

# Planning Commission – June 24, 2021

## 450 O'Farrell Project





# Commission Issues Addressed

- **Expanded Kitchen and Amenity Spaces**
- **Continuing Public Outreach**
- **Increased Larger-Unit Count**
- **Increased Balcony Count**
- **Addressed Indoor Air Quality and Health Concerns**
- **Outdoor Green Space and Residential Garden**



# Natural Resource Conservation

- **Water Conservation and Climate Consciousness**
- **Health and Indoor Air Quality**
- **Energy Conservation**
- **Common Green Spaces and Active Gardens**





**Mission:** To be the leading provider of vital on-site health, education, and employment services to families, children, and seniors living in affordable housing communities



**Nonprofit founded  
in 1999**



**National presence, serving  
over 22,000 residents/year**



**46 communities in CA,  
14 communities in  
San Francisco/Bay Area**

## Our Model



- Direct Services
- Coordination with Community Resources & Partners
- Linkage & Referral
- Tailored to each community - surveys, focus groups, etc.

## Our Partners





# 450 O'Farrell Essential Housing



HEALTH & WELLNESS



COMMUNITY ENGAGEMENT



EDUCATION FOR YOUTH



ECONOMIC STABILITY

## ➤ **Health & Wellness**

Physical & Mental Health Classes, Gardening, Healthy Cooking Demonstrations

## ➤ **Community Engagement**

Volunteer Days, Family Game Nights, Community Dinners, Networking Events

## ➤ **Education for Youth**

After-School Programs, College & Career Prep, Field Trips, Social Emotional Learning

## ➤ **Economic Stability**

Skill Development, Financial Education, Employment Assistance, Referral Services



# Living In Multi-Functional Environments



- A new concept in multi function well designed housing
- Shared community environments
- Not an SRO – self contained units
- Every unit has ability to cook meals and full bathrooms

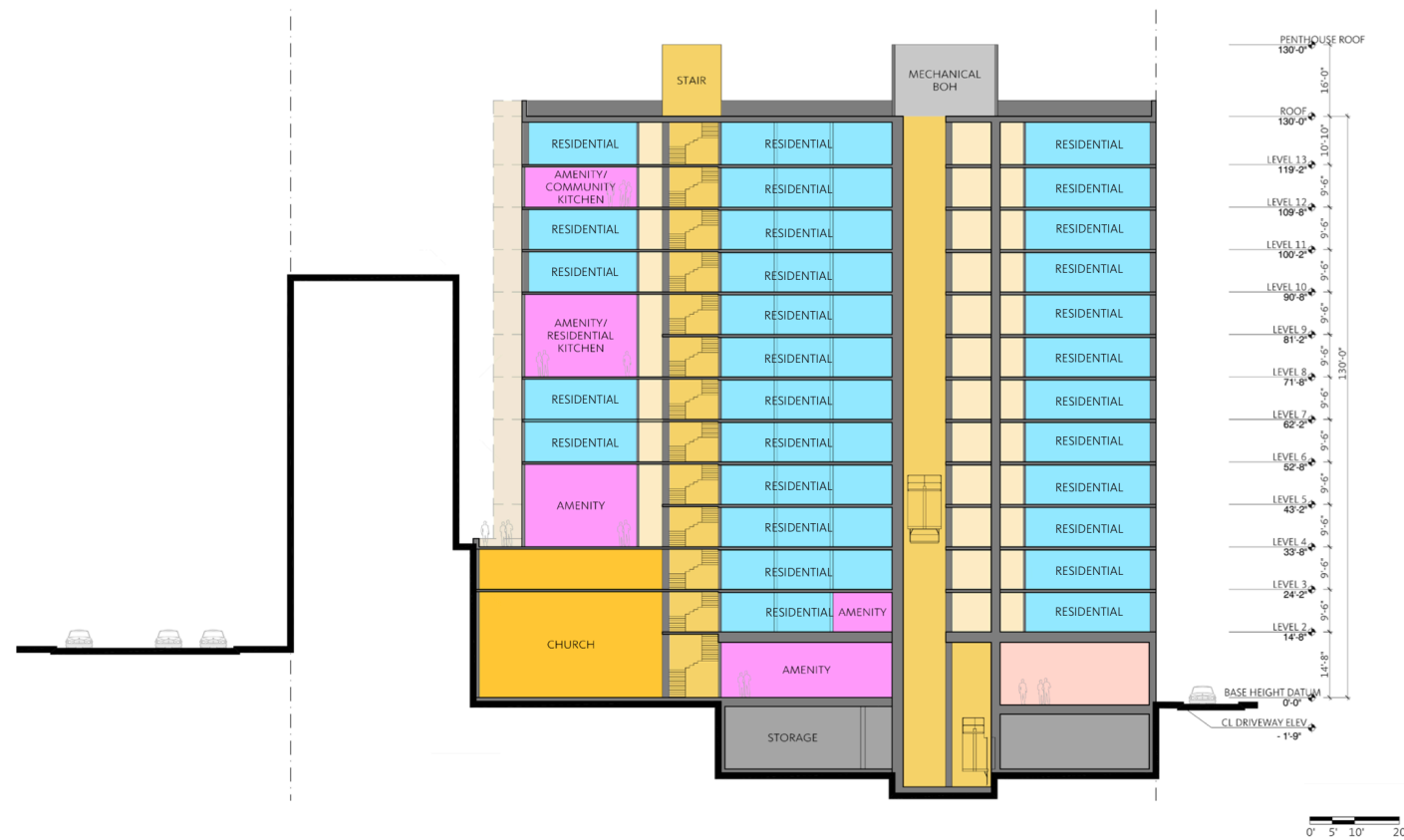
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# Upper Floor Amenities

Section - East / West - Amenity Space



Plan - Level 4





# Renderings of Common Space



**Gensler**



# Renderings of Common Space





# Renderings of Common Space



Gensler



# Reserve Slides for Answering Questions

# Climate Responsibility

## Health and Air Quality

- Highest level of air quality available for multifamily units
- Antimicrobial filter, pressurized hypoallergenic air supply that does not migrate from personal spaces the building

## Water Conservation and Climate Consciousness

- Cutting edge technologies to reduce water use by 40%-50% and save over 1,000,000 gallons of water annually
- SFPUC approval for blackwater capture system

## Energy Conservation and Climate Consciousness

- Extensive solar panel system with heat recapture for building hot water (largest use of energy in multifamily buildings)
- Low Voltage significantly saves energy costs





# Community Areas of Interest

## Flexible Efficient Use of Space Features

- IBM/Panasonic/resident focus group designs stress efficient and comfortable use of space
- Stepping-away balconies now permitted in back of building

## Kitchens and Amenity Spaces

- Each unit has a sink with garbage disposal, burners, microwave/convection oven, refrigerator, dishwasher
- Building has 3 separate kitchens with 3000 sq ft of community support space
- Rooftop with barbeques



## WFH Internet Service Quality

- High bandwidth, building-wide wi-fi access
- Fiber networks
- Large ISP pipes
- Highest level of connectivity available
- Smart building with touchless entries and scheduling apps



# Community Areas of Interest

## Resident Support Services (Project Access)

- Integral part of building operations
- After-school activities and support
- Personal financial management
- Tenderloin service days
- Dining opportunities for arranged group dinners in the building (Project Access gives lists)

## Rooftop Gardens

- Garden plot/planter for each residence that requests and maintains it

## Noise insulation

- Double-paned windows
- 10 times quieter than the zoning code





# 450 O'Farrell: Project Metrics

- 316 units for middle income earners
- 48 affordable units
- 8 amenity spaces throughout the building (including two courtyards and one roof deck)
- 28 family-friendly units
- 2 Ground floor neighborhood serving retail spaces





# 450 O'Farrell: Community Outreach Program

- 42 stakeholder meetings
  - 3 canvassing events
  - 4 community meetings
  - 74 letters of support
- 124 signatures in support of project

# 450 O'Farrell: Community Outreach Program

## Community Meetings

- Community Meeting #1 – March 8, 2021 – 8 community members in attendance
- Community Meeting #2 – March 20, 2021 – 7 community members in attendance
- Community Meeting #3 – April 6, 2021 – 12 community members in attendance
- **Community Meeting #4 – June 22, 2021 – 25 community members in attendance**

## Briefings with Organizations and Individuals

- Veteran's Alley/Amos Gregory – 06/22/21
- Project Access/Teresa Ichsan – 05/24/21
- Bay Area Council Project Endorsement Committee/Cliff Waldeck – 04/06/21
- San Francisco Planning Commission/Commissioner Rachael Tanner – 04/02/21
- Tenderloin Community Benefit District (TCBD) – 3/23/21
- Central City SRO Collaborative (CCSROC) Land Use Development Board/Tenderloin Housing Clinic (THC) – 03/23/21
- Board of Supervisors, District 6/Supervisor Matt Haney and Chief of Staff Abigail Rivamonte Mesa – 03/10/21
- Tenderloin Community Benefit District (TCBD)/Simon Bertrang, Executive Director – 03/05/21
- San Francisco Interfaith Council – 02/26/21
- Faithful Fools Ministry/Sam Dennison, Carmen Barsody, and Leah Laxamana – 02/23/21
- Tenderloin Merchants and Property Owners Association – 02/03/21
- San Francisco Planning Commission – 01/25/21
- Code Tenderloin/Del Seymour – 01/22/21
- San Francisco Planning Commission/Commissioner Deland Chan – 01/20/21

**The Facebook page and associated project ads advertising June's community meeting received over 10,363 impressions and over 300 link clicks.**

## Briefings with Organizations and Individuals

- San Francisco Planning Commission/Commissioner Rachael Tanner – 01/19/21
- Eric Rodenbeck, community activist and organizer – 01/19/21
- Nikki Gunn, who neighbors the Site – 01/19/21
- Glide Memorial/Miguel Bustos and Erick Arguello – 01/15/21
- Central City SRO Collaborative (CCSROC) Land Use Development Board/Tenderloin Housing Clinic (THC) – 01/12/21
- The Crosby Hotel/Charles "Chuck" Custer, owner – 01/10/21
- San Francisco Hotel Council/Kevin Carroll, Executive Director and Kelly Powers, Director – 01/05/21
- San Francisco Planning Commission/Commissioner Joel Koppel – 01/04/21
- Tenderloin People's Congress/Code Tenderloin, Tenderloin Neighborhood Development Corporation, Larkin Street Youth, Alliance for a Better D-6, Veteran's Alley, Glide Memorial, Tenderloin Community Benefit District – 12/28/20
- San Francisco Planning Commission/Commissioner Theresa Imperial – 12/22/20
- Tenderloin Community Benefit District (TCBD)/Simon Bertrang, Executive Director and Fernando Pujals, Director of Communications – 12/21/20
- Pacific Bay Inn – 12/18/20
- Delivering Innovative and Supporting Housing (DISH)/Jason Pellegrini – 12/18/20
- Central City SRO Collaborative (CCSROC)/Tenderloin Housing Clinic (THC) – 12/16/20
- San Francisco Police Commission, Tenderloin Station – 12/15/20
- Hilton Hotel – 12/15/20
- San Francisco Hotel Council – 12/14/20
- San Francisco Housing Action Coalition (SFHAC) – 12/2/20

## Area Canvassing

- Project team members distributed project fact sheets and invited stakeholders to attend community meetings on the following dates. Canvassing was conducted in an area bordered by Post Street, Powell Street, Eddy Street, and Leavenworth Street.
- 04/02/21
- 03/03/21
- 06/22/21

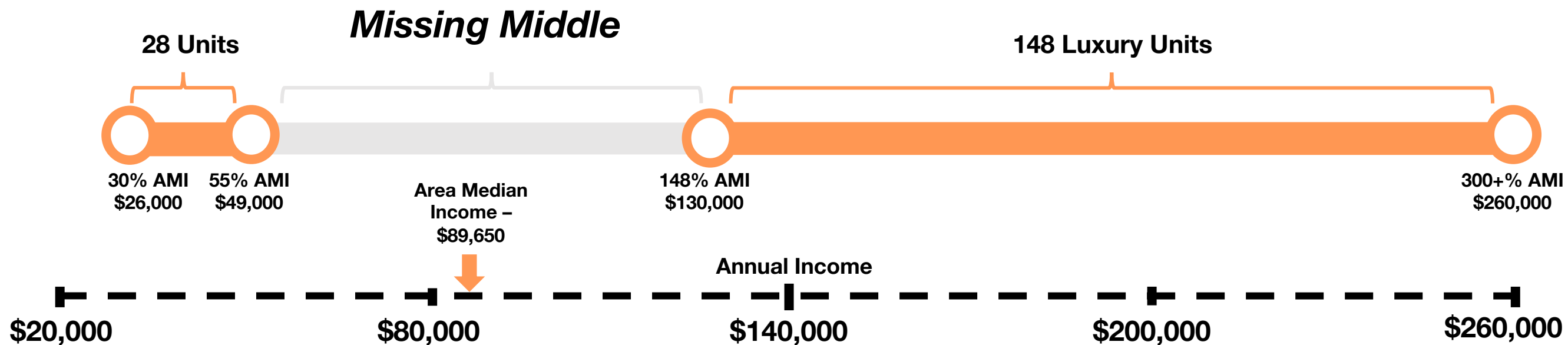
## Phone Calls/Emails

- Since November 2020, there have been over 300 calls and emails placed to reach stakeholders and offer project meetings and/or respond to requests for more information.

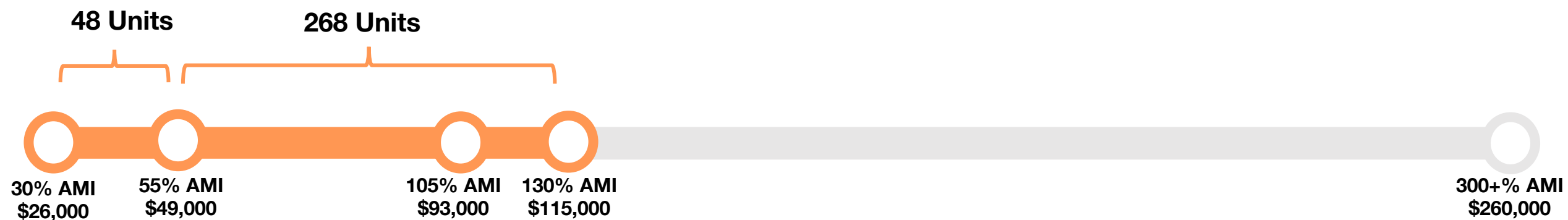


# 450 O'Farrell provides Essential Housing

The previous luxury rate project offered:



450 O'Farrell Essential Housing project will provide:



#### Sources

- Bureau of Labor Statistics. 2020. "May 2019 Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates San Francisco-Oakland-Hayward, CA".
- SFMOHCD. 2020. "Maximum Income by Household Size".
- SFUSD. 2019 "2019-2020 Salary Schedule".
- Note: All salaries are for one person living alone.

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# Who Does 450 O'Farrell Serve?

**450 O'Farrell** offers affordability to a wide range of family types and serves those who serve our communities. The project provides housing options for early and mid-career members of the workforce from the wide range of sectors that form the backbone of the Tenderloin and San Francisco's essential workforce.



**Dishwasher** – \$31,680



**Housekeepers, Cleaners** – \$41,430



**Pharmacy Technicians** – \$51,090



**Architectural Drafters** – \$67,050



**Year 10 SFUSD Teacher** – \$88,732



**Fast Food Line Cook** – \$27,060



**Retail Salespersons** – \$34,810



**Nursing Assistants** – \$45,100



**Athletic Trainers** – \$60,150



**Steel & Iron Workers** – \$75,630



**Hospitality Manager** – \$104,250

## Sources

- Bureau of Labor Statistics. 2020. "May 2019 Metropolitan and Nonmetropolitan Area Occupational Employment and Wage Estimates San Francisco-Oakland-Hayward, CA".
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# Living In Multi-Functional Environments



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- Shared community environments
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# Thriving in Flexible Space Units



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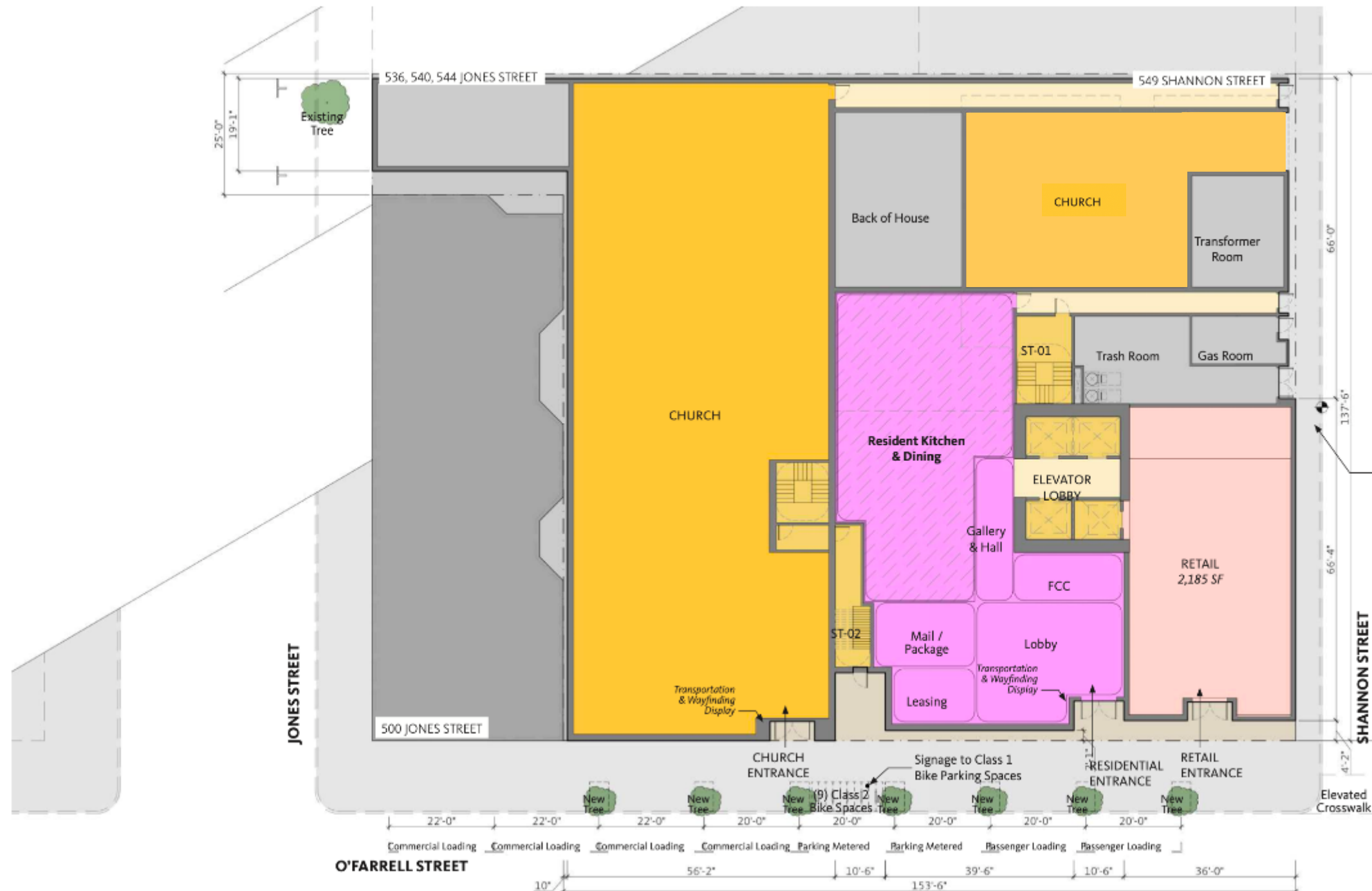
# Renderings of Common Space





# Representative Ground Floor

Plan - **Ground Floor Level**





# Representative Upper Floor

Plan - Level 10 & 11



# Proforma Rents

	BMRs	Market Rate
<b>Studios</b>	\$962	\$2,675
<b>One Bedrooms</b>	\$1098	\$2,950
<b>Two Bedrooms</b>	\$1,236	\$3,600
<b>Three Bedrooms</b>	\$1,373	\$5,100
<b>Average Rent Rate Across All Units</b>		\$3,500



# Finance Slide

Average Cost of 1,000 sf Unit (\$1,200 psf)	\$1,200,000
Required Return on Cost	5.5%
Required Net Operating Income per Unit	\$66,000
Average NOI per Unit per Month	\$5,500
Required Average Asking Rent (30% Expense Ratio)	\$7,857
Annual Rent Required for the private sector to finance unit	\$94,284
Income Required to Afford Unit (30%)	\$314,285
HUD 2020 Median Household Income for San Francisco	\$89,650
% of Median that the Private Market can Serve	350%

# Driven by Church's Project Mission Statement

**“There must be congruity between faith and form. The new faith must make its own new forms. This requirement rests on every age.” Interpreter’s Bible**

- The Church strives to be *an institution which affords proof of its utility* by contributing to the spiritual and physical well-being of the community.
- Our community urgently needs attractive, well-designed housing that working families can afford. Therefore, our church is sponsoring the building of rental housing on our property.
- The expression of our spiritual mission needs to reflect the current thinking and power of our religious beliefs. This expression cannot be accomplished by the existing building.

The members of Fifth Church of Christ, Scientist



# Project Purpose is to Bless the Community

- Providing new housing for low-income and middle-income essential worker households
- Providing Church facility that better serves the community
- Not only will this project benefit the local Tenderloin community, but it will also enable the church to engage in its religious exercise and fulfill its mission as a Christian Science church which it is unable to do in its current structure
- Providing locally serving retail



# 450 O'Farrell Church and Essential Housing

- ***In all human endeavor, physical structures change with advancing thought, whether it's transportation, or communication, or architecture***
- Stepping into the church should awaken an individual to his or her own worth – that they are precious to God and to their fellow human beings.
- Home should reflect this universal dignity and be the center though not a boundary of one's compassions



# 450 O'Farrell Church and Essential Housing

- Project represents a 250-million-dollar investment in the Tenderloin
- Project is financeable in today's market and will get built
- Provides high quality, safe, and dignified housing
- Allows San Francisco workers to stay in the City
- This type of housing is not for everyone – but there are many individuals in different stages of life who will welcome it

***Approval of this project is a vote for providing much needed housing in San Francisco***



# Façade Rendering

