

Incentive Program/Community Benefits Proposal
Bertolucci's Project
August 6, 2021

The South San Francisco Downtown Station Area Specific Plan (DSASP) was adopted in February of 2015. The DSASP's goal was to guide future development in downtown; it provides a blueprint for future change and improvements in downtown and adjoining areas. The business that occupied the site for 93 years would be considered a "legacy" business. Bertolucci's was established by the Bertolucci family in 1928. Peter Sodini bought the restaurant in 2005 and ran it successfully. In March 2020, due to numerous factors, Peter decided to temporarily close the restaurant. He decided in May 2021 to redevelop the site with a new building, which would contain a smaller restaurant space, as well 99 dwelling units and onsite parking. There are several benefits—both codified and not—that will be gained as part of this proposed development.

A. Incentive Program

The proposed 99 dwelling units equates to roughly 169 du/acre, which is above the base density of 80 du/acre and below the maximum density of 180 du/acre allowed by the ordinance. The following is an explanation of benefits and relevant goals and guiding policies in the DSASP to support our density increase request.

1. Public Art and Historic Recognition

As part of the project, the applicant will install a plaque on the wall along Cypress Avenue, recognizing the old Bertolucci's site, its founders, and its significance to downtown, South San Francisco. Moreover, a representative and respectful version of the existing "Bertolucci's" neon sign will be included in an appropriately scaled form into the new building façade. The visage of this sign has tremendous importance to Mr. Sodini and the community at-large. Prior to the Cadence development, the existing sign was visible from Highway 101, attracted many customers and, over time, became iconic.

Both of these endeavors were strongly encouraged by the Design Review Board (DRB) as well. The ground floor of the proposed building will have a tenant space for the new Bertolucci's restaurant. The restaurant will have an expansive outdoor dining area, which is intended to activate the pedestrian realm. In addition to other design features, the restaurant will have a three-foot tall fence with a historic theme incorporated into the fence itself. Once the final design is developed, the applicant will share it with staff, who can then share it with the Cultural Arts Commission.

2. Streetscape Enhancements

The project will provide several onsite and offsite improvements along all three frontages (Cypress, Lux and Tamarack Lane). The offsite improvements also achieve the goals and guiding policies stated in the DSASP:

- *3.1-G-2: Encourage development of downtown as a pedestrian friendly, mixed use activity center.* As part of the project, new sidewalks, curbs and gutters will be installed along Lux and Cypress Avenues and Tamarack Lane will be repaved along the project frontages.
- *3.1-G-4: Enhance linkages between downtown and transit centers and increase street connectivity with surrounding neighborhood.* The current sidewalks are narrow and not pedestrian friendly. Nor are there bulb-outs at the corner of Lux and Cypress Avenues. the project intends to construct these improvements, thereby significantly enhancing the pedestrian linkages to and from, not only downtown and “Old Town”, but also the new Caltrain Station and Plaza, as well as the bus routes along Grand Avenue, Linden Avenue and Airport Boulevard. With this project and the completion of Cadence I & II, the linkages to and from downtown, along Cypress Avenue and Airport Boulevard will have been dramatically improved with new, wider sidewalks, street and pedestrian lights, safer crosswalks and bulb-outs.
- *Guiding Principle 17: Provide an attractive public realm that is accessible to persons of all abilities.* As stated before, the project will include improvements to the public realm, including new curb ramps and crosswalks along with new sidewalks, curbs, and gutters. These improvements will enhance the safety and pedestrian experience for all those that use it. Moreover, the project will provide for the following enhancements as stated in the DSASP and Pedestrian Priority Zone:
 - Increased sidewalk width: The new sidewalks along both frontages will vary in width from 12'-9" to 13'-5".
 - Pedestrian scaled lighting: new pedestrian lights, as well as street lights, will be installed along the project frontages.
 - Street trees and planting: Street trees will be installed planted at face of curb along the Lux Avenue frontage as well as the cypress Avenue frontage. In addition, planters will be installed along Cypress Avenue as well.
 - Street furniture and amenities: Street furniture, such as benches, bike racks, trash and recyclable receptacles will be installed along the two main frontages.
 - The ground floor uses achieves the goals of policy L.U.-3 – require ground floor level retail or active uses to ensure activity and vitality in the downtown.
- *Guiding Principle 18: Within the Pedestrian Priority Zone, implement street and intersection improvements to create a safe, attractive, and accessible environment for all pedestrians.* The proposed project furthers this principle in the following ways:
 - There are two curb-cuts along Lux Avenue, which will be eliminated, thereby, removing any conflict with vehicles and pedestrian/bicycle movements. Also, as

a result, on-street parking spaces will be created with the removal of these curb-cuts.

- Existing, monolithic, narrow sidewalks will be replaced with nearly 13-foot wide sidewalks with pedestrian lighting and street trees. All of these efforts achieve the goals of the DSASP and Pedestrian Master Plan (PMP) to identify opportunities and make the community more walkable.
- The DSASP and PMP focus on properties within a ¼ and ½ mile radius—considered a convenient walk—of the new Caltrain Station. Moreover, Land Use Policy L.U.-4 seeks to establish the highest intensity of uses within ¼ mile of the Caltrain Station. The project site is approximately 1,100 feet or 0.2 mile from the new Caltrain Plaza.

3. Enhanced Public Spaces

As part of the project, both the Lux and Cypress Avenue frontages will have predominantly active uses. The lobby, leasing office, mail room and restaurant spaces will comprise the active uses. The 1,500 square foot restaurant space will also have a substantial outdoor dining area, as well as a sidewalk dining area. These outdoor dining areas will be complimented with unique paving, three-foot tall fence enclosures pursuant to the Alcoholic Beverage Control (ABC) rules and other amenities, such as raised planters, heaters, lighting, umbrellas, awnings and high-grade outdoor dining furniture. These enhancements will result in the new Bertolucci's becoming a friendly, neighborhood-serving trattoria.

4. Provision of Green Building Measures

The project will provide 10% above the applicable building compliance threshold required pursuant to Title 15 of the South San Francisco Municipal Code. By virtue of being built in the downtown, close to transit and amenities and the biotech employment cluster, the project will be "green". We also anticipate the project to achieve the equivalent of LEED Silver status. The project will include the provision of electric vehicle charging stations, a stacking parking system to maximize efficiency, and will be wired for future solar. The project will also be in compliance with the City's REACH Codes.

5. Transportation Incentives for Residents and/or Employees

In addition to bicycle repair and parking facilities—both on and offsite—the developer will voluntarily offer a combination of the following:

- Zipcar or rideshare membership for tenants to use on an as-needed basis
- The provision of 99 Caltrain passes for the first year's lease for each unit
- The restaurant operator may offer three shared bicycles to employees

6. Family-friendly Units

The project will provide two bedroom and two bedroom plus den units for both the market-rate and the BMR components. These units will be interspersed throughout the building and the BMR units will have the same finishes as the market-rate units.

7. Other developer proposed incentives achieving similar benefits.

Policy 3.1-G-3, states that infill development, intensification and reuse of currently underutilized sites should be promoted. The site, which is underutilized, will be redeveloped with 99 new dwelling units, adding to the City's housing stock. These units will also help the City in meeting its Regional Housing Needs Allocation (RHNA) goals. As stated above, retaining Bertolucci's will be another benefit to the residents of the City.

We focused on celebrating the history of South San Francisco by keeping fragments of the historical aspects of its downtown and its blend of the adjacent industrial neighborhood, and to create a project with a strong identity that acknowledges the historic significance of the site for the local community. The original Bertolucci sign has been redesigned to a more pedestrian scale at the corner retail. For more visibility, another new Bertolucci sign, a representative and respectful version of the existing "Bertolucci's" neon sign, will be included in an appropriately scaled form, to be located at the corner building façade right below the roof terrace. This creates a strong contrast to the neighboring developments while still retaining familiarity in the local community.

The grounded brick base emphasizes pedestrian scaled details on the ground level with activations of the public realm using the corner restaurant, enlarged outdoor dining area, leasing and lounge areas. On the upper floors, the simple, straight-forward massing is further enhanced with hung balconies and the careful use of symmetry, proportions, and recesses to achieve a façade with just the right amount of variation. To further break down the roof line, the top floor has been setback with enlarged windows, contrasting colors, and balconies.

Along with the ground floor leasing and lounge areas, the project provides an additional interior amenity area at the podium level that flows out to a shared, south facing, landscaped podium with seating areas and water feature. Additional amenities are brought up to the top level where the corner of Cypress and Lux Ave. is further activated with the use of an outdoor roof terrace that overlooks the view of the Bay. This corner element keeps a consistent architectural language that ties together with the ground floor corner restaurant.

B. State Density Bonus Law

In addition to seeking an increase in dwelling units per acre under the City's Incentive Program, the project also will invoke State Density Bonus Law to seek incentives and/or waivers for the following development standards.

- Minimum usable open space requirement;
- Build-to line requirement;
- Corner build area requirement;
- Private storage space requirement.

Since the adoption of the DSASP, the City has adopted and updated an Inclusionary Housing Ordinance (20.380.005). The proposed project will provide 10% low income units and 5% very low income units, for a total of 15% below market rate (BMR) units, in full compliance with the ordinance.