Project Area
Idea Gathering - Stakeholder Meetings

- Asian Neighborhood Design
- California Culture and Music Association
- Central Subway Outreach Committee
- Clementina Cares
- Filipino-American Development Foundation
- Housing Action Coalition (HAC)
- Rincon Hill /South Beach/Mission Bay Neighborhood Association
- San Francisco Planning and Urban Research (SPUR)
- San Francisco Youth Commission
- South of Market Action Network (SOMCAN)
- South of Market Business Association (SOMBA)
- South of Market Leadership Council
- South of Market Project Area Committee (SOMPAC)
- Western Soma Taskforce
- Yerba Buena Community Benefit District
Idea Gathering - Walking Tours

Central Corridor Planning Project
WALKING TOUR
WEDNESDAY JUNE 1, 2011
5:30 PM

Central Corridor Planning Project
WALKING TOUR
WEDNESDAY JUNE 8, 2011
5:30 PM
Idea Gathering - Walking Tours
Idea Gathering - Storefront Charrette
Idea Gathering - Storefront Charrette
Land Use Principles and Potential Implementation Strategies
Land Use Principles: Support Growth

- Increase development capacity
  - Increase heights
  - Increase density
  - Remove use restrictions in industrial areas (for options, see Zoning Scenarios, below)
Existing Zoning

Assumes Western SoMa adopted as proposed
**Zoning Scenario 1**

- Turns SLI to “MUX”
- Turns MUR into MUG west of 5th, MUO east of 5th
- Assigns other “remnant” parcels in East SoMa and Yerba Buena to prevailing zoning
Zoning Scenario 2

- Uses Zoning Scenario 1 as a Baseline
- Turns SALI and RED up to 5th to “MUX”
- Turns Western SoMa MUG to MUO
Zoning Scenario 3

- Uses Zoning Scenario 2 as a Baseline
- Turns SALI and RED up to 6th to “MUX”
Zoning Scenario 4

- Uses Zoning Scenario 3 as a Baseline
- Turns Western SoMa MUO to “MUX” from 4th to 6th
Land Use Principles: Support Growth

- Increase attractiveness of the area for development
  - Support regional efforts to direct growth to transit-rich areas
  - Brand the area
Land Use Principles: Support Growth

- Favor office development over other kinds of growth
- Support the growth of the technology sector in appropriate locations
  - South of Harrison
    - Option 1: Allow housing everywhere
    - Option 2: Support office by not permitting housing on parcels that could support office (over 20,000 square feet)
    - Option 3: Support office by not permitting housing anywhere
  - North of Harrison:
    - Option 1: Maintain limits on office (MUR)
    - Option 2: Remove limits on office (MUR) from 2rd to 5th
    - Option 3: Remove limits on office (MUR)
Land Use Principles: Support Growth

- Support development of housing
- Support development of a diversity of housing, especially below-market rate units
  - Option 1: Utilize City’s existing BMR requirements (15% on-site, 20% off-site and in-lieu)
  - Option 2: Capture increased land value through increase BMR requirements
  - Option 3: Expand BMR options and strategies
Land Use Principles: Create Complete Communities

- Maintain and enhance existing housing, especially affordable housing
  - Utilize existing tools to protect affordable housing
  - Direct impact fee revenues to acquisition and rehabilitation of existing affordable housing

- Historic Resources should be given the appropriate amount of protection
  - Work with our Historic Preservation Team, the Historic Preservation Commission, and the community to categorize buildings into priority resources, important resources, interesting resources, and non-resources
  - Treat buildings accordingly (ranging from Landmark protections to design guidelines to no protections for non-resources)
Land Use Principles: Create Complete Communities

- Respect recent re-zoning processes
  - Retain existing land use controls unless there are compelling reasons otherwise

- Reinforce SoMa’s mixed-use character by permitting a diversity of land uses
  - Permit housing and office where appropriate
  - Permit retail where appropriate. Explore options regarding formula retail
  - Permit live entertainment where appropriate. Explore options regarding type and location of entertainment
  - Permit industrial uses
Land Use Principles: Create Complete Communities

- Support open space
  - Find land for a new park
  - Support open space as part of new developments
  - Support rehabilitation and maintenance of existing facilities
- Support and enhance cultural and public uses, especially in the Yerba Buena Area
  - Reduce development incentive on important cultural and public uses
- Development should help pay for necessary new infrastructure through impact fees and other means
- Support an Eco-District in the area
Urban Form Principles
and Potential Height Scenarios
Key Urban Form Objectives

- Increase density and support growth of new economy workplaces with controls that reflect appropriate urban forms.
- Enhance city skyline in harmony with and respectful of the city pattern, including views across SOMA to/from hills, bay, downtown.
- Enhance neighborhood livability and character, particularly streetwall scale, lot fabric, sunlight to open space, and historic resources.
- Support the diverse culture and mixed-use character of the area with urban form controls that mesh with desired mix of uses.
### HOW THE GAME WORKS:
Each tile below illustrates a potential land use/urban form prototype for building construction in the Central Corridor study area. Select the tile for the prototypes and use the glue sticks provided to place the tile anywhere on the map you feel would be an appropriate location for this scale of building and type of use. Feel free to place as many tiles on your map as you see fit and to write comments on the map. If you are doing this activity in a group, and there is disagreement over placement of a tile, simply make note of the disagreement by writing on the map. If you have any questions, ask one of the City facilitators. Thank for your input and participation!

<table>
<thead>
<tr>
<th>LAND USE &amp; URBAN FORM</th>
<th>ELEMENTS</th>
<th>RESIDENTIAL USE</th>
<th>MIXED-USE</th>
<th>COMMERCIAL USE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>250’ - 400’</td>
<td>120’ - 250’</td>
<td>250’ - 400’</td>
</tr>
<tr>
<td>Tower</td>
<td>Infinity; Folsom/Main</td>
<td>Tower</td>
<td>(101 2nd, 2nd/Mission)</td>
<td></td>
</tr>
<tr>
<td>High-rise</td>
<td>Metropolitan; 1st/Folsom</td>
<td>High-rise Residential</td>
<td>(Hills Plaza; Folsom/Spear)</td>
<td></td>
</tr>
<tr>
<td>Mid-rise</td>
<td>Museum Parc; Folsom/3rd</td>
<td>Mid-rise Residential with Mid-Rise Commercial</td>
<td>(Hills Plaza; Folsom/Spear)</td>
<td></td>
</tr>
<tr>
<td>Mid-rise</td>
<td>Folsom St between 4th and 5th</td>
<td>Mid-Rise</td>
<td>(501 2nd; 2nd/Bryant)</td>
<td></td>
</tr>
<tr>
<td>Low rise</td>
<td>Mission Street between 7th and 8th</td>
<td>Low Rise</td>
<td>(Bryant Street between 4th/5th)</td>
<td></td>
</tr>
</tbody>
</table>
Workplace Prototype

- Large, Flexible Floorplates with open floor plan and side core
  Possible single tenant floors of 20-50,000 gsf
  Min. 2-4x 10,000-15,000 gsf modules per floor

- High ceilings (12’-15’ clear)

- Typ. 4-8 Stories (65-120’), Max. 10-12 stories

- Space for informal, shared amenities

- Rapid growth/merging and frequent staff re-arranging

- Few offices, lots of collaborative space, open sightlines and natural light

- High-density: up to 1 empl./125 gsf

- Not an “elevator high-rise” culture
Existing Height Limits

(assumes Western SoMa adopted)
- Reinforce 4th Street and use height to identify stations
- Focus height at the north and south, where there is greatest regional transit
- Sculpt heights mindful of views through and across the area from surrounding areas with views of the Bay, East Bay hills, and other key features.
Adjust building height limits in areas with a high concentration of historic buildings and unique character.

Avoid adding significant new shading on public open spaces to the extent feasible, balanced with other core objectives.
Build to heights appropriate for the central city location and transit access and to diminish dominant presence of freeway in the neighborhood.
- Allow more height flexibility on large development lots, particularly in order to achieve a diverse mix of uses.

- Recognize that larger lots are more practical for workplace development.
Scenario 1

Low Base

- Major street frontages at 85’ or 65’
- 120’-150’ emphasis at stations
- Sculpting along alleys and around key public spaces
Scenario 2

Mid-Rise on Large Lots and

Same as Scenario 1 except:

• 160’-180’ emphasis at stations

• 120’ allowed on large sites in growth areas and key corners on 3rd and 4th Streets
Shaping Large Floorplate Buildings

Pop up above streetwall on large lots only

Streetwall scale

Light and air

Flexibility for workplace
Livability and Quality of Place

Height sculpting on alleys

Mass reduction for long buildings

Mid-block passages

Active & gracious ground floors
Mixed
Large Workplace
and
Housing

Vertical Mix
Difficult and Rare

Focus on ensuring
large lots
available for
workplace

Horizontal mix
possible on very
large sites
Mixed Workplace and Housing

Assume housing on lots smaller than 20,000 gsf

Large floorplate workplace on lots larger than 20,000 gsf

Mix possible on lots larger than 30,000 gsf
**Scenario 3**

**Taller Accent with Mission Bay Transition**

Same as Scenario 2 except:

- 160’ - 250’ emphasis at stations
- 160’ small footprint towers on large sites with podium
Scenario 4

Taller Accent with 4th Street Spine

Same as Scenario 3 except:

- 200’- 320’ emphasis at stations
- 160’ small footprint towers on large sites along 4th Street
Range of Potential Height Limit Changes

Scenario 1

Scenario 4

FOR MORE INFORMATION:
http://centralcorridor.sfplanning.org
3-D Modeling (Zoning Scenario 4)

Corona Heights
Height Scenario 1
3-D Modeling (Zoning Scenario 4)

Corona Heights
Height Scenario 2
3-D Modeling (Zoning Scenario 4)

Corona Heights
Height Scenario 3
3-D Modeling (Zoning Scenario 4)

Corona Heights
Height Scenario 4
3-D Modeling (Zoning Scenario 4)

Potrero Hill
Height Scenario 1
3-D Modeling (Zoning Scenario 4)

Potrero Hill
Height Scenario 2
3-D Modeling (Zoning Scenario 4)

Potrero Hill
Height Scenario 3
3-D Modeling (Zoning Scenario 4)

Potrero Hill
Height Scenario 4
3-D Modeling (Zoning Scenario 4)

4th & Townsend (looking north)
Height Scenario 1
3-D Modeling (Zoning Scenario 4)

4th & Townsend (looking north)
Height Scenario 2
3-D Modeling (Zoning Scenario 4)

4th & Townsend (looking north)
Height Scenario 3
3-D Modeling (Zoning Scenario 4)

4th & Townsend (looking north)
Height Scenario 4
## Buildout Capacity

<table>
<thead>
<tr>
<th></th>
<th>Net New Housing Units</th>
<th>Net New Jobs</th>
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<tbody>
<tr>
<td>Existing Zoning</td>
<td>6,400</td>
<td>24,000</td>
</tr>
</tbody>
</table>

**Increment Above Existing Zoning:**

*(varies based on height scenario)*

<table>
<thead>
<tr>
<th>Zoning Scenario</th>
<th>2,700 - 4,700</th>
<th>4,400 - 10,300</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zoning Scenario 2</td>
<td>3,400 - 6,100</td>
<td>9,900 - 17,400</td>
</tr>
<tr>
<td>Zoning Scenario 3</td>
<td>4,000 - 6,600</td>
<td>15,400 - 22,400</td>
</tr>
<tr>
<td>Zoning Scenario 4</td>
<td>4,200 - 7,600</td>
<td>16,300 - 23,100</td>
</tr>
</tbody>
</table>
Feedback Form

Table discussions

Leave it with us before you leave

Also mail or email form

Will be available online with presentation, maps, 3-D sims
NEXT STEPS

December through February: At your community group meeting to discuss these principles and scenarios (please contact us!)

January 2012: Community workshop on Public Realm and Eco-District

February 2012: Community workshop on Plan Revisions and Implementation/Public Benefits

Spring 2012: complete Draft Plan. Initiate EIR.
CENTRAL CORRIDOR PROJECT
Project Timeline 2011-2012

2011
1. JAN
2. FEB
3. MAR
4. APR
5. MAY
6. JUN
7. JUL
8. AUG
9. SEP
10. OCT
11. NOV
12. DEC

IDEA GATHERING
- Stakeholder sessions
- Walking tours
- Storefront charrette
- Online survey

PLAN DEVELOPMENT
- Land Use
- Urban Form
- Streetscape
- Release Initial Alternative Scenarios
- Draft Plan Release

EIR INITIATION

2012
1. JAN
2. FEB
3. MAR
4. APR
5. MAY
6. JUN
THANK YOU

http://centralcorridor.sfplanning.org