



MARKET STREET

VAN NESS AVENUE



WORKSHOP 1
APRIL 13, 2016

San Francisco
Planning

PRESENTATION OUTLINE

- WHAT IS THE HUB?
- PROJECT GOALS/SCOPE
- TOPICS
 - LAND USE
 - URBAN FORM
 - PUBLIC BENEFITS



WHAT IS THE HUB?



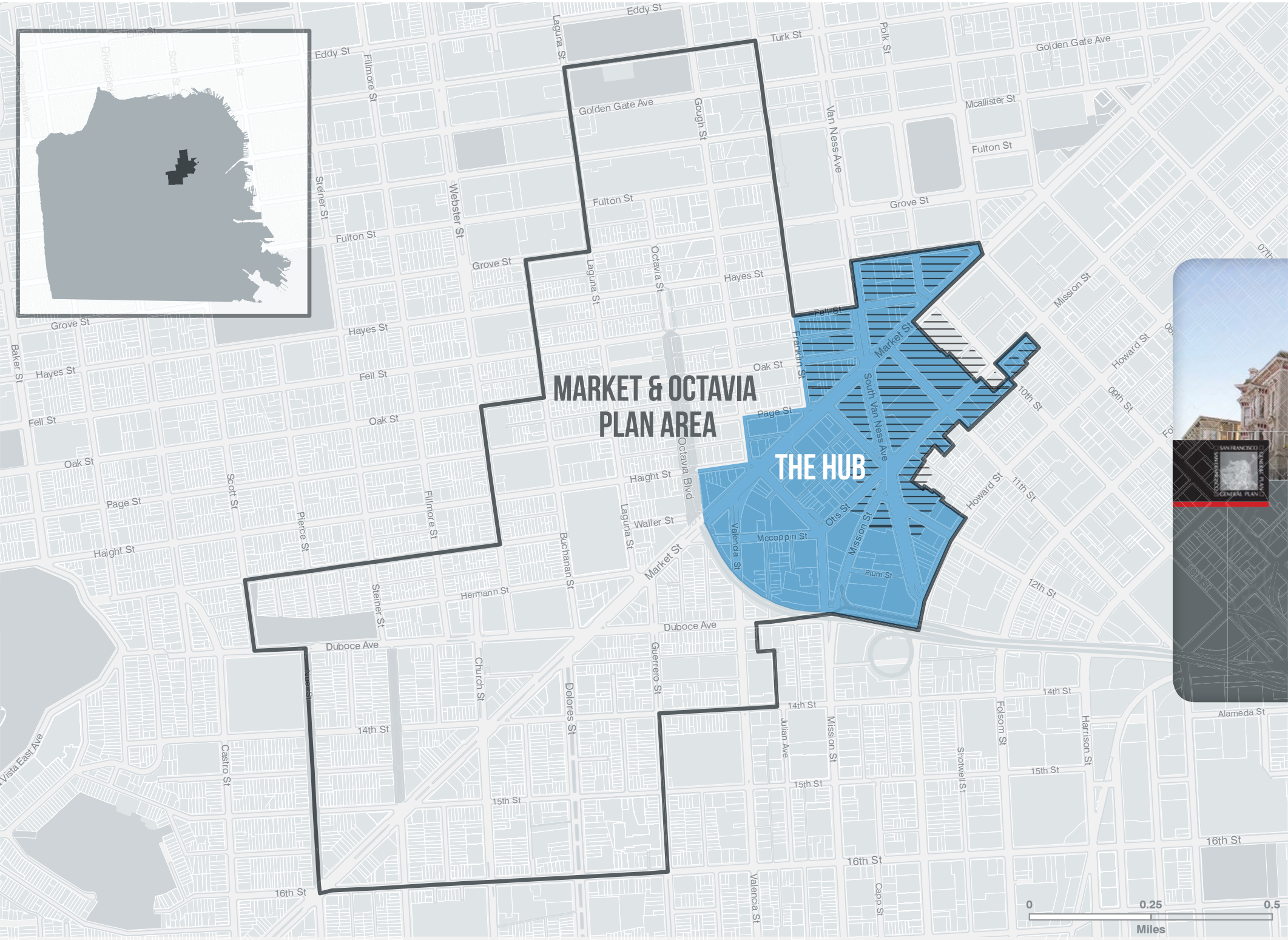
PROJECT OVERVIEW **THE HUB**

[From] the 1880s through the 1950s, the intersection of Market, Valencia, Haight and Gough Streets was popularly known as the “Hub,” because no fewer than four streetcar lines converged there either on their way downtown or outbound to outlying neighborhoods... The name “Hub” eventually came to stand for the surrounding neighborhood as well as the intersection and was well-known to residents of the City. By the 1930s the neighborhood was alive with thriving businesses and a surrounding residential population. Many well-known businesses located here because of the...central location, including the Hub pharmacy (for many years San Francisco’s only 24-hour pharmacy), Hub Bowling and the McRoskey Mattress Company.

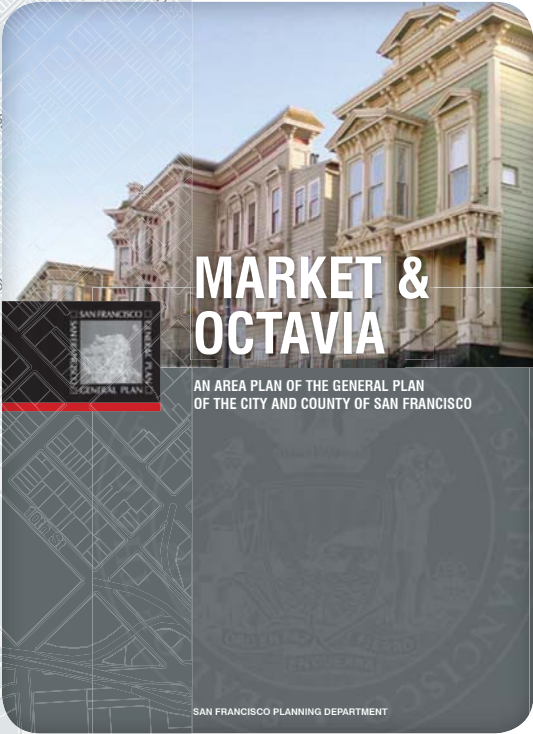
From “The Story of the Market Street Hub Neighborhood” Introduction by Larry Cronander



PROJECT OVERVIEW MARKET & OCTAVIA AREA PLAN



== SUD



CONTEXT ACTIVE PIPELINE PROJECTS



- Hub Project Boundary
- Market & Octavia Plan Area Boundary
- Active Pipeline Projects



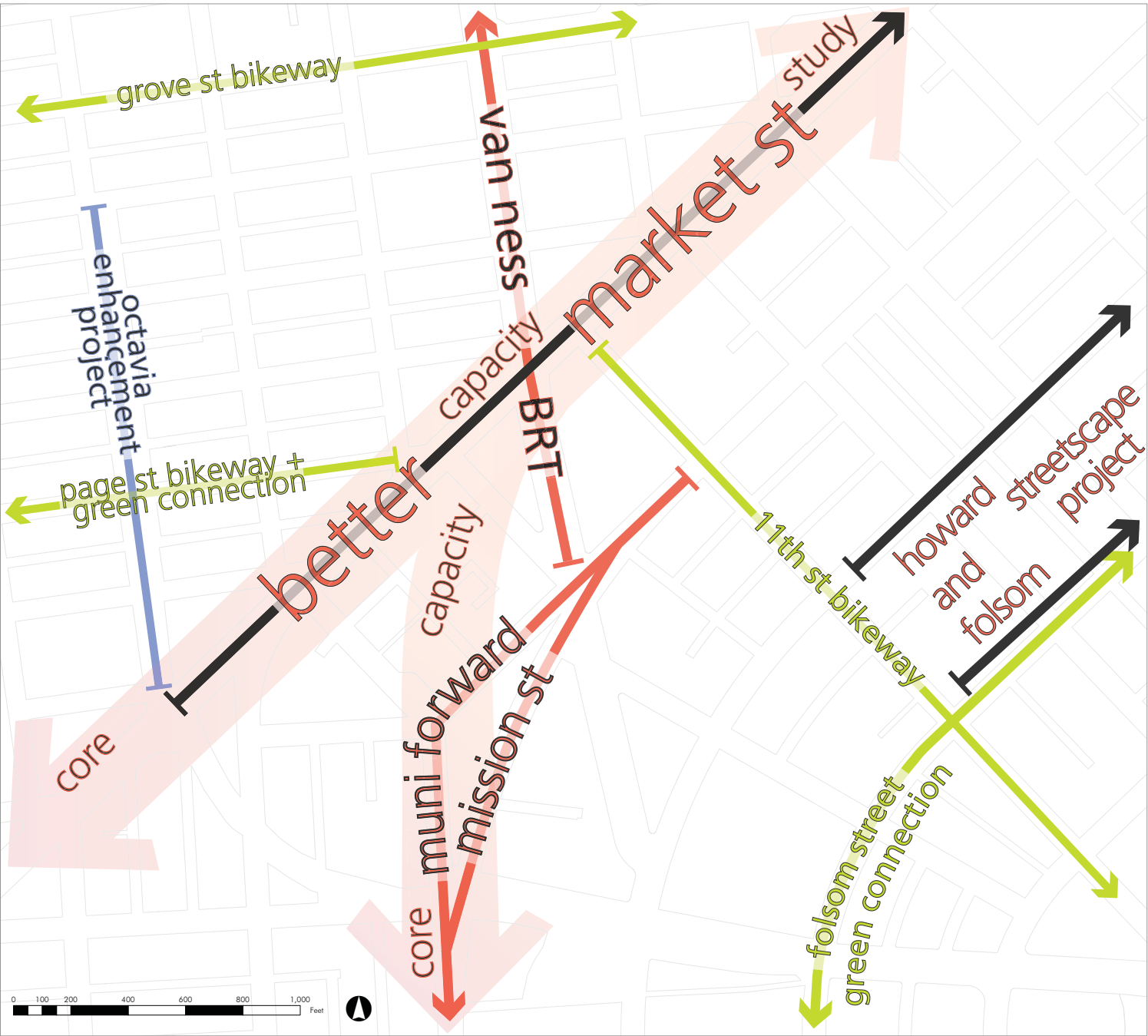
1554 Market / Trumark Urban / Handel Architects / Marta Fry Landscape Architects



1699 Market / Urban Communities



CONTEXT **TRANSPORTATION PROJECTS**



Rendering of Van Ness Bus Rapid Transit (BRT) and Streetscape Project



Rendering of one option proposed for the Better Market Street Project



Howard Street Bikeway (existing)



PROJECT SCOPE & GOALS

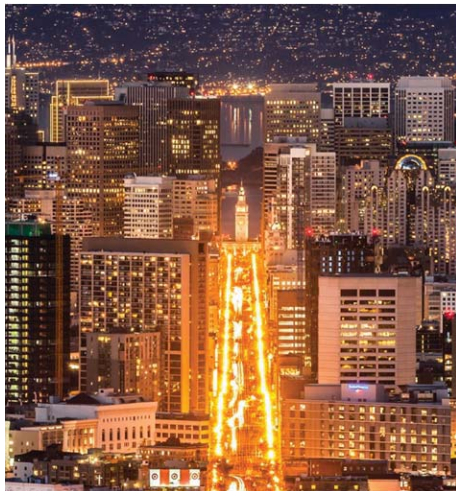


KEY CHALLENGES & ASPIRATIONS



CITYWIDE WORK PROGRAM

FIVE PLACE-BASED INITIATIVES



THE HEART OF
SAN FRANCISCO

- Make our civic commons welcoming to everyone.
- Create vibrant, world-class public spaces.
- Build partnerships to bring art, culture and innovation to Market St.
- Connect neighborhoods.
- Envision the future of transportation.



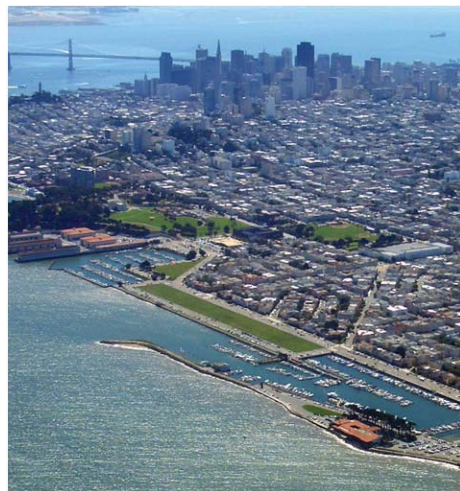
A CITY OF
NEIGHBORHOODS

- Meet most daily needs within walking distance.
- Build on unique neighborhood character.
- Provide housing for all.
- Promote inter-connectedness.
- Build strong communities.



NEXT
GENERATION SF

- Planning space for growth.
- A 21st century transportation strategy.
- Diverse neighborhoods and economic uses.
- A world class open space network.
- Sustainable and resilient systems.



A RESILIENT
WATERFRONT

- Engage people in the waterfront experience (and planning).
- Create a waterfront that responds to sea level rise.
- Forge partnerships for action.
- Ensure that our waterfront communities are equitable, diverse and whole.
- Partner with other cities across the Bay to advance the art of adaptation.



BRIDGING THE
BAY

- Expanding capacity for jobs and housing.
- Seizing opportunities for increased mobility.
- Leadership in resiliency and adaptation.
- Linking arts and culture across the Bay.

CITYWIDE WORK PROGRAM



THE HEART OF SAN FRANCISCO

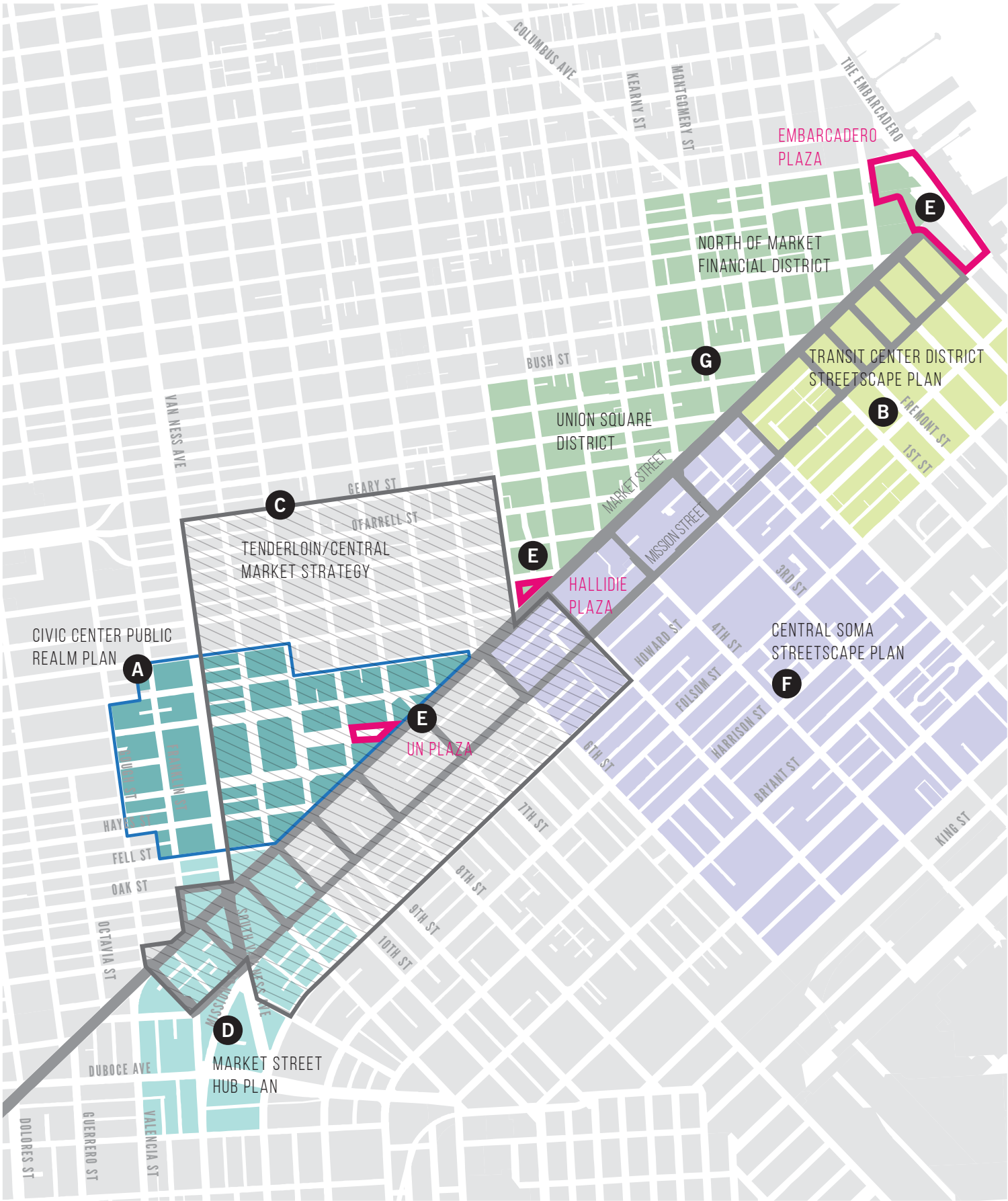
KEY PROJECTS

NEIGHBORHOOD INITIATIVES

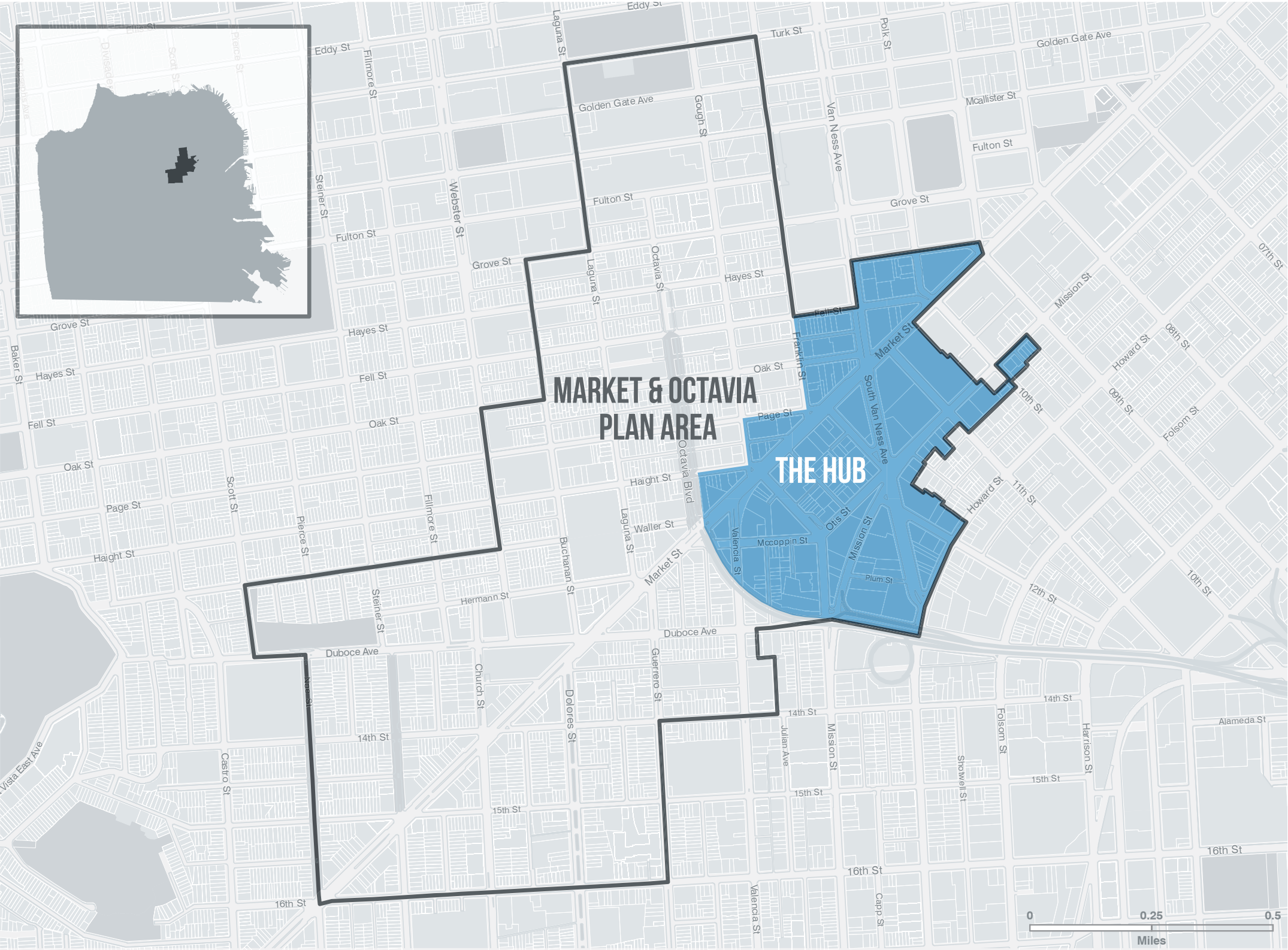
- A. Civic Center Public Realm Plan
- B. Transit Center Streetscape Plan
- C. Tenderloin/Central Market Strategy
- D. Market Street Hub Plan
- E. Major Public Plazas Redesign
- F. Central SoMa Streetscape Plan
- G. North of Market Public Realm Plan

AREA-WIDE INITIATIVES

Better Market Street
Market Street Partnership Initiative



PROJECT BOUNDARY

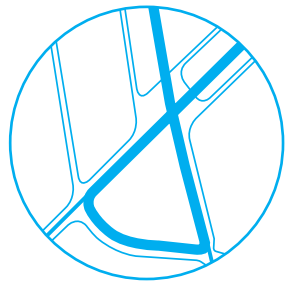


PROJECT TIMELINE

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
FALL 2016	Workshop #3: Refined Options and Designs
OCT 2016–OCT 2018	Environmental Review Process



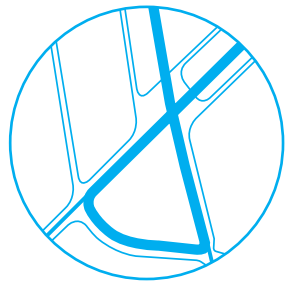
PROJECT GOALS **AFFORDABLE HOUSING**



Increase Affordable Housing

By offering **modest height and bulk increases**, the plan can require **significant increases in affordability**.



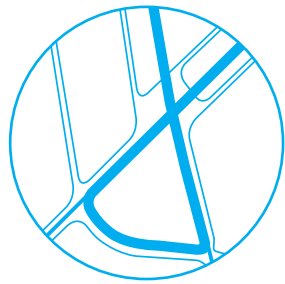


Support Transit Improvements

By **reducing parking** and **increasing transit contributions from development**, the project would support currently planned transit projects and overall system capacity.



PROJECT GOALS **URBAN FORM**



Improve Urban Form

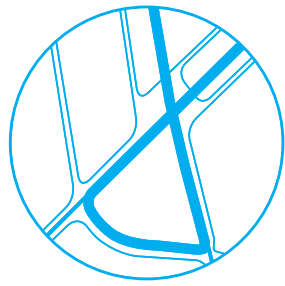
The project will also explore **shaping the skyline** and careful integration of public realm, transit, and building site design.

SCULPTED SKYLINE

CONNECTED OPEN SPACE



PROJECT GOALS PUBLIC REALM

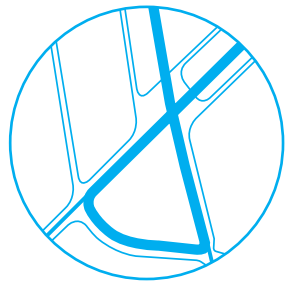


Enhance the Public Realm

This effort will build on the ideas in the Market & Octavia Plan and develop designs for **streets** and **open spaces**.



PROJECT GOALS **ARTS & CULTURAL USES**



Encourage the Arts

Incentivize non-profit office or studio space to support existing and adjacent arts and culture organizations.



SF Music Conservatory, SF Ballet

PROJECT DELIVERABLES

1. LAND USE & POLICY RECOMMENDATIONS
2. URBAN FORM RECOMMENDATIONS
3. DESIGNS FOR THE PUBLIC REALM
4. CIRCULATION STUDY & TRANSIT CAPACITY STUDY
5. PUBLIC BENEFITS STRATEGY



PROJECT DELIVERABLES

1. LAND USE & POLICY RECOMMENDATIONS
2. URBAN FORM RECOMMENDATIONS
3. DESIGNS FOR THE PUBLIC REALM
4. CIRCULATION STUDY & TRANSIT CAPACITY STUDY
5. PUBLIC BENEFITS STRATEGY



TOPICS

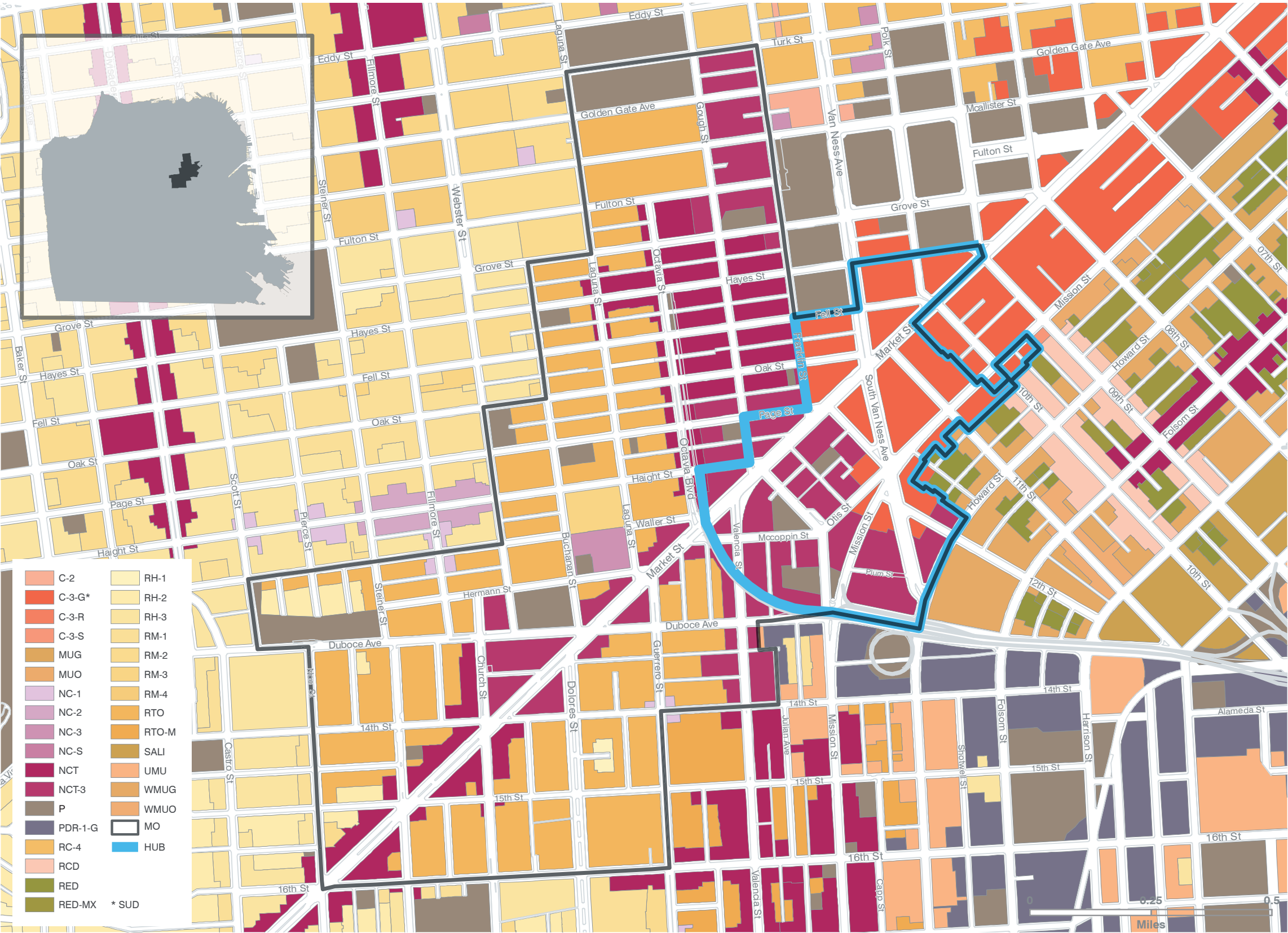
- LAND USE
- URBAN FORM
- PUBLIC BENEFITS



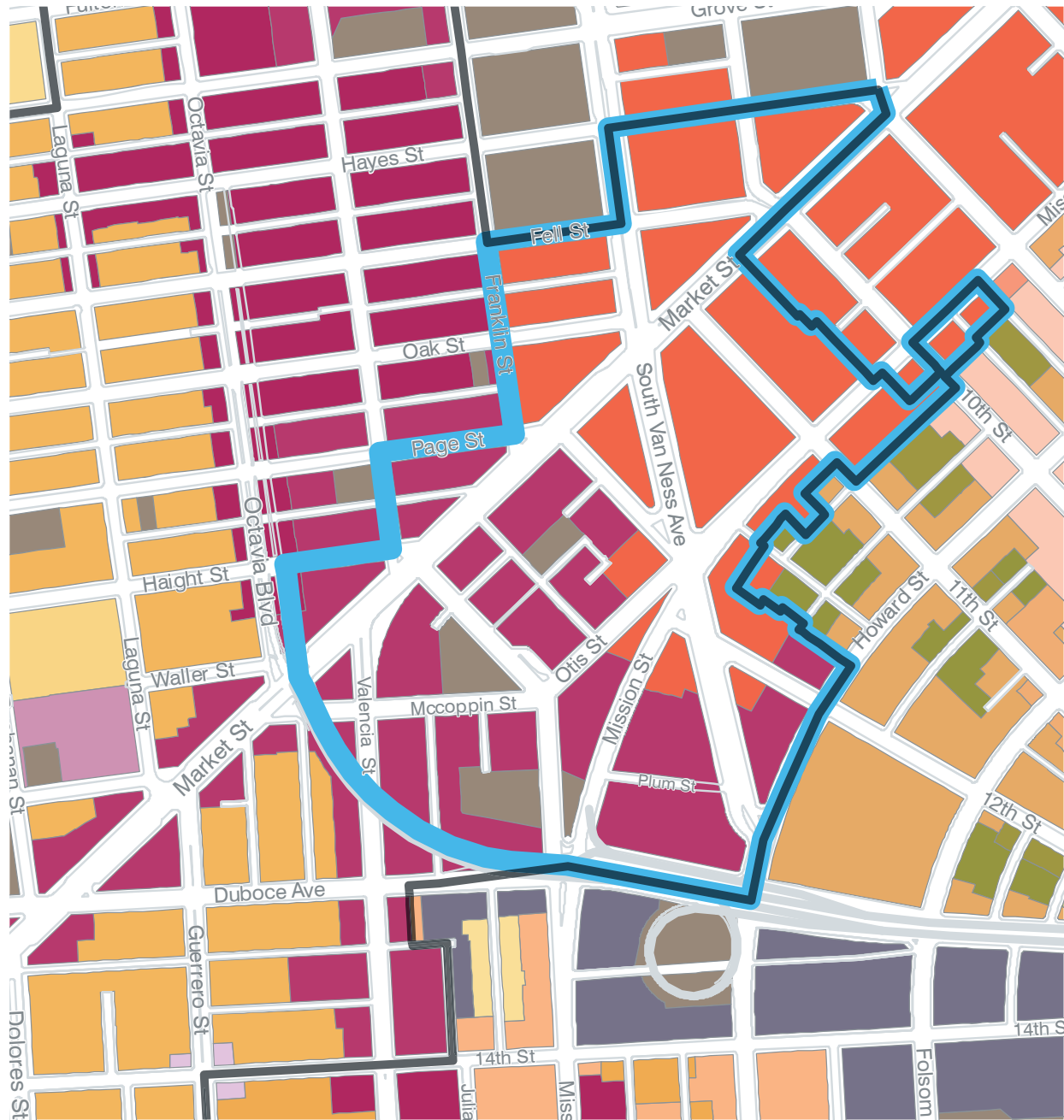
LAND USE



LAND USE EXISTING ZONING



LAND USE **EXPLORING CHANGES**



TWO ZONING DISTRICTS:

Neighborhood Commercial (NCT-3)

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

KEY DIFFERENCES:

- Open space & public art requirements are higher in C-3-G District
- Parking requirements are lower in C-3-G District
- Land use restrictions in the C-3-G District, *non-residential uses are not permitted above the 4th floor, and for every 1 sq/ft of a non-residential uses 2 sq/ft of residential uses are required.*

Should the requirements be the same?

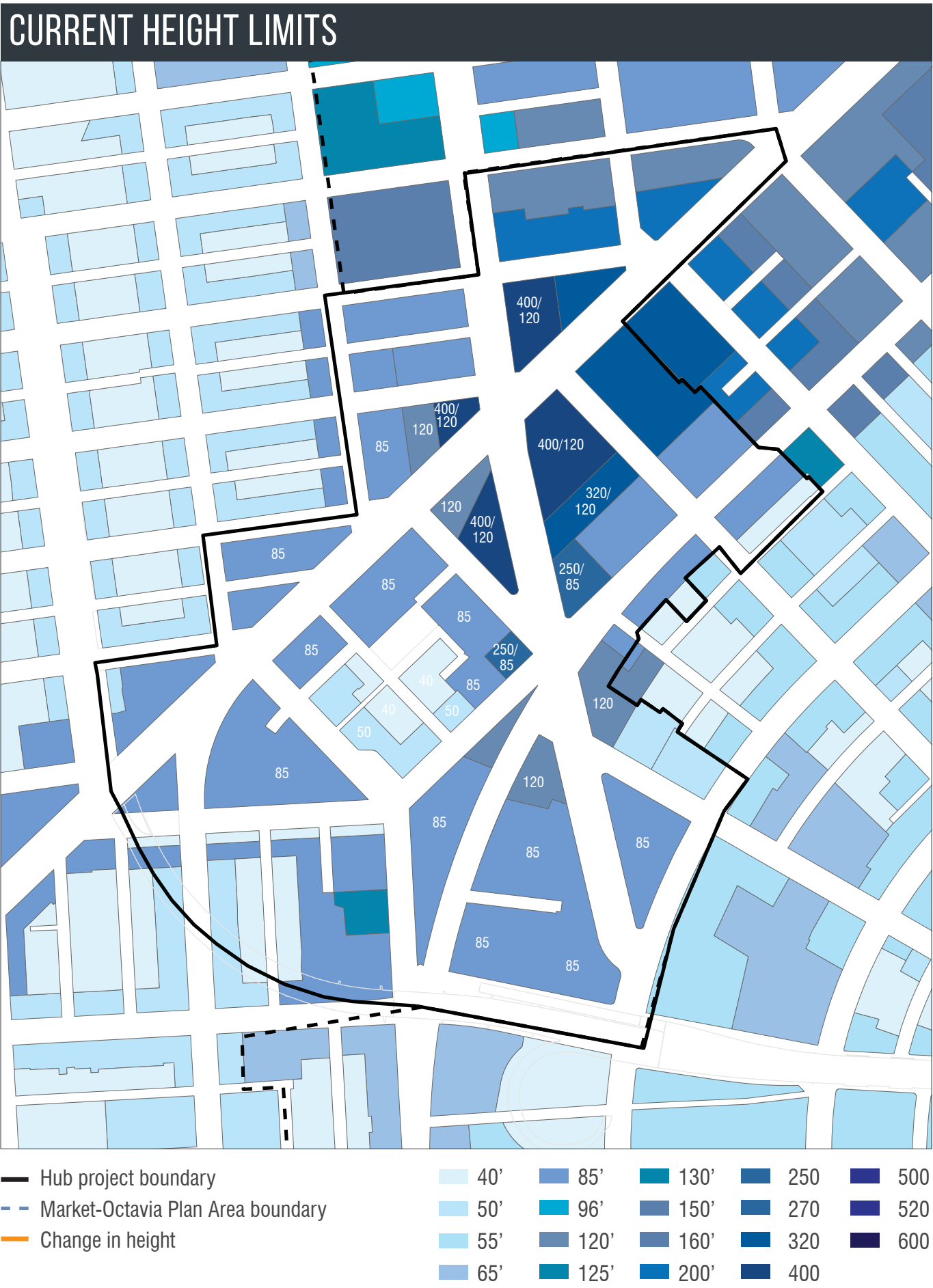
Should any of these requirements change?



URBAN FORM



URBAN FORM **CURRENT HEIGHT LIMITS**



6,070

NEW UNITS

1,770 UNITS APPROVED
OR IN ENTITLEMENT

1,105—1,670

NEW AFFORDABLE UNITS

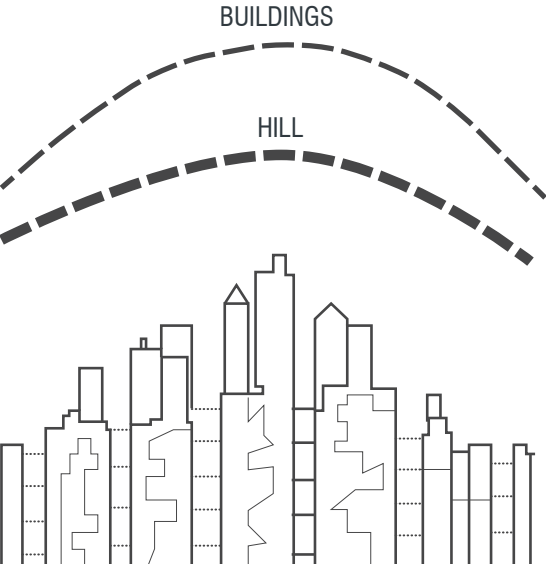


PRINCIPLES

1 Harmoniously fit the Hub neighborhood within the city as a whole.

“Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.”

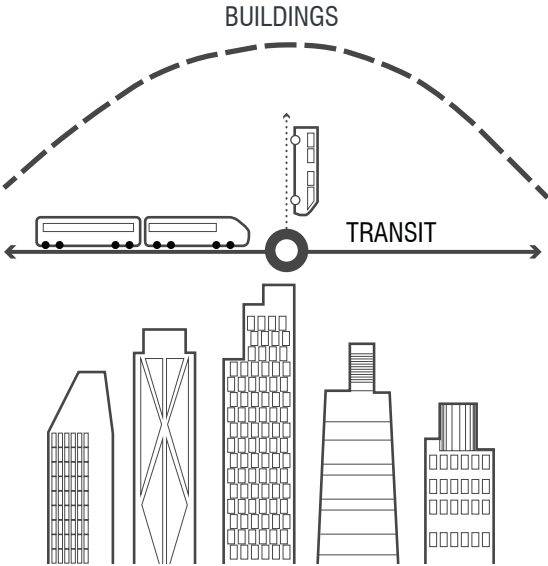
“In areas of growth where tall buildings are considered through comprehensive planning efforts, such tall buildings should be grouped and sculpted to form discrete skyline forms that do not muddle the clarity and identity of the city’s characteristic hills and skyline.”



2 Highlight the Hub as a center of activity and transit.

“Clustering of larger, taller buildings at important activity centers (such as major transit stations) can visually express the functional importance of these centers.”

“Tall buildings should be clustered downtown and at other centers of activity to promote the efficiency of commerce, to mark important transit facilities and to avoid unnecessary encroachment upon other areas of the city. Such buildings should also occur at points of high accessibility, such as rapid transit stations in larger commercial areas and in areas that are within walking distance of the downtown’s major centers of employment.”

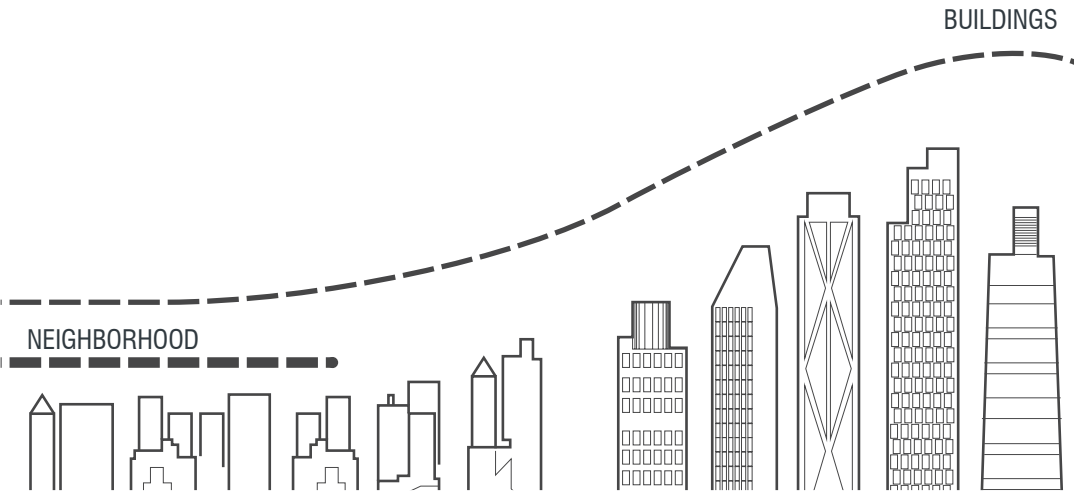


3 Taper heights in the Hub to meet smaller-scaled adjacent neighborhoods.

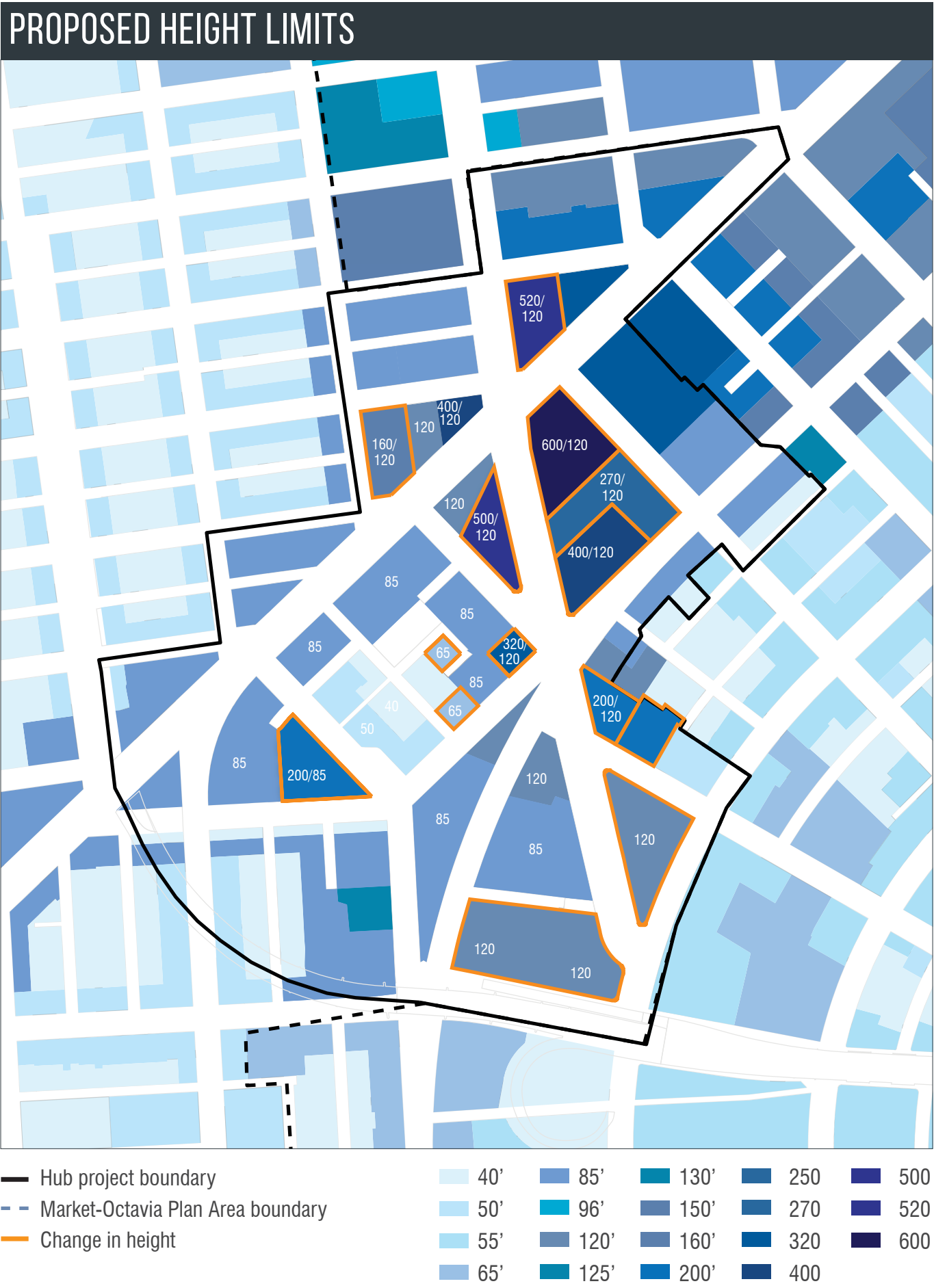
“In these areas, building height should taper down toward the edges to provide gradual transitions to other areas.”

“The relationship between areas of low, fine-scaled buildings and areas of high, large-scaled buildings can be made more pleasing if the transition in building height and mass between such areas is gradual.”

“Where multiple tall buildings are contemplated in areas of flat topography near other strong skyline forms... they should be adequately spaced and slender to ensure that they are set apart from the overall physical form of the downtown.”



URBAN FORM **PROPOSED HEIGHT LIMITS**



7,280

NEW UNITS

1,770 UNITS APPROVED
OR IN ENTITLEMENT

1,335—2,055

NEW AFFORDABLE UNITS



AN ADDITION OF

1,210
NEW UNITS

230—385
NEW AFFORDABLE UNITS



URBAN FORM **VIEW FROM CORONA HEIGHTS**

CURRENT HEIGHT LIMITS



PROPOSED HEIGHT LIMITS



URBAN FORM **VIEW FROM CORONA HEIGHTS**

CURRENT HEIGHT LIMITS



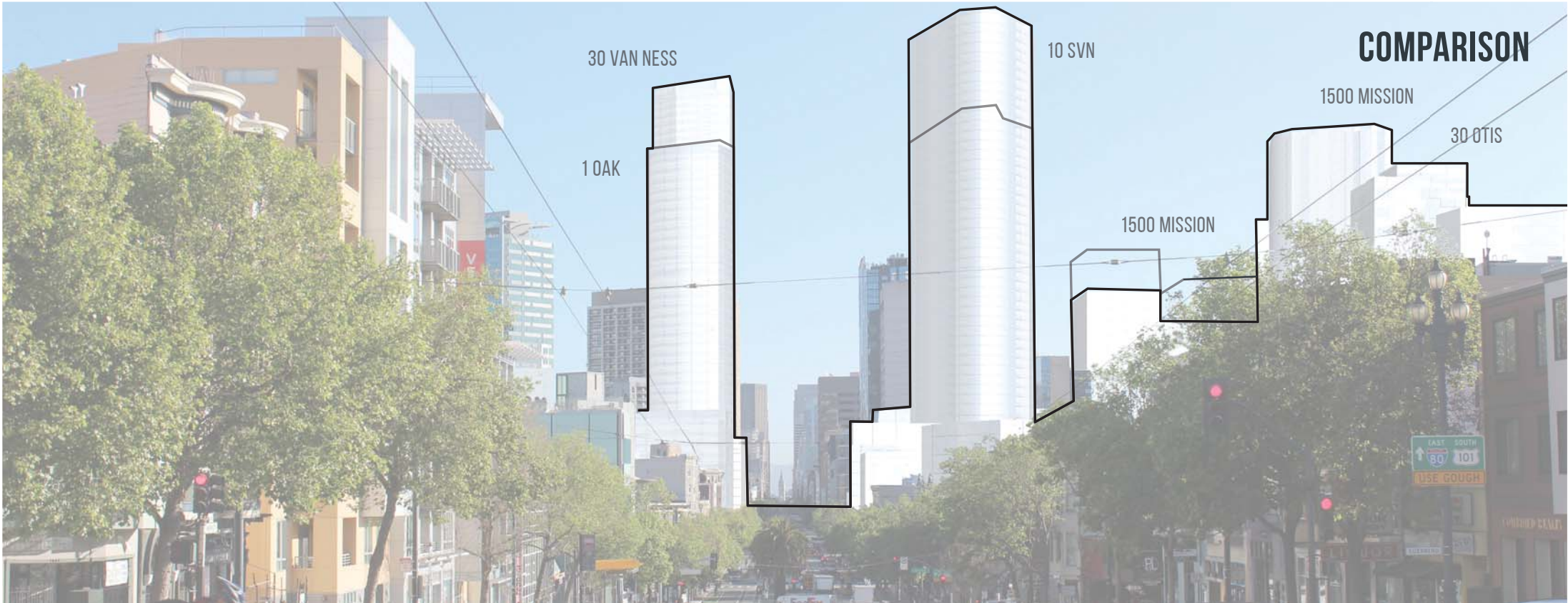
COMPARISON



URBAN FORM **VIEW FROM UPPER MARKET**



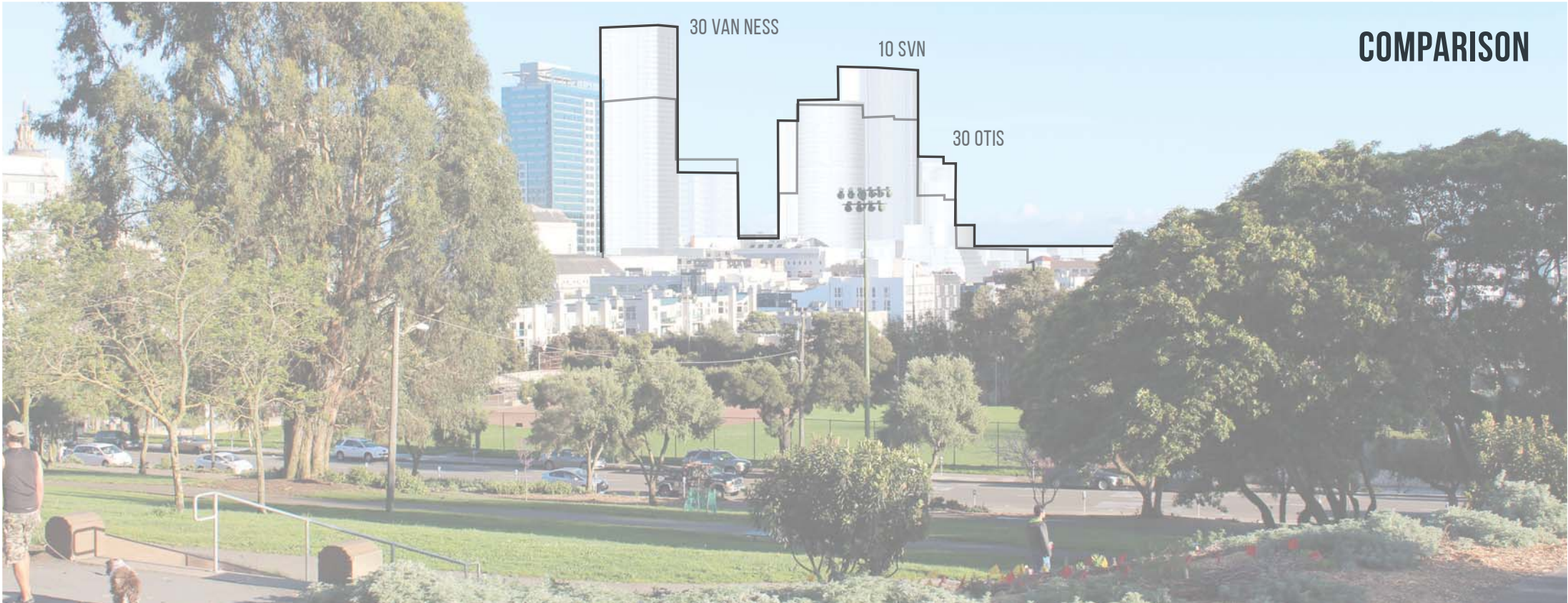
URBAN FORM **VIEW FROM UPPER MARKET**



URBAN FORM **VIEW FROM JEFFERSON SQUARE PARK**



URBAN FORM **VIEW FROM JEFFERSON SQUARE PARK**



URBAN FORM **VIEW FROM MCKINLEY SQUARE GARDEN**

CURRENT HEIGHT LIMITS



PROPOSED HEIGHT LIMITS



URBAN FORM **VIEW FROM MCKINLEY SQUARE GARDEN**

CURRENT HEIGHT LIMITS

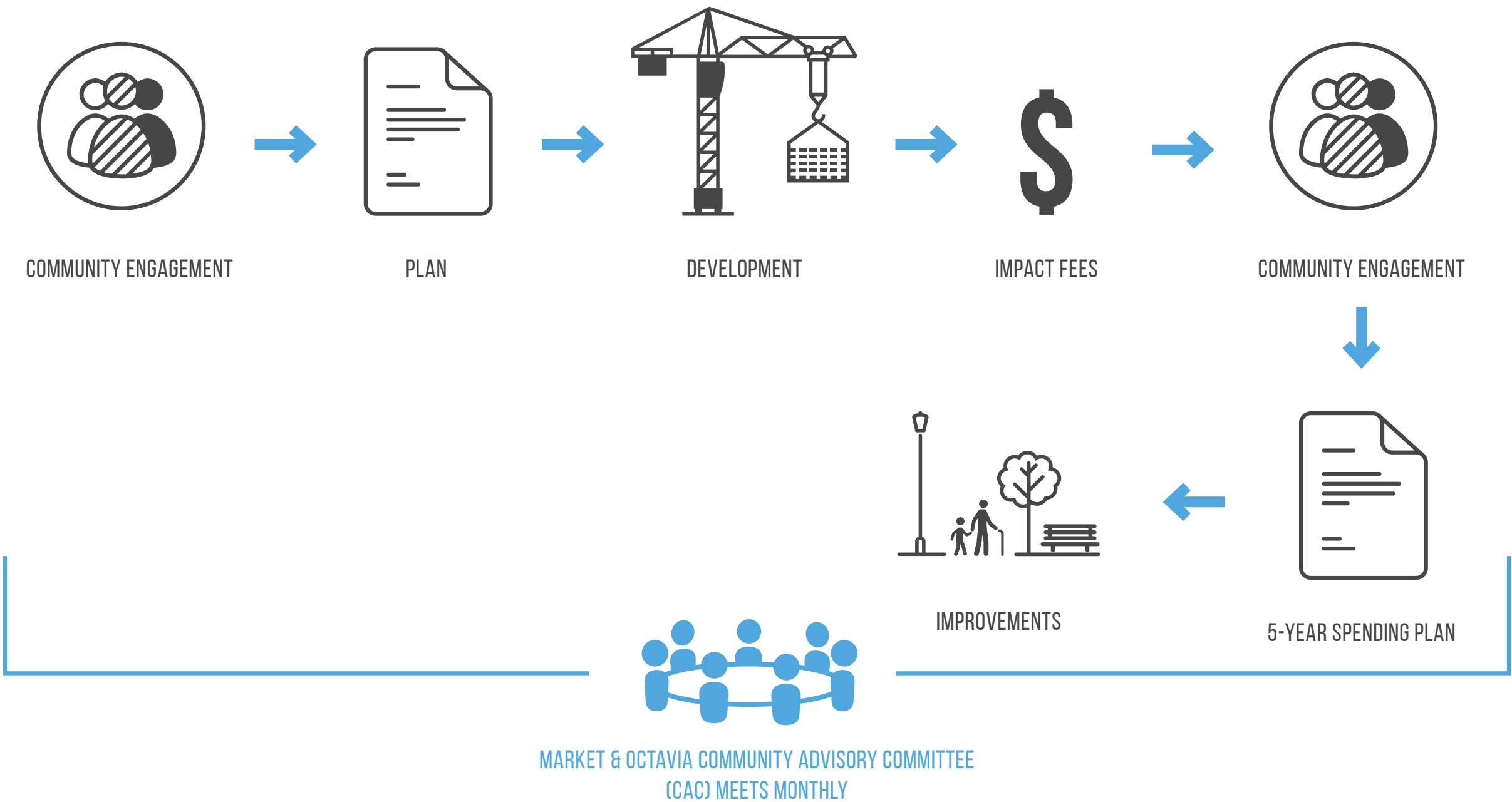


COMPARISON



PUBLIC BENEFITS

PUBLIC BENEFITS **IMPACT FEES**



PUBLIC BENEFITS **FEE REVENUE BASED ON EXISTING ZONING**

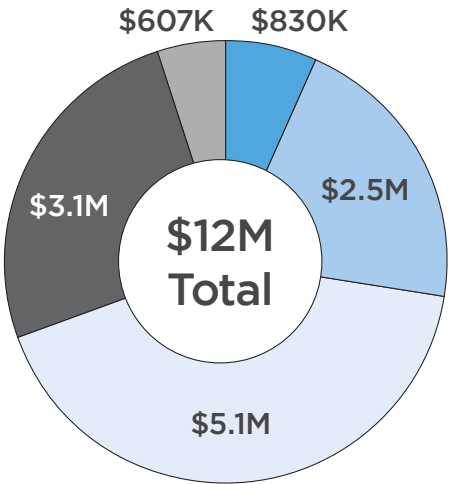
Van Ness & Market SUD
Neighborhood Infrastructure Fee



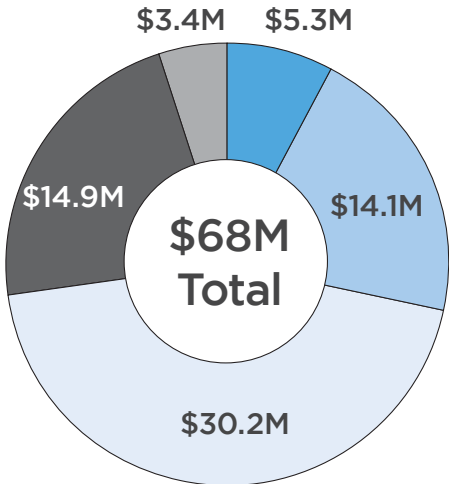
Market & Octavia Community
Improvements Fee

First priority to projects within SUD area

For projects anywhere in Market & Octavia area



- Program Admin
- Transit
- Complete Streets
- Open Space
- Childcare



= **\$80M**
Total Revenue



PUBLIC BENEFITS FEE REVENUE BASED ON EXISTING ZONING

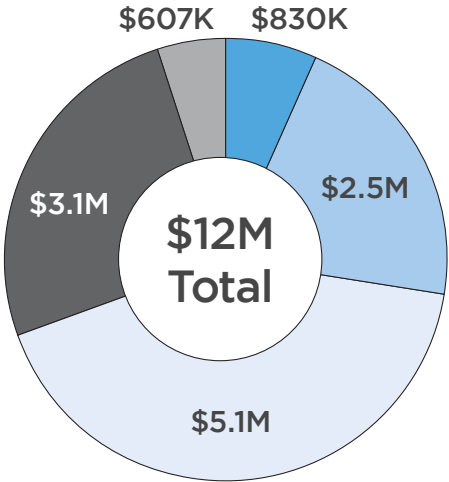
Van Ness & Market SUD
Neighborhood Infrastructure Fee



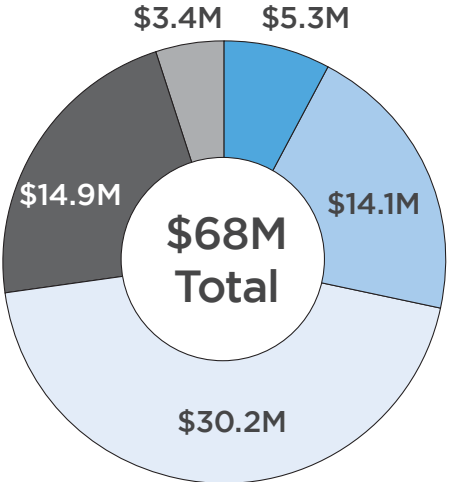
Market & Octavia Community
Improvements Fee

First priority to projects within SUD area

For projects anywhere in Market & Octavia area



- Program Admin
- Transit
- Complete Streets
- Open Space
- Childcare

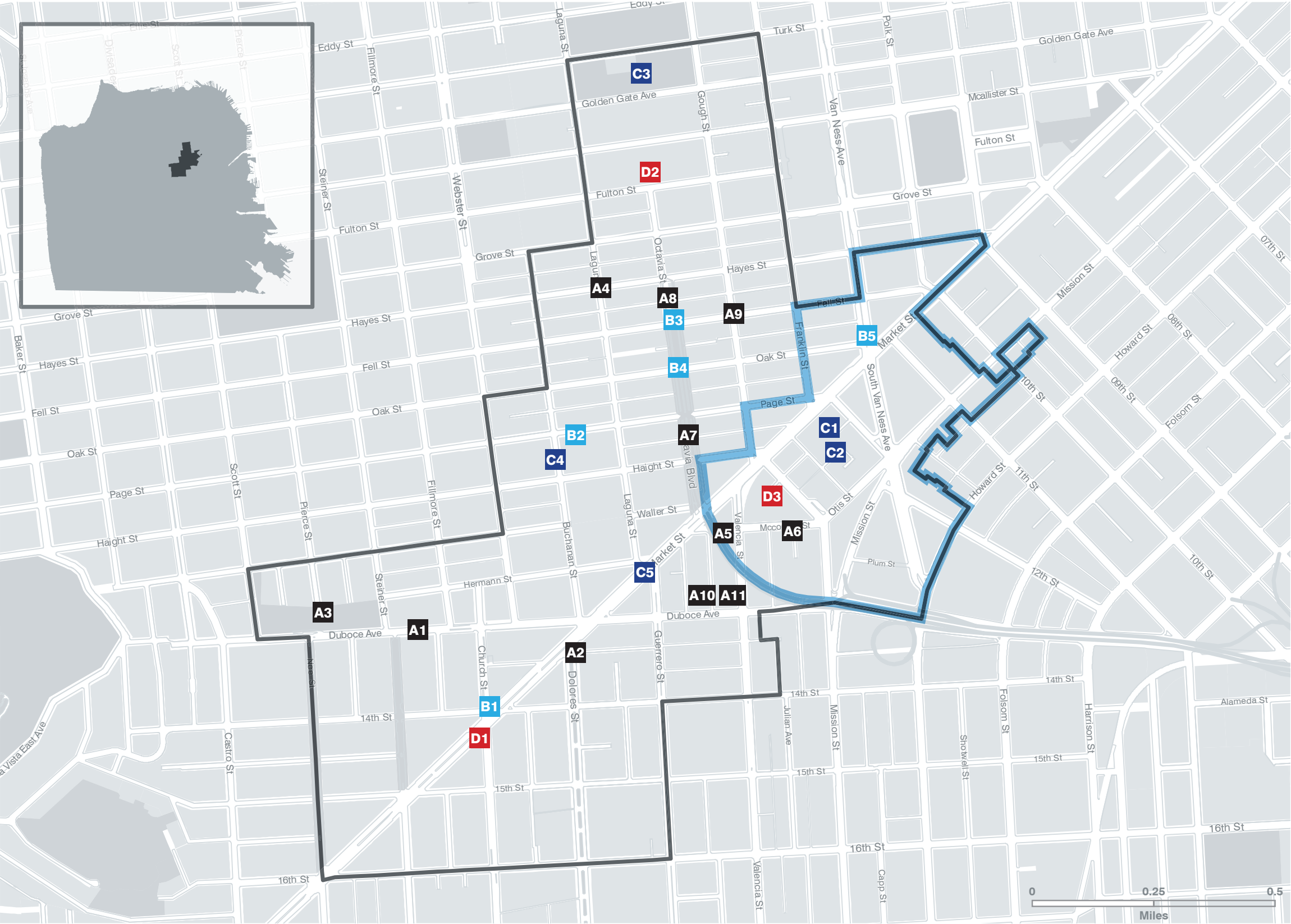


= \$80M
Total Revenue

\$13M
Additional
Revenue



PUBLIC BENEFITS **COMMUNITY IMPROVEMENTS**

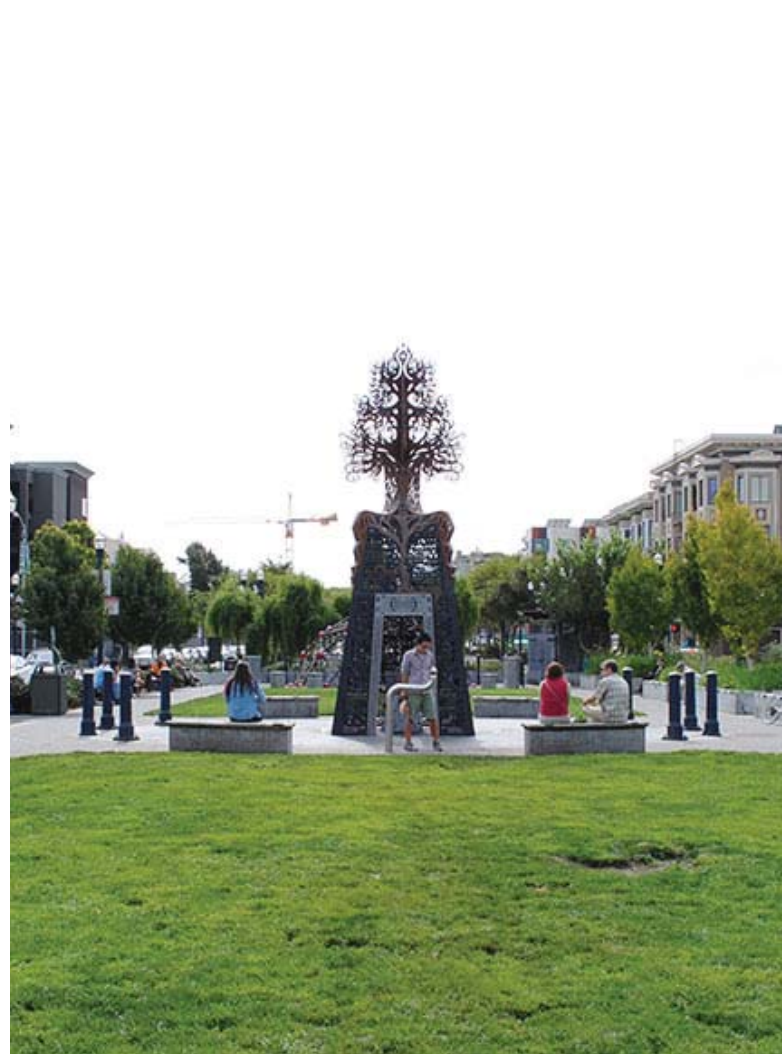


WHAT CAPITAL PROJECTS WOULD YOU LIKE TO SEE?

COMPLETE STREETS



OPEN SPACE



TRANSIT



NEXT STEPS

- COMPILE FEEDBACK RECEIVED AT THIS WORKSHOP
- WORKSHOP #2 – JUNE 22, 2016 FOCUS ON STREETS AND THE PUBLIC REALM
- ONGOING ENGAGEMENT WITH NEIGHBORHOOD GROUPS AND INTERESTED PARTIES



OPEN HOUSE STATIONS

- PROJECT OVERVIEW
- URBAN FORM
- LAND USE
- PUBLIC BENEFITS
- COMMENT CARD





FOR MORE INFO:
LILY.LANGLOIS@SFGOV.ORG

