

Memorandum

To: Western SoMa Citizens Planning Task Force—Business and Land Use Committee

From: Peter Cohen

Date: October 19, 2006

Re: Summary of Flower Mart site study

Asian Neighborhood Design has completed the feasibility study of the Flower Mart site for the Western SoMa Planning Task Force that has been supported by the Mayor's Office of Housing. Our July progress memo provides background details on the site and the initial study scoping. This final summary memo is to report back on the results of the conceptual design work AND explored at the Task Force's direction and some of the "lessons learned" that we think came out of these past months of analysis and discussion.

This study has evolved as it took shape through Task Force discussions, and it's greatest value to the Task Force really seems to have been the opportunity to use this large site as a test case to flesh out a number of critical policy issues that will shape the zoning controls for SLI areas. The field work and research also provided an opportunity to learn more about the flower mart operations specifically and understand the viability of the facility continuing to function in this location.

Conceptual development scenarios

We approached this analysis incrementally as there is neither an identified developer nor a defined development program. Moreover, the existing site operators were not available to refine the use assumptions. So, through guidance from the Task Force we created two basic mixed-use scenarios and then tested their feasibility within the physical and functional parameters of the site. In both cases the flower mart operations are retained with a rebuilt and modernized facility of roughly 100,000 square feet on the site.

Scenario 1 is the flower mart facility mixed with housing and ground floor small retail/commercial. Two variations on the theme put the housing component either on the main street frontages at Brannan and 6th streets or towards the center of the block. Depending on several design detail factors and refined site layout, this scenario might result in a maximum of somewhere between 200 and 270 housing units and about 20,000 to 30,000 square feet of neighborhood-serving commercial.

Scenario 2 is the flower mart facility mixed with a small cluster of mid-box retail and ground-floor smaller retail/commercial. Two variations on this theme put the retail cluster either directly on the corner at Brannan x 6th or set back slightly with “teaser parking” on the street frontage. This scenario might result in roughly 60,000 square feet of mid-box retail and about 15,000 square feet of smaller commercial.

Policy issues

Perhaps more importantly than the site study for the Flower Mart specifically, this analysis has exposed some of the complexities of projecting future opportunities for SLI areas of the planning district. In our July progress memo we posed a number of policy questions that would guide future development assumptions for the site. These engendered extensive and valuable discussions by the Business and Land Use Committee at both its July and August meetings. From that input, there seem to be some fairly clear sentiments emerging both for the Flower Mart site and regarding SLI zoning in general. They are paraphrased here. We expect that the Task Force will continue to discuss and debate these issues as its planning process proceeds, but for now the discussions have provided enough input to shape the basic conceptual analysis for this Flower Mart study as a test site.

- Existing SLI provisions allowing only affordable housing should be maintained—opportunity to integrate and balance with existing market-rate live/work
- Light industrial building stock is important resource
- Compatibility with adjacent/surrounding uses is a key issue, whether market-rate of affordable housing—increasingly difficult to find sites for businesses/operations that are essentially incompatible with housing
- SLI policies should not pit housing opportunities against loss of jobs
- Retain existing Flower Mart operations—light-industrial operation (job generator) important to retain
- Flower Mart site (and by extension large sites in SLI) should have a mixed-use development program—
- Mixed use could include mid-box retail as well as housing—jobs and consumer goods for residents
- Existing SLI height provisions should be maintained
- Transportation implications for residential development in SLI areas are important—transit infrastructure, ingress/egress given traffic conditions, freeway access routes, etc

Flower Mart site

Photos profile



Flower Mart block
—bounded by Brannan, 6th, Bryant, 5th



Site exit onto Brannan St



Main entrance drive from 6th St



Interior drive and loading bays



Rear service from Morris alley



Live/work housing across 6th Street



Live/work housing on Morris alley



Rear warehouse off Morris alley



Main entrance from 6th St



Brannan St frontage

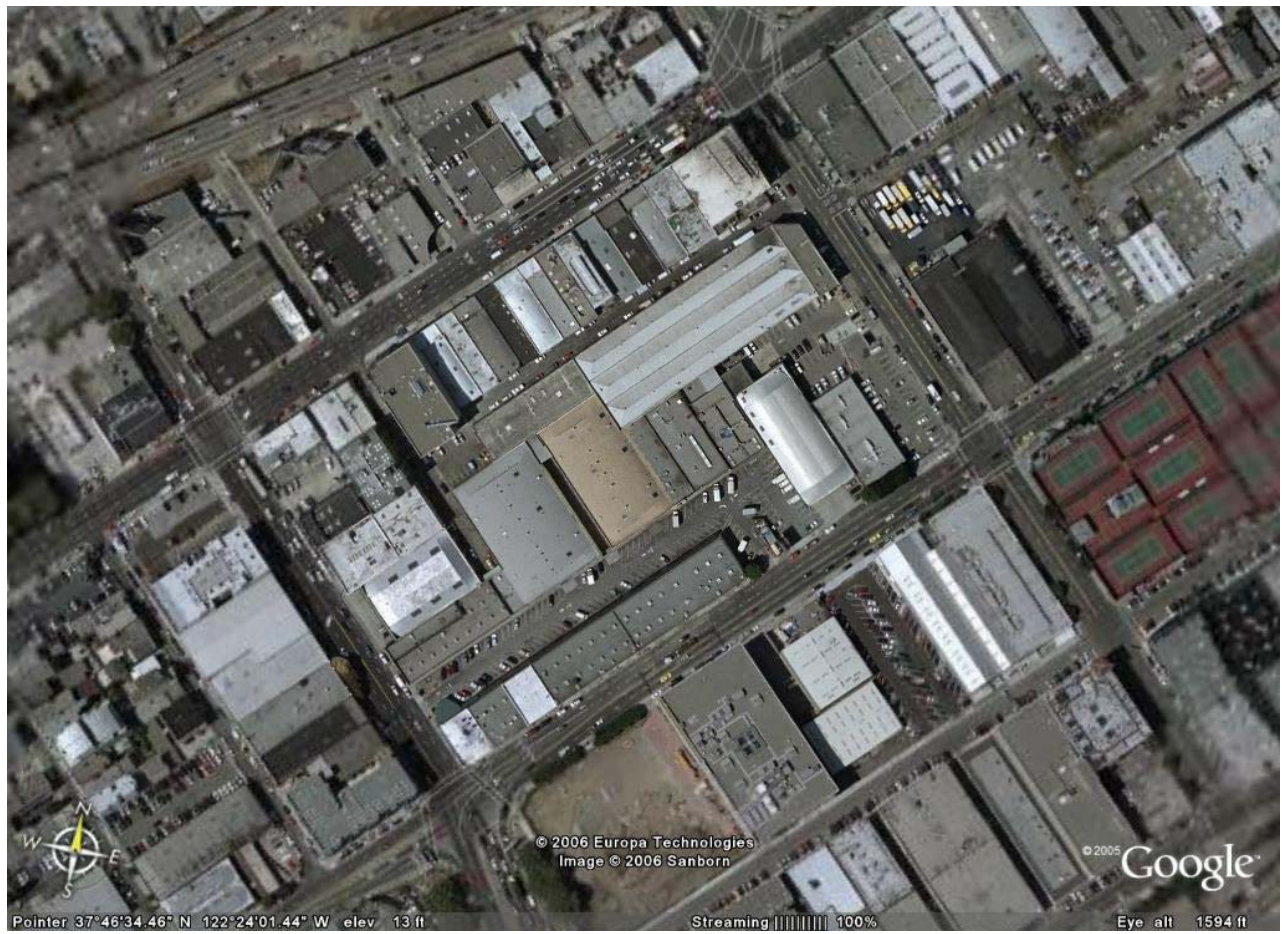


Service alley on north side of Flower Mart

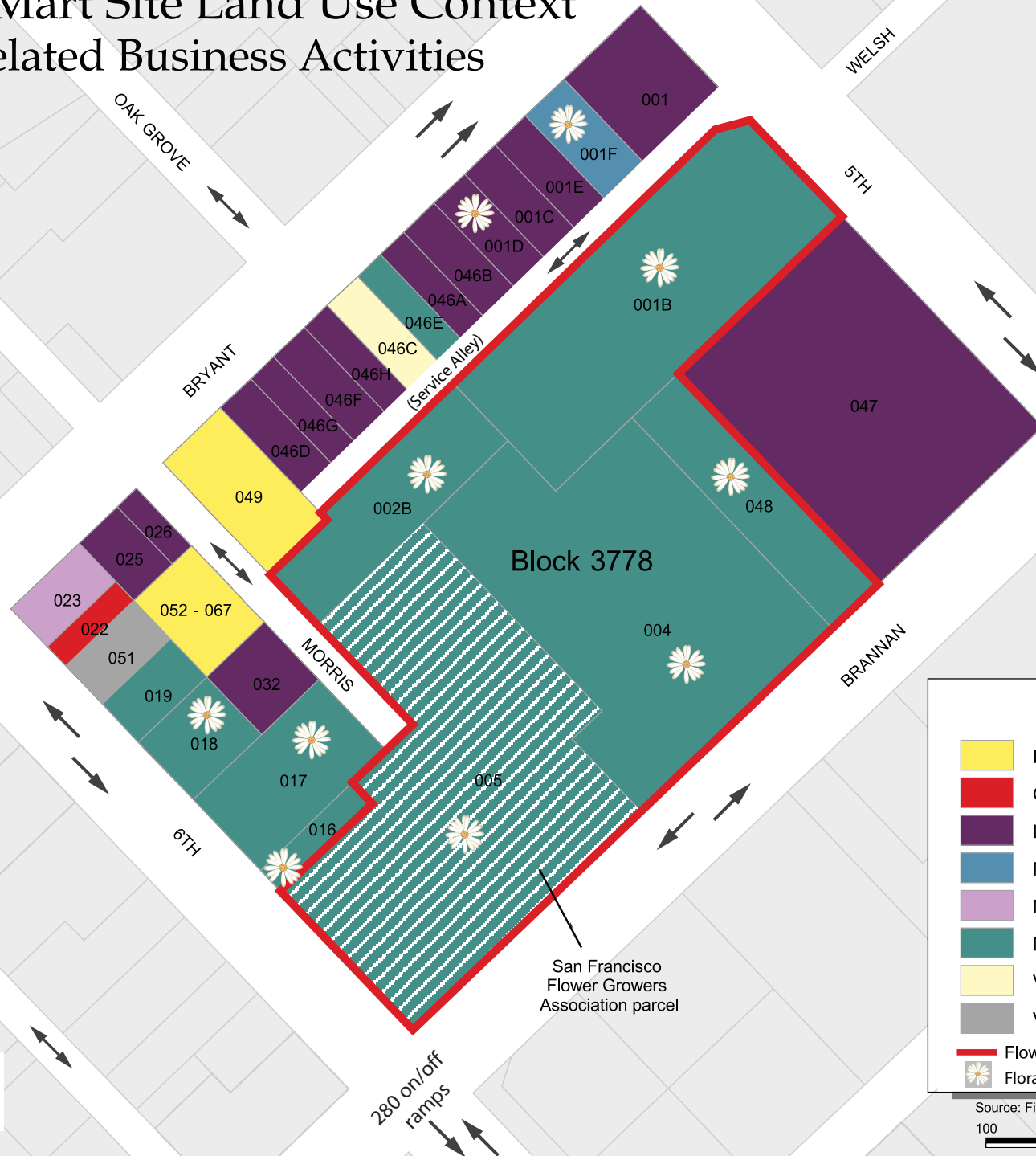


5th St frontage with adjacent SBE utility yard

Flower Mart Site and Vicinity Aerial



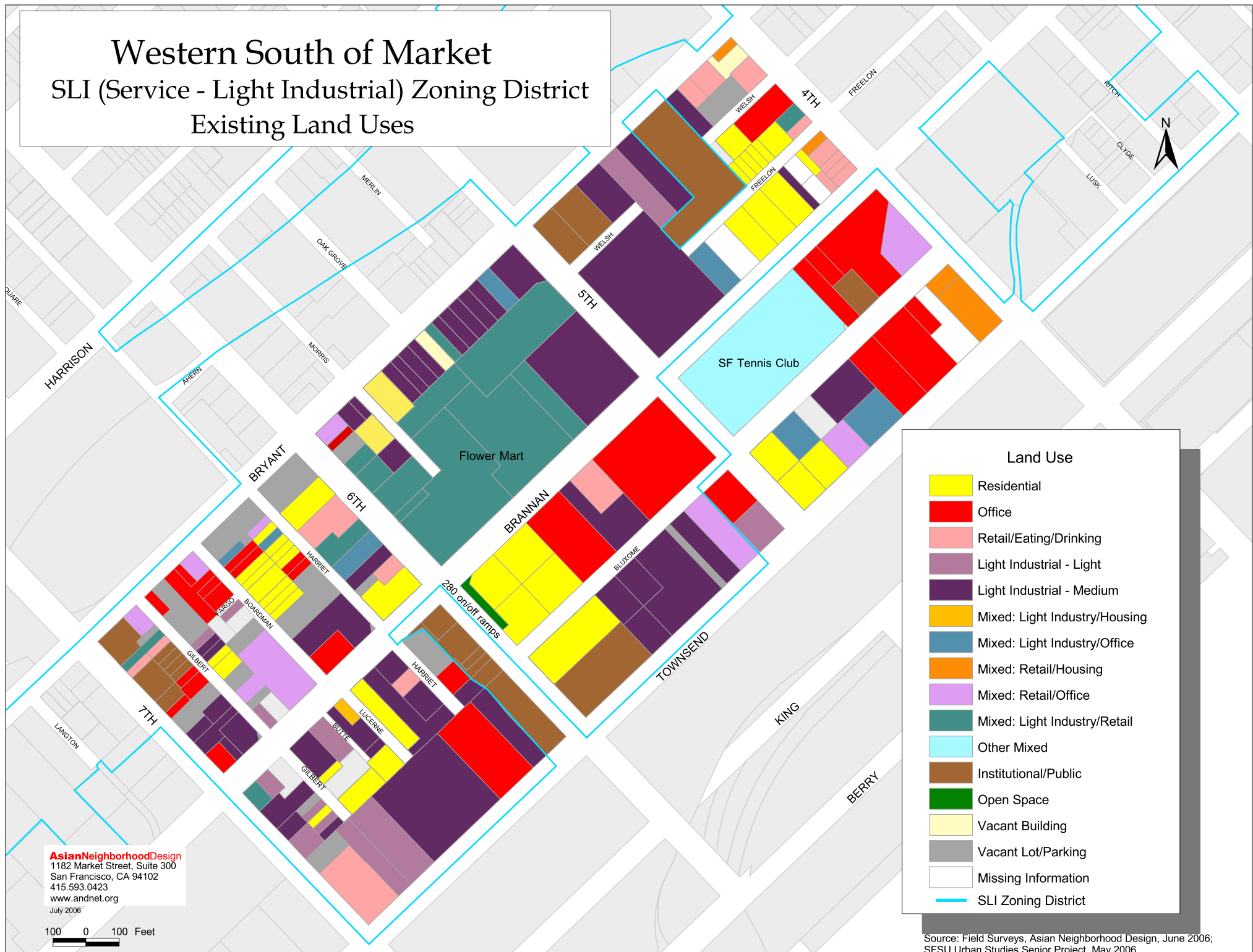
Flower Mart Site Land Use Context & Related Business Activities

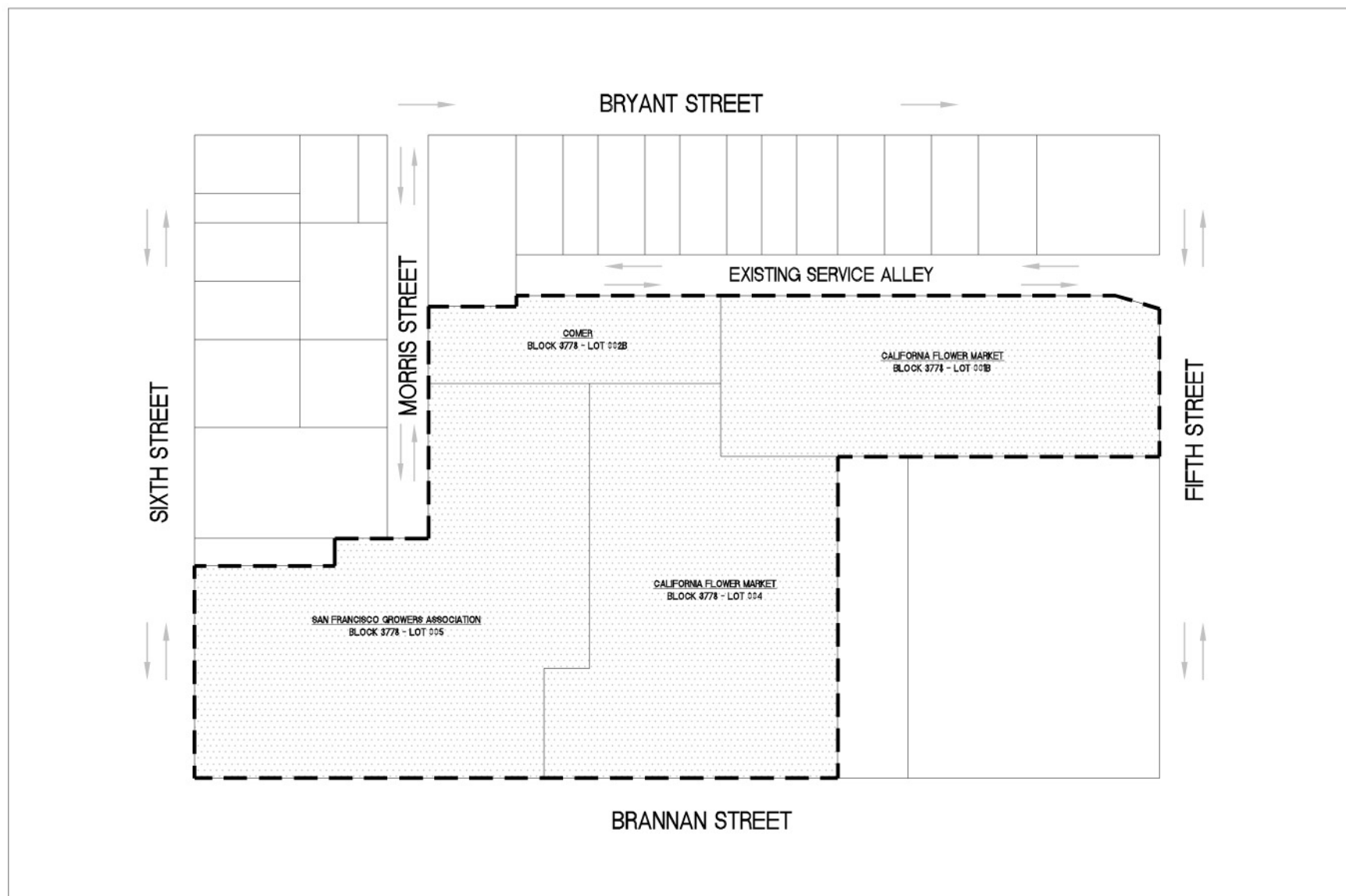


Western South of Market

SLI (Service - Light Industrial) Zoning District

Existing Land Uses

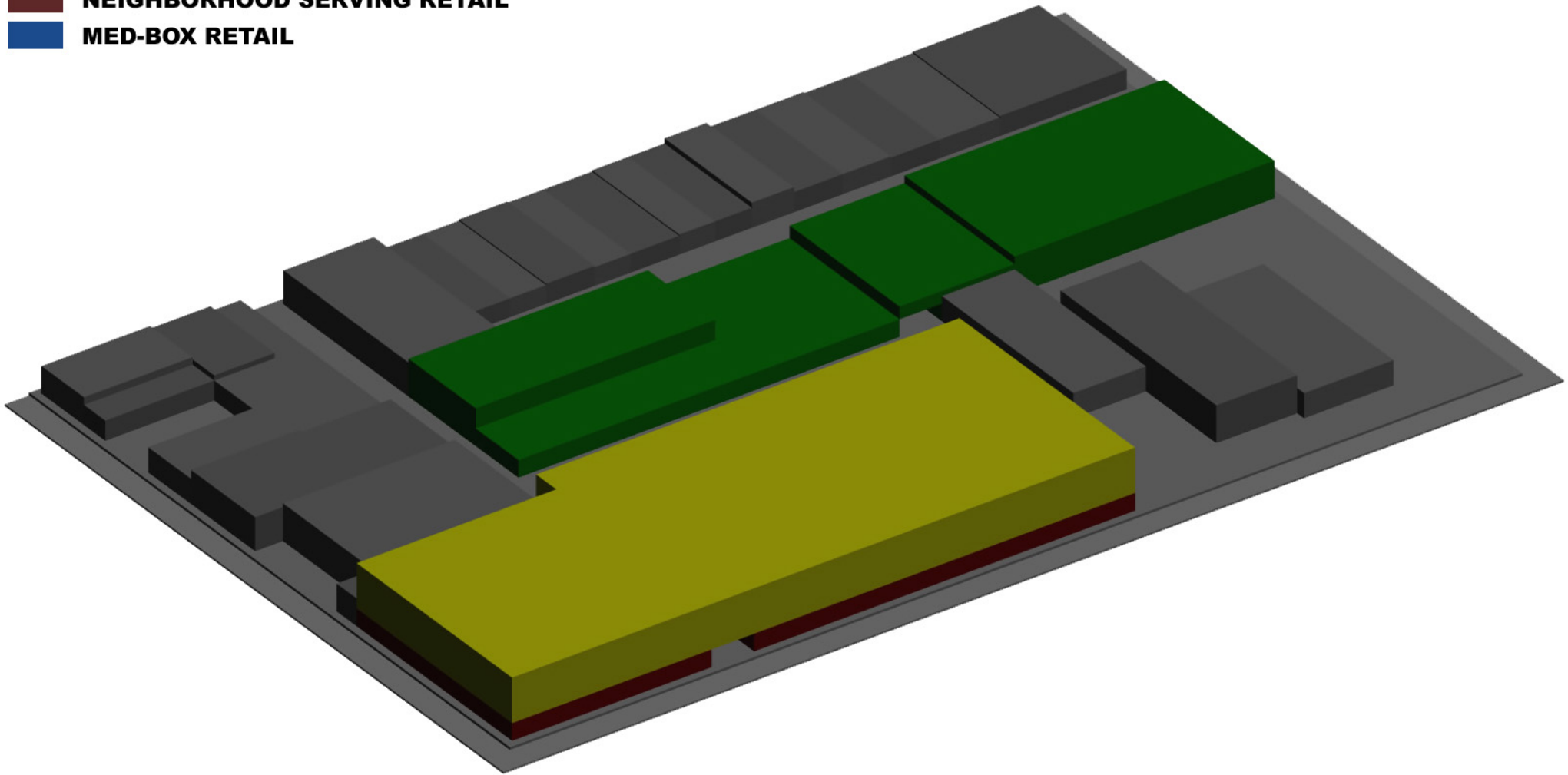




EXISTING CONDITION

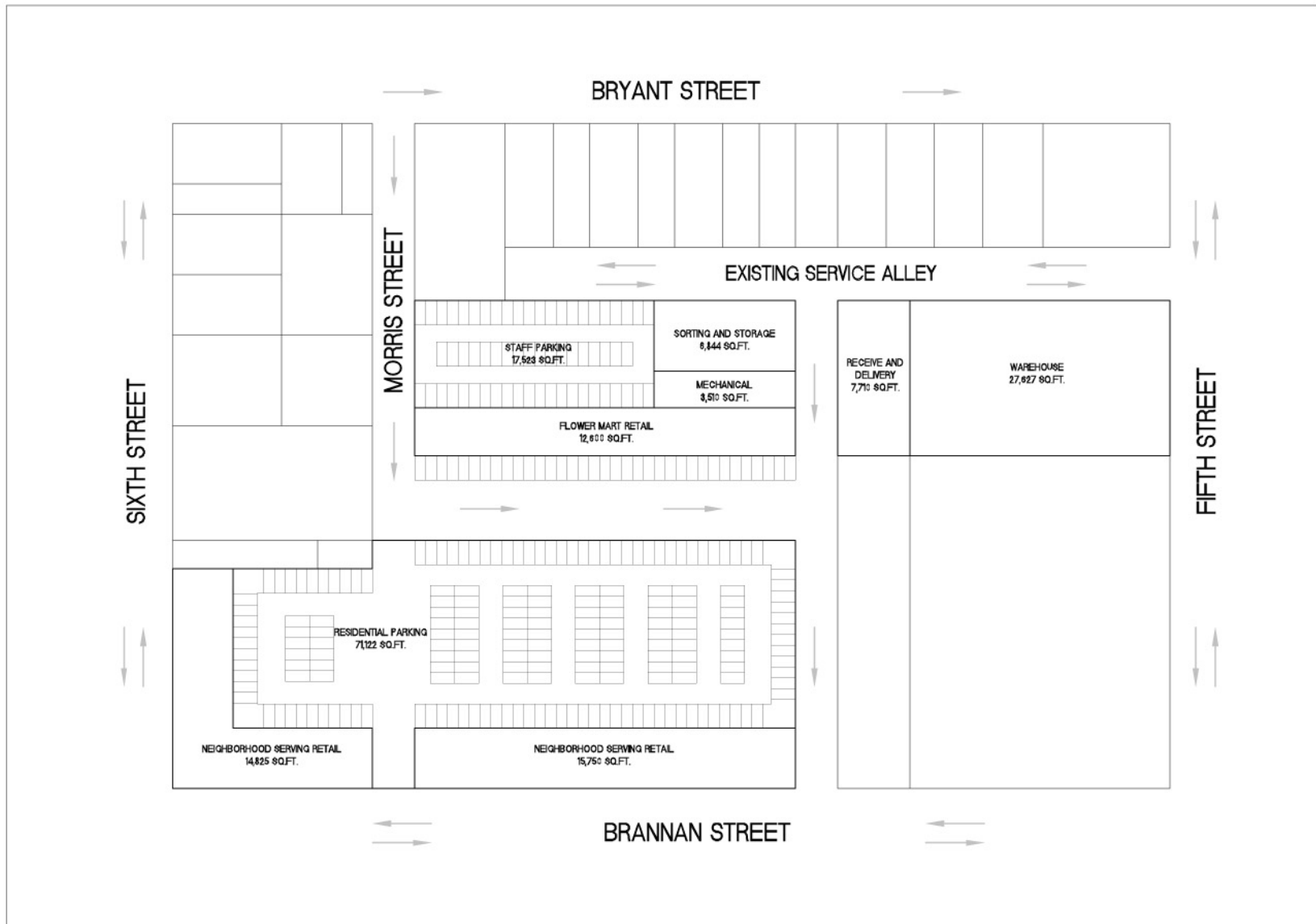
FLOWER MART SITE STUDY

-  **FLOWER MART**
-  **RESIDENTIAL**
-  **NEIGHBORHOOD SERVING RETAIL**
-  **MED-BOX RETAIL**



FLOWER MART SITE STUDY - SCENARIO 1A

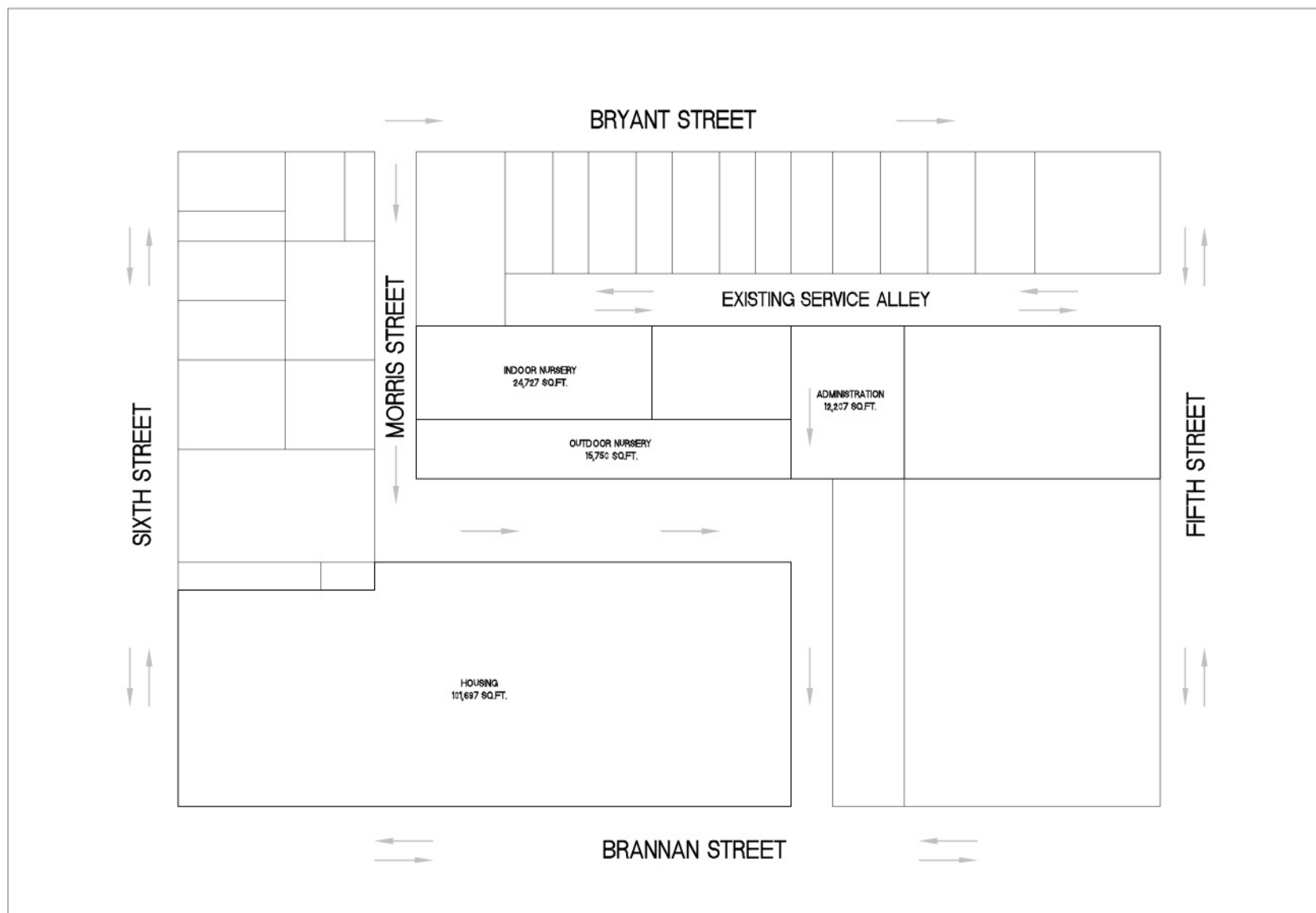
FLOWER MART + AFFORDABLE HOUSING
3D ILLUSTRATION



GROUND FLOOR PLAN

FLOWER MART SITE STUDY - SCENARIO 1A

FLOWER MART + AFFORDABLE HOUSING
SCALE: 1/128" = 1'-0"

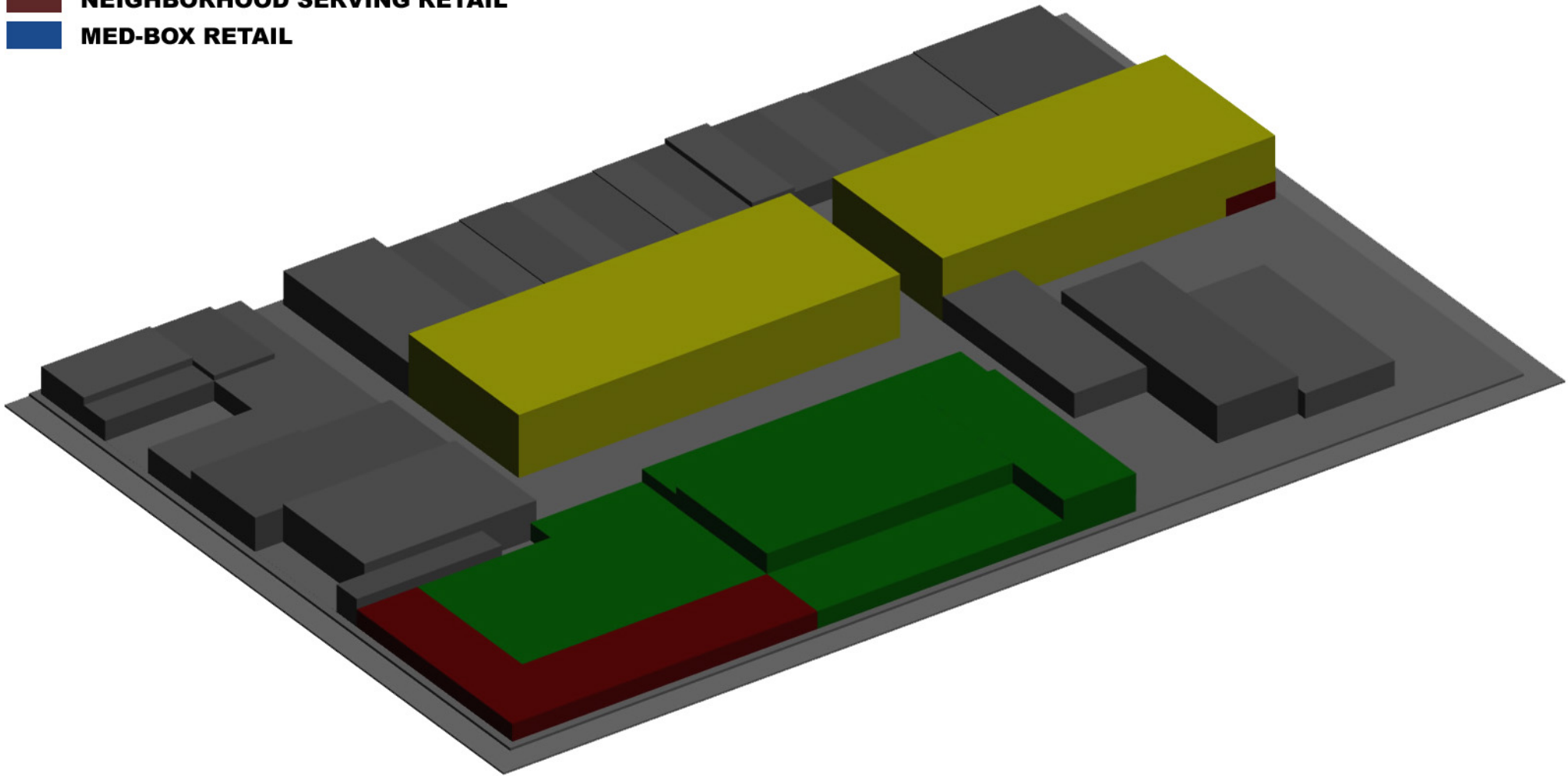


UPPER FLOOR PLAN

FLOWER MART SITE STUDY - SCENARIO 1A

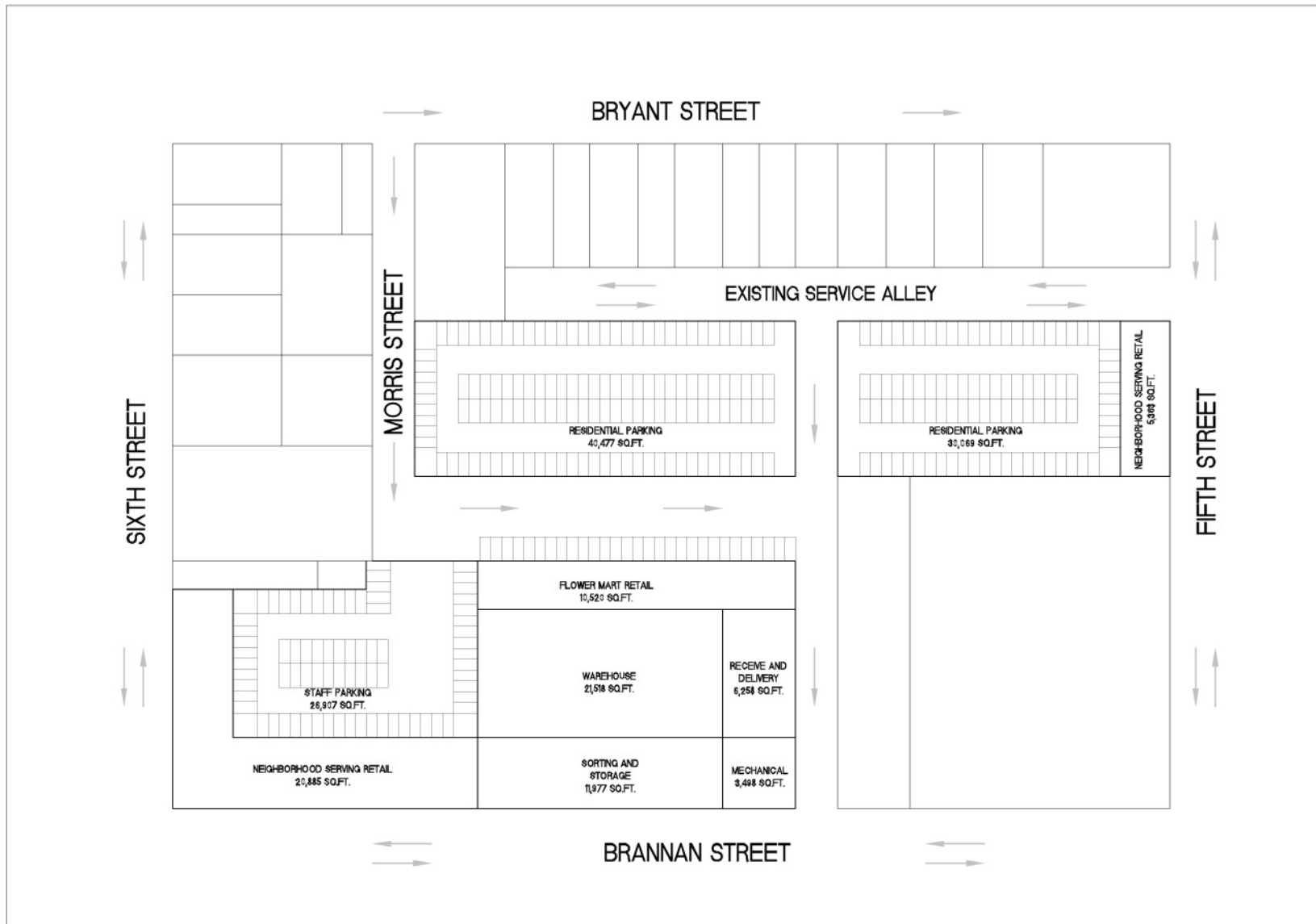
FLOWER MART + AFFORDABLE HOUSING
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-  **FLOWER MART**
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FLOWER MART SITE STUDY - SCENARIO 1B

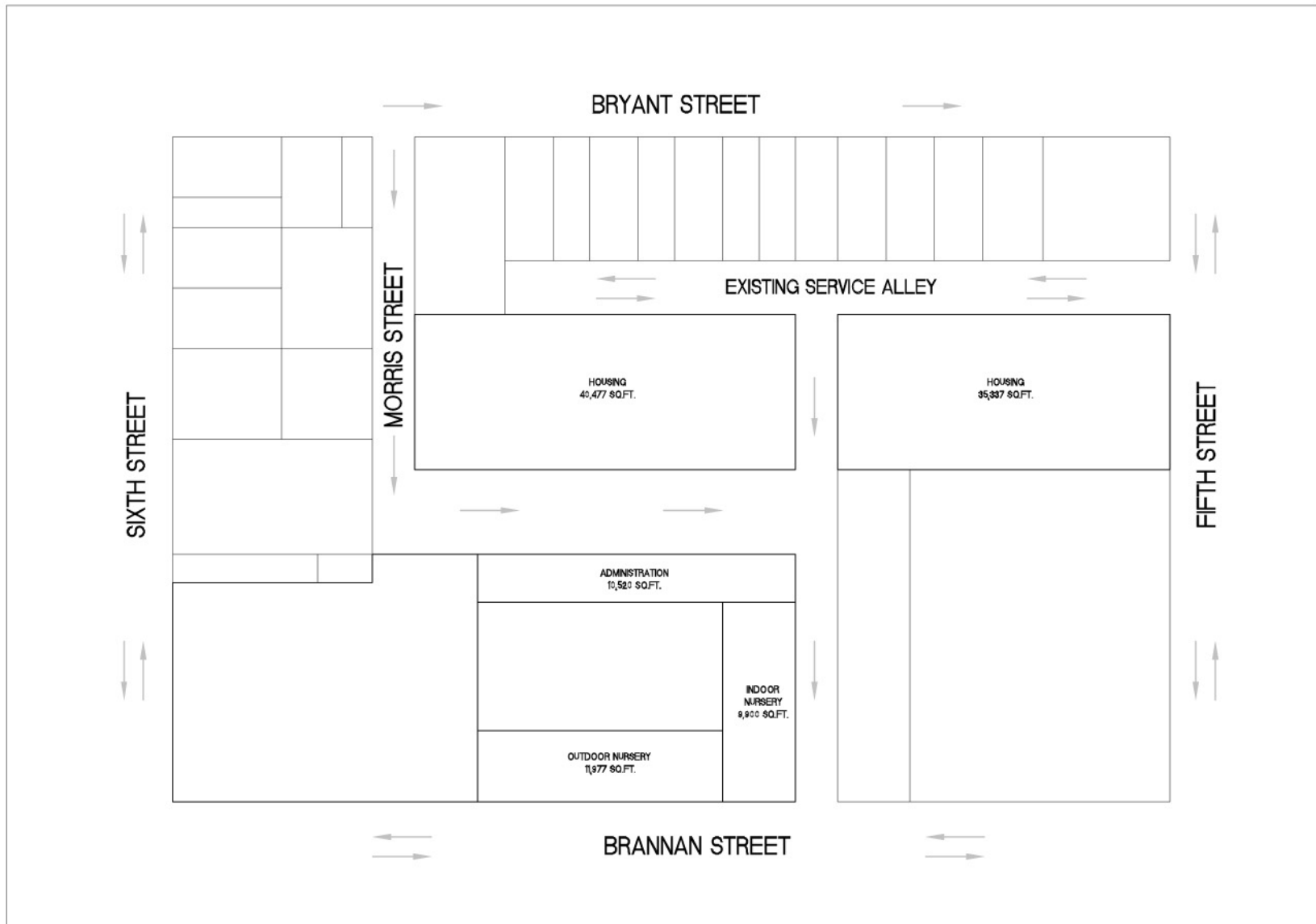
FLOWER MART + AFFORDABLE HOUSING
3D ILLUSTRATION



GROUND FLOOR PLAN

FLOWER MART SITE STUDY - SCENARIO 1B

FLOWER MART + AFFORDABLE HOUSING
SCALE: 1/128" = 1'-0"

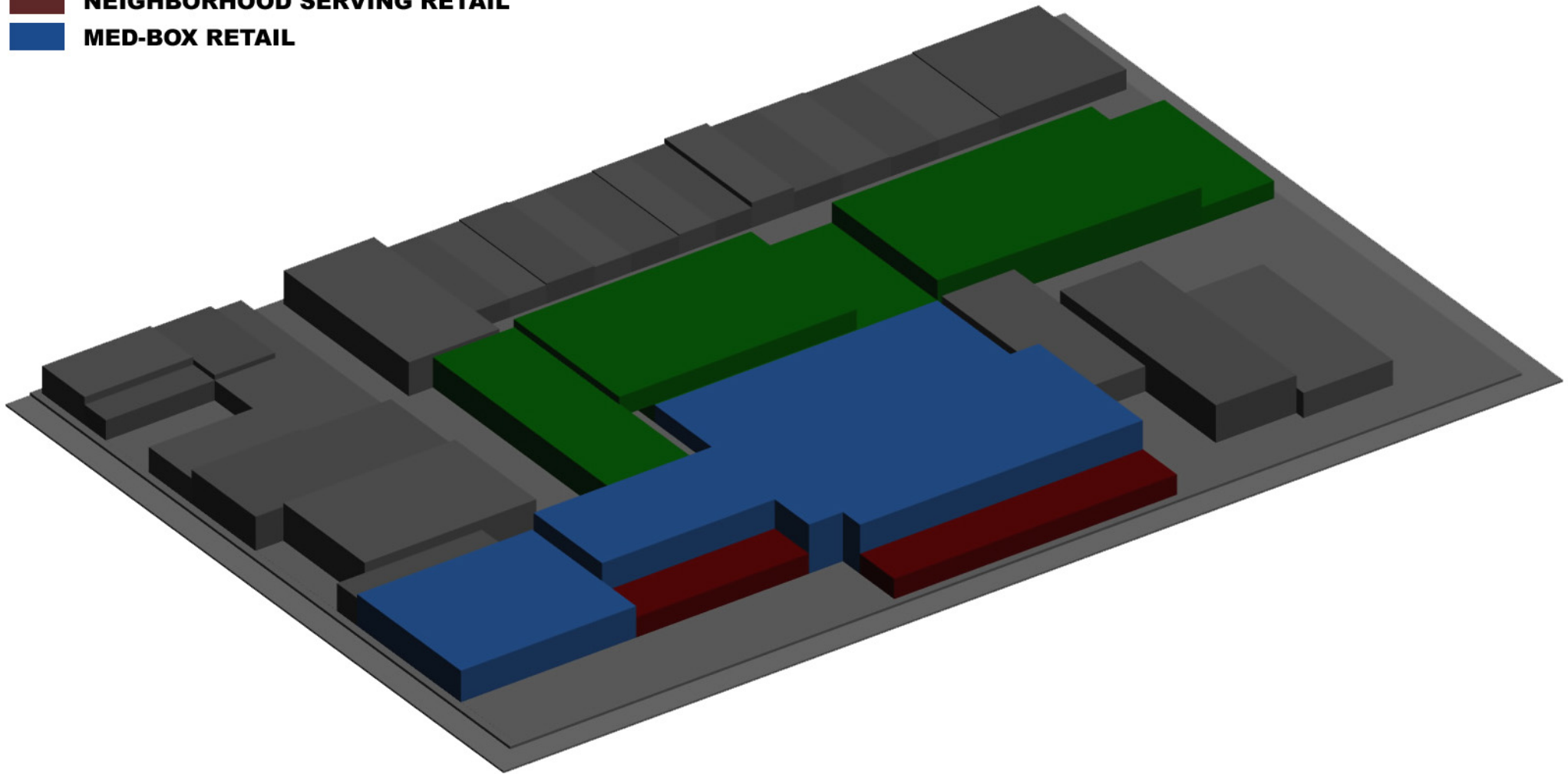


UPPER FLOOR PLAN

FLOWER MART SITE STUDY - SCENARIO 1B

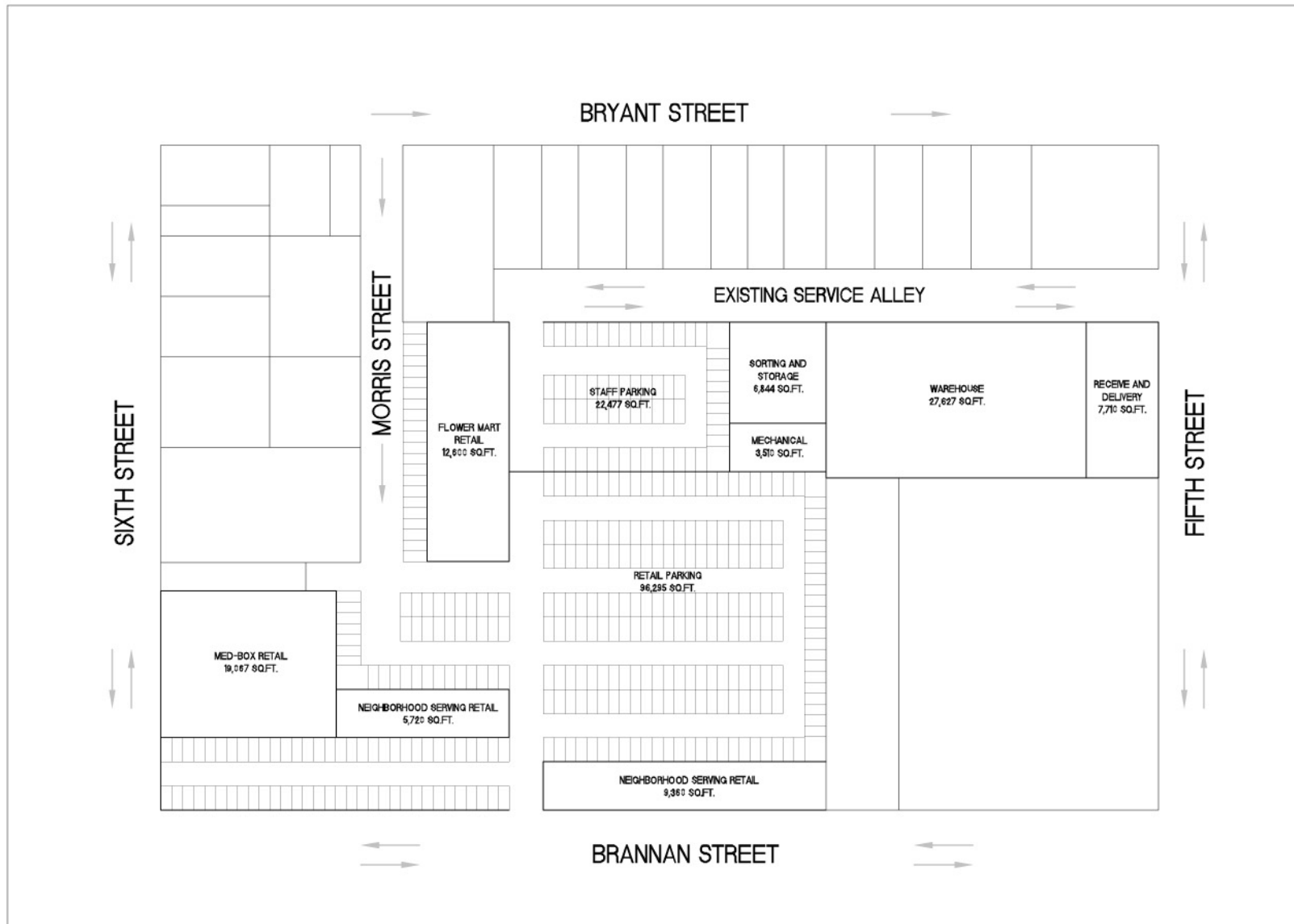
FLOWER MART + AFFORDABLE HOUSING
SCALE: 1/128" = 1'-0"

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FLOWER MART SITE STUDY - SCENARIO 2A

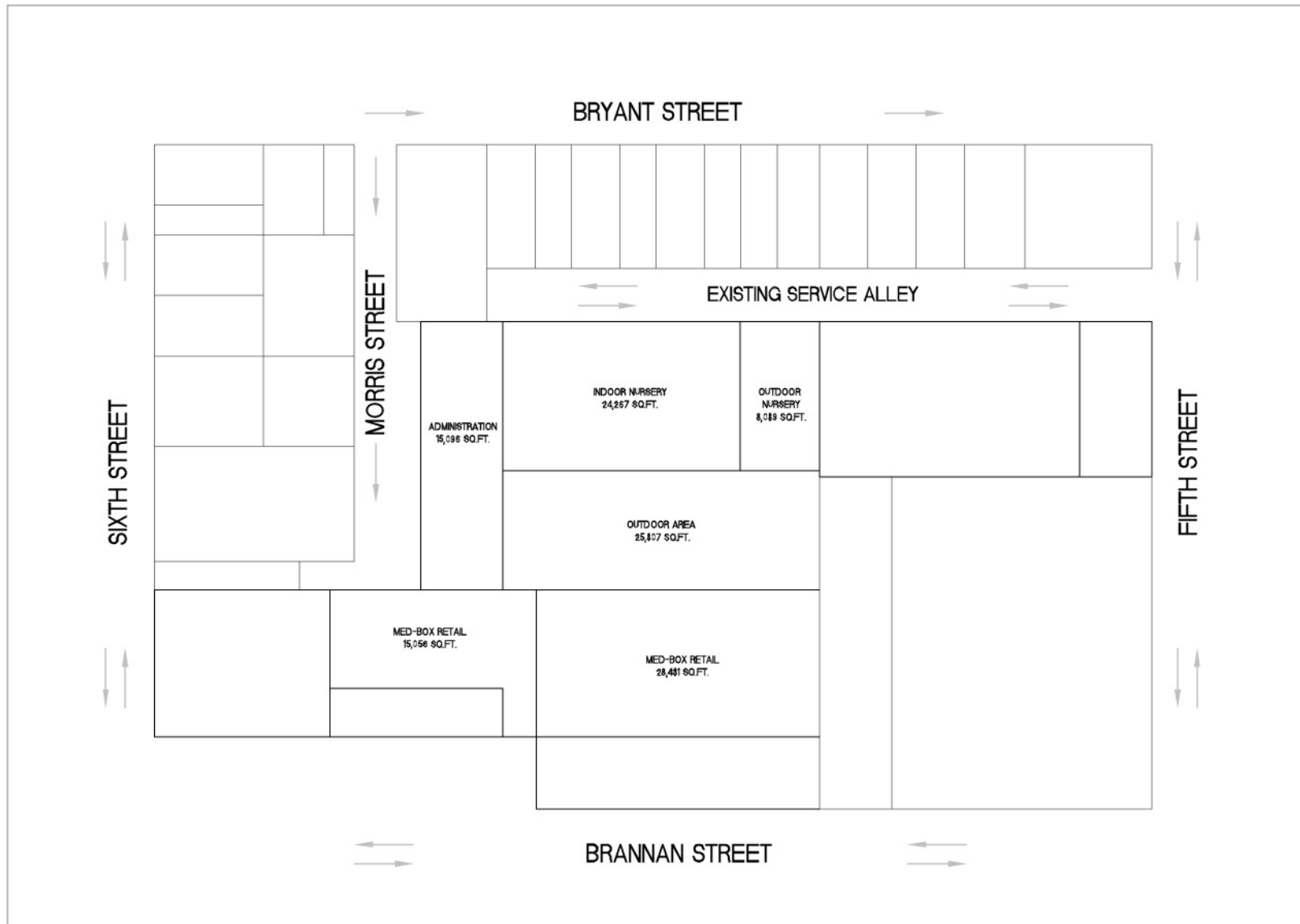
FLOWER MART + MED-BOX RETAIL
3D ILLUSTRATION



GROUND FLOOR PLAN

FLOWER MART SITE STUDY – SCENARIO 2A

FLOWER MART + MED-BOX RETAIL
SCALE: 1/128" = 1'-0"

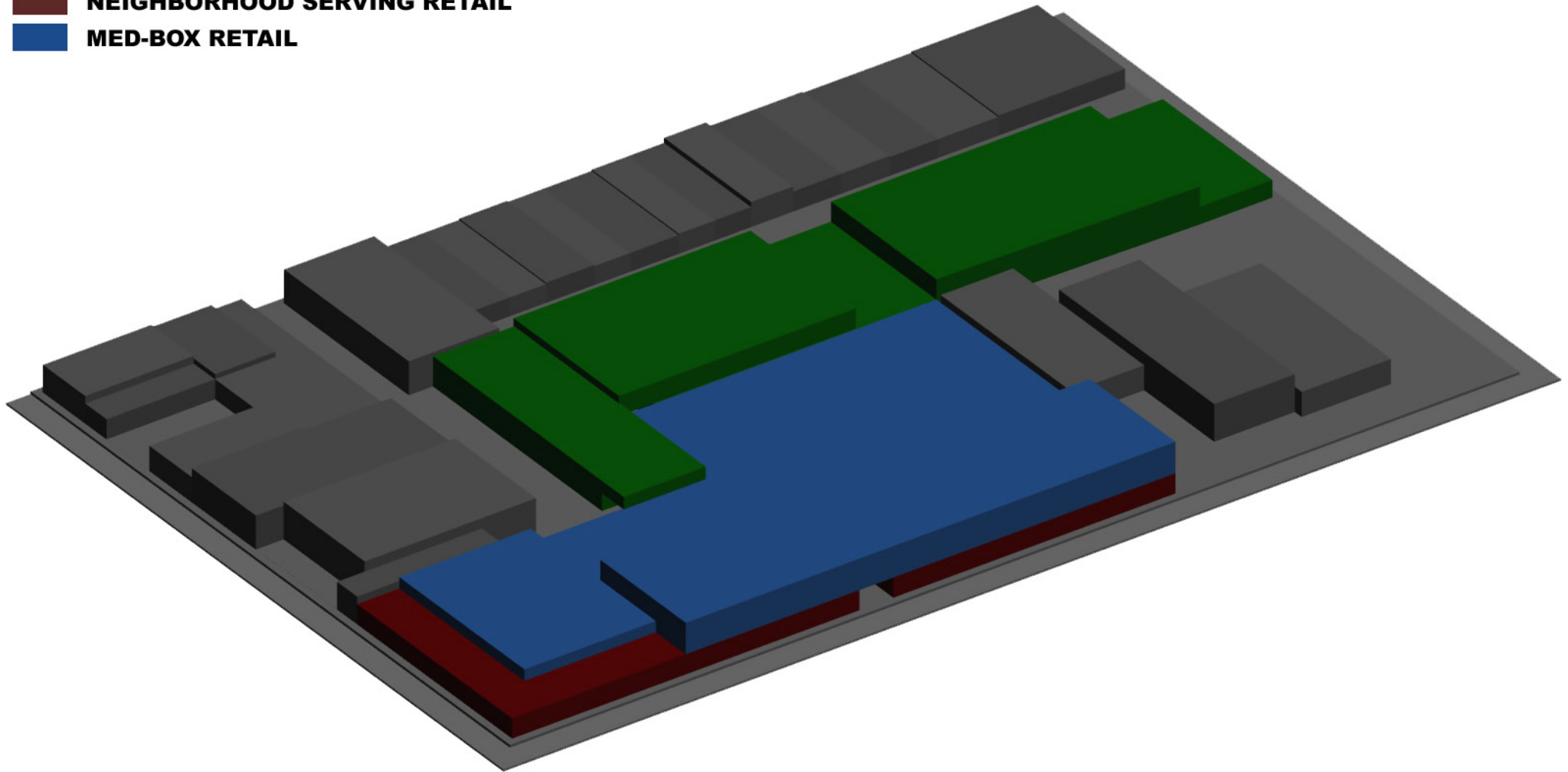


UPPER FLOOR PLAN

FLOWER MART SITE STUDY - SCENARIO 2A

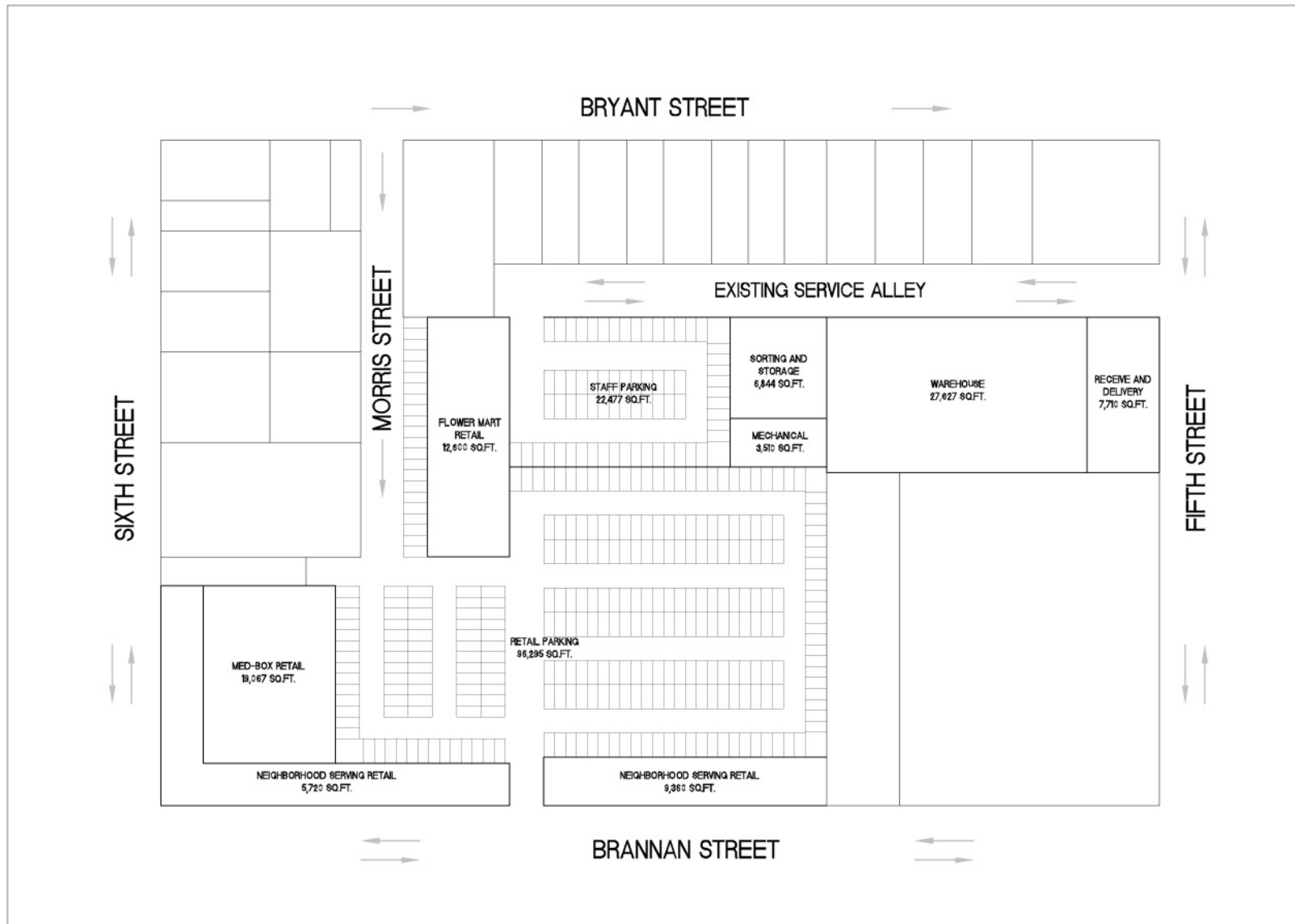
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FLOWER MART SITE STUDY - SCENARIO 2B

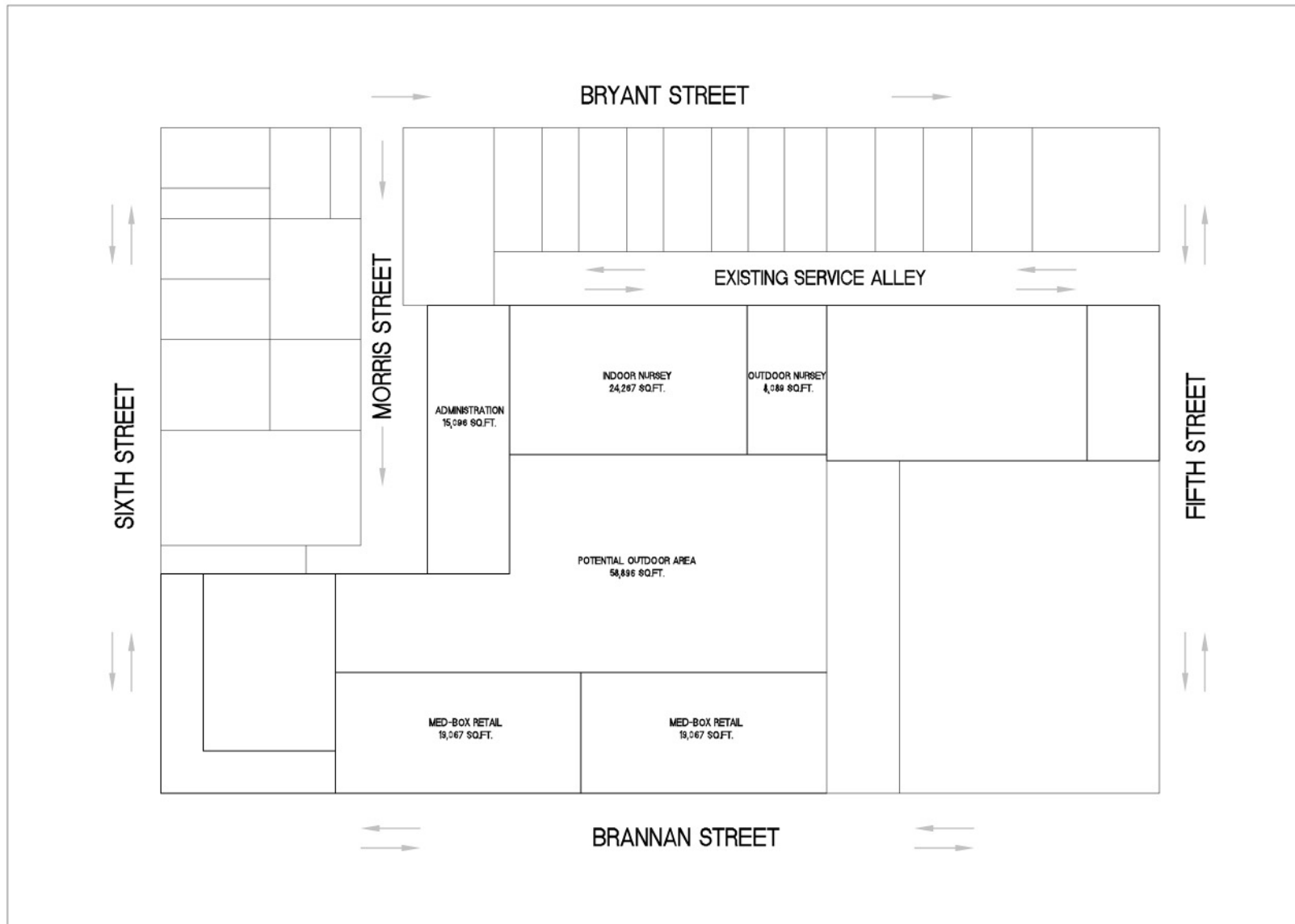
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UPPER FLOOR PLAN

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