



Market Octavia Plan Amendment

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San Francisco
Planning

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sfplanning.org/hub



Project Overview

Recommendations

Key Legislative Changes



2008



2012

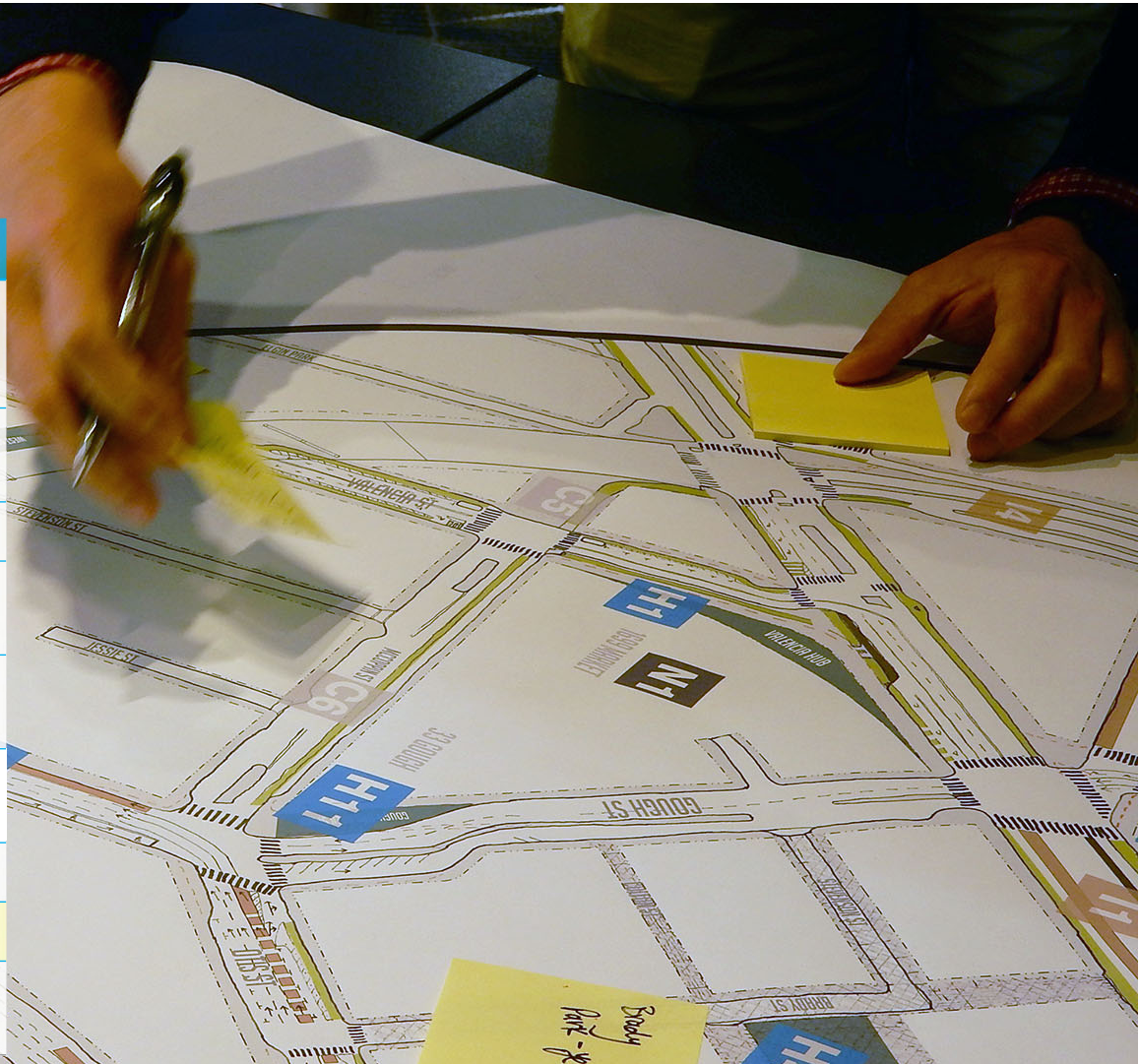


2016



PROJECT TIMELINE

DATE	MILESTONE
Jan-Mar 2016	Project start-up, existing conditions analysis, stakeholder meetings.
April 2016	Workshop #1: Urban Form, Land Use, and Public Benefits
June 2016	Workshop #2: Public Realm
March 2017	Workshop #3: Refined Options and Designs
Oct 2017	Environmental Review Process began
June 2019	Workshop #4: Project Update + Public Benefits
July 2019	DEIR released
Jan 2020	Workshop #5: Project Update
Feb 2020	Planning Commission Initiation Hearing



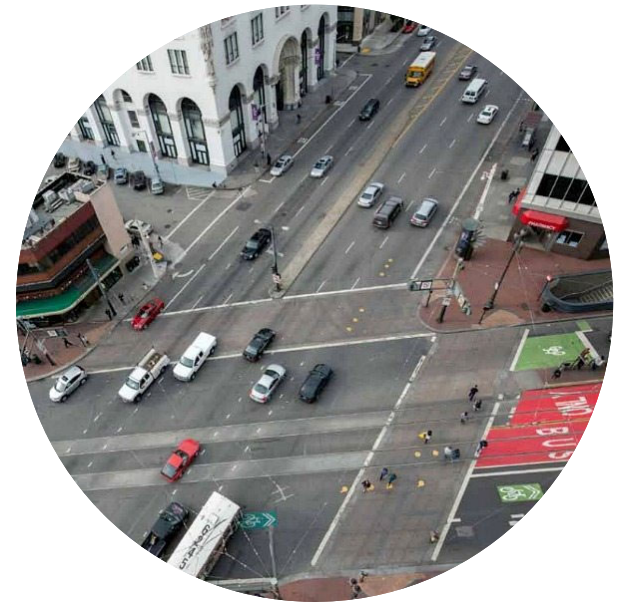
PROJECT GOALS



Increase housing and affordable housing near transit

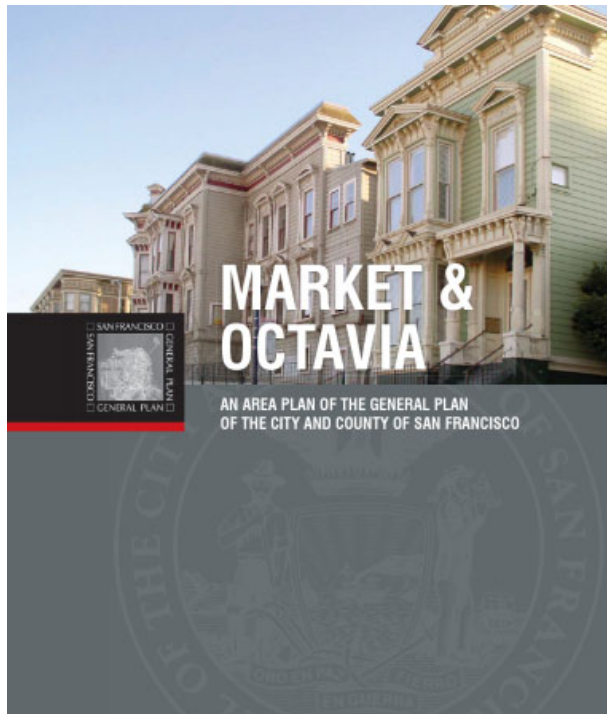


Develop and coordinate designs for the public realm







Create robust public benefits package and prioritize projects for implementation

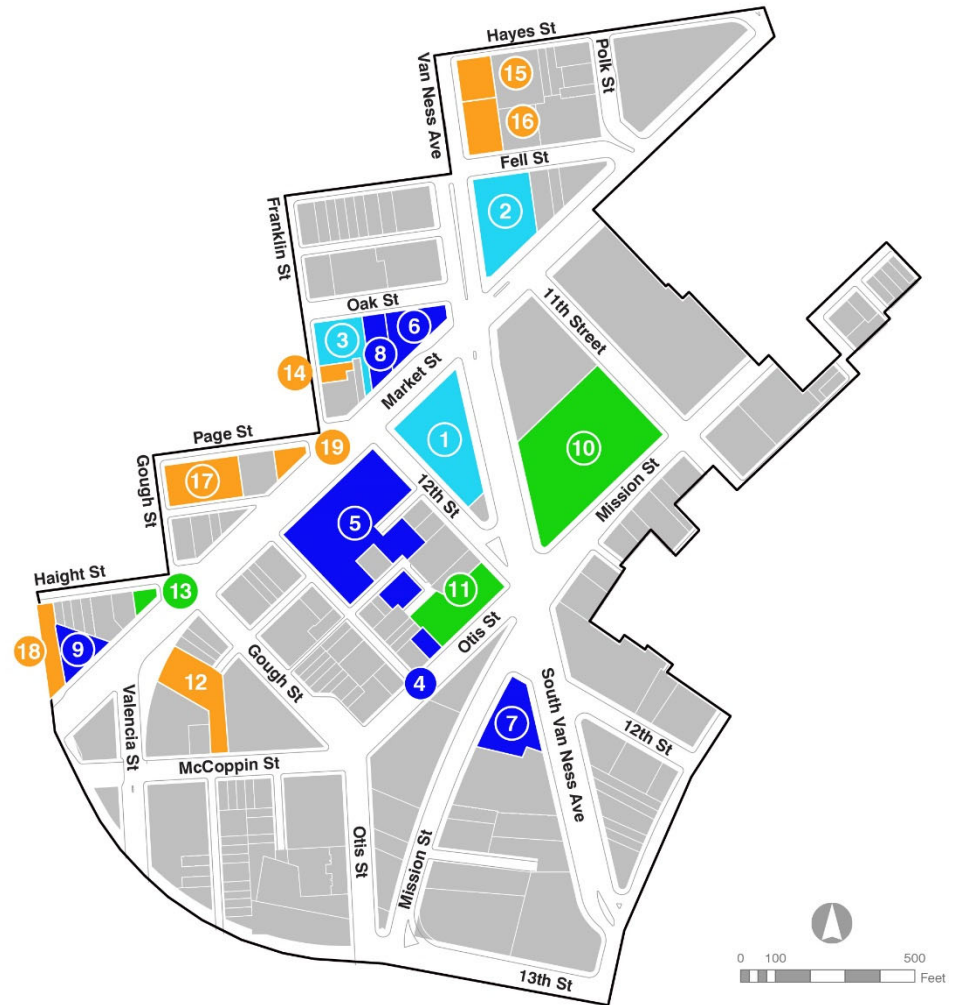
PROJECT DELIVERABLES



- 1 Amend the **Market & Octavia Area Plan**
 - Height Map
 - Zoning Map
 - Objectives and policies
- 2 Amend the **Planning Code** to reflect land use and policy changes
- 3 Update the **Market & Octavia Implementation Plan**

THE LANDSCAPE

-  Under Review
-  Entitled
-  Under Construction
-  Projects Complete



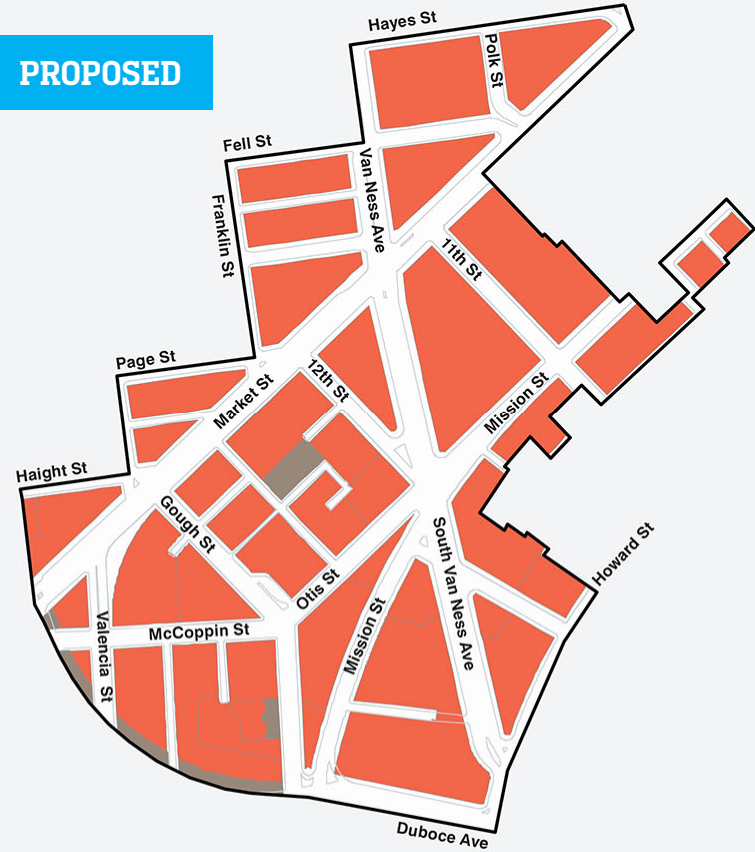


RECOMMENDATIONS

EXISTING



PROPOSED



Land Use

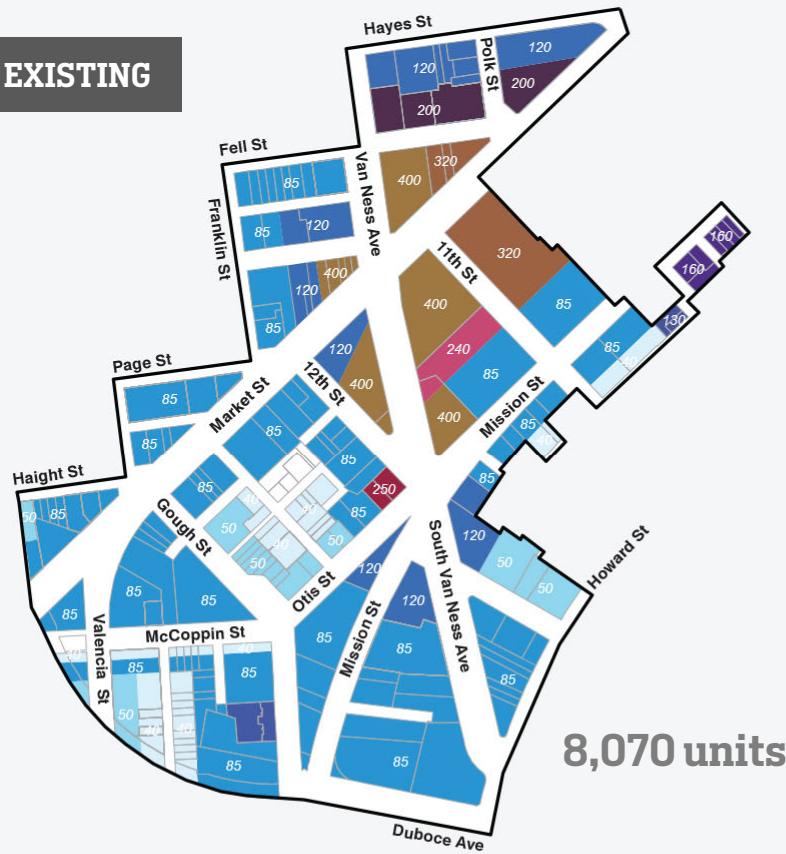


Neighborhood Commercial (NCT-3)



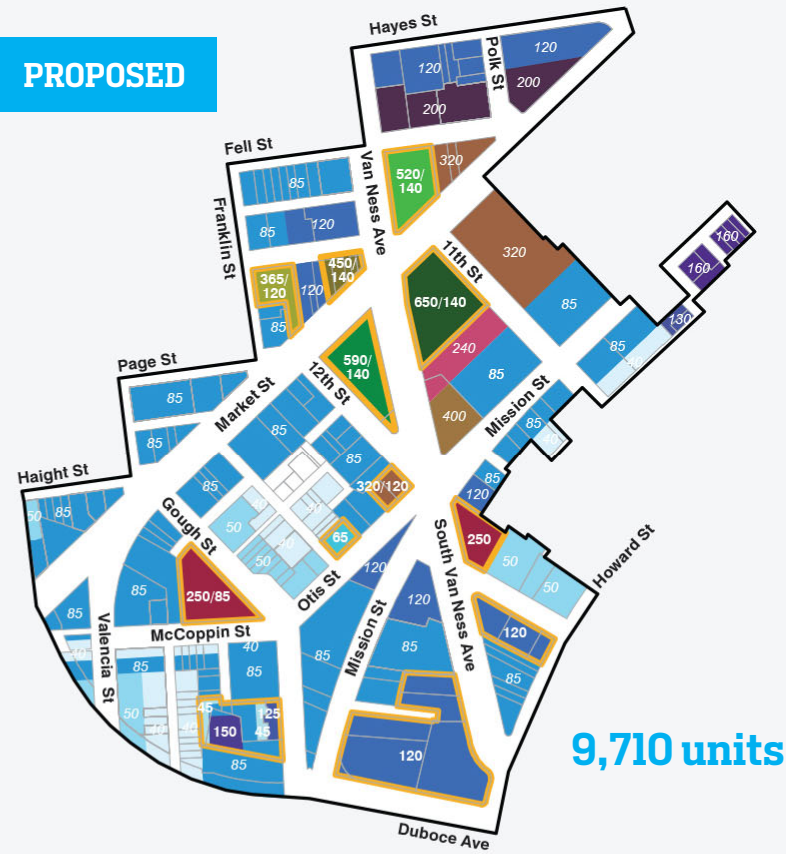
General Commercial (C-3-G) + Van Ness & Market Residential Special Use District (SUD)

EXISTING



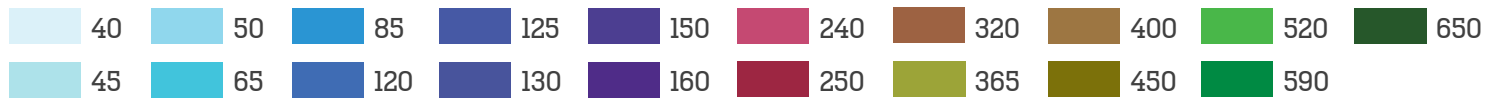
8,070 units

PROPOSED



9,710 units

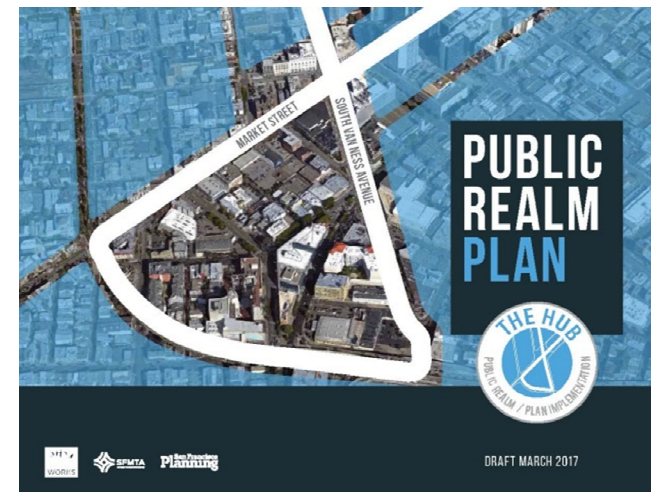
Maximum Heights



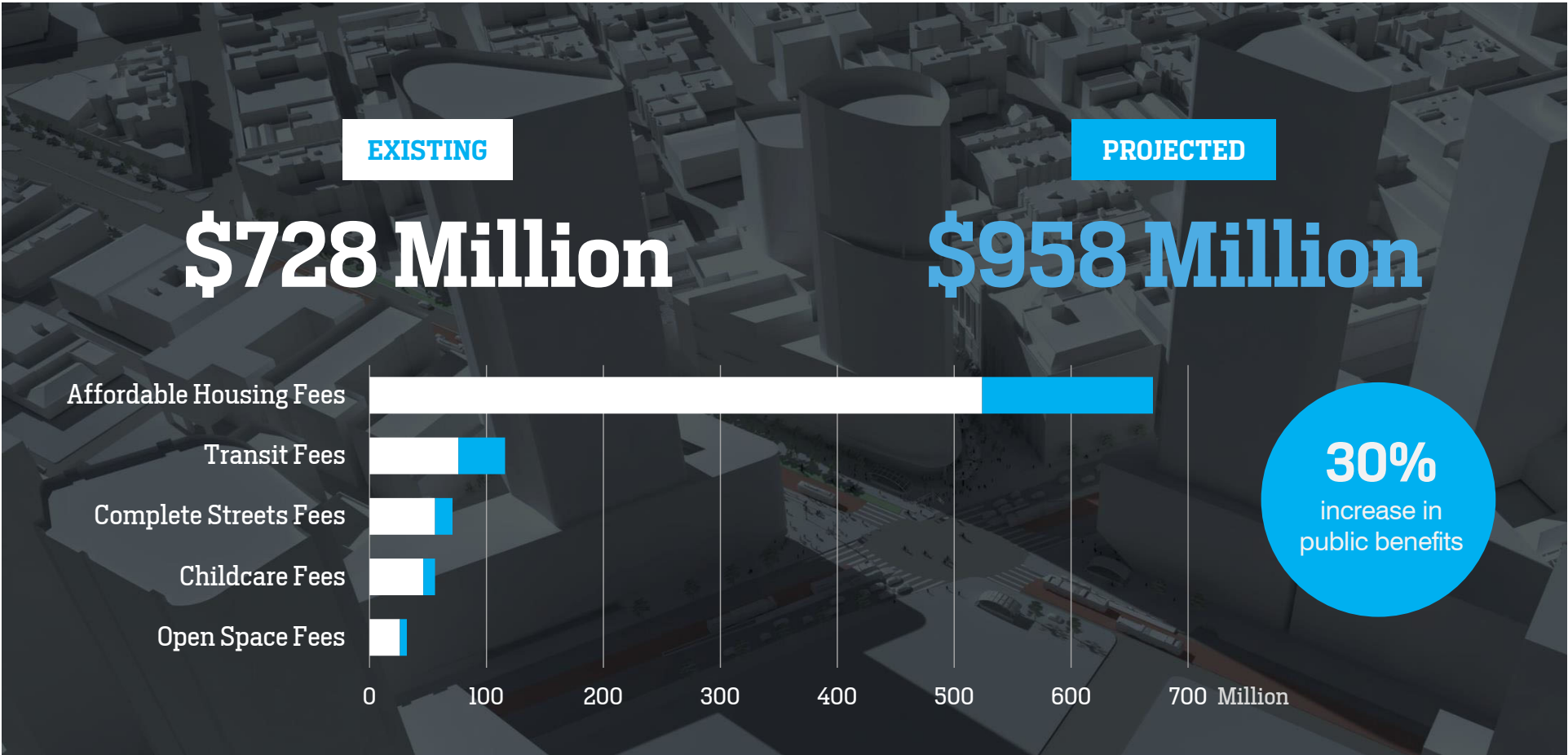


Public Realm

- Streets proposed for improvements
- Living Alley improvements



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Public Benefits Summary



All Projects



Small Projects 10 - 24 units



Large Projects 25 units or more

On-Site

12%



13.5%



20.5%



22.5%



Off-Site or
Fee

20%



20%



30%



33%



BEFORE JUNE 2016 *

JANUARY 2020**

RENTAL

OWNER

* "Grandfathered" rates depending on size, location, and EEA accepted date
** On-Site rates increase annually. Applies to EEA accepted on or after Jan 12, 2016

More info: <https://sfplanning.org/project/inclusionary-affordable-housing-program>

Inclusionary Rates Increase Citywide

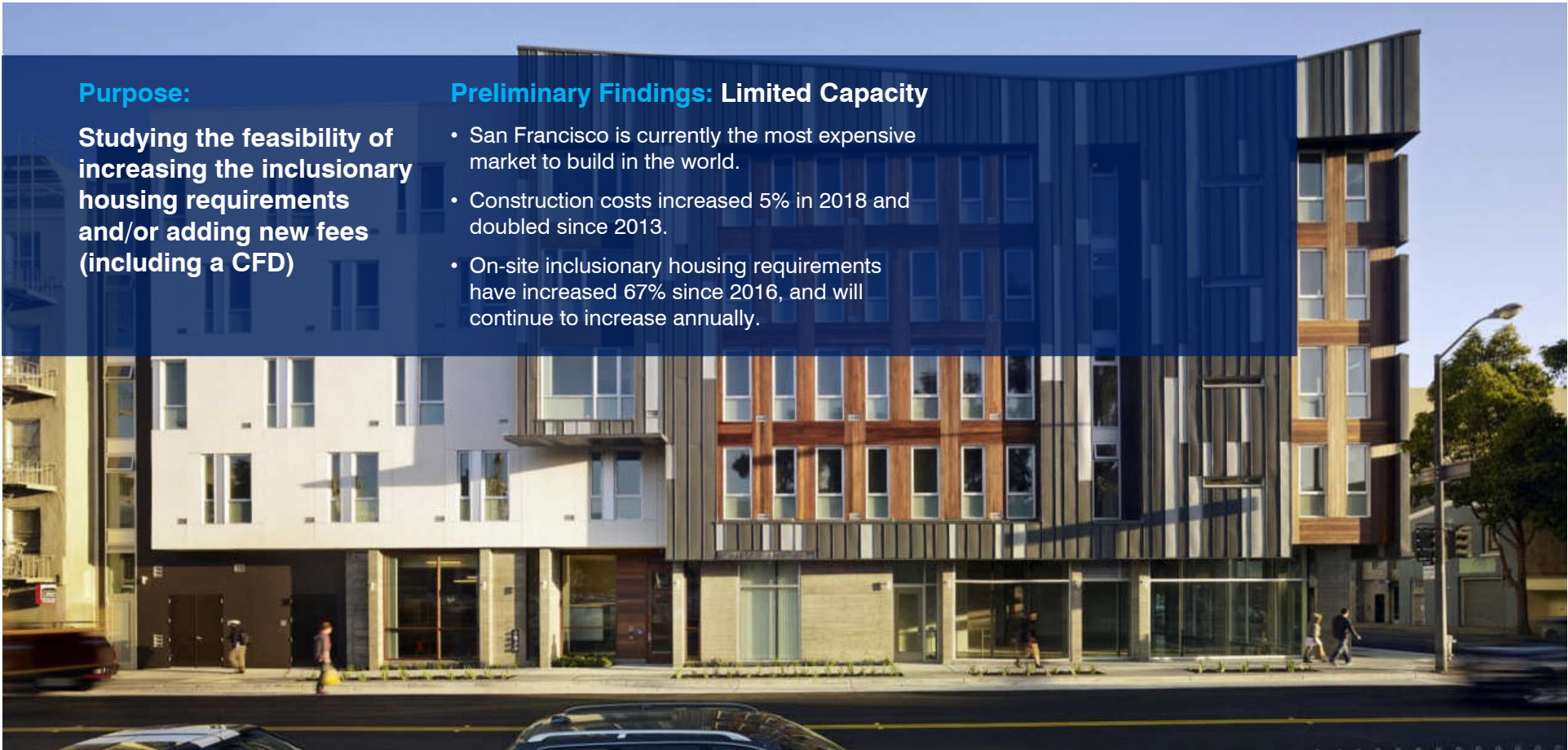
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Purpose:

Studying the feasibility of increasing the inclusionary housing requirements and/or adding new fees (including a CFD)

Preliminary Findings: Limited Capacity

- San Francisco is currently the most expensive market to build in the world.
- Construction costs increased 5% in 2018 and doubled since 2013.
- On-site inclusionary housing requirements have increased 67% since 2016, and will continue to increase annually.



Feasibility Analysis

Source: Turner + Townsend International Construction Market Survey 2019

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**Market and Octavia
Infrastructure Impact
Fee
(Sec. 421)**

1

**Van Ness Market
Special Use District
Infrastructure Fund
(Sec 424)**

2

**Market and Octavia
Area Plan and Upper
Market Neighborhood
Commercial
District Affordable
Housing Fee
(Sec. 416)**

3

**Van Ness and Market
Affordable Housing
and Neighborhood
Infrastructure
Fee and Program
(Sec 424)**

4

Area Plan Impact Fees

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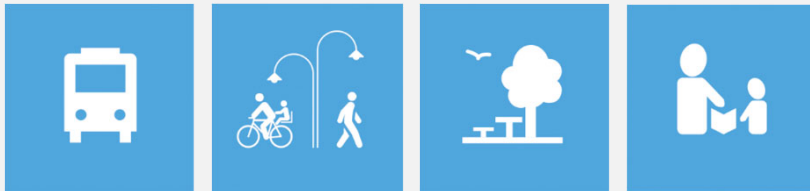
Market and Octavia
Infrastructure Impact
Fee
(Sec. 421)

1

Van Ness Market
Special Use District
Infrastructure Fund
(Sec 424)

2

\$276 M



Area Plan Impact Fees

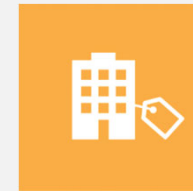
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Van Ness and Market
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and Neighborhood
Infrastructure
Fee and Program
(Sec 424)

4

\$682 M



29%
affordable
units + fees

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**Affordable
Housing**

Transit

**Complete
Streets**

**Schools and
Childcare**

Open Space

Public Benefits Package



Proposed Public Benefits: Affordable Housing

\$682 Million

**For new on-site units and
affordable housing resources**

- 2,200 affordable housing units
- 434 additional affordable units
- Achieve 29% affordable units overall

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Proposed Public Benefits: **Transit**

\$116 Million

For improvements to transit service and capacity including modernization of Van Ness Station

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Proposed Public Benefits: **Complete Streets**

\$71 Million

For street and alley improvements

1. Redesign of major streets in the Plan Area to be safe and comfortable for people walking, biking, and on transit.
2. Living alleys



Proposed Public Benefits: **Schools and Childcare**

\$57 Million

For childcare centers and schools

- \$20M New childcare centers
- \$37M Capital Investments in schools serving K-12 population



Potential Public Benefits: **Open Space**

\$32 Million

For new parks and enhancements to existing open spaces

1. New Park at 11th and Natoma
2. Improvements to Buchanan Mall
3. Improvements to Koshland Park
4. New/Improved Civic Center Public Spaces
5. Other open spaces in the Hub area TBD

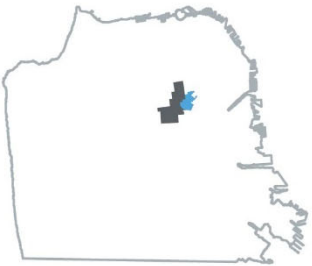


EQUITY ASSESSMENT





Communities of Concern





Equity Goals

Anticipated Benefits

Potential Burdens

Additional Community Concerns

Strategies to Mitigate Burdens

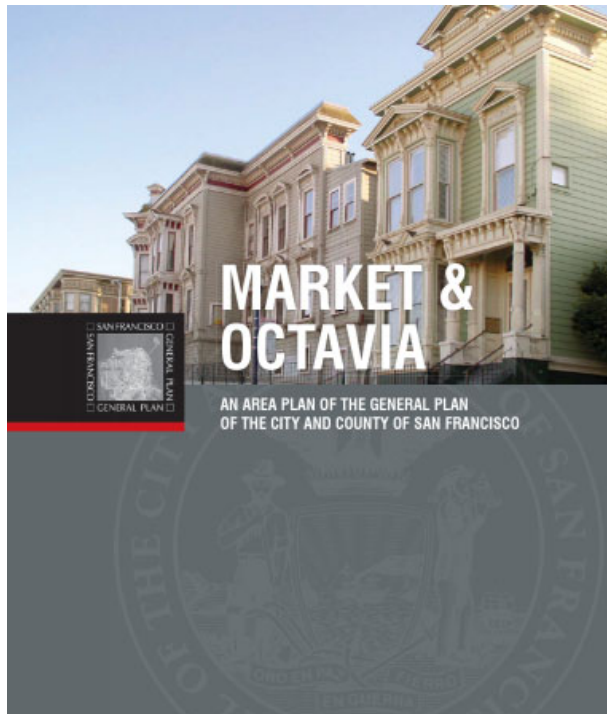
Monitoring

Equity Assessment



KEY LEGISLATIVE CHANGES

PROPOSED LEGISLATION



- 1 **General Plan** Amendment
- 2 **Planning Code** Amendment
- 3 **Zoning Map** Amendment
- 4 Planning Code Amendment and Business + Tax Code Regulations (to establish the Hub Housing Sustainability District)

Topic	Change
Racial + Social Equity	Apply a racial + equity lens to decision making
Land Use + Urban Form	Update purpose and related policies of the SUD
Housing	Incorporate policies to address families with children and tenant protections
Sustainability	Incorporate policy direction that supports sustainability and climate resilience
Streets + Open Spaces	Update policies to reflect the Hub Public Realm Plan
Arts	Add a new policy to encourage non profit arts on ground floor
Misc.	Non substantive changes to explanatory text and updates as needed

General Plan Amendments - Summary

Topic	Change
Clarify the Van Ness and Market SUD	Amend selected policies to support the vision of the SUD as outlined in the Market and Octavia Area Plan
Parking	Create consistent and lower parking requirements.
Non-Residential Uses	Encourage a mix of affordable and diverse uses, require micro-retail, maintain some of the NCT-3 controls, such as a Conditional Use authorization for uses larger than 6,000 sq/ft and for Formula Retail.
Bulk	Changes to the floor plate size, new sculpting controls to encourage slender residential towers
Public Benefit	Expand the area in which impact fees can be spent, update the list of infrastructure projects to be funded with impact fees, remove grandfather provision outlined in Section 415.
309 Exceptions	Micro retail and additional height and bulk

Jobs	Existing Zoning	Proposed Zoning	Difference
Existing	11,400	11,400	0
New	- 900	0	900
Total	10,500	11,400	900

Housing Units

Existing	2,300	2,300	0
New ¹	8,070	9,710	1,640
Total	10,370	12,010	1,640
<i>New Affordable Units²</i>	1,777	2,211	434

Impact Fees

Open Space	\$26,000,000	\$32,000,000	\$6,000,000
Schools + Childcare	\$47,000,000	\$57,000,000	\$10,000,000
Complete Streets	\$56,000,000	\$71,000,000	\$15,000,000
Transit	\$76,000,000	\$116,000,000	\$40,000,000
Affordable Housing Fees + Resources	\$518,000,000	\$682,000,000	\$164,000,000
<i>Market & Octavia Affordable Housing Fee</i>	<i>\$50,000,000</i>	<i>\$70,000,000</i>	<i>\$21,000,000</i>
<i>Van Ness & Market SUD Affordable Housing Fee</i>	<i>\$44,000,000</i>	<i>\$84,000,000</i>	<i>\$40,000,000</i>
<i>Value of New Affordable Housing Units³</i>	<i>\$425,000,000⁴</i>	<i>\$528,000,000⁵</i>	<i>\$103,000,000</i>
Total	\$723,000,000	\$958,000,000	\$235,000,000

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Next Steps



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[sfplanning.org](https://sfplanning.org/project/market-street-hub-project)
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