



San Francisco
Planning

2025-0000093

FILED

SAN FRANCISCO County Clerk

December 17, 2025


by: Melvin Galvez
Deputy County Clerk

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



PUBLIC NOTICE

AVAILABILITY OF A NOTICE OF PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT AND NOTICE OF A PUBLIC SCOPING MEETING

PROJECT INFORMATION

Date: December 17, 2025
Project Title: Matson Block Project
Project Address: The full city block bounded by Market Street (north), Main Street (east), Mission Street (south), and Beale Street (west); including 215 Market Street, 245 Market Street, 215 Market Street Annex, 50 Main Street, 77 Beale Street, 45 Beale Street, and 25 Beale Street
Case No.: Case No. 2021-012562ENV
Block/Lot No.: Assessor's Block 3711, Lots 005, 006, 007, 008, 009, 010, 011, 012, 013, 014 and 019
Zoning District(s): C-3-O(SD) Downtown Office (Special Development)
Neighborhood: Financial District/Transit Center District Plan Area
Project Sponsor: Hines, c/o Tuija Catalano / Reuben, Junius & Rose, LLP; (415) 567-9000
tcatalano@reubenlaw.com
EIR Coordinator: Rachel Schuett; (628) 652-7546
CPC.MatsonBlock@sfgov.org

PUBLIC SCOPING MEETING INFORMATION

Date: January 7, 2026
Time: 6:00 p.m.
Location: 77 Beale Street (ground floor lobby)
San Francisco

WRITTEN COMMENTS

Planner: Rachel Schuett, San Francisco Planning Department
Via Mail: 49 South Van Ness Ave, Suite 1400
San Francisco, CA 94103
Via Email: CPC.MatsonBlock@sfgov.org
From December 17, 2025, to 5 p.m. on
January 20, 2026

COMMENTS AT THE PUBLIC HEARING

Location: 77 Beale Street (ground floor lobby)
San Francisco
Date, Time: January 7, 2026 at 6:00 p.m.

For more information:

了解更多信息

Para más información

Para sa karagdagang impormasyon

sfplanning.org/whatisCEQA

628.652.7550



The San Francisco Planning Department (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 Matson Block Project (proposed project) project site occupies the entirety of the 151,390-square-foot (3.47-acre) rectangular block that encompasses Market Street to the north, Main Street to the east, Mission Street to the south, and Beale Street to the west, and consists of 11 parcels (Lots 005-014 and 019 on Assessor's Block 3711). The project site is located within San Francisco's Financial District neighborhood; the Downtown Area Plan area, as identified in the San Francisco General Plan; and the Transit Center District (TCDP) area. The surrounding area consists of mostly high-rise office towers with ground-floor retail, with some smaller two- to four-story buildings as well. The nearest residential building is the 58-story Millennium Tower at 301 Mission Street, to the southwest. The nearest hotel is the Hyatt Regency Hotel at 5 Embarcadero Center, one block northeast of the project site. The site is approximately 550 feet north of Salesforce Tower and within 300 feet of Salesforce Park.

There are seven existing buildings on the project site including 77 Beale Street, 45 Beale Street, 215 Market Street, 215 Market Street Annex, 245 Market Street, 25 Beale Street, and 50 Main Street. Beginning in the 1920s, the 215 Market Street building was the headquarters for the Matson Navigation Company and the 245 Market Street building was the headquarters for Pacific Gas & Electric (PG&E). The 25 Beale Street building was built as an addition to 245 Market Street, and the 215 Market Street Annex was built as an addition to 215 Market Street. Both 215 Market Street and 245 Market Street are article 11 Category I resources and listed on the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR). The project site is mostly vacant and only one ground-floor retail tenant (at 215 Market Street) remains. Together, the existing buildings provide a mix of uses, including a cumulative total of 1,569,847 gross square feet (gsf) of office use, 75,273 gsf of parking use.

The project sponsor, Hines, proposes to undertake a mixed-use project that includes six major components:

- (1) **New Tower.** The existing, almost 474-foot-tall office building at 77 Beale Street would be demolished and an up to 1,225-foot-tall tower with a 75-foot-tall architectural crown would be constructed. The new tower would include primarily office uses but could include institutional, hotel, and/or residential uses, in addition to retail. In addition the new tower may include an observation deck at or near the top of the tower;
- (2) **25 Beale Conversion.** The existing, approximately 200-foot-tall office building at 25 Beale Street would be converted to residential use, which would result in a range of between 44 to 120 units;
- (3) **Historic Complex Renovation.** The existing historic buildings at 215 and 245 Market Street would be renovated, retaining up to 340,000 gross square feet (gsf) for office and/or institutional uses, along with ground-floor retail. The 45 Beale Street and 215 Market Street Annex buildings and the adjoining interior courtyard would be demolished;

Notice of Availability of a NOP of an EIR and Notice of Public Scoping Meeting
215 Market Street, 245 Market Street, 215 Market Street Annex, 50 Main Street, 77 Beale Street, 45 Beale Street, and 25 Beale Street; 2021-012562ENV

(4) **Retail.** Up to 250,000 gsf of new retail opportunities would be created throughout the site, including 13,500 gsf of existing retail in the 215 and 245 Market Street buildings that would be retained and renovated, and up to 236,500 gsf of retail elsewhere in the site including in the new tower, project variant tower, and the new open spaces. Up to 100,000 gsf of the retail could be replaced with general entertainment uses; and

(5) **Open Space.** New open space opportunities would be created in a new grade-level courtyard—referred to as the “Urban Village”—by demolishing the 45 Beale Street and 215 Market Street Annex buildings, an adjacent courtyard, and the two-story parking garage at 50 Main Street. Programming for the open space may include up to 7,500 gsf of outdoor entertainment uses; and

(6) **Project Variants.** The EIR will also analyze two variants that would include a second 400-foot-tall stand-alone building along the site’s Main Street façade. The second tower could include up to 317 units (300,000 gsf) of residential use (residential variant) or up to 350 rooms (260,000 gsf) of tourist hotel use (hotel variant) and retail uses. Alternatively, the additional residential or hotel uses could be incorporated into the new, 1,225-foot-tall tower.

The project would include amendments to the San Francisco Planning Code and the Zoning, Height and Bulk, and Special Use District (SUD) maps, including changes to the permitted uses, height and bulk, and SUD boundaries. The project site’s zoning would be amended to add a new Matson/PG&E Block SUD to establish specific land use controls for the project site in addition to the C-3-O(SD) Downtown Office (Special Development) base zoning, and to incorporate Design Standards and Guidelines (design guidelines) to govern future development. The project would amend the San Francisco Zoning Maps to add the new SUD and change the height and bulk designations from the existing 400-S district to 1225-S for south portion of the block and reflect a technical correction to change an existing smaller area from 150-X to 400-S on a north portion of the block. The project also requests approval of a Development Agreement.

Vehicular and loading access would be provided from one or more new or reconfigured curb cuts along Main and Beale streets. The existing Mission Street curb cut would be maintained. All existing off-street parking would be demolished, and new off-street parking would be built below grade, with approximately 277–480 spaces (up to 135,000 square feet), with access provided by one or more curb cuts. The proposed driveways along Main and Beale would likely be used for both ingress and egress while the Mission Street driveway would remain egress only.

Demolition, renovation, and construction of the proposed project would occur in several phases, with partially concurrent schedules. Demolition is anticipated to begin at the end of 2026, with all phases of construction completed by the end of 2032. Demolition is expected to take approximately 18 months and will include 77 Beale Street, 50 Main Street, 45 Beale Street, and the 215 Market Street Annex.

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.

Notice of Availability of a NOP of an EIR and Notice of Public Scoping Meeting
215 Market Street, 245 Market Street, 215 Market Street Annex, 50 Main Street, 77 Beale Street, 45 Beale Street, and 25 Beale Street; 2021-012562ENV

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 will be accepted until **5:00 p.m. on January 20, 2026**. Written comments should be sent to Rachel Schuett, San Francisco Planning Department, 49 South Van Ness Avenue, Suite 1400, San Francisco, CA 94103, or emailed to CPC.MatsonBlock@sfgov.org, and should reference the project title and case number on the front of this notice.

Pursuant to California Public Resources Code section 21083.9 and State CEQA Guidelines section 15206, the department will also hold a public scoping meeting to solicit public comments concerning the scope of the EIR. The meeting will be held on January 7, 2026, starting at 6:00 p.m., in the ground floor lobby of 77 Beale Street (enter mid-block from Beale Street). To request a language interpreter or to accommodate persons with disabilities at the scoping meeting, please contact Rachel Schuett, (628) 652-7546, at least 72 hours in advance of the meeting.

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 Rachel Schuett (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.

Notice of Availability of a NOP of an EIR and Notice of Public Scoping Meeting
215 Market Street, 245 Market Street, 215 Market Street Annex, 50 Main Street, 77 Beale Street, 45 Beale Street, and 25 Beale Street; 2021-012562ENV

Date: 12/17/2025

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 the city block which includes 215 Market Street, 245 Market Street, 215 Market Street Annex, 50 Main Street, 77 Beale Street, 45 Beale Street, and 25 Beale Street (**Case No. 2021-012562ENV**). The other side of this page describes the environmental review process under state law. You may provide comments by **January 20, 2026** 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 215 Market Street, 245 Market Street, 215 Market Street Annex, 50 Main Street, 77 Beale Street, 45 Beale Street, and 25 Beale Street (**Case No. 2021-012562ENV**) 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 **1/16/2026** 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 215 Market Street, 245 Market Street, 215 Market Street Annex, 50 Main Street, 77 Beale Street, 45 Beale Street, and 25 Beale Street (**Case No. 2021-012562ENV**). 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 **1/20/26** 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 Pagpaplan 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 215 Market Street, 245 Market Street, 215 Market Street Annex, 50 Main Street, 77 Beale Street, 45 Beale Street, and 25 Beale Street (**Case No. 2021-012562ENV**). 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 **1/20/26** 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 Pagpaplan ay mangangailangan ng kahit isang araw ng may trabaho o pasok upang tumugon sa anumang tawag.



State of California - Department of Fish and Wildlife
2025 ENVIRONMENTAL DOCUMENT FILING FEE
CASH RECEIPT

DFW 753.5a (REV. 01/01/25) Previously DFG 753.5a

RECEIPT NUMBER:

38-12/17/2025-164

STATE CLEARINGHOUSE NUMBER (If applicable)

SEE INSTRUCTIONS ON REVERSE. TYPE OR PRINT CLEARLY.

LEAD AGENCY SAN FRANCISCO PLANNING DEPARTMENT	LEAD AGENCY EMAIL pic@sfgov.org	DATE 12/17/2025
COUNTY/STATE AGENCY OF FILING SAN FRANCISCO COUNTY		DOCUMENT NUMBER 2025-0000093
PROJECT TITLE		

MATSON BLOCK PROJECT

PROJECT APPLICANT NAME RACHEL SCHUETT	PROJECT APPLICANT EMAIL cpc.matsonblock@sfgov.org	PHONE NUMBER (628) 652-7546
PROJECT APPLICANT ADDRESS 49 SOUTH VAN NESS AVE STE 1400	CITY SAN FRANCISCO	STATE CA
ZIP CODE 94103		

PROJECT APPLICANT (Check appropriate box)

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

CHECK APPLICABLE FEES:

<input type="checkbox"/> Environmental Impact Report (EIR)	\$ 4,123.50	\$ _____
<input type="checkbox"/> Mitigated/Negative Declaration (MND)(ND)	\$ 2,968.75	\$ _____
<input type="checkbox"/> Certified Regulatory Program (CRP) document - payment due directly to CDFW	\$ 1,401.75	\$ _____

Exempt from fee

Notice of Exemption (attach)

CDFW No Effect Determination (attach)

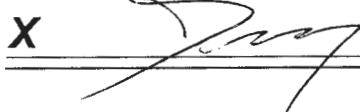
Fee previously paid (attach previously issued cash receipt copy)

<input type="checkbox"/> Water Right Application or Petition Fee (State Water Resources Control Board only)	\$ 850.00	\$ _____
<input type="checkbox"/> County documentary handling fee	\$ 84.00	\$ _____
<input type="checkbox"/> Other	\$	\$ _____

PAYMENT METHOD:

Cash Credit Check Other TOTAL RECEIVED \$ 0.00

SIGNATURE



AGENCY OF FILING PRINTED NAME AND TITLE

Melvin Galvez Deputy Clerk