Mid-Market Potential/Representative Redevelopment Projects - Staff Brainstorm - FOR DISCUSSION PURPOSES ONLY

All projects assume that Redevelopment funds would make up part of the funding picture, either leveraging "matching" funds or financing a "gap".

	Project	Type/Description
1	Historic Theatre Renovation/Reuse on Market Street/New Theater Development in Project Area	**Major catalyst project(s).** Utilize capital funds to leverage multiple project partners/funding resources in the development of a major performing, visual arts and/or entertainment venue(s) with the aim of anchoring an "Central Market Cultural and Heritage District". Partner with arts community, Office of Economic and Workforce Development, Arts Commission, Grants for the Arts and the historic and philanthropic communities.
2	Mixed Use Affordable Housing Infill Development Meeting Multiple Goals	**Major catalyst project(s).** Utilize required affordable housing setaside funds to leverage the development of vibrant mixed use affordable infill housing developments that fulfill multiple redevelopment plan goals. Coordination w/ affordable housing community, Mayor's Office of Housing, Planning Department, small business and arts community. Project to leverage state and federal affordable housing funds.
3	Development of Federal Courthouse (Parking Lot) Site at 7th and Mission	**Major catalyst project potential.** One of last large sites in the proposed Project Area and in public ownership. Site control not guaranteed. If Feds determine property to be "surplus", formal "disposal" process unfolds. A predefined public use could see the property turned over to a gov. Agency for $1 (Old Mint example) or purchased at fair market value in order to develop a commercial revitalization project.
4	Reuse/Renovation of Key Historic Building(s)	**Catalyst Project (s).** Strategically target one to three outstanding historic properties and incentivize property owner investment in full building renovation and reuse with matching capital funds and tenant attraction support services. Coordinate/cluster with other public investments, including other potential catalyst projects, small business façade and tenant improvements and arts facilities (see below). Leverage local, state national historic preservation funds, partner with Office of Economic and Workforce Development and historic preservation community.
5	Small Business (for Profit and Non-profit) Façade and Tenant Improvement Program	**Ongoing Core Program.** Forgivable loan/grant program that distributes "matching" funds across a range of small businesses. Emphasis is on developing a "prosperous and engaging mixture of sidewalk shops and storefronts" through improvements to ground floor exterior facades and interiors paired with tenant attraction efforts. This is a typical core program funded over many years, targeting the most blighted properties, in this case, Market Street from 5th to 8th Street. Partner with small business (for profit and non-profit) community and Office of Economic and Workforce Development.
6	Capital Fund for Arts Facilities	**Ongoing Core Program.** Ongoing forgivable loan/grant program that distributes "matching" funds across a range of arts groups for capital initiatives. Emphasis is on developig a critical mass of performing, visual arts and entertainment venues toward the goal of an "enhanced cultural district". Partner with arts community, Office of Economic and Workforce Development, Arts Commission, Grants for the Arts, and the philanthropic community.
7	Historic Façade Restoration(s)/Program for Property Owners	**Targeted Program.** Strategically target a handful of outstanding historic facades and incentivize property owner investment in full façade restorations with matching capital funds and tenant attraction support services. Coordinate/cluster with investments in small business façade and tenant improvements and arts facilities. Leverage local, state national historic preservation funds, partner with historic preservation community.
8	Stevenson Alley Improvement Project	**Major Public Improvement Project.** Historic Alley renovation supporting and enlivening most blighted and historic Market Street properties from 5th Street to 7th Street (south side). Leverage local, state and federal transportation funds.
9	Hallidie Plaza Renovation and United Nations Plaza Upgrades	**Major Regional Public Improvement Project(s).** Major public realm improvement and transit enhancment effort led by the responsible transportation planning and public improvement entities. Utilize redevelopment funds to leverage and or provide gap financing in coordination with local, regional, state and federal transportation funds in coordination with the City and Bay Area Rapid Transit District.
10	Better Market Street Projects	**Major Citywide Public Improvement Project(s).** Major public realm improvement, transit and transportation enhancment effort led by the responsible transportation planning and public improvement entities. Utilize redevelopment funds to leverage and or provide gap financing in coordination with local, regional, state and federal transportation funds in coordination with the City and Bay Area Rapid Transit District.

Redevelopment Criteria

1 Helps to realize Redevelopment Plan Vision (goals/objectives)
2 Helps to eliminate blight or a blighting influence
3 Project Has Public Benefit
4 Capital Project
5 No other source of funding for the project or for the project's funding "gap"
6 Project improves and positively activates the public realm along Market Street
7 Project activates and/or contributes to the public realm in the Project Area