



95 Brady Street
San Francisco, CA 94103
415 541 9001
info@sfhac.org
www.sfhac.org

Victor Gonzalez
Greystar Development
One Market Street, Spear Tower, 36th Floor
San Francisco, CA 94105

October 22, 2013

Ref: 2198 Market Street - Mixed-Use Development

Dear Mr. Gonzalez,

On behalf of the San Francisco Housing Action Coalition (SFHAC), I am pleased to inform you of our endorsement of your 2198 Market 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. This letter reflects several recommendations from the committee that are focused primarily on affordability and sustainability. 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 mixed-use development with 87 apartments and 5,130 square feet of retail space.

Land Use:

SFHAC believes housing and retail are entirely appropriate uses of this site. The lot has been vacant for several years and adding new homes, in addition to retail, will further activate the neighborhood. We are happy to see that you have taken the best advantage of the buildable envelope on this site, the height of which is 65 feet on Market Street and 40 feet on Sanchez Street.

Density:

There is no density limit on the site. However, we applaud your plan to accommodate 87 smaller, affordable-by-design apartments on the 18,800 square-foot parcel.

Affordability:

Rather than including the subsidized units on site, you have chosen to pay the *in lieu* fee, which will equate to 4.6 million dollars to fund affordable housing for the City. We are aware that neighborhood associations in the area strongly favor on-site inclusionary housing. While SFHAC generally favors on-site inclusionary housing wherever possible, we recognize that the ordinance allows developers to choose the option that best suits their project.



The San Francisco Housing Action Coalition advocates for the creation of well-designed, well-located housing, at ALL levels of affordability, to meet the needs of San Franciscans, present and future.

Parking and Alternative Transportation:

Your proposed project is located in a transit-rich neighborhood. Both the MUNI Church Street Station and the street-level F line are within less than one block of the site.

The project design proposes 87 bicycle parking spaces, a 1:1 bicycle parking ratio that we applaud. At the time we reviewed the project, we encouraged you to consult the San Francisco Bicycle Coalition regarding the type of bicycle parking that could best be incorporated into the design. We hope you are help able to use their expertise.

The proposal includes 32 residential parking spaces. In addition to that total, you will be adding two CarShare spots. SFHAC is happy to learn you responded to Supervisor Wiener's suggestion to add an extra CarShare spot, as only one is required.

Historic Preservation:

There are no structures of significant historic or cultural merit on site. Our committee members were pleased to note that your design accommodates the architecturally important adjacent Swedish American Hall by reducing the proposed height and mass of your building and incorporating sensitive fenestration techniques to minimize the impact on the existing building.

Urban Design:

SFHAC believes your project promotes the principals of good urban design. Your proposal effectively adapts to the odd-shaped lot. We are excited to learn that substantial streetscape improvements are being proposed along both Market and Sanchez Streets, which includes bike racks, 19 new trees and new paving. By proposing only one 12-foot curb cut on Sanchez Street and removing historic curb cuts from the old gas station, you have improved the short-term on-street parking capacity and improved the safety of traffic patterns surrounding the property.

Environmental Features:

You have proposed several measures into the project's design that will enhance sustainability for your project: solar heating for the hot water, energy efficient appliances, storm-water retention and pre-treatment and the required greenhouse gas mitigation measures. As you move forward with the project, SFHAC strongly encourages you to set clear targets for these measures and commit to meeting them.

Community Input:

SFHAC believes you have made a thorough effort to engage with the community. You have met with a project review committee that consists of several neighborhood associations – Dubose Triangle Neighborhood Association, EVNA, Castro CBC, Castro Merchants and CAPA – several times to keep them updates with the project's designs.

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.

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Sincerely,

A handwritten signature in blue ink, appearing to read "T 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.

