PRESENTATION OUTLINE

- PROJECT OVERVIEW
- RECOMMENDATIONS
[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

MARKET & OCTAVIA PLAN AREA

THE HUB
PROJECT OVERVIEW TRANSPORTATION PROJECTS

BETTER MARKET STREET

14 MISSION RAPID PROJECT

VAN NESS BUS RAPID TRANSIT (BRT) AND

OCTAVIA BOULEVARD ENHANCEMENT PROJECT
IMPROVE THE STREETS & PUBLIC SPACES

INCREASE AFFORDABLE HOUSING

PROJECT IMPETUS
## Project Overview

### Project Timeline

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<th>Date</th>
<th>Milestone</th>
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<tr>
<td><strong>JAN 2016</strong></td>
<td>Project start-up, existing conditions analysis, stakeholder meetings</td>
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<td><strong>APRIL 2016</strong></td>
<td>Workshop #1: Urban Form, Land Use, and Public Benefits</td>
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<td><strong>JUNE 2016</strong></td>
<td>Workshop #2: Public Realm</td>
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<td><strong>MARCH 2017</strong></td>
<td>Workshop #3: Recommendations for all topic areas</td>
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<td><strong>FEB 2017–FEB 2019</strong></td>
<td>Environmental Review Process</td>
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<td><strong>SPRING 2019</strong></td>
<td>Plan Adoption &amp; Approvals</td>
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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
Enhance the Public Realm

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

- Market Street, from 11th to 12th Streets
- 11th Street, from Market Street to Bryant Streets
- 12th Street, from Market to Mission Streets
- Otis Street, from Duboce Street to South Van Ness Avenue
- South Van Ness Avenue, from Mission to 13th Streets
- 13th Street, from Valencia to Folsom Streets
- Valencia Street, from Market to 15th Streets
- Oak Street, from Franklin Street to Van Ness Avenue
PUBLIC REALM STREETS

12TH STREET: MARKET TO SOUTH VAN NESS
Alleys proposed for improvements
PUBLIC REALM ALLEYS

ROSE STREET: GOUGH STREET TO MARKET STREET
PUBLIC REALM OPEN SPACES

OAK / MARKET
IN COORDINATION WITH THE DEVELOPMENT AT ONE OAK

BRADY PARK
IN COORDINATION WITH THE DEVELOPMENT AT 1601 - 1637 MARKET (PLUMBERS UNION)

VALENCIA HUB
IN COORDINATION WITH THE DEVELOPMENT AT 1699 MARKET (FORMER FLAX SITE)

12TH STREET / OTIS STREET
IN COORDINATION WITH THE DEVELOPMENT AT 30 OTIS (CARPET STORE SITE)

GOUGH STREET / OTIS STREET
IN COORDINATION WITH THE DEVELOPMENT AT 33 GOUGH (CITY COLLEGE SITE)
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
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
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.”
PROPOSED HEIGHT LIMITS

- HUB project boundary
- Change in height

85'
120'
250'
320'
400'
500'
520'
600'
9,050 NEW UNITS
UP TO 2,500 NEW AFFORDABLE UNITS
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
THE CFD COULD POTENTIALLY GENERATE $100M–$200M

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

**COMPLETE STREETS**
- Fully fund all street & alley improvements in the plan area

**OPEN SPACE**
- Fund additional open space improvements

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