

450 O'Farrell Church and Essential Housing Project



450 O'Farrell Church and Essential Housing Project

- For nearly 100 years, our Church has been an engaged part of the Tenderloin community.
- Our congregation needs an updated Church in order to practice our faith.
- The project has urgently-needed, attractive, well-designed housing that working families can afford.
 - We have an approved CEQA Document
 - We have an Approved Project.
 - We have a Site Permit
- Federally-guaranteed civil rights, SB 330, and the Housing Accountability Act, apply to our Church and to our Project

Summary of Commission Issues Addressed

Essential Housing and Social Equity

- Affordability to Middle Income Earners (130% AMI and Below)
- Diverse, Equitable, and Inclusive
- Project Access – Community Engagement

Sustainability

- Water Conservation
- Health and Indoor Air Quality
- Green Roof
- Energy Conservation

Community Outreach

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

Community Outreach Program: 2021 Summary

- 42 Stakeholder meetings
- 3 Neighborhood canvassing events
- 4 Community-wide open meetings
- 74 letters of support
- 124 additional signatures in support of project

Renderings of Common Space



Renderings of Common Space



Gensler

Renderings of Common Space



Gensler

FORGE
DEVELOPMENT PARTNERS



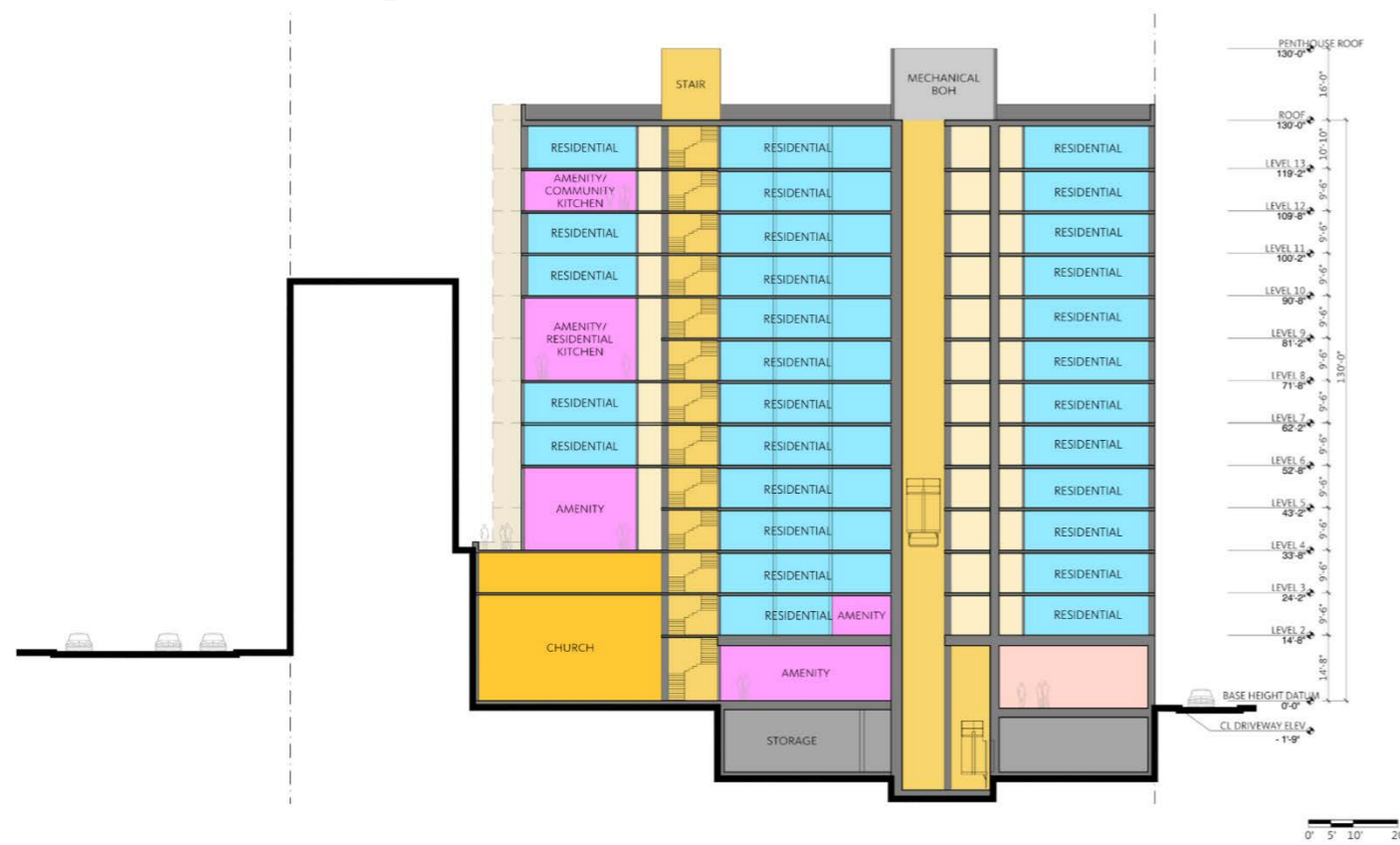
FIFTH CHURCH OF CHRIST, SCIENTIST
SAN FRANCISCO

Renderings of Common Space



Upper Floor Amenities

Section - East / West - Amenity Space

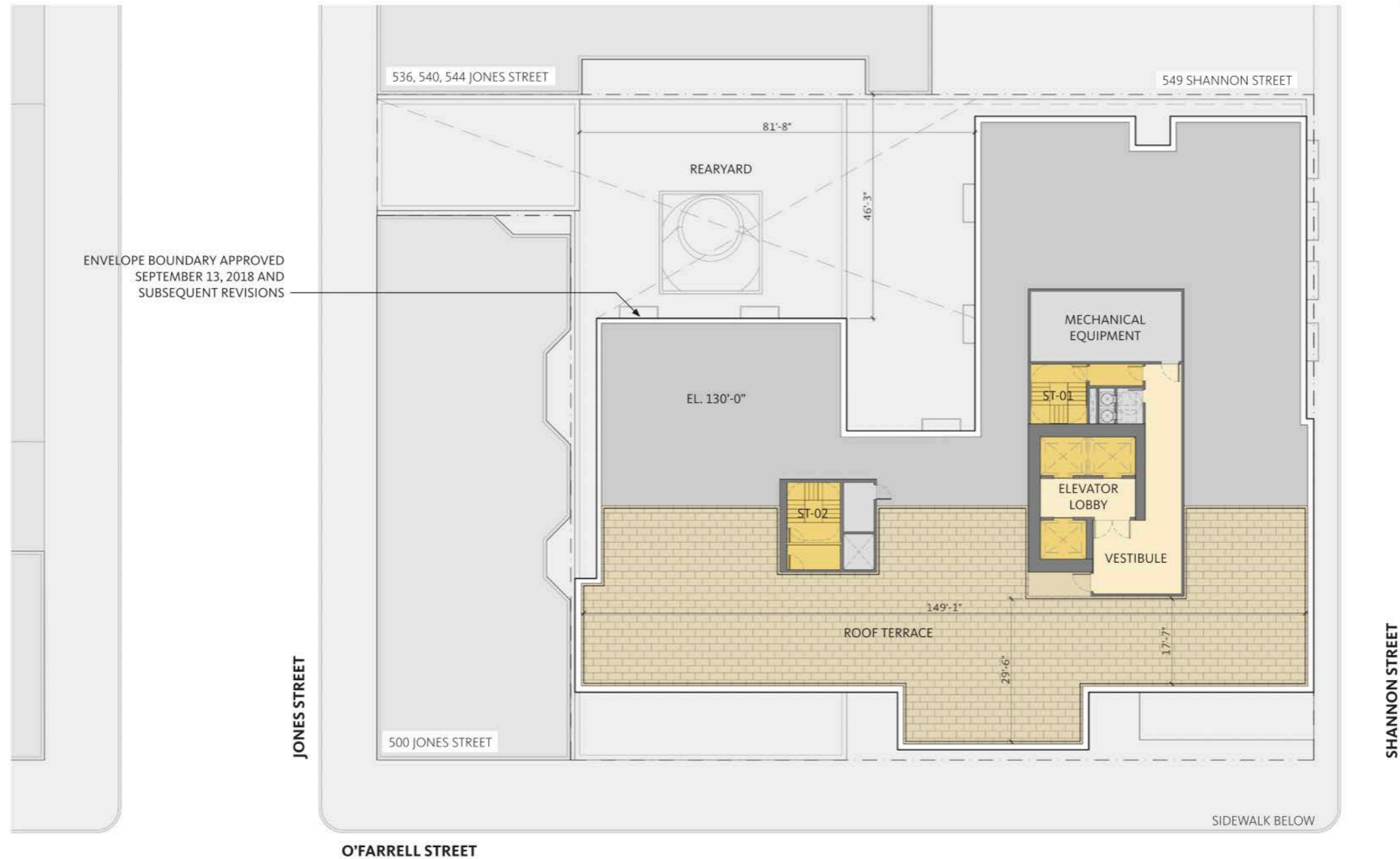


Plan - Level 4



Roof Amenities

Plan - Roof Level



Panasonic CityNow Showcase



Panasonic CityNow Showcase



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

FORGE
DEVELOPMENT PARTNERS



Living In Multi-Functional Environments



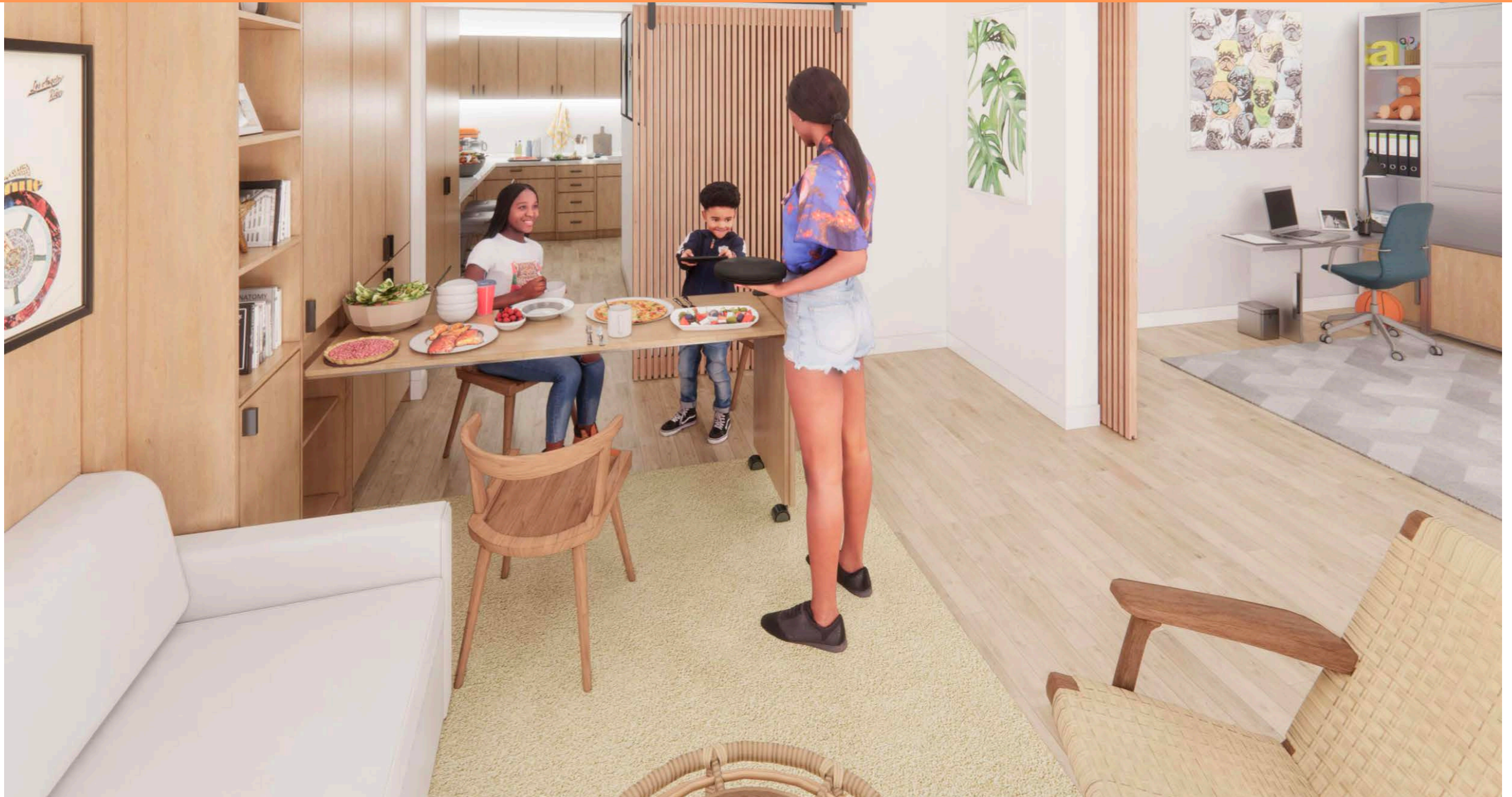
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Thriving in Flexible Space Units



- A new concept in multi-function well designed housing
- Shared community environments
- Not an SRO – self-contained units
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Living In Multi-Functional Environments



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Improvement to Community and Dignity



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



Improvement to Community and Dignity

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

Changes: Community and Planning Commission Input

- Larger household units: 0 in November 2020 to 28 in June 2021
Increase in number and area size of larger units, including BMRs, as allowed by the Zoning Administrator and the Planning Department (the Zoning Administrator changed his interpretation of GO to allow for larger units, which were not available in December 2020 when the original version was released)
- 2 additional resident large dinner party space and community kitchens (total now 6 on 3 levels per Zoning Administrator new interpretation)

Changes: Community and Planning Commission Input

- Increased balcony count: 0 in November 2020, to where law allows in June 2021 (became a requirement incorporated in the Planning Commission approval)
- Increased bicycle storage beyond code requirement (became a requirement incorporated in the Planning Commission approval; onerous, and to knowledge not required for any other Group Occupancy (GO) housing)
- Rooftop greenspace planters for residents (original proposal revised in response to community input)
- Improvements to amenity spaces and greenspace courtyards

Natural Resource Conservation

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



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)

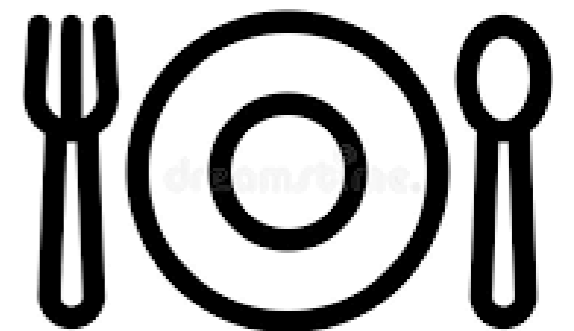
- Integral part of building operations
- After-school activities and support
- Personal financial management
- Tenderloin service days
- Dining opportunities for arranged group dinners in the building (Project Access gives lists)

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



Social Equity

- A vote for the appeal is a vote against housing for working households
- A vote for the appeal is a vote proportionately against minority (including African American, and Hispanic) and other diverse households
- A vote for the appeal could well be a violation of the federal Fair Housing Act (See analysis by Dr. Allan Parnell, and Ms. Robin Pick Esq. submitted to the Board of Supervisors)

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
- New housing built on underutilized land
- Allows San Francisco workers to stay in the City
- Allows Church to practice its faith and provide better service for the community
- **Reject the appeal to vote for housing for working families**

Façade Rendering



Reserve Slides for Answering Questions

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: Statements from Del Seymour (Code Tenderloin) and Michael Pappas (Interfaith Council)

“I’m satisfied that the project team has addressed all the concerns that were brought up. I strongly support this housing project and the community welcomes all types of housing models to continue the diversity of this area. I can’t wait to see the dignity it will bring to the Tenderloin.”

- Del Seymour, Code Tenderloin

“Seven years ago, the San Francisco Interfaith Council (SFIC) convened the most prominent faith leaders in our City, and formed the ‘Interfaith Essential Housing Task Force’. The ‘Task Force’ is committed to assisting and supporting communities of faith who are interested in repurposing their properties in order to create housing for the ‘missing middle,’ low paid workers and their families who provide ‘essential’ services to our City. For the past five years, the SFIC has been a vocal advocate and supporter of the 450 O’Farrell development project, as it represents the vision of the ‘Task Force’ and a model to be emulated by other houses of worship in our City.” According to SF Planning Department records 800 properties are owned and operated by communities of faith and religious institutions in San Francisco.

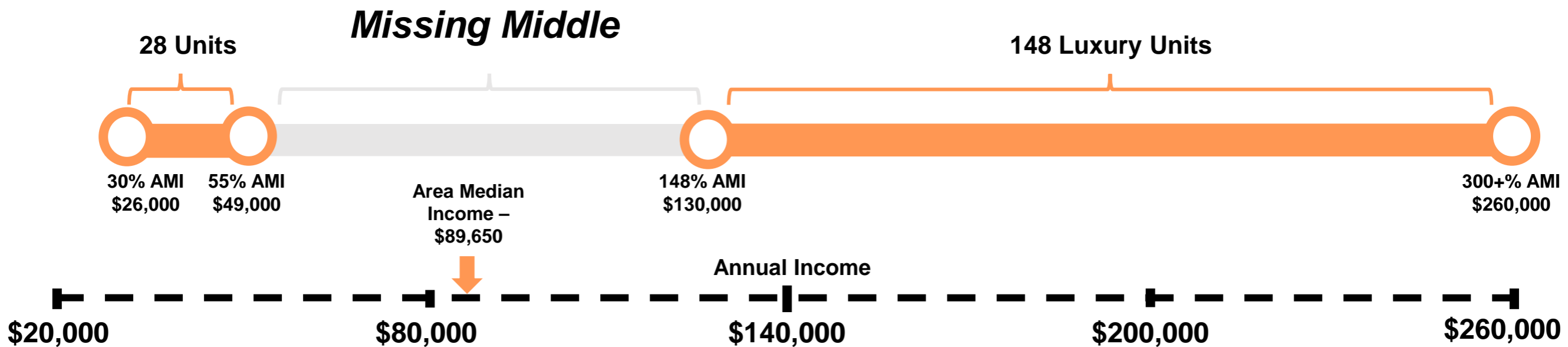
- Michael Pappas, Interfaith Council

Commission Issues Addressed

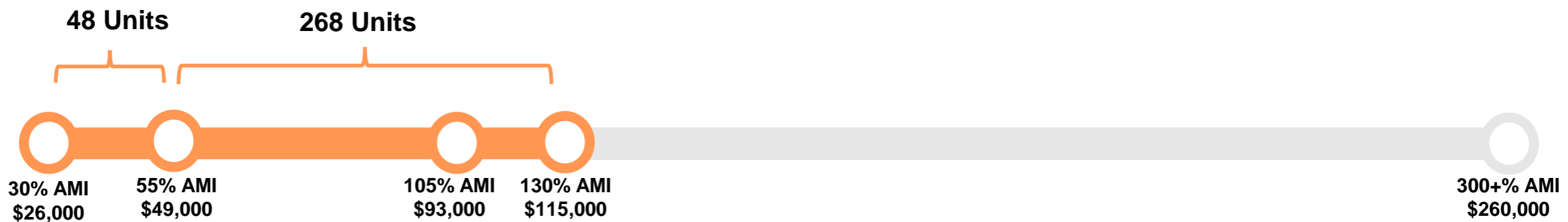
- **Expanded Kitchen and Amenity Spaces**
- **Continuing Public Outreach**
- **Increased Larger-Unit Count**
- **Increased Balcony Count**
- **Addressed Indoor Air Quality and Health Concerns**
- **Outdoor Green Space and Residential Garden**

450 O'Farrell Essential Housing and Social Equity

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.



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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COMMUNITY ENGAGEMENT



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➤ **Economic Stability**

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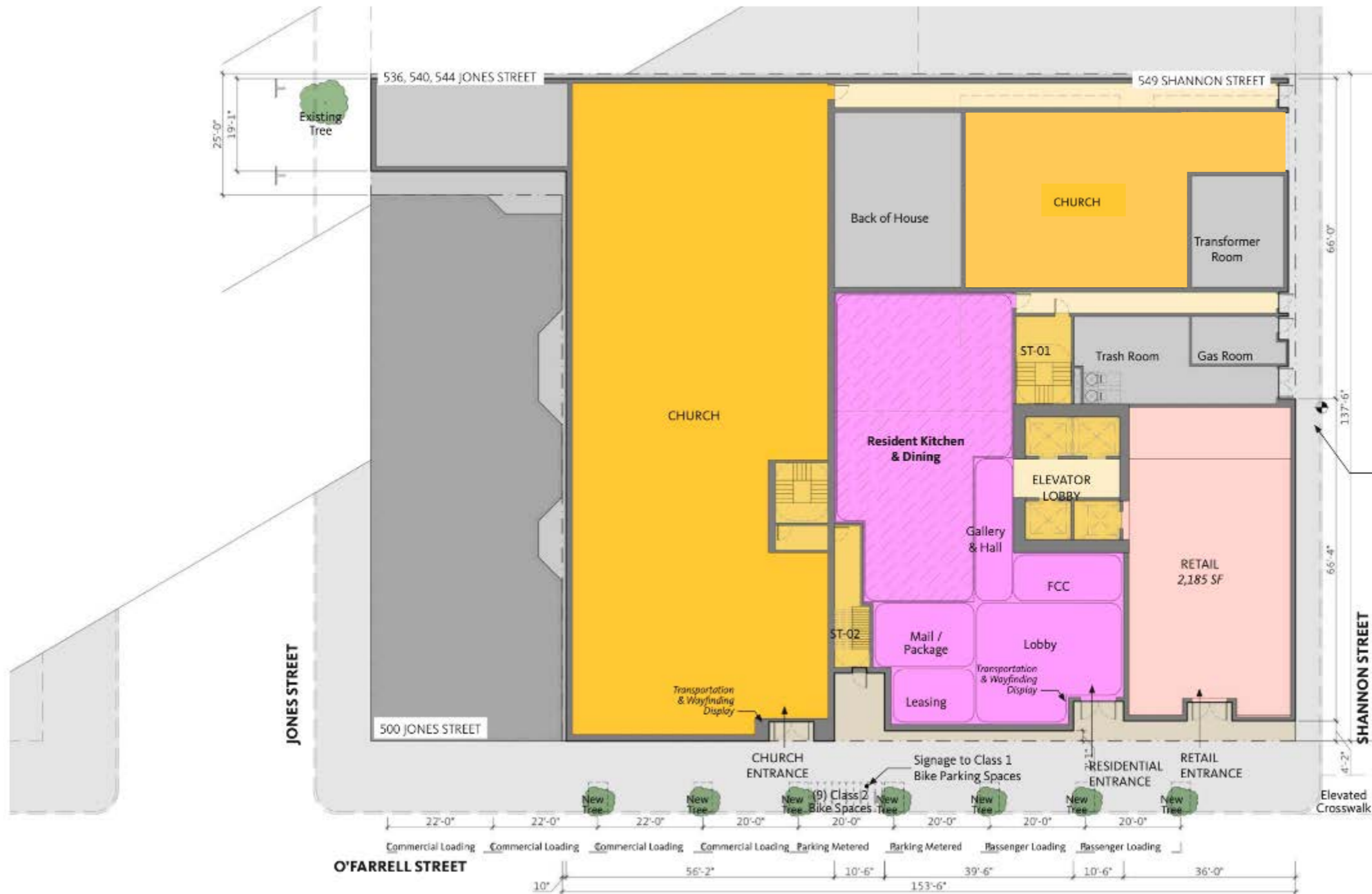
450 O'Farrell: Project Metrics

- 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



Representative Ground Floor

Plan - Ground Floor Level



Representative Upper Floor

Plan - Level 10 & 11



Proforma Rents

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

