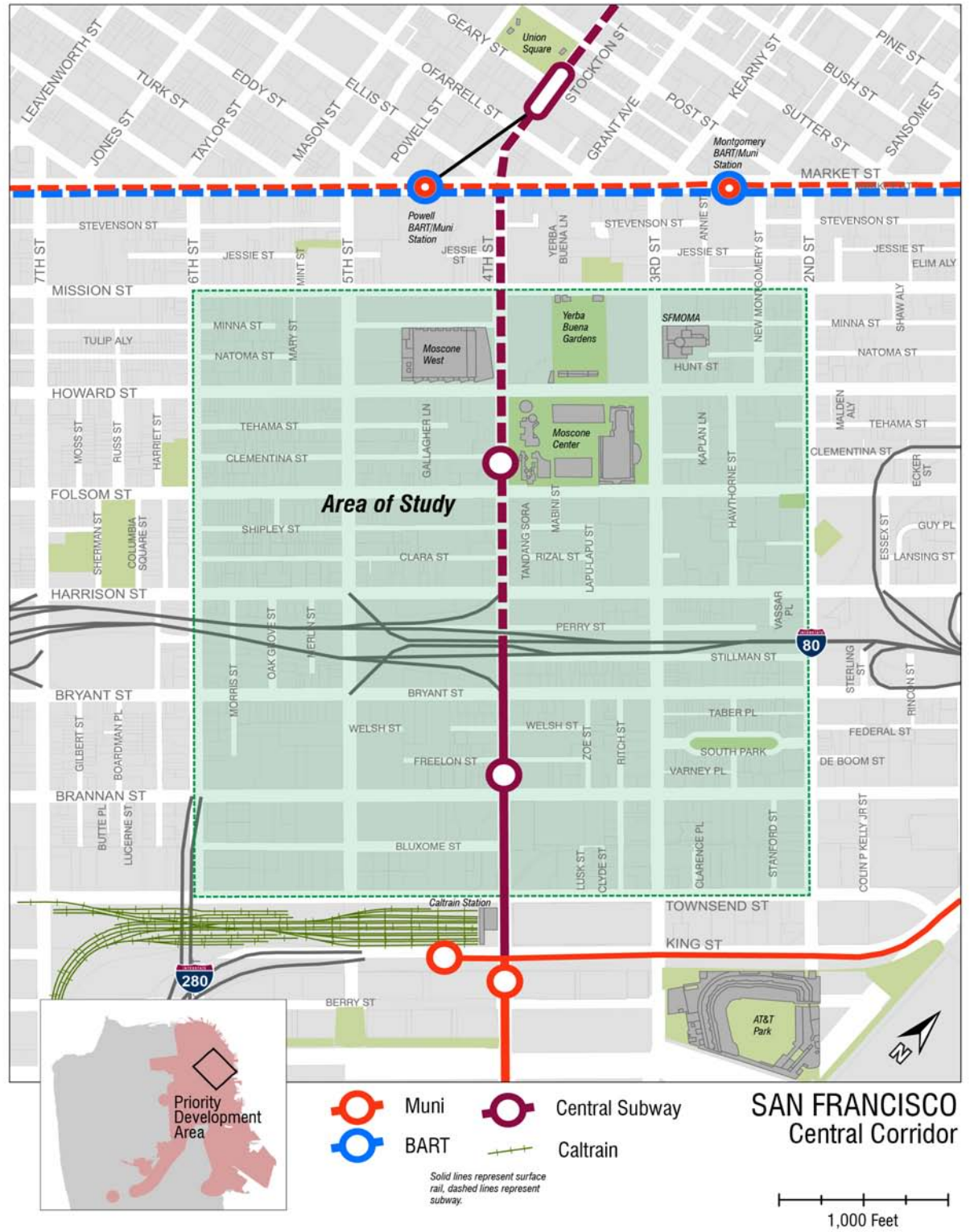


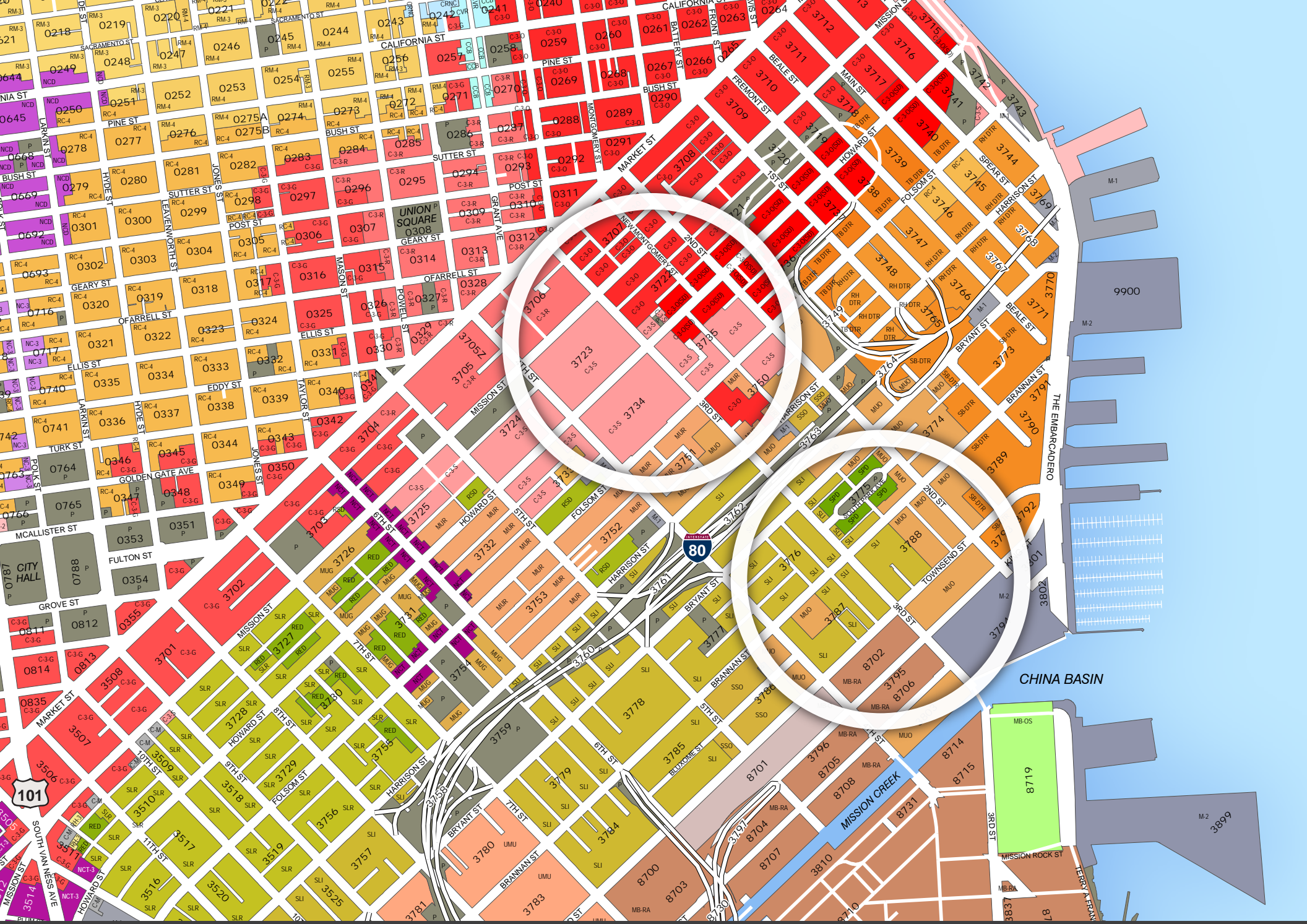
# CENTRAL CORRIDOR PLANNING PROJECT

**PUBLIC WORKSHOP - NOVEMBER 29, 2011**

# Project Area







# Idea Gathering



# Idea Gathering - Stakeholder 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)
- San Francisco Youth Commission
- 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
- Yerba Buena Community Benefit District

# Idea Gathering - Walking Tours

<http://centralcorridor.sfplanning.org>

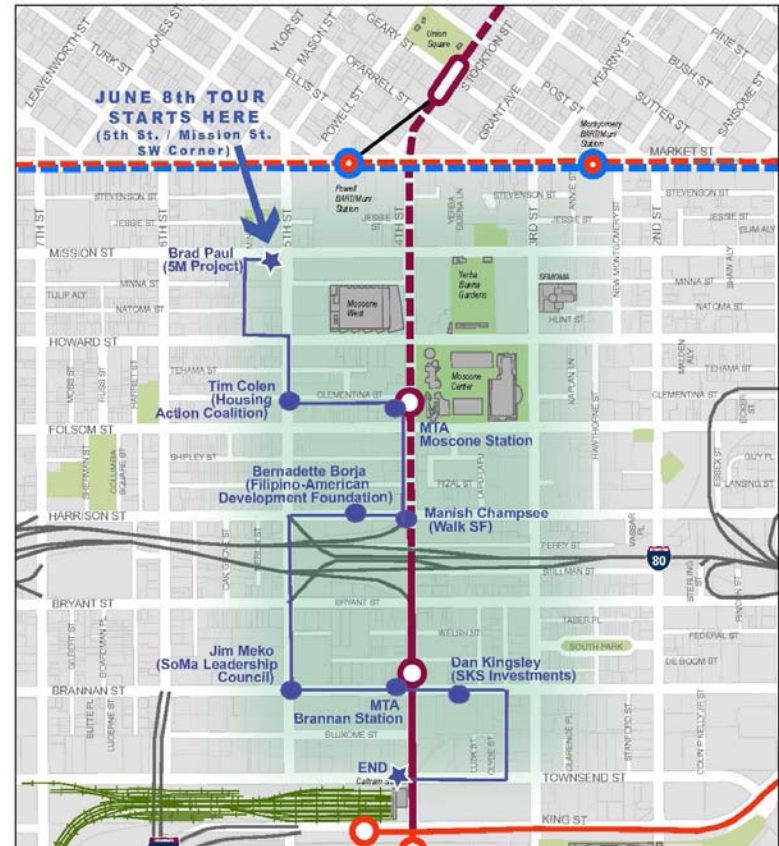


(Note: Exact Route subject to change)

**Central Corridor Planning Project  
WALKING TOUR  
WEDNESDAY JUNE 1, 2011  
5:30 PM**



<http://centralcorridor.sfplanning.org>

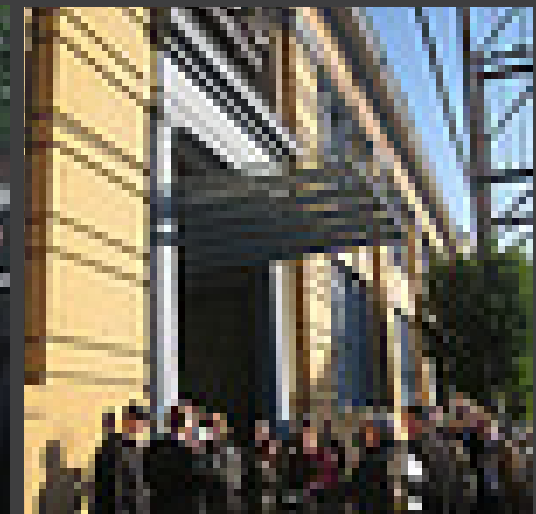
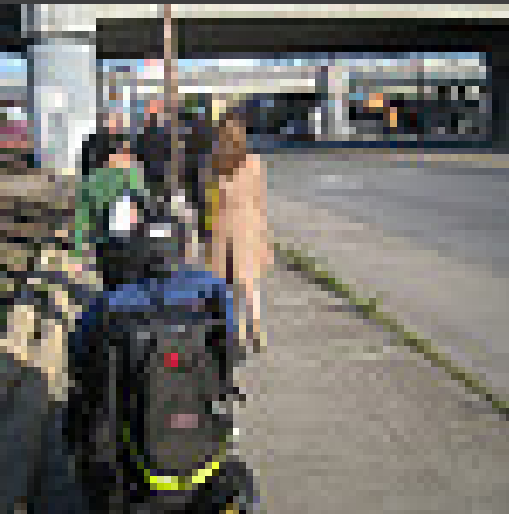
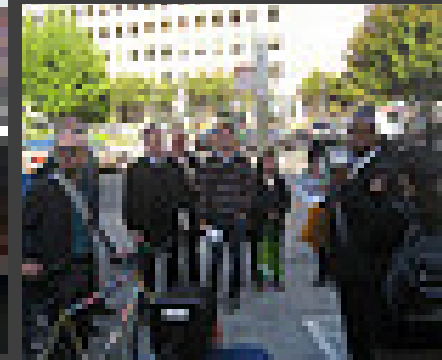
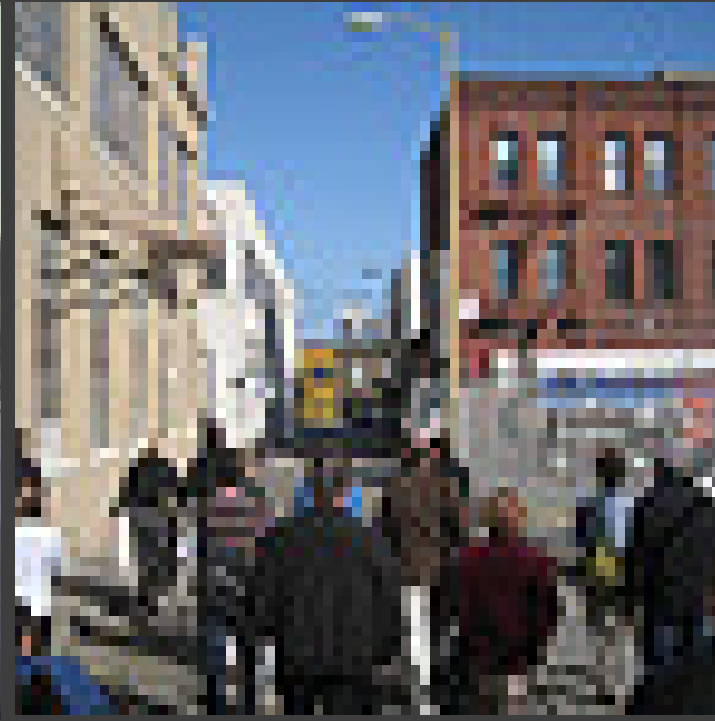


(NOTE: Exact Route subject to change)

**Central Corridor Planning Project  
WALKING TOUR  
WEDNESDAY JUNE 8, 2011  
5:30 PM**



# Idea Gathering - Walking Tours



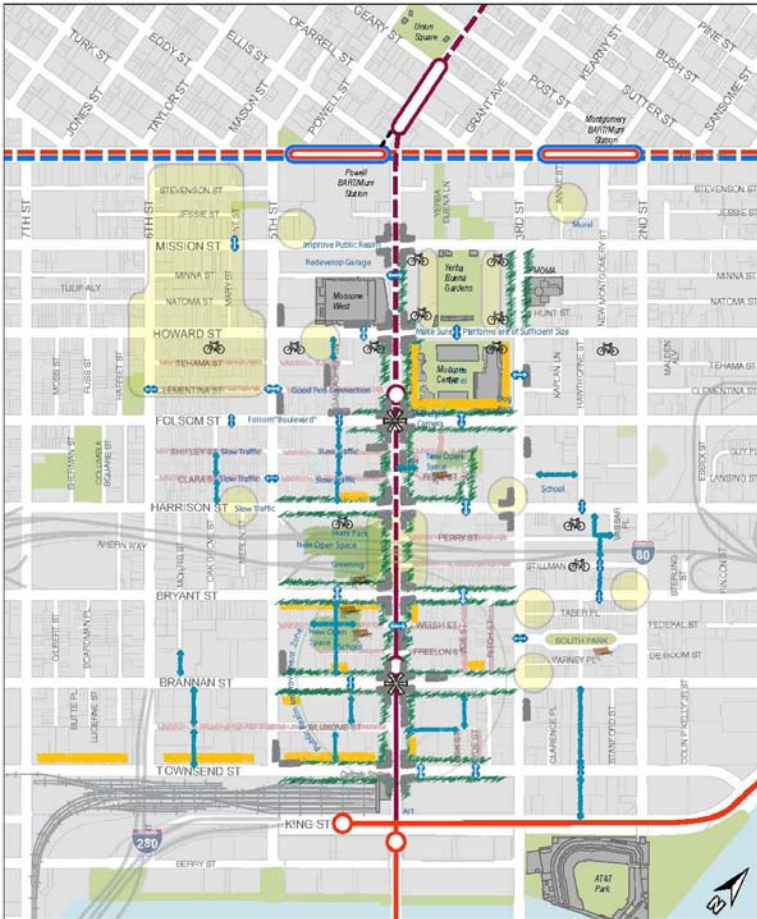


# Idea Gathering - Storefront Charrette

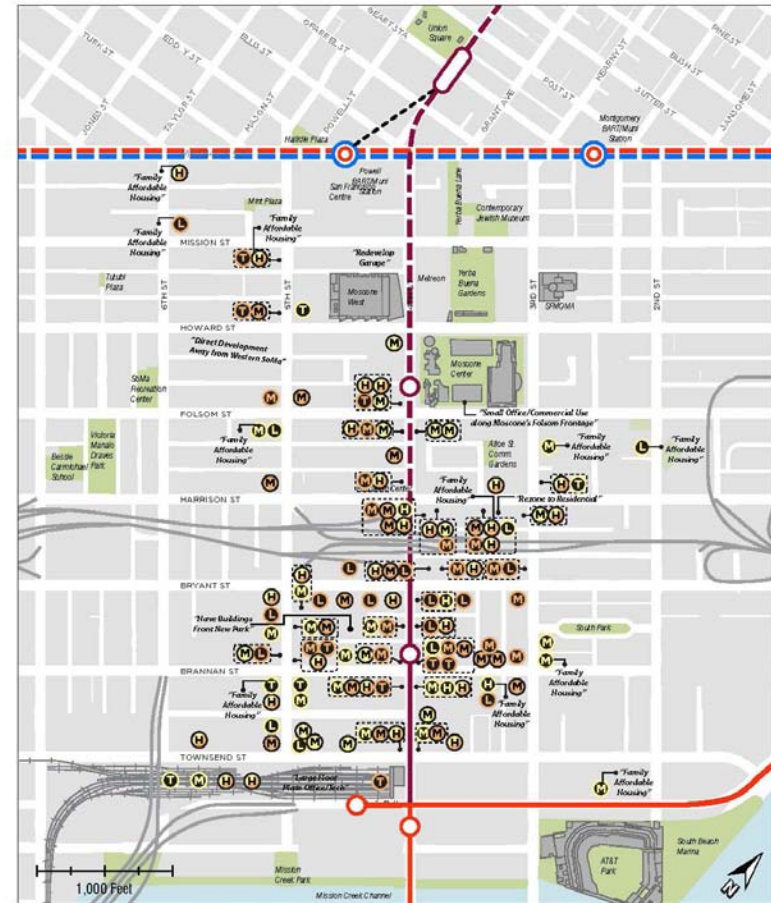


# Idea Gathering - Storefront Charrette

Public Realm "Game" Results: Synthesis Diagram

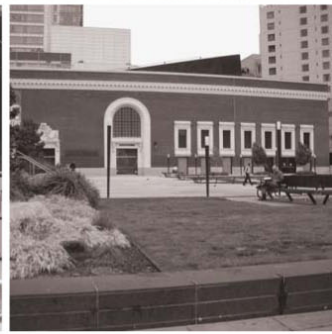


- Caltrain
- BART
- Muni
- Central Subway
- Thru-Block Connection
- Street Tree Planting Area
- Activate Ground Floor
- Alley Improvement
- Sidewalk Extensions/Widening
- Seating Needed
- Mid-Block Crossing
- Bike Parking/Amenities
- Lighting Needed
- Mini-Plaza
- New Open Space Area



- |  |   |   |  |                                    |   |   |  |
|--|---|---|--|------------------------------------|---|---|--|
| <b>Up to 55'</b>                             | <b>55' - 85'</b>                                  | <b>85' - 120'</b>                       | <b>120' - 150'</b>                           | <b>150' - 200'</b>                 | <b>200' - 250'</b>                      | <b>250' - 400'</b>  | <b>400' - 500'</b>                         |
| Low Rise<br>Bryant Street<br>between 4th/5th | Low Rise<br>Mission Street<br>between 7th and 8th | Mid-Rise<br>475 Brannan/<br>Brannan/8th | Mid-Rise<br>Folsom St<br>between 4th and 5th | Mid-Rise<br>501 2nd/<br>2nd/Bryant | Mid-Rise<br>Mission Parc/<br>Folsom/3rd | High-Rise Residential<br>with Mid-Rise Commercial<br>Mile Plaza, Folsom/Spear | High-Rise<br>Mission/Parson/<br>4th/Folsom |
| L  | L   | M                                       | M  | M                                  | M                                       | H   | H  |

# Public Realm



# PUBLIC REALM

EXISTING CONDITIONS ASSESSMENT

## CENTRAL CORRIDOR

PLANNING PROJECT

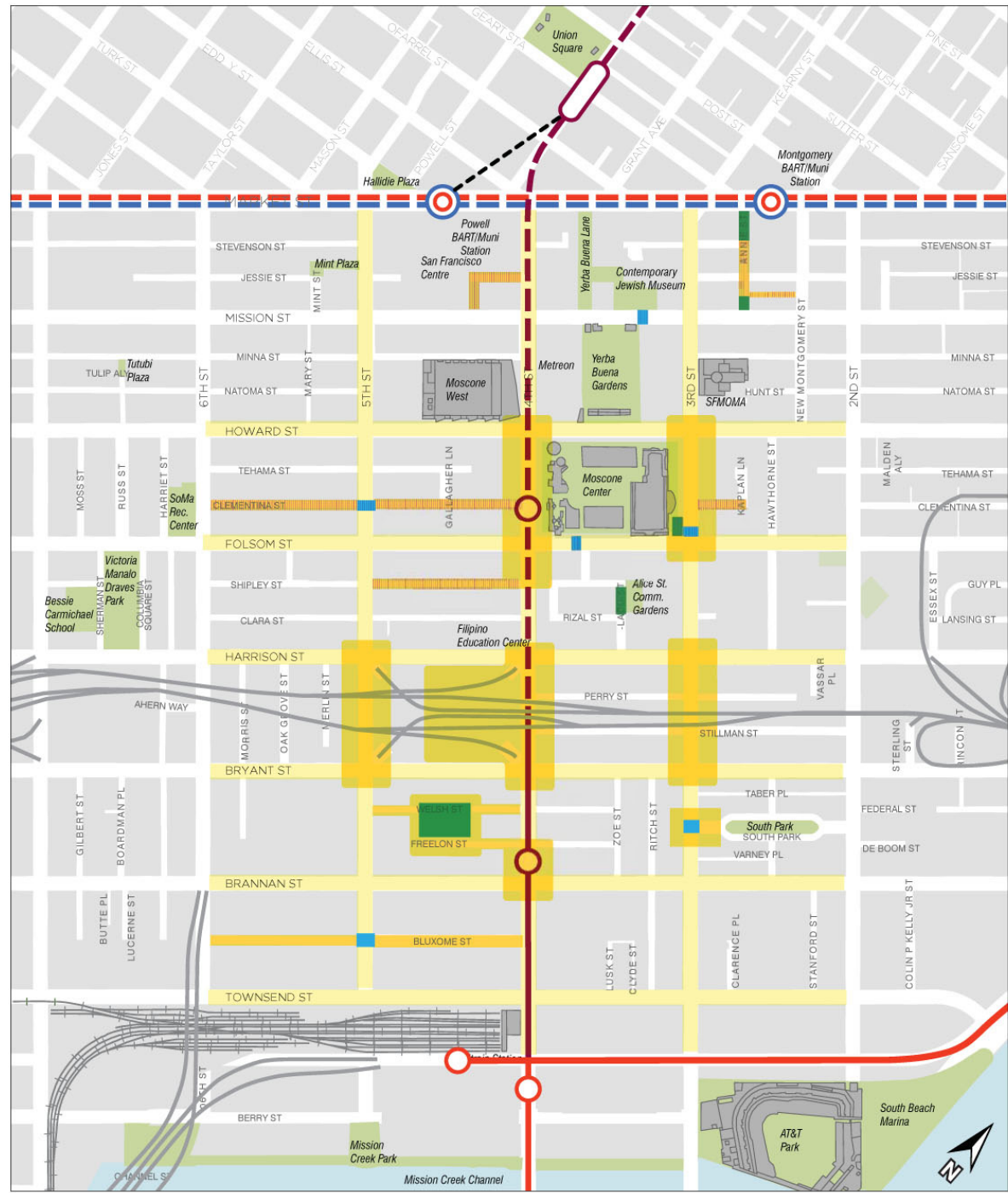


SAN FRANCISCO PLANNING DEPARTMENT | OCTOBER 2011

CENTRAL CORRIDOR



# Public Realm



- PUBLIC REALM DESIGN FOCUS AREAS\*
- STREETSCAPE IMPROVEMENTS
- NEW PUBLIC OPEN SPACE\*
- NEW MID-BLOCK/MINOR STREET CROSSINGS\*

\*Hashing represents areas with conceptual designs in Yerba Buena Street Life Plan

PRELIMINARY PUBLIC REALM FOCUS AREAS

# Land Use Principles and Potential Implementation Strategies

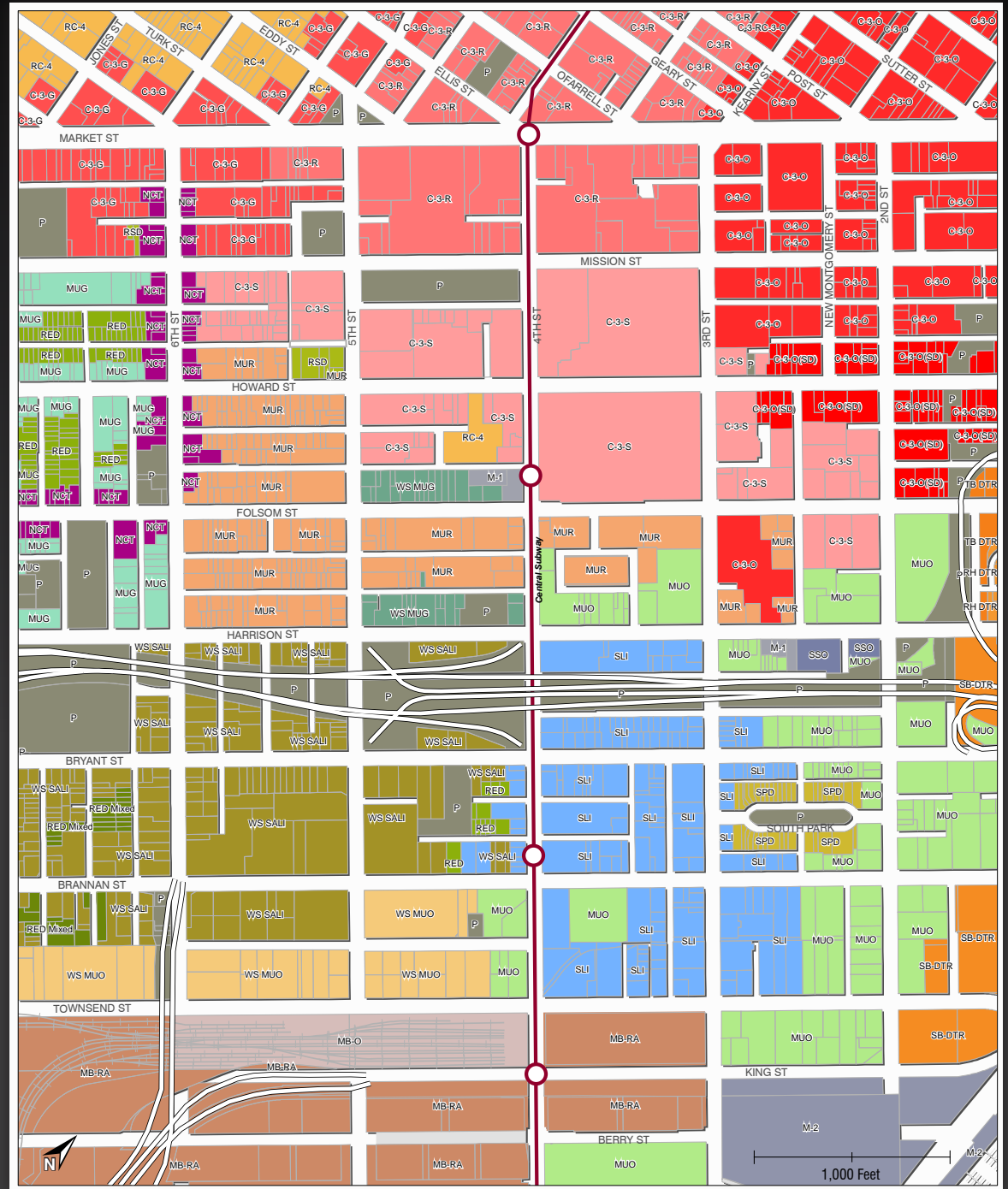
# Land Use Principles: Support Growth

- Increase development capacity
  - Increase heights
  - Increase density
  - Remove use restrictions in industrial areas (for options, see Zoning Scenarios, below)



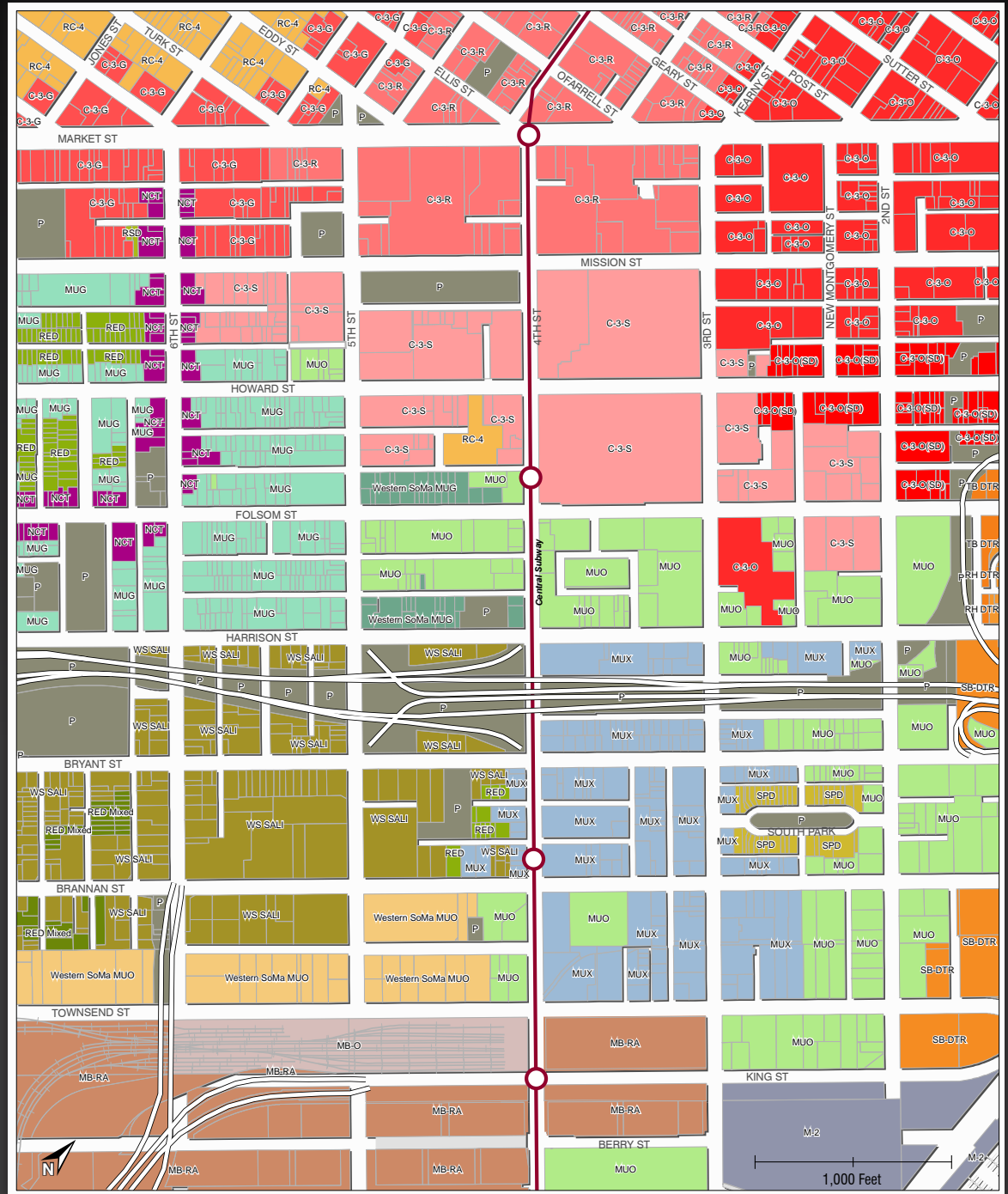
# Existing Zoning

*Assumes Western SoMa adopted as proposed*



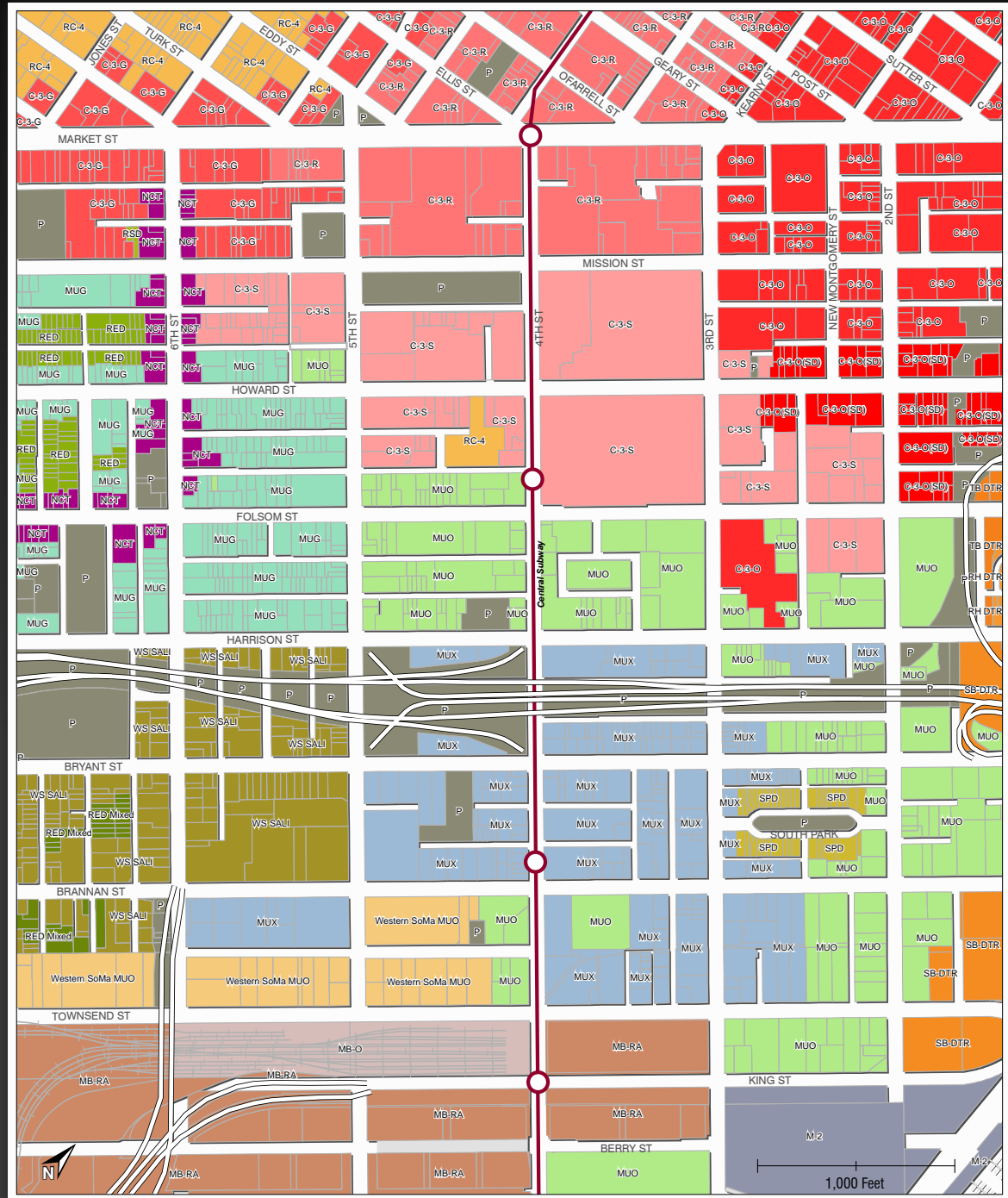
# Zoning Scenario 1

- Turns SLI to “MUX”
- Turns MUR into MUG west of 5th, MUO east of 5th
- Assigns other “remnant” parcels in East SoMa and Yerba Buena to prevailing zoning



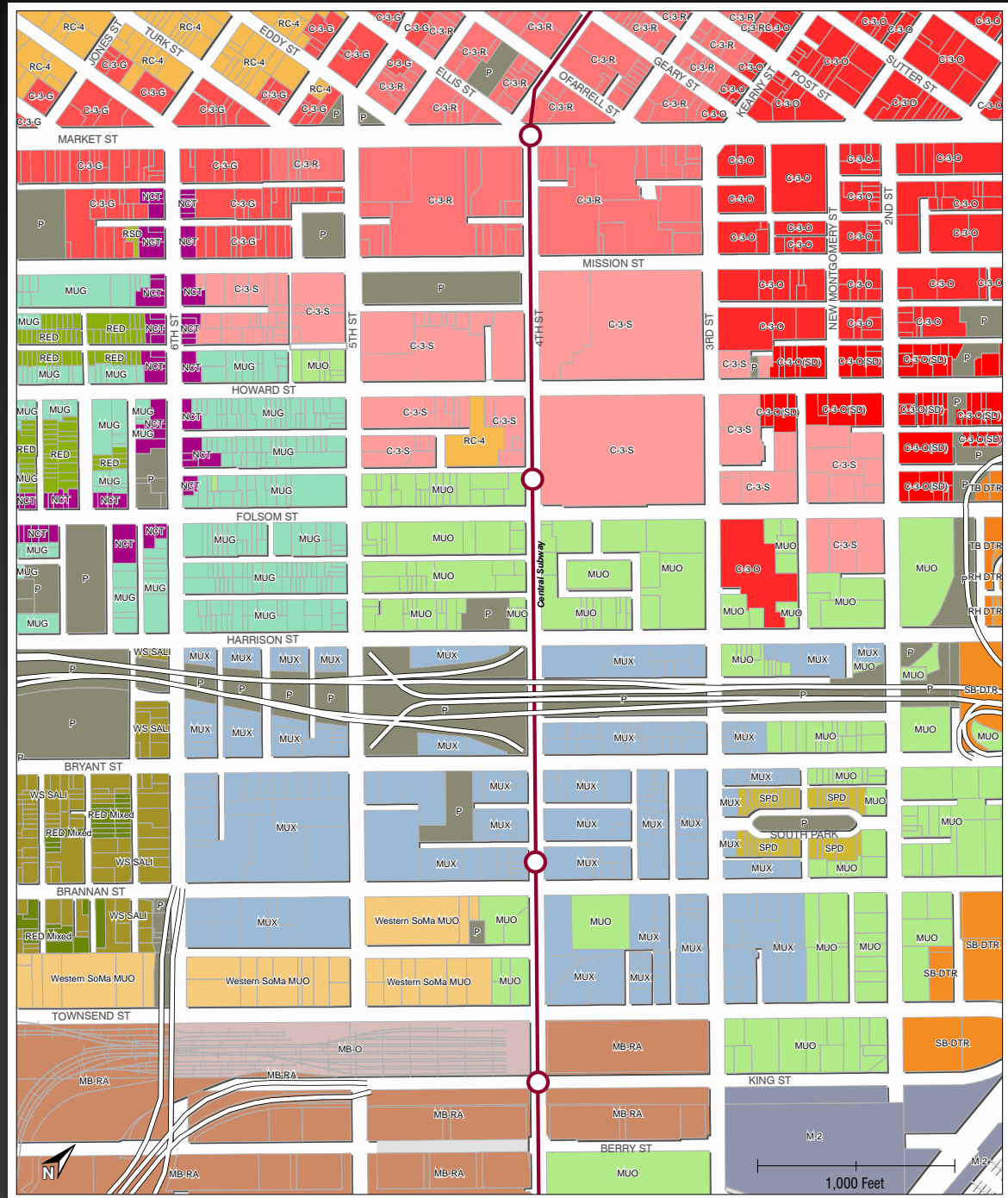
# Zoning Scenario 2

- Uses Zoning Scenario 1 as a Baseline
- Turns SALI and RED up to 5th to “MUX”
- Turns Western SoMa MUG to MUO



# Zoning Scenario 3

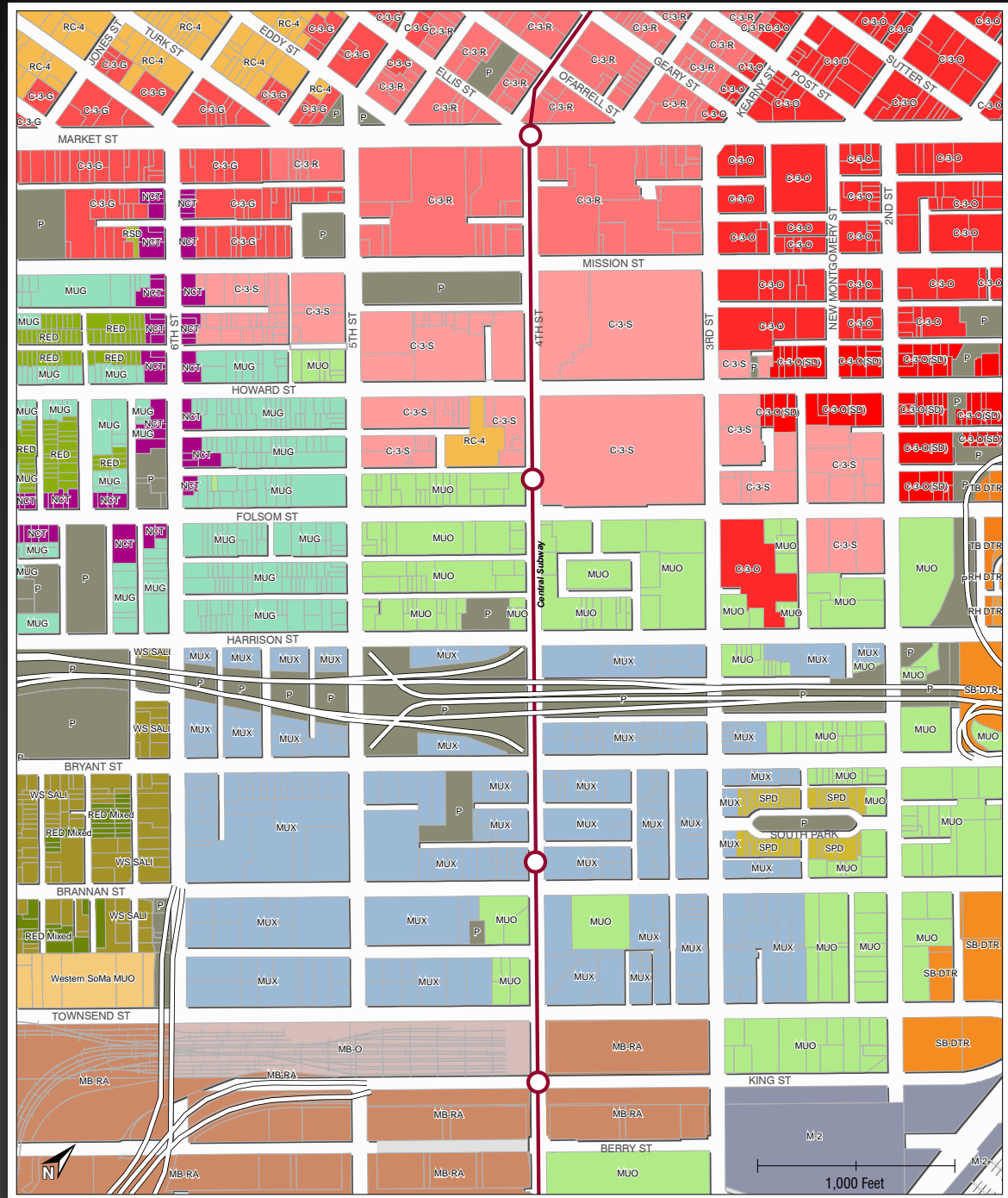
- Uses Zoning Scenario 2 as a Baseline
- Turns SALI and RED up to 6th to “MUX”





# Zoning Scenario 4

- Uses Zoning Scenario 3 as a Baseline
- Turns Western SoMa MUO to “MUX” from 4th to 6th



# Land Use Principles: Support Growth

- Increase attractiveness of the area for development
  - Support regional efforts to direct growth to transit-rich areas
  - Brand the area

# Land Use Principles: Support Growth

- Favor office development over other kinds of growth
- Support the growth of the technology sector in appropriate locations
  - South of Harrison
    - Option 1: Allow housing everywhere
    - Option 2: Support office by not permitting housing on parcels that could support office (over 20,000 square feet)
    - Option 3: Support office by not permitting housing anywhere
  - North of Harrison:
    - Option 1: Maintain limits on office (MUR)
    - Option 2: Remove limits on office (MUR) from 2nd to 5th
    - Option 3: Remove limits on office (MUR)

# Land Use Principles: Support Growth

- Support development of housing
- Support development of a diversity of housing, especially below-market rate units
  - Option 1: Utilize City's existing BMR requirements (15% on-site, 20% off-site and in-lieu)
  - Option 2: Capture increased land value through increase BMR requirements
  - Option 3: Expand BMR options and strategies



# Land Use Principles: Create Complete Communities

- Maintain and enhance existing housing, especially affordable housing
  - Utilize existing tools to protect affordable housing
  - Direct impact fee revenues to acquisition and rehabilitation of existing affordable housing
- Historic Resources should be given the appropriate amount of protection
  - Work with our Historic Preservation Team, the Historic Preservation Commission, and the community to categorize buildings into priority resources, important resources, interesting resources, and non-resources
  - Treat buildings accordingly (ranging from Landmark protections to design guidelines to no protections for non-resources)

# Land Use Principles: Create Complete Communities

- Respect recent re-zoning processes
  - Retain existing land use controls unless there are compelling reasons otherwise
- Reinforce SoMa's mixed-use character by permitting a diversity of land uses
  - Permit housing and office where appropriate
  - Permit retail where appropriate. Explore options regarding formula retail
  - Permit live entertainment where appropriate. Explore options regarding type and location of entertainment
  - Permit industrial uses

# Land Use Principles: Create Complete Communities

- Support open space
  - Find land for a new park
  - Support open space as part of new developments
  - Support rehabilitation and maintenance of existing facilities
- Support and enhance cultural and public uses, especially in the Yerba Buena Area
  - Reduce development incentive on important cultural and public uses
- Development should help pay for necessary new infrastructure through impact fees and other means
- Support an Eco-District in the area

# Urban Form Principles and Potential Height Scenarios



# Key Urban Form Objectives

- 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
- 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



## LAND USE & URBAN FORM GAME PIECE KEY

### HOW THE GAME WORKS:

Each tile below illustrates a potential land use/urban form prototype for building construction in the Central Corridor study area. Select the tile for the prototypes and use the glue-sticks provided to place the tile anywhere on the map you feel would be an appropriate location for this scale of building and type of use. Feel free to place as many tiles on your map as you see fit and to write comments on the map.

If you are doing this activity in a group, and there is disagreement over placement of a tile, simply make note of the disagreement by writing on the map. If you have any questions, ask one of the City facilitators. Thank for your input and participation!

### RESIDENTIAL USE

### MIXED-USE

### COMMERCIAL USE



Tower  
(Infinity; Folsom/Main)



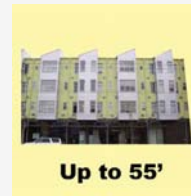
High-Rise  
(Metropolitan; 1st/Folsom)



Mid-Rise  
(Museum Parc; Folsom/3rd)



Mid-Rise  
(Folsom St between 4th and 5th)



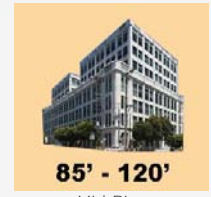
Low Rise  
(Mission Street between 7th and 8th)



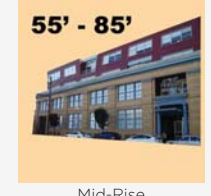
High-rise Residential  
with  
Mid-Rise Commercial  
(Hills Plaza; Folsom/Spear)



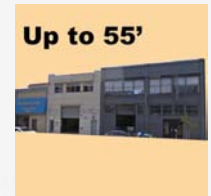
Tower  
(101 2nd; 2nd/Mission)



Mid-Rise  
(501 2nd; 2nd/Bryant)



Mid-Rise  
(475 Brannan; Brannan/4th)



Low Rise  
(Bryant Street between 4th/5th)

# Workplace Prototype

- **Large, Flexible Floorplates with open floor plan and side core**  
Possible single tenant floors of 20-50,000 gsf  
Min. 2-4x 10,000-15,000 gsf modules per floor
- **High ceilings (12'-15' clear)**
- **Typ. 4-8 Stories (65-120'), Max. 10-12 stories**
- **Space for informal, shared amenities**
- **Rapid growth/merging and frequent staff re-arranging**
- **Few offices, lots of collaborative space, open sightlines and natural light**
- **High-density: up to 1 empl./125 gsf**
- **Not an “elevator high-rise” culture**





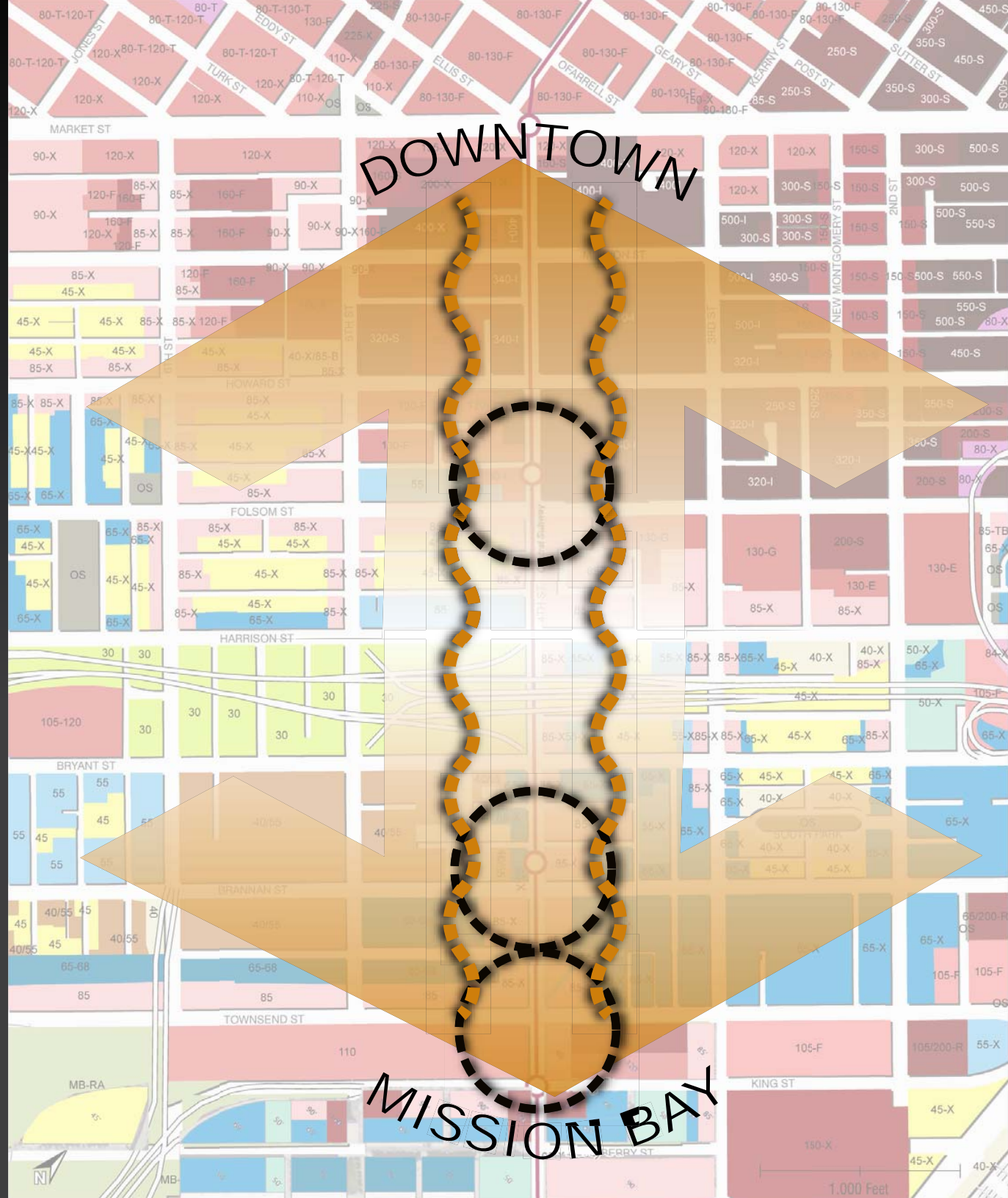
# Existing Height Limits

*(assumes Western SoMa adopted)*





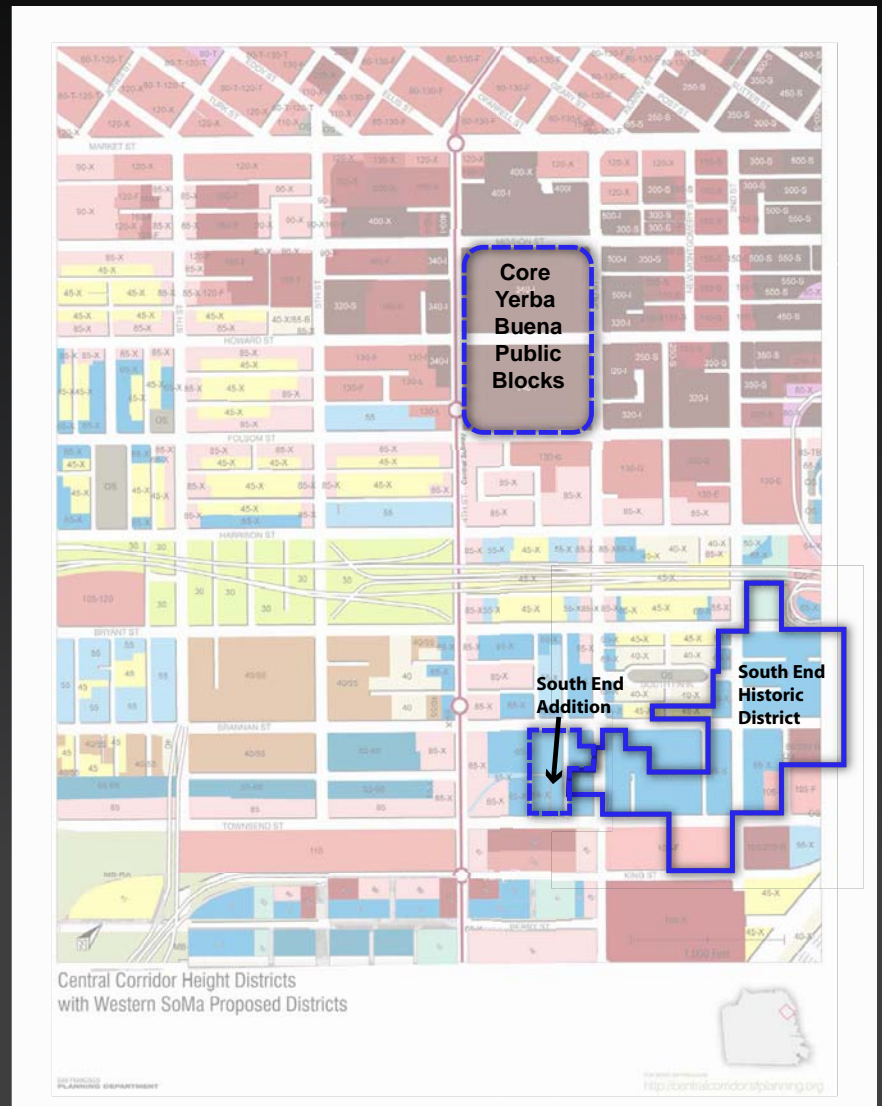
- Reinforce 4th Street and use height to identify stations
- Focus height at the north and south, where there is greatest regional transit
- Sculpt heights mindful of views through and across the area from surrounding areas with views of the Bay, East Bay hills, and other key features.





Avoid adding significant new shading on public open spaces to the extent feasible, balanced with other core objectives.

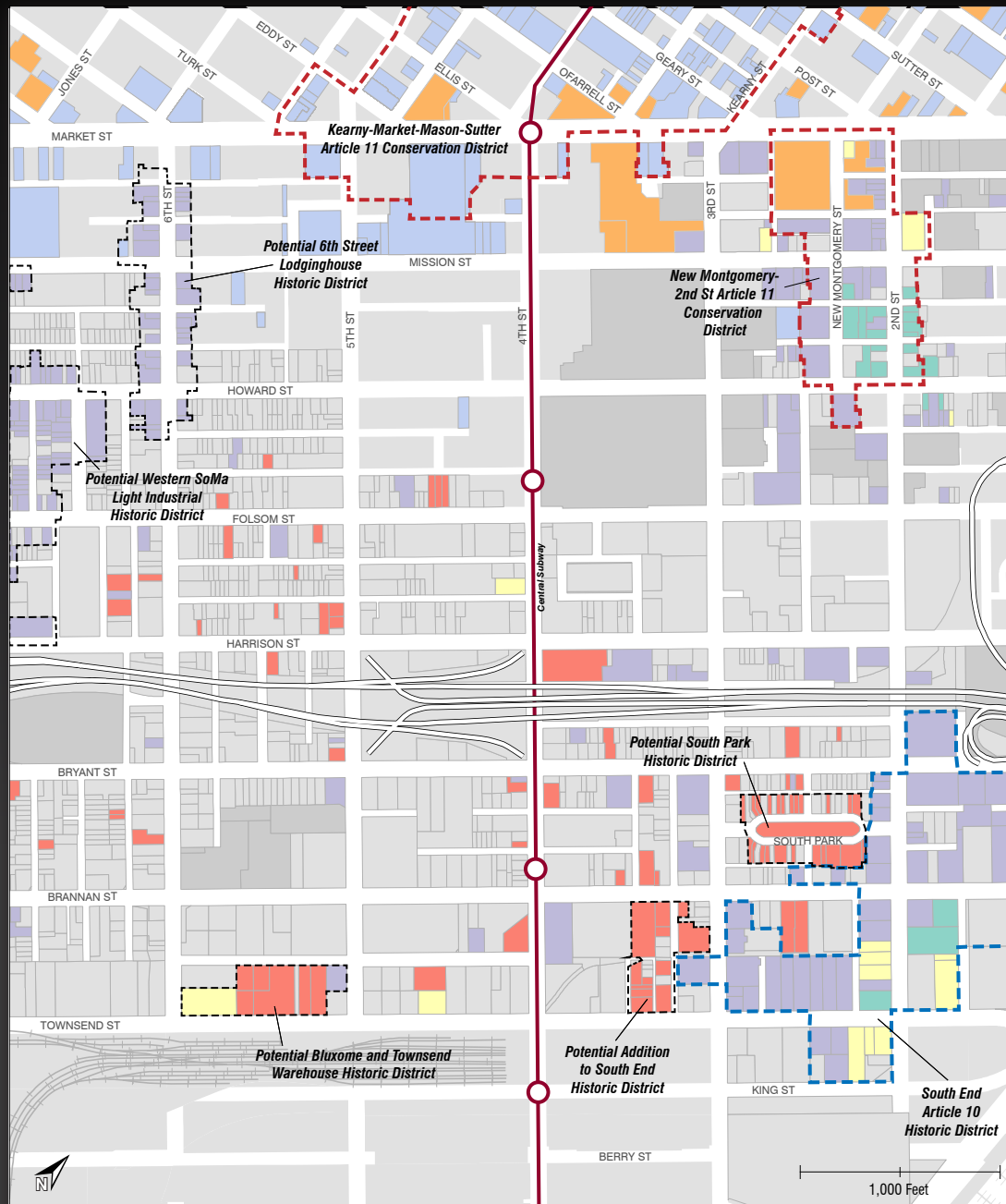
CENTRAL CORRIDOR



Adjust building height limits in areas with a high concentration of historic buildings and unique character.

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PLANNING DEPARTMENT

# Historic Resources



## Central Corridor Historic Resources

- |  |                                    |                                  |
|--|------------------------------------|----------------------------------|
| National Register Listed (Surveys)                 | Not A Historic Resource (Surveys)  | Article 10 Historic District     |
| California Register Listed (Surveys)               | Unknown Status (SoMa Surveys)      | Article 11 Conservation District |
| National or California Register Eligible (Surveys) | Article 10 Landmark                | Potential Historic District      |
| Locally Significant (Surveys)                      | Downtown Article 11 Rating of I-IV |                                  |

Surveys refer to SoMa Historic Survey and the Transf Center Historic Survey

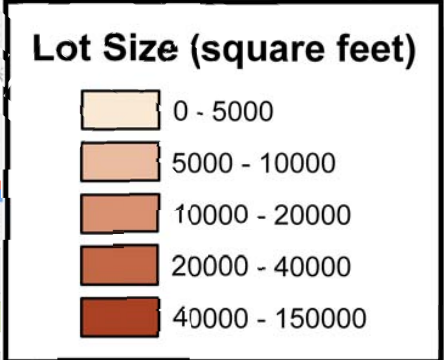




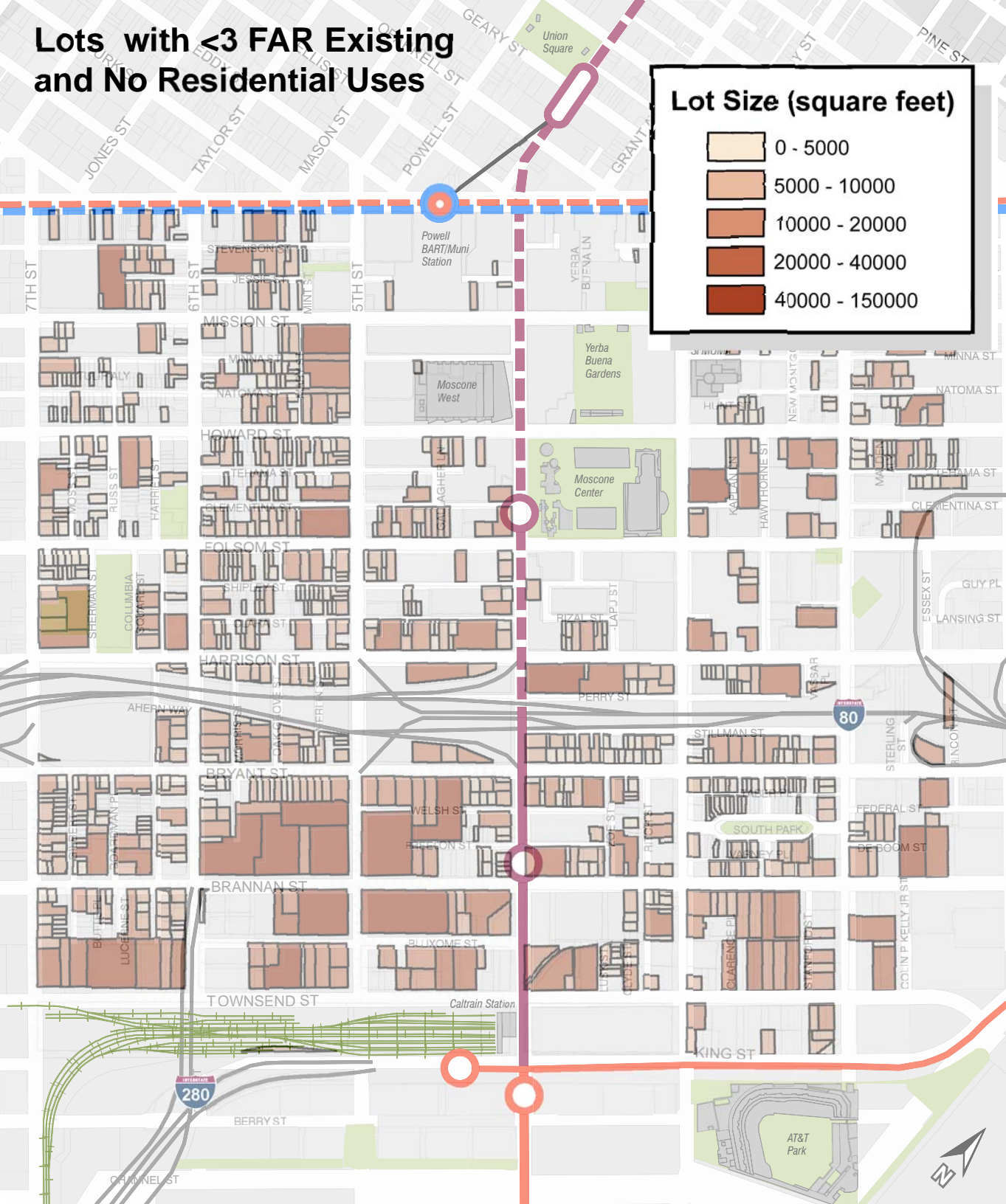
- Build to heights appropriate for the central city location and transit access and to diminish dominant presence of freeway in the neighborhood.



# Lots with <3 FAR Existing and No Residential Uses



- Allow more height flexibility on large development lots, particularly in order to achieve a diverse mix of uses.
- Recognize that larger lots are more practical for workplace development

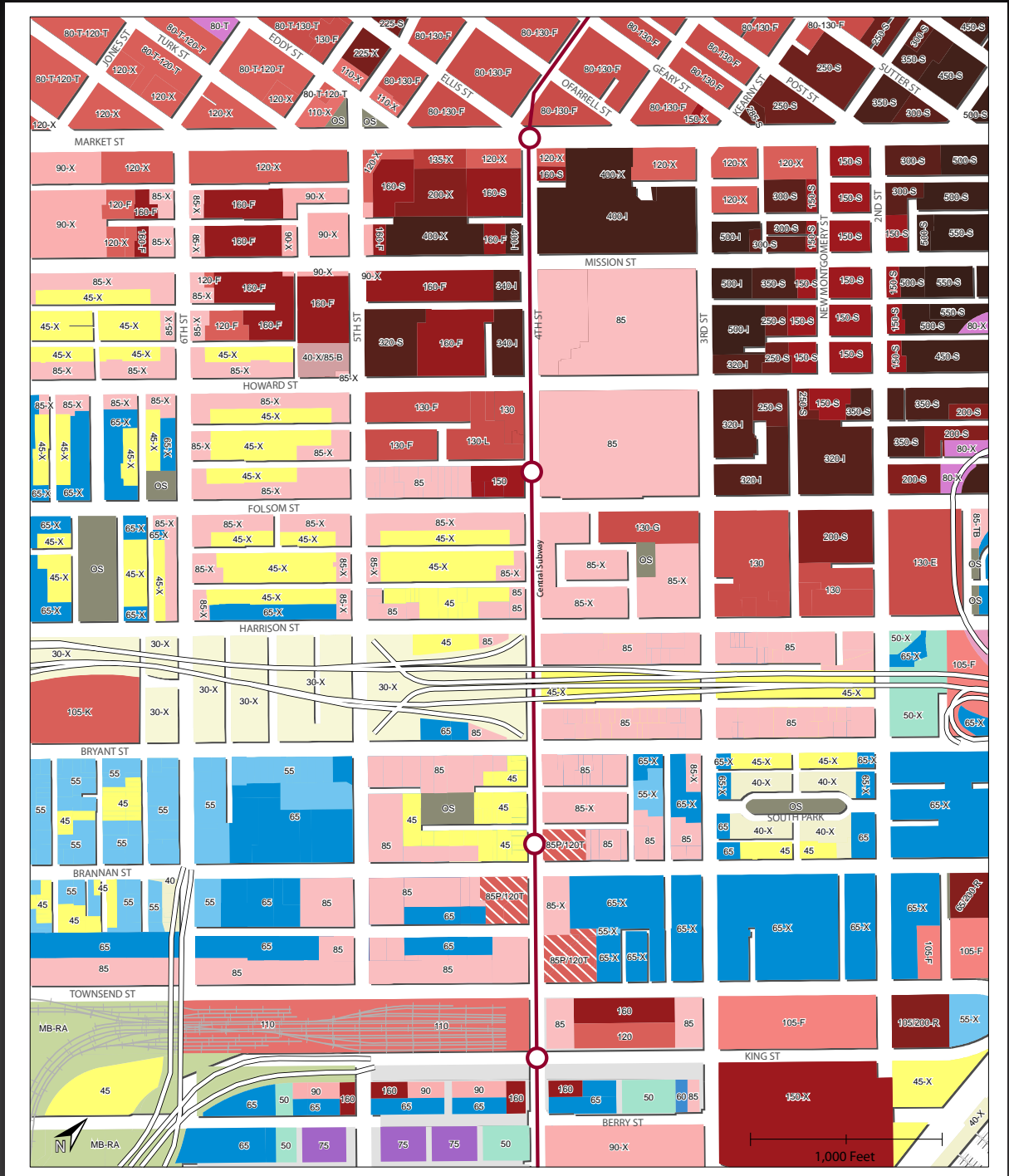




# Scenario 1

## Low Base

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

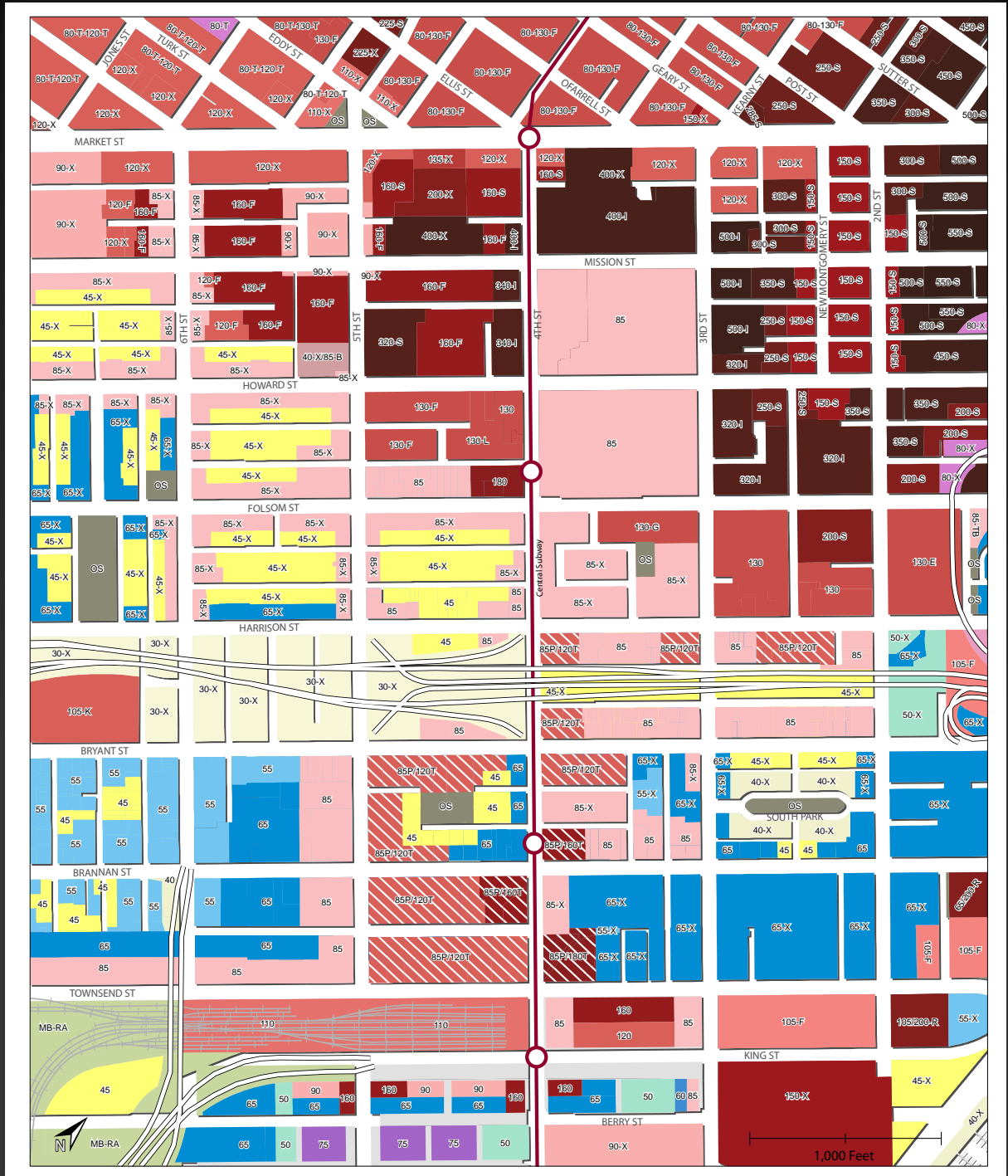


# Scenario 2

## Mid-Rise on Large Lots and

Same as Scenario 1 except:

- 160'-180' emphasis at stations
- 120' allowed on large sites in growth areas and key corners on 3rd and 4th Streets



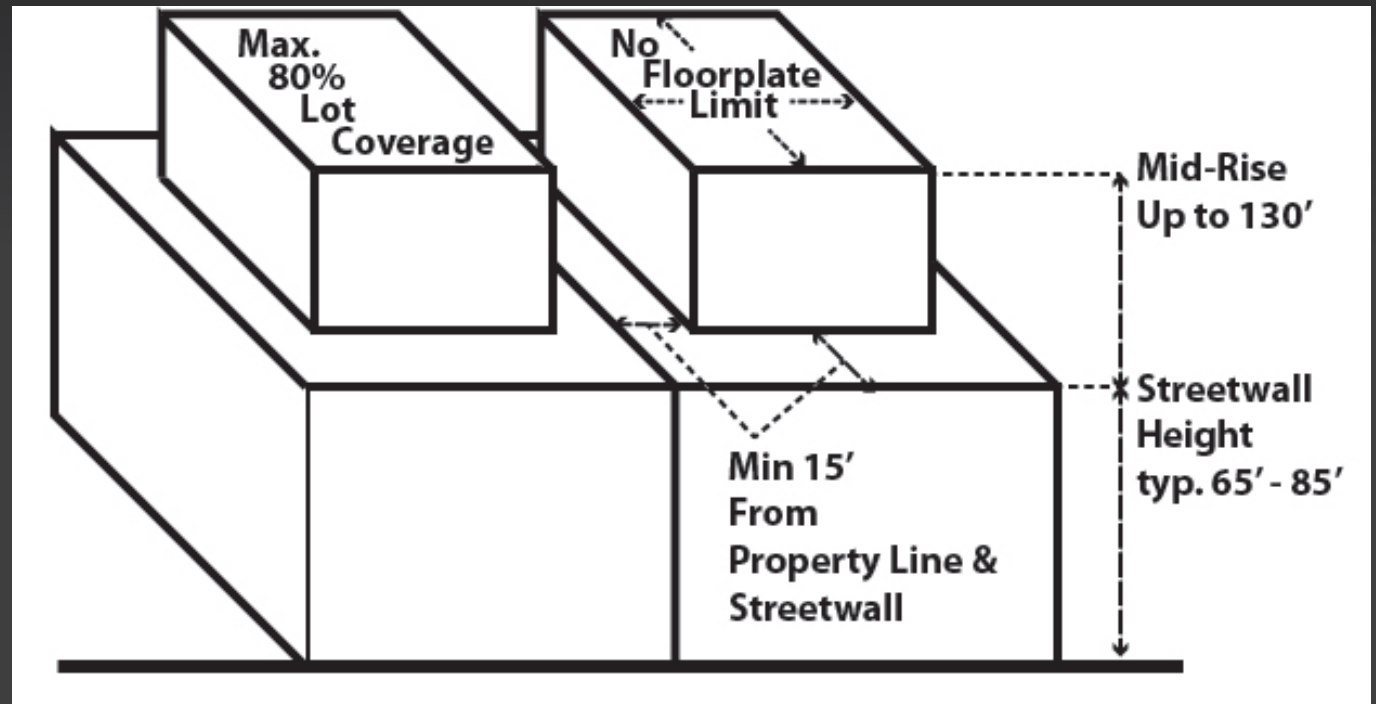
# Shaping Large Floorplate Buildings

Pop up above streetwall on large lots only

Streetwall scale

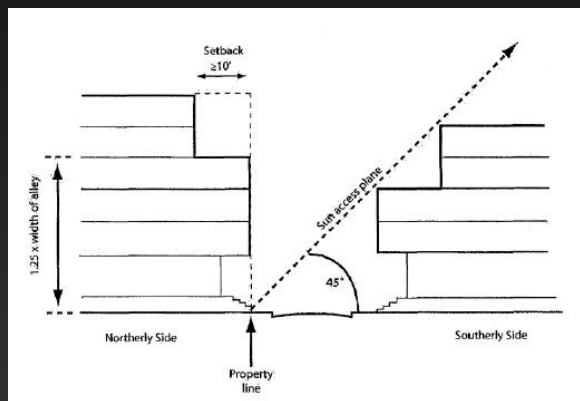
Light and air

Flexibility for workplace

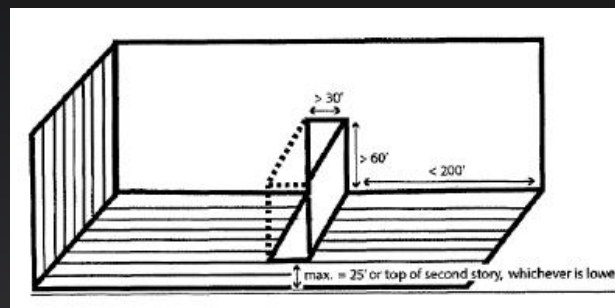


# Livability and Quality of Place

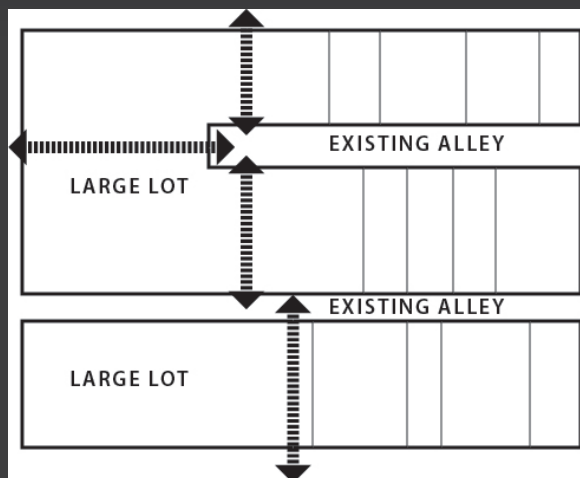
## Height sculpting on alleys



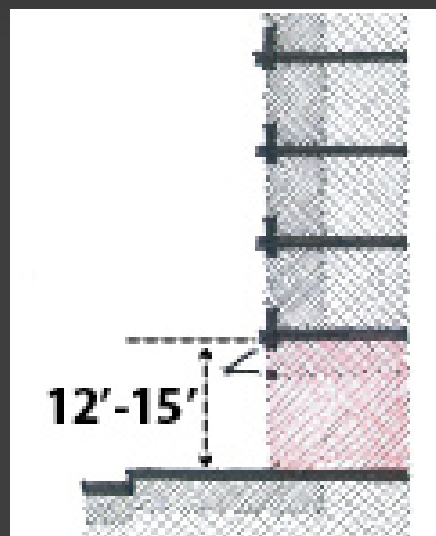
## Mass reduction for long buildings



## Mid-block passages



## Active & gracious ground floors



# Mixed Large Workplace and Housing

Vertical Mix  
Difficult and Rare

Focus on ensuring  
large lots  
available for  
workplace

Horizontal mix  
possible on very  
large sites



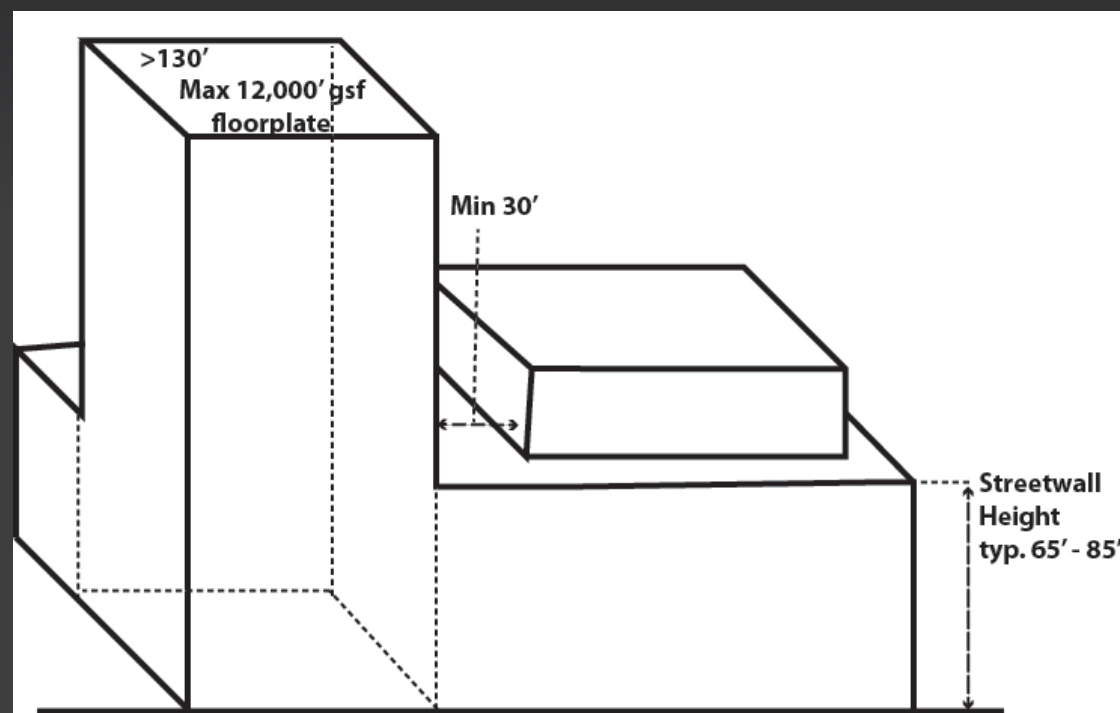
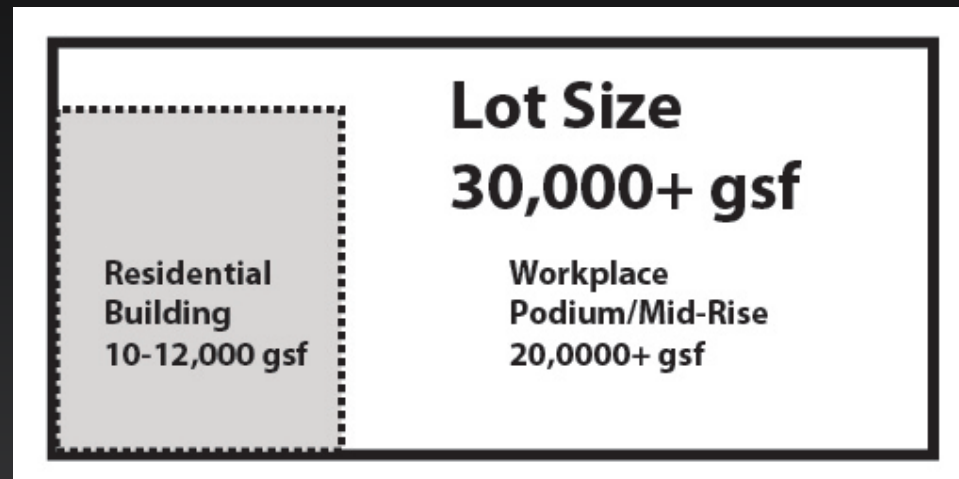


# Mixed Workplace and Housing

Assume housing on  
lots smaller than  
20,000 gsf

Large floorplate  
workplace on lots  
larger than 20,000 gsf

Mix possible on lots  
larger than 30,000 gsf

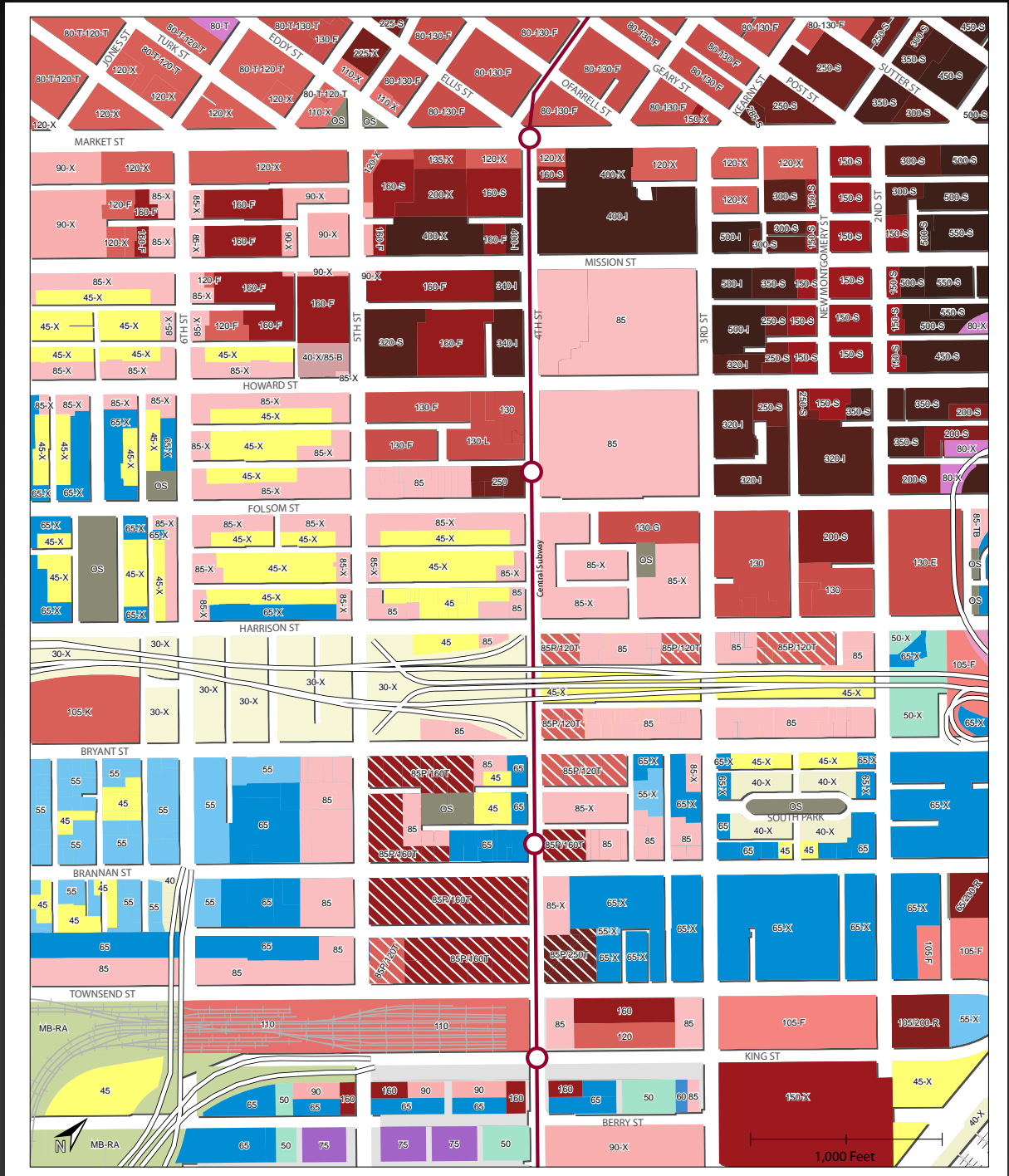


# Scenario 3

## Taller Accent with Mission Bay Transition

Same as Scenario 2 except:

- 160'- 250' emphasis at stations
- 160' small footprint towers on large sites with podium

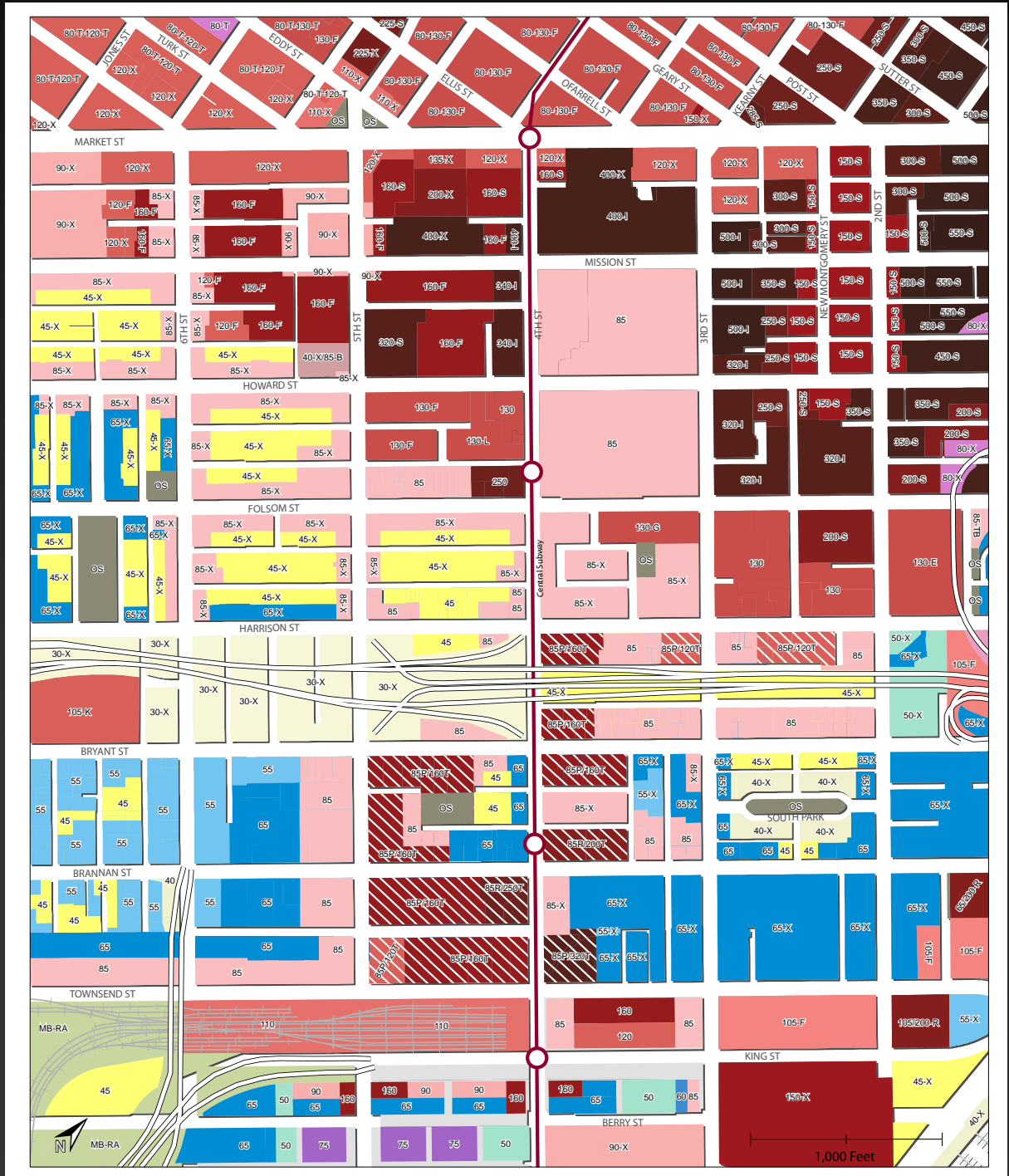


# Scenario 4

## Taller Accent with 4th Street Spine

Same as Scenario 3 except:

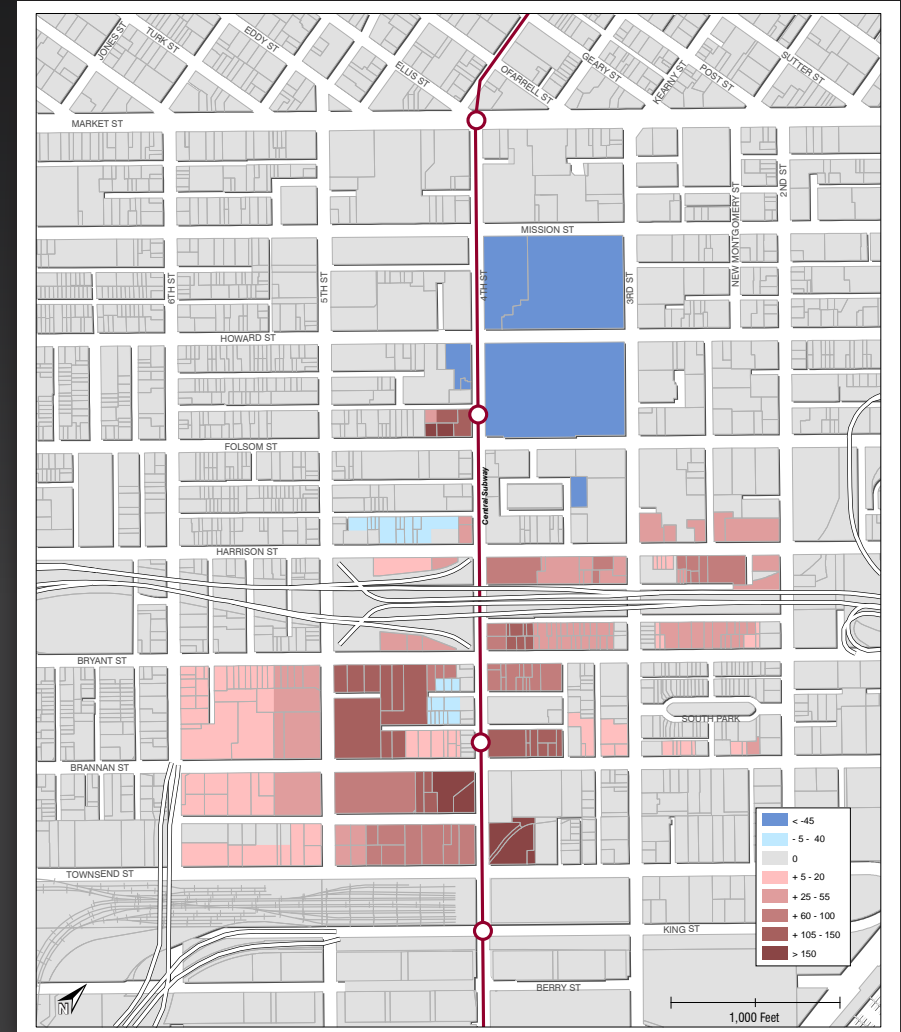
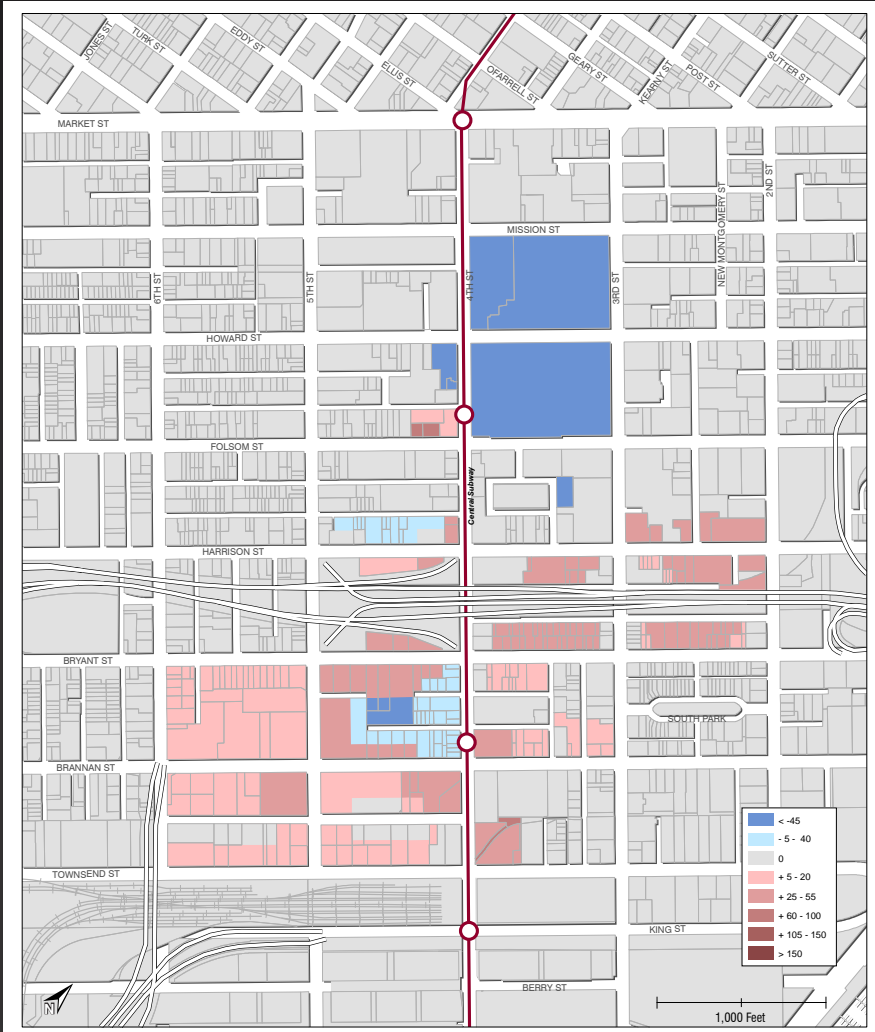
- 200'- 320' emphasis at stations
- 160' small footprint towers on large sites along 4th Street



# Range of Potential Height Limit Changes

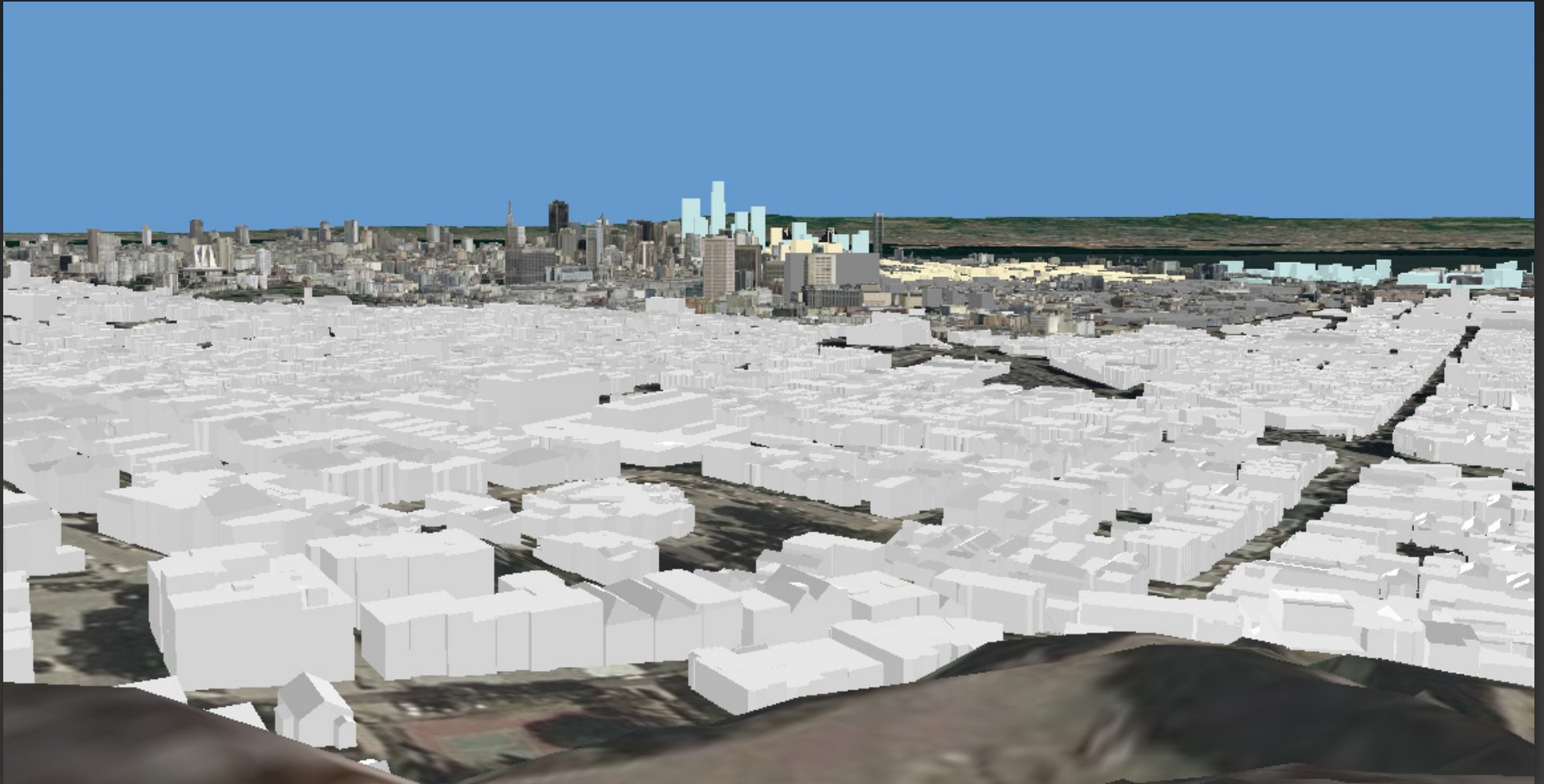
## Scenario 1

## Scenario 4



# 3-D Modeling (Zoning Scenario 4)

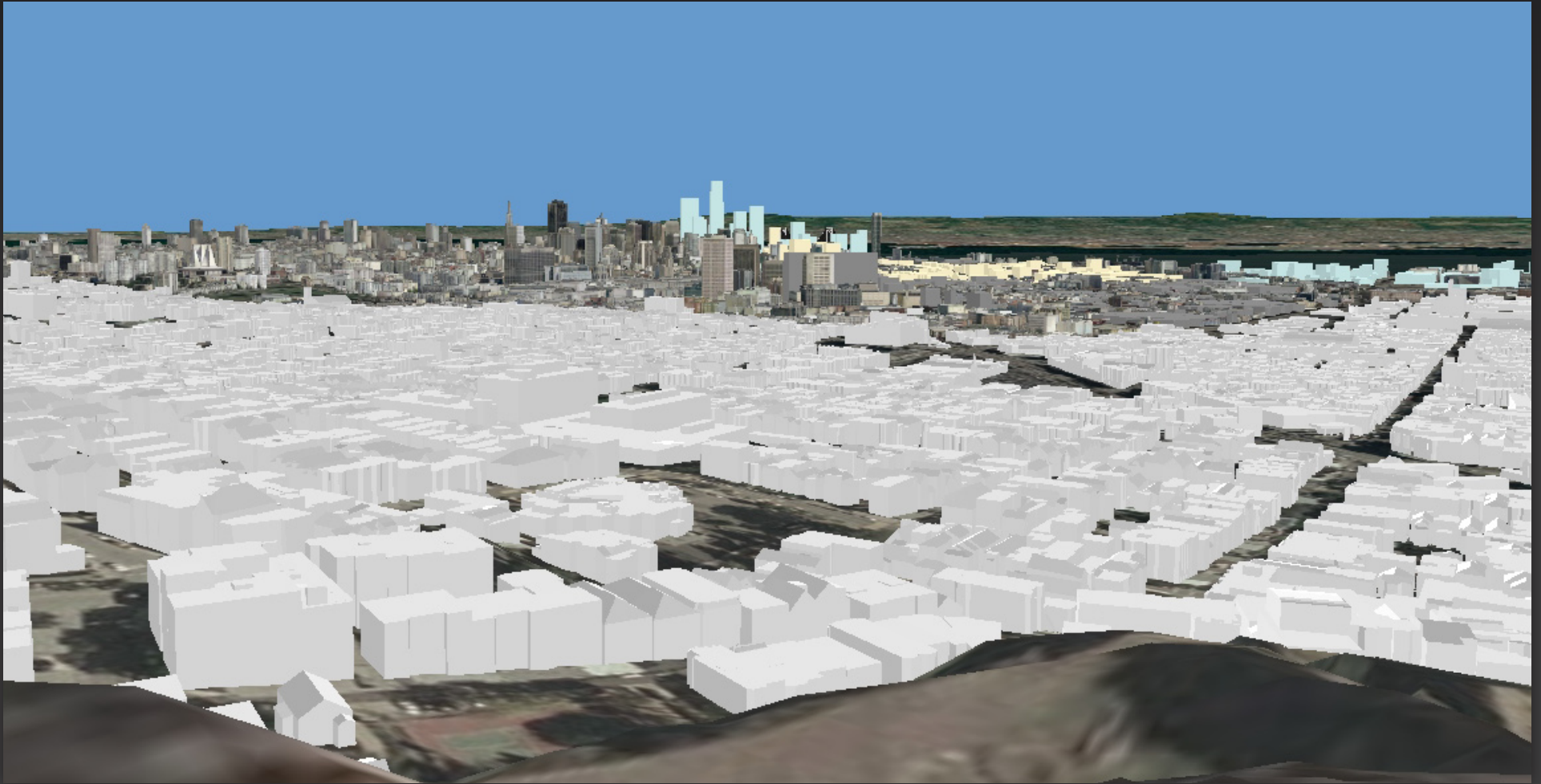
## *Corona Heights* Height Scenario 1





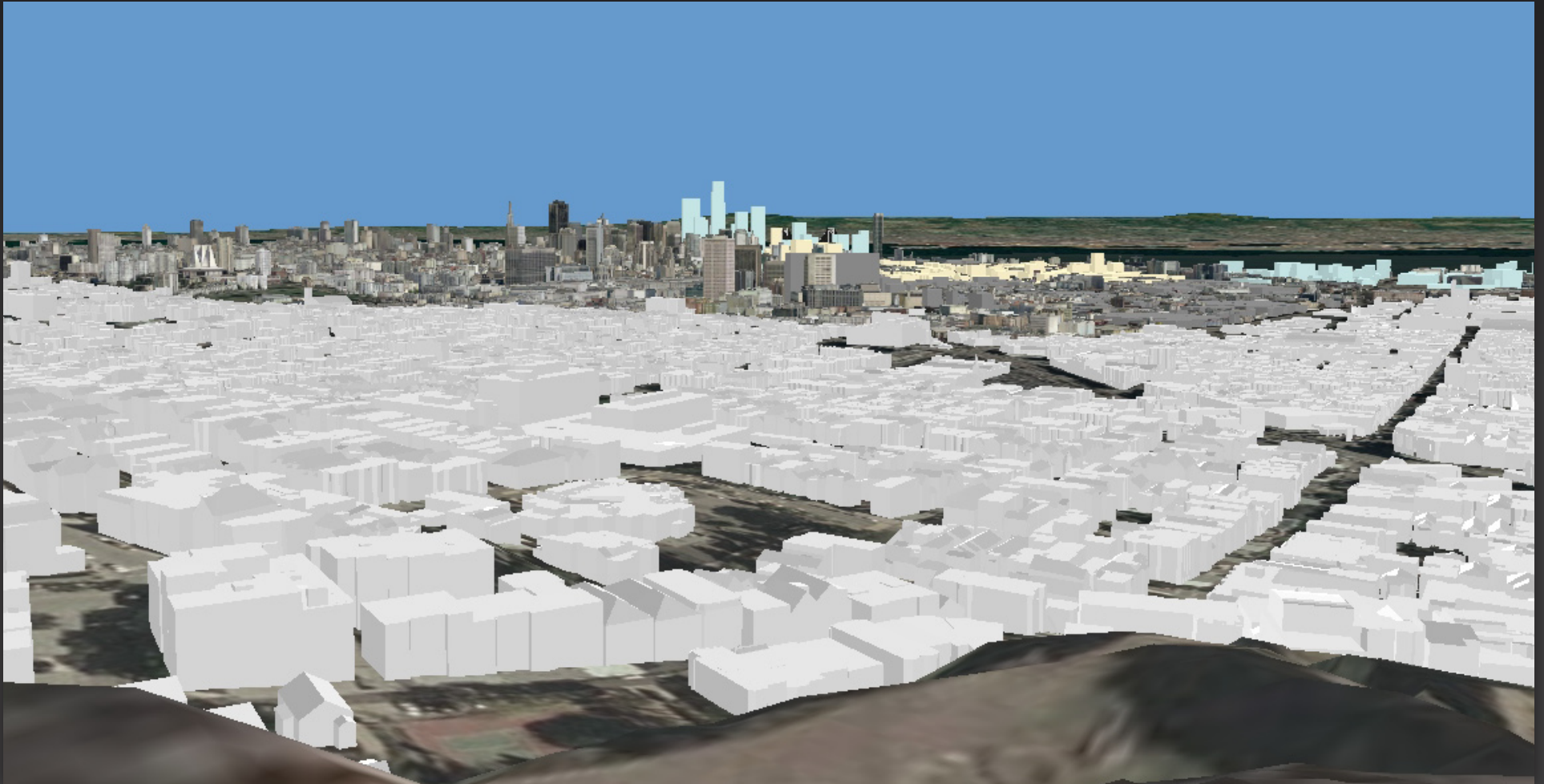
# 3-D Modeling (Zoning Scenario 4)

## *Corona Heights* Height Scenario 2



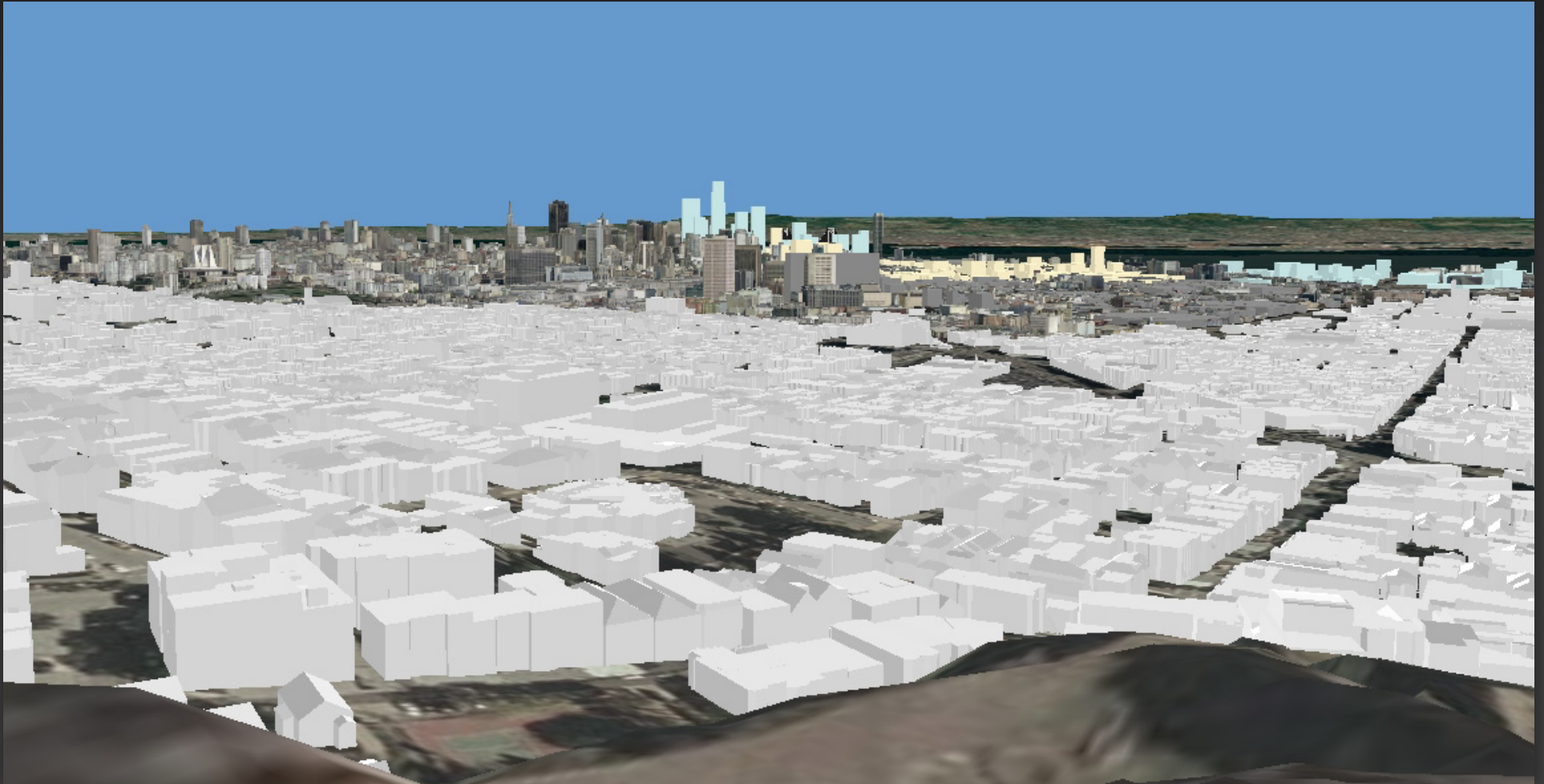
# 3-D Modeling (Zoning Scenario 4)

## *Corona Heights* Height Scenario 3



# 3-D Modeling (Zoning Scenario 4)

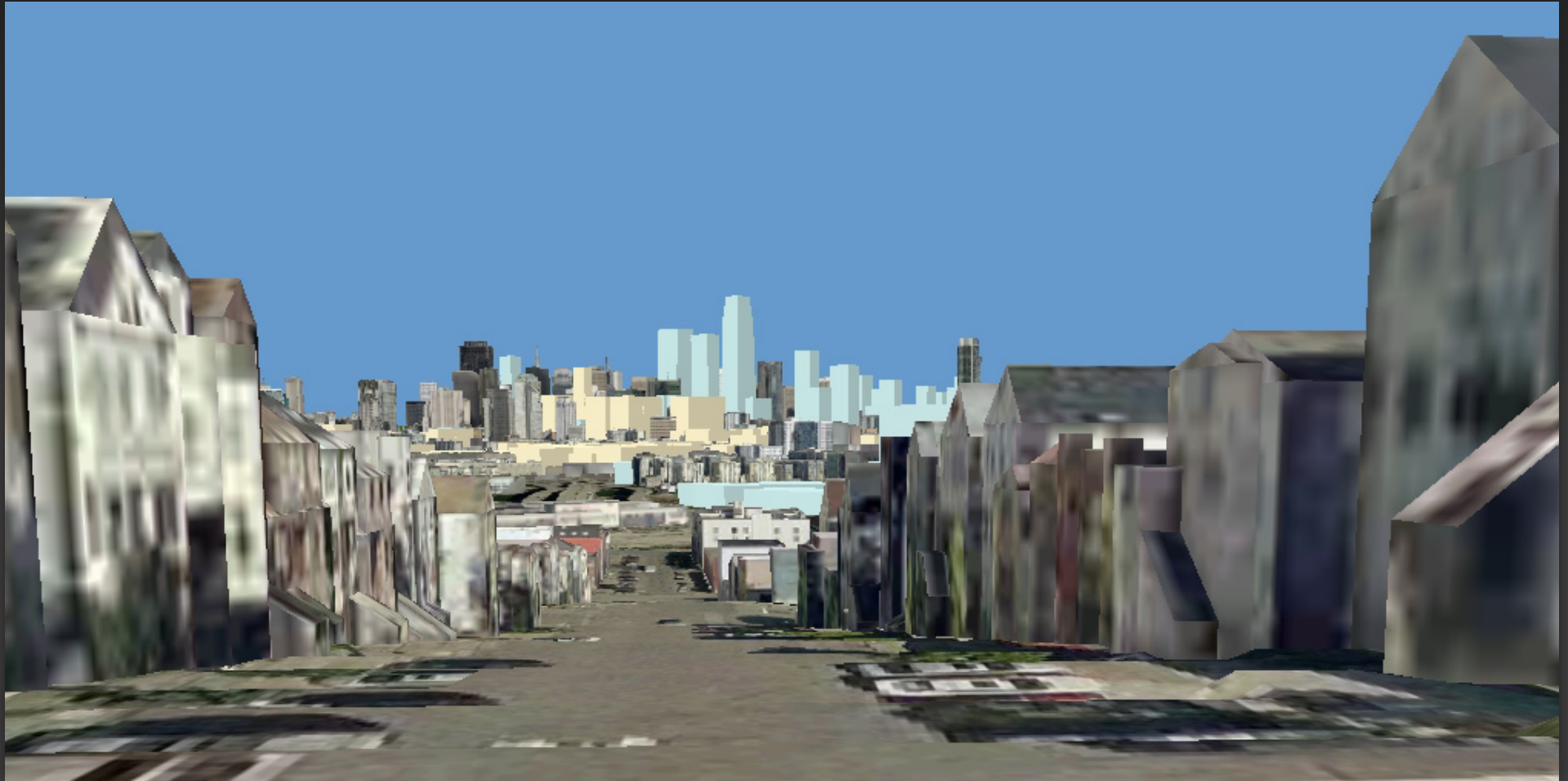
## *Corona Heights* Height Scenario 4





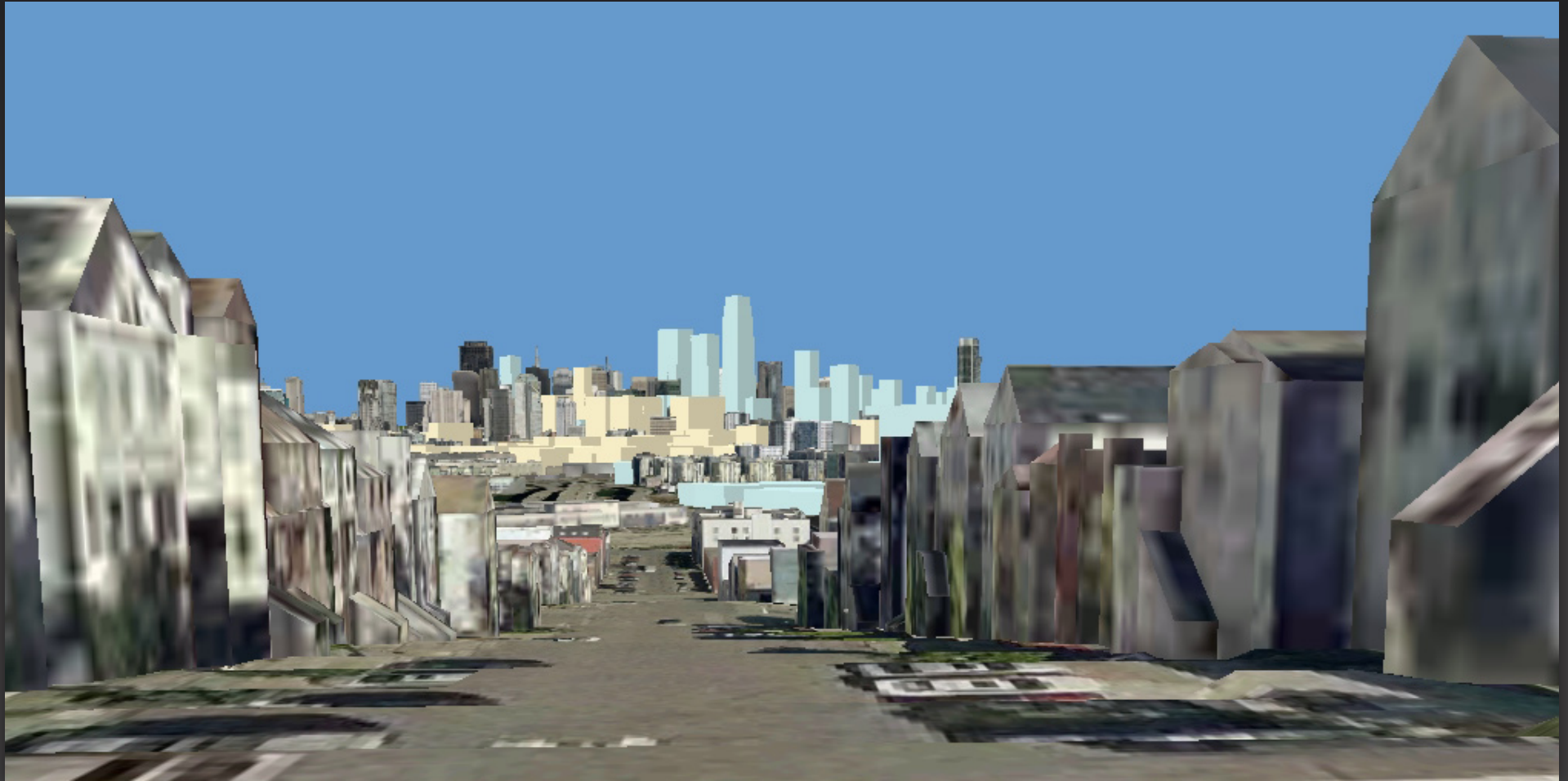
# 3-D Modeling (Zoning Scenario 4)

## *Potrero Hill* Height Scenario 1



# 3-D Modeling (Zoning Scenario 4)

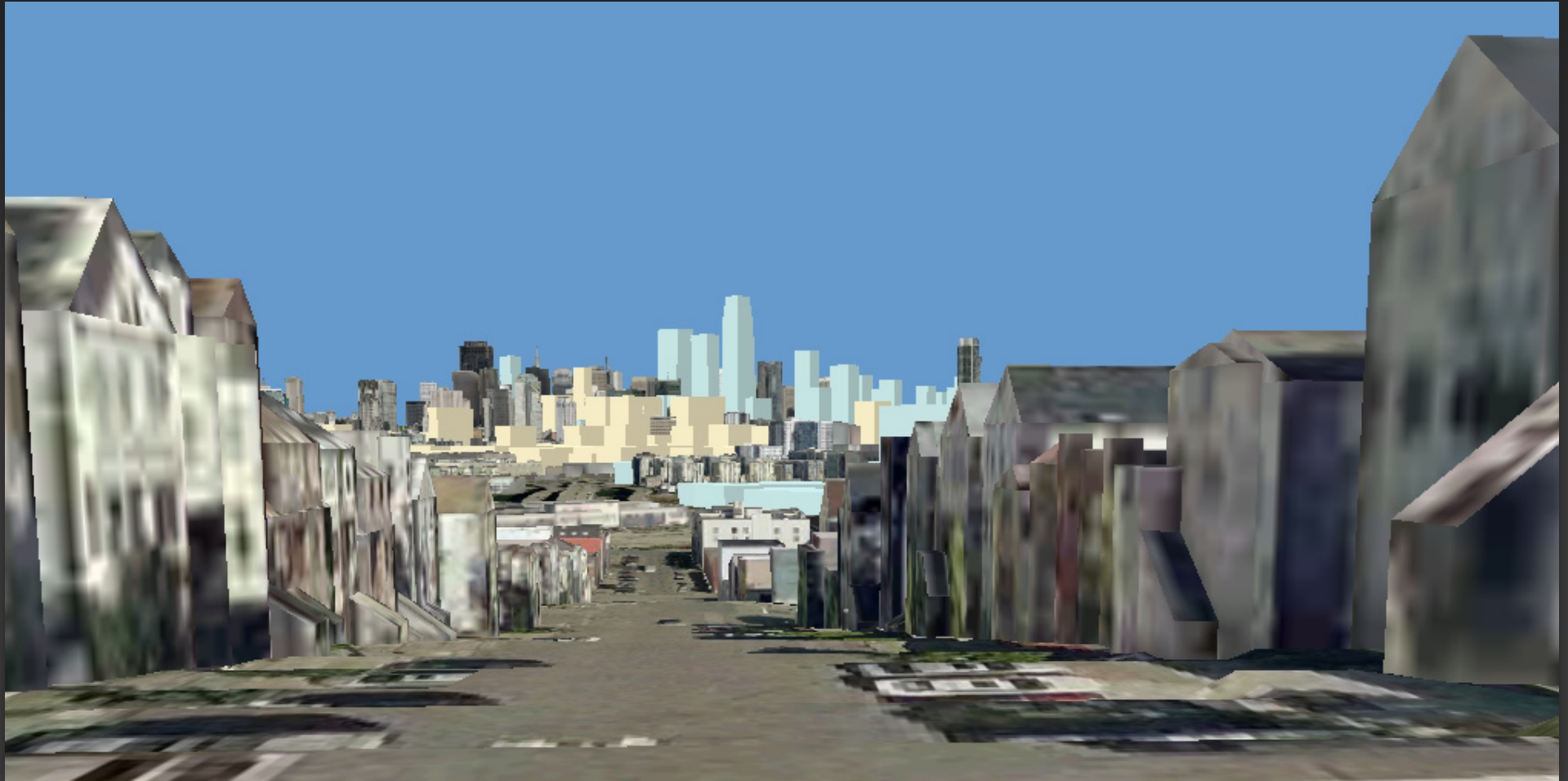
## *Potrero Hill* Height Scenario 2





# 3-D Modeling (Zoning Scenario 4)

## *Potrero Hill* Height Scenario 3



# 3-D Modeling (Zoning Scenario 4)

## *Potrero Hill* Height Scenario 4



## 3-D Modeling (Zoning Scenario 4)

*4th & Townsend (looking north)*  
Height Scenario 1



## 3-D Modeling (Zoning Scenario 4)

*4th & Townsend (looking north)*  
Height Scenario 2





## 3-D Modeling (Zoning Scenario 4)

*4th & Townsend (looking north)*  
Height Scenario 3



## 3-D Modeling (Zoning Scenario 4)

*4th & Townsend (looking north)*  
Height Scenario 4



# Buildout Capacity

	<b>Net New Housing Units</b>	<b>Net New Jobs</b>
Existing Zoning	6,400	24,000
	<b>Increment Above Existing Zoning:</b> <i>(varies based on height scenario)</i>	
Zoning Scenario 1	2,700 - 4,700	4,400 - 10,300
Zoning Scenario 2	3,400 - 6,100	9,900 - 17,400
Zoning Scenario 3	4,000 - 6,600	15,400 - 22,400
Zoning Scenario 4	4,200 - 7,600	16,300 - 23,100

# Feedback Form

Table discussions

Leave it with us before you leave

Also mail or email form

Will be available online with presentation, maps, 3-D sims

## Central Corridor Plan

FEEDBACK FORM

COMMUNITY WORKSHOP #1: LAND USE & URBAN FORM | NOVEMBER 29, 2011 6:00 - 8:00 PM | SPUR URBAN CENTER

### I. PLANNING PRINCIPLES

These principles have been developed from community ideas and input gathered at recent community group meetings, walking tours, the storefront charrette and an online survey.

Discuss them with your group:

Do you agree or disagree with the principle?

How might you modify the principle to be more in-line with your vision for the corridor? (Please specify in Part III or attach an additional page with comments)

<http://centralcorridor.sfplanning.org>

#### LAND USE PRINCIPLES

##### A. Support Growth

	AGREE	DISAGREE
A1. Increase development capacity.	<input type="checkbox"/>	<input type="checkbox"/>
A2. Increase attractiveness of area for development.	<input type="checkbox"/>	<input type="checkbox"/>
A3. Favor workplace development over other kinds of growth.	<input type="checkbox"/>	<input type="checkbox"/>
A4. Support the growth of the technology sector.	<input type="checkbox"/>	<input type="checkbox"/>
A5. Support the development of housing.	<input type="checkbox"/>	<input type="checkbox"/>
A6. Support development of a diversity of housing, especially below-market rate units.	<input type="checkbox"/>	<input type="checkbox"/>

##### B. Facilitate Complete Communities

	AGREE	DISAGREE
B1. Maintain and enhance existing housing, especially affordable housing.	<input type="checkbox"/>	<input type="checkbox"/>
B2. Appropriately protect Historic Resources.	<input type="checkbox"/>	<input type="checkbox"/>
B3. Respect recent re-zoning processes whenever possible.	<input type="checkbox"/>	<input type="checkbox"/>
B4. Reinforce SoMa's mixed-use character by permitting diverse uses.	<input type="checkbox"/>	<input type="checkbox"/>
B5. Support open space.	<input type="checkbox"/>	<input type="checkbox"/>
B6. Support and enhance cultural and public uses, especially in the Yerba Buena Area.	<input type="checkbox"/>	<input type="checkbox"/>
B7. Require development to help pay for necessary new infrastructure.	<input type="checkbox"/>	<input type="checkbox"/>
B8. Support an eco-district in the area.	<input type="checkbox"/>	<input type="checkbox"/>

#### URBAN FORM PRINCIPLES

##### C. Relate Land Use Pattern to Urban Form

	AGREE	DISAGREE
C1. Support job growth with large-floorplate, mid-rise commercial buildings.	<input type="checkbox"/>	<input type="checkbox"/>
C2. Direct large sites towards workplace development.	<input type="checkbox"/>	<input type="checkbox"/>
C3. Accommodate housing on smaller infill sites.	<input type="checkbox"/>	<input type="checkbox"/>
C4. Allow housing on large sites as part of mixed-use projects that incorporate significant commercial space.	<input type="checkbox"/>	<input type="checkbox"/>

##### D. Relate New Development to the Overall Cityscape

	AGREE	DISAGREE
D1. Identify Fourth Street as an activity center & transit corridor through higher heights and greater density.	<input type="checkbox"/>	<input type="checkbox"/>
D2. Use height to identify station locations at the Moscone, Brannan, and Fourth & King Stations.	<input type="checkbox"/>	<input type="checkbox"/>
D3. Focus the highest buildings at the northern and southern ends of the Plan Area, in proximity to regional transit.	<input type="checkbox"/>	<input type="checkbox"/>
D4. Sculpt heights to respect views through and across the district.	<input type="checkbox"/>	<input type="checkbox"/>
D5. Build to heights that will diminish the presence of the freeway.	<input type="checkbox"/>	<input type="checkbox"/>
D6. Limit large floorplate buildings to 130 feet. Consider allowing slender structures to rise higher on large sites with tower spacing.	<input type="checkbox"/>	<input type="checkbox"/>

##### E. Enhance Local Livability and Character

	AGREE	DISAGREE
E1. Relate the streetwall height to the width of streets. Require building setbacks above the streetwall height from the sidewalk.	<input type="checkbox"/>	<input type="checkbox"/>
E2. Protect alley environments and lower height limits near small-scale housing.	<input type="checkbox"/>	<input type="checkbox"/>
E3. Recognize the grain of lot patterns and existing development, particularly small scale residential fabric.	<input type="checkbox"/>	<input type="checkbox"/>
E4. Adjust building height limits in character areas such as the South End Historic District.	<input type="checkbox"/>	<input type="checkbox"/>
E5. Sculpt building height limits to avoid additional shading of public open spaces and school yards.	<input type="checkbox"/>	<input type="checkbox"/>
E6. Encourage or require key sites to provide public open space.	<input type="checkbox"/>	<input type="checkbox"/>

Your Affiliation:  Resident  Worker  Business  Property Owner / Developer  Advocate

Name (optional):

Table No.





## **NEXT STEPS**

**December through February: At your community group meeting to discuss these principles and scenarios (please contact us!)**

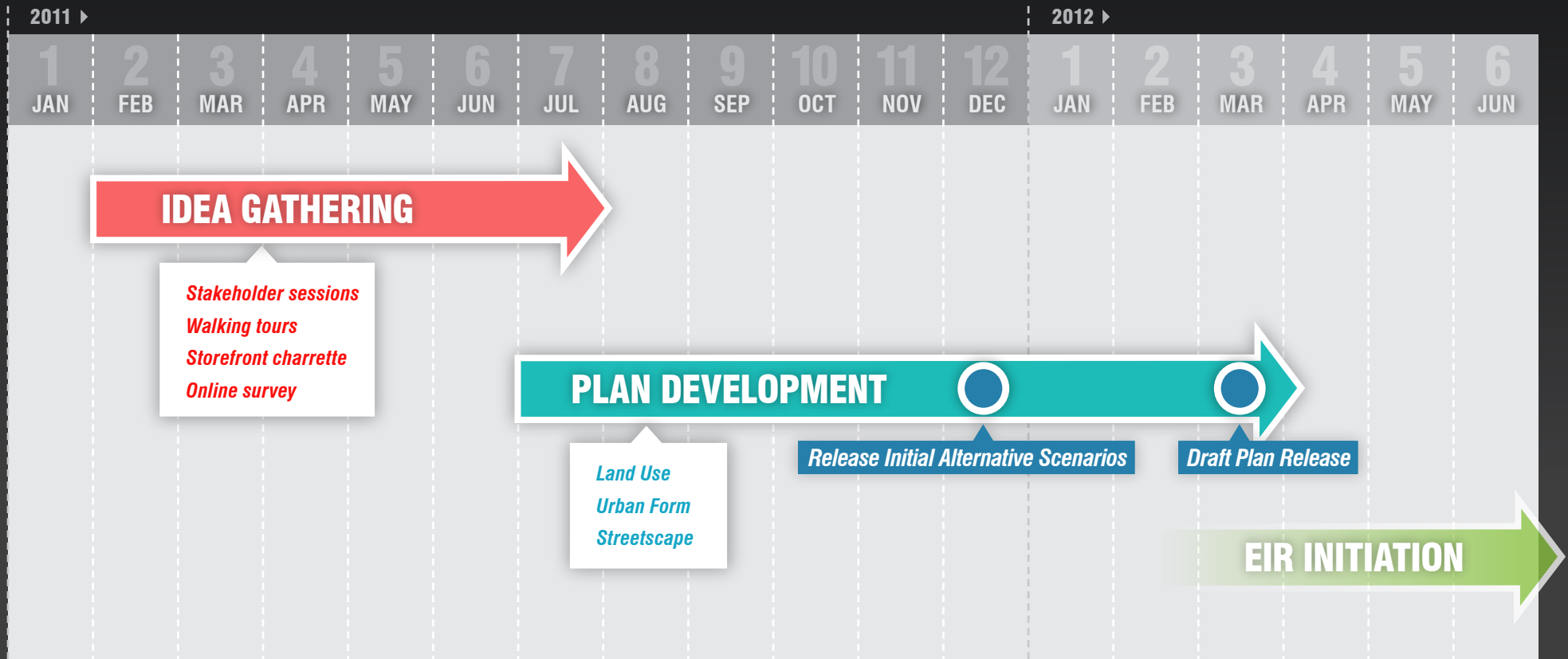
**January 2012: Community workshop on Public Realm and Eco-District**

**February 2012: Community workshop on Plan Revisions and Implementation/Public Benefits**

**Spring 2012: complete Draft Plan. Initiate EIR.**



# Project Timeline 2011-2012





SAN FRANCISCO  
**PLANNING**  
DEPARTMENT

**THANK YOU**

<http://centralcorridor.sfplanning.org>