SPUR

SPUR URBAN CENTER
654 Mission Street
San Francisco, California
94105

415.781.8726

www.spur.org

SPUR SAN JOSE
38 West Santa Clara Street
San Jose, California
95113

408.510.5688

www.spur.org/sanjose

Chair
Linda Jo Fitz

Executive Director
Gabriel Metcalf

Urban Center Director
Diane Filippi

Executive Vice Chair
Anne Halsted

Vice Chairs
Alexa Arena
Emilio Cruz
David Friedman
Bill Rosetti
Lydia Tan
V. Fei Tsen

Secretary
Mary McCue

Treasurer
Bob Gamble

Immediate Past Chair
Lee Blitch

Advisory Council Co-Chairs
Michael Alexander
Paul Sedway

Board Members
Carl Anthony
Andy Barnes
Veronica Bell
Chris Block
Larry Burnett
Michaela Cassidy
Michael Cohen
Madeline Chun
Charmaine Curtis
Gia Daniller-Katz
Kelly Dearman
Oz Erickson
Manny Flores
Gillian Gillett
Chris Gruwell
Dave Hartley
Aidan Hughes
Mary Huss
Chris Iglesias
Laurie Johnson
Ken Kirkey
Richard Lonergan
Ellen Lou
Janis MacKenzie
John Madden
Jacinta McCann
Chris Meany
Ezra Mersey
Terry Micheau
Mary Murphy
Jeanne Myerson
Adhi Nagraj
Brad Paul
Chris Poland
Teresa Rea
Byron Rhett
Victor Seeto
Elizabeth Seifel
Carl Shannon
Chi-Hsin Shao
Ontario Smith
Bill Stotler
Stuart Sunshine
Michael Theriault
Michael Teitz
James Tracy
Will Travis
Jeff Tumlin
Steve Vettel
Debra Walker
Cynthia Wilusz-Lovell
Cindy Wu

July 13, 2012

Mark MacDonald, Principal
DM Development Partners, LLC
448 Linden Street
San Francisco, CA 94102

Dear Mr. MacDonald,

Thank you for submitting the proposed residential development at 8 Octavia Street for consideration by SPUR's Endorsement Subcommittee. We are pleased to inform you that we have endorsed this project.

SPUR's endorsement is reserved for projects of citywide importance.. In all cases, we are seeking a combination of excellent planning and design solutions that will ensure the positive contribution of each project to a safe, comfortable, visually appealing and useful urban setting for the people who live and work in San Francisco.

Land Use

We support the proposed housing at this site at the portal to Octavia Boulevard. This pedestrian-friendly urban area will benefit from the additional residents in the 13 one-bedroom, thirty-three two-bedroom and three three-bedroom units. The ratio of 25 parking spaces, 26 bicycle spots, and one car sharing space is also welcome. The restaurant at the corner of Octavia and Market is consistent with other nearby neighborhood land uses.

Public realm Interface and the Promotion of a Pedestrian-Oriented environment

The building creates a strong portal at the east side of the entrance to Octavia Blvd. It hugs the street line, creates a vibrant façade (further noted below), and offers a welcome pedestrian refuge with the restaurant/café at the Market Street corner. The committee also appreciated the combination of the strong presence of the building while still respecting the scale of the neighborhood. A successful gesture in achieving this is the way the building maintains a consistent roofline as Octavia goes uphill, giving the structure a stronger presence (more height) where need at the Market Street intersection. Positioning the parking entry on Hayes St. minimizes pedestrian disruptions.

Building and Landscape Design

The building will create an extraordinary and vibrant façade and streetscape along Octavia Blvd. The transparent glass shielded by controllable vertical colored metal shades will produce a rhythmic, subtly changing, eye-catching reflection of the activity within the building. At night the building will glow.

The units themselves combined simplicity, transparency, options for privacy when desired, and immediate access to light and interior green courtyards. The committee found these one- and two-bedroom units to be highly desirable urban living spaces.

As noted previously, keeping the roofline of the building consistent as the street climbs the hill creates strong presence at the primary intersection of Market Street and maintains a consistency in the street wall while transitioning gently to the scale of the neighborhood.

Environmental Effects

The buildings will be constructed with environmentally appropriate materials consistent with the City's and State's green building codes. In addition to these, the incorporation of controllable vertical louvers on the long west-facing façade create not only a dramatic tableau but are also the optimal way to shade the building from that direction, reducing its solar heat gain. The committee applauds how this feature integrates both design and sustainability, as SPUR always looks to projects to build environmental sustainability into their design and function and encourages the project sponsor to regard sustainability as an ongoing priority throughout the design and construction process rather than as an add-on at a later stage.

Conclusion

In sum, SPUR finds this project to be a very positive additional to the Octavia Blvd corridor. It creates a strong visual presence at the prominent portal to the boulevard while fostering a positive pedestrian experience; it adds needed housing to the neighborhood; and it does so with an extraordinarily imaginative and compelling design of understated force. We thank you for committing your time and resources to the presentation at SPUR.

Please do not hesitate to contact us for questions.

Sincerely,

Reuben Schwartz Mary Beth Sanders Charmaine Curtis

Co-Chairs, Project Review Committee

Cc. SPUR Board of Directors