



400 divisadero

Existing Conditions

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Zoning Changes

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- One acre site occupied by gas station, car wash and 3 small residential buildings.
 - 2015: Board of Supervisors rezoned site to Divisadero Street NCT (form based zoning).
 - 65 foot height limit on Divisadero unchanged.
- 2018: Board of Supervisors approved inclusionary requirement of 20%, higher than the 12% requirement when project was proposed.

1060 - 1062 Oak Street

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Project Features

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- 184 new rental apartments, including 37 on-site BMRs
- Plus 3 replacement rent-controlled units for the 3 units being demolished
- Preservation of 2-unit historic resource
- 8,100 SF of ground floor retail along Divisadero Street
- Enhanced public realm: reduces curb cuts from 6 to 1 and adds large corner bulb-outs

Meet Genesis Development

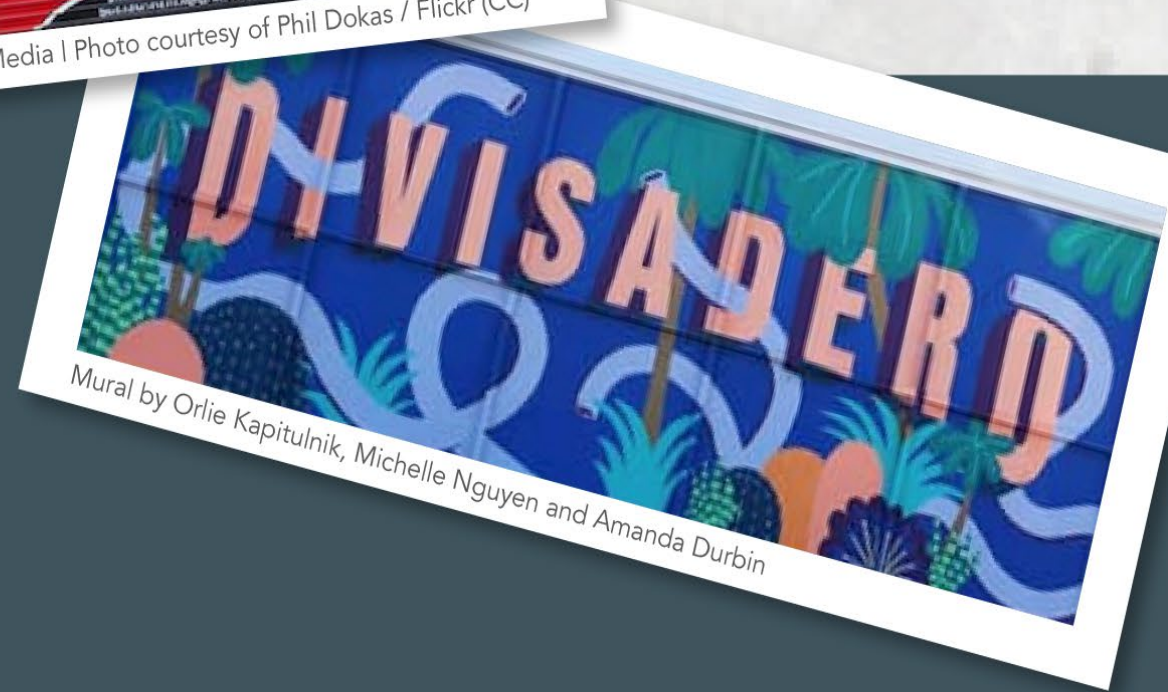
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- Genesis Real Estate Group has built and entitled projects in California since 1987.
- Vice President of Development, David Kriozere, has a proven track record partnering with the San Francisco building trades, constructing over 900 units of new housing, including:
 - 88 King Street: 233 units
 - One Rincon Hill: 390 units
 - The Harrison: 299 units
- Genesis Real Estate Group's commitment to working with the building trades extends beyond San Francisco, building projects in Long Beach and Dallas with union labor.

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400 Divisadero is the nexus of the Divisadero and Lower Haight neighborhoods



Community Engagement

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FACES OF DIVISADERO

This community project was created by Genesis Real Estate Group, which is developing 400 Divisadero at the nexus of the Divisadero and Lower Haight Neighborhoods—a destination with more than 100 unique merchants, restaurants and entertainment venues, abundant parks and transportation.

“Faces of Divisadero” is an original video series featuring the people who make the Divisadero neighborhood special. The series is produced by Kathy Drasky, who is a local award-winning documentary filmmaker and photographer. She began documenting the changes she was seeing in the neighborhood, primarily on Divisadero Street in 2004, and shares photos and video clips on the @Divisadero_Corridor Instagram account.

www.400divisadero.com
facebook.com/400divisadero

Visit our YouTube page to watch the video series.

MEET THE 400 DIVISADERO DEVELOPER

Learn about an opportunity to create housing for families in the middle, as part of a pedestrian-friendly, mixed-use development on Divisadero between Fell and Oak Streets.

This project would bring more families and local neighborhood-serving businesses into the community, with active daylight and night time uses.

Having a neighborhood gathering place instead of an auto-intensive block will connect the north and south parts of Divisadero together, joining them with the pedestrian and retail pathway along the Lower Haight.

PLEASE ENJOY A BEER OR COFFEE

Please join 400 Divisadero developer David Kriozere for a beer and get answers to your questions regarding the proposed project.

WHEN: Every Wednesday from 5pm – 7pm
WHERE: Madrone Art Bar, 500 Divisadero

Or, if you prefer, David can meet for coffee Wednesdays 3-5pm at a local coffee shop. To schedule a personal appointment with David please email David.Kriozere@400divisadero.com.

To learn more about this project, share your input or schedule a meeting, please visit www.400divisadero.com.

THE FUTURE OF RETAIL ON DIVISADERO

RETAIL WORKSHOP

What makes a successful commercial and neighborhood corridor? How can Divisadero continue to evolve as the center of our community? Come hear from the city's top experts and local businesses about their insights and experiences.

Please join the developers of the 400 Divisadero site as we begin the community planning process for transforming this key corner with the next generation of local neighborhood-serving businesses.

PANEL:
Black Nose Trading Company, 342 Divisadero Street; Walt Bell
Brewery, 701 Haight Street; Mattson
Art Bar, 500 Divisadero Street; Spike Krouse
Signs, 645 Divisadero Street; Zhang
me Bakery, 299 Divisadero Street; Harper
rden, 286 Divisadero Street; Nelson

SPEAKER:
San Francisco Mayor's Office of
ind Workforce Development

When: Monday May 7, 6:00-7:30pm
Where: Jerusalem/Redemption Church, 1660 McAllister St.

More about this project, share your input or schedule a meeting, please visit www.400divisadero.com.
at: [f /400divisadero](https://www.facebook.com/400divisadero) for updates.

ART ON SITE SF

COMMUNITY YOGA PROGRAM

BUILDING COMMUNITY THROUGH ART

Join us in an inclusive community gentle yoga class, focused on breathing, grounding, and healing movement.

WHAT: Cultivate mental relaxation, physical healing, and a playful spirit in a supportive community environment.

WHEN: First Friday each month starting January 4, 2019 from 12:00-1:15 pm. Next gathering February 1st.

WHERE: The generously donated space of The Center SF, 548 Fillmore Street.

TEACHER: Hien Tran, over a decade of experience with yoga instruction, Traditional Chinese Medicine, Integrated Bodywork/ Massage Therapy, Energy Healing.

Props provided. No previous yoga experience necessary. All community members welcome.

Classes are free of charge, paid for by our community sponsor: Genesis Development, 400 Divisadero developer.

Art on Site SF, creating community connection through public art in the Heart of the City, across Alamo Square, Divisadero, Fillmore, Hayes Valley, Lower Haight and NoPa. Please consider donating to ArtTrailSF through SF Beautiful at www.sfbeautiful.org.

Follow @ArtOnSiteSF on Instagram

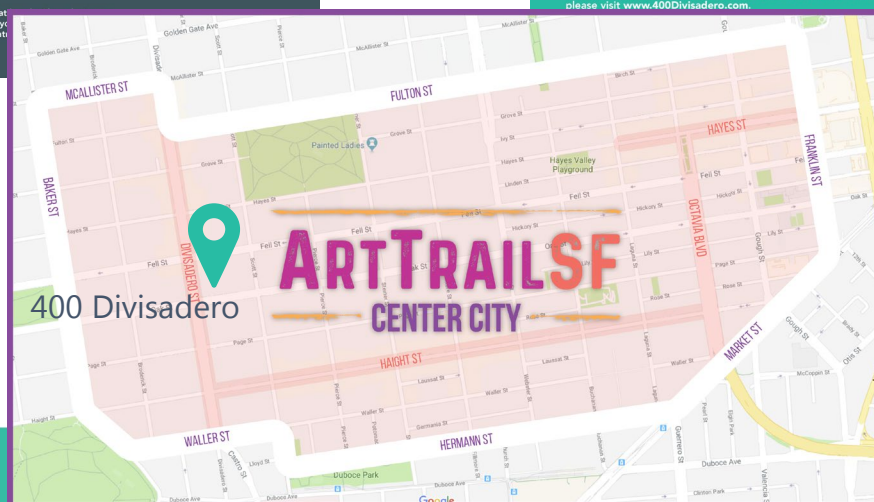
Contact gather@thecentersf.com or 415-923-8180 with questions or suggestions.

SUPPORT STEM EDUCATION

GENESIS REAL ESTATE GROUP EST. 1987

Aerial Sports League & Foundation

Genesis Real Estate Group and Aerial Sports League & Foundation are proud to co-sponsor Mo' MAGIC's emerging technology program for STEM education.



Community Support

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Endorsements Include:

Lower Haight
Merchant and
Neighbor
Association

Alamo Square
Neighborhood
Association

Haight Ashbury
Improvement
Association

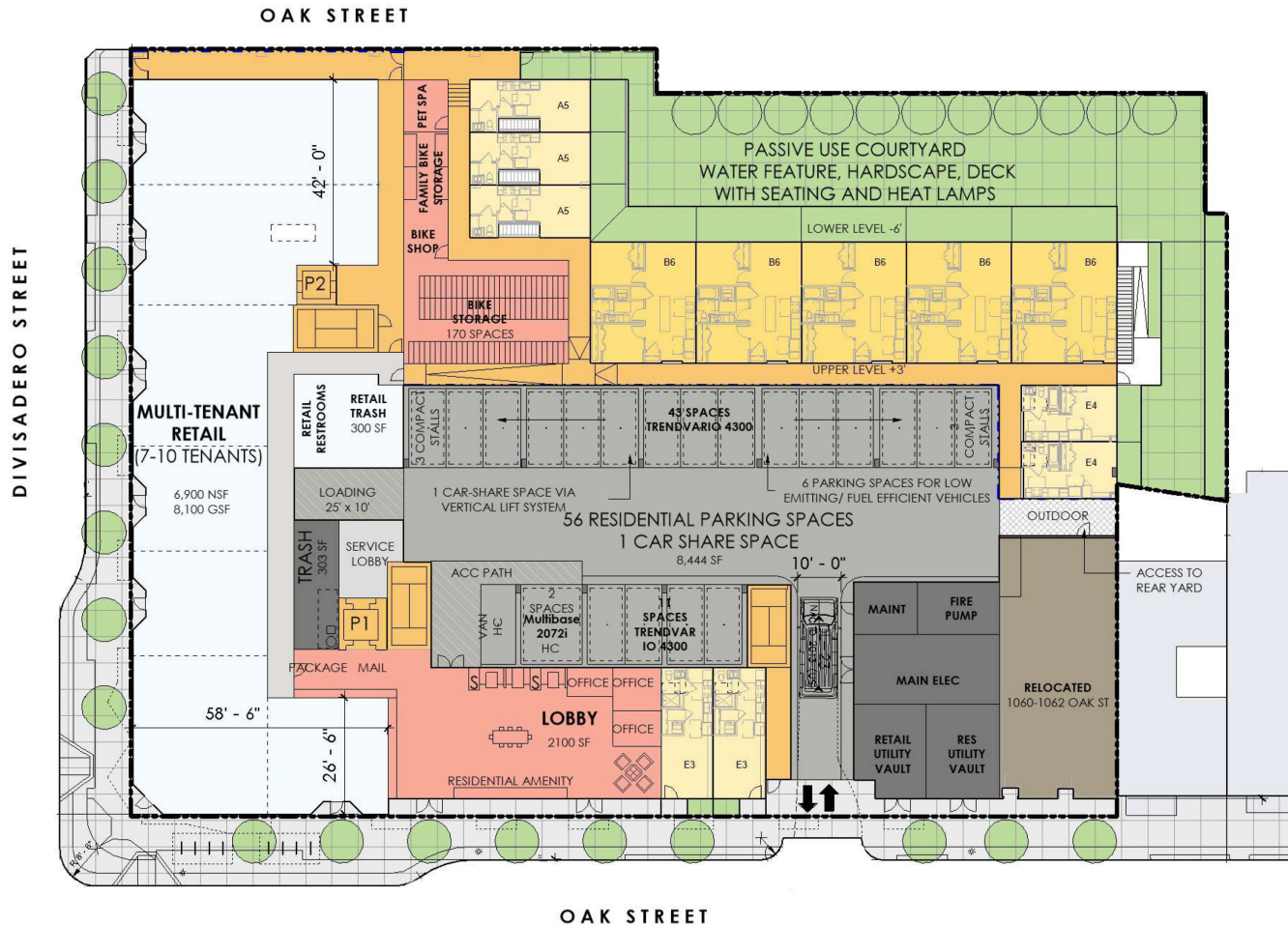
Divisadero
Merchants
Association

Over 120 individual
endorsement
letters from
Divisadero and
Lower Haight
merchants and
neighbors

North of
Panhandle
Neighborhood
Association

Design: Site Plan

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Site Planning Considerations

- Enhanced Pedestrian Experience
- Internal Parking and Loading
- Compatible Uses
- Resident Access on Both Streets
- Flexible Retail Format

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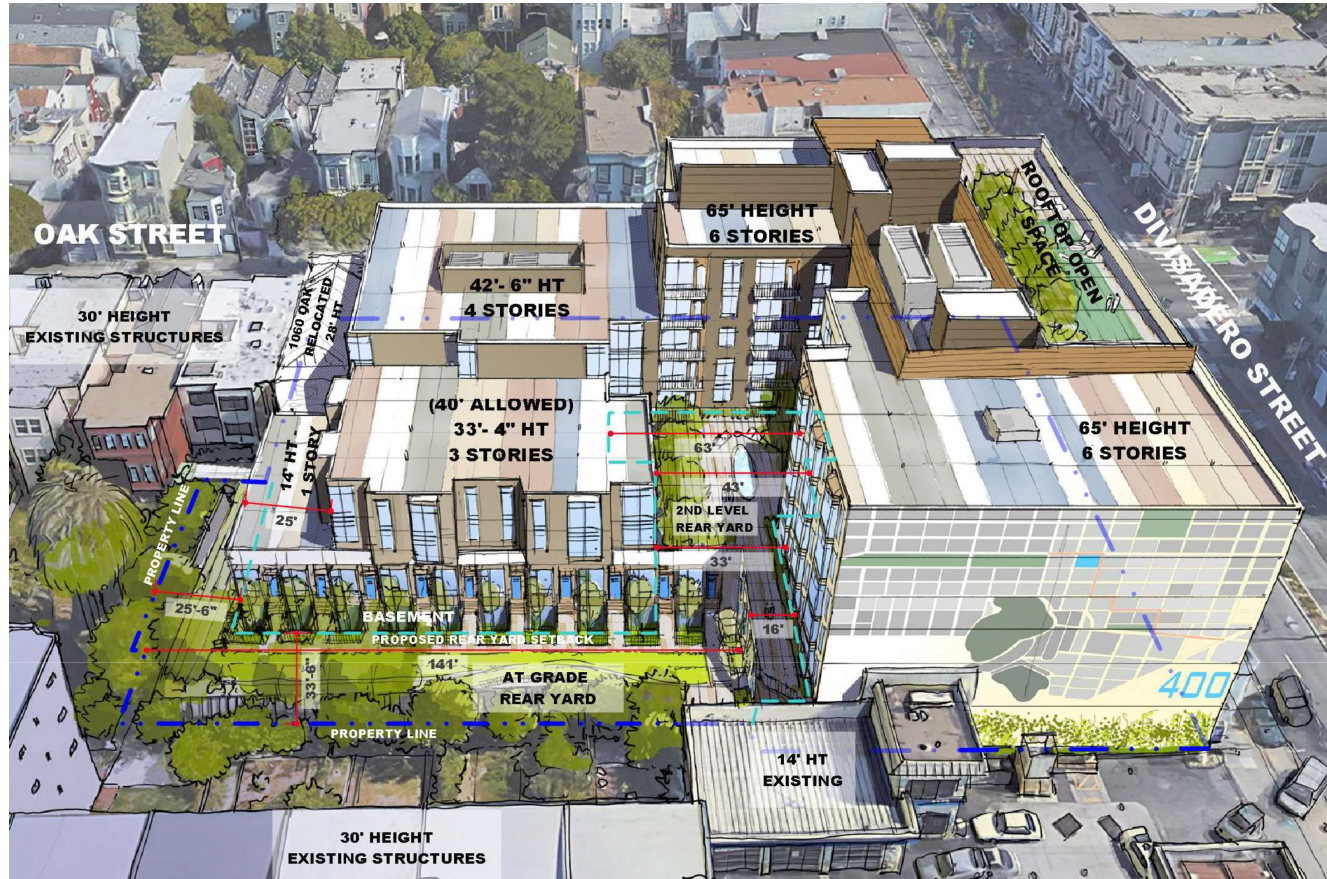
- 2nd Floor Rear Yard Terrace
- 48% Studios
- 11% 1 Bedrooms
- 40% 2 Bedrooms
- 1% 3 Bedrooms (1060 Oak)

Design: Contextual Massing

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Site Planning Considerations

- Project Massing
- Rear Yard
- Rooftop Deck



Design: Expression

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Neighborhood Centric

- 6-Story Art Wall
- Retail Articulation



Design: Divisadero Perspective

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Divisadero Expression

- Commercial Block Context
- Varied Fenestration Patterning
- Traditional Bay Rhythm
- Undulating Bay Creates Feature Corner

Design: Oak Perspective

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Oak Street Expression

- Residential Scale Context
- 3-Story Bays
- Varied Fenestration Patterning
- Traditional Bay Rhythm
- Ground Floor Active Uses
- Asymmetric Massing for Contrast and Interest