

**SOUTH  
DOWNTOWN**

DESIGN + ACTIVATION

# WELCOME!

**FIND OUT WHAT'S COMING TO YOUR NEIGHBORHOOD!**

**NEWER, FASTER *TRANSIT*! FOUR NEW *PARKS*!**

**BETTER, SAFER *BIKE NETWORK*! MAGNIFICENT NEW *SKYLINE*!**

**HELP US *SHAPE THE FUTURE* OF THIS NEIGHBORHOOD!**

**ACTIVATE *PUBLIC SPACE*! ENHANCE LOCAL *RETAIL*!**

**IMPROVE *NEIGHBORHOOD EXPERIENCE*!**

[www.sf-planning.org/southdowntown](http://www.sf-planning.org/southdowntown)



# SOUTH DOWNTOWN

## DESIGN + ACTIVATION

### 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

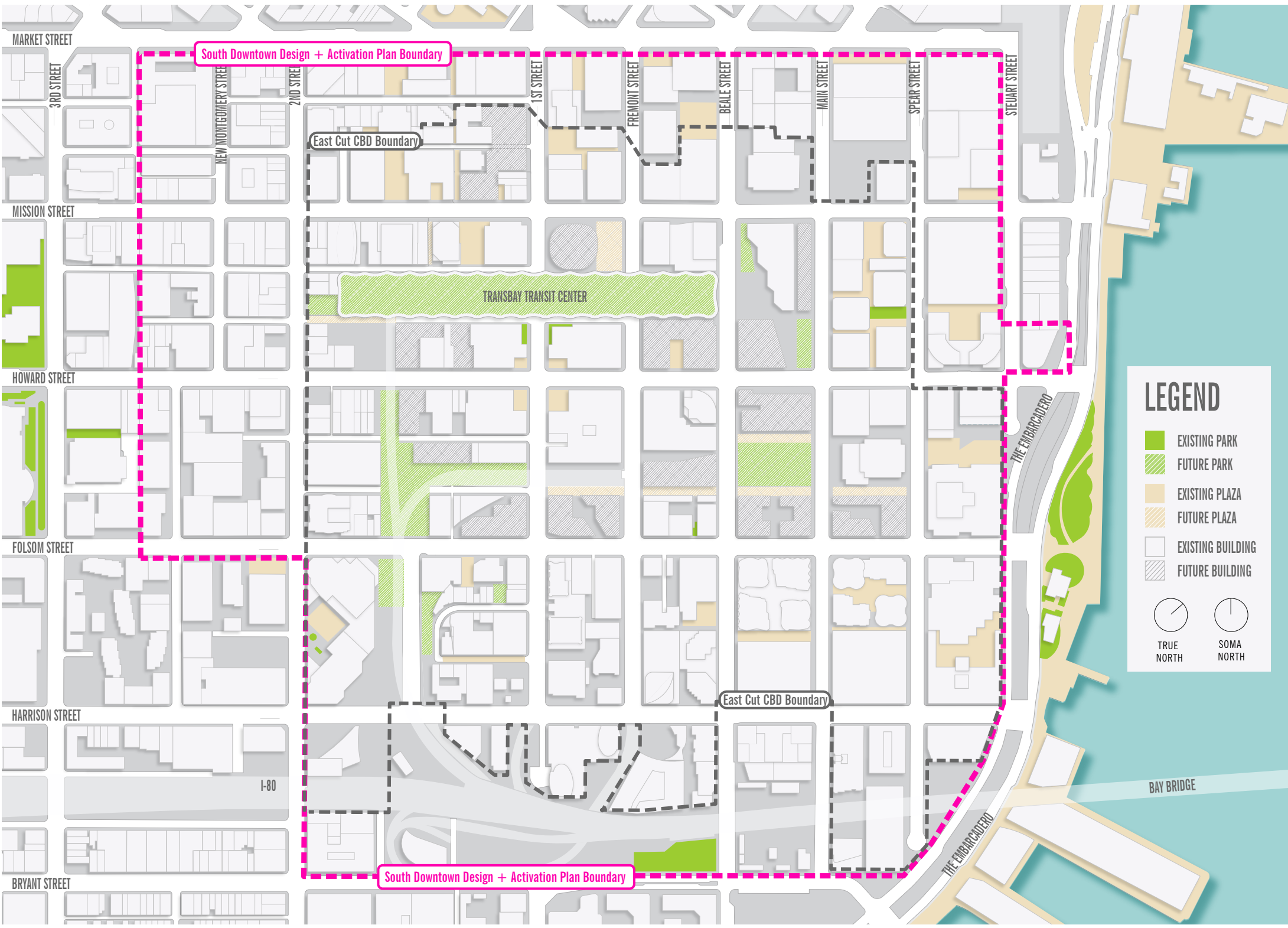
The South Downtown Design + Activation Plan emphasizes the need to enhance the built environment of the South Downtown area. Enhancing the built environment means thinking strategically about how we can activate our ground floors and create more vibrant pedestrian environments. It means improving upon 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

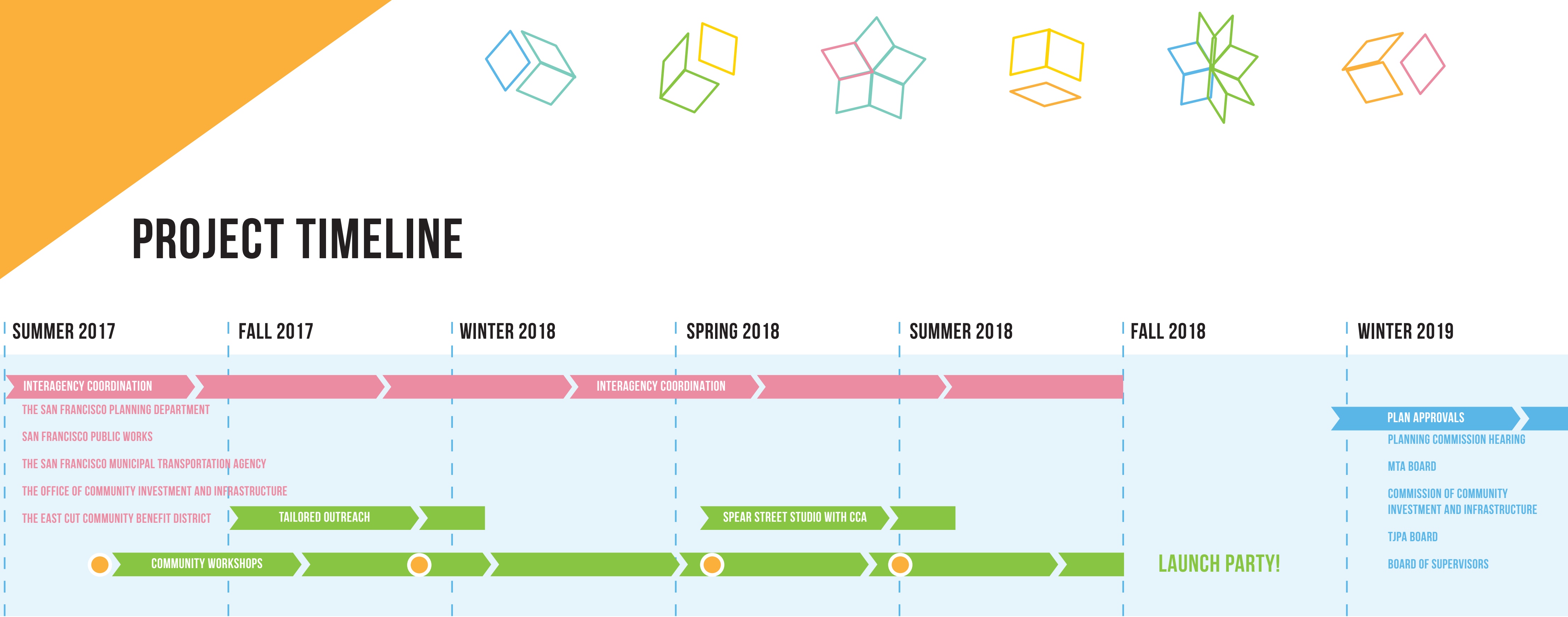


### FUTURE





# PROJECT TIMELINE



## WANT TO GET INVOLVED?

- TODAY!

COMMUNITY WORKSHOP 1 — PROJECT KICK-OFF

FOCUS: Project Overview, History, Future Projects, Goals and Objectives
- FALL 2017

COMMUNITY WORKSHOP 2 — ACTIVATION & OPEN SPACE

FOCUS: Open Space Framework, Key Open Spaces Overview, Activation Strategy & Framework
- SPRING 2018

COMMUNITY WORKSHOP 3 — POP-UP PARTY IN SPEAR STREET

FOCUS: Activation of Spear Street & Permanent Installations, Other Programming
- SPRING 2018

COMMUNITY WORKSHOP 4 — TRANSPORTATION 2 & DETAILS

FOCUS: Systems Overview, Project Prioritization, Details (Materials, Furniture, Greening)
- ONGOING

TAILORED OUTREACH

Small outreach events to businesses/residents, community groups to discuss the project.

## WE’LL BE LOOKING FOR INPUT ON:

- Prioritizing streetscape projects for near and long-term implementation
- 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)
- Designing and implementing modern 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

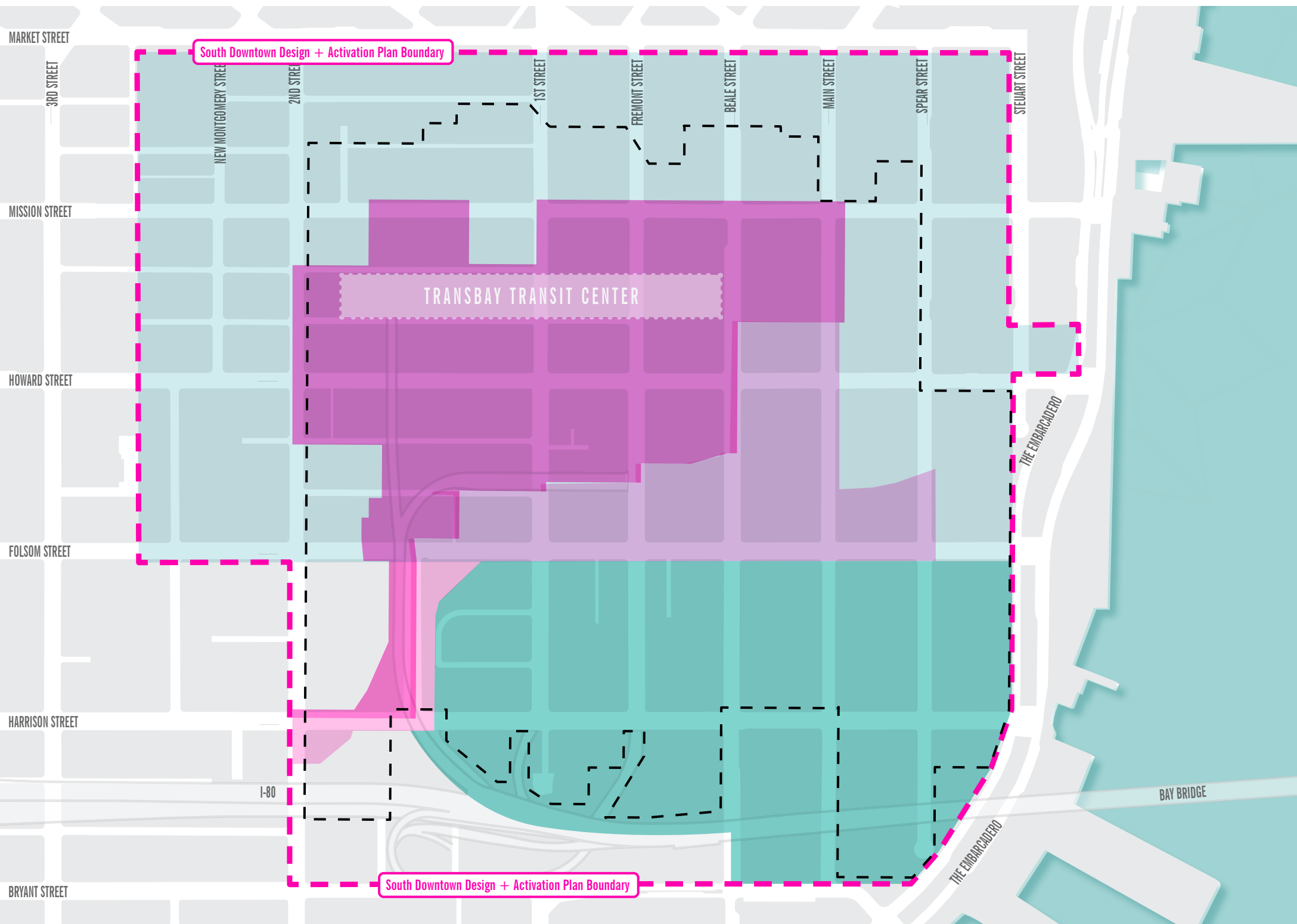
[www.sf-planning.org/southdowntown](http://www.sf-planning.org/southdowntown)



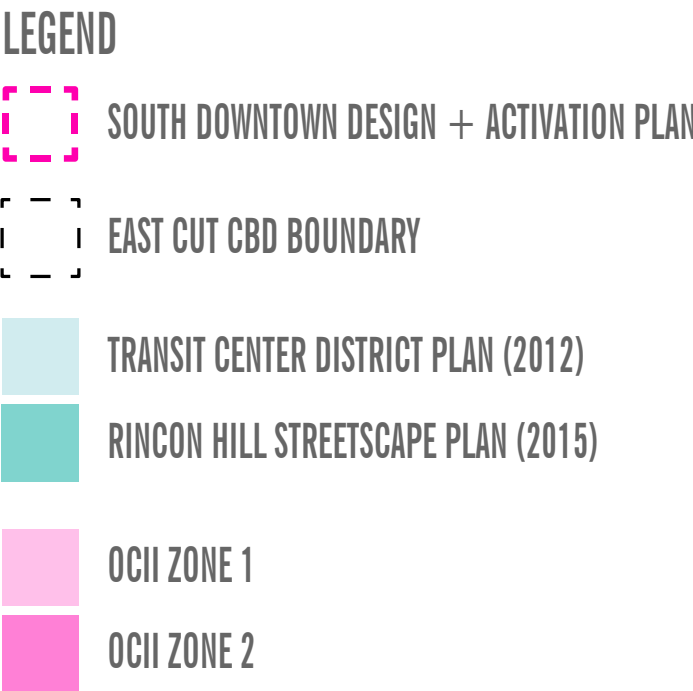
GOAL #1

REFINE & IMPLEMENT

This plan will build on previous planning efforts that have helped to shape the South Downtown 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.



The many active and recently completed development projects that define South Downtown today reflect the legacy of over 15 years of City planning in the area. Previous planning efforts covered distinct (albeit at times overlapping) geographies and were led by several city agencies. For example, the Rincon Hill Area Plan effort, which was led by the Planning Department, covers a geography south of Folsom street; whereas the Transbay Zones 1 and 2 which were planned at roughly the same time and was led by the Office of Community Investment and Infrastructure predominantly fall north of Folsom Street.



Despite the differences, the City has maintained a consistent policy of treating the South Sowntown as a unified cohesive place both during the planning process and during subsequent implementation efforts. For example, designs for north/south streets that span both Rincon and Transbay areas are designed with cohesive curb geometries, paving materials and furnishing palettes both north and south of Folsom Street.

PLANNING TIMELINE

The Plan will implement designs that were conceptualized previous planning initiatives.



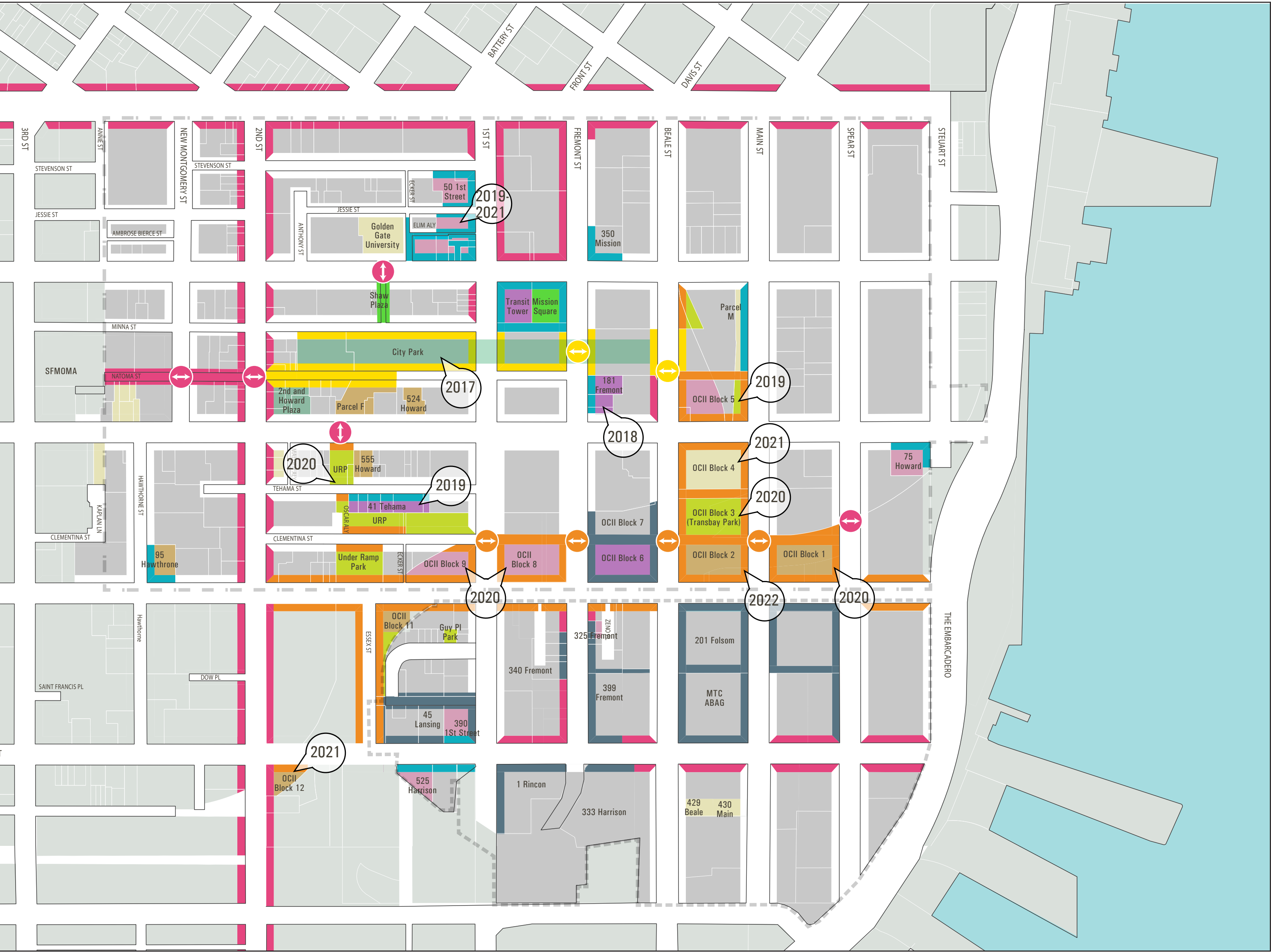


GOAL #2

ENHANCE THE BUILT ENVIRONMENT

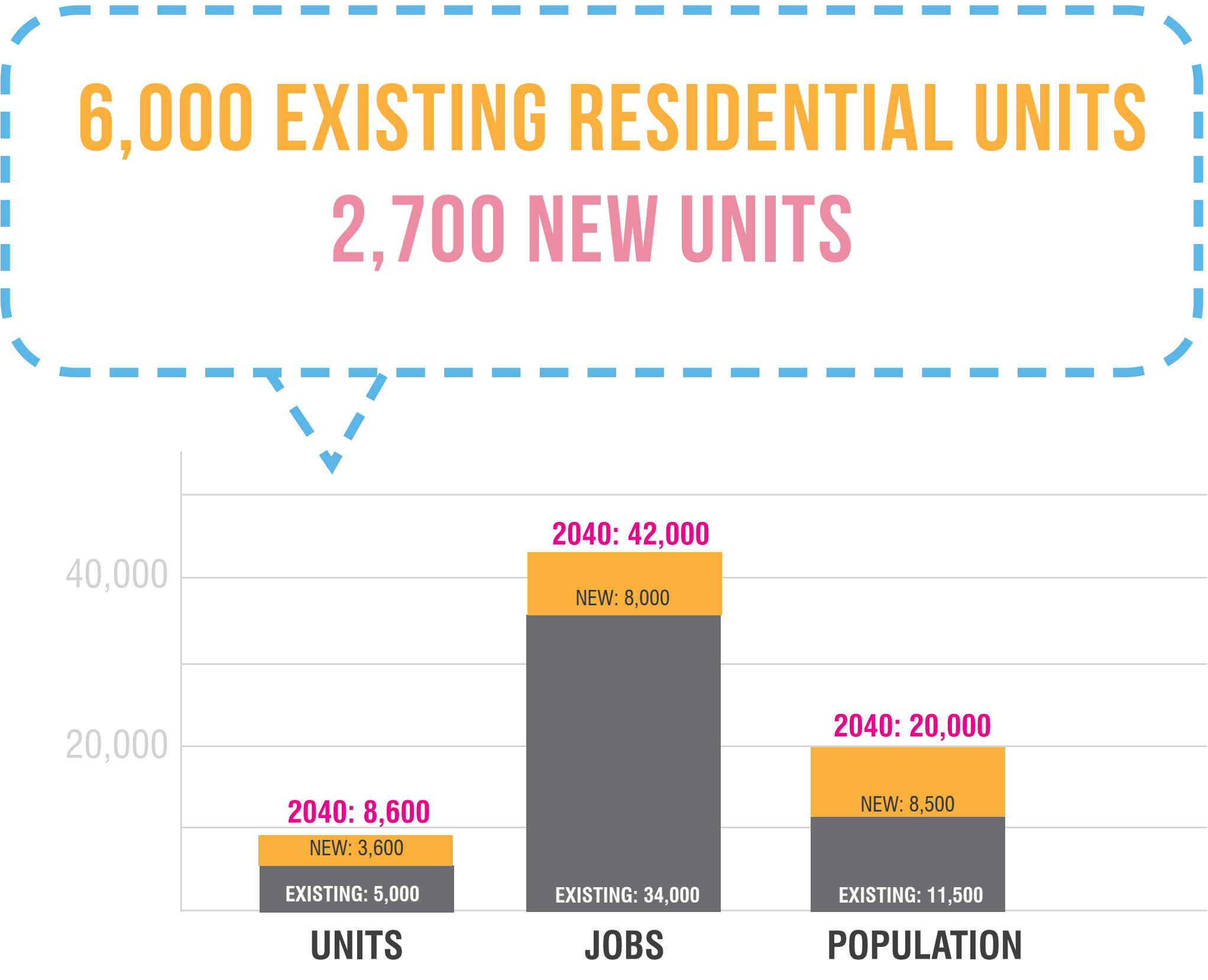
The South Downtown Design + Activation Plan emphasizes the need to enhance the built environment. Enhancing the built environment means thinking strategically about how we can activate our ground floors and create more vibrant pedestrian environments. It means improving upon and creating new open spaces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

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.

San Francisco’s entire southeast sector will see 75% of the growth that the city expects over the next 30 years with approximately 75,000 housing units and 150,000 jobs. The South Downtown is experiencing this 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 will, in addition to permanently altering the City’s skyline, dramatically increase the number of people living, working and visiting the area. In addition to 20+ new buildings, the South Downtown will see newer, faster transit; four new parks; and a better, safer bike network over the next 5-10 years.





# PARKS, OPEN SPACES & BUILDINGS IN THE PIPELINE



**CITY PARK**  
DESIGNER: Peter Walker Partnership  
ESTIMATED COMPLETION DATE: Late 2017  
The Transit Center will feature "City Park," a public 5.4-acre rooftop park. The 1,400 foot long elevated park will feature a wide range of activities and amenities, including children's play space, as well as a restaurant and cafe.



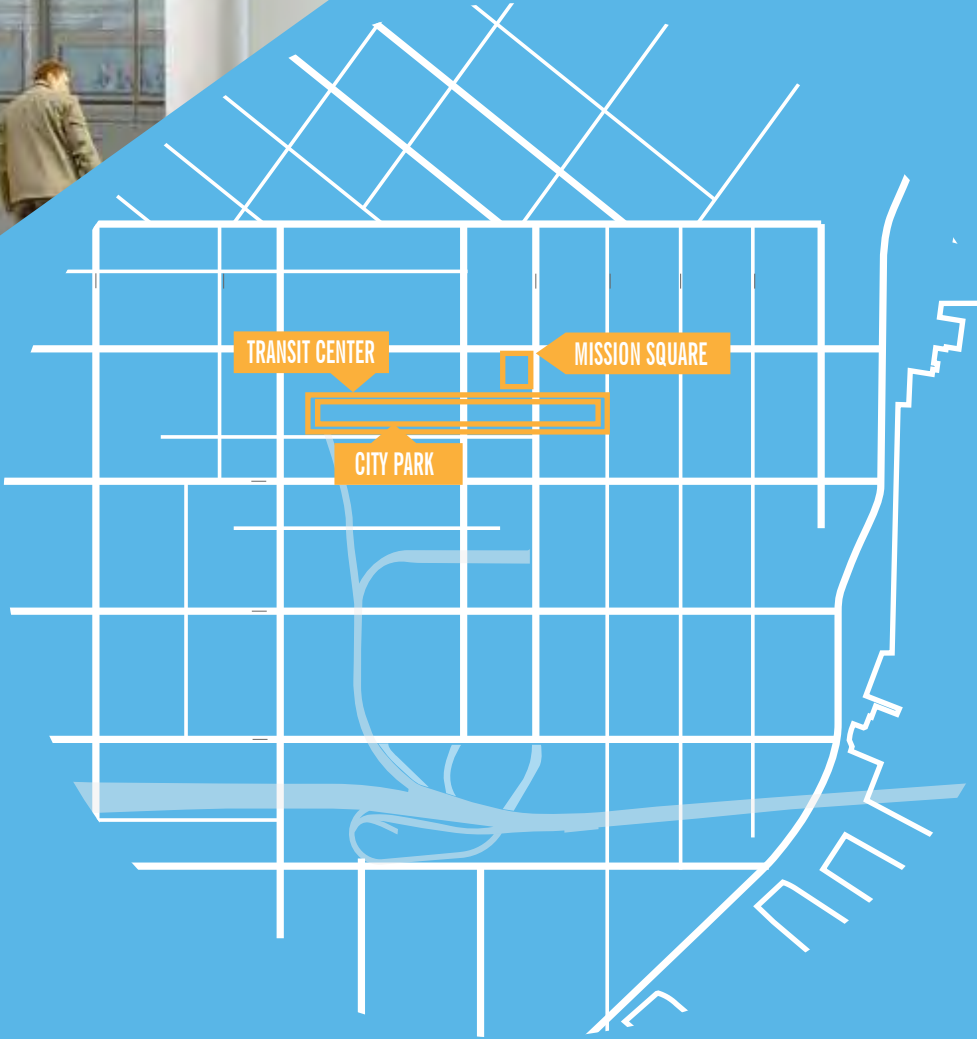
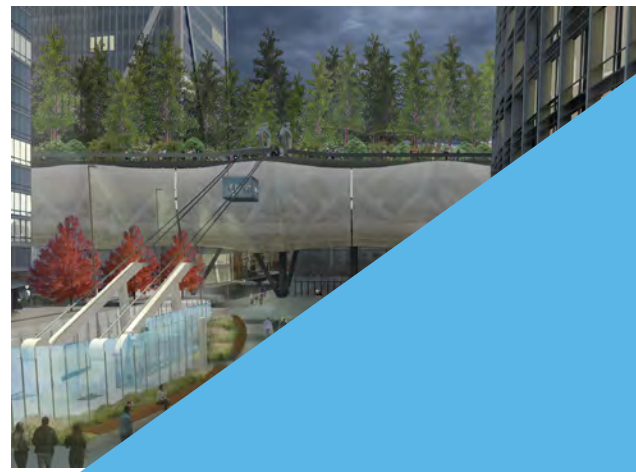
**TRANSIT CENTER**  
DESIGNER: Pelli Clarke Pelli  
ESTIMATED COMPLETION DATE: LATE 2017  
The new Transbay Transit Center will replace the former Transbay Terminal in downtown San Francisco with a modern transit hub. Extending just south of Mission Street from Second to Beale Streets, the Transit Center will connect eight Bay Area counties and the State of California through 11 transportation systems: AC Transit, BART, Caltrain, Golden Gate Transit, Greyhound, Muni, SamTrans, WestCAT Lynx, Amtrak, Paratransit and California's future High Speed Rail from San Francisco to Los Angeles/Anaheim.



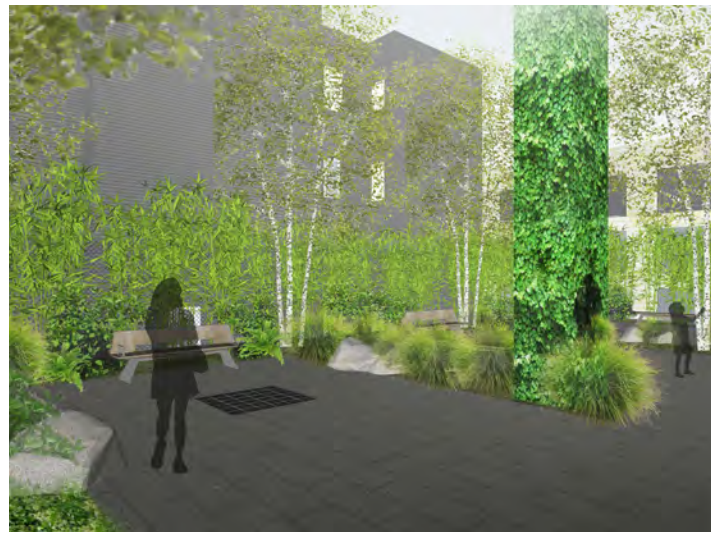
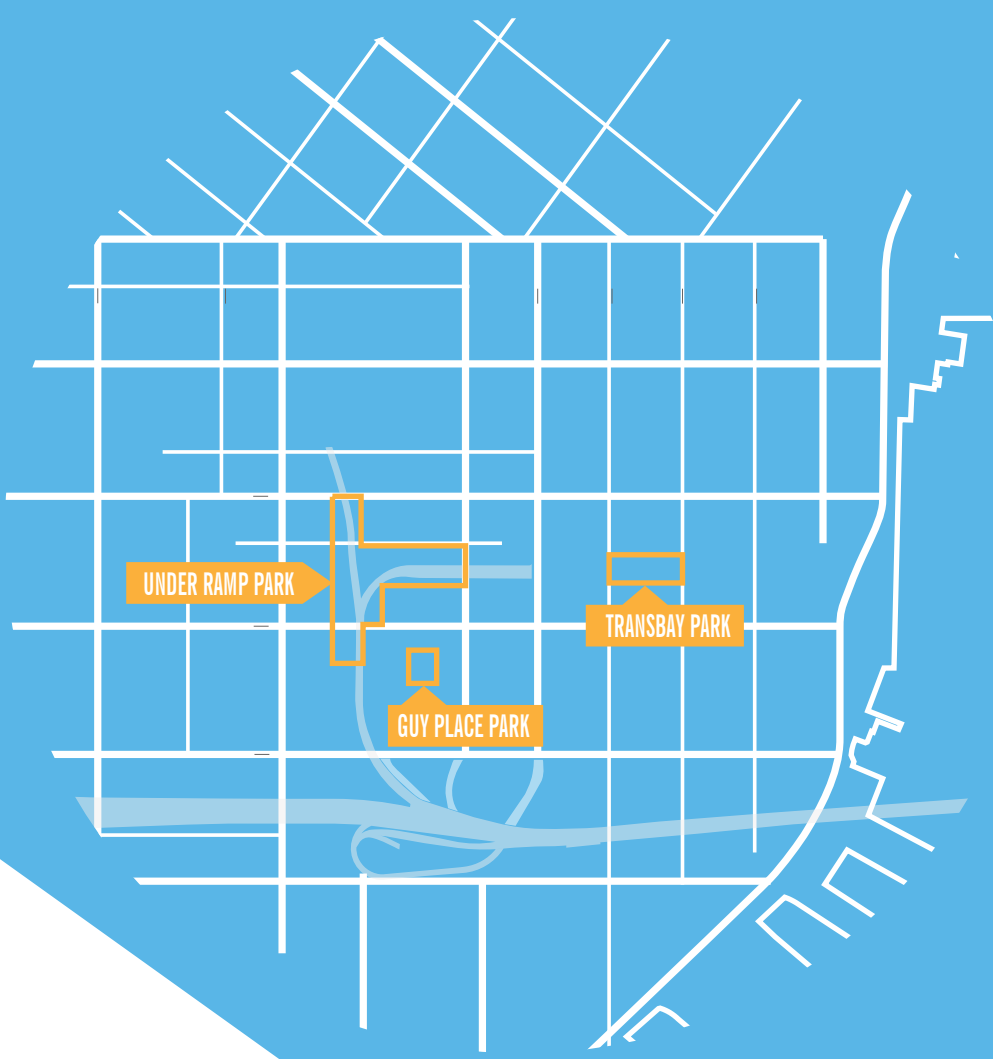
Rendering by Pelli Clarke Pelli Architects, courtesy of the TJPA.



**MISSION SQUARE**  
DESIGNER: SWA GROUP, MARK CAVAGNERO ASSOCIATES  
ESTIMATED COMPLETION DATE: LATE 2017  
Due to its location directly adjacent to the Transbay Transit Center and Salesforce Tower, Mission Square will be one of the most used public outdoor spaces in downtown San Francisco. Pedestrian traffic through the Square is expected to be extremely high with nearly 100,000 daily users expected at the Transit Center, as well as approximately 12,000 people working in the office buildings immediately adjacent to the site. The design features custom designed in-ground LED light fixtures will engage visitors and provide a unique, inviting nighttime experience.







## GUY PLACE PARK

IMPLEMENTING AGENCY: SF Rec Park

DESIGNER: San Francisco Public Works

ESTIMATED COMPLETION DATE: Late 2018 – Early 2019

The long-anticipated Guy Place Mini Park is on the move. The project is fully designed and funded. The park design uses understory plantings and seating to divide the space into three tranquil “rooms”. The design features birch trees that will provide dappled light in the space several vine columns, granite paving, benches, boulders, perimeter fence, and an ornamental metal entry gate. Construction documents will be advertised for bids in Summer 2017 and the park is expected to open to the public in late 2018 or early 2019.

## UNDER RAMP PARK

IMPLEMENTING AGENCY: Office of Community Investment and Infrastructure

DESIGNER: CMG Landscape Architecture

ESTIMATED COMPLETION DATE: 2020

Under Ramp Park will be a new neighborhood park within the Transbay Redevelopment Area. Spanning Harrison to Howard Streets, the park is comprised of five distinct spaces separated by Folsom, Clementina, and Tehama Streets. The park is located below the existing Interstate 80 Fremont exit ramp and the future Transit Center bus ramp with approximately 25% of the site open to the sky. This affords unique opportunities and constraints for the park design.

The park design responds to the variety of site conditions, edges, and divisions by featuring a series of a park rooms that are unified by circulation routes, color, lighting, and materiality. The park rooms range from a children’s play area, a beer garden, and a multilevel pavilion with park-serving retail and amenities. Each park room includes unique site elements such as porch swings suspended form the overhead bus ramp, a sculptural bouldering wall encasing a ramp column, and a playful slide route through the park’s various topographic levels.



## TRANSBAY PARK

IMPLEMENTING AGENCY: Office of Community Investment and Infrastructure

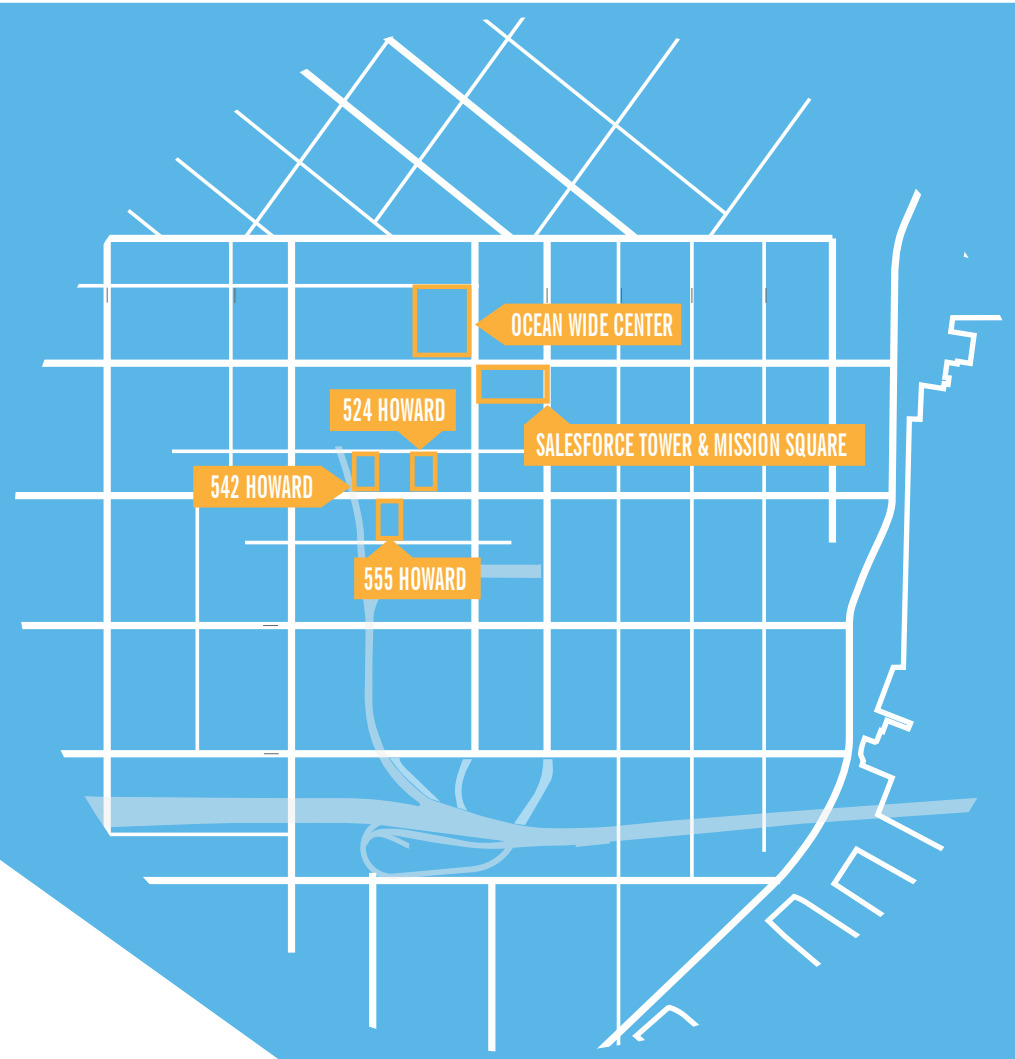
DESIGNER: TBD

ESTIMATED COMPLETION DATE: 2021

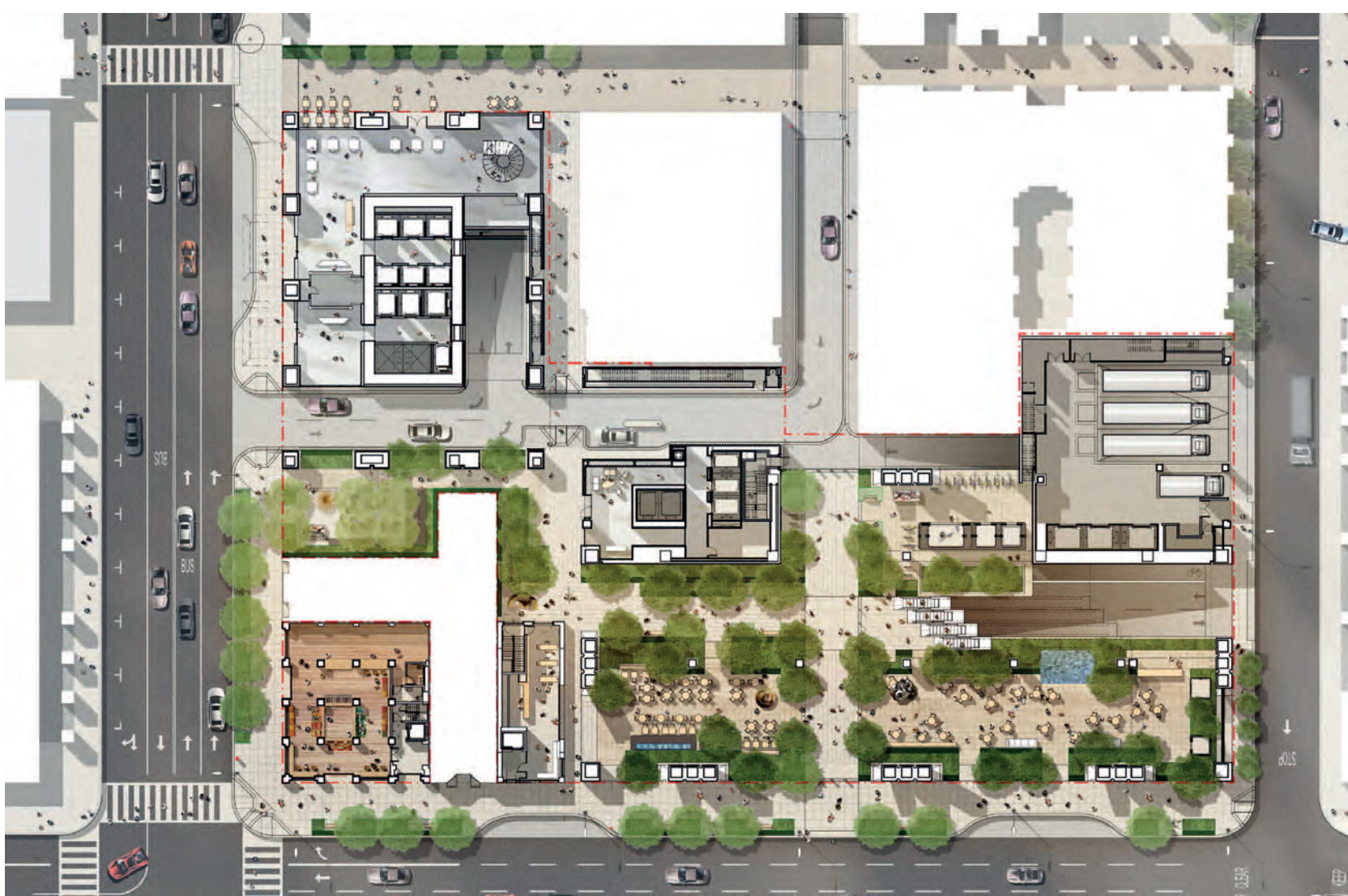
After the new Transit Center opens, a portion of the Temporary Terminal site will be transformed into a new 1.3 acre public park. While the final design of the park will be refined through future community feedback, the project design goals are to create facilities that maximize utilization by surrounding residents, incubate civil society, minimize maintenance costs and minimize the environmental impact. The programming will include a mix of active recreation and passive open space and will include uses for children ages 1-12.







**SALESFORCE TOWER + MISISON SQUARE**  
 DESIGNER: Pelli Clarke Pelli  
 ESTIMATED COMPLETION DATE: Late 2018 – Early 2019  
 1.35 million square feet of office. 9,800 square feet of ground floor retail. Publically accessible pedestrian bridge to Transit Center.



**OCEANWIDE CENTER**  
 DESIGNER: Foster + Partners  
 ESTIMATED COMPLETION DATE: Late 2021  
 109 housing units. 1,007 square feet of office. Features 5-story tall urban room/public open space underneath the building

## THE HOWARDS



**524 HOWARD**  
 DESIGNER: Handel Architects  
 PROJECT STATUS: Project Entitled (Planning Dept. Approvals Complete)  
 334 housing units. 7,800 square feet of ground floor retail. Publically accessible pedestrian bridge to the Transit Center.



**542 HOWARD**  
 DESIGNER: Pelli Clarke Pelli Architects  
 PROJECT STATUS: Under Review  
 175 housing units. 220-Room Hotel. 10-floors of office. Ground-floor retail, skybridge and elevator providing public access to City Park above the Transit Center.



**555 HOWARD**  
 DESIGNER: Renzo Piano  
 PROJECT STATUS: Project Entitled (Planning Department Approvals Complete)  
 69 housing units. 255-Room hotel. Ground floor restaurant fronting Under Ramp Park. Publically accessible rooftop skybar/cafe.





**FOLSOM BAY TOWER — TRANSBAY BLOCK 1**  
 DESIGNER: Studio Gang Architects/Perry Architects  
 ESTIMATED COMPLETION DATE: 2020  
 391 housing units (40% Affordable).



**PARK TOWER — TRANSBAY BLOCK 5**  
 DESIGNER: Solomon Cordwell Buenz  
 ESTIMATED COMPLETION DATE: 2020  
 767,000 square feet of office and new public open space fronting Howard and Main Streets.



**500 FOLSOM — TRANSBAY BLOCK 9**  
 DESIGNER: SOM  
 ESTIMATED COMPLETION DATE: 2020  
 545 housing units (20% Affordable). 7,000 square feet of retail.



**250 FREMONT/400 FOLSOM — TRANSBAY BLOCK 8**  
 DESIGNER: HKS  
 ESTIMATED COMPLETION DATE: 2020  
 554 housing units (30% Affordable). Project includes retail plaza on Folsom Street.



**280 BEALE/299 FREMONT — TRANSBAY BLOCK 6**  
 DESIGNER: BAR Architects  
 PROJECT STATUS: Completed 2016  
 479 housing units (15% Affordable). Ground floor retail.

**255 FREMONT/222 BEALE — TRANSBAY BLOCK 7**  
 DESIGNER: Santos Prescott & Associates  
 PROJECT COMPLETED  
 120 housing units (100% Affordable). Ground floor retail on Folsom.



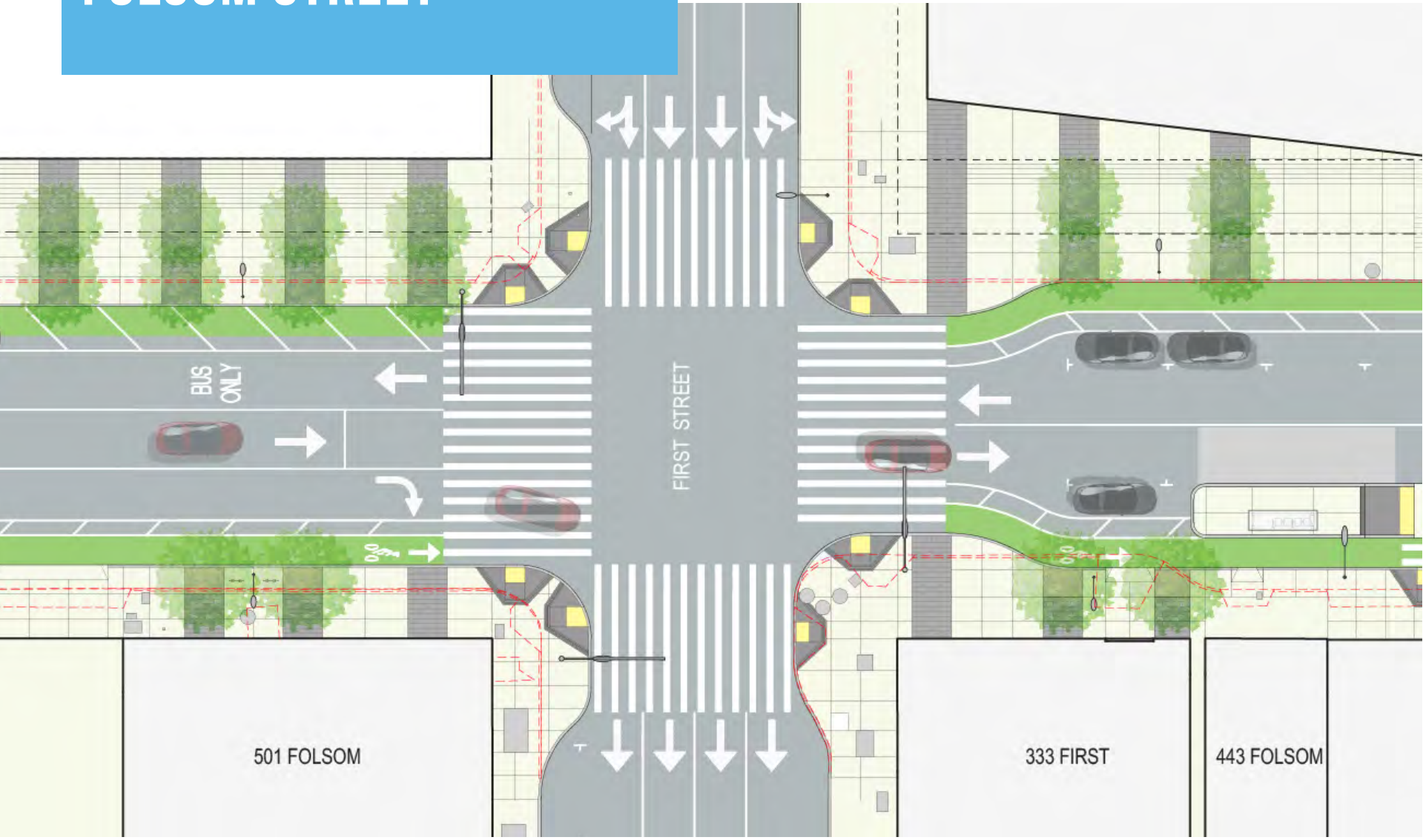


# STREETS IN THE PIPELINE

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 SFMTA, Public Works, and the Planning Department have worked together to establish designs for Folsom Street, 2nd Street, and Harrison Street. The following designs have been vetted by City agencies, but not yet completely built. Other streetscape projects include a Natoma pedestrian-way, spanning from the SFMOMA to the Transit Center, as well as 15+ mid-block crossings overtime. Other opportunities, such as Spear Street, may present themselves throughout this process to enhance streetscapes and the public realm.



## FOLSOM STREET



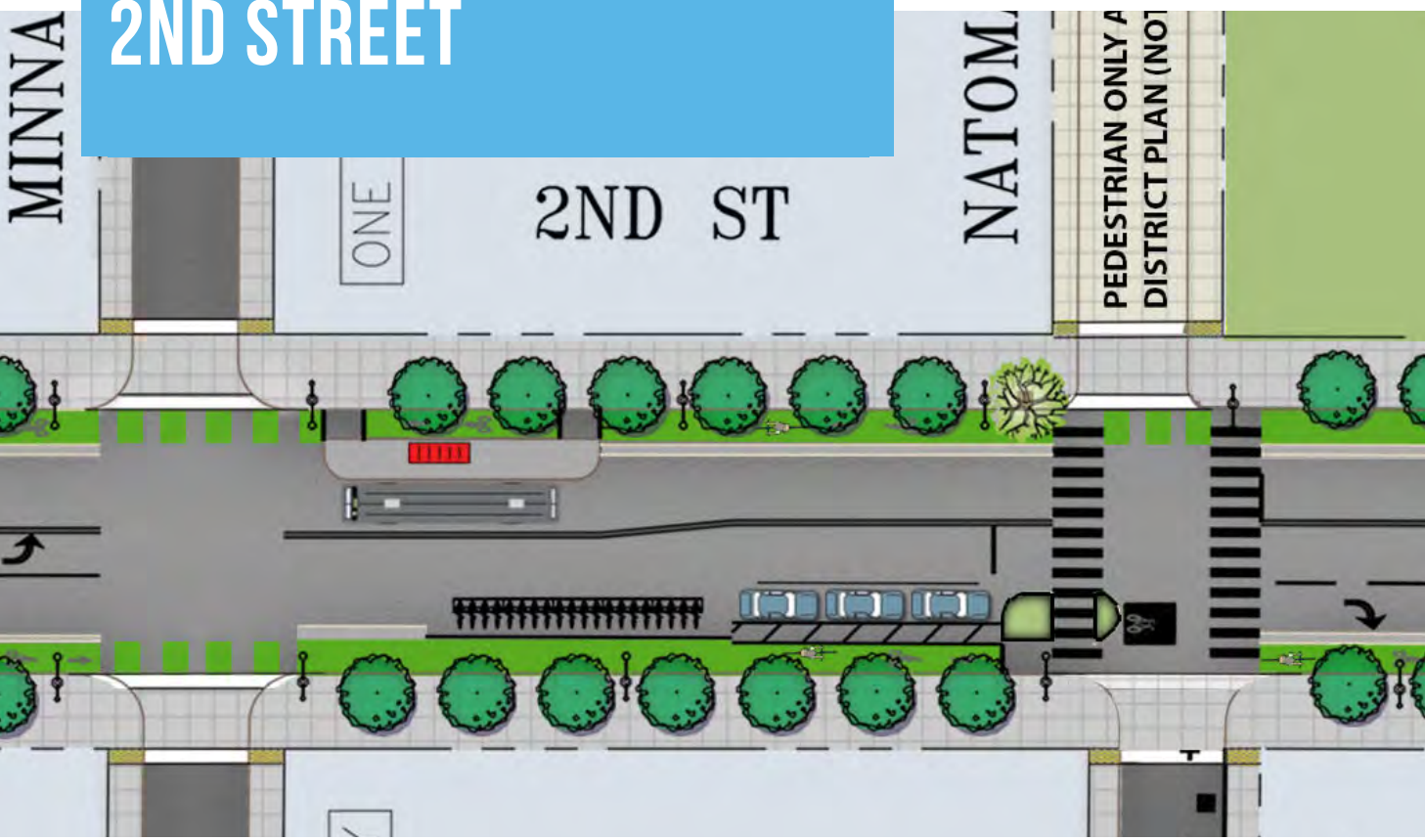
**PLAN**  
Folsom street, from 2nd to Embarcadero, will include parking, protected bike lanes, lush greenery, and 2-way car traffic.



**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



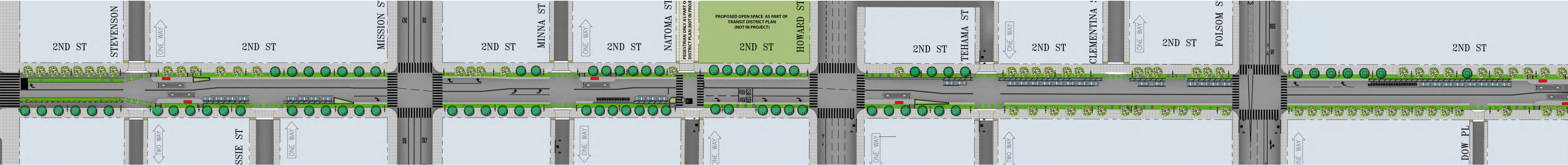
**PLAN**  
2nd Street's proposed design above includes turn pockets, protected bikeways and landscaping. The Natoma Pedestrian Mall will be built by the TJPA.



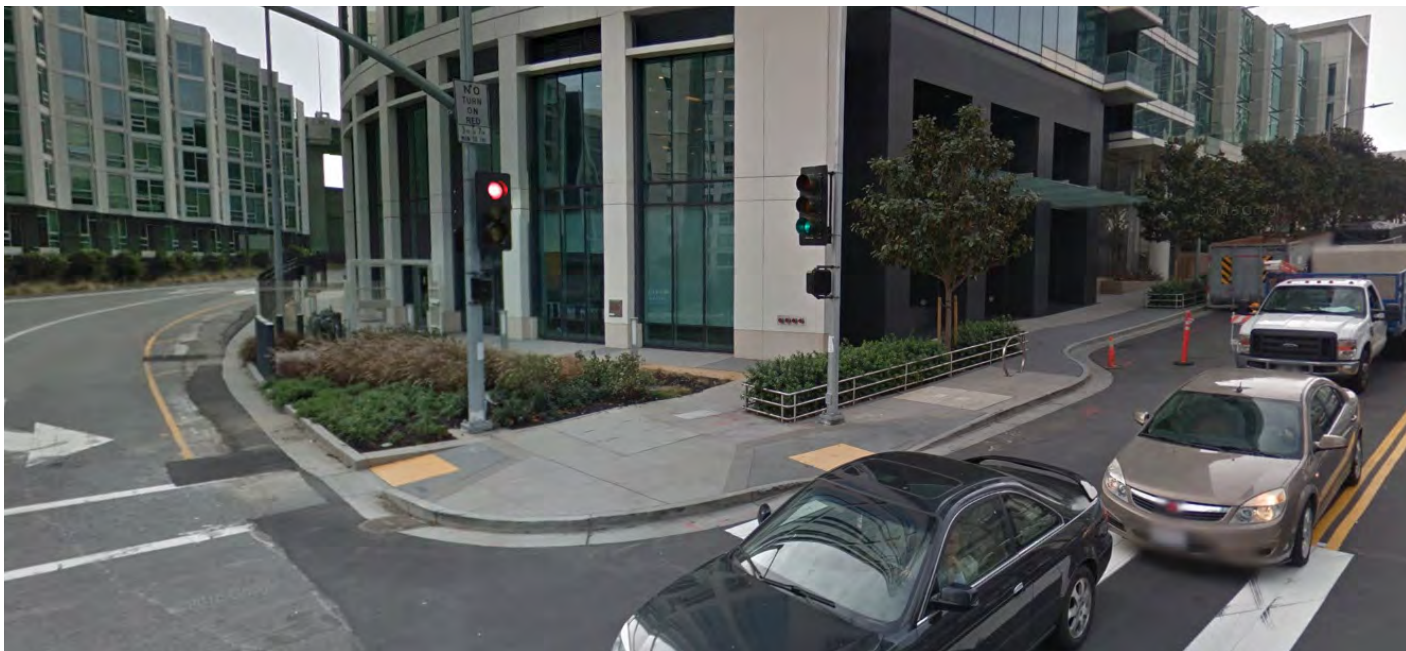
**2ND STREET RENDERING**  
Bike ways will be protected from the vehicle lane with physical barriers and landscaping.



**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



**HARRISON - BUILTOUT**  
Parts of Harrison Street have already been constructed by private developments to include lush greenery and large bulb-outs.



**HARRISON STREET AT FREMONT BULBOUT**  
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.

## SPEAR STREET



**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.



## GOAL #3

# ELEVATE THE EXPERIENCE

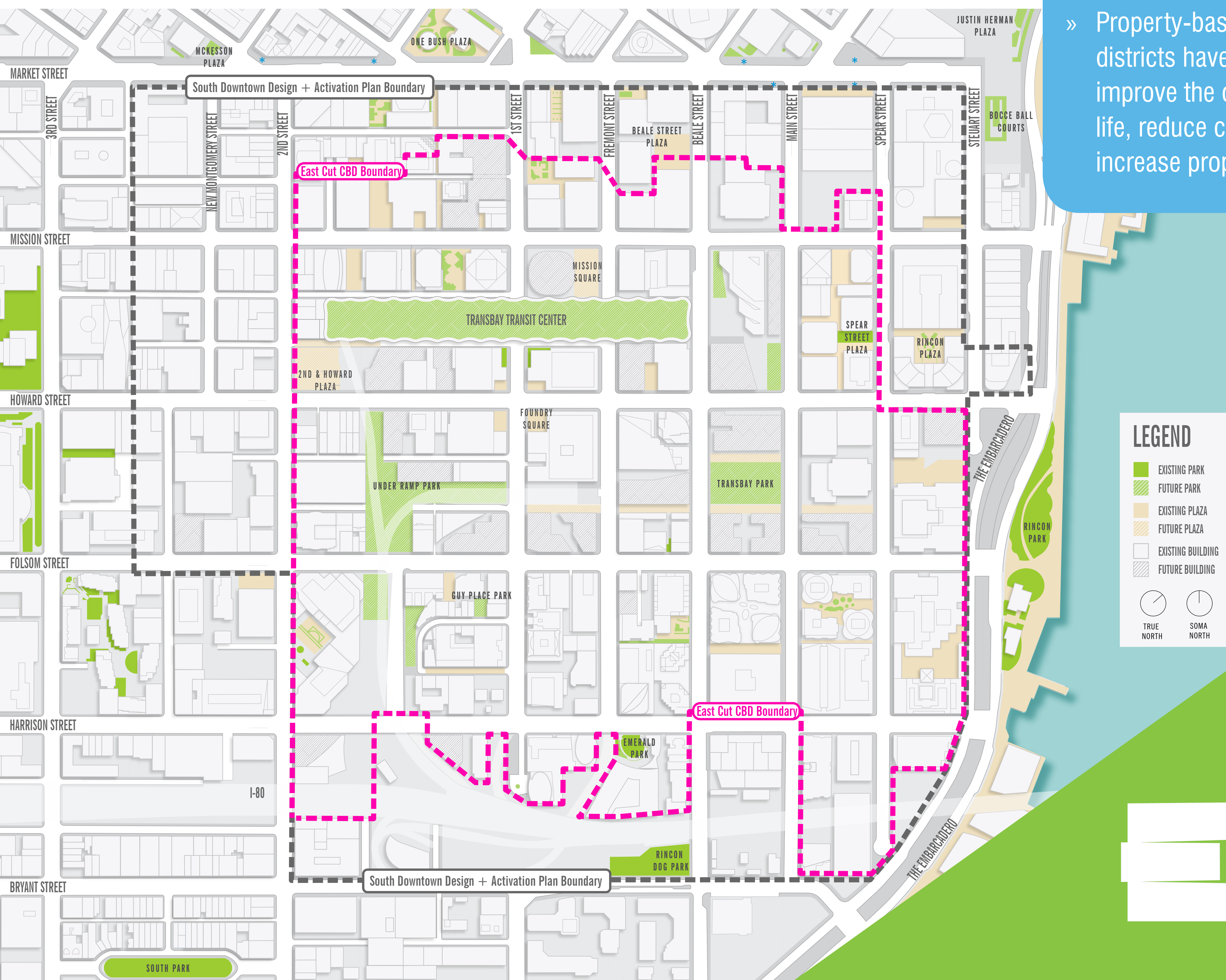
Think about your favorite streets and public spaces. Why do you love them? For most people, the answer to this question involves multiple elements that work together to create a positive sensory and emotional experience. Our experience of streets and public spaces is rooted in a sense of place and identity. 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.

## THE EAST CUT CBD

- » Formed in July 2015 by homeowners and commercial property owners for a 15-year period
- » The East Cut District encompasses the Rincon Hill and Transbay areas, including the 5.4 acre rooftop garden, and anchored by Folsom Street to unify the residential and commercial parts of the District.
- » The East Cut Community Benefit District is currently the City's largest special assessment district with over 3,600 parcels and property owners

## WHAT IS A COMMUNITY BENEFIT DISTRICT?

- » A partnership between the City of San Francisco and local communities funded through annual assessments.
- » CBDs provide additional services beyond the baseline provided by City agencies. Services include cleaning and safety, streetscape improvements, economic development, and neighborhood advocacy at City Hall.
- » Property-based improvement districts have been found to improve the overall quality of life, reduce crime rates and increase property values.





# PUBLIC SPACE ACTIVATION/ PROGRAMMING TECHNIQUES

## STREET FESTIVALS



Streets can be temporarily transformed into public space through Play Streets, block parties, or festivals.

## MARKETS



Markets can help activate public spaces, providing a place for people to gather, shop, and support local businesses and farmers.

## OUTDOOR MOVIES



Outdoor movies can enliven public spaces at night and provide entertainment for people of all ages.

## SOCIAL PROGRAMMING



Public spaces can become a stage for music, dance performances, or other programming for residents and visitors.

## SEATING



Open public seating provides places for people to socialize or eat a meal outdoors. Movable chairs/tables provide flexibility to support groups of varying sizes.

## DECORATIVE LIGHTING



Decorative lighting makes streets and public spaces more inviting at night.

## POP-UP RETAIL



Pop-up retail provides opportunities to small, local businesses and can be used to offer services or amenities to residents.

## COMMUNITY GARDENS



Community Gardens add greenery and provide space for neighbors to gather, socialize, and cultivate plants.

## INTERACTIVE ART



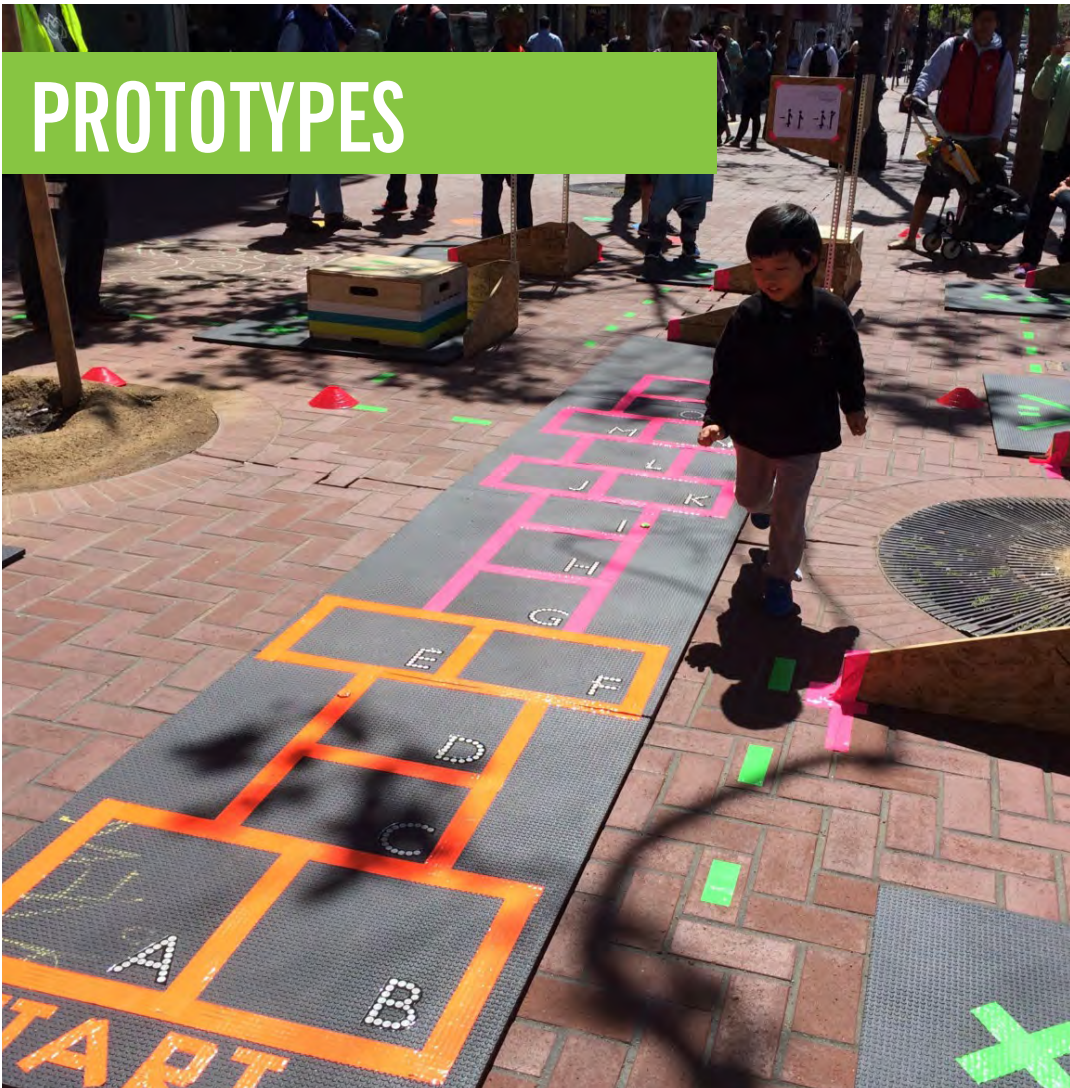
Art installations such as the Whispering Dishes created on Market Street encourage people to interact and see their surroundings in new ways. The iconic project pictured here was created through San Francisco's first Living Innovation Zone program.

## MURALS



Murals add beauty and color and provide opportunities to collaborate with local artists.

## PROTOTYPES



Innovative temporary projects can be used to "prototype" long-term improvements and create more opportunities for people to connect and play while walking down the street.

## PLACES TO PLAY



Traditional playgrounds or creative uses of open public space can add places to play for children and families. The image above shows how a sidewalk was transformed into a play space in San Francisco's Telegraph Hill Neighborhood.



# CREATING A GREAT URBAN ENVIRONMENT

Essential to a great urban experience is an active ground floor, and the best ground floors create opportunities for civic life – commerce, creativity, culture, and community. The existing planning for this neighborhood accounts for creation of these great spaces. But, planning alone is not a guarantee that vibrant ground floors and sidewalks will come to life. This fine-grain work is best done at the community level, and it requires leadership from a network of partners - from artists to local business owners to individual residents.

## WALKING TOUR

### SAVE THE DATE!

### SUNDAY, SEPTEMBER 10TH

JOIN THE EAST CUT CBD AND CITY PARTNERS FOR AN INTERACTIVE WALKING WORKSHOP AND BLOCK PARTY! DURING THE “WALK-SHOP”, YOU’LL HAVE THE CHANCE TO GET OUT IN THE STREETS WITH US TO SHARE YOUR EXPERIENCES AND HELP GENERATE IDEAS FOR GROUND FLOOR AND SIDEWALK ACTIVATION PROJECTS. WE’LL END THE WALK-SHOP AT A NEIGHBORHOOD BLOCK PARTY.

HOPE TO SEE YOU THERE!

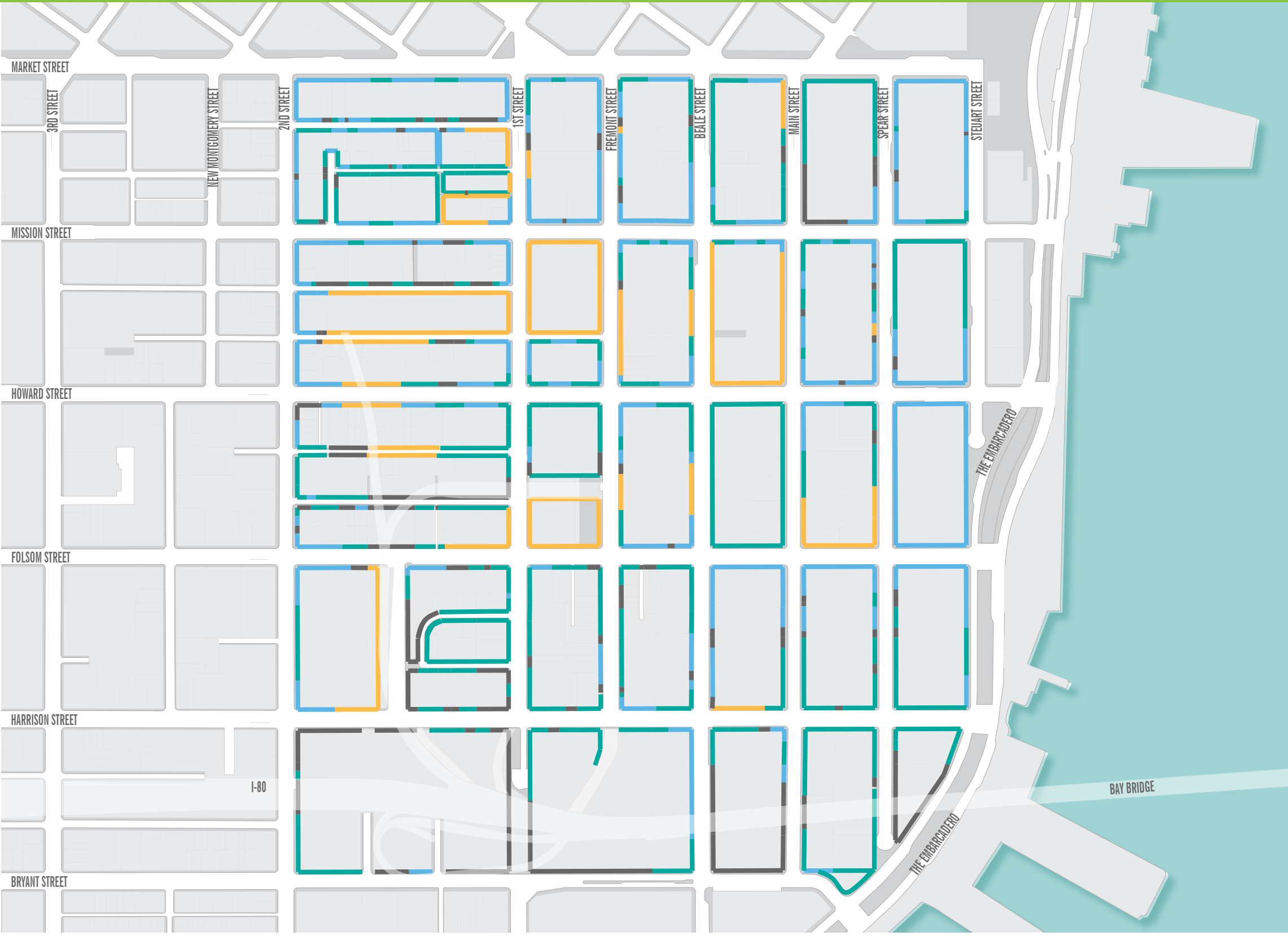
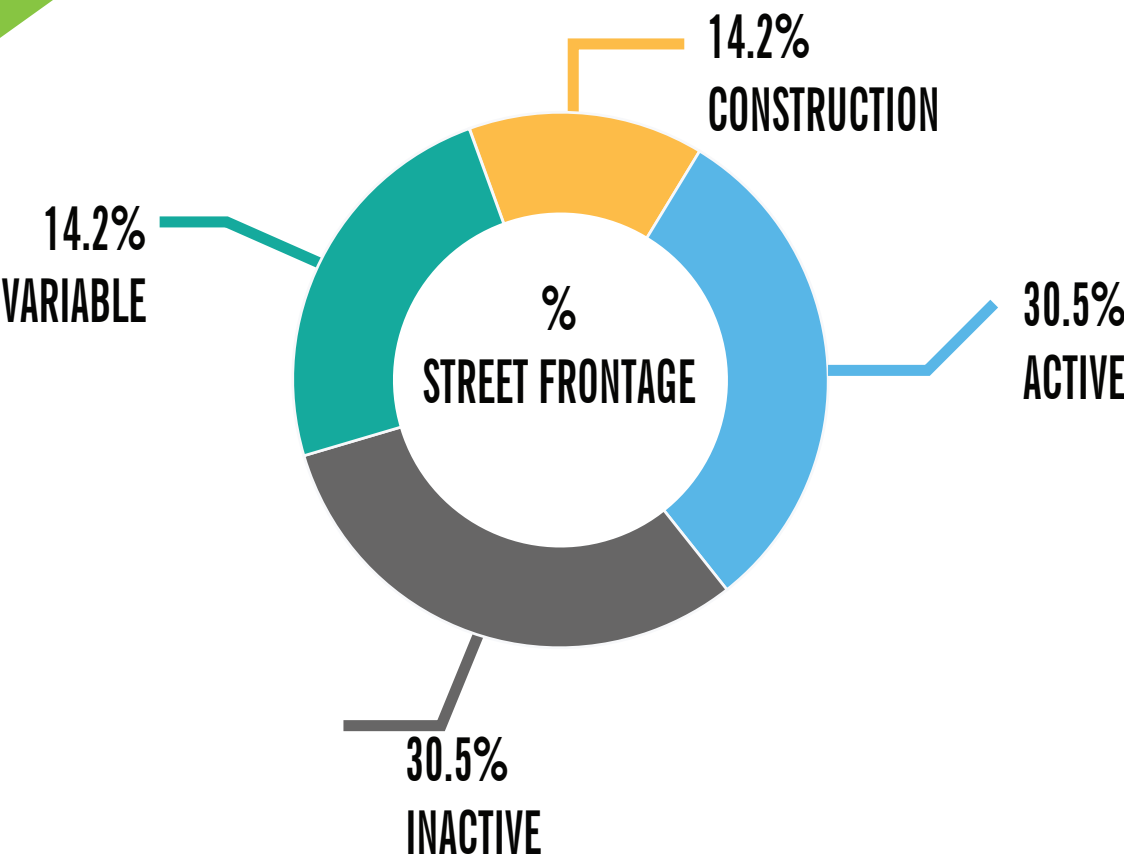
## A KEY FIRST STEP: STREET FRONTAGE ANALYSIS

### OBJECTIVE

- » Understand where different activation and programming is most appropriate in order to build on or improve the experience
- » 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

### NEXT STEPS

- » Conduct further outreach to better understand which street edges have the most potential for further activation to improve the urban experience
- » Conduct a retail study to determine the best strategies for improving the mix of retail available in the neighborhood and creating a dynamic public realm.



### OPPORTUNITY SITES

#### 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

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



#### CONSTRUCTION

These areas represent active construction projects in the neighborhood. Though construction can detract from the urban experience in the short term, many current projects will provide public amenities (such as new parks) once complete.



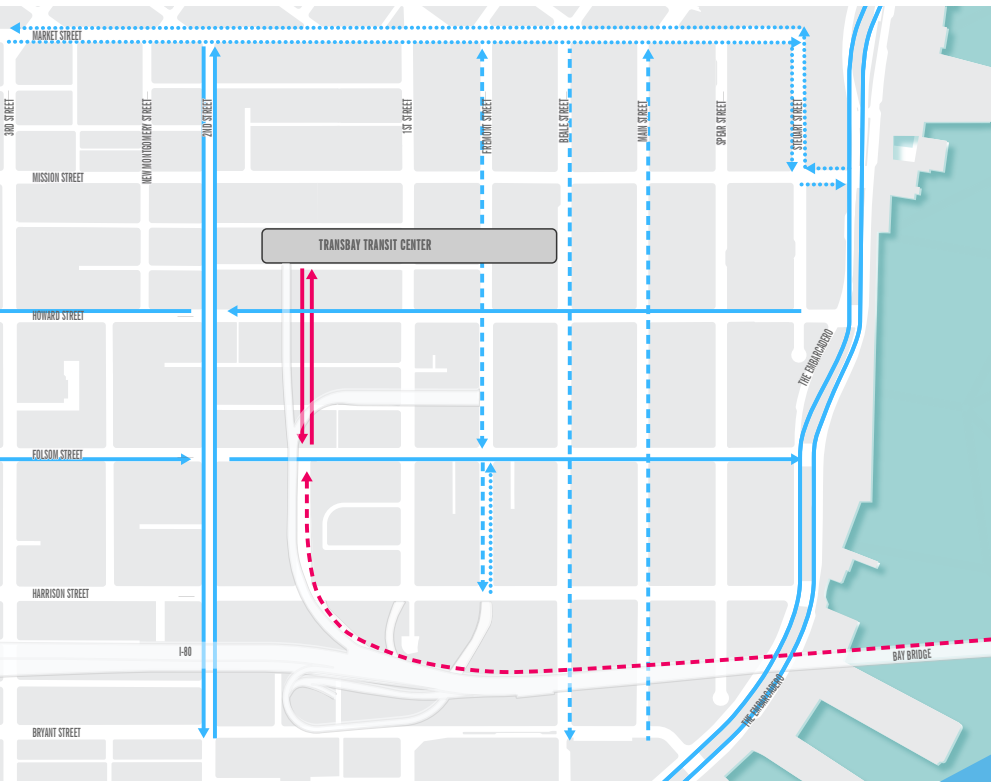


GOAL #4

PRIORITIZE SAFETY & MOBILITY

EXISTING & PLANNED BIKE NETWORK

As planned in previous Transit Center District Plan and Rincon Hill Area Planning Efforts



NO MORE BUSINESS AS USUAL

The Transit Center District Plan (TCDP), adopted in 2012, recommended the bicycle network, illustrated in the map to the left, maintain flexibility to consider bicycle improvements in the future.

These are important connections in the proposed bicycling network can be improved to clarify the bike network and increase safety and usability for people who bike.

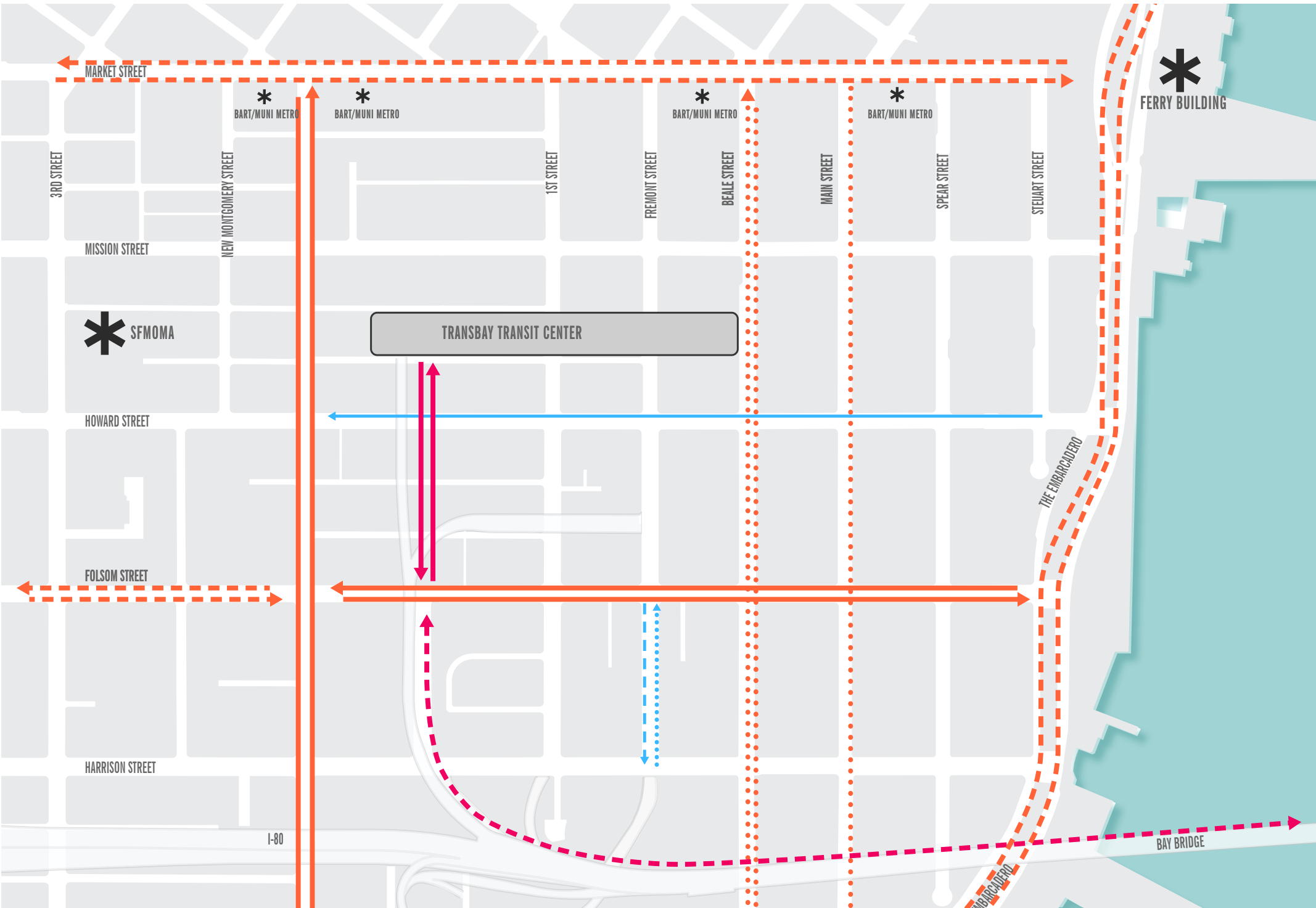
Unprotected existing bike lanes, as seen in the image to the left, expose cyclists to potential conflicts with motorized vehicles.

The South Downtown Design & Activation Plan will identify cycling facilities that can be improved to create safe, high-quality connections.

Potential improvements include protected bike lanes on Folsom, a two-way cycletrack on Beale Street, and dedicated bike signals.

UPGRADES TO PLANNED BIKE NETWORK

Potential improvements in the South Downtown



- SHARROWS (MIXED WITH CAR TRAFFIC)
- EXISTING BIKE LANE
- PLANNED BIKE LANE
- UPGRADE TO PROTECTED BIKE LANE (UNDER STUDY)
- PROTECTED BIKE LANE (UNDER DESIGN)
- APPROVED PROTECTED BIKE LANE
- PLANNED OFF-STREET BIKE PATH
- FUTURE BAY BRIDGE BIKE PATH (LONG-TERM)

WHAT'S NEW?

As seen in the images on the right, many cities across the country are implementing cutting edge multimodal design that prioritize safety and efficiency for pedestrians and people who bike. San Francisco can learn from these best practices and continue to create safer streets for all users.

WANT SAFER BIKE LANES?  
PUT A DOT HERE!



**VANCOUVER, BC**  
The example above shows an intersection that allows bikes to continue through on a separate signal phase with a dedicated lane protected by street buffers and landscaping.



**BOSTON, MA**  
Car-separated bike lanes allow for on-street parking to supplement the street buffer, increasing separation from people bicycling and driving.



**SEATTLE, WA**  
Street buffers and transit boarding islands maximize the safety and comfort of people bicycling and driving by physically separating these roadway users with a vertical object or a raised median.



**CHICAGO, IL**  
Protected intersections provide clear right-of-way assignment and promote predictability of movements. The painted intersections also clearly define pedestrian and bicyclist spaces within the intersection and minimize potential conflicts.



**SEATTLE, WA**  
Two-way bikeways allow people who bike to use safer and clearly dedicated areas of the street to provide connectivity and access to bicyclists traveling in both directions.

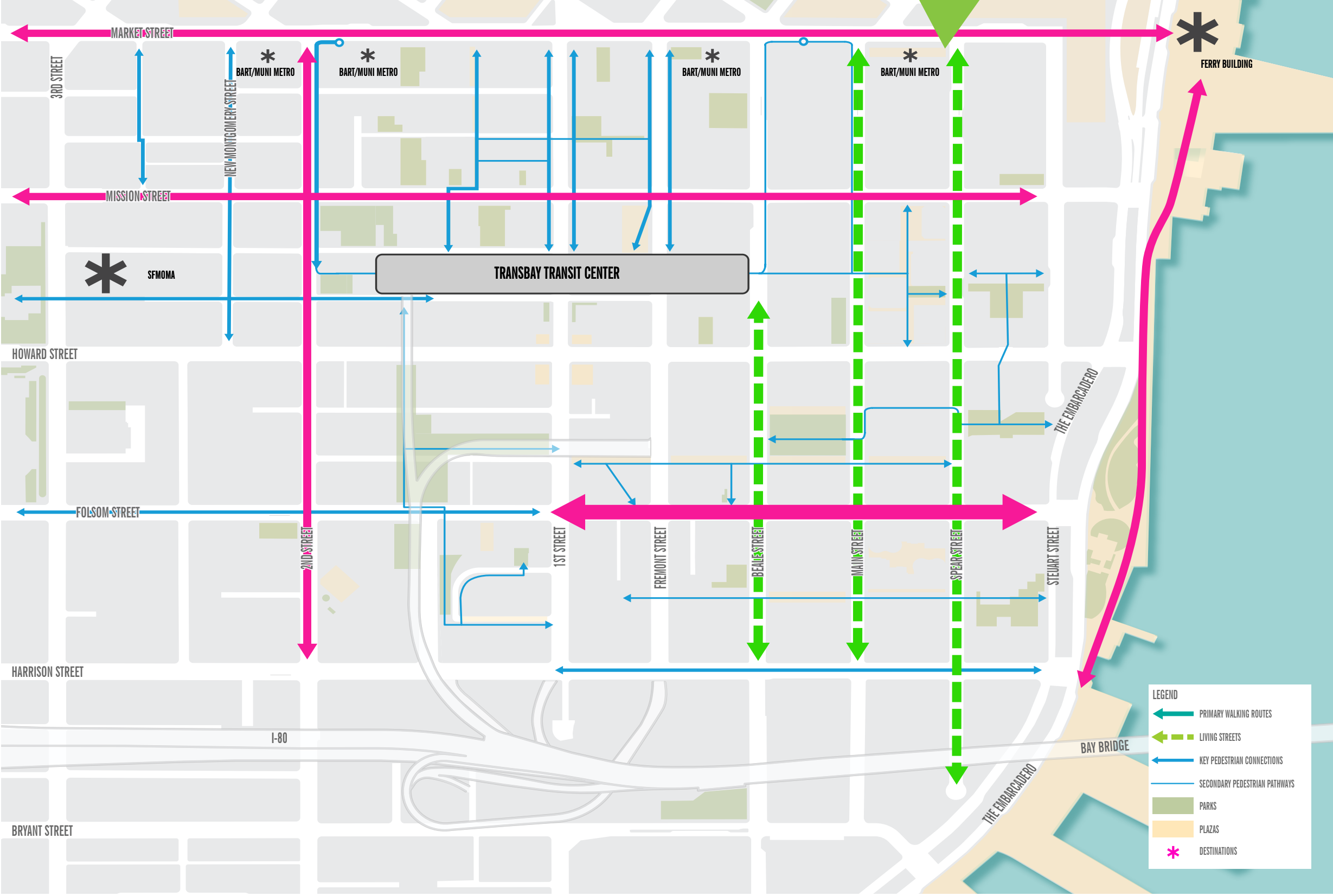


**SAN FRANCISCO, CA**  
The addition of a separated bike lane into Polk Street presents an opportunity for plantings in the buffer to further protection and delineation between motorists and people who bike.



# WALKING NETWORK

Planned improvements in the south downtown area



## WHAT'S A LIVING STREET?

The basic design strategy of the Living Streets is to significantly widen the pedestrian space on one side of each street in order to create sufficient space for open space amenities such as pocket parks, seating areas, community gardens, dog runs, public art, and the like. Living Streets help to calm traffic and facilitate a pleasant and safe pedestrian environment.

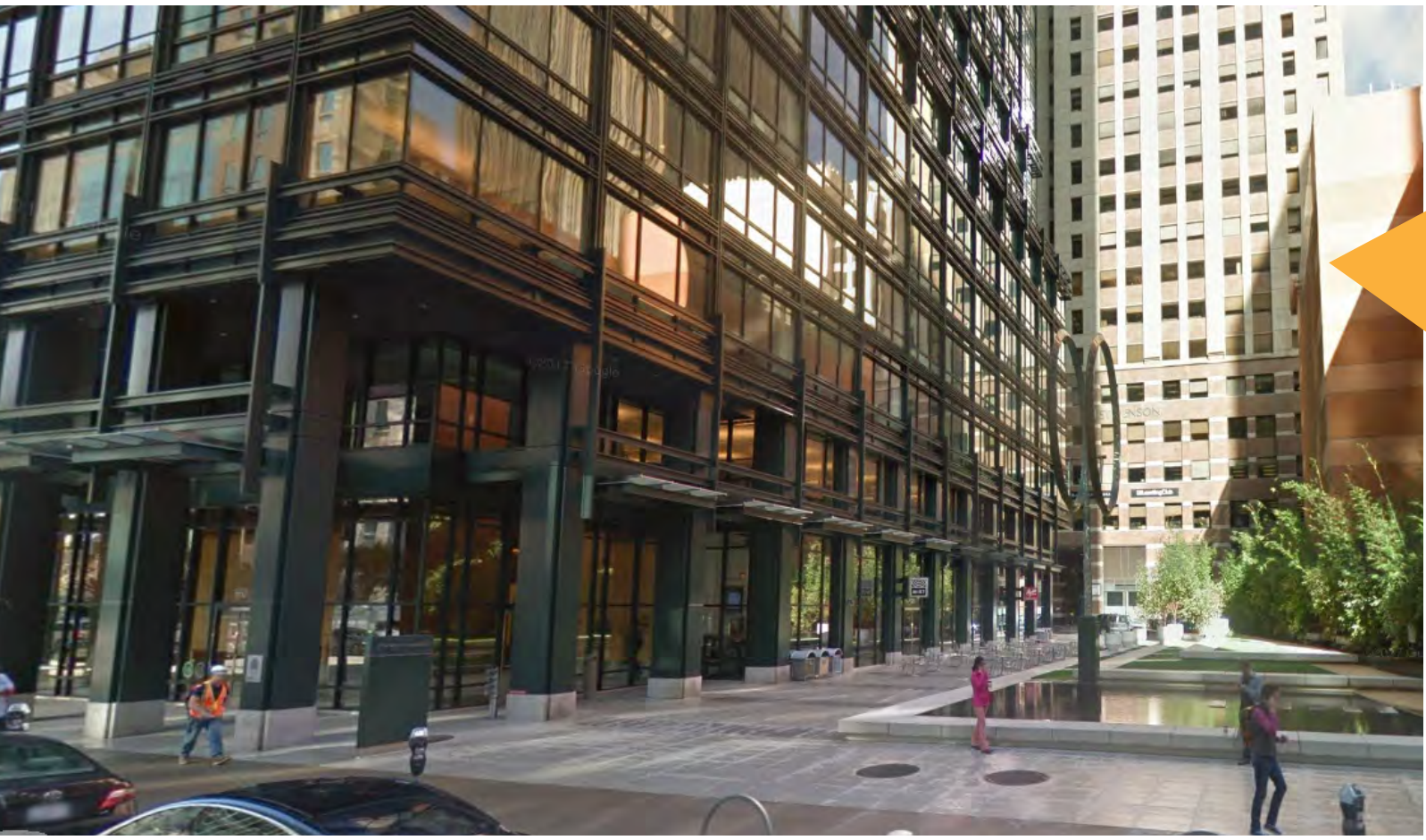
The Rincon Hill Streetscape Master Plan and the Transit Center District Plan both identify Spear, Beale, and Main as living streets by reducing the number of lanes and prioritizing pedestrian activity. The south downtown is a very dense neighborhood with limited opportunities for

traditional "park" space. The Living Streets will fill part of this need by providing these linear open spaces with lushly-landscaped streets.

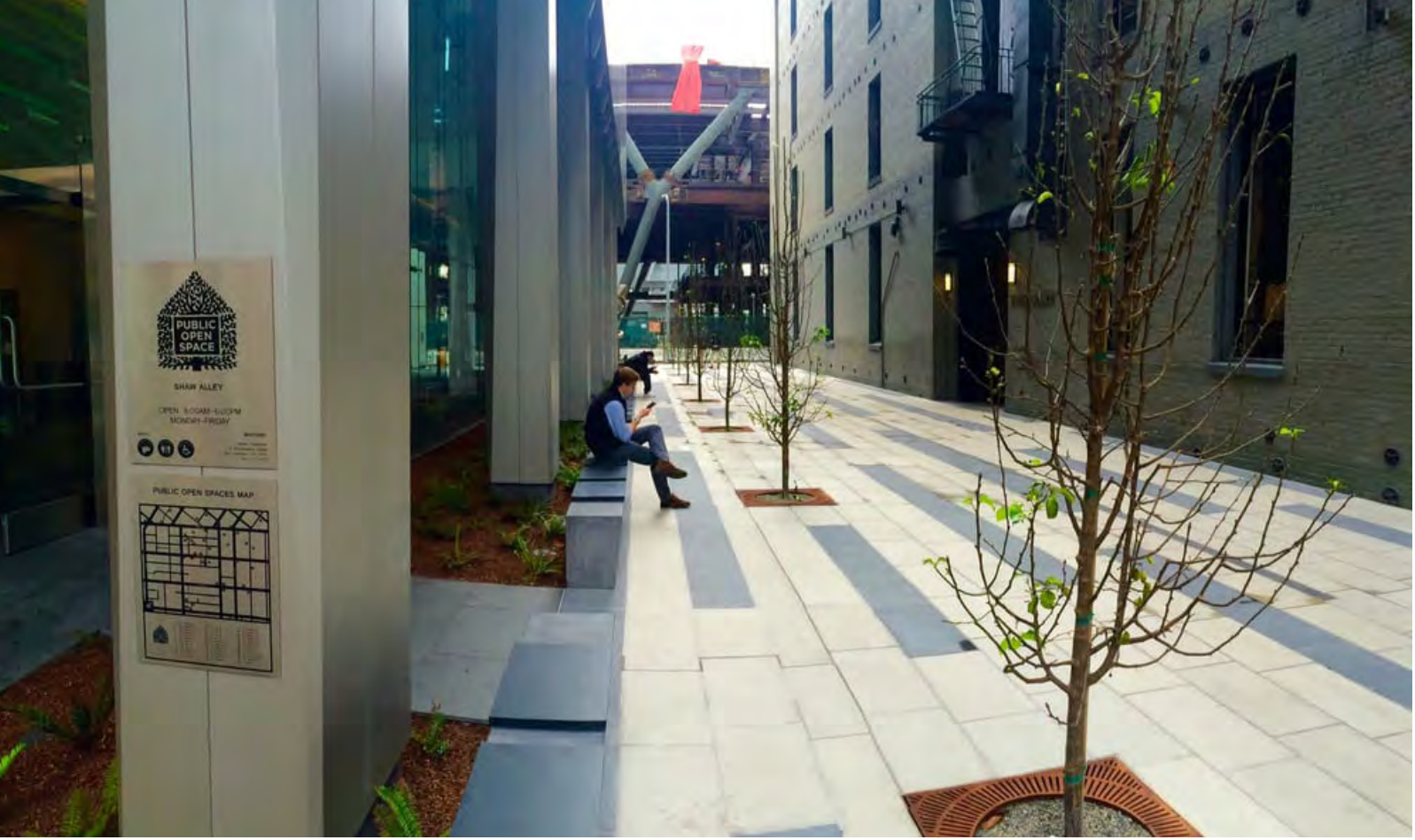
Living streets will help support a high-quality walking network, as seen in the map below, by transforming the public realm into linear plazas and open spaces.

A living street has been installed on Main Street and is pictured below demonstrating lush landscaping and one vehicle lane in each direction.

LIVING STREET EXAMPLE ON MAIN STREET



MISSION STREET, SAN FRANCISCO  
POPOS vary in design and may include art, water features, or landscaping. Throughout the planning process, there may be opportunities to activate POPOS within the south downtown area.



MISSION STREET, SAN FRANCISCO  
POPOS provide a great value to workers, residents and visitors of the Downtown. This value is lost if the spaces are not readily identifiable and accessible. Installing the plaque at every pedestrian entrance will direct the public to interior and rooftop spaces.

## WHAT ARE PRIVATELY-OWNED PUBLIC OPEN SPACES (POPOS)?

Privately-owned public open spaces (POPOS) are public accessible spaces in forms of plazas, terraces, atriums, small parks, and even snippets which are provided and maintained by private developers. In San Francisco, POPOS mostly appear in the Downtown office district area. Prior to 1985, developers provided POPOS under three general circumstances: voluntarily, in exchange for a density bonus, or as a condition of approval.

The South Downtown Design & Activation Plan will map existing POPOS and identify locations for potential activation and programming within the provided open space. The Plan will also look for opportunities to maximize the benefits of the POPOS with adjacent sidewalk enhancements and bike facility improvements.

A map of existing POPOS is available online at: <http://sf-planning.org/privately-owned-public-open-space-and-public-art-popos>

## PEOPLE & GOODS DELIVERY

San Francisco Municipal Transportation Agency will work to manage curb use in the South Downtown Area. With the increase of ride hailing and personal delivery services and the conflicts that they are creating in the network, and with the less well-understood changes that are coming with autonomous vehicles, SFMTA recognizes the growing and changing demands in curbside management as a key element of the City's transportation network. Staff will evaluate priorities and appropriate operations for curbside lanes in the Plan Area. What do you see on our streets? What causes congestion and safety hazards? Let us know as we develop this process!



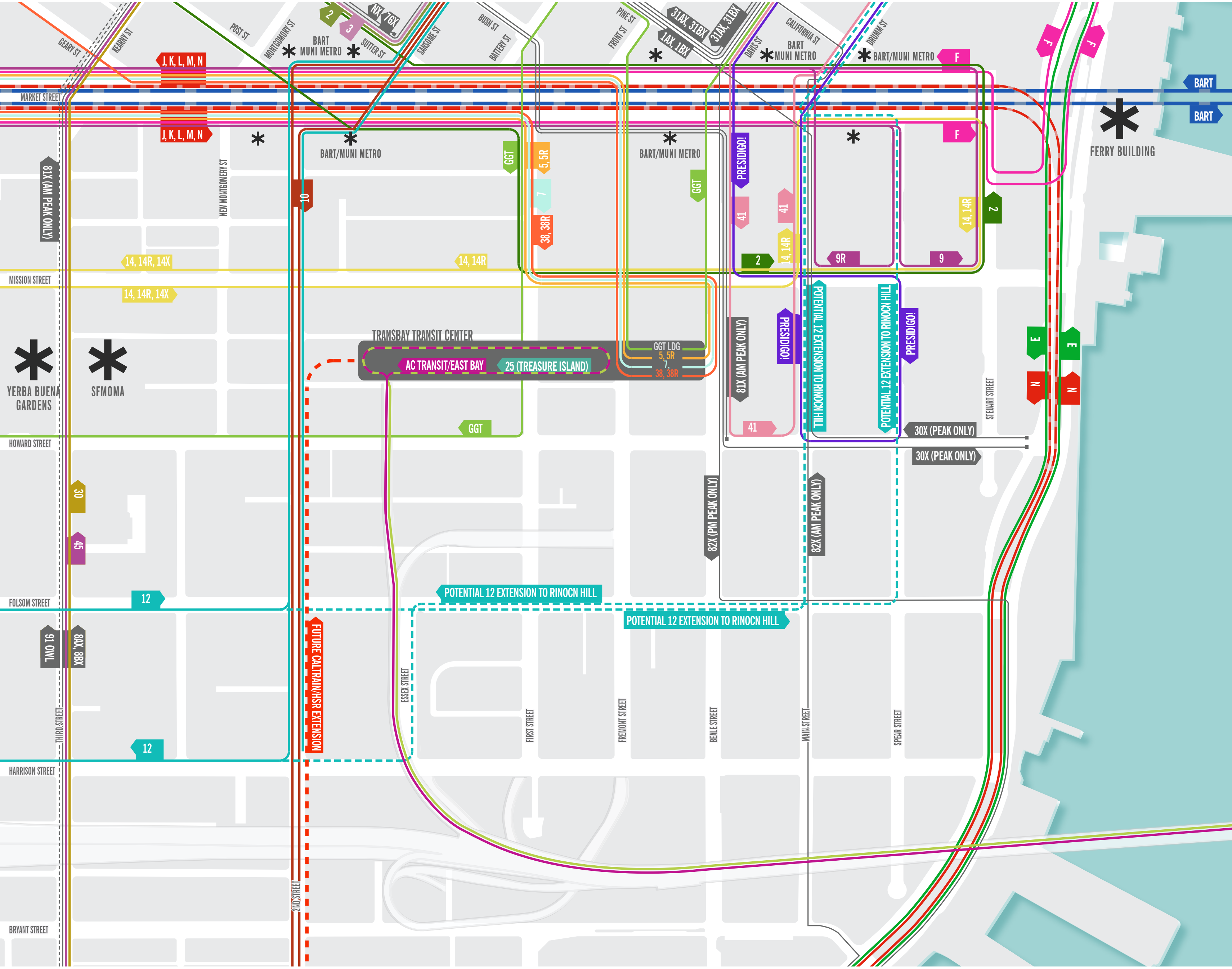
VARIETY OF STREET USERS

Our streets see 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.

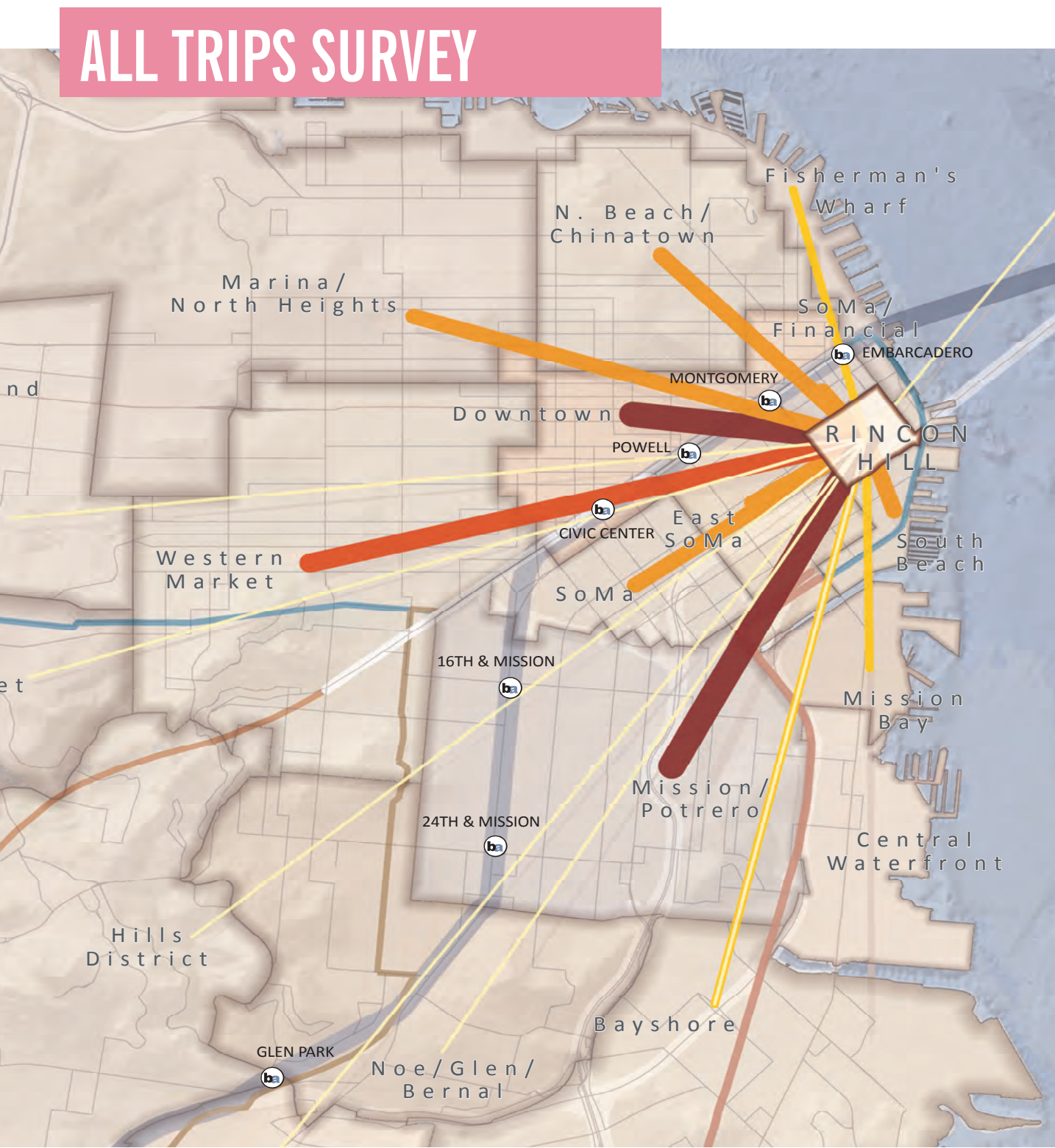


# FUTURE TRANSIT NETWORK

The transit systems map below shows the service throughout the district and the routes that will be utilizing the Transit Center.



Route	Destinations Served
E-Embarcadero	Caltrain, Ferry Building, Exploratorium, Pier 27-Cruise Ship terminal, Pier 35-Alcatraz Ferries, Pier 39, Fishermans' Wharf
K/T-Ingleside/Third St	West Portal Station, Balboa Park BART, Ocean Ave Commercial Area, Lakeside Village, City College SF, Downtown, Caltrain, Mission Bay, Dogpatch, Bayview, Visitation Valley.
N-Judah	Sunset, Irving Commercial Corridor, Golden Gate Park (1-block to the north)UCSF Medical Center, CPMC Davies Medical Center, Embarcadero Station BART, Downtown, Ball Park, Caltrain.
2-Sutter/Clement	Clement commercial corridor, Inner Richmond, Laurel Village, UCSF-Mt-Zion Medical Center, Japantown, Tenderloin, Downtown, Financial District.
5-Fulton	Downtown, Civic Center, USF, Golden Gate Park, the Richmond, Ocean Beach.
5R-Fulton Rapid	Downtown, Civic Center, USF, Golden Gate Park, the Richmond, Ocean Beach.
7-Haight/Noriega	Sunset, Noriega & Irving Commercial Area, Golden Gate Park, Haight St, Buena Vista Park, Civic Center, Downtown.
9R-San Bruno Rapid	Downtown, Civic Center, Zuckerberg SF General Hospital, San Bruno Commercial Corridor, Cow Palace, Bayshore, Visitation Valley
10-Townsend	Pacific Heights, Nob Hill, Chinatown, Downtown/Financial District, Caltrain, Show Place Square, Zuckerberg SF General Hospital, Potrero Hill.
12-Folsom/Pacific	Mission, SOMA, Downtown/Financial District, Embarcadero Station, Chinatown, Nob Hill.
14-Mission	Mission, Excelsior, Bernal Heights, Crocker Amazon, Daly City (Top of the Hill).
14R-Mission Rapid	Downtown, Mission, Excelsior, Bernal Heights, Crocker Amazon, Daly City BART.
14X-Mission Express	Excelsior, Crocker Amazon, Daly City (Top of the Hill).
25-Treasure Island	Treasure Island.
30X-Marina Express	Financial District, the Marina, Palace of Fine Arts.
38-Geary	Downtown, Tenderloin, 3Cathedral Hill (CPMC), St. Mary's Cathedral, Japantown, Kaiser Hospital, City Center (Masonic), Richmond District, Fort Miley/VA Hospital, Lands' End.
38R-Geary Rapid	Downtown, Tenderloin, 3Cathedral Hill (CPMC), Japantown, Kaiser Hospital, City Center (Masonic), Richmond District, Lands' End.
41-Union	Financial District, Chinatown, North Beach, Russian Hill (Crooked Street) Cow Hollow, The Presidio.
82X-Levi Plaza Express	Financial District, Levi Plaza, Caltrain.



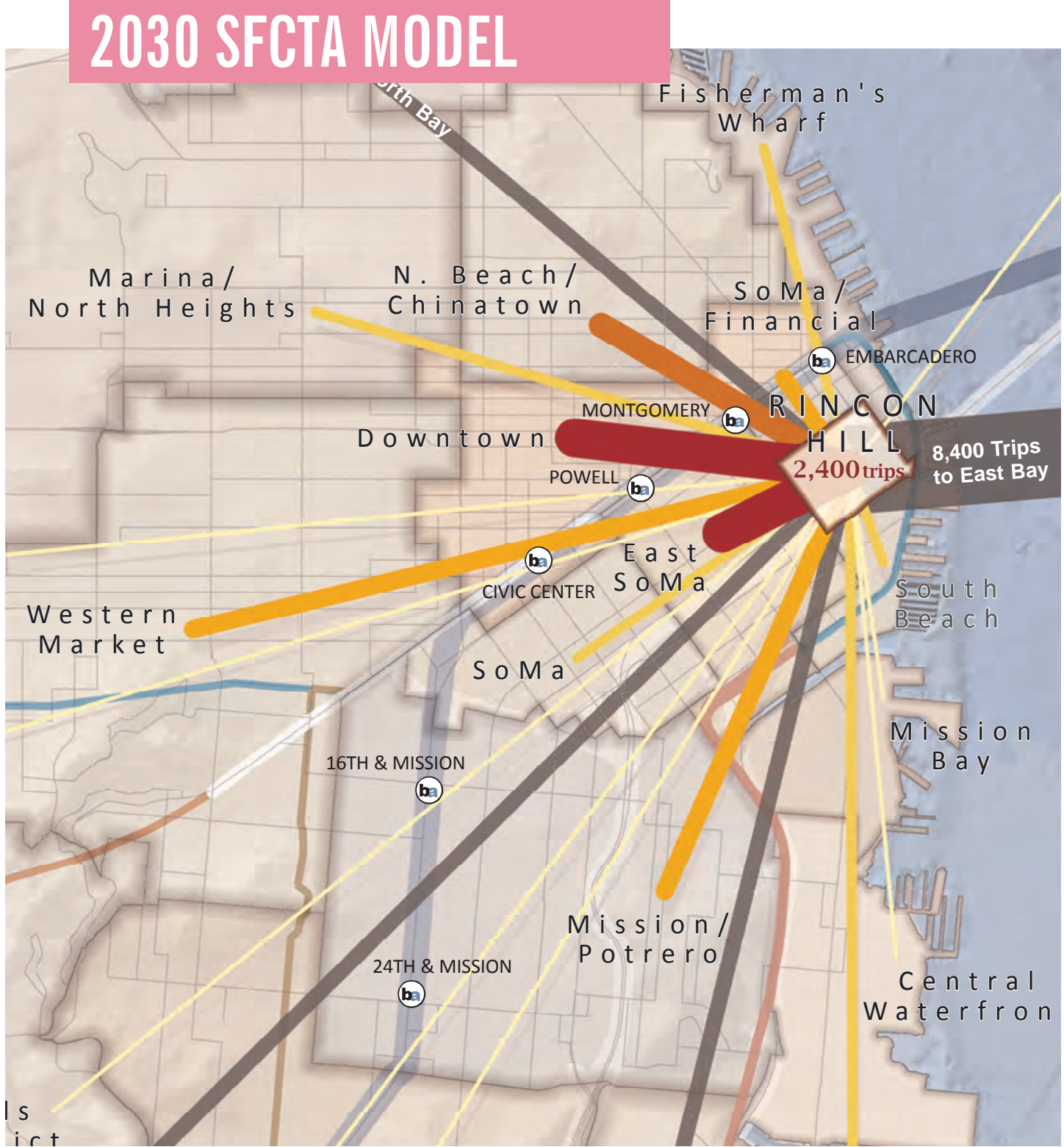
INTERCEPT SURVEYS AND SURVEYING THROUGH RESIDENT AND BUILDING ASSOCIATIONS FOUND THE PATTERNS ILLUSTRATED IN THESE GRAPHICS. In 2015, the SFMTA completed the Rincon Hill Community Transit Plan, which considered existing and future development, demographics, travel demand, and transportation options to 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. As we gear up to introduce new transit service in Rincon Hill in early 2019, we want to know if the travel demand patterns we identified continue to hold true.



OF PEOPLE SURVEYED:

47% WOULD BE WILLING TO WALK 2-3 BLOCKS TO TRANSIT THAT RAN EVERY 10 MINUTES BETTER

41% WOULD BE WILLING TO WALK 2-3 BLOCKS TO TRANSIT THAT RAN LESS FREQUENT THAN 10 MINUTES



HIGH DEMAND

MODERATE DEMAND

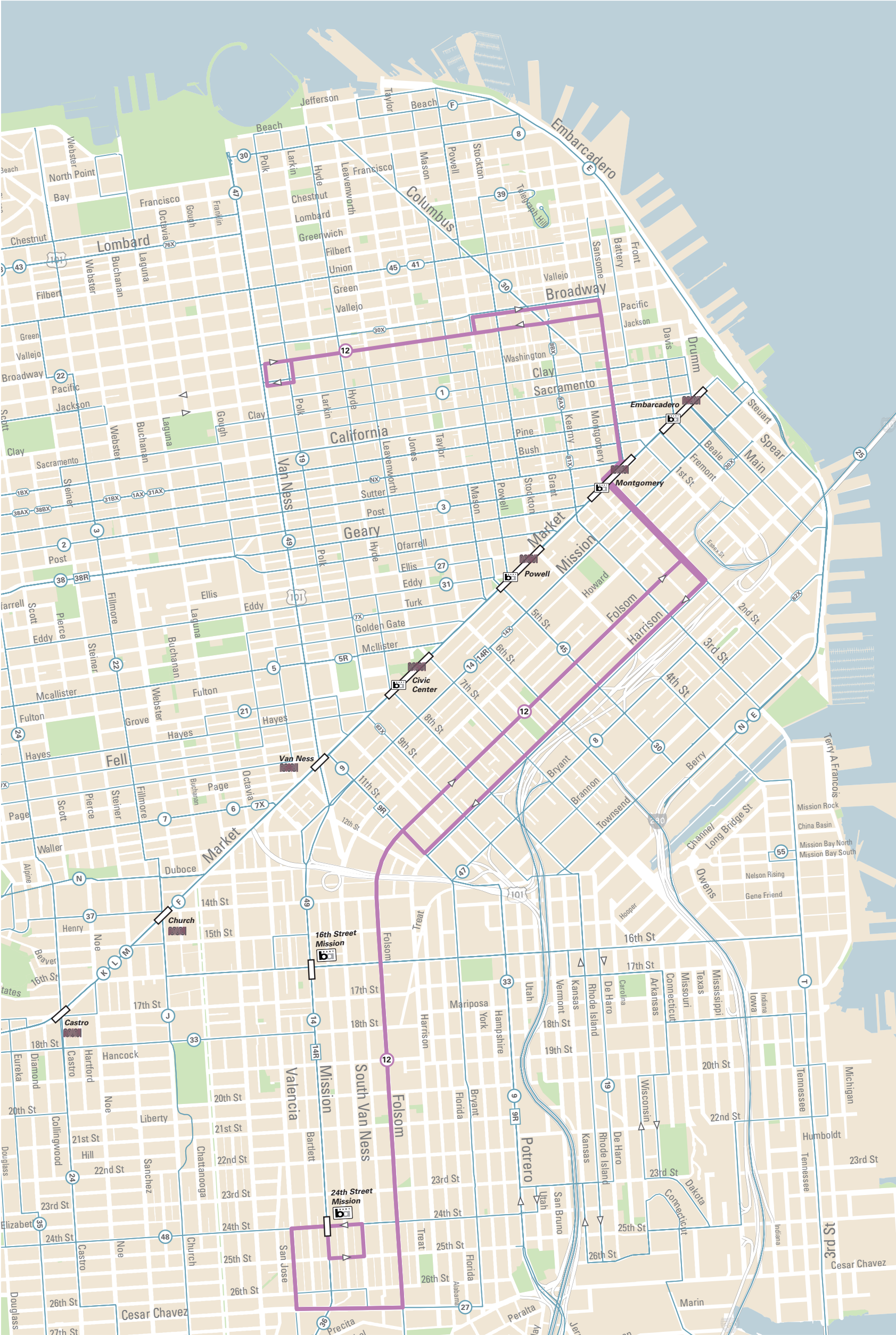
SOME DEMAND

LOW DEMAND

DO THESE MATCH YOUR TRAVEL PATTERNS?



POTENTIAL NEW CONNECTIONS FOR RINCON HILL



**EXISTING 12 FOLSOM ALIGNMENT**  
The 12 travels every 15 minutes and connects to the Mission, SOMA, Downtown and Financial Districts, Embarcadero Station, Chinatown, and Nob Hill.

In response to findings of the 2015 Rincon Hill Community Transit Plan, the SFMTA is considering a route re-alignment 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.



**POTENTIAL 12-FOLSOM RE-ALIGNMENTS**  
Based on the 2015 Rincon Hill Community Transportation Study we identified two alternatives for re-aligning the 12 Folsom to connect Rincon Hill residents to areas identified as priority destinations.

WHICH NEIGHBORHOOD DO YOU VISIT?

The following table shows the neighborhoods that surveys and modeling for the Rincon Hill Community Transit Plan showed as a priority travel demand need.

To help us determine whether these findings continue to hold true, **please mark a tally for any neighborhood/area that you visit 3 or more times per week and note at the bottom any that are not listed.**

PLEASE PLACE A NOTCH IF YOU TRAVEL BETWEEN RINCON HILL AND THIS NEIGHBORHOOD THREE (3) OR MORE TIMES PER WEEK

NEIGHBORHOOD AREA	
DOWNTOWN/FINANCIAL DISTRICT	
NORTH BEACH	
CHINATOWN	
MARINA	
MISSION	
SOMA	
CASTRO	
HAIGHT	
OTHER:	
OTHER:	
OTHER:	
OTHER:	