



SAN FRANCISCO PLANNING DEPARTMENT

MEMORANDUM

HEARING DATE: FEBRUARY 28, 2013

DATE: February 21, 2013

TO: Members of the Planning Commission

FROM: Sarah Dennis Phillips, Planning Department
Joshua Switzky, Planning Department
Steve Wertheim, Planning Department

CC: John Rahaim, Planning Director
Jose Campos, Chief of Citywide Planning

RE: Citywide Growth Discussion (informational) and
Central Corridor Plan (informational)

In early 2011, the Planning Department initiated work on the Central Corridor Plan with funding from the California Department of Transportation (Caltrans) and the San Francisco Municipal Transportation Agency (SFMTA). The Central Corridor Plan Area, centered along the Central Subway and the Fourth Street corridor in SoMa between Townsend and Market Streets, offers a unique opportunity for integration of transportation and land use. The Central Corridor Draft Plan will propose changes to land uses and building height controls, public realm and open space improvements, strategies for preservation of neighborhood character and historic resources, and increased environmental sustainability. These changes will be based on a synthesis of community input, past and current land use efforts, and analysis of long-range regional, citywide, and neighborhood needs.

At the hearing on February 28th, staff will present to the Commission two related information items: (1) an overview of the City's growth context, including projected growth and job demands in coming decades, as background and context for the Central Corridor planning effort; and (2) an update on development of the Central Corridor Draft Plan, in order to receive feedback on its provisions prior to its intended publication in early March 2013 and feedback on the alternatives to be considered as part of the environmental review process. The Planning Department will be initiating a full Environmental Impact Report on the Draft Plan immediately following publication of the Draft Plan in March.

CITYWIDE GROWTH CONTEXT

PlanBayArea, the Bay Area's draft Sustainable Community Strategy, projects 92,000 housing units and 190,000 jobs for San Francisco by 2040, and expects this growth to be planned in high density, transit served locations around the region to meet environmental mandates. While the City has performed significant planning for housing in recent years, it has been somewhat less proactive in planning space for jobs, whose location have a much stronger correlation with transit usage than does housing location (see attachment for an overview). With significant development occurring since the adoption of the Downtown Plan over twenty-five years ago, few significant Downtown building sites remain, and as job types and industries diversify, companies are seeking a wider range of spaces than the typical Downtown model can provide.

The Department, in coordination with the Office of Economic & Workforce Development, is looking at a number of areas and opportunity sites around the City to support continued job growth and economic development consistent with regional environmental objectives. The Central Corridor, as a high-demand area with excellent regional transit accessibility, adjacency to existing job centers, diverse urban amenities and connectivity to San Francisco's well-educated workforce, is a key part of that comprehensive strategy.

At the February 28th hearing staff will provide more detail on growth demands and how current planning efforts, including the Central Corridor, attempt to address these needs.

CENTRAL CORRIDOR DRAFT PLAN

Preliminary thoughts suggesting the need for a Central Corridor Plan were first developed during the Eastern Neighborhoods planning process, which in 2008 adopted new land use controls and proposed community improvements for industrially-zoned land in the City's southeastern sector. Decision-makers decided to defer the rezoning of an important swath of land along the Central Subway– the current Service Light Industrial (SLI) use district – and recommended it be addressed in a focused planning process that took into account a comprehensive study of the City's growth needs, as well as opportunities presented by the Central Subway and other regional and local transit service to the area.

The Planning Department initiated the Central Corridor planning process in early 2011. Working with stakeholders through a robust public process, including walking tours, a storefront charrette, a print- and web-format survey, an interactive website, and a series of community workshops, staff developed strategies and recommendations to coordinate transit-supportive land uses with public realm and other improvements while maintaining the area's vibrant character and diversity. Throughout the process, the Department has met with a wide range of community groups and interested individuals, and involved City and regional agencies as part of the Plan's Technical Advisory Committee (TAC). Planning staff last present the Department's draft concepts to the Commission in June 2012. Since the conclusion of the community workshop series and Commission presentation in summer 2012, staff has been working to refine plan concepts into a Draft Plan. The Draft Plan document for public review is scheduled to be published in March with environmental review commencing shortly thereafter.

The Draft Plan will include policies and implementation measures to address land use, urban form, streetscape and circulation, open space, historic preservation, district sustainability, and implementation of public improvements and community benefits. The Department intends to work closely with interested community members over the approximately next 18 months on Plan proposal refinements, design guidelines, and detailed regulatory strategies. Upon completion of environmental review, staff will prepare corresponding Planning Code amendments, height and bulk designations, urban design guidelines for development, and formalize proposed street, open space and other improvements into a list of priority improvement projects for the area.

At the February 28th informational hearing staff will provide an update on the development of the Central Corridor Draft Plan and its recommendations. Staff will also discuss public comment to date, and how that comment is being accommodated and reflected in both the Draft Plan and its environmental analysis.

OVERVIEW OF RECENT PLANNING PROGRAMS & PENDING MAJOR PROJECTS

Plan Area or Project	Year Adopted	Projected Housing	Projected Jobs
5M	Under development	750	4,000
Balboa Park	2009	1,780	725
Candlestick/Hunters Point Shipyard	2010	10,500	10,000
Central Corridor	Under development	6,000	40,000
Downtown (C-3)	1984	3,000	5,000
Eastern Neighborhoods	2008	9,000	9,500
Executive Park	2010	1,600	75
Market and Octavia	2007	5,500	3,000
Mission Bay	1998	3,000	10,000
Mission Rock (SWL 337)	Under development	1,000	5,000
Parkmerced	2011	5,700	900
Pier 70	Under development	2,000	12,000
Rincon Hill	2005	3,500	-
Transbay Redevelopment & Transit Center	2012	4,500	25,000
Treasure Island	2011	7,000	2,750
Visitation Valley	2008	1,600	500
Warriors Arena	Under development	250	-
Western SoMa	Expected 2013	2,900	6,300
TOTAL PLANNED		69,580	134,750
PlanBayArea - TOTAL PROJECTED		92,400	191,000

