



CENTRAL CORRIDOR PLANNING PROJECT

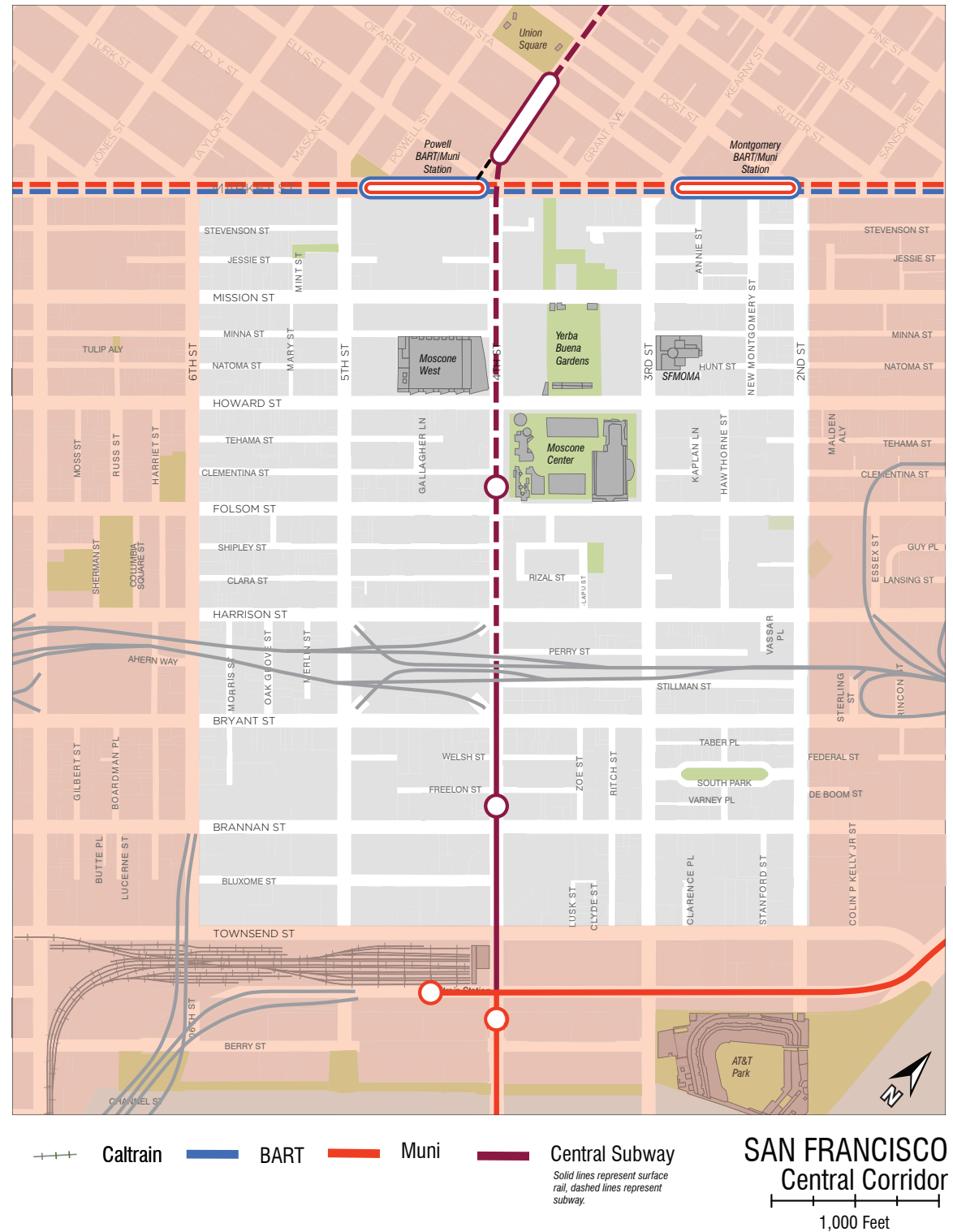
PUBLIC WORKSHOP - JUNE 13, 2012



Background

Project Area

CENTRAL CORRIDOR

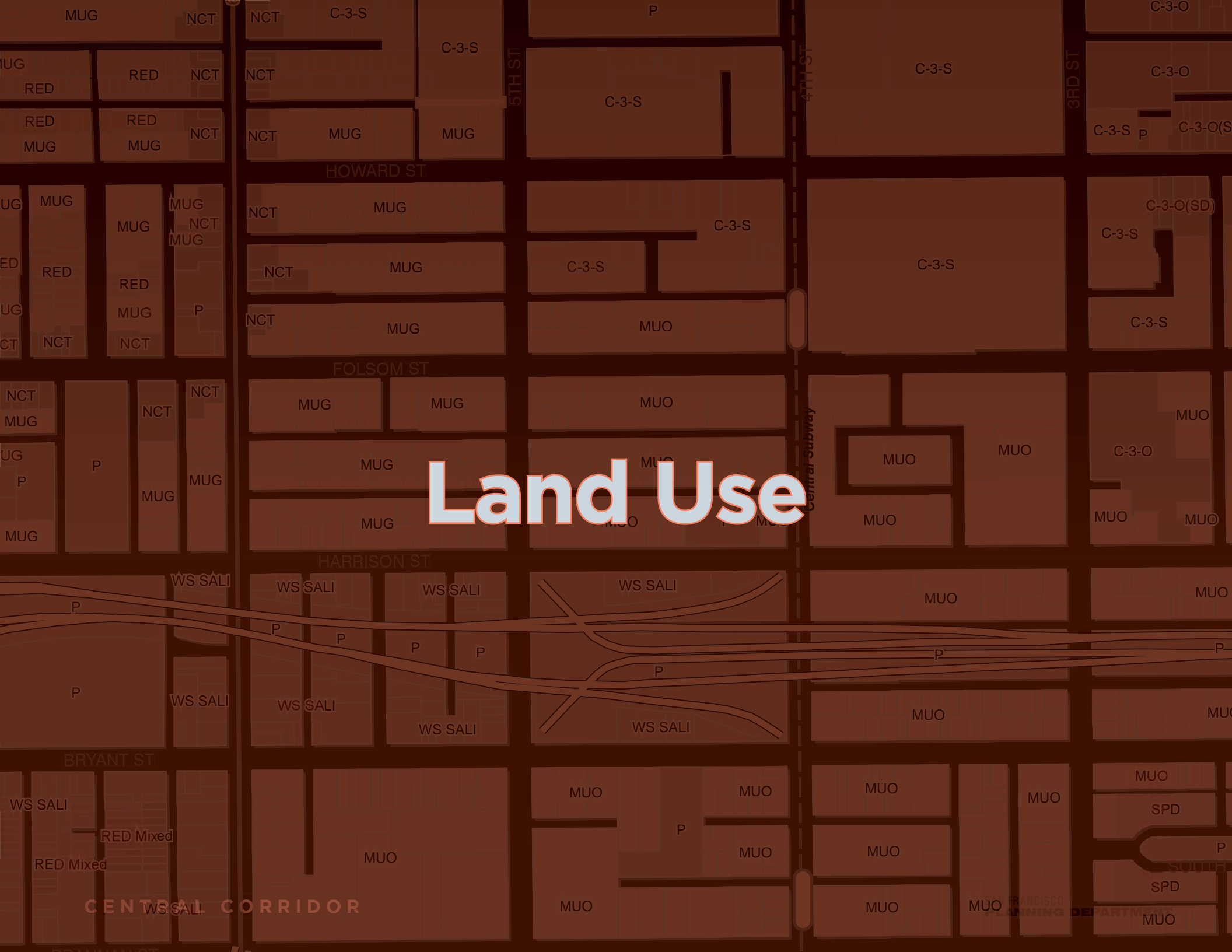


SAN FRANCISCO
Central Corridor

Background: Project Timeline



- **February 2011:** Idea gathering/community outreach initiated
- **May 2011:** Background report released
- **Summer 2011:** Walking tours, storefront charrette, and community surveys
- **October 2011:** Public Realm Existing Conditions Report released
- **November 2011:** Public workshop on Land Use & Urban Form
- **March 2012:** Public Realm & EcoDistrict public workshop
- **Tonight :** Final public workshop on plan concepts
- **Summer 2012:** EIR initiation
- **Fall 2012:** Publication of Draft Plan Document
- **Early 2014:** Publication of Draft EIR
- **Early-Mid-2014:** Plan revisions and public hearings on Plan adoption



Land Use

CENTRAL CORRIDOR

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Land Use: **Key Objectives and Principles**

SUPPORT GROWTH

- Support substantial development in this transit rich-area
- Favor office development over other kinds of growth
- Support the growth of the technology sector in appropriate locations
- Support development of housing
- Support development of a diversity of housing, especially below-market rate units

CREATE COMPLETE COMMUNITIES

Support Existing Uses

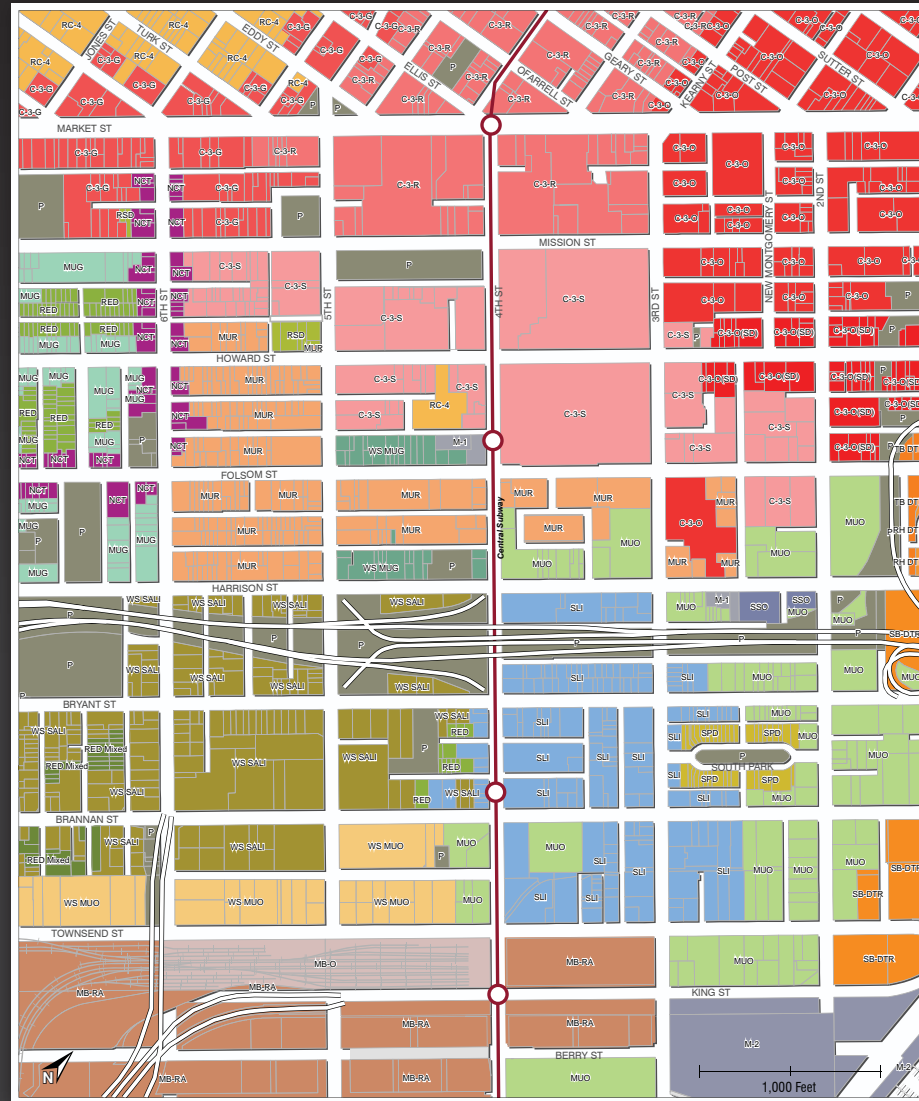
- Maintain and enhance existing housing, especially affordable housing
- Historic Resources should be given the appropriate amount of protection
- Respect recent re-zoning processes

Support a High Quality of Life

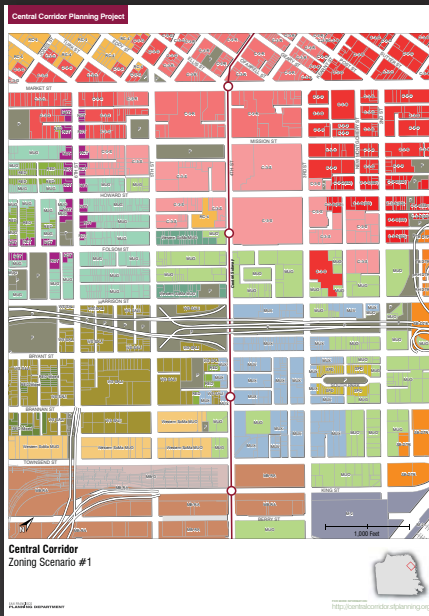
- Reinforce SoMa's mixed-use character by permitting a diversity of land uses
- Support open space
- Support and enhance cultural and public uses, especially in the Yerba Buena Area
- Development should help pay for necessary new infrastructure
- Support an Eco-District in the area

Land Use: **Baseline Zoning (Existing + West SoMa)**

- Northern portion is considered the Downtown (i.e., areas in pink and red)
- North of the freeway and along 2nd are Mixed Use Districts (i.e., areas in orange, green, aqua)
- South of freeway and west of 2nd are industrial districts (i.e., blue, gold, and squash)

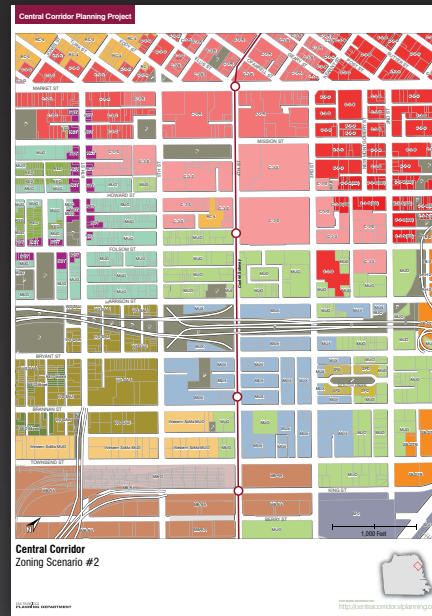


Land Use: Zoning Scenarios (as presented in November)



Scenario 1:

- SLI becomes “MUX”
- MUR becomes MUO or MUG



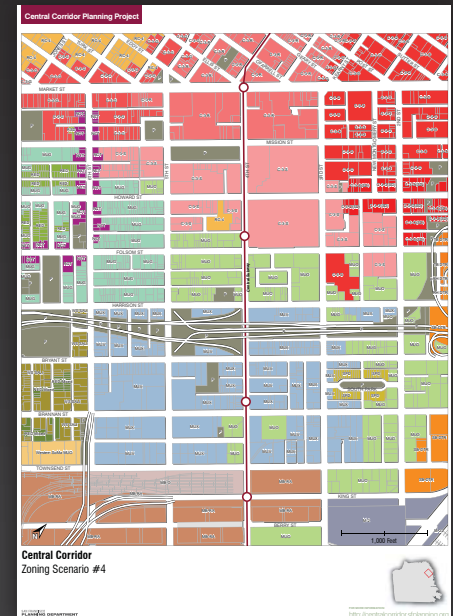
Scenario 2:

- Scenario 1 +
- WS SALI becomes “MUX” from 4th to 5th



Scenario 3:

- Scenario 2 +
- WS SALI becomes “MUX” from 5th to 6th







Scenario 4:

- Scenario 3 +
- WS MUO becomes “MUX” from 4th to 6th

Land Use: What We've Heard Since November 29th

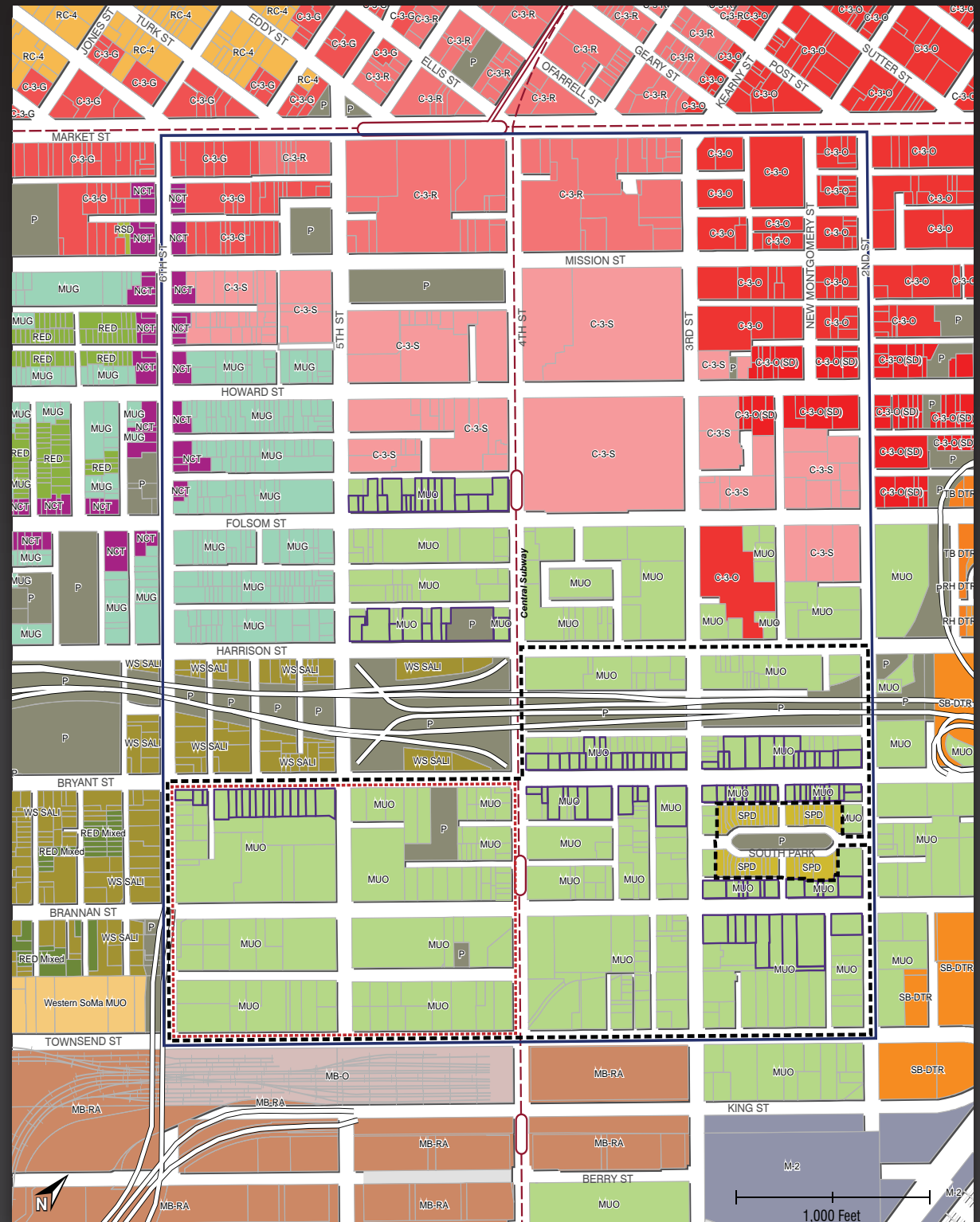
- General support for increased development capacity south of the freeway.
- General support for favoring office development on large sites.
- General support for new housing, varied opinions on the amount of affordable housing.
- General support that the area should allow a diversity of uses, including retail and PDR. Disagreement over the role of entertainment and formula retail in this area.
- Disagreement over the viability and need to preserve and protect industrial and arts uses in this area.

Land Use: Proposed Zoning

-  Central Corridor Plan Area
-  SoMa Entertainment SUD
-  South SoMa SUD
-  Restricted Lot Consolidation



- Downtown is unchanged
- Mixed Use Districts consolidated into MUO east of 5th, MUG west of 5th
- Industrial districts rezoned to MUO except along freeway west of 4th.
- New South SoMa SUD requires commercial on large parcels
- New SoMa Entertainment SUD allows entertainment



Urban Form



Urban Form

Key Objectives and Principles

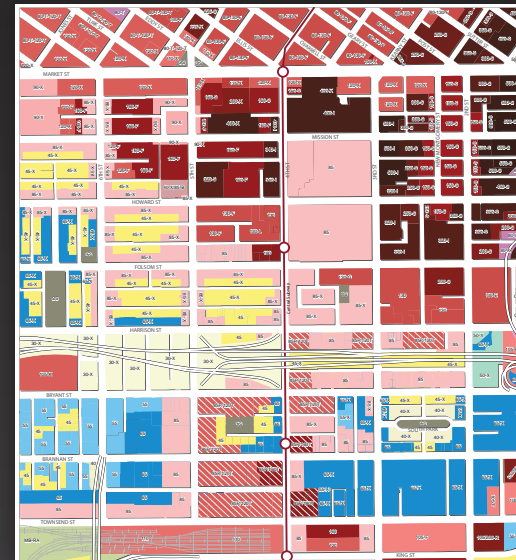
- Increase density and support growth of new economy workplaces with controls that reflect appropriate urban forms
- Enhance city skyline in harmony with and respectful of the city pattern, including views across SOMA to/from hills, bay, downtown
 - Reinforce 4th St. and use height to identify station
 - Focus height at the north and south, where there is greatest regional transit
- Enhance neighborhood livability and character, particularly streetwall scale, lot fabric, sunlight to open space, and historic resources
- Support the diverse culture and mixed-use character of the area with urban form controls that mesh with desired mix of uses

Urban Form: November 29, 2011 Height Scenarios



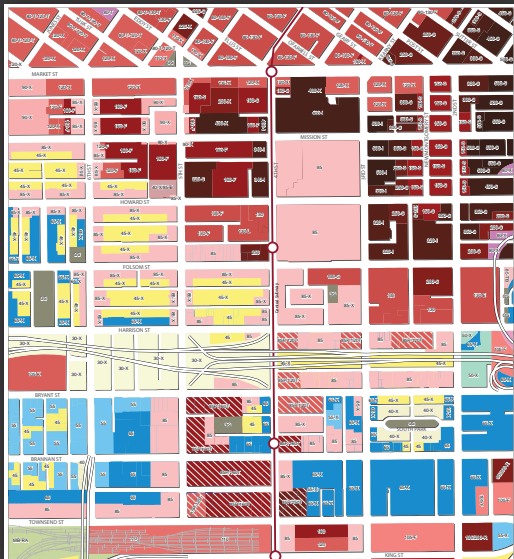
S1: Low Base

- Major street frontages 85' or 65'
- 120' - 150' at stations
- Sculpting along alleys and key public spaces



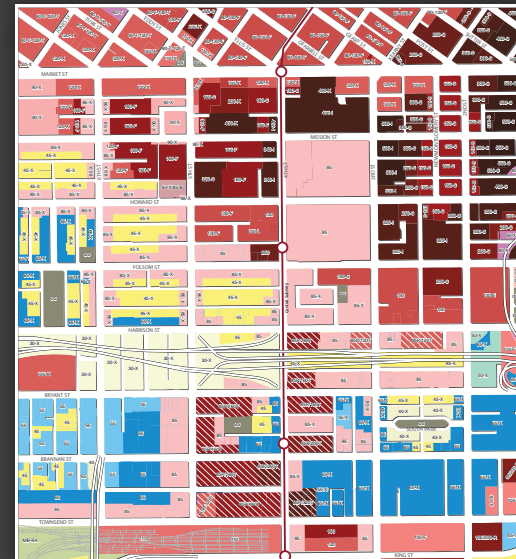
S2: Mid-Rise on Large Lots

- Same as S1 plus...
- 160' - 180' at stations
- 120' allowed on large sites in growth areas and key corners on 3rd and 4th Streets



S3: Taller Accent with Mission Bay Transition

- Same as S2 plus...
- 160'-250' at stations
- 160' small footprint residential towers allowed with office podium on large sites



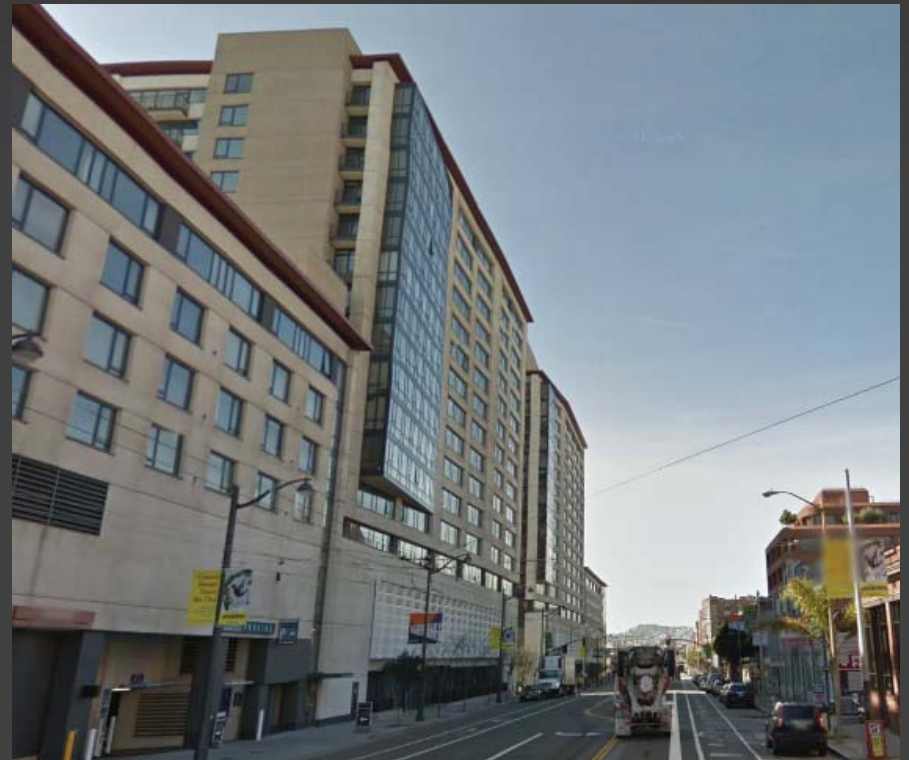
S4: Taller Accent with 4th Street Spine

- Same as S3 plus...
- 200' - 300' at stations
- 160' along 4th Street

Urban Form

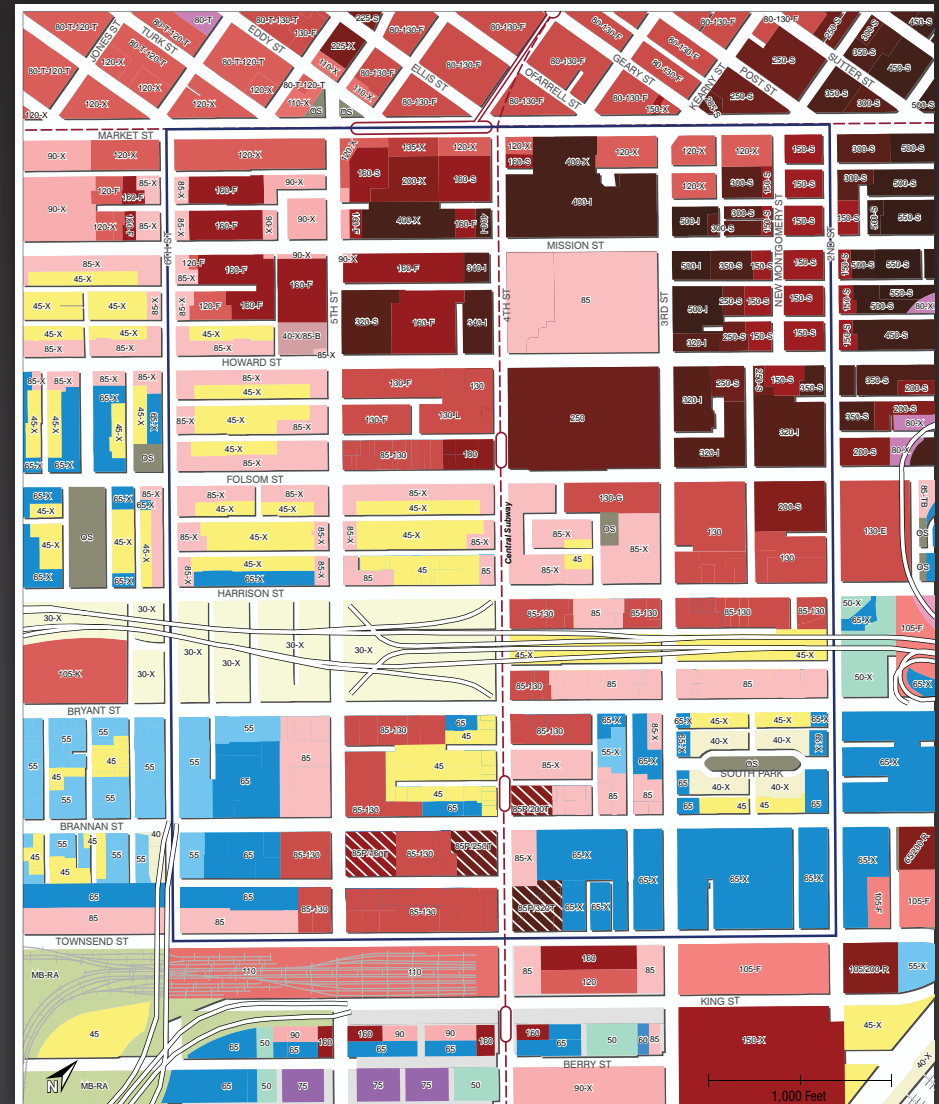
What We've Heard Since Nov 29

- General support for higher heights south toward Townsend
- 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



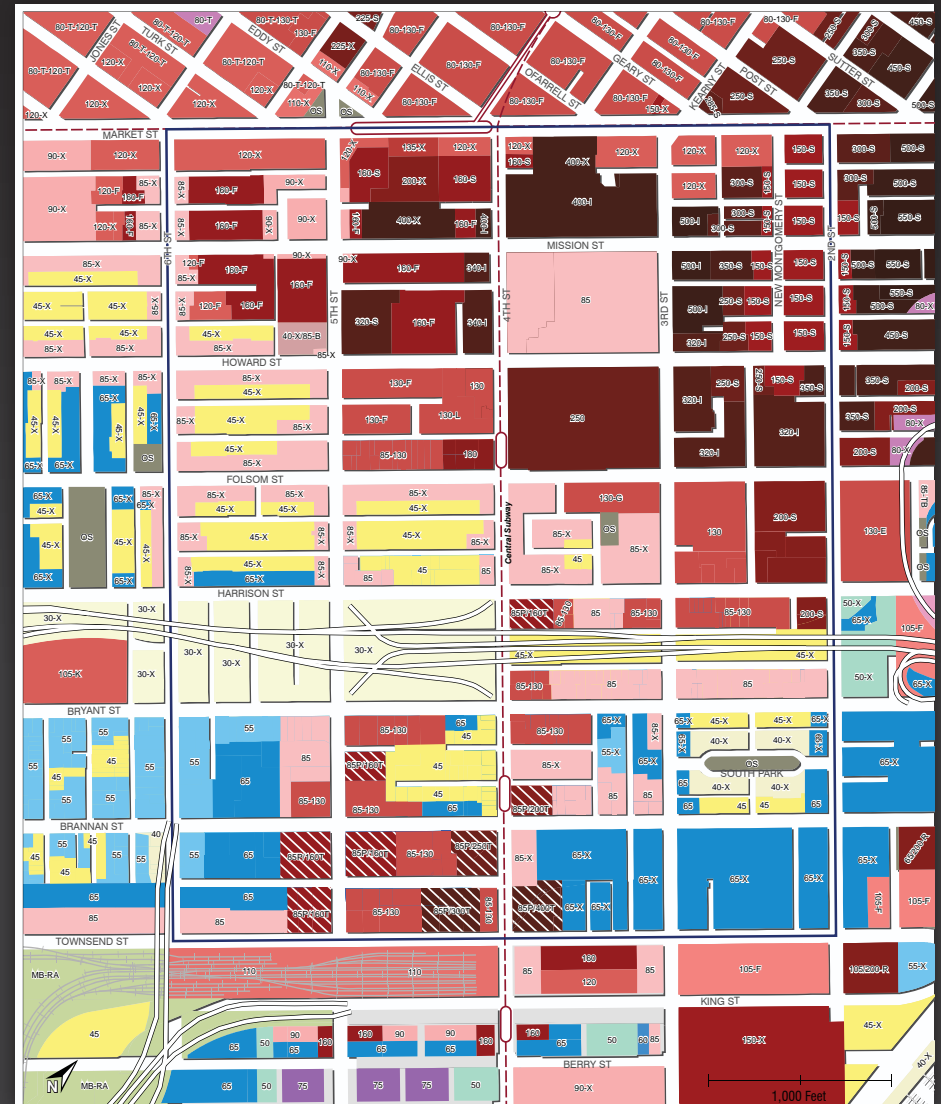
Urban Form: Proposed Height Limits

- Major street frontages at 65'-85' base
- Sculpting along alleys and near open spaces
- Large-floorplate mid-rise buildings up to 130' in key growth areas
- 180' - 320' emphasis at stations, particularly at 4th/Brannan and 4th/Townsend



Urban Form: Higher Height Limit Alternative

- Greater height at southern end of corridor
- 180' - 400' emphasis at stations
- Allows for 160' on large parcels along 4th and 5th Streets
- Extends 200' district on 2nd Street southward to freeway



The map displays the Central Subway alignment, a dashed red line running north-south through the city center. The alignment starts at the top, passes through the Financial District, and continues south through the city center. The map includes a legend for population density, a scale bar (1,000 Feet), and a north arrow. The alignment is shown as a dashed red line running north-south through the city center, with various colored blocks indicating population density.

Streets shown: JONES ST, TURK ST, EDDY ST, ELLIS ST, O'FARRELL ST, GEARY ST, MARY ST, POST ST, BUTTER ST, MARKET ST, MISSION ST, 4TH ST, 3RD ST, NEW MONTGOMERY ST, 2ND ST, 6TH ST, 9TH ST, HOWARD ST, FOLSOM ST, HARRISON ST, BRYANT ST, BRAHMAN ST, TOWNSEND ST, KING ST, BERRY ST, SOUTH PARK.

Legend:

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**assumes Western SoMa Plan adopted*

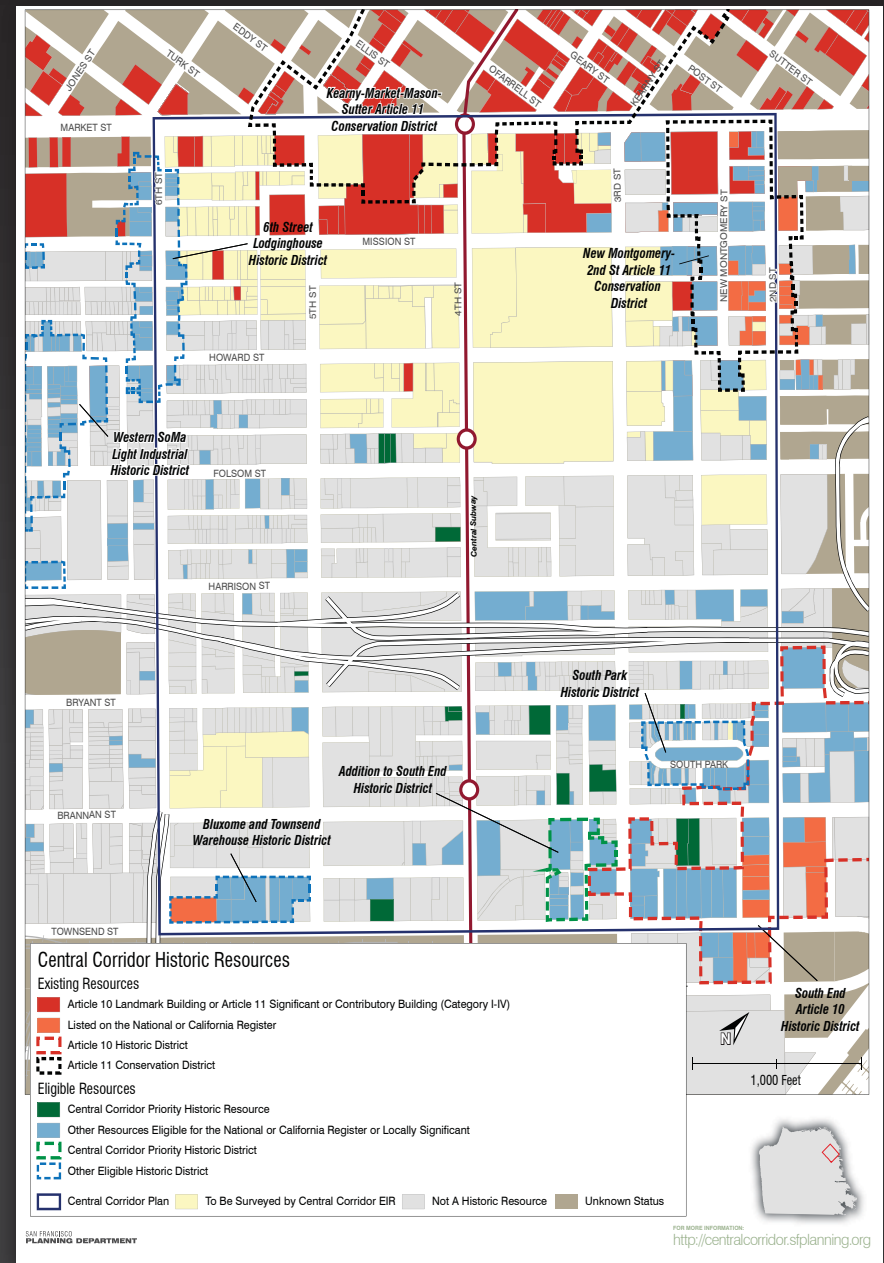
Quality of Place and the SoMa Fabric

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

Quality of Place and the SoMa Fabric

Historic Resources

- Initial identification of Priority Resources
- Expansion of South End Historic District
- Transferrable Development Rights:
 - Enable resources to sell
 - Require large new development to purchase
- Facilitate retention of both priority and non-priority resources through TDR, design guidelines for additions, lot consolidation controls



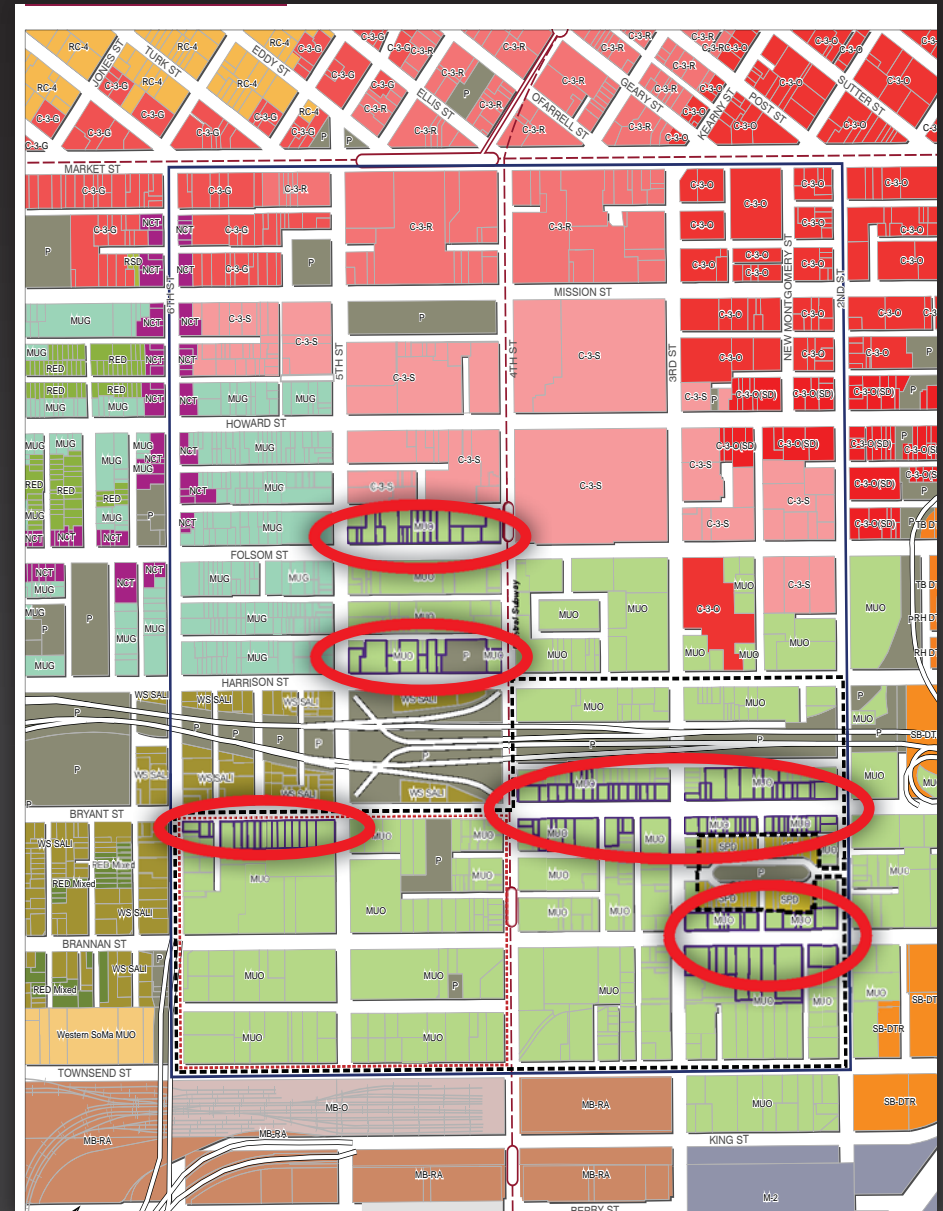
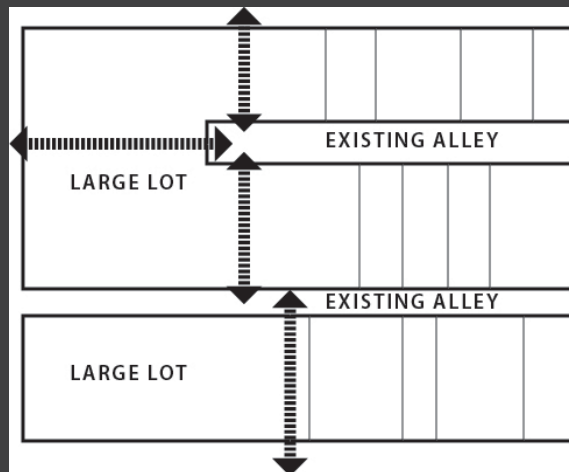
Quality of Place and the SoMa Fabric

Small Lot Consolidation Controls

- Conditional Use requirement to discourage consolidation of multiple small lots in certain areas

Mid-Block Alley Requirements for Large Lots

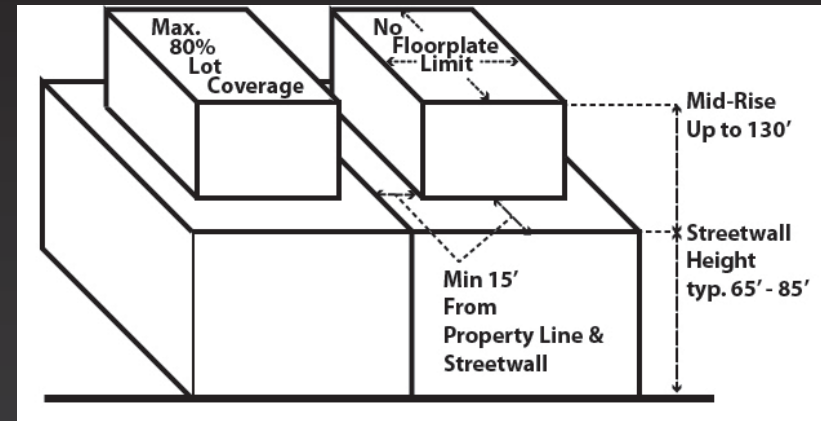
- Applies to lots with >200' frontage



Urban Form: Quality of Place and the SoMa Fabric

Bulk Controls, Mass Reduction and Setbacks

- Only large sites that can feature upper story setbacks allowed to rise above streetwall height
- Accommodate large floorplate mid-rise buildings characteristic of SoMa, but require setback of upper stories to reduce bulk from public realm and prevent blank sidewalls



Central Corridor Design Standards (Fall 2012):

- (a) Design Guidelines for Key Sites
- (b) Additions to Existing Buildings
- (c) Design Controls (Bulk, Setbacks, FAR, Performance Standards)

Buildout Capacity

	Housing Units	Jobs
Existing Housing and Jobs	6,700	34,500
Growth Potential under Existing Zoning	6,600	22,900
Additional Growth Potential under the Proposed Scenario	~6,000	~30,000



Public Realm

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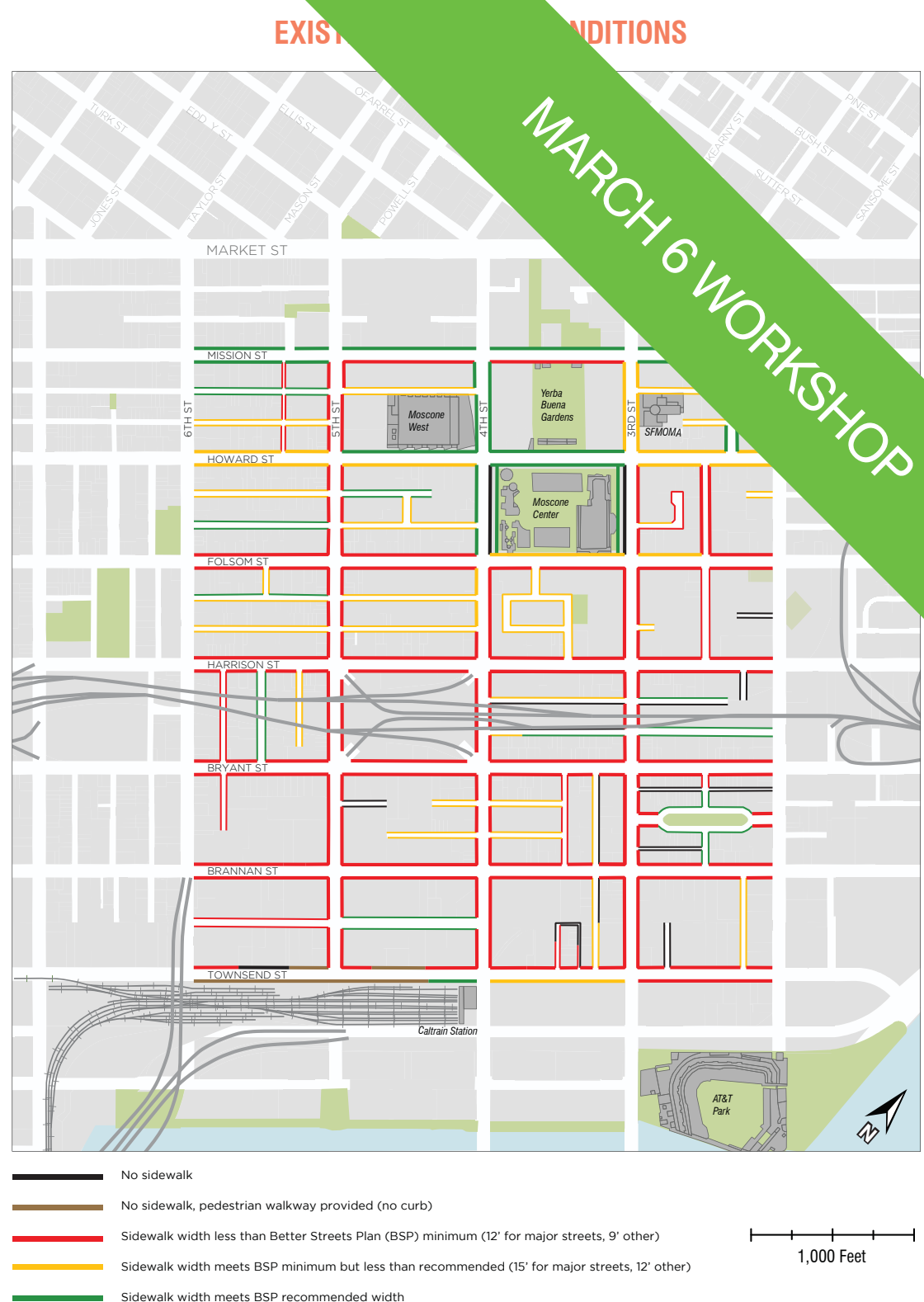
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Key Challenges: Sidewalk Width



- Majority of sidewalks **below minimum width** recommended in the *San Francisco Better Streets Plan*.
- Minimum of 12 ft. wide sidewalks required, 15 ft. recommended
- Existing average 8-10 ft.

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Key Challenges: Pedestrian Crossings



- Currently six **closed crosswalks** in plan area
- Intersections of minor streets/alleys with major streets usually **not marked** for pedestrian crossing
- I-80 and its ramp system serve as an imposing barrier to pedestrian crossing



Key Challenges: Open Space Needs



- Areas west of 4th Street and south of I-80 have been identified in previous plans as areas in need of open space.
- Streets/alleys have been identified as potential “green connections” linking neighborhoods to open space.

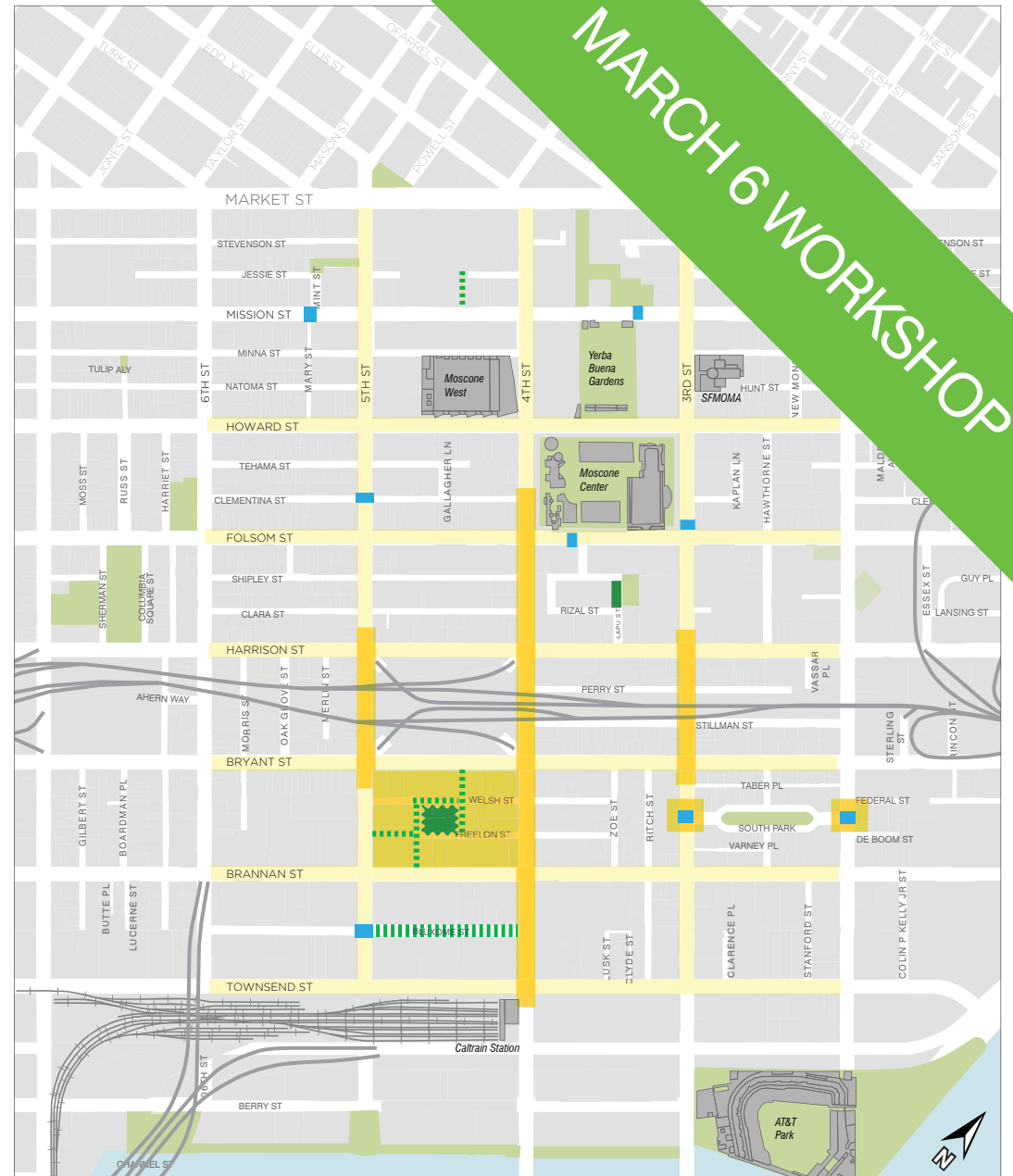


Public Real Plan Goal:

Create a public realm that supports the Central Corridor's growth as an urban, transit-oriented neighborhood.

Strategy:

1. Coordinate with other city projects and public realm planning efforts taking place in the study area.
2. Create conceptual designs and recommendations for selected focus areas.
3. Develop strategies to bring all streets into compliance with the *Better Streets Plan's* minimum sidewalk width standards.



- Public Realm Design Focus Areas
- Streetscape Improvement Policy Areas
- New Public Open Space Under Study
- New Pedestrian Crossings Under Study

1,000 Feet

What we heard:

1. Strong support for **open space** ideas presented
2. Strong support for the **pedestrian improvements** presented
3. Need more **pedestrian crossings**
4. Planned **bicycle network** is too sparse

Update:

Most major streets will see improvements

Bryant and Harrison Streets:
Wider sidewalks

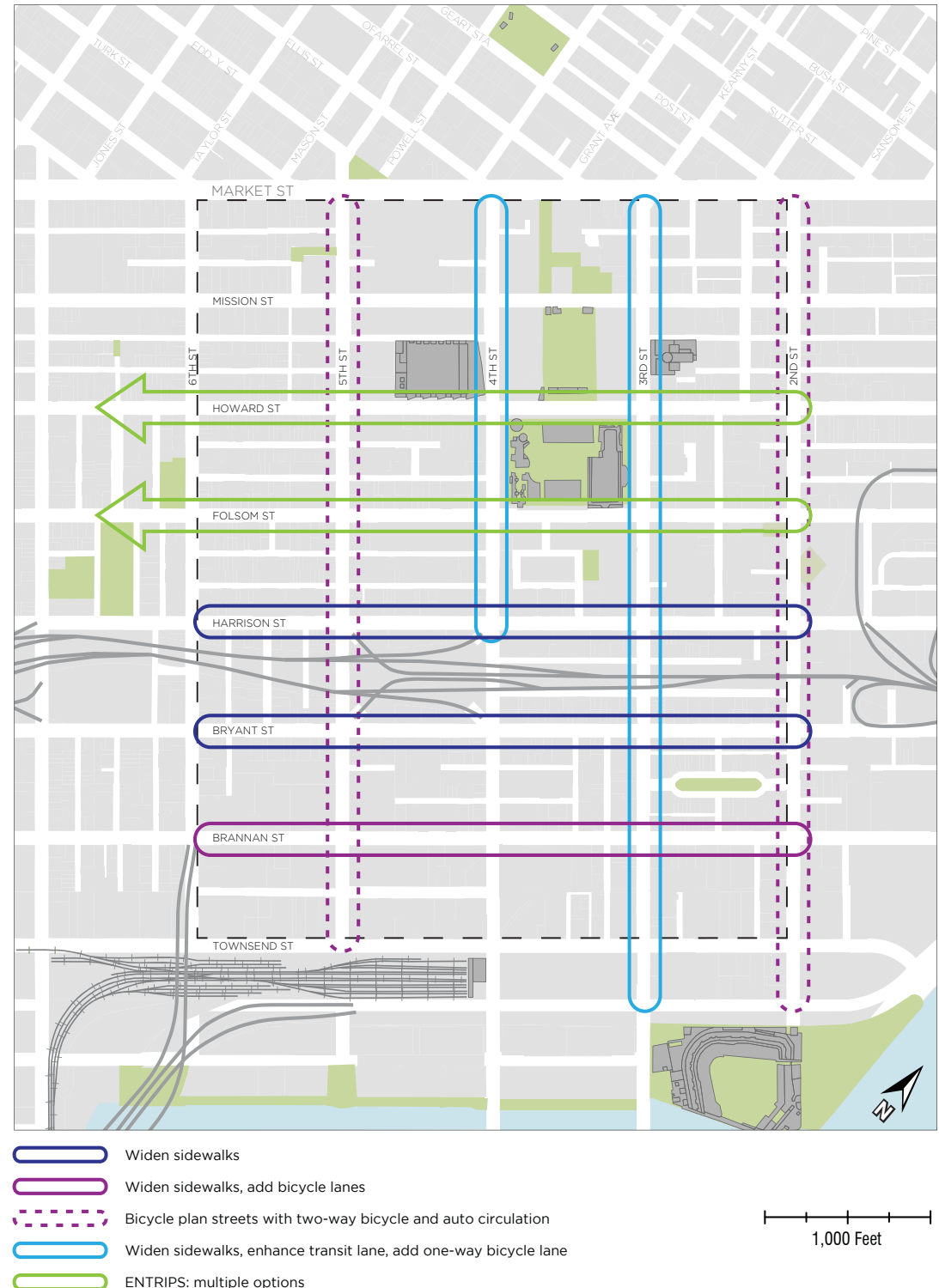
Brannan Street:
Wider sidewalks, cycle tracks

2nd and 5th Streets:
Bicycle Plan streets

3rd and 4th Streets:
Wider sidewalks, transit lane,
cycle track

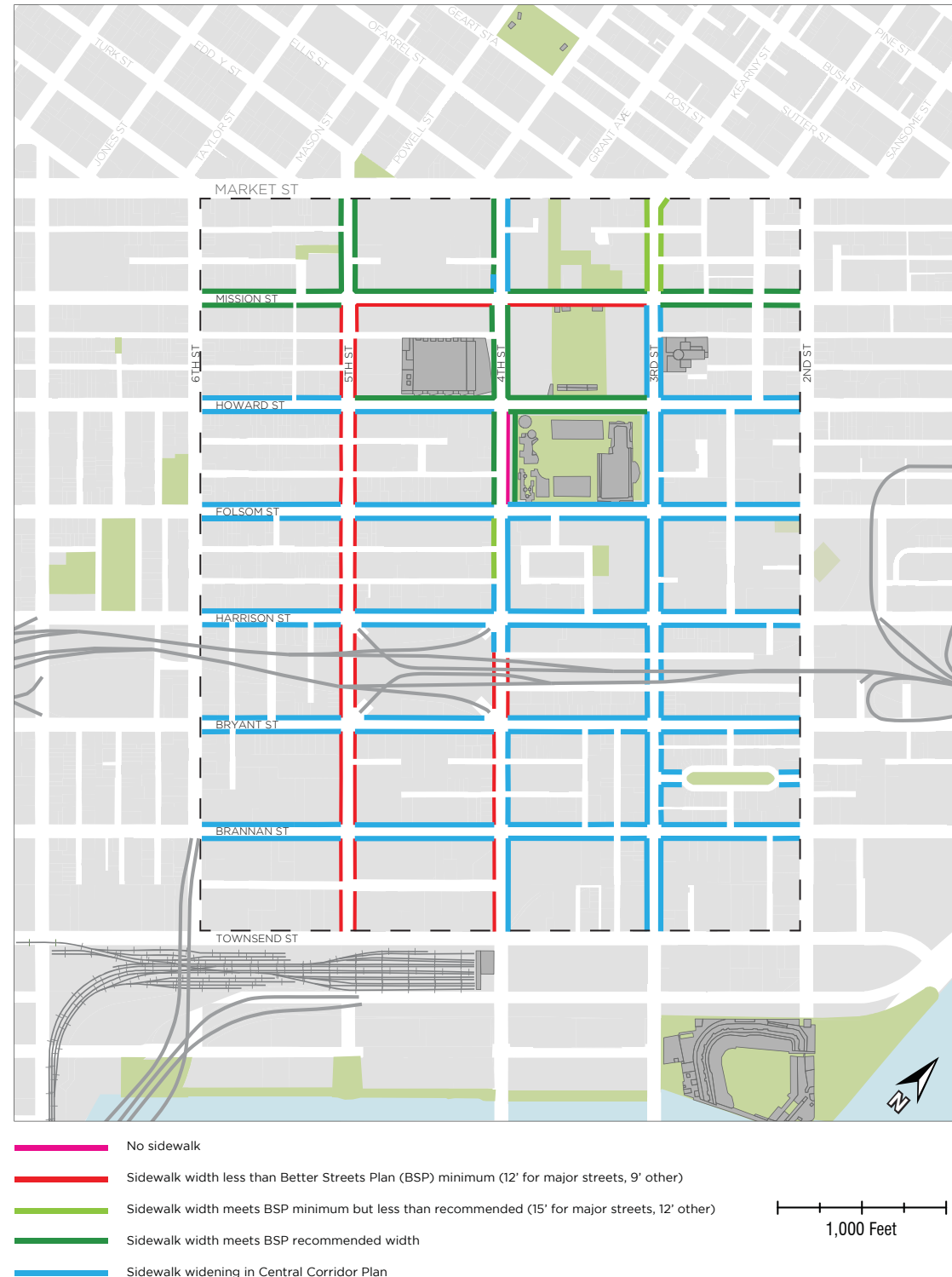
Folsom and Howard Streets:
Per ENTRIPS, multiple options
including cycle tracks, transit and
pedestrian improvements

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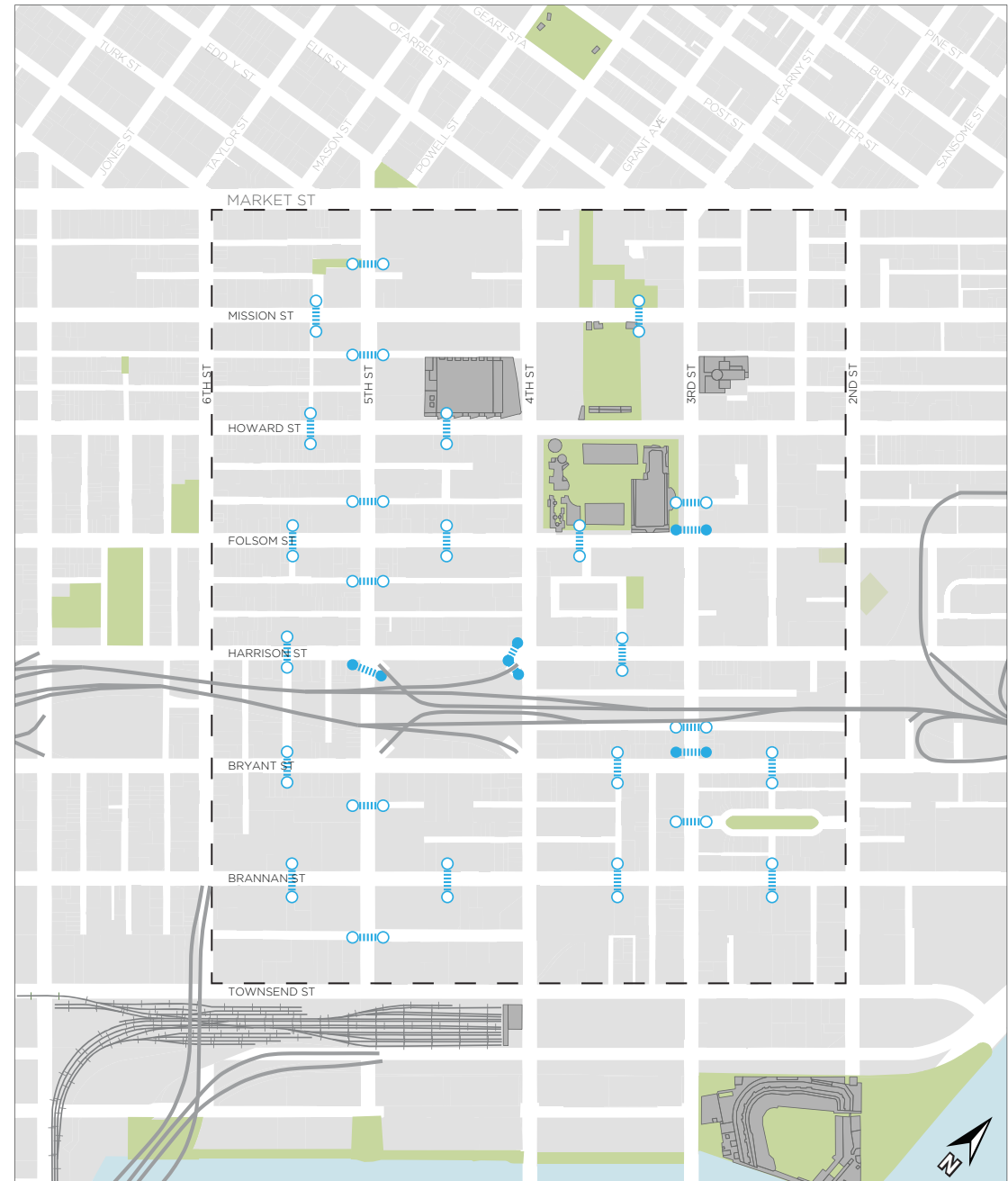
Update: Sidewalks

- Wider sidewalks on most major streets in the plan area
- Reduction in on-street parking and/or travel lanes will be required on some streets
- 5th Street: opportunity to improve narrow sidewalks at Bike Plan implementation



Update: New Pedestrian Crossings

- Many blocks over 800 feet long
- 25 **new** signalized pedestrian crossings
- Open 5 closed crosswalks at existing signalized intersections



●●●● Proposed signalized crosswalk at existing signalized intersection

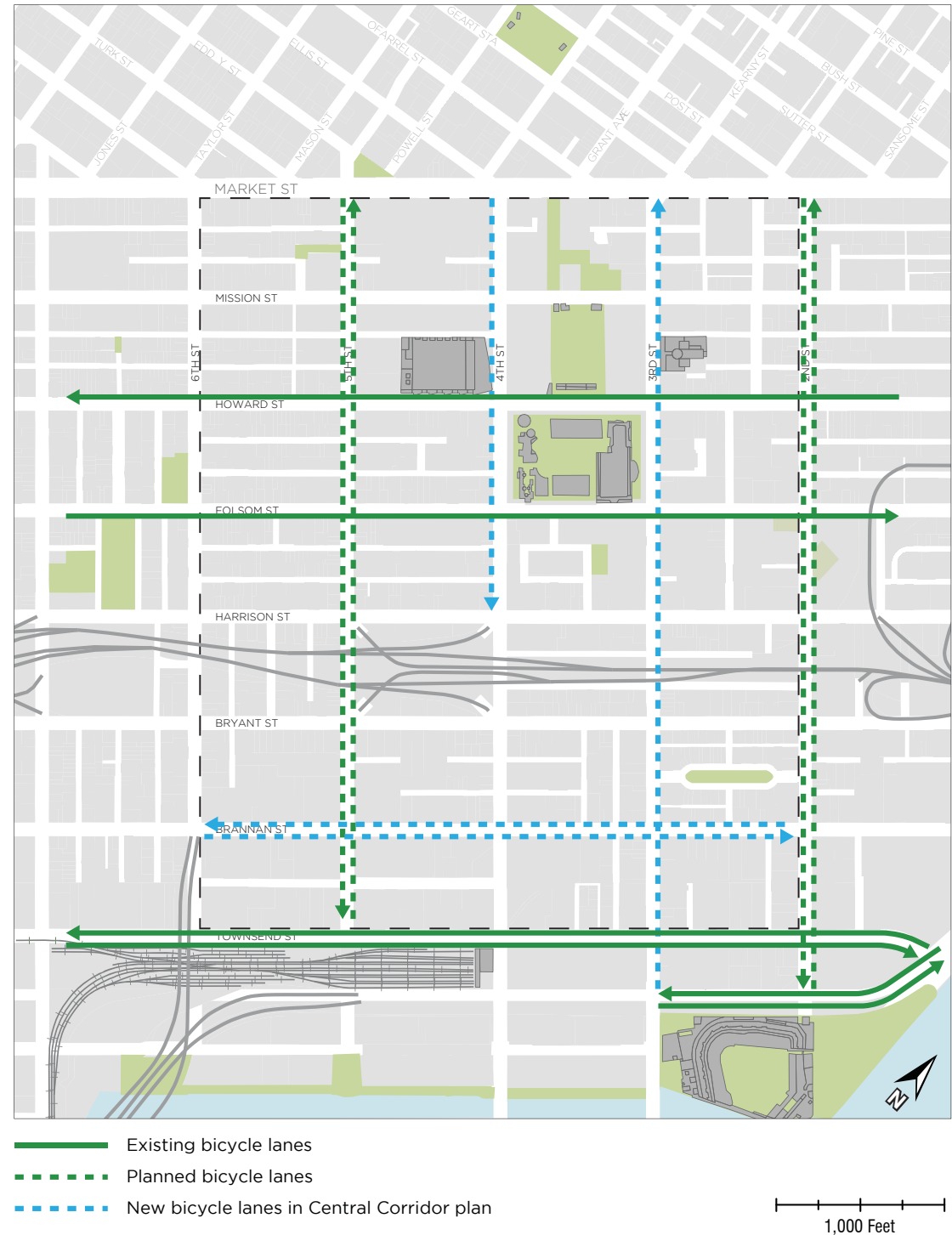
●●●● Proposed signalized pedestrian crosswalk

Note: existing signalized crosswalks not shown

1,000 Feet

Update: Bicycle Network

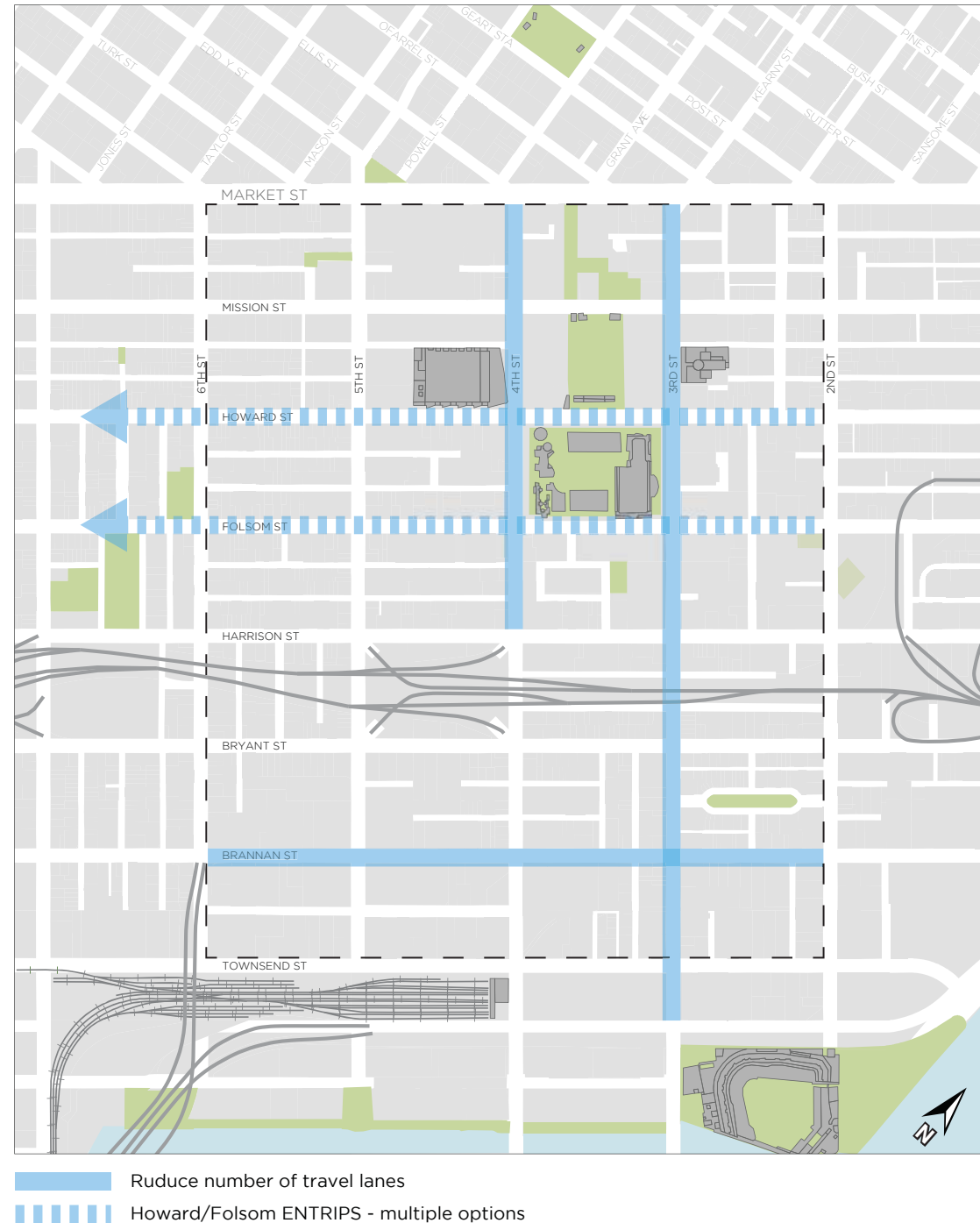
- New bicycle lanes or cycle tracks on Brannan, 3rd and 4th Streets
- **Bicycle Plan** includes new bicycle lanes on 2nd and 5th Streets
- ENTRIPS improvements to existing bicycle lanes on Folsom and Howard Streets extended through Central Corridor



Update:

Travel lane reconfiguration

- Brannan Street: one travel lane each direction, plus turn pockets
- 4th Street north of Harrison: 3 travel lanes southbound, plus one transit-only lane
- 3rd Street: 3 travel lanes northbound, plus one transit-only lane
- Folsom and Howard Streets: multiple options per ENTRIPS



Update: Folsom and Howard Streets (ENTRIPS)

- ENTRIPS developed concepts for Folsom/Howard between **5th and 11th Streets**
 - Transit Center District Plan includes plans for Folsom/Howard **east of 2nd street**
 - Central Corridor Plan extends ENTRIPS concepts from **5th Street to 2nd Street**
 - The City is identifying funding for environmental review of Folsom/Howard **between 2nd and 11th Streets**
-
- Option A: Folsom and Howard remain one way, both with 2 travel lanes, one-way cycle tracks and transit improvements
 - Option B: Both streets become two-way. Folsom Street: one lane each direction, cycle tracks and transit improvements. Howard Street: two lanes each direction



ENTRIPS Final Report: Folsom Street operations concept



Public Realm: Open Space

Update:

Open Space

- 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

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Update:

Bryant/Brannan Park Block

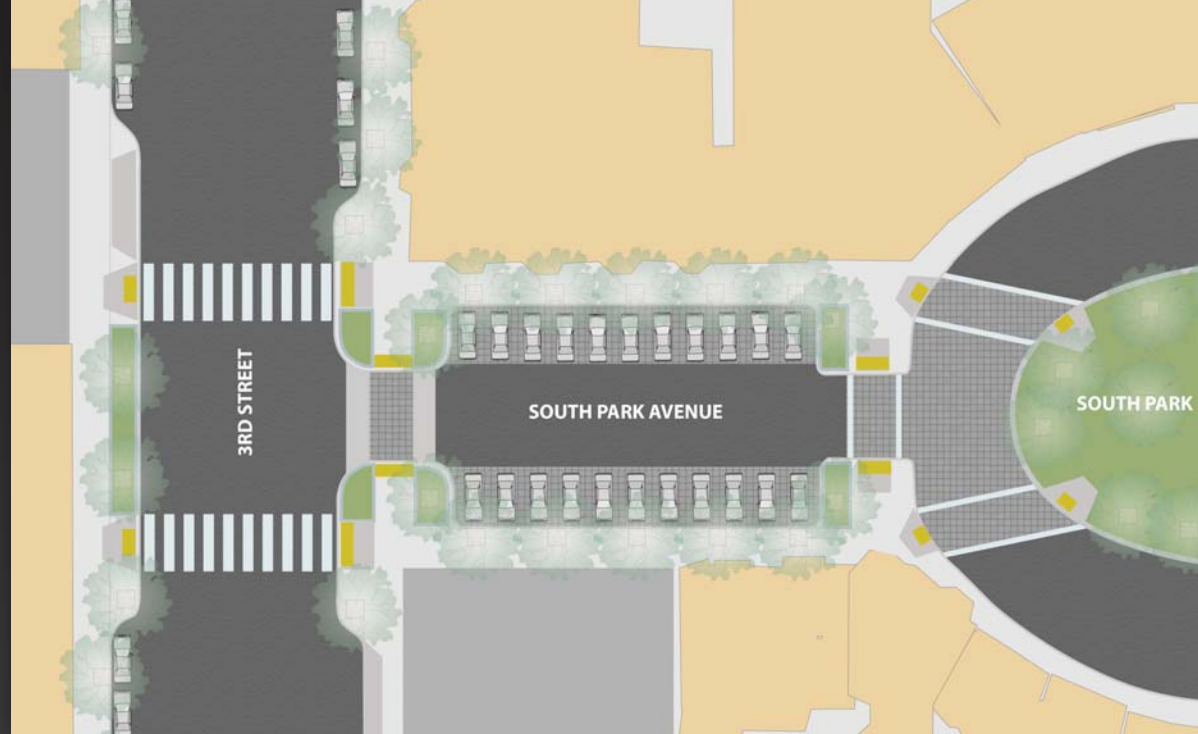
- Continue to study creation of new open space on SFPUC site.
- Strong interest from community as well as potential developers of adjacent soft-site.
- Activation of park key to success; programming will be developed with community.



Update:

Other Streetscape Improvements

- Moving forward with proposals for pedestrian improvements to South Park Avenue at 3rd and 2nd Streets.
- Coordinating with South Park Improvement Association on additional enhancements to the park.
- Continue to investigate opportunities to fund pedestrian/public-art improvements beneath I-80 (e.g. 1% Public Art Funds)

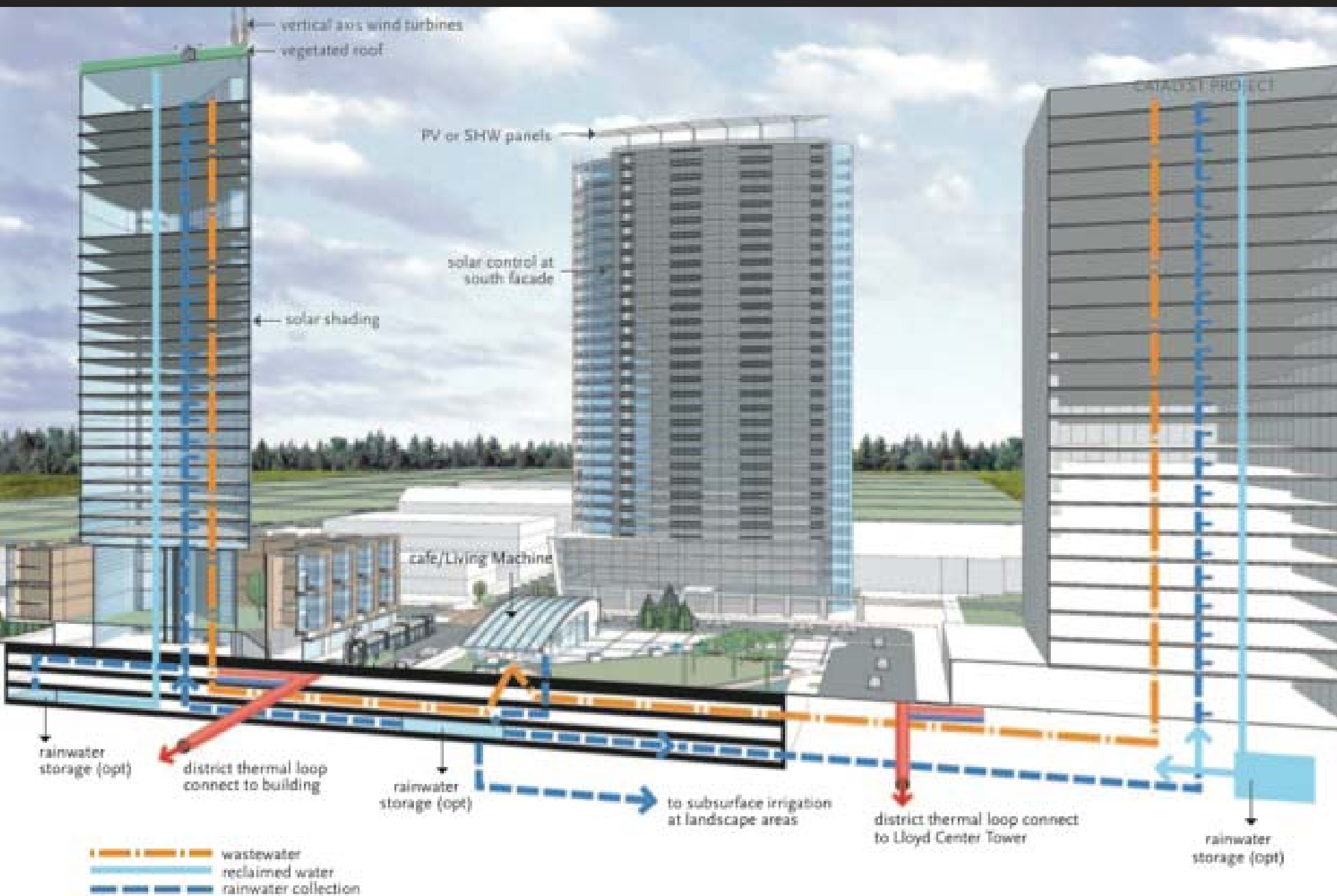


EcoDistrict

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Note: This concept plan is not intended to represent specific planned or required development proposals.

High-rise Alternate: Sustainable Strategies

UTILITIES

DEVELOPERS

NEIGHBORS

BUSINESSES



You're Invited to:

EcoDistrict Community Kick-Off

August 16th. 12-1:30pm, SPUR

RSVP: kate.mcgee@sfgov.org

<http://sustainabledevelopment.sfplanning.org>

An aerial photograph of a city grid, likely San Francisco, viewed from a high angle. The image is overlaid with a semi-transparent brown color. The text "Financial Analysis & Public Benefits" is centered in the middle of the image in a white, bold, sans-serif font with a thin orange outline.

Financial Analysis & Public Benefits

Public Benefits Program

Capital Improvements

- Open Space - A new park, “green streets” and living alleys, new public paseos.
- Streetscape Improvements- “Better Streets” improvements, including lane reductions, widened sidewalks, cycletracks and new crossings.
- Community Facilities - Child care facilities and library materials.






















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Program Improvements

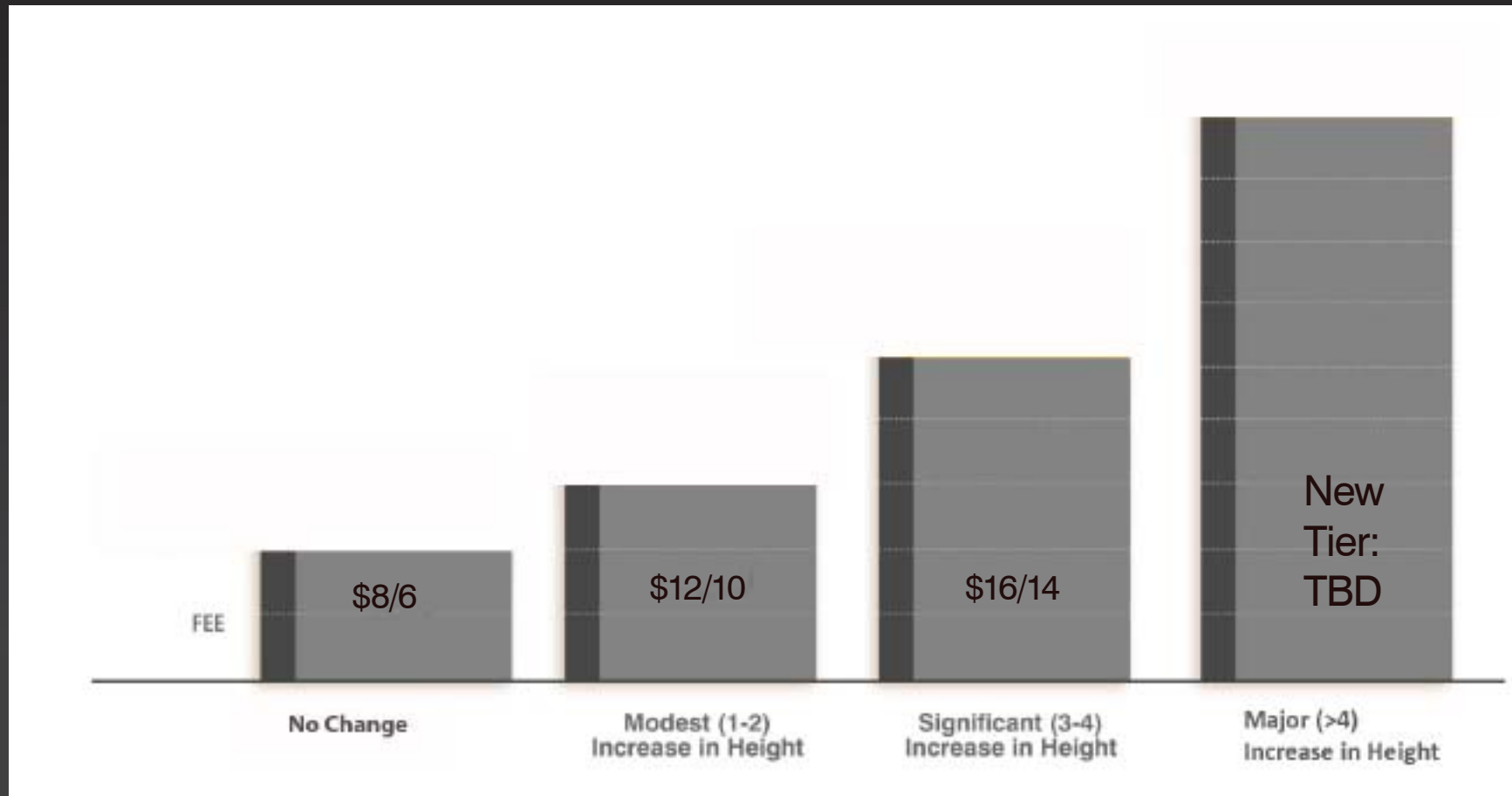
- Affordable Housing- A range to suit low to moderate income households.
- Business & Workforce Development - Assisting business location; preparing residents for new jobs in plan area.
- Historic Preservation- Retention of priority resources and character.
- Sustainability - Fostering green design, innovative building technologies, and the development of district-wide water or energy systems.

Funding and Implementation

- Plan-provided sources: Impact Fees, Planning Code requirements
- Citywide programs: Industry Initiatives Program, Tech SF
- Additional sources will continue to be explored: Capital Grants, In-Kind & Developer Agreements, City contributions

	Plan Revenues & Requirements			Citywide Programs					Other Sources		
	Impact Fees	Increased Inclusionary Housing	Open Space & Streetscape Reqs.	Inclusionary Housing	Jobs/Housing Linkage	Transfer of Development Rights	Job Training	Business Assistance	Plan Incentives	Developer Agreements	Grants
Public Health & Street											
Historic Preservation											
Community Facilities											
Business & Workforce Development											
Affordable Housing											
Sustainability											

Impact Fees



Eastern Neighborhoods Fee Tiers: *Based on Value Conferred*

- Eastern Neighborhood Impact Fees apply to all mixed use districts
> **\$130-200M**
- Downtown fees apply to all C3 districts (existing zoning)
> **add'l \$20M**

Affordable Housing Requirements



Eastern Neighborhoods Housing Requirements: *Based on Value Conferred*

- Base Inclusionary Housing requirements apply to all non SLI parcels;
Eastern Neighborhood Tier C requirements apply to all former SLI parcels > **\$550-600M**
- Middle Income option may apply.
- Jobs Housing Linkage Fees apply to all workplace development > **\$138-140M**

Preliminary Financial Analysis

Based on plan build-out over a 20 year timeframe

Public Costs \$490 to 567M

Public Revenue \$1.1 to 1.2 B

Net Gain

\$612 to 626M

*Plan generates
revenue to fund
Citywide / General
Fund needs*

- *Costs = Basic City services such as public safety, public works, parks, transportation, etc.*
- *Revenues = General Fund (Tax) Revenues such as sales, property, utility user, payroll & business registration, etc.*

Plan Costs \$100 to 112M

Plan Revenue \$130 to 197M

Net Gain

\$30 to 85M

*Plan generates
revenue to fund
Eastern Neighborhoods
improvements*

- *Plan Specific Costs = Infrastructure including open space, streetscape, other.*
- *Plan Specific Revenues = Impact fees; may be supplemented by other tools such as assessment districts, financing districts, etc.*



NEXT STEPS

Wed. June 20: Informational presentation to Historic Preservation Commission

Thurs. June 21: Informational presentation to Planning Commission

Summer 2012: Initiate EIR

Fall 2012: Publish complete Draft Plan document



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THANK YOU

<http://centralcorridor.sfplanning.org>