



# Market and Octavia Area Plan Amendment

Land Use Committee | July 20, 2020



San Francisco  
**Planning**

Lily Langlois  
Principal Planner  
Citywide Planning

[lily.langlois@sfgov.org](mailto:lily.langlois@sfgov.org)  
[sfplanning.org/hub](https://sfplanning.org/hub)

# PROJECT OVERVIEW



2008



2012



2016



Market & Octavia Plan Area

The Hub



EXISTING

\$728 Million

PROJECTED

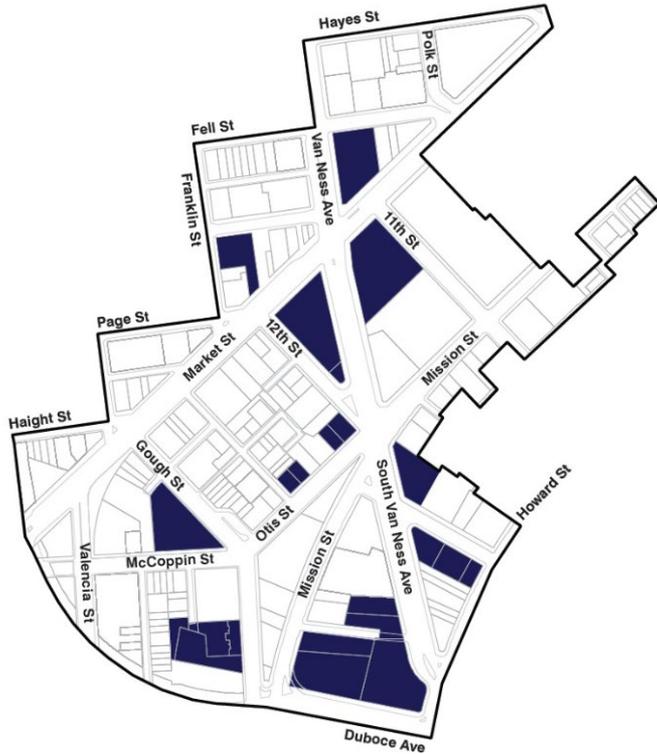
\$965 Million



**33%**  
increase in  
public benefits

## Public Benefits Summary

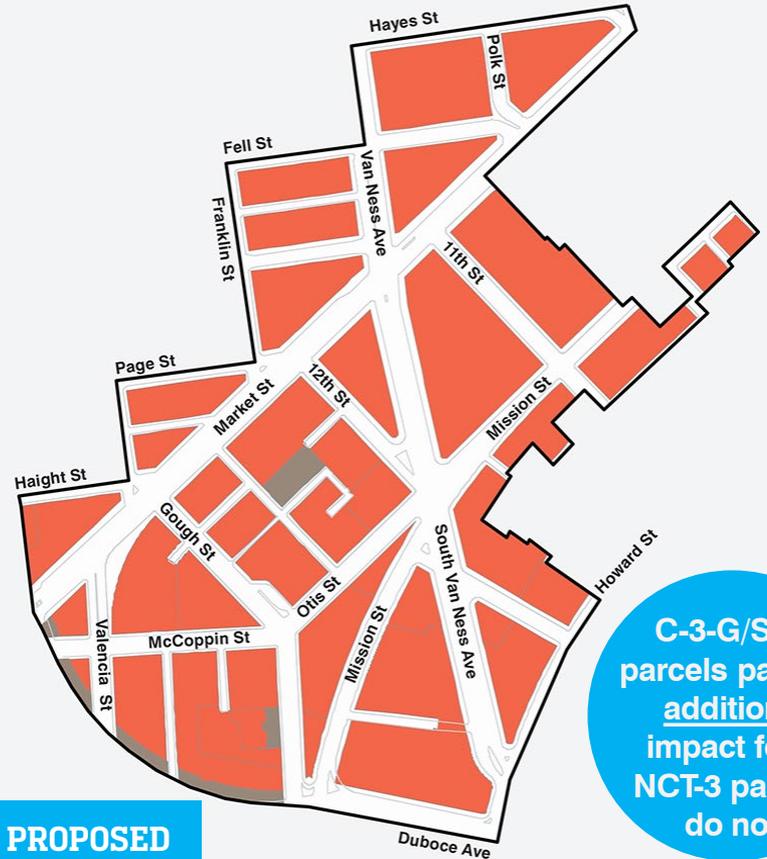
# PLAN BENEFITS



- 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)

# EQUITY ASSESSMENT



**Equity Goals**

**Anticipated Benefits**

**Potential Burdens**

**Additional Community Concerns**

**Strategies to Mitigate Burdens**

**Monitoring**

## **Equity Assessment**

# EQUITY ASSESSMENT

## Goals:

- Decrease displacement risk of low income, people of color and other vulnerable populations.
- Decrease displacement risk of small businesses in and adjacent to the Hub.
- Increase affordable housing options for low income residents and communities of color.
- Ensure sidewalks are comfortable and safe for everyone.
- Program impact fee money with an equity lens and engage vulnerable populations in the process to ensure that they benefit from investment and opportunities



# EQUITY ASSESSMENT

## Anticipated Benefits:

- More housing near major local and regional transit lines, providing access to jobs, amenities, and opportunities.
- Up to 2,200 affordable housing units and 682M in affordable housing resources for the City.
- Improved streets and alleys, improved safety for people to walk and bike.
- New and improved open space and recreational amenities.
- No direct loss of existing housing units.



# EQUITY ASSESSMENT

## Potential Burdens:

- Potential loss of retail and industrial jobs.
- Over time, small business displacement and turnover due to changing demographics and new retail demands.
- Less tolerance for residents without homes who live in encampments.



# EQUITY ASSESSMENT

## Additional Community Concerns:

- Ground floor uses may not be neighborhood serving.
- The design of new buildings, could be uninviting to a diverse population.
- New market rate housing could add to gentrification pressures in adjacent neighborhoods
- Projects may decide to fee-out rather than provide affordable housing units on-site
- Social / cultural disparities in new upscale residences could lead to less actual cultural diversity.
- There is no community-based mechanism proposed as part of the Plan to pro-actively address any of these issues.



## EQUITY + COMMUNITY STABILIZATION

### Proposed legislative changes to improve equitable outcomes:

- Expand the boundary in which impact fee money can be spent to fund improvements in the adjacent neighborhoods.
- Broaden the membership of the Market and Octavia CAC.
- Add a land dedication option to meet affordable housing requirements.
- Add requirements to support community serving uses at the ground floor.
- Expand the unit mix requirements to support more family friendly units.
- New General Plan policy to apply a racial and social lens to future land use decisions.
- Ensure that residential uses are the primary land use, no stand alone hotel of office building.
- Allow for more housing and affordable housing with Commission discretion and public input.



## FUTURE EQUITY WORK

TODCO has hired Estolano Advisors (EA) to develop a Scope of Work for the creation of guidelines to inform the development of an equity assessment for the Hub Area and the surrounding communities.

Equity Assessment guidelines would include:

- Goals for equity assessment
- A clear description of the potential benefits and burdens to the Hub Area and surrounding affected communities
- Other community concerns
- A detailed description of metrics that should be measured as part of the equity assessment, including some recommendations on how to and/or who should gather datasets as a baseline over time
- Strategies to mitigate burdens
- Recommendations for how to track the equity assessment over time.



## RACIAL + SOCIAL EQUITY ACTION PLAN

- Office of Racial Equity legislation requires all Departments to complete an action plan by the end of 2020.
- Phase I of the Department's Action Plan was adopted by the Planning Commission in Fall 2019.
- Phase II is underway with community engagement originally scheduled for Summer 2020.
- Phase II includes the use of the Assessment Tool which is being applied to certain projects and will be refined as part of Phase II.





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