



# PROJECT REVIEW REPORT CARD

**Project Address:** 3333 California Street  
**Project Sponsor:** Laurel Heights Partners, LLC  
**Date of SFHAC Review:** 7/24/19

### 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 Project 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>
<b>Summary</b>	The San Francisco Housing Action Coalition enthusiastically supports the proposed project at 3333 California Street, which <b>received the Committee's highest rating</b> since implementing our new scorecard criteria. The project team has done outstanding community outreach in an effort to create 744 needed homes for San Franciscans.	★★★
<b>Land Use</b>	The project transforms an underutilized office site into a mix of residential, retail, office, child care, and associated parking uses. The Committee's preferred project proposal would create 744 necessary, high-quality homes for San Franciscans while introducing density to the area.	★★★
<b>Density</b>	Though the site doesn't utilize a density bonus, the introduction of a Special Use District will allow for the height required to create 744 necessary new homes.	★★
<b>Affordability</b>	Of the proposed 744 housing units, the project will include 25% (186 units) below-market-rate homes, a very high percentage to achieve given the cost of home creation. This goes above and beyond the planning code requirement and is worth additional recognition.	★★
<b>Parking &amp; Alternative Transportation</b>	HAC's Project Review Committee would prefer to see a lower parking ratio, but 1:1 does fall within our acceptable guidelines.	★
<b>Preservation</b>	The project site would retain a significant portion of the existing site and Mid-century Modernist building, and accommodates the change of use in a highly-skilled adaptive reuse that is sympathetic to the original architecture. Proposed alterations to the existing building would create a path between Center Building A and Center Building B, realizing a pedestrian-friendly area for those living in the buildings' repurposed residences.	★★
<b>Urban Design</b>	The project team comprises of three architecture firms, two landscape architecture firms and a sustainability firm, to create a varied yet highly-integrated architectural and landscape design that is sustainable and compatible with its diverse surrounding context, utilizes the site's topography, and skillfully adds density to an underutilized site. The project aims to open and connect the site to the surrounding community by extending the neighborhood urban pattern and street grid into the site through a series of pedestrian and bicycle pathways and open spaces. HAC's Project Review Committee commends this project team on an exemplary Urban Design.	★★★

<b>Environmental Features</b>	<p>The project is committed to meeting and exceeding the requirements for LEED Neighborhood Development certification at a minimum Gold level for the full development, while aiming for LEED platinum. A project highlight is the net gain of 85 new trees in the development area and a grey water rationing controls system implemented by the Public Utilities Commission. The project is also targeting net zero energy use above the baseline of the existing building.</p>	<p>★★★</p>
<b>Community Benefits</b>	<p>The project team is proposing a model community benefits package including the creation of needed family housing; 14,600 sf continued childcare support; increased walkability connecting the site to the neighborhood; local hiring / LBE's and many pre- and post- construction jobs. The project team estimates the proposed project will result in an additional \$10 Million in tax revenue that is non-existent today. The project will also contribute to \$15 Million of fees to the city, which will be put toward improving the lives of San Franciscans.</p>	<p>★★★</p>
<b>Community Input</b>	<p>The Project Sponsor has done an exemplary job of engaging the community having conducted over 160 meetings, including all-community meetings, neighborhood organization board meetings, retail organizations, and meetings with individual neighbors. Specific neighborhood groups like Presidio and Pacific Heights are in support of the project. Feedback from these meetings has been taken into account by the project team, who have made significant design changes as a response, including removing a full floor from the initial designs.</p>	<p>★★★</p>