

ENDORSEMENT SUBMISSION REQUIREMENTS

Applicants, please fill out the following form and submit electronic copies of the site plans and elevations to Kate Lefkowitz, kate@sfhac.org

Project Sponsor:

Panoramic Interests - www.Panoramic.com

Contact:

Cara Houser

Project Manager

2116 Allston Way, Ste. 1 Berkeley, CA 94704

T: 510.883.1000 x302

Cara@Panoramic.com

Location of Project: 36 & 38 Harriet Street. The project site is located on the west side of Harriet Street in the block bounded by Howard and Folsom, and 6th and 7th Streets. The project is in Eastern SOMA and is subject to the Eastern Neighborhoods Rezoning.

Brief Project Description: (uses, height, unit mix, etc)

Panoramic Interests is proposing to construct a new, green, 4 story residential building consisting of 22 dwelling units. All of the units shall be Single Room Occupancy (SRO) as defined under the Planning Code. The site is currently a 3,750 sf undeveloped parking lot.

The project is located just 0.4 miles from two BART stations (Civic Center and Powell) and just a few blocks from bus lines. The location is ideal for this nearly car-free project, which features just one parking space for a car-share vehicle, and ample bicycle parking.

The new building will be a contemporary design, and consist of four stories above grade and a height of 45 feet. The ground floor shall include a lobby, five dwelling units, one parking (car-share) space, and common usable open space in the rear yard. Floors 2 through 4 shall consist of six dwelling units each. Photovoltaic panels are planned for the roof.

Collaboratively designed by Zeta Communities and Panoramic Interests, the units (called SmartSpaces[®]) are stylish, efficient and affordable. The units are of modular construction and include a high performance envelope and energy system that will reduce energy consumption by fifty percent. SmartSpace[®] interiors feature innovative design, energy efficient fixtures and appliances, built-in furniture, and ample storage.

The project will be targeted for LEED Platinum certification. It is estimated that the construction time for the project, from grading to Certificate of Occupancy, will be approximately 90 days.

Project Architect:

Trachtenberg Architects, in collaboration with ZETA Communities, the designer/builder.
Project Architect Contact: Isaiah Stackhouse
TRACHTENBERG ARCHITECTS
2421 Fourth Street, Berkeley, CA 94710
www.TrachtenbergArch.com
510.649.1414 x24

Existing Zoning: (height and use)

The lots are zone MUG (Mixed-Use General) and RED (Residential Enclave District), respectively, and have a height-bulk designation of 45-X.

Exceptions, Variances, Conditional Use Approvals and Code Changes Requested:

None. The project is a Permitted Use under the Eastern Neighborhoods Rezoning.

Approval Schedule: Application submission January 2010. May require review by Recreation and Park Commission and the Planning Commission per Section 295 of the Planning Code because of potential Proposition K shadow impacts on the South of Market Recreation Center park. Project approval anticipated in May 2010.

Project Planner Assigned: TBD

The following guidelines will be used to evaluate the project. Under each guideline, please indicate briefly whether and how the project meets the guideline:

Land Use: Housing should be an appropriate use of the site given the context of the adjacent properties and the surrounding neighborhood and should enhance neighborhood livability.

Currently this site is a blighted parking lot adjacent to several residential buildings. The neighborhood is predominantly residential. The proposed project is consistent with the zoning and compatible with surrounding uses. The additional lighting and “eyes on the street” provided by a new project in the place of a previously vacant lot enhances the safety of the neighborhood.

Density: The project should take full advantage of the maximum unit density and/or building envelope, allowable under the zoning rules.

The project's density is 256 dwelling units per acre. Twenty-two units is the maximum that can be accommodated given the rear setback and height requirements for the site.

Affordability: The need for affordable housing, including middle income (120-150 of median) housing, is a critical problem and SFHAC gives special support to projects that propose creative ways to expand or improve unit affordability beyond the legally mandated requirements.

The project is located in the SOMA Youth and Families Special Use District, therefore it is subject to Tier C for-sale inclusionary housing requirements per Sec. 319.4(a)(3), such that a minimum of 22 percent of the total units constructed shall be affordable. If the project is for-sale, 5 of the project's 22 units will be affordable.

In addition, this housing type is naturally "affordable by design." The units are compact and the market rates will be affordable to those in the middle income range, whether the units are for-sale or rental.

Parking and Alternative Transportation: SFHAC expects the projects it endorses to include creative strategies to reduce the need for parking, such as ample bicycle storage, provision of space for car-share vehicles on-site or nearby, un-bundling parking cost from residential unit cost, and measures to incentivize transit use. Proximity to transit should result in less need for parking.

In districts with an as-of-right maximum and discretionary approval up to an absolute maximum, SFHAC will support parking exceeding the as-of-right maximum only to the extent the Code criteria for doing so are clearly met. In districts where the minimum parking requirement is one parking space per residential unit (1:1), the SFHAC will not, except in extraordinary circumstances, support a project with parking in excess of that amount.

The project is nearly car-free, providing one parking space (1:22), which shall be dedicated to a car-share vehicle.

The project is located just 0.4 miles from two BART stations (Civic Center and Powell) and just a few blocks from bus lines. The location is ideal for this nearly car-free project, which features just one parking space for a car-share vehicle, and ample bicycle parking.

Preservation: If there are structures of significant historic or cultural merit on the site, their retention and/or incorporation into the project consistent with historic preservation standards is encouraged. If such structures are to be demolished, there should be compelling reasons for doing so.

The site is an undeveloped parking lot and no existing structures are to be demolished.

Urban Design: The project should promote principles of good urban design: Where appropriate, contextual design that is compatible with the adjacent streetscape and existing neighborhood character while at the same time utilizing allowable unit density; pleasant and functional private and/or common open space; pedestrian, bicycle and transit friendly site planning; and design treatments that protect and enhance the pedestrian realm, with curb cuts minimized and active ground floor uses provided.

Projects with a substantial number of multiple bedroom units should consider including features that will make the project friendly to families with children.

The addition of the building to the neighborhood creates visual interest and continuity of uses and heights. There will be ample secure bike parking in the rear garden area for both residents and guests.

Environmental Features: SFHAC is particularly supportive of projects that employ substantial and/or innovative measures that will enhance their sustainability and reduce their carbon footprint.

The project will be among most energy efficient buildings in the city of San Francisco. It is targeting LEED Platinum certification. ZETA Communities, the builder, utilizes many innovative strategies to achieve superior energy efficiency and indoor air quality, such as: windows with high R values, ultra-insulated building envelope, energy monitoring systems, and low-emitting, sustainable materials. The project's design and location combine to make it an ideal candidate for the highest LEED certification possible.

Community Input: Projects for which the developer has made a good faith effort to communicate to the community and to address legitimate neighborhood concerns, **without sacrificing SFHAC's objectives, will receive more SFHAC support.**

Panoramic Interests plans to hold meetings with the South of Market Project Area Committee and SOMA Leadership Council during the project entitlement process to share project ideas, details, and goals.