



PUBLIC NOTICE

Availability of a Notice of Preparation of an Environmental Impact Report And Notice of a Public Scoping Meeting

PROJECT INFORMATION		PUBLIC SCOPING MEETING INFORMATION	
<i>Date:</i>	April 30, 2025	<i>Date:</i>	May 21, 2025
<i>Project Title:</i>	Freedom West 2.0	<i>Time:</i>	5:30 pm
<i>Project Address:</i>	710 McAllister Street, 889 McAllister Street, 735 Gough Street, 550 Fulton Street	<i>Location:</i>	African American Art & Culture Complex, 762 Fulton Street, San Francisco, CA 94102
<i>Case No.:</i>	2020-006887ENV		
<i>Block/Lot No.:</i>	Assessor’s Block 0783, Lots 023, 024, and 025, and Assessor’s Block 0770, Lot 027		
<i>Zoning District(s):</i>	RTO (Residential Transit Oriented) 40-X District and 50-X District		
<i>Neighborhood:</i>	Western Addition		
<i>Project Sponsor:</i>	MacFarlane Partners, (213) 675-9348		
<i>EIR Coordinator:</i>	Megan Calpin; (628) 652-7508 CPC.FreedomWestEIR@sfgov.org		

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 (CEQA). The department welcomes your comments regarding the scope of the EIR. Refer to the Project Description and Purpose of Notice sections below for more information.

Project Description

The Freedom West 2.0 (proposed project) project site encompasses approximately 10.37 acres and is located on Assessor’s Block 0783, Lots 023, 024, and 025, and Assessor’s Block 0770, Lot 027, in San Francisco’s Western Addition neighborhood. The project site borders the Hayes Valley neighborhood to the south and is within the Market and Octavia Area Plan boundaries. The project site is bounded by Golden Gate Avenue to the north; Gough Street to the east; Fulton Street to the south; and Laguna Street to the west and is bisected

by McAllister Street. The project site encompasses the majority of the two blocks, with the exception of the Bethel AME Church (916 Laguna Street), and a multifamily residential building (967-973 Golden Gate Avenue). A portion of one of the existing Freedom West residential buildings (Building 17 at 870-880 McAllister Street at the northeast corner of the McAllister Street/Laguna Street intersection) is located to the west between McAllister Street and Golden Gate Avenue and is the subject of a separate affordable housing project. The project site is currently developed with 20, two- to three-story residential buildings that contain 358 cooperative (co-op) housing units and two multi-purpose buildings; all owned by the Freedom West Homes Corporation.

Freedom West Homes Corporation and its shareholders—the occupants of the co-op housing units—have engaged MacFarlane Partners, the project sponsor, to undertake the proposed project. The proposed project would demolish all existing buildings on the project site, which are in a state of disrepair resulting from deferred maintenance, and construct 15 new buildings. The development program includes a mix of residential (267 co-op housing units, 133 affordable units, and approximately 1,891 additional market-rate units), hotel, commercial, and cultural/institutional/educational (CIE) uses as well as associated vehicular and bicycle parking, freight loading, at-grade privately-owned public open space, and a mix of residential common and private open space, and open space for childcare.

Overall, the proposed project would construct approximately 3,680,100 gross square feet of mixed-use development, comprised of approximately 2,614,700 gross square feet of residential floor area with about 2,300 total residential dwelling units distributed throughout the project site; approximately 108,000 gross square feet of hotel floor area with 150 rooms; approximately 68,600 gross square feet of commercial uses; approximately 14,800 gross square feet of CIE uses; and approximately 867,000 gross square feet of parking in the form of 1,640 off-street parking spaces and 14 off-street freight loading spaces. Proposed parking would be provided in above-grade and below-grade structured parking. Construction of the below-grade parking garages, building foundations, and site terracing would require soil disturbance and excavation to a maximum depth of 20 feet below the existing grade, resulting in approximately 373,000 cubic yards of excavated soils.

The project proposes opening Octavia Street as a privately-owned public open space accessible to people walking and bicycling from Golden Gate Avenue through the project site to Fulton Street, with pedestrian ramps, and walkways. . Between McAllister and Fulton streets, the proposal would create a single-lane southbound roadway, for people driving and bicycling, as well as a northbound bike lane.

The proposed project also would include transportation, circulation, and utility infrastructure changes to the site and surrounding streets. To allow for vehicle access to the proposed parking garages and off-street loading spaces, new curb cuts would be introduced on all the streets fronting the project site.

The proposed project would be constructed in three overlapping development phases, each with sub-phases. Construction is expected to take place over approximately seven years, beginning in early 2027 with substantial completion in mid-2034.

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 comment on the scope of the EIR, you may do so in either or both of the following ways:

WRITTEN COMMENTS	COMMENTS AT THE PUBLIC HEARING
<i>Planner:</i> Megan Calpin	<i>Location:</i> African American Art & Culture Complex
<i>Via Mail:</i> 49 South Van Ness Ave, Suite 1400 San Francisco, CA 94103	762 Fulton Street San Francisco, CA 94102
<i>Via Email:</i> CPC.FreedomWestEIR@sfgov.org	<i>Date, Time:</i> May 21, 2025, at 5:30 p.m.
<i>From:</i> April 30, 2025, to 5 p.m. on May 30, 2025	

The notice of preparation and other project-related materials are available here: sfplanning.org/sfceqadocs. You may also request a CD or paper copy of the NOP by contacting Megan Calpin (see above).

General Information about Procedures

Members of the public are not required to provide personal identifying information when they communicate with San Francisco Planning Commission or staff. 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.



Date: **4/30/2025**

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 **710 McAllister Street, 889 McAllister Street, 735 Gough Street, 550 Fulton Street (2020-006887ENV)**. The other side of this page describes the environmental review process under state law. You may provide comments by **5/30/2025** 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.

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 **710 McAllister Street (2020-006887ENV)** 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 **5/30/2025** 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。

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 **710 McAllister Street (2020-006887ENV)**. 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 **5/30/2025** 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.

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 **710 McAllister Street (2020-006887ENV)**. 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 **5/30/2025** 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.

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

To view all published EIR documents: sfplanning.org/sfceqadocs

To learn more about CEQA: sfplanning.org/whatisCEQA