



SAN FRANCISCO PLANNING DEPARTMENT

PUBLIC NOTICE

Availability of Notice of Preparation of Environmental Impact Report and Public Scoping Meeting

Date: July 12, 2017
Case No.: 2015-004568ENV
Project Title: 10 South Van Ness Avenue Mixed-Use Project
Zoning: C-3-G (Downtown-General Commercial)
Van Ness and Market Downtown Residential Special Use District
120-R-2/120/400-R-2 Height and Bulk Districts
Block/Lot: 3506/004 and 003A
Project Sponsor: 10 SVN, LLC
c/o Jim Abrams, J. Abrams Law, P.C. – (415) 999-4402
jabrams@jabramslaw.com
Lead Agency: San Francisco Planning Department
Staff Contact: Rachel Schuett – (415) 575-9030
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A notice of preparation (NOP) of an environmental impact report (EIR) has been prepared by the San Francisco Planning Department in connection with this project. The report is available for public review and comment on the Planning Department's Negative Declarations and EIRs web page (<http://www.sfplanning.org/sfceqadocs>). CDs and paper copies are also available at the Planning Information Center counter on the first floor at 1660 Mission Street, San Francisco. Referenced materials are available for review by appointment at the Planning Department's office on the fourth floor at 1650 Mission Street. (Call (415) 575-9030)

Project Description: The 10 South Van Ness Avenue project site is located at the southwest corner of South Van Ness Avenue and Market Street, in the South of Market neighborhood of San Francisco. The project block is bounded by Market Street to the north, South Van Ness Avenue to the east, and 12th Street to the southwest. The project site has frontages on Market and 12th streets and South Van Ness Avenue. The project site is occupied by a 91,088 gross square foot (gsf), two-story, 30- to 45-foot-tall building, and a small vacant lot. The original building (the northern portion of the existing building) was constructed in 1927, and is considered an individual historical resource because it once housed the internationally-celebrated and iconic music venue, Fillmore West, and because of its association with music promoter, and Fillmore West founder, Bill Graham. The original building and its southern addition are currently occupied by the San Francisco Honda Dealership and Service Center.

The project sponsor, 10 SVN, LLC, proposes to demolish the existing building and construct a mixed-use residential building, with up to 984 residential units, retail space on the ground floor, and two below-grade levels for parking and loading activities accessed from a single curb cut and driveway on 12th Street. Up to 518 vehicle parking spaces and seven freight loading spaces would be provided. In addition 336 class I and 61 class II bicycle parking spaces would be provided.

Two project design options are being considered: a two-tower design (the “proposed project”) with two separate 41-story, 400-foot-tall towers (420 feet at the top of the elevator penthouses) on top of podiums; and the “single tower project variant” with a single 55-story, 590-foot-tall tower (610 feet at the top of the elevator penthouses) on top of a podium. The proposed project would be approximately 1,071,100 gsf, with approximately 48,150 square feet (sf) of usable open space which would include a 2,975-sf mid-block alley that would provide a pedestrian connection between South Van Ness Avenue and 12th Street. The single tower project variant would be approximately 1,073,000 gsf, with approximately 47,210 sf of open space which would include a mid-block pedestrian alley that would provide a pedestrian connection between Market and 12th streets. A streetscape variant (the “straight-shot streetscape variant”) is also being considered. The straight-shot streetscape variant would extend the eastern sidewalk and pedestrian promenade on 12th Street to 40 feet in width along the project site’s frontage. Both the proposed project’s streetscape design and the straight-shot streetscape variant would comply with the Better Streets Plan and the Better Market Street project. The straight-shot streetscape variant could be developed in conjunction with either the proposed project or the single tower project variant. Additional details regarding the project description are available in the NOP.

The Planning Department has determined that an initial study and EIR must be prepared for the proposed project and variants prior to any final decision regarding whether to approve the project. The purpose of the initial study and EIR is to provide information about potential significant physical environmental effects of the proposed project, and variants, to identify possible ways to minimize the significant effects, and to describe and analyze possible alternatives to the proposed project. Preparation of an NOP, initial study, or EIR does not indicate a decision by the City to approve or to disapprove the project. However, prior to making any such decision, the decision makers must review and consider the information contained in the EIR.

The Planning Department will hold a **PUBLIC SCOPING MEETING** on **August 2, 2017** at 6 p.m. at 1 South Van Ness Avenue, in the Second Floor Atrium. The purpose of this meeting is to receive oral comments to assist the Planning Department in reviewing the scope and content of the environmental impact analysis and information to be contained in the EIR for the project. To request a language interpreter or to accommodate persons with disabilities at this meeting, please contact the staff contact listed above at least 72 hours in advance of this meeting. Written comments will also be accepted until 5 p.m. on **August 11, 2017**. Written comments should be sent to Rachel A. Schuett, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103.

If you work for an agency that is a Responsible or a Trustee Agency, we need to know the views of your agency as to the scope and content of the environmental information that is relevant to your agency’s statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR when considering a permit or other approval for this project. We will also need the name of the contact person for your agency. If you have questions concerning environmental review of the proposed project, please contact Rachel Schuett at **(415) 575-9030**.

Members of the public are not required to provide personal identifying information when they communicate with the Commission or the Department. All written or oral communications, including submitted personal contact information, may be made available to the public for inspection and copying upon request and may appear on the Department’s website or in other public documents.