

2023-0000070

FILED

SAN FRANCISCO County Clerk  
NOV 01 2023

by: Giselle Romo  
Deputy County Clerk

49 South Van Ness Avenue, Suite 1400  
San Francisco, CA 94103  
628.652.7600  
www.sfplanning.org



San Francisco  
Planning

**PUBLIC NOTICE**

**AVAILABILITY OF NOTICE OF PREPARATION OF AN ENVIRONMENTAL  
IMPACT REPORT**

NOV 01 2023  
POSTED  
TO

PROJECT INFORMATION	
<i>Date:</i>	November 1, 2023
<i>Project Title:</i>	<b>3400 Laguna Street</b>
<i>Project Address:</i>	3400 Laguna Street
<i>Case No.:</i>	2022-009819ENV
<i>Block/Lot No.:</i>	0471/003
<i>Zoning District(s):</i>	RM-1 (Residential – Mixed, Low Density) Use District 40-X Height and Bulk District
<i>Neighborhood:</i>	Marina
<i>Project Sponsor:</i>	Jeffrey Brenner – 415.202.0307 <a href="mailto:JBrenner@heritagesf.org">JBrenner@heritagesf.org</a>
<i>EIR Coordinator:</i>	Jeanie Poling – 628.652.7559 <a href="mailto:Jeanie.poling@sfgov.org">Jeanie.poling@sfgov.org</a>

The San Francisco Planning Department has issued a notice of preparation (NOP) of an environmental impact report (EIR) in connection with this project. Next, the department will begin the preparation of an EIR as required by the California Environmental Quality Act. The department welcomes your comments regarding the scope of the EIR.<sup>1</sup> Refer to the Project Description and Purpose of Notice sections below for more information.

**Project Description**

The approximately 68,090-square-foot<sup>2</sup> (approximately 1.6-acre) project site at 3400 Laguna Street is located on a corner lot southeast of the Laguna Street and Bay Street intersection in the Marina neighborhood. The site is bounded by Bay Street to the north, single- and multi-family residences near to and along Octavia Street to the east, Francisco Street to the south, and Laguna Street to the west. The project site has been occupied by the Heritage on the Marina residential care retirement community since 1925. Heritage on the Marina consists of five existing structures of approximately 83,200 gross square feet: the Julia Morgan Building, the Perry Building, the Perry Building Connector, the Health Center, and the Caretaker’s Cottage. The proposed project would continue to operate as a residential care facility. The proposed project would demolish two of the five existing buildings (the Perry Connector and the Health Care Center) and construct two new buildings (the Bay Building and the Francisco Building) of heights not to exceed 40 feet and in the same locations as the demolished structures. The proposed project would renovate the other three existing buildings on the site. In total, the proposed project

<sup>1</sup> The EIR will also be informed by comments received in response to the Planning Department’s “Notification of Project Receiving Environmental Review” distributed on May 30, 2023. After that notice, the department determined to prepare an EIR.  
<sup>2</sup> All square footages are approximate and rounded to the nearest multiple of ten.

## Notice of Availability of NOP

would add approximately 58,380 square feet of institutional use, and increase the number of residential care suites by 23 from 86 to 109.

## Purpose of Notice

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.

**You are not required to take any action.** If you wish to provide comments on the scope of the EIR, you may do so in either or both of the following ways:

### WRITTEN COMMENTS

*Planner:* **Jeanie Poling, Senior Environmental Planner**

*Via Mail:* **San Francisco Planning Department  
49 South Van Ness Ave, Suite 1400  
San Francisco, CA 94103**

*Via Email:* [Jeanie.poling@sfgov.org](mailto:Jeanie.poling@sfgov.org)

**From November 1, 2023, to 5 p.m. on December 1, 2023**

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 the planner listed above. Environmental review focuses on the *physical environmental effects* of the project. Comments regarding your like or dislike of the project or if you think officials should approve or disapprove the project will not be addressed in the environmental review document. Instead, we encourage you to provide these comments to the planner assigned to review the project for *planning code and general plan compliance*. The current planner for this project is Jeffrey Horn, [Jeffrey.horn@sfgov.org](mailto:Jeffrey.horn@sfgov.org), or 628.652.7366.

This notice is available for public review on the San Francisco Planning Department's website at [sfplanning.org/sfceqadocs](https://sfplanning.org/sfceqadocs) and at the San Francisco Permit Center, 49 South Van Ness Avenue, 2nd Floor, San Francisco, CA 94103. Referenced materials are available through the following Planning Department's web pages: [sfplanning.org/sfceqadocs](https://sfplanning.org/sfceqadocs) and [sfplanning.org/resource/permits-my-neighborhood](https://sfplanning.org/resource/permits-my-neighborhood).

## General Information about Procedures

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.

# EIR

## WHAT IS AN EIR?

An environmental impact report (EIR) is a study required for a project that may have a significant effect on the environment.

## THE BASIC PARTS OF AN EIR ARE:

- 1 Notice of Preparation:** a notice to inform the public that the City is preparing an EIR. The public is invited to comment on the scope of and topics analyzed in the EIR.
- 2 Draft EIR** includes:
  - Description of the project, including the project goals (called objectives).
  - Environmental impact analysis, focusing on the project's significant environmental impacts and mitigation measures to reduce its impacts.
  - A range of other options (called alternatives) that meet project goals and reduce its significant impacts.
  - May include an initial study, which is a preliminary analysis prepared to determine the relative environmental impacts of the project.

*Public comments on the accuracy of the draft EIR are accepted in writing and at a public hearing.*

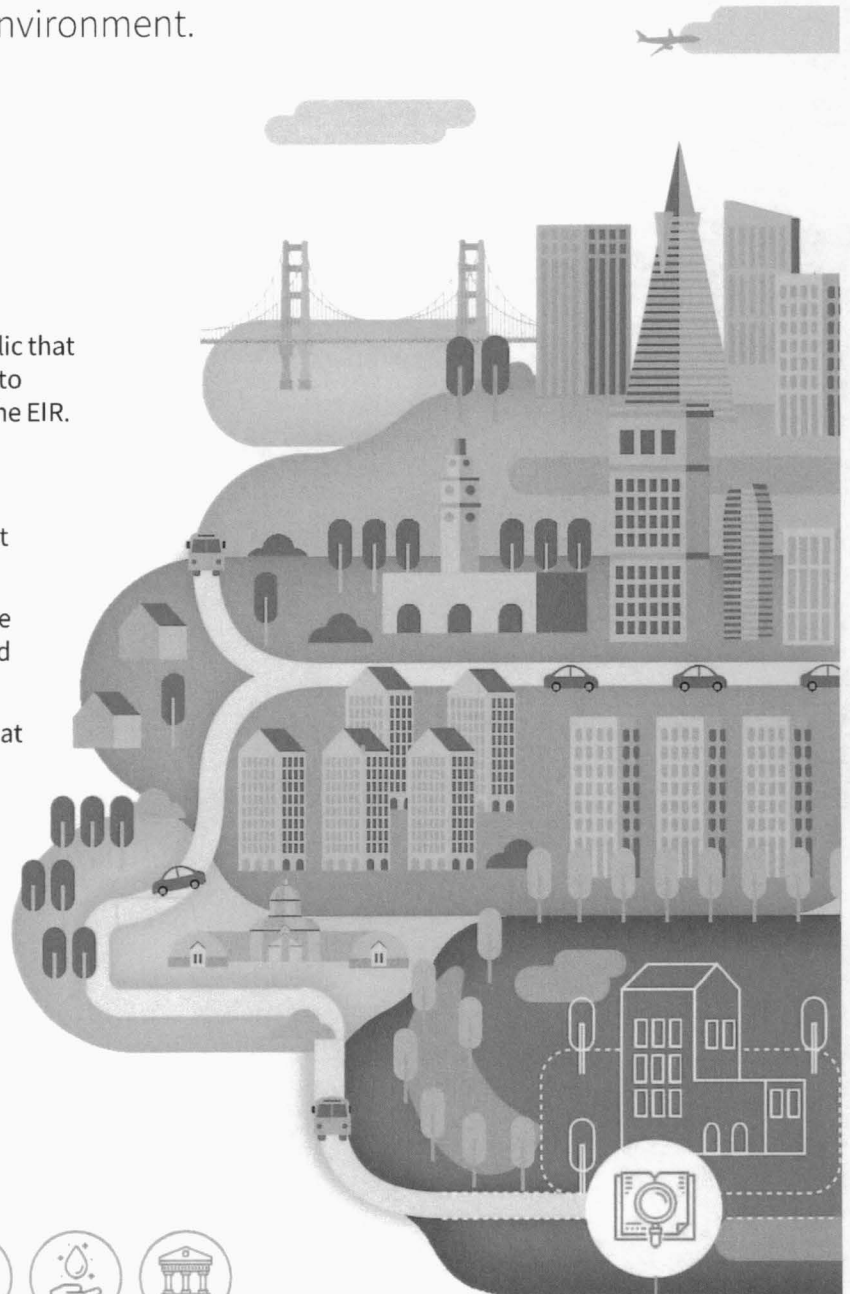
- 3 Responses to Comments:**  
A document formally responding to comments received on the draft EIR.



## THE PURPOSE OF AN EIR IS:

To inform decision makers and the public about the potential significant environment impacts of a proposed project. Mitigation measures identify the ways that the environmental damage can be avoided or reduced.

The EIR analysis includes alternatives to the project that would avoid or substantially lessen the proposed project's impacts. The alternatives must meet most of the basic project objectives.



**San Francisco  
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## EIR STEPS

### 1 SCOPING

Determines the scope of the EIR in consultation with agencies, the public, and the applicant proposing the project. The EIR notice of preparation describes the project and EIR process. This notice may include the initial study.

### 2 DRAFT EIR

Incorporates prior public comment, and includes project description, environmental impact analysis, and alternatives. This may include an initial study, if not previously published.

### 3 PUBLIC COMMENT PERIOD

- a. Draft EIR public hearing
- b. Written public comments accepted

### 4 RESPONSES TO COMMENTS

Responds to comments on the draft EIR and makes revisions to draft EIR, as needed.

### 5 EIR CERTIFICATION

The Planning Commission certifies the final EIR (the draft EIR and the Responses to Comments document) if it is adequate, accurate, and complete. It is not a project approval.

### PROJECT APPROVAL

After the final EIR is complete, the City determines whether to approve the project or an alternative to the project.

## HOW CAN I PARTICIPATE?

### SCOPING PERIOD - 30 DAYS



Written comments accepted throughout the 30 day period. Some projects have public meetings called scoping meetings, which anyone can attend to learn about the project and make comments on the environmental analysis topics, methods, or potential alternatives.

### DRAFT EIR PUBLIC COMMENT PERIOD



Once the draft EIR is published, written comments are accepted during the comment period, which is generally 45 days. Spoken comments are also accepted at the Planning Commission draft EIR hearing.

For some projects, the Historic Preservation Commission comments on the draft EIR.

### DRAFT EIR HEARING AT PLANNING COMMISSION



The Planning Commission comments on the draft EIR during one of their regularly scheduled hearings. During this hearing, the public also can provide spoken comments on the draft EIR either by calling in or attending the hearing in person.

Public participation is encouraged throughout the process. Each icon above represents a different way to share your thoughts. You can always contact Planning Department staff on any questions too.



Written comments are accepted as part of the formal EIR record



Spoken comments are accepted as part of the formal EIR record



Comment period

**What is an environmental effect?** EIRs consider how a project may affect a wide range of topics as part of the “physical environment.” Topics range from air quality and noise to transportation and historic resources.

**What is a mitigation measure?** Mitigation measures identify the ways that the environmental damage can be avoided or reduced.

## MORE QUESTIONS ON THIS PARTICULAR PROJECT?

Contact the assigned environmental planner

## WHERE CAN I FIND MORE INFORMATION?

To learn more, please visit: [sfplanning.org/environmental-review](http://sfplanning.org/environmental-review)

To view all published EIR documents: [sfplanning.org/sfceqadocs](http://sfplanning.org/sfceqadocs)

To learn more about CEQA: [sfplanning.org/whatisCEQA](http://sfplanning.org/whatisCEQA)



# San Francisco Planning

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Date: **11/01/2023**

The San Francisco Planning Department is studying a project's potential environmental effects and welcomes your comments. The enclosed notice concerns a project located at **3400 Laguna Street (2022-009819ENV)**. The other side of this page describes the environmental review process under state law. You may provide comments by **12/01/2023** or request future project updates from the staff contact indicated in the attached notice.

To obtain information about this notice in Spanish, Chinese, or Filipino, please call **628.652.7550**. Please be advised that the Planning Department will require at least one business day to respond to any call.

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三藩市規劃局 (San Francisco Planning Department) 正在研究一項專案的潛在環境影響，歡迎大家踴躍提出意見。本函所附的通知書涉及位於 **3400 Laguna Street (2022-009819ENV)** 的專案。本頁背面對加州法律規定的環境影響審核流程做了詳細說明。請於 **12/01/2023** 日之前針對本案提出評論，或者向本函所附通知書中指定的聯絡人提出要求，繼續瞭解專案的最新發展。請致電 **628.652.7550** 以索取通知書中文版本資訊。請注意，規劃局需要至少一個工作天才能回電。

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El Departamento de Planificación está estudiando los posibles efectos medioambientales de un proyecto y desea saber su opinión. El aviso incluido concierne a un proyecto ubicado en **3400 Laguna Street (2022-009819ENV)**. Al reverso de esta página se describe el proceso de análisis medioambiental según la ley estatal. Usted puede entregar sus opiniones y comentarios a más tardar el **12/01/2023** o solicitar futuras actualizaciones sobre el proyecto al contacto indicado en el aviso adjunto.

Para obtener información sobre este aviso en español, llame al **628.652.7550**. Le informamos que el Departamento de Planificación necesitará por lo menos un día hábil para responder cualquier llamada.

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Pinag-aaralan ng Kagawaran ng Pagpapalano ng San Francisco ang mga potensyal na epekto sa kapaligiran ng isang proyekto at tinatanggap ang iyong mga komento. Ang nakapaloob na paunawa ay patungkol sa isang proyekto na matatagpuan sa **3400 Laguna Street (2022-009819ENV)**. Inilalarawan ng kabilang panig ng pahinang ito ang proseso ng pagsusuri sa kapaligiran sa ilalim ng batas ng estado. Maaari kang magbigay ng mga komento sa **12/01/2023** o humiling ng mga bagong kaalaman sa proyekto sa hinaharap mula sa pagkontak sa kawani na nakalagay sa kalakip na abiso.

Upang makakuha ng impormasyon tungkol sa paunawang ito sa Filipino, mangyaring tumawag sa **628.652.7550**. Mangyaring maabisuhan na ang Kagawaran ng Pagpapalano ay mangangailangan ng kahit isang araw ng may trabaho o pasok upang tumugon sa anumang tawag.



State of California - Department of Fish and Wildlife  
**2023 ENVIRONMENTAL DOCUMENT FILING FEE**  
**CASH RECEIPT**  
 DFW 753.5a (REV. 01/01/23) Previously DFG 753.5a

**Print**  **Finalize&Email**

RECEIPT NUMBER:  
 38-11/01/2023-116  
 STATE CLEARINGHOUSE NUMBER (If applicable)

**SEE INSTRUCTIONS ON REVERSE. TYPE OR PRINT CLEARLY.**

LEAD AGENCY SAN FRANCISCO PLANNING DEPARTMENT	LEAD AGENCY EMAIL pic@sfgov.org	DATE 11/01/2023
COUNTY/STATE AGENCY OF FILING SAN FRANCISCO COUNTY	DOCUMENT NUMBER 2023-0000070	

PROJECT TITLE  
  
3400 LAGUNA STREET

PROJECT APPLICANT NAME JEANIE POLING	PROJECT APPLICANT EMAIL jeanie.poling@sfgov.org	PHONE NUMBER (628) 652-7559
PROJECT APPLICANT ADDRESS 49 SOUTH VAN NESS AVENUE SUITE 1400	CITY SAN FRANCISCO	STATE CA
		ZIP CODE 94103

**PROJECT APPLICANT** (Check appropriate box)

Local Public Agency     School District     Other Special District     State Agency     Private Entity

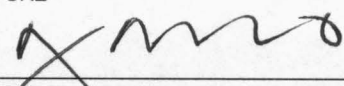
**CHECK APPLICABLE FEES:**

<input type="checkbox"/> Environmental Impact Report (EIR)	\$ 3,839.25	\$ _____
<input type="checkbox"/> Mitigated/Negative Declaration (MND)(ND)	\$ 2,764.00	\$ _____
<input type="checkbox"/> Certified Regulatory Program (CRP) document - payment due directly to CDFW	\$ 1,305.25	\$ _____
<input type="checkbox"/> Exempt from fee		
<input type="checkbox"/> Notice of Exemption (attach)		
<input type="checkbox"/> CDFW No Effect Determination (attach)		
<input type="checkbox"/> Fee previously paid (attach previously issued cash receipt copy)		
<input type="checkbox"/> Water Right Application or Petition Fee (State Water Resources Control Board only)	\$ 850.00	\$ _____
<input type="checkbox"/> County documentary handling fee	\$ 79.00	\$ _____
<input checked="" type="checkbox"/> Other NOTICE OF AVAILABILITY		\$ _____

**PAYMENT METHOD:**

Cash     Credit     Check     Other

**TOTAL RECEIVED**    \$ \_\_\_\_\_    **0.00**

SIGNATURE  X 	AGENCY OF FILING PRINTED NAME AND TITLE  Giselle Romo    Deputy Clerk
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