



G2 HISTORY

The original Goodman Building was an historic, four-story Victorian hotel with five storefronts. Built in 1869 and renovated in 1907, it was home to approximately 25 artists who lived and worked there. The Goodman Building became a creative breeding ground for San Francisco's artistic community. In 1973 the building was seized by the San Francisco Redevelopment Agency (SFRA), which planned to replace it with a high-rise. In response, the artists formed the Goodman Group, Inc. and, with a wide range of community supporters,* they waged an impassioned 10-year struggle to save the building and its cultural value to San Francisco from the wrecker's ball. The artists "liberated" the five storefronts and developed a theater, gallery, and graphic arts studio, all of which served the larger community. The Goodman Group got the building declared a landmark on the National Register of Historic Places. However, this protected only the facade, not the vital artists' live/work community nor the storefront art center. Eventually the SFRA accepted a proposal from another developer whose costly rehabilitation plans prohibited the building's continued use as low-cost, artists' housing. The artists' community was evicted.

During a 10-year diaspora, artist and former Goodman Building manager Martha Senger, held the vision of the importance of continuing to have a facility for integrated living, working and community service for the health of the urban environment. With others who supplied expertise and leadership*, a new non-profit organization was formed, Art Space Development Corporation (ArtsDeco). ArtsDeco attempted to find and rehabilitate another property for relocation, but was unable to find anything comparable. Eventually ArtsDeco decided to build a new facility.

GOODMAN 2, or "G2," is the first new, intentional, affordable, artist's live/work loft building in San Francisco. The model project is the result of a 12-year collaboration between the City of San Francisco's Department of City Planning, the Mayor's Office of Housing, ArtsDeco, and commercial developer, Rick Holliday of MacKenzie, Rose & Holliday.** G2 was built in 1995 in the city's Potrero Hill neighborhood.

David Baker + Associates designed G2 in collaboration with Martha Senger, erstwhile director of ArtsDeco. Martha is the first to combine "Torus Physics" and "Chaos Mathematics" with architectural design. G2 is also modeled on its predecessor, the historic Goodman Building, which similarly empowered its artist residents by situating them in a "thick ecology" of public, private and shared community resources. In 1995 G2 won the Progressive Architecture Awards Program citation, and in 1996 the American Institute of Architects Award of the Year.

G2 includes 29 units of artist's live/work lofts, a theater and a proposed media production space. All 29 live/work units must be occupied by at least one artist. Twenty-four of those 29 units are owned as condominiums by artist residents and governed by the Goodman 2 Home Owners Association (G2 HOA). Six are priced at market rate, 17 are City subsidized low-income units and there are five rental units owned by ArtsDeco. The theater, Thick House is rented by ArtsDeco to resident theater company, Thick Description, as will be a new media production space. Common areas include an interior atrium gallery and meeting space, outdoor gardens, and an amphitheater. Resident artists have limited access to the 90-seat theater and also to the proposed media space that will be a training and production center serving the larger community.

Rafael Olivas 6/19/07 8:48 PM
Comment: Should this be "original Goodman Building"? Why would original be capitalized?

Rafael Olivas 6/19/07 9:10 PM
Comment: Number format throughout. Generally, numbers larger than 10 use numerals; numbers of nine or less are spelled out. Exceptions are numbers at the beginning of a sentence and some measurements.

Rafael Olivas 6/19/07 9:12 PM
Comment: Abbreviations. As a rule, the first use should spell out the entire proper noun, followed by the abbreviation to be used elsewhere. The first abbreviation is identified in parentheses.

Rafael Olivas 6/19/07 9:02 PM
Comment: Is there a reference for this claim?

Rafael Olivas 6/19/07 8:48 PM
Comment: I am concerned that the use of terms like "Torus Physics" and "Chaos Mathematics" may not be helpful in understanding G2. These terms might even be disorienting to newcomers.

Also, such terms may not be particularly relevant. As far as I have found, G2 residents do not refer to "torus physics," "chaos mathematics," or "thick ecology" in our general discussion of our needs or goals.

Rafael Olivas 6/19/07 9:08 PM
Comment: The minimum artist requirement applied to all initial purchasers, and still holds for resale of subsidized units.

I am *not* convinced that this restriction holds for resale of market-rate units; in fact, such a restriction might be illegal for market-rate units which may explain why the City has not prevented or interfered with sales of market-rate units. I recommend that we take care to use terms like "original buyers" instead of making blanket declarations that may not be supportable.

Rafael Olivas 6/19/07 8:48 PM
Comment: Error. **All units are governed by the HOA**, including the ArtsDeco-owned units.

Rafael Olivas 6/19/07 8:48 PM
Comment: Unclear. Perhaps: "ArtsDeco rents the theater space to the Thick House resident theater company."

Rafael Olivas 6/19/07 8:48 PM
Comment: Clarification. Perhaps "proposed media production space"



* List of people who have contributed: (This needs to be compiled.)

** G2 was the most complicated financial housing project in the history of San Francisco.

Rafael Olivas 6/19/07 8:48 PM
Comment: Is there a reference for this comment? Perhaps a quote in a newspaper article?