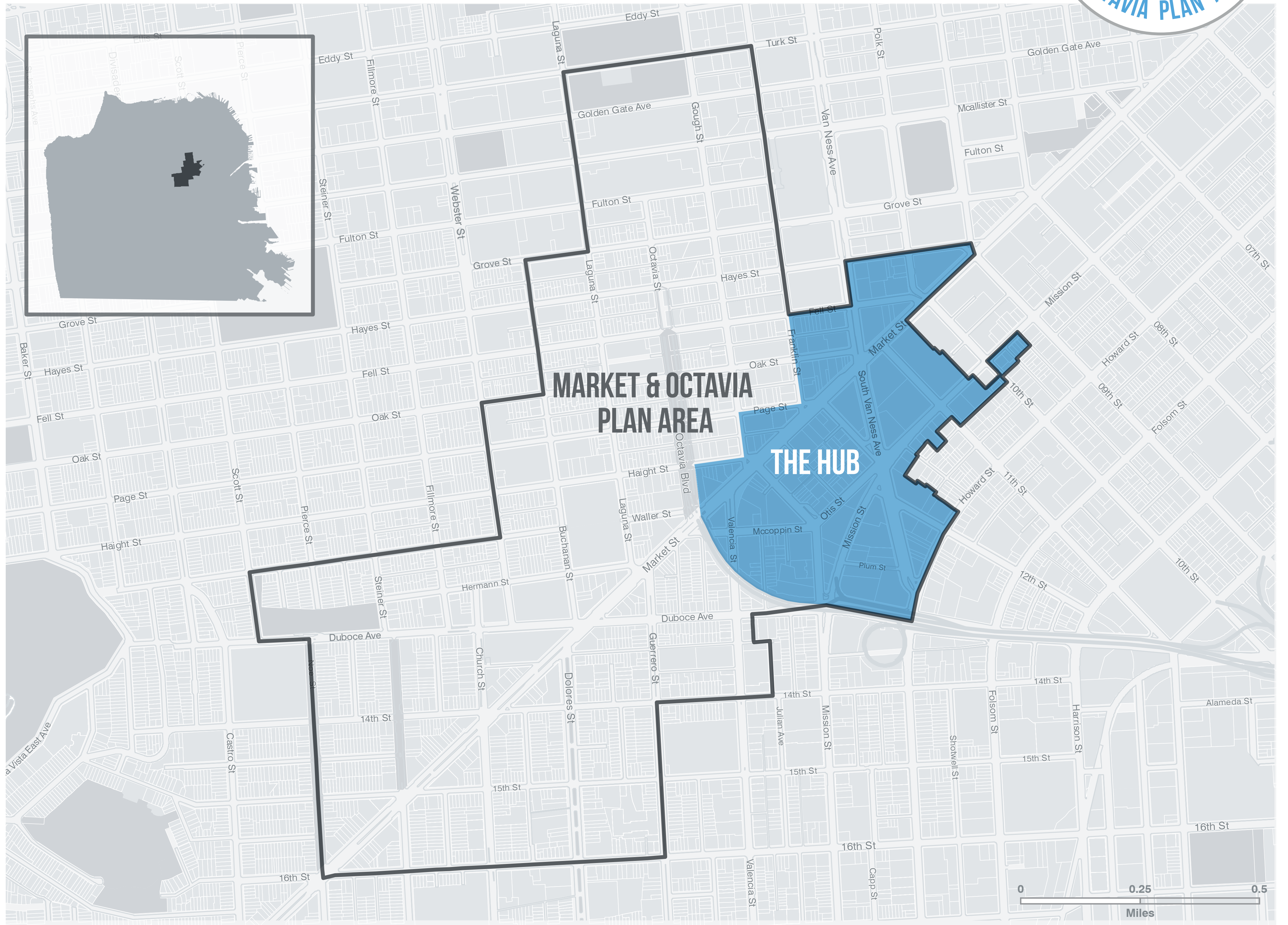
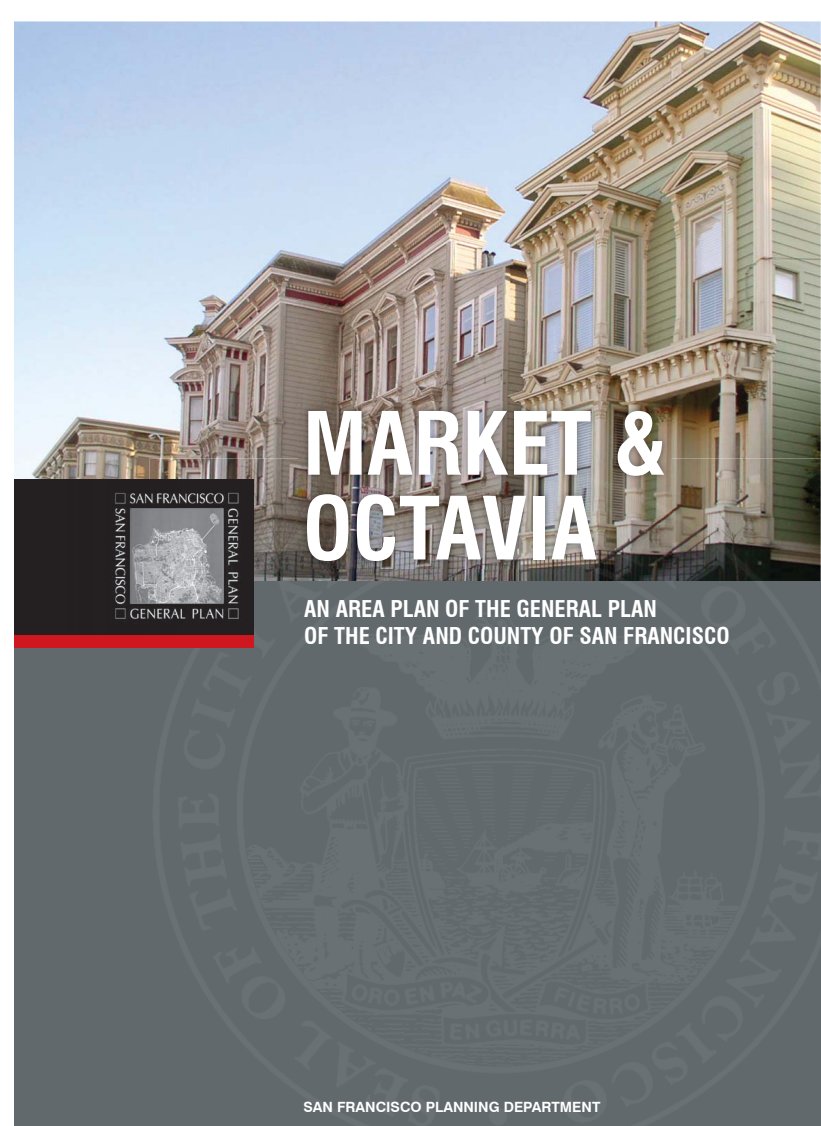


PROJECT OVERVIEW

PROJECT BOUNDARY



MARKET & OCTAVIA AREA PLAN



The **Market & Octavia Area Plan** adopted in 2008 includes the general area within a short walking distance of Market Street between the Van Ness Avenue and Church Street Muni stations and along the new Octavia Boulevard that replaced the Central Freeway.

The Hub area was included within the boundaries of the Market and Octavia Area Plan and was envisioned as a “vibrant new mixed-use neighborhood.” Numerous policies in the plan support this vision including the creation of the Van Ness and Market Downtown Residential Special Use District (SUD) which encourages the development of a transit-oriented, high-density, development around the intersections of Market Street and Van Ness Avenue and Mission Street and Van Ness.

PROJECT TIMELINE

| 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 2017 | Environmental Review Process Begins |
| JUNE 2019 | Workshop 4: Project Update + Public Benefits WE ARE HERE |
| JULY 2019 | DEIR scheduled to be released |
| WINTER 2020 | Adoption & Approvals |

PROJECT GOALS

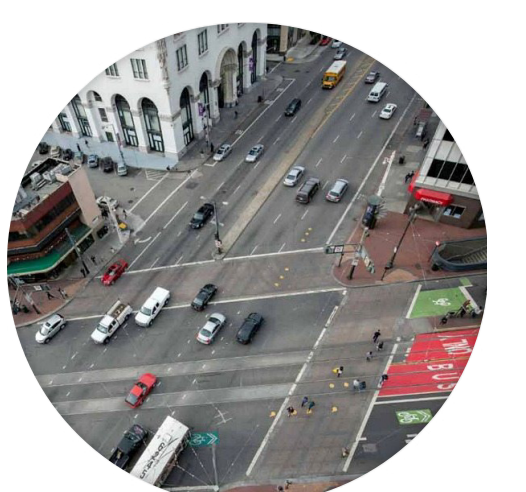
Increase housing and affordable housing near transit



Develop and coordinate designs for the public realm



Create a robust public benefits package and prioritize projects for implementation



FOR MORE INFO, VISIT:
sfplanning.org/hub



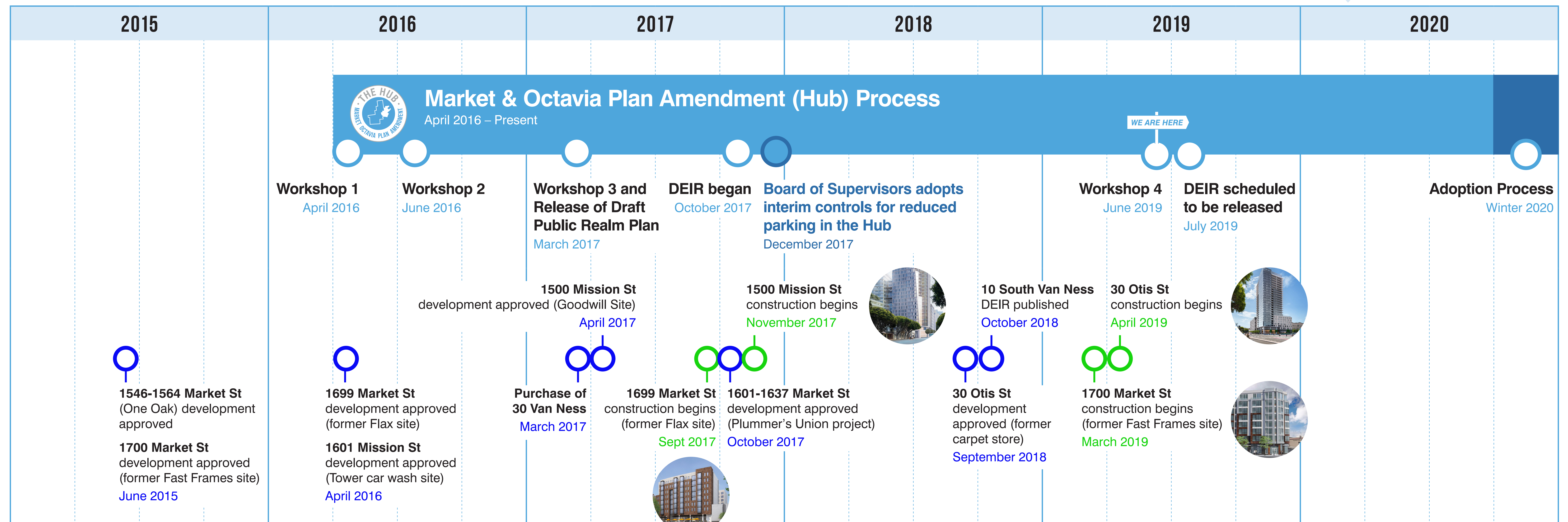
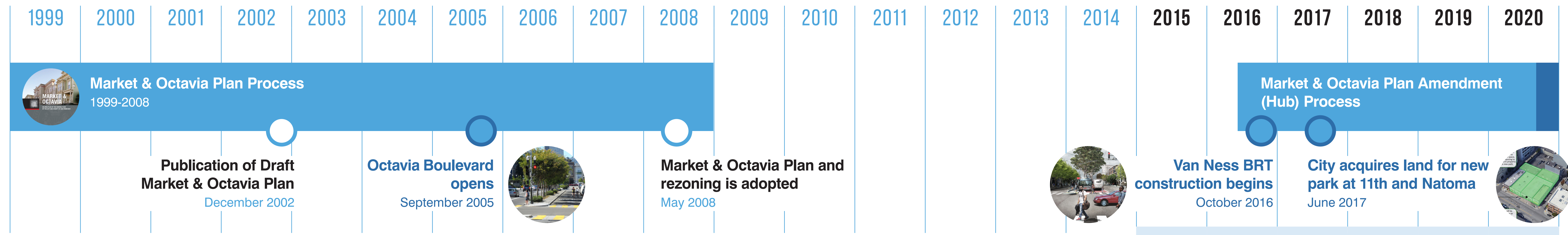
San Francisco **Planning**



PROJECT TIMELINE



○ Planning Effort ○ Development Project Milestone ○ Development Project Under Construction ● City Project Milestone



FOR MORE INFO, VISIT: sfplanning.org/hub



San Francisco Planning



PROJECT DETAILS



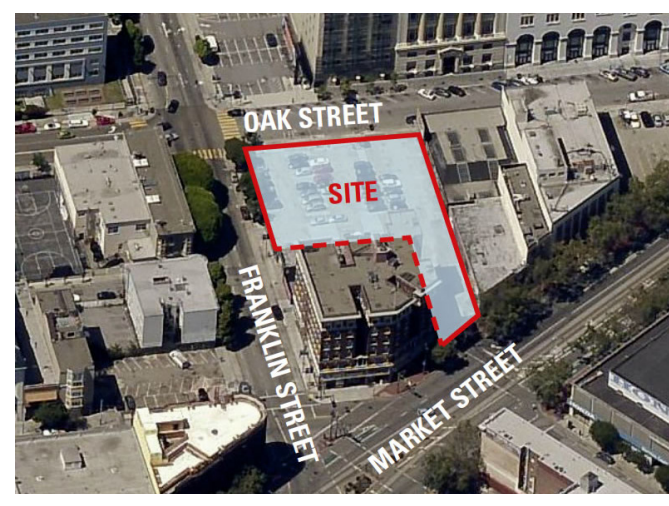
PROJECTS IN THE HUB (BY STATUS & HOUSING UNITS)



1 10 South Van Ness
984 units



2 30 Van Ness
610 units



3 98 Franklin / 57 Oak
365 units



4 42 Otis
16 units



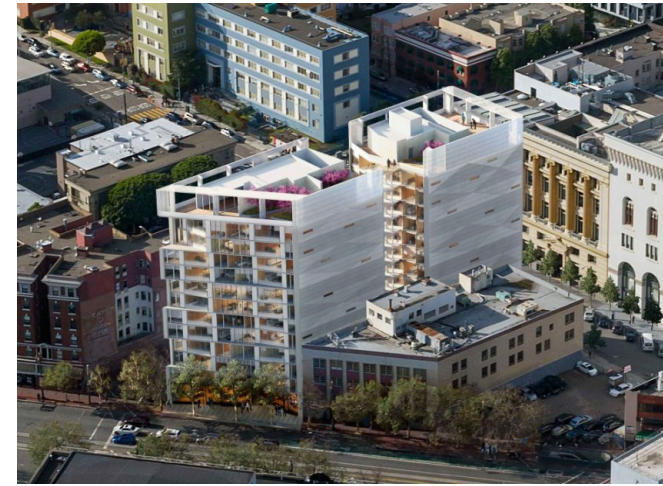
5 1601-1637 Market
584 units



6 One Oak
304 units



7 1601 Mission
220 units



8 1554 Market
109 units



9 1740 Market
100 units



10 1500 Mission
550 units



11 30 Otis
416 units



12 1699 Market
160 units



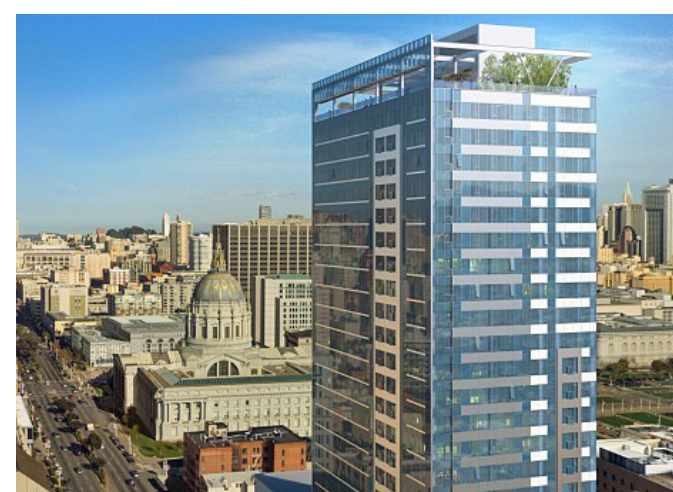
13 1700 Market
42 units



14 22 Franklin
35 units



15 150 Van Ness
429 units



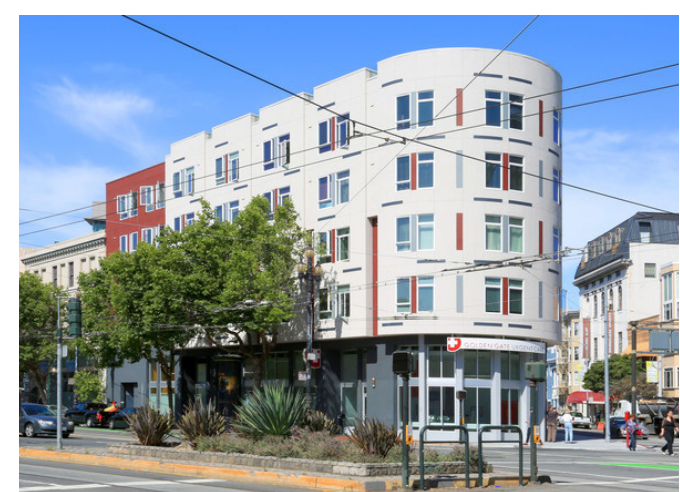
16 100 Van Ness
399 units



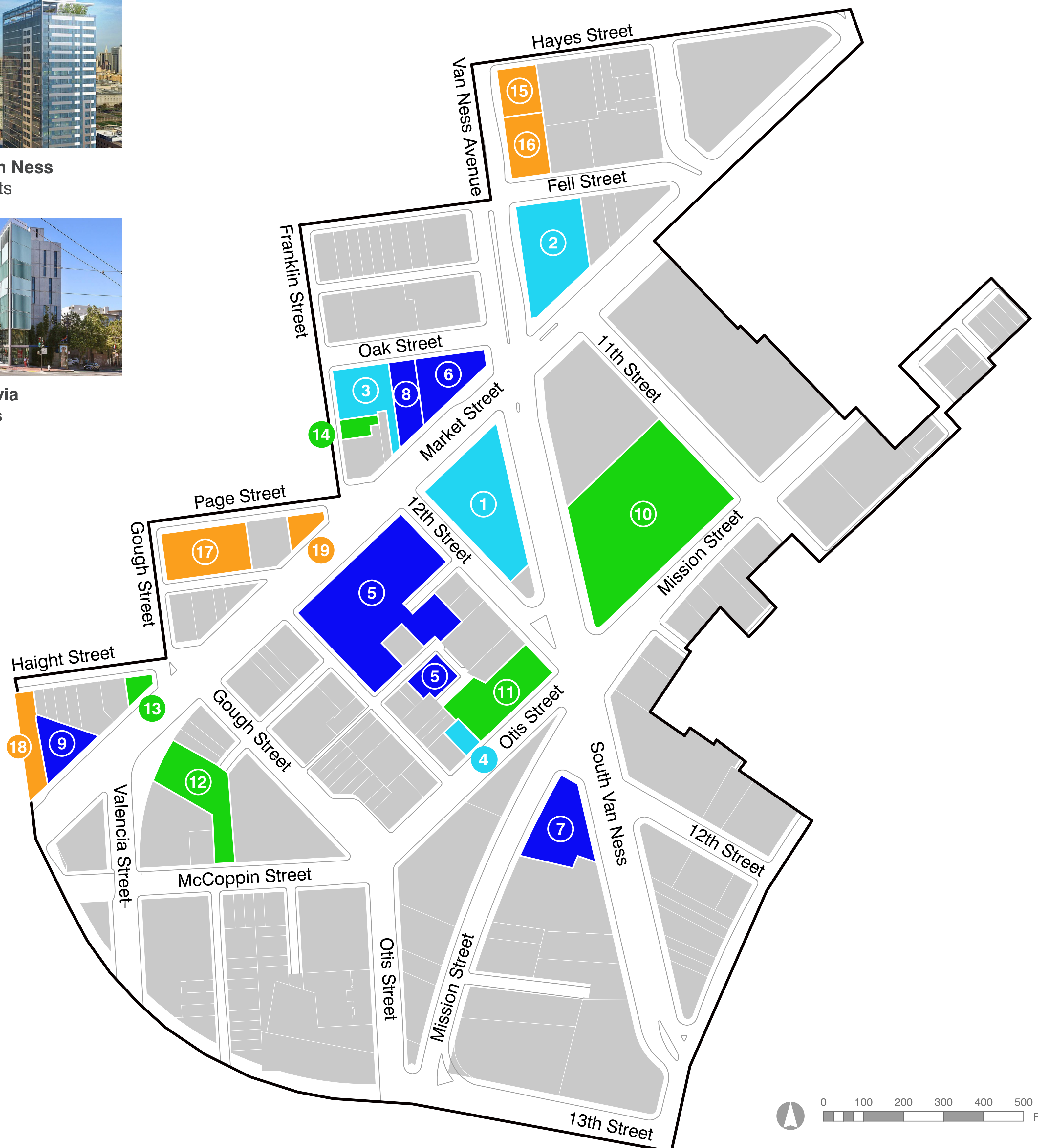
17 55 Page
128 units



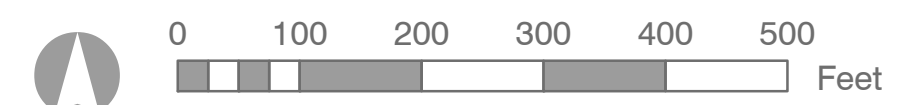
18 8 Octavia
49 units



19 1600 Market
24 units



- Under Review
- Entitled
- Under Construction
- Projects Complete

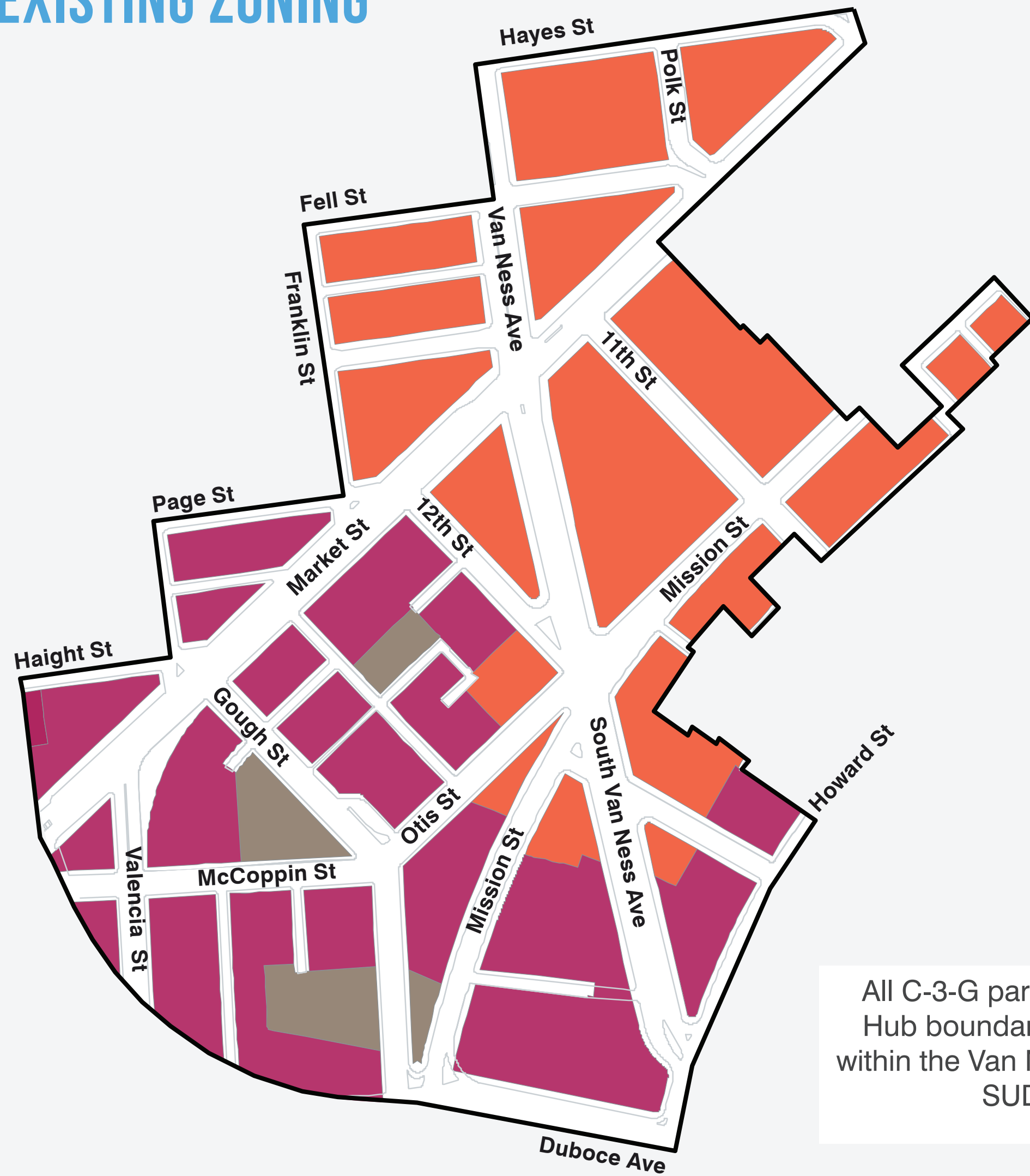


LAND USE RECOMMENDATIONS

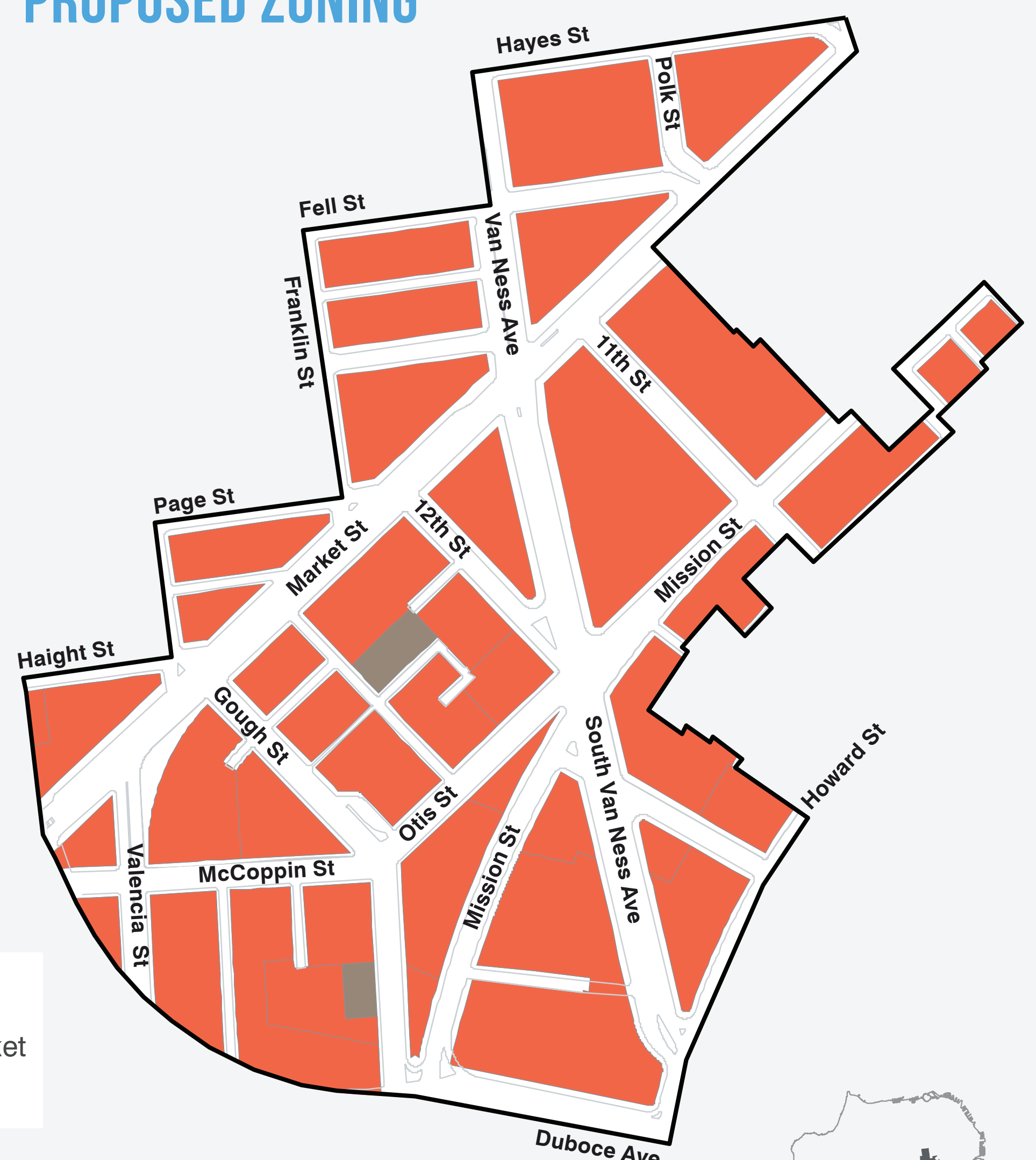


The Planning Department is analyzing the potential for zoning and policy refinements to better ensure that the area's growth supports the City's goals for housing, transportation, the public realm, and the arts. The Planning Department is proposing to modify the zoning within the Hub boundary and create one zoning district with consistent land use controls across the area. Below is a map of the existing and proposed zoning, and a summary of the proposed Planning Code changes that support the policy recommendations.

EXISTING ZONING

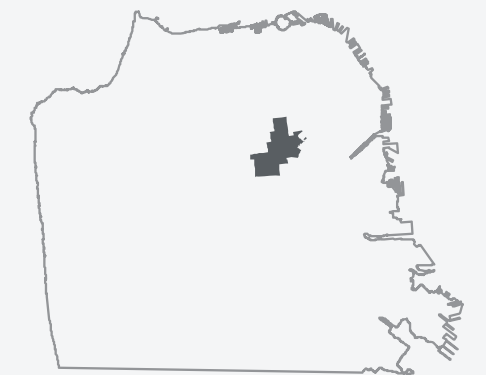


PROPOSED ZONING



All C-3-G parcels in the Hub boundary are also within the Van Ness Market SUD

Neighborhood Commercial (NCT-3)
 Downtown General Commercial (C-3-G/SUD)
 Public (P)



Under existing zoning, most parcels are zoned C-3-G/SUD or NCT-3:

Downtown General Commercial (C-3-G/SUD) is a mixed-use district found in the Downtown. This district is flexible and allows for a wide variety of land uses. All parcels in the C-3-G district are also within the **Van Ness & Market Downtown Residential Special Use District (SUD)**. The SUD was created to encourage the development of a transit-oriented, high-density, mixed-use residential around the intersections of Market Street and Van Ness Avenue and Mission Street and Van Ness. The SUD adds land use restrictions to the underlying zoning (C-3-G) to emphasize housing as the primary land use, strictly limiting non-residential uses.

Neighborhood Commercial (NCT-3) is a mixed use district that allows for primarily residential uses and some commercial and retail uses to support the neighborhood.

SUMMARY OF PROPOSED PLANNING CODE CHANGES

| LAND USE CONTROL | POLICY GOAL | PROPOSED ZONING |
|--|--|---|
| Parking | Create consistent and lower parking requirements | <ul style="list-style-type: none"> <i>Residential:</i> Permitted up to one car for each four Dwelling Units; Not Permitted above one car for each four dwelling units <i>Non-residential:</i> Not to exceed 7% of gross floor area of such uses |
| Non-residential Uses | Allow flexibility for non-residential uses | <ul style="list-style-type: none"> At least three occupied square feet of residential use shall be provided for each occupied square foot of non-residential use. Institutions, arts uses, public uses, replacement of existing commercial uses are exempt. Allow non-residential uses above the 4th floor |
| Privately-Owned Public Open Space (POPOS) | Integrate new development into Van Ness Station | <ul style="list-style-type: none"> Required for non-residential uses Allow new MUNI station entrances to count towards POPOS requirement. |
| Maximum Floor Area Ratio (FAR) | Support arts uses | <ul style="list-style-type: none"> No limit Allow for FAR exemptions for arts uses |
| Use Size | Support local, affordable, community-serving retail | <ul style="list-style-type: none"> C required for single retail use over 90,000 gross sq. ft. On lots greater than 20,000 square feet, require one micro retail unit (1,000 sq. ft. or less) for every 20,000 sq. ft. of lot area. |
| Public Art | Support arts uses | <ul style="list-style-type: none"> Projects involving new building, or the addition of 25,000 sq. ft. or more, provide public art equal to at least 1% of the total construction cost Allow projects to waive full or partial public art fee and instead provide reduced rent for arts uses via a development agreement |
| Bulk | Recent changes to the fire code and building code require larger floorplates | <ul style="list-style-type: none"> 12,000 sq/ft floor plate for buildings taller than 350' 10,000 sq/ft floor plate for buildings shorter than 350' |

URBAN FORM RECOMMENDATIONS



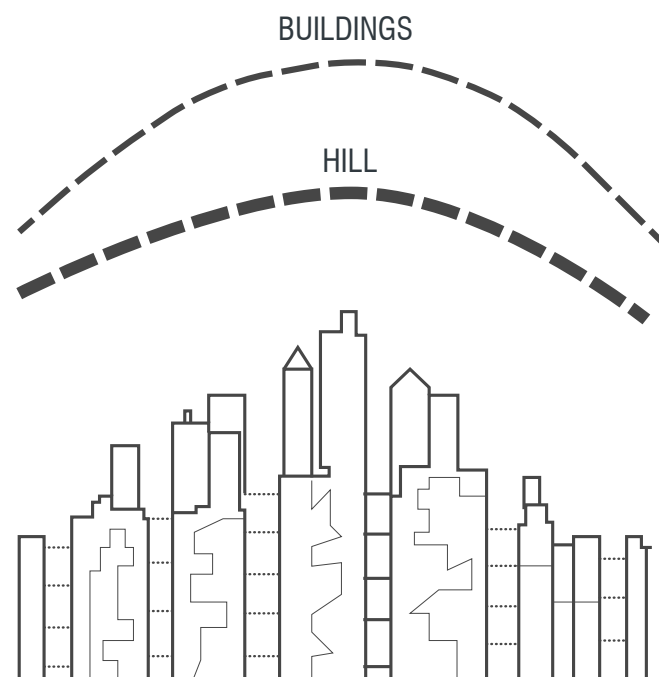
PRINCIPLES

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."

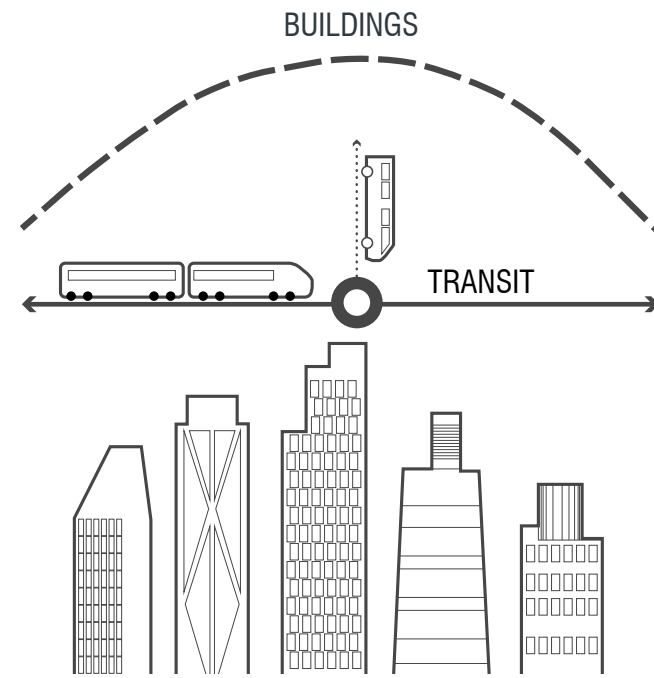
Quotes from the City's General Plan Urban Design Element



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."

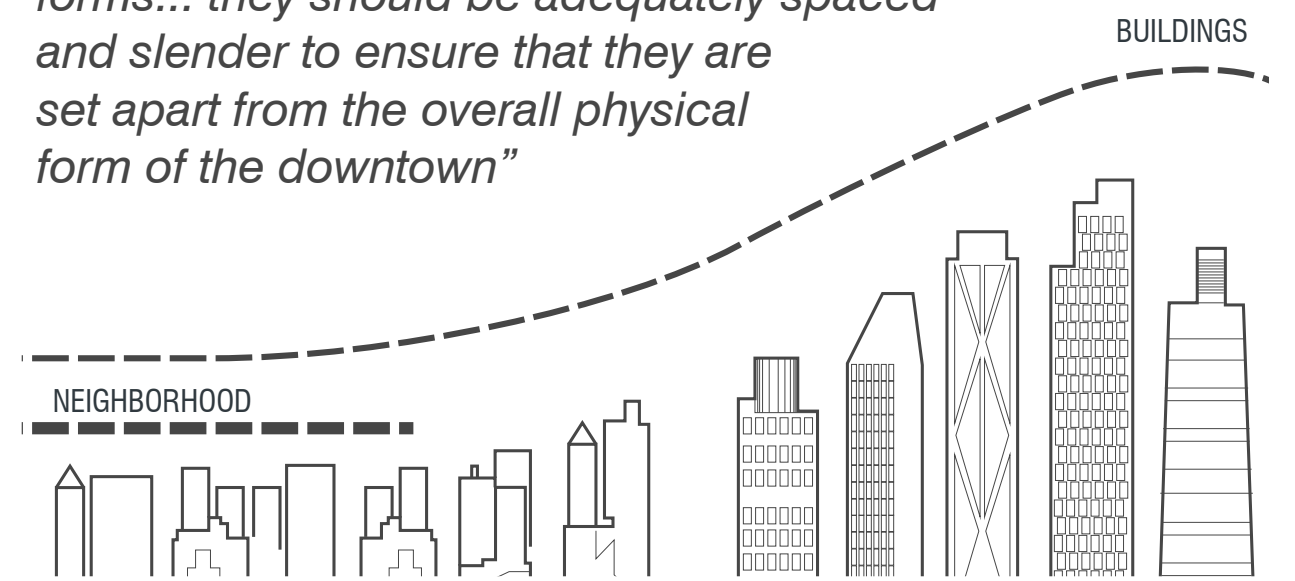


3 Taper heights in the Hub to meet smaller-scaled adjacent neighborhoods.

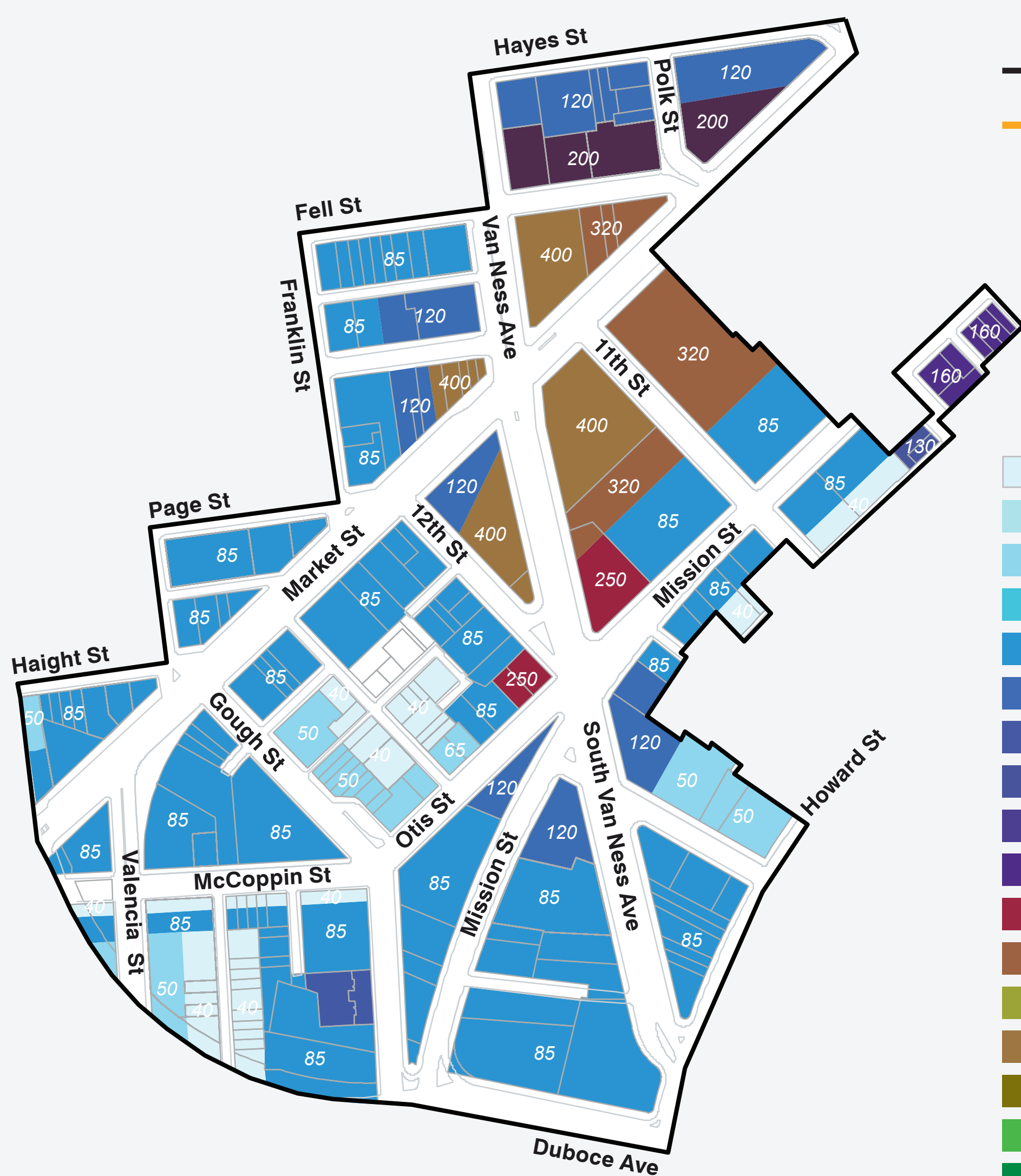
"In these areas, building height should taper down toward the edges to provide gradual transitions to other areas."

"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"

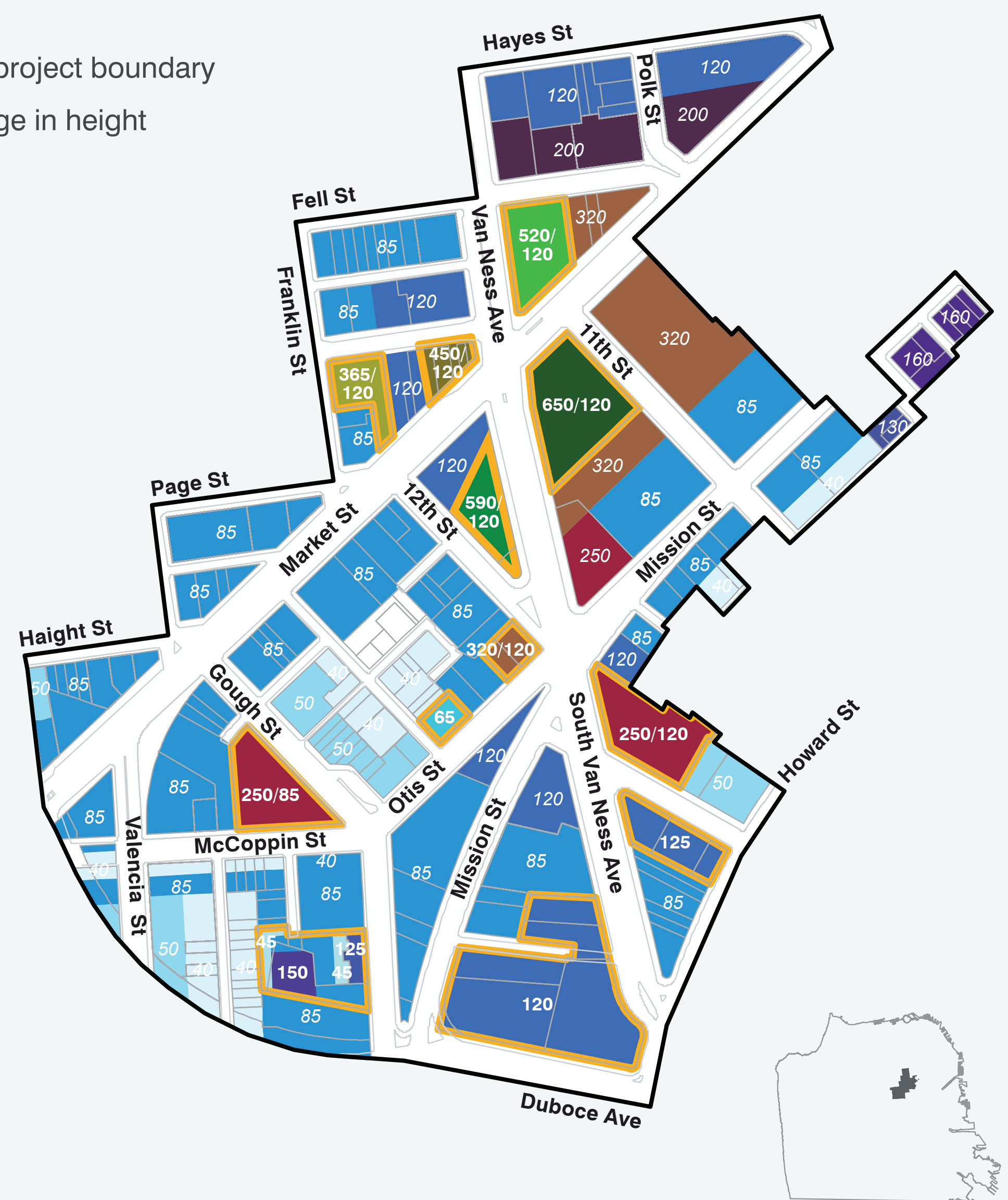
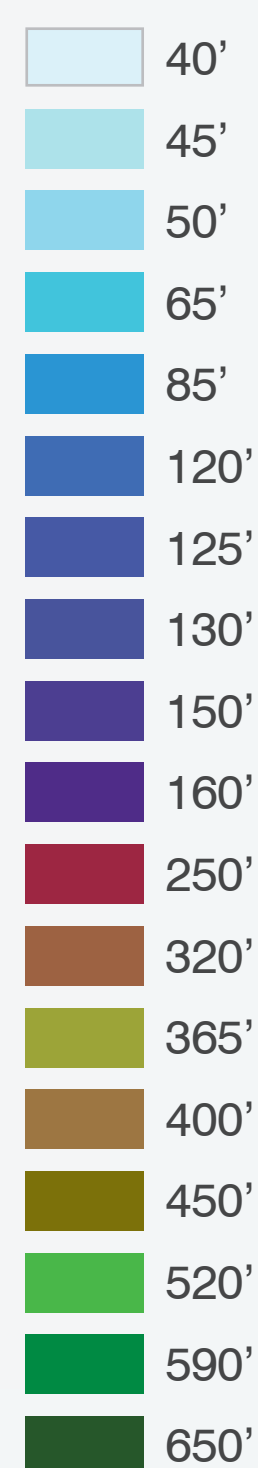


EXISTING HEIGHTS



PROPOSED HEIGHTS

— HUB project boundary
— Change in height



HOUSING UNITS



Under Current Height Limits

8,070 NEW UNITS¹

(4,650 entitled or in pipeline)

Under Proposed Height Limits

9,710 NEW UNITS¹

(4,650 entitled or in pipeline)

An increase in height would produce an additional:

1,640 NEW UNITS

¹ Total number of new units includes recently entitled projects, active pipeline projects, and potential future development based on height limits and urban form requirements. Estimate does not include 1 South Van Ness. Assumes property does not redevelop in the near term.

PUBLIC REALM IMPROVEMENTS



STREETS

- 1 11th Street (Market St to Bryant St)
- 2 12th Street (Market St to Mission St)
- 3 13th Street (Valencia St to Folsom St)
- 4 Gough Street (Otis St to Market St)
- 5 Market Street (12th St to 11th St)
- 6 Oak Street (Franklin St to Van Ness Ave)
- 7 Otis Street (Duboce Ave to South Van Ness Ave)
- 8 South Van Ness Avenue (Mission St to 13th St)
- 9 Valencia Street (Market St to 15th St)

ALLEYS

- 1 Brady Street (Market St to Otis St)
- 2 Chase Court (Colusa Place to Dead-End)
- 3 Colton Street (Brady St to Gough St)
- 4 Colusa Place (Colton St to Chase Ct)
- 5 Jessie Street (South from McCoppin St)
- 6 Lafayette Street (Mission St to Howard St)
- 7 Lily Street (Franklin St to Gough St)
- 8 Minna Street (10th St to Lafayette St)
- 9 Plum Street (Mission St to South Van Ness Ave)
- 10 Rose Street (Gough St to Market St)
- 11 Stevenson Street (Brady St to Gough St)
- 12 Stevenson Street (McCoppin St to Duboce Ave)

OPEN SPACE

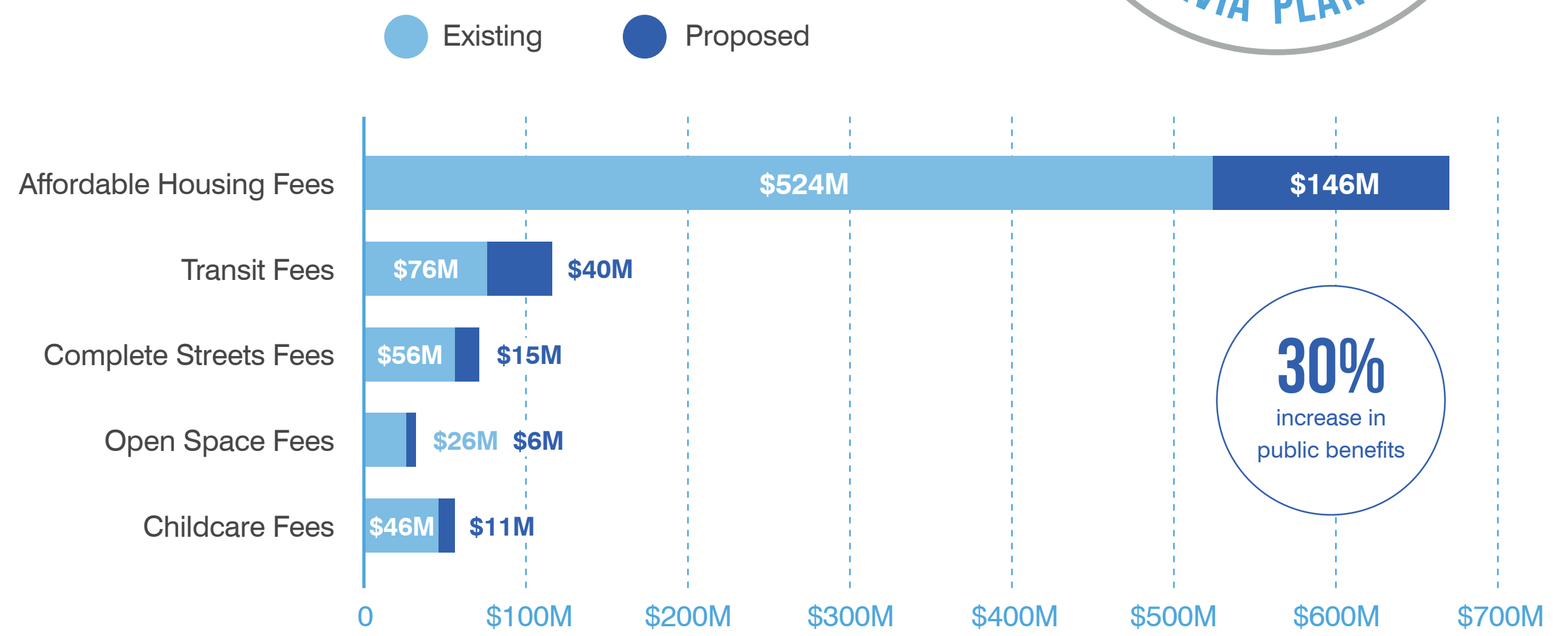
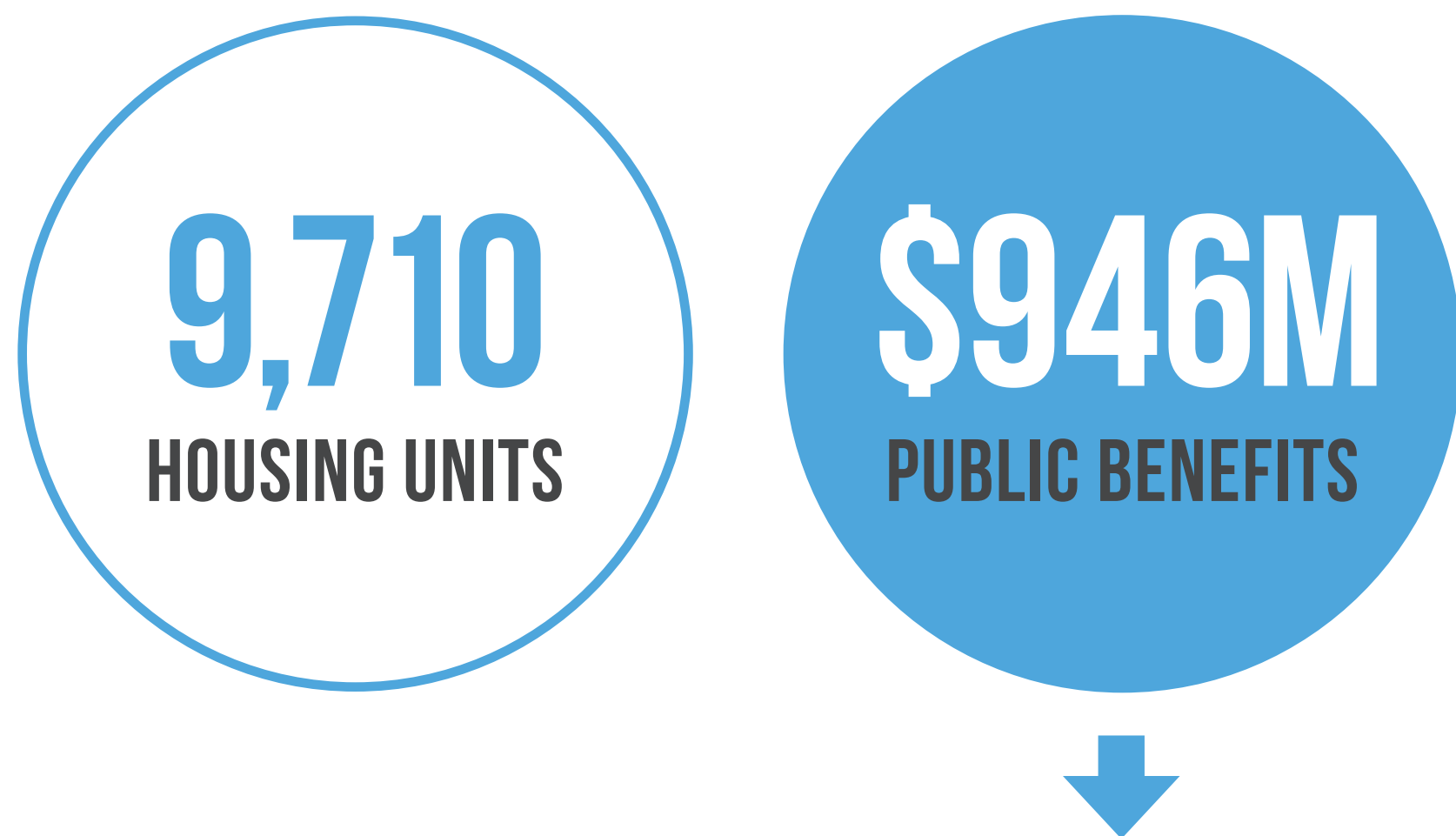
- 1 Oak Plaza
- 2 Brady Park
- 3 12th Street / Otis Street
- 4 Valencia Hub
- 5 Improvements to Buchanan Street Mall
- 6 New/improved Civic Center public spaces
- 7 New park at 11th and Natoma Streets
- 8 Improvements to Koshland Park

PUBLIC BENEFITS RECOMMENDATIONS

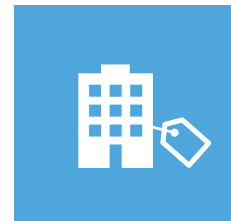


PUBLIC BENEFITS SUMMARY

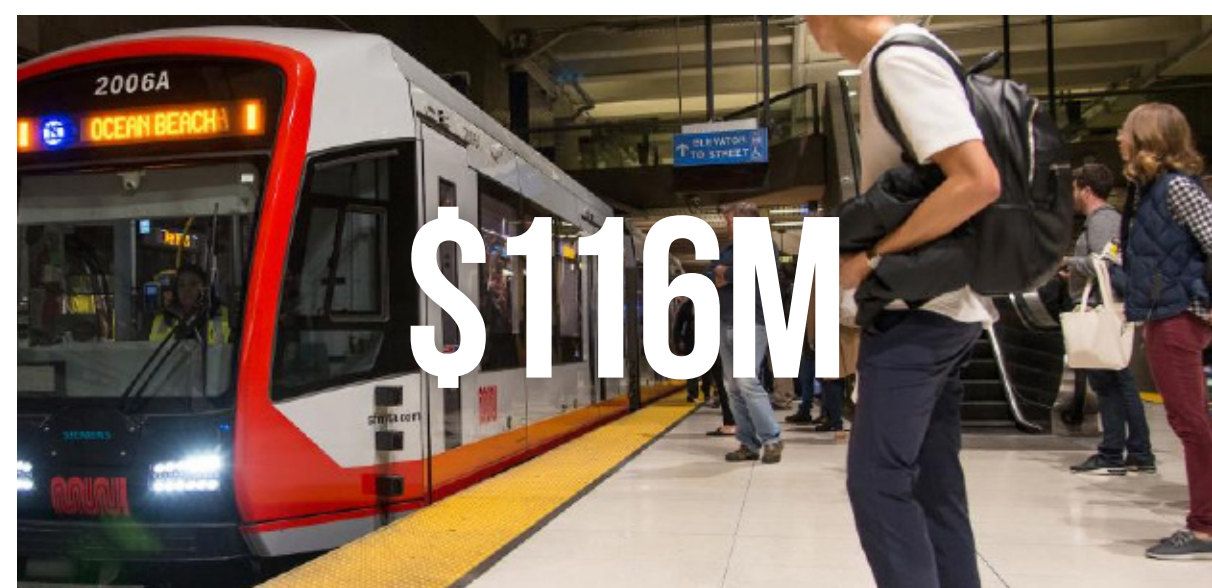
The Plan would create up to...



New on-site units and affordable housing resources



- Achieve 29% of affordable units overall
- 2,159 affordable units through the inclusionary program
- \$154M in impact fees which could fund an additional 643 affordable units, bringing the total number of affordable units to 2,802



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



- \$82M from the Transportation Sustainability Fee
- \$34M from the Market Octavia Area Plan Fee



Redesign of streets and alleys to be safe and comfortable for people walking, biking, and on transit



- \$3M from the Transportation Sustainability Fee
- \$68M from Market Octavia area plan fees

Priority 1: Streets

- 11th Street (Market St to Bryant St)
- 12th Street (Market St to Mission St)
- 13th Street (Valencia St to Folsom St)
- Gough Street (Otis St to Market St)
- Market Street (12th Street to 11th Street)
- Oak Street (Franklin St to Van Ness Ave)
- Otis Street (Duboce Ave to South Van Ness Ave)
- South Van Ness Avenue (Mission St to 13th St)
- Valencia Street (Market St to 15th St)

Priority 2: Alleys adjacent to new development

- Chase Court
- Colton Street (Brady St to Gough St)
- Colusa Place
- Stevenson Street (Brady St to Gough St)

Priority 3

- Other streets & alleys in the Hub area TBD



Funding to meet needs of existing and new residents



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



New parks and enhancement to existing open spaces*



- \$7.5M New Park at 11th and Natoma
- \$7.5M Improvements to Buchanan Mall
- \$2M Improvements to Koshland Park
- \$7.5M New/Improved Civic Center Public Spaces
- \$7.5M Other open spaces in the Hub area TBD

* This would require expanding the buffer around the Market and Octavia Area Plan boundary in which impact fees can be spent, from 250' to 1,000'.

PUBLIC BENEFITS PACKAGE

DETAILED FUNDING SOURCES & USES (IN 2019 DOLLARS)

| Public Benefit | Direct Provision By New Development | Market Octavia + SUD Infrastructure Fee | Transportation Sustainability Fee | Market Octavia + SUD Affordable Housing Fee | School Impact Fee | Child Care Fee | TOTAL By Category | % Share |
|------------------------|-------------------------------------|---|-----------------------------------|---|---------------------|---------------------|----------------------|-------------|
| Affordable Housing | \$516,000,000 | | | \$154,000,000 | | | \$670,000,000 | 71% |
| Transit | | \$34,000,000 | \$82,000,000 | | | | \$116,000,000 | 12% |
| Parks & Recreation | | \$32,000,000 | | | | | \$32,000,000 | 3% |
| Complete Streets | | \$68,000,000 | \$3,000,000 | | | | \$71,000,000 | 7% |
| Schools & Childcare | | | | | \$37,000,000 | \$20,000,000 | \$57,000,000 | 6% |
| TOTAL By Source | \$516,000,000 | \$135,000,000 | \$85,000,000 | \$154,000,000 | \$37,000,000 | \$20,000,000 | \$946,000,000 | 100% |

NOTE: Over the course of Plan build out (roughly 25 years), the City expects to allocate funds among the public benefit categories in the amounts listed (or proportionally according to the category allocation percentages listed, should the final amount of revenues differ from what is shown here). However, the sequence of fund disbursement will be determined based on a variety of factors, including project readiness, community priorities, completion of any additional required environmental review, and other funding opportunities. The list of specific projects is subject to change and is not legally binding.

FOR MORE INFO, VISIT:
sfplanning.org/hub



San Francisco Planning

