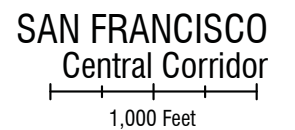
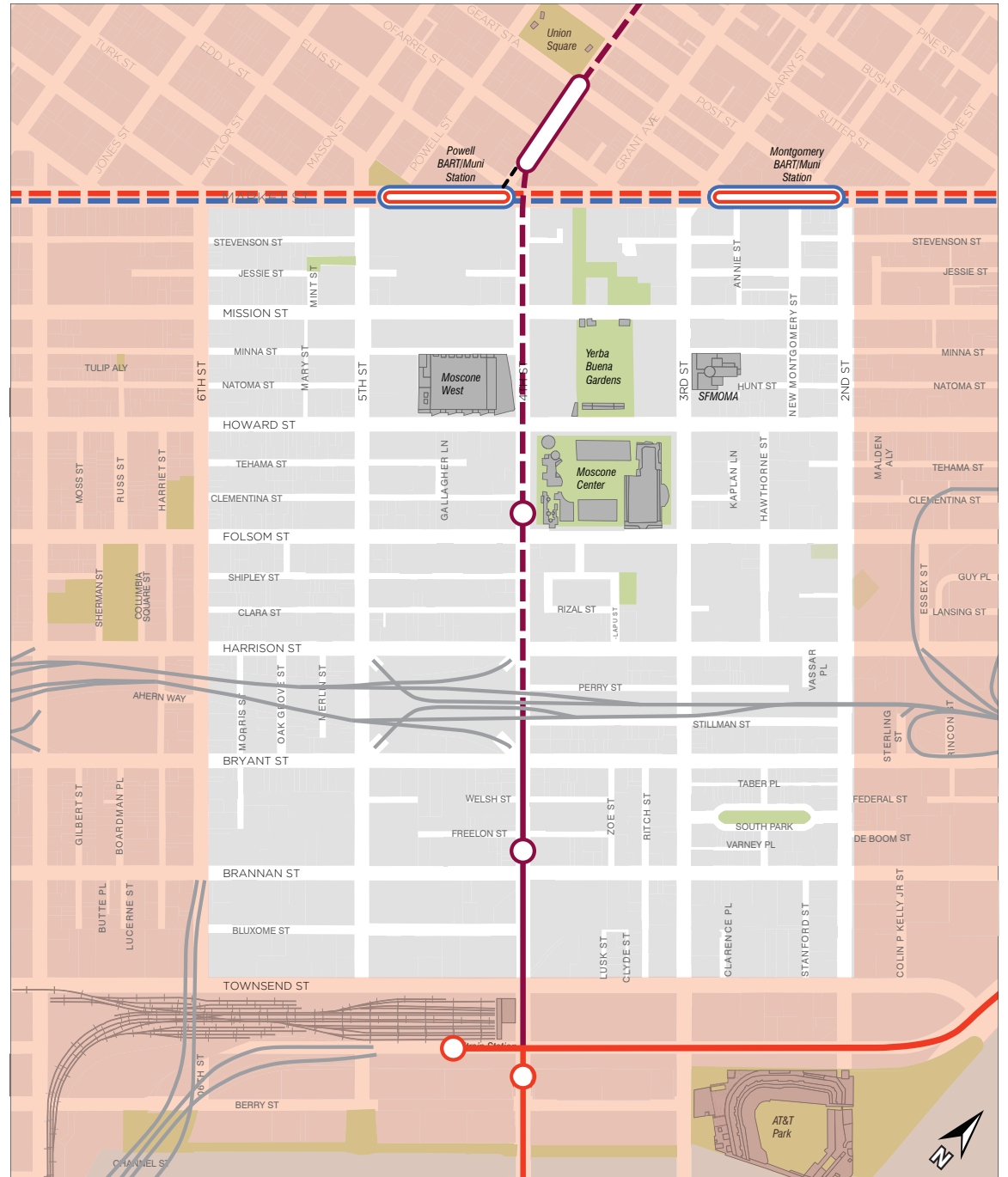




# CENTRAL CORRIDOR PLANNING PROJECT

**INFORMATIONAL PRESENTATION  
PLANNING COMMISSION - FEBRUARY 28, 2013**

# Project Area

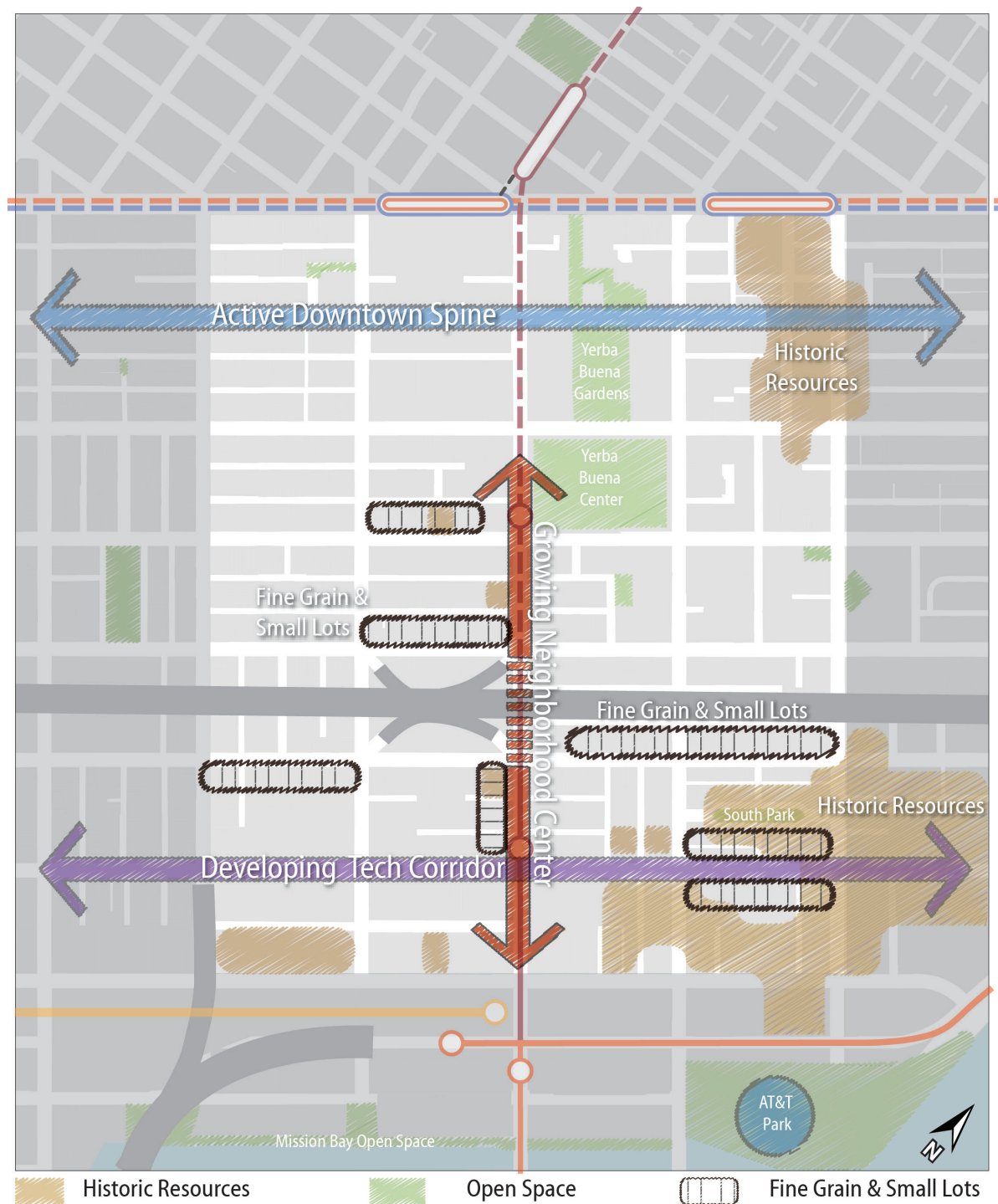


# Central Corridor Plan: **Key Plan Goals**

- Support citywide objectives for transit-oriented growth, particularly workplace growth
- Build on the character of what makes SoMa attractive and exciting -- its physical character and diverse activities
- Improve the public realm and provide supporting infrastructure

# Identifying Key Neighborhood Characteristics & Assets

- A broad range of cultural and recreational destinations
- Developing neighborhood center along Fourth Street
- Older buildings, period architecture, and historic districts
- Pockets of residential enclaves



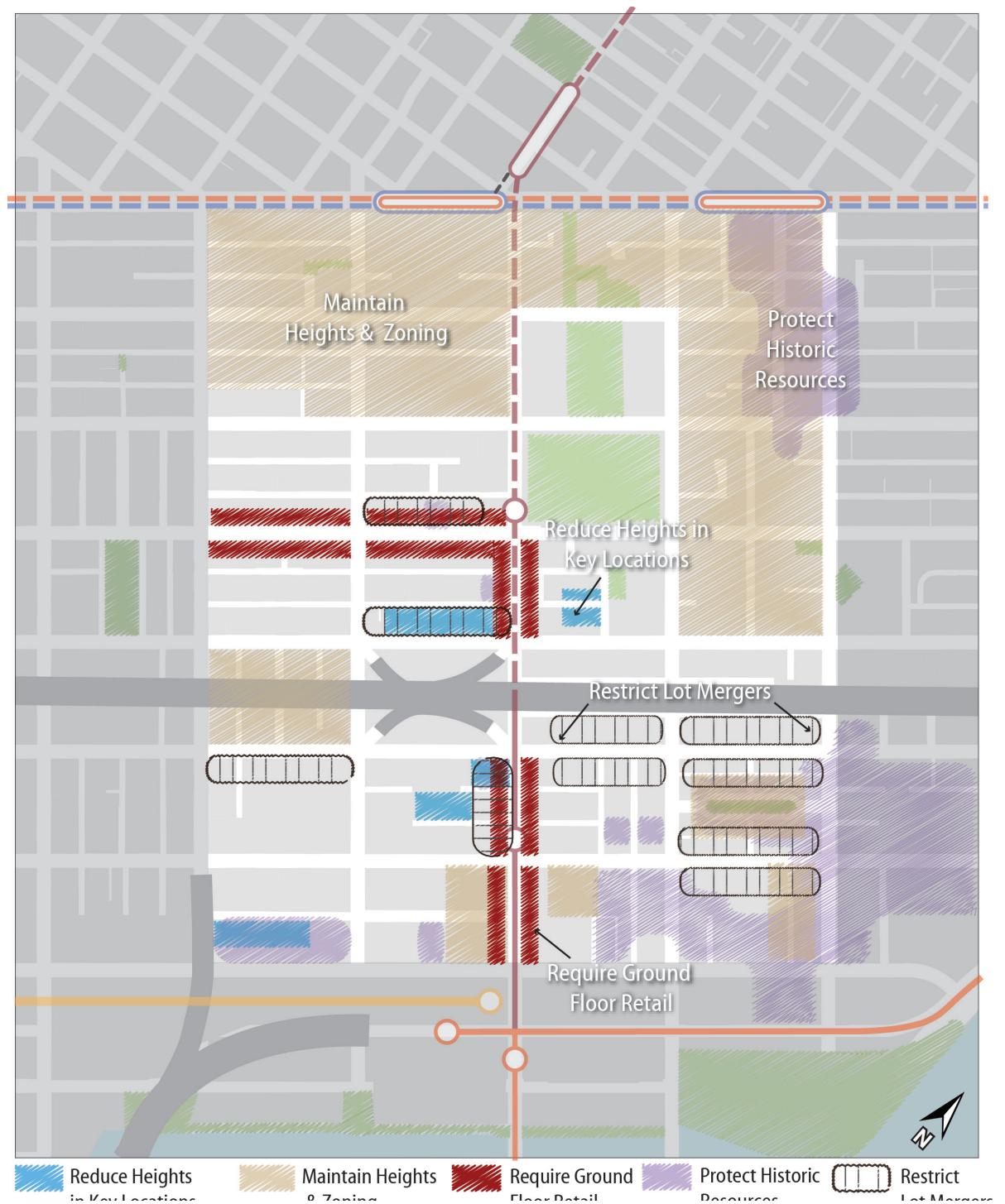
# Identifying Opportunities and Enabling Potential

- Establish flexible zoning throughout area
- Increase heights at opportunity sites
- Additional height near transit



# Protecting Character and Key Assets

- Maintain heights & zoning in many areas
- Restrict lot mergers
- Require ground floor retail along Folsom & Fourth Sts
- Height sculpting and scaled design along alleys
- Designate priority historic resources and districts



# Strategic Growth Plan

By increasing opportunities strategically, while protecting assets in others, growth is focused in key areas.





# Schedule and Process



# Background: Project Timeline



- **February 2011:** Project kickoff
- **Spring - Summer 2011:** Idea gathering
- **Fall 2011:** Release of Key Principles and initial zoning and heights, ongoing community engagement
- **Winter - Spring 2012:** Release of initial public realm strategy, ongoing community engagement
- **Spring - Summer 2012:** Release of refined zoning, heights, and public realm, ongoing community engagement
- **Fall 2012 - Winter 2013:** Fine-tuning proposals, writing Plan document, EIR scoping and contracting, ongoing community engagement
- **Spring 2013:** Plan release, start the EIR
- **Mid 2014:** Publication of Draft EIR
- **Late 2014:** Final Plan revisions, finalize EIR and public hearings on Plan adoption

# Background: Public Participation and Consultation

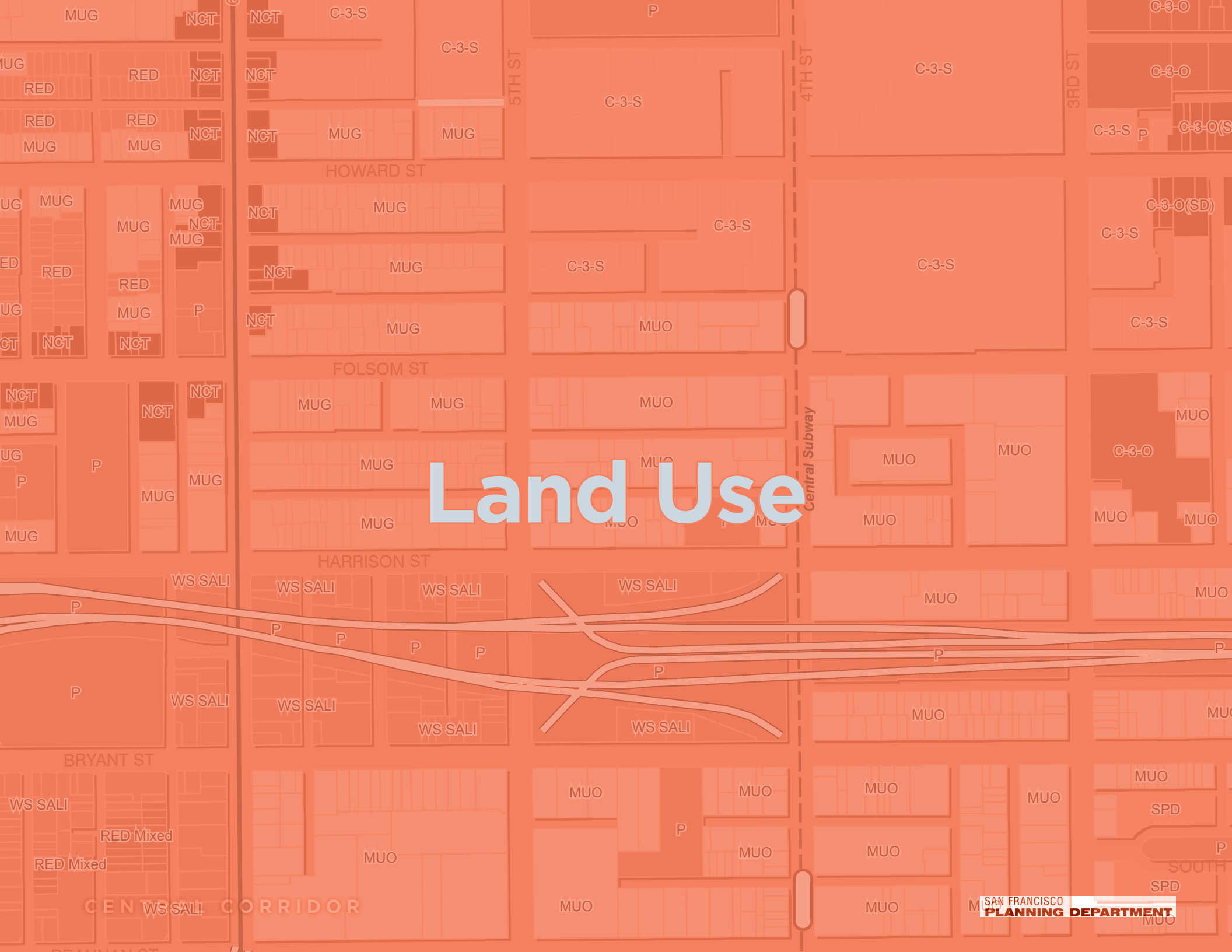


## ■ Community Meetings:

- Asian Neighborhood Design
- California Culture and Music Association
- Central Subway Outreach Committee
- Clementina Cares
- Filipino-American Development Foundation
- Housing Action Coalition (HAC)
- Rincon Hill /South Beach/Mission Bay Neighborhood Association
- San Francisco Planning and Urban Research (SPUR)
- South of Market Action Network (SOMCAN)
- South of Market Business Association (SOMBA)
- South of Market Leadership Council
- South of Market Project Area Committee (SOMPAC)
- Western Soma Taskforce
- TODCO
- Yerba Buena Community Benefit District

## ■ Additional Engagement:












- Walking tours
- Neighborhood storefront
- Online survey
- Three public workshops
- Four Planning Commission hearings
- HPC hearing

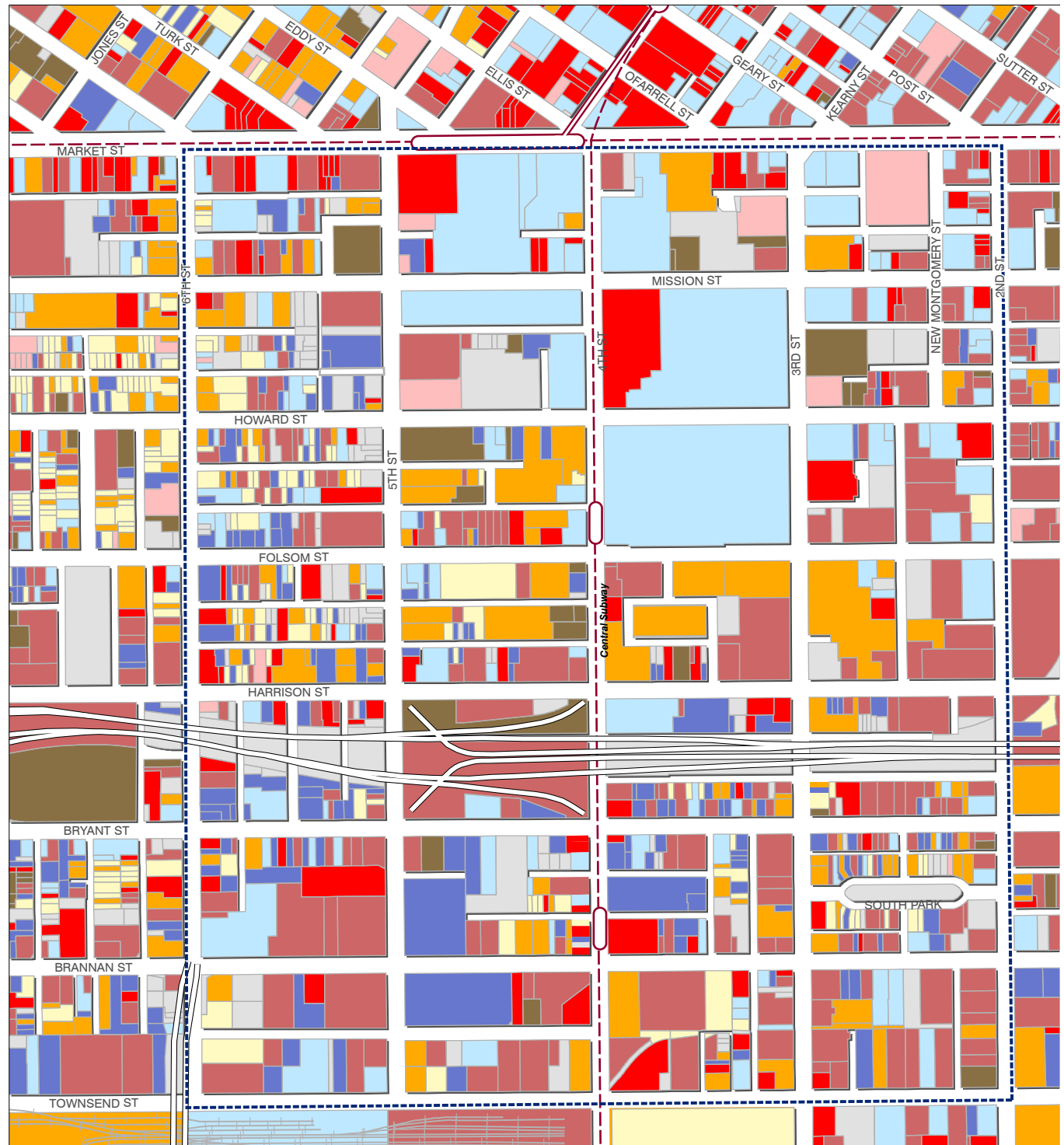


# Land Use

CENTRAL SUBWAY CORRIDOR

# Existing Land Use

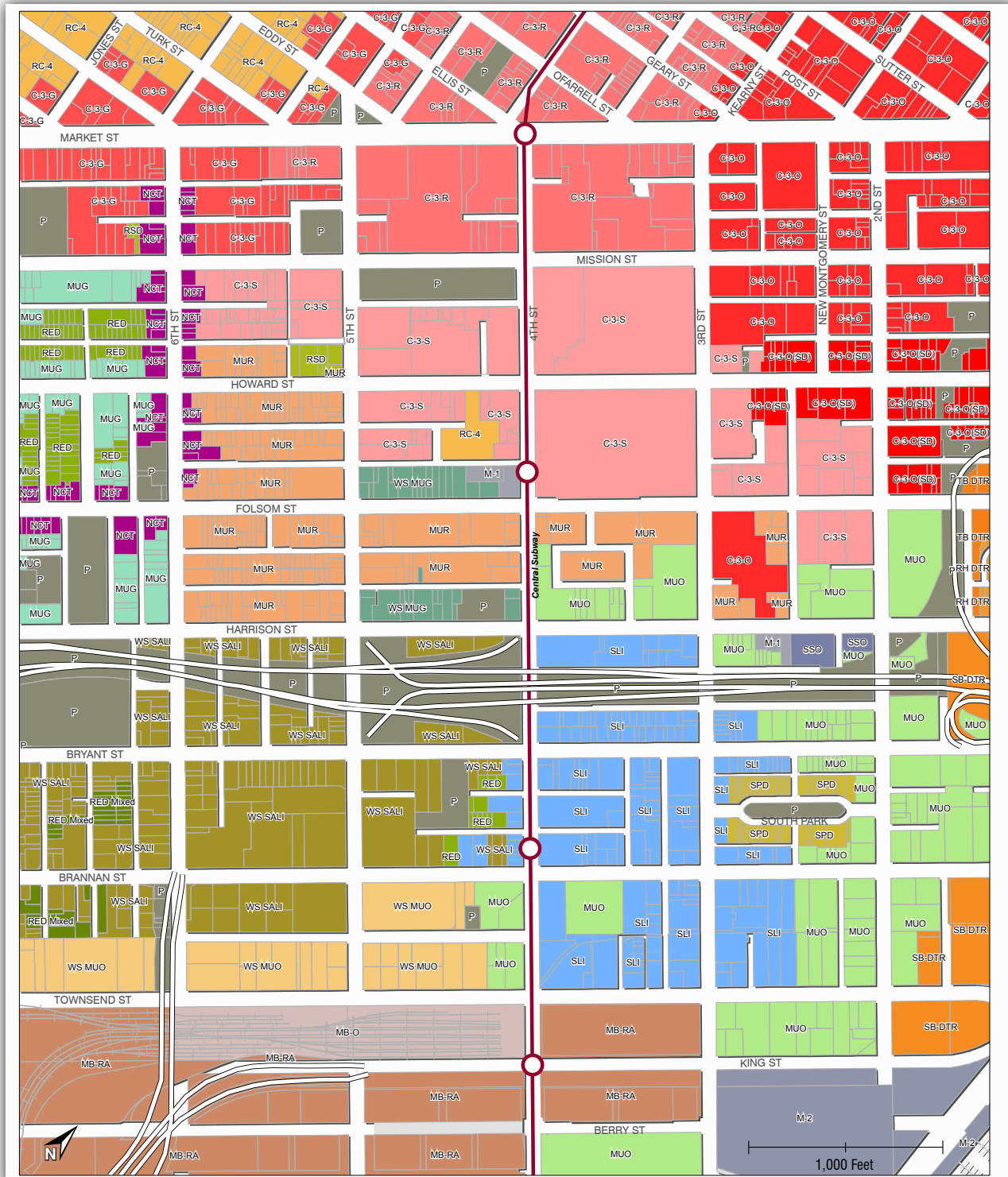
-  Cultural/Institutional/Educational
-  Office
-  Mixed Use
-  Residential Mixed Use
-  Open Space
-  Production/Distribution/Repair
-  Retail/Entertainment
-  Residential
-  Visitor Services
-  Vacant/No Data
-  Right of Way



# Baseline Zoning (Existing + West SoMa)

## Existing Zoning

- P
- RC-4
- NCT
- RED
- SPD
- RSD
- SLI
- SSO
- MUO
- MUR
- C-3-S
- C-3-R
- C-3-G
- C-3-O
- C-3-O(SD)
- M-1
- WS SALI
- WS MUG
- WS MUO



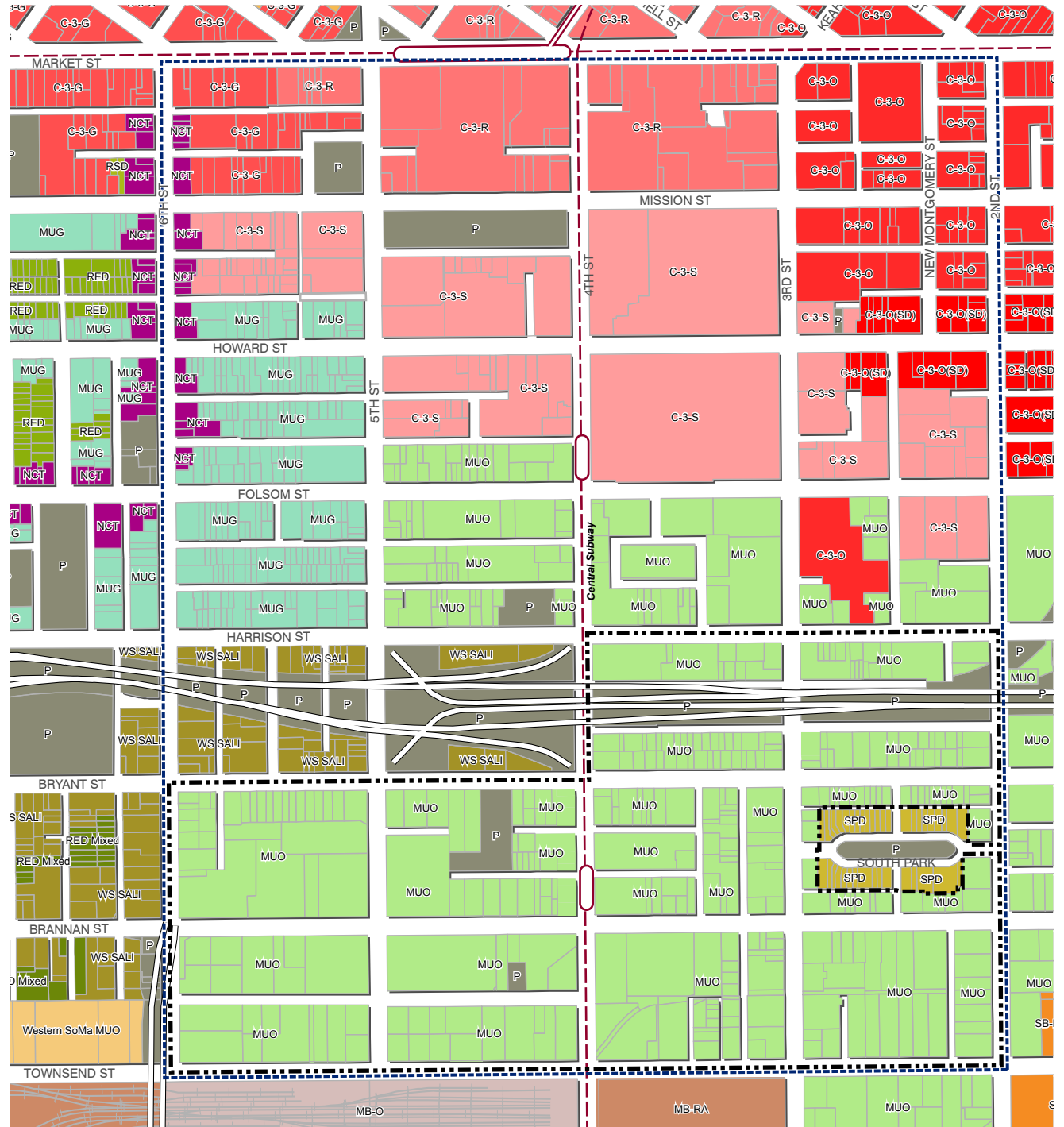
# What We've Heard

- General support for:
  - Increased development capacity south of Harrison
  - Favoring commercial development on large sites
  - Allowing a diversity of uses, including retail, PDR, and larger hotels
  - Nurturing of neighborhood-serving retail clusters
- Disagreement over:
  - Extent of new housing allowed in southwest portion of the Plan area
  - The role of entertainment and formula retail
  - The viability and need to preserve and protect industrial and arts uses in this area.

# Proposed Zoning

## Proposed Zoning

- P
- NCT
- SPD
- MUG
- MUO
- C-3-S
- C-3-R
- C-3-G
- C-3-O
- C-3-O(SD)
- WS SALI

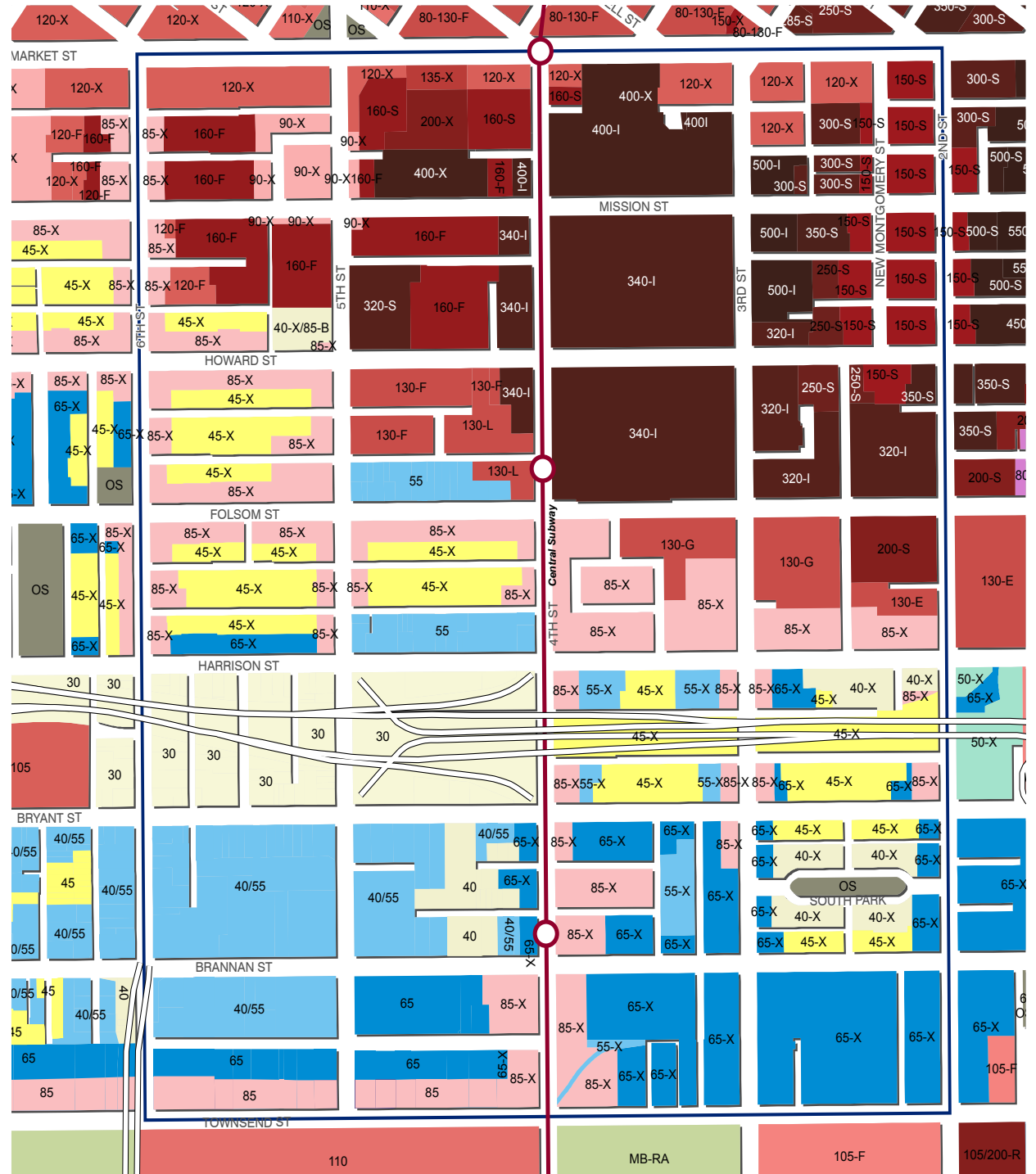


# Heights

A monochromatic orange-tinted photograph of the San Francisco skyline and a large open field in the foreground. The skyline is visible in the background, featuring various skyscrapers and buildings. The foreground shows a large, flat, open area, possibly a field or a construction site, with some faint tracks or markings on the ground. The overall scene is bathed in a warm, orange light, creating a high-contrast, stylized image.



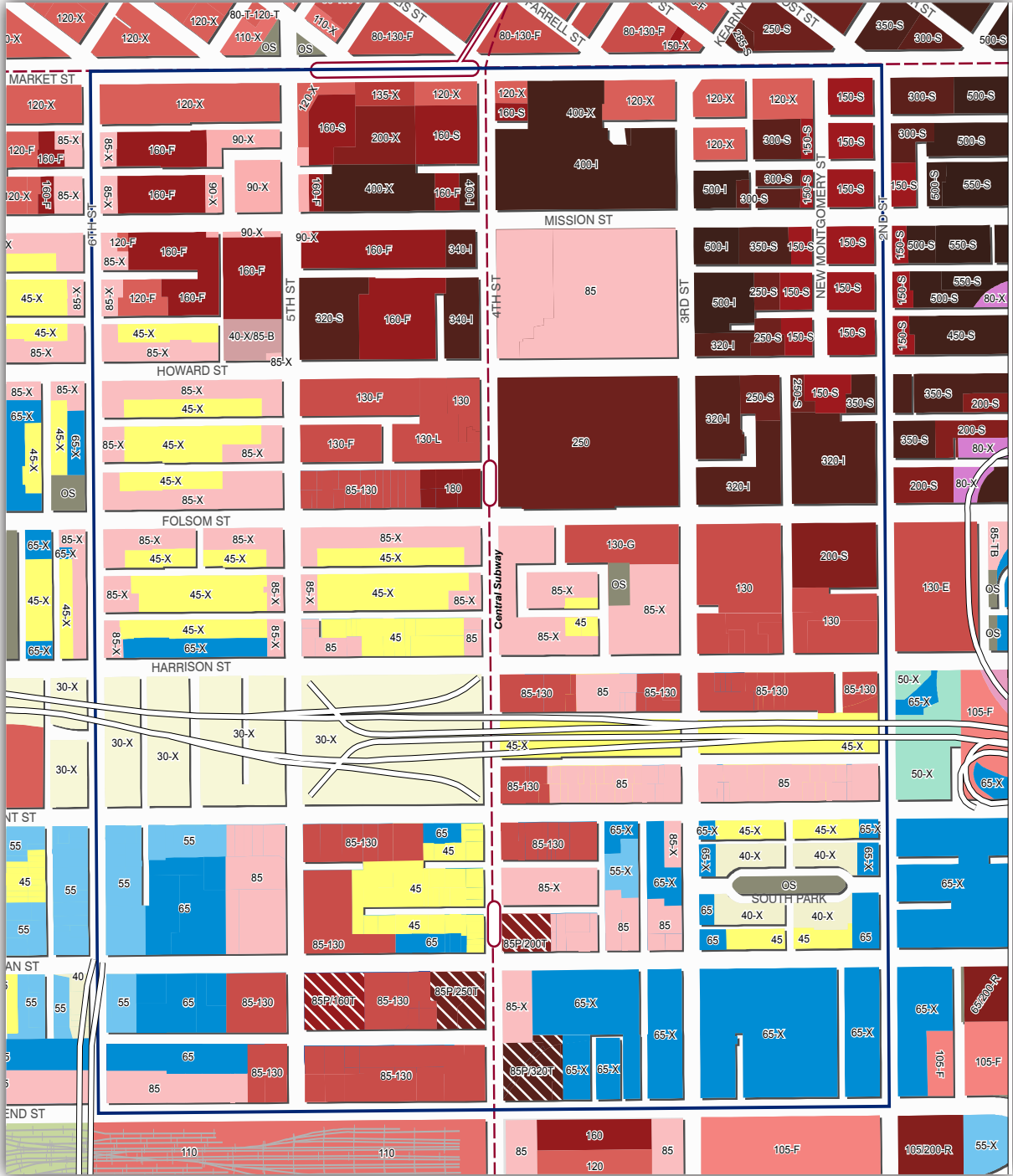
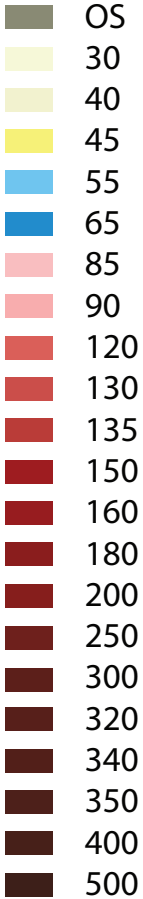
# Baseline Heights (Existing + West SoMa)



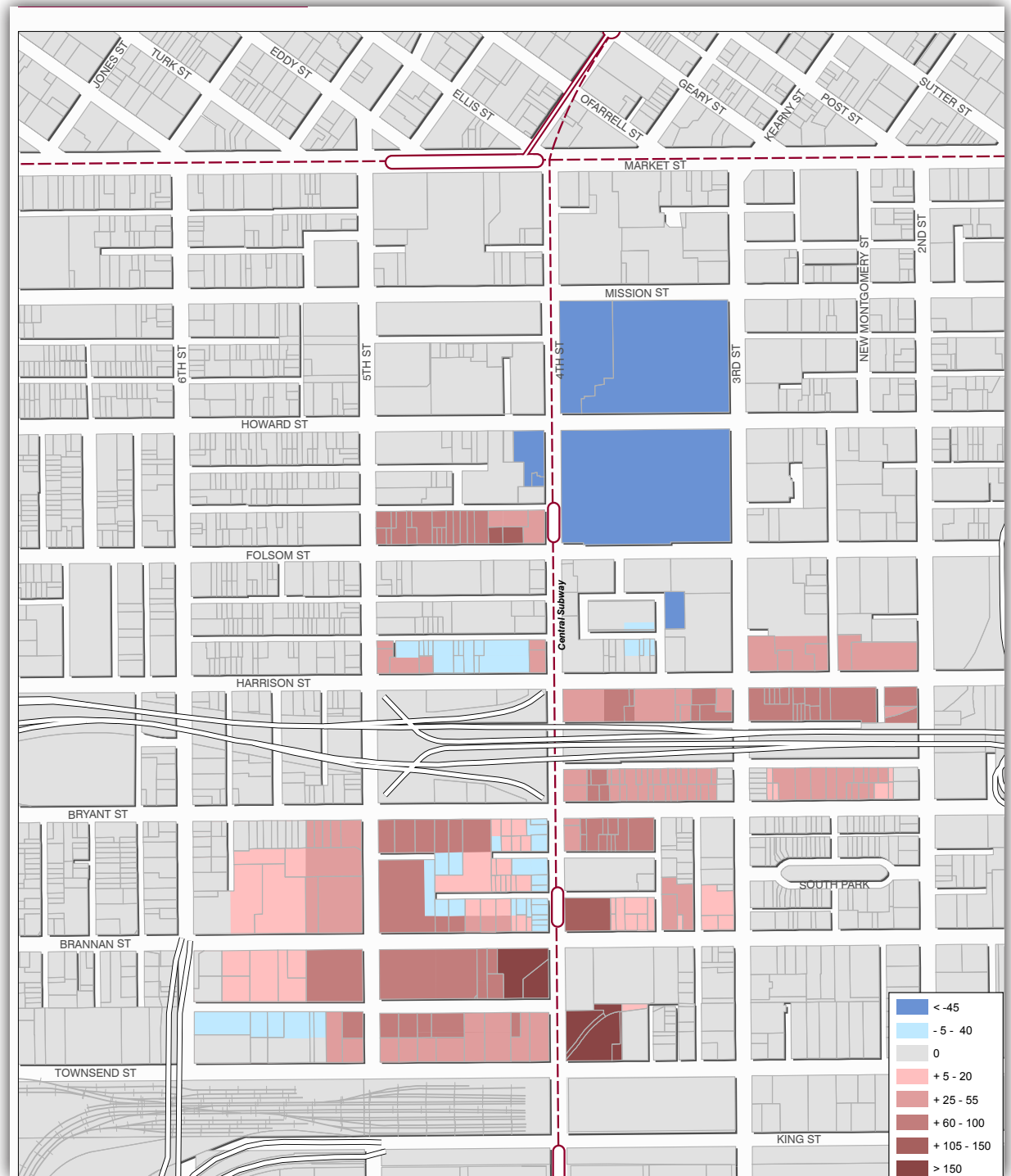
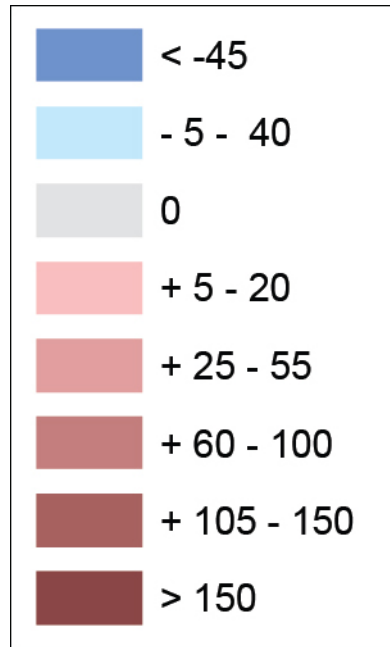
# What We've Heard

- General support for higher heights south toward Townsend
- Concern that major opportunities are not being adequately upzoned
- Support for lower heights along alleys, near South Park, and near other open spaces

# Proposed Height Limits

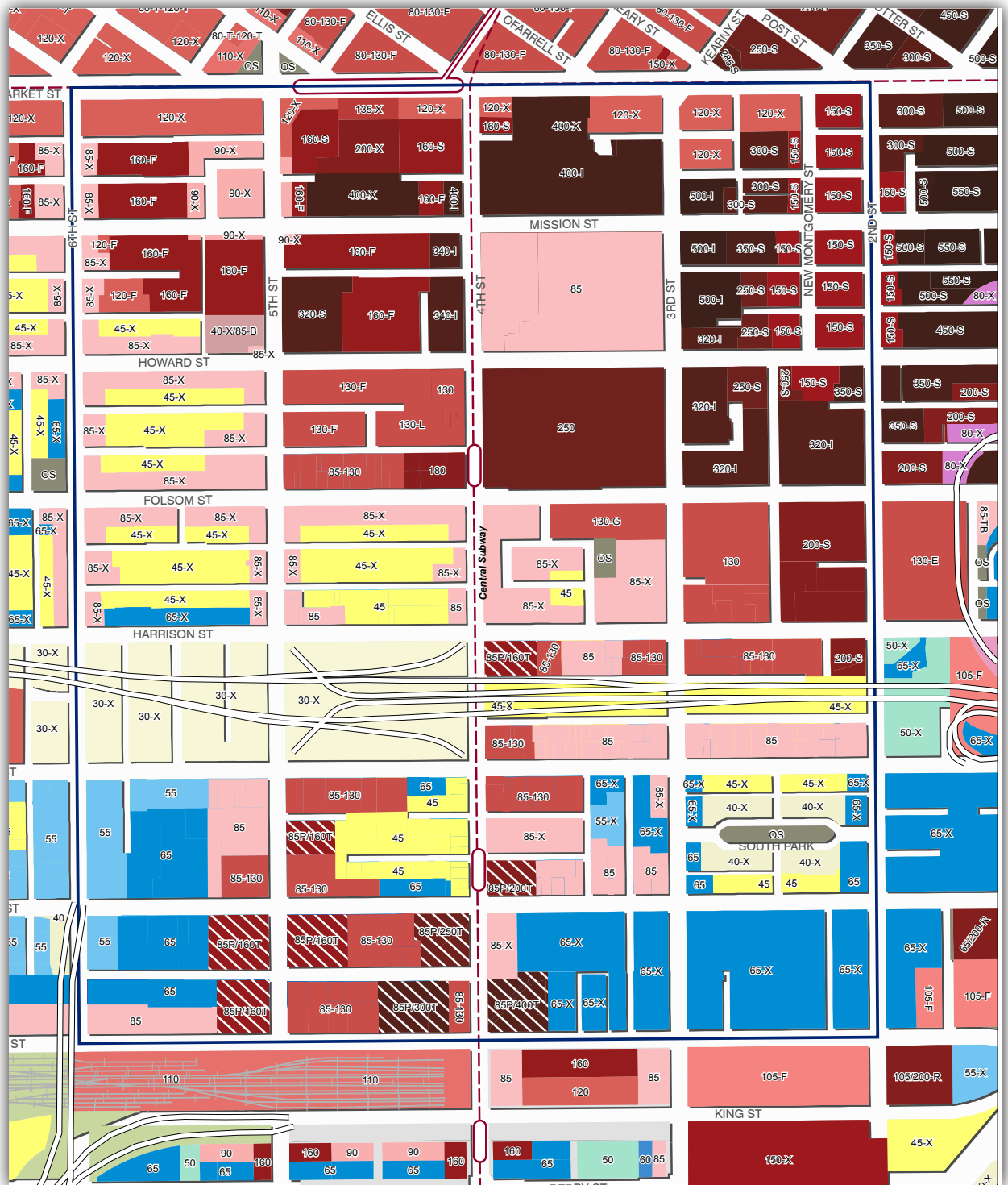
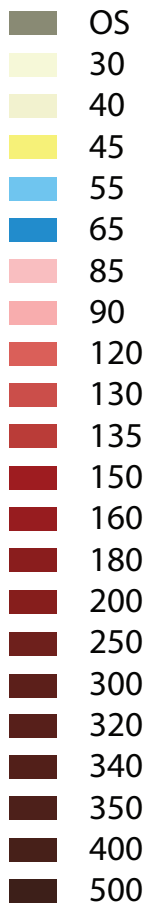


# Proposed Change to Height Limits

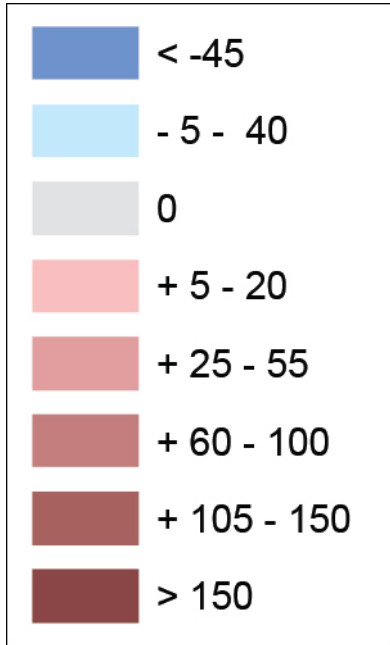


assumes adopted  
Western SoMa Plan

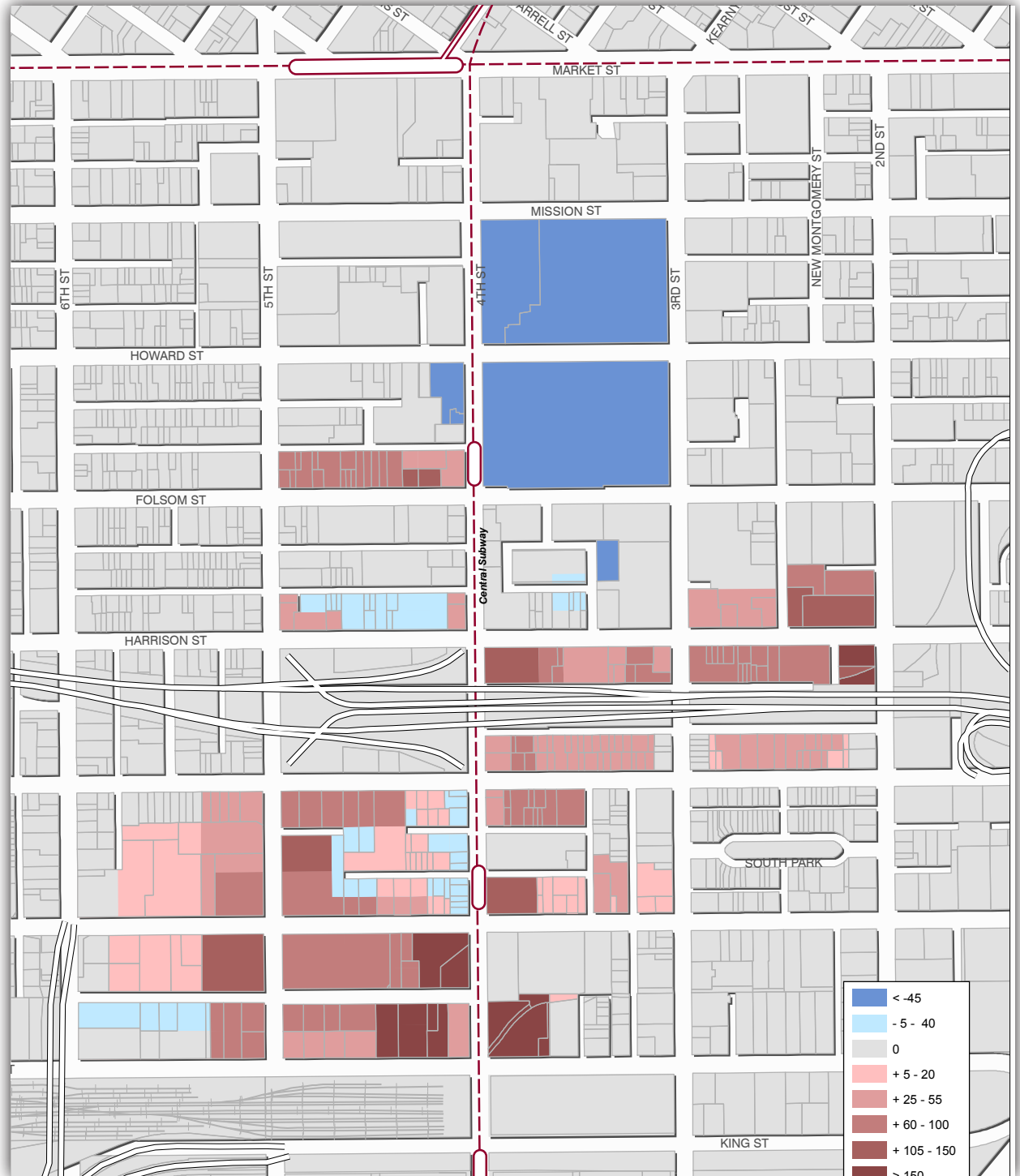
# Higher Height Limit Alternative



# Proposed Change to Height Limits



assumes adopted  
Western SoMa Plan



# Maximum Buildout Capacity

Assumes 75% of full buildout through 2040

	Housing Units	Jobs
Growth Potential under Existing Zoning	+ 8,100 - 8,300	+ 18,700 - 19,600
Additional Growth Potential - Base Proposal	+ 2,500 - 4,100	+ 23,700 - 31,100
<b>Estimated Likely Total - Base Proposal</b>	<b>+ 10,600 - 12,400</b>	<b>+ 42,500 - 50,600</b>
Additional Growth Potential - Higher Heights Alt.	+ 3,100 - 4,600	+ 28,300 - 35,600
<b>Estimated Likely Total - Higher Heights Alt.</b>	<b>+ 11,200 - 12,900</b>	<b>+ 52,000 - 66,700</b>

<b>Plan Area or Project</b>	<b>Year Adopted</b>	<b>Projected Housing</b>	<b>Projected Jobs</b>
5M	Under development	750	4,000
Balboa Park	2009	1,780	725
Candlestick/Hunters Point Shipyard	2010	10,500	10,000
<b>Central Corridor</b>	<b>Under development</b>	<b>12,400</b>	<b>50,600</b>
Downtown (C-3 & other)	1984	3,000	5,000
Eastern Neighborhoods	2008	9,000	9,500
Executive Park	2010	1,600	75
HOPE SF (Sunnydale & Potrero)	Under development	1800	75
Market and Octavia	2007	5,500	3,000
Mission Bay	1998	3,000	10,000
Mission Rock (SWL 337)	Under development	1,000	5,000
Parkmerced	2011	5,700	900
Pier 70	Under development	2,000	12,000
Rincon Hill	2005	3,500	75
Transbay Redevelopment & Transit Center	2012	4,500	25,000
Treasure Island	2011	7,000	2,750
Visitacion Valley	2008	1,600	500
Warriors Arena (Pier 30/32 & SWL 330)	Under development	120	650
Western SoMa	Expected 2013	2,900	3,200
<b>TOTAL PLANNED</b>		<b>77,650</b>	<b>143,050</b>
<b>PlanBayArea - TOTAL PROJECTED</b>		<b>92,400</b>	<b>191,000</b>



# Western SoMa Overlap Area Growth Capacity

Assumes 75% of full buildout through 2040

## Housing Units

## Jobs

Western SoMa Plan

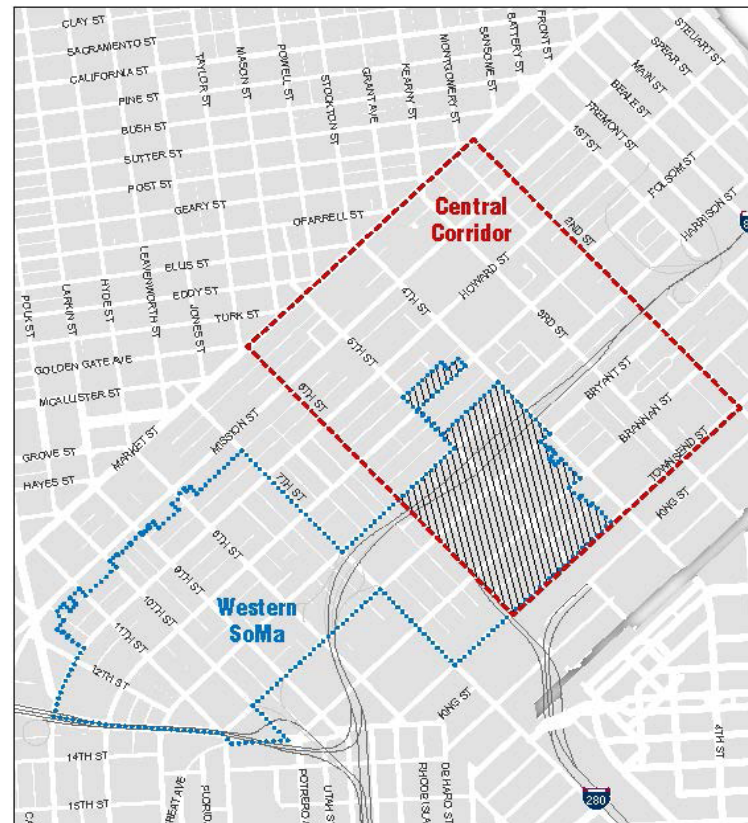
290

2,400

Central Corridor

800 - 1,700  
(32 - 49% of Plan total)

14,000 - 17,400  
(48 - 59% of Plan total)

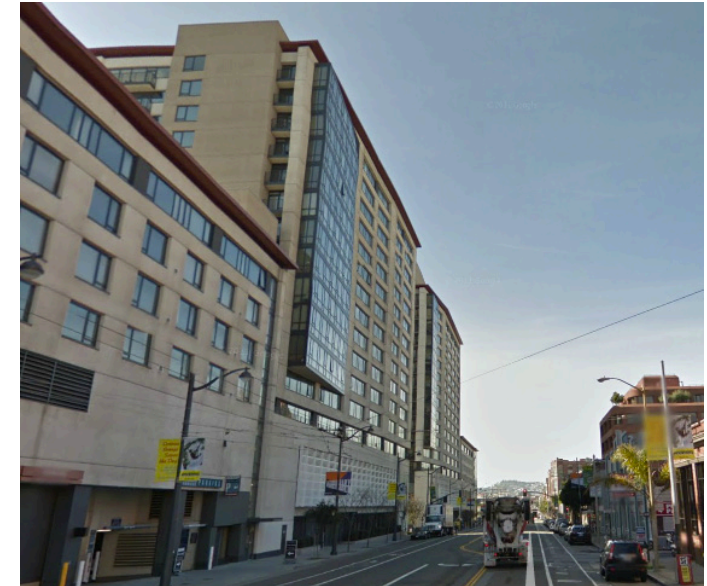


# Urban Fabric



# What We've Heard

- Concern about dominance of buildings that are tall (above 85') and broad on pedestrian experience and sunlight on key public spaces
- Concern about loss of existing fabric and mix of large and small buildings due to lot consolidation

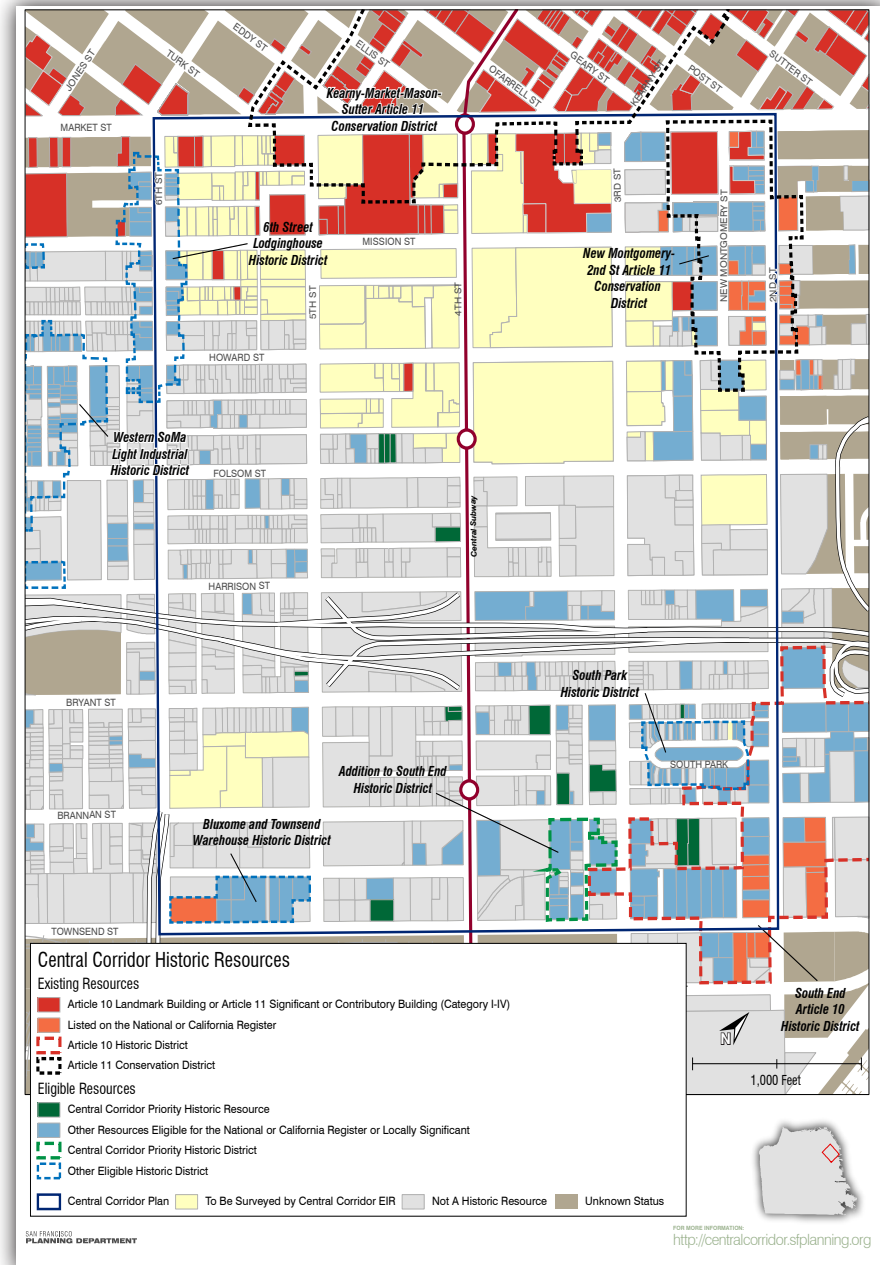


# Preserving/Enhancing the Character of SoMa Fabric

- **Historic Resources**
- **Lot consolidation controls**
- **Mid-block alley requirements**
- **Bulk controls, Mass Reduction and Setbacks**

# Historic Resources

- Expansion of South End Historic District
- Transferrable Development Rights (TDR):
  - Enable designated resources to sell
  - Require large new development to purchase
  - Specific controls and requirements TBD pending further study and discussion

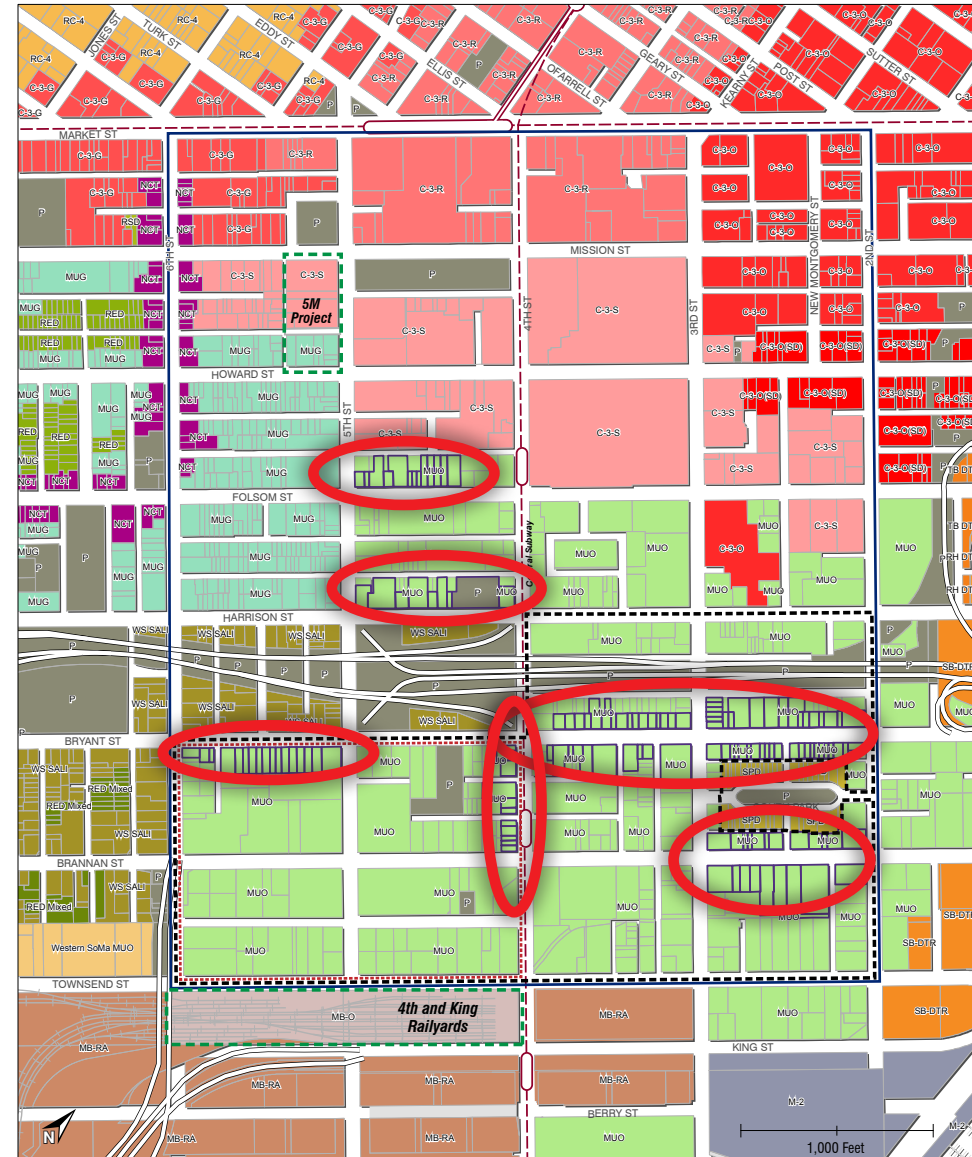


# Lot Consolidation and Preserving Existing Texture

- Conditional Use requirement to discourage consolidation of multiple small lots in certain areas:
  - Specific controls, limits, criteria to be developed with public during EIR process
  - Current concept would set maximum frontage for consolidated lots

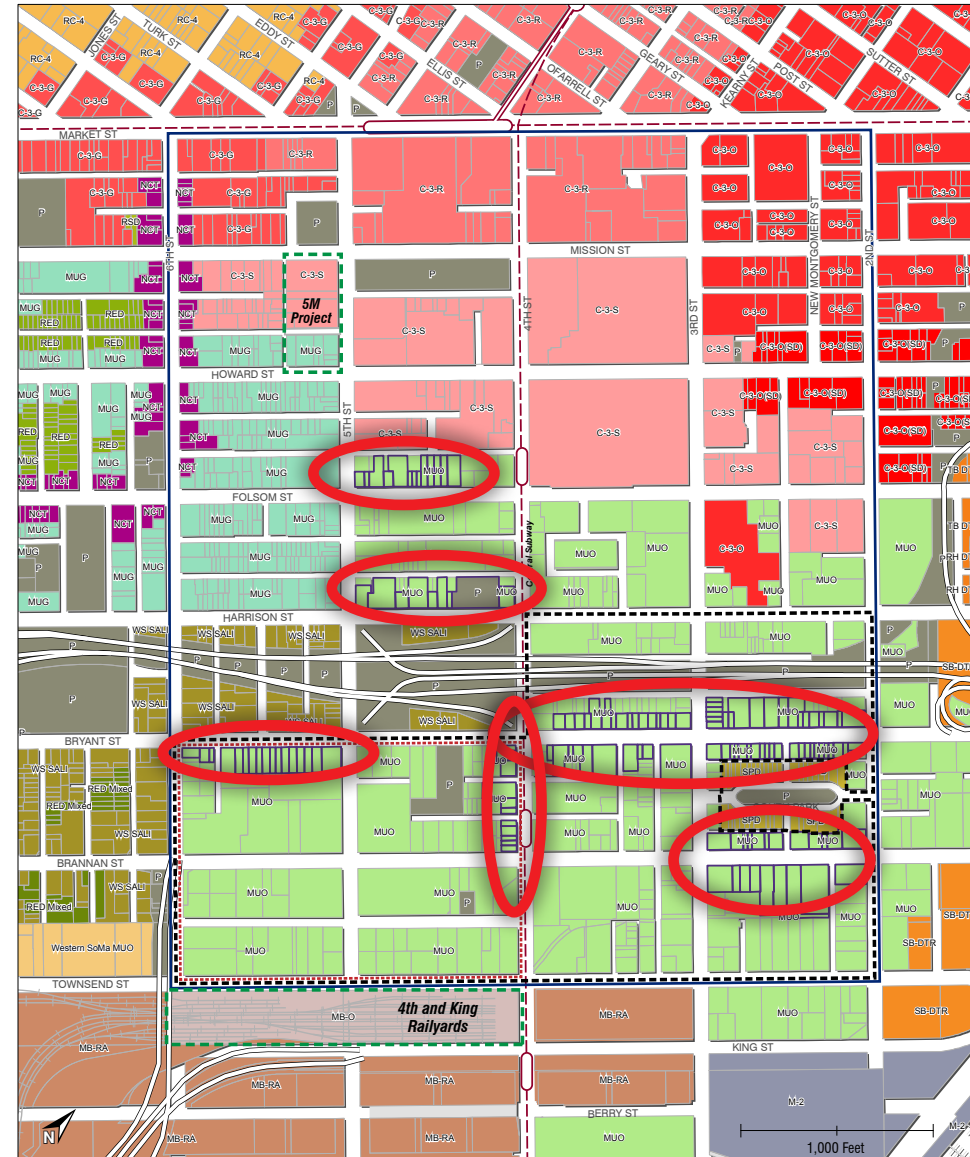
## Revisions:

- Removed parcels adjacent to Moscone Subway station and facing 4th between freeway and Bryant (ie gas station),
- added parcels on west side of 4th bet. Bryant and Brannan



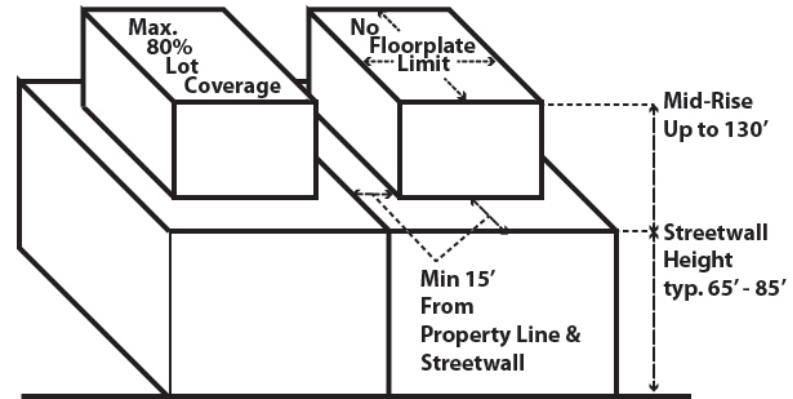
# Lot Consolidation and Preserving Existing Texture

- Additional incentives for additions to existing buildings to discourage demolition
- Concepts include TDR relief/ FAR bonus for preserving existing buildings
- Design guidelines for additions to non-historic buildings to encourage creativity and flexibility
- To be developed with public during EIR process



# Building Bulk and Scale

- Only large sites that can feature upper story setbacks allowed to rise above streetwall height (85')
- Predominant height 85'-130' to accommodate large floorplate mid-rise buildings characteristic of SoMa



## Tower (>130') controls:

- Previous: Maximum 12,000 gsf allowed (residential)

## Revisions:

- Commercial towers allowed 15,000 gsf average floorplate; Floorplates allowed depend on use
- Min. 115' tower spacing



# To Be Developed and Refined with Public

*April 2013- Mid-2014*

## ■ Zoning Code specifics and refinements

- Use controls
- Bulk, setbacks
- FAR rules and TDR requirements
- Lot consolidation controls
- Incentives for additions/preservation of existing buildings

## ■ Design Guidelines

- Key Sites
- Additions to Existing Buildings



# Public Realm

CENTRAL CORRIDOR

SAN FRANCISCO  
PLANNING DEPARTMENT

# Update:

## Folsom and Howard Streets:

One-way and two-way scenarios

## 3rd and 4th Streets:

Wider sidewalks, transit lane, cycle track

## Bryant and Harrison Streets:

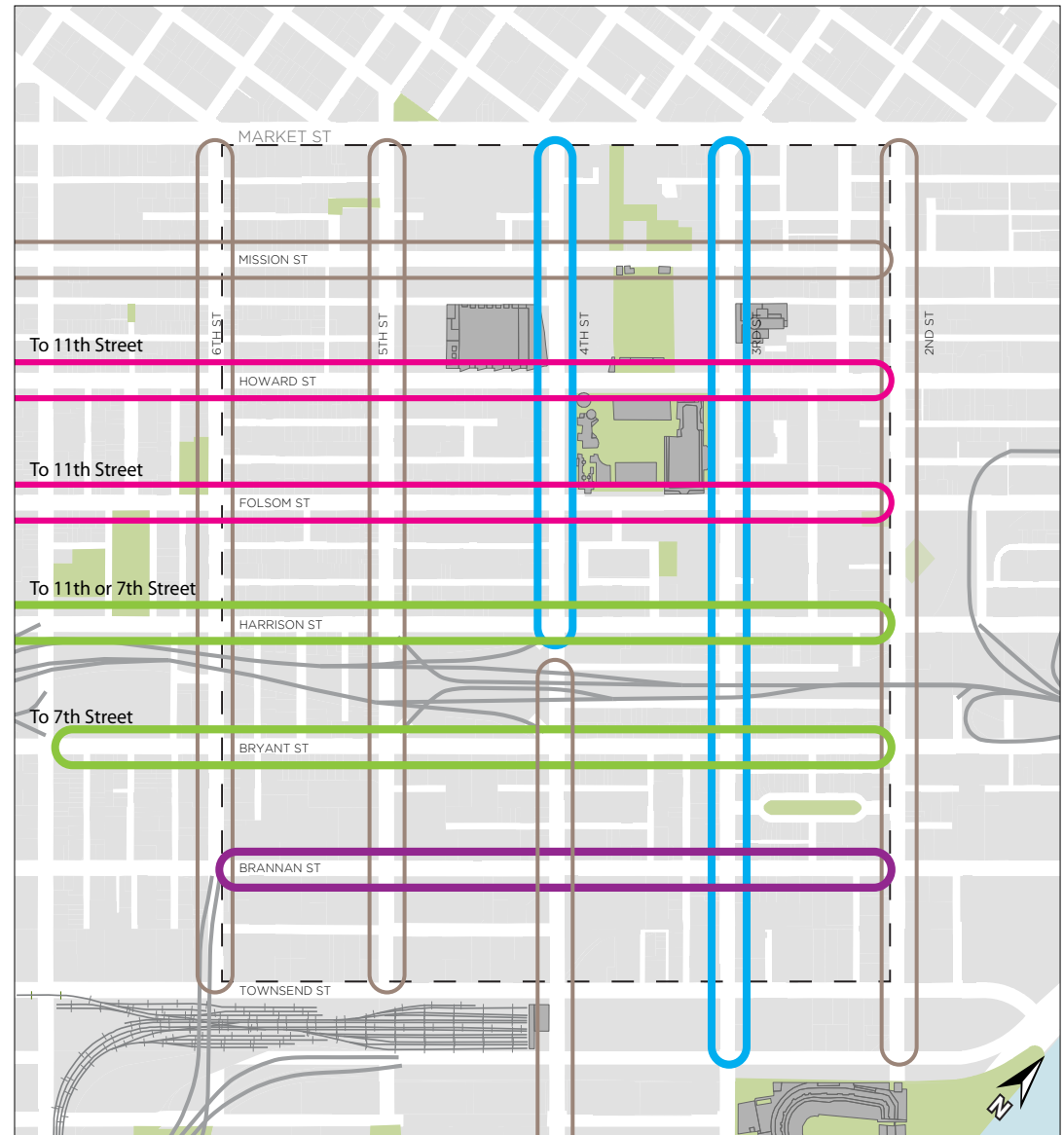
Wider sidewalks, transit lanes

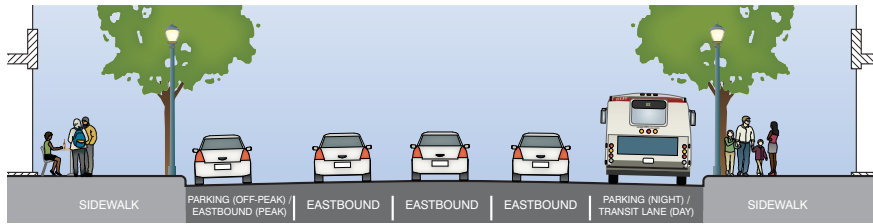
## Brannan Street:

Wider sidewalks, cycle tracks

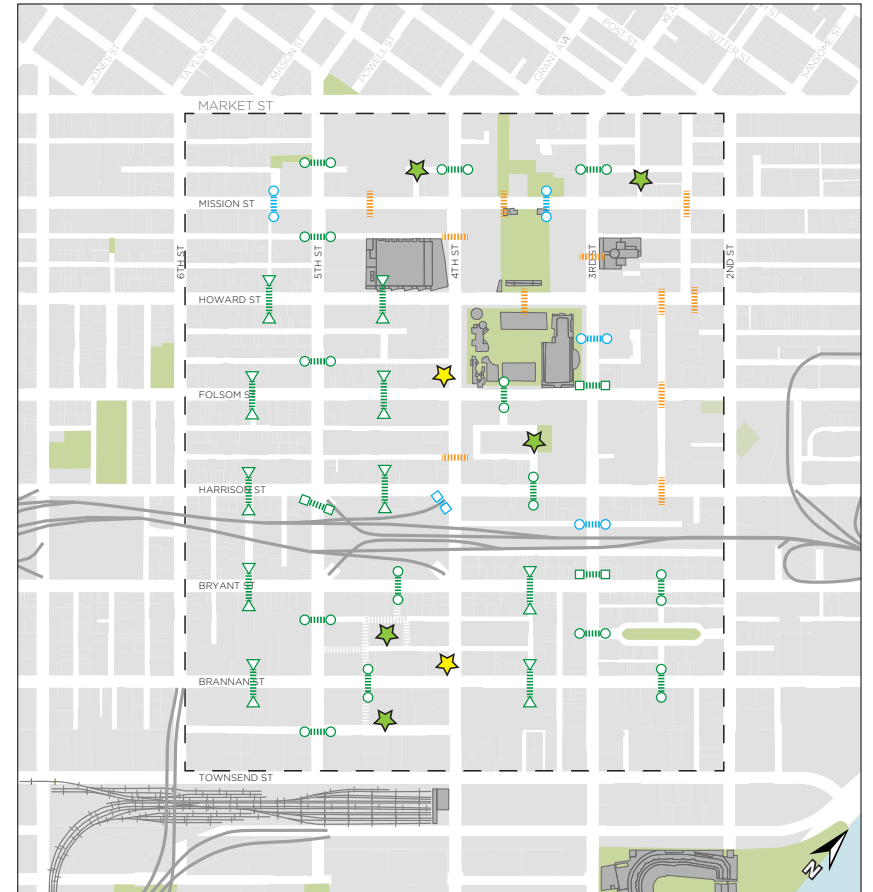
## 2nd, 4th, 5th, 6th, and Mission Streets:

Other plans

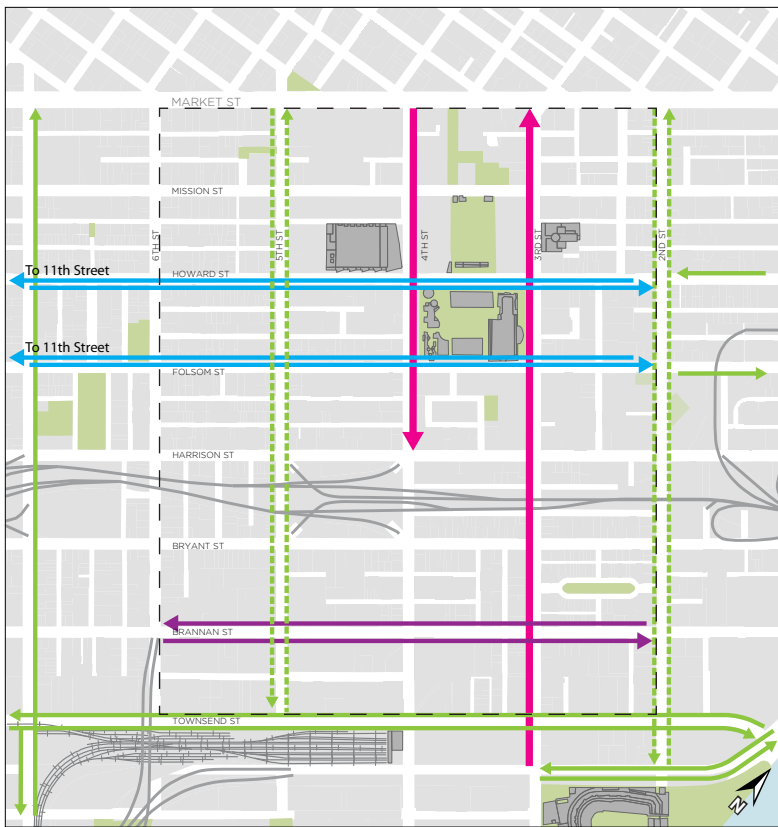




Central Corridor: Proposed New Signalized Pedestrian Crosswalks



- New signalized crosswalk to support major pedestrian destinations
- New signalized crosswalk to calm traffic and improve pedestrian conditions on long blocks
- Closed crosswalks at existing signalized intersection, to be opened
- New signalized crosswalk proposed in other projects
- Existing crosswalks across major streets at minor streets (existing crosswalks at the intersection of two major streets are not shown)
- Potential new plaza/park (see open space chapter)
- Central Subway stops



- New one-way cycle tracks - 3rd and 4th Streets
- Existing one-way bicycle lanes upgraded to two-way cycle tracks - Howard and Folsom
- New cycle tracks - Brannan Street
- Existing bicycle lanes
- Bicycle lanes and cycle tracks in other plan and projects



# Public Realm: Open Space

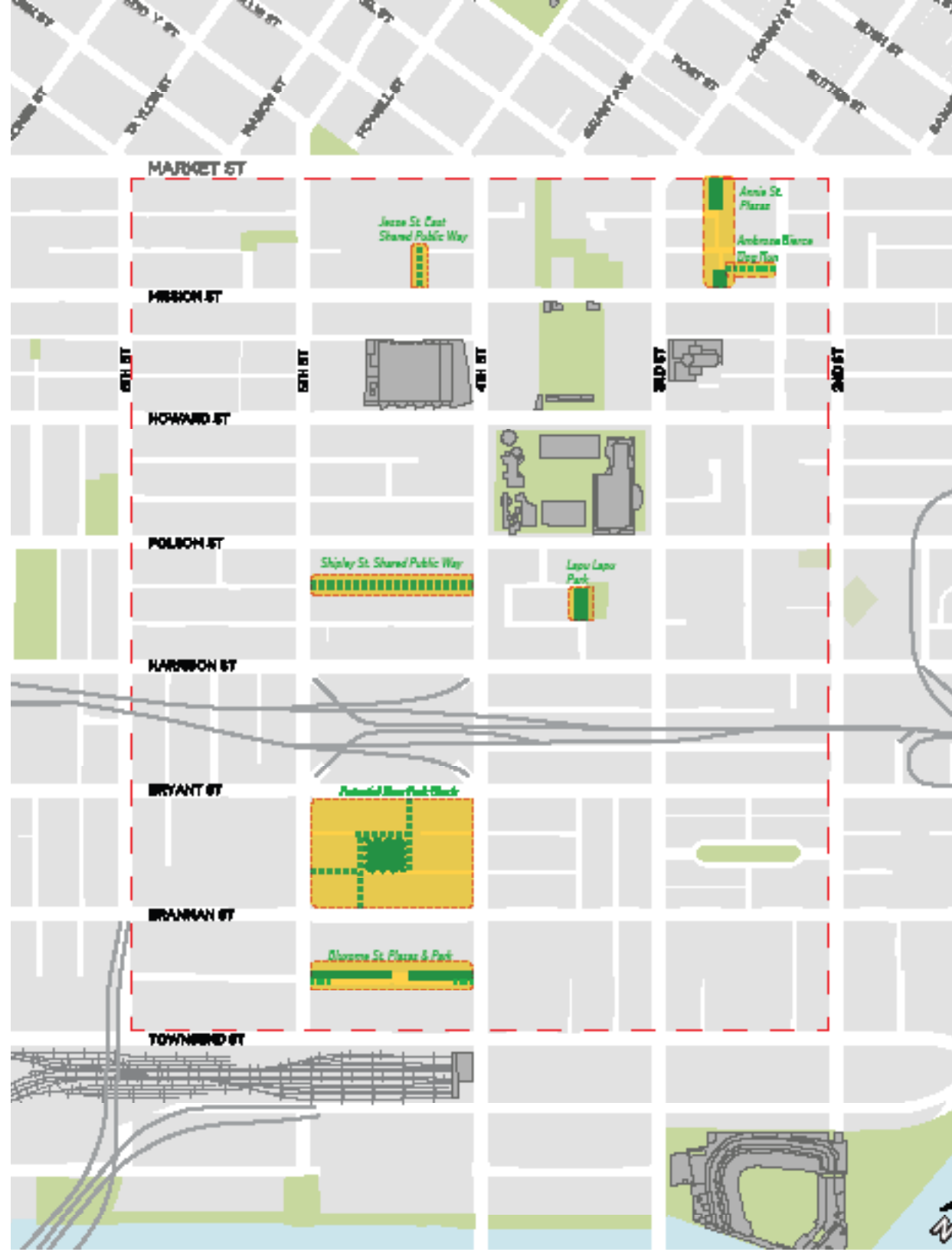
# Update:

- Proceeding with previously presented open space improvements:

- Bluxome St. Plazas & Park
- Bryant/Brannan Park Block

- Advancing open space improvements proposed in YBCBD Street Life Plan:

- ShIPLEY St. Shared Public Way
- Lapu-Lapu Park
- Jesse St. East Shared Public Way
- Ambroce Bierce Dog Run
- Annie St. Plazas



# Bryant/Brannan Park Block

- Continue to discuss with PUC staff and management creation of new open space on SFPUC site.
- “South Park West” concept
- Existing and new buildings will directly activate park
- Central block location offers protection from traffic and noise of major arterials
- SFDPH has reviewed proposal and favors this central-block location vs. arterial



# Bryant/Brannan Park Block

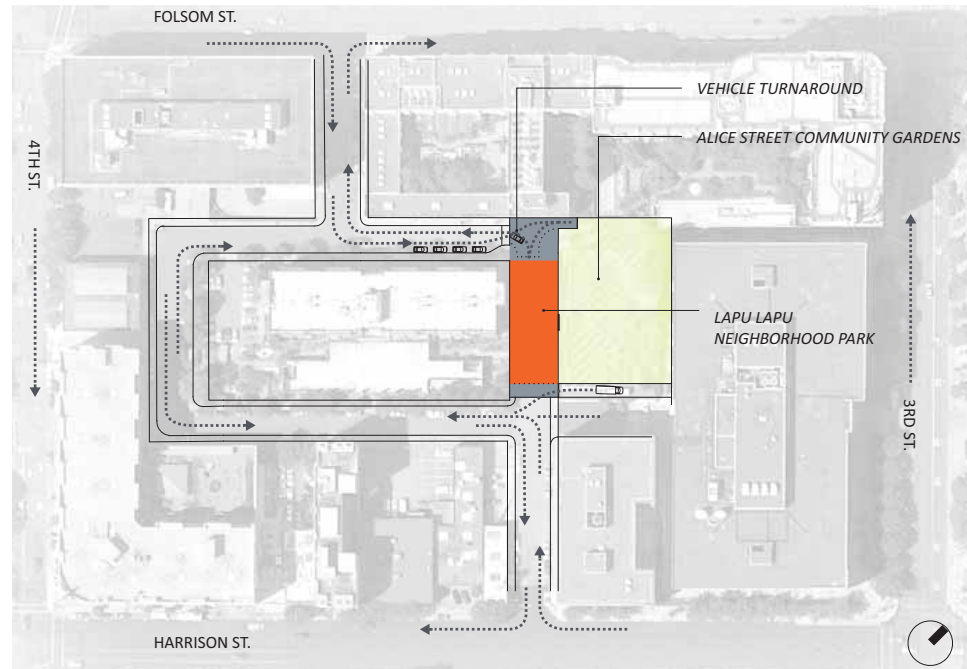
- TODCO alternative proposal: will be shown in Plan and discussed in EIR
- Loigsitc feasibility is questionable due to high transaction complexity and timing of development.
- Arterial frontage exposes park to significant traffic and noise





# Lapu Lapu Open Space

- YBCBD Street Life Plan proposal (Street closure)
- TODCO alternative proposal (Narrow roadway but no closure)
- Both will be discussed in Plan and included in EIR.



# NEXT STEPS

**March 2013:** Publish Draft Plan for Public Review

Initiate EIR

**Spring 2013 thru Mid-2014:** Refine and develop detailed controls and design guidelines:

Monthly public topical roundtables

**Mid-2014:** DEIR publication

# TOPICS

- FAR and TDR
- Specific allowed uses
- Setbacks, bulk and massing
- Lot consolidation
- Incentives for additions/retention of non-historic buildings
- Key site guidelines
- Open space design



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DEPARTMENT

# THANK YOU

<http://centralcorridor.sfplanning.org>