

Hallidie Plaza. San Francisco

Western Triangle Market St & Cyril Magnin St.



The site is located in a very strategic area, at the nexus of tourism and shopping in San Francisco, California. Adjacent and part of a popular plaza (Hallidie Plaza), it is just steps away from the Powell street cable car turnaround, the Visitor Information Center and the Westfield Shopping Center, and a few blocks from Moscone Convention Center. The site is in an area bustling with shoppers and tourists at nearly all hours of the day and evening.

Perfectly connected to transportation networks, the site is at the center of businesses, cultural, and recreational opportunities.

This site is located at the gate of the Financial District including shopping, tourism, and employment centers. The median income of residents in the financial districts is over \$117k, significantly higher than the citywide rate of about \$82k. A couple blocks to the west of this site the conditions are starkly different. The Tenderloin neighborhood is home to the highest concentration of homeless population along with many

social services and homeless services organizations. The median household income of this area drops to about \$22k.

The site is a small plot in triangular shape, with frontage on Market Street and Cyril Magnin Street, with a lower level plaza (public space to be maintained) and a higher level (street front), connected by vertical circulation for pedestrians.

The current planning rules do not permit new development or structures of any height or size on this site. However, the City of San Francisco invites the applicants to propose creative proposal with high environmental performance and landmark architecture. If a great project is identified through this competition, the City will consider rezoning this strategic site.

The future developments should support and amplify a renewed Market Street that will anchor the neighborhoods, link public open spaces and connect the City's Civic Center with cultural, social, convention, tourism, and retail destinations.



Expected program:

The City is open to an innovative program for the Site that addresses the constructability challenges of such a small parcel, and integrates with the active and pedestrian friendly nature of adjoining uses.

In addition, respondents are encouraged to seek improvements on the lower level plaza and terraces between it and the street front above, in consideration of the need for pedestrian vertical circulation. They will also consider programming to relocate the current Visitor Center to a more visible and easily

accessible location, and to redesign or improve the adjacent Hallidie Plaza, which is not currently part of the Site, to better serve as an active, vibrant public open space.

Owner:

The City and the County of San Francisco.

Plot area:

8,915 square feet, triangular in shape.

Type of property transfer intended:

Lease or sale.

Presentation of the site and expectation for its redevelopment

The site is located in a strategic area of San Francisco as described above.

The site is also very well connected. It is immediately adjacent to the Powell Street Station, which provides access to both the Bay Area Rapid Transit (BART) regional commuter rail service and multiple lines of the local MUNI Metro subway system. The property sits on Market Street, where several MUNI regular and rapid bus lines run on dedicated lanes, as well as the historic F streetcar line which offers service to the waterfront/Embarcadero area to the northeast or to the Castro neighborhood to the southwest. In addition, the new Central Subway connector running between the 4th and King CalTrain regional commuter rail station in the SoMa area to the southeast and to Chinatown to the north will, in 2019, afford

yet another high-volume local transit connection via the existing Powell Street Station as well as another entrance under construction one block away at Market and Stockton Streets. Hallidie Plaza also serves as the terminus of the historic Powell-Masonic and Powell-Hyde cable car lines, and serves as a major tourist destination and gathering area. The Site is also well served by bicycle infrastructure, with separated bike lanes running along Market Street at the Site and several Bay Area Bike Share dock stations located within a 0.25 mile radius.

The City site is 8,915 square feet in size, triangular in shape, with frontage on Market Street and Cyril Magnin Street, with a lower level plaza (public space to be maintained) and a higher level (street front), connected by pedestrians vertical circulation.

Specific planning rules and bidding procedure regarding the development of the site

The property is zoned P (Public). Permitted uses include structures and uses of governmental agencies, and certain ancillary non-public uses as specified in Planning Code Section 211.1. Certain other uses may be permitted with a Conditional Use Authorization from the Planning Commission. The Site has a height and bulk classification of OS (Open Space), which does not permit new development or structures of any height or size, other than those ancillary to the open space function of the site, as determined to be in conformance with the General Plan.

Because the Site is currently zoned to strictly limit development, the Site would have to be rezoned to a zoning district permitting the proposed uses and would require a height map amendment to allow for construction of a new building of the proposed height. These actions would require approval by the San Francisco Planning Commission and the Board of Supervisors (San Francisco's legislative body) in order for a project proposing non-confirming uses and heights to proceed.

In addition to the rezoning actions that would be needed, San Francisco maintains a robust planning and environmental review process, with many opportunities for public engagement and input, for development projects of the scale permitted on this Site. The awardee will be required to follow all required steps of the standard development review and entitlement process for any proposed project. Once the awardee has executed an Exclusive Negotiating Agreement (ENA) (see #6 below), the development team will be required to submit an application for a Preliminary Project Assessment (PPA) before submitting any planning or building applications. The Planning Department will review the application and issue a PPA letter within 90 days outlining all relevant Planning and Design Review requirements and all necessary approvals and further review relevant to the proposed project. The development team will also be required to submit an Environmental Evaluation Application (EEA) to initiate the environmental review process. The EEA may be submitted concurrently with or following the submittal of

the PPA. The development team will also be required to file a Historical Resource Evaluation – Supplemental Information form along with the EEA. The EEA will determine what level of environmental review determination, if any, is required for the proposed projects and outline the next steps.

Regarding the bidding procedure for the second phase of the competition, the offer to purchase or lease the real estate would require that offerors respond to a city-issued Request for Proposals/Request for Qualifications (RFP/RFQ). Responses would be rated in accordance with guidelines developed prior to the issuance of the

RFP/RFQ. Typically a reviewing committee composed of technical experts within City staff, along with appropriate representative(s) of the affected community would then rank the responses based on the guidelines established and tender a recommendation. Ultimately, the delivery of an award of lease or sale is a discretionary decision of the Board of Supervisors and Mayor, and the award would be in the form of an Exclusive Negotiating Agreement (ENA). Subsequently, the awardee and City would negotiate a Purchase and Sale Agreement (PSA), which would set forth the exact terms and conditions of a conveyance of rights.

Specific climate or environmental issues regarding the development of the site

The property lies at a confluence of major pedestrian traffic, transit on adjoining Market Street and Powell Street, and has significant noise issues as a result. The Site is located in an Air Pollutant Exposure Zone such that enhanced ventilation may be required for residential uses, and is located in an area with a high to medium-high heat vulnerability index (<https://sfclimatehealth.org/maps/>). While on a relatively flat site, given the existence of the lower level plaza, there are opportunities to be creative with lower level uses, but doing so requires addressing any flooding issues as a result. The site does have constructability challenges given the active and pedestrian friendly nature of adjoining uses.

The Site is located on Market Street, San Francisco's civic backbone, connecting water to

hills, businesses to neighborhoods, cultural centers to recreational opportunities. The movement of people and goods, from the very earliest times, has dominated Market Street design and use. Better Market Street is an effort to deliver transformative transportation, streetscape and safety improvements along 2.2 miles of Market Street between Octavia Boulevard and the Embarcadero. Development at the Site should consider how it will support and amplify a renewed Market Street that will anchor neighborhoods, link public open spaces and connect the City's Civic Center with cultural, social, convention, tourism, and retail destinations. For more information go to: <http://www.bettermarketstreetsf.org/>



Hallidie Plaza: Western Triangle



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