

Mayor's Office of Housing and Community Development
City and County of San Francisco



London N. Breed
Mayor

Kate Hartley
Director

On May 6, 2014, the OCII Commission considered and approved the Memorandum of Understanding (MOU) between OCII and the Mayor's Office of Housing and Community Development ("MOHCD"). The MOU requires a Marketing Outcomes Project Report subsequent to the initial lease-up for each OCII affordable housing development. The report is for 255 Fremont Transbay Block 7- Natalie Gubb Commons.

Marketing Outcomes Project Report
October 15, 2018

Project name	Natalie Gubb Commons
Project location	255 Fremont Street
Project sponsor	Mercy Housing California 64 L.P.
Project tenure	100% affordable
Population type	Family housing
Total number of units	120
Total number of affordable units	95 Tax Credit Units (Lottery Units) 24 PBV Units 53 – 1 bedroom 43 – 2 bedroom 23 – 3 bedroom 1 – managers unit
Total number of applicants for 95 lottery units	6,580
Affordability level(s)	40% and 50% Area Median Income (TCAC) (81 units) 50% Area Median Income (MOHCD) (14 units)
Marketing start date	9/29/2017
Construction completion date	Temporary Certificate of Occupancy is 2/15/18
100% Lease-up date	7/3/18

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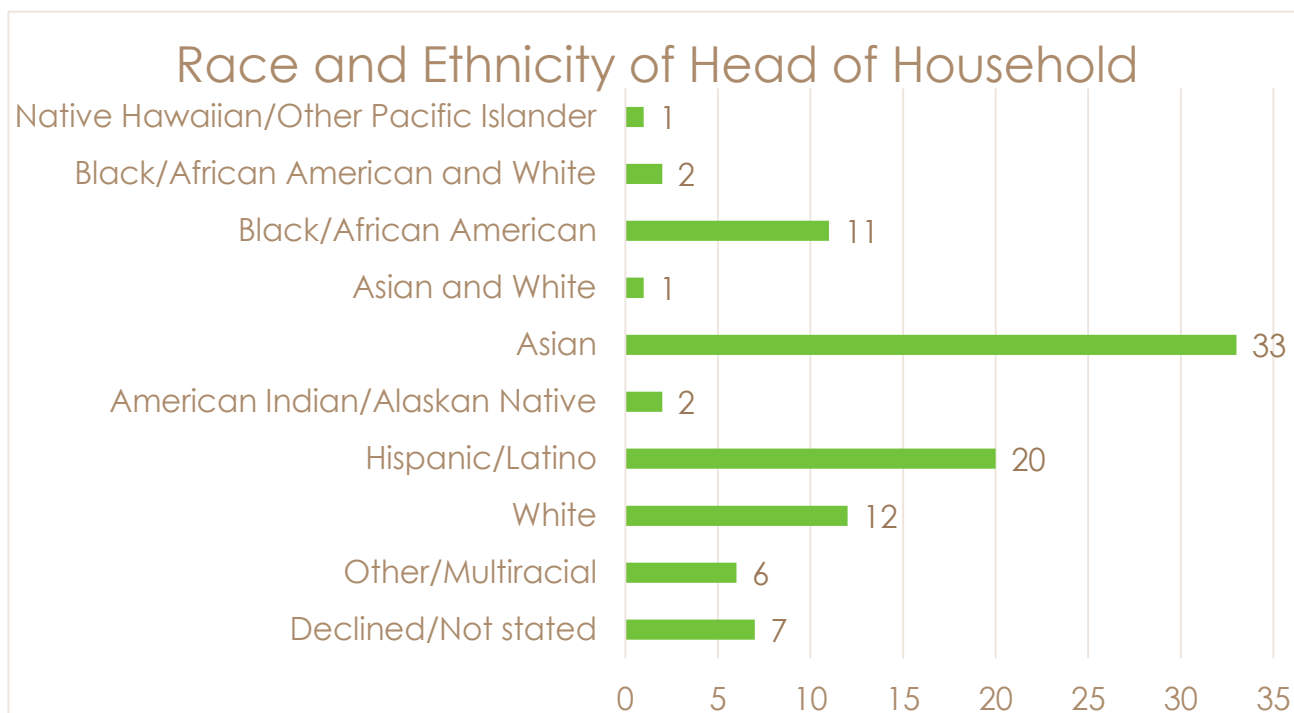
Occupancy preferences	<ol style="list-style-type: none"> 1. COP 2. San Francisco Residents and San Francisco Workers 3. Members of the General Public
How many COP holders applied?	10
How many COP holders were housed?	1
Of the 10 COP holders applied, what was their city of origin?	4 - San Francisco 2 - Sacramento 1 - Vallejo 1 – Mill Valley 1 – Fairfield 1 – San Leandro
What happened to the 9 COP Holders that were not housed?	2 - No Response from Applicant after Multiple Attempts 2 - Missed Two or More Appointments 1 - Over Income 4 - Withdrew
Total Number of People Housed in the 95 Units at Natalie Gubb Commons	320 Residents Residents under 18: 116 Residents 55 and over: 46

Background

Natalie Gubb Commons is a 123,251 square foot building (of which 90,554 sf is residential) that includes 119 affordable units (plus one manager's unit) in eight stories of residential use. The 119 family units are composed of 53 one-bedroom, 43 two-bedroom and 23 three-bedroom apartments, and are affordable to households earning between 40% and 50% of Tax Credit Allocation Committee (TCAC) Area Median Income or 50% of MOHCD Area Median Income. The development also includes a child care facility, community room and landscaped podium with a playground equipment, barbecue facilities and a ½ court basketball space. Permanent funding for Natalie Gubb Commons was approved, on August 18, 2015, and construction began on June 13, 2016. The development received its Temporary Certificate of completion was received on February 15, 2018.

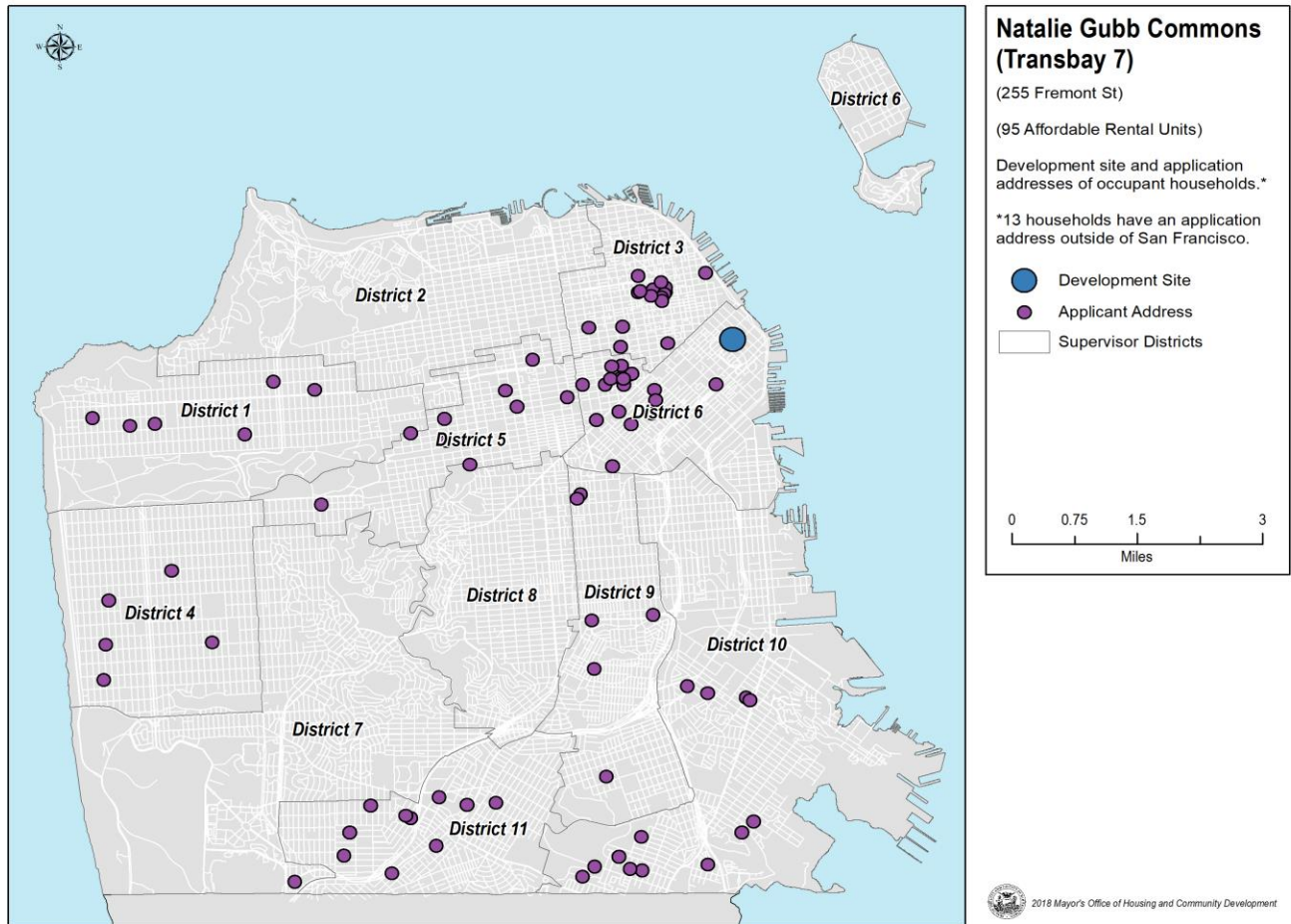
Natalie Gubb Commons Lease-up Demographics

MOHCD uses the same categories as HUD to identify race and ethnicity demographics among applicant head of households. Each head of household is asked to identify a race and they are also asked if they are of Latino ethnicity. 11.5% of the successful applicant households at Natalie Gubb Commons identify their race as African American. 34.7% identified their race as Asian. With regard to ethnicity, 21% of the head of household's were of Latino ethnicity.



Location of Origin of Successful Applicants

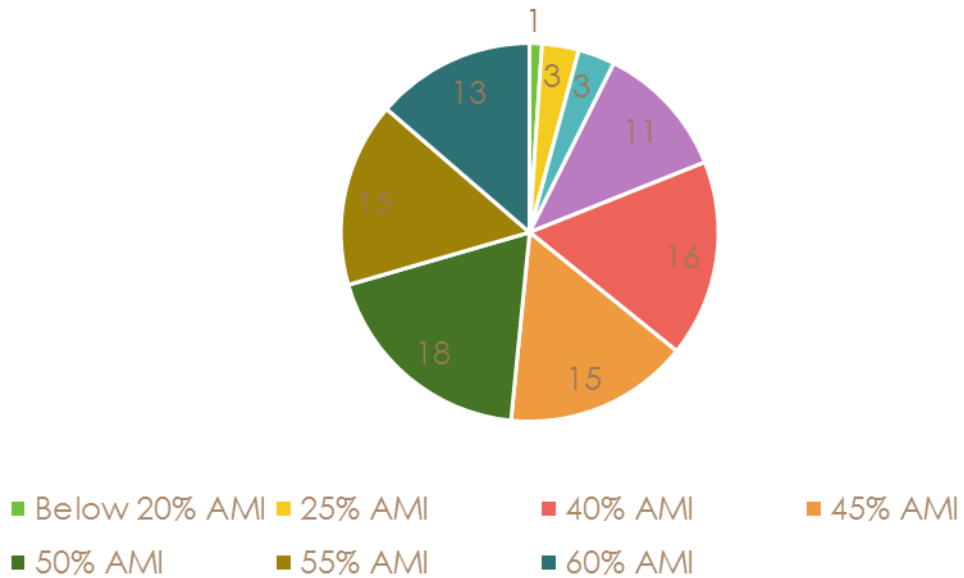
Every Supervisorial District had at least one successful applicant in the lottery. The most successful applicants originated from District 6 (20 applicants), District 3 (15 applicants) and District 10 (12 applicants). 13 households lived outside of San Francisco, including the one COP holder who moved into a Tax Credit unit.



Income Levels Served

Rents at Natalie Gubb Commons are set at 40% AMI and 50% AMI (TCAC) and 50% AMI (MOHCD). At lease up, rents ranged between \$987 and \$1,711 per month, depending on unit size. A single person household would have to earn between \$23,688 and \$46,100 annually to qualify. To qualify for a 3 bedroom/2 bath unit, a household would have to earn at least \$41,064 annually. The majority of households at Natalie Gubb Commons earn between \$26,440 and \$66,483 per year. Household's earning less than 20% AMI, needed a rental subsidy to qualify.

Average % of Area Median Income



Affordable Housing Lottery Preferences and Lease Up

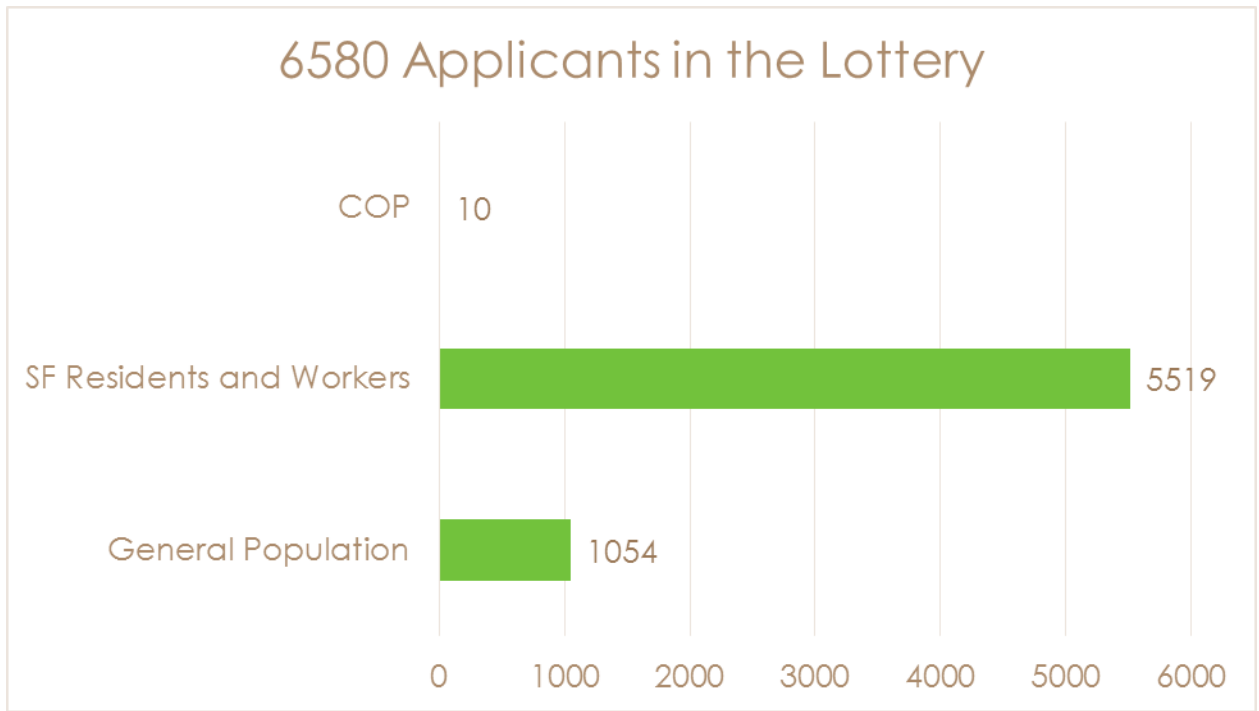
MOHCD and OCII were very pleased to offer the electronic housing application and lottery for Natalie Gubb Commons. MOHCD IT staff was on hand to ensure the lottery went smoothly. Participants were pleased with how quickly they can now apply online and receive lottery results and the transparency of the process.

6,580 households applied to Natalie Gubb Commons for 95 lottery units of housing. Below are the housing lottery preferences for all applicants as well as those applicants who secured housing.

The New York Times published an article in May of 2018

<https://www.nytimes.com/2018/05/12/upshot/these-95-apartments-promised-affordable-rent-in-san-francisco-then-6580-people-applied.html>

highlighting housing search stories of successful and unsuccessful Natalie Gubb applicants.



COP Success Story

Mr. Brown is the only COP applicant that currently lives at Natalie Gubb. “It’s been good. I applied to about two housing opportunities prior to Natalie Gubb Commons.” Mr. Brown received assistance from the non-profit, Seasons of Sharing which covered his move-in costs. “I

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was living with my sister-in-law prior to moving here. It feels good living here, my wife and daughter and I are pretty happy. As far as the building amenities, the onsite laundry facility is excellent and maintenance is always on top of everything. What I would tell other COP holders is that if you can handle the city life, it's excellent. My wife is now eager to explore homeownership through the COP program."