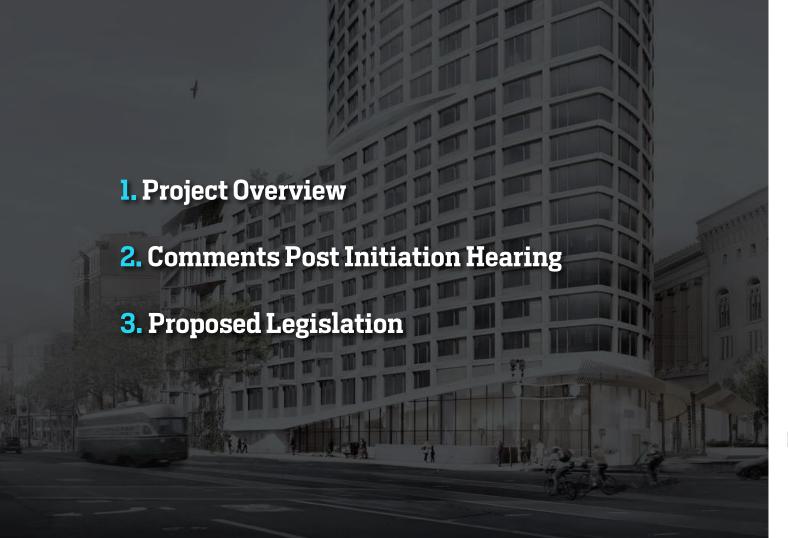




Lily Langlois

Principal Planner Citywide Planning

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PROJECT DETAILS





1,640

Additional Housing Units

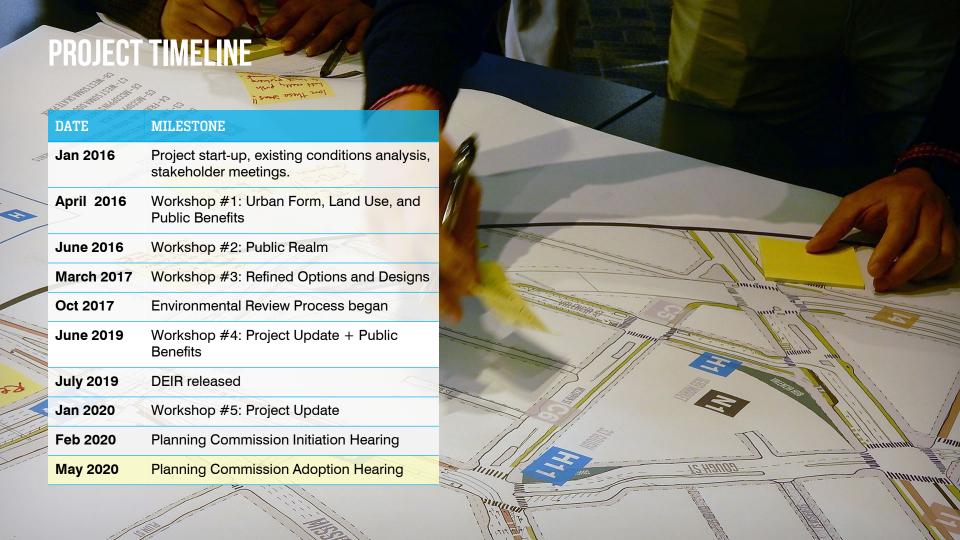
430

Additional Affordable Units



\$235M

Additional Impact Fee Revenue



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



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



COMMENTS POST INITIATION HEARING

EXISTING CONDITIONS RACIAL AND SOCIAL EQUITY ACTION PLAN **EQUITY AND COMMUNITY STABILIZATION** HOUSING TRANSPORTATION GROUND FLOOR + COMMUNITY SERVING USES **PUBLIC BENEFITS**

EXISTING CONDITIONS

WHAT DID WE HEAR?

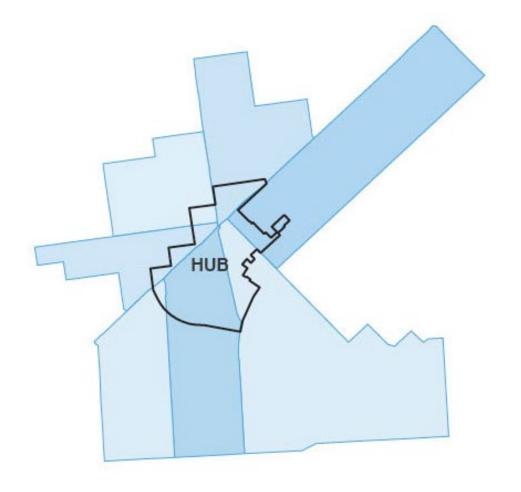
- Provide basic demographic data.
- What is the level of the population living at poverty and low-income level?
- Data on the unhoused population?



Data from the 2014-2018 U.S. Census American Community Survey 5-Year Estimates

Seven census tracts that intersect with the Hub boundary.

The Hub boundary represents about 10% of this geography



Population

34,740

Residents in the Greater **HUB Area**

Residents Citywide

Foreign Born

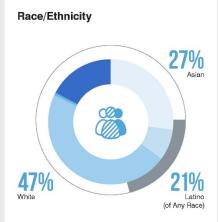


33%

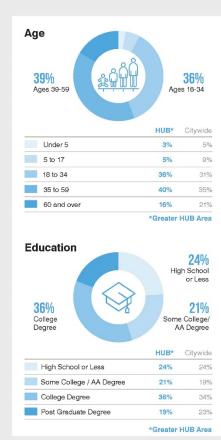
Greater HUB Area Citywide

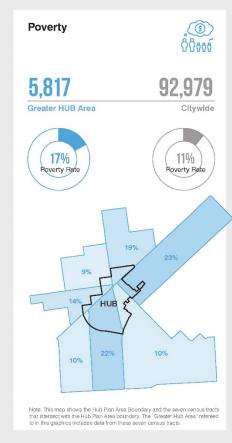






	HUB*	Citywide
Asian	27%	34%
Black/African American	8%	5%
White	47%	47%
Native American Indian	0.49%	0%
Native Hawaiian/Pacific Islander	0.54%	0%
Other/Two or More Races	17%	13%
% Latino (of Any Race)	21%	15%
	*Greater	HUB Area









Greater HUB Area

359,673

Citywide

Average Household Size

l**.78** 1

2.8

Greater HUB Area

Citywide

Average Family Household

2.87

3.3

Greater HUB Area Citywide

Median Household Income



\$72,031

\$104,917

Greater HUB Area

Citywide

Citywide





HUB*

20%	10%
23%	18%
15%	20%
15%	16%
9%	11%
17%	24%
	23% 15% 15% 9%

Note: Median household income is the median income for ALL households, both family and non family. Income data is household income regardless of household size and doesn't correspond to AMI levels.

*Greater HUB Area

Median Family Income

\$95,602

\$123,29

Greater HUB Area

Citywide

Note: Median family income is the median income for just family households.

Family / Non-Family Households









Greater HUB Area

Non-Family

Family

53% Citywide

Greater HUB Area

Percentage of Households Without a Car



Greater HUB Area Citywide

49%

Renters

Greater HUB Area

42

UB Area Citywide

Single Persons Households



Citywide

55.11%

Greater HUB Area

Households with Children



10.31%

Citywide



Households with Seniors (60+)



23.97%
Greater HUB Area

34%

Citywide





Total No. of Housing Units



21,433

Greater HUB Area

390,376

Citywide

Owner / Renter Occupied Units



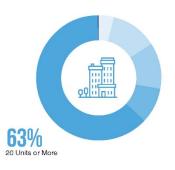
13% Owner 37%
Greater HUB Area Citywide

870/n Renter 630

Greater HUB Area Citywide



Structure Type



	HOD	Oitymae
Single Family Housing	4%	32%
2-4 Units	12%	21%
5-9 Units	12%	10%
10 - 19 Units	9%	10%
20 Units or More	63%	27%
Other	0.06%	0%

*Greater HUB Area

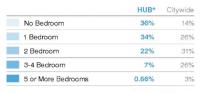
HIIB*

Citywide

Unit Size 36% No Bedroom

22%

2 Bedroom



*Greater HUB Area

34%

1 Bedroom





\$1,426
Greater HUB Area

\$1,643

Home Values

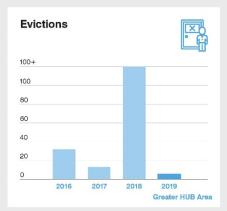
Rents

\$909,986

\$927,400

Greater HUB Area

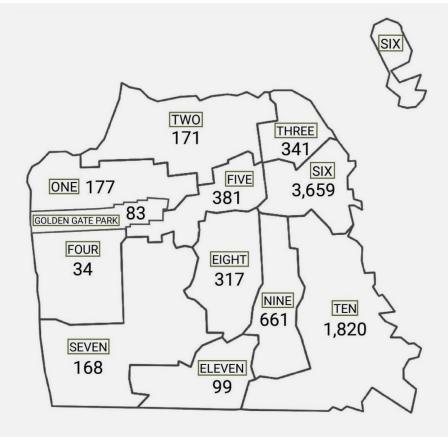
Citywide





Unsheltered and Sheltered Point-in-time Count Results By District

Source: 2019 San Francisco Homeless Point-in-Time Count & Survey



RACIAL AND SOCIAL EQUITY ACTION PLAN

- What is the timing of the Department's Racial and Social Equity Plan?
- What is the community process for Phase 2 of the Racial and Social Equity Plan?
- Clarification on what the assessment tool is and how it is used.
- The assessment tool needs further refinement.



- Office of Racial Equity legislation requires all Departments to complete an action plan by the end of 2020.
- Phase I of the Department's Action Plan was adopted by the Planning Commission in Fall 2019.
- Phase II is underway with community engagement originally scheduled for Summer 2020.
- Phase II includes the use of the Assessment Tool which is being applied to certain projects and will be refined as part of Phase II.



EQUITY AND COMMUNITY STABILIZATION

WHAT DID WE HEAR?

- Need a plan for stabilization and protection of existing buildings and businesses
- How do the citywide community stabilization efforts play into this area?
- Need to apply racial and social equity tool to impact fee programming.
- Need to identify mitigations to address development impacts.
- Monitoring is not sufficient without action.

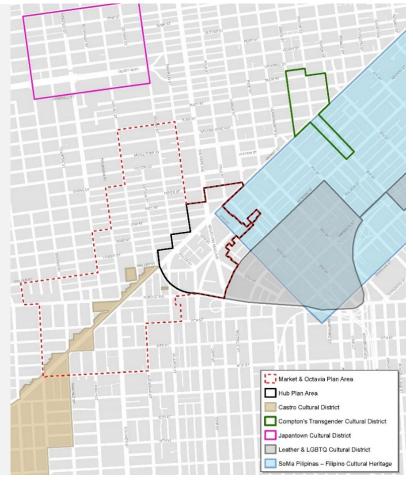


The Department is working with community and City agency partners to advance racial and social equity and community stabilization through a number of different initiatives and projects.

- Citywide: Racial and Social Equity Initiative, Community Stabilization Initiative (CSI), Housing Affordability Strategy (HAS), and the Environmental Justice updates to the General Plan
- Community specific efforts: Cultural Districts
 Program, MAP 2020, Tenderloin community planning,
 Civic Center Public Ream Plan and more.



- The Hub is directly adjacent to existing cultural districts where the City is actively working with the community and community based organizations to stabilize and celebrate the district.
- This work involves developing strategic plans to address community needs whether it be housing, historic and cultural assets or community stabilization.



Harness existing city programs to stabilize and protect existing residents and businesses in the Hub and the adjacent neighborhoods.

- Workforce development, employment, and business retention programs
 Examples: Legacy Business Program, Invest in Neighborhoods, Small Sites program
- Affordable housing Examples: small sites acquisition, lottery preference program



Proposed legislative changes to improve equitable outcomes:

- Expand the boundary in which impact fee money can be spent to fund improvements in the adjacent neighborhoods.
- Broaden the membership of the Market and Octavia CAC.
- Identified future sites for 100% affordable housing.
- Add a land dedication option to meet affordable housing requirements.

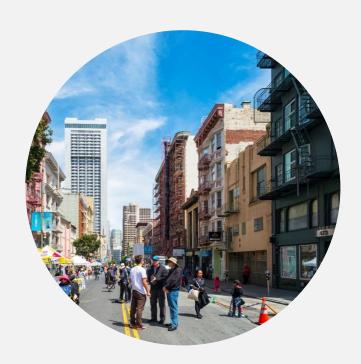
- Add requirements to support community serving uses at the ground floor.
- Expand the unit mix requirements to support more family friendly units.
- Design a welcoming /inclusive aesthetic for future buildings and open spaces.
- New General Plan policy to apply a racial and social lens to future land use decisions.



HOUSING

WHAT DID WE HEAR?

- Explore a new AMI for the Hub area.
- Concern that the AMI is too high.
- Concern that larger unit sizes makes units more expensive.
- Require on-site BMRs and do not allow off-site BMRs.
- · Identify sites for affordable housing.
- Need a plan for stabilization and protection of existing housing.
- Concern about gentrification pressure on adjacent neighborhoods.



AREA MEDIAN INCOME

- Typically calculated at the metro area/county level, not the neighborhood level.
- · Depends on household size
- Updated every year by HUD using data from the census
- HUD calculates 100% AMI for a family of 4 for cities and regions across the entire United States

HOUSEHOLD MEDIAN INCOME

- Median income for all households
- Does not account for household size

Median Household Income



\$72,031

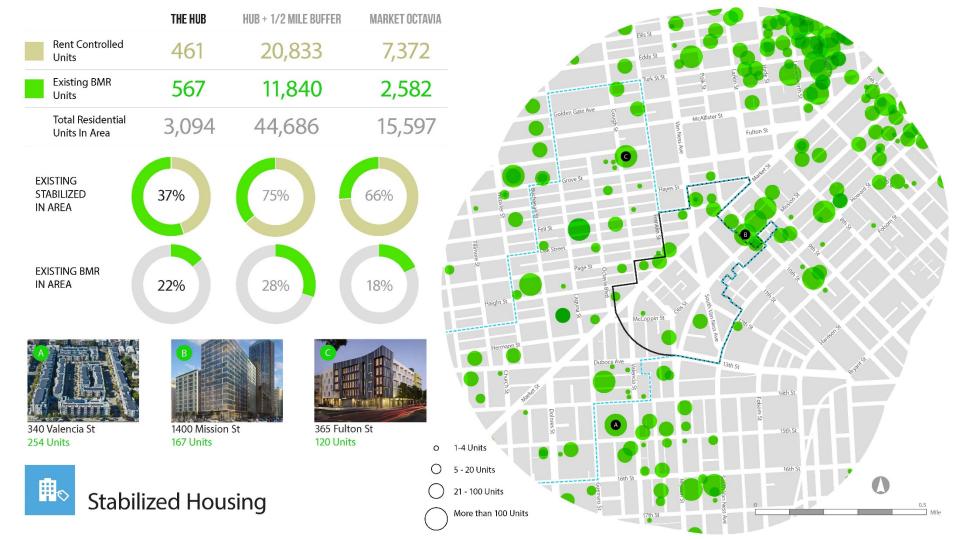
\$104,917

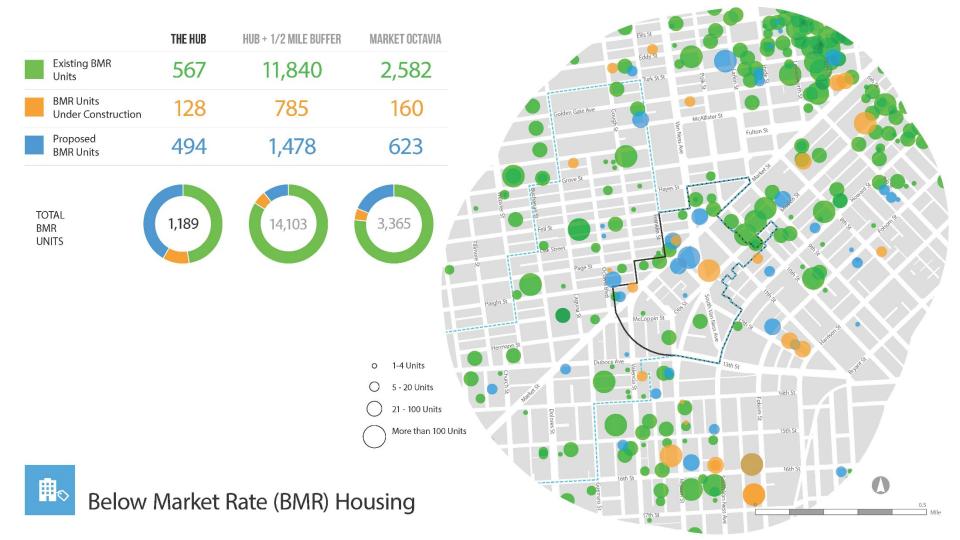
Greater HUB Area

Citywide

NEIGHBORHOOD AMI

- Varying neighborhood AMIs make it harder for developers and city staff to align different funding sources to build and run housing
- Varying AMIs also make it harder for residents to know what units they qualify for and can afford in different areas
- A neighborhood AMI does not address the fundamental challenge of how to subsidize units to be affordable to people with lowest incomes
- Could change financial feasibility of developments by requiring deeper subsidy and could justify lower inclusionary rates







Civic Center / C40



1939 Market St



101 Hyde St



180 Jones St



967 Mission St



700-770 Golden Gate Ave



800 Turk St



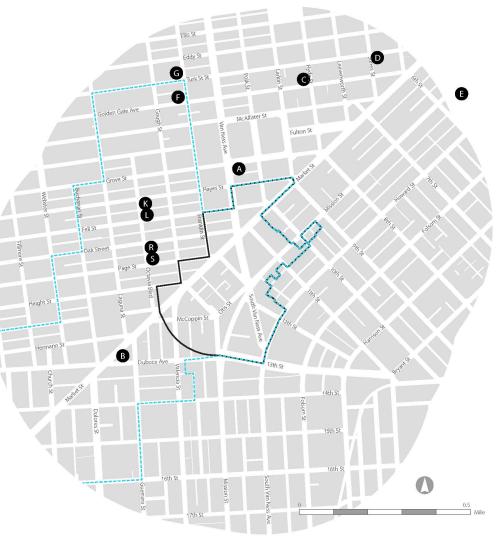
Parcel K and L



Parcel R and S



Sites Identified for 100% Affordable Housing





Civic Center / C40



1939 Market St



101 Hyde St



180 Jones St



967 Mission St



700-770 Golden Gate Ave



800 Turk St



Parcel K and L



Parcel R and S



Sites Identified for 100% Affordable Housing and 100% Affordable Housing Projects Under Construction





10 South Van Ness Ave 194 Units



1500-1580 Mission St 110 Units



1601-1637 Market St 100 Units



30 Van Ness Ave 87 Units



150 Otis St 75 Units



98 Franklin St 69 Units



















P 1 Polk St 9 Units

4-20 Octavia Blvd 7 Units





Below Market Rate (BMR) Housing

Affordable Units
Under Construction

Affordable Units Under review

Future Affordable Units

Total

128 + 494 + 1,578 = 2,200



- Building more housing provides more housing choices.
- This area has two additional fees that can fund affordable housing, unique compared to other parts of the City.
- Existing affordable housing requirements incentivize onsite units.
- Proposed legislation:
 - Land dedication option to meet affordable housing requirements.
 - Expand the unit mix requirements to support more family friendly units over time.



TRANSPORTATION

WHAT DID WE HEAR?

- Concerns about on-street loading (i.e. delivery, TNCs).
- Interest in restricting Uber and Lyft.
- Concern about transit capacity with the new development.
- Limit the amount of parking.
- Understand how residents are educated about sustainable transportation choices and how education measures relate to the TDM program.





Transit Lines







Bicycle Routes



Van Ness Muni Metro Station

OKOM N



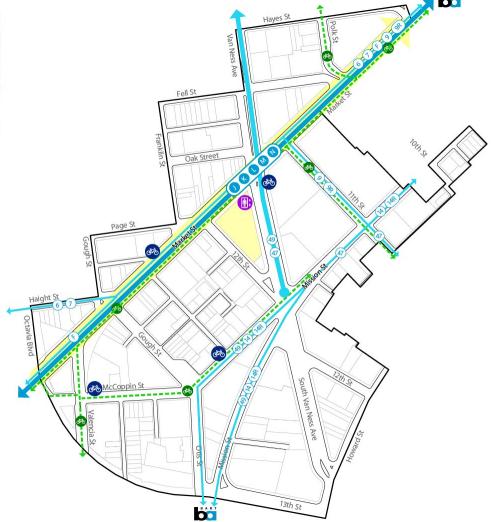
Proximity to BART for regional trips







Bike Share Stations







SFMTA's Fleet Plan (Citywide study to analyze Bus/Rail Capacity)



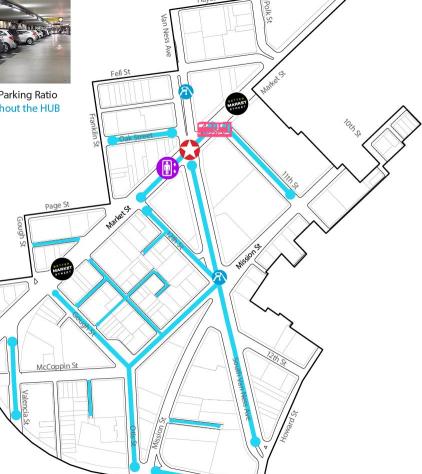
Dedicated On/Off Street Loading Zones (location TBD)



Van Ness Bus Rapid Transit



throughout the HUB





Muni Metro Three-car Trains



Better Market Street



Complete Streets Projects



Van Ness Station Capacity Improvements



Elevator Access to Muni Metro Station at 10 South Van Ness



Planned and Proposed Transportation

RESPONSE

- The Hub is centrally located, in addition to transit, can walk and bike to jobs.
- Education measures are part of the menu of TDM measures a sponsor can choose.
- Further study needed to restrict TNC's or delivery vehicles in the area, regulatory challenges for implementation.
- New funding for transportation (Area Plan Fees + TSF)
- Proposed legislation:
 - Require a Driveway Loading and Operations plan (DLOP).
 - Lower parking requirements and no conditional use authorization for additional parking.



GROUND FLOOR + COMMUNITY SERVING USES

WHAT DID WE HEAR?

- Understand what types of uses will be at the ground floor.
- Concern that ground floor uses may not be neighborhood serving.
- Would like to see mandatory community serving ground floor uses.
- Concern that ground floor space will be vacant if require ground floor retail.
- Concern that there is no identified community facilities/community space/community realm/cultural heritage.



GROUND FLOOR AND COMMUNITY SERVING USES

Active Ground Floor Commercial Uses

- Existing Requirement (Planning Code Section 145.4)
- Required on portions of Market Street, Van Ness Avenue, South Van Ness Avenue, Octavia Boulevard, and Hayes Street.
- Examples include: retail, childcare, community facility, public facility.





New Campus SFUSD School of the Arts (SOTA)



New Campus French American International School



Intersection for the Arts **Local Artist Displays** and Performances



One Stop Permit Center, New Childcare Facility, and Meeting Space



New Ballet School



Ute and William K. Bowes, Jr. Center for Performing Arts



Plumbers Union Hall



Temporary Navigation Center

- Sydney Goldstein Theater
- **New Conservatory** Theater
- SFMTA Customer Service Center
- Plumbers Union Hall
- National Holistic Institute
- American Red Cross
- Department of Disability and **Aging Services**
- **Human Services Agency**
- Health Right 360
- Conservatory of Music



Ground Floor Uses

New requirements to support neighborhood serving retail:

- Conditional use for retail over 6,000 sq/ft
- Conditional use for formula retail uses
- Micro-retail on lots of certain size to support neighborhood serving retail

New requirements for community serving uses:

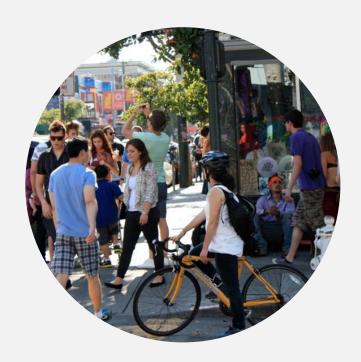
 To receive the additional height and bulk, a project must provide community serving use on the ground floor that serve a range of income levels such as: Arts Activities, Child Care Facility, Community Facility, Instructional Service, Public Facility, School, Social Service, priority health service use or neighborhood-oriented retail.



PUBLIC BENEFITS

WHAT DID WE HEAR?

- How is the Hub different than Central Soma in terms of community benefits?
- Explore a new community facilities fee



Central Soma

- A new area plan that created new fees and funding mechanisms, including a CFD.
- · Significant amount of new office development
- Geographic area includes 232 acres.

Market and Octavia Area Plan Amendment (Hub)

- Amending an existing plan, much of the value was captured when the Market and Octavia Area Plan was adopted, impact fees were established in 2008.
- Primarily residential development
- · Geographic area includes 85 acres.



New Community Facilities Fee

- Could fund design, engineer, and develop community facilities, including cultural/arts facilities, social welfare facilities, and community health facilities.
- Pending determination of a nexus study.
- Full details of the fee amount and fee structure would need to be worked out prior to the Board adopting any legislation related to fees.



RESPONSE









\$276 M

- \$71M additional fees for streets, alleys, transit, open space, childcare, schools.
- Funding for parks in Soma + the Western Addition.



\$682M

- \$164M additional affordable housing resources.
- 1,640 additional units.
- 434 additional affordable units.
- 29% affordable units.



PROPOSED LEGISLATION

PROPOSED LEGISLATION



- 1 General Plan Amendment
- 2 Planning Code Amendment
- **3** Zoning Map Amendment
- Planning Code Amendment and Business + Tax
 Code Regulations Amendment (to establish the Hub
 Housing Sustainability District)
- 5 Implementation Program

GENERAL PLAN AMENDMENTS - SUMMARY

TOPIC	CHANGE
Racial + Social Equity	New Policy to apply a racial and social equity lens to future land use decisions
Land Use + Urban Form	Update purpose and related policies of the SUD
Housing	Incorporate policies to address families with children and tenant protections
Sustainability	Incorporate policy direction that supports sustainability and climate resilience
Streets + Open Spaces	Update policies to reflect the Hub Public Realm Plan
Arts	Add a new policy to encourage non profit arts on ground floor
Misc.	Non substantive changes to explanatory text &updates as needed

GENERAL PLAN AMENDMENTS - CHANGES SINCE THE FEBRUARY 13, 2020 INITIATION HEARING

TOPIC	CHANGE
Misc	Change to 'Map 2: Frontages Where Ground Floor Retail is Required' has been corrected to accurately reflect existing planning code requirements.
Housing Element	Minor clarification in supporting text to give more clarity on family friendly housing

PLANNING CODE AMENDMENTS - SUMMARY

TOPIC	CHANGE
Clarify the Van Ness and Market SUD	Amend selected policies to support the vision of the SUD as outlined in the Market and Octavia Area Plan
Parking	Conditional Use for additional parking not permitted
Neighborhood- Supporting Uses	Require micro-retail; require a Conditional Use authorization for retail uses larger than 6,000 sq/ft and for Formula Retail.
Bulk	Changes to the floor plate size; new tower sculpting controls.
Public Benefit	Expand the area in which impact fees can be spent; update the list of infrastructure projects to be funded with impact fees; allow in-kind credit for TSF; allow in-kind credit if exceed on-site inclusionary requirements.
309 Exceptions	Micro retail and additional height and bulk

PLANNING CODE AMENDMENTS — CHANGES SINCE THE FEBRUARY 13, 2020 INITIATION HEARING

TOPIC	CHANGE
Sustainability	Modify the Living Roofs requirement for certain projects in this area to require 30% living roof and 15% solar.
Affordable Housing	Allow 80/20 financing projects in this area to provide 20% of the on-site units at low income; Land dedication option to meet affordable housing requirements.
Ground Floor Uses	Clarify language in Planning Code Section 309 for additional height and bulk on certain parcels if projects provides ground floor uses that are neighborhood serving.
Ground Floor Uses	Add language to Planning Section 249.33 to allow Arts Activities and Institutional Community Uses to be considered "active uses".
Permitted obstructions	Amend Section 136 which allows for certain permitted obstructions in order to meet the requirements of Section 148 or for wind restriction purposes.
Market and Octavia CAC	Expand the criteria to allow two members to live or work in the plan area or within 1,250' of the plan area.

ZONING MAP AMENDMENT



HUB HOUSING SUSTAINABILITY DISTRICT (HSD)

FILE NO.

11

13

14

16

17

19

20

21

22

23

ORDINANCE NO

[Business and Tax Regulations, Planning Codes - Hub Housing Sustainability District]

Ordinance amending the Business and Tax Regulations and Planning Codes to create the Hub Housing Sustainability District, encompassing an area generally bounded by Haight Street from Octavia Boulevard to Gough Street, Gough Street from Haight Street to Page Street, Franklin Street from Page Street to Fell Street, Fell Street from Franklin Street to Van Ness Avenue, Van Ness Avenue from Fell Street to Hayes Street, Hayes Street from Van Ness Avenue to Larkin Street, Market Street from Ninth Street to 10th Street, midblock between 10th Street and 11th Street from Market Street to Mission Street, Mission Street from 10th Street to Washburn Street, a portion of Washburn Street, Minna Street from 10th Street to just past Lafayette Street (with certain lots excluded), midblock between Lafayette Street and 12th Street to Howard Street, Howard Street just north of 12th and 13th streets, and 13th Street to Octavia Boulevard and Halght Street), to provide a streamlined and ministerial approval process for certain housing projects within the District meeting specific labor, on-site affordability, and other requirements; creating an expedited Board of Appeals process for appeals of projects within the District; and making approval findings under the California Environmental Quality Act, findings of public convenience, necessity, and welfare under Planning Code, Section 302, and findings of consistency with the General Plan. and the eight priority policies of Planning Code, Section 101.1.

NOTE: Unchanged Code text and uncodified text are in plain Arial font.
Additions to Codes are in <u>single-underline italics Times New Roman font.</u>
Deletions to Codes are in <u>strike-underline italics Times New Roman font.</u>
Board amendment additions are in <u>double-underlined Arial font.</u>
Board amendment deletions are in <u>elithektrough Arial-Font.</u>

- Allows for ministerial approval of some housing projects
- Would generally apply to:
 - Buildings 120' and lower
 - Projects that do not seek discretionary approval by the Planning Commission
- Projects have to meet certain criteria including:
 - On-site affordable housing
 - At least 10% of the units for very low or low income households

PLANNING CODE AMENDMENTS — CHANGES SINCE PUBLISHING THE COMMISSION PACKET ON MAY 7, 2020

- Add "School" as a ground floor use that if provided, micro-retail requirement can be waived (SEC 244.33)
- Add "School" to the list of community serving uses that can receive 309 height/bulk exception (SEC 309)
- For projects subject to a purchase and sale agreement, allow flexibility for the location of additional on-site BMR units that exceed 415 requirements (SEC 249.33)
- Refine language to determine the fee waiver for the land dedication option (SEC 249.33)
- Allow rooftop screens to exceed building height due to elevator safety needs (SEC 260)
- Extend the sunset date of the Hub Housing Sustainability District from seven to ten years (SEC 344 (K)(2))

PROPOSED CHANGES FOR COMMISSION CONSIDERATION ONLY

Zoning Map Amendment

Amend the proposed height/bulk on block/lot 3511/093.

Planning Code Amendments

- Establish a new Community Facilities Fee in the Van Ness and Market Special Use District.
- Consider modifying the gross floor area (GFA) calculation to exclude exterior walls and accessory parking.
- Consider removing the conditional use authorization provision for GFA limits for onsite inclusionary units.
- Consider expanding the street frontages where active ground floor commercial uses are required per Planning Code Section 145.4.

ACTION BEFORE THE COMMISSION

- 1 Adopt the amendments to the General Plan
- 2 Approve the amendments to the Planning Code
- 3 Approve the amendments to the **Zoning Map**
- Approve the amendments to the **Planning Code** and **Business + Tax Code Regulations** (to establish the Hub Housing Sustainability District)
- 5 Approve the Implementation Program





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