



September 23, 2013

Kim Diamond  
Trumark Urban  
90 New Montgomery Street, Suite 750  
San Francisco, CA 94103

**Ref: 346 Potrero Avnue – Mixed-Used Development**

Dear Ms. Diamond,

On behalf of the San Francisco Housing Action Coalition (SFHAC), I am pleased to inform you of our enthusiastic endorsement of your 346 Potrero Avenue 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. We believe that it embodies appropriate urban design principles and meets 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 new nine-story, 72-unit mixed development with active ground floor commercial use over parking.

**Land Use:**

The SFHAC believes this is an excellent use of the site and is excited to see more housing come to the neighborhood. The proposed Project is a mixed-use infill development that is compatible with the surrounding area and the density of development for the site is under the Eastern Neighborhoods Area Plan. The proposed Project revitalizes and re-develops a parcel used as a self-service car wash with seventy-two (72) high quality residential units in a vibrant neighborhood with easy access to transit. The proposed Project's design integrates beauty, flexibility, and innovative design, while respecting the existing neighborhood character and the transitional nature of the Project Site. The Project would be one of the first new developments in the immediate area under the new Eastern Neighborhoods Area Plan and the new Urban Mixed Use (UMU) zoning designation.

The Project Site straddles the Mission and Potrero districts of the Eastern Neighborhoods Area Plan. Under the Eastern Neighborhoods Area Plan, the Project Site was identified for higher density development and is a transition block from lower

intensity development along Potrero Avenue toward Mariposa Street, to higher intensity development located at the Potrero Shopping Center. The Project Site is also located at the intersection of two of the City's main arterial streets (Potrero Avenue and 16<sup>th</sup> Street). The Project Site, and several adjacent parcels along the top of Potrero Avenue are designated 85-X, which is consistent with the Eastern Neighborhoods Area Plan's for higher density and intensity development on site. The Project is consistent with the intent of that plan and is proposing a single building of 85 feet, as is permitted. Development of the Project Site with a high quality residential development will initiate and stimulate the revitalization of an area identified in the Eastern Neighborhoods Area Plan as an important urban neighborhood within the City.

**Density:**

The Project goes beyond the required amount of density for the area. Density on site is limited based on unit mix. The Planning Code requires forty percent two-bedroom units or thirty percent three-bedroom units. The Project proposes forty-two percent dwelling units that are two-bedroom or greater, which results in 28 two-bedroom units and two three-bedroom units. The Project also proposes 2,728 square feet of ground floor commercial space.

**Affordability:**

The SFHAC is delighted to see that the developer is including 16 percent affordable housing on site. By doing so, the Project will comply with the City's affordable housing ordinance and the priority policy.

**Parking and Alternative Transportation:**

The SFHAC applauds the developer's efforts to minimize parking and offer sufficient bicycle parking. While the Project originally proposed parking at a .50 ratio or 36 spaces, after the pre-application neighborhood meeting additional parking was added by using higher density mechanical structures to address neighborhood concerns regarding adequate parking. Because additional parking could easily be accommodated on-site, the parking ratio was increased to 0.61 to achieve a balance between the neighborhood desire for more on-site parking and the City's desire to reduce vehicular use and traffic. Even with the additional parking, the Project is still under the maximum allowed amount of 0.75.

As noted above, the proposed Project is seeking an exception for parking because it proposes an amount that is greater than accessory residential parking ratio (.25), but less than the maximum allowed (.75). The proposed Project is also proposing one car share space and all parking will be unbundled.

The Project also includes 72, Class 1 bicycle parking spaces, a 1:1 ratio, which is consistent with the amendments to the Planning Code currently being considered by the City. Bicycle parking is located in the garage and is accessed through the structure's two elevators or stairwells. Trumark has met with the SF Bike Coalition to review the location and layout of the bike parking.

**Preservation:**

There are no structures of significant or cultural merit on the site.

**Urban Design:**

The SFHAC commends the project team on this effort, as the development does an exceptional job of promoting the principles of good urban design. The Project will replace the loss of the automotive use with seventy-two (72) new, high quality residences and a new active PDR/retail/commercial space along Potrero Avenue. The Project embraces the character of Potrero Avenue and the Eastern Neighborhoods Area Plan in its proposed design and quality of craftsmanship and provides one of the first transitions along the block from automotive uses to higher intensity residential development, as planned for under the Eastern Neighborhoods Area Plan.

The architectural character is modernist in design using familiar forms such as bay windows, railings, cornices, and recessed decks in an unfamiliar, irregular pattern over the facade. The colors of the façade are intentionally lively to add interest and variety to the public face of the building. The design intent of the proposed building is to reflect the diversity of the neighborhood through the use of color, pattern and scale elements found in the existing industrial, commercial and residential structures in the neighborhood.

The Project proposes an active commercial/retail/PDR use on the ground floor along Potrero Avenue. In an attempt to draw PDR uses, the space is being constructed with 17 feet high ceilings. Any use proposed for the space will be neighborhood serving and compatible with the surrounding retail uses. The elimination of the existing curb cut along Potrero Avenue, along with the various street and sidewalk improvements will result in two (2) additional on street parking spaces for residents and individuals visiting and shopping in the area.

The Project provides 6,034 square feet of residential open space and 303 square feet of commercial open space. Open space is provided in three ways. The SFHAC is excited to see the project team's creative solution to the rear yard problem. At the second floor, 2,060 square feet of private rear yard open space is provided. 946 square feet of private open space is provided on 80 square foot decks in many of the dwelling units facing east. The remaining residential open space (3,028 square feet) is provided as common open space on the 9th floor roof deck. All residents have access to the roof deck. Open space is also provided along Potrero Avenue by setting back the proposed building three (3) feet and expanding the sidewalk, thereby providing an additional 303 square feet of open space that is enhanced with landscape planters and added paving at the storefronts, windows and lobby entry.

**Environmental Features:**

Although the Project is planned to incorporate several features that will reduce energy use and promote sustainability, the SFHAC feels the project team needs to continue exploring the methods they plan to implement in order to achieve this goal. The Endorsement Committee understands the team is not far along in their energy conservation process, but we would like to see an effort that works towards achieving LEED Platinum or an equivalent. However, the team has acknowledged this and will further their research.

Right now, the Project Sponsor has committed to incorporating the following features into the project: high albedo and emittance roof membrane and pavers to

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minimize the heat island effect and lower the heat gain; large windows with high head height to maximize natural light in all living areas thereby reducing energy consumption; low-e insulating glazing to increase building energy performance; high-efficiency water features including toilets, shower heads, faucets, etc.; energy star appliances; low-VOC interior paint and Green Label Plus carpet; and, built-in recycling center in each unit to ensure San Francisco continues in its efforts to become a zero waste City. Other features are also being included and a complete list of such features can be provided upon request.

**Community Input:**

The SFHAC feels the Project Sponsor, Trumark, has effectively engaged the community and responded accordingly to their input. As part of the City's pre-application requirements, a neighborhood meeting was held where several dozen members of the community attended and voiced their thoughts and concerns. As a result of this meeting, as noted above, additional parking was added to the proposed Project as well as two larger family style three-bedroom units.

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,

A handwritten signature in black ink, appearing to read "Tim Colen", with a long horizontal flourish extending to the right.

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.