

THE HUB PROJECT OVERVIEW

RELATED PLANNING EFFORTS

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 was included within the boundaries of the Market

and Octavia Area Plan. The Hub, characterized as “SoMa West” was envisioned as a “vibrant new mixed-use neighborhood.” Numerous policies in the plan support this vision.

CITYWIDE WORK PROGRAM: THE HEART OF SAN FRANCISCO

The Hub is just one component of City efforts to study the social, economic, transportation, land use, and urban design issues in the greater Downtown area. The Planning Department refers to these collective efforts as the “Heart of the City” initiative in its work program.

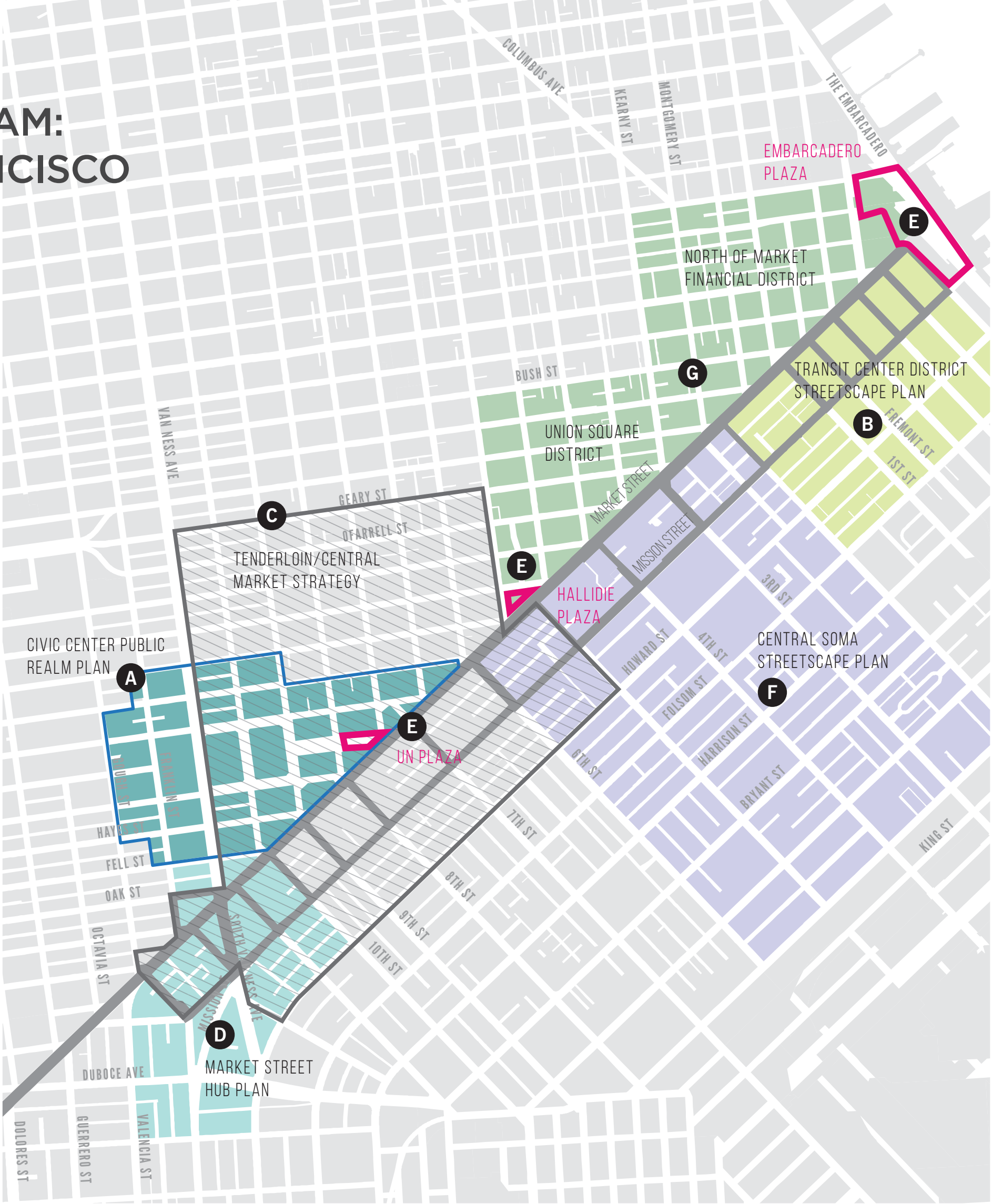
Key Projects

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

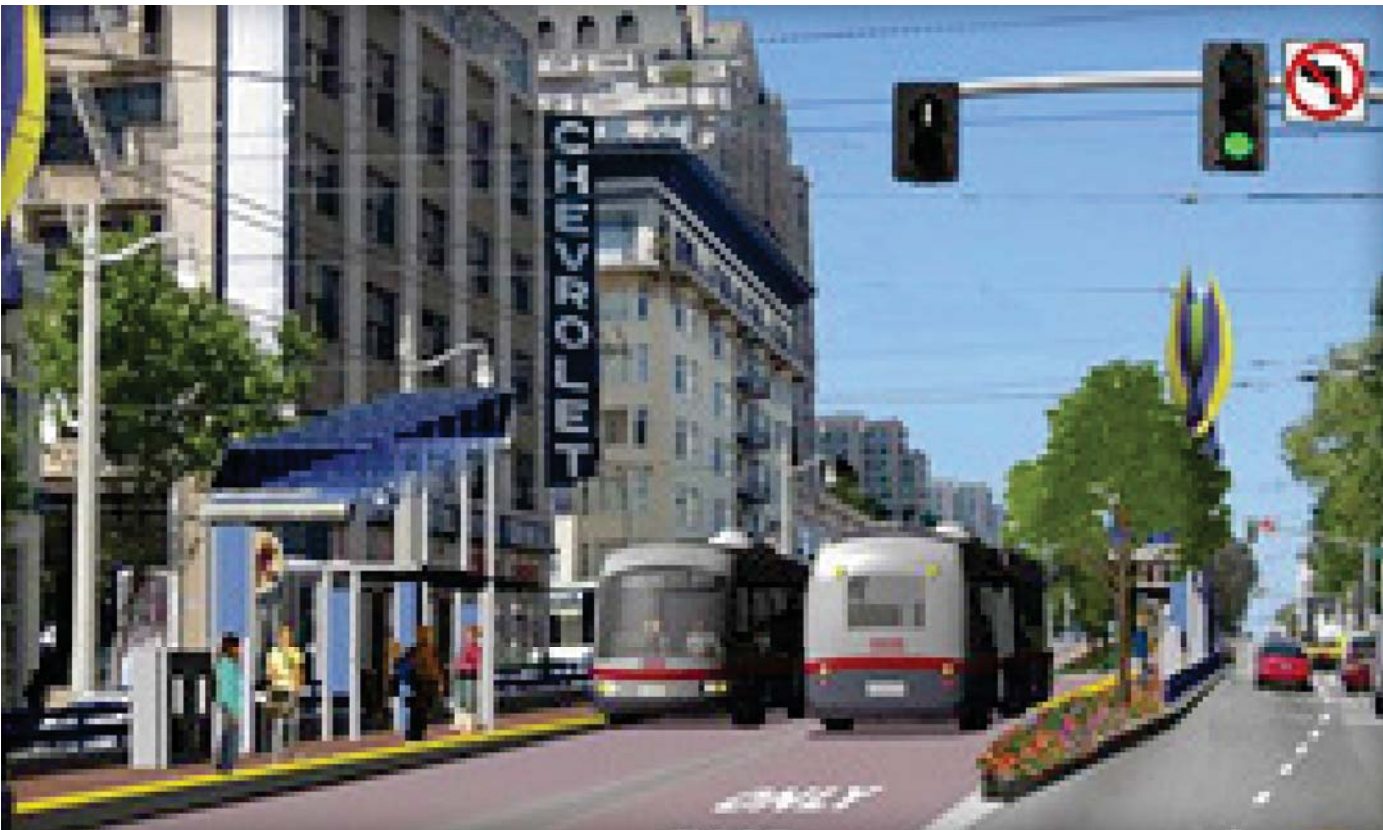


HUB PROJECT GOALS



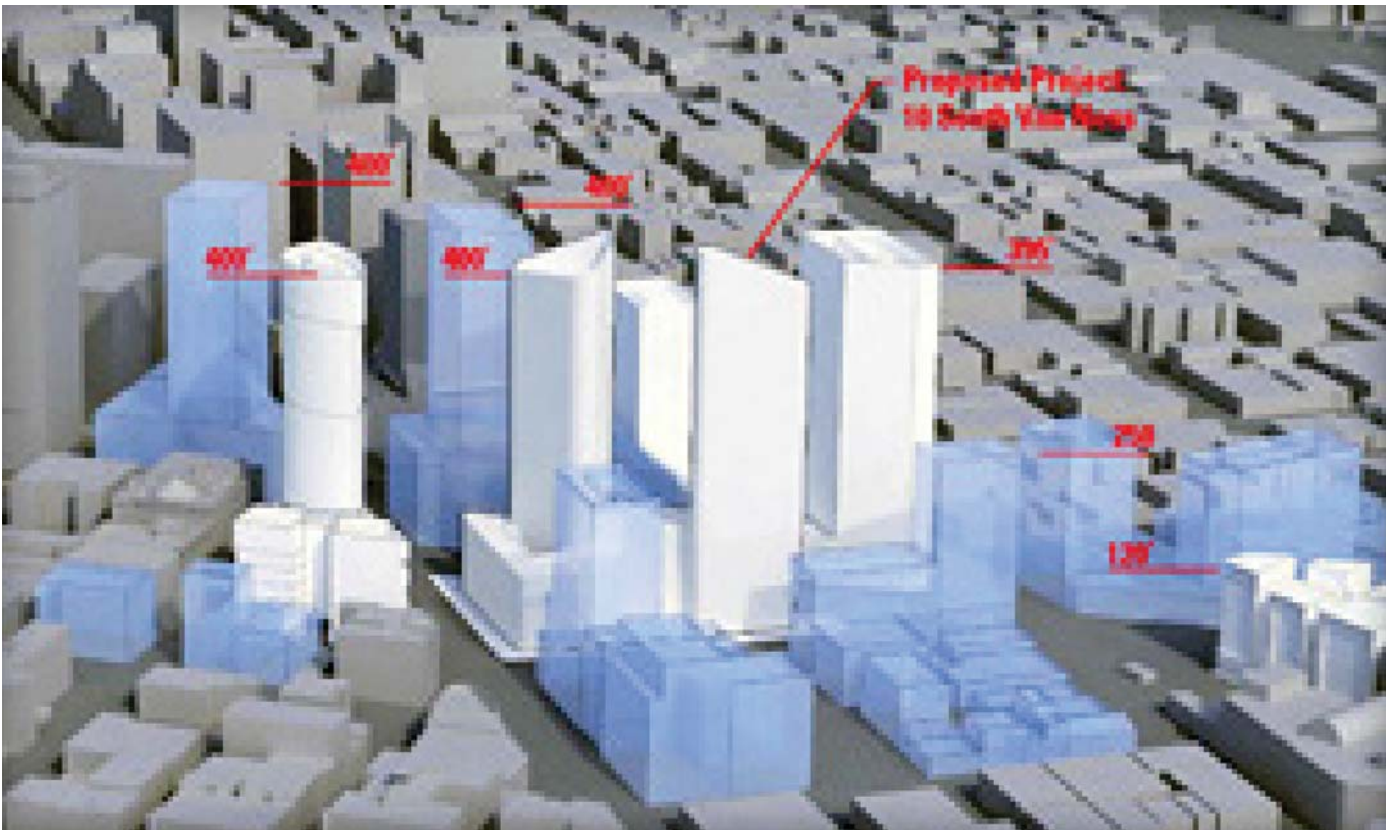
Increase Affordable Housing

Recent City policy, including the voter-approved Proposition K and Mayor Edwin Lee’s Executive Directive 13-01, have called on all City departments to aggressively pursue new opportunities to increase the housing stock, especially permanently affordable units. There are a number of ongoing initiatives to implement this, including changing the existing inclusionary program, increasing local dollars via a new affordable housing bond for affordable housing, and increasing development potential to subsidize affordable housing.



Support Transit Enhancements

The Market & Octavia area was identified as a desirable place to allow more growth due to its proximity to multiple transit lines and the Van Ness MUNI metro station. As San Francisco continues to grow, the transportation infrastructure will need upgrades to accommodate this growth. Changes to zoning in this specific area could leverage funds to improve transportation both in the immediate area and for the City’s transportation network.



Improve the Urban Form

Current high rise tower proposals may result in a “table-topping” effect on the area’s rapidly evolving skyline with uniform heights of tall buildings and little transition to adjacent areas.



Enhance the Public Realm

The Market & Octavia Area Plan includes conceptual designs for improvements to streets, parks, and other public open spaces in the area. Since these concepts were first created in the early 2000s, best practices and city policies for public realm design have advanced. The City now has a clearer idea and vision for components such as bike facilities, pedestrian safety enhancements, shared streets, living alleys, and temporary interventions such as parklets and plazas. Creating better public spaces will reinforce the area’s identity as both as a gateway to other neighborhoods as well as a distinct neighborhood of its own.



Encourage the Arts

This project will explore opportunities to incentivize the development of affordable housing for artists, office space for non-profit organizations, and studio space to support the active cultural community already found in our Civic Center. This could occur through policies that incentivize or require new development to support the arts via impact fees or provision of needed arts-related spaces.

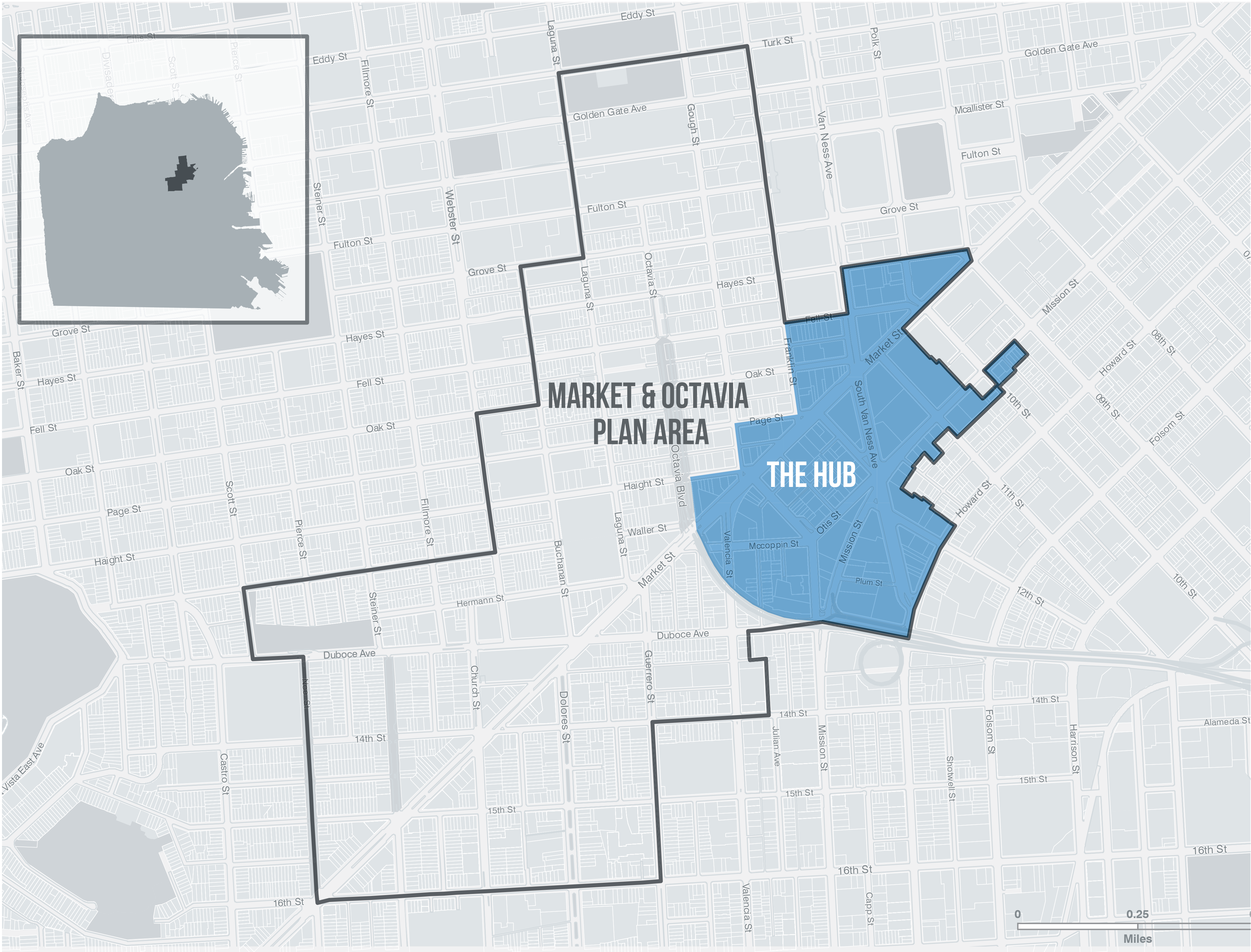


FOR MORE INFO, VISIT:
[SF-PLANNING.ORG/HUB](https://sf-planning.org/hub)



THE HUB PROJECT OVERVIEW

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



FOR MORE INFO, VISIT:
[SF-PLANNING.ORG/HUB](https://sf-planning.org/hub)

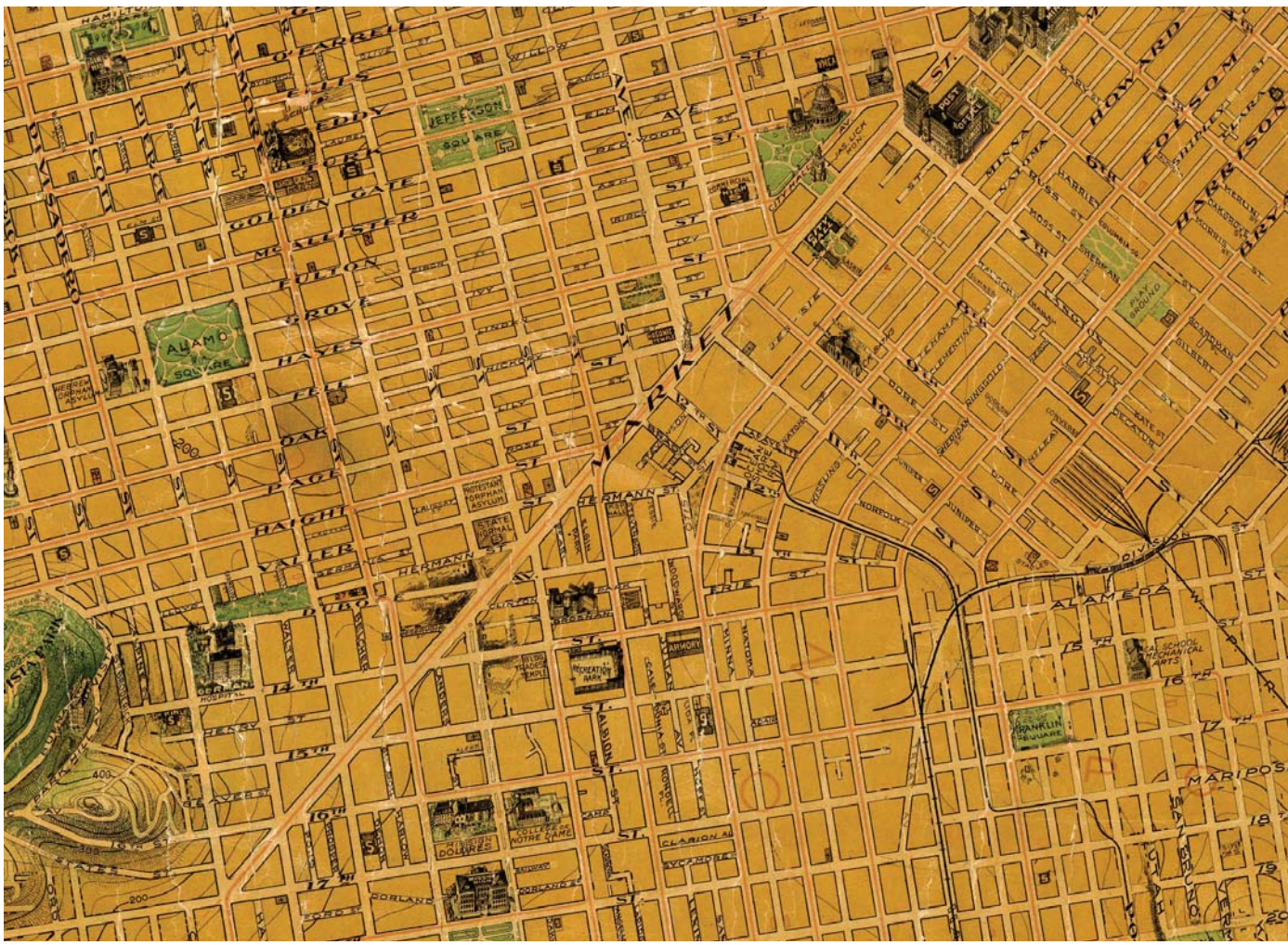


PROJECT OVERVIEW WHAT IS THE HUB?

THE HUB THEN

[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 Cronande



Market Street near Gough, before 1945. Photographer unknown.



Used car lot on Market Street where Gough now runs to Mission Street, circa 1939.



1883 photo looking down Buchanan St. to Market St. and toward the southeast.



Market Street near Van Ness, 1920.



Construction linking Market Street with Mission. (S. Van Ness Extension, 1930s)



Gough Street extension, 1949.

THE HUB TODAY

It sits at the center of the city and is a transit hub, yet currently has poor pedestrian space and is dominated by traffic.

In the Market & Octavia Area Plan, the Hub, or “SoMaWest,” was designated as an area with tremendous potential and challenges.

Market & Octavia Plan Goals:

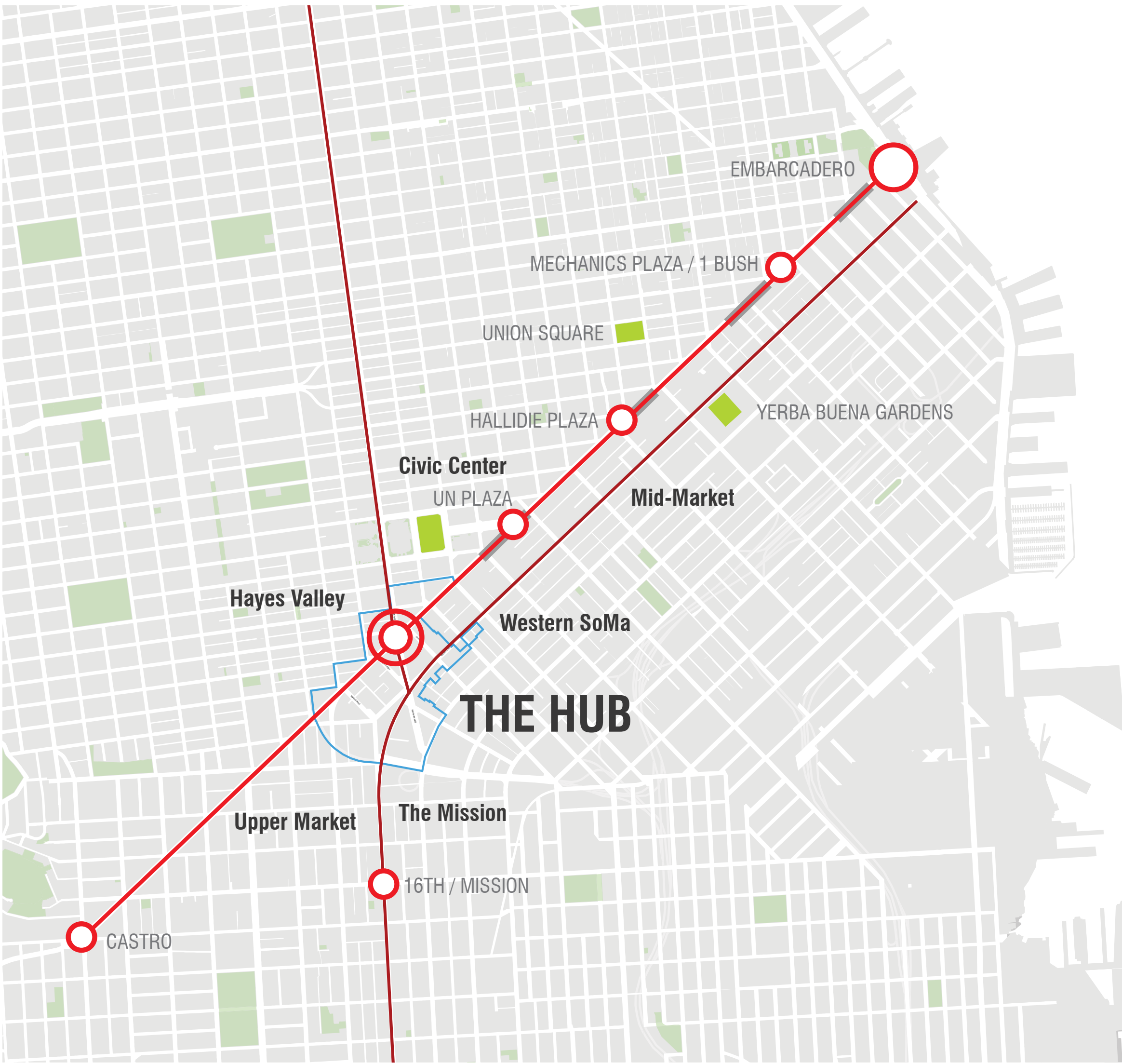
CREATE A VIBRANT NEW MIXED-USE NEIGHBORHOOD

ESTABLISH A FUNCTIONAL, ATTRACTIVE AND WELL-INTEGRATED SYSTEM OF PUBLIC STREETS AND OPEN SPACES

“This is the one part of the Market and Octavia area where creating a new, truly high-density mixed-use neighborhood can be achieved and would bring tremendous benefit to the city as a whole.”



Haight Street and Gough Street Intersection



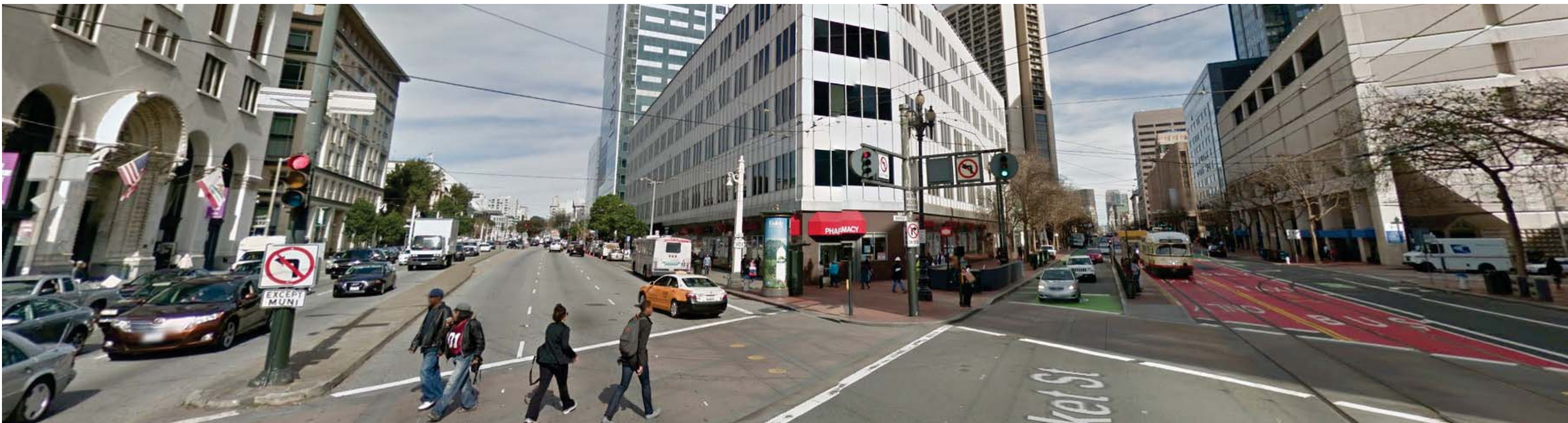
33 Gough, City College



12th Street at Otis, looking north



Market Street at Brady Street, looking south



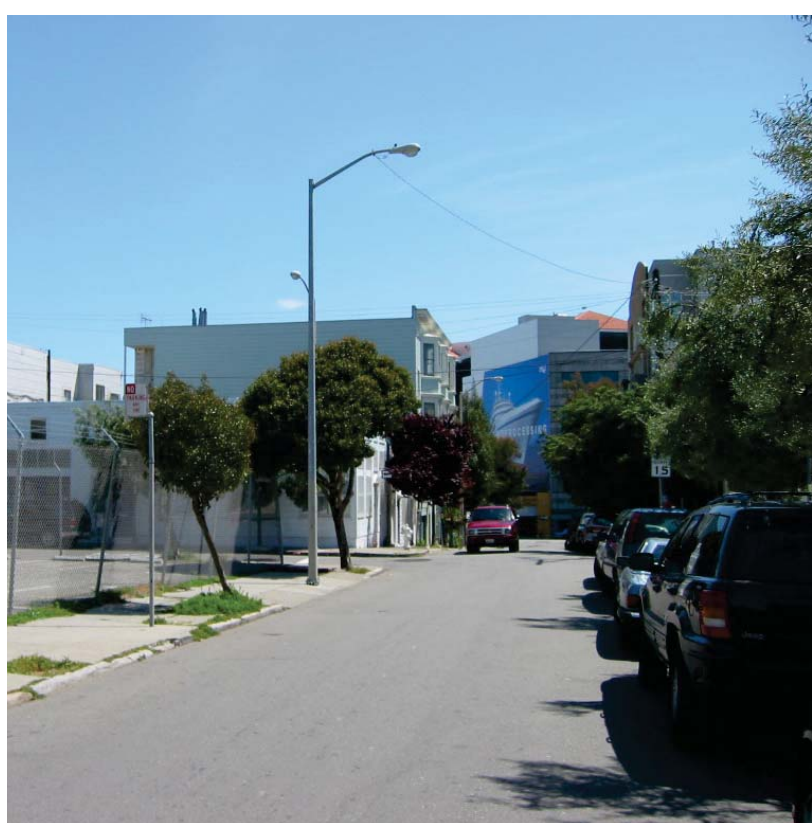
Market Street and Van Ness Avenue Intersection



Colton Street at Gough Street, looking east



Stevenson Street at Gough Street, looking east



Brady Block



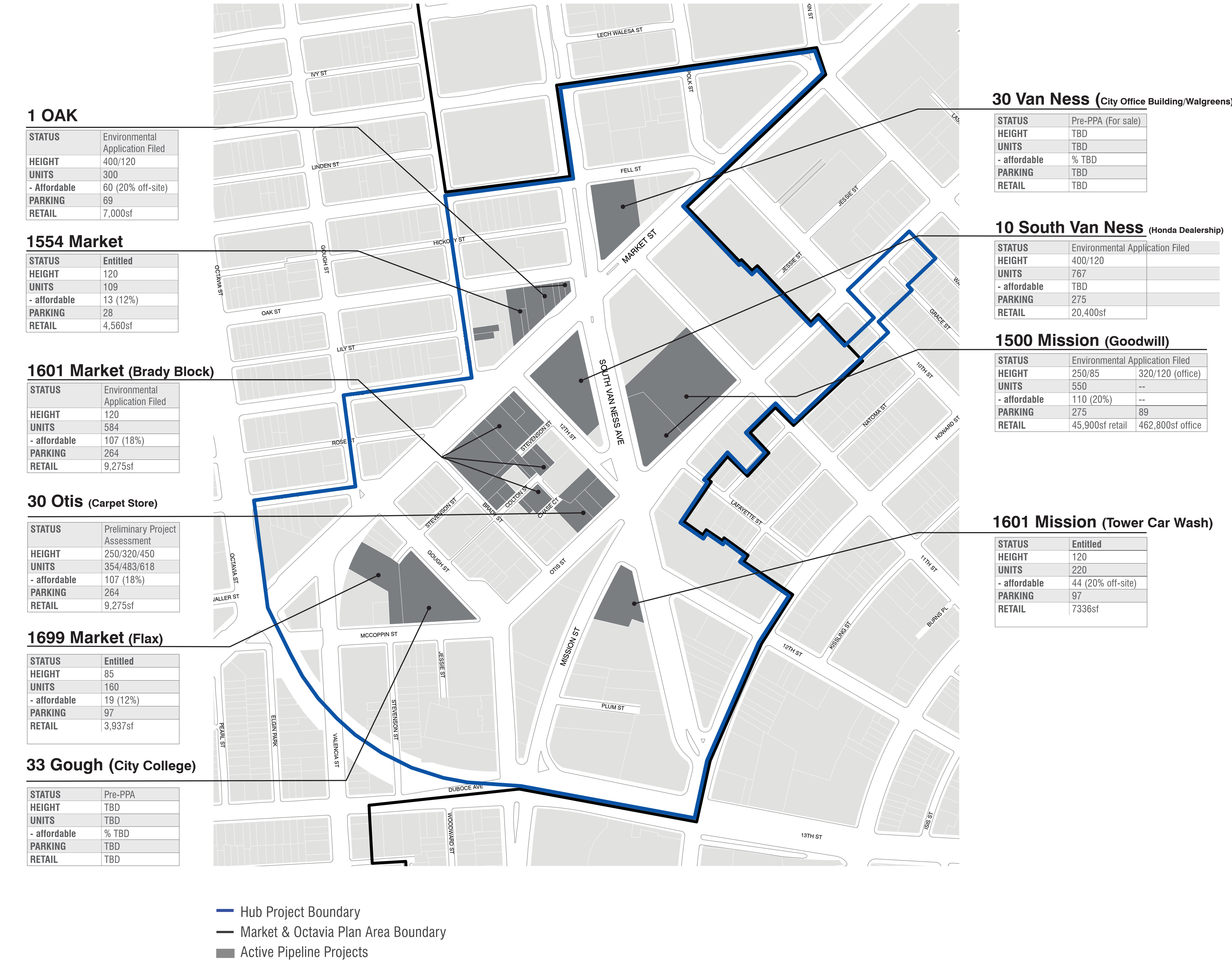
Otis Street at Gough Street, looking west



FOR MORE INFO, VISIT:
SF-PLANNING.ORG/HUB

CONTEXT WHAT IS HAPPENING IN THE HUB?

ACTIVE PIPELINE PROJECTS & PUBLIC SITES



The Market & Octavia Area Plan anticipated that most of the housing in the Hub would come from the development of relatively large sites. These larger projects take longer to develop, and due to the recession, generally did not receive much attention from developers following the Plan’s adoption in 2008. However, in the current economic climate, this area is now receiving concentrated attention from the development community. The map above includes active pipeline projects in the plan area and the project details. While no formal application has been filed with the Department, the map also includes two important public sites that fall within the Hub; 33 Gough and 30 Van Ness. Some of the pipeline projects are moving forward under existing zoning, while other projects may wait and take advantage of this process.



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



1 Oak Street / Build Inc. & Snehetta and SCB Architects



1601 Mission / Trumark Urban / Handel Architects / Surface Design Landscape Architects



1699 Market / Urban Communities

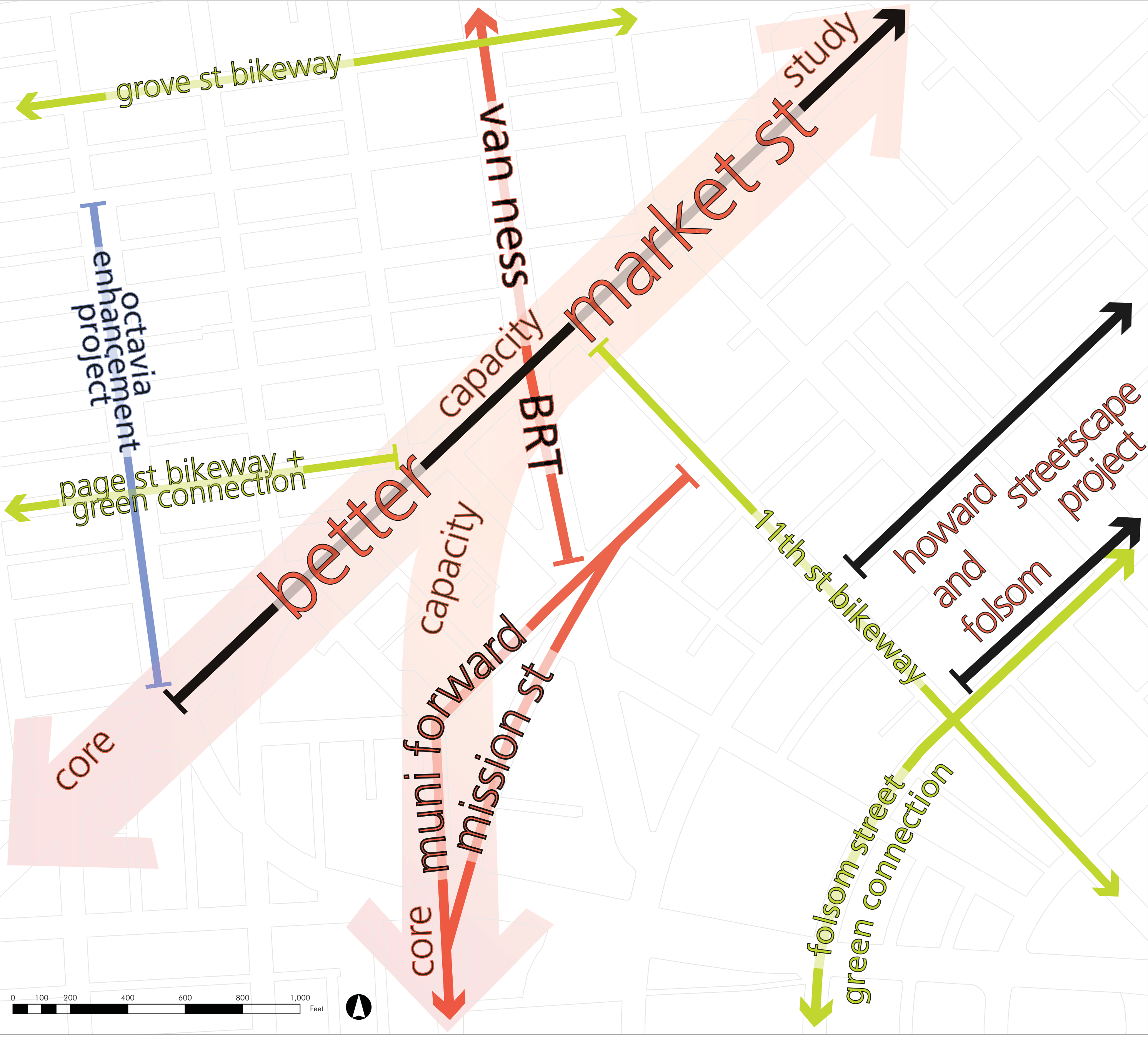


FOR MORE INFO, VISIT:
[SF-PLANNING.ORG/HUB](https://sf-planning.org/hub)



CONTEXT WHAT IS HAPPENING IN THE HUB?

TRANSPORTATION PROJECTS UNDERWAY



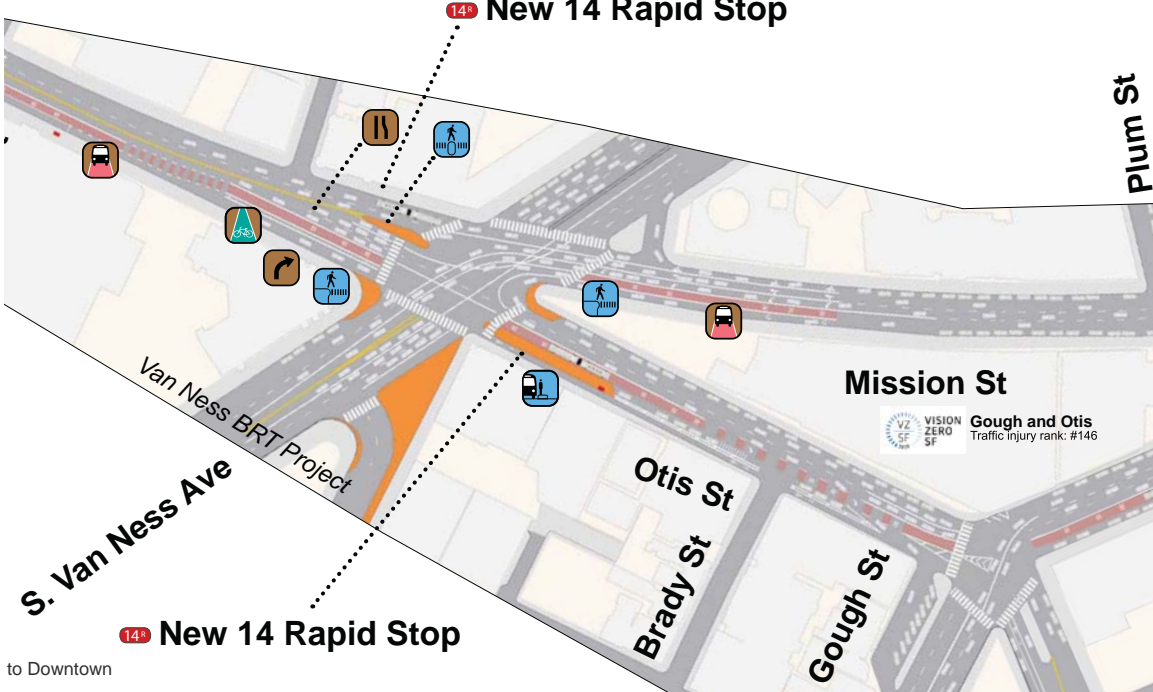
Better Market Street

San Francisco's vision for a Better Market Street will reconstruct the City's premier cultural, civic and commercial corridor and the region's most important transit street to make it easier and safer for people to get around and creating a vibrant and inclusive destination where people want to live, work and visit. The rendering above depicts one option proposed for the Better Market Street Project.



Van Ness Bus Rapid Transit (BRT) and Streetscape Project

The new Van Ness BRT will improve transit service along Van Ness Avenue, by reducing transit trip times by as much as 32%. In addition, this project will improve pedestrian safety and comfort, enhance the street's urban design, and strengthen the identity of Van Ness Avenue. Construction is scheduled to begin in late Spring 2016.



14 Mission Rapid Project

This project will provide dedicated transit-only lanes to allow buses to bypass traffic, reducing delay and making for a smoother ride. It will also consolidate stops along the route for improved efficiency and increased frequency during the AM and PM peak, making for a less crowded and more reliable ride.

11th Street Bikeway

11th Street is an important connecting route between Market Street and Division Street. The 11th Street corridor has existing bike lanes and bicycle-friendly signal timing but the goal is to make 11th Street safer and more comfortable for bicycling and walking. The street will be upgraded to better facilitate multimodal transportation and could include protected bikeways. Preliminary design is under way.

Folsom / Howard Streetscape Project

This project, identified in the Central SOMA Plan, will improve safety for all forms of transportation on Folsom Street and Howard Street, address the future transportation demands of additional residential and commercial development in the SoMa neighborhood, encourage comfortable and safe bicycling and walking for all users, and enhance the role of transit to more effectively serve the neighborhood.



Folsom Street Bikeway/Green Connection

As a long-term Green Connection route, Folsom Street is identified as an important connecting route for pedestrians, bicyclists, and other active transportation users. Recent improvements to Folsom Street have included bike lanes south into the Mission and pilot separated bikeways through SOMA (as shown above). Additional improvements would continue to enhance the street as a major route for sustainable transportation, green the street and upgrade its stormwater management capabilities, and improve its role as an urban wildlife corridor.

Page Street Bikeway/Green Connection

Page Street is receiving attention as part of the Octavia Enhancement Project and the Lower Haight Public Realm Plan. Improvements will build on the recent addition of a center-running green bike lane and green bike turning boxes, and will capitalize on Page Street's important role as a key east-west Green Connection route through the Upper and Lower Haight neighborhoods.

Grove Street Bikeway

Planning is under way for potential walking and biking improvements to Grove Street as a part of the nearby Civic Center Public Realm Plan. Grove Street improvements could include pedestrian and bicycle safety upgrades and other streetscape enhancements such as bike lanes in both directions, protected bikeways, enhanced pedestrian facilities, new rain gardens or other stormwater management features, bulbouts or other traffic calming measures, or other features.

MAJOR TRANSIT CAPACITY INVESTMENTS AND PROGRAMS



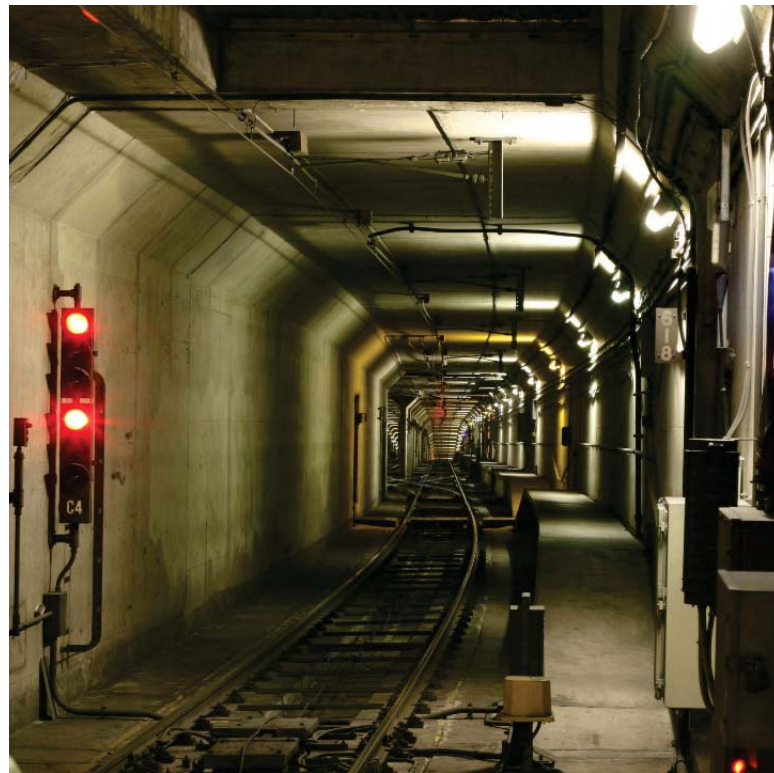
Transportation Sustainability Program

The Transportation Sustainability Program ("TSP") is an initiative to improve and expand the transportation system to help accommodate new growth and create a policy framework for private development to contribute to minimizing its impact on the transportation system, including helping to pay for the system's enhancement and long-term expansion. More information on the TSP can be found at: <http://sf-planning.org/transportation-sustainability-program>



Muni LRV Fleet Replacement & Expansion

Over 200 new Light Rail Vehicles (LRVs) have been purchased. While existing LRVs can carry 120 passengers, the new LRVs can carry over 200 passengers. The new cars will be larger, quieter, more reliable and safer. Many of the routes that run as 1-car trains today will increase to 2-car trains in the future. It is anticipated that the first new vehicles in the fleet will arrive in 2017.



Replacing Aging Wiring & Switches

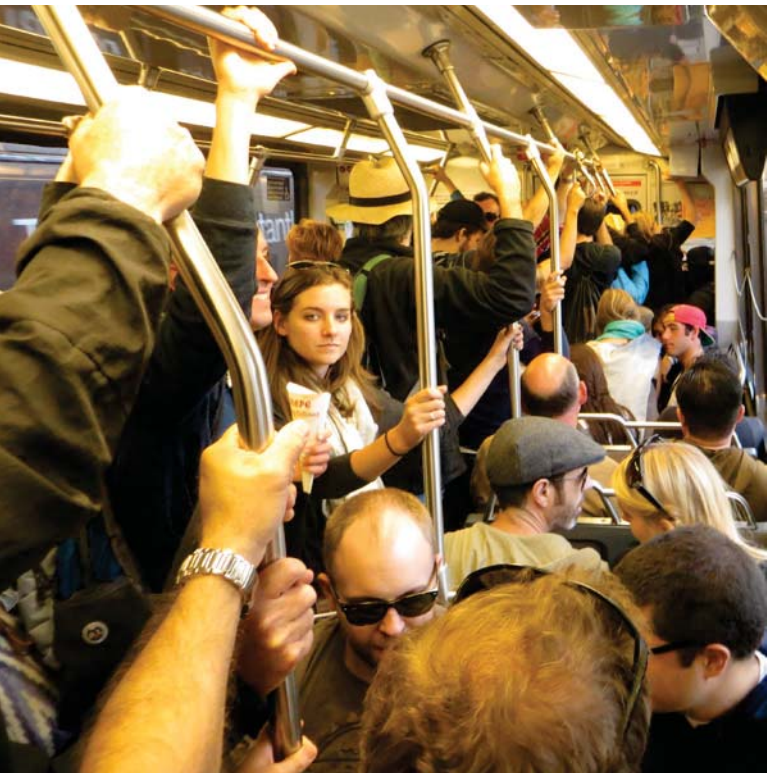
This is a MUNI priority that will help smooth train flow and speed, and improve safety and system reliability and resilience.



Rail Capacity Strategy

This strategy identifies near-term and long-term investments to reduce crowding of the MUNI Metro system and improve transit service. A long-term transportation investment is under consideration for the Division Street corridor.

Source: Draft SFMTA Rail Capacity Strategy, February 2016



Long Range Transportation Plan

San Francisco's Long-Range Transportation Planning Program (LRTPP) is a multi-agency collaborative effort to tackle San Francisco's transportation challenges today and into the future. The LRTPP includes development of a long range Transportation Vision to set a course for a robust, world-class, and equitable transportation network for our city, along with a plan to sustainably invest in and manage our transportation system to address existing and future transportation needs.



FOR MORE INFO, VISIT:
SF-PLANNING.ORG/HUB

