



# SAN FRANCISCO PLANNING DEPARTMENT

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## PUBLIC NOTICE Availability of Notice of Preparation of Environmental Impact Report

*Date:* May 13, 2015  
*Case No.:* 2014-000362ENV  
*Project Title:* 1500 Mission Street  
*Zoning:* C-3-G (Downtown General Commercial)  
Van Ness and Market Downtown Residential Special Use District  
120/320-R-2, 85/250-R-2, 85-X Height and Bulk Districts  
*Block/Lot:* 3506/002, 003  
*Project Sponsor:* Goodwill SF Urban Development, LLC  
Matthew Witte – (415) 677-9000  
*Staff Contact:* Chelsea Fordham – (415) 575-9071  
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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.sf-planning.org/sfceqadocs>). Paper copies are also available at the Planning Information Center (PIC) counter on the first floor of 1660 Mission Street, San Francisco. Referenced materials are available for review by appointment at the Planning Department's office on the fourth floor of 1650 Mission Street. (Call (415) 575-9071)

**Project Description:** The 1500 Mission Street project site consists of two parcels (Assessor's Block 3506, Lots 002 and 003) located on the north side of Mission Street between 11th Street and South Van Ness Avenue, within San Francisco's South of Market (SoMa) neighborhood. The project site is located within the Downtown Plan area and Market and Octavia Plan area, and is located within the C-3-G (Downtown General Commercial) Use District, the Van Ness and Market Downtown Residential Special Use District, and the 120/320-R-2, 85/250-R-2 and 85-X Height and Bulk Districts. The project sponsor, Goodwill SF Urban Development, LLC, an affiliate of Related California Urban Housing, proposes to demolish one existing building and a portion of another building on the project site, at 1500 and 1580 Mission Street, and construct a mixed-use development with two components. The residential and retail development component would include a 39-story, 396-foot-tall tower with mid-rise podium elements at the corner of Mission Street and South Van Ness Avenue. The office and permit center development component would be occupied by several City and County of San Francisco ("City") departments, and include an 18-story, 264-foot-tall tower on 11th Street between Market and Mission Streets with mid-rise podium elements extending west and south from the tower. A portion of the existing one-time Coca-Cola bottling plant at 1500 Mission Street (Coca Cola building), including its clock tower, would be retained and converted to retail use. The proposed residential and retail component, approximately 712,790 total gross square feet (gsf), would contain approximately 559,190 gsf of residential space and 550 dwelling units, 60,000 gsf of retail space, and approximately 26,400 gsf of common residential open space. The proposed office component, approximately 553,900 total gsf, would be occupied by City offices, including an 87,000

square foot permit center for the Departments of Building Inspection, Planning, and Public Works, and other City departments. The project would require amendments to the General Plan, Market and Octavia Area Plan, Zoning Map Height and Bulk redesignations, and text amendments to the Planning Code to amend the existing height and bulk designations on the site to accommodate the height of the proposed residential and office towers, the plan length and diagonal dimension of each of the towers, and the lack of required separation between the office tower and the portion of the adjacent One South Van Ness Avenue building that exceeds 120 feet in height. These amendments would require a recommendation by the Planning Commission and approval by the Board of Supervisors. The project sponsor would also seek a Downtown Project Authorization (Planning Code Section 309), including any requested exceptions, and a Conditional Use Authorization for ground-floor office use and to exclude on-site inclusionary units from the calculation of gross floor area (Section 303) from the Planning Commission, and a Variance to certain mid-block alley standards from the Zoning Administrator.

The Planning Department has determined that an EIR must be prepared for the proposed project prior to any final decision regarding whether to approve the project. The purpose of the EIR is to provide information about potential significant physical environmental effects of the proposed project, to identify possible ways to minimize the significant effects, and to describe and analyze possible alternatives to the proposed project. Preparation of an NOP 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 Tuesday, June 2, 2015, at 6:00 p.m. in the One South Van Ness Avenue, second floor, in the Atrium conference room. 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 the scoping meeting, please contact the staff contact listed above at least 72 hours in advance of the meeting. Written comments will also be accepted until 5:00 p.m. on Monday, June 15, 2015. Written comments should be sent to Sarah B. Jones, San Francisco Planning Department, 1650 Mission Street, Suite 400, San Francisco, CA 94103. Referenced materials are available for review by appointment at the Planning Department's office on the fourth floor of 1650 Mission Street. (Call (415) 558-6378).

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 Chelsea Fordham at (415) 575-9071.

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.