

FREQUENTLY ASKED QUESTIONS

? Who are the developers of 400 Divisadero?

The site is being developed by the Genesis Real Estate Group. Genesis specializes in high-quality, multi-family developments that meet the highest standards of craftsmanship, performance integrity and efficiency, and are designed with careful attention to detail and smart innovations. David Kriozere oversees Genesis's development activity in the Bay Area.

? What is 400 Divisadero?

400 Divisadero is a mixed-use residential development that will replace the Touchless Car Wash with 186 new studio, one-bedroom and two-bedroom rental homes, of which 36 will be on-site affordable units. This project intends to reconnect the north and south parts of Divisadero, together with the Lower Haight – providing compatible neighborhood-serving retail and a greatly enhanced public realm.

? Why build 400 Divisadero?

Many households are caught in a gap — they can't afford to buy a condo, yet earn too much to qualify for a Below Market Rent (BMR) unit. 400 Divisadero's previous zoning would have severely limited the site's development, constricting the building envelope to only 50-60 very large 2,000 square foot units. The new zoning allows for up to 186 smaller units – more than tripling both the total housing production and creation of 36 BMR on-site units within the same building envelope, greatly reducing the prices for the market rate units.

400 Divisadero hopes to build housing for both families and individuals who already live in the area, so as your family expands, children grow up and go off on their own, and as we age, families can stay in the neighborhood they know and have grown to love.

? What is your plan for inclusionary housing?

In November 2018, the Board of Supervisors approved the updated Divisadero-Fillmore NCT affordability legislation that now contains provisions for pipeline projects, including 400 Divisadero, to add 20% on-site affordable housing. After an almost four-year delay, the project is poised to begin development of 186 urgently needed rental housing units, including 36 on-site affordable units.

? Does the project have a design I can see?

We spent over three years meeting with local organizations, neighbors, merchants, stakeholders and city planning to understand the community's vision, priorities and input. These meetings have shaped our approach with designing the site, including a generous south facing mid-block open space to preserve quality air and light for our immediate neighbors, and moving the building's lobby entrance to the more residential Oak Street frontage – allowing for an engaging Divisadero streetscape with full-span retail.

Our architects and we studied the immediate and surrounding neighborhoods, emphasizing context, form, design and urban quality. The current design direction acknowledges three conditions: Divisadero Street, Oak Street, and the nexus where they merge to create "something new."

The Divisadero architecture references a classic commercial block with strong base and crown from the 1920's, reinterpreting it for the 2020's adding a subdued elegance and prominence to the street. The Oak façade features a lower neighborhood scale, reflecting the materiality and bay rhythm that characterizes the adjacent residential structures. The "something new" bridges the Divisadero and Oak conditions, bringing together the vertical orientation of Divisadero and horizontal accents of Oak to create a playful abstraction of traditional bay windows meeting the corner.

The team is excited to share the project's design evolution with neighbors at a community open house in early 2019.

? Is the project being proposed within the current zoning and height limit?

The proposed project is not exceeding the existing height and density zoning. Due to community feedback, the project is not pursuing the local density bonus program designed to incentive building more affordable and family-friendly housing through zoning modifications.

? How many parking spaces and bicycle spaces are being proposed?

The project site's zoning allows for one parking space per unit. However, given the property's close proximity to public transit and in support of the City's Transit First policy, the plan proposes 57 parking spaces. Additionally, 170 bicycle parking spaces will be available. Residents will enter a ground level parking garage via Oak Street and bike storage will be accessible from both Oak and Divisadero Streets.

? Will the project provide retail space?

With over 100 unique merchants, restaurants and entertainment venues in the neighborhood, 400 Divisadero provides a welcome opportunity to create an inclusive connection between Divisadero and the Lower Haight. The project proposes 8,100 square feet of ground-floor retail space along Divisadero. The commercial space is intended to accommodate a variety of neighborhood-serving retail uses and sizes.

In May 2018, the project team held a Retail Workshop to encourage the community to participate in the development process and to share their vision for linking the retail corridors.

? What kind of environmental review is expected?

The project will undergo a series of environmental studies to review possible impacts as required by the California Environmental Quality Act (CEQA). These studies will be completed by consultants selected from an approved list provided by the City's Planning Department, and reviewed and approved by Planning Staff. The final studies will be available for public review.

? How will the project enhance the public realm?

400 Divisadero proposes a walkable, pedestrian-scale, vibrant public realm. A hallmark feature of the proposal is its commitment to public art, including a six-story mural on the north side of the building. The project will also offer streetscape improvements along the perimeter of the building, including new trees, foliage, sidewalk widening and bulb-outs, as well as removing all but one of the existing curb cuts, to improve pedestrian safety in line with the priorities of San Francisco's Vision Zero initiative.

? Have you discussed the project with the community?

The development team began early discussions with community leaders and neighborhood groups in June 2015 to ensure the final proposal reflects the community's vision for this prominent site. These early meetings have helped shape the site's overall layout including moving the building's lobby entrance to the more residential Oak Street frontage – allowing for an engaging Divisadero frontage with full-span neighborhood-serving retail and a public art wall. Additionally, the team has hosted and attended dozens of small group meetings and presentations and maintained communications with dozens of neighborhood stakeholders.

? What is the current status of 400 Divisadero?

We are in the final stages of the planning, outreach and environmental review process. Although the schedule for public hearings is variable, we anticipate going to the Planning Commission for project consideration in the first half of 2019. Construction is tentatively scheduled to begin in the first quarter of 2020 and be completed in mid-2021.

For more information or to schedule a meeting, contact our community relations representative Luis Cuadra at lcuadra@bergdavis.com or 415-788-1000 ext. 206.