



August 21, 2009

Mr. Daniel Safier  
The Prado Group, INC  
150 Post Street Suite 320  
San Francisco, CA 94108

**Re: Proposed project on 2001 Market Street**

Dear Mr. Safier:

The San Francisco Housing Action Coalition (SFHAC) is pleased to inform you of our enthusiastic endorsement of your proposed residential building at 2001 Market Street. Our Endorsement Committee believes this project has strong merit and will make a substantial contribution to SFHAC's goals of increasing the supply of appropriately located housing that meets the needs of present and future San Franciscans.

The proposed project meets our endorsement criteria in the following ways:

**Land Use:**

The proposed combined residential and retail project is an appropriate use of the site given the surrounding context. The project's location and size are entirely consistent with established uses in the neighborhood.

**Density:**

We understand that your project proposes 80 residential units in a mixed-use building. This proposed project would also provide 31,815 square feet of ground floor neighborhood-serving retail. This is in keeping with the surrounding transit-oriented, high-density residential neighborhood.

**Affordability:**

The SFHAC is pleased to see that you propose building the affordable housing units onsite.

**Transit Orientation and Parking:**

The proposed project meets SFHAC guidelines by proposing less than one parking space per residential unit and is enhanced by proximity to numerous MUNI stations that are within walking distance of the project.

The site will have approximately 60 residential parking spaces and storage for bicycles and spaces for car share.

**Design:**

The proposed project promotes the principles of excellent urban design and is generally transit-oriented. The SFHAC supports your goal to protect the pedestrian realm with an active ground floor use. The project sponsor seeks to create a vibrant pedestrian realm through several improvements to the streetscape on Market, Dolores and 14<sup>th</sup> Streets. The design's style, scale and façade are quite compatible with the existing neighborhood character.

The SFHAC is also interested in learning more about the individual residential unit design elements as they emerge.

**Preservation:**

There are no historic issues related to the project site.

**Greening and Energy Efficiency:**

The SFHAC is especially supportive that the proposed project is seeking LEED Silver certification.

**Community Input:**

The SFHAC is supportive of your coordinated outreach and information efforts in the area and encourages this important dialogue with neighborhood residents and community organizations.

Thank you for submitting the 2001 Market Street project to SFHAC's Endorsement Committee. If you contemplate significant additional changes to this project we would appreciate an opportunity to review them. However, we are pleased to fully endorse this excellent project. It meets our guidelines in an exemplary fashion. Please let us know how we may be of assistance.

Sincerely,



Tim Colen, Executive Director