



**Project Address: 425 Broadway**  
**Project Sponsor: Montgomery Place, LLC**  
**Date of HAC Review: July 7th, 2021**

**Grading Scale**

- ★ = The project meets the high standard set by local jurisdiction and/or HAC
- ★★ = The project exceeds HAC standards
- ★★★ = The project far exceeds HAC's standards and exhibits creativity in its proposed solutions

**Criteria for HAC Endorsement**

1. The development must have been presented to the HAC 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>	HAC is pleased to endorse 425 Broadway, as the project will bring 41 homes to a currently underutilized site in a neighborhood that has not built much housing in recent decades. The project utilizes the state density bonus and employs a strong urban design, ultimately helping to alleviate San Francisco's housing shortage.	★★
<b>Land Use</b>	This building converts a surface level parking lot into a mixed-use, multi-family project that includes office, retail, and residential space. The committee commends the project's location, as the area is well-served by public transit and has built little housing in previous decades. The committee also supports the team's decision to include office space instead of parking.	★★
<b>Density</b>	The project will consist of 41 for-sale homes. The committee commends the project team for increasing the density by 20% through the State Density Bonus. While we would like to see the project utilize the entirety of the 50% bonus, we understand the need to be responsive to neighbors.	★★
<b>Affordability</b>	This project includes 3 on-site affordable homes and an in-lieu fee of approximately \$2.5 million. By combining on-site with in-lieu fees, this project brings more affordable homes to one of the most affluent parts of the city.	★
<b>Parking &amp; Alternative Transportation</b>	The project is in a transit-rich area and includes 17 parking spaces, as well as 53 total bike spaces. We are exceptionally happy with the project team exceeding a 1:1 ratio for bike parking, and would also encourage the team to explore adding bike parking at grade. We are likewise pleased with the small number of car parking spaces (all of which are unbundled), and encourage the implementation of additional TDM strategies to become GreenTRIP certified.	★
<b>Preservation</b>		n/a

<p><b>Urban Design</b></p>	<p>There are light wells in the basement office spaces to provide natural light, as well as usable open space for 8 of the 41 units. Building amenities include a roof deck on the Montgomery building as well as landscaped space between the two buildings. The Committee appreciates the façades on Verdi alley, as well as the activation of the alley. Upper floor levels of the buildings facing Broadway and Montgomery have been set back and improved in response to feedback from the City. We would like to see the project team plan for possible ADU conversions for the retail on Montgomery.</p>	<p>★★</p>
<p><b>Environmental Features</b></p>	<p>This building meets the City's requirements. The project team is aiming for LEED Gold equivalency, with a design that is all-electric, includes PV array units, VRF HVAC, and employs a variety of water conservation measures.</p>	<p>★</p>
<p><b>Community Benefits</b></p>	<p>The Committee commends the project for the positive impact it will have on the alley and the improvements to the sidewalk/pedestrian experience. The Committee also believes adding housing and design office space is a community benefit, and commends the building's design for blending in with the area's general aesthetic. We encourage the project team to continue engaging with union labor as they are seeking a general contractor.</p>	<p>★★</p>
<p><b>Community Input</b></p>	<p>The team has received letters with feedback from the Telegraph Hill Dwellers and North Beach Neighbors. In response to feedback from the City, the project team changed the proposed rainscreen cladding to brick tile.</p>	<p>★</p>