WORKSHOP 3
MARCH 8, 2017
PRESENTATION OUTLINE

- PROJECT OVERVIEW
- WHAT WE’VE HEARD
- RECOMMENDATIONS
PROJECT OVERVIEW
[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

MARKET & OCTAVIA PLAN AREA

THE HUB

SUD
PROJECT OVERVIEW TRANSPORTATION PROJECTS

BETTER MARKET STREET

14 MISSION RAPID PROJECT

VAN NESS BUS RAPID TRANSIT (BRT) AND STREETSCAPE PROJECT

OCTAVIA BOULEVARD ENHANCEMENT PROJECT
## Project Overview

### Project Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
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<tbody>
<tr>
<td>JAN 2016</td>
<td>Project start-up, existing conditions analysis, stakeholder meetings</td>
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<tr>
<td>APRIL 2016</td>
<td>Workshop #1: Urban Form, Land Use, and Public Benefits</td>
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<tr>
<td>JUNE 2016</td>
<td>Workshop #2: Public Realm</td>
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<tr>
<td>MARCH 2017</td>
<td>Workshop #3: Recommendations for all topic areas</td>
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<tr>
<td>OCT 2016–OCT 2018</td>
<td>Environmental Review Process</td>
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<td>WINTER 2019</td>
<td>Plan Adoption &amp; Approvals</td>
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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
Enhance the Public Realm

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

- Market Street, from 11th to 12th Streets
- Oak Street, from Franklin Street to Van Ness Avenue
- 12th Street, from Market to Mission Streets
- Otis Street, from Duboce Street to South Van Ness Avenue
- Valencia Street, from Market to 15th Streets
- South Van Ness Avenue, from Mission to 13th Streets
- 13th Street, from Valencia to Folsom Streets
- 11th Street, from Market Street to Bryant Streets
- Division Street, from 11th to 12th Streets
PUBLIC REALM STREETS

12TH STREET: MARKET TO SOUTH VAN NESS
Alleys proposed for improvements
PUBLIC REALM ALLEYS

ROSE STREET: GOUGH STREET TO MARKET STREET

**Existing**

**Proposed**
PUBLIC REALM OPEN SPACES

OAK / MARKET
IN COORDINATION WITH THE DEVELOPMENT AT ONE OAK

BRADY PARK
IN COORDINATION WITH THE DEVELOPMENT AT 1601 - 1637 MARKET (PLUMBERS UNION)

VALENCIA HUB
IN COORDINATION WITH THE DEVELOPMENT AT 1699 MARKET (FORMER FLAX SITE)

12TH STREET / OTIS STREET
IN COORDINATION WITH THE DEVELOPMENT AT 30 OTIS (CARPET STORE SITE)

GOUGH STREET / OTIS STREET
IN COORDINATION WITH THE DEVELOPMENT AT 33 GOUGH (CITY COLLEGE SITE)
**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
ONE ZONING DISTRICT:

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

RECOMMENDATIONS:

– Allow flexibility for non-residential uses
– Create consistent and lower parking requirements
– Support local, affordable, community-serving retail
– Support arts uses
URBAN FORM
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.
**URBAN FORM PRINCIPLES**

**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.”
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.
THE PLAN WOULD ENABLE THE DEVELOPMENT OF UP TO

9,050 HOUSING UNITS

2,500 AFFORDABLE UNITS

2,400 JOBS
PUBLIC BENEFITS
FUNDING SOURCES

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

**Public realm / plan implementation**

**THE CFD COULD POTENTIALLY GENERATE $100M–$200M.**

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

<table>
<thead>
<tr>
<th><strong>COMPLETE STREETS</strong></th>
<th>Fully fund all street &amp; alley improvements in the plan area</th>
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<td><strong>OPEN SPACE</strong></td>
<td>Fund additional open space improvements</td>
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<tr>
<td><strong>TRANSIT</strong></td>
<td>Fully fund the modernization of Van Ness Station and more funding to improve transit service and capacity</td>
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Public Benefits Summary

**Existing**
- Affordable Housing Fees: $67M
  - Total: $680M
- Transit Fees: $20M
- Complete Streets Fees: $12M
- Open Space Fees: $43M
- Childcare Fees: $20M
- Community Facility District (CFD): $14M
- Total: $820M

**Projected**
- Affordable Housing Fees: $14M
- Transit Fees: $50M
- Complete Streets Fees: $23M
- Open Space Fees: $12M
- Childcare Fees: $200M
- Community Facility District (CFD): $12M
- Total: $860M

Total
- Existing: $820M
- Projected: $1.2B

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:

LILY.LANGLOIS@SFGOV.ORG