

# Showplace/SoMa

NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

**DRAFT SCOPING  
PRESENTATION**



**San Francisco  
Planning**

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



# Showplace/SoMa

## NEIGHBORHOOD ANALYSIS & COORDINATION STUDY

DRAFT

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

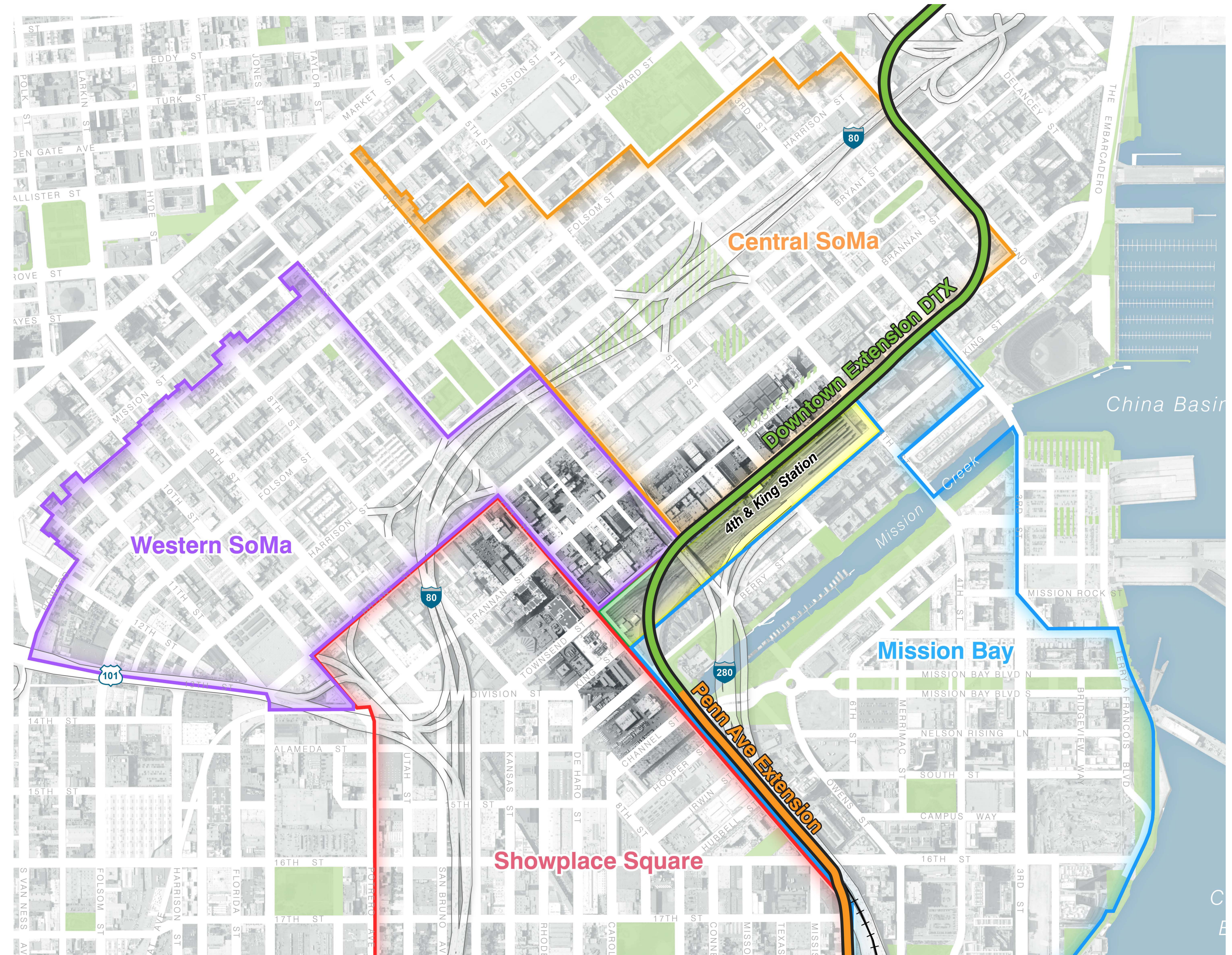
## STUDY PURPOSE

*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

DRAFT

## 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)

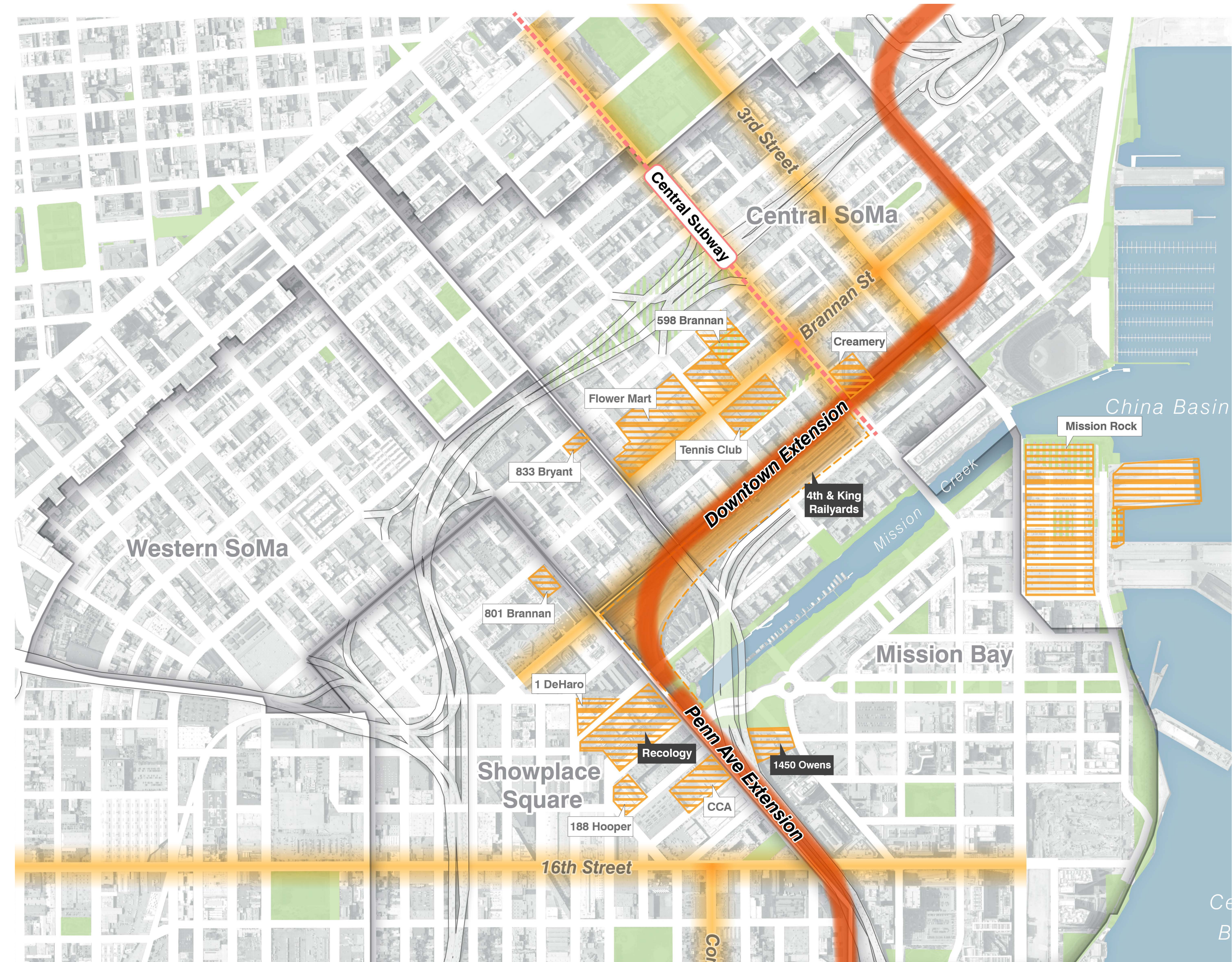
## Land Use

### 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)

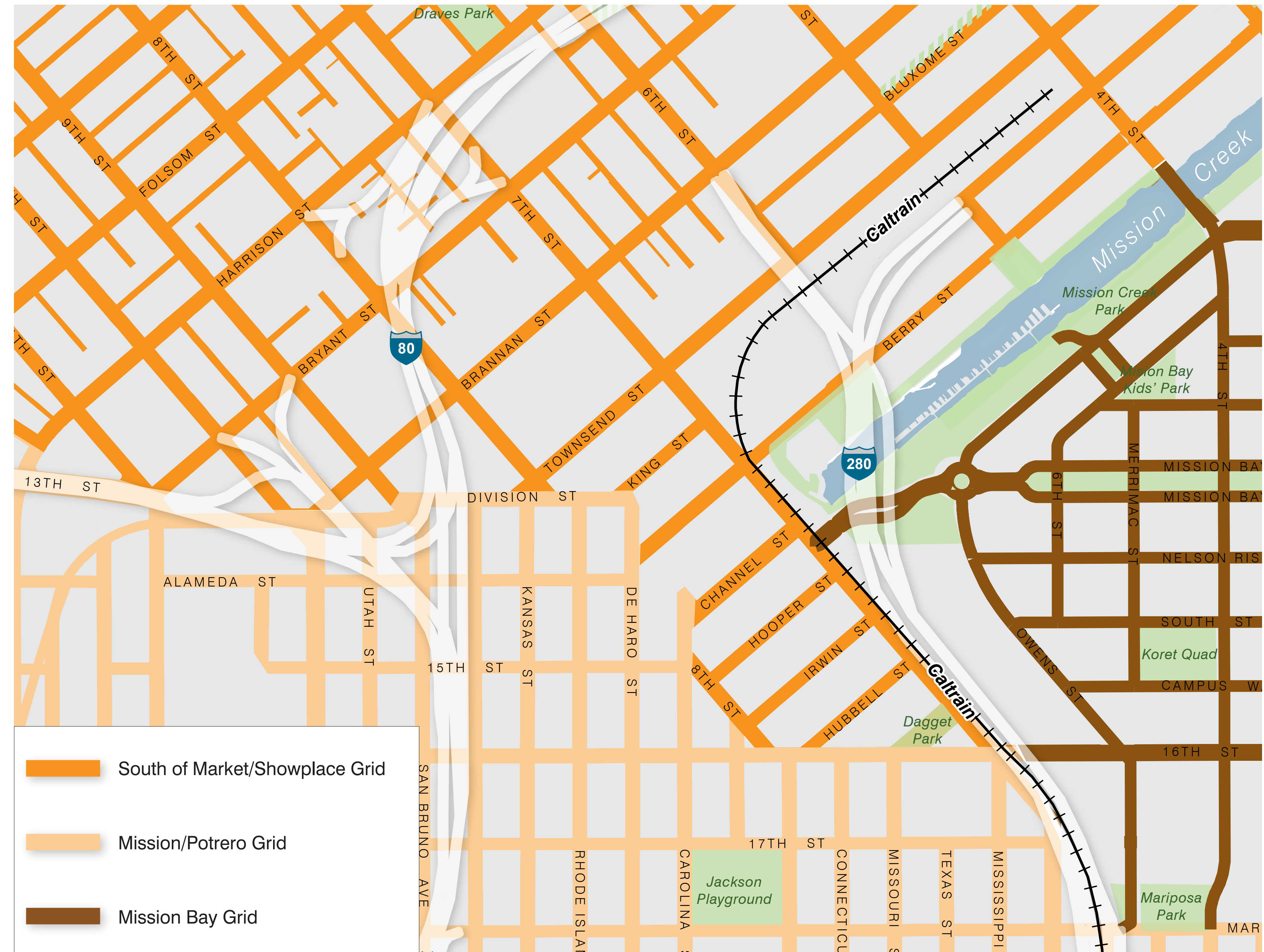


## Challenges

- 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?



# Height and Bulk

DRAFT

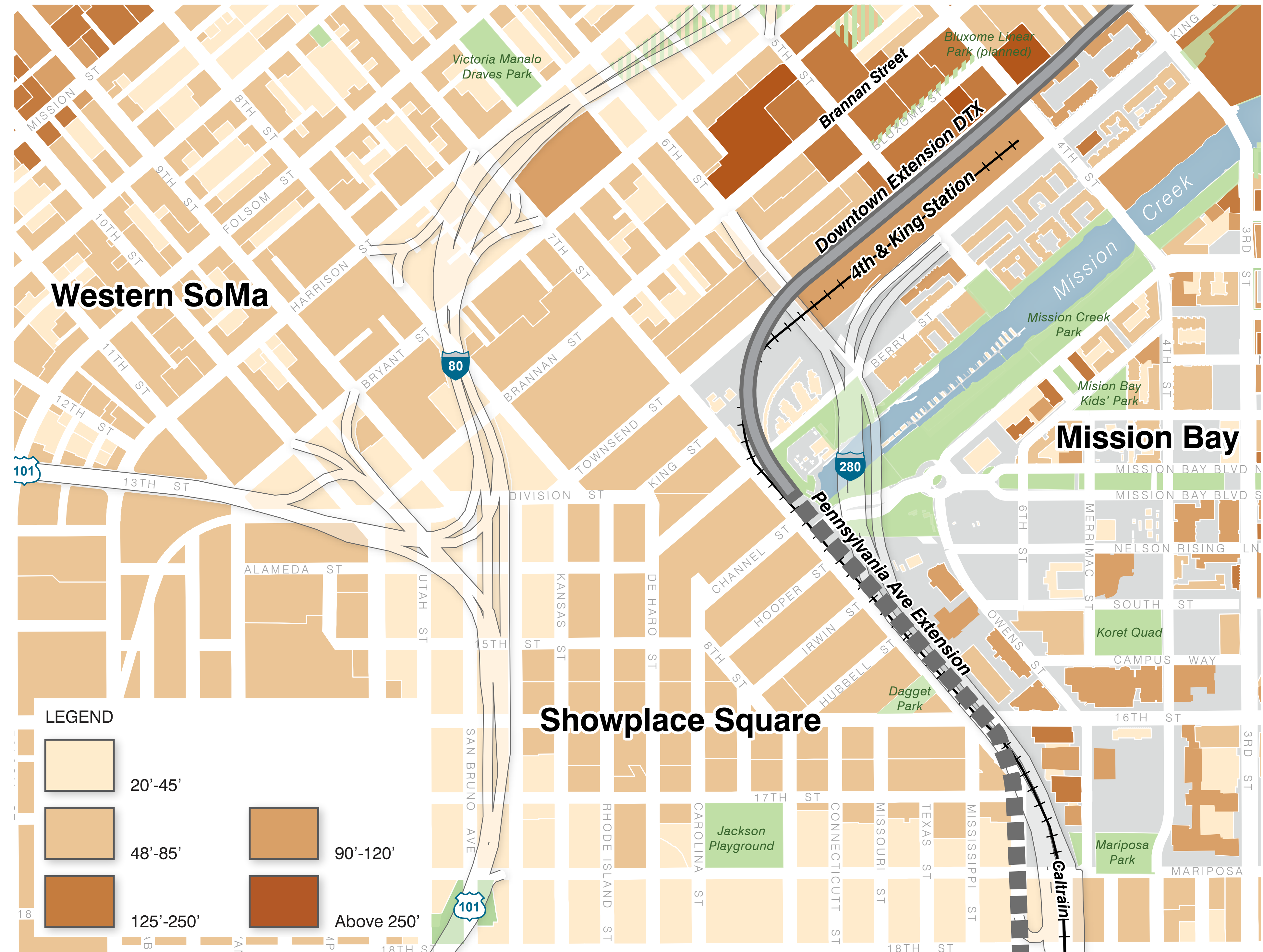
## Challenges

*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?



# Production, Distribution & Repair

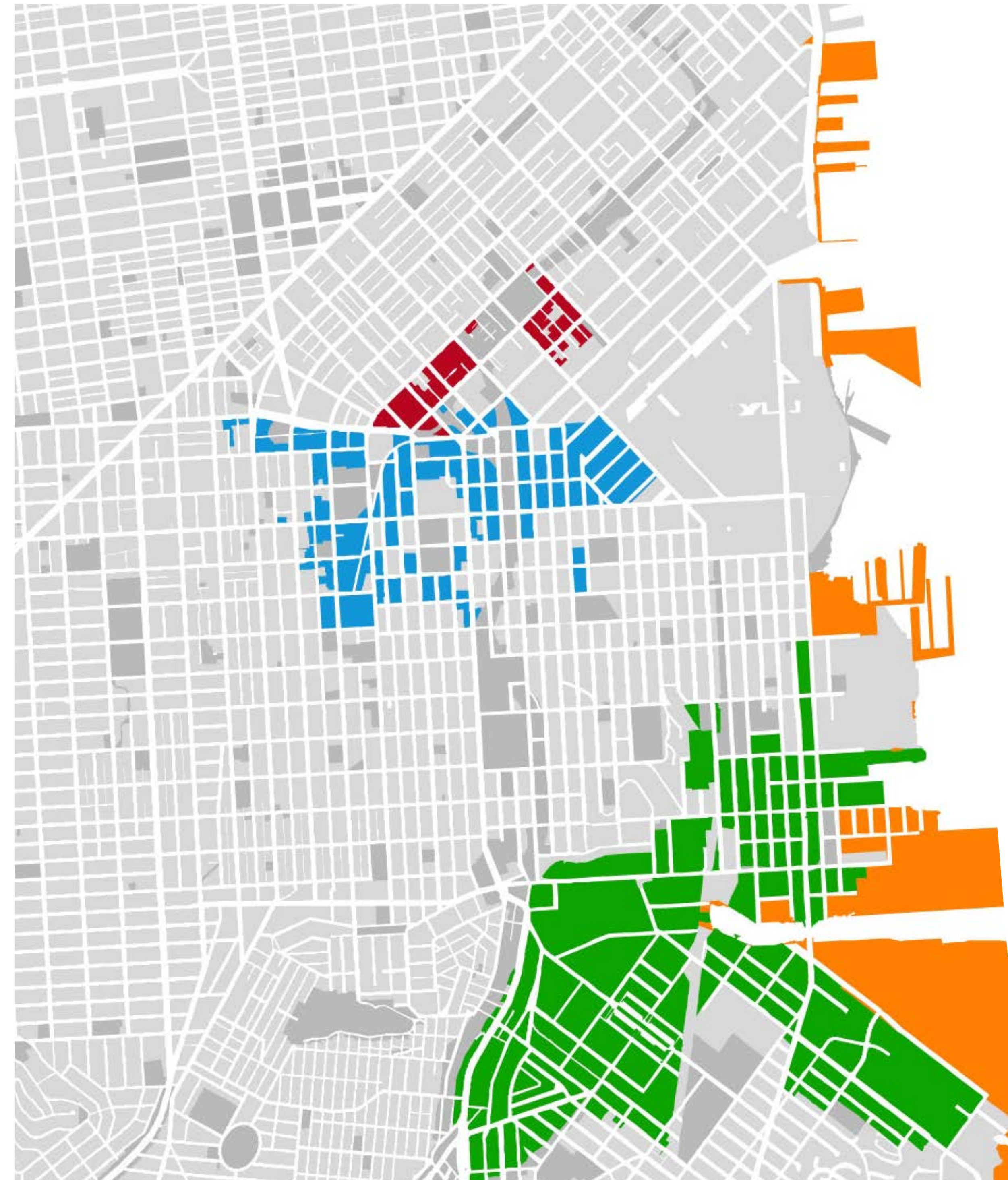
DRAFT

## 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)?



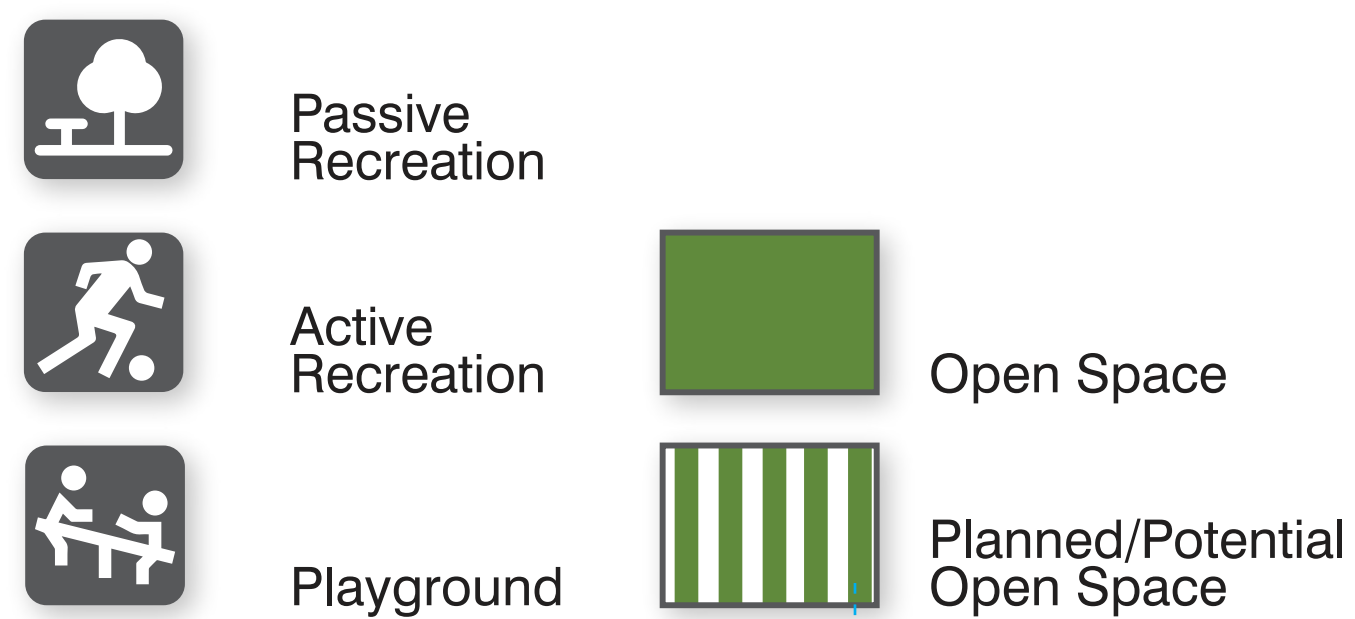
- SALI  
90 acres
- PDR in Mission/  
Showplace - 140 acres
- Industrial Port Land  
406 acres
- Central Waterfront/  
Bayview - 638 acres

## 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

# 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.



STUDY TIMELINE

Date	Milestone
SEPT/OCT 2019	Stakeholder Outreach / Context Setting
NOV 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

