

MARINA SAFEWAY PROJECT – FREQUENTLY ASKED QUESTIONS – Page 1

Who is the developer?

Safeway is owned by Albertsons Companies. Cerberus Capital Management (\$70 Billion in assets) holds a 26% stake in Albertsons. Cerberus owns First Key, a major player in the single-family home investment market. San Francisco-based Align Development is partnering with Albertsons to develop housing on multiple Safeway sites across the Bay Area. Align's property management division was recently purchased by Denver-based Sentral, who specialize in "flexible management", partnering with Airbnb for short term rentals.

Is the architect a San Francisco-based business?

No, the architect is Miami-based Arquitectonica. This firm does not have a San Francisco office. They have, however, completed several other projects in the city, including the Infinity and 333 Tehema, which after completion suffered a massive interior water main break, displacing hundreds of tenants.

What is AB2011, the state law the developer is using to streamline the project approvals?

AB2011 (the Affordable Housing & High Road Jobs Act of 2022) is a California law that allows for accelerated construction of multi-family housing on *commercially zoned* land. It requires developers to pay prevailing wages and include a small percentage of affordable units. AB 2011 creates a streamlined "ministerial" approval process and DOES NOT require review under the California Environmental Quality Act (CEQA), and public hearings are not allowed. The bill was authored by Buffy Wicks (D, AD15, East Bay) and co-authored by Scott Wiener (D, SD-11, San Francisco). Wiener was quoted on July 20, 2026: "I support dense housing at the Marina Safeway site. The current proposal is reasonable..." (*San Francisco Public Press*).

Is the proposed project on one parcel?

No. The proposed project comprises two parcels 11 Marina Blvd (Block 0446 Lot 003) and 15 Marina Blvd (Block 0446 and Lot 002). The developer applied to merge the two parcels AFTER the proposed project was submitted. According to the Planning Department, the parcel merger is "on hold" as of March 6, 2026.

How tall would the proposed project be?

The proposal project would consist of two towers: a 22 story, east tower (258 feet total, bordering Laguna Street), 6 times the height of any nearby building, and an 18-story, west tower (bordering Buchanan Street).

How would the proposed project achieve these heights?

The proposed project would also employ the State Density Bonus to achieve the proposed building density and height. However, without AB 2011, environmental review would be required, as the Density Bonus does not exempt proposed projects from CEQA. The base height for the two Safeway parcels (11-15 Marina Blvd) is 40 feet, and both are currently zoned "Neighborhood Commercial Shopping Center." The base density for the *combined* parcels is 568 units.

How many and what kind of housing units would be included? Is parking provided?

Under AB2011, this project would qualify as a *mixed-use development*. It would consist of rental housing, not condominiums, above a commercial grocery store and pharmacy. The breakdown of residential units would be: 254 Studio Units; 268 One-Bedroom Units; 212 Two-Bedroom Units; and 114 Three-Bedroom Units, totaling 848 units. Studios and one-bedroom units are not conducive for family housing. The developer would provide 201 parking spaces for 848 units or less than 25% ratio per unit parking.

How many units would be affordable? Would the units be subject to rent control?

AB 2011 requires that rental developments provide at 15% of units as *affordable*. However, San Francisco only requires 10% as the City has not produced housing at the desired state rate. A variety of affordable unit types must be distributed throughout the building, i.e. they can't all be studios. The market rate units would NOT be subject to rent control. However, the affordable units would be subject to statewide rent caps and "just cause" eviction protections. The current proposed project includes 86 on site affordable units out of a total of 848 units.

Would a Safeway store and associated parking be included in the proposed project?

Yes, but the current Safeway building would be demolished and closed during construction. The proposed project would provide a total of 139 parking spaces for grocery store patrons. Currently there are 150 parking spaces for Safeway patrons.

Has the City approved the project?

No, but the City has issued a "Notice of Conditional Project Eligibility for AB2011 Approval." The Planning Department issued a letter to Supervisor Sherrill on July 20, 2026, that doubles down on the site's AB2011 eligibility.

What is the project timeline?

December 22, 2025	Developer Submitted Project Application
January 13, 2026	City issued Incomplete Application letter to Developer
February 9, 2026	Developer Submitted Parcel Merger Application (now on hold)
February 18, 2026	City issued Complete Application Notice to Developer
March 19, 2026	City issued Notice of Conditional Project Eligibility for AB2011 Approval
April 29, 2026	City issued Plan Check Comment Letter to Developer
May 1, 2026	Neighborhood Organizations submitted formal objection to "Conditional Project Eligibility for AB2011 Approval"
June 25, 2026	Supervisor Sherrill and Neighborhood Groups submit letter to Mayor Lurie and his Planning Director asking for determination of AB2011 ineligibility
July 14, 2026	Developer resubmitted plans based on City Plan Check Letter
August 13, 2026	City must either comment further on the project plans or deem project "consistent with Objective Planning Standards"
Within 90 days of "Deemed Consistent"	Within 90-days from "deemed consistent" date, per AB2011 the City MUST approve the project; even if there is considerable community opposition

Why are there no Planning Commission or Board of Supervisors approvals of this project?

AB2011 streamlines project approvals, making them *ministerial* and therefore no Planning Commission review is required. However, the Planning Director could schedule an *informational only* hearing before the Planning Commission. Thus far, no such hearing has been scheduled. Community input is barred as per the law.

Who has objected to the use of AB2011 at this site?

A broad coalition of Neighborhood Groups and other organizations have formally objected to use of AB2011 at this site, including: the Marina Community Assn, the Cow Hollow Assn, the Pacific Heights Residents Assn, the Marina Cow Hollow Neighbors & Merchants Assn, Golden Gate Valley Neighborhood Assn, Neighborhoods United SF, the Fort Mason Center for Arts & Culture, and the Golden Gate National Parks Conservancy, among others. There have been over 1,000 letters from San Francisco residents sent to Mayor Lurie, Supervisor Sherrill, and State elected leaders objecting to this project.

What is the basis for objections to using AB2011 at this site?

- **Urban Uses:** Surrounding uses are National Park (Fort Mason) and City-owned "Publicly Zoned" large parcel Marina Green, which are not defined "Urban Uses." This issue was not on the City's AB2011 Check List.
- **Toxic and Contaminated Sites:** 15 Marina Blvd is only cleared on Cortese List for continued Commercial or Industrial uses, NOT change of use to Residential.
- **Liquifaction Zone:** Project site sits on landfill and requires extensive structural pilings not currently indicated.
- **Flood Zone:** Project site is not technically within a FEMA determined flood zone; however, it is bordered on two sides by mapped stormwater flood risk areas, adjacent to a federally administered study gap.
- **Tsunami Zone:** Within San Francisco's "Tsunami Evacuation and Inundation Zones Map."
- **Shadows:** Proposed towers would shade Fort Mason and the Marina Green, as such would violate the objective shadow standards in Prop M (November 1986), which is codified in the San Francisco Zoning Code.
- **Urban Bird Refuge:** Project site is within 300 feet of a bird refuge; "Standards for Bird-Safe Buildings" apply.

Why should residents be concerned about soil toxins?

The San Francisco Bay Regional Quality Board has cleared this site for continued commercial or industrial use; it is not cleared for housing (November 27, 2024). Detected levels of carcinogenic PNAs/PAHs from the area's former Manufacturing Gas Plant (MGP) are *over 300 times higher* than safe limits, while lead and arsenic exceed residential standards by 3 to 300 times. Highly volatile toxins, like naphthalene, present in borings from North Point Street, south of the Safeway parcels, can turn into gases that can seep upward through the loose sandy soil into existing nearby housing and the lower floors of the proposed new development.

What are the concerns about drilling deep pilings into contaminated groundwater?

Drilling massive foundation piles to bedrock through 17-to-22-foot-deep toxic mud layer risks puncturing natural clay barriers. These then act as a straw, pulling shallow, highly soluble naphthalene plumes into deep, clean water aquifers. Drilling deep pilings can force chemical plumes under high pressure into adjacent residential properties. Drilling on landfill can disrupt highly sensitive liquefaction zones; causing structural shifting or settlement to nearby properties.