



PRESIDIO BAY
VENTURES

65 OCEAN AVENUE

PLANNING COMMISSION

OCTOBER 24, 2019

| 1160 BATTERY ST, SUITE 250
| SAN FRANCISCO. CA 94111

65 OCEAN



SITE OVERVIEW



COMMUNITY DRIVEN DEVELOPMENT

65 Ocean Avenue is truly a product of the District 11 / Outer Mission & Excelsior community. Since 2016, PBV has listened to the needs of residents, neighborhood associations, community groups, non-profits, merchants and other stakeholders to inform the project. The following is a growing list of the various groups that we have communicated with, in addition to hundreds of individual neighbors:

- Excelsior Action Group
- Excelsior District Improvement Association
- New Mission Terrace Improvements Association
- Golden Bridges School
- Little Bear School
- Excelsior and Outer Mission Neighborhood Strategy Group
- Friends of Persia Triangle
- The Crayon Box
- Balboa High School
- SF Housing Action Coalition
- FACES SF
- Bay Area Council
- Youth Art Exchange
- Mission Hiring Hall
- Local 261, 38, 6, 104 and 483
- Outer Mission Merchants & Residents
- Excelsior Works!
- Mission Street Merchants
- Art for AIDS

3+
Years of Community Outreach



50+
Community Discussions



800+
Resident & Merchant Letters of Support and
Change.org signatures

COMMUNITY ORIENTED RESULTS

193

Brand new
multifamily units

41%

2/3 br family sized
units

25%

BMR

7,300sf

Childcare facility

500+

Union jobs

30+

Long-term jobs

9.6 MWh

Monthly rooftop
solar generation

\$5.7mm

Impact fees

\$120mm

Neighborhood
investment

Of the 25% BMR units, up to 40% can be set aside
specifically for District 11 residents

D-11 – LOCAL HOUSING NEEDS

D11 New Construction	Units
Number of New Construction Units in the Last 5 Years (2014-2018)	156
Number of New Construction Units in the Last 10 Years (2009-2018)	216
Number of New Construction Units in 10+ Units Projects in the Last 5 Years	88
Number of New Construction Units in 10+ Units Projects in the Last 10 Years	106

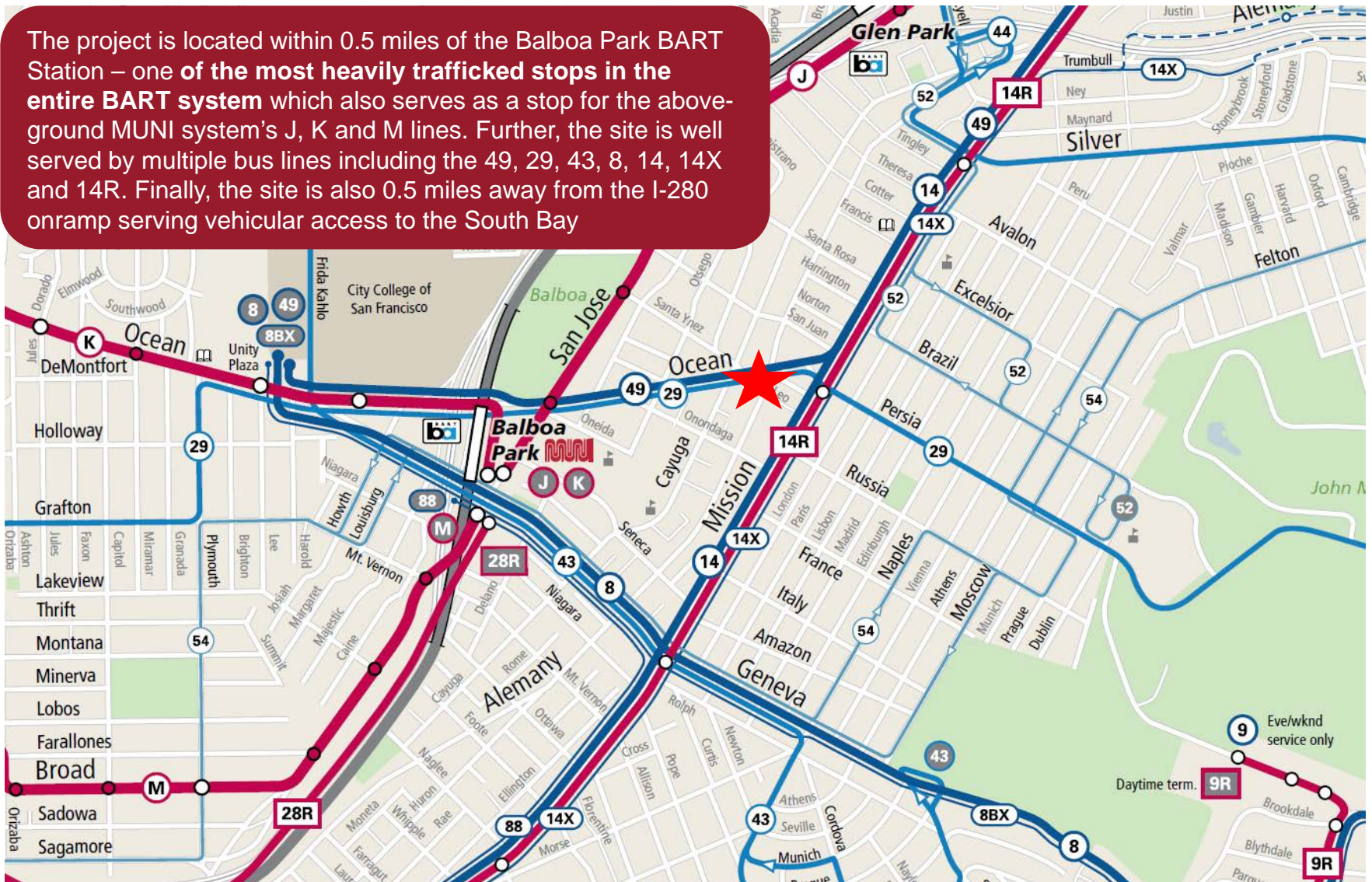


Chronicle Graphic

Less than 2% of structures in District 11 feature 20+ units
(compared to 26% citywide)

TRANSIT ORIENTED DEVELOPMENT

The project is located within 0.5 miles of the Balboa Park BART Station – one of the most heavily trafficked stops in the entire BART system which also serves as a stop for the above-ground MUNI system's J, K and M lines. Further, the site is well served by multiple bus lines including the 49, 29, 43, 8, 14, 14X and 14R. Finally, the site is also 0.5 miles away from the I-280 onramp serving vehicular access to the South Bay



SITE HISTORY

CURRENT

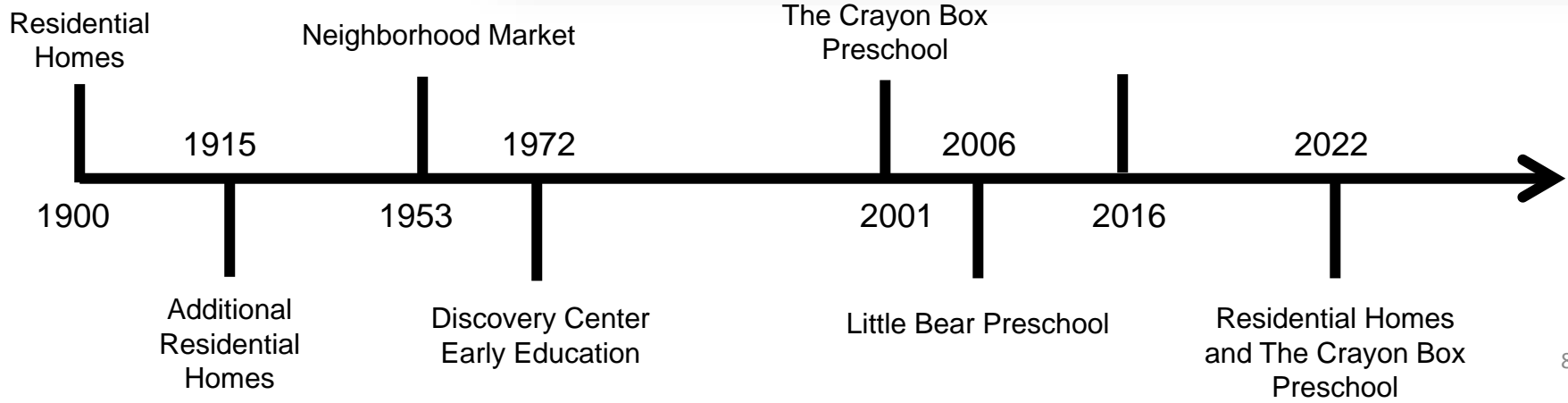


65 Ocean will bring together historic residential and educational uses into a single, high-density development

Existing preschool structures. Sponsor will be bringing back 7,300sf of childcare into the new project at its sole cost and expense



PROPOSED

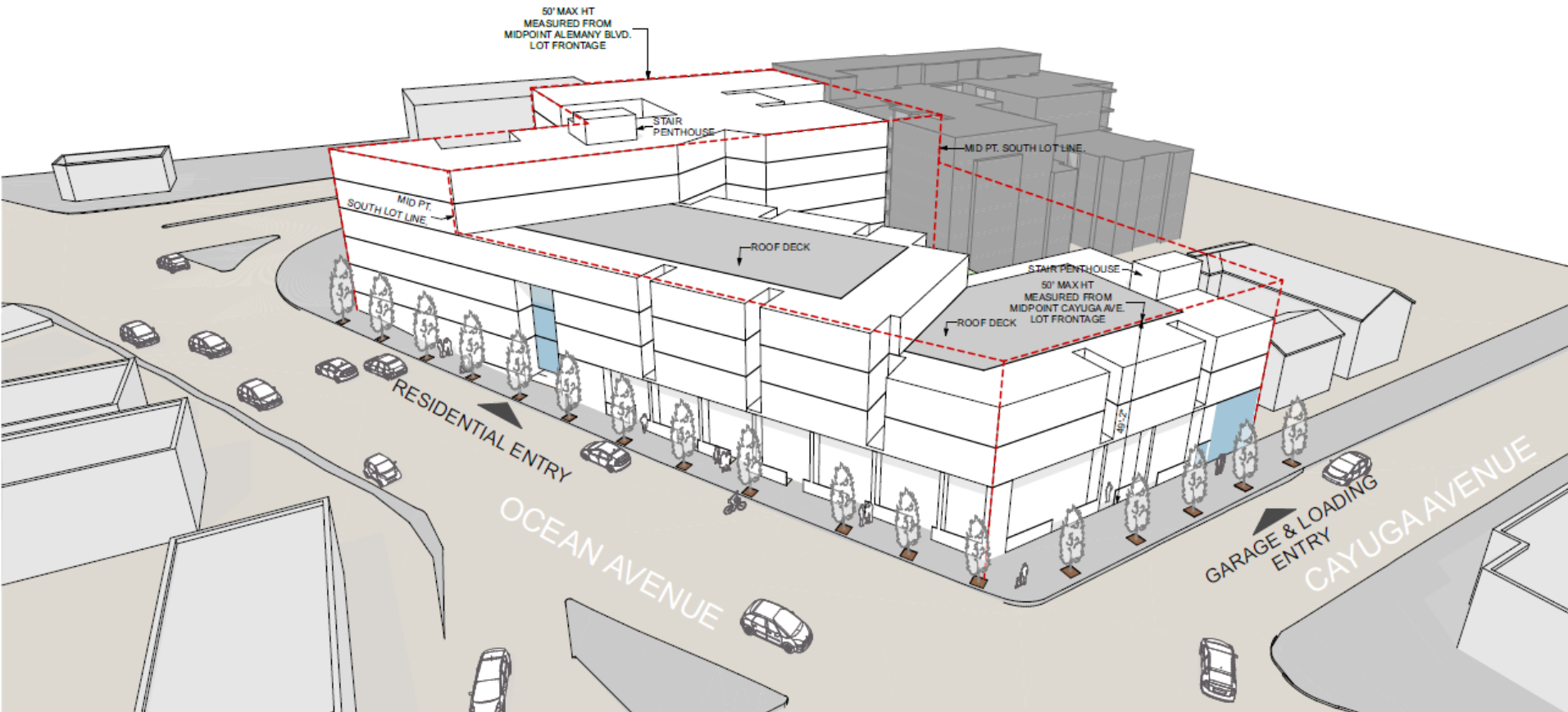


PROJECT EVOLUTION

	HOME-SF+ (2019)	HOME-SF	ORIGINAL (2016)
Height Limit	50' Alemany & 40' Cayuga	50' Alemany & 40' Cayuga	40'
BMR Rate	25%	25%	18%
Unit Count	193	193	105
BMR Count	48	48	18
55% AMI	19 / 10%	19 / 10%	10 / 10%
80% AMI	15 / 8%	15 / 8%	4 / 4%
110% AMI	14 / 7%	14 / 7%	4 / 4%
Studios	47 / 24%	52 / 27%	54 / 51%
1-BR	59 / 31%	81 / 43%	27 / 26%
1-BR + Den	8 / 4%	0 / 0%	0 / 0%
2-BR	57 / 30%	42 / 21%	23 / 22%
3-BR	22 / 11%	18 / 9%	1 / 1%

- Proposed unit mix provides 41% two and three bedroom units geared towards families
- PBV is voluntarily providing a set-back along Cayuga Avenue at the request of the community to scale down the building – willingly sacrificing density to cater to neighborhood design
- 65 Ocean will increase the available BMR stock in District 11 by **145%**

COMMUNITY-DESIRED SETBACK



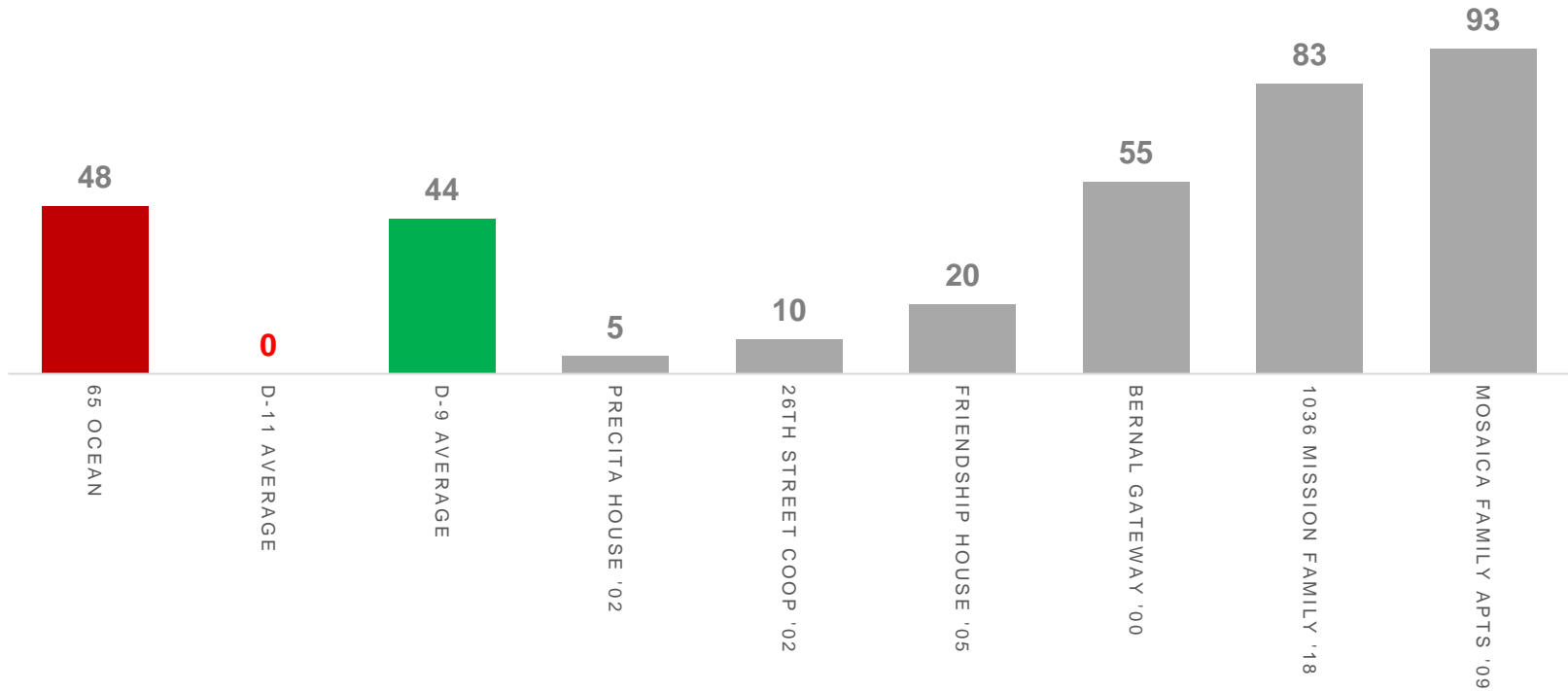
HOME-SF DEVELOPMENT PIPELINE

	Unit Count	BMR Count		
921 O'Farrell	51	16	Height	Not Available
3945 Judah	20	6	Height, Exposure	Required Off-street Parking
3330 Geary	41	Not Available	Not Available	Not Available
2601 Van Ness	60	18	Not Available	Not Available
65 Ocean Ave	191	48	Height	Rear Yard, Open Space, Exposure
3333 San Bruno	41	7	Not Available	Not Available
999 Texas	25	6	Not Available	Not Available
4110 Geary Blvd	16	5	Not Available	Not Available

- 65 Ocean Avenue is the largest HOME-SF project by over 3x and the only one in District 11
- Other HOME-SF projects still have several more years of approvals and permit processing before they break ground

65 OCEAN VS. 100% BMR PROJECTS

DISTRICT 9 & 11
65 OCEAN VS. MOHCD 100% AFFORDABLE PROJECTS 2000-2019



- There have been **no** 100% affordable housing projects built in District 11 in the past 20 years
- District 9, which has been the focus of resident displacement in recent years, has produced an average of 44 BMR units across 6 developments in the last 20 years
- 65 Ocean Avenue, on its own, provides 48 BMR units within a privately financed market rate development

THE CRAYON BOX

- 65 Ocean is the first project to provide a dedicated onsite child care facility instead simply paying into the San Francisco Childcare Impact Fee Fund.
 - **Paying into the fund would only generate ~\$400,000 into that may not service District 11**
 - **PBV is financing over \$2,500,000 in core/shell and tenant improvements**
- 65 Ocean Avenue is providing 5,183 square feet of indoor classroom space and 2,129 square feet of private open-space that will serve up to 75 children
- Dedicated parent loading zone drop area on Alemany Boulevard
- 15-year lease term at below market rates to the Crayon Box – former tenant and local Outer Mission business



AFFORDABLE AND ACCESSIBLE FAMILY HOUSING

- Permanently affordable and accessible Housing for 1 in 4 tenants
- Multilingual workshops to assist with applications for affordable units – PBV will ensure that local residents have the resources to complete multilingual applications correctly and completely
- The project has introduced a new unit typology – a 1-bedroom plus den that can double as a potential living room. Further, approximately 6,000 NSF has been added to the project

Before				After				Change
Aug '19	% of Mix	SF	Count	Sept '19	% of Mix	SF	Count	Count Δ
0x1	27%	364	52	0x1	24%	377	47	(5)
1x1	42%	540	81	1x1	31%	562	59	(22)
1x1 + Den	0%	0	0	1x1 + Den	4%	630	8	8
2x2	22%	796	42	2x2	30%	763	57	15
3x2	9%	1,015	18	3x2	11%	986	22	4
Total / Ave	100%	592	193	Total / Ave	100%	625	193	0

JOB CREATION

- 65 Ocean will be built using 100% union labor and will employ approximately **500** construction workers across all disciplines throughout the course of the project
- We have signed a Memorandum of Understanding with the Laborers (Local 261), Plumbers & Steamfitters (Local 38), IBEW (Local 6), Sheet Metal Workers (Local 104) and Sprinkler Fitters (Local 483), and Carpenters (Local 22)



Local 261



Local 38



IBEW Local 6



Local 104



Local 483



Local 22

- Mission Hiring Hall will assist in hiring at-risk individuals for jobs during and after construction.
- 65 Ocean will also employ up to 5 full-time employees on-site for property management, maintenance and engineering purposes
- The Crayon Box will employ between 15-30 various full/part time roles

65 OCEAN COMMUNITY BENEFITS

**25%
Affordable
Housing**

**41% Family
Oriented
Units**

**Transit
Equity**

**On-Site
Spanish
Immersion
Childcare**

**Union Job
Creation**

**Impact Fee
Contribution**

Sustainability

**Stormwater
Management**

Parking

**Streetscape
Improvement**

**Public Art
Program**

**Future-proof
Development**

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THANK YOU



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