

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-used residential development that will replace the existing auto-oriented site with 177 studio, one-bedroom and two-bedroom rental units. The average size of the units is 574 square feet and over 40 percent of the units are two-bedroom apartments, offering much needed housing options for local residents and families. The project proposal intends to complement the Divisadero neighborhood – providing compatible, neighborhood-serving retail uses and public open space for all to enjoy.

Why build 400 Divisadero?

Much of the new development occurring in San Francisco has been in South of Market, Mid-Market, Van Ness Corridor and the eastern neighborhoods. The transit-rich Divisadero NCT, with its abundant, walkable, neighborhood-serving retail and recreational amenities and services, has seen minimal new housing production. Presently there are only two sites contemplated for development – 400 Divisadero (177 units) and 650 Divisadero (66 units). With a large inventory of very low-income Section 8 housing and much more expensive housing, District 5 is facing a severe shortage of new, smaller units. 400 Divisadero's previous zoning would have severely limited the site's development, constricting the building envelope to only 51 very large 2,000 square foot units. The new zoning allows for up to

177 smaller units – more than tripling both the total housing production and creation of BMR 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.

Will the Touchless Car Wash and Gas Station relocate?

Roy and Patty Shimek, who have owned the property and its neighboring Shell Gas Station for almost 30 years, have decided to sell the property. "It's been 28 years [since Touchless Car Wash opened]," Patty Shimek said. "It's been a great run, but it is not a sustainable business. And there's nobody who is offering us money to buy this car wash and keep it running as a car wash."

Once the Divisadero Touchless Car Wash closes, employees will be offered employment at the Touchless Car Wash locations in San Francisco, Daly City, or Berkeley.

What is your plan for inclusionary housing?

We are aware that there is significant interest in how the project intends to meet its Below Market Rate (BMR) housing requirement. There are a number of conversations happening at City Hall and in the community about how to best address San Francisco's housing crisis and we're deeply engaged in this discussion. We expect to have more information to share in the next few months but rather than delay presenting the project to the greater community, we have decided to introduce the design and program while the BMR dialogue continues.



Is the project being proposed project 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 0.42 spaces per unit or a total of 75 parking spaces. Additionally, 155 bicycle parking spaces will be available. Residents will enter a ground parking garage via Oak Street and bike storage will be accessible from both Oak and Divisadero Streets.

Will the project provide public open space?

The project proposes a walkable, pedestrian scale, vibrant public realm. A hallmark feature of the project is a pedestrian public plaza featuring a mural or public art that will welcome transit users, neighbors, and shoppers walking along the Divisadero Corridor. The project will also offer streetscape improvements along the perimeter of the building, including new trees, foliage, sidewalk widening and bulb-outs to improve pedestrian safety in line with the priorities of Vision Zero. For security purposes, the plaza will be open during merchant hours.

Will the project provide retail space?

The project proposes 8,000 square feet of ground-floor retail space along Divisadero. The commercial space is intended to accommodate a variety of neighborhood-serving uses and sizes. The project team is dedicated to working with the community and local merchants to identify desirable retailers that complement the existing commercial mix.

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.

Have you discussed the project with the community?

The 400 Divisadero project team has been engaged in early discussions with community leaders and neighbors for almost two years to ensure that the proposed project reflects the community's vision and incorporates feedback. The team will continue to meet with interested neighbors and community organizations, answering questions and providing updates as the project proceeds.

What is the current status of 400 Divisadero?

We are immersed in the planning, outreach and review process. Our plans include scheduling presentations to the various neighborhood associations and planning design, retail and transportation charrettes. Over the coming months there will be extensive outreach and opportunities to meet with the project team.