



## GENERAL PLAN REFERRAL

September 30, 2024

**Case No.:** 2024-008739GPR  
**Address:** 2280 Market Street  
**Block/Lot No.:** 3560/013  
**Project Sponsor:** Real Estate Division, City and County of San Francisco  
**Applicant:** Andrico Q. Penick, Director, Real Estate Division, City and County of San Francisco  
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**Recommended By:**   
Joshua Switzky, Deputy Director of Citywide Policy for  
Rich Hillis, Director of Planning

**Recommendation:** Finding the project, on balance, is **in conformity** with the General Plan

Please note that a General Plan Referral is a determination regarding the project's consistency with the Eight Priority Policies of Planning Code Section 101.1 and conformity with the Objectives and Policies of the General Plan. This General Plan Referral is not a permit to commence any work or change occupancy. Permits from appropriate Departments must be secured before work is started or occupancy is changed.

### Project Description

The Project is the acquisition of the property at 2280 Market Street to house a museum within the existing building. Currently, the property at 2280 Market Street has a two-story building with a private parking lot accessed via Noe Street. There are two ground floor tenants, Barry's Boot Camp, a private gym / fitness training center and Dignity Health, a healthcare clinic. There is one tenant on the second floor, a real estate broker firm with an office use.

The City is in negotiations with the owner to purchase the property. The first floor tenants and uses will remain the same until approximately 2040 when their leases expire. The second-floor tenant will vacate the premises at lease expiration (approximately September 2024) and be replaced by a City sponsored nonprofit which will open an LGBTQ+ museum (Museum). Upon expiration of the leases for the first-floor tenants, the Museum will expand into the remaining premises.

Interior renovation of the second floor is anticipated. No physical changes to the first floor or exterior of the building are anticipated, except for possible signage for the Museum.

## Environmental Review

The proposed property acquisition and planned change of use is not considered a project because it would not result in a direct or indirect physical change in the environment as defined by CEQA Section 21065 and State CEQA Guidelines Section 15378.

## General Plan Compliance and Basis for Recommendation

As described below, the Project is consistent with the Eight Priority Policies of Planning Code Section 101.1 and is, on balance, in conformity with the Objectives and Policies of the General Plan.

Note: General Plan Objectives are shown in **BOLD UPPER-CASE** font; Policies are in **Bold** font; staff comments are in *italic* font.

### ARTS ELEMENT

#### OBJECTIVE I-1

**RECOGNIZE THE ARTS AS NECESSARY TO THE QUALITY OF LIFE FOR ALL SEGMENTS OF SAN FRANCISCO.**

##### POLICY I-1.4

**Provide access to the creative process and cultural resources for all neighborhoods, cultural communities, and segments of the city and its populations.**

#### OBJECTIVE II-2

**SUPPORT ARTS AND CULTURAL PROGRAMS WHICH ADDRESS THE NEEDS OF DIVERSE POPULATIONS.**

##### POLICY II-2.3

**Continue to increase City support for organizations and developing institutions which reflect the diverse cultural traditions of the San Francisco population.**

*The Project would locate an LGBTQ+ Museum at a prominent location on Market Street. This highly visible and accessible location would increase access to a cultural resource for the LGBTQ+ community in the Castro/Upper Market neighborhood and support an institution which reflects the diverse cultural traditions of the San Francisco population.*

**MARKET AND OCTAVIA AREA PLAN****OBJECTIVE 1.1****CREATE A LAND USE PLAN THAT EMBRACES THE MARKET AND OCTAVIA NEIGHBORHOOD'S POTENTIAL AS A SUSTAINABLE MIXED-USE URBAN NEIGHBORHOOD.****POLICY 1.1.5****Reinforce the importance of Market Street as the city's cultural and ceremonial spine.****POLICY 1.1.6****Preserve and enhance the role of cultural, educational and arts organizations in the plan area.**

*The Project would locate an LGBTQ+ Museum at a prominent location on Market Street. This would help reinforce the importance of Market Street as the city's cultural and ceremonial spine and enhance the role of this cultural, educational and art organization in the neighborhood.*

**Planning Code Section 101 Findings**

Planning Code Section 101.1 establishes Eight Priority Policies and requires review of discretionary approvals and permits for consistency with said policies. The Project is found to be consistent with the Eight Priority Policies as set forth in Planning Code Section 101.1 for the following reasons:

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

*The Project would allow the two existing retail uses on the ground floor of the Project site to remain through 2040. Overall, the Project is expected to increase visitor foot traffic in the area, enhancing existing and future neighborhood-serving retail uses in the neighborhood.*

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

*The Project is the acquisition of an existing building which does not include housing. The Castro/Upper Market neighborhood is known as one of the centers of the LGBTQ+ community in San Francisco, the Project would therefore enhance neighborhood character and preserve its cultural diversity.*

3. That the City's supply of affordable housing be preserved and enhanced;

*The Project is the acquisition of an existing building which does not include housing. It will have no effect on the City's supply of affordable housing.*

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking;

*The Project is the acquisition of an existing building with approximately 33 parking spaces which would be*

*maintained. The Project would not impede MUNI transit.*

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

*The Project is the acquisition of an existing building for use as a Museum and would not include new commercial office development that could displace industrial or service sector uses. The Museum would provide a small number of local employment opportunities initially with that number anticipated to grow when the Museum expands onto the first floor.*

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;

*As part of the due diligence, the nonprofit that will operate the Museum has done site inspections and reviewed due diligence documents. The building meets the applicable code regarding seismic condition. This is a low-rise building (2 stories) with low density uses thus reducing the likelihood of large-scale injury or loss of life in the event of an earthquake.*

7. That the landmarks and historic buildings be preserved;

*The Project site is within the boundaries of the eligible Upper Market Street Commercial Historic District, but the existing building is a non-contributing resource to the District. The Project does not propose any exterior modifications to the building except signage. Any exterior work would conform to all applicable preservation regulations and standards.*

8. That our parks and open space and their access to sunlight and vistas be protected from development;

*The Project is the acquisition of an existing building and would have no effect on the City's parks and open space.*

**Recommendation: Finding the project, on balance, is in conformity with the General Plan**