



September 12, 2013

Mr. Jesse Herzog  
AGI Capital  
100 Bush Street, 22<sup>nd</sup> Floor  
San Francisco, CA 94104

Dear Mr. Herzog,

On behalf of the San Francisco Housing Action Coalition (SFHAC), I am pleased to inform you of our endorsement of your 1201 Tennessee Street project. Following review and discussion, our Endorsement Committee believes the project has many merits and will make a substantial contribution to SFHAC's mission of increasing the supply of well-designed, well-located housing in San Francisco. This letter reflects several recommendations from the committee that are focused on parking, sustainability, urban design and both car and bicycle parking that we urge you to consider. We believe that this project embodies the principals of good urban design and with the implementation of our suggestions, will meet the needs of both present and future San Franciscans.

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

**Project Description:**

Your project proposes a 258-unit mixed-use development, including 12,440 square feet of flex space, 2,340 square feet of retail, 198 parking spaces and 77 bicycle parking spaces

**Land Use:**

The SFHAC believes housing is an appropriate use at this site, for several reasons. The Dogpatch neighborhood has long been underserved in housing and we are excited to see this project bring badly needed housing to the neighborhood. In addition, your project is consistent with the UMU zoning, continuing Dogpatch's housing and mixed-use diversity and it is in direct proximity to major City transit lines: the Muni T-Line, the 22 Fillmore as well as Caltrain's 22<sup>nd</sup> Street Station.

The SFHAC would like to see you team increase amenities for families moving into these homes. As of now, there are no plans for play structures or open space devoted to children. If you feel you cannot add children's facilities onsite, we would like to see you work with the City on constructing a clear, recognizable and well-lit path to a nearby park with a play area.

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**Density:**

The SFHAC notes that the Project does not build to the maximum allowable density. However, you have acknowledged that this was planned in order to be sensitive to the scale of the historic district to the north of the property. This was achieved by stepping the project back and down in height on the northern side of the property. In addition, as a result of community concern, your team has reduced the number of homes from the initially proposed 300 to the current proposed 258. We understand the need to work with the neighbors in developing a housing project that is welcomed by as many folks as possible.

**Affordability:**

The SFHAC is pleased that the project will be providing 41 on-site below-market-rate units, or 16 percent of the total units, more than what is required. This represents approximately \$17.8 million of funding for affordable housing. Frankly, we are pleased to see a large project like this in an area with limited housing supply. This alone will help address our housing affordability crisis, simply by increasing the neighborhood's inventory.

**Parking and Alternative Transportation:**

Your project site fronts directly on the Muni T-Line, is one block from the terminus of the 22 Fillmore and 48 Quintara and within walking distance of the 22<sup>nd</sup> Street Caltrain stop. You indicated you are committed to providing more than the required number of bicycle parking spots, with a goal of achieving a 1:1 ratio. The SFHAC recognizes that a 1:1 ratio will soon be a requirement for all new developments, so we strongly encourage you to meet or exceed the 1:1 ratio. Additionally, we enthusiastically support your plans to build a bicycle repair/maintenance room that will come equipped with tools and an air compressor.

Given all the transportation alternatives, our primary concern for this guideline is the number of proposed parking spots shown in the plans. The project proposes unbundled parking, with 198 spaces, the maximum allowed, and has committed to two additional CarShare spots. The SFHAC sees this as a transit-rich neighborhood, and we urge you to reduce the number of parking spots and provide for a larger number of CarShare spots. If the project sticks with this high amount of maximum allowed parking, we urge you to add car stackers to reduce the volume of the site development devoted to auto storage.

**Historic Preservation:**

There are no structures of significant or cultural merit on this site but it's immediately adjacent to the Dogpatch Historic District. The site's trapezoidal shape reflects the old Tubbs Cordage line and we believe your design recognizes those relationships with its reduction in massing at its northwest corner with the broad width of the open space on the north side of the building. Further, your use of rustic materials compliments the diversity of historic architecture in the Dogpatch district.

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**Urban Design:**

The project strategically breaks up the overall massing of the building, which was done partially in response to community input. Also, you have incorporated 10,000 square feet of publicly accessible mid-block open space, more than is required by code.

**Environmental Features:**

The SFHAC would like to see your team establish clear targets for the project's sustainability features. Your current goals regarding LEED levels or environmental criteria do not appear established. You stated in your presentation to us that sustainable building systems will be evaluated at a later time when your consultants are brought onto the team.

**Community Input:**

The SFHAC recognizes that you have successfully engaged the community and taken into account their input. Your team has had over a dozen meetings with a multitude of neighborhood organizations during the past year and has received the unanimous endorsement of the Dogpatch Neighborhood Association. Several modifications have been made to the project as a result of the community input. The modifications include breaking up the site into three connected sections, as opposed to the initial design, of one bulky mass. Other modifications include providing flex space, reducing the number of units, adding greening to Tennessee Street and adding more open space.

Thank you for submitting this project to the SFHAC Endorsements Committee for our review. Please keep us abreast of any changes or updates with this project. We are pleased to support your excellent project as it moves forward. Let us know how we may be of assistance.

Sincerely,



Tim Colen, Executive Director

## ENDORSEMENT GUIDELINES

Adopted January 2010

The SFHAC will consider endorsing housing developments and mixed-use projects with a housing component. The following guidelines will be used to evaluate the project:

**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 median) 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 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.

**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.