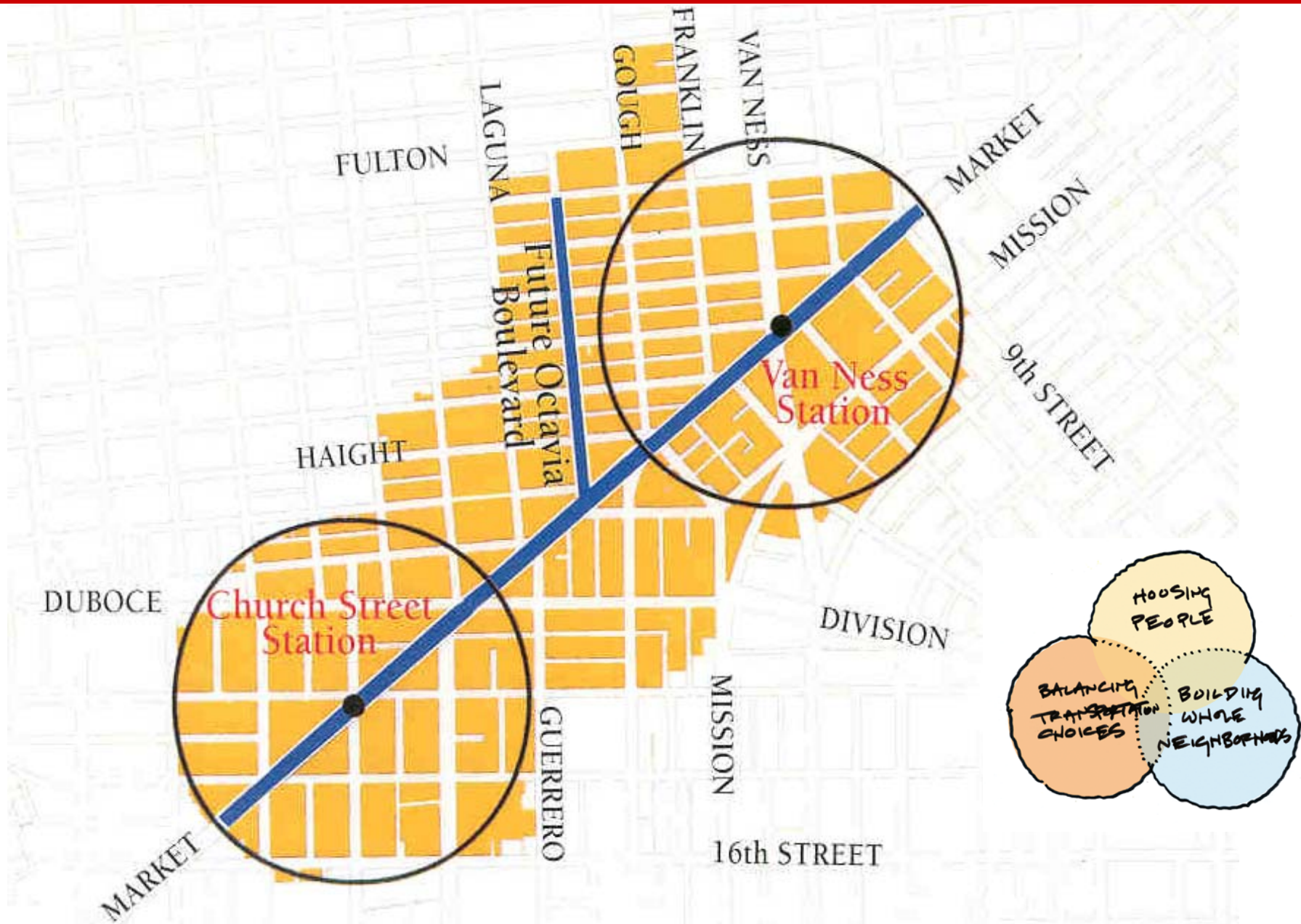


An aerial photograph of San Francisco, California, showing a dense urban grid. A large area in the center of the image is highlighted in yellow, indicating a specific planning or development zone. This highlighted area is bounded by Van Ness Avenue to the north and Market Street to the south. The text "Van Ness and Market" is overlaid in large red letters across this highlighted area. Other street names visible include "Van Ness", "Market", "Church Street", and "Lombard".

Van Ness and Market

**Kearstin Dischinger,
SF Planning Department**

Market and Octavia Plan Area



Punctuate the end of downtown

Van Ness and Market SUD

High density residential and commercial uses to service the neighborhood and surrounding area.



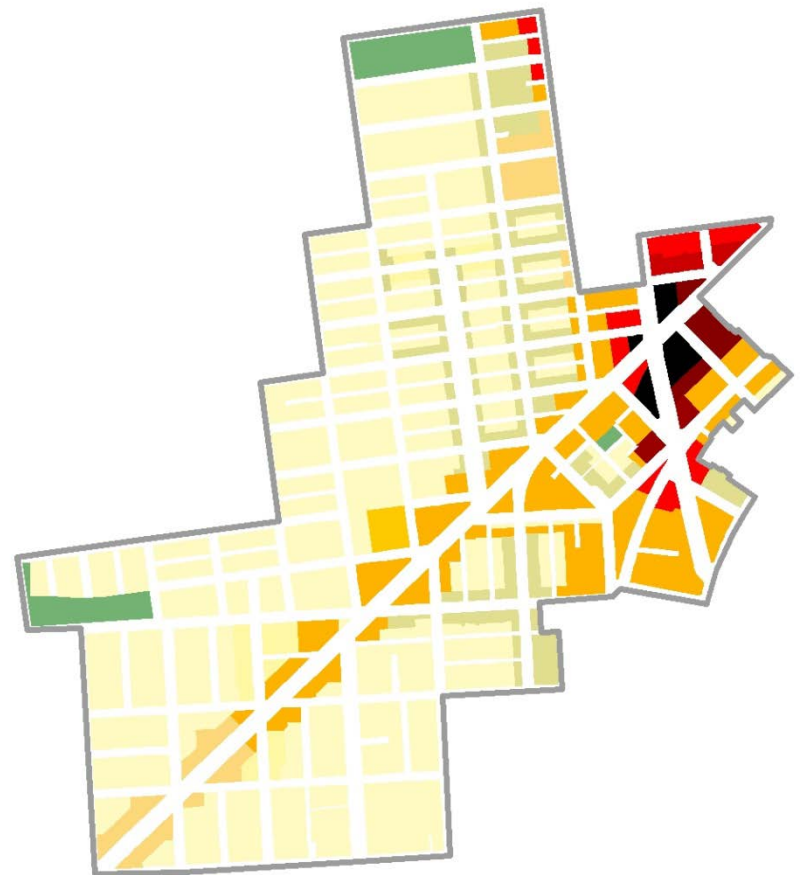
Height Plan for Market and Octavia

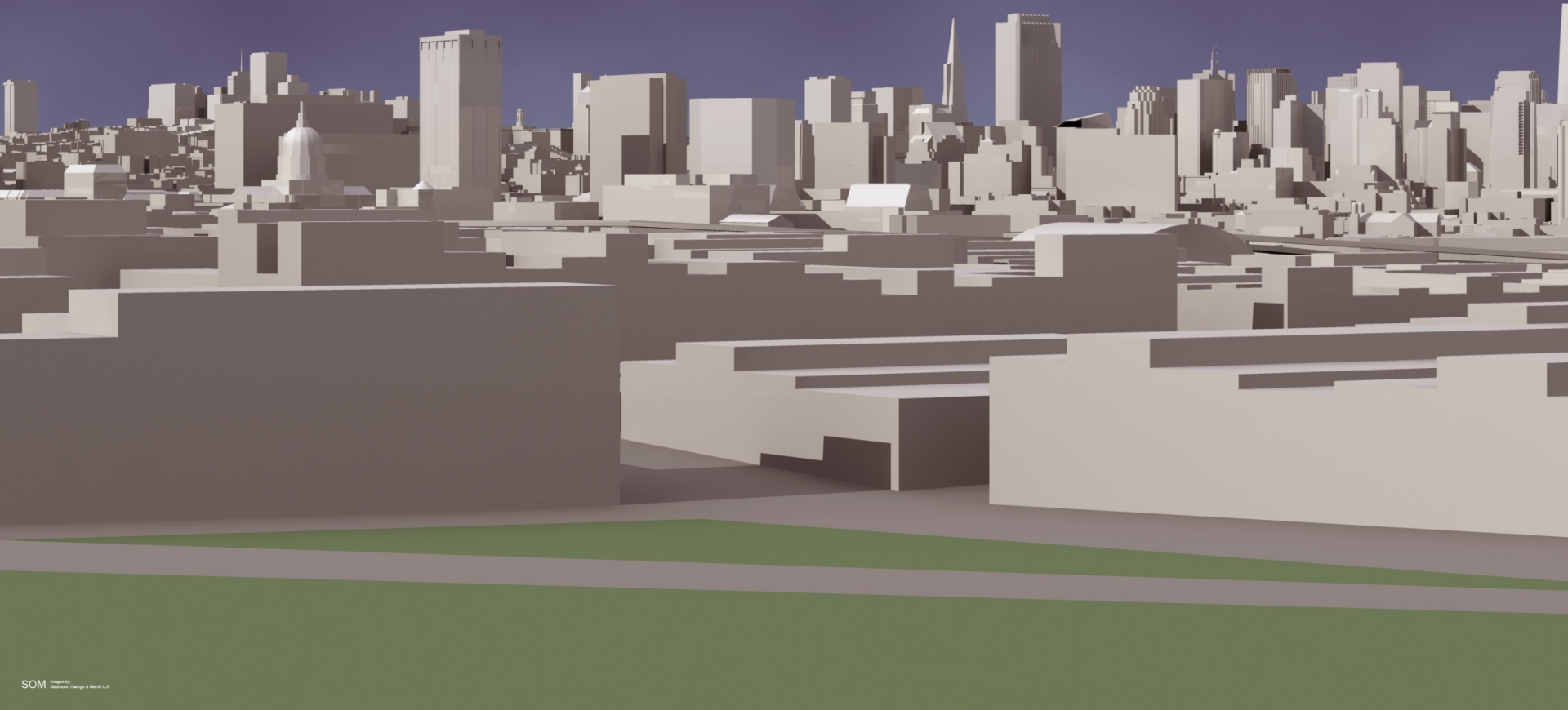
Fine-grained height proposal: complement the prevailing scale, relate to both street width and topography, ensure light and air can reach the street end enliven the public sphere, secure the intimate scale of alleys as viable corridors, and to emphasize important streets and nodes as housing opportunities.

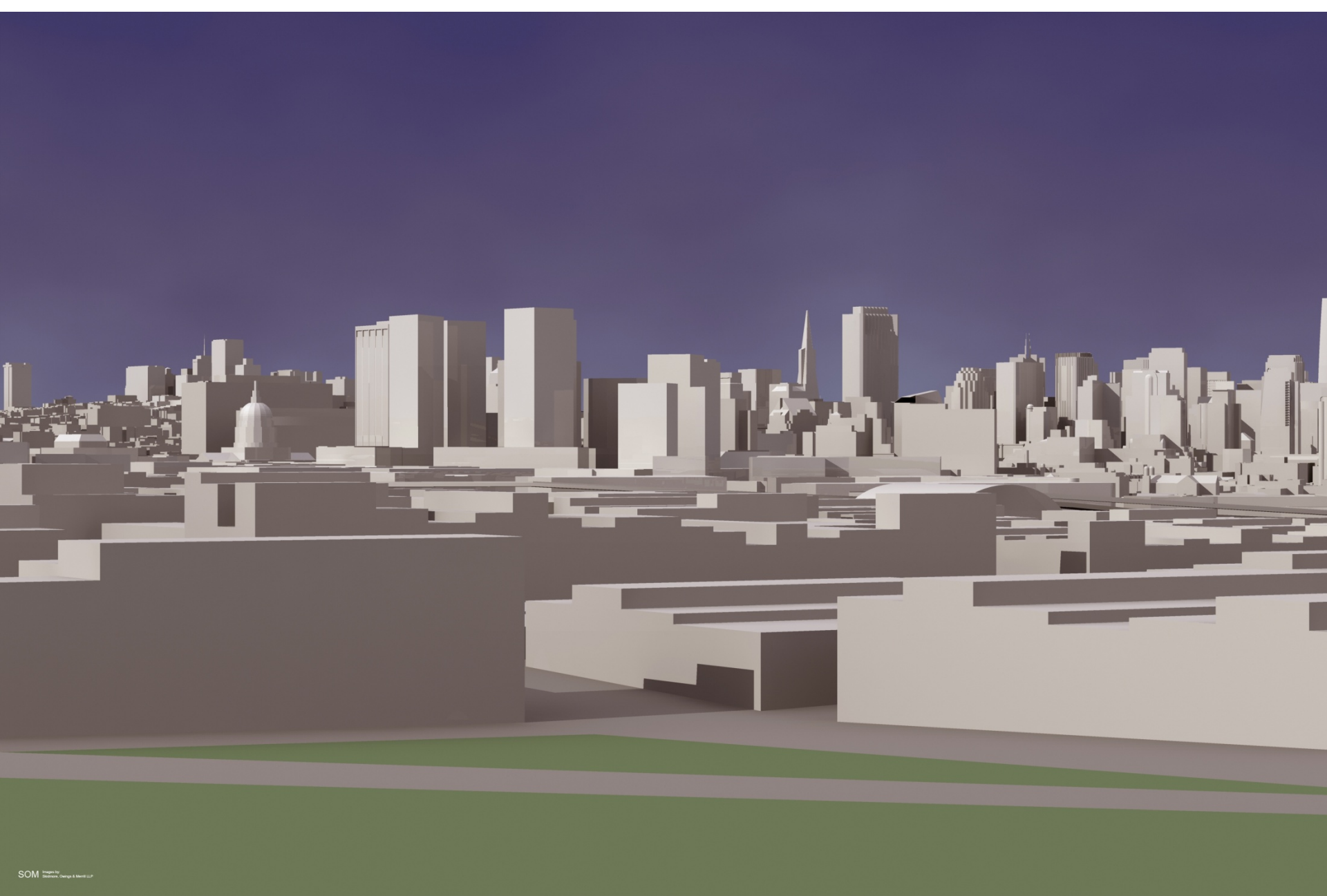
HEIGHT CONCEPT



HEIGHT DISTRICTS







SoMa West Public Realm



Establish a functional, attractive and well-integrated system of public streets and open spaces in the SoMa West area.

Funding New Infrastructure – Impact Fees

Community Improvements Impact Fee

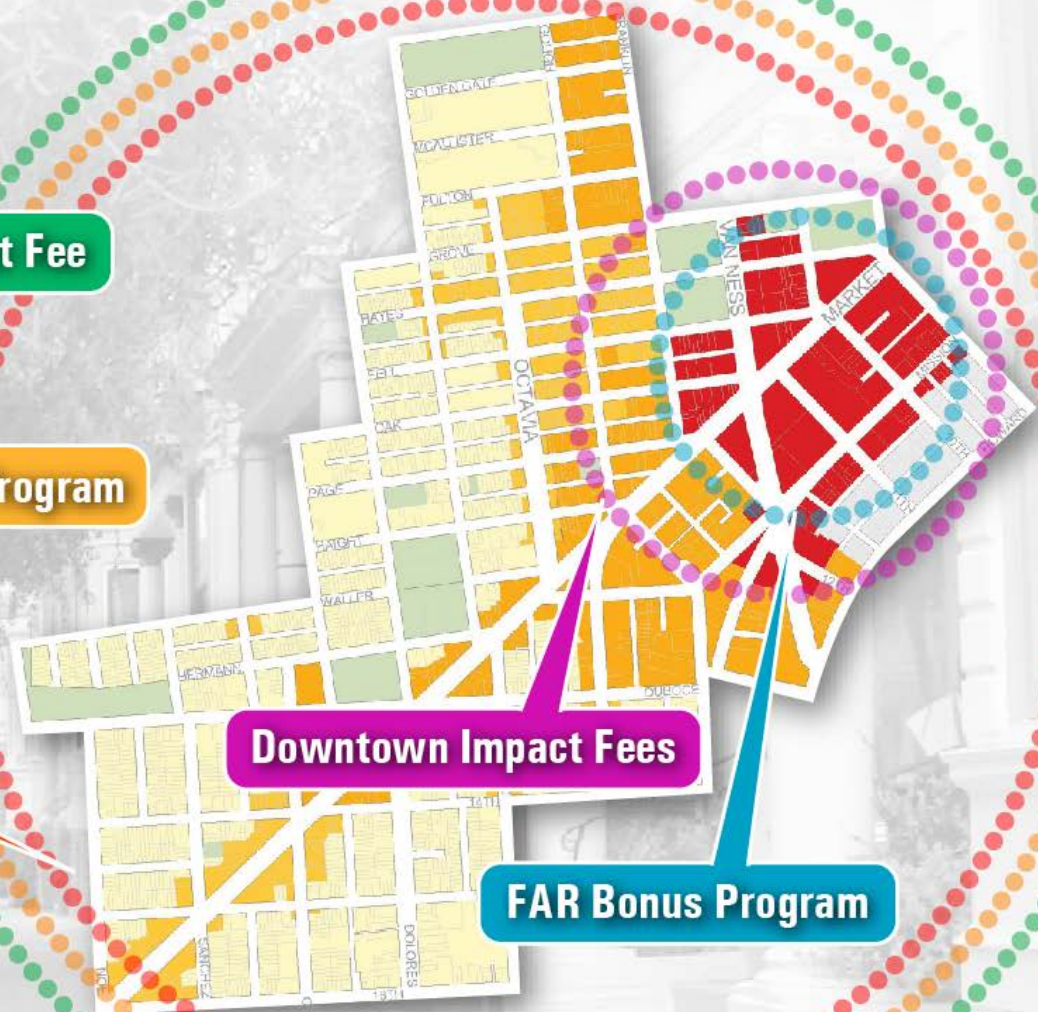
Citywide Inclusionary Housing Program

Citywide Impact Fees

Downtown Impact Fees

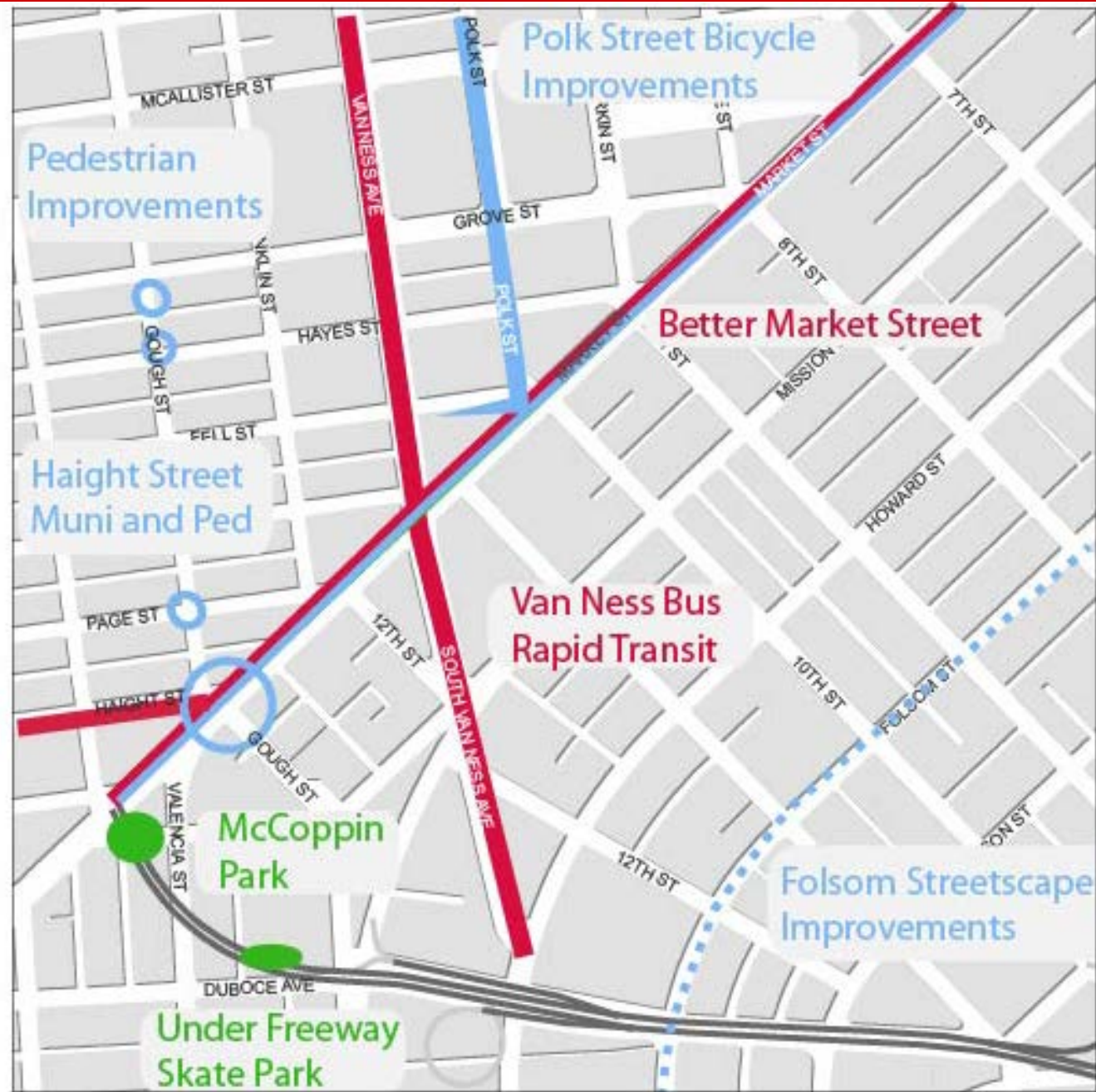
FAR Bonus Program

IMPACT FEES



Major Infrastructure Projects – Near Term

Transit
Pedestrian/Bicycle
New Parks



Van Ness BRT



Pipeline Development Projects – Planning Department

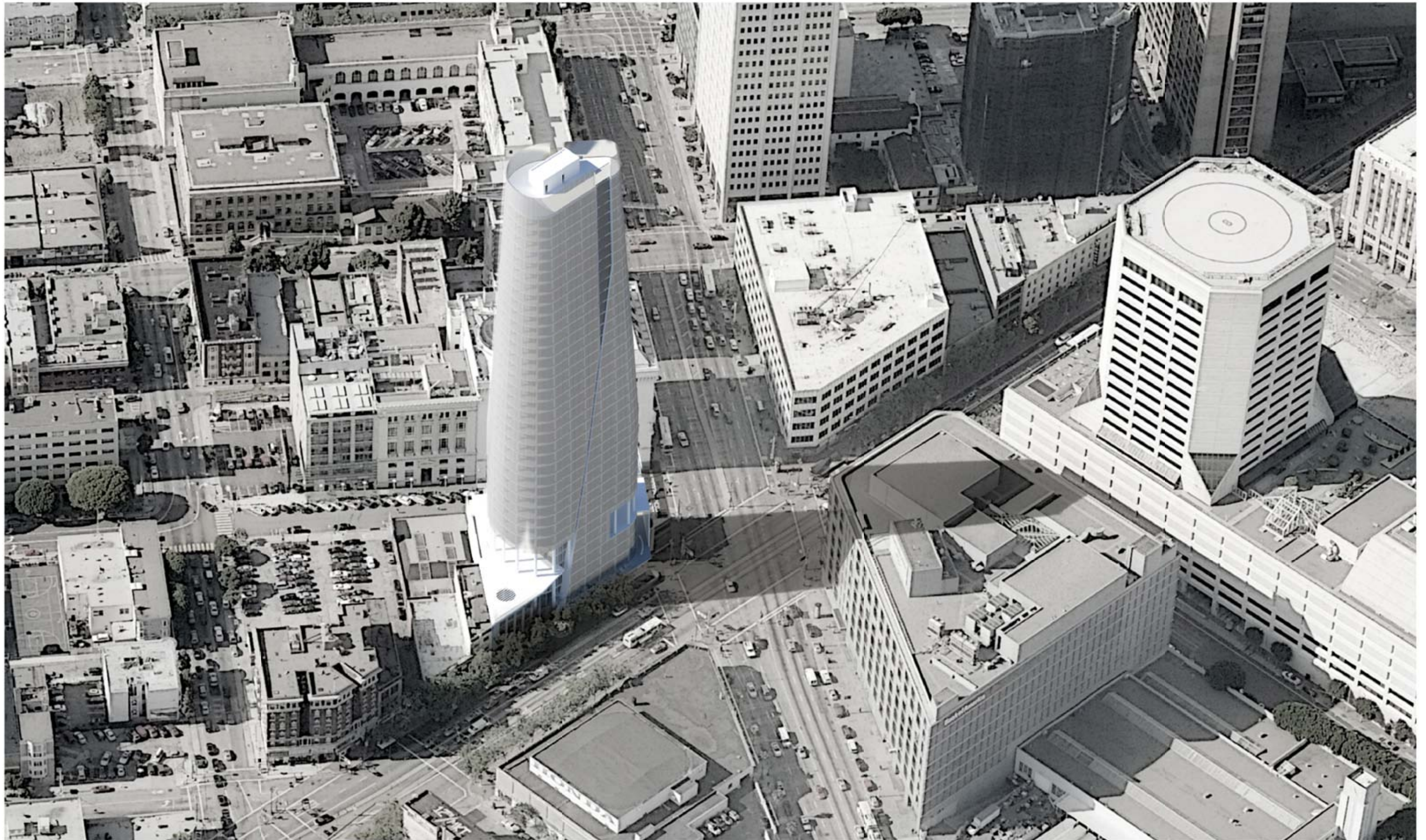
Dots:

New construction proposals or projects.

Red Circles:

Recently completed major construction or rehab projects









Opportunity Sites

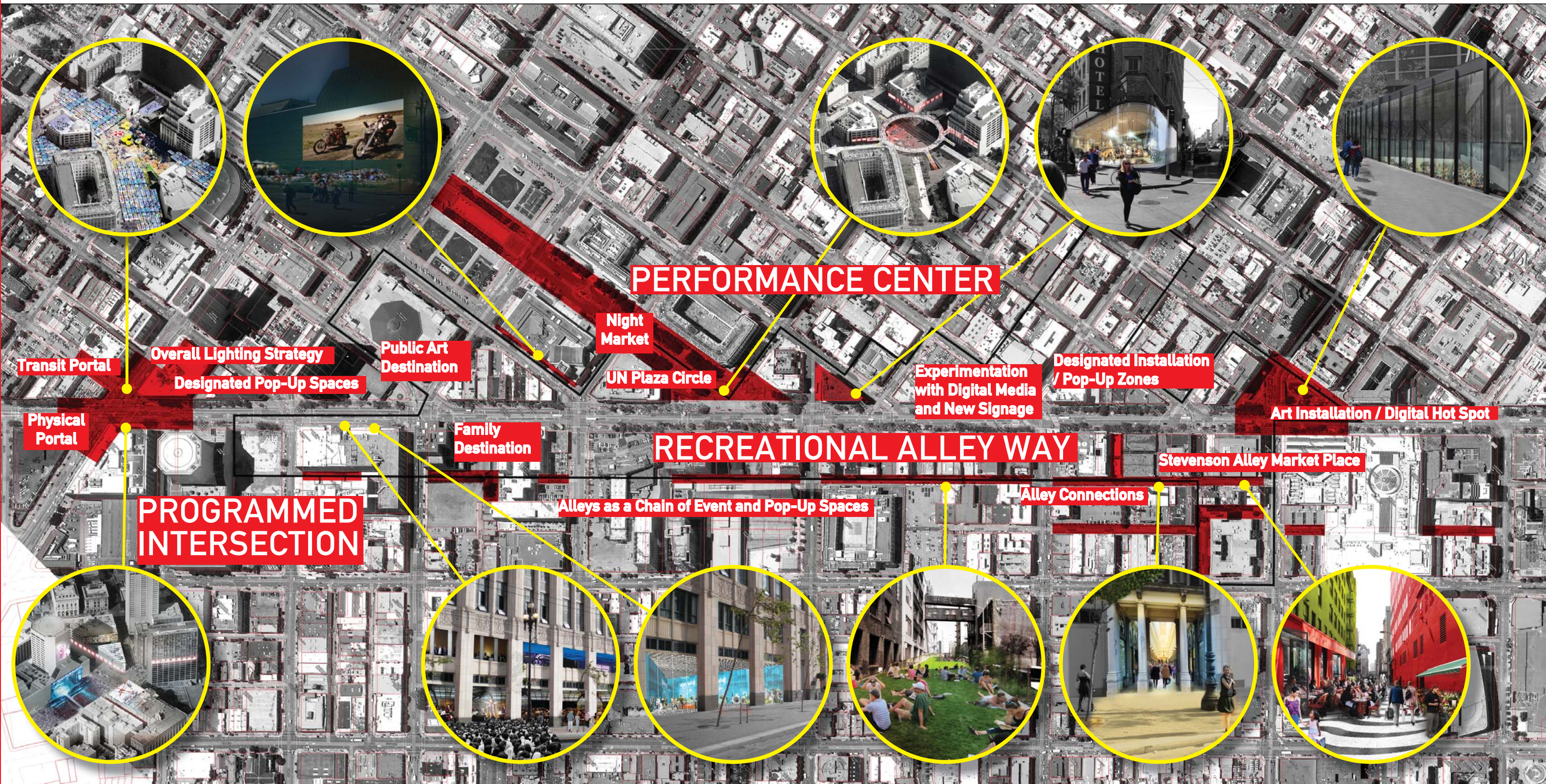
Van Ness & Market Intersection

Bill Graham Auditorium

UN Plaza

Renoir Hotel

Hallidie Plaza



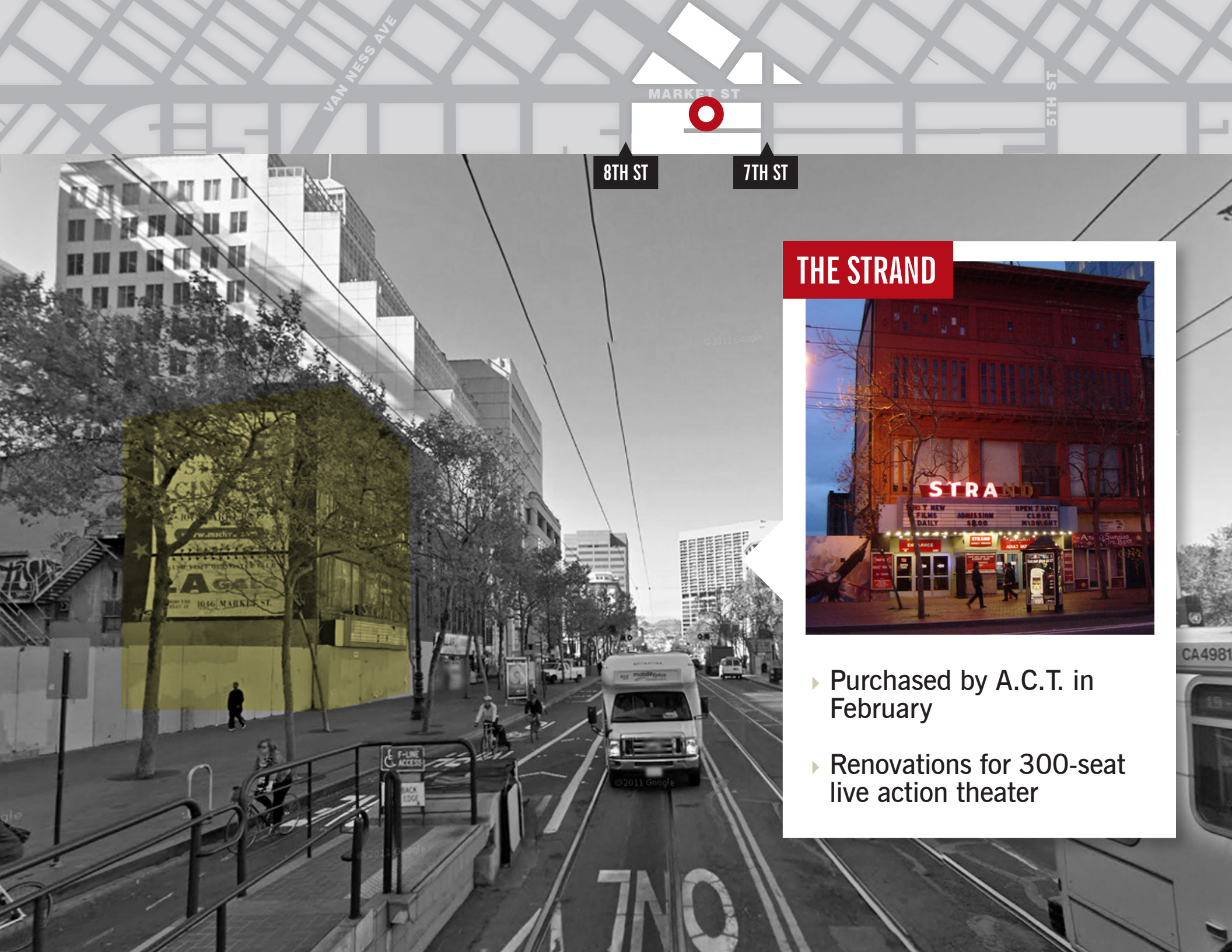
Van Ness & Market Intersection

Stevenson Street

Stevenson Street

A TOUR DOWN MARKET STREET

Building San Francisco



THE STRAND



- ▶ Purchased by A.C.T. in February
- ▶ Renovations for 300-seat live action theater



TRINITY PLACE



1,900 new housing units and 60,000^{sf}
of new retail will transform the area



9TH ST

8TH ST

MARKET ST

5TH ST

MARKET SQUARE

DD **DOLBY**
DIGITAL

- ▶ Purchased by Dolby Laboratories in June
- ▶ Worldwide HQ, 700 jobs relocating to Central Market



55 NINTH STREET

An architectural rendering of the proposed new building at 55 Ninth Street. The building is a tall, modern structure with a glass curtain wall and a distinctive angular design. It is shown in a colorized view against a blue sky.

- ▶ 273 new housing units, 5,000^{sf} retail
- ▶ Broke ground earlier this year





1355 MARKET STREET



- ▶ Shorenstein Company has invested over \$80m to upgrade the property
- ▶ Tenants include Twitter, One Kings Lane, Callsocket, Yammer (over 360,000^{sf})
- ▶ Ground floor retail will transform the block



VAN NESS AVE

9TH ST

MARKET ST

5TH ST

SQUARE



- ▶ Occupying 150,000^{sf} of office space by Summer 2013
- ▶ 1,300 employees by 2013

Thank you.

