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**SAN FRANCISCO PLANNING DEPARTMENT**

**Community Open House 3**  
**May 16 & 18, 2019**

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# **SOUTH DOWNTOWN**

**DESIGN + ACTIVATION**

# TODAY'S PRESENTATION

COMMUNITY OPEN HOUSE 3: **TRANSPORTATION** / OPEN SPACE / PUBLIC LIFE

- + SODA OVERVIEW: GOALS/ CONTEXT / HISTORY
- + CIRCULATION TODAY
- + BIG IDEAS
- + PRIORITIZATION
- + NEAR-TERM PROJECTS
- + NEXT STEPS
- + THANK YOUS

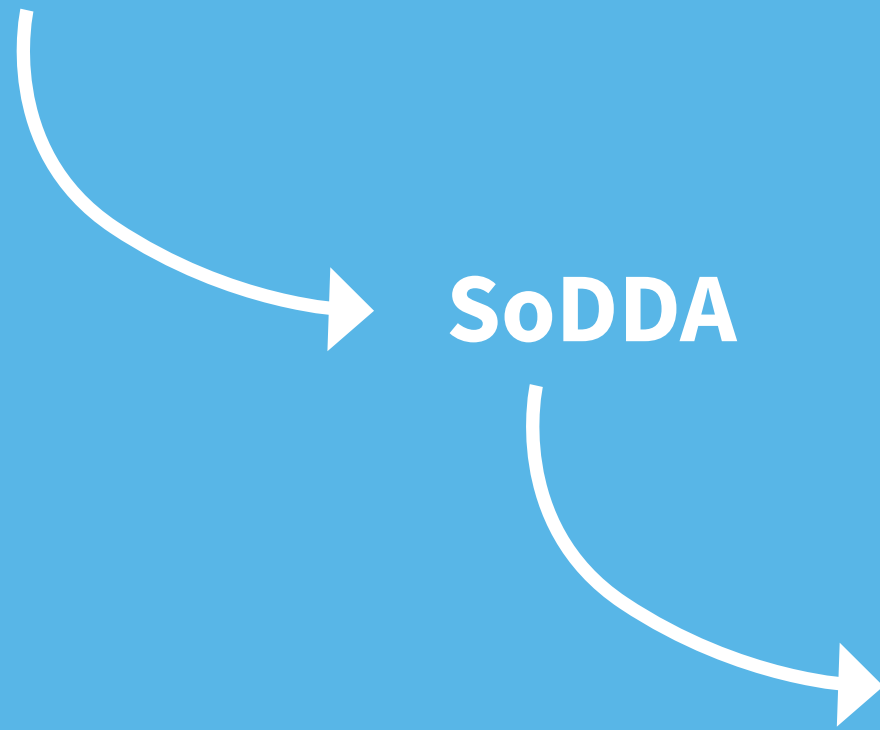




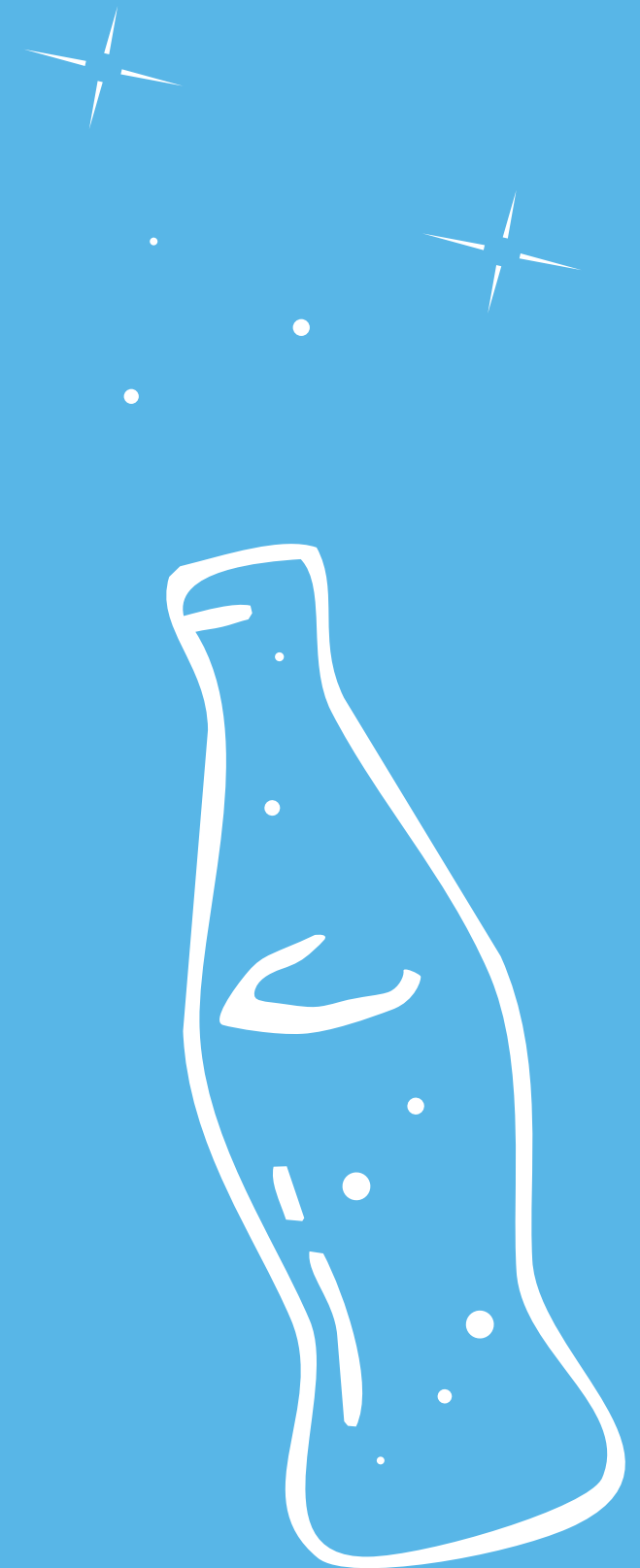
# OVERVIEW

Soda

South Downtown Design + Activation



Soda





# WHY SODA?





# WHY SODA?

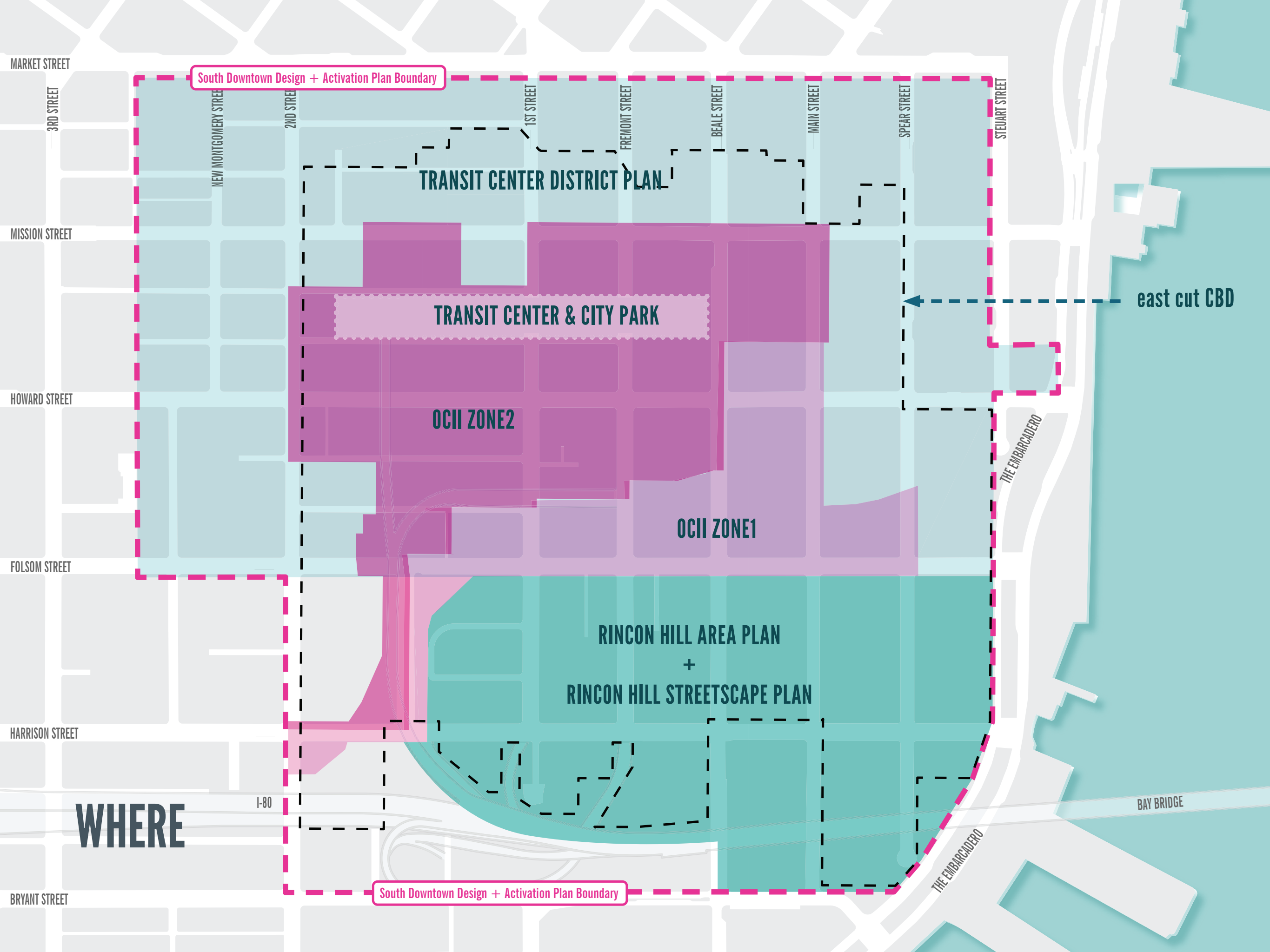




# WHY SODA?







South Downtown Design + Activation Plan Boundary

TRANSIT CENTER DISTRICT PLAN

TRANSIT CENTER & CITY PARK

OCII ZONE2

OCII ZONE1

RINCON HILL AREA PLAN  
+  
RINCON HILL STREETScape PLAN

east cut CBD

WHERE

South Downtown Design + Activation Plan Boundary





## RINCON HILL

AN AREA PLAN OF THE GENERAL PLAN OF  
THE CITY AND COUNTY OF SAN FRANCISCO

**2004 TJPA FEIS/EIR**

**2005 Rincon Hill Plan**

**2005 Transbay Redevelopment Plan**

SAN FRANCISCO REDEVELOPMENT AGENCY & SAN FRANCISCO PLANNING DEPARTMENT  
TRANSBAY REDEVELOPMENT PROJECT AREA  
STREETSCAPE & OPEN SPACE CONCEPT PLAN

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

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

## TRANSIT CENTER DISTRICT PLAN

DRAFT FOR PUBLIC REVIEW

**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**

## Rincon Hill STREETSCAPE MASTER PLAN



# CITY PRIORITIES

- Program impact fee revenues
- Design streets to stay ahead of developments
- Design streets to stay ahead of developments (cubs and roadway striping)
- Rethink decisions made during previous planning processes
  - Design of bike facilities
  - Curb management

# CBD PRIORITIES

- Activate public spaces in the district
- Support vibrant retail
- Inform design of future open spaces
- Seed a neighborhood culture



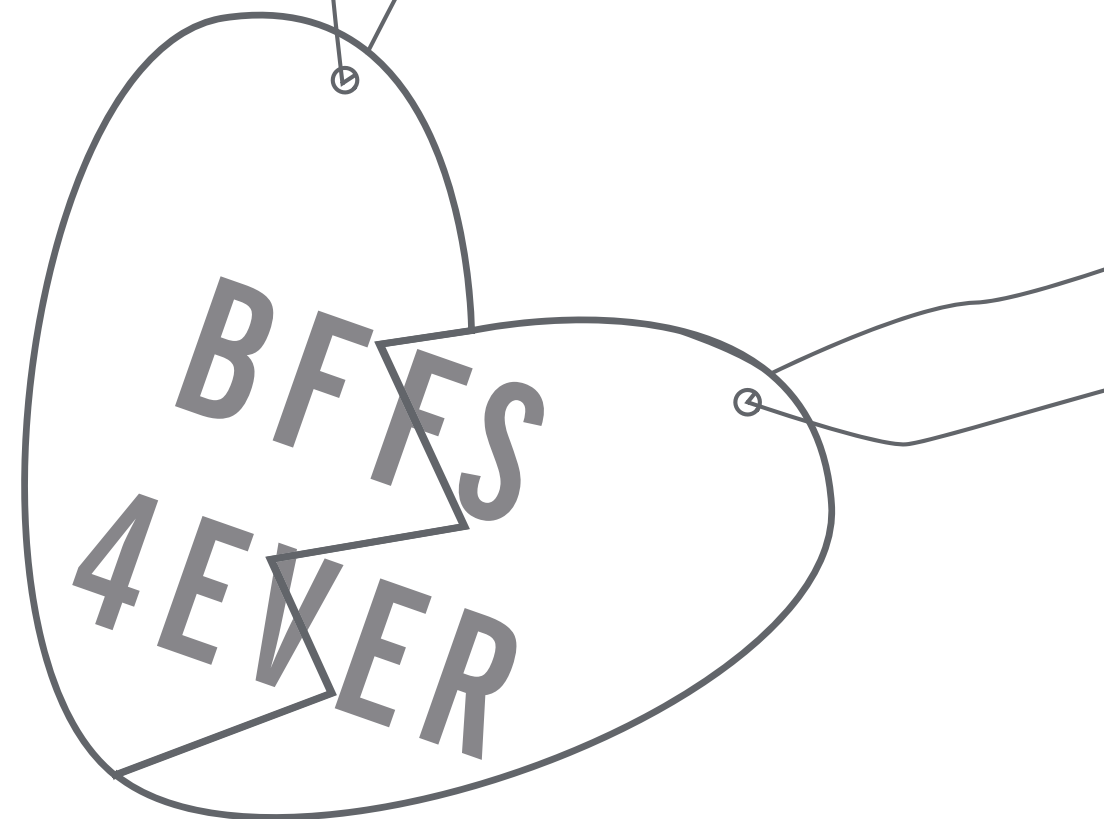
# CITY BENEFITS

- Legitimize policy choices by including the “community”
- More playful, nimble outreach
- More robust outreach
- Build capacity within an outside organization to advance City policies
- City can focus on macroscale

**UTILIZE STRENGTHS OF EACH  
ORGANIZATIONS TO ADVANCE  
SHARED GOALS**

# CBD BENEFITS

- Legitimize CBD goals by making them City policy
- Advance ideas City wouldn't do alone
- Increased access to city staff/expertise
- Better representation for their constituents
- CBD focus on micro scale





San Francisco  
**Planning**



CCA

CONTROLLER'S OFFICE

OEWD

PORT

REC PARK

SFMOMA

YBCBD

# PLAN GOALS



**REFINE AND  
IMPLEMENT**



**ENHANCE THE BUILT  
ENVIRONMENT**



**PRIORITIZE SAFETY AND  
MOBILITY**

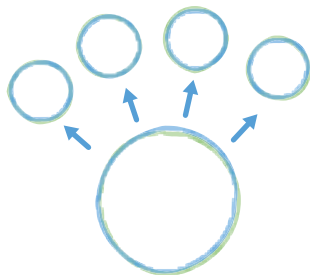


**ELEVATE THE  
EXPERIENCE**

# PUBLIC INPUT OPPORTUNITIES

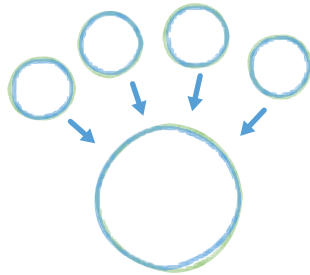
## INFORM

PROVIDE THE PUBLIC WITH BALANCED & OBJECTIVE INFORMATION



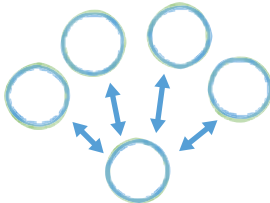
## CONSULT

OBTAIN PUBLIC FEEDBACK ON ANALYSIS & DECISIONS



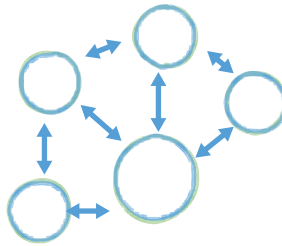
## INVOLVE

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



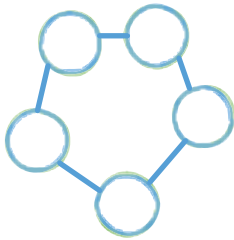
## COLLABORATE

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

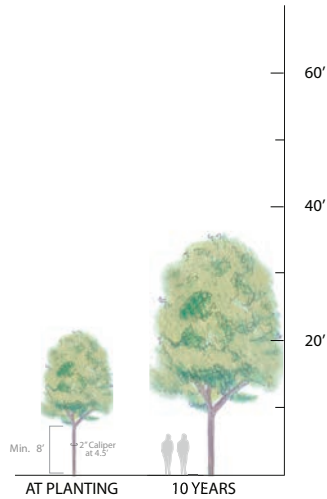
DESIGN PALETTE (SEE PAGE 34)



# 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**





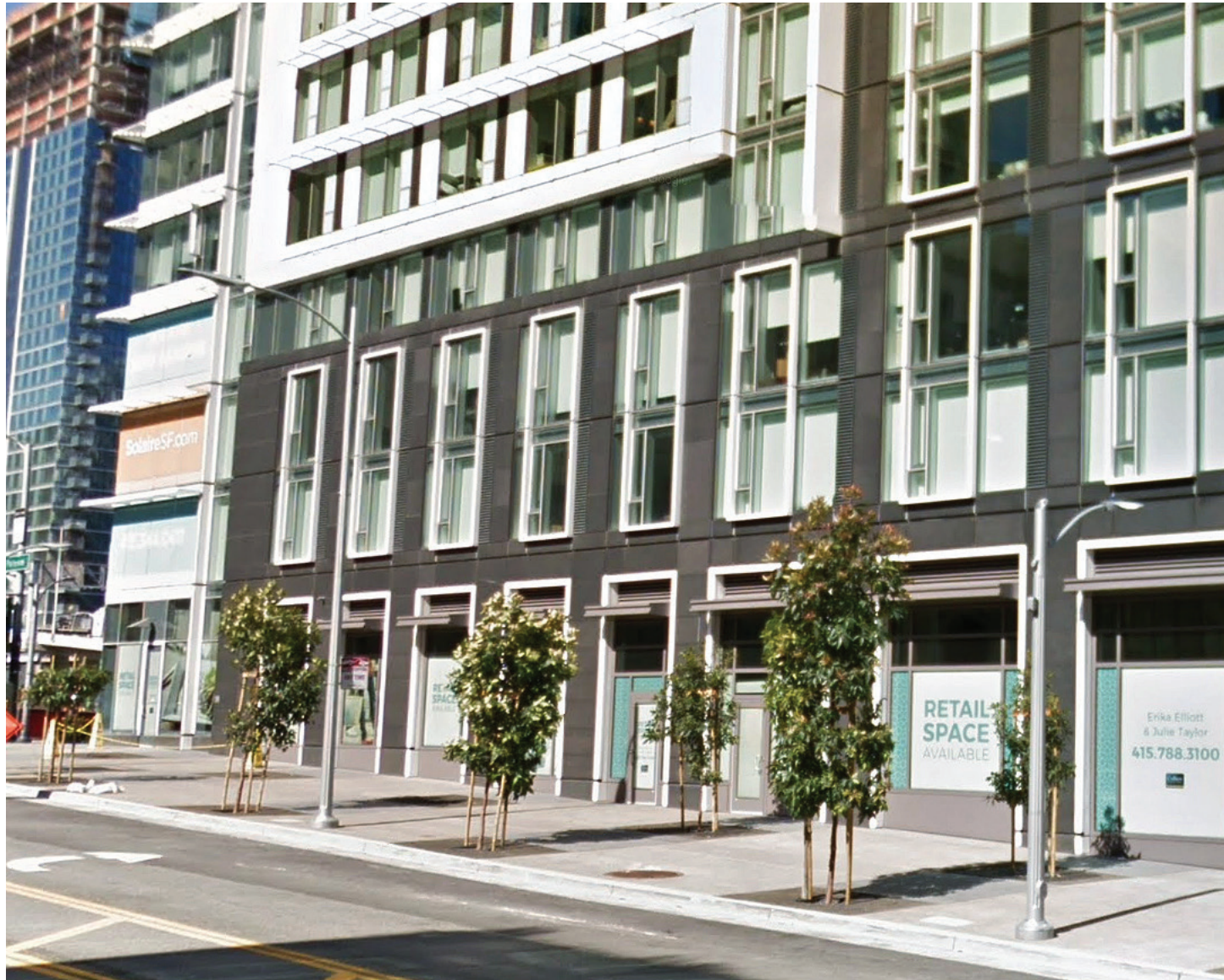
INFORM

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**

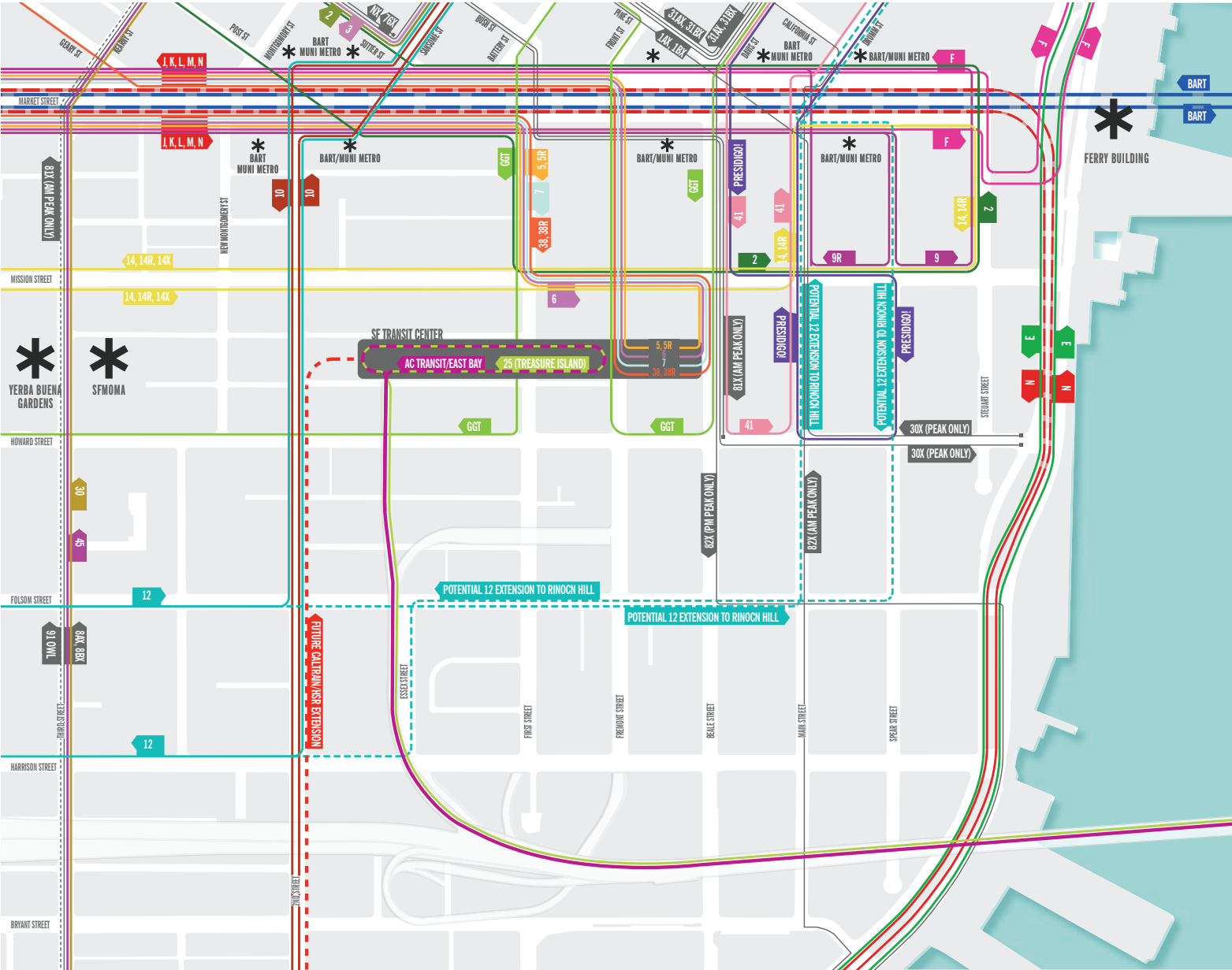
INFORM

CONSULT

INVOLVE

COLLABORATE

EMPOWER



# Reestablishing transit service in Rincon Hill

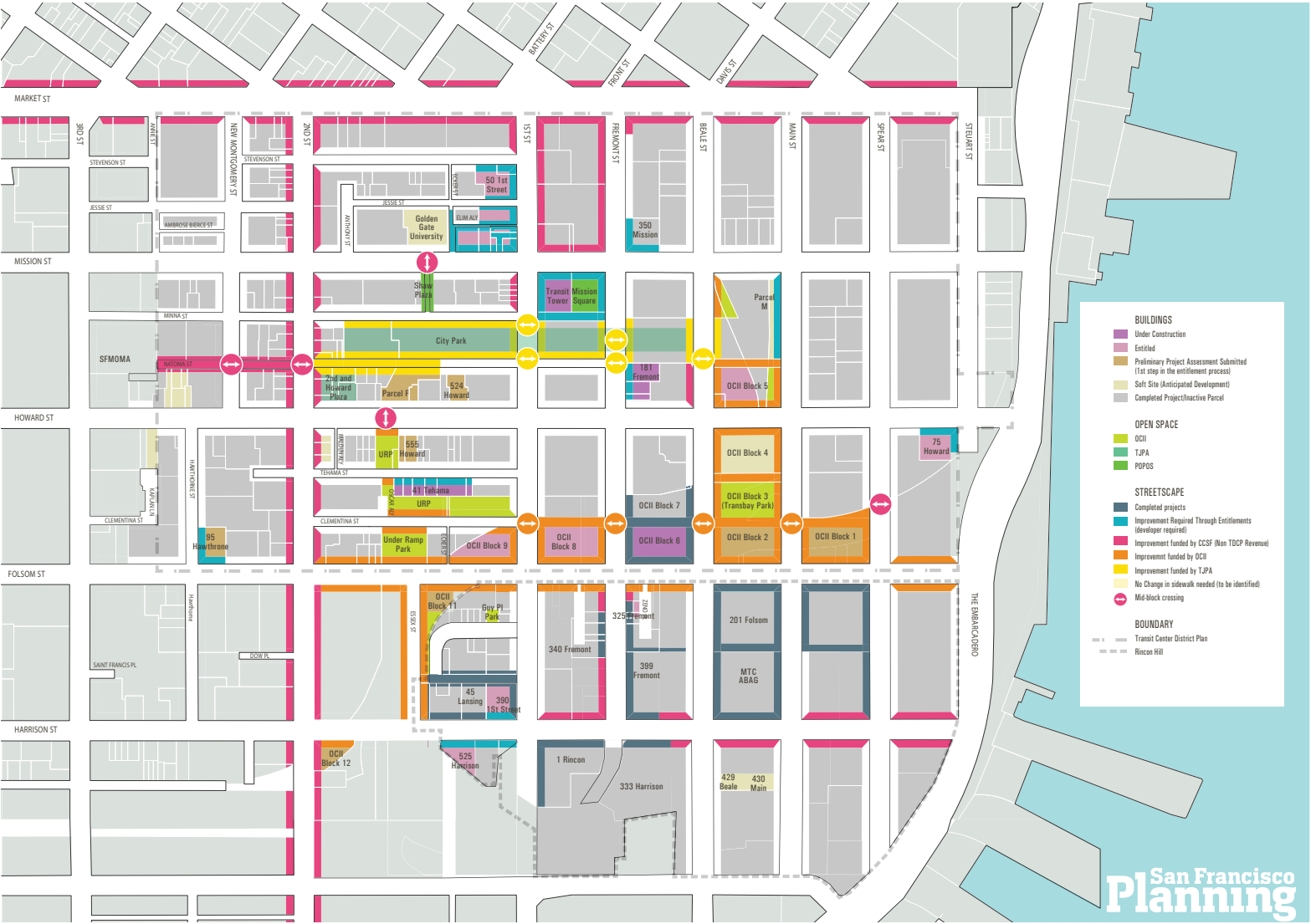
INFORM

CONSULT

INVOLVE

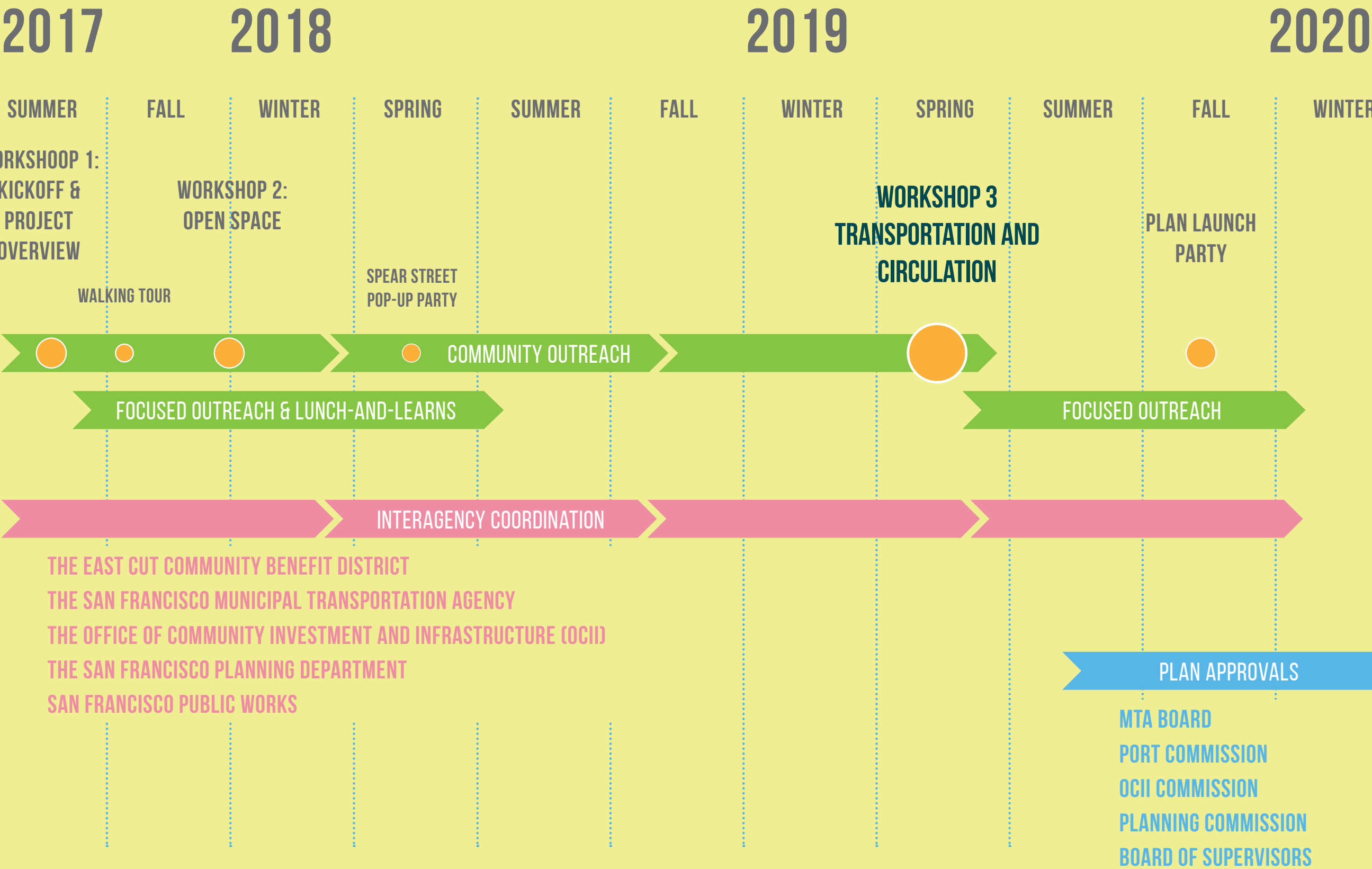
COLLABORATE

EMPOWER

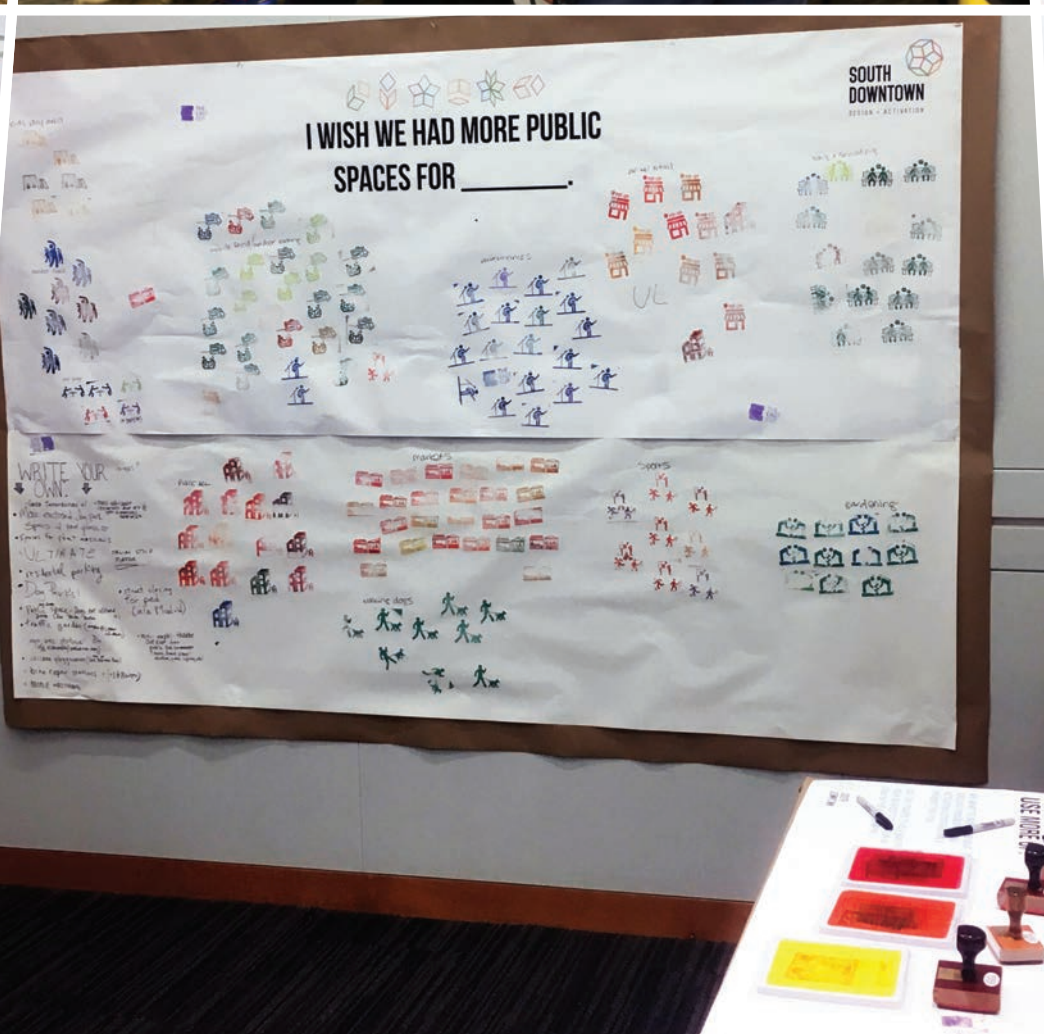


Identify community priorities for future streetscape improvements

# SODA PLANNING PROCESS OVERVIEW

















# WHAT WE'VE LEARNED



**MORE PUBLIC SPACES FOR  
OUTDOOR EATING, MARKETS,  
PERFORMANCES**



**MORE LIGHTING, SEATING  
AND ACTIVITIES IN PUBLIC  
SPACES**



**PROVIDE RETAIL MIX THAT  
MEETS DEMAND**



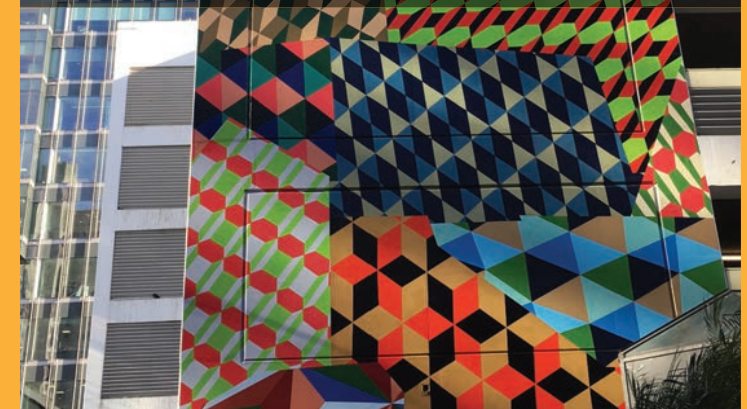
**USE MARKETS AND EVENTS  
TO OFFER EVENING/WEEKEND  
DESTINATIONS**



**MORE GREENERY AND  
GARDEN SPACE**



**INCORPORATE PUBLIC ART**





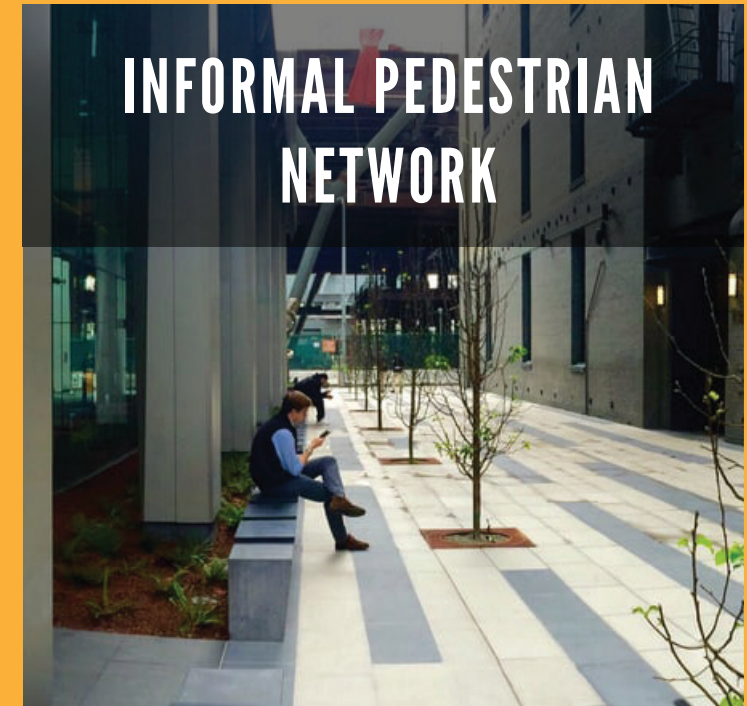
# WHAT WE'VE LEARNED



**MORE PEDESTRIAN FRIENDLY SPACES**



**LIVING STREETS**



**INFORMAL PEDESTRIAN NETWORK**



**VISION ZERO STREETS**



**TRAFFIC CALMING**

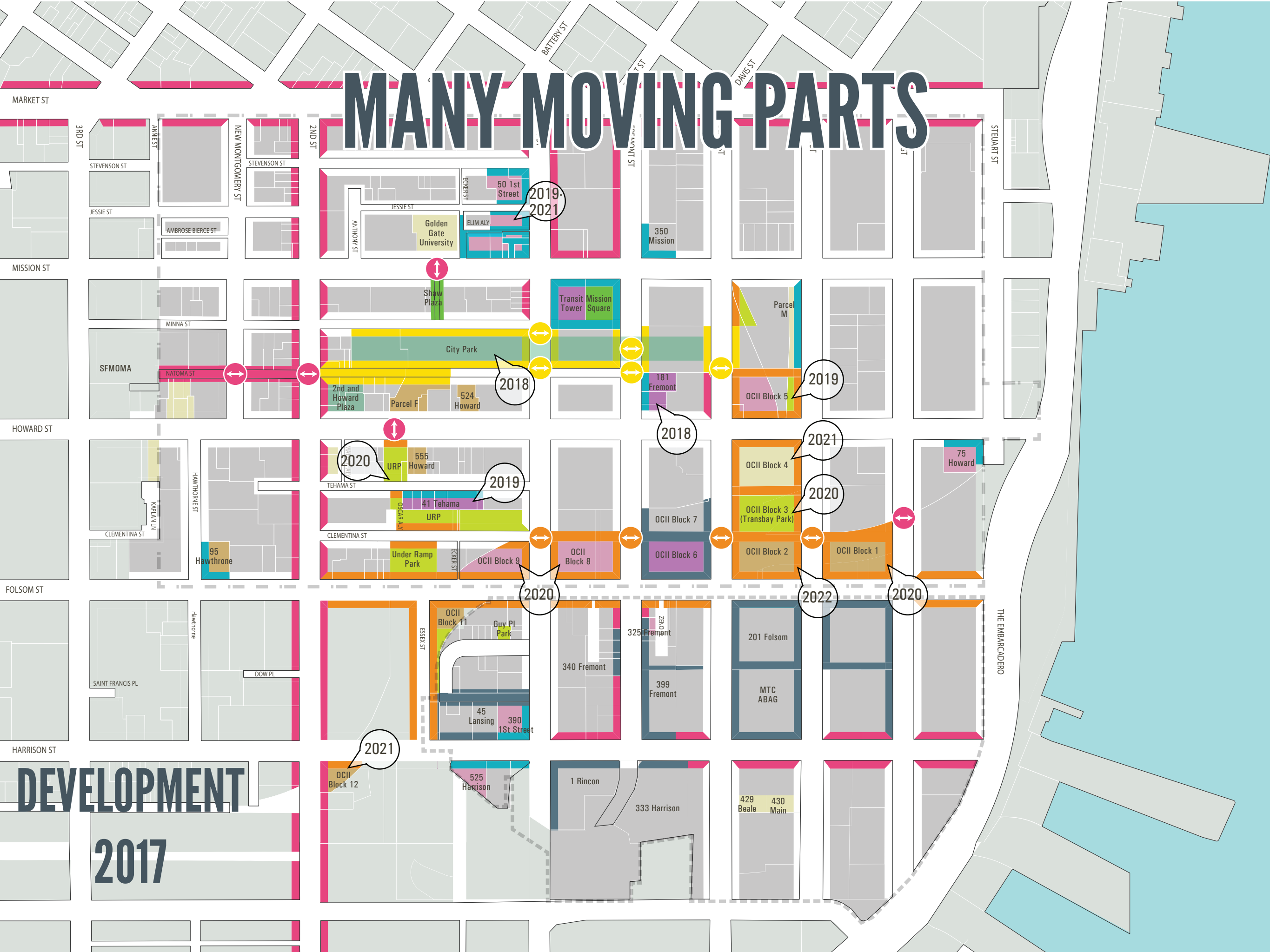


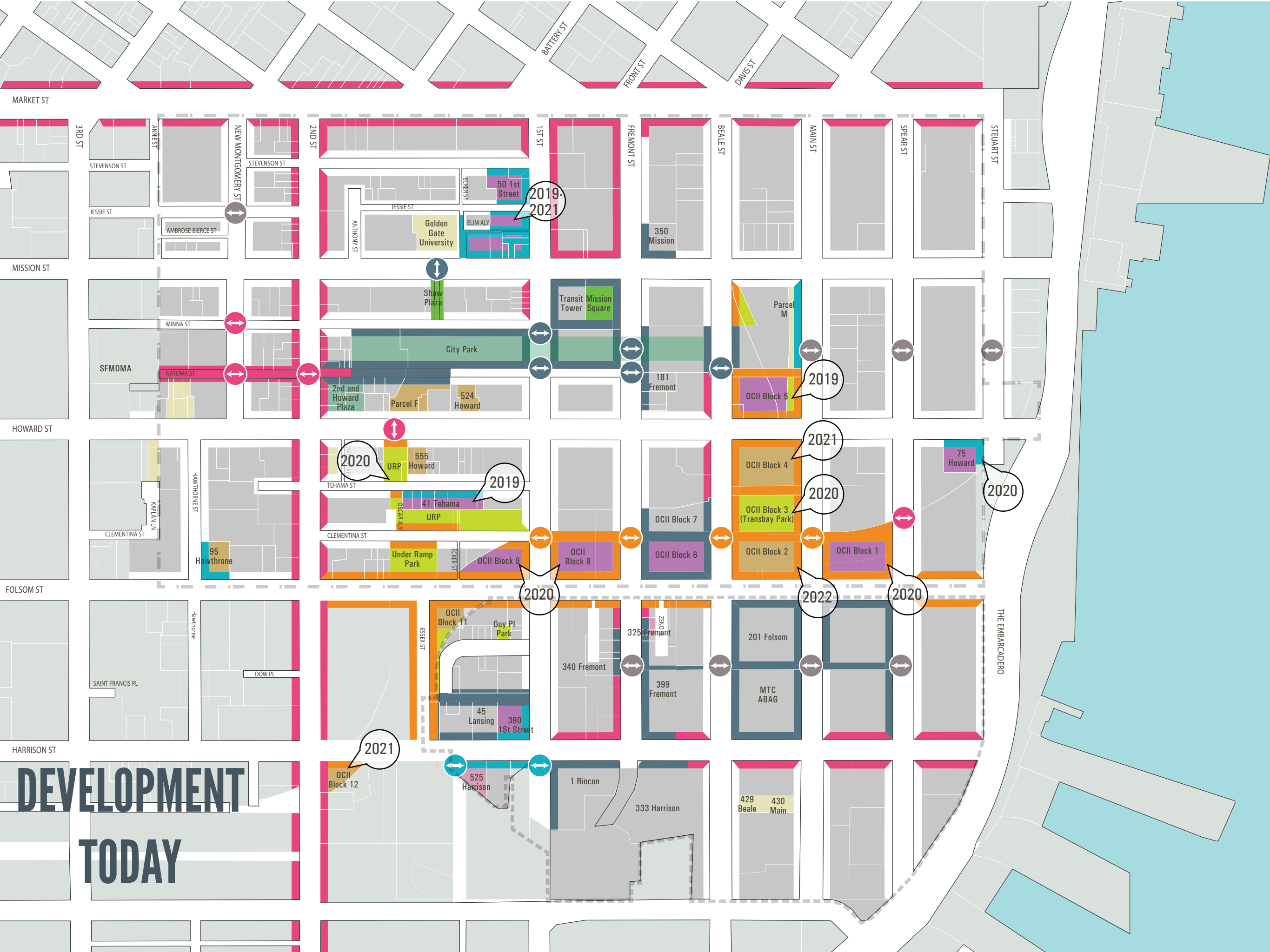
**IMPROVEMENTS IN SAFETY & TRANSPORTATION**



**CIRCULATION**

# MANY MOVING PARTS





MARKET ST

3RD ST

STEVENSON ST

JESSIE ST

ANNIE ST

NEW MONTGOMERY ST

STEVENSON ST

AMBROSE BIERCE ST

2ND ST

ANTHONY ST

JESSIE ST

Shaw Plaza

Golden Gate University

50 1st Street

ELIM ALY

2019-2021

FREMONT ST

350 Mission

BEALE ST

MAIN ST

SPEAR ST

STUART ST

MISSION ST

MINNA ST

SFMOMA

NATOMA ST

City Park

2nd and Howard Plaza

Parcel F

524 Howard

Transit Tower

Mission Square

181 Fremont

Parcel M

OCII Block 5

2019

HOWARD ST

HAWTHORNE ST

CLEMENTINA ST

KAPLAN LN

95 Hawthorne

2020

URP

555 Howard

2019

TEHAMA ST

41 Tehama

URP

CLEMENTINA ST

Under Ramp Park

OCII Block 9

2020

OCII Block 8

OCII Block 7

OCII Block 6

OCII Block 4

2021

2020

OCII Block 3 (Transbay Park)

OCII Block 2

2022

OCII Block 1

75 Howard

2020

FOLSOM ST

Hawthorne

SAINT FRANCIS PL

DOW PL

OCII Block 11

ESSEX ST

Guy Pl Park

45 Lansing

390 1st Street

2021

OCII Block 12

525 Harrison

1 Rincon

333 Harrison

429 Beale

430 Main

325 Fremont

340 Fremont

399 Fremont

201 Folsom

MTC ABAG

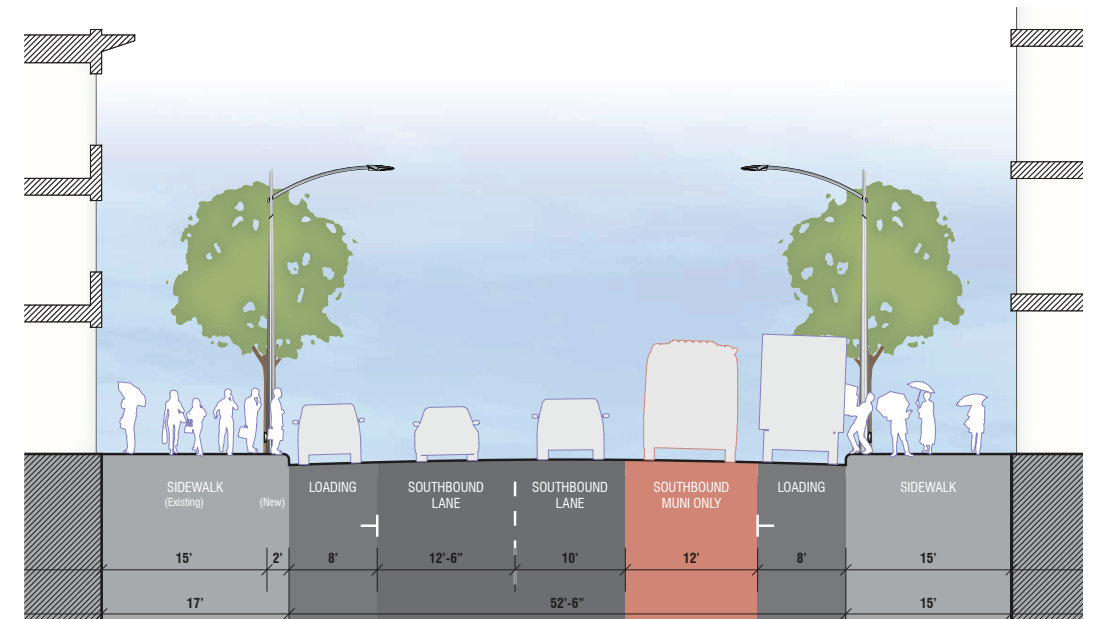
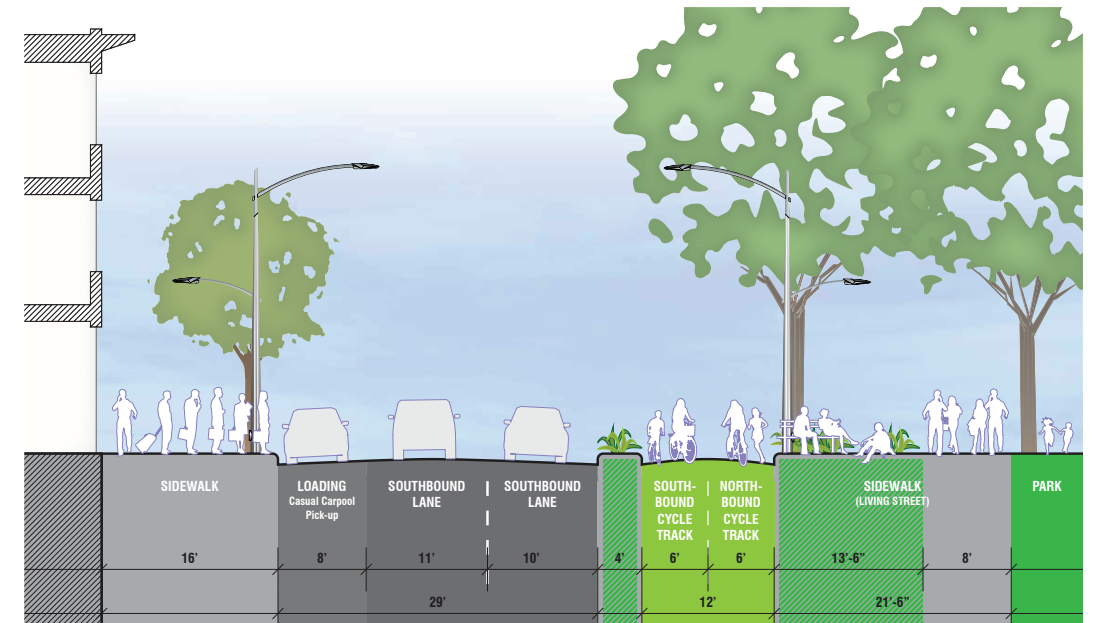
THE EMBARCADERO

HARRISON ST

DEVELOPMENT  
TODAY



# DEVELOP CONCEPTUAL STREET DESIGNS

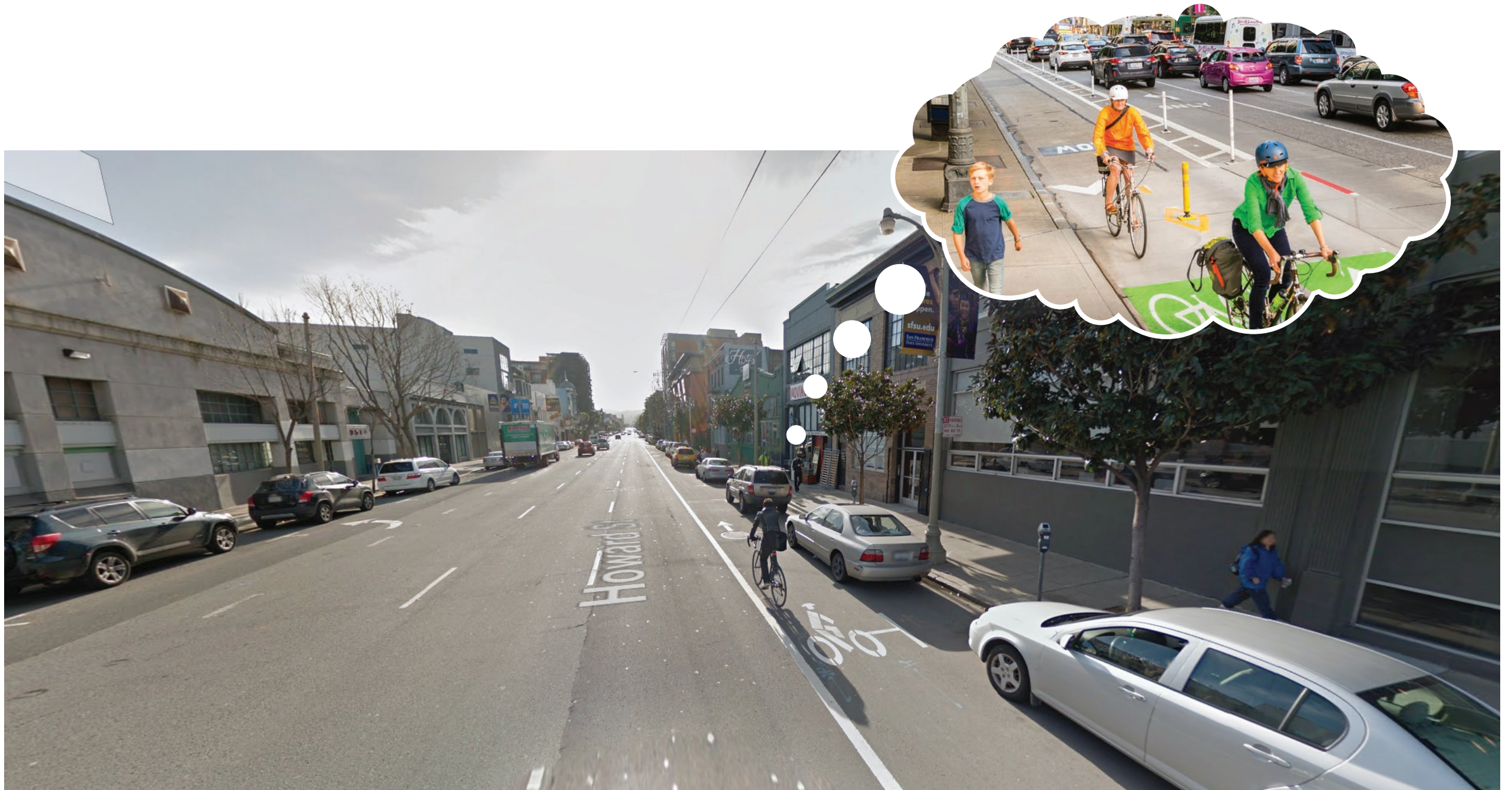


# RESPOND TO INCREASED DEMAND AT THE CURBSIDE



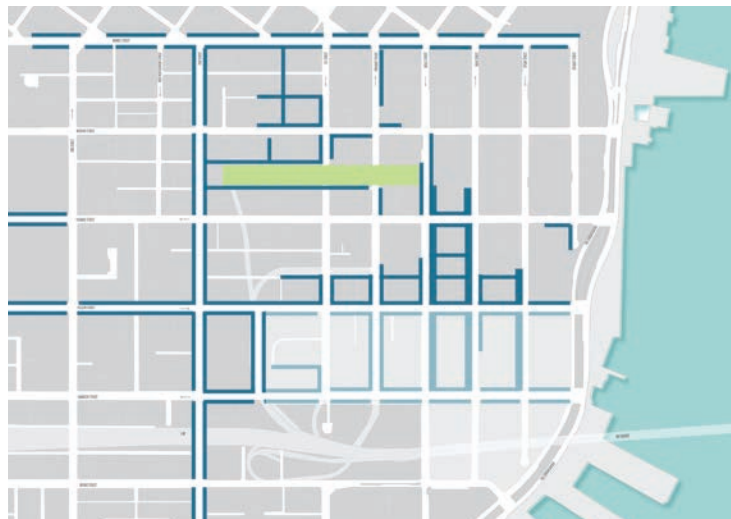


# IMPLEMENT SAFE BIKE FACILITIES



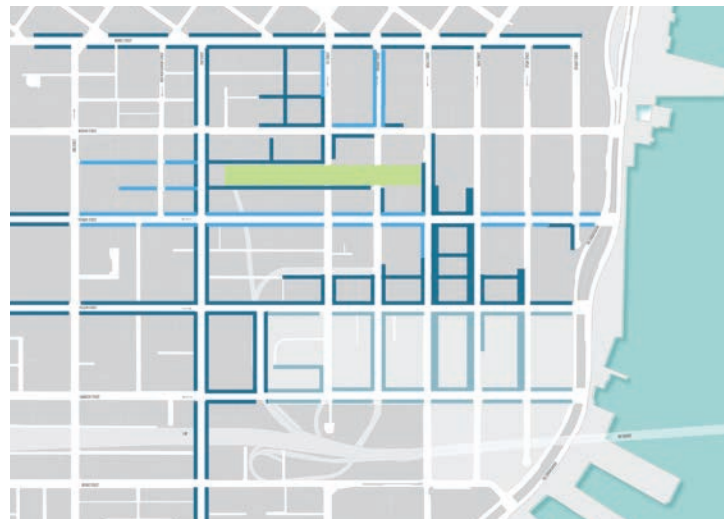


# PRIORITIZE WHEN/WHERE IMPACT FEE REVENUES WILL BE SPENT

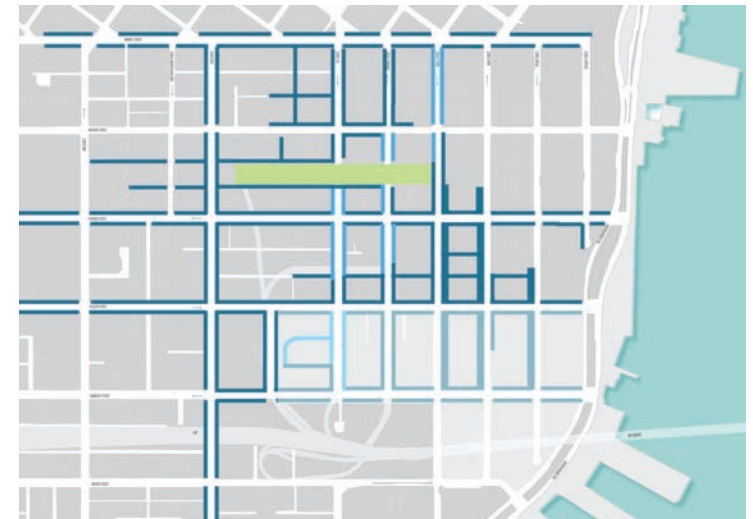


## WE'VE GOT IT COVERED

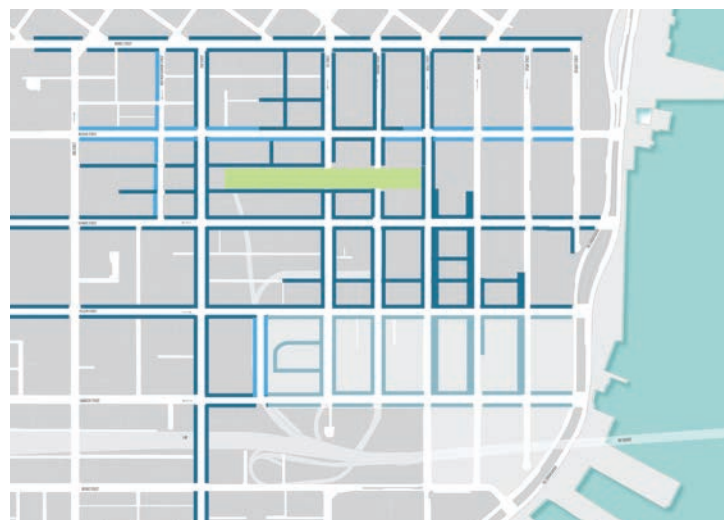
- + Soda Phase A (under construction or completed)
- + Has/Will be Built by Private Development
- + Not-Soda Project (e.g. Better Market Street)



## PHASE B



## PHASE C



## PHASE D



## PHASE E



**WHY IS TRAFFIC SO BAD?**









IMAGE SOURCE: EMERICS TIMELAPSE

[HTTPS://WWW.EMERICTIMELAPSE.COM/SANFRANCISCO/4K-SAN-FRANCISCO-BAY-BRIDGE-AT-NIGHT-FAST-SHUTTER](https://www.emerictimelapse.com/sanfrancisco/4k-san-francisco-bay-bridge-at-night-fast-shutter)



Here are 200 people in 177 cars



on bikes



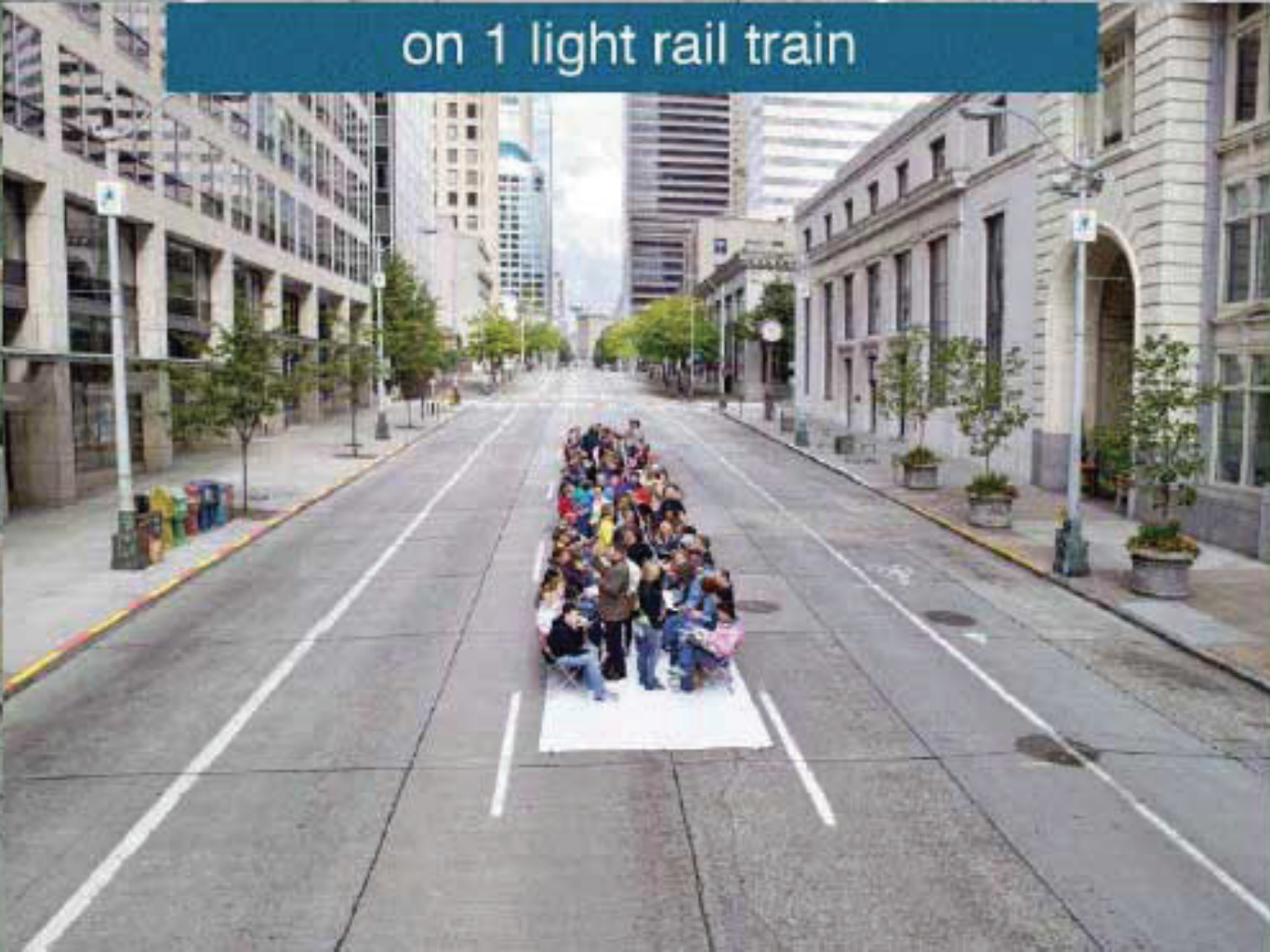
Images of downtown  
Seattle's 2nd Avenue

From the International  
Sustainability Institute's  
Commuter Toolkit poster

on 3 buses



on 1 light rail train





**VISION ZERO**



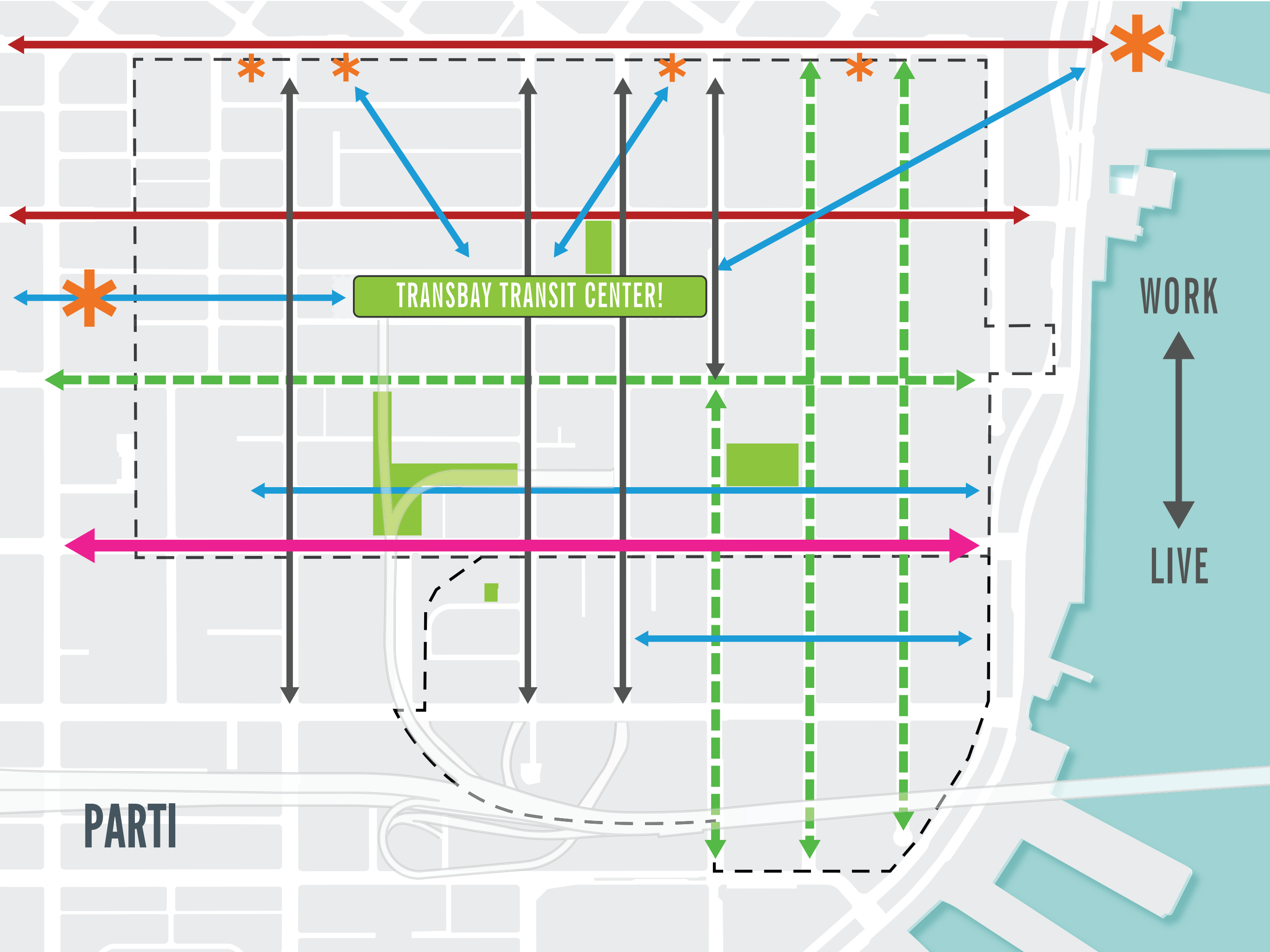


# KEVIN MANNING TESS ROTHSTEIN



**BIG IDEAS SYSTEMS**





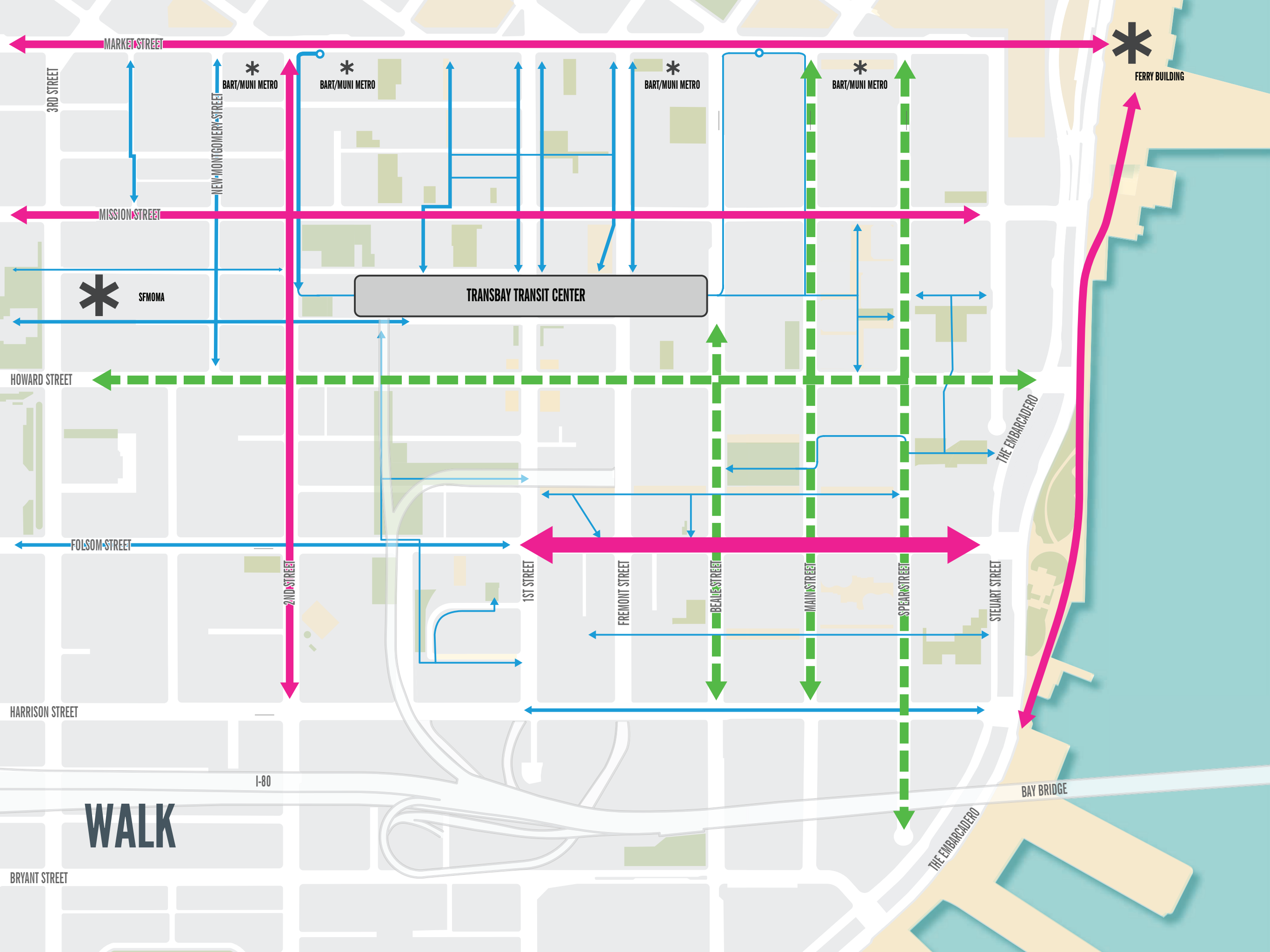
TRANSBAY TRANSIT CENTER!

WORK

LIVE

PARTI





MARKET STREET

3RD STREET

NEW MONTGOMERY STREET

\* BART/MUNI METRO

\* BART/MUNI METRO

\* BART/MUNI METRO

\* BART/MUNI METRO



FERRY BUILDING

MISSION STREET



SFMOMA

TRANSBAY TRANSIT CENTER

HOWARD STREET

FOLSOM STREET

2ND STREET

1ST STREET

FREMONT STREET

BEAULIEU STREET

MAIN STREET

SPEAR STREET

STEUART STREET

THE EMBARCADERO

HARRISON STREET

I-80

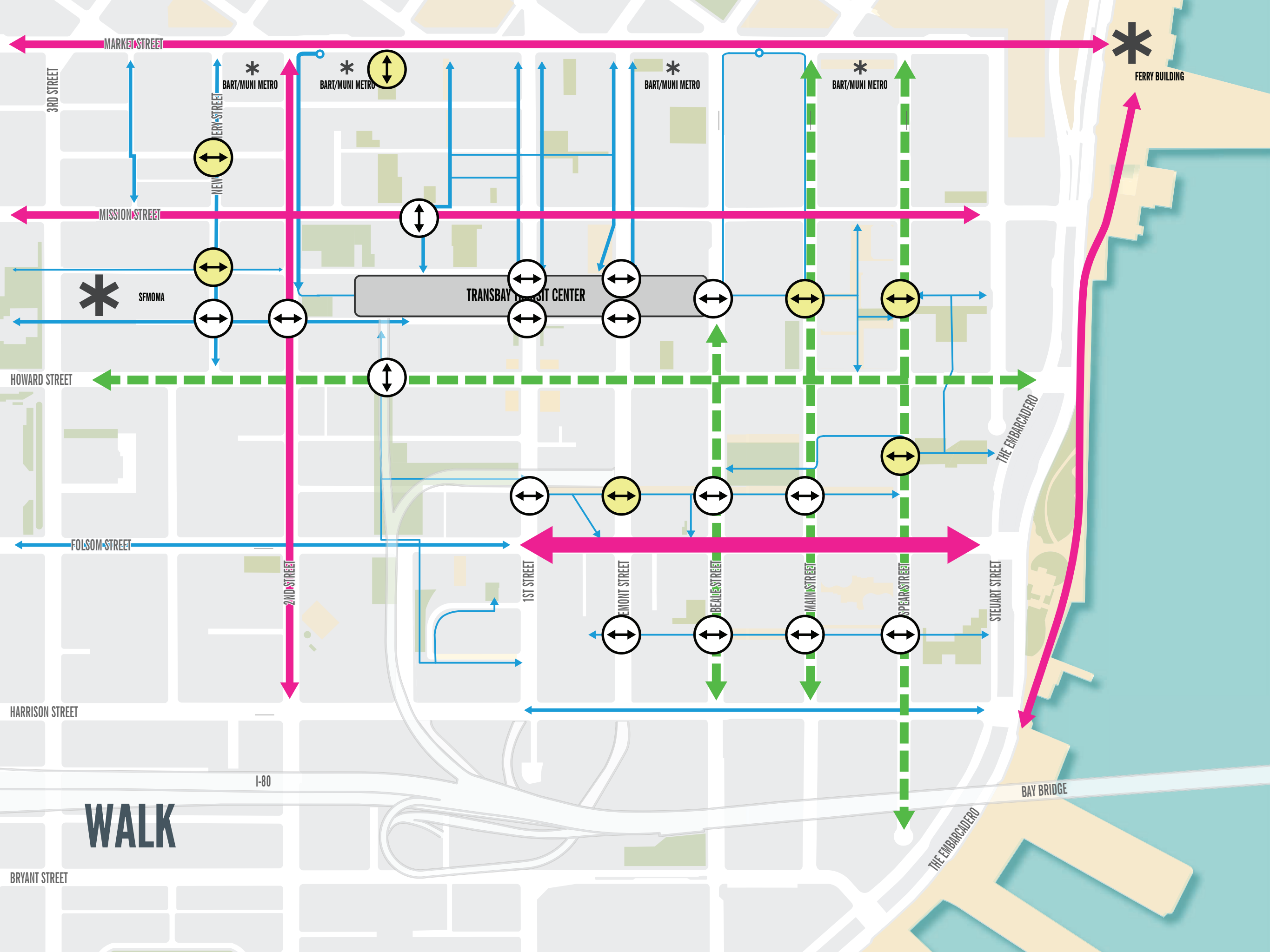
WALK

BRYANT STREET

BAY BRIDGE

THE EMBARCADERO





MARKET STREET

3RD STREET

NEW STREET

MISSION STREET

SFMOMA

TRANSBAY TRANSIT CENTER

HOWARD STREET

FOLSOM STREET

2ND STREET

1ST STREET

EMONT STREET

DEANE STREET

MAIN STREET

SPEAR STREET

STUART STREET

HARRISON STREET

I-80

WALK

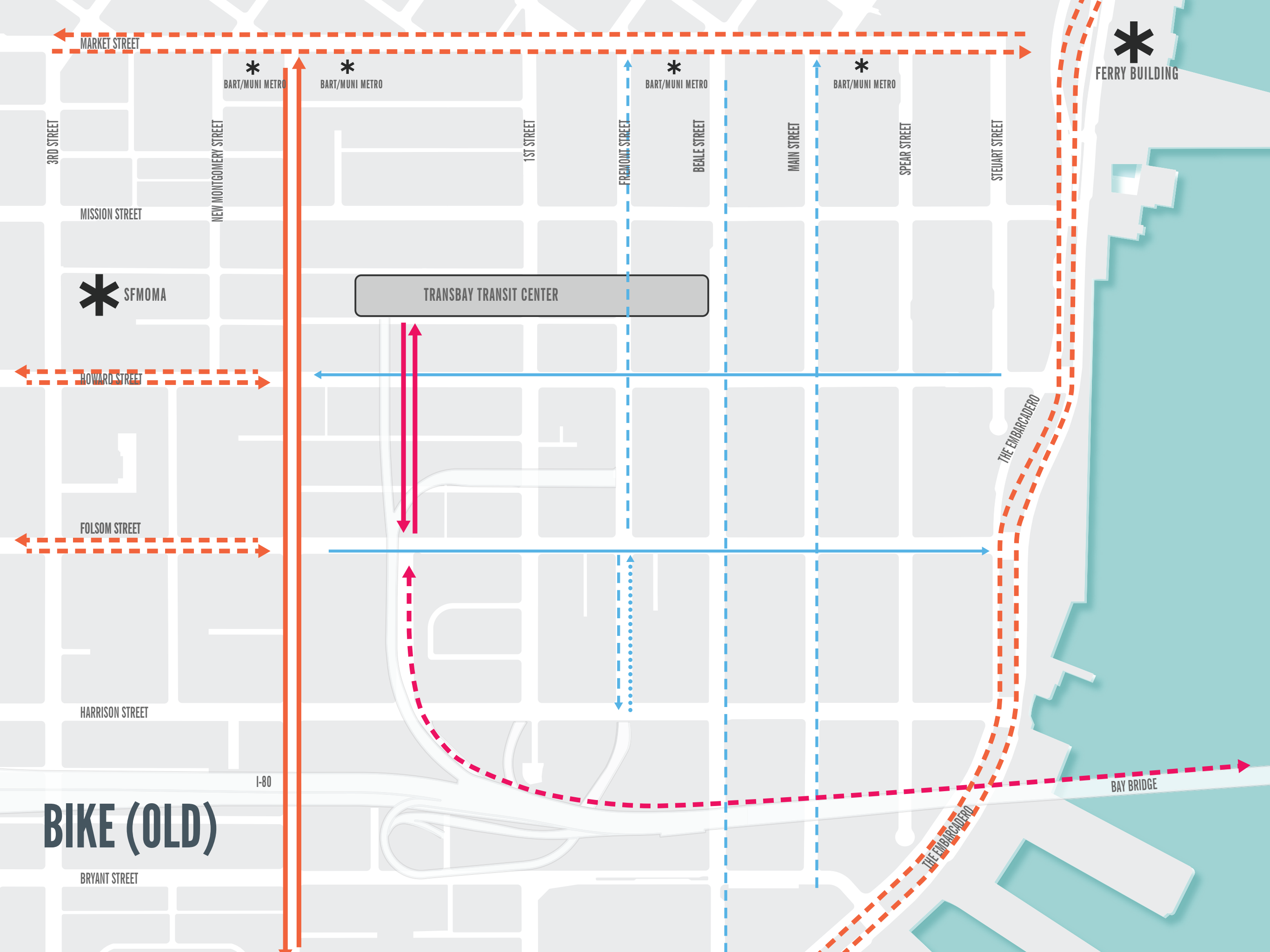
BRYANT STREET

BAY BRIDGE

THE EMBARCADERO

FERRY BUILDING





MARKET STREET

3RD STREET

MISSION STREET

NEW MONTGOMERY STREET

1ST STREET

FREMONT STREET

BEALE STREET

MAIN STREET

SPEAR STREET

STEWART STREET

SFMOMA

TRANSBAY TRANSIT CENTER

FERRY BUILDING

HOWARD STREET

FOLSOM STREET

HARRISON STREET

I-80

BIKE (OLD)

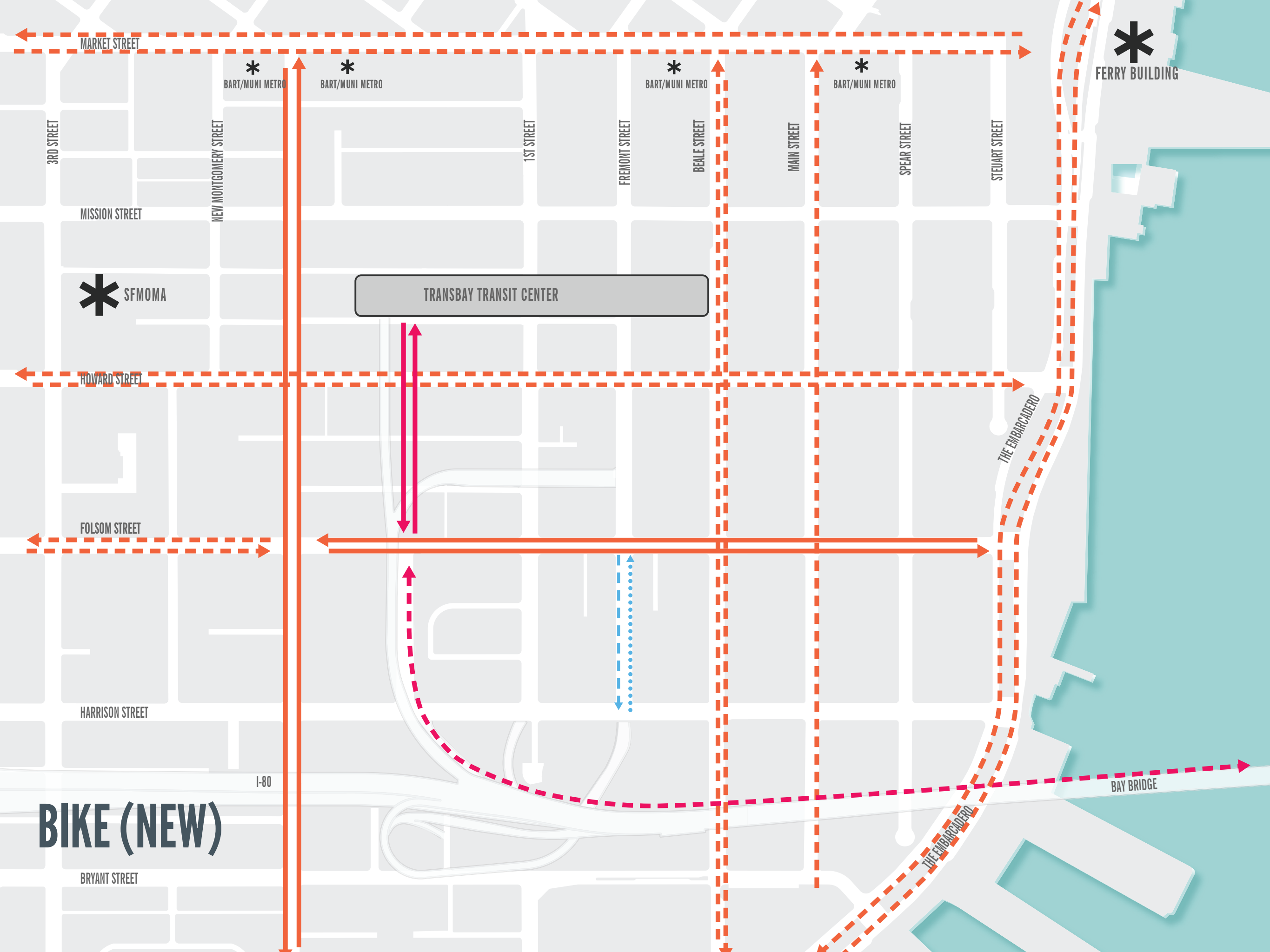
BRYANT STREET

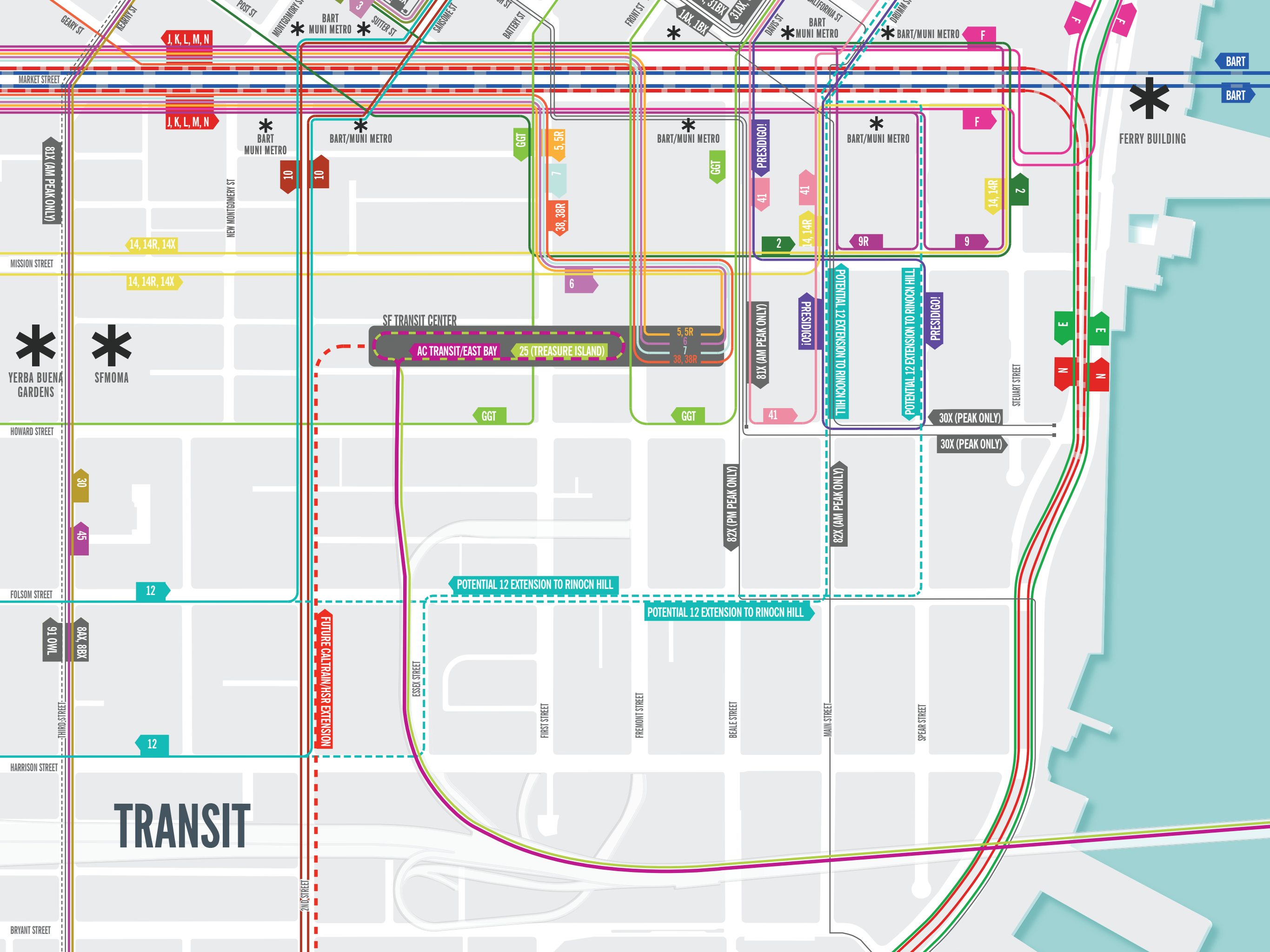
THE EMBARCADERO

THE EMBARCADERO

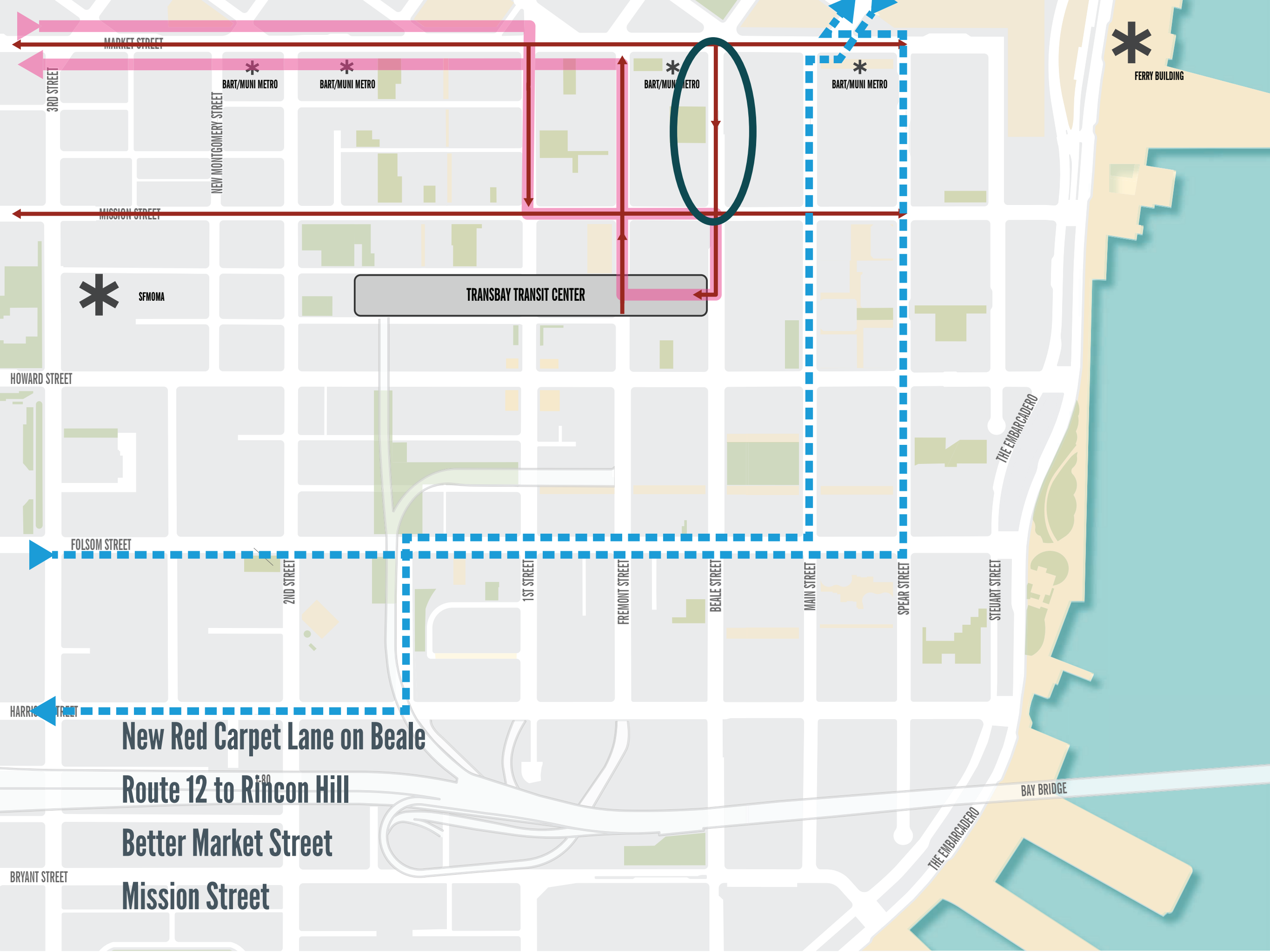
BAY BRIDGE











MARKET STREET

3RD STREET

NEW MONTGOMERY STREET

BART/MUNI METRO

BART/MUNI METRO

BART/MUNI METRO

BART/MUNI METRO

FERRY BUILDING

MISSION STREET



SFMOMA

TRANSBAY TRANSIT CENTER

HOWARD STREET

FOLSOM STREET

2ND STREET

1ST STREET

FREMONT STREET

BEALE STREET

MAIN STREET

SPEAR STREET

STEUART STREET

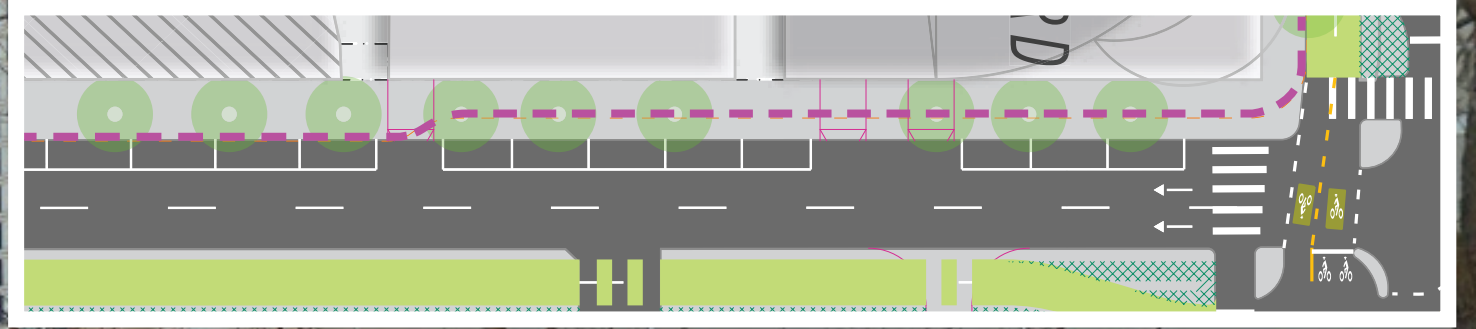
THE EMBARCADERO

BAY BRIDGE

THE EMBARCADERO

New Red Carpet Lane on Beale  
Route 12 to Rincon Hill  
Better Market Street  
Mission Street





CURBSIDE



# Prioritization of Activities at the Curbside



1. Movement



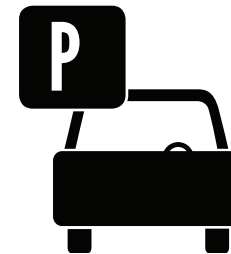
2. Access for People



3. Access for Goods



4. Public Space and Services



5. Vehicle Storage

**CONVERT PARKING TO LOADING NORTH OF FOLSOM**

**CURBSIDE**

# BIG IDEAS PROJECTS



# Natoma Art Alley

SFMOMA

YERBA BUENA CBD

SF PLANNING

SF PUBLIC WORKS

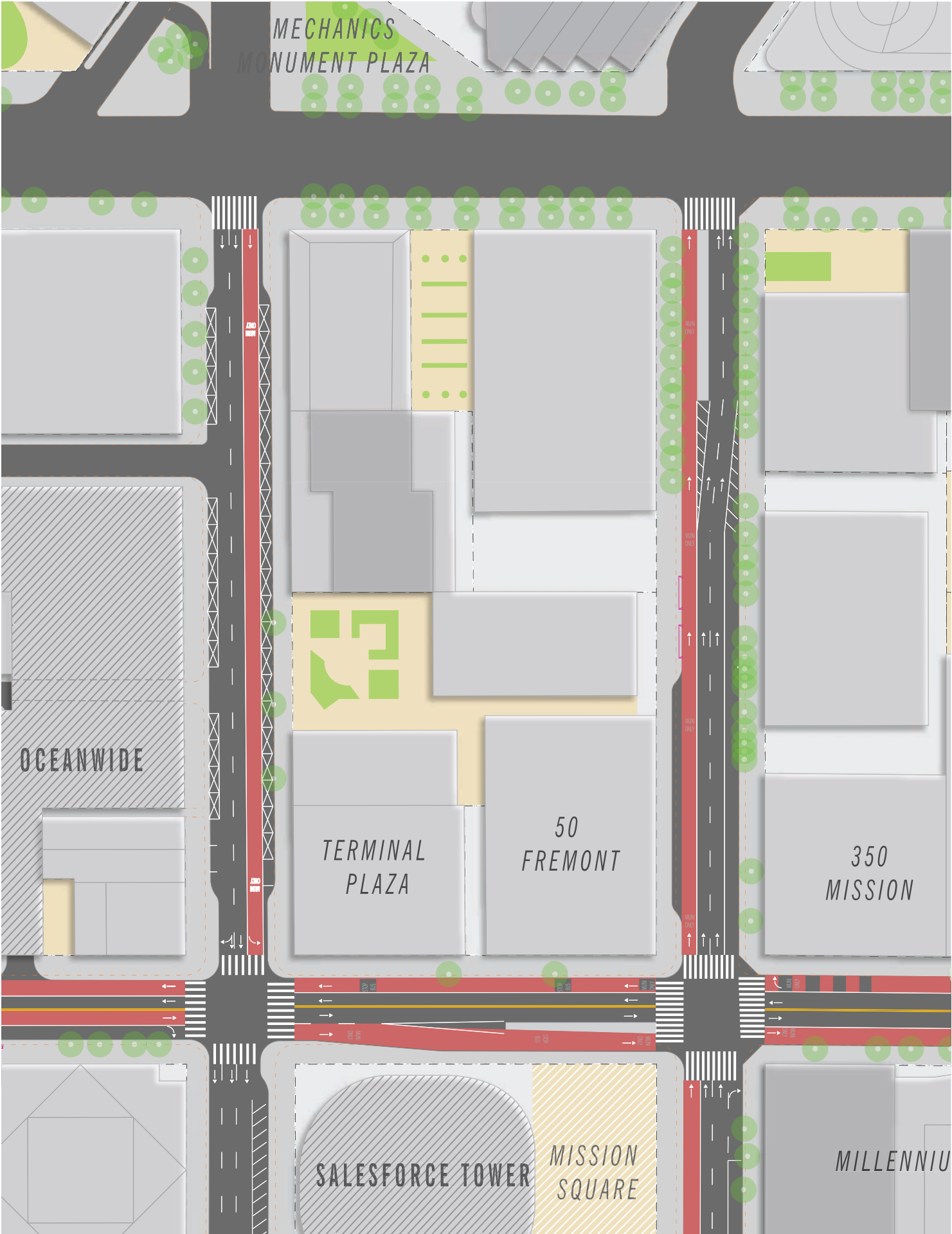
SF ARTS COMMISSION

SFMTA



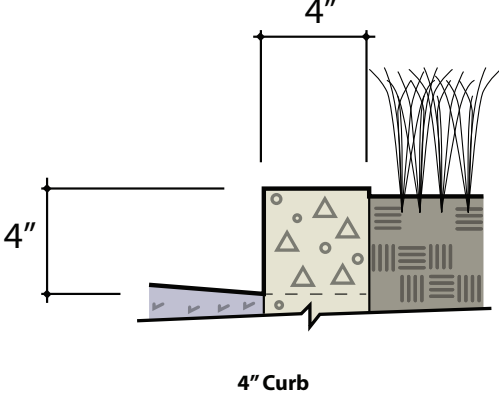
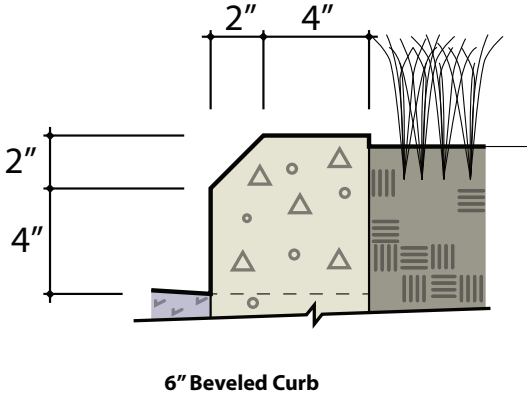
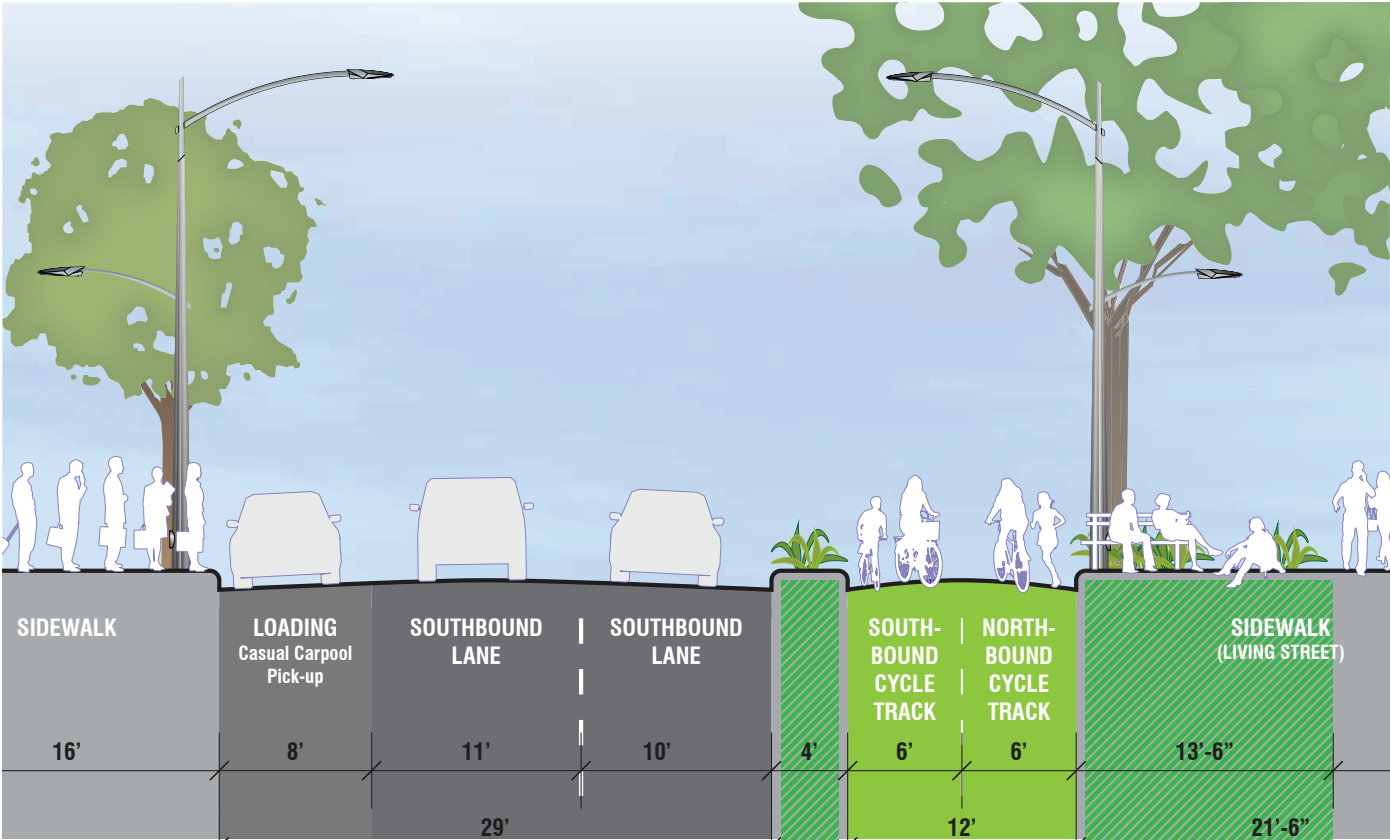
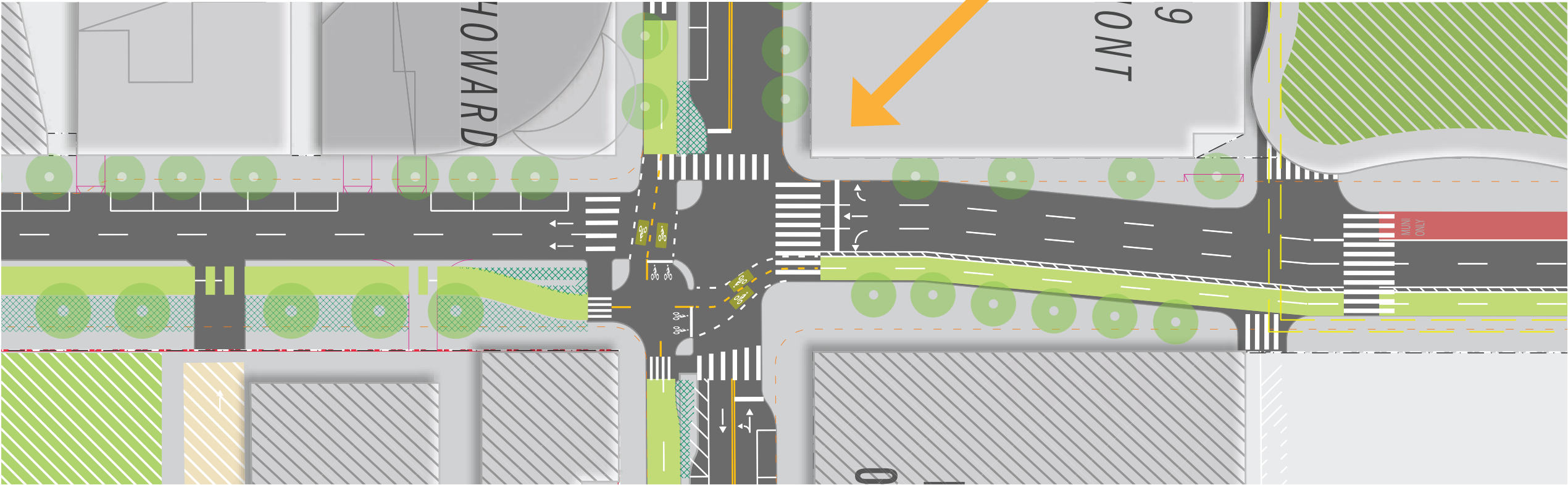


# The Transit U



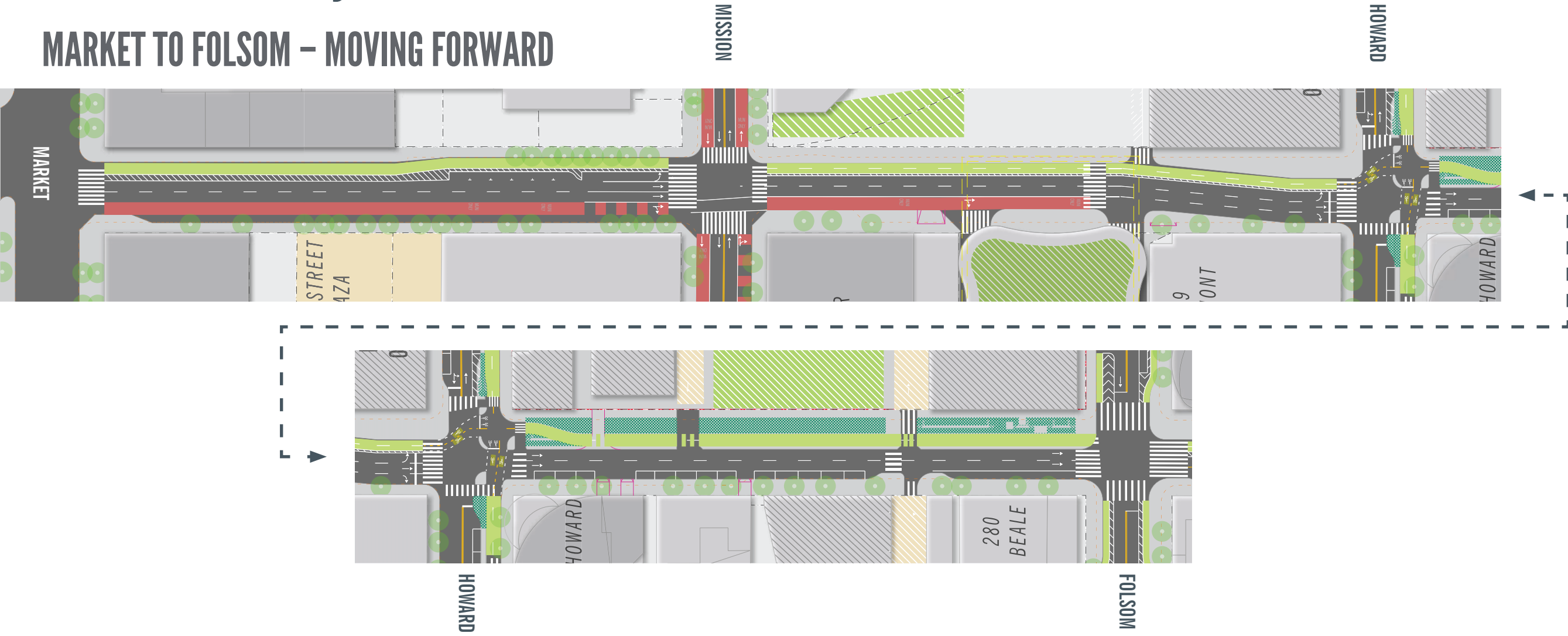


# Beale Street Cycle Track & Casual Carpool



# Beale Street Cycle Track

MARKET TO FOLSOM – MOVING FORWARD

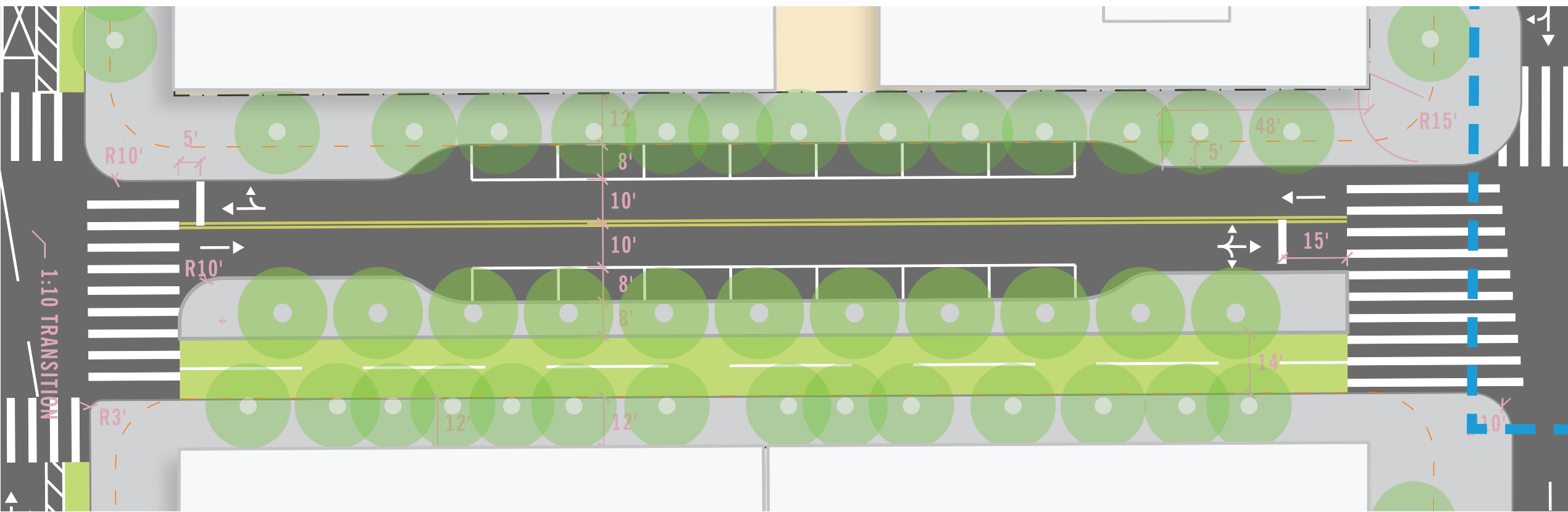
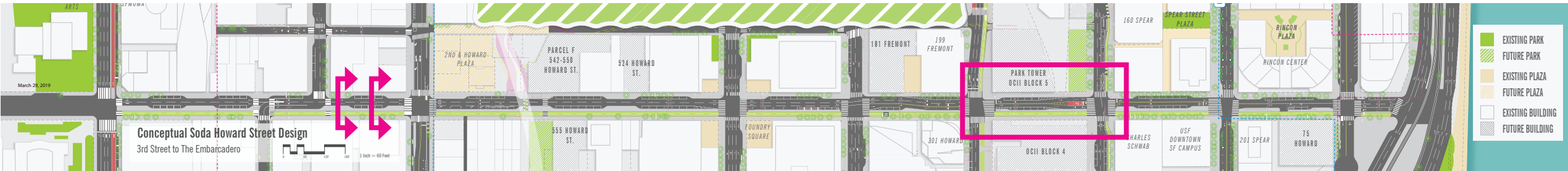
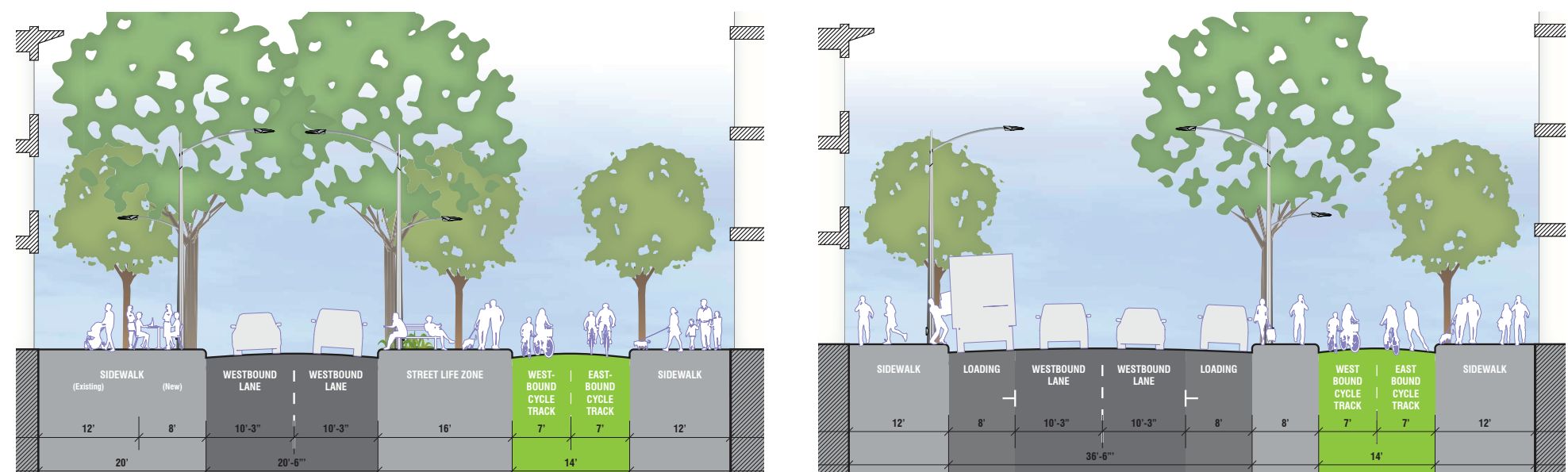


FOLSOM TO BRYANT – PRELIMINARY CONCEPT, UNFUNDED



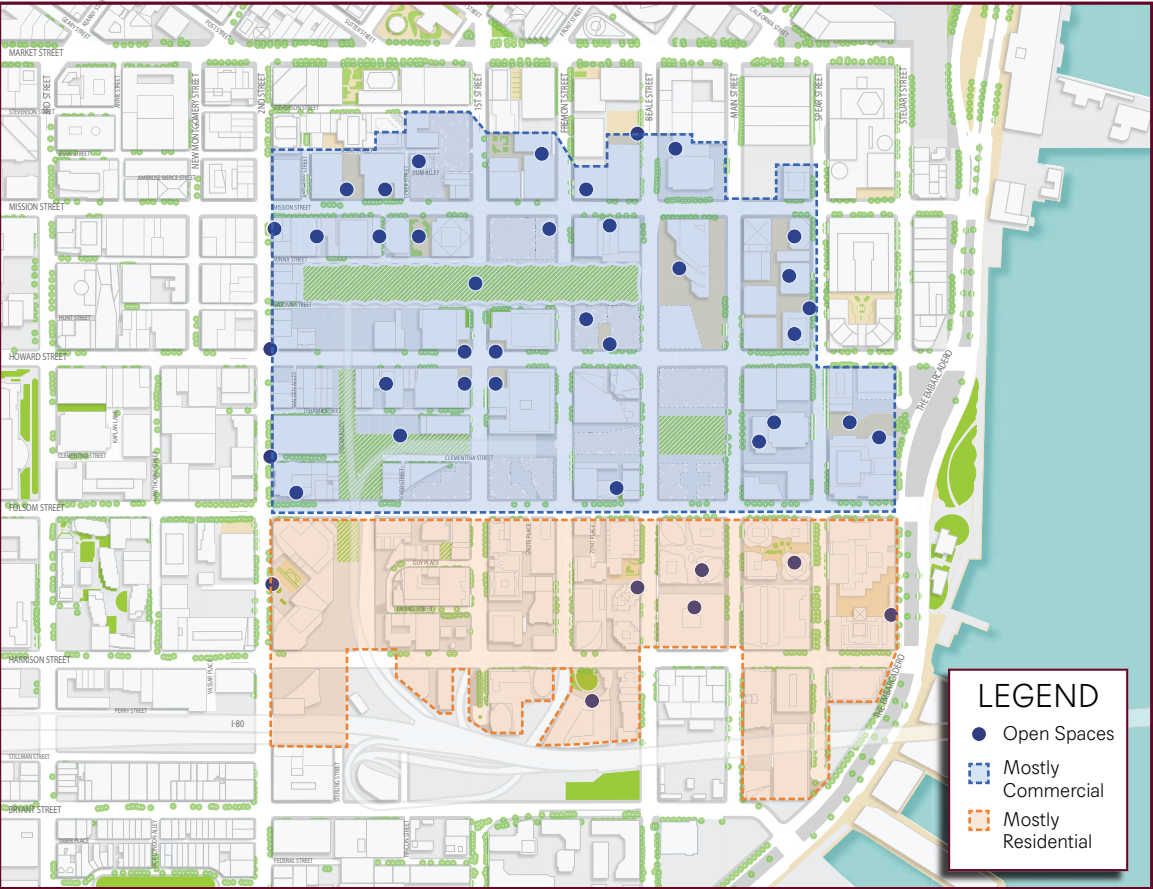


# Howard Street Bike Greenway



# East Cut Open Space Inventory

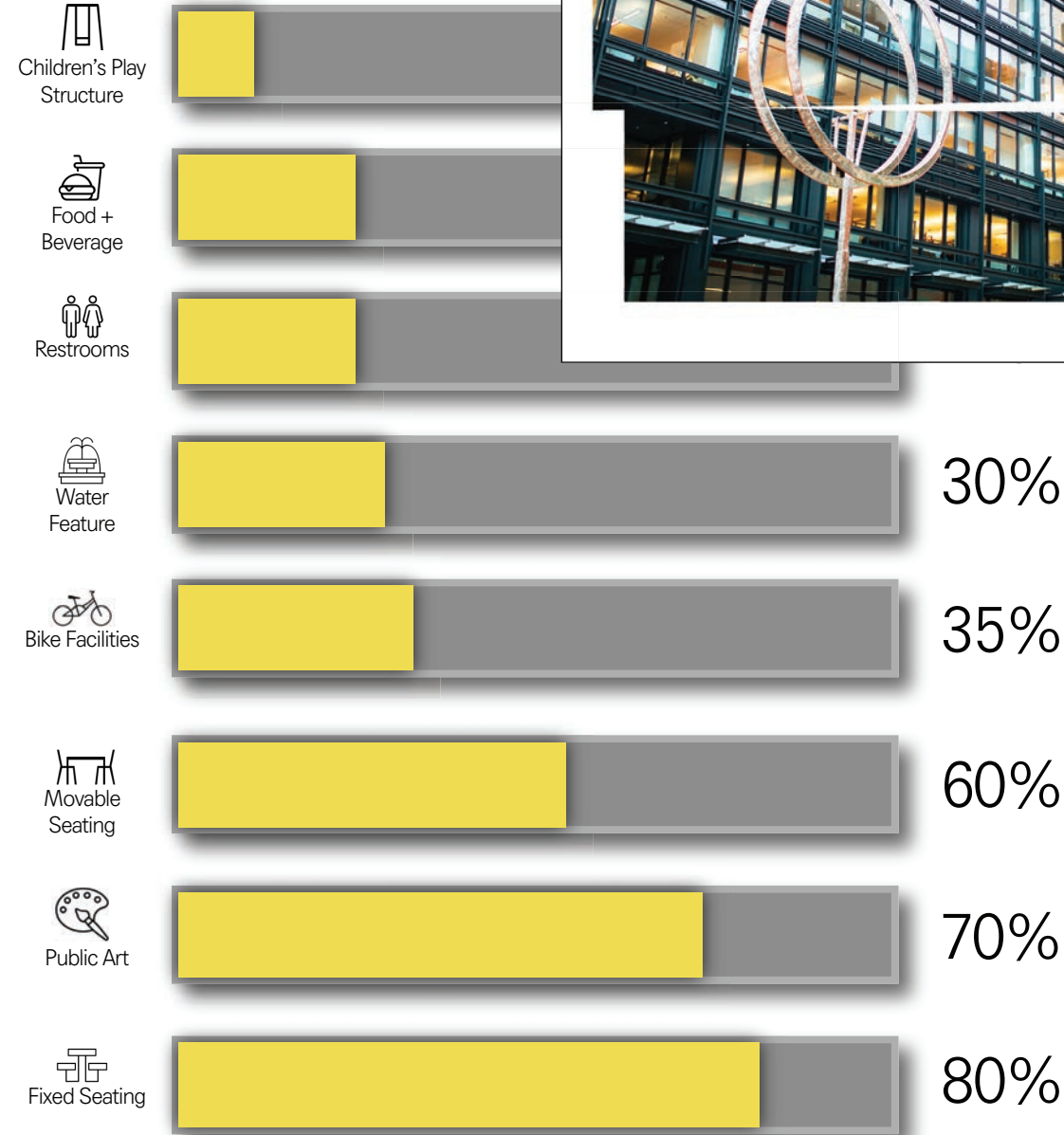
## DISTRICT MAP



**Map of Open Spaces**  
This map catalogs all public open spaces in The East Cut neighborhood. Folsom Street acts as the division between mainly residential parcels to the South versus the commercial parcels to the North.

## WHAT'S ON SITE

Each open space has unique amenities and qualities compiled to understand the qualities of The East Cut's





# East Cut Open Space Inventory

## 300 BEALE STREET

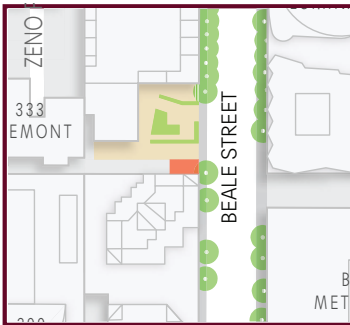
Typology: Pocket  
POPOS: No  
Key features: Designated smoking area



**Observations and Opportunities:**  
300 Beale Street is an open space pocket that features a connection to Fremont Street by way of a stairwell. The space is used by pedestrians moving from Beale Street to Fremont Street. Besides circulation, this space is typically used as a designated smoking area. This space could use seating, color, better maintenance of landscape, removal of the entry gate, lighting, and a way finding element.

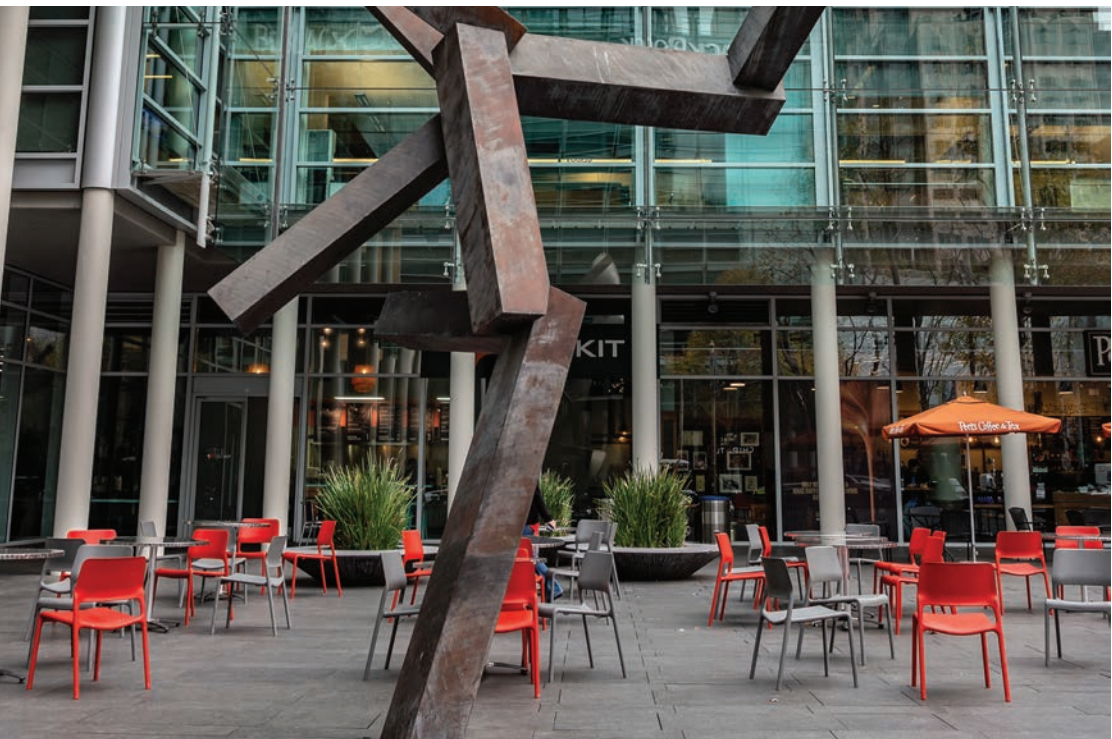
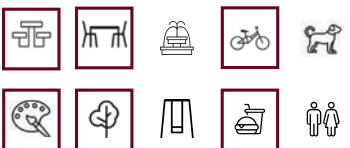
“Not clear it’s open to the public as the gate is frequently shut.”

-inventory surveyor



## FOUNDRY SQUARE II

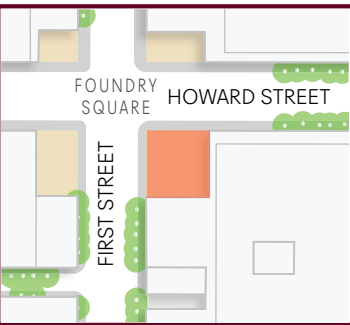
Typology: Plaza  
POPOS: Yes  
Key features: Sculpture, ample seating, corner site



**Observations and Opportunities:**  
405 Howard Street is a POPOS part of Foundry Square. The space features a Spice Kit Asian Street Food restaurant, Peet’s Cafe and shady places to sit. People are typically going into offices or coming out of cafes. The POPOS features the sculpture “Untitled” by Joel Shapiro. Surveyors noted that the space can be shady and cold making it unpleasant to spend time there. The space could benefit from pruning the tree’s canopies to allow in more sunlight.

“People are mostly going into offices or cafes.”

-inventory surveyor



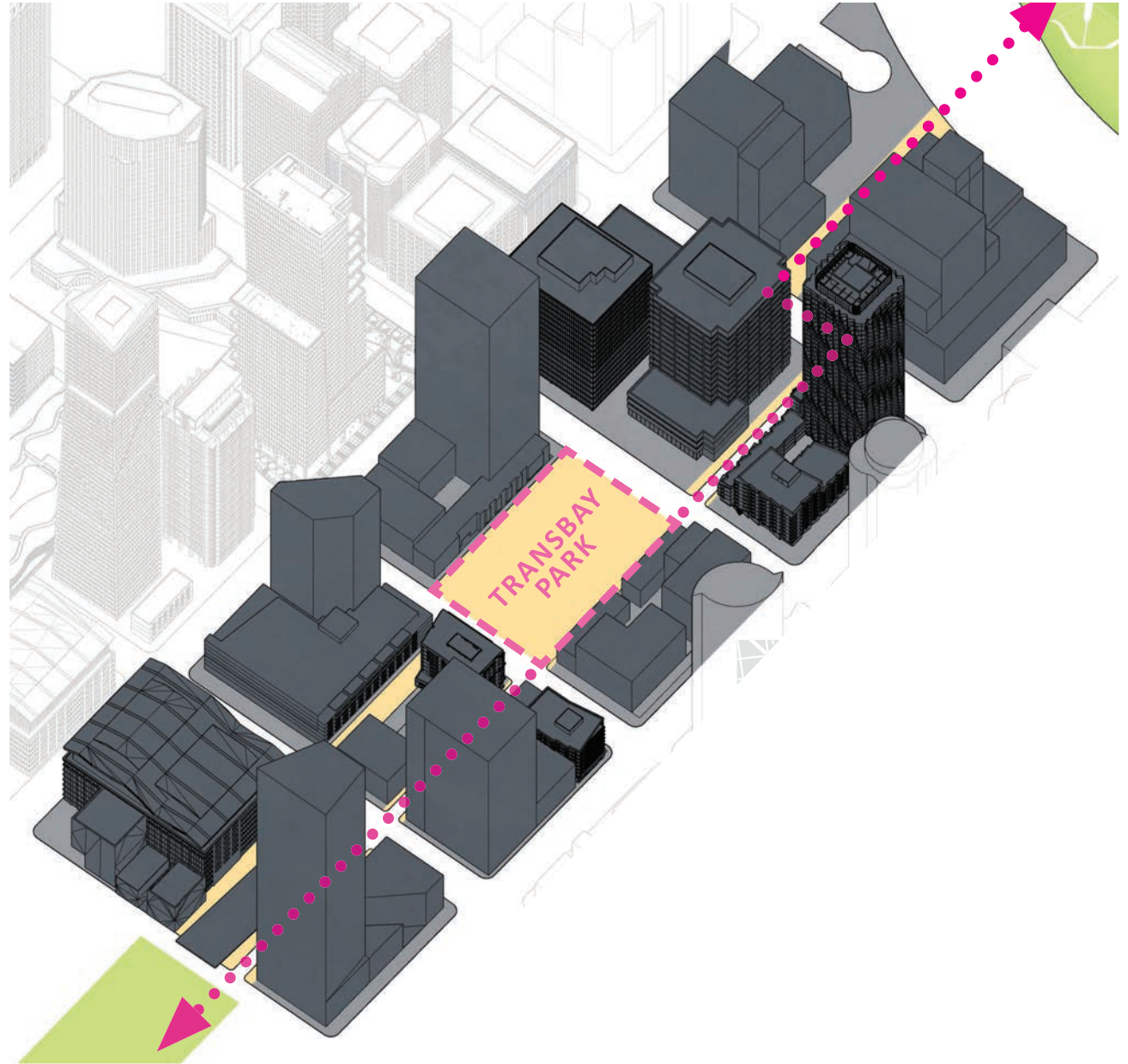
405 HOWARD STREET



# Transbay Park



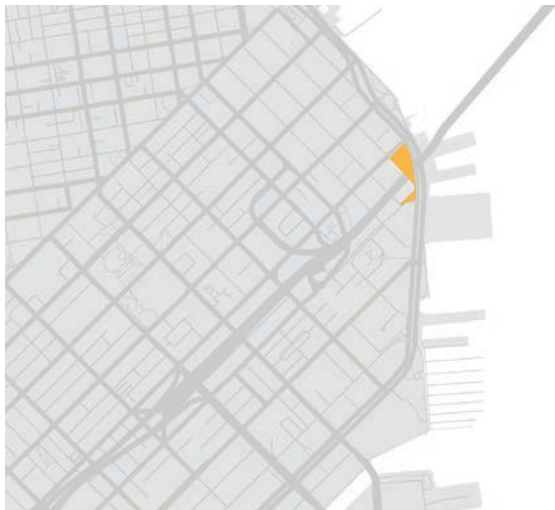
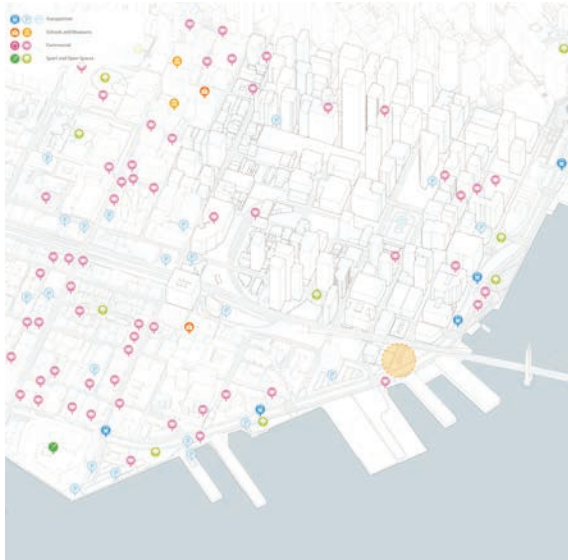
pen Space Link



Outreach Process to begin imminently!



# Spear Street Park





# Spear Street Park Studio Pop-Up Party





# DETAILS

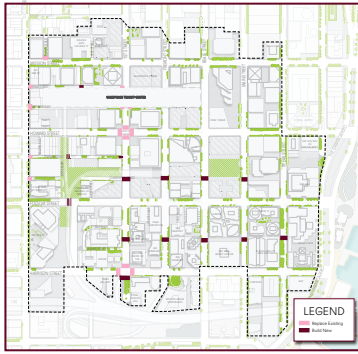
## PATTERNED CROSSWALKS

Crosswalks to feature playful designs in hopes of calming those stuck in traffic en route to the Bay Bridge and pedestrians.

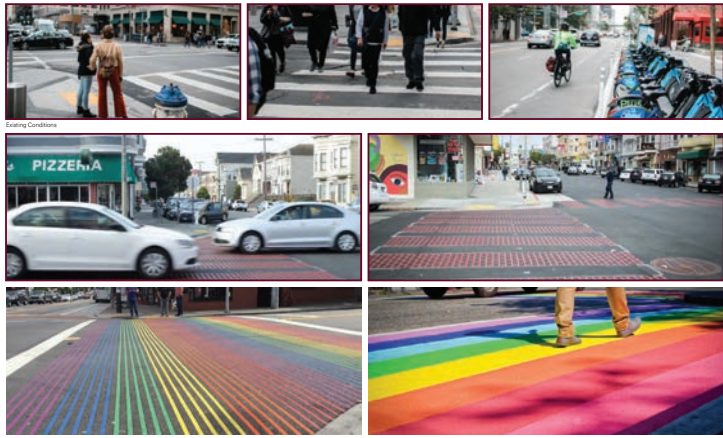
**Description**  
The East Cut is known for its heavy traffic daily for commuters heading to the Bay Bridge. Pedestrian crosswalks are essential to the public realm and emphasizing them through colored patterns can help bring awareness to drivers. Many drivers in the neighborhood "block the box" causing car accidents and pedestrian danger.

**Benefit to the district**  
This project will benefit the district by adding needed color and playfulness to the public realm. Moreover, this will help to make drivers aware of crosswalks on major and minor streets.

- Considerations**
- Crosswalks cannot be implemented into major streets, only alleys.
  - There are several planned crosswalks in the district that can be designed. It will be easier to implement into planned crosswalks rather than replace existing.
  - Matching crosswalks would be a form of way-finding for visitors.
  - We would collaborate with SFPDW to implement these patterns.



Intersections heavily used for Bay Bridge traffic



Top Left & Right: Richmond District | Bottom Left: Castro District | Bottom Right: Vancouver installation

CONCEPTS & PROJECTS ADVOCATE **COLLABORATIVE** LEAD 1. TRAFFIC CALMING

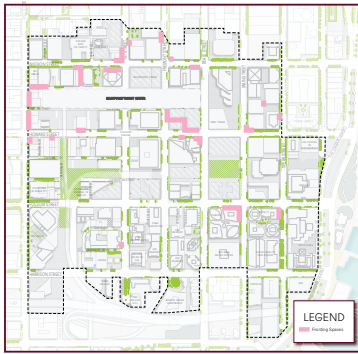
## OPEN SIDEWALKS FOR RESTAURANT + CAFE SEATING

Sidewalks to allow casual seating from restaurants and cafes.

**Description**  
The East Cut CBD is promoting sociability in the neighborhood by featuring outdoor seating options at restaurants with large sidewalks. Outdoor seating will bring life to the sidewalks as well as identity to the neighborhood. The East Cut CBD could provide incentives to business owners to have heated outdoor seating options in hopes of activating sidewalks.

**Benefit to the district**  
This project will benefit the district by promoting social gatherings in the public open space. Outdoor seating brings activity to the sidewalks inviting visitors and residents alike. Outdoor seating will create a community and eventually bring more restaurants, retail, and street life to the neighborhood.

- Considerations**
- We could provide incentives like paying for permitting, setting up permit program, or providing furniture to restaurants.



Sidewalks and public space adjacent to food establishments that could benefit from outdoor seating



Top Left: Fig and Olive, DC | Bottom Left: Covered outdoor seating | Right: Wall mounted table for top

CONCEPTS & PROJECTS ADVOCATE **COLLABORATIVE** LEAD 2. SOCIABILITY

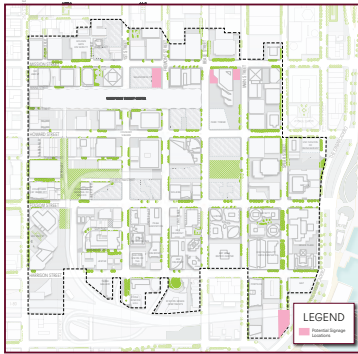
## LETTERING SIGNAGE

Large letters spelling out "THE EAST CUT" at the Spear Street circle.

**Description**  
Spear Street circle is at the edge of the district. It is along the main route visitors take when going to AT&T park. The space is highly visible by pedestrians and cars driving by along the Embarcadero. East Cut branding will brighten the circle and bring attention to the neighborhood.

**Benefit to the district**  
This project will benefit the district by becoming the entry from The Embarcadero into the neighborhood. The signage will allow pedestrians and cars to find their way into the district. This installation could create an activated space on an otherwise empty street.

- Considerations**
- Great opportunity for branding and recognition.
  - CBD would collaborate with SFPDW and installers to bring this project to the public realm.



Spear Street circle located at southwestern edge of the district close to the Embarcadero.



Opportunity space along Spear Street circle

CONCEPTS & PROJECTS ADVOCATE **COLLABORATIVE** LEAD 5. WAY-FINDING

**NEXT STEPS TODAY'S WORKSHOP**



**COME BACK AT 30 MIN IF YOU  
WANT TO DISCUSS POLICY, ASK  
QUESTIONS**

**NEXT STEPS TODAY'S SODA PLAN**



**WRITE PLAN**  
**HAVE A PARTY**  
**ADOPT PLAN**

**HANDING OFF OF THE BATON**  
**FOCUSED OUTREACH FOR STREETScape PROJECTS**  
**OUTREACH PROCESS FOR TRANSBAY PARK**

**THANK YOU**



# CITY TEAM

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Christopher Kidd

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Pierre Lagarde

## CCA

Katherine Lambart

And all the lovely students!

## SFMOMA

Noah Bartlett

Sienna Freman Katherine

## YBCBD

Constance Cavallas

# SODA ALUM

We miss ya pals!

Anne Brask

Chase Walz

Courtney Ferris

Greg Riessen

Erik Juzuski

Jolene Jussif

Kelli Rudnick

Shannon Cairns

Tom Kolbeck

Yujung Kim





**Thank You!**

**SF-PLANNING.ORG/SODA**

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