SODA
TURNED
SPOOKY
TODAY'S PRESENTATION
COMMUNITY WORKSHOP #2
OCTOBER 30, 2017

+ WHAT IS THE SODA?
+ PLAN CONTEXT
+ PREVIOUS PLANNING, OUTREACH & ENVIRONMENTAL ANALYSIS
+ SODA GOALS
+ PUBLIC INPUT OPPORTUNITIES
+ TIMELINE
Soda

South Downtown Design + Activation

SoDDA

Soda
HOW TO GET IN TOUCH

+ NEIGHBORLAND
  HTTPS://NEIGHBORLAND.COM/SODASF

+ PLANNING DEPARTMENT WEBSITE
  SF-PLANNING.ORG/SODA

+ CBD WEBSITE
  HTTP://THEEASTCUT.ORG/
WHY SODA?
2004 TJPA FEIS/EIR

2005 Rincon Hill Plan

2005 Transbay Redevelopment Plan

2005 Transbay Redevelopment Streetscape Open Space Concept Plan

2006 SFMTA Board Approves Rincon Circulation and Sidewalk Changes

2012 Transit Center District Plan

2015 Rincon Hill Streetscape Plan Adopted by Planning Commission and Board of Supervisors

2016 The CBD formed

2017 South Downtown Design + Activation
PLAN GOALS

REFINE AND IMPLEMENT

ENHANCE THE BUILT ENVIRONMENT

PRIORITIZE SAFETY AND MOBILITY

ELEVATE THE EXPERIENCE
PUBLIC INPUT OPPORTUNITIES

INFORM
PROVIDE THE PUBLIC WITH BALANCED & OBJECTIVE INFORMATION

CONSULT
OBTAIN PUBLIC FEEDBACK ON ANALYSIS & DECISIONS

INVOLVE
WORK DIRECTLY WITH THE PUBLIC THROUGHOUT THE PROCESS TO ENSURE CONCERNS AND ASPIRATIONS ARE UNDERSTOOD & CONSIDERED

COLLABORATE
PARTNER WITH THE PUBLIC IN EACH ASPECT OF THE DECISION

EMPOWER
PLACE FINAL DECISION IN THE PUBLIC HANDS

DIVERSE STAKEHOLDERS
DIVERSE NEEDS
DIVERSE OUTREACH METHODS
Educate the public about previous planning efforts and projects underway.
Refining street furniture, paving and landscaping pallets

Street Tree: Brisbane Box

Design Palette

Inform Consult Involve Collaborate Empower
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)
Designing and implementing modern bike facilities within the South Downtown.
Curbside management: passenger and goods loading
Reestablishing transit service in Rincon Hill
Identify community priorities for future streetscape improvements
FUTURE MEETINGS

SUMMER 2017

INTERAGENCY COORDINATION
The San Francisco Planning Department
San Francisco Public Works
The San Francisco Municipal Transportation Agency
The Office of Community Investment and Infrastructure
The East Cut Community Benefits District

PROJECT LAUNCH
WALKING TOUR
COMMUNITY WORKSHOP 2
OCT 30
COMMUNITY WORKSHOP 3
COMMUNITY WORKSHOP 4?

SPRING 2018

INTERAGENCY COORDINATION

TAILORED OUTREACH

COMMUNITY WORKSHOP 2
OCT 30
COMMUNITY WORKSHOP 3
COMMUNITY WORKSHOP 4?

SUMMER 2018

POP-UP PARTY!

FALL 2018

PLANNING COMMISSION INFORMATIONAL
MTC/ABAG Friday Breakfast

ADDITIONAL OUTREACH
WE’RE HAPPY TO COME TO YOU!
SODA@SFGOV.ORG
SF-PLANNING.ORG/SODA

EXAMPLES
+ OCII CAC
+ Planning Commission Informational
+ MTC/ABAG Friday Breakfast

WINTER 2019

LAUNCH PARTY!

FINISHED OUTREACH

EXAMPLES
+ OCII CAC
+ Planning Commission Informational
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Thank You!

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SF-PLANNING.ORG/SODA
NEIGHBORLAND.COM/SODASF
Developer Projects – Salesforce Tower (Under Construction)
Developer Projects – 50 1st Street/Oceanwide (Under Review)
Developer Projects

181 Fremont  
Est. Built 2017-18

41 Tehama  
Est. Built 2017-18

524 Howard  
PC Fall 2016  
Est. Built 2019

555 Howard Street  
PC Fall 2017  
Est. Built 2019
Folsom Street – 2020