



March 12, 2013

Mr. Ben Golvin  
Equity Community Builders  
1388 Sutter Street, 11<sup>th</sup> Floor  
San Francisco, CA 94109

Dear Mr. Golvin

On behalf of the San Francisco Housing Action Coalition (SFHAC), I am pleased to inform you of our enthusiastic endorsement of your 344 Fulton 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. 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 portion of the Boys and Girls Club of San Francisco be devoted to residential development, consisting of 69 apartments above ground floor retail.

**Land Use:**

This project is consistent with the objectives of the Market-Octavia Area Plan. It is clearly an appropriate use of the land, given the uses in the surrounding neighborhood. Its location is transit rich with multiple transit stops, including bicycle boulevards, Muni lines, BART and the future Van Ness Rapid Transit within easy walking distance. The project is close to Civic Center employment node and many emerging high-tech job centers.

**Density:**

Your project maximizes the density on this site. The proposed site is in conjunction with the Market-Octavia Plan of a minimum of 40% 2-bedroom units.

**Affordability:**

This project achieves the required level of affordable set by the SFHAC's guidelines.

**Alternative Transportation and Parking:**

The site's absence of parking correlates with the SFHAC's criteria of promoting transit-oriented development and reducing car use. However, the board would like to see a curbside parking space reserved for city car-share as well as designated bike parking space.

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**Historic Preservation:**

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

**Urban Design:**

The SFHAC commends your layout and design. The building activates the street frontages on all three sides of the site with retail and common uses, creating an inviting, protected streetscape on all of these frontages and providing a gracious transition from the public realm of the sidewalk through a lushly landscaped courtyard to the residential entry. The curved façade along Fulton Street relates to the curved element of the Richardson Apartment development across the street, jointly framing the eastern view of City Hall.

The apartments are very efficient, making maximum use of the allowed density. None of the site is devoted to residential automobile parking; a small parking area provides the space required by the Boys & Girls Club for the vans they need to transport their youth members to and from other clubhouses in the City. The protected courtyard between the residential building and the Clubhouse provides a welcome visual break from the hardscape of the street and sidewalk, creating a semi-private gathering space for the residents and a visual amenity for the Clubhouse. A roof deck provides another, more private outdoor gathering space for residents.

**Environmental Features:**

Your building utilizes solar hot water heating and an extensive use of sunshades on the west and south-facing façade windows. The SFHAC applauds these efforts, as you will meet or exceed the requirements of the Green Building Ordinance.

**Community Input:**

Your project team has effectively engaged the Hayes Valley Neighborhood Association as well as the Citizens Advisory Committee for the Market-Octavia area. The community has endorsed the site for its density, bicycle parking, lack of automobile parking, on-site affordable housing and sensitive contextual design.

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## 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

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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.