

WELCOME!

 **PURPLE BOARDS = CONTEXT INFORMATION**

ORANGE BOARDS = IDEAS FOR YOUR FEEDBACK 

Showplace/SoMa

NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

sfplanning.org/snacs

Showplace/SoMa

NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

PUBLIC MEETING #1

NOVEMBER 19, 2019
SEVEN STILLS BREWERY

sfplanning.org/snacs

Photo by Daniel Austin Hoherd, Flickr (CC BY-NC 2.0)



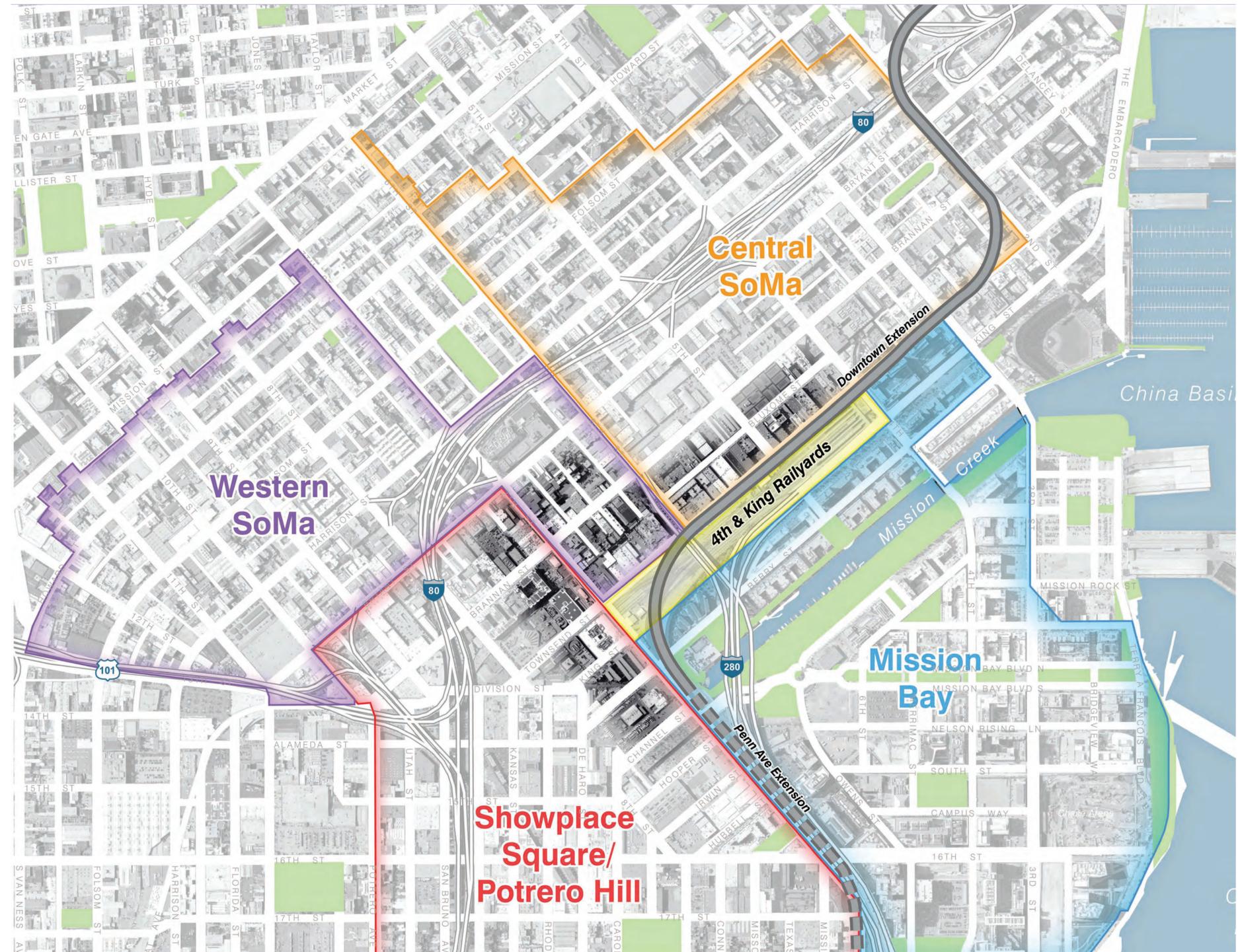
San Francisco
Planning

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:

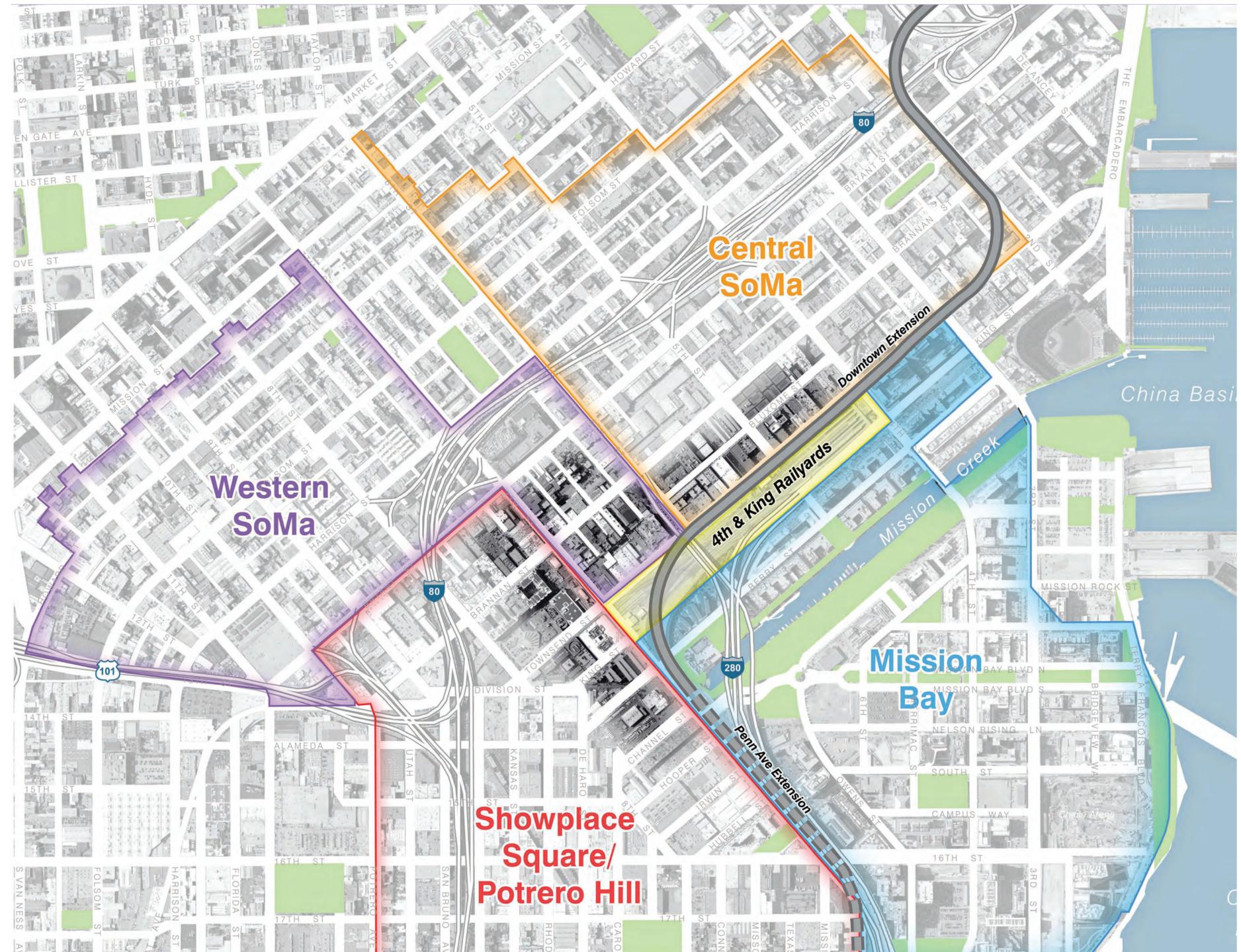
- Additional market-rate and affordable housing
- Additional capacity for a variety of PDR jobs
- A seamless network of open spaces & walkable streets
- A cohesive urban design



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

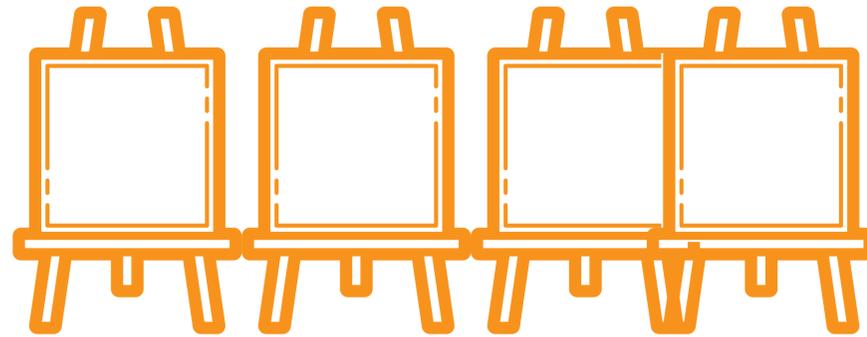


ORANGE BOARDS = IDEAS FOR YOUR FEEDBACK

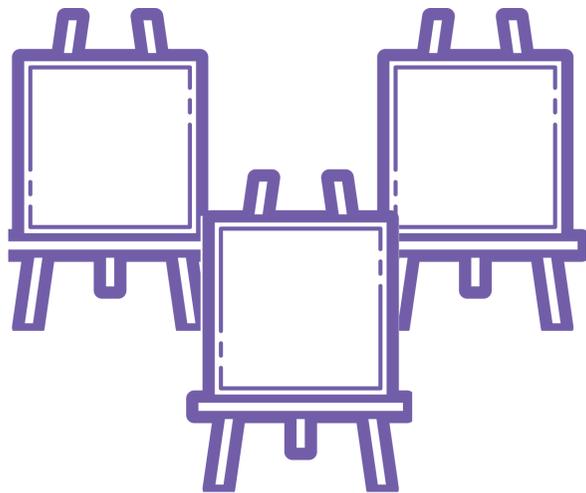


FOCUS: LAND USE & URBAN DESIGN

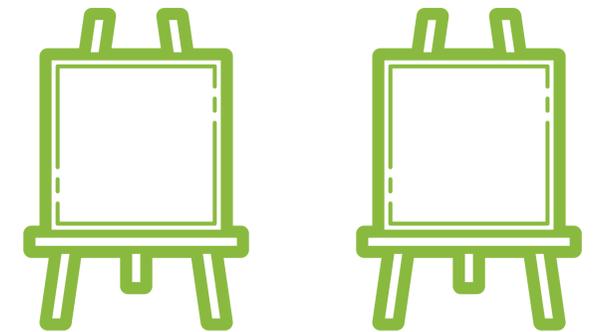
LAND USE & URBAN DESIGN



BACKGROUND

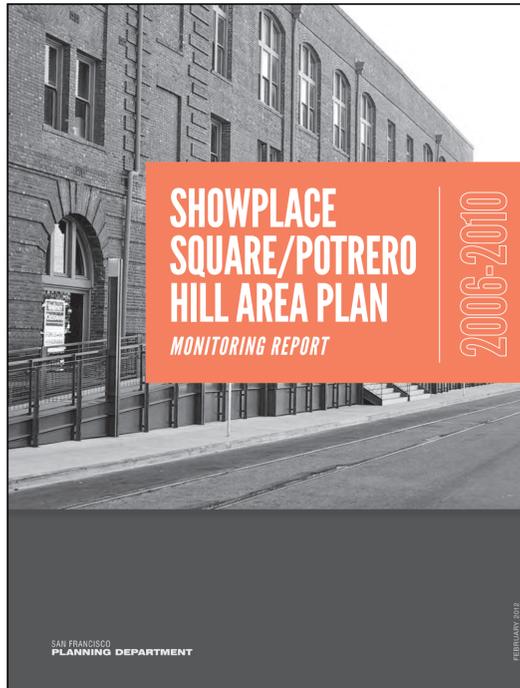


PUBLIC REALM BIKE CONNECTIONS AMENITIES



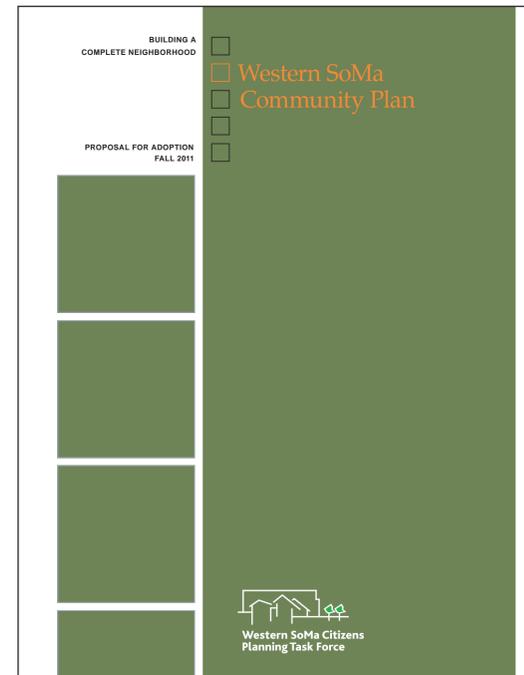
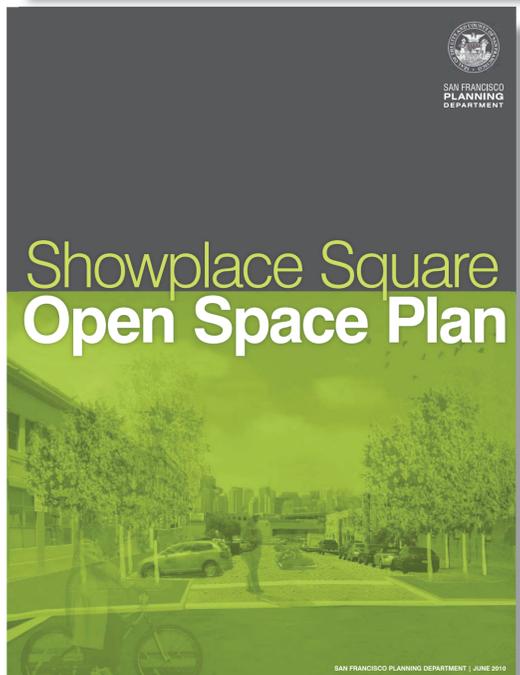
focus of
jan/feb
meeting

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

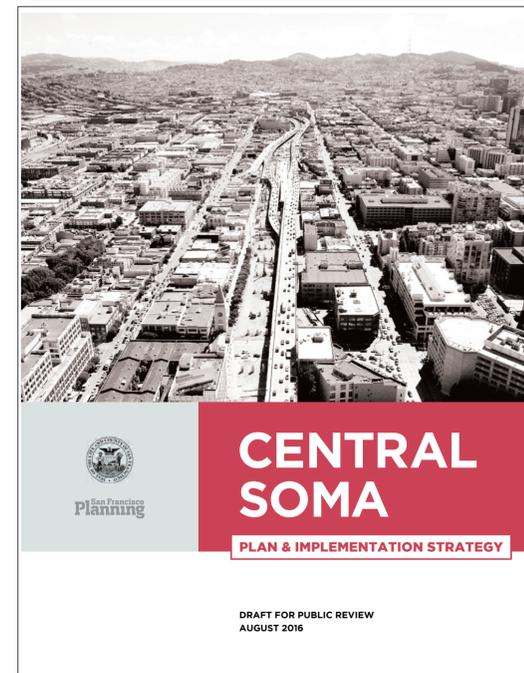


Western SoMa Community Plan (2013)

- 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

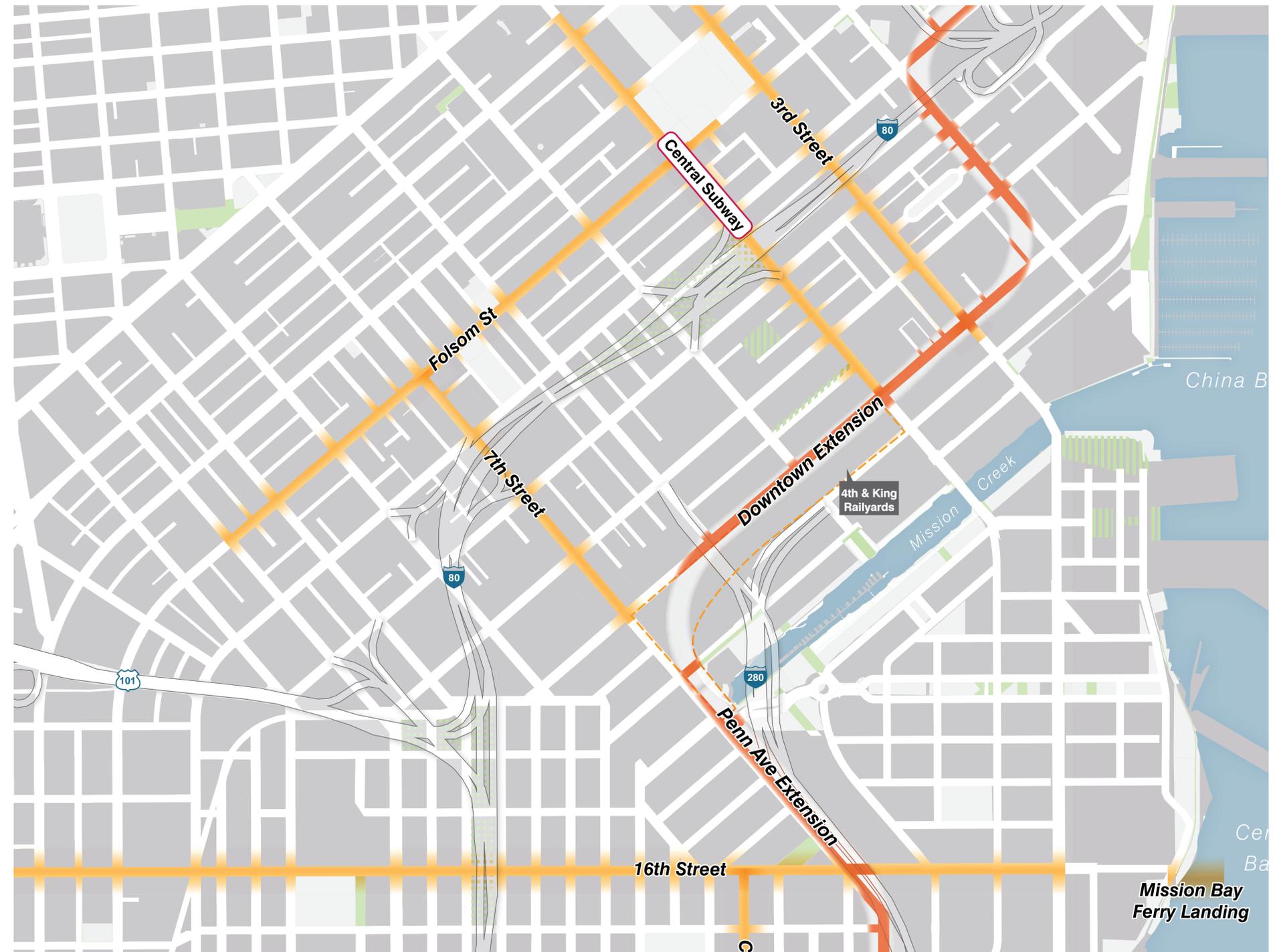
Transportation

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

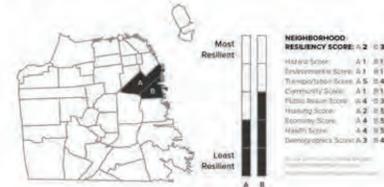
- Recology Site
- Mission Bay Amendments (e.g. 1450 Owens)
- Army Corps/Port Flood Study (SF waterfront)



MAJOR PROJECTS & PLANS



South of Market Mission Creek



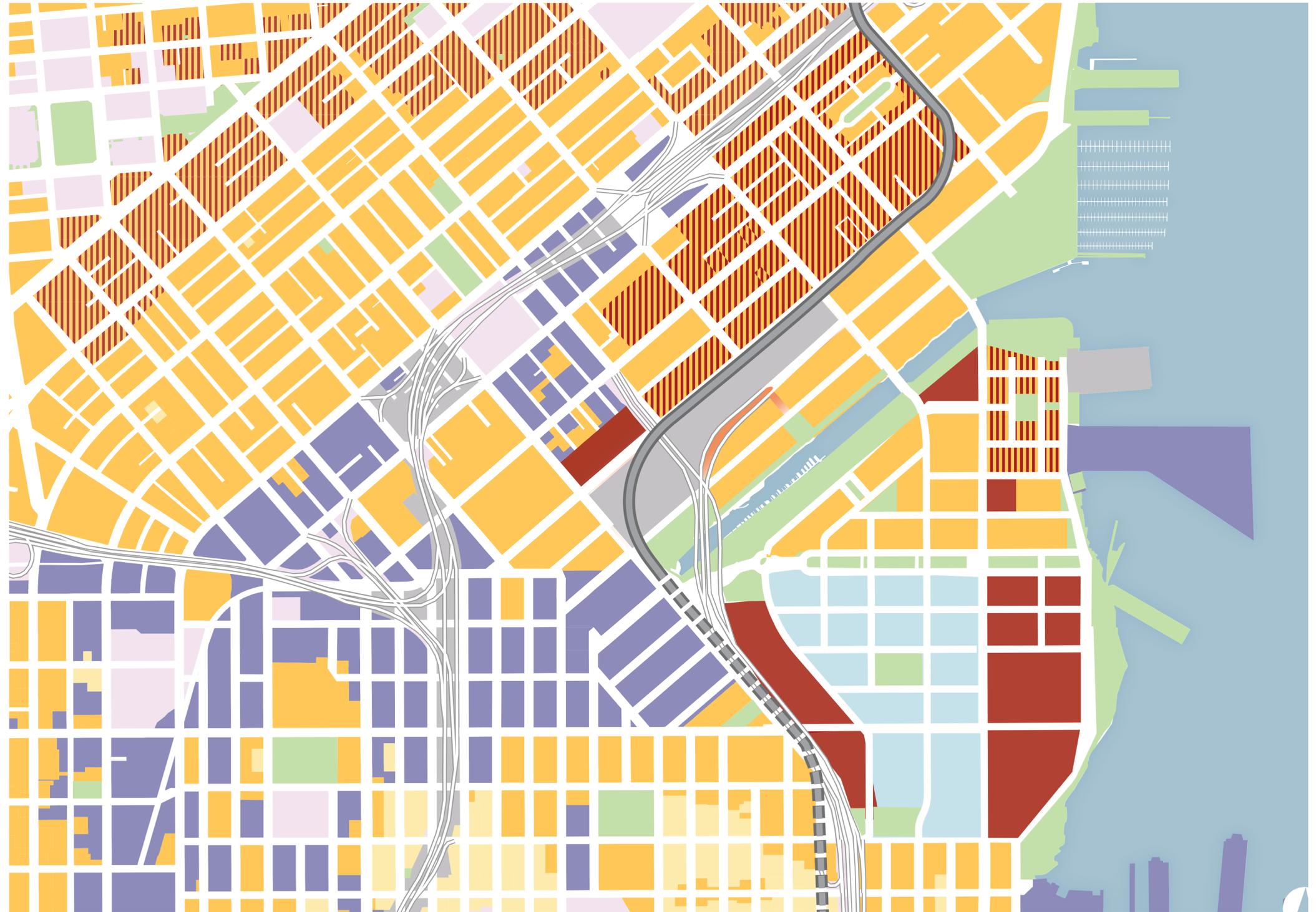
STUDY TIMELINE

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

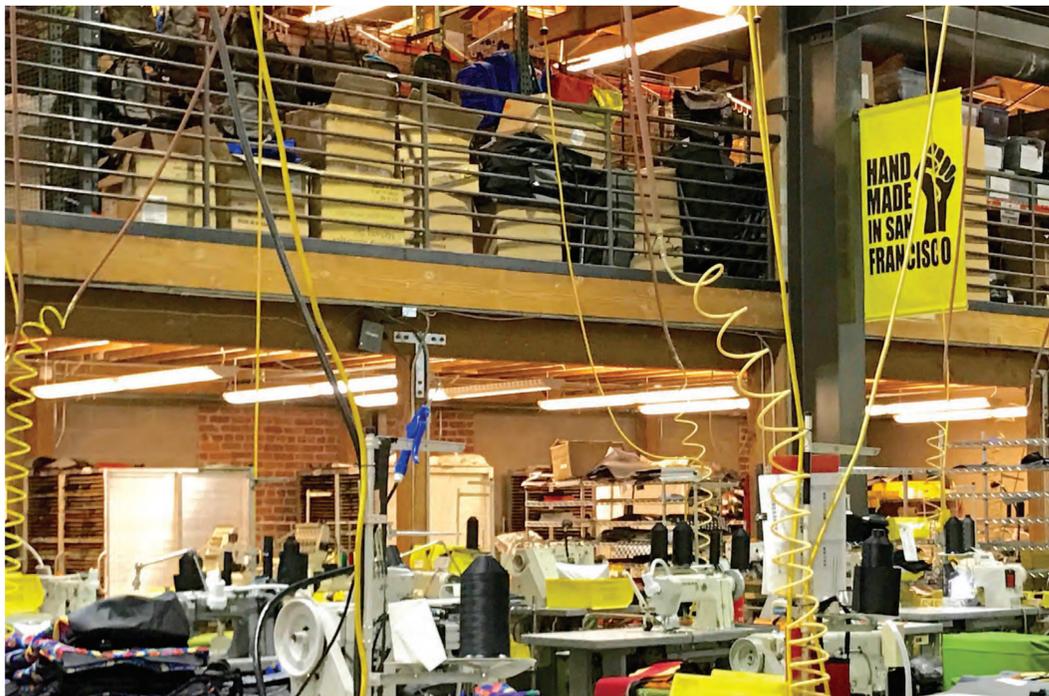
LAND USE

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:

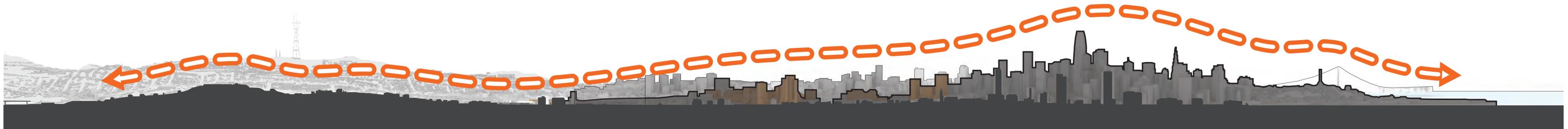
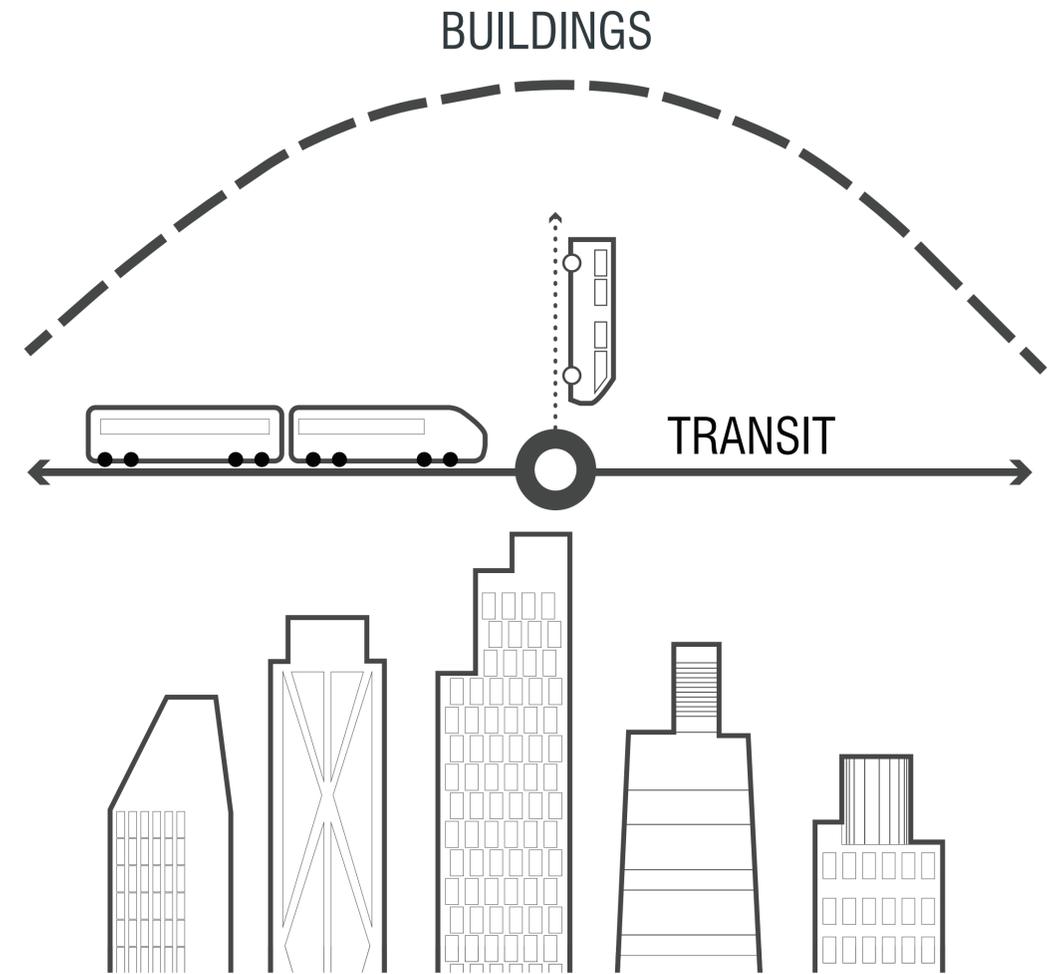
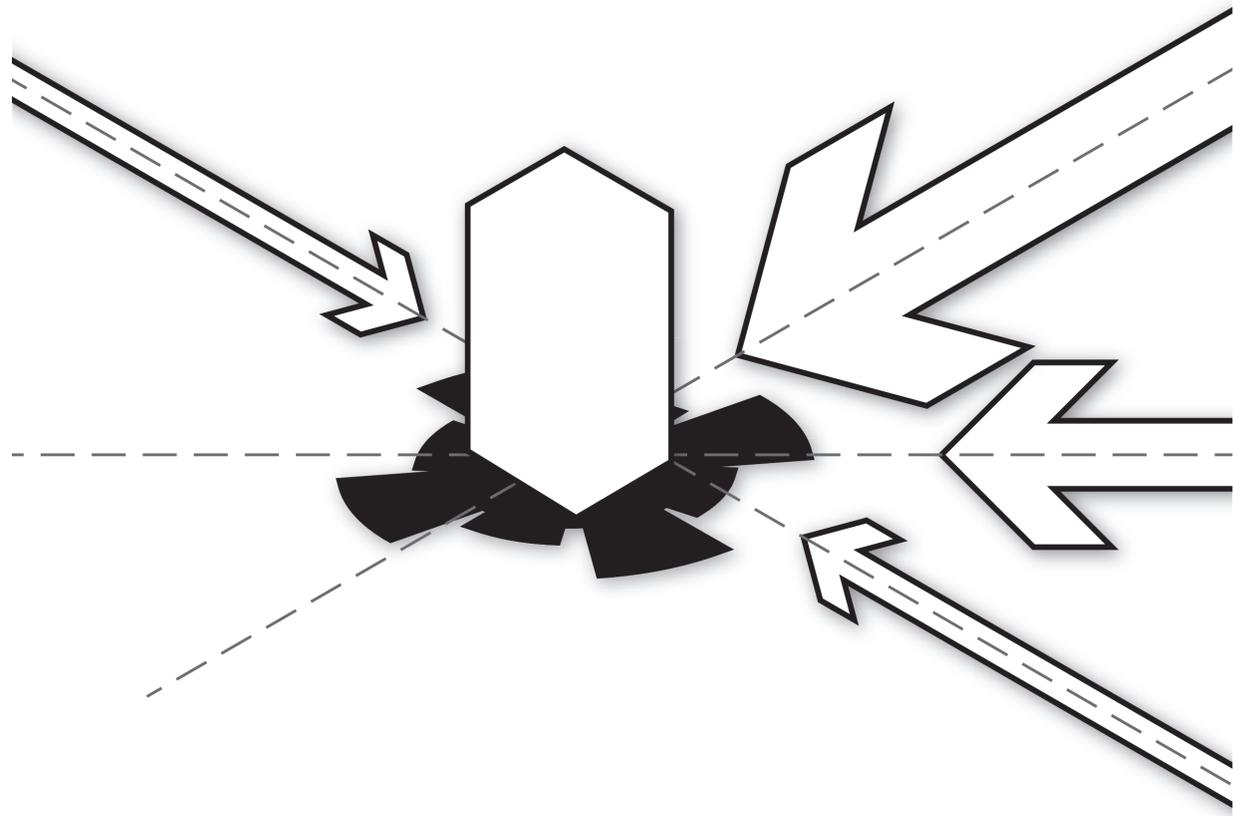
- Affordable Accessory Dwelling Unit (ADU) Pilot Program



ENGAGEMENT:

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

URBAN FORM



4TH & 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

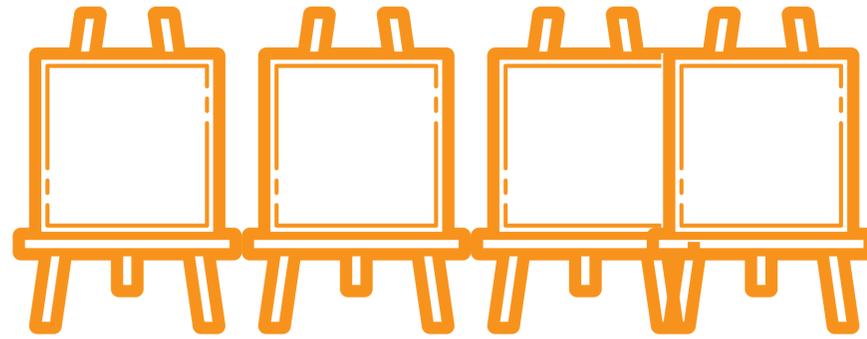
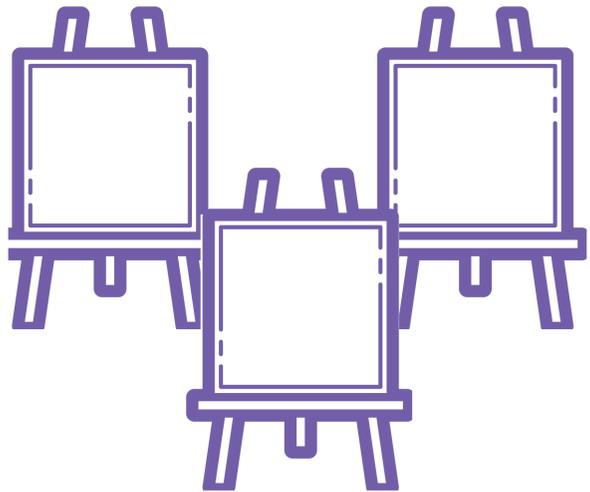


COMMUNITY AMENITIES

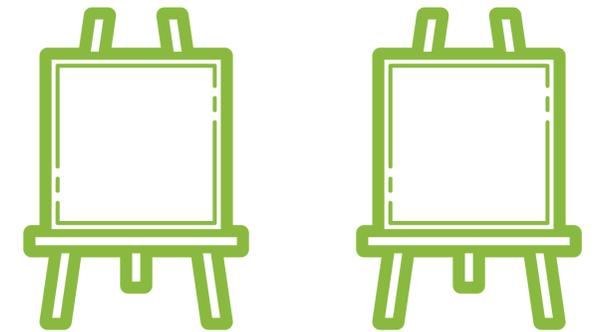
FOCUS: LAND USE & URBAN DESIGN

LAND USE & URBAN DESIGN

BACKGROUND

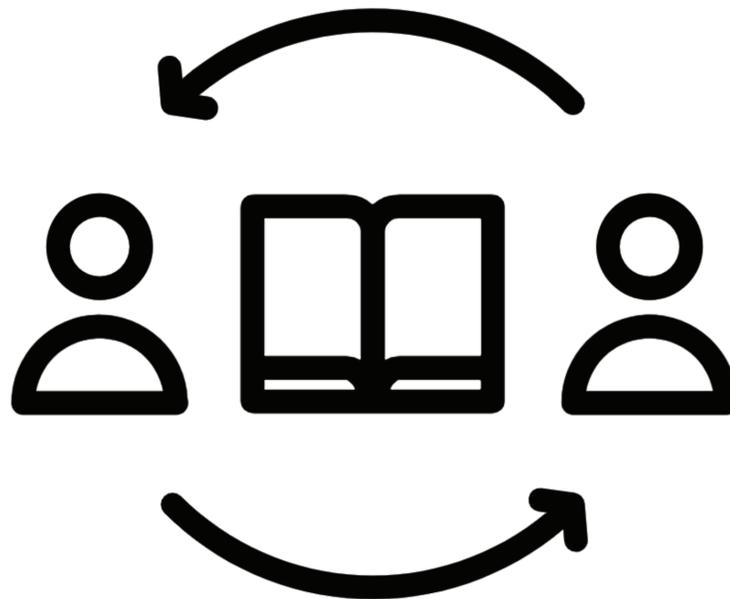
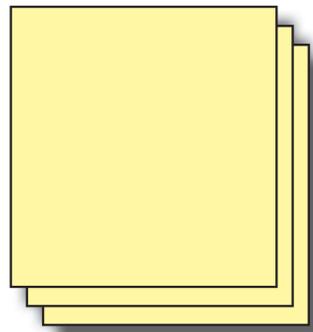
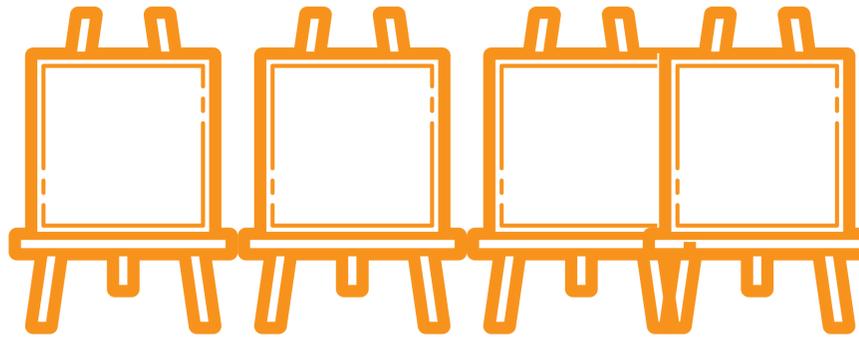


PUBLIC REALM BIKE CONNECTIONS AMENITIES



FOCUS: LAND USE & URBAN DESIGN

LAND USE & URBAN DESIGN



Showplace/SoMa **MEETING #1** 
NEIGHBORHOOD ANALYSIS & COORDINATION STUDY 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 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/change anything? Are we looking in the right areas?

FOR MORE INFORMATION: sfplanning.org/snacs
OR CONTACT: jeremy.shaw@sfgov.org

中文詢問請電: 415.575.9010
Para sa impormasyon sa Tagalog tumawag sa: 415.575.9010
Para información en Español llamar al: 415.575.9010

Showplace/SoMa NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

STUDY TIMELINE

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

THANK YOU!

JEREMY SHAW

415.575.9135

jeremy.shaw@sfgov.org

sfplanning.org/snacs

