

November 25, 2019

San Francisco Planning Commission  
1650 Mission Street  
San Francisco, CA 94103

**RE: SPUR Endorsement of The Power Station**

Dear Planning Commissioners:

Associate Capital/California Barrel Company presented The Power Station project to SPUR's Project Review Advisory Board at our November 14, 2019 meeting for review and consideration. **The SPUR Project Review Advisory Board finds this development proposal to be an appropriate set of uses for this location and endorses the development of The Power Station at 420 23rd Street.**

SPUR is generally focused on policies, plans and codes rather than on individual projects. In order to make infill development easier, we prefer to help set good rules around zoning, fees, housing affordability, sustainability, etc. However, on occasion, our Project Review Advisory Board will review and endorse development proposals of citywide or regional importance, evaluating their potential to enhance the vitality of the city and region according to the policy priorities and principles of good placemaking supported by SPUR.

The Power Station is a significant mixed-use development project planned for a 29-acre site located in the Central Waterfront. A decommissioned power plant, the new project is planned to include approximately 2,600 housing units (with 780 affordable units, 30% of the total), nearly 1.5 million square feet of commercial uses, 250 hotel rooms, nearly 100,000 square feet of retail, 50,000 square feet of community facilities, 35,000 square feet of PDR and other uses. The project includes 7 acres of open space, including a 3.7-acre open space along the waterfront, a rooftop soccer field, a central neighborhood park and an extension of the Bay Trail.

SPUR affirms that The Power Station:

- ✓ **Is located at an appropriate location for development**, near transit and infrastructure and not on a greenfield site. This former brownfield site is located close to Caltrain, the T Third Muni line and multiple bus lines, and the project sponsor is financially supporting efforts to pilot water transit in San Francisco. Adjacent to Pier 70, this project also ties into the Southern Bayfront strategy.

- ✓ **Provides an appropriate mix of land uses** of residential, commercial and retail, contributing to a diverse stock of housing, fostering economic development and providing amenities and services to the surrounding community. This project makes good use of an important site
- ✓ **Provides sufficient density at the site** with a residential density of approximately 90 units per acre, supporting adjacent transit and preventing underutilization of land, serving the future needs of Bay Area residents. The project currently includes 2,601 residential units in several buildings of significant height and provides a high level of affordability (30%). The project sponsor also plans to provide some “missing middle” housing that is available to households with incomes in the 100-120% range.
- ✓ **Creates a good place for people and contributes to a walkable environment** with active ground floor uses throughout and ground floor retail in targeted locations at the site. The open space is planned to meet many different needs of the community. We appreciate the district parking approach and the low residential parking ratio.

**The SPUR Project Review Advisory Board finds this development proposal to be an appropriate set of uses for this location and endorses The Power Plant project.** This is such a unique and special waterfront site, and we are pleased to see the mix of proposed uses as well as the plan to adaptively reuse existing elements on the site. The project has a strong community benefits package, especially recognizing that this major project does not benefit from tax increment financing. We appreciate that the project is tying into the existing street grid in Dogpatch and the planned Pier 70 street grid, linking street connections, complementary uses and other design elements. We are happy to see the low parking ratio and the district parking approach, and very excited to see the expanded water transit concept move forward.

We are excited that this project will open up a segment of the waterfront that has been closed to the public for over 100 years, and it will also help fill in a planned portion of the Blue Greenway. If possible, we would like to see the waterfront buildings and open space elements be in an earlier rather than later phase in order to strengthen San Francisco citizens' awareness of the Southern Bayfront as a vibrant neighborhood and destination as Pier 70 comes online.

Please do not hesitate to contact us or Kristy Wang, SPUR's Community Planning Policy Director, with any questions or clarifications.

Sincerely,

Charmaine Curtis  
Co-Chairs, SPUR Project Review Advisory Board

Diane Filippi

cc: SPUR Board of Directors