



PROJECT REVIEW REPORT CARD

Project Address: 321 Florida Street, San Francisco CA 94110
Project Sponsor: DM Development
Date of SFHAC Review: 10/7/2020

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

Summary	After reviewing the project proposal, the San Francisco Housing Action Coalition is proud to endorse DM Development's 321 Florida Street. The well designed project will create transit adjacent housing of varying affordability levels in the Mission-Potrero Hill area.	★★
Land Use	The project replaces a parking lot with a 9 story mixed use high rise with 154,396 sq ft total and the ground floor allocated for community retail use. The project site is located within a half mile of the 16th Street Bart Station and near multiple Bryant Street north/south Muni line stops.	★★
Density	The project will utilize the state density bonus, increasing the total height from 7 to 9 stories and providing 169 total units, 31 of which are BMR.	★★★
Affordability	Currently the project is set to include 31 BMR units, which range from very low income to moderate income. We are pleased the project team is in discussions with United Save The Mission (USM) regarding the possibility of increasing the number middle income homes offered.	★
Parking & Alternative Transportation	The project has proposed 45-57 vehicle spaces, along with one car share space and 118 bicycle parking spaces below ground. The parking garage will also include a bike repair station. The site's proximity to public transit and existing bicycle infrastructure will encourage alternative transportation from its residents. We support the low parking to dwelling unit ration, and encourage the project team to further assess the community's needs to see if fewer spaces are possible. We also encourage the project team to consider locating at least some bike parking on the ground floor, to promote biking as a convenient alternative to driving.	★
Preservation	The project site does not have any existing infrastructure deemed historic as the site is currently a parking lot.	n/a

<p>Urban Design</p>	<p>The project will include a rooftop amenity space for residents. The exterior facade and architectural expression are an appropriate yet modern interpretation of the surrounding context, and are enhanced by the high quality proposed materials and the mural on the south facing side. The project maximizes opportunities for active uses along the street frontage, which has been programmed with retail arts space, a well designed lobby, and residential units. The small street frontage presents challenges to the ground floor design since it must also accommodate emergency exit stairs, a driveway, and PGE transformer rooms - these have all been sized to the minimum that the building code and the City will allow. The existing street conditions on this block are somewhat dormant and we look forward to this project adding lively uses and expansive glazing areas to connect the interior with the exterior streetscape. Fletcher Studio has created a welcoming and inviting schematic level design for the facade, which they will advance once the project moves to the next phase of design.</p>	<p>★★</p>
<p>Environmental Features</p>	<p>The project is expected to receive a silver Greenpoint rating and be an all electric building which will exceed Title-24 requirements. We are impressed with the project's all-electric plan before the electric building ordinance becomes law. The project is located near public transit, and the site's slope can both help with drainage and meeting Article 38 to encourage good air flow.</p>	<p>★★</p>
<p>Community Benefits</p>	<p>The project team is partnering with Community Arts Stabilization Trust (CAST) to provide 1,591 sq ft for a community arts space on the ground floor. We are excited about the discussions with Sweet Peas Preschool regarding play yard improvements. We encourage the team to communicate with labor groups as the project progresses. Additionally, the project will pay over \$6 million in city impact fees.</p>	<p>★★</p>
<p>Community Input</p>	<p>Project team has worked with multiple outreach groups, including Bryant Street Neighbors, CAST, and Merchant Associations. The team is working with Friends of Franklin Square to offer financial support of the adjacent lot and Sweet Peas Preschool for input on design and future play yard improvements. We encourage continued outreach with involved parties</p>	<p>★★</p>