CONTENTS

1. Project Origins
2. Work Products
3. Project Timeline
4. Feedback & Discussion
2008 Adoption
The Market and Octavia Area Plan considers the general area within a short walking distance of Market Street between the Van Ness Avenue and Church Street Muni stations and along the new Octavia Boulevard on the former Central Freeway right-of-way.

2012 Development Applications
Project applications in the Plan area for high-rise parcels began arriving en masse while the housing market not only rebounded but asked for more development potential.

2015 Streetscape Design
The Market and Octavia Area Plan proposed public realm improvements, some of which have been completed. Proposed development projects and transit improvements suggest new opportunities.
Project Goals

- Increase Affordable Housing
- Support Transit Improvements
- Encourage the Arts
- Improve Urban Design
- Enhance the Public Realm

Anything else to add?
<table>
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<tr>
<th>Date</th>
<th>Milestone</th>
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<tr>
<td>JAN - MARCH 2016</td>
<td>Project start-up, existing conditions analysis, stakeholder meetings</td>
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<td>SPRING 2016</td>
<td>Public Workshop #1: Land Use Options, Urban Form Options &amp; Public Benefits</td>
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<td>SUMMER 2016</td>
<td>Public Workshop #2: Public Realm Designs</td>
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<td>FALL 2016</td>
<td>Public Workshop #3: Refined Options &amp; Designs</td>
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<td>OCT 2016 - OCT 2018</td>
<td>Environmental Review process</td>
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<td>ONGOING</td>
<td>Public engagement</td>
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<td>ONGOING</td>
<td>Entitlements for development projects</td>
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<tr>
<td>ONGOING</td>
<td>MUNI Forward, VN BRT, and Better Market Street implementation</td>
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PROJECT DELIVERABLES:

1. Land Use & Policy Recommendations
2. Urban Form Recommendations
3. Designs for the Public Realm
4. Circulation Study & Transit Capacity Study
5. Public Benefits Strategy
Do you see opportunities to modify current land use controls to meet project goals?

So far, we’ve heard the following ideas:

- Reduce parking requirements
- Flexibility for non-residential uses
- Increase affordable housing
- Incentivize arts uses

Anything else to add?
Priorities for Public Benefits

Current Funding Categories:

- Affordable housing
- Childcare
- Transportation
- Complete streets
- Open space

- Understand priorities within the funding categories
- Generate a new list of projects for the HUB
- Work with the CAC to refine projects
Next Steps

- Develop height options
  - urban form
  - economic feasibility

- Land use modifications

- Revenue projections & public benefits

- Public engagement
  - Outreach to stakeholder groups
  - First public workshop Wednesday April 13, 2016