

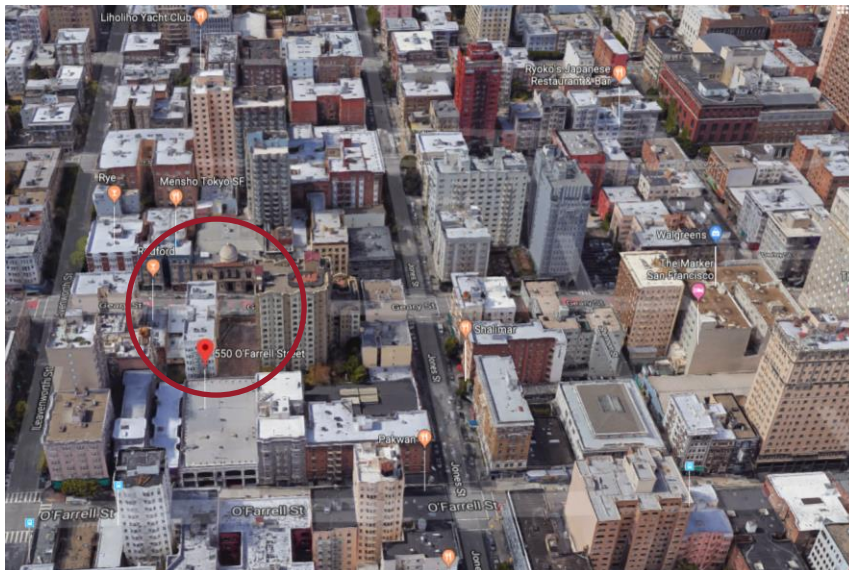
A stylized, low-poly illustration of a bridge structure in shades of red and orange. The bridge features a tall central pylon and several stay cables. The design is geometric and modern, with sharp angles and flat surfaces. The bridge spans the right side of the image, with its deck extending towards the left.

# 550 O'FARRELL ST.

PLANNING COMMISSION HEARING

JANUARY 14, 2020

# HISTORIC PARKING GARAGE




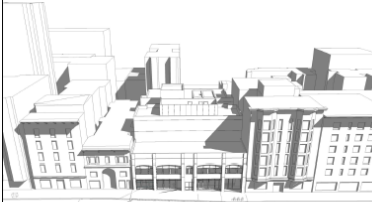


# UNIQUE HISTORIC REVIEW & DESIGN PROCESS

## ➤ 550 O'Farrell is Located within the Uptown Tenderloin Historic District

- 16 block area formally applied for by Tenderloin Housing Clinic in partnership with Michael Corbett. The UTHD was instrumental in providing the community with clear geographical definition for planning and preservation purposes
- Primarily recognized for 1) the early development of hotel and apartment life in San Francisco during early 1900s and 2) distinct architecture and mix of building types

## ➤ Feedback from HRE (December 2018) and Historic Preservation Commission (April 2019) drove design considerations

- The original proposed project (above) would result in a significant adverse impact to the historic resource
- Recognition that the parking garage is not the finest example of Gothic Revival architecture but was an important contributor – therefore a preference for a partial preservation was made clear
- Recognition that a large setback would result in an inferior rear-yard and leaned towards Partial Preservation Alternative 2
- Additional feedback from community groups strongly recommended preservation of façade

PROPOSED PROJECT	FULL PRESERVATION ALTERNATIVE	PARTIAL PRESERVATION ALTERNATIVE 1	PARTIAL PRESERVATION ALTERNATIVE 2
13 LEVELS OF TYPE I CONSTRUCTION 	MAINTAIN FRONT HALF OF EXISTING BUILDING AND ADAPTIVELY RE-USE INTERIOR. 2 STORY ADDITION SETBACK 30 FEET 	MAINTAIN EXISTING FAÇADE WITH 13 LEVELS OF TYPE I CONSTRUCTION. SET BACK 20 FEET 	MAINTAIN EXISTING FAÇADE WITH 13 LEVELS OF TYPE I CONSTRUCTION. NO SET BACK 
	<i>2-story addition, 30-ft setback</i>	<i>Maintain façade, 20' setback with rear-yard modification</i>	<i>Maintain façade, no setback</i>

# FINAL DESIGN CONSIDERATIONS

- **Historic Retention is now the “Proposed Project” for purposes of the EIR**
  - Presidio Bay listened to the priorities of the HPC, Tenderloin Housing Clinic (sponsor of the historic district designation) and the HRE recommendations and is moving forward with the historic retention in the proposed EIR and entitlement application
  
- **Reduction of maximum possible unit count to accommodate historic retention (116 units to 111 units)**
  - Significant research and architectural development to maximize unit and bedroom count, including preserved provision of 2/3 bedroom units, and meeting fire/life safety design standards, while ensuring economic viability of project due to reduced unit count
  - We created a repeatable unit layout pattern to maximize the efficiency and feasibility of the project, given its Type I construction nature
  
- **Upfront investment by Project Sponsor into constructability and design feasibility**
  - We spent 6+ months with a general contractor and engineering input to settle on an interior design that would maximize the project's chance of feasibility
  - High affordable housing requirements (additional North of Market SUD fee) and high-rise considerations (e.g. back-up generator) create considerable challenges



# COMMUNITY ENGAGEMENT

- 550 O'Farrell Street has committed to working with organizations and stakeholders in the Tenderloin to ensure the project is integrated into the fabric of the community
- We have held 20+ videoconferences with community organizations to understand the priorities of the neighborhood and explore different ways that the project can offset any potential impact
- 550 O'Farrell Street is in the final stage of completing a Community Benefits Agreement for the Tenderloin community – an effort that has been spearheaded by Market Street for the Masses and the Tenderloin Housing Clinic – to be completed prior to the end of the Planning Commission appeal period
- The Community Benefits Agreement will include several 'good neighbor' and local hiring commitments, as well as a financial contribution component that will be used to fund the operations of Tenderloin based non-profit organizations

# PROJECT HIGHLIGHTS

**Urban infill historic preservation project that provides high-density housing with both a significant percentage of affordable dwelling units and contribution to the city's housing fund, in addition to both financial and operational commitments to the Tenderloin community**

- 111 rental units comprised of 35 1-BR (32%), 62 2-BR (56%) and 14 3-BR (13%) for a total of 68% family sized units (in excess of 40% minimum requirement)
- 20% on-site affordable housing with an additional \$1.8MM in off-site affordable housing fees (including North of Market SUD fee) to provide the equivalent of 25% BMR housing
- 2 additional 'rent-controlled' units set aside for Brilliant Corners, with potential for more in the future
- Community Benefits Agreement that provides for \$400,000 in funding for Tenderloin based organizations in addition to other 'good neighbor' considerations
- Community space for Tenderloin organizations
- \$1.5MM in other impact fees for childcare, SF school district and transit improvements
- 115 bicycle spaces

# UTHD DEFINING CHARACTERISTICS

- Multi-unit apartments, hotels, or apartment-hotels, as well as other building types that support residential life
- Constructed of brick or reinforced concrete
- Bay windows on street facades, double-hung windows in the earlier buildings, casement windows with transoms in later buildings
- Flat roofs with parapets providing compositional space for decorative cornices
- Prominent fire escapes
- Decorative features: brick or stucco facings with molded galvanized iron, terra cotta, or cast concrete; deep set windows in brick walls with segmental arches or iron lintels; decorative quoins; sandstone or terra cotta rusticated bases, columns, sills, lintels, quoins, entry arches, keystones, string courses (concrete, stucco or galvanized iron also used to imitate these architectural features)
- Buildings occupy the entire width of the lot creating continuous street walls
- Elaborately detailed residential entrances
- Two or three-part vertical building composition for apartment and hotel buildings
- Engraved or painted signs, bronze plaques and neon signs

# PROPOSED DESIGN



- Building is comprised of a tri-partite division base, middle and top
- The existing building façade is incorporated as the building base per the SF Planning Retained Elements Guidelines. A vertical hyphen at the 4<sup>th</sup> floor separates the upper tower from the existing historic façade.
- Primary O'Farrell Street façade is constructed with architectural precast, metal panel accents and cast-in-place concrete.
- Architectural details such as punch window openings, concrete sills and building cornices honor the distinct architectural character of the Uptown Tenderloin Historic District
- Potential public facing mural decorates the solid face of the zero lot-line walls



# PROPOSED DESIGN



- Faithful preservation and restoration of historic architecture
- First two floors will consist of double height units on the north half of the property and a double height fitness facility on the O'Farrell / south half of the property
- Façade pulled to the property line to match the neighboring design context, which also includes significant window insets and a regular fenestration pattern
- Significant 'hyphen' setback above the historic elements to provide visual separation from the massing above – hyphen was discussed in detail with UDAT to preserve the livability of the residential units on that floor
- Building lobby, common areas and fitness rooms will contain multiple references and educational resources regarding the history of the Uptown Tenderloin Historic District

# PROPOSED DESIGN



- Common area open space for the residents at the rear yard and on the 13<sup>th</sup> floor
- Private patios for ground floor units facing the rear yard
- Open space amenities include lush landscaping with seating areas for small gatherings as well as a dog run and outdoor kitchen
- Rear façade mimics the O'Farrell Street façade with punch openings in cement plaster and concrete sills

# SOUTH ELEVATION





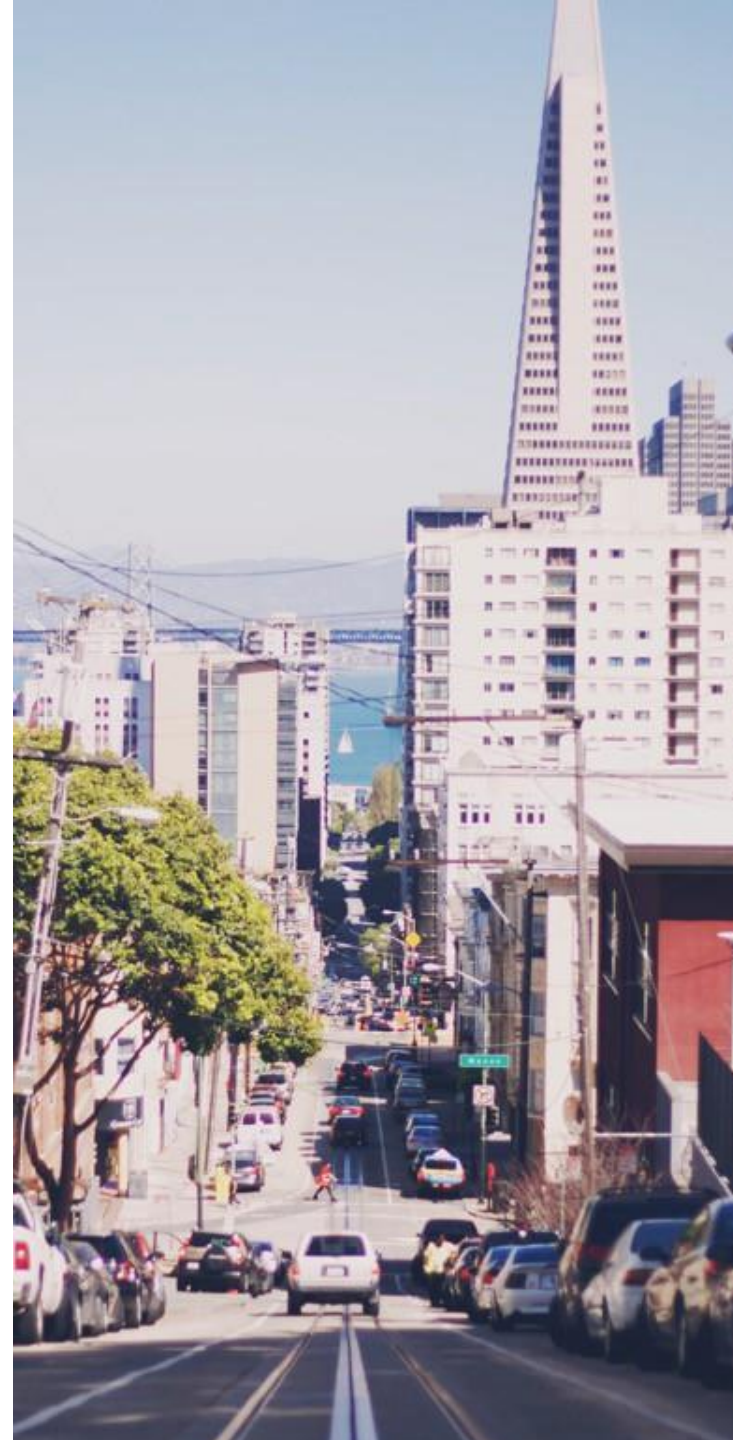
# THANK YOU



## **PRESIDIO BAY VENTURES**

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SAN FRANCISCO, CA 94111

[WWW.PRESIDIOBAY.COM](http://WWW.PRESIDIOBAY.COM)





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## APPENDIX



# AFFORDABLE HOUSING

- 50 Jones (also known as 1066 Market Street) and 1028 Market Street are recent apartment developments located in District 6 that were recently completed or are under construction.
- Projects including 950 Market Street, 469 Eddy Street and 925 O'Farrell Street were not considered as they are for-sale condominium projects
- 550 O'Farrell offers significantly more affordable rental housing to the community, with over double the affordable housing requirement (25% for 550 O'Farrell) as well as a much more family-friendly unit mix (~69% 2 and 3 bedroom units in 550 O'Farrell vs. ~37% for 50 Jones and 1028 Market Street)



*1066 Market Street*



*1028 Market Street*

	550 O'Farrell	50 Jones	1028 Market
Year	2023	2019	2021
Units	111	303	193
BMR %	25%	12%	13.5%
2 BD %	56%	37%	30%
3 BD %	13%	0%	6%

# COMMUNITY BENEFITS AGREEMENT

## ➤ **Family-Friendly & Affordable Housing for District 6**

- The proposed project will provide housing for between 240-260 new residents to District 6; 70% of the units can be occupied by small-to-medium sized families and are affordable by design
- 20% BMR units located on-site with an additional \$1.8MM contributed to the City's affordable housing fund and 2 additional units set aside for Better Corners
- Potential to set aside up to 40% of the BMR units for applicants who qualify for Neighborhood Resident Housing Preference per MOCHD's guidelines. Sponsor to confirm with City Attorney's Office and Mayor's Office of Housing & Community Development.

## ➤ **Preservation of Historic Resource and Good Neighbor Education**

- The proposed project almost entirely preserves an architecturally and historically significant building from the Tenderloin's early history
- Partnerships with organizations like the Tenderloin Museum to help us curate the selection of content that will be placed in the lobby and common areas to exceed our EIR requirements
- Good neighbor training for building operations staff
- Active partnership with community organizations to provide notice of events and other means of engaging with residents of 550 O'Farrell (e.g. volunteer opportunities in exchange for building rewards/recognition within the building through resident mobile application)

## ➤ **Course of Construction Engagement**

- Noise and hours of construction will adhere to City requirements; EIR requires significant noise and vibration mitigation measures (these are available to review within the publicly accessible draft EIR document)
- Attendance at community meetings to keep lines of communication open during construction period; Multiple project liaisons who will be accessible to the community

## ➤ **Safe Space for Community Organizations and Events**

- Although our ground floor will primarily serve our residents during the day as a place to work from home or bond with their neighbors, it is our intent to work with qualified neighborhood organizations and non-profit groups and provide free access to our space on fixed evenings to host meetings, gatherings, fundraisers, etc.
- We will be designing the space with this in mind – e.g. modular furniture, built-in projector screens, spare seating and tables that we will offer to store for free in our basement

## ➤ **Financial Contribution**

- \$400,000 due 12 months after receipt of our Certificate of Occupancy

# SUSTAINABLE PROJECT DESIGN

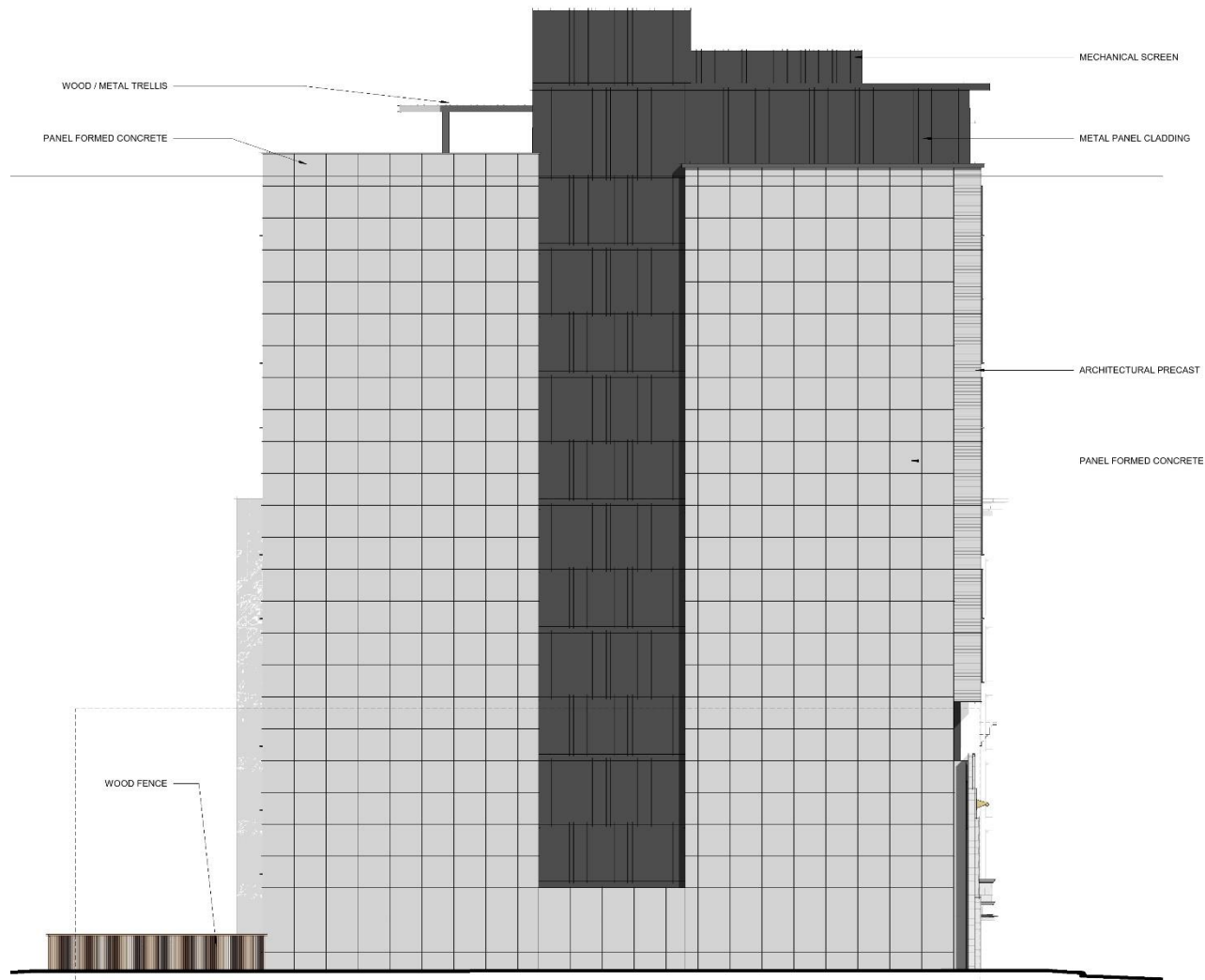
## ➤ Green Building and Sustainability

- We are passionate about creating a building that is Green and energy-efficient
- A previous apartment development in Palo Alto financed by Owner was awarded the Green Home of the Year by Green Builder Media and was showcased by the Palo Alto Public Utilities Commission to industry engineers as an example of sustainable design

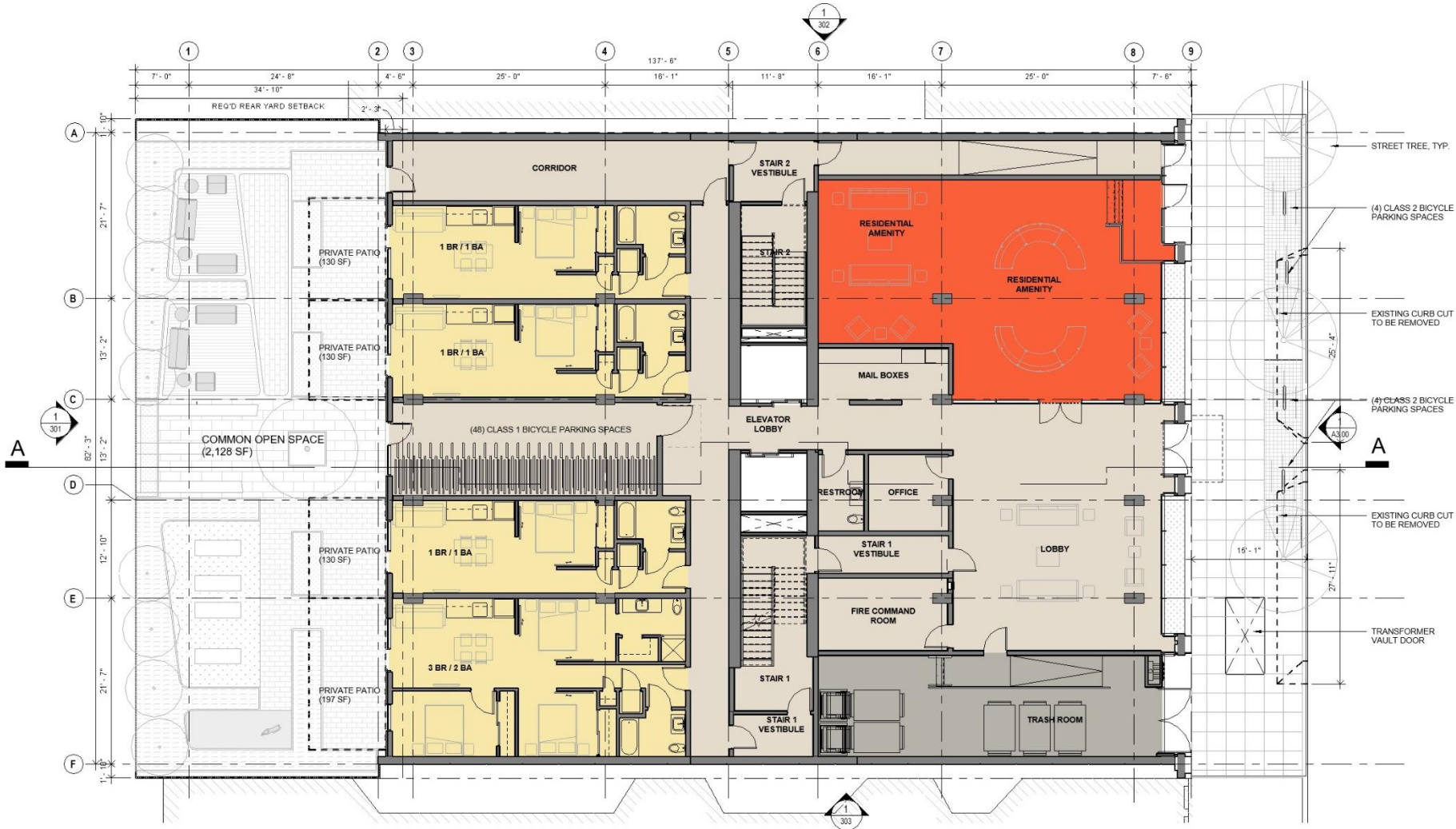
## ➤ The following features are being contemplated for 550 O'Farrell Street

- Building envelope that meets Passive House standards to maximize owner comfort and minimize energy consumption
- Energy-efficient hydronic space heating and cooling system.
- Smart building: occupancy-based lighting and HVAC control to minimize energy consumption.
- All electric building - no gas service
- Power consumption from Hetch-Hetchy to provide green energy offsets compared to traditional PG&E electrical contract
- Hydrogen fuel cell-powered back up generator instead of diesel. This is expected to be cost-effective in this project's time frame. The benefits will be a quiet operation and no pollution.

# EAST / WEST FACADES

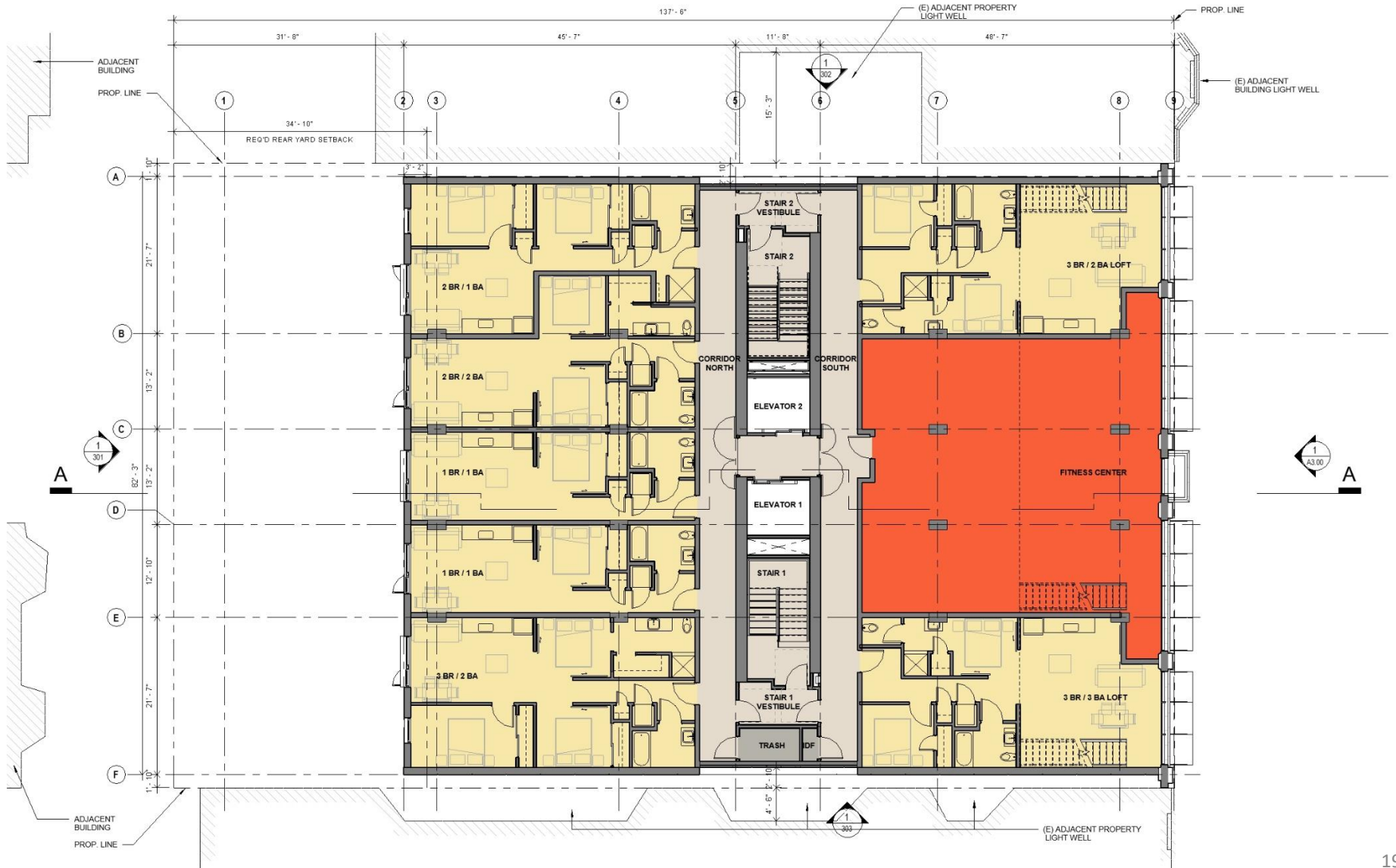


# GROUND FLOOR PLAN

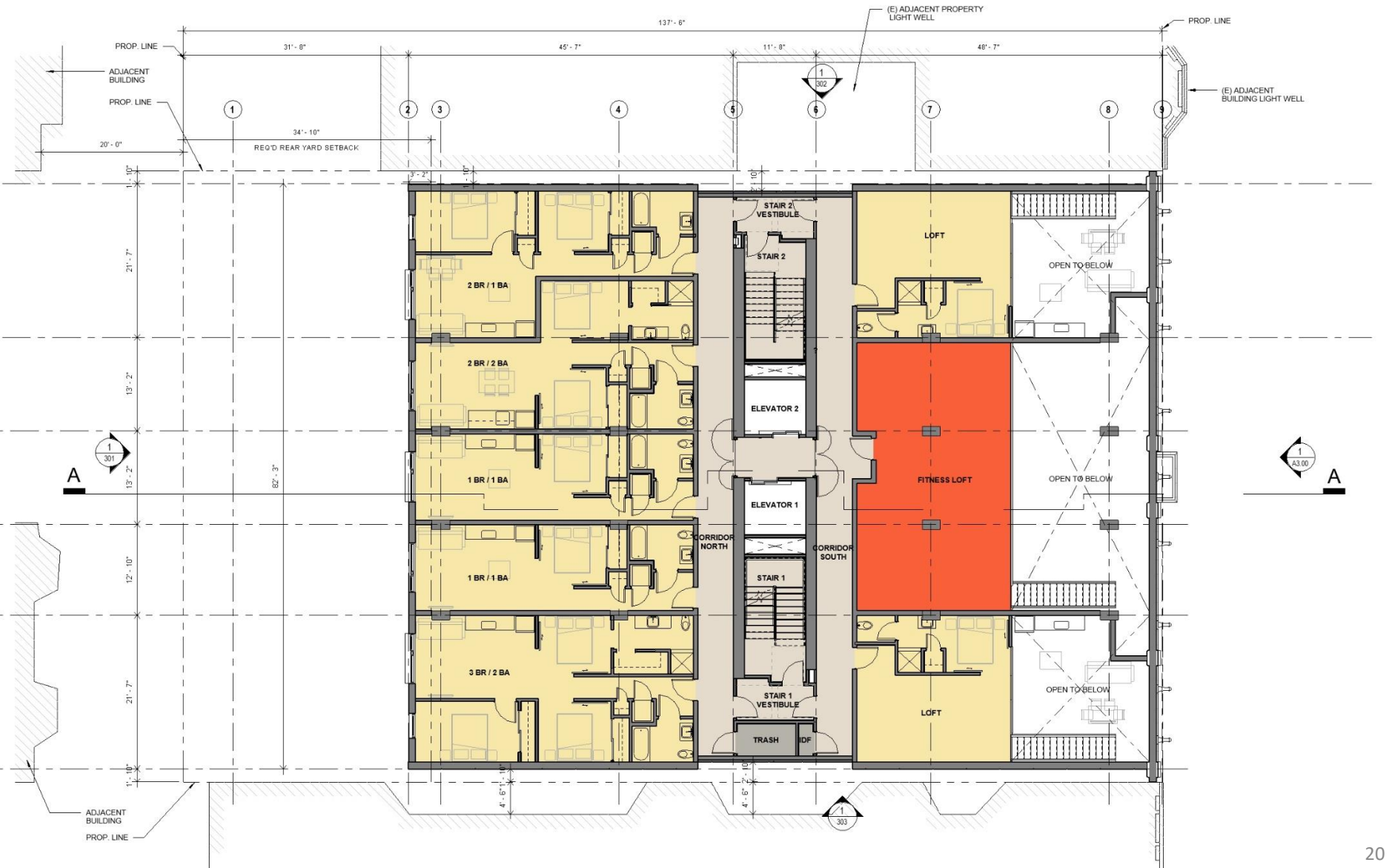




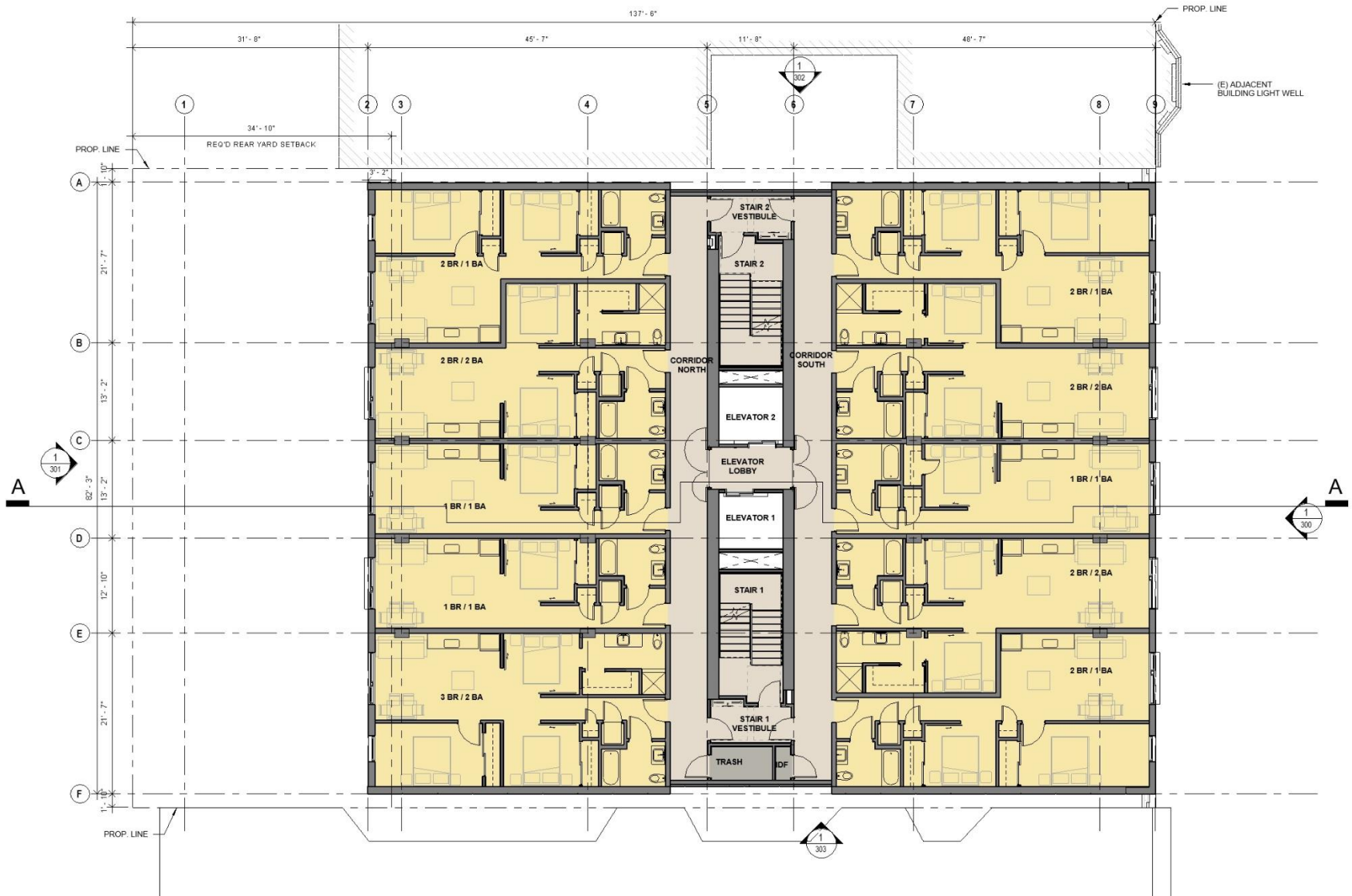
# 2<sup>ND</sup> FLOOR PLAN



# 3<sup>RD</sup> FLOOR PLAN



# TYPICAL FLOOR PLAN



# 13<sup>TH</sup> FLOOR PLAN

