8 OCTAVIA

A Vibrant New Gateway to San Francisco

Overview: The Market/Octavia Plan

The Market/Octavia Plan declares a commitment to “excellence and innovation in urban infill and architectural design” for the redevelopment of Hayes Valley after razing the Central Freeway. The Market/Octavia Plan describes the northeast parcel at the corner of Market Street and Octavia Boulevard as “particularly important because it has frontage on Market Street as well as the Boulevard, and will play an important role not only in drawing the two streets together, but also in marking the entrance to the Boulevard from Market Street.” The plan stipulates a height of 50 feet on the northern half of the site and 85 feet on the southern half. The recommended use calls for maximizing housing above neighborhood-serving retail, community services and other active, pedestrian-oriented uses.

Design Competition and Evolution

In 2007, San Francisco Prize announced the selection of Stanley Saitowitz | Natoma Architects as the winner of a design competition for Parcel V at the northeast corner of Market Street and Octavia Boulevard, now known as 8 Octavia. In 2011, DDG Partners and DM Development acquired the property interests for 8 Octavia and have since refined the design in collaboration with the city’s planning professionals and the broader community. The team’s commitment to excellence has remained steadfast throughout the process. As a result, 8 Octavia will create a bold and vibrant gateway to the Hayes Valley neighborhood.

8 Octavia Design

Today, 8 Octavia is a forward-thinking vision of elegant density and modern design. The proposed design features an eight-story translucent form that extends the entire block. Each unit is cloaked in obscured glass fins that serve as sunscreens. Multistory vertical notches in the building create wide courtyards visible from the street. The building will enhance Market Street with wraparound ground-floor retail space, unique townhome living and inviting pedestrian entrances and landscaping. 8 Octavia successfully fulfills the mission of the Market/Octavia Plan by breathing new life into Hayes Valley and Market Street.

"This prominent site, a gateway to the city, announces a new form of housing and provides an optimistic view of the city and its architecture."

-- 2007 SF Prize Jury on the winning 8 Octavia design

Project Facts

Residential

- 49 Residential units (7 on-site BMR units)
- Dense urban housing averaging 952 sq. ft. per unit
- 65% 2 & 3 BD units
- Common courtyards, vertical gardens, and roof deck common space

Commercial

- One 2,000 sq. ft. Market St. commercial space

Garage

- 24 residential / 1 retail parking spaces
- 26 bike parking spaces

Collaboration

DDG Partners and DM Development have worked closely with the Planning Department and the community to bring the award-winning Saitowitz design in step with San Francisco's General Plan and the Market/Octavia Area Plan.

Design revisions include:

- The removal of one housing unit to allow the addition of double height ceilings to the Market Street retail space. The pedestrian experience will be enhanced with a 20' ceiling where the building meets Market Street and Octavia Boulevard.
- Townhome entrances along Octavia Boulevard through a ground level courtyard to better activate the street.
- The removal of the Haight Street fire stair penthouse and reduction of the parapet to better reflect the residential character of the neighborhood and reduce Haight Street massing.
- The addition of two-story windows to the Market Street and Haight Street concrete facades, better articulating the massing and creating a more residential character.
- Teaming with Marta Fry Landscape Architects to sculpt the triangular Market Street landscape area. This creates a more inviting entrance to the residential lobby and retail space, as well as a new seating area for the public.
- The addition of perforated metal gates to secure the unusable triangular space on the east side of the lot, proactively avoiding an "attractive nuisance" area.
- Added articulation, materiality and adjusted eastern façade massing to create a more contextually appropriate response to the neighborhood plan.

Endorsements

8 Octavia has been endorsed by:

- Hayes Valley Neighborhood Association (HVNA)
- San Francisco Planning + Urban Research Association (SPUR)
- San Francisco Housing Action Coalition (SFHAC)

Contact Information

DDG Partners and DM Development are real estate investment and development firms who share a passion for creating exceptional urban housing with a commitment to high-design, sustainability and community revitalization.

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More information on DDG Partners and DM Development can be found at:
www.ddgpartners.com & www.dm-dev.com

Consistency of 8 Octavia with Market & Octavia Plan Objectives and Policies

OBJECTIVE/ POLICY	TEXT	PROJECT CONSISTENCY
1.1.1	Repair the damage caused by the Central Freeway by encouraging mixed-use infill on the former freeway lands.	The project will construct new mixed-use infill development, including 49 residential units and ground level retail, on vacant Central Freeway Parcel V.
1.1.2	Concentrate more intense uses and activities in those areas best served by transit and most accessible on foot.	The project will be located at Market Street and Octavia Boulevard—near the center of the City—where it will be well-served by public transit and easily accessible to pedestrians.
1.1.3	Encourage housing and retail infill to support the vitality of the Hayes-Gough, Upper Market, and Valencia Neighborhood Commercial Districts.	The project will support and enhance the vitality of surrounding neighborhood commercial districts by providing 49 new residential units and approximately 2,000 square feet of new retail space.
1.1.5	Reinforce the importance of Market Street as the city's cultural and ceremonial spine.	The project will reinforce the importance of Market Street by developing a key vacant parcel with a dynamic, modern building that will provide a gateway from the 101 Freeway to the City. The project will also create new ground floor retail and attract new residents, both of which will help activate Market Street.
1.1.6	Preserve and enhance the role of cultural and educational institutions in the plan area.	The project will create 49 new residential units, whose occupants will support cultural and educational institutions in the plan area, including the opera, the theatre, the LGBT community center, and civic center.
1.1.8	Reinforce continuous retail activities on Market, Church, and Hayes Streets, as well as on Van Ness Avenue.	The project will create over 2,000 square feet of new retail space at the street level.
1.2	Encourage urban form that reinforces the plan area's unique place in the city's larger urban form and strengthens its physical fabric and character.	The project will strengthen the physical fabric and character of the neighborhood by developing a key vacant parcel at the entrance to the City from the 101 Freeway. The project will reinforce by the plan area's unique place by featuring a dynamic, modern building with a vibrant façade.

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1.2.1	Relate the prevailing height of buildings to street widths throughout the plan area.	The proposed building height is appropriately related to the widths of Market Street and Octavia Boulevard: the building will maintain a constant roofline as it slopes up away from Market Street, resulting in a maximum building height along Market (a wider street) which gradually shortens along Octavia (a narrower street).
1.2.2	Maximize housing opportunities and encourage high-quality commercial spaces on the ground floor.	The project will include seven levels of residential housing including 49 new units and 2,000 square feet of commercial space on the ground floor.
1.2.4	Encourage buildings of the same height along each side of major streets.	The proposed building will be of similar height to the First Baptist Church on the opposite side of Octavia Boulevard and was designed to match the Baptist Church and the adjacent apartment building cornice lines to create a gateway into the City; constructing this building on the vacant Central Freeway parcel will re-balance the street front at this location.
1.2.7	Encourage new mixed-use infill on Market Street with a scale and stature appropriate for the varying conditions along its length.	The project will construct new mixed-use infill at Market Street and Octavia Boulevard. The project's height and scale will strengthen Market Street's role as a monumental public space and is especially appropriate for this location because the roofline remains constant as the Octavia slopes up from Market Street, giving the project a strong presence on Market Street while allowing it to gently transition into the surrounding neighborhood. The modern architectural language is contextual to the LGBT building and multiple multifamily buildings under construction on Market Street.
2.1	Require development of mixed-use residential infill on the former freeway parcels.	The project will provide mixed-use residential infill on vacant Central Freeway Parcel V.

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2.1.1	Develop the Central Freeway parcels with mixed-use, mixed- income (especially low income) housing.	The project will develop Central Freeway Parcel V with mixed-use and mixed-income housing, including seven affordable residential units for low-income families.
2.2	Encourage construction of residential infill throughout the plan area.	The project will construct residential infill, including 49 new units.
2.2.2	Ensure a mix of unit sizes is built in new development and is maintained in existing housing stock.	The project will include a mix of unit sizes, including 13 one-bedroom units, 33 two-bedroom units, and three three-bedroom units.
2.2.4	Encourage new housing above ground-floor commercial uses in new development and in expansion of existing commercial buildings.	The project will construct a new mixed-use building with seven floors of housing above ground floor commercial space.
2.4	Provide increased housing opportunities affordable to households at varying income levels.	The project will provide housing opportunities to households at varying income levels by including seven affordable units.
2.4.1	Disaggregate the cost of parking from the cost of housing.	The project will disaggregate the cost of parking from the cost of housing by selling/leasing parking spaces and residential units separately.
3.1	Encourage new buildings that contribute to the beauty of the built environment and the quality of streets as public space.	The proposed building design won an international design competition sponsored by the Mayor's Office. The building will include a vibrant, dynamic façade that will beautify and activate the streetscape and public spaces along Market Street and Octavia Boulevard. The building will feature an outdoor public courtyard on Market & Octavia with a public seating area and landscaping.

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3.1.1	Ensure that new development adheres to principles of good urban design.	The project adheres to principles of good urban design by following the Fundamental Design Principles for the Market and Octavia area, including those principles addressing building massing and articulation and ground floor treatment.
3.2.8	Encourage new building design that respects the character of nearby older development.	The project's design respects the character of nearby older development by acknowledging the existing buildings' scale and fabric. The project was designed to mirror the First Baptist Church roofline and to create a 'Gateway' into the City from the 101 Freeway. However, the project takes a back seat to the more civic church building and does not try to compete with the monumental dome located on top of its roof. While the project is a modern design aesthetic it also uses vertical courtyards to break the façade into smaller elevations similar to neighboring buildings in mass and height. The modern glass façade also reflects the character and design aesthetic of the nearby LGBT community center.
4.1	Provide safe and comfortable public rights-of-way for pedestrian use and improve the public life of the neighborhood.	The project will preserve existing sidewalks along Octavia Boulevard, providing safe and comfortable rights-of-way for pedestrian use. The new residents and ground floor retail will improve the public life of the neighborhood. The project will also add permeable sidewalk materials to improve storm water drainage and provide both an aesthetic and greening feature.

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4.1.2	Enhance the pedestrian environment by planting trees along sidewalks, closely planted between pedestrians and vehicles.	The project will preserve the existing street trees along Octavia Boulevard to enhance the pedestrian environment. The project will also add landscaping to both Market and Haight Streets and will add permeable pavers on Octavia Boulevard. The project will also add new street trees to Haight St.
4.3	Reinforce the significance of the market street streetscape and celebrate its prominence as San Francisco's symbolic "main street."	The project will reinforce the significance of Market Street by providing a modern, dynamic building with a vibrant façade at Market Street and Octavia Boulevard—a key entrance to Market Street and the City from the 101 Freeway, which is currently vacant. The project will add a landscaped courtyard area with public seating and a prominent building canopy to engage pedestrian interaction and reinforce Market Street's significance.
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.	The project will add landscaping to Market Street along with a public seating area and permeable pavers to both green and beautify Octavia Boulevard and Haight Street. The project will add new street trees to Haight St.
5.1.2	Restrict curb cuts on transit-preferential streets.	The project will not involve any curb cuts on Market Street, and it will only involve a single curb cut on Octavia Boulevard. The curb cut on Octavia is unavoidable because there are no alleys or alternative locations that could be used.
5.2.2	Encourage the efficient use of space designated for parking.	The project will maximize efficient use of parking space by including an underground parking garage that provides 25 car parking spaces (24 residential + 1 commercial) and 26 bike parking spaces which comply with dimension standards.

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5.2.3	Minimize the negative impacts of parking on neighborhood quality.	Parking for the project will be located in an underground garage where it will not intrude on or negatively affect the quality of the neighborhood.
5.2.4	Support the choice to live without a car.	The project's parking spaces will be unbundled from the residential units, which will support the choice of new residents to live without a car. The project will only provide 24 residential parking spaces for 49 units.
5.2.6	Make parking cost transparent to users.	The project will make parking cost transparent by selling/leasing parking spaces separately from the residential units.
5.3	Eliminate or reduce the negative impact of parking on the physical character and quality of the neighborhood.	The project will help eliminate and reduce the negative impact of parking on the physical character and quality of the neighborhood by locating parking spaces in a secure, underground garage.
5.3.1	Encourage the fronts of buildings to be lined with active uses and, where parking is provided, require that it be setback and screened from the street.	The project will help maintain an active street front by providing approximately 2,000 square feet of commercial space at Market and Octavia, which is intended for restaurant use. The project will include townhomes at the corner of Octavia Blvd & Haight Street which will be accessed via the street further activating the area.
5.4.3	Permit off-street parking only where loss of on-street parking is adequately offset, and pursue recovering the full costs of new curb cuts to the city.	The creation of 25 new off-street parking spaces in an underground garage will offset the loss of on-street parking spaces resulting from the curb cut.
5.5.2	Provide secure and convenient bicycle parking throughout the area.	The project will provide secure and convenient bicycle parking for residents by creating 26 new bike parking spaces in a secure, easily-accessible underground garage.

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5.5.3	Support and expand opportunities for bicycle commuting throughout the city and the region.	The project will support and expand opportunities for bicycle commuting by providing residents with 26 new bike parking spaces.
6.1	Ensure that new development is innovative and yet carefully integrated into the fabric of the area.	The proposed project is both innovative in its use of interior courtyards to bring light and air into all units on a narrow site, as well as in its use of exterior louvers to prevent solar heat gain. It is carefully integrated into the fabric of the area by matching the cornice line of the First Baptist Church and the apartment buildings across Octavia Boulevard and by reflecting the modern design aesthetic of the LGBT community center. It won an international design competition sponsored by the Mayor's Office for Central Freeway Parcel V.
6.2	Encourage new development on the central freeway parcels and the Market Street Safeway site to heal the physical fabric of the neighborhood and improve neighborhood character.	The project will heal the physical fabric of the neighborhood by developing a vibrant, modern building on vacant Central Freeway Parcel V.
6.2.1	Provide guidelines for new development that respond to the opportunities presented by the Central Freeway parcels.	The project is consistent with the Market and Octavia Neighborhood Plan and other guidelines for development of Central Freeway Parcel V.