



WORKSHOP 3

MARCH 8, 2017



PRESENTATION OUTLINE

- PROJECT OVERVIEW
- WHAT WE'VE HEARD
- RECOMMENDATIONS



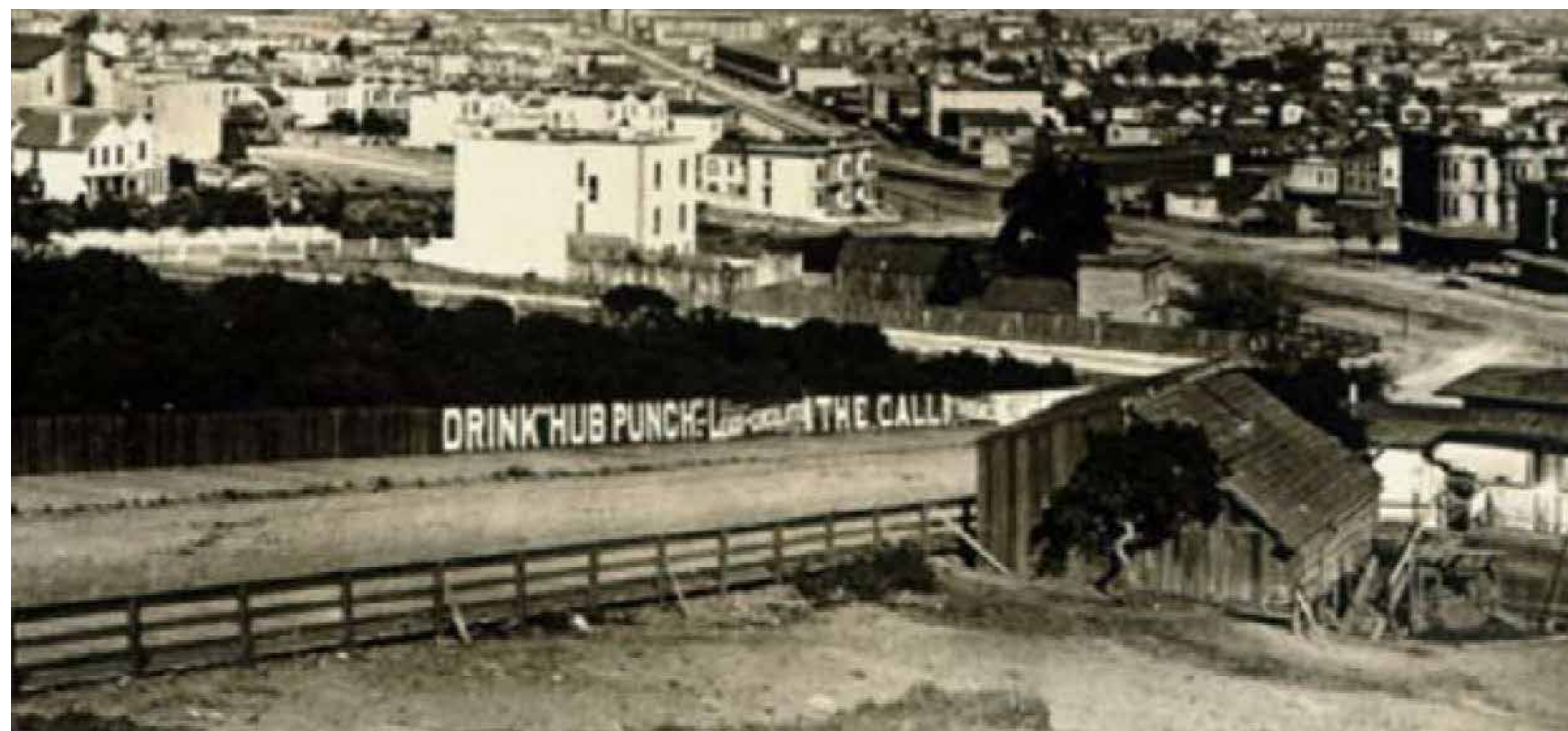
PROJECT OVERVIEW



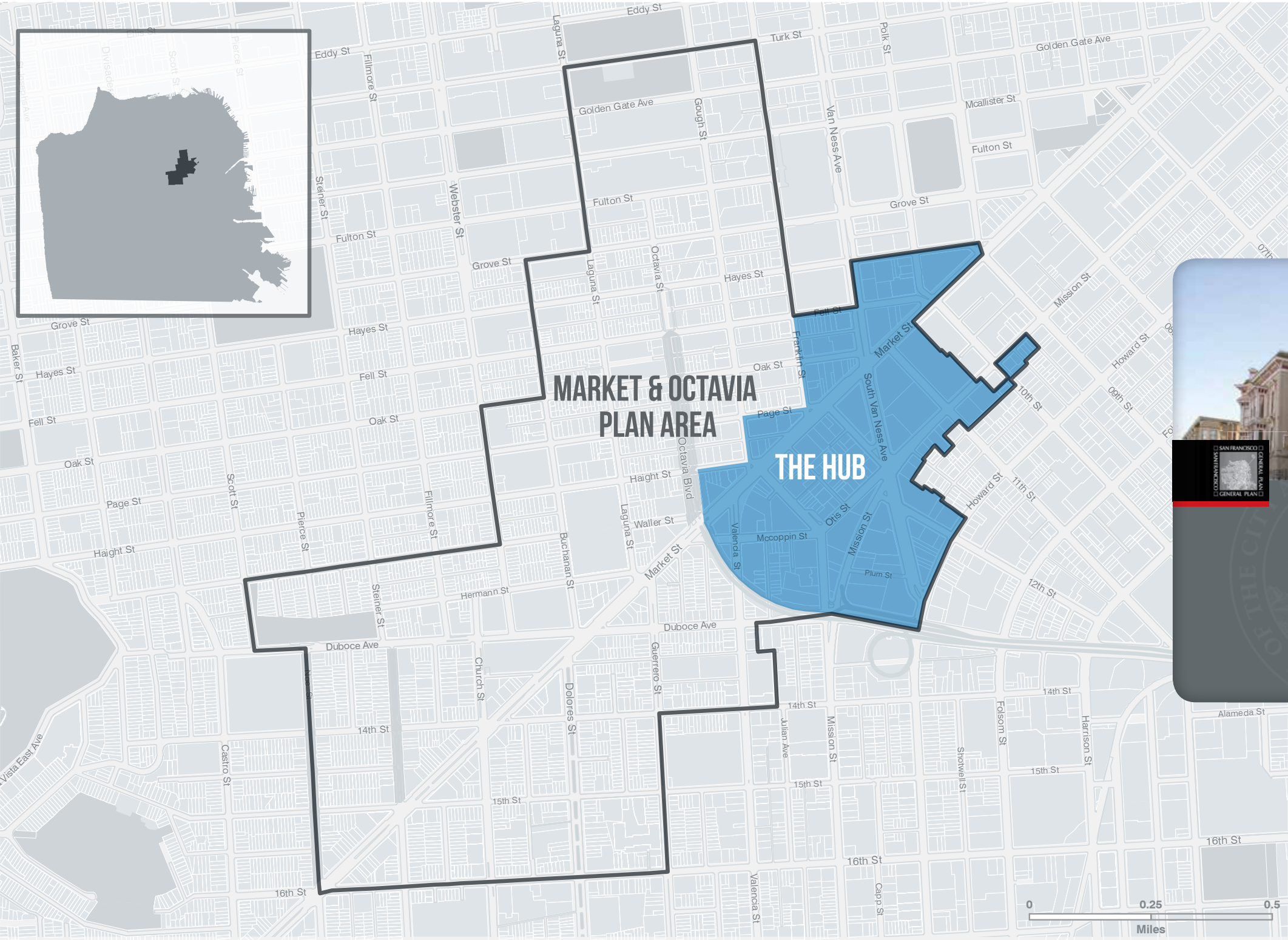
PROJECT OVERVIEW **THE HUB**

[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...

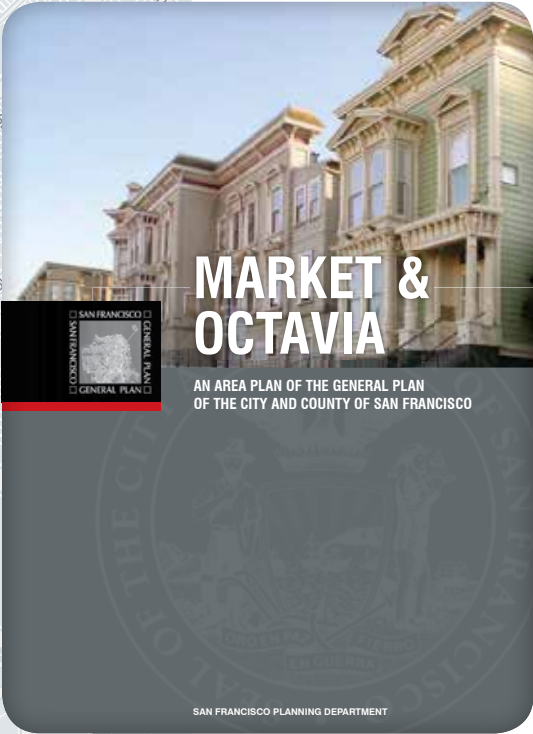
From “The Story of the Market Street Hub Neighborhood” Introduction by Larry Cronander



PROJECT OVERVIEW MARKET & OCTAVIA AREA PLAN



== SUD



PROJECT OVERVIEW

DEVELOPMENT PROJECTS



- Hub Project Boundary
- Entitled Projects
- Active Projects

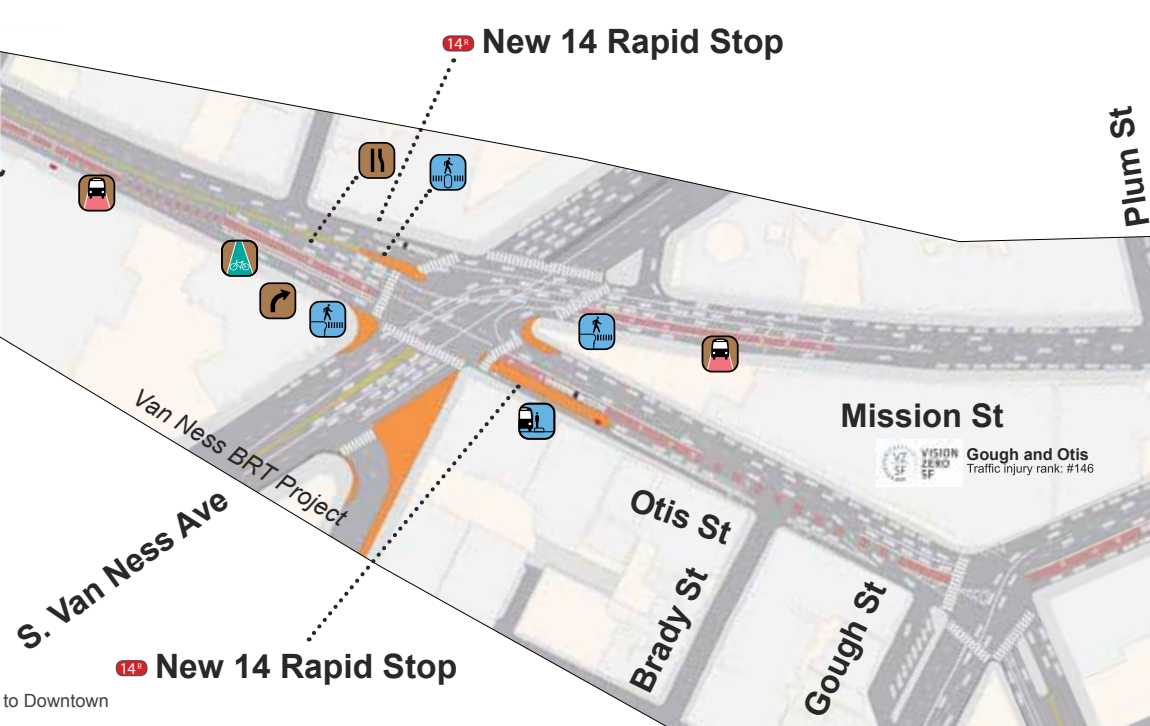
PROJECT OVERVIEW **TRANSPORTATION PROJECTS**



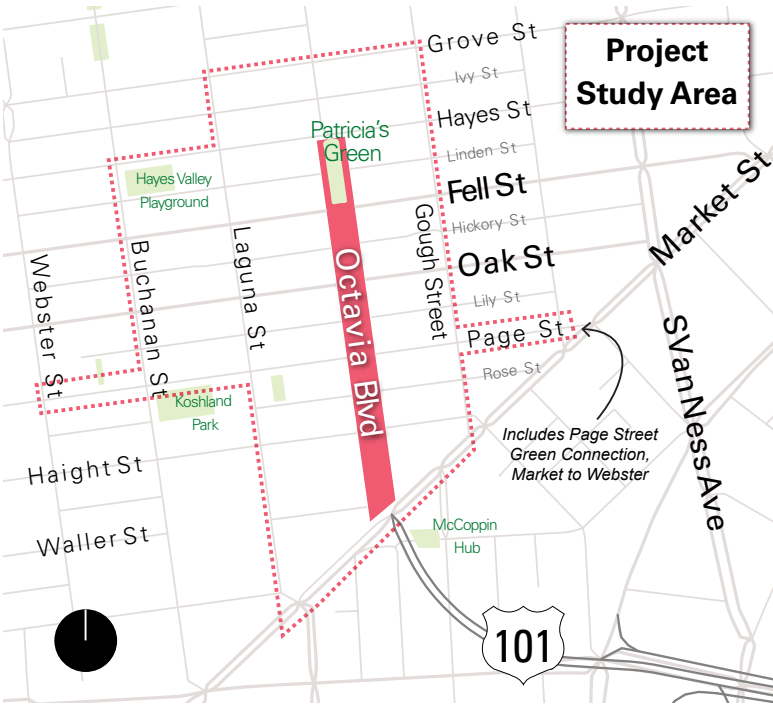
BETTER MARKET STREET



VAN NESS BUS RAPID TRANSIT (BRT) AND STREETScape PROJECT



14 MISSION RAPID PROJECT

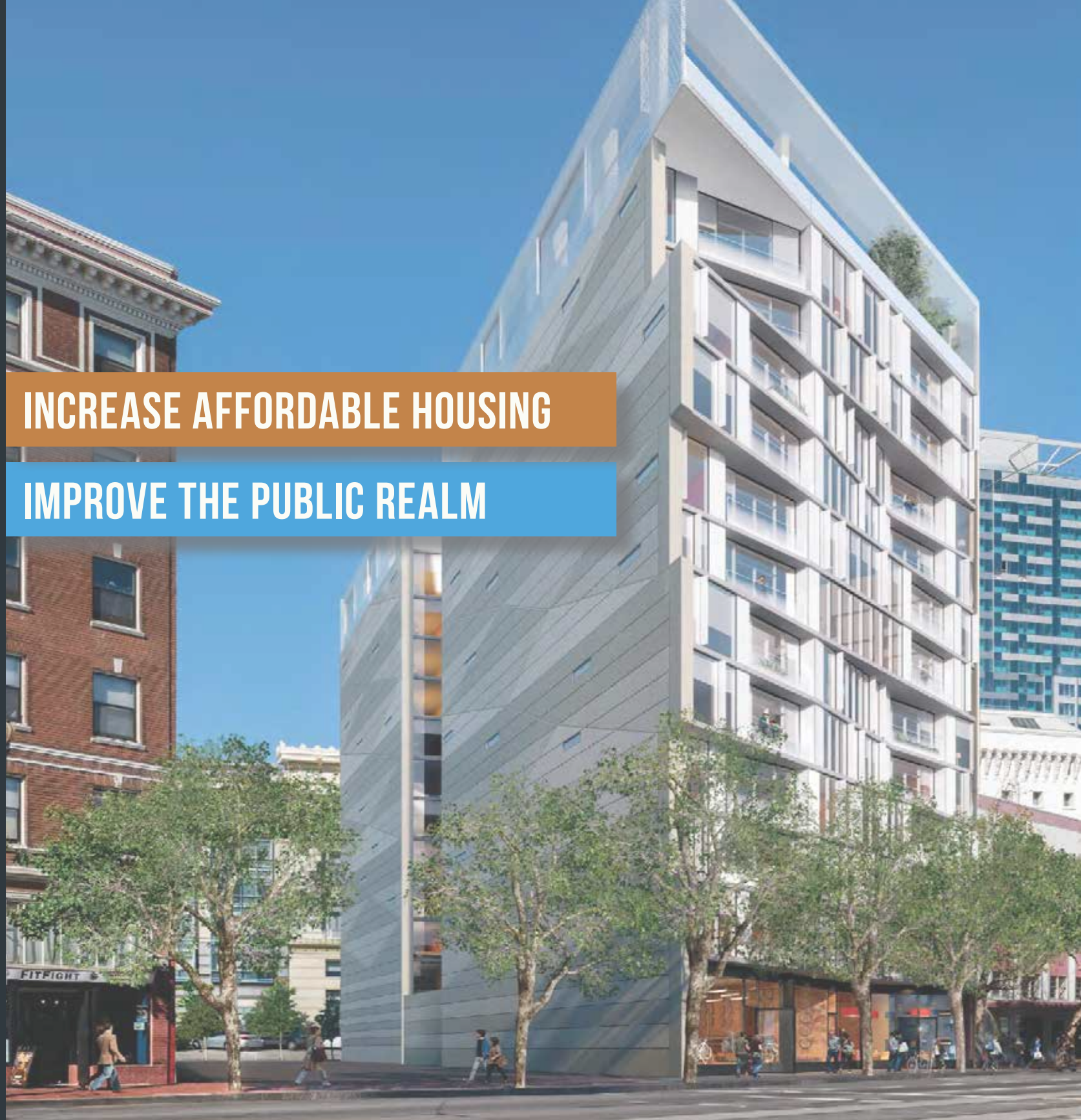


OCTAVIA BOULEVARD ENHANCEMENT PROJECT

PROJECT IMPETUS

INCREASE AFFORDABLE HOUSING

IMPROVE THE PUBLIC REALM



1554 Market Street / Trumark & Handel Architects

Date	Milestone
JAN 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: Recommendations for all topic areas
OCT 2016–OCT 2018	Environmental Review Process
WINTER 2019	Plan Adoption & Approvals



PROJECT DELIVERABLES

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



PROJECT GOALS

1. INCREASE AFFORDABLE HOUSING
2. SUPPORT TRANSIT IMPROVEMENTS
3. IMPROVE URBAN FORM
4. ENHANCE THE PUBLIC REALM
5. ENCOURAGE THE ARTS



WHAT WE'VE HEARD



WORKSHOP #1 RECAP



WORKSHOP 1 RECAP: LAND USE

- Have consistent requirements
- Provide land use flexibility
- More community serving uses, retail, schools & childcare facilities
- Lower parking requirements
- Accommodate passenger loading & commercial deliveries



WORKSHOP 1 RECAP: URBAN FORM

- Proposed height limits too low
- No height increases
- Concerns about wind & glass materials
- Want slender towers, more variety



WORKSHOP 1 RECAP: PUBLIC BENEFITS

- More (functional) open space
- Want pedestrian & public realm improvements
- Want transportation improvements
- Explore community benefits district
- Address maintenance and management of public spaces



WORKSHOP #2 RECAP



WORKSHOP 2 SURVEY: PUBLIC REALM

TOP PRIORITY STREET:

13TH STREET

TOP PRIORITY

INTERSECTION:

MARKET & VAN NESS

PREFERENCE FOR:

LINEAR PARK &

PLAZA DESIGN FOR

12TH STREET

OPEN SPACE AMENITIES:

1. LIVING STREETS & ALLEYS
2. PLAZA FRONTED BY COMMERCIAL USES
3. COMMUNITY GARDEN
4. PLAYGROUND
5. DOG PARK

PROGRAMMING:

1. CULTURE & ARTS EVENTS
2. PERMANENT CAFE
3. OUTDOOR MARKET
4. MOVEABLE TABLES & CHAIRS
5. FOOD TRUCKS
6. PUBLIC ART & RECREATIONAL USES (TIE)



RECOMMENDATIONS



PUBLIC REALM

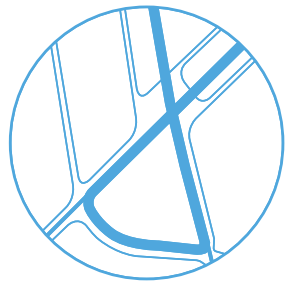
STREETS

ALLEYS

OPEN SPACES



PUBLIC REALM PROJECT GOALS

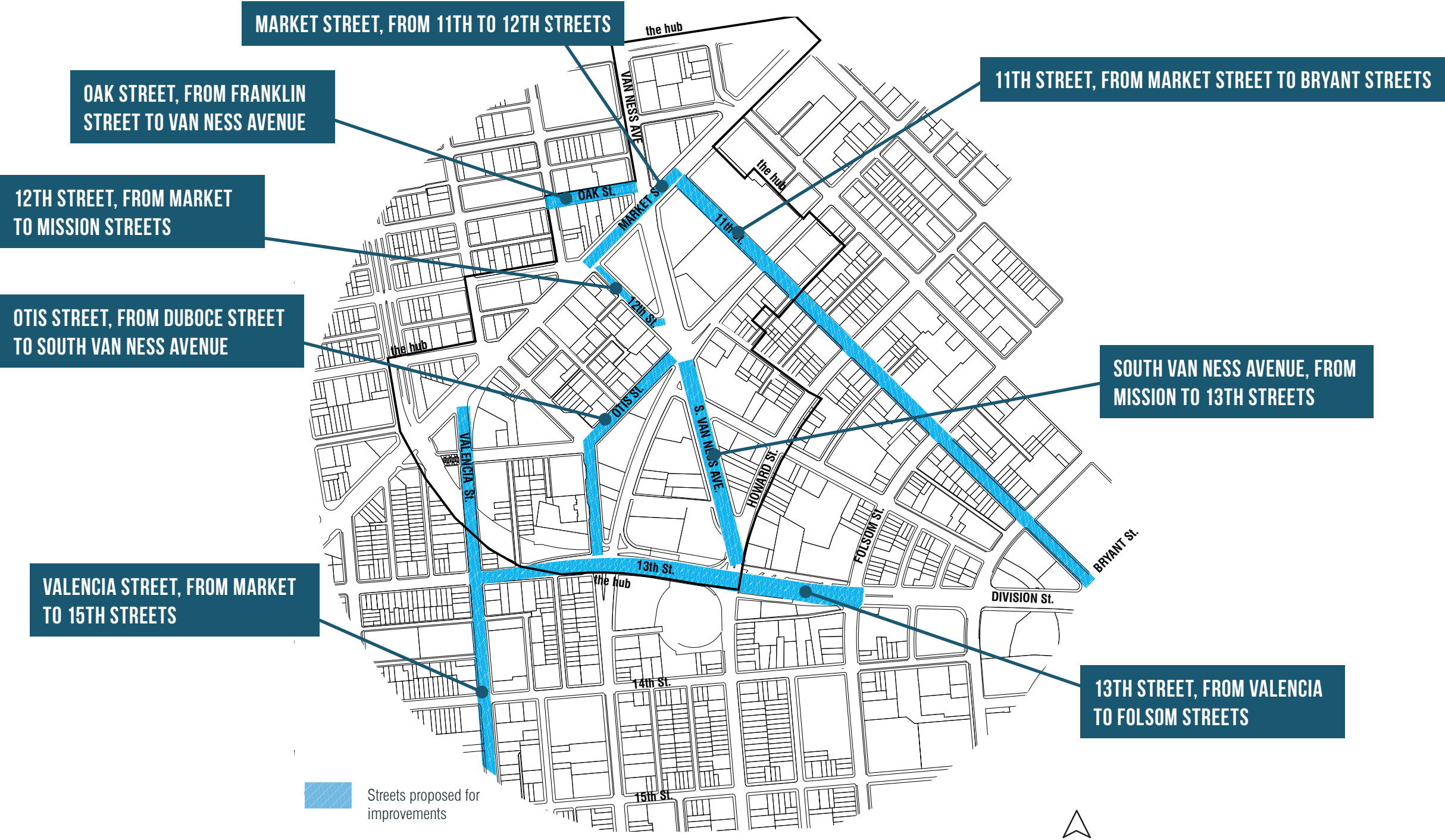


Enhance the Public Realm

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



PUBLIC REALM **STREETS**

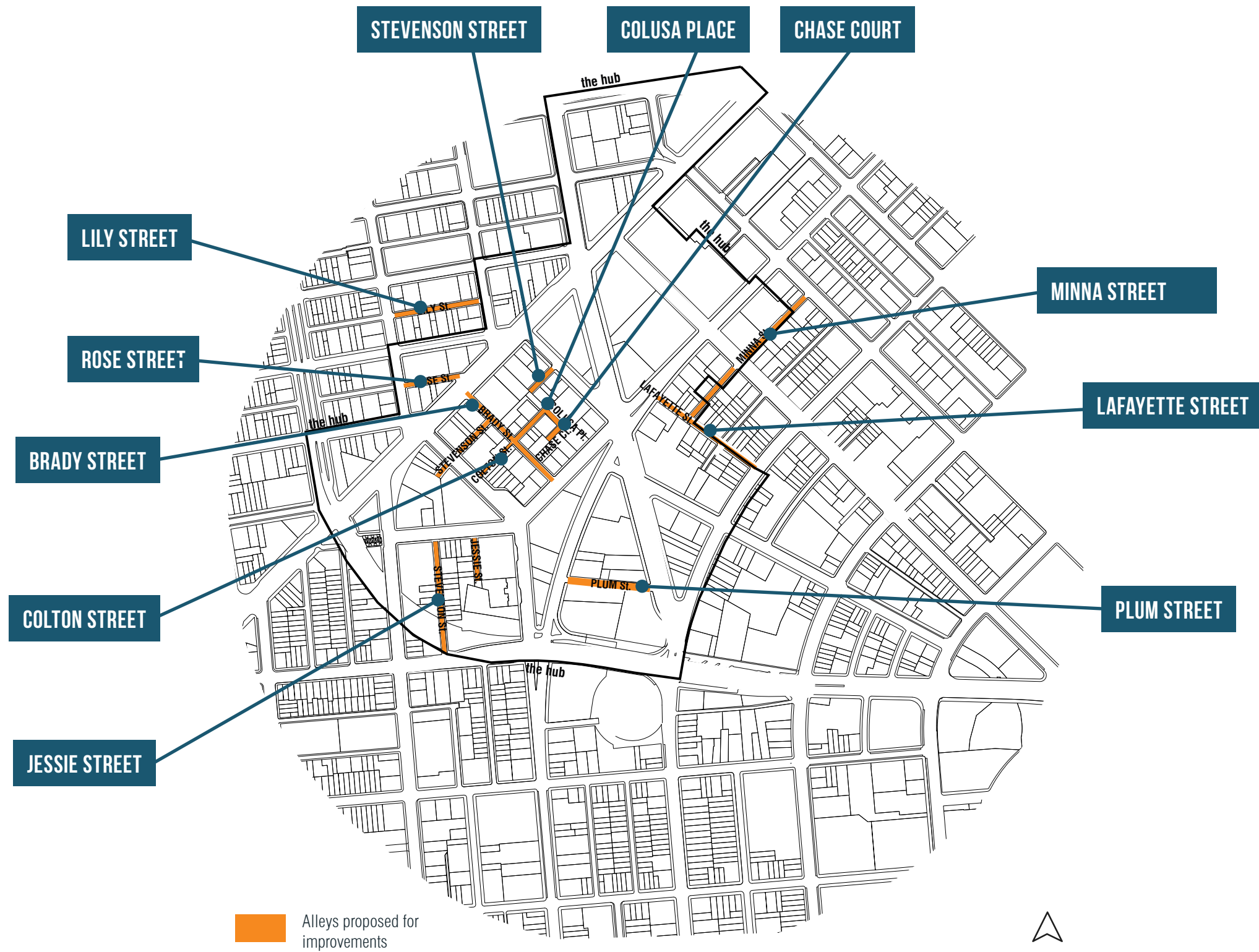


PUBLIC REALM STREETS

12TH STREET: MARKET TO SOUTH VAN NESS

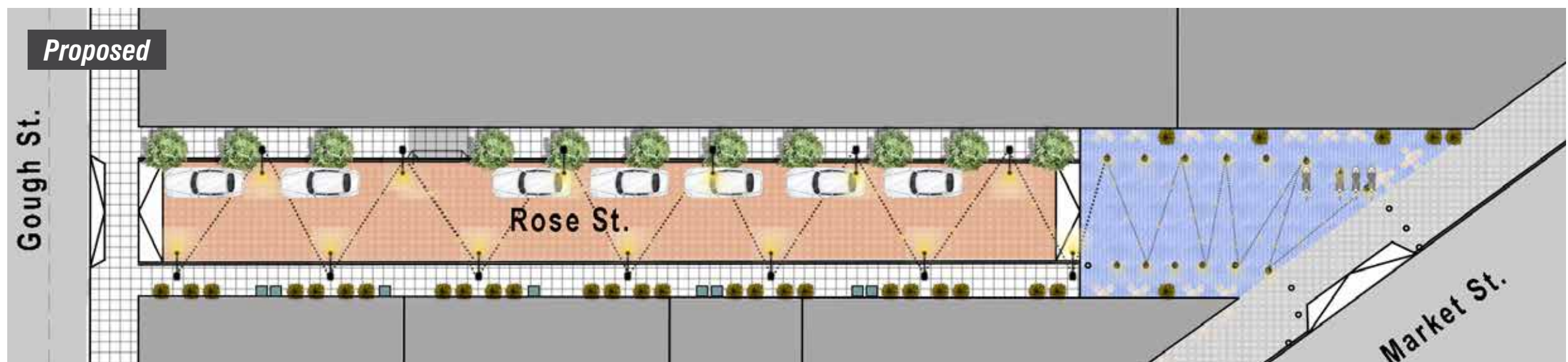
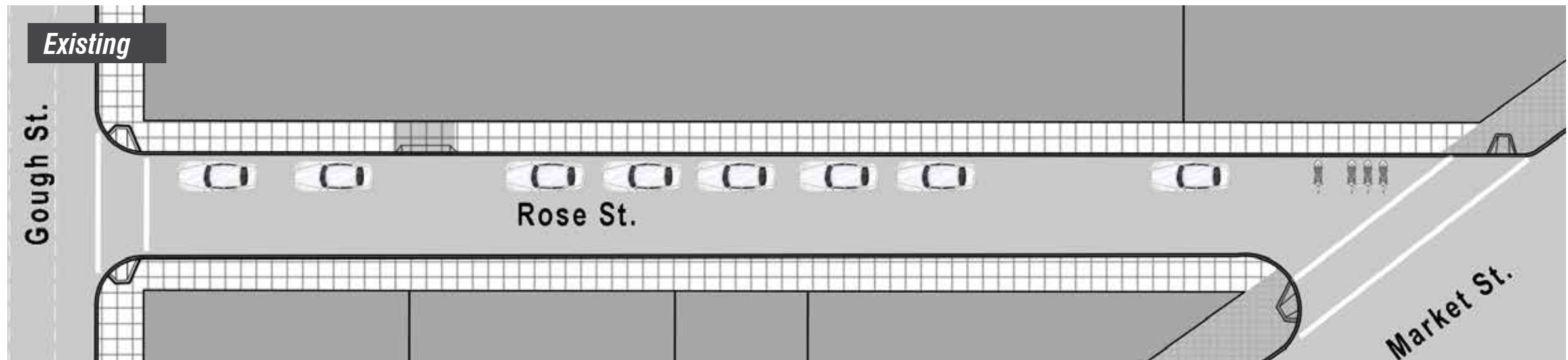


PUBLIC REALM ALLEYS



PUBLIC REALM ALLEYS

ROSE STREET: GOUGH STREET TO MARKET STREET



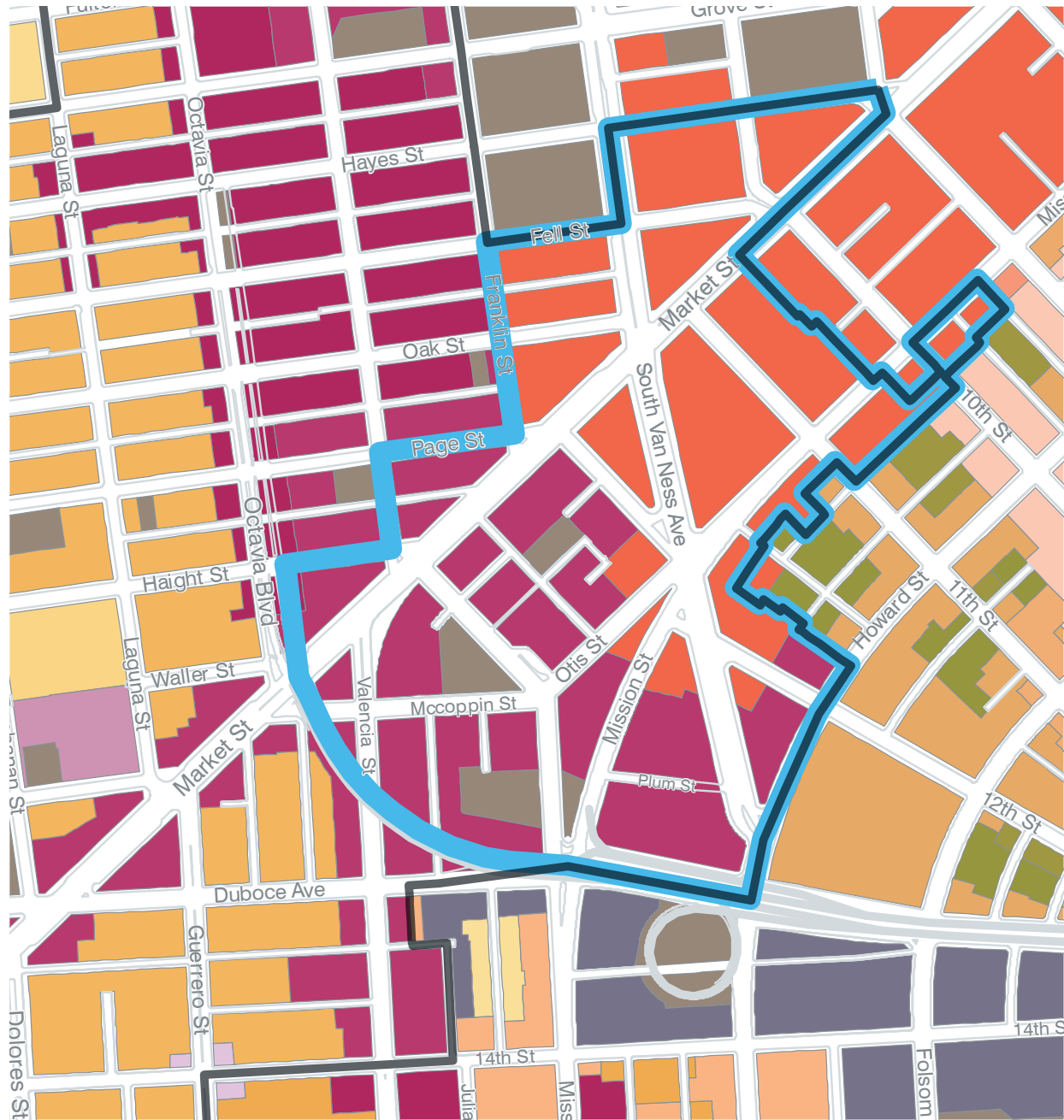
PUBLIC REALM OPEN SPACES



LAND USE



LAND USE **EXISTING ZONING**



TWO ZONING DISTRICTS:

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

KEY DIFFERENCES:

- Public art requirements are higher in the C-3-G District
- Private open space requirements are lower in the C-3-G District
- Parking requirements are lower in the C-3-G District
- Restrictions in the SUD to ensure residential uses are the primary land use

This map of San Francisco displays a grid of streets with various colored blocks. A blue outline highlights a specific area in the center-right of the map. The streets shown include Hayes St, Oak St, Page St, Frankin St, Fell St, Market St, South Van Ness Ave, Haight St, Waller St, Valencia St, Mccoppin St, Otis St, Mission St, Plum St, Duboce Ave, Guerrero St, Dolores St, and 14th St. The blue outline encompasses a region bounded by Hayes St to the north, Frankin St to the west, and a complex path to the east and south, including Market St and Duboce Ave.

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

- Allow flexibility for non-residential uses
- Create consistent and lower parking requirements
- Support local, affordable, community-serving retail
- Support arts uses

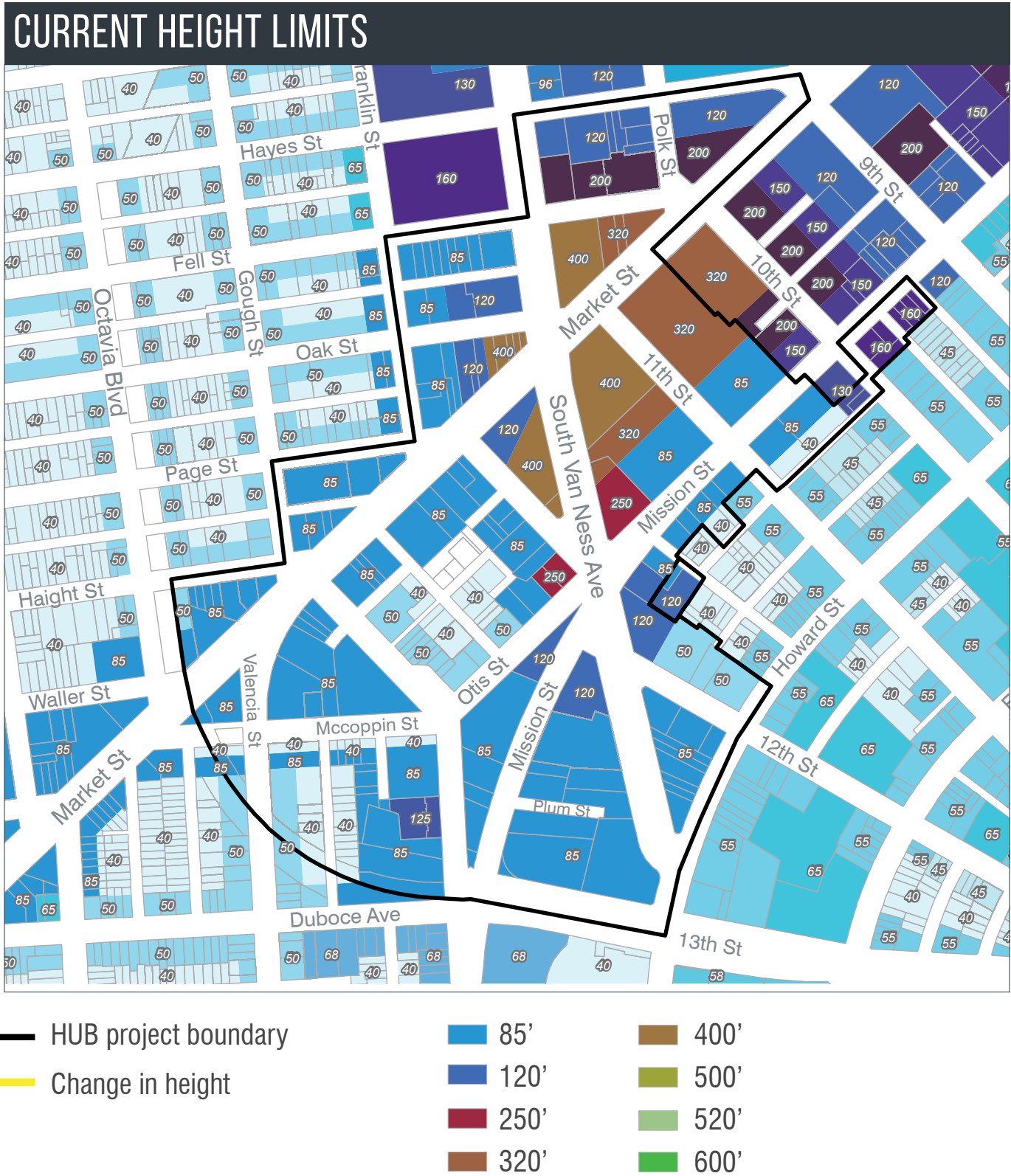
URBAN FORM



URBAN FORM CURRENT HEIGHT LIMITS

7,300 NEW UNITS

UP TO 1,950*
NEW AFFORDABLE UNITS



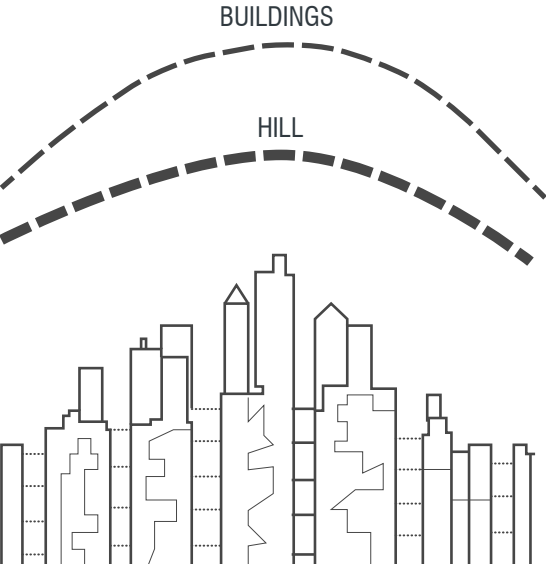
*The number of new affordable housing units was estimated by applying the current inclusionary requirements as per Proposition C passed in June 2016, which requires projects of 10 units or more to pay a fee equivalent of 20%, or provide 12% of units on-site or 20% of units off-site. Projects over 25 units are required to pay a fee equivalent of 33%, or provide 25% of units on-site or 33% off-site.

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.”

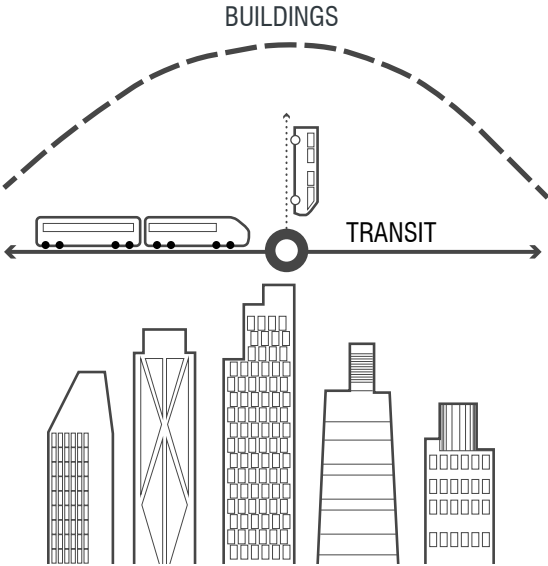
“In areas of growth where tall buildings are considered through comprehensive planning efforts, such tall buildings should be grouped and sculpted to form discrete skyline forms that do not muddle the clarity and identity of the city’s characteristic hills and skyline.”



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.”

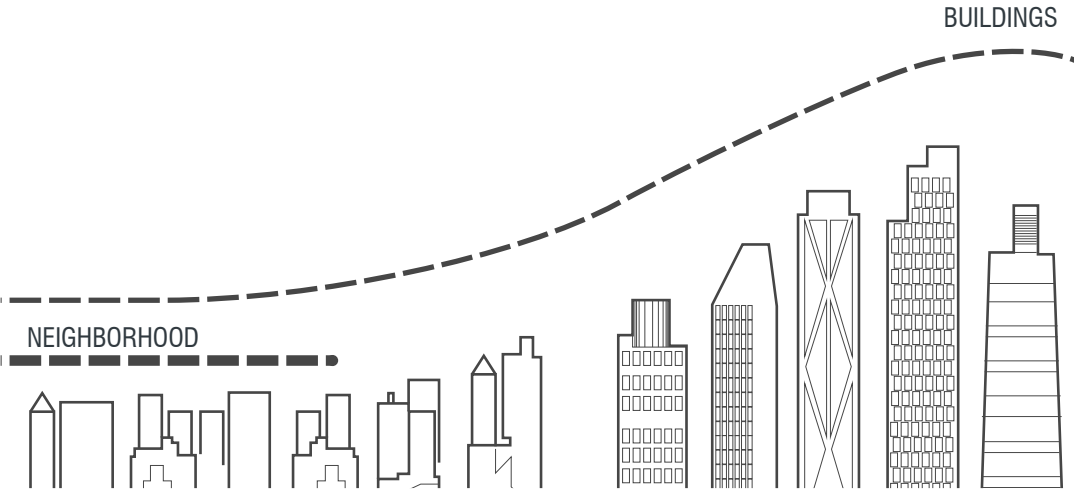


3 Taper heights in the Hub to meet smaller-scaled adjacent neighborhoods.

“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.”

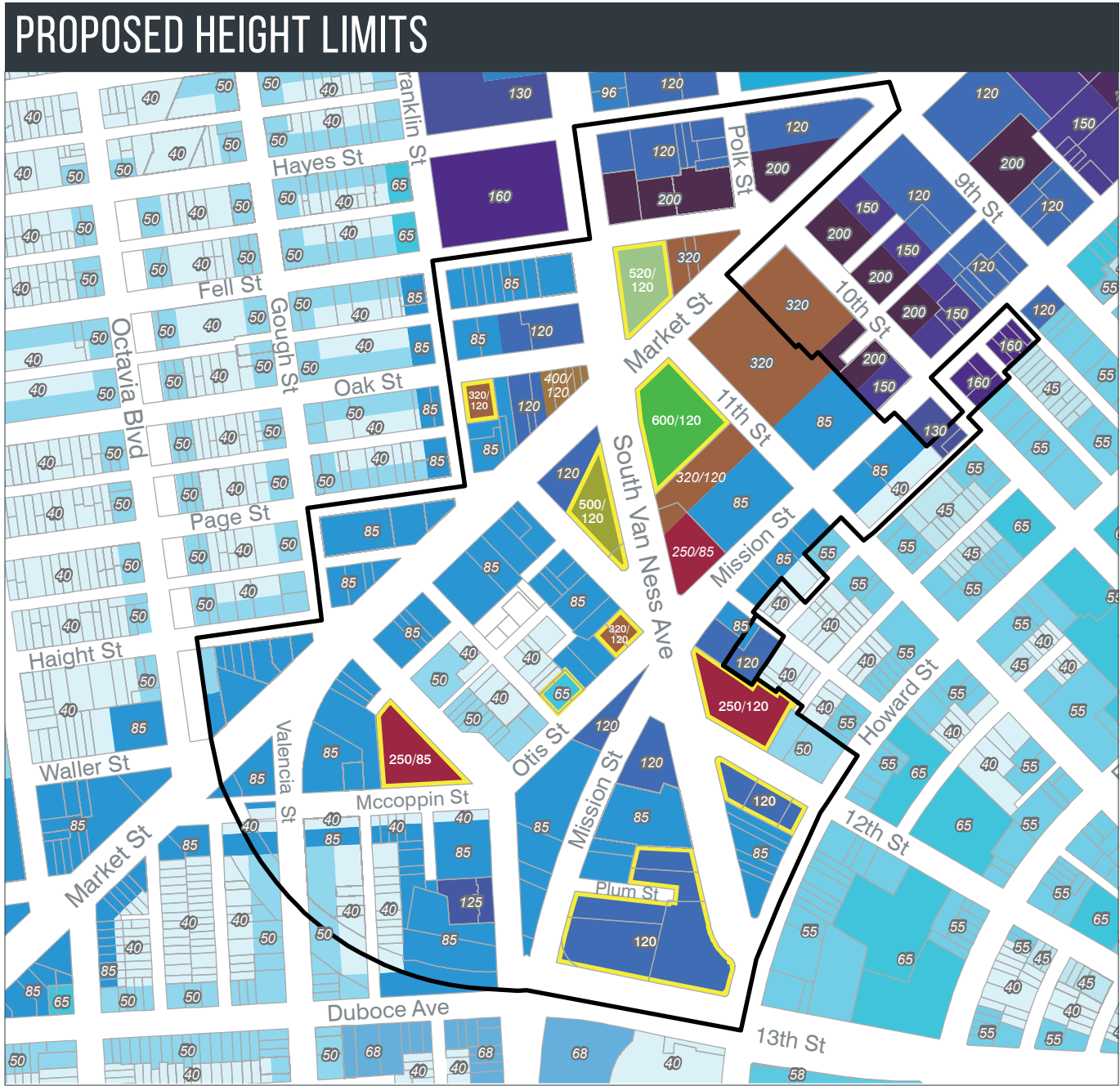
“Where multiple tall buildings are contemplated in areas of flat topography near other strong skyline forms... they should be adequately spaced and slender to ensure that they are set apart from the overall physical form of the downtown.”



URBAN FORM PROPOSED HEIGHT LIMITS

9,050 NEW UNITS

UP TO 2,500*
NEW AFFORDABLE UNITS



— HUB project boundary

— Change in height

85'	400'
120'	500'
250'	520'
320'	600'

**The number of new affordable housing units was estimated by applying the current inclusionary requirements as per Proposition C passed in June 2016, which requires projects of 10 units or more to pay a fee equivalent of 20%, or provide 12% of units on-site or 20% of units off-site. Projects over 25 units are required to pay a fee equivalent of 33%, or provide 25% of units on-site or 33% off-site.*

DEVELOPMENT CAPACITY

THE PLAN WOULD ENABLE THE DEVELOPMENT OF UP TO

9,050

HOUSING UNITS

2,500

AFFORDABLE UNITS

2,400

JOB



PUBLIC BENEFITS



FUNDING SOURCES

- DEVELOPMENT REQUIREMENTS (EXISTING)
- DEVELOPMENT IMPACT FEES (EXISTING)
- MELLO-ROOS COMMUNITY FACILITIES DISTRICT (NEW)



MELLO-ROOS COMMUNITY FACILITIES DISTRICT

ANNUAL FEE FOR CAPITAL IMPROVEMENTS:

- Would apply to parcels receiving an upzoning
- Rate TBD, exploring \$2.00/gsf - \$4.00/gsf
- Could fund capital improvements in the area

ANNUAL FEE FOR MAINTENANCE & PROGRAMMING:

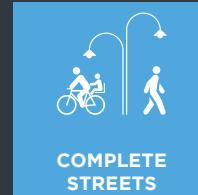
- Would apply to parcels receiving an up-zoning and would seek voluntary participation from all parcels in the plan area
- Rate TBD, exploring \$0.50/gsf
- Could fund maintenance and programming of public spaces



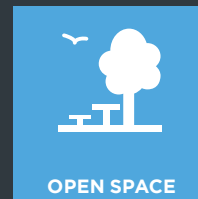
POTENTIAL PUBLIC BENEFITS

**THE CFD COULD
POTENTIALLY GENERATE
\$100M—\$200M.**

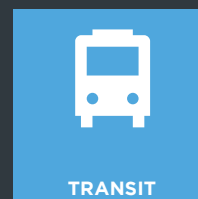
**HOW SHOULD THIS
REVENUE BE ALLOCATED
TO MEET THE NEEDS
OF THE AREA?**



Fully fund all street & alley improvements in the plan area



Fund additional open space improvements

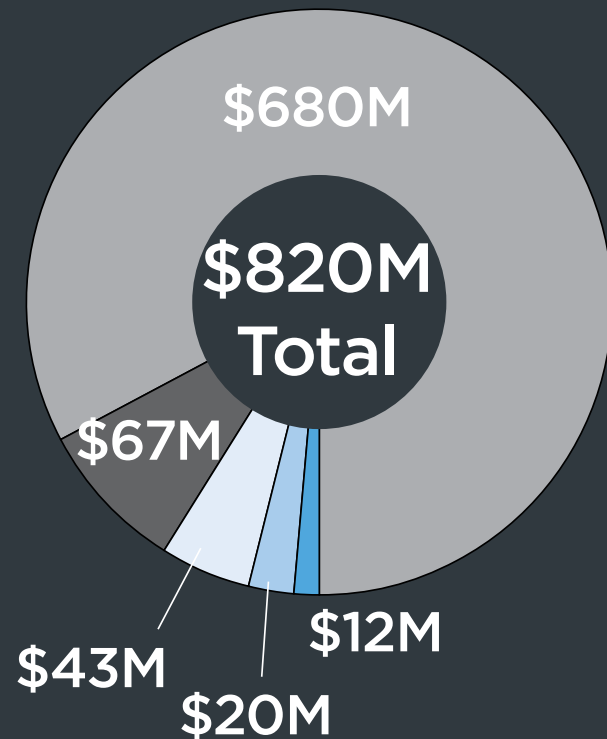


Fully fund the modernization of Van Ness Station and more funding to improve transit service and capacity

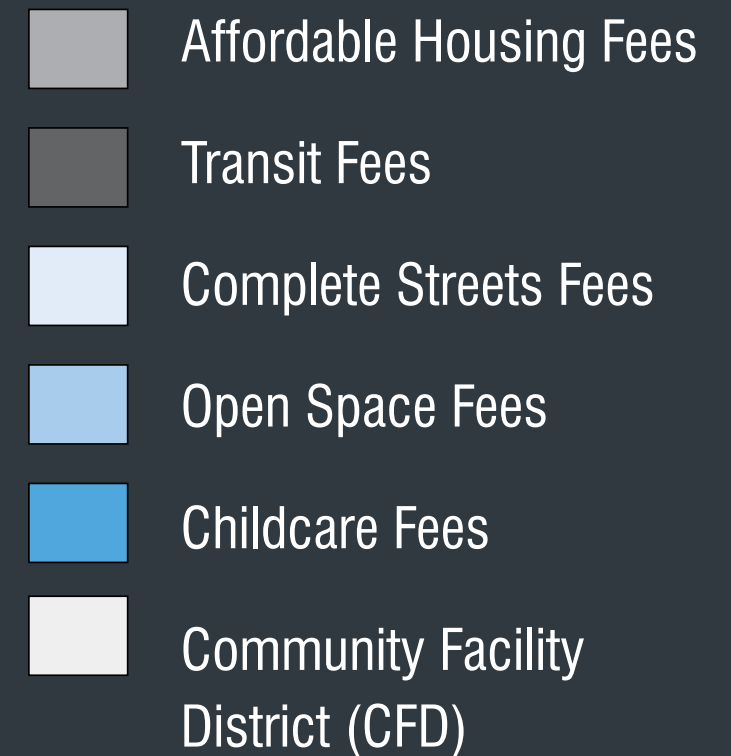
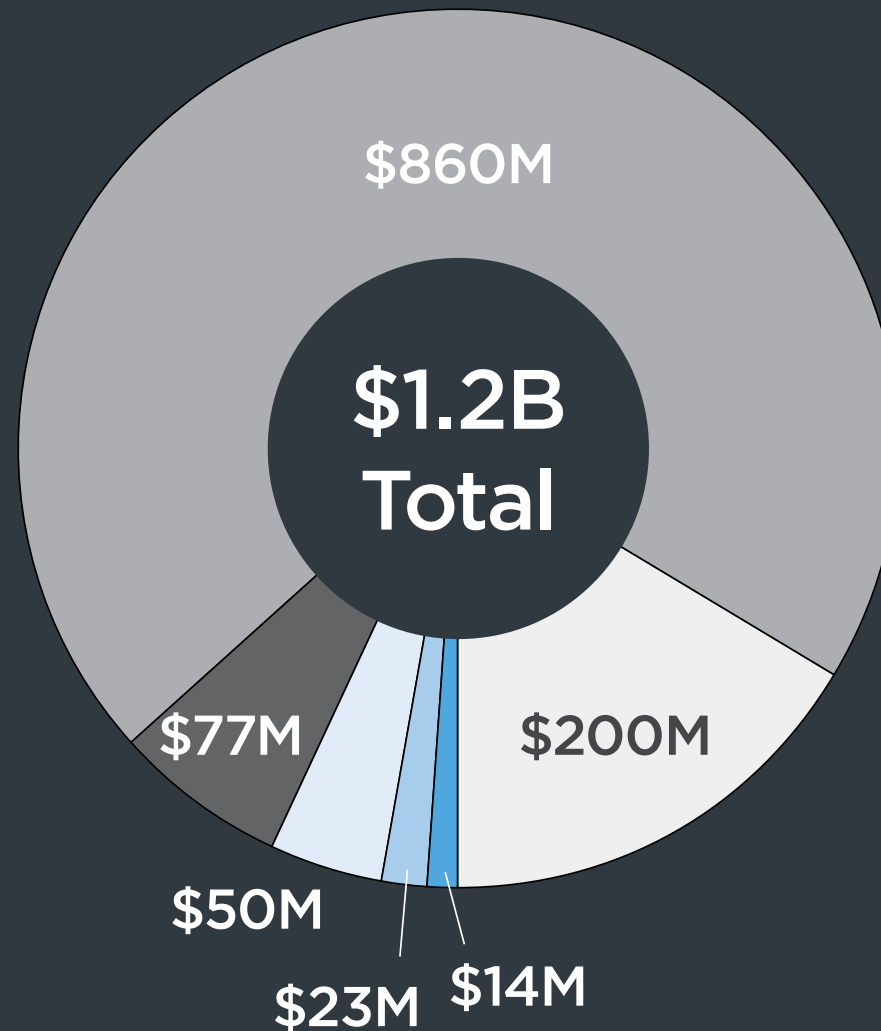


PUBLIC BENEFITS SUMMARY

EXISTING



PROJECTED



THE PROPOSAL REPRESENTS A 50% INCREASE IN PUBLIC BENEFIT

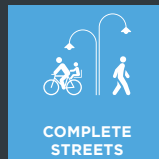


POTENTIAL PUBLIC BENEFITS



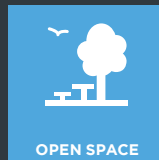
AFFORDABLE HOUSING:

New on-site units & affordable housing resources



COMPLETE STREETS:

Redesign of major streets and alley improvements



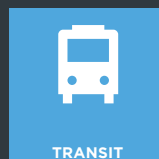
OPEN SPACE:

New open spaces including a new park and enhancements to existing open spaces



SCHOOLS & CHILDCARE:

Funding to meet needs of existing and new residents



TRANSIT:

Improvements to transit service and capacity including modernization of Van Ness Station



NEXT STEPS

- Integrate feedback received at this workshop
- Develop project description for environmental review
- Further develop and refine the public benefits package
- Continue to coordinate with development projects
- March 17, 2017 informational presentation at the planning commission



OPEN HOUSE STATIONS

- LAND USE
- URBAN FORM
- PUBLIC REALM
- PUBLIC BENEFITS





FOR MORE INFO:

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