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**

- Civic Center Public Realm Plan
- Transit Center Streetscape Plan
- Tenderloin/Central Market Strategy
- Market Street Hub Plan
- Mayor Public Plazas Redesign
- Central SoMa Streetscape Plan
- North of Market Public Realm Plan

**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 alley, 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 safety enhancements of the arts via impact fees or provision of needed arts-related spaces.
THE HUB

PROJECT OVERVIEW

PROJECT BOUNDARY

PROJECT TIMELINE

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAN–MAR 2016</td>
<td>Project start-up, existing conditions analysis, stakeholder meetings</td>
</tr>
<tr>
<td>APRIL 2016</td>
<td>Workshop #1: Urban Form, Land Use, and Public Benefits</td>
</tr>
<tr>
<td>JUNE 2016</td>
<td>Workshop #2: Public Realm</td>
</tr>
<tr>
<td>FALL 2016</td>
<td>Workshop #3: Refined Options and Designs</td>
</tr>
<tr>
<td>OCT 2016–OCT 2018</td>
<td>Environmental Review Process</td>
</tr>
</tbody>
</table>
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

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.”

FOR MORE INFO, VISIT:
SF-PLANNING.ORG/HUB
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.
CONTEXT WHAT IS HAPPENING IN THE HUB?

TRANSPORTATION PROJECTS UNDERWAY

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 accommodate growth and reduce negative impacts on the environment.

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 will help improve safety and system reliability.

Replacing Aging Wiring & Switches
This is a MUNI priority to improve system reliability and safety by replacing aging wiring and switchgear.

Rail Capacity Strategy
This strategy identifies near and long-term investments to improve the capacity of the Muni Metro system and enhance service to areas. It includes the development of a new rail yard and improvements to existing infrastructure.

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