



# SAN FRANCISCO PLANNING DEPARTMENT

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## Executive Summary Informational Item HEARING DATE: JULY 8, 2010

*Case No.:* 2010.0500U

*Project:* Showplace Square Open Space Plan

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*Recommendation:* **No Action Necessary – Informational Item Only**

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The item before the Commission is the completion of the report containing the Showplace Square Open Space Plan. The report contains the recommendations of the Showplace Square Open Space Plan, as well as the background information that informed the conclusions. The Plan itself was completed in December 2009, and a presentation on the results of the Plan was given to the Planning Commission on January 28, 2010. This report does not contain any new information that was not presented to the Planning Commission at that time. Instead, it serves to summarize the results of this process in one place. These results include:

- An urban design framework of the Showplace Square Neighborhood
- Identification of eight opportunity sites for new open space, based on the urban design framework analysis
- Preparation of conceptual designs for each of these sites
- Development of order-of-magnitude cost estimates for the development of these sites
- Identification of next steps necessary to implement the Showplace Square Open Space Plan.

With the completion of the report, the Planning Department is turning its focus to the implementation of the Plan and the development of open space in Showplace Square. The Department is proposing the following improvements:

- Upgrades to the Showplace Plaza Pavement-to-Parks site, including permanent planters, maximized stormwater permeability, upgraded landscaping, and site furniture. These upgrades would be designed based on feedback about the existing Plaza, and include at least one additional public design workshop.
- Improvements to the pedestrian environment and streetscape along Hooper Street. These upgrades would be designed in conjunction with the community, and with the California College of the Arts (CCA) through their Hooper Street Design studio course.

- Development of design development drawings for enlarging Jackson Playground, in coordination with the community, the Recreation and Park Department and the Department of Public Works.

**REQUIRED COMMISSION ACTION**

The item before the Commission is informational only, and no action is required.

**PUBLIC COMMENT**

As of the date of this report, the Planning Department has received no letters regarding the proposed report. However, the report itself is based on an extensive public process of which this report is a result.

<b>RECOMMENDATION:</b> <b>Not Applicable – Informational Item Only</b>
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**Attachments**

Exhibit A:            Showplace Square Open Space Plan

*I:\Citywide\Community Planning\Eastern Neighborhoods\Community Plans 2006\open space>Showplace Square>Showplace Square Open Space Plan Report\Executive Summary for informational presentation rev - 7-8-10.doc*



SAN FRANCISCO  
**PLANNING**  
DEPARTMENT

# Showplace Square Open Space Plan



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# Plan Summary

This report provides an Open Space Plan for the Showplace Square neighborhood. It is the product of an extensive community planning process, in which the Planning Department worked with the Showplace Square community, nearby residents, staff from other City departments, and other interested parties. This Open Space Plan is part of the implementation of the Eastern Neighborhood Plan, and in particular the Showplace Square/Potrero Hill Area Plan, both adopted by the City in December 2008.

The impetus for the Showplace Square Open Space Plan is the substantial amount of new residential and non-residential development anticipated in the Showplace Square area over the next 20 years. To create “complete communities” out of such development requires significant investment in new public infrastructure, including open space and recreation opportunities. Optimally, this infrastructure is already in place by the time new development is completed. To meet this objective requires planning proactively for funding and constructing this infrastructure.

The Showplace Square Open Space Plan was conducted between April and December of 2009. In cooperation with Supervisor Sophie Maxwell, Planning Department staff worked closely with the community to plan for open space. The planning effort focused on:

- Understanding the need for additional open space that would be created by new development
- Identifying the best locations for new open space improvements
- Preparing conceptual designs for each of these open space opportunity sites
- Developing order-of-magnitude cost estimates to develop these sites.

Through this community planning process, Planning staff developed an urban design framework in which to situate new open space development, identified eight opportunity sites for new open space, and prepared conceptual designs and cost estimates for each. Sites identified for potential improvement include:

- Enlarging Jackson Playground to incorporate community serving activities. This could occur along the Arkansas and/or Carolina Street frontages.
- Green, pedestrian-friendly streets along Hooper St. and Wisconsin St.
- A new park along the Daggett St. right-of-way.
- A new plaza and other amenities at the “Norcal Triangle” Site at 7th and Berry Streets.
- Enlarging and improving open space amenities at the Townsend Circle
- A new park at the “Wolfe’s Café” site along the 8th Street right-of-way between Irwin and 16th Streets.

To move from the planning process to implementation, several next steps will be necessary. This includes integrating the plan into the City’s Capital Planning Program, prioritizing the sites, developing schematic drawings for one or more of the priority open space sites (depending on funding availability), completing environmental review, and identifying money for construction.

By far the most significant hurdle to implementing the vision of this planning process is the dearth of public infrastructure funds. While the Eastern Neighborhoods Plan does include an impact fee program to support public infrastructure, it is assumed that this source alone will only be enough to construct one new open space in Showplace Square. Therefore, to complete the full vision of the Showplace Square Open Space Plan, the City and the community will need to diligently pursue additional sources of funding, including federal, state, and local grants.

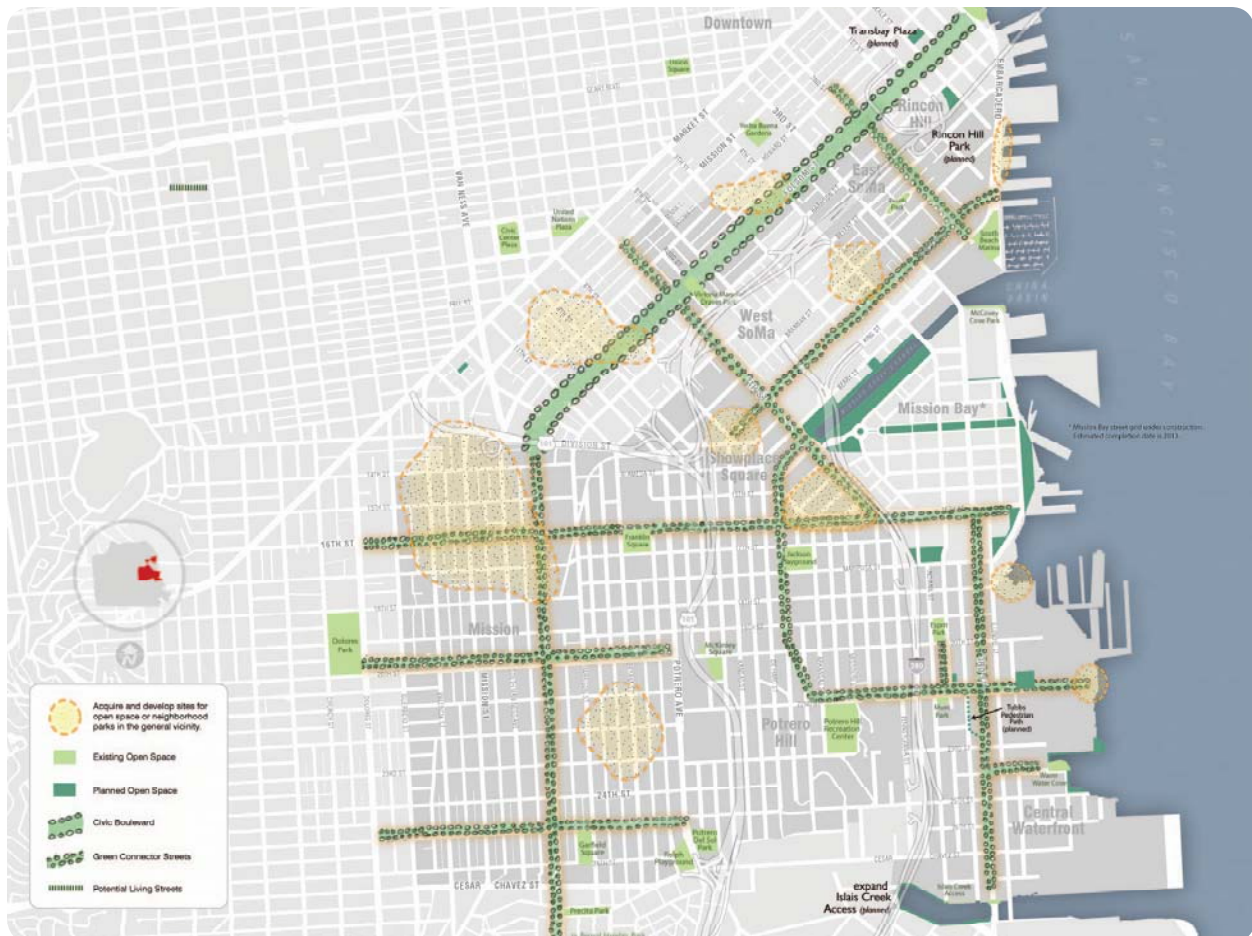


# Background on the Showplace Square Open Space Plan

In December 2008, the City adopted the Eastern Neighborhoods Plan. This Plan included new Area Plans for the Central Waterfront, East South of Market (SoMa), the Mission, and Showplace Square/Potrero Hill. Each Area Plan includes policies that will guide decisions regarding transportation, land use, urban design, open space, community facilities and other aspects of long range planning, development and conservation in these neighborhoods (see Figure 1 for the Streets and Open Space Concept Map included in each of the Area Plans). Accompanying these plans, the City adopted new zoning, height, and land use controls intended to help implement the vision of the Area Plans.

A primary outcome of the Eastern Neighborhoods Plan was to permit a substantial amount of housing and commercial development in Showplace Square, especially south of 16th Street and north of Division Street. Such new development necessitates commensurate investment in community infrastructure, such as improvements to transit, the pedestrian environment, and open space. Planning for the anticipated demand for open space was the primary impetus to conducting an open space plan in Showplace Square.

*Figure 1*  
Eastern Neighborhoods Plan Map 5, “Street and Open Space Concept”



*Showplace Square is transitioning from a predominantly warehousing and industrial district with furniture design showrooms and related uses to a mixed-use residential and commercial district. While this neighborhood conversion has been proceeding, few investments have been made to provide additional parks or public open space in the neighborhood. The Plan investigates and identifies potential sites for additional public open space to serve the changing neighborhood.*

## Planning Process

At the behest of Supervisor Sophie Maxwell and other stakeholders, the Planning Department began the Showplace Square Planning Process in April 2009. The purpose of this process was to better understand the community's open space and recreation needs, to develop an urban design framework in which to contextualize open space improvements, to investigate potential public open space opportunity sites, and to develop conceptual designs and order-of-magnitude cost estimates for the most viable open space opportunity sites.

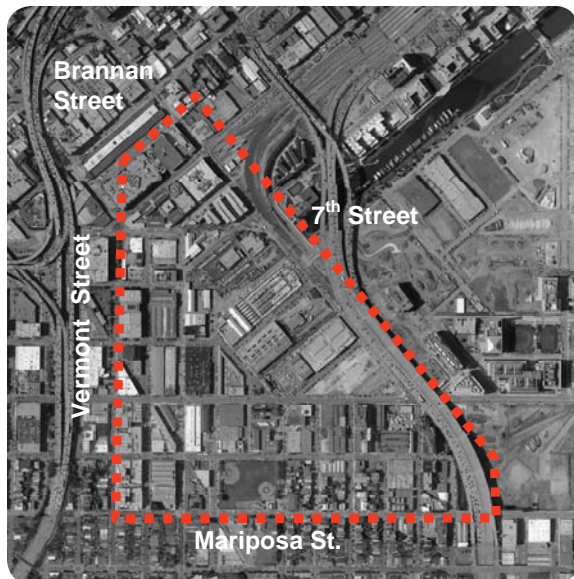
To fulfill this purpose, the Planning Department established a community planning process involving neighborhood residents, property owners, business owners, staff from other City departments, and other interested parties. Planning Department staff held a scoping meeting, facilitated a walking tour of the plan area, and held four public workshops. In each of these meetings, the community had opportunities to propose plan concepts, give feedback, and share ideas with staff and one another. All meetings and workshops took place in the Showplace Square neighborhood between April and December 2009. A summary of each public meeting is provided in Appendix A.

## Location and Land Use

Showplace Square is located east of the Mission District and west of Mission Bay. It is north of Potrero Hill and south of the South of Market (SOMA). See Figure 2 for this neighborhood's location and context. Currently, the neighborhood contains a mix of residential, wholesale, industrial, retail, and institutional uses.

The study area for this open space plan is bounded by the elevated Interstate -280 Highway structure, 7th Street and Pennsylvania Street to the northeast, Mariposa Street to the south, the elevated U.S. Highway 101 structure and Vermont Street to the west, and Brannan Street to the northwest. These boundaries reflect the area within the Showplace Square/Potrero Hill Plan Area where the most intensive development is anticipated to occur. The study area boundary is shown in Figure 3.

**Figure 2**  
**Showplace Square Location and Context**



**Figure 3**  
**Study Area Boundary**

The following section presents an urban design framework analysis that was prepared to assist the community and decisionmakers by providing background information about existing conditions and expected development patterns in Showplace Square. The analysis provides a framework from which to base decisions on public investments in open space improvements that will benefit the Showplace Square community.

## Urban Design Framework

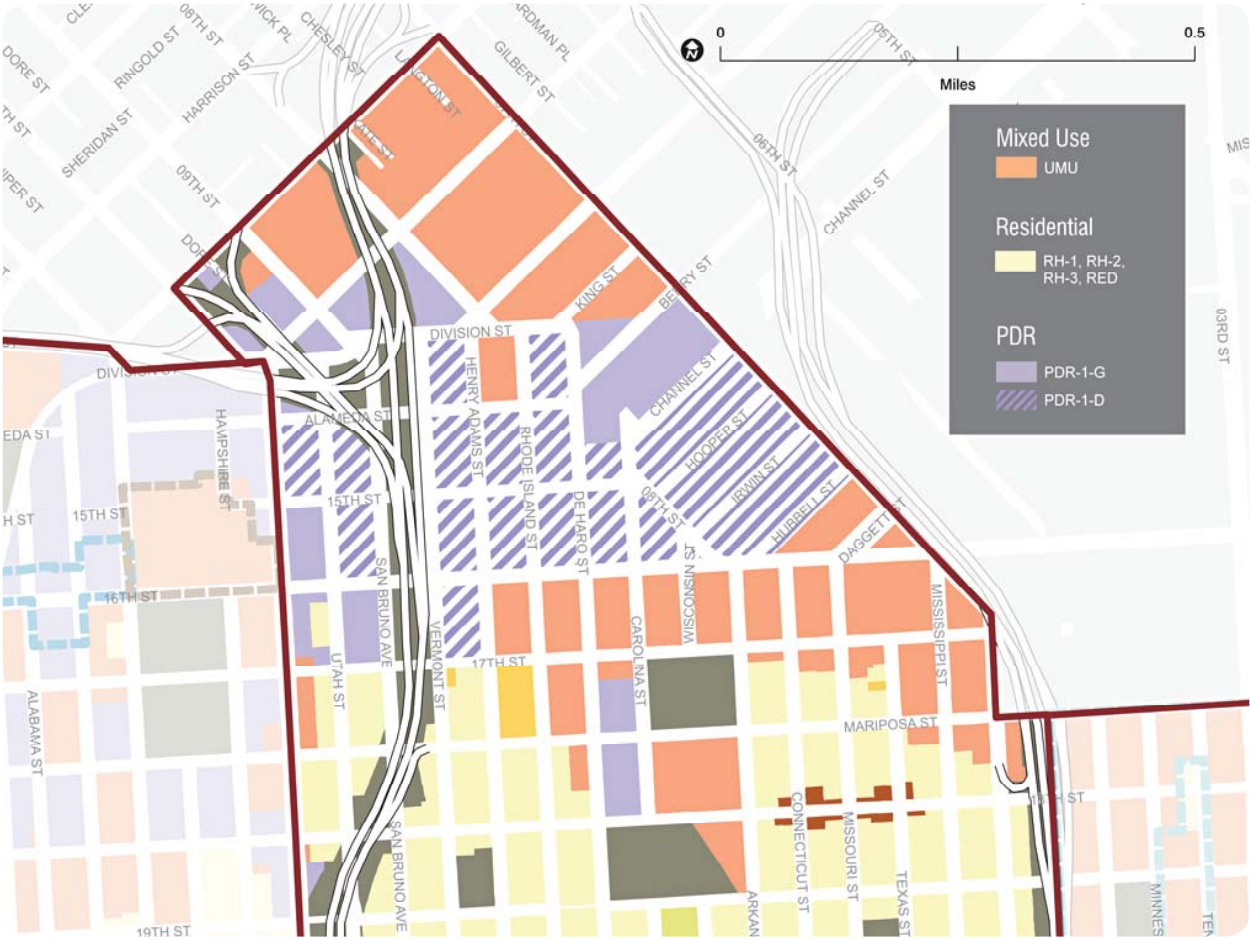
The primary goal of the planning process was to establish a plan that will provide an adequate amount of public open space to serve the changing neighborhood and to accommodate the expected additional residential and non-residential development. An initial task was to establish an urban design framework for Showplace Square open space and streetscape improvements. This framework can help identify sites with the highest potential value as open space, and to help weave them together into a complete open space network. The primary goals of the urban design framework were to identify how best to:

- Expand open space opportunities that will support residents, workers and visitors and provide additional public open space adequate to accommodate the expected growth, particularly in the northern and southern areas of Showplace Square;
- Create safe and usable streets as the setting for Showplace Square's public life, including green streets that would establish a more pedestrian-friendly environment, improve access to existing and proposed open space resources, provide better connections with adjacent neighborhoods
- Establish "Gateways" that announce and celebrate arrival in Showplace Square; and
- Accommodate safer travel by foot, bicycle, public transit and motorized vehicle.

To undertake this process, the urban design framework considered the following:

- Permitted land uses (Current Zoning Classifications) (see Figure 4 for the zoning districts in the Plan Area)
- Expected future patterns of land use and development (residential, commercial and industrial uses)
- Existing and planned public transit routes
- Primary vehicular streets
- Adopted Bicycle Plan routes
- Existing parks and public open space, and sites adjacent to existing public parks
- Underutilized street rights-of-way that could be redesigned and configured as open space
- Pedestrian-priority streets and public rights-of-way with excess roadway width with potential for increased pedestrian use
- Potential "green streets" connecting Showplace Square with other neighborhoods and open space resources
- Community "gateways" and important visual landmarks

**Figure 4**  
**Zoning and Permitted Land Use**



Showplace Square’s permitted land use classifications are listed below and shown in Figure 4.

- UMU                      Urban Mixed-Use District
- RH-1, RH-2            Residential Use Districts
- RH-3, RED             Residential Use Districts
- PDR-1-D                Production, Distribution and Repair - Design-Oriented District
- PDR-1-G                Production, Distribution and Repair - General District

**Figure 5**  
**Urban Design Framework Summary Diagram**



Figure 5 summarizes the urban design framework analysis. It shows the location of existing public open space in Showplace Square, existing and planned open space in surrounding neighborhoods, and potential open space sites and areas where additional open space would most benefit Showplace Square residents, workers and visitors as the neighborhood changes. It designates potential “green street” corridors that, if implemented, would provide better pedestrian and

bicycle connections surrounding neighborhoods. It also shows the location of proposed community “gateways” that would help announce arrival in Showplace Square and provide a better sense of place for residents and visitors alike.

Maps showing the individual factors considered as part of the urban design framework analysis are provided in Appendix B.

# Plan Recommendations

This section presents the recommendations of the Showplace Square Open Space Plan. It includes information on potential open space opportunity sites and conceptual plans for selected sites. It also provides cost estimates for site improvements and lists next steps required to implement the improvements.

## Proposed Open Space Opportunity Sites

The Showplace Square Open Space Plan considered a number of potential open space sites. Some potential sites were proposed in the Showplace Square/Potrero Hill Area Plan or by the Planning Department in anticipation of this open space planning process. This includes the widening of Jackson Playground on Arkansas and/or Carolina Streets, and the development of new open space on public rights-of-way at Daggett St., Hooper St., 8th and 16th Streets (“Wolfe’s Café”) and the Townsend Circle.

## Community Open Space Site Suggestions

In addition to these sites, a number of additional locations were suggested by participants in the process and other interested stakeholders. This includes the following sites, each of which is described in more detail in Appendix B:

### *Privately-Owned Parcels:*

- The Concourse Exhibition Hall Site, on Brannan between 7th and 8th Streets
- The Sand and Gravel Co. Site at the corner of Berry and DeHaro Streets

- The Greyhound Site on 7th Street between Hooper and Irwin Streets
- The AT&T Property bounded by 16th, 8th, and Wisconsin Streets
- The Axis Cafe site on 8th Street between Irwin and 17th Streets
- The 1717 17th St. site on Carolina and 17th Streets
- 1601 Mariposa St., located on the south side of Mariposa St. across from Jackson Playground

### *Publicly-Owned Land and Rights-of-Way*

- The northeast corner of the intersection of Pennsylvania and Mariposa Streets
- Wisconsin Street between 16th and 17th Streets
- Channel Street between 7th and 8th Streets
- Berry Street between 7th and 8th Streets
- The Division and 9th Street intersection

Based on the assessment of these sites by Planning staff and the community, and the lack of funding to acquire any privately-owned parcels at this time, it was determined to include Wisconsin St. between 16th and 17th Streets and the “Norcal Triangle” Site at Berry and 7th Streets for further investigation.

- Carolina Street right-of-way
- Wisconsin Street right-of-way\*
- Hooper Street right-of-way
- Daggett Street right-of-way
- Norcal Triangle Site\*
- Townsend Circle right-of-way
- Wolfe’s Café Site (8th Street right-of-way)

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\* Community-Suggested Site



Figure 6  
Potential Open Space Sites

## Conceptual Design Plans for Potential Open Space Sites

The inclusion of sites suggested by participants in the Planning Process brought the total number of opportunity sites to eight:

- Arkansas Street right-of-way
- Carolina Street right-of-way
- Wisconsin Street right-of-way\*
- Hooper Street right-of-way
- Daggett Street right-of-way
- Norcal Triangle Site\*
- Townsend Circle right-of-way
- Wolfe's Café Site (8th Street right-of-way)

\* Community-Suggested Site

The sites are shown in Figure 6.

After reviewing all of the proposed sites, the Planning Department staff prepared initial conceptual designs for potential open space sites and presented and discussed them at the public workshops. Following this review, Department staff revised the design concepts, incorporating public comments. The conceptual designs are shown and discussed below. The preliminary design plans presented to the community are included in Appendix C.



### Jackson Playground Addition - Arkansas Street & Carolina Street Rights-of-Way

Arkansas Street and Carolina Street front the east and west sides of Jackson Playground. There is an opportunity to increase the size of Jackson Playground by incorporating underutilized portions of Arkansas and/or Carolina Street into to the park. If implemented, this would enlarge Jackson Playground and provide for additional recreational uses. The areas are shown in Figure. 7. Jackson Playground would be reconfigured to accommodate additional users and uses at the park.

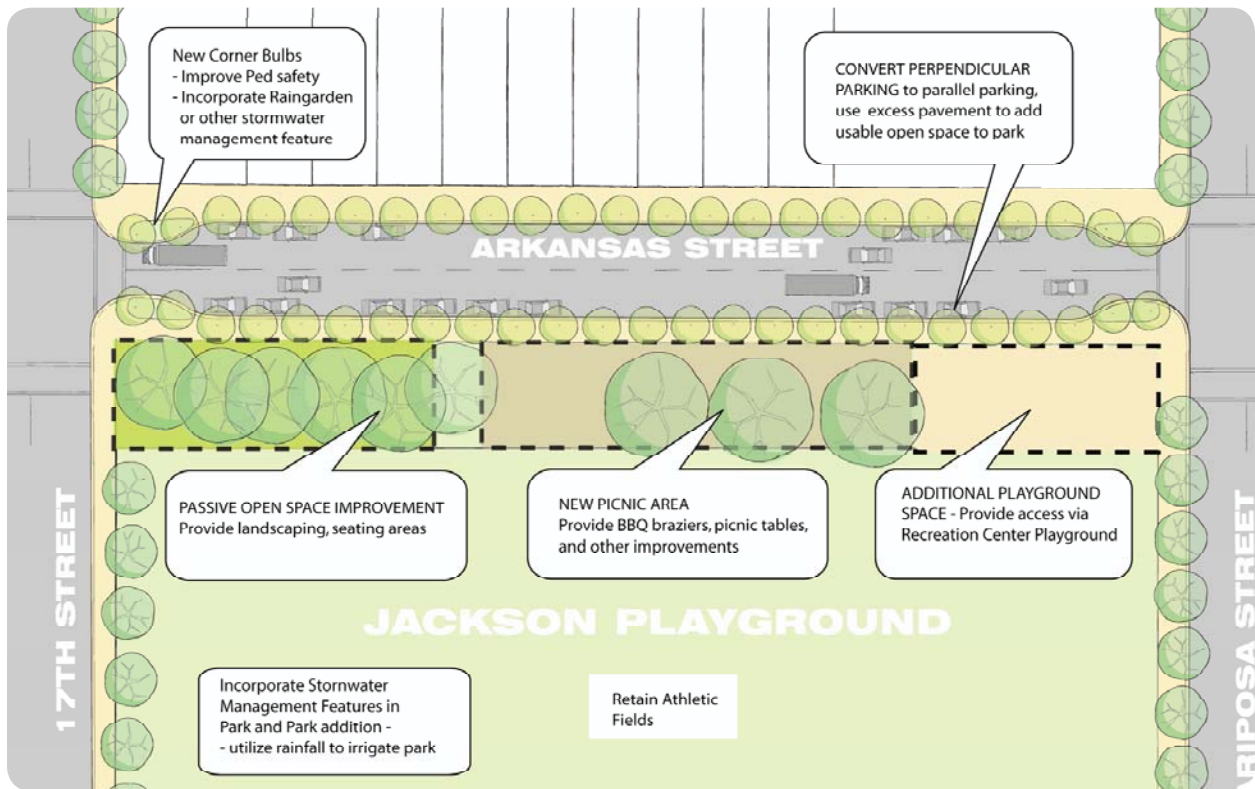
If implemented, the added space would allow for better utilization of portions of the park perimeter along Arkansas and Carolina Streets and improved access to open space since much of the existing park is programmed for baseball league use and not easily available for use by neighborhood residents or the general public. Currently these areas are planted in turf and have a row of mature trees at the edge of the baseball fields. The reconfigured areas would provide space for a small playground, picnic area and landscaped seating/viewing area along Arkansas Street, and provide a fenced dog run and community garden along Carolina Street. The plan would also reduce stormwater runoff by reducing the amount of pavement and incorporating additional plantings and permeable surfaces.

Figures 8 and 9 depict proposed changes to Arkansas and Carolina Street, respectively. In each case, the roadway would be narrowed (retaining traffic lanes and on-street parking) and excess roadway space would be used to enlarge Jackson Playground. The perimeter of Jackson Playground along these streets would be reconfigured, integrating portions of the rights-of-way with the park perimeter and redesigning the spaces to provide additional recreational resources. This would be accomplished without changing the configuration of the park’s existing athletic fields or the children’s playground and recreational facilities along Mariposa Street.

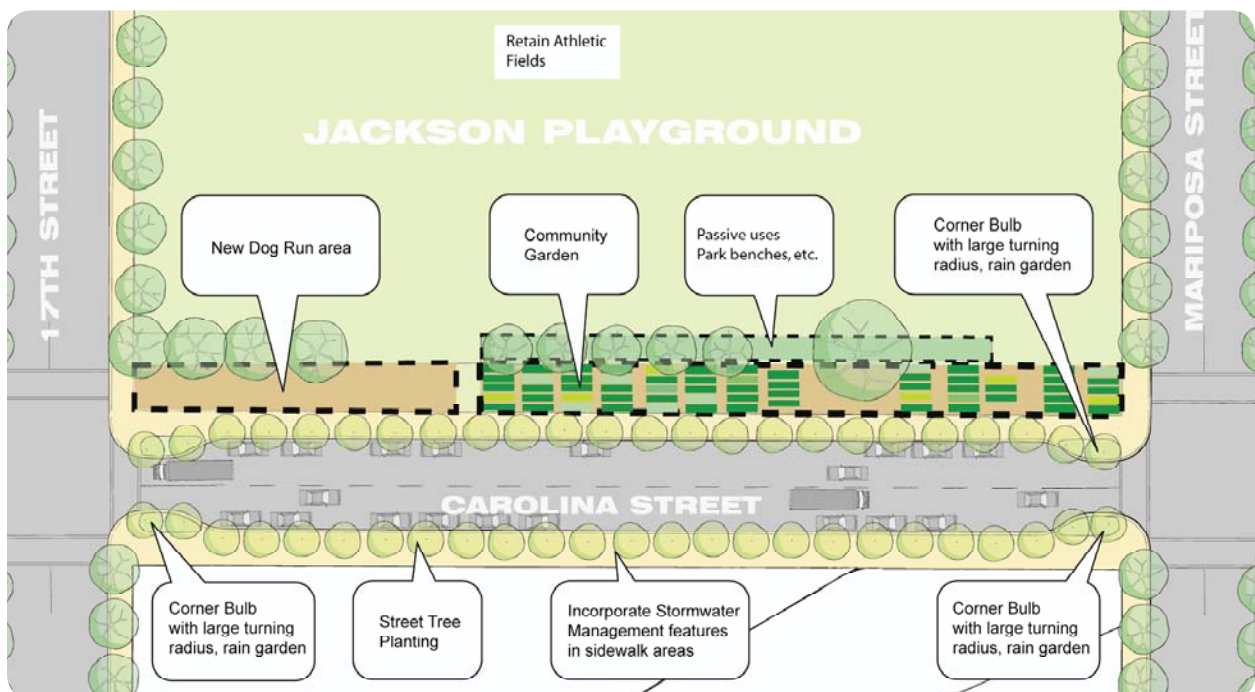
Figure 7  
Jackson Playground / Vicinity



**Figure 8**  
**Conceptual Plan for Jackson Playground Addition/Arkansas Street Open Space Improvement**



**Figure 9**  
**Conceptual Plan for Jackson Playground Addition/Carolina Street Open Space Improvement**



### Conceptual Plan for Wisconsin Street Right-Of-Way

One workshop attendee suggested making improvements to Wisconsin Street in order to provide a better pedestrian connection between existing and future housing development in the northern part of Showplace Square with Jackson Playground, the neighborhood’s largest open space. The properties along Wisconsin Street between 16th and 17th Streets are primarily in Production, Distribution and Repair (PDR) uses, except for a small bar/tavern at the northwest corner of the 17th Street and Wisconsin Street.

Wisconsin Street is not a thru-street. It is primarily used to provide access to the adjacent properties, all PDR uses. The 80’-wide right-of-way includes sidewalks, two travel lanes, perpendicular parking on the west side of the street and parallel parking on the east side of the street. As currently configured, Wisconsin Street has more space than is necessary to provide access to the adjacent properties.

The design concept, shown in Figure 10, calls for a variety of improvements to the right-of-way that would provide additional pedestrian amenities. It includes adding corner bulb-outs with landscaping on Wisconsin Street and 17th Street to reduce pedestrian crossing distances, long mid-block bulb-outs on the east side of Wisconsin Street landscaped with turf and trees, a long bulb-out on Wisconsin Street near 17th Avenue that could accommodate an outdoor café and seating. The bulb-outs would reduce the effective width of the roadway, calming traffic and making pedestrian use safer and more comfortable. The concept also incorporates stormwater management features.

**Figure 10**  
Conceptual Plan for Wisconsin Street Improvements



## Conceptual Plan for Hooper Street

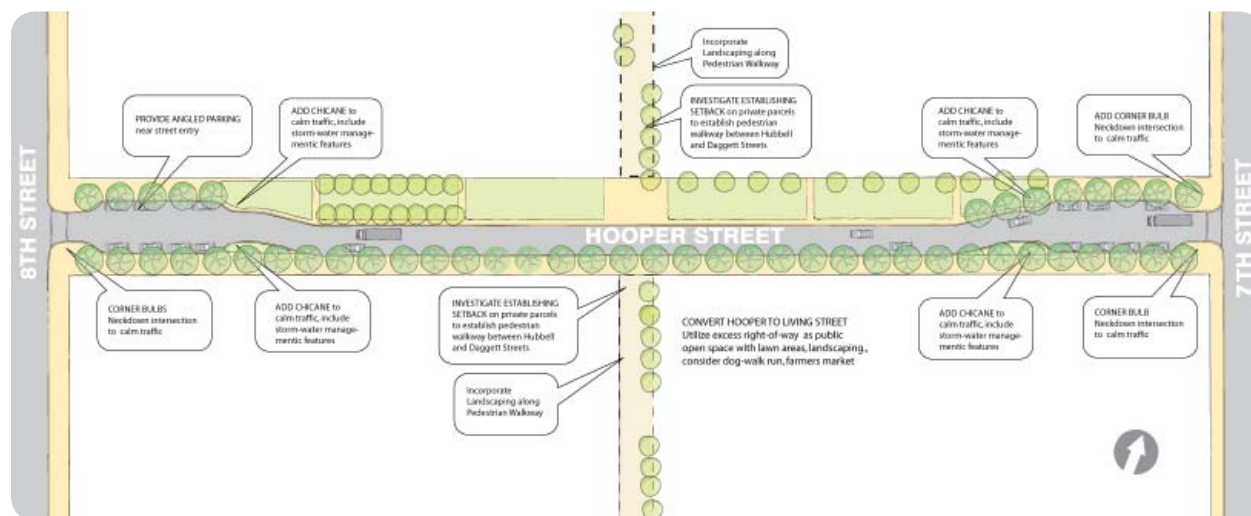
Hooper Street is a one-block long street between 7th and 8th Streets, terminating with two “T” intersections. The 70 foot wide, 825 foot long right-of-way has two vehicular travel lanes, two parking lanes and two broad sidewalks. Only four parcels front on Hooper Street. To the north are the California College of the Arts (CCA) West Campus administrative building and a storage company with metal shipping containers stored on the site. To the south are the CCA West campus facility housing classrooms and studio space, and a large vacant parcel that once housed a Greyhound bus storage and maintenance facility. As Hooper Street provides access to only four parcels and carries little vehicular traffic, the right-of-way appears to be underutilized and would be a good candidate to be redesigned, converting excess pavement to open space uses and better serving Showplace Square residents, workers and visitors.

Hooper Street could be converted from a vehicular street to a “Living Street” utilizing excess right-of-way to create a landscaped public open space. The conceptual plan repurposes Hooper Street to better function as the primary green street corridor connecting Showplace Square with Mission Bay to the north and Potrero Hill to the south. The street would retain its vehicular function, but this use would be de-emphasized

and the right-of-way would be redesigned. The roadway would be narrowed. On-street parking would be retained but relocated as angled parking near 7th and 8th Streets. Removing parking from the center of the block would provide an opportunity to use this area to establish a landscaped open space on the north side of the roadway, and to introduce two curves to the (currently straight) road alignment. Corner bulbs would be added to Hooper Street at both 7th and 8th street, necking down the street, calming traffic and reducing the speed of vehicles entering and leaving Hooper Street. The newly created linear landscaped area could be programmed with a variety of uses, including a dog run, community garden and other uses. The conceptual design is shown in Figure 11.

Another design element proposed for further investigation was to establish a public easement between Channel, Hooper and Irwin Streets approximately half way between 7th and 8th Streets. The easement would be used to create an alley or pedestrian walkway between (at least) Channel, Hooper and Irwin Streets. This would introduce a more pedestrian friendly scale to the streets, which are about 825 feet long. The City should also investigate extending the proposed easement and alley / landscaped pedestrian walkway between Berry and Daggett Streets, to the same end.

**Figure 11**  
**Conceptual Plan for Hooper Street Improvements**



### Conceptual Plan for Daggett Street

Daggett Street has potential to provide a significant new open space in the Showplace Square neighborhood. At 137.5 feet wide, the right-of-way is the widest of any in the district. If required, a portion of the right-of-way would be retained to provide a single one-way drop-off lane to provide access to the future development on the small triangular parcel bound by 7th Street, 16th Street and Daggett Street, if vehicular and service access can't be provided from 7th or 16th Streets.

The privately-owned parcels fronting Daggett Street are proposed to be developed with ground floor retail uses and upper story residential uses. In the future, this project and other new development increase the neighborhood's residential and daytime population, increasing the demand for additional open space. The conceptual plan for Daggett Street is shown in Figure 12.

The Showplace Square community was supportive of incorporating a variety of uses at the site. Proposed uses include a children's playground in the middle of the

open space and some distance from vehicular traffic on 7th Street and 16th Street. In addition, a large, contemplative lawn area would be provided, with a heavily planted berm or other device to help screen views to and noise from elevated Interstate 280 structure and the Caltrain tracks north of 7th Street. A plaza and seating area is proposed close to 16th Street to support cafes and other ground floor retail uses that will be incorporated as part of future private development on the fronting parcels. The plaza areas should be designed to act as a physical boundary (through use of low walls or landscaping) to protect children using the playground from vehicular traffic along nearby 16th Street.

The space could also incorporate a visual "Gateway" element close to 16th Street, using forms, materials and design elements that evoke the Townsend Street Circle, and help announce and celebrate Showplace Square to those who enter the neighborhood along 16th Street. The gateway element could also be sited to terminate the visual axis created by a new pedestrian corridor that will be created parallel to and between 7th and 8th Streets.

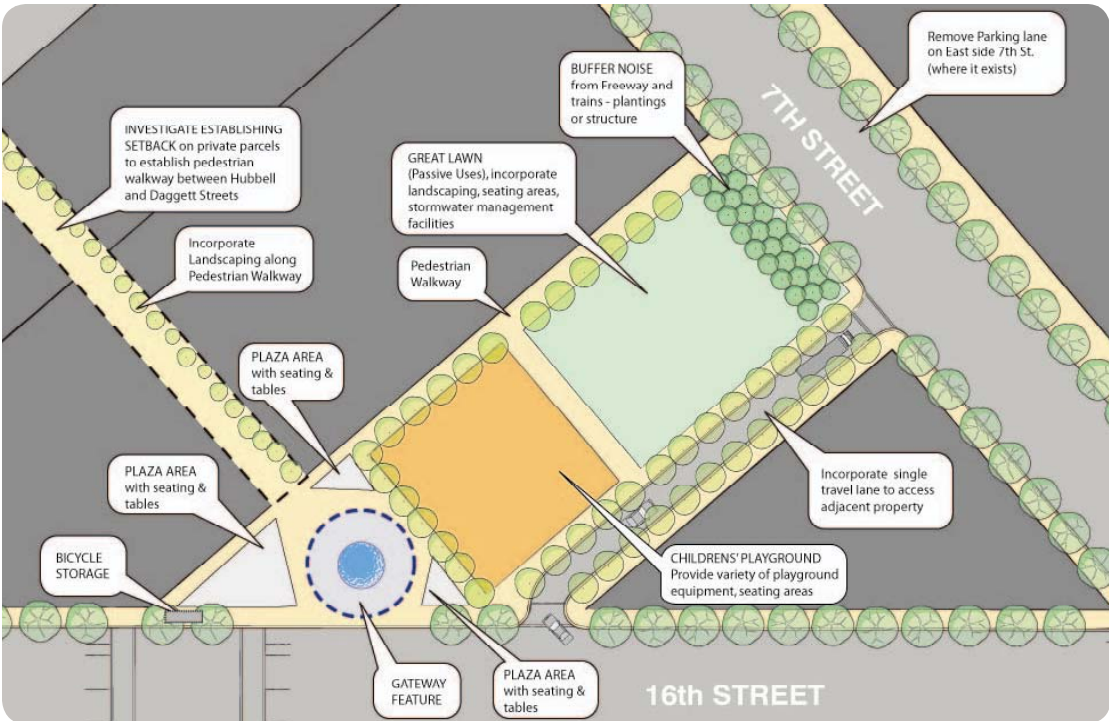


Figure 12  
Conceptual Plan  
for Daggett Street  
Improvements

## Conceptual Plan for Norcal Triangle Site

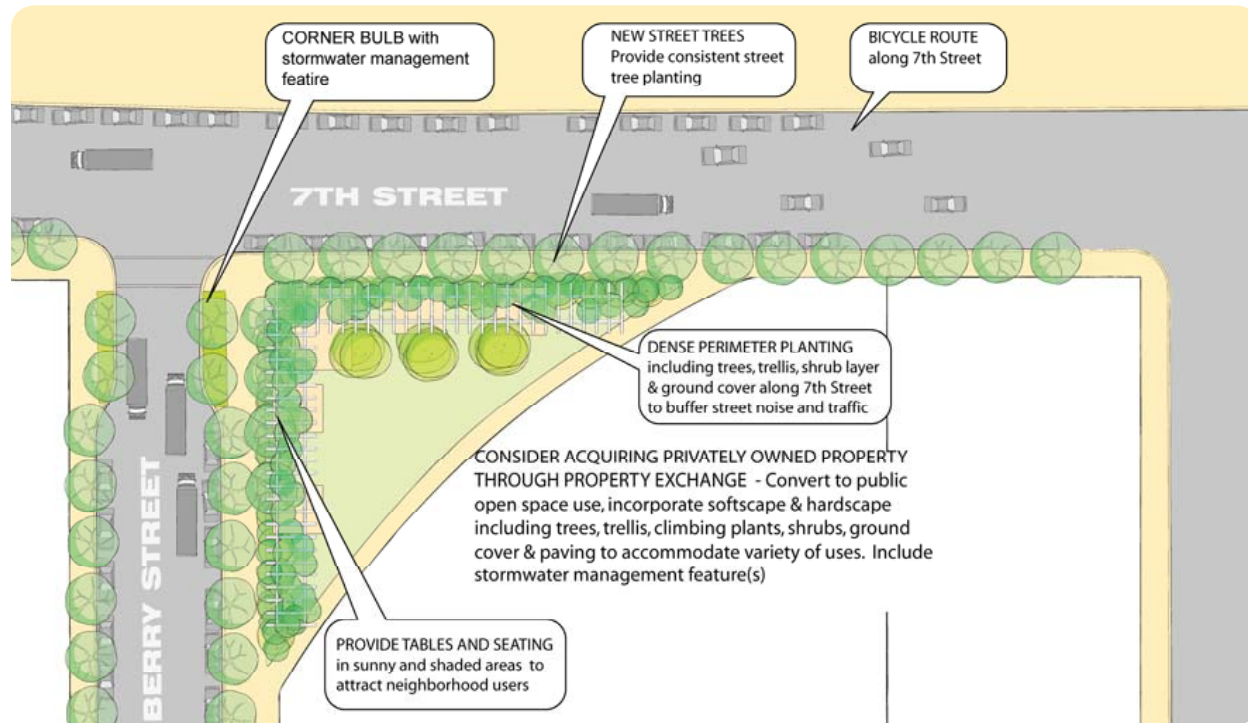
Showplace Square residents suggested that the city investigate establishing a publicly accessible open space on property that is currently privately owned. The triangular property, owned by Norcal (also known as Recology) is located at the southeast corner of Berry Street and 7th Street and currently serves as a visitor parking lot. The proposal is for the city to consider acquiring the property in exchange for other city-owned property in the neighborhood of similar value. The suggestion was to exchange the privately-owned triangle site for a portion of the undeveloped right-of-way at the Channel and Carolina Street intersection.

Should the city acquire the “Norcal Triangle” site at 7th and Berry Streets, the site may be converted to open space and designed to accommodate a number

of public uses. However, the site fronts on 7th Street, and is just south of the Caltrain Tracks and the elevated Interstate 280 Highway structure. Together, this transportation corridor generates a significant amount of traffic and noise. Therefore, if developed as a public open space, the design for the “Norcal Triangle” site should incorporate a noise barrier wall or other system to attenuate noise and screen views of the freeway and Caltrain tracks.

The conceptual plan, shown in Figure 13, incorporates a trellis and dense plantings along the 7th and Berry Street perimeter, seating and tables oriented away from 7th Street, and a lawn. Establishing open space at this location could also facilitate implementing the bicycle trail proposed in the City’s Bicycle Plan at this location.

*Figure 13*  
**Conceptual Plan for “Norcal Triangle” Site – 7th and Berry Street Improvements**



## Conceptual Plan for Townsend Circle

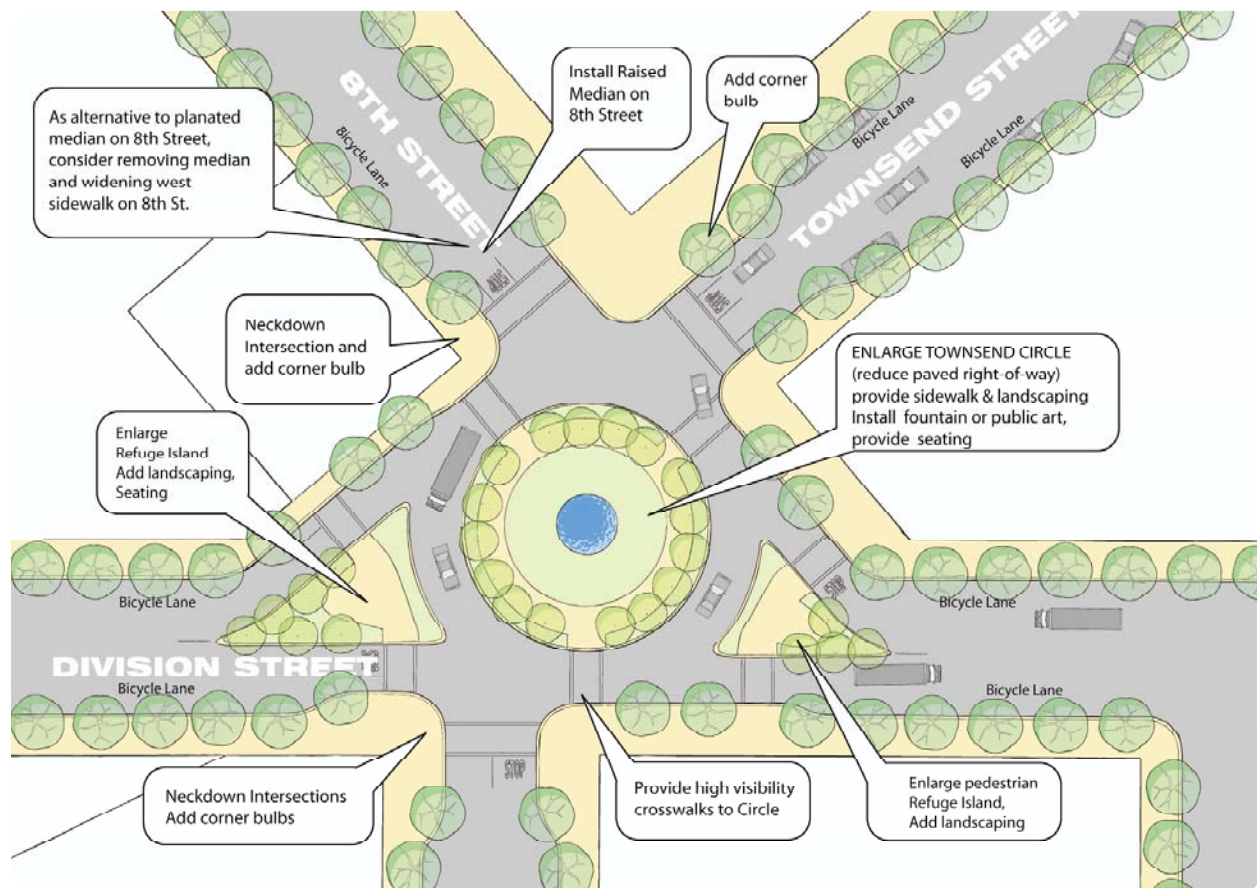
Townsend Circle is the major entrance to Showplace Square. It is where Townsend Street, Division Street, 8th Street and Henry Adams Street meet. As one of the City's few substantive traffic circles, Townsend Circle is at once an iconic placemaker, and a visual landmark in the community. It is also one of few public open spaces in the area.

However, while Townsend Circle is a visual landmark, it does not function effectively as an open space. It is small, difficult to reach safely, and offers little to the potential user. It is an island of green in a sea of asphalt, surrounded by a swirl of traffic. Access to the circle itself requires walking across one or more lanes of traffic. While there are pedestrian crosswalks between

the street intersections surrounding the Circle, there are no crosswalks or safe paths of travel to Townsend Circle itself. When one does arrive at the Circle, there is little to do once the destination has been reached: the Circle contains a patch of grass and a small sculptural monument at its center, but no seating, landscaping or buffer to surrounding traffic and noise.

The program to improve Townsend Circle, shown in Figure 14, includes elements that reinforce its status as Showplace Square's visual landmark; make pedestrian access to the Circle easier and safer; and better accommodate potential users. These objectives could be achieved through the following program elements:

*Figure 14*  
**Conceptual Plan for Townsend Circle Improvements**



### *Townsend Circle Size and Configuration*

The project would enlarge Townsend Circle by reducing the amount of roadway pavement in the right-of-way. Townsend Circle's geometry - the circular form - is its most important visual feature. The circular shape should be retained and the circle enlarged to capture some of the underutilized space in the public right-of-way. The lawn area would be enlarged and trees and shrubs would be added along the perimeter, establishing a third dimension to the circle's ground plane.

### *Traffic Calming*

Neck down the width of streets entering the circle to reduce the speed of vehicles entering and exiting the Circle. Establish new corner bulbs on Townsend Street, Division, Henry Adams and 8th Streets, reducing the distances pedestrians must travel to cross the streets and providing additional space for pedestrians at the intersections. Enlarge and landscape the paved pedestrian Division, Henry Adams and 8th Streets, reducing the distances pedestrians must travel to cross the streets and providing additional space for pedestrians at the intersections. Enlarge and landscape the paved pedestrian refuge islands in the Townsend Street right-of-way. Create new high visibility crosswalks providing direct pedestrian access to the enlarged Townsend Circle from Division Street, Townsend Street and 8th Street. Currently there are no crosswalks to the Circle.

This design concept, if implemented, would allow Townsend Circle to function better as public open space. The new vertical perimeter elements – trees and shrubs – would provide a sense of enclosure and separation from the surrounding traffic. Seating would be provided, providing places for people to rest, read, and enjoy the space. In addition, the city should investigate installing a central design element that would provide a focal point for the space. A fountain or feature with running water would mask the noise of surrounding traffic, improving enjoyment of the space.

### Conceptual Plan for “Wolfe’s Café” Site

The Wolfe’s Café site, so named because it fronts Wolfe’s Café, would convert the 8th Street right-of-Way between Irwin Street and 16th Street into a green street incorporating a number of open space features. The site was selected as one of the City’s “Pavement to Parks” sites and short-term improvements were installed at the site in autumn of 2009. The block-long street has been closed to traffic, and neighborhood residents, workers and students have been using the plaza since that time. The site has been included in this plan in order to consider installing more permanent improvements at the site.

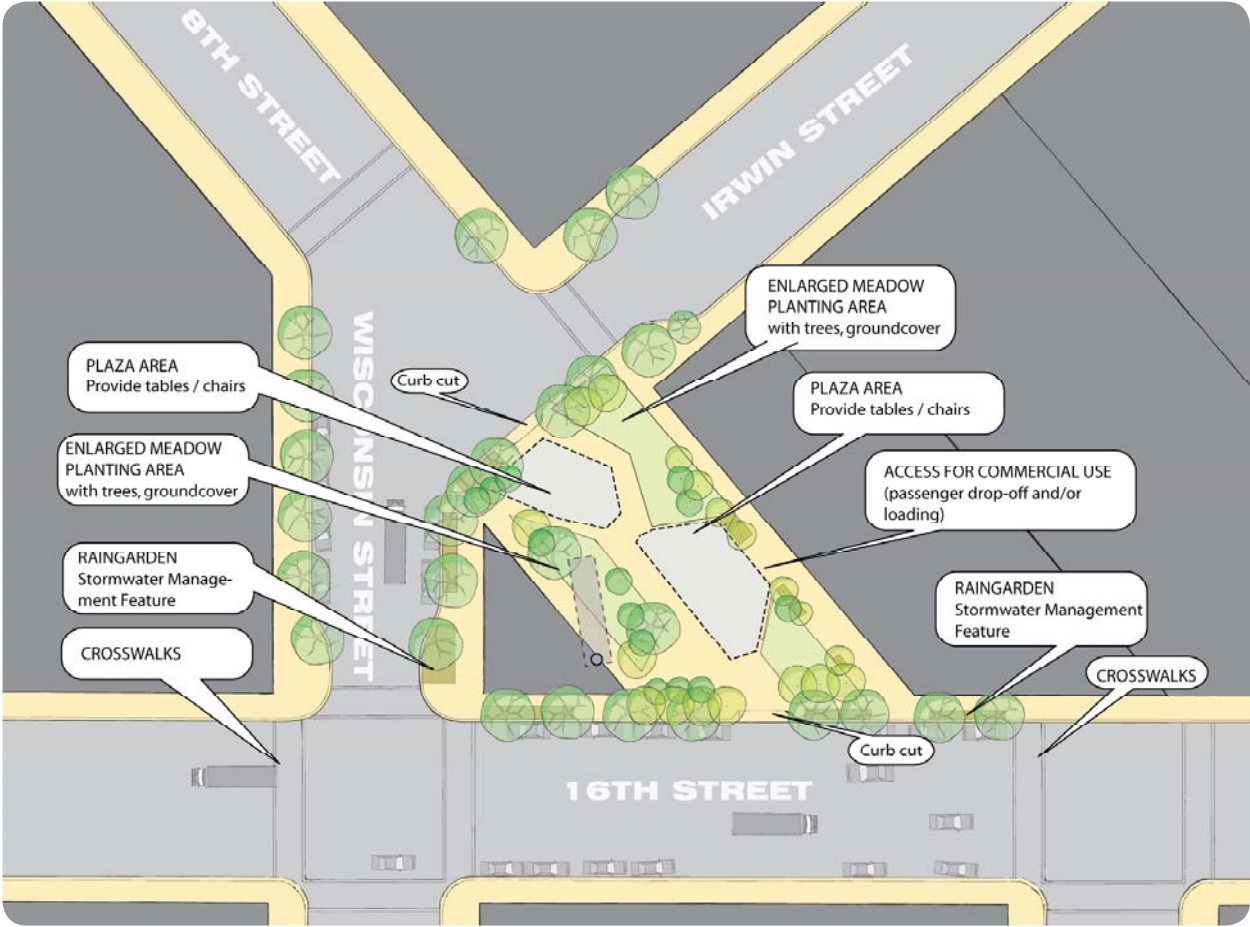
The Department prepared a conceptual design for future improvements to the site, shown in Figure 15. The concept would enhance the temporary features with some changes and make them permanent. Planters and lawn areas would be enlarged and additional low-water-use trees and vegetation would be planted. Plaza areas would be improved by replacing the asphalt roadway surface with permeable paving and providing additional permanent seating. The design would incorporate stormwater management features. Crosswalks would be established at Arkansas and Wisconsin Streets to make crossing 16th Street safer. The conceptual design should be considered and possibly revised after the “Pavement to Parks” improvements have been in place for some time and a post-occupancy evaluation of the “Pavement to Parks” project design has been completed.

### Open Space Cost Estimates

Staff prepared order-of-magnitude cost estimates for the designs described earlier in the report. These are shown in Figure 16. The cost estimates are based on unit costs for building similar infrastructure elsewhere in the City. The estimates will be useful in developing budget-level costs for individual site improvements, and help the community and decisionmakers prioritize open space improvements. More detailed designs for any site would be needed to establish more precise estimates.



**Figure 15**  
**Conceptual Plan for “Wolfe’s Café” Site Improvements**



**Figure 16**  
**Open Space Cost Estimates**

Site	Additional Sq. Feet of Open Space	Cost per Square Foot	Construction Cost Estimate (Range)
Wolfe’s Café	11,500 square feet	\$120 - \$280	\$1.4 - \$3.2 million
7th/Berry	13,500 square feet	\$110 - \$260	\$1.5 - \$3.5 million
Townsend Circle	11,500 square feet	\$140 - \$310	\$1.6 - \$3.5 million
Carolina St.	18,000 square feet	\$120 - \$270	\$2.1 - \$4.9 million
Wisconsin St.	20,000 square feet	\$120 - \$270	\$2.3 - \$5.4 million
Arkansas St.	22,500 square feet	\$110 - \$270	\$2.5 - \$6.0 million
Daggett St.	38,000 square feet	\$110 - \$260	\$4.1 - \$10.0 million
Hooper St.	39,000 square feet	\$130 - \$290	\$5.1 - \$11.5 million

Table Notes:

- Cost Range of new open space improvements: \$100-\$250 per square foot
- Cost Range for curb realignment: \$700-\$1,000 per linear foot
- Estimates assume no property acquisition costs
- For each site, estimate for additional open space and curb realignment based on Site Concept Plan

## Next Steps

The completion of the Showplace Square Open Space Plan is the first step towards developing new open space in Showplace Square. However, there are several additional next steps needed before any open space is provided, including the following:

1. Integrate the Plan into the City's Capital Planning Program.
2. Prioritize the open space sites. A preliminary prioritization process was undertaken as part of the Open Space Planning Process (as described in Appendix D). To finalize this prioritization, further outreach will occur with the community, decision-makers, all relevant City agencies, including the Capital Planning Group, the Recreation and Park Department, and the Department of Public Works.
3. Depending on the availability of funds, develop schematic drawings and environmental clearance for one or more of the priority open space opportunity sites. These drawings will be developed to the degree that best positions the City to apply for grants, without being over-designed such that the plans could go stale if funding is not promptly found.
4. Identify money for construction. The open space projects identified in this Plan are eligible for funding through the Eastern Neighborhoods Public Benefits Fund. The completion of a new open space in this neighborhood is also the City's stated priority. However, it is unlikely that this Fund would ever have enough money to pay for the development of all of the open space sites identified in this Plan. Therefore, additional sources of funding will be sought. Such sources could include federal, state, and local grants.
5. Investigate acquisition of private property in the northern portion of Showplace Square. This area, as well as adjacent portions of SoMa, are lacking in a substantial open space site. As opportunities present themselves, the City may pursue acquiring private property in this area for potential conversion to open space.
6. Investigate potential open space areas outside of but proximal to this Plan's study boundary. The following, listed below and described in Appendix E, may be considered as part of a future planning effort:
  - Division and 9th Street Right-Of-Way
  - Areas around the Freeway structure west of Showplace Square
  - Design Better Pedestrian connections to Mission Bay Parks
  - Gateway Design Elements

The Planning Department will facilitate these next steps in conjunction with other City agencies, such as the Recreation and Park Department, the Department of Public Works, the Capital Planning Group, and the Department of Real Estate.

# Appendices



# Appendix A

## PUBLIC WORKSHOP SUMMARY

### Planning Process

As part of the Showplace Square Open Space planning process, the Planning Department held a series of public meetings and workshops. The first meeting was a scoping meeting with the Showplace Square community. Planning staff also gave a walking tour of the area to better familiarize community members and workshop participants with the neighborhood and potential open space opportunity sites.

After establishing the project scope and giving a walking tour, the Planning Department held four public workshops between June and December, 2009. Each workshop focused on different aspects of the Planning

study. As part of the study, Planners established an urban design framework, identified a list of potential open space sites, presented initial conceptual designs for each of the potential sites, and incorporated community feedback and comments on the preliminary design concepts. The plan ultimately resulted in preparing a conceptual plan for each site that incorporated comments from workshop participants. . The conceptual plans will be used as a basis for identifying a site with the highest priority for open space use that would be eligible to use the Eastern Neighborhoods Public Benefit Fund for implementation.

Meeting Topic	Meeting Purpose and Subject
<b>Scoping Meeting</b>	Discuss geographic boundaries of study area, Designate plan scope and schedule
<b>Walking Tour</b>	Familiarize Workshop participants with Showplace Square neighborhood
<b>Workshop 1</b>	Discuss Community's Open Space Needs and Opportunities
<b>Workshop 2</b>	Establish Community Vision and Discuss Proposed Channel Street Land Exchange
<b>Workshop 3</b>	Discuss Urban design framework and Initial Designs for each potential site
<b>Workshop 4</b>	Present Revised Design Concept Plans and Discuss Community Priorities

*Scoping Meeting - Wednesday, April 29, 2009*

At this meeting, Planning Staff, with Community input established the scope of the planning process. Together with the community, planners identified the expected outcome of the planning process, content and timeframe for workshops, and Plan area boundaries

*Walking Tour - Tuesday, June 16, 2009*

The purpose of the walking tour familiarize the Showplace Square community, and interested members of the public with potential open space opportunities and constraints in Showplace Square.

*Workshop - Wednesday, June 24, 2009*

At this Workshop, staff presented information about potential open space sites, concepts identified in the Showplace Square/Potrero Hill Area Plan, and asked workshop participants suggest other potential open space sites for consideration and to discuss their needs and 'wish lists' for recreation facilities.

*Workshop - Tuesday, July 21, 2009*

At this workshop, planners facilitated a discussion with the community to suggest additional potential open space opportunity sites within Showplace Square for consideration and how the potential sites would connect into a green network. Representatives of Supervisor Maxwell's office and Norcal also provided information concerning Norcal's request to have the City vacate a portion of the Channel Street right-of-way. Norcal would like to acquire a 50 foot wide strip of the of 100 foot-wide Channel Street right-of-way between 7th and 8th Streets from the City, in exchange for property that Norcal owns in the City's Little Hollywood neighborhood. If approved, the City would acquire Norcal's property located adjacent to Little Hollywood park, and enlarge that City-owned park.

There was discussion about the potential reconfiguration of Channel Street, Hooper Street and/or Irwin Street into a "Green Street," to provide a better connection between the Mission Bay, Showplace Square and Potrero Hill neighborhoods. The majority of workshop participants present were supportive of the proposed

vacation and sale of a portion of Channel Street, as it does not provide direct access between Showplace Square and Mission Bay. Workshop participants also supported conversion of Hooper Street into a "Green Street."

Converting Hooper Street into a "Green Street" would accomplish a number of goals. It would promote public safety and a healthy lifestyle, support diverse public life and safely accommodate pedestrians, cyclists, transit users and motorized vehicles, while also promoting sustainability.

*Workshop - Wednesday, September 23, 2009*

The Planning Department presented preliminary concepts for an open space network serving Showplace Square. The concepts represented a synthesis of best practices and input received from the community. Staff presented initial concepts for individual open space sites, as well as how the sites would be better connected by streetscape improvements within Showplace Square and streets connecting to surrounding neighborhoods. Workshop participants provided comments on the conceptual plans.

*Workshop - Wednesday, December 2, 2009*

Planning staff presented revised conceptual designs for each of the potential open space opportunity sites. The sites included privately-owned parcels, portions of public rights-of-way and City-owned property discussed at earlier workshops. The revised design concepts incorporated public comments received at the previous workshop. Planners also asked the community to help prioritize the potential open space sites. Participants "voted" their priorities at the workshop. The Department also received site priority "votes" after the workshop via email.

# Appendix B

## URBAN DESIGN FRAMEWORK

Figure B-1 provides a summary map of the Urban design framework that informs the Showplace Square Open Space Plan. The individual elements analyzed in establishing an Urban design framework are described in this appendix.

The following material, presented at the workshops, was used to establish an urban design framework for Showplace Square Open Space improvements that are described in the body of this report.

**Figure B-1**  
**Urban Design Framework Summary**



Background Material Informing Urban Design Framework

- Neighborhood Location & Urban Context
- Permitted Land Use Classification (Zoning districts)
- Primary Vehicle Access
- Transit Routes
- Bicycle Plan Routes
- Potential Green Connector Streets
- Pedestrian-Priority Streets
- Community-Identified Open Space Improvement sites
- Neighborhood “Gateways”
- Open Space opportunity sites

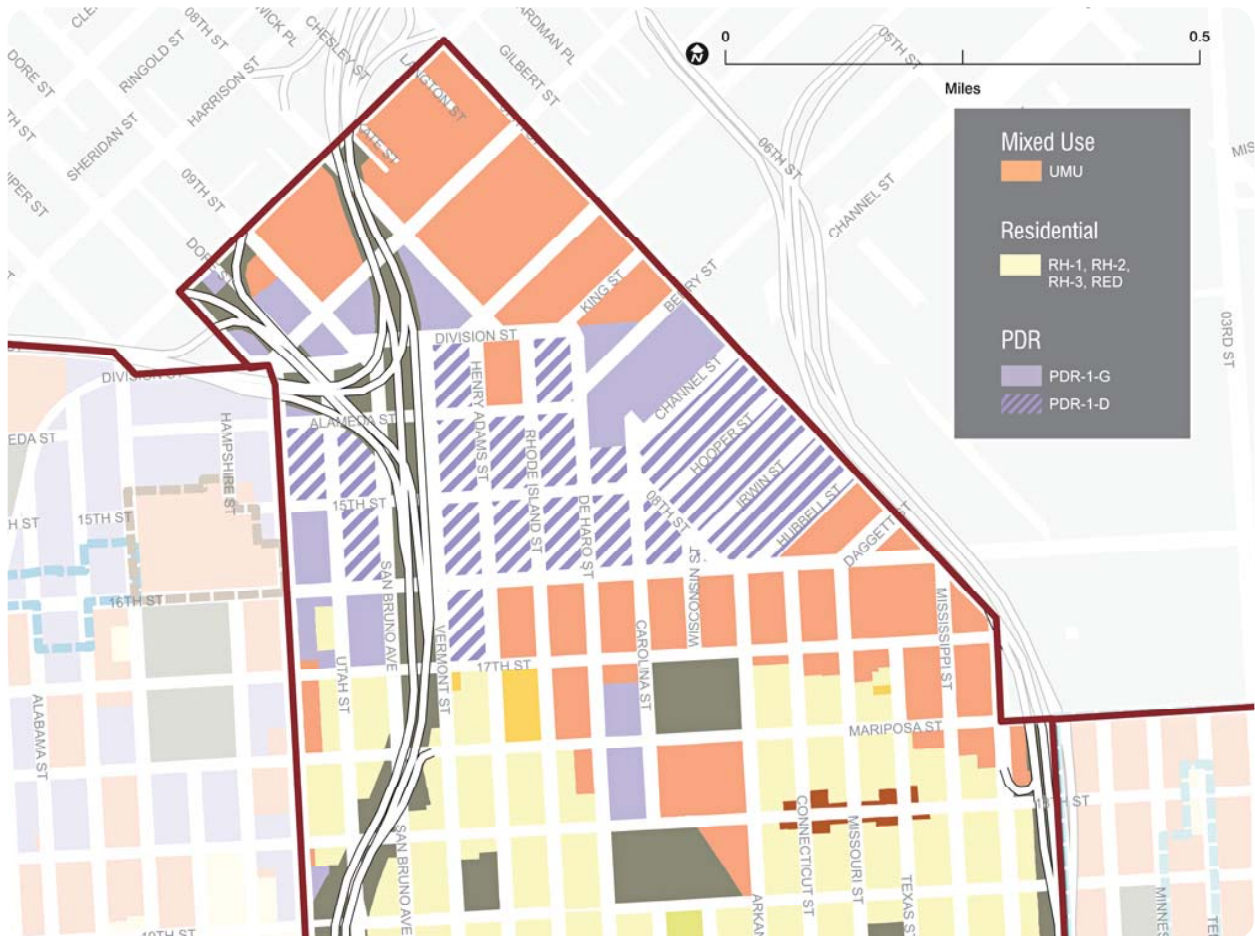
Neighborhood Location & Urban Context

Showplace Square is adjacent to the Mission District to the west, South of Market to the north, Mission Bay to the east and Potrero Hill to the south.

Land Use - Zoning Districts

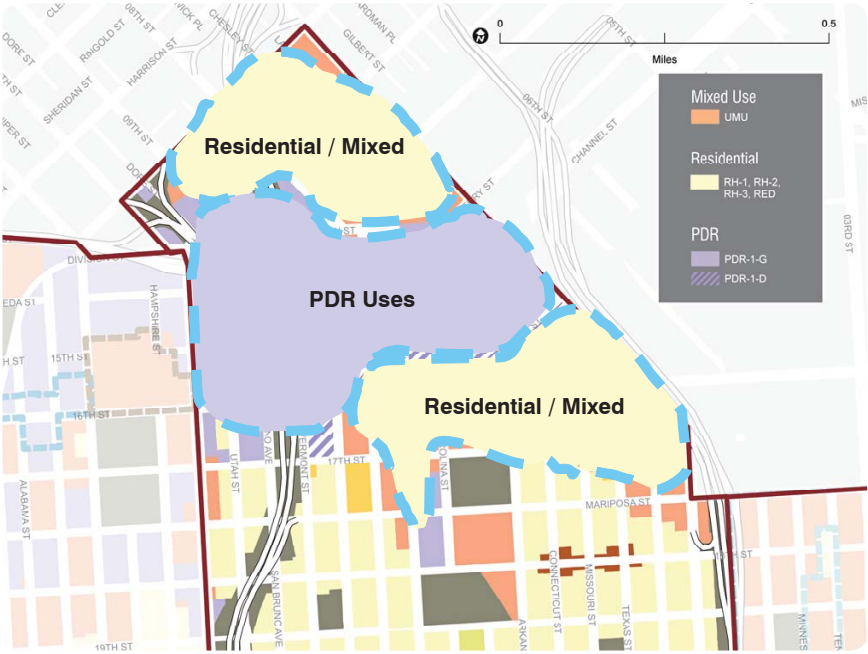
Showplace Square is a mixed-use neighborhood. There are three land use districts in the neighborhood, as recently revised as part of the Eastern Neighborhoods Plan. Zoning Districts in Showplace square include: UMU (Mixed Use) District, Residential (RH-2 and RH-3) Districts, and Production Distribution and Repair (PDR-1-G and PDR-1-D) Districts, which accommodate a variety of light-industrial and related uses. The Zoning Districts are shown in Figure B-2.

Figure B-2  
Land Use Classification (Zoning Districts)





**Figure B-3**  
**Anticipated Development Patterns**



**Land Use and Land Use Patterns**

The recently approved zoning in the Eastern Neighborhoods will reinforce Showplace Square’s existing patterns of development. Production Development and Repair (PDR) uses will locate in the central part of the neighborhood. Mixed-uses, including additional housing, will locate to the northern area that is classified as an Urban Mixed Use (UMU) District. Additional residential and mixed use development will be attracted to the southern area in areas with UMU (Urban Mixed Use) District, RH-2 (Two Family) and RH-3 (Three Family) Residential Districts. Future development patterns are depicted in Figure B-3, based on the permitted land use classifications.

**Primary Vehicle Access – Major Arterial Streets and Freeways**

The elevated Interstate 280 and US Highway 101 structures act as the neighborhood’s visual eastern and western boundaries. Within the neighborhood, Townsend, 7th and 16th Streets are the neighborhood’s major arterial streets. These high-volume corridors will remain the neighborhood’s major arterial streets. The elevated freeways act as major visual ‘edges’ to the neighborhood; they also impede pedestrian and bicycle travel to adjacent neighborhoods. Efforts should be made to improve pedestrian features along these streets and incorporate design elements that will facilitate safer pedestrian travel. The City should be sensitive to the design of these public rights-of-way to ensure that they function as important vehicular streets and provide access to and through Showplace Square. Major vehicular streets and freeways are shown in Figure B-4.

**Figure B-4**  
Major Arterial Streets and Freeways



### Primary Transit Routes

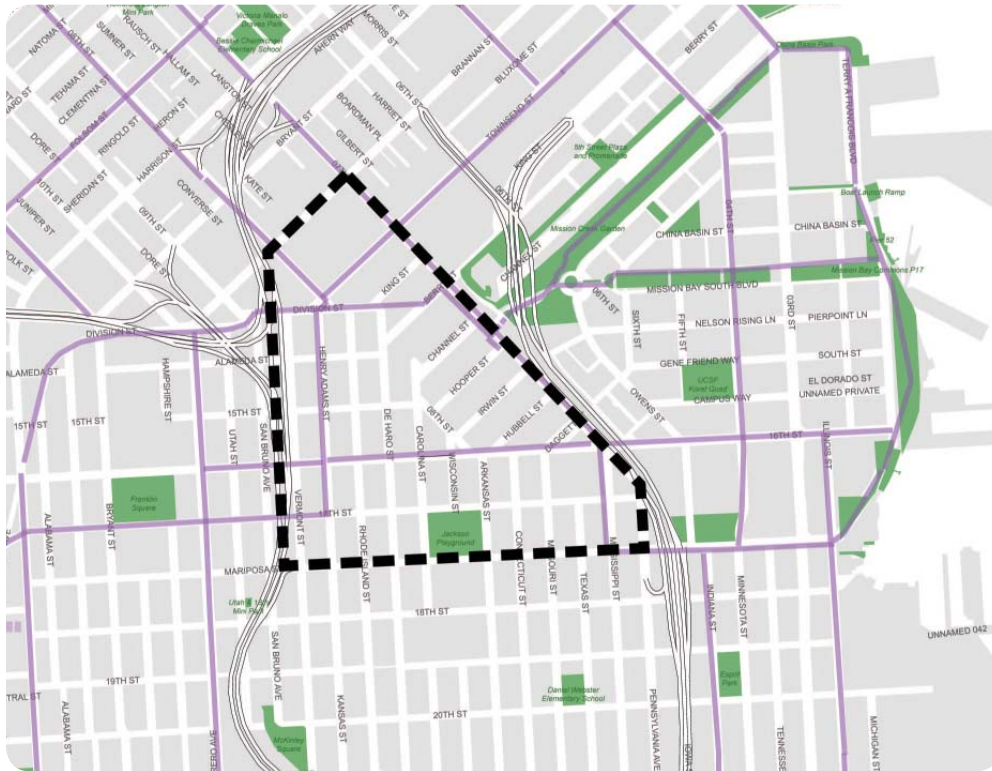
Several MUNI routes provide transit access to and through Showplace Square. MUNI lines 10, 19 and 22 serve Showplace Square. MUNI's Transportation Effectiveness Project (TEP) will result in changes to route alignments within Showplace Square and Citywide. Routes 22 and 33 will be realigned to travel on 16th Street. The Route 19 alignment will generally remain on Rhode Island and De Haro Streets in Showplace Square, north to Division. Route 12 will be routed onto Arkansas and Hubbell Street, then along 7th Street, continuing to Mission Bay. Proposals to change to these public rights-of-way should be designed to accommodate transit vehicles. Transit Routes are shown in Figure B-5.

Although Figure B-5 does not include other regional transit provider routes, Caltrain tracks run along the eastern boundary of Showplace Square, immediately east of 7th Street, terminating at Townsend and 4th Street. In the future, California's High Speed Rail system route may also be constructed in the Caltrain rail right-of-way at this location, terminating downtown at the Transbay Terminal complex.



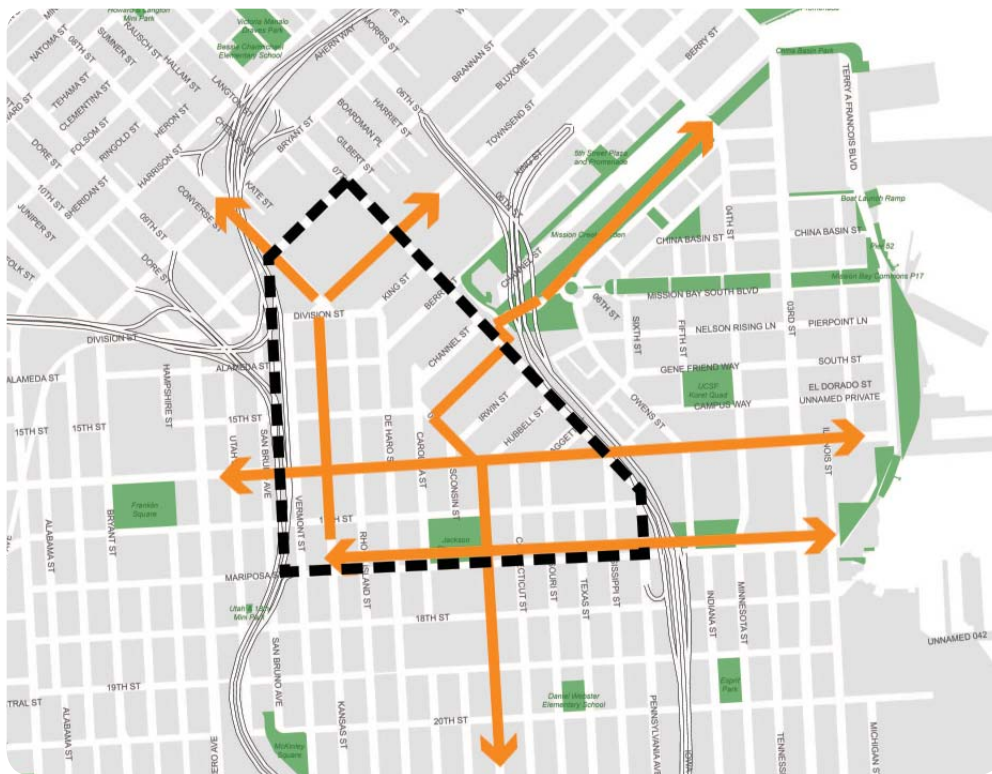
**Figure B-5**  
Transit Routes

Source: SFMTA Transit



**Figure B-6**  
Existing & Proposed  
Bicycle Routes

Source: SFMTA



**Figure B-7**  
Pedestrian Priority  
Streets

## Bicycle Plan Routes

The City's recently adopted Bicycle Plan designates bicycle routes throughout the City, including Showplace Square. The Bicycle Plan incorporates a bicycle route along 16th Street (providing access between the Mission and neighborhoods to the west with Mission Bay and the Central Waterfront. In addition, bike routes are located on 7th, 8th, Townsend, and Henry Adams Streets. A new route is proposed along Division Street and 7th Street would provide better bicycle access to Mission Bay. However, the final alignment for this route has not been designated and a specific design needs to be prepared. Bicycle Routes are shown in Figure B-6.

## Potential "Green" Connector Streets

The Showplace Square / Potrero Area Plan of the General Plan calls for the City to create a network of green streets that connect open spaces and improves the walkability, aesthetics and ecological sustainability of the Showplace Square and Potrero Hill neighborhoods. Several potential "Green" connector streets were identified:

- Sixteenth (16th ) Street has great potential as a green street.
- A route linking Potrero, Showplace Square and Mission Bay should be established along Arkansas, 8th and Hooper Street, eventually continuing to Mission Bay along a new connection to Mission Bay at 7th Street between Hooper and Channel Streets.

Reconfiguring these streets as "Green Streets" would include installation of consistent street trees and increased landscaping resulting in improved stormwater management practices. Provision of wider sidewalks would provide places for people to sit and enjoy the neighborhood. These improvements would also provide better linkages between Mission Bay, Showplace Square, Potrero Hill and Mission District open spaces. Potential Green Connector Streets are shown in Figure B-7.

## Pedestrian Priority Streets

Eighth Street, Townsend, Henry Adams, 16th and Mariposa Streets are important pedestrian-oriented streets. They provide direct routes to and through the neighborhood. Hooper Street, 8th Street and Arkansas Street have the potential to be redesigned to establish a well-designed pedestrian –oriented byways and links between Mission Bay, Showplace Square and Potrero Hill.

In addition to these streets, several other streets can be converted to "living streets," by reconfiguring the rights-of-way and redesigning the streets to provide more landscaping increasing the amount of space available for pedestrian use and enjoyment, and calming traffic. Potential "living streets" include Wisconsin and Hooper Streets. Specific improvements would be guided by the Better Streets Plan. Pedestrian Priority Streets are shown in Figure B-7.

## Existing and Potential Open Space Resources

A primary function of the Urban design framework analysis was to recognize existing open space resources in Showplace Square, as well as to identify potential sites that could be converted into public open space. This exercise included consideration of underutilized public rights-of-way that could be converted, in part, to public open space use to better use the public resource. Figure B-8 shows existing parks and public open space, as well as sites proposed for public open space use (shown in blue), including portions of public rights-of-way that could be converted in part to provide additional open space. It also identified public spaces outside of the study area, but a convenient walking distance of Showplace Square. The sites are listed below:

### Existing Public Open Space

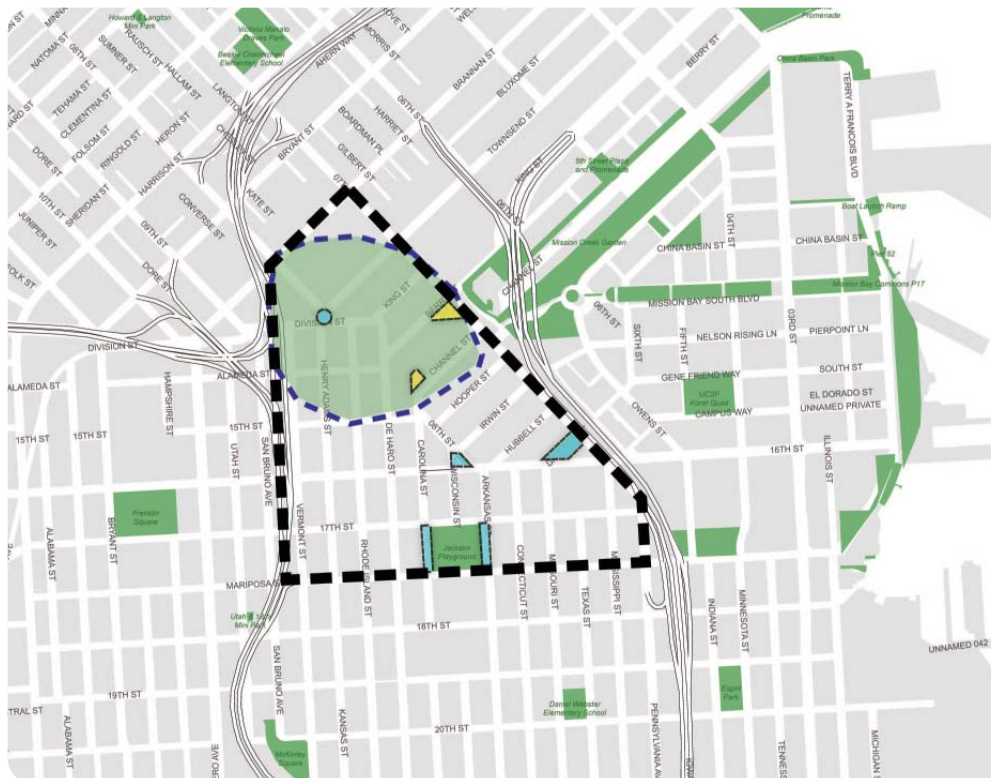
- Jackson Playground
- Townsend Circle
- Mission Bay Open Spaces (to be created as part of the Mission Bay Project)

### Potential Open Space

- Portion of reconfigured Arkansas Street R-O-W
- Portion of reconfigured Carolina Street R-O-W
- Daggett Street R-O-W
- Wolfe’s Café Site (8th and 16th Streets)

Although the Department identified several sites for potential acquisition or conversion to public open spaces, most of these are located in the southern part of the neighborhood; the northern area would be underserved, particularly as additional housing is developed. Therefore, the Department proposed that the City should seek to identify other potential open space resources in the northern area. This area is depicted in Figure B-8 by a circle with a dashed perimeter line.

**Figure B-8**  
Existing Parks and Proposed Public Open Space



## Community-Suggested Open Space Sites

Workshop participants suggested a number of other sites for consideration. The suggestions included privately-owned property and portions of underutilized public rights-of-way. The suggestions are described below and shown in Figure B-9.

### Privately-Owned Parcels

Several privately-owned parcels were suggested for acquisition. Such parcels could provide substantial new open space in the Plan Area. However, this Plan did not contemplate the acquisition of privately held land, for both financial and legal reasons. Therefore, these sites were not further considered under this Plan. Nevertheless, the City should investigate acquiring such a site when sufficient funding becomes available.

#### 1. The Concourse Exhibition Hall Site (AB 3783/001)

The Concourse Exhibit Hall (“the Concourse”) located between 7th and 8th Streets along Brannan Street was suggested as a potential open space site. The property owner has submitted a permit application to demolish the “Concourse” structure and construct a mixed-use project with 560 dwelling units on the site. Should redevelopment of this lot not occur, the City should consider acquisition to provide a substantial open space site in the northern part of Showplace Square.

#### 2. Sand and Gravel Co. Site on Berry Street (AB 3800/003-004)

This property is a triangular-shaped lot with frontage on Berry and De Haro Streets that supports an existing PDR use which provides materials for the construction trades. Conversion of the site to open space would

**Figure B-9**  
Community-Suggested Open Space Sites – shown in Orange



result in loss or relocation of the PDR use, which runs counter to the policies contained in the Showplace Square/Potrero Hill Area Plan. However, should the existing PDR use abandon the site, the City should consider acquisition to provide a substantial open space site in the northern part of Showplace Square.

### 3. Norcal Triangle at Berry and 7th Streets

This site is owned by Norcal. It is situated over easements for public infrastructure such that the site cannot be developed on. It is currently used as a parking area. The proposal would be for the City to acquire the site, potentially in exchange for the public right-of-way at the northern end of Carolina Street at Channel Street. Because of the potential presented by this space, it was selected for further analysis.

### 4. Greyhound Site (AB 3820/002)

This vacant site is bound by Hooper Street, 7th Street and Irwin Street. The site encompasses half of the large block. California College of the Arts (CCA) occupies the other half of the block. The site formerly housed a Greyhound bus facility. Should CCA acquire the property to enlarge its campus, the City should work with CCA to retain a portion of the site as open space and benefit both the university campus and community users.

### 5. AT&T Property (AB 3939/001)

This property, located on the block bound by 16th, 8th and Wisconsin Streets, is currently used to provide office, warehouse and off-street parking space to support AT&T services in the City. Conversion of the site to open space would result in the loss or relocation of the PDR use, which runs counter to the policies contained in the Showplace Square/Potrero Hill Area Plan.

### 6. Axis Café and adjacent lots (AB 3821/007, 006)

This property, located on 8th Street between Irwin and 16th Streets, is the location of the Axis Café, which includes a restaurant and outdoor café area. Acquisition and conversion of the property into public open space would result in the loss or relocation of the Axis Café, a small retail establishment that is patronized by area

residents, business personnel, visitors and students. This Plan did not contemplate the acquisition of privately held land, for both financial and legal reasons. Therefore, this site was not further considered under this Plan.

### 7. Carolina & 17th Street (AB 3980/007) – Pipeline Project

This site is located on the southwest corner of Carolina Street and 17th St, immediately across from Jackson Playground. The site is also known as 1717 17th Street. The property owner has submitted a permit application to demolish the existing commercial buildings on the site and construct a project on the site including a mix of residential and non-residential uses. Should redevelopment of this lot not occur, the City should consider acquisition to provide a substantial widening of Jackson Playground.

### 8. 1601 Mariposa Street (AB 4006 – ptn.) – Existing PDR Use

The parcel is located directly across Mariposa Street from Jackson Playground and adjacent to Live Oak School, and property supports an existing PDR use. Conversion of the site to open space would result in loss or relocation of the PDR use, which runs counter to the policies contained in the Showplace Square/Potrero Hill Area Plan. However, should the existing PDR use abandon the site, the City should consider acquisition to provide a substantial expansion to Jackson Playground.

## Public Rights-of-Way and Public Land

Community members suggested the following areas in public rights-of-way as open space opportunity sites.

### 9. Pennsylvania & Mariposa Street Site (AB 8727/005 (ptn))

This narrow, undeveloped triangular-shaped lot (AB 8727/005 ptn) is immediately west of the Caltrain right-of-way and is in an easement held/managed by the Peninsula Corridor Joint Powers Board (PCJPB). It is located outside the Eastern Neighborhoods study area, and is part of the Mission Bay Redevelopment

Area. It is therefore ineligible to receive funding from the Eastern Neighborhoods Public Benefits Fund. Thus, it was not considered as part of this Plan. However, the City should investigate working with the property owner and the PCJPB to improve the visual quality of the site by landscaping the site and providing better maintenance.

#### *10. Wisconsin Street, between 16th and 17th Streets*

At this location, Wisconsin Street is a one-block long street that ends at 16th Street. The 16th Street termination fronts on Jackson Playground. Currently the street provides vehicular and pedestrian access to PDR uses located on both sides of Wisconsin Street; the fronting properties also have frontage on other streets. There are opportunities to reduce the space devoted to roadway that would provide additional space for landscaped areas to better accommodate pedestrians, while also maintaining vehicular access to fronting private properties. Because of the potential presented by this space, it was selected for further analysis.

#### *11. Channel Street, between 7th and 8th Streets*

Channel Street between 7th and 8th Streets is an unimproved street which is currently not open to the public. It is fronted by PDR and storage uses. Channel Street is envisioned as an improved street that will carry traffic from the connection to Mission Bay, which is situated across 7th St. Because of its industrial nature, which limits both the activity and attractiveness of this site for open space, this site was not considered for further analysis.

#### *12. Berry Street, between 7th and 8th Streets*

Berry Street between 7th and 8th Streets is an unimproved street which is predominantly fronted by heavy industrial uses which utilize the right-of-way for their truck traffic. Towards the northeastern end of Berry St., there is also a housing development. However, because of its predominantly industrial nature, which limits both the activity and attractiveness of this site for open space, this site was not considered for further analysis.

#### *13. Division and 9th Street right-of-way*

This public right-of-way is larger than required for vehicular use and turns. A community member suggested investigating a ‘Road Diet’ to reduce area of pavement in order to provide space for public use, while maintaining adequate space for vehicular movement. The site is located outside of (west of) the study boundary. However, the City should investigate opportunities to capture some of the excess roadway and devote some of this space for pedestrian use and landscaping.

### Visual Landmarks, Neighborhood ‘Imageability’ and Gateways

People navigate through the environment (both urban and natural) by establishing mental maps or images of the landscape and recognizing physical elements. Recognizable types of places include paths (streets, sidewalks), edges (walls, buildings, the shoreline, forest/field edges), nodes (intersections or focal points), and visual landmarks (easily identified objects – hills, structures, etc.). Together, people use these visual objects to create spatial map of an area and recognize their location in urban and natural environments.

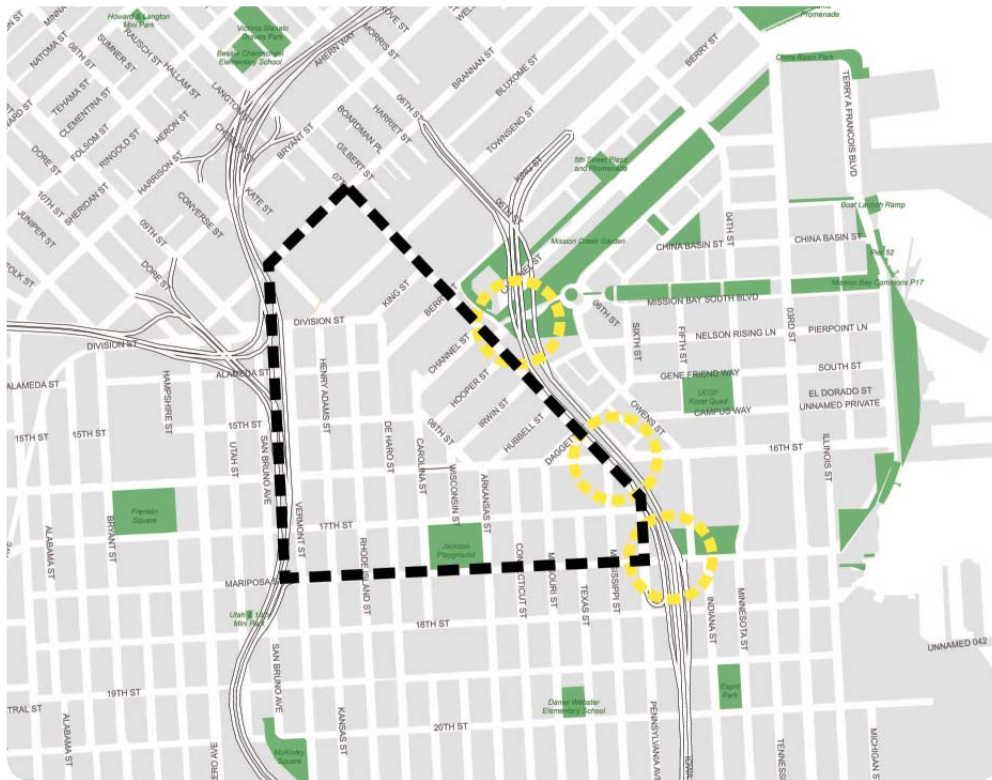
Showplace Square contains a variety of recognizable visual features that allow people to recognize their locations. They help people recognize when they enter or leave the neighborhood, and guide them on their way. These include the elevated U.S. 101 and Interstate 280 Highway structures to the east and west, Potrero Hill to the south, and visual landmarks.

Townsend Circle is a focal point. Its unique shape and form establish it as a landmark. It functions as a ‘gateway’ to the neighborhood. The elevated U.S. 101 and Interstate 280 Highway structures act as visual edges to the neighborhood. However, the underpasses don’t provide a celebratory ‘gateway’ experience. There is an opportunity to use Townsend Circle’s iconic form - the circle – to establish more desirable visual “gateways” on 16th Street near the freeway underpasses: at the Kansas





**Figure B-10**  
Showplace Square Gateways



**Figure B-11**  
Improve Pedestrian  
Access to Mission Bay  
Open Space (I-280  
Underpasses)

and Daggett Street intersections. Utilizing the circular form as a design element at the intersections of 16th Street with Kansas and Daggett Streets would reinforce the image of Townsend Circle as a neighborhood “gateway” feature. Proposed “gateway” locations are shown in Figure B-10.

## Improve Access to Nearby Public Open Space

The Urban design framework analysis also considered existing (and proposed) parks and public open spaces outside Showplace Square. These resources, though ‘officially’ outside of the neighborhood, are relatively close by, in the Mission District, Potrero Hill and Mission Bay. They could be made more accessible by improving pedestrian corridors to them. Improving the visual and spatial quality of the underpasses would improve neighborhood access to these public parks. Improvements should be made to the I-280 underpass locations shown in Figure B-11, designated by the yellow dashed circles.

## Urban Design Framework Summary

A map showing the elements considered as part of the Urban Design Framework is shown in Figure B-12. The urban design framework analysis helped to inform the Showplace Square Open Space Plan and helped to identify where public open space and streetscape improvements would provide the greatest benefits to the neighborhood. Individual framework elements are summarized below.

- Land Use - Additional residential uses will occur primarily in the northern and southern areas of Showplace Square. Improvements in these areas should focus on providing Open space improvements that will respond to people of all ages. Industrial (PDR) uses in the central area would benefit from open spaces oriented to daytime workers.
- Arterial Streets - Brannan, Seventh (7th) Street and 16th Streets are major arterial streets and act as physical barriers to pedestrians and bicyclists. Efforts should be made to incorporate design elements that will facilitate safer pedestrian and bicycle travel.
- Bicycle Oriented Streets - The neighborhood’s primary bicycle routes are 7th Street, 16th Street, Townsend, 8th and Henry Adams Streets. Improvements are also proposed along Division Street to China Basin Channel in Mission Bay.
- Pedestrian Priority Streets - Eighth Street, Townsend, Henry Adams, 16th and Mariposa Streets are important pedestrian-oriented streets. They provide direct routes through the neighborhood. In addition, Hooper Street, 8th Street and Arkansas Street provides good pedestrian links between Mission Bay, Showplace Square and Potrero Hill.
- Green Connector Streets - Two corridors should be improved as “Green Connector Streets.” They are 16th Street, and the Hooper / 8th / Arkansas Street corridors.
- Public Open Space – The Urban design framework identifies a number of potential sites for open space improvements. They include Daggett Street, portions of Arkansas and Carolina Streets, the “Wolfe’s Café site at 8th & 16th Streets, and Townsend Circle. Additional sites include Wisconsin Street, Hooper Street, and privately-owned “Norcal Triangle. Additional public open space should be sought in the northern part of Showplace Square,
- Gateway Features – Three sites should be improved as neighborhood “Gateways.” They include: Townsend Circle and 16th Street at the Daggett and Kansas Street intersections.
- Improve Access to Nearby Open Space - Make improvements to the freeway underpasses at Mariposa Street, 16th Street and the intersection between Channel and Hooper Streets to improve pedestrian and bike access to Mission Bay open space.

Figure B-12  
Urban Design Framework Summary



# Appendix C

## INITIAL CONCEPTUAL DESIGNS FOR OPEN SPACE IMPROVEMENTS

Planning Department staff prepared conceptual design plans for the sites discussed at the public workshops. The initial designs were developed after a public workshop to discuss the types of open space and recreational facilities that the community wanted in the Showplace Square neighborhood. At one public workshop, planners provided examples of open space designs and recreational facilities in San Francisco and best practices in other cities to assist the community in considering the types of open space improvements that could be provided, and to generate public discussion and comment. Staff then focused on a discussion of each of the potential open space in Showplace Square. Planning staff then analyzed each of the sites and prepared initial design concepts for each site, incorporating ideas suggested by the community. The preliminary analysis and initial concept prepared for each of the sites is provided below. The following design concepts were presented at community workshops:

- Jackson Playground Extension
  - Arkansas Street right-of-way
  - Carolina Street right-of-way
- Wisconsin Street right-of-way
- Hooper Street right-of-way
- Daggett Street right-of-way
- Berry & 7th Street Triangle (Norcal - potential property exchange)
- Townsend & 8th Street right-of-way
- Wolfe's Café Site (8th Street right-of-way)

The initial conceptual plans for these sites is included in this Appendix; the designs were refined based on public comment provided at the community workshops, and the revised conceptual designs are included in the body of this report.

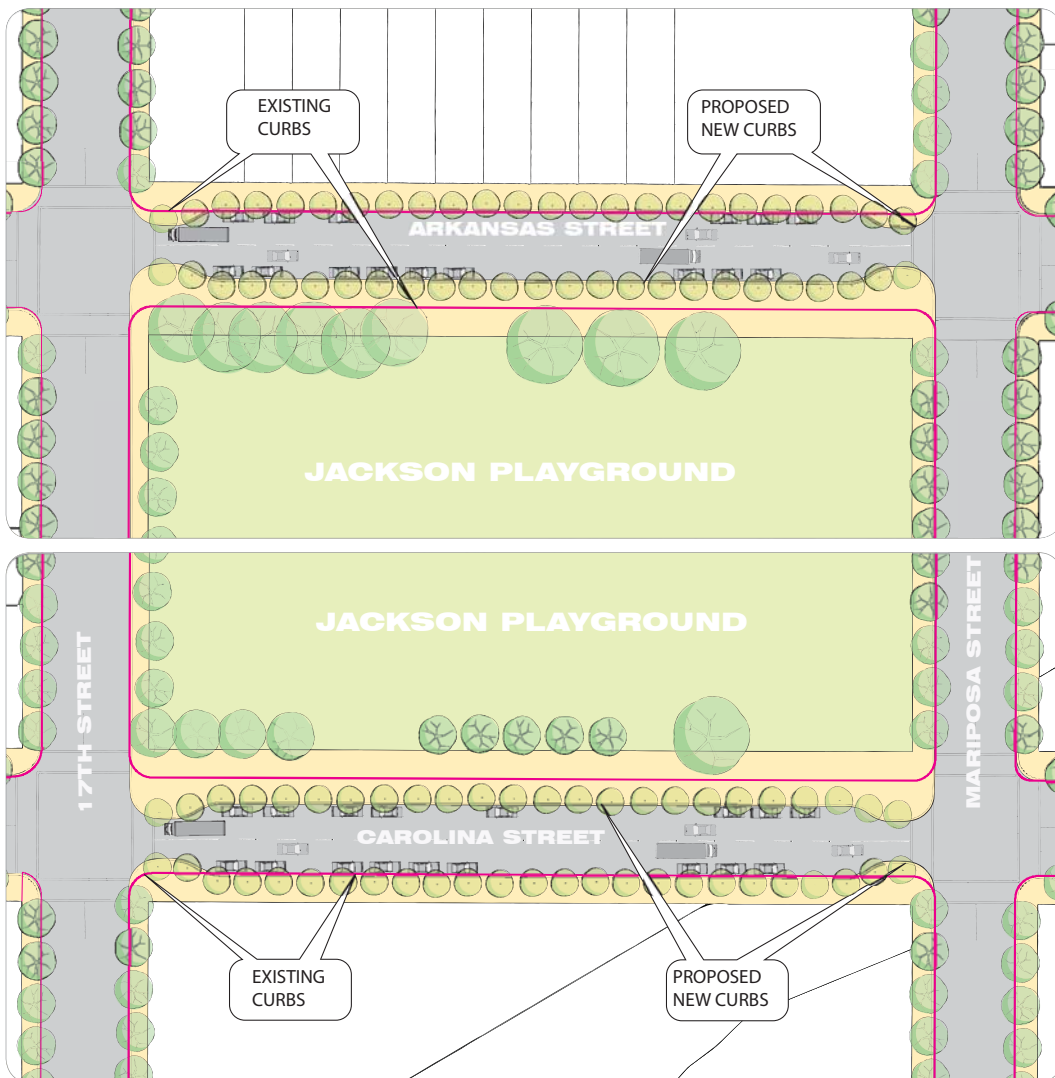
### Jackson Playground Addition – Use Portions of Arkansas Street & Carolina Street Right-of-Way

The design concept would convert portions of the Arkansas and/or the Carolina Street right-of-way not required for vehicular use to open space use. The proposal also reconfigures strips along the east and west sides of Jackson Playground itself that are not programmed for recreational use. Together, these areas would be reconfigured to enlarge Jackson Playground, and would be redesigned to provide additional space for recreational use. The areas proposed to be reconfigured and redesigned are shown in Figure C-1.

The existing condition of Carolina Street is shown in Figure C-3. The initial design concept for reprogrammed Carolina Street and Jackson Playground perimeter is shown in Figure C-4.



**Figure C-1**  
 Jackson Square  
 (Utilize portion  
 of Carolina and  
 Arkansas Street  
 R-O-W and  
 reconfigure park)



**Figure C-2**  
 These 2 figures  
 show the portions  
 of the Carolina and  
 Arkansas Street  
 rights-of-way  
 proposed to be  
 reconfigured and  
 added to Jackson  
 Playground

*Figure C-3*  
**Carolina Street and Jackson Playground Perimeter – Existing Condition**



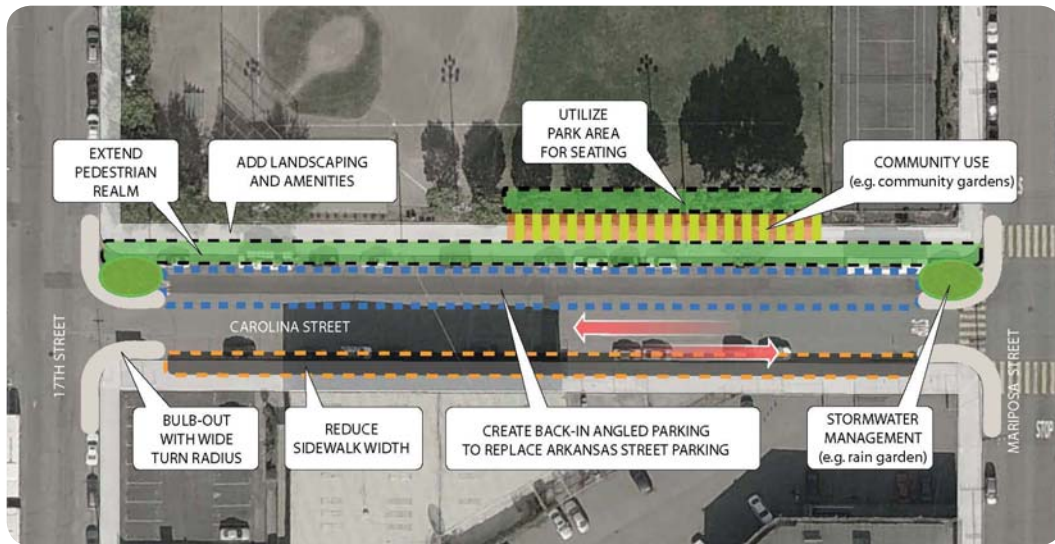
*Figure C-4*  
**Carolina Street - Initial Design Concept of Street Reconfiguration and Park Addition**



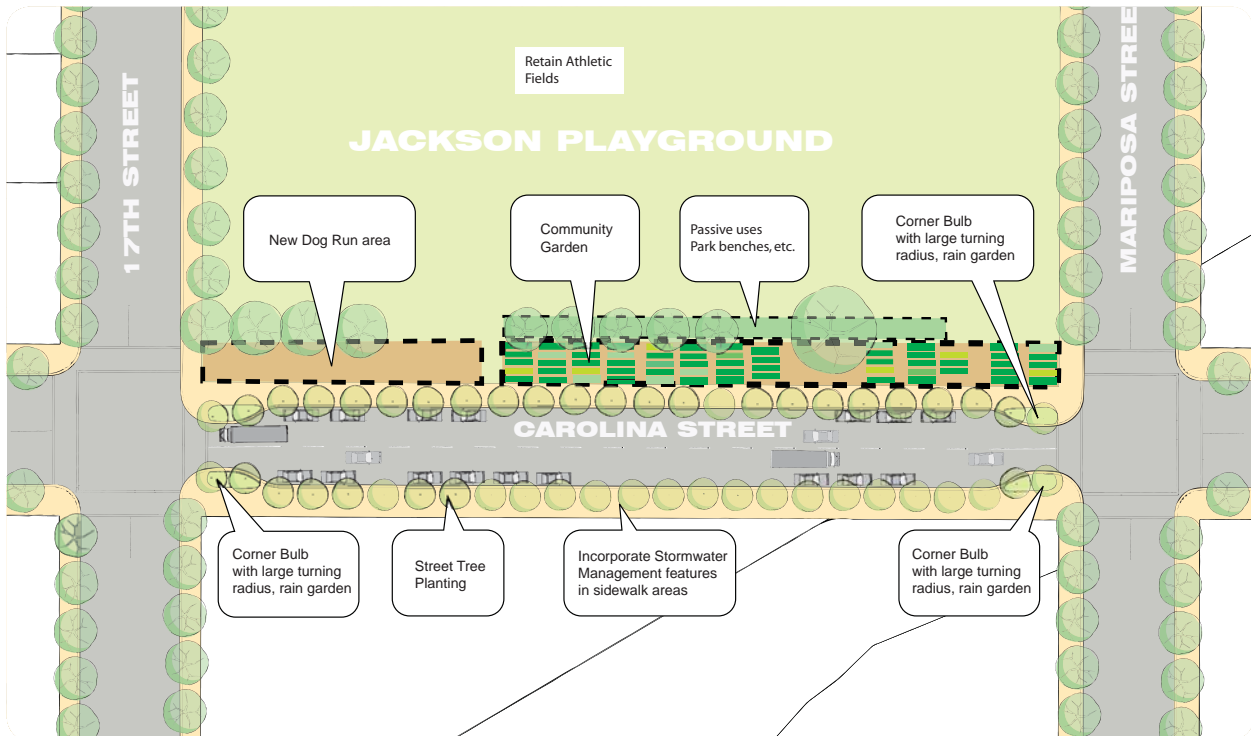
The initial design concept for Jackson Playground, reconfiguring a portion of the Carolina Street roadway and sidewalk and reconfigured a portion of the Jackson Playground to provide additional park seating areas and a community garden is shown in Figure C-4. At the public workshop, several attendees suggested programming the additional park area with specific recreational

uses, such as a dog runs, picnic area, playground, and other recreational uses. Staff responded by a suggested recreation use diagram, shown in Figure C-5. A final conceptual plan for the Carolina Street addition to Jackson Playground, incorporating public comments, is shown in Figure C-6.

**Figure C-5**  
**Carolina Street and Jackson Playground Park Addition – Proposed Use Diagram**



**Figure C-6**  
**Carolina Street and Jackson Playground Park Addition - Final Conceptual Plan**



*Figure C-8*  
**Arkansas Street and Jackson Playground Reconfiguration - Initial Design Concept**

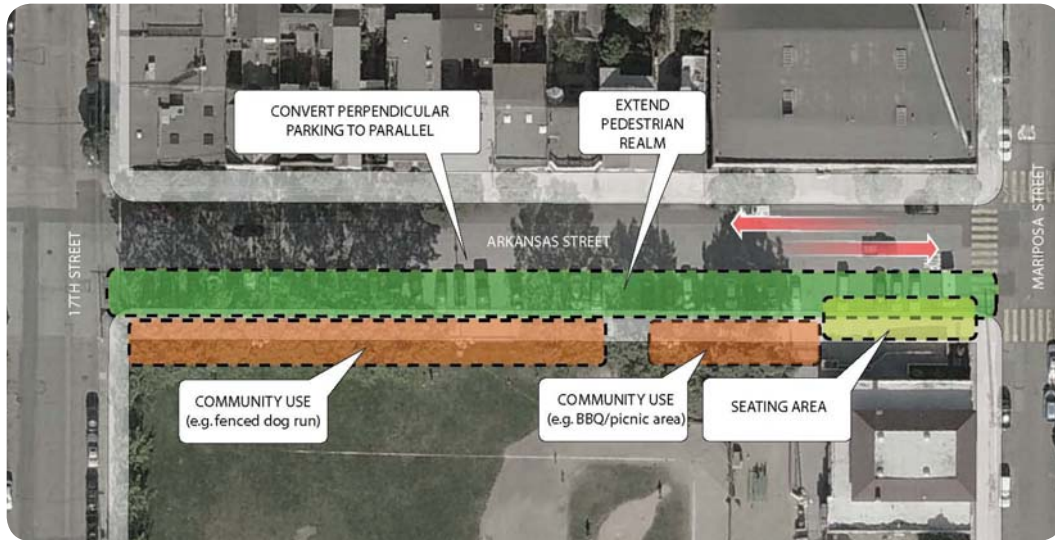


Planners performed a similar analysis of Arkansas Street and prepared a conceptual plan adding a portion of the underutilized Arkansas Street public right-of-way into Jackson Playground. The existing condition of Arkansas Street and the Jackson Playground perimeter is shown in Figure C-7. The initial design concept prepared for the Arkansas Street right-of-way and Jackson Playground park perimeter is shown in Figure C-8. Staff incorporated public comments provided at a public workshop and prepared a use diagram showing potential recreational uses of the reconfigured park area in Figure C-9. The final conceptual plan for the Arkansas Street right-of-way and Jackson Square Playground addition, incorporating public comments is shown in Figure C-10.

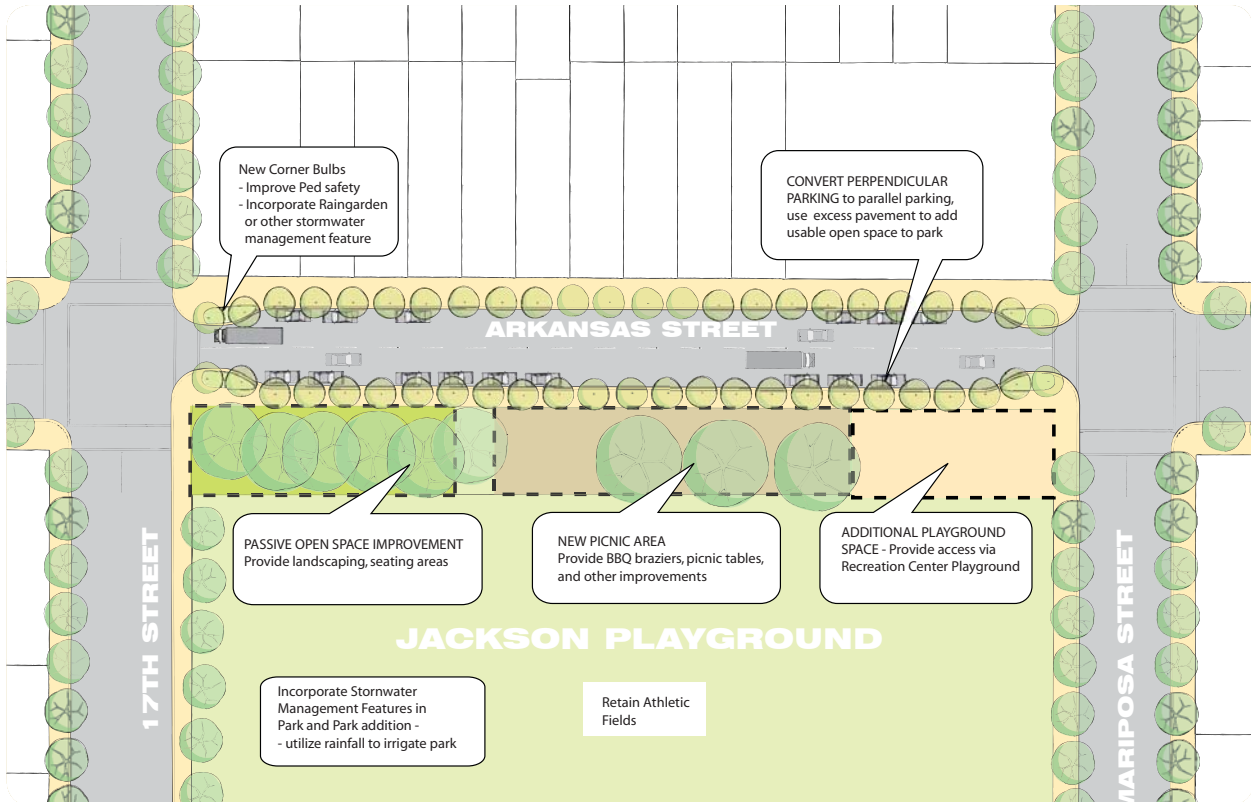
The initial concept for Arkansas Street / park improvements incorporated a portion of the Arkansas Street roadway and sidewalk and reconfigured a portion of Jackson Playground to provide for an addition playground area, a picnic area with seating and BBQ grills, and a dog run. The proposed recreation use diagram is shown in Figure C-9. The final conceptual plan for Arkansas Street, incorporating community comments is shown in Figure C-10.



**Figure C-9**  
**Arkansas Street and Jackson Playground Addition - Proposed Recreation Use Diagram**



**Figure C-10**  
**Carolina Street and Jackson Playground Park Addition - Final Conceptual Plan**



## Wisconsin Street Right-of-Way

A plan was prepared to reconfigure Wisconsin Street, better utilizing excess portions of the public right-of-way not required for vehicular circulation. The initial design concept for Wisconsin Street proposed to reconfigure the public right-of-way, narrowing the roadway and adding sidewalk bulbouts along much of the street

to provide space for public use, including space for an outdoor café with seating, and incorporating a number of stormwater treatment features, as well as additional street trees and landscaping. The street would provide an improved pedestrian link from the north to Jackson Playground.

*Figure C-11*  
**Wisconsin Street – Existing Condition**



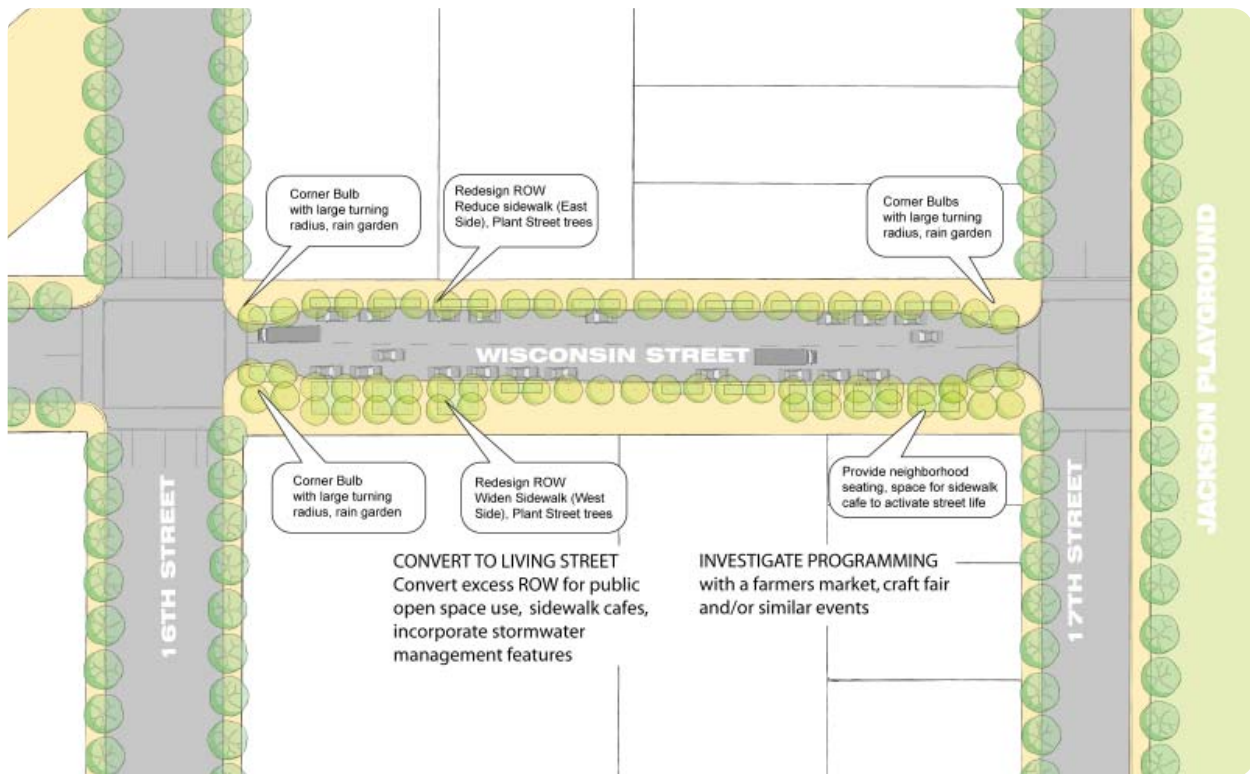
*Figure C-11*  
**Wisconsin Street - Proposed Use Diagram**



Figure C-13  
Wisconsin Street – Initial Design Concept



Figure C-14  
Wisconsin Street - Final Conceptual Plan



*Figure C-16a*  
**Hooper Street – Existing Condition**



*Figure C-16b*  
**Hooper Street – Initial Design Concept**



## Hooper Street Right-of-Way

Hooper Street would be realigned, narrowing the roadway by adding corner and mid-block sidewalk bulbs and chicanes to calm traffic. Extensive landscaping would be added on the north side of the street, providing space for people to gather and better utilize the public right-of-way. In addition, a greater portion of the right-of-way would be devoted to landscaping and would incorporate stormwater management features. A related feature would be to establish a mid-block pedestrian through-way, facilitating pedestrian travel and reducing the bulk of future development on adjacent privately-owned parcels.



Figure C-17  
Hooper Street - Final Conceptual Plan

## Daggett Street

At approximately 38,000 square feet, the Daggett Street right-of-way may have the greatest potential to provide a new public open space in Showplace Square that would benefit residents, workers and visitors. It is one of the largest undeveloped sites in public ownership. The right-of-way could be designed to incorporate a variety of open space amenities, including

a large landscaped lawn area, a children's playground (or similar facility) as well as space for an outdoor café or plaza, as well as a "Gateway" feature, or visual landmark. It could also accommodate a single vehicular travel lane to provide access to adjacent private property that would be developed as a mixed-use commercial/residential project.



Figure C-18  
Daggett Street – Existing Condition



Figure C-19  
Proposed Recreation Use Diagram

Figure C-19  
Daggett Street – Initial Design Concept



Figure C-19  
Daggett Street -  
Final Conceptual Plan

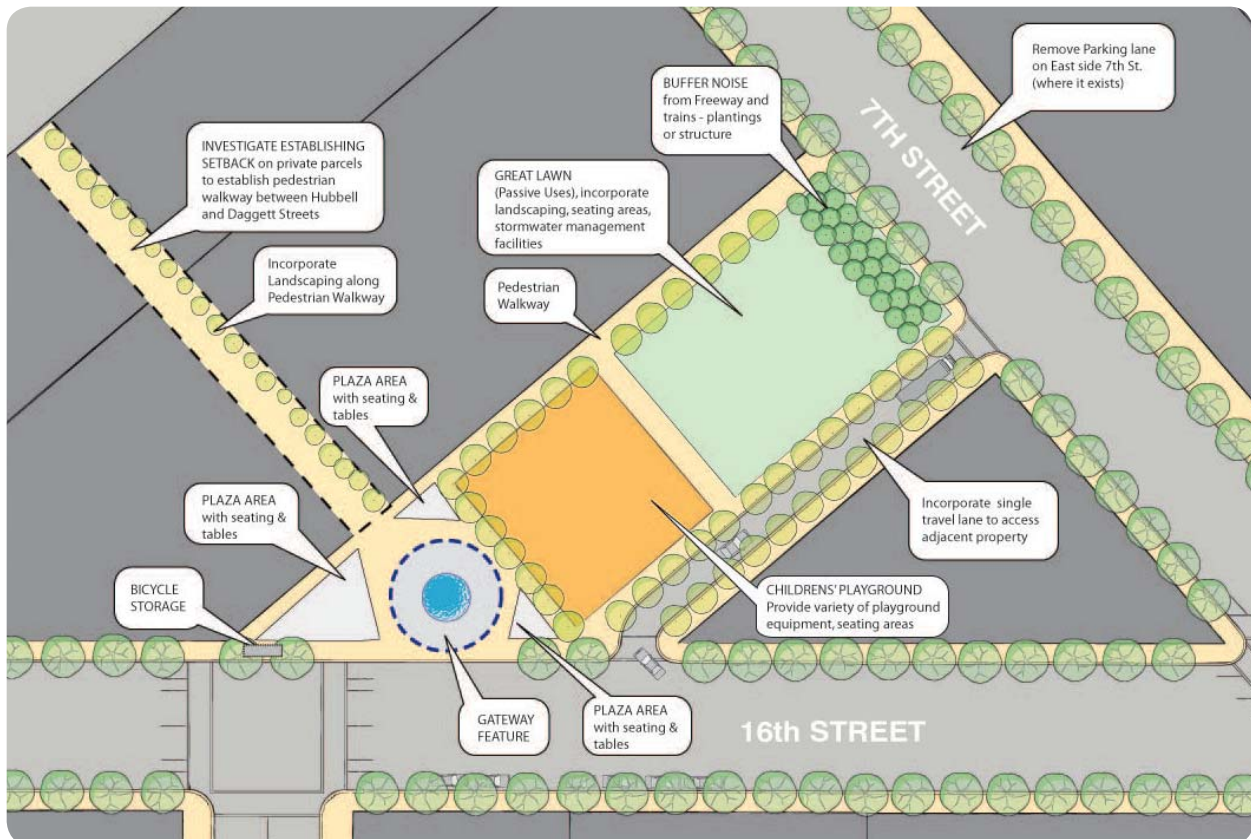


Figure C-22

"Norcal Triangle Site (7th & Berry Street) - Existing Condition



Figure C-23

"Norcal Triangle Site (7th and Berry Street) - Initial Design Concept





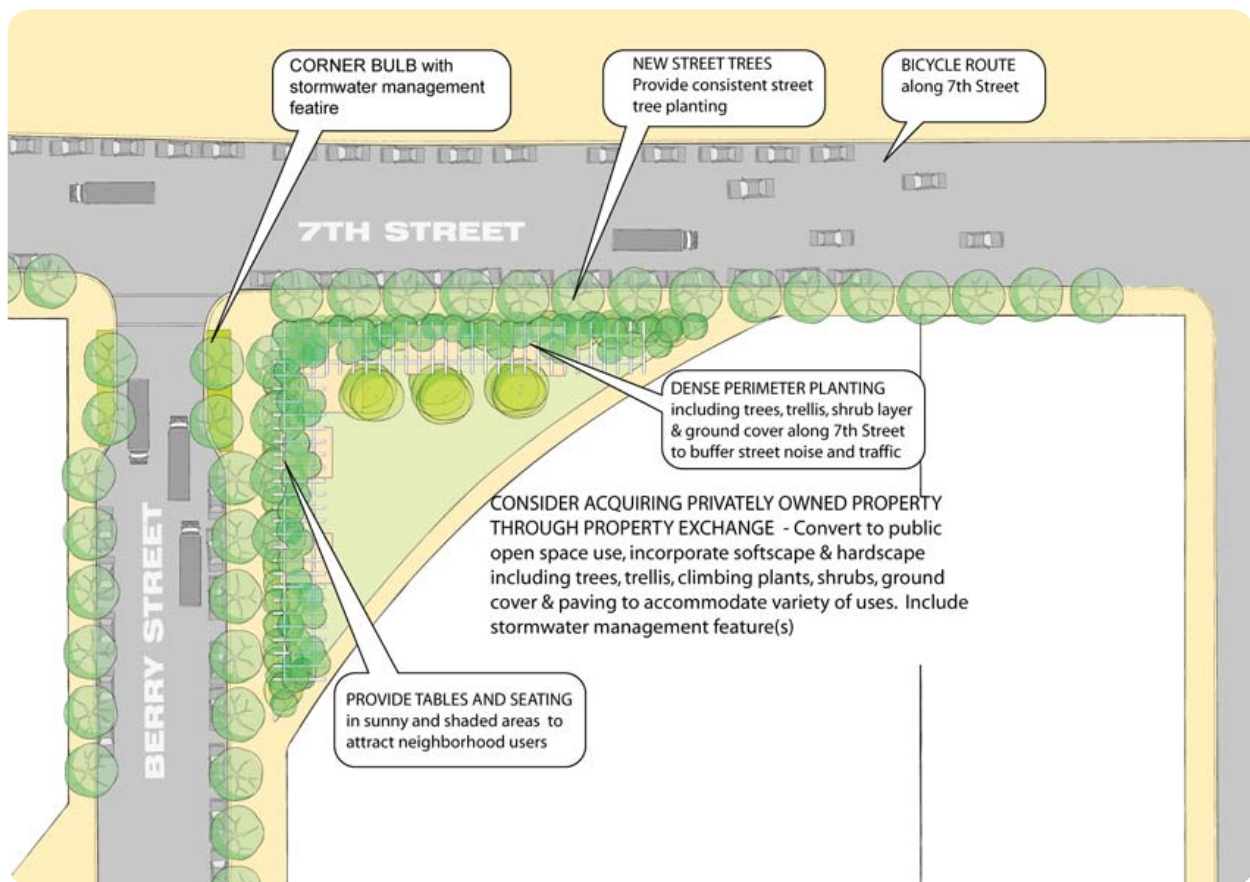
## “Norcal Triangle” Site - 7th and Berry Streets - (Private Property)

Workshop participants recommended that the City investigate acquisition of a privately owned property, referred to as the “Norcal Triangle” at 7th and Berry Street for open space use. The property, at Berry and 7th Streets could be developed as a public plaza, with

seating and tables, incorporating dense perimeter plantings along Berry and 7th Streets to screen views to the Caltrain tracks and the elevated Interstate 280 Highway structure.

Figure C-24

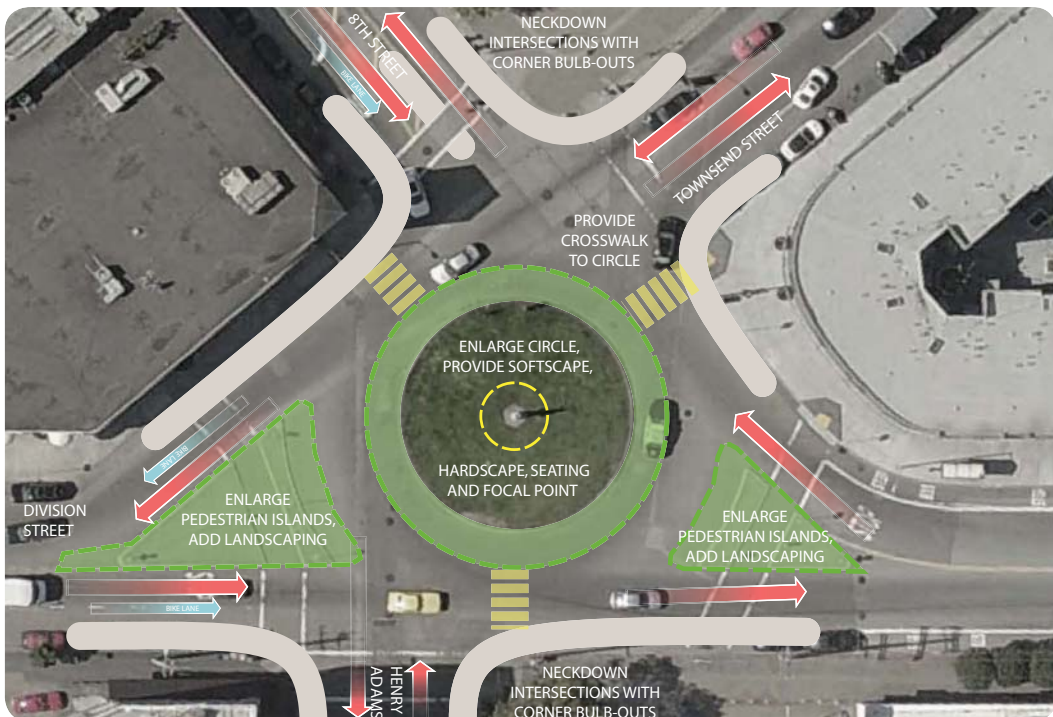
“Norcal Triangle” Site (7th and Berry Street) - Final Conceptual Plan



**Figure C-25**  
**Townsend Circle - Existing Condition**



**Figure C-26**  
**Townsend Circle - Proposed Use Diagram**



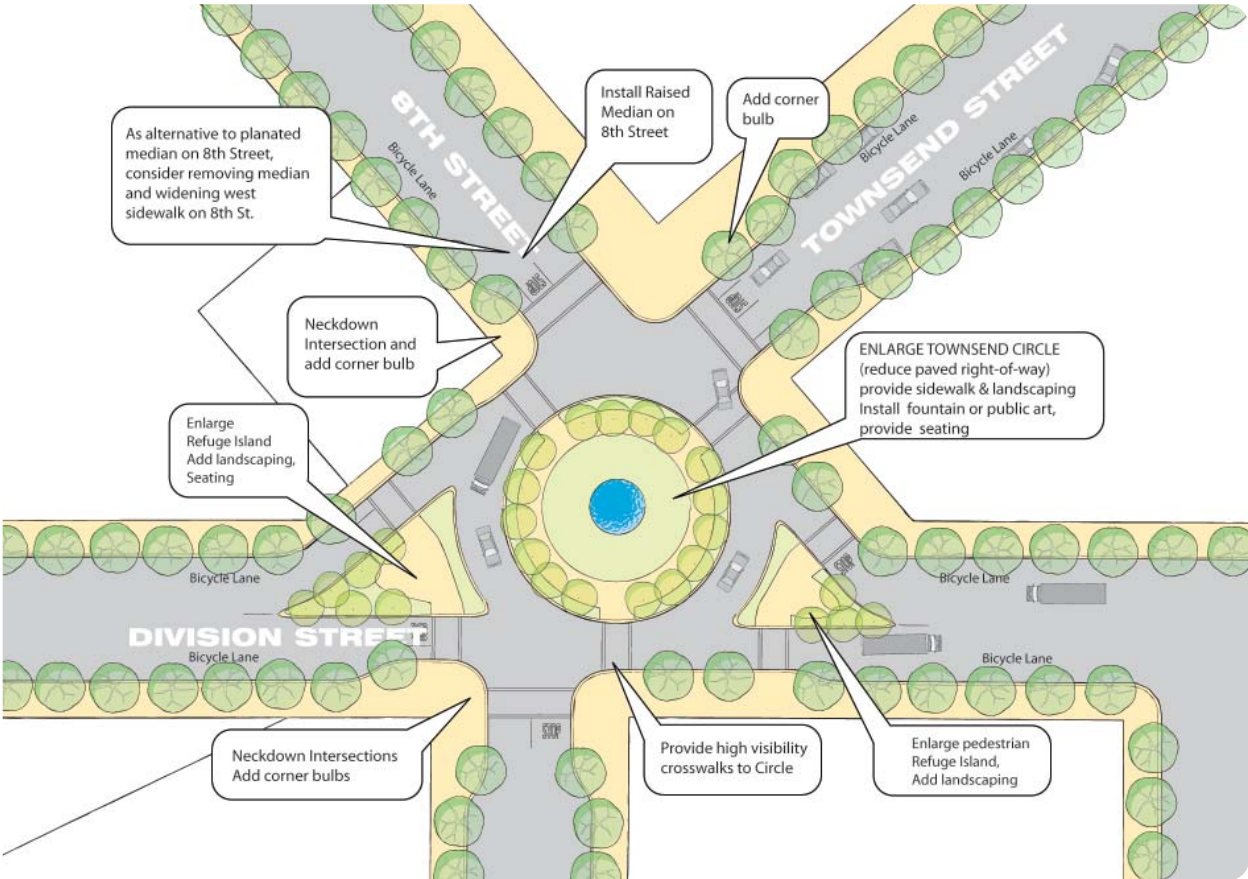
### Townsend Circle 8th Street at Townsend and Henry Adams Streets

Townsend Circle acts as the key point of entry to Showplace Square. The existing traffic circle, located at the intersection of 8th Street, Townsend, Division and Henry Adams, acts as the front door to Showplace Square. Workshop participants expressed a keen desire to retain the circle as an important and iconic gateway to the neighborhood, make it safer to reach and interesting, provide features that would make it a pedestrian destination and make it easier and safer to access.

The Conceptual Plan for the Townsend Circle would improve the design of the feature and promote increased public use of the amenity. The conceptual plan called for the following improvements: reducing the width of the vehicular travel lanes, and installation of corner bulb-outs at Henry Adams, Eight and Townsend Streets to calm traffic and reduce the distance pedestrians must travel to access the Circle. The concept also called for establishing pedestrian crosswalks to provide safe access to Townsend Circle, and enlarging the size of Townsend Circle and the pedestrian refuge islands to provide additional space and landscaping amenities. Together the proposed improvements attract additional users and convert Townsend Circle into an open space destination.

The community also liked the concept of incorporating design elements from the Townsend Circle at other community "Gateway" locations. This may be implemented by utilizing circular plan elements or graphics and signage that echo Townsend Circle physical features.

Figure C-27  
Townsend Circle - Final Conceptual Plan



## Wolfe's Café Site (8th Street Right-of-Way - Irwin to 16th Street)

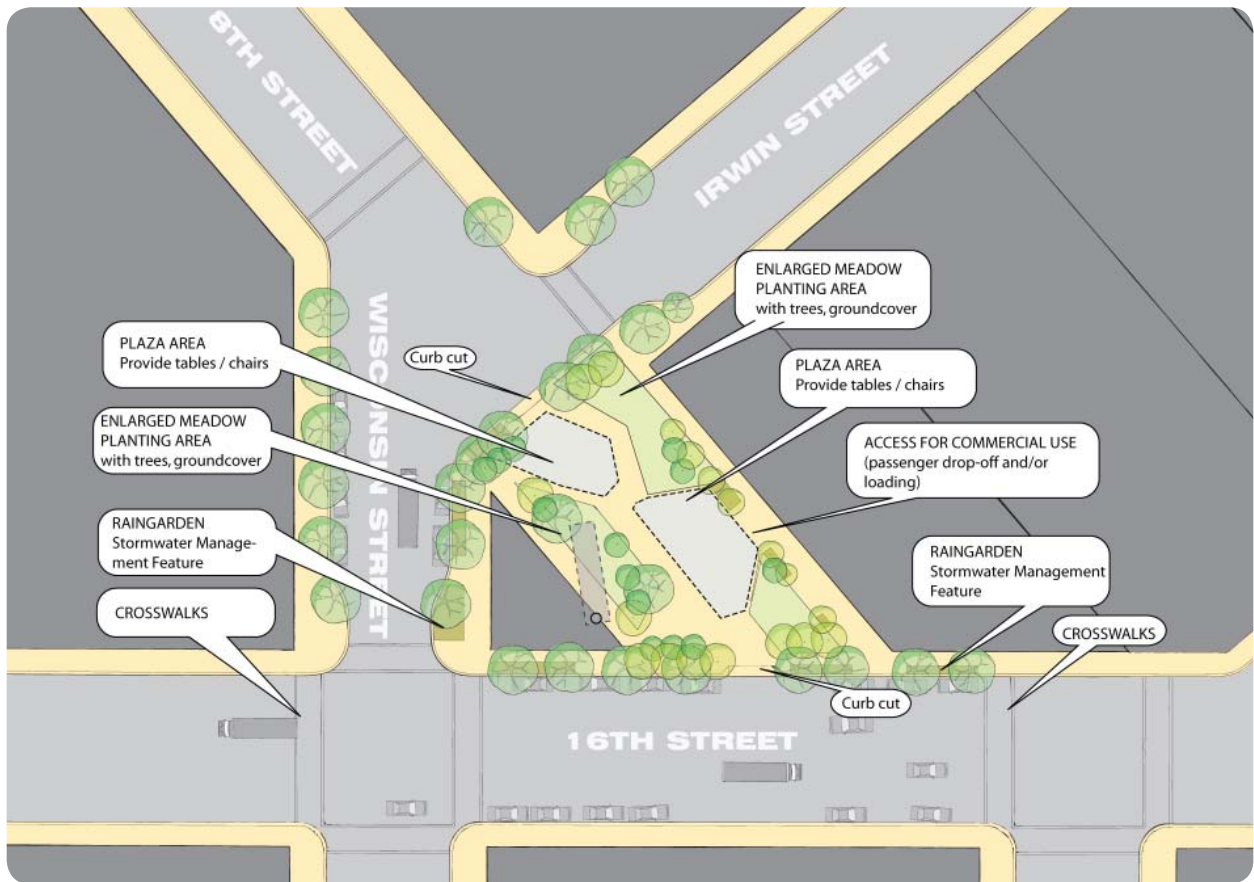
The Wolfe's Café open space site, is located at 16th Street, 8th Street and Wisconsin Street. The site was selected as one of the first demonstration projects as part of the City's "Pavement to Parks" Program. As part of that project, 8th Street roadway was closed and the space was improved as public open space, with installation of landscaped planters, lawn areas, tables and

chairs. The site will be evaluated to determine whether it should be retained permanently as public open space. As part of this program, a conceptual plan was prepared that, if implemented, would result in permanent closure of this segment of the public right-of-way, and accommodate additional open space improvements.

Figure C-28  
Wolfe's Café Site Pavement to Parks Plan - (Constructed Sept. 2009)



Figure C-29  
Final Conceptual Plan for “Wolfe’s Cafe” Site



# Appendix D

## PRELIMINARY COMMUNITY OPEN SPACE SITE PRIORITIES

### Workshop Attendee Priorities for Open Space Improvements

At a December 9, 2009 public workshop, Planning Department staff presented revised conceptual plans for each of site proposed for open space improvements. People were asked to ‘vote’ for their three highest priority sites, with an understanding that the City would not have financial resources adequate to improve all of the sites. The following table is a summary of priorities expressed at the workshop, those received via email between 12/9/2009 and 1/15/2010 and totals including both sets of ‘votes.’

### Comment

As noted in the table, there was a significant difference in the priorities expressed by meeting participants for one particular site at the public workshop and those submitted subsequently by email. The Norcal/7th and Berry Street triangle site, which received a low priority

for improvements (4 of 68 votes = 5%) at the workshop, received a high priority (38 of 114 votes= 33.3%) by email. There was no significant disparity in priority support for the other sites.

In future phases of the project, Planning Staff will recommend sites for conversion to publicly accessible open space, based in part on comments provided by the workshop participants and on additional factors. They may include the potential of an individual site to support a variety of recreational uses, the relative ability to implement improvements, community comments and priorities, available funding, etc. Community priorities may also change as new residential and commercial development is approved in Showplace Square. Other potential sites may become available for open space use, and other conditions may change. Ultimately, decisions to fund future open space improvements will be made by the Planning and Recreation and Park Commissions and approval by the Board of Supervisors, based on Department recommendations and community support.

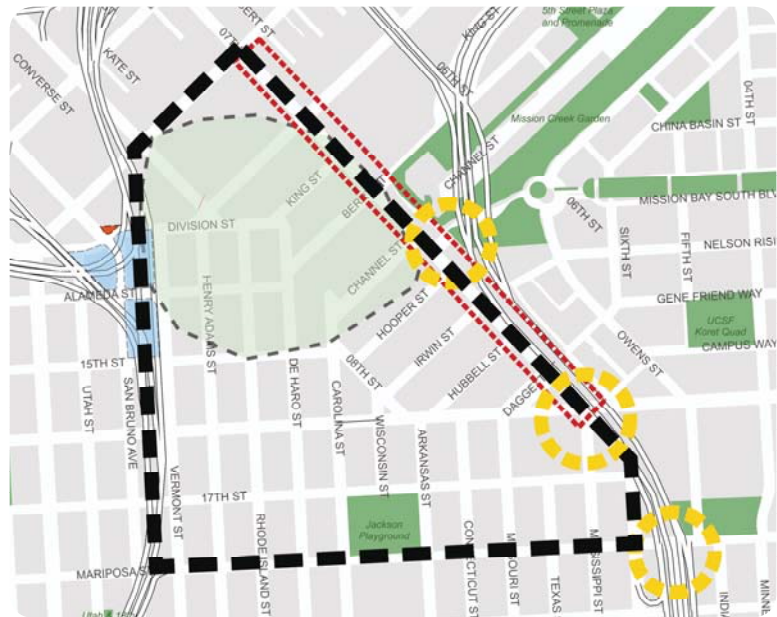
### Community Priority for Open Space Site Improvements

Site Name / Location	Votes at 12/9/2009 Meeting	Votes by E-mail	Total Votes (Meeting & E-mail)
<b>Norcal/7th &amp; Berry</b>	4	38	42
<b>Daggett St.</b>	13	16	29
<b>Carolina St.</b>	12	16	28
<b>Wolfe’s Café</b>	14	13	27
<b>Hooper St.</b>	11	10	21
<b>Townsend Circle</b>	7	11	18
<b>Arkansas St.</b>	5	8	13
<b>Wisconsin St.</b>	2	2	4
<b>TOTALS</b>	68	114	182

# Appendix E

## POTENTIAL OPEN SPACE OPPORTUNITIES TO INVESTIGATE IN THE FUTURE

The Scope of the Showplace Square Open Space Planning Process was limited to investigating open space improvement opportunities within the area's study boundaries, which were set at the beginning of the community planning process. However, one outcome of the plan was identifying sites close by that could improve open space opportunities. The following areas were identified for further investigation. These areas, shown in the following figure, should be investigated in the future.



*Figure E-1*  
**Future Areas to Consider**

### *7th Street Pedestrian Improvements (red dashed box)*

The Northeast boundary of the study area, 7th Street, provides a direct link to the South of Market (SOMA) neighborhood and shares a boundary with Mission Bay. This right-of-way currently serves as an important vehicular corridor and is also a bicycle route. The right-of-way includes a sidewalk on the south side of the street but no continuous sidewalk along the northern side of the street. The 7th Street corridor should be studied to increase safety for all users and improve the quality of the pedestrian realm.

### *Division at 9th Street right-of-way (red triangle)*

There is an excess right-of-way at the intersection of Division Street and Ninth (9th) Streets. Investigate opportunities to improve the clarity of the intersection and roadway and to redesign this area to be available for pedestrian use.

### *Northern Showplace Square Open Space sites (light green tone)*

Most areas proposed for open space improvements in Showplace Square Open Space Plan are located in the southern part of the Showplace Square neighborhood.

**Figure E-2**  
**Ninth and Division Street: Potential Intersection Improvements**



**Figure E-3**  
**Potential Open Space Areas to Investigate**  
**around Elevated U.S. Highway 101 Structure**



However, the current zoning will allow a significant number of housing units to be constructed in the northern part of the study area. That area will be deficient in open space unless additional public open space is created to support new development. The City should investigate opportunities to create additional public open space in this area.

*Areas around U.S. Highway 101 structure – west of Showplace Square*

There is a significant area of underutilized space just west of Showplace Square in the vicinity of the elevated freeway structure. The area west of Vermont Street in the vicinity of Division, Alameda and 15th Streets has the potential to be converted to a variety of uses, including open space. The area should be studied and opportunities to create usable open space should be considered.



## Better pedestrian connections to Mission Bay Parks

The plan for Mission Bay plan, approved several years ago, is now being implemented. Mission Bay will include a significant amount of public open space. However, there are only three pedestrian connections between Showplace Square and Mission Bay, and each requires travel under Interstate 280 Highway underpasses and across Caltrain tracks.

The pedestrian experience at these locations can be improved significantly, increasing the number of Showplace Square residents and workers willing to walk or bicycle to open space in Mission Bay. This may be achieved by improving the design of the underpass, installing of public art employing lighting or other elements to improve the physical, visual and auditory environment. Several examples of underpass design treatments are shown below.



## Gateway Design Elements

The plan identified three “Gateways” to Showplace Square: the Townsend Circle is already a very visible neighborhood ‘Gateway.’ There is an opportunity to establish other “Gateway” features, announcing entry into the neighborhood along 16th Street. Recommended locations are along 16th Street at Daggett, providing a gateway from Mission Bay, and at 16th Street and Kansas Street, a gateway from Potrero Hill. The design for the Daggett Street right-of-way incorporates a circular plan element reminiscent of Townsend Circle. As there is limited space at 16th and Kansas Street for a similar gateway feature, signage evoking the circle (rather than a large physical circle) could be installed at the intersection. Examples of graphics/signage memorializing Townsend Circle are shown to the right. Images such as one of these may be installed as signage elements at the 16th / Kansas Street intersection.



# Acknowledgments

The Plan was developed from the work and efforts of the following organizations, offices and individuals.

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- Lower Potrero Hill Neighborhood Assn.
- Lower Potrero Hill Property Owners & Renters
- Norcal Waste Systems, Inc., [Recology]
- Potrero Boosters Neighborhood Assn.
- Mission Creek Harbor Assoc.
- Neighborhood Parks Council