WELCOME!

PURPLE BOARDS = CONTEXT INFORMATION
ORANGE BOARDS = IDEAS FOR YOUR FEEDBACK

Showplace/SoMa
NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

sfplanning.org/snacs
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
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

BACKGROUND

LAND USE & URBAN DESIGN

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)
<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPTEMBER/OCTOBER 2019</td>
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</tr>
<tr>
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</tr>
<tr>
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</tr>
<tr>
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</tr>
<tr>
<td>2020 - 2022</td>
<td>Next Steps TBD</td>
</tr>
</tbody>
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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
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
FOCUS: LAND USE & URBAN DESIGN

BACKGROUND

PUBLIC REALM
BIKE CONNECTIONS
AMENITIES

LAND USE & URBAN DESIGN
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 recent 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 or change anything? Are we looking in the right areas?

For more information: sfplanning.org/snacs
OR CONTACT: jeremy.shaw@sfgov.org
STUDY TIMELINE

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THANK YOU!

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