

Project Address: 10 South Van Ness Avenue, San Francisco, CA 94103

Project Sponsor: Crescent Heights

Date of SFHAC Review: 11/14/2018

Grading Scale

★ = The project meets the high standard set by local jurisdiction and/or SFHAC

★★ = The project exceeds SFHAC standards

★★★ = The project far exceeds SFHAC's standards and exhibits creativity in its proposed solutions

Criteria for SFHAC Endorsement

1. The development must have been presented to the SFHAC Project Review Committee
2. The Project must score a minimum of ★ on any given guideline

<i>Guideline</i>	<i>Comments</i>	<i>Score</i>
Summary	Overall, the Project Review Committee has decided to support the team's proposed project at 10 South Van Ness without reservation. While there are two iterations of the project, the Committee prefers the single-tower iteration.	★★
Land Use	The proposed project at 10 South Van Ness is replacing a car dealership with 984 new, badly-needed homes, which is an excellent use of land given the current housing shortage. The site is also extremely well-located at the hub of transit stops and two main thoroughways. Given this context, the project team's proposed mix of uses are especially appropriate.	★★
Density	On top of offering appropriate density at the site within the city's proposed Hub Plan, the proposal shows the team's initiative to anchor the Hub with their single tower plan. It offers the same number of new homes (984) as the two-tower plan, while utilizing ground floor space to greater effect. The Committee applauds this inspired innovative design effort.	★★★
Affordability	While the inclusionary proposal has not been finalized, a code compliant project would have to meet San Francisco's high standard for inclusionary percentage.	★

<p>Parking & Alternative Transportation</p>	<p>The project is exceptionally well-located to take advantage of the intersection of transit options. There are 16 transit lines within walking distance of the project, which are complimented and enhanced by the project's inclusion of 397 bike spaces. Additionally, in response to community input, the project's originally proposed parking ratio of 0.4 has been reduced to 0.25. The team's proposal implements a comprehensive transportation demand management plan that will incorporate bike and carshare services, 100% contribution toward transit passes, and ride share shuttle to transit. These measures will help maximize the area's potential for mobility.</p>	<p>★★</p>
<p>Preservation</p>	<p>The project's ground floor retail space will include a commemoration of the Fillmore West, and will fund a historical study to document the venue's rock and roll history.</p>	<p>★</p>
<p>Urban Design</p>	<p>The proposal makes major improvements to the corner's urban design. In line with the Hub Plan's guiding principles, 10 South Van Ness creates a significantly more pedestrian-friendly environment. A standout improvement is the creation of pedestrian-friendly walkways on 12th by augmenting each of the 15 foot sidewalks to 40 feet and 18 feet, respectively. Additionally, these improved walk ways will feature street trees and curb cuts to improve the urban form and helps ensure pedestrian safety. Lastly, the team's proposal includes new public plazas and a mid-block passage that will enhance the urban experience and help drive the neighborhood-serving retail.</p>	<p>★★</p>
<p>Environmental Features</p>	<p>The proposed project has been certified by the Governor of California as an Environmental Leadership Development Project, which requires that its design meet a minimum LEED Gold standard and attain carbon-neutrality. Given this certified design, the proposal would be the first carbon-neutral high rise residential project in San Francisco. This is a fantastic opportunity for San Francisco to feature a model environmental project at the heart of a burgeoning area.</p>	<p>★★</p>
<p>Community Benefits</p>	<p>The proposal includes a myriad of community benefits. As mentioned above, significant urban design improvements will create pedestrian-friendly open space in conjunction with neighborhood-serving retail. It will also feature the arts in its ground floor programming and in the mid-block passage. In addition, the plan includes investments in transit connectivity. These all promote the goals of the city's proposed Hub Plan. Additionally, the project will utilize union labor to put local residents to work. Lastly, the proposal includes payment of a number of fees including the following: Van Ness and Market Inclusionary Affordable Housing Fee, the Van Ness and Market Neighborhood Infrastructure Fee, the Market and Octavia Inclusionary Housing Fee and the Market and Octavia Community Infrastructure Fee. It should be noted that the single-tower project iteration delivers more robust community benefits, especially along 12th street and in a stronger mid-block passage.</p>	<p>★★</p>

Community Input	The project team demonstrated a good-faith effort to engage with the community, and found positive support for the project. In addition, their interactions with the community led to material changes in the project, such as the reduction of the parking ratio from 0.4 to 0.25.	★★
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