



MARKET STREET

VAN NESS AVENUE



PROJECT OVERVIEW
FEBRUARY 22, 2016

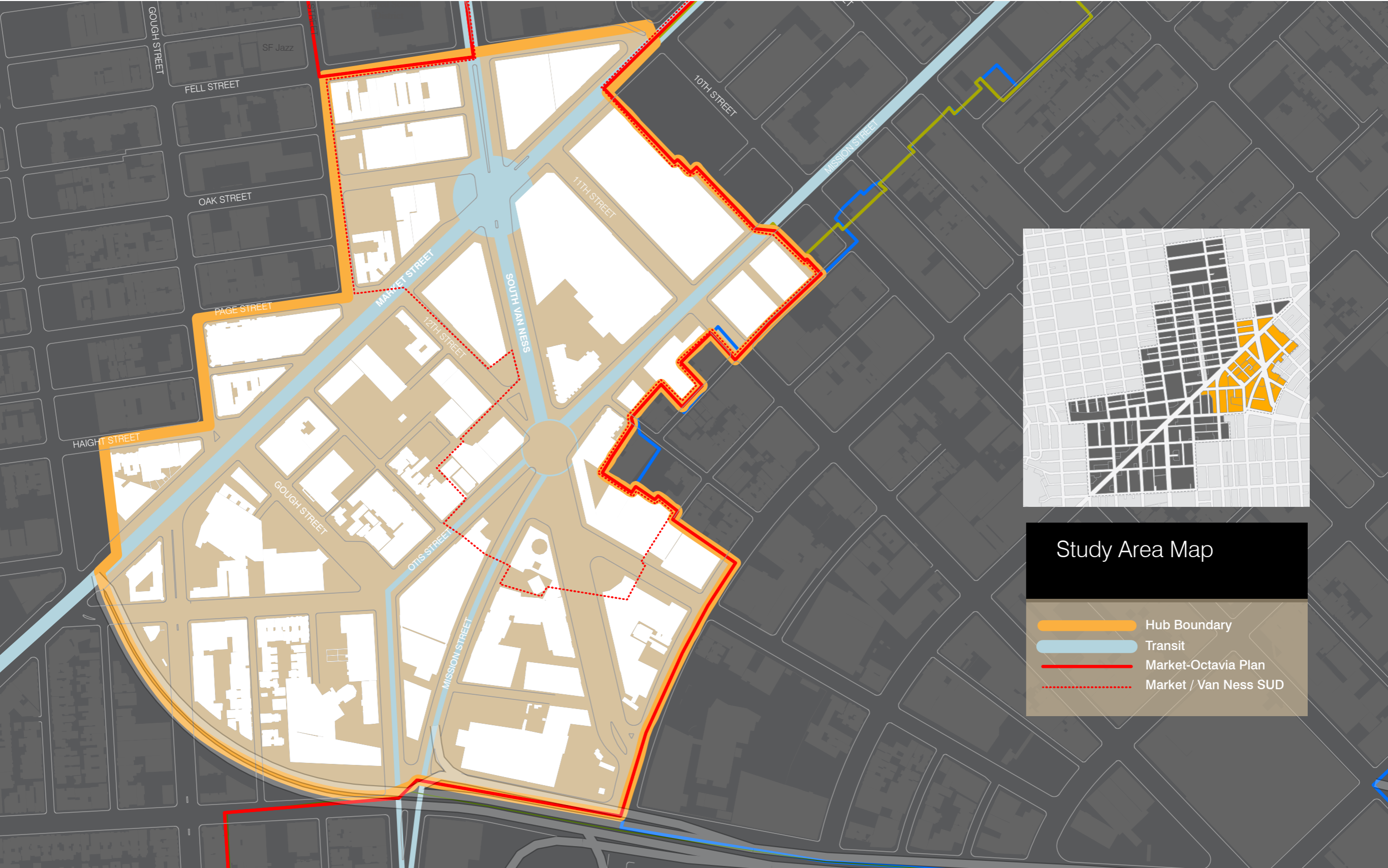
San Francisco
Planning

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1. Project Origins
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3. Project Timeline
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ORIGINS PROJECT AREA BOUNDARY



Study Area Map

- Hub Boundary
- Transit
- Market-Octavia Plan
- Market / Van Ness SUD

ORIGINS

MARKET OCTAVIA



2008 Adoption

The Market and Octavia Area Plan considers the general area within a short walking distance of Market Street between the Van Ness Avenue and Church Street Muni stations and along the new Octavia Boulevard on the former Central Freeway right-of-way.

ENTITLEMENTS

Applicant
Preliminary Project Assessment
PPA NUMBER: 14-120
For Staff Use Only

Owner/Applicant Information
PROPERTY OWNER'S NAME: Woodwill Industries of San Francisco
ADDRESS: 100 Mission Street, San Francisco, CA
ZIP CODE: 94103 TELEPHONE: (415) 575-2101
PROPERTY OWNER'S EMAIL:

APPLICANT'S NAME: Related California Urban Housing, attn: Chaim Elkoby
PROPERTY OWNER'S NAME: Related California Urban Housing, attn: Chaim Elkoby
ADDRESS: 3 Pine Street, San Francisco, CA
ZIP CODE: 92104 TELEPHONE: (415) 677-9000
APPLICANT'S EMAIL: elkoby@related.com

CONTACT FOR PROJECT INFORMATION:
PROPERTY OWNER'S NAME: or Applicant
ADDRESS: ZIP CODE: TELEPHONE: ()
CONTACT PERSON EMAIL:

Request a meeting with PPA planner(s)? YES NO

Location and Classification
ADDRESS OF PROJECT: ZIP CODE:

2012 Development Applications

Project applications in the Plan area for high-rise parcels began arriving en masse while the housing market not only rebounded but asked for more development potential.

PUBLIC REALM



2015 Streetscape Design

The Market and Octavia Area Plan proposed public realm improvements, some of which have been completed. Proposed development projects and transit improvements suggest new opportunities.

Project Goals

**Increase
Affordable
Housing**

**Support
Transit
Improvements**

**Encourage
the Arts**

**Improve
Urban Design**

**Enhance the
Public Realm**

**Anything else
to add?**



PROJECT TIMELINE

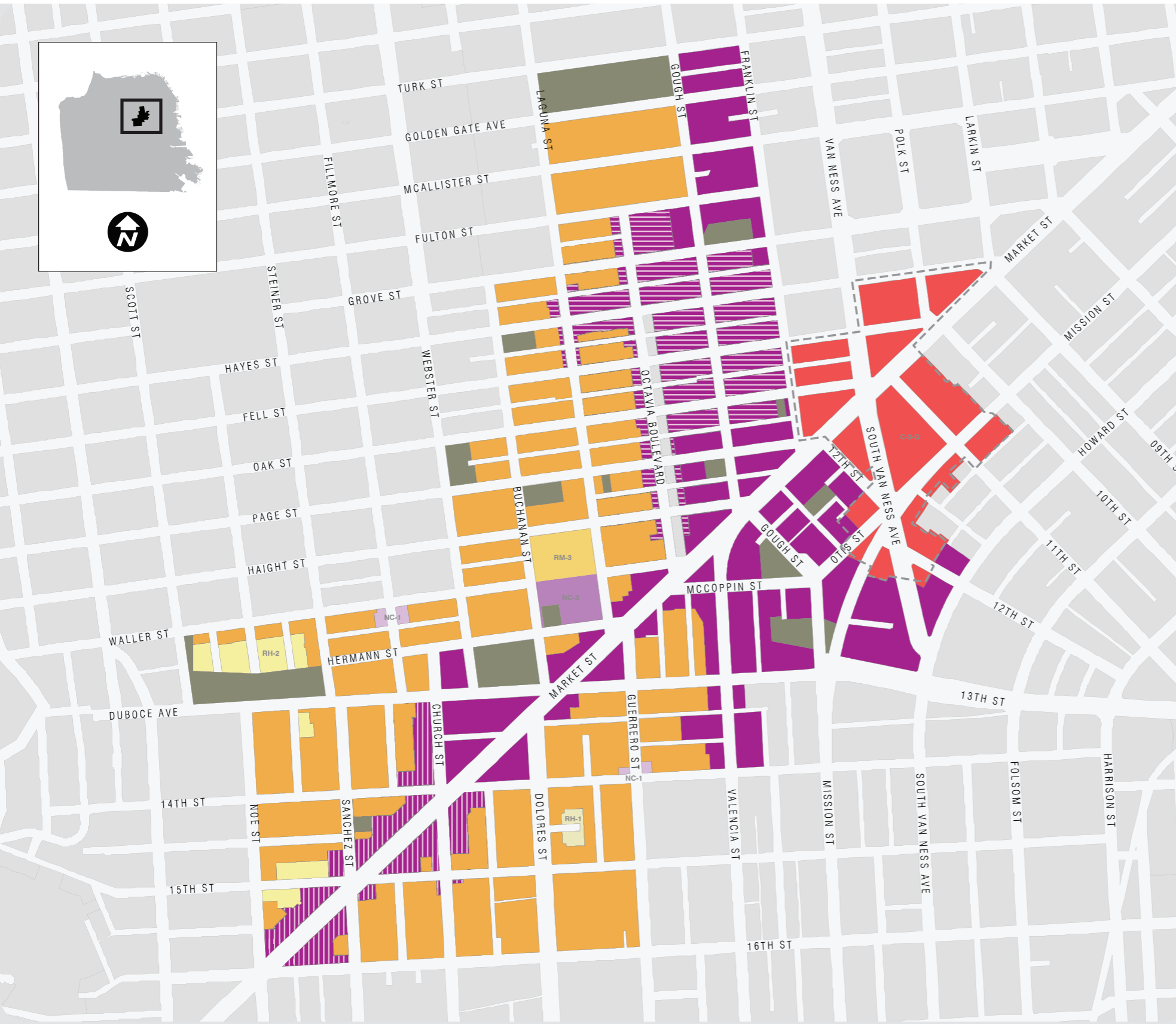
<i>Date</i>	<i>Milestone</i>
JAN - MARCH 2016	Project start-up, existing conditions analysis, stakeholder meetings
SPRING 2016	Public Workshop #1: Land Use Options, Urban Form Options & Public Benefits
SUMMER 2016	Public Workshop #2: Public Realm Designs
FALL 2016	Public Workshop #3: Refined Options & Designs
OCT 2016 - OCT 2018	Environmental Review process
ONGOING	Public engagement
ONGOING	Entitlements for development projects
ONGOING	MUNI Forward, VN BRT, and Better Market Street implementation

PROJECT DELIVERABLES:

1. Land Use & Policy Recommendations
2. Urban Form Recommendations
3. Designs for the Public Realm
4. Circulation Study & Transit Capacity Study
5. Public Benefits Strategy



EXISTING ZONING



- Residential**
 - RH-1
 - RH-2
 - RM-3
 - RTO

- Neighborhood Commercial Districts**
 - NC-1
 - NC-3
 - NCT-3
 - HAYES NCT
 - UPR MARKET NCT

- Downtown Office/Residential**
 - C-3-G (Van Ness & Market Downtown Resid. SUD)

- Public**
 - P

- Van Ness & Market Downtown Residential**

Do you see opportunities to modify current land use controls to meet project goals?

So far, we've heard the following ideas:

Reduce parking requirements

Flexibility for non-residential uses

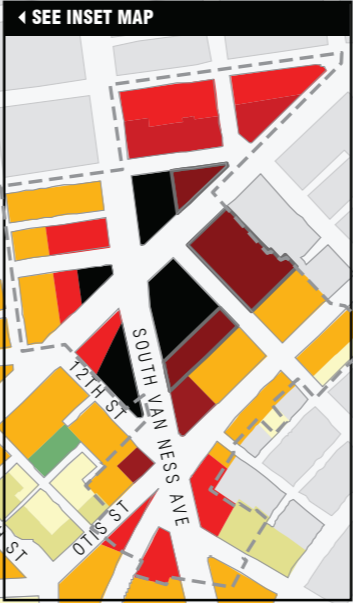
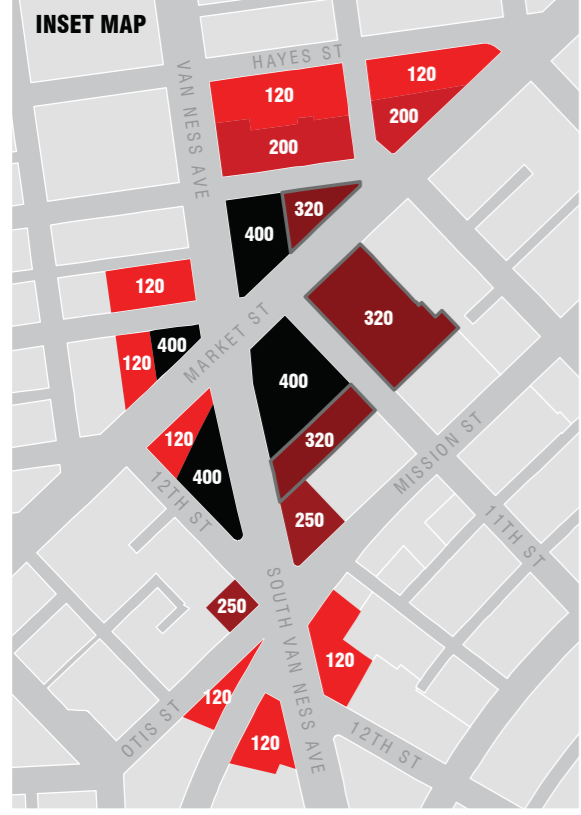
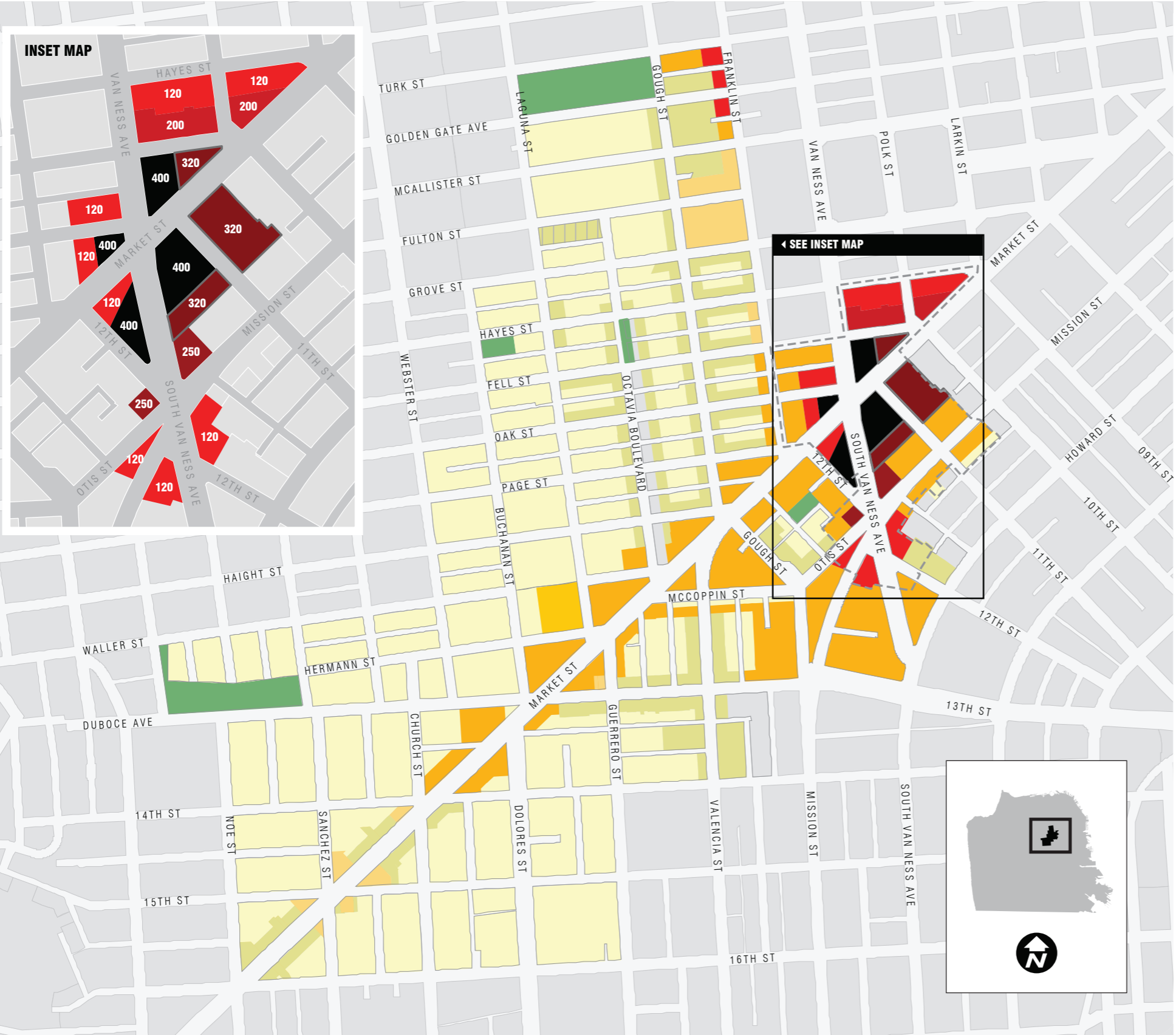
Increase affordable housing

Incentivize arts uses

Anything else to add?

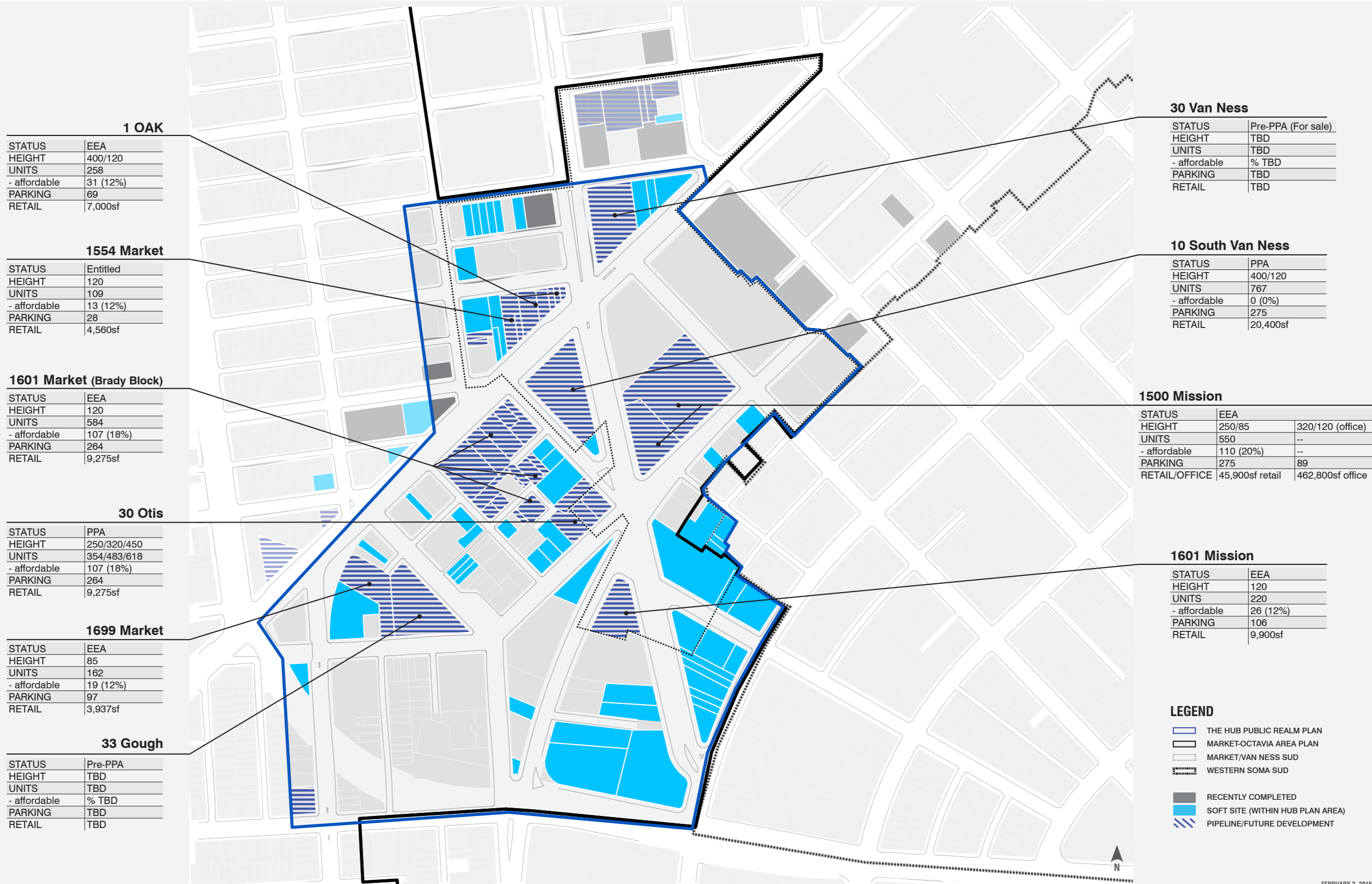


EXISTING HEIGHTS



- 40'
- 40'/50'
- 50'-55'
- 65'
- 80'
- 85'
- 120'
- 200' Tower / 120' Podium
- 250' Tower/85' Podium
- 320' Tower / 120' Podium
- 400' Tower/120' Podium
- Open Space
- Van Ness & Market Downtown Residential

SITES AT PLAY



1 OAK

STATUS	EEA
HEIGHT	400/120
UNITS	258
- affordable	31 (12%)
PARKING	69
RETAIL	7,000sf

30 Van Ness

STATUS	Pre-PPA (For sale)
HEIGHT	TBD
UNITS	TBD
- affordable	% TBD
PARKING	TBD
RETAIL	TBD

1554 Market

STATUS	Entitled
HEIGHT	120
UNITS	109
- affordable	13 (12%)
PARKING	28
RETAIL	4,560sf

10 South Van Ness

STATUS	PPA
HEIGHT	400/120
UNITS	767
- affordable	0 (0%)
PARKING	275
RETAIL	20,400sf

1601 Market (Brady Block)

STATUS	EEA
HEIGHT	120
UNITS	584
- affordable	107 (18%)
PARKING	264
RETAIL	9,275sf

1500 Mission

STATUS	EEA	
HEIGHT	250/85	320/120 (office)
UNITS	550	--
- affordable	110 (20%)	--
PARKING	275	89
RETAIL/OFFICE	45,900sf retail	462,800sf office

30 Otis

STATUS	PPA
HEIGHT	250/320/450
UNITS	354/483/618
- affordable	107 (18%)
PARKING	264
RETAIL	9,275sf

1601 Mission

STATUS	EEA
HEIGHT	120
UNITS	220
- affordable	26 (12%)
PARKING	106
RETAIL	9,900sf

1699 Market

STATUS	EEA
HEIGHT	85
UNITS	162
- affordable	19 (12%)
PARKING	97
RETAIL	3,937sf

33 Gough

STATUS	Pre-PPA
HEIGHT	TBD
UNITS	TBD
- affordable	% TBD
PARKING	TBD
RETAIL	TBD

LEGEND

- THE HUB PUBLIC REALM PLAN
- MARKET-OCTAVIA AREA PLAN
- MARKET/VAN NESS SUD
- WESTERN SOMA SUD
- RECENTLY COMPLETED
- SOFT SITE (WITHIN HUB PLAN AREA)
- PIPELINE/FUTURE DEVELOPMENT

Priorities for Public Benefits

Current Funding Categories:

**Affordable
housing**

Childcare

Transportation

**Complete
streets**

Open space

- Understand priorities within the funding categories
- Generate a new list of projects for the HUB
- Work with the CAC to refine projects



Next Steps

- Develop height options
 - urban form
 - economic feasibility
- Land use modifications
- Revenue projections & public benefits
- Public engagement
 - Outreach to stakeholder groups
 - First public workshop Wednesday April 13, 2016





FOR MORE INFO:

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