



Marc Dimalanta
D-Scheme Studio
222 8th Street
San Francisco, CA 94103

October 22, 2013

Ref: 2230 3rd Street – Mixed-Use Development

Dear Mr. Dimalanta,

On behalf of the San Francisco Housing Action Coalition (SFHAC), I am pleased to inform you of our endorsement of your 2230 3rd Street proposal. Following our 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 understand you are in the early stages, as we reviewed the project just three months after your PPA letter was submitted to the Planning Department. As a result, our letter offers several suggestions that we encourage you to incorporate into your plans as you move forward. Our comments focus on affordability, sustainability and car parking. Nevertheless, 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 37 residential units with two commercial-residential flex spaces.

Land Use:

A one-story tire shop currently occupies the site and the surrounding properties within the Dogpatch neighborhood are primarily commercial. SFHAC believes the neighborhood will be well served with the addition of these new homes.

Density:

SFHAC is delighted that you plan on taking the best advantage of the buildable envelope at the site. We agree with you that the proposed plan makes good use of the allowable density. Since you are marketing the project for family housing, we are happy to see that you have exceeded the requirement for the number of two and three-bedroom units, with 12 two-bedrooms and four three-bedrooms, respectively.

Affordability:

You have not established yet how you will contribute to creating below-market-rate housing, either through on-site or *in lieu* options. We understand you are in the

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relatively early stages of the project, so we hope keep us informed of your approach as it gels.

Parking and Alternative Transportation:

Your project is conveniently located across from the K and T Third Street light rail, which will serve the residents well and reduces the need for car parking.

SFHAC is very pleased to see you plan on providing more than the required number of bicycle parking spots and are still searching for more ways to increase bicycle storage. Although you have not established an exact number, we support your providing Class 2 bicycle parking outside the building as well.

We are concerned about your proposed number of parking spots as well as well as your limited number of CarShare spots. You are planning for 23-parking spaces, 62 percent of the total number of units. Because of the convenient transit and your commendable accommodation of bicycles, we encourage you to find a way to reduce this number closer to a ratio of 0.5:1, despite concerns raised by the Dogpatch Neighborhood Association who want increased parking. Regarding CarShare, we also encourage you to provide two spots instead of one. To make the project more family-friendly, providing one spot for a van and one more for a smaller vehicle would increase flexibility.

Historic Preservation:

The building currently occupying the site is classified as “A Known Historic Resource.” However, you stated you do not feel the site merits this status and instead propose demolition for your residential project. Based on a visual overview of the existing buildings, SFHAC understands your current position and encourages you to move forward with your plans.

Urban Design:

SFHAC believes your plans will create an engaging environment for the building’s residents, including those with families. The open space on the roof deck will be a good space for children to play as will the second floor rear deck. Your plans to set back the two ground-level commercial spaces will create more space on the existing narrow 3rd Street sidewalk. This should result in a more welcoming entrance to the building and the adjacent ground-floor tenants. We are glad to hear you are planning to add storefront and safety lighting in addition to proposing sidewalk landscaping.

The Committee noted that the high quality design and the building materials you discussed imply this project could prove to cost more than average. We still urge you to resist value engineering, even in the face of such economic pressures.

Environmental Features:

Although we are glad to hear you plan on exceeding the requirements set by the CalGreen Building Code, we cannot judge this particular guideline since you have not yet established clear goals. However, we encourage you to stay on your path towards achieving high sustainability standards.

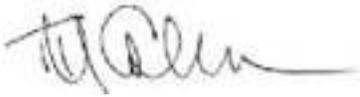
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Community Input:

SFHAC believes you have effectively engaged with the Dogpatch Neighborhood Association. Since you are in the early stages with your project, please continue to update the community and us with your plans.

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:

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 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.