WORKSHOP 1
APRIL 13, 2016
WHAT IS THE HUB?

PROJECT GOALS/SCOPE

TOPICS

- LAND USE
- URBAN FORM
- PUBLIC BENEFITS
WHAT IS THE HUB?
[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 Cronander
CONTEXT ACTIVE PIPELINE PROJECTS

- Hub Project Boundary
- Market & Octavia Plan Area Boundary
- Active Pipeline Projects

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

1699 Market / Urban Communities
CONTEXT TRANSPORTATION PROJECTS

Rendering of Van Ness Bus Rapid Transit (BRT) and Streetscape Project

Rendering of one option proposed for the Better Market Street Project

Howard Street Bikeway (existing)
PROJECT SCOPE & GOALS
KEY CHALLENGES & ASPIRATIONS

CHALLENGE NO. 1
REMAINING AN EQUITABLE AND INCLUSIVE CITY

CHALLENGE NO. 2
ACCESS AND MOBILITY

CHALLENGE NO. 3
RESILIENCY AND LONG-TERM SUSTAINABILITY

CHALLENGE NO. 4
PLACE-MAKING
CITYWIDE WORK PROGRAM

FIVE PLACE-BASED INITIATIVES

THE HEART OF SAN FRANCISCO
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.

A CITY OF NEIGHBORHOODS
Meet most daily needs within walking distance.
Build on unique neighborhood character.
Provide housing for all.
Promote interconnectedness.
Build strong communities.

NEXT GENERATION SF
Planning space for growth.
A 21st century transportation strategy.
Diverse neighborhoods and economic uses.
A world class open space network.
Sustainable and resilient systems.

A RESILIENT WATERFRONT
Engage people in the waterfront experience (and planning).
Create a waterfront that responds to sea level rise.
Forge partnerships for action.
Ensure that our waterfront communities are equitable, diverse and whole.
Partner with other cities across the Bay to advance the art of adaptation.

BRIDGING THE BAY
Expanding capacity for jobs and housing.
Seizing opportunities for increased mobility.
Leadership in resiliency and adaptation.
Linking arts and culture across the Bay.
THE HEART OF SAN FRANCISCO

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
## PROJECT TIMELINE

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

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

**PROJECT GOALS  AFFORDABLE HOUSING**

1601 Mission Street / Trumark with Handel Architects
Support Transit Improvements

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

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

This effort will build on the ideas in the Market & Octavia Plan and develop designs for streets and open spaces.
Encourage the Arts

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

1. LAND USE & POLICY RECOMMENDATIONS
2. URBAN FORM RECOMMENDATIONS
3. DESIGNS FOR THE PUBLIC REALM
4. CIRCULATION STUDY & TRANSIT CAPACITY STUDY
5. PUBLIC BENEFITS STRATEGY
1. LAND USE & POLICY RECOMMENDATIONS
2. URBAN FORM RECOMMENDATIONS
3. DESIGNS FOR THE PUBLIC REALM
4. CIRCULATION STUDY & TRANSIT CAPACITY STUDY
5. PUBLIC BENEFITS STRATEGY
TOPICS

• LAND USE
• URBAN FORM
• PUBLIC BENEFITS
LAND USE
LAND USE EXPLORING CHANGES

TWO ZONING DISTRICTS:

- Neighborhood Commercial (NCT-3)
- General Commercial (C-3-G) + Van Ness & Market
- Downtown Residential Special Use District (SUD)

KEY DIFFERENCES:

- Open space & public art requirements are higher in C-3-G District
- Parking requirements are lower in C-3-G District
- Land use restrictions in the C-3-G District, non-residential uses are not permitted above the 4th floor, and for every 1 sq/ft of a non-residential uses 2 sq/ft of residential uses are required.

Should the requirements be the same?
Should any of these requirements change?
URBAN FORM CURRENT HEIGHT LIMITS

6,070
NEW UNITS

1,105–1,670
NEW AFFORDABLE UNITS

1,770 UNITS APPROVED OR IN ENTITLEMENT
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.”

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.”
7,280 NEW UNITS
1,770 UNITS APPROVED OR IN ENTITLEMENT
1,335–2,055 NEW AFFORDABLE UNITS
URBAN FORM SUMMARY

AN ADDITION OF

1,210 NEW UNITS

230–385 NEW AFFORDABLE UNITS
URBAN FORM VIEW FROM CORONA HEIGHTS

CURRENT HEIGHT LIMITS

PROPOSED HEIGHT LIMITS
URBAN FORM VIEW FROM CORONA HEIGHTS

CURRENT HEIGHT LIMITS

COMPARISON
URBAN FORM VIEW FROM UPPER MARKET

CURRENT HEIGHT LIMITS

PROPOSED HEIGHT LIMITS
URBAN FORM VIEW FROM JEFFERSON SQUARE PARK

CURRENT HEIGHT LIMITS

PROPOSED HEIGHT LIMITS
URBAN FORM VIEW FROM JEFFERSON SQUARE PARK
URBAN FORM VIEW FROM MCKINLEY SQUARE GARDEN

CURRENT HEIGHT LIMITS

PROPOSED HEIGHT LIMITS
URBAN FORM VIEW FROM MCKINLEY SQUARE GARDEN

CURRENT HEIGHT LIMITS

COMPARISON
PUBLIC BENEFITS IMPACT FEES

1. Community Engagement
2. Plan
3. Development
4. Impact Fees
5. Community Engagement

Improvements

Market & Octavia Community Advisory Committee (CAC) Meets Monthly

5-Year Spending Plan
PUBLIC BENEFITS FEE REVENUE BASED ON EXISTING ZONING

Van Ness & Market SUD
Neighborhood Infrastructure Fee
First priority to projects within SUD area

Market & Octavia Community
Improvements Fee
For projects anywhere in Market & Octavia area

= $80M
Total Revenue
PUBLIC BENEFITS FEE REVENUE BASED ON EXISTING ZONING

Van Ness & Market SUD Neighborhood Infrastructure Fee
For projects anywhere in Market & Octavia area

Market & Octavia Community Improvements Fee
For projects anywhere in Market & Octavia area

Van Ness & Market SUD
$12M Total
$3.1M Program Admin
$670K Transit
$830K Complete Streets
$5.1M Open Space
$2.5M Childcare

Market & Octavia Community Improvements Fee
$68M Total
$14.9M Program Admin
$14.1M Transit
$14.1M Complete Streets
$5.3M Open Space
$3.4M Childcare

Total Revenue
$80M

Additional Revenue
$13M
PUBLIC BENEFITS COMMUNITY IMPROVEMENTS
WHAT CAPITAL PROJECTS WOULD YOU LIKE TO SEE?

COMPLETE STREETS

OPEN SPACE

TRANSIT
NEXT STEPS

– COMPILE FEEDBACK RECEIVED AT THIS WORKSHOP

– WORKSHOP #2 – JUNE 22, 2016 FOCUS ON STREETS AND THE PUBLIC REALM

– ONGOING ENGAGEMENT WITH NEIGHBORHOOD GROUPS AND INTERESTED PARTIES
OPEN HOUSE STATIONS

- PROJECT OVERVIEW
- URBAN FORM
- LAND USE
- PUBLIC BENEFITS
- COMMENT CARD
FOR MORE INFO:
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