THE HUB
PUBLIC REALM / PLAN REFINEMENTS

PROJECT IMPETUS

MARKET OCTAVIA  AFFORDABLE HOUSING

HEART OF THE CITY  NEIGHBORHOODS

1601 Mission Street / Trumark & Handel Architects
HEART OF THE CITY  CITYWIDE WORK PROGRAM

PLANNING CONTEXT  PLACEMAKING & INCLUSIVITY

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
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.
PROJECT SCOPE & GOALS

REZONING REFINEMENTS

PUBLIC REALM PLAN

THE HUB
PUBLIC REALM / PLAN REFINEMENTS

1554 Market Street / Trumark & Handel Architects
PROJECT SCOPE & GOALS

REZONING REFINEMENTS

PUBLIC REALM PLAN

THE HUB

PUBLIC REALM / PLAN REFINEMENTS

1554 Market Street / Trumark & Handel Architects
Increase Affordable Housing

By offering modest height and bulk increases, the plan can require significant increases in affordability.
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PUBLIC BENEFITS PROJECT SCOPE

EXISTING PLAN

~3,700 NEW HOUSING UNITS
~700 NEW BMR UNITS 19%

ADD ~600 NEW HOUSING UNITS 4,300
ADD ~700 NEW BMR UNITS 1,400

WITH REZONING

~700 NEW BMR UNITS
Increase Affordable Housing

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

PUBLIC BENEFITS PROJECT SCOPE

HALF OF NEW UNITS WOULD BE AFFORDABLE

THE HUB WOULD REACH **33% AFFORDABILITY**

EXISTING PLAN

~3,700 NEW HOUSING UNITS
~700 NEW BMR UNITS - 19%

ADD ~600 NEW HOUSING UNITS - 4,300
ADD ~700 NEW BMR UNITS - 1,400

WITH REZONING TO 23%-38% INCLUSIONARY + FEES

~700 NEW BMR UNITS - 19%
~3,700 NEW HOUSING UNITS
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

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.
Encourage the Arts

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

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

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

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