Project Overview
Related Efforts
Recommendations
<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>
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<tr>
<td>June 2016</td>
<td>Workshop #2: Public Realm</td>
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<tr>
<td>March 2017</td>
<td>Workshop #3: Refined Options and Designs</td>
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<tr>
<td>Oct 2017</td>
<td>Environmental Review Process began</td>
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<tr>
<td>June 2019</td>
<td>Workshop #4: Project Update + Public Benefits</td>
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<tr>
<td>July 2019</td>
<td>DEIR scheduled to be released</td>
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<tr>
<td>Winter 2020</td>
<td>Adoption &amp; Approvals</td>
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PROJECT GOALS

- Increase housing and affordable housing near transit
- Develop and coordinate designs for the public realm
- Create robust public benefits package and prioritize projects for implementation
### Project Deliverables

1. Amend the **Market & Octavia Area Plan**
   - Height Map
   - Zoning Map
   - Objectives and policies

2. Amend the **Planning Code** to reflect land use and policy changes

3. Update the **Market & Octavia Implementation Plan**
THE LANDSCAPE

Under Review
Entitled
Under Construction
Projects Complete
Projects Complete

15. 150 Van Ness
   429 Units

16. 100 Van Ness
   399 Units

17. 55 Page
   128 Units

18. 8 Octavia
   49 Units

19. 1600 Market
   24 Units
Projects Under Construction

10. 1500 Mission
   550 Units

11. 30 Otis
    416 Units

12. 1699 Market
    160 Units

13. 1700 Market
    42 Units

14. 22 Franklin
    35 Units
Market Octavia Plan Amendment

Entitled Projects

1. **1601-1637 Market**
   - 584 Units

2. **One Oak**
   - 304 Units

3. **1601 Mission**
   - 220 Units

4. **1554 Market**
   - 109 Units

5. **1740 Market**
   - 100 Units
Projects Under Review

1. 10 South Van Ness
   - 984 Units

2. 30 South Van Ness
   - 610 Units

3. 98 Franklin / 57 Oak
   - 365 Units

4. 42 Otis
   - 16 Units
RELATED EFFORTS
### Inclusionary Rates Increase Citywide

<table>
<thead>
<tr>
<th>Type</th>
<th>All Projects</th>
<th>Small Projects 10 - 24 units</th>
<th>Large Projects 25 units or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Site</td>
<td>12%</td>
<td>13%</td>
<td>20%</td>
</tr>
<tr>
<td>Off-Site or Fee</td>
<td>20%</td>
<td>20%</td>
<td>30%</td>
</tr>
<tr>
<td><strong>BEFORE JUNE 2016</strong></td>
<td><strong>RENTAL</strong></td>
<td><strong>CURRENT</strong></td>
<td><strong>OWNER</strong></td>
</tr>
<tr>
<td><strong>Grandfathered</strong> rates depending on size, location, and EEA accepted date</td>
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<td></td>
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<tr>
<td><strong>On-Site rates increase annually. Applies to EEA accepted on or after Jan 12, 2016</strong></td>
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</table>

More info: [https://sfplanning.org/project/inclusionary-affordable-housing-program](https://sfplanning.org/project/inclusionary-affordable-housing-program)
Purpose:
Studying the feasibility of increasing the inclusionary housing requirements and/or adding new fees (including a CFD)

Preliminary Findings: Limited Capacity
- San Francisco is currently the most expensive market to build in the world.
- Construction costs increased 5% in 2018 and doubled since 2013.
- On-site inclusionary housing requirements have increased 67% since 2016.

Next Steps:
- Updating numbers and assumptions to 2019 levels
- Studying potential restructure to the Van Ness Market SUD fee
Purpose:
Analyze how Van Ness Metro station currently functions, understand how people access and move through the station, develop recommendations to improve access.

Key Findings:
• Between the street and the mezzanine levels there are limited capacity issues.
• Between the mezzanine and platform levels there are some capacity issues.
• Platform crowding due to the location of where passengers board/alight trains and location to stairwells/escalators/elevators.

Final Report:
Final report including recommendations and cost estimates scheduled to be released late Fall 2019.
Understand displacement and gentrification trends in different neighborhoods, as well as evictions, rent burden, and racial and social conditions.

Compile and summarize the City’s existing stabilization and anti-displacement programs and policies.

Share opportunities to enhance existing programs and policies, and suggest new tools and policies.

Community Stabilization Strategy: **Project Components**
RECOMMENDATIONS
**Market Octavia Plan Amendment**

**Land Use**

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

- **PROPOSED**
  - General Commercial (C-3-G) + Van Ness & Market
  - Downtown Residential Special Use District (SUD)
  - Neighborhood Commercial (NCT-3)
8,070 units

9,710 units
Public Realm

- Streets proposed for improvements
- Alleys proposed for improvements
Public Benefits Summary

EXISTING

$728 Million

PROJECTED

$946 Million

30% increase in public benefits

Affordable Housing Fees
Transit Fees
Complete Streets Fees
Childcare Fees
Open Space Fees
Public Benefits Package

Affordable Housing
Transit
Complete Streets
Schools and Childcare
Open Space
Proposed Public Benefits: Affordable Housing

$670 Million
For new on-site units and affordable housing resources

• 2,159 affordable housing units
• Fees from the up-zoning generates the equivalent of 643 units
• Achieve 29% affordable units overall
Proposed Public Benefits: Transit

$116 Million
For improvements to transit service and capacity including modernization of Van Ness Station
**Proposed Public Benefits: Complete Streets**

- **$71 Million**
  - For street and alley improvements
  1. Redesign of major streets in the Plan Area to be safe and comfortable for people walking, biking, and on transit.
  2. Redesign of alleys adjacent to new development
  3. Other Streets & Alleys in the Hub area TBD

*Market Octavia Plan Amendment*
Proposed Public Benefits: Schools and Childcare

$57 Million
For childcare centers and schools

- $20M New childcare centers
- $37M Capital Investments in schools serving K-12 population
Potential Public Benefits: Open Space

$32 Million
For new parks and enhancement to existing open spaces

1. New Park at 11th and Natoma
2. Improvements to Buchanan Mall
3. Improvements to Koshland Park
4. New/Improved Civic Center Public Spaces
5. Other open spaces in the Hub area TBD
Next Steps

1. Advance environmental review process
2. Refine the public benefits package
3. Continue to coordinate with development projects
4. Ongoing engagement with neighborhood groups and interested parties
5. Adoption expected Winter 2020
Market Octavia Plan Amendment

Lily Langlois
Principal Planner
Citywide Planning

lily.langlois@sfgov.org
sfplanning.org
/project/market-street-hub-project