

# OAK PLAZA PRESENTATION TO MOCAC

February 22, 2016





**BUILD PUBLIC**  
*innovating better public places*  
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Our cities and neighborhoods deserve great public space.

When properly cared for, urban plazas, parks and streets unite communities, providing safe shared places to relax, play, connect and celebrate.

When neglected, they divide communities and undermine shared values.

***At Build Public we apply the spirit of innovation  
to empower neighborhoods  
to finance, build and maintain great public spaces.***

# ONE OAK RESIDENTIAL PROJECT

OAK  
PLAZA



Street Level View from Market @ 11th Street Facing West

## BUILDING

### One Oak Project Data Sheet

2/22/16

**Project Address:** 1500-1540 Market Street

**Lot Area:** 18,219 SF

**Zoning District:** C-3-G, Van Ness & Market Downtown Residential Special Use District

**Height & Bulk District:** 120/400-R-2

**Proposed Height:** 400'

**Number of Stories:** 40

**Gross Square Footage:** 499,580 SF

**Total Units:** 300

**Proposed Unit Mix:**

- Jr 1BR: 17%, 50 Units
- 1BR: 31%, 92 Units
- 2BR, 3BR+: 53%, 158 Units

**Total Ground Floor Restaurant/Retail Square Footage:** 4,020 SF

**Open Space:** 14<sup>th</sup> floor podium roof deck, 2<sup>nd</sup> floor solarium, 71 private balconies, and a portion of the proposed public plaza

**Bicycle Parking:**

- 300 Class 1 Spaces located on 2<sup>nd</sup> floor (exceeds code requirement)
- 60 Class 2 Spaces located around the building
- Bicycle Valet Service and "Bike-alator" from Oak Street

**Car Storage:** Estimated 150 spaces (or 0.5 parking ratio) in 3 underground, valet-serviced, elevator-accessed, basement levels

**Car Share Spaces:** 2

**Estimated Impact Fees:**

- |  |                                       |
|--|---------------------------------------|
| • Citywide Affordable Housing Fee:                       | \$20,715,997                          |
| • Market & Octavia Affordable Housing Fee:               | \$3,728,012                           |
| • Van Ness & Market Res. SUD Affordable Housing Fee:     | <u>\$2,193,996</u>                    |
| • <b>Total Affordable Housing Fee:</b>                   | <b>\$26,638,005</b>                   |
| • Market & Octavia Community Infrastructure Fee:         | \$4,798,361                           |
| • Van Ness & Market Neighborhood Infrastructure Fee:     | <u>\$5,327,880</u>                    |
| • <b>Total Infrastructure Fee:</b>                       | <b>\$10,126,241</b>                   |
| • Citywide New Transportation Sustainability Fee & TIDF: | \$1,708,047                           |
| • Downtown C-3 Artwork Fee:                              | \$1,907,640                           |
| • <b>Total Estimated Impact Fees:</b>                    | <b>\$40,379,933 or \$134,000/unit</b> |

**Draft Project Schedule:**

- |  |              |
|--|--------------|
| • Draft EIR Published                    | May 2016     |
| • Draft EIR Planning Commission Hearing  | June 2016    |
| • Planning Commission (Project Approval) | October 2016 |
| • Start of Construction                  | April 2017   |
| • Project Opening                        | October 2019 |

## WHY HERE?

Planning Code - Section 424

Van Ness and Market Affordable Housing and Neighborhood Infrastructure Fee and Program

The public improvements acceptable in exchange for granting the FAR bonus [include]...

**Oak [Street]... sidewalk widening, landscaping and trees, lighting, seating and other street furniture... signage, transit stop and subway station enhancements... roadway and sidewalk paving, and public art.**

OAK  
PLAZA



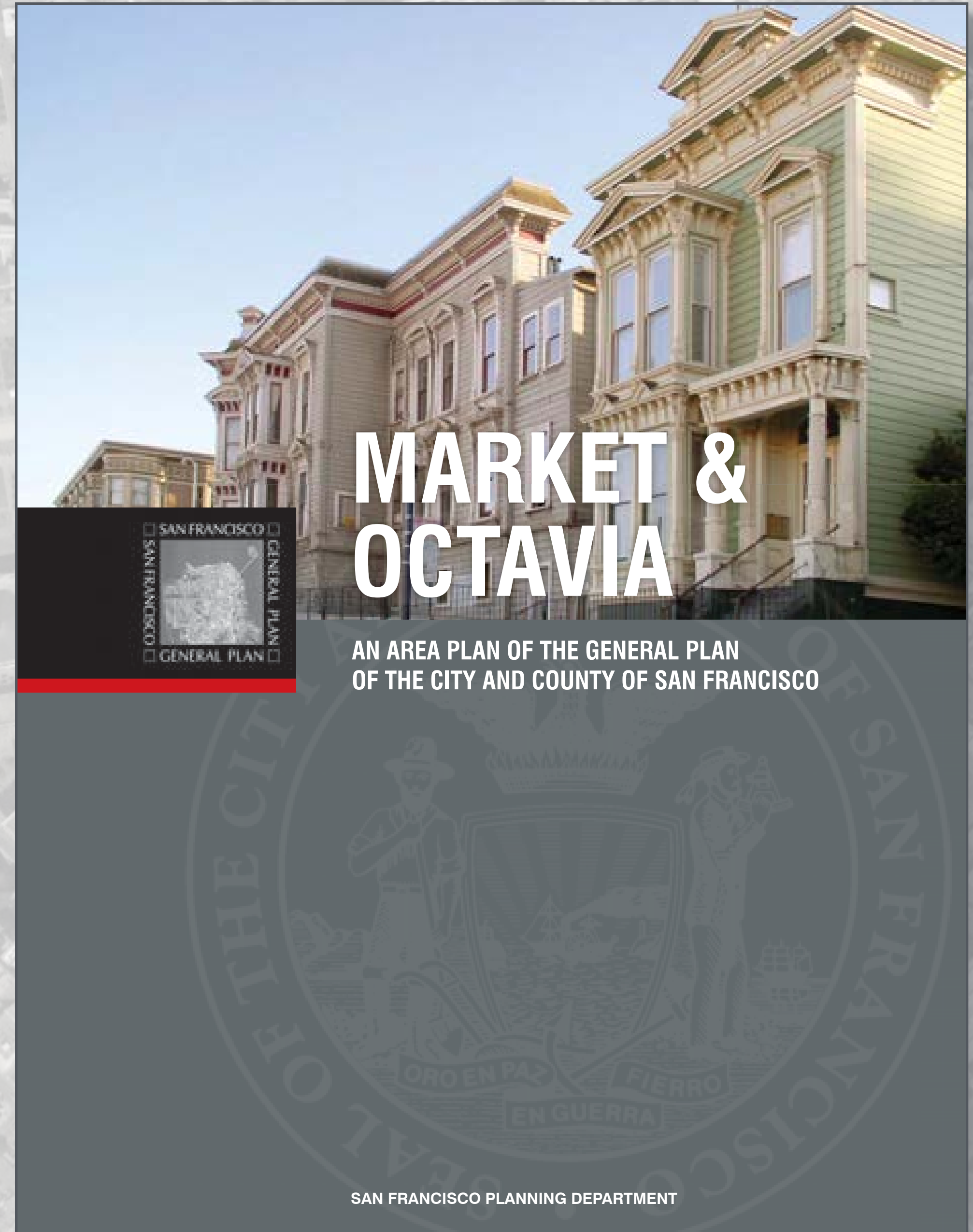
**SAN FRANCISCO  
PLANNING  
DEPARTMENT**

# THE CHALLENGE

Market & Octavia Area Plan (2008)

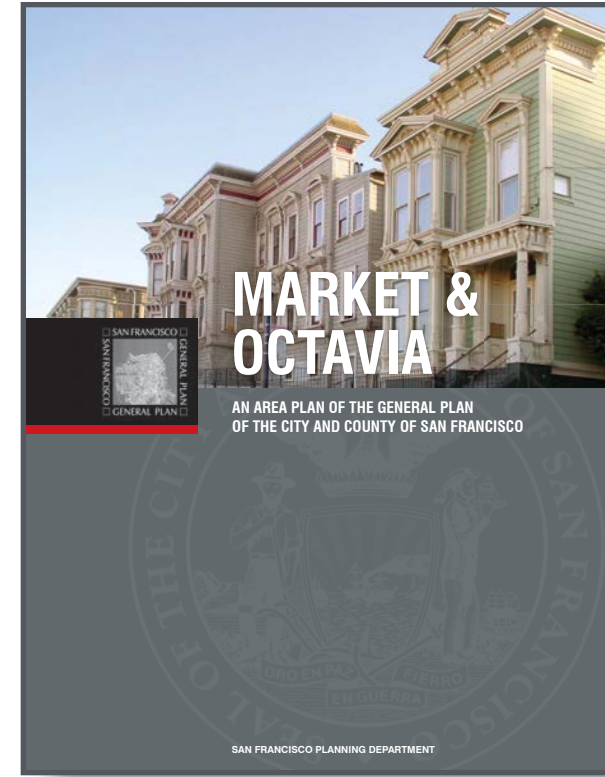
"How do we accommodate the legitimate travel needs... through the area, while at the same time... achieving the **neighborhood's legitimate desires for and expectations of safe, moderate-paced, attractive streets on which to move, socialize, walk, and lead an urban, face-to-face lifestyle....**" (p. 38)

OAK  
PLAZA



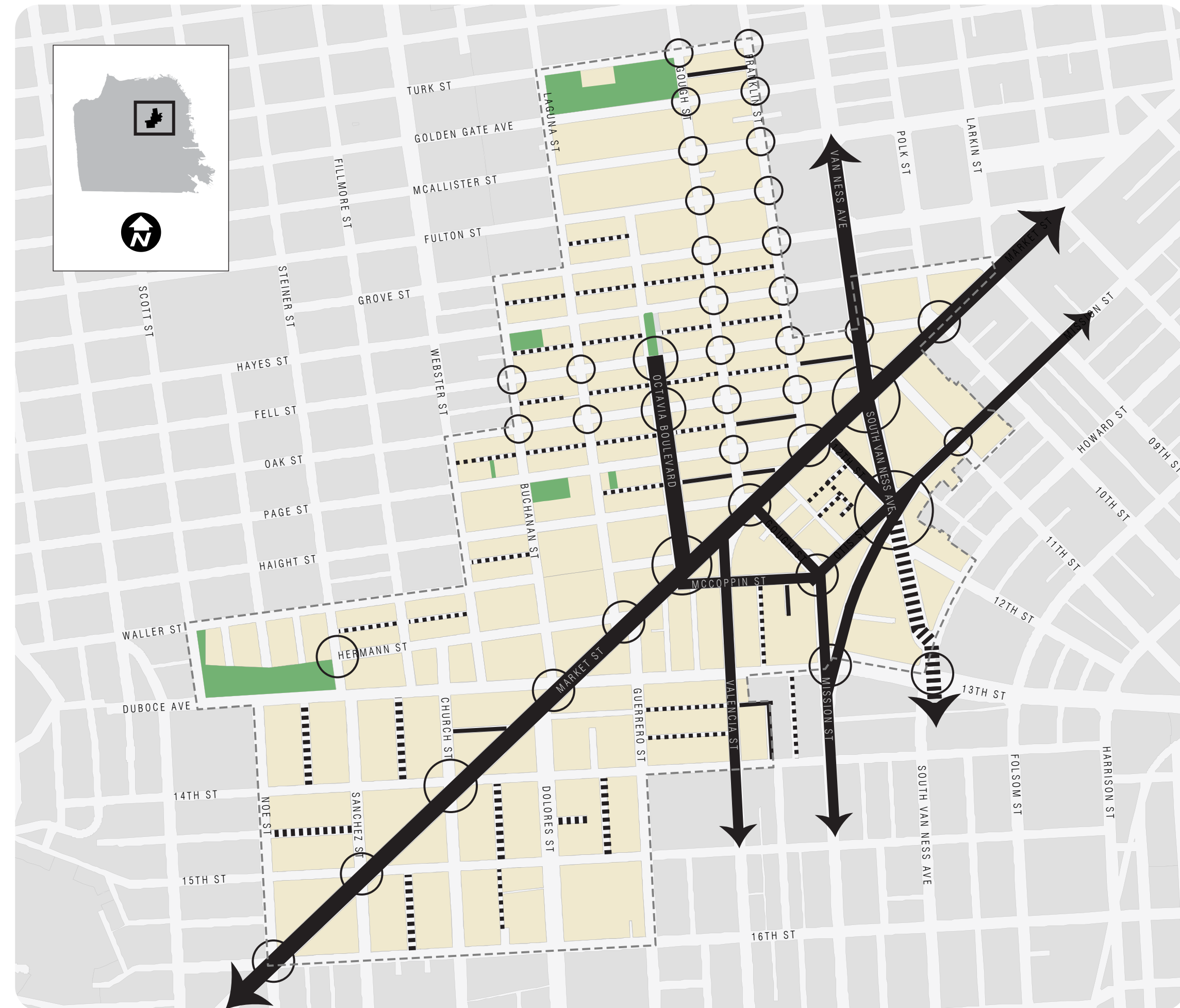
# WHY HERE?

## Market & Octavia Area Plan Area Plan (2008)



"There is no central public square, park, or plaza that marks and helps give identity to this neighborhood.

...the neighborhood lacks community-focused open space, it is also largely built out, without significant or appropriate undeveloped land.... **the streets afford the greatest opportunity to create new public parks and plazas...**" (p. 40)



**System of Civic Streets and Open Spaces**

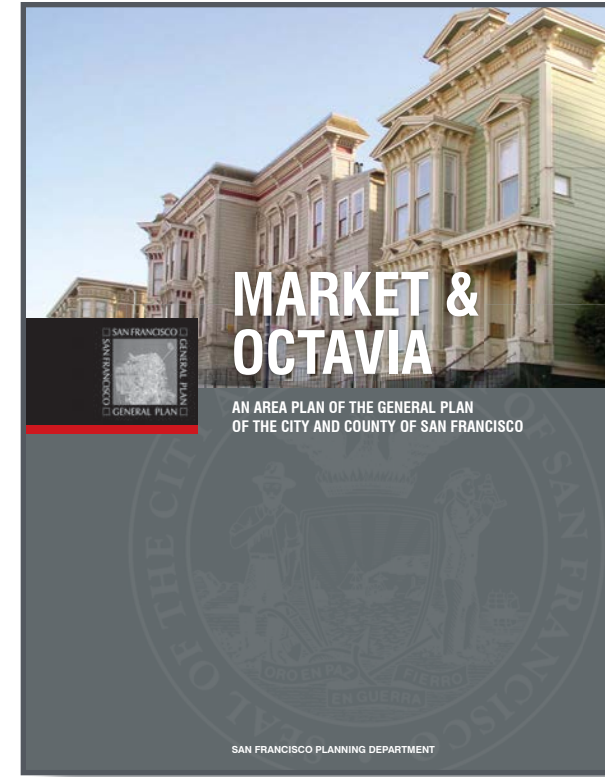
0 500 1,000 2,000 Feet

**MAP 05**

- Priority Streets for Civic Improvements
- Alleys
- ||||| Streets for Civic Improvements
- ..... Residential alleys suitable for "living alley" improvements
- Intersections for Traffic Calming
- Public Open Spaces

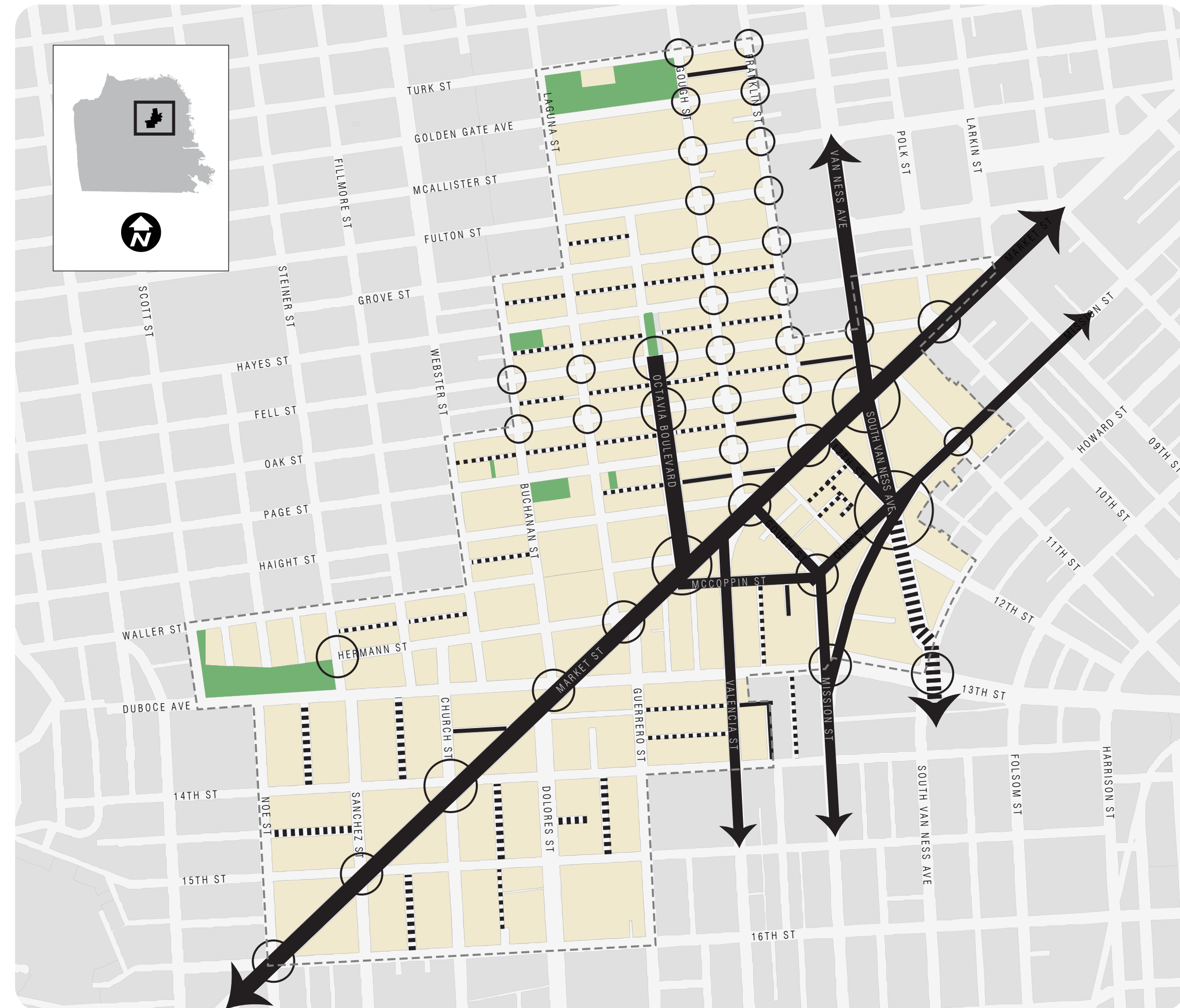
# WHY HERE?

## Market & Octavia Area Plan Area Plan (2008)



POLICY 4.1.1 - ... Where there is excessive vehicular capacity, **traffic lanes should be reclaimed as civic space** for... plazas.... (p. 41)

POLICY 4.1.7 - Introduce traffic-calming measures on residential alleys and consider making improvements to alleys with a residential character to create shared, multi-purpose public space for the use of residents. (p. 44)



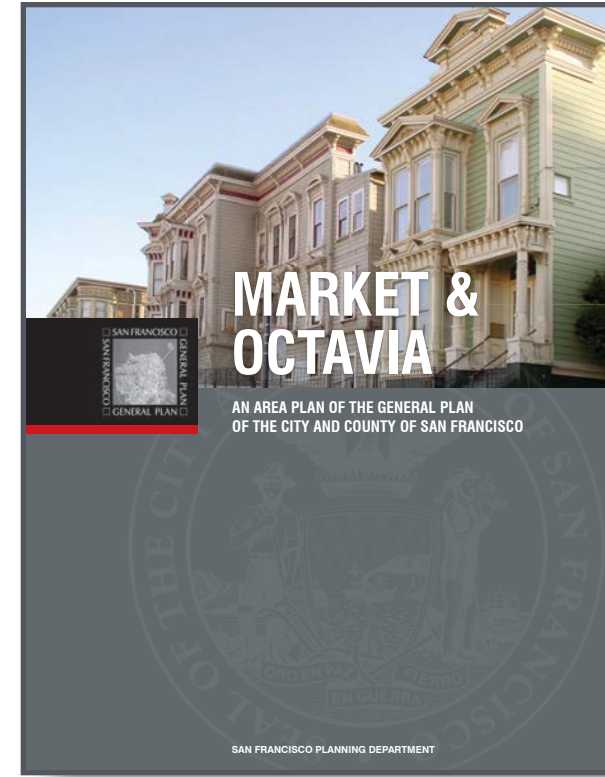
System of Civic Streets and Open Spaces

MAP 05

- Priority Streets for Civic Improvements
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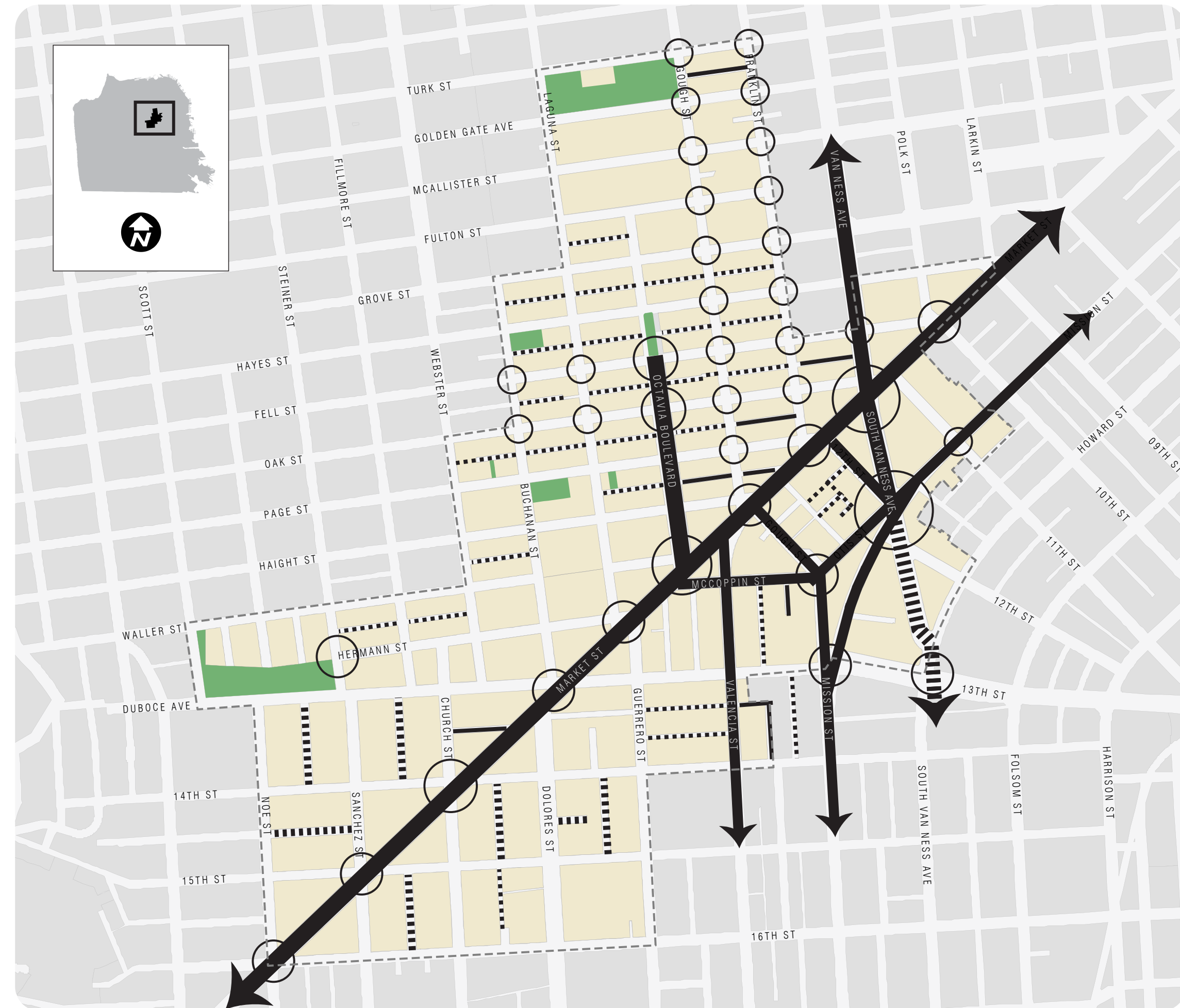
# WHY HERE?

## Market & Octavia Area Plan Area Plan (2008)



### POLICY 4.3.3

Mark the intersections of Market Street with Van Ness Avenue, Octavia Boulevard, and Dolores Street with streetscape elements that celebrate their particular significance.



**System of Civic Streets and Open Spaces**

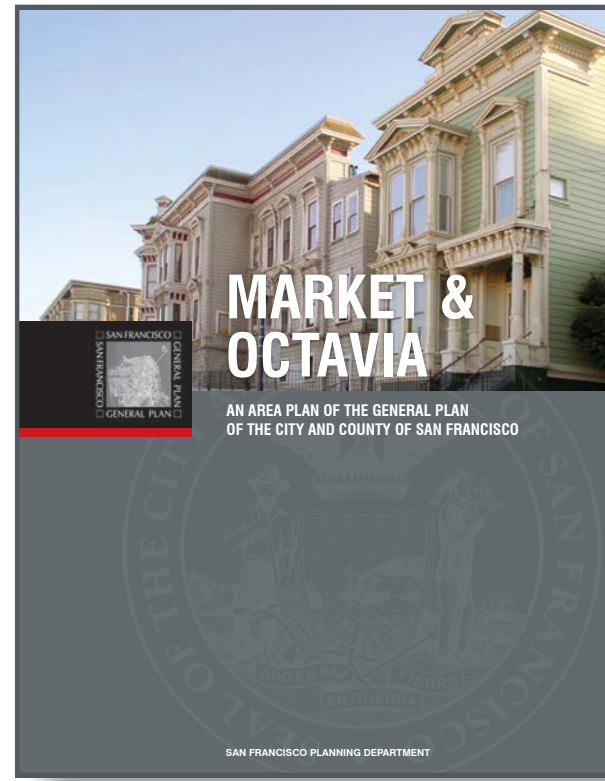
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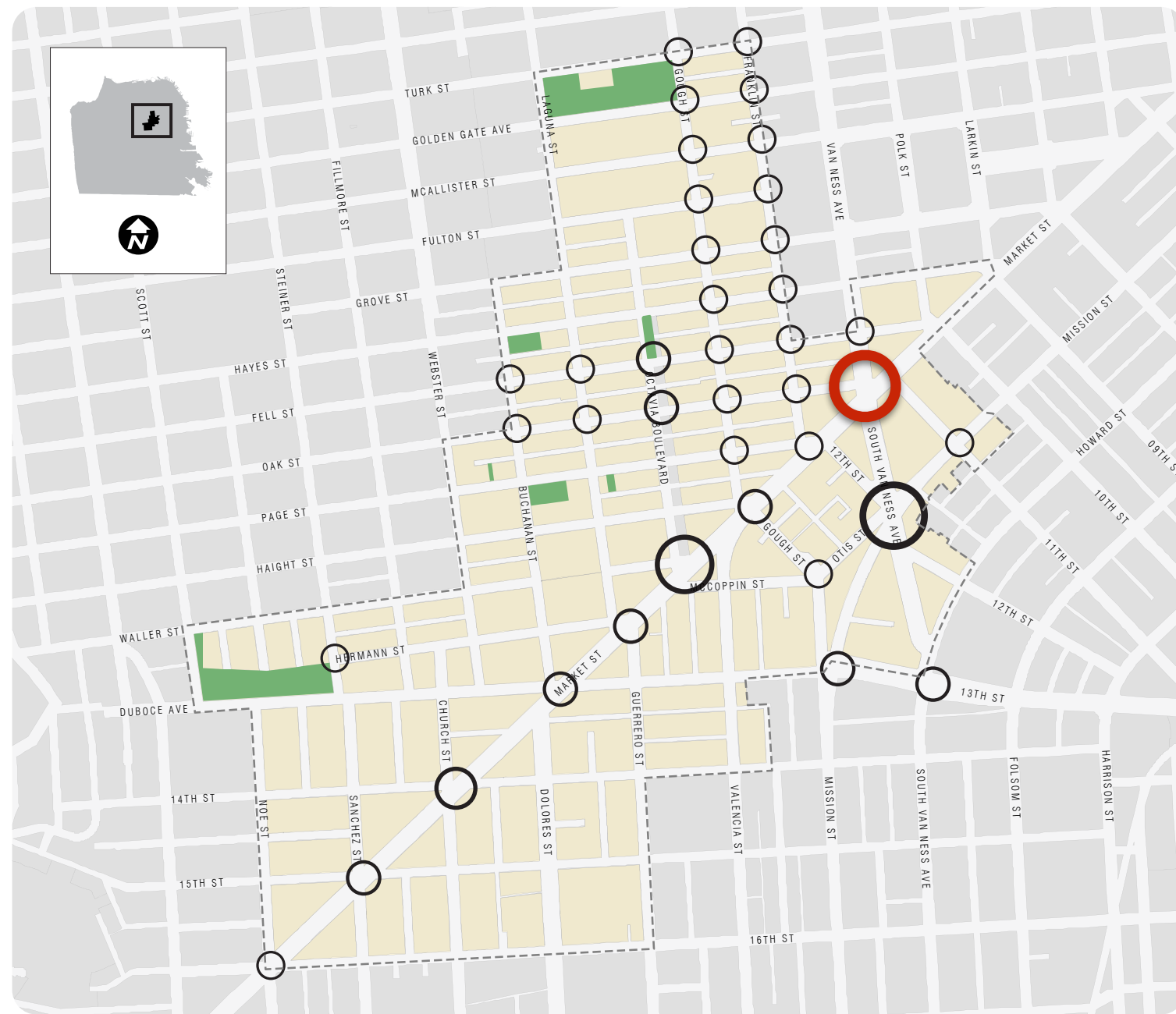
# WHY HERE?

## Market & Octavia Area Plan (2008)

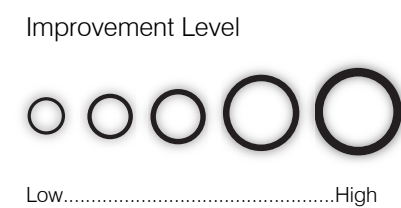


# OAK PLAZA

Market-Van Ness is a “Priority Intersection for Pedestrian Improvement”

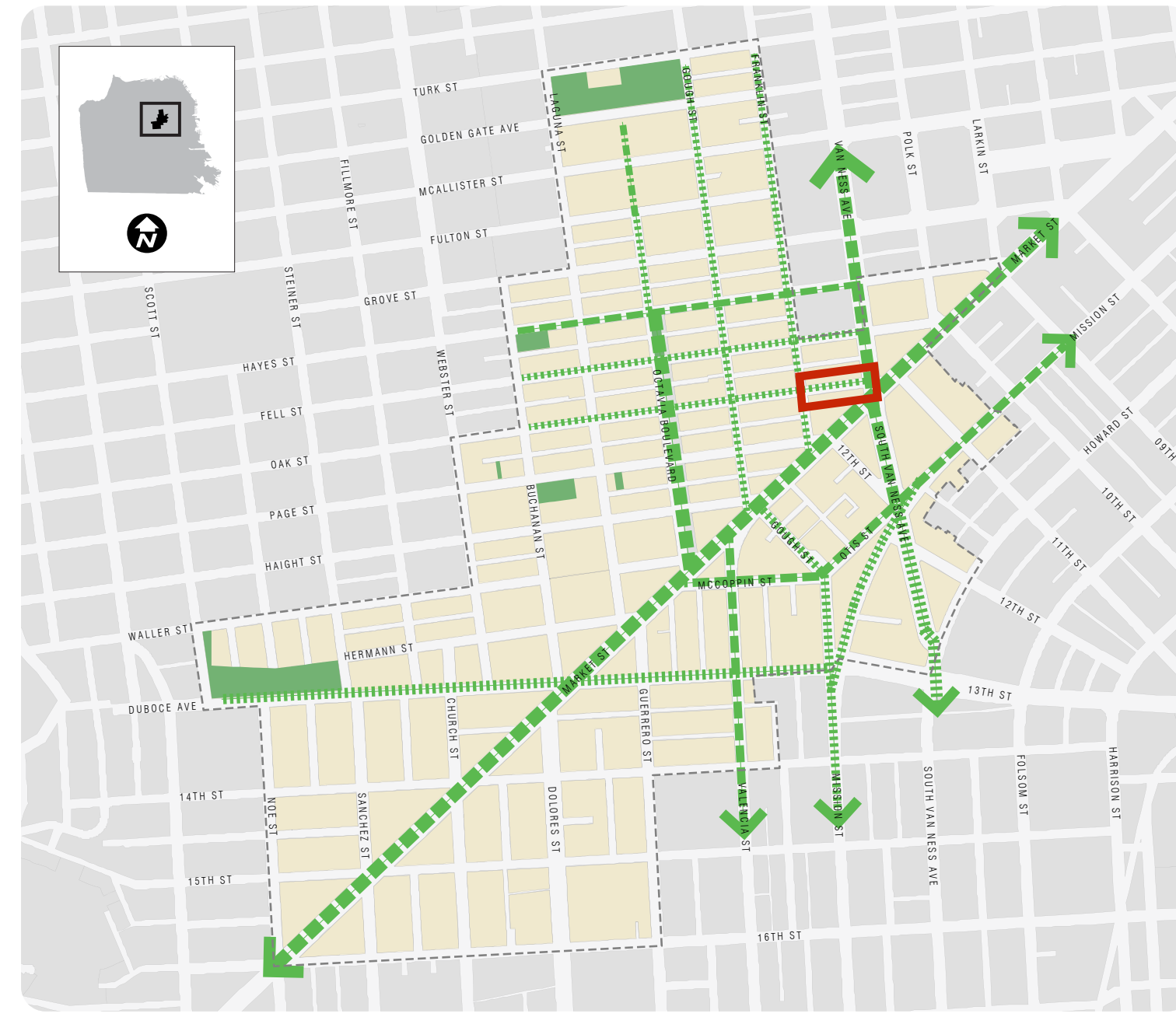


Priority Intersections for Pedestrian Improvements



MAP 06

Oak is a “Priority Street for Tree Plantings”



Priority Streets for Tree Plantings

- First Priority Streets for Tree Planting
- Second Priority Streets for Tree Planting
- .-.- Second Priority (Should public ROW be re-established)

MAP 07

This is the one block of Oak that is NOT a “Major Route for Vehicular Circulation”



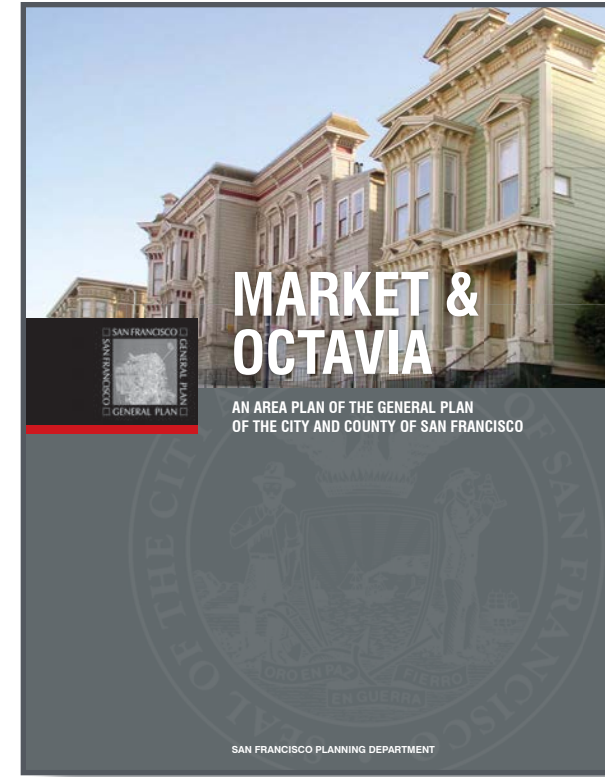
Major Routes for Vehicular Circulation

- Primary Routes to/from Freeways
- Secondary Routes to/from Freeways
- Direction of Travel

MAP 12

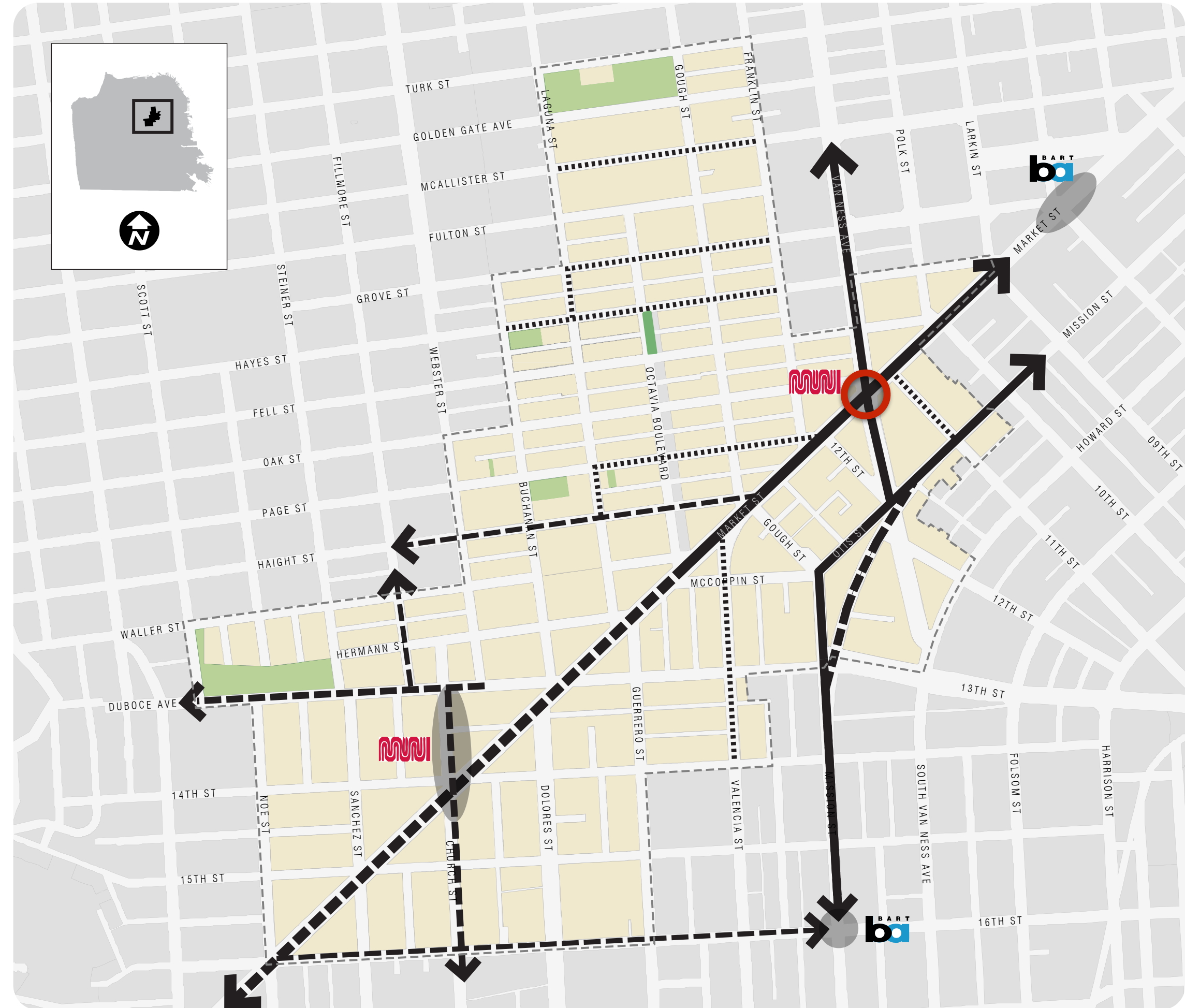
# WHY HERE?

## Market & Octavia Area Plan Area Plan (2008)



### POLICY 4.3.6

Improve BART and Muni entrances and exits to give them a sense of identity and make them less intrusive on sidewalk space. (p. 44)



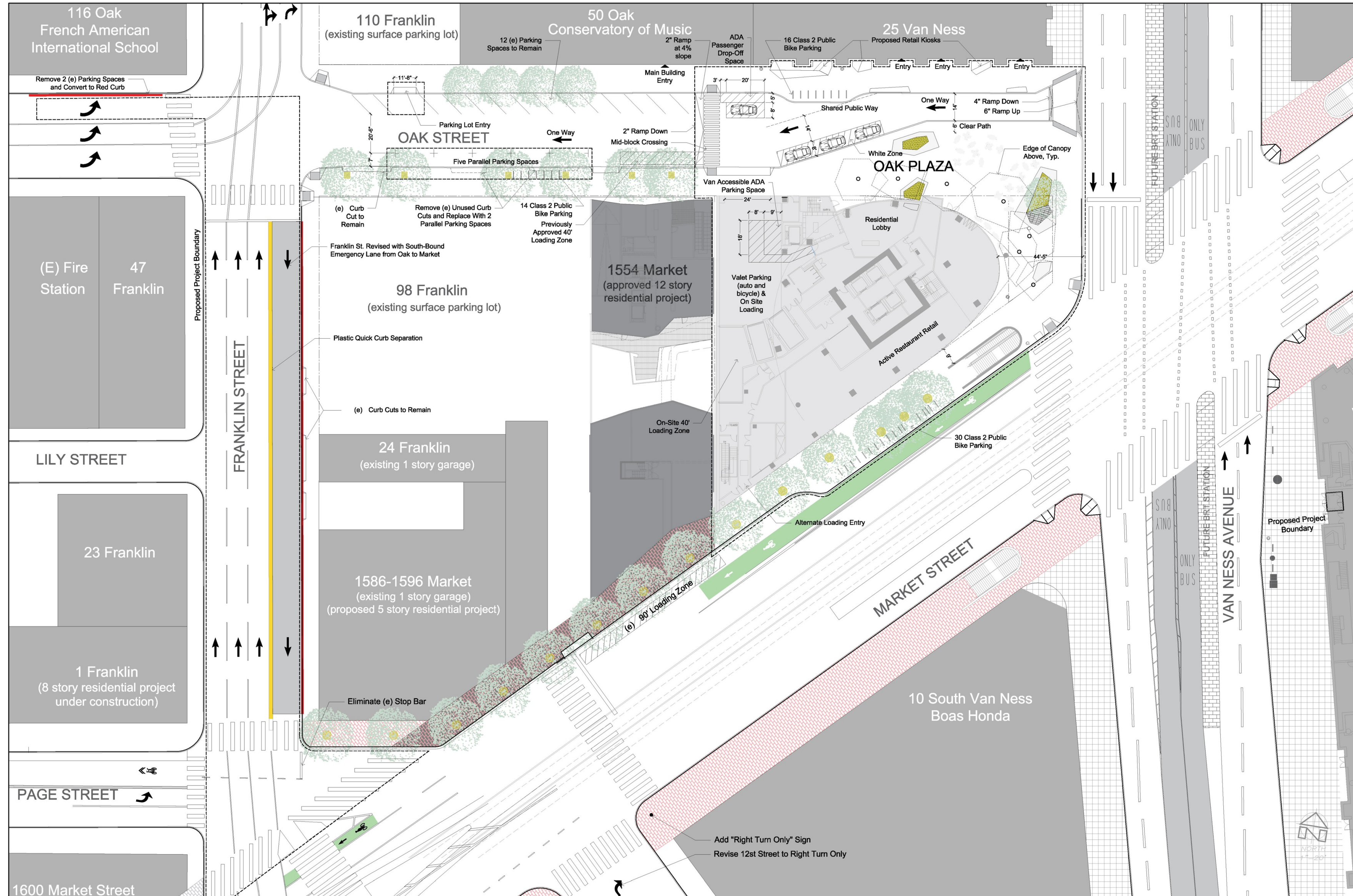
**Important High Capacity Transit Corridors**

- ↔ Dedicated Transit Only Lanes
- ⋯ Existing Bus Service, No Change Proposed
- ↔ Transit Priority (Bus-bulbs, Signal Pre-emption)
- Important Transit Facilities

**MAP 09**

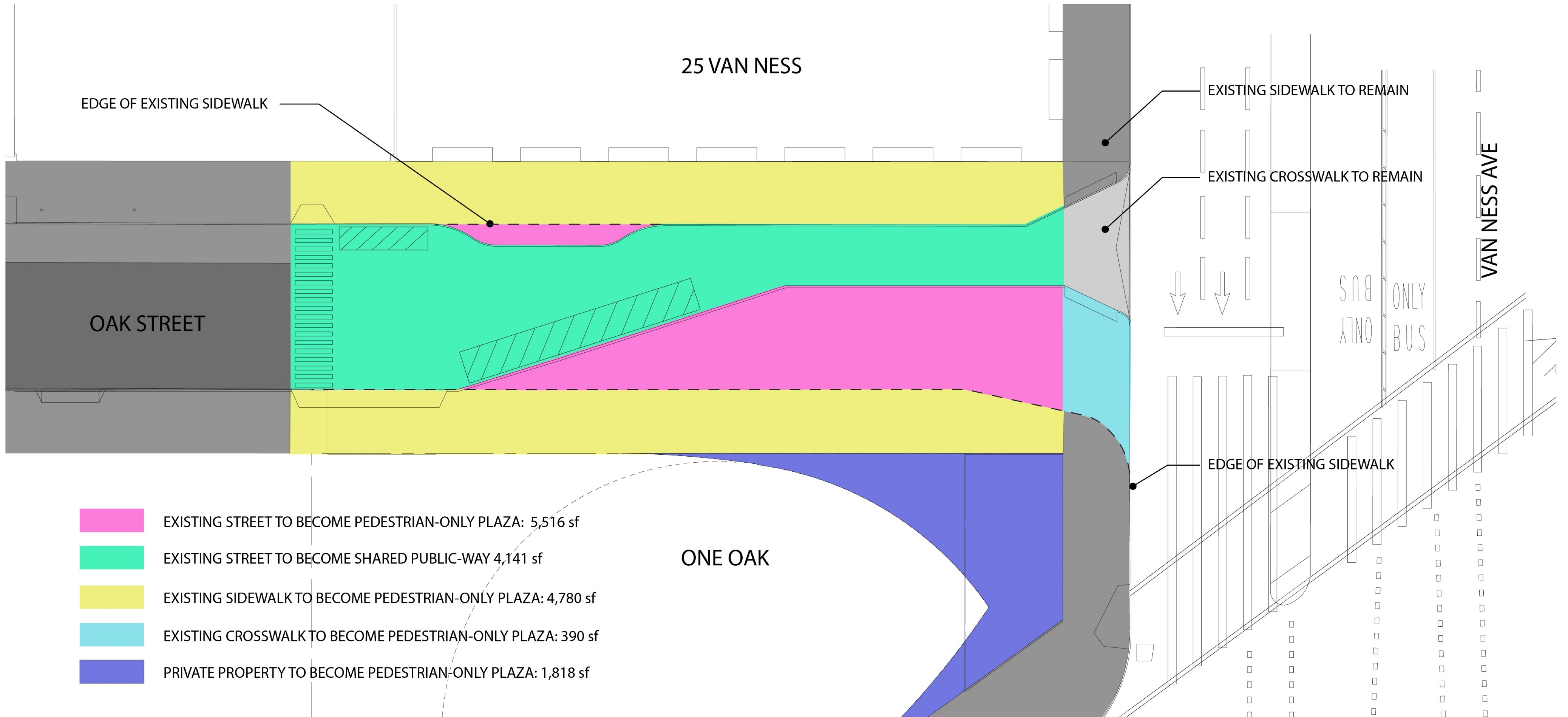
# PLAZA SITE PLAN - PREFERRED, ENHANCED DESIGN

OAK PLAZA



# PROPOSED PLAZA BREAKDOWN

OAK PLAZA



# OAK PLAZA

# OAK PLAZA



# CONTEXT: EXISTING CULTURAL STAKEHOLDERS



# COMMUNITY ENGAGEMENT TO DATE

## Timeline

**Nov 16, 2015: Civic Design Review Committee -**  
Conceptual Design Review - presentation of plaza project

**Dec 8, 2015: One Oak/Oak Plaza Pre-App Community Meeting** - presentation of plaza project, solicitation of community feedback

**Jan 13, 2016: Cultural Stakeholders Workshop** - programming brainstorming workshop with representatives of local cultural institutions

**Jan 26, 2016: City Partners Meeting** - presentation of plaza project to relevant City agencies and solicitation of feedback

**Feb 22, 2016: MOCAC Presentation #1** - intro presentation and Q&A

**May 2016: Civic Design Review Committee** - Schematic Design Review

**Sept 2016: MOCAC Presentation #2** - seeking recommendation for IKA funding

**Oct 2016: Planning Commission** - seeking IKA approval

## By the Numbers

**9** Cultural Stakeholder Meetings

**15** Total Community Engagement Meetings

**89** Total Community Meeting Attendees



Oak Plaza Cultural Stakeholders Workshop, January 13, 2016

# PUBLIC REALM VISION

- Build upon success of neighboring arts and cultural institutions
- Activate with diverse program - provide “eyes on the plaza” 24/7
- Robust nonprofit stewardship
- Visually connect interior and exterior spaces to ensure public feels welcome
- Warm materials and textures
- Maximize sunlight
- Mitigate wind







# PROGRAMMING PRECEDENT

## Mint Plaza



MINT PLAZA / SAN FRANCISCO, CALIFORNIA  
Plaza - 19,450 sq/ft (0.45 acres)

- flexible program
- art exhibitions
  - live music
  - cafes/restaurants
  - small festivals
  - food truck
  - flower cart

- formal elements
- arbor with climbing vines
  - street trees
  - rain gardens
  - fixed and loose furniture

# PROGRAMMING PRECEDENT

## Lincoln Center



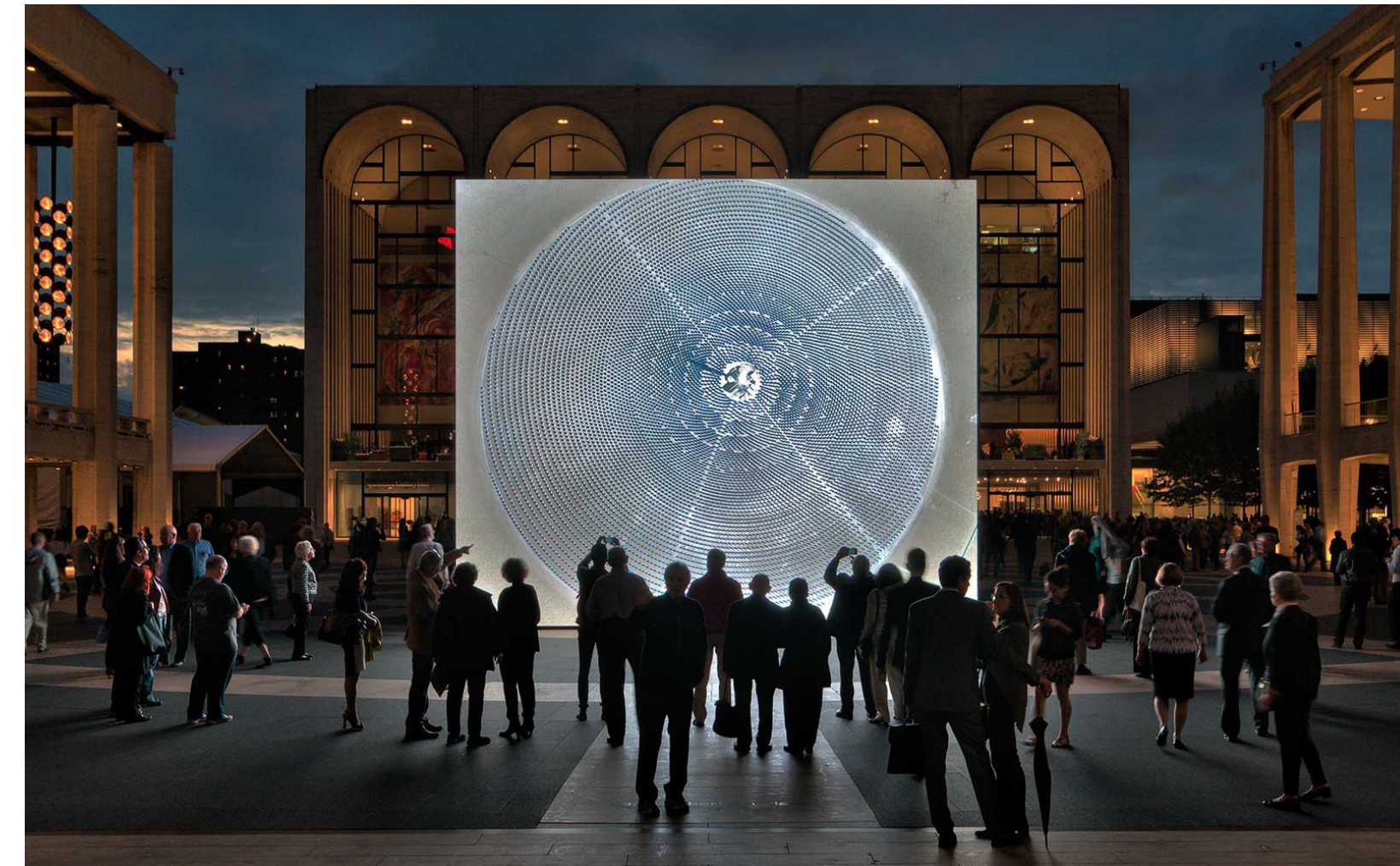
JOSIE ROBERTSON PLAZA, LINCOLN CENTER / NEW YORK, NEW YORK  
Plaza - 28,000 sq/ft (0.64 acres)

### flexible program

- dinners
- cocktail receptions
- concerts
- product launches
- dance performances

### formal elements

- fountain
- durable surface
- stairs



# PROGRAMMING PRECEDENT

## Yerba Buena



YERBA BUENA GARDENS / SAN FRANCISCO, CALIFORNIA  
Gardens - 5 acres

- flexible program
- art exhibitions
  - live music
  - cafes/restaurants
  - small festivals
  - open air theater

- formal elements
- esplanade of landscaped lawns
  - Martin Luther King Jr. Memorial & waterfall
  - upper terrace gardens
  - Yerba Buena Center for the Arts
  - outdoor amphitheater

# CONCEPT PRECEDENT

## Plaza with Shared Public Way



Plaza Juan Pujol / Madrid, Spain



Brighton, UK



11th district / Paris, France

# CONCEPT PRECEDENT

## Market Square



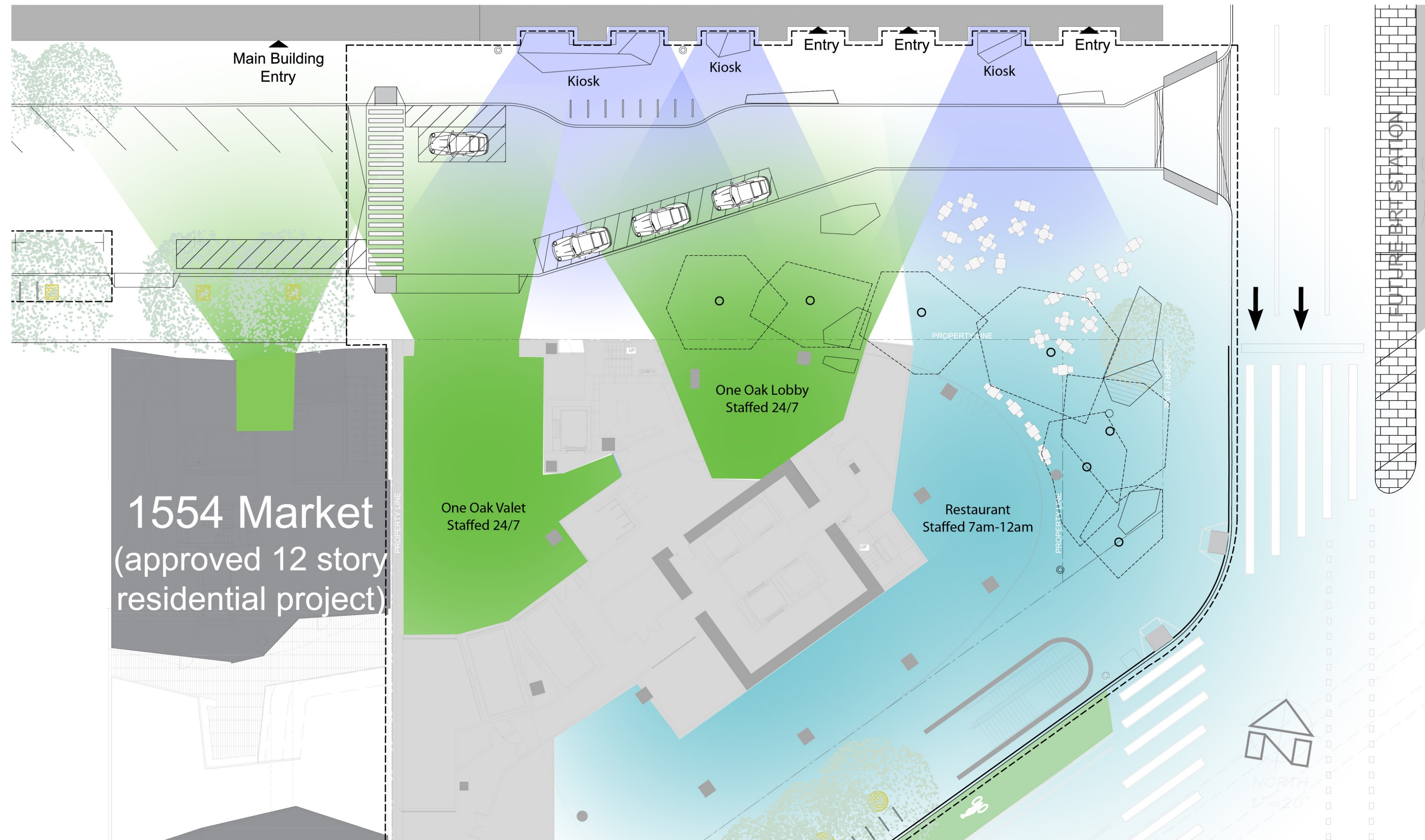
MARKET SQUARE / PITTSBURGH, PENNSYLVANIA  
Square - 48,400 sq/ft (1.1 acres)

- flexible program
- cafes/restaurants
  - shared surface
  - farmers market
  - festivals and events

- formal elements
- street lamps
  - bollards
  - planting pits

# PROGRAMMING & ACTIVATION

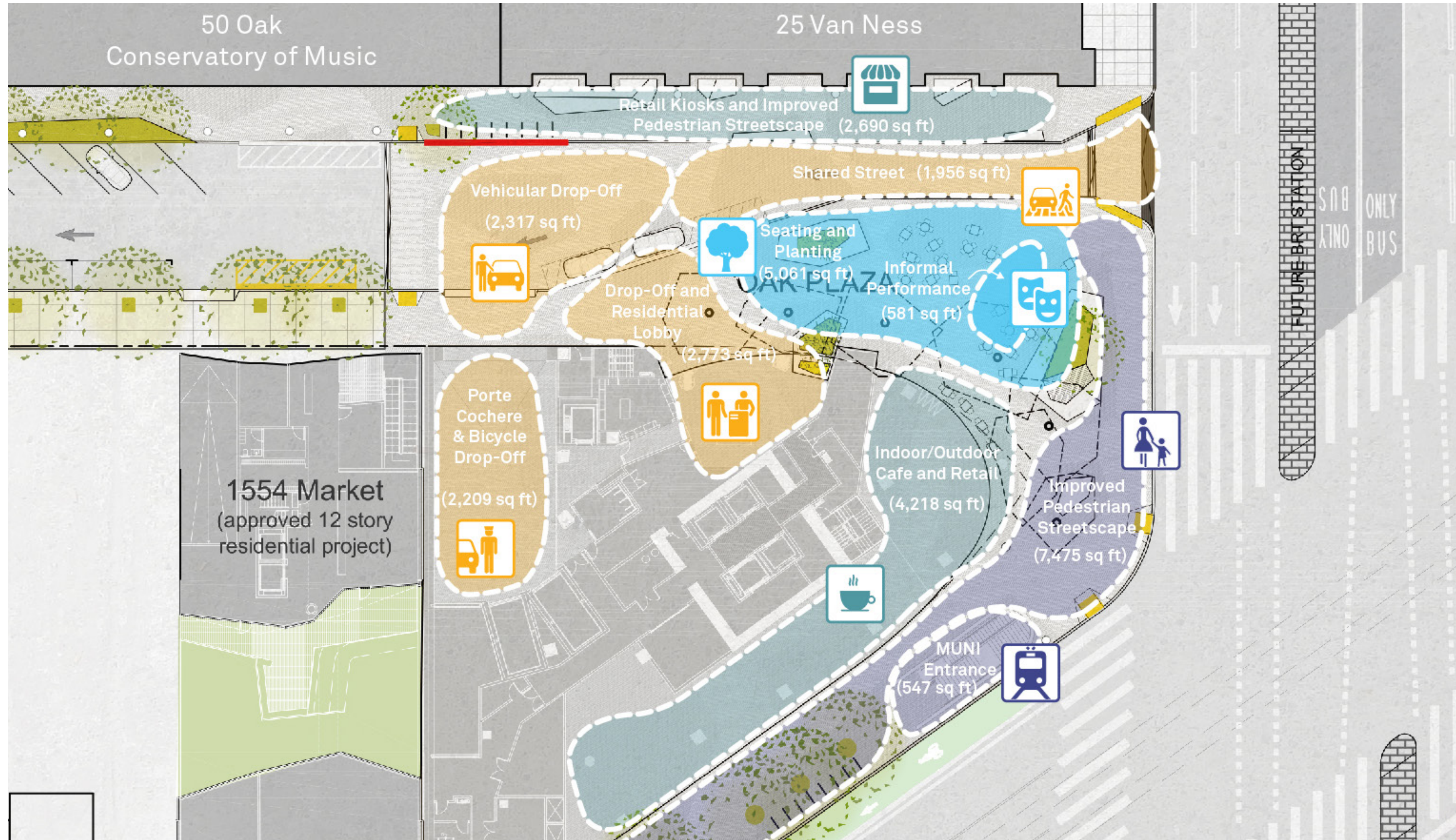
## Public Safety





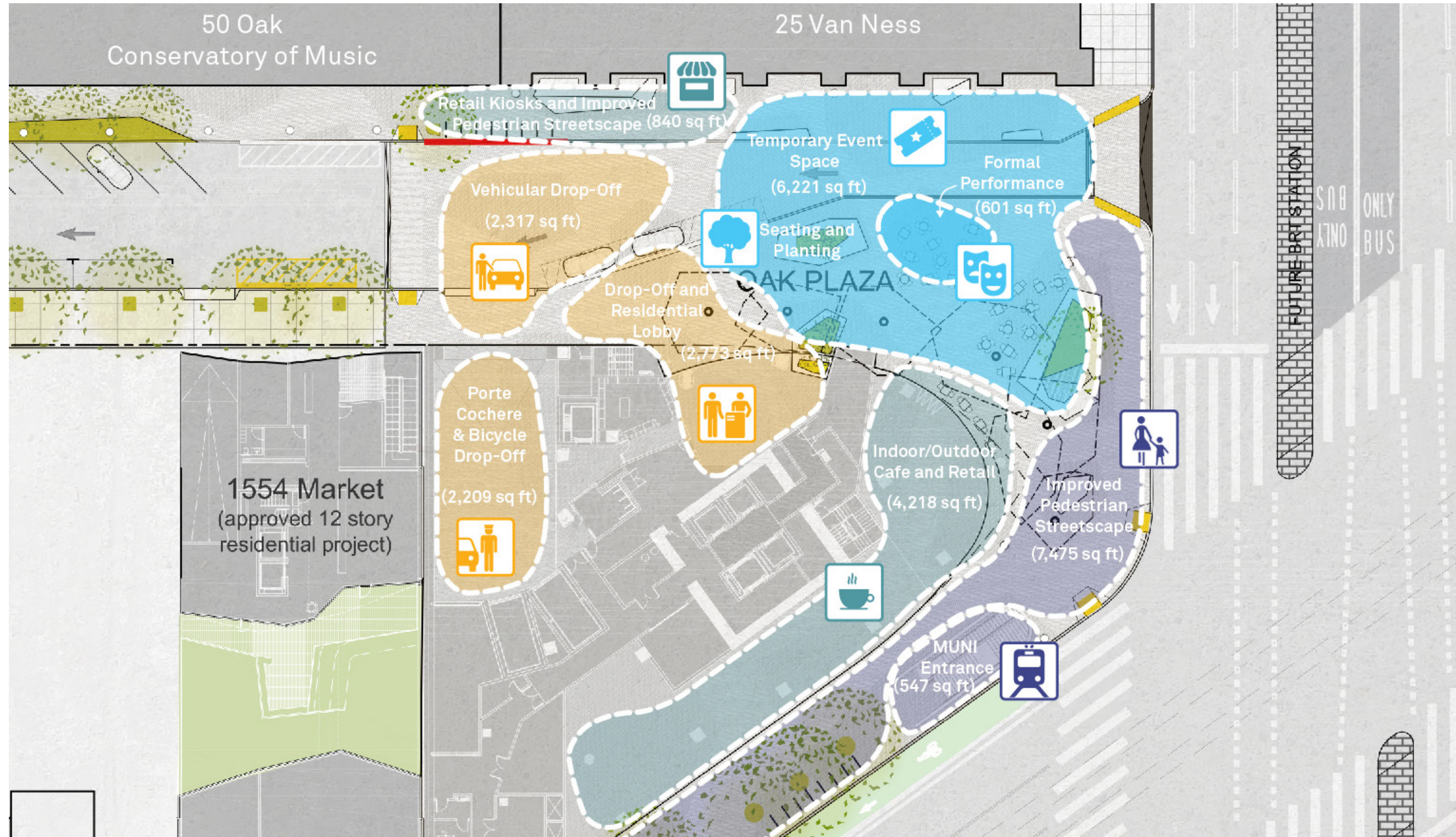
# PROGRAMMING & ACTIVATION

## Daily Use



# PROGRAMMING & ACTIVATION

## Special Events



# PROGRAMMING & ACTIVATION

## Retail Kiosks/Structures



Flower Kiosk Buchanan Partnership / London, UK



Times Square / New York, New York



Battery Park / New York, New York

# PROGRAMMING & ACTIVATION

## Special Events



Lincoln Center / New York, New York



Director Park / Portland, Oregon



Theater Square / Rotterdam, The Netherlands

# DESIGN INSPIRATION



# SITE FEATURES

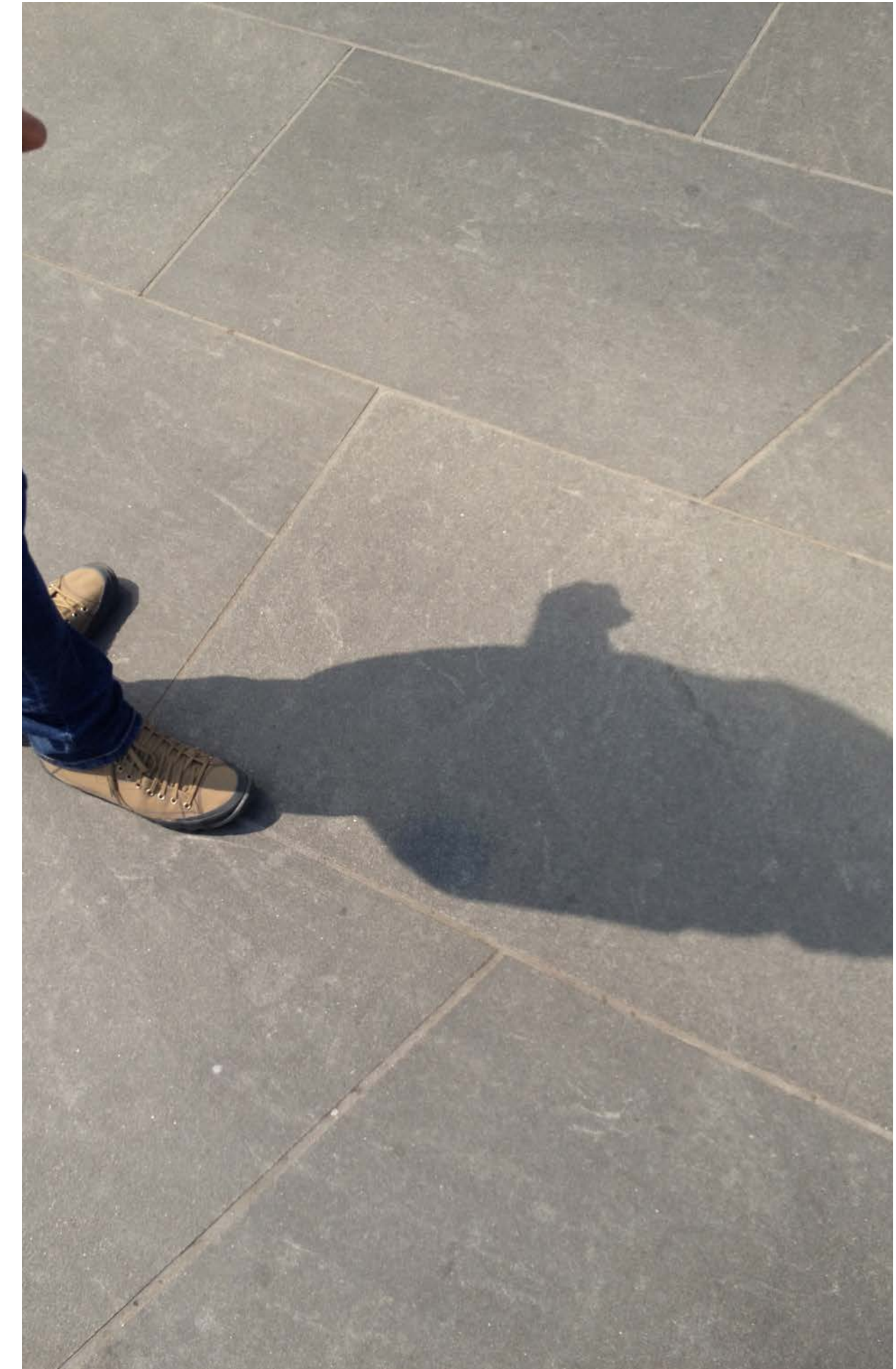
## Materiality - Hardscape



Union Square / Asphalt block- 2 shades / New York, New York



Place de la République / Concrete slabs- shades / Paris, France



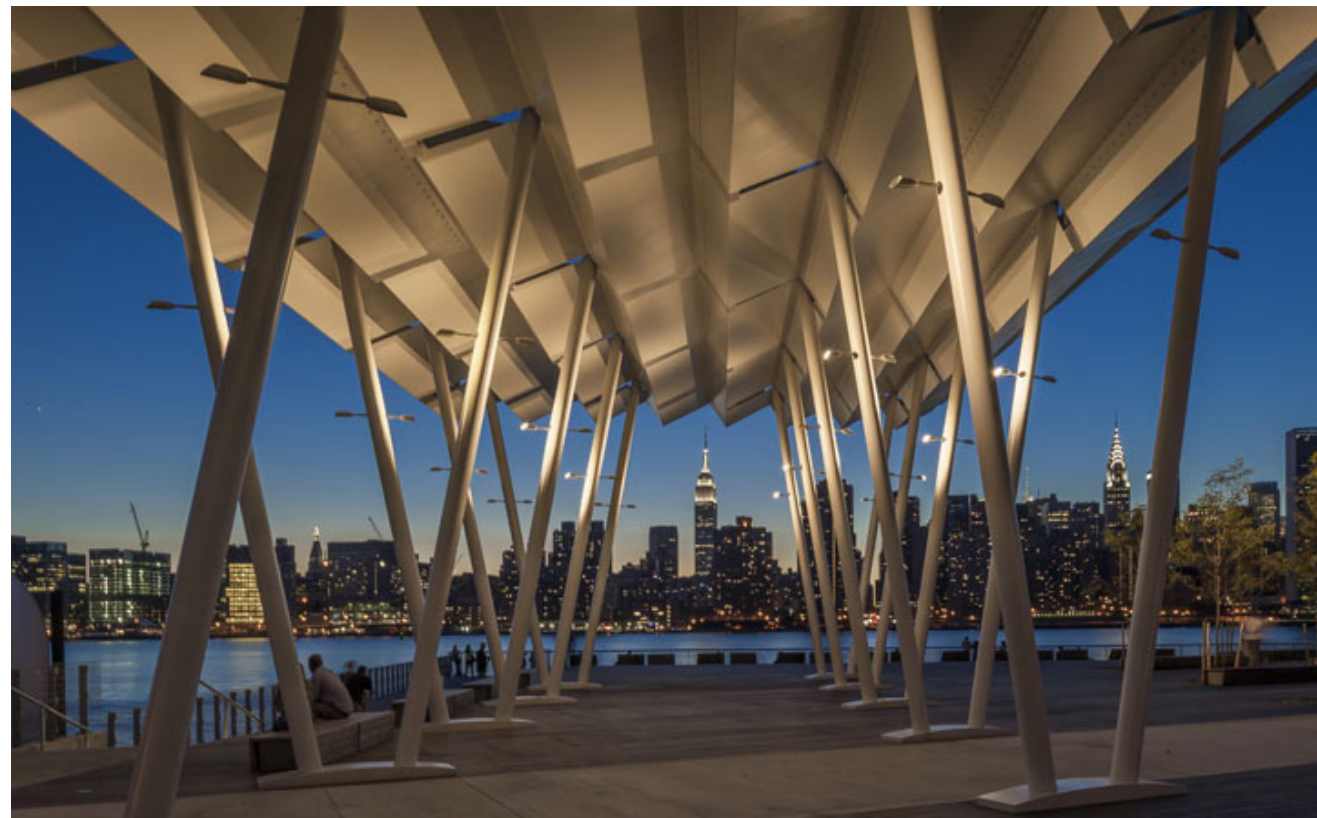
Goldman Plaza / Granite / New York, NY

# SITE FEATURES

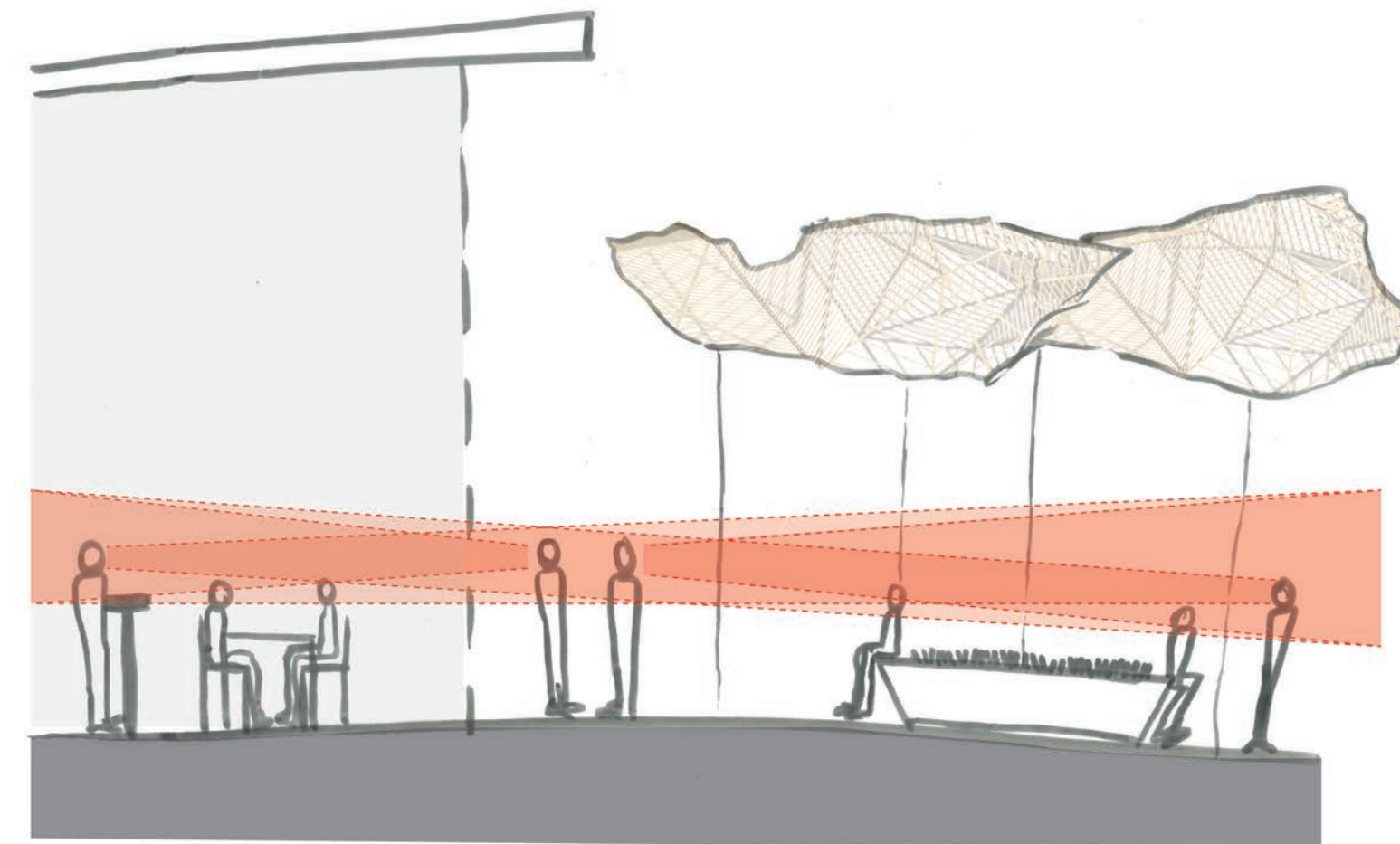
## Wind Canopy



Matadero / Madrid, Spain



Hunters Point South / Queens, New York



# SITE FEATURES

## Moveable Seating / Bike Rack



One Greenville / Greenville, South Carolina



Moveable seating / Mint Plaza / San Francisco, California



Bike rack



# SITE FEATURES

## Materiality - Softscape / Planters



High Line / Field Operations / New York, New York



Eduard-Wallnöfer-Platz Public Square / Laac Architekten / Tyrol, Austria

# MUNI ENTRY

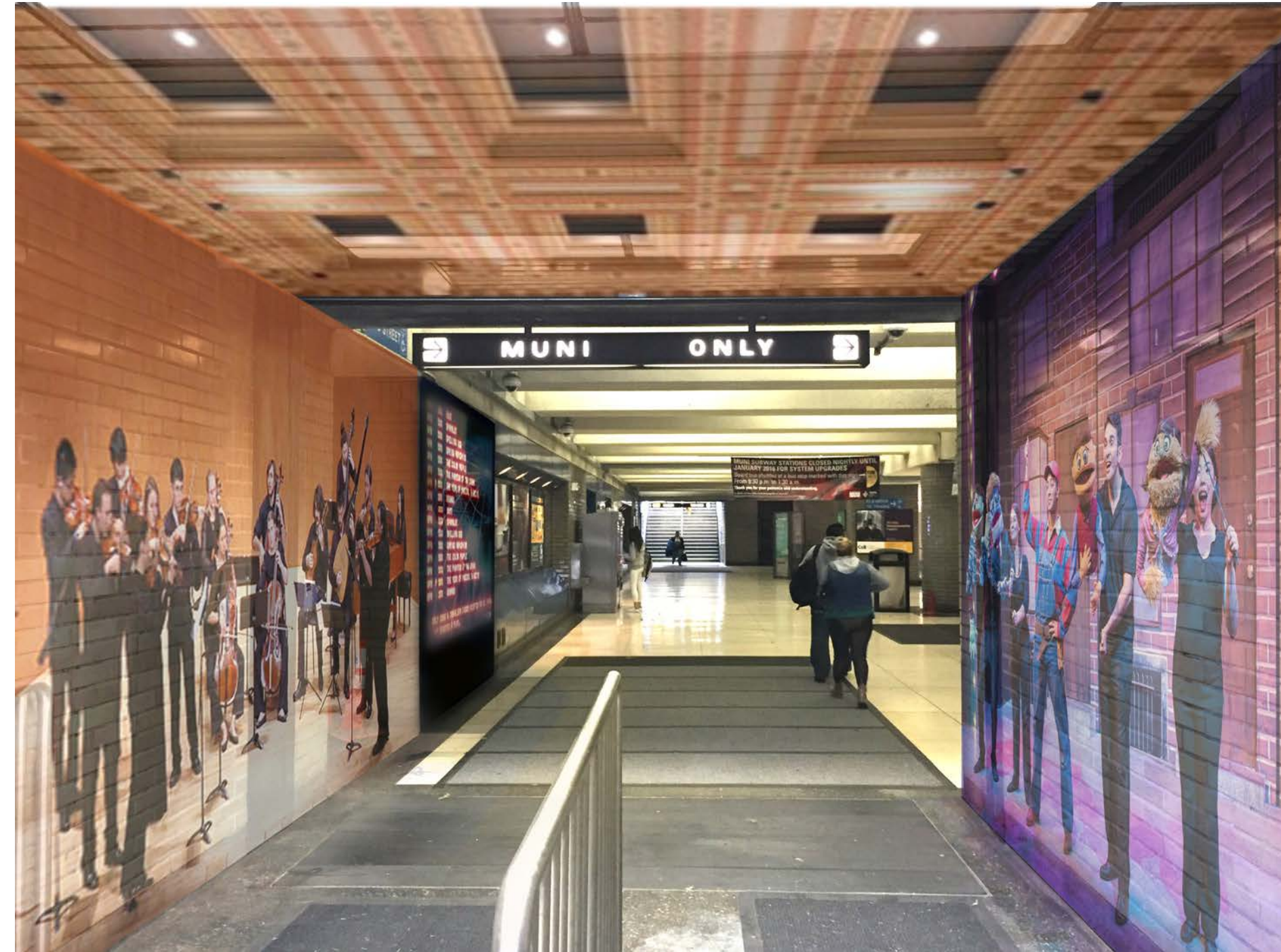
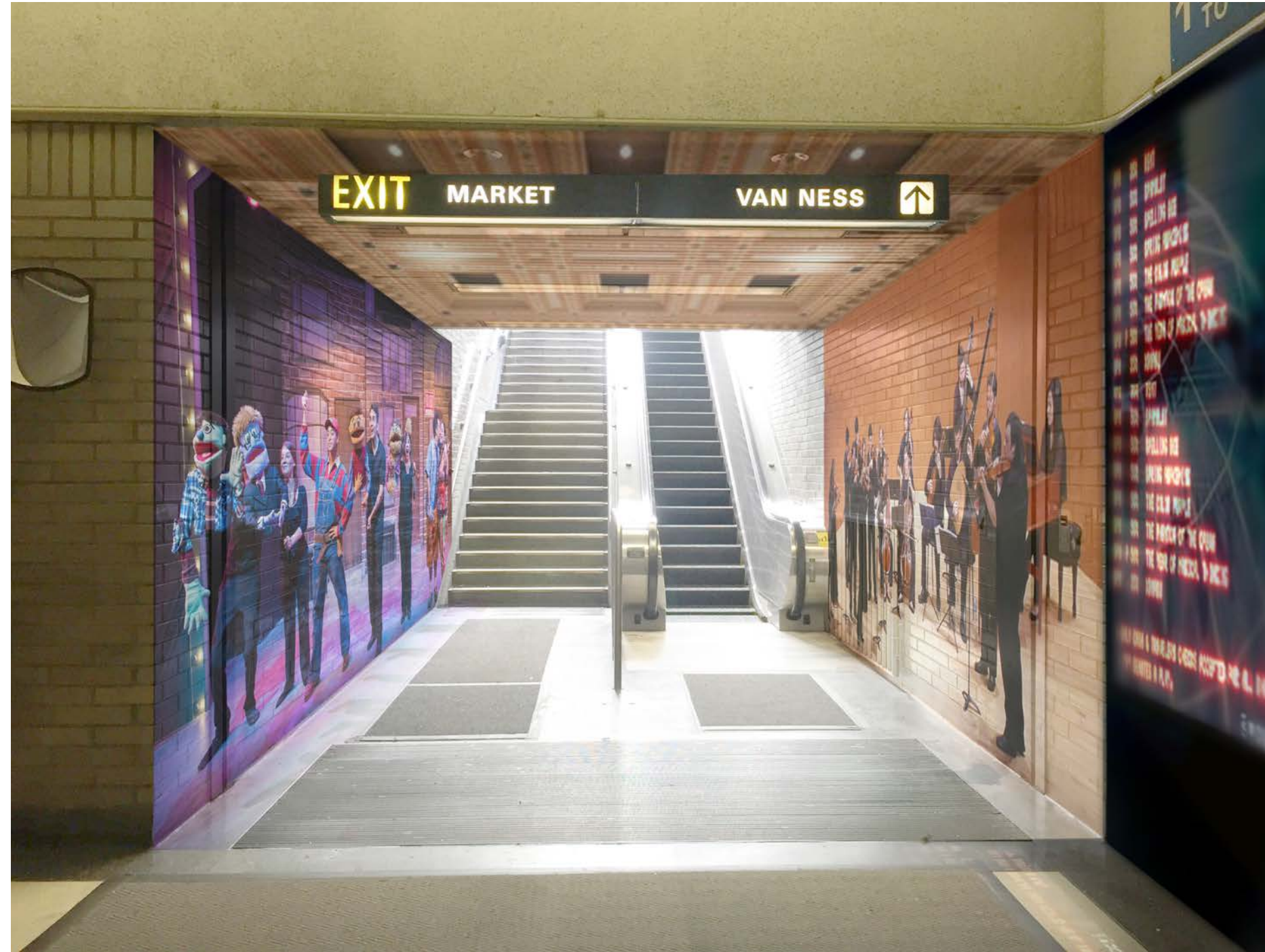
## Existing Conditions

OAK  
PLAZA



# MUNI ENTRY

## Arts District Branding

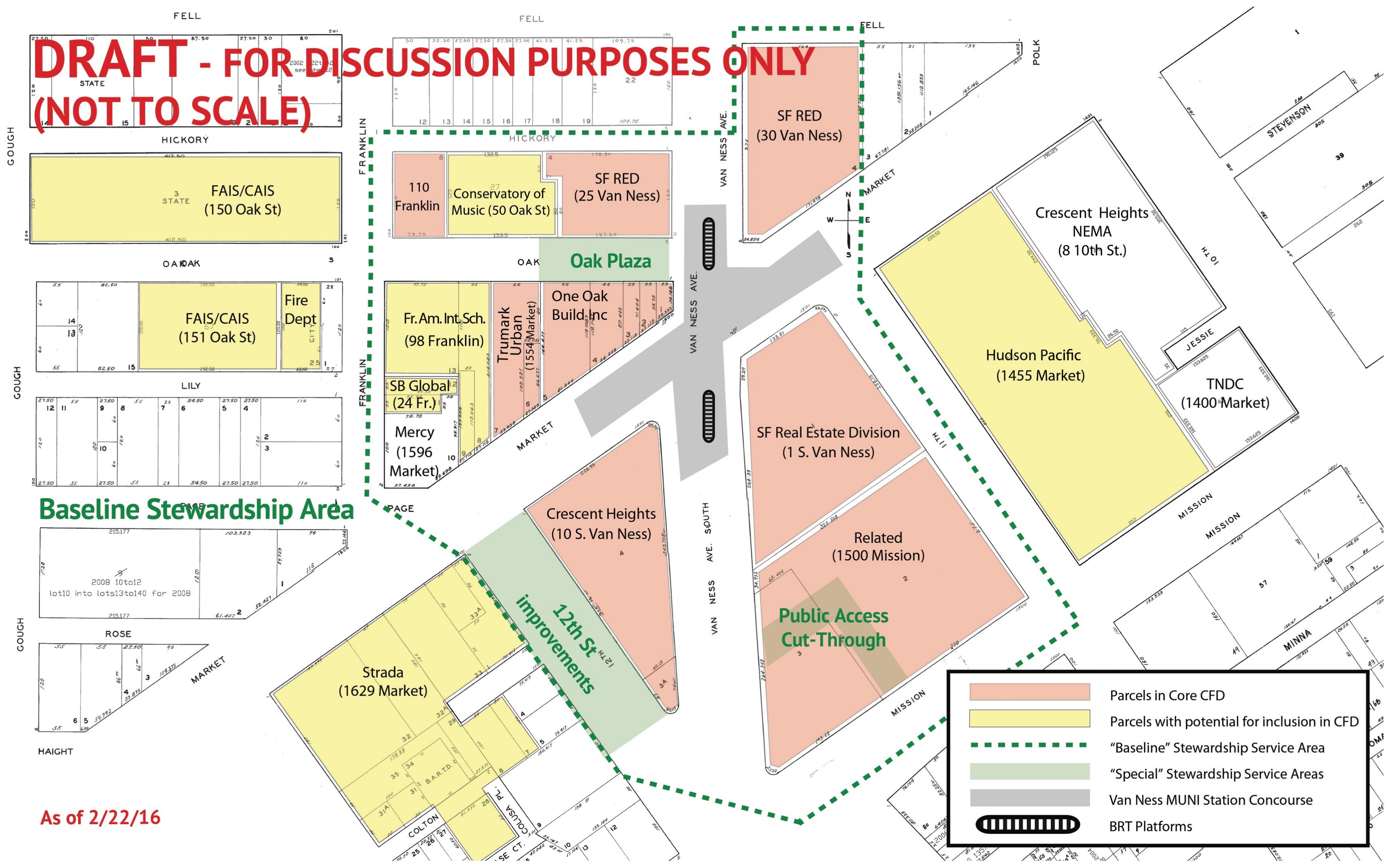


Images representing the Cultural Arts District; interactive LED screen wall with performance info

# LONGTERM STEWARDSHIP

OAK PLAZA

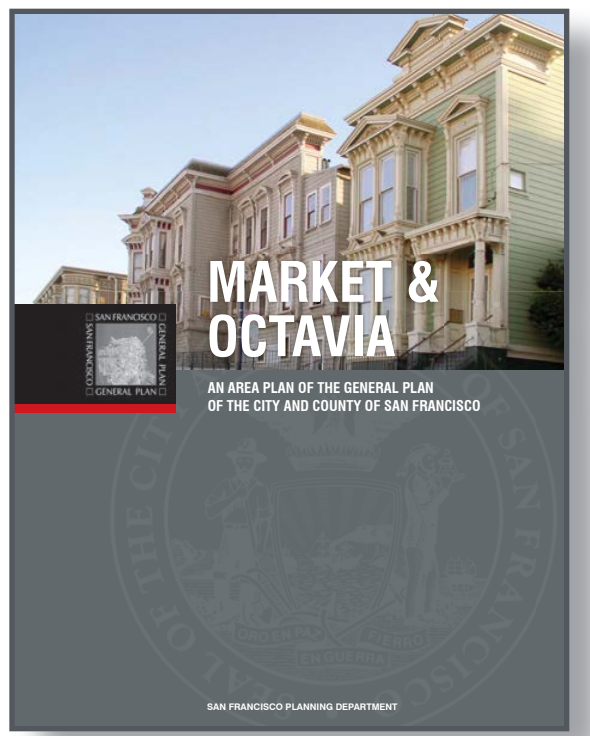
**DRAFT - FOR DISCUSSION PURPOSES ONLY  
(NOT TO SCALE)**



Baseline Stewardship Area

As of 2/22/16

## Market & Octavia Area Plan (2008)



Community Improvements Appendix A42. Operations and Maintenance, existing and new facilities Maintenance and operation of new and existing street trees, open space, transportation facilities, bicycle facilities, and recreational facilities is crucial to the successful implementation of community improvements. Numerous strategies should be explored and implemented to meet the maintenance needs of the neighborhood, including assessment districts, seed funds, and future tax increment financing-like mechanisms. (Appendix C - 105)

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