



Brad Dickason, President  
Maracor Development  
268 Bush Street, Suite 2927  
San Francisco, CA 94104

October 30, 2015

**Re: 950 Gough Street – Mixed-use Development**

Dear Mr. Dickason,

Thank you for presenting your plans for 950 Gough Street to our Project Review Committee on July 22, 2015. Upon thorough review and discussion, we are pleased to endorse the project. We believe it has merit and aligns with our goals of increasing the supply of well-designed, well-located housing at all levels of affordability in San Francisco. Please review our letter, which explains how your project meets our guidelines and offers suggestions for improvement. Also see our report card, which grades the project according to each guideline. We have attached a copy of our Project Review Guidelines for your reference.

**Project Description:** The plans propose to build 95 homes, with a sanctuary on the ground floor and one level of subterranean parking for 61 cars.

**Land Use:** The site has been vacant since the St. Paul's Church burned down in 1995. The project will not only build 95 new homes and bring residents to the neighborhood, but it would also create a new, 10,000 square foot sanctuary.

**Density:** The plan takes full advantage of the building envelope and provides a mix of unit types, ranging from studios to two-bedrooms.

**Affordability:** The project would provide 12 percent below-market-rate units on site, totaling in 11 homes. We encourage project sponsors to pursue innovative solutions that could improve the affordability of their projects.

**Parking and Alternative Transportation:** There are several Muni bus lines nearby and BART is within a reasonable walking distance. We support your decision to provide 109 bicycle parking spaces, more than one space per unit. We encourage you to reduce the current car parking count of 61 spaces and instead add another car share space.

**Preservation:** There are no structures of significant cultural or historic merit on or near the site that would be affected by the proposed project.

**Urban Design:** We support your decision to tie the church into the building's tower. Open space will be provided with an interior courtyard.

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Our members believe the project would be improved if the side facing Jefferson Park were better articulated, which would also help activate Gough Street more.

**Environmental Features:** These plans did not appear complete at the time of your presentation. You stated the project would achieve 75 Green Rated points and that the eastern roof would include a green roof that will help with storm-water retention. We strongly encourage you to consider additional features that would help green the building and conserve water.

**Community Input:** Our members strongly support your commitment to the Jefferson Park Fund. You stated the project would match any contributions to the park during the project's construction. We encourage you to keep engaging local neighbors and responding to any legitimate concerns that can readily be accommodated.

Thank you for presenting your plans for 950 Gough Street to our Project Review Committee. We are pleased to endorse the project. Please keep us abreast of any changes and let us know how we may be of assistance.

Sincerely,



Tim Colen  
Executive Director

## **SFHAC Project Review 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 Area Median Income) 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.