



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: MAY 16, 2019

Date: May 6, 2019
Case No.: 2017-003559PRJ
Project Address: 3700 CALIFORNIA STREET
Zoning: RM-2 (Residential - Mixed, Moderate-Density) District
RH-2 (Residential – House, Two-Family) District
80-E and 40-X Height and Bulk Districts
Block/Lot: 1015/001, 052 & 053
1016/001-009
1017/027 & 028
Project Sponsor: Tuija Catalano
Reuben, Junius & Rose, LLP
One Bush Street, Suite 600
San Francisco, CA 94111
Staff Contact: Christopher May – (415) 575-9087
christopher.may@sfgov.org
Recommendation: **None – Informational only**

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BACKGROUND

In March 17, 2017, the Project Sponsor filed a Preliminary Project Assessment (PPA) application with the Planning Department (“Department”) proposing the demolition of most existing buildings and the construction of up to 37 buildings, ranging from 3-7 stories with below-grade parking, an accessory recreational facility, and with building heights ranging from 35'-80'. The project proposed between 240 and 250 dwelling units, including 26 single-family homes (12 on separate fee lots and 14 single-family rowhouses) with 2 parking spaces per unit (for a total of 52 spaces), and 214 multi-family units with 1.5 parking spaces per unit (for a total of 321 spaces). The project also proposed the conversion of the Marshall Hale building at 3698 California Street into residential uses, as well as the retention of the existing building at 401 Cherry Street with 9 residential units. The entire development site spans 14 parcels within 3 blocks, which are proposed to be merged, subdivided and redeveloped as a Planned Unit Development (PUD). Concurrently, the Project Sponsor filed an Environmental Evaluation application for the proposed Project. On December 13, 2017, the Project Sponsor filed an application requesting approval of a Conditional Use Authorization and Planned Unit Development pursuant to Sections 303 and 304 of the Planning Code.

On July 11, 2019, the Planning Commission will hold a duly noticed public hearing on the Draft Environmental Impact Report (“DEIR”), at which, there will be an opportunity for public comment. The period for commenting on the DEIR will end on July 29. Planning staff anticipates the certification of the EIR and bringing forth the Conditional Use Authorization and Planned Unit Development applications to the Planning Commission in January, 2020.

CURRENT PROPOSAL

The project sponsor has conducted additional outreach and has refined the project scope in response to a “Neighborhood Vision Plan” developed over the past two years with a Vision Advisory Committee comprised of the leaders of several local neighborhood associations. The current project differs from that originally proposed in the PPA in that it now proposes a total of 31 new buildings ranging in height from 40’-80’. The project now proposes a total of 273 dwelling units, including 12 single-family homes on separate fee lots with 2 parking spaces per unit (for a total of 24 spaces), and 261 multi-family units with 1.5 parking spaces per unit (for a total of 392 spaces).

REQUIRED COMMISSION ACTION

No Commission action is required.

Attachments:

Project Sponsor Submittal

REUBEN, JUNIUS & ROSE, LLP

Tuija I. Catalano
tcatalano@reubenlaw.com

May 6, 2019

Delivered Via Messenger

President Myrna Melgar
Planning Commission
1650 Mission Street, Suite 400
San Francisco, CA 94103

**Re: 3700 California Street (aka former CPMC California Campus)
Informational Hearing on Project Proposal
Planning Dept. Case No. 2017-003559ENV/CUA
Hearing Date: May 16, 2019
Our File No.: 6730.11**

Dear President Melgar and Commissioners:

TMG Partners, the “**Project Sponsor**”, proposes to develop the 3700 California Street property that currently houses Sutter/CPMC’s California Street campus when the hospital closes in 2020. The resulting development site includes 14 parcels on one entire city block (Block 1016, Lots 001–009) and portions of two other blocks (Block 1015, Lots 001, 052, and 053; and Block 1017, Lots 027 and 028) (“**Property**”). TMG Partners is a Bay-Area development company with extensive experience developing and renovating sites to create high quality projects that fit into their community.

The Project Sponsor proposes a project that will (1) preserve and reuse the historic portion of the existing Marshal Hale hospital building at 3698 California Street as residential use; (2) retain and renovate the existing nine-unit residential building at 401 Cherry Street; (3) demolish all the remaining existing institutional buildings; and (4) construct 31 new residential buildings, including accessory resident amenity facilities and parking, to create a 273 unit project focused on re-integrating the former institutional hospital site into the existing fabric of the Laurel Heights and surrounding neighborhoods (“**Project**”).

1. Project benefits:

- **Cohesive Plan developed in a Neighborhood Visioning Process with Strong Neighborhood Support:** The plan for the Project was developed in an extensive process with the neighbors over a two year period as prescribed in the Sutter Health Development Agreement for the new Van Ness Avenue hospital. The plan removes Sutter Health/CPMC’s large institutional use that is out of character with the neighborhood and replaces it with a dense residential Project that integrates into the

- surrounding residential neighborhoods. All four neighborhood associations have endorsed the Project plan.
- **Family Housing Focus:** The Project includes 273 new dwelling units with 75% of the units having two or more bedrooms.
 - **Exceeds Open Space Requirements:** Project provides private and common open space areas far in excess of the Code required amounts.
 - **Meets zoning standards:** Project is consistent with underlying RM-2 and RH-2 zoning.
 - **Preserves historic Marshall Hale hospital building and existing 9-unit rent controlled apartments:** The plan protects and restores historic resources at the historic Marshall Hale building, preserves existing rent controlled apartments and leaves existing tenants in place.
 - **Implements Better Streets Plan to Improve Pedestrian Experience:** The Project significantly widens numerous sidewalks to comply with the Better Streets Plan, adds bulb-outs at crosswalks, and provides new street trees and significant planted areas in the public realm.
 - **Creates Jobs:** The Project will create a significant number of high-quality construction jobs.

2. Project Plan Developed with the Neighborhood

Sutter/CPMC was required to sign a Development Agreement for the new hospital on Van Ness Avenue that provided a process to plan for the closing of the California campus. The Development Agreement (“DA”) required an extensive neighborhood visioning and planning process to develop plans for the reuse of the California Campus property. The DA required the formation of a Vision Advisory (“VAC”), the purpose of which was to identify goals and objectives, consider design ideas, and prepare a neighborhood vision plan which was to be submitted to the City as the proposed plan for the hospital site. To lead this process, CPMC chose as its developer TMG Partners, several of whose principals had long-standing relationships in the neighborhood. Over two years and prior to any submittal to the Planning Department, TMG conducted a robust outreach process that included numerous VAC meetings, a neighborhood stakeholder survey and extensive meetings with interested groups and individuals to identify planning and design objectives.

The neighborhood vision for the California campus site focused on creating new housing with a family focus inspired by San Francisco’s rich architectural traditions. The resulting vision included buildings ranging from 40-80 feet tall consistent with Project site zoning, featuring traditional architectural details, quality natural materials, and inviting landscaped pedestrian edges. Parking was to be hidden underground and sufficient to relieve historic hospital parking impacts on the neighborhood. TMG then selected Robert AM Stern Associates (“RAMSA”) as the Project design architect, a firm that is renowned for its ability to design new buildings and neighborhoods that fit harmoniously into their existing historic context. TMG and RAMSA

worked in a collaborative, iterative design process with the VAC and other neighbors to develop the designs finally endorsed by the VAC. This design received letters of support from the surrounding four neighborhood groups: the Presidio Heights Association of Neighbors, the Jordan Park Improvement Association, the Laurel Heights Improvement Association, and the Pacific Heights Residents Association. It is this design that has been submitted to the City as the proposed Project.

Beyond the process required under the DA, the Project team has made sure to broaden its neighborhood outreach with additional meetings to with other stakeholders who wished to participate in the process. This process has continued with periodic VAC meetings and neighborhood updates to the present.

Responding to the objectives set forth by the VAC, the proposed design is intended to reflect the diversity of building types, styles, and rich landscaping found in the surrounding traditional San Francisco neighborhoods. The result is an organic composition rather than a “project.”

A variety of building types are carefully designed and located to reflect zoned heights and to create the most harmonious fit into the neighborhood. For example, smaller buildings are placed on the Sacramento Street edges of the site where they provide a natural transition to the existing neighborhood fabric and where buildings up to 40’ heights exist. Taller buildings (80’) are proposed for corner locations, consistent with tall building locations in nearby historic blocks, and generally in locations where taller hospital buildings exist today. Housing types include the range of homes in the neighborhood including multi-family buildings, duplex row houses and single-family.

The design includes 31 new buildings with a variety of styles that are intended to reflect the tremendous diversity of traditional architectural styles used in this area of the City. Each building will have its own personality inspired by classical and San Francisco vernacular precedents. Materials will include stone, brick, stucco, and wood shingle. Facades will be enlivened with porches, bay windows, balustrades and balconies with detailing in stone, metalwork, or wood depending on the style and character of each building. The unique residential buildings will employ a combination of pitched and flat roofs which vary throughout the Project. Setbacks at the upper floors will reduce apparent building mass and height, create outdoor terraces for residents and provide pleasing silhouettes against the sky.

The site slopes steeply from Sacramento Street to California. The Sacramento edge includes some areas zoned for 40’ where the Project proposes a variety of smaller housing forms organized to blend into the adjacent residential neighborhood edges and continue through the middle of the central block. Buildings scale up in height as the 80’ height limit takes effect on Maple and Cherry moving toward California including locations where tall buildings exist today such as the corner of Sacramento and Maple. Building heights and setbacks vary along California Street to create an urban design pattern consistent with the surrounding neighborhoods. A setback court at the terminus to Commonwealth Avenue provides an

architectural reference to the now removed and replaced historic Children's Hospital courtyard sited in this location.

Services (such as trash collection and package delivery) and parking for residents are hidden from view in below-grade garages within each block. Street-facing single-family homes have driveways and garages as is typical in San Francisco. With parking hidden below grade or in garages typical of historic San Francisco streets, street edges are lined with gardens, landscape strips and pockets, and courtyards.

The effect of the Project plan incorporating numerous smaller buildings and robust differentiated landscaping is that of a series of buildings that evolved over time and fit in with the surrounding neighbors.

3. Historic Building and Rent Controlled Unit Retention

Two significant buildings will be retained as part of the Project plan. The historic portion of the Marshal Hale building, with its Art Deco façade, on the corner of California Street and Maple Street will be restored and converted to residential use. The existing nine unit rent controlled apartment building on the corner of Cherry and Sacramento, will also be retained and the rent-protected tenants will remain in residence. In addition, the Project proposes, where feasible, to salvage artifacts and reuse them in the Project design.

4. Family and Pedestrian Oriented Improvements

The Project includes a variety of unit types intended to appeal to families, with 75% of the units having two or more bedrooms. The Project features family-friendly amenities including on-site recreational facilities as well as private and shared gardens and open spaces. The Project's sidewalk improvements provide for virtually doubling the sidewalk width on Maple Street and Cherry Street. All sidewalks are brought into compliance with the Better Streets Design Guidelines and provide bulb-outs at crosswalks. The Project's Transportation Demand Management ("TDM") program includes components to encourage non-automotive trips by Project residents including enhanced sidewalks, cargo bikes, car-share, utility carts, subsidized clipper cards, on-site delivery services and storage facilities for delivered goods, secure bike parking, and on-site family friendly recreational amenities. Parking is provided as required or allowed per Planning Code and supports family living, with 1 stall per multi-family unit plus the Code allowed accessory parking of 0.5 spaces per unit, while single family houses have 2 stalls.

5. Environmentally Sensitive Design

The Project provides a number of sustainable and environmentally sensitive design features including the TDM program described above. In addition, the Project will meet or exceed the requirements of the San Francisco Public Utilities Commission's (SFPUC) Non-Potable Water Ordinance as well as the City of San Francisco's Stormwater Management Requirements, Green Building Ordinance, Better Roofs Ordinance and Better Streets Design Guidelines. The Project will achieve LEED gold design designation.

President Melgar and Commissioners

May 6, 2019

Page 5

6. Conclusion

The robust community outreach process for the Project resulted in a broadly endorsed plan for a rare high-quality high-density (50 units/acre) residential Project in western San Francisco that features a significant proportion of multi-bedroom units. The Project team looks forward to providing presenting an overview of the Project to you at an informational hearing on May 16th.

Very truly yours,

REUBEN, JUNIUS & ROSE, LLP



Tuija Catalano

cc: Vice President Joel Koppel
Commissioner Frank Fung
Commissioner Rich Hillis
Commissioner Milicent Johnson
Commissioner Kathryn Moore
Commissioner Dennis Richards
Jonas P. Ionin, Commission Secretary
John Rahaim, Planning Director
Corey Teague, Zoning Administrator
Chris May, Project Current Planner
Jeanie Poling, Project Environmental Planner
Matt Field, TMG Partners
Denise Pinkston, TMG Partners
Dan Lobitz, RAMSA Architects