

SF FLOWER MARKET at 901 16th Street

Frequently Asked Questions

1. What is the San Francisco Flower Market? What is SFFM?

The Flower Market is one of only five grower-owned wholesale flower markets in the United States. The Market has been a one-stop floral source for San Francisco and the Bay Area since 1912. Over 45 individual flower vendors, mostly small, locally-owned and family-owned businesses, serve a wide range of customers, including florists, designers, event planners, caterers, gift shops and after 9 am the general public. The San Francisco Flower Market (SFFM) is the master tenant of the Flower Market and will manage operations under a long-term lease with the property owner, 901 16th Street Manager LLC.

2. Why is the Flower Market proposing to come to the former Corovan site in Potrero Hill?

Originally, the plan was for the Flower Market to return to a new facility at 6th and Brannan Streets (its current site), as a part of a major re-development on the site. As the changes to their Central SoMa neighborhood became clear, the flower vendors came to believe strongly that the evolving Central SoMa neighborhood would not continue to meet their needs. The flower vendors, who are mostly small, locally-owned and family-owned businesses, would prefer to be located in a diverse neighborhood, better suited for our blue-collar business. Working closely with the City and the property owner, the former and underutilized Corovan site at 901 16th Street was identified as a potential location, consistent with its current and historic use.

3. What is happening at 6th & Brannan Streets, the current location of the Flower Market?

Consistent with the Central SoMa Plan (adopted by the City in 2018), the current site of the wholesale flower market at 6th & Brannan Street is approved by the City for the development of a mixed-use office and retail project by Kilroy Realty Corporation. The development at 6th & Brannan Streets is known as the "Flower Mart Project," while the development proposed for 901 16th Street is known as the "Flower Market" and the "San Francisco Flower Market" is the master tenant of the Flower Market.

4. What community benefits will the Project provide?

The Flower Mart Project and the Flower Market at 901 16th Street will provide an unprecedented level of community benefits to San Francisco, including:

- Preserving the historic flower mart, as a unique place, for customers, vendors, San Franciscans*
- Preserving 350+, blue-collar, jobs at the Flower Market*
- Offering neighborhood youth job training in the diverse floral industry*
- Reactivating an underutilized block on 16th & 17th Streets with locally-owned and family-owned flower vendors*
- \$222M in City fees, including \$110M for affordable housing*
- Dedicating a 14,000-SF site in San Francisco to the City for construction of up to 100 units of affordable housing*
- \$5M donation to the Sunnydale Community Center Project*
- \$4M in public art*
- Constructing of a 22,000-SF child care center*

*(**Note that the Flower Mart Project cannot be developed until the flower vendors have been safely relocated from its current location at 6th & Brannan Streets.)*

5. What happened to the proposal to build new housing at the former Corovan site?

After many years of effort, the previous owner and developer abandoned a proposal to rezone the property and build a six-story residential complex because of escalating construction costs and significant community concern.

6. Will the Flower Market be open to the public for retail? When will activity start and end? Yes, the SFFM will be open to the public for retail sales. The Flower Market will most likely operate like it does today, with the wholesale market open in the early morning hours until 9 am, with retail sales conducted after 9 am to 3 pm. Current wholesale hours are Monday, Wednesday, and Friday from 2:00 am to 9:00 am and Tuesday, Thursday, and Saturday from 5:00 am to 9:00 am. But the vendors are very excited about joining the Potrero Hill neighborhood, and are interested in serving the needs of the neighbors, so the retail hours may be adjusted at 16th Street.

7. Will the project maintain the historic brick building on the site?

Yes, the project plans to make the historic building a key element on the 17th Street facade. Very little of the façade of the existing buildings will change. Most improvements will occur on the interior of the building to accommodate the specific needs of the tenants.

8. How often will there be large trucks loading and unloading?

There will be 3-5 large trucks per day unloading at the loading dock, generally between the hours of 11pm and 7am mainly at the beginning of the week. Number and timing of deliveries is seasonal, with variation in both timing of delivery and number of trucks.

9. How does the number of trucks at the Flower Market compare to the traffic at the existing Corovan site?

Based on preliminary vehicle trip generation estimates, the Flower Market will involve fewer truck deliveries (both medium-sized box trucks and large semi-trucks) compared to the existing conditions at the Corovan site for all three time periods (daily, AM peak hour, and PM peak hour).

10. How does the number of vehicles at the Flower Market compare to the traffic that would have been created by the abandoned housing proposal?

Based on preliminary vehicle trip generation estimates, the Flower Market will involve fewer car trips (including pickup trucks, vans, and passenger cars) compared to the traffic that would have been created by the abandoned housing proposal at the Corovan site for all three time periods (daily, AM peak hour, and PM peak hour).

11. How many vehicles will come to the Flower Market on a daily basis?

Based on the Transportation Impact Study that was completed for the Flower Mart Project, the wholesale flower market will see about 600 cars and vans, 20 box trucks, and 1-2 semi-trucks per day. However, only about 100 of those vehicles will arrive during peak AM hours (7AM-9AM).

12. Will this project go through CEQA?

Yes. There will be a CEQA/Environmental analysis and the project will need to be approved by the Planning Commission.

13. What is the construction timing?

Construction is expected to begin in 2020, with completion anticipated in late 2021.