"There is no central public square, park, or plaza that marks and helps give identity to this neighborhood. …the streets afford the greatest opportunity to create new public parks and plazas…” (p. 40)
WHY HERE?

5.5 acres of open space
per 1,000 residents in San Francisco*

0.48 acres of open space**
per 1,000 residents in Market Octavia**

*Estimate from 2011.

**Estimate includes all public open spaces within MO Area Plan boundary.

WHY HERE?

<table>
<thead>
<tr>
<th>Public Land</th>
<th>Private Land</th>
</tr>
</thead>
<tbody>
<tr>
<td>FREE!</td>
<td>$9.23M*</td>
</tr>
</tbody>
</table>

*Cost to acquire private land in Market-Van Ness SUD equivalent in size to Oak Plaza, excluding shared way and sidewalk.

“...the streets afford the greatest opportunity to create new public parks and plazas...”
- Market & Octavia Area Plan (p. 40)
WHY HERE?

CULTURAL INSTITUTIONS
1 Conservatory of Music
2 New Conservatory Theatre Center & SF Arts Education Project
3 FAIS/CAIS
4 Kanbar Performing Arts Center
5 Dennis Gallagher Arts Pavilion
6 Octavia Art Gallery
7 FraenkelLAB
8 Rickshaw Stop
9 SF Jazz
10 Rena Bransten Projects
11 SF Boys Choir
12 SF Ballet
13 Herbst Theater & SF Arts Commission
14 War Memorial Opera House
15 SF Symphony
16 Nourse Theater City Arts & Lectures
17 Bill Graham Civic Auditorium
18 Orpheum Theater
19 Aerial Artique
20 City Dance Studio
21 Performing Arts Garage
22 SF Arts Commission Gallery
23 Asian Art Museum
24 KUNST-STOFF arts & SAFEhouse Arts
25 The Strand Theater
26 A.C.T.
27 Alonso King LINES Ballet
28 Patricia’s Green
29 Hayes Valley Art Works
30 African American Arts & Culture Complex
31 Smuin Ballet & Dancers’ Group Inc
32 Jules Maeght Gallery

NEW DEVELOPMENTS
A One Oak
B Crescent Heights
C Related

PROJECT TEAM
D Build & Build Public
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, 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 to relevant City agencies and solicitation of feedback

Feb 22, 2016: MOCAC - intro presentation/Q&A

July 18, 2016: Civic Design Review Committee - Schematic Design Review

Jul 20, 2016: Visual Arts Committee - presentation/Q&A

Sept 12, 2016: HVNA T&P Committee - presentation/Q&A

Sept 22, 2016: HVNA ACE Committee - presentation/Q&A

Nov 21, 2016: MOCAC - design update presentation

Jan 16, 2017: MOCAC - seeking IKA recommendation

Mar 2017: Planning Commission - seeking IKA approval

By the Numbers

26 Cultural Stakeholder Meetings

40 Total Community Engagement Meetings

167 Total Community Meeting Attendees
SITE PLAN - BASELINE

SCOPE

- Standard sidewalk paving
- At-grade pedestrian crosswalk at Van Ness & Oak
- Baseline wind canopy
- Oak St: Asphalt surface
- Don’t improve 25 Van Ness vault
- No micro retail kiosks
RENDERING - BASELINE SCHEME
LOOKING EAST FROM OAK TOWARDS VAN NESS (WITH BASELINE CANOPIES)
PROPOSED
VISION

• Improve pedestrian access & safety at Van Ness BRT & Muni Metro Station
• Create iconic gateway to Hayes Valley & Civic Center
• 100-year nonprofit stewardship plan
• Celebrate local arts & cultural institutions
• Create beautiful, green, & inviting public open space
• “Eyes on the plaza” 24/7 for public safety
SITE PLAN - PROPOSED

SCOPE

- ~13,000 square feet
- Shared public way, high quality paving building face to building face
- Micro retail kiosks
- Flexible outdoor performance space
- Raised pedestrian crosswalk at Van Ness & Oak
- Canopy art installation
- Additional greenery in planters
- Muni Metro Station refurbishment & artistic rebranding
- Improve 25 Van Ness vault (City owned)
SITE PLAN - PROPOSED
ZOOM IN ON PLAZA

SCOPE

• ~13,000 square feet
• Shared public way, high quality paving building face to building face
• Micro retail kiosks
• Flexible outdoor performance space
• Raised pedestrian crosswalk at Van Ness & Oak
• Canopy art installation
• Additional greenery in planters
• Muni Metro Station refurbishment & artistic rebranding
• Improve 25 Van Ness vault (City owned)
RENDERING - PROPOSED SCHEME
LOOKING WEST FROM VAN NESS (WITH BASELINE CANOPIES)
RENDERING - PROPOSED SCHEME
LOOKING EAST FROM OAK TOWARDS VAN NESS (WITH BASELINE CANOPIES)
RENDERING - PROPOSED SCHEME
LOOKING EAST FROM MARKET/VAN NESS INTERSECTION TOWARD PLAZA (WITH ARTISTIC CANOPIES)
PROGRAMMING & ACTIVATION
SMALL / INFORMAL PERFORMANCE SPACE

Small/Informal Performance Space
Occupancy Area: N/A
Performing spaces: 5
Performers: 1-4

Audience Capacity
Seated: N/A
Standing: 6-20
PROGRAMMING & ACTIVATION
MEDIUM / INFORMAL PERFORMANCE SPACE

Medium/Informal Performance Space
Occupancy Area: 1,440 sf
Performing spaces: 1
Performers: 4-10

Audience Capacity
Seated: 30
Standing: 60
**PROGRAMMING & ACTIVATION**

**LARGE PERFORMANCE SPACE (WITH STREET CLOSURE)**

Large/Informal Performance Space
Occuancy Area: 4,800 sf

Performing spaces: 1
Performers: 4-10

Audience Capacity
Seated: 100
Standing: 200
PROGRAMMING & ACTIVATION
PUBLIC MARKET KIOSKS
PROGRAMMING & ACTIVATION
PUBLIC MARKET KIOSKS

Kiosk Precedents

Publicly Owned, Independently Managed Markets

34 Trinity Kiosks - San Francisco

Pike's Place - Seattle

The Grand Newsstand - SF
PROGRAMMING & ACTIVATION
PUBLIC MARKET KIOSKS

VIEW OF KIOSKS LOOKING EAST

VIEW OF KIOSKS LOOKING WEST

OR

ACCORDION-FOLDING DOOR SYSTEM
- NANAWALL SL70, OR SIM

SLIDING POCKET-DOOR SYSTEM
- ANDERSEN NANOLINE, OR SIM

GLAZED ENCLOSURE
PUBLIC SAFETY
IMPROVED PEDESTRIAN ACCESS AND SAFETY

Enhanced crosswalk connecting plaza and BRT Platform across Van Ness
SITE FEATURES
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
MATERIALITY - HARDSCAPE

PAVER LAYOUT STRATEGY

PAVER TYPE: HANOVER "CHARCOAL"

PAVER DETAIL
SITE FEATURES
LIGHTING / MOVEABLE SEATING / BIKE RACKS

Moonlighting
LED Planter Lighting
Oak Street Pole Light
(Existing Light at Conservatory of Music)

Moveable seating and tables
One Greenville / Greenville, SC

Moveable seating /
Mint Plaza / San Francisco, CA

Bike rack
SITE FEATURES
UNDERSTORY PLANTING PALETTE

Species mix of native grasses, perennials, and woody species

Gray Rush
Juncus patens

Fruit Sedge
Carex globosa

Bottlebrush Grass
Elymus californicus

Pacific Mistle
Arctostaphylos mazanita

California angelica
Angelica californica

Meadow Rue
Thalictrum fendleri

Alum Root
Heuchera micrantha

Native to CA region
SITE FEATURES
ORNAMENTAL TREE / SHRUB PLANTING PALETTE

Mount Diablo Manzanita
Arctostaphylos curcutata  Native to CA region

Size: small, less than 20'
Light: full sun to part shade
Water: drought tolerant

Notes:
evergreen, distinct red bark, attracts hummingbirds.
MUNI STATION ENTRY
MARKET STREET STATION CANOPY DESIGN (RENDERING OF POWELL STREET STATION)
MUNI STATION ENTRY
PROPOSED REFURBISHMENT AT NW CORNER OF MARKET & VAN NESS

- Power wash and sandblast hardscape surfaces (brick, concrete, granite, steel, et al)
- Fill and seal cracks in stairway
- Remove graffiti and add anti-graffiti sealant
- Clean railings (remove rust, stains, and dirt)
- Clear and clean stairway drains
- Remove abandoned electrical conduit along stairway
- Repair, clean and repaint stair nosing or upgrade entirely
- Clean grates (wire brush and power wash)
- Remove gates at bottom of stairway/escalator (if new canopy built)
- Upgrade weather mats
- Replace stairway light lenses
MUNI STATION ENTRY
ARTS DISTRICT BRANDING - MURALS & SIGNAGE

Peenya Metro Station - Bengaluru, India

2017 Muni Art Program
MUNI STATION ENTRY
ARTS DISTRICT BRANDING - DIGITAL DISPLAYS

Stockholm, Sweden

Tøyen Metro Station - Oslo, Norway
MUNI STATION ENTRY
EXISTING CONDITIONS
OAK PLAZA

MUNI STATION ENTRY
ARTS DISTRICT BRANDNG - MURALS & SIGNAGE

Images representing the Cultural Arts District; interactive LED screen wall with performance info

MUNI ENTRY - CONCEPT 1: ARTS DISTRICT FOCUSED BRANDNG

SKETCH RENDERINGS
MUNI STATION ENTRY
ARTS DISTRICT BRANDING - MURALS & SIGNAGE

North Hollywood Metro Station - Los Angeles
ART CANOPY INSTALLATION
ART CANOPY INSTALLATION
TORSION WAVES

Range of motion can be controlled by limiting torque
- Change distance between the two cables

Longer rods produce calmer and slower motion than shorter rods

WINDOW OF OPPORTUNITY
**WINDOW OF OPPORTUNITY**

- Shovel-ready with guaranteed 2020 delivery
- 100 years of maintenance funding via CFD Special Tax
- Private delivery brings cost savings
- Cost overruns borne by One Oak
- Catalyzes City’s Hub Public Realm Plan
## WINDOW OF OPPORTUNITY
### BASELINE VS PROPOSED COSTS

<table>
<thead>
<tr>
<th></th>
<th>TOTAL BASELINE COSTS</th>
<th>TOTAL PROPOSED COSTS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BASELINE SCHEME</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baseline Plaza</td>
<td>$3,150,000</td>
<td></td>
</tr>
<tr>
<td>Baseline Canopy</td>
<td>$1,550,000</td>
<td></td>
</tr>
<tr>
<td>Muni Elevator Enclosure</td>
<td>$350,000</td>
<td></td>
</tr>
<tr>
<td>Muni Entrance Refurbishment</td>
<td>$0</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$5,050,000</strong></td>
<td></td>
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<tr>
<td><strong>PROPOSED SCHEME</strong></td>
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<tr>
<td>Proposed Plaza</td>
<td></td>
<td>$5,980,000</td>
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<tr>
<td>Art Canopy*</td>
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<td>$1,550,000</td>
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<td>Muni Elevator Enclosure</td>
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<tr>
<td>Muni Entrance Refurbishment</td>
<td>$380,000</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>$8,260,000</strong></td>
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</table>

*Art canopy budget would incorporate “1% for the Arts” fee, pending Planning Department approval.*
WINDOW OF OPPORTUNITY
COMBINED MARKET-OCTAVIA/MARKET VAN NESS SUD IMPACT FEES PROJECTIONS: FY18 (MILLIONS)

TOTAL INFRASTRUCTURE FEES
$12.54M

UNPROGRAMMED INFRASTRUCTURE FEES
$4.33M

PROJECTED IKA PROPOSAL: $3.21M  74% OF UNPROGRAMMED FY18 INFRASTRUCTURE FEES
### $3.21M in Market Van Ness SUD Impact Fees today leverages:

<table>
<thead>
<tr>
<th>Contribution</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build Contribution</td>
<td>$5,050,000</td>
</tr>
<tr>
<td>Implicit Land Value of Oak Plaza*</td>
<td>$9,234,054</td>
</tr>
<tr>
<td>Net Present Value of 100 years of CFD Revenues**</td>
<td>$11,905,843</td>
</tr>
<tr>
<td><strong>TOTAL VALUE</strong></td>
<td>$26,189,897</td>
</tr>
</tbody>
</table>

*Cost to acquire private land in Market-Van Ness SUD equivalent in size to Oak Plaza, excluding shared way and sidewalk

**Assumes $360,000 in CFD revenues in Y1 with 5.0% discount rate and 2.0% annual growth over 100 years
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)