

SOUTH DOWNTOWN

DESIGN + ACTIVATION

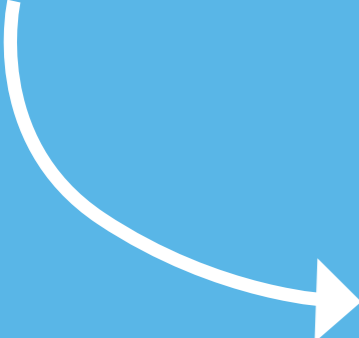
TODAY'S PRESENTATION

AUGUST 2, 2017

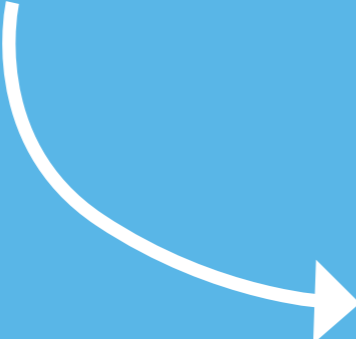
- + WELCOME
- + WHY A PLAN
- + PREVIOUS PLANNING, OUTREACH AND ENVIRONMENTAL ANALYSIS
- + SOUTH DOWNTOWN DESIGN
- + ACTIVATION PLAN GOALS
- + PUBLIC INPUT OPPORTUNITIES
- + TODAY

SODA

South Downtown Design + Activation



SoDDA

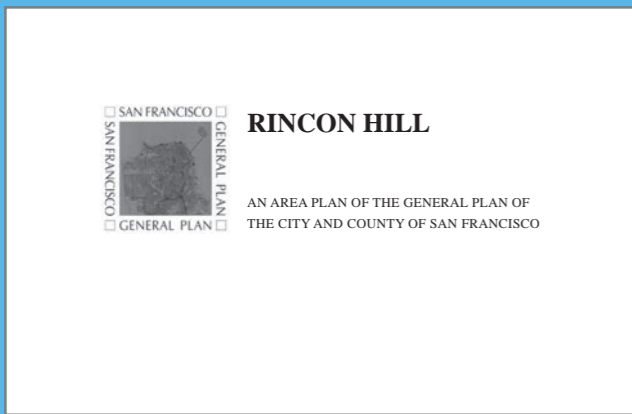


Soda









2004 TJPA FEIS/EIR

2005 RINCONHILL PLAN

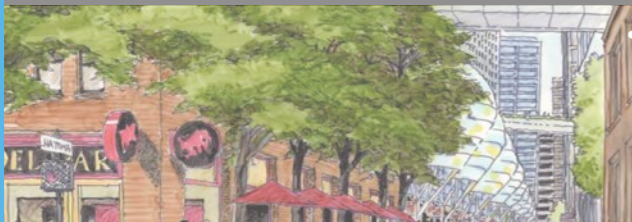
2005 TRANSBAY REDEVELOPMENT PLAN



**2006 TRANSBAY REDEVELOPMENT
STREETSCAPE OPEN SPACE CONCEPT
PLAN**



**2006 SFMTA BOARD APPROVES RINCON
CIRCULATION AND SIDEWALK CHANGES**



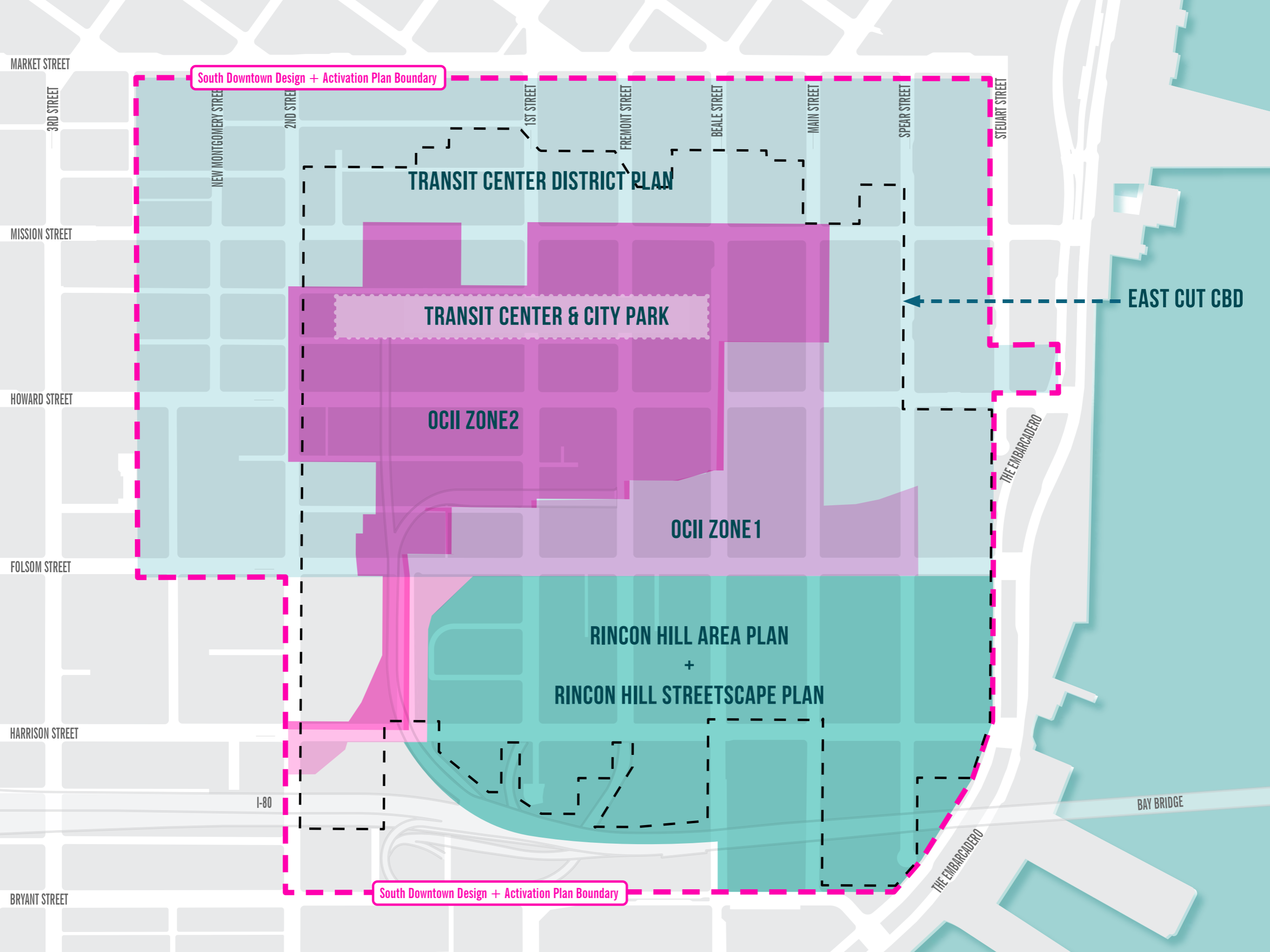
2012 TRANSIT CENTER DISTRICT PLAN

**2015 RINCONHILL STREETSCAPE PLAN ADOPTED
BY PLANNING COMMISSION AND BOARD
OF SUPERVISORS**



2016 THE CBD FORMED

2017 SOUTH DOWNTOWN DESIGN + ACTIVATION



South Downtown Design + Activation Plan Boundary

TRANSIT CENTER DISTRICT PLAN

TRANSIT CENTER & CITY PARK

OCII ZONE 2

OCII ZONE 1

RINCON HILL AREA PLAN
+
RINCON HILL STREETScape PLAN

EAST CUT CBD

South Downtown Design + Activation Plan Boundary

MARKET STREET

MISSION STREET

HOWARD STREET

FOLSOM STREET

HARRISON STREET

BRYANT STREET

3RD STREET

NEW MONTGOMERY STREET

2ND STREET

1ST STREET

FREMONT STREET

BEALE STREET

MAIN STREET

SPEAR STREET

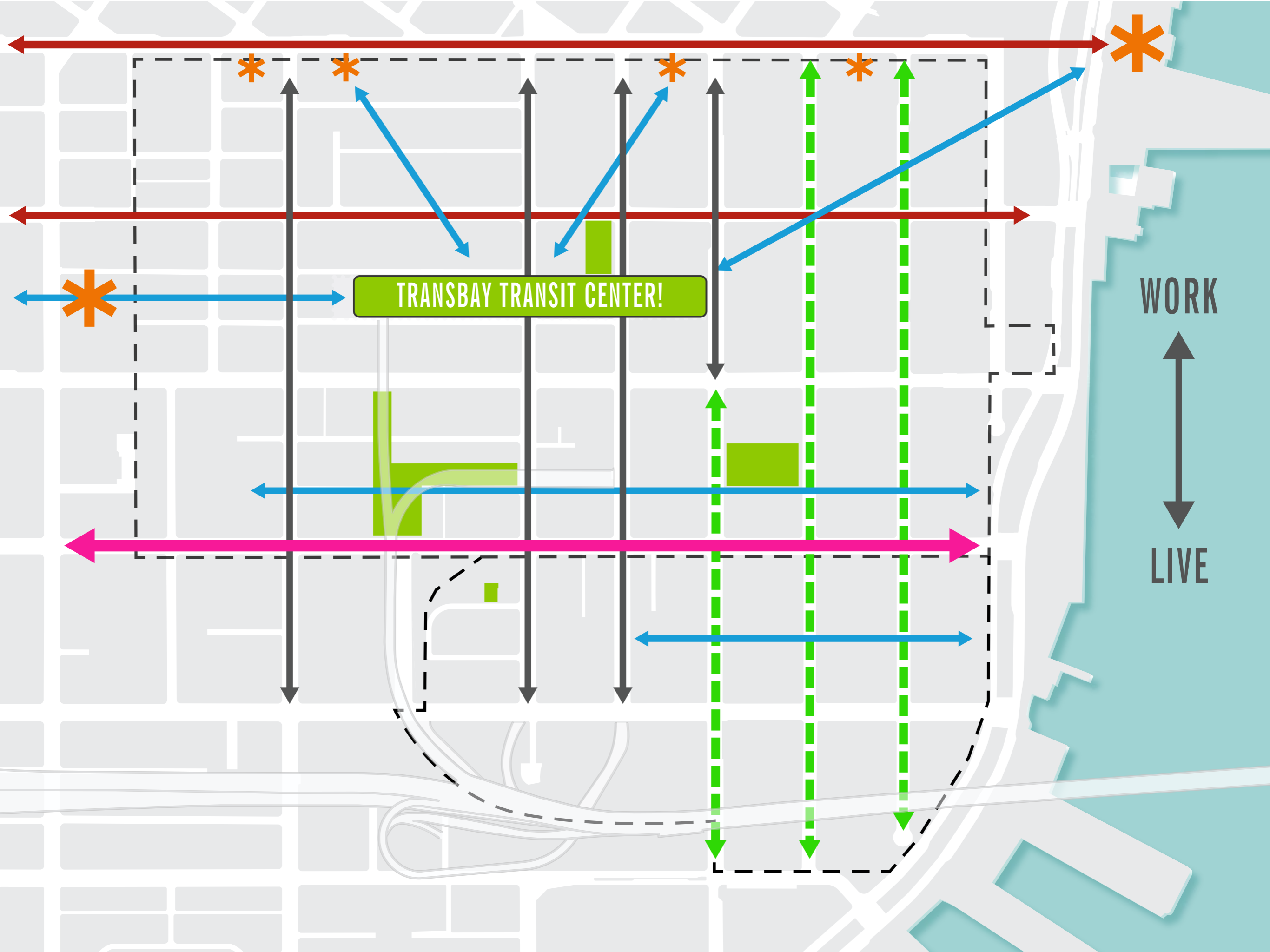
STUART STREET

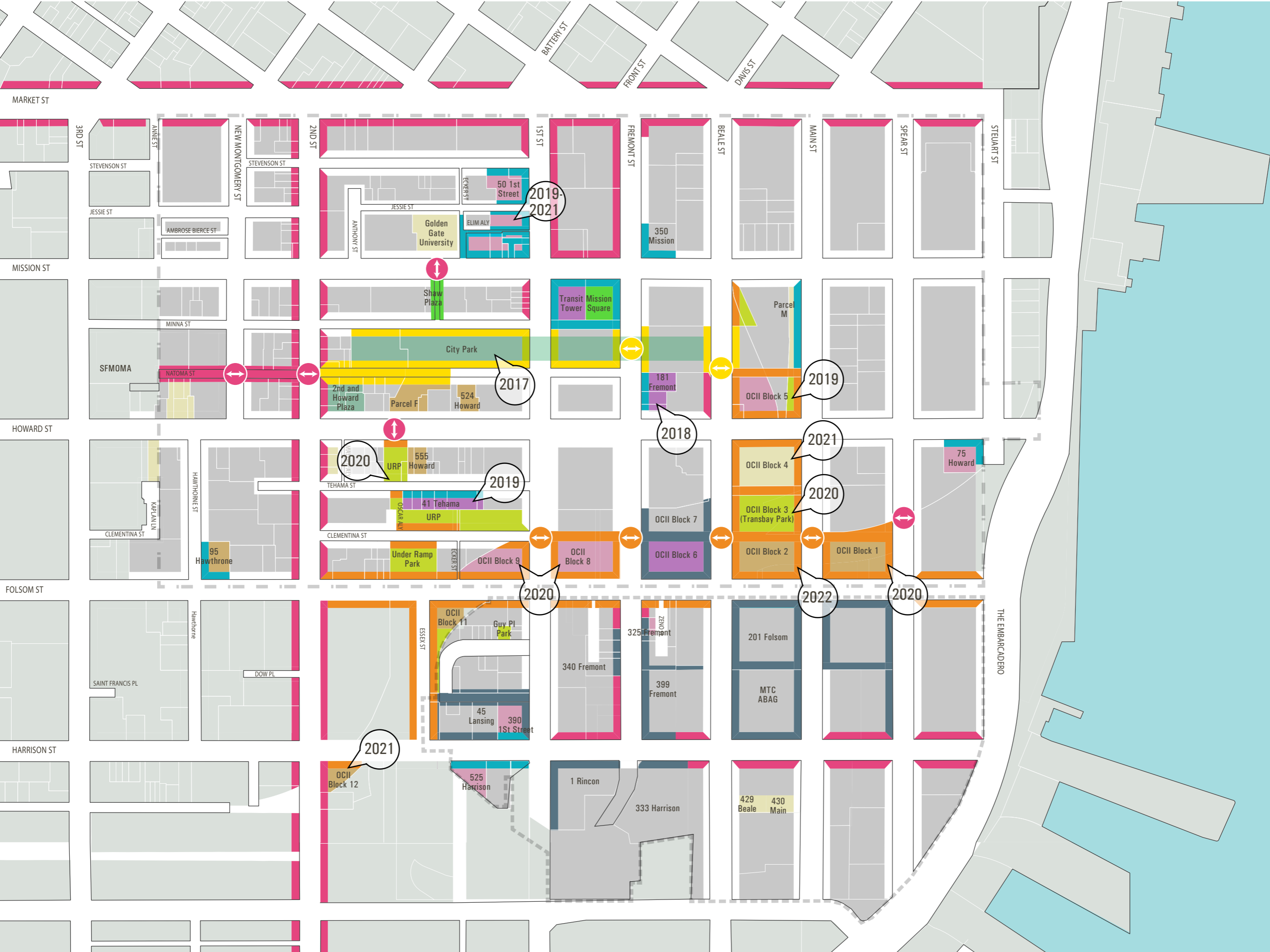
THE EMBARCADERO

THE EMBARCADERO

BAY BRIDGE

I-80





MARKET ST

3RD ST

ANNIE ST

NEW MONTGOMERY ST

2ND ST

1ST ST

FREMONT ST

BEALE ST

MAIN ST

SPEAR ST

STUART ST

MISSION ST

MINNA ST

SFMOMA

NATOMA ST

City Park

Shaw Plaza

Transit Tower

Mission Square

Parcel M

2017

2018

2019

2020

2019

HOWARD ST

TEHAMA ST

HAWTHORNE ST

CLEMENTINA ST

555 Howard

URP

41 Tehama

URP

OSCAR AVE

OCII Block 7

2021

2020

75 Howard

FOLSOM ST

Hawthorne

95 Hawthorne

Under Ramp Park

OCII Block 9

OCII Block 8

OCII Block 6

OCII Block 2

OCII Block 1

2020

2022

2020

HARRISON ST

SAINT FRANCIS PL

Hawthorne

DOW PL

OCII Block 11

ESSEX ST

Guy Pl Park

340 Fremont

325 Fremont

399 Fremont

201 Folsom

MTC ABAG

2021

OCII Block 12

525 Harrison

Harrison

1 Rincon

333 Harrison

429 Beale

430 Main

THE EMBARCADERO



PLAN GOALS



**REFINE AND
IMPLEMENT**



**ENHANCE THE BUILT
ENVIRONMENT**



**ELEVATE THE
EXPERIENCE**

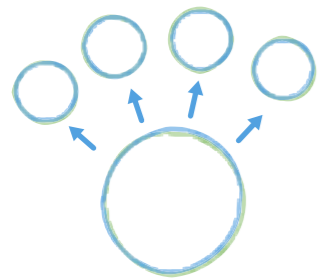


**PRIORITIZE SAFETY &
MOBILITY**

PUBLIC INPUT OPPORTUNITIES

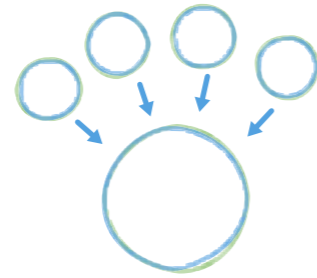
INFORM

PROVIDE THE PUBLIC WITH BALANCED & OBJECTIVE INFORMATION



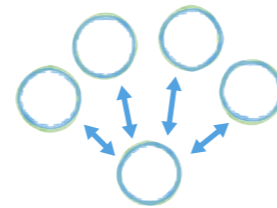
CONSULT

OBTAIN PUBLIC FEEDBACK ON ANALYSIS & DECISIONS



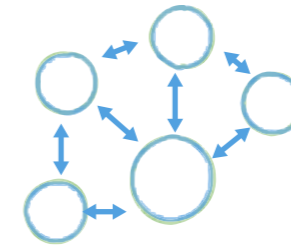
INVOLVE

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



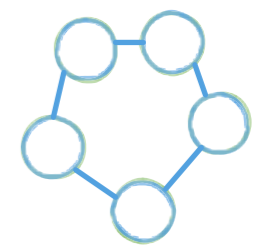
COLLABORATE

PARTNER WITH THE PUBLIC IN EACH ASPECT OF THE DECISION



EMPOWER

PLACE FINAL DECISION IN THE PUBLIC HANDS



INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



Educate the public about previous planning efforts and projects underway



INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER

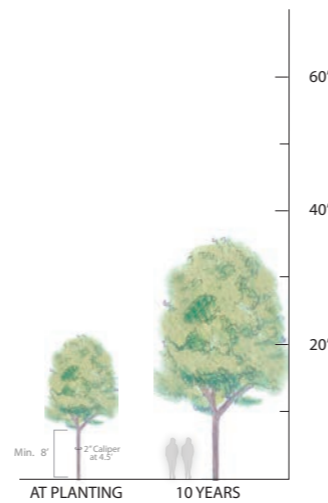
DESIGN PALETTE (SEE PAGE 34)



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**

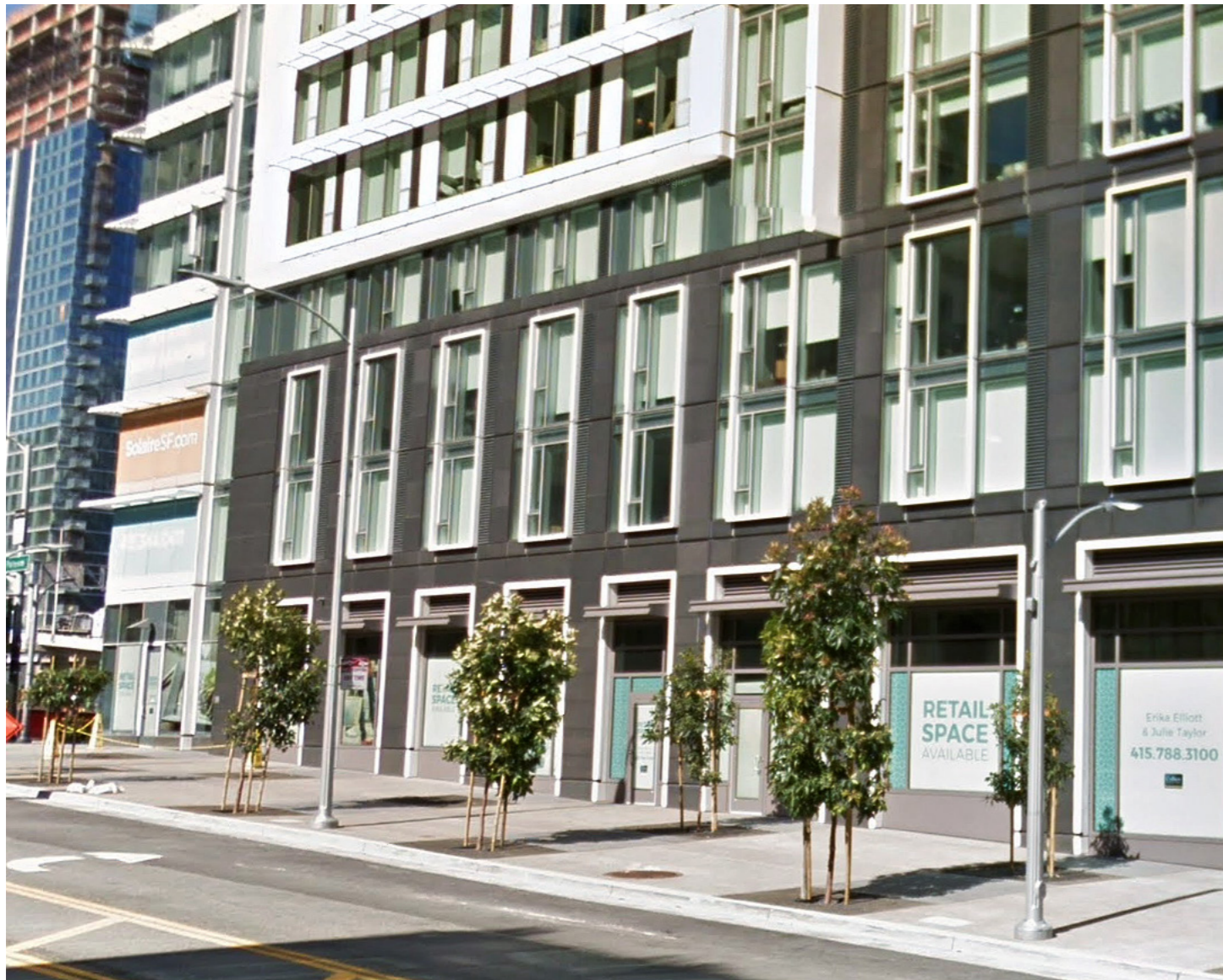
INFORM

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**

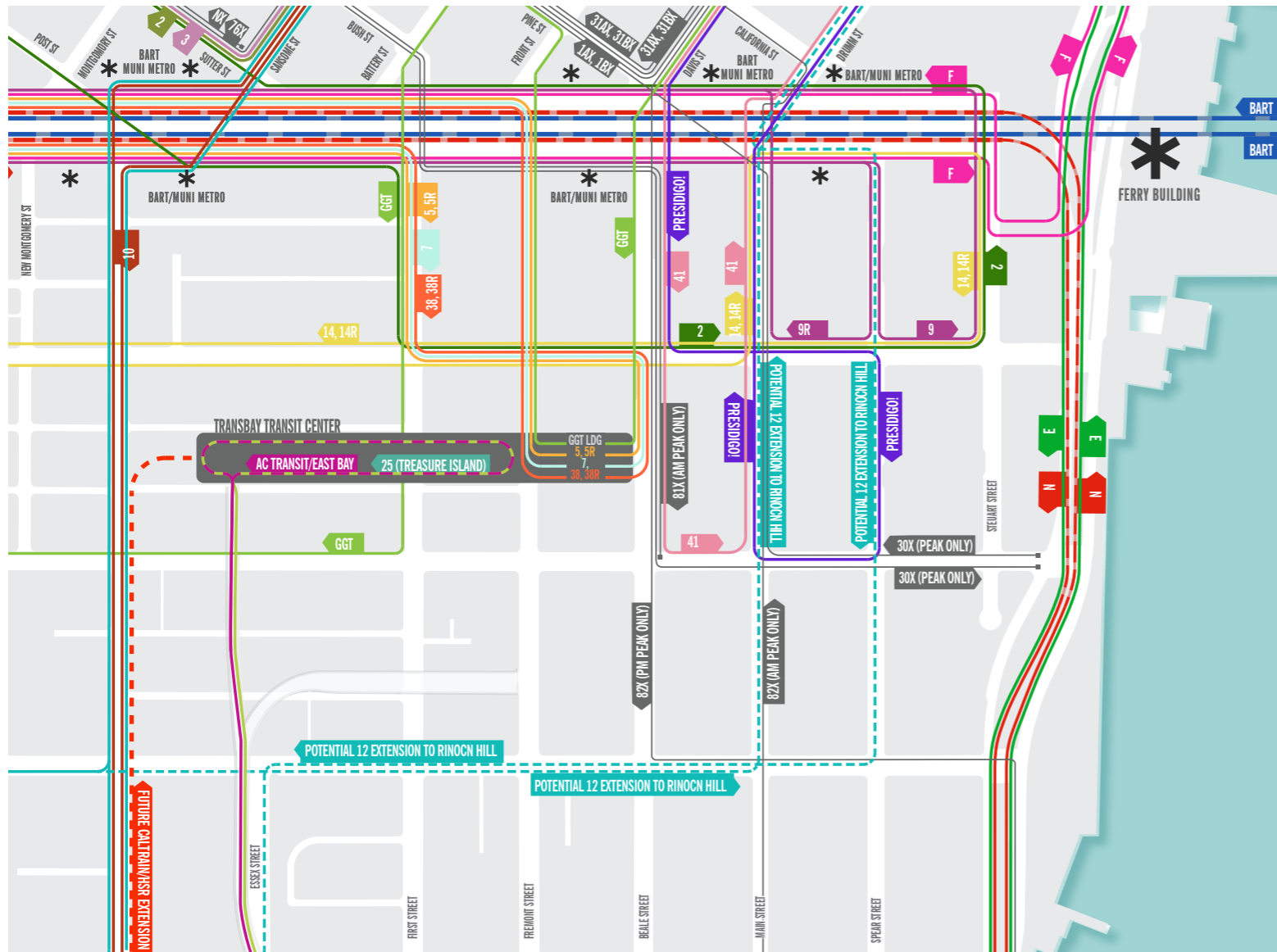
INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



Reestablishing transit service in Rincon Hill

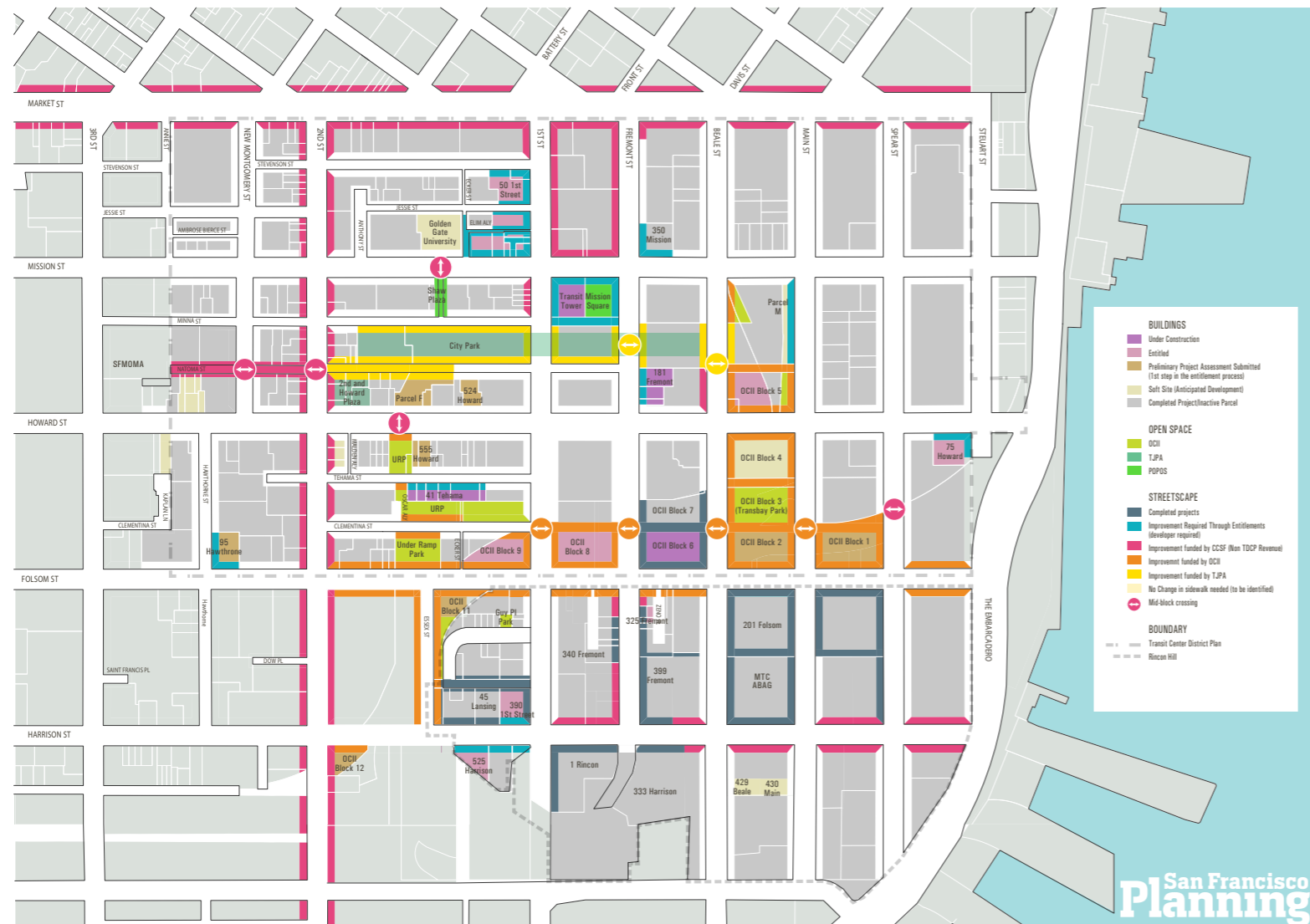
INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



Identify community priorities for future streetscape improvements

STATIONS + THIS EVENING



PLAN OVERVIEW
TIMELINE
PROCESS
PLANNING HISTORY



UPCOMING PROJECTS
BUILDINGS
OPEN SPACES + PARKS
STREETSCAPES



DISTRICT STREETSCAPE SYSTEMS
WALKING
BIKING
TRANSIT



PROGRAMMING +
ACTIVATION IN THE PUBLIC
REALM WITHIN THE EAST
CUT CBD



NEIGHBORHOOD
ASSET MAPPING: HOW
DO YOU EXPERIENCE THE
NEIGHBORHOOD?



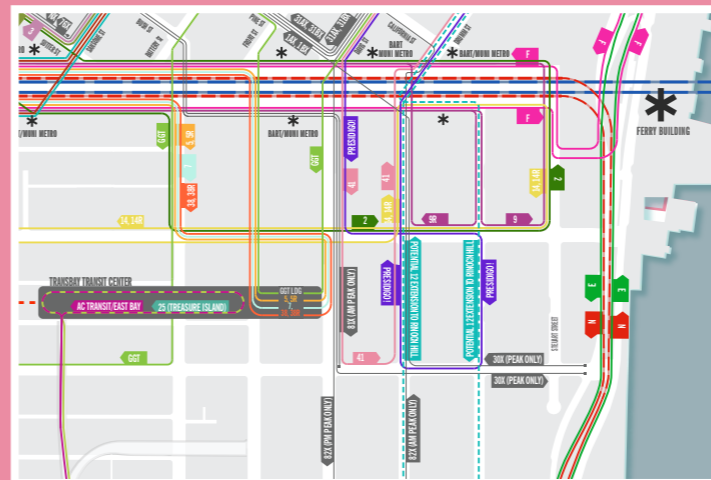
ACTIVATION +
PROGRAMMING: WHAT
DO YOU WANT TO SEE?

STATIONS + THIS EVENING - HIGHLIGHTS

Programming and Activation



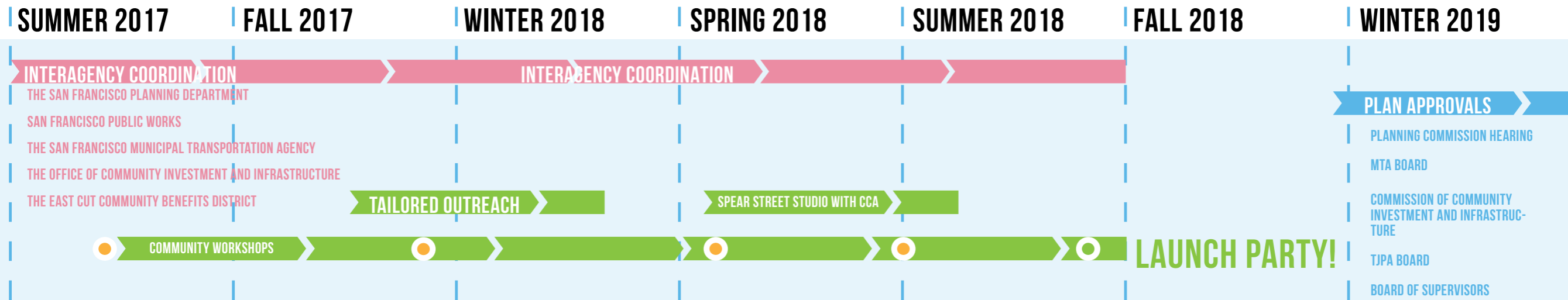
Future Transit



Guy Place Park



FUTURE MEETINGS



↑
↓
PROJECT LAUNCH

↑
↓
PROGRAMMING AND ACTIVATION

↑
↓
POP-UP PARTY!

↑
↓
STREETS

↑
↓
MORE STREETS?



THANK YOU!

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