

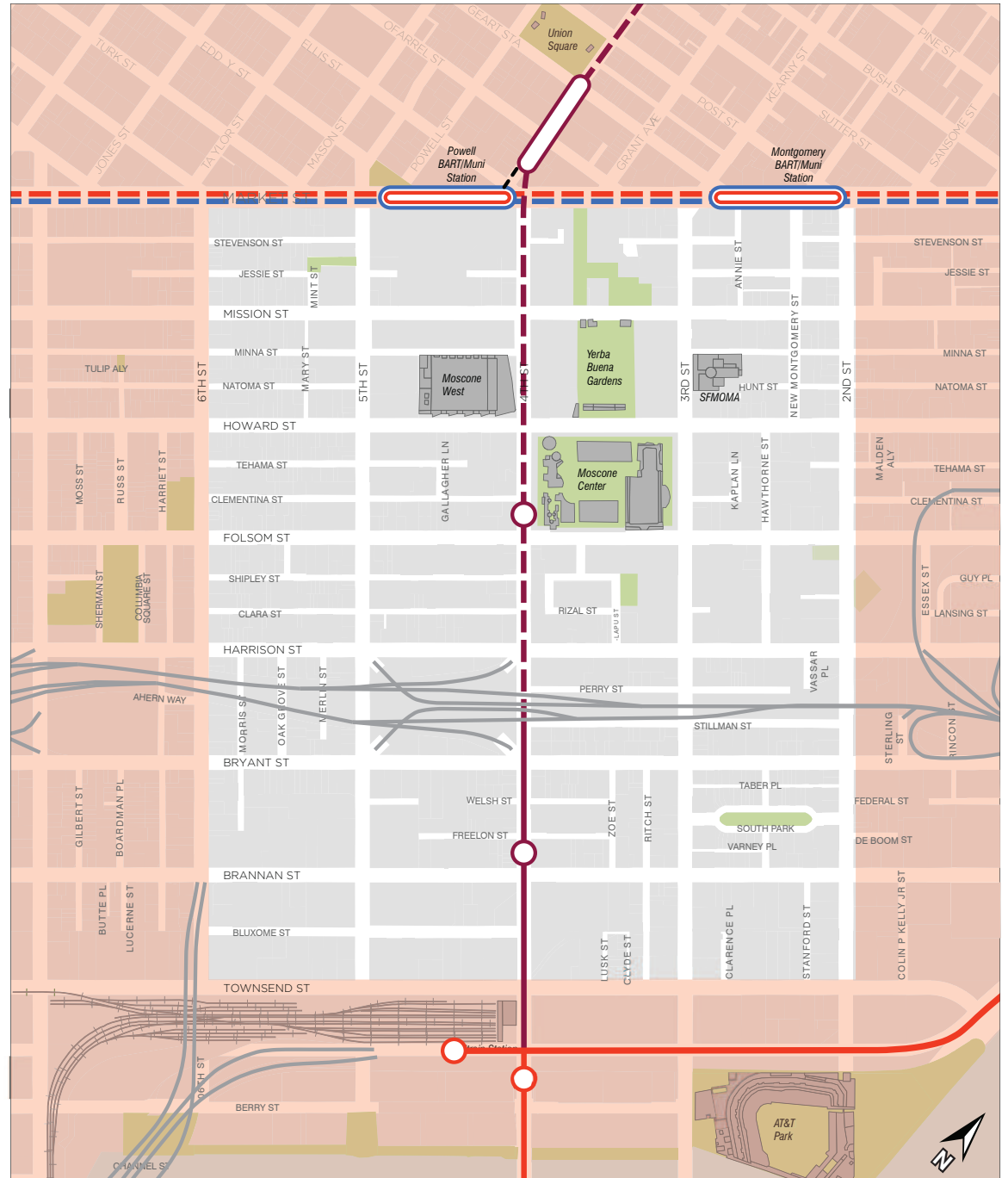


# CENTRAL CORRIDOR

## PLANNING PROJECT

**PLAN REFINEMENT SCOPING SESSION**  
JUNE 12, 2013

# Project Area



++++ Caltrain
 — BART
 — Muni
 — Central Subway

*Solid lines represent surface rail, dashed lines represent subway.*

**SAN FRANCISCO**  
Central Corridor

1,000 Feet

# Central Corridor Plan: **Key Plan Goals**

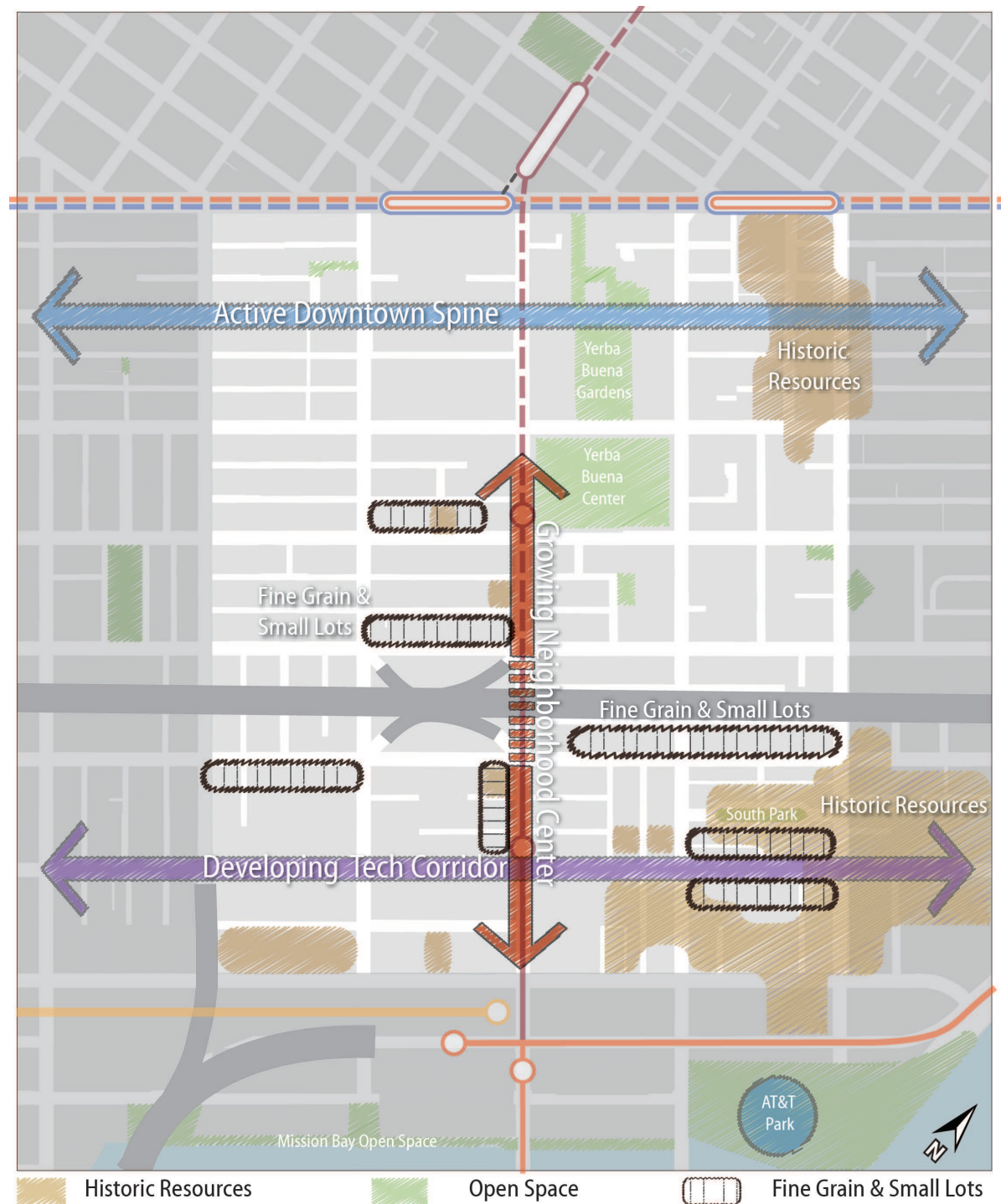
- Support citywide objectives for transit-oriented growth, particularly workplace growth
- Build on the character of what makes SoMa attractive and exciting -- its physical character and diverse activities
- Improve the public realm (e.g., sidewalks and parks) and provide supporting infrastructure

# Step 1

## Identify Key Neighborhood Characteristics and Assets:

- A diverse population, by race, age, activity, etc.
- One of the best transportation networks in the Bay Area
- A mixture of building sizes, ages, and architectural styles
- Extremely attractive to tech companies
- Many large lots and many clusters of smaller lots
- A diversity of retail uses, including a burgeoning neighborhood center of 4th St.
- An extensive alley network

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## Step 2

# Identify Opportunities for Improvement:

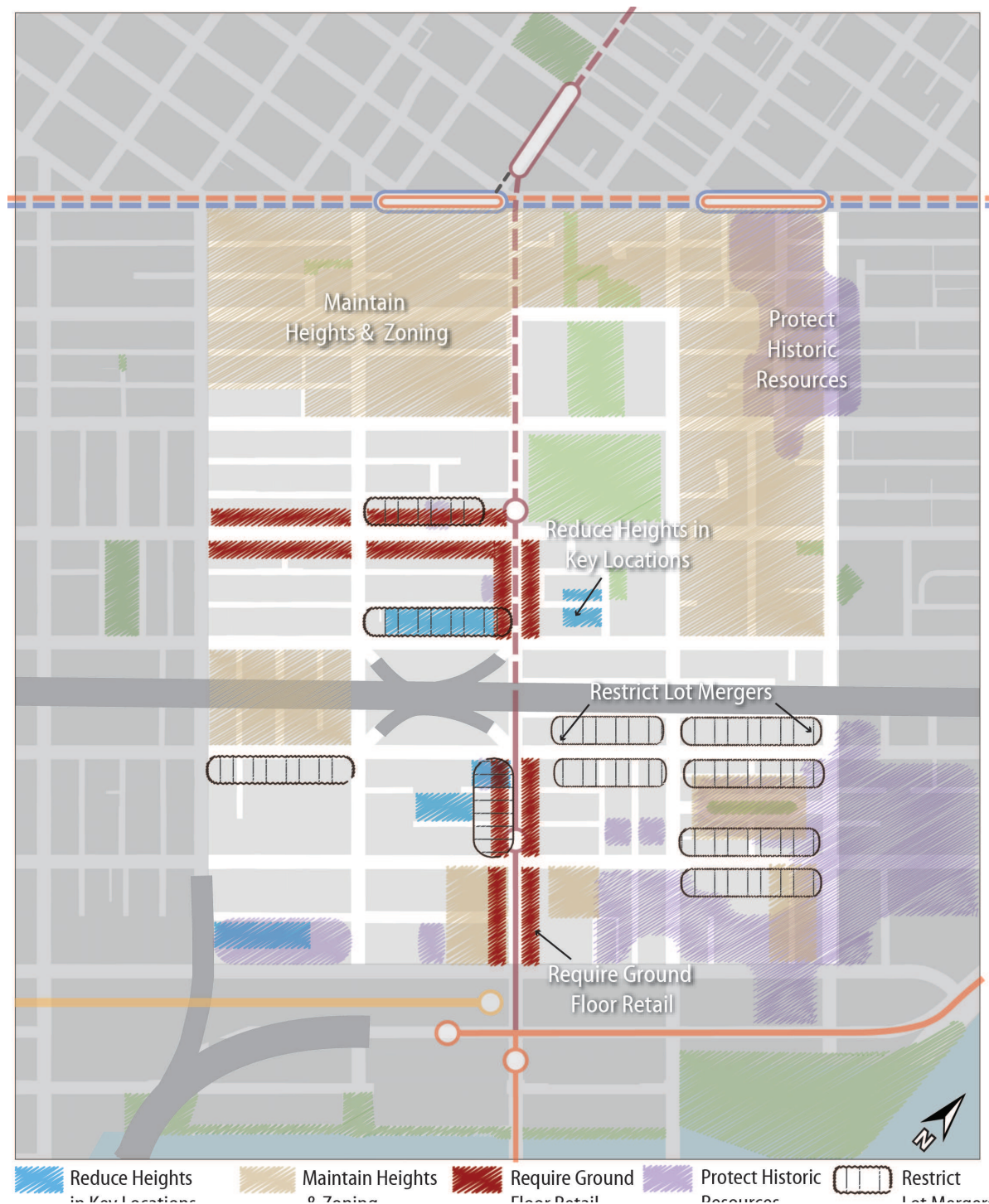
- Outdated zoning restricts development potential on vacant and underutilized sites that could provide jobs and housing
- Pedestrian conditions are unsafe throughout the neighborhood
- The area is lacking in open space
- Bike and transit conditions are not as good as they could be
- New development could pay for substantial neighborhood improvements



## Step 3

### Protect Character and Key Assets:

- Maintain heights and zoning in many areas
- Continue protecting existing residents from displacement
- Allow a diversity of new uses in the area
- Require ground floor retail along Folsom and Fourth Streets
- Restrict heights to maintain sunlight along alleys
- Protect historic buildings and districts and work to maintain “character” buildings





## Step 4

### Strategically Enable Growth:

- Focus new development on large, underutilized sites
- Focus higher heights nearest to transit



# Maximum Buildout Capacity

Assumes 75% of full buildout through 2040

## Housing Units

## Jobs

What's on the ground today

8,700

50,000

What could be built under existing zoning

~ 8,200

~ 19,000

What additionally could be built  
based on the Central Corridor Plan

+ 2,500 to 4,600

+ 24,000 to 36,000



# Streets

## Folsom and Howard Streets:

One-way and two-way scenarios

## 3rd and 4th Streets:

Wider sidewalks, transit lane, cycle track

## Bryant and Harrison Streets:

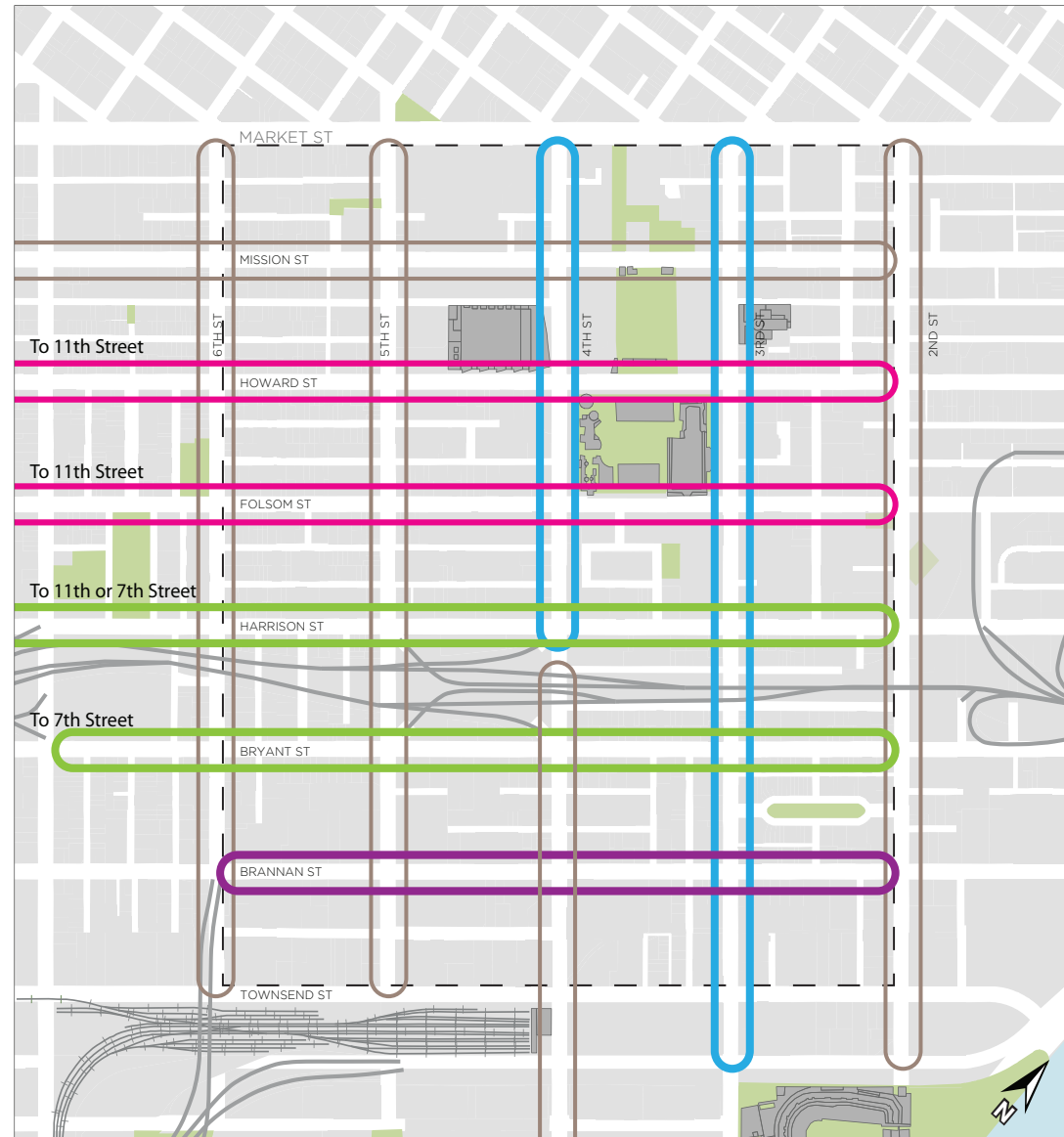
Wider sidewalks, transit lanes

## Brannan Street:

Wider sidewalks, cycle tracks

## 2nd, 4th, 5th, 6th, and Mission Streets:

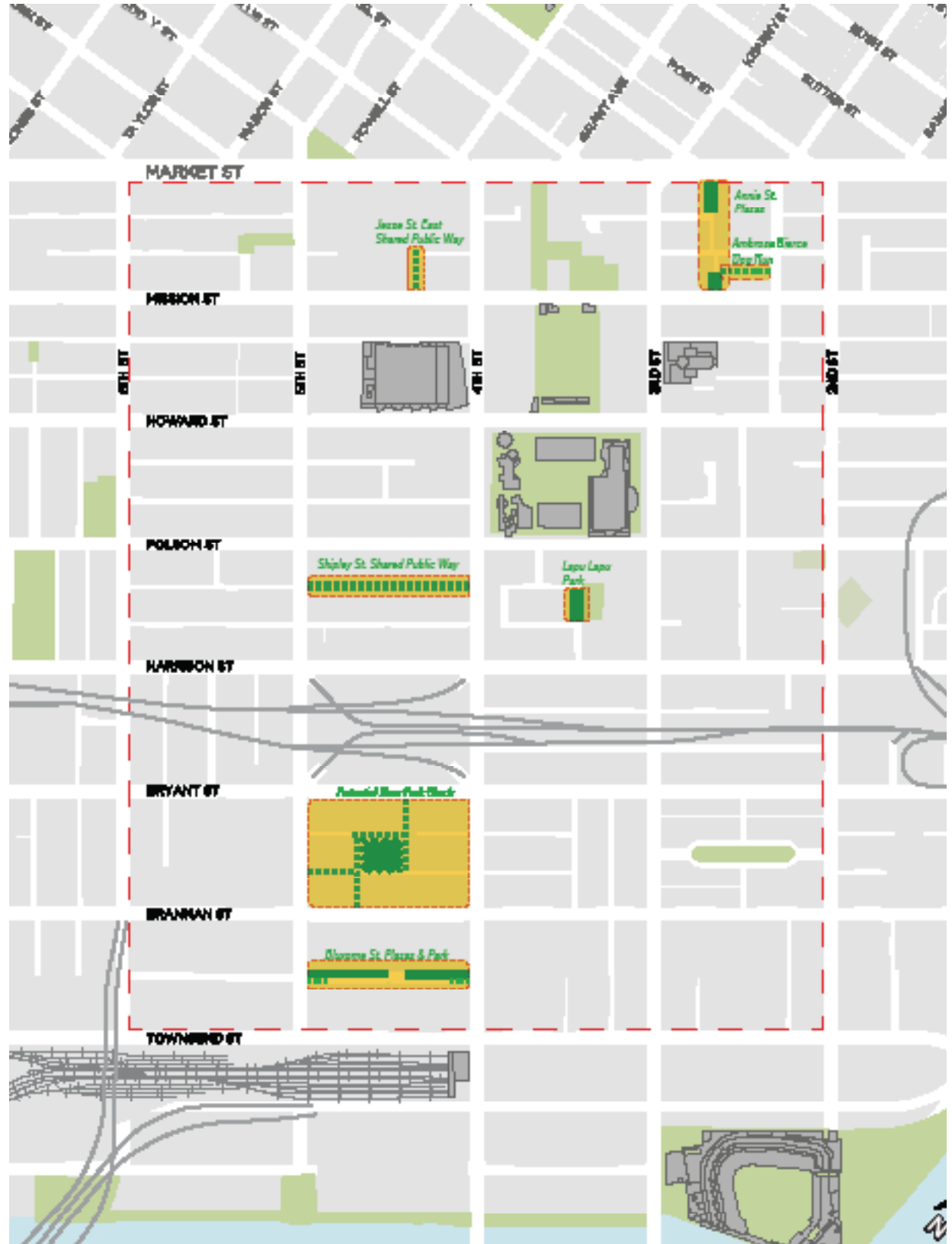
Other plans



# Open Space

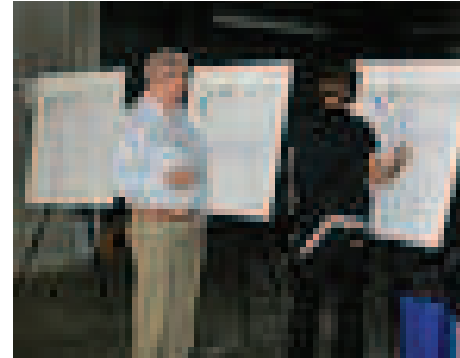
- Proceeding with previously presented open space improvements:
  - Bluxome St. Plazas & Park
  - Bryant/Brannan Park Block
- Advancing open space improvements proposed in YCBCBD Street Life Plan:
  - Shipley St. Shared Public Way
  - Lapu-Lapu Park
  - Jesse St. East Shared Public Way
  - Ambroce Bierce Dog Run
  - Annie St. Plazas

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# Process and Schedule

# Ongoing Public Participation and Consultation



## ■ Community Meetings:

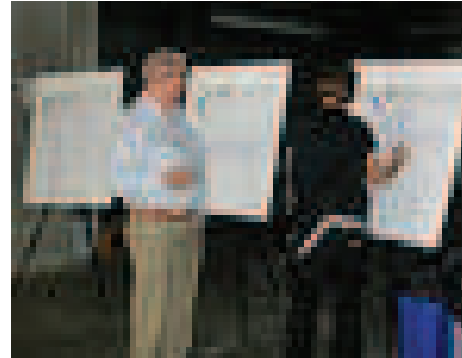
- Alliance for a Better District 6
- Asian Neighborhood Design
- California Culture and Music Association
- Central Subway Outreach Committee
- Clementina Cares
- Filipino-American Development Foundation
- Housing Action Coalition (HAC)
- Rincon Hill /South Beach/Mission Bay Neighborhood Association
- San Francisco Planning and Urban Research (SPUR)
- 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
- TODCO
- Yerba Buena Community Benefit District

## ■ Additional Engagement:

- Walking tours
- Neighborhood storefront
- Online survey
- Three public workshops
- Four Planning Commission hearings
- HPC hearing



# Project Timeline



- **Spring - Summer 2011:** Project kick-off and idea gathering
- **Fall 2011 - Spring 2012:** Release of Key Principles, and initial zoning, heights, and public realm strategy
- **Spring - Summer 2012:** Release of refined zoning, heights, and public realm strategy
- **Fall 2012 - Winter 2013:** Writing Plan document, EIR scoping and contracting
- **Spring 2013:** Plan release, start the EIR, begin Plan refinement
- **Spring 2013 - Mid 2014:** Work with MTA and community to refine street concepts
- **Mid 2014:** Publication of Draft EIR
- **Late 2014:** Final Plan revisions, finalize EIR and public hearings on Plan adoption

# Plan Refinement

# Topics for Further Refinement: Land Use

- Requiring purchase of development capacity (“Floor Area”)
- Extending “Transferrable Development Rights” to the Central Corridor
- Office to residential ratios on large lots
- Formula retail controls
- Hotel Controls
- The relationship of entertainment and housing
- The future of the Flower Mart
- ?????

# Topics for Further Refinement: Urban Form

- Incentives for retention of non-historic buildings
- Limiting consolidation of parcels
- Setbacks and building bulk controls
- Design guidelines for key development sites
- ?????



# Topics for Further Refinement: Public Realm

- Design and location of new park near 4th, 5th, Brannan, and Bryant
- Design of other proposed open spaces
- Neighborhood greening
- Incorporating recommendations of the Eco-District Task Force (TBD)
- With MTA, developing and incorporating recommendations for the streets (separate but related process)
- ??????

# Topics for Further Refinement: Implementation

- Amount of impact fees
- Allocation of impact fees
- Infrastructure priorities
- ?????

# Proposed Process for Further Refinement

- Develop list of topics (tonight!)
- Report list to the Planning Commission (June 20<sup>th</sup> at City Hall)
- For each topic, develop list of interested stakeholders (via email, other outreach means)
- Staff to pull together initial thoughts, ideas, and/or proposals from stakeholders
- Community meeting(s) held to discuss topic
- Staff refines concept with help from stakeholders
- Ideas incorporated into final Plan and legislation
- Process front-loaded to give time to work out ideas



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**PLANNING**  
DEPARTMENT

# THANK YOU

<http://centralcorridor.sfplanning.org>