San Francisco
HOUSING
ACTION
COALITION

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May 28, 2009

Mr. Mark Gustav Conroe
President & CEO
Presidio Development Partners, LLC
1390 Market Street, Suite 112
San Francisco, CA 94102

Re: Proposed Project on 1390 Market Street

Dear Mr. Conroe:

The San Francisco Housing Action Coalition (SFHAC) is pleased to inform you of our enthusiastic endorsement of your proposed residential building at 1390 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 250 residential units in an 11-story, mixed-use building. This is in keeping with the surrounding transit-oriented, high-density neighborhood.

Affordability:
We understand that you plan to build half of the affordable housing units onsite pursuant to the Planning Code. We encourage you to consider locating all the affordable housing units onsite.

Transit Orientation and Parking:
The proposed project provides a ratio of parking spaces to housing units of much less than 1:1 and is enhanced by proximity to numerous BART and MUNI stations that are within walking distance of the project.

We appreciate that you did not put additional parking in the project and commend you for taking advantage of the under-utilized existing parking garage. We think this will improve the pedestrian realm and contribute to Market Street being a more vibrant center of commercial and residential activity.

Preservation:
There are no historic buildings on the project site and the project does not threaten or denigrate any of the adjacent historic buildings.

Urban Design:
The proposed project promotes the general principles of good urban design. The architectural design, style and scale are a significant improvement on the character of the existing site and is in keeping with the better elements within the surrounding neighborhood. The SFHAC supports your goal to enhance the pedestrian realm with an active ground floor use by creating a new street wall that will significantly activate this portion of Market Street.

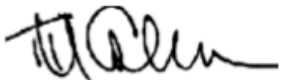
The SFHAC is also interested in learning more about the individual residential unit design elements as they emerge.

Greening and Energy Efficiency:
The SFHAC applauds your project's seeking LEED Gold certification. However, we would like to know more about the specifics of its energy efficiency features.

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 1390 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

Cc: Andrew J. Junius, Reuben & Junius, LLP