

SODA  
TURNED



SPOOKY

# TODAY'S PRESENTATION

COMMUNITY WORKSHOP #2

OCTOBER 30, 2017

- + WHAT IS THE SODA?
- + PLAN CONTEXT
- + PREVIOUS PLANNING, OUTREACH & ENVIRONMENTAL ANALYSIS
- + SODA GOALS
- + PUBLIC INPUT OPPORTUNITIES
- + TIMELINE



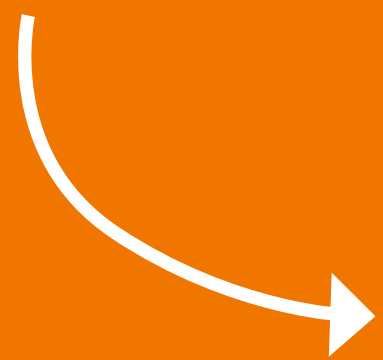


Soda

South Downtown Design + Activation



SoDDA



Soda



# HOW TO GET IN TOUCH

+ NEIGHBORLAND

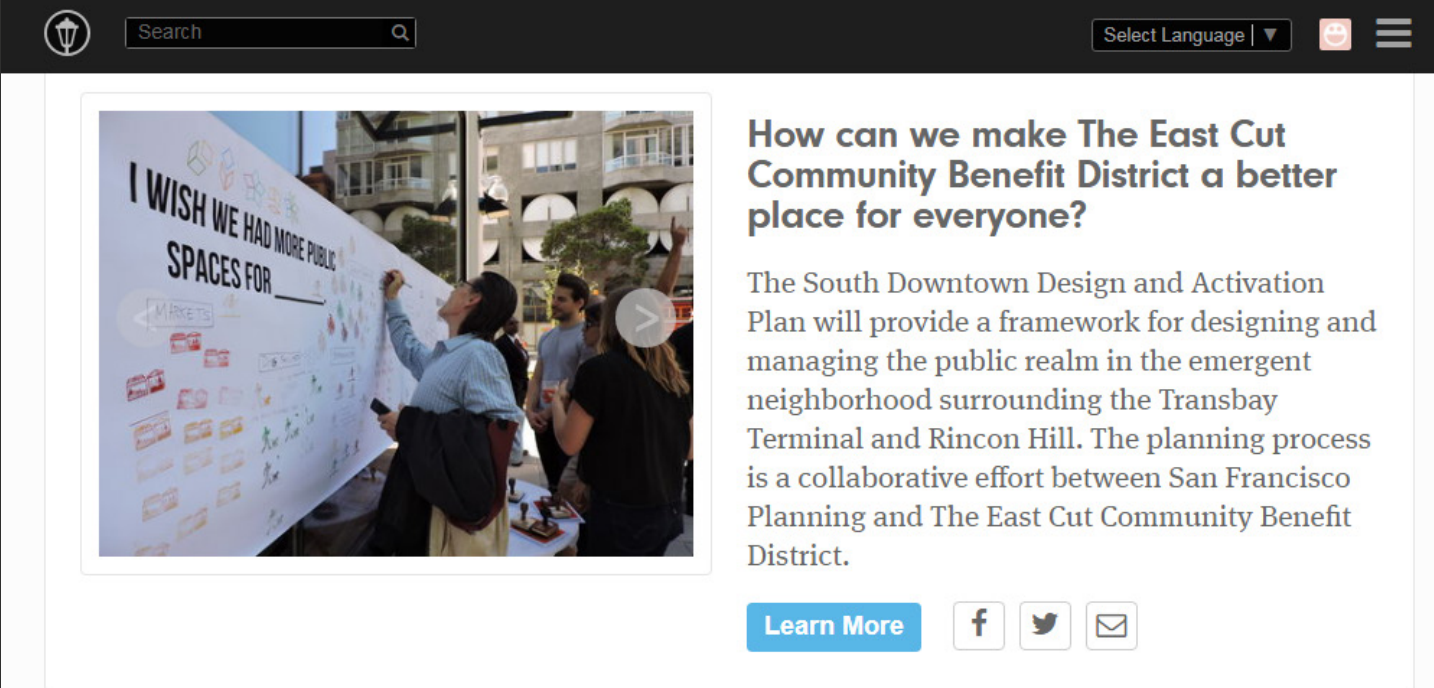
[HTTPS://NEIGHBORLAND.COM/SODASF](https://neighborland.com/sodasf)

+ PLANNING DEPARTMENT WEBSITE

[SF-PLANNING.ORG/SODA](http://sf-planning.org/soda)

+ CBD WEBSITE

[HTTP://THEEASTCUT.ORG/](http://theeastcut.org/)



Search  Select Language |

## How can we make The East Cut Community Benefit District a better place for everyone?

The South Downtown Design and Activation Plan will provide a framework for designing and managing the public realm in the emergent neighborhood surrounding the Transbay Terminal and Rincon Hill. The planning process is a collaborative effort between San Francisco Planning and The East Cut Community Benefit District.

[Learn More](#)


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updates in the neighborhood, a program of experiences & discussions, and interactive opportunities to help program open spaces. Our team wants to hear more about how the neighborhood's character and vision for function and how to make them more engaging, safe, and convenient for residents, workers, and visitors. We want your input - please join us!

**OCTOBER 30TH, 2017**  
6:00 - 8:00 PM  
302 FOLSOM STREET

**IDEAS & COSTUMES ENCOURAGED!**

**PROGRESS**





### Community Workshop #2

Monday, October 30 at 6:00pm  
302 Folsom Street, San Francisco, CA

[I'm Going](#)

### What would you like to see in our public spaces in The East Cut Community Benefit District?

[Answer](#) 26 ideas

### How can we make The East Cut Community Benefit District a better place?

[Answer](#) 49 ideas

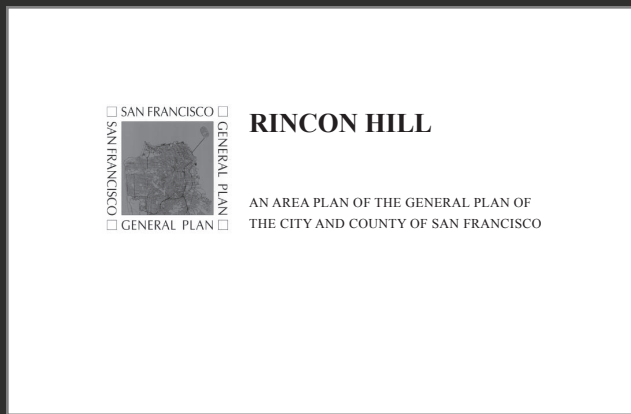
# WHY SODA?











**2004 TJPA FEIS/EIR**

**2005 Rincon Hill Plan**



**2005 Transbay Redevelopment Plan**

**2006 Transbay Redevelopment Streetscape Open Space Concept Plan**



**2006 SFMTA Board Approves Rincon Circulation and Sidewalk Changes**

**2012 Transit Center District Plan**

**2015 Rincon Hill Streetscape Plan Adopted by Planning Commission and Board of Supervisors**



**2016 The CBD formed**

**2017 South Downtown Design + Activation**

MARKET STREET

3RD STREET

South Downtown Design + Activation Plan Boundary

NEW MONTGOMERY STREET

2ND STREET

1ST STREET

FREMONT STREET

BEALE STREET

MAIN STREET

SPEAR STREET

STUART STREET

TRANSIT CENTER DISTRICT PLAN

TRANSIT CENTER & CITY PARK

east cut CBD

OCII ZONE2

OCII ZONE1

RINCON HILL AREA PLAN  
+  
RINCON HILL STREETScape PLAN

THE EMBARCADERO

MISSION STREET

HOWARD STREET

FOLSOM STREET

HARRISON STREET

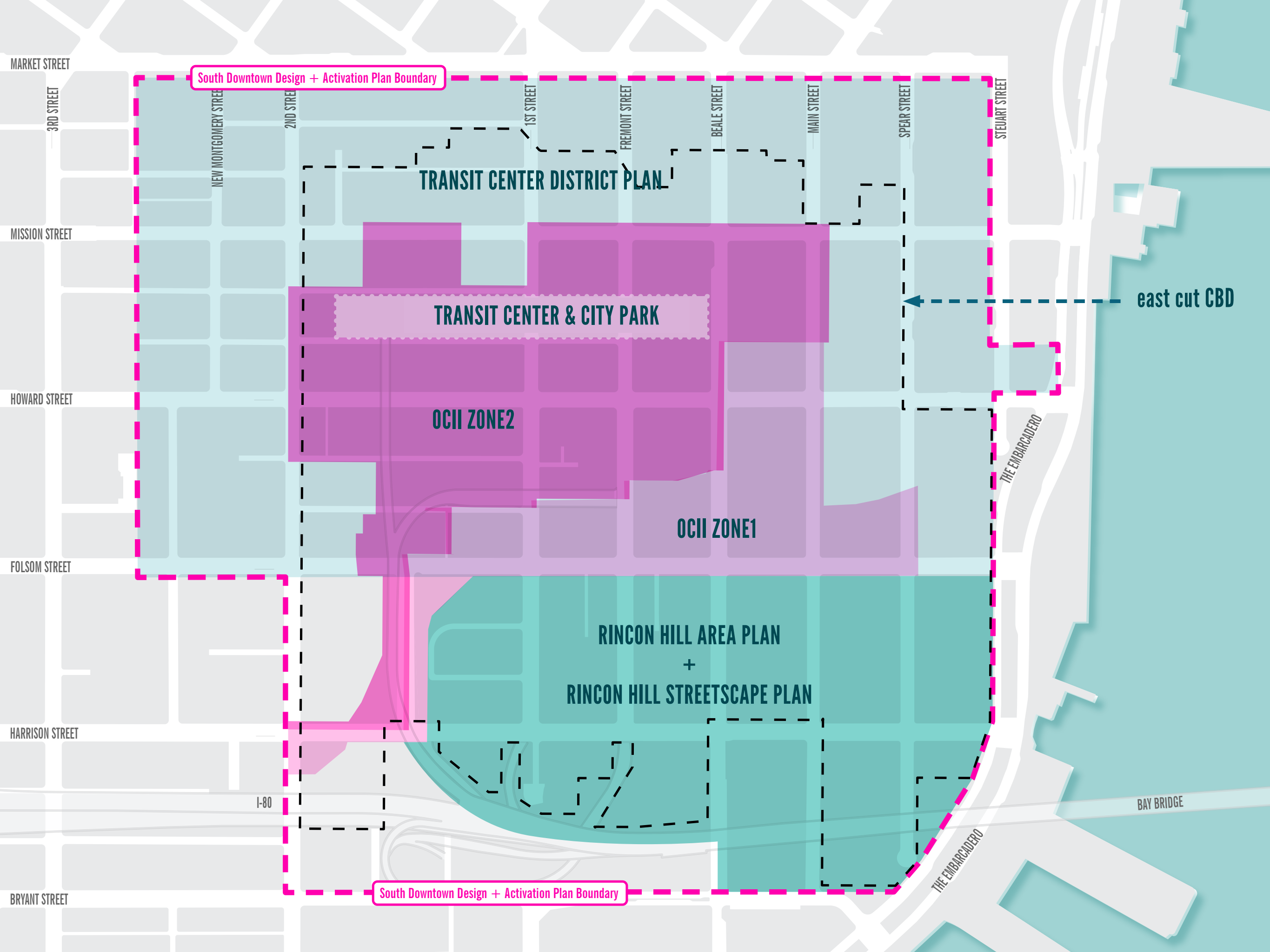
BRYANT STREET

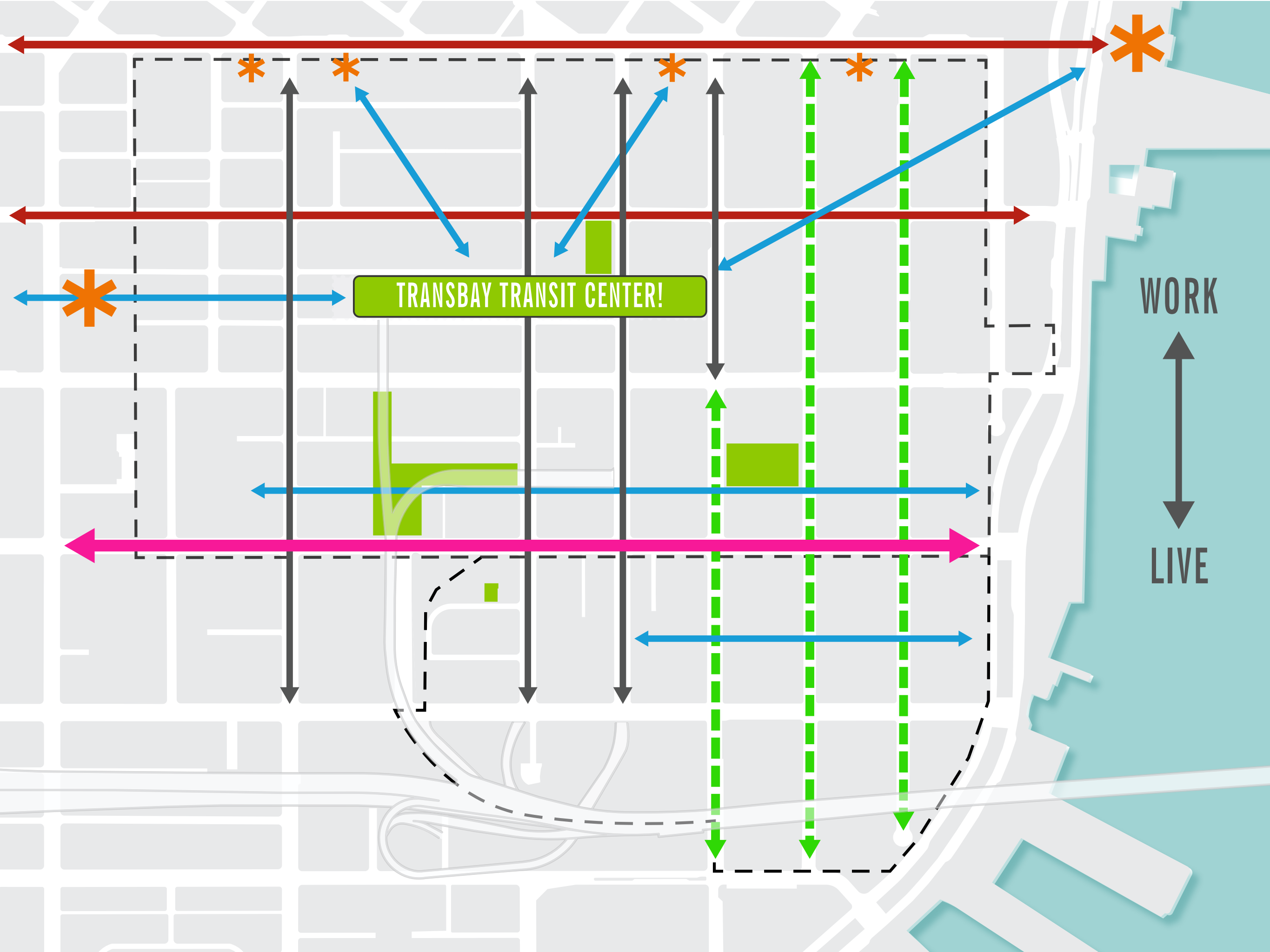
I-80

South Downtown Design + Activation Plan Boundary

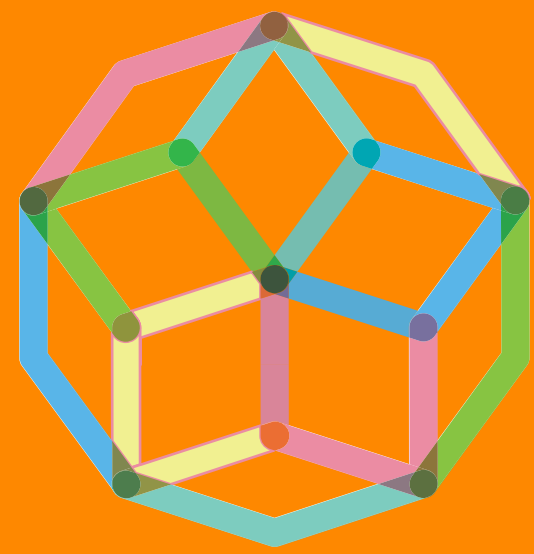
THE EMBARCADERO

BAY BRIDGE









**San Francisco**  
**Planning**



**CONTROLLER'S OFFICE**

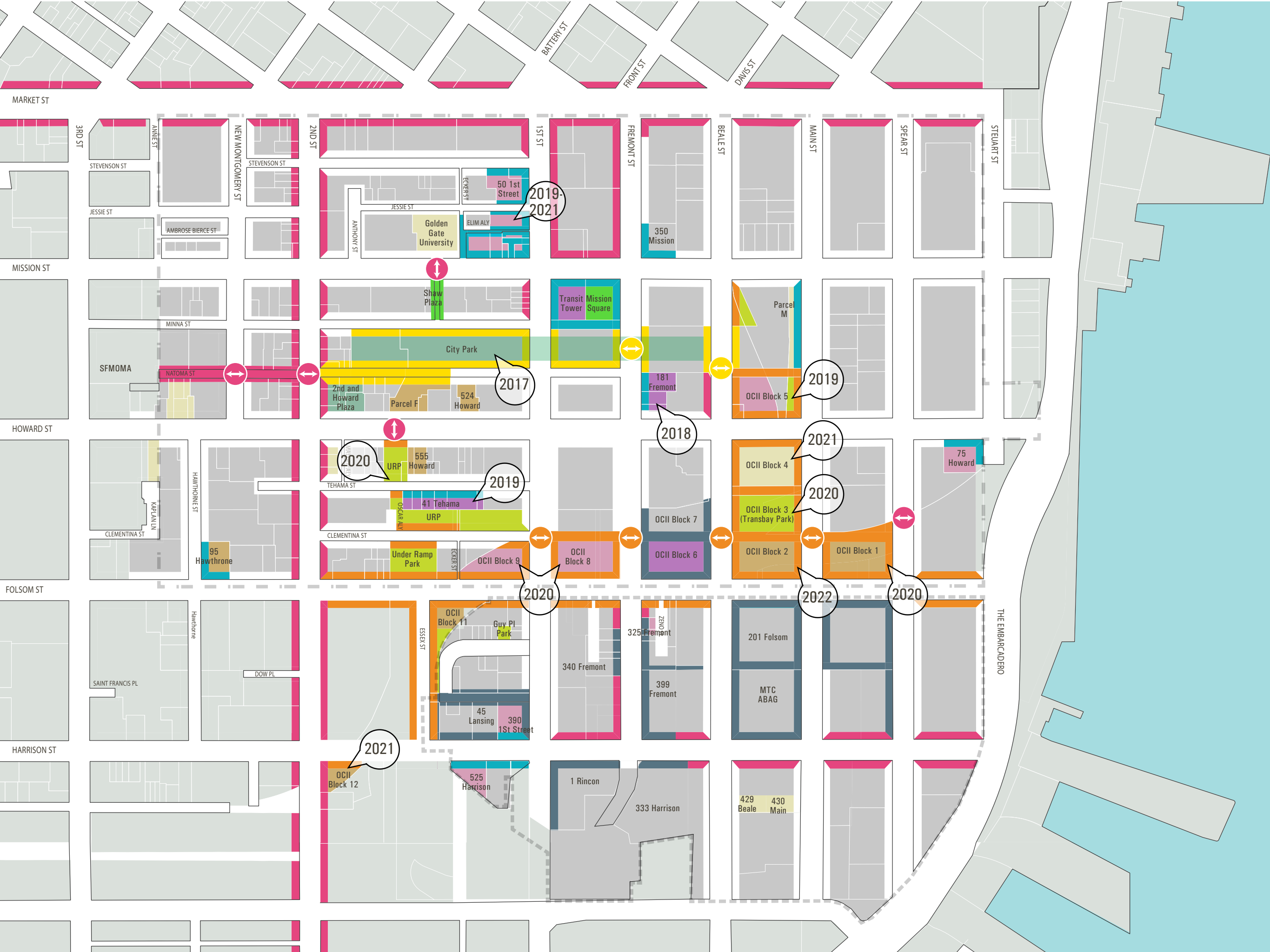
**OEWD**

**PORT**

**REC PARK**

**YCBCBD**

**CCA**



MARKET ST

MISSION ST

HOWARD ST

FOLSOM ST

HARRISON ST

3RD ST

ANNIE ST

NEW MONTGOMERY ST

2ND ST

1ST ST

FREMONT ST

BEALE ST

MAIN ST

SPEAR ST

STUART ST

STEVENSON ST

STEVENSON ST

JESSIE ST

JESSIE ST

AMBROSE BIERCE ST

ANTHONY ST

JESSIE ST

ECKER ST

ELIM ALY

MINNA ST

MINNA ST

SFMOMA

NATOMA ST

ANTHONY ST

JESSIE ST

ECKER ST

181 Fremont

OCII Block 5

KAPLAN LN

HAWTHORNE ST

CLEMENTINA ST

CLEMENTINA ST

95 Hawthorne

TEHAMA ST

CLEMENTINA ST

URP

URP

OCII Block 9

OCII Block 8

OCII Block 7

OCII Block 6

OCII Block 2

OCII Block 1

75 Howard

SAINT FRANCIS PL

Hawthorne

DOW PL

ESSEX ST

GUY PL

340 Fremont

325 Fremont

399 Fremont

201 Folsom

MTC ABAG

THE EMBARCADERO

OCII Block 12

525 Harrison

1 Rincon

333 Harrison

429 Beale

430 Main

2019-2021

2017

2020

2019

2018

2021

2020

2020

2022

2020

2021

# PLAN GOALS



**REFINE AND  
IMPLEMENT**



**ENHANCE THE BUILT  
ENVIRONMENT**



**PRIORITIZE SAFETY AND  
MOBILITY**



**ELEVATE THE  
EXPERIENCE**



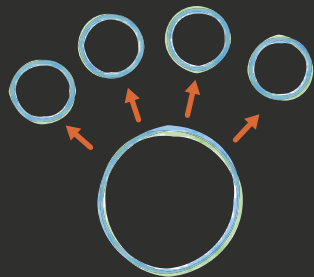




# PUBLIC INPUT OPPORTUNITIES

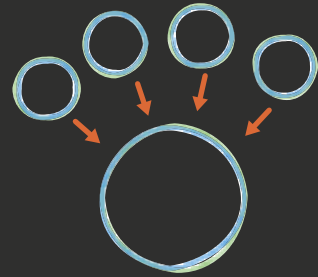
## INFORM

PROVIDE THE PUBLIC WITH BALANCED & OBJECTIVE INFORMATION



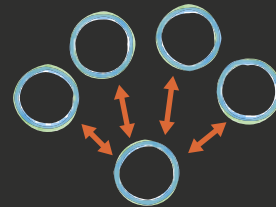
## CONSULT

OBTAIN PUBLIC FEEDBACK ON ANALYSIS & DECISIONS



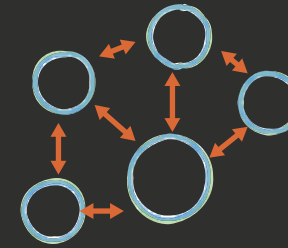
## INVOLVE

WORK DIRECTLY WITH THE PUBLIC THROUGHOUT THE PROCESS TO ENSURE CONCERNS AND ASPIRATIONS ARE UNDERSTOOD & CONSIDERED



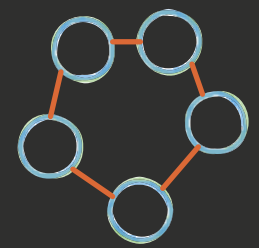
## COLLABORATE

PARTNER WITH THE PUBLIC IN EACH ASPECT OF THE DECISION



## EMPOWER

PLACE FINAL DECISION IN THE PUBLIC HANDS



DIVERSE  
STAKEHOLDERS



DIVERSE  
NEEDS



DIVERSE  
OUTREACH  
METHODS

**INFORM**

**CONSULT**

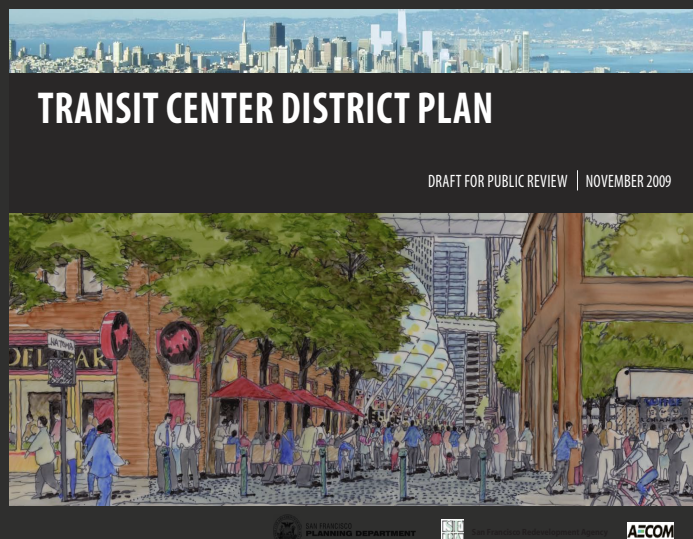
**INVOLVE**

**COLLABORATE**

**EMPOWER**



**Educate the public about previous planning efforts and projects underway**





INFORM

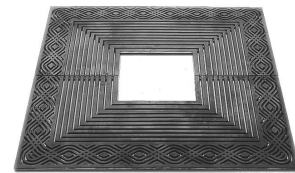
CONSULT

INVOLVE

COLLABORATE

EMPOWER

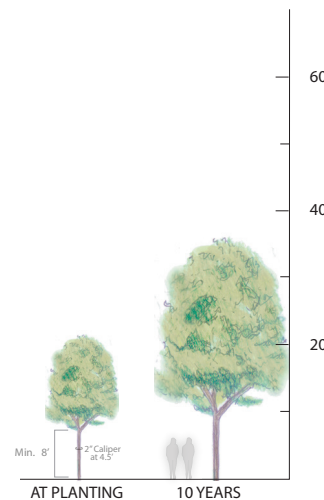
DESIGN PALETTE (SEE PAGE 34)



Refining street furniture, paving and landscaping pallets



STREET TREE: BRISBANE BOX (SEE PAGE 30)





**INFORM**

**CONSULT**

**INVOLVE**

**COLLABORATE**

**EMPOWER**



**Developing  
programming  
strategies for open  
spaces**





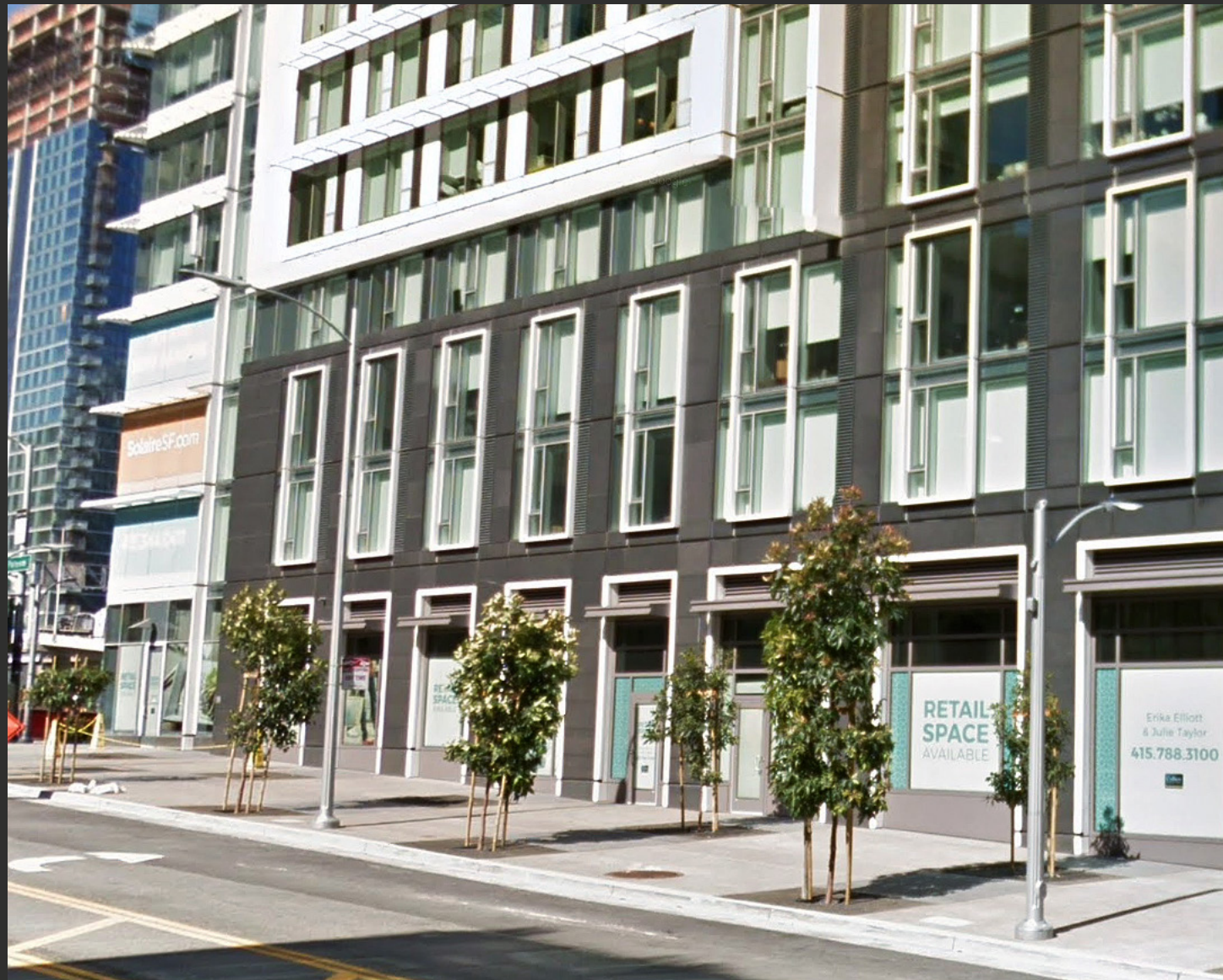
INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



Developing strategies for enhancing retail and activating building frontages



INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



Seeking opportunities to establish new public open spaces within the public ROW (e.g. Spear Street)



INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



Designing and implementing modern bike facilities within the South Downtown





INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



**Curbside  
management:  
passenger and goods  
loading**

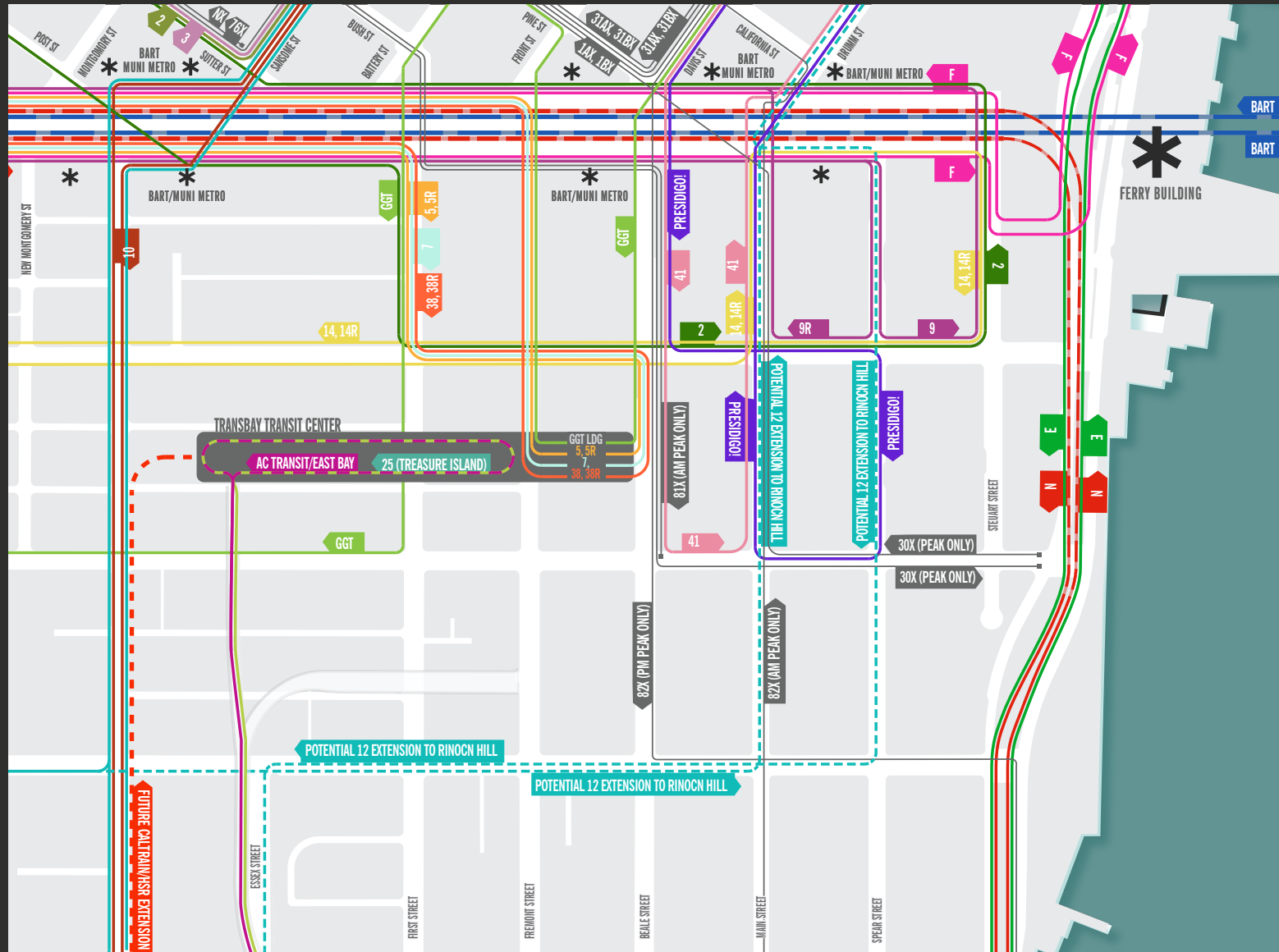
INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



# Reestablishing transit service in Rincon Hill

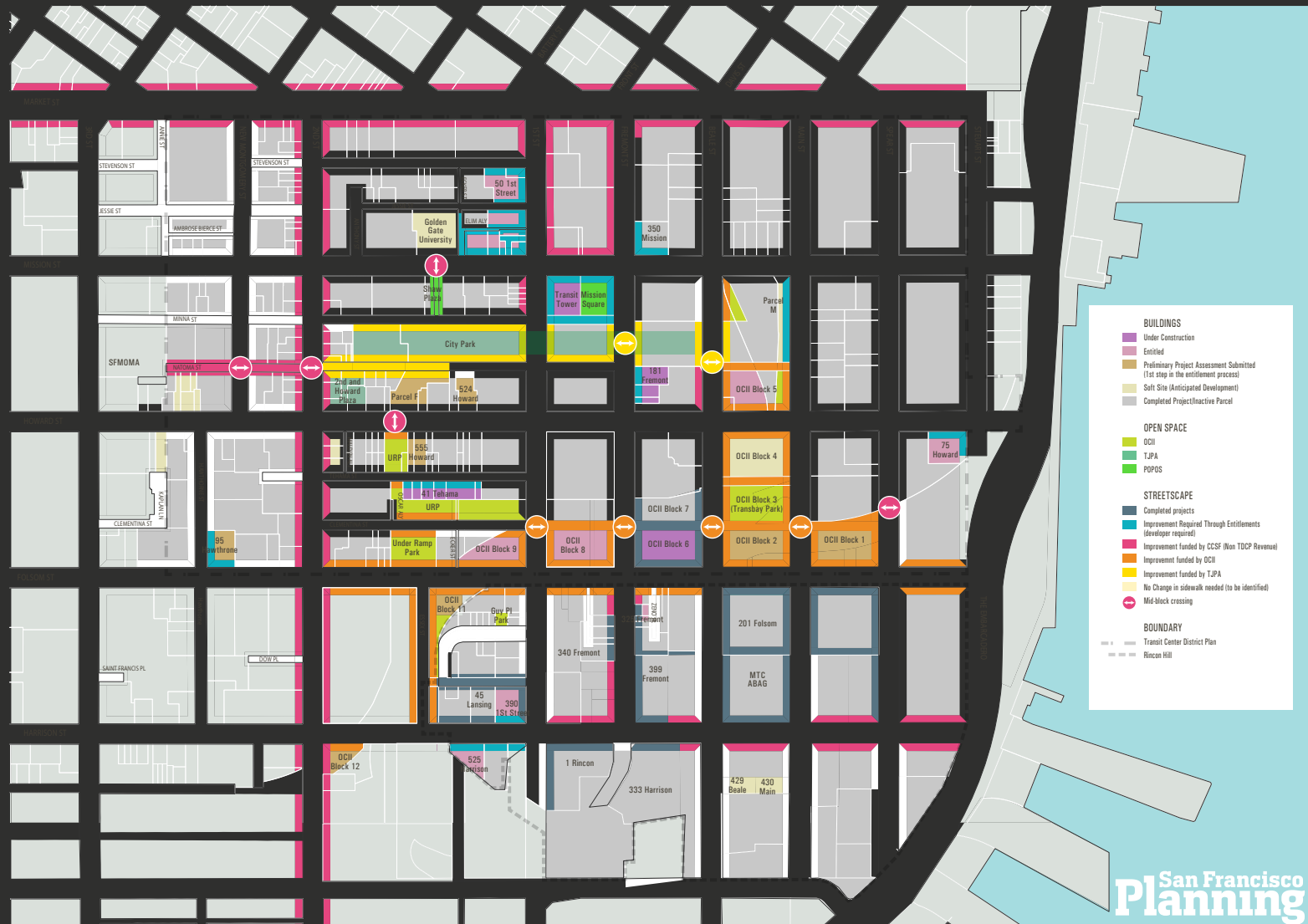
INFORM

CONSULT

INVOLVE

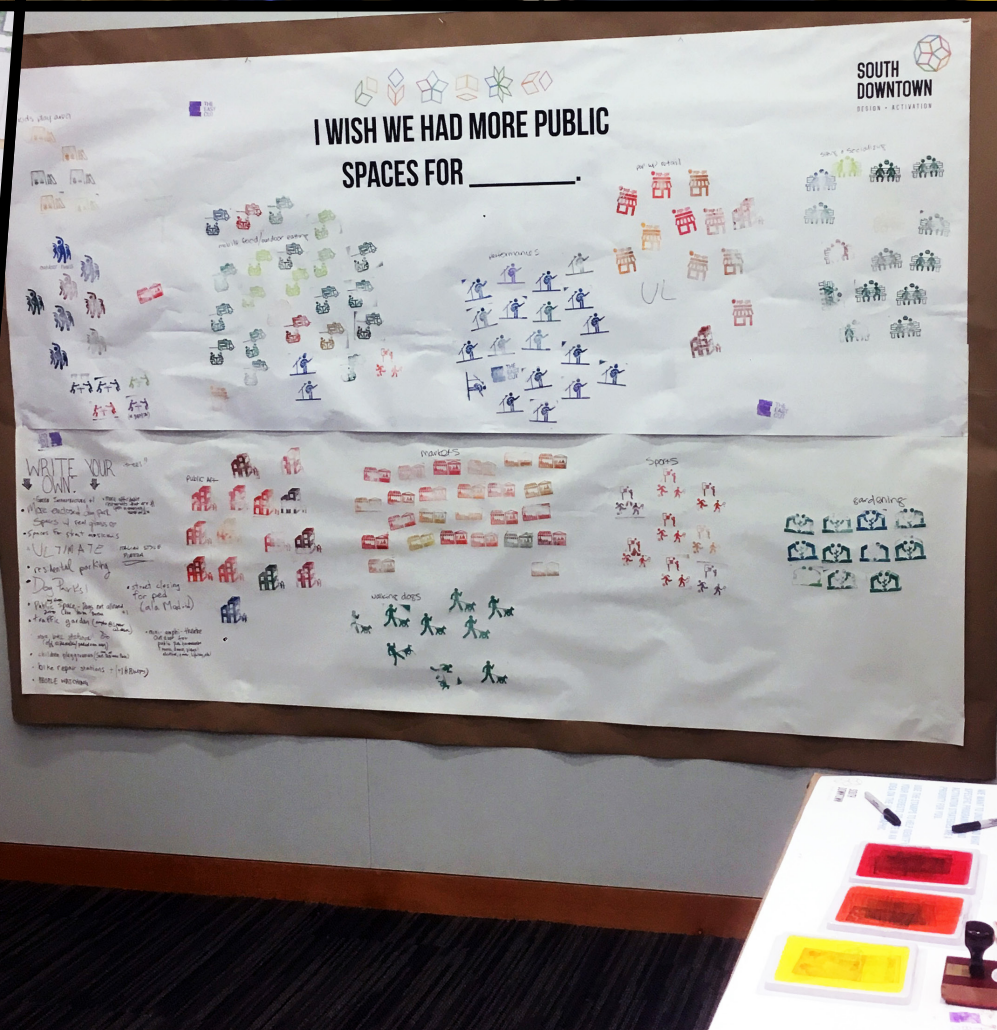
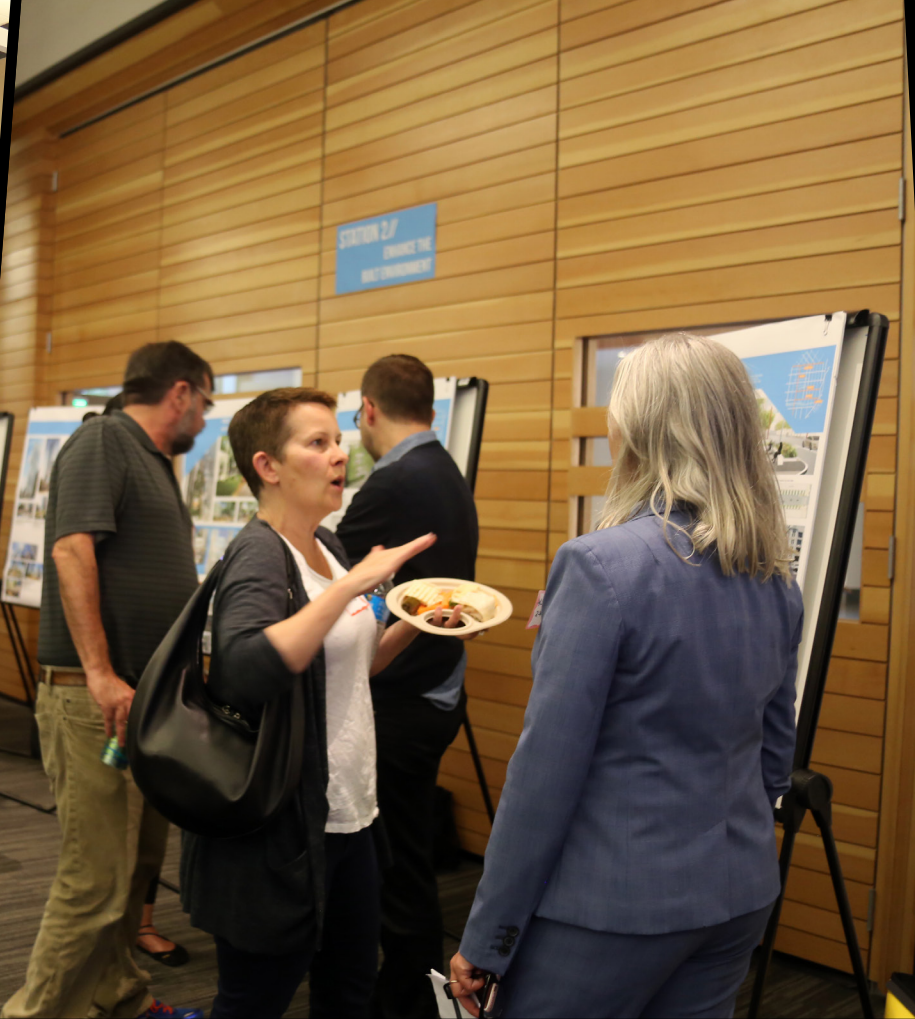
COLLABORATE

EMPOWER



Identify community priorities for future streetscape improvements



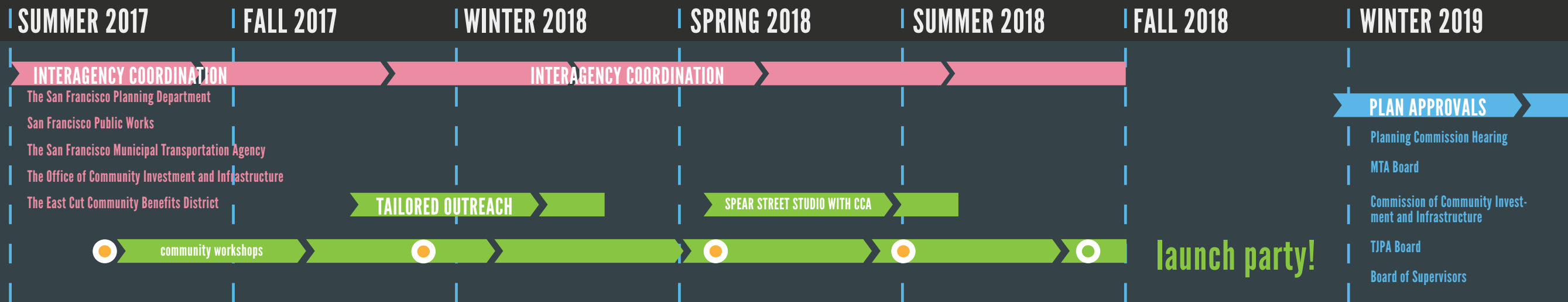








# FUTURE MEETINGS



**PROJECT LAUNCH**

**WALKING TOUR**

**COMMUNITY WORKSHOP 2  
OCT 30**

**POP-UP PARTY!**

**COMMUNITY WORKSHOP 3**

**COMMUNITY WORKSHOP 4?**

## ADDITIONAL OUTREACH

WE'RE HAPPY TO COME TO YOU!

[SODA@SFGOV.ORG](mailto:SODA@SFGOV.ORG)

[SF-PLANNING.ORG/SODA](http://SF-PLANNING.ORG/SODA)

## EXAMPLES

+ OCII CAC

+ Planning Commission Informational

+ MTC/ABAG Friday Breakfast



**Thank You!**

**SF-PLANNING.ORG/SODA NEIGHBORLAND.COM/SODASF**

**PAUL CHASAN, PLAN MANAGER**

Senior Urban Designer  
San Francisco Planning Department  
paul.chasan@sfgov.org  
415-575-9065

**ANNE BRASK, PROJECT PLANNER**

Planner/Urban Designer  
San Francisco Planning Department  
anne.brask@sfgov.org  
415-575-9078

**ANDREW ROBINSON**

Executive Director  
The East Cut Community Benefit District  
arobinson@theeastcut.org  
415-536-5880

**TOM KOLBECK**

Director of Ops. + Comm Engagement  
The East Cut Community Benefit District  
tom@theeastcut.org  
415-536-5880







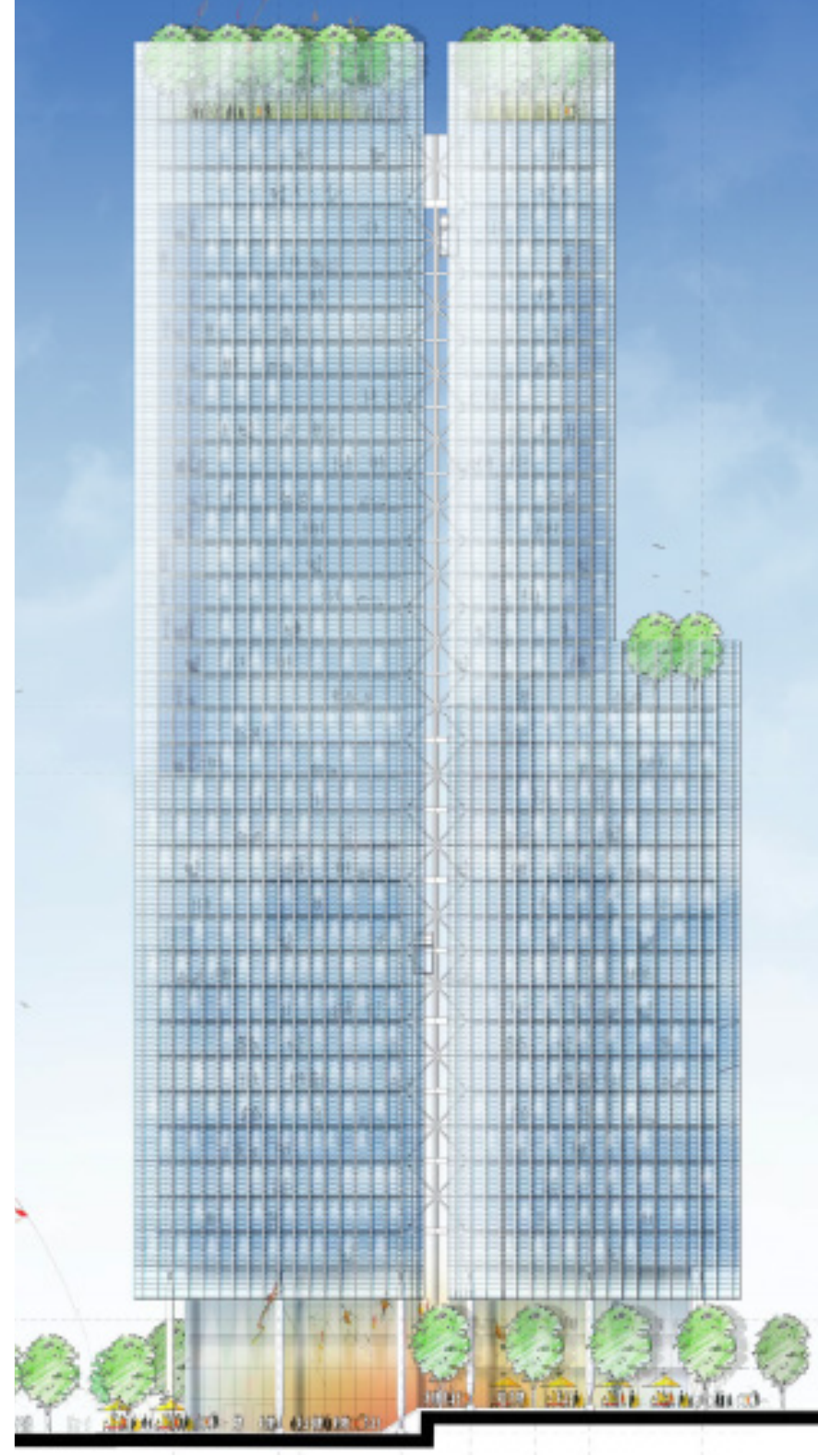
**Developer Projects – Salesforce Tower (Under Construction)**





**Developer Projects – 50 1st Street/Oceanwide (Under Review)**





**181 Fremont**  
Est. Built 2017-18

**41 Tehama**  
Est. Built 2017-18

**524 Howard**  
PC Fall 2016  
Est. Built 2019

**555 Howard Street**  
PC Fall 2017  
Est. Built 2019

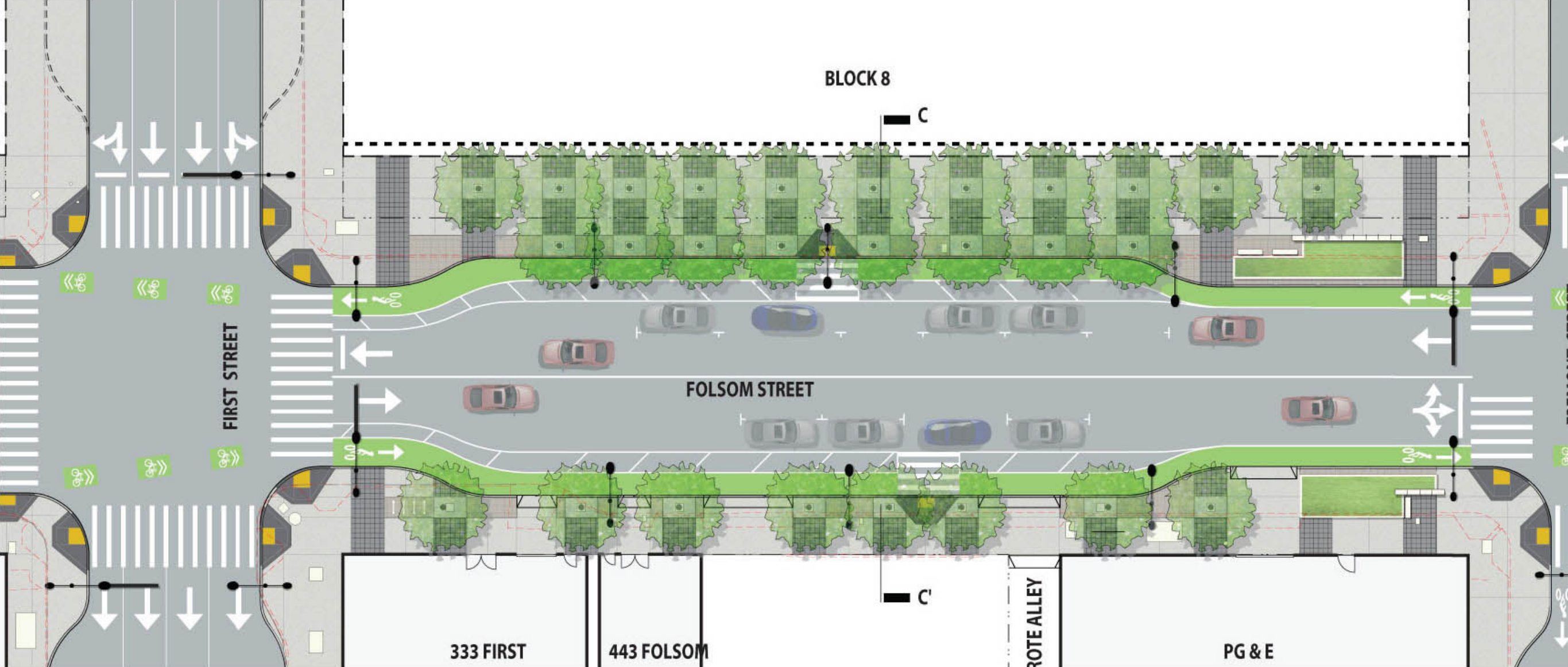
**Developer Projects**





CCSF Projects – 2nd Street, 2018. Better Market Street, 2019





Folsom Street - 2020







OCII Developments





Transit Center, 2017







Open Space - City Park, 2017





Transbay Park - 2020







Open Space - Under Ramp Park, 2020