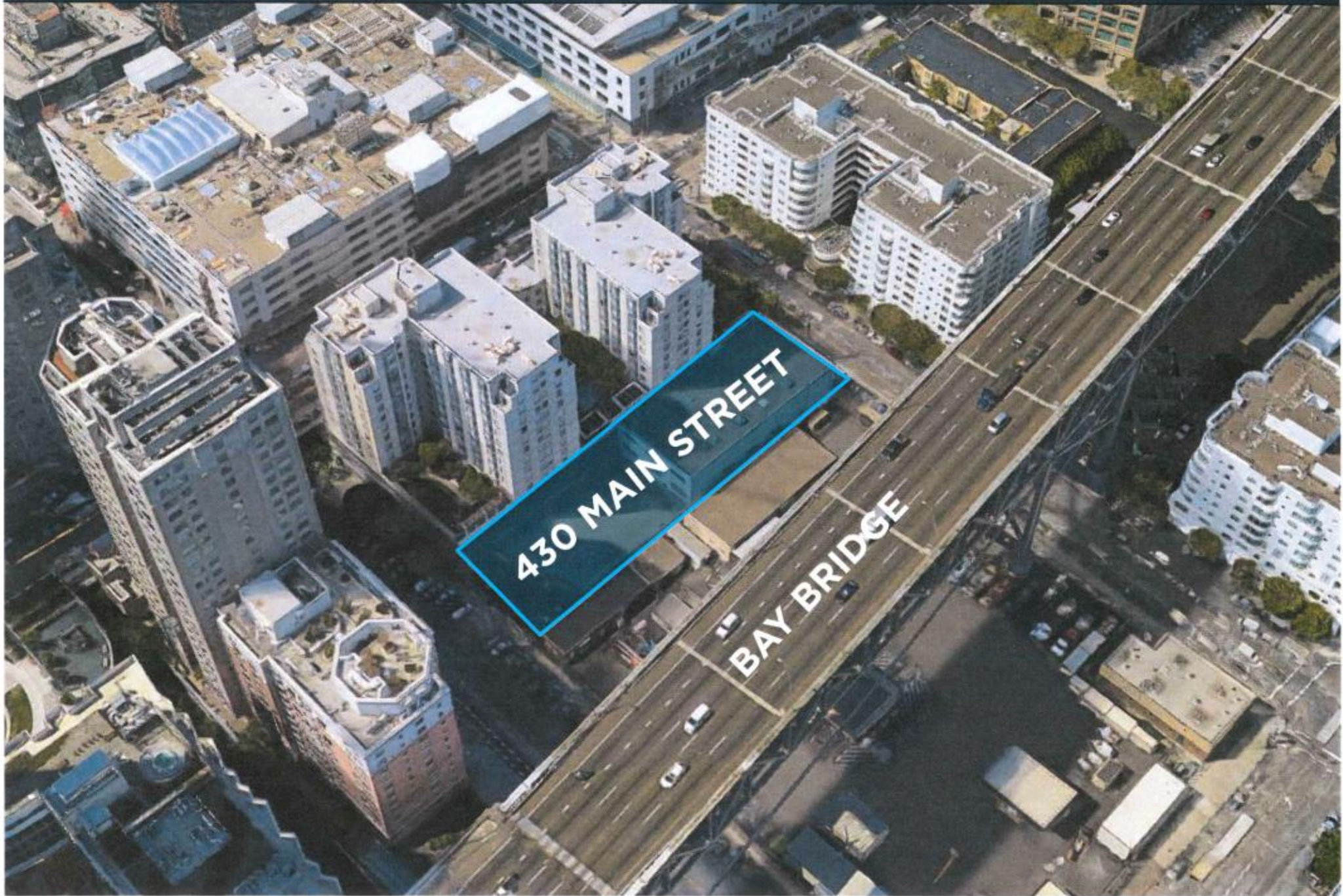
Existing BayCrest courtyard remains fully code compliant if 430 Main Street is developed.

111'

60'



# CALTRANS YARD



# PARTIALLY SPLIT BUILDING





PARTIALLY SPLIT BUILDING - VIEW FROM BAYCREST COURTYARD



Received at CPC Hearing 5/24/18  
C. May

May 22, 2018

TO: San Francisco Planning Commission

FROM: Janice L. Bolaffi, Ph.D.

RE: St. Dominic's Development, Case No 2013.0152CUA

I have several reservations about the proposed development by St. Dominic's church as referenced above.

- The proposal to take down the existing school building is a poor one. The present building is historically significant, has been well maintained and should be preserved. Aren't there other possible adaptive reuse proposals which would preserve this building?
- The proposed plans to develop a new child care facility describe 4 multi-use rooms on the first floor and 5 undefined rooms on the second floor. These plans are very poorly described, and indicate that there are **no** bathrooms on the first floor!! For children!! Will there no longer be a school at St. Dominic's, just child care?
- In contrast, the Parish Hall/Office plans are generous in the extreme. It appears the development of a large, somewhat luxurious Parish Hall, with adjoining kitchen, and bathrooms on every floor is the real driver of this project, with the child care building taking a poor and limited second.

For these reasons, I strongly urge this proposal be rejected and keep the present school building!

Yours truly,

Janice Bolaffi, Ph.D.  
2331 Bush St., San Francisco, 94115  
415-931-1091; bolaffi@pacbell.net

Dear San Francisco Building Planning Commissioners:

I am voting against the building of the additional story to 984-988 Jackson St., San Francisco, CA 94133

	Name	Address	Signature
1	DAN TRUONG	952 JACKSON ST. SF	<i>Dan Truong</i>
2	PETER TRUONG	956 JACKSON ST	<i>Peter Truong</i>
3	KIM TRUONG	956 JACKSON ST	<i>Kim Truong</i>
4	STELLA JEONG	936 JACKSON ST	<i>Stella Jeong</i>
5	KATHERINE LEUNG	934 JACKSON ST	<i>Katherine Leung</i>
6	PO LING JEONG	932 JACKSON ST	<i>Po Ling Jeong</i>
7	Doug Goodyear	967 JACKSON ST	<i>Doug Goodyear</i>
8	Deborah Goodyear	967 JACKSON ST	<i>Deborah Goodyear</i>
9	Tom Weverka	963 JACKSON ST	<i>Tom Weverka</i>
10	Noreen Weverka	963 JACKSON ST	<i>Noreen Weverka</i>
11	Hongmai Truong		<i>Hongmai Truong</i>
12	Joe Yi Truong	960 JACKSON ST	<i>Joe Yi Truong</i>
13	Mark Yu	962 JACKSON ST	<i>Mark Yu</i>
14	Hongmai Truong	952 JACKSON ST.	<i>HONGMAI TRUONG</i>
15	Joe Yi Yu	948A JACKSON ST.	<i>Joe Yi Yu</i>
16	JIMMY BROWN	954 JACKSON ST	<i>Jimmy Brown</i>
17	PANH TRUONG	940 JACKSON ST	<i>Panh Truong</i>
18	LION TRUONG	956 JACKSON ST	<i>Lion Truong</i>
19	ANH HO	956 JACKSON ST	<i>Anh Ho</i>
20	VIP THAI-WAI	954 JACKSON ST	<i>VIP THAI-WAI</i>
21	Angel Cheung	952 JACKSON ST	<i>Angel Cheung</i>
22	Mien Kwong	912 JACKSON ST. APT 18	<i>Mien Kwong</i>
23	Helen Chan	952 JACKSON ST	<i>Helen Chan</i>
24	Matthew Truong	952 JACKSON	<i>Matthew Truong</i>
25			
26			







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SAN FRANCISCO, CA 94104

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F: 415.391.9647

www.garavaglia.com

Received at CPC Hearing 5/24/18

B. Benfix

22 May 2018

President Rich Hillis  
San Francisco Planning Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

Re: 1503 Francisco Street  
Brief in Opposition to the Project and in support of Discretionary Review  
Planning Department Case No. 2013.0847DRP

Dear President Hillis and Commissioners:

I have been asked by the DR Requestor, Christina McNair and Donna Santana (owner's of 1490 Francisco located across the intersection from the project) to present my review of the design for 1503-1507 Francisco Street. Clearly their views as the DR requestors are reflective of the broad community opinion - that this building does not belong in the Marina District in general and specifically at this intersection and intersections like it. I have identified a variety of issues that support this perspective. Most of the issues are a result of the design genre that expresses horizontal floor and roof plates in box-like fashion, uses excessive glazing in the design, and the uninviting concrete-like wall surfacing material. The overall result is a building that shows almost no connection (nor an understanding of) this neighborhood's visual character.

According to the Residential Design Guidelines there are several relevant areas that are a concern for the neighbors for this design including:

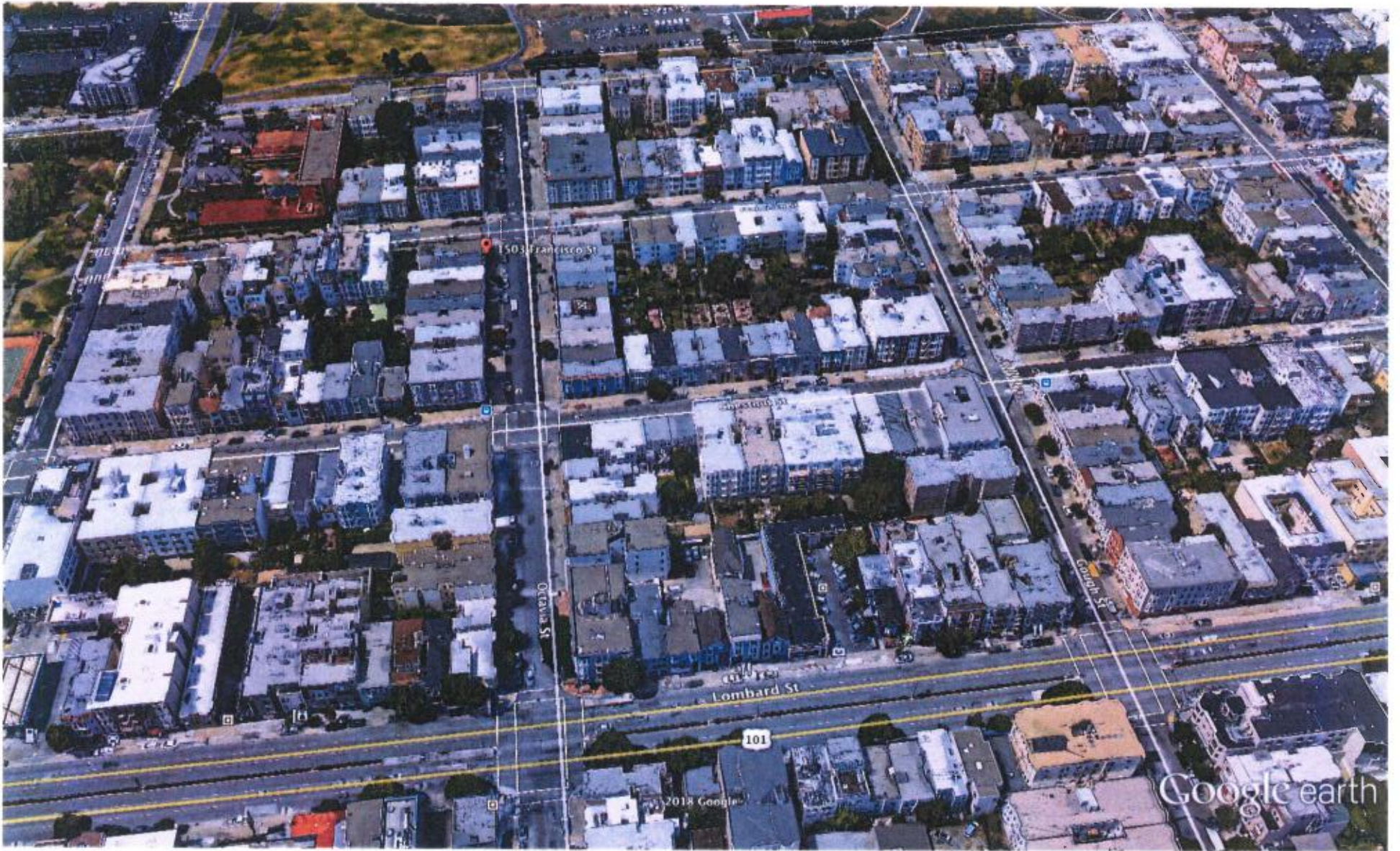
- Neighborhood Character (visual character, corner buildings)
- Building Scale and Form (building scale at the street)
- Architectural Features (proportions, building entrances, bay windows, garage door designs)
- Building Details (architectural details, windows, exterior materials)

The neighborhood's character is defined by a consistent use of flat roofed, three and four story, stucco clad single and multi-family residences. They often have an articulated base and projecting cornice. Most have bow or angled bay windows. Traditional style design is almost exclusive - and thus contrasting designs present as being very out of character.

The proposed building design expresses a "concrete" frame with floor to ceiling glazing and concrete infill panels. The first floor walls have a vertical saw-toothed pattern in concrete, which presents a sharp and uninviting pedestrian experience (barely expressed in the reduced plans but evident in the perspective). Except for the entrance and a minimalist garage door, this wall is featureless. This coarse wall surface extends across the full width of the building front creating a compound like feeling to the property. As a corner building the massing has been



Similar Design Genre



Google earth

feet  
meters





May 23, 2018

President Rich Hillis  
San Francisco Planning Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

Re: 1503 Francisco Street  
Brief in Opposition to the Project and in support of Discretionary Review  
Planning Department Case No. 2013.0847DRP

Dear President Hillis and Commissioners:

My sister, Donna Santana and I are the owners of 1490 Francisco Street in SF. We requested the Discretionary Review for 1503 – 1507 Francisco proposed project.

To provide a bit of background about us, we are fourth generation Marina / San Franciscans. Our property has been in our family since the early 1940's. We were born, raised and have lived in the Marina for a greater part of our lives. I personally lived in the building for several years as well. Our adult children currently live in the building. We are not just random landlords who own an apartment building in the Marina....1490 Francisco and the Marina neighborhood is an intimate part of our family and our legacy. Professionally, I am a 28+ year residential top producing well respected Realtor and sell homes in Marin, San Francisco and Sonoma counties.

As stated in our DR application, our major concerns are over the overall design of the 1503-1507 Francisco proposed project. The design presented does not conform to the classic Marina district architecture nor the community character. For someone to state otherwise is preposterous. The excessive glazing as noted in the proposed design is such that it creates major concern for immense glare, unwanted reflections, as well as major privacy issues that will directly impact surrounding building's residents. This mass structure will impede our light and air as it currently stands. The use of a sterile concrete exterior vs the traditional stucco found in the Marina, especially for a corner building is simply inappropriate. The underground parking, with added car lifts, would require major underground excavation which will only compromise the soil stability of surrounding properties. The enormity of the structure includes not only a 5<sup>th</sup> level roof deck but also an expansive 2<sup>nd</sup> deck off a lower floor, which would be street facing. It is our understanding that roof decks and most certainly street facing ones are not something

that the SF board approves in the Marina neighborhood. As that was certainly the case for us personally for our own building in 2011 and yet again just a few years later. We were denied our two roof deck applications, which were very similar to the two roof decks being proposed for 1503 Francisco. In the past 10 years or so, we did an extensive remodel to our property, which included window upgrades. It was mandatory from the planning dept that we conform to the character of the neighborhood to include like-kind wood sash classic Marina style windows. There was no exception granted for this. Period. We know this to be fact even with other neighbors who followed the permit procedures necessary for similar improvements to their properties. We feel that the City's interpretations of codes and guidelines should be applied equally to all projects, it's only fair.

After the 1989 earthquake, so many single family and multi-unit homes were demolished and rebuilt from the ground up (See example photos attached). Every property involved was rebuilt with like-kind classic Marina architecture. This is another proven example as to why the 1503-07 Francisco design is not in line with the Marina neighborhood standards. It is just not appropriate for this area.


Contrary to Tom Tunny's position in his letter to the commissioners dated May 10<sup>th</sup>, I very much disagree with statements made. On March 8th, my sister and I had a 45+ minute detailed phone conversation with Eric Jacobs, the permit expeditor for the 1503 – 1507 Francisco property owner. Donna and I ended the conversation with Eric friendly but clear that we opposed the project as presented and with the understanding that he was going to get back to us quickly with answers to a few questions we had about the project. It was not until about a week after our conference call and only after we submitted the DR application to planning dept on March 12, 2018 is when we received a follow up email from Eric ( March 15, 2018/March 27, 2018). In short, the email correspondence stated that the property owner was *only* willing to accommodate the removal of the penthouse (aka rooftop staircase bulkhead) of the proposed mass to satisfy our concerns with the project design. (see attached emails). We clearly are not the ones unwilling to negotiate.

There is great concern among dozens of neighbors unanimously voicing very strong opposition and additionally are in support of this discretionary review. I know you have heard from several of them. Numerous residents have stated that they never received any notification from the project applicant and/ or knew nothing about this proposed project. Several mentioned that it was only just a few days ago, when they first they had heard about the project, either by the recent efforts from the 1503 Francisco team who was going door to door seeking signatures from neighbors in hopes of their support; or from the poster placed on the building exterior within the past 10 days. With so much public outcry voicing such strong opposition, it is

impossible to not think that somehow the project applicant did not follow proper protocol with the 311 notifications to the neighborhood as required.

In summary, the planning guidelines imposed need to be fair, equal and respectful to all applicants and property owners or neighbors. I hope that the board will work with us towards the preservation of the classic Marina neighborhood, which includes keeping within the conformity, the architectural design and imposing the guidelines equally for all to follow. The Marina district is a very special part of San Francisco's history and culture, I ask that the board do what is right and mandate discretionary review of this project.

Thank you.

A handwritten signature in cursive script, appearing to read "Christina McNair".

Christina McNair

**From:** Eric Jacobs <eric@gbasf.com>

**Sent:** Thursday, March 15, 2018 3:06 PM

**To:** Donna Santana <donnaesantana@gmail.com>; Christina McNair <c.mcnair@ggsir.com>; Eric Jacobs <eric@gbasf.com>

**Subject:** Re: 1503 Francisco Project Discussion

Good Afternoon Donna and Christina,

Thank you very much for taking the time to speak with me last week and for voicing your concerns so clearly and candidly. I understand that there are both practical and emotional concerns at stake. The practical considerations are the potential loss of views from your tenant occupied rental units, the inclusion of a 5th floor roof deck with respect to privacy, the overall architectural design compatibility with the Marina district, as well as what you perceive to be a glassy facade.

I also understand that the project proposal is an emotional one as you had attempted to legalize and construct two roof decks on your property which were denied by Planning Commission. Our team understands the need for a level playing field and that city process should be both fair and respectful to all applicants.

Our project team has been informed that a DR filing has been made and we would like to work with you to resolve the Discretionary Review filing as quickly as possible so that we may move forward with a proposal respecting the concerns of our neighbors. During our phone discussion you had asked me about the area, setback and projection of the penthouse/roof deck so we have dimensioned a roof plan and measured the penthouse at 8'-5" above the roof surface (7'-5" above the parapet height). I have also included a rendered view of the new building as seen from your property.

Our team would be willing to discuss removal of the penthouse from the proposed mass if this would suffice to assuage your concerns with our project design. Please let me know your thoughts and if you would like to arrange a meeting or phone call to discuss.

best,

Eric

**From:** Christina McNair

**Sent:** Thursday, March 15, 2018 6:45 PM

**To:** 'eric@gbasf.com' <eric@gbasf.com>; Donna Santana (donnamaesantana@gmail.com) <donnamaesantana@gmail.com>

**Subject:** 1503 Francisco Project Discussion

Hi Eric,

Thank you for your response.

I am a bit perplexed as to how you feel removing the penthouse mass would remedy the overall concerns we touched upon in our conversation.

There is so much more that is of issue than just that item. There will need to be significant changes made to your client's project design in order to assuage our concerns.

At this time, I don't feel necessary to have a phone call nor meeting. It seems that our points are not being validated by you nor your project team if you feel a removing a penthouse mass would resolve our concern.

Appreciate your sending over the rendering.. keep in mind that this is only one view which is from the ground level of our building, looking across the street.

Christina McNair

**From:** Eric Jacobs <eric@gbasf.com>

**Sent:** Tuesday, March 27, 2018 12:32 PM

**To:** Christina McNair <c.mcnair@ggsir.com>

**Cc:** Donna Santana (donnamaesantana@gmail.com) <donnamaesantana@gmail.com>

**Subject:** Re: 1503 Francisco Project Discussion

Good Afternoon Christina,

I am sorry that you feel like you have not been heard, but every negotiation needs to begin somewhere and the removal of the penthouse is currently what our owner is willing to accommodate. It would be helpful if you and your sister would outline the nature of the changes you are looking for. I'd like you to understand that my project sponsor will not accept removal of the 4th floor. This massing is code compliant, supported by the planning department and appropriate for the location on the block. Such a request would be a non-starter as the vertical addition is the point of the project so that the owner's family has the living space they need. We would like to hear your suggestions and understand what you are looking for to assuage your concerns. The project team is willing to consider all reasonable requests.

Warm regards,

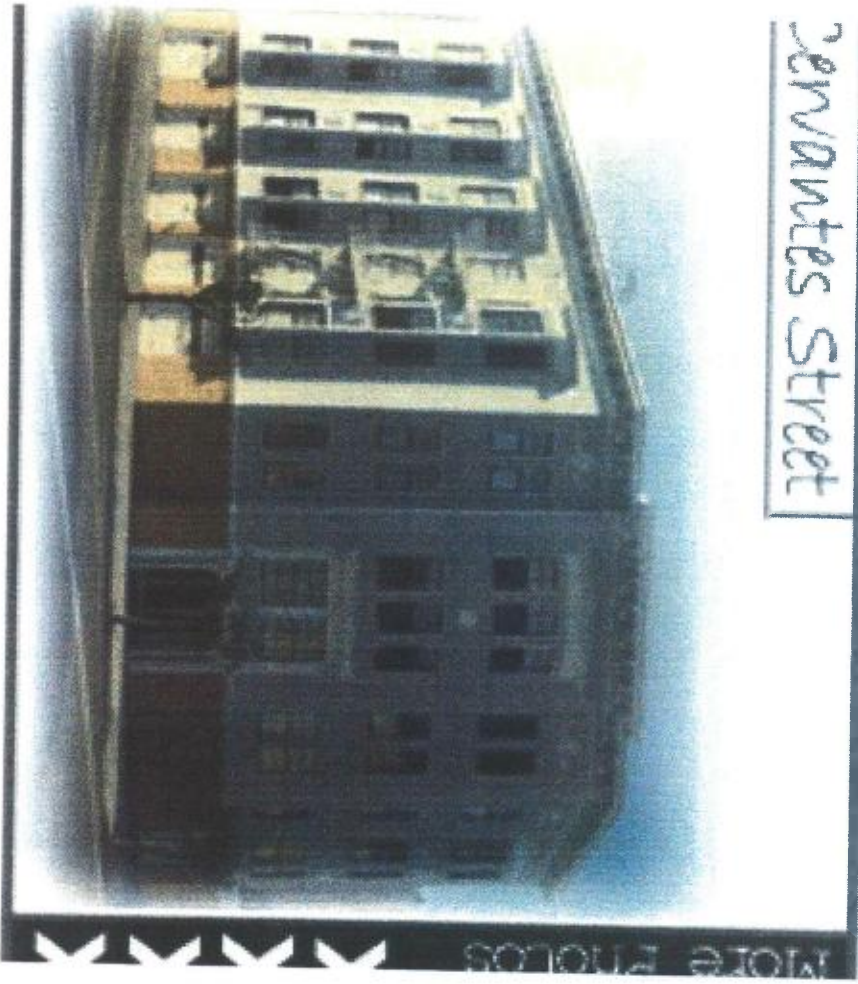
Eric







Servantes Street





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22 May 2012

President Rich Hillis  
San Francisco Planning Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

Re: 1503 Francisco Street  
Brief in Opposition to the Project and in support of Discretionary Review  
Planning Department Case No. 2013.0847DRP

Dear President Hillis and Commissioners:

I have been asked by the DR Requestor, Christina McNair and Donna Santana (owner's of 1490 Francisco located across the intersection from the project) to present my review of the design for 1503-1507 Francisco Street. Clearly their views as the DR requestors are reflective of the broad community opinion - that this building does not belong in the Marina District in general and specifically at this intersection and intersections like it. I have identified a variety of issues that support this perspective. Most of the issues are a result of the design genre that expresses horizontal floor and roof plates in box-like fashion, uses excessive glazing in the design, and the uninviting concrete-like wall surfacing material. The overall result is a building that shows almost no connection (nor an understanding of) this neighborhood's visual character.

According to the Residential Design Guidelines there are several relevant areas that are a concern for the neighbors for this design including:

- Neighborhood Character (visual character, corner buildings)
- Building Scale and Form (building scale at the street)
- Architectural Features (proportions, building entrances, bay windows, garage door designs)
- Building Details (architectural details, windows, exterior materials)

The neighborhood's character is defined by a consistent use of flat roofed, three and four story, stucco clad single and multi-family residences. They often have an articulated base and projecting cornice. Most have bow or angled bay windows. Traditional style design is almost exclusive - and thus contrasting designs present as being very out of character.

The proposed building design expresses a "concrete" frame with floor to ceiling glazing and concrete infill panels. The first floor walls have a vertical saw-toothed pattern in concrete, which presents a sharp and uninviting pedestrian experience (barely expressed in the reduced plans but evident in the perspective). Except for the entrance and a minimalist garage door, this wall is featureless. This coarse wall surface extends across the full width of the building front creating a compound like feeling to the property. As a corner building the massing has been

Innovating Tradition

provided by the design, but instead of establishing a "gateway" it seems to suggest otherwise - it is hardly inviting.

The expanse of the floor to ceiling glass is much larger than conventional windows. The glazing area of the design averages approximately 50% on the exposed walls. The neighborhood averages 25%. This is completely out of character with the neighborhood pattern. In addition to these problems the level of privacy both looking out and viewing in is reduced.

In addition, it should be noted that due to the excessive glazing there will be noticeable daytime glare and nighttime light trespass affecting nearby residences. This amount of glazing will also result in excessive cooling and heating loads requiring extensive mechanical equipment, creating difficulty with placement of mechanical units and their resultant noise and vibration.

There is a complete lack of a pattern of roof deck installations in the area. Out of hundreds of buildings there are only a handful of roof decks. These decks can be a source of nighttime noise and create problems with privacy.

Concerns also exist due to the amount of the building that will really be demolished by the complete transformation of the structure - the original building is ostensibly obliterated, possible problems with neighbor notification, creation and maintenance of housing units, and the bird-safe nature of the excess glazing.

Requested changes include:

- Find a contemporary (or traditional) approach to the overall design that is more in keeping with the feel of this Marina neighborhood instead of juxtaposing against it.
- Major reduction of glass area - especially the floor to ceiling aspect. Provide window sills and window heads at typical heights to reduce glare and light trespass
- Eliminate the coarse concrete wall cladding and replace with a more friendly material
- More articulation of the ground floor wall surface
- Introduce bay window forms to articulate the facade (actual form versus grid pattern)
- Eliminate all roof decks - will improve privacy and reduce potential night-time noise
- Eliminate the parapet - eliminate excess building height
- Mount all mechanical equipment on the ground with proper noise reduction screening meeting Police Code Section 2909

Due to these major issues we strongly support and recommend that the Commission take Discretionary Review of this project and help to minimize the precedent setting nature of a undesired development in an area that has a strong sense of community character and historical feel.

Sincerely,

Michael Garavaglia, AIA, LEED AP BD+C  
President, Garavaglia Architecture, Inc.



LAW PARTNERS, LLP

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May 22, 2018

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: Discretionary Review of Permit to Redevelop  
1503-1507 Francisco Street/Building Permit  
No. 2013.0531.8402

Dear Commissioners:

We represent Christina McNair and Donna Santana, who requested Discretionary Review of the building permit to redevelop the property known as 1503-1507 Francisco Street (the "Project Site"), at the corner of Francisco and Octavia Streets, in the Marina. We hope you will have a chance to review carefully Donna and Christina's application for Discretionary Review. This letter is intended as a supplement to the information in that Application.

Christina and Donna own the apartment building at 1490 Francisco Street, kitty-corner from the Project Site, which would be directly affected by the redevelopment. Christina and Donna are sisters, and their family has owned the building at 1490 Francisco for at least 60 years. They are fourth generation San Franciscans, both born and raised in the Marina, from a family of Italian immigrants who made their livelihoods in the Marina. The Marina is therefore very near and dear to them, and the building at 1490 is by no means "just an investment."

By way of background, a company called Valparaiso LLC owns the Project Site and is sponsor of the redevelopment project. The building permit under discretionary review would demolish the existing building on the Project Site and replace it with a completely new, larger and taller structure of very modern design, with floor-to-ceiling windows facing both Francisco and Octavia and two decks, one on the third floor roof and one on the highest roof. A photograph showing the existing building in context with neighboring structures, and another one with a rendering of the proposed new building in the same context, are attached as Exhibit A to this letter. Exhibit B to this letter attaches other streetscape photos showing houses in the immediate vicinity of the Project Site.

We believe it is evident from the photos in Exhibits A and B that the proposed redevelopment would be a massive change to this corner lot, and that the new building would be radically different both from the existing structure and all nearby buildings. In our experience, it would be quite common (if not customary) for a property owner proposing such a significant change to the neighborhood to reach out to owners and residents of nearby properties, even before submitting a permit application, to explain what is being proposed, to elicit comments and

suggestions, and to try to gain public support. Yet despite the fact that it has owned the Project Site since 2012, and began the permitting process in 2013 (an earlier plan was withdrawn), Valparaiso to our knowledge conducted no such outreach.<sup>1</sup>

We request that the Planning Commission accept discretionary review and disapprove the building permit as architecturally incompatible with the area and inconsistent with the Residential Design Guidelines and General Plan, so that the owner of the Project Site can redesign the new building with greater concern for the sensibilities of neighbors and architectural continuity with the neighborhood.

1. The Proposed New Building is Inconsistent with the Residential Design Guidelines

The Project Site is a prominent corner lot in the Marina, very visible from the Fort Mason Green. The City's Residential Design Guidelines (the "Guidelines") place special emphasis on buildings located on corner lots, noting that "corner lots play a stronger role in defining the character of the neighborhood than other buildings along the block face" (Guidelines, Page 19). By expressly recognizing the importance of buildings on these lots in defining and strengthening the architectural character of a neighborhood, the Guidelines also establish that a building on a corner lot that is substantially incompatible with the designs of existing buildings will do particular harm to that character and to the "look and feel" of the neighborhood. And the new building proposed for the Project Site is incompatible with surrounding buildings (with structures throughout the Marina, in fact) in at least two significant ways: its floor-to-ceiling windows along the main side (along Francisco Street) as well as along Octavia, and its blank, flat walls along Francisco Street.

Windows are especially important in establishing a building's compatibility with surrounding structures. The Guidelines instruct to "design the building's proportions to be compatible with those found on surrounding buildings," and note the importance of the size and placement of windows in establishing proportionality (p. 29). Even more specifically, they provide that windows should "contribute to the architectural character of the building and the neighborhood" (Guidelines, page 44), and that owners should "relate the proportion and size of windows to that of existing buildings in the neighborhood" (page 45). "Using windows compatible in proportion, size, and orientation to those found in the surrounding area are

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<sup>1</sup> Valparaiso's counsel has stated in a May 10 letter to the Commission that the sponsor held several meetings about the plan with neighbors. That's news to us. Certainly Christina and Donna, owners of one of the properties most directly affected by the redevelopment, received no communication from the sponsor or any representative in advance of the current plan submittal, or offering to discuss the plan in order to elicit comments before the filing, and many neighbors seem to have received no notice of either the original submittal (in 2013) or the current plan, another serious problem with approving the building permit. Likewise, we do not consider the sponsor's recent attempt to find local residents supportive of the project, only after the project has been reviewed and an Application for DR submitted, to be "outreach" to the community for the purpose of getting public input on the development plan.

*essential* for a building's compatibility with the neighborhood." (Guidelines, page 45; emphasis added.)

Again, it is self-evident from the photos in Exhibits A and B -- and really to anyone familiar with the building designs in the heart of the Marina -- that the windows and glass walls of the new building proposed for the Project Site violate these principles. The Marina is a unique piece of San Francisco, beloved by residents of the area (and a great many other San Franciscans) for the look and feel created by its coherent architecture -- coherent, but not architecturally dull. The buildings near the Project Site and in the surrounding area vary in design but are consistent in the proportionality of their window sizes, and all include some architectural features (bay windows, balconies, cornices, etc.) that break up major walls. The proposed new building doesn't look like any of these other buildings, and carries over none of the architectural features that contribute to the architectural continuity of the area. Even the very small number of "modernist" buildings in the area blend in and reflect the Marina's architectural character significantly better than this proposal. This plan looks like a wall of glass along Francisco Street from even a short distance away, something that can not be said of any building in the neighborhood.

The excess, translucent glass forming most walls of the proposed structure also create a "fishbowl" effect compromising the privacy of neighbors and future building residents alike. This is a highly questionable design choice in and of itself, and ignores the policy concerns set forth on page 17 of the Guidelines (notably including the directive to "develop window configurations that break the line of sight between houses"). Likewise, the flat, disproportion glass walls of the proposed plan, along both streets, breach the directive on page 13 of the Guidelines to "avoid creating blank walls at the front setback that detract from the street composition."

The sponsor has submitted to the Commission an architectural study asserting that the project plan's window scheme and wall effect are compatible with the area and the Guidelines because, in essence, existing buildings in the neighborhood have a variety of window schemes, and the proposed building somehow reflects some existing window "patterns" in these other buildings. A more technical critique of the sponsor's study will be presented at the hearing, but suffice it to say here that we find the sponsor's architectural analysis to be largely design jargon and wholly unconvincing. To the layman's eye, the flat "wall of glass" created by the proposed plan (especially along Francisco Street) diverges drastically from existing buildings throughout the Marina, and for that reason the new building will feel very out-of-place to the average person, and will detract from, rather than promote, the look and feel of the neighborhood. Bluntly, it looks more like an office building than a home:

In the same vein, we have spoken with one property owner on Octavia near the Project Site who, in the course of a fairly recent condominium conversion, was required to change his

windows to closely mimic ones from decades ago, in order to be deemed consistent with the Guidelines and General Plan design policies. Another neighbor had a very similar experience when trying to change his window pattern in conjunction with a recent renovation – he was required to keep the existing pattern of the windows based on requirements of the Guidelines. Similarly, Donna and Christina were denied approval of a rooftop deck just a few years ago, and although the rationale for the decision was not well-articulated, it was clearly implied that decks were no longer viewed as consistent with design and privacy guidelines and policies as they are now being interpreted, and that decks were to be strongly discouraged if not forbidden outright in the Marina. Yet here, Valparaiso is seeking approval for not one but two decks, one of which is street-facing (and therefore poses even greater privacy and noise concerns for the neighborhood).

What this suggests to us is that significant features of Valparaiso's plan can be found to be consistent with design principles and policies in the Guidelines and General Plan (particularly as they pertain to windows and decks) only by interpreting and applying those principles and policies in a much more flexible and lenient manner than has been done in planning determinations over the last number of years.

2. The Proposal is Also Inconsistent with the General Plan

For substantially the same reasons, the proposal violates a number of policies and directives stated in the Urban Design Element of the City's General Plan. I note in particular:

(a) The Fundamental Principle for Conservation No. 4, that to "conserve important design character in historic or distinctive older areas, some uniformity of detail, scale, proportion, texture, materials, color and building form is necessary."

(b) Fundamental Principle for Conservation No. 4(C), that "[n]ew buildings using textured materials with human scaled proportions are less intrusive in older areas characterized by fine details and scale." The proposed building feels so out-of-place in the Marina, and breaks the continuity of the existing neighborhood architecture, in large measure because of its disproportionate and untextured floor-to-ceiling glass walls, which create a "wall of glass" effect from even a short distance away.

(c) Fundamental Principle for Conservation No. 6, that "[n]ew construction can have a positive effect on the area around it if it reflects the character of adjacent older buildings of architectural merit." By implication, new buildings like that proposed for the Project Site, which depart radically from the design and architecture of the surrounding area, has a negative effect and breaches the intent of this fundamental principle.

(d) Policy No. 3.1, to "[p]romote harmony in visual relationships and transitions between new and older buildings," and to that objective, directing that "[n]ew buildings should

be made sympathetic to the scale, form and proportion of older development” and should “reflect the pattern of older buildings.”

(e) Policy 3.2, to avoid “extreme contrasts in color, shape and other characteristics which will cause new buildings to stand out in excess of their public importance.”

3. The Two Proposed Decks Violate Current Planning Policy in the Marina

The proposed new building would have not one but two decks, one off the second floor of Unit No. 3, on the third floor roof, and one on the highest roof. While some existing buildings in the Marina have decks, policy in recent years has been to strongly discourage, if not prohibit outright, these decks – especially those facing the street, such as the fourth-floor deck (the one on the third floor roof) proposed here – due to their adverse impact on neighbors. The fourth floor deck is also an unusual feature in the area, contributing to the building’s pervasive lack of conformity with the architectural integrity of surrounding buildings.

At the very least, in proposing a structure inconsistent with this existing policy, the project sponsor should have proposed screening, noise and use restrictions for the decks to minimize visual, privacy and noise impacts on neighbors. But Valparaiso did not see fit to do that.

\* \* \*

In sum, the proposed permit for the Project Site would allow a new building that would be radically incompatible with the surrounding area and the Marina generally, and would breach important principles and policies in the Residential Design Guidelines and the Urban Design Element of the General Plan. For those reasons, it should be denied.

To be clear, our clients, Christina and Donna, do not contest Valparaiso’s right to modify and expand its existing building or to redevelop the site with a new building. But in doing so it needs to respect the neighborhood’s architectural history and context, and the reasonable sensibilities of its neighbors. Rejecting the building permit will force the project sponsor to go back to the drawing board and do just that.

Very truly yours,



Kenneth J. Cohen

cc: Donna Santana  
Christina McNair  
Brittany Bendix



----- Forwarded message -----

From: **Mark Herrmann** <mherrmann1@gmail.com>

Date: Tue, May 22, 2018 at 11:03 AM

Subject: Rich - Opposition to 1503-1507 Francisco St on calendar for this Thursday; very close to Ft Mason

To: [richhillissf@gmail.com](mailto:richhillissf@gmail.com)

RE: Permit # 2013.05.31.8402, 1503-1507 Francisco St., SF 94123

Dear Rich,

I am writing to express my strong objection to the proposed design plans for 1503-1507 Francisco Street in advance of the DR hearing this Thursday. While I support the project sponsor's right and desire to improve his home, I, along with many neighbors, am opposed to the proposed glass and concrete design and ask you to deny the application and support the DR so that the project sponsor can modify the building design prior to approval.

For 12 years, I have been the owner/occupant of a two-family building directly across the street from, and within 100 ft. of the proposed project. Unfortunately much of the 3200 block of Octavia St. was omitted from the DR filer's mailing list (pp 60-70 of your packet), hence the late timing of this letter vs. the deadline for inclusion into your packet. The original neighborhood meeting for this permit was held in 2013 and the design has changed considerably since then.

Please consider these thoughts in your decision:

1. **Design** - The highly-contemporary building design is completely out of character and context with the east marina neighborhood for many blocks in any direction. The proposed concrete and glass "brutalist" style is nowhere to be found in neighboring architecture. On page 107 of the Commission packet, the architect argues for "mixed visual character" by cherry-picking images of buildings on different streets to create a misleading collage. I believe views of entire neighboring blocks tell a different story of more traditional architecture, and I've attached full pictures of all 22 neighboring street views along with a map. Furthermore, any structures in the area that could be considered "modern" architecture are built with more compatible materials, are lacking large windows, and are intra-block - i.e. they are limited to 25 ft. of visible façade vs. 135 total lineal ft. of street exposure for this proposed corner-lot project. Photos of the 3 most prominent nearby "modern" buildings are also attached along with a map.

The proposed design includes a parapet wall and a roof deck that add unnecessary height beyond 40ft height. The overhead imagery on page 6 of your packet shows a lack of many roof decks in the area - in fact there are only 2, a small one at 1500 Francisco and one at approximately 1535 Francisco. I would ask you to require these design elements be removed.

On page 75 of your packet, the project sponsor argues "The additional floor will not impact the building's only abutting neighbor to the south because neither of the existing structures provide any side setbacks, and the addition of the fourth floor will not block any property line windows.". You should be aware that the "only abutting neighbor to the south" is the project sponsor himself who purchased (the abutting) 3255-3257 Octavia street in November, 2017 under an LLC, during a time when

this project was likely going through review. The same owner has also recently filed a building permit (# 201805159170) to add a new roof deck, rear façade, and windows to his abutting two-family structure.

The existing plans do not show where the mechanical equipment will be located. Given the heating/cooling that might be needed to offset the large amount of glazing, this could be a late addition to the roof design.

**2. Fenestration/Materials** - The proposed design has over 50-60% of the larger exterior facade on Francisco Street in glazing vs. 15-20% average in typical for the neighborhood which will create privacy and glare problems. Floor-to-ceiling windows are not used anywhere in surrounding buildings and this excessive use of glass will create a "fishbowl" effect with neighbors. There will likely be light trespassing across two streets with interior lighting shining into surrounding neighbor's rooms at night. The sponsor's argument (pg.73 of packet) claiming "inconsequential, if any, privacy, light, or air impacts on the adjacent properties" should be called into question. On pages 127-129 and 140 of your packet the architect has provided photos of facades that are cropped in some cases and don't show the full percentages of fenestration which are substantially less than that of this project. These photos are misleading.

The use of ribbed concrete appears rough and uninviting, especially on the ground floor where the continuation of materials in the backyard fence creates a "fortress" appearance. On pages 143-144 the sponsor's architect argues for compatible materials when, in fact, there is not a single example of vertical ribbed concrete in the area.

**3. Impact of Location** - The combination of contemporary design and prominent corner location is screaming for attention. Again, this project has about 135 lineal ft of perimeter visible from the street and is one block from the upper entrance to Fort Mason Green. Octavia street is the main thoroughfare for pedestrians and cyclists entering Fort Mason Green for events and general recreation and is therefore in a highly visible corner.

**4. Possible Demo** - The original building is ostensibly being obliterated. I would ask you to review the decisions made in determining whether this project is a demolition. Within the demo calculations, the "front façade" of the building has been defined as the 25 foot side of the building fronting Octavia Street, rather than the true façade with front entrances, garages, and address of Francisco Street.

**5. Strong Neighborhood Opposition** - I believe there is strong neighborhood opposition to this project. The one person writing in favor of the project (p. 71 of packet) is a real estate agent that lives over a half mile from this project.

I strongly oppose the current design of this project and ask you to REJECT it on Thursday in favor of a redesign. Thank you and please feel free to contact me anytime.

Mark Herrmann  
3250 Octavia Street  
415-218-6116

John J Candido Jr.  
1575 Francisco St.  
San Francisco, CA 94123-2206  
(415) 999-0440

May 23, 2018

VIA EMAIL

Planning Commissioners  
San Francisco Planning Department  
1650 Mission St., Suite 400  
San Francisco, CA 94103

RE: 1503 Francisco St.

Members of The Board:

My name is John Candido and I live at 1575/1573 Francisco St. My father purchased that building about 47 years ago and I was raised there most of my childhood, all my teen, and early adult years. I left for several years as a young adult but returned about 22 years ago to help with my parents and raise my own family. I work as a Project Manager and Estimator for a general contracting company that primarily builds office interiors in the downtown area of San Francisco; I understand construction and I also understand design, specifically commercial design.

About three years ago, I replaced the windows on the street side of our property (Permit # 2014-10-10-8616) and was told by the Building Department that street side windows must be of wood materials and "**must maintain the look and integrity of the surrounding buildings as well as my own**". Without opposition, I understood the rule, agreed with it, and moved forward with replacing my original wood windows with exact wood replacements, which was finalized on 5/13/15.

My opposition is not toward the improvement, remodeling or even the adding of an additional level to residence at 1503 Francisco St. My opposition is towards its commercialization looking design which replicates the buildings I work on located in the financial district of downtown. The amount of non-operable, aluminum style, floor to ceiling glazing shown on the draft design is a standardization of most, if not all, high-rise buildings in San Francisco. Many storefront and medical facilities all carry a similar design which is not of a residential style.

Page 2  
Planning Commissioners  
5/23/18

Four years ago, I understood, agreed, and complied with the requests of the SFBD for my window upgrades. It's difficult for me to understand how planning allowed this design to come this far as it surely conflicts with the design, warmth, and integrity of all the neighborhood buildings here in the Marina.

We do not have picket fences, oak trees, or even front lawns in our neighborhood. What we do have are buildings that do their very best to look like "homes". I respectfully ask this board to please consider rejecting this design and not allow the commercialization and institutional design of this building (and those that will surely follow) to take away the look of our neighborhood. Please do not lay the early ground work down of allowing concept designs such as this; we want to raise our families in homes and not buildings that look like commercial structures.

I appreciate your time & attention and I hope you will understand the feelings I am trying to convey. As a third generation San Franciscan, who was born and raised in the Marina District, my passion for this city and its historical architectural structures is hopeful that its style is maintained for generations to come, that future lies in your hands.

I have a prior commitment that conflicts with the hearing date of 5/24/18 but I will do all in my power to try and make that meeting.

Respectfully Submitted,



John J. Candido Jr.

Maria & Frank Clima  
3244 Octavia Street  
San Francisco, CA 94123

San Francisco Planning Commission  
Commission Chambers, Room 400,  
City Hall, 1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102

22 May 2018

Dear Commissioners:

I am writing to express my opposition to the **1503-1507 Francisco St** construction project (**Application 2013.05.31.8402**).

Please consider the following:

1. The building, as a whole, does not reflect the look of the neighborhood. The corner location magnifies its office-building flavor and it sticks out like a sore thumb. Please see attached file Office.jpg.
2. The windows are not at all in keeping with the aesthetic of its location. The windows are not in proportion with the neighborhood.
3. The materials are incomparable to that of surrounding buildings. No other residential building in the neighborhood has GFRC panels, bronze anodized aluminum trim, vertical metal rods, or cladding column covers. Please see attached file Panels.jpg.
4. The visual qualities and finishes of the material are not comparable with those of surrounding buildings. No other buildings have raised vertical texture and exposed fiber-reinforced concrete. Please see attached files OctaviaSt.jpg and FranciscoSt.jpg.

The Marina has been our home for over 18 years and we are committed to its well-being and growth. The proposed building plan does not contribute to the cohesion of the dwellings.

Thank you for considering my opposition to this project. I look forward to addressing the commission this Thursday. Please see the attached photo files.

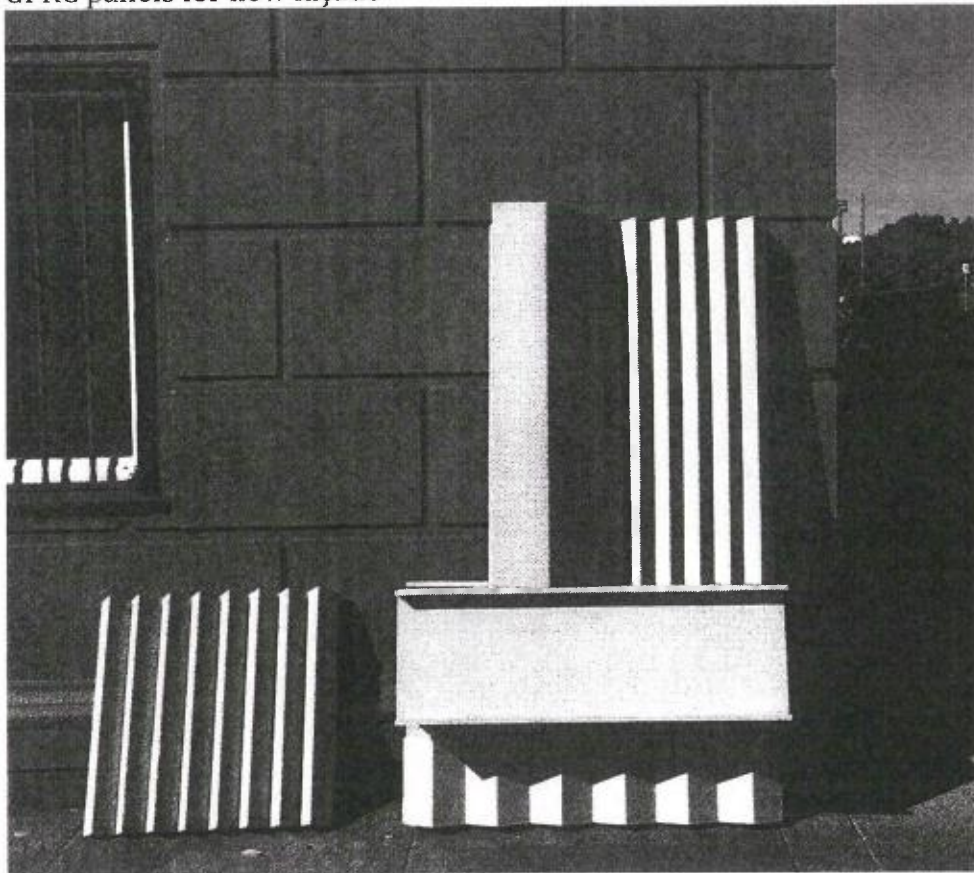
Sincerely,

Maria & Frank Clima

A rendering of the proposed building



GFRC panels for new façade



Current view down **Octavia St** at Francisco St



Current view down **Francisco St** at Octavia St



## Christina McNair

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**From:** Ramy Khalil <ramyabu@hotmail.com>  
**Sent:** Saturday, May 19, 2018 8:20 PM  
**To:** Christina McNair  
**Subject:** Discretionary review of major project at 1503-1507 Francisco street

Hello,

I own one of the units at 3330 Octavia street. I'd like to support the opposition to this project. Please let me know if there is a formal petition.

I will not be able to attend the hearing.

Thanks

Ramy Khalil  
415 420-4297



**From:** Ramy Khalil <ramyabu@hotmail.com>

**Sent:** Sunday, May 20, 2018 10:49 AM

**To:** Christina McNair <c.mcnair@ggsir.com>

**Cc:** Ken Cohen <kcohen@jralp.com>; Donna Santana (donnamaesantana@gmail.com) <donnamaesantana@gmail.com>; Andrew Fatch <afatch@gmail.com>; 'Ken Vella' <kvella10@gmail.com>; 'Cecchi MacNaughton' <cecchi.macnaughton@gmail.com>

**Subject:** Re: Opposition to the 1503-1507 Francisco St. Construction Project

Hi Christina,

One last note, we recently condo converted. We were forced to spend a needless \$20,000 as determined by the city preservation planning department because our perfectly good windows didn't have divided light panels.

They went so far as to find pictures of our block from decades ago and require that we install windows that looked like the ones that existed on our building years ago

I have no idea how a project like this could have made it through the one person at the preservation planning office.

There are many recent conversations on our blocks, and they all had to make it through preservation planning. I'm sure others had the same issue. That seems like an inconsistent treatment.

Ramy

D. Mark McQueen  
1442 Francisco Street  
San Francisco, CA 94123

May 22, 2018

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103  
Re: 1503 - 1507 Francisco Street  
BPA 2013.0531.8402

Dear Commissioners:

I write to urge you to DENY the application to redevelop  
1503

- 1507 Francisco Street. My wife and I purchased our flat in 1995. We live a half-a-block from this proposed renovation. Actually my wife has lived in the neighborhood since 1980 and I have been a neighborhood resident since 1981 – both originally at the corner of Gough and Francisco, one block from the property in question. In our almost four decades of residence in the area, we have not seen a proposed conversion that was this out-of-place with the surrounding structures. Actually, this proposal is incompatible with the entire section of the Marina east of Laguna (or the rest of the Marina for that matter).

Francisco Street, from Laguna to Van Ness, has a typical San Francisco mix of older properties, our building was built in 1924, and some renovated properties that were designed to be compatible with the neighborhood. The design of the proposed renovation at 1503 – 1507 Francisco makes no

attempt to be compatible with the surrounding structures. It seemingly intentionally completely ignores the design continuity of the neighborhood, and its prominent corner location only exacerbates its devastating incongruity.

I have only been made aware of this proposed project in the last week. It appears that in the early phase of this proposed project notifications were not widely circulated. As I can see this property from my living-room window, I am confused as to why I and other neighbors were not made aware of this project. I am also confused as to why approvals were granted to this project. A brief on-site tour of the Francisco Street and its environs, would easily show that this proposed design is grossly misplaced and its construction would be a huge and tragic mistake.

So please vote NO on the permit for 1503 - 1507  
Francisco Street, and thank you for your consideration.

Regards,

D. Mark McQueen

----- Forwarded message -----

From: **Krista Cosner** <[krista.cosner@gmail.com](mailto:krista.cosner@gmail.com)>

Date: Tue, May 22, 2018 at 6:14 PM

Subject: Building Permit Application for 1503-1507

To: [richhillissf@gmail.com](mailto:richhillissf@gmail.com), [Myrna.melgar@sfgov.org](mailto:Myrna.melgar@sfgov.org), [planning@rodneymfong.com](mailto:planning@rodneymfong.com), [milicent.johnson@sfgov.org](mailto:milicent.johnson@sfgov.org), [joel.koppel@sfgov.org](mailto:joel.koppel@sfgov.org), [kathrin.moore@sfgov.org](mailto:kathrin.moore@sfgov.org), [dennis.richards@sfgov.org](mailto:dennis.richards@sfgov.org)

Dear Planning Commission and Board of Supervisors:

I urge the San Francisco Planning Commission and Board of Supervisors to deny the building permit application for 1503-1507 Francisco Street (Proposed Project).

I purchased property at 1500 Francisco Street last year and my unit is on the fourth floor and faces South, directly across from the Proposed Project. Two of the primary reasons I purchased my property was the charm and aesthetic of the neighborhood as well as the amount of light that flooded my condominium. I have lived in San Francisco for 20 years and have always been drawn to the charming aesthetic of the Marina in particular. The Proposed Project will destroy the architectural character of the surrounding area as it is a modern, floor-to-ceiling glass and concrete structure on a prominent corner of the Marina. Drawings of the Proposed Project reveal a structure similar to a mid-rise office building more suitable for a suburban office complex than the charming and quaint Marina District of San Francisco. There is simply no other structure like the Proposed Project--in terms of size, prominent location and materials--anywhere in the Marina. Furthermore, the additional fourth floor will diminish the natural light currently enjoyed by my unit and replace it with glare and reflection from the enormous amount of glass proposed on the project's North-facing side.

I urge you to preserve the historic aesthetic of this neighborhood and reject this project.

Sincerely,

Krista Cosner

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Krista L. Cosner  
1500 Francisco St. #11  
San Francisco, CA 94115

## Christina McNair

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**From:** lauryn coit <lauryn.coit@gmail.com>  
**Sent:** Wednesday, May 16, 2018 6:47 PM  
**To:** Christina McNair; kcohen@jralp.com  
**Subject:** Project at 1503-1507 Francisco Street

Christina and Kenneth,

I am an owner, and neighbor, at 1468 Francisco St #3. Thank you for reaching out to the neighborhood about the construction project at 1503-1507 Francisco St. When I was approached by the owner over the weekend, he was soliciting signatures from anyone walking around the Marina, I had a chance to review the plans and I was not in agreement with the significant aesthetic changes to the look and feel of our neighborhood they were proposing.

The reason that I purchased in the Marina was significantly influenced by the fact that not only my building but all surrounding buildings maintained the look and feel of the Edwardian style of San Francisco. The design of this building is not in line with what gives the Marina its characteristic.

I am completely opposed to this design. I'm also opposed to such a design even if they keep "some of the original building" since the original bones can be reused while still completely redesigning the exterior to produce this design they are proposing.

I am not opposed to the addition of a rooftop deck since it should be allowed for building owners to add on rooftop decks to the top of their buildings. Rooftop decks are a great way to extend the living space of a building and create an increased value for the residence and homeowners to enjoy the outdoors.

I am opposed to roof decks that are on the sides of buildings and street facing.

Please let me know how else I can help support your efforts to prevent such a poorly designed building from being built in our neighborhood. I'd love to see the same Edwardian look and feel in the building, but I'm opposed to the current design.

Thank you,

Lauryn Coit

----- Forwarded message -----

From: **Caroline Bremner** <[caroline.bremner@gmail.com](mailto:caroline.bremner@gmail.com)>

Date: Tue, May 22, 2018 at 8:03 PM

Subject: 1503 Francisco

- Due to work requirements I am unable to attend the hearing in person but wanted
- I am a resident owner of [3254 Octavia Street](#). I live across the road from the property under review. I also understand the same owners have purchased the adjacent property at [3255-57 Octavia Street](#) which is directly across from me. The view from my window is in the attached photo.
- One of the things that charmed me about owning in the neighborhood is that the character of the buildings are very homogeneous. I love the colorful 1920s style facades which give San Francisco such a unique and special feel.
- I often see tourists in the area enjoying sedge-way tours and taking in the neighborhood's character on their way from the hotels on Lombard Street to Fort Mason.
- The proposed very modern glass facades seem very out of keeping with the rest of this section of Octavia Street and Francisco Street.
- The corner lot is very prominent with a larger street frontage than neighboring building so will stick out like a sore thumb.
- I'm also very concerned that as the building next door recently sold to the same owner, that this will set a precedent for [3255 Octavia](#) to receive a similar treatment and that I will soon be faced with a view of glass boxes and all of the glare and lack of privacy that comes with such buildings.
- The project doesn't add anything to the housing stock in the area and overall detracts from the neighborhoods unique San Francisco look and feel.
- I grew up in a rather bland, modern suburb in a city that was quick to "modernize" but ended up losing any distinct character. San Francisco's commitment to planning while honoring it's history makes it a unique and special place to call home.
- It is my hope is that the planning commission and architects can modify the design to keep it more in keeping with the character of the neighborhood.

Thank you for your consideration.

## Christina McNair

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**From:** ANDREW FERRIER <apferrier@yahoo.com>  
**Sent:** Monday, May 21, 2018 9:31 PM  
**To:** joel.koppel@sfgov.org  
**Subject:** 1503-07 Francisco Street Construction Project

Mr. Commissioner:

I'm writing you to vehemently oppose the proposed construction project at 1503-07 Francisco Street. I live at 3256 Octavia Street which is directly across the street from half of this building. I have grave concerns about the appropriateness of the architectural design and the negative impact it would have on our neighborhood. I have had the opportunity to confer with many neighbors and while there has admittedly been a little confusion about the process for filing a formal objection, the reactions I've heard have been consistently opposed to this project.

I am planning to attend Thursday's meeting to voice my opinion in person, but wanted to preview some of my concerns:

- Architectural design is more akin to an office building; not a residential neighborhood
- Unique characteristics of our city's districts help define San Francisco's overall visual appeal
- Stark industrial concept is drastically inconsistent with aesthetic of Marina district; the project is too much of a departure from its surroundings
- Excessive use of glass raises concerns about privacy, glare, and light trespass and appears to be significantly beyond what is approved for remodels in this neighborhood
- Project appears to circumvent spirit and ruling of planning commission process (a prior attempt to re-design was denied in 2015 when it became apparent the intention was to reduce number of units)
- True intent of this project appears to be to create a massive single family residence versus adhering to how the property is zoned

I am not the type of individual that is adverse to change and I wouldn't take issue with a reasonable plan for development. This project, however, is an egregious departure from the neighborhood aesthetic and introduces no redeeming qualities that I can discern. I strongly encourage the Planning Commission to assess the impact this design would have on this neighborhood and whether its style is emblematic of this particular area of our wonderful city. I can't help but conclude this project detracts greatly from the its surroundings and is potentially only a benefit for the individual who is trying to put it in motion.

I greatly appreciate your consideration and look forward to voicing my concerns on Thursday.

-af

Andrew Ferrier  
3256 Octavia Street  
[apferrier@yahoo.com](mailto:apferrier@yahoo.com)  
415-999-2354

## Christina McNair

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**From:** Benna Wise <benna.wise@gmail.com>  
**Sent:** Saturday, May 19, 2018 9:52 AM  
**To:** Christina McNair  
**Subject:** Fwd: Opposition 1503-1507 Francisco Construction Project

Sent this last night. I don't have the original flyer I got from the construction people. I absolutely never approved this though. I face Francisco. When I got the original packed I got the impression they were just doing construction on the roof!

----- Forwarded message -----

From: Benna Wise <benna.wise@gmail.com>  
Date: Fri, May 18, 2018 at 9:10 PM  
Subject: Opposition 1503-1507 Francisco Construction Project  
To: <richhillissf@gmail.com>, <myrna.melgar@sfgov.org>, <planning@rodneymfong.com>, <milicent.johnson@sfgov.oef>, <joel.koppel@sfgov.org>, <kathrin.moore@sfgov.org>, <dennis.richards@sfgov.org>

Hello!

I'm writing to you because when I received a notice from the building about construction across the street from me (1500 Francisco Street), the information they provided made it seem like they were only planning on doing construction on the roof. I just saw their entire plan from a neighbor and - WOW. It's awful! Part of the reason I love SF and moved to this neighborhood was the charm. I would expect this in SOMA, but it would be so sad to see old SF start turning as well.

I thought there were regulations protecting the old architecture here. Really hope we can stop this construction. I feel bad that they went through the effort to do this, but I wish they had been more forthcoming originally. This will really be an eyesore in the neighborhood and devalue the neighborhood.

Thank you for considering!

Benna Wise

--  
Mobile



## Christina McNair

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**From:** Pam Davis <pam415@gmail.com>  
**Sent:** Tuesday, May 15, 2018 2:38 PM  
**To:** Christina McNair; kcohen@jralp.com  
**Subject:** Fwd: 1503-1507 Francisco Street

> My name is Pam Davis and I own the property at 1567 Francisco St. Thank you for bringing this project to my attention. Like you, I am adamantly opposed to any structure that is not in-keeping with the current architecture of our neighborhood. This proposed project does not belong in our neighborhood.

>

> Please let me know how I can register my opposition.

>

> Pam Davis

> 1.415.816.5863

>

> Sent from my iPhone

## Christina McNair

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**From:** Sheila Yturri Sigal <syturri@gmail.com>  
**Sent:** Friday, May 18, 2018 3:14 PM  
**To:** Christina McNair  
**Cc:** donnamaesantana@gmail.com; kcohen@jralp.com  
**Subject:** Re: 1503 Francisco St SF Opposition  
**Attachments:** 1503 Francisco Protest-Petition 5-15-18 (v.2).pdf; 1503 Francisco Cover letter for opposition .pdf; 1503 Francisco Protest-Letter (Marina) 5-15-18.pdf

Hi Christina,

Pam, and our family own the 1567-69 Francisco St. building; we are a condo.

A little background. My husband and I have been living in the Marina for 25 years and back in 2004-2005 we were renting the top unit of this proposed building and considered buying the building from the new owner at that time but there were too many 'hidden' structural problems. At that point we decided to start looking to buy something which is where we live now.

We are not in agreement with the proposed project! It is definitely out of character with the Marina....wow! Please let us know what to sign and happy to spread the word this weekend to our neighbors as well. Can you have more than one signature per household?

Thank you for spearheading this!

Sheila  
415-203-9529

## Christina McNair

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**From:** Jeff Berk <Jeff.Berk@sonoma-county.org>  
**Sent:** Tuesday, May 22, 2018 10:14 AM  
**To:** Christina McNair  
**Subject:** FW: Francisco Street Project

fyi

**From:** Jeff Berk  
**Sent:** Tuesday, May 22, 2018 10:14 AM  
**To:** 'dennis.richards@sfgov.org' <dennis.richards@sfgov.org>; 'kathrin.moore@sfgov.org' <kathrin.moore@sfgov.org>; 'joel.koppel@sfgov.org' <joel.koppel@sfgov.org>; 'Milicent.Johnson@sfgov.org' <Milicent.Johnson@sfgov.org>; 'planning@rodnevfong.com' <planning@rodnevfong.com>; 'myrna.melgar@sfgov.org' <myrna.melgar@sfgov.org>; 'richhillissf@gmail.com' <richhillissf@gmail.com>  
**Subject:** Francisco Street Project

Commissioners:

I, along with many others, urge the Planning Commission and Board of Supervisors to deny the building permit application for 1503-1507 Francisco Street.

I started living in the Marina in 1983 and have owned a unit at 1500 Francisco Street since 1990. Although I am writing this in my personal capacity, I have worked as an attorney for the Sonoma County Counsel's office since 1992, and so I am familiar with planning-related issues and the important role your Commission serves.

The proposed project would demolish an existing building on a prominent corner of the Marina and replace it with a "modern," floor-to-ceiling glass structure that is wholly incompatible with the architectural character of the surrounding area. The new building will be an eyesore simply because it will be so jarring with its surroundings. It also adds a floor, which will disrupt the views that have been unchanged for many years. The glass façade is likely to cause excessive glare/reflection into the surrounding homes.

This neighborhood was built almost 100 years ago and has maintained its distinct character and quality throughout that time. Please maintain the feel and character of this wonderful residential neighborhood in the Marina by rejecting this project, and have its sponsor submit a new plan that fits our neighborhood.

Jeff Berk

## Christina McNair

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**From:** Philip Meza <philip@philipmeza.com>  
**Sent:** Tuesday, May 22, 2018 9:52 AM  
**To:** richhillissf@gmail.com; myrna.melgar@sfgov.org; planning@rodneymfong.com; millicent.johnson@sfgov.org; joel.koppel@sfgov.org; kathrin.moore@sfgov.org; dennis.richards@sfgov.org  
**Subject:** Opposition to Proposed Building Project at 1503-1507 Francisco St  
**Attachments:** SF Planning Commission.doc

Dear Commissioners:

I am writing to express my opposition to the **1503-1507 Francisco St** construction project (**Application 2013.05.31.8402**). Specifically, I am opposed to three aspects of the proposed design:

1. Excessive glazing and inappropriate fenestration
  - a) Specifically, floor-to ceiling windows; walls of glass;
2. Glare and light trespass stemming from the fenestration;
3. Overall style of the proposed building, which is jarring and not in context for the neighborhood.

As a 29-year resident of the Marina, I have come to appreciate the congruent appearance of this neighborhood, most of which was built in the same time period and most of the buildings in which exhibit a consistent general styling.

As an owner in the Marina for more than 12 years, I appreciate the need to maintain our structures. The proposed building, however, is jarring and dramatically out of context for the neighborhood. See the attached photos of the current corner and the proposed building.

Thank you for considering my opposition to this project. I look forward to addressing the commission this Thursday. Please see my attached letter for photos.

Sincerely,

Philip Meza

## Christina McNair

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**From:** Nancy Barsocchini <nbarsocchini@gmail.com>  
**Sent:** Tuesday, May 22, 2018 1:03 PM  
**To:** Christina McNair  
**Subject:** Fwd: Property @ 1503-1507

----- Forwarded message -----

**From:** **Nancy Barsocchini** <nbarsocchini@gmail.com>  
**Date:** Tue, May 22, 2018 at 12:54 PM  
**Subject:** Property @ 1503-1507  
**To:** [dennis.richards@sfgov.org](mailto:dennis.richards@sfgov.org), [kathrin.moore@sfgov.org](mailto:kathrin.moore@sfgov.org), [joel.kopple@sfgov.org](mailto:joel.kopple@sfgov.org), [millicent.johnson@sfgov.org](mailto:millicent.johnson@sfgov.org), [planning@rodnevfong.com](mailto:planning@rodnevfong.com), [myrna.melgar@sfgov.org](mailto:myrna.melgar@sfgov.org), [richhillissf@gmail.com](mailto:richhillissf@gmail.com)

Commissioners,

I grew up in the Cow Hollow ,Marina Neighbors. I live at 1500 Francisco directly across the street from 1503 Francisco project and my windows face 1503-1507 building. The windows in this building will have a huge impact on my home due to the glare and lights on in the building in the evening and nighttime. The

new building does not fit in with the architecture or the character of our lovely neighborhood. Please reject this project.

Nancy A

Barsocchini

## Christina McNair

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**From:** Farrell, Maria F <maria.f.farrell@baml.com>  
**Sent:** Wednesday, May 23, 2018 2:32 PM  
**To:** richhillissf@gmail.com; myrna.melgar@sfgov.org; planning@rodneymfong.com;  
milicent.johnson@sfgov.org; Joel.koppel@sfgov.org; kathrin.moore@sfgov.org;  
dennis.richards@sfgov.org  
**Cc:** Christina McNair; commissions.secretary@sfgov.org  
**Subject:** Notice of Opposition for 1503-1507 Francisco Street Project

Dear Commissioners,

Please consider this letter my notice of opposition for the current project proposed for 1503-1507 Francisco Street.

My family has owned and lived in a set of flats at 1459/1461 Francisco Street since 1951 and the current plans proposed for the rebuilding of the property at 1503-1507 Francisco Street are completely out of character for the Marina neighborhood. We are not opposed to the owner adding onto the current building, it just needs to fit in with the rest of the area. The building they proposed totally stands out like a sore thumb.

The San Francisco General Plan, the Planning Code's Priority Planning Policies and the Residential Design Guidelines each call for protecting and enhancing architectural character citywide. Architectural details are used to establish and define a buildings character and unify a neighborhood. In order for a building to be harmonious with surrounding buildings, the choice of architectural details are very important and should blend in with the area. The proposed design reflects an architectural interpretation that is not all compatible with the existing character of this neighborhood. The floor-to-ceiling glass building proposed is a beautiful building but is way more fit for the South of Market area....NOT the MARINA.

I urge you to DENY the application to redevelop 1503-1507 Francisco Street. Allowing this building to be built in our neighborhood will set a bad precedent for future development in the Marina.

Thank you for your time and consideration.

Best regards,

Maria Farrell  
tel: 415-290-8436  
[maria.f.farrell@baml.com](mailto:maria.f.farrell@baml.com)

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## Christina McNair

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**From:** 1468Francisco HOA <1468franciscohoa@gmail.com>  
**Sent:** Thursday, May 24, 2018 11:52 AM  
**To:** dennis.richards@sfgov.org; joel.koppel@sfgov.org; kathrin.moore@sfgov.org; myrna.melgar@sfgov.org; milicent.johnson@sfgov.org; planning@rodneyfong.com; Richhillissf@gmail.com  
**Subject:** 1468 Francisco HOA Opposition to Project at 1503 Francisco

Dear SF Planning Commission,

I am writing on behalf of the HOA committee at [1468 Francisco St](#) concerning our opposition to the Project at 1503-1507 Francisco - Case#2013.0847DRP – and in support of a discretionary review.

We hosted an HOA meeting last Sunday (5/20) and all members of our HOA- (Total of 4 acting HOA members and one spouse)- are completely opposed the project at 1503-1507 Francisco.

The reasons we are opposed include:

1. No notification:

- Not a single resident in our building received the required documents for this proposed development. We were not given the opportunity to share our feedback prior to today's hearing. The first time we learned of the building plans was on Saturday, May 12th when the signs were posted on the building.

2. Clear departure of style from surrounding area

- Glazing, height, material and architecture resembles an office building and does not fit with the style of the neighborhood.
- This is a teardown, even if they leave a few studs in place, this is not a remodel.
- The design is flawed and materially different from the Marina aesthetic.
  - The mass of glass exposure may cause glare issues
  - The mass of glass exposure may cause privacy/transparency issues

3. Poor conduct by the owner of the building

- The owner of 1507 Francisco was canvassing on Saturday, May, 12th for signatures in approval of the building. One of our HOA members was approached by the owner to get a signature in approval of the design. While speaking with him, he made an unprofessional comment about another neighbor who was opposed to the plan and the HOA member was offended by his rude comment about another neighbor expressing their opinion.

4. Structural:

- There are currently NO roof decks on any homes within this vicinity – this project has 2
- The Underground parking structure may cause structural integrity issues on the houses nearby

5. Use / Purpose:

- The owner has quarantined a majority of the square footage for their personal residence, sacrificing square footage for the 2 rental units
- San Francisco is in a housing crisis, with a severe lack of supply to meet current demands

Thank you for your consideration.

Sincerely,

1468 Francisco HOA committee

Lauryn Coit  
Anthony Bassili  
Melanie Bassili  
Faraneh  
Sashi Gupta



----- Forwarded message -----

From: **Conor Kelly** <[conor.m.kelly@gmail.com](mailto:conor.m.kelly@gmail.com)>

Date: Thursday, May 24, 2018

Subject: Case #2013.0847DRP

To: [myma.melgar@sfgov.org](mailto:myma.melgar@sfgov.org), [planning@rodneymfong.com](mailto:planning@rodneymfong.com), [milicent.johnson@sfgov.org](mailto:milicent.johnson@sfgov.org), [richhillis@gmail.com](mailto:richhillis@gmail.com), [dennis.richards@sfgov.org](mailto:dennis.richards@sfgov.org), [joel.koppel@sfgov.org](mailto:joel.koppel@sfgov.org), [kathrin.moore@sfgov.org](mailto:kathrin.moore@sfgov.org)

Members of the planning commission:

I am the owner of 1453-1455 Francisco Street. I have been the owner for over 10 years.

While I feel all property owners have the right to improve and update their investments, the drawings and renderings for the proposed new structure at 1503 Francisco significantly depart from existing design of buildings within the currently existing Marina neighborhood. The proposed changes for floor to ceiling windows facing the street are indicative of commercial high rise style. This style of building is not currently found on Francisco Street and I have been informed that the planned design is also unseen in the Marina as a whole.

The planning commission has the obligation to insure that all improvements fit within the neighborhood. In this instance the current proposed design should be rejected so that the owner can formulate a proposed design which is consistent with current building structures in this residential neighborhood.

Respectfully,  
Conor M. Kelly

**From:** Sashi Gopaul <sashigopaul@yahoo.com>

**Sent:** Thursday, May 24, 2018 10:00 AM

**To:** Myrna.melgar@sfgov.org; Richhillissf@gmail.com; dennis.richards@sfgov.org;  
joel.koppel@sfgov.org; Milicent.johnson@sfgov.org; planning@rodneymfong.com;  
kathrin.moore@sfgov.org

**Cc:** Christina McNair <c.mcnair@ggsir.com>; lauryn coit <lauryn.coit@gmail.com>; Faraneh  
<faranehk@gmail.com>; Melanie <melanieblocher@aol.com>; 1468FranciscoHOA@gmail.com; Anthony  
Bassili <anthonybassili@gmail.com>

**Subject:** Re: Opposition to the Project at 1503-1507 Francisco - Case#2013.0847DRP - Support of  
discretionary review

Dear SF Planning Commission,

I am writing to you as one of the owners of 1468 Francisco Street, Unit 1. I only learned of this project from the HOA of the building a couple days ago and following discussion with them I support the opposition of the Project at 1503-1507 Francisco - Case#2013.0847DRP – and in support of a discretionary review. I am currently working as a researcher abroad (Europe) and planned to return home to my property on Francisco Street..

My reasons for opposing this project are the same as described by Anthony Bassili in the email below and other owners in the building.

Thank you for your consideration,

V. Sashi Gopaul, Ph.D.  
Tel: +46 70 3816 333

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## Christina McNair

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**From:** Bassili, Anthony <anthony.bassili@blackrock.com>  
**Sent:** Thursday, May 24, 2018 9:02 AM  
**To:** Myrna.melgar@sfgov.org; Richhillissf@gmail.com; dennis.richards@sfgov.org; joel.koppel@sfgov.org; Milicent.johnson@sfgov.org; planning@rodneyfong.com; kathrin.moore@sfgov.org  
**Cc:** Christina McNair; Sashi Gopaul; lauryn coit; Faraneh; Melanie; 1468FranciscoHOA@gmail.com  
**Subject:** Opposition to the Project at 1503-1507 Francisco - Case#2013.0847DRP - Support of discretionary review

Dear SF Planning Commission,

I am writing as an owner at 1468 Francisco st, Unit 4 - concerning Opposition to the Project at 1503-1507 Francisco - Case#2013.0847DRP – and in support of a discretionary review.

### Reasons Opposed:

1. We did NOT receive notification of the proposed development
  - Our building is within 150yards of the proposed development – and we did NOT receive notice of the planned development.
  - In speaking with neighbors, only 1 person received plans, and thankfully has proactively filed to contest this and has notified all surrounding residents.
2. Design is flawed and materially different from the Marina aesthetics
  - SF Planning guidelines are explicit that any updates to homes must be in line with existing aesthetics of the neighborhood
  - The proposed building design is materially different and not in line with what gives the Marina its characteristic ( and helps retain its value).
  - My decision to purchase in the Marina was significantly influenced by the fact that not only my building but all surrounding buildings maintained the look and feel of the Edwardian style of San Francisco.
  - The building looks like an Office building, having sheet metal and substantial glass exposure
    - The mass of glass exposure may cause glare issues
    - The mass of glass exposure may cause privacy / transparency issues
3. Structural:
  - There are currently NO roof decks on any homes within this vicinity – this project has 2
  - The Underground parking structure may cause structural integrity issues on the houses nearby
4. Use / Purpose:
  - The owner has quarantined a majority of the square footage for their personal residence, sacrificing square footage for the 2 rental units
  - San Francisco is in a housing crisis, with a severe lack of supply to meet current demands

Please accept my proposed support of discretionary review and help us retain and improve the value of our neighborhood.

Thank You

Anthony

**Anthony Bassili, CAIA**

----- Forwarded message -----

From: Caroline Bremner <[caroline.bremner@gmail.com](mailto:caroline.bremner@gmail.com)>

Date: Wed., 23 May 2018, 9:09 am

Subject: 1503-1507 Francisco - Public Hearing

To: <[richhillissf@gmail.com](mailto:richhillissf@gmail.com)>, <[myrna.melgar@sfgov.org](mailto:myrna.melgar@sfgov.org)>, <[planning@rodneyfong.com](mailto:planning@rodneyfong.com)>, <[milicent.johnson@sfgov.com](mailto:milicent.johnson@sfgov.com)>, <[joel.koppel@sfgov.org](mailto:joel.koppel@sfgov.org)>, <[kathrin.moore@sfgov.org](mailto:kathrin.moore@sfgov.org)>, <[dennis.richards@sfgov.org](mailto:dennis.richards@sfgov.org)>

Cc: <[commissions.secretary@sfgov.org](mailto:commissions.secretary@sfgov.org)>

Dear San Francisco Planning Commissioners

I am writing in regards to the Public Hearing on the proposed remodel of 1503-1507 Francisco. Due to work requirements I am unable to attend the hearing in person.

I am a resident owner of 3254 Octavia Street. I live across the road from the property under review. I also understand the same owners have purchased the adjacent property at 3255-57 Octavia Street which is directly across from me. The view from my window is in the attached photo.

One of the things that charmed me about owning in the neighborhood is that the character of the buildings are very homogeneous. I love the colorful 1920s style facades which give San Francisco such a unique and special feel. I often see tourists in the area enjoying sedge-way tours and taking in the neighborhood's character on their way from the hotels on Lombard Street to Fort Mason.

The proposed very modern glass facades seem very out of keeping with the rest of this section of Octavia Street and Francisco Street. The corner lot is very prominent with a larger street frontage than neighboring building so will stick out like a sore thumb.

I'm also very concerned that as the building next door recently sold to the same owner, that this will set a precedent for 3255 Octavia to receive a similar treatment and that I will soon be faced with a view of glass boxes and all of the glare and lack of privacy that comes with such buildings.

The project doesn't add anything to the housing stock in the area and overall detracts from the neighborhood's unique San Francisco look and feel. I grew up in a rather bland, modern suburb in a city that was quick to "modernize" but ended up losing any distinct character. San Francisco's commitment to planning with its history makes it a unique and special place to call home.

I have no objection to the additional story as it is consistent with the other corner lots nor to the parking lift but while it may be a very lovely, modern glass box my hope is that the planning commission and architects can modify the design to keep it more in keeping with the character of the neighborhood.

Thank you for your consideration.

Regards

Caroline Bremner  
3254 Octavia Street

**From:** Faraneh Kazerouni <faranehk@gmail.com>

**Sent:** Thursday, May 24, 2018 9:43 AM

**To:** Christina McNair <c.mcnair@ggsir.com>; Myrna.melgar@sfgov.org; dennis.richards@sfgov.org; planning@rodnevfong.com; Milicent.johnson@sfgov.org; Richhillissf@gmail.com; kathrin.moore@sfgov.org; joel.koppel@sfgov.org

**Subject:** 1468 Francisco Unit #1: Opposition to the Project at 1503-1507 Francisco - Case#2013.0847DRP  
- Support of discretionary review

Note of Opposition to the Project at 1503-1507 Francisco - Case#2013.0847DRP

Dear commission members,

I'm the owner of 1468 Francisco Street , Unit # 1 and I'm writing to you regarding the Opposition to the Project at 1503-1507 Francisco - Case#2013.0847DRP.

My reasons are as following :

- We did not receive any notice regarding this project and it seems that we are not the only neighbors in this situation. That was not the trend in the past with that big project in the neighborhood.
- I bought this property less than 3 years now and I bought it in Marina specifically in this street because of the building structures that all kept their authenticity, and all have same structures.

I could buy my property in other area in SF that they have modern buildings. My windows are facing this building and it 's awful to have a view an "office" modern structure front of me. The glass building and under ground parking will definitely cause a problem in future with time that we need to avoid.

Please accept this email as support for this opposition.

Kind regards,

Faraneh Kazerouni

## Christina McNair

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**From:** Betty Aten <bettymaten@gmail.com>  
**Sent:** Thursday, May 24, 2018 9:42 AM  
**To:** Christina McNair  
**Subject:** Fwd: 1503-1507 Francisco St.

Begin forwarded message:

**From:** Betty Aten <bettymaten@gmail.com>  
**Subject:** 1503-1507 Francisco St.  
**Date:** May 23, 2018 at 12:38:21 PM PDT  
**To:** [richhillissf@gmail.com](mailto:richhillissf@gmail.com), [myrna.melgar@sfgov.org](mailto:myrna.melgar@sfgov.org), [planning@rodnevfong.com](mailto:planning@rodnevfong.com),  
[milicent.johnson@sfgov.org](mailto:milicent.johnson@sfgov.org), [kathrin.moore@sfgov.org](mailto:kathrin.moore@sfgov.org)  
**Cc:** [commissions.secretary@sfgov.org](mailto:commissions.secretary@sfgov.org)

Dear Commissioners,

I have owned a unit at 1500 Francisco St. since 1985. During those years, there have been many changes to buildings in the Marina, most notably after the 1989 Loma Prieta earthquake. In the majority of instances, the remodeled buildings respected the unique vernacular of Marina architecture. The proposed project does not. I strongly oppose the project at 1503-1507 Francisco St. for two major reasons; 1) the scale of the proposed project is way out of line with other buildings in the neighborhood. Being on a corner draws even more attention to its out-of-proportion size, and 2) the amount of glazing. One issue with the glazing is the excessive glare it would cause, especially on the long west-facing side, which would have an adverse affect on neighbors across the street. Another issue is reduced privacy for surrounding neighbors.

I urge you to deny approval of the project as it is submitted.

Thank- you,

Betty Aten, Owner

1500 Francisco St. #4

## Christina McNair

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**From:** Andrew Fatch <afatch@gmail.com>  
**Sent:** Thursday, May 24, 2018 9:55 AM  
**To:** Christina.McNair@sir.com  
**Subject:** Fwd: 1503 Francisco Building Opposition

----- Forwarded message -----

From: Andrew Fatch <afatch@gmail.com>  
Date: Thu, May 24, 2018 at 12:49 PM  
Subject: 1503 Francisco Building Opposition  
To: <richhillissf@gmail.com>

Good Morning Rich - I hope you are doing well and having a great week. I own an apartment at 3330 Octavia and have become aware of the proposed tear down and rebuild at 1503 Francisco. I am vehemently opposed to the plans and designs of the new building. The plans deviate from the historical style and designs of the neighborhood and will have a negative impact to the value of surrounding buildings. The approval of this design is also inconsistent with all remodel codes and standards we have been held to by the city at our building. We recently completed TIC conversion to a condo, and were forced by the planning committee to maintain historical look and image of the building which required us to replace our perfectly good street facing windows with much more expensive, but more "historically" accurate. This cost us \$20,000+. To now learn that this design could be approved is absolutely inconsistent and will open the gates for many legal discussions to come if approved. Please do not permit this unfair and irreversible damage to occur to our historical neighborhood. Please do not approve the design or construction.

5/23/18

Dear Commissioners:

In 2013 I was invited by Jeff Menashe to discuss the renovation of his building at 1503 Francisco Street. Several neighbors were invited. I didn't put my signature on the sign-in sheet upon arrival for a very specific purpose. The first comment out of Jeff's mouth was very pompous and arrogant. It immediately caused a divide. He said he was going to turn his 3 unit building into a single family dwelling. I asked Jeff how he could he take rentals off the market. He intimated he could do what he wants -- after all he owned a bank. He then stated he was going to build a guest house in his backyard so his wife's family could stay there when they visited from Brazil. He inferred this would happen soon.

Several condo owners at 1500 Francisco Street stated their concern that his new project would take away their views and reduce the value of their properties. He stated that he didn't care. They subsequently sold their properties because they felt his actions would impact their investments. And they stated they had no other choice. Every neighbor at this gathering was against his proposed plan for renovation.

On a more personal note. As a native of this city and a resident in this neighborhood for 37 years I find it highly disturbing and sad the Owners don't care about character of the street, just their own house. Yes it's their investment, but some responsibility for the continuity should be in place. We should assume that every home, over time, will go this route since the money exists to do so, thus fully changing the character of our great area. Another irony is that these homes tend to cause families to stay inside, rather than to mingle outside, so you wind up with a lot of house taking up a streetscape, but less "life" on the streets. There is a frustration at the city's lack of design guidelines that might help avoid similar situations.

This owner is going to destroy the very character that presumably attracted him to this neighborhood.

I apologize for my absence but I was needed at another appointment. Thank you.

Constance McCarthy (owner)

3201 Octavia Street

415-407-2143



Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: 1503-1507 Francisco Street  
BPA 2013.0531.8402

Dear Commissioners:

I write to urge you to **DENY** the application to redevelop 1503-1507 Francisco Street. The plan as proposed would demolish an existing structure and replace it with a floor-to-ceiling glass building that is completely out-of-character with our neighborhood. This is a building that would fit in many areas, but in the Marina, it is simply an eyesore because it is so jarring with all the surrounding buildings. Moreover, because it is on a prominent corner lot, this building will create a terrible precedent for future development in the Marina.

The construction process for this project will also wreak havoc with the area for two years at least. The impact of construction will be enormous, far greater than if the owner were proposing simply to modify the existing building, which is very much in tune with the neighborhood.

I am a resident of the Marina, and want to maintain the unique architectural character of this wonderful area. To me, the Marina has always felt like a small town within our city, with a look that is architecturally coherent without being homogenous, and a feel that is coastal. The project proposed for 1503-1507 Francisco Street could not be further from that description. It would detract from the look and feel of the Marina. It simply does not fit this neighborhood.

So please vote NO on the permit for 1503-1507 Francisco Street, and thank you for your consideration.

Very truly yours,

*Connie Pisciotto*

Name and Address:

*Connie Pisciotto*

*owner*

*1459/1464 Francisco St.*

*San Francisco, CA 94123*

*Family owned property since 1951*

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: 1503-1507 Francisco Street  
BPA 2013.0531.8402

Dear Commissioners:

I write to urge you to **DENY** the application to redevelop 1503-1507 Francisco Street. The plan as proposed would demolish an existing structure and replace it with a floor-to-ceiling glass building that is completely out-of-character with our neighborhood. This is a building that would fit in many areas, but in the Marina, it is simply an eyesore because it is so jarring with all the surrounding buildings. Moreover, because it is on a prominent corner lot, this building will create a terrible precedent for future development in the Marina.

The construction process for this project will also wreak havoc with the area for two years at least. The impact of construction will be enormous, far greater than if the owner were proposing simply to modify the existing building, which is very much in tune with the neighborhood.

I am a resident of the Marina, and want to maintain the unique architectural character of this wonderful area. To me, the Marina has always felt like a small town within our city, with a look that is architecturally coherent without being homogenous, and a feel that is coastal. The project proposed for 1503-1507 Francisco Street could not be further from that description. It would detract from the look and feel of the Marina. It simply does not fit this neighborhood.

So please vote NO on the permit for 1503-1507 Francisco Street, and thank you for your consideration.

Very truly yours,



Name and Address:

Richard Pisciotta

*owner of*  
1459/1461 Francisco St.

San Francisco, CA 94123

*Family Owned property since 1951*

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: 1503-1507 Francisco Street  
BPA 2013.0531.8402

Dear Commissioners:

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Very truly yours,



Name and Address:

1431 Francisco St.  
S. F. CA. 94123

JANET LOUIE

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: 1503-1507 Francisco Street  
BPA 2013.0531.8402

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Very truly yours,



Name and Address:

DAVID LESTER

1501 Francisco St

SF CA 94123

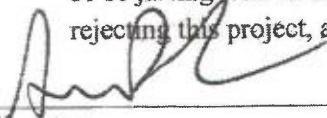
**WE OPPOSE THE 1503-1507 FRANCISCO STREET PROJECT**


**Maintain the Architectural Character and Integrity of the Marina**

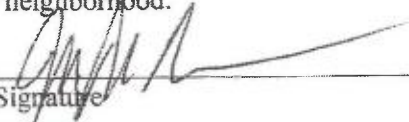
**Building Permit No. 2013.0531.8402**

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Name, Address and Phone Number:


ANDREW FARISK  
3256 OCTAVIA ST.  
( ) 415 999 2354

Name, Address and Phone Number:

SERGIO TUCCORA  
3230 OCTAVIA ST  
( ) 415 441-1294

Name, Address and Phone Number:

Mark Herrmann  
3250 Octavia St  
(415)-218-6116

  
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Signature

Name, Address and Phone Number:

Philip Mago  
3242 Octavia St  
415 931 2496

Name, Address and Phone Number:

Frank Clima  
3244 Octavia St  
(415) 614-1951

Name, Address and Phone Number:

Nancy Borsachin  
1500 Francisco  
(415)-519-2277

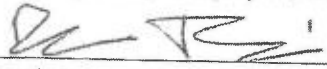
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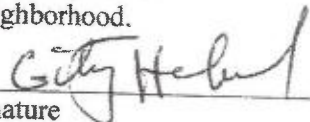
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Name, Address and Phone Number:

John Candido  
1575 Francisco St.  
(415) 999-0440

Name, Address and Phone Number:

Michael Hebel  
1555 Francisco  
415) 613-1726

Name, Address and Phone Number:

CITY HEBEL  
1555 FRANCISCO, ST  
415 923-1619

  
Signature

Signature

  
Signature

Name, Address and Phone Number:

SERGIO TUCCORI  
3238 OCTAVIA  
(415) - 441-1294

Name, Address and Phone Number:

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Name, Address and Phone Number:

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City Hebel  
Signature

Mike Hebel  
Signature

Paul Scovren  
Signature

Name, Address and Phone Number:

City Hebel  
1555 Francisco

( ) City Hebel

Name, Address and Phone Number:

Mike Hebel  
1555 Francisco

( )

Name, Address and Phone Number:

Paul Scovren  
2955 Van Ness Ave

( )

City Hebel  
Signature

Mike Hebel  
Signature

Paul Scovren  
Signature

Name, Address and Phone Number:

1569 Francisco

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Name, Address and Phone Number:

1570 Lombard #1

( )

Name, Address and Phone Number:

1535 Francisco

( )

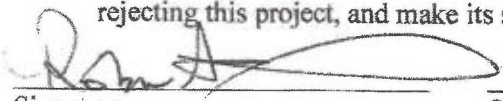
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Signature

Signature

Signature

Name, Address and Phone Number:

Robin Andrews  
22 Maymola St

( ) 415-265-0272

Name, Address and Phone Number:

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Name, Address and Phone Number:

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Name, Address and Phone Number:

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Signature

Signature

Name, Address and Phone Number:

Name, Address and Phone Number:

Name, Address and Phone Number:

Caroline Bremner  
3254 Octavia St, SF  
( ) 415 310 7756

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Name, Address and Phone Number:

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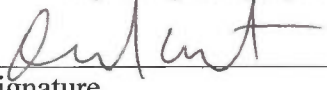
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Signature

  
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Signature

Name, Address and Phone Number:

David Albert  
349 Fillmore SF 94117  
(415) 930-9076

Name, Address and Phone Number:

AMELIA WILLIAMS  
2011 BUCHANAN ST  
(415) 967-7964 94115

Name, Address and Phone Number:

JOSEPHINE CHEW  
1526 LARKIN SF 94109  
(415) 563-6976

  
Signature

Name, Address and Phone Number:

Elizabeth Kernan  
1101 Francisco St. #203  
(415) 341-2220

Signature

Name, Address and Phone Number:

Andrew Stephens  
1449 Clayden St.  
608 202 4198

Signature

Name, Address and Phone Number:

Cora Marston  
3009 FILLMORE ST  
415 637-6353

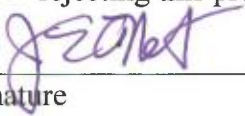
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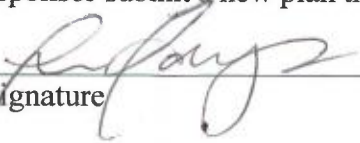
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Signature

Name, Address and Phone Number:

J E O'NEIL  
2001 LOMBARD ST  
(415) 378-6659 9423

Name, Address and Phone Number:

T. PANAGUITON  
233 PRESIDIO AVE #6  
(415) 402-6317

Name, Address and Phone Number:

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Name, Address and Phone Number:

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Tullio W. Marchetti  
Signature

Sergio Tuccori  
Signature

[Signature]  
Signature

Name, Address and Phone Number:

TULLIO W. MARCHETTI  
1558 Chestnut St.  
(415) 474-6141

Name, Address and Phone Number:

SERGIO TUCCORI  
3238 OCTAVIA ST  
(415) 441-1294

Name, Address and Phone Number:

Rich Marini  
3220 OCTAVIA ST.  
(415) 474-8029

[Signature]  
Signature

Signature

Signature

Name, Address and Phone Number:

DON TONGE  
3214 OCTAVIA ST  
( )

Name, Address and Phone Number:

GINA ISOLA  
1554 CHESTNUT ST.  
( ) SAN FRANCISCO, CA

Name, Address and Phone Number:

( )

C. May

**May, Christopher (CPC)**

---

**From:** Lorna Walker <lornawalker@outlook.com>  
**Sent:** Thursday, May 24, 2018 1:04 PM  
**To:** May, Christopher (CPC)  
**Subject:** Re: Plans for 2390 Bush Street

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Hi Christopher,

I wanted to voice my objections to the design of the project as this does not fit into the architecture of the neighborhood.

Setting aside the design issue, I just want to confirm that these plans are only seeking approval for the Parish Hall remodel and does not seek approval of any other proposed buildings, including possible housing units. We previously objected to the original plans that were submitted since the proposal violated our neighborhood's zoning laws, and we understand the Church is no longer seeking approval of these plans.

If you are not the person that I need to notify, please let me know.

Thanks,

Lorna Walker

---

**From:** May, Christopher (CPC) <[christopher.may@sfgov.org](mailto:christopher.may@sfgov.org)>  
**Sent:** Tuesday, May 8, 2018 9:47 AM  
**To:** Lorna Walker  
**Subject:** RE: Plans for 2390 Bush Street

Hi Lorna,

Here are the project sponsor's proposed plans (see attached).

Regards,

**Christopher May, Senior Planner**  
**Northwest Team, Current Planning Division**  
San Francisco Planning Department  
1650 Mission Street, Suite 400 San Francisco, CA 94103  
Direct: 415.575.9087 | [www.sfplanning.org](http://www.sfplanning.org)  
[San Francisco Property Information Map](#)

3/1/2  
**From:** Lorna Walker [<mailto:lornawalker@outlook.com>]

**Sent:** Monday, May 07, 2018 8:21 PM

**To:** May, Christopher (CPC)

**Subject:** Plans for 2390 Bush Street

Dear Mr. May:

Please provide me the architectural plans for case number 2013.0152CUA for the project at 2390 Bush St., block 0658-001, 003 and 004.

Thank you,

Lorna Walker

Received at CPC Hearing 5/24/18  
*B. Benix*

EXHIBIT 1: MITIGATION MONITORING AND REPORTING PROGRAM

Adopted Mitigation Measures	MONITORING AND REPORTING PROGRAM				
	Responsibility for Implementation	Mitigation Schedule	Mitigation Action	Monitoring/Reporting Responsibility	Monitoring Schedule
<b>MITIGATION MEASURES AGREED TO BY PROJECT SPONSOR</b>					
<i>AIR QUALITY</i>					
<p><i>Mitigation Measure M AQ-2 Construction Air Quality</i></p> <p>The project sponsor or the project sponsor's Contractor shall comply with the following:</p> <p>A. Engine Requirements</p> <p>1. All off-road equipment greater than 25 hp and operating for more than 20 total hours over the entire duration of construction activities shall have engines that meet or exceed either U.S. Environmental Protection Agency (USEPA) or California Air Resources Board (ARB) Tier 2 off-road emission standards, and have been retrofitted with an ARB Level 3 Verified Diesel Emissions Control Strategy. Equipment with engines meeting Tier 4 Interim or Tier 4 Final off-road emission standards automatically meet this requirement.</p> <p>2. Where access to alternative sources of power are available, portable diesel engines shall be prohibited.</p> <p>3. Diesel engines, whether for off-road or on-road equipment, shall not be left idling for more than two minutes, at any location, except as provided in exceptions to the applicable state regulations regarding idling for off-road and on-road equipment (e.g., traffic conditions, safe operating conditions). The Contractor shall post legible and</p>	Project sponsor/contractor(s).	Prior to construction activities requiring the use of off-road equipment.	Submit certification statement	Project sponsor / contractor(s) and the ERO.	Considered complete on submittal of certification statement.

**MONITORING AND REPORTING PROGRAM**

Adopted Mitigation Measures	Responsibility for Implementation	Mitigation Schedule	Mitigation Action	Monitoring/Reporting Responsibility	Monitoring Schedule
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visible signs in English, Spanish, and Chinese, in designated queuing areas and at the construction site to remind operators of the two minute idling limit.

4. The Contractor shall instruct construction workers and equipment operators on the maintenance and tuning of construction equipment, and require that such workers and operators properly maintain and tune equipment in accordance with manufacturer specifications.

**B. Waivers.**

1. The Planning Department’s Environmental Review Officer or designee (ERO) may waive the alternative source of power requirement of Subsection (A)(2) if an alternative source of power is limited or infeasible at the project site. If the ERO grants the waiver, the Contractor must submit documentation that the equipment used for onsite power generation meets the requirements of Subsection (A)(1).

2. The ERO may waive the equipment requirements of Subsection (A)(1) if: a particular piece of off-road equipment with an ARB Level 3 VDECS is technically not feasible; the equipment would not produce desired emissions reduction due to expected operating modes; installation of the equipment would create a safety hazard or impaired visibility for the operator; or, there is a compelling emergency need to use off-road equipment that is not retrofitted with an ARB Level 3 VDECS. If the ERO grants the waiver, the Contractor must use the next cleanest piece



**MONITORING AND REPORTING PROGRAM**

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of off-road equipment, according to Table below.

**Table – Off-Road Equipment Compliance Step-down Schedule**

Compliance Alternative	Engine Emission Standard	Emissions Control
1	Tier 2	ARB Level 2 VDECS
2	Tier 2	ARB Level 1 VDECS
3	Tier 2	Alternative Fuel*

How to use the table: If the ERO determines that the equipment requirements cannot be met, then the project sponsor would need to meet Compliance Alternative 1. If the ERO determines that the Contractor cannot supply off-road equipment meeting Compliance Alternative 1, then the Contractor must meet Compliance Alternative 2. If the ERO determines that the Contractor cannot supply off-road equipment meeting Compliance Alternative 2, then the Contractor must meet Compliance Alternative 3.

\*\* Alternative fuels are not a VDECS.

C. Construction Emissions Minimization Plan. Before starting on-site construction activities, the Contractor shall submit a Construction Emissions Minimization Plan (Plan) to the ERO for review and approval. The Plan shall state, in reasonable detail, how the Contractor will meet the requirements of Section A.

Project sponsor/  
contractor(s).

Prior to issuance of a permit specified in Section 106A.3.2.6 of the Francisco Building Code.

Prepare and submit a Plan.

Project sponsor/  
contractor(s)  
and the ERO.

Considered complete on findings by ERO that Plan is complete.

The Plan shall include estimates of the construction timeline by phase, with a description of each piece of off-road equipment required for every construction phase. The description may include, but is not limited to: equipment type, equipment manufacturer, equipment identification number, engine model year, engine certification (Tier rating), horsepower, engine serial number, and expected fuel usage and hours of operation. For VDECS installed, the

**MONITORING AND REPORTING PROGRAM**

Adopted Mitigation Measures	Responsibility for Implementation	Mitigation Schedule	Mitigation Action	Monitoring/Reporting Responsibility	Monitoring Schedule
<p>description may include: technology type, serial number, make, model, manufacturer, ARB verification number level, and installation date and hour meter reading on installation date. For off-road equipment using alternative fuels, the description shall also specify the type of alternative fuel being used.</p>					
<p>The ERO shall ensure that all applicable requirements of the Plan have been incorporated into the contract specifications. The Plan shall include a certification statement that the Contractor agrees to comply fully with the Plan.</p>					
<p>The Contractor shall make the Plan available to the public for review on-site during working hours. The Contractor shall post at the construction site a legible and visible sign summarizing the Plan. The sign shall also state that the public may ask to inspect the Plan for the project at any time during working hours and shall explain how to request to inspect the Plan. The Contractor shall post at least one copy of the sign in a visible location on each side of the construction site facing a public right-of-way.</p>					
<p>D. Monitoring. After start of Construction Activities, the Contractor shall submit quarterly reports to the ERO documenting compliance with the Plan. After completion of construction activities and prior to receiving a final certificate of occupancy, the project sponsor shall submit to the ERO a final report summarizing construction activities, including the start and end dates and duration of each construction phase, and the specific information required in the Plan.</p>	<p>Project sponsor/ contractor(s)</p>	<p>Quarterly</p>	<p>Submit quarterly reports</p>	<p>Project sponsor/ contractor(s) and the ERO.</p>	<p>Considered complete on findings by ERO that Plan is being/was implemented.</p>

**MONITORING AND REPORTING PROGRAM**

Adopted Mitigation Measures	Responsibility for Implementation	Mitigation Schedule	Mitigation Action	Monitoring/Reporting Responsibility	Monitoring Schedule
<p><i>Mitigation Measure M-AQ-4 Best Available Control Technology for Diesel Generators</i></p> <p>The project sponsor shall ensure that the backup diesel generator meet or exceed one of the following emission standards for particulate matter: (1) Tier 4 certified engine, or (2) Tier 2 or Tier 3 certified engine that is equipped with a California Air Resources Board (ARB) Level 3 Verified Diesel Emissions Control Strategy (VDECS). A non-verified diesel emission control strategy may be used if the filter has the same particulate matter reduction as the identical ARB verified model and if the Bay Area Air Quality Management District (BAAQMD) approves of its use. The project sponsor shall submit documentation of compliance with the BAAQMD New Source Review permitting process (Regulation 2, Rule 2, and Regulation 2, Rule 5) and the emission standard requirement of this mitigation measure to the Planning Department for review and approval prior to issuance of a permit for a backup diesel generator from any City agency.</p>	Project Sponsor	Prior to approval of permit for diesel generator.	Submittal of plans detailing compliance and documentation of compliance with BAAQMD Regulation 2, Rules 2 and 5.	Project sponsor and Planning Department.	Upon determination that backup diesel generator complies with BAAQMD New Source Review permitting process.

**IMPROVEMENT MEASURES AGREED TO BY PROJECT SPONSOR**

**TRANSPORTATION**

<p><i>Improvement Measure I-TR-3 Coordination of Move-In/Move-Out Operations, Large Deliveries and Garbage Pick Up Operations</i></p> <p>To reduce the potential for parking of delivery vehicles within the travel lane adjacent to the project frontage on Golden Gate Avenue (in the event that the on- and off-street</p>	Project sponsor	Prior to granting of certificate of occupancy	Develop operational policies and procedures.	Project sponsor, Recology and Planning Department.	Upon determination by Planning Department that improvement measures are
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**MONITORING AND REPORTING PROGRAM**

Adopted Mitigation Measures	Responsibility for Implementation	Mitigation Schedule	Mitigation Action	Monitoring/Reporting Responsibility	Monitoring Schedule
<p>loading spaces are occupied, or the truck size exceeds 25 feet in length), residential move-in and move-out activities and larger deliveries should be scheduled and coordinated through building management. For retail uses, appropriate delivery times should be scheduled and should be restricted to occur before 7:00 a.m., between the hours of 10:00 a.m. and 4:00 p.m., and after 8:00 p.m.</p>					<p>implemented through written operational policies and procedures.</p>
<p>The Project Sponsor should enforce strict truck size regulations for use of the off-street loading spaces in the proposed freight loading area. Truck lengths exceeding 25 feet should be prohibited from entering the parking garage and should utilize other loading spaces adjacent to the project site. Appropriate signage should be located at the parking garage entrance to notify drivers of truck size regulations and notify drivers of the on-street loading spaces on Golden Gate Avenue. The Project Sponsor should notify building management and related staff, and retail tenants of imposed truck size limits in the proposed freight loading area.</p>					
<p>Appropriate move-in/move-out and loading procedures should be enforced to avoid any blockages of any streets adjacent to the project site over an extended period of time and reduce potential conflicts between other vehicles and users of adjacent streets as well as movers and pedestrians walking along Golden Gate Avenue, Elm Street, or Van Ness Avenue. Curb parking for movers on Golden Gate Avenue should be reserved through SFMTA or by directly contacting the local 311 service. It is recommended that residential move-in/move-out activities be scheduled</p>					

**MONITORING AND REPORTING PROGRAM**

Adopted Mitigation Measures	Responsibility for Implementation	Mitigation Schedule	Mitigation Action	Monitoring/Reporting Responsibility	Monitoring Schedule
<p>during weekday midday hours between 10:00 a.m. and 4:00 p.m. and/or on weekends to avoid any potential conflicts with peak commute period traffic and all users of adjacent roadways.</p>					
<p>Project Sponsor should coordinate with Recology and enforce strict garbage pick-up periods. Such pick-up times should be restricted to occur before 7:00 a.m., and between the hours of 10:00 a.m. and 2:00 p.m., and no garbage pick-up activities should occur after 3:00 p.m. to avoid any conflicts with vehicle traffic and pedestrians on Golden Gate Avenue, Elm Street, or Van Ness Avenue. Specific loading procedures (as described above) should also be enforced for Recology vehicles during garbage pick-up periods.</p>					

**NOISE**

<p><b>Improvement Measure I- NO-2: Construction Noise</b></p>	<p>Project sponsor</p>	<p>During construction.</p>	<p>Project sponsor to provide Planning Department with quarterly reports during construction period.</p>	<p>Considered complete upon receipt of final monitoring report at completion of construction.</p>
<p>The project sponsor should develop a set of site-specific noise attenuation measures under the supervision of a qualified acoustical consultant.</p>				
<p>Prior to commencing construction, a plan for such measures shall be submitted to the DBI to ensure that maximum feasible noise attenuation will be achieved. These attenuation measures shall include as many of the following control strategies as feasible:</p>				
<ul style="list-style-type: none"> <li>Erect temporary plywood noise barriers around the construction site.</li> </ul>				

**MONITORING AND REPORTING PROGRAM**

Adopted Mitigation Measures	Responsibility for Implementation	Mitigation Schedule	Mitigation Action	Monitoring/Reporting Responsibility	Monitoring Schedule
<ul style="list-style-type: none"> <li>Utilize noise control blankets on the building as the building is erected to reduce noise emission from the site.</li> <li>Monitor the effectiveness of noise attenuation measures by taking noise measurements.</li> <li>Post signs on-site with information regarding permitted construction days and hours, complaint procedures, and the name(s) and telephone number(s) of the individual(s) to be contacted in the event of a problem.</li> </ul>					



LAW PARTNERS, LLP

450 Pacific Avenue • Suite 200 • San Francisco, CA 94133 • 415.788.4646 • www.jralp.com

Received at CPC Hearing

5/24/18

B. Benita

May 22, 2018

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: Discretionary Review of Permit to Redevelop  
1503-1507 Francisco Street/Building Permit  
No. 2013.0531.8402

Dear Commissioners:

We represent Christina McNair and Donna Santana, who requested Discretionary Review of the building permit to redevelop the property known as 1503-1507 Francisco Street (the "Project Site"), at the corner of Francisco and Octavia Streets, in the Marina. We hope you will have a chance to review carefully Donna and Christina's application for Discretionary Review. This letter is intended as a supplement to the information in that Application.

Christina and Donna own the apartment building at 1490 Francisco Street, kitty-corner from the Project Site, which would be directly affected by the redevelopment. Christina and Donna are sisters, and their family has owned the building at 1490 Francisco for at least 60 years. They are fourth generation San Franciscans, both born and raised in the Marina, from a family of Italian immigrants who made their livelihoods in the Marina. The Marina is therefore very near and dear to them, and the building at 1490 is by no means "just an investment."

By way of background, a company called Valparaiso LLC owns the Project Site and is sponsor of the redevelopment project. The building permit under discretionary review would demolish the existing building on the Project Site and replace it with a completely new, larger and taller structure of very modern design, with floor-to-ceiling windows facing both Francisco and Octavia and two decks, one on the third floor roof and one on the highest roof. A photograph showing the existing building in context with neighboring structures, and another one with a rendering of the proposed new building in the same context, are attached as Exhibit A to this letter. Exhibit B to this letter attaches other streetscape photos showing houses in the immediate vicinity of the Project Site.

We believe it is evident from the photos in Exhibits A and B that the proposed redevelopment would be a massive change to this corner lot, and that the new building would be radically different both from the existing structure and all nearby buildings. In our experience, it would be quite common (if not customary) for a property owner proposing such a significant change to the neighborhood to reach out to owners and residents of nearby properties, even before submitting a permit application, to explain what is being proposed, to elicit comments and

suggestions, and to try to gain public support. Yet despite the fact that it has owned the Project Site since 2012, and began the permitting process in 2013 (an earlier plan was withdrawn), Valparaiso to our knowledge conducted no such outreach.<sup>1</sup>

We request that the Planning Commission accept discretionary review and disapprove the building permit as architecturally incompatible with the area and inconsistent with the Residential Design Guidelines and General Plan, so that the owner of the Project Site can redesign the new building with greater concern for the sensibilities of neighbors and architectural continuity with the neighborhood.

1. The Proposed New Building is Inconsistent with the Residential Design Guidelines

The Project Site is a prominent corner lot in the Marina, very visible from the Fort Mason Green. The City's Residential Design Guidelines (the "Guidelines") place special emphasis on buildings located on corner lots, noting that "corner lots play a stronger role in defining the character of the neighborhood than other buildings along the block face" (Guidelines, Page 19). By expressly recognizing the importance of buildings on these lots in defining and strengthening the architectural character of a neighborhood, the Guidelines also establish that a building on a corner lot that is substantially incompatible with the designs of existing buildings will do particular harm to that character and to the "look and feel" of the neighborhood. And the new building proposed for the Project Site is incompatible with surrounding buildings (with structures throughout the Marina, in fact) in at least two significant ways: its floor-to-ceiling windows along the main side (along Francisco Street) as well as along Octavia, and its blank, flat walls along Francisco Street.

Windows are especially important in establishing a building's compatibility with surrounding structures. The Guidelines instruct to "design the building's proportions to be compatible with those found on surrounding buildings," and note the importance of the size and placement of windows in establishing proportionality (p. 29). Even more specifically, they provide that windows should "contribute to the architectural character of the building and the neighborhood" (Guidelines, page 44), and that owners should "relate the proportion and size of windows to that of existing buildings in the neighborhood" (page 45). "Using windows compatible in proportion, size, and orientation to those found in the surrounding area are

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<sup>1</sup> Valparaiso's counsel has stated in a May 10 letter to the Commission that the sponsor held several meetings about the plan with neighbors. That's news to us. Certainly Christina and Donna, owners of one of the properties most directly affected by the redevelopment, received no communication from the sponsor or any representative in advance of the current plan submittal, or offering to discuss the plan in order to elicit comments before the filing, and many neighbors seem to have received no notice of either the original submittal (in 2013) or the current plan, another serious problem with approving the building permit. Likewise, we do not consider the sponsor's recent attempt to find local residents supportive of the project, only after the project has been reviewed and an Application for DR submitted, to be "outreach" to the community for the purpose of getting public input on the development plan.



*essential* for a building's compatibility with the neighborhood." (Guidelines, page 45; emphasis added.)

Again, it is self-evident from the photos in Exhibits A and B -- and really to anyone familiar with the building designs in the heart of the Marina -- that the windows and glass walls of the new building proposed for the Project Site violate these principles. The Marina is a unique piece of San Francisco, beloved by residents of the area (and a great many other San Franciscans) for the look and feel created by its coherent architecture -- coherent, but not architecturally dull. The buildings near the Project Site and in the surrounding area vary in design but are consistent in the proportionality of their window sizes, and all include some architectural features (bay windows, balconies, cornices, etc.) that break up major walls. The proposed new building doesn't look like any of these other buildings, and carries over none of the architectural features that contribute to the architectural continuity of the area. Even the very small number of "modernist" buildings in the area blend in and reflect the Marina's architectural character significantly better than this proposal. This plan looks like a wall of glass along Francisco Street from even a short distance away, something that can not be said of any building in the neighborhood.

The excess, translucent glass forming most walls of the proposed structure also create a "fishbowl" effect compromising the privacy of neighbors and future building residents alike. This is a highly questionable design choice in and of itself, and ignores the policy concerns set forth on page 17 of the Guidelines (notably including the directive to "develop window configurations that break the line of sight between houses"). Likewise, the flat, disproportion glass walls of the proposed plan, along both streets, breach the directive on page 13 of the Guidelines to "avoid creating blank walls at the front setback that detract from the street composition."

The sponsor has submitted to the Commission an architectural study asserting that the project plan's window scheme and wall effect are compatible with the area and the Guidelines because, in essence, existing buildings in the neighborhood have a variety of window schemes, and the proposed building somehow reflects some existing window "patterns" in these other buildings. A more technical critique of the sponsor's study will be presented at the hearing, but suffice it to say here that we find the sponsor's architectural analysis to be largely design jargon and wholly unconvincing. To the layman's eye, the flat "wall of glass" created by the proposed plan (especially along Francisco Street) diverges drastically from existing buildings throughout the Marina, and for that reason the new building will feel very out-of-place to the average person, and will detract from, rather than promote, the look and feel of the neighborhood. Bluntly, it looks more like an office building than a home.

In the same vein, we have spoken with one property owner on Octavia near the Project Site who, in the course of a fairly recent condominium conversion, was required to change his

windows to closely mimic ones from decades ago, in order to be deemed consistent with the Guidelines and General Plan design policies. Another neighbor had a very similar experience when trying to change his window pattern in conjunction with a recent renovation – he was required to keep the existing pattern of the windows based on requirements of the Guidelines. Similarly, Donna and Christina were denied approval of a rooftop deck just a few years ago, and although the rationale for the decision was not well-articulated, it was clearly implied that decks were no longer viewed as consistent with design and privacy guidelines and policies as they are now being interpreted, and that decks were to be strongly discouraged if not forbidden outright in the Marina. Yet here, Valparaiso is seeking approval for not one but two decks, one of which is street-facing (and therefore poses even greater privacy and noise concerns for the neighborhood).

What this suggests to us is that significant features of Valparaiso's plan can be found to be consistent with design principles and policies in the Guidelines and General Plan (particularly as they pertain to windows and decks) only by interpreting and applying those principles and policies in a much more flexible and lenient manner than has been done in planning determinations over the last number of years.

## 2. The Proposal is Also Inconsistent with the General Plan

For substantially the same reasons, the proposal violates a number of policies and directives stated in the Urban Design Element of the City's General Plan. I note in particular:

(a) The Fundamental Principle for Conservation No. 4, that to "conserve important design character in historic or distinctive older areas, some uniformity of detail, scale, proportion, texture, materials, color and building form is necessary."

(b) Fundamental Principle for Conservation No. 4(C), that "[n]ew buildings using textured materials with human scaled proportions are less intrusive in older areas characterized by fine details and scale." The proposed building feels so out-of-place in the Marina, and breaks the continuity of the existing neighborhood architecture, in large measure because of its disproportionate and untextured floor-to-ceiling glass walls, which create a "wall of glass" effect from even a short distance away.

(c) Fundamental Principle for Conservation No. 6, that "[n]ew construction can have a positive effect on the area around it if it reflects the character of adjacent older buildings of architectural merit." By implication, new buildings like that proposed for the Project Site, which depart radically from the design and architecture of the surrounding area, has a negative effect and breaches the intent of this fundamental principle.

(d) Policy No. 3.1, to "[p]romote harmony in visual relationships and transitions between new and older buildings," and to that objective, directing that "[n]ew buildings should

be made sympathetic to the scale, form and proportion of older development” and should “reflect the pattern of older buildings.”

(e) Policy 3.2, to avoid “extreme contrasts in color, shape and other characteristics which will cause new buildings to stand out in excess of their public importance.”

3. The Two Proposed Decks Violate Current Planning Policy in the Marina

The proposed new building would have not one but two decks, one off the second floor of Unit No. 3, on the third floor roof, and one on the highest roof. While some existing buildings in the Marina have decks, policy in recent years has been to strongly discourage, if not prohibit outright, these decks – especially those facing the street, such as the fourth-floor deck (the one on the third floor roof) proposed here – due to their adverse impact on neighbors. The fourth floor deck is also an unusual feature in the area, contributing to the building’s pervasive lack of conformity with the architectural integrity of surrounding buildings.

At the very least, in proposing a structure inconsistent with this existing policy, the project sponsor should have proposed screening, noise and use restrictions for the decks to minimize visual, privacy and noise impacts on neighbors. But Valparaiso did not see fit to do that.

\* \* \*

In sum, the proposed permit for the Project Site would allow a new building that would be radically incompatible with the surrounding area and the Marina generally, and would breach important principles and policies in the Residential Design Guidelines and the Urban Design Element of the General Plan. For those reasons, it should be denied.

To be clear, our clients, Christina and Donna, do not contest Valparaiso’s right to modify and expand its existing building or to redevelop the site with a new building. But in doing so it needs to respect the neighborhood’s architectural history and context, and the reasonable sensibilities of its neighbors. Rejecting the building permit will force the project sponsor to go back to the drawing board and do just that.

Very truly yours,



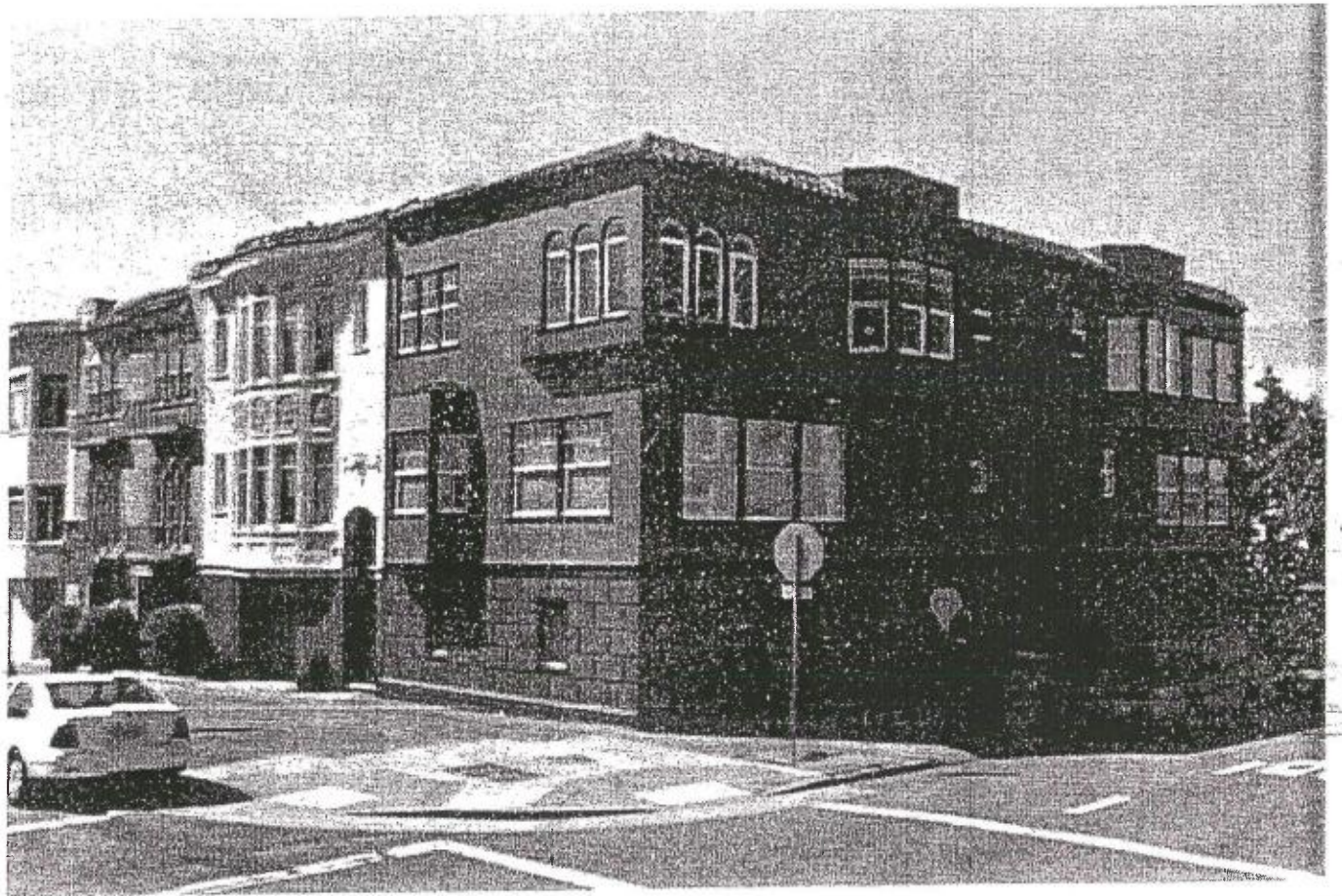
Kenneth J. Cohen

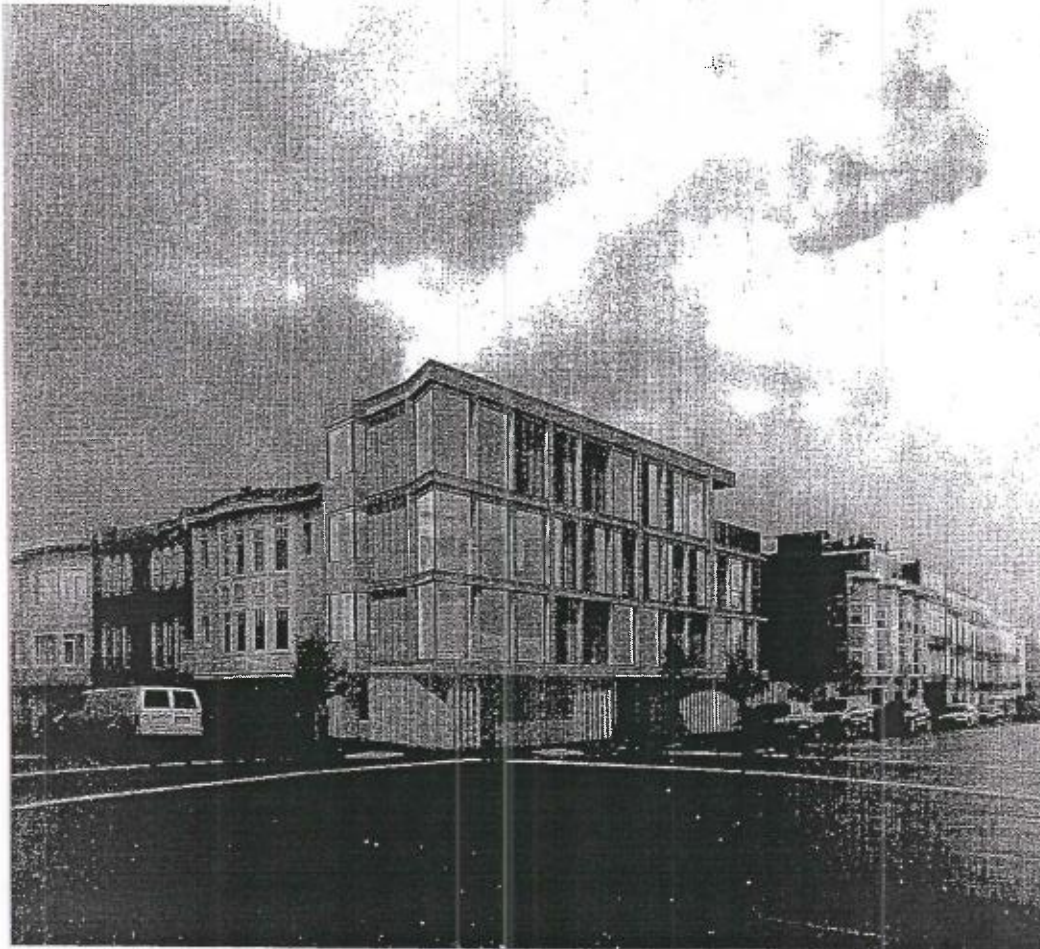
cc: Donna Santana  
Christina McNair  
Brittany Bendix

Exhibit A

Project Site with Existing Buildings and

Project Site with Proposed New Building





1503 Francisco Street - Proposed View from Northeast Corner



















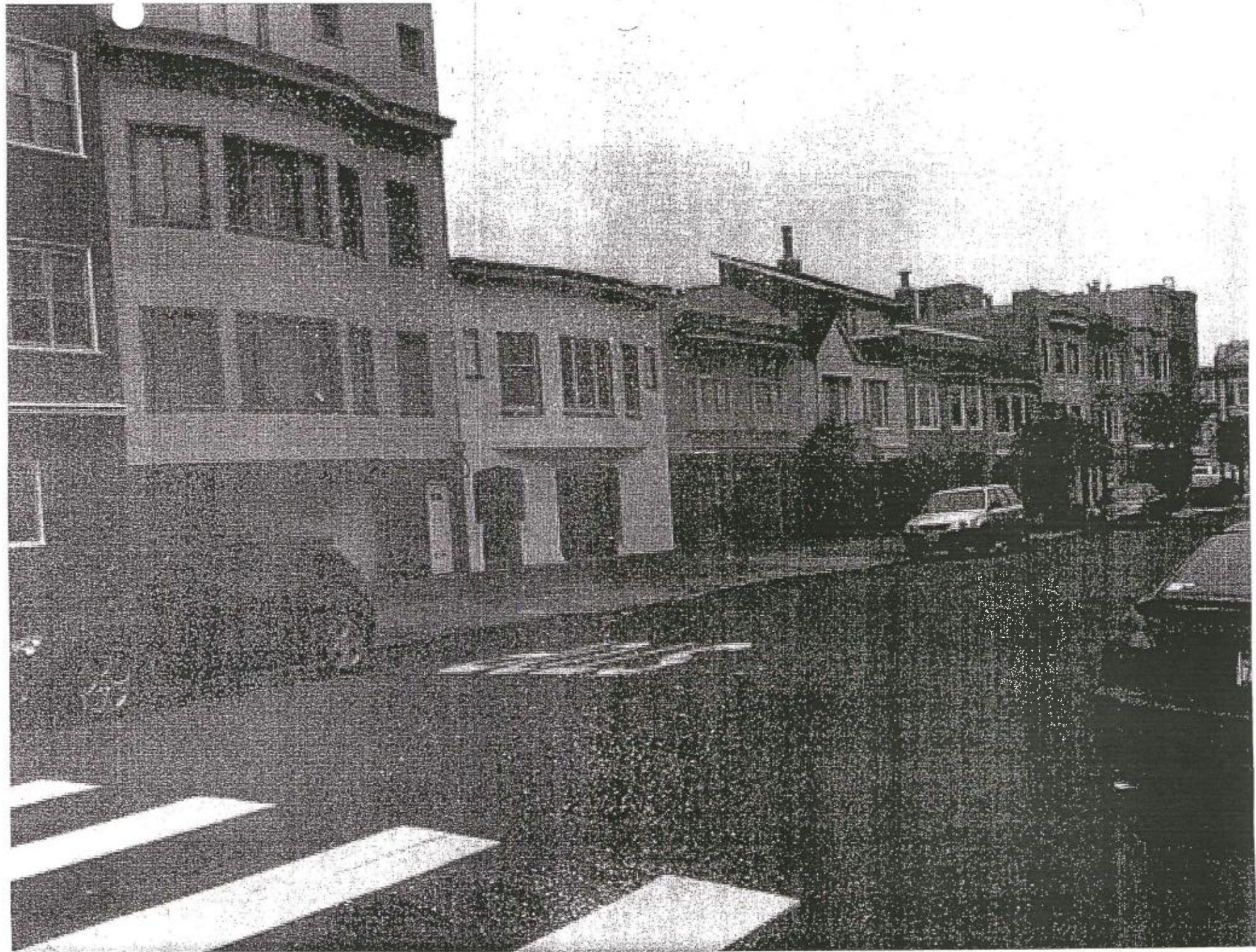


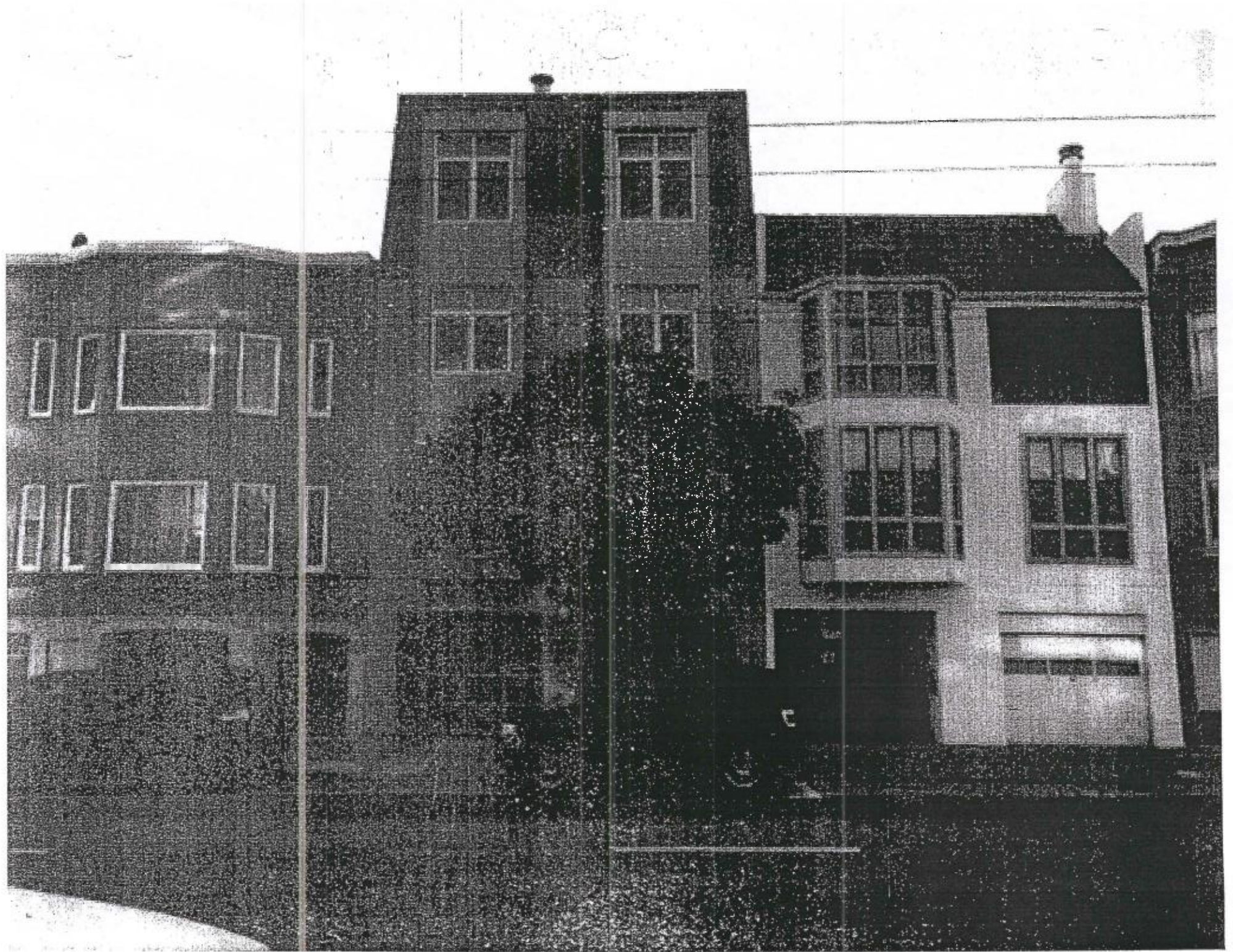








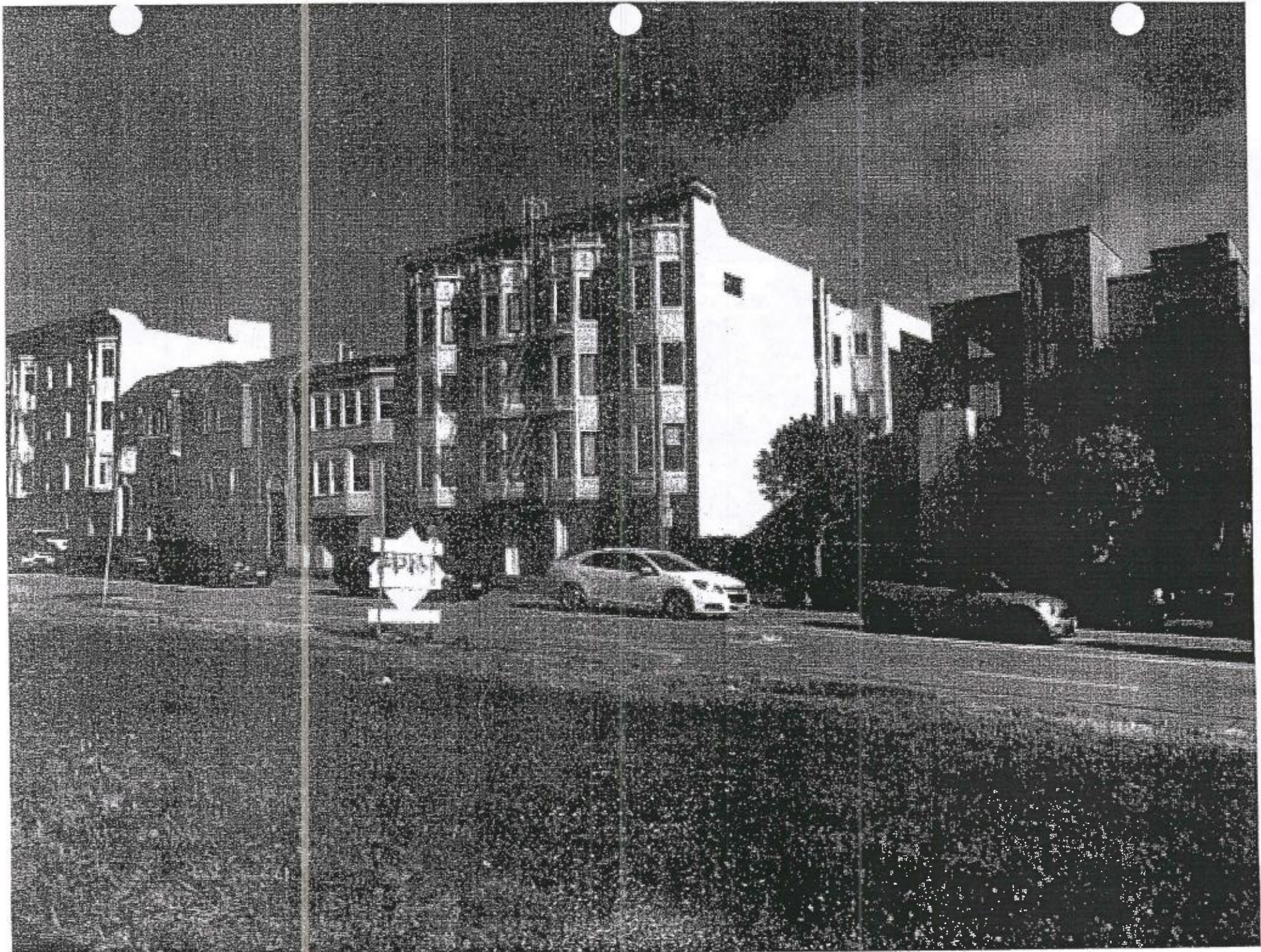






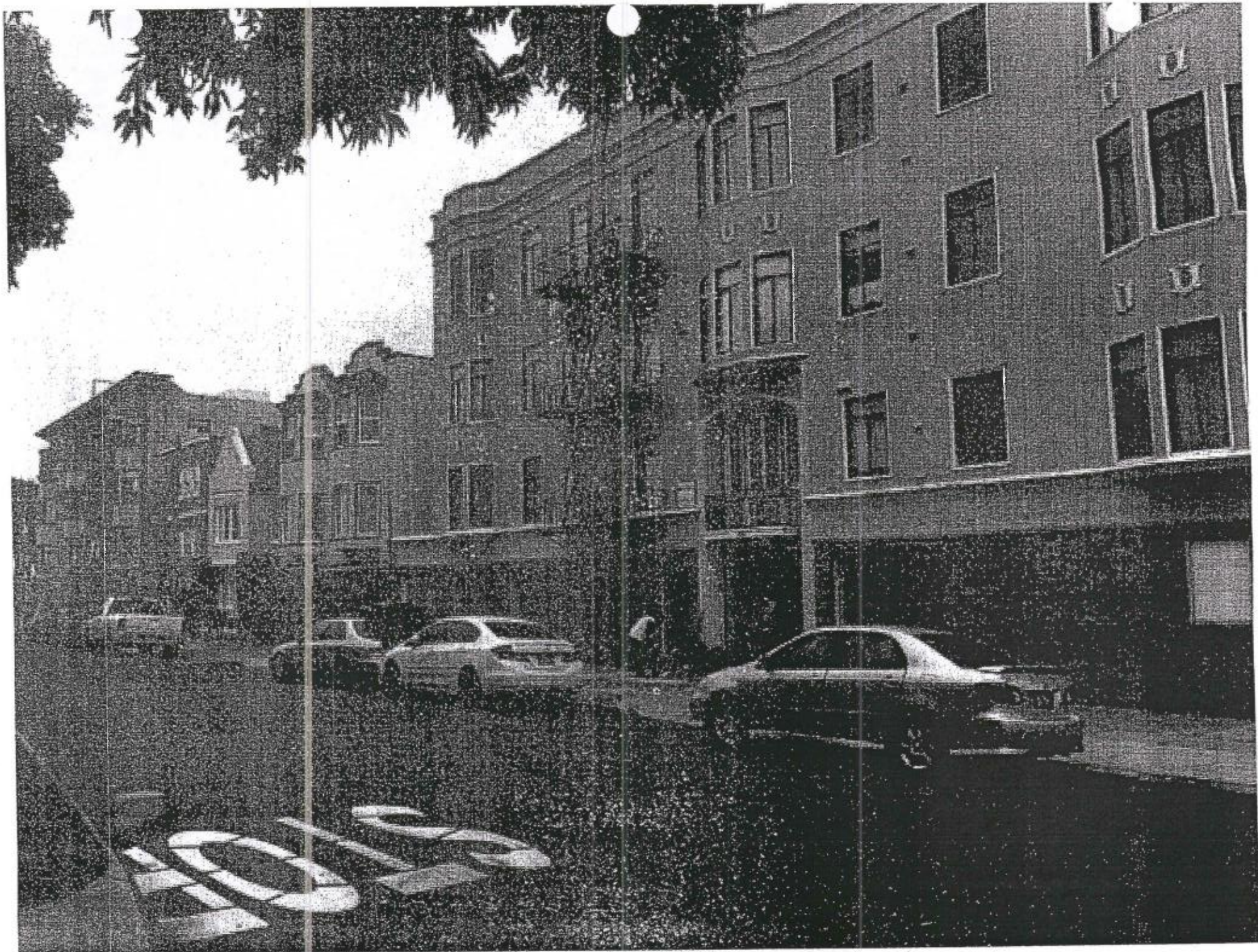














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22 May 2012

President Rich Hillis  
San Francisco Planning Commission  
1650 Mission Street, Suite 400  
San Francisco, CA 94103

Re: 1503 Francisco Street  
Brief in Opposition to the Project and in support of Discretionary Review  
Planning Department Case No. 2013.0847DRP

Dear President Hillis and Commissioners:

I have been asked by the DR Requestor, Christina McNair and Donna Santana (owner's of 1490 Francisco located across the intersection from the project) to present my review of the design for 1503-1507 Francisco Street. Clearly their views as the DR requestors are reflective of the broad community opinion - that this building does not belong in the Marina District in general and specifically at this intersection and intersections like it. I have identified a variety of issues that support this perspective. Most of the issues are a result of the design genre that expresses horizontal floor and roof plates in box-like fashion, uses excessive glazing in the design, and the uninviting concrete-like wall surfacing material. The overall result is a building that shows almost no connection (nor an understanding of) this neighborhood's visual character.

According to the Residential Design Guidelines there are several relevant areas that are a concern for the neighbors for this design including:

- Neighborhood Character (visual character, corner buildings)
- Building Scale and Form (building scale at the street)
- Architectural Features (proportions, building entrances, bay windows, garage door designs)
- Building Details (architectural details, windows, exterior materials)

The neighborhood's character is defined by a consistent use of flat roofed, three and four story, stucco clad single and multi-family residences. They often have an articulated base and projecting cornice. Most have bow or angled bay windows. Traditional style design is almost exclusive - and thus contrasting designs present as being very out of character.

The proposed building design expresses a "concrete" frame with floor to ceiling glazing and concrete infill panels. The first floor walls have a vertical saw-toothed pattern in concrete, which presents a sharp and uninviting pedestrian experience (barely expressed in the reduced plans but evident in the perspective). Except for the entrance and a minimalist garage door, this wall is featureless. This coarse wall surface extends across the full width of the building front creating a compound like feeling to the property. As a corner building the massing has been

provided by the design, but instead of establishing a "gateway" it seems to suggest otherwise - it is hardly inviting.

The expanse of the floor to ceiling glass is much larger than conventional windows. The glazing area of the design averages approximately 50% on the exposed walls. The neighborhood averages 25%. This is completely out of character with the neighborhood pattern. In addition to these problems the level of privacy both looking out and viewing in is reduced.

In addition, it should be noted that due to the excessive glazing there will be noticeable daytime glare and nighttime light trespass affecting nearby residences. This amount of glazing will also result in excessive cooling and heating loads requiring extensive mechanical equipment, creating difficulty with placement of mechanical units and their resultant noise and vibration.

There is a complete lack of a pattern of roof deck installations in the area. Out of hundreds of buildings there are only a handful of roof decks. These decks can be a source of nighttime noise and create problems with privacy.

Concerns also exist due to the amount of the building that will really be demolished by the complete transformation of the structure - the original building is ostensibly obliterated, possible problems with neighbor notification, creation and maintenance of housing units, and the bird-safe nature of the excess glazing.

Requested changes include:

- Find a contemporary (or traditional) approach to the overall design that is more in keeping with the feel of this Marina neighborhood instead of juxtaposing against it.
- Major reduction of glass area - especially the floor to ceiling aspect. Provide window sills and window heads at typical heights to reduce glare and light trespass
- Eliminate the coarse concrete wall cladding and replace with a more friendly material
- More articulation of the ground floor wall surface
- Introduce bay window forms to articulate the facade (actual form versus grid pattern)
- Eliminate all roof decks - will improve privacy and reduce potential night-time noise
- Eliminate the parapet - eliminate excess building height
- Mount all mechanical equipment on the ground with proper noise reduction screening meeting Police Code Section 2909

Due to these major issues we strongly support and recommend that the Commission take Discretionary Review of this project and help to minimize the precedent setting nature of a undesired development in an area that has a strong sense of community character and historical feel.

Sincerely,

Michael Garavaglia, AIA, LEED AP BD+C  
President, Garavaglia Architecture, Inc.

**From:** Diane Walder  
**To:** Bendix, Brittany (CPC); richhillissf@gmail.com; Melgar, Myrna (CPC); planning@rodneyfong.com; Johnson, Millicent (CPC); Koppel, Joel (CPC); Moore, Kathrin (CPC); Richards, Dennis (CPC)  
**Subject:** Fw: 1503 Francisco St project SW corner Francisco & Octavia  
**Date:** Wednesday, May 23, 2018 1:03:08 PM

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Greetings,

I see that tomorrow, 5/24/2018, the Planning Commission is going to discuss the planned changes to the building across the street from the building in which I live. The proposed project raises several concerns for me and for other neighbors. I'll limit my notes to the key items, in my order of concern:

1) The design of the new facade is so contrary to the buildings in the immediate neighborhood that it is jarring. I have attached photos of the proposed new facade as well as photos of the block as it is now, with an arrow pointing to the way the building in question now looks ( quite pleasing, in my opinion). Note that the beautiful, historic Julia Morgan designed Heritage House is at the end of the block where this project building sits.

2) The proposed change includes going down one subterranean level. This building is a half block from where the landfill starts. Will the digging for this new basement level disturb the stability of the block's soil?

3) This major project will general construction dust and noise for a long period. Construction projects often start as early as 7 a.m. This will be seriously disruptive to my life, as well as to the elderly residents of Heritage House down the block.

If you have the chance, please ask the building owner why he/she/they did not chose a neighborhood for this project where it would be more harmonious.

Thanks you for considering my concerns.  
Diane Walder  
1497 Francisco St. (SE corner of Francisco & Octavia)  
San Francisco, CA 94123  
redlaw47d@yahoo.com

**From:** [Secretary, Commissions \(CPC\)](#)  
**To:** [Bendix, Brittany \(CPC\)](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: 1503-1507 Francisco - Public Hearing  
**Date:** Wednesday, May 23, 2018 9:41:36 AM

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*Jonas P. Ionin,  
Director of Commission Affairs*

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1650 Mission Street, Suite 400, San Francisco, CA 94103  
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[jonas.ionin@sfgov.org](mailto:jonas.ionin@sfgov.org)  
[www.sfplanning.org](http://www.sfplanning.org)

**From:** Caroline Bremner [mailto:caroline.bremner@gmail.com]  
**Sent:** Wednesday, May 23, 2018 9:10 AM  
**To:** richhillissf@gmail.com; Melgar, Myrna (CPC); [planning@rodneymfong.com](mailto:planning@rodneymfong.com);  
[millicent.johnson@sfgov.com](mailto:millicent.johnson@sfgov.com); Koppel, Joel (CPC); Moore, Kathrin (CPC); Richards, Dennis (CPC)  
**Cc:** Secretary, Commissions (CPC)  
**Subject:** 1503-1507 Francisco - Public Hearing

Dear San Francisco Planning Commissioners

I am writing in regards to the Public Hearing on the proposed remodel of 1503-1507 Francisco. Due to work requirements I am unable to attend the hearing in person.

I am a resident owner of 3254 Octavia Street. I live across the road from the property under review. I also understand the same owners have purchased the adjacent property at 3255-57 Octavia Street which is directly across from me. The view from my window is in the attached photo.

One of the things that charmed me about owning in the neighborhood is that the character of the buildings are very homogeneous. I love the colorful 1920s style facades which give San Francisco such a unique and special feel. I often see tourists in the area enjoying sedge-way tours and taking in the neighborhood's character on their way from the hotels on Lombard Street to Fort Mason.

The proposed very modern glass facades seem very out of keeping with the rest of this section of Octavia Street and Francisco Street. The corner lot is very prominent with a larger street frontage than neighboring building so will stick out like a sore thumb.

I'm also very concerned that as the building next door recently sold to the same owner, that this will set a precedent for 3255 Octavia to receive a similar treatment and that I will soon be faced with a view of glass boxes and all of the glare and lack of privacy that comes with such buildings.

The project doesn't add anything to the housing stock in the area and overall detracts from the neighborhood's unique San Francisco look and feel. I grew up in a rather bland, modern suburb in a city that was quick to "modernize" but ended up losing any distinct character. San Francisco's commitment to planning with its history makes it a unique and special place to call home.

I have no objection to the additional story as it is consistent with the other corner lots nor to the parking lift but while it may be a very lovely, modern glass box my hope is that the planning commission and architects can modify the design to keep it more in keeping with the character of the neighborhood.

Thank you for your consideration.

Regards

Caroline Bremner  
3254 Octavia Street



**From:** [Secretary, Commissions \(CPC\)](#)  
**To:** [Bendix, Brittany \(CPC\)](#)  
**Cc:** [Feliciano, Josephine \(CPC\)](#)  
**Subject:** FW: Opposition 1503-1507 Francisco Construction Project  
**Date:** Wednesday, May 23, 2018 9:41:35 AM

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*Jonas P. Ionin,  
Director of Commission Affairs*

Planning Department|City & County of San Francisco  
1650 Mission Street, Suite 400, San Francisco, CA 94103  
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**From:** Benna Wise [mailto:[benna.wise@gmail.com](mailto:benna.wise@gmail.com)]  
**Sent:** Wednesday, May 23, 2018 9:06 AM  
**To:** Rich Hillis; Melgar, Myrna (CPC); [planning@rodnevfong.com](mailto:planning@rodnevfong.com); [milicent.johnson@sfgov.oef](mailto:milicent.johnson@sfgov.oef); Koppel, Joel (CPC); Moore, Kathrin (CPC); Richards, Dennis (CPC); Secretary, Commissions (CPC); Christina McNair  
**Subject:** Re: Opposition 1503-1507 Francisco Construction Project

+[commissions.secretary@sfgov.org](mailto:commissions.secretary@sfgov.org)

I truly hope we can preserve this neighborhood. Thank you again for your consideration!

On Fri, May 18, 2018 at 9:10 PM, Benna Wise <[benna.wise@gmail.com](mailto:benna.wise@gmail.com)> wrote:  
Hello!

I'm writing to you because when I received a notice from the building about construction across the street from me (1500 Francisco Street), the information they provided made it seem like they were only planning on doing construction on the roof. I just saw their entire plan from a neighbor and - WOW. It's awful! Part of the reason I love SF and moved to this neighborhood was the charm. I would expect this in SOMA, but it would be so sad to see old SF start turning as well.

I thought there were regulations protecting the old architecture here. Really hope we can stop this construction. I feel bad that they went through the effort to do this, but I wish they had been more forthcoming originally. This will really be an eyesore in the neighborhood and devalue the neighborhood.

Thank you for considering!

Benna Wise



**From:** Farrell, Maria F  
**To:** [richhillissf@gmail.com](mailto:richhillissf@gmail.com); [Melgar, Myrna \(CPC\)](#); [planning@rodneyfong.com](mailto:planning@rodneyfong.com); [Johnson, Milicent \(CPC\)](#); [Koppel, Joel \(CPC\)](#); [Moore, Kathrin \(CPC\)](#); [Richards, Dennis \(CPC\)](#)  
**Cc:** [Christina McNair](#); [Secretary, Commissions \(CPC\)](#)  
**Subject:** Notice of Opposition for 1503-1507 Francisco Street Project  
**Date:** Wednesday, May 23, 2018 2:31:46 PM

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Dear Commissioners,

Please consider this letter my notice of opposition for the current project proposed for 1503-1507 Francisco Street.

My family has owned and lived in a set of flats at 1459/1461 Francisco Street since 1951 and the current plans proposed for the rebuilding of the property at 1503-1507 Francisco Street are completely out of character for the Marina neighborhood. We are not opposed to the owner adding onto the current building, it just needs to fit in with the rest of the area. The building they proposed totally stands out like a sore thumb.

The San Francisco General Plan, the Planning Code's Priority Planning Policies and the Residential Design Guidelines each call for protecting and enhancing architectural character citywide. Architectural details are used to establish and define a buildings character and unify a neighborhood. In order for a building to be harmonious with surrounding buildings, the choice of architectural details are very important and should blend in with the area. The proposed design reflects an architectural interpretation that is not all compatible with the existing character of this neighborhood. The floor-to-ceiling glass building proposed is a beautiful building but is way more fit for the South of Market area....NOT the MARINA.

I urge you to DENY the application to redevelop 1503-1507 Francisco Street. Allowing this building to be built in our neighborhood will set a bad precedent for future development in the Marina.

Thank you for your time and consideration.

Best regards,

Maria Farrell  
tel: 415-290-8436  
[maria.f.farrell@baml.com](mailto:maria.f.farrell@baml.com)

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John J Candido Jr.  
1575 Francisco St.  
San Francisco, CA 94123-2206  
(415) 999-0440

May 23, 2018

VIA EMAIL

Planning Commissioners  
San Francisco Planning Department  
1650 Mission St., Suite 400  
San Francisco, CA 94103

**RE:** 1503 Francisco St.

Members of The Board:

My name is John Candido and I live at 1575/1573 Francisco St. My father purchased that building about 47 years ago and I was raised there most of my childhood, all my teen, and early adult years. I left for several years as a young adult but returned about 22 years ago to help with my parents and raise my own family. I work as a Project Manager and Estimator for a general contracting company that primarily builds office interiors in the downtown area of San Francisco; I understand construction and I also understand design, specifically commercial design.

About three years ago, I replaced the windows on the street side of our property (Permit # 2014-10-10-8616) and was told by the Building Department that street side windows must be of wood materials and ***“must maintain the look and integrity of the surrounding buildings as well as my own”***. Without opposition, I understood the rule, agreed with it, and moved forward with replacing my original wood windows with exact wood replacements, which was finalized on 5/13/15.

My opposition is not toward the improvement, remodeling or even the adding of an additional level to residence at 1503 Francisco St. My opposition is towards its commercialization looking design which replicates the buildings I work on located in the financial district of downtown. The amount of non-operable, aluminum style, floor to ceiling glazing shown on the draft design is a standardization of most, if not all, high-rise buildings in San Francisco. Many storefront and medical facilities all carry a similar design which is not of a residential style.

Page 2  
Planning Commissioners  
5/23/18

Four years ago, I understood, agreed, and complied with the requests of the SFBD for my window upgrades. It's difficult for me to understand how planning allowed this design to come this far as it surly conflicts with the design, warmth, and integrity of all the neighborhood buildings here in the Marina.

We do not have picket fences, oak trees, or even front lawns in our neighborhood. What we do have are buildings that do their very best to look like "homes". I respectfully ask this board to please consider rejecting this design and not allow the commercialization and institutional design of this building (and those that will surely follow) to take away the look of our neighborhood. Please do not lay the early ground work down of allowing concept designs such as this; we want to raise our families in homes and not buildings that look like commercial structures.

I appreciate your time & attention and I hope you will understand the feelings I am trying to convey. As a third generation San Franciscan, who was born and raised in the Marina District, my passion for this city and its historical architectural structures is hopeful that its style is maintained for generations to come, that future lies in your hands.

I have a prior commitment that conflicts with the hearing date of 5/24/18 but I will do all in my power to try and make that meeting.

Respectfully Submitted,

A handwritten signature in cursive script, appearing to read "John J. Candido Jr.", written in dark ink.

John J. Candido Jr.

D. Mark McQueen  
1442 Francisco Street  
San Francisco, CA 94123

May 22, 2018

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103  
Re: 1503 - 1507 Francisco Street  
BPA 2013.0531.8402

Dear Commissioners:

I write to urge you to DENY the application to redevelop 1503 - 1507 Francisco Street. My wife and I purchased our flat in 1995. We live a half-a-block from this proposed renovation. Actually my wife has lived in the neighborhood since 1980 and I have been a neighborhood resident since 1981 – both originally at the corner of Gough and Francisco, one block from the property in question. In our almost four decades of residence in the area, we have not seen a proposed conversion that was this out-of-place with the surrounding structures. Actually, this proposal is incompatible with the entire section of the Marina east of Laguna (or the rest of the Marina for that matter).

Francisco Street, from Laguna to Van Ness, has a typical San Francisco mix of older properties, our building was built in 1924, and some renovated properties that were designed to be compatible with the neighborhood. The design of the proposed renovation at 1503 – 1507 Francisco makes no attempt to be compatible with the surrounding structures. It

seemingly intentionally completely ignores the design continuity of the neighborhood, and its prominent corner location only exacerbates its devastating incongruity.

I have only been made aware of this proposed project in the last week. It appears that in the early phase of this proposed project notifications were not widely circulated. As I can see this property from my living-room window, I am confused as to why I and other neighbors were not made aware of this project. I am also confused as to why approvals were granted to this project. A brief on-site tour of the Francisco Street and its environs, would easily show that this proposed design is grossly misplaced and its construction would be a huge and tragic mistake.

So please vote NO on the permit for 1503 - 1507 Francisco Street, and thank you for your consideration.

Regards,

D. Mark McQueen

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: 1503-1507 Francisco Street  
BPA 2013.0531.8402

Dear Commissioners:

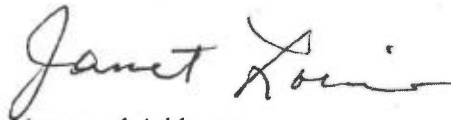
I write to urge you to **DENY** the application to redevelop 1503-1507 Francisco Street. The plan as proposed would demolish an existing structure and replace it with a floor-to-ceiling glass building that is completely out-of-character with our neighborhood. This is a building that would fit in many areas, but in the Marina, it is simply an eyesore because it is so jarring with all the surrounding buildings. Moreover, because it is on a prominent corner lot, this building will create a terrible precedent for future development in the Marina.

The construction process for this project will also wreak havoc with the area for two years at least. The impact of construction will be enormous, far greater than if the owner were proposing simply to modify the existing building, which is very much in tune with the neighborhood.

I am a resident of the Marina, and want to maintain the unique architectural character of this wonderful area. To me, the Marina has always felt like a small town within our city, with a look that is architecturally coherent without being homogenous, and a feel that is coastal. The project proposed for 1503-1507 Francisco Street could not be further from that description. It would detract from the look and feel of the Marina. It simply does not fit this neighborhood.

So please vote NO on the permit for 1503-1507 Francisco Street, and thank you for your consideration.

Very truly yours,



Name and Address:

1431 Francisco St.  
S. F. CA. 94123

JANET LOUIE

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: 1503-1507 Francisco Street  
BPA 2013.0531.8402

Dear Commissioners:

I write to urge you to **DENY** the application to redevelop 1503-1507 Francisco Street. The plan as proposed would demolish an existing structure and replace it with a floor-to-ceiling glass building that is completely out-of-character with our neighborhood. This is a building that would fit in many areas, but in the Marina, it is simply an eyesore because it is so jarring with all the surrounding buildings. Moreover, because it is on a prominent corner lot, this building will create a terrible precedent for future development in the Marina.

The construction process for this project will also wreak havoc with the area for two years at least. The impact of construction will be enormous, far greater than if the owner were proposing simply to modify the existing building, which is very much in tune with the neighborhood.

I am a resident of the Marina, and want to maintain the unique architectural character of this wonderful area. To me, the Marina has always felt like a small town within our city, with a look that is architecturally coherent without being homogenous, and a feel that is coastal. The project proposed for 1503-1507 Francisco Street could not be further from that description. It would detract from the look and feel of the Marina. It simply does not fit this neighborhood.

So please vote NO on the permit for 1503-1507 Francisco Street, and thank you for your consideration.

Very truly yours,



Name and Address:

Richard Pisciotta  
owner of

1459/1461 Francisco St.

San Francisco, CA 94123

Family Owned property since 1951

Members of the Planning Commission  
City and County of San Francisco  
1650 Mission Street, Suite 400  
San Francisco, California 94103

Re: 1503-1507 Francisco Street  
BPA 2013.0531.8402

Dear Commissioners:

I write to urge you to **DENY** the application to redevelop 1503-1507 Francisco Street. The plan as proposed would demolish an existing structure and replace it with a floor-to-ceiling glass building that is completely out-of-character with our neighborhood. This is a building that would fit in many areas, but in the Marina, it is simply an eyesore because it is so jarring with all the surrounding buildings. Moreover, because it is on a prominent corner lot, this building will create a terrible precedent for future development in the Marina.

The construction process for this project will also wreak havoc with the area for two years at least. The impact of construction will be enormous, far greater than if the owner were proposing simply to modify the existing building, which is very much in tune with the neighborhood.

I am a resident of the Marina, and want to maintain the unique architectural character of this wonderful area. To me, the Marina has always felt like a small town within our city, with a look that is architecturally coherent without being homogenous, and a feel that is coastal. The project proposed for 1503-1507 Francisco Street could not be further from that description. It would detract from the look and feel of the Marina. It simply does not fit this neighborhood.

So please vote NO on the permit for 1503-1507 Francisco Street, and thank you for your consideration.

Very truly yours,

*Connie Pisciotta*

Name and Address:

*Connie Pisciotta*

*owner*

*1459/1461 Francisco St.*

*San Francisco, CA 94123*

*Family owned property since 1951*



## Bendix, Brittany (CPC)

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**From:** Mark Herrmann <mherrmann1@gmail.com>  
**Sent:** Tuesday, May 22, 2018 8:34 PM  
**To:** Secretary, Commissions (CPC)  
**Subject:** Opposition to 1503-1507 Francisco St on calendar for this Thursday  
**Attachments:** legend\_map\_for\_pics1-22.pdf; Modern\_comps\_map.pdf

RE: Permit # 2013.05.31.8402, 1503-1507 Francisco St., SF 94123

Dear Commissioner,

I am writing to express my strong objection to the proposed design plans for 1503-1507 Francisco Street in advance of the DR hearing this Thursday. While I support the project sponsor's right and desire to improve his home, I, along with many neighbors, am opposed to the proposed glass and concrete design and ask you to deny the application and support the DR so that the project sponsor can modify the building design prior to approval.

For 12 years, I have been the owner/occupant of a two-family building directly across the street from, and within 100 ft. of the proposed project. Unfortunately much of the 3200 block of Octavia St. was omitted from the DR filer's mailing list (pp 60-70 of your packet), hence the late timing of this letter vs. the deadline for inclusion into your packet. The original neighborhood meeting for this permit was held in 2013 and the design has changed considerably since then.

Please consider these thoughts in your decision:

1. **Design** - The highly-contemporary building design is completely out of character and context with the east marina neighborhood for many blocks in any direction. The proposed concrete and glass "brutalist" style is nowhere to be found in neighboring architecture. On page 107 of the Commission packet, the architect argues for "mixed visual character" by cherry-picking images of buildings on different streets to create a misleading collage. I believe views of entire neighboring blocks tell a different story of more traditional architecture, and I've attached full pictures of all 22 neighboring street views along with a map. Furthermore, any structures in the area that could be considered "modern" architecture are built with more compatible materials, are lacking large windows, and are intra-block - i.e. they are limited to 25 ft. of visible façade vs. 135 total lineal ft. of street exposure for this proposed corner-lot project. Photos of the 3 most prominent nearby "modern" buildings are also attached along with a map.

The proposed design includes a parapet wall and a roof deck that add unnecessary height beyond 40ft height. The overhead imagery on page 6 of your packet shows a lack of many roof decks in the area - in fact there are only 2, a small one at 1500 Francisco and one at approximately 1535 Francisco. I would ask you to require these design elements be removed.

On page 75 of your packet, the project sponsor argues "The additional floor will not impact the building's only abutting neighbor to the south because neither of the existing structures provide any side setbacks, and the addition of the fourth floor will not block any property line windows.". You should be aware that the "only abutting neighbor to the south" is the project

sponsor himself who purchased (the abutting) 3255-3257 Octavia street in November, 2017 under an LLC, during a time when this project was likely going through review. The same owner has also recently filed a building permit (# 201805159170) to add a new roof deck, rear façade, and windows to his abutting two-family structure.

The existing plans do not show where the mechanical equipment will be located. Given the heating/cooling that might be needed to offset the large amount of glazing, this could be a late addition to the roof design.

**2. Fenestration/Materials** - The proposed design has over 50-60% of the larger exterior facade on Francisco Street in glazing vs. 15-20% average in typical for the neighborhood which will create privacy and glare problems. Floor-to-ceiling windows are not used anywhere in surrounding buildings and this excessive use of glass will create a "fishbowl" effect with neighbors. There will likely be light trespassing across two streets with interior lighting shining into surrounding neighbor's rooms at night. The sponsor's argument (pg.73 of packet) claiming "inconsequential, if any, privacy, light, or air impacts on the adjacent properties" should be called into question. On pages 127-129 and 140 of your packet the architect has provided photos of facades that are cropped in some cases and don't show the full percentages of fenestration which are substantially less than that of this project. These photos are misleading.

The use of ribbed concrete appears rough and uninviting, especially on the ground floor where the continuation of materials in the backyard fence creates a "fortress" appearance. On pages 143-144 the sponsor's architect argues for compatible materials when, in fact, there is not a single example of vertical ribbed concrete in the area.

**3. Impact of Location** - The combination of contemporary design and prominent corner location is screaming for attention. Again, this project has about 135 lineal ft of perimeter visible from the street and is one block from the upper entrance to Fort Mason Green. Octavia street is the main thoroughfare for pedestrians and cyclists entering Fort Mason Green for events and general recreation and is therefore in a highly visible corner.

**4. Possible Demo** - The original building is ostensibly being obliterated. I would ask you to review the decisions made in determining whether this project is a demolition. Within the demo calculations, the "front façade" of the building has been defined as the 25 foot side of the building fronting Octavia Street, rather than the true façade with front entrances, garages, and address of Francisco Street.

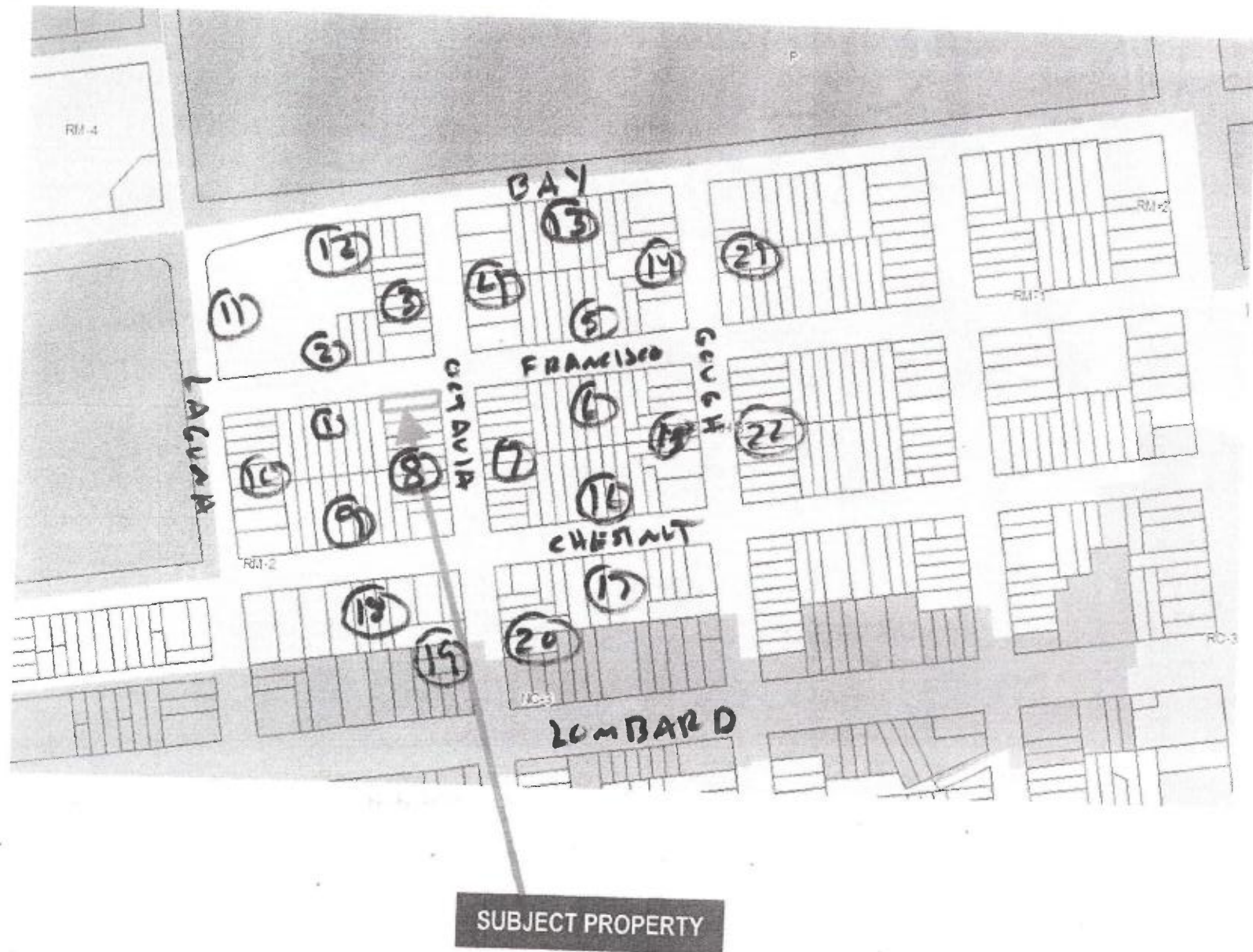
**5. Strong Neighborhood Opposition** - I believe there is strong neighborhood opposition to this project. The one person writing in favor of the project (p. 71 of packet) is a real estate agent that lives over a half mile from this project.

I strongly oppose the current design of this project and ask you to REJECT it on Thursday in favor of a redesign. Thank you and please feel free to contact me anytime.

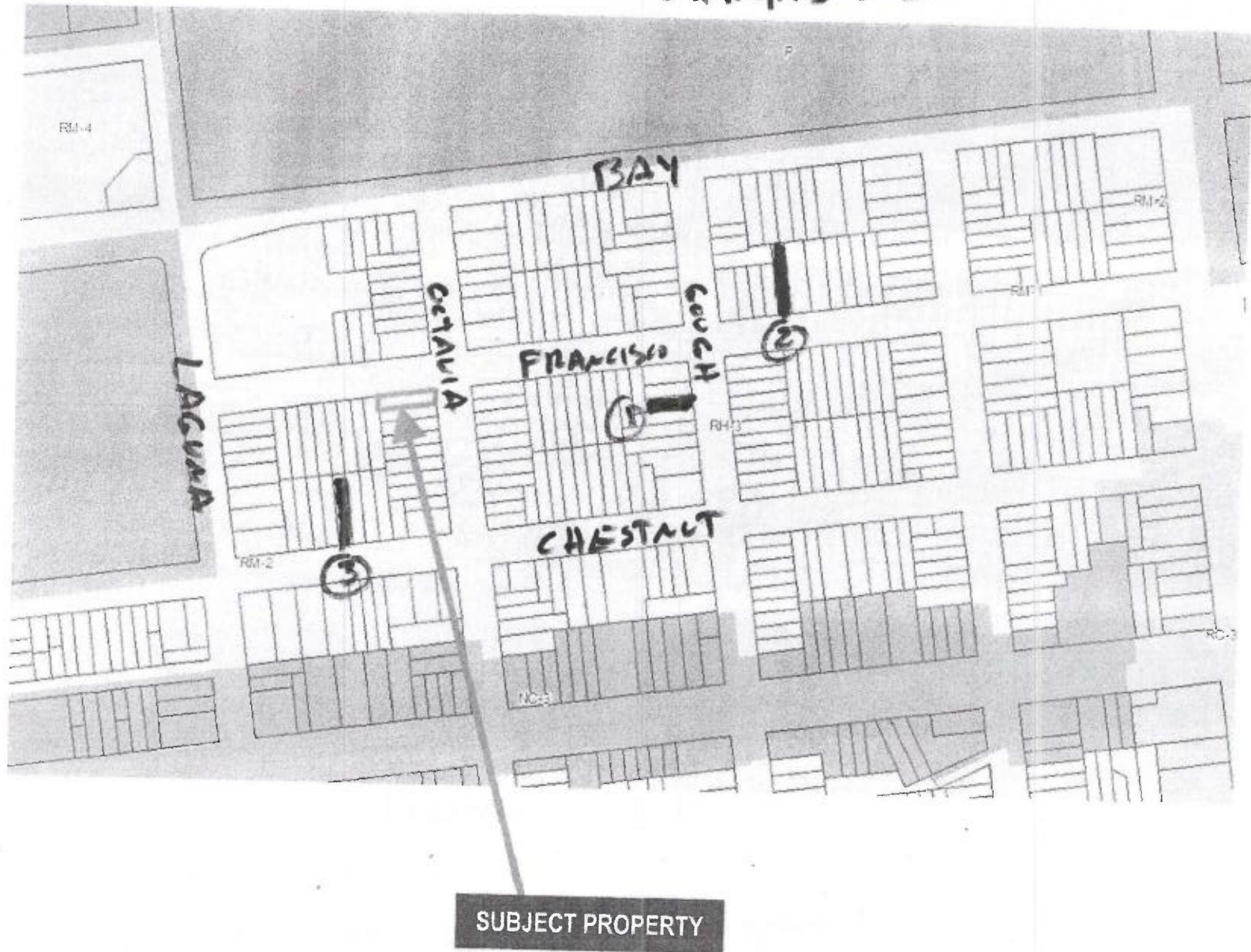
Mark Herrmann  
3250 Octavia Street  
415-218-6116

# Legend for full block photos

pictures 1-22



Location of nearby "modern" architecture  
examples 1-3















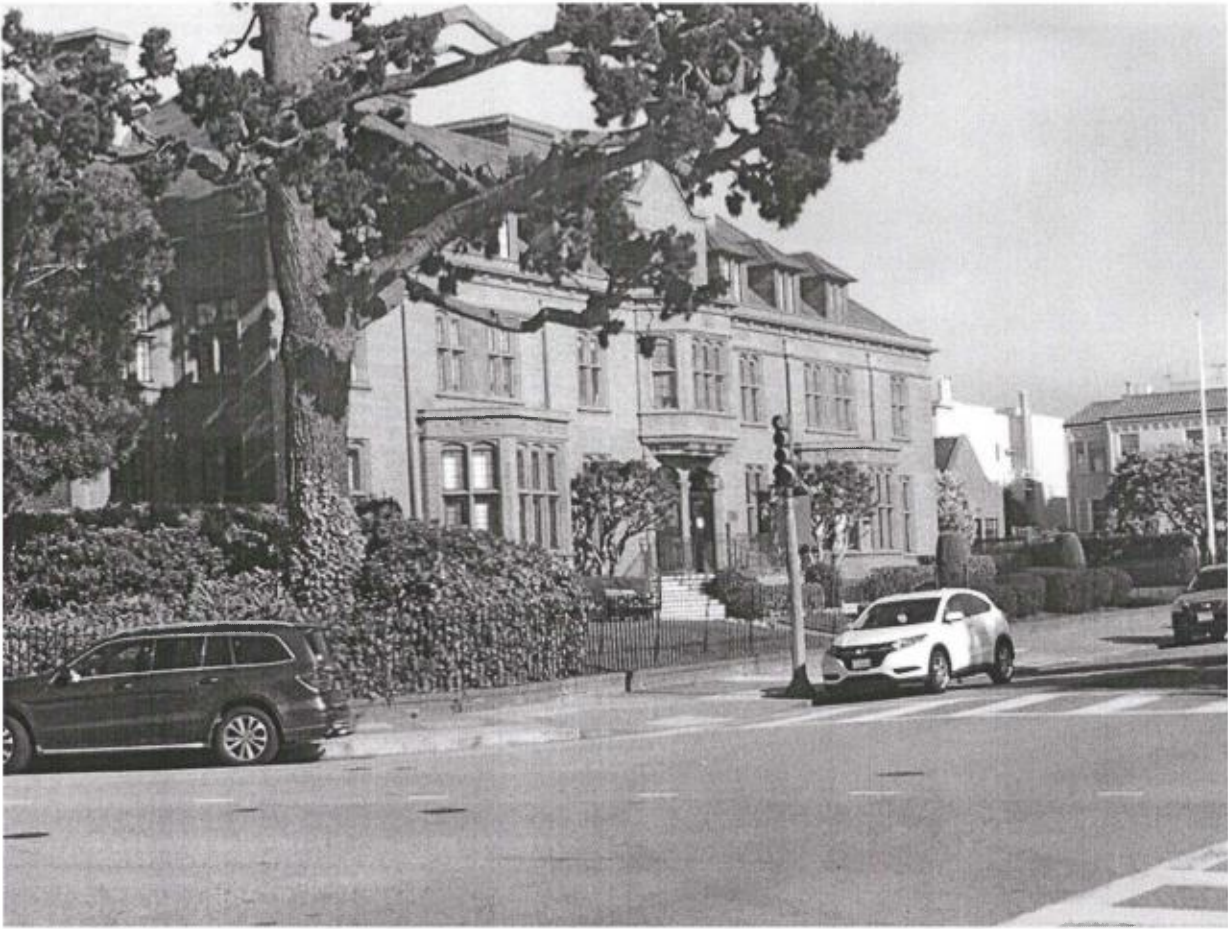












































Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor to 1503 – 1507 Francisco Street located at 1407 Francisco Street, San Francisco, CA 94123. My family has owned property in the Marina since 1922. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503 – 1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print: Jason Pellegrini – Trustee

Sign  Date 5/18/18

415-673-0106 TheAste@Ysahoo.com  
The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am *the adjoining neighbor* to 1503 – 1507 Francisco Street located at 3255 – 3257 Octavia Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Peter Healy,  
*Managing Member of 3255 Octavia, LLC*  
Sign Peter Healy Date 5/21/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1524 Francisco St Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

Our neighborhood needs to keep its diversity and part of that is allowing families and individuals to make improvements so that they will stay in the neighborhood as owner/users.

Project does not decrease housing by reducing units  
No tenants have been or will be displaced  
Project does increase resident density.  
If any change the project will improve parking.

warm regards,

Print Patrick Murphy

Sign P. Murphy Date 5/12/2018

The Menashes' neighbors



Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1526 Francisco St Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Elsa Solis

Sign  Date 5/13/2018

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1526 Francisco Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Paddy Dunne

Sign [Signature] Date 5/13/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

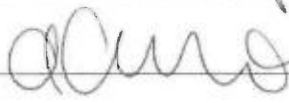
Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1490 Francisco Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Alicia & Stephen Calvillo

Sign  Date 5/13/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 3733 Octavia St<sup>#2</sup> Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print DAVID SIEBER

Sign  Date 5/14/10

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1555 Francisco Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Michael Hebel

Sign Michael Hebel Date 5/12/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1553 Francisco Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print

Ryan Lewis

Sign



Date

5/12/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118


Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1500 Francisco Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print M. D. BERESFORD

Sign  Date 5/12/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 3321 Octavia Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Andrew Davidson

Sign  Date 5/12/18

The Menashes' neighbors



Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 3299 OCTAVIA Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print CRAIG DEASY

Sign Craig R. Deasy Date May 12, 2018

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1547 Francisco Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print

Sign



Larry Aris Kirk

Date

May 11 18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 3245 Octavia Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Andrew Fleischer

Sign [Signature] Date 5/11/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 3225 Octavia Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Rodney Owyang

Sign (Signature) Date 05/11/2018

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1461 Francisco St. Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Miriam Cline

Sign Miriam Cline Date 5/11/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1535 Francisco Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Kevin Connell

Sign Kevin Connell Date 5/12/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 3245 OCTAVIA Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print JOSEPH ASARO

Sign  Date 5-12-18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 3320 Octavia St. Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Sage Wilkinson

Sign  Date 05/12/18

The Menashes' neighbors



Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

Dear Ms. Brittany Bendix,

I am a neighbor of 1503 Francisco Street located at 1531 Francisco Street, San Francisco, CA 94107. I was a recipient of the 311 notification for the project under PA#201305318402. Jeff Menashe and his design team showed us the plans for their building renovation at 1503-1507 Francisco Street. I understand the project includes a 4th story addition, roof deck with penthouse, and a significant facade alteration. I am a supporter of the project and look forward to the improvements and for them be able to enjoy their home.

Additional Comments:

warm regards,

Print Harrison Shih

Sign  Date 05/12/2018

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

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Additional Comments:

warm regards,

Print Jules Victor

Sign  Date 5/11/18

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

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Additional Comments:

warm regards.

Print

Sign

Date

The Menashes' neighbors

Brittany Bendix, Staff Planner  
SF Planning Department  
1650 Mission Street  
San Francisco, CA 94118

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Additional Comments:

warm regards,

Print

FRASIAN J

Sign



Date

06/12/2011

The Menashes' neighbors

T. Ojeda

# HOUSING BALANCE REPORT

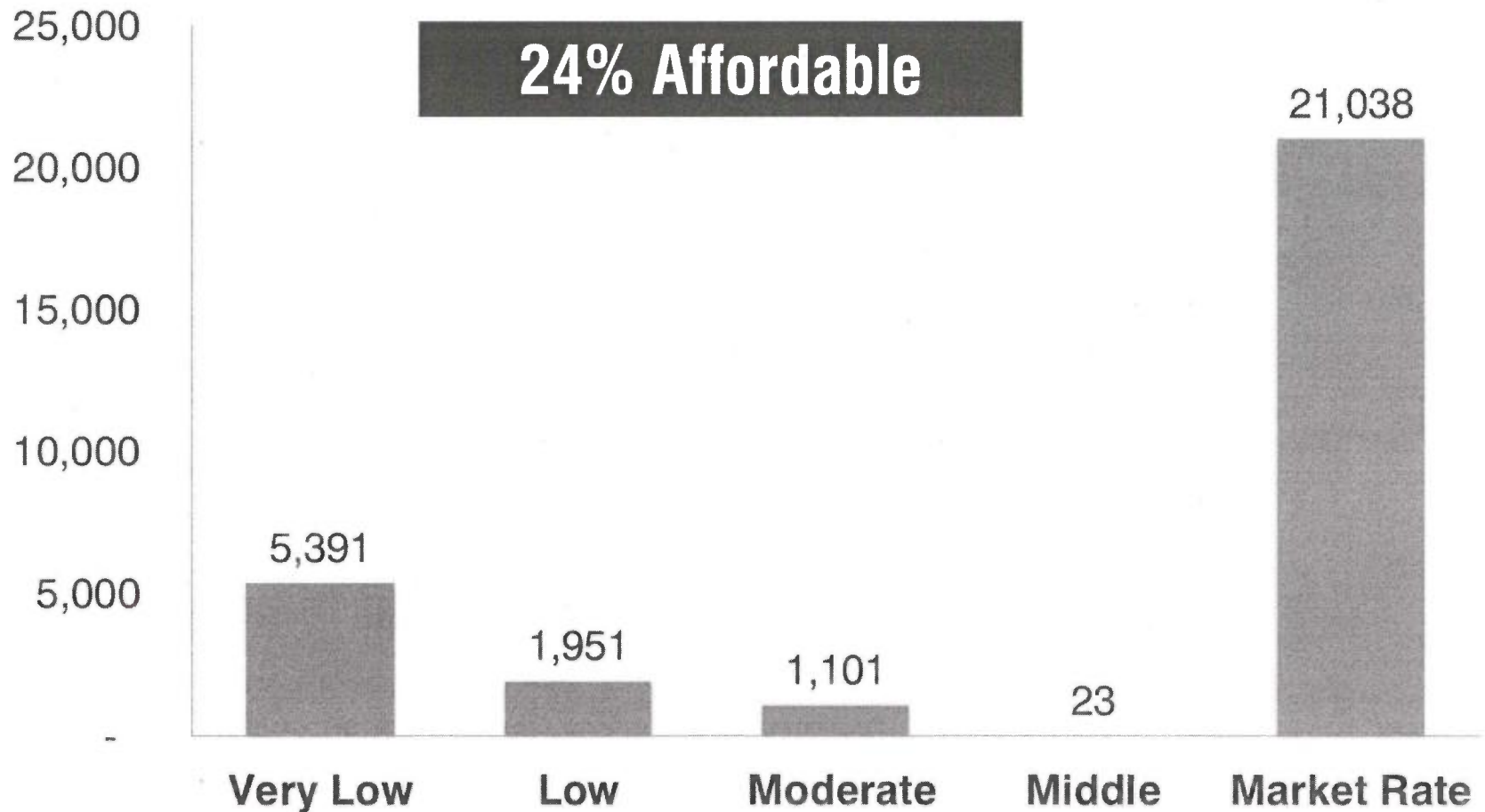
24 May 2018

# HOUSING BALANCE REPORT

- Ordinance 53-15: New Planning Code Section 103
- **Housing Balance** of New Affordable Housing and Total New Housing Production
- 10 Year Housing Balance Period
- Bi-Annual Reporting
- Affordable Housing Goals:
  - Housing Element / RHNA: 57%
  - Proposition K: 33%
  - 30K by 2020: 30%

# NEW HOUSING PRODUCTION BY AFFORDABILITY

## Q1 2008 – Q4 2017



# HOW IS THE HOUSING BALANCE CALCULATED?

[ Net New Affordable Housing Built

+ Acquisitions & Rehabs  
and Small Sites Program Completed

+ RAD Public Housing Replacement Completed

+ Entitled & Permitted Affordable Units ]

- [ Units Removed from Protected Status ]

= CUMULATIVE  
HOUSING BALANCE

---

[ Net New Housing Built +  
Entitled & Permitted Net Units ]



Net New Affordable Housing Built	Acquisitions & Rehabs and Small Sites Completed	R A D Program	Net Total Entitled Affordable Units Permitted	Units Removed from Protected Status		Net Affordable Housing Stock
6,515	+ 1,880	+ 3,483	+ 2,625	- 4,221	=	10,282

Net Affordable Housing Stock	Net Total New Units Built	Net Total Entitled Units
10,282	/ (27,553 + 13,185)	

**CUMULATIVE HOUSING BALANCE = 25%**

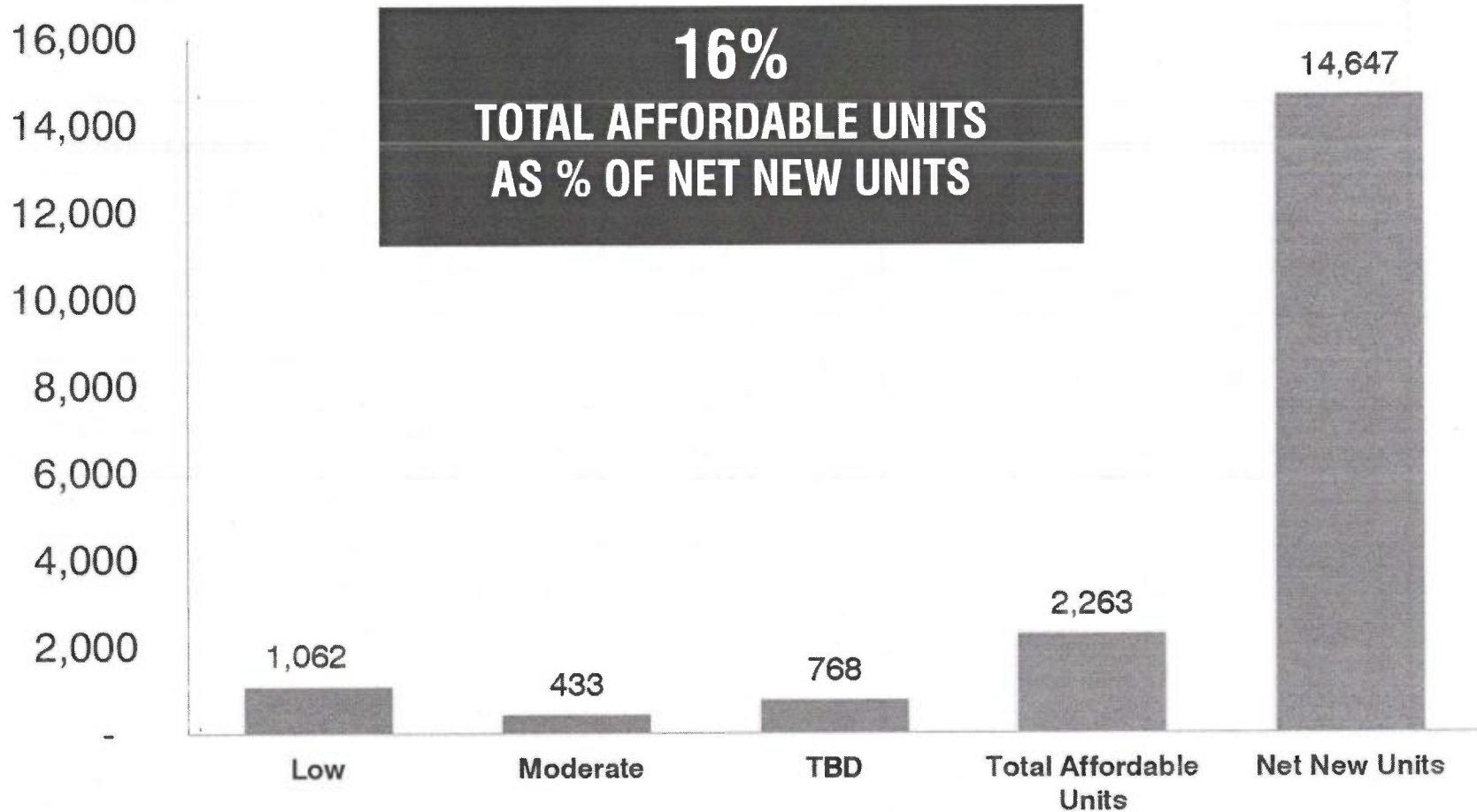
# CUMULATIVE HOUSING BALANCE BY BOS DISTRICT

BoS Districts	Net New Affordable Housing Built	Acquisitions & Rehabs and Small Sites Completed	RAD Program and Hope SF Replacement Units	Units Removed from Protected Status	Total Entitled Affordable Units Permitted	Total Net New Units Built	Total Entitled Units	Expanded Cumulative Housing Balance
BoS District 1	170	10	144	(514)	4	322	149	-39.5%
BoS District 2	45	24	251	(310)	3	840	153	1.3%
BoS District 3	211	6	577	(327)	10	915	283	39.8%
BoS District 4	2	-	-	(455)	7	50	110	-278.8%
BoS District 5	604	293	806	(367)	147	1,430	536	75.4%
BoS District 6	3,300	1,113	561	(143)	1,322	16,304	6,816	26.6%
BoS District 7	99	-	110	(233)	-	537	1,092	-1.5%
BoS District 8	146	28	330	(634)	18	1,257	339	-7.0%
BoS District 9	214	406	268	(581)	393	989	843	38.2%
BoS District 10	1,697	-	436	(282)	712	4,762	2,568	35.0%
BoS District 11	27	-	-	(375)	9	147	296	-76.5%
<b>TOTALS</b>	<b>6,515</b>	<b>1,880</b>	<b>3,483</b>	<b>(4,221)</b>	<b>2,625</b>	<b>27,553</b>	<b>13,185</b>	<b>25.2%</b>

# HOUSING BALANCE BY PLANNING DISTRICT

Planning Districts	New Affordable Housing Built	Acquisitions & Rehabs and Small Sites Completed	RAD Program & HopeSF Replacement Units	Units Removed from Protected Status	Total Entitled Affordable Units Permitted	Total Net New Units Built	Total Entitled Permitted Units	Expanded Cumulative Housing Balance
1 Richmond	219	10	144	(581)	4	539	159	-29.2%
2 Marina	1	24	138	(180)	3	205	105	-4.5%
3 Northeast	197	6	577	(345)	-	765	229	43.8%
4 Downtown	1,710	851	285	(119)	390	5,715	2,650	37.3%
5 Western Addition	516	293	919	(194)	125	1,499	302	92.1%
6 Buena Vista	199	5	132	(225)	29	1,021	378	10.0%
7 Central	18	-	107	(367)	5	335	93	-55.4%
8 Mission	342	403	91	(526)	531	1,505	1,968	24.2%
9 South of Market	1,952	262	276	(131)	1,030	13,023	4,718	19.1%
10 South Bayshore	1,233	-	436	(98)	492	2,094	1,018	66.3%
11 Bernal Heights	-	26	268	(190)	-	54	35	116.9%
12 South Central	10	-	-	(432)	9	124	306	-96.0%
13 Ingleside	116	-	-	(193)	-	534	1078	-4.8%
14 Inner Sunset	-	-	110	(190)	-	96	38	-59.7%
15 Outer Sunset	2	-	-	(450)	7	44	108	-290.1%
<b>TOTALS</b>	<b>6,515</b>	<b>1,880</b>	<b>3,483</b>	<b>(4,221)</b>	<b>2,625</b>	<b>27,553</b>	<b>13,185</b>	<b>25.2%</b>

# PROJECTED HOUSING BALANCE



# WHAT IS NOT INCLUDED?

- **Major Entitled Projects:**
  - Hunters Point, Treasure Island and ParkMerced
  - 22,000 units
  - 22% will be affordable units
  
- **Under Review:**
  - 15,900 units
  - ~ 24% are in 100% affordable housing project units or have on-site affordable units
  - ~ 90 market rate projects; ~10,840 units subject to inclusionary requirements

## OTHER HOUSING BALANCE MATTERS

- **Bi-annual reporting:** April 1 and October 1
- **Annual BoS hearing:** April
- **Website:**  
<http://sf-planning.org/housing-balance-report>

**THANK YOU**

*[www.sfplanning.org](http://www.sfplanning.org)*



**San Francisco  
Planning**

COMPARISON OF AREAS 05/23/2018

Received at CPC Hearing 5/24/18  
D.Vn

SCHEME	Studios		1 Bed		2 Beds		Total #	Rentable sf	Average Unit sf	Sec. 140 Exemption
	#	%	#	%	#	%				
03/14/2018 309 Base Case	60	42%	25	17%	59	41%	144	102,990	715.2	62
05/18/2018 Split Scheme	58	38%	38	25%	56	37%	152	95,558	628.7	40
05/22/2018 45' Notch on 3 levels	54	39%	29	21%	54	39%	137	99,203	724.1	60
Adjusted Split Building [1], [2], [3], [4] *	50	40%	24	20%	50	40%	124	89,828	724.1	40

- [1] Connection to courtyard 330 sf
- [2] Trash Room & Mechanical 1800 sf
- [3] Setback at lot-line windows 3600 sf
- [4] Normalize average unit size to TWC: 724.1 sf

\* Estimated unit mix

BUILDING SUMMARY - 45' wide, 3 Story Notch

RESIDENTIAL					Sec 140 Exempt Units	AMENITY	
Floor	UNITS/FL	ST	1B	2B		GSF	NET AREA
	ROOF					2,400	-
9	5	0	0	5	0	0	4,725
8	10	0	0	10	0	0	9,451
7	13	5	0	8	4	0	10,109
6	19	10	4	5	9	0	12,162
5	19	10	4	5	9	0	12,162
4	19	10	4	5	9	0	12,162
3	20	10	6	4	10	0	12,918
2	17	7	6	4	10	0	12,657
1	15	2	5	8	9	0	11,230
M	0	0	0	0	-	0	1,627
B	0	0	0	0	-	0	0
<b>TOTAL UNITS</b>					<b>60</b>	<b>2,400</b>	<b>99,203</b>
							<b>NSF</b>

39.4% 21.2% 39.4% 44%

724 Average Unit

BUILDING SUMMARY - Split Building v2 (Before Adjustment)

RESIDENTIAL					Sec 140 Exempt Units	AMENITY	
Floor	UNITS/FL	ST	1B	2B		GSF	NET AREA
	ROOF					2,400	-
9	12	0	2	10	2	0	9,964
8	12	0	2	10	2	0	9,964
7	18	8	4	6	2	0	11,162
6	18	8	4	6	2	0	11,162
5	18	8	4	6	2	0	11,162
4	18	8	4	6	2	0	11,162
3	22	14	4	4	4	0	10,702
2	16	8	4	4	12	0	10,702
1	18	4	10	4	12	0	9,578
M	0	0	0	0	-	0	0
B	0	0	0	0	-	0	0
<b>TOTAL UNITS</b>					<b>40</b>	<b>2,400</b>	<b>95,558</b>
							<b>NSF</b>

38.2% 25.0% 36.8% 26%

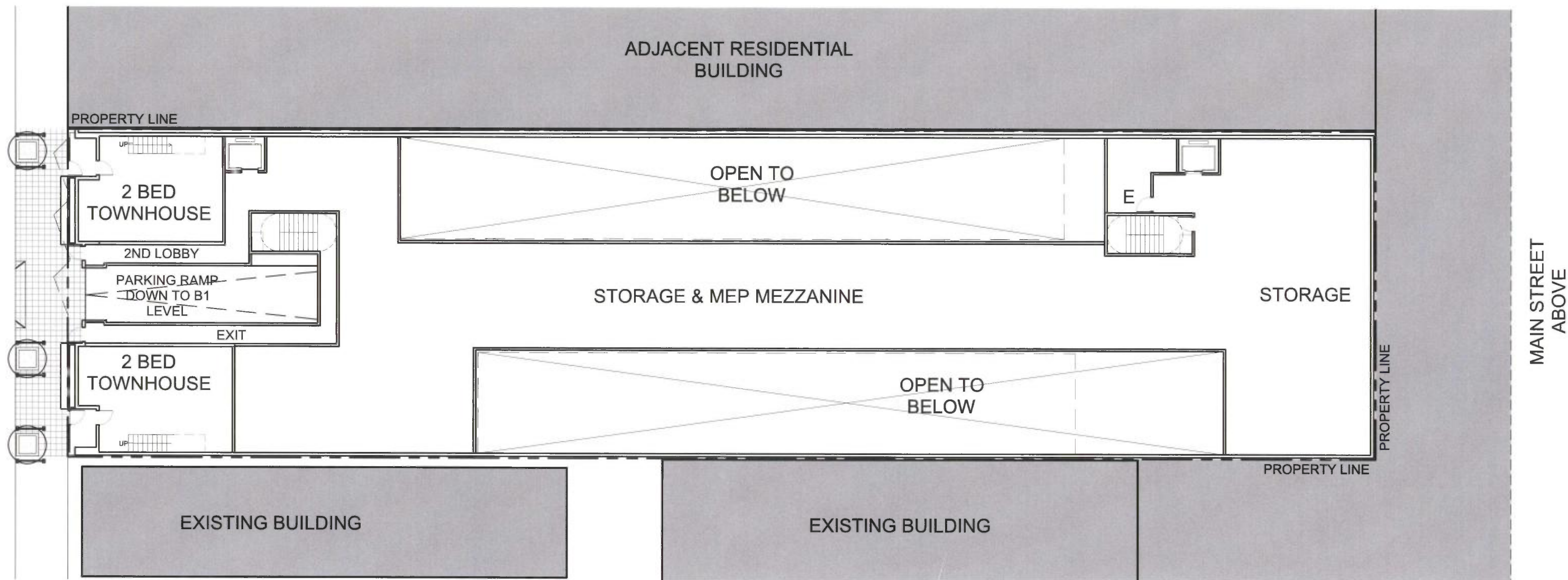
629

45' WIDE NOTCH - AREAS

ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION

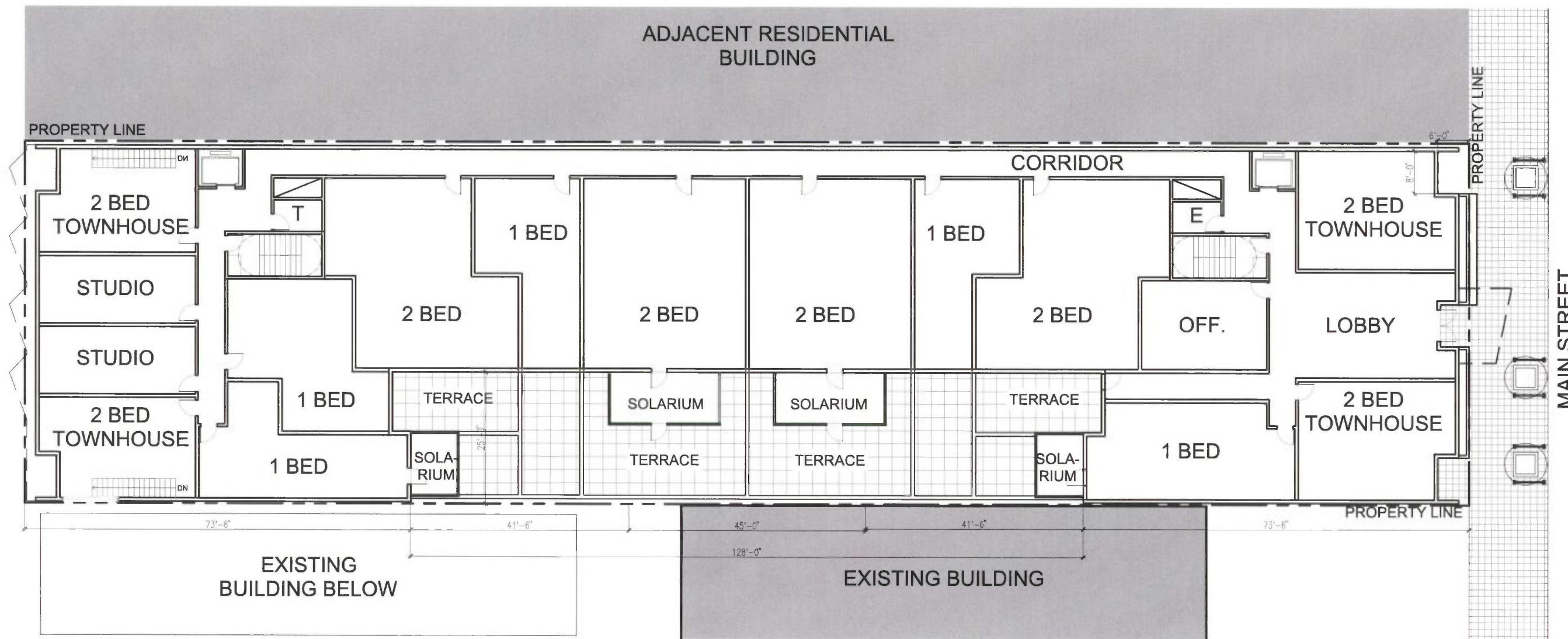






45' WIDE NOTCH - BEALE STREET GROUND FLOOR

ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION



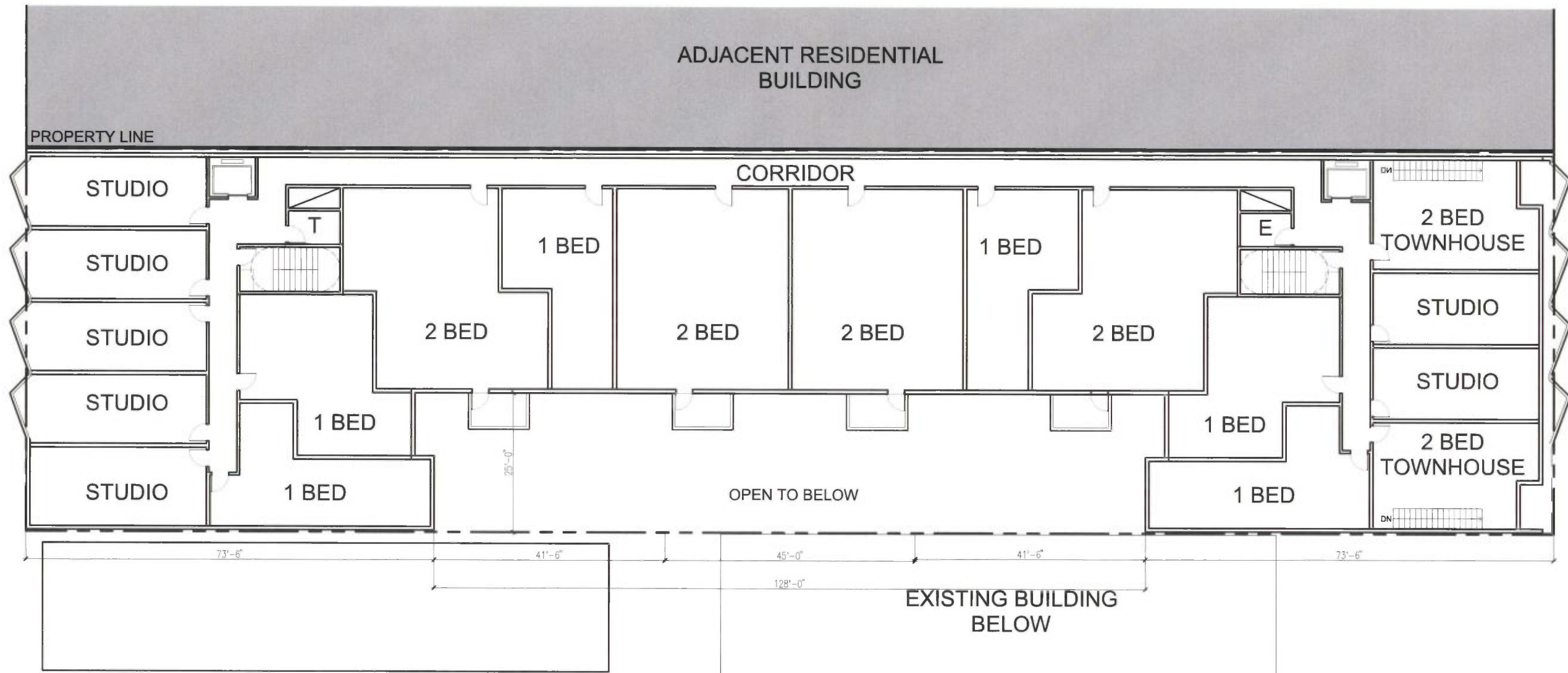
BEALE STREET  
BELOW

MAIN STREET

45' WIDE NOTCH - MAIN STREET GROUND FLOR (01)

ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION

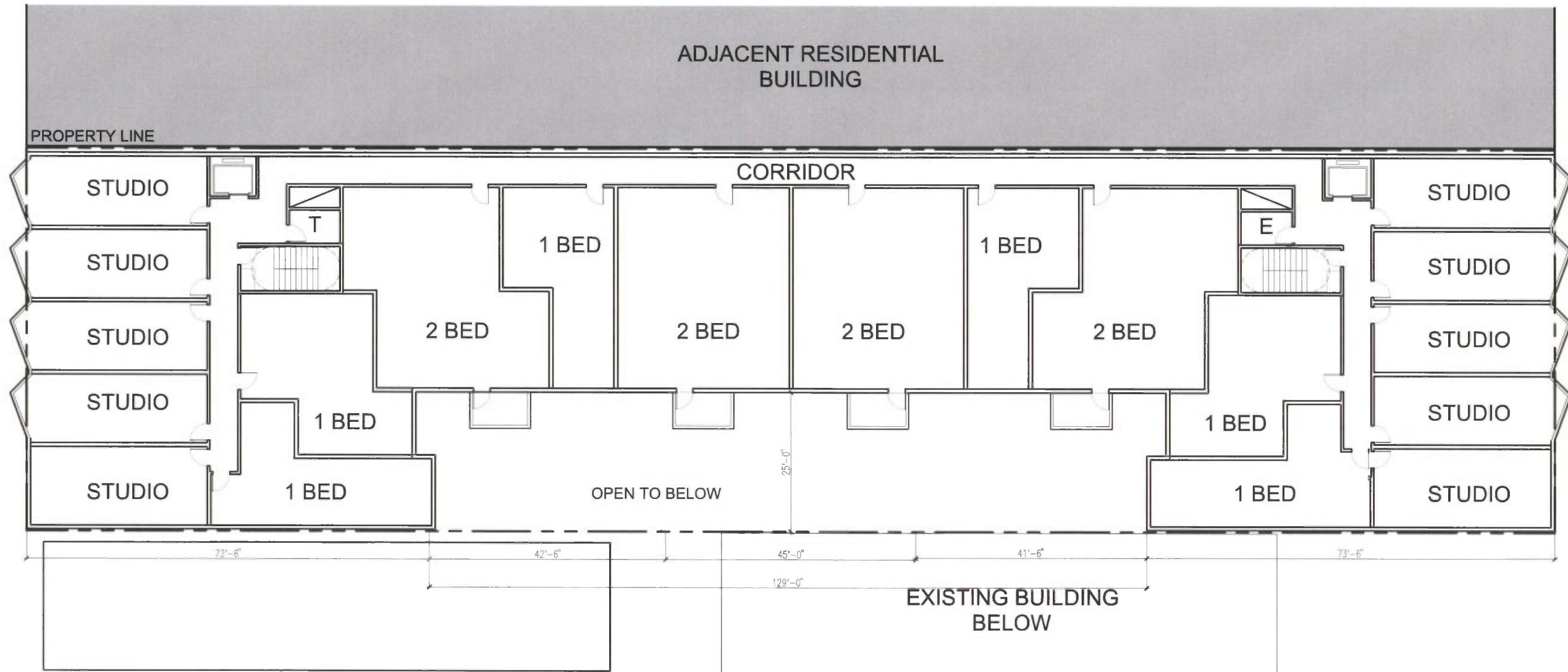




45' WIDE NOTCH - LEVEL 02

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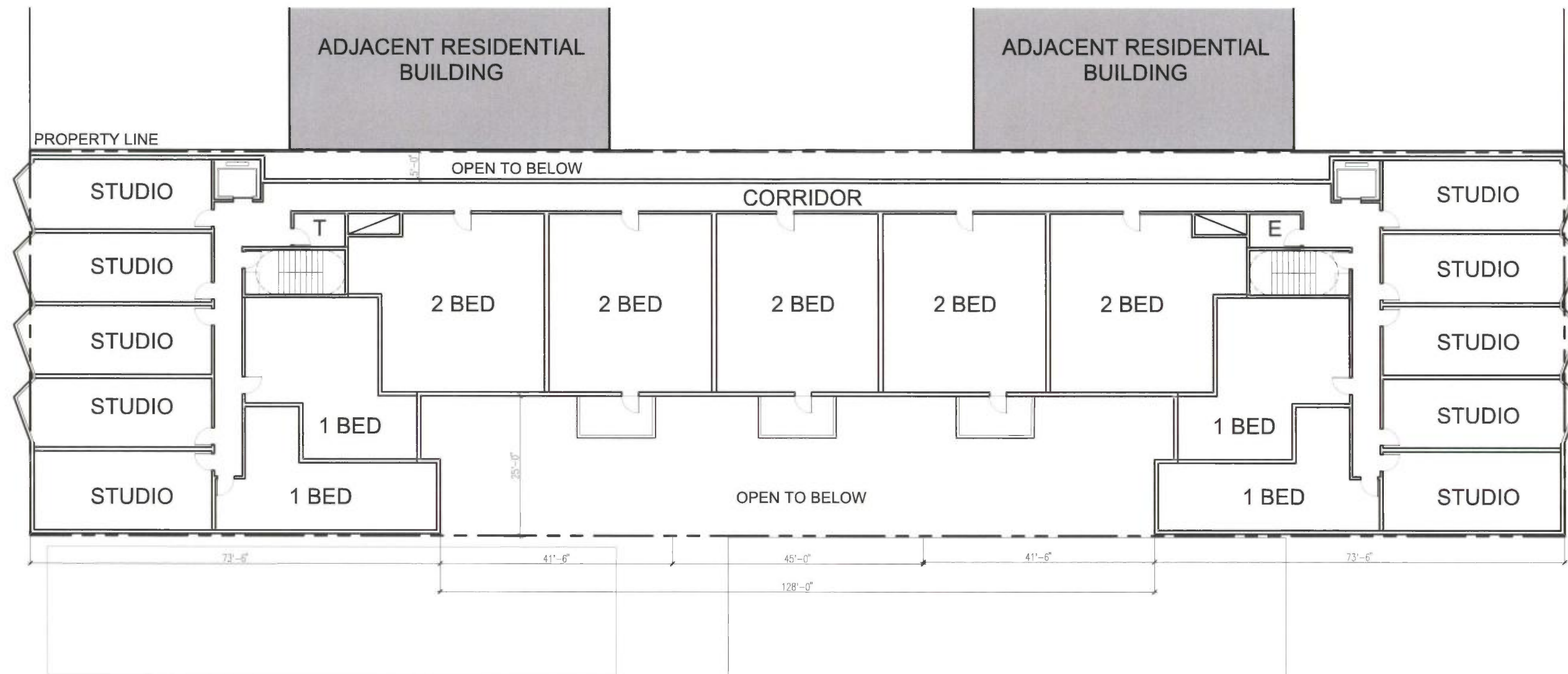




45' WIDE NOTCH - LEVEL 03

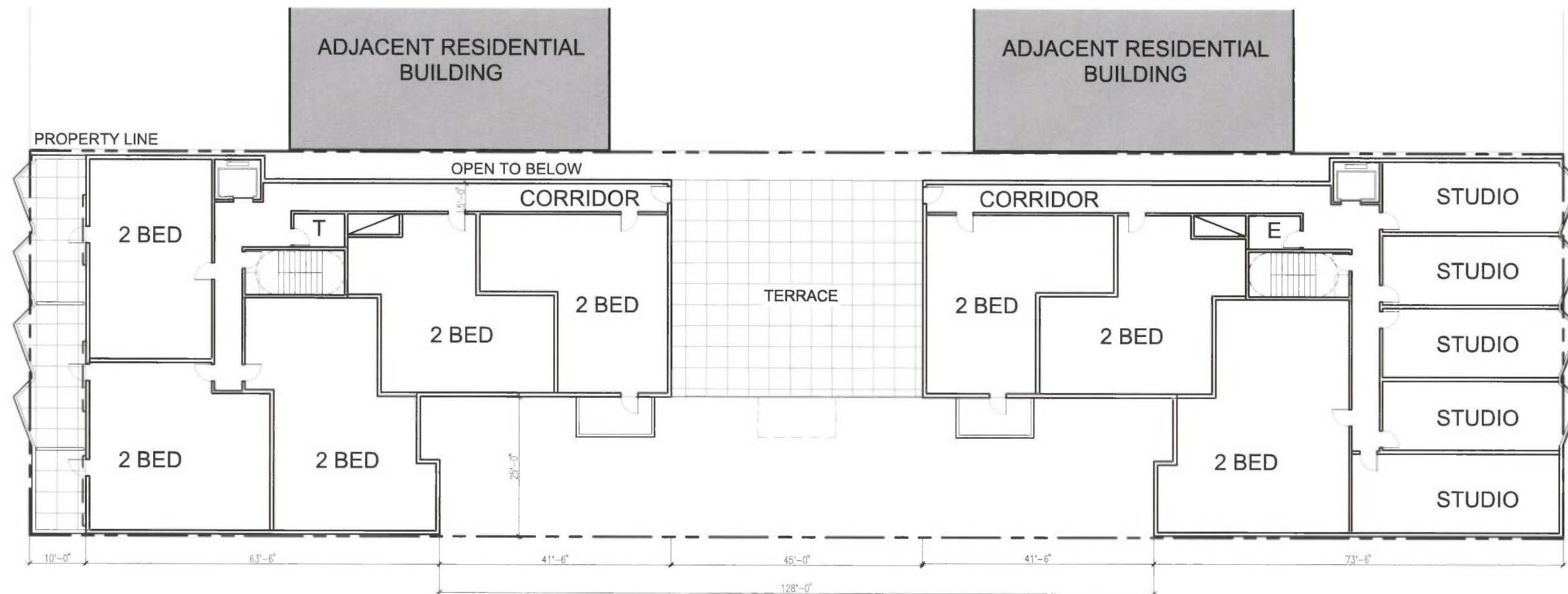
ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION





45' WIDE NOTCH - LEVEL 04-06

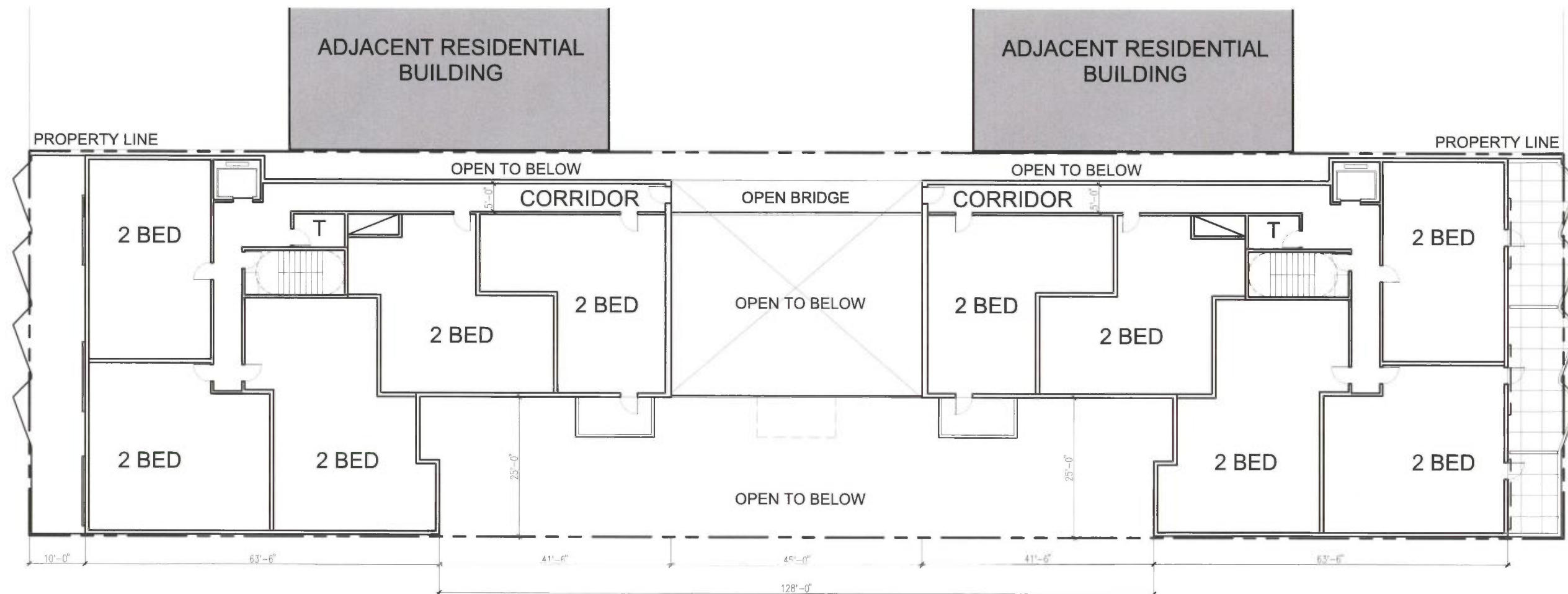
ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION



45' WIDE NOTCH - LEVEL 07

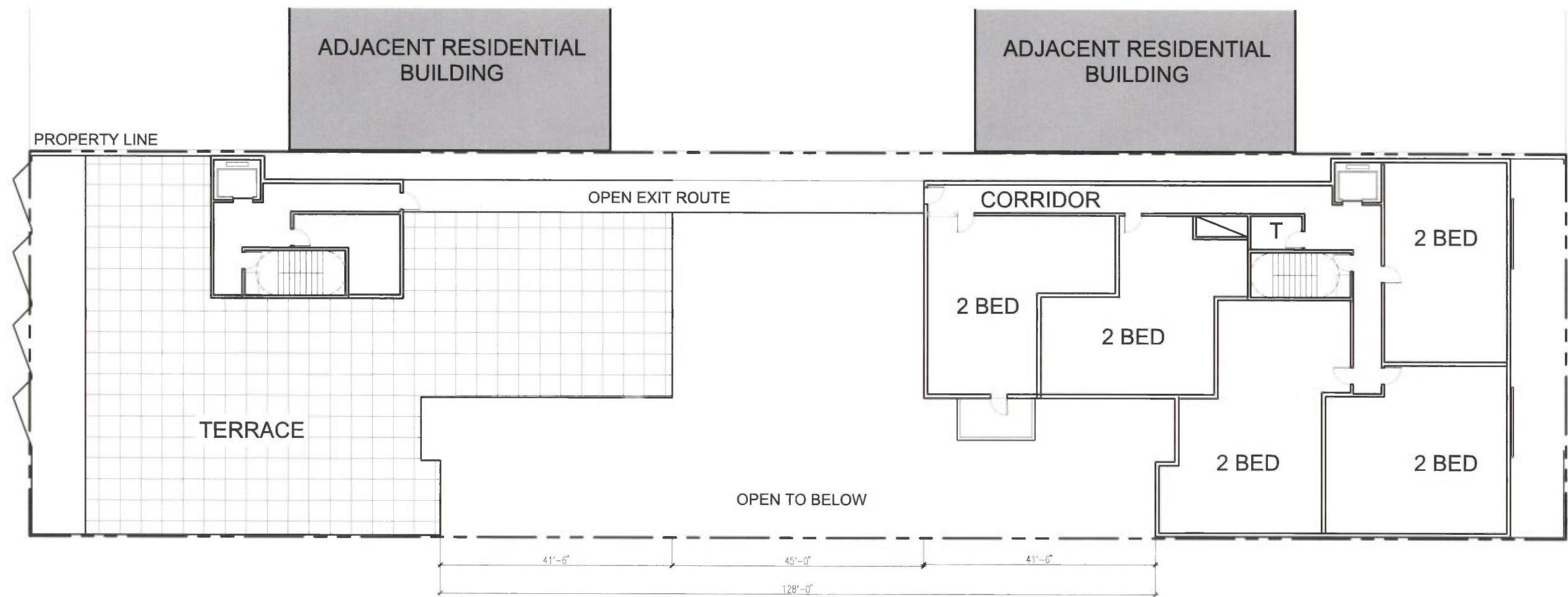
ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION





45' WIDE NOTCH - LEVEL 08

ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION

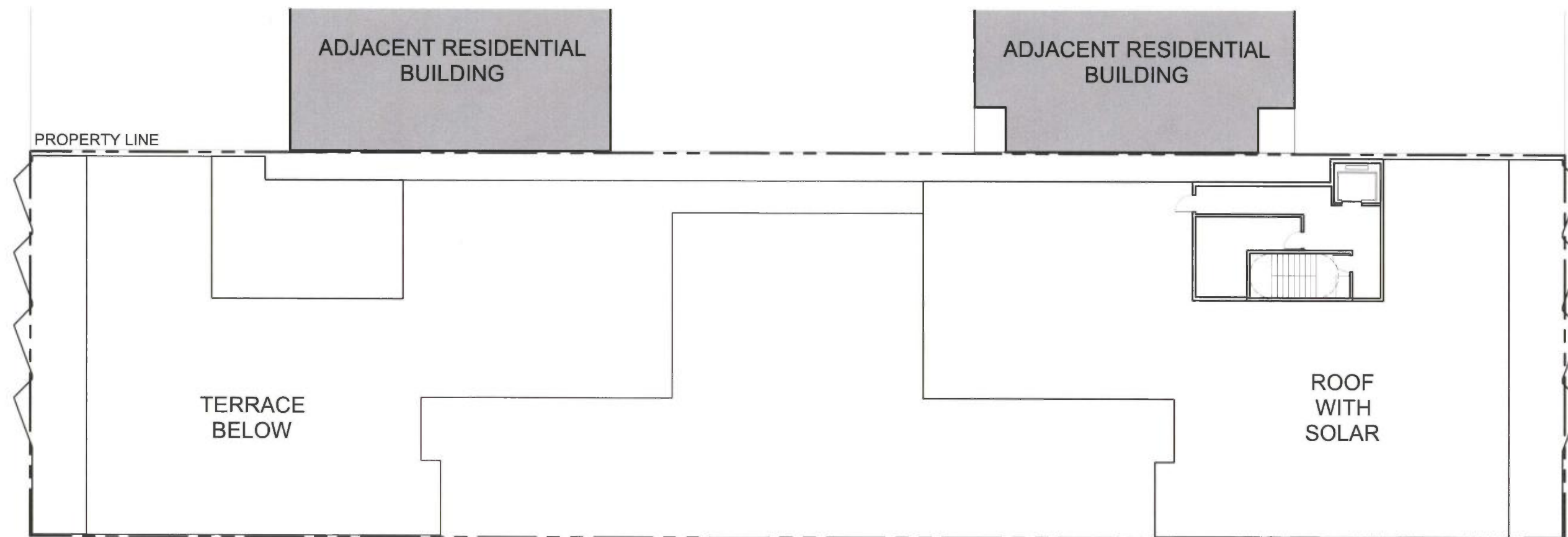


45' WIDE NOTCH - LEVEL 09

ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION

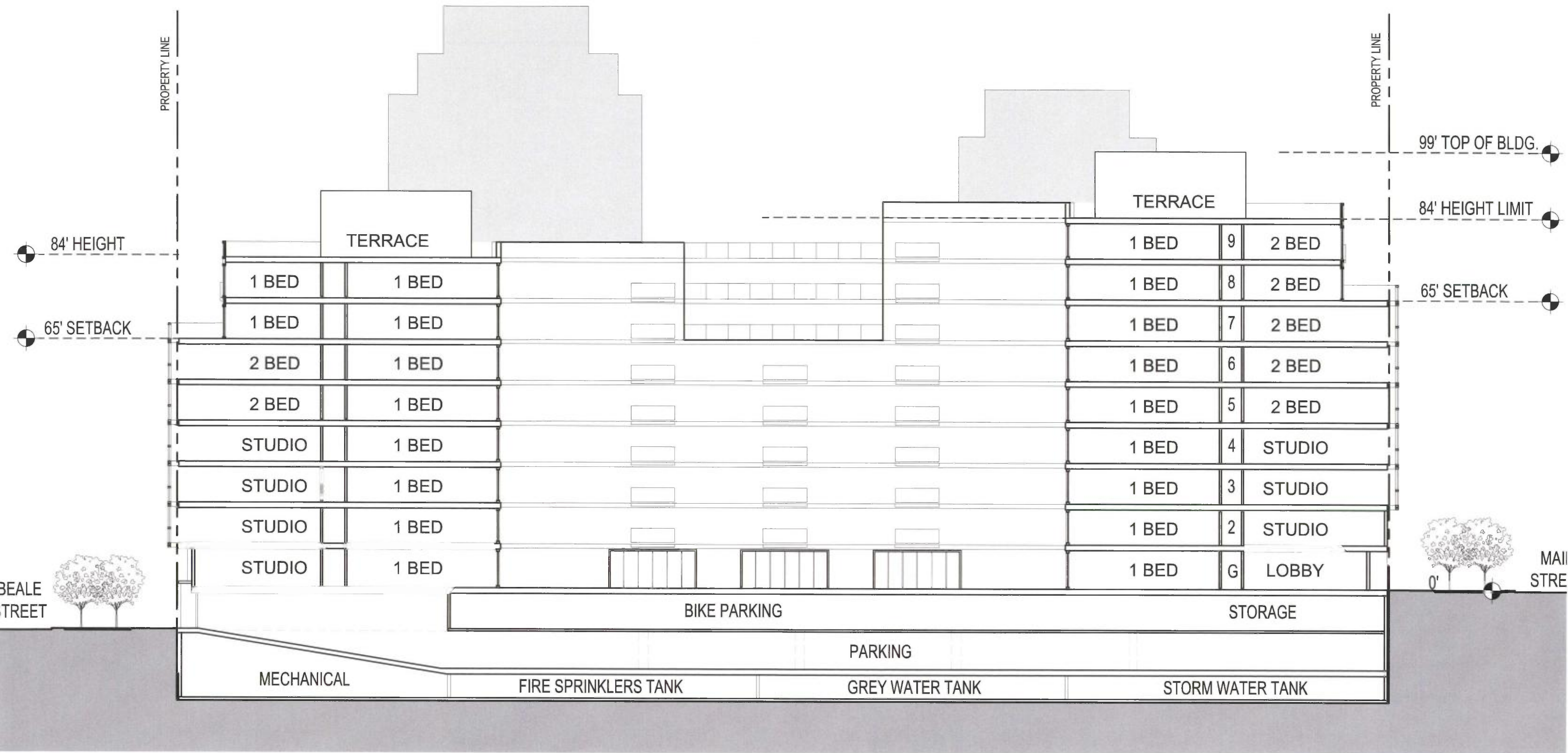






45' WIDE NOTCH - ROOF

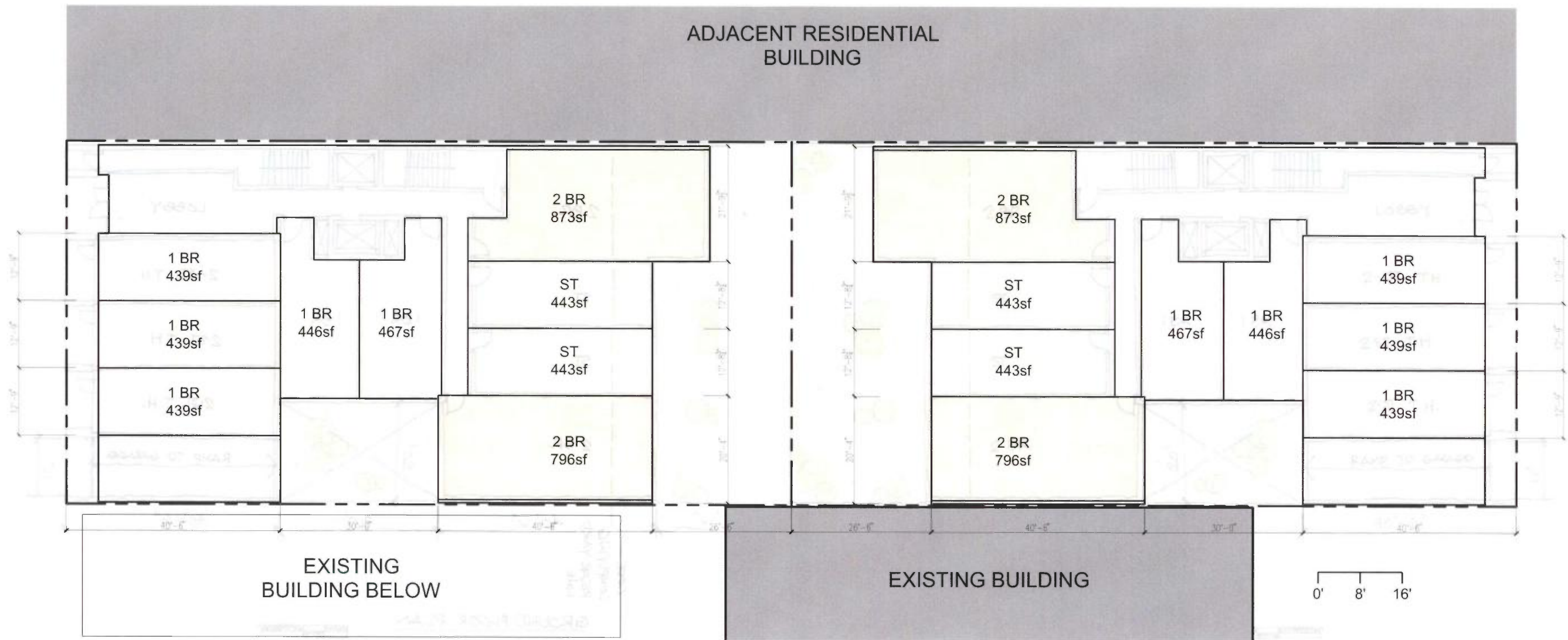
ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION



45' WIDE NOTCH - SECTION

ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION

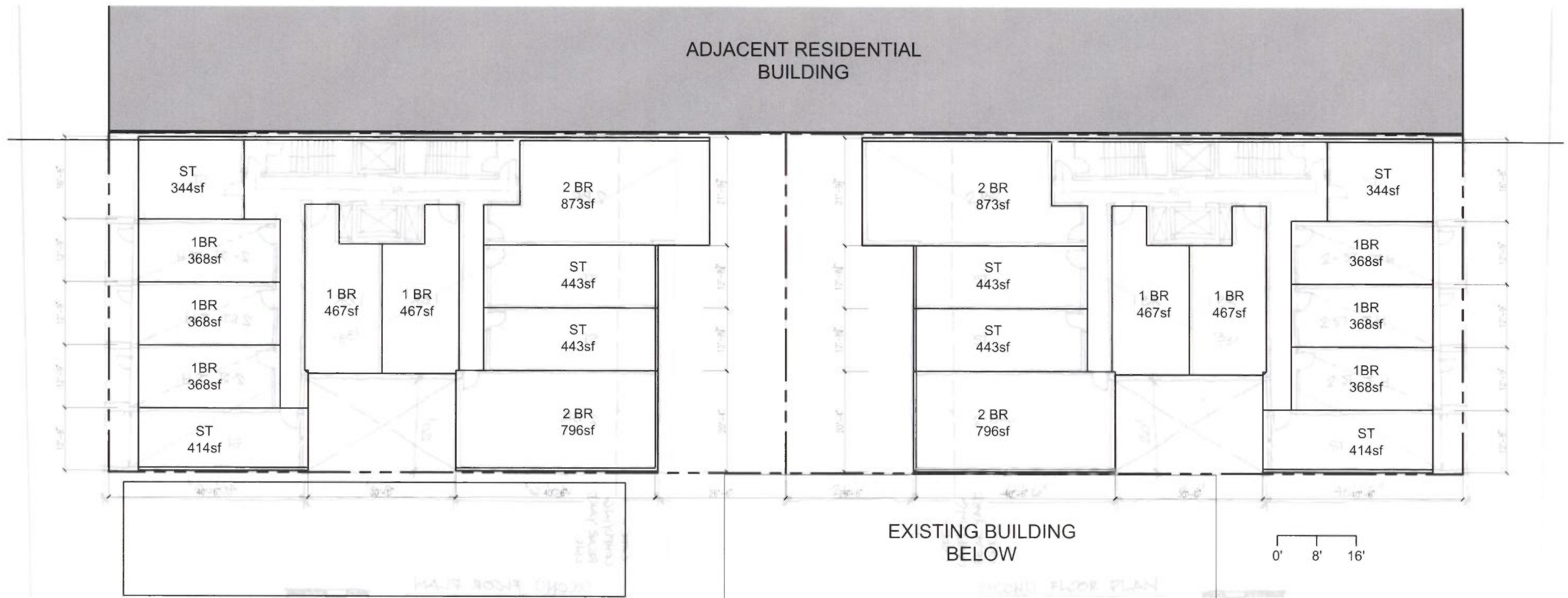




**SPLIT BUILDING - 01**

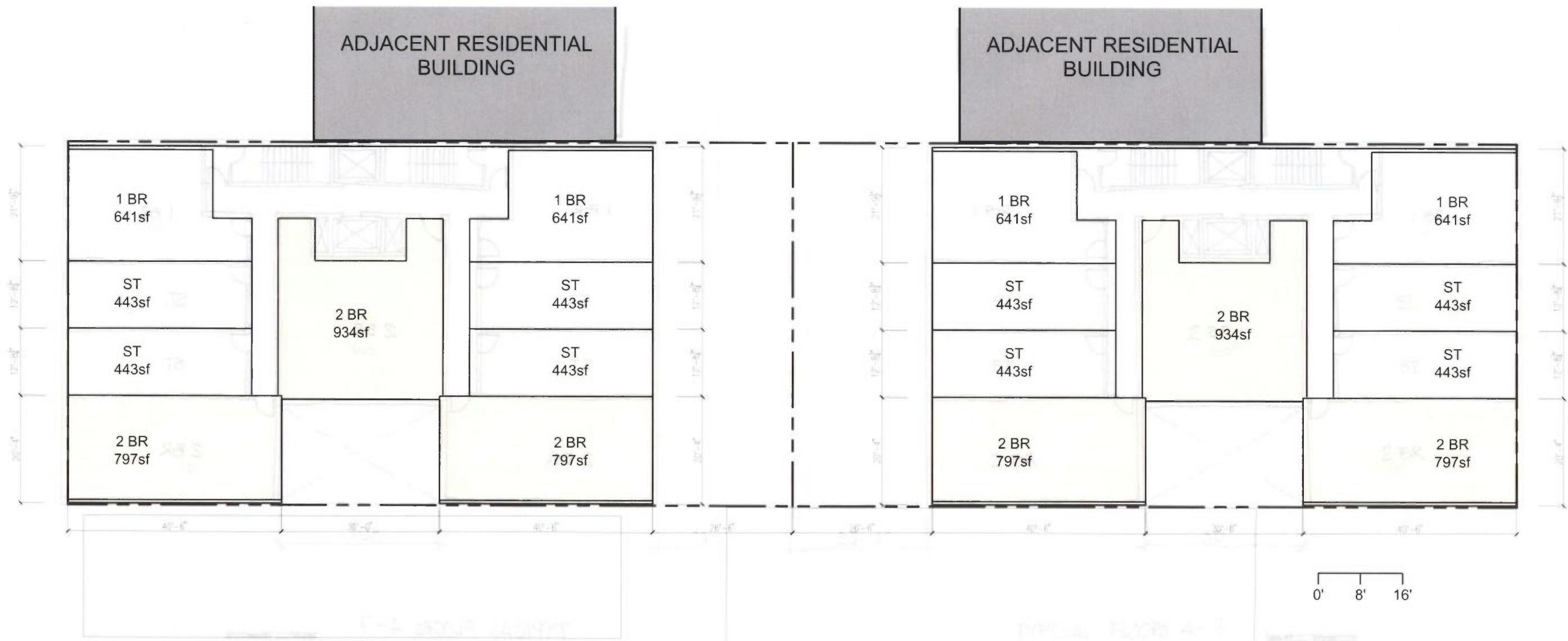
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**SPLIT BUILDING - 02**

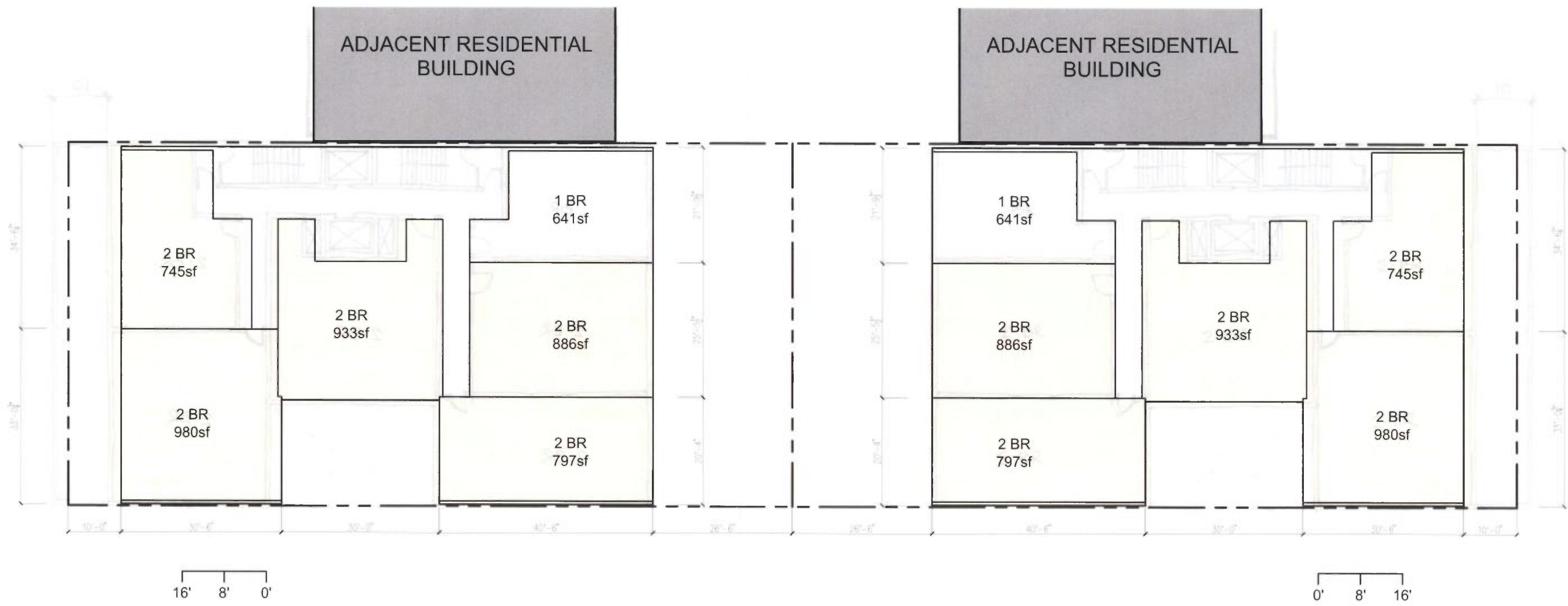
ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION



SPLIT BUILDING - 04-07

ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION





SPLIT BUILDING - 08-09

ADDITIONAL ANALYSIS REQUESTED BY PLANNING COMMISSION