OAK PLAZA
PRESENTATION TO MOCAC
February 22, 2016
Our cities and neighborhoods deserve great public space.

When properly cared for, urban plazas, parks and streets unite communities, providing safe shared places to relax, play, connect and celebrate.

When neglected, they divide communities and undermine shared values.

At Build Public we apply the spirit of innovation to empower neighborhoods to finance, build and maintain great public spaces.
One Oak Project Data Sheet
2/22/16

Project Address: 1500-1540 Market Street
Lot Area: 18,219 SF
Zoning District: C-3-G, Van Ness & Market Downtown Residential Special Use District
Height & Bulk District: 120/400-R-2
Proposed Height: 400'
Number of Stories: 40
Gross Square Footage: 499,580 SF
Total Units: 300

Proposed Unit Mix:
• Jr 1BR: 17%, 50 Units
• 1BR: 31%, 92 Units
• 2BR, 3BR+: 53%, 158 Units

Total Ground Floor Restaurant/Retail Square Footage: 4,020 SF
Open Space: 14th floor podium roof deck, 2nd floor solarium, 71 private balconies, and a portion of the proposed public plaza

Bicycle Parking:
• 300 Class 1 Spaces located on 2nd floor (exceeds code requirement)
• 60 Class 2 Spaces located around the building
• Bicycle Valet Service and "Bike-alator" from Oak Street

Car Storage:
Estimated 150 spaces (or 0.5 parking ratio) in 3 underground, valet-serviced, elevator-accessed, basement levels

Car Share Spaces: 2

Estimated Impact Fees:
• Citywide Affordable Housing Fee: $20,715,997
• Market & Octavia Affordable Housing Fee: $3,728,012
• Van Ness & Market Res. SUD Affordable Housing Fee: $2,193,998
• Total Affordable Housing Fee: $26,638,005
• Market & Octavia Community Infrastructure Fee: $4,798,361
• Van Ness & Market Neighborhood Infrastructure Fee: $5,307,880
• Total Infrastructure Fee: $10,106,241
• Citywide New Transportation Sustainability Fee & TIDF: $1,708,047
• Downtown C-3-Artwork Fee: $1,907,640
• Total Estimated Impact Fees: $40,379,833 or $134,000/unit

Draft Project Schedule:
• Draft EIR Published: May 2016
• Draft EIR Planning Commission Hearing: June 2016
• Planning Commission (Project Approval): October 2016
• Start of Construction: April 2017
• Project Opening: October 2019

Street Level View from Market @ 11th Street Facing West
WHY HERE?

Planning Code - Section 424

Van Ness and Market Affordable Housing and Neighborhood Infrastructure Fee and Program

The public improvements acceptable in exchange for granting the FAR bonus [include]…

Oak [Street]... sidewalk widening, landscaping and trees, lighting, seating and other street furniture… signage, transit stop and subway station enhancements… roadway and sidewalk paving, and public art.
THE CHALLENGE

Market & Octavia Area Plan (2008)

“How do we accommodate the legitimate travel needs... through the area, while at the same time... achieving the neighborhood’s legitimate desires for and expectations of safe, moderate-paced, attractive streets on which to move, socialize, walk, and lead an urban, face-to-face lifestyle....” (p. 38)
"There is no central public square, park, or plaza that marks and helps give identity to this neighborhood.

…the neighborhood lacks community-focused open space, it is also largely built out, without significant or appropriate undeveloped land…. the streets afford the greatest opportunity to create new public parks and plazas…” (p. 40)
WHY HERE?

Market & Octavia Area Plan (2008)

POLICY 4.1.1 - … Where there is excessive vehicular capacity, traffic lanes should be reclaimed as civic space for... plazas.... (p. 41)

POLICY 4.1.7 - Introduce traffic-calming measures on residential alleys and consider making improvements to alleys with a residential character to create shared, multi-purpose public space for the use of residents. (p. 44)
WHY HERE?
Market & Octavia Area Plan (2008)

POLICY 4.3.3
Mark the intersections of Market Street with Van Ness Avenue, Octavia Boulevard, and Dolores Street with streetscape elements that celebrate their particular significance.
Market-Van Ness is a “Priority Intersection for Pedestrian Improvement”

Oak is a “Priority Street for Tree Plantings”

This is the one block of Oak that is NOT a “Major Route for Vehicular Circulation”

WHY HERE?
Market & Octavia Area Plan (2008)
WHY HERE?
Market & Octavia Area Plan (2008)

POLICY 4.3.6
Improve BART and Muni entrances and exits to give them a sense of identity and make them less intrusive on sidewalk space. (p. 44)
PLAZA SITE PLAN - PREFERRED, ENHANCED DESIGN
PROPOSED PLAZA BREAKDOWN

- **EXISTING STREET TO BECOME PEDESTRIAN-ONLY PLAZA**: 5,516 sf
- **EXISTING STREET TO BECOME SHARED PUBLIC-WAY**: 4,141 sf
- **EXISTING SIDEWALK TO BECOME PEDESTRIAN-ONLY PLAZA**: 4,780 sf
- **EXISTING CROSSTRAIL TO BECOME PEDESTRIAN-ONLY PLAZA**: 390 sf
- **PRIVATE PROPERTY TO BECOME PEDESTRIAN-ONLY PLAZA**: 1,818 sf
CONTEXT: EXISTING CULTURAL STAKEHOLDERS

OAK PLAZA

CONTEXT: EXISTING CULTURAL RESOURCES

ONE OAK
01/13/2016
COMMUNITY ENGAGEMENT TO DATE

Timeline

Nov 16, 2015: Civic Design Review Committee - Conceptual Design Review - presentation of plaza project

Dec 8, 2015: One Oak/Oak Plaza Pre-App Community Meeting - presentation of plaza project, solicitation of community feedback

Jan 13, 2016: Cultural Stakeholders Workshop - programming brainstorming workshop with representatives of local cultural institutions

Jan 26, 2016: City Partners Meeting - presentation of plaza project to relevant City agencies and solicitation of feedback

Feb 22, 2016: MOCAC Presentation #1 - intro presentation and Q&A

May 2016: Civic Design Review Committee - Schematic Design Review

Sept 2016: MOCAC Presentation #2 - seeking recommendation for IKA funding

Oct 2016: Planning Commission - seeking IKA approval

By the Numbers

9 Cultural Stakeholder Meetings

15 Total Community Engagement Meetings

89 Total Community Meeting Attendees
PUBLIC REALM VISION

• Build upon success of neighboring arts and cultural institutions

• Activate with diverse program - provide “eyes on the plaza” 24/7

• Robust nonprofit stewardship

• Visually connect interior and exterior spaces to ensure public feels welcome

• Warm materials and textures

• Maximize sunlight

• Mitigate wind
PROGRAMMING PRECEDENT

Mint Plaza

MINT PLAZA / SAN FRANCISCO, CALIFORNIA
Plaza - 19,450 sq/ft (0.45 acres)

flexible program
• art exhibitions
• live music
• cafes/restaurants
• small festivals
• food truck
• flower cart

formal elements
• arbor with climbing vines
• street trees
• rain gardens
• fixed and loose furniture
PROGRAMMING PRECEDENT

Lincoln Center

JOSIE ROBERTSON PLAZA, LINCOLN CENTER / NEW YORK, NEW YORK
Plaza - 28,000 sq/ft (0.64 acres)

flexible program
• dinners
• cocktail receptions
• concerts
• product launches
• dance performances

formal elements
• fountain
• durable surface
• stairs
YERBA BUENA GARDENS / SAN FRANCISCO, CALIFORNIA

Gardens - 5 acres

flexible program
• art exhibitions
• live music
• cafes/restaurants
• small festivals
• open air theater

formal elements
• esplanade of landscaped lawns
• Martin Luther King Jr. Memorial & waterfall
• upper terrace gardens
• Yerba Buena Center for the Arts
• outdoor amphitheater
CONCEPT PRECEDENT
Plaza with Shared Public Way

Plaza Juan Pujol / Madrid, Spain
Brighton, UK
11th district / Paris, France
CONCEPT PRECEDENT

Market Square

MARKET SQUARE / PITTSBURGH, PENNSYLVANIA
Square - 48,400 sq/ft (1.1 acres)

flexible program
• cafes/restaurants
• shared surface
• farmers market
• festivals and events

formal elements
• street lamps
• bollards
• planting pits
PROGRAMMING & ACTIVATION

Public Safety

1554 Market
approved 12 story residential project
PROGRAMMING & ACTIVATION

Daily Use

[Map of Oak Plaza with various areas labeled, such as Vehicular Drop-Off, Shared Street, 1554 Market (approved 12 story residential project), and other features.]
PROGRAMMING & ACTIVATION

Special Events

50 Oak
Conservatory of Music

25 Van Ness

Retail Kiosks and Improvements
Streetscape (640 sq ft)

Vehicular Drop-Off
(2,317 sq ft)

Temporary Event Space
(6,221 sq ft)

Formal Performance
(601 sq ft)

Planted Trees and Planting

Drop-Off and Residential Lobby

OAK PLAZA

1554 Market
(approved 12 story residential project)

Portal Cochere
& Bicycle Drop-Off
(2,209 sq ft)

Improved Pedestrian Streetscape
(747 sq ft)

Indoor/Outdoor Cafe and Retail
(4,218 sq ft)

MUNI Entrance
(347 sq ft)
PROGRAMMING & ACTIVATION
Retail Kiosks/Structures

Flower Kiosk Buchanan Partnership / London, UK
Times Square / New York, New York
Battery Park / New York, New York
PROGRAMMING & ACTIVATION

Special Events

Lincoln Center / New York, New York

Director Park / Portland, Oregon

Theater Square / Rotterdam, The Netherlands
DESIGN INSPIRATION

OAK PLAZA

BUILD::PUBLIC + Snøhetta
SITE FEATURES

Materiality - Hardscape

- **Union Square / Asphalt block - 2 shades / New York, New York**
- **Place de la Republique / Concrete slabs - shades / Paris, France**
- **Goldman Plaza / Granite / New York, NY**
SITE FEATURES

Wind Canopy

Matadero / Madrid, Spain

Hunters Point South / Queens, New York
SITE FEATURES

Moveable Seating / Bike Rack

One Greenville / Greenville, South Carolina

Moveable seating / Mint Plaza / San Francisco, California

Bike rack
SITE FEATURES
Materiality - Softscape / Planters

High Line / Field Operations / New York, New York

Eduard-Wallnöfer-Platz Public Square / Laac Architekten / Tyrol, Austria
MUNI ENTRY
Existing Conditions
MUNI ENTRY
Arts District Branding

Images representing the Cultural Arts District; interactive LED screen wall with performance info
Community Improvements Appendix A42. Operations and Maintenance, existing and new facilities

Maintenance and operation of new and existing street trees, open space, transportation facilities, bicycle facilities, and recreational facilities is crucial to the successful implementation of community improvements. Numerous strategies should be explored and implemented to meet the maintenance needs of the neighborhood, including assessment districts, seed funds, and future tax increment financing-like mechanisms. (Appendix C - 105)