



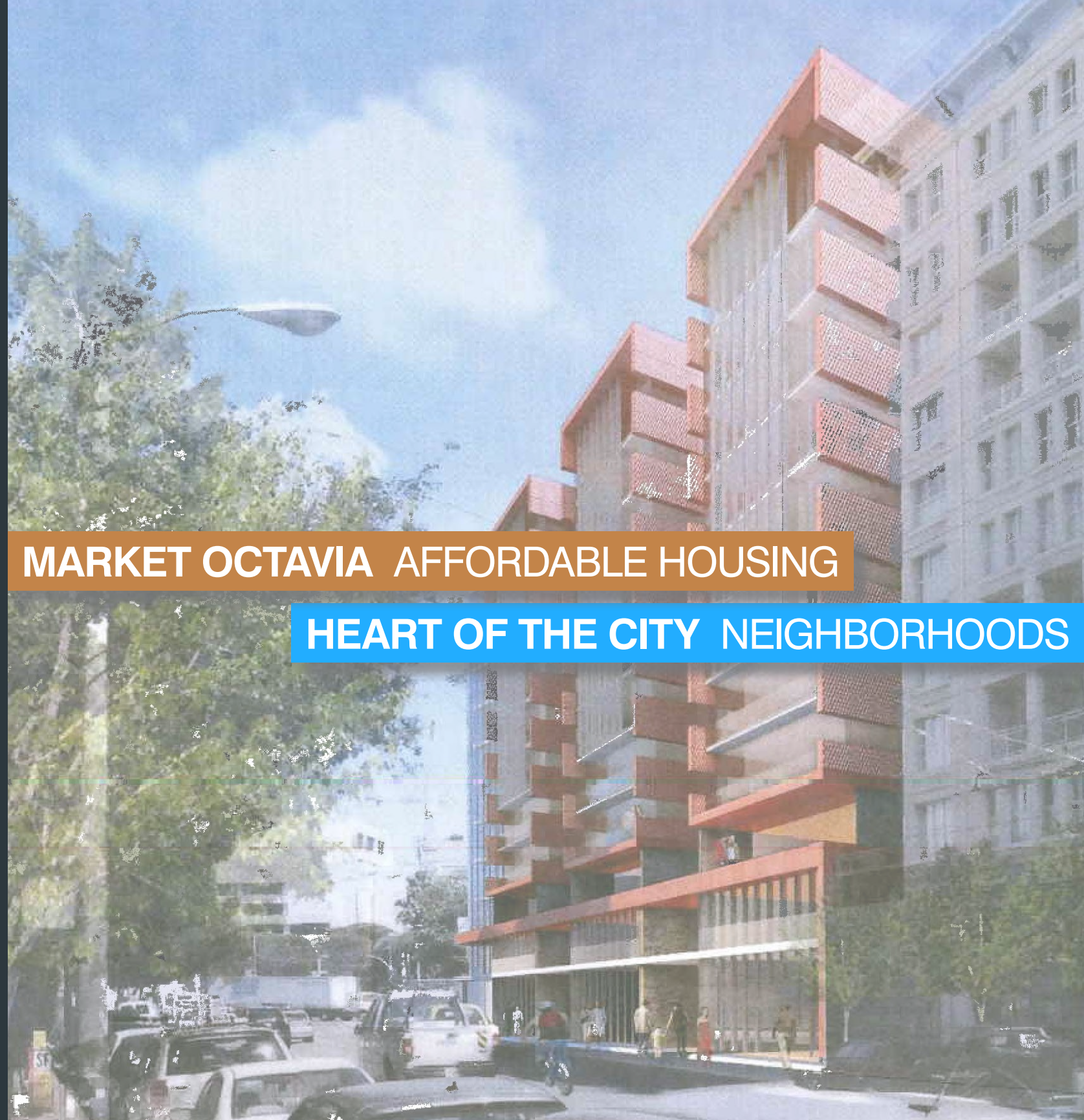
PLANNING COMMISSION
OCTOBER 15 2015

San Francisco
Planning

PROJECT IMPETUS

MARKET OCTAVIA AFFORDABLE HOUSING

HEART OF THE CITY NEIGHBORHOODS



1601 Mission Street / Trumark & Handel Architects

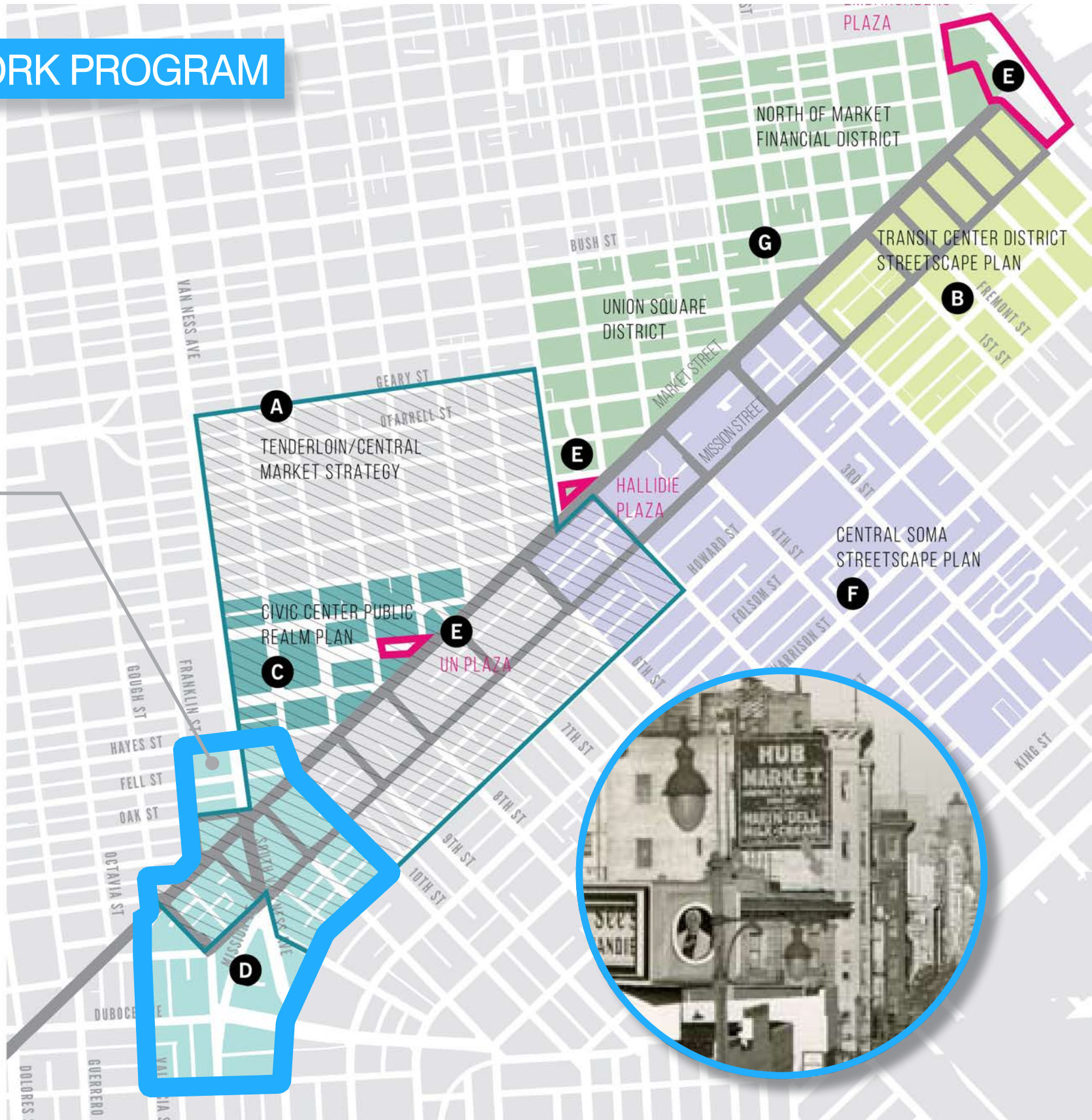
HEART OF THE CITY CITYWIDE WORK PROGRAM

NEIGHBORHOOD INITIATIVES

- A. Tenderloin/Central Market Strategy **CURRENT-2015**
- B. Transit Center Streetscape Plan **CURRENT-2015**
- C. Civic Center Public Realm Plan **2014-2016**
- D. Van Ness And Market Plan Update **2015-2016**
- E. Major Public Plazas Redesign **2015-2017**
- F. Central SoMa Streetscape Plan **2016-2018**
- G. North of Market Public Realm Plan **2017-2019**

AREA-WIDE INITIATIVES

- Better Market Street **CURRENT-2018**
- Market Street Partnership Initiative



PLANNING CONTEXT **PLACEMAKING & INCLUSIVITY**

HEART OF THE CITY INITIATIVE GOALS



Make our civic commons welcoming to everyone.



Create vibrant, world-class public spaces.



Build partnerships to bring art, culture and innovation to Market St.

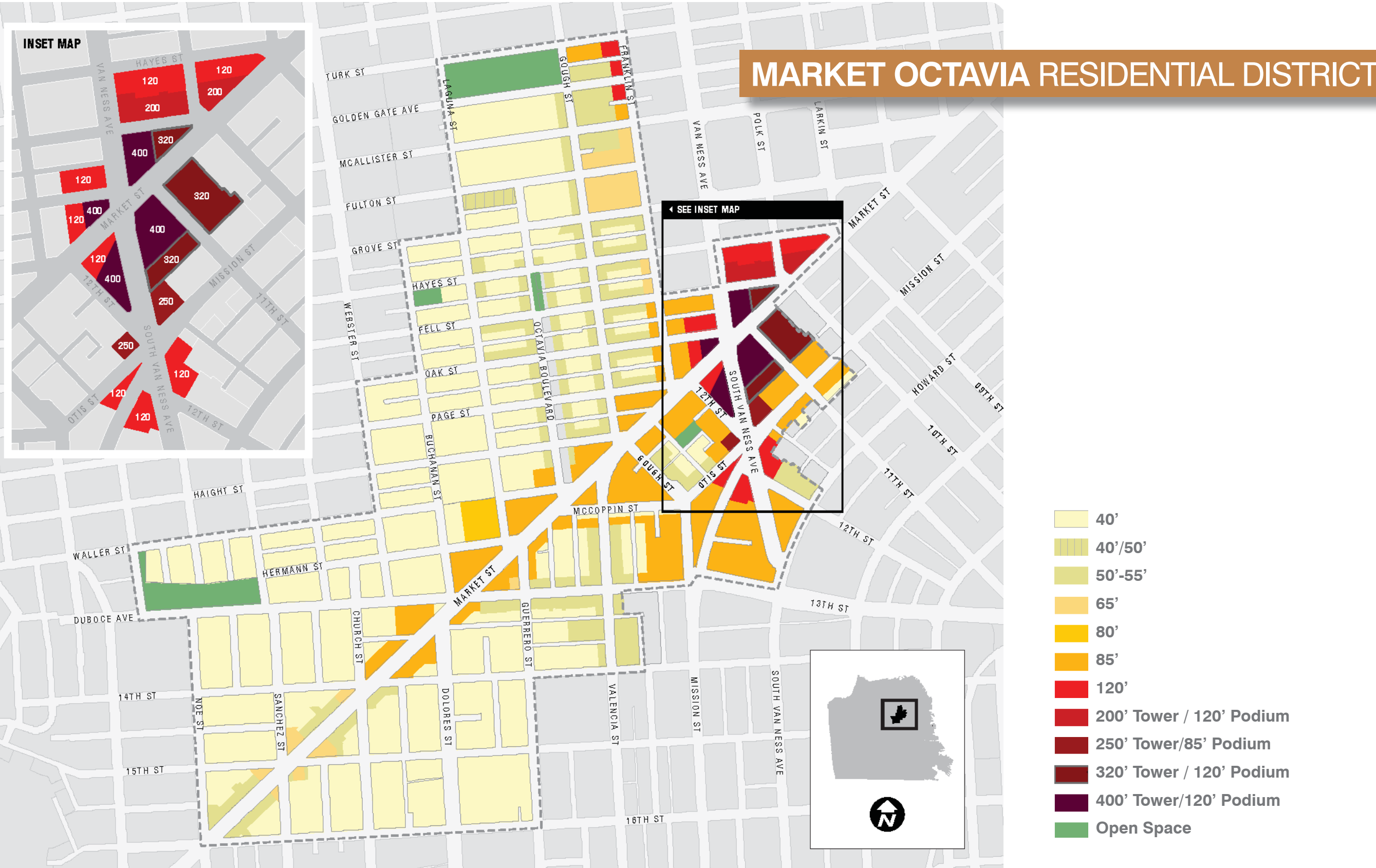


Connect neighborhoods.

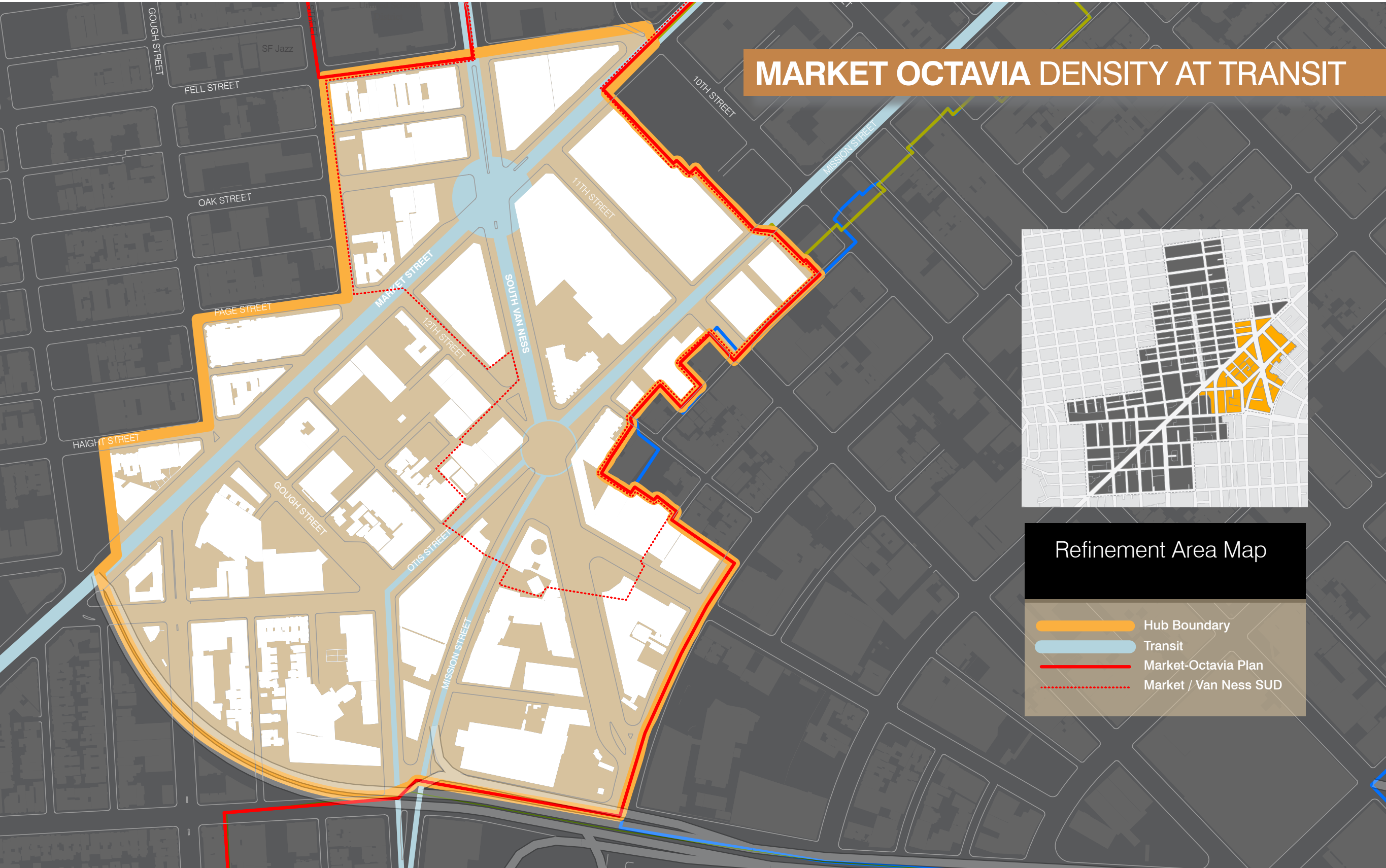


Envision the future of transportation.

PLANNING CONTEXT **HOUSING**

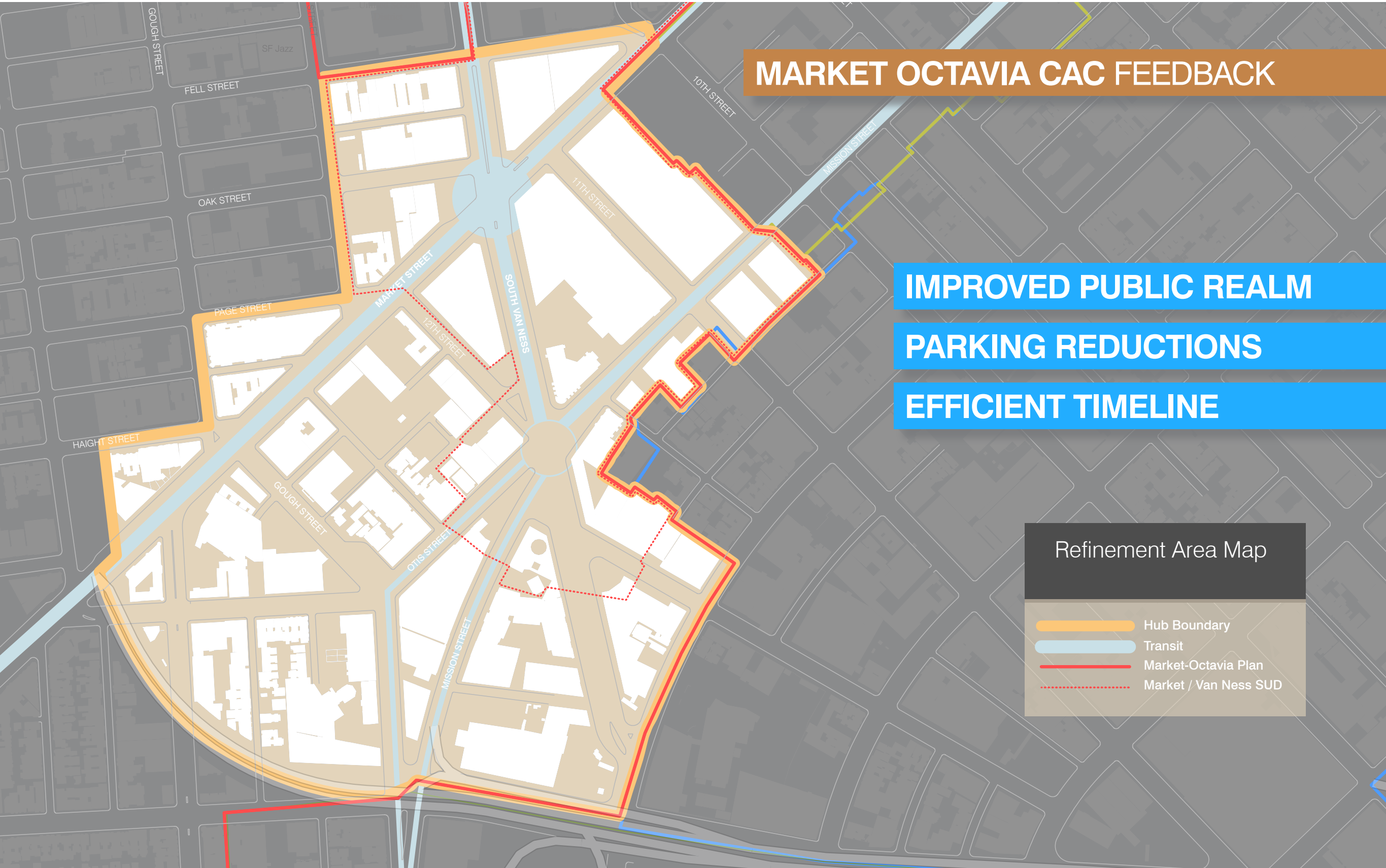


MARKET OCTAVIA DENSITY AT TRANSIT



Refinement Area Map

- Hub Boundary
- Transit
- Market-Octavia Plan
- Market / Van Ness SUD



PROJECT SCOPE & GOALS

REZONING REFINEMENTS

PUBLIC REALM PLAN



1554 Market Street / Trumark & Handel Architects

PROJECT SCOPE & GOALS

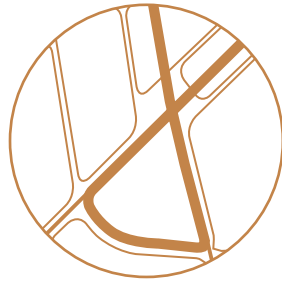
REZONING REFINEMENTS

PUBLIC REALM PLAN



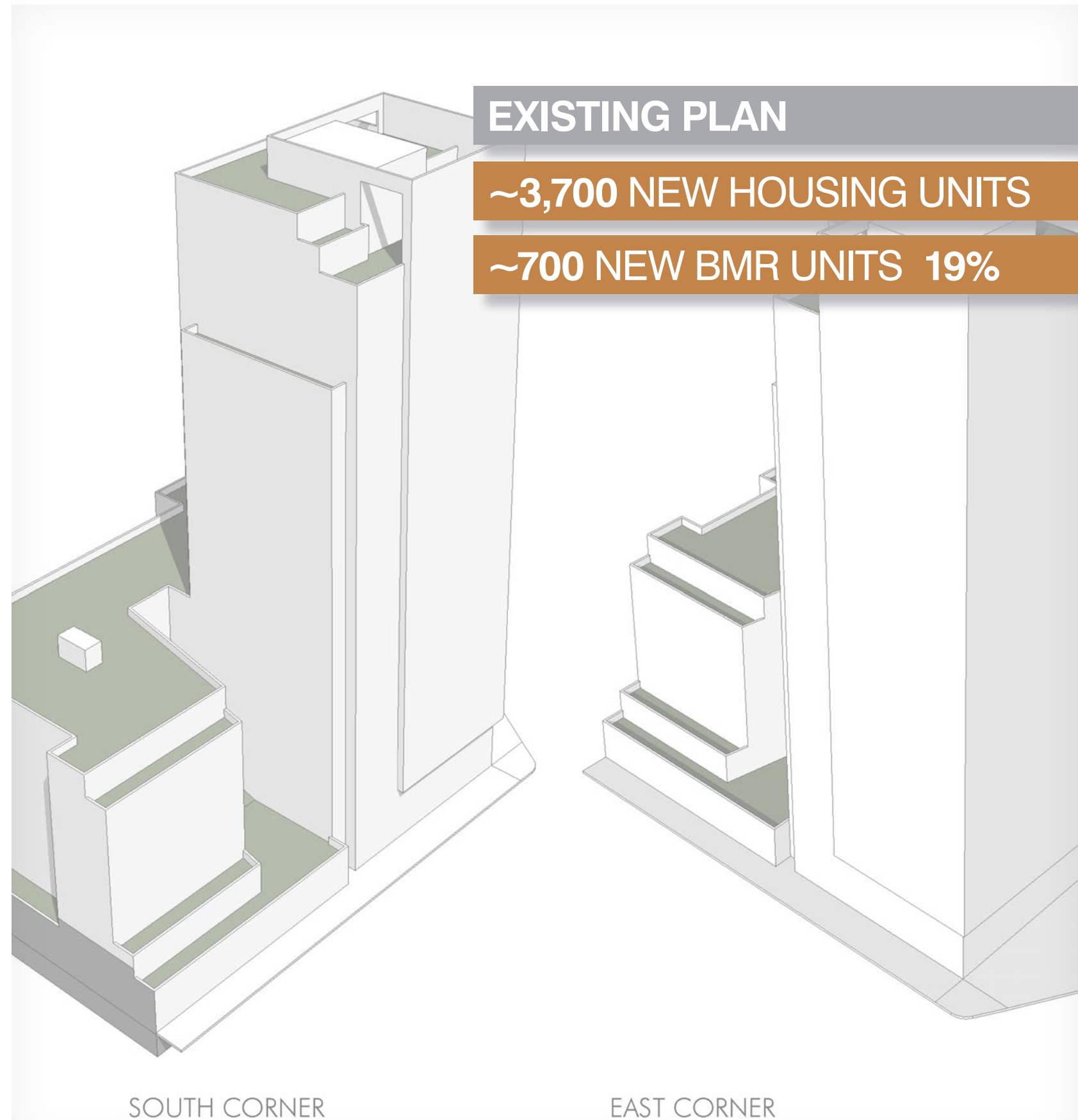
1554 Market Street / Trumark & Handel Architects

PUBLIC BENEFITS PROJECT SCOPE



Increase Affordable Housing

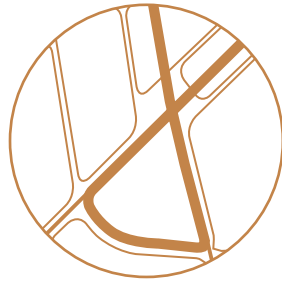
By offering **modest height and bulk increases**, the plan can require **significant increases in affordability**.



Data from Strategic Economics Memo 08.12.2015

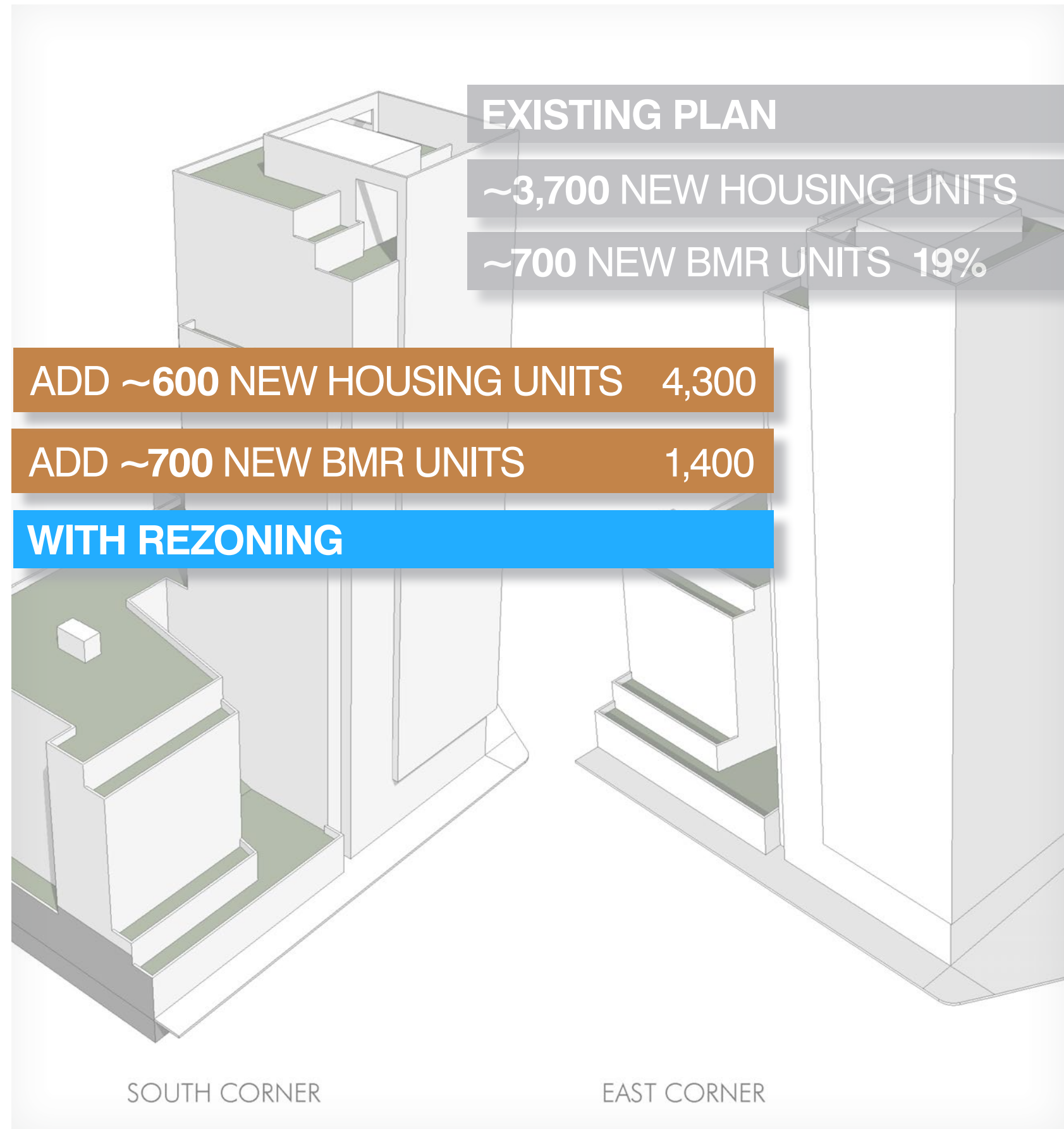
30 Otis Street / Align Real Estate & Gould Evans

PUBLIC BENEFITS PROJECT SCOPE

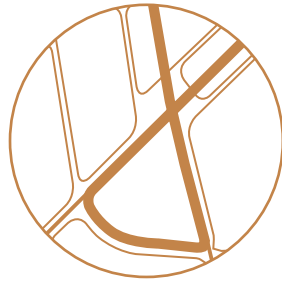


Increase Affordable Housing

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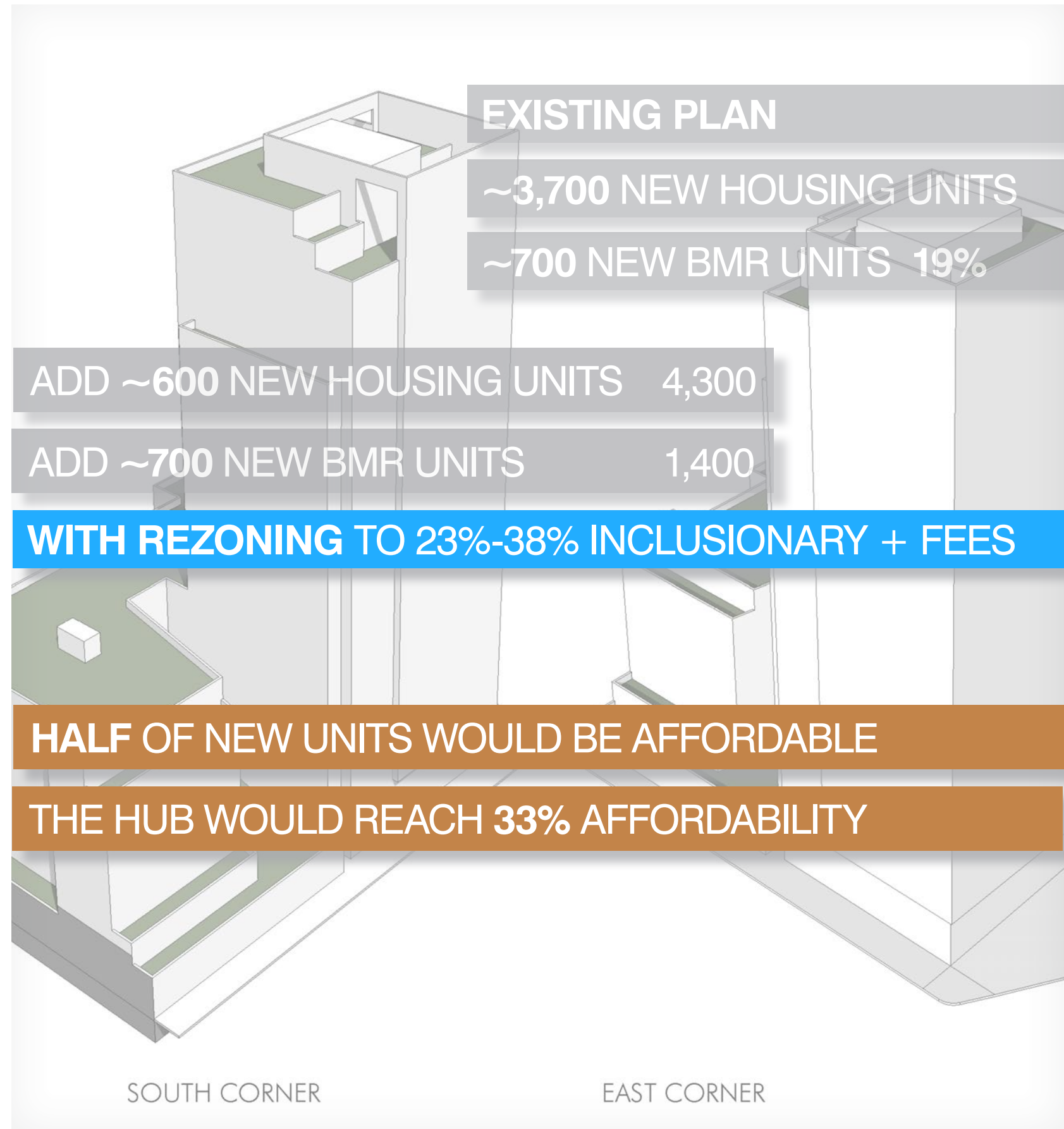


PUBLIC BENEFITS PROJECT SCOPE

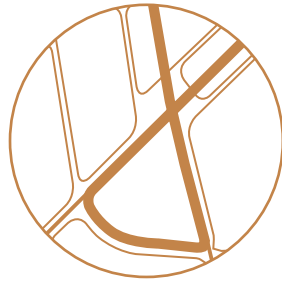


Increase Affordable Housing

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PUBLIC BENEFITS PROJECT SCOPE



Support Transit Improvements

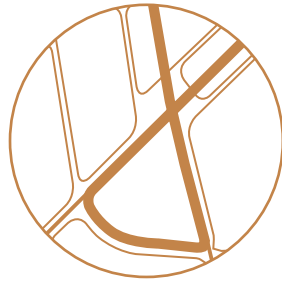
By **reducing parking** and **increasing transit contributions from development**, the project would support currently planned transit projects and overall system capacity.



VAN NESS BUS RAPID TRANSIT

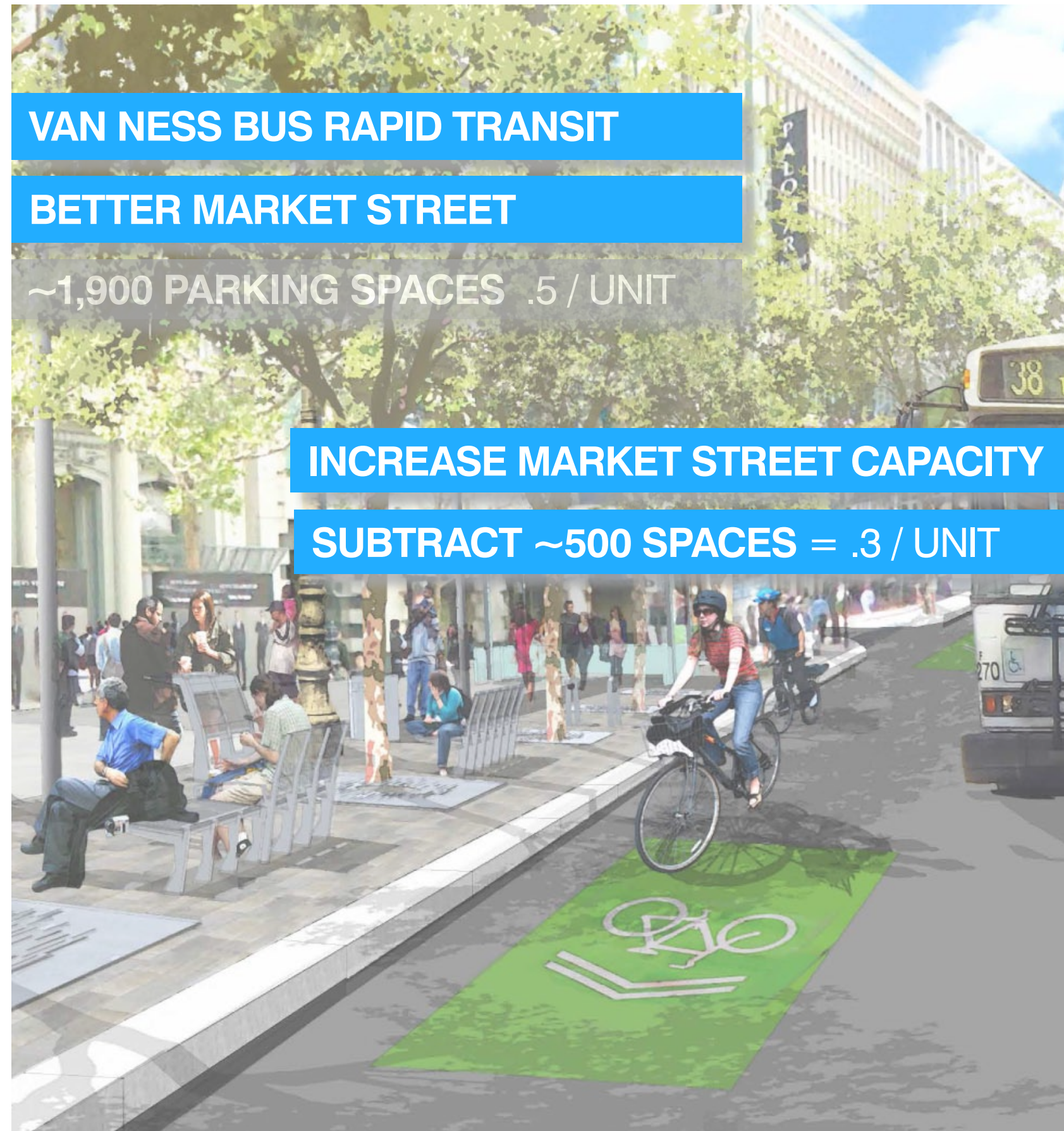
BETTER MARKET STREET

~1,900 PARKING SPACES .5 / UNIT



Support Transit Improvements

By **reducing parking** and **increasing transit contributions from development**, the project would support currently planned transit projects and overall system capacity.



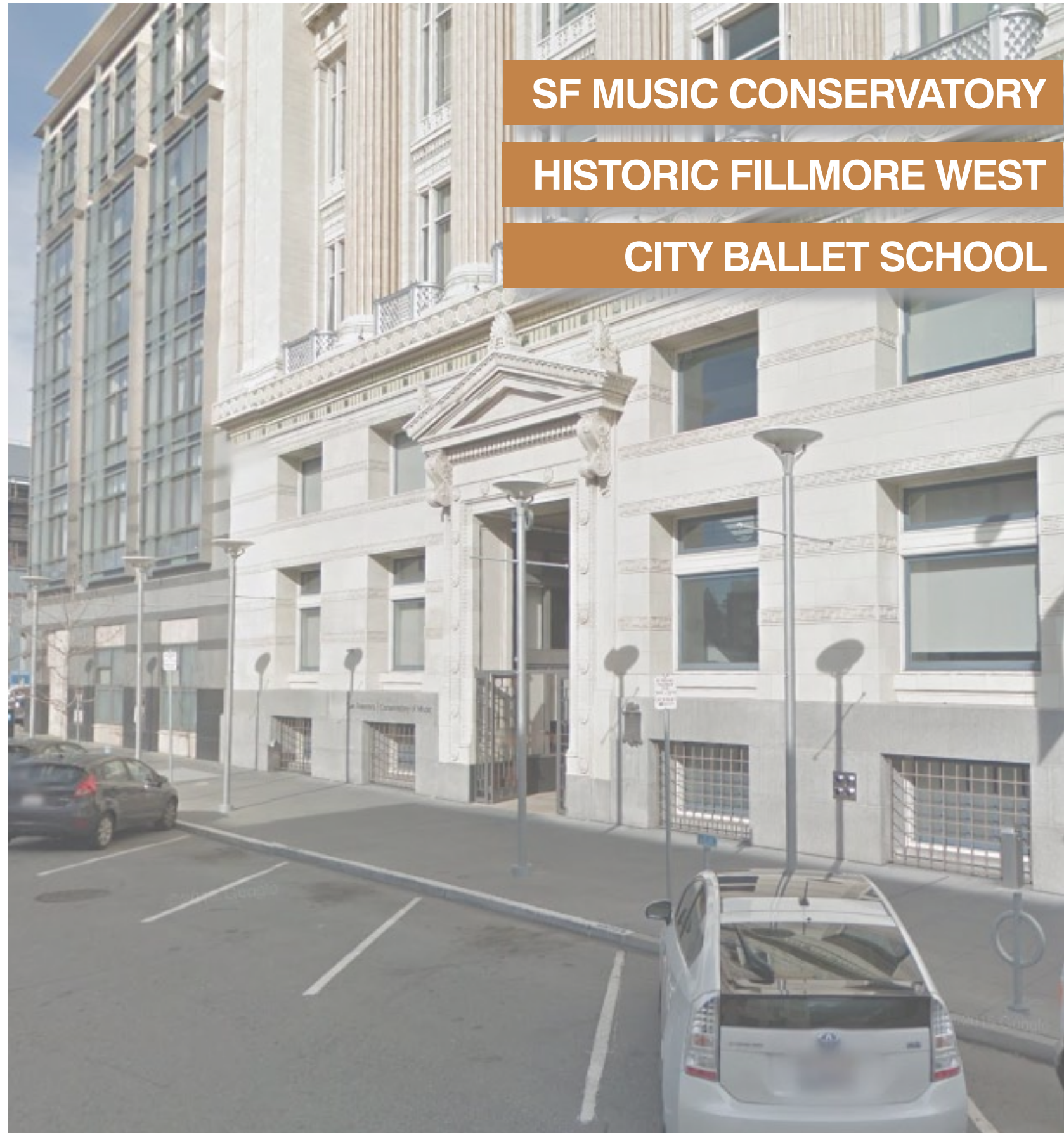
PUBLIC BENEFITS **PROJECT SCOPE**



Encourage the Arts

Incentivize non-profit office or studio space to support existing and adjacent arts and culture organizations.

SF Music Conservatory



SF MUSIC CONSERVATORY

HISTORIC FILLMORE WEST

CITY BALLET SCHOOL

PUBLIC BENEFITS PROJECT SCOPE



Encourage the Arts

Incentivize **non-profit office** or **studio space** to support existing and adjacent arts and culture organizations.



Support Mixed-Use

Revisit zoning for **regulating a mix of use types** to help better achieve the City and Market Octavia Plan goals.

SF Music Conservatory



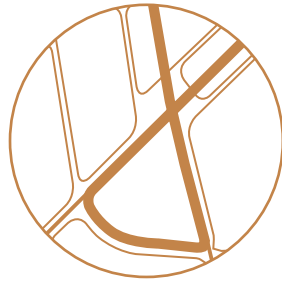
SF MUSIC CONSERVATORY

HISTORIC FILLMORE WEST

CITY BALLET SCHOOL

~170,000 SF RETAIL SPACE

POTENTIAL OFFICE ?



Improve Urban Design

The project will also explore **shaping the skyline** and careful integration of public realm, transit, and building site design.



SCULPTED SKYLINE

CONNECTED OPEN SPACE

PROJECT SCOPE & GOALS

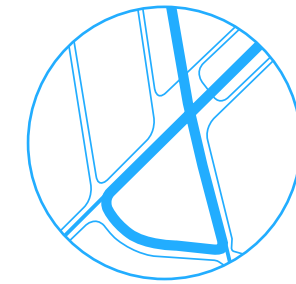
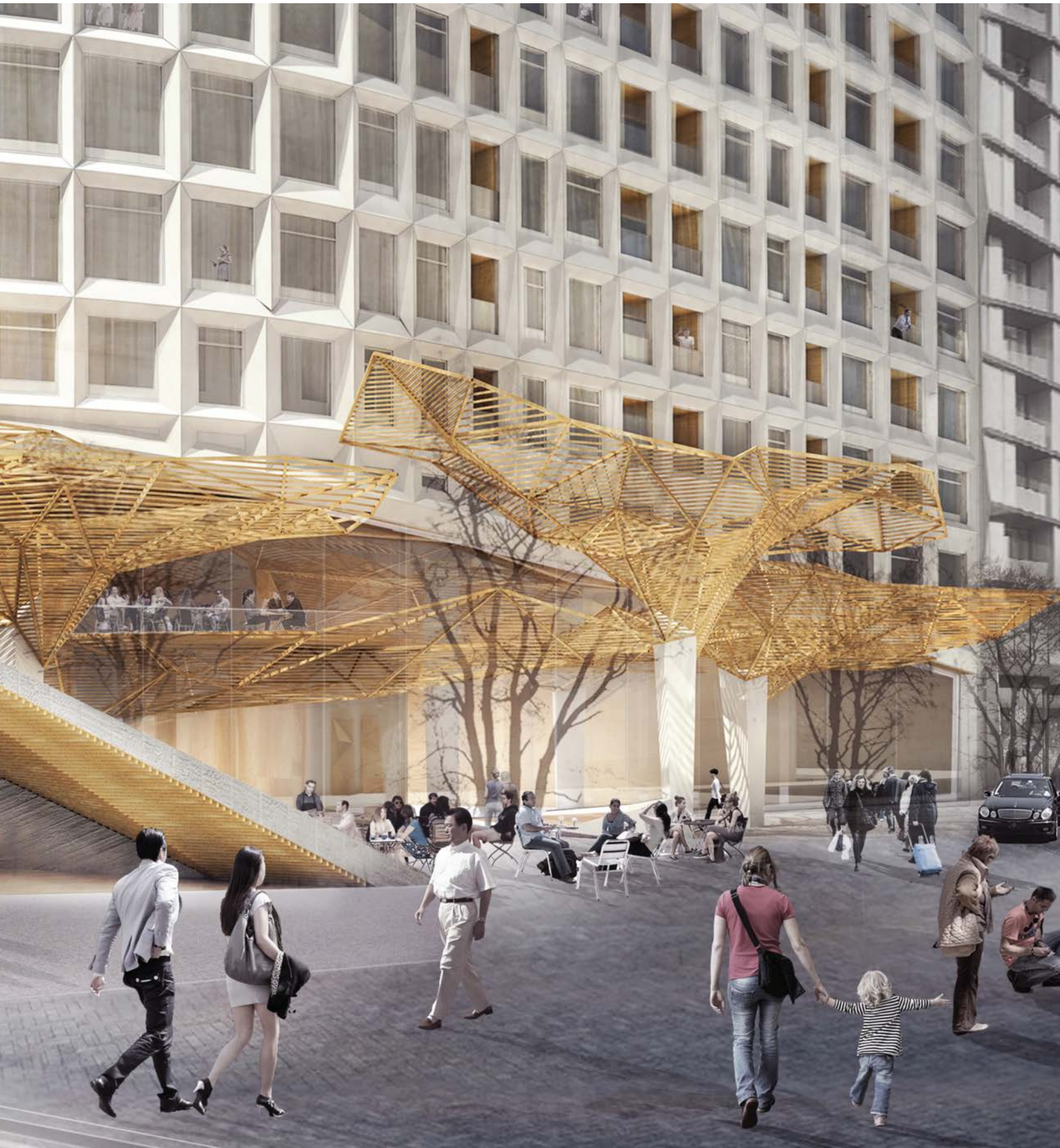
REZONING REFINEMENTS

PUBLIC REALM PLAN



1554 Market Street / Trumark & Handel Architects

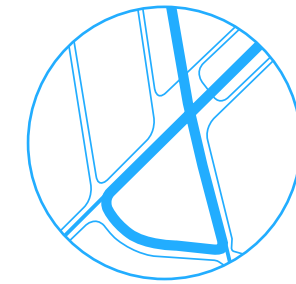
PLANNING CONTEXT **MAKING A NEIGHBORHOOD**



Providing Great Plazas

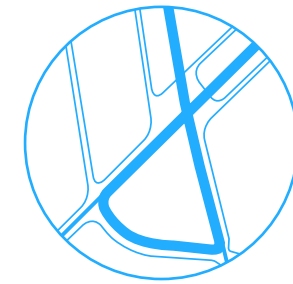
The Hub is at the crossroads of two of San Francisco's most prominent streets, Market and Van Ness, and should be marked by pre-eminent public space.

PLANNING CONTEXT **MAKING A NEIGHBORHOOD**



Introducing Parks and Alleys

This effort highlights emerging public space: the Brady Block Park conceived of by the Market Octavia Plan, mid-block alleys required in several C-3 zoning sites, and wide street reductions, like 12th, 11th and Oak Street, that could result in more residential, pedestrian-oriented environments.



Supporting Neighborhood Identity

[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.

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

ENVIRONMENTAL REVIEW

Entitled

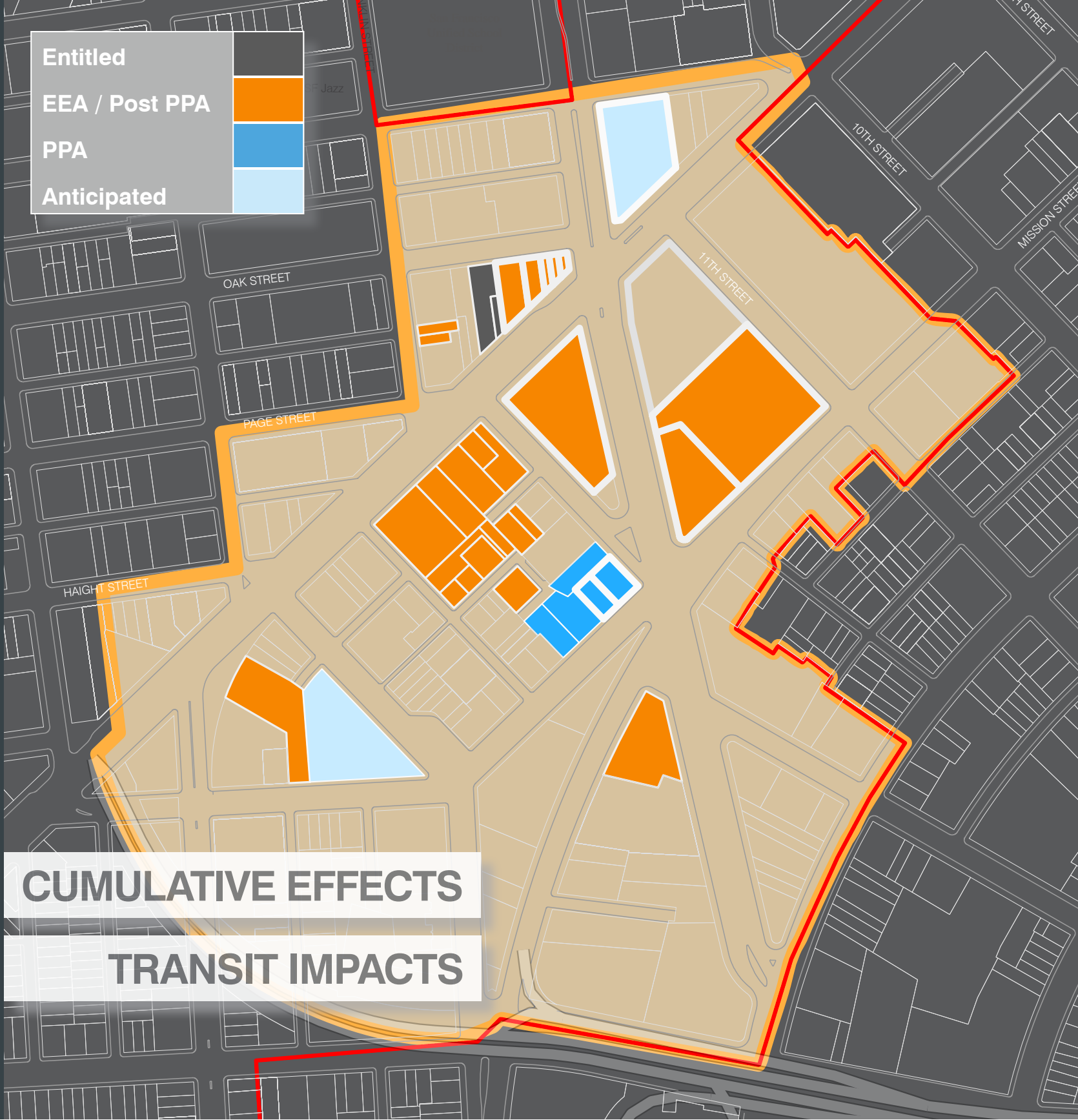
EEA / Post PPA

PPA

Anticipated

CUMULATIVE EFFECTS

TRANSIT IMPACTS



PROJECT TIMELINE

<i>Date</i>	<i>Milestone</i>
MAY - AUG 2015	Presentations to the Market-Octavia CAC
AUG 2015	Memo to the Planning Commission
OCT 2015	Informational Presentation to the Planning Commission
2015 - 2016	Public Process - currently in development
2015 - 2017	EIR process - currently scoping
ONGOING	Entitlements for development projects
ONGOING	MUNI Forward, VN BRT, and Better Market Street implementation



FOR MORE INFO:
MAIA.SMALL@SFGOV.ORG