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February 24, 2014

Kim Diamond
Trumark Urban
90 New Montgomery Street, Suite 750
San Francisco, CA 94105

Ref: 2155 Webster Street – Adaptive Re-Use Residential Development

Dear Ms. Diamond,

Thank you for bringing your proposed project for 2155 Webster Street before our Project Review Committee. Upon discussion with the Committee's members, SFHAC believes your project will make a positive contribution to San Francisco's housing stock and the Pacific Heights community. In our letter, we have acknowledged several components of the project we find encouraging. We have also provided several recommendations for your consideration as you move forward, in particular regarding our guidelines on "Urban Design" and "Parking and Alternative Transportation."

A copy of the Project Review guidelines we used in reviewing your project is attached. The proposed project meets our guidelines in the following ways:

Project Description

You are proposing the adaptive reuse of the University of Pacific's Duggoni School of Dentistry, which will convert the existing structure and adjacent parking lot into a 77-unit condominium development.

Land Use

SFHAC recognizes this is a challenging adaptive re-use project, as the function of the building will change significantly. The Committee believes you have done a very good job in adapting your designs to the building's frame. The neighborhood will be well served by these new family-oriented residences. In addition, the Committee enthusiastically supports your repurposing the adjacent parking lot to accommodate family town homes. This will fill in unappealing gaps in the street frontages of both Sacramento and Clay Streets.

Density

Due to the site's density limit, you can only build up to 79 total units. The SFHAC is encouraged that you have effectively maximized the allowable density at 77 units.

Affordability

You are proposing to pay the *in lieu* fee, of approximately \$5.2 million towards the Mayor's Office of Housing. The SFHAC often prefers the development of on-site Inclusionary projects, and recognizes you have configured your other current projects with on-site Inclusionary housing.

After a subsequent presentation to the Committee, however, you demonstrated clearly that, for this particular project, it is more logical to pay the fee versus putting the Below-Market-Rate (BMR) units on site. By paying the fee, you will be able to make a substantially greater contribution to the affordable housing stock. In addition, these homes are likely to be luxury homes with very high homeowner association fees. We question whether the feasibility of these as affordable housing. As a result, we believe your decision to pay the *in lieu* fee is appropriate in this case.

Parking and Alternative Transportation

While the site is not located near any light rail or BART lines, it is well served by several bus routes. These include the 1, 3, 10, 22 and 24 bus routes, all of which are located within two blocks of the site and take transit patrons to a wide range of destinations throughout the City.

You are proposing 108 parking spaces, or a 1.4:1 parking spot to unit ratio. While this is a high ratio, this is actually fewer parking spaces than what is currently at the site. It is also more likely that these large units will be family units with multiple drivers and multiple cars, putting a greater demand on the need for parking. Based on this reasoning, we stand by your proposal for parking.

We would like you to consider adding more CarShare spaces, however. As of right now, you are only planning to provide one.

You are proposing a 1:1 ratio for bicycle parking, which meets the citywide requirement.

Preservation

There are no structures of significant historic or cultural merit on the site and the main portion of your project is an adaptive re-use of an existing building.

Urban Design

The SFHAC agrees with your view that the current structure does not contribute to the overall vibrancy of the surrounding neighborhood. We believe your designs for its repurposing to a residential building will enhance the street frontages along Webster, Clay and Sacramento Streets. You have made effective use of a challenging structure and we feel the large units proposed will accommodate families nicely.

While your treatment of the façade on the upper stories will reduce the scale of this large building in its neighborhood context, the Committee would like to see more animation of the facade along the street frontages that will further enhance the pedestrian experience. While your plans are already an improvement upon the existing site, we believe you can accommodate additional features that encourage more activity around the building.

Your plans include more than sufficient common open space. You are locating two courtyards on the existing surface lot adjacent to the proposed townhomes, as well as common open space on both the first and second floors and on the roof. Finally, twenty-three of the dwelling units have their own private open spaces.

Environmental Features

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SFHAC applauds your targeting LEED Gold status for the project. While you are early in the design phase, we believe you have covered your bases by engaging a sustainability consultant. Finally, adaptively reusing the existing structure, rather than demolishing and rebuilding, epitomizes sustainability.

Community Input


It appears that have been quite thorough with your community outreach. You held a neighborhood meeting, a part of the City's pre-application requirement, where several members of the community voiced their thoughts and concerns.

You actively engaged various neighborhood associations, including the Pacific Heights Residents Association, California Pacific Medical Center (CPMC) and the Fillmore Merchants Association. Finally, you also met with the San Francisco Bicycle Coalition and City CarShare.

Your efforts in engaging the community and stakeholders appear to have been successful. We thank you and your team for coming back to us a second time to walk us through the inclusionary housing options. We think your approach towards community outreach serves as a model other project sponsors would do well to emulate.

Thank you again for bringing your proposed 2155 Webster project to the SFHAC Project Review Committee. Please review our suggestions and let us know if you have any questions regarding the content in the letter. SFHAC is happy to endorse your excellent project as it moves through the entitlements process.

Sincerely,

A handwritten signature in blue ink, appearing to read "Tim Colen", written on a light blue background.

Tim Colen, Executive Director

SFHAC Project Review Criteria

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.

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.

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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.

