

Artists Hub on Market

August 3, 2026



Agenda

- Introductions
- Project Overview
 - Arts Development
 - 100% Affordable Residential Program
- Artist Housing Certification
- Questions



Project Team

- Developers: Artists Hub on Market (AHoM)
Mercy Housing California
- Architects: Mark Cavagnero Associates
Solomon Cordwell Bunez
- Contractor: Build Group
- Owner's Rep: Joel Roos, Pacific Union Development
Company
- Property Manager: Mercy Housing Management Group
- Resident Services: Mercy Housing California

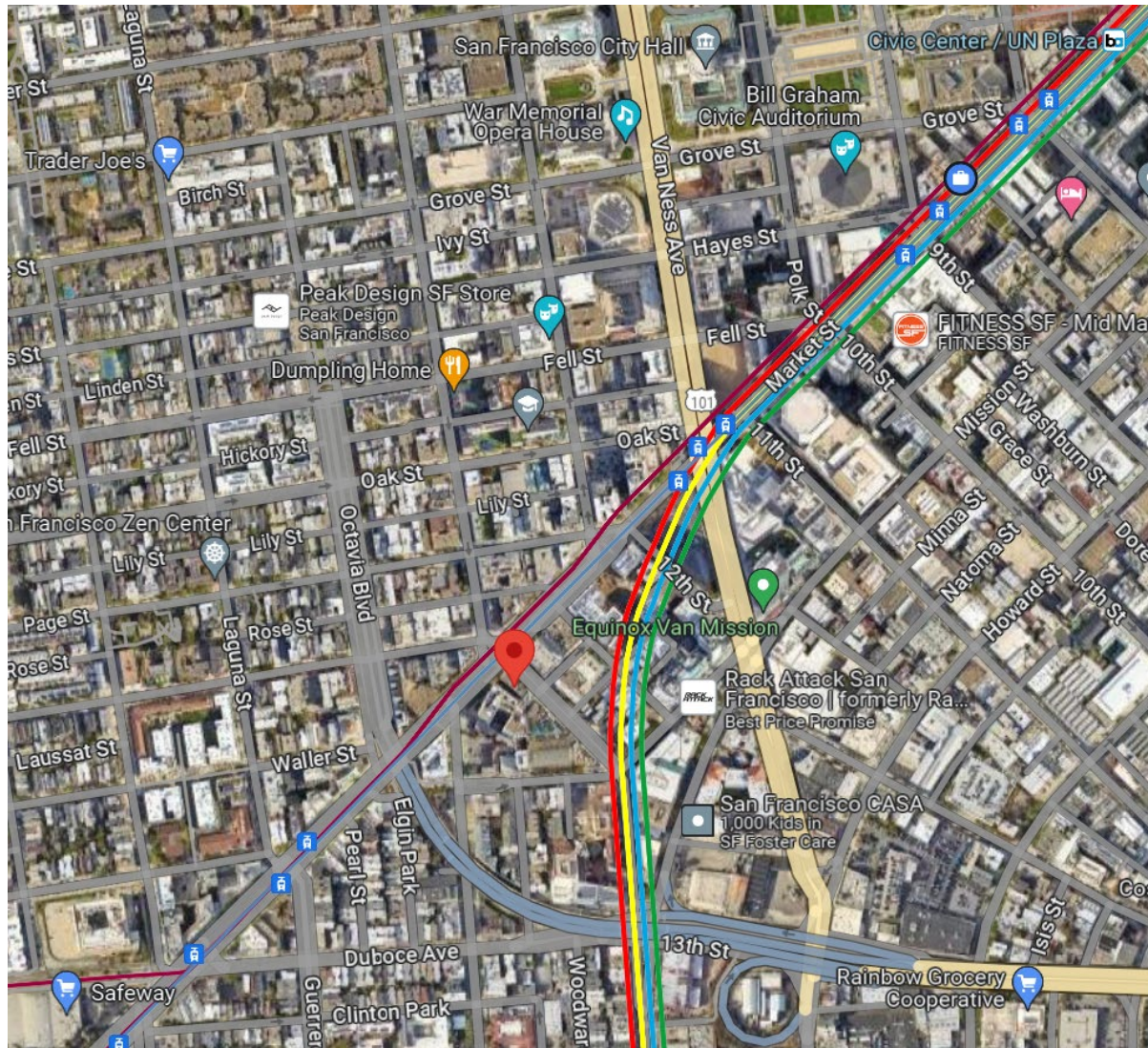
About Mercy Housing California



- Mercy Housing California (Mercy) is a California-based nonprofit housing development organization with the mission of creating and strengthening healthy communities.
- Mercy has created and preserved affordable housing for Californians for over 35 years.
- Mercy owns and manages 151 communities with over 10,300 homes statewide for more than 19,600 people.
- Mercy is committed to providing quality property management and resident services that reinforce the philosophy that all residents deserve respect, dignity, and a place to call home.



Location | Property Context



Location | Mercy Housing Neighborhood Experience



Project Overview

- Site: 8,052 sq ft / .18 acres
- Public/Arts Amenities:
 - 100-seat black box theatre
 - Large rehearsal space
 - Practice rooms
 - Cafe
- Residential Target Population: 94 units
 - Reserved for artists certified by the SFAC Artist Housing Certification and their families
 - 1 Manager's Unit
- Residential Amenities:
 - Community Room
 - Fitness Room
 - Laundry Room
 - Roof Deck
 - Access to two levels of arts space run by AHoM



Artists Hub on Market





Who can rent homes at 1687 Market?

Here is an example of households that might rent here to explain what “affordable” means:



Cathy is a working bassist and lives with her wife, **Denise**, who is disabled and unable to work. Cathy’s salary is \$45,000 a year, which is about 30% of AMI for a two-person household. Their rent (not including utilities) is approximately \$962/month for a studio apartment.



Eva is an admin assistant for an arts non-profit and a painter. She lives with her husband **Meeko**, a cook, and their new baby. They earn \$102,000 a year, which is about 60% of AMI for a three-person household. Their rent is approximately \$2,106/mo for a one-bedroom apartment.



Hakeem is an arts educator and voice instructor, his wife **Andra** works for the City, and they have two kids. Their household earns \$150,000 a year, which is about 80% of AMI for a four-person household. Their rent is approximately \$3,394/mo for a 2 bedroom.*

*Income and rent levels subject to change

Who can rent homes at 1687 Market?

Target Rents & Incomes	Average Median Income	30%	60%	80%
Studios	Income Max (2 person household)	\$46,440	\$92,880	--
	Estimated Monthly Rent	\$962	\$1,547	--
1 Bedrooms	Income Max (3 person household)	\$52,230	\$104,460	\$139,280
	Estimated Monthly	\$1,018	\$2,106	\$2,830
2 Bedrooms	Income Max (5 person household)	\$62,670	\$125,340	\$167,120
	Estimated Monthly Rent	\$1,218	\$2,524	\$3,394

*Income and rent levels subject to change, slide based on 2025 income and rent levels

Construction and Leasing Schedule

- Design Development – March 2025
- Entitlements Approved – March 2025
- Tax Credit/Financing Application – May 2025
- Site Preparation – July 2025
- Construction Start – June 2026
- Artist Housing Certification outreach begins – July 2026
- DAHLIA Lottery – October/November 2026
- Construction Complete – February 2028
- Move Ins Begin – mid-February 2028

Artist Housing Certification

- Working to refine a city-wide artist certification process for San Francisco
- Pre-certification of artists before leasing begins to determine eligibility
- Many other cities around the country have an artist housing model and established objective selection criteria
- Examples include:
 - Boston
 - Entertainment Community Fund/Hollywood Arts Collective
 - Artspace
- **Community Advisory Group to assist in creation of definition and process**

Contact

- Project website – ahomsf.org
- Project/Arts Development Questions
 - AHoM – Randall Kline – rkline@ahom.org
- Residential Questions
 - Mercy Housing – Fiona Ruddy – fiona.ruddy@mercyhousing.org
- Media Requests
 - Lighthouse Public Affairs – Noah Christman - noah@lh-pa.com

Thank you!



What does Area Median Income (AMI) Mean?

Area Median Income (AMI) is a standard for determining the median income earned annually for every size of household in a specific area. The government looks at the range of incomes in the area and calculates the midpoint, or AMI, where half of the households in that area earn more and half earn less.

In San Francisco, the AMI is \$156,700 a year for a two-person household.

Affordable housing communities are income restricted: only people and families that earn up to a certain percentage of the city's AMI can live there. Every apartment at 1687 Market will be targeted to residents earning less than 80% of San Francisco's AMI.

San Francisco Examples for Income Ranges – 2 Person Household

