



# SAN FRANCISCO PLANNING DEPARTMENT

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## Discretionary Review Full Analysis

HEARING DATE JULY 26, 2012

*Date:* July 19, 2012  
*Case No.:* 2011.0643DD  
*Project Address:* 2712 Broadway  
*Permit Application:* 2011.02.15.0303 (New Construction)  
*Zoning:* RH-1(D) (Residential House, One-Family, Detached)  
40-X Height and Bulk District  
*Block/Lot:* 0959/008  
*Project Sponsor:* Bill Campbell  
2712 Broadway LLC  
2443 Fillmore Street, Suite 368  
San Francisco, CA 94115  
*Staff Contact:* Glenn Cabreros – (415) 558-6169  
[glenn.cabreros@sfgov.org](mailto:glenn.cabreros@sfgov.org)  
*Recommendation:* **Do not take DR and approve the project as proposed.**

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Planning  
Information:  
**415.558.6377**

### PROJECT DESCRIPTION

The project proposes demolition of the existing three-story-over-basement, single-family residence and new construction of a three-story-over-basement, single-family residence.

### SITE DESCRIPTION AND PRESENT USE

The project is located on Lot 008 of Assessor's Block 0959 on the north side of Broadway between Divisadero and Broderick Streets in the Pacific Heights neighborhood. The steeply down-sloping subject lot is located in the RH-1(D) Zoning District and a 40-X Height and Bulk District. The subject lot measures 137.5 feet deep by 45 feet wide, containing an area of approximately 6,190 square feet. The existing building on the lot was constructed circa 1900.

### SURROUNDING PROPERTIES AND NEIGHBORHOOD

The immediately surrounding properties, particularly the subject blockface and the opposite blockface, consist of large, single-family residences of various architectural styles, which are also within the RH-1(D) Zoning District and the 40-X Height and Bulk District. The subject blockface consists of buildings that are predominantly three stories in height; whereas the opposite blockface contains very tall residences four to six stories in height.

**BUILDING PERMIT APPLICATION NOTIFICATION**

TYPE	REQUIRED PERIOD	NOTIFICATION DATES	DR FILE DATE	DR HEARING DATE	FILING TO HEARING TIME
311 Notice	30 days	May 3, 2012 – June 1, 2012	May 22, 2012	July 26, 2012	65 days

**HEARING NOTIFICATION**

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Posted Notice	10 days	July 16, 2012	July 16, 2012	10 days
Mailed Notice	10 days	July 16, 2012	July 16, 2012	10 days

**PUBLIC COMMENT**

	SUPPORT	OPPOSED	NO POSITION
Adjacent neighbor(s)	--	2 (both DR requestors)	--
Other neighbors on the block or directly across the street	--	--	--
Neighborhood groups	--	--	--

**DR REQUESTOR**

**David Ramer** for **Dr. Stephen and Maribelle Leavitt**, owners/residents of 2710 Broadway directly adjacent and east of the subject property.

**Vincent Tobkin**, owner/resident of 2714 Broadway directly adjacent and west of the subject property.

**DR REQUESTOR’S CONCERNS AND PROPOSED ALTERNATIVES**

In general, both Requestors’ concerns can be grouped into four specific categories listed below. Also, reference the attached *Discretionary Review Applications* for additional information.

**Issue #1: Roofline.** The Requestors are concerned that the proposed curved roof form is not compatible with the neighborhood character in that it dominates the appearance of the building and also that it does not respect the slope/topography of the street.

**Issue #2: Massing and Siting.** The Requestors are concerned that the building massing is too large and does not compliment the neighborhood character with regard to façade articulation, its proposed roof

line and the lack of a required side setback at the east side property line. The dormer on the proposed roof is thought to dominate the roof, creating additional building bulk above the roof.

**Issue #3: Height.** The use of a curved roof and dormer element at approximately 38 feet in height at the highest point is inconsistent with the intent of the 30-foot height limit.

**Issues #4: Historical Review.** The project is thought to have a negative impact to the historical value of the adjacent building west of the project at 2714 Broadway.

## PROJECT ANALYSIS

Department staff reviewed the DR Requestors' concerns with the project and presents the following comments:

**Roofline.** The roofline is compatible with the immediate surroundings as the neighborhood character is comprised of a mix of architectural styles and building types. While a curved roof form is not currently present on the blockface, the existing residences on the blockface each contain a single roof form that caps the building structure. Various structures on the blockface that have sloped roofs contain a dominant single gable or hipped roof form with dormers or other roof appurtenances. Other structures on the blockface and across the street have flat roofs with strong cornice lines for the width of their entire front façades.

**Massing and Siting.** The massing of the proposed building is consistent with the neighborhood character, particularly the subject blockface. Most buildings along the blockface contain a singular, three-story front façade aligned with the predominant building street wall. A singular, main front façade with minimal to no articulation in terms of modulation of the façade plane is a characteristic of the blockface and many homes throughout the Pacific Heights neighborhood. Similarly, the project proposes a singular, main front façade; however at both corners of the front façade, side setbacks are provided to soften the mass of the façade and the overall building width at the street in combination with the curved roof form. Other elements including the roof dormer, the front bay and the use of high-quality building materials and the organization and proportions of the façade openings (windows/doors) aid in producing a project that is complimentary to the neighborhood character.

With regard to the siting of the project, the proposed building is sited much like the existing residence proposed to be demolished. While the siting of the project does require a side yard variance, the retention of the existing side setback along the west side of the property allows for re-use of the existing curb cut and allows the garage door to be placed along a side façade and hidden from view from the public right-of-way.

**Height.** The height of the building is consistent with the three-story building pattern along the blockface and the height patterns of the immediate neighborhood. With regard to the measurement of the height, the project has been confirmed to be Code-complying according to the Planning Code provisions governing height.

**Historical Review.** Historical review does not fall under the jurisdiction of the Discretionary Review process, rather historical review of a project is evaluated under the California Quality Environmental Act (CEQA). An Environmental Evaluation application (Case No. 2010.1058E) was submitted for the project, and the existing residence was not found to be an historic resource, either individually or as part of a district. As the work proposed for the project is limited to the subject lot, the historical integrity of the requestor's home at 2714 Broadway as an individual building would remain unchanged by the project.

## **ENVIRONMENTAL REVIEW**

On July 9, 2010, under Case No. 2010.0158E, the Department determined that the proposed project is exempt from environmental review, pursuant to CEQA Guideline Sections 15301(1) and 15303(a).

## **OTHER ISSUES AND CONSIDERATIONS**

On February 14, 2011, the project sponsor filed a demolition permit application (No. 2011.02.14.0173) and a new construction permit application (No. 2011.02.15.0303) with the Department of Building Inspection for the subject project.

On June 20, 2011, the project sponsor filed a Residential Demolition Application (Case No. 2010.0158D) pursuant to the Planning Code Section 317. With the supplemental materials required for the Residential Demolition Application, the project sponsor submitted an appraisal for the property (value of the existing house plus the value of the land). Per the value thresholds established under Section 317, as the appraised value of the property exceeds \$1.342 million, the project is exempt from the Mandatory DR hearing required for a Residential Demolition Application.

On March 15, 2011, the project sponsor filed an application requesting a side yard and front setback variance (Case No. 2010.0158V). Since the original variance application submittal, the project has been revised to only require a side yard variance. Two four-foot side yards are required for the project; however the project proposes one eight-foot side yard along the west side property line. No side yard is proposed at the east side property line. On May 23, 2012, at a regularly scheduled variance hearing, the Zoning Administrator continued the variance hearing to July 26, 2012 to coincide with the Planning Commission's Discretionary Review hearing for the project.

## **RESIDENTIAL DESIGN TEAM REVIEW (RDT)**

The DR requests were reviewed by the RDT. The RDT did not find the Requestors' concerns to present extraordinary or exceptional circumstances with regard to the project. In general, the neighborhood character is a varied architectural mix of large, single-family residences constructed with quality materials. The overall massing, detailing, architectural expression, window fenestration and quality materials of the project are consistent with the neighborhood character.

**Under the Commission's pending DR Reform Legislation, this project would be referred to the Commission, as this project involves new construction.**

## BASIS FOR RECOMMENDATION

- The overall architectural expression of the project is in keeping with the mixed character of the neighborhood, particularly the subject blockface.
- The proposed three-story massing is compatible with the three-story massing of other residences on the blockface.

<b>RECOMMENDATION:</b> <b>Do not take DR and approve the project as proposed.</b>
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### Attachments:

Cow Hollow Design Review Checklist  
Parcel Map  
Sanborn Map  
Aerial Photographs  
Zoning Map  
Categorical Exemption Certificate  
Section 311 Notice  
DR Applications  
Project Sponsor Submittal  
    Context Photos  
    3-D Rendering  
    Reduced Plans

## COW HOLLOW NEIGHBORHOOD DESIGN REVIEW CHECKLIST

### NEIGHBORHOOD CHARACTER

QUESTION	
<b>The block-face character is: (check one)</b>	
Clearly defined	
Complex	
Mixed	<b>X</b>

### SITING

QUESTION	YES	NO	N/A
<b>Location (pages 21-25)</b>			
Does the building respect the topography of the site?	<b>X</b>		
Does the position of the building on the block relate to other buildings and significant urban features?	<b>X</b>		
<b>Front Setback (pages 25-28)</b>			
Does the building respect the pattern of building setbacks?	<b>X</b>		
<b>Rear Yards (pages 28-29)</b>			
Does the building respect rear yard patterns and the mid-block open space?	<b>X</b>		
<b>Side Spacing (pages 30-31)</b>			
Does the building respect the pattern of side-spacing between buildings?	<b>X</b>		
Does the building incorporate "good neighbor" gestures?	<b>X</b>		

**BUILDING ENVELOPE**

QUESTION	YES	NO	N/A
<b>Roofline (pages 32-33)</b>			
Is the building's roofline compatible with the pattern of rooflines on the block-face?	X		
<b>Volume and Mass (pages 34-36)</b>			
Is the building's volume and mass compatible with that of the surrounding buildings?	X		

**SCALE**

QUESTION	YES	NO	N/A
<b>Dimensions and Proportions (page 37-39)</b>			
Are the building's dimensions (length, width and height) compatible with neighboring buildings?	X		
Are the building's overall vertical and horizontal proportions compatible with the patterns along the block-face?	X		

**TEXTURE AND DETAILING**

QUESTION	YES	NO	N/A
<b>Exterior materials (pages 40-41)</b>			
Do the building's materials complement those used in the surrounding area?	X		
Are finish materials used on all exposed facades of the building?	X		
<b>Ornamentation (pages 42-43)</b>			
Does the building respect the amount and level of detail and ornamentation on surrounding buildings?	X		

**OPENINGS**

QUESTION	YES	NO	N/A
<b>Entryways (pages 44-45)</b>			
Does the building respect the pattern of entryways along the block-face?	X		
Is the building's entry compatible in size, placement and details with surrounding buildings?	X		

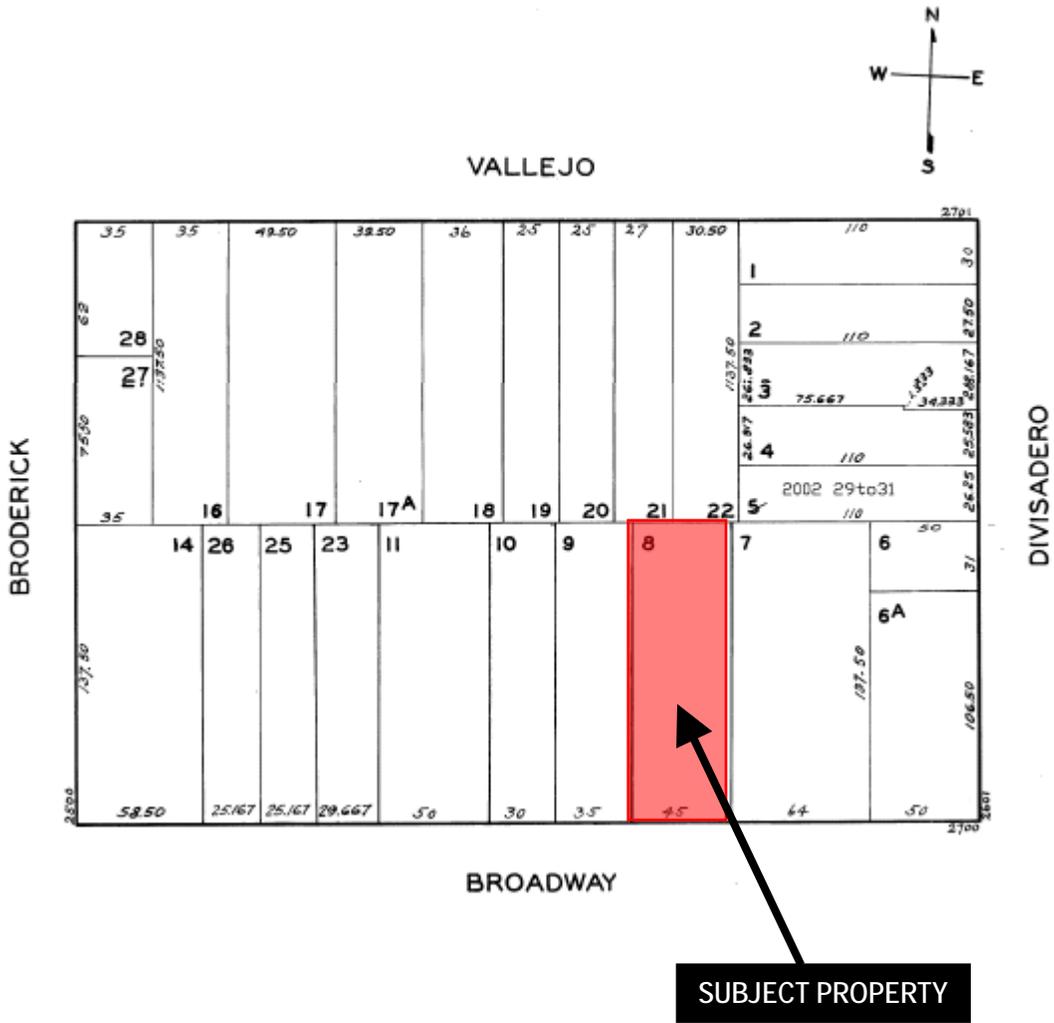
<b>Windows (pages 45-46)</b>			
Are the building's windows compatible with the proportion, size and detailing of windows of adjacent buildings?	X		\
<b>Garage Doors (pages 46-47)</b>			
Is the width of the garage door compatible with adjacent garage doors on the block- face?			X
Does the proposed garage door complement the building's style and the design of the rest of the project?			X

**LANDSCAPING**

QUESTION	YES	NO	N/A
Is the area designated for landscaping in the front setback area of appropriate size and shape?	X		

GC G:\Documents\2011\DR\2011.0643DD - 2712 Broadway\2011.0643D - 2712 Broadway - DR analysis (GC).doc

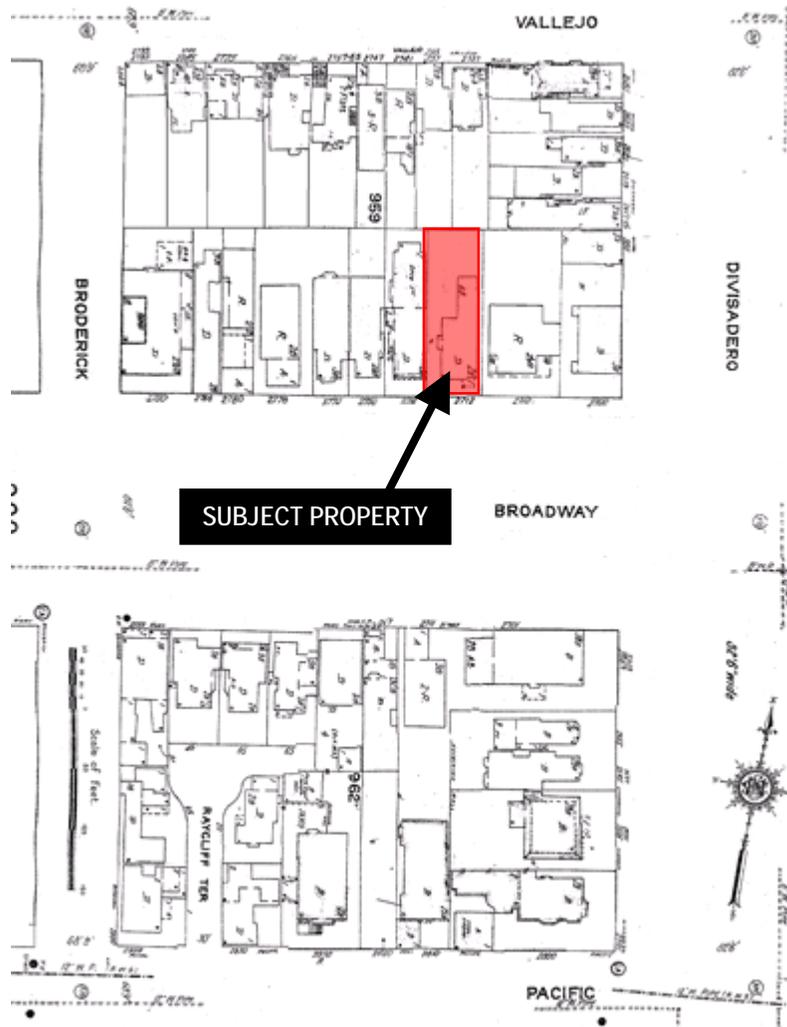
# Parcel Map



Discretionary Review Hearing  
 Case Number 2011.0643DD  
 2712 Broadway  
 July 26, 2012



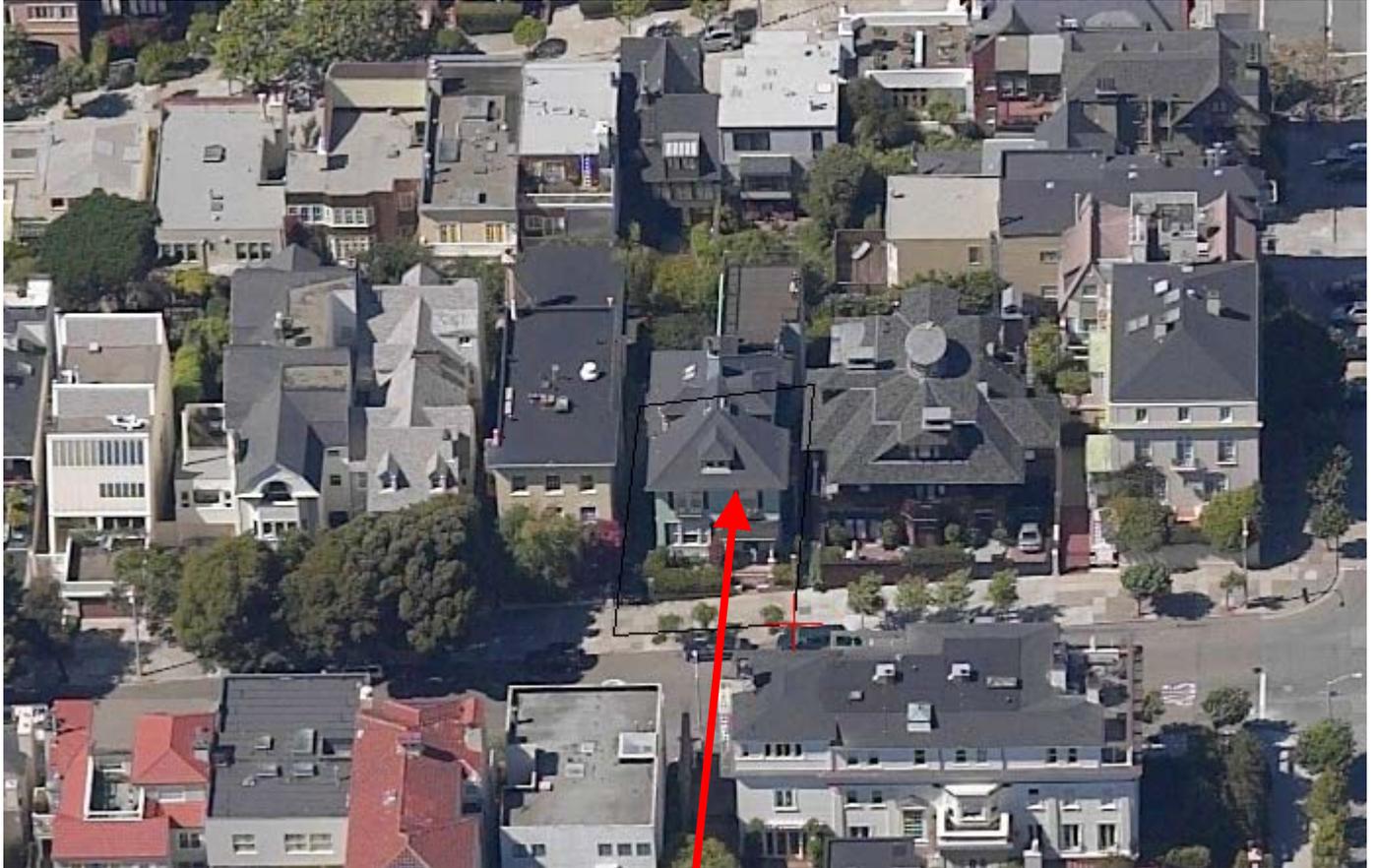
# Sanborn Map\*



*\*The Sanborn Maps in San Francisco have not been updated since 1998, and this map may not accurately reflect existing conditions.*



# Aerial Photo #1



**SUBJECT PROPERTY**



Discretionary Review Hearing  
Case Number 2011.0643DD  
2712 Broadway  
July 26, 2012

# Aerial Photo #2



**SUBJECT PROPERTY**



Discretionary Review Hearing  
Case Number 2011.0643DD  
2712 Broadway  
July 26, 2012

# Aerial Photo #3



**SUBJECT PROPERTY**



Discretionary Review Hearing  
Case Number 2011.0643DD  
2712 Broadway  
July 26, 2012

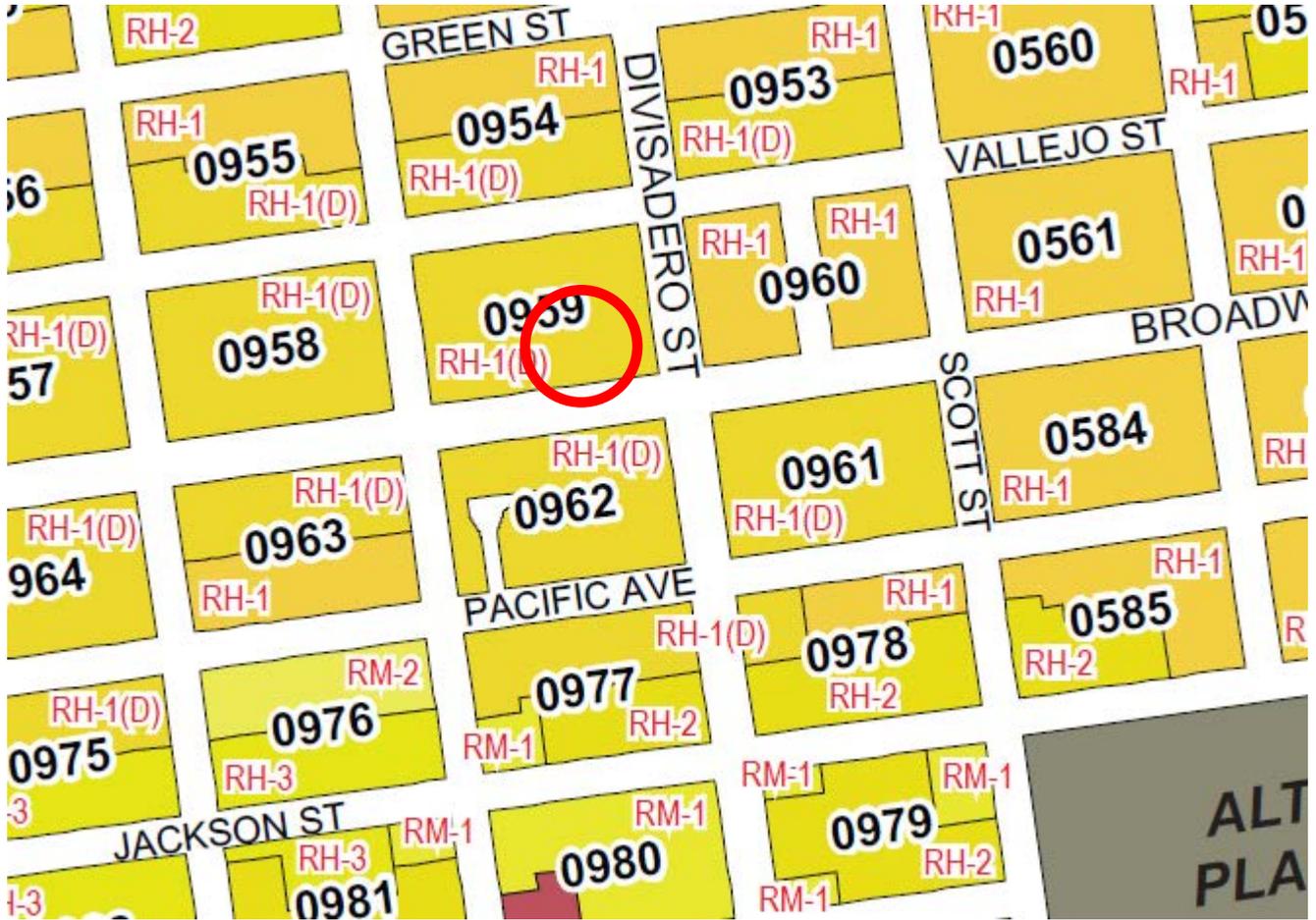
# Aerial Photo #4



SUBJECT PROPERTY



# Zoning Map



Discretionary Review Hearing  
Case Number 2011.0643DD  
2712 Broadway  
July 26, 2012



**SAN FRANCISCO  
PLANNING DEPARTMENT**

Date received:

**Environmental Evaluation Application**

The California Environmental Quality Act (CEQA) requires public agencies to review the environmental impacts of proposed projects. In San Francisco, environmental review under CEQA is administered by the Major Environmental Analysis (MEA) division of the Planning Department. The environmental review process begins with the submittal of a completed Environmental Evaluation (EE) Application to the Planning Department. Only the current EE Application form will be accepted. No appointment is required but staff is available to meet with applicants upon request.

The EE Application will not be processed unless it is completely filled out and the appropriate fees are paid in full. Checks should be made payable to the San Francisco Planning Department. See the current *Schedule of Application Fees* and contact the staff person listed below for verification of the appropriate fees. Fees are generally non-refundable. **Documents in italics are available online at [sfgov.org/planning](http://sfgov.org/planning).**

The EE Application is comprised of four parts. Part 1 is a checklist to ensure that the EE Application is complete; Part 2 requests basic information about the site and the project; Part 3 is a series of questions to help determine if additional information is needed for the EE Application; and Part 4 is a project summary table.

The complete EE Application should be submitted to the Planning Department staff as follows: For projects greater than 10,000 square feet in size and where Part 3 Questions #3, #8, #10, or #11 are answered in the affirmative, or for projects that require mitigation measures, please send the application materials to the attention of Ms. Fordham or Ms. Pereira. For all other projects, please send the application materials to the attention of Mr. Bollinger.

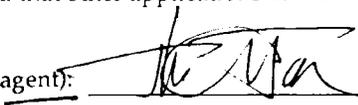
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<b>PART 1 - EE APPLICATION CHECKLIST</b>	<b>Provided</b>	<b>Not Applicable</b>
Two copies of this application with all blanks filled in	<input checked="" type="checkbox"/>	
Two sets of project drawings (see "Additional Information" at the end of page 4,)	<input checked="" type="checkbox"/>	
Photos of the project site and its immediate vicinity, with viewpoints labeled	<input checked="" type="checkbox"/>	
Fee	<input checked="" type="checkbox"/>	
<i>Supplemental Information Form for Historical Resource Evaluation</i> and/or <i>Historic Resource Evaluation Report</i> , as indicated in Part 3 Questions 1 and 2	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Geotechnical Report, as indicated in Part 3 Questions 3a and 3b	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<i>Tree Disclosure Statement</i> , as indicated in Part 3 Question 4	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Phase I Environmental Site Assessment, as indicated in Part 3 Question 8	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Additional studies (list)	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Applicant's Affidavit.** I certify the accuracy of the following declarations:

- The undersigned is the owner or authorized agent of the owner(s) of this property.
- The information presented is true and correct to the best of my knowledge.
- I understand that other applications and information may be required.

Signed (owner or agent): 

Date: 03/02/10

(For Staff Use Only) Case No. 2010.0158E

Address: 2712 BROADWAY

Block/Lot: 0959/008

CLASS 1(C) - Demolition of a single family residence  
Class 3 (a) - Construction of a new single-family residence *Supplemental* 07-09-2010

PART 2 - PROJECT INFORMATION

Owner/Agent Information

Property Owner BILL CAMPBELL Telephone No. (415) 613-5644  
 Address 2443 FILLMORE ST. Fax No. (415) 947-0158  
S.F., CA 94107 Email BCMPBLL@AOL.COM  
 Project Contact BRUCE BENGTSON Telephone No. (415) 433-7777  
 Company TAYLOR LOMBARDO ARCHITECTS Fax No. (415) 433-7717  
 Address 529 COMMERCIAL ST. #400 Email BRUCE@TAYLORLOMBARDO.COM  
S.F., CA 94111

Site Information

Site Address(es): 2712 BROADWAY  
 Nearest Cross Street(s) BTWN. DIVISADERO (NEAREST) & BRODERICK  
 Block(s)/Lot(s) 0959/008 Zoning District(s) RH-D  
 Site Square Footage \_\_\_\_\_ Height/Bulk District 40-X  
 Present or previous site use SINGLE FAMILY DWELLING  
 Community Plan Area (if any) \_\_\_\_\_

Project Description (Please check all that apply)

- Addition   
  Change of use   
  Zoning change   
  New construction  
 Alteration   
  Demolition   
  Lot split/subdivision or lot line adjustment  
 Other (describe) \_\_\_\_\_ Estimated Cost \_\_\_\_\_

Describe proposed use SINGLE FAMILY DWELLING

Narrative project description. Please summarize and describe the purpose of the project.

THE PROJECT IS TO REPLACE AN EXISTING SINGLE-FAMILY DWELLING WITH A NEW SINGLE-FAMILY DWELLING.

PART 3 – ADDITIONAL PROJECT INFORMATION	Yes	No
<p>1. Would the project involve a major alteration of a structure constructed 50 or more years ago or a structure in an historic district?</p> <p>If yes, submit a <i>Supplemental Information Form for Historical Resource Evaluation</i>. Instructions on how to fill out the form are outlined in the <i>San Francisco Preservation Bulletin No. 16</i> (see pages 28-34 in Appendix B).</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>2. Would the project involve demolition of a structure constructed 50 or more years ago or a structure located in an historic district?</p> <p>If yes, a Historic Resource Evaluation Report (HRER)* will be required. The scope of the HRER will be determined in consultation with the Department's Preservation Coordinator.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>3a. Would the project result in excavation or soil disturbance/ modification greater than 10 feet below grade?</p> <p>If yes, how many feet below grade would be excavated? _____</p> <p>What type of foundation would be used (if known)? _____</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>3b. Is the project site located in an area of potential geotechnical hazard as identified in the San Francisco General Plan or on a steep slope or would the project be located on a site with an average slope of 20% or more?</p> <p>If yes to either Question 3a or 3b, please submit a Geotechnical Report.*</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>4. Would the project involve expansion of an existing building envelope, or new construction, or grading, or new curb cuts, or demolition?</p> <p>If yes, please submit a <i>Tree Disclosure Statement</i>.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>5. Would the project result in ground disturbance of 5,000 gross square feet or more?</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>6. Would the project result in any construction over 40 feet in height?</p> <p>If yes, apply for a Section 295 (Proposition K) Shadow Study. This application is available on the Planning Department's website and <b>should be submitted at the Planning Information Center</b>, 1660 Mission Street, First Floor.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>7. Would the project result in a construction of a structure 80 feet or higher?</p> <p>If yes, an initial review by a wind expert, including a recommendation as to whether a wind analysis* is needed, may be required, as determined by Department staff.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>8. Would the project involve work on a site with an existing or former gas station, auto repair, dry cleaners, or heavy manufacturing use, or a site with underground storage tanks?</p> <p>If yes, please submit a Phase I Environmental Site Assessment (ESA).* A Phase II ESA (for example, soil testing) may be required, as determined by Department staff.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>9. Would the project require any variances, special authorizations, or changes to the Planning Code or Zoning Maps?</p> <p>If yes, please describe.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>10. Is the project related to a larger project, series of projects, or program?</p> <p>If yes, please describe.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>11. Is the project in Eastern Neighborhoods or Market &amp; Octavia Community Plan Area?</p> <p>If yes, and the project would be over 55 feet tall or 10 feet taller than an adjacent building built before 1963, please submit an elevation or renderings showing the project with the adjacent buildings.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

\* Report or study to be prepared by a qualified consultant who is contracted directly by the project sponsor.

**PART 4 – PROJECT SUMMARY TABLE**

If you are not sure of the eventual size of the project, provide the **maximum** estimates.

Gross Square Footage (GSF)	Existing Uses	Existing Uses to be Retained	Net New Construction and/or Addition	Project Totals
Residential	± 7,000 S.F.	-	± 9,810 S.F.	± 9,810 S.F.
Retail				
Office				
Industrial				
Parking				
Other (specify use)				
<b>Total GSF</b>	<b>± 7,000 S.F.</b>		<b>± 9,810 S.F.</b>	<b>± 9,810 S.F.</b>
Dwelling units	1			1
Hotel rooms	0			0
Parking spaces	2		4	4
Loading spaces	0			0
Number of buildings	1			1
Height of building(s)	± 37 FT. (TO RIDGE)			35 FT. MAX.
Number of stories	4		4	4

Please describe any additional project features that are not included in this table:

**Additional Information:** Project drawings in 11x17 format should include existing and proposed site plans, floor plans, elevations, and sections, as well as all applicable dimensions and calculations for existing and proposed floor area and height. The plans should clearly show existing and proposed off-street parking and loading spaces; driveways and trash loading areas; vehicular and pedestrian access to the site, including access to off-street parking and parking configuration; and bus stops and curbside loading zones within 150 feet of the site. A **transportation study** may be required, depending on existing traffic conditions in the project area and the potential traffic generation of the proposed project, as determined by the Department's transportation planners. **Neighborhood notification** may also be required as part of the environmental review processes.

Assessor: 4,761



# SAN FRANCISCO PLANNING DEPARTMENT

**MEMO**

## Historic Resource Evaluation Response

*Project Address:* 2712 Broadway  
*Block/Lot:* 0959/008  
*Case No.:* 2010.0158E  
*Date of Review:* July 7, 2010  
*Planning Dept. Reviewer:* Sophie Hayward  
(415) 558-6372 | [sophie.hayward@sfgov.org](mailto:sophie.hayward@sfgov.org)

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PROPOSED PROJECT       Demolition       Alteration

### PROJECT DESCRIPTION

The proposed project includes the demolition of the existing single-family home, and the construction of a new, single-family home. According to the information submitted by the Project Sponsor, the existing subject building includes approximately 7,000 square feet, although information from the Assessor's Office indicates that the existing structure measures approximately 4,760 square feet. The proposed replacement structure measures, according to an estimate provided by the Project Sponsor, approximately 9,810 square feet. The proposed new structure is still in the design development stage.

### PRE-EXISTING HISTORIC RATING / SURVEY

The County Assessor's records indicate that the building was constructed in 1900, which is roughly consistent with information submitted by the Project Sponsor, which indicates that the subject building was constructed circa 1897. Although the subject building is not included on any historic surveys and is not included on the National or the California Registers, its recorded date of construction makes it a "Category B" building for the purposes of CEQA review by the Planning Department.<sup>1</sup> It does not appear that the subject building is an historic resource for the purposes of CEQA review.

### HISTORIC DISTRICT / NEIGHBORHOOD CONTEXT

The subject building is located on the north side of Broadway on the block between Divisadero and Broderick Streets, within an RH-1(D) Zoning District in the Pacific Heights Neighborhood. The subject building is located on a block characterized by a range of architectural styles (including buildings constructed in Edwardian, modified Georgian Revival, and contemporary architectural styles) and dates of construction. It does not appear that the subject property is located within a potential historic district for the purposes of CEQA.

<sup>1</sup> Please see "Preservation Bulletin #16," available online at:  
[http://www.sfgov.org/site/uploadedfiles/planning/projects\\_reports/PresBulletin16CEQA10\\_8\\_04.PDF](http://www.sfgov.org/site/uploadedfiles/planning/projects_reports/PresBulletin16CEQA10_8_04.PDF) (November 2, 2007)

1. **California Register Criteria of Significance:** Note, a building may be an historical resource if it meets any of the California Register criteria listed below. If more information is needed to make such a determination please specify what information is needed. *(This determination for California Register Eligibility is made based on existing data and research provided to the Planning Department by the above named preparer / consultant and other parties. Key pages of report and a photograph of the subject building are attached.)*

Event: or  Yes  No  Unable to determine  
Persons: or  Yes  No  Unable to determine  
Architecture: or  Yes  No  Unable to determine  
Information Potential:  Further investigation recommended.  
District or Context:  Yes, may contribute to a potential district or significant context

**If Yes; Period of significance:**

Notes: Below is an evaluation of the subject property against the criteria for inclusion on the California Register; it does not appear that the subject property is eligible for the California Register. The Project Sponsor submitted an Historic Resource Evaluation (HRE), prepared by Knapp Architects, dated February, 2010. The report finds that the subject property is neither individually eligible for the California Register, nor that the subject building is located within a potential historic district. Staff concurs with the submitted report.<sup>2</sup>

*Criterion 1: It is associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States;*

Based on a review of historic Sanborn Fire Insurance Maps, it appears that the subject building was one of the earliest buildings constructed on the subject block. However, it does not appear that the subject building is associated with a specific event that has made a significant contribution to broad patterns of local or regional history, and that the subject building is not eligible for listing on the California Register under Criterion 1.

*Criterion 2: It is associated with the lives of persons important in our local, regional, or national past;*

There is no known association between the subject property and persons important in our local, regional, or national past. The first known owner of the subject lot was Thomas Magee, Jr. No information submitted by the Project Sponsor indicates that the subject building is associated with a significant person. It does not appear that the subject building is eligible for listing on the California Register under Criterion 2.

*Criterion 3: It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values;*

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<sup>2</sup> "Historic Resource Evaluation Report for 2712 Broadway Street" Knapp Architects (February, 2010). The report is included in the case docket (Case No. 2010.0158E) for the proposed project, and is available for viewing by request at the Planning Department, 1650 Mission Street, 4<sup>th</sup> Floor, San Francisco, CA, 94103.

The subject building is roughly square in plan with a hipped roof, and is a two-and-a-half-story-over-basement, wood-frame, single-family dwelling clad in wood siding. The subject building is supported by a brick foundation, and a small dormer is centered in the roof facing Broadway. The HRE submitted by the Project Sponsor identifies the architectural style of the subject building as "American Foursquare," and notes that the primary, street-facing elevation is divided into four equal quadrants.

While the subject building is similar in style to buildings constructed in the northern portion of San Francisco, particularly in the Jordan Park area south of California Street, it does not appear to be individually eligible for the California Register. Staff concurs with the finding in the submitted HRE, which states that the "building at 2712 Broadway Street exhibits the Colonial Revival style in the simplified American Foursquare configuration, but is not a distinguished example of this style that was extensively used in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries."<sup>3</sup> It is important to note that Staff also concurs with the determination made in the submitted HRE that the subject building is not located within a potential historic district; were there a concentration of buildings constructed in a similar style in the surrounding area, it is likely that the subject building would be considered a contributor to a potential historic district. Absent the presence of a potential historic district, it does not appear that the subject building is individually eligible for listing on the California Register based on Criterion 3.

It does not appear that the subject building is representative of a type, period, region, or method of construction. It does not appear that the subject building is significant based on Criterion 3.

*Criterion 4: It yields, or may be likely to yield, information important in prehistory or history;*

It does not appear that the subject property is likely to yield information important to a better understanding of prehistory or history.

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2. **Integrity** is the ability of a property to convey its significance. To be a resource for the purposes of CEQA, a property must not only be shown to be significant under the California Register criteria, but it also must have integrity. To retain historic integrity a property will always possess several, and usually most, of the aspects. The subject property has retained or lacks integrity from the period of significance noted above:

<b>Location:</b>	<input type="checkbox"/> Retains	<input type="checkbox"/> Lacks	<b>Setting:</b>	<input type="checkbox"/> Retains	<input type="checkbox"/> Lacks
<b>Association:</b>	<input type="checkbox"/> Retains	<input type="checkbox"/> Lacks	<b>Feeling:</b>	<input type="checkbox"/> Retains	<input type="checkbox"/> Lacks
<b>Design:</b>	<input type="checkbox"/> Retains	<input type="checkbox"/> Lacks	<b>Materials:</b>	<input type="checkbox"/> Retains	<input type="checkbox"/> Lacks
<b>Workmanship:</b>	<input type="checkbox"/> Retains	<input type="checkbox"/> Lacks			

Notes: Evaluation of integrity is not applicable as the subject building has not been shown to be significant under California Register criteria.

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<sup>3</sup> Ibid, Page 8.

3. Determination Whether the property is an "historical resource" for purposes of CEQA

- No Resource Present (Go to 6. below)       Historical Resource Present (Continue to 4.)

4. If the property appears to be an historical resource, whether the proposed project would materially impair the resource (i.e. alter in an adverse manner those physical characteristics which justify the property's inclusion in any registry to which it belongs).

- The project would not cause a substantial adverse change in the significance of the resource such that the significance of the resource would be materially impaired. (Continue to 5. if the project is an alteration).

- The project is a significant impact as proposed. (Continue to 5. if the project is an alteration)

5. Character-defining features of the building to be retained or respected in order to avoid a significant adverse effect by the project, presently or cumulatively.

6. Whether the proposed project may have an adverse effect on off-site historical resources, such as adjacent historic properties.

- Yes     No     Unable to determine

Notes: As noted above, the subject building does not appear to be an historic resource, nor does it appear to be located within a potential historic district. It does not appear that the proposed project would have an adverse effect on off-site historical resources.

**PRESERVATION COORDINATOR REVIEW**

Signature: \_\_\_\_\_

Tim Frye, Acting Preservation Coordinator

Date: \_\_\_\_\_

7/8/10

**CC:**

Linda Avery, Commission Secretary, Historic Preservation Commission  
Viraliza Byrd / Historic Resource Impact Review File

G:\DOCUMENTS\historic\2712 Broadway Street.doc



# SAN FRANCISCO PLANNING DEPARTMENT

1650 Mission Street Suite 400 San Francisco, CA 94103

## NOTICE OF BUILDING PERMIT APPLICATION (SECTION 311)

On February 15, 2011, the Applicant named below filed Demolition Permit Application No. 2011.02.14.0173 (Demolition) and Building Permit Application No. 2011.02.15.0303 (New Construction) with the City and County of San Francisco.

CONTACT INFORMATION		PROJECT SITE INFORMATION	
Applicant:	Tom Taylor, Taylor Lombardo Arch.	Project Address:	2712 Broadway Street
Address:	529 Commercial Street, Suite 400	Cross Streets:	Divisadero / Broderick Streets
City, State:	San Francisco, CA 94111	Assessor's Block /Lot No.:	0959/008
Telephone:	(415) 433-7777	Zoning Districts:	RH-1(D) /40-X

Under San Francisco Planning Code Section 311, you, as a property owner or resident within 150 feet of this proposed project, are being notified of this Building Permit Application. You are not obligated to take any action. For more information regarding the proposed work, or to express concerns about the project, please contact the Applicant above or the Planner named below as soon as possible. If you believe that there are exceptional or extraordinary circumstances associated with the project, you may request the Planning Commission to use its discretionary powers to review this application at a public hearing. Applications requesting a Discretionary Review hearing must be filed during the 30-day review period, prior to the close of business on the Expiration Date shown below, or the next business day if that date is on a week-end or a legal holiday. If no Requests for Discretionary Review are filed, this project will be approved by the Planning Department after the Expiration Date.

PROJECT SCOPE			
<input checked="" type="checkbox"/> DEMOLITION	and/or	<input checked="" type="checkbox"/> NEW CONSTRUCTION	or <input type="checkbox"/> ALTERATION
<input type="checkbox"/> VERTICAL EXTENSION		<input type="checkbox"/> CHANGE # OF DWELLING UNITS	<input type="checkbox"/> FACADE ALTERATION(S)
<input type="checkbox"/> HORIZ. EXTENSION (FRONT)		<input type="checkbox"/> HORIZ. EXTENSION (SIDE)	<input type="checkbox"/> HORIZ. EXTENSION (REAR)

PROJECT FEATURES	EXISTING CONDITION	PROPOSED CONDITION
BUILDING USE .....	Single-Family Dwelling .....	No Change
FRONT SETBACK .....	15 feet .....	No Change
SIDE SETBACKS .....	11 ft @ west / 1 ft @ east .....	8 ft @ west / none @ east
BUILDING DEPTH .....	83 feet .....	88 feet
REAR YARD .....	39 feet .....	34 feet
HEIGHT OF BUILDING .....	37 feet to ridge .....	30 ft @ midpoint of roof
NUMBER OF STORIES .....	3 over basement .....	No Change
NUMBER OF DWELLING UNITS .....	1 .....	No Change
NUMBER OF OFF-STREET PARKING SPACES .....	2 .....	3

### PROJECT DESCRIPTION

The proposal is to demolish the existing three-story, single-family residence and to construct a new three-story, single-family residence. Per Planning Code Section 317, regarding residential demolition, the proposed demolition (Case No. 2010.0158D) and replacement building (Case No. 2011.0643D) are exempt from a Mandatory Discretionary Review hearing based on the appraised value of the property. A side yard variance (Case No. 2010.0158V) is requested, as no side yard is proposed along the east side property line, where a four-foot side yard is required per Planning Code Section 133. The variance hearing is tentatively scheduled for 9:30 AM on Wednesday, May 23, 2012 at City Hall, 1 Dr. Carlton B. Goodlett Place, Room 408. The required variance notice will be mailed under a separate cover. See attached plans.

PLANNER'S NAME: Glenn Cabreros

PHONE NUMBER: (415) 558-6169

EMAIL: glenn.cabreros@sfgov.org

DATE OF THIS NOTICE: 5/03/2012

EXPIRATION DATE: 6/01/2012

# APPLICATION FOR Discretionary Review

## 1. Owner/Applicant Information

DR APPLICANT'S NAME: DAVID RAMER, DR ARCHITECTURE AND GRANT MARANI, ROBERT A.M. STERN ARCHITECTS*		
DR APPLICANT'S ADDRESS: DR ARCHITECTURE, 442 POST STREET, SUITE 302, SAN FRANCISCO, CA	ZIP CODE: 94102	TELEPHONE: ( 415 ) 397-2707

PROPERTY OWNER WHO IS DOING THE PROJECT ON WHICH YOU ARE REQUESTING DISCRETIONARY REVIEW NAME: BILL CAMPBELL		
ADDRESS: 2712 BROADWAY, SAN FRANCISCO, CA	ZIP CODE: 94115	TELEPHONE: ( 415 ) 271-0085

CONTACT FOR DR APPLICATION: Same as Above <input checked="" type="checkbox"/>		
ADDRESS:	ZIP CODE:	TELEPHONE: ( )
E-MAIL ADDRESS: RAMER@DRARCHITECTURE.COM		

\*AUTHORIZED AGENTS OF OWNER OF 2710 BROADWAY. SEE EXHIBIT 'E' LETTER OF AUTHORIZATION ENCLOSED.

## 2. Location and Classification

STREET ADDRESS OF PROJECT: 2712 BROADWAY, SAN FRANCISCO, CA	ZIP CODE: 94115
CROSS STREETS: DIVISADERO & BRODERICK	

ASSESSORS BLOCK/LOT: 0959 / 008	LOT DIMENSIONS: 45' x 137.5'	LOT AREA (SQ FT): 6187.5	ZONING DISTRICT: RH-1 (D)	HEIGHT/BULK DISTRICT: 40-X
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## 3. Project Description

Please check all that apply

Change of Use  Change of Hours  New Construction  Alterations  Demolition  Other

Additions to Building: Rear  Front  Height  Side Yard

Present or Previous Use: SINGLE FAMILY RESIDENCE

Proposed Use: SINGLE FAMILY RESIDENCE

Building Permit Application No. 2011.0214.0173 (DEMOLITION)  
2011.0215.0303 (NEW CONSTRUCTION)

Date Filed: 02/14/2011  
02/15/2011

11.0643011

4. Actions Prior to a Discretionary Review Request

Prior Action	YES	NO
Have you discussed this project with the permit applicant?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you discuss the project with the Planning Department permit review planner?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you participate in outside mediation on this case?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. Changes Made to the Project as a Result of Mediation

If you have discussed the project with the applicant, planning staff or gone through mediation, please summarize the result, including any changes there were made to the proposed project.

THERE HAS BEEN NO FORMAL MEDIATION, BUT THE PROJECT SPONSOR (2712 BROADWAY) AND OWNER OF 2710 AND AUTHORIZED AGENTS HAVE MET TO REVIEW THE PROJECT SCOPE AND DESIGN SEVERAL TIMES, THE LAST BEING MAY 30, 2012. THE APPLICANT AND SPONSOR ARE STILL ENGAGED IN DISCUSSIONS WITH THE INTENT OF REACHING A MUTUALLY SATISFACTORY DESIGN.

## Discretionary Review Request

In the space below and on separate paper, if necessary, please present facts sufficient to answer each question.

1. What are the reasons for requesting Discretionary Review? The project meets the minimum standards of the Planning Code. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines? Please be specific and site specific sections of the Residential Design Guidelines.
  - A. THE PROPOSED DESIGN FOR 2712 BROADWAY INCLUDES A ZERO SETBACK ON THE EAST AND AN 8'-0" SETBACK ON THE WEST. SECTION 133 OF THE PLANNING CODE SUPPORTS 4'-0" SIDE YARD SETBACKS TO MAINTAIN LIGHT AND AIR TO ADJACENT PROPERTIES. SEE EXHIBIT 'A'.
  - B. THE PROPOSED ROOF DESIGN FOR 2712 BROADWAY INCLUDES AN ASYMMETRICAL ARC ROOF AND DORMER THAT DOMINATE THE APPEARANCE OF THE BUILDING. THE DORMER IS NOT SET BACK 10'-0" FROM THE EDGE OF THE BUILDING AS RECOMMENDED IN THE RESIDENTIAL GUIDELINES. SEE EXHIBIT 'B'.
  - C. THE FRONT MASS OF THE ROOF EXTENDS BEYOND THE EXISTING, INCREASING THE OVERALL PERCEPTION OF THE ROOF AND DEVIATING FROM THE RESIDENTIAL GUIDELINES PRINCIPLE OF PROVIDING VARIED FRONT SETBACKS TO CREATE A PEDESTRIAN SCALE AT THE STREET. SEE EXHIBIT 'A'.
2. The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction. Please explain how this project would cause unreasonable impacts. If you believe your property, the property of others or the neighborhood would be adversely affected, please state who would be affected, and how:
  - A. A ZERO SETBACK WOULD ADVERSELY AFFECT THE QUALITY OF LIGHT AND VENTILATION AS WELL AS INCREASE RESULTANT WIND TUNNELING (THE 'VENTURI EFFECT') WHICH COULD POTENTIALLY DAMAGE LANDSCAPING, THE FUNCTIONING OF MECHANICAL SYSTEMS, INCREASE NOISE LEVELS, AND REDUCE THE VIEW CORRIDOR. SEE EXHIBIT 'G'.
  - B. THE PROPOSED ROOF DESIGN AND SETBACK REDUCE THE AMOUNT OF SUNLIGHT ALONG THE WEST SIDE OF 2710 BROADWAY BY ABOUT AN HOUR IN THE SUMMERTIME AS WELL AS LATE SUMMER LIGHT ON THE NORTH GARDEN/FACADE. THE COMBINATION OF A HIGH ROOF AND ZERO SETBACK CREATES AN EXAGGERATED REDUCTION OF LIGHT ON THE WEST SIDE OF 2710 BROADWAY. SEE EXHIBIT 'C'.
  - C. THE FRONT MASS OF THE ROOF DIMINISHES THE AMOUNT OF LIGHT ON THE WEST SIDE OF 2710 BROADWAY. SEE EXHIBIT 'C'.
3. What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?
  - A. MAINTAIN THE 4'-0" EAST SIDE YARD SETBACK ALONG THE EAST FACADE AS ESTABLISHED BY THE PLANNING CODE AND RESIDENTIAL GUIDELINES TO PRESERVE LIGHT AND PUBLIC VIEW. THIS COULD BE ACHIEVED BY RELOCATING THE ELEVATOR IN THE PROPOSED DESIGN. SEE EXHIBIT 'D'. CONSIDER INCREASING THE PROPOSED REAR SETBACK (REDUCING THE REAR FOOTPRINT) TO MAINTAIN LIGHT ON THE NORTHWEST SIDE OF 2710 BROADWAY.
  - B, C. PER THE RESIDENTIAL GUIDELINES, SET BACK FRONT OF ROOF TO CREATE A THIRD FLOOR TERRACE TO PROVIDE PEDESTRIAN SCALE AT STREET, ARTICULATE THE FRONT FACADE, AND REGAIN LIGHT ON WEST SIDE. REPLACE LARGE DORMER WITH SMALLER DORMERS BY RELOCATING AND/OR USING HYDRAULIC ELEVATOR. SEE EXHIBIT 'D'.

11.06430 11

## Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- a: The undersigned is the owner or authorized agent of the owner of this property.
- b: The information presented is true and correct to the best of my knowledge.
- c: The other information or applications may be required.

Signature: 

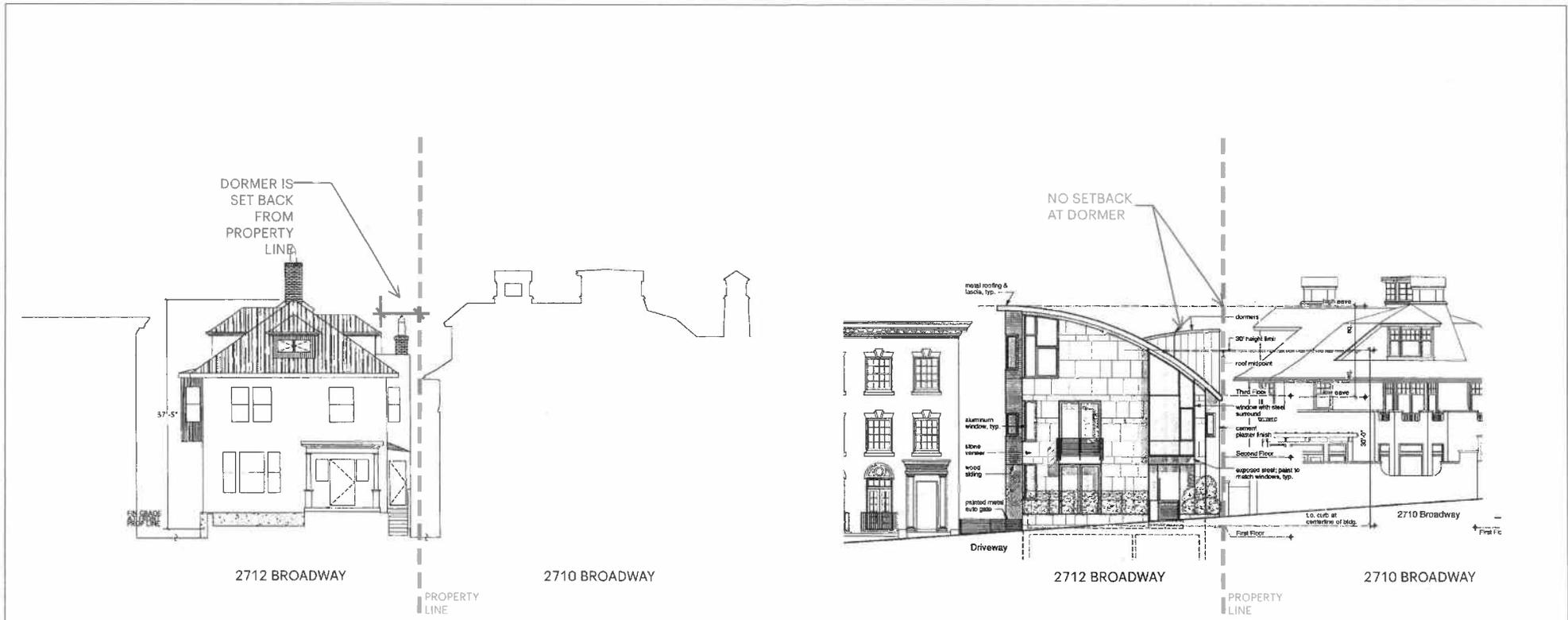
Date: 5/31/2012

Print name, and indicate whether owner, or authorized agent:

DAVID RAMER, DR ARCHITECTURE

Owner /  Authorized Agent (circle one)





EXISTING CONDITIONS AT 2712 BROADWAY

PROPOSED DESIGN FOR 2712 BROADWAY

KEY  
 ——— SETBACK DIMENSION  
 - - - - - PROPERTY LINE

REQUEST FOR DISCRETIONARY REVIEW

2712 BROADWAY  
 SAN FRANCISCO, CA

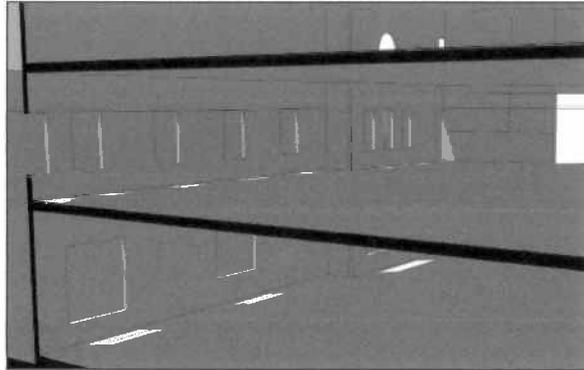
PA #2011.0214.0173 (DEMOLITION)  
 PA #2011.0215.0303 (NEW CONSTRUCTION)

EXHIBIT 'B'  
 SETBACK AND ROOF COMPARISON

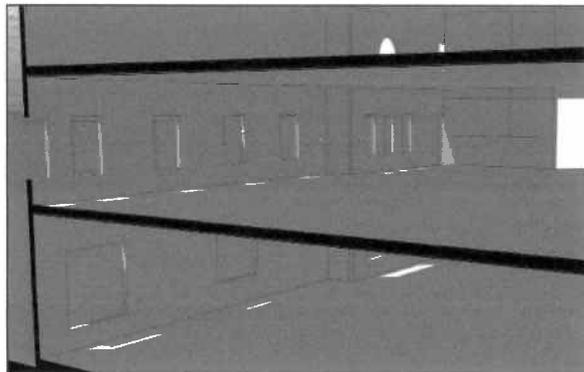
ROBERT A.M. STERN ARCHITECTS  
 JUNE 01, 2012

© 2012 ROBERT A.M. STERN ARCHITECTS, LLP

1:30PM

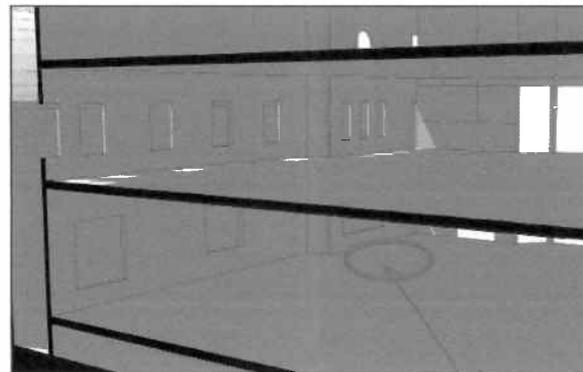
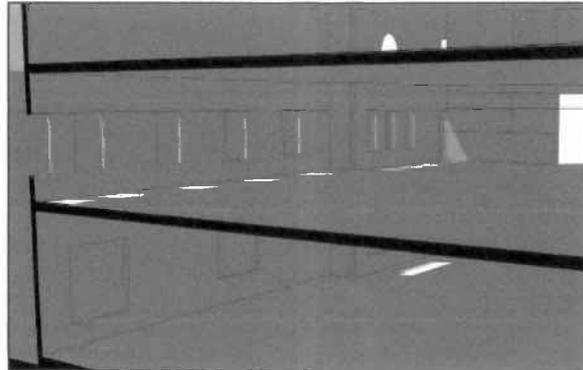


LIGHT STUDY OF INTERIOR OF 2710 BROADWAY  
EXISTING CONDITIONS AT 2712 BROADWAY



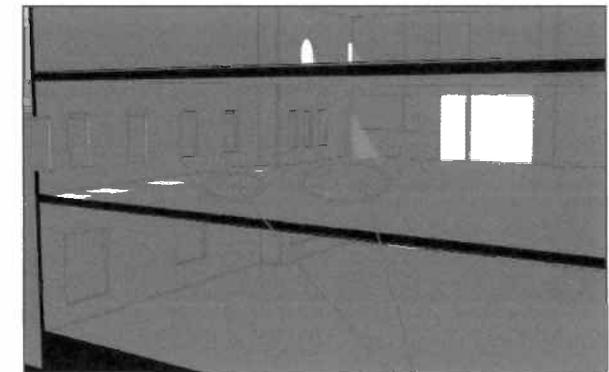
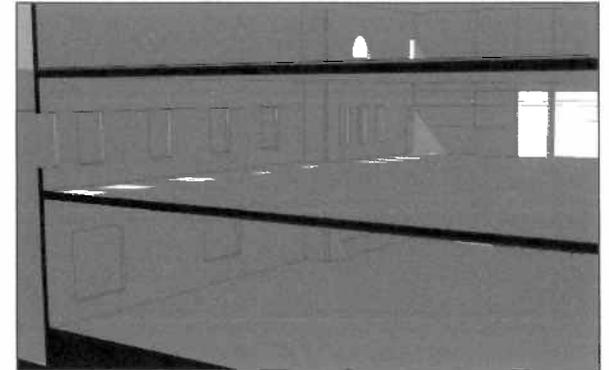
LIGHT STUDY OF INTERIOR OF 2710 BROADWAY  
PROPOSED DESIGN AT 2712 BROADWAY

2:20PM



NO LIGHT

3:00PM



NO LIGHT

REQUEST FOR DISCRETIONARY REVIEW

2712 BROADWAY  
SAN FRANCISCO, CA

PA #2011.0214.0173 (DEMOLITION)

PA #2011.0215.0303 (NEW CONSTRUCTION)

### EXHIBIT 'C' LIGHT STUDY

ROBERT A.M. STERN ARCHITECTS

JUNE 01, 2012



# APPLICATION FOR Discretionary Review

## 1. Owner/Applicant Information

DR APPLICANT'S NAME: <b>VINCENT TOBKIN</b>		
DR APPLICANT'S ADDRESS: <b>2714 BROADWAY, SAN FRANCISCO, CA</b>	ZIP CODE: <b>94115</b>	TELEPHONE: <b>( 415) 563.4058</b>
PROPERTY OWNER WHO IS DOING THE PROJECT ON WHICH YOU ARE REQUESTING DISCRETIONARY REVIEW NAME: <b>BILL CAMPBELL</b>		
ADDRESS: <b>2712 BROADWAY, SAN FRANCISCO, CA</b>	ZIP CODE: <b>94115</b>	TELEPHONE: <b>( 415) 271.0085</b>
CONTACT FOR DR APPLICATION: Same as Above <input checked="" type="checkbox"/>		
ADDRESS:  	ZIP CODE:  	TELEPHONE: <b>( )</b>
E-MAIL ADDRESS: <b>vince.tobkin@gmail.com</b>		

## 2. Location and Classification

STREET ADDRESS OF PROJECT: <b>2712 BROADWAY, SAN FRANCISCO, CA 94115</b>		ZIP CODE:  
CROSS STREETS: <b>DIVISADERO &amp; BRODERICK</b>		
ASSESSORS BLOCK/LOT: <b>0959 008 /</b>	LOT DIMENSIONS: <b>45' x 137.5'</b>	LOT AREA (SQ FT): <b>6187.5</b>
ZONING DISTRICT: <b>RH-1 (D)</b>		HEIGHT/BULK DISTRICT: <b>40-X</b>

## 3. Project Description

Please check all that apply

Change of Use  Change of Hours  New Construction  Alterations  Demolition  Other Additions to Building: Rear  Front  Height  Side Yard Present or Previous Use: **SINGLE FAMILY RESIDENCE**Proposed Use: **SINGLE FAMILY RESIDENCE**Building Permit Application No. **2011.0214.0173 (DEMOLITION)** Date Filed: **2/14/11**  
 **2011.0215.0303 (NEW CONSTRUCTION)** **2/15/11**

11.06430

4. Actions Prior to a Discretionary Review Request

Prior Action	YES	NO
Have you discussed this project with the permit applicant?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Did you discuss the project with the Planning Department permit review planner?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Did you participate in outside mediation on this case?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

5. Changes Made to the Project as a Result of Mediation

If you have discussed the project with the applicant, planning staff or gone through mediation, please summarize the result, including any changes there were made to the proposed project.

SEE ENCLOSED DOCUMENT

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# Discretionary Review Request

Application for **Discretionary Review**

CASE NUMBER:  
For Staff Use only

11.06430

In the space below and on separate paper, if necessary, please present facts sufficient to answer each question.

1. What are the reasons for requesting Discretionary Review? The project meets the minimum standards of the Planning Code. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines? Please be specific and site specific sections of the Residential Design Guidelines.

SEE ENCLOSED DOCUMENT

2. The Residential Design Guidelines assume some impacts to be reasonable and expected as part of construction. Please explain how this project would cause unreasonable impacts. If you believe your property, the property of others or the neighborhood would be adversely affected, please state who would be affected, and how:

SEE ENCLOSED DOCUMENT

3. What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?

SEE ENCLOSED DOCUMENT

11.0643D

# Applicant's Affidavit

Under penalty of perjury the following declarations are made:

- a: The undersigned is the owner or authorized agent of the owner of this property.
- b: The information presented is true and correct to the best of my knowledge.
- c: The other information or applications may be required.

Signature: 

Date: 5/22/12

Print name, and indicate whether owner, or authorized agent:

VINCENT TOBKIN

Owner / Authorized Agent (circle one)

Trustee of trust owning the house.

REQUEST FOR DISCRETIONARY REVIEW  
FOR 2712 BROADWAY  
PA # 2011.0214.0173 (DEMOLITION)  
PA #2011.0215.0303 (NEW CONSTRUCTION)

MAY 22, 2012

11.06430

**Changes Made to the Project as a Result of Mediation**

**If you have discussed the project with the applicant, planning staff or gone through mediation, please summarize the result, including any changes there were made to the proposed project.**

The project sponsor, 2712 Broadway, and the DR applicant, 2714 Broadway, have met several times to review the project scope and design, with the most recent meeting being on May 15, 2012. Previously the DR applicant has supported the design of the project as noted in a letter to Glenn Cabrerros dated August 26, 2011 (Exhibit D) and as designed in the Site Planning submittal dated 2/10/11.

**What are the reasons for requesting Discretionary Review? The project meets the minimum standards of the Planning Code. What are the exceptional and extraordinary circumstances that justify Discretionary Review of the project? How does the project conflict with the City's General Plan or the Planning Code's Priority Policies or Residential Design Guidelines? Please be specific and site specific sections of the Residential Design Guidelines.**

The reasons for requesting Discretionary Review include the following:

**Building Height:**

Per SFPC 260 the building height is limited to 30' since the rear property line is more than 20' lower than the front property line. Also, the curved roof shape allows for the 30' building height to be taken at the mid rise of the roof similar to a gabled roof per Sect 260(a)(2).

However, the intent in taking the mid rise of the sloped roof in determining height limits is that the mean roof height remains at 30', with half the roof above the height limit and half the roof below the height limit. In the case of the proposed curved roof, the mid elevation has been misrepresented so that approximately 75% of the roof is above the height limit while under a typical gabled or shed roof configuration this ratio would be 50/50. See enclosed Exhibit A. We request clarification on this interpretation.

The design of the building creates a building that has a front elevation of 38'-6" above the sidewalk at the west ridge, which seems inconsistent with the intent of a 30' height limit. The existing building has a height of 37'5" at the center of the gable per as builts dated 7-21-2011. The combination of the higher and offset roof ridge is not harmonious with the context of the neighborhood and is contrary to the slope of the street. In addition it should be noted that the proposed roof height and shape appears excessive and arbitrary as it creates a 14'± high ceiling space at the top floor Entertainment Rm #307. The roof can easily be lowered while still allowing for generous ceiling spaces within the top floor.

**Residential Design Guidelines: III Site Design Topography pg 11:**

The proposed building and roof design does not respect or follow the topography of the street or surrounding buildings by placing the high ridge of the sloped roof at the low (west) side of the lot. In addition the high ridge is approximately 2'-8" higher than the adjacent top of roof at 2714 Broadway. The design and massing of the subject Project is contextually more appropriate with the neighborhood by flipping the curve so that the high ridge is on the east side and slopes with the topography rather than against it. In this case the high ridge will still be lower than the ridge of the existing residence at 2710 Broadway creating a stepping of the buildings that is consistent with the slope of the street.

REQUEST FOR DISCRETIONARY REVIEW  
FOR 2712 BROADWAY  
PA # 2011.0214.0173 (DEMOLITION)  
PA #2011.0215.0303 (NEW CONSTRUCTION)

11.06430  
MAY 22, 2012

**Front Setback:**

Residential Design Guidelines: IV Building Scale at the Street pg 24:

The massing and height of the Project at the front façade is too large and does not complement the neighbors due to lack of façade articulation. Setting back the third floor of the Project will result in a front façade design that is more compatible with the neighborhood; See page 25 of the guidelines. A similar front setback at the upper story was proposed under the original Site Permit Submittal dated 2/10/11, see Exhibit B, and has been eliminated from the current design. We support a stepping of the front façade per the original Planning Submittal.

**Building Form:**

Rooflines: Residential Design Guidelines: IV Rooflines pg 30:

The sloped offset roof is not compatible with those of the surrounding buildings. Although, the block does not have a predominant roof typology, there are no examples of eccentric or offset roofs that have the high ridge offset towards the edge of the building along the uphill property line. We request that the design of the roofline be made more compatible with those of surrounding buildings.

Dormers: Residential Design Guideline: V Dormers pg 40 and Administrative Bulletin 003:

At a length of 47'± the proposed dormer is not compatible with the architectural character of the surrounding buildings and creates an appearance of a story that is above the 30' height limit.

**Architectural Merit:**

Residential Design Guidelines: VII Alterations to Buildings or Architectural Merit

Although the existing building on 2712 Broadway was built sometime between 1897 and 1900 and has been found to not be an Historical Resource, it should be noted that the house on 2714 Broadway has a resource status of A as a Known Historical Resource, see Exhibit C. As such, the proposed roofline on 2712 Broadway with the high ridge towards the west property line has a negative visual impact on the historical value of 2714 Broadway. Lowering the ridge to align with 2714 or flipping the curved roof will reduce the negative impact on 2714 Broadway.

**What alternatives or changes to the proposed project, beyond the changes (if any) already made would respond to the exceptional and extraordinary circumstances and reduce the adverse effects noted above in question #1?**

To reduce the preceding adverse effects we propose that the project sponsor return the design to the one previously presented in the neighborhood outreach meeting on 10/4/10, neighbor meeting of 3/29/11 and planning submittal of 2/10/11 (Exhibit B) and include the following changes:

- A. To maintain the height of the first two floors of the building at the front to approximately 23' above grade and to set back the third floor a minimum of 11' from the two-story front facade. This design will be closer to the massing of the existing house and preserve morning light to property at 2714 Broadway and afternoon light to 2710 Broadway.
- B. To orient the curved roof with its low point on the west side and its high point on the east side. The roof with the high point on the east side better relates to the street slope and reduces the overall massing of the building as the high point of the roof will now correspond with the high point of the street.

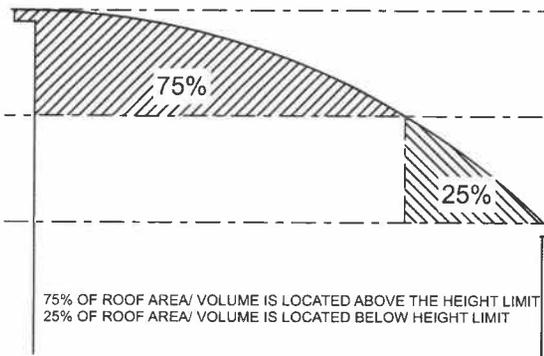
11.06430  
MAY 22, 2012

REQUEST FOR DISCRETIONARY REVIEW  
FOR 2712 BROADWAY  
PA # 2011.0214.0173 (DEMOLITION)  
PA #2011.0215.0303 (NEW CONSTRUCTION)

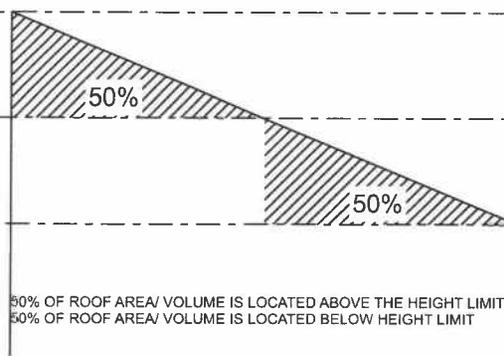
C. To reduce the overall height of the roof, so that the area of roof above the 30' height limit is equal to the area of roof below the 30' height limit as intended by SFPC 260(a)(2). "the average height of the rise in the case of a pitched roof" is intended to allow for the typical victorian style gable with the high point of the gable at the center of the house and lot, which reduces the height impact at the neighboring properties. The proposed asymmetrical curve creates an unnecessary high point adjacent to the property at 2714 Broadway, leading to excessive loss of light and privacy. It should be noted that the proposed curved roof creates a 14'± ceiling at the high point of the proposed third floor.

D. The DR sponsor supports the siting of the house with the driveway on the west side of the property as noted in a letter to Glenn Cabrerros on Aug 26, 2011 (Exhibit D) as it retains the footprint of the existing house. The proposed driveway and house location also retains the existing block pattern of offset driveways, see Exhibit E.

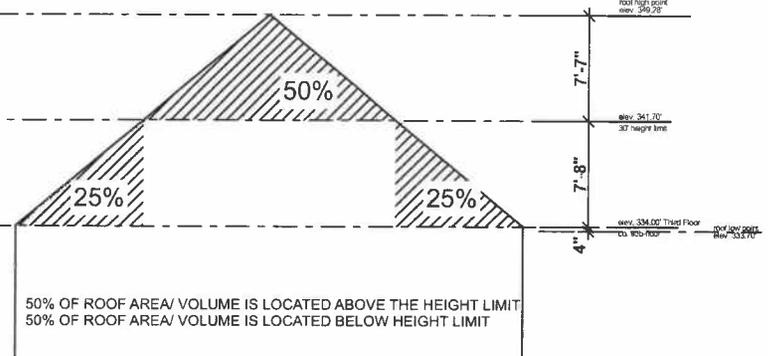
CURVED ROOF HEIGHT MEASUREMENT  
FOR 2712 BROADWAY DESIGN



SHED ROOF HEIGHT MEASUREMENT  
INTERPRETATION



TYPICAL GABLE ROOF HEIGHT  
MEASUREMENT PER SFPC 260 (a)(2)



11.0643D

EXHIBIT A  
ROOF DIAGRAMS  
SFPC Section 260(a)(3)





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2712 Broadway Street  
San Francisco, CA 94115  
Assessor's Block No. 0959 Lot No. 008



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Exterior Elevation

Scale: 1/4" = 1'-0"

Revision: \_\_\_\_\_ Date: \_\_\_\_\_

Site Detail (per version) 02.10.11

Job no: 0906

Drawn: LS

Checked: TT

Date: 02.10.11

Sheet no:

A2.04

**TWO STORY VOLUME AT FRONT  
W/ STEP UP TO THIRD FLOOR**



1 West Elevation

EXHIBIT B:  
SITE PERMIT SUBMITTAL 2/10/11

11.06430

11.0643D

2714 BROADWAY  
street address

959  
block number

9  
lot number

0  
summary

R 3  
building type/use/number of floors

landmark number

RELATIONSHIP WITH SURROUNDING BUILDINGS

Relationship of setting to building -2 -1 0 1 2 3 4 5

Importance as contribution to a cluster/streetscape -2 -1 0 1 2 3 4 5

ARCHITECTURAL DESIGN VALUATION

Facade proportions -2 -1 0 1 2 3 4 5

Richness/Excellence of detailing/decoration -2 -1 0 1 2 3 4 5

Unique visual feature of interest 0 1 2 3 4 5

Example of a rare or unusual style or design 0 1 2 3 4 5

Overall architectural quality -2 -1 0 1 2 3 4 5

PROPOSED FOR FURTHER INVESTIGATION

CORNICE, PARAPET, APPENDAGE  
Importance of cornice to building design -2 -1 0 1 2 3 4 5

Cornice contribution to streetscape -2 -1 0 1 2 3 4 5

FACADE CONDITION  
Physical condition -2 -1 0 1 2 3 4 5

Paint/Material color -2 -1 0 1 2 3 4 5

REMODELING  
Appropriateness of improvements -2 -1 0 1 2 3 4 5

Engler 11-3-76  
date

Field Notes

Review Notes

- Junior League Listing
- text  index  file
- Northern California Guide
- Other Listing \_\_\_\_\_

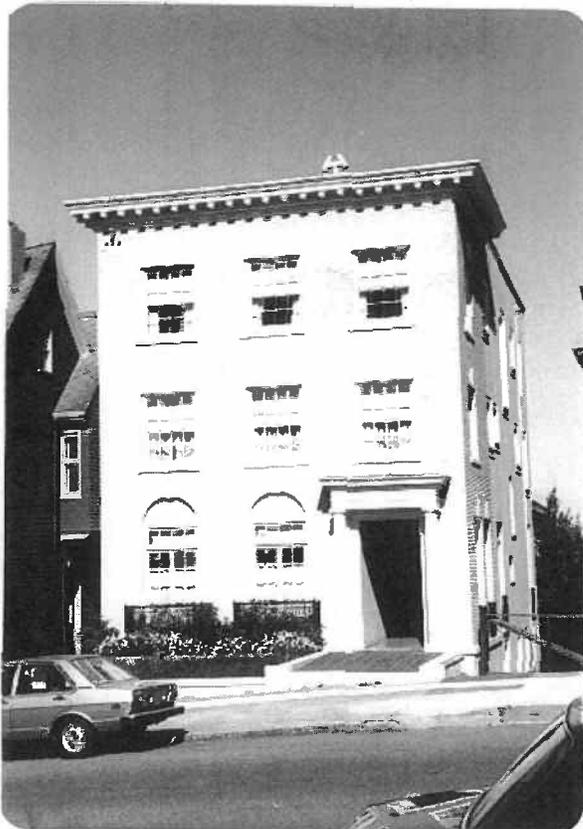


photo 357-31

EXHIBIT C  
2714 BROADWAY  
ARCHITECTURAL SURVEY 26

11.06430

August 26, 2011

VIA EMAIL & U.S. MAIL

Glenn Cabreros  
San Francisco Planning Department  
1650 Mission Street, Suite 400  
San Francisco, CA 94103  
PH: 415-558-6378 FX: 415-5580-6409

**RE: 2712 Broadway, App# 2011-0215-0303**

Dear Mr. Cabreros,

This letter is to inform you that we are the adjacent neighbors to 2712 Broadway and have reviewed the current drawings dated 03.29.11 as emailed by the project sponsor, Mr. Campbell, on August 15, 2011, see enclosed Exhibit A. We would like to express our support to the proposed project in the following two specific areas:

1. Location of the proposed building. We support the siting of the new structure that is within the boundaries of the footprint of the existing house and retains the front setback of the existing house.
2. Location of proposed driveway. We support the location of the driveway on the west side of the house as this is the location of the existing driveway and is consistent with the neighborhood pattern of driveways.

We understand that the planning department might require additional modifications to the project and we reserve the right to comment further on the style and aesthetics of the project at that point.

Please do not hesitate to contact us should you have any questions or concerns.

Sincerely,

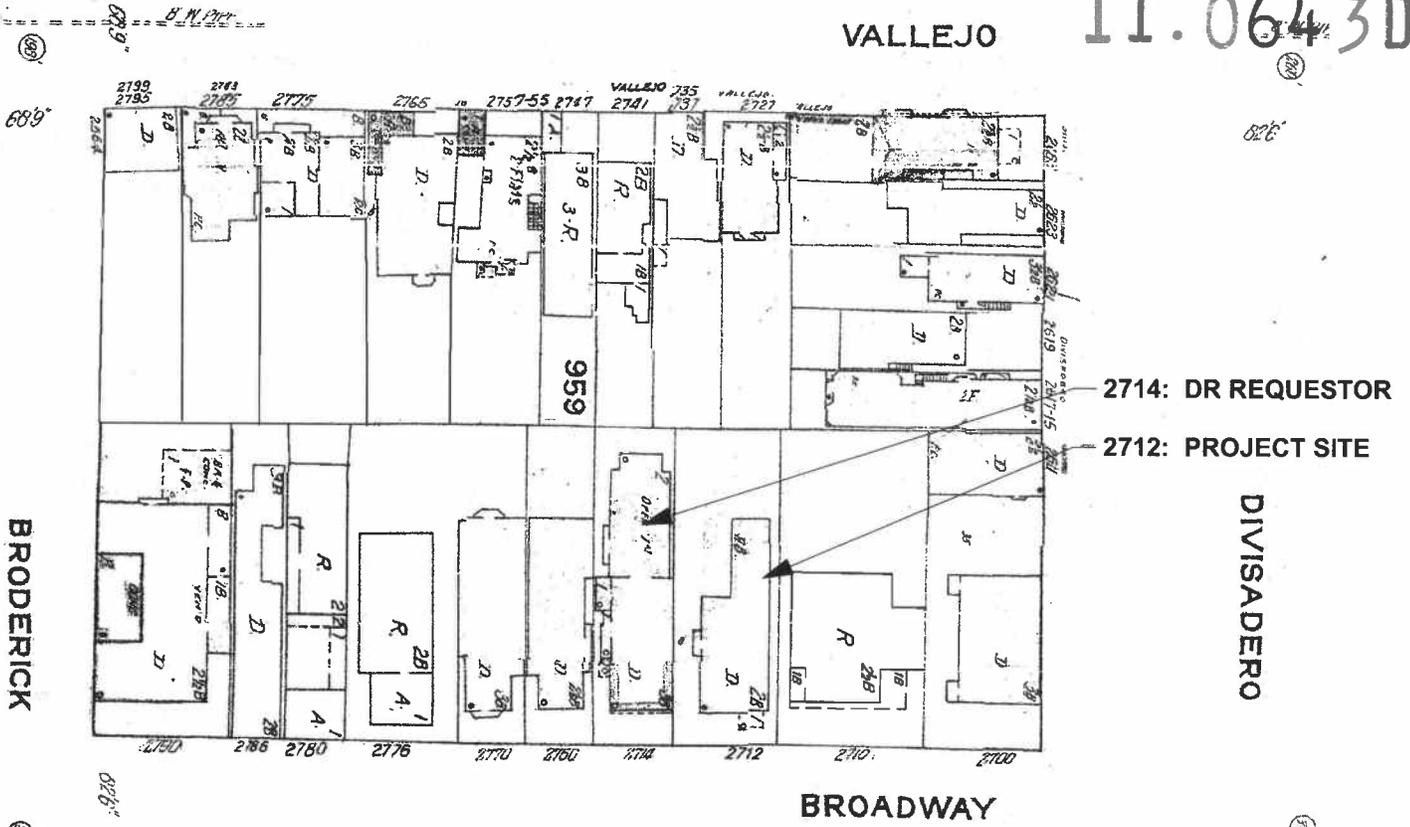


Vince Tobkin  
2714 Broadway  
[vince.tobkin@gmail.com](mailto:vince.tobkin@gmail.com)



Maribelle Leavitt  
2710 Broadway  
[mbleav@aol.com](mailto:mbleav@aol.com)

EXHIBIT D  
NEIGHBOR LETTER TO  
GLENN CABREROS

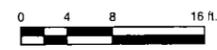
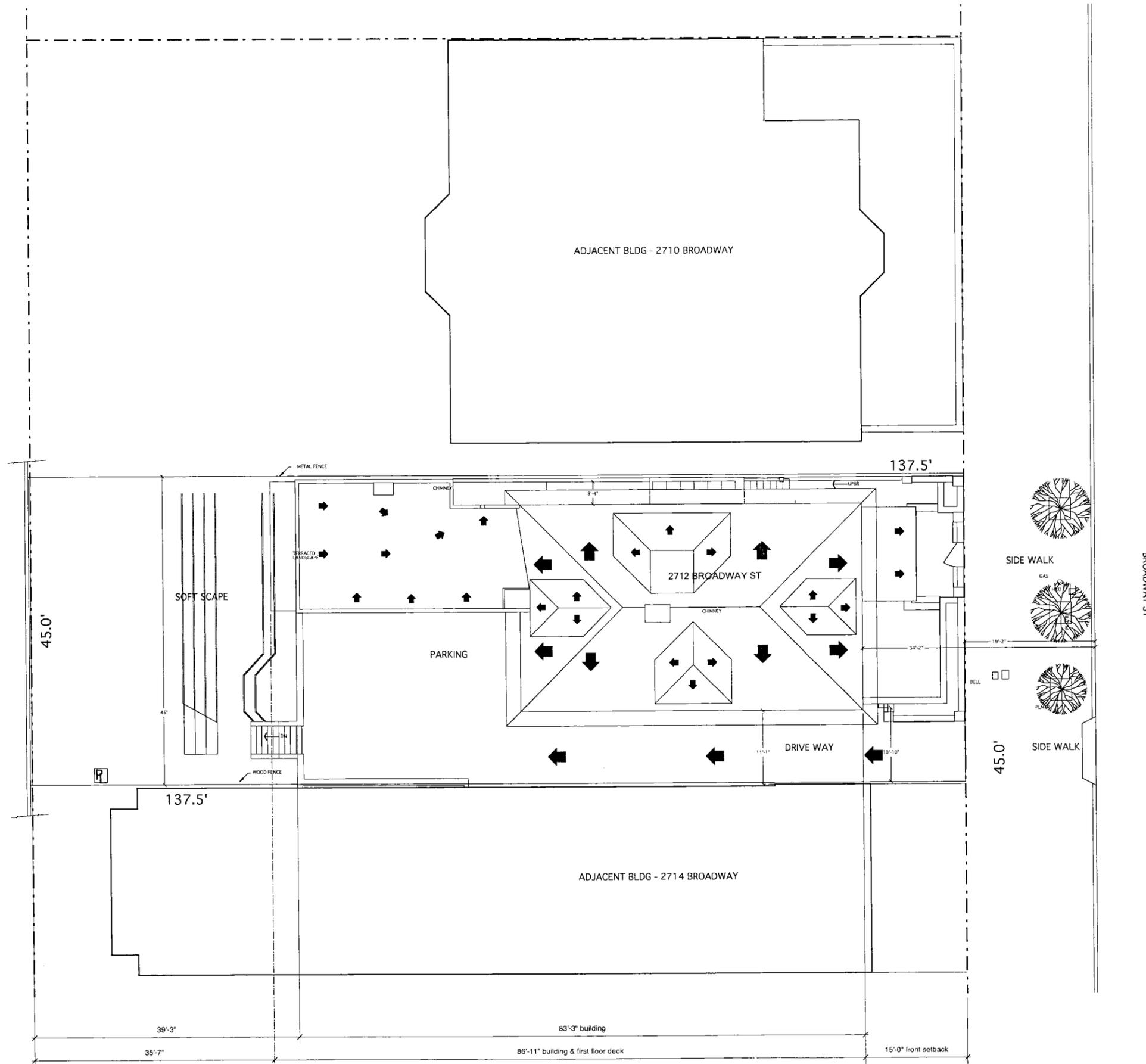


SANDBORN MAP SHOWING BLOCK PATTERN

address	owners	driveway side	garage side	comments
<b>Homes with side driveways and set back, below grade garages</b>				
2700	Henry	West	West	end of block
2712	Campbell	West	West	
2714	Tobkin	West	West	
2770	Chamberlin	West	West	
2790		East	East	end of block
<b>Homes with garage on the street at street level</b>				
2710	Leavitt		East	
2776			East	
2780			West	
2786			West	
<b>Homes without garages</b>				
2750	Milstein			no garage

DRIVEWAY AND GARAGE LOCATIONS ON 2700 BLOCK OF BROADWAY, NORTH SIDE

EXHIBIT E  
DRIVEWAY AND GARAGE LOCATIONS



2712 BROADWAY ST.  
SAN FRANCISCO, CA 94115

NOTE

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PH 800.318.0099  
asbuiltservices.com

EXISTING LANDSCAPE SITE PLAN

REF: 2712\_SF  
REV: 0  
DRAWN BY: JT  
AUDITED BY: JST

SHEET SIZE: 24x36  
SCALE: 3/16"=10"  
FIELD SURVEY  
5/05/2005-5/07/2009

**A-101**  
1 OF 6

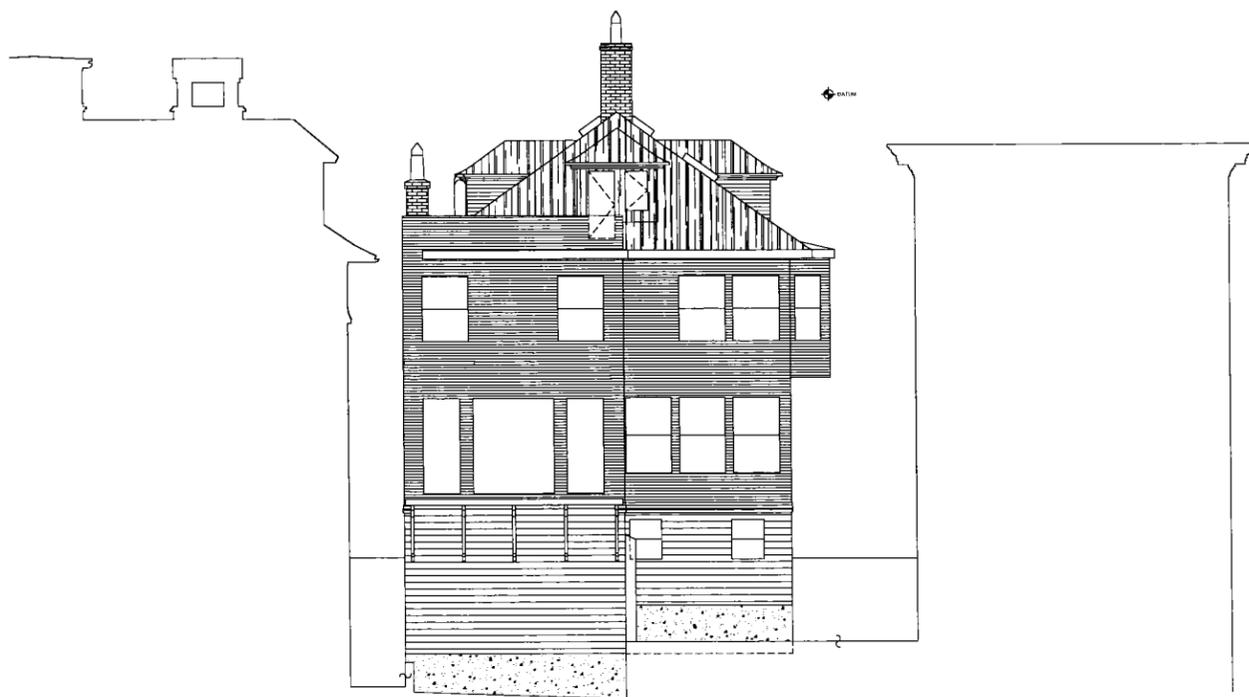
1 EXISTING LANDSCAPE SITE PLAN  
6187.5 SQFT



Existing South (Front) Elevation



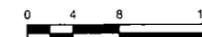
Existing East Elevation



Existing North (Rear) Elevation



Existing West Elevation



2712 BROADWAY ST.  
SAN FRANCISCO, CA 94115

NOTE

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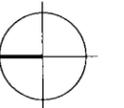
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EXISTING EXTERIOR ELEVATIONS

REF: 2712 SF  
REV: 0  
DRAWN BY: TL  
AUDITED BY: TL

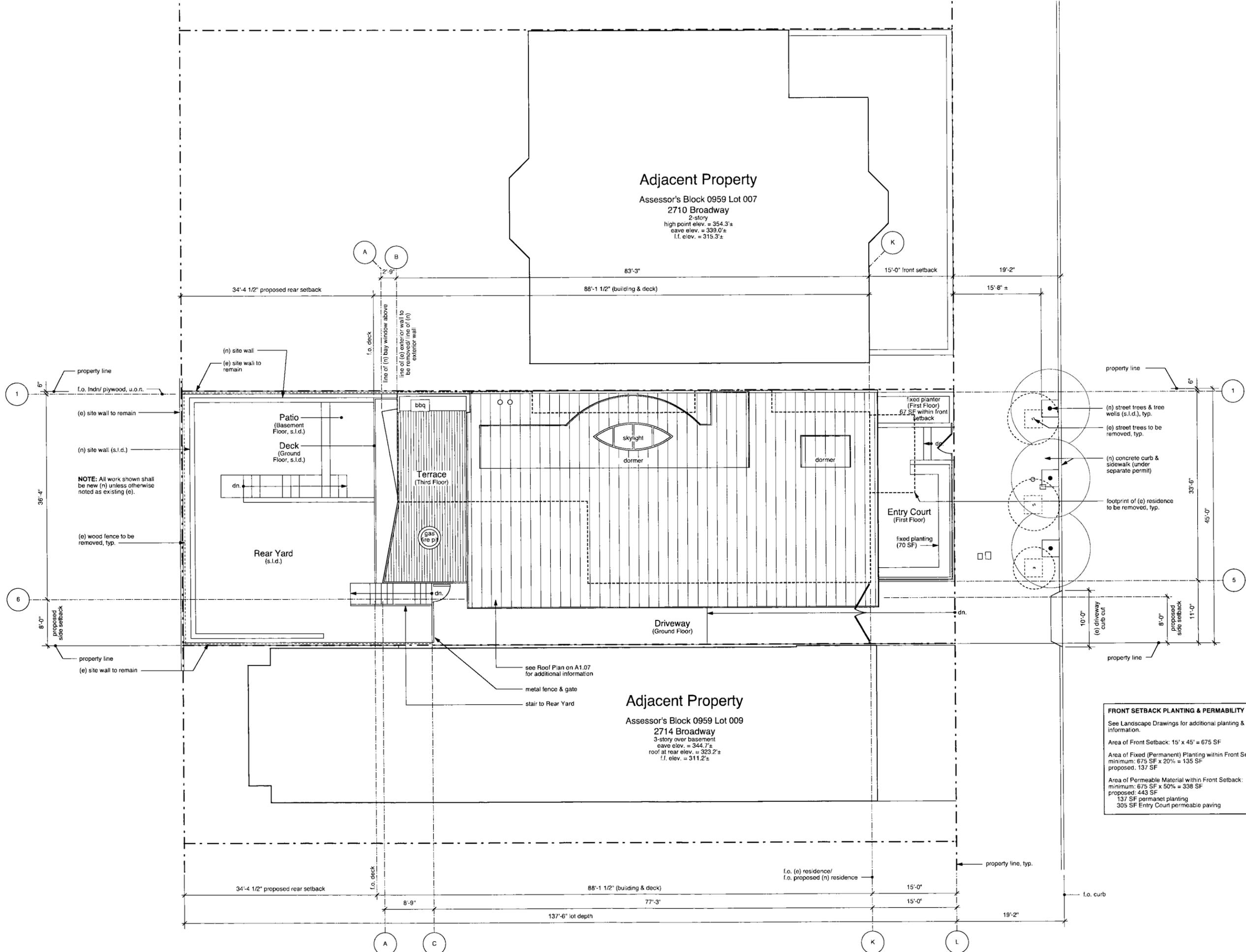
SHEET SIZE: 24x36  
SCALE: 1/4"=1'-0"  
FIELD SURVEY  
07/21/2011 - 07/28/2011

**A-201**  
5 OF 7



2712 Broadway Street  
San Francisco, CA 94115  
Assessor's Block No. 0959 Lot No. 008

BROADWAY STREET



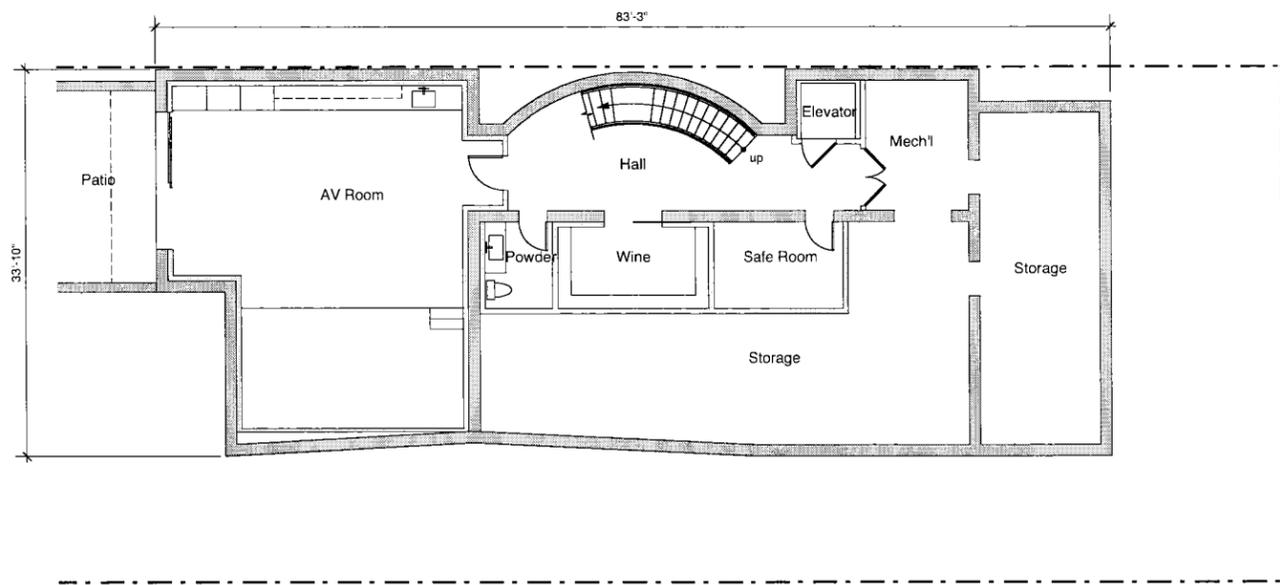
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Plot Plan

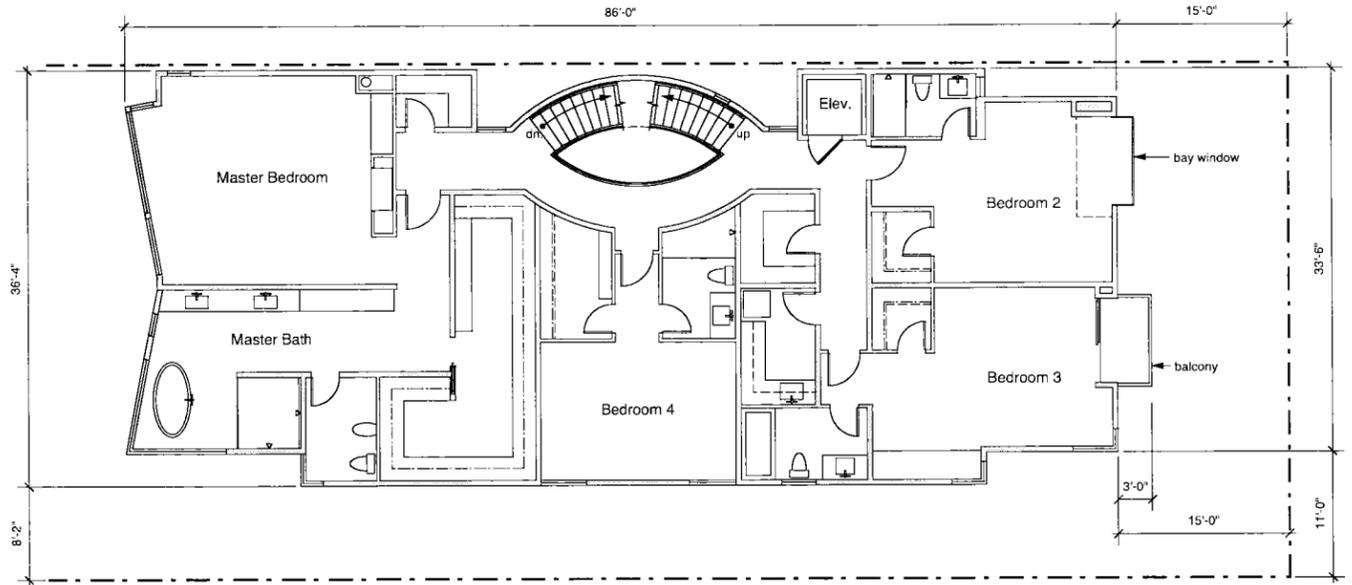


**FRONT SETBACK PLANTING & PERMABILITY NOTES:**  
 See Landscape Drawings for additional planting & hardscape information.  
 Area of Front Setback: 15' x 45' = 675 SF  
 minimum: 675 SF x 20% = 135 SF  
 proposed: 137 SF  
 Area of Fixed (Permanent) Planting within Front Setback:  
 minimum: 675 SF x 50% = 338 SF  
 proposed: 443 SF  
 137 SF permanent planting  
 305 SF Entry Court permeable paving

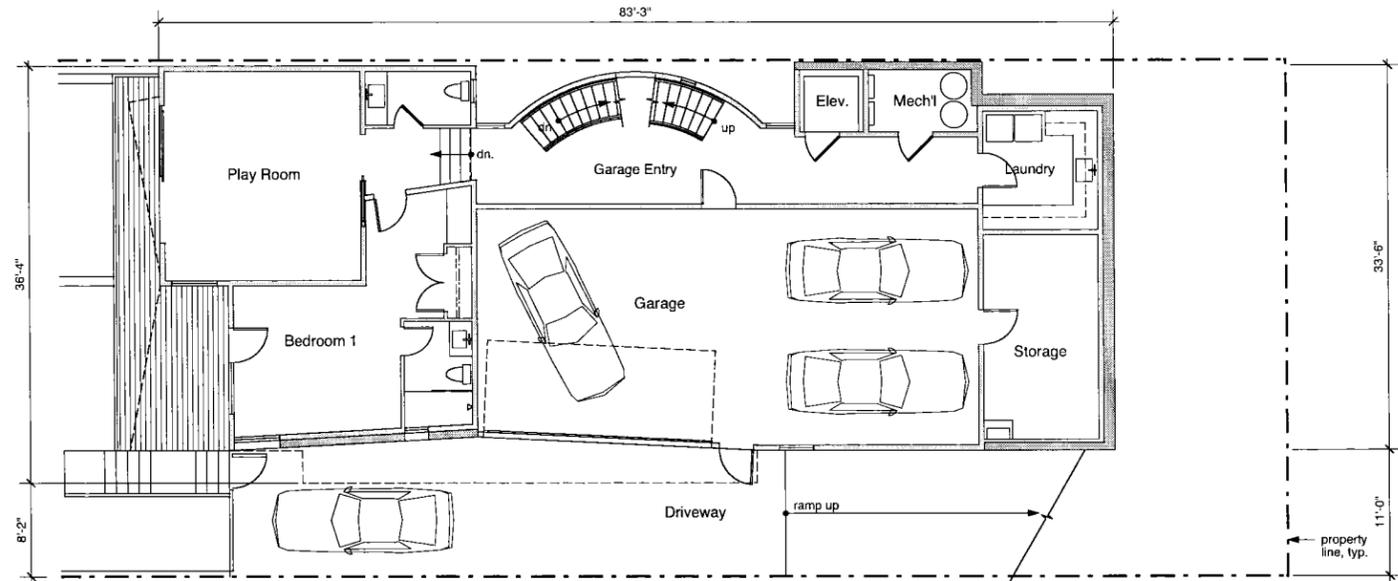
revision: \_\_\_\_\_ date: \_\_\_\_\_  
 NODPR #5 response 04.03.12  
 job no: 0905  
 drawn: LS  
 checked: TT  
 date: 02.10.11  
 sheet no: \_\_\_\_\_



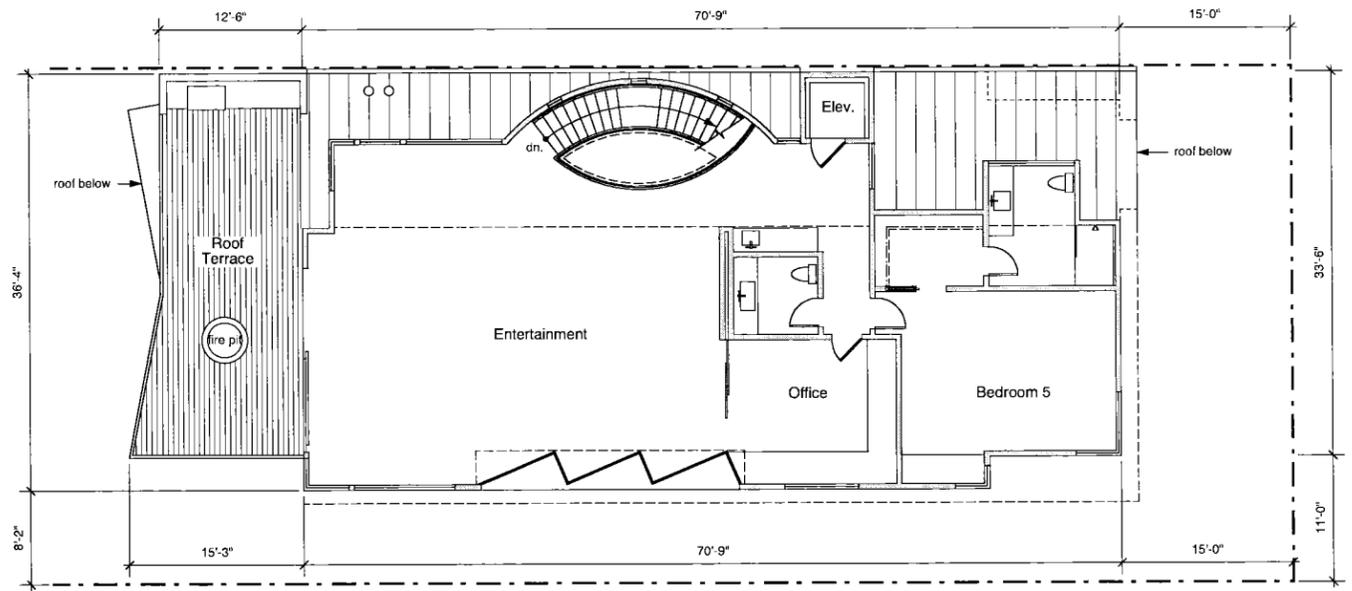
Basement Floor Plan



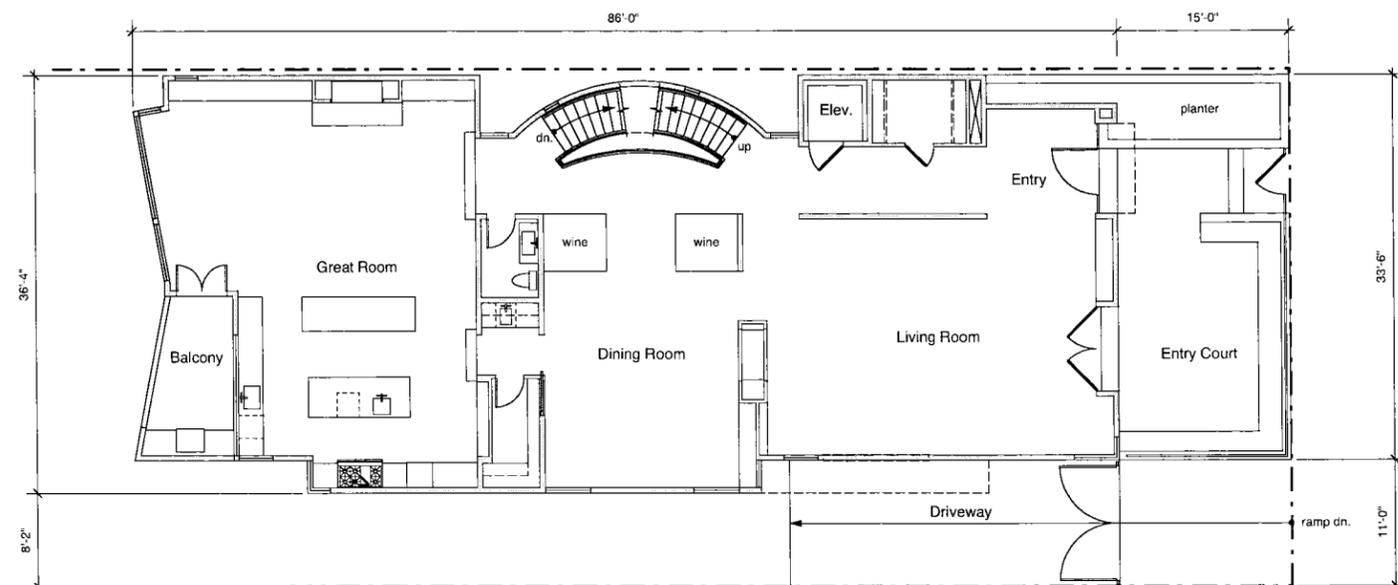
Second Floor Plan



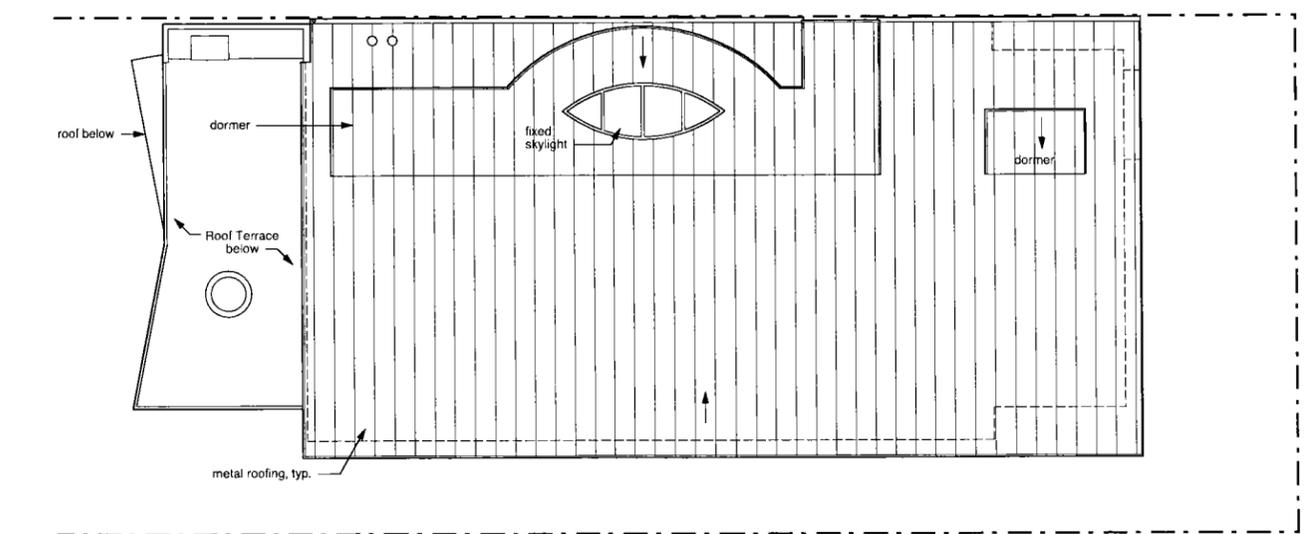
Ground Floor Plan



Third Floor Plan



First Floor Plan

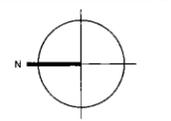


Roof Plan

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California 94111  
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(415) 433-7717 fax

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2712 Broadway Street  
San Francisco, CA 94115  
Assessor's Block No. 0959 Lot No. 008

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Floor Plans  
Roof Plan



revision:                      date:

NOPDR #5 response 04 03 12

job no: 0905

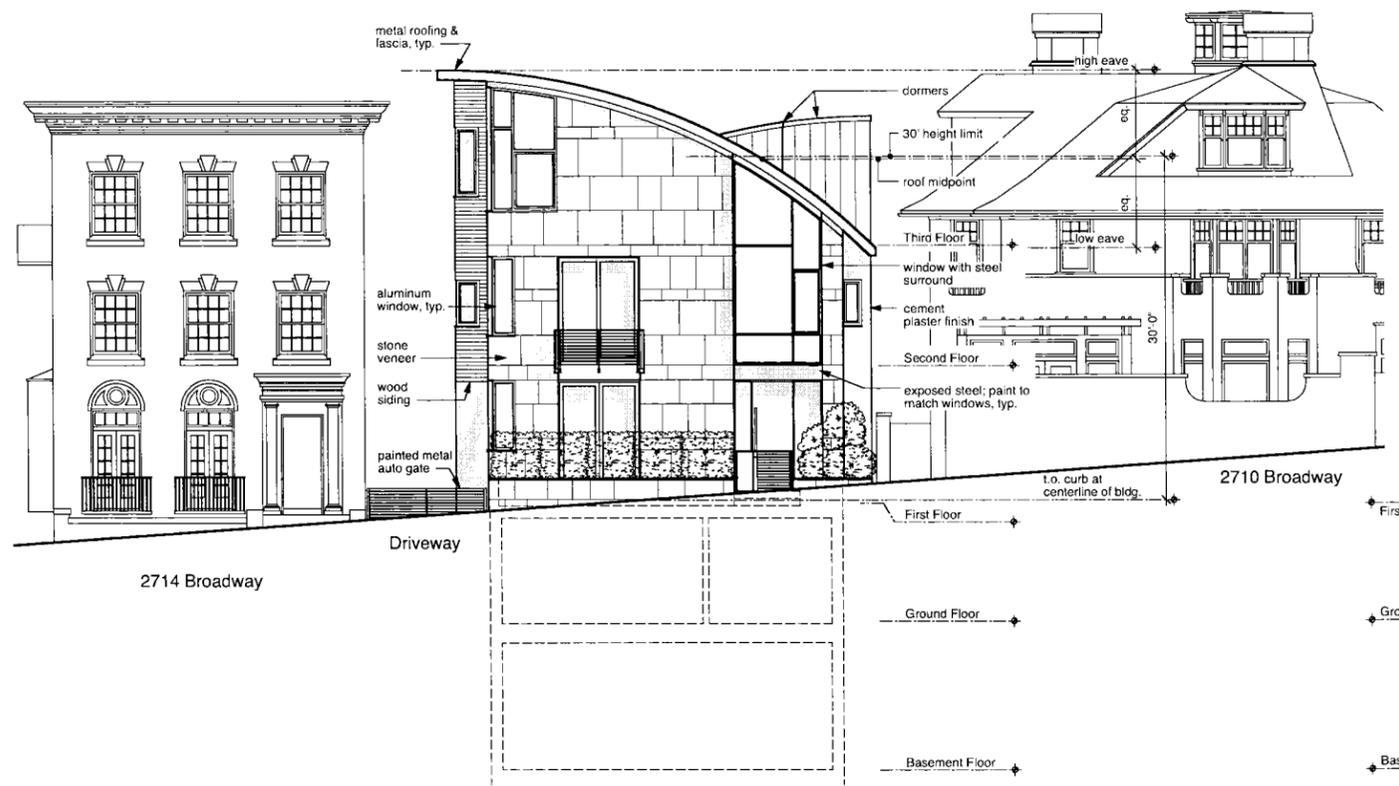
drawn: LS

checked: TT

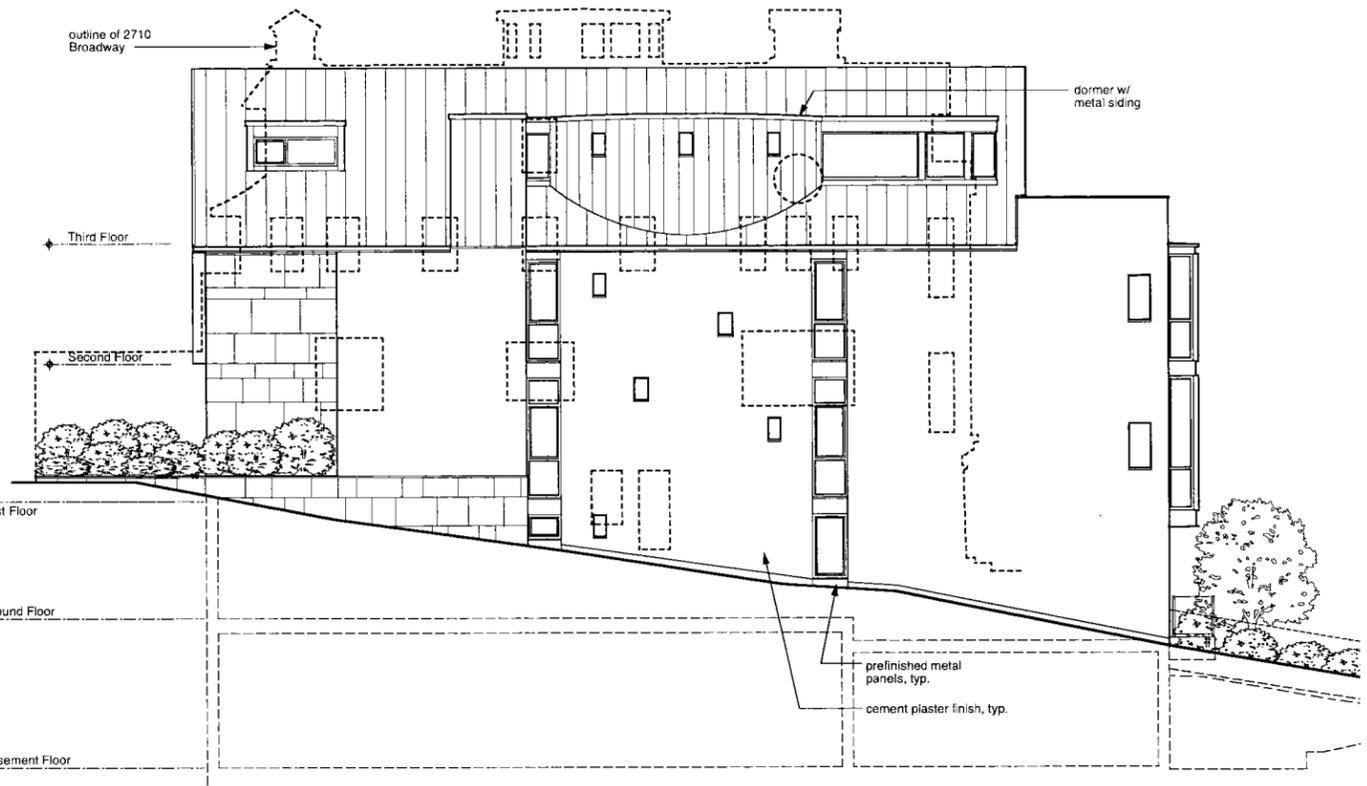
date: 02.10.11

sheet no:

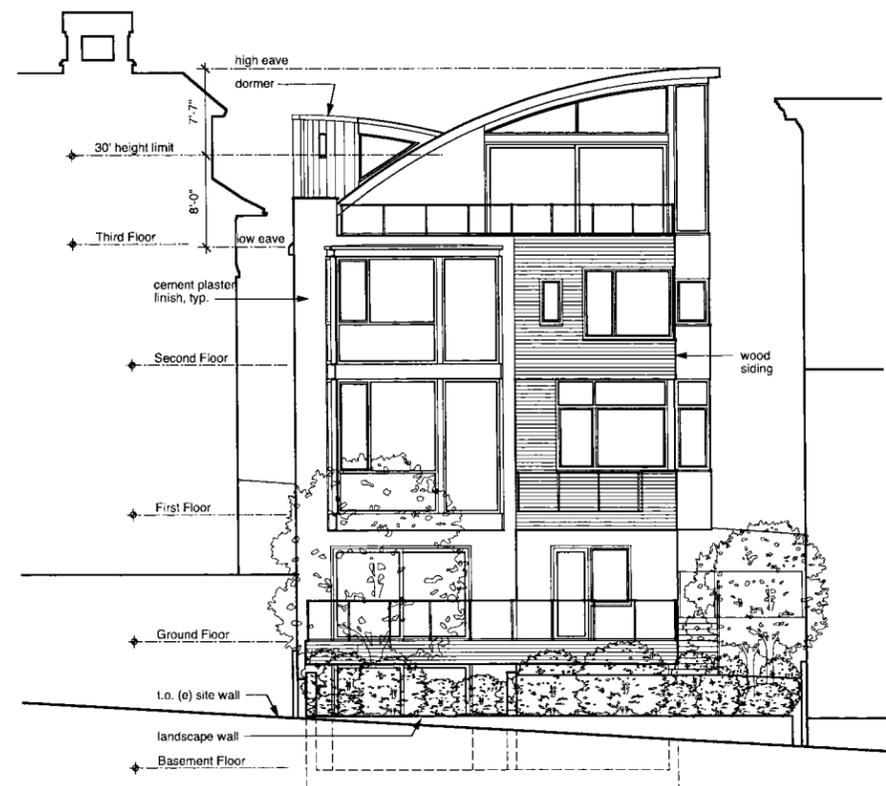
A1.02



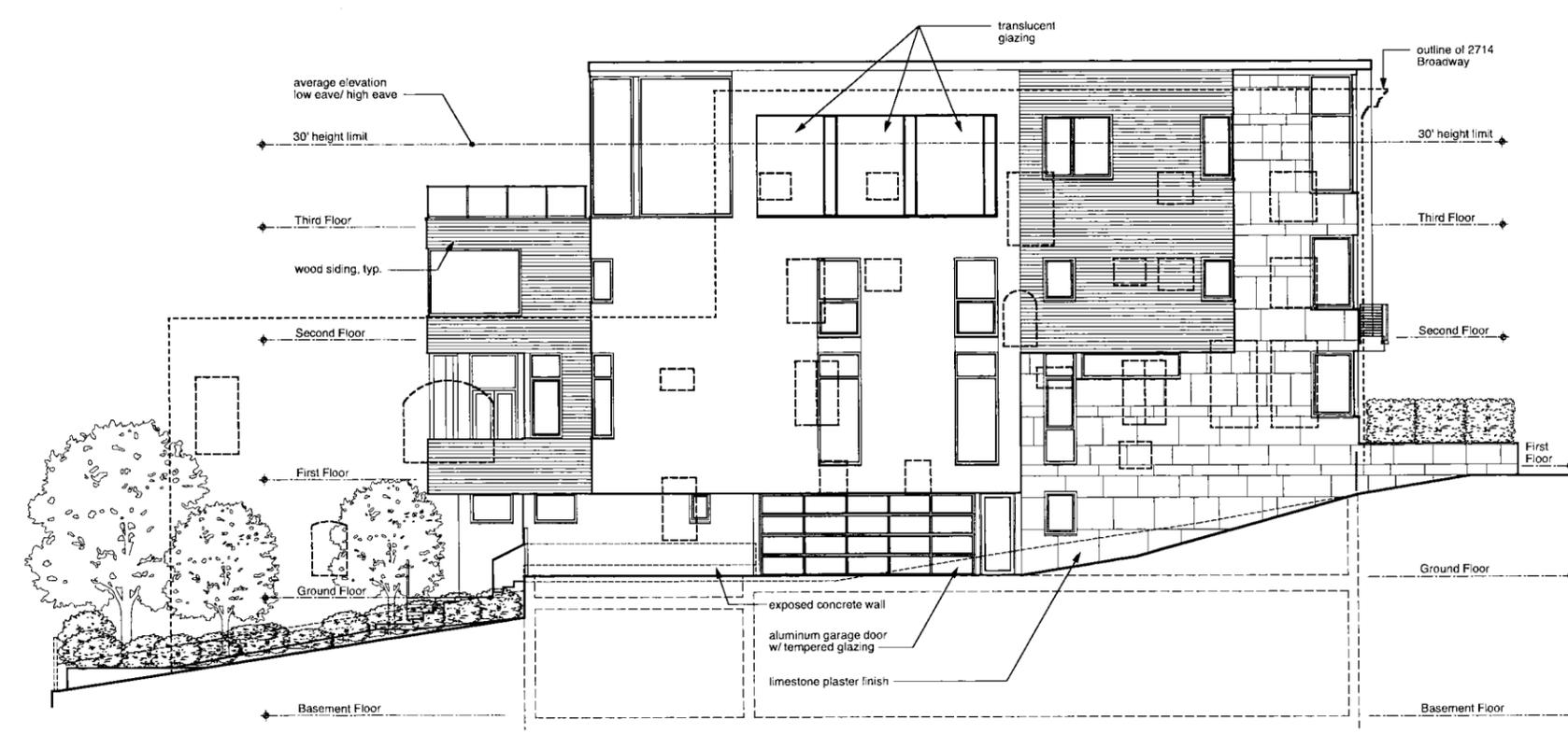
South (Front) Elevation  
with 2710 & 2714 Broadway



East Elevation



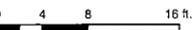
North (Rear) Elevation



West Elevation

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Exterior Elevations



revision:                      date:

NOPDR #5 response 04.03.12

job no: 0905

drawn: LS

checked: JT

date: 02.10.11

sheet no:



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