



Market Octavia Plan Amendment



San Francisco
Planning

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Project Overview

Related Efforts

Recommendations



2008



2012

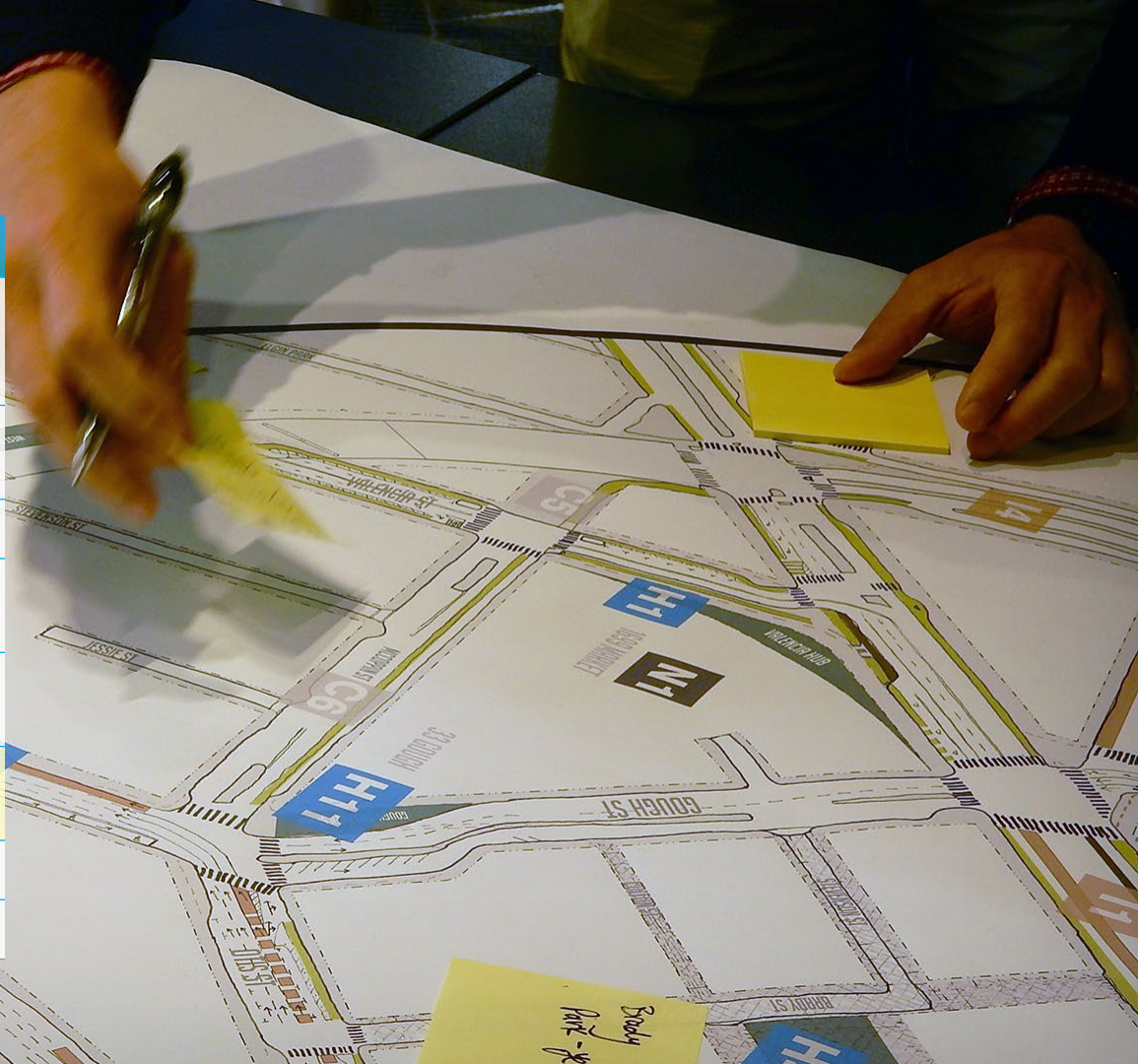


2016



PROJECT TIMELINE

DATE	MILESTONE
Jan-Mar 2016	Project start-up, existing conditions analysis, stakeholder meetings.
April 2016	Workshop #1: Urban Form, Land Use, and Public Benefits
June 2016	Workshop #2: Public Realm
March 2017	Workshop #3: Refined Options and Designs
Oct 2017	Environmental Review Process began
June 2019	Workshop #4: Project Update + Public Benefits
July 2019	DEIR scheduled to be released
Winter 2020	Adoption & Approvals



PROJECT GOALS



**Increase housing and
affordable housing near transit**

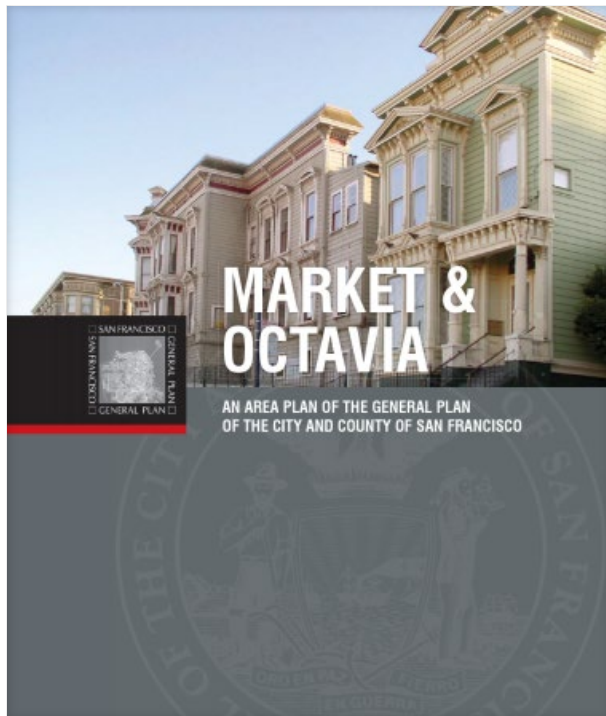


**Develop and coordinate
designs for the public realm**







**Create robust public benefits
package and prioritize projects for
implementation**

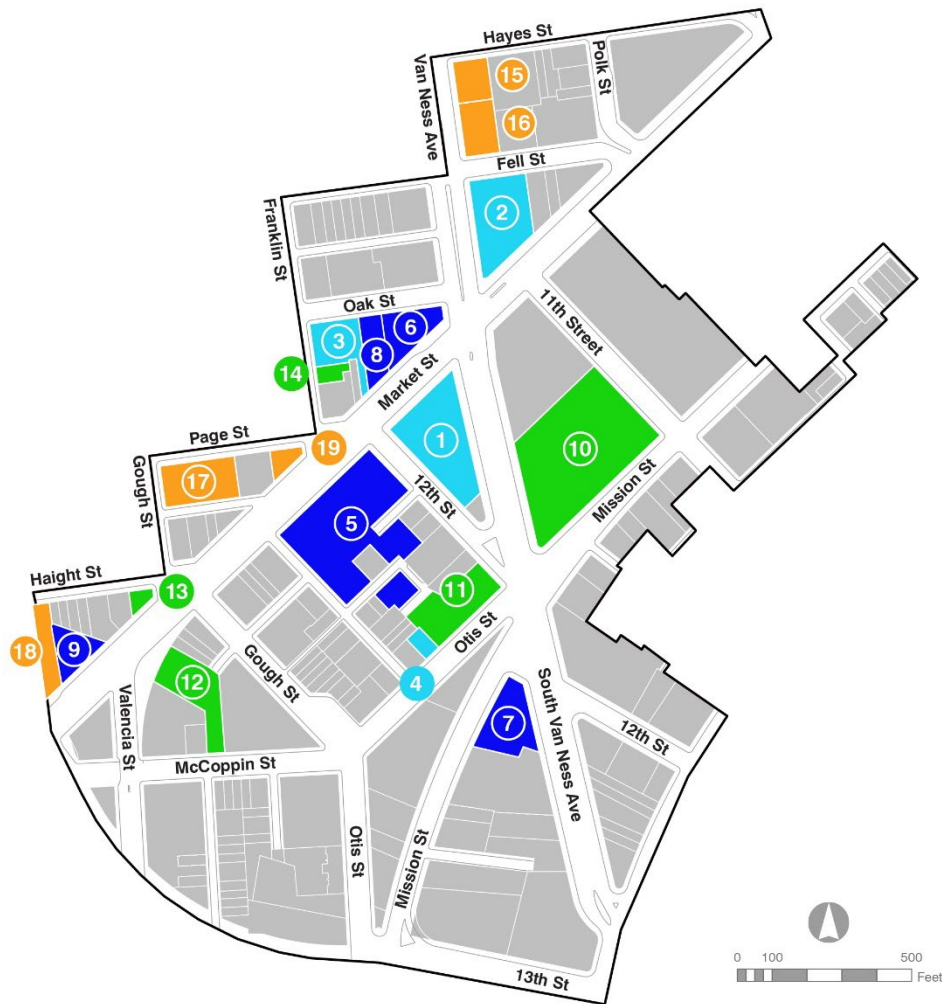
PROJECT DELIVERABLES

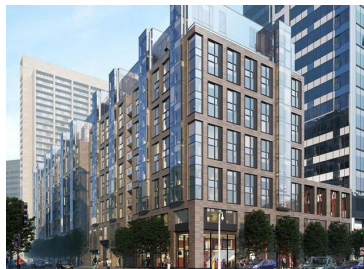


- ① Amend the **Market & Octavia Area Plan**
 - Height Map
 - Zoning Map
 - Objectives and policies
- ② Amend the **Planning Code** to reflect land use and policy changes
- ③ Update the **Market & Octavia Implementation Plan**

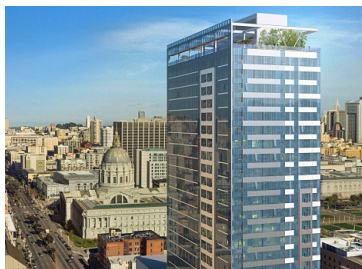
THE LANDSCAPE

-  Under Review
-  Entitled
-  Under Construction
-  Projects Complete





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 Complete



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



Projects Under Construction





5 1601-1637 Market
584 Units



6 One Oak
304 Units



7 1601 Mission
220 Units



8 1554 Market
109 Units



9 1740 Market
100 Units



Entitled Projects



1 10 South Van Ness
984 Units

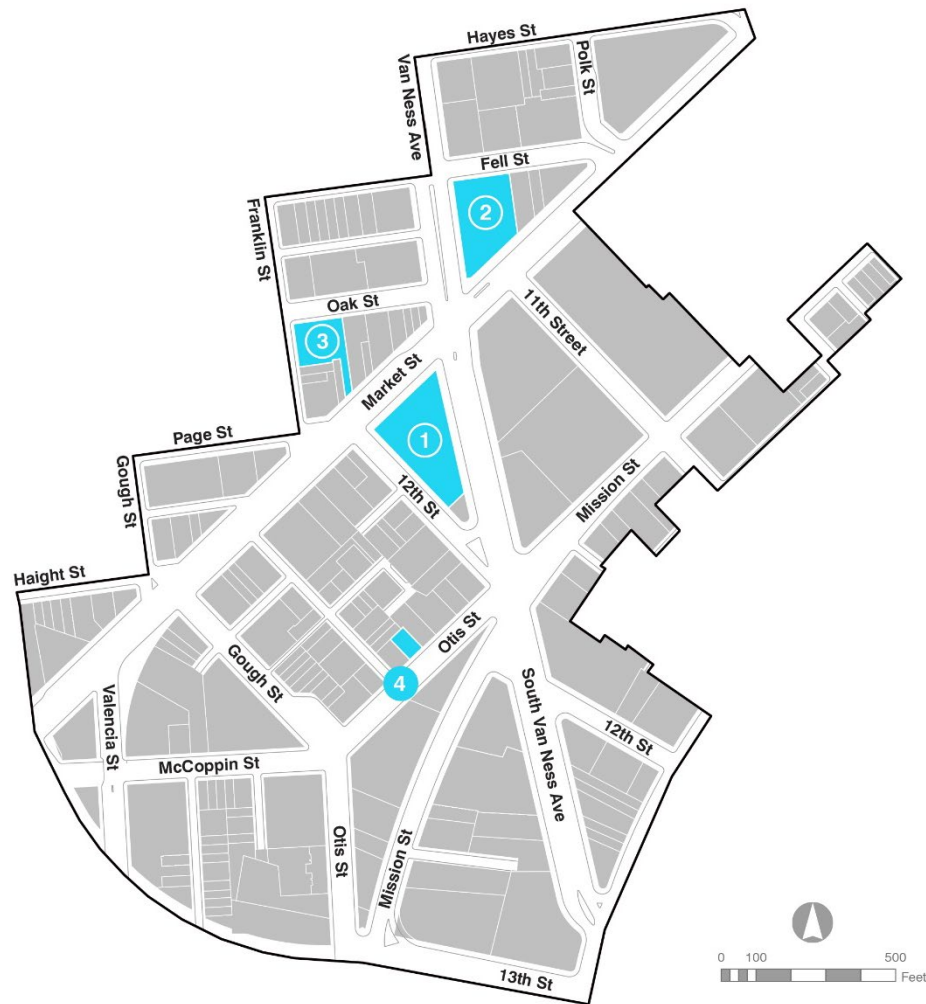
2 30 South Van Ness
610 Units



3 98 Franklin / 57 Oak
365 Units

4 42 Otis
16 Units

Projects Under Review





RELATED EFFORTS



All Projects



Small Projects

10 - 24 units



Large Projects

25 units or more

On-Site

12%

13%

20%

22%

Off-Site or
Fee

20%

20%

30%

33%

BEFORE JUNE 2016 *

CURRENT**

* "Grandfathered" rates depending on size, location, and EEA accepted date

** On-Site rates increase annually. Applies to EEA accepted on or after Jan 12, 2016

More info: <https://sfplanning.org/project/inclusionary-affordable-housing-program>

RENTAL

OWNER

Inclusionary Rates Increase Citywide

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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



Feasibility Analysis

Source: Turner + Townsend International Construction Market Survey 2019

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Purpose:

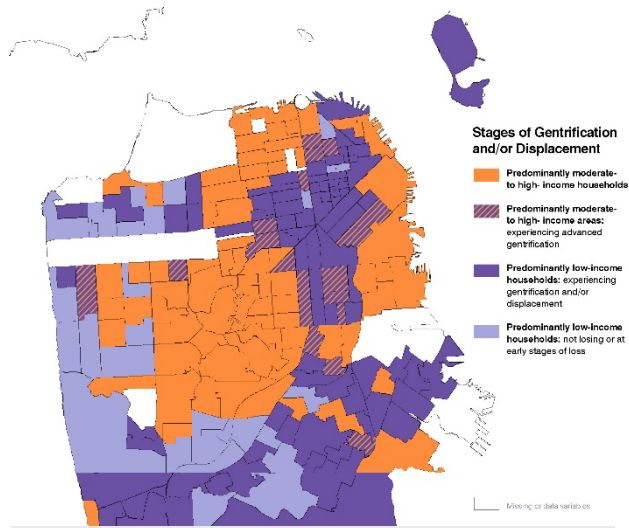
Analyze how Van Ness Metro station currently functions, understand how people access and move through the station, develop recommendations to improve access

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

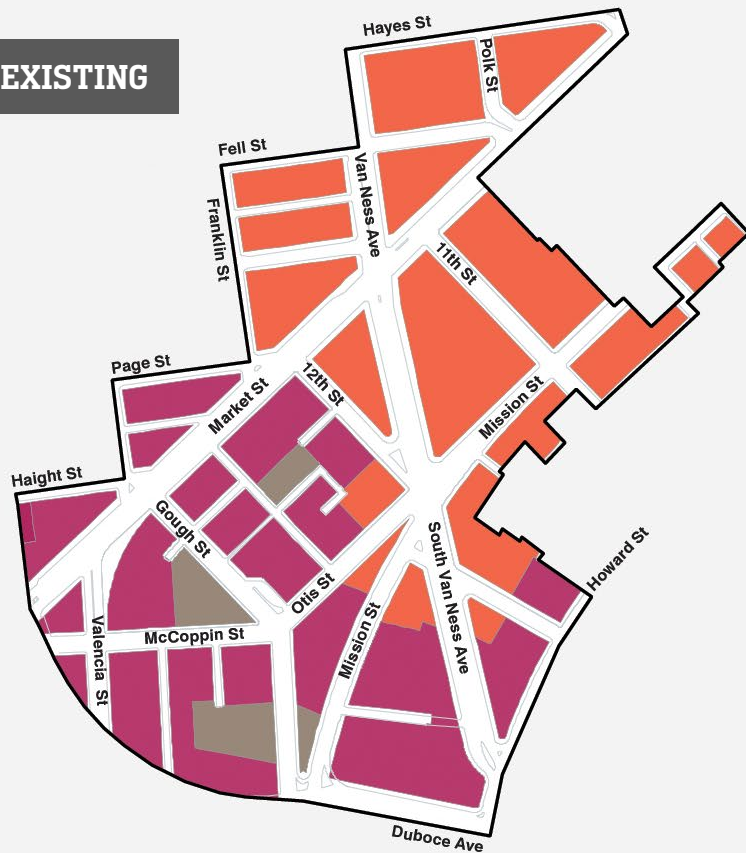
Share opportunities to enhance existing programs and policies, and suggest new tools and policies

Community Stabilization Strategy: **Project Components**

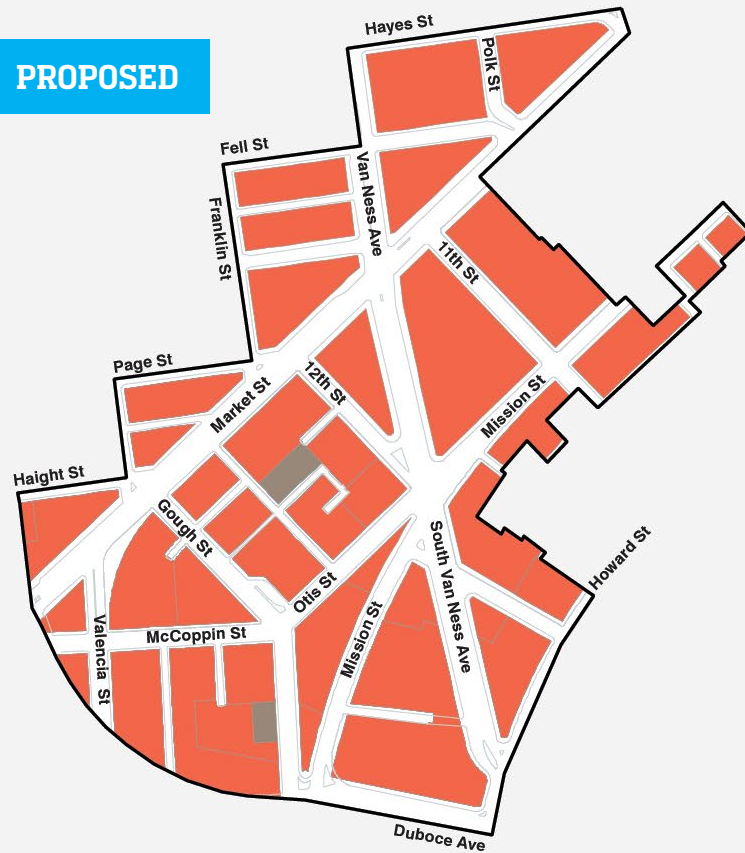


RECOMMENDATIONS

EXISTING



PROPOSED



Land Use

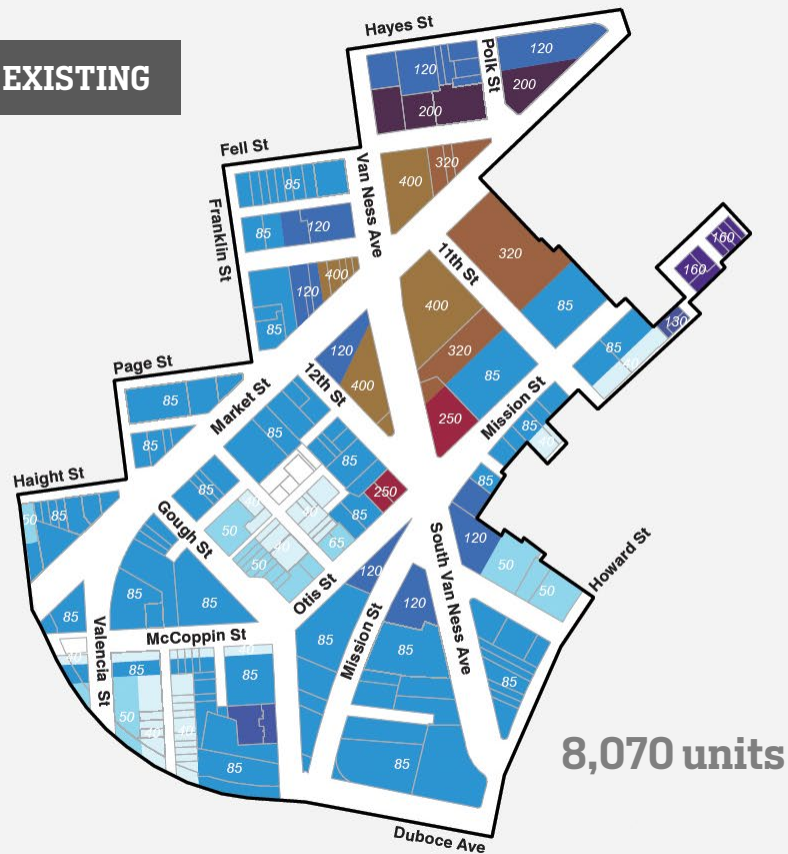


Nighborhood Commercial
(NCT-3)



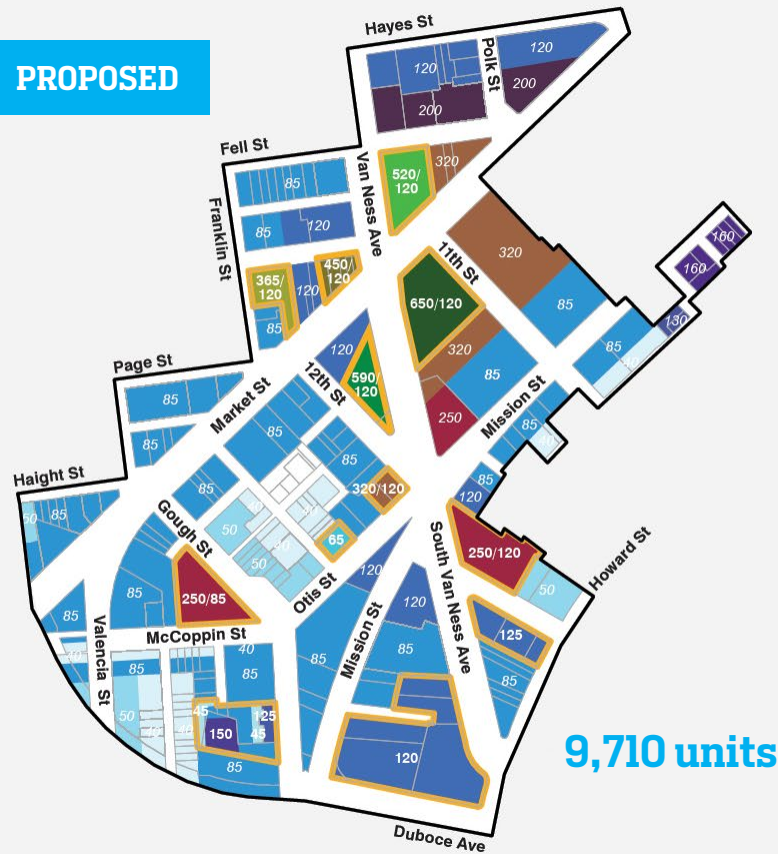
General Commercial (C-3-G) + Van Ness & Market
Downtown Residential Special Use District (SUD)

EXISTING



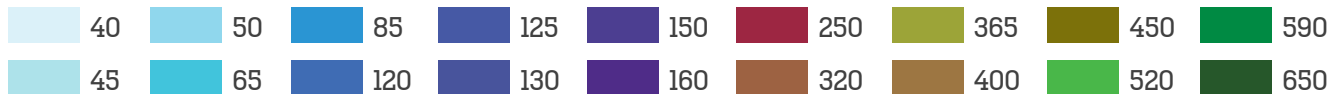
8,070 units

PROPOSED



9,710 units

Heights





Public Realm

- Streets proposed for improvements
- Alleys proposed for improvements



EXISTING

\$728 Million

PROJECTED

\$946 Million

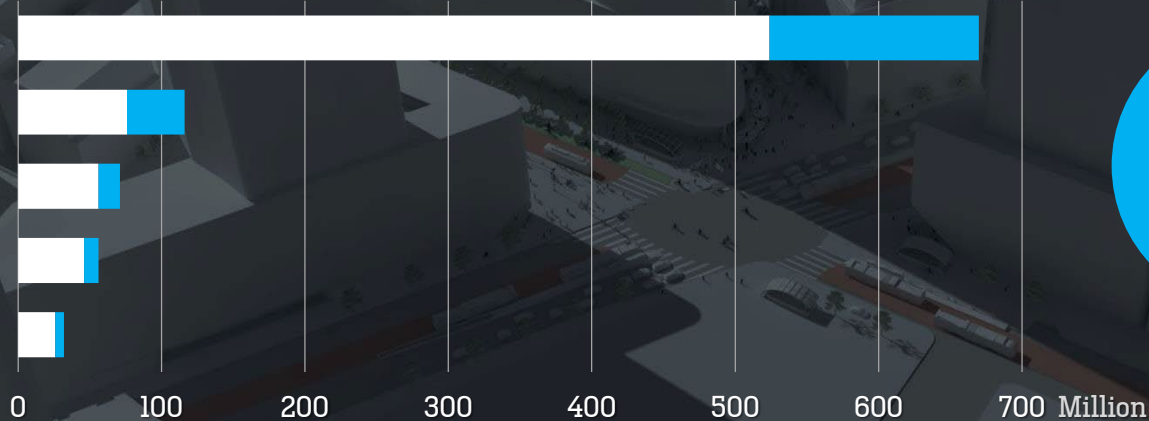
Affordable Housing Fees

Transit Fees

Complete Streets Fees

Childcare Fees

Open Space Fees



30%

increase in
public benefits

Public Benefits Summary



**Affordable
Housing**



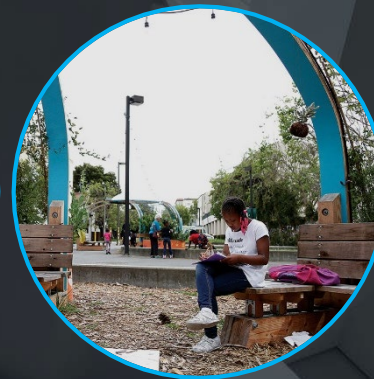
Transit



**Complete
Streets**



**Schools and
Childcare**



Open Space

Public Benefits Package



\$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: Affordable Housing

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\$116 Million

For improvements to transit service and capacity including modernization of Van Ness Station

Proposed Public Benefits: **Transit**

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\$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

Proposed Public Benefits: Complete Streets



\$57 Million

For childcare centers and schools

- \$20M New childcare centers
- \$37M Capital Investments in schools serving K-12 population

Proposed Public Benefits: Schools and Childcare

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\$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

Potential Public Benefits: Open Space

An aerial, isometric view of a city street scene. A tram is visible on a track in the lower half of the image, surrounded by various buildings and pedestrian crossings. The scene is rendered in a clean, modern style with muted colors.

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**

Next Steps



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[sfplanning.org](https://sfplanning.org/project/market-street-hub-project)
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