Showplace/SoMa
NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

DRAFT SCOPING PRESENTATION

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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:

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

**THE STUDY WILL PRODUCE**

- A guiding policy report
- Potential programs and Planning Code updates to implement the policies
- A feasibility analysis
Major Projects & Plans

Transportation

PLANNED CAPITAL IMPROVEMENTS

- Central Subway
- 16th Street Improvements
- 7th Street Improvements
- Brannan Street Improvements

UNDER STUDY

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

Land Use

APPROVED

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

UNDER STUDY

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

Challenges

• Three different street grids converge

• Major Infrastructure Barriers

• Limited direct connections to surrounding neighborhoods.

• Lack of connections to parks, waterfront and open space network

Opportunities for Analysis

• How can we design for better connections to
  – the north & south, including a future bike connection along 5th street?
  – the east & west, to surrounding areas?
  – existing and future open spaces?

– LEGEND

South of Market/Showplace Grid

Mission/Potrero Grid

Mission Bay Grid
Height and Bulk

Challenges

Changes to urban form must balance and consider:

- Railyards site
- Seamlessness between area plans
- Topography and San Francisco’s urban form
- Access to sunlight
- Preserving Historic Character

Opportunities for Analysis

- How can height and bulk districts be designed to transition gracefully from existing to new neighborhoods?
- How can building form emphasize the importance of 4th and King station, while enhancing public view corridors?
- What policies can incentivize preservation and PDR, while allowing for additional housing?
### Challenges

- Limited supply, increasing demand
- Affordability for PDR businesses
- Ensuring new PDR construction meets needs of PDR businesses
- PDR zoning framework has evolved since Eastern Neighborhoods (e.g. office cross-subsidy)

### Opportunities for Analysis

- As the neighborhood grows and mixes different uses, how can we ensure PDR spaces are viable and affordable?
- What else can be leveraged to build affordable PDR space?
- How can planning code support PDR businesses and needs in Showplace/Soma (e.g. prototyping, advanced manufacturing, repair)?

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**Showplace/SoMa Neighborhood Analysis and Coordination Study**

**Production, Distribution & Repair**

- **SALI**
  - 90 acres
- **PDR in Mission/Showplace**
  - 140 acres
- **Industrial Port Land**
  - 406 acres
- **Central Waterfront/Bayview**
  - 638 acres
Open Space

Challenges

- Lack of open space
- Connectivity between Showplace/Soma and Mission Bay open space
- Barriers to western edge of Mission Creek

Opportunities for Analysis

- Where are opportunities for passive open spaces, recreational sports and playgrounds?
- How can the public realm support neighborhood heritage?
- What are the open space needs of established cultural activities?
- How can we better link to open spaces and create a cohesive public realm network?
ENSURING THAT ADDITIONAL GROWTH CREATES ADDITIONAL PUBLIC BENEFIT

- Affordable Housing
- Childcare & Community Facilities
- Open Space
- Complete Streets
- Transportation
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.
**Study Timeline**

<table>
<thead>
<tr>
<th>Date</th>
<th>Milestone</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEPT/OCT 2019</td>
<td>Stakeholder Outreach / Context Setting</td>
</tr>
<tr>
<td>NOV 2019</td>
<td>Workshop 1: Urban Form, Land Use</td>
</tr>
<tr>
<td>FEB 2020</td>
<td>Workshop 2: Public Realm, Transportation Updates</td>
</tr>
<tr>
<td>APRIL 2020</td>
<td>Workshop 3: Public benefits, Refined Land Use &amp; Design</td>
</tr>
<tr>
<td>2020 - 2022</td>
<td>Environmental Review Process TBD</td>
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</tbody>
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**Thank You!**

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