

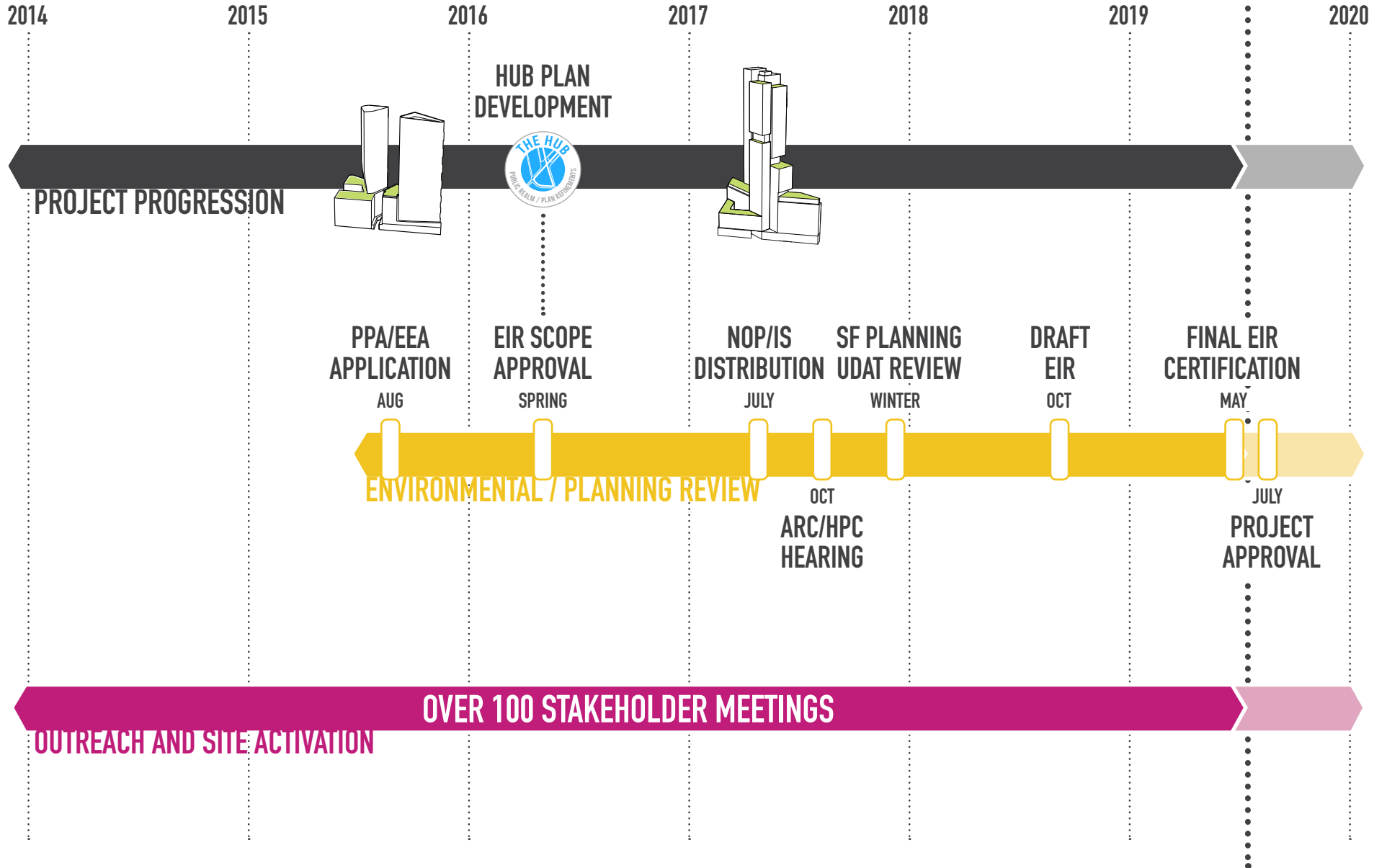


10 SWN

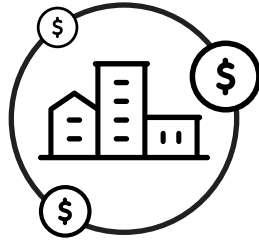
PLANNING COMMISSION, 06.11.20

WHAT'S BEEN HAPPENING

TODAY

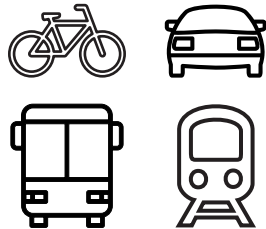


PROJECT GOALS



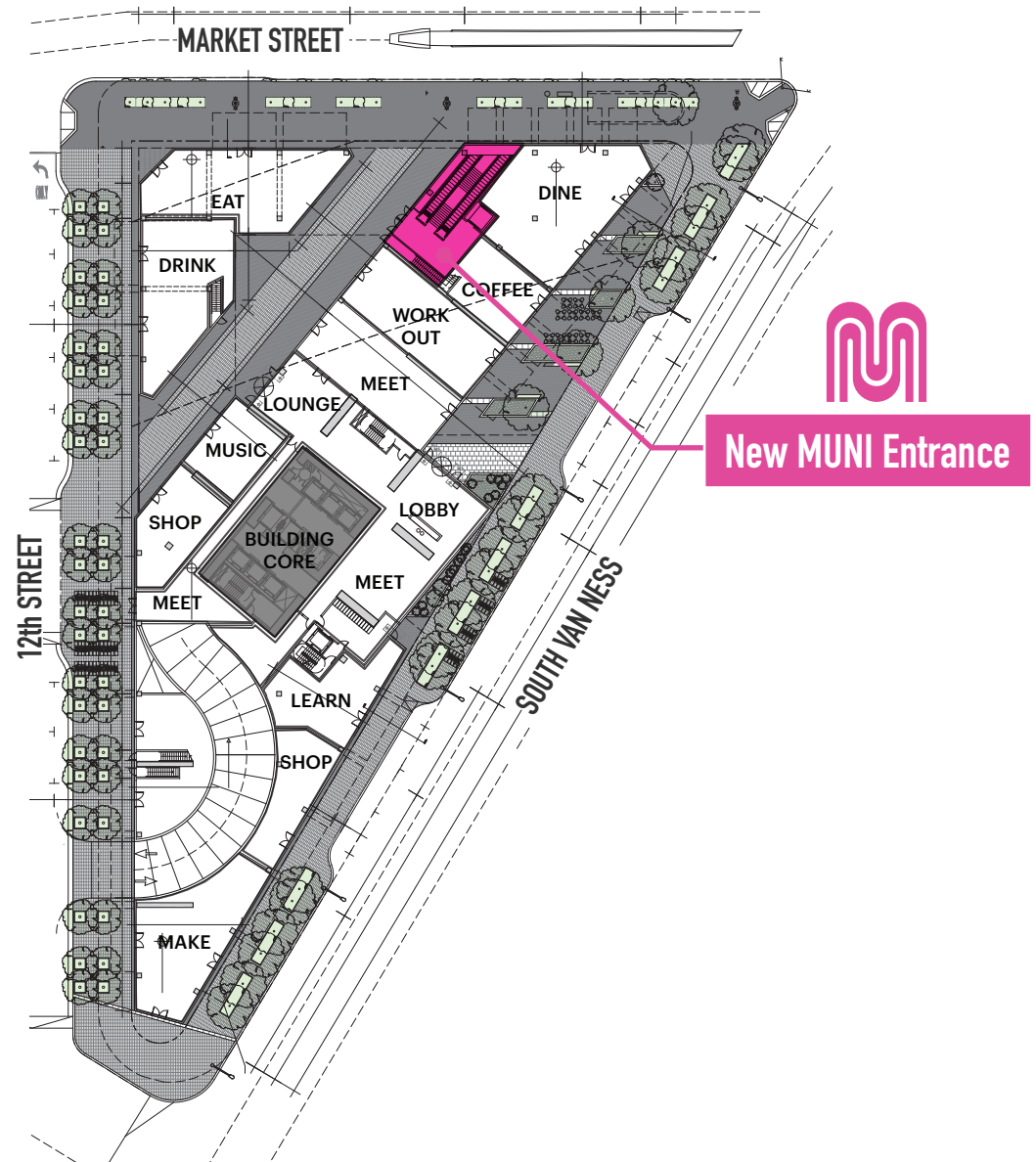
Land Dedication for 100% Affordable Housing

- » Almost 350 Permanently Affordable Units
- » 35% Equivalency

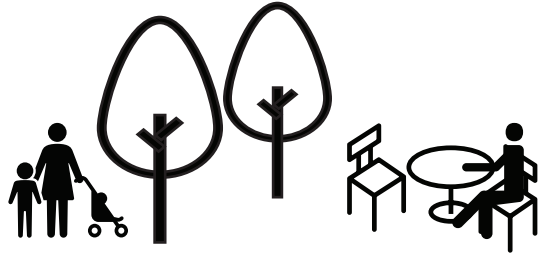


New Transit Improvements

- » New Accessible MUNI Entrance

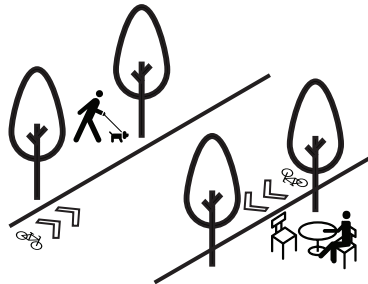


PROJECT GOALS



Infrastructure & Community Improvements

- » \$40 M in Community Improvements & Local Infrastructure Fees
- » 9000 SF Community Serving Space



Enhance the Public Realm

- » Mid Block Passage
- » New Public Plaza
- » 12th Street Redesign



Job Creation

- » Approx. 500 New Construction Jobs
- » Approx. 100 Permanent Jobs On-Site



Celebrate Site History

- » Interactive Historic Exhibit

ENVIRONMENTAL LEADERSHIP DEVELOPMENT PROJECT (ELDP) CERTIFICATION

REQUIREMENTS

**Net Zero
Greenhouse
Gas Emissions**

**LEED Gold
Certification**

**20% Higher
Transportation
Efficiency**

**Prevailing Wages
For All Project
Employment**



STRATEGIES



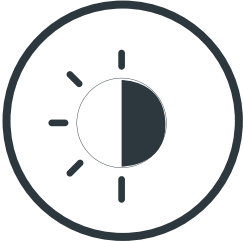
**WATER RECYCLING
AND EFFICIENCY**



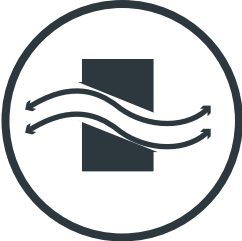
**ENERGY EFFICIENT
FEATURES**



**RAINWATER
HARVESTING**



**NATURAL
DAYLIGHTING**



**NATURAL
VENTILATION**



**BICYCLE NETWORK
AND STORAGE**

CULTURAL SIGNIFICANCE



Aretha Franklin and Ray Charles, 1971



Grateful Dead at Fillmore West, 1966



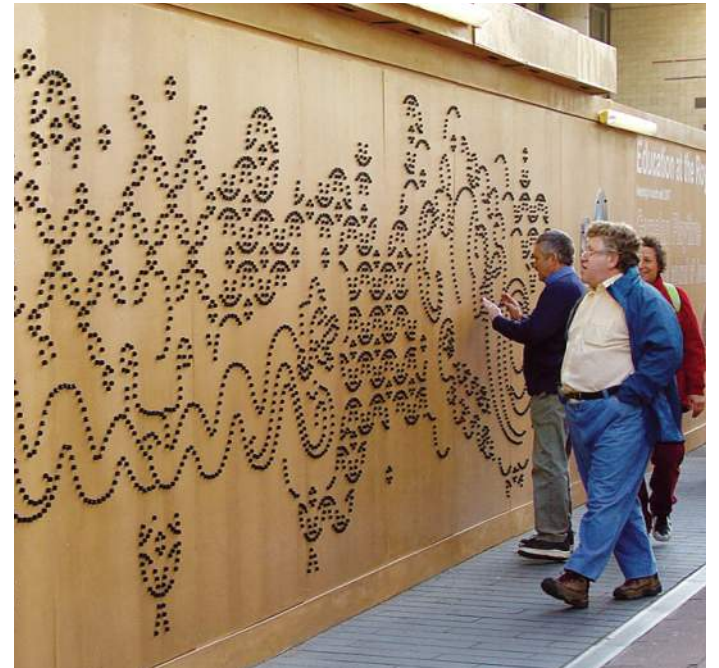
Bill Graham at Fillmore West, 1966



Bo Diddley at Fillmore West, 1970

10SVN was home to the now legendary music venue – Fillmore West. Established by the nationally significant San Francisco music promoter and impresario – Bill Graham.

CONTINUING THE LEGACY OF THE FILLMORE WEST



CONTEXT

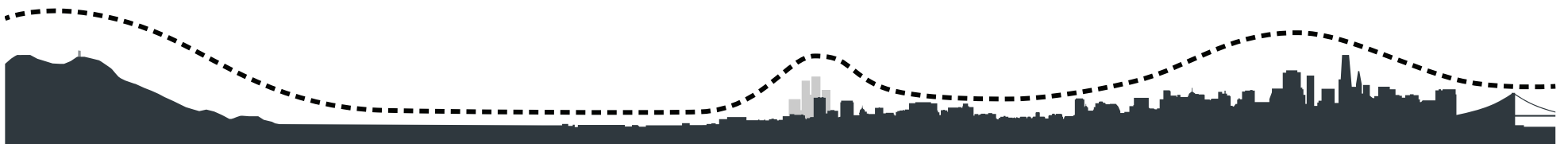
URBAN FORM CONCEPT



TWIN PEAKS

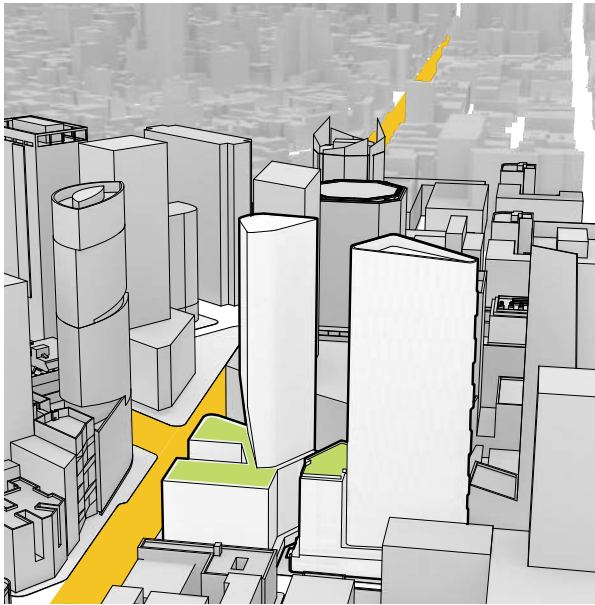
THE HUB

DOWNTOWN



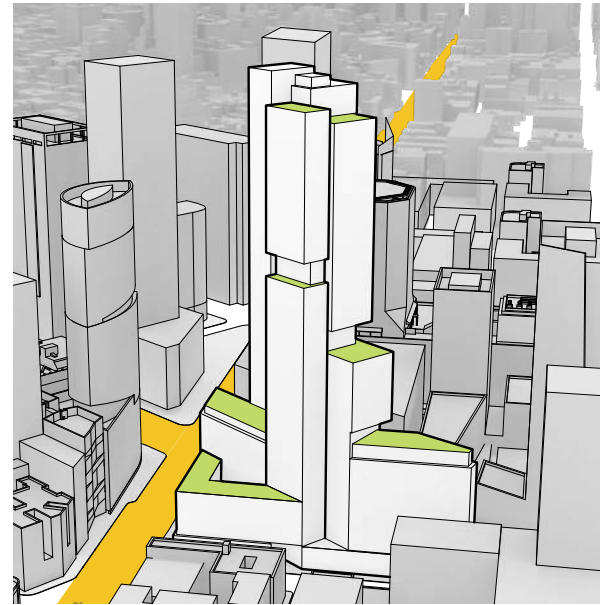
PROJECT COMPARISON

MARKET OCTAVIA PLAN COMPLIANT PROJECT



RESIDENTIAL UNITS	984
RETAIL	30,350 SF
HEIGHT	400'

HUB COMPLIANT PROJECT (PREFERRED)



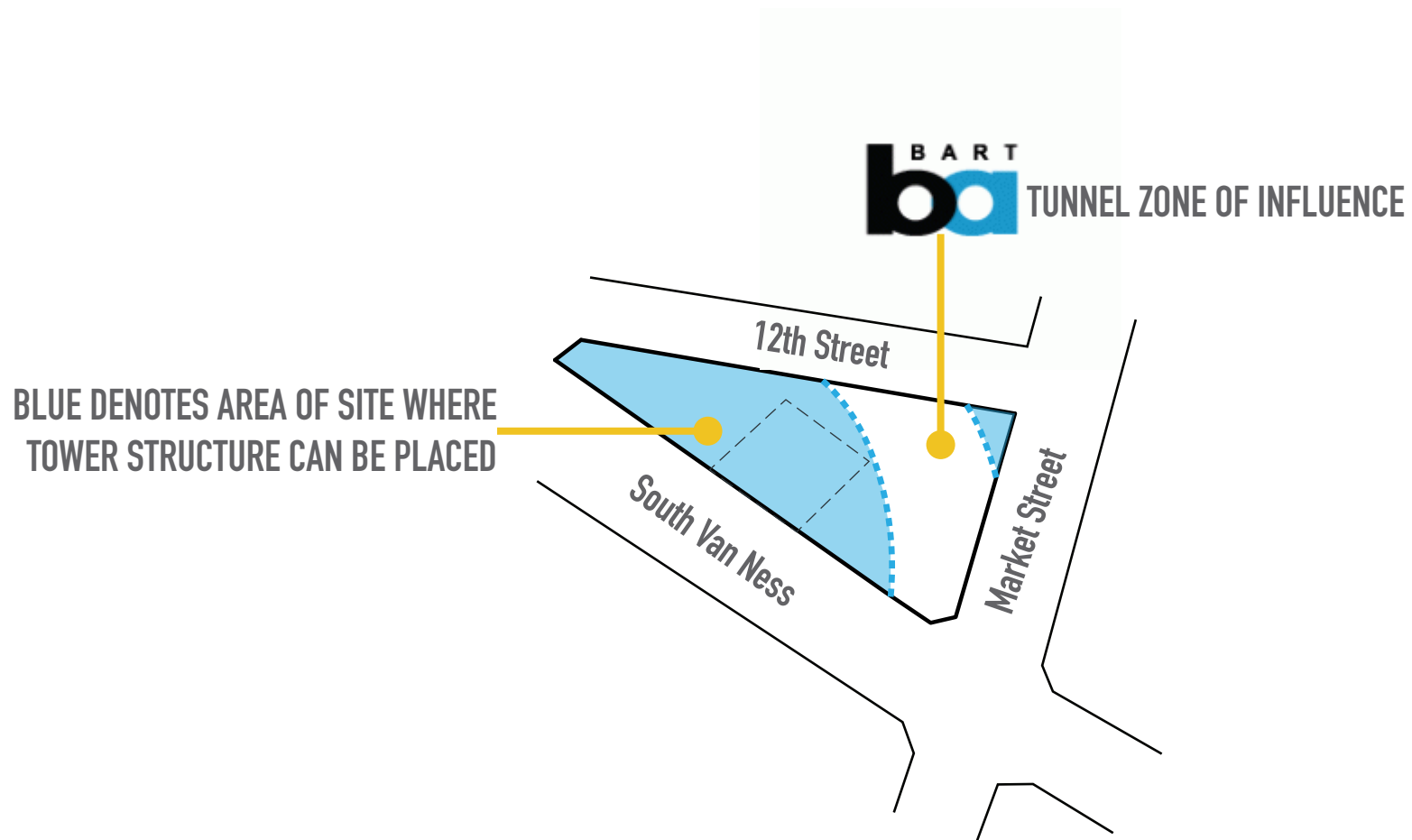
RESIDENTIAL UNITS	966
RETAIL	29,443 SF
HEIGHT	590'

TOWER FORM & DESIGN CONCEPTS



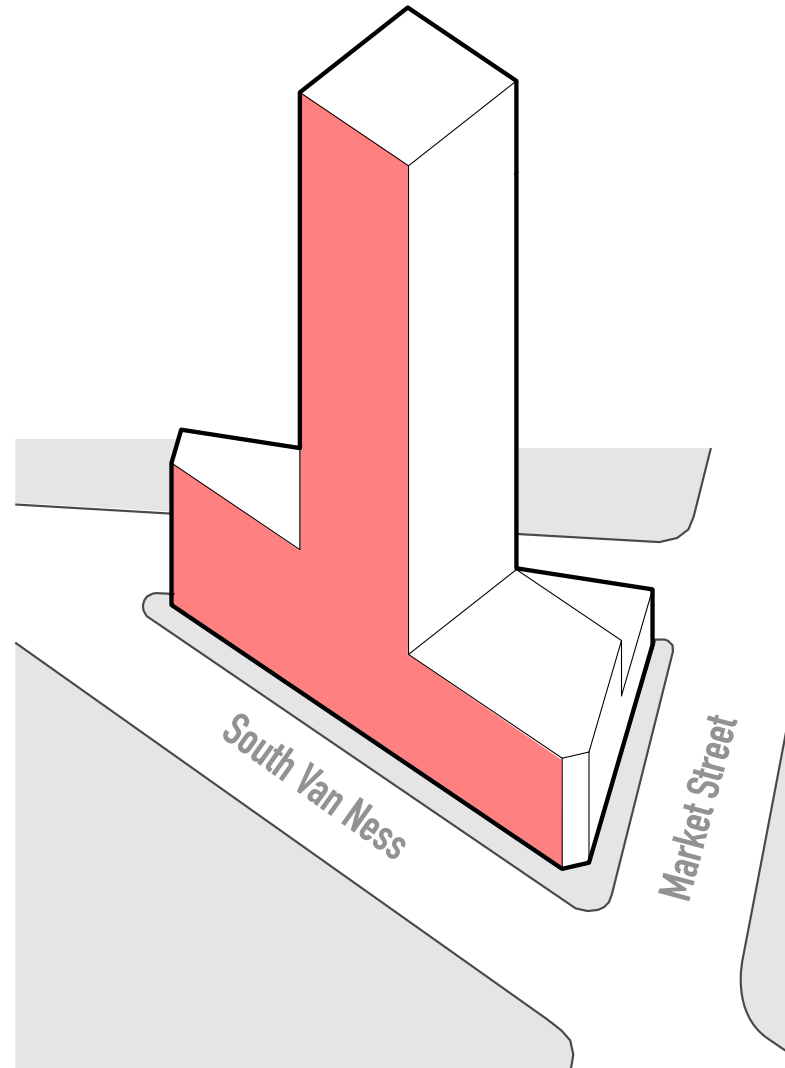
- **INTEGRATE NATURE WITH URBAN CONTEXT.**
- **RESPOND TO SURROUNDING NEIGHBORHOODS, SCALE, AND MATERIALS.**
- **BREAK DOWN MASSING TO RESPOND TO SITE & CONTEXT.**
- **ENHANCE & SUPPORT PUBLIC REALM**

EVOLUTION OF FORM



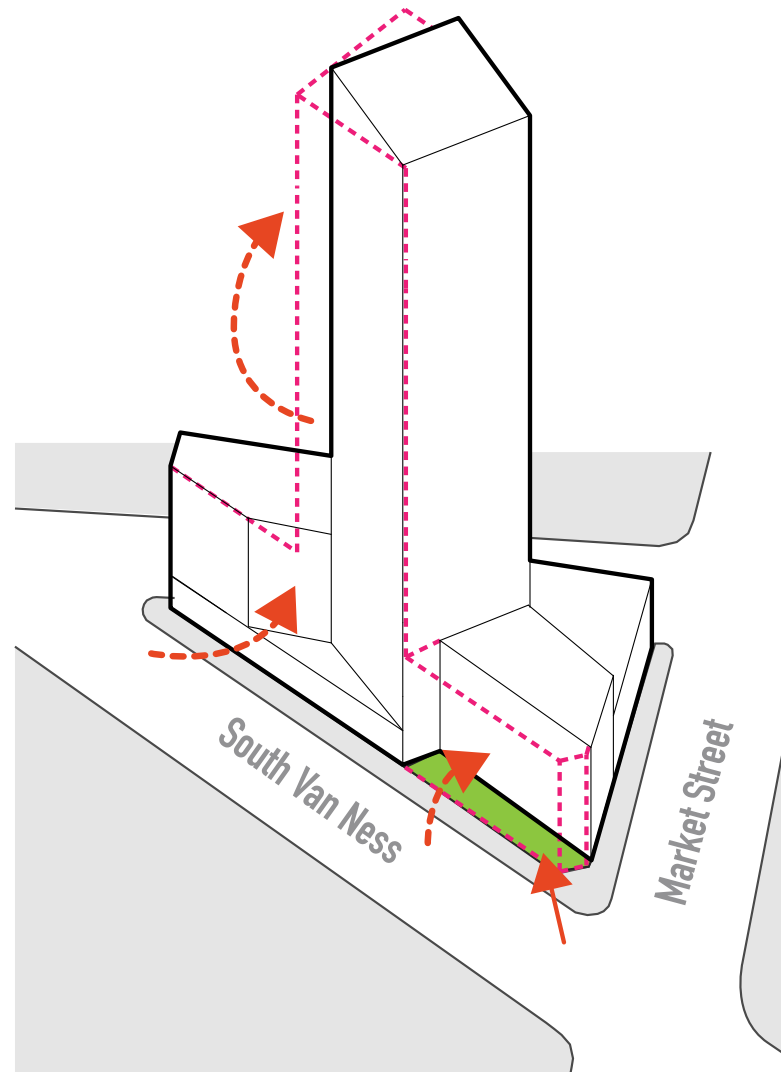
TOWER PLACED WITHIN BUILDABLE LOT

EVOLUTION OF FORM



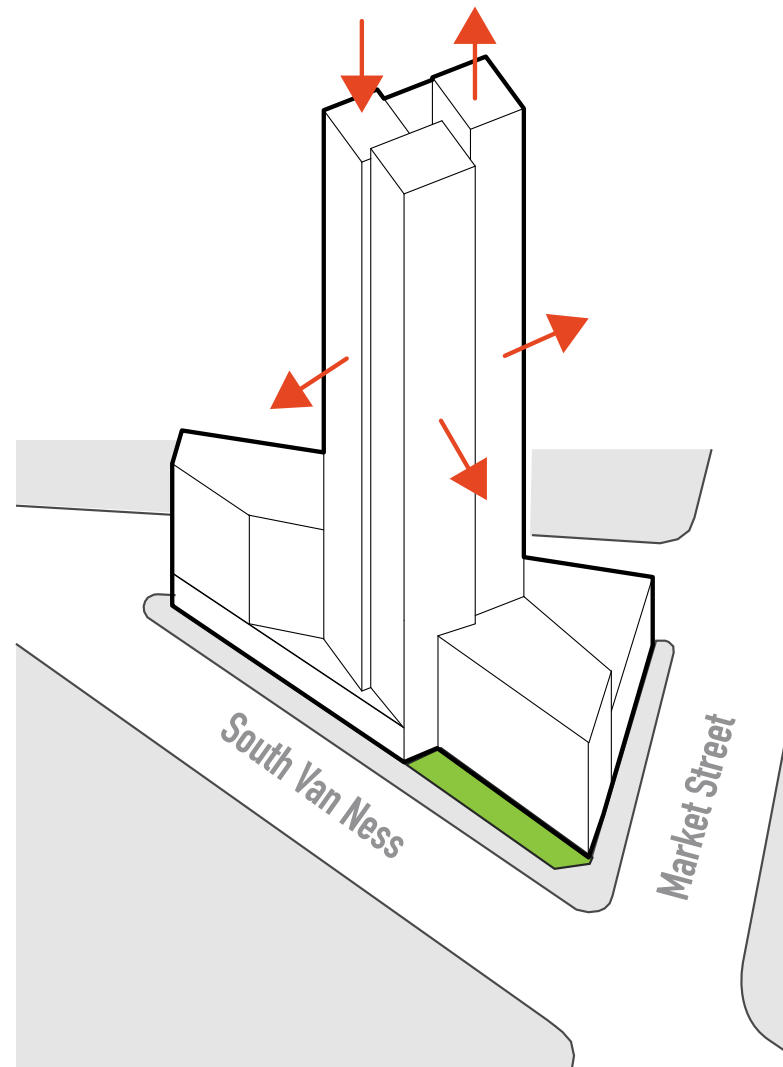
PURE EXTRUSION CREATES LONG STREET WALL

EVOLUTION OF FORM



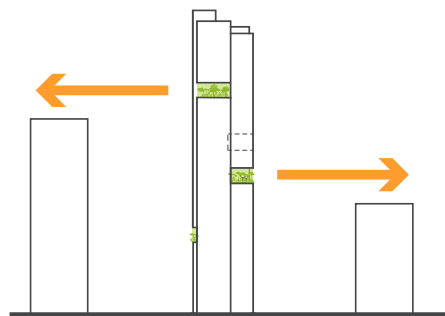
ROTATE TOWER AND SET BACK PODIUM TO REDUCE STREET FRONTAGE

EVOLUTION OF FORM

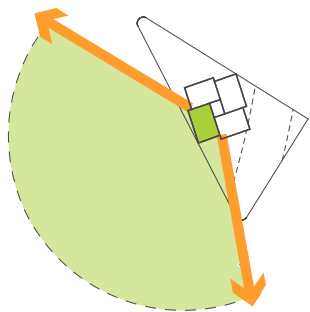


BUNDLES SLIM THE TOWER REDUCING ITS PERCEIVED BULK

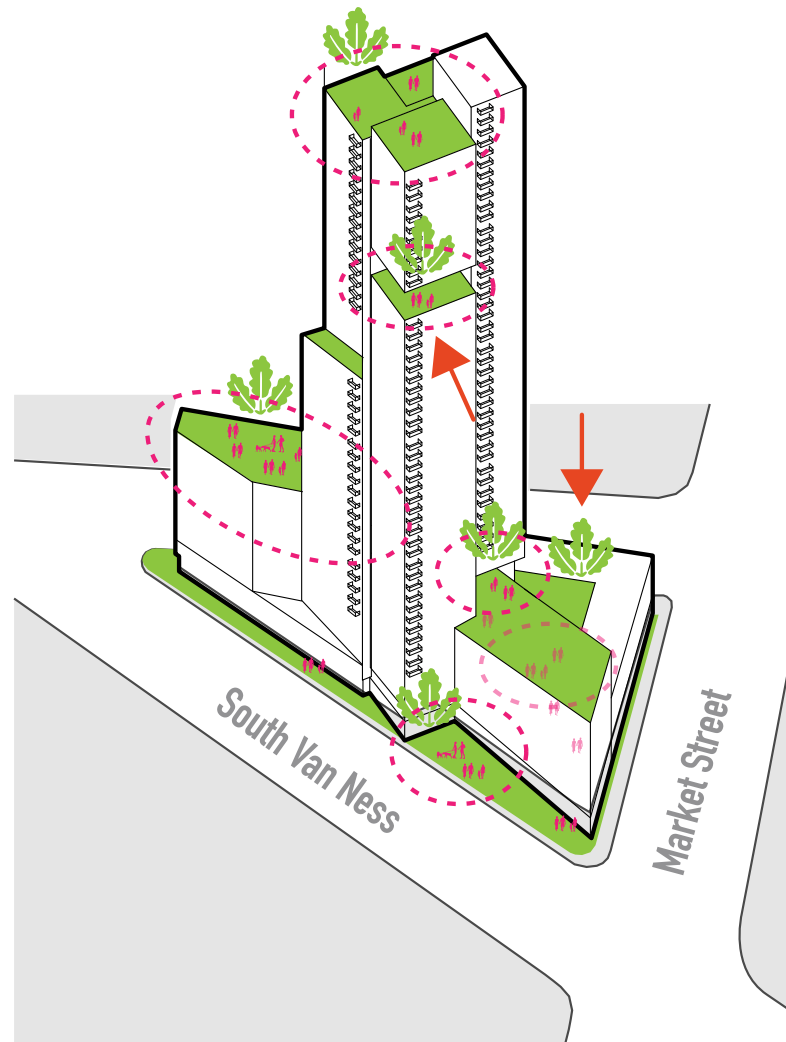
EVOLUTION OF FORM



SKY GARDENS RELATE TO EXISTING CONTEXT

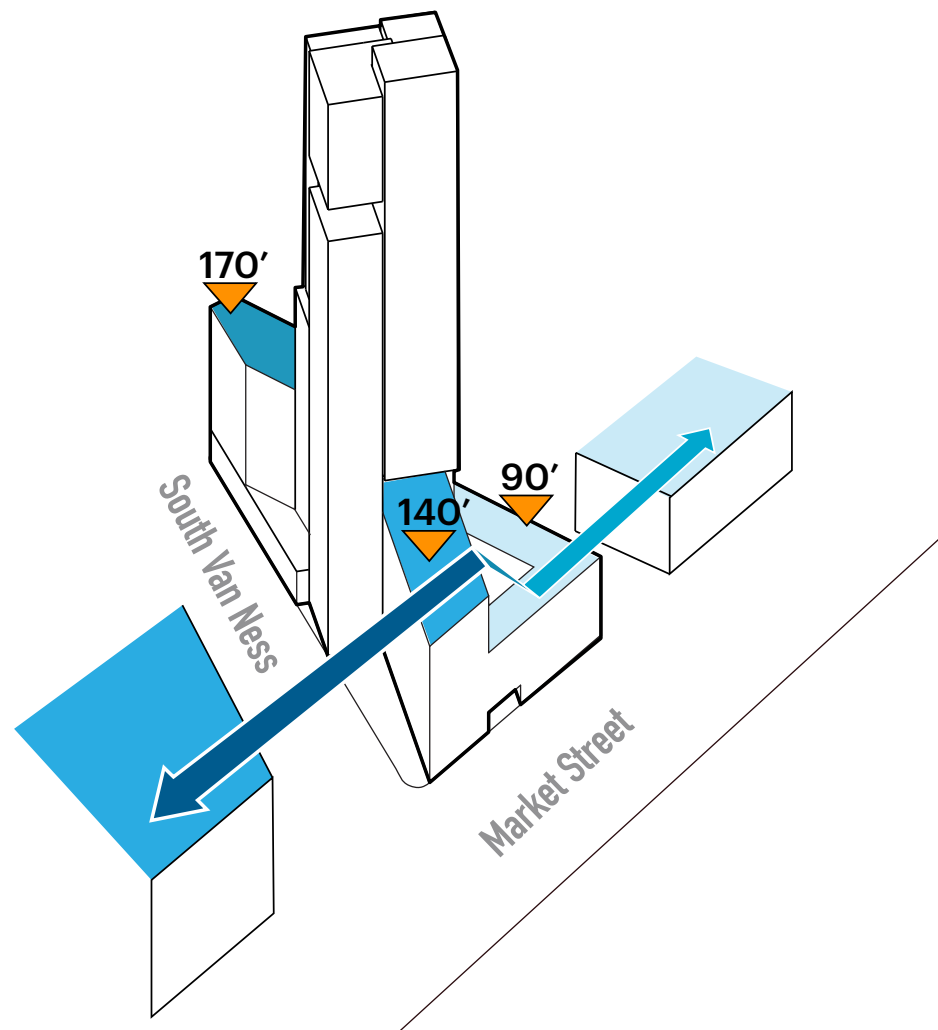


EACH SKY GARDEN RELATES TO DIRECTIONAL VIEWS



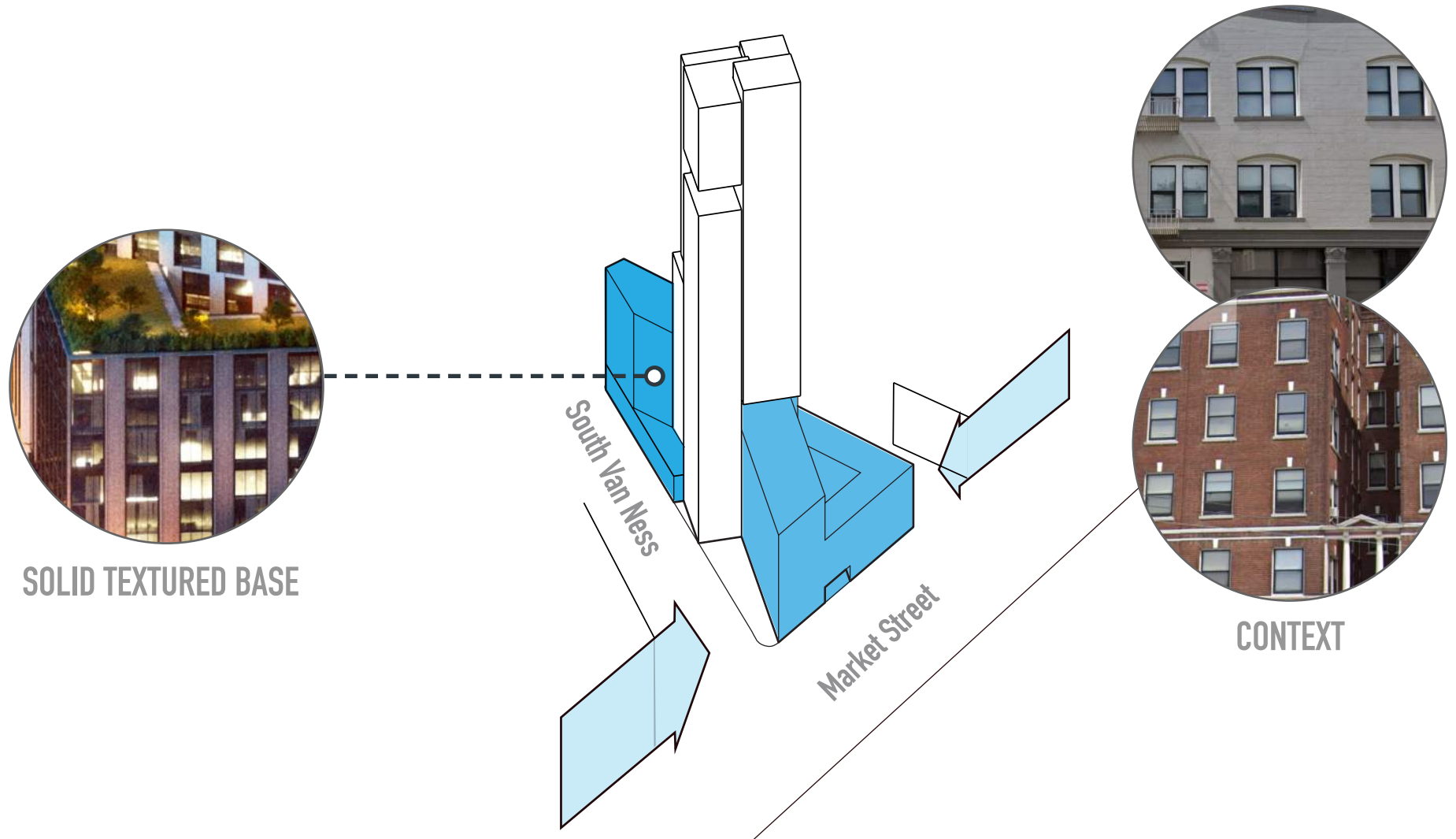
SKY GARDENS PROVIDE GREEN SPACES THAT POPULATE THE TOWER VERTICALLY

EVOLUTION OF FORM



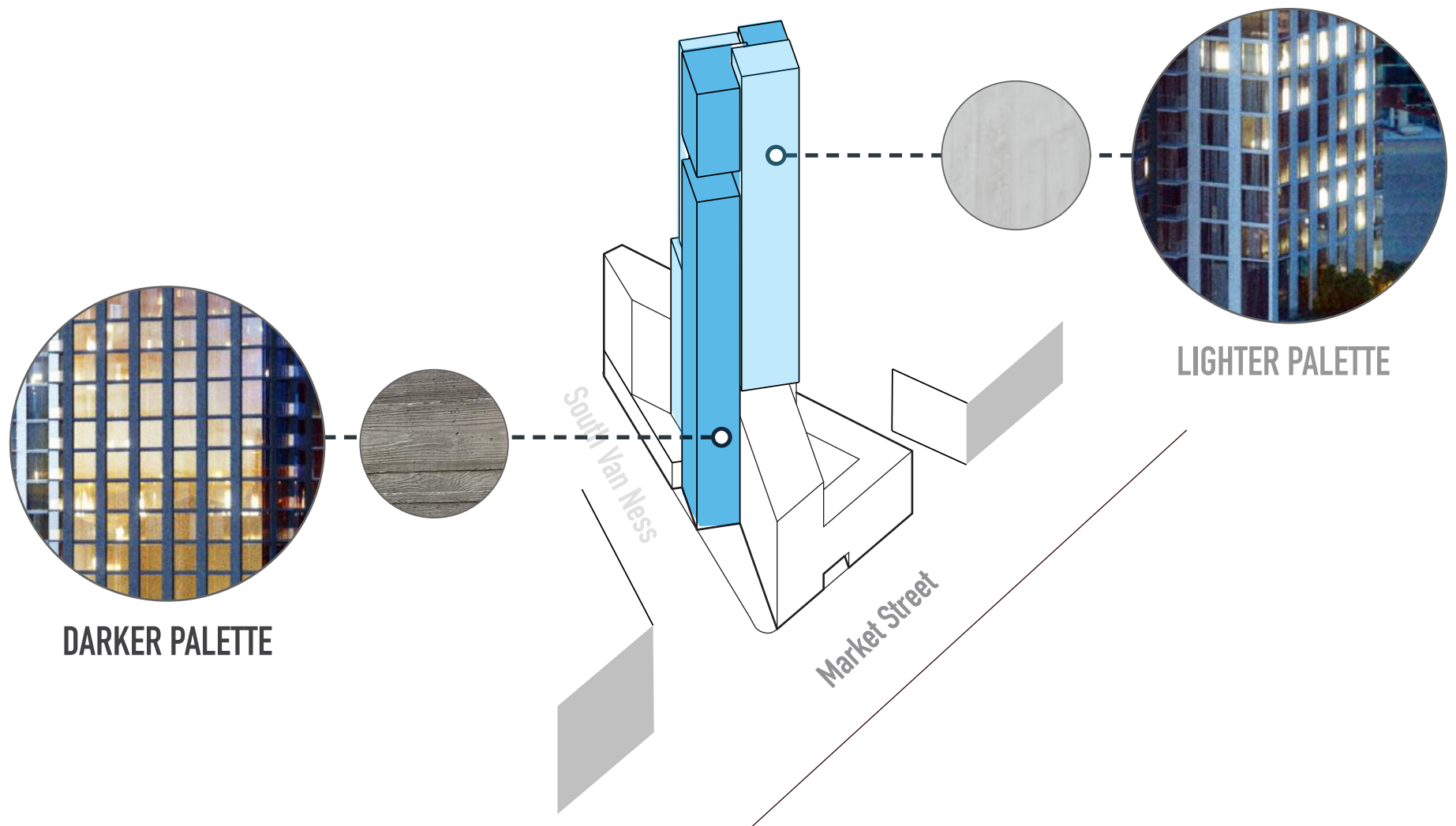
STEPPING PODIUM CREATES BETTER RELATIONSHIP TO ADJACENT CONTEXT

EVOLUTION OF FORM



PODIUM REFLECTS NEIGHBORHOOD FABRIC

EVOLUTION OF FORM



ARTICULATE THE MASSING WITH EXTERIOR WALL DESIGN

PROJECT OPPORTUNITIES



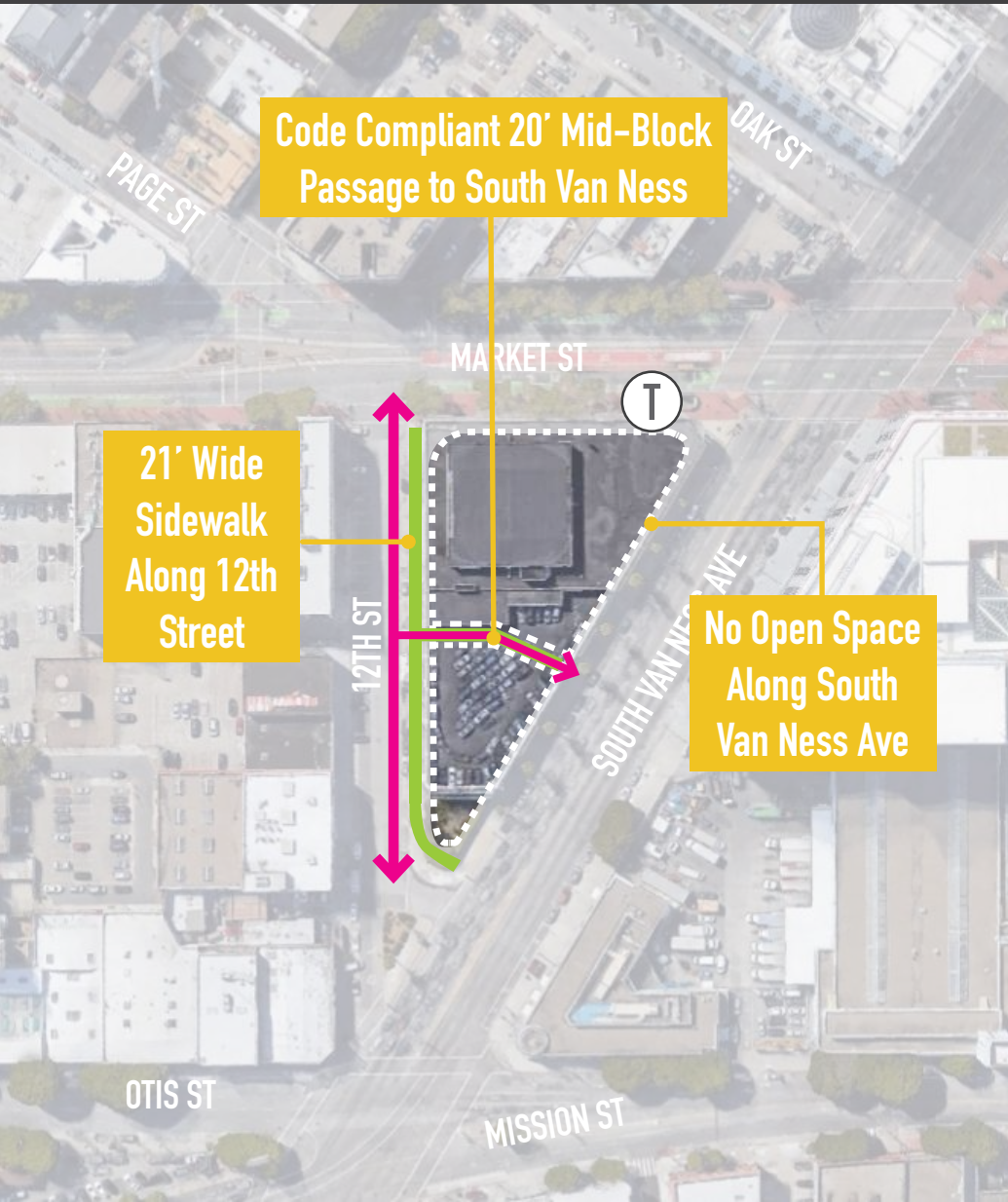
VIEW FROM SOUTH WEST

SOUTH VAN NESS

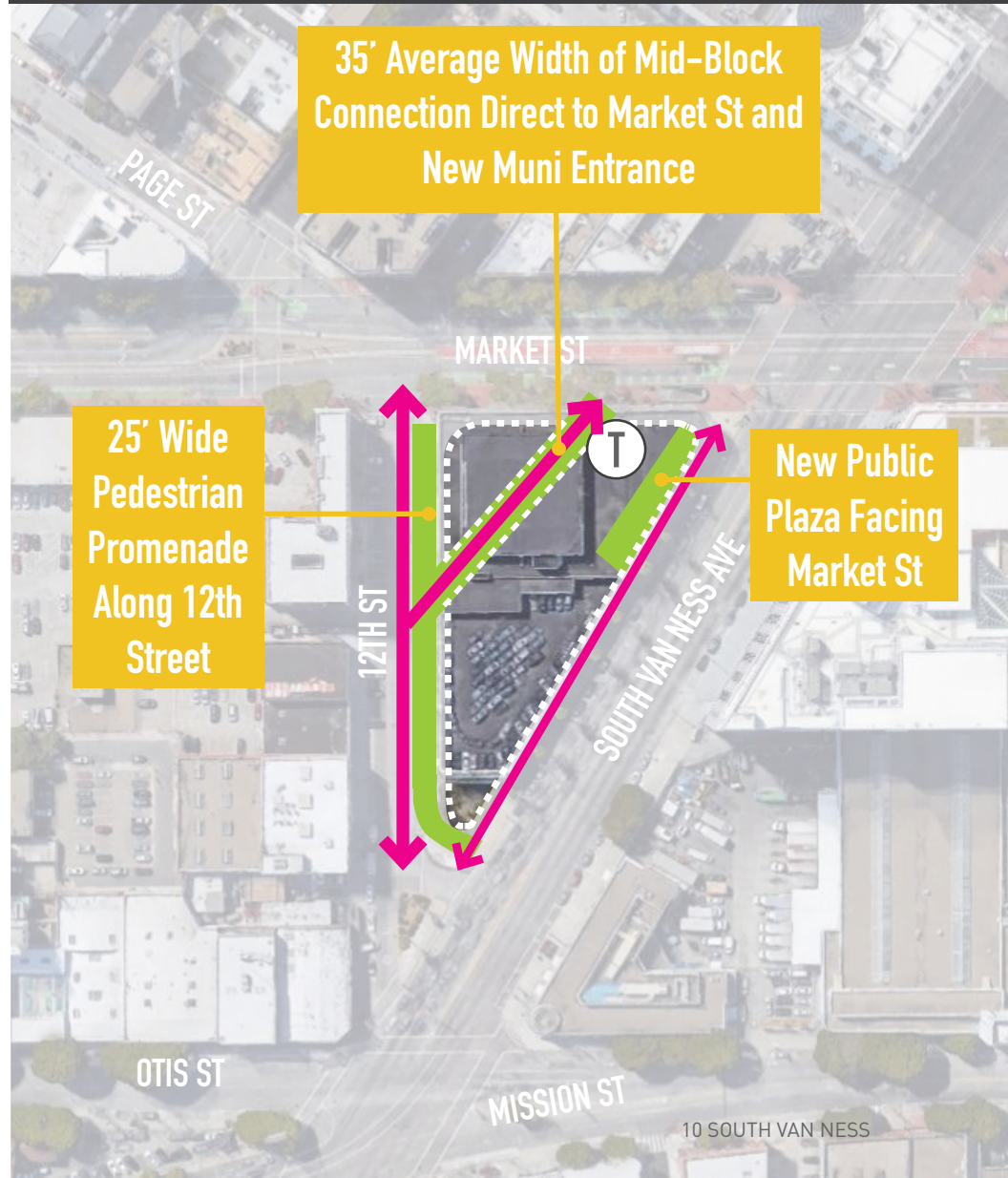


PROJECT PUBLIC REALM COMPARISON

MARKET OCTAVIA PLAN COMPLIANT PROJECT



SINGLE TOWER VARIANT PROJECT



A NEW NETWORK OF PUBLIC OPEN SPACES

Improved Mid-Block Connection to Market Street and New Muni Entrance

Enhanced Pedestrian Promenade at 12th Street

New Public Plaza Facing Market Street

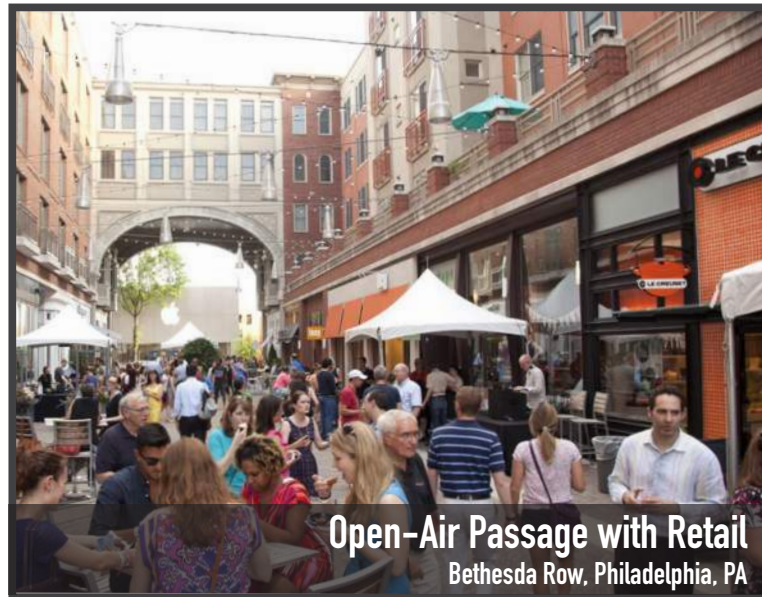


Foundation for a New Network of Public Open Spaces

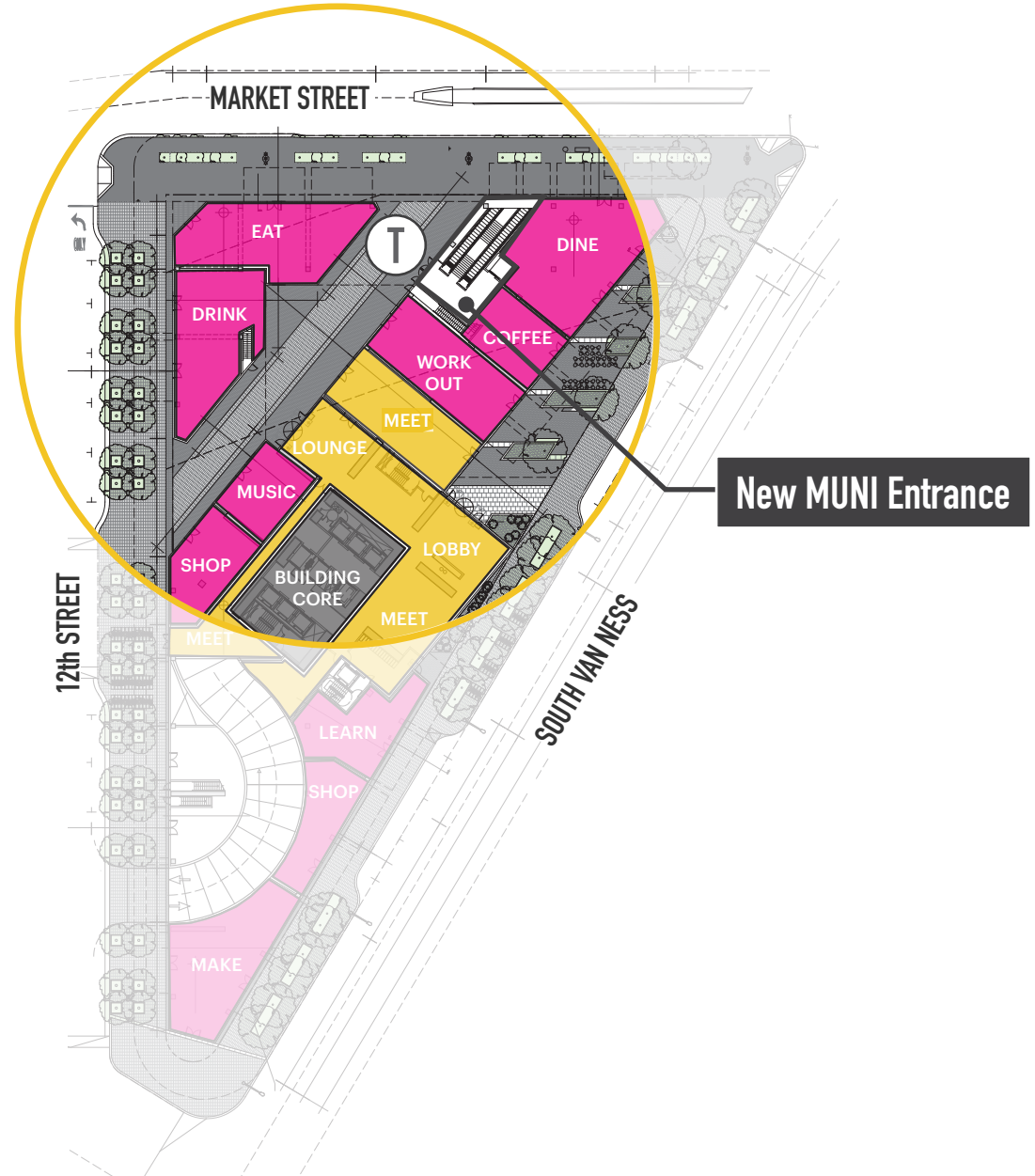
A NEW CONNECTION TO MARKET STREET



Open-Air Passage with Installation
PMQ, Hong Kong



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

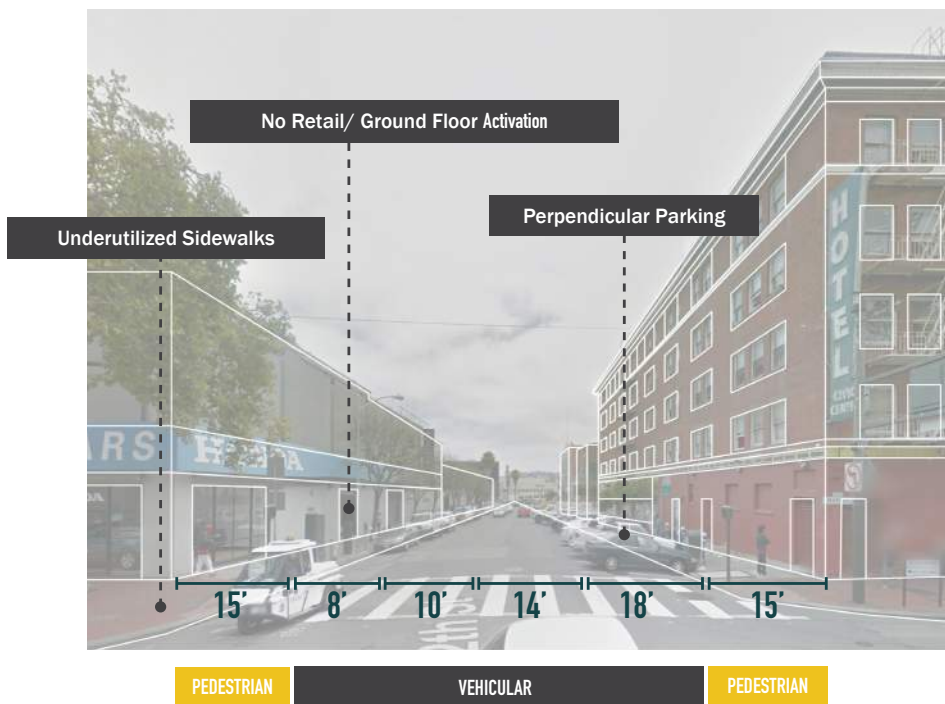


COMMUNITY SERVING SPACE

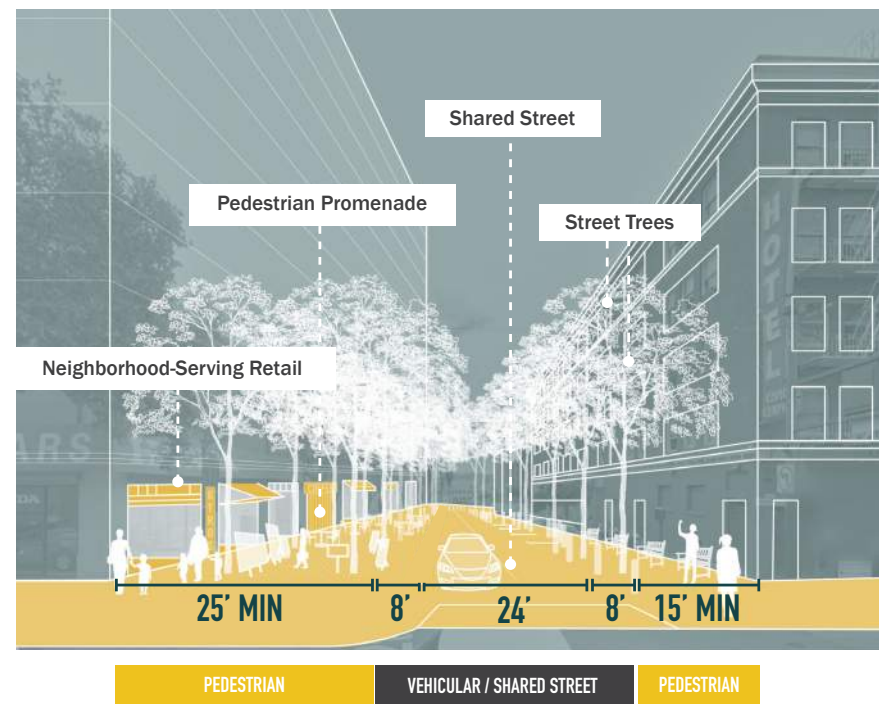


A NEW 12TH STREET EXPERIENCE

TODAY



PROPOSED



STREETSCAPE IMPROVEMENT

MARKET

12TH

SW

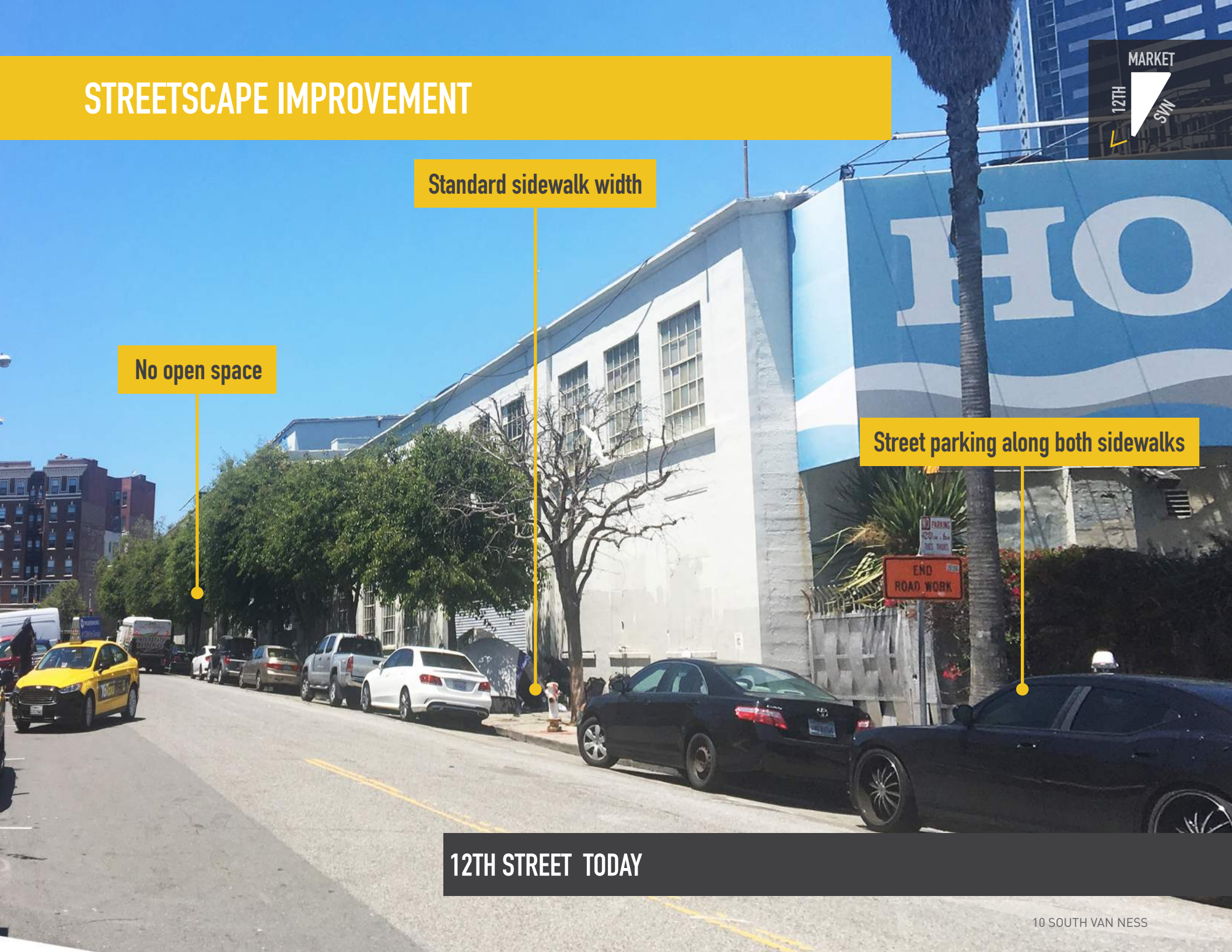
Standard sidewalk width

No open space

Street parking along both sidewalks

12TH STREET TODAY

10 SOUTH VAN NESS



STREETScape IMPROVEMENT



Widened sidewalk for a street trees and furniture

Spill out seating

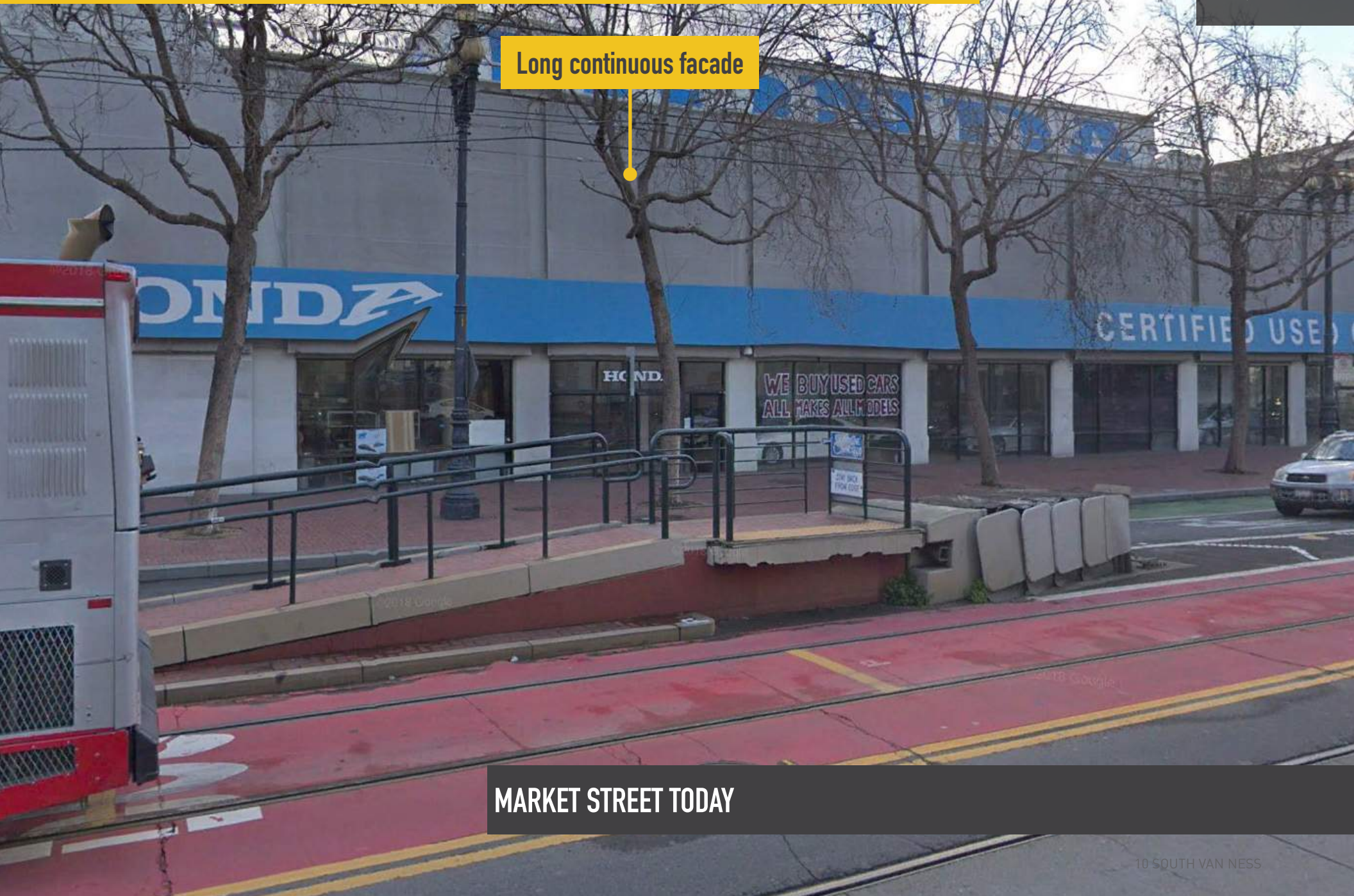
EXISTING SIDEWALK LINE

PROPOSED 12TH STREET



STREETSCAPE IMPROVEMENT

Long continuous facade



MARKET STREET TODAY

STREETSCAPE IMPROVEMENT

Potential public art installations

Improved pedestrian connection to Muni portal

PROPOSED MARKET STREET



STREETSCAPE IMPROVEMENT

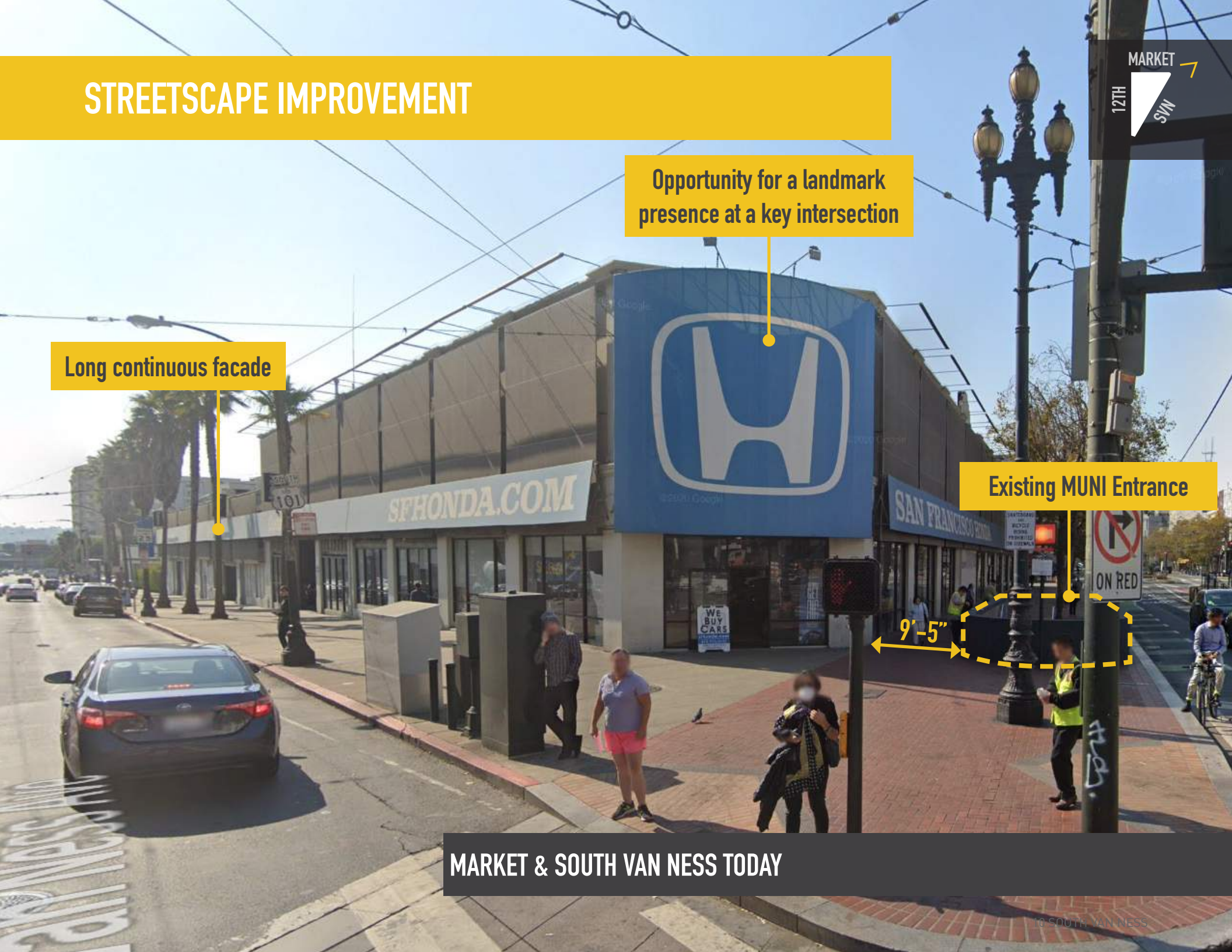
Opportunity for a landmark presence at a key intersection

Long continuous facade

Existing MUNI Entrance

9'-5"

MARKET & SOUTH VAN NESS TODAY



STREETSCAPE IMPROVEMENT

MARKET
12TH
S/VN

New entry plaza with
planting and seating

EXISTING BUILDING OUTLINE

PROPOSED MARKET & SOUTH VAN NESS PUBLIC SPACE

STREETScape IMPROVEMENT

Metered Loading Space

MARKET ST

Metered Parking

12TH ST

Curb Cuts

S VAN NESS AVE

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

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

SOUTH VAN NESS TODAY

STREETSCAPE IMPROVEMENT



PROPOSED SOUTH VAN NESS VIEW

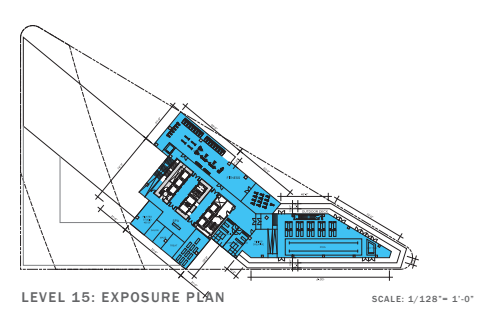
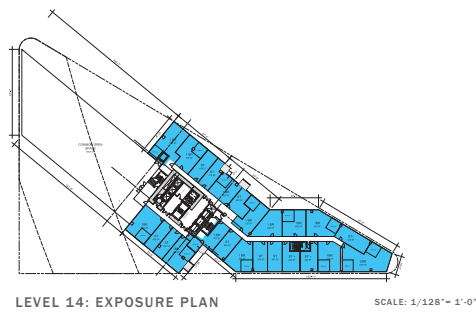
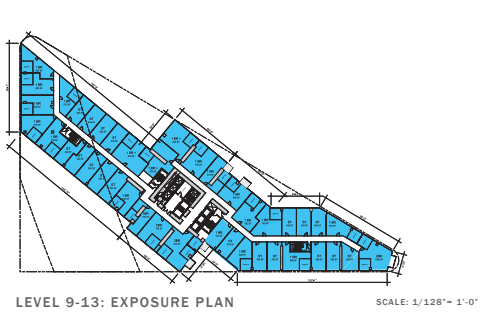
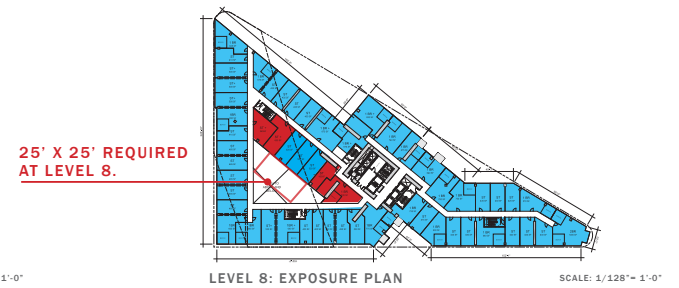
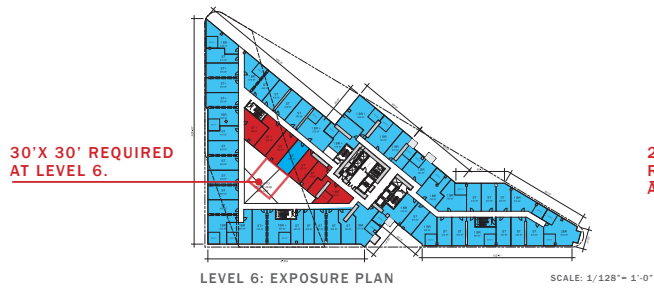
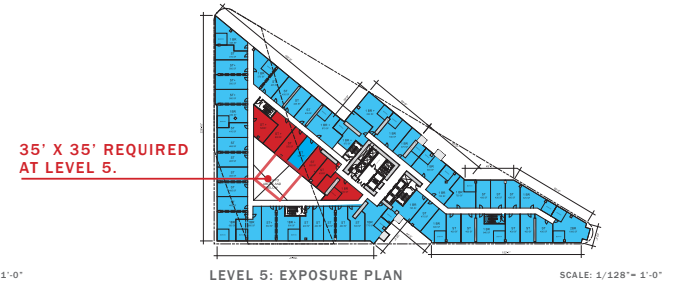
THANK YOU





APPENDIX

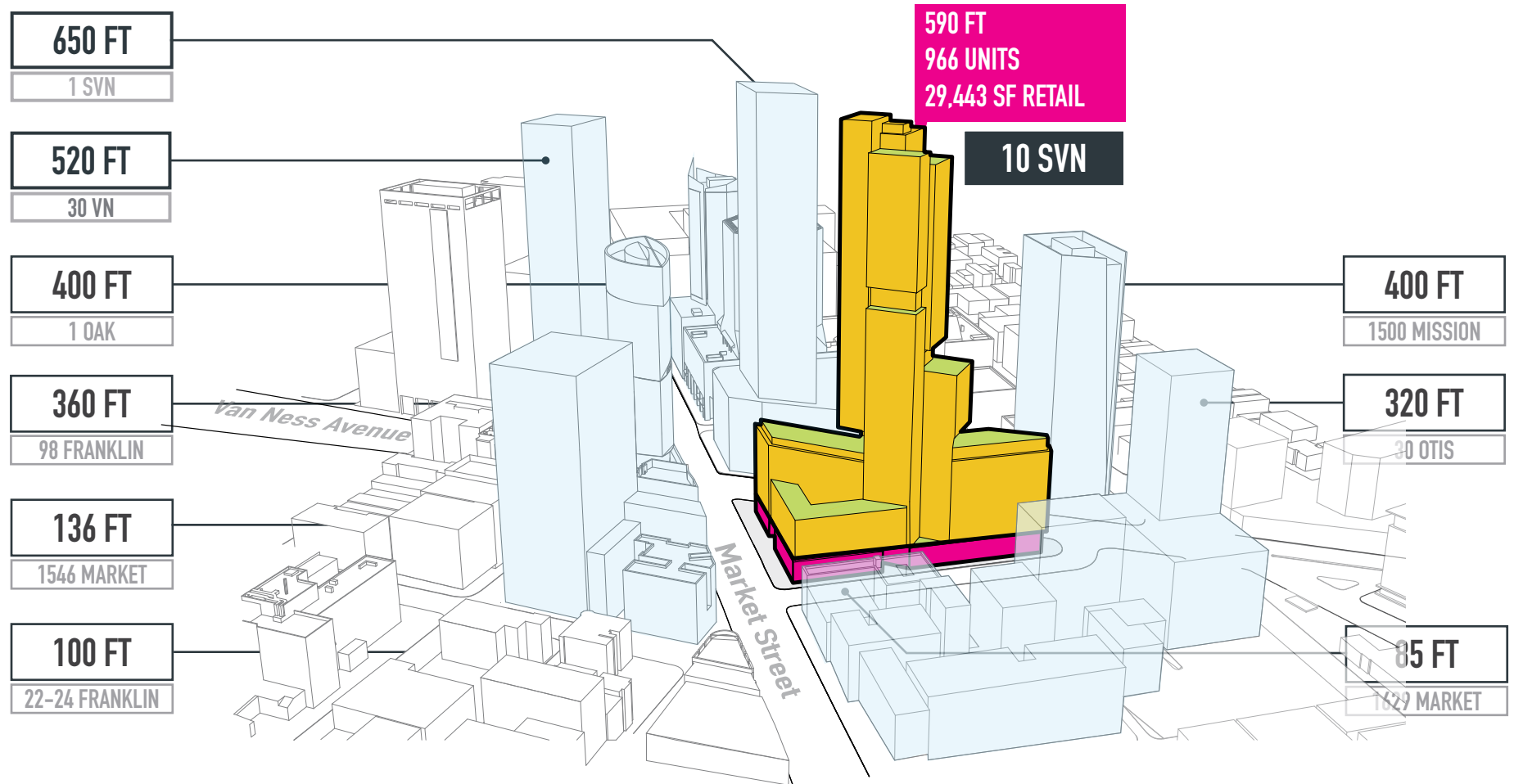
UNIT EXPOSURE DIAGRAMS



NONCOMPLIANT EXPOSURE UNITS
 COMPLIANT EXPOSURE UNITS

966 TOTAL UNITS
34 UNITS DO NOT MEET EXPOSURE REQUIREMENTS

PROJECT CONTEXT



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

TRANSPORTATION DEMAND MANAGEMENT (TDM)

REQUIRED MEASURES

0.25
SPACES / UNIT

RESIDENT PARKING



PASSENGER
DROP-OFF ZONES



DELIVERY LOADING
ZONES

336 + 61
CLASS I CLASS II

BICYCLE PARKING
SPACES



UNBUNDLED PARKING
FROM RENT



BICYCLE REPAIR SPACE

ADDITIONAL MEASURES



NEW MUNI ENTRANCE



CAR SHARE
MEMBERSHIPS



ON-SITE CHILDCARE



BIKE FLEET +
SHARE SERVICE



HIGH OCCUPANCY
VEHICLE SUBSIDIES



100% CONTRIBUTION
TOWARD TRANSIT PASS

POST COVID-19 DESIGN FEATURES



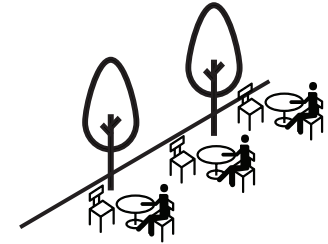
Sanitation Stations

- » Promote Public Wellness and Minimize the Spread of Germs and Bacteria



Touchless Destination Elevators

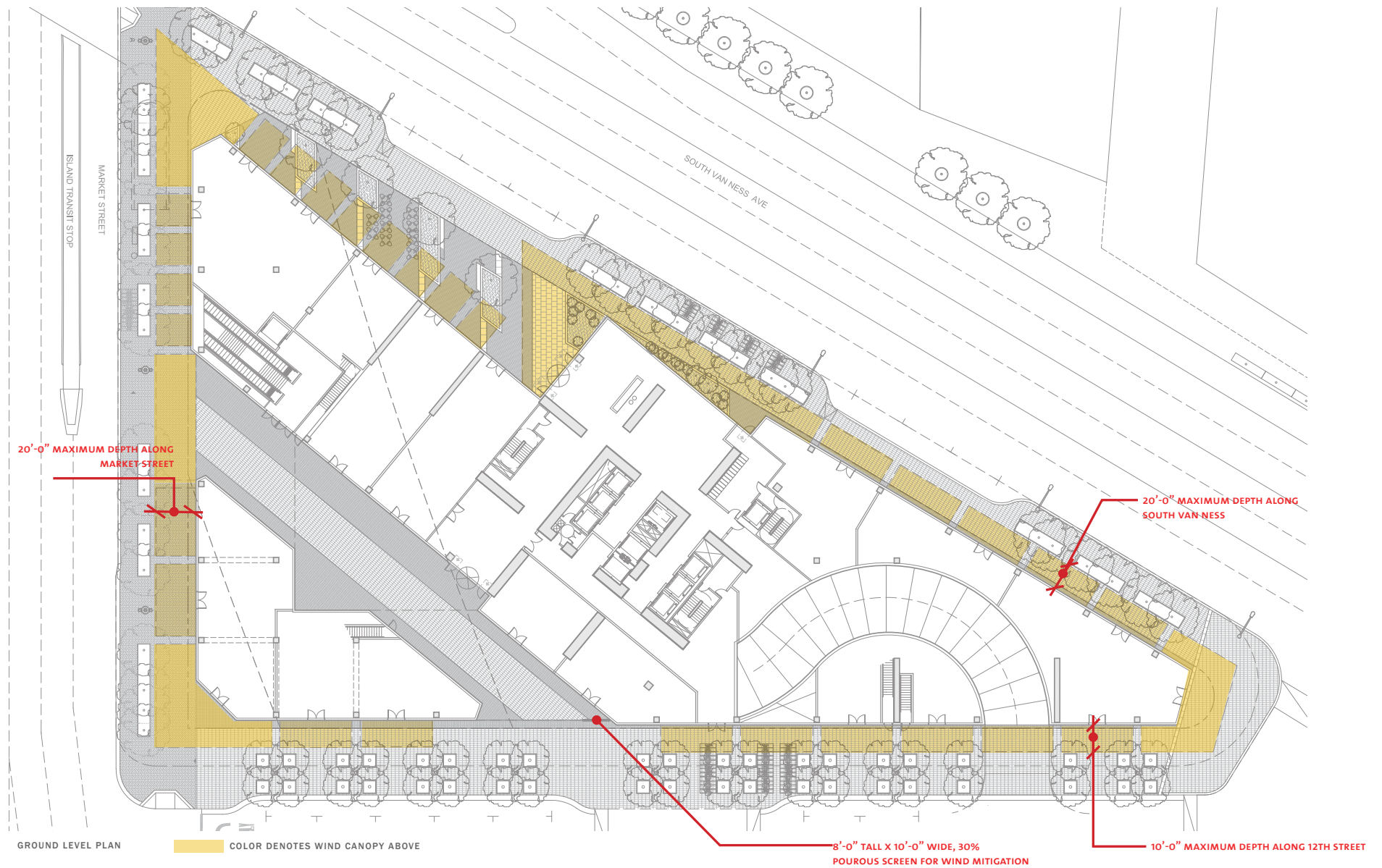
- » Minimize High Touch Surfaces
- » Create Safer High Volume Spaces



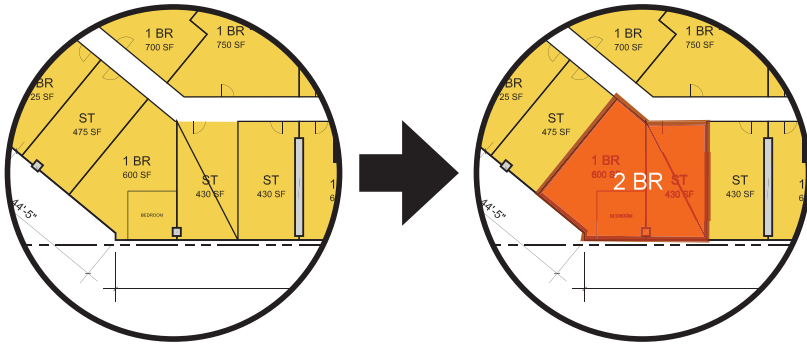
Outdoor Dining Areas

- » Activate Pedestrian Walkways
- » Minimize Density of Crowded Indoor Spaces

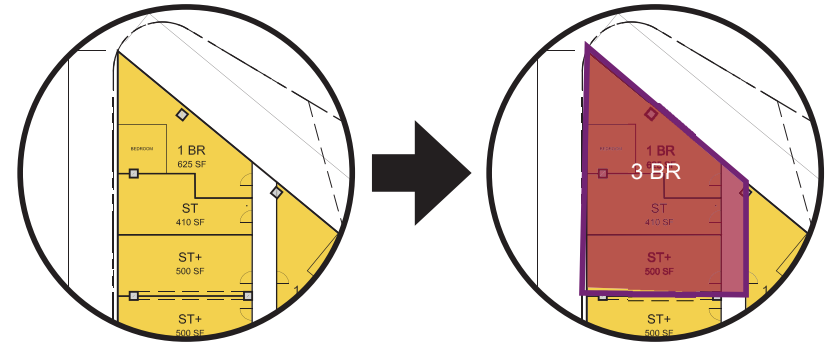
PROPOSED WIND CANOPY LOCATION



UNIT MIX ALTERNATIVES: STRATEGY



(1) 1 BR + (1) STUDIOS = (1) 2 BR



(1) 1 BR + (2) STUDIOS = (1) 3 BR

*UNIT SIZES HAVE BEEN DESIGNED TO BE FORMULAIC. THUS AFFORDING THE ABILITY TO COMBINE UNITS AT A LATER DATE TO CHANGE THE MIX:

2 BR = (1) 1 BR + (1) STUDIO

3 BR = (1) 2BR + (1) STUDIO + OR (1) 1 BR + (2) STUDIO ETC.

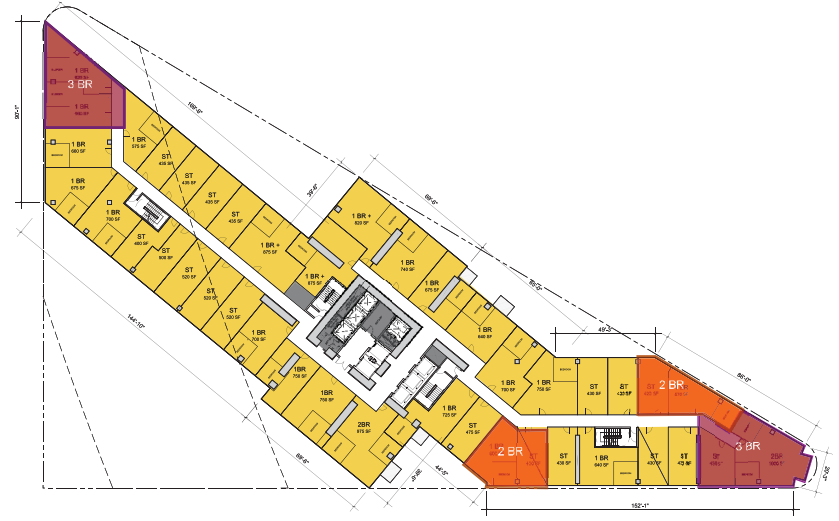


(1) 2 BR, (4) 1 BR & (6) STUDIOS ARE CONVERTED TO (2) 3 BR AND (3) 2 BR

UNIT MIX ALTERNATIVES: 25% 2&3 BEDROOMS



FLOORS 3-8



FLOORS 9-13



FLOOR 14

RESIDENTIAL UNIT MIX	REV 1.6 MIX		25% 2BR & 3 BR			
Total Units	966		906*			
Unit Type						
Studio	281	29.1%	421	217	24.0%	546
Studio plus	66	6.8%	558	66	7.3%	558
1BR	381	39.4%	688	343	37.9%	765
1BR + Den	52	5.4%	870	52	5.7%	870
2BR	141	14.6%	1,050	159	17.5%	931
2BR + Den	24	2.5%	1,401	24	2.6%	1,401
3 BR	21	2.2%	1,693	45	5.0%	790
Totals	966	100.0%	704	906	100.0%	750

*REDUCTION OF 60 UNITS



THANK YOU