



San Francisco Housing Action Coalition (SFHAC) Project Report Card

Address: 1028 Market Street

Project Sponsor: Tidewater Capital

Date of SFHAC Review: October 8, 2014 and November 11, 2015

Grading Scale:

1 = Fails to meet project review guideline criteria

2 = Meets some project review guideline criteria

3 = Meets basic project review guideline criteria

4 = Exceeds basic project review guideline criteria

5 = Goes far beyond of what is required

Criteria for SFHAC Endorsement:

1. The project must have been presented to the SFHAC Project Review Committee;
2. The project must score a minimum of 3/5 on any given guideline.

<i>Guideline</i>	<i>Comments</i>	<i>Grade</i>
Land Use	A temporary food hall activates what was formerly the vacant Hollywood Billiards building. The project will replace the site with 182 homes, ground-floor retail and subterranean parking.	5
Density	The project maximizes the site's density and also purchased transferable development rights from the adjacent historic building.	5
Affordability	The project would include 22 below-market-rate units on-site, 12 percent. We encourage the project sponsor to explore the Inclusionary "Dial" that would allow increased affordability.	3
Parking and Alternative Transportation	The current low parking ratio is entirely appropriate considering this site's location. We encourage the project sponsor to exceed a bike-parking ratio of one space per bedroom.	5
Preservation	There are no structures of significant cultural or historic merit on the site that would be impacted by the proposed project. The project would help preserve the adjacent building thru purchase of TDRs.	N/A
Urban Design	The retail on Golden Gate has been improved significantly. We would like more detail and depth along the Market Street façade and for the Golden Gate side to reflect the neighbor's horizontality.	4
Environmental Features	The project sponsor stated the building would comply with LEED. We encourage the developer to explore more features that would green the building and improve water conservation.	3
Community Input	The project sponsor has done exemplary work holding regular community meetings and events at The Hall as a way to engage the neighborhood about the project.	5
Additional Comments	Our members hope the new project can retain the spirit of The Hall with its choice of ground-floor usage.	N/A
Final Comments	The SF Housing Action Coalition endorses the proposed project at 1028 Market Street without reservation.	4.3/5

Please see attached letter for further explanation.