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

<table>
<thead>
<tr>
<th>Component</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand new multifamily units</td>
<td>193</td>
</tr>
<tr>
<td>2/3 br family sized units</td>
<td>41%</td>
</tr>
<tr>
<td>BMR</td>
<td>25%</td>
</tr>
<tr>
<td>Childcare facility</td>
<td>7,300sf</td>
</tr>
<tr>
<td>Union jobs</td>
<td>500+</td>
</tr>
<tr>
<td>Long-term jobs</td>
<td>30+</td>
</tr>
<tr>
<td>Monthly rooftop solar generation</td>
<td>9.6 MWh</td>
</tr>
<tr>
<td>Impact fees</td>
<td>$5.7mm</td>
</tr>
<tr>
<td>Neighborhood investment</td>
<td>$120mm</td>
</tr>
</tbody>
</table>

Of the 25% BMR units, up to 40% can be set aside specifically for District 11 residents
### D-11 – Local Housing Needs

<table>
<thead>
<tr>
<th>D11 New Construction</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of New Construction Units in the Last 5 Years (2014-2018)</td>
<td>156</td>
</tr>
<tr>
<td>Number of New Construction Units in the Last 10 Years (2009-2018)</td>
<td>216</td>
</tr>
<tr>
<td>Number of New Construction Units in 10+ Units Projects in the Last 5 Years</td>
<td>88</td>
</tr>
<tr>
<td>Number of New Construction Units in 10+ Units Projects in the Last 10 Years</td>
<td>106</td>
</tr>
</tbody>
</table>

**Less than 2%** of structures in District 11 feature 20+ units

(compared to 26% citywide)
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.
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.

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1900</td>
<td>1915</td>
</tr>
<tr>
<td>1953</td>
<td>1972</td>
</tr>
<tr>
<td>2001</td>
<td>2006</td>
</tr>
<tr>
<td>2016</td>
<td>2022</td>
</tr>
</tbody>
</table>

- **Residential Homes**
- **Neighborhood Market**
- **The Crayon Box Preschool**
- **Little Bear Preschool**
- **Additional Residential Homes**
- **Discovery Center Early Education**

**Residential Homes and The Crayon Box Preschool**
### Project Evolution

**Height Limit**
- **50’ Alemany & 40’ Cayuga**

<table>
<thead>
<tr>
<th>BMR Rate</th>
<th>HOME-SF+ (2019)</th>
<th>HOME-SF</th>
<th>ORIGINAL (2016)</th>
</tr>
</thead>
<tbody>
<tr>
<td>25%</td>
<td>193</td>
<td>193</td>
<td>105</td>
</tr>
<tr>
<td>25%</td>
<td>193</td>
<td>193</td>
<td>105</td>
</tr>
<tr>
<td>18%</td>
<td>193</td>
<td>193</td>
<td>105</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>48</td>
<td>48</td>
<td>18</td>
<td></td>
</tr>
<tr>
<td>19 / 10%</td>
<td>19 / 10%</td>
<td>10 / 10%</td>
<td></td>
</tr>
<tr>
<td>15 / 8%</td>
<td>15 / 8%</td>
<td>4 / 4%</td>
<td></td>
</tr>
<tr>
<td>14 / 7%</td>
<td>14 / 7%</td>
<td>4 / 4%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Studios</th>
<th>47 / 24%</th>
<th>52 / 27%</th>
<th>54 / 51%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-BR</td>
<td>59 / 31%</td>
<td>81 / 43%</td>
<td>27 / 26%</td>
</tr>
<tr>
<td>1-BR + Den</td>
<td>8 / 4%</td>
<td>0 / 0%</td>
<td>0 / 0%</td>
</tr>
<tr>
<td>2-BR</td>
<td>57 / 30%</td>
<td>42 / 21%</td>
<td>23 / 22%</td>
</tr>
<tr>
<td>3-BR</td>
<td>22 / 11%</td>
<td>18 / 9%</td>
<td>1 / 1%</td>
</tr>
</tbody>
</table>

- 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

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

- 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

Source: Planning Department Housing Report, 2018
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

<table>
<thead>
<tr>
<th>Aug '19</th>
<th>% of Mix</th>
<th>SF</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0x1</td>
<td>27%</td>
<td>364</td>
<td>52</td>
</tr>
<tr>
<td>1x1</td>
<td>42%</td>
<td>540</td>
<td>81</td>
</tr>
<tr>
<td>1x1 + Den</td>
<td>0%</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>2x2</td>
<td>22%</td>
<td>796</td>
<td>42</td>
</tr>
<tr>
<td>3x2</td>
<td>9%</td>
<td>1,015</td>
<td>18</td>
</tr>
<tr>
<td>Total / Ave</td>
<td>100%</td>
<td>592</td>
<td>193</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sept '19</th>
<th>% of Mix</th>
<th>SF</th>
<th>Count</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>0x1</td>
<td>24%</td>
<td>377</td>
<td>47</td>
<td>(5)</td>
</tr>
<tr>
<td>1x1</td>
<td>31%</td>
<td>562</td>
<td>59</td>
<td>(22)</td>
</tr>
<tr>
<td>1x1 + Den</td>
<td>4%</td>
<td>630</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>2x2</td>
<td>30%</td>
<td>763</td>
<td>57</td>
<td>15</td>
</tr>
<tr>
<td>3x2</td>
<td>11%</td>
<td>986</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>Total / Ave</td>
<td>100%</td>
<td>625</td>
<td>193</td>
<td>0</td>
</tr>
</tbody>
</table>
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).

- 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

41% Family Oriented Units

41% Family Oriented Units

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41% Family Oriented Units
65 Ocean
Thank you