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SUMMARY OF PROPOSED REVISIONS TO THE PUBLIC REVIEW DRAFT, MARKET AND OCTAVIA NEIGHBORHOOD PLAN

The Planning Department received hundreds of comments, at both general and specific, on a wide range of issues in Public Review Draft of the Market and Octavia Neighborhood Plan. In response to these comments, changes in circumstances, and other corrections and clarifications, Better Neighborhoods staff is proposing the following revisions and updates to the Draft Plan. These proposed revisions reflect the conclusions of staff deliberations balancing the requested changes with the underlying vision, concepts and perspective of the plan developed during the last three years of community discussion. The listing here is cumulative, most of which was presented and discussed at a community meeting on May 20, 2003.

Element 1: Land Use and Urban Form

- P. 23, Proposed Land Use Districts. Provide for retail and other community-serving uses on the Octavia frontage of the block between Hickory and Oak Streets by revising the proposed zoning to Hayes-Gough NCT, rather than RTO. (See attachment A)
- P. 23, Proposed Land Use Districts. Remove portions of the Plan Area that are part of the Mid-Market Survey Area (SF Redevelopment Agency) from the proposed land use changes. (See attachment B)
- Pg 26, add a policy to encourage the creation of space dedicated to community services on Market Street within the Upper Market NCT. Consider options within zoning controls to facilitate.
- P. 24, Proposed Zoning Districts Chart. Revise the NCT and RTO districts to permit lot assembly above the stated maximums only through a Conditional Use (CU) approval by the Planning Commission. Meeting the plan's urban design guidelines for massing and articulation would be the principle criteria for the CU.
- Pg 28 expand policy 1.1.9 to encourage further research of buildings and development patterns of historical significance, and to consider the creation of a historic district as warranted by resources identified over time. (See attachment C)
- P. 30 and 150, policy 1.2.1. Adjust height districts on parcels O and P to 1) allow more generous ground floor ceiling heights for the community-serving uses anticipated on the Octavia Street frontage, and 2) facing Laguna Street, lower heights at midblock. (See attachment A)
- P. 35 – 36, policy 1.2.8. Revise floorplate maximums for towers at or below 300' to permit an additional 500 sf. of floor area, resulting in a maximum floorplate of 8,500 sf.

Element 2: Housing People

- Pg 38. add discussion of special needs housing for the disabled and elderly.

- Pg 41, objective 2.1. Add text stating that the public investments in the freeway parcels should be recaptured in the form of public benefits such as affordable housing.
- Pg 41, policy 2.1.1. Change to emphasize mixed-use and low income housing.
- Pg 41, policy 2.1.1. Change first bulleted item to state that the freeway parcels should contain at least 50 percent affordable housing including affordable family rental opportunities, in accordance with established policies of the Mayor’s Office of Economic Development and the Redevelopment Agency.
- Pg 41, policy 2.1.1. Change the second bullet to state that supported projects should provide the greatest possible affordability in a mixed use setting.
- Pg 41, policy 2.1.1. Add a bullet emphasizing the need for affordable housing at lower income levels as the highest priority for the freeway parcels, while nonetheless providing housing for a mix of other income levels.
- Pg 47, policy 2.4.3. Revise to include existing programs to increase housing opportunity and affordability, and include a discussion of rental housing.

Element 3: Building with a Sense of Place

- No substantive changes proposed. Graphics will be revised to include more examples of contemporary architecture.

Element 4: Streets and Open Spaces

- P 67, policy 4.1.1 Add language calling for the elimination of pedestrian “do not cross” prohibitions at intersections.
- P. 80 – 83, policy 4.2.2. Revise drawing on p. 81 to route bike path via McCoppin to Valencia, rather than along the east side of the freeway touchdown south of McCoppin Street. Revise drawing to include a southbound route for bicycle traffic from Octavia Boulevard down Elgin Park to Duboce to Valencia Street, as well as crossing in front of the freeway touchdown to the McCoppin Street bikepath.
- P. 87, policy 4.2.7. Revise text to clarify that the goal is to increase access for pedestrians and bikes along the Octavia Street right-of-way north of Fulton Street, and not to reintroduce vehicular traffic.
- P. 88, policy 4.2.8. Revise to emphasize that this is a long-term policy, and to encourage removing the Central Freeway south of Market to the fullest extent feasible, rather than specifically to Bryant Street.

Element 5: Balancing Transportation Choices

- P. 110, policy 5.1.3. Revise this policy to establish a “neighborhood benefit district” that will be funded through proceeds from a variety of fees and/or assessment districts, including a transit improvement fee.
- P. 115 – 116, policy 5.2.1. Add additional policies related to off-street parking to provide increased flexibility, encourage the efficient use of space for parking, and to support people’s choice to live without a car. (See attachment D).
- P. 115 – 116, policy 5.2.1. Add a policy related to off-street loading. (See attachment E).
- P. 119 – 120, policy 5.4.1. Revise proposed changes to the Residential Permit Parking Program. (See attachment F).
- P. 124, policy 5.4.7. Revise to strengthen support for carsharing. (See attachment G).
- P. 132, policy 5.6.1. Revise to acknowledge that westbound traffic will continue to use Hayes Street en route to Fell Street, and emphasize the larger plan goal of improving the character of Hayes Street as a neighborhood commercial street west of Franklin while maintaining its role as a regional traffic street between Franklin and Market Streets.

Element 6: New Development on Key Sites

- Add a new section iii that discusses the opportunity presented by the redevelopment of the UC-Berkeley Laguna Street Campus. (See Attachment H)
- P. 150 and 151, parcels O and P. Revise text to emphasize the need to extend the fine-grained residential fabric of the surrounding residential neighborhood onto the site, rather than explicitly calling for small lot development. Include additional examples – specifically of a single development encompassing the entire site, with well-articulated massing and overall urban form. Revise the description of Hickory Alley to identify its potential “living street” with a primarily pedestrian orientation.

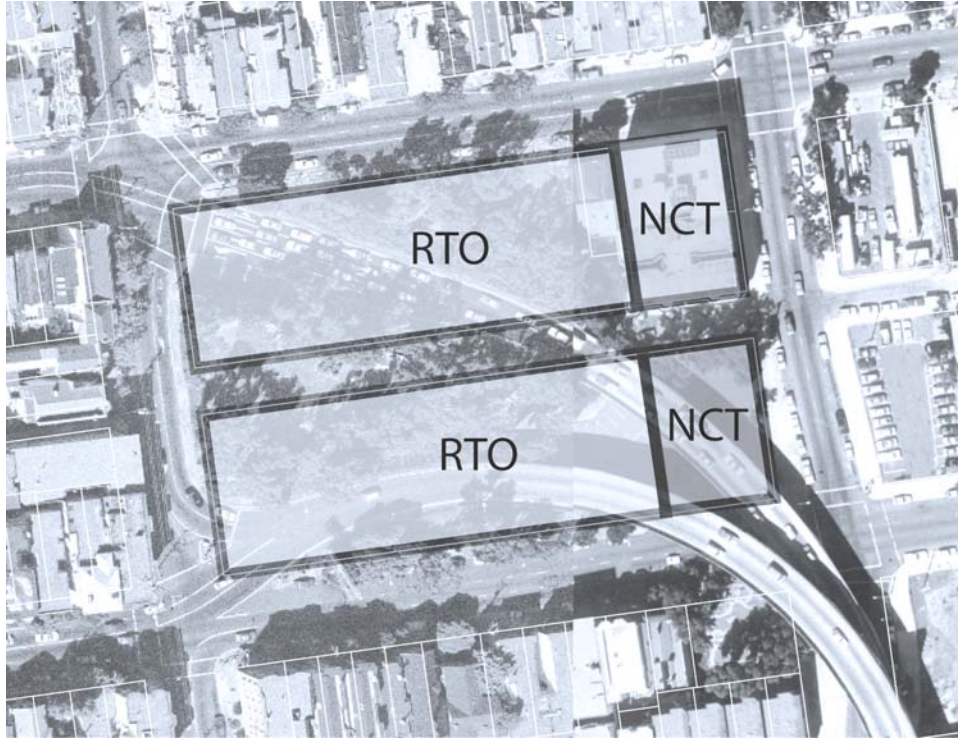
Element 7: A New Neighborhood in SoMa West

- No substantive changes proposed.

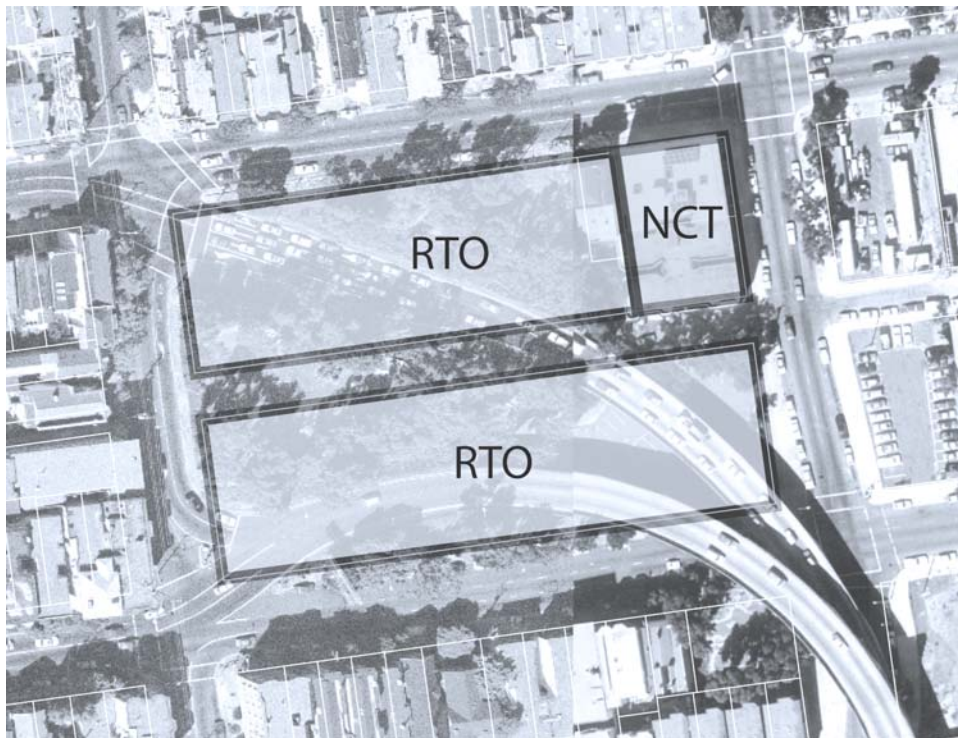
Implementing the Plan

- No substantive changes proposed.

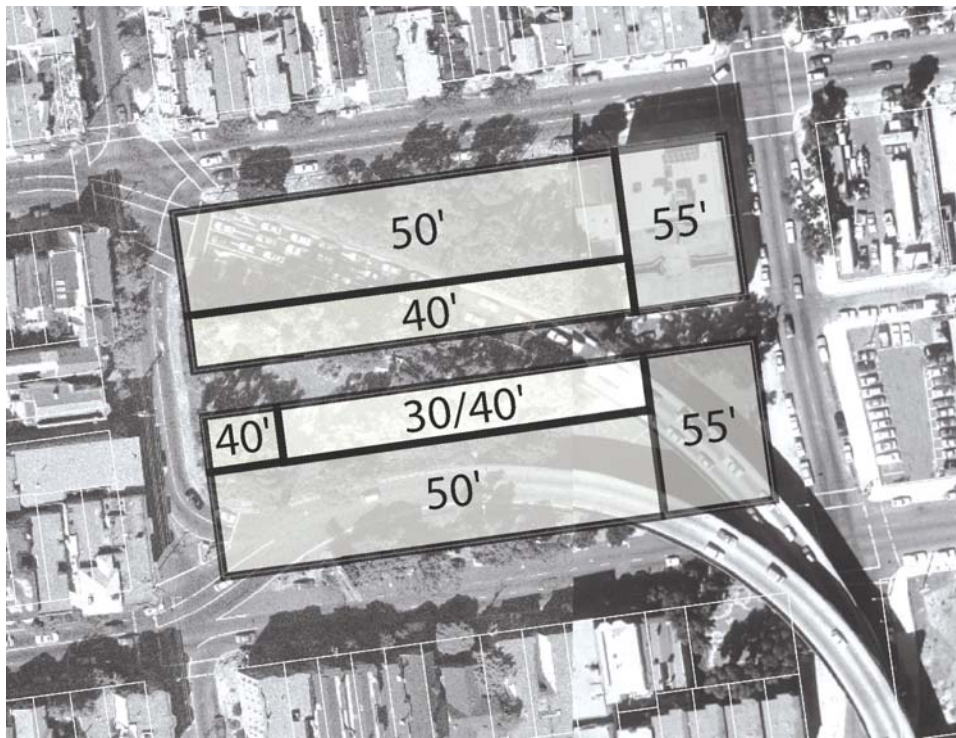
Attachment A



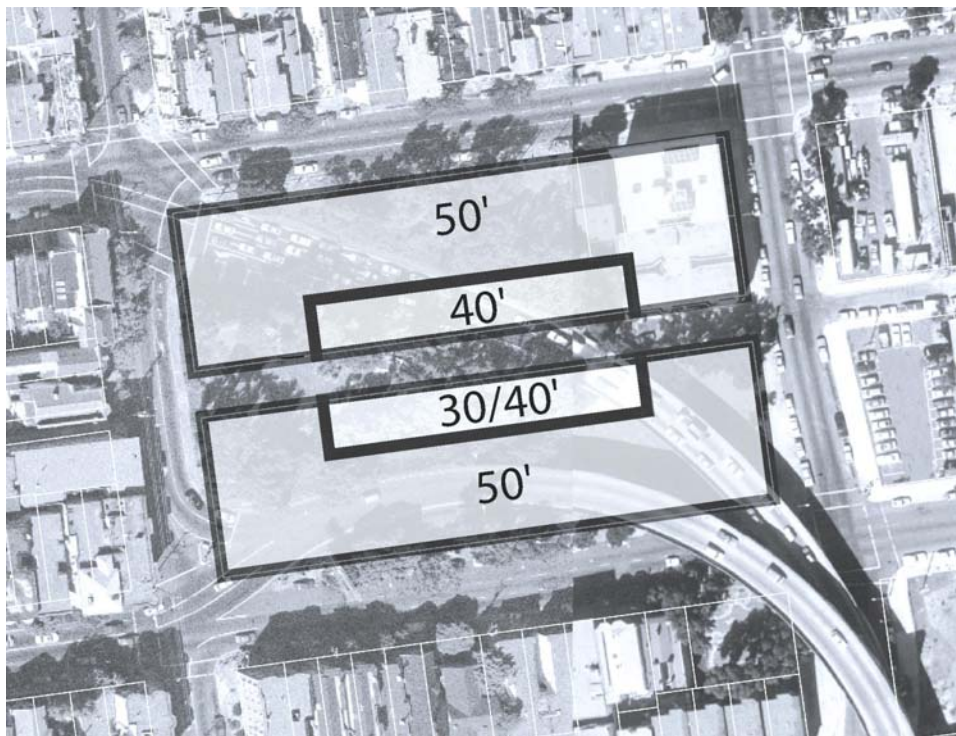
New land use zoning proposal for parcels O and P (discussion draft 5.13.03)



Previous land use zoning proposal for parcels O and P (12.17.02)



New height proposal for parcels O and P (discussion draft 5.13.03)

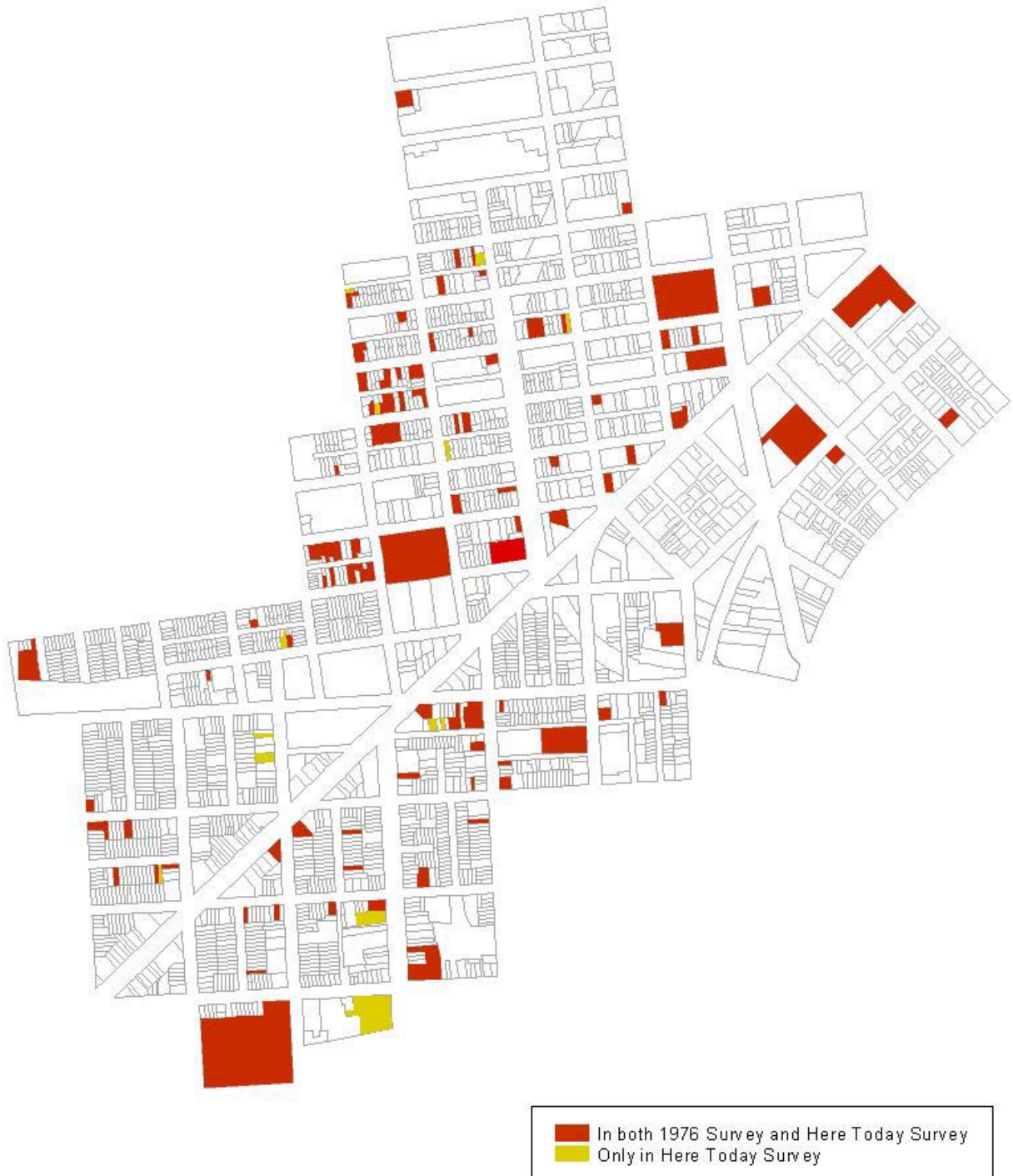


Previous height proposal for parcels O and P (12.17.02)

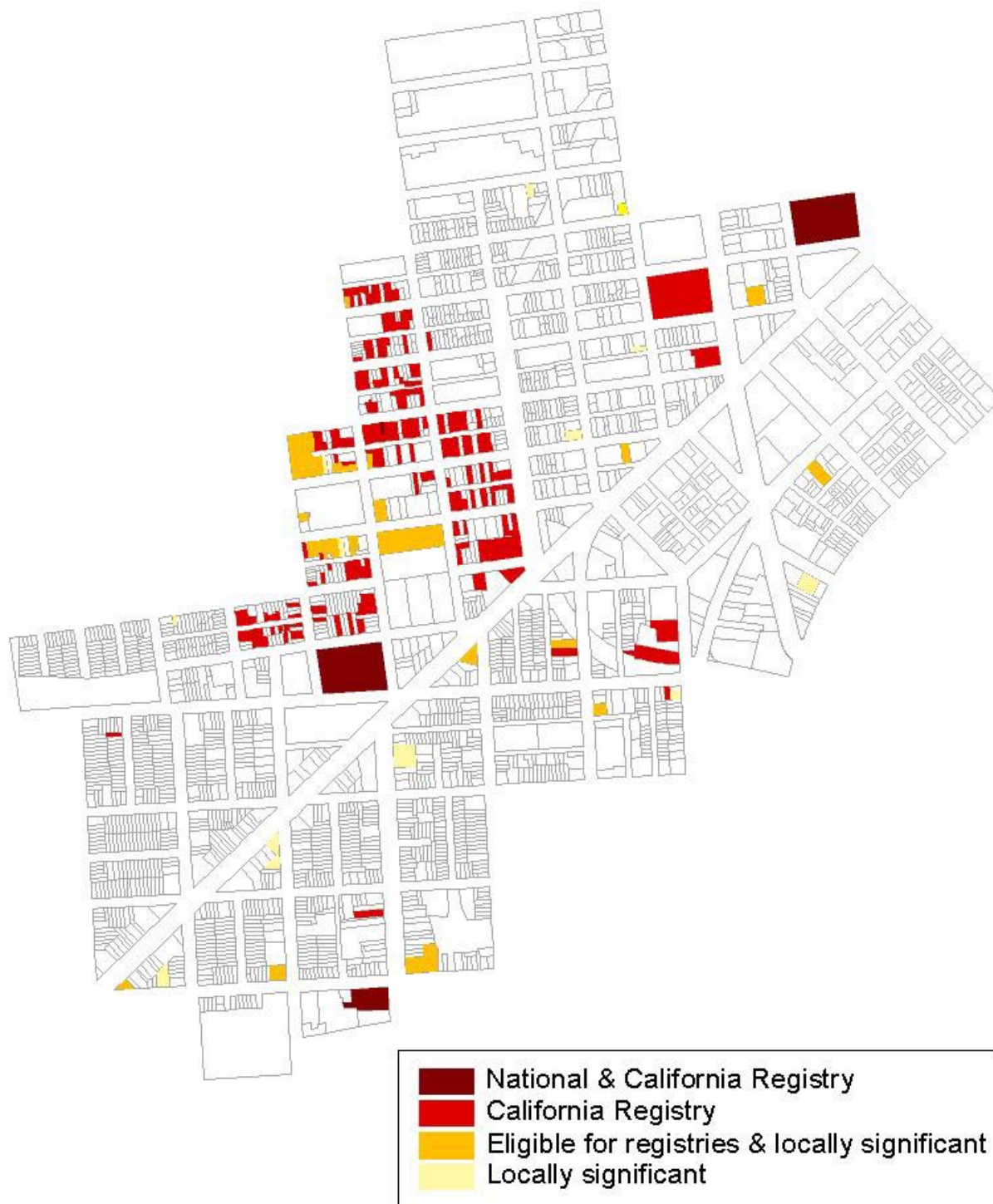
Attachment B



Attachment C



Historic Surveys



Historic Registry Ratings



Landmark Buildings

Attachment D

Policy 5.2.1a

Encourage the efficient use of space for parking.

In most new development, building parking represents a lost opportunity to provide additional space for housing and other uses. Where it is provided, space dedicated to parking should be used as efficiently as possible, minimizing this lost opportunity. Through the use of tandem parking, valet services, and new parking technologies, the amount of space needed to park a car can be reduced dramatically. Every effort should be made to encourage their use.

- Encourage innovative means of increasing the efficiency of space devoted to parking (parking lifts, valet parking, etc.).
 - Do not require individual parking and loading spaces to be independently accessible.
 - Expand the planning code definition of a parking space to include tandem spaces, spaces in parking lifts, and valet parking spaces.
 - Do not permit the minimum dimensions for a parking space described in Sec.154 to be exceeded by more than 15 percent.

Policy 5.2.1b

Minimize the negative impacts of parking on neighborhood quality.

Parking, where it is above-ground, detracts from the character and quality of neighborhood streets. Parking garages typically bring with them large expanses of blank walls with nothing of interest to the passerby, creating dead spaces that are almost always avoided and contribute little to the life of the neighborhood. By ensuring that parking is located below grade, or at the least lined with more active uses and activities, the negative effects of parking on the neighborhood can be kept to a minimum.

- In districts with large lots and where more intensive residential development is possible, limit the use of above-ground space for parking to minimize large frontages devoted to parking and to maximize opportunities for housing and community-serving uses:
 - DTR: No parking permitted above-ground.
 - NCT: No parking permitted above the second story.
- Where above-ground parking is permitted, require it to be setback from building facades that face public rights-of-way:
 - In the NCT district, require above-ground parking to be setback at least 25 feet at all levels from a building's primary frontage, and lined with active uses, including retail and residential.
 - In all other cases, require no less than 70 percent of the width of a given frontage to be devoted to space occupied by active uses, including retail, commercial and residential uses, except in no case shall access to parking be limited to less than 10 feet wide (except where curb cuts are expressly prohibited under policy).
 - On a given frontage, do not permit parking access to exceed two lanes totaling 20 feet in width.

Policy 5.2.1c

Support the choice to live without a car.

More than 40 percent of the households in the Market and Octavia neighborhood live without a car. The area's access to transit, to local shopping, and to the downtown make it an ideal place to live a lifestyle less dependent on the private automobile. In addition to retiring the minimum parking

requirement, every effort should be made to support people's choice to live without a car by ensuring that housing without parking is available in the neighborhood, and that supportive services such as carsharing are made readily available. The costs to the public of parking in new developments should be recovered and used to fund improvements to transit service and the quality of streets for pedestrians.

- Require off-street residential parking as part of new residential development to:
 - Be sold or rented separately from dwelling units and commercial spaces in perpetuity.
 - Serve only those on-site uses for which it is accessory, or be leased to off-site users as residential parking, and under no circumstances be sold, rented or otherwise made available as commuter parking.
 - If provided at a ratio of one space per unit, to include dedicated parking spaces and facilities for an organized carsharing program on-site. This facility should be accessible to area residents and businesses participating in the program, as well as building occupants.¹
- Charge an impact fee for new off-street parking, the proceeds from which will go into an alternative transportation fund used for public investments in transit, pedestrian and bicycle improvements in the area.²

¹ A formal letter declining the opportunity for a carshare facility would be required from organized carsharing programs.

² Spaces devoted to an organized carsharing program would be exempted from this fee.

Attachment E

Policy 5.2.1d

Retire minimum off-street loading requirements for residential uses and establish maximums based on the existing minimums.

The city currently requires most new residential development to provide one off-street loading space for every 100,000 sf. of development. While space for loading is important, this requirement is geared toward meeting the building's one-time needs on "move-in day" and results in more loading spaces than are needed for its day-to-day operation. Large areas of the ground floor that could otherwise be used for housing, retail and other community-serving uses are thus given over permanently to loading spaces that are rarely, if ever, used. Rather than prescribe a requirement that responds to a one-time need, new development should be encouraged to provide the amount of loading space they feel is necessary to operate their building, and arrangements made to provide on-street space for loading to take place on move-in day.

- Retire existing minimum residential loading requirements in the planning code
- For residential buildings with more than 100 dwelling units, permit no more than one off-street loading space would be permitted for every 200 dwelling units.³

³ Based on review of recent revisions to loading requirements from Vancouver, BC and Seattle, WA.

Attachment F

Policy 5.4.1

Consider revisions to the Residential Parking Permit (RPP) program that make more efficient use of the on-street parking supply.

One of the most significant threats to new development in San Francisco is the fear that it will mean scarcer on-street parking. Many San Franciscans live in older neighborhoods where parking for existing residences and businesses is scarce and they rely on a limited amount of on-street parking. While requiring off-street parking spaces gives the appearance of a solution in the short-term, over time it only exacerbates the problem, which would be more directly addressed by limiting the issuance of parking permits based on the availability of parking spaces, and through increasing fees for on-street permits to more closely reflect their true market value.

The following revisions to the Residential Parking Permit program should be considered by the Department of Parking and Traffic and other relevant policy bodies for the Market and Octavia neighborhood:

- Grandfather in existing residents with one RPP per household at the current rate for as long as they live at their current address.
- Restrict the issuance of RPPs to new residents based on available on-street parking supply.
- Increase the price of new RPPs based on prevailing market rates for parking, allowing for only a short waiting list, if any. Revenue in excess of the administrative fee could go into the alternative transportation fund, described in Policy 5.2.1.
- Extend the hours of RPP zones beyond the current 9 AM to 6 PM, if residents desire.
- Allow RPP residents to sell excess daytime parking capacity to local businesses and do not permit the sale or purchase of daytime capacity for commuter parking.
- Consider automatically establishing or extending an RPP zone when parking occupancy exceeds a certain percentage.

Attachment G

iii. The UC Berkeley Laguna Street Campus

UC Berkeley has announced its intention to take its Laguna Street Campus out of active use as a UC Extension facility. A Request For Qualifications has been released by the University, which solicits proposals from private entities for the redevelopment of the site with a mix of housing for UC staff and the public, ground-floor retail and replacement facilities for the UCSF Dental clinic. The site would be made available to a private developer through a long-term ground lease.

5.8 acres in size, the reuse of this site is the single largest development opportunity in the plan area. The site is surrounded by a mix of small-scale, 2 and 3 story walkups and a scattering of larger apartment buildings, with significant retail and cultural uses to the south along Market Street. New development on the site should be carefully organized around a comprehensive master-plan that responds to the unique challenges of such a large site surrounded by a relatively fine-grained urban fabric. This masterplan should be developed through a series of collaborative workshops including the prospective developers of the site, local residents and relevant city staff. As part of this master-planning process, a proposal for revising the site's existing zoning designation as "Public" will be essential to facilitate the development of housing, retail and other desired uses. This proposal should be developed in keeping with the overall approach of the Market and Octavia Plan



UC Berkeley Laguna Street Campus

Attachment H

Policy 5.4.7

Support innovative mechanisms for local residents and businesses to share automobiles.

Carsharing programs enable local residents to use a car for everyday needs without the need to own or maintain their own car. In recent years, carsharing programs have been introduced with tremendous success in San Francisco as well as several other cities, providing people with the freedom and mobility of a car when they need one, without the everyday burdens of owning a car in the city. As carsharing reduces the need for individual car ownership, it can be an effective tool in reducing the total number of cars in the area and freeing up on-street parking spaces.

Facilities for carshare programs should be encouraged in convenient, visible locations in the plan area for the use of local residents and businesses.

- Exempt parking spaces dedicated to carsharing programs from parking maximums and parking impact fees throughout the area.
- Where housing will be developed on publicly-owned land, require the provision of car-sharing as part of the RFP process, and the service provided to all tenants/owners as an integral building service similar to water or garbage pickup, as well as made available to local residents and businesses participating in the carsharing program.
- Identify on-street parking spaces with high-visibility for use by an organized carsharing program. Work with DPT to arrange for these spaces to be dedicated on an annual basis, with carshare assuming responsibilities for facility set-up and maintenance, as well as regular street maintenance (i.e. sweeping) at these locations.
- Provide general guidelines for the location, signage and marketing of off-street carsharing facilities to project sponsors who wish to include carsharing in their development.