

# WELCOME!

 **PURPLE BOARDS = CONTEXT INFORMATION**

**ORANGE BOARDS = IDEAS FOR YOUR FEEDBACK** 

# Showplace/SoMa

NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

[sfplanning.org/snacs](https://sfplanning.org/snacs)



# Showplace/SoMa

NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

*PUBLIC MEETING #1*

*NOVEMBER 19, 2019  
SEVEN STILLS BREWERY*

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**San Francisco  
Planning**

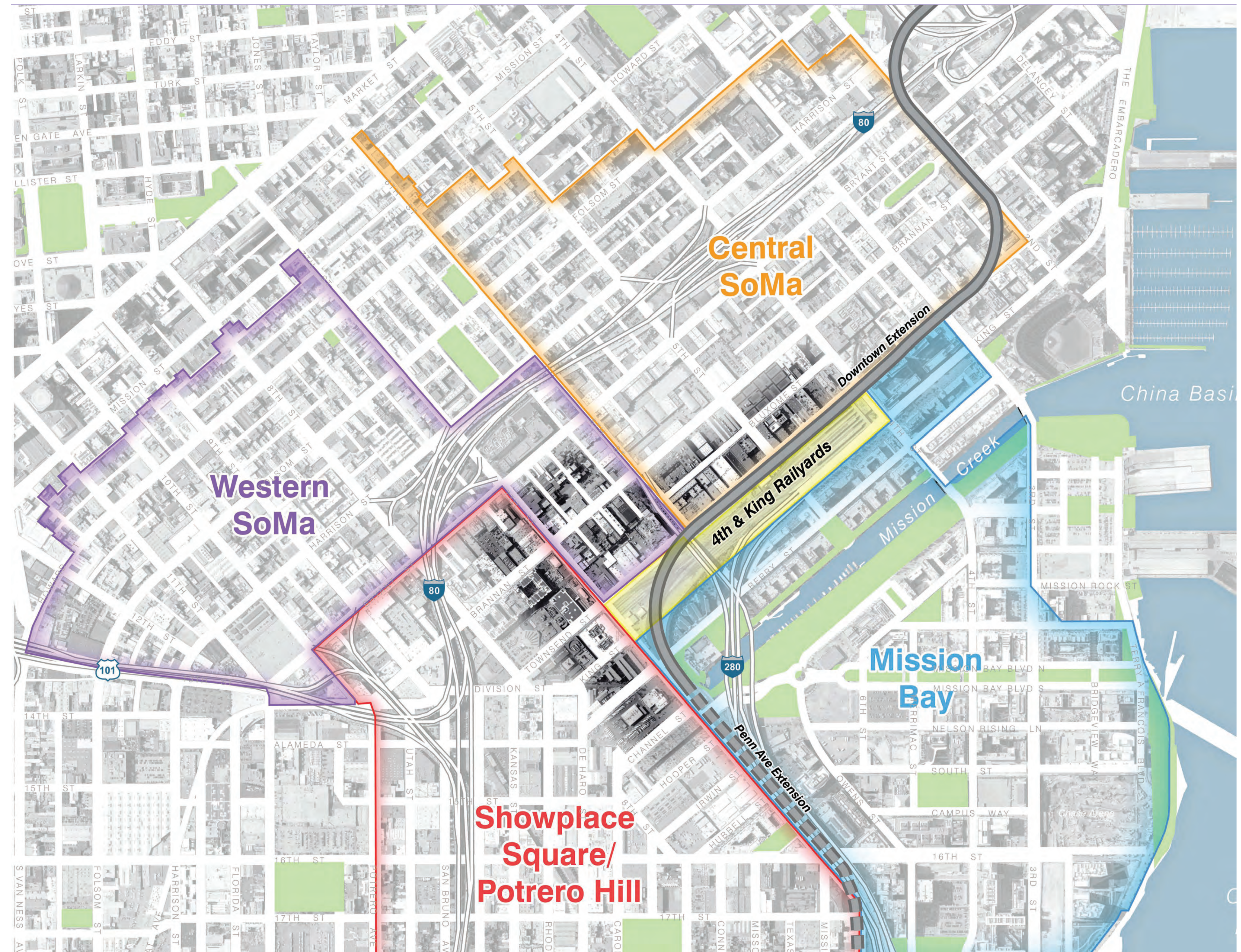


*Several transportation and land use projects are positioning the Showplace/SoMa area for long-term change.*

## STUDY PURPOSE

*This Study will identify strategies to coordinate these efforts while analyzing opportunities to create:*

- Additional market-rate and affordable housing
- Additional capacity for a variety of PDR jobs
- A seamless network of open spaces & walkable streets
- A cohesive urban design



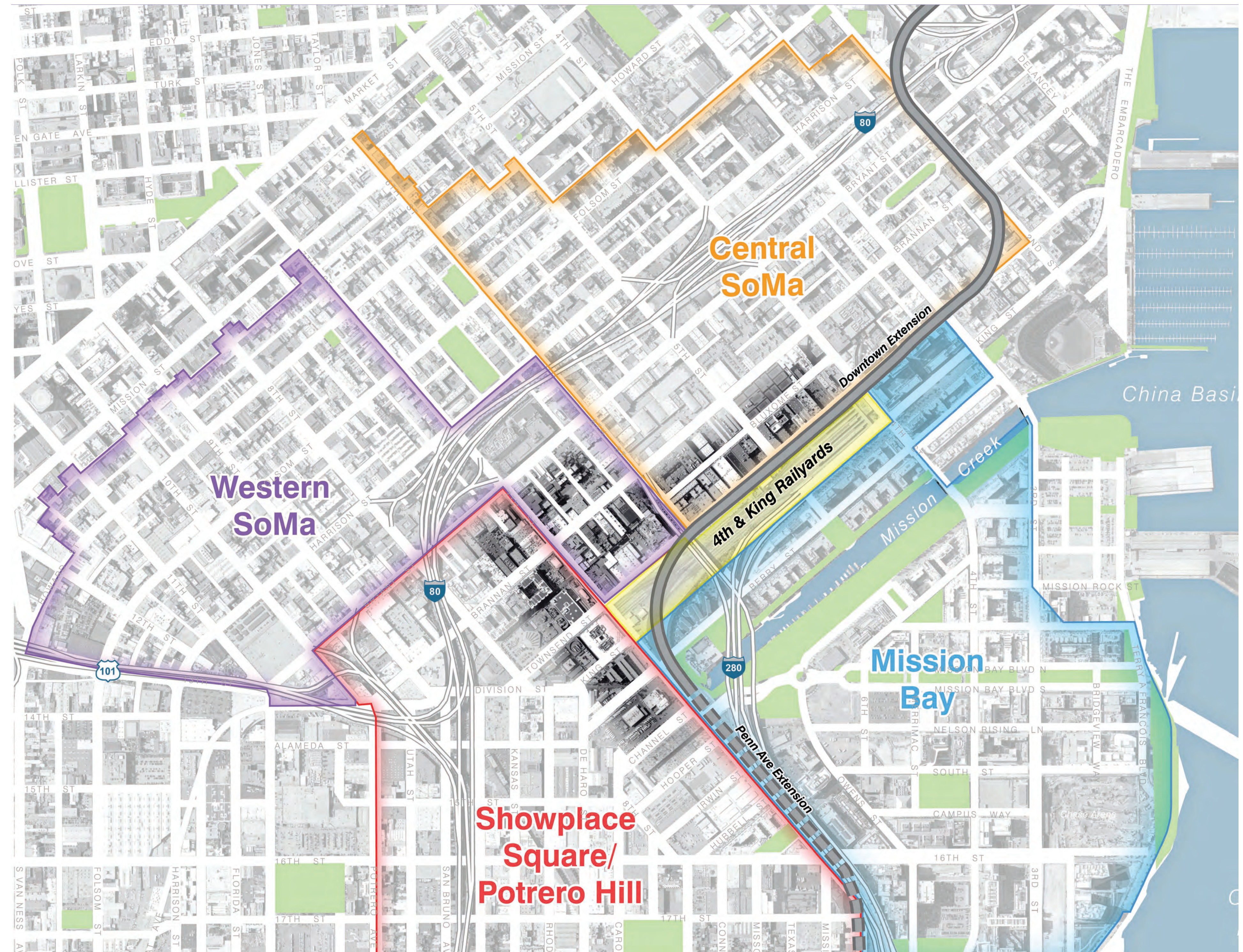


# Showplace/SoMa

## NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

### STUDY DELIVERABLES

- A guiding policy report
- Recommendations for implementing policies, potential code updates
- Feasibility analysis for any proposed zoning changes





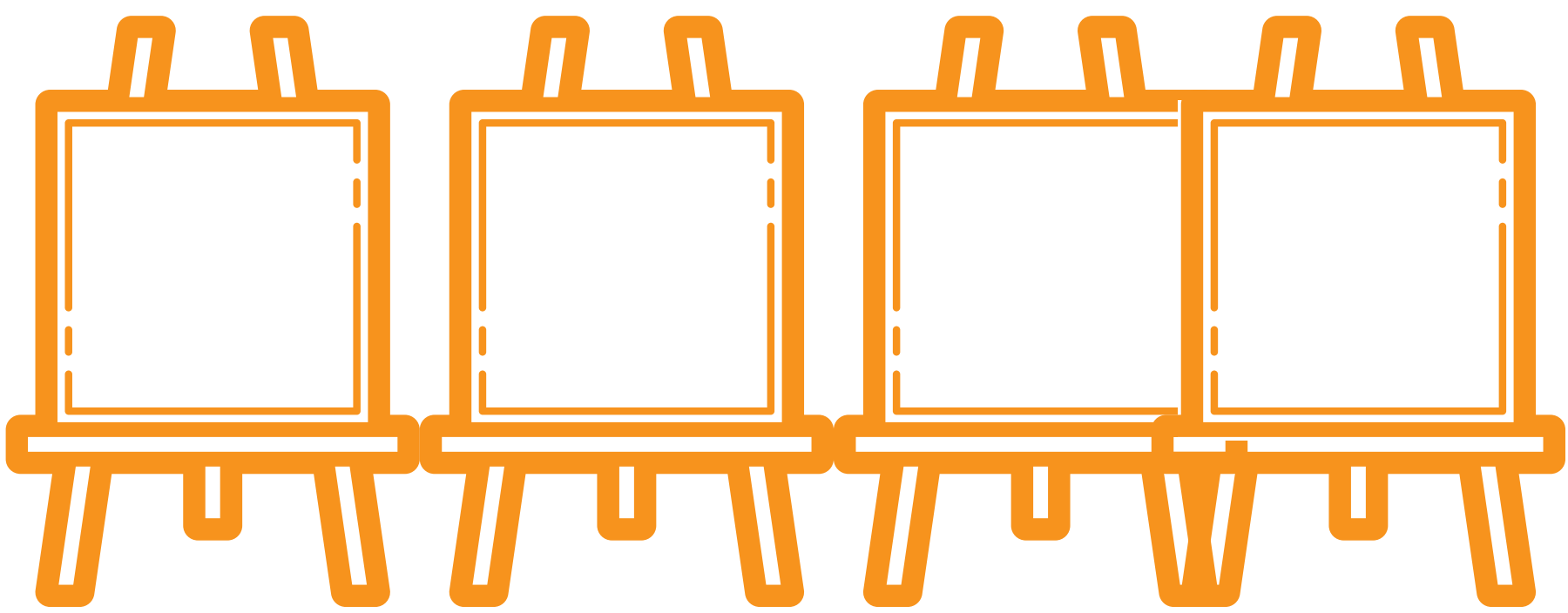
**ORANGE BOARDS = IDEAS FOR YOUR FEEDBACK**



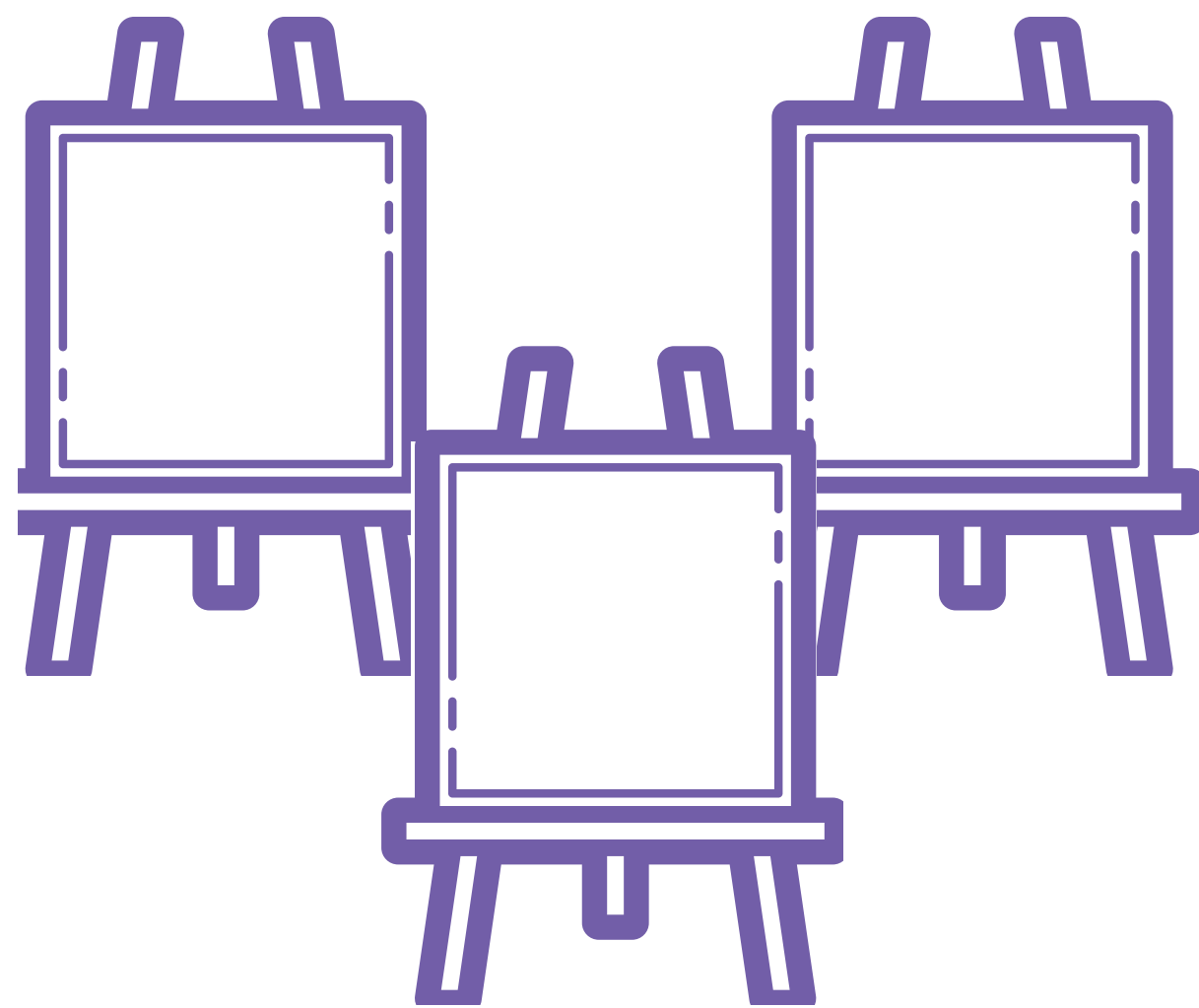


# FOCUS: LAND USE & URBAN DESIGN

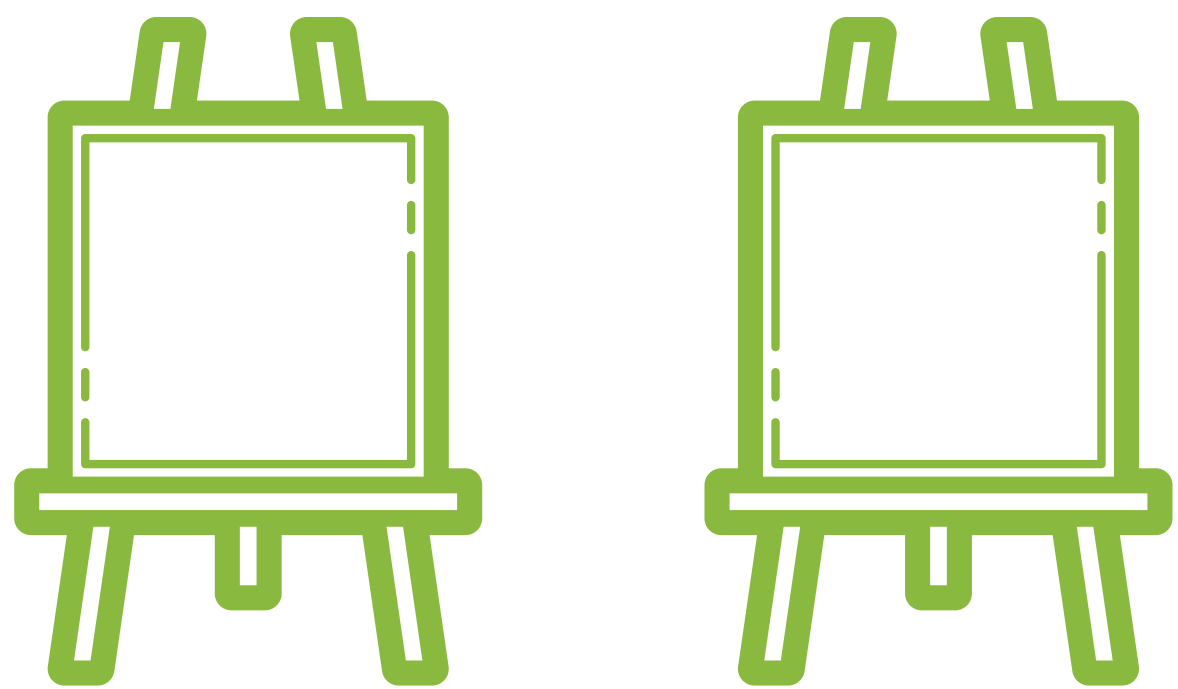
## LAND USE & URBAN DESIGN



## BACKGROUND



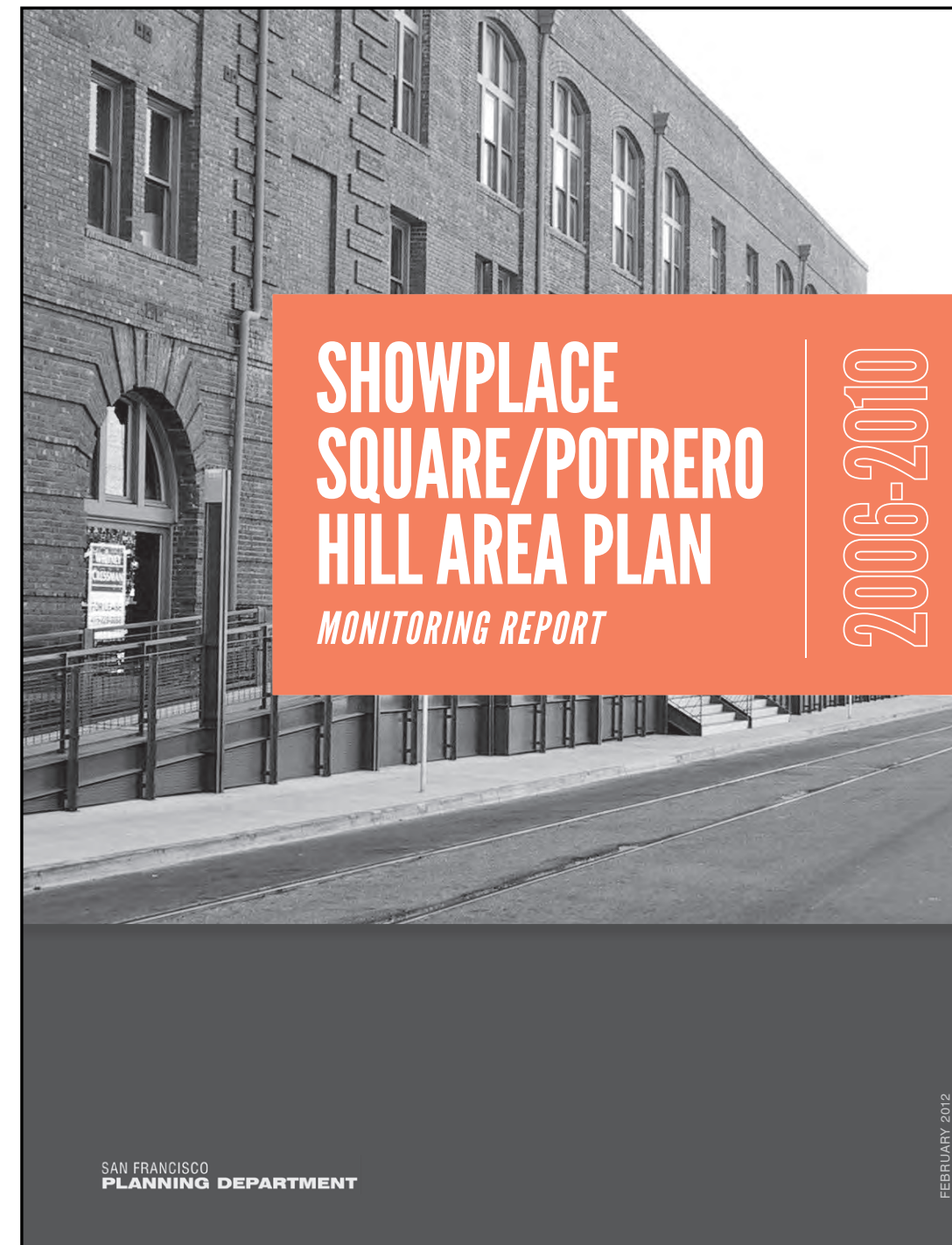
## PUBLIC REALM BIKE CONNECTIONS AMENITIES



focus of  
jan/feb  
meeting

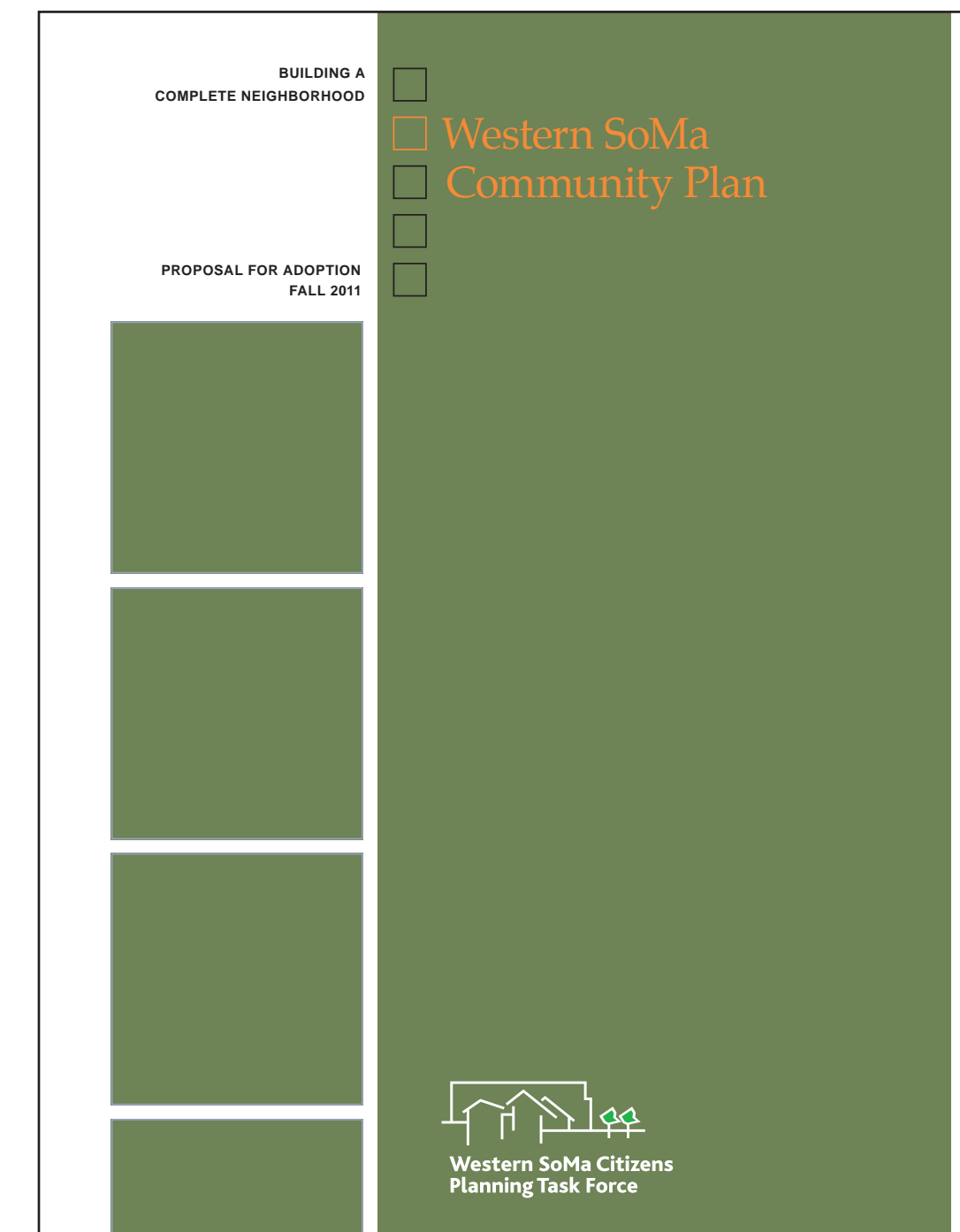
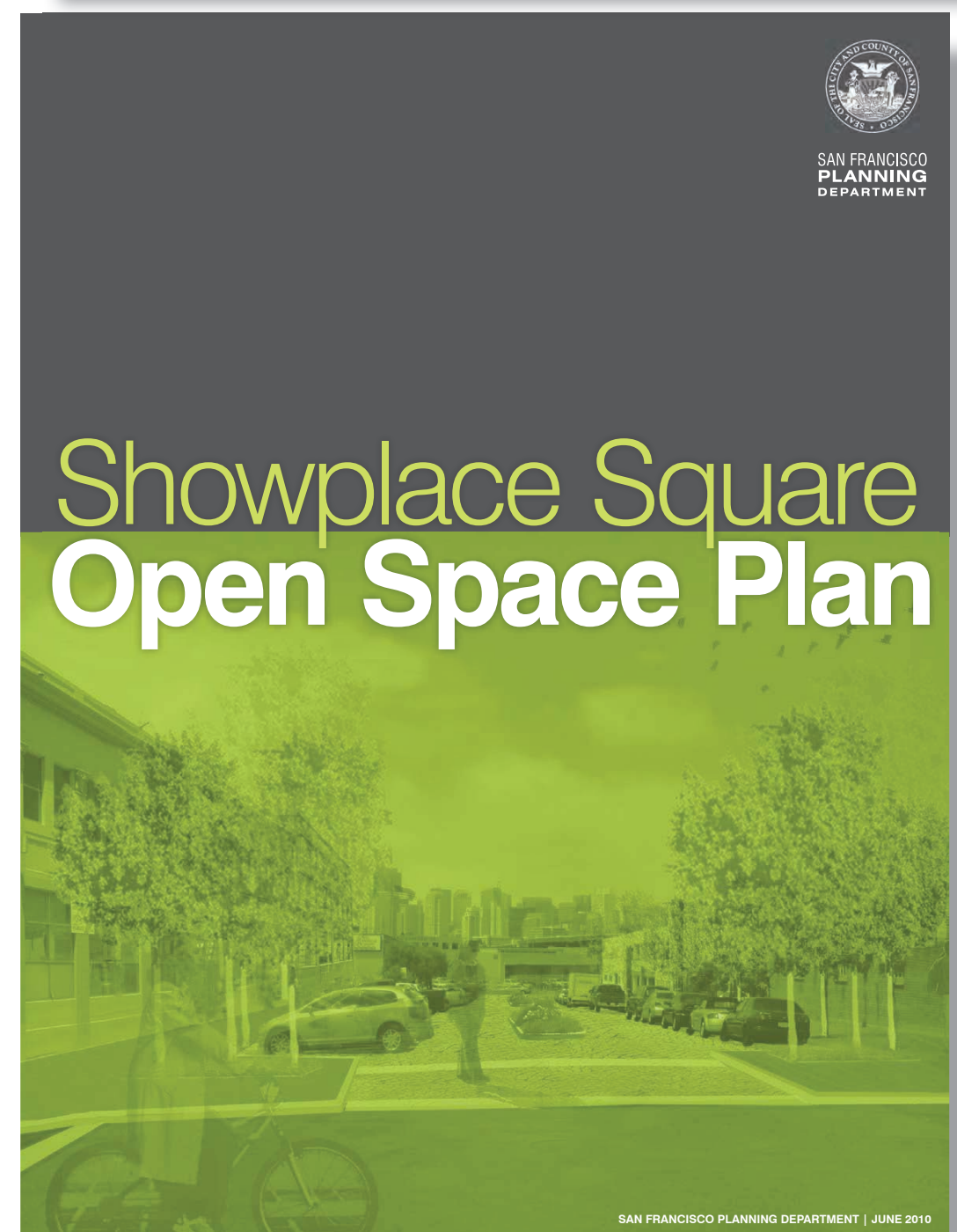


# BUILDING ON EXISTING PLANS



## Showplace Square/ Potrero Hill Plan (2008)

- Encourage the transition of portions of Showplace/Potrero to a more mixed-use character
- Protect the core district of design-related PDR uses.
- Ensure future rezoning is proposed within the context of an evaluation of City PDR needs

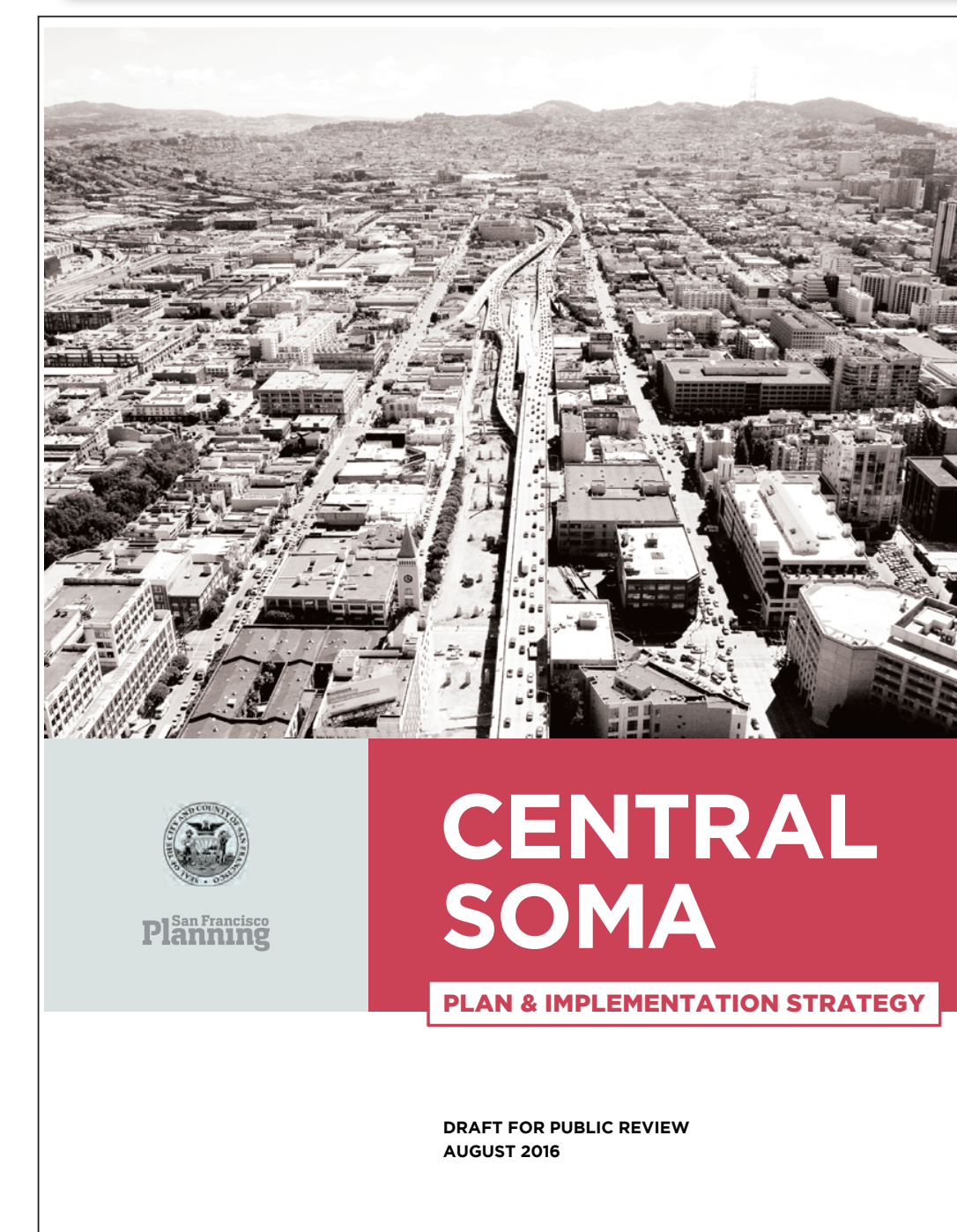


## Western SoMa Community Plan (2013)

- Build on an existing mixed-used character, encourage residential uses in appropriate areas

## Central SoMa Plan (2018)

- Ensure height limits that allow sufficient capacity for jobs & housing
- Maintain existing zoning that restricts non-PDR development in certain locations
- Limit conversion of PDR space in formerly industrial districts.





# MAJOR PROJECTS & PLANS

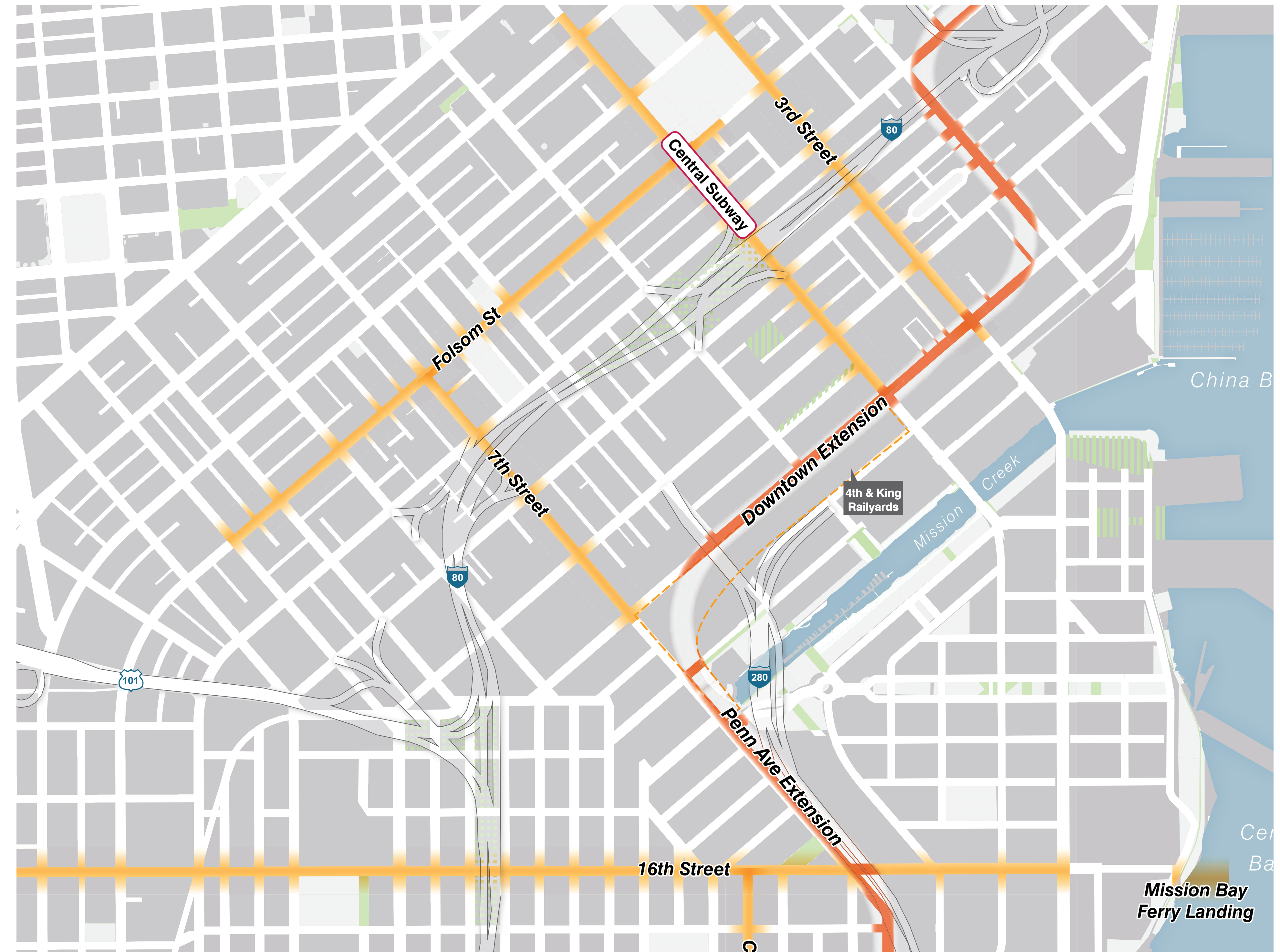
## Transportation

### PLANNED CAPITAL IMPROVEMENTS

- Central Subway
- Caltrain Electrification
- 16th Street Improvements
- 7th Street Quick-Build Improvements
- Mission Bay Ferry Landing

### ONGOING DESIGNS AND STUDIES

- Caltrain Business Plan
- Caltrain Service, Storage, Development Analysis
- High-Speed Rail Environmental Study
- Downtown Extension (DTX)
- Pennsylvania Avenue Extension Study (PAX)





# MAJOR PROJECTS & PLANS

## Land Use

### APPROVED

- Central SoMa & Key Development Sites
- Showplace Square/Potrero Hill Area Plan
- Mission Bay Redevelopment Plan
- Mission Rock

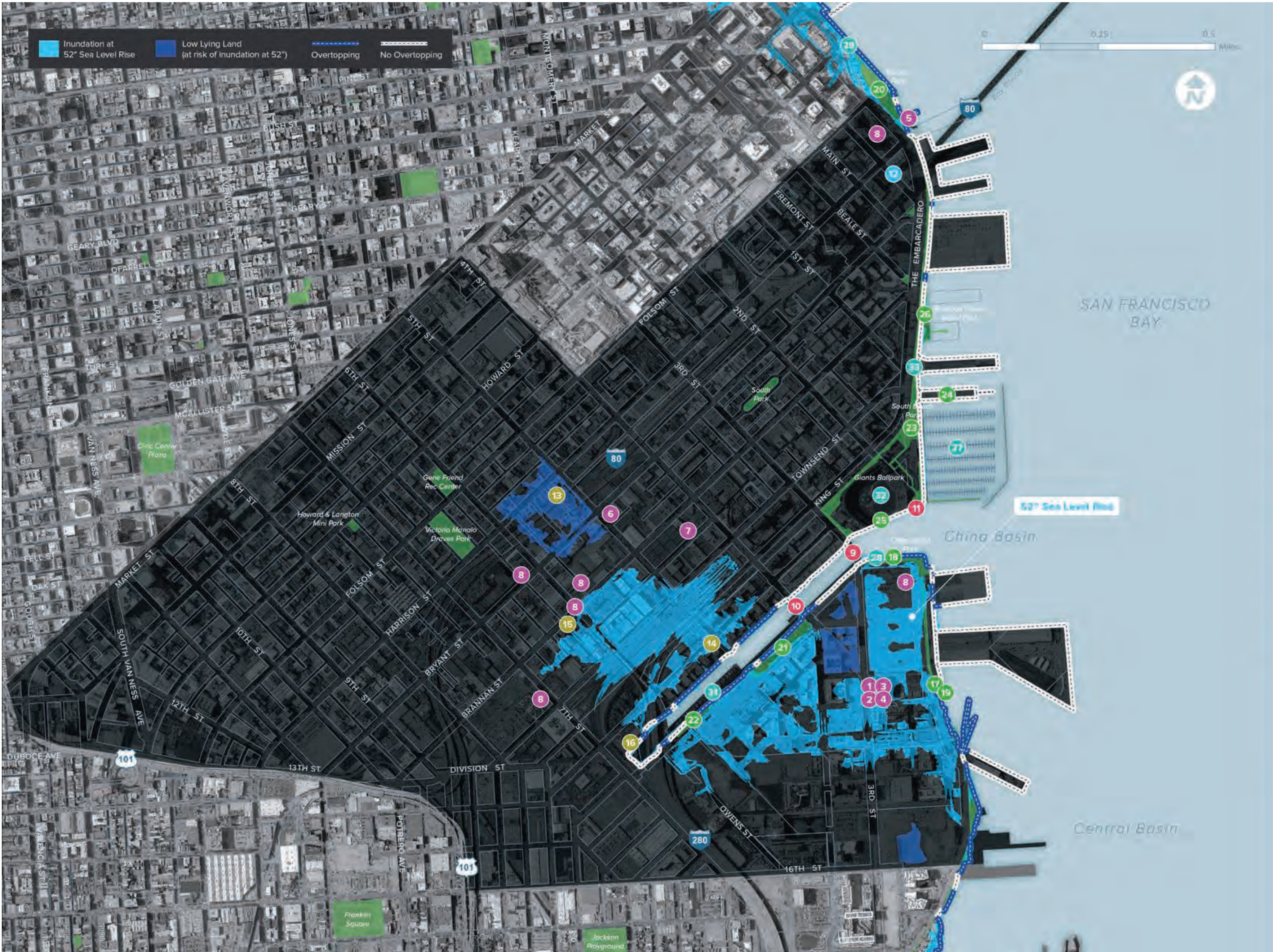
### UNDER STUDY

- Recology Site
- Mission Bay Amendments (e.g. 1450 Owens)
- Army Corps/Port Flood Study (SF waterfront)

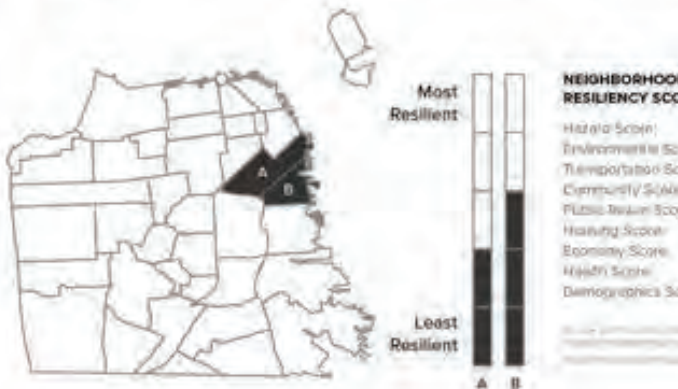




# MAJOR PROJECTS & PLANS



## South of Market Mission Creek



- PUBLIC SAFETY**
  - 1 Bureau of Fire Investigation
  - 2 Southern District Fire Station
  - 3 Fire Station #4
  - 4 Public Safety Building
  - 5 Fire Station #35 - Fireboat Headquarters
  - 6 Fifth Street Homeless Center
  - 7 Fire Station #8
  - 8 Contaminated Land
- MOBILITY**
  - 1 Lefty O'Doul Bridge
  - 2 Fourth Street Bridge
  - 3 Giants Stadium Ferry Terminal
- WATER**
  - 1 Bay Bridge Pump Station
- WASTE WATER**
  - 1 Merlin Morris Minor Pump Station
  - 2 Berry Street Minor Pump Station
  - 3 Harriet-Lucerne Minor Pump Station
  - 4 Channel Major Pump Station
- OPEN SPACE**
  - 1 Pier 52
  - 2 China Basin Park
  - 3 Boat Launch
  - 4 Rincon Park
  - 5 Shoreline Park
  - 6 Mission Creek Garden
  - 7 South Beach Park
  - 8 South Beach Harbor
  - 9 Giant's Promenade
  - 10 Brannan Street Wharf
- PORT**
  - 1 South Beach Marina
  - 2 Pier 62/McCovey Cove and China Basin
  - 3 The Promenade
  - 4 Seawall Lot 337 (48")
  - 5 Mission Creek Marina
  - 6 Giants Ballpark
  - 7 Embarcadero Promenade (Bay Trail)
  - 8 WETA, Golden Gate Ferries



# STUDY TIMELINE

<i>Date</i>	<i>Milestone</i>
<b>SEPT/OCT 2019</b>	Stakeholder Outreach / Context Setting
<b>NOV 19 2019</b>	<b>Workshop 1: Urban Form, Land Use</b>
<b>FEB 2020</b>	Workshop 2: Public Realm, Transportation Updates
<b>APRIL 2020</b>	Workshop 3: Public benefits, Refined Land Use & Design
<b>2020 - 2022</b>	Next Steps TBD

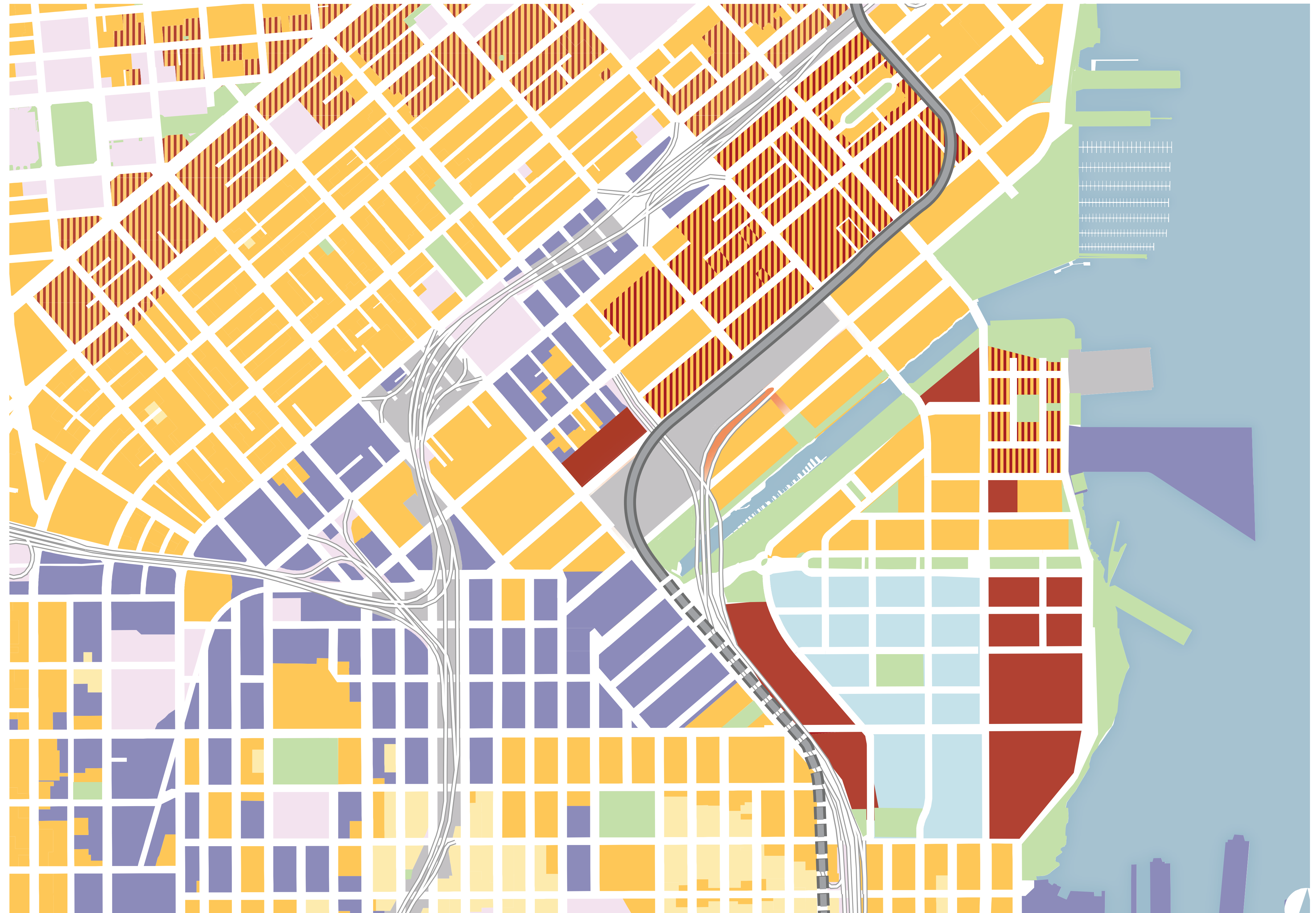




# LAND USE

## SIMPLIFIED ZONING - LEGEND

- Commercial - High Density
- Mixed Use Residential - High Density
- Mixed Use Residential
- Residential - Low Density
- PDR
- Medical / Institutional
- Public / Civic
- Open Space





# LAND USE: PRODUCTION, DISTRIBUTION, & REPAIR





# LAND USE: HOUSING EAST AND WEST



## CAPACITY BUILDING FOR:

- Small Sites acquisition
- Building affordable housing
- Planning



## HOUSING SOLUTIONS:

- Producing affordable housing on West Side
- Addressing needs of families with children and seniors



## POTENTIAL LEGISLATION:

- Affordable Accessory Dwelling Unit (ADU) Pilot Program

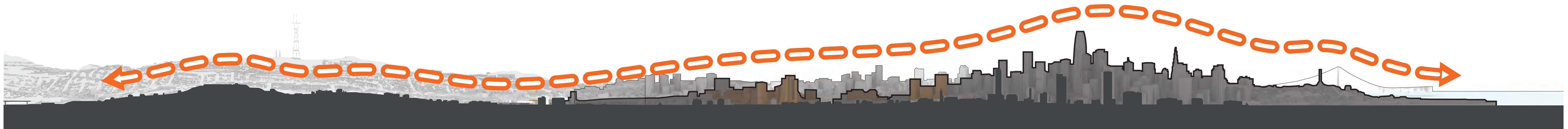
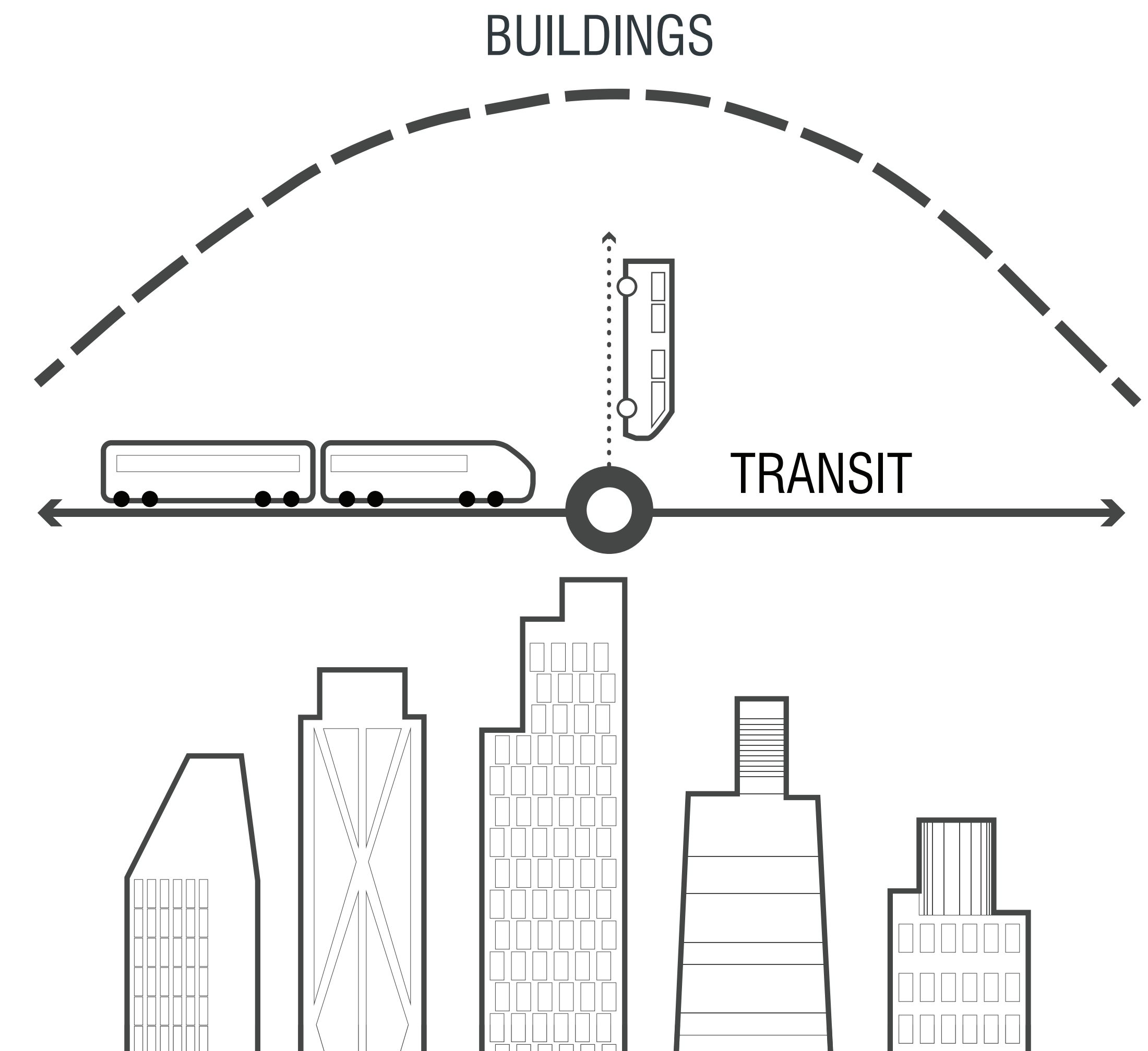
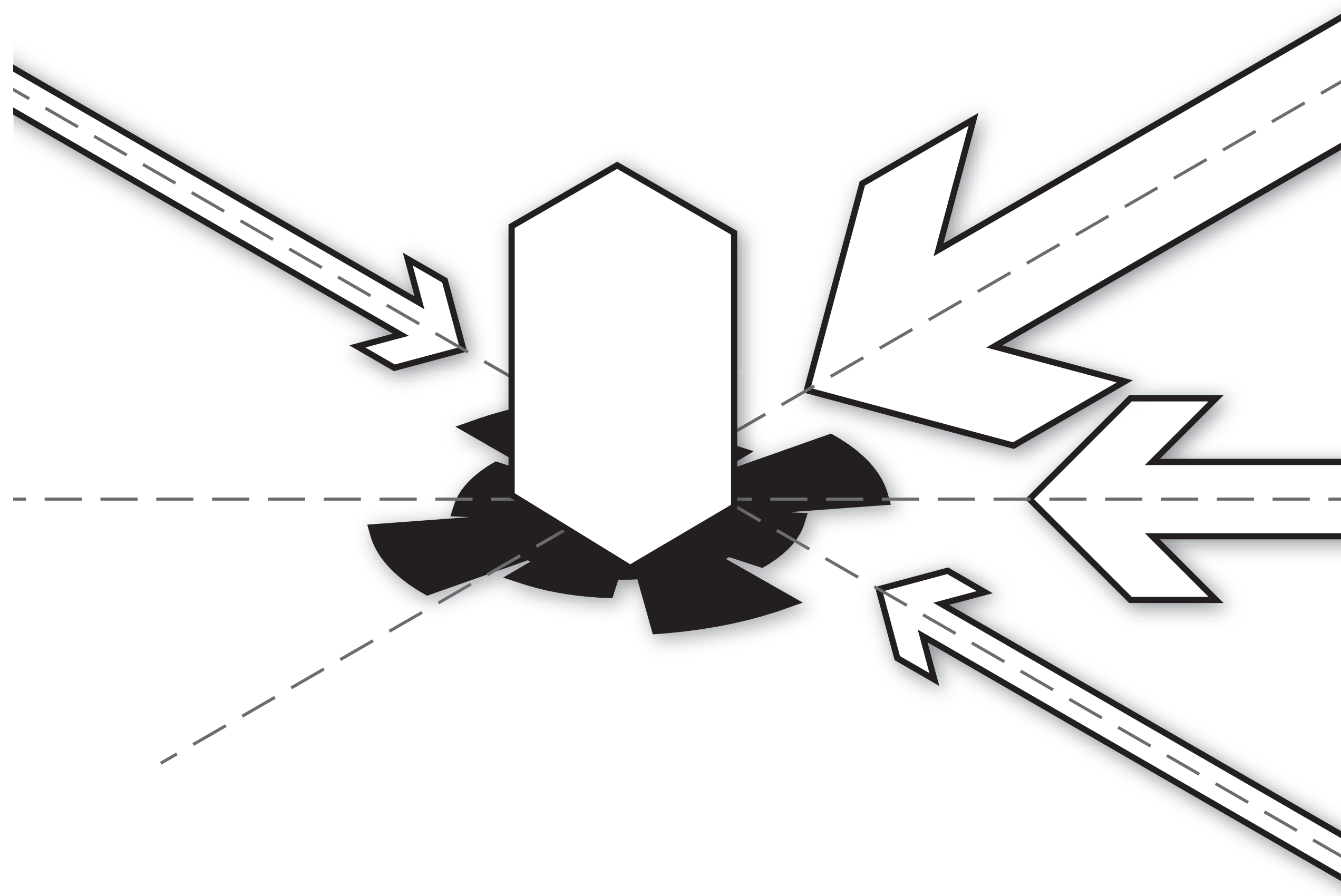


## ENGAGEMENT:

- New City Planner to work with West Side
- Community needs assessment in District 4



# URBAN FORM





# 4<sup>TH</sup> & KING RAILYARDS

*Planning for the Railyards must serve the region's transportation needs first*

Only after studies identify future transportation needs at the 4th/King Railyards can we study land use and development potential on the site.





# ONGOING TOPICS: **PUBLIC REALM**



**PARKS AND OPEN SPACES**



**CONNECTIONS**

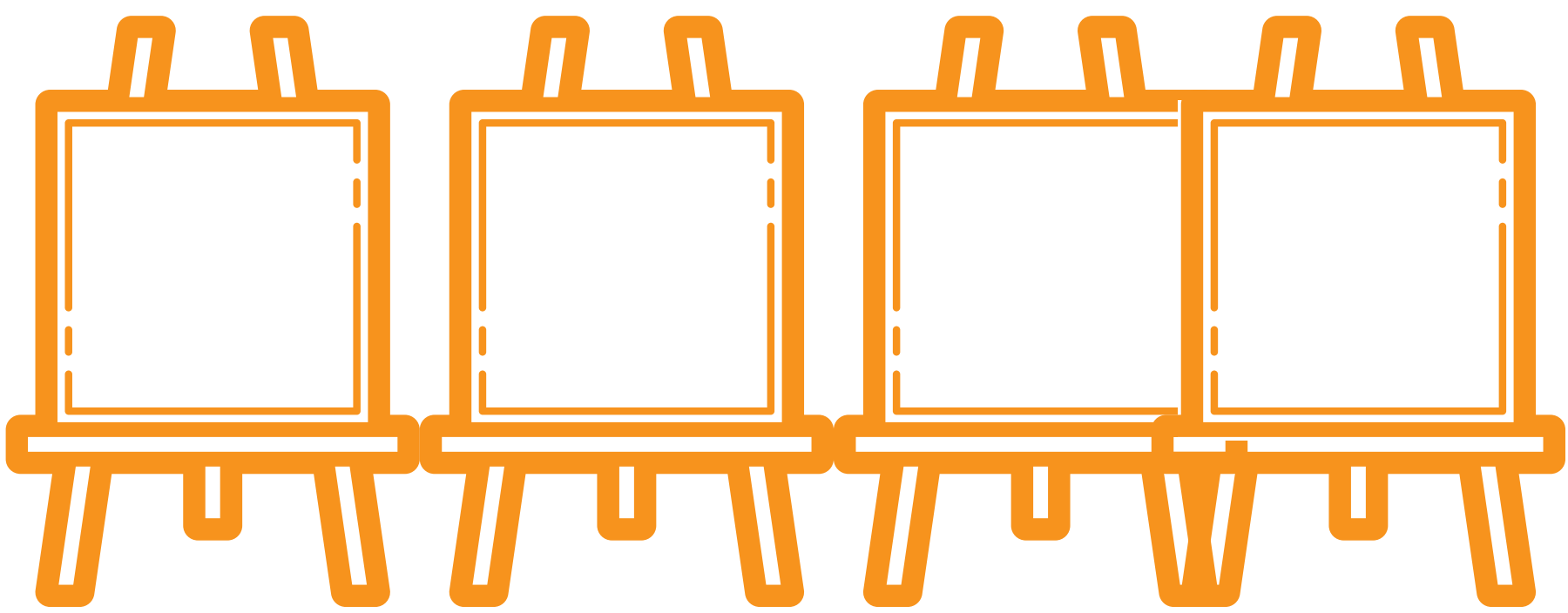


**COMMUNITY AMENITIES**

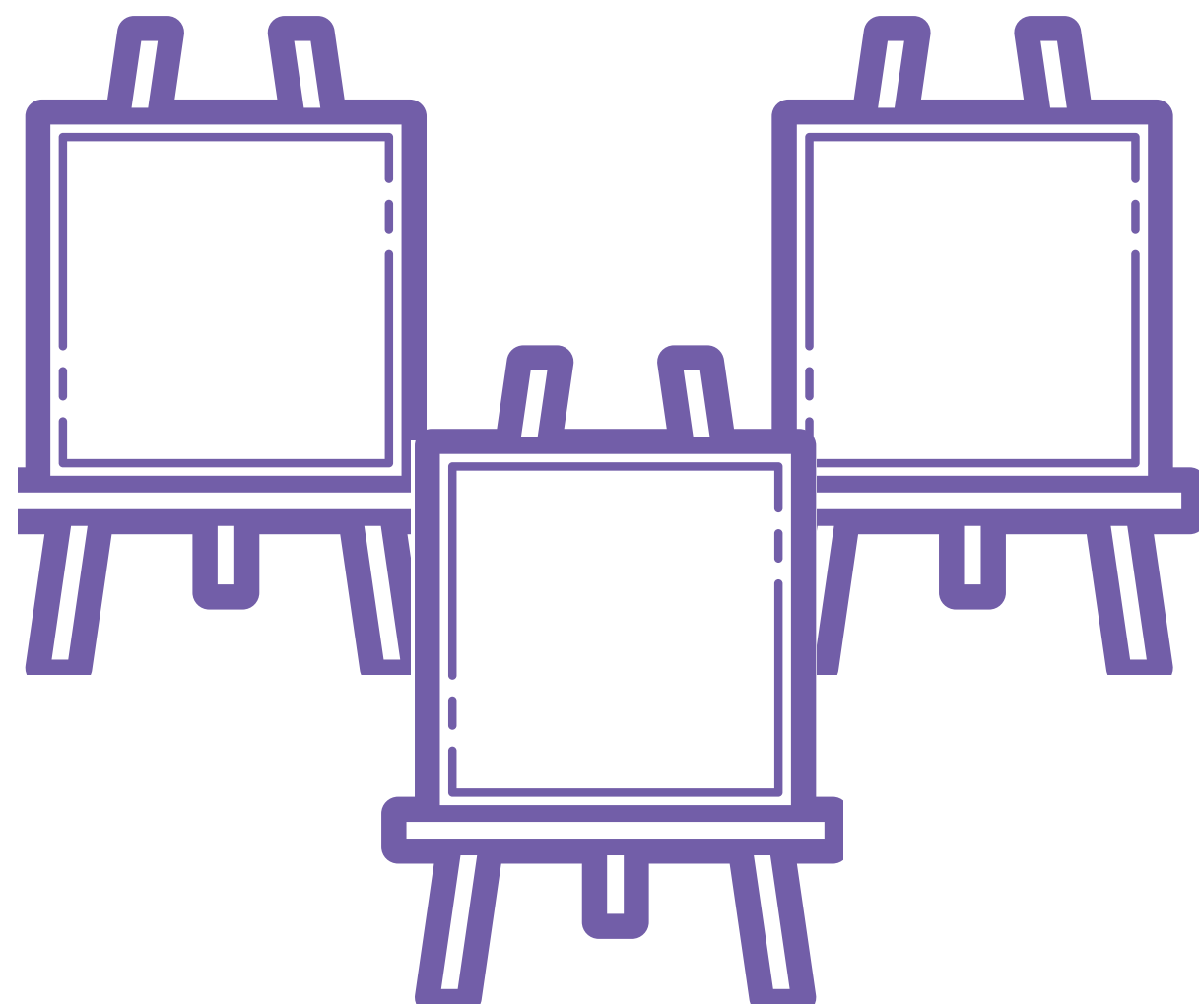


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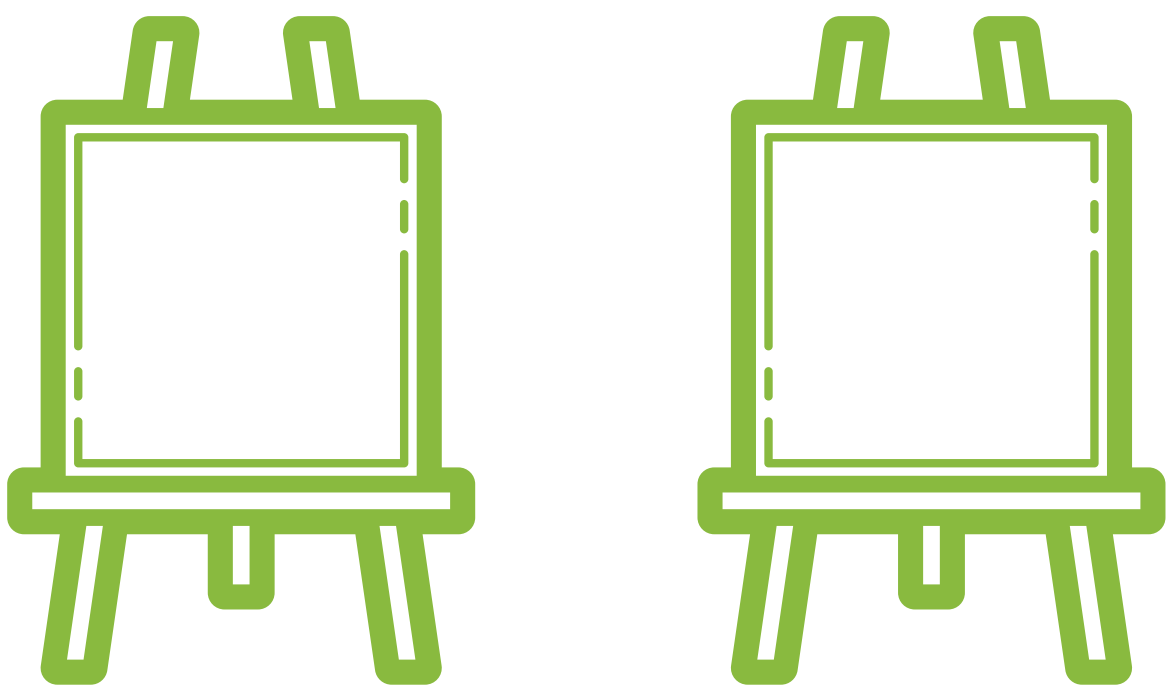
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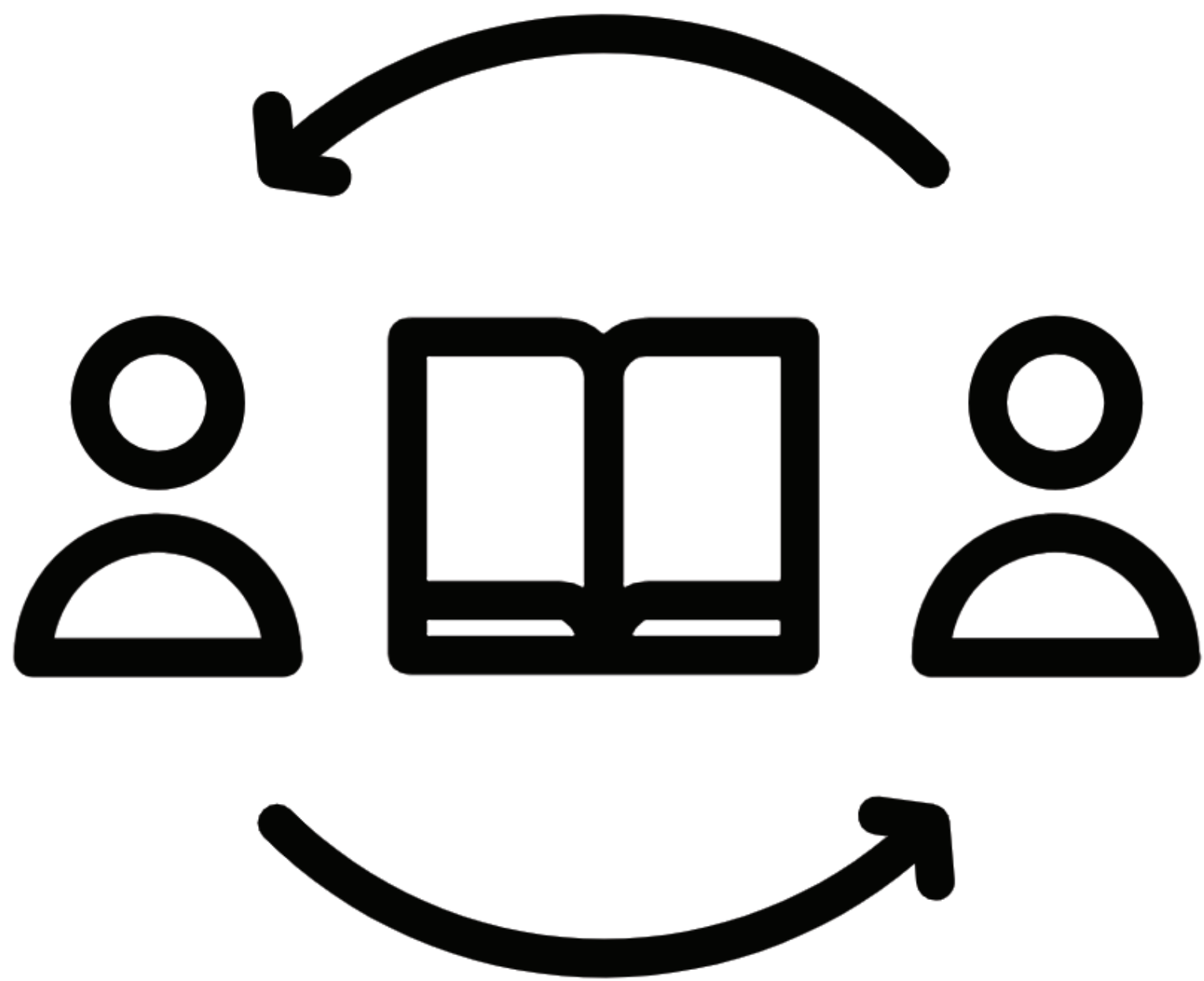
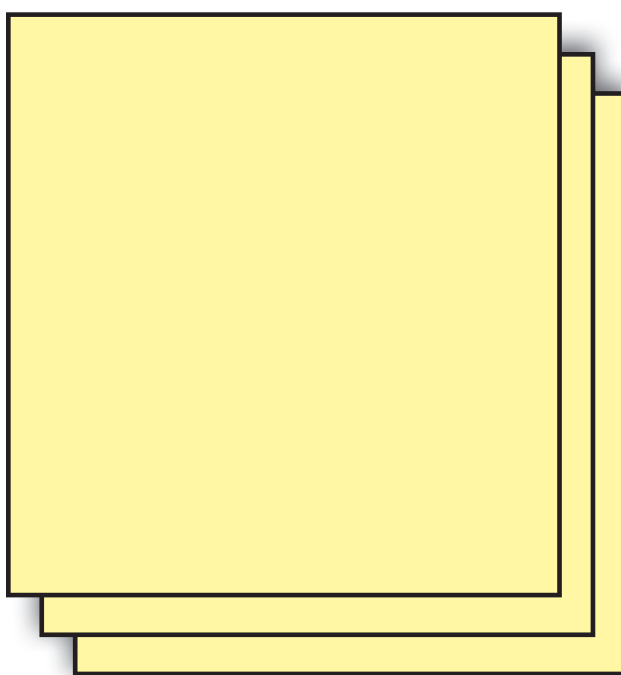
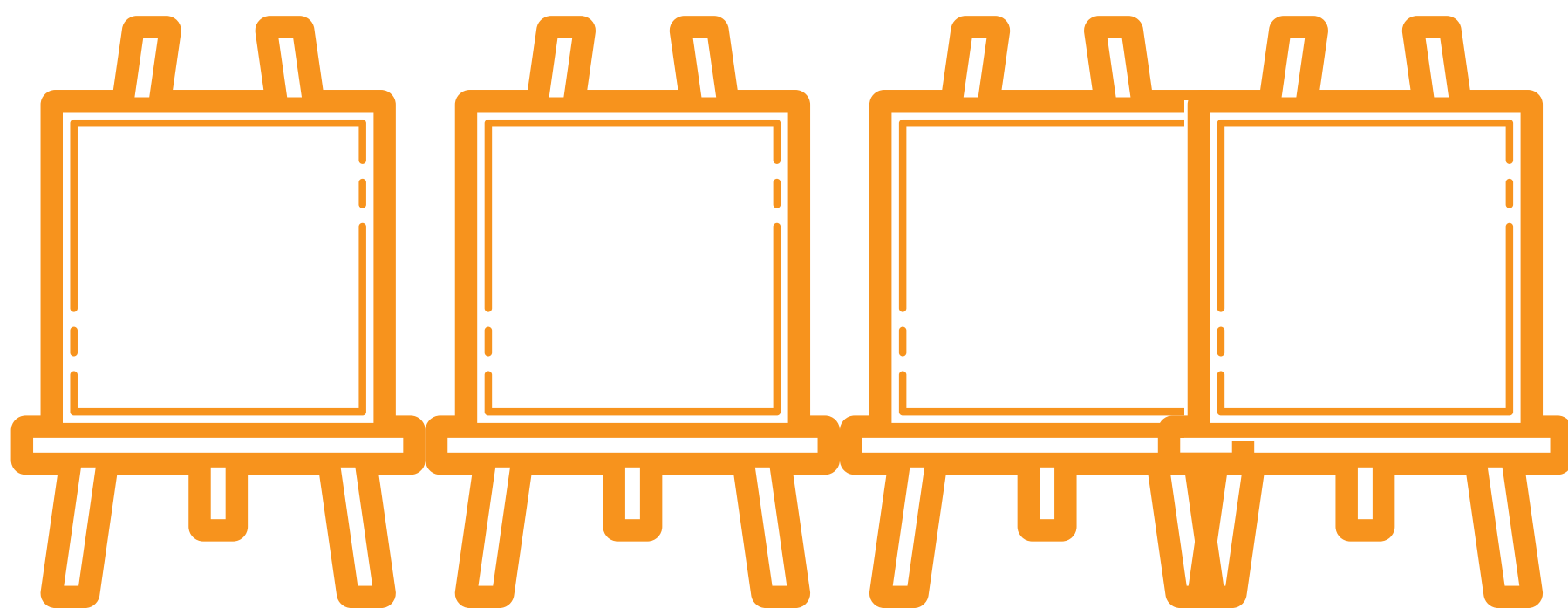
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## LAND USE & URBAN DESIGN



Showplace/SoMa

NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

MEETING #1

November 19, 2019

Name (optional):

Zip Code(optional):

Email (optional, for SNACS updates only):

*This public meeting is the beginning of a conversation to guide future growth in the Showplace/ SoMa area so it is consistent with existing plans, city policy and community input. Considering community interest in creating a Jobs-Housing balance, focusing growth near transit, and re- cent zoning changes in Central SoMa, please provide your thoughts on the principles and ideas shown tonight.*

1. Land Use Principles (Boards 6-7):

Do you agree with the Land Use Principles on Boards 6-7? Would you add or change anything? Are we looking in the right areas?

2. Urban Design Principles (Boards 8-10):

Do you agree with the Urban Design Principles? Would you add/change anything? Are we looking in the right areas?

FOR MORE INFORMATION: [sfplanning.org/snacs](https://sfplanning.org/snacs)

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APRIL 2020	Workshop 3: Public benefits, Refined Land Use & Design
2020 - 2022	Environmental Review Process TBD

THANK YOU!

JEREMY SHAW

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