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Ms. Susan Smartt, Executive Vice President  
Related CA  
333 Pine Street, Suite 300  
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November 2, 2015

**Re: 1601 Mariposa Street – Mixed-Use Development**

Dear Ms. Smartt,

Thank you for presenting your plans for 1601 Mariposa Street to the San Francisco Housing Action Coalition's (SFHAC) Project Review Committee on September 30, 2013 and October 23, 2015. Upon thorough review and discussion, we are pleased to endorse the project. We believe it has significant merit and aligns with our mission of increasing the supply of well-designed, well-located housing at all levels of affordability in San Francisco. Please review our letter, which explains how your project meets our guidelines as well areas suggested for improvement. Please also see our report card, which grades your project according to each guideline. We have attached a copy of our project review guidelines for your reference.

**Project Description:** Your project proposes the construction of a mixed-use development with 299 apartments, including ground-floor retail, light industrial production, distribution and repair (PDR) spaces, and one level of subterranean parking for 249 cars.

**Land Use:** SFHAC believes the proposal for 1601 Mariposa Street will greatly benefit the Potrero Hill neighborhood and contribute to SFHAC's mission of providing well-designed, well-located housing. The zoning for the entire site is Urban Mixed Use (UMU), a category that encourages a variety of uses to induce a diversity of activities in the neighborhood. The site, currently occupied by the MacKenzie Warehouse and with no residential use, is increasingly anomalous and not well activated. There are numerous jobs centers and amenities in the neighborhood that would be better served by the addition of this proposed mixed-use development.

**Density:** This project completely complies with the zoning of the Eastern Neighborhood Plan with its 40 feet height limits. The first version of this project we reviewed almost two years ago envisioned 320 units. We are disappointed that so many units have been lost but understand that neighbors across the street and from the nearby private school opposed losing their views and wanted even more housing removed. The SFHAC will not support any further reductions in project size.

**Affordability:** You have opted to pursue an 80/20 deal, making 20 percent, or 60 of the units in your project, permanently affordable to low-income residents. We commend you for taking this extra step and wish we saw it more often.

**Parking and Alternative Transportation:** A concern voiced among residents in the surrounding neighborhood is insufficient public transit. Your project has proposed several plans

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to give residents more options to get around without a private car. We commend you for providing 369 bicycle parking spaces, a ratio of almost one bike space per bedroom. You would also provide six car share spaces, four more than required, and are in discussion with the Potrero Boosters Association and other developers in the neighborhood to finance a community shuttle. We strongly support these options and encourage you to pursue the shuttle plan.

Although transit could undoubtedly be improved in the neighborhood, your project would be within walking distance of the 22<sup>nd</sup> Street Caltrain Station and several Muni bus lines. Additionally, the 16<sup>th</sup> Street corridor has been targeted for transit improvements by the SFMTA.

Our one area of concern to our members is the car-parking ratio of 0.75 spaces per unit. We question if this level is necessary and would prefer a ratio closer to 0.5 spaces per unit that better aligns with San Francisco's transit-first policies. Many of the developers of projects SFHAC reviewed have said that they overestimated their car parking needs and underestimated their bike parking needs

**Preservation:** There are no structures of significant cultural or historic merit on or near the site that would be impacted by the proposed project.

**Urban Design:** The project is broken up with a large, public mid-block alley that will range between 40 and 70 feet wide. Townhomes with stoops would open onto the alley encouraging active pedestrian use. Along the perimeter, the design responds appropriately to the neighborhood by breaking up the project into 25-foot-wide increments. Along Arkansas Street, you included stoops and set the building back five feet to open up the sidewalk further. Three bulb-outs are also planned into the design.

Several design changes have been made since we first saw the project. In response to concerns from Live Oak School, you've stepped back your project further so it now includes a public alley between your building and the school. You've also programmed the ground floor along Carolina Street to include 4,000 square feet of PDR space.

All in all, the project promotes the principles of good urban design and will create a significantly better pedestrian experience for the project's residents and the surrounding neighborhood.

**Environmental Features:** You plan to achieve LEED Silver for the project and have proposed several measures to help green the building and conserve water. We strongly encourage you to pursue LEED Gold and look into stronger water conservation measures, including individual water metering for the units and water recycling systems.

**Community Input:** Your team has been conducting extensive community outreach for over two years and several changes have been to your project as a result of neighborhood feedback. You've attended numerous community meetings and public events. We commend you for

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committing two million dollars to Jackson Playground upon the project's approval and for working with the local trade unions. In summation, your outreach for this project has been exemplary and we commend it.

Thank you for presenting your latest plans for 1601 Mariposa Street to our Project Review Committee. We are pleased to endorse it without reservation. Please keep us abreast of any changes and let us know how we may be of assistance moving forward.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tim Colen", is centered on the page. The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Tim Colen  
Executive Director

## **SFHAC Project Review Guidelines**

**Land Use:** Housing should be an appropriate use of the site given the context of the adjacent properties and the surrounding neighborhood and should enhance neighborhood livability.

**Density:** The project should take full advantage of the maximum unit density and/or building envelope, allowable under the zoning rules.

**Affordability:** The need for affordable housing, including middle income (120-150 of Area Median Income) housing, is a critical problem and SFHAC gives special support to projects that propose creative ways to expand or improve unit affordability beyond the legally mandated requirements.

**Parking and Alternative Transportation:** SFHAC expects the projects it endorses to include creative strategies to reduce the need for parking, such as ample bicycle storage, provision of space for car-share vehicles on-site or nearby, un-bundling parking cost from residential unit cost, and measures to incentivize transit use. Proximity to transit should result in less need for parking.

In districts with an as-of-right maximum and discretionary approval up to an absolute maximum, SFHAC will support parking exceeding the as-of-right maximum only to the extent the Code criteria for doing so are clearly met. In districts where the minimum parking requirement is one parking space per residential unit (1:1), the SFHAC will not, except in extraordinary circumstances, support a project with parking in excess of that amount.

**Preservation:** If there are structures of significant historic or cultural merit on the site, their retention and/or incorporation into the project consistent with historic preservation standards is encouraged. If such structures are to be demolished, there should be compelling reasons for doing so.

**Urban Design:** The project should promote principles of good urban design: Where appropriate, contextual design that is compatible with the adjacent streetscape and existing neighborhood character while at the same time utilizing allowable unit density; pleasant and functional private and/or common open space; pedestrian, bicycle and transit friendly site planning; and design treatments that protect and enhance the pedestrian realm, with curb cuts minimized and active ground floor uses provided.

Projects with a substantial number of multiple bedroom units should consider including features that will make the project friendly to families with children.

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**Environmental Features:** SFHAC is particularly supportive of projects that employ substantial and/or innovative measures that will enhance their sustainability and reduce their carbon footprint.

**Community Input:** Projects for which the developer has made a good faith effort to communicate to the community and to address legitimate neighborhood concerns, without sacrificing SFHAC's objectives, will receive more SFHAC support.