



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: JANUARY 17, 2019

Date: January 10, 2019
Case No.: **2015-004568PRJ**
Project Address: **10 SOUTH VAN NESS AVENUE**
Zoning: C-3-G (Downtown – General Commercial) District
Van Ness & Market Downtown Residential SUD
120-R-2, 120/400-R-2 Height and Bulk District
Block/Lot: 3506/004
Project Sponsor: Jim Abrams
J. Abrams Law, P.C.
One Maritime Plaza, Suite 1900
San Francisco, CA 94111
Staff Contact: Andrew Perry – (415) 575-9017
andrew.perry@sfgov.org
Recommendation: **None – Informational Only**

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CA 94103-2479

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Information:
415.558.6377

BACKGROUND

In April 2015, the Project Sponsor filed a Preliminary Project Assessment (PPA) application with the Planning Department (“Department”) to demolish the existing, approximately 50,000 sf auto dealership building, and construct a new 40-story, 400-foot tall mixed-use building with two residential towers over a 12-story podium. Concurrently, the Project Sponsor filed an Environmental Evaluation application for the proposed Project. On January 20, 2016, the Project Sponsor filed an application requesting approval of a Downtown Project Authorization pursuant to Section 309 of the Planning Code.

On December 6, 2018, the Planning Commission held a duly noticed public hearing on the Draft Environmental Impact Report (“DEIR”), at which, opportunity for public comment was given, and public comment received on the DEIR. The period for commenting on the DEIR ended on December 11, 2018.

The DEIR evaluated both the proposed project and a project variant, as well as five project alternatives to the project and variant. The Project Site is located within both the Downtown Area Plan and the Market-Octavia Area Plan. Additionally, the Project Site is also located within the pending Hub Area of Market-Octavia. As part of the Hub Area Plan and associated rezonings, the Project Site will be upzoned to allow for greater heights than permitted under current zoning controls. Working in coordination with the Department, the Project Sponsor has developed a variant to the proposed project that would include a single, 590-foot tall tower, which would be consistent with the anticipated Hub Plan. The Project Sponsor has identified the single-tower variant to be the preferred project. Today’s presentation will provide additional information on this proposed variant, which the Department supports.

CURRENT PROPOSAL – SINGLE-TOWER DESIGN

The proposed variant to the project (hereinafter “Project”) would involve construction of one 590-foot tall tower with 55 stories over a podium structure. The Project would contain 984 dwelling units and approximately 30,450 square feet of ground floor commercial space. The Project would not exceed a parking ratio of 0.25 spaces per dwelling unit, provided across two levels of underground parking.

As the Project anticipates the rezonings associated with the Hub Area Plan, the Project would require amendments to the Planning Code and General Plan in order to allow for the greater height development.

REQUIRED COMMISSION ACTION

There is no required Commission action on this item at today’s hearing; it is for informational purposes only and to gather preliminary feedback from the Commission related to the proposed design, public realm and community benefits.

RECOMMENDATION: None – Informational Only

Attachments:

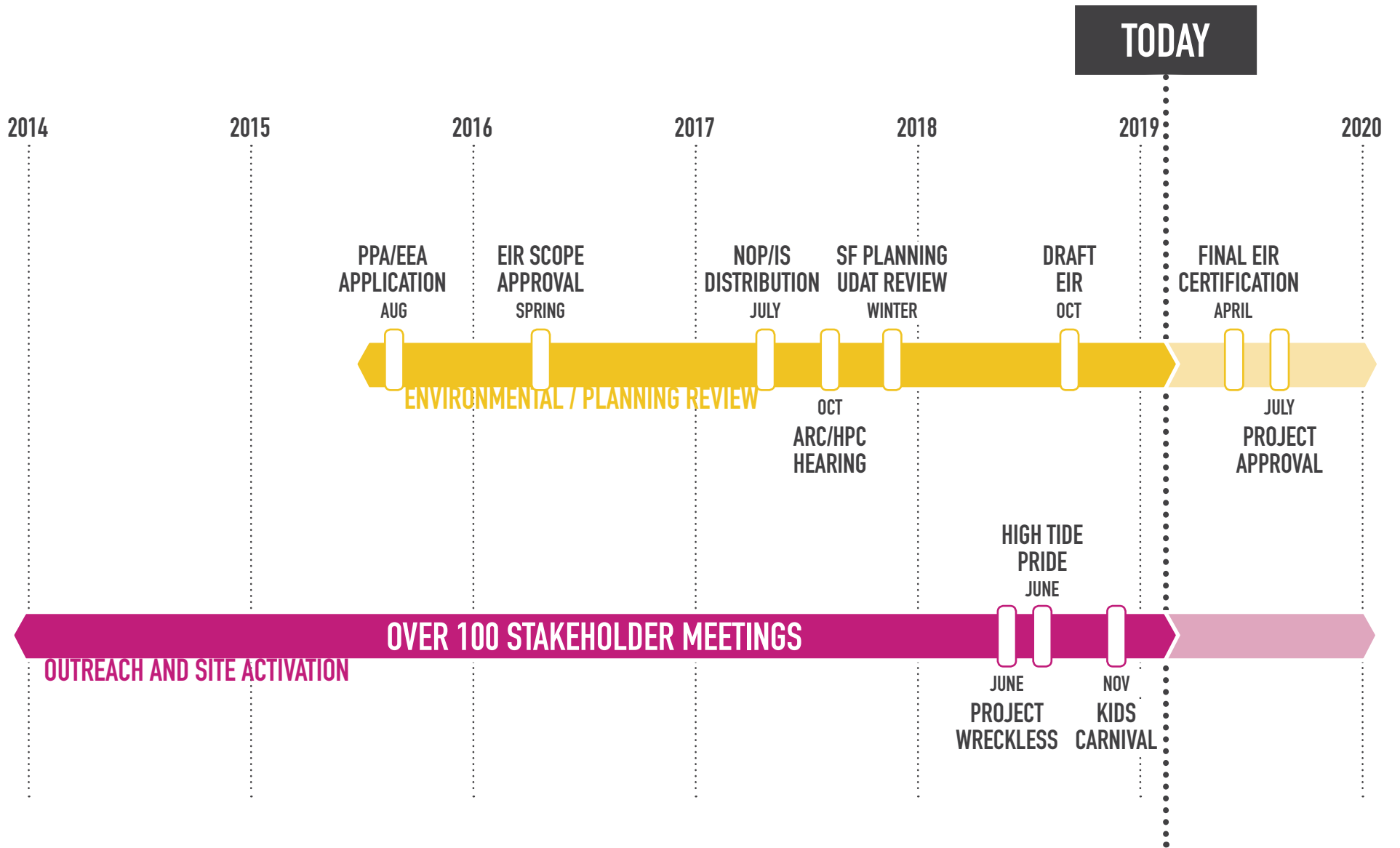
Project Sponsor Presentation



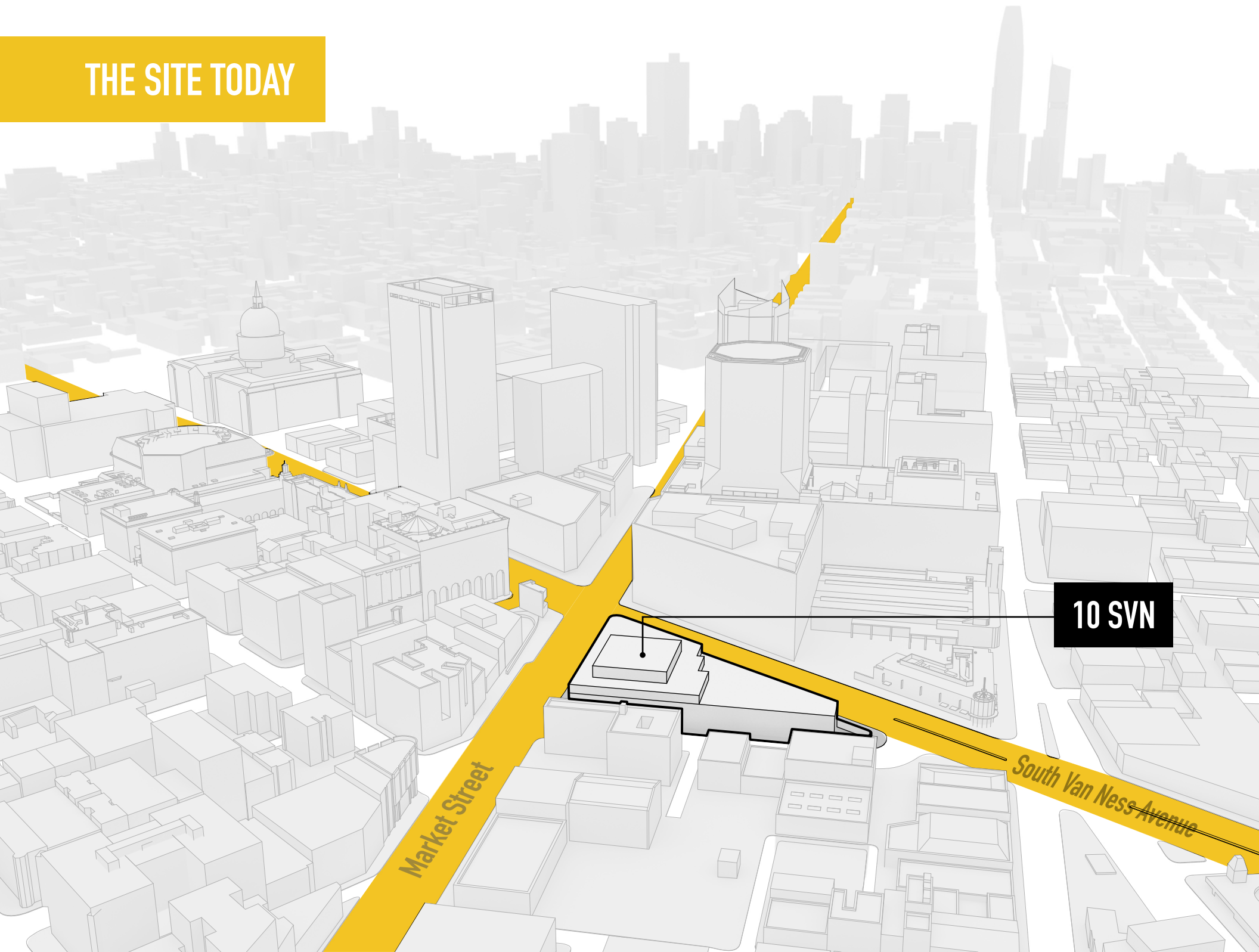
10 SWN

PLANNING COMMISSION, 01.17.19

WHAT'S BEEN HAPPENING



THE SITE TODAY

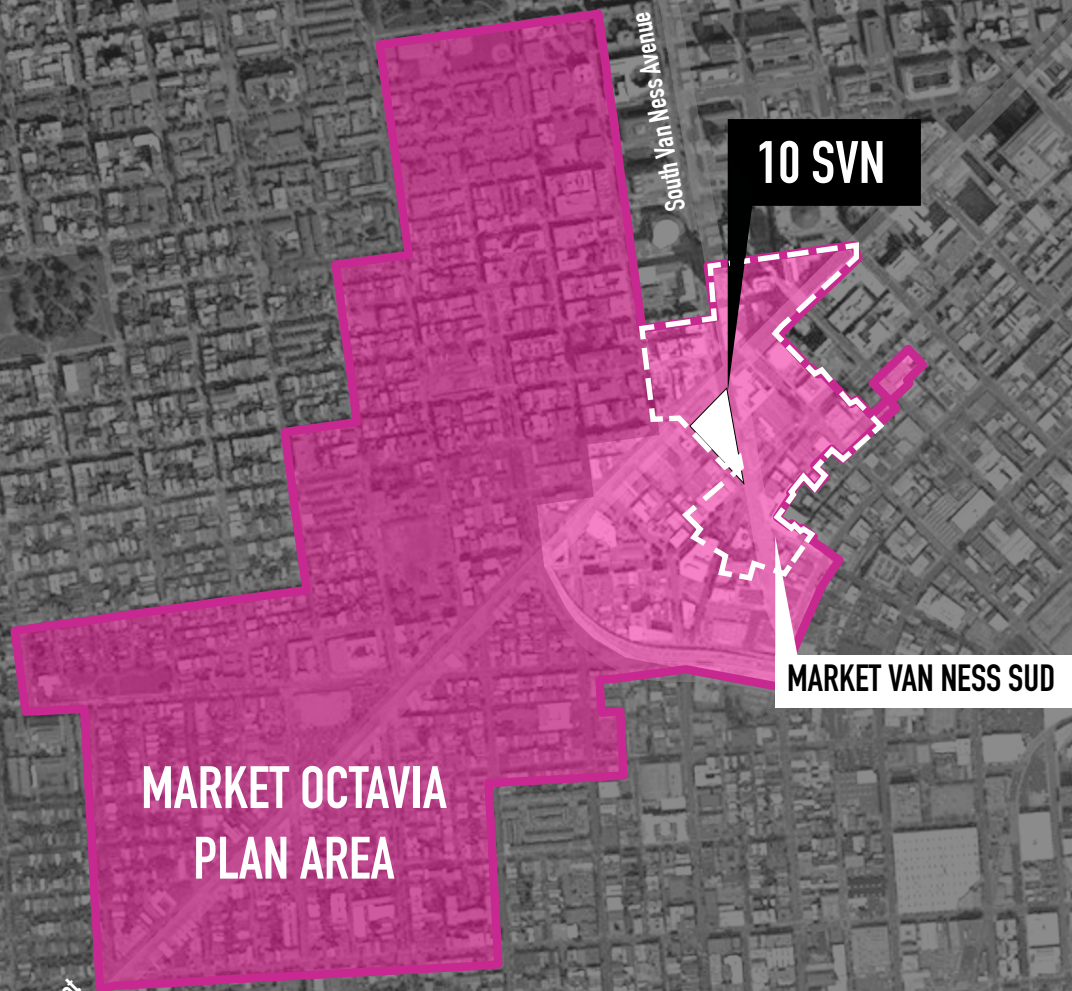


10 SVN

Market Street

South Van Ness Avenue

THE SITE TODAY



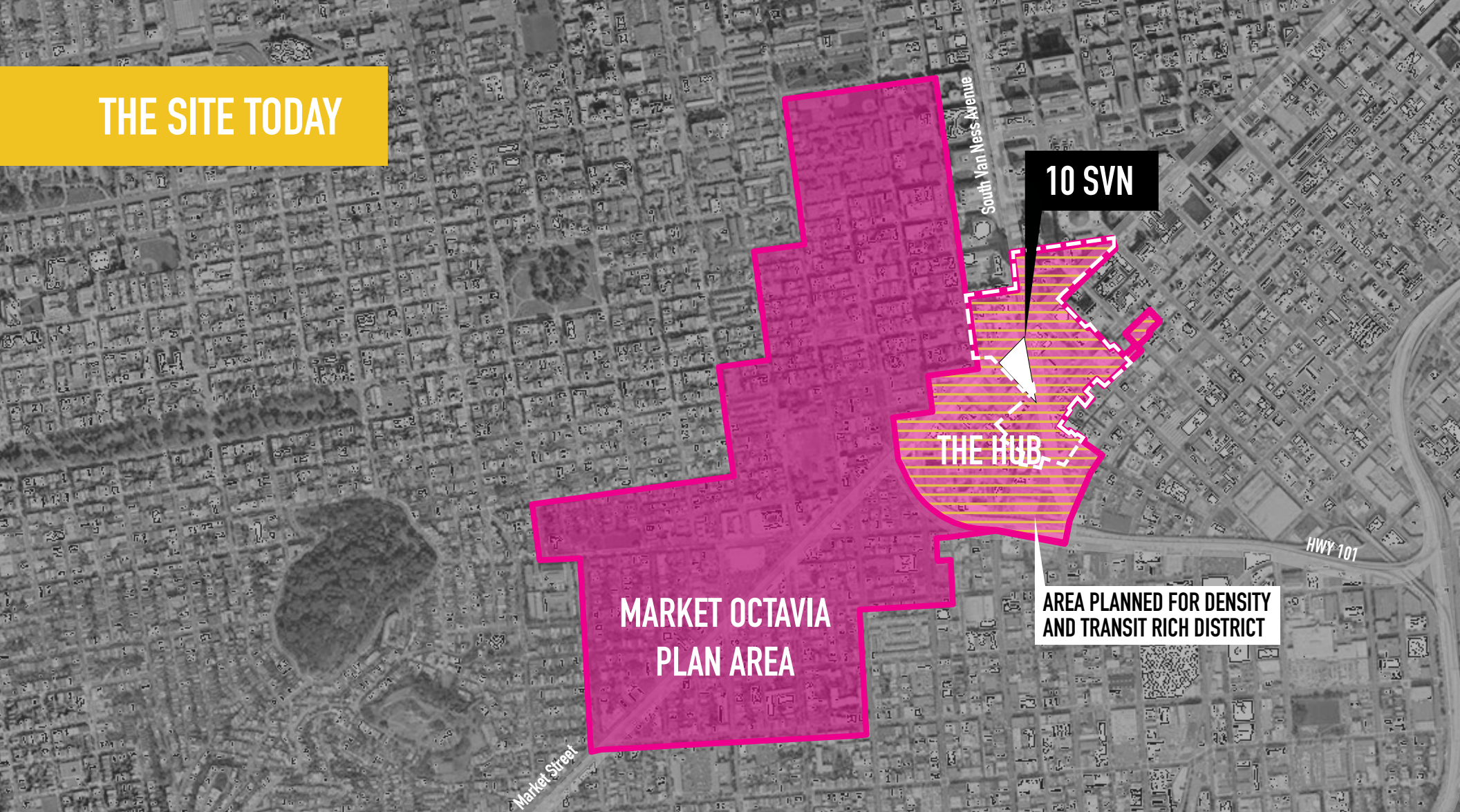
MARKET OCTAVIA
PLAN AREA

10 SVN

MARKET VAN NESS SUD

Market Van Ness Special Use District (2008) encouraged upzoning within the district and downzoning the remaining area.

THE SITE TODAY

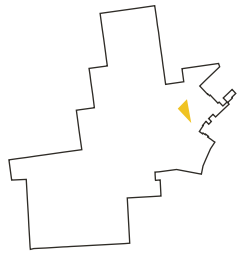


Source: Adapted from SF Planning, The HUB Workshop 1, April 13, 2016



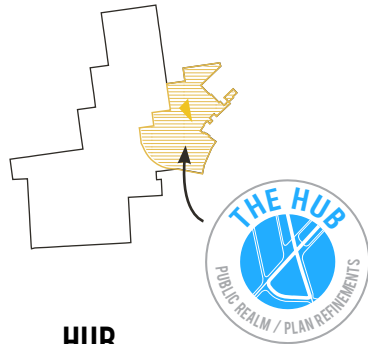
The Market Van Ness SUD became the foundation for the Hub.

PROJECT PROGRESSION



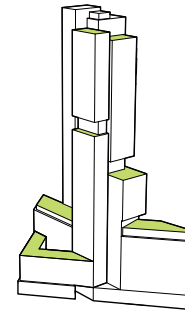
**MARKET
OCTAVIA PLAN
DEVELOPED
AND ADOPTED**

1999-
2008



**HUB
PLAN
DEVELOPMENT**

APRIL
2016



**SINGLE TOWER
"HUB COMPLIANT"
SCHEME DEVELOPMENT**

MARCH
2017

TODAY

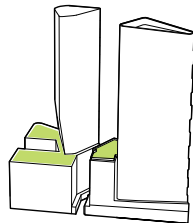
**DRAFT EIR
PUBLICATION**

OCTOBER
2018

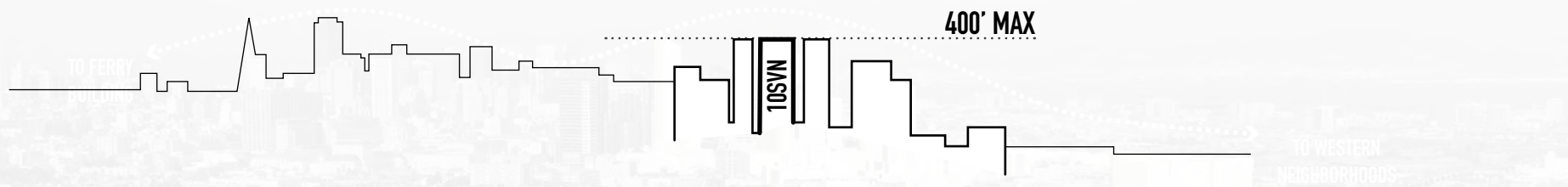
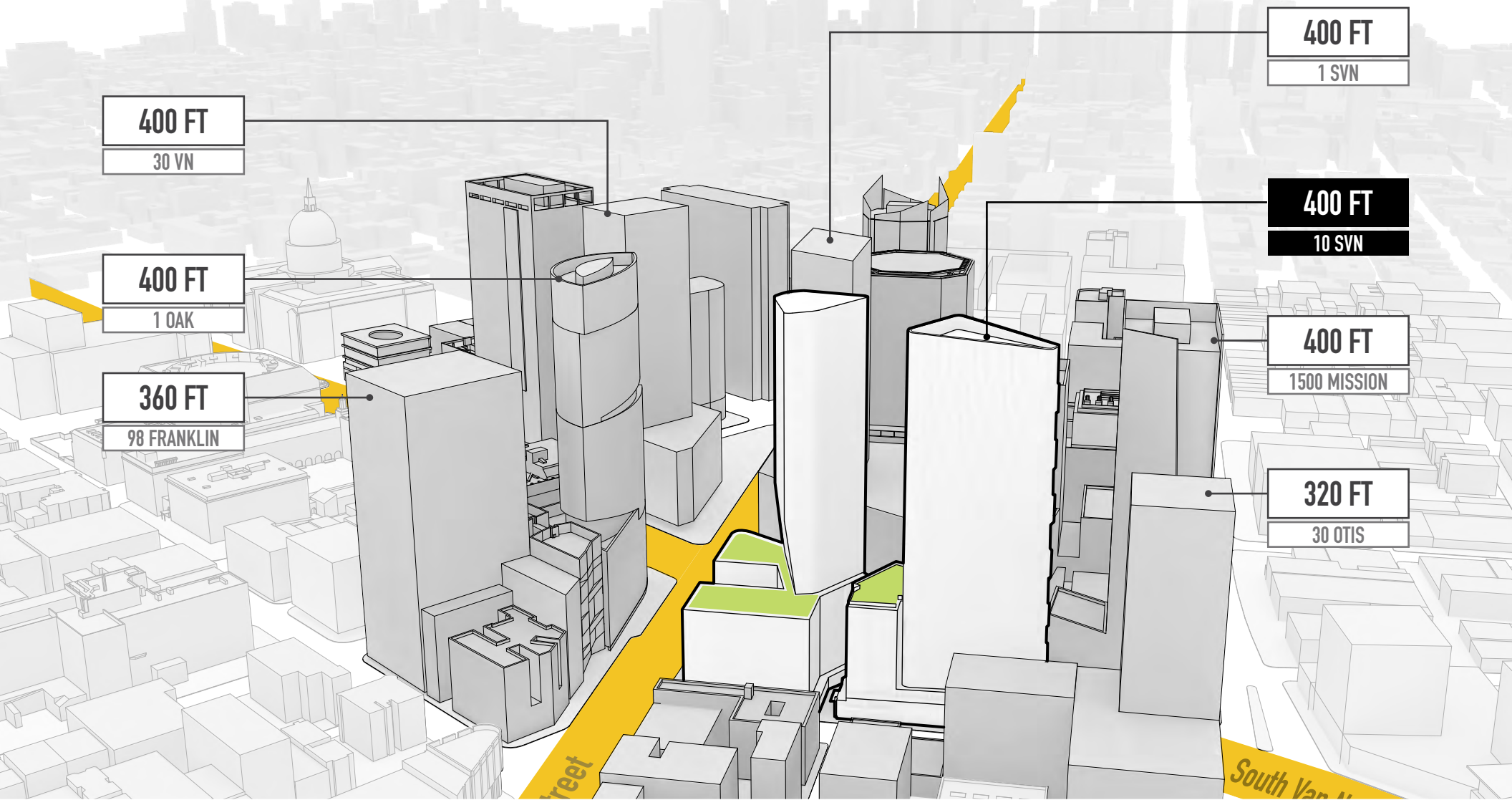
APRIL
2015
**TWO TOWER
"CODE COMPLIANT"
SCHEME APPLICATION
SUBMITTED**

FEBRUARY
2017
**CITY REQUEST
TO EXPLORE
SINGLE TOWER SCHEME**

AUGUST
2017
**SINGLE TOWER
"HUB COMPLIANT"
MASSING ENDORSED BY
PLANNING**

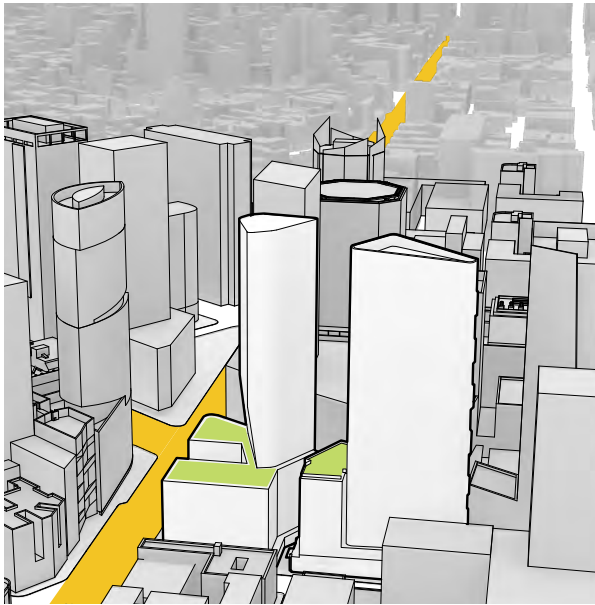


MARKET OCTAVIA PLAN COMPLIANT DEVELOPMENT



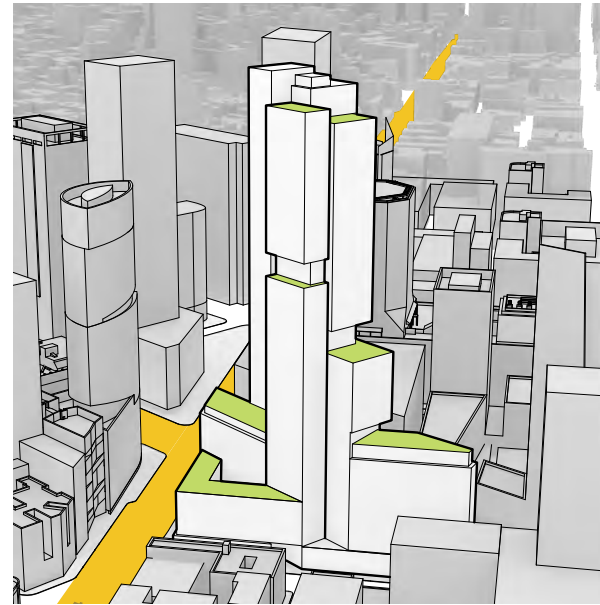
PROJECT COMPARISON

MARKET OCTAVIA PLAN COMPLIANT PROJECT



RESIDENTIAL UNITS	984
RETAIL	30,350 SF
HEIGHT	400'

HUB COMPLIANT PROJECT (PREFERRED)



RESIDENTIAL UNITS	984
RETAIL	30,450 SF
HEIGHT	590'

CONTEXT

BRIDGING THREE CONTEXTS



DOWNTOWN / CIVIC CENTER

North / South Thru-Way

Civic Multimodal Boulevard

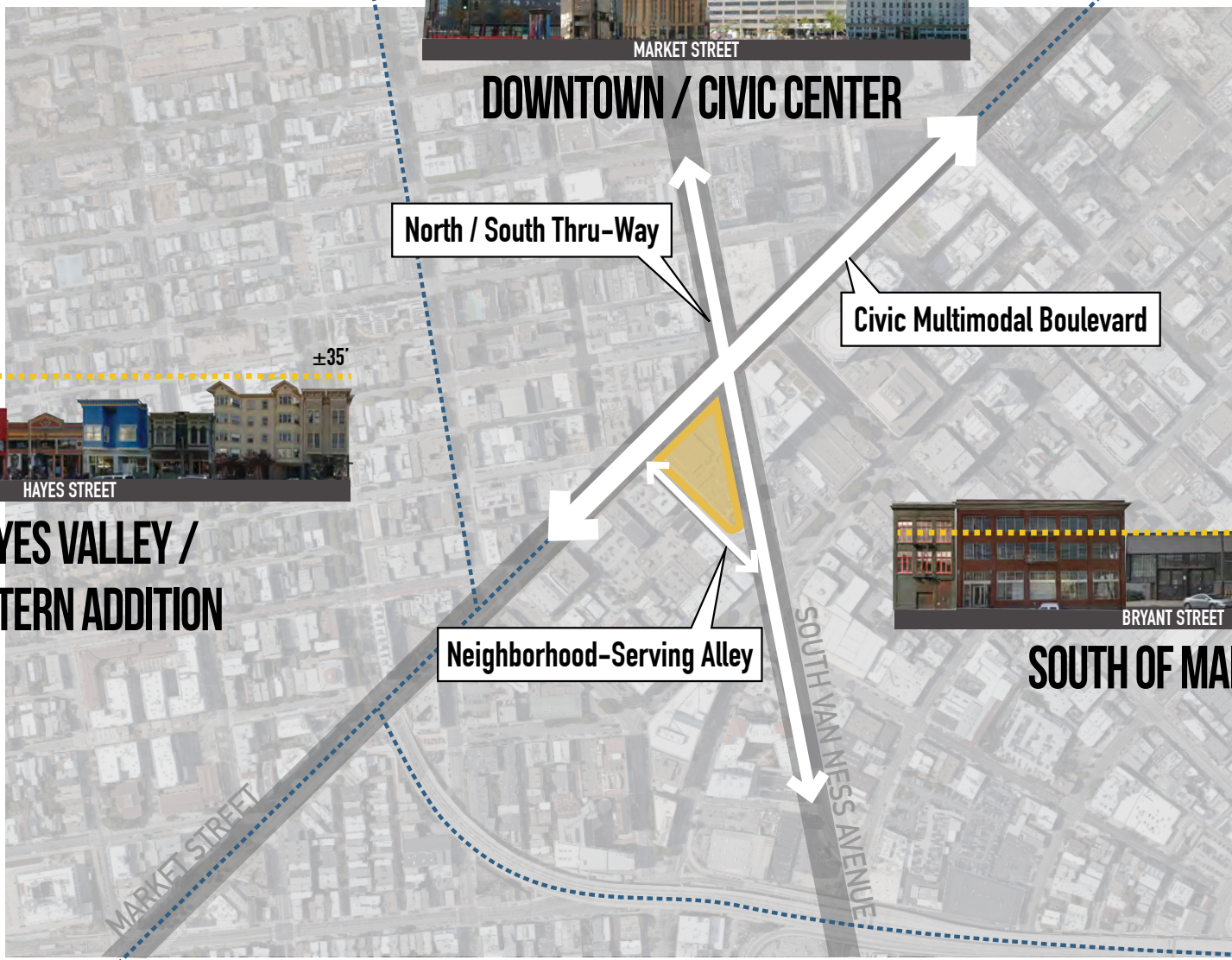


HAYES VALLEY / WESTERN ADDITION

Neighborhood-Serving Alley



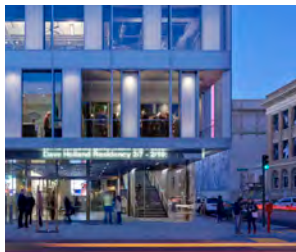
SOUTH OF MARKET



BRIDGING THREE CONTEXTS

SURROUNDING NEIGHBORHOODS, SCALES & MATERIALS

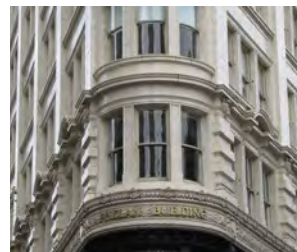
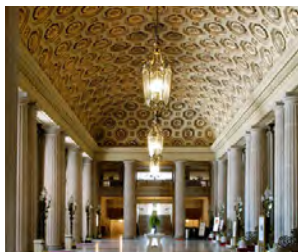
HAYES VALLEY



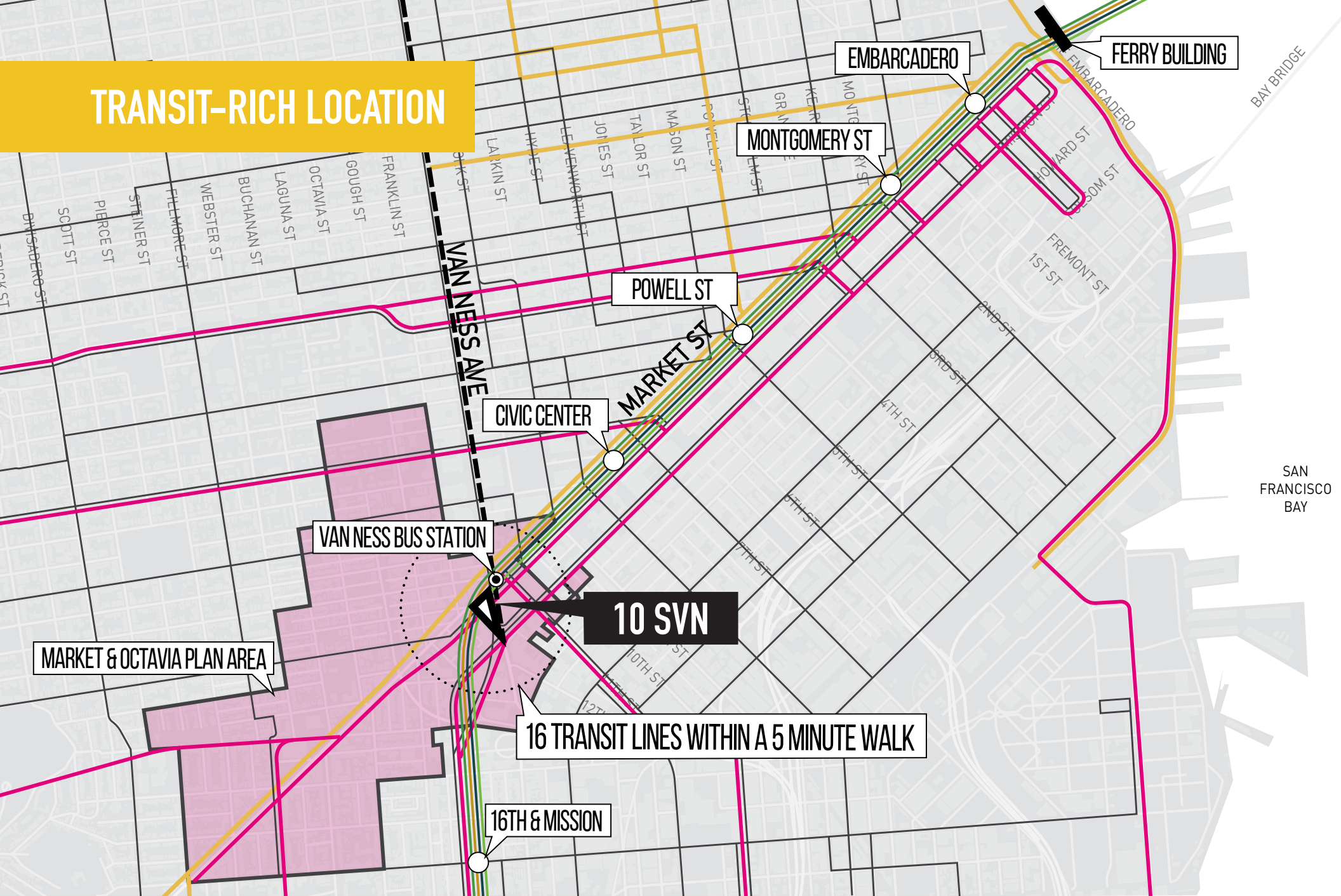
SOMA



CIVIC CENTER



TRANSIT-RICH LOCATION



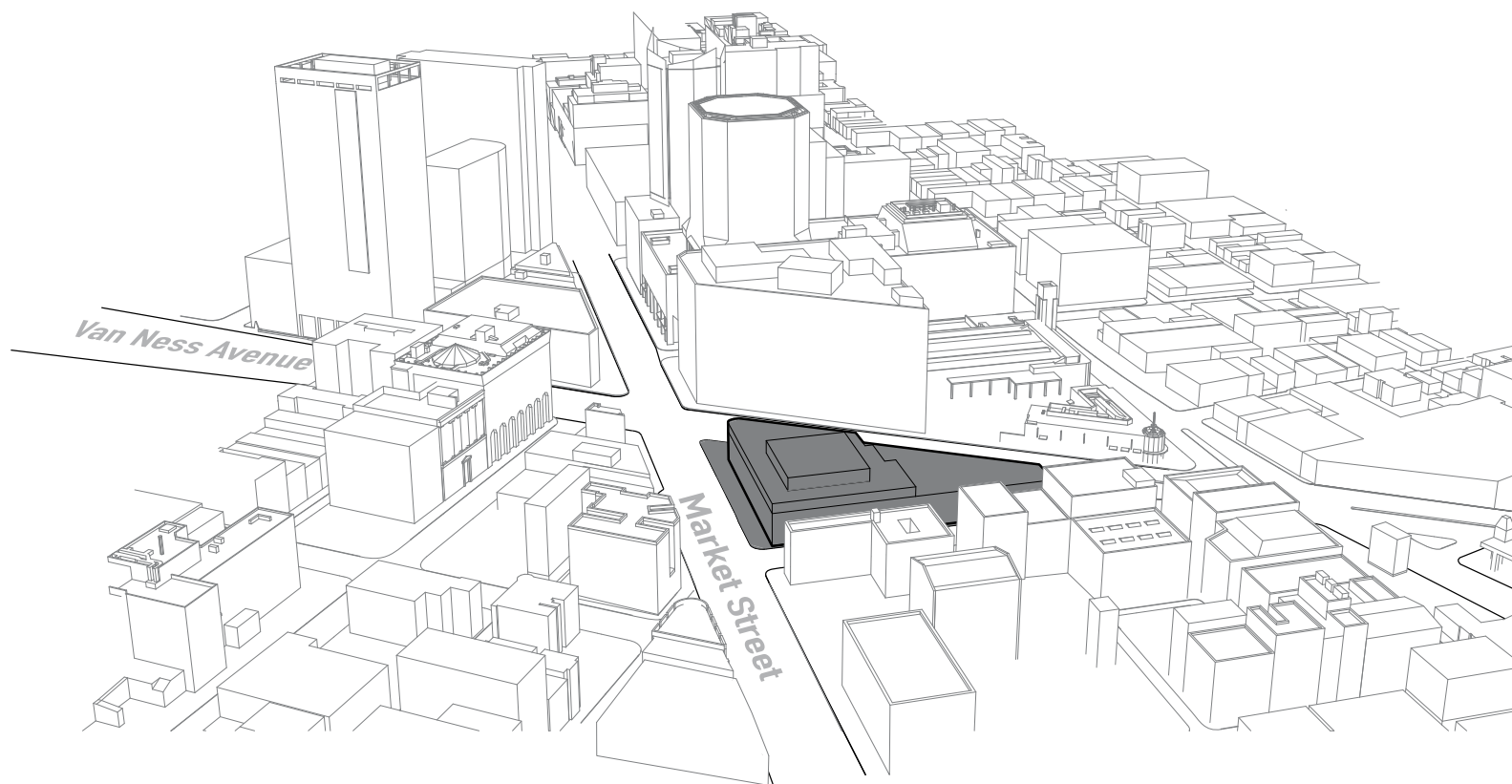
 BART Lines and Stops
 Cable Car Lines

 Light Rail Lines
 Bus Routes

 BRT Line

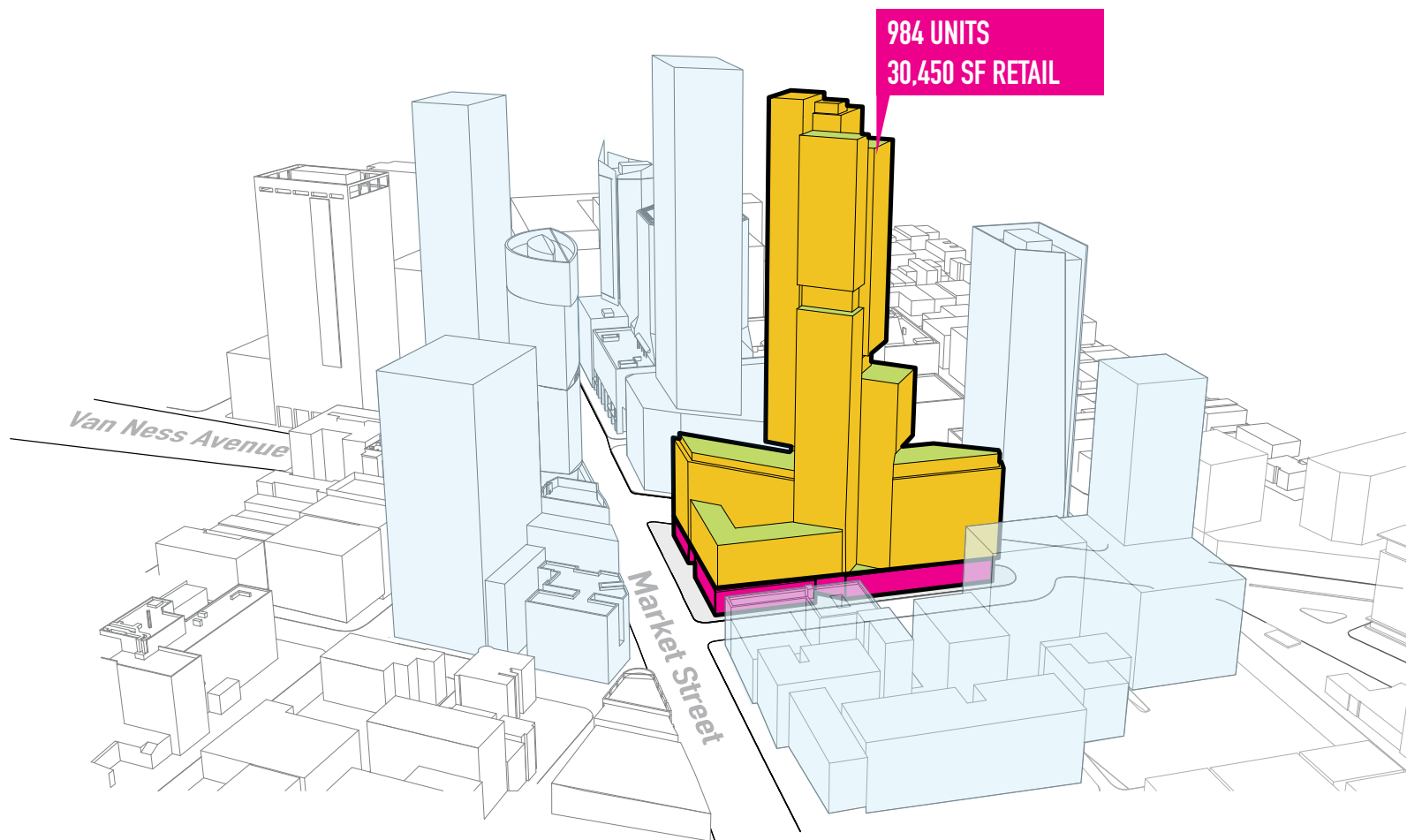
PROJECT OPPORTUNITIES

1 TRANSFORM AN UNDERUTILIZED SITE



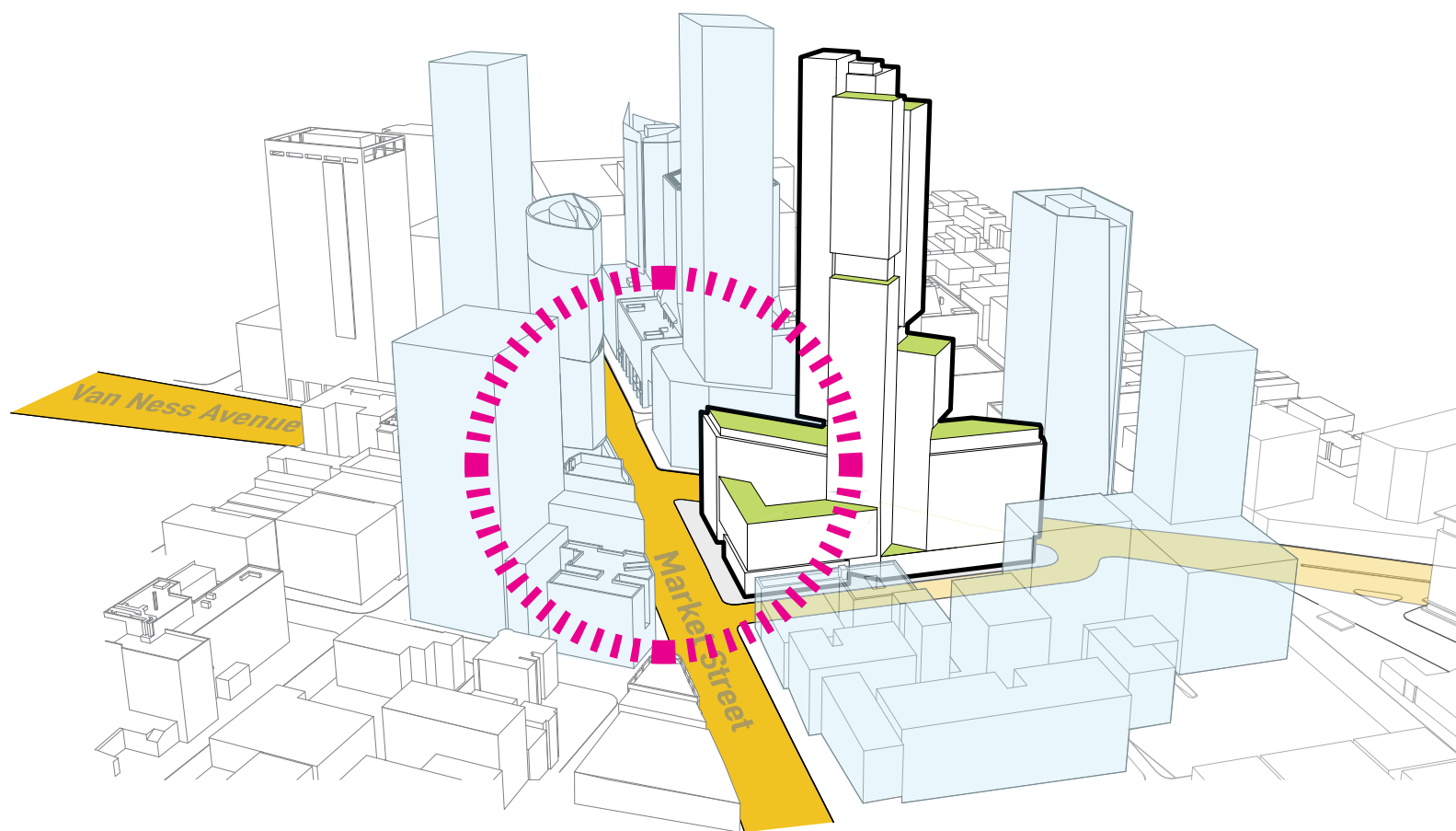
PROJECT OPPORTUNITIES

1 TRANSFORM AN UNDERUTILIZED SITE INTO A THRIVING MIXED-USE RESIDENTIAL PROJECT



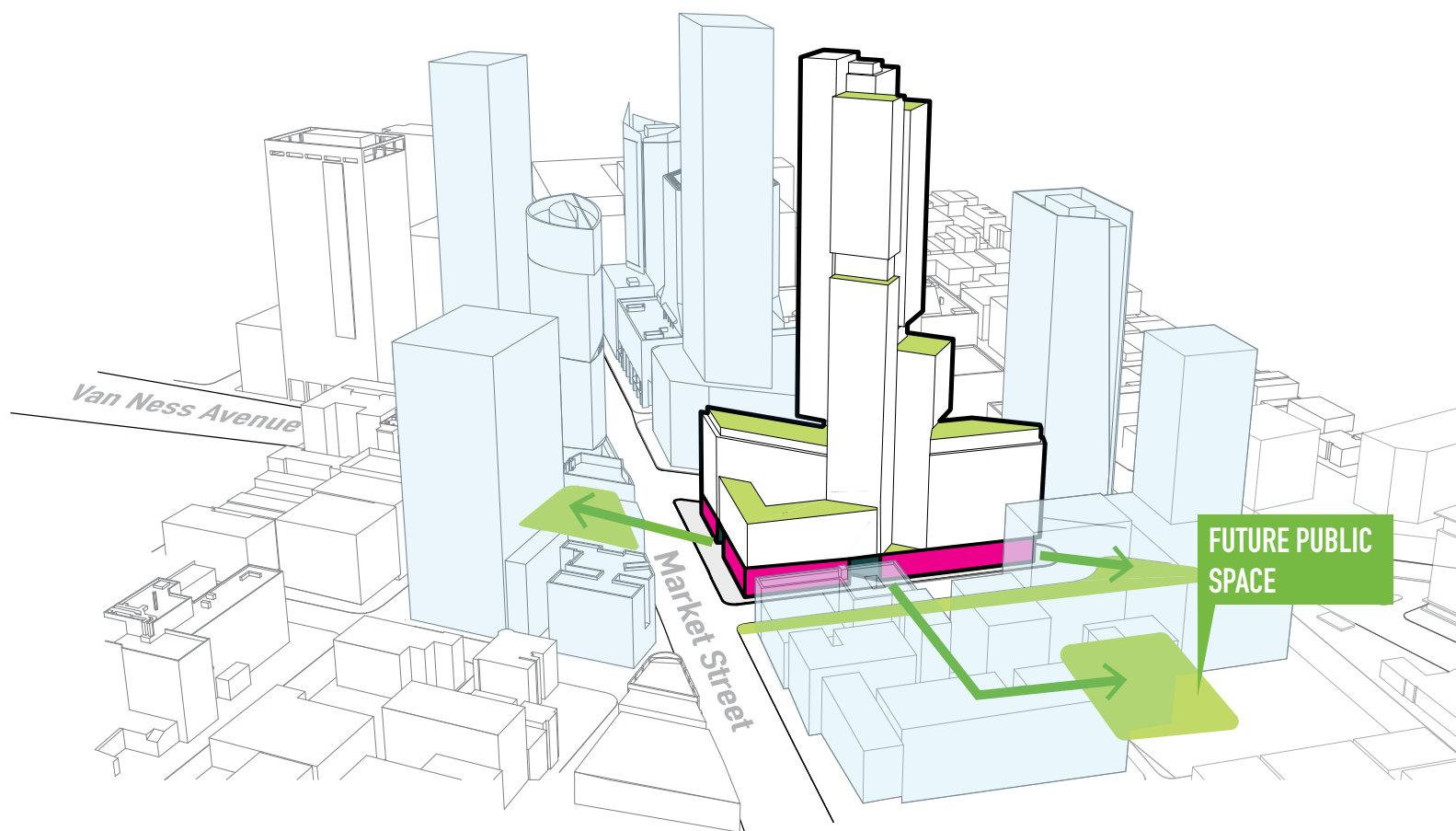
PROJECT OPPORTUNITIES

2 BRING HIGH DENSITY TO A TRANSIT-RICH KEY INTERSECTION



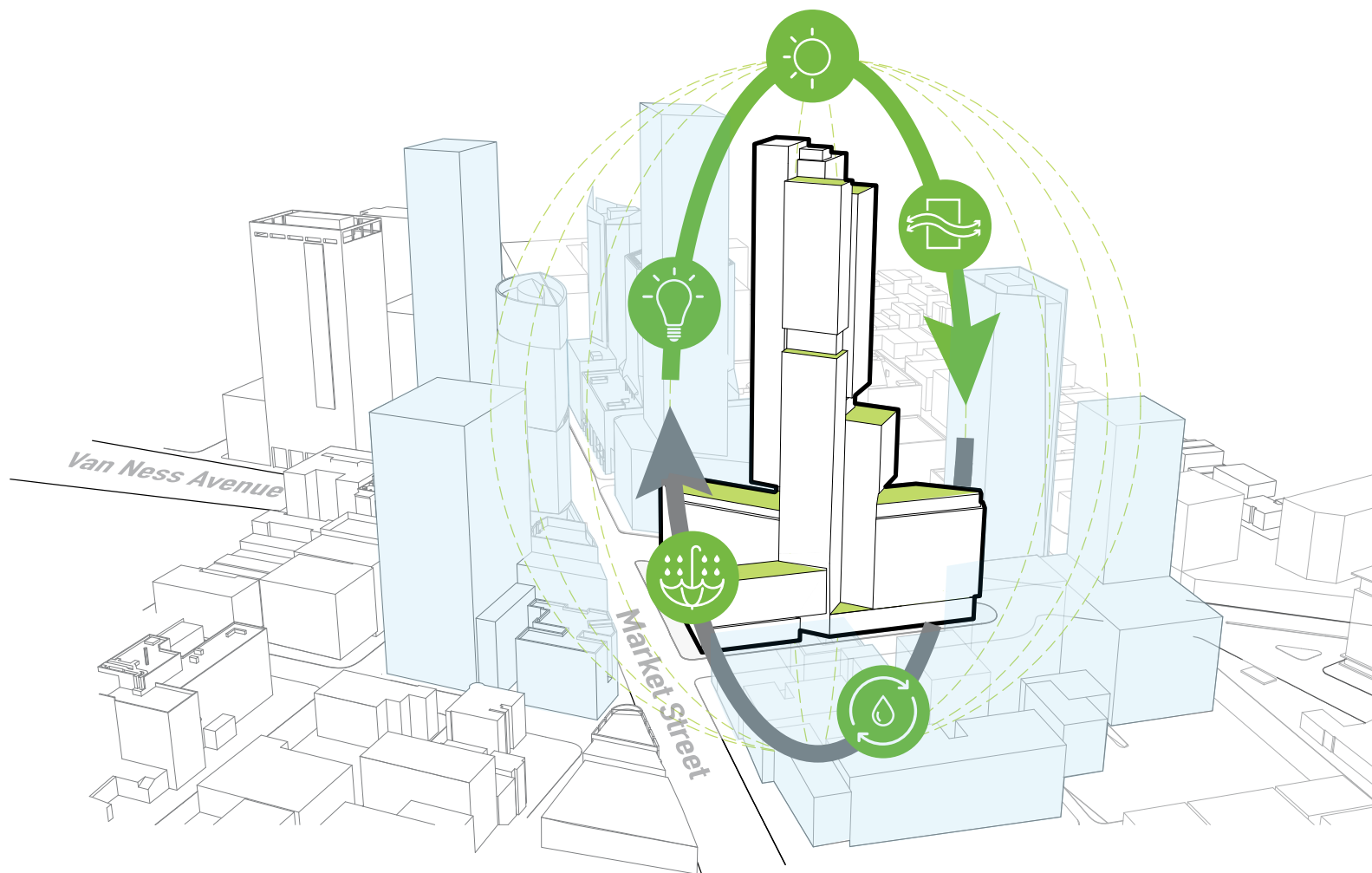
PROJECT OPPORTUNITIES

3 ACTIVATE THE SITE THROUGH THE CREATION OF A RICH PUBLIC REALM

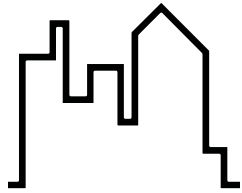


PROJECT OPPORTUNITIES

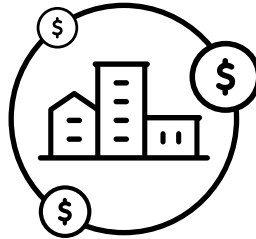
4 CREATE THE FIRST CARBON-NEUTRAL HIGH RISE RESIDENTIAL DEVELOPMENT IN SAN FRANCISCO



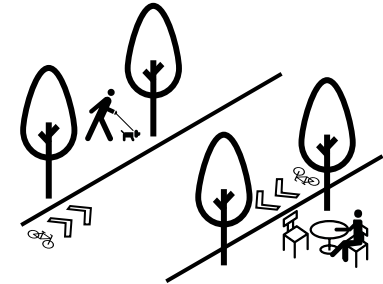
HUB GOALS



Improve Urban Form



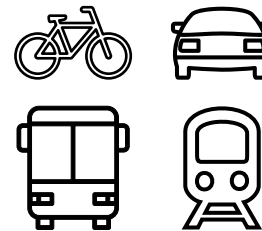
Increase Affordable Housing



Enhance the Public Realm



Encourage the Arts



Support Transit Improvements

IMPROVE URBAN FORM

PROJECT OVERVIEW

DESIGN CONCEPTS

1. RESPOND TO SURROUNDING NEIGHBORHOODS, SCALE, AND MATERIALS.
2. INTEGRATE NATURE WITH URBAN CONTEXT.
3. BREAK DOWN MASSING TO RESPOND TO SITE & CONTEXT.
4. ENHANCE & SUPPORT PUBLIC REALM, AND CULTIVATE COMMUNITY & CULTURE.

PROJECT OVERVIEW

URBAN FORM DIAGRAM



TWIN PEAKS

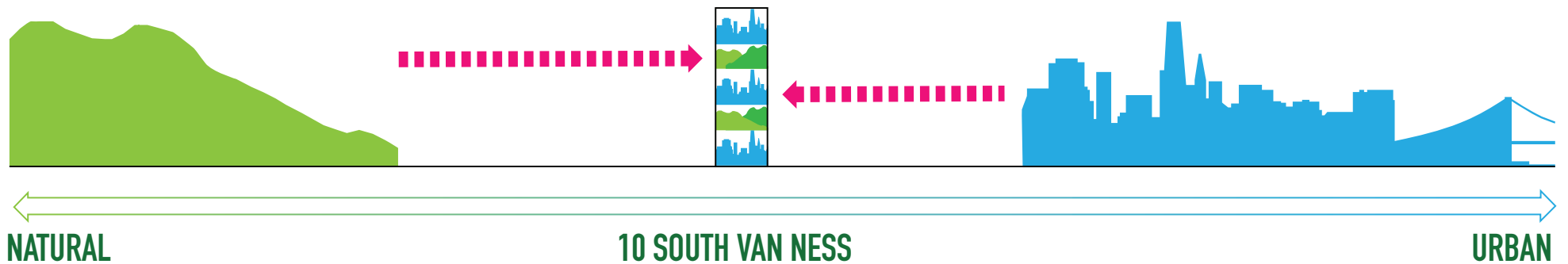
THE HUB

DOWNTOWN



PROJECT OVERVIEW

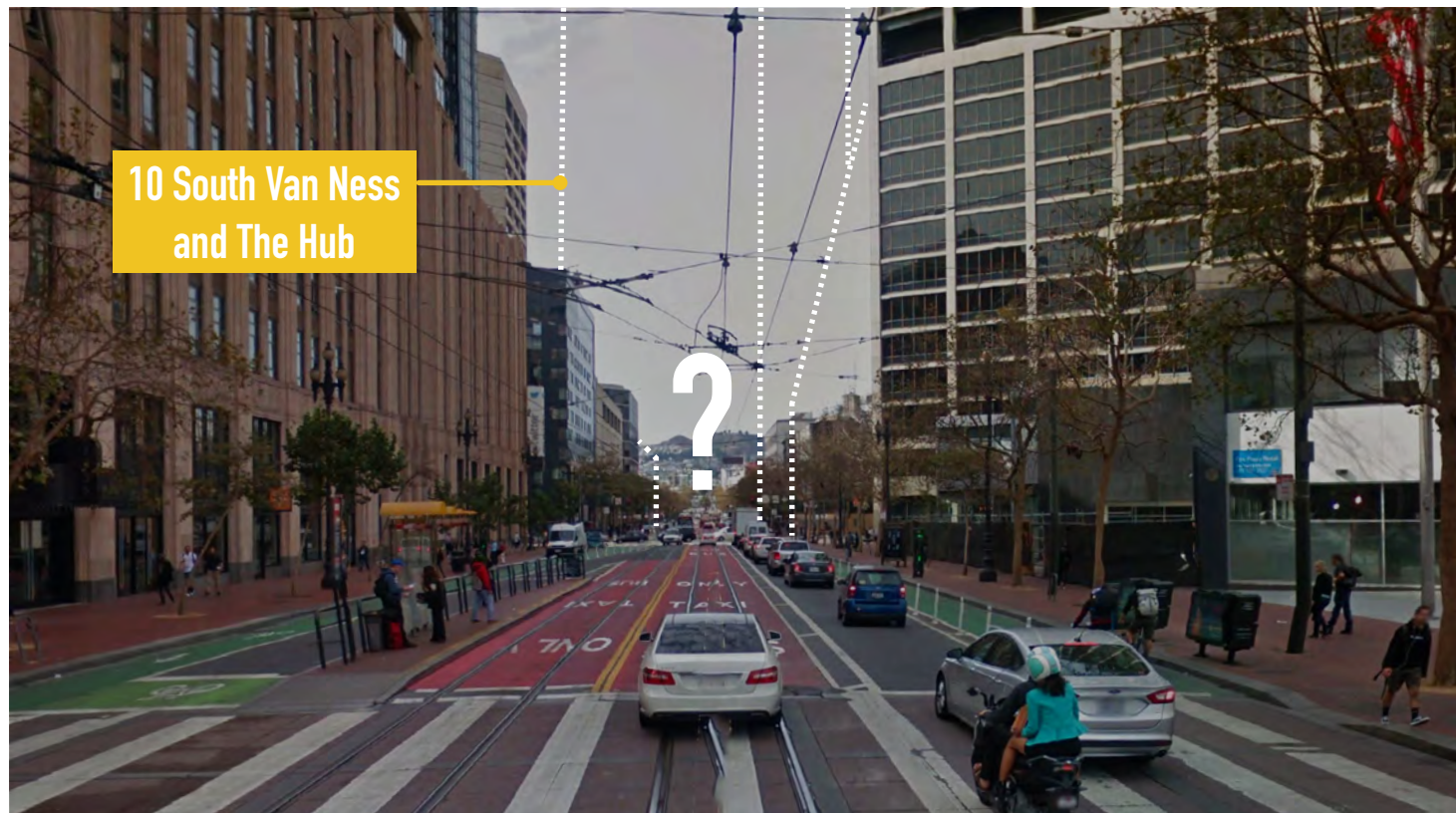
INTEGRATE NATURE



10 SOUTH VAN NESS IS LOCATED IN A UNIQUE POSITION BETWEEN TWIN PEAKS AND THE FINANCIAL DISTRICT

THE PROJECT SYNTHESIZES BOTH: THE TOWER BUNDLES REPRESENT THE URBAN ELEMENT WHILE SKY GARDENS INTRODUCE NATURE ONTO THE SKYLINE

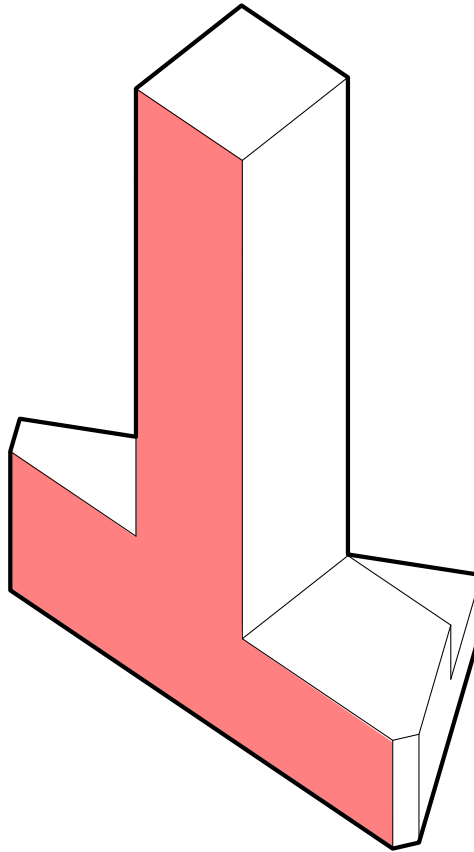
A COUNTERPOINT TO THE FERRY BUILDING



THE BUILDING

EVOLUTION OF FORM

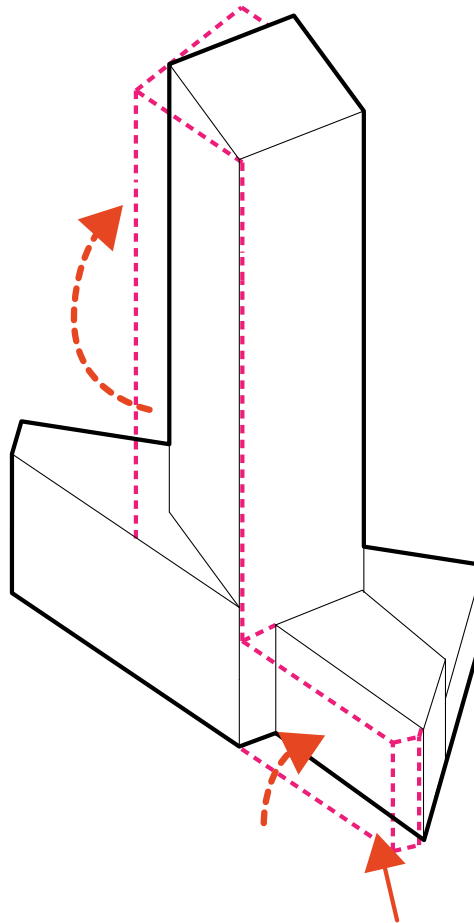
MASSING



1. REDUCTION IN STREET WALL

EVOLUTION OF FORM

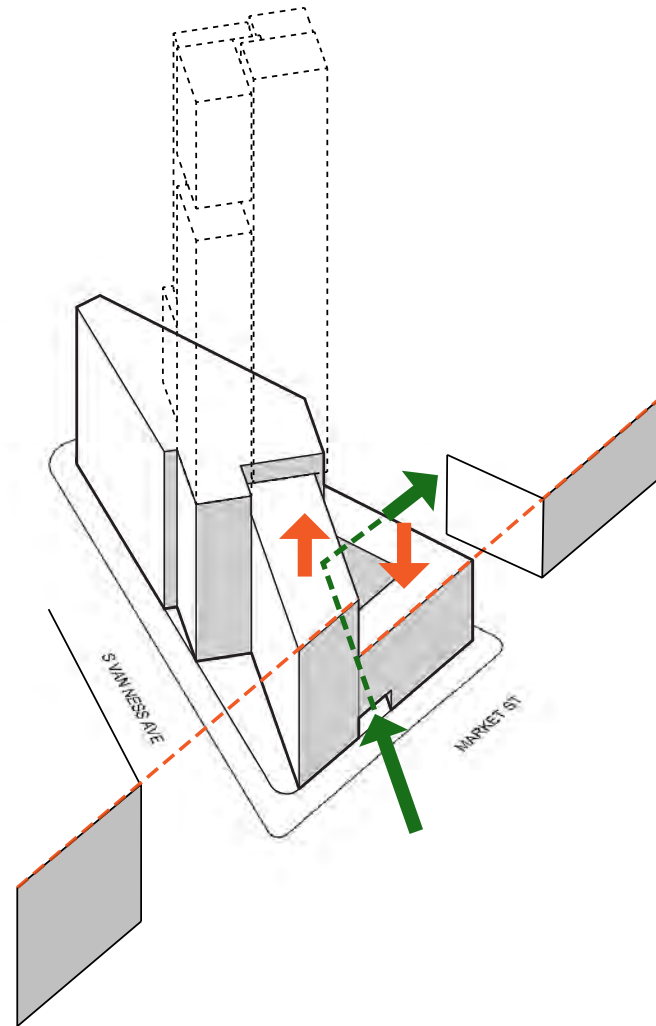
MASSING



2. ROTATED & SET BACK TO
REDUCE STREET FRONTAGE

EVOLUTION OF FORM

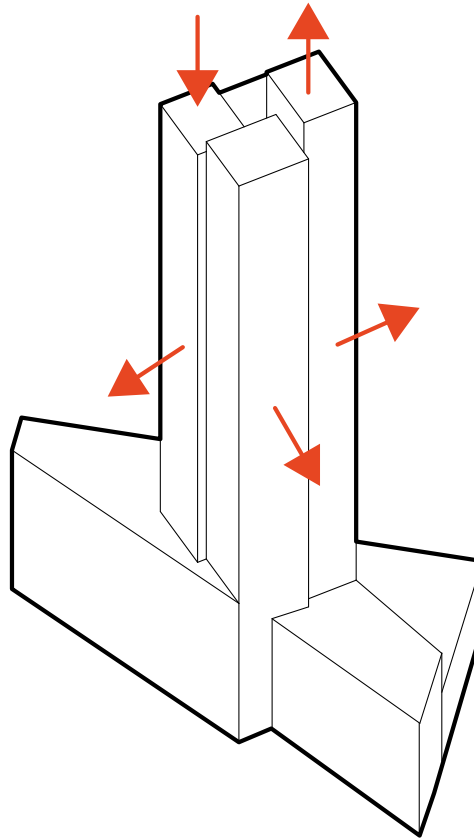
MASSING



3. PUSHED DOWN AND PERMEATED

EVOLUTION OF FORM

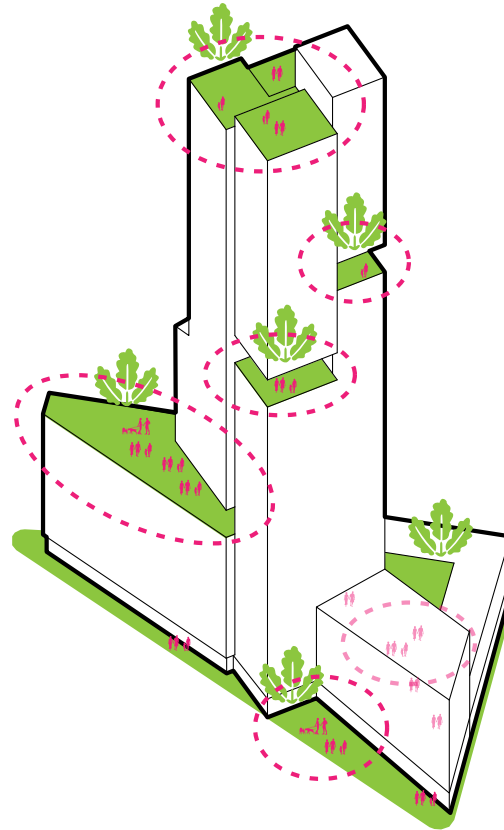
MASSING



4. BUNDLES SLIM THE TOWER REDUCING
ITS PERCEIVED BULK ON THE SKYLINE

EVOLUTION OF FORM

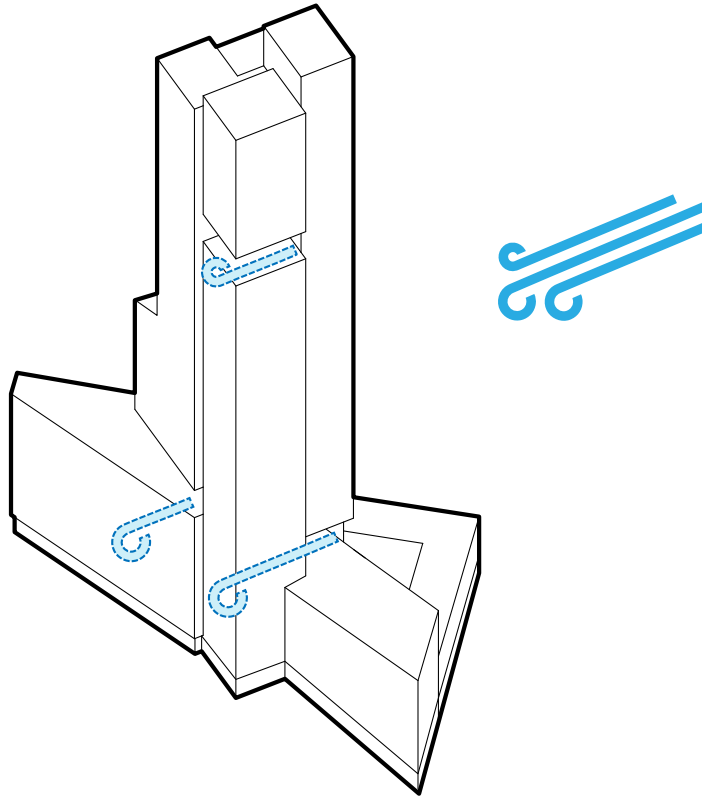
MASSING



5. VOIDS ARE INTRODUCED THROUGHOUT THE TOWER. THE CUT-OUTS PROVIDE GREEN OUTDOOR SPACES THAT POPULATE THE BUILDING VERTICALLY

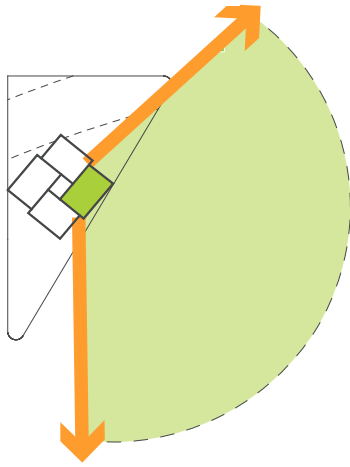
EVOLUTION OF FORM

MASSING

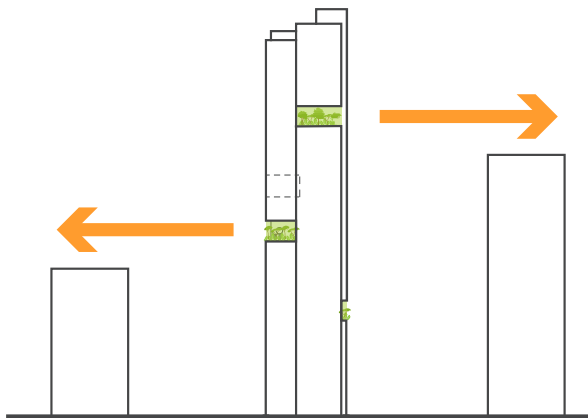


6. CUT-OUTS HELP DECELERATE PREVAILING WINDS BY REDUCING THE BROAD FACES EXPOSED TO DIRECT GUSTS

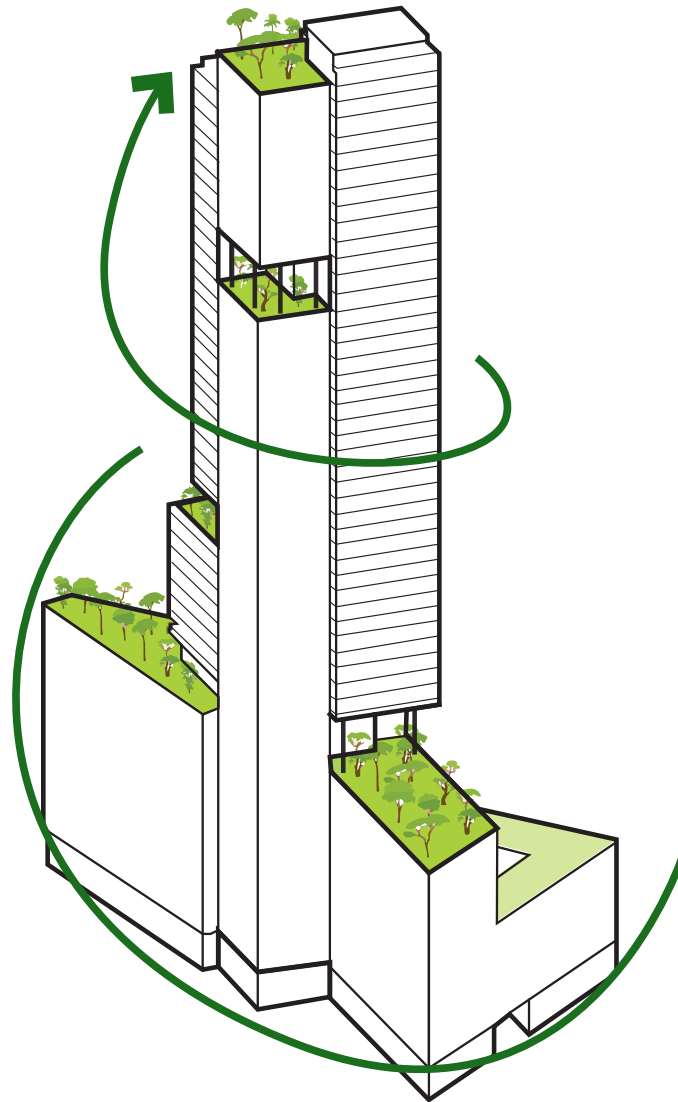
BREAK DOWN MASSING



EACH SKY GARDEN RELATES TO DIRECTIONAL VIEWS



THE SKY GARDENS ARE POSITIONED TO RELATE TO SURROUNDING CONTEXT AND GIVE SCALE



EACH BUNDLE SPONSORS A SKY GARDEN

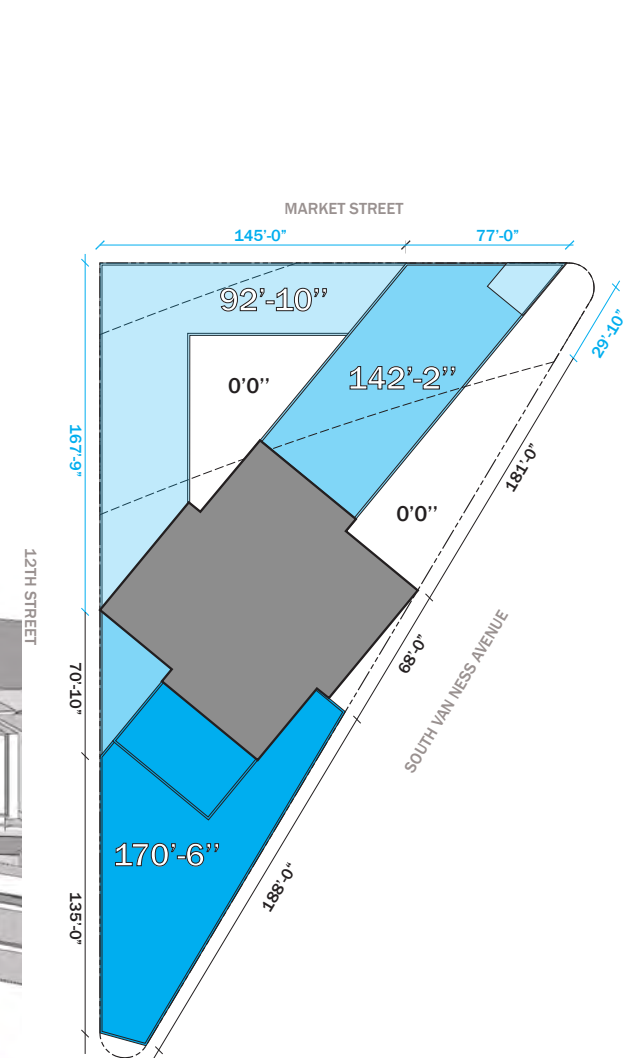
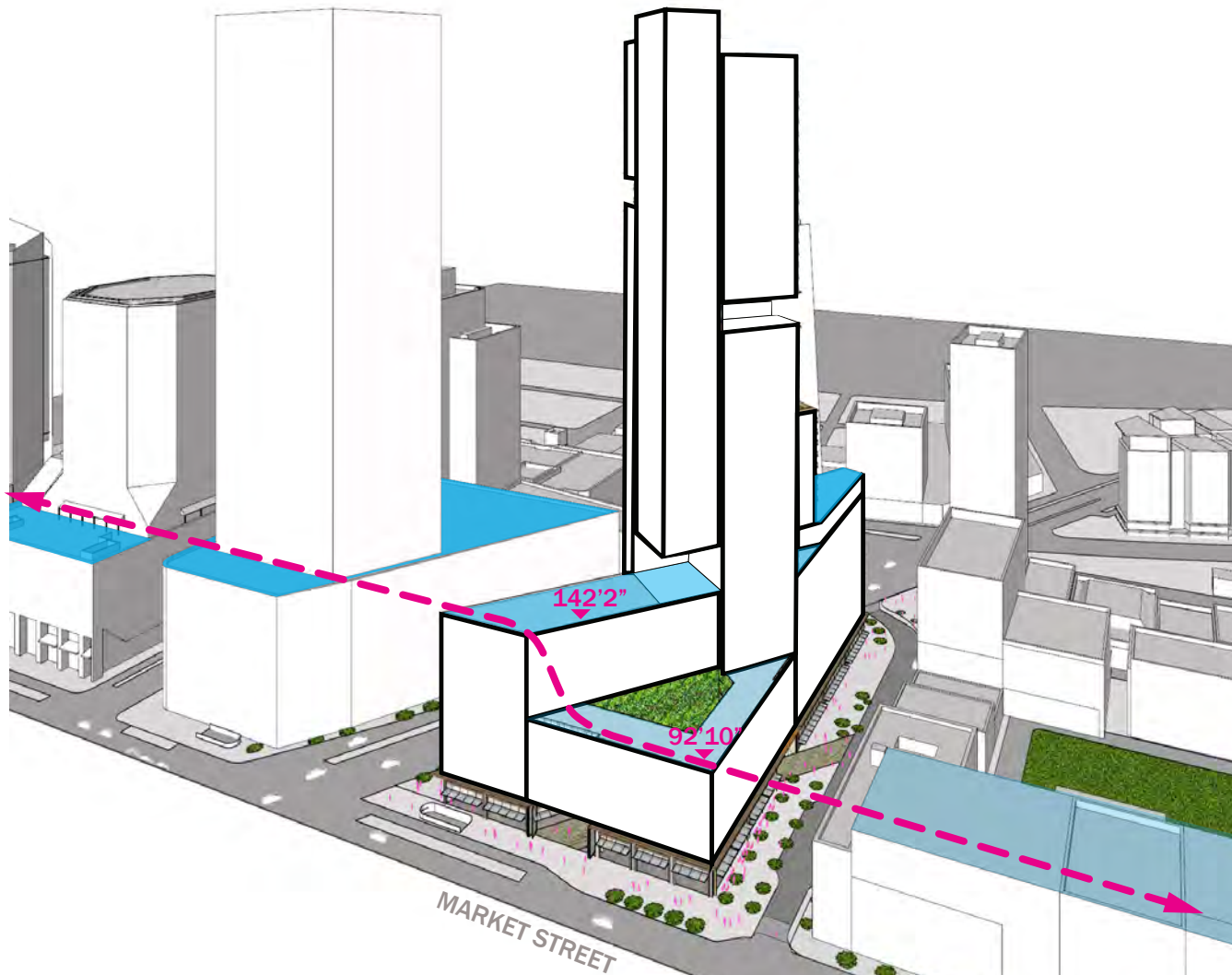
THE SKY GARDENS ARE ARRANGED IN A SPIRAL STEPPING UP THE TOWER

THE SKY GARDENS ARE LOCATED AT HEIGHTS THAT PROMOTE A CONNECTION TO THE SURROUNDING CONTEXT



SITE DESIGN, MASSING, AND PUBLIC SPACE

PODIUM HEIGHT – AVERAGE FRONTAGE HEIGHT



- STEPPING THE PODIUM CREATES BETTER RELATIONSHIP TO ADJACENT CONTEXT

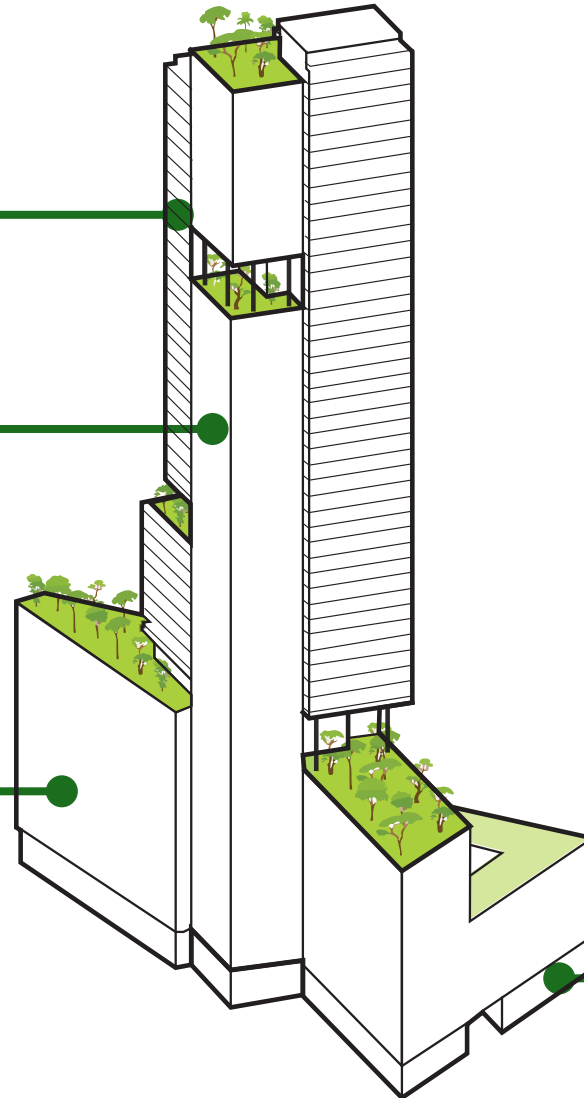
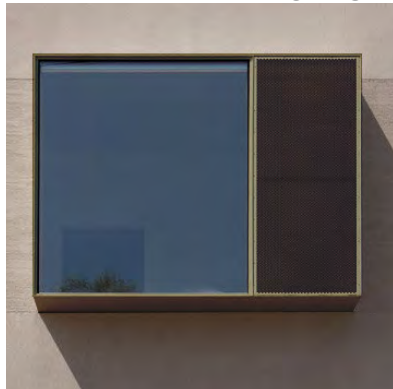
FACADE



TOWER BUNDLES



PODIUM



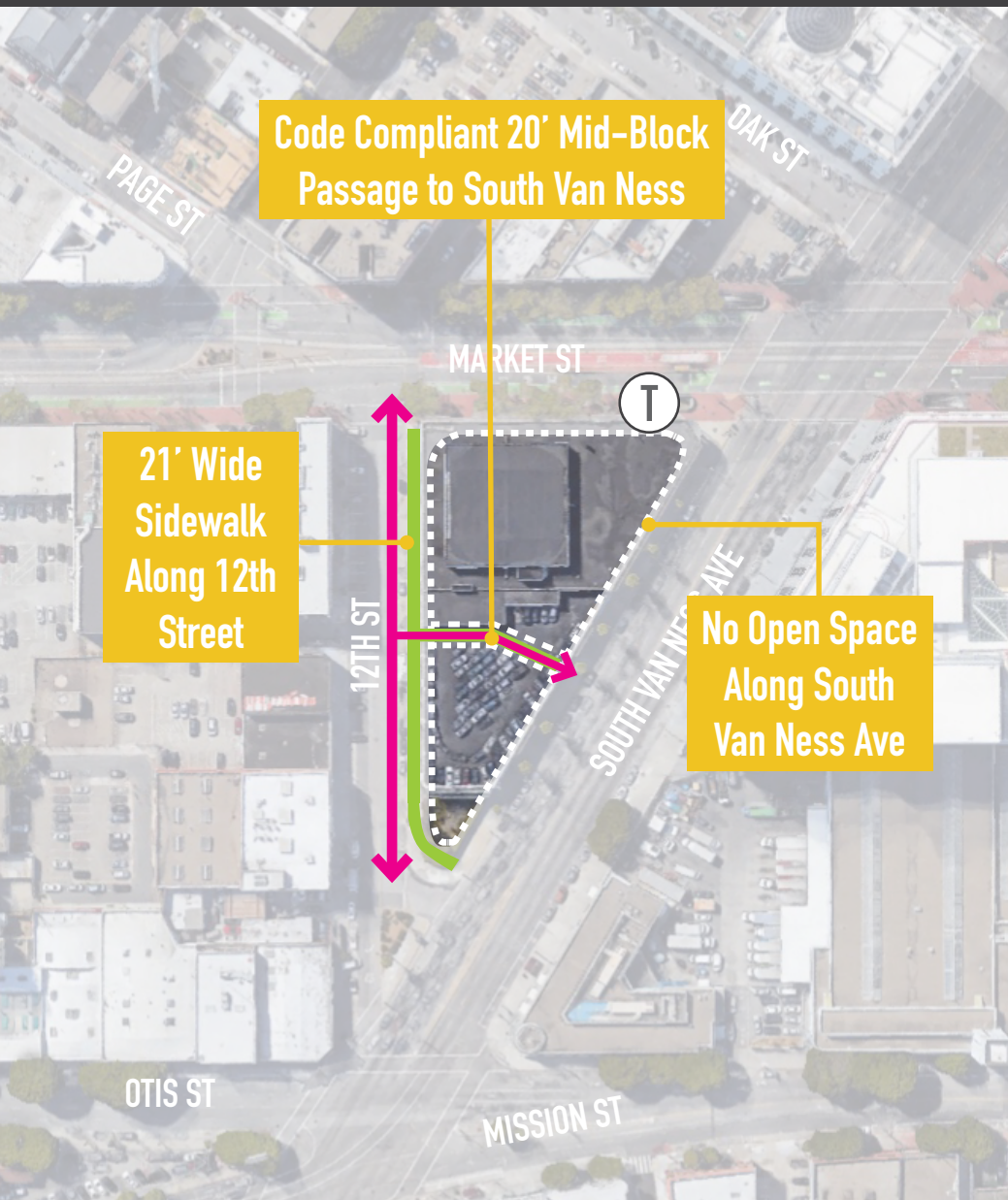
PUBLIC REALM



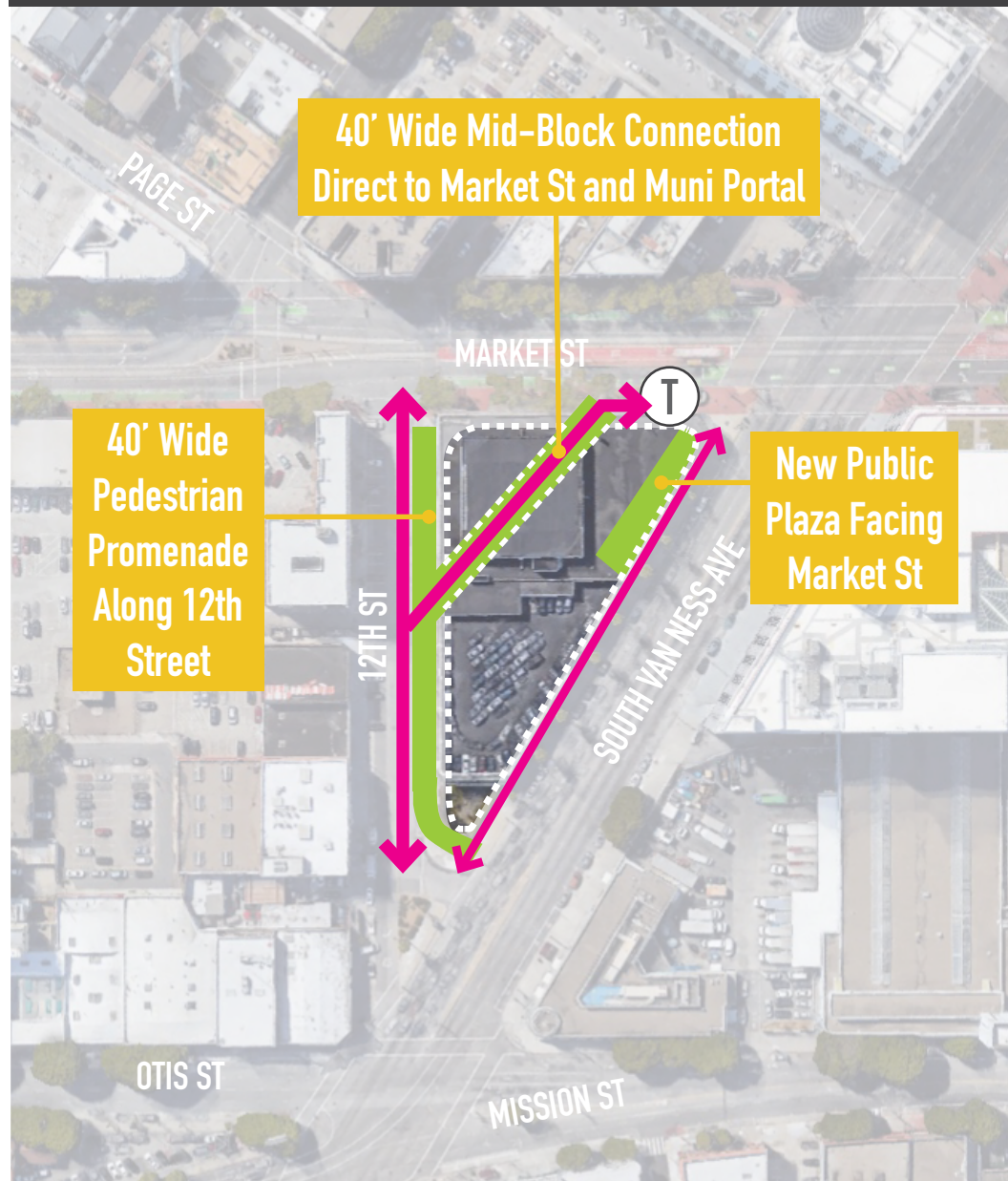
THE PUBLIC REALM

PROJECT PUBLIC REALM COMPARISON

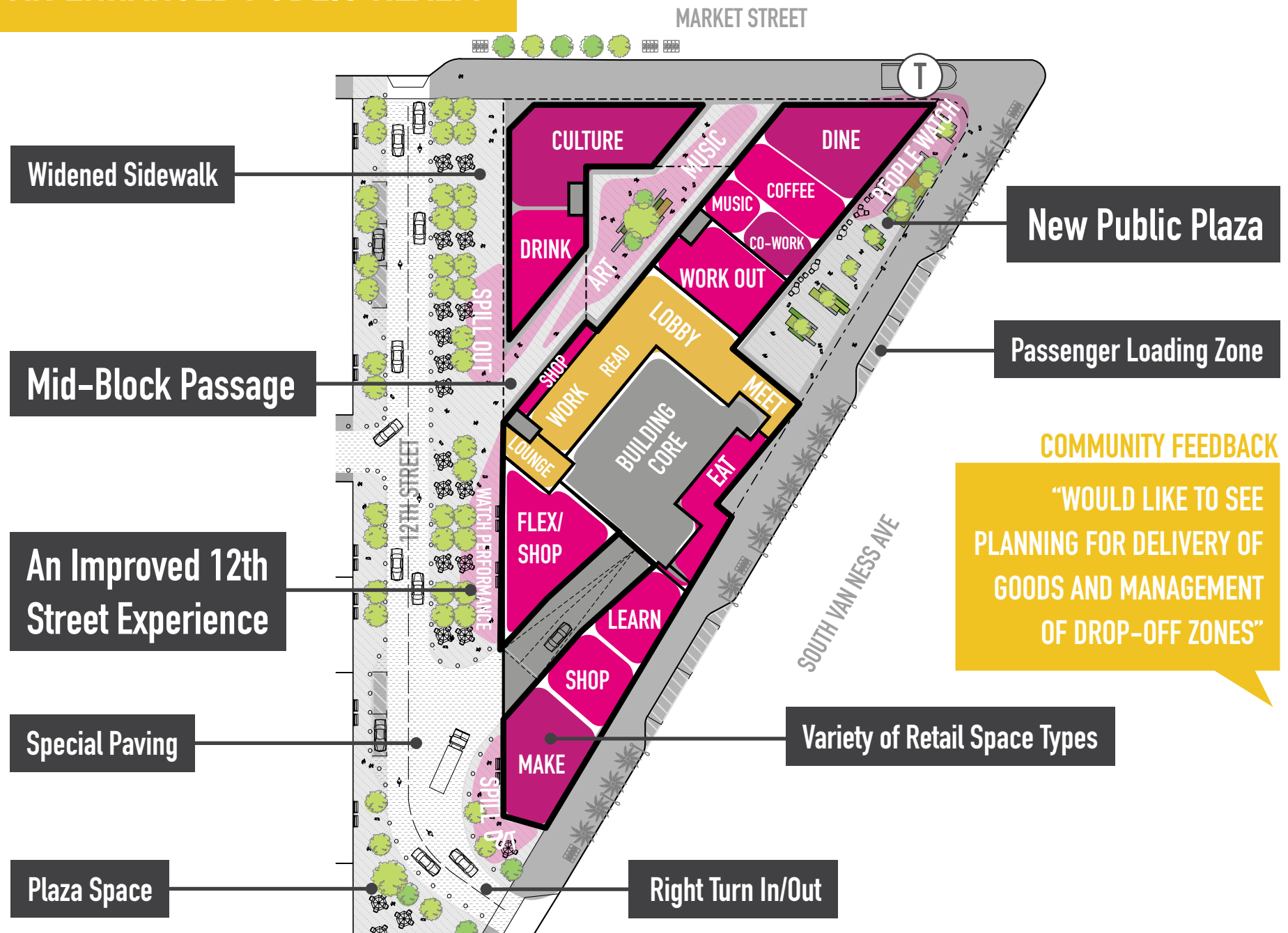
MARKET OCTAVIA PLAN COMPLIANT PROJECT



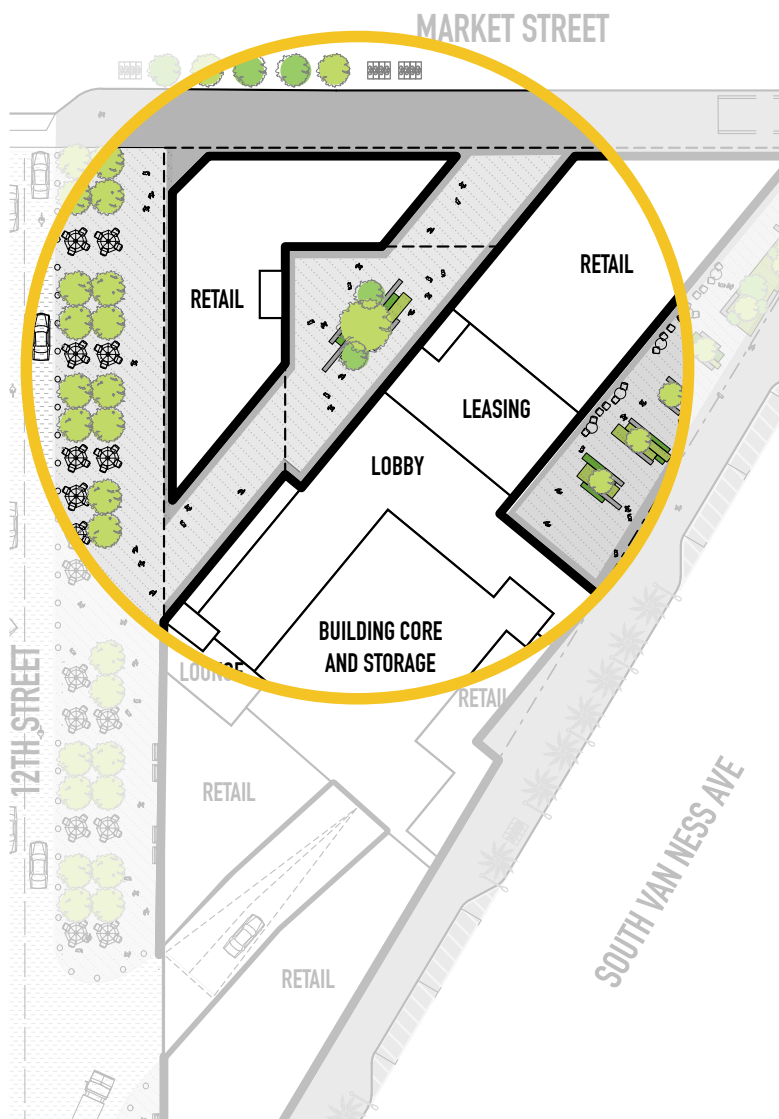
SINGLE TOWER VARIANT PROJECT



AN ENHANCED PUBLIC REALM



A NEW CONNECTION TO MARKET STREET



Open-Air Passage with Retail
Bethesda Row, Philadelphia, PA



Covered Passage with Retail
Ferry Building, SF

POTENTIAL PROGRAMMING

NEIGHBORHOOD AMENITIES



CHILDCARE SERVICES



NEIGHBORHOOD MARKET



COMMUNITY SPACE



SALON



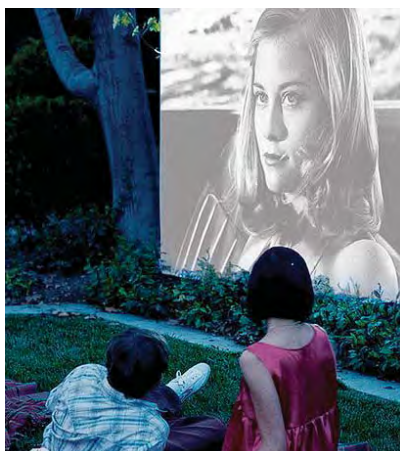
COWORKING SPACE



HOUSEHOLD GOODS

POTENTIAL PROGRAMMING

CREATIVE AND CULTURAL ELEMENTS



MUSIC VENUE

EXPERIMENTAL THEATER

RECORDING STUDIO

INDEPENDENT FILM

ARTIST GALLERIES

TODAY



Muni portal

SPEED
LIMIT
10

No active frontage



A NEW CONNECTION TO MARKET STREET

Program at multiple levels

Potential public art installations

Garage style doors to retail spaces

Improved pedestrian connection to Muni portal



A NEW CONNECTION TO MARKET STREET



TODAY

Opportunity for a landmark presence at a key intersection

Long continuous facade



A NEW PUBLIC PLAZA



Mix of complementary materials

Prominent residential lobby and plaza

Widened sidewalk for seating and landscaping

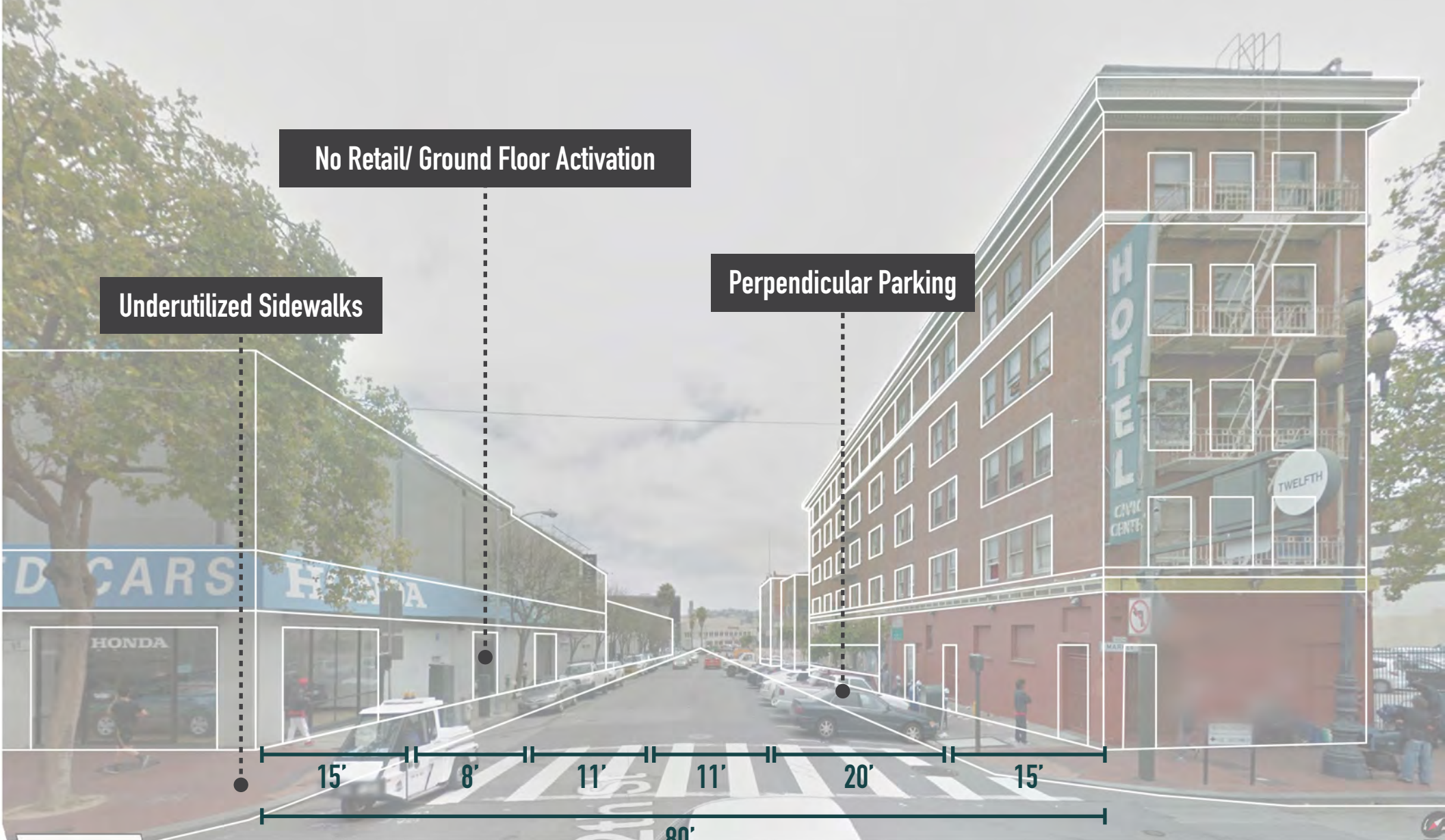
Anchor tenant at key intersection



A NEW PUBLIC PLAZA



12TH STREET TODAY



No Retail/ Ground Floor Activation

Underutilized Sidewalks

Perpendicular Parking



PEDESTRIAN
15'

VEHICULAR
50'

PEDESTRIAN
15'

12TH STREET PROPOSED

Neighborhood-Serving Retail

Pedestrian Promenade

Shared Street

Street Trees

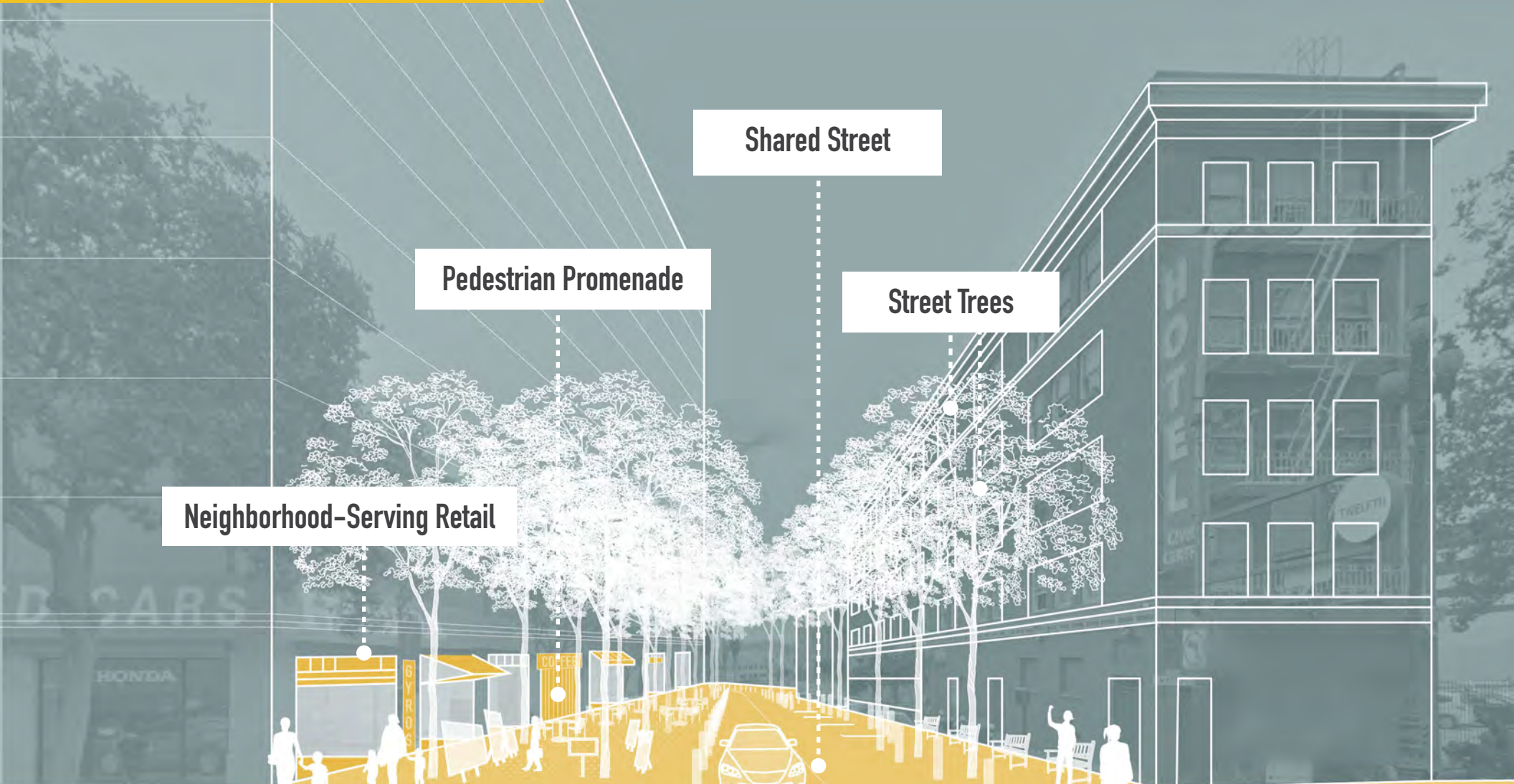
9' 25' 6' 11' 11' 18'

80'

PEDESTRIAN
40'

VEHICULAR / SHARED STREET
22'

PEDESTRIAN
18'



TODAY

Standard sidewalk width

No open space

Street parking along both sidewalks



PROPOSED

Allée with street furnishings

Variety of retail tenants

Widened sidewalk

Spill out seating



PROPOSED



PUBLIC REALM TODAY

Metered Loading Space

MARKET ST

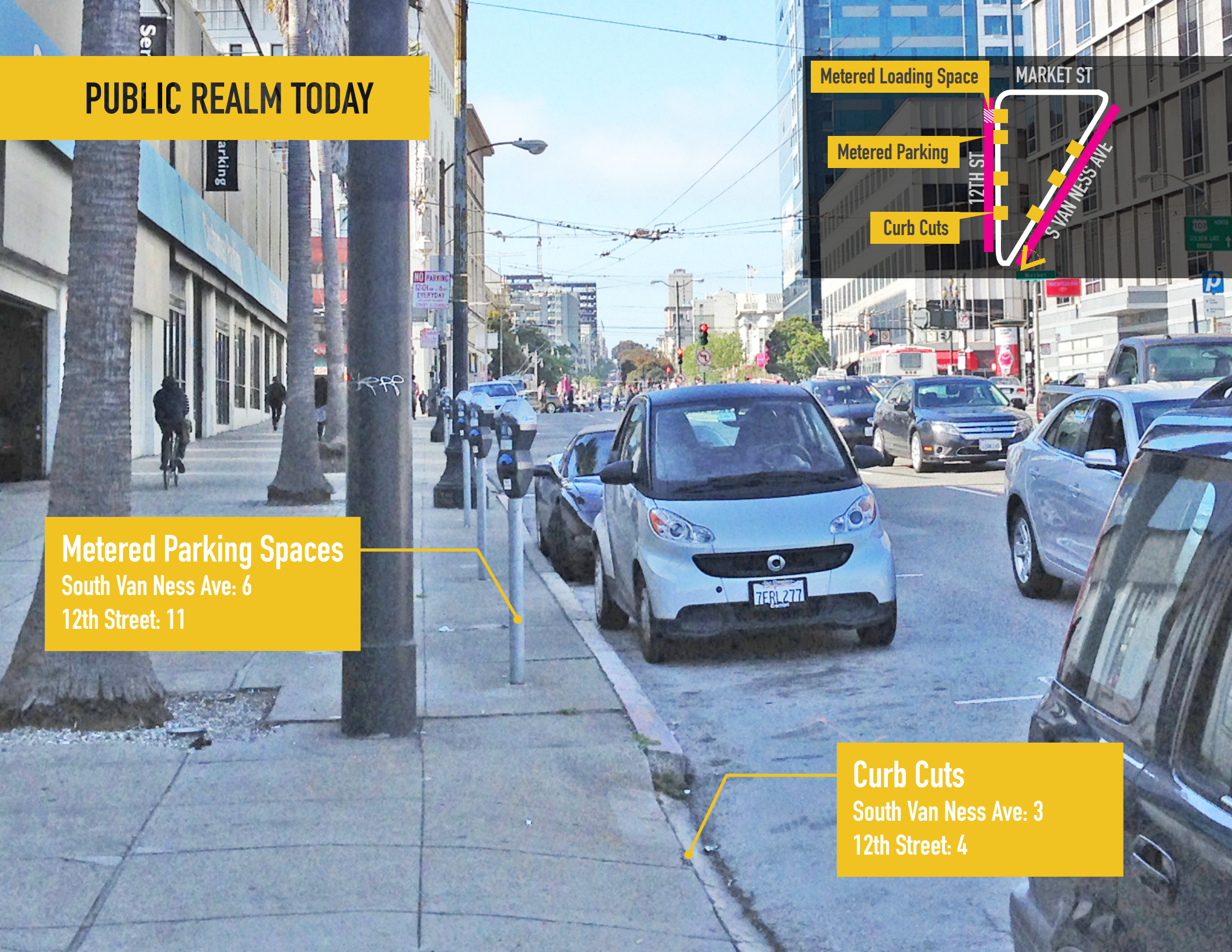
Metered Parking

Curb Cuts



Metered Parking Spaces
South Van Ness Ave: 6
12th Street: 11

Curb Cuts
South Van Ness Ave: 3
12th Street: 4





SUPPORT TRANSIT IMPROVEMENTS

TDM: LEARNING FROM NEMA



TRANSPORTATION DEMAND MANAGEMENT (TDM)

REQUIRED AND ADDITIONAL MEASURES PROVIDED

 REQUIRED  ADDITIONAL



RIDE SHARE SHUTTLE
TO TRANSIT



CAR SHARE MEMBERSHIPS + PARKING



336 CLASS-I
61 CLASS-II
BICYCLE PARKING SPACES
+ REPAIR SERVICES



BIKE FLEET +
SHARE SERVICE



100% CONTRIBUTION
TOWARDS TRANSIT PASS



ENROLL IN TRIP TRACKING
APPLICATIONS



0.25
SPACES / UNIT

CAR PARKING



PASSENGER DROP-OFF +
DELIVERY LOADING ZONES



COLLABORATIVE
WORKSPACE



HIGH OCCUPANCY
VEHICLE SUBSIDIES



ON-SITE CHILDCARE



RESIDENTIAL PORTAL
FOR MANAGEMENT
COMMUNICATION
+ RESIDENT APP



VALET SERVICE



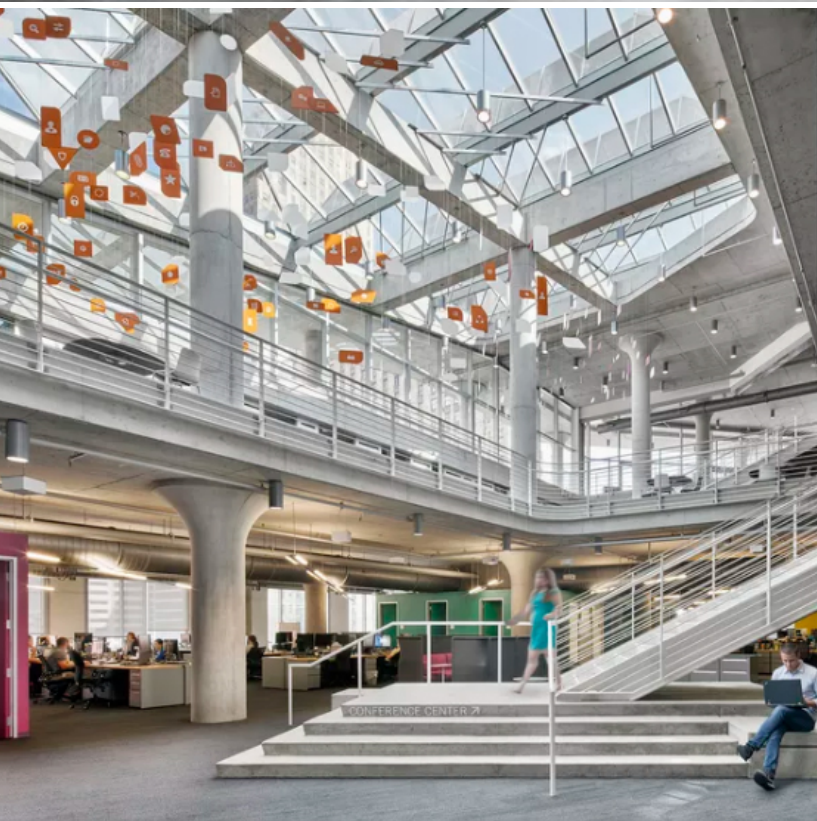
UNBUNDLED PARKING
FROM RENT

PLANNING FOR ADAPTATION



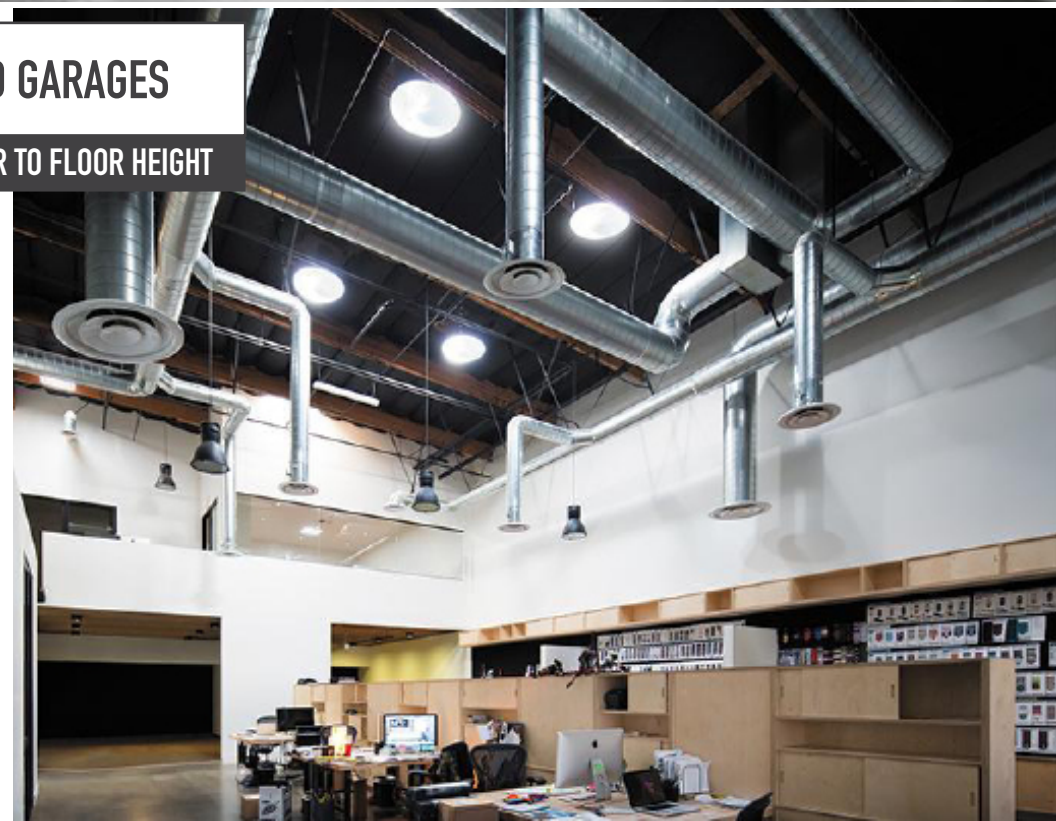
TYPICAL GARAGES

10'-12' FLOOR TO FLOOR HEIGHT



ADAPTED GARAGES

10SVN: 21' FLOOR TO FLOOR HEIGHT





MAKING HISTORY

**THIS PROJECT WOULD BE
THE FIRST
RESIDENTIAL HIGH RISE IN SAN FRANCISCO
TO HAVE
NET ZERO
GREEN HOUSE GAS EMISSIONS
(CARBON NEUTRAL)**

ENVIRONMENTAL LEADERSHIP DEVELOPMENT PROJECT (ELDP) CERTIFICATION

REQUIREMENTS

LEED Gold Certification

Net Zero Greenhouse Gas Emissions

20% Higher Transportation Efficiency

All Construction with Prevailing Wages



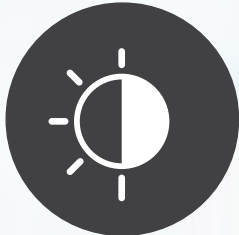
RAINWATER HARVESTING



ENERGY EFFICIENT FEATURES



WATER RECYCLING AND EFFICIENCY



NATURAL DAYLIGHTING



NATURAL VENTILATION



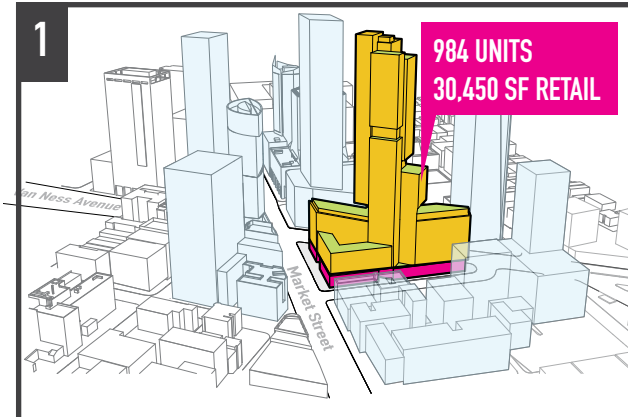
NATURAL DAYLIGHTING

STRATEGIES

SUMMARY

PROJECT OPPORTUNITIES

1

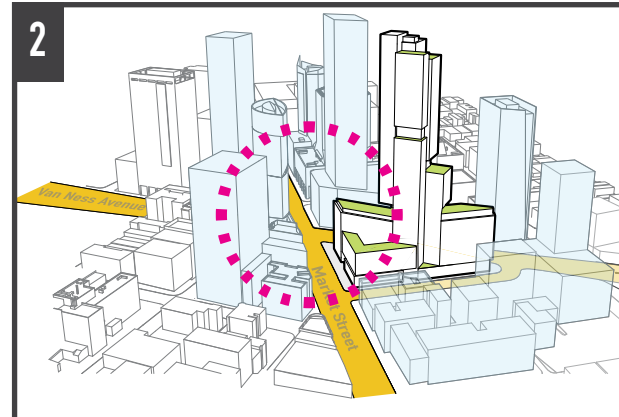


984 UNITS
30,450 SF RETAIL

Van Ness Avenue
Market Street

TRANSFORM AN UNDERUTILIZED SITE INTO A THRIVING MIXED-USE RESIDENTIAL PROJECT.

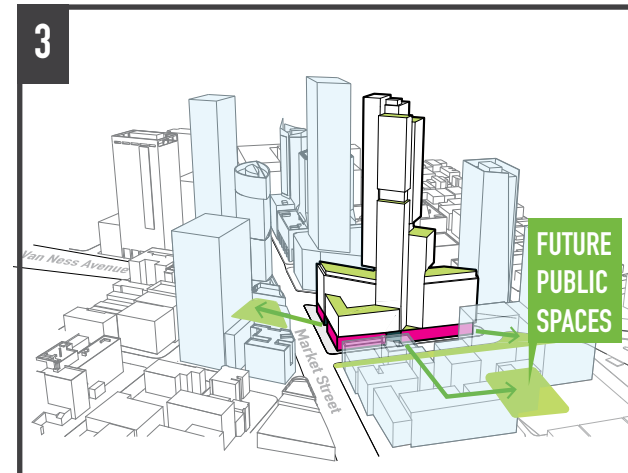
2



Van Ness Avenue
Market Street

BRING HIGH DENSITY TO A TRANSIT-RICH KEY INTERSECTION.

3

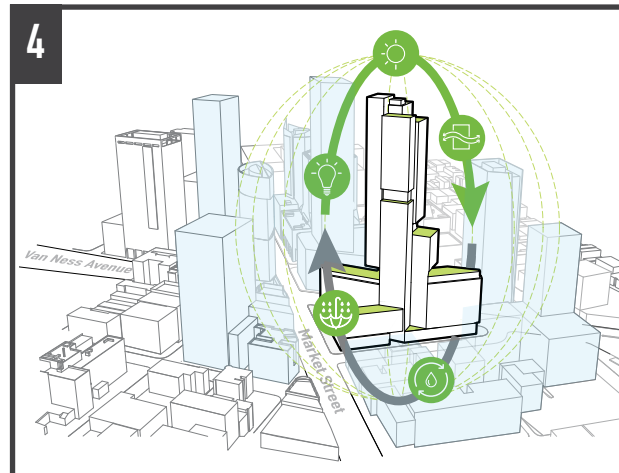


Van Ness Avenue
Market Street

FUTURE PUBLIC SPACES

ACTIVATE THE SITE THROUGH THE CREATION OF A RICH PUBLIC REALM.

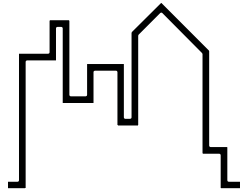
4



Van Ness Avenue
Market Street

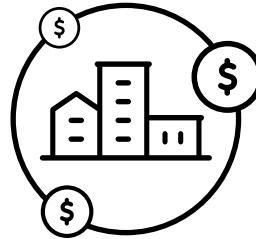
CREATE THE FIRST CARBON-NEUTRAL HIGH RISE RESIDENTIAL DEVELOPMENT IN SF.

HUB + PROJECT GOALS



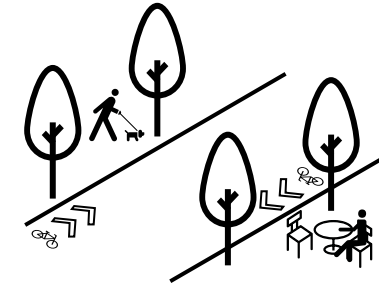
Improve Urban Form

- » Create Compelling Architecture to Anchor the HUB on the Cityscape



Increase Affordable Housing

- » Contribute Affordable Housing and Other Benefits to the Neighborhood



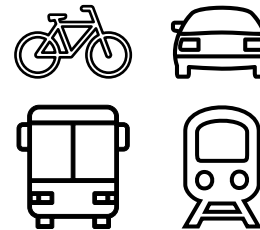
Enhance the Public Realm

- » Create a Safe, Active, and Walkable Public Realm
- » Create a Pedestrian-Focused Experience on 12th Street



Encourage the Arts

- » Integrate the Social History of the Site as part of the Ground Plane Activation Strategies



Support Transit Improvements

- » Locate Housing Density Near Concentration of Transit



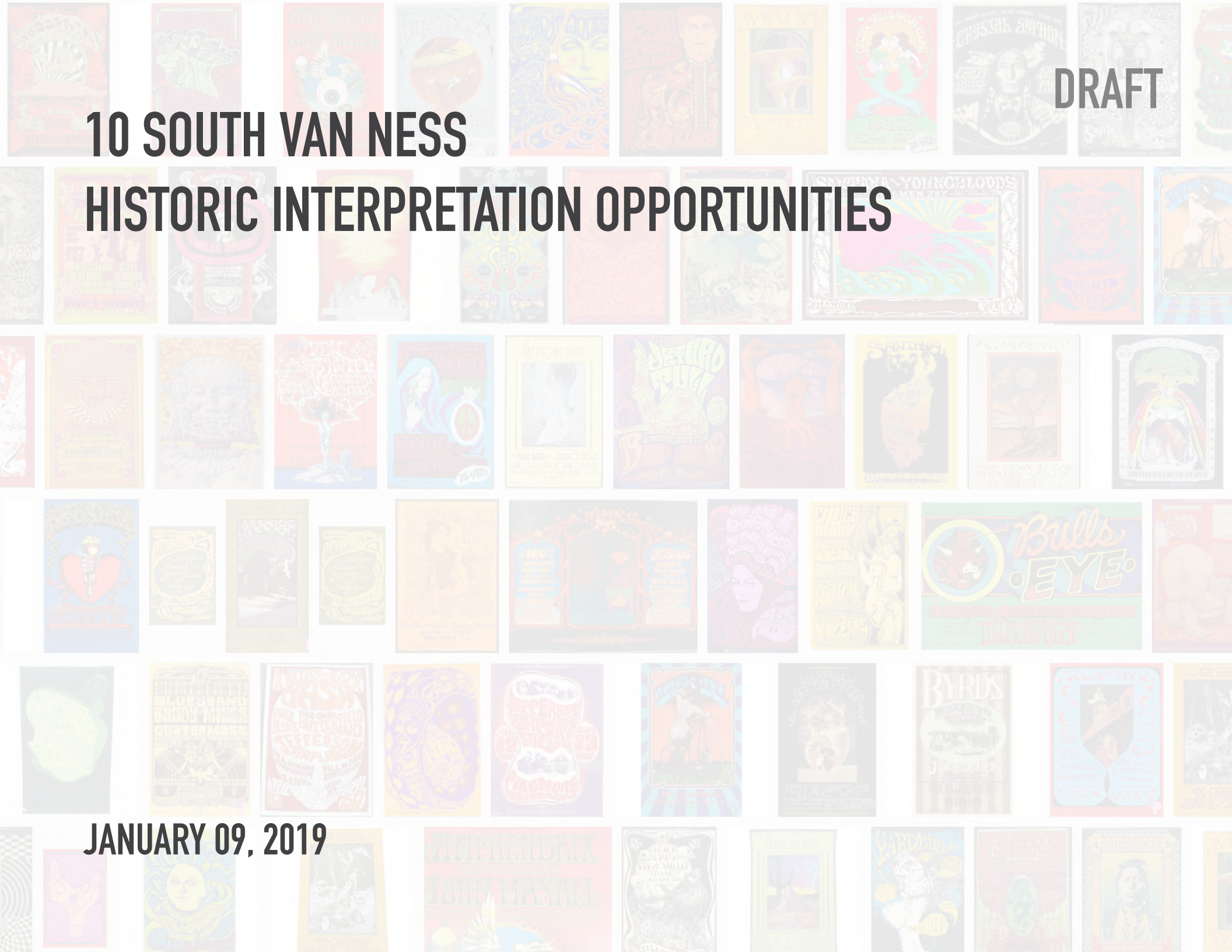
THANK YOU

APPENDIX

DRAFT

10 SOUTH VAN NESS HISTORIC INTERPRETATION OPPORTUNITIES

JANUARY 09, 2019



CULTURAL SIGNIFICANCE

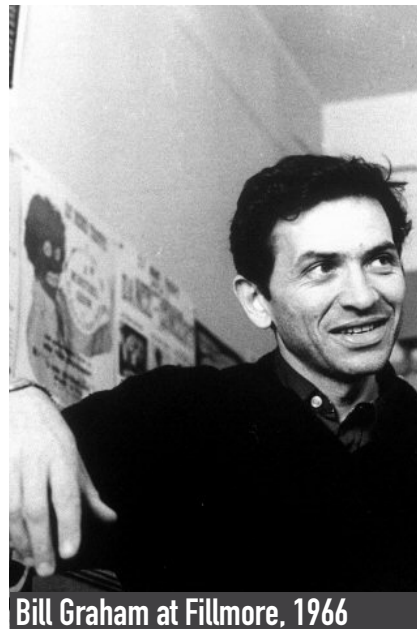
10SVN was home to the now-legendary music venue, **Fillmore West**, established by the nationally significant San Francisco music promoter and impresario, **Bill Graham**.



Aretha Franklin and Ray Charles, 1971



Bo Diddley at Fillmore West, 1970



Bill Graham at Fillmore, 1966



Grateful Dead at Fillmore West, 1969

ARCHITECTURAL INTEGRITY

THEN

NOW

The building has gone through many exterior and interior alterations over the last few decades.



Range of exterior signage and material treatments at entrance portal



Former entrance portal with original signage and material removed

Source: Historic Resources Evaluation, September 2016

10 SOUTH VAN NESS

THEN



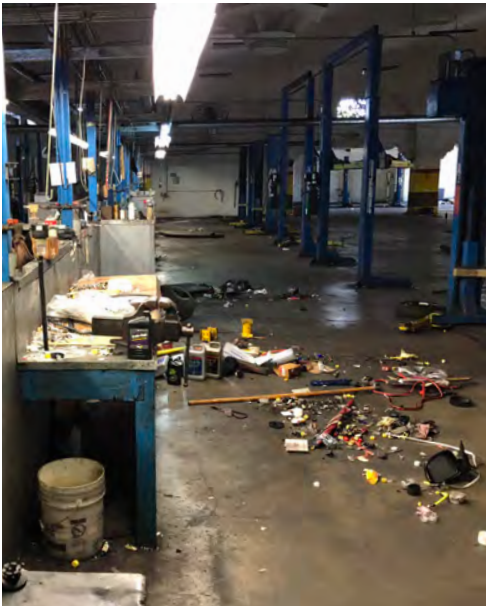
Ornamental bays and columns covered



Original parquet flooring removed

NOW

Ballroom floor conditions after Honda moved out



Source: Historic Resources Evaluation, September 2016

PART OF A LARGER MOVEMENT

MUSIC



PEOPLE

ART & POSTERS



PROTEST

(COUNTER)CULTURE

CONTINUING THE LEGACY OF THE FILLMORE WEST



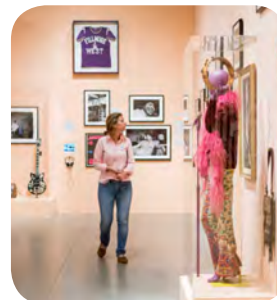
EMBEDDED NARRATIVE



POSTER PROGRAM



INTERACTIVE WALL



HISTORIC GALLERY



FLEX ARTIST STUDIO



PERFORMING
ARTS CENTER



CULTURAL DISTRICT



MINI GALLERY



LIGHT + SOUND
INSTALLATION



FLEX COMMUNITY
FORUM



FLEX PERFORMANCE
SPACE



MUSIC



INTERPRETIVE EXPERIENCE



CONTINUED PROGRAM

CULTURAL DISTRICT

PROJECT: Bose (Formerly Detour)

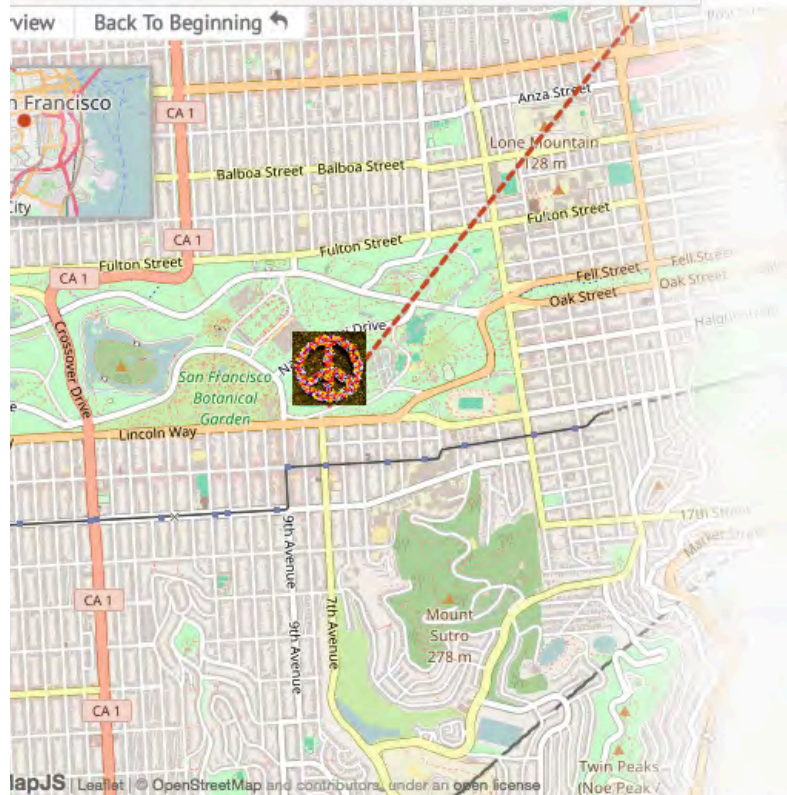
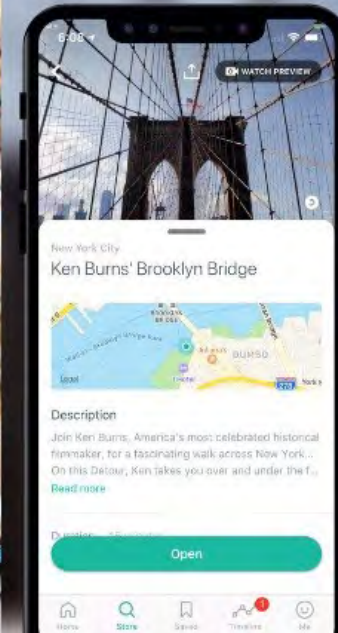
- » Immersive and interactive audio tour of various city neighborhoods with geolocated markers to signify key places. Stories told by locals and professional organizations. Plans to be implemented into augmented reality platform.
- » Opportunity to tell story of Bill Graham and The Fillmore West by partnering with local organizations to create a “counterculture district” within San Francisco.

Immersive audio walks through fascinating places

Walk alongside the best local & expert narrators

Location-aware audio that guides you every step of the way

Go alone or sync audio with friends



http://www.foundsf.org/index.php?title=The_Freeway_Revolt

"Malvina Reynolds sings her anti-freeway ballad at the May 17, 1964 rally to save the Panhandle in Golden Gate Park."

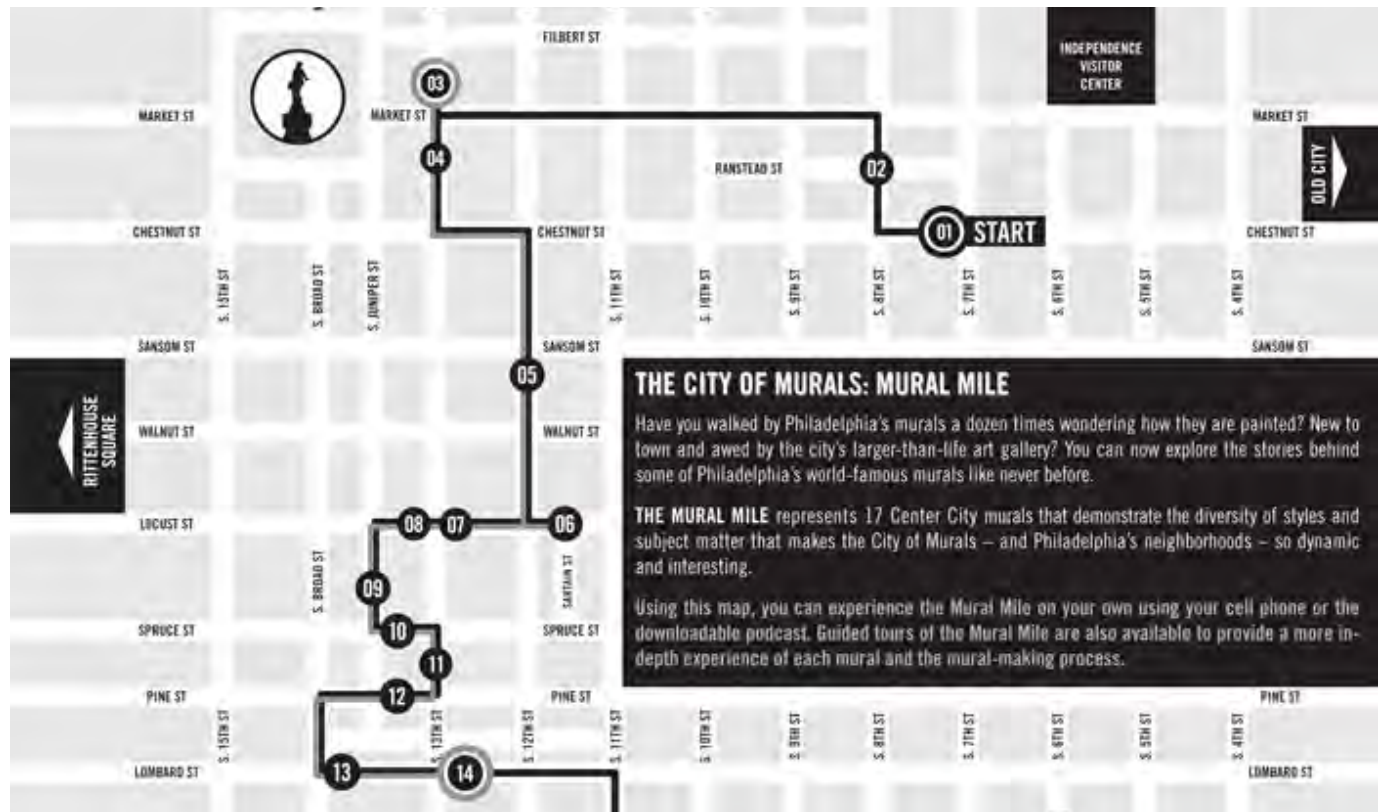
1960S: PACIFIC HEIGHTS + COUNTER-CULTURE + ENVIRONMENTALISM



COMMISSIONED POSTER PROGRAM

PROJECT: Mural Arts Program
Philadelphia, Pennsylvania

- » Mural Arts established as part of the Philadelphia Anti-Graffiti Network.
- » MuraLAB is a subset think-tank which organizes public events and exhibitions, residences for artists and curators, and special projects.
- » Opportunity for 10SVN to become a part of a “mural mile” within the neighborhood or of a larger “counterculture” district.



THE CITY OF MURALS: MURAL MILE

Have you walked by Philadelphia's murals a dozen times wondering how they are painted? New to town and awed by the city's larger-than-life art gallery? You can now explore the stories behind some of Philadelphia's world-famous murals like never before.

THE MURAL MILE represents 17 Center City murals that demonstrate the diversity of styles and subject matter that makes the City of Murals – and Philadelphia's neighborhoods – so dynamic and interesting.

Using this map, you can experience the Mural Mile on your own using your cell phone or the downloadable podcast. Guided tours of the Mural Mile are also available to provide a more in-depth experience of each mural and the mural-making process.

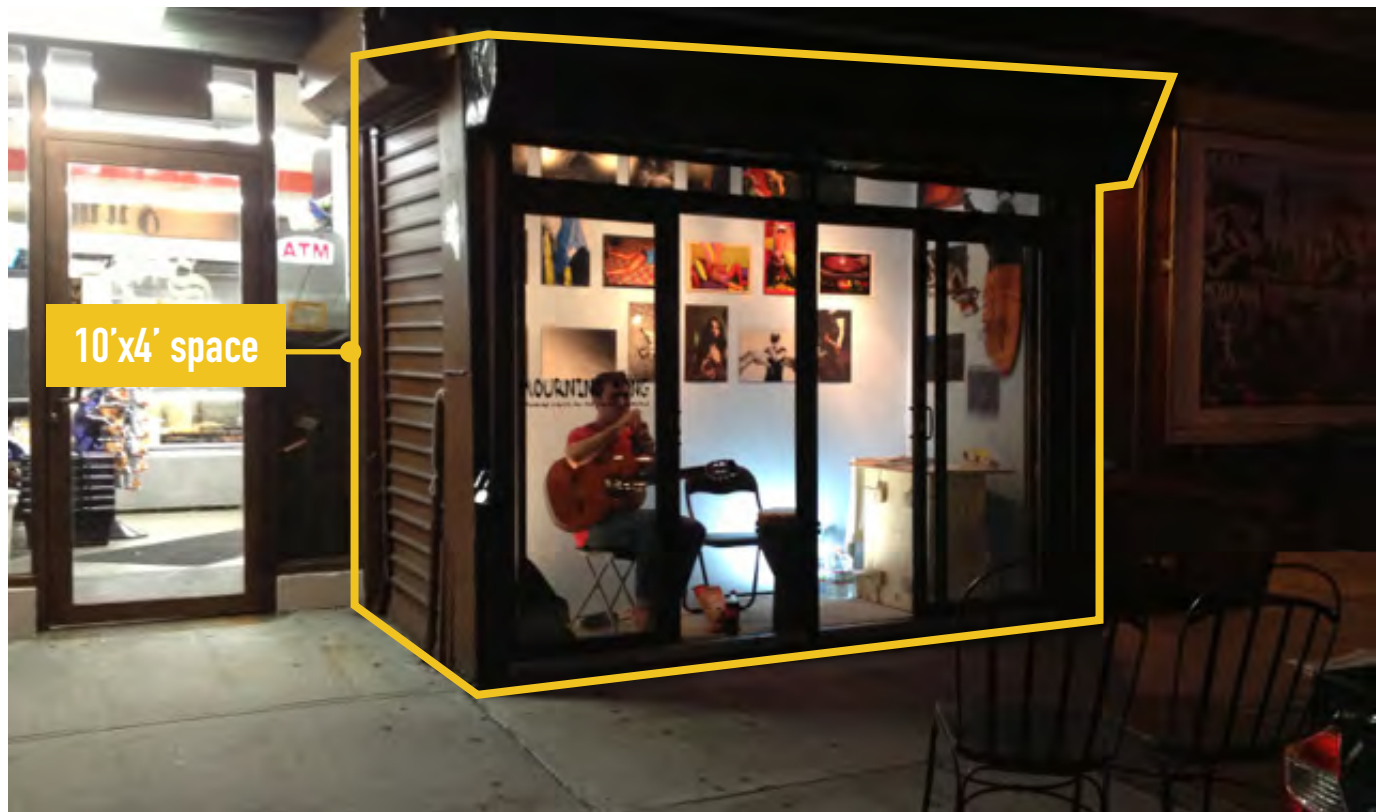


POP UP PERFORMANCE SPACE

PROJECT: The Stand, New York

SIZE: ±40 SF

- » Pop Up gallery in a bodega's beer storage to showcase artwork and performances, host community dinner parties and poetry slams, to promote and celebrate both street and anonymous artists.
- » Opportunity to build in flexible micro-spaces on the ground floor of 10 SVN to enhance public realm and pedestrian experience.



INTERACTIVE WALL

PROJECT: IBM Think Exhibit (Above)
Lincoln Center, New York
Strike a Pose (Below)
The Palladium, Los Angeles

- » IBM Think Exhibit: Digital data wall utilizing 360° film and interactive experience to celebrate 100 years of innovation and to showcase IBM's vision for a smarter planet.
- » Strike a Pose: Proposal and prototype by Second Story for the historic interpretation at the Los Angeles Palladium. Visitors strike a pose in front of reflective surface to unlock a video clip of historical icon. After each video, text appears to tell a story behind the clip.



Image source: Second Story proposal for the LA Palladium



INTERPRETIVE ART INSTALLATION

PROJECT: Sound Time Machine
The Palladium, Los Angeles

- » Proposal and prototype by Second Story for the historic interpretation at the Los Angeles Palladium.
- » Visitors step into an interactive installation to activate sound spots and listen to songs of various decades and past shows at the Palladium. Illuminated day and night.



Image source: Second Story proposal for the LA Palladium



HISTORIC GALLERY

PROJECT: Bill Graham Exhibit
CJM, San Francisco

SIZE: ±5,000 SF (lobby only)

- » Travelling exhibit of art and memorabilia of the counterculture era.
- » Includes audio tour walking visitors through Bill Graham's life and the Rock and Roll Revolution, as told by Bill Graham in his own words.



FLEXIBLE EVENT SPACE – SMALL

PROJECT: StoreFront Lab
Mission, San Francisco

SIZE: ±530 SF

- » A place for dialogue and public engagement, supporting participatory projects that bridge disciplines and prompt discussion.
- » Host experiments lasting from a day to a month in forms of salons, interactive and performative installations, lectures, film screenings, workshops, pop-ups etc.



Organizers prepare for Women's March protest



FLEXIBLE EVENT SPACE – MEDIUM

PROJECT: Third Angle, Studio 2 @N.E.W.
Portland, Oregon

SIZE: ±2,000 SF

- » Intimate flex-space hosting Third Angle, a contemporary music ensemble organization that performs, records, and commissions new works in order to promote music of the era to a diverse audience.
- » Performance programs incorporate artistic design environments that blend and synchronize with the music.



Image Source: Second Story, Frozen Music Performance



FLEXIBLE EVENT SPACE – LARGE

PROJECT: Minnesota Street Project
Dogpatch, San Francisco

SIZE: ±4,600 SF (central atrium only)

- » Affordable spaces for art galleries and related non-profits.
- » Hosted “World According to Sound Experience”, a travelling audio show partnered with the Centers for the Blind. Each episode is 90 seconds, containing stories about evocative and unusual sounds.
- » Home of SFArtsED, offering young students opportunity enter the arts and be mentored by working artists.



MULTI-PURPOSE CULTURAL CENTER

PROJECT: SFMoMA White Box
SOMA, San Francisco

SIZE: Unknown

- » The White Box in the SFMoMA houses a versatile, double-height multi-purpose gallery, education, performance, and event space focused around performance-based work.
- » Key elements of the design are the use of a flexible ceiling and movable podia and seating to accommodate theater-in-the-round configurations, multi-screen projections, and installations.



CONTINUING THE LEGACY OF THE FILLMORE WEST

LOCATED ALONG PUBLIC REALM
EDGES AND SURFACES

INTEGRATED INTO GROUND AND SECOND
FLOORS OF THE BUILDING

ENGAGES BOTH VISITORS
AND PASSERSBY

FLEXIBLE SPACES TO ALLOW FOR
DIVERSITY OF USES



INTERPRETIVE EXPERIENCE



CONTINUED PROGRAM

10 SVN GROUND PLANE

PEDESTRIAN-CENTRIC

OAK PLAZA

FUTURE RAISED BIKE LANES

MUNI PORTAL

MARKET ST.

CONNECTOR

FUTURE BRT PLATFORM

BRADY PARK

STEVENSON ST.

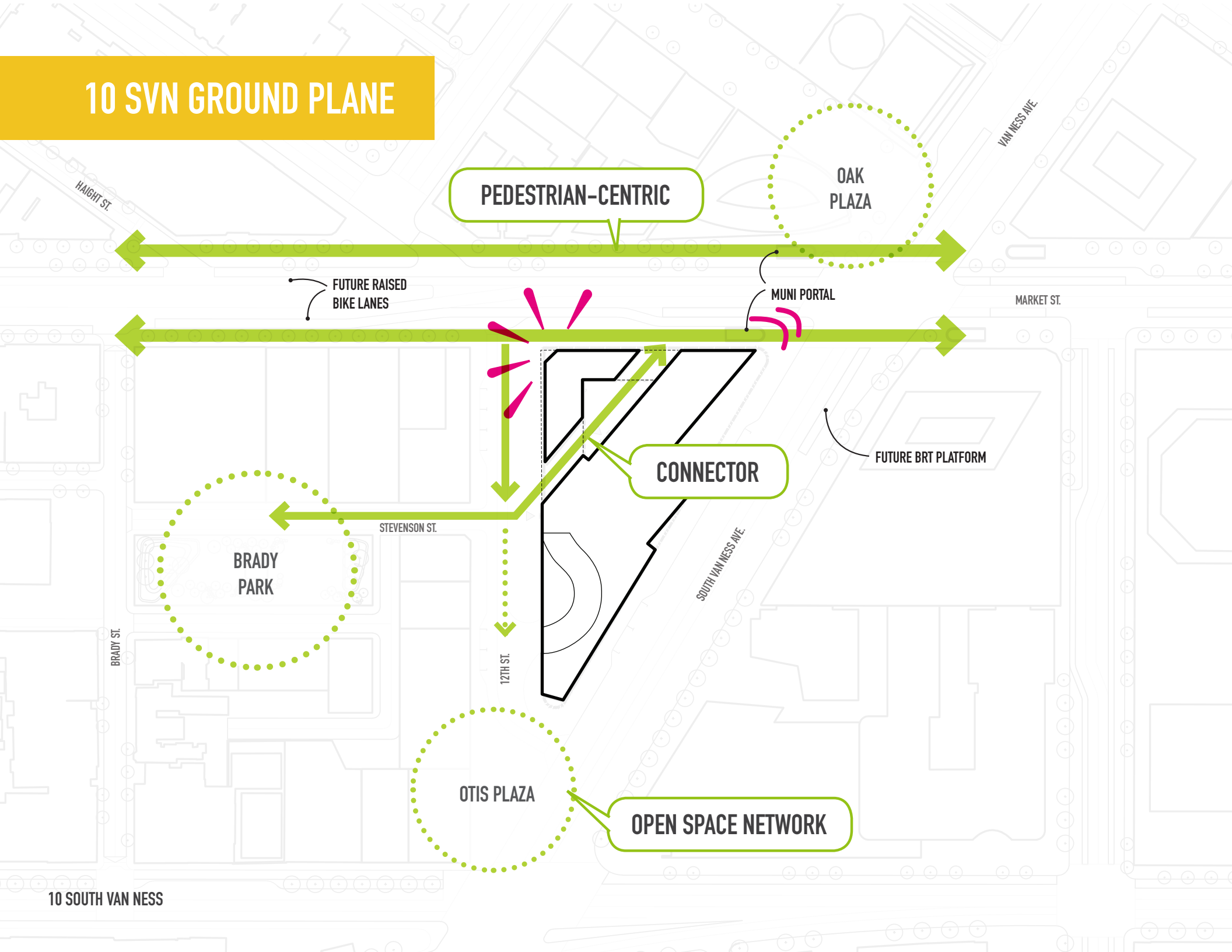
SOUTH VAN NESS AVE.

12TH ST.

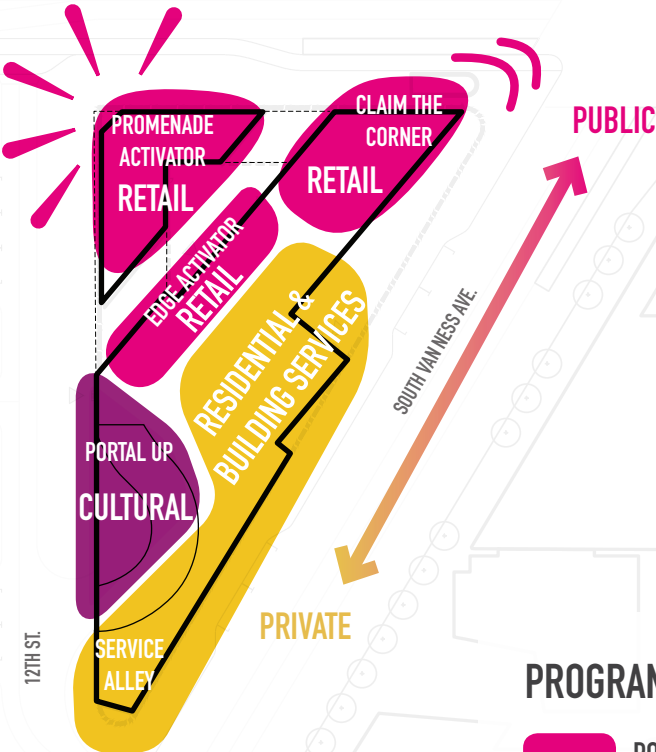
OTIS PLAZA

OPEN SPACE NETWORK

10 SOUTH VAN NESS



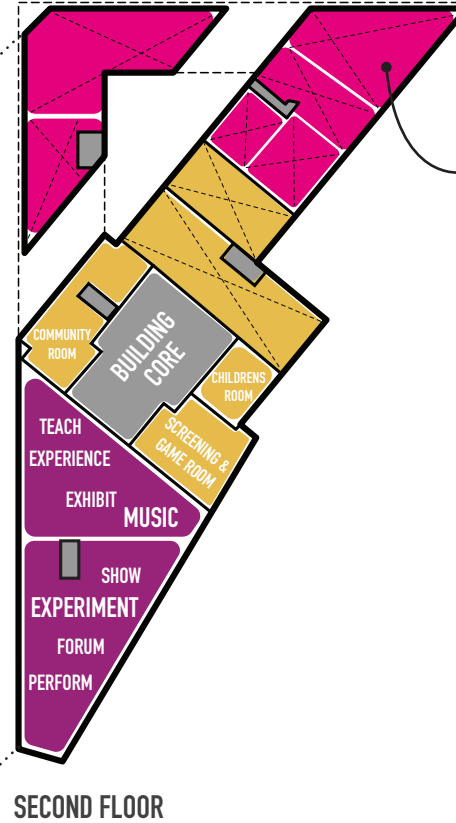
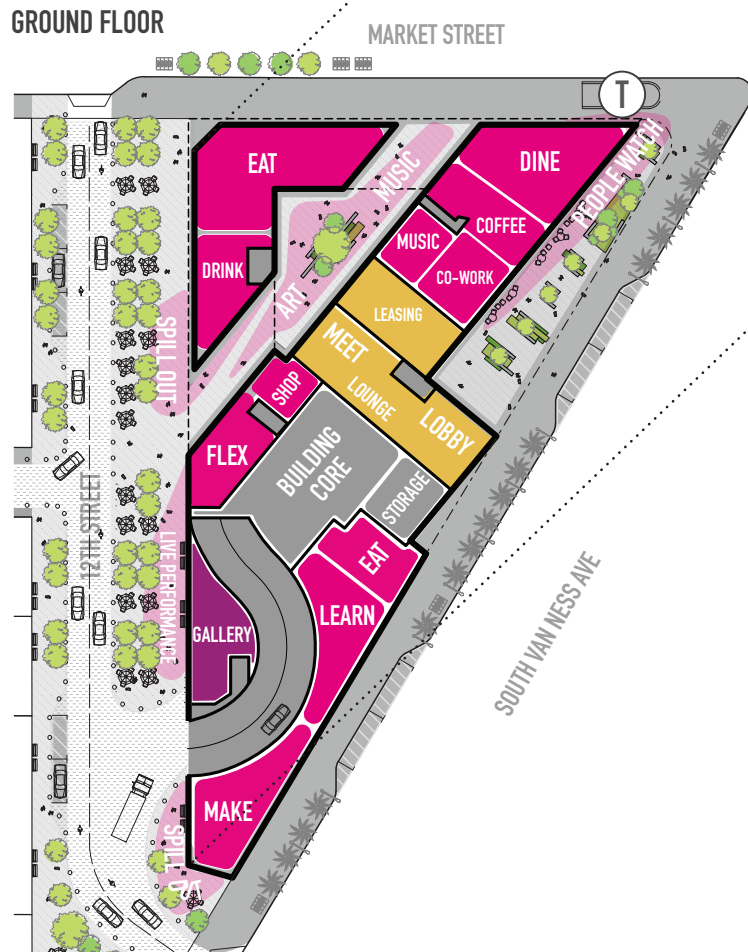
10 SVN GROUND PLANE



PROGRAM TYPE

- POTENTIAL AREAS FOR GROUND FLOOR RETAIL
- POTENTIAL AREAS FOR CULTURAL PROGRAMMED SPACE
- RESIDENTIAL SERVICES

TWO LEVELS OF ACTIVATION



DOUBLE HEIGHT SPACES

- OPTION 1: OPEN TO RETAIL BELOW
- OPTION 2: CREATE ADDITIONAL RETAIL OR CULTURAL SPACE AT MEZZANINE LEVEL

PROGRAM USES

- POTENTIAL AREAS FOR INTERPRETIVE EXPERIENCES
- POTENTIAL AREAS FOR GROUND FLOOR RETAIL
- POTENTIAL AREAS FOR CULTURAL PROGRAMMED SPACE
- RESIDENTIAL SERVICES
- BUILDING SERVICES

START EARLY



10 SOUTH VAN NESS

What are the benefits?

**ACTIVATE EMPTY SPACE
AND FRONTAGES**

**TEST AND PROTOTYPE BEFORE
CONSTRUCTION**

**BUILD EXCITEMENT
WITHIN THE NEIGHBORHOOD**

WHAT'S HAPPENING NOW



Confirm event



Project Wreckless



Kids Carnival



Confirm event

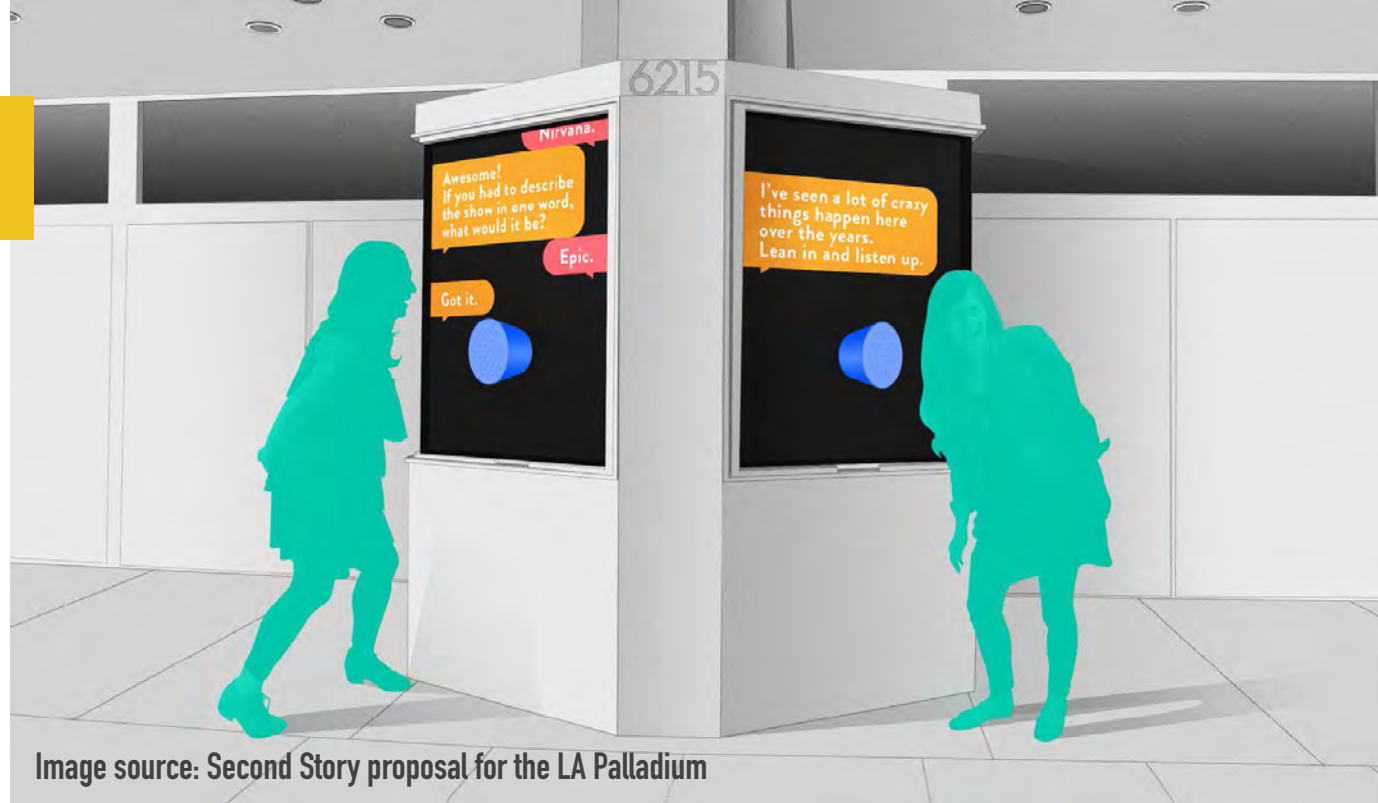


Whiskey Festival

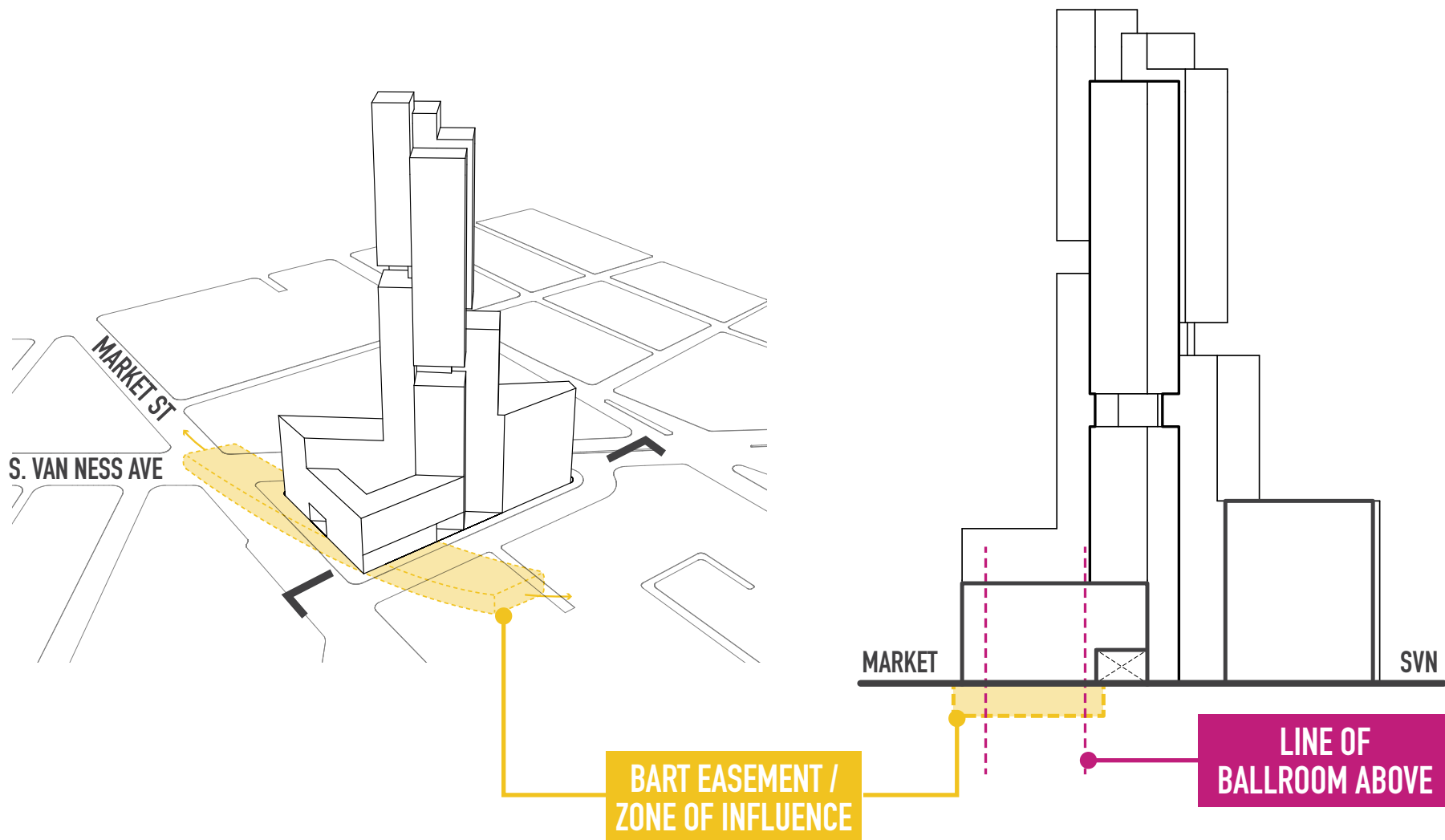
DURING CONSTRUCTION

Some ideas...

- » Temporary installation inviting people to record their stories at the Fillmore West. Recordings can be broadcasted on a digital screen.
- » Vision booth to show “before and after” or display future activation strategies on site
- » Temporary “sound box” playing music from Fillmore West days
- » Pop-up recording studio inviting people to record and broadcast their favorite songs



BALLROOM TECHNICAL CONSIDERATIONS



Source: BART, with input by Magnusson Klemencic Associates (MKA)

10 SOUTH VAN NESS