

# WELCOME!

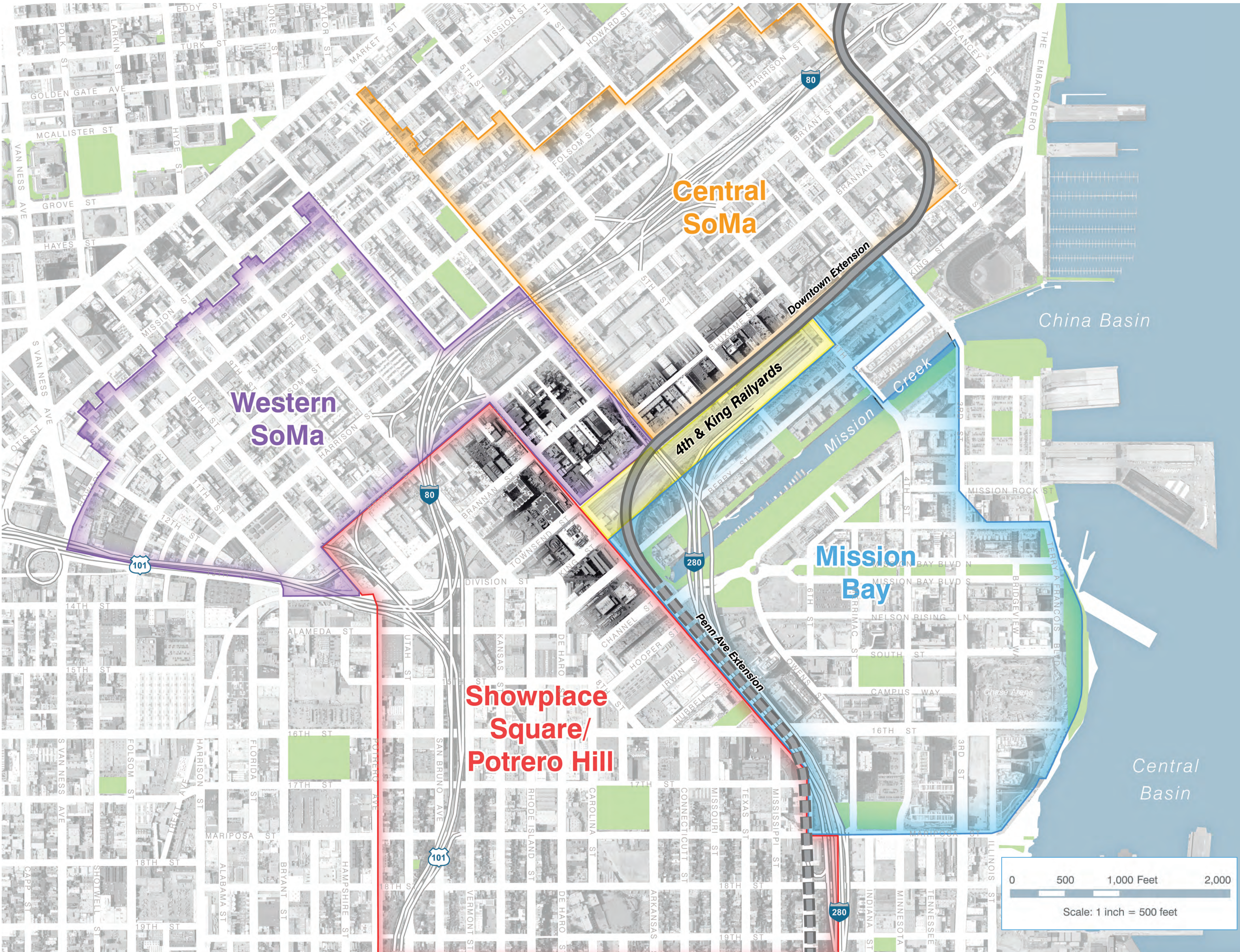
*Tonight we welcome the chance to meet, greet and share ideas.*

## PURPLE BOARDS = CONTEXT INFORMATION

To give us all a common place to start, the purple boards have background information on the “Plan Areas” shown in the map below, like Central SoMa and Showplace Square. Tonight will focus on the junction of these areas, shown in the darker areas.

## ORANGE BOARDS = IDEAS FOR YOUR FEEDBACK

We will ask for your priorities in the neighborhood, as well as feedback on preliminary planning concepts. This is a first opportunity to imagine how various proposed projects in the neighborhood and urban design concepts can fit together. Please use comment cards or post-it notes to respond to **the ideas on ORANGE boards.**



## TELL US MORE ABOUT YOU....

- Where is your home? (mark with a blue dot)
- Where is your place of work? (red dot)
- What is your favorite place on the map? Why? (green dot)

*Thank you to Seven Stills for hosting this public meeting.*



# Showplace/SoMa

NEIGHBORHOOD ANALYSIS & COORDINATION STUDY



## STUDY PURPOSE

Several transportation and land use projects are positioning the Showplace/ SoMa area for significant long-term change. This Study will identify strategies to coordinate these efforts while analyzing opportunities to create:

- A cohesive urban design between plan areas
- Opportunities for additional market-rate and affordable housing
- Increased capacity for Production, Distribution and Repair (PDR) jobs
- A seamless network of open spaces and walkable streets

## STUDY OUTPUTS

This study will result in:

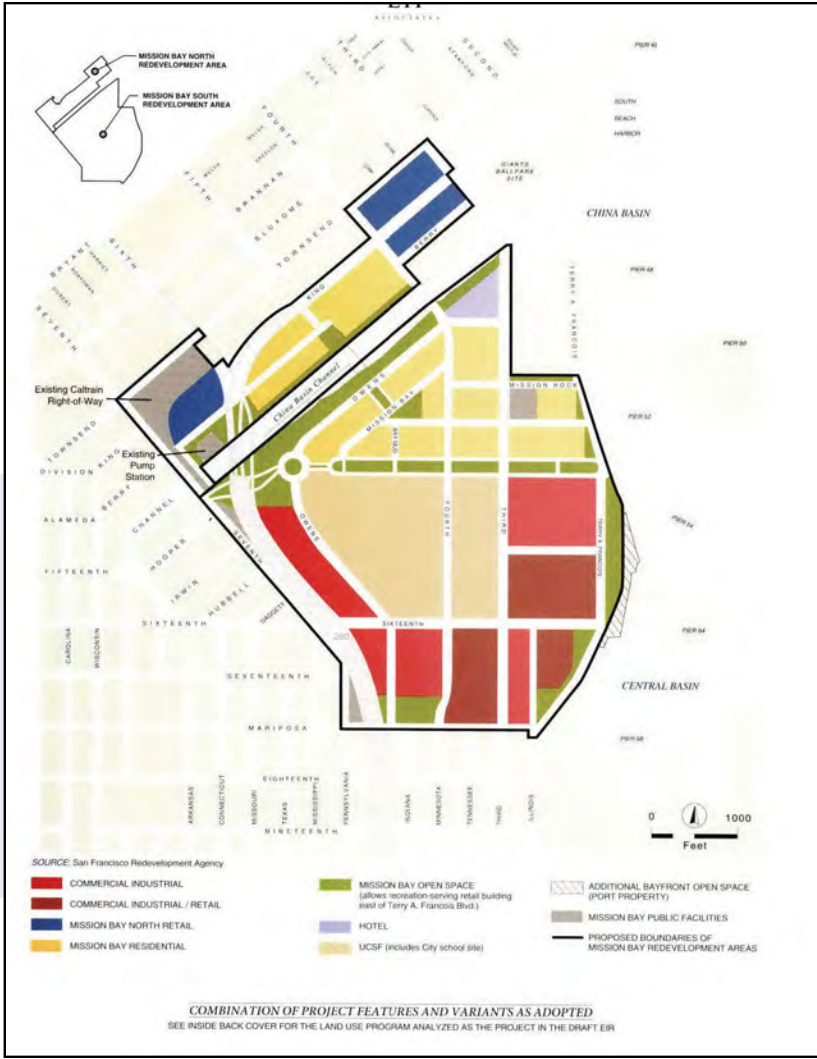
- A guiding policy report
- Recommendations for implementing policies, potential code updates
- Feasibility analysis for any proposed zoning changes

## STUDY TIMELINE

Date	Milestone
SEPT 2019	Stakeholder Outreach / Context Setting
NOV 2019	Meeting 1: Urban Form, Land Use
FEB 2020	Meeting 2: Public Realm Discussion & Transportation Updates
APRIL 2020	Meeting 3: Public benefits, Refined Land Use & Design
SUMMER 2020	Next Steps TBD



# Building on Existing Plans

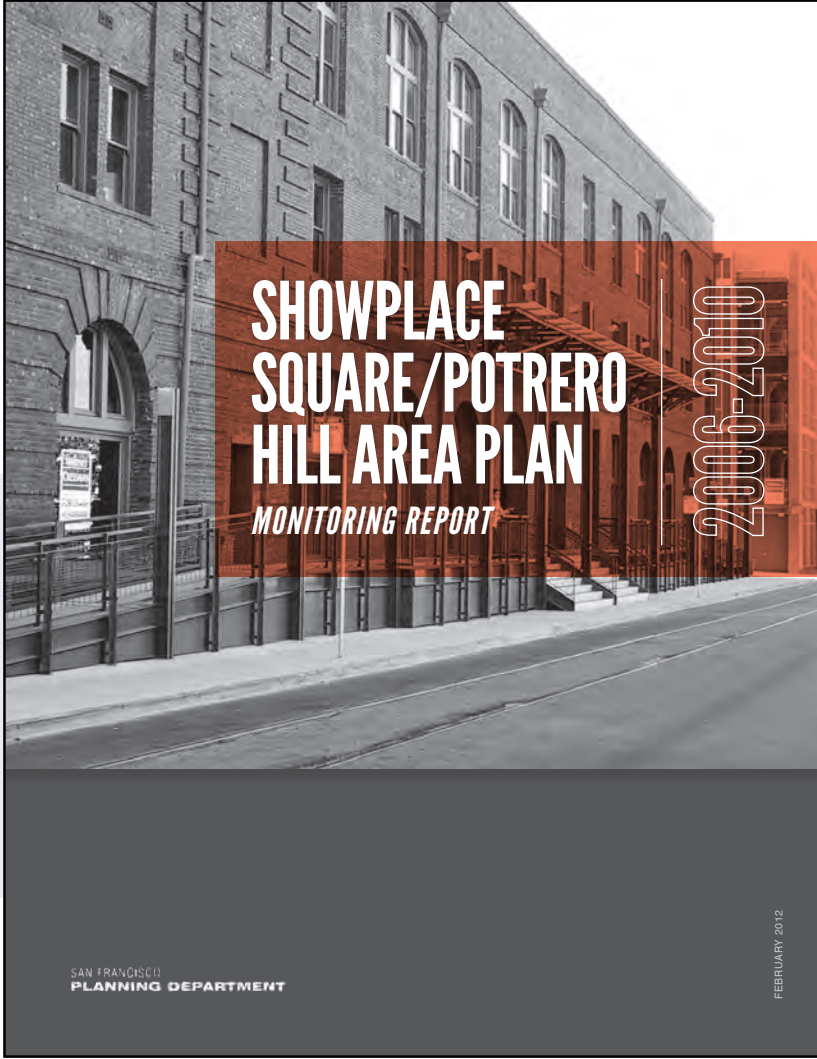


### Mission Bay Redevelopment Plan (1998)

- Policy 1.1** - Integrate Mission Bay land uses, scale and circulation systems with surrounding districts and San Francisco Bay.
- Policy 3.1** - Design in consideration of protecting major views of the Bay, Bay Bridge and the Downtown skyline...using street view corridors, open space, the careful placement of building forms and building massing.
- Policy 3.3** - Create visual and physical access to the San Francisco Bay and the channel of China Basin

### Showplace Square/Potrero Hill Plan (2008)

- Objective 1.1** - Encourage the transition of portions of Showplace/Potrero to a more mixed use and neighborhood-serving character, while protecting the core of design-related PDR uses.
- Policy 1.2.3** - Identify parts of Showplace Square where it would be appropriate to increase maximum heights for residential development.
- Policy 1.7.2** - Ensure that any future rezoning of areas within PDR districts is proposed within the context of periodic evaluation of the city's needs for PDR space...
- Policy 2.1.1** - Require developers in some formally industrial areas to contribute towards the City's very low, low, moderate and middle income needs as identified in the General Plan Housing Element.



- Policy 3.1.4** - Heights should reflect the importance of key streets in the city's overall urban pattern, while respecting the lower scale development on Potrero Hill.



### Showplace Square Open Space Plan (2010)

- Expand open space opportunities that will support residents, workers and visitors and provide additional public open space adequate to accommodate the expected growth, particularly in the northern and southern areas of Showplace Square;
- Create safe and usable streets as the setting for Showplace Square's public life, including green streets that would establish a more pedestrianfriendly environment, improve access to existing and proposed open space resources, provide better connections with adjacent neighborhoods

### Western SoMa Community Plan (2013)

- Objective 1.1** - Build on an existing mixed-used character that encourages production of residential uses in areas most appropriate for new housing with a proximate mix of uses and services serving local needs and thereby developing a complete neighborhood.
- Objective 1.2**- Encourage preservation of existing and viably appropriate new land uses in locations that provide the greatest opportunities for success and minimize conflict with residential uses.

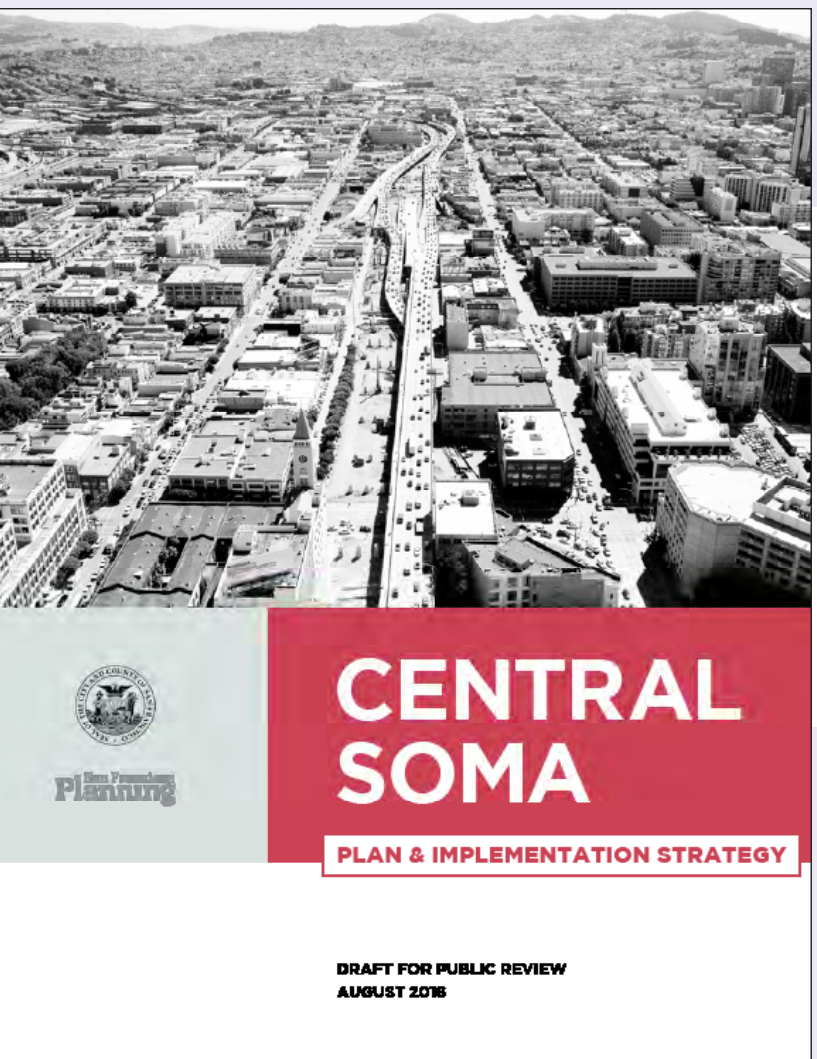
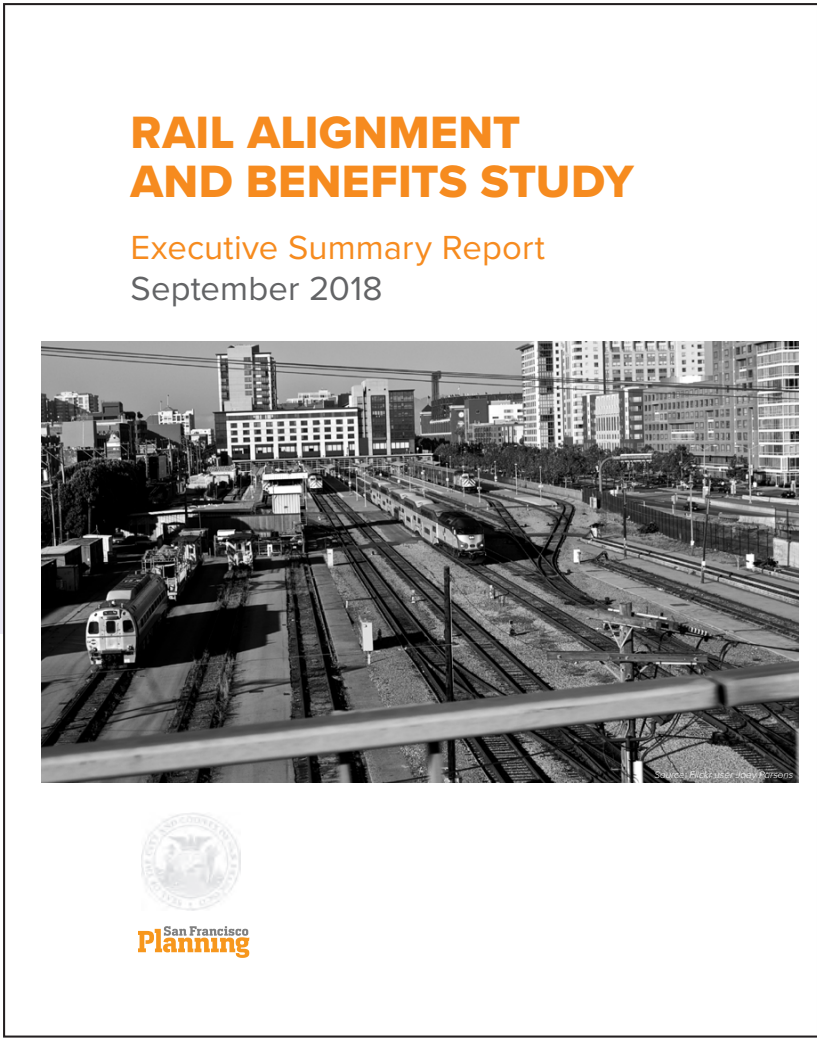


### 4th & King Street Railyards Study (AECOM 2012)

- Evaluated the potential for transit-oriented development on the site in order to: (1) generate revenue to support rail infrastructure investments and operations (2) improve physical conditions in the neighborhood (3) generate additional ridership, and (4) help meet the City's obligations to accommodate sustainable growth.

### Rail Alignment & Benefits (RAB) Study (2018)

- The RAB Identified the Pennsylvania Avenue Extension (PAX) as the city's preferred alignment for bringing trains from the county line to the Salesforce Transit Center.
- With the PAX and potential future downsizing, relocating and/or undergrounding of facilities at 4th and King, the RAB identified several opportunities for improving connections between Mission Bay and the rest of the city.
- The RAB conducted a financial analysis (using inputs from the 2012 study) to understand the potential for transit-oriented development in the railyards and vicinity to finance rail-related infrastructure and public improvements.



### Central SoMa Plan (2018)

- Policy 1.1.1** - Retain existing zoning that supports capacity for new jobs and housing.
- Policy 1.1.2** - Limit zoning that restricts capacity for new jobs and housing.
- Policy 1.2.2** - Set height limits on parcels as appropriate to ensure that developable land has, collectively, sufficient capacity for jobs and housing.
- Policy 3.3.1** - Maintain existing zoning that restricts non-PDR development in certain locations.
- Policy 3.3.2** - Limit conversion of PDR space in formerly industrial districts.

The Pennsylvania Avenue Extension (PAX) alignment, (RAB Study, 2018)





# Transit First



## MAJOR PROJECTS

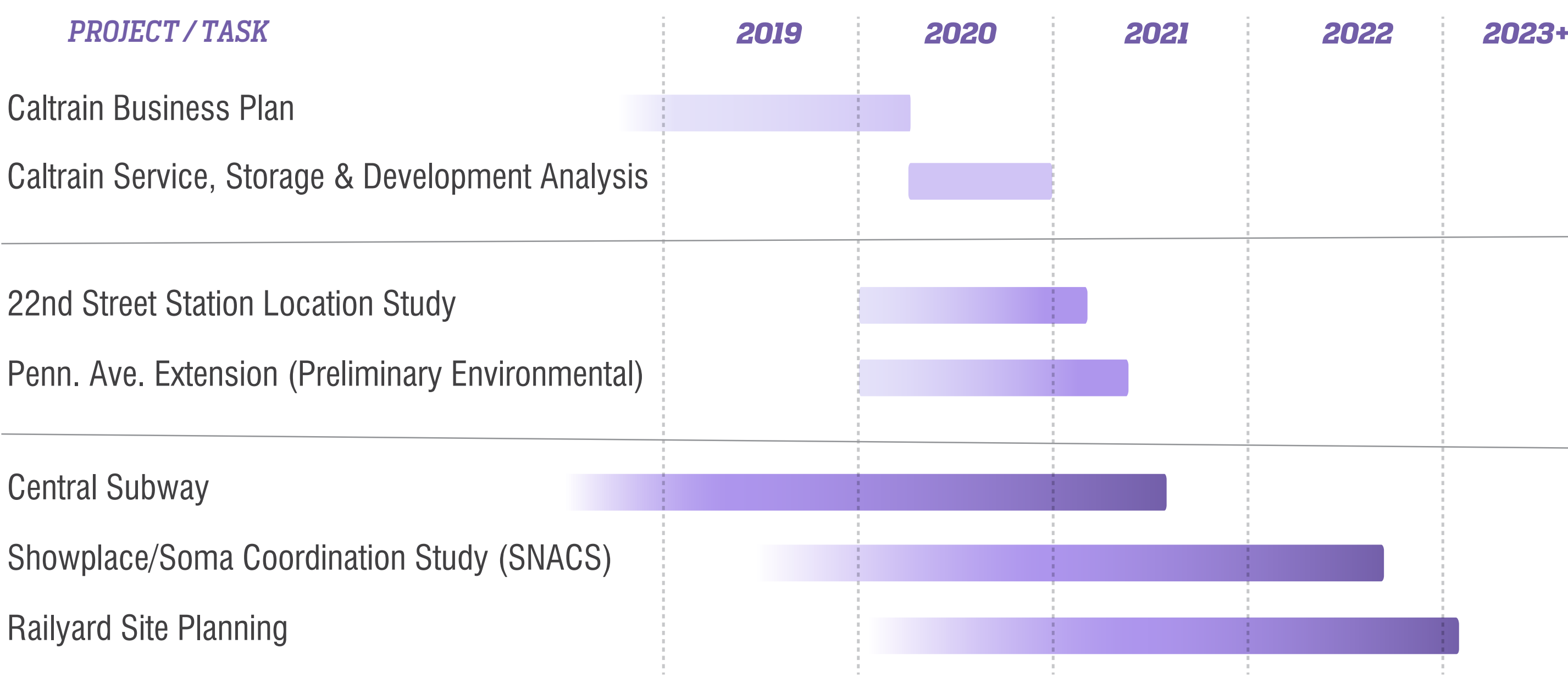
The City of San Francisco is currently building or planning several major transit and streetscape projects in the area.

- A Central Subway**  
Extension of Muni Metro T line to Chinatown - 2021
- B Caltrain Electrification**  
Electrification of diesel fleet & facilities - 2021
- C 16th Street Improvement Project**  
Transit and streetscape improvements (22 Fillmore to Mission Bay) - 2020
- D 55 Dogpatch**  
New route enhancing connections to Potrero Hill and Dogpatch - 2020
- E 4th Street Transit Improvement Project**  
Transit and safety improvements - 2020
- F Folsom-Howard Streetscape Project**  
Safety and streetscape improvements  
Planned 2022 Start of Construction
- G 3rd St. Transit and Safety Project Phase 1**  
Transit and safety improvements - 2020
- H 7th Street Quick-Build Safety Project**  
Safety and transit improvements 2020
- I Mission Bay Ferry & Water Taxi Landing**  
New ferry & water taxi landings for up to 6,000 daily passengers - Planned 2021
- J Downtown Rail Extension (DTX)**  
Undergrounding tracks at a new 4th and Townsend Station, extending rail service to Salesforce Transit Center - 2029 pending funding
- K Pennsylvania Avenue Extension (PAX)**  
Undergrounds tracks beneath Pennsylvania Ave from DTX to 22nd St area - 2029 pending funding

## MAJOR STUDIES & REGIONAL RAIL COORDINATION

At the same time, San Francisco, Caltrain, the Transbay Joint Powers Authority and Prologis (owner of the 4th & King Railyard site) are coordinating many studies related to the Railyards and regional rail service.

These studies recognize that the 4th & King Railyards must serve transit first. Only after they identify regional transit needs can we study the development potential on the railyards site.





# What is happening in the area?



**1450 Owens (proposed)**

- 200,000 gsf of office/lab



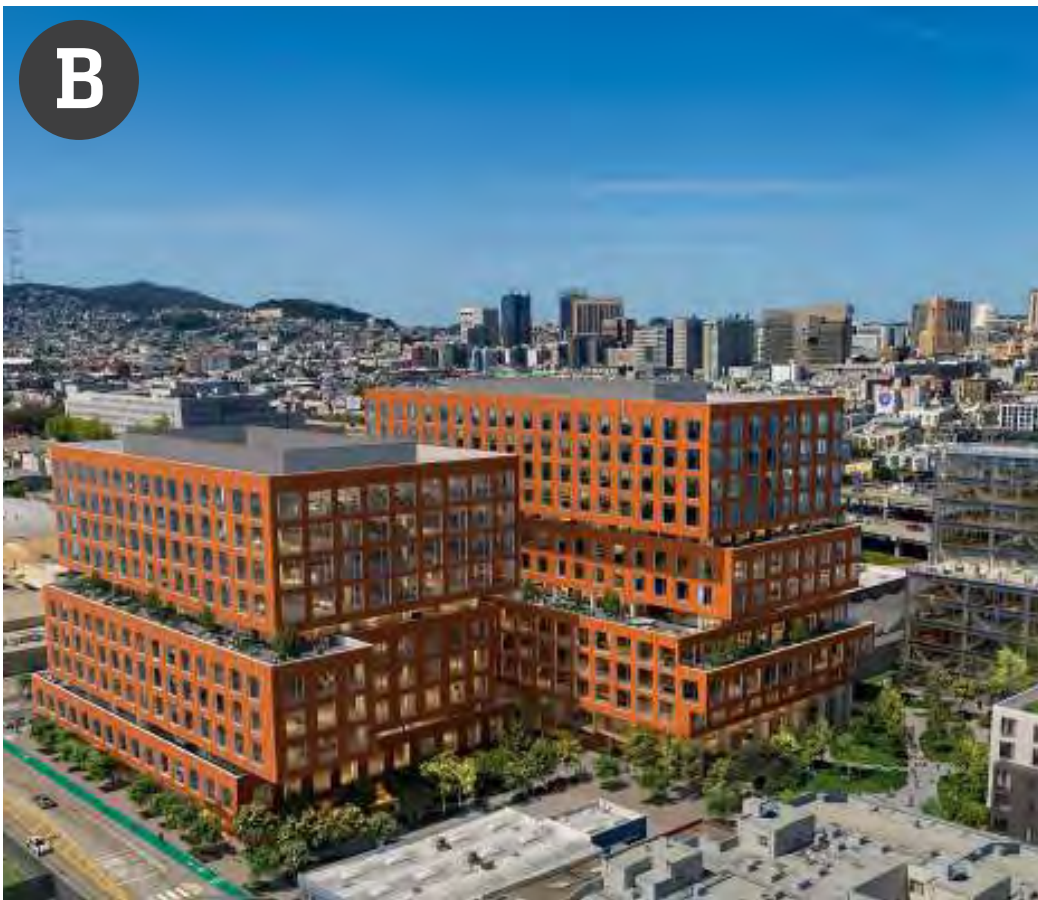
**900 7th St / Recology (proposed)**

- Currently in design and environmental review
- 5 buildings on 6 acres
- Heights range from 65' to 200'
- Up to 750,000 gsf of office/lab and PDR
- Up to 500 residential units (40% affordable)
- 2 parks & a multi-use path (1.8 acres total)



**Flowermart - 6th/Brannan**

- 2 million gsf Office Space
- 115,000 gsf PDR/Flower mart, 83,000 gsf retail
- 145,000 gsf open space (including POPOS\*)



**598 Brannan**

- 920,000 gsf Office Space
- 65,000 gsf PDR/ Retail
- 72-85 below-market rate units
- 1 acre park + 19,000 gsf of POPOS\*



**Tennis Club/88 Bluxome**

- 840,000 gsf Office Space
- 30,000 gsf community recreation space
- 29,000 gsf of open space
- 118 below-market rate units



**Creamery - 4th/Townsend**

- 960 housing units
- 60,000 gsf hotel, retail, office



**One De Haro**

- Mixed-use
- 84,500 gsf Office Space
- 42,200 gsf PDR



**CCA Student Housing/188 Hooper**

- 280 units group housing
- 12,000 gsf common area
- 10,999 sf public open space
- 8,000 sf retail sales and service

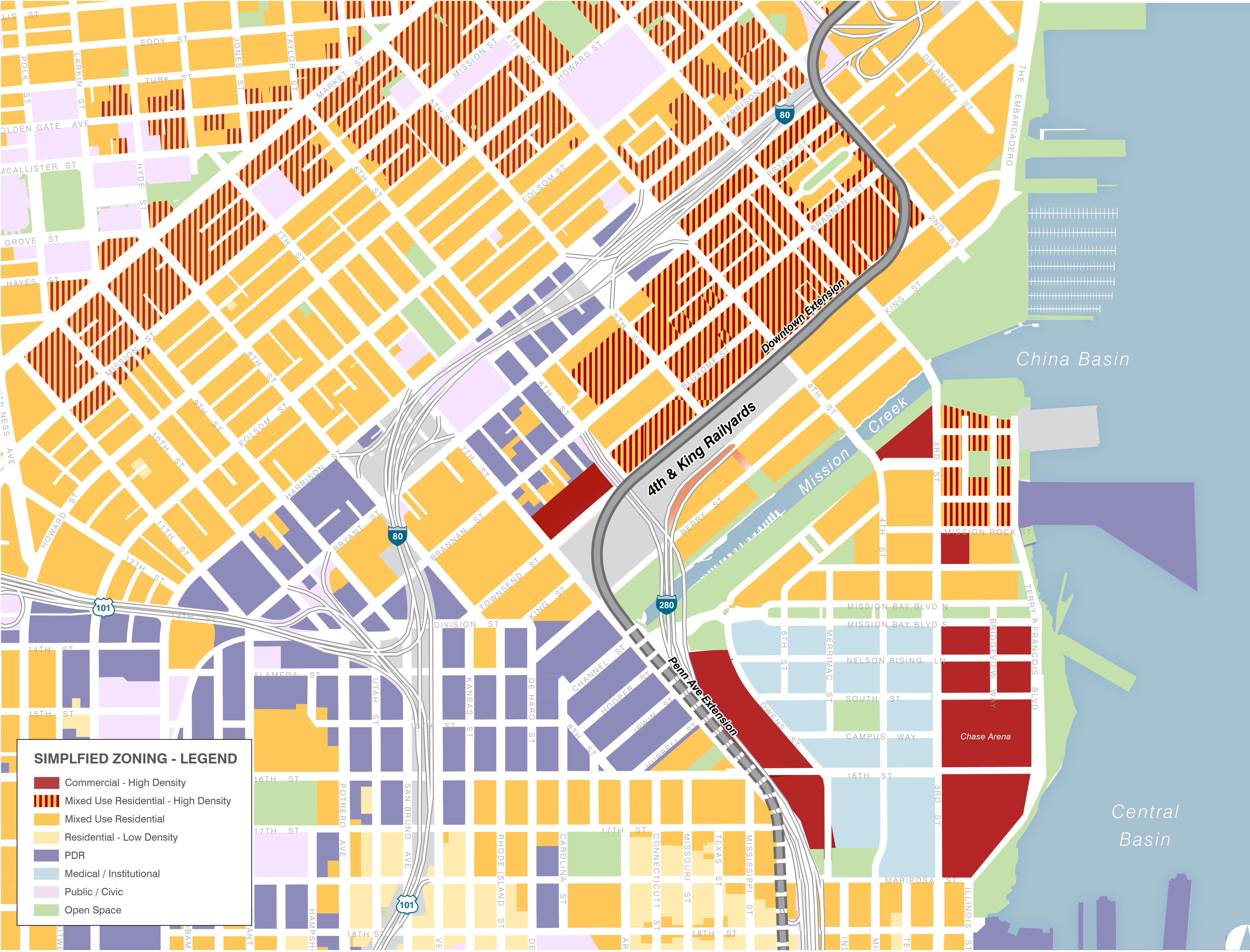
The Central SoMa Plan was developed with several years of community input and planning. It anticipates that a significant amount of housing and jobs will come from the development of relatively large, transit-oriented developments within walking distance of the new Central Subway and existing Caltrain stations.

The Central SoMa plan identified 6 of these “key” development sites. Four were approved in 2019 and are shown above in dark orange. In a lighter orange, the map shows two additional proposals - one in Showplace Square and one in Mission Bay - to increase allowed height limits and consider a different mix of uses than those respective area plans currently allow.

\* POPOS = Privately Owned Public Open Space



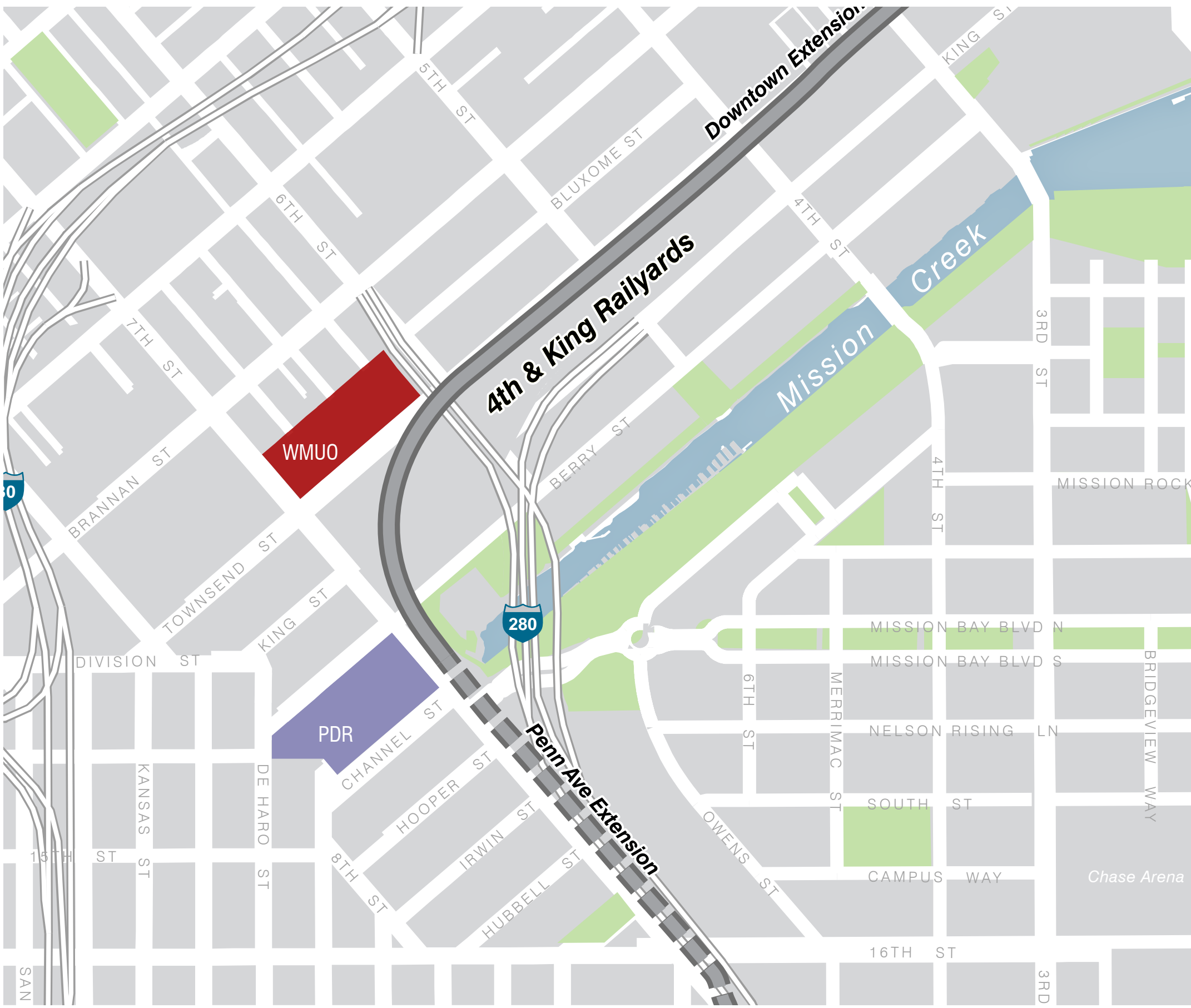
# Land Use Principles



## 1 ENCOURAGE HOUSING NEAR JOBS AND TRANSIT

Housing near the 4th and King Caltrain Station can help increase transit ridership, commuting choices and access to opportunity. Housing is also needed to meet the increased demand created by job growth in the area. Housing should not interfere with the viability of PDR, however. To these ends, staff are exploring the following changes:

- Change zoning on one block from Western SoMa Mixed-Use Office (WMUO), which allows office but not housing, to Mixed-Use Office (MUO), which allows housing
- Allow housing on part of the Recology site, the only local site large enough to accommodate office/lab, PDR, and housing
- Evaluating modest height increases on select Central SoMa Mixed-Use Office (CMUO) parcels to encourage more housing (See Boards 8-10)





# Land Use Principles

## 2 PLAN FOR A RANGE OF POSSIBILITIES AT THE RAILYARDS

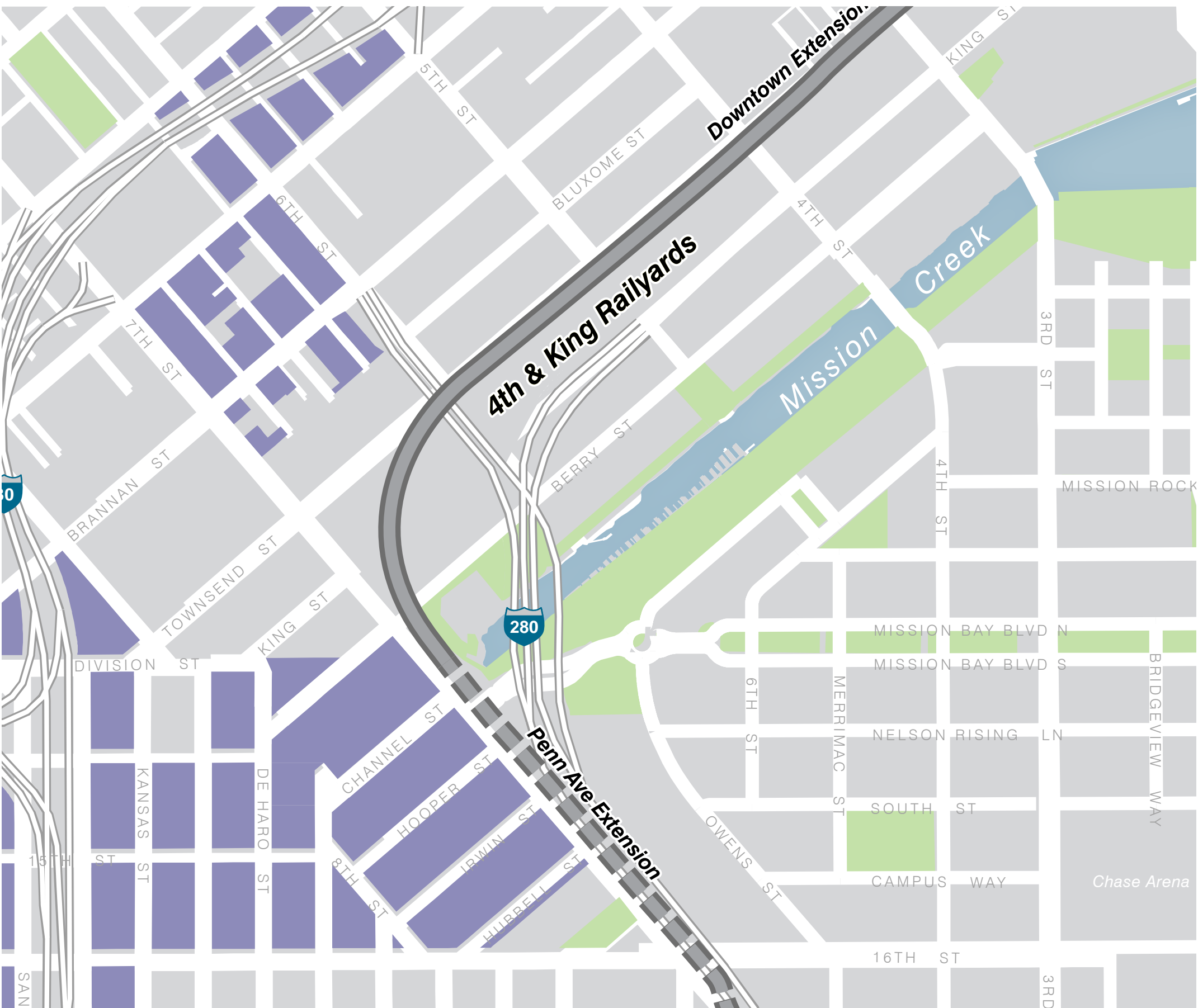
Planning for a range of possibilities at the railyards site can help create a more cohesive neighborhood design between “plan areas.” Development around the railyards site (and on it, if feasible) should include both commercial and residential development, since both land uses are critical to supporting regional transit. The railyards site, if developed, should also include a significant public open space.

- Complete several rail studies with Caltrain & other transportation agencies to understand opportunities and constraints at the railyards site
- Coordinate urban design with transportation agencies and the property owner of the railyards (see Board 4)



## 3 MAINTAIN PDR ZONING

Maintain PDR-protective zoning, while incentivizing the creation of new PDR space. Through a separate Citywide PDR Strategy, staff will explore additional ways to create new and affordable PDR spaces (see Board 11).



## 4 INCREASE PARKS AND ACCESS TO OPEN SPACES

Identify opportunities for new open spaces and connections. Ensure major new developments and infrastructure projects strategically enhance the open space system.

- Create two new parks at the Recology site
- If development is feasible at the railyards site, include a substantial public park
- Plan new parks and connections to Mission Creek when rail tracks are undergrounded
- Revisit or update the Green Connections and Showplace Square Open Space plans (see Board 13)

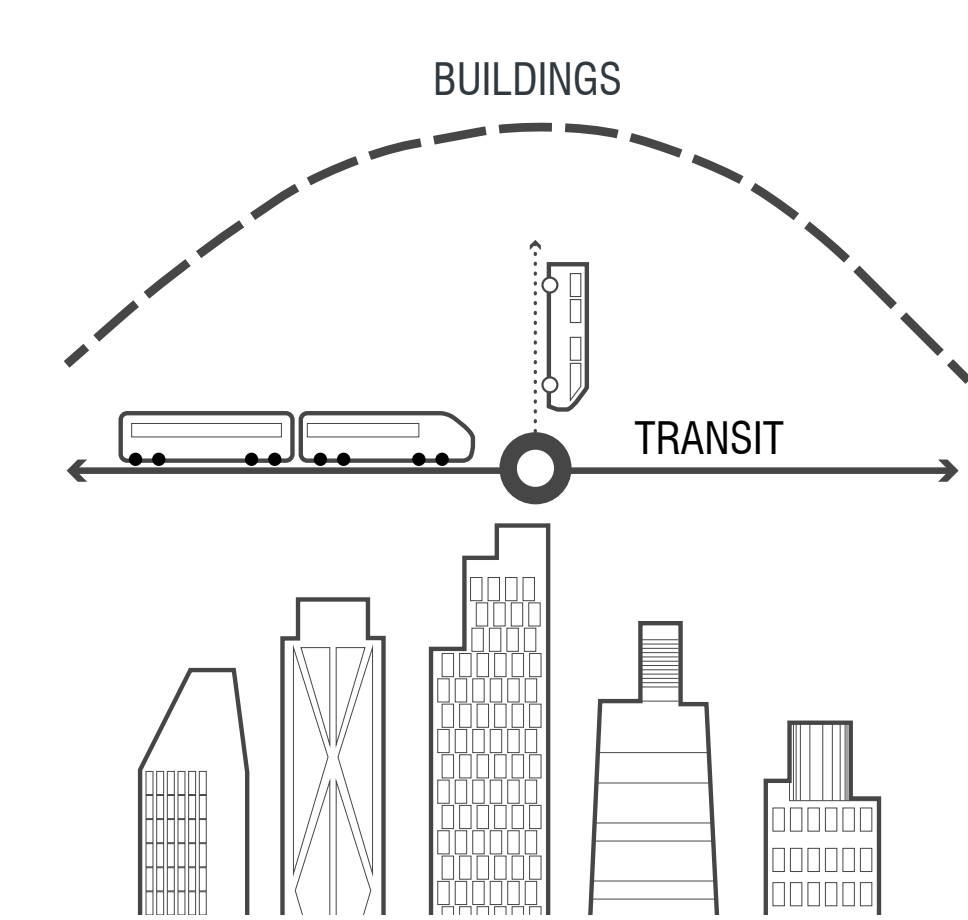




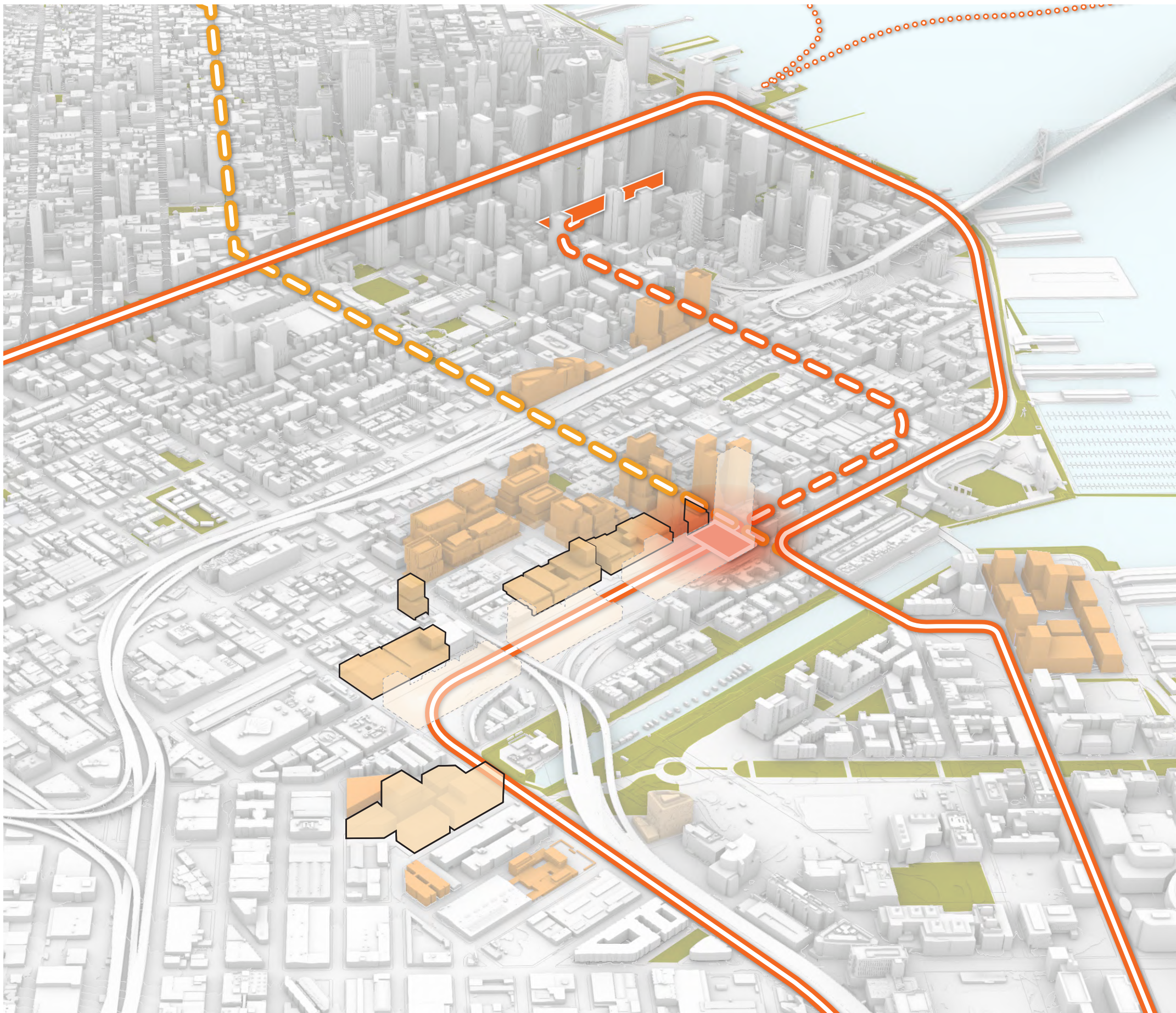
# Urban Form Principles

## 1 LANDMARK TRANSIT

Highlight the 4th and King Station as a transit-oriented center of activity, commensurate with the site’s importance in the regional network and the investment in infrastructure planned for this area.

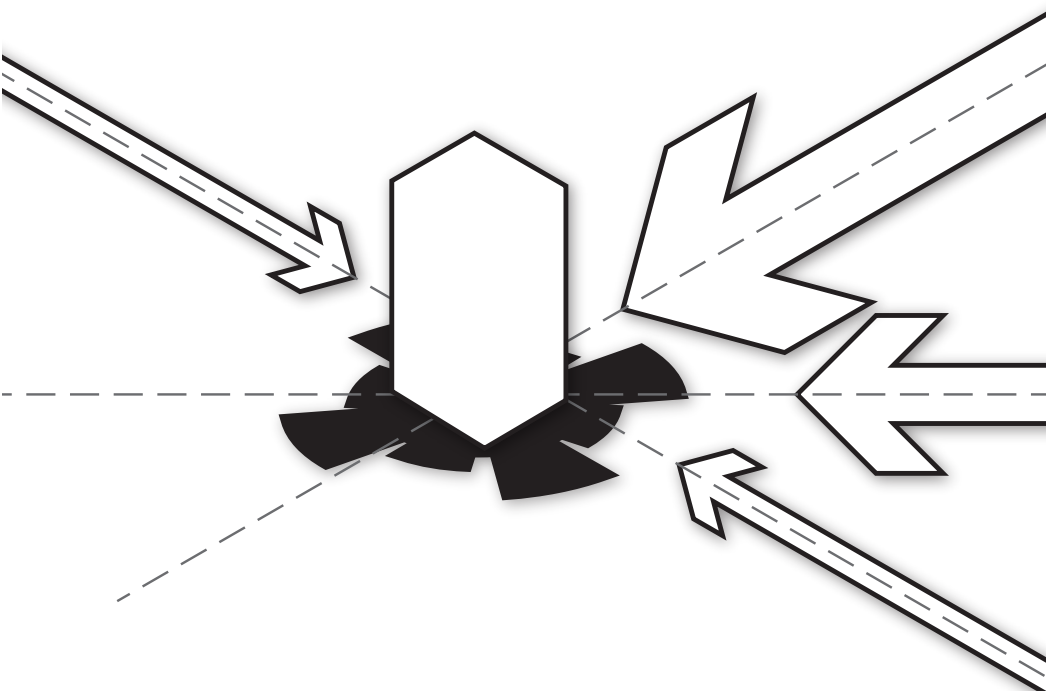


- Tall buildings should mark important transit facilities to promote the efficiency of commerce and avoid unnecessary encroachment upon other areas of the city.
- Tall buildings are appropriate at points of high accessibility – such as rapid transit stations – that are within walking distance of major centers of employment.
- Clustering of larger, taller buildings at important activity centers (such as major transit stations) can visually express the functional importance of these centers
- This focal point reinforces the primacy of public transit in organizing the city and recognizes the location's importance in local and regional accessibility, activity, and density.

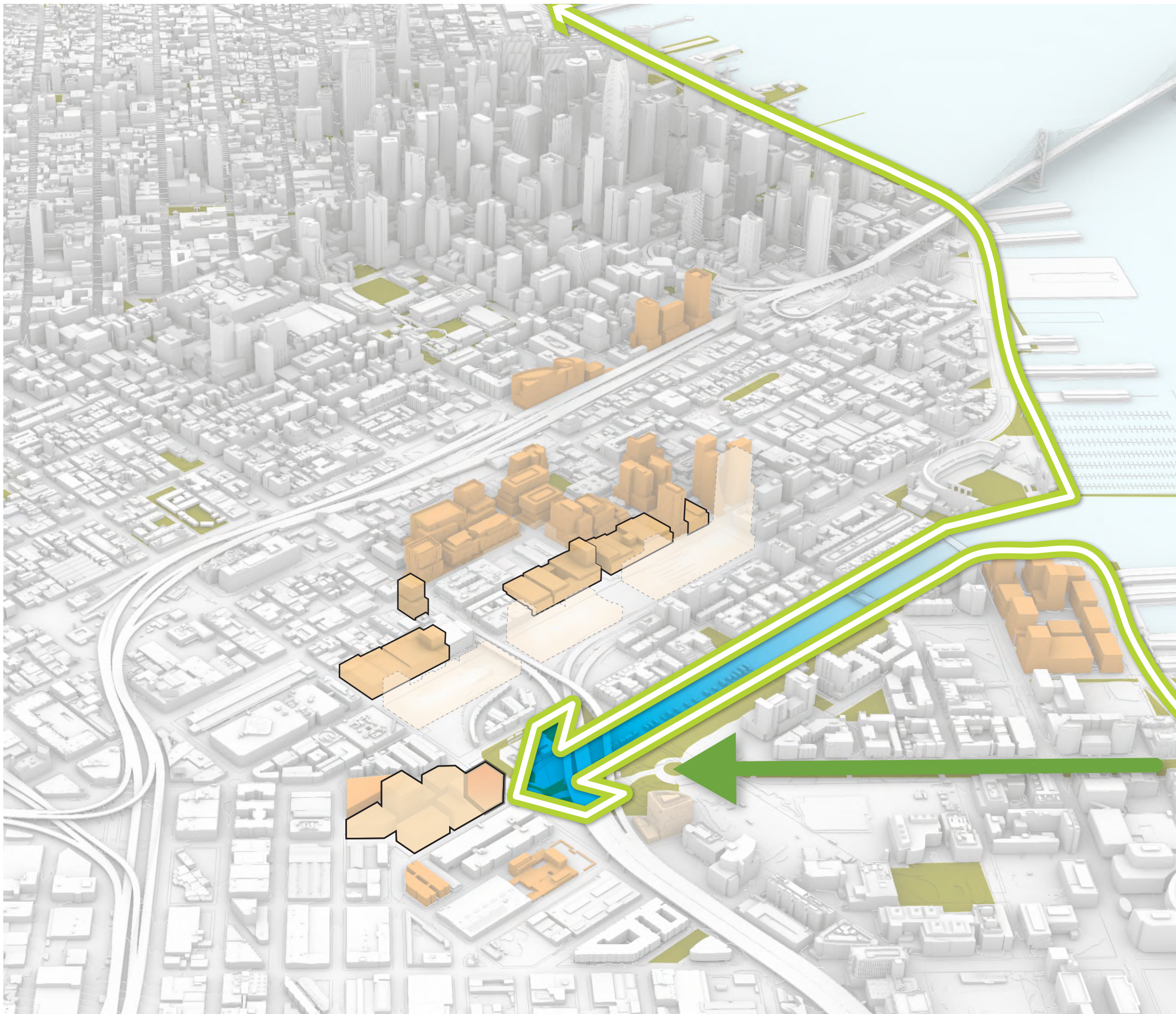


## 2 ANCHOR PUBLIC VIEWS AND OPEN SPACES

Celebrate the terminus of Mission Creek and Mission Bay Commons as the most prominent open space corridors in the area. Site and shape buildngs to express key junctures, unique places and natural features.



- Taller, more visually-prominent buildings provide intuitive orientation and can increase physical distinction, stimulate variety and relieve monotony.
- Building height can accentuate the west end of Mission Creek as the inland-most point of access to the waterfront park network. This increases the visibility of major destination areas and important public amenities.
- San Francisco's waterfront park system can be expanded at the west end of Mission Creek if and when the existing Rail lines are relocated below grade.



## 3 SHAPE THE SKYLINE

Create a distinct topography of buildings that complements the downtown skyline and is subservient to the city’s natural topography.

- Create an elegant skyline that, when combined with Central SoMa buildings, emphasizes 4th and King station and crafts a distinct hill formation which layers in front of the downtown “hill” at the transit center.
- From other vantage points, the proposed heights should be subservient to the dramatic hills in the city.
- Maintain ample distance between the the base of city’s hills and tall buidlings, in order to maintain views and emphasize natural topography, while efficiently using land near transit to increase local capac it for housing and jobs.



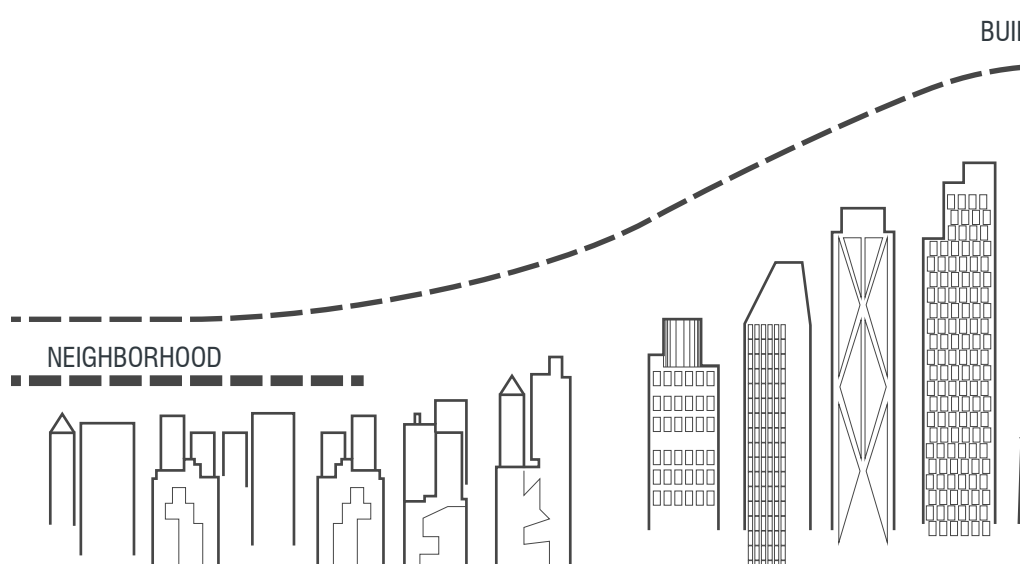
Text is paraphrased from the San Francisco General Plan and SF Planning’s Urban Design Guidelines



# Urban Form Principles

## 4 TRANSITION SCALE

Shape building height and scale to provide transition between major commercial centers and nearby fine-grain residential neighborhoods.

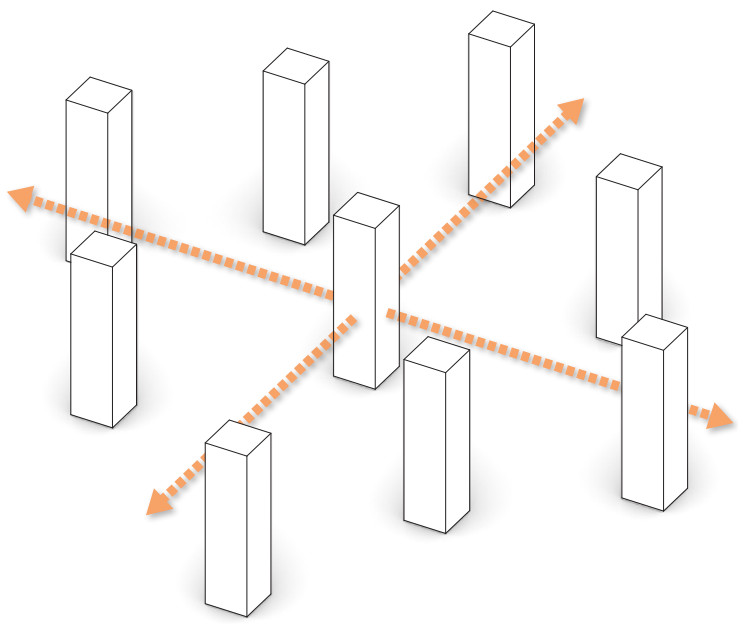


- As groups of buildings create their own topography, shape new buildings to respond to, reconcile or moderate between existing ones. Gradually transition building heights down from primary activity centers outward to areas of less intensive use.
- The relationship between areas of low, fine-scaled buildings and areas of high, large-scaled buildings can be made more pleasing if the transition in building height and mass between such areas is gradual
- Sculpt Building massing vertically and horizontally to a scale compatible with the surrounding context.



## 5 SPACE TOWERS

Provide adequate space between towers to create visual interest, maintain solar access and preserve environmental comfort. Limit towers to important nodes.



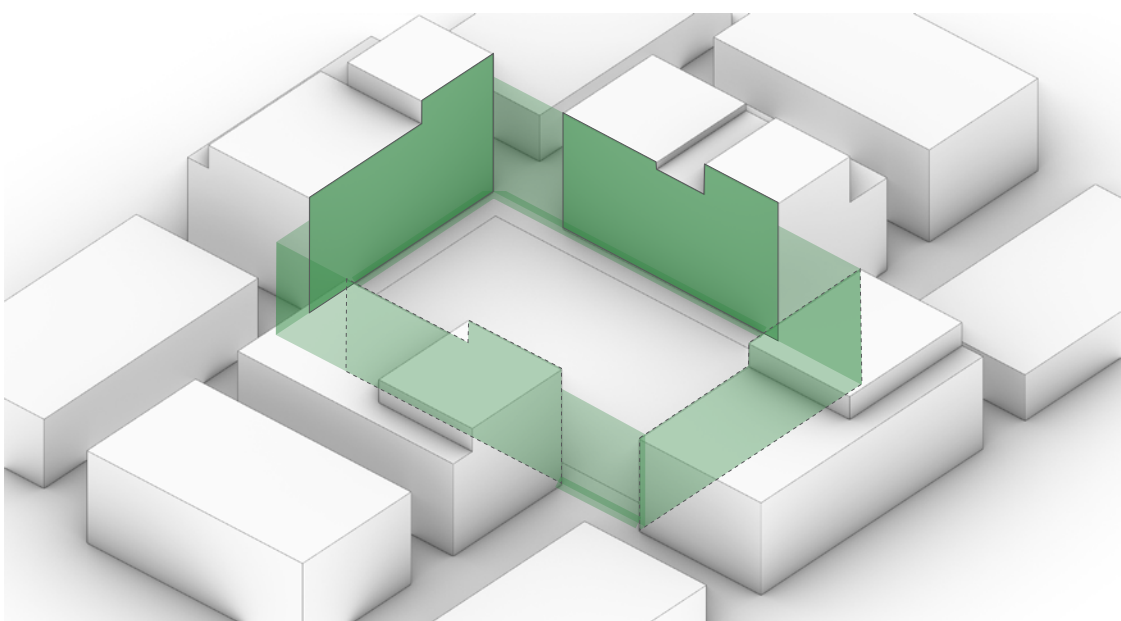
- Design sites, buildings, pathways, and processions to respect and enhance significant public view corridors as defined by the General Plan and create new viewpoints from public streets and spaces where feasible.
- Shape the height and bulk of towers with respect to views from important vantage points of the City.
- Maintain view corridors through the area by means of height and bulk controls that insure carefully spaced slender towers rather than bulky, massive buildings.



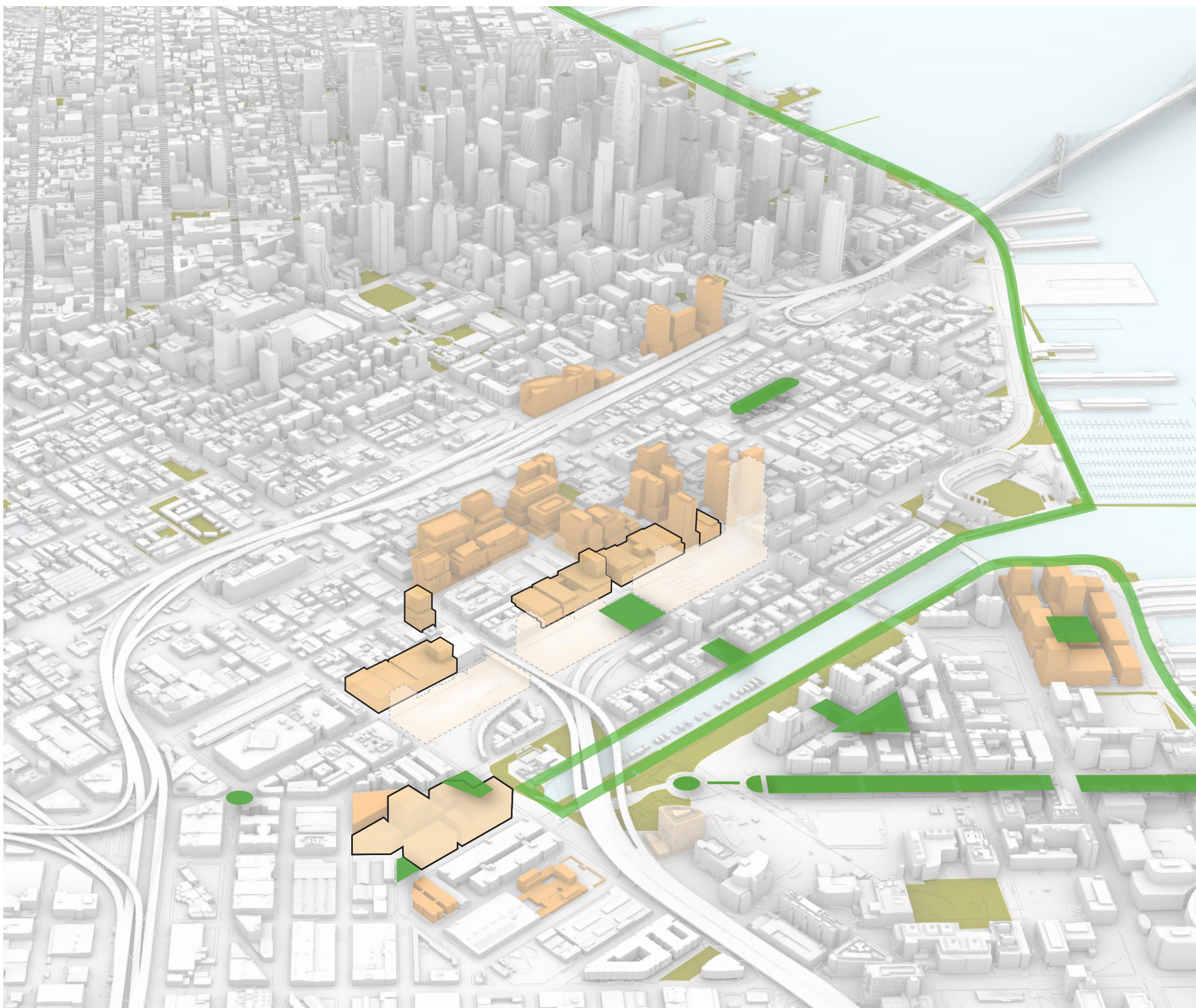
## 6 FRAME PUBLIC PARKS AND STREETS

Use buildings heights, street walls and active frontages to create “urban rooms,” in ways which foster active use, maximize physical comfort and support visual access.

- Use landscape, structures and buildings to define open spaces while providing visual access to encourage use and enhance safety. Buildings of a uniform height provide good spatial definition of larger public squares or plazas.
- Design and program the base of buildings to promote active use and foster positive activity. Orient entries, lobbies, large windows, stoops and balconies to face parks and open spaces to provide more opportunity for interaction and passive monitoring.

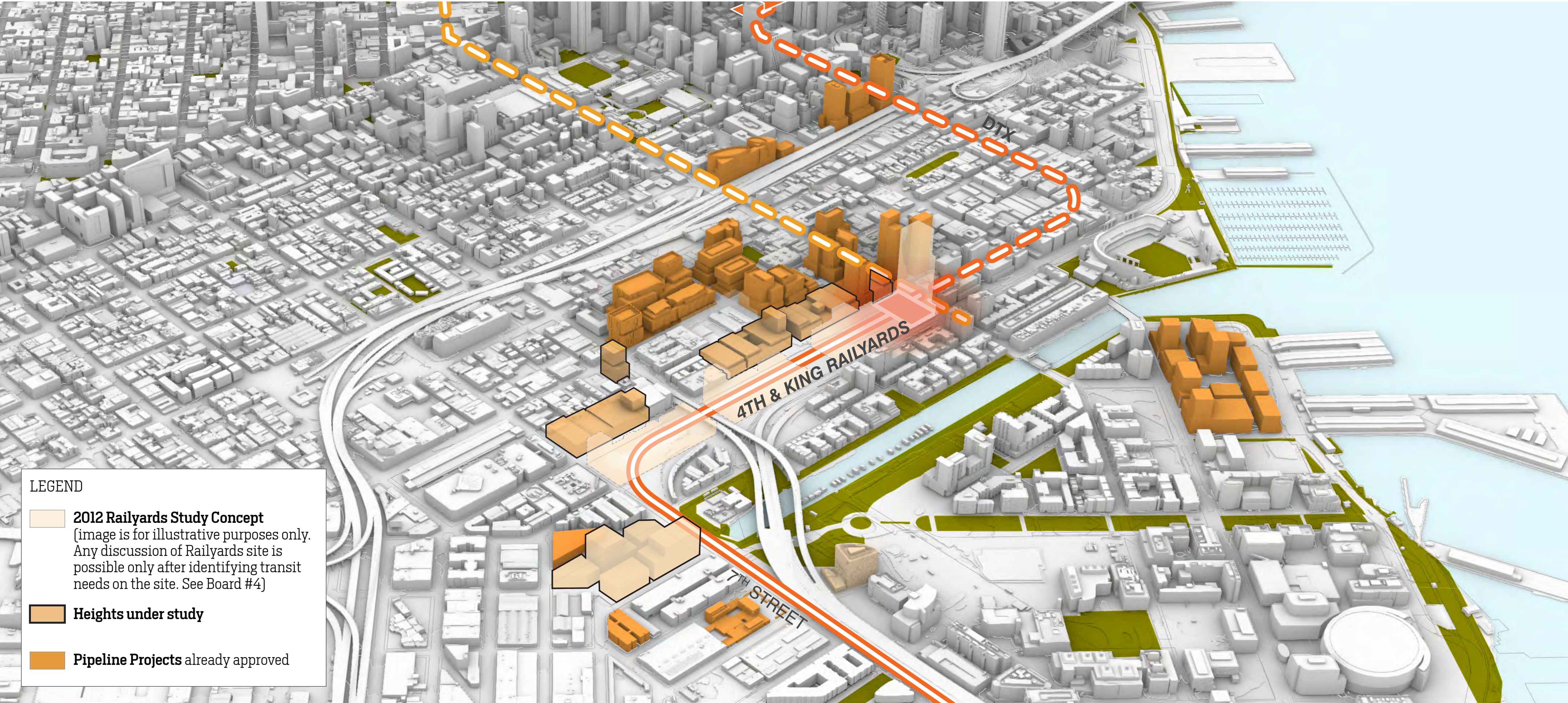


- Orient and design publically accessible open space to maximize physical comfort. Consider solar orientation, exposure, shading, noise and wind.
- Design Sites to help connect and define edges, landmarks, paths or districts.
- Frame rights-of-way with human-scale massing and building “base” heights that are comparable to the width of the street





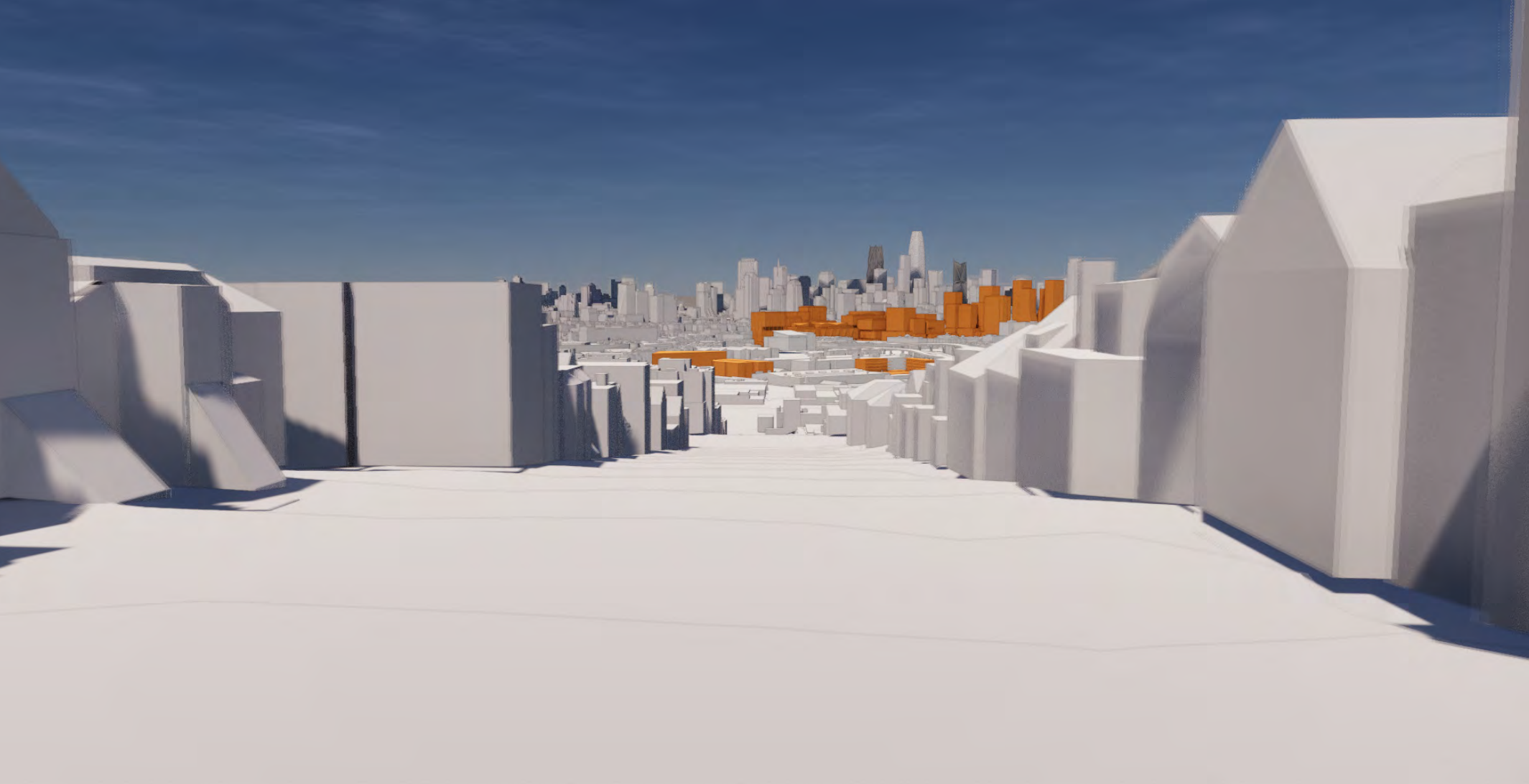
# Urban Form



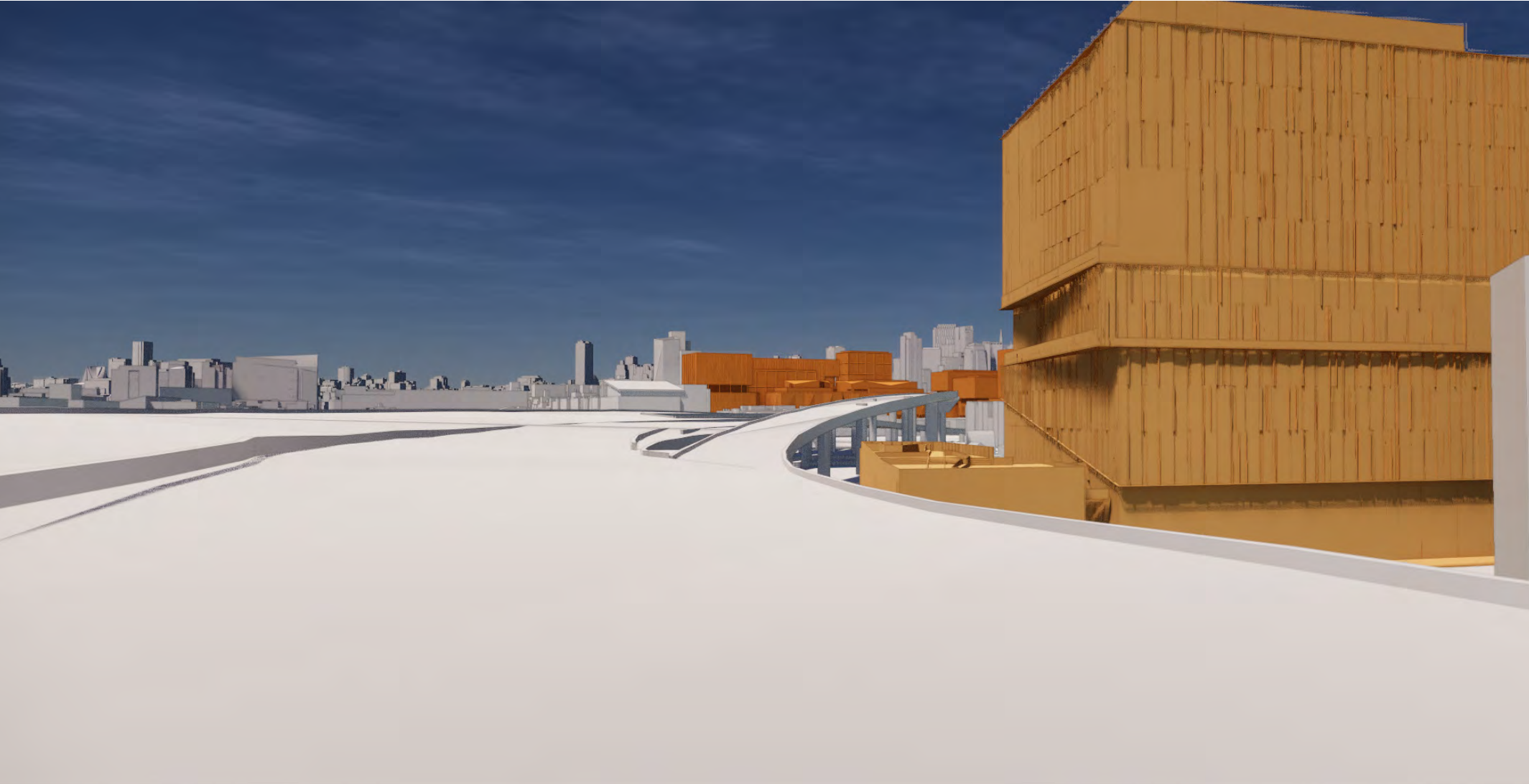
## Existing



4th Street Bridge



Potrero Hill

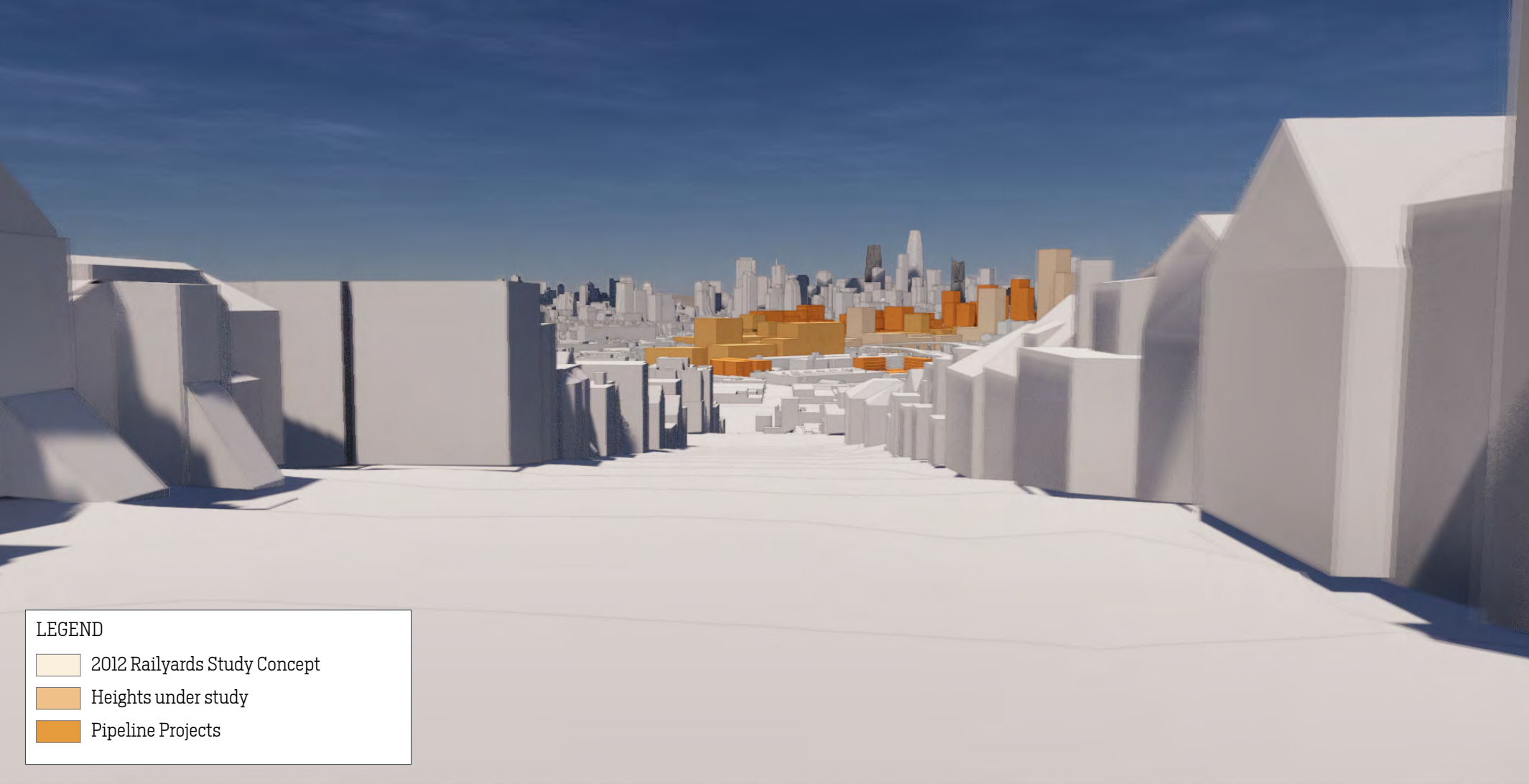


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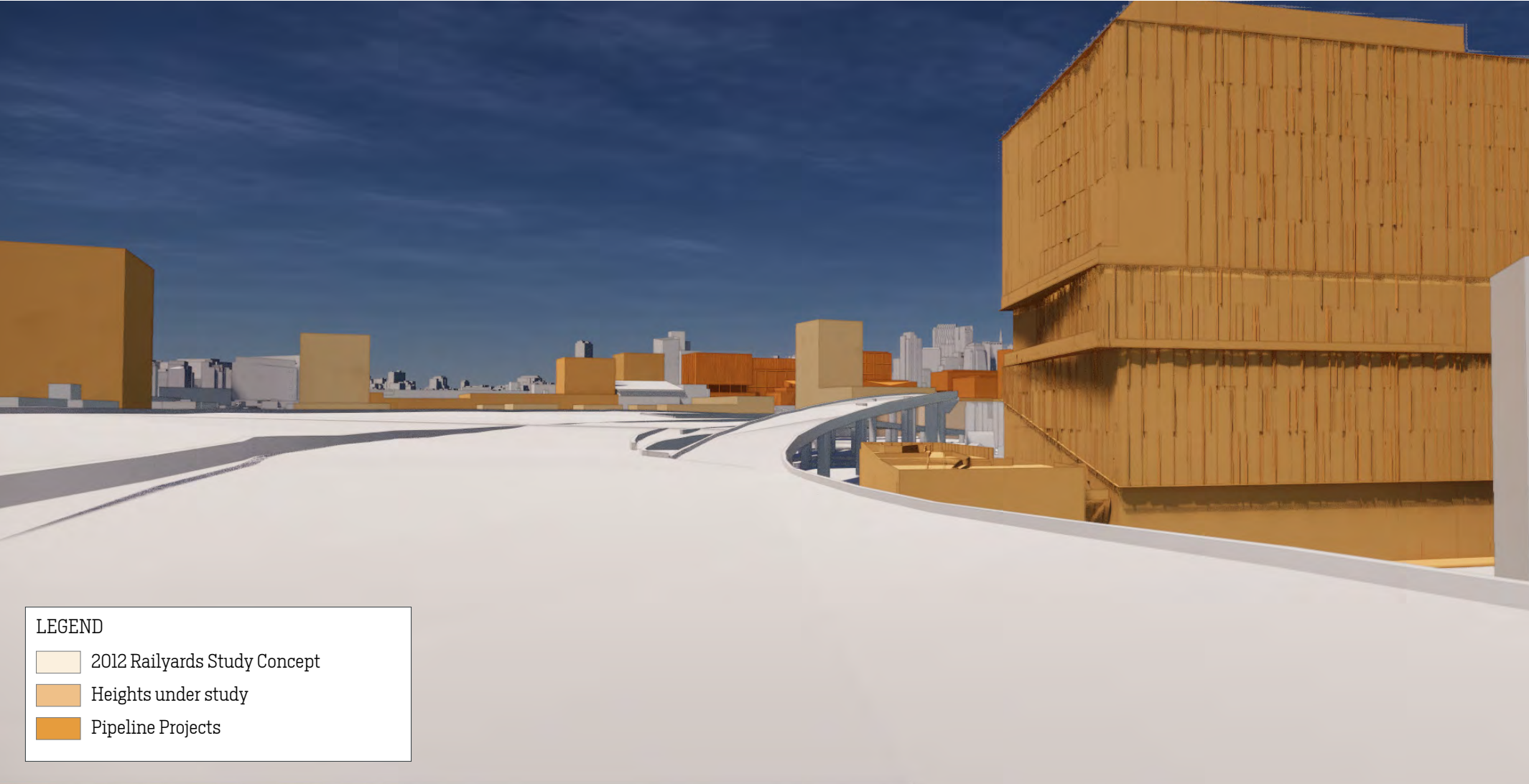
## Concepts



4th Street Bridge



Potrero Hill



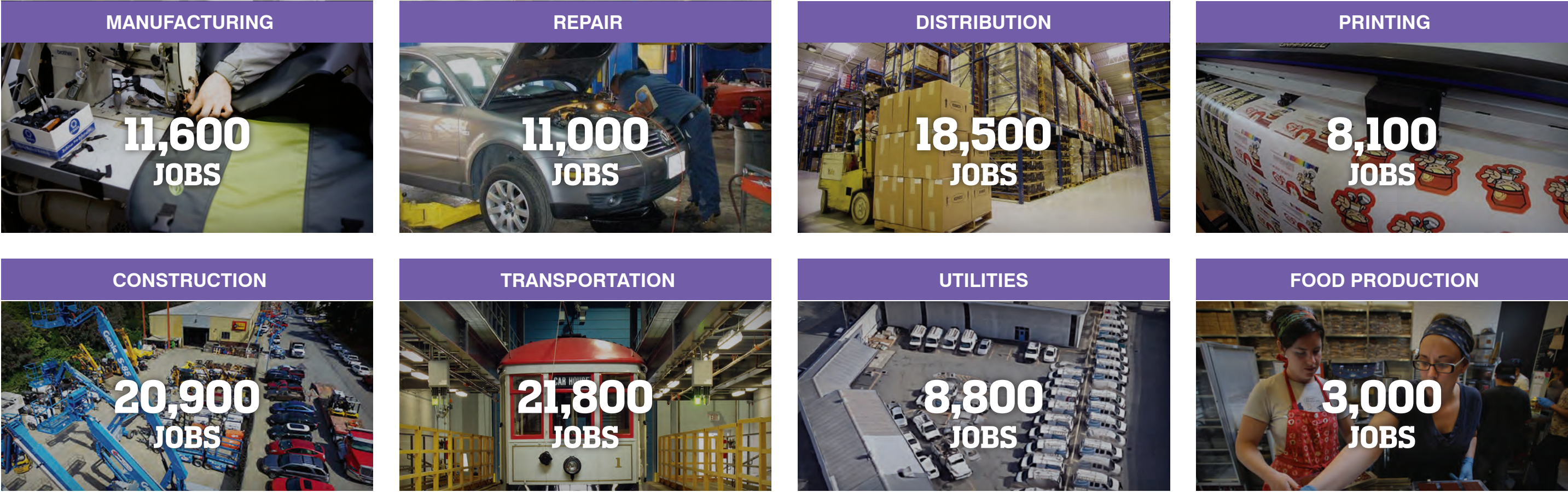
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# Production, Distribution and Repair (PDR)

## WHAT IS PDR?

PDR land uses contribute to San Francisco’s vitality by diversifying the economy, providing quality employment for residents, delivering critical goods and services, and creating innovative products that are exported globally. Some of the larger categories of PDR employment\* in San Francisco are shown to the right.



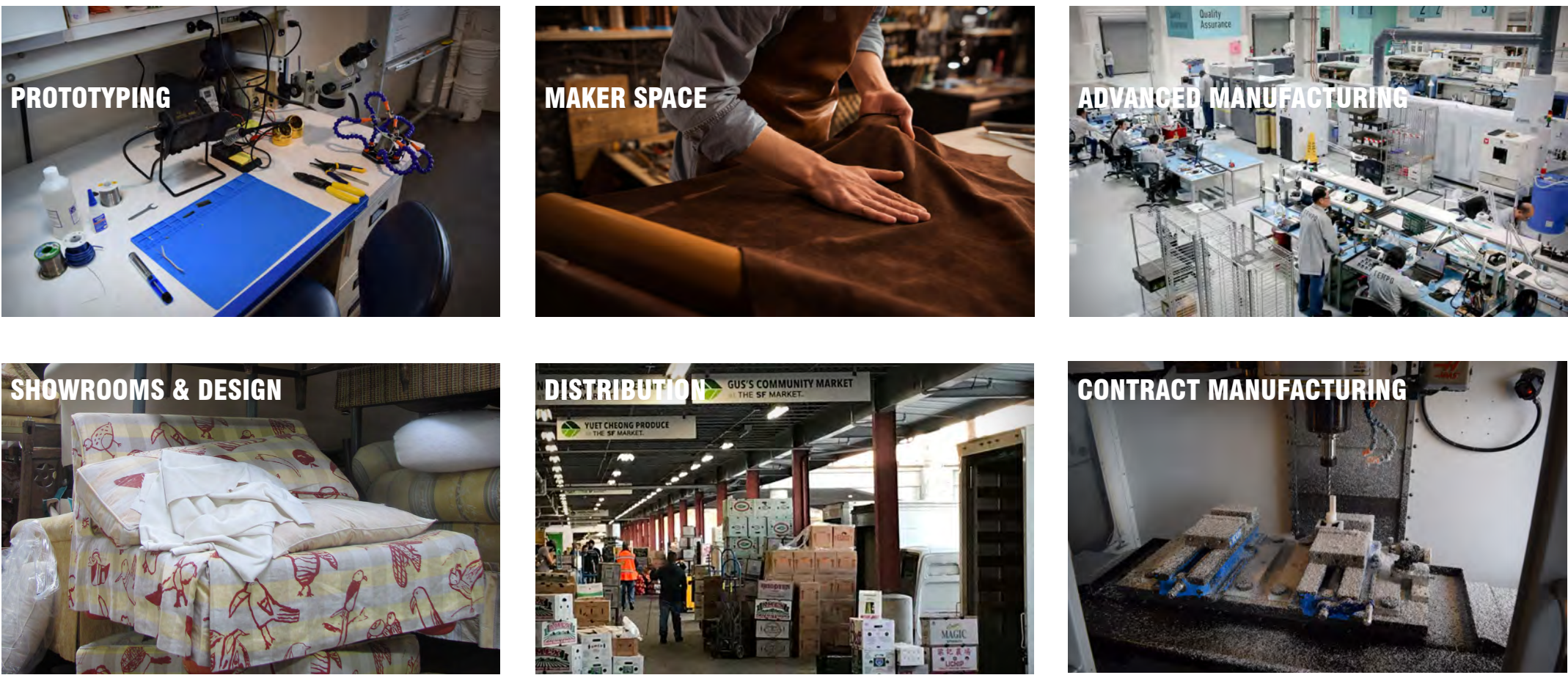
2018 Jobs in San Francisco, source: Dun and Bradstreet

## PDR IN SAN FRANCISCO

Challenges to creating viable and affordable PDR spaces have only increased since the 1970s, and especially in the past 10 years.

Increasing rents are pricing out many PDR businesses and jobs. A surging interest in last-mile logistics is increasing the pressure on land costs. The overall supply of PDR space is also decreasing. And new mixed-use buildings do not always support a range of PDR functions.

Yet, small-scale manufacturing is growing. Businesses in consumer electronics, prototyping, bio-tech, and related sectors are in search of smaller spaces (compared to heavy industry in the past). At the same time, local PDR businesses continue to supply the city’s hospitality, construction and design industries, as well as office and service sectors.



## EVOLUTION OF PDR POLICY & ZONING

Over the past 15 years, the city has adopted and studied numerous pieces of legislation and policies to protect, support, and expand PDR uses.



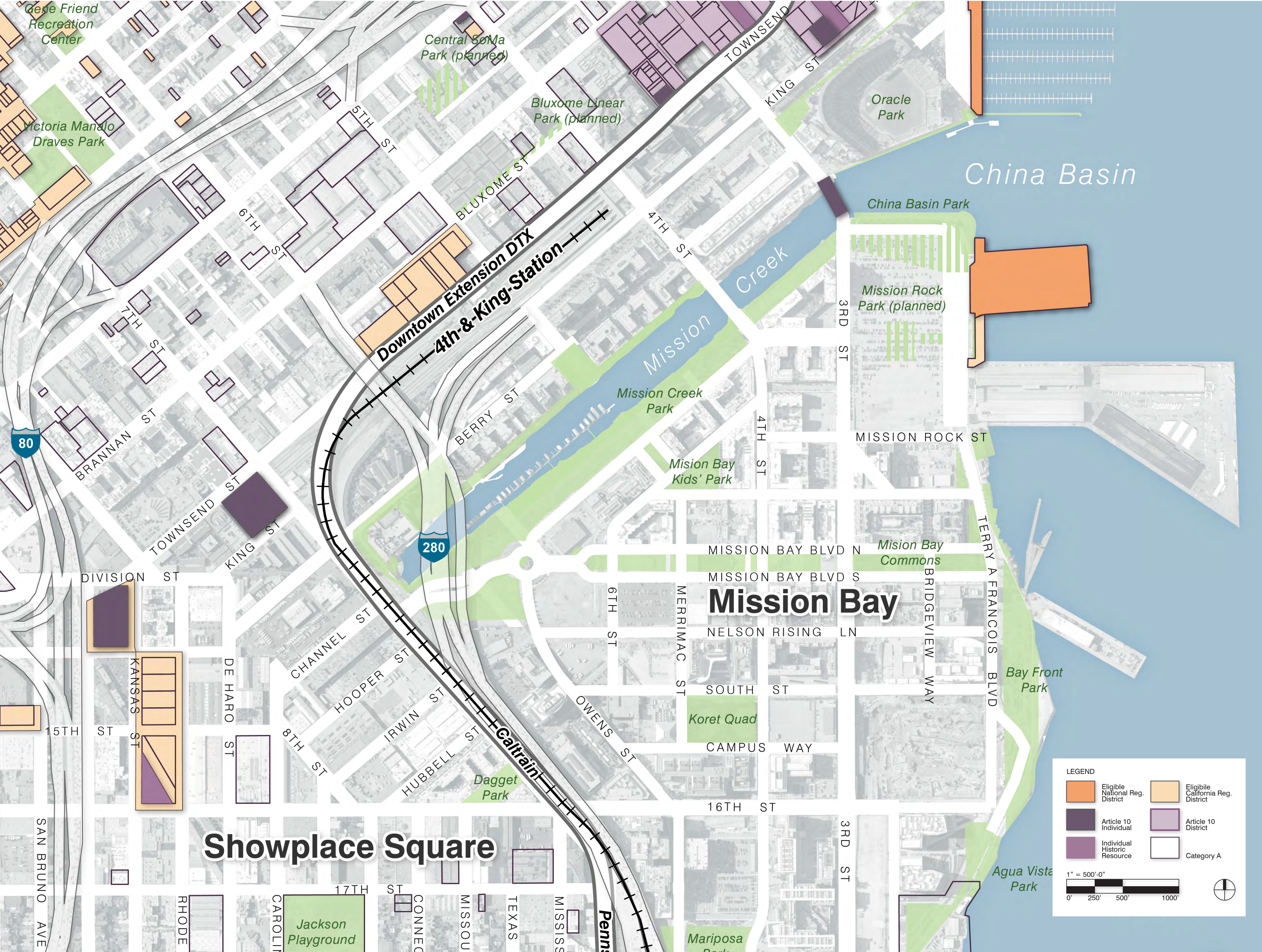
## UNDER STUDY FOR CITY’S PDR STRATEGY:

The Planning Department is initiating a citywide PDR Strategy, which will compile all of the city’s policies in one place, analyze current trends, and identify potential strategies to enhance the viability of PDR businesses and space throughout the City. Some early issues identified include:

- Updating design standards for PDR uses
- Allowing businesses related to PDR, e.g. “open air sales”
- Amending the “cross-subsidy” to encourage PDR on sites currently without PDR uses
- Updating the definition of labs in the Planning Code
- Minimizing conflicts with lab, office, residential uses
- Reducing challenges to PDR in neighborhood commercial districts where possible



# Historical Context



Challenges	Opportunities for Analysis
<ul style="list-style-type: none"><li>• Maintaining affordable and viable PDR space in existing buildings</li><li>• Adapting historic buildings to modern PDR needs</li><li>• Increasing housing and PDR while enhancing the historic character and defining features in the area</li><li>• Recognizing a shared history of local cultural events, traditions, and uses</li></ul>	<ul style="list-style-type: none"><li>• Transfer of Development Rights: Extending the TDR program from downtown and Central SoMa into historic blocks in the study area</li><li>• Contextual architecture of new construction which expresses the area's industrial past</li><li>• Preserving existing PDR uses (consistent with Central SoMa requirements)</li><li>• Interpretation of historic events in buildings and public spaces</li></ul>





# Open Space



## EXISTING PARKS AND PUBLIC OPEN SPACE

The study area does not currently contain any open space.

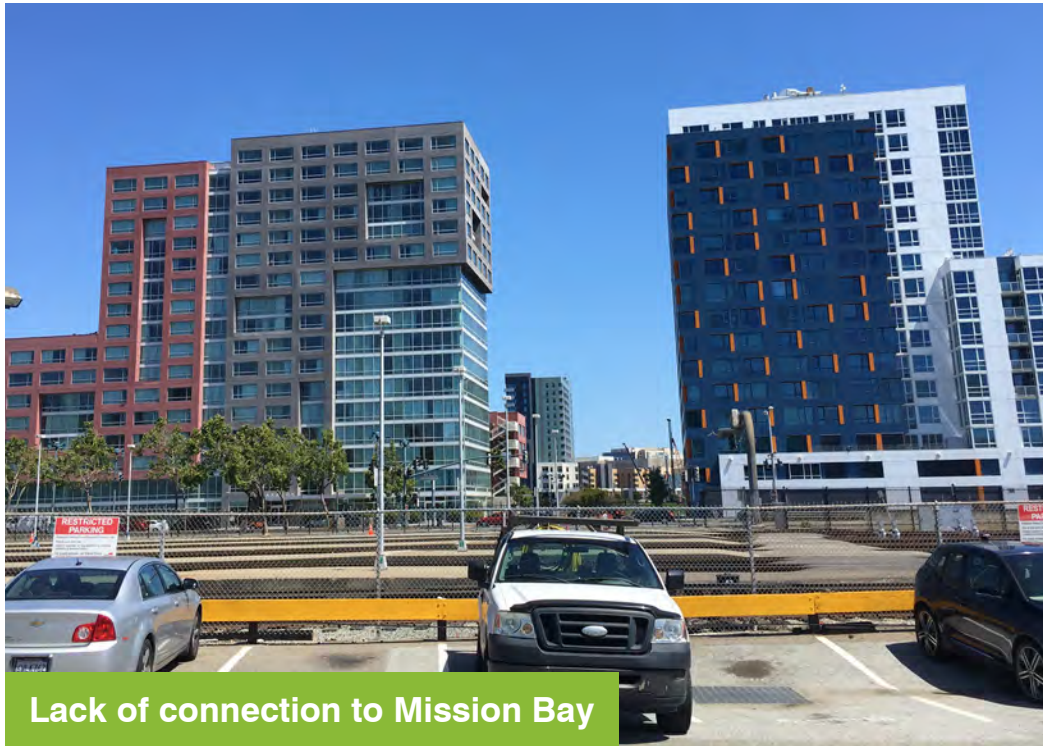
Adjacent open spaces include large greenways such as Mission Creek Park and small neighborhood parks such as Dagget Park.

San Francisco has nearly 1 acre of open space for every 100 people.

Including two proposed projects, the study area would have approximately 1 acre of open space for every 6,400 people.

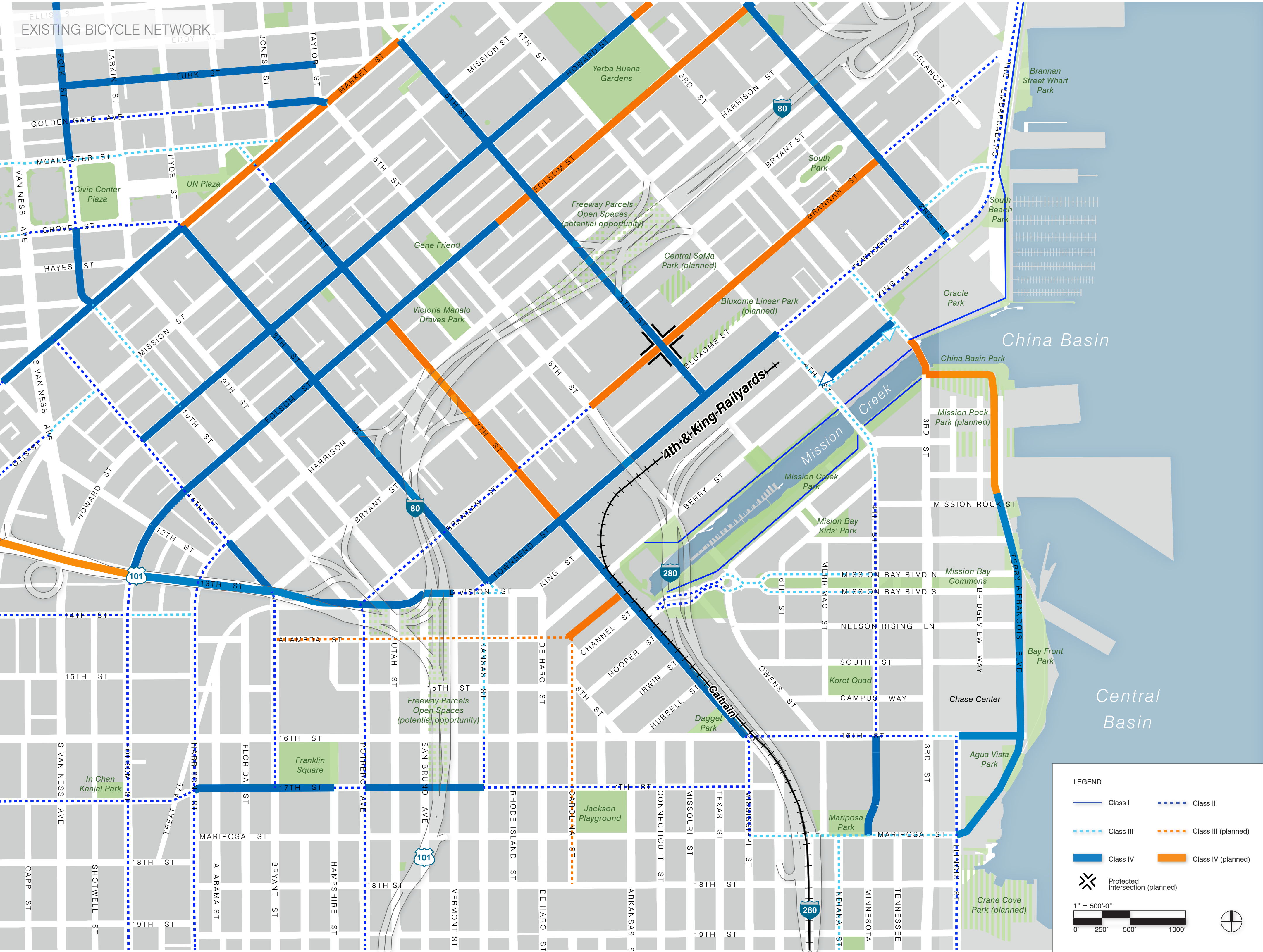
- ## PLANNED PARKS & OPPORTUNITIES
- A** Central SoMa Park (1 acre)
  - B** Bluxome Linear Park (1/4-acre)
  - C** Future ball field
  - D** Mission Creek opportunities
  - E** 900 7th Street (0.8 acres)

Challenges	Opportunities for Analysis
<ul style="list-style-type: none"><li>The study area is currently underserved by open space</li><li>Connections to parks, the waterfront and greater open space network are lacking</li><li>Mission Creek’s western edge is nondescript and inaccessible</li></ul>	<ul style="list-style-type: none"><li>Passive, active, and playground recreational opportunities</li><li>Robust open space connectors that link and define open spaces as one cohesive network</li><li>Direct connection to and improvements at Mission Creek’s western edge</li><li>Priorities for public realm and 4th/King site access</li><li>5th street corridor and future north/south connections</li></ul>





# Bicycles



The Study Area is currently served by a network of protected bikeways, bicycle lanes, and bicycle routes. Protected bikeways include striped, marked or signed bicycle lanes separated from vehicle traffic. Bicycle lanes include striped, marked or signed lanes for bicycle travel not separated from vehicle traffic. Bicycle routes include shared travel lanes marked or signed for shared use.

Major protected bikeways include Howard between 3rd and 11th Streets, Folsom between 5th and Division Streets, 7th between Stevenson and Folsom, 8th Street between Market and Division, Division between

Folsom and Vermont Street, and Townsend between 8th and 4th Streets. The SFMTA is currently working on implementing quick build traffic safety improvements on 7th Street between Folsom and Townsend Street, which will add protected bike lanes on both sides of 7th Street.

While several projects are underway to address neighborhood need, pedestrian and bicycle facilities have not kept up with the demand for them. Some existing facilities do not offer adequate protection from heavily trafficked roads and fast-moving traffic on major east/west and north/south corridors.

Challenges	Opportunities for Analysis
<ul style="list-style-type: none"><li>• The study area is not well connected to Mission Bay.</li><li>• Mode conflicts occur on some routes.</li><li>• Not all major connector streets within the study area have protected bicycle facilities.</li><li>• Gaps within the bicycle network make it difficult to ride in the area.</li></ul>	<ul style="list-style-type: none"><li>• How can we design for better north/south and east/west connections across Mission Creek and Caltrain tracks?</li><li>• Where are there gaps in the bike network and what are effective ways to close them?</li></ul>

