PAUL CHASAN
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SAN FRANCISCO PLANNING DEPARTMENT

Community Open House 3
May 16 & 18, 2019

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SOUTH DOWNTOWN
DESIGN + ACTIVATION
TODAY'S PRESENTATION

COMMUNITY OPEN HOUSE 3: **TRANSPORTATION** / OPEN SPACE / PUBLIC LIFE

+ SODA OVERVIEW: GOALS/ CONTEXT / HISTORY
+ CIRCULATION TODAY
+ BIG IDEAS
+ PRIORITIZATION
+ NEAR-TERM PROJECTS
+ NEXT STEPS
+ THANK YOUS
WHY SODA?
WHY SODA?
WHY SODA?
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 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
CITY PRIORITIES

• Program impact fee revenues
• Design streets to stay ahead of developments
• Design streets to stay ahead of developments (cubs and roadway striping)
• Rethink decisions made during previous planning processes
  – Design of bike facilities
  – Curb management

CBD PRIORITIES

• Activate public spaces in the district
• Support vibrant retail
• Inform design of future open spaces
• Seed a neighborhood culture
CITY BENEFITS

• Legitimize policy choices by including the “community”
• More playful, nimble outreach
• More robust outreach
• Build capacity within an outside organization to advance City policies
• City can focus on macroscale

CBD BENEFITS

• Legitimize CBD goals by making them City policy
• Advance ideas City wouldn’t do alone
• Increased access to city staff/expertise
• Better representation for their constituents
• CBD focus on micro scale

UTILIZE STRENGTHS OF EACH ORGANIZATIONS TO ADVANCE SHARED GOALS
PLAN GOALS

REFINE AND IMPLEMENT

ENHANCE THE BUILT ENVIRONMENT

PRIORITIZE SAFETY AND MOBILITY

ELEVATE THE EXPERIENCE
PUBLIC INPUT OPPORTUNITIES

INFORM
Provided 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

Preva Urbana
from mmcite
• 5'-11" long bench, available with middle armrest.
• 2'-2" wide chairs
• Steel with zinc & powder coating

Cost*:
$2,189 Bench w/ side & mid armrests
$1,290 Chair
$5,369 TOTAL as shown (1 bench + 2 chairs + Shipping)

Notes:
- Less surface area for defacing, paint can be touched up as needed.
- Made in Czech Republic, 10-12 week lead time.
* Costs subject to change. Discounts for quantity. Does not include installation.
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
SODA PLANNING PROCESS OVERVIEW

2017
- Summer: Workshop 1: Kickoff & Project Overview
- Fall: Walking Tour

2018
- Winter: Workshop 2: Open Space
- Spring: Spear Street Pop-Up Party
- Summer: Community Outreach
- Fall: Focused Outreach & Lunch-and-Learns

2019
- Winter: Interagency Coordination
- Spring: Workshop 3 Transportation and Circulation
- Summer: Plan Launch Party

2020
- Fall: Focused Outreach

Interagency Coordination:
- The East Cut Community Benefit District
- The San Francisco Municipal Transportation Agency
- The Office of Community Investment and Infrastructure (OCII)
- The San Francisco Planning Department
- San Francisco Public Works

Plan Approvals:
- MTA Board
- Port Commission
- OCII Commission
- Planning Commission
- Board of Supervisors
WHAT WE’VE LEARNED

MORE PUBLIC SPACES FOR OUTDOOR EATING, MARKETS, PERFORMANCES

MORE LIGHTING, SEATING AND ACTIVITIES IN PUBLIC SPACES

PROVIDE RETAIL MIX THAT MEETS DEMAND

USE MARKETS AND EVENTS TO OFFER EVENING/WEEKEND DESTINATIONS

MORE GREENERY AND GARDEN SPACE

INCORPORATE PUBLIC ART
WHAT WE’VE LEARNED

MORE PEDESTRIAN FRIENDLY SPACES

LIVING STREETS

INFORMAL PEDESTRIAN NETWORK

VISION ZERO STREETS

TRAFFIC CALMING

IMPROVEMENTS IN SAFETY & TRANSPORTATION
CIRCULATION
DEVELOP CONCEPTUAL STREET DESIGNS
RESPOND TO INCREASED DEMAND AT THE CURBSIDE
IMPLEMENT SAFE BIKE FACILITIES
PRIORITIZE WHEN/WHERE IMPACT FEE REVENUES WILL BE SPENT

WE’VE GOT IT COVERED

+ Soda Phase A (under construction or completed)
+ Has/Will be Built by Private Development
+ Not-Soda Project (e.g. Better Market Street)
WHY IS TRAFFIC SO BAD?
Here are 200 people in 177 cars

on bikes

Images of downtown Seattle's 2nd Avenue
From the International Sustainability Institute's Commuter Toolkit poster

on 3 buses

on 1 light rail train
VISION ZERO
BIG IDEAS SYSTEMS
New Red Carpet Lane on Beale
Route 12 to Rincon Hill
Better Market Street
Mission Street
Prioritization of Activities at the Curbside

1. Movement
2. Access for People
3. Access for Goods
4. Public Space and Services
5. Vehicle Storage

CONVERT PARKING TO LOADING NORTH OF FOLSOM
BIG IDEAS PROJECTS
Natoma Art Alley

SFMOMA
YERBA BUENA CBD
SF PLANNING
SF PUBLIC WORKS
SF ARTS COMMISSION
SFMTA
The Transit U
Beale Street Cycle Track & Casual Carpool

Conceptual Curb Cross Sections for Fire Truck-Mountable Cycle Track Buffer
February 28, 2019

Note: Public Works landscape architects need to design this to withstand the weight of a fire truck. Possible solutions include structural soils, grasscrete, silva cells, etc.
Beale Street Cycle Track

MARKET TO FOLSOM – MOVING FORWARD

FOLSOM TO BRYANT – PRELIMINARY CONCEPT, UNFUNDED
Howard Street
Bike Greenway
East Cut Open Space Inventory

DISTRICT MAP

Map of Open Spaces
This map catalogs all public open spaces in The East Cut neighborhood. Folsom Street acts as the division between mainly residential parcels to the South versus the commercial parcels to the North.

WHAT’S ON SITE
Each open space has unique amenities and qualities compiled to understand the qualities of The East Cut.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children’s Play Structure</td>
<td>30%</td>
</tr>
<tr>
<td>Food + Beverage</td>
<td>35%</td>
</tr>
<tr>
<td>Restrooms</td>
<td>60%</td>
</tr>
<tr>
<td>Water Feature</td>
<td>70%</td>
</tr>
<tr>
<td>Bike Facilities</td>
<td>80%</td>
</tr>
<tr>
<td>Movable Seating</td>
<td></td>
</tr>
<tr>
<td>Fixed Seating</td>
<td></td>
</tr>
<tr>
<td>Public Art</td>
<td></td>
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</tbody>
</table>

www.theeastcut.org/about-us
300 BEALE STREET

Observations and Opportunities:
300 Beale Street is an open space pocket that features a connection to Fremont Street by way of a stairwell. The space is used by pedestrians moving from Beale Street to Fremont Street. Besides circulation, this space is typically used as a designated smoking area. This space could use seating, color, better maintenance of landscape, removal of the entry gate, lighting, and a way finding element.

Key features: Designated smoking area
POPOS: No

“Not clear it’s open to the public as the gate is frequently shut.”

- inventory surveyor

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FOUNDRY SQUARE II

Observations and Opportunities:
405 Howard Street is a POPOS part of Foundry Square. The space features a Spice Kit Asian Street Food restaurant, Peet’s Cafe and shady places to sit. People are typically going into offices or coming out of cafes. The POPOS features the sculpture “Untitled” by Joel Shapiro. Surveyors noted that the space can be shady and cold making it unpleasant to spend time there. The space could benefit from pruning the tree’s canopies to allow in more sunlight.

Key features: Sculpture, ample seating, corner site
POPOS: Yes

“People are mostly going into offices or cafes.”

- inventory surveyor

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Transbay Park

Outreach Process to begin imminently!
Spear Street Park Studio Pop-Up Party
DETAILS

PATTERNED CROSSWALKS

Crosswalks in this project, designed to improve safety in areas with high foot traffic, are patterned to enhance visual appeal and draw attention.

Considerations:
- High foot traffic near the bay bridge, making safety improvements crucial.
- Patterned crosswalks can also serve as landmarks and visual enhancements in the public realm.

OPEN SIDEWALKS FOR RESTAURANT + CAFE SEATING

Creating outdoor seating areas can improve social interaction and pedestrian activity. These areas can be used by restaurants and cafes to attract customers.

LETTERING SIGNAGE

Large lettering on signage is designed to be easily visible from a distance, providing clear identification for businesses and enhancing the visual landscape of the street.
NEXT STEPS TODAY’S WORKSHOP
COME BACK AT 30 MIN IF YOU WANT TO DISCUSS POLICY, ASK QUESTIONS
NEXT STEPS TODAY’S SODA PLAN
WRITE PLAN
HAVE A PARTY
ADOPT PLAN

HANDING OFF OF THE BATON
FOCUSED OUTREACH FOR STREETSCAPE PROJECTS
OUTREACH PROCESS FOR TRANSBAY PARK
THANK YOU
CITY TEAM
SFMTA
Alex Jonlin
Christopher Kidd
Dustin White
Francesca Napolitan
Ian Trout
James Shahmiri
Michael Tamin
Monica Munowitch
Raynell Cooper

OCII
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Kathleen O’Day
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Planning
AMNON BEN-PAZI
Julie Flynn

COMMUNITY
EAST CUT CBD
Andrew Robinson
Mike Reiger
Garrick Michler
Pierre Lagarde

CCA
Katherine Lambart
And all the lovely students!

SFMOMA
Noah Bartlett
Sienna Freman
Katherine

YBCBD
Constance Cavallas

SODA ALUM
We miss ya pals!
Anne Brask
Chase Walz
Courtney Ferris
Greg Riessen
Erik Juzuski
Jolene Jussif
Kelli Rudnick
Shannon Cairns
Tom Kolbeck
Yujung Kim
Thank You!

SF-PLANNING.ORG/SODA

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