



# Market and Octavia Area Plan Amendment

Land Use Committee | July 13, 2020



San Francisco  
**Planning**

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**1. Project Overview**

**2. Proposed Legislation**

**3. Public Benefits**



# PROJECT OVERVIEW



2008



2012



2016



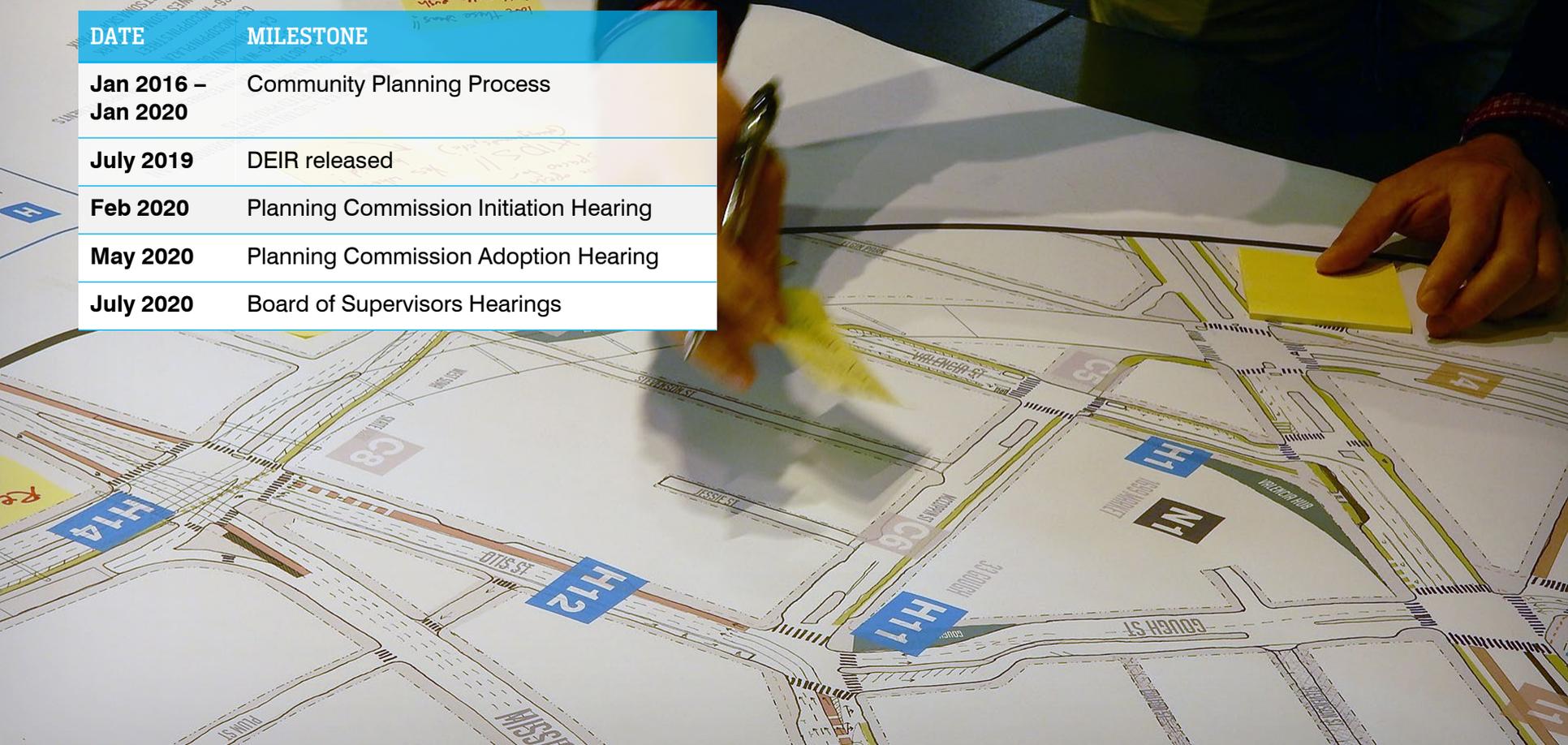
Market & Octavia Plan Area

The Hub



# PROJECT TIMELINE

DATE	MILESTONE
Jan 2016 – Jan 2020	Community Planning Process
July 2019	DEIR released
Feb 2020	Planning Commission Initiation Hearing
May 2020	Planning Commission Adoption Hearing
July 2020	Board of Supervisors Hearings



# 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**

## RACIAL EQUITY + COMMUNITY STABILIZATION

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), the Environmental Justice updates to the General Plan, Planning Commission Resolution to center our work around equity.
- **Community specific efforts:** Cultural Districts Program, MAP 2020, Tenderloin community planning, Civic Center Public Realm Plan and more.
- **Market and Octavia Area Plan:** Equity-centered efforts including; Equity Assessment Guidelines for the Hub, Community Facilities Assessment in SoMa, small business working group, and future engagement around public realm priorities.



# PROPOSED LEGISLATION

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

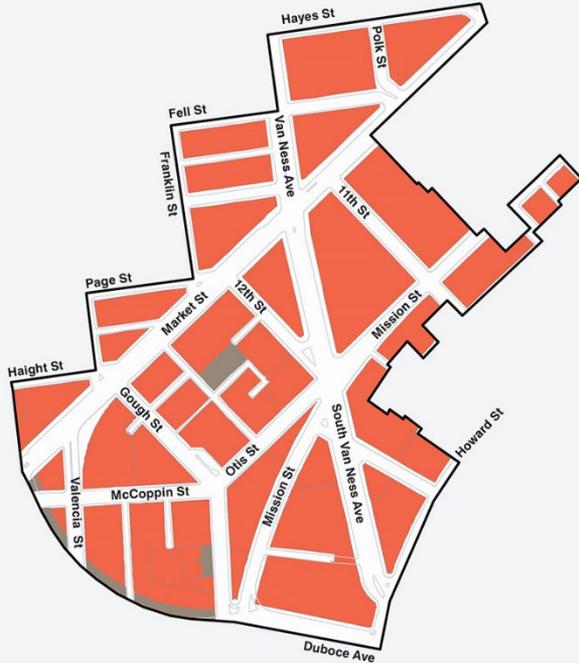
# GENERAL PLAN AMENDMENTS - SUMMARY

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

# PLANNING CODE AMENDMENTS - SUMMARY

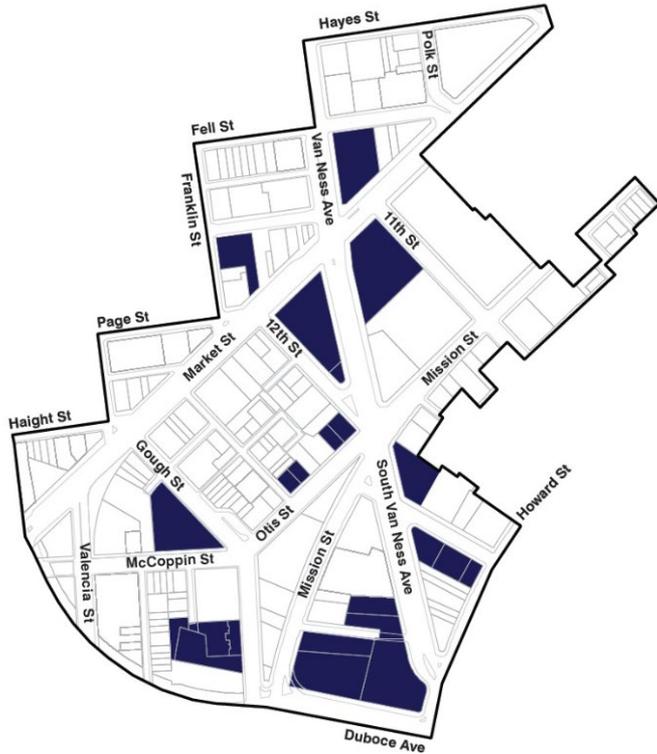
TOPIC	CHANGE
<b>Parking</b>	Max -25 spaces per unit, conditional use for additional parking not permitted
<b>Neighborhood-Supporting Uses</b>	Carry forward NCT-3 controls and require a Conditional Use authorization for retail uses larger than 6,000 sq/ft and for Formula Retail; New micro-retail requirement.
<b>Housing for families</b>	Carry forward NCT-3 bedroom unit mix and require 40% two bedroom units
<b>Sustainability</b>	Living Roof requirement for certain projects - 30% living roof and 15% solar
<b>Affordable Housing</b>	Allow 80/20 financing projects to provide 20% of the on-site units at low income; New land dedication option to meet affordable housing requirements.
<b>Public Benefit</b>	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 choose to exceed on-site inclusionary requirements.
<b>Discretionary approvals (Planning Code Sec. 309)</b>	Additional height and bulk; micro retail; bedroom unit mix
<b>Market and Octavia CAC</b>	Expand the criteria to allow two members to live or work in or within 1,250' of the plan area.

# ZONING MAP AMENDMENT - SUMMARY



- 1 Rezone NCT-3 parcels to C-3-G
- 2 Rezone some publicly owned parcels from NCT-3 to P
- 3 Expand the Van Ness and Market Special Use District to the entire area
- 4 Establish new maximum height and bulk districts on 18 sites

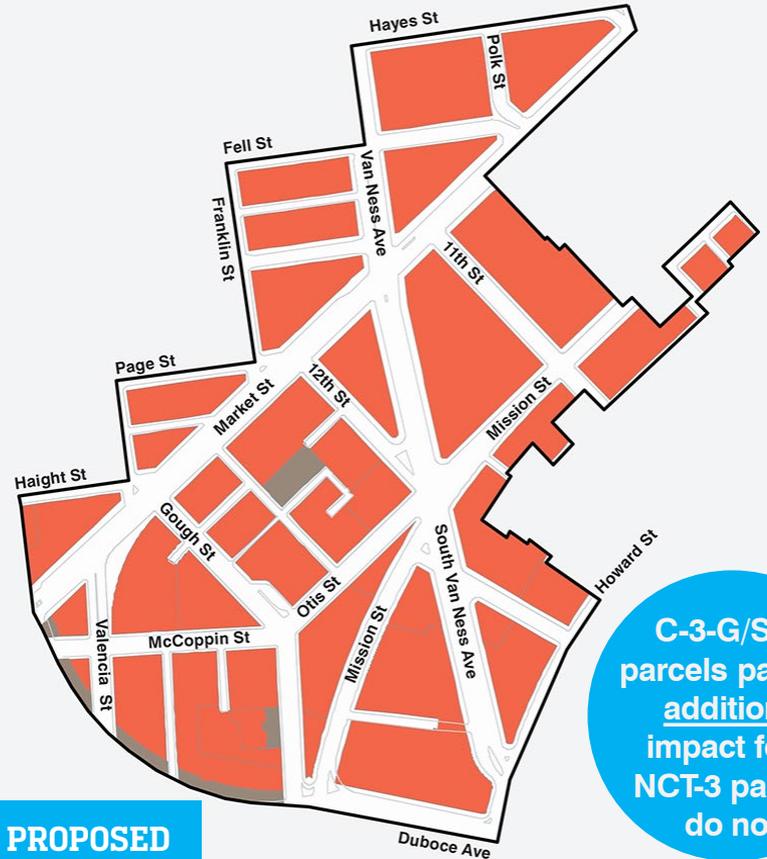
# PLAN BENEFITS



- Establish new height and bulk controls on 18 sites.
- All sites retain existing height and bulk as the base applicable controls. New height and bulk controls are not automatic or 'by-right'
- Projects must seek Planning Commission discretionary approval (section 309 exception) for new height and bulk controls.
- State Density Bonus would be based on only 'code-compliant' existing height/bulk designation. Additional height/bulk with discretionary approval cannot be combined with a SDB project.

## PLAN BENEFITS

- Fees and land use controls would apply to the entire area:
  - But the more restrictive NCT-3 controls apply
    - More 2 & 3 bedroom units
    - Smaller retail, no formula retail.
  - Less parking
  - Additional fees for affordable housing fee, infrastructure and community facilities.



PROPOSED

C-3-G/SUD  
parcels pay two  
additional  
impact fees.  
NCT-3 parcels  
do not.

## Zoning



Neighborhood Commercial  
(NCT-3)



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

# HUB HOUSING SUSTAINABILITY DISTRICT (HSD)

FILE NO.

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 Haight 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 single-underline italics Times New Roman font.  
Deletions to Codes are in ~~strike-through italics Times New Roman font~~.  
Board amendment additions are in double-underline Arial font.  
Board amendment deletions are in ~~strike-through Arial font~~.  
Appendix A - 3 indicates the principle of uncodified Code.

1

Allows for ministerial approval of some housing projects

2

Would generally apply to:

- Buildings 120' and **lower**
- Projects that do **not** seek discretionary approval by the Planning Commission (i.e. additional height)

3

Projects have to meet certain criteria including:

- Union labor
- On-site affordable housing
- At least 10% of the units for very low or low income households

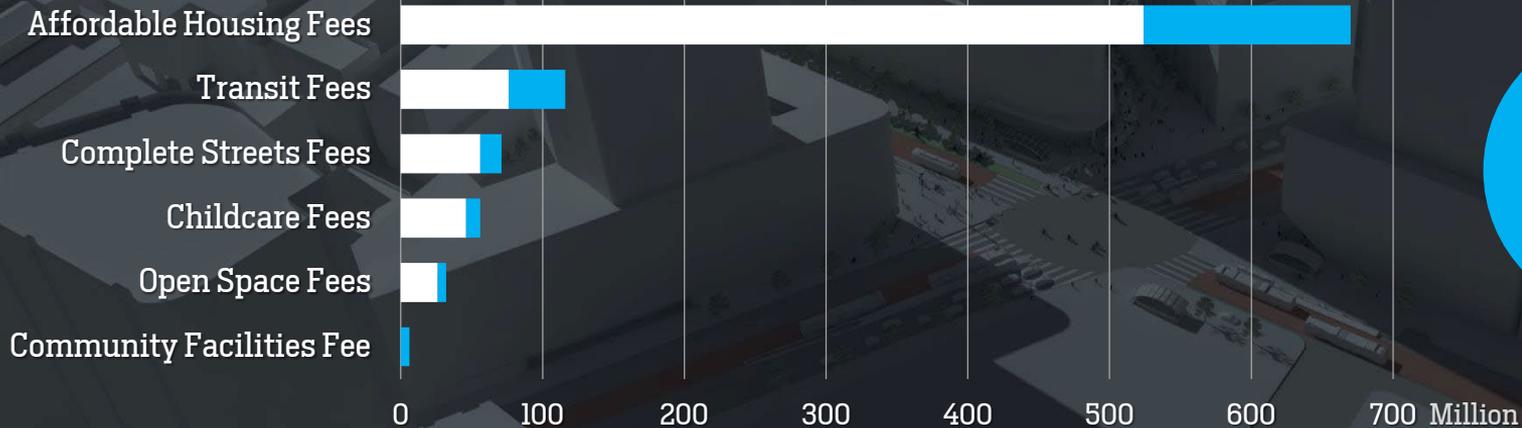
# PUBLIC BENEFITS

EXISTING

**\$728 Million**

PROJECTED

**\$965 Million**



**33%**  
increase in  
public benefits

## Public Benefits Summary



**Affordable  
Housing**



**Complete  
Streets**



**Open Space**



**Schools  
and  
Childcare**



**Transit**



**Community  
Facilities**

## Public Benefits Package



# \$682 Million

**For new on-site units and  
affordable housing resources**

- 2,200 affordable housing units
- 434 additional affordable units (above existing zoning)
- Achieve 29% affordable units overall

**Proposed Public Benefits: Affordable Housing**



# \$116 Million

For improvements to transit service and capacity including modernization of Van Ness Station

- Specific projects to be identified and informed by the Van Ness Station Capacity Study led by SFMTA

Proposed Public Benefits: **Transit**

# \$71 Million

For street and alley improvements

1. Redesign of major streets in the Plan Area to be safe and comfortable for people walking, biking, and on transit.
2. Living alleys



Proposed Public Benefits: **Complete Streets**



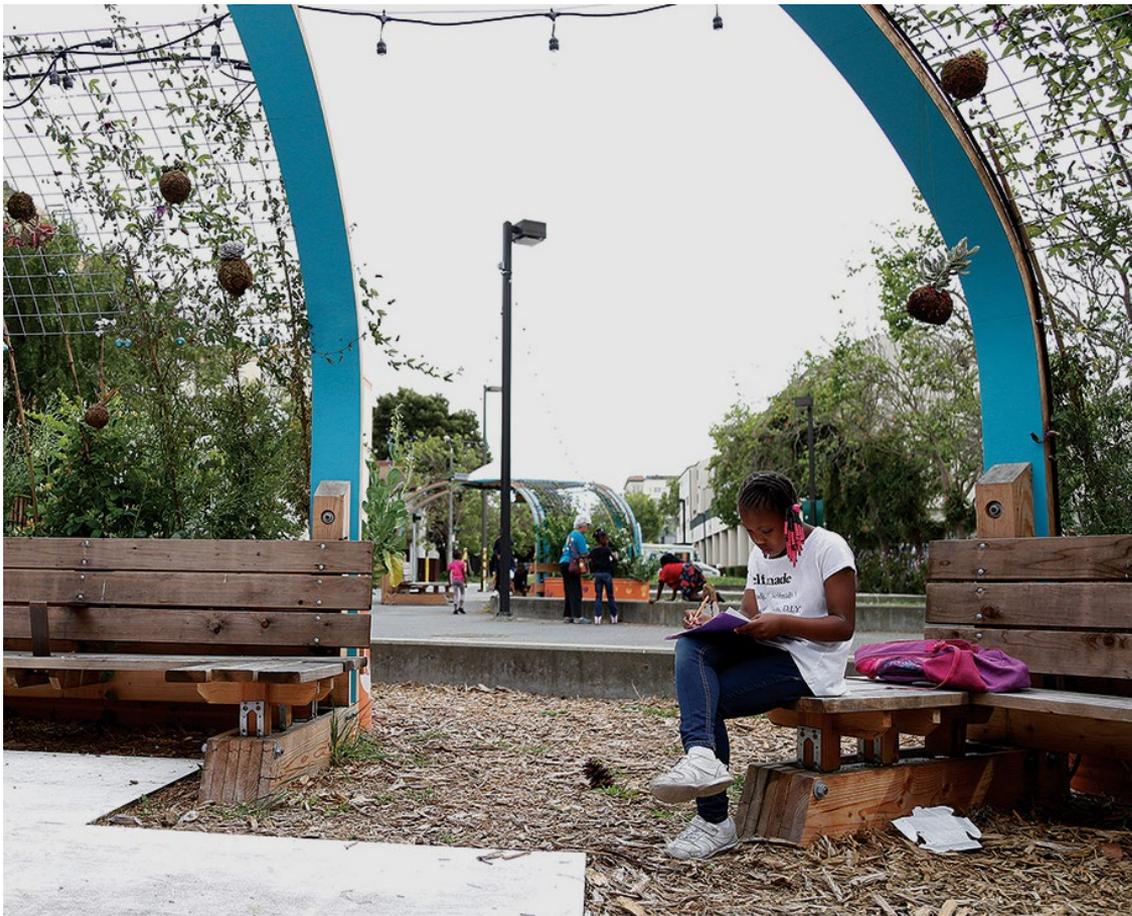
# \$57 Million

For childcare centers and schools

- \$20M New childcare centers
- \$37M Capital Investments in schools serving K-12 population

Proposed Public Benefits: **Schools and Childcare**

Market and Octavia Area Plan Amendment



# \$32 Million

For new parks and enhancements to existing open spaces

1. New Park at 11th and Natoma
2. Improvements to Buchanan Mall
3. Improvements to Koshland Park
4. New/Improved Civic Center Public Spaces
5. Other open spaces in the Hub area TBD

Potential Public Benefits: **Open Space**



# \$7 Million

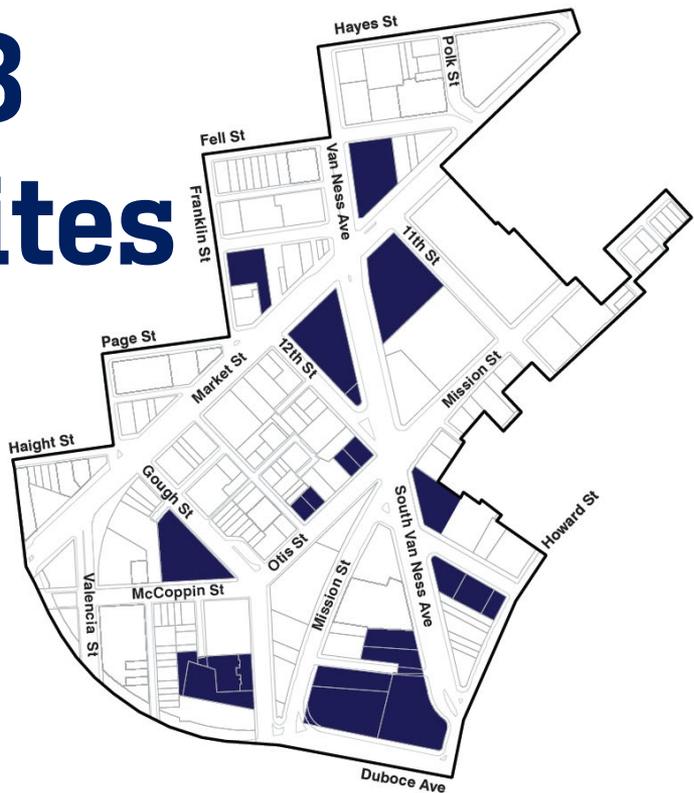
For new community facilities in the plan area and the adjacent neighborhoods

- Specific projects to be identified and informed by an upcoming Soma Community Facilities Assessment effort.

Potential Public Benefits: **Community Facilities**

# PROJECT DETAILS

**18  
sites**



**1,640**

**Additional  
Housing Units**

**430**

**Additional  
Affordable Units**



**\$235M**

**Additional Impact  
Fee Revenue**



# Market and Octavia Area Plan Amendment



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