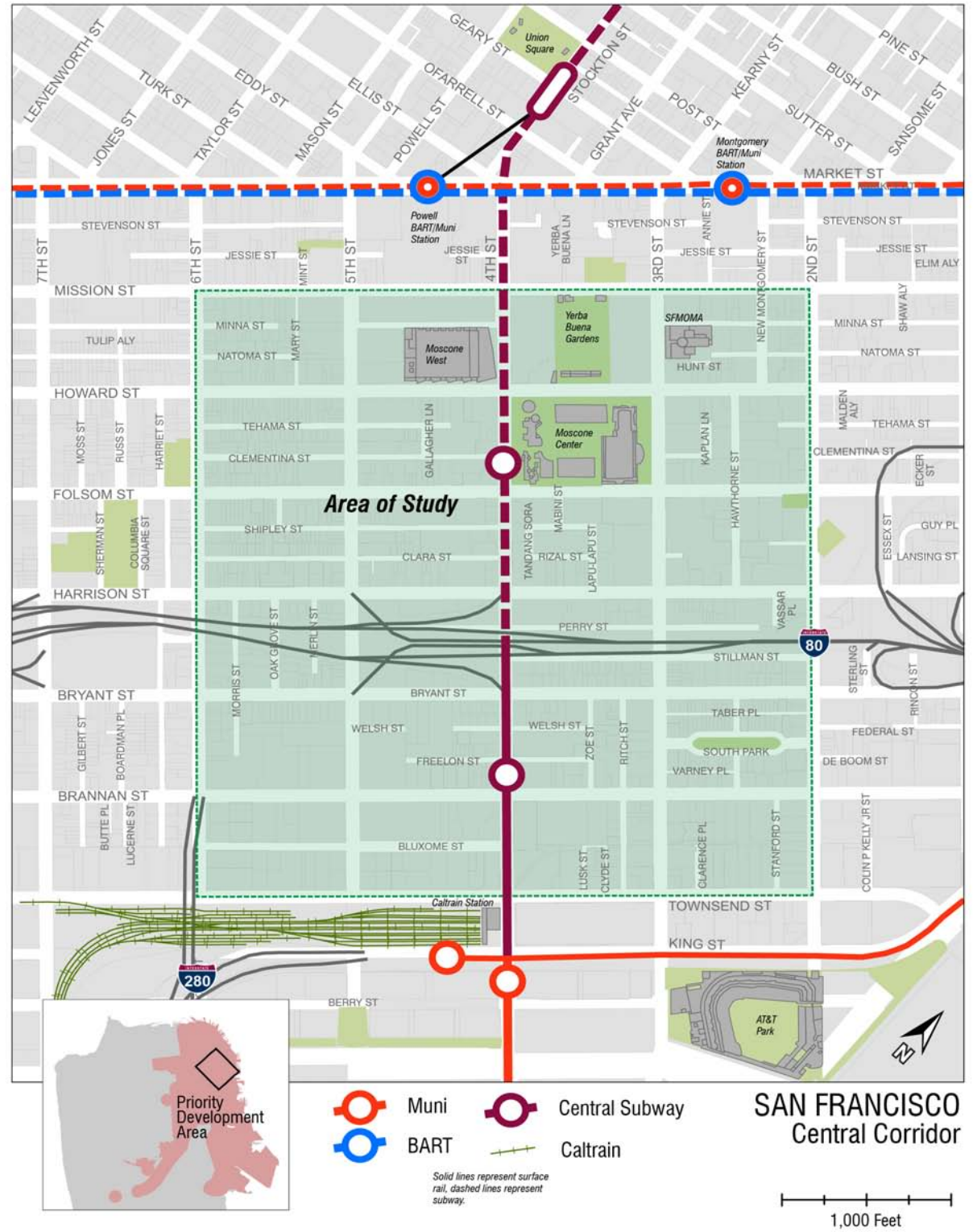


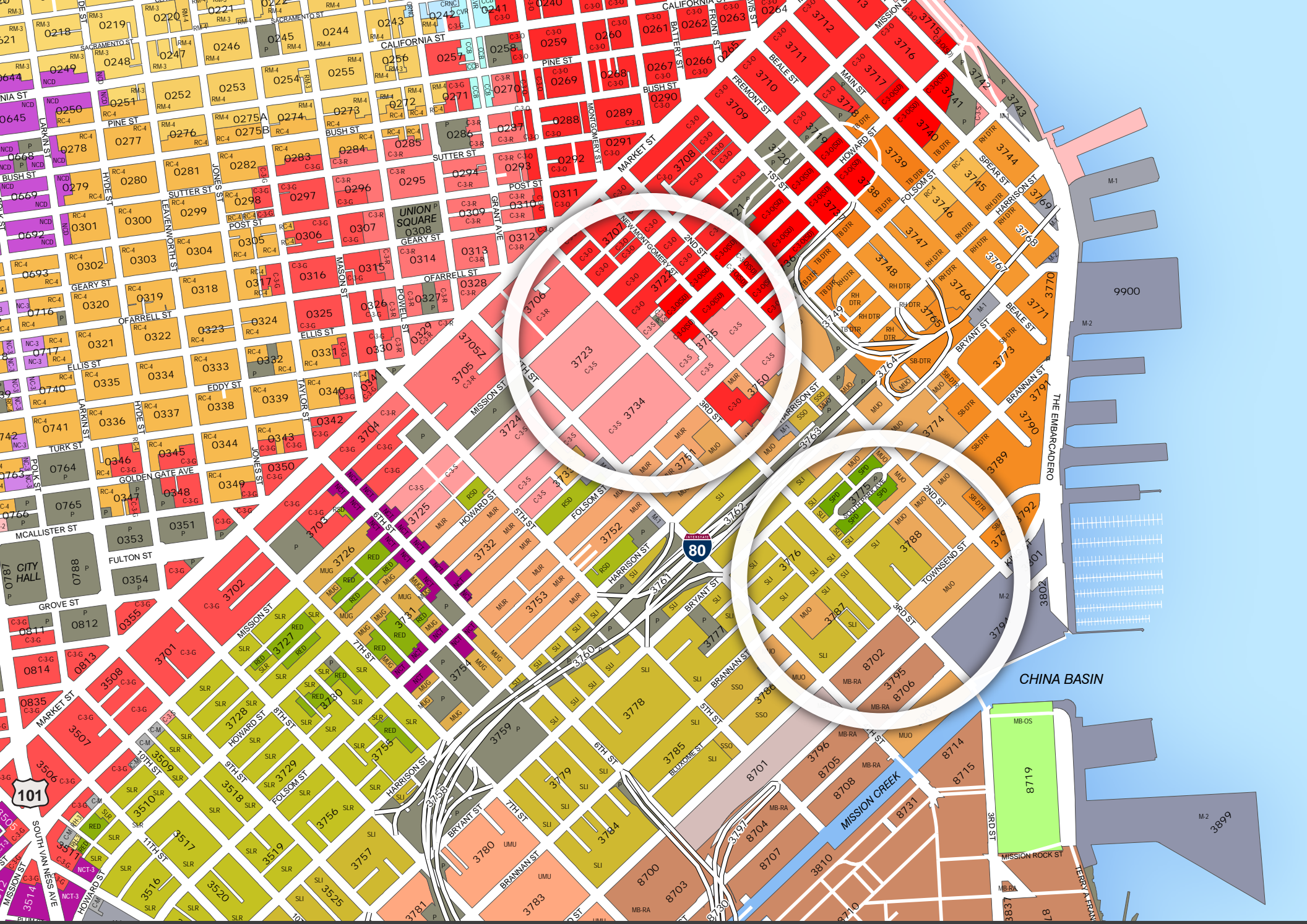


CENTRAL CORRIDOR PLANNING PROJECT

PLANNING COMMISSION UPDATE - NOVEMBER 3, 2011

Project Area





Idea Gathering

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

<http://centralcorridor.sfplanning.org>

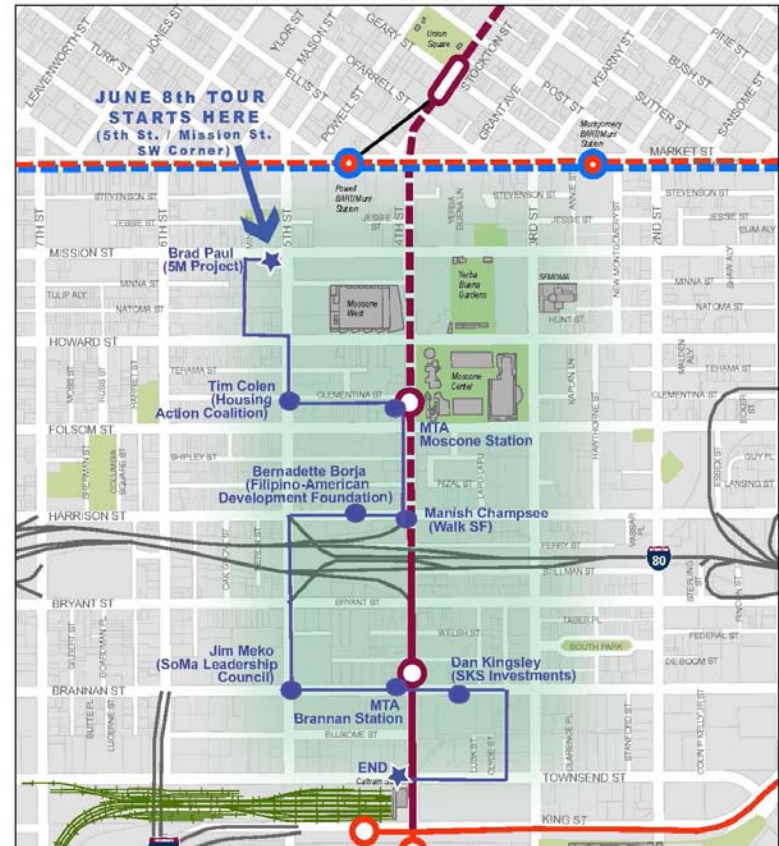


(Note: Exact Route subject to change)

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



<http://centralcorridor.sfplanning.org>

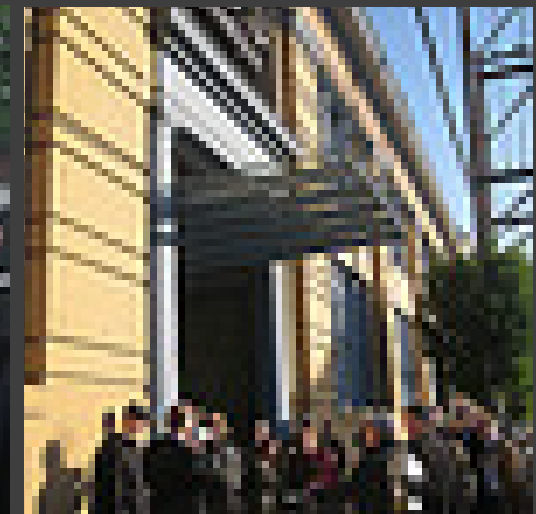
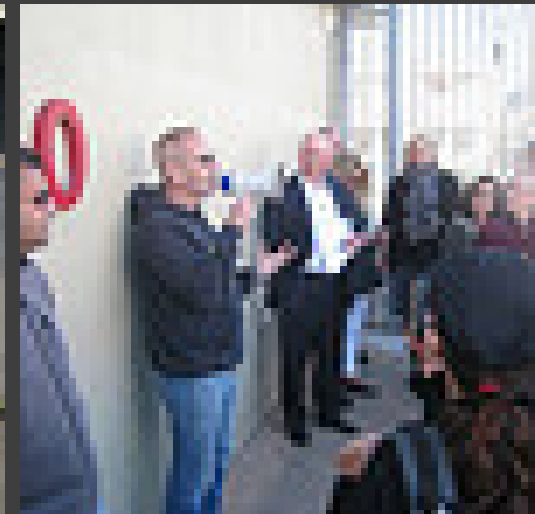
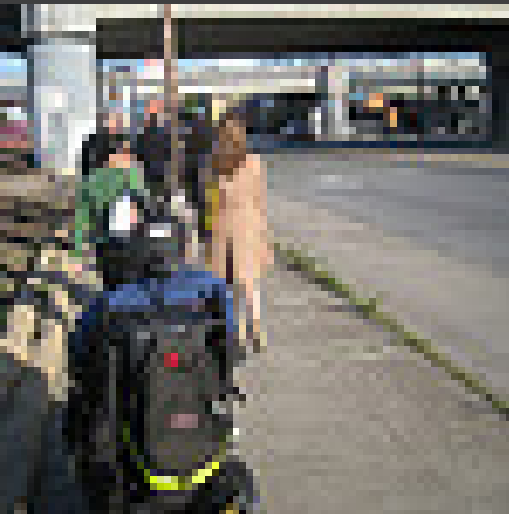
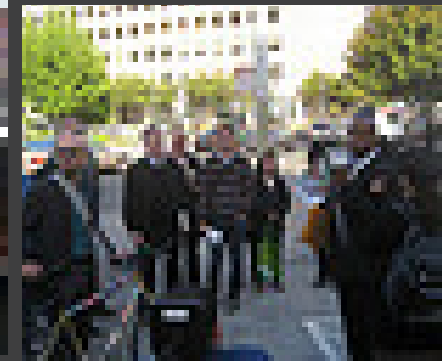
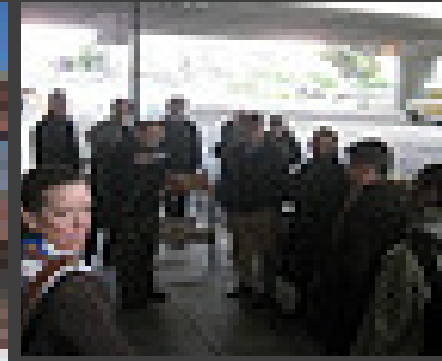
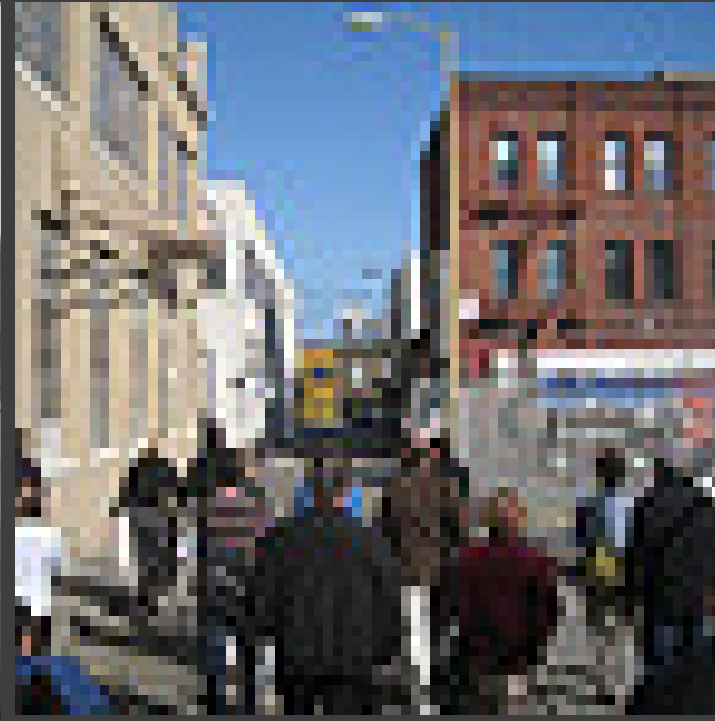


(NOTE: Exact Route subject to change)

**Central Corridor Planning Project
WALKING TOUR
WEDNESDAY JUNE 8, 2011
5:30 PM**



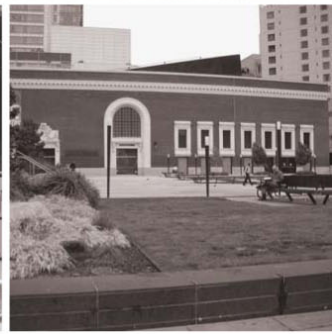
Idea Gathering - Walking Tours



Idea Gathering - Storefront Charrette



Public Realm



PUBLIC REALM

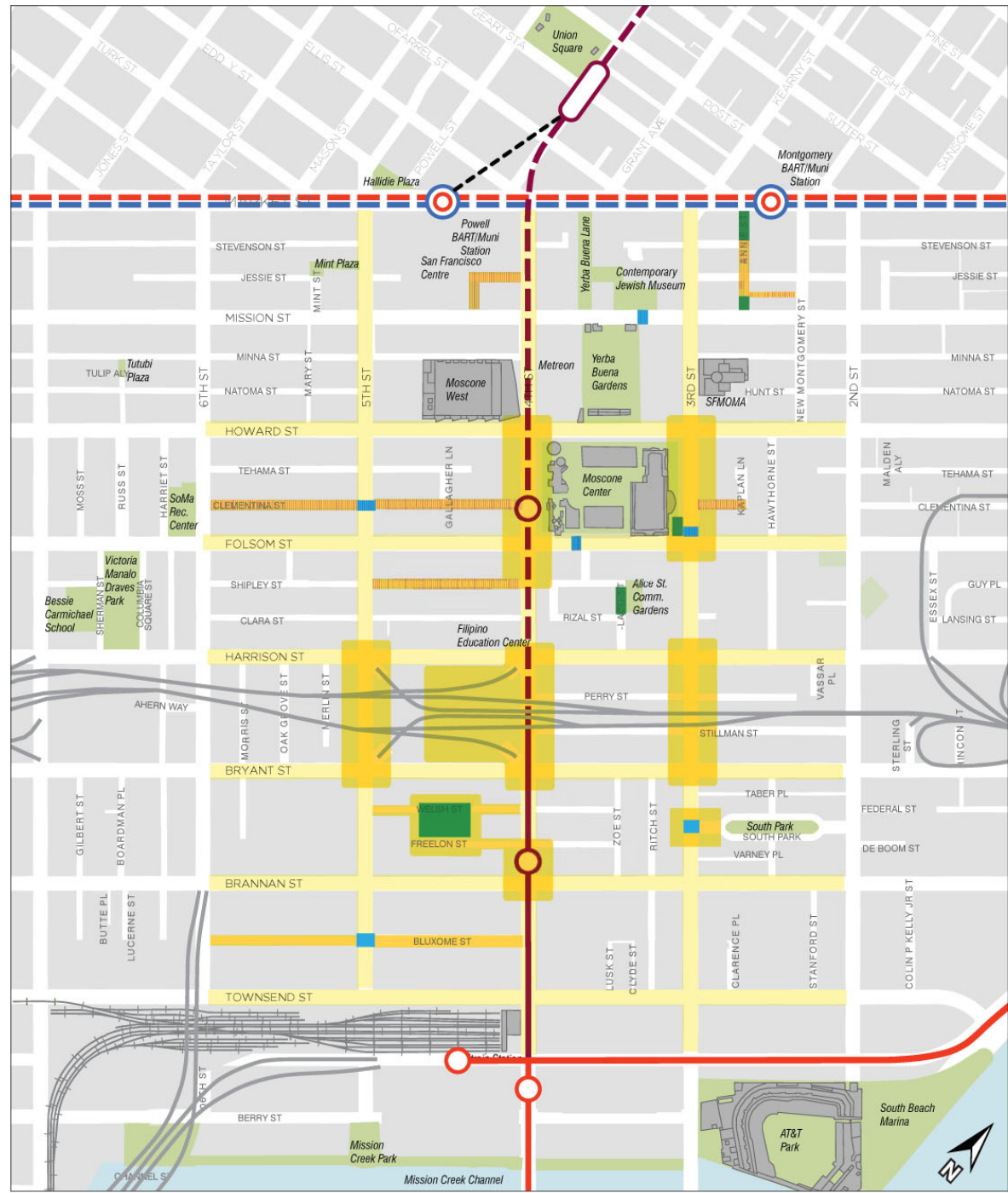
EXISTING CONDITIONS ASSESSMENT

CENTRAL CORRIDOR

PLANNING PROJECT



Public Realm



- PUBLIC REALM DESIGN FOCUS AREAs*
- STREETScape IMPROVEMENTS
- NEW PUBLIC OPEN SPACe*
- NEW MID-BLOCK/MINOR STREET CROSSINGS*

*Hashing represents areas with conceptual designs in Yerba Buena Street Life Plan

PRELIMINARY PUBLIC REALM FOCUS AREAS

Land Use Principles

**SUPPORT GROWTH &
CREATE COMPLETE COMMUNITIES**

Land Use Principles: Support Growth

- Support substantial development in this transit rich-area
- Favor office development over other kinds of growth
- Support the growth of the technology sector in appropriate locations
- Support development of housing
- Support development of a diversity of housing, especially below-market rate units

Planning Context City & Regional

HOUSING ADDITION BY PLAN Through 2035



GROWTH TRENDS IN HOUSING:

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



Planning Context City & Regional

JOB ADDITION BY PLAN

Through 2035



GROWTH TRENDS IN JOBS:

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



Land Use Principles: Create Complete Communities

- Support Existing Uses
 - Maintain and enhance existing housing, especially affordable housing
 - Historic Resources should be given the appropriate amount of protection
 - Respect recent re-zoning processes

Land Use Principles: Create Complete Communities

- Support a Diversity of New Land Uses
- Reinforce SoMa's mixed-use character by permitting a diversity of land uses:
 - Permit uses that serve different ages, different economic segments, different times of day
 - Permit community facilities
 - Permit retail, but not stand-alone big box
 - Permit live entertainment where appropriate
 - Permit industrial

Land Use Principles: Create Complete Communities

- Support a High Quality of Life
 - Support open space
 - Support and enhance cultural and public uses, especially in the Yerba Buena Area
 - Development should help pay for necessary new infrastructure
 - Support an Eco-District in the area

Urban Form Principles

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
- Preserve and 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



LAND USE & URBAN FORM GAME PIECE KEY

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!

RESIDENTIAL USE

MIXED-USE

COMMERCIAL USE



Tower
(Infinity; Folsom/Main)



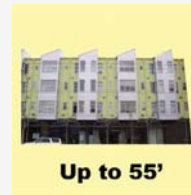
High-Rise
(Metropolitan; 1st/Folsom)



Mid-Rise
(Museum Parc; Folsom/3rd)



Mid-Rise
(Folsom St between 4th and 5th)



Low Rise
(Mission Street between 7th and 8th)



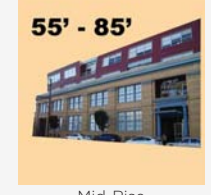
High-rise Residential
with
Mid-Rise Commercial
(Hills Plaza; Folsom/Spear)



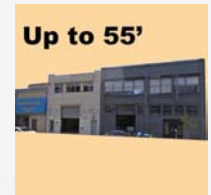
Tower
(101 2nd; 2nd/Mission)



Mid-Rise
(501 2nd; 2nd/Bryant)



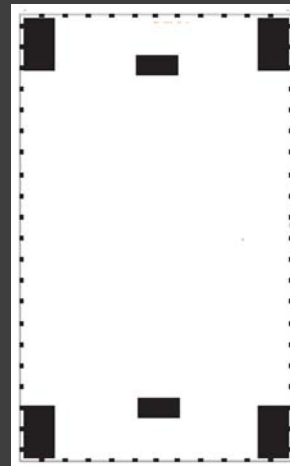
Mid-Rise
(475 Brannan; Brannan/4th)



Low Rise
(Bryant Street between 4th/5th)

Workplace Prototype

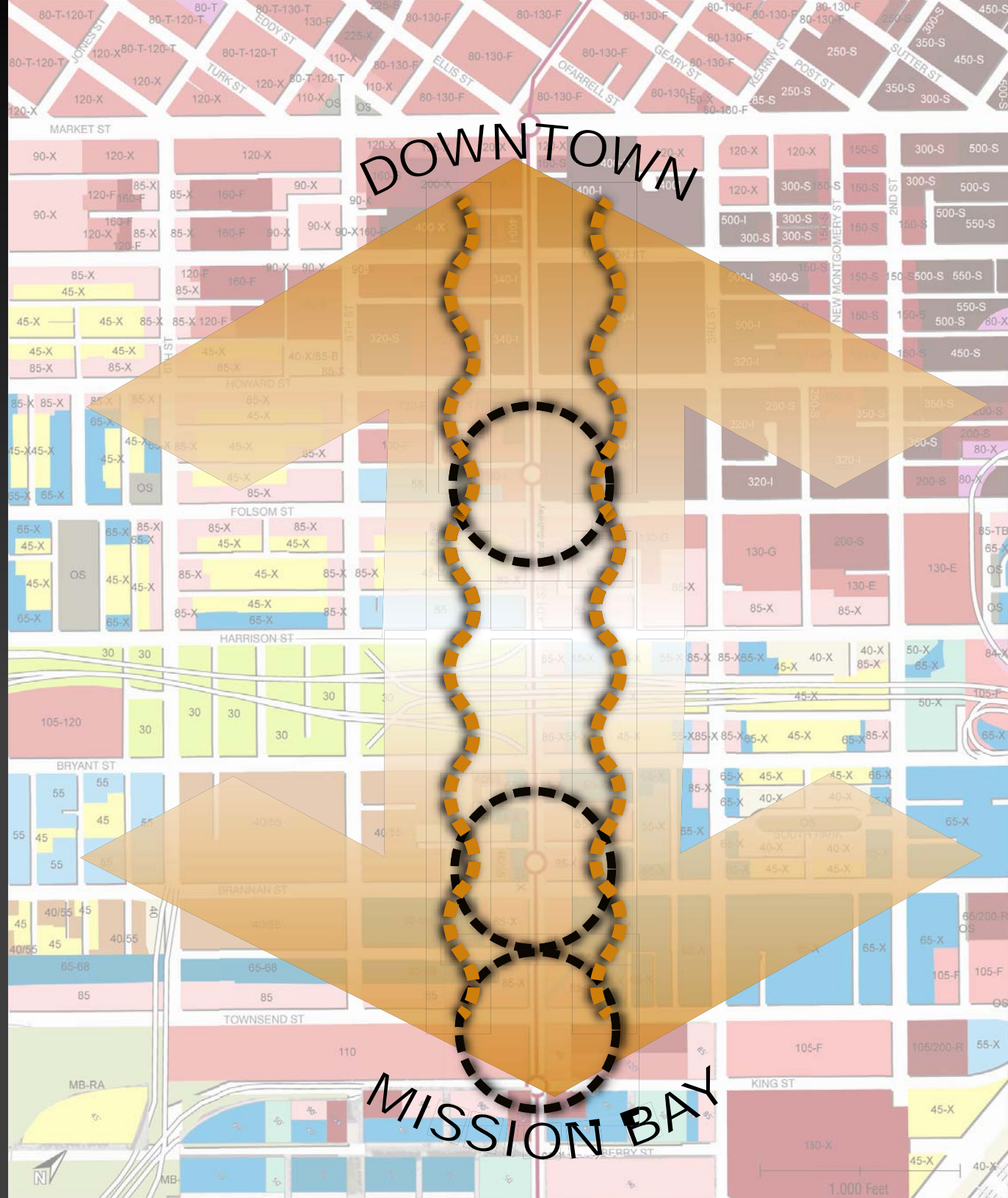
- Large, Flexible Floorplates with open floor plan and side core
Possible single tenant floors of 20-50,000 gsf
Min. 2-4x 10,000-15,000 gsf modules per floor
- High ceilings (12'-15' clear)
- Typ. 4-8 Stories (65-120'), Max. 10-12 stories
- Space for informal, shared amenities
- Rapid growth/merging 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





CENTRAL CORRIDOR

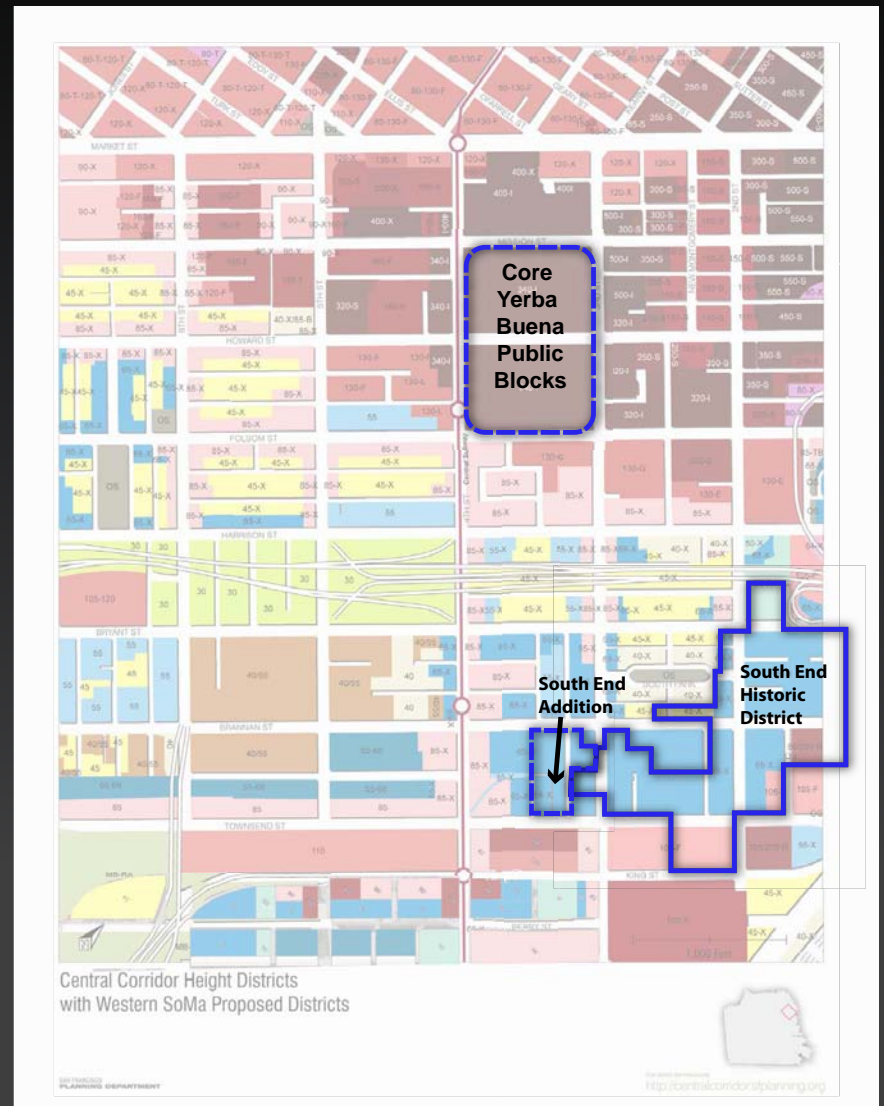
- Reinforce 4th Street and use height to identify stations
- Focus height at the north and south, where there is greatest regional transit
- Sculpt heights mindful of views through and across the area from surrounding areas with views of the Bay, East Bay hills, and other key features.





Avoid adding significant new shading on public open spaces to the extent feasible, balanced with other core objectives.

CENTRAL CORRIDOR



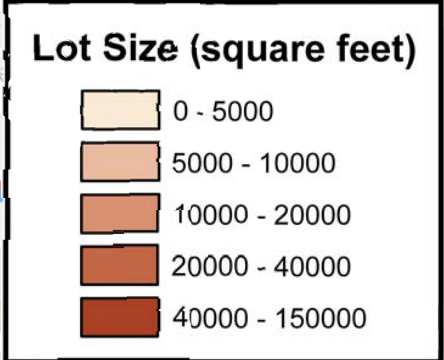
Adjust building height limits in areas with a high concentration of historic buildings and unique character.

SAN FRANCISCO
PLANNING DEPARTMENT

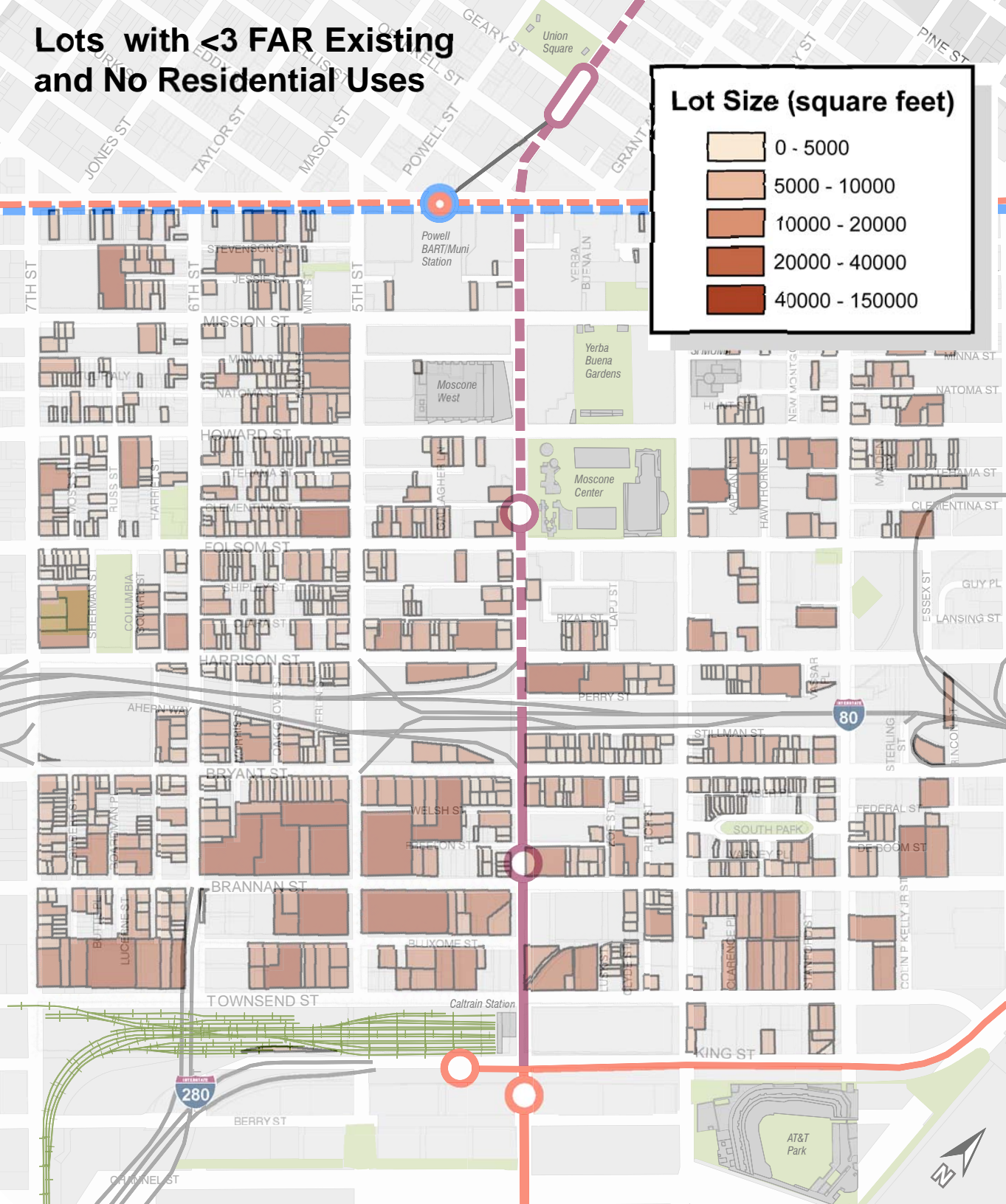
- Do not use the height of the freeway as a benchmark to set height limits adjacent to the freeway where it is low.



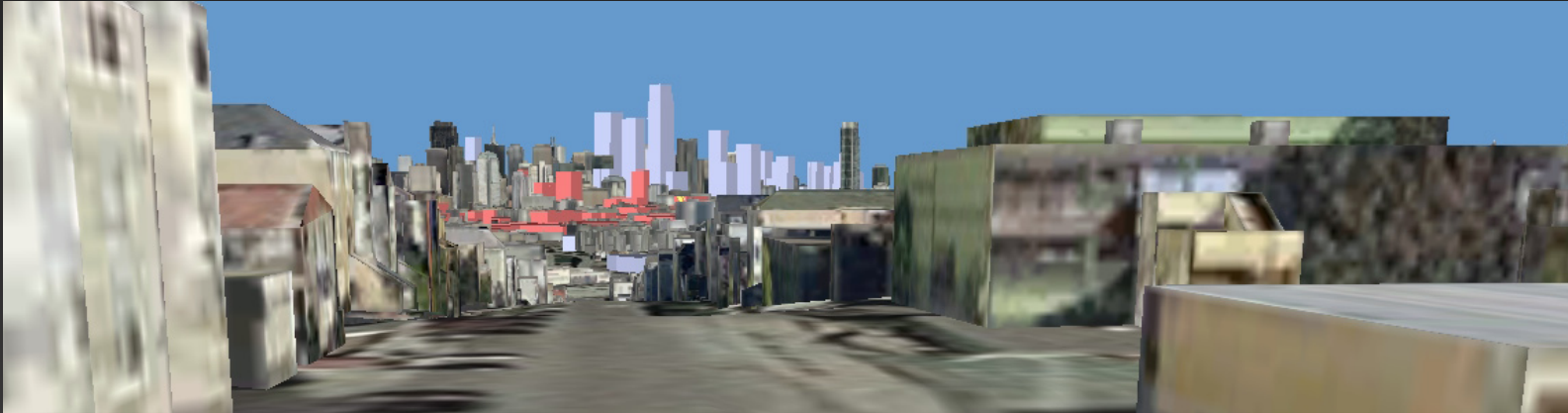
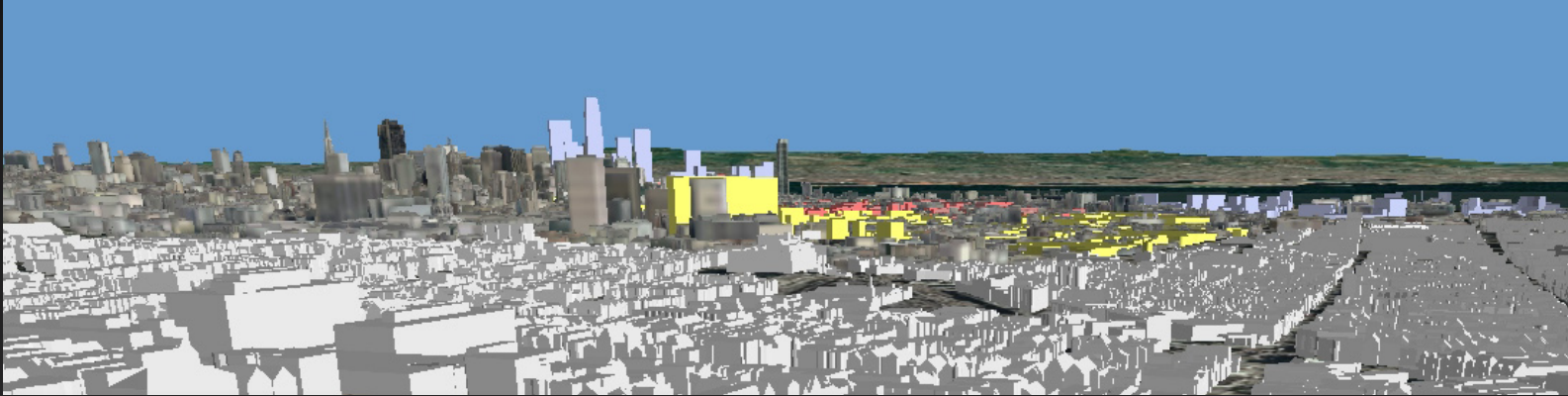
Lots with <3 FAR Existing and No Residential Uses



- 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



3-D Modeling





NEXT STEPS

November 2011: Develop initial land use and urban form scenarios

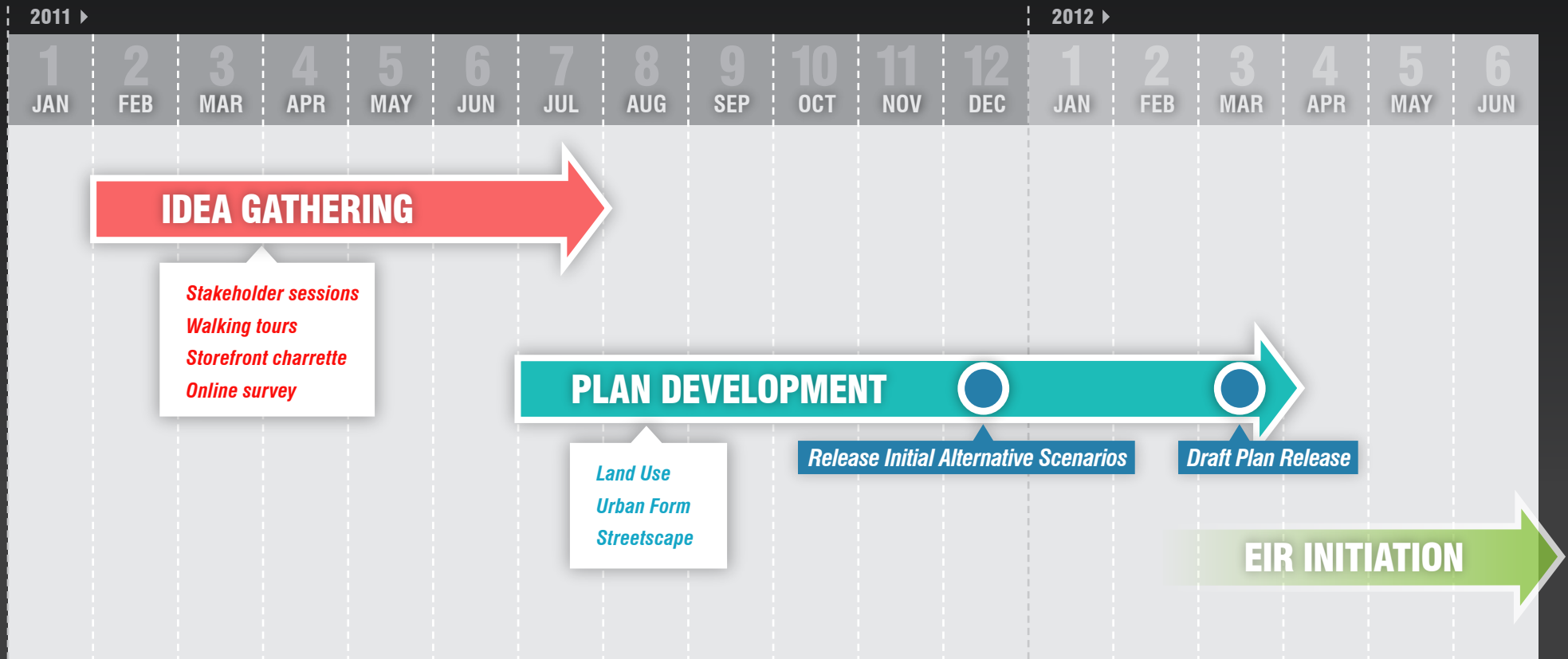
November 29th: Community Meeting at 6PM to discuss these principles and scenarios

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

January 2012: Community workshop on Public Realm

Spring 2012: complete Draft Plan. Initiate EIR.

Project Timeline 2011-2012





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DEPARTMENT

THANK YOU

<http://centralcorridor.sfplanning.org>