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
**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. Enhancing 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 envisions the mechanisms 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 open 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? 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 subtext 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, stroll, loiter 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 and identities.

**A DISTRICT IN TRANSITION**

**IMPLEMENTING THE NEIGHBORHOOD VISION**

The past several years have seen the completion of many major planning projects including the Rincon Hill Plan, the Transbay Terminal 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 integrate from planning to implementation. We need a vision and a plan that will provide the clarity and foundation we need to ensure the successful implementation of the vision and with that, continue the work to update, fine tune and refine the concepts that have been developed over the past few years. The goal is to create a vision and a plan that, looking back, we can proud of and that will form the foundation for future development.

**CREATING A NEIGHBORHOOD CULTURE**

Neighborhood culture is more than the physical infrastructure and buildings that compose it. It is fundamentally about the people who live and work here. This is a dynamic and diverse district and the south downtown area has seen a large influx in development in recent years and with it, it has come a mix 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, history and grow institutions that are rooted to the district. 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.
**PROJECT TIMELINE**

**SUMMER 2017**
- **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

**WINTER 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.

**VISIT OUR WEBSITE FOR UPDATES**
- www.sf-planning.org/southdowntown

**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.

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**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
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.

PLANNING TIMELINE

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

- **2004**: TJPA FEIS/EIR
- **2005**: RINCON HILL PLAN
- **2005**: TRANSBAY REDEVELOPMENT PLAN
- **2006**: TRANSBAY REDEVELOPMENT STREETSCAPE OPEN SPACE CONCEPT PLAN
- **2006**: SFMTA BOARD APPROVES RINCON CIRCULATION & SIDEWALK CHANGES
- **2012**: TRANSIT CENTER DISTRICT PLAN
- **2015**: RINCON HILL STREETSCAPE PLAN ADOPTED BY PLANNING COMMISSION & BOARD OF SUPERVISORS
- **2016**: EAST CUT CBD ESTABLISHED
- **2017**: SOUTH DOWNTOWN DESIGN AND ACTIVATION PLAN BEGINS
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?

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.

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, others 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.

UNITS JOBS POPULATION

6,000 EXISTING RESIDENTIAL UNITS
2,700 NEW UNITS
PARKS, OPEN SPACES & BUILDINGS
IN THE PIPELINE

TRANSBAY PARK
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.

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.

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 Mission 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, SanTrans, WestCAT Lynx, Amtrak, Pan Amtrak and California’s future High Speed Rail from San Francisco to Los Angeles/Antioch.
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; seasonal shrubbery, greenery, 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 Intermediate B-8 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 defined by circulation routes, civic 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 a perch swings suspended from the overhead bus ramp, a sculptural bouldering wall enclosing 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 this park will be refined through future community feedback, the project design goals are to create facilities that minimize disruption by surrounding residents, isolate staff costs, minimize maintenance costs and minimize the environmental impact. The programming will include a mix of active recreation and passive open spaces and will include areas for children ages 0-12.

The project 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; seasonal shrubbery, greenery, 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.
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. Publicly 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)

SALESFORCE TOWER + MISSION 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. Publicly 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 park/pedestrian open space underneath the building.

555 HOWARD

SALESFORCE TOWER + MISSION SQUARE

542 HOWARD

OCEANWIDE CENTER

524 HOWARD
FOLSOM BAY TOWER – TRANSBAY BLOCK 1
DESIGNER: Studio Gang Architects/Perry Architects
ESTIMATED COMPLETION DATE: 2020
301 housing units (40% Affordable).

PARK TOWER — TRANSBAY BLOCK 5
DESIGNER: Solomon Cordwell Buenz
ESTIMATED COMPLETION DATE: 2020
707,800 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.

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

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

280 BEALE/299 FREMONT – TRANSBAY BLOCK 6
DESIGNER: SOM Architects
PROJECT COMPLETED
471 housing units (75% Affordable). Ground floor retail.

255 FREMONT/222 BEALE – TRANSBAY BLOCK 7
DESIGNERS: Santos Prescott & Associates
PROJECT COMPLETED
120 housing units (100% Affordable). Ground floor retail on Folsom.
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 mall, improvements to the Mint building, as well as 16 new bus shelters on Market Street. Other opportunities, such as Spear Street, may present themselves throughout this process to enhance streetscapes and the public realm.

**STREETS IN THE PIPELINE**

**FOLSOM STREET**

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

**2ND STREET**

2nd Street’s proposed design includes kerb pockets, protected bikeways and landscaped. The Natoma Pedestrian Mall will be built by the TIP.

**HARRISON STREET**

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**

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.

**EXISTING SPEAR STREET COL-DE-SAC**

**PHOTO RENDERING OF AN ACTIVATED SPEAR STREET COL-DE-SAC**

Some ideas for the cul-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.

**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.

**HARRISON STREET AT FREMONT BULBOUT**

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

**HARRISON STREET PLAN**

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

**PLANS**

Harrison Street will create furnishing zones with seating and landscaping, as well as large pedestrian bulb-outs at intersections.

**2ND STREET RENDERING**

Bike ways will be protected from the vehicle lanes 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.

**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.

**HARRISON STREET**

The City works with developers to ensure their sidewalks match the designs established in the Rincon Hill Streetscape Plan.

**HARRISON STREET AT FREMONT BULBOUT**

The City works with developers to ensure their sidewalks match the designs established in the Rincon Hill Streetscape Plan.
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
Markets can help activate public spaces, providing a place for people to gather, shop, and support local businesses and farmers.

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

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 where 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 this neighborhood and creating a dynamic public realm.

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
Three 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.
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 and 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, require facilities to potential conflicts with motorized vehicles.

Upgrades to planned bike network

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

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 LAKES?
PUT A DOT HERE!
WHAT'S A LIVING STREET?

The basic design strategy of the Living Streets is to reconfigure the public right-of-way on some streets in the Downtown office district area. The strategy is to significantly reduce the number of vehicle lanes and replace them with a mix of new or enhanced public spaces. These spaces enhance the quality of walking and cycling in the public realm by transforming them into linear plazas and open spaces.

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

Privately-owned public open space (POPOS) and public access areas adjacent to older buildings are considered in the planning process. In San Francisco, POPOS mostly appear in and maintained by private developers. In exchange for a density bonus, or as a condition of approval, developers provided POPOS under three general circumstances: voluntarily, under a plan of development, or under a plan of development.

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 they are creating in the network, staff and the City are re-evaluating strategies that are changing withurbanscenarios. SFMTA recognizes the growing and changing demands in curb lane management as a key element of the City’s transportation network. Staff will evaluate options and approvals for curb lane operations for curb lane consumer and motor vehicle users in each direction.

WALKING NETWORK

Planned improvements in the south downtown area

LIVING STREETS EXAMPLE ON MAIN STREET

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 they are creating in the network, staff and the City are re-evaluating strategies that are changing withurbanscenarios. SFMTA recognizes the growing and changing demands in curb lane management as a key element of the City’s transportation network. Staff will evaluate options and approvals for curb lane operations for curb lane consumer and motor vehicle users in each direction.
FUTURE TRANSIT NETWORK

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

Route Destinations Served
14-Mitchell Jail, Ferry Building, Exploration Pier, Pier 48, Union Square, Fishermans Wharf, Fishermans Wharf, Fishermans Wharf
15-Geographic Third St Divisadero, Buena Vista, Divisadero, Buena Vista, Divisadero, Buena Vista, Divisadero, Buena Vista
16-Jackson Jackson, Irving Commercial Center, Golden Gate, Irving Commercial Center, Golden Gate, Irving Commercial Center, Golden Gate, Irving Commercial Center
2-Lights Current Current, commercial center, 11th & Market, Current, commercial center, 11th & Market, Current, commercial center, 11th & Market, Current, commercial center, 11th & Market
25-California California, Civic Center, California, Civic Center, California, Civic Center, California, Civic Center, California
35-California California, Civic Center, California, Civic Center, California, Civic Center, California, Civic Center, California, Civic Center
52-Yerba Buena Yerba Buena, Yerba Buena, Yerba Buena, Yerba Buena, Yerba Buena, Yerba Buena, Yerba Buena, Yerba Buena, Yerba Buena
60-28th Street 28th Street, 28th Street, 28th Street, 28th Street, 28th Street, 28th Street, 28th Street, 28th Street, 28th Street
61-Oakland-Oakland Estero Oakland Estero, Oakland Estero, Oakland Estero, Oakland Estero, Oakland Estero, Oakland Estero, Oakland Estero, Oakland Estero, Oakland Estero

INTERCEPT SURVEYS AND SURVEYING THROUGH RESIDENT AND BUILDING ASSOCIATIONS FOUND THE PATTERNS ILLUSTRATED IN THESE GRAPHICS.

INTERCEPT SURVEYS AND SURVEYING THROUGH RESIDENT AND BUILDING ASSOCIATIONS FOUND THE PATTERNS ILLUSTRATED IN THESE GRAPHICS.

ALL TRIPS SURVEY

DO THESE MATCH YOUR TRAVEL PATTERNS?

ALL TRIPS SURVEY

DAILY WORK TRIP SURVEY

2030 SFMTA MODEL

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
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.

### 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.