



5M PROJECT/

PLANNING COMMISSION INFORMATIONAL

JULY 23, 2015

TIMELINE

2008 - 2009

INITIAL FACTORS

- > Identification of four-acre Chronicle soft site
- > Prioritizing preservation of alleyways
- > Setting future job growth as a key city policy objectives

2009 - 2011

COMPREHENSIVE DESIGN CHARRETTES

- > DESIGN (view corridors, wind and shadow)
- > DENSITY (height, massing, job goals)
- > PROGRAMMING (ground-floor activation, 24-hr neighborhood/open space relationships)

2011 - 2013

APPLICATION + ANALYSIS

- > Preliminary Project Assessment (PPA)
- > Initial Study & NOP
- > Project redesign (wind)
- > Environmental Evaluation Application (EEA)
- > Technical analysis and issues

2013 - 2014

ENVIRONMENTAL REPORT

- > Draft EIR + Technical analysis production
- > Develop initial community benefits proposal

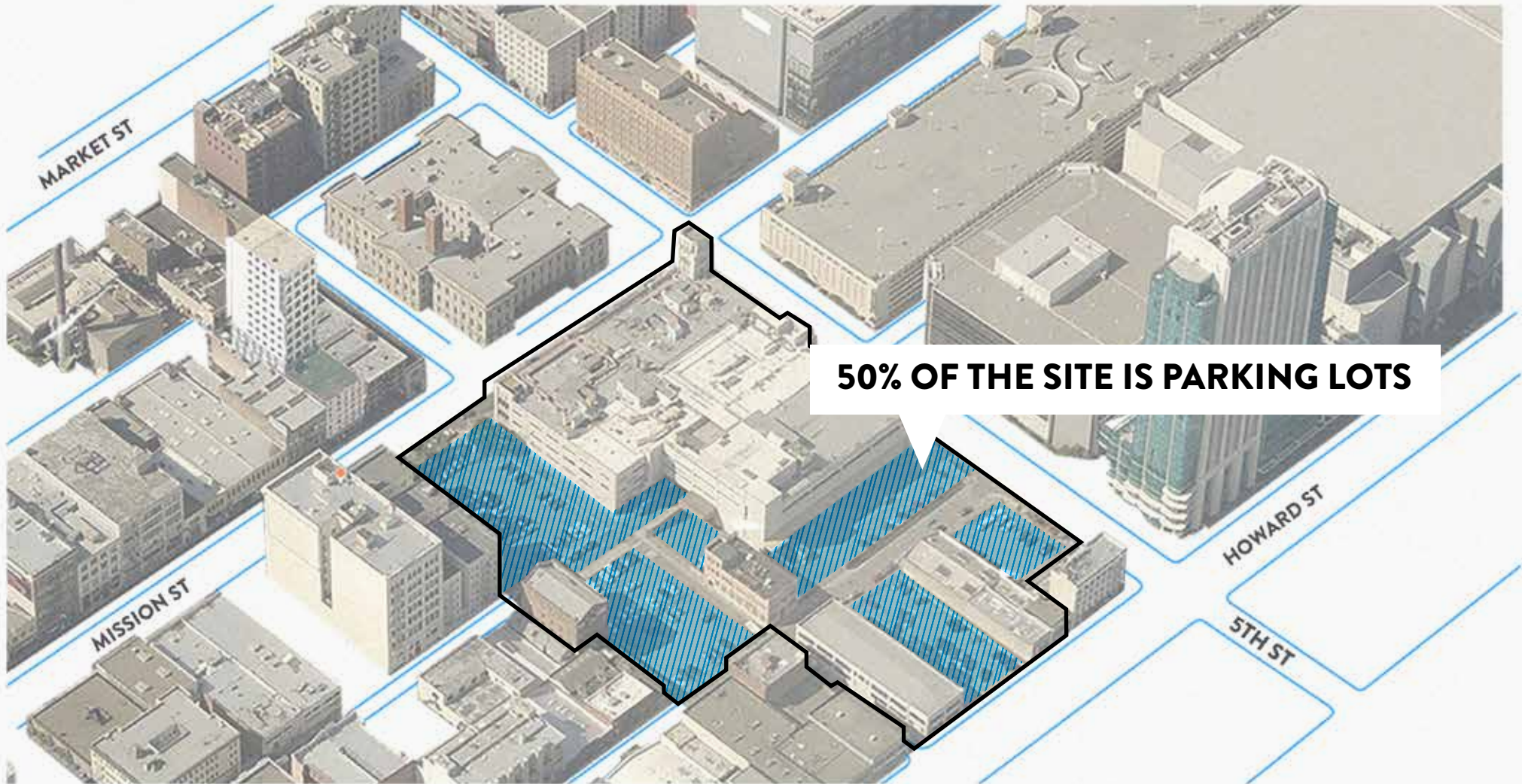
2015

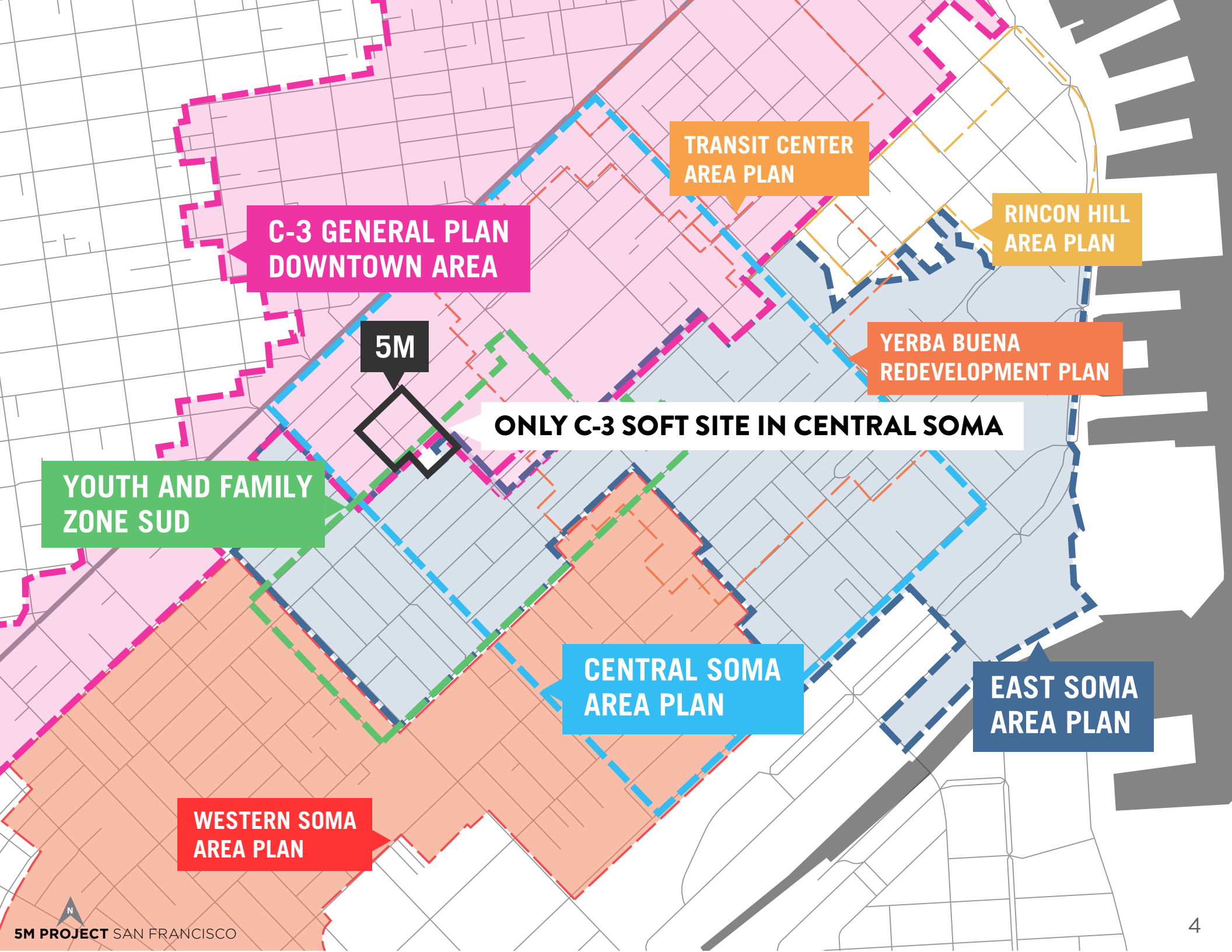
- > Gather feedback and refine benefits proposal
- > *July 23*: Planning Commission Informational
- > *August 6*: Initiation
- > *September 3*: Joint Planning / Rec & Park Commission Hearing & Final EIR Approval
- > *November*: Board of Supervisors

C-3 AT TRANSIT



THE EXISTING SITE





**C-3 GENERAL PLAN
DOWNTOWN AREA**

**TRANSIT CENTER
AREA PLAN**

**RINCON HILL
AREA PLAN**

**YERBA BUENA
REDEVELOPMENT PLAN**

ONLY C-3 SOFT SITE IN CENTRAL SOMA

**YOUTH AND FAMILY
ZONE SUD**

**CENTRAL SOMA
AREA PLAN**

**EAST SOMA
AREA PLAN**

**WESTERN SOMA
AREA PLAN**

COMMUNITY / NEIGHBORHOOD OUTREACH

113
**COMMUNITY
MEETINGS & TOURS**
since 2009

85
of which since Initial Study
in January 2013

HOUSING



33% AFFORDABLE HOUSING



AFFORDABLE: **212 UNITS**
MARKET RATE: **630 UNITS**

→ **UP FROM 25% AFFORDABLE HOUSING** PROPOSED SUMMER 2014

- 1 168-186 EDDY FAMILY HOUSING**
FAMILY HOUSING
- 2 SENIOR HOUSING FUND**
LAND DEDICATION
- 3 M2 BUILDING**
ON-SITE RENTAL BUILDING

COMMUNITY BENEFITS



HOUSING

212 affordable units



SENIORS

83 units of senior housing and ped safety improvements around Mint Mall



ARTS + CULTURE

Dedication and restoration of 12,000 sq ft historic Dempster Building, arts program endowment, and \$600K to arts facilities fund



COMMUNITY FACILITIES AND NONPROFIT SPACE

Dempster Building dedicated to nonprofit office and arts uses. Arts + nonprofit endowment fund.



YOUTH + FAMILIES

71 units of family housing, local capital fund to stabilize neighborhood youth organizations, Bessie wrap around program, nonprofit facilities fund, and Gene Friend Rec Center



PARKS AND OPEN SPACE

50,000 sq ft total public open space. 37,000 sq ft in excess of City requirement for public open space. Gene Friend Rec Center and open space fee paid.



TRANSPORTATION

TDM + TIDF citywide



HISTORIC PRESERVATION

Retention of Chronicle, Camelline, and Dempster buildings, and funding for Old Mint



WORKFORCE

1,200 construction jobs, 3,150 new full-time jobs, First Source hiring, Project Labor Agreement



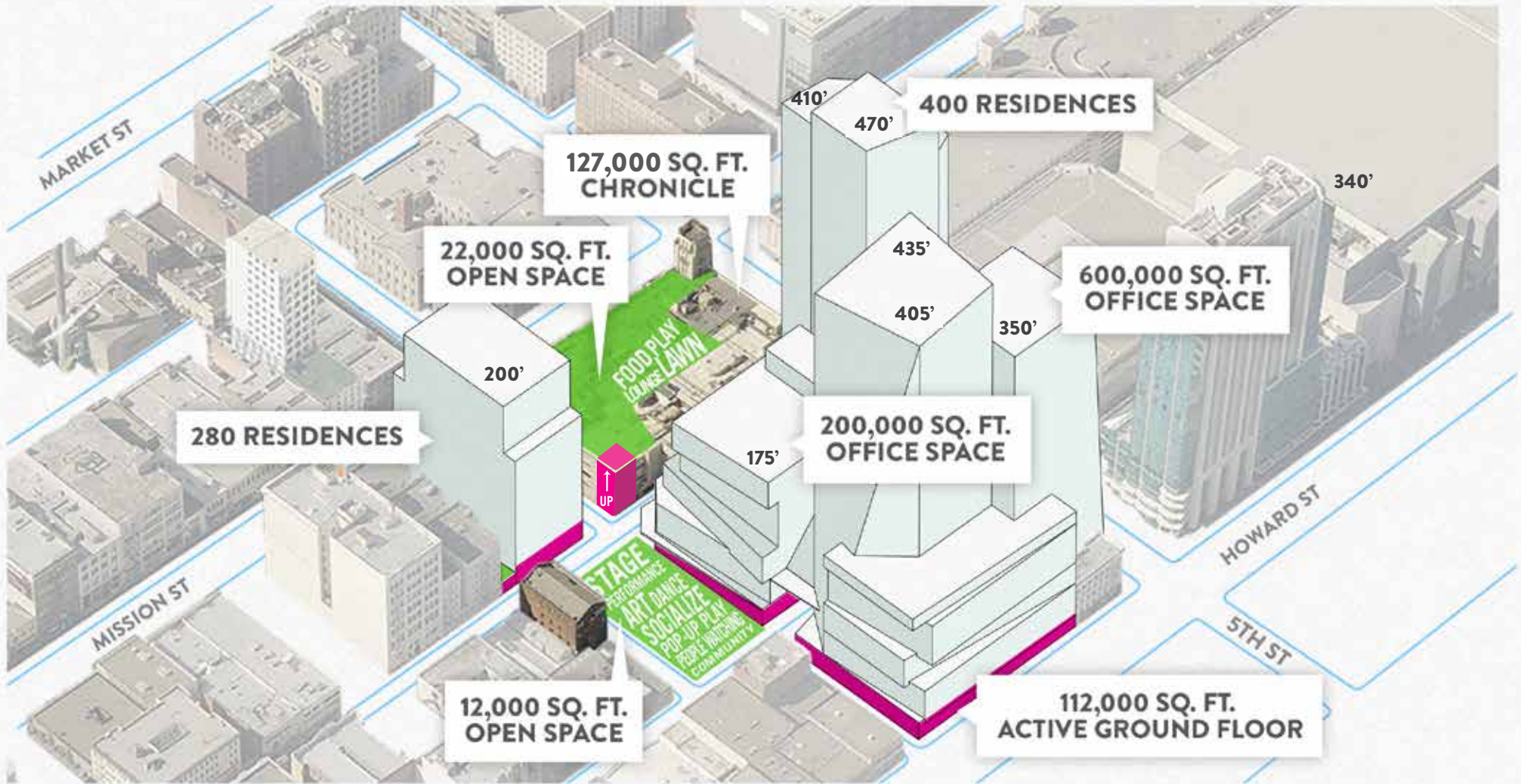
COMPLETE STREETS AND PEDESTRIAN SAFETY

Implementation of complete streets and extension to surrounding community through additional transit funding

PLANNING PRINCIPLES

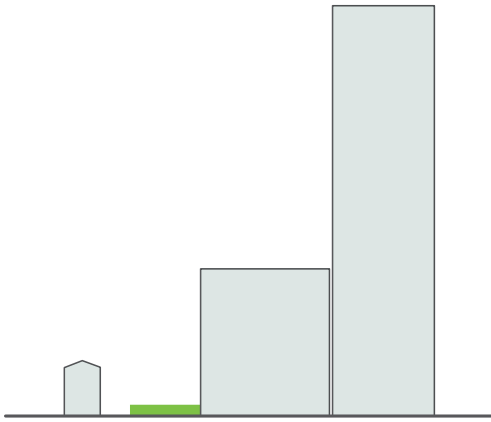
- ① **Public Open Space**
- ② **Historic Buildings and Alleyways**
- ③ **Density to Transit-Rich Location**
- ④ **Balanced, Mixed-Use Environment**

PREVIOUS PROPOSAL



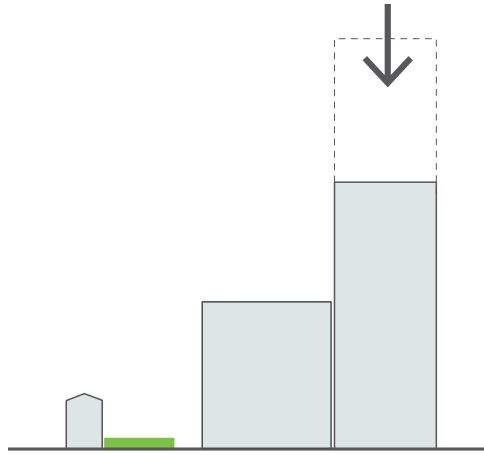
BALANCING HEIGHT AND OPEN SPACE

PREVIOUS PROJECT



1

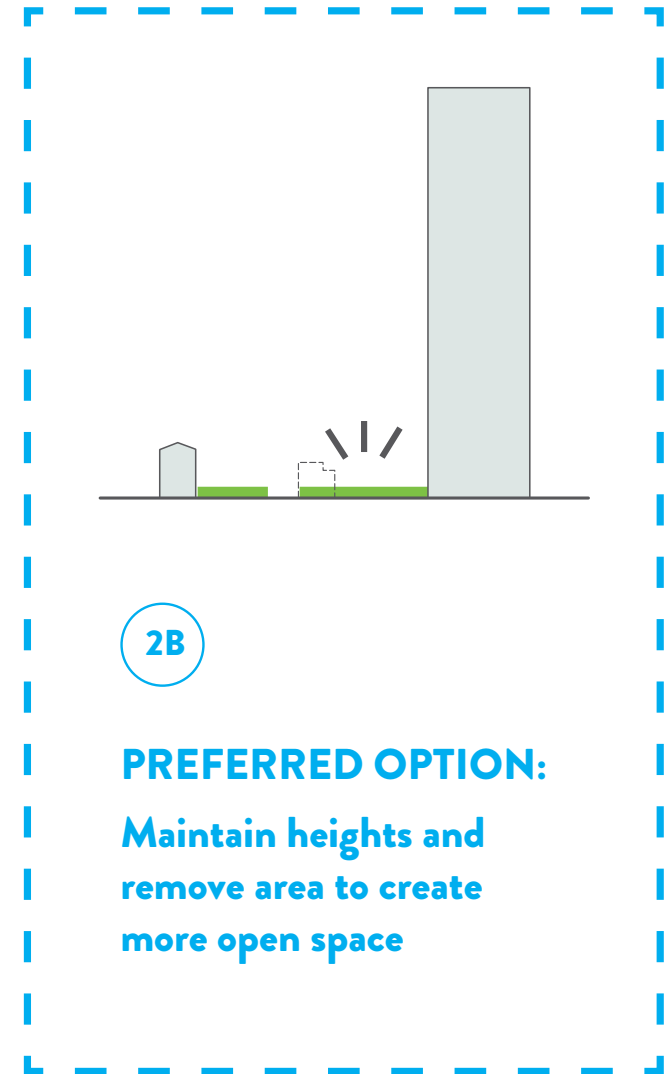
REVISED PROJECT



2A

OPTION 1:

Reduced area and height,
no increase in open space

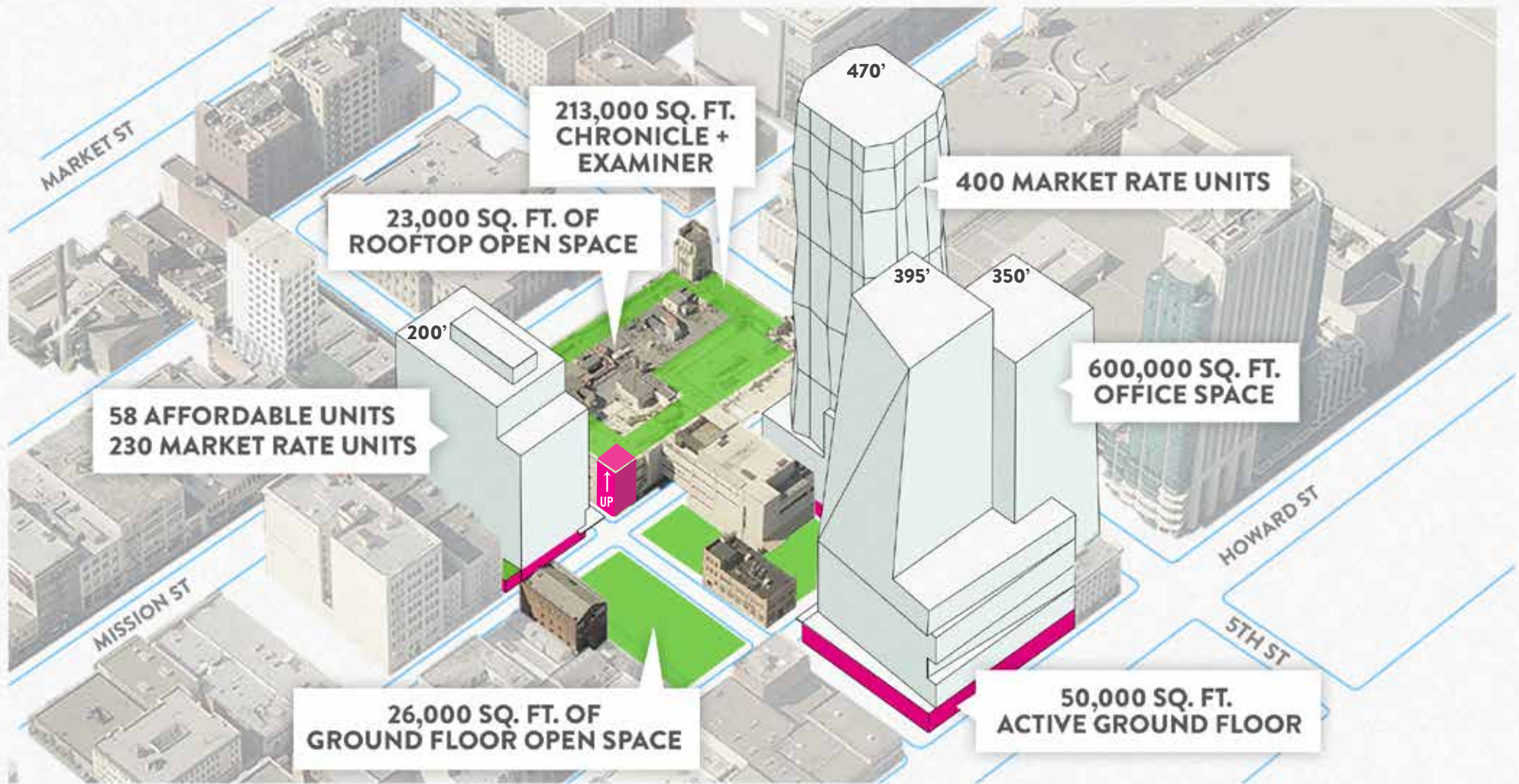


2B

PREFERRED OPTION:

Maintain heights and
remove area to create
more open space

REVISED PROJECT



2x AMOUNT OF GROUND FLOOR PUBLIC OPEN SPACE

(vs. previous proposal)

PROPOSED ZONING + USES

GOALS: **Prioritizes mixed use character of SoMa + balance of housing and job generating uses**

35%
HISTORIC/EXISTING

17%
OPEN SPACE

52%
HISTORIC/EXISTING
+ OPEN SPACE

48%
NEW
CONSTRUCTION

Use district

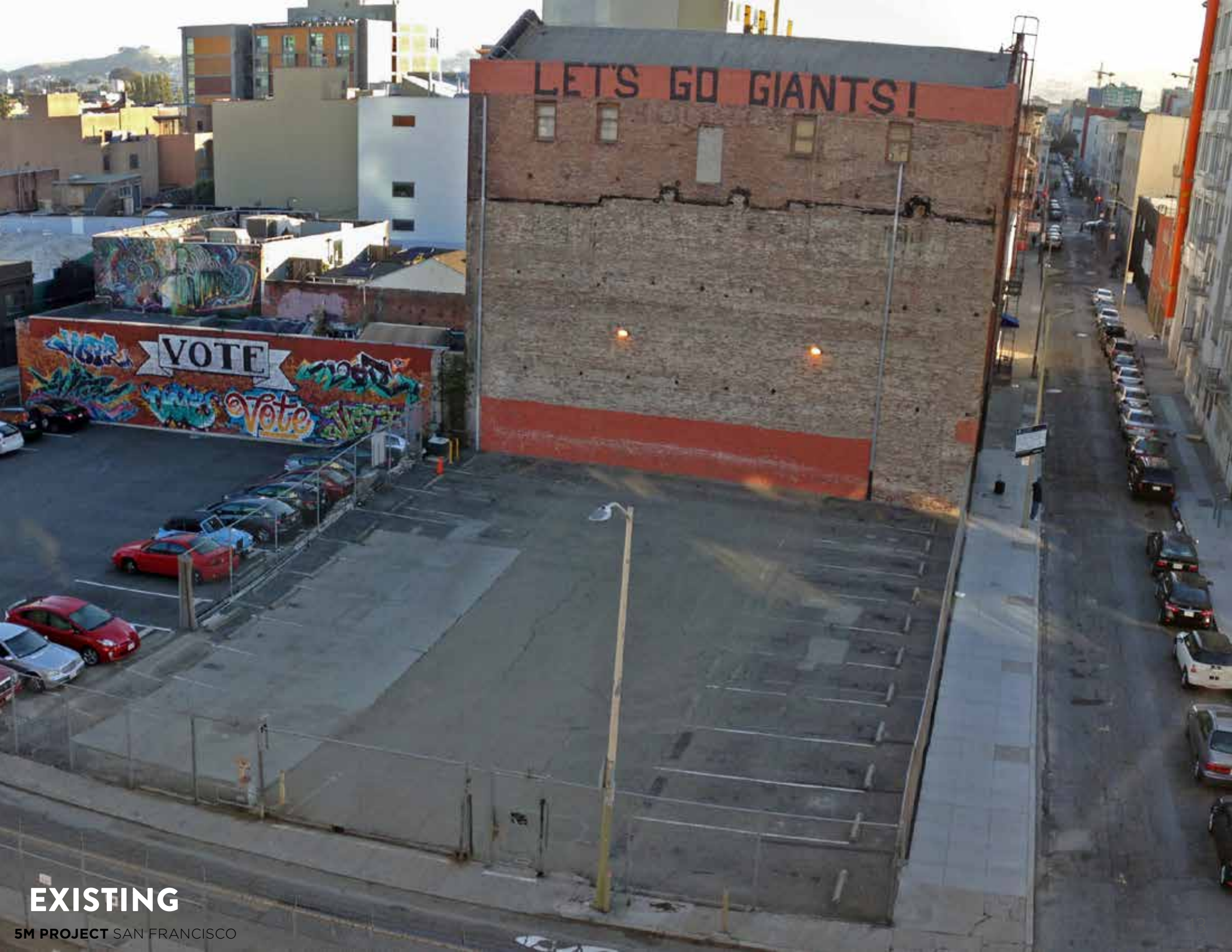
C-3-S

> Office

> Residential



5M SITE BOUNDARY RESIDENTIAL COMMERCIAL OPEN SPACE EXISTING BUILDINGS



EXISTING

5M PROJECT SAN FRANCISCO



PREVIOUS PROPOSAL MARY COURT

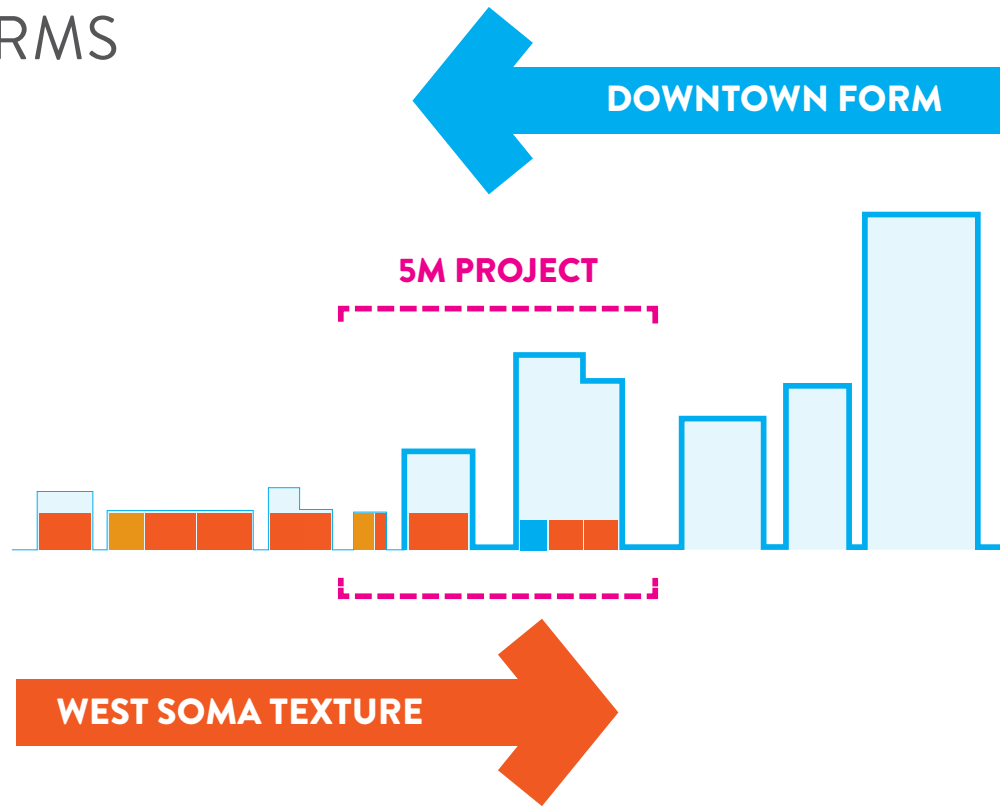


MARY COURT AT MINNA ST

ROUSSET SAN FRANCISCO

DESIGN

HYBRID OF FORMS



**IAN ROSS
GALLERY**



WEST SOMA



OLD MINT



**UNIV. OF THE
PACIFIC SCHOOL
OF DENTISTRY**

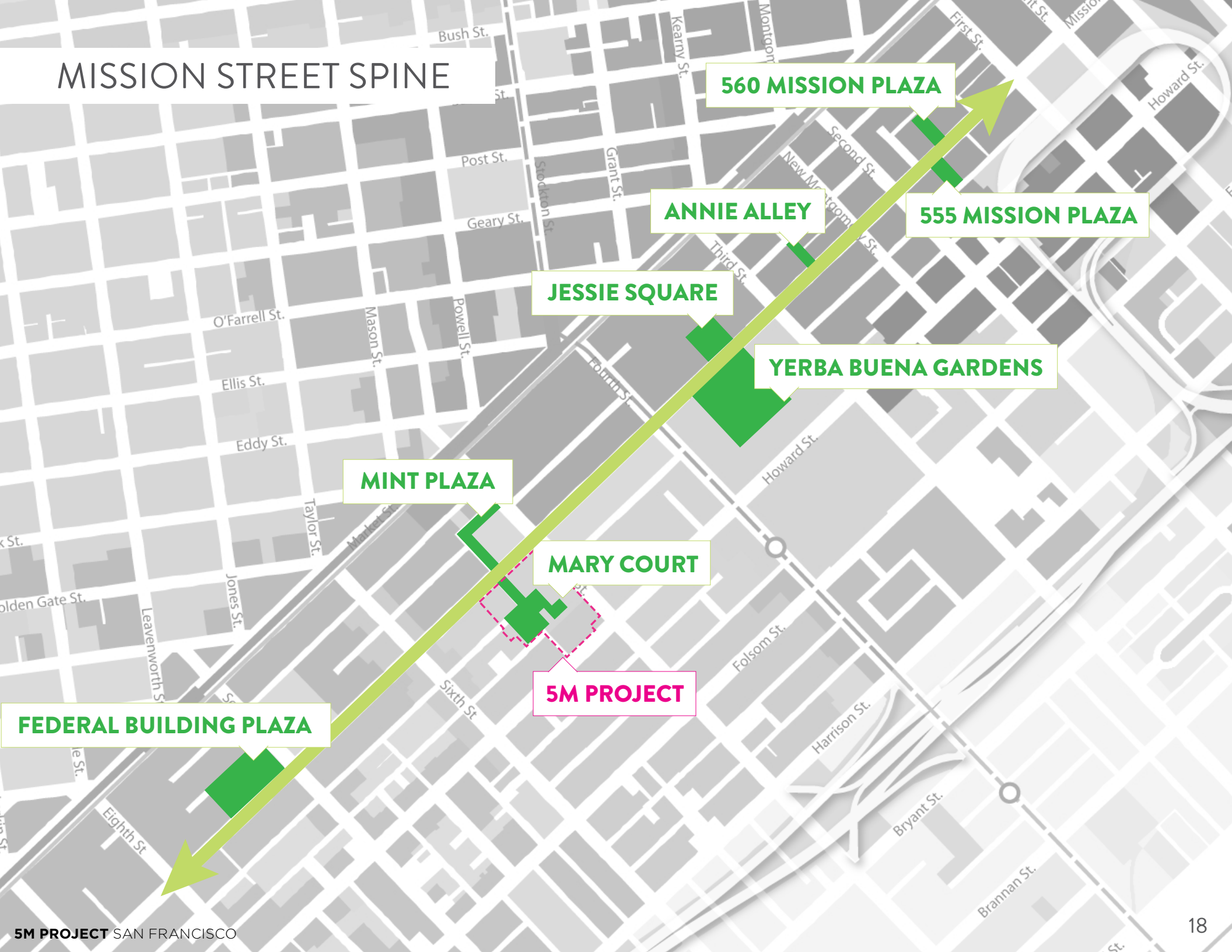


**5TH & MISSION
PARKING
GARAGE**



**INTERCONTINENTAL
HOTEL**

MISSION STREET SPINE



DESIGN DRIVERS

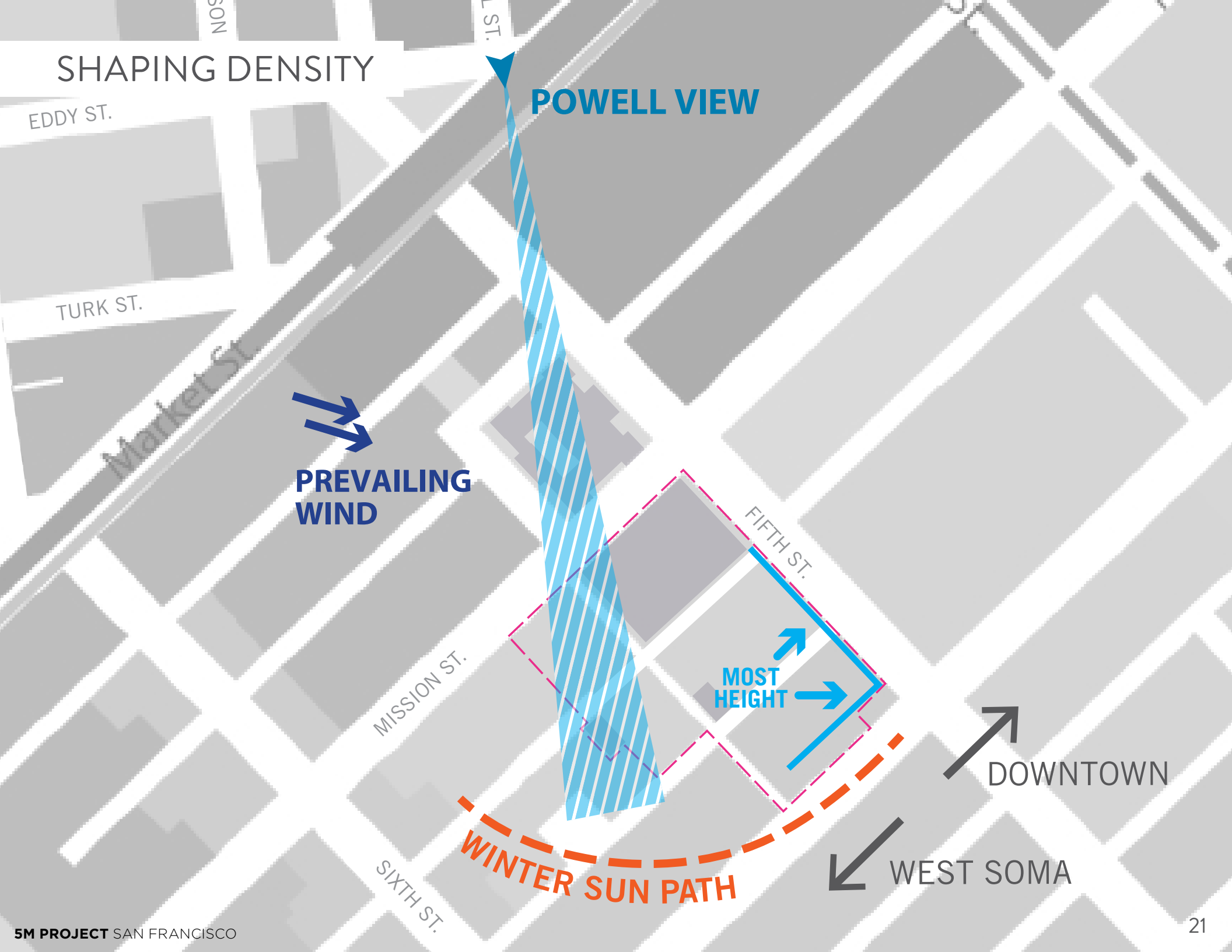




NORTH MARY STREET

5M PROJECT SAN FRANCISCO

SHAPING DENSITY



POWELL VIEW

PREVAILING WIND

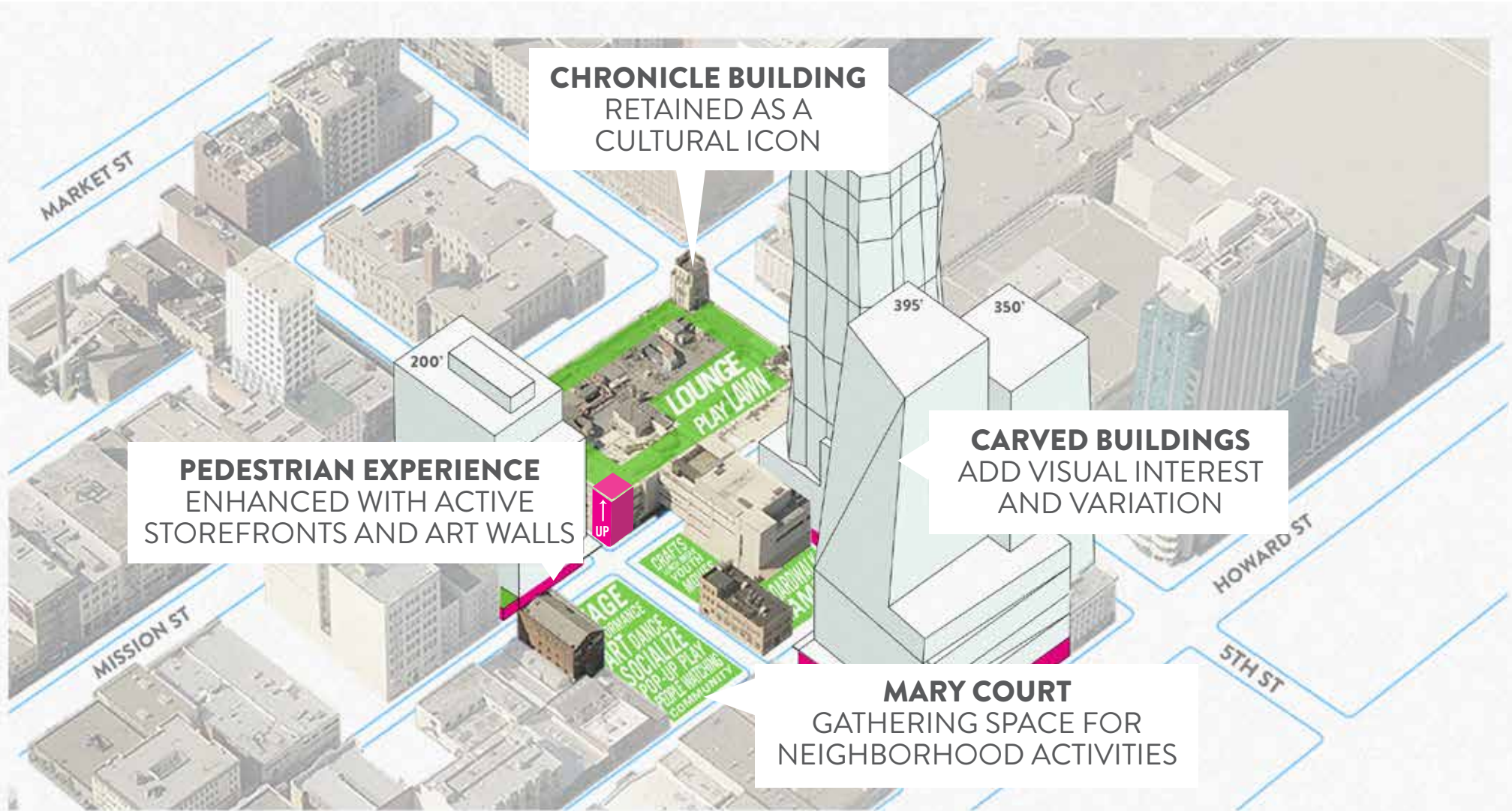
MOST HEIGHT

WINTER SUN PATH

DOWNTOWN

WEST SOMA

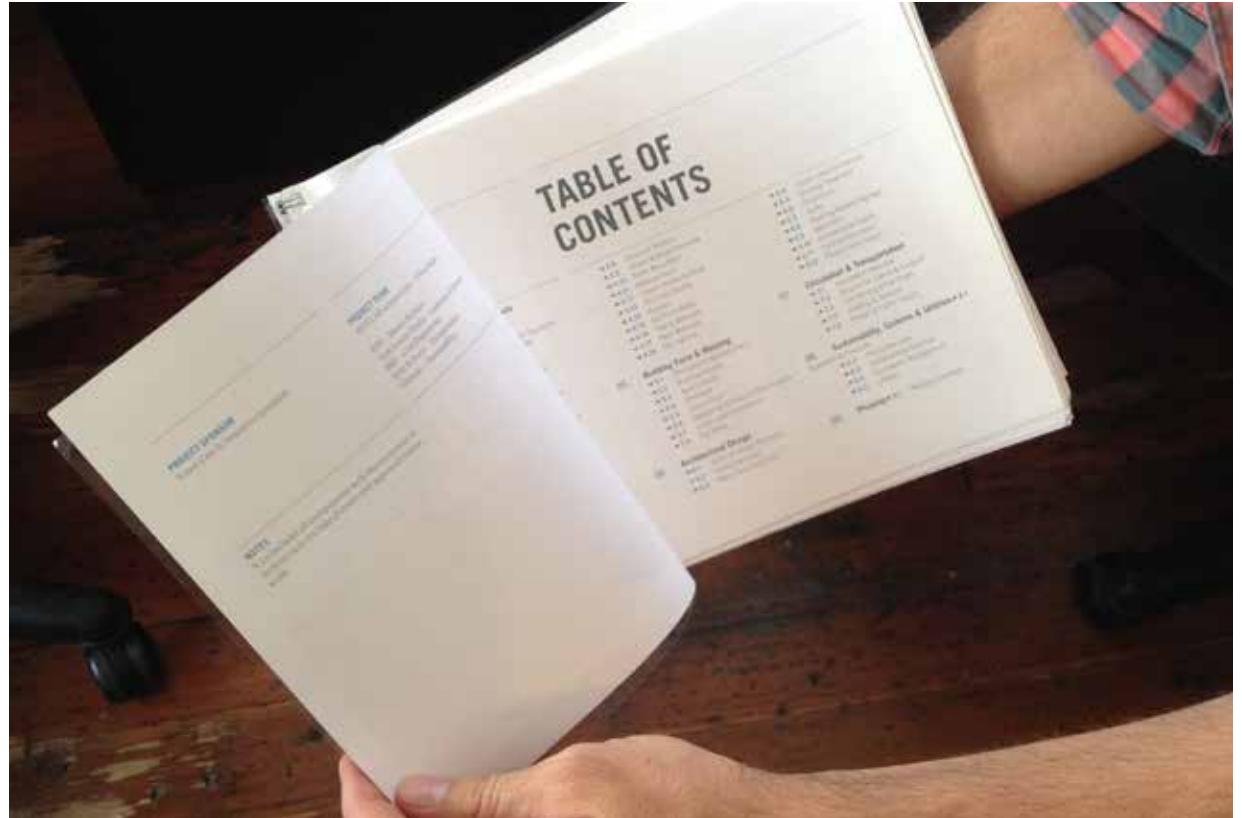
REVISED PROJECT



DESIGN FOR DEVELOPMENT

DESIGN FOR DEVELOPMENT

DESIGN STANDARDS
& GUIDELINES



The **DESIGN FOR DEVELOPMENT** document seeks to provide the vision, intent and requirements for the future design. It is the “how to” implementation guide for the project requirements.

DESIGN FOR DEVELOPMENT

04.

OPEN SPACE +
STREETSCAPE

How to activate the public realm and enhance the pedestrian experience.

05.

BUILDING FORM
+ MASSING

How to arrange buildings, create appropriate massing forms, connect 5M buildings to the urban fabric.

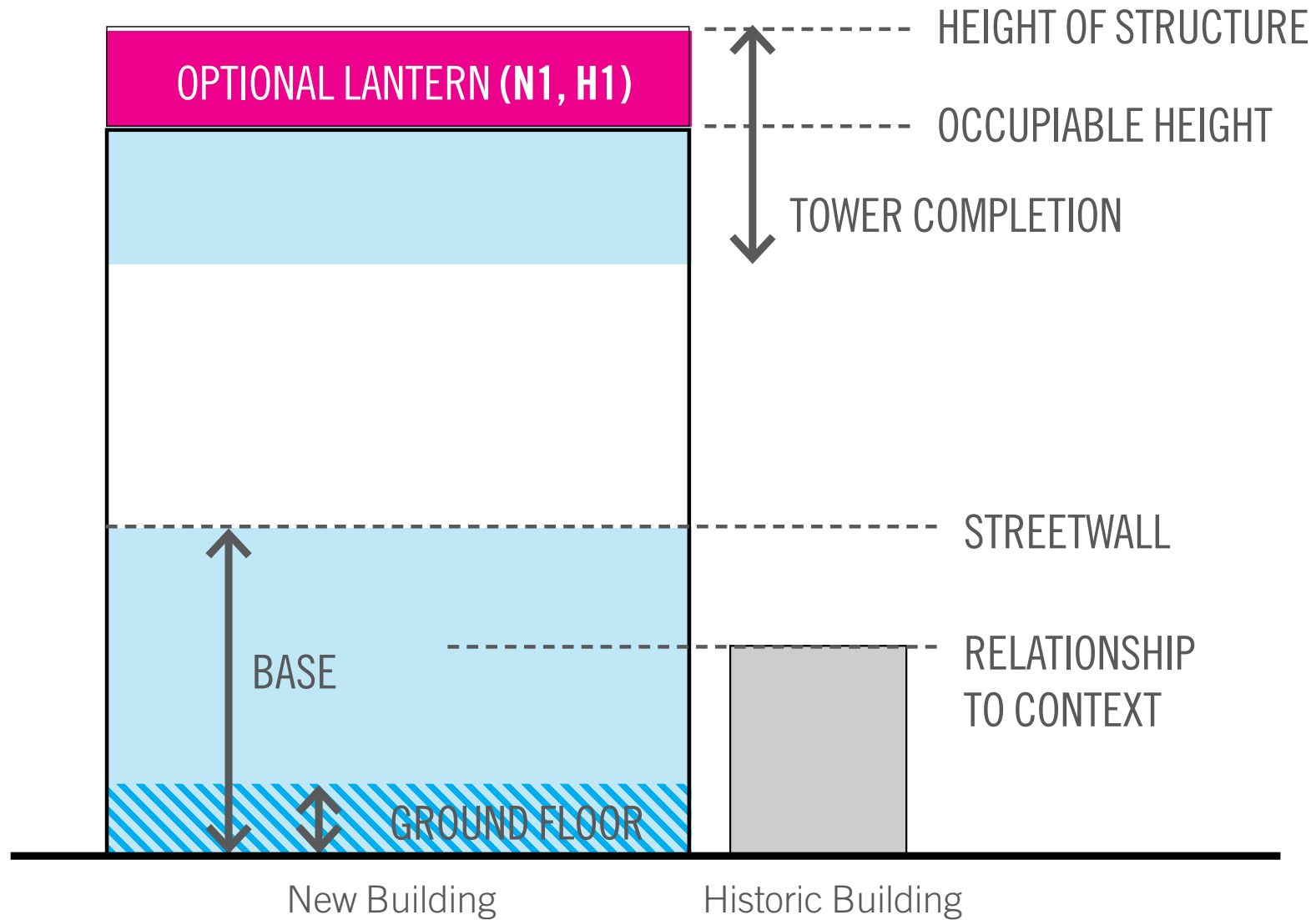
06.

ARCHITECTURAL
DESIGN

How to design buildings in regards to form and modulation, articulation, materiality and color.

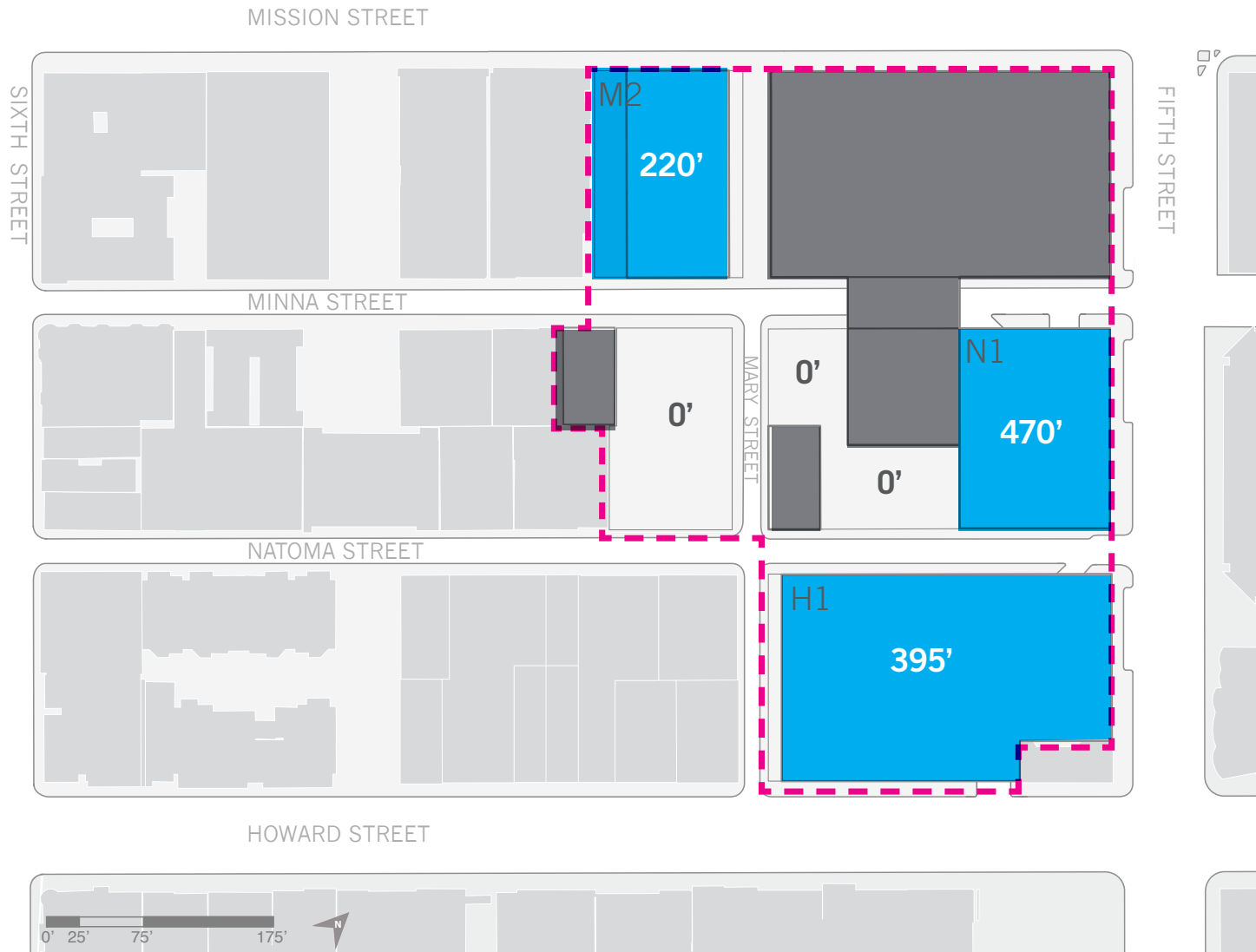
DESIGN FOR DEVELOPMENT

→ 5.1 Overall Building Massing



DESIGN FOR DEVELOPMENT

→ 5.2 Building Heights (Upzoning + downzoning)

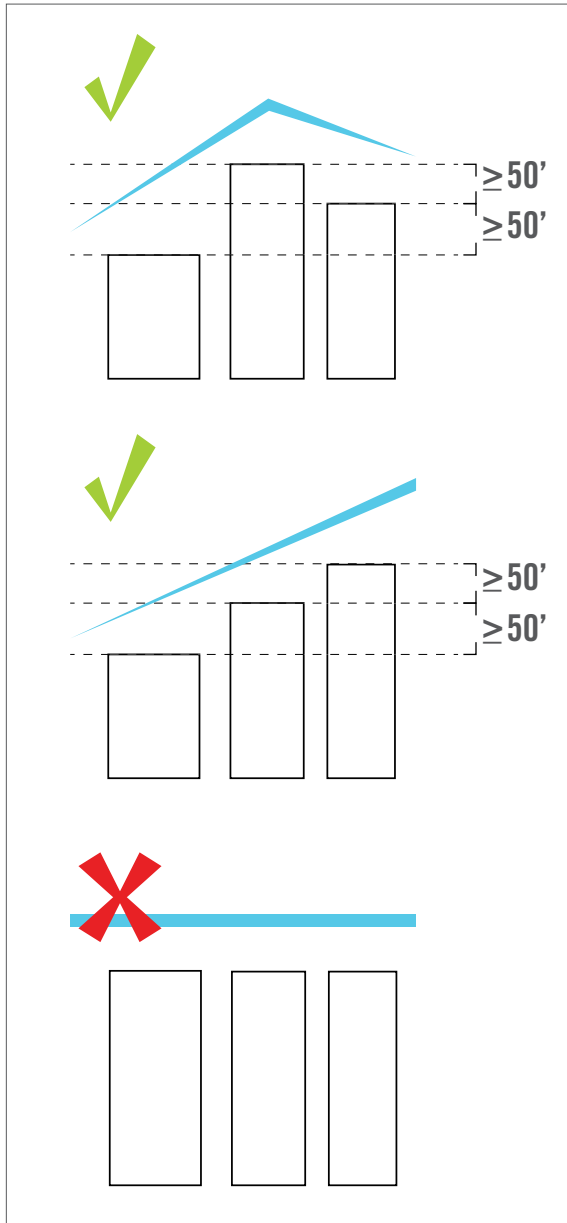


Maximum height of structure

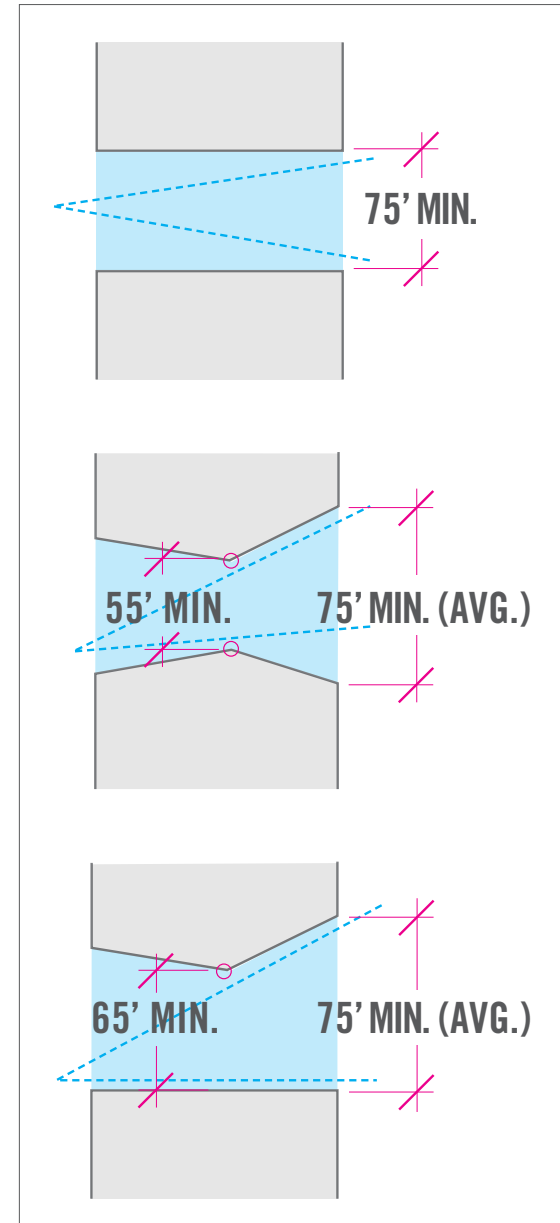
EXISTING BUILDING NEW BUILDING

DESIGN FOR DEVELOPMENT

→ 5.2 Building Heights (Height Differentiation)



→ 5.4 Bulk Controls (Tower Separation)





POTRERO HILL VIEW

IN PROJECT SAN FRANCISCO



780'
▽

440'
▽

470'
▽

395'
▽

WEST SOMA

5M PROJECT SAN FRANCISCO

104

SOMA

29

DESIGN FOR DEVELOPMENT

→ 5.5 Ground Floor



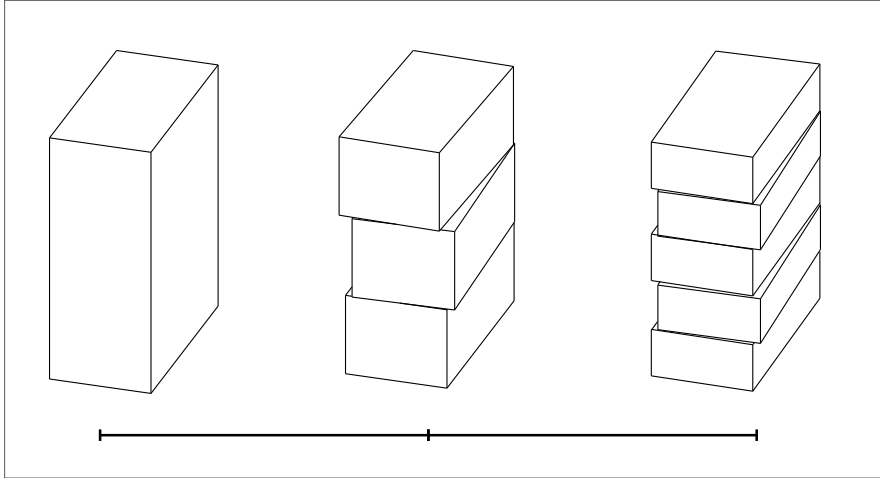
DISTRICT-WIDE STRATEGY FOR PUBLIC OPEN SPACE

- > Required active ground floor uses
- > Required building entries
(min. 2 per block except along Minna)
- > Minimum ground floor heights
(15')
- > Minimum transparency
(70%)
- > Maximum rhythm pattern length of storefronts (25')

DESIGN FOR DEVELOPMENT

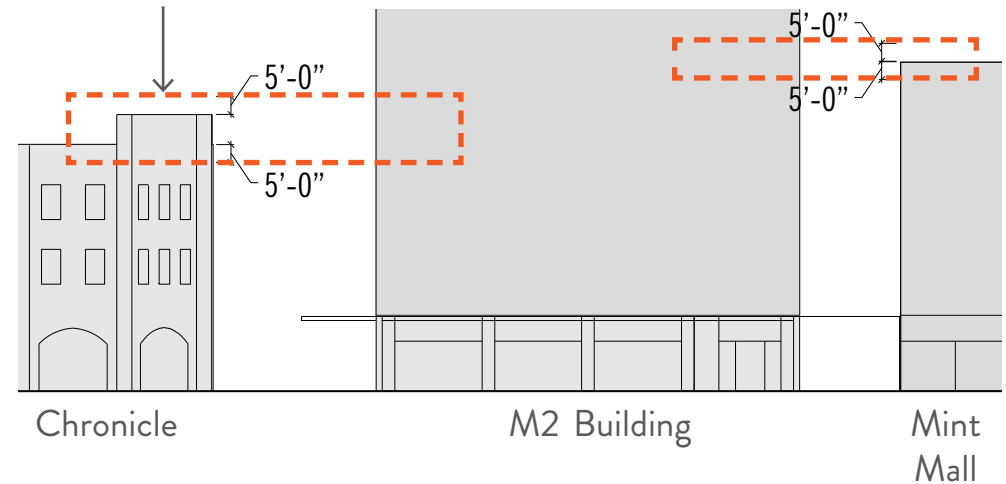
→ 6.2 Mid-Rise Residential Building (M2)

VOLUMETRIC DIFFERENTIATION



RELATIONSHIP TO CONTEXT

Required Zone for articulation shift



FAÇADE ARTICULATION





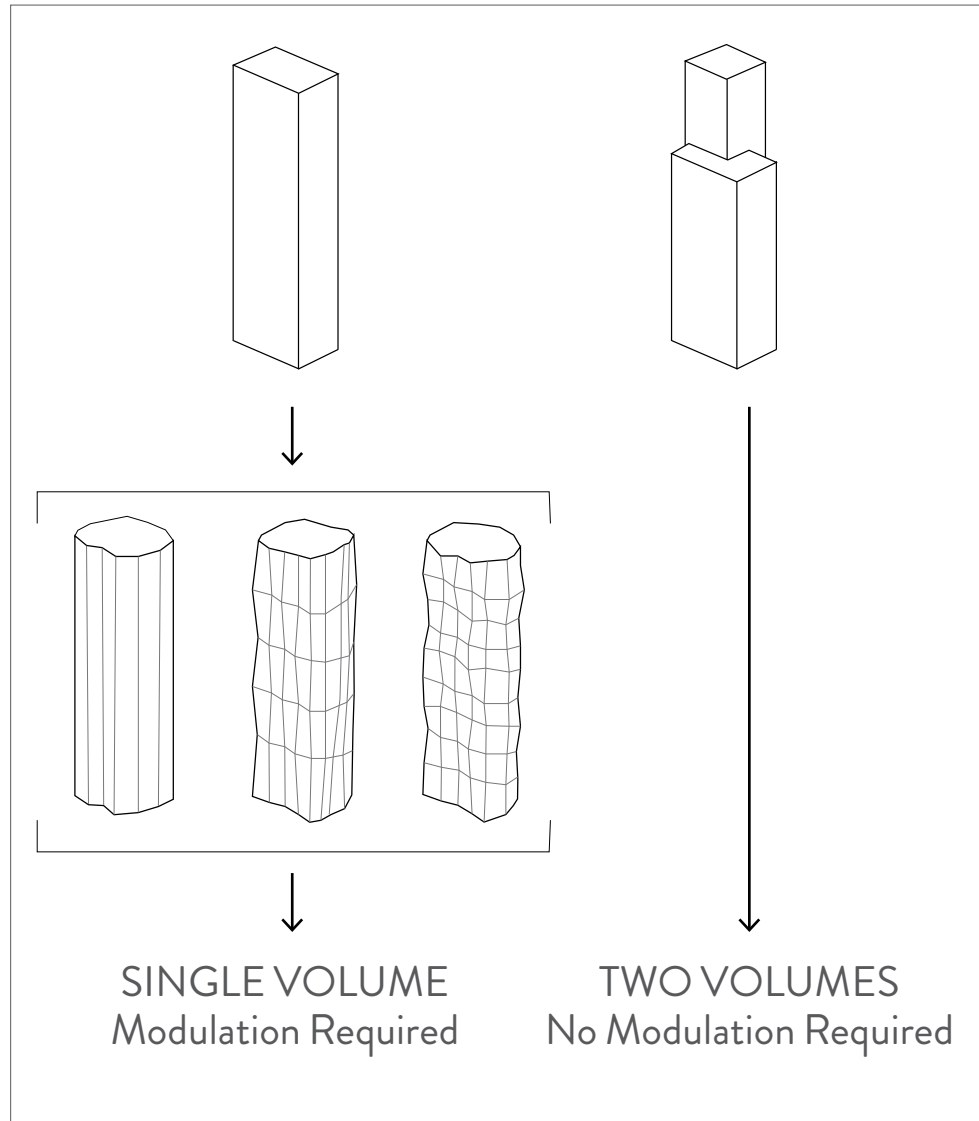
MISSION STREET

5M PROJECT SAN FRANCISCO

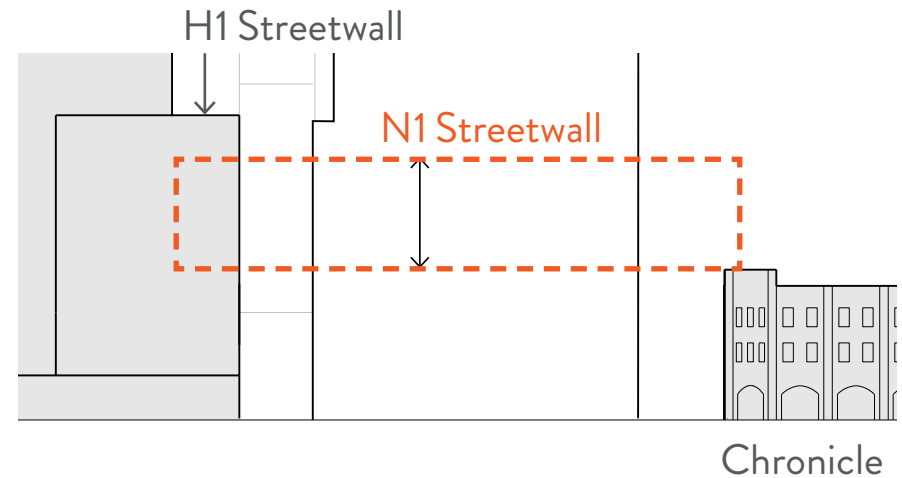
DESIGN FOR DEVELOPMENT

→ 6.3 High-Rise Residential Building (N1)

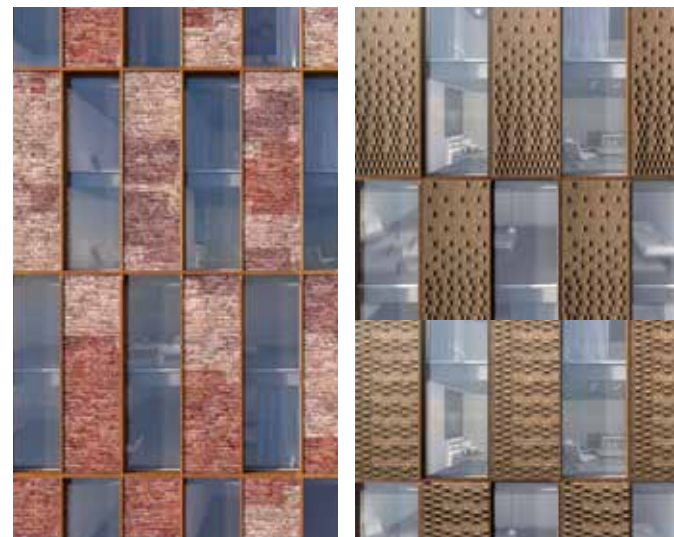
VOLUMETRIC DIFFERENTIATION



RELATIONSHIP TO CONTEXT



FAÇADE ARTICULATION



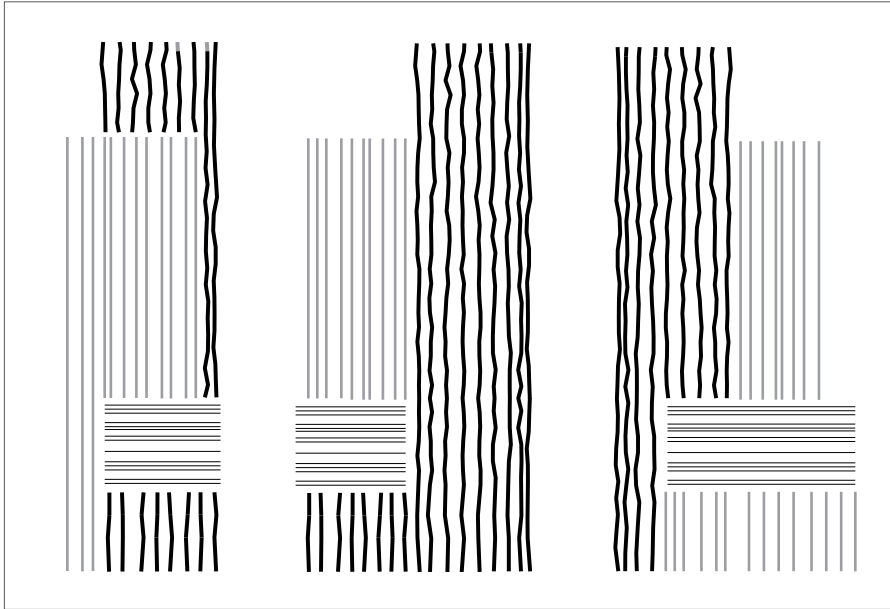


5TH STREET VIEW SOUTH TO MISSION STREET

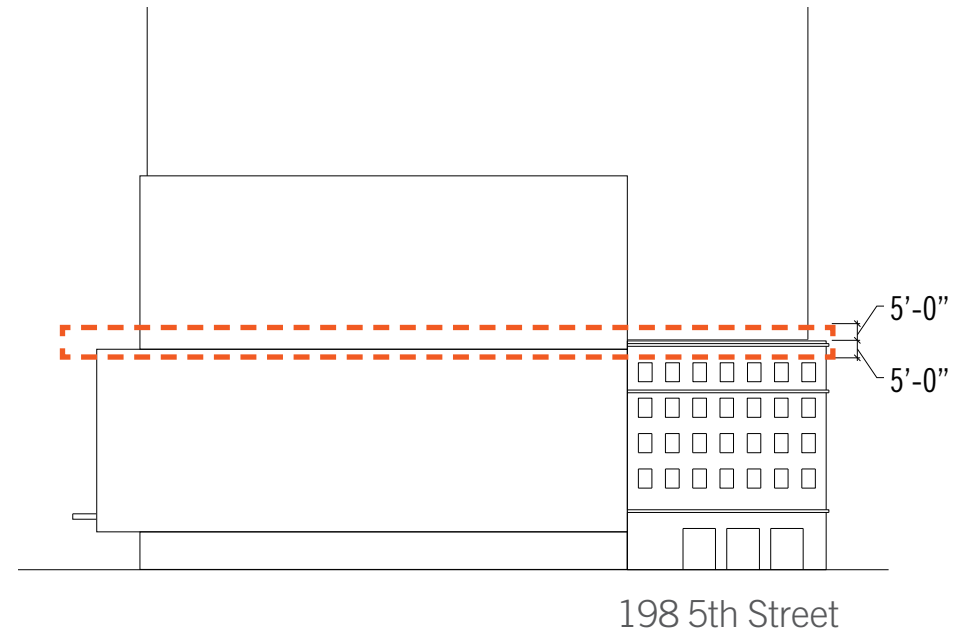
DESIGN FOR DEVELOPMENT

→ 6.4 High-Rise Commercial Building (H1)

VOLUMETRIC DIFFERENTIATION



RELATIONSHIP TO CONTEXT



FAÇADE ARTICULATION





HOWARD STREET VIEW EAST TO 5TH STREET



DESIGN FOR DEVELOPMENT

→ 4.3 Open Space Overview



Rooftop examples

DESIGN FOR DEVELOPMENT

→ 4.4 Mary Court (example)



OPEN SPACE PROGRAMMING

- Active play space
- Dog run
- Children's play area
- Dance performances
- Plays and live music
- Interactive art installations
- Seating and people-watching
- Café and/or retail kiosks
- Program containers and pods
- Food trucks
- Festivals / weekend markets
- Green softscape areas
- Public greenhouses
- Community garden
- Water features

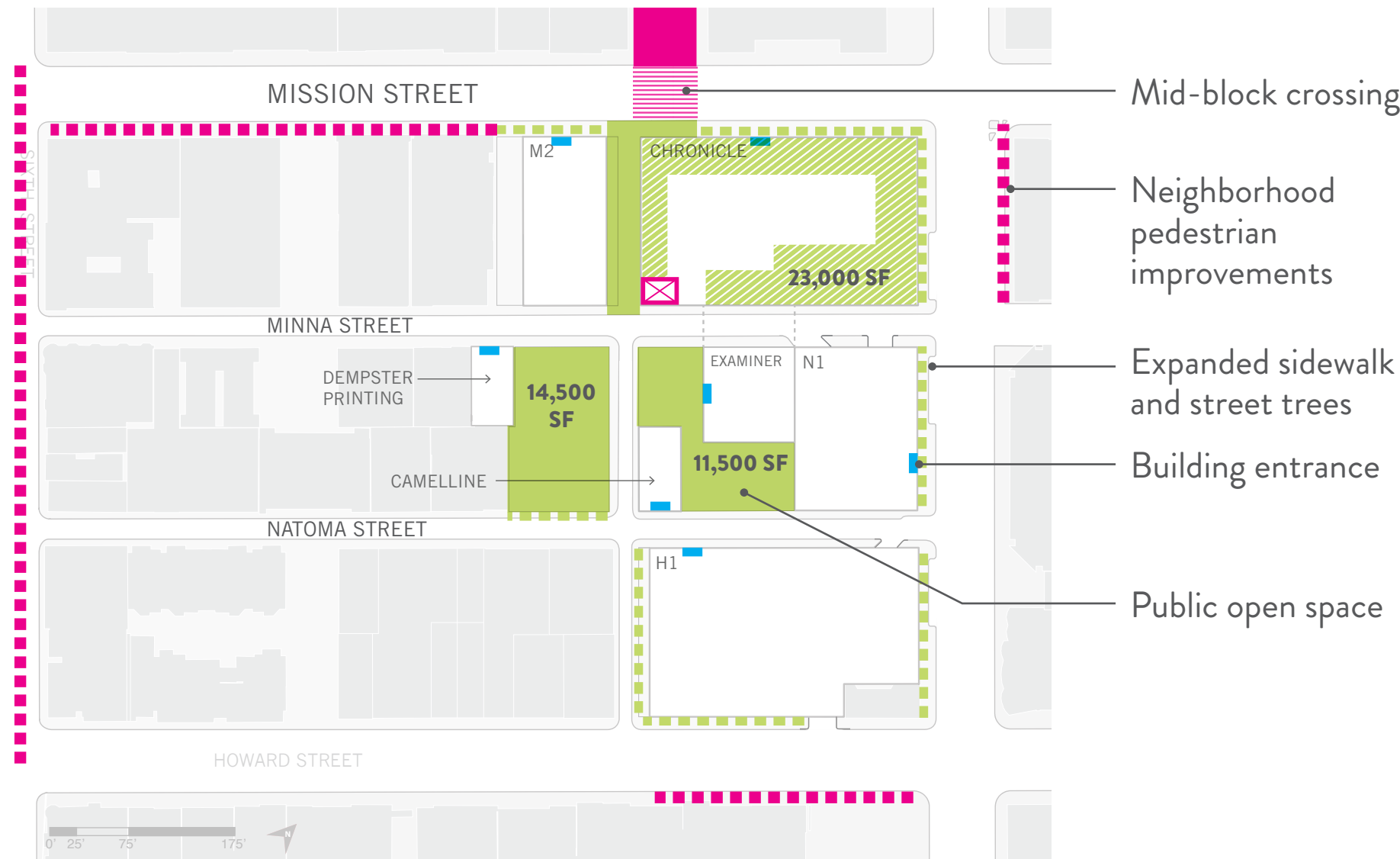


MARY COURT AT MINNA ST

ROBERT SAN FRANCISCO

DESIGN FOR DEVELOPMENT

STREETSCAPE



DESIGN FOR DEVELOPMENT

PUBLIC ART + SIGNAGE

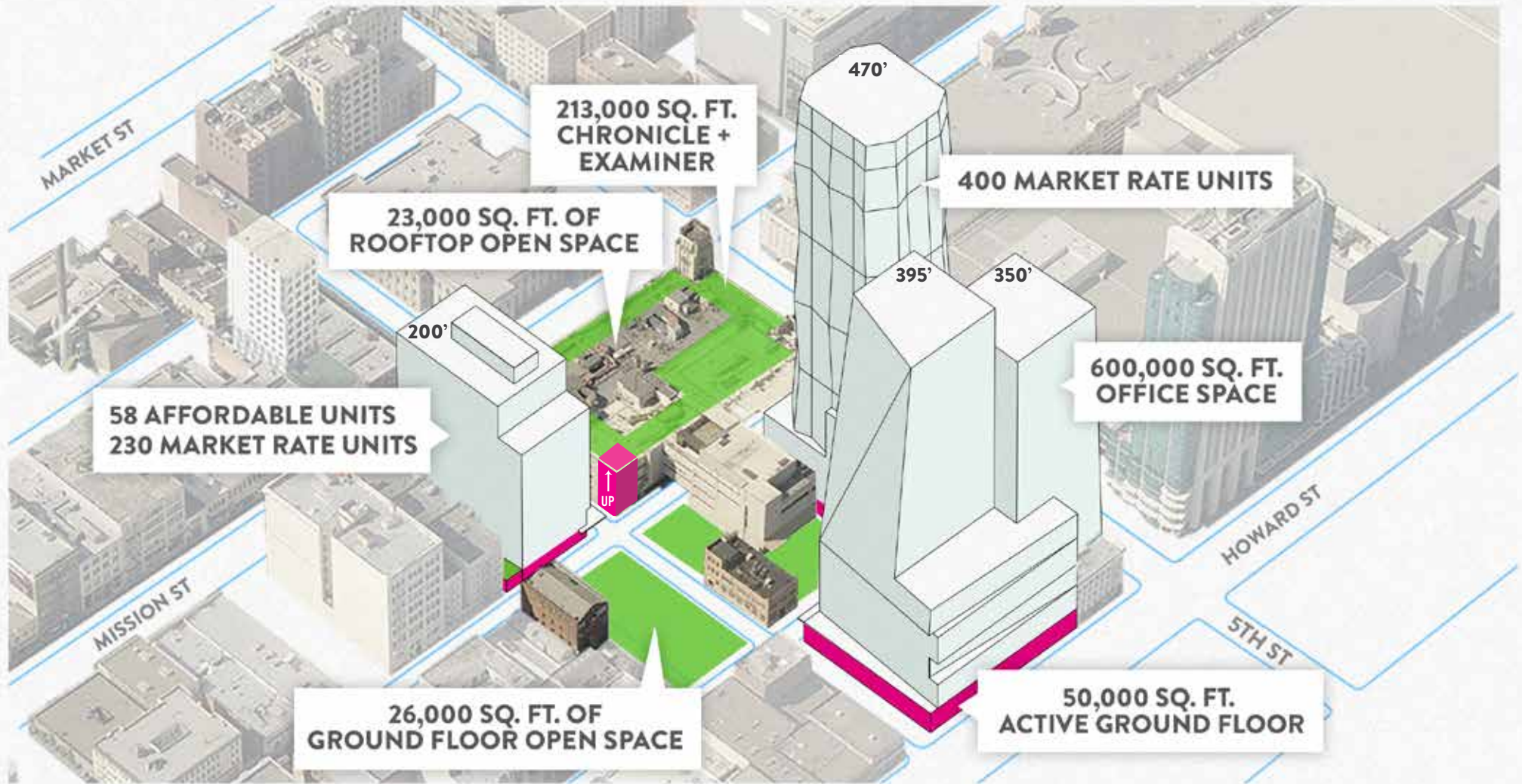


An architectural rendering of a modern urban courtyard. The scene is filled with people of various ages and ethnicities engaged in different activities: walking, sitting on benches, playing on a playground, and socializing. The courtyard features a mix of green spaces, including a lawn and a sandy play area with colorful equipment. Modern buildings with large windows and brick facades surround the space. A large brick building on the right has "ARTS + CULTURE" written on its upper facade. A white car is parked in the courtyard. The sky is blue with scattered clouds. The text "THANK YOU" is overlaid in the center.

THANK YOU

APPENDIX

REVISED PROJECT



EXISTING ZONING + USES

50%

PARKING LOTS

0%

HOUSING

0%

OPEN SPACE

Use district

C-3-S (160 ft)

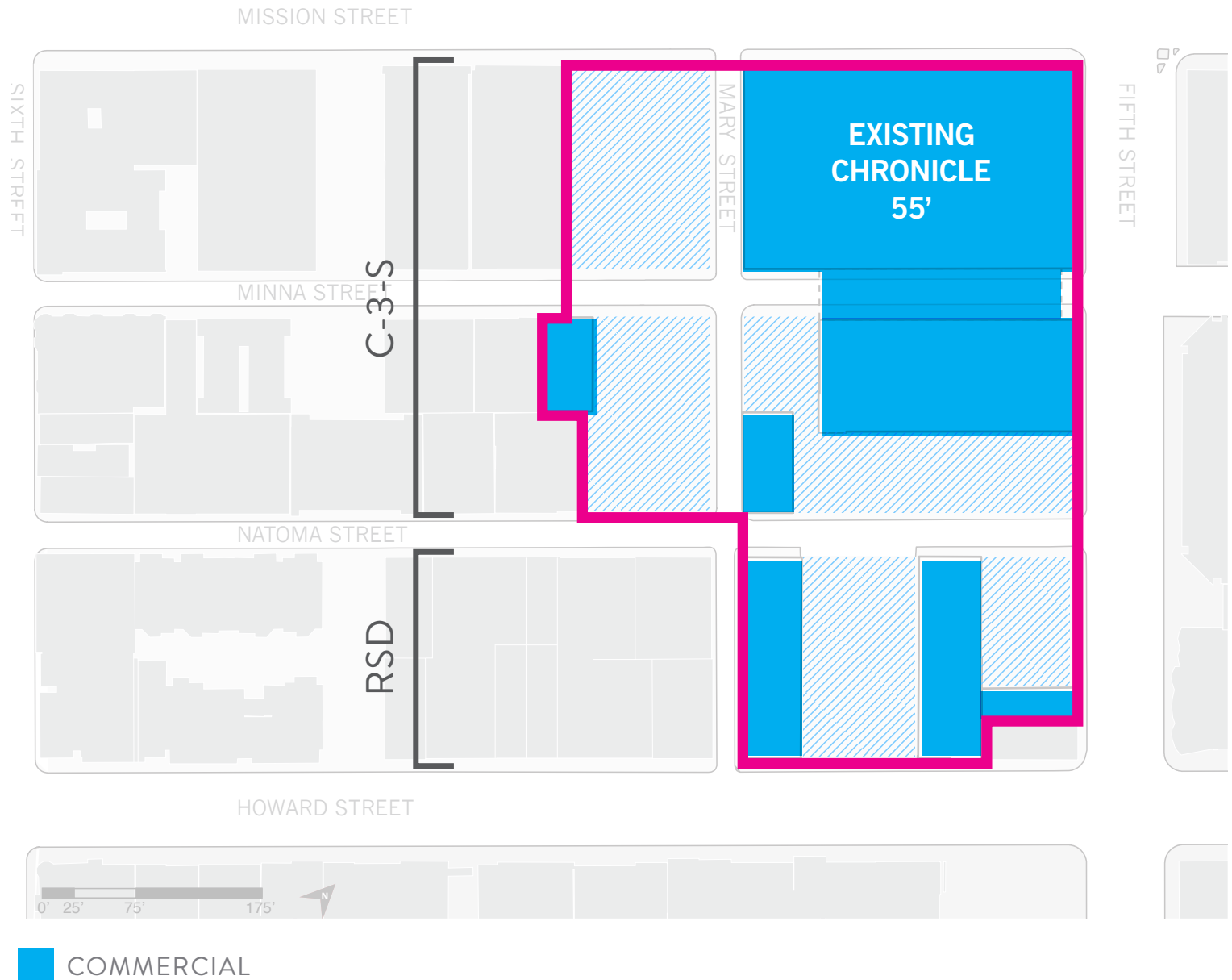
- > Office
- > Residential
- > 75% of site

RSD (85 ft)

- > Residential
- > Service
- > 25% of site

GOALS OF CURRENT ZONING:

Protect mixed use + opportunity for housing



PROPOSED ZONING + USES

GOALS: **Prioritizes mixed use character of SoMa + balance of housing and job generating uses**

35%
HISTORIC/EXISTING

16%
OPEN SPACE

51%
HISTORIC/EXISTING
+ OPEN SPACE

48%
NEW
CONSTRUCTION

Use district

C-3-S

> Office

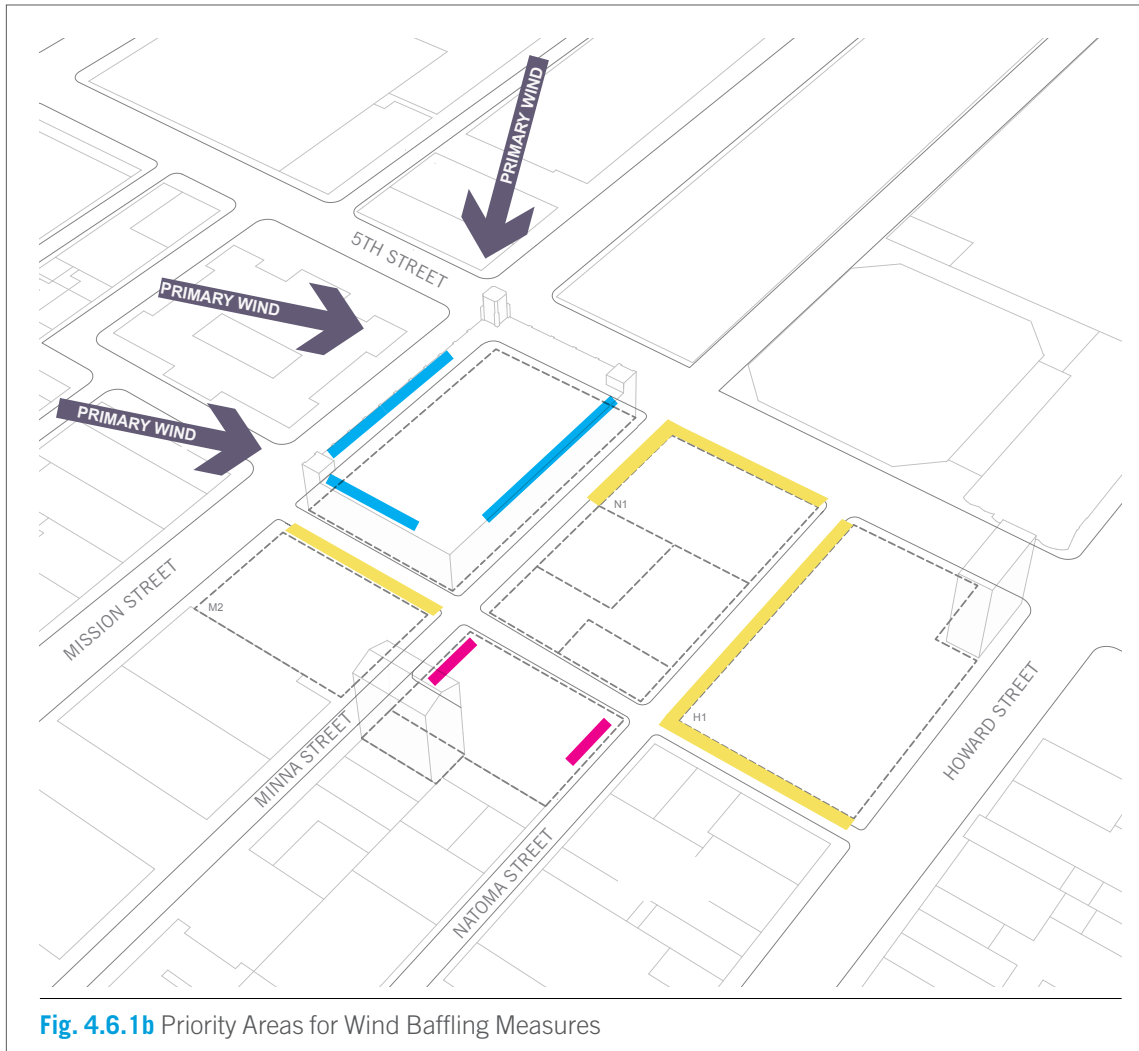
> Residential



5M SITE BOUNDARY RESIDENTIAL COMMERCIAL OPEN SPACE EXISTING BUILDINGS

DESIGN FOR DEVELOPMENT

→ 4.6 Wind and Sun



Currently:




79 HOURS
of hazardous wind per year

With the 5M Project:

4 HOURS
of hazardous wind per year

**Eliminates existing hazardous
exceedances at 5th and Howard**

Wind Priority Areas Legend

-  Wind Feature (Ground)
-  Wind Feature (Rooftop)
-  Wind Feature (Overhead)

DESIGN FOR DEVELOPMENT

→ 4.6 Wind and Sun

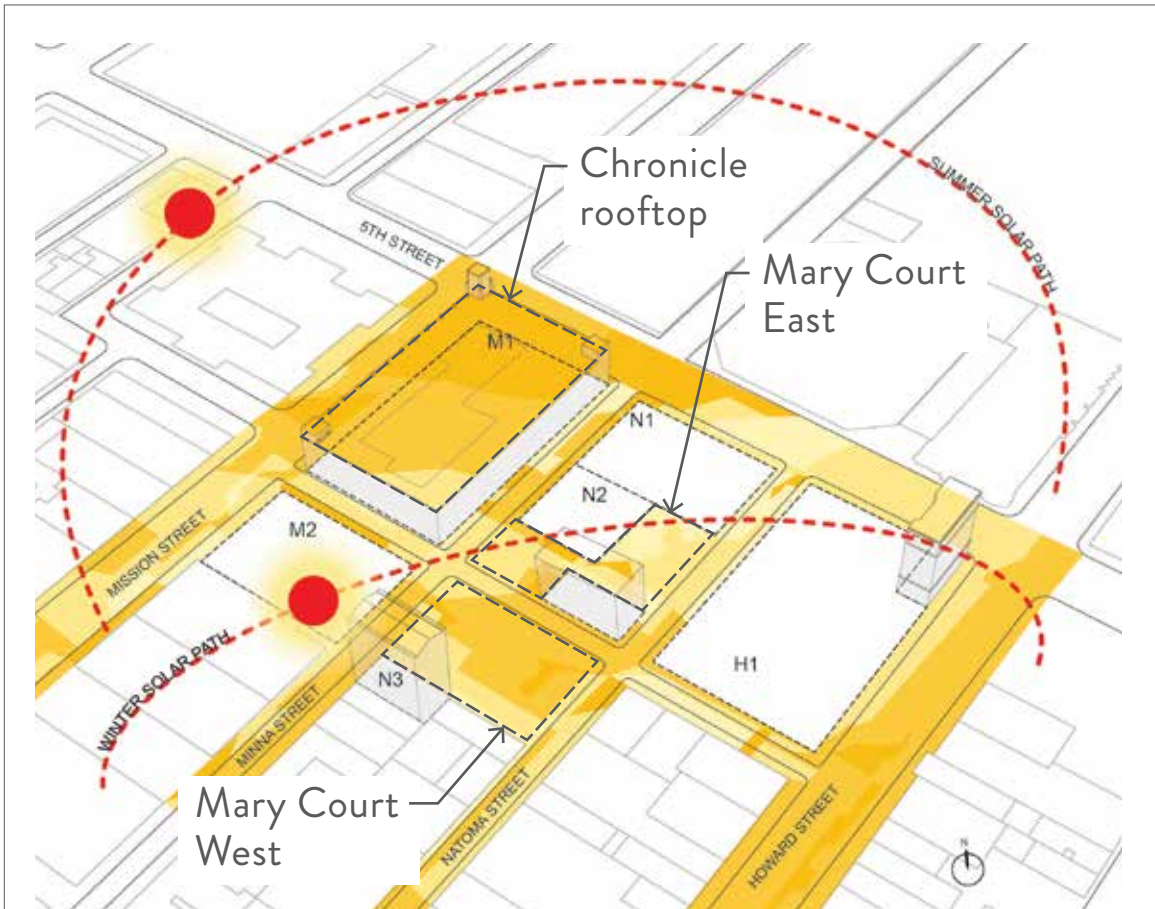
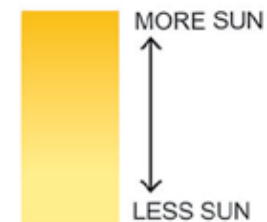


Fig. 4.6.2 Existing Site Orientation and Solar Access

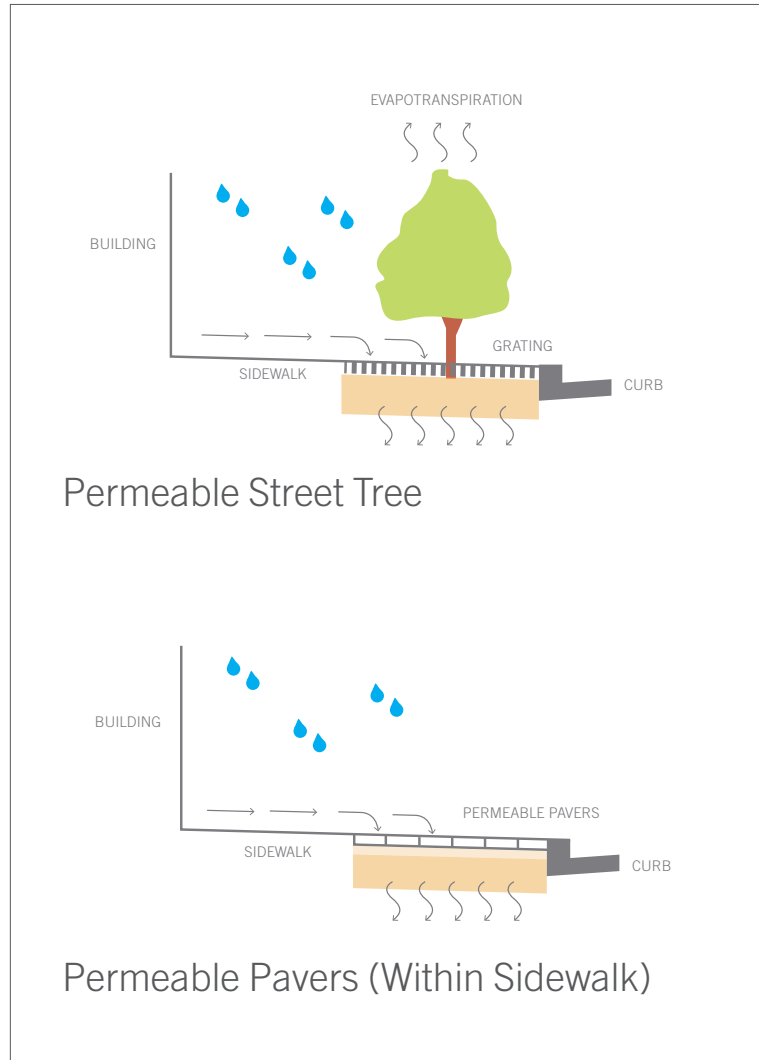
- > Mary Court West and the Chronicle rooftop have *year-round sun* with direct sunlight generally starting in the morning around 9am or 10am.
- > Mary Court East has the best sun exposure in *summer months*, generally beginning to get direct sunlight around noon.
- > Best sun exposure generally lasts to late afternoon.

Sun Access Legend



DESIGN FOR DEVELOPMENT

SUSTAINABILITY



LID Strategy Examples

On-site strategies:

- > LEED certified buildings
- > LID measures and stormwater management
- > Recycled water infrastructure
- > Permeable paving
- > Native plant species