



SODA TURNED SPOOKY



SOUTH DOWNTOWN DESIGN AND ACTIVATION PLAN

OVERVIEW

The South Downtown Design + Activation Plan will provide a framework for designing, implementing and managing the public realm in the emergent neighborhood surrounding the Transbay Terminal and Rincon Hill. The plan area covers a quadrant of roughly 30 blocks of the city bounded by Market Street, The Embarcadero, Bryant Street and 2nd Street. The planning process is a collaborative effort between the City and The East Cut Community Benefit District and will result in a comprehensive vision for the design and activation of streets and open spaces throughout the South Downtown.

PLAN GOALS

Station 1: Enhance and Implement

This plan will build upon previous planning initiatives that have helped to shape this neighborhood throughout the years. Synchronizing these efforts and building on the successes of the past will allow us to create more complementary designs across planning areas and create stronger connections both within and beyond the district.

Station 2: Enhance the Built Environment

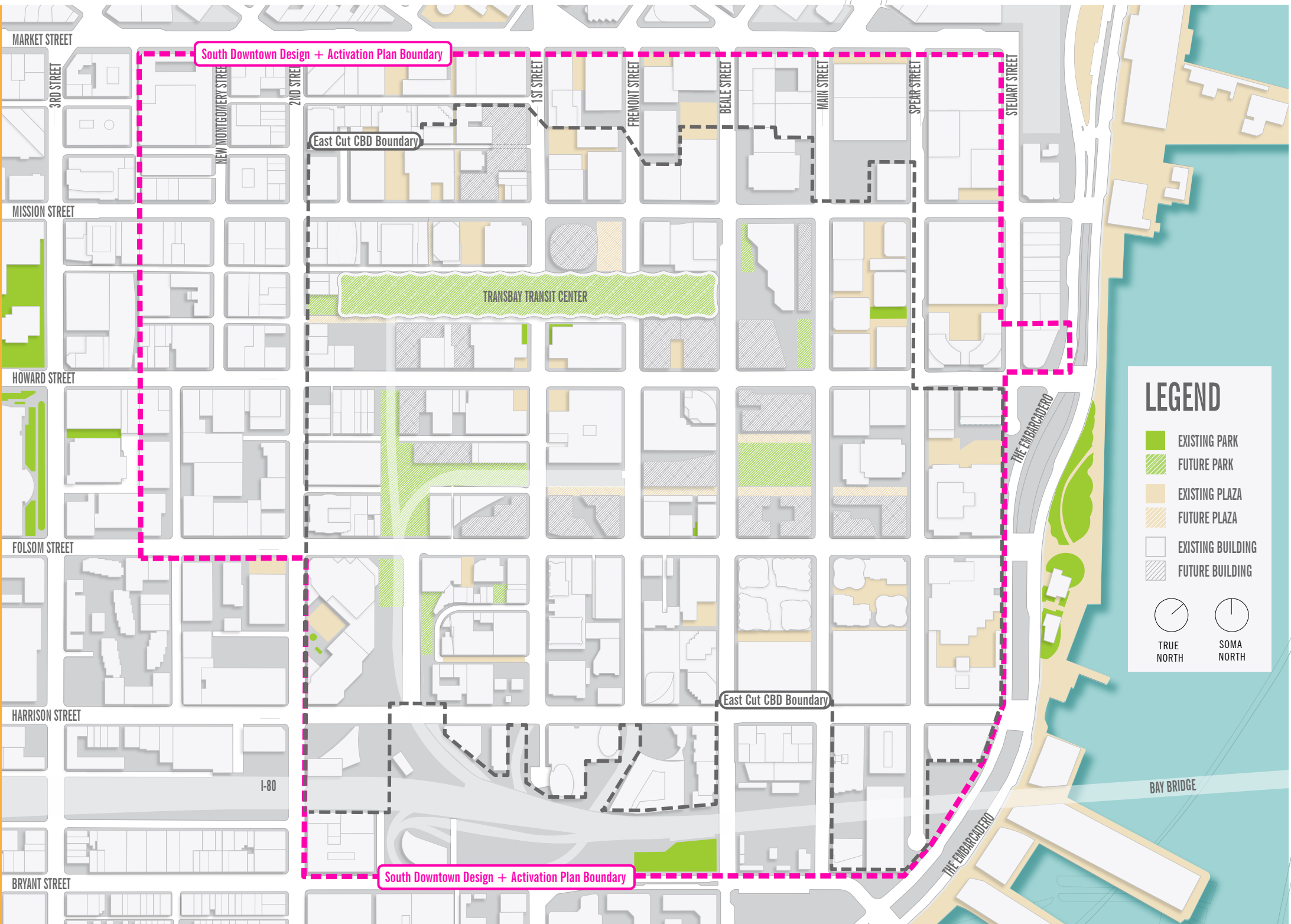
The South Downtown Design + Activation Plan emphasizes the need to enhance the built environment of the South Downtown area. Enhancing the built environment means thinking strategically about how we can activate our ground floors and create more vibrant pedestrian environments. It means improving upon and creating new open spaces for residents and visitors and being intentional about how our public spaces are used.

Station 3: Elevate the Experience

Think about your favorite streets and public spaces. Why do you love them? For most people, the answer to this question involves multiple elements that work together to create a positive sensory and emotional experience. Our experience of streets and public spaces is rooted in a sense of place and identity. It is enhanced by cohesive and high-quality design, as well as some degree of activation, which provides us with opportunities to people watch or engage with others as we socialize, observe, learn or play.

Station 4: Prioritize Safety and Mobility

The future of the South Downtown is a truly multi-modal district with high efficiency transit, a better bike and walking network with 21st century designs to improve safety for all streetscape users with an emphasis on people walking, biking, and riding transit. Future plans also include more greening and spaces for people to stop and rest. The City is working together to ensure that streets and open spaces are well-designed, maintained, and activated.



A DISTRICT IN TRANSITION

Fifteen years ago, much of the South Downtown was characterized by surface parking lots and light industrial land uses. Today, the district is experiencing a wave of development by public and private sector actors. The construction of the Transbay Transit Center will greatly improve access to Downtown, especially from the East Bay, while a wave of new residential and commercial high-rises (over 20 at last count) will, in addition to permanently altering the City's skyline, dramatically increase the number of people living, working and visiting the area. Planned active and recently completed projects include:

- » New World Class Transit Center
- » Over new 20 Commercial and Residential Buildings
- » 4 New Public Open Spaces
- » 3 Major Streetscape Projects

IMPLEMENTING THE NEIGHBORHOOD VISION

The past several years have seen the completion of many major planning projects including the Rincon Hill Plan, the Transit Center District Plan, and the Rincon Hill Streetscape Plan. Developed with community input and participation, they have helped to define a vision for the South Downtown area. With this vision, the next step is to shift from planning to implementation mode and with that shift comes the need to update, fine tune and refine the concepts that have been developed - incorporating new innovations in street design, technology, and neighborhood change. The South Downtown Design + Activation Plan is the vehicle for updating and refining this past work so we can look more holistically at how we make that transition from plans on paper to a living vibrant community.

CREATING A NEIGHBORHOOD CULTURE

Neighborhood is more than the physical infrastructure and buildings that compose it, it is fundamentally about the people who live and work there. Once a sleepy warehouse district, the South Downtown area has seen a large influx in development in recent years and with it has come an influx of new residents, employees, visitors, and a renewed interest in the neighborhood's future. With these changes comes the opportunity to strengthen and define a neighborhood identity, foster and grow institutions, and identify ways to reactivate south downtown. The creation of The East Cut Community Benefit District (CBD) was a crucial first step in building these relationships and sense of community. In order to further shared goals, the CBD and the City are partnering on the South Downtown Design + Activation Plan to ensure that neighborhood values and needs are reflected in the planning process.

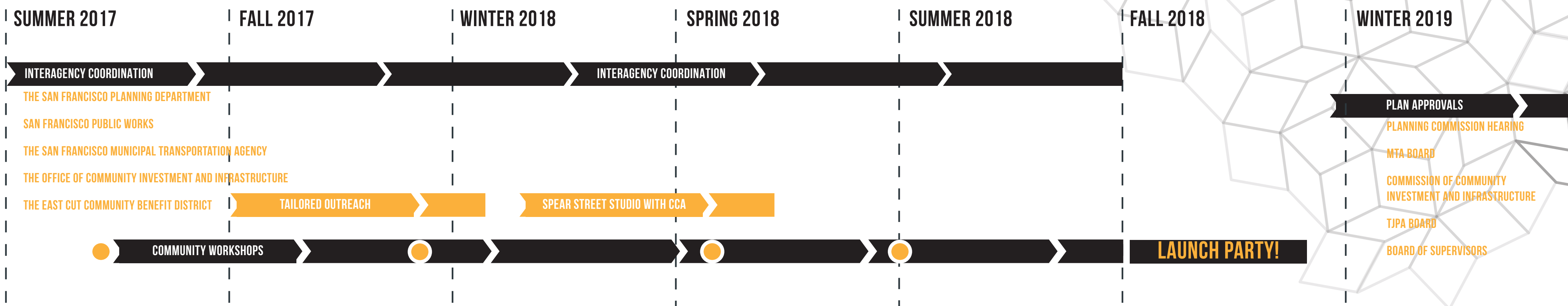
PAST



FUTURE



PROJECT TIMELINE



WANT TO GET INVOLVED?

AUGUST 2017

COMMUNITY WORKSHOP 1 — PROJECT KICK-OFF

FOCUS: Project Overview, History, Future Projects, Goals and Objectives

SEPTEMBER 2017

BLOCK PARTY & WALKING TOUR

FOCUS: Walk the neighborhood and understand challenges and ideas for specific open spaces and sites

TODAY!

COMMUNITY WORKSHOP 2

FOCUS: SFMTA, OCII, Public Works, & TJPA Key Project Updates, Open Space Activation, Retail Pop-Up

SPRING 2018

COMMUNITY WORKSHOP 3 — POP-UP PARTY IN SPEAR STREET

FOCUS: Activation of Spear Street & Permanent Installations, Other Programming, SFMTA, Public Works, & OCII Key Project Updates

SPRING 2018

COMMUNITY WORKSHOP 4

FOCUS: Street Systems, Project Prioritization, Details (Materials, Furniture, Greening), SFMTA, Public Works, & OCII Key Project Updates

ONGOING

TAILORED OUTREACH

Small outreach events to businesses/residents, community groups to discuss the project. We want residents and workers to be involved in the process of improving public life in South Downtown. Give us a shout to request a brief presentation at your office’s lunch-and-learn or residentail building association meeting at soda@sfgov.org.

WE’LL BE LOOKING FOR INPUT ON:

- Principles for prioritizing future streetscape improvements
- Defining street furniture, paving and landscaping pallets
- Developing programming strategies for open spaces
- Developing strategies for enhancing retail and activating building frontages
- Seeking opportunities to establish new public open spaces within the public ROW (e.g. Spear Street)
- Modernizing bike facilities within the South Downtown
- Developing strategies for managing on-street vehicular loading (passenger and goods)
- Reestablishing transit service in Rincon Hill

VISIT OUR WEBSITE FOR UPDATES

www.sf-planning.org/soda
www.neighborland.com/sodastf



ENHANCE THE BUILT ENVIRONMENT

UNDER RAMP PARK

One of four new parks coming to the South Downtown neighborhood, Under Ramp Park will capture the space below the Fremont offramp and the new Transbay bus ramp. This unique 3 acre stretch will be packed with amenities including a dog park and sports courts, as well as a pavilion to house management and small food vendors.

PROGRAMMING & RENDERINGS



UNDER RAMP PARK
DESIGNER: CMG Landscape Architecture
ESTIMATED COMPLETION DATE: Late 2020



PRESENT

SCHEMATIC DESIGN

Outreach with neighborhood groups with multiple meetings dating back to 2011

SPRING 2018

DESIGN DEVELOPMENT

Advancing the technical considerations

WINTER 2018

CONSTRUCTION DOCUMENTATION & PERMITTING

SUMMER 2019

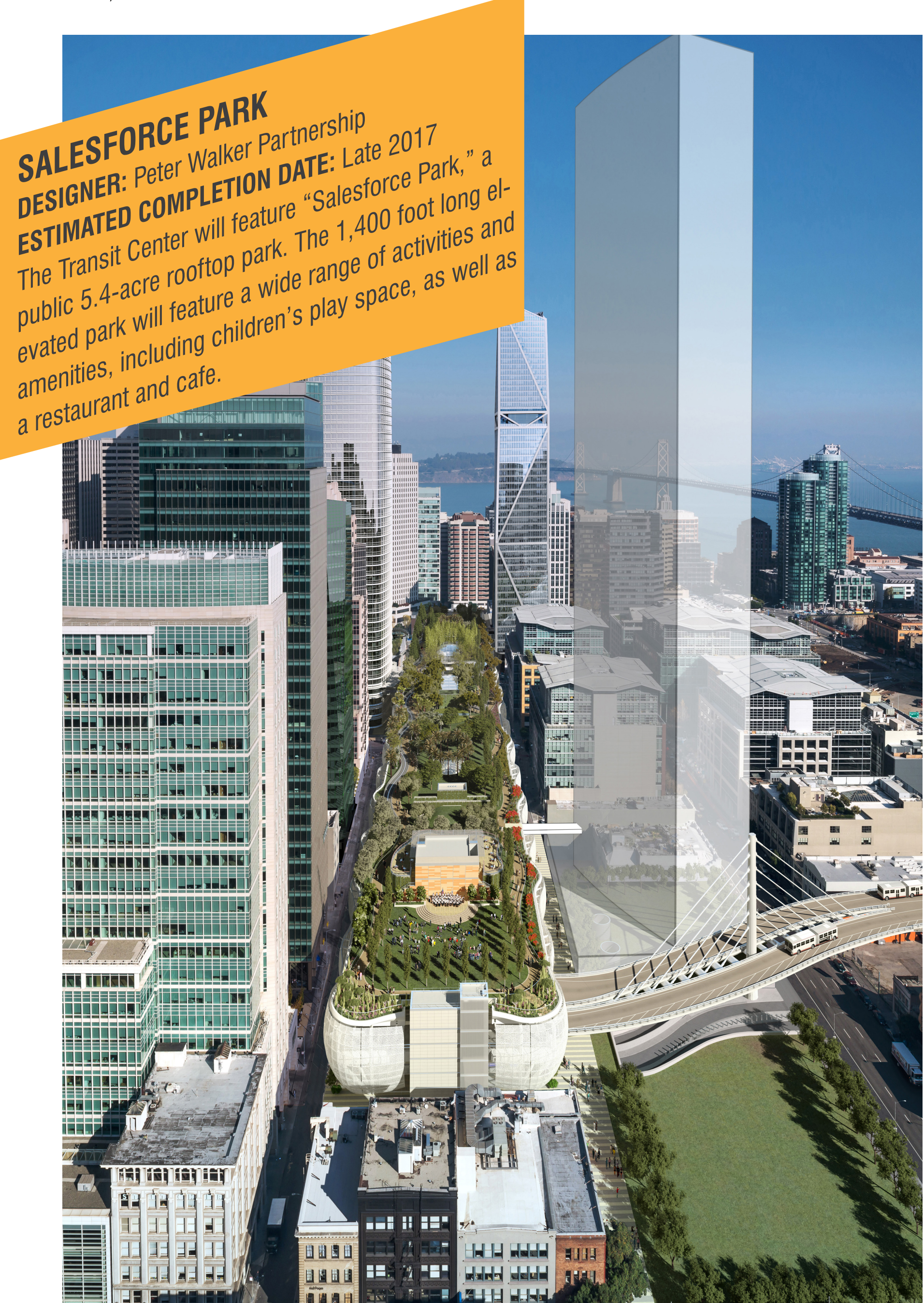
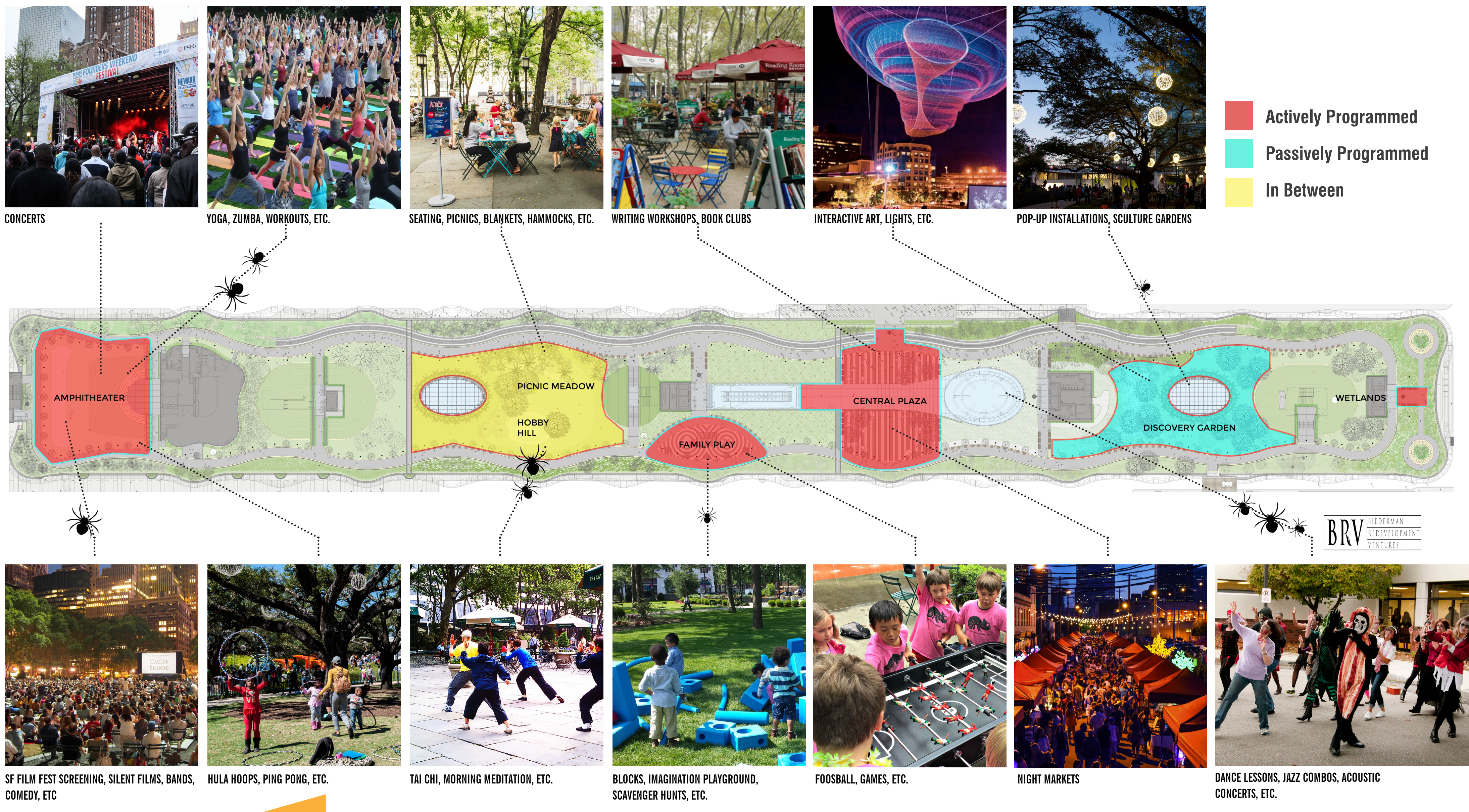
BEGIN CONSTRUCTION!

ENHANCE THE BUILT ENVIRONMENT

SALESFORCE PARK

In addition to the streetscape projects and several new buildings coming to the South Downtown, four new parks will be added to the neighborhood, Salesforce Park being the largest. The park is designed with a circuitous path on the perimeter of the roof of the future Transit Center, and includes several connections to neighboring buildings. The diagram below shows the programming opportunities and fixed activities that will be featured in the park.

PROGRAMMING & RENDERINGS



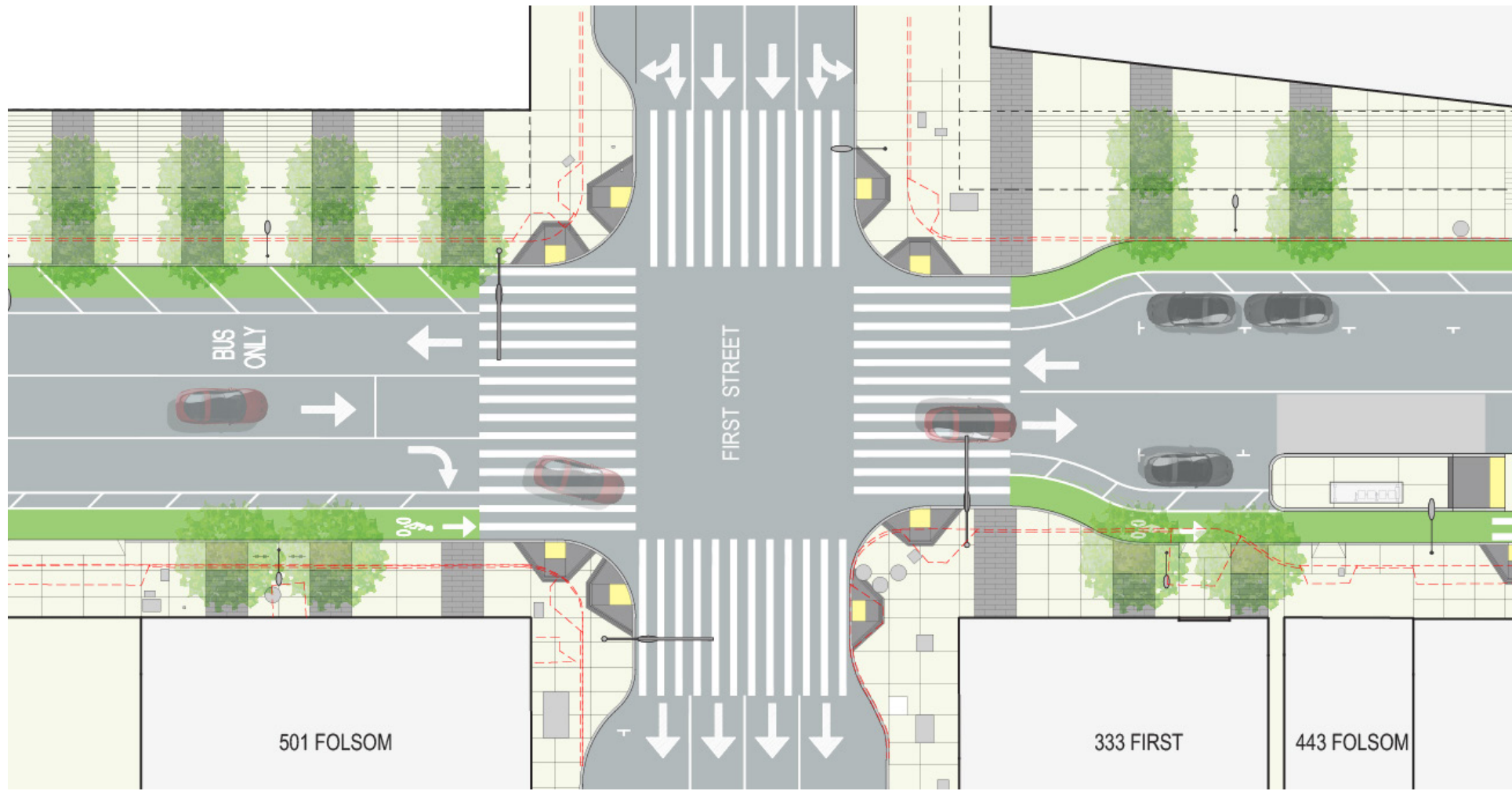


ENHANCE THE BUILT ENVIRONMENT

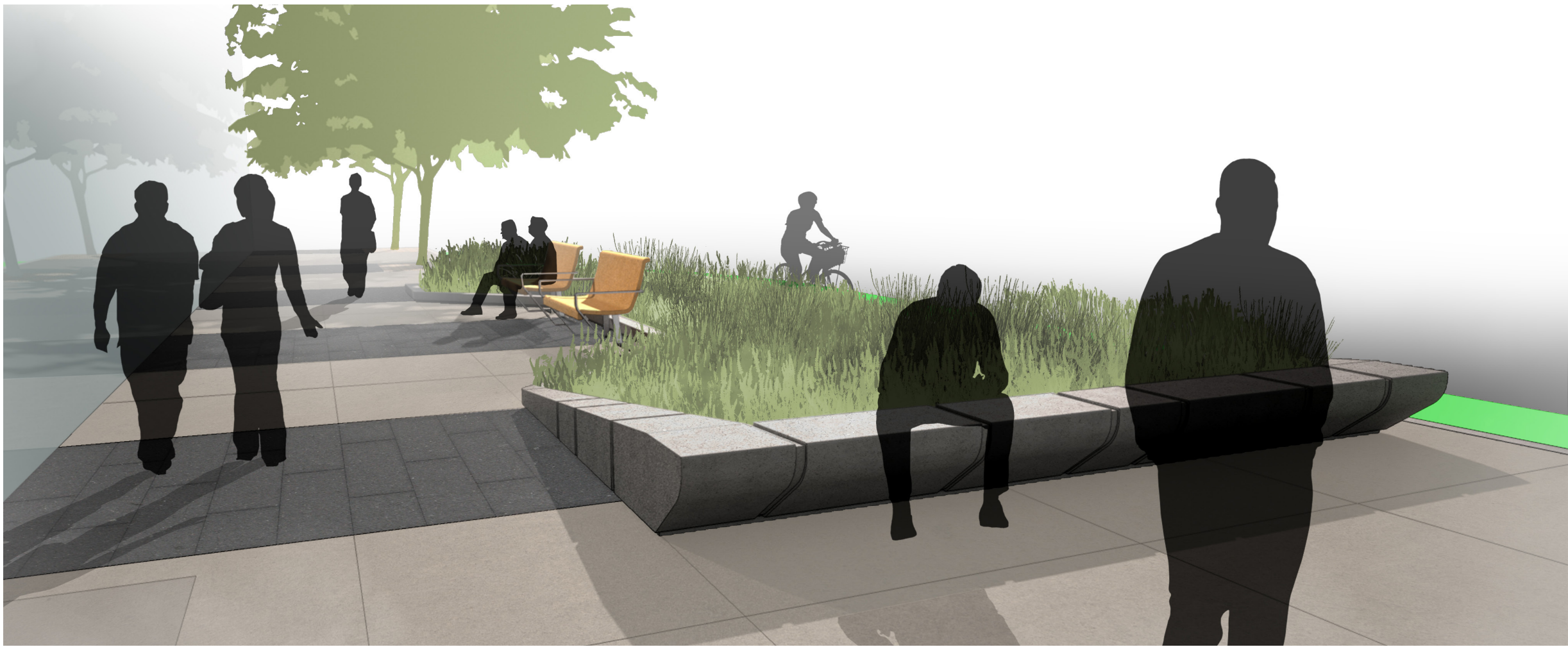
KEY PROJECT UPDATES

Among the many new buildings coming to the South Downtown, several streetscape projects will be undertaken in the next 5 years to create more pedestrian friendly, efficient transit, and safe bike facilities. The Planning Department, SFMTA, Public Works, and OCII have worked together to establish designs for Folsom Street, 2nd Street, and Harrison Street. The following designs have been vetted by City agencies, and the projects will soon start construction.

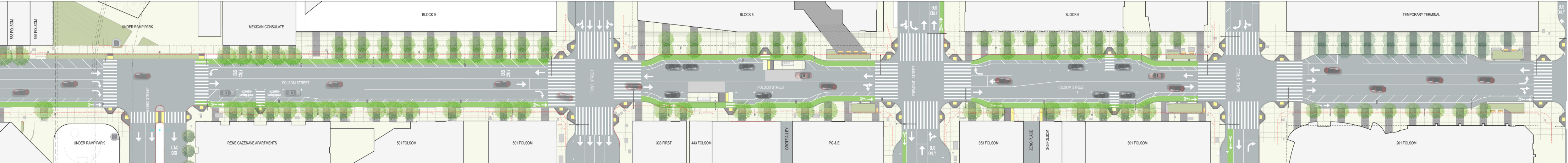
FOLSOM STREET



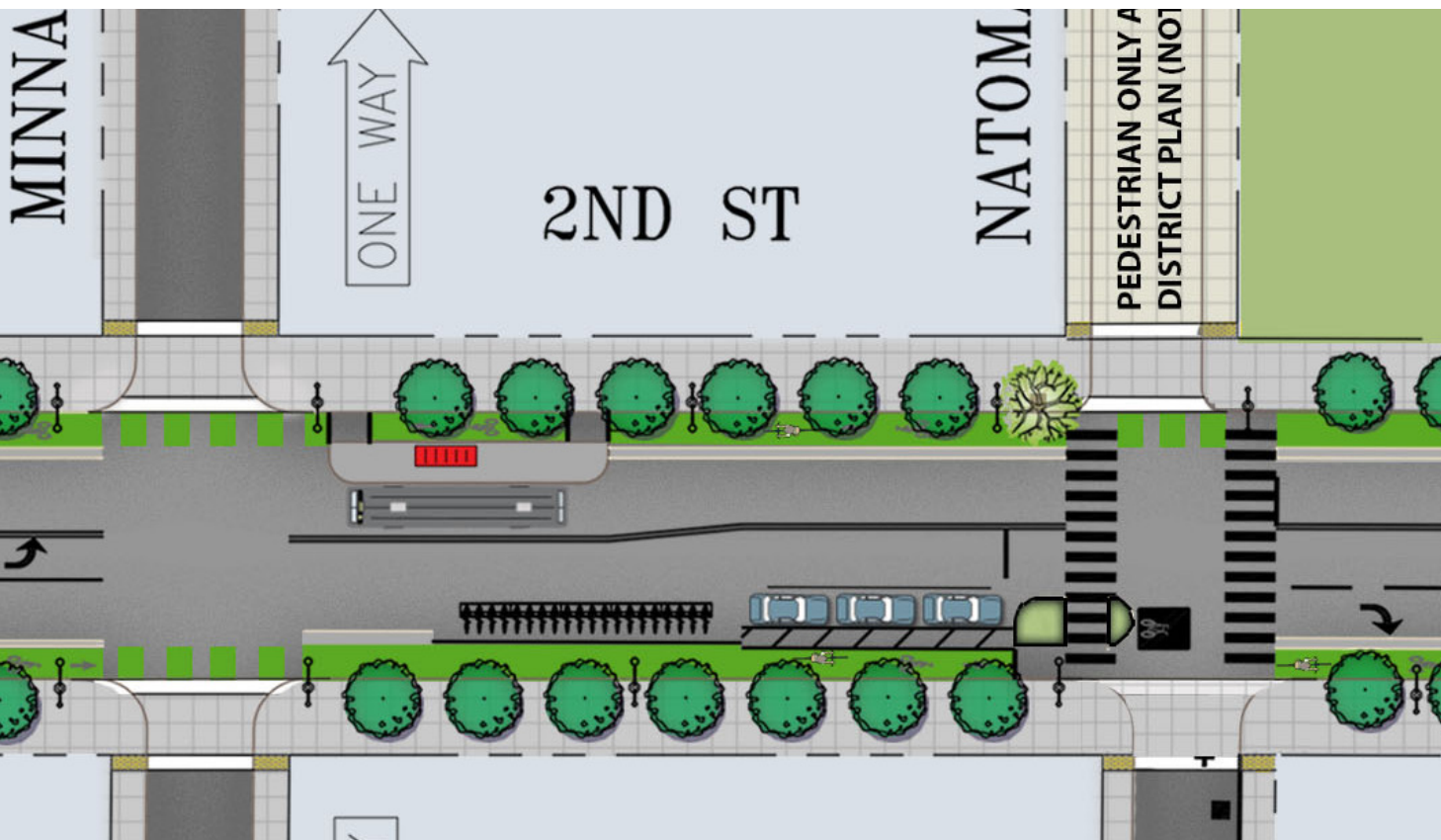
PLAN
Folsom street, from 2nd to Embarcadero, will include parking, protected bike lanes, lush greenery, and 2-way car traffic.



FOLSOM STREET RENDERING
Wider sidewalks with seating and greenery will greatly improve the pedestrian environment for Folsom, making it a place for people to sit and relax.



2ND STREET



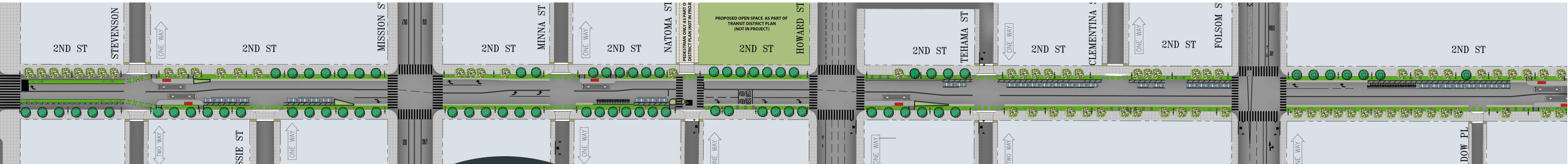
PLAN
2nd Street's proposed design above includes turn pockets, protected bikeways and landscaping. The Natoma Pedestrian Mall will be built by the TJPA.



2ND STREET RENDERING
Bike ways will be protected from the vehicle lane with physical barriers and landscaping.



2ND STREET RENDERING
Transit boarding islands will also be integrated into the design to provide protection to bike ways, as seen at Duboce and Church Streets.

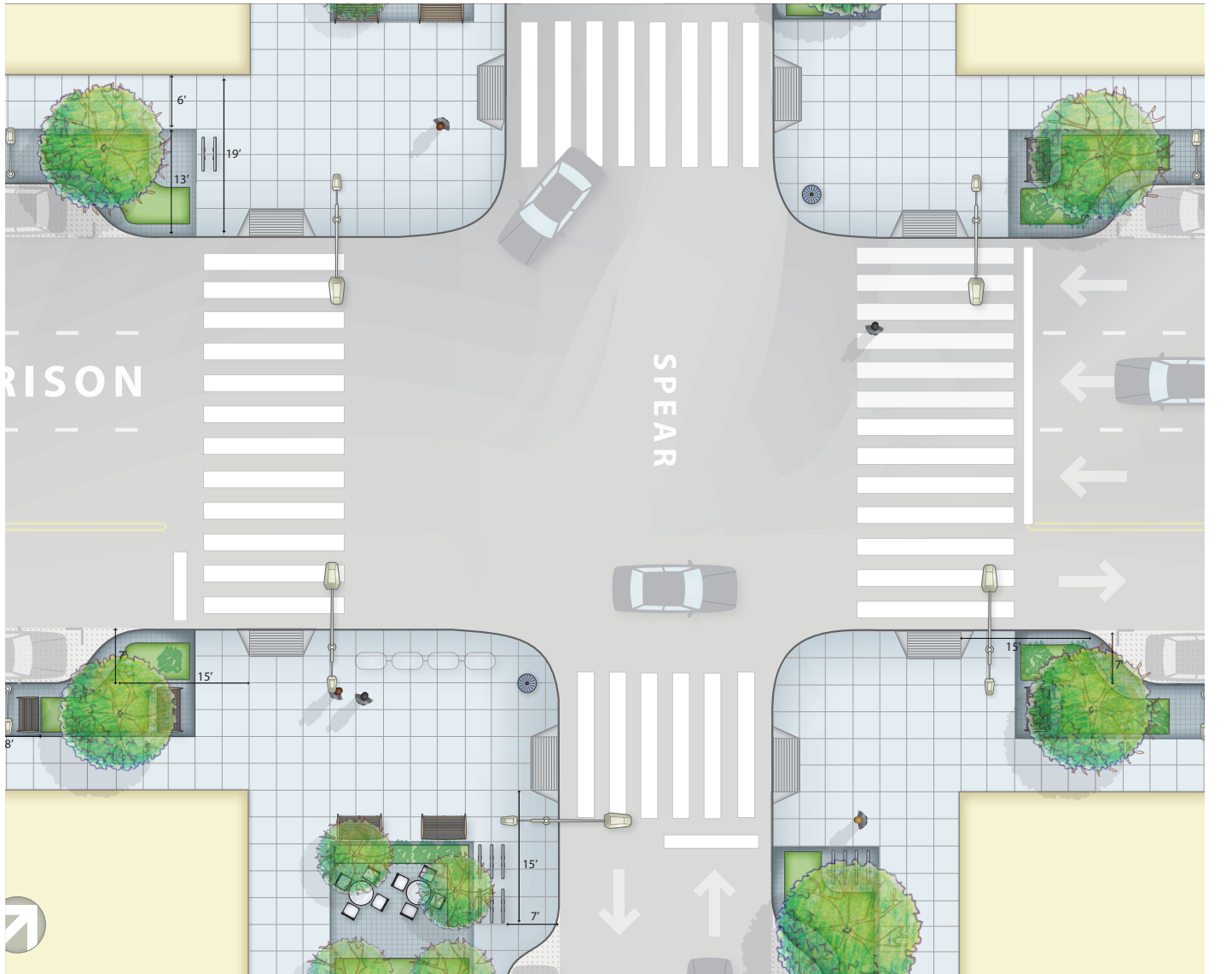


HARRISON STREET

BETTER BIKE FACILITIES!
MORE SIDEWALK SPACE
FOR PEDESTRIANS!



HARRISON STREET AT FREMONT
Parts of Harrison Street have already been constructed by private developments to include lush greenery and large bulb-outs. The City works with developers to ensure their sidewalks match the designs established in the Rincon Hill Streetscape Plan.



HARRISON STREET PLAN
As proposed in the Rincon Hill Streetscape Masterplan, Harrison Street will create furnishing zones with seating and landscaping, as well as large pedestrian bulb-outs at intersections.



PRIORITIZE SAFETY & MOBILITY

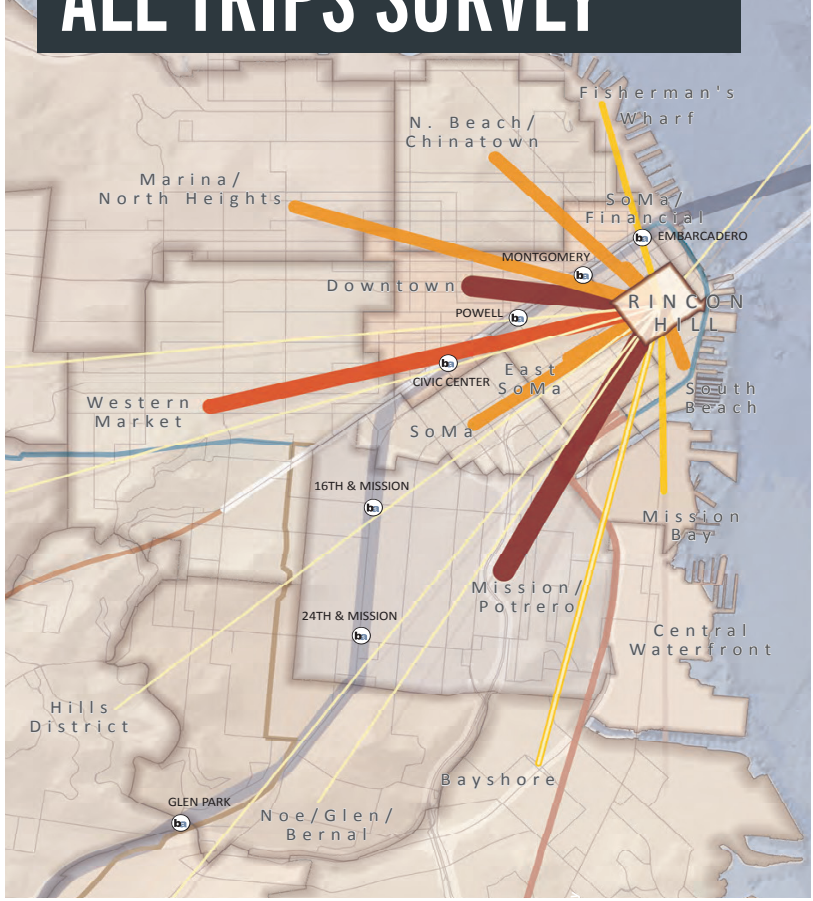
REALIGNMENT POSSIBILITIES FOR THE 12 FOLSOM-PACIFIC

In response to findings of the 2015 Rincon Hill Community Transit Plan, the SFMTA is considering a route realignment for the 12 Folsom-Pacific. The realignment options shown below would provide direct transit connections to the Financial District/Downtown, Chinatown, SoMa, and Mission neighborhoods. Combined with existing transit in the area, Rincon Hill neighborhood would have direct transit access to a wealth of destinations.

WHAT WE HEARD

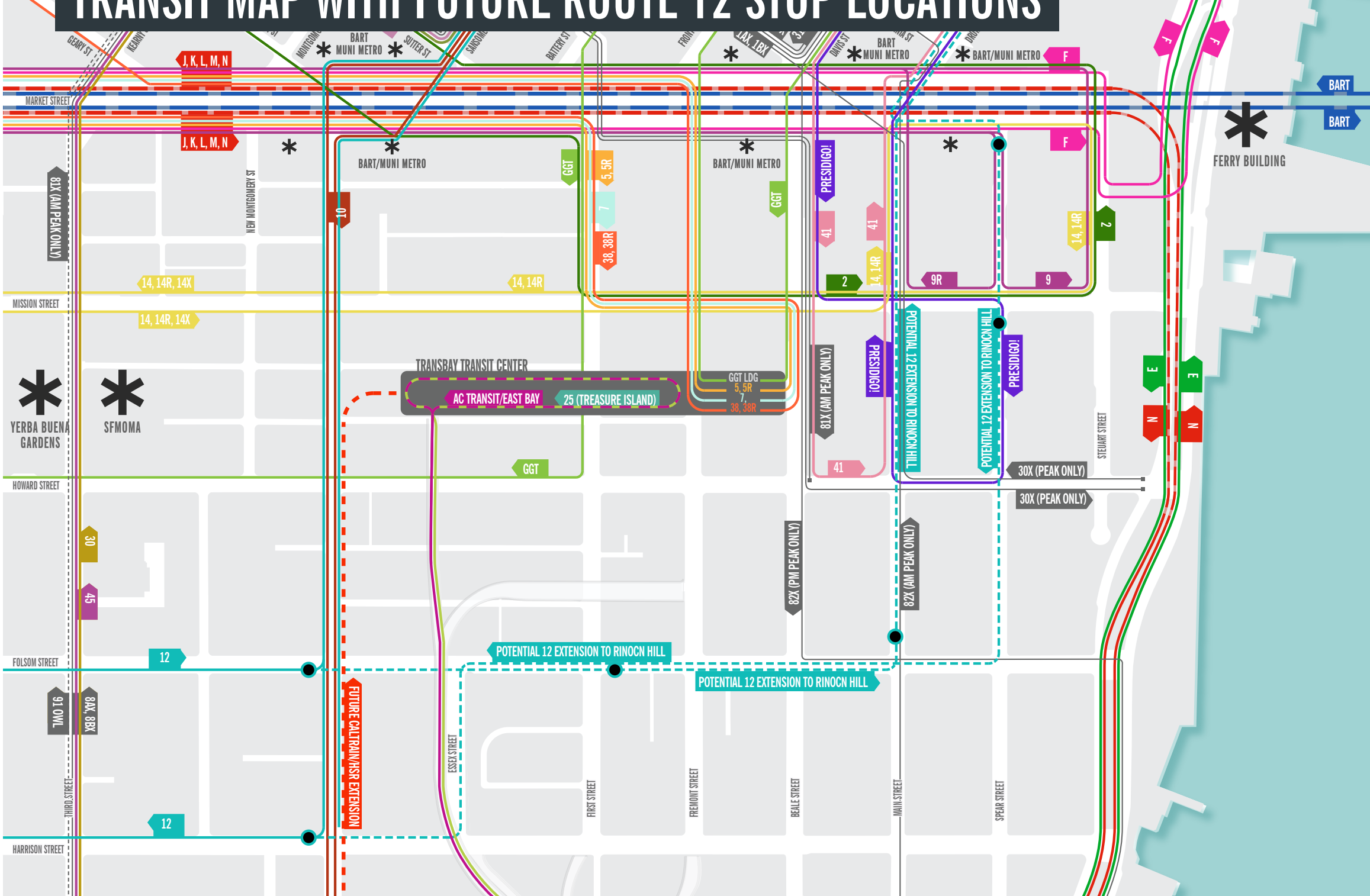


ALL TRIPS SURVEY



DEMAND IS CONSISTENT FROM THE 2015 TRANSIT STUDY. In 2015, the SFMTA completed the Rincon Hill Community Transit Plan, which considered existing and future development, demographics, travel demand, and transportation options to identify transit service needs that will support the neighborhood as it welcomes many new residents and uses. As part of the study, travel demand between Rincon Hill and other neighborhoods was analyzed using survey and trip modeling data. We learned at the first community workshop (August 2nd) that these travel demand patterns identified continue to hold true.

TRANSIT MAP WITH FUTURE ROUTE 12 STOP LOCATIONS



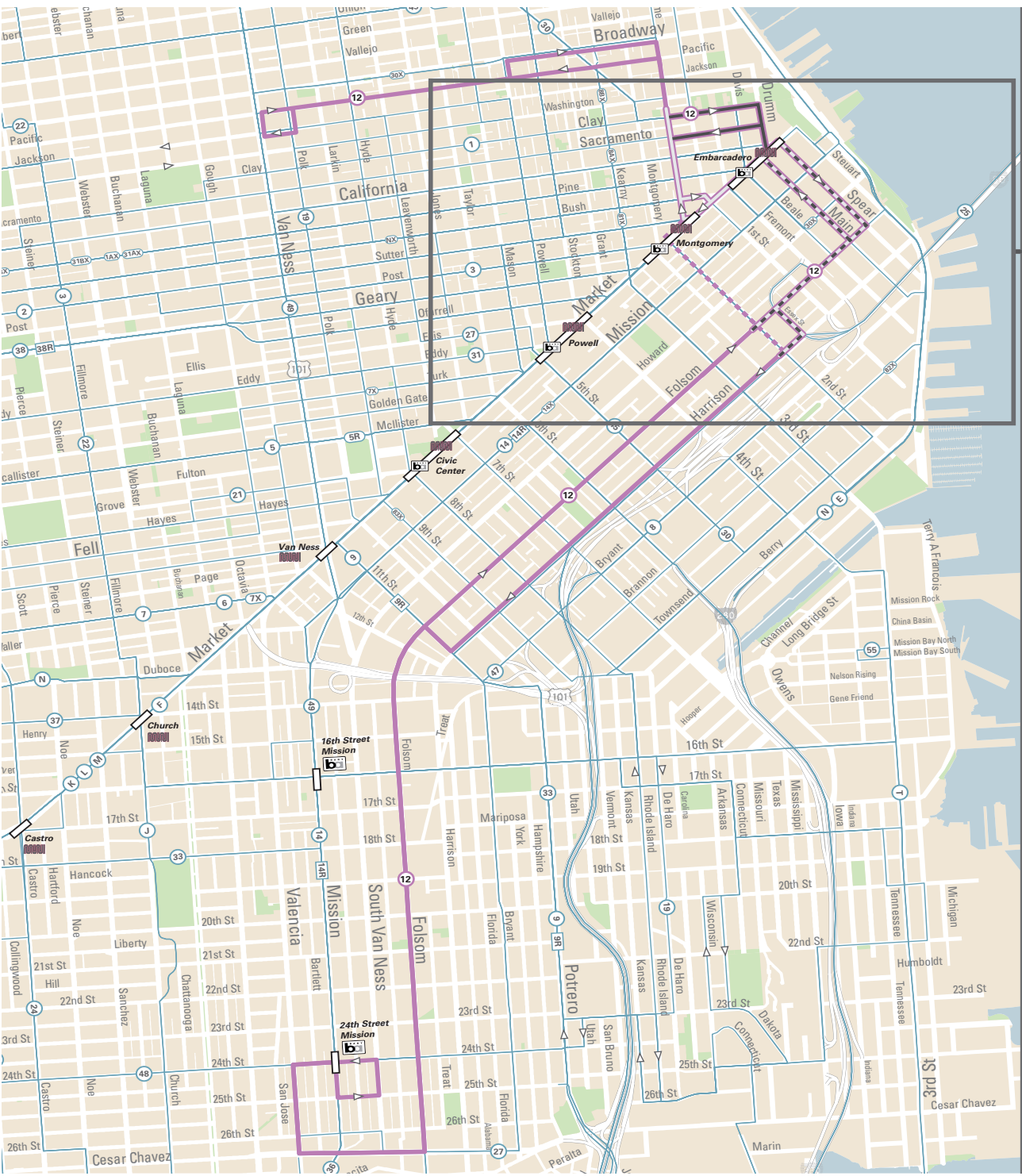
12 FOLSOM-PACIFIC CONNECTIONS:

- J Church
 - K Ingleside
 - T Third
 - L Taraval
 - M Ocean View
 - N Judah
 - 5R Fulton Rapid
 - 9R San Bruno Rapid
 - 14R Mission Rapid
 - 38R Geary Rapid
 - 1 California
 - 7 Haight-Noriega
 - 8 Bayshore
 - 9 San Bruno
 - 14 Mission
 - 22 Fillmore
 - 30 Stockton
 - 2 Clement
 - 5 Fulton
 - 6 Haight-Parnassus
 - 10 Townsend
 - 19 Polk
 - 21 Hayes
 - 27 Bryant
 - 31 Balboa
 - 33 Ashbury-18th
 - 45 Union-Stockton
 - 48 Quintara-24th
 - 55 16th St
 - 36 Teresita
 - 67 Bernal Heights
 - 41 Union
 - F Market & Wharves
 - California Cable Car
 - Powell-Hyde Cable Car
 - Powell-Mason Cable Car
 - 1AX/1BX California Express
 - 7X Noriega Express
 - 8AX/8BX Bayshore Express
 - 14X Mission Express
 - 30X Marina Express
 - 31AX/31BX Balboa Express
 - 38AX/38BX Geary Express
 - 82X Levi Plaza Express
- OPTION B ALSO INCLUDES:**
- 3 Jackson
 - 76X Marin Headlands Express
 - 81X Caltrain Express
 - NX Judah Express

12 FOLSOM-PACIFIC STOPS IN RELATION TO TRANSIT SYSTEM. The map to the right shows the entire system of transit throughout the South Downtown with the potential 12 Folsom-Pacific bus route and stops.

● 12 FOLSOM-PACIFIC STOPS

POTENTIAL NEW CONNECTIONS FOR RINCON HILL – 12 FOLSOM-PACIFIC



MUNI 12 BUS ALTERNATIVES. In response to findings of the 2015 Rincon Hill Community Transit Plan, the SFMTA is considering a route realignment for the 12 Folsom-Pacific. The realignment would provide direct transit connections to the Financial District/Downtown, Chinatown, SoMa, and Mission neighborhoods. Combined with existing transit in the area, Rincon Hill neighborhood would have direct transit access to a wealth of destinations.



- OPTION A: CLAY/SACRAMENTO**
- Embarcadero BART connection
 - Maximizes Use of Transit-Only Lanes



- OPTION B: SANSOME**
- Montgomery BART connection

TIMELINE & NEXT STEPS



PRESENT

OUTREACH

Concurrent outreach with neighborhoods impacted with reroute (Mission, Chinatown, etc.)

SPRING 2018

WORKSHOP PRESENTATION

Present preferred alternative for 12 Folsom-Pacific routing at workshop

SUMMER 2018

LEGISLATION

FALL/WINTER 2019

IMPLEMENTATION!

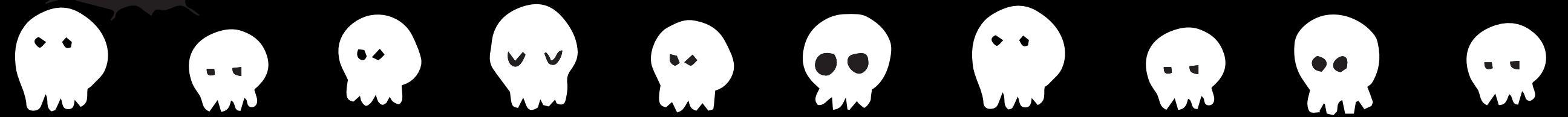


SFMTA
Municipal
Transportation
Agency

The City will continue coordinating, designing and construing streetscape projects for the next few years in the Transbay District (north of Folsom Street) due to an influx of impact fee revenue. As this work will be done in phases, the City is beginning to prioritize which projects will be completed next. The City considers multiple factors when prioritizing potential projects and values input from the public and community stakeholders.

PLACE A DOT NEXT TO THE COMPONENTS
YOU WOULD LIKE TO SEE PRIORITIZED! ...
YOU ONLY GET THREE DOOOTTSSSS ...

STREETSCAPE COMPONENTS



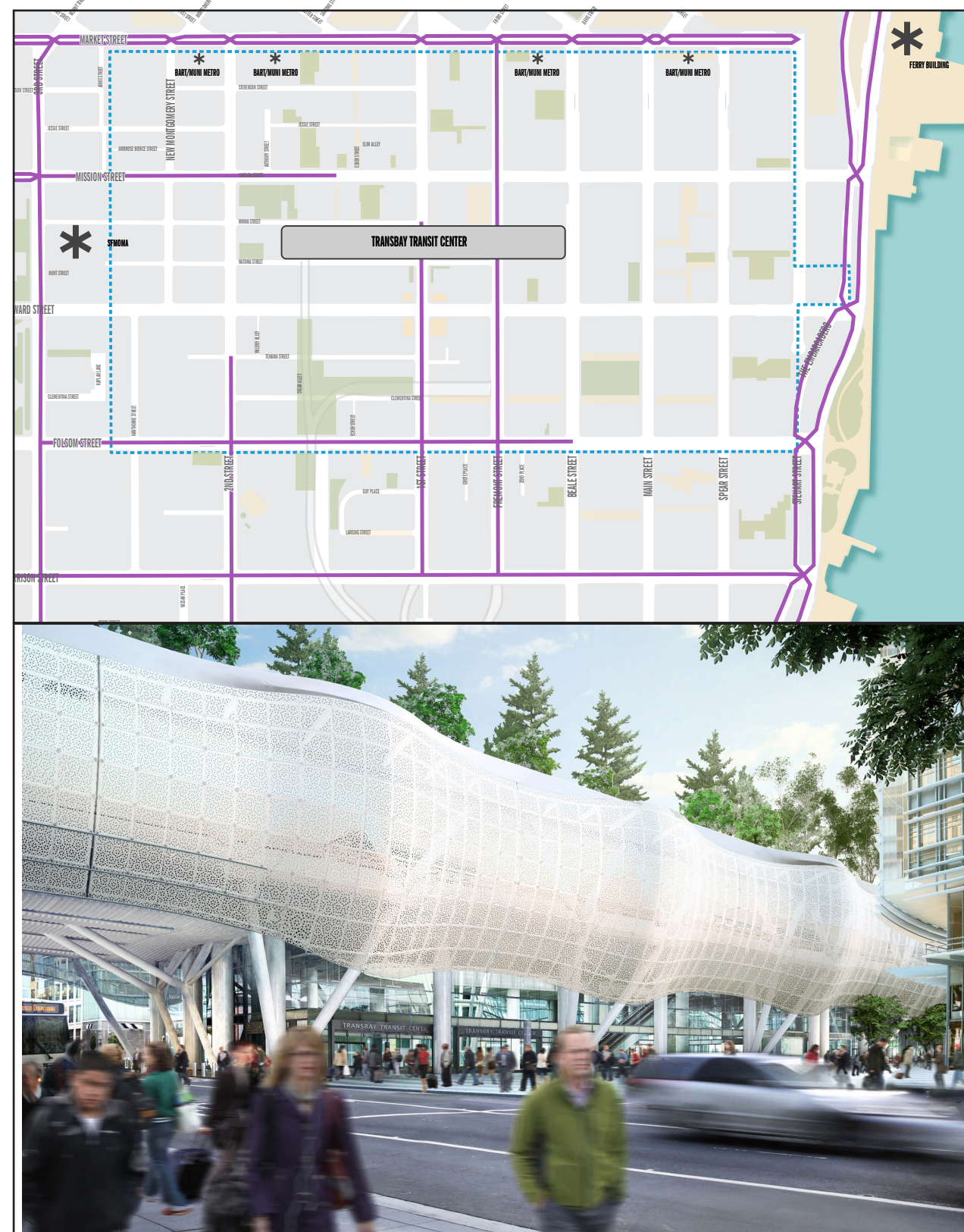
LIVING STREETS

A living street is where sidewalks are widened to create sufficient space for open space amenities such as pocket parks, seating areas, community gardens, etc.



VISION ZERO NETWORK

Vision Zero has identified a crash network that identifies where the most investments in engineering and enforcement should be focused to reduce fatalities.



BICYCLE NETWORK

The bicycling network can be improved to increase safety and usability for people who bike.



TRANSIT-ONLY NETWORK

Transit-only lanes will be critical for the efficiency of downtown traffic and access to the Transit Center.



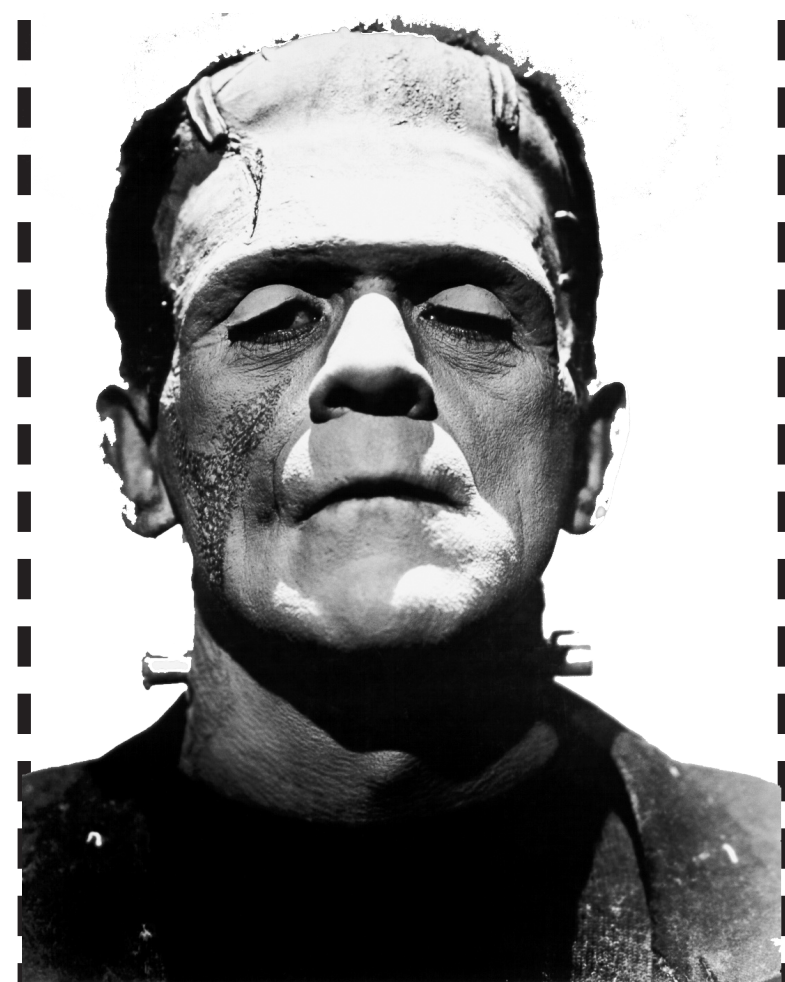
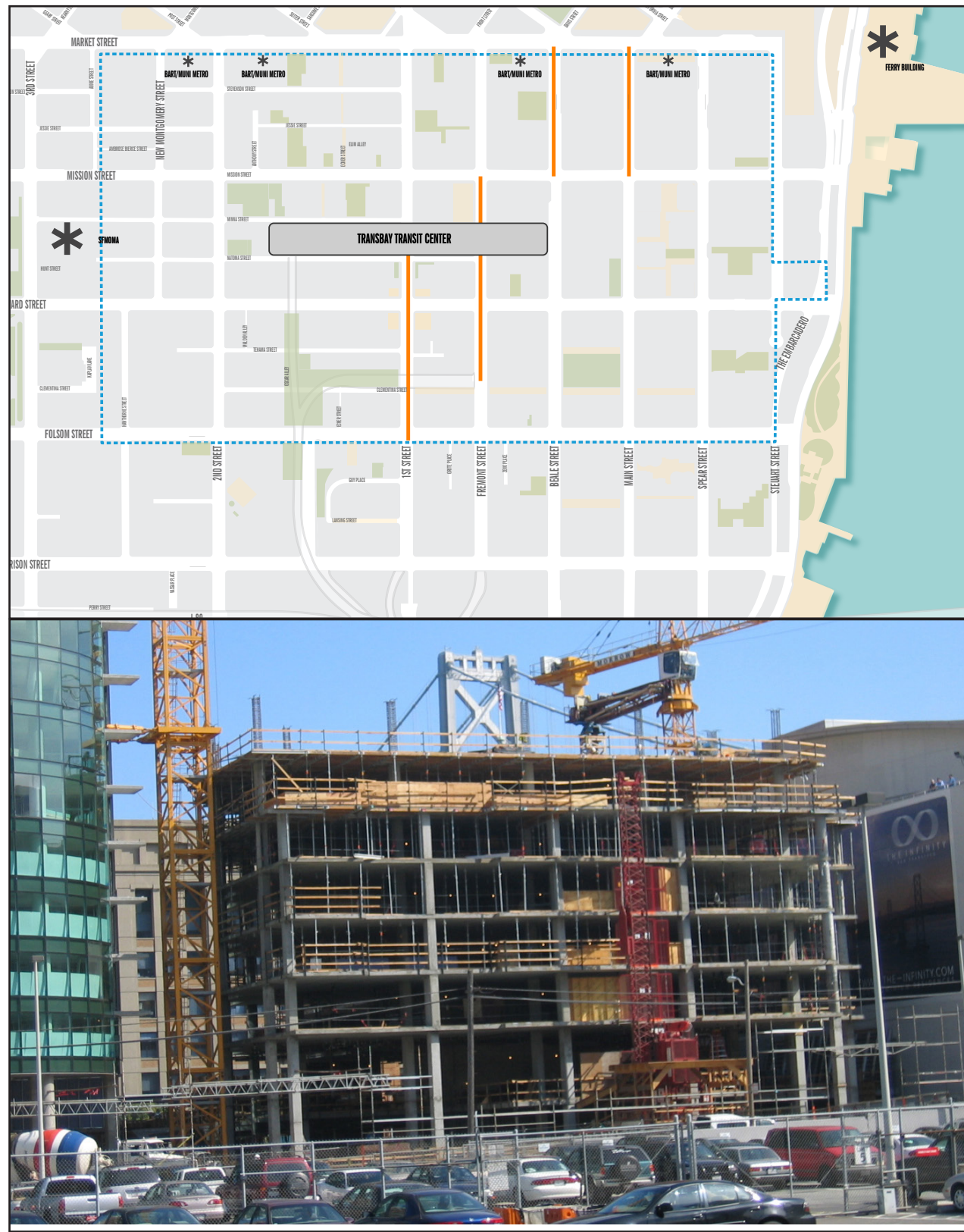
INFORMAL PEDESTRIAN NETWORK

Mid-block crossings and wide sidewalks that prioritize pedestrians will increase safety and provide access to the Transit Center and other nearby landmarks including SFMOMA and the Ferry Building.



FILL-IN-THE GAPS

Focusing on these projects would fill gaps from the improvement projects in the pipeline on the board to the left.



ASIDE NIGHT

PEOPLE & GOODS LOADING

de
conflict
the network,
understood chang
autonomous vehicles, S
growing and changing deman

network. What do you see on our streets? What causes congestion and safety hazards? Let us know as we develop this process!



VOLUNTEER OPPORTUNITY

SAVE THE DATE!

NOVEMBER 16TH

JOIN THE SFMTA AND CITY PARTNERS FOR A VOLUNTEER DAY TO MEASURE AND INVENTORY THE CURBS IN THE DISTRICT. YOU'LL LEARN ABOUT THE VARIETY OF USES FOR OUR VALUABLE CURBS, AS WELL AS TOOLS THAT CITY PARTNERS USE TO MEASURE AND TRACK WHAT IS ON OUR STREETS. THIS IS YOUR CHANCE TO GET OUT ON THE STREETS AND HELP US UNDERSTAND THE CURBS!

SEE YOU THERE



NEXT STEPS

Measure & Inventory

You cannot manage what you haven't measured, and we haven't measured.

A City Problem

The South Downtown isn't the only area struggling with this issue, but it may be able to serve as a pilot for how these street typologies can manage curb priorities

Partnerships

The City is continuing to look for collaborations that will allow for data sharing, gathering, and understanding in what is happening on our streets.

Principles & Guidelines

SFMTA & City Partners will establish principles and guidelines for prioritizing curb use in this area.



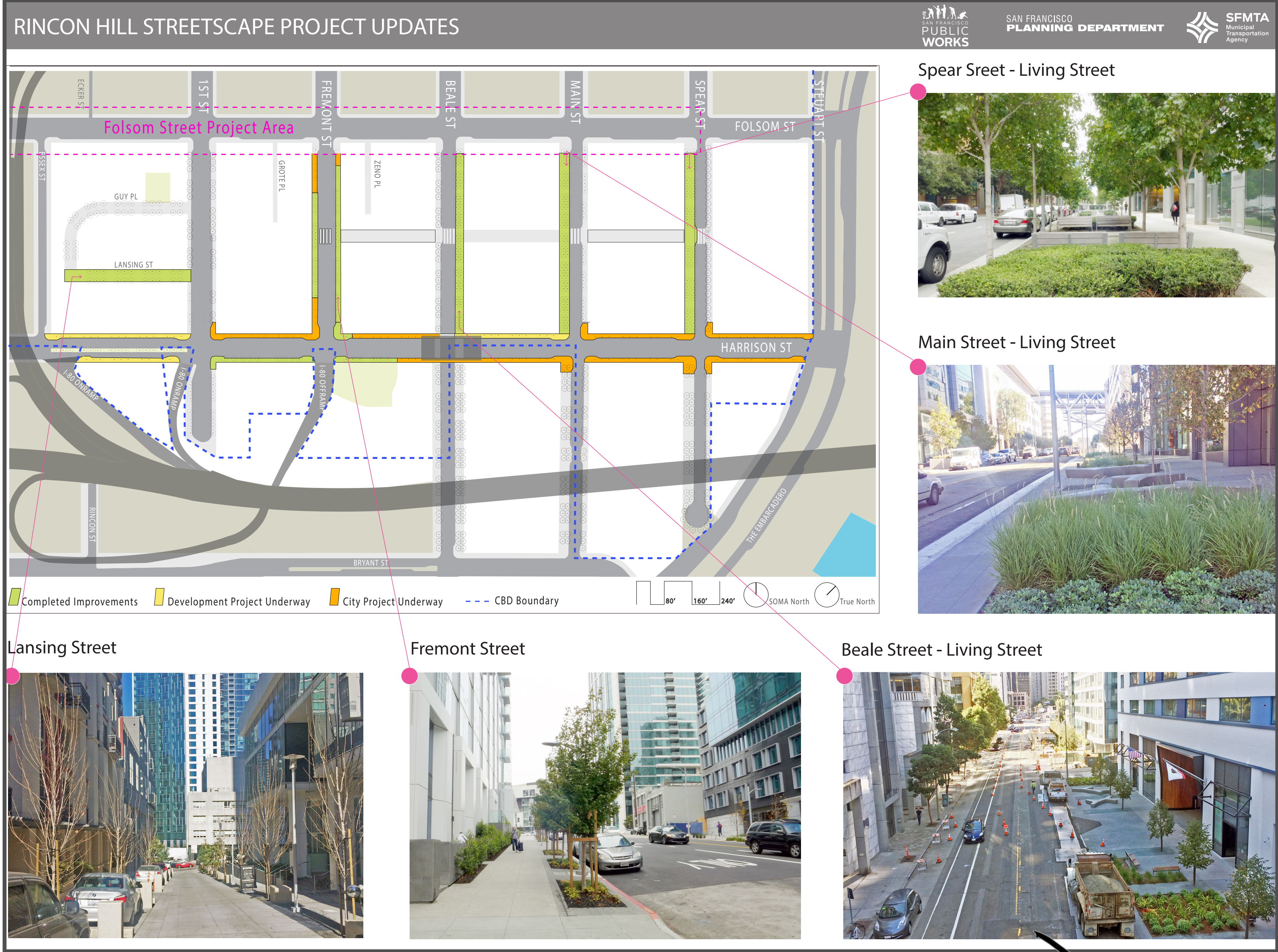
VARIETY OF STREET USERS

Our streets serve a large variety of users. As technology evolves and needs change the City must develop priorities for how each agency makes decisions about the best use of our streets, lanes, and curbs.

TRICK OR TREAT!

PREVIOUS OUTREACH
IN RINCON HILL

The boards below were presented at a workshop on October 5th, 2016 on Rincon Hill streetscape project prioritization and updates. Input received from this workshop influenced decisions about Spear Street, First Street, Guy Place and the mid-block crosswalk improvements.



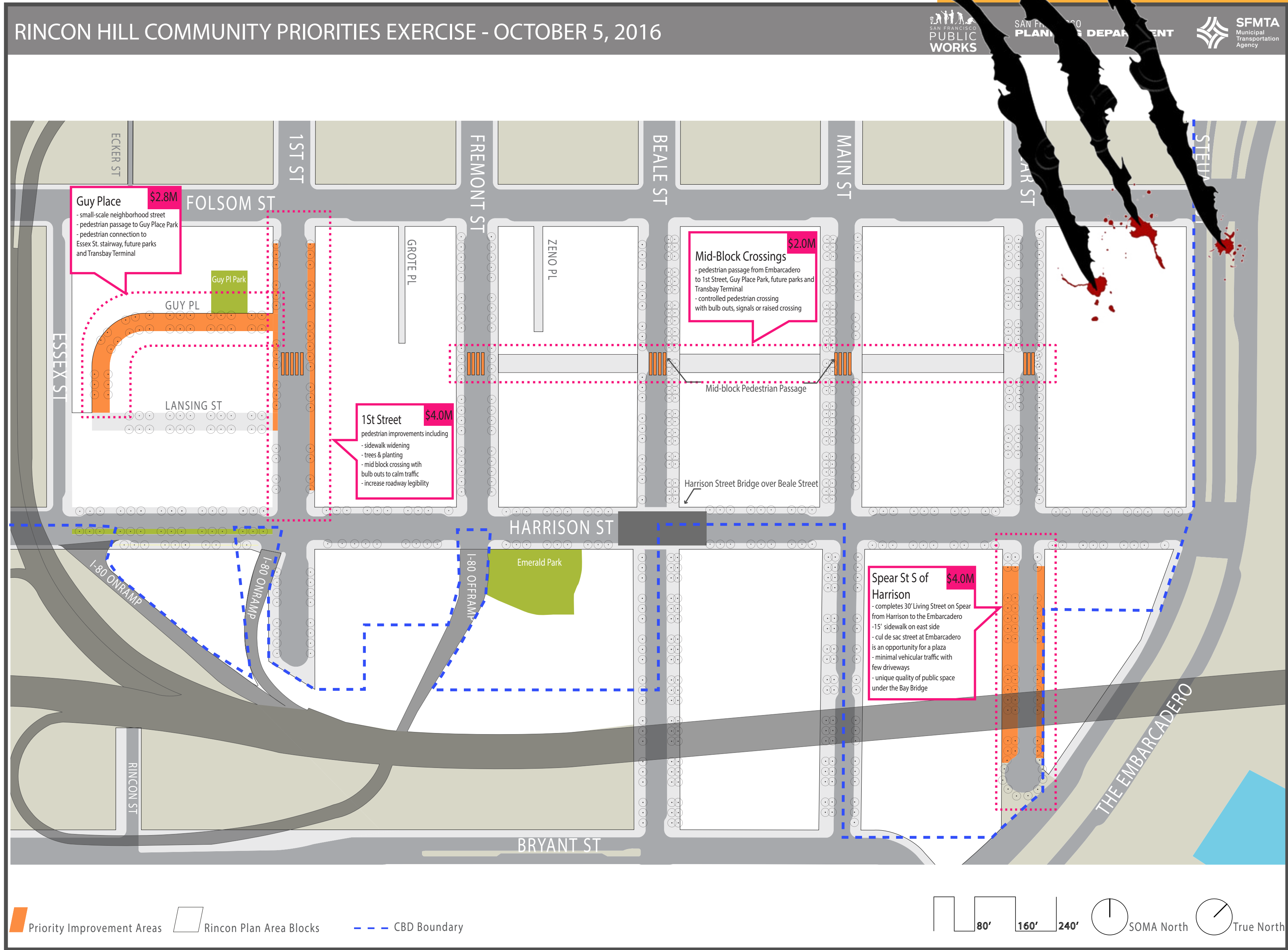
The board to the left shows the location of some of the completed segments of the Rincon Hill sidewalks and what they look like. The Soda Plan will use the Rincon Hill Streetscape Plan materials palette to ensure consistent design and materials throughout the district.

Three Ways Streetscape Projects are Implemented:

Development Projects: Developers implement streetscapes along their frontage

Development In-Kind Projects: Developers implement streetscapes in areas outside, but adjacent to, their frontage

City Streetscape Projects: Public Works implements streetscapes outside development areas



The City's Rincon Hill Streetscape Plan also conducted a prioritization exercise. In 2016 the City hosted a community workshop to inform how the City should spend projected impact fee revenue in the Rincon Hill Area (south of Folsom St)

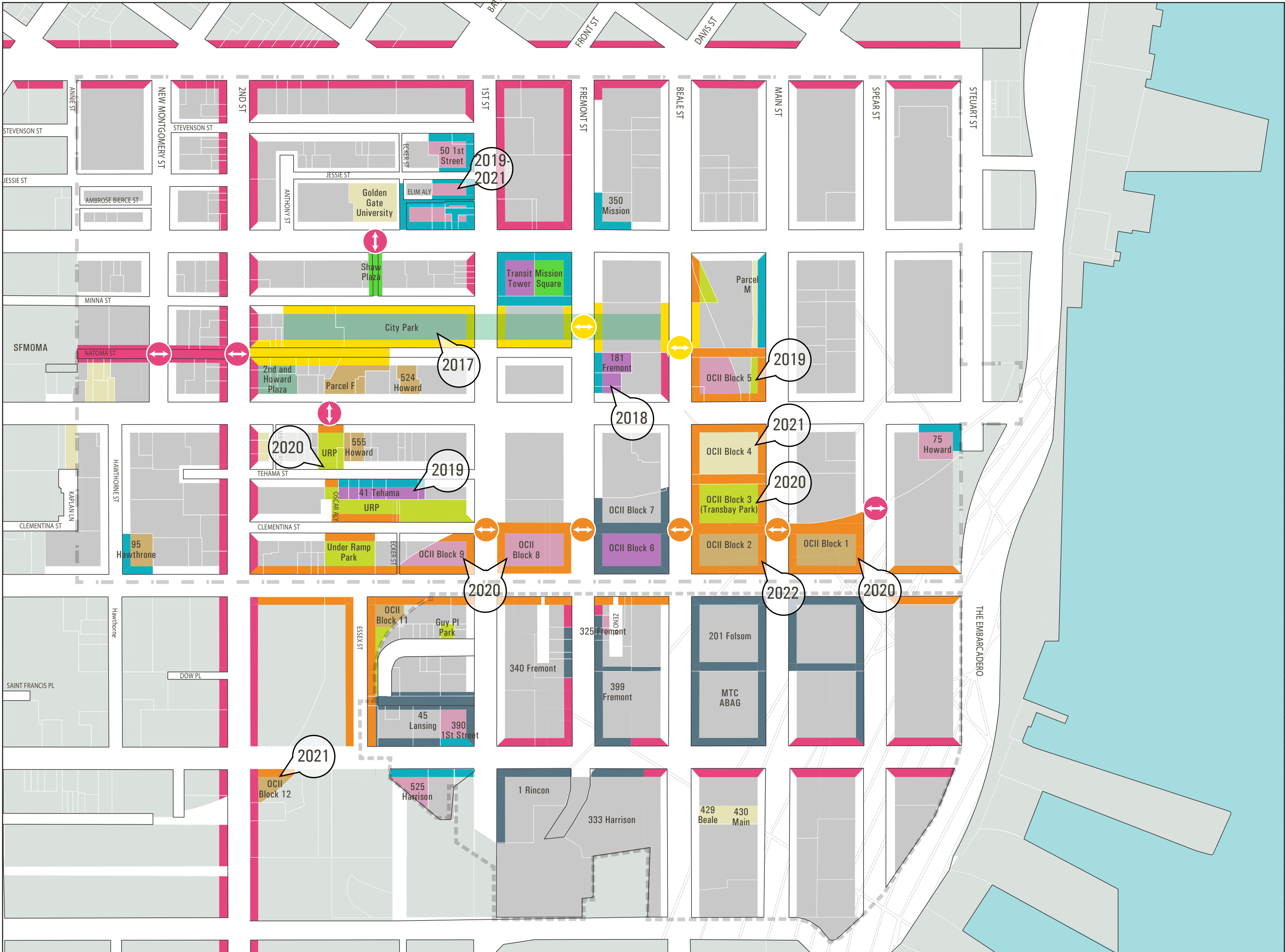
Community members were presented with four potential streetscape projects and asked to rank them as priorities for future City projects. The outcome of that process was as follows.

1. 1st Street (highest priority)
2. Guy Place
3. Mid-block Crossings
4. Spear Street (Lowest Priority)



ENHANCE THE BUILT ENVIRONMENT

WHAT'S COMING TO MY NEIGHBORHOOD?



SOUTH DOWNTOWN DEVELOPMENT MAP

The map to the left shows the variety of projects that are coming to the area. Certain projects will be completed by the City, some by private developers, and others funded by TJPA or OCII. This map helps our team track each streetscape project to ensure cohesive and consistent designs throughout the South Downtown.

BUILDINGS

- Under Construction
- Entitled
- Preliminary Project Assessment Submitted (1st step in the entitlement process)
- Soft Site (Anticipated Development)
- Completed Project/Inactive Parcel

OPEN SPACE

- OCII
- TJPA
- POPOS

STREETSCAPE

- Completed projects
- Improvement Required Through Entitlements (developer required)
- Improvement funded by CCGSF (Non TDCP Review)
- Improvement funded by OCII
- Improvement funded by TJPA
- Mid-block crossing

BOUNDARY

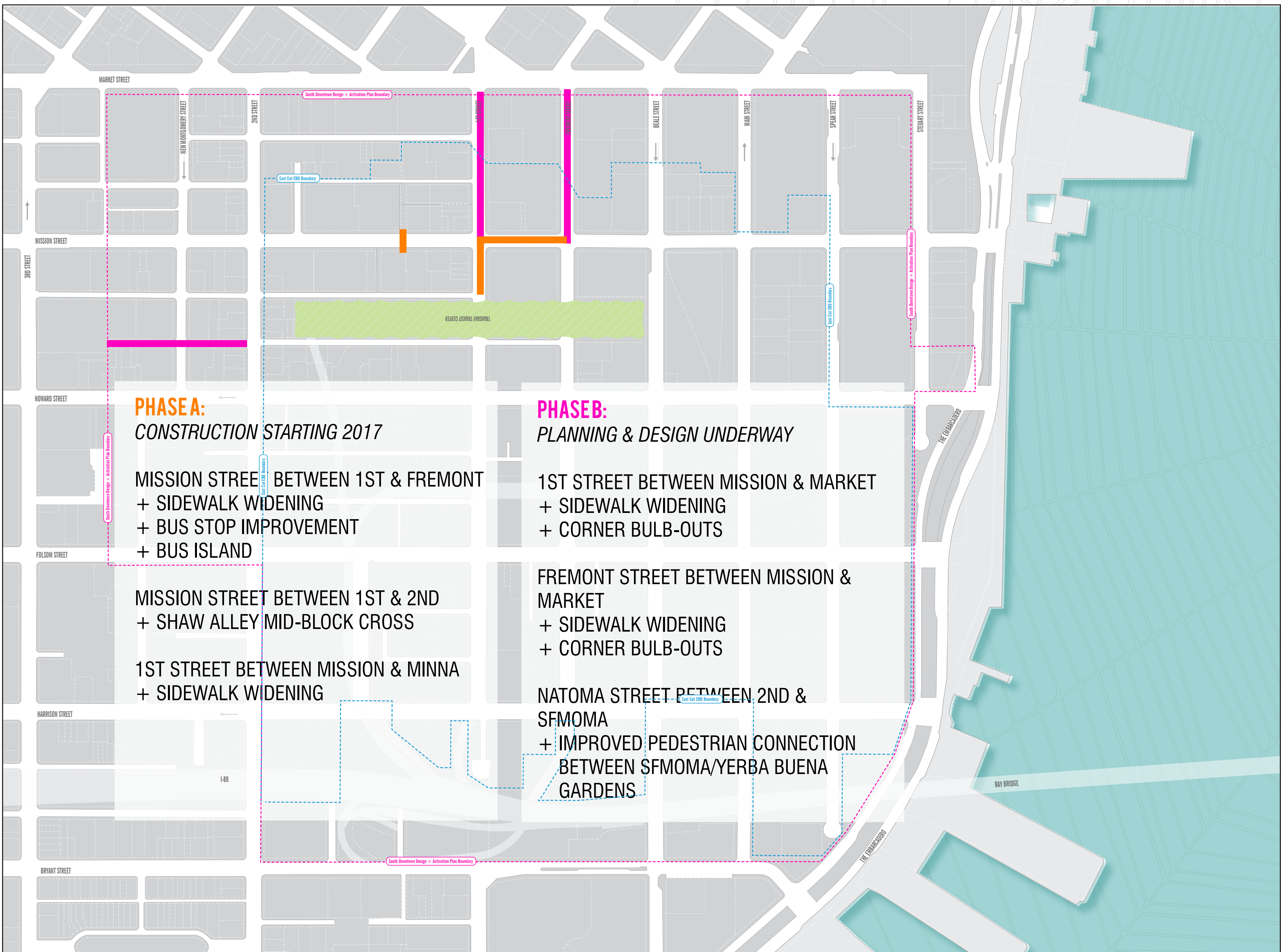
- Transit Center District Plan
- Rincon Hill

STREETS IN THE (NEAR FUTURE) PIPELINE

The projects completed in the next two months include Mission Street, First Street, and Fremont. These streets are critical to complete prior to the Transit Center opening. Next, the City will work on mid-block crossings, phase II of Mission, 1st, and Fremont, Harrison, Folsom, 2nd, and Market.

If you live, work, or own property on this corridor and would like more information on these projects please contact:

Shannon Cairns at shannon.cairns@sfdpw.org





ELEVATE THE EXPERIENCE

SPEAR STREET CUL-DE-SAC & CCA COLLABORATION

The Spear Street Cul-de-sac has been identified by the City and CBD as an underutilized space within the district. In close coordination with the Planning Department, the Community Benefit District, and the Port, students will develop designs and ideas to create a valuable space in the Spear Street Cul-de-sac. Designs should reflect the needs and desires of the community and can range in scale, style, activation, and programming.

POTENTIAL NEW OPEN SPACE



EXISTING SPEAR STREET COL-DE-SAC
The Spear Street cul-de-sac sees very little car traffic and offers dramatic views of the Bay Bridge creating a great opportunity for a public space. The Planning Department will be partnering with design students from the California College of the Arts in the Spring of 2018 to explore ideas and potential for this space.

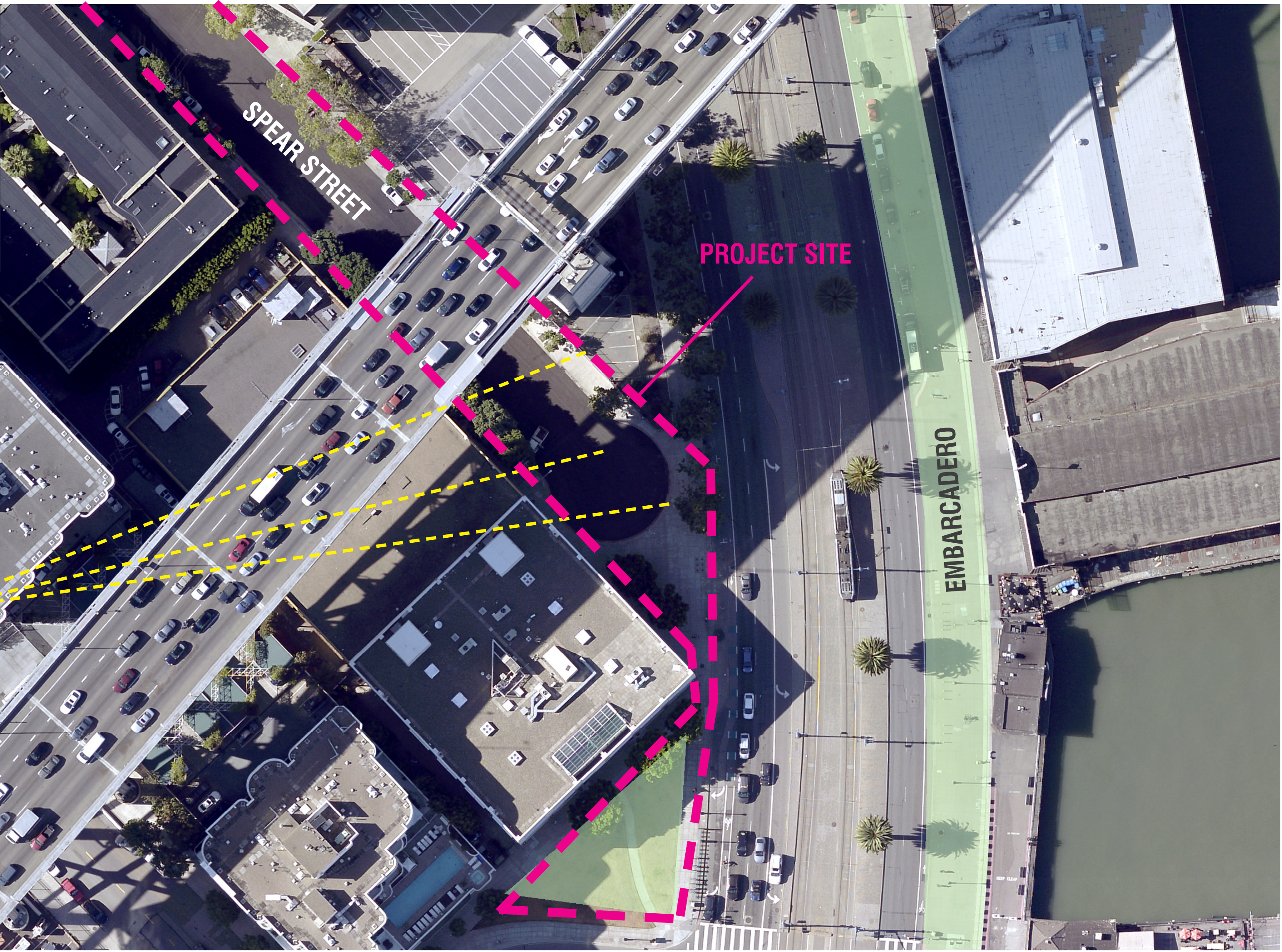


PHOTO RENDERING OF AN ACTIVATED SPEAR STREET COL-DE-SAC
Some ideas for the col-de-sac could include a ground mural, plantings and vegetation, rock climbing, or food trucks. Throughout this process we would like to hear what the community wants to see in these underutilized areas.

On September 10th the East Cut CBD held a walking workshop where groups walked the streets and shared experiences & ideas for activation at Spear Street, as well as other opportunity sites.

Below are some of the ideas that came out of the workshop. Let us know what other ideas you have!

- CHILDREN'S PLAY AREAS
- MURALS (GROUND, ON BRIDGE FOOTING, ETC.)
- PLAY AREA! BOCCE BALL
- SMALL AMPHITHEATRE FOR EVENING CONCERTS
- SKATEBOARD PARK
- FITNESS
- WATER FEATURE
- BENCHES
- OFF THE GRID!
- PLANTINGS
- GARAGE SALE AREA ONCE A MONTH
- NIGHT MARKETS!
- LIVE MUSIC



TIMELINE & NEXT STEPS



PRESENT

INFORMATION GATHERING

The SODA outreach events will gather interests and ideas from the community to provide to CCA students for ideas and analysis of the site as they begin their studio.

JANUARY 2018

STUDIO BEGINS

Students will begin their studio to develop design ideas for the space which will seed new concepts for Spear Street and will be shared with City partners.

APRIL/MAY 2018

STUDIO FINAL & POP-UP PARTY

Students will present their conceptual drawings, designs, prototypes, etc with the entire community and City partners in the Spear Street space for feedback and final review at a celebratory Pop-Up Party in the cul-de-sac.

EARLY 2019

SODA PLAN APPROVALS

Assuming that the CCA studio shows interest from the community that the cul-de-sac becomes an open space, the plan will recommend a planning process to design, establish funding and long-term maintenance.

2019

SPEAR STREET

Following the SODA plan's recommendation, a future community design process will occur to make the concepts a reality.

AN ACTIVE GROUND FLOOR

IMAGINE IT...IF YOU DARE...

ANATOMY OF AN ACTIVE GROUND FLOOR



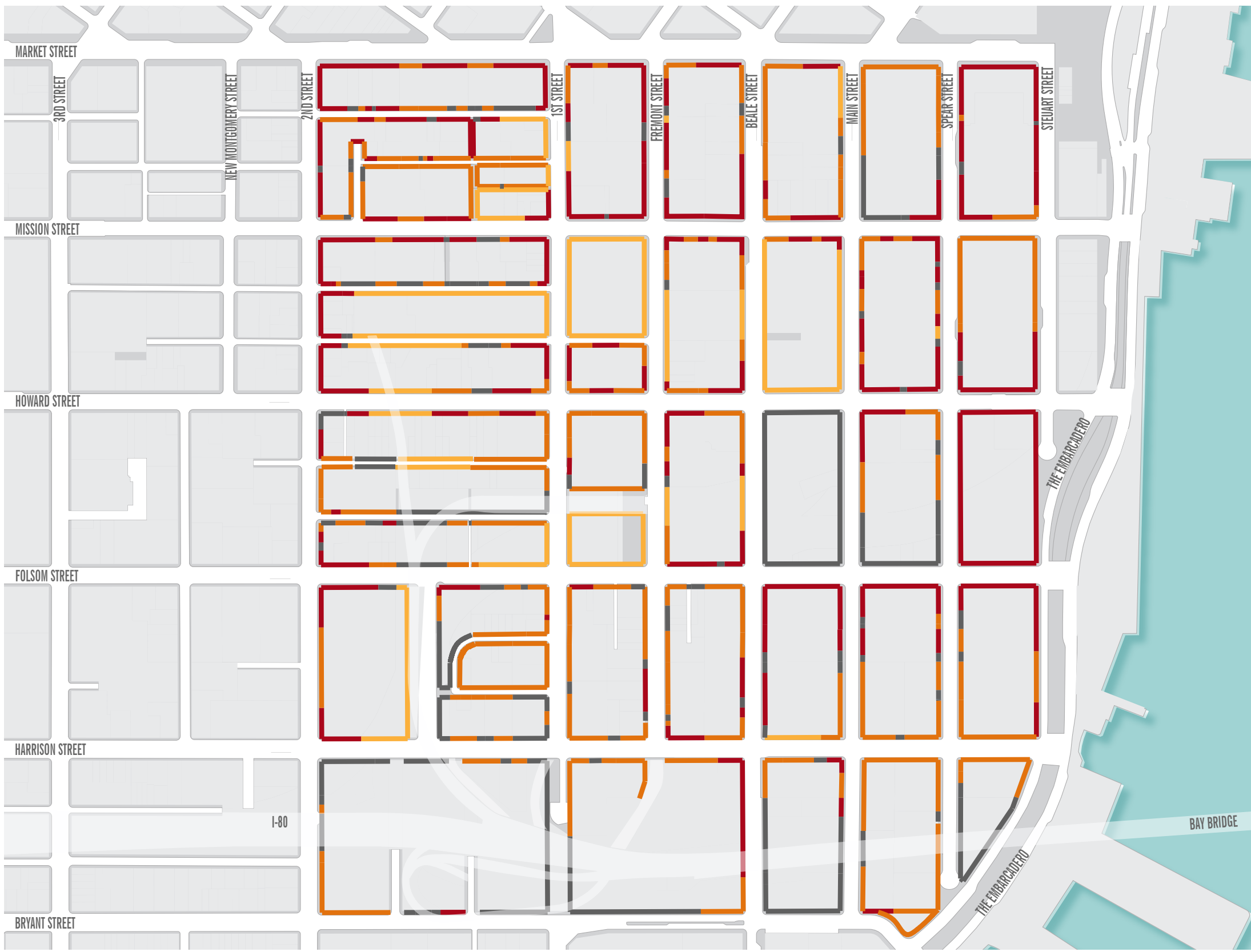
Human-scale storefronts with unique detailing

Storefronts are visually “permeable”

Cafe seating adds visual interest on the sidewalk level

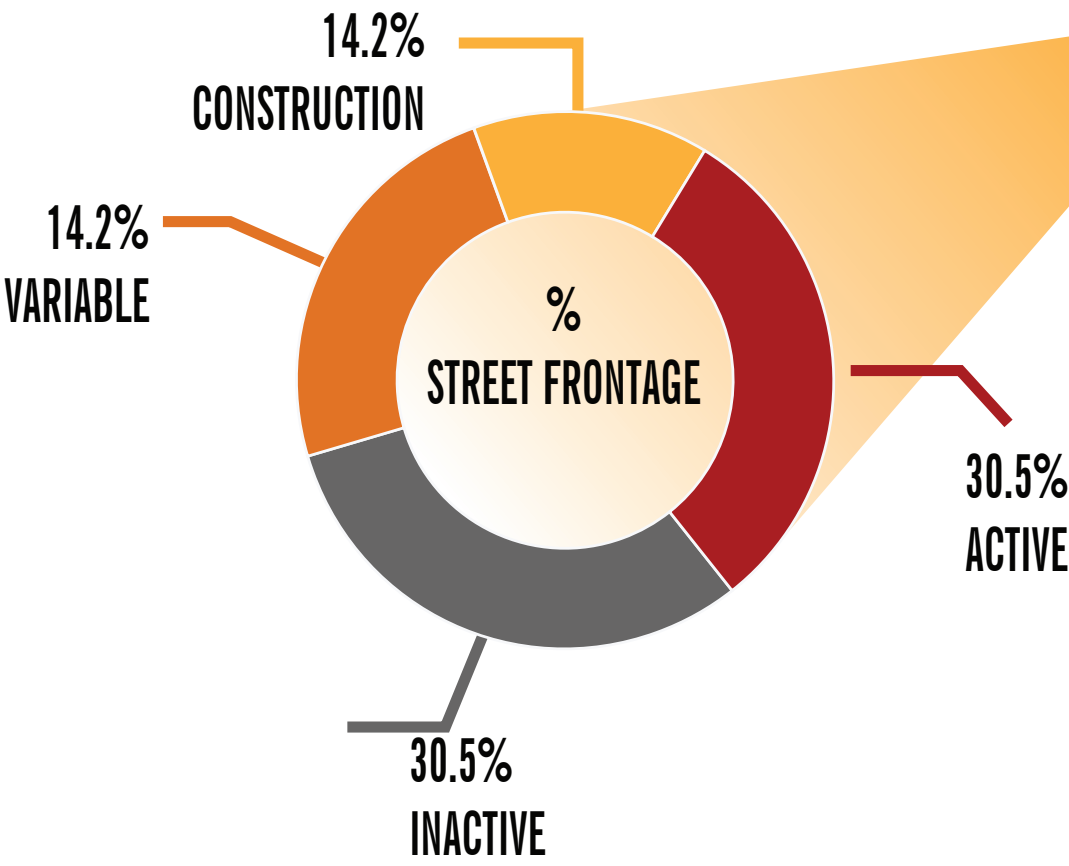
Planters make the space more inviting and add greenery

DATA RECAP: HOW ACTIVE IS OUR GROUND FLOOR TODAY?



THE STREET FRONTAGE ANALYSIS HELPED US

- Understand where different types of activation and programming are most needed and most appropriate
- Analyze the link between heavy pedestrian pathways and active ground floor frontages
- Understand where there is potential for more retail in the future, and what will come online in the next 6 months



ACTIVE

This category illustrates locations where retail is present with storefronts and windows that open up to the street in a way that activates the sidewalk and enhances the pedestrian environment.



INACTIVE

This category illustrates locations with blank walls, garages, or vacant commercial spaces - conditions that do not directly activate the sidewalk or enhance the pedestrian environment.



VARIABLE

This category includes facades that may or may not create a welcoming pedestrian environment depending on their design. Examples include homes on residential streets, parks/landscaping, and alleys.



CONSTRUCTION

This category is for street areas with active construction projects. Though construction detract from the urban experience in the short term, many will provide public amenities (such as new parks) once complete.



OPPORTUNITY SITES



SHOPS, RESTAURANTS & RETAIL

THE RETAIL SECTOR IS CHANGING.



EXPERIENCES > OBJECTS

Americans are increasingly spending their money on experiences rather than objects.

ONLINE SALES DRIVING RETAIL GROWTH

- Over 40% of the growth in total retail sales is occurring online.
- Surveys show that consumers prefer to shop online when it saves them money and time. However, consumers prefer to shop in-person when experiencing a product in person is considered more important than price, when they need a product immediately (for example, a loaf of bread or quart of milk), or when purchasing the product in-person is cheaper.



WHAT FACTORS SUPPORT A SUCCESSFUL RETAIL DISTRICT?



CLUSTERS

An attractive anchor or cluster of uses (for example, several appealing restaurants) that draws foot traffic.

CONCENTRATION

Compact layout and sufficient concentration of storefronts. This means a concentration of storefronts within about a quarter mile (roughly five-minute walk), and stores on both sides of the street.

CONVENIENCE

Convenient access to the district by foot, bicycle and transit

- Relatively low traffic volumes and slower speeds on shopping streets to facilitate walking around the district
- Well-managed parking

DIVERSE OFFERINGS

A vibrant mix of retail and non-retail uses

AESTHETICS

Appealing architectural character and street environment

- Distinctive architectural character
- Mix of storefront sizes and styles
- Safe, welcoming pedestrian environment
- High-quality public spaces for community gathering and social interaction

EAST CUT CBD RETAIL STRATEGY

UNDERSTAND SUPPLY & DEMAND

To help us understand where the opportunities are, the retail study will start with supply and demand. The study team will:

- Estimate retail supply: prepare inventory of how much retail space is currently available or will be available within the District in the next 12 to 18 months.
- Evaluate retail demand: develop a clear picture of the local sources of demand for retail goods and personal services.

MAP OPPORTUNITIES

Next, we'll map where key types of demand for retail are concentrated relative to the existing and future retail supply.

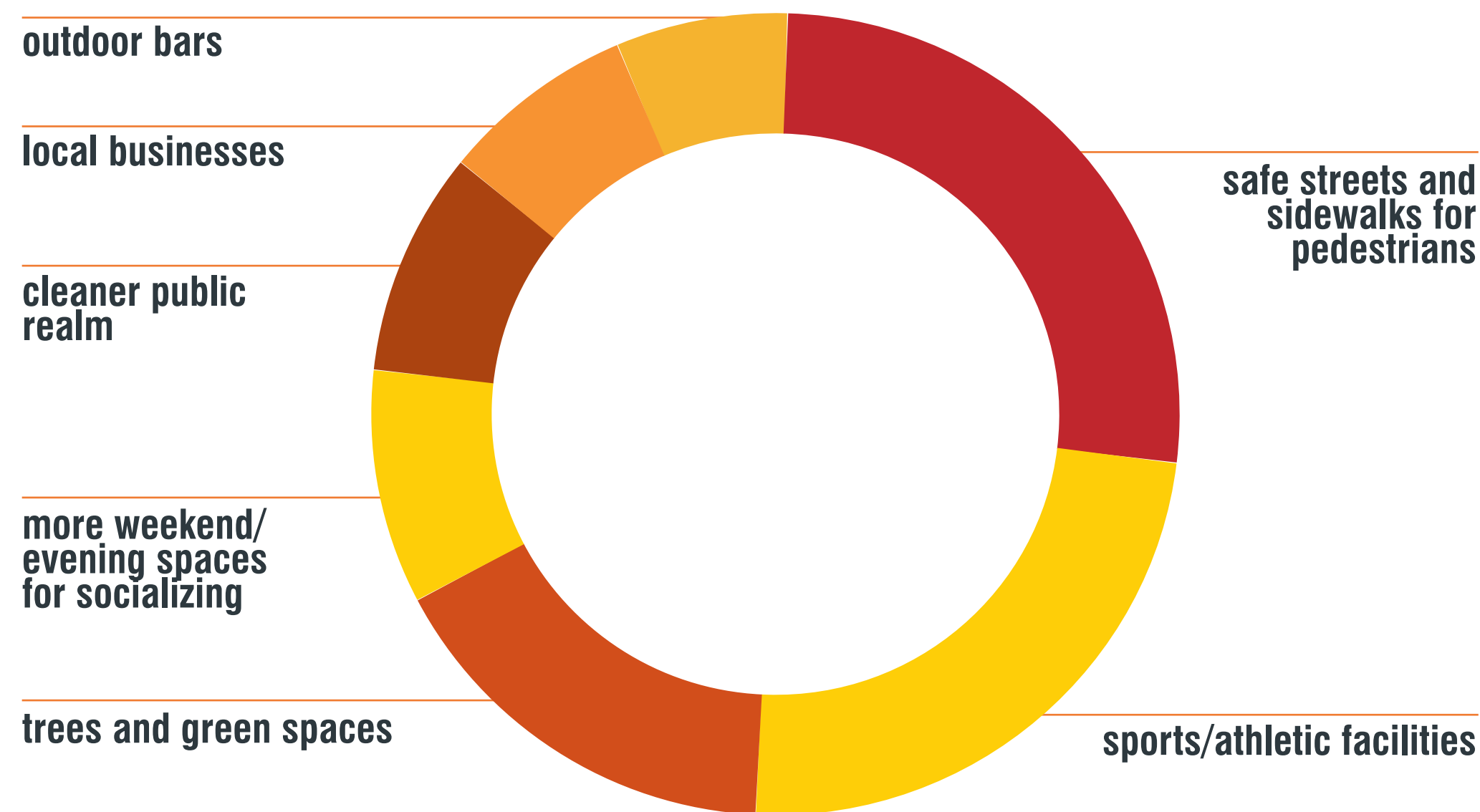
DEVELOP STRATEGIES

Finally, we'll develop strategies to attract local and local-serving businesses. We'll identify potential barriers for small local businesses to operate in the District and profile innovative models for overcoming challenges.



WHAT WE HEARD...

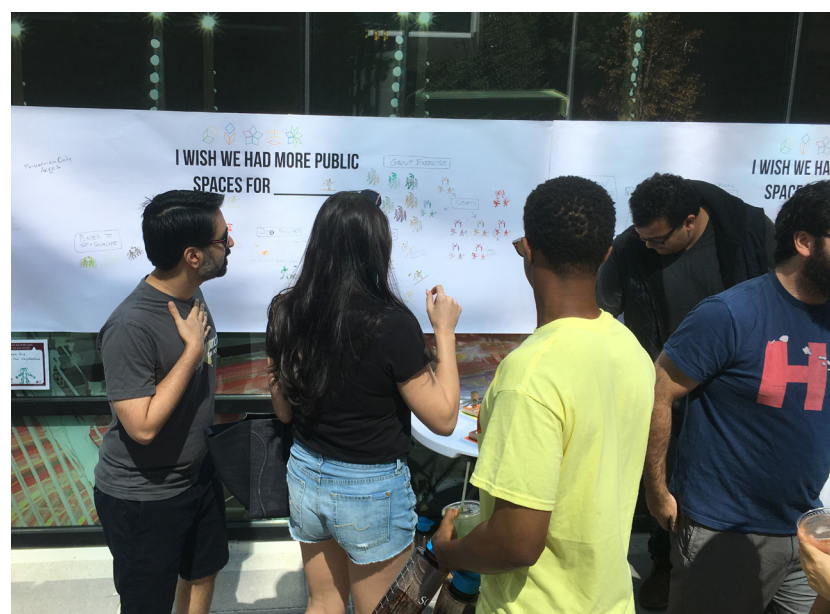
HOW CAN WE MAKE THE EAST CUT COMMUNITY BENEFIT DISTRICT A BETTER PLACE?



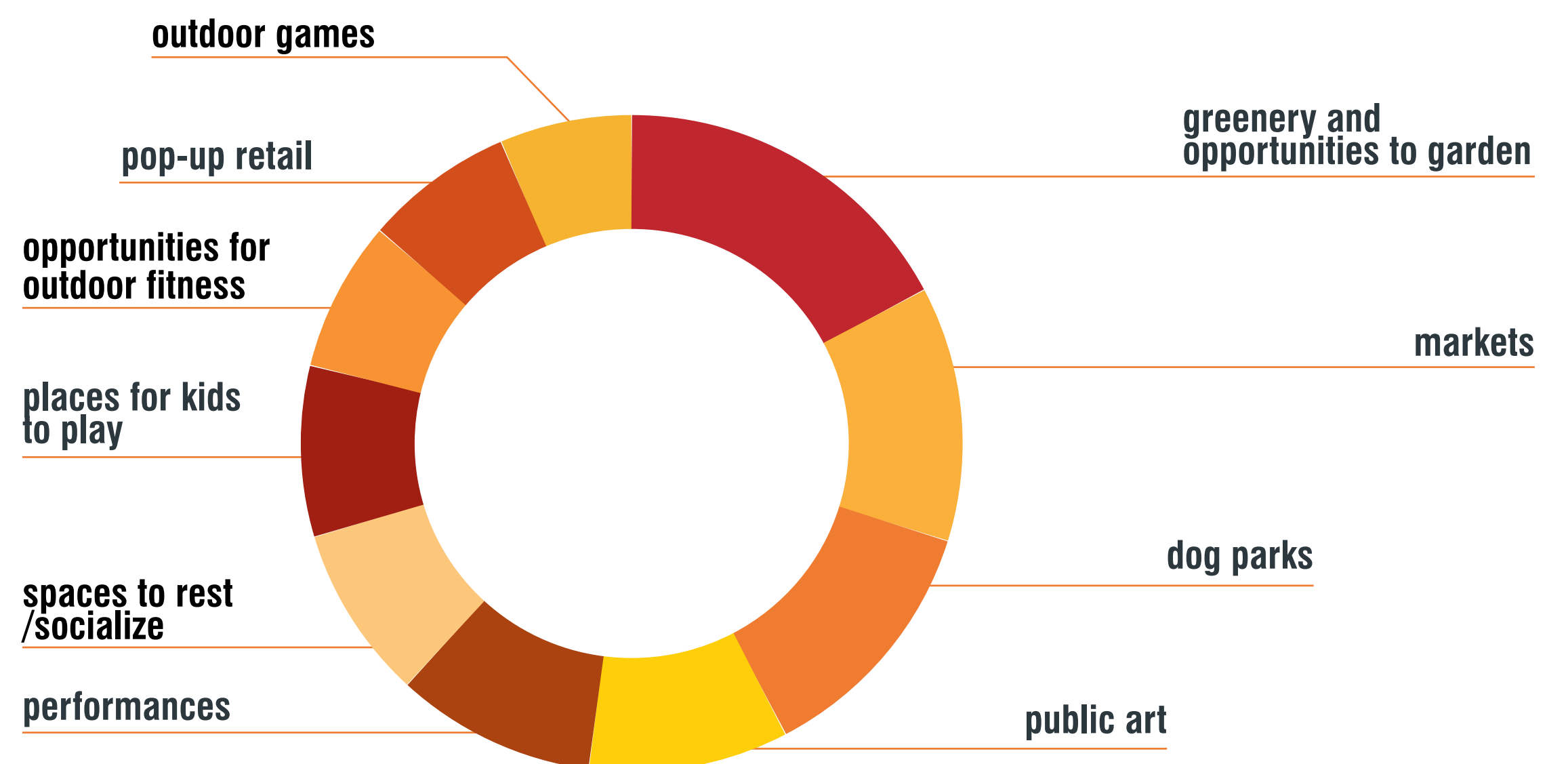
While some of the ideas shared in response to this question might require longer lead times (ex: permanent streetscape upgrades), others can be started right away. Through programming like the Beale Street Bonanza hosted in September 2017, we can jump start efforts to create more evening and weekend opportunities for socializing.



WHAT WOULD YOU LIKE TO SEE IN OUR PUBLIC SPACES?



We've used a stamp and online survey to ask people what types of programming and activation they'd like to see in public spaces in the neighborhood. The graph at the right shows a snapshot of what we've heard to date.



HOW CAN WE MAKE THE DISTRICT SAFER FOR WALKING AND BIKING?



TRANSLATING INPUT INTO STRATEGY



WHAT STRATEGIES ARE MOST IMPORTANT TO YOU?



Pumpkin icons identify strategies we can generate tangible results for NOW!



Skull icons represent longer-range strategies.



PROVIDE A COMMERCIAL/RETAIL MIX THAT MEETS NEIGHBORHOOD NEEDS

Based on what we've heard, neighborhood needs include: more places to eat/socialize in the evenings and on weekends – especially affordable restaurants/bars (vs. high-end establishments); more local businesses vs. retail chains. The new Woodlands Supermarket (pictured above) represents fulfillment of a long-standing neighborhood need for a grocery store!



CREATE STREETS THAT ARE SAFER FOR WALKING, BIKING & USING TRANSIT

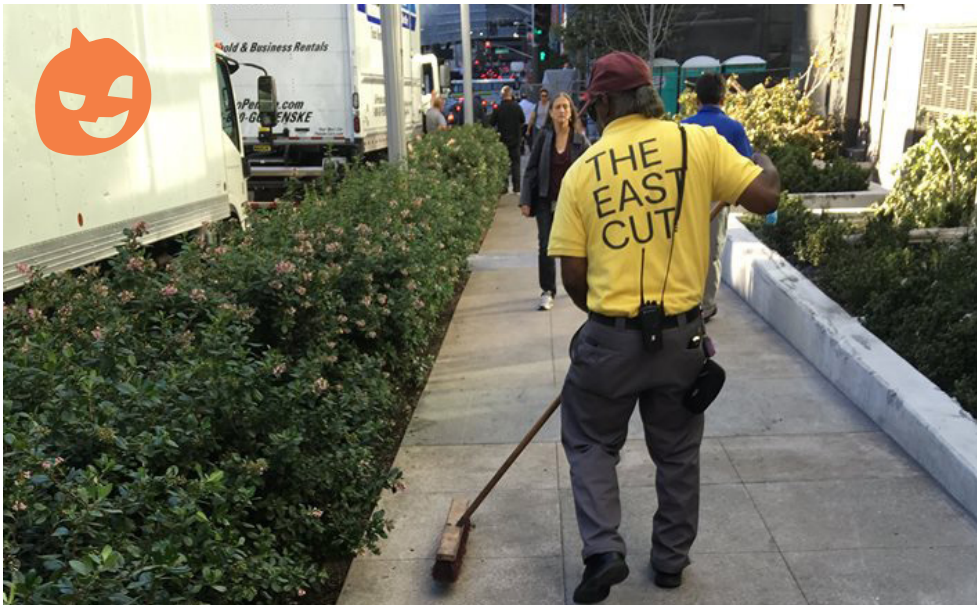
Based on what we've heard, top priorities include: reducing speeding and traffic noise at key intersections; improved pedestrian safety; more pedestrian-focused spaces (living alleys, etc.); and bike lanes that cater to people of all ages and abilities.



USE MARKETS & EVENTS TO OFFER EVENING/WEEKEND DESTINATIONS

Based on what we've heard, this strategy should include: pop-up markets or one day events; more robust interim-design spaces such as temporary parks, pilot commercial spaces with shipping containers, or interim indoor markets.

(Image above: The Hall has an interim indoor market space that activated a vacant ground floor on market street for almost 2 years. Photo by Patricia Chang.)



CONTINUE EFFORTS TO CLEAN & GREEN THE NEIGHBORHOOD

The East Cut CBD provides a range of services beyond the city's baseline to benefit our neighborhood streets and public spaces. Services include cleaning, security, community ambassadors, and care/maintenance of our public spaces, parks, and green spaces. We've heard that continued focus on cleaning is important, as is creating new green spaces and caring for those that already exist.



IMPROVE ACCESS TO & PROGRAMMING OF EXISTING PUBLIC SPACES

Based on what we've heard, this strategy should include: improving signage so people know privately-owned public spaces (POPOs – like the example above) are open to all; and hosting small-scale neighborhood programming in POPOS. Top programming ideas discussed to date include: fitness activities (yoga, zumba etc.), clothing or book swaps, and outdoor movies.



CREATE A PERFORMANCE SERIES TO ACTIVATE OUR PUBLIC SPACES

Based on what we've heard, a performance series is a priority in the realm of programming. The series might include music, dance and poetry.

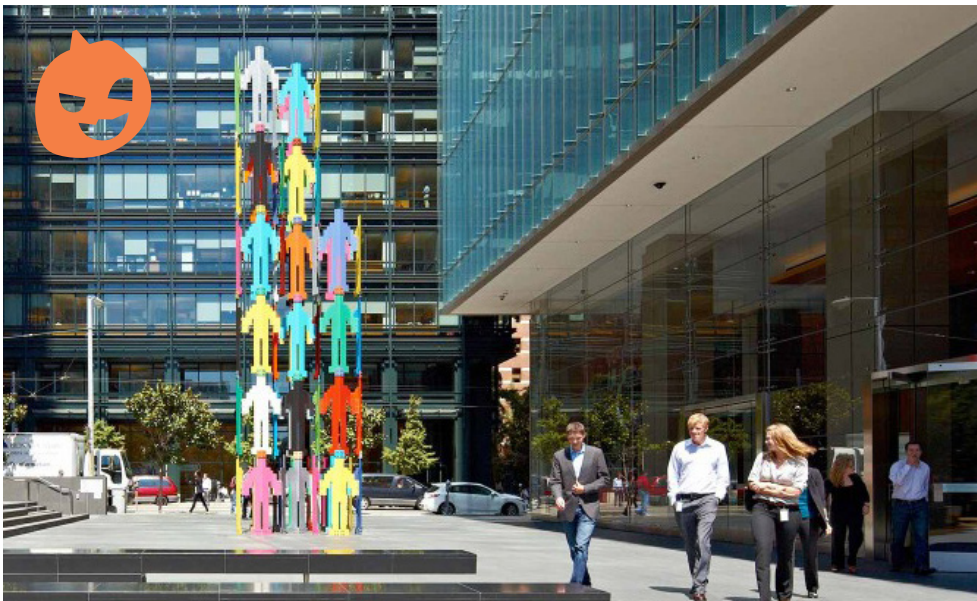
(Image above: Mint Plaza, via Build: website)



PROVIDE NEW PUBLIC SPACES TO MEET NEIGHBORHOOD NEEDS

Based on what we've heard, neighborhood needs include: more kid-friendly spaces and play areas; more natural/green spaces, including community gardens; and more dog-friendly areas and places for dog relief.

(Image above: One example of a new public space is the pipeline is Transbay Park, which will be built in the site of the Temporary Transbay Terminal once the new Transit Center opens.)



ACTIVATE THE NEIGHBORHOOD WITH PUBLIC ART

Based on what we've heard, neighbors want to see more art in public spaces and streetscapes. This might include murals, sculptures, or interactive/light-based art.

PUBLIC SPACE DESIGN INVENTORY

WHAT SHOULD WE LOOK FOR?



EXAMPLE PUBLIC SPACE DESIGN INVENTORY



COMFORT FEATURE: LIGHTING ✓

COMFORT FEATURE: SHELTER FROM WIND ✓

GREENING: TREE COVERAGE ✓

GREENING: UNDERSTORY PLANTING AREAS ✓

COMFORT FEATURE: TABLE ✓

COMFORT FEATURE: MOVABLE SEATING ✓

DRAFT INVENTORY CATEGORIES:

PASSIVE RECREATION FEATURES

- ☐ PUBLIC GAMES
- ☐ MULTI-USE LAWN
- ☐ COMMUNITY GARDENS
- ☐ DOG RUN
- ☐ PUBLIC ART
- ☐ SPACE FOR MUSIC/PERFORMANCES

GREENING

- ☐ RAIN GARDENS
- ☒ TREE COVERAGE/NATURAL SHADE
- ☒ UNDERSTORY PLANTING AREAS

COMFORT FEATURES

- ☒ LIGHTING
- ☐ SEATING - FIXED/STATIONARY
- ☒ SEATING - MOVABLE
- ☐ TABLES
- ☐ SHELTER FROM WIND
- ☐ SHELTER FROM SUN/SHADE
- ☐ SHELTER FROM TRAFFIC NOISE

COMMUNITY FACILITIES

- ☐ CAFE OR FOOD KIOSK
- ☐ RESTROOMS
- ☐ WATER FOUNTAIN
- ☐ TRASH BIN
- ☐ POWER SOURCE/OUTLET
- ☐ MAINTENANCE/STORAGE AREA

USE & BEHAVIOR

- ☐ HOW MANY PEOPLE ARE USING THE SPACE?
- ☐ WHAT DEMOGRAPHIC OF PEOPLE ARE USING THE SPACE? (EX: AGE, GENDER, ETC.)
- ☐ WHAT ACTIVITIES ARE PEOPLE ENGAGED IN?



WHAT OTHER ITEMS SHOULD WE CONSIDER?