1. Public Realm Plan Goals & Outcomes
2. Project Identification & Polling
3. Current Capital Projects
4. Early Implementation Projects
5. Project Timeline & Outreach Plan
6. Ongoing Stakeholder Engagement
The Central Waterfront of San Francisco continues to grow, accommodating both new housing and neighborhood commercial services, while maintaining many historic industrial marine functions. As more development is realized in the neighborhood, the streets, sidewalks, parks, and other open spaces of the Central Waterfront should receive appropriate improvements that better serve residents and employees.
Plan Area Boundary
Why a Public Realm Plan?

**GUIDE FUNDING**

The Plan will identify and scope projects, provide concept designs and preliminary project costs to better inform funding decisions.

**REFLECT PRIORITIES**

The Plan should reflect the project priorities of local residents, business operators, and neighborhood organizations.

**AGENCY COORDINATION**

The Plan will provide a platform for coordination between different government and nonprofit agencies.
Why a Public Realm Plan?

The plan can address critical linkages between parks, the waterfront, and other open spaces that are incomplete or disjointed.

The plan can ensure that all public space projects, large and small, receive attention that produces a high standard of design and execution.

The plan can include an implementation plan and cost estimates reflecting local priorities and availability of programmed funds.
Why a Public Realm Plan?

Many streets have substandard sidewalks. Many street segments rank low on the City’s Pavement Condition Index (PCI).

The neighborhood has a relatively high number of intersections ranking in the highest-risk categories for pedestrian collisions and injuries.

Lighting throughout the neighborhood is inconsistent, with many areas lacking basic nighttime illumination.
Public Realm Plan Outputs

**IDENTIFY PROJECTS**
Through a robust community engagement process, finalize a prioritized list of streetscape, open space, and other public realm projects.

**DEVELOP DESIGNS**
Working with neighborhood residents, businesses, and property owners, produce detailed design for the highest priority projects. Develop conceptual designs for the remaining projects.

**ESTIMATE COSTS**
Provide robust cost estimates for each of the projects identified in the plan.
# Area Planning Overlaps

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AUG 2008</td>
<td>Eastern Neighborhoods (SF Planning Department)</td>
</tr>
<tr>
<td>DEC 2008</td>
<td>Central Waterfront Area Plan (SF Planning Department)</td>
</tr>
<tr>
<td>APR 2010</td>
<td>Pier 70 Preferred Master Plan (Port of SF)</td>
</tr>
<tr>
<td>JUN 2010</td>
<td>San Francisco Better Streets Plan (City of SF)</td>
</tr>
<tr>
<td>MAY 2011</td>
<td>22nd Street Greening Master Plan (GreenTrustSF, Fletcher Studios)</td>
</tr>
<tr>
<td>JULY 2012</td>
<td>Blue Greenway Planning and Design Guidelines (Port of SF)</td>
</tr>
<tr>
<td>NOV 2013</td>
<td>Green Vision Plan (Dogpatch - NW Potrero Hill Green Benefit District)</td>
</tr>
<tr>
<td>MAR 2014</td>
<td>Green Connections (City of SF)</td>
</tr>
<tr>
<td>ONGOING</td>
<td>Pier 70 Development (Port of SF / Forest City)</td>
</tr>
</tbody>
</table>
Area Planning Overlaps

- Eastern Neighborhoods (SF Planning)
- Central Waterfront Area Plan (SF Planning)
- Pier 70 Preferred Master Plan (Port of SF)
- San Francisco Better Streets Plan (City of SF)
- 22nd Street Greening Master Plan (GreenTrustSF)
- Blue Greenway Guidelines (Port of SF)
- Green Vision Plan (D-NWPH GBD)
- Green Connections (City of SF)
- Pier 70 Development (Port of SF / Forest City)
# Area Plan Objectives & Policies

<table>
<thead>
<tr>
<th>OBJECTIVE 5.1</th>
<th>Provide public parks and open spaces that meet the needs of residents, workers and visitors.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OBJECTIVE 5.3</td>
<td>Create a network of green streets that connects open spaces and improves the walkability, aesthetics, and ecological sustainability of the neighborhood.</td>
</tr>
<tr>
<td>POLICY 5.3.1</td>
<td>Redesign underutilized portions of streets as public open spaces, including widened sidewalks or medians, curb bulb-outs, “living streets” or green connector streets.</td>
</tr>
<tr>
<td>POLICY 5.3.2</td>
<td>Maximize sidewalk landscaping, street trees and pedestrian scale street furnishing to the greatest extent feasible.</td>
</tr>
</tbody>
</table>
## Area Plan Objectives & Policies

<table>
<thead>
<tr>
<th>Policy 5.3.3</th>
<th>Design intersections of major streets to reflect their prominence as public spaces.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy 5.3.4</td>
<td>Enhance the pedestrian environment by requiring new development to plant street trees along abutting sidewalks. When this is not feasible, plant trees on development sites or elsewhere in the plan area.</td>
</tr>
<tr>
<td>Policy 5.3.5</td>
<td>Significant above grade infrastructure, such as freeways, should be retrofitted with architectural lighting to foster pedestrian connections beneath.</td>
</tr>
<tr>
<td>Policy 5.3.6</td>
<td>Where possible, transform unused freeway and rail rights-of-way into landscaped features that provide a pleasant and comforting route for pedestrians.</td>
</tr>
</tbody>
</table>
Area Plan Objectives & Policies

<table>
<thead>
<tr>
<th>POLICY 5.3.7</th>
<th>Develop a continuous loop of public open space along Islais Creek</th>
</tr>
</thead>
<tbody>
<tr>
<td>POLICY 5.3.8</td>
<td>Pursue acquisition of the Tubbs Cordage Factory alignment to public access. Should it be infeasible to purchase the necessary property, future development should include...</td>
</tr>
<tr>
<td>POLICY 5.3.5</td>
<td>Explore possibilities to identify and expand waterfront recreational trails and opportunities including the Bay Trail and Blue-Greenway.</td>
</tr>
<tr>
<td>OBJECTIVE 5.4</td>
<td>The open space system should both beautify the neighborhood and strengthen the environment.</td>
</tr>
</tbody>
</table>
Project Identification & Prioritization

- Green Connections
- GBD Management Plan
- Bicycle Strategy
- Cesar Chavez East Community Design Plan
- Blue Greenway
- 22nd Street Greening Master Plan
- San Francisco Better Streets
- Pier 70 Preferred Master Plan
- SF Bicycle Plan
- Central Waterfront Area Plan
- Eastern Neighborhoods

PUBLIC WORKSHOPS
MARCH 2016

PUBLIC REALM PLAN
PRIORITY LIST

INTERAGENCY
FEASIBILITY ANALYSIS

INITIAL PRIORITY LIST

SUMMER / FALL / WINTER 2015
Project Identification & Prioritization

The Green Vision Plan prepared for GBD formation has already identified a majority of potential projects. Therefore the Public Realm Plan can focus on scoping and development of cost estimates for capital projects.

from “A (Working) Green Vision Plan: Appendix,” draft November 8 2013, by UP Urban and CMG Landscape Architects for the GBD formation steering committee
Project Identification & Prioritization

https://neighborland.com/dogpatchpublicspace
Timeline

1. Summer 2015
   BEGIN OUTREACH AT COMMUNITY GROUP MEETINGS
   Planning Department
   begin outreach at DNA, PDMA, Potrero Boosters, CWAG, DPNWP GBD, and other regular

2. February 2016
   EXISTING CONDITIONS DOCUMENTATION
   Gather information about private development, public planning projects, and the state of streets and sidewalks. Identify opportunities and constraints for public realm plan projects in Dogpatch. Coordinate between City Agencies.

3. March 2016
   IDENTIFY PRIORITIES
   Collect oral histories, and hold focus groups.
   Public Workshop #1
   Gather community input to identify priority projects for Dogpatch.

4. May - July 2016
   DEVELOP DESIGN IDEAS
   Public Workshops #2A and #2B
   Report back on results from Workshop #1.
   Present ideas for design strategies. Collect community feedback on preferences.

5. August 2016
   FINALIZE DESIGNS
   Conduct feasibility analyses with MTA, Recreation and Parks, Port of SF, Public Works, and others. Develop design options for priority projects.
   Public Workshop #3
   Collect public input on design options.

6. October 2016
   RELEASE AND ADOPTION
   Develop cost estimates for preferred designs. Finalize an implementation plan for all public realm projects.
   Begin using the plan as an instrument for funding and building projects.
22nd Street Streetscape

PRELIMINARY CONCEPT PLAN AND COST ESTIMATE September 2015, San Francisco Public Works
based on the 22nd St Greening Masterplan, David Fletcher for Greentrust SF, May 2011

NEXT STEPS
1. Refine design
2. I.D. maintenance partner
3. Implement

FUNDING SUMMARY
- $3.6M Total Cost Estimate
- $2.0M from Impact Fees
- $0.6M from DPW Paving
Caltrain Bridges: Pedestrian Lighting

NEXT STEPS

1. Develop Electrical Plan
2. [ Implement ]
3. I.D. Maintenance & Liability
4. I.D. Ops. & Electrification

FUNDING SUMMARY

$183K  Total Cost Estimate
$32.5K  Engineering
$150k  Construction
Caltrain Bridges: Gateway Lighting

NEXT STEPS

1. Develop Design
2. Produce Electrical Plan
3. Estimate Rough Costs
4. I.D. Capital Funding
5. I.D. Maintenance & Liability
6. I.D. Ops. & Electrification
7. Implement
## Public Realm Planning Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>SPRING 2015</strong></td>
<td>Begin Community Outreach and Briefings to stakeholder groups</td>
</tr>
<tr>
<td><strong>FALL 2015</strong></td>
<td>RFP for Urban Design Consultant</td>
</tr>
<tr>
<td><strong>JAN 2016</strong></td>
<td>Select Urban Design Consultant; Finalize Contract</td>
</tr>
<tr>
<td><strong>FEB 2016</strong></td>
<td>Existing Conditions Documentation</td>
</tr>
<tr>
<td><strong>MAR 9 2016</strong></td>
<td>Public Workshop 1: Project Identification &amp; Prioritization</td>
</tr>
<tr>
<td><strong>APR 2016</strong></td>
<td>Design Development, Focus Groups</td>
</tr>
<tr>
<td><strong>MAY 2016</strong></td>
<td>Public Workshop 2: Design Charette of Priority Projects</td>
</tr>
<tr>
<td><strong>JUN 2016</strong></td>
<td>Design Development</td>
</tr>
<tr>
<td><strong>AUG 2016</strong></td>
<td>Publication of Plan and Public Presentations</td>
</tr>
<tr>
<td></td>
<td><strong>Adoption by Board of Supervisors</strong></td>
</tr>
</tbody>
</table>
## Ongoing Engagement: Stakeholder Organizations

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd TUES</td>
<td>Dogpatch Neighborhood Assn. (DNA)</td>
</tr>
<tr>
<td>2nd TUES</td>
<td>Potrero-Dogpatch Merchants Assn. (PDMA)</td>
</tr>
<tr>
<td>LAST TUES</td>
<td>Potrero Boosters</td>
</tr>
<tr>
<td>3rd WEDS</td>
<td>Central Waterfront Advisory Committe</td>
</tr>
<tr>
<td>1st THURS</td>
<td>Penninsula Joint Powers Board of Directors (Caltrain)</td>
</tr>
<tr>
<td>AS NEEDED</td>
<td>Dogpatch - NW Potrero Hill Green Benefit District</td>
</tr>
<tr>
<td>AS NEEDED</td>
<td>Port of SF / Office of Economic &amp; Workforce Devel</td>
</tr>
</tbody>
</table>

In addition to holding Open House Workshops, Planning’s Public Realm Plan Team will also attend select monthly meetings organized by various stakeholders to provide updates and gather feedback.