



CENTRAL CORRIDOR PLANNING PROJECT

SAN FRANCISCO PLANNING DEPARTMENT 2011

Project Impetus

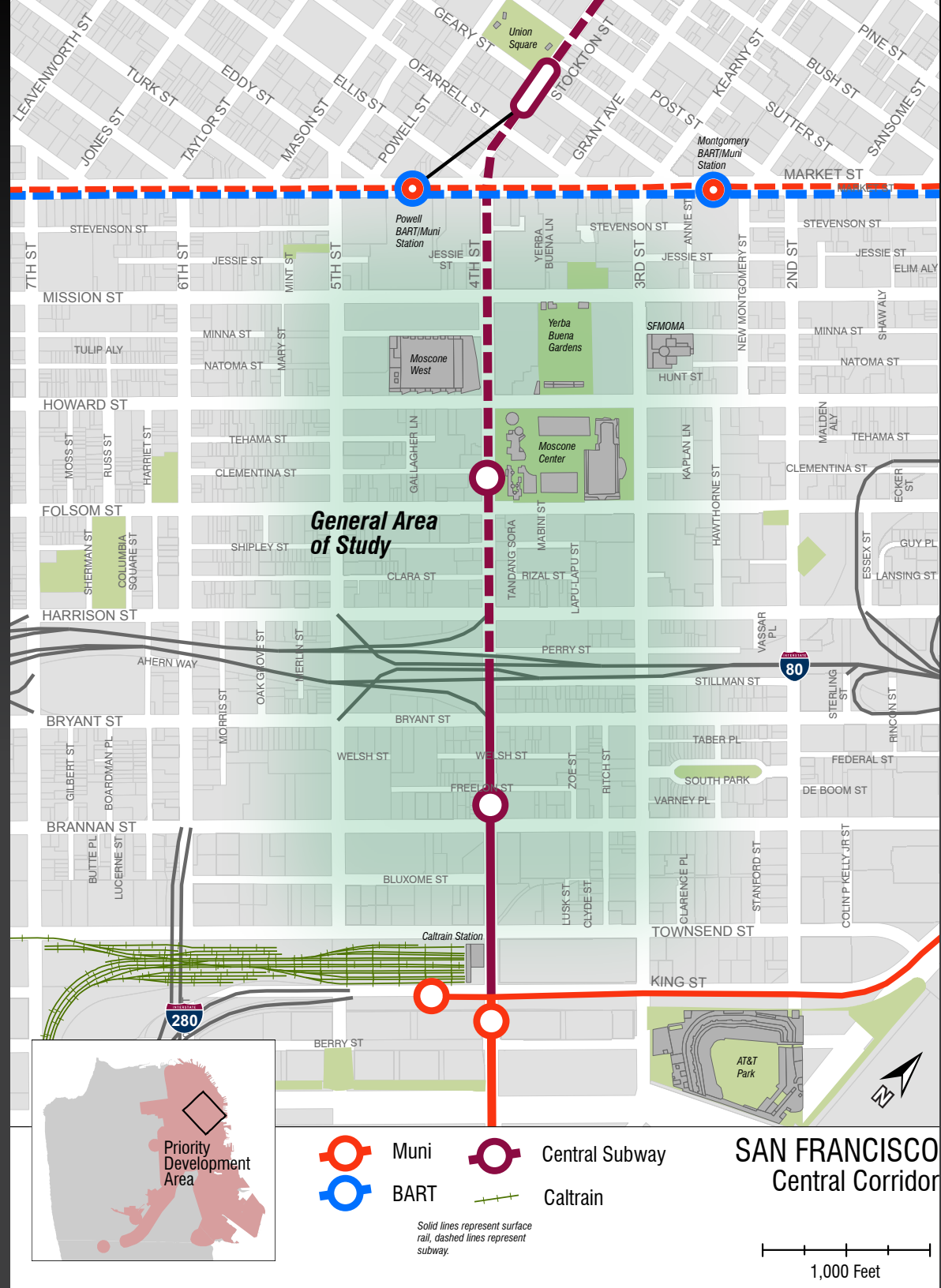
Central Subway



Revisit SLI Zoning



Project Area



Project Scope

LAND USE



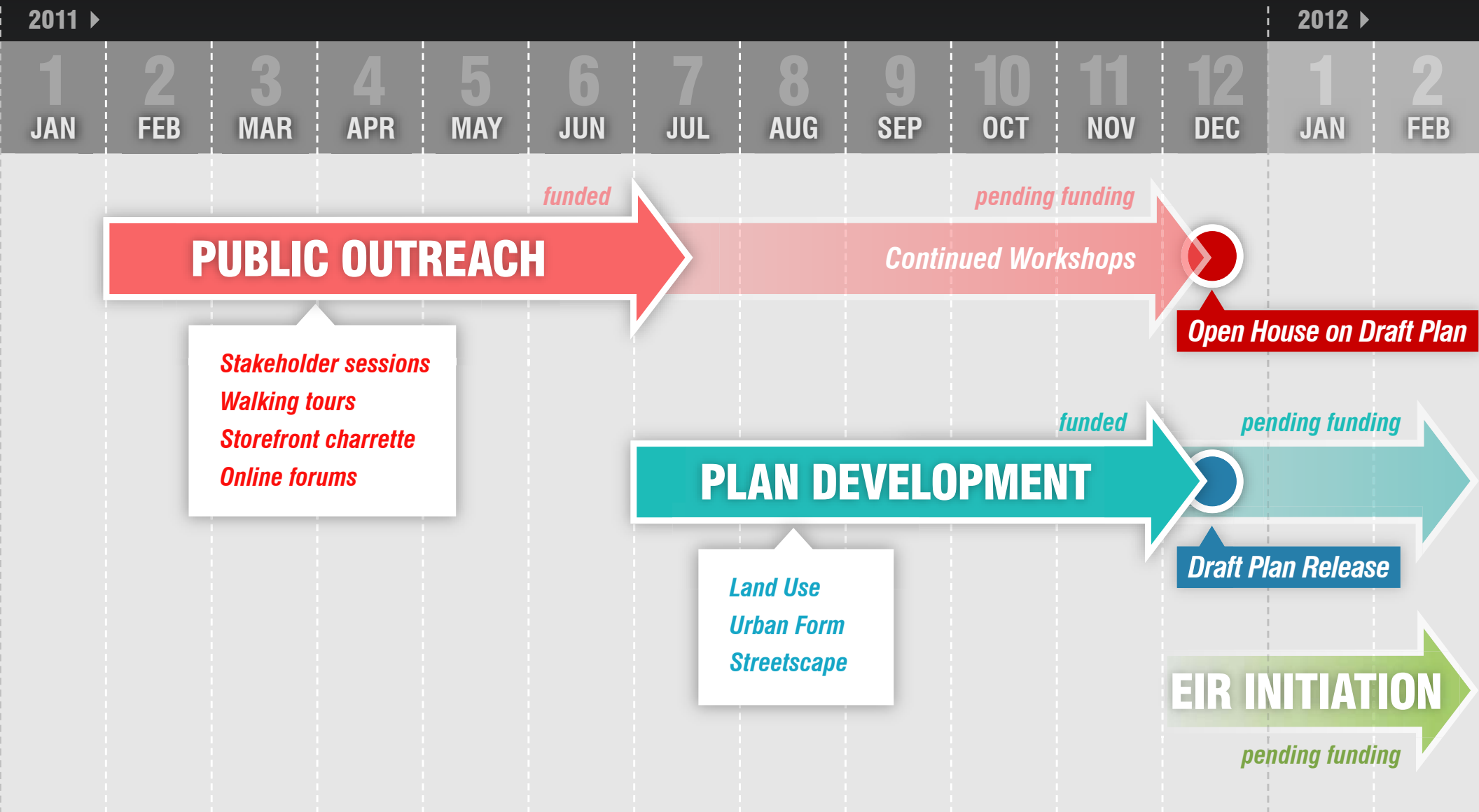
URBAN FORM



STREETSCAPE



Project Timeline



Planning Context City & Regional

State
SB375

Region
SCS

POLICIES SUPPORTING:
Infill Growth
Transit Oriented Development (TOD)
Reduction of Greenhouse Gases

Planning Context City & Regional

Transit Oriented Development (TOD): works best with workplaces



Planning Context City & Regional

Growth Projections for San Francisco

	2010	2015	2020	2025	2030	2035	GROWTH
EMPLOYMENT	544,750	569,720	599,060	631,790	665,030	698,790	154,040 jobs
HOUSEHOLDS	346,680	359,170	372,750	386,800	400,700	415,000	68,320 units

Source: Association of Bay Area Governments, 2010

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HOUSING ADDITION BY PLAN

Through 2035



GROWTH TRENDS IN HOUSING:

**Demand for diverse
housing largely can
be met by Plans**

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JOB ADDITION BY PLAN Through 2035



GROWTH TRENDS IN JOBS:

**Within office
market, vacancies
in downtown, high
demand in SoMa**



Planning Context Local

TOD makes sense



Planning Context Local

Development potential exists



Planning Context Local

Demand for development exists



HIGH-TECH GROWTH DRIVEN BY:

Health of overall sector

Tendency to cluster near hub

**Draw to workers, with companies following
City economic focus**

Planning Context Local

Incredible land use and economic diversity



Planning Context Local

Streetscape can be improved



Listening

What's missing?

What's do you like?

What activities do
you want to see?

What's the appropriate
height for new buildings?

Where do you walk?
Where are there barriers?

What kind of neighborhood
do you envision?

How can we create more
of a sense of place?

NEXT STEPS

**Continue meeting with
community members
and stakeholders**

**Implement additional
listening tools such as
Storefront Charrette,
Walking Tours**

Ongoing brainstorm



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DEPARTMENT

THANK YOU

<http://centralcorridor.sfplanning.org>