



PLANNING COMMISSION

MARCH 16, 2017



PRESENTATION OUTLINE

- PROJECT OVERVIEW
- RECOMMENDATIONS



PROJECT OVERVIEW



PROJECT OVERVIEW THE HUB

[From] the 1880s through the 1950s, the intersection of Market, Valencia, Haight and Gough Streets was popularly known as the “Hub,” because no fewer than four streetcar lines converged there either on their way downtown or outbound to outlying neighborhoods...

From “The Story of the Market Street Hub Neighborhood” Introduction by Larry Cronander



PROJECT OVERVIEW **A VISION FOR THE HUB**



- MORE HOUSING, ESPECIALLY AFFORDABLE HOUSING
- SAFER AND MORE WALKABLE STREETS
- NEW WELCOMING AND ACTIVE PUBLIC SPACES

- COMPLETE NEIGHBORHOOD WITH SERVICES AND AMENITIES
- INCREASED CAPACITY AND MORE RELIABLE TRANSIT

PROJECT OVERVIEW **THE FUTURE OF THE HUB**

NEW HOUSING UNITS

7,300—9,000

NEW AFFORDABLE UNITS

2,000-2,500

NEW TRANSIT PROJECTS

VAN NESS BUS RAPID TRANSIT PROJECT,
BETTER MARKET STREET AND THE 14-R MUNI
RAPID PROJECT

MORE PEOPLE

50% INCREASE IN THE NUMBER OF
PEOPLE CROSSING MARKET &
VAN NESS (AT PEAK HOUR)

8,800 PEOPLE ENTERING &
EXITING VAN NESS STATION
(AT PEAK HOUR)

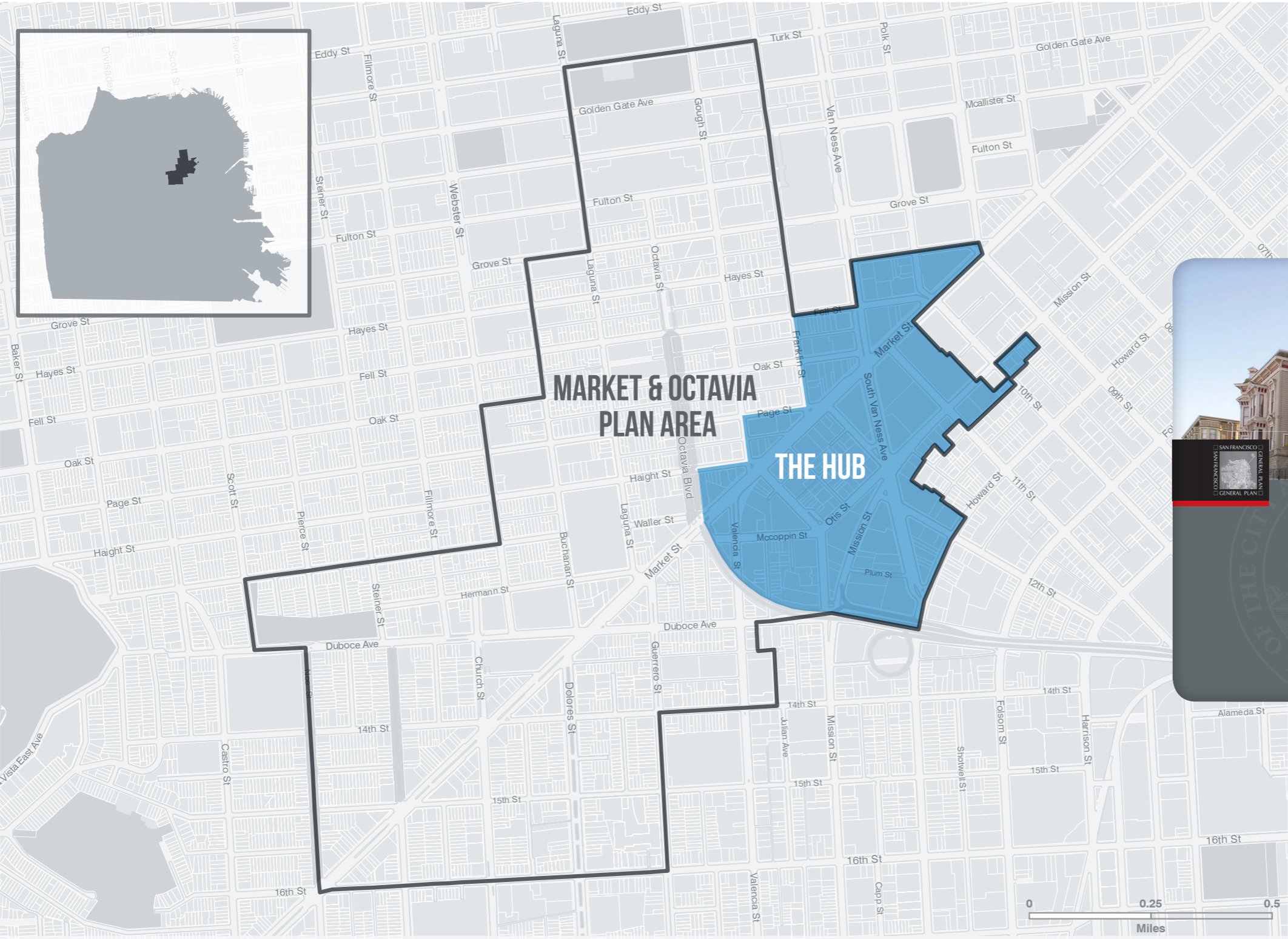
NEW OPEN SPACE AMENITIES

52,862 SQ. FT. NEW OPEN SPACE AMENITIES
TO BE BUILT IN COORDINATION WITH
PRIVATE DEVELOPMENT

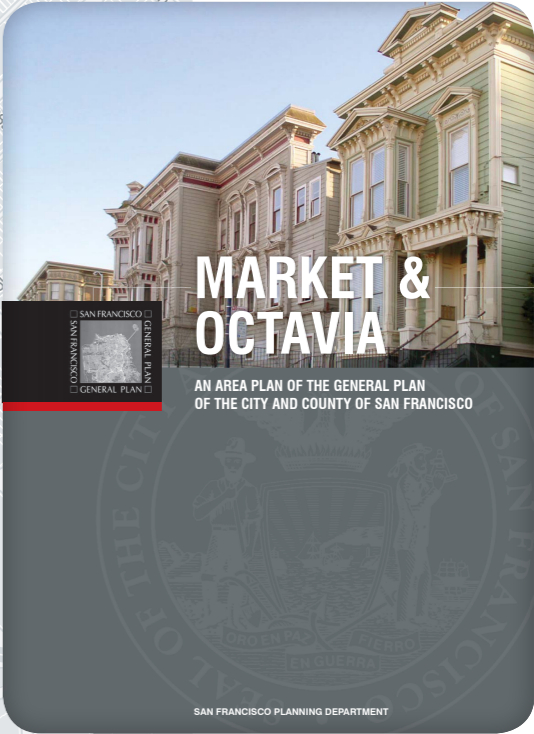
IMPROVED STREETS & ALLEYS

2 MILES (18 BLOCKS) OF STREETSCAPE
IMPROVEMENTS & IMPROVEMENTS TO THE
ALLEY NETWORK

PROJECT OVERVIEW MARKET & OCTAVIA AREA PLAN



== SUD



PROJECT OVERVIEW

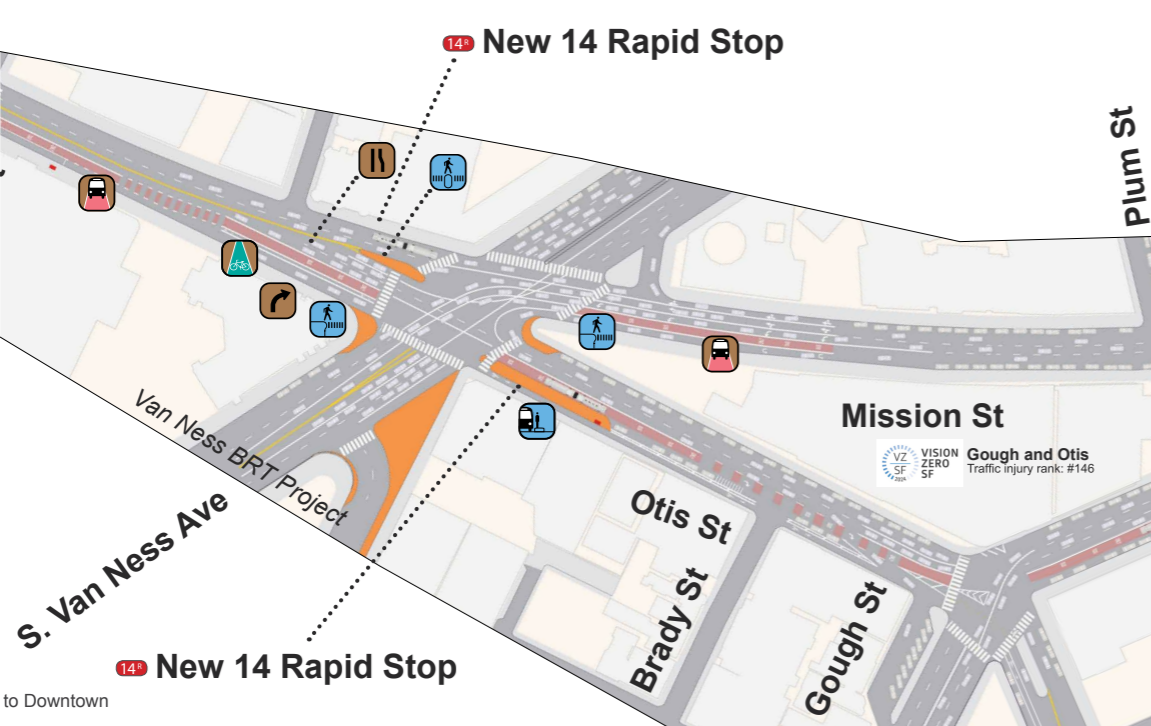
DEVELOPMENT PROJECTS



PROJECT OVERVIEW **TRANSPORTATION PROJECTS**

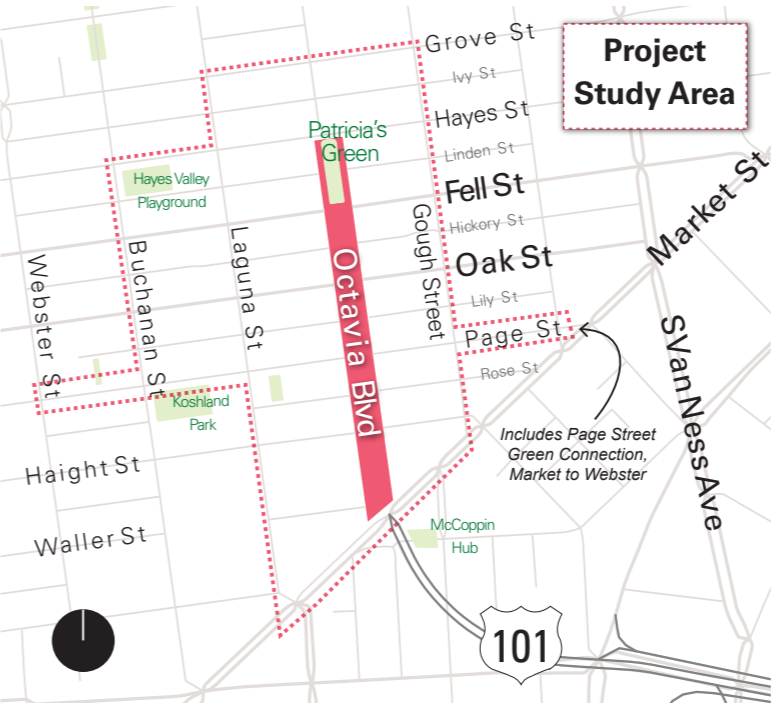


BETTER MARKET STREET



14 MISSION RAPID PROJECT

VAN NESS BUS RAPID TRANSIT (BRT) AND

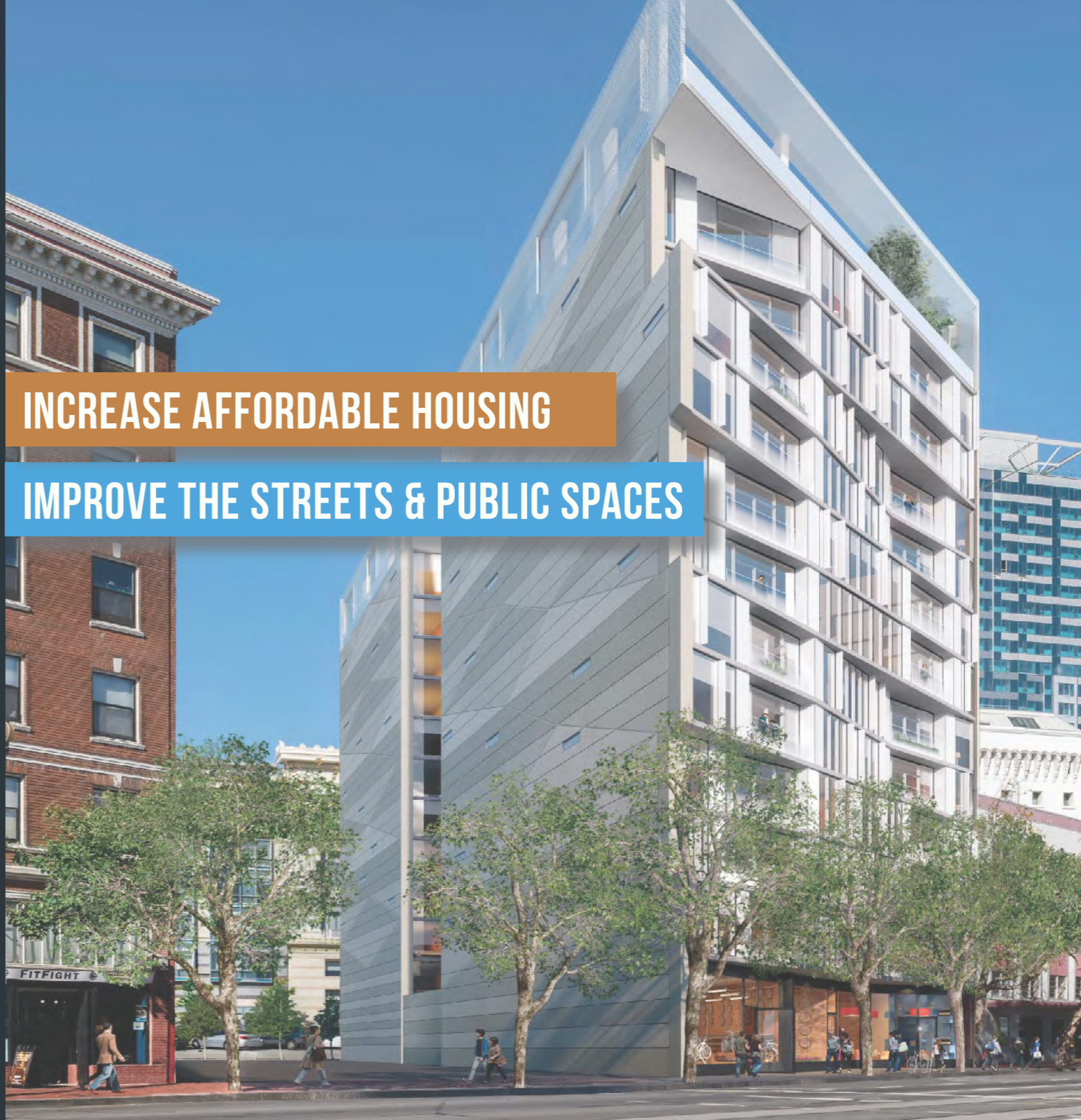


OCTAVIA BOULEVARD ENHANCEMENT PROJECT

PROJECT IMPETUS

INCREASE AFFORDABLE HOUSING

IMPROVE THE STREETS & PUBLIC SPACES



1554 Market Street / Trumark & Handel Architects

PROJECT OVERVIEW PROJECT TIMELINE

Date	Milestone
JAN 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: Recommendations for all topic areas
FEB 2017–FEB 2019	Environmental Review Process
SPRING 2019	Plan Adoption & Approvals



PROJECT DELIVERABLES

1. LAND USE & POLICY RECOMMENDATIONS
2. URBAN FORM RECOMMENDATIONS
3. DESIGNS FOR THE PUBLIC REALM
4. CIRCULATION & TRANSIT CAPACITY ANALYSIS
5. PUBLIC BENEFITS STRATEGY



PROJECT GOALS

1. INCREASE AFFORDABLE HOUSING
2. SUPPORT TRANSIT IMPROVEMENTS
3. IMPROVE URBAN FORM
4. ENHANCE THE PUBLIC REALM
5. ENCOURAGE THE ARTS



RECOMMENDATIONS



PUBLIC REALM

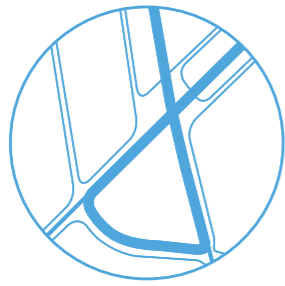
STREETS

ALLEYS

OPEN SPACES



PUBLIC REALM PROJECT GOALS

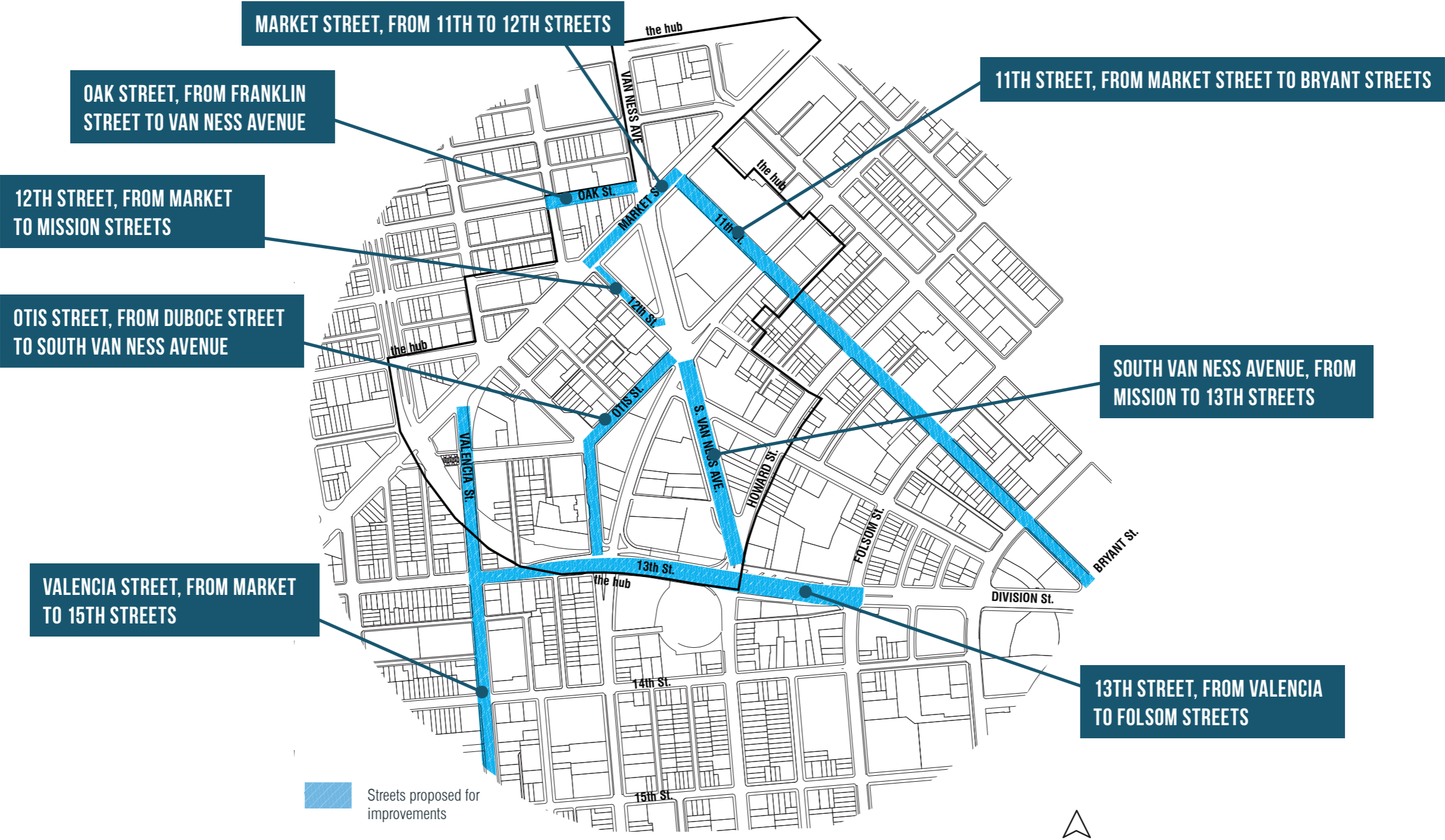


Enhance the Public Realm

This effort will build on the ideas in the Market & Octavia Plan and develop designs for **streets** and **open spaces**.

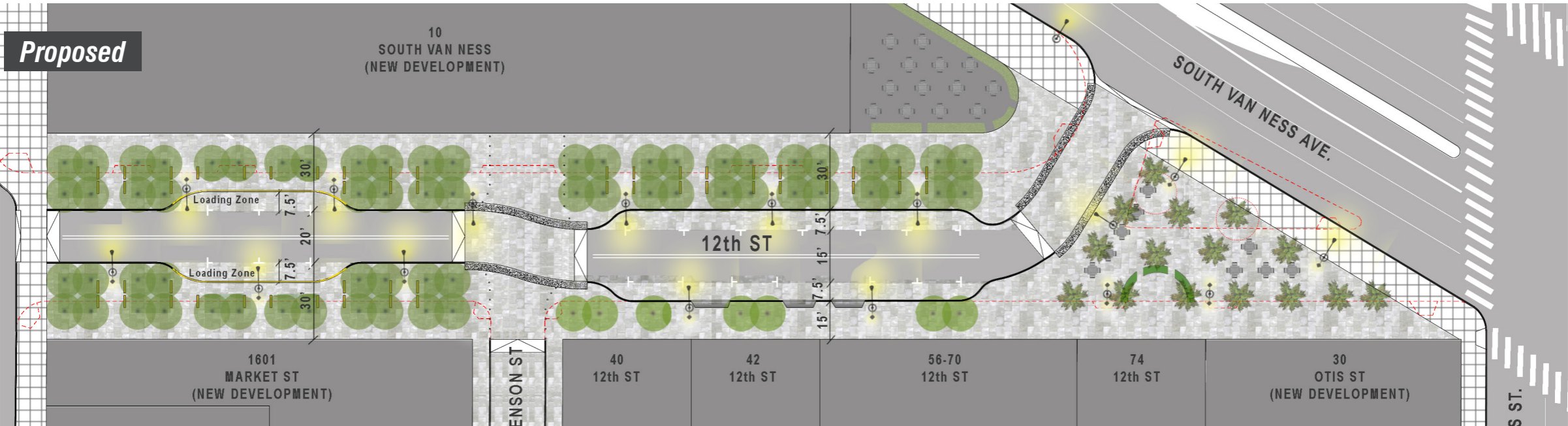
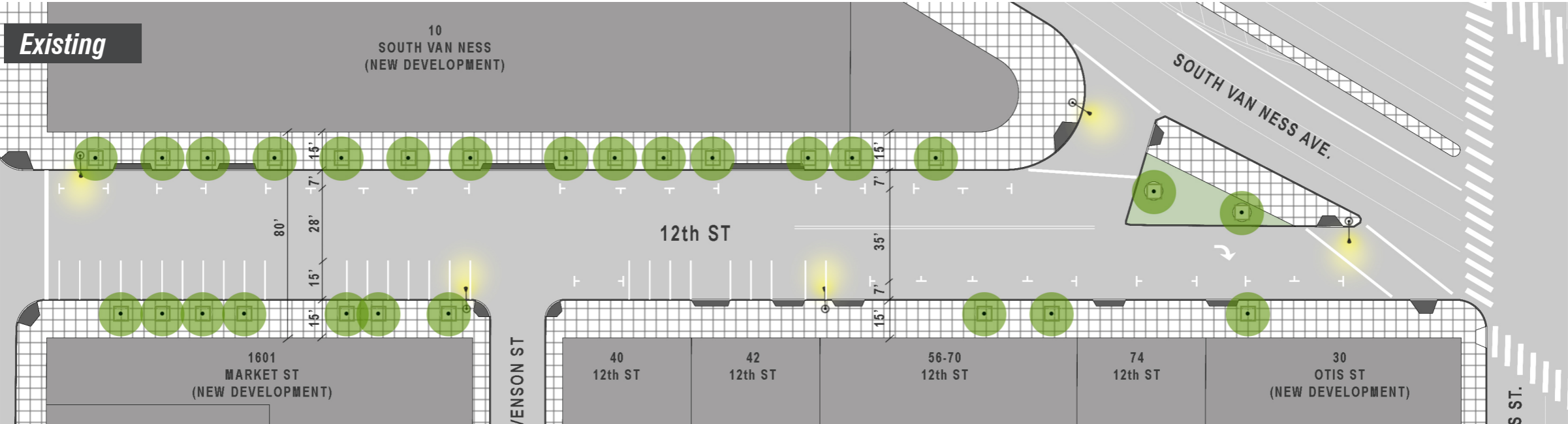


PUBLIC REALM **STREETS**

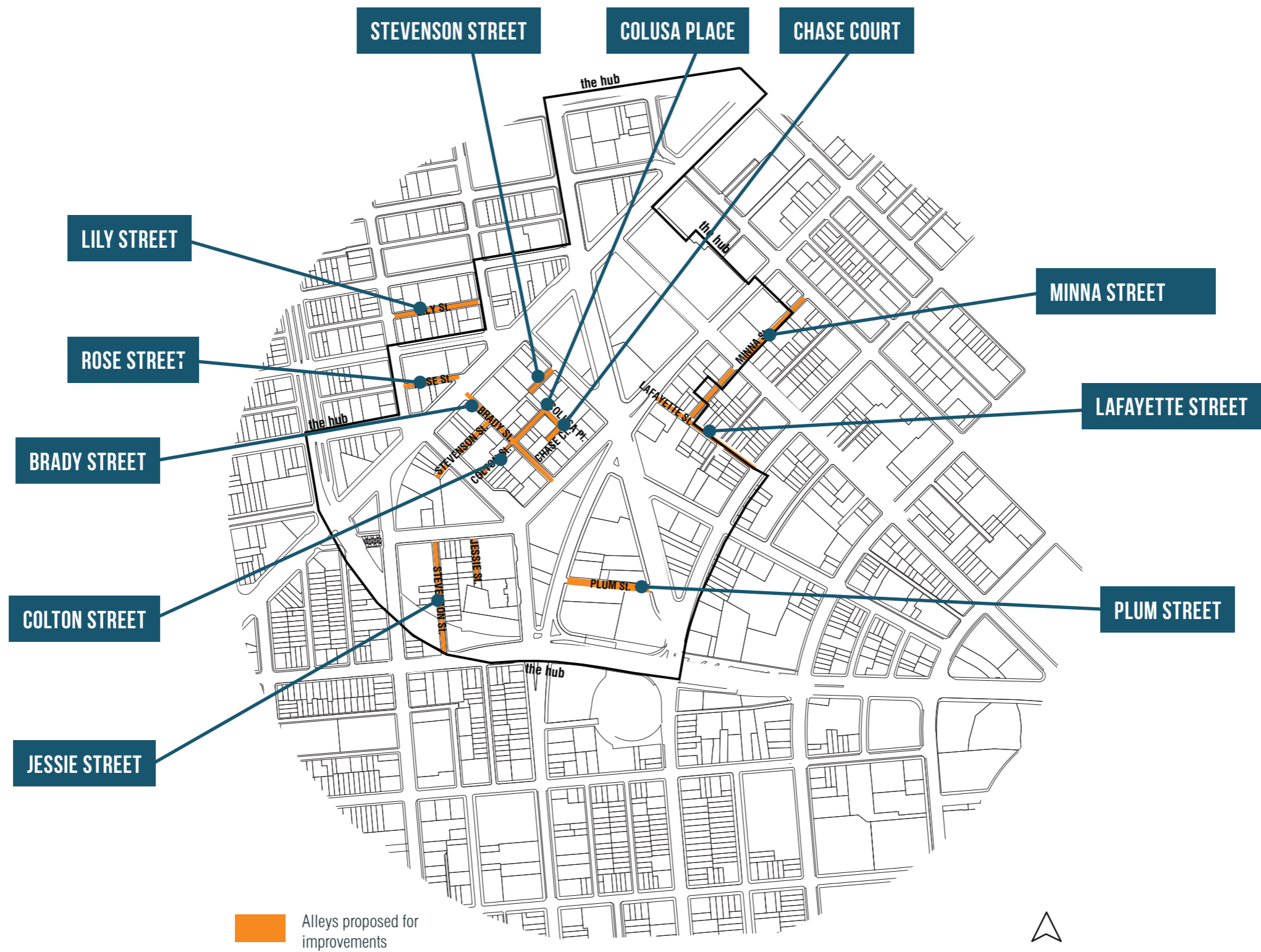


PUBLIC REALM STREETS

12TH STREET: MARKET TO SOUTH VAN NESS

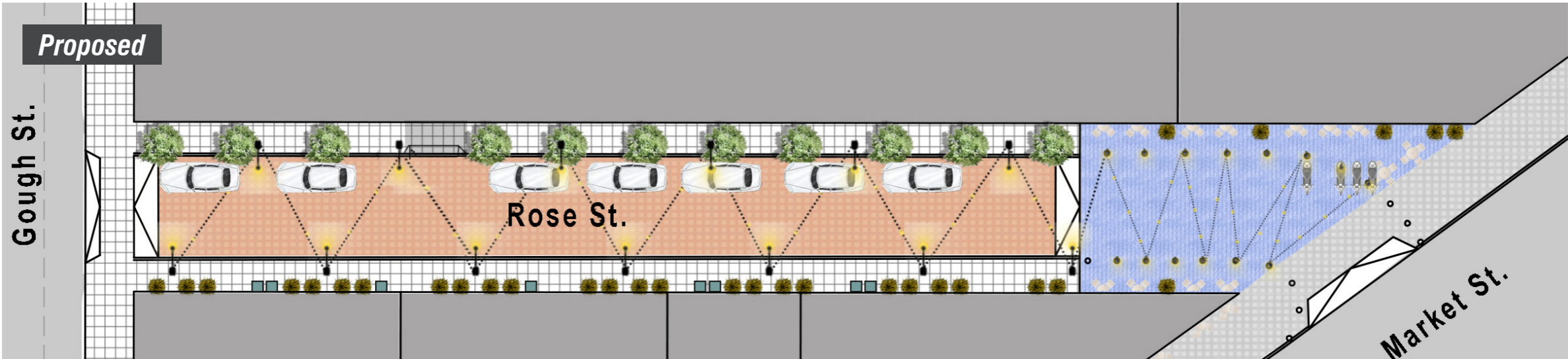
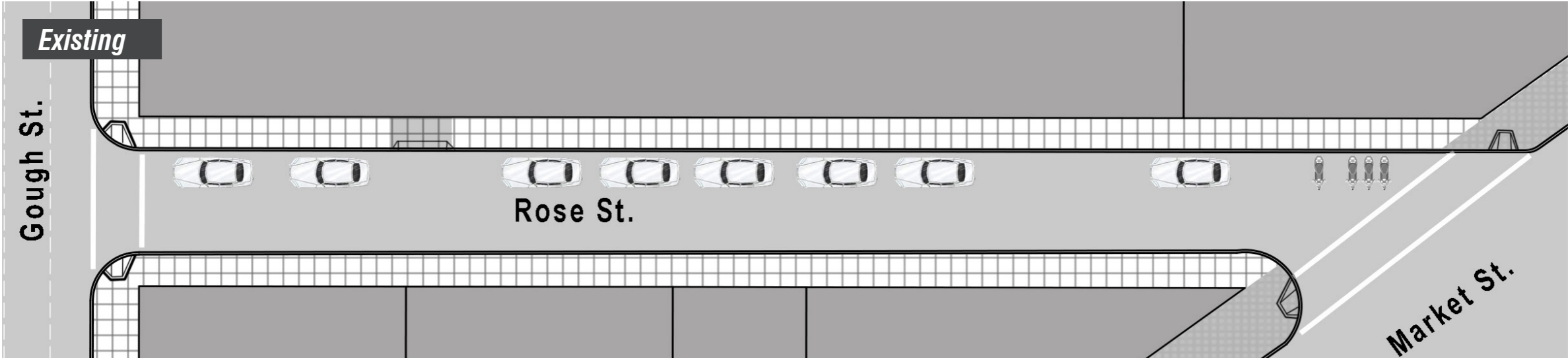


PUBLIC REALM ALLEYS



PUBLIC REALM ALLEYS

ROSE STREET: GOUGH STREET TO MARKET STREET



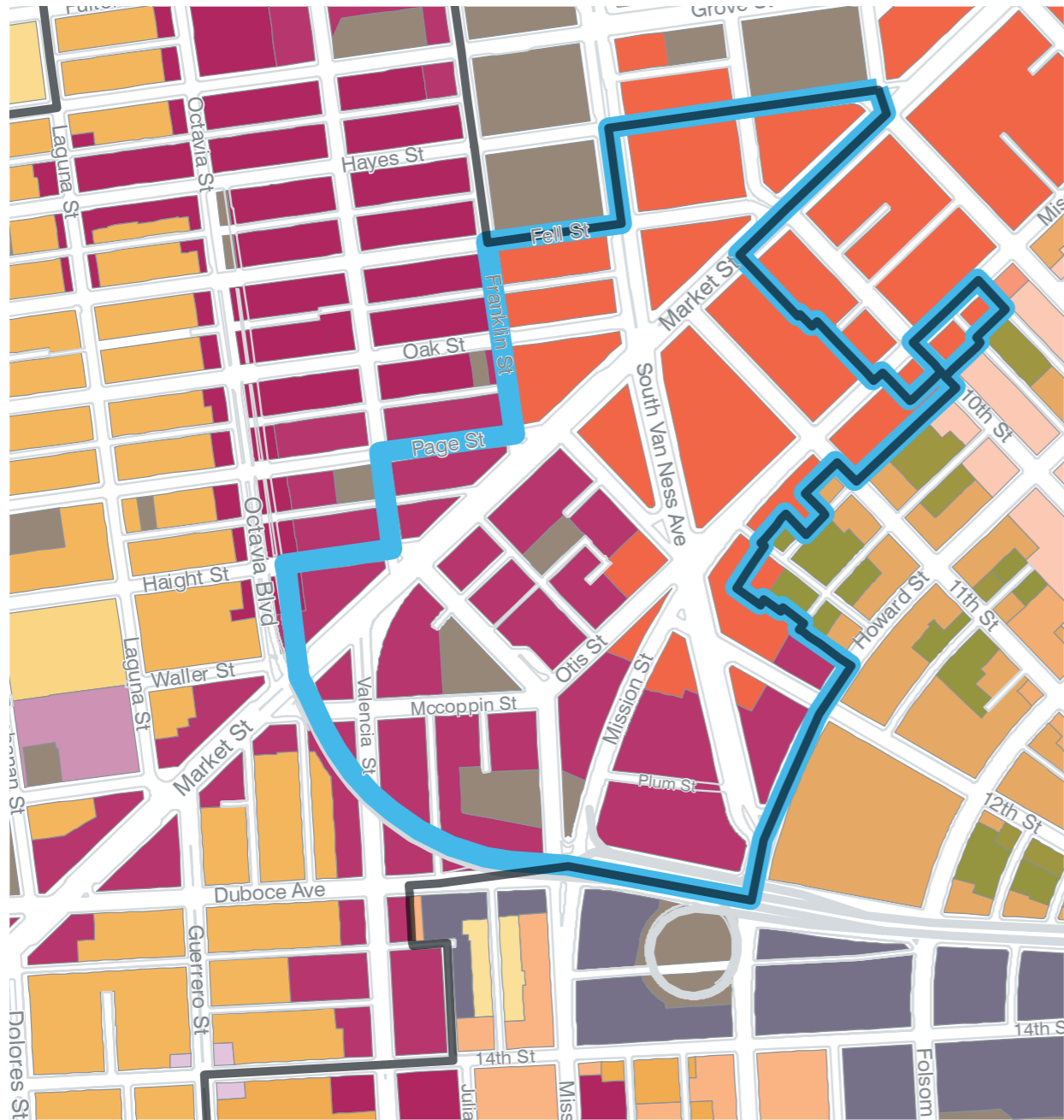
PUBLIC REALM OPEN SPACES



LAND USE



LAND USE **EXISTING ZONING**



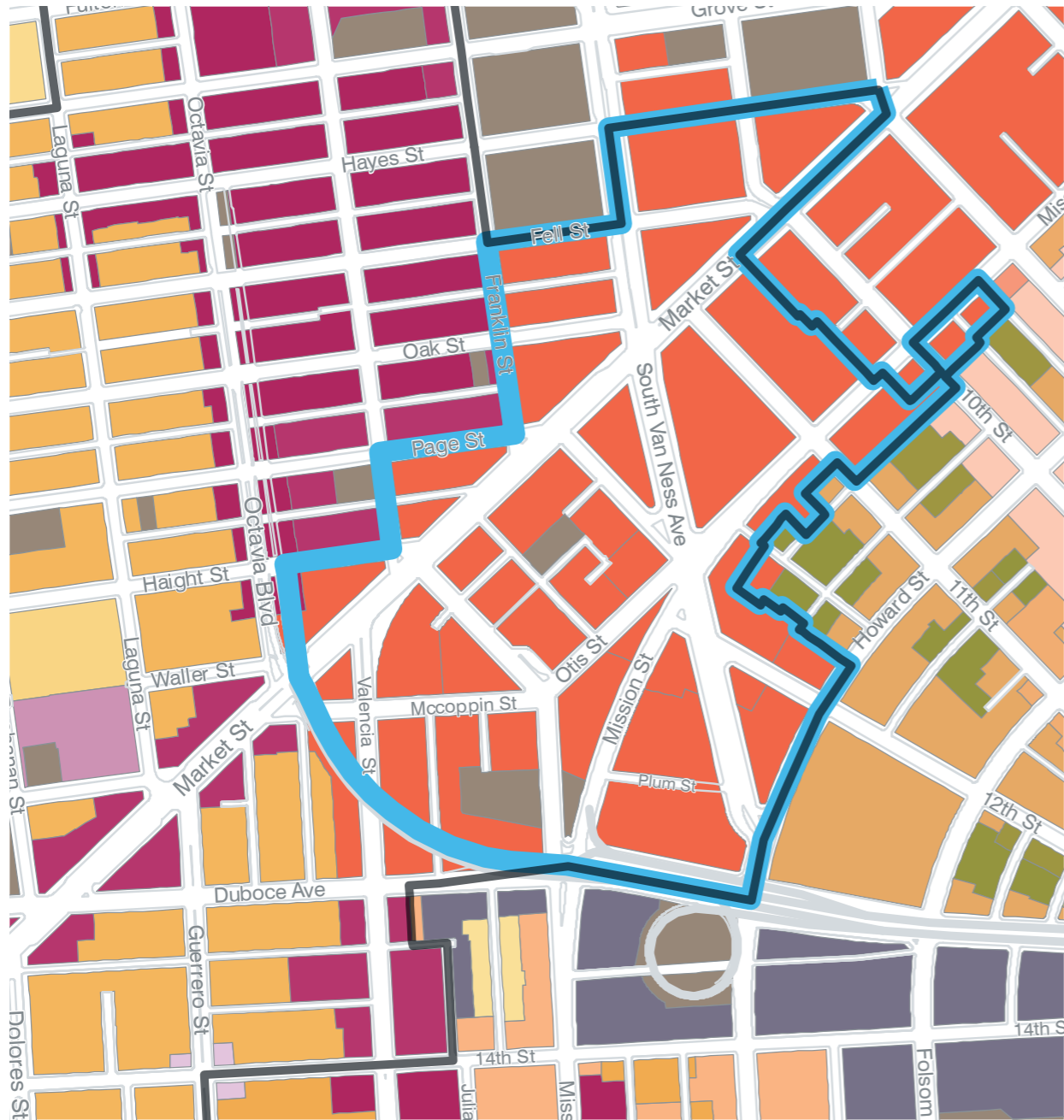
TWO ZONING DISTRICTS:

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

KEY DIFFERENCES:

- Public art requirements are higher in the C-3-G District
- Private open space requirements are lower in the C-3-G District
- Parking requirements are lower in the C-3-G District
- Restrictions in the SUD to ensure residential uses are the primary land use

LAND USE PROPOSED ZONING



ONE ZONING DISTRICT:

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

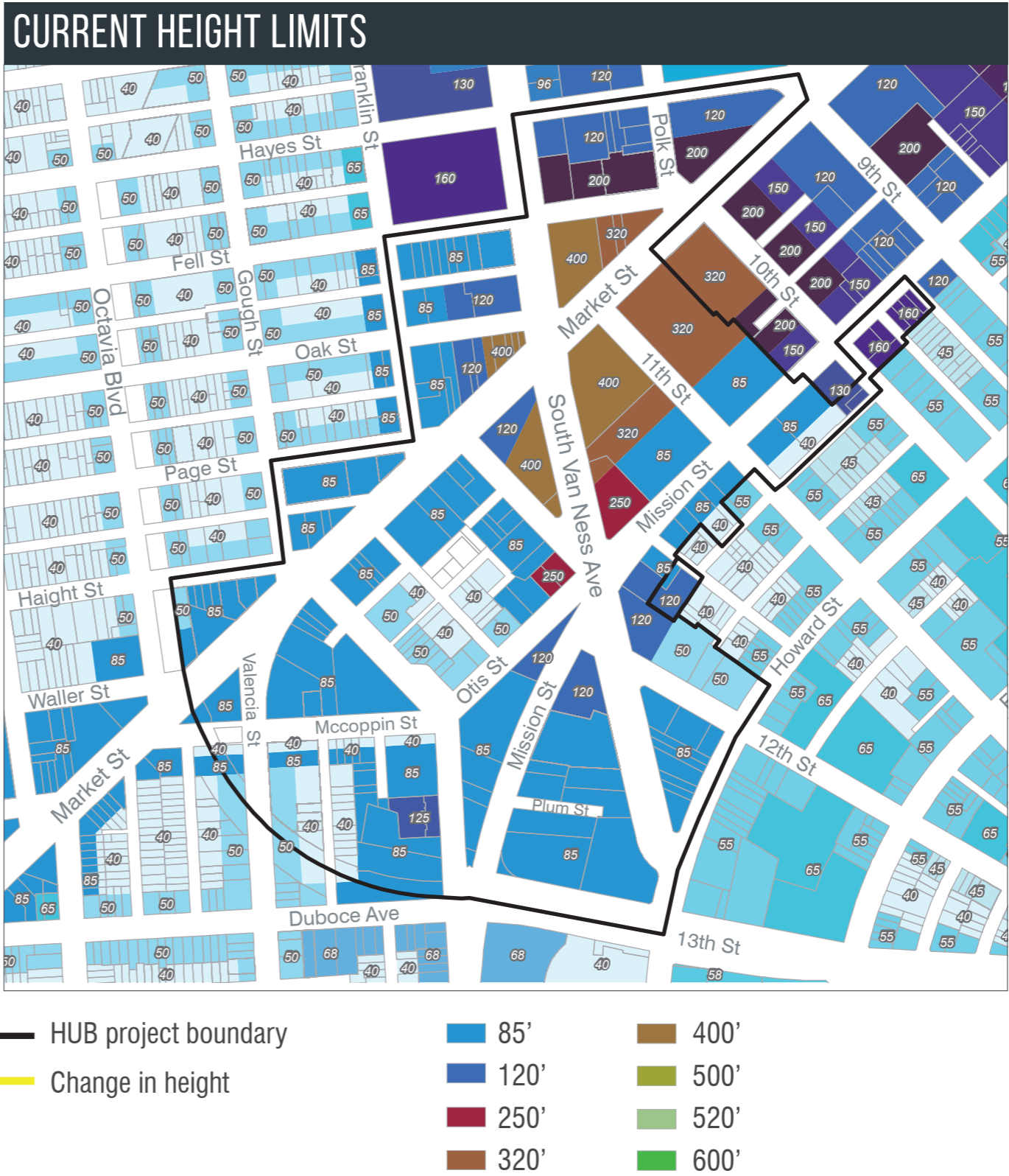
RECOMMENDATIONS:

- Allow flexibility for institutions, arts uses and public uses
- Create consistent and lower parking requirements
- Require micro retail to support local, affordable, community-serving retail
- Allow projects to meet public art requirements through the provision of reduced rent for arts uses

URBAN FORM



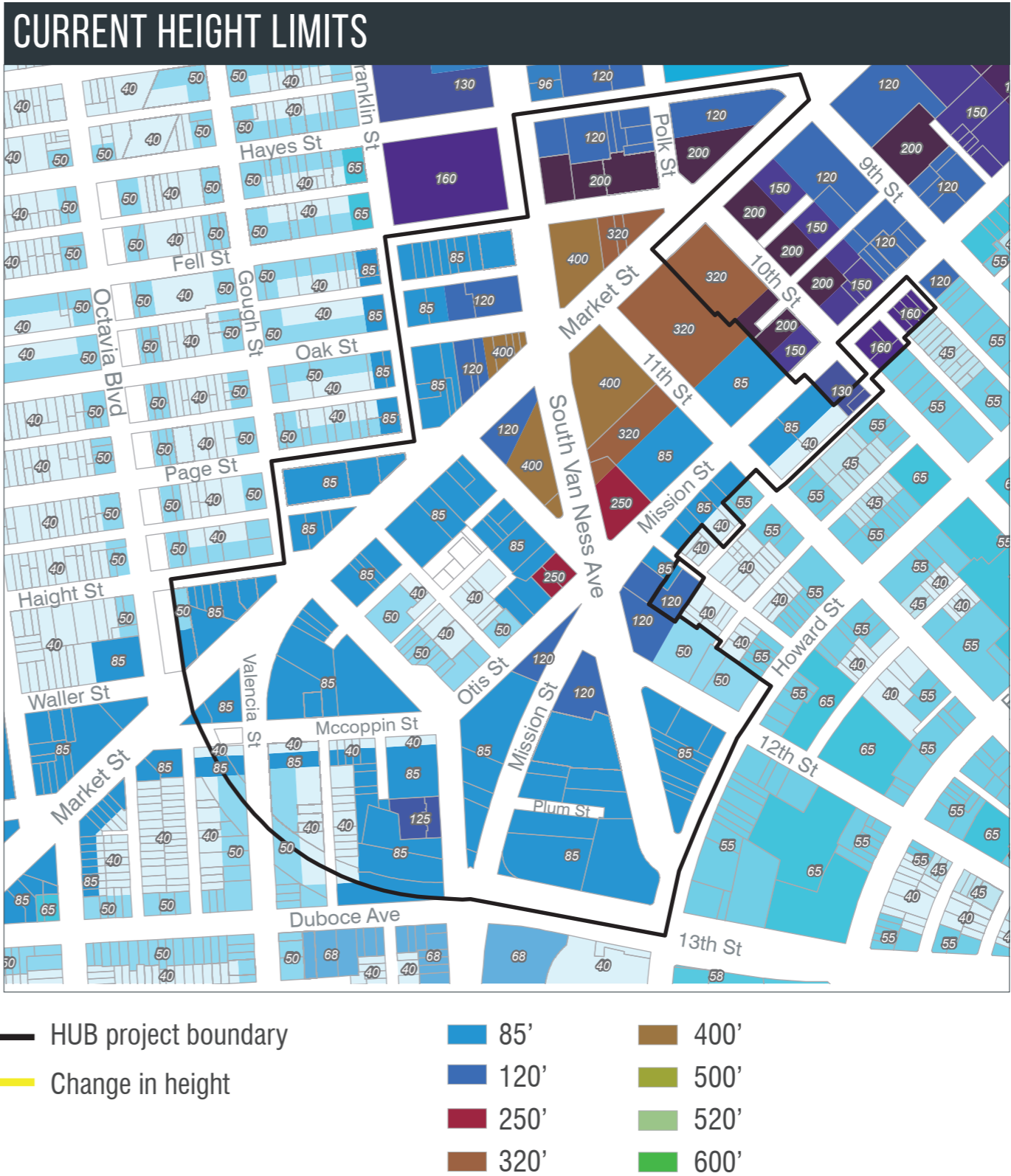
URBAN FORM CURRENT HEIGHT LIMITS



URBAN FORM CURRENT HEIGHT LIMITS

7,300 NEW UNITS

UP TO 1,950
NEW AFFORDABLE UNITS

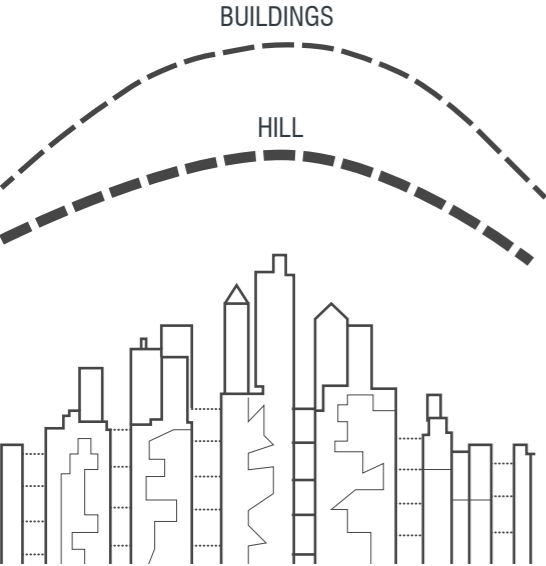


PRINCIPLES

1 Harmoniously fit the Hub neighborhood within the city as a whole.

“Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.”

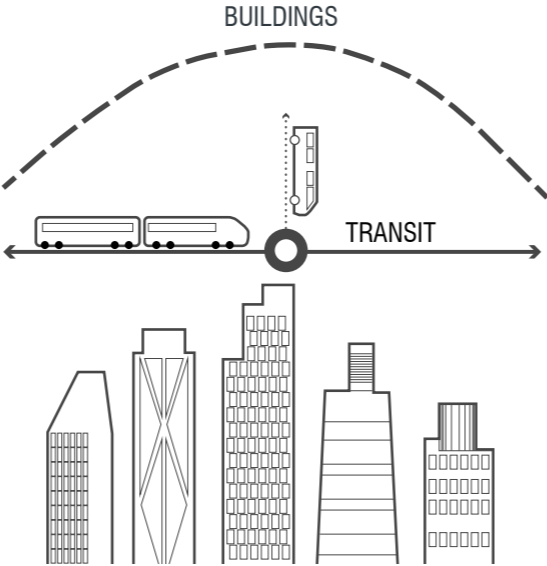
“In areas of growth where tall buildings are considered through comprehensive planning efforts, such tall buildings should be grouped and sculpted to form discrete skyline forms that do not muddle the clarity and identity of the city’s characteristic hills and skyline.”



2 Highlight the Hub as a center of activity and transit.

“Clustering of larger, taller buildings at important activity centers (such as major transit stations) can visually express the functional importance of these centers.”

“Tall buildings should be clustered downtown and at other centers of activity to promote the efficiency of commerce, to mark important transit facilities and to avoid unnecessary encroachment upon other areas of the city. Such buildings should also occur at points of high accessibility, such as rapid transit stations in larger commercial areas and in areas that are within walking distance of the downtown’s major centers of employment.”

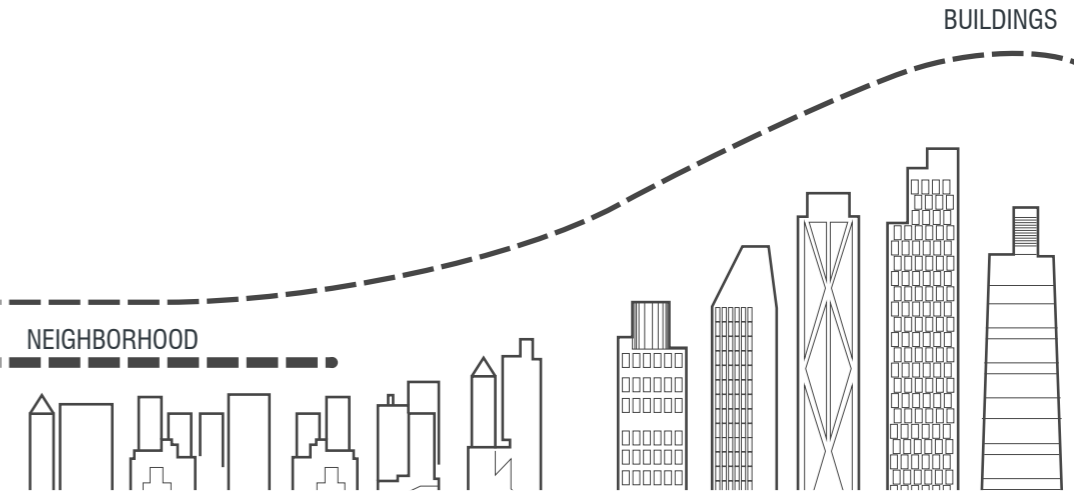


3 Taper heights in the Hub to meet smaller-scaled adjacent neighborhoods.

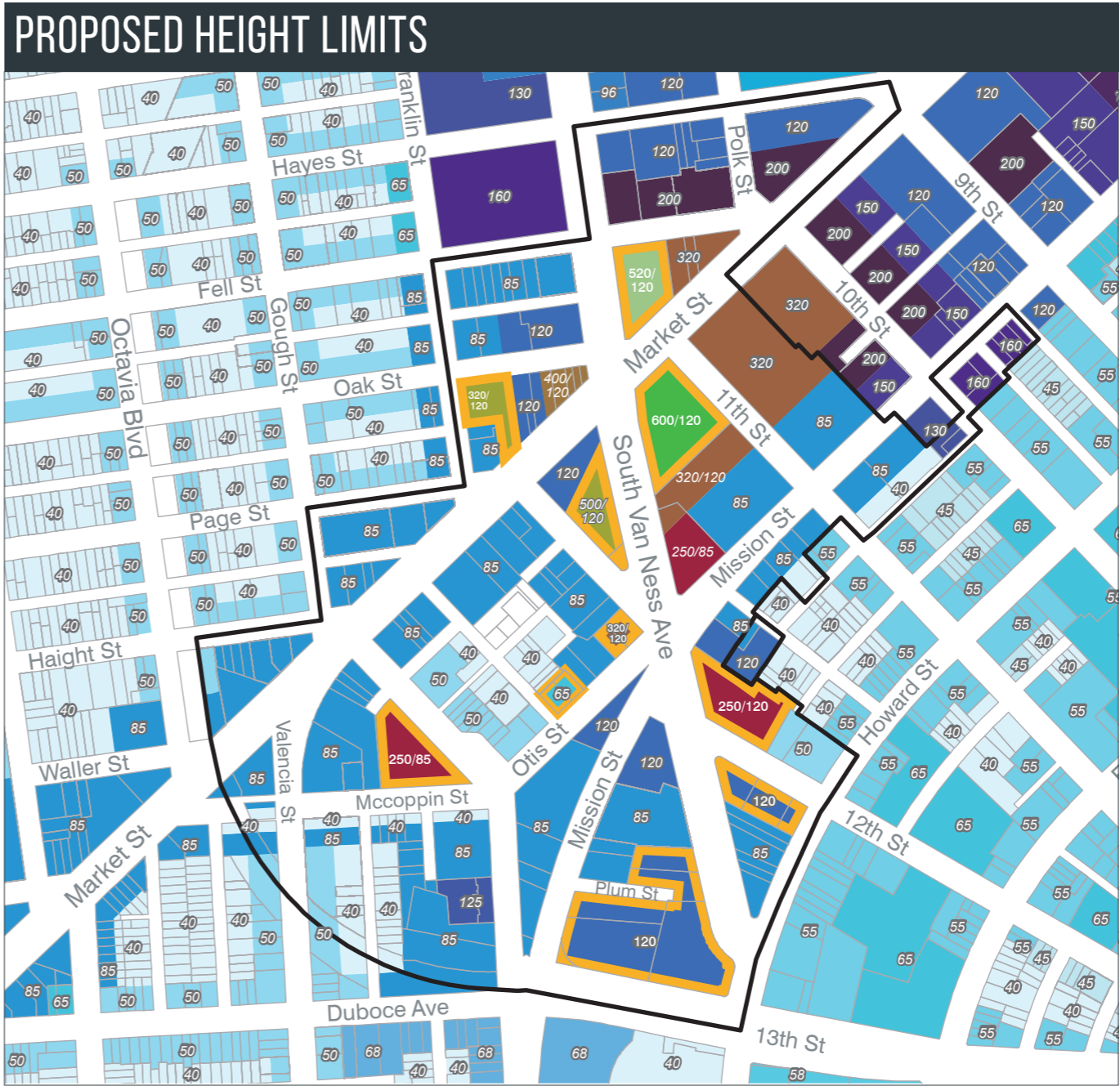
“In these areas, building height should taper down toward the edges to provide gradual transitions to other areas.”

“The relationship between areas of low, fine-scaled buildings and areas of high, large-scaled buildings can be made more pleasing if the transition in building height and mass between such areas is gradual.”

“Where multiple tall buildings are contemplated in areas of flat topography near other strong skyline forms... they should be adequately spaced and slender to ensure that they are set apart from the overall physical form of the downtown.”



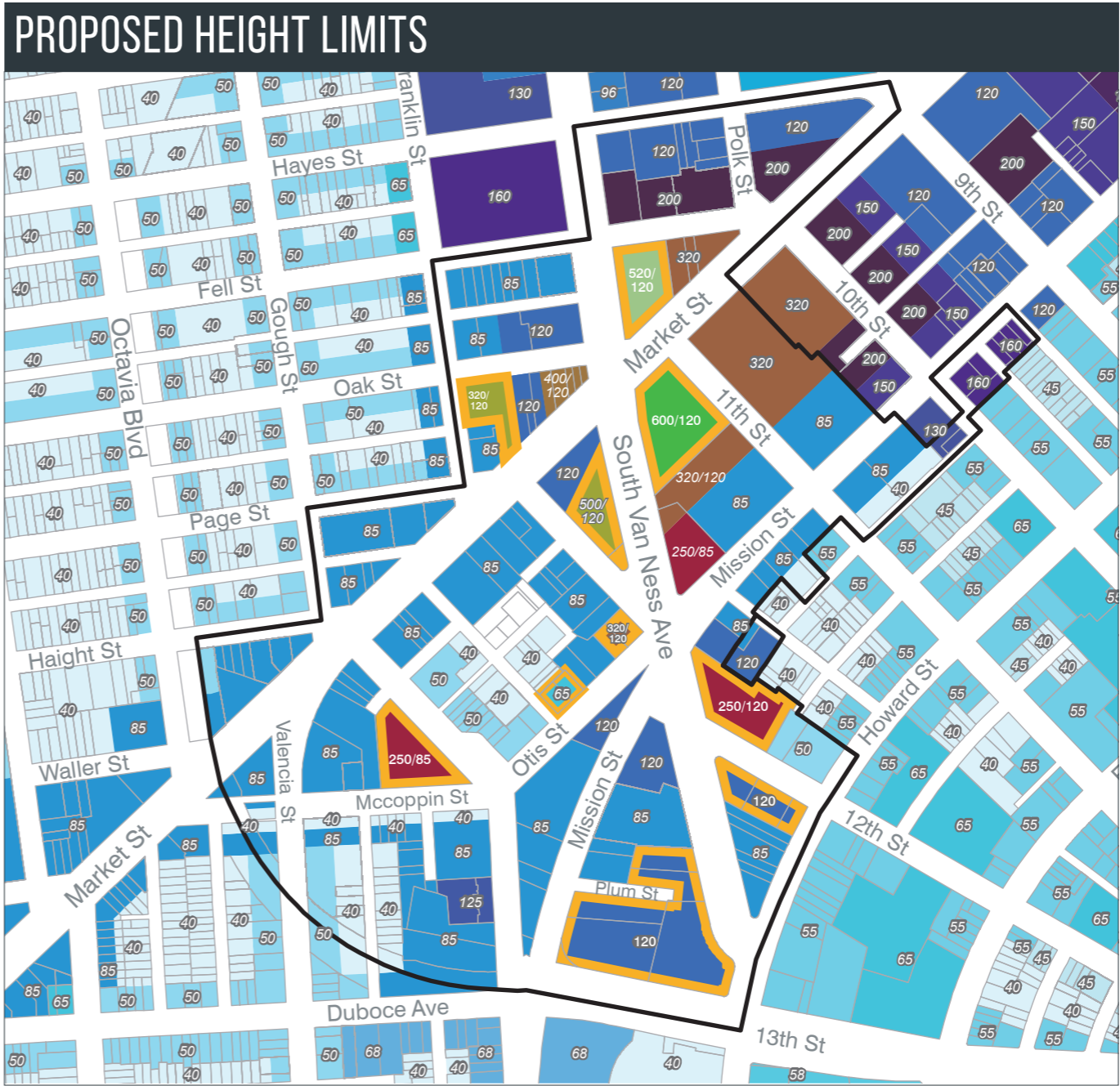
URBAN FORM PROPOSED HEIGHT LIMITS



URBAN FORM PROPOSED HEIGHT LIMITS

9,050 NEW UNITS

UP TO 2,500
NEW AFFORDABLE UNITS



— HUB project boundary
— Change in height

85'	400'
120'	500'
250'	520'
320'	600'

PUBLIC BENEFITS



FUNDING SOURCES

- DEVELOPMENT REQUIREMENTS (EXISTING)
- DEVELOPMENT IMPACT FEES (EXISTING)
- MELLO-ROOS COMMUNITY FACILITIES DISTRICT (NEW)



MELLO-ROOS COMMUNITY FACILITIES DISTRICT (CFD)

ANNUAL FEE FOR CAPITAL IMPROVEMENTS:

- Would apply to parcels receiving an upzoning
- Rate TBD, exploring \$2.00/gsf - \$4.00/gsf
- Could fund capital improvements in the area

ANNUAL FEE FOR MAINTENANCE & PROGRAMMING:

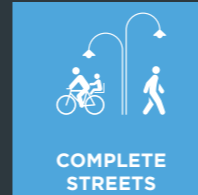
- Would apply to parcels receiving an up-zoning and would seek voluntary participation from all parcels in the plan area
- Rate TBD, exploring \$0.50/gsf
- Could fund maintenance and programming of public spaces



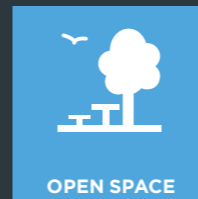
POTENTIAL PUBLIC BENEFITS

**THE CFD COULD
POTENTIALLY GENERATE
\$100M—\$200M**

**HOW SHOULD THIS
REVENUE BE ALLOCATED
TO MEET THE NEEDS
OF THE AREA?**



Fully fund all street & alley improvements in the plan area



Fund additional open space improvements

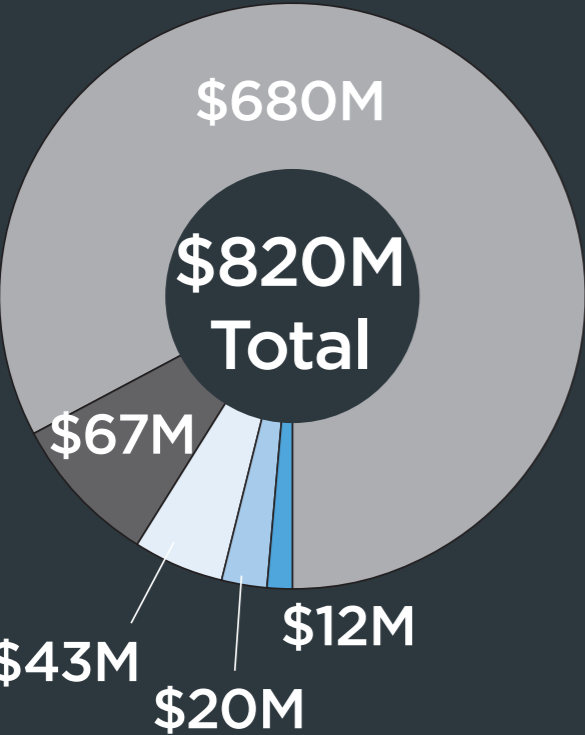


Fully fund the modernization of Van Ness Station and more funding to improve transit service and capacity

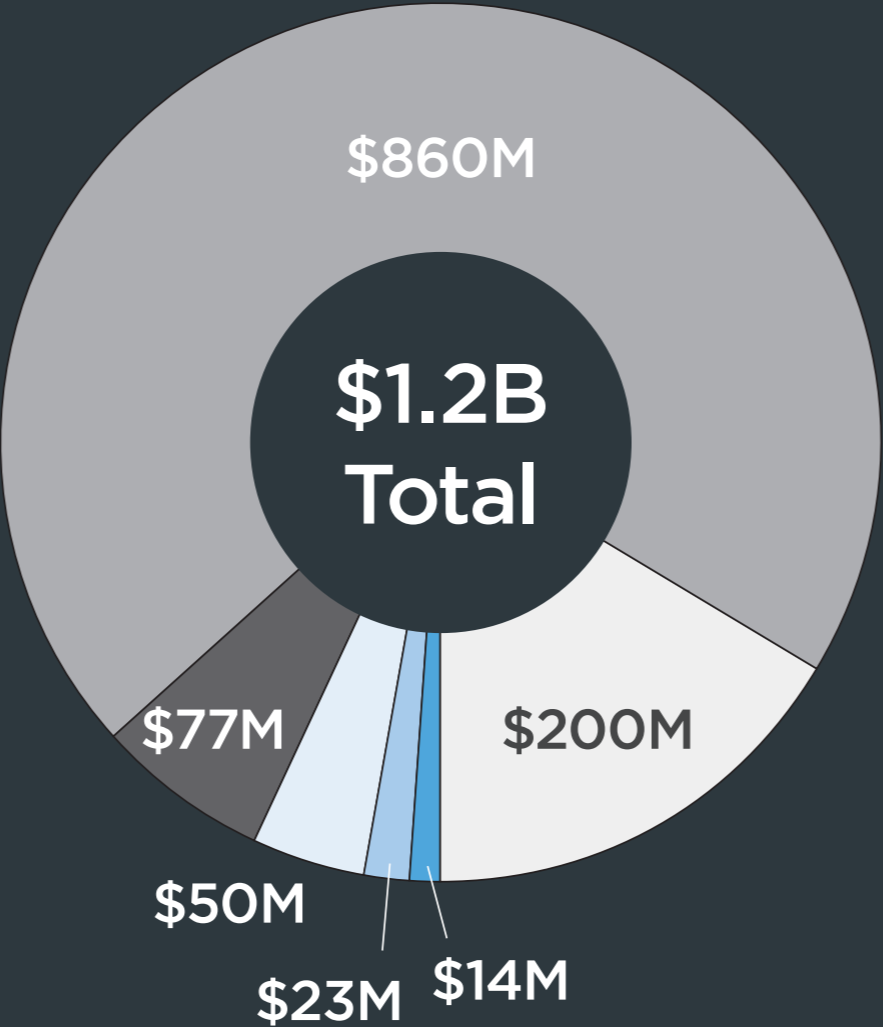


PUBLIC BENEFITS SUMMARY

EXISTING



PROJECTED



- Affordable Housing Fees
- Transit Fees
- Complete Streets Fees
- Open Space Fees
- Childcare Fees
- Community Facility District (CFD)

THE PROPOSAL REPRESENTS A 50% INCREASE IN PUBLIC BENEFIT

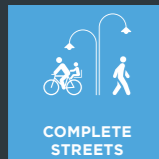


POTENTIAL PUBLIC BENEFITS



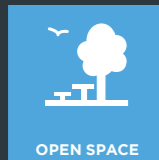
AFFORDABLE HOUSING:

New on-site units & affordable housing resources



COMPLETE STREETS:

Redesign of major streets and alley improvements



OPEN SPACE:

New open spaces including a new park and enhancements to existing open spaces



SCHOOLS & CHILDCARE:

Funding to meet needs of existing and new residents



TRANSIT:

Improvements to transit service and capacity including modernization of Van Ness Station



NEXT STEPS

- Develop project description for environmental review
- Further develop and refine the public benefits package
- Continue to coordinate with development projects





FOR MORE INFO:

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