

# WELCOME!

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

## PURPLE BOARDS = CONTEXT INFORMATION

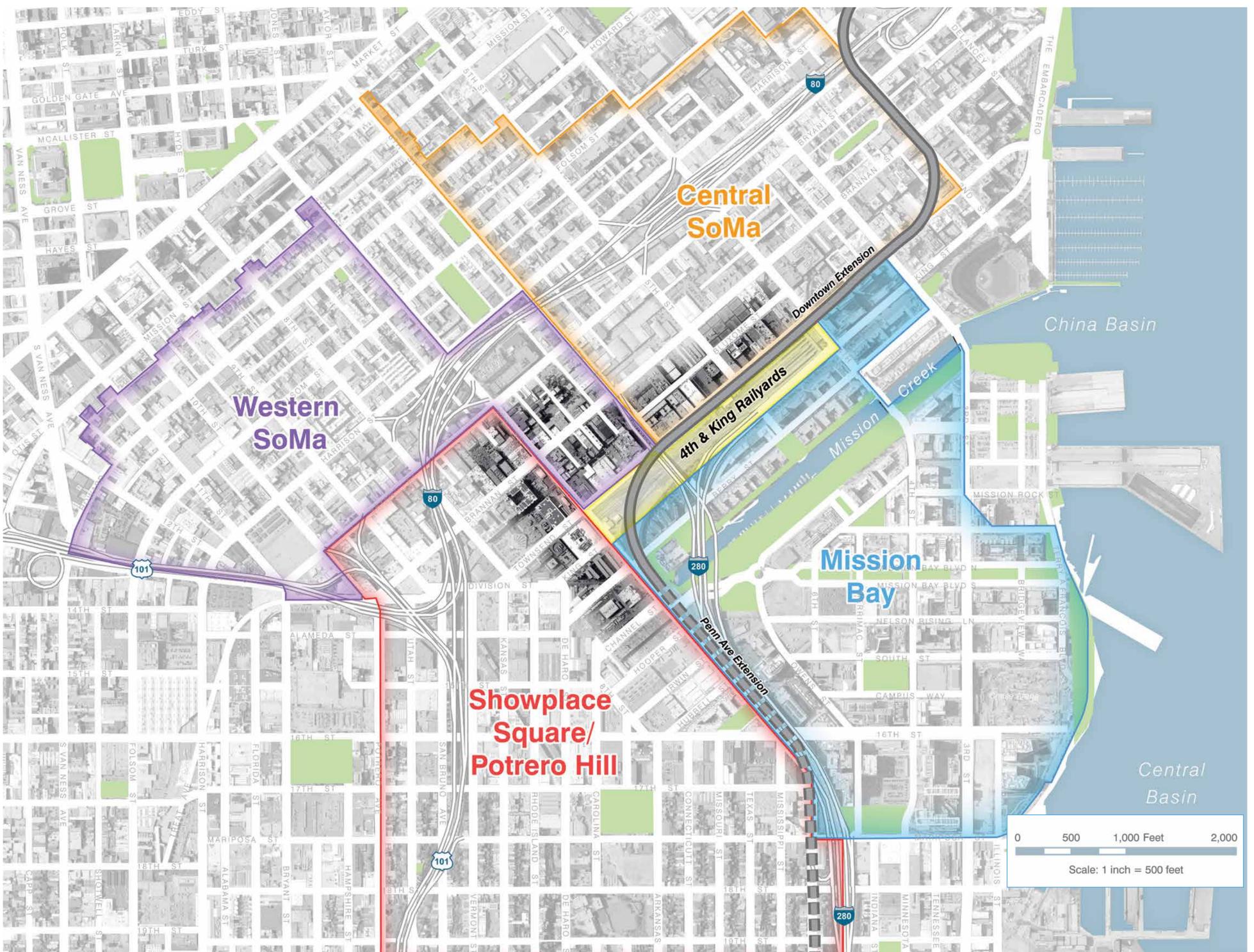
To give us all a common place to start, the purple boards have background information on the “Plan Areas” shown in the map below, like Central SoMa and Showplace Square. This Study will focus on the junction of these areas, shown in a darker color.

## GREEN BOARDS = IDEAS FOR YOUR FEEDBACK

We will ask for your priorities in the neighborhood for open space and streets, also known together as the “public realm.” Please use flags, comment cards or post-it notes to respond to **the ideas on GREEN boards.**

# Showplace/SoMa

## NEIGHBORHOOD ANALYSIS & COORDINATION STUDY



# 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, updates to planning code and *to Showplace Square Open Space Plan*
- 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

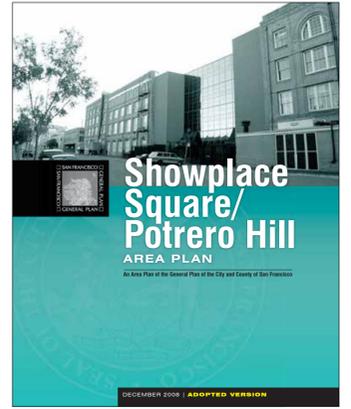


## Mission Bay Redevelopment Plan (1998)

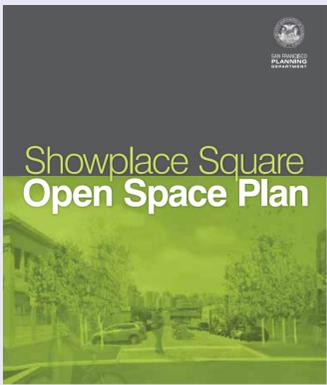
- Policy 3.3 - Create visual and physical access to the San Francisco Bay and the channel of China Basin
- Policy 5.6 - Provide adequate active outdoor recreation spaces, including passive recreational spaces, and facilities for the area's residential population
- Policy 6.1 - Create park, open space, and recreational facilities within a comfortable walking distance to serve the needs of Mission Bay South residents
- Policy 6.2 - Create an open space network which provides walking, jogging, and bicycle paths between recreation and open space areas throughout Mission Bay South, and provide connections to City-wide pedestrian, bicycle, and open space networks

## Showplace Square/Potrero Hill Plan (2008)

- Objective 5.1 - Provide public parks and open spaces that meet the needs of residents, workers, and visitors
- Policy 5.1.1 - Identify opportunities to create new public parks and open spaces and provide at least one new public park or open space serving the Showplace/Potrero
- Objective 5.3 - Create a network of green streets that connects open spaces and improves the walkability, aesthetics, and ecological sustainability of the neighborhood.
- Policy 5.3.2 - Design the intersections of major streets to reflect their prominence as public spaces
- Objective 5.4 - The open space system should both beautify the neighborhood and strengthen the environment



### YOUR FEEDBACK WILL HELP UPDATE THIS PLAN

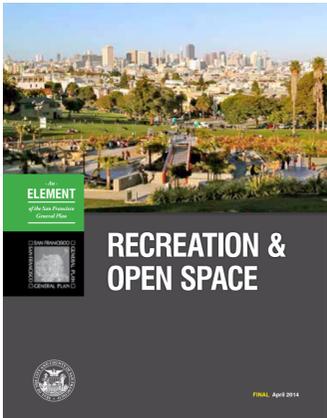
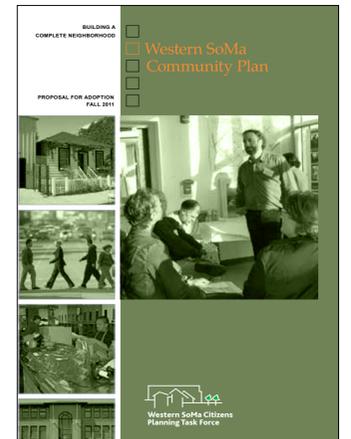


## Showplace Square Open Space Plan (2010)

- Expand open space opportunities that will support residents, workers and visitors. Provide adequate public open space to accommodate 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. Include green streets to establish a more pedestrian-friendly environment, improve access to existing and proposed open space resources, provide better connections with adjacent neighborhoods.

## Western SoMa Community Plan (2013)

- Objective 7.1 - Identify new park site opportunities
- Objective 7.3 - Improve the neighborhood's public realm conditions
- Objective 7.4 - Create a network of streets that connects open spaces and improves the pedestrian experience and aesthetics of the neighborhood
- Objective 7.6 - Maintain and promote diversity of neighborhood open spaces



## San Francisco General Plan - Recreation and Open Space Element (2014)

- Increase open space, and access to that open space, throughout Southeast San Francisco.
- Develop 41 new acres of park space in Mission Bay, including a large-scale bayfront part between China Basin and Pier 70.
- In addition to recreational parks, develop waterfront open spaces that provide climate change adaptive infrastructure.
- Develop a "Blue Greenway" to provide continuous access to waterfront open space from China Basin to the San Francisco County Line

## Better Streets Plan (2014)

- The Better Streets Plan provides a blueprint for the future of San Francisco's pedestrian environment. Major guidelines for street design include:
  - Prioritizing pedestrian safety and visibility
  - Developing clear, safe, and accessible connections across rail tracks, under freeways, and throughout the city.
  - Implementing stormwater controls to capture and filter dirty water before it reaches the bay.
  - Extensive greening, including a healthy, well-maintained urban forest and expanded sidewalk plantings

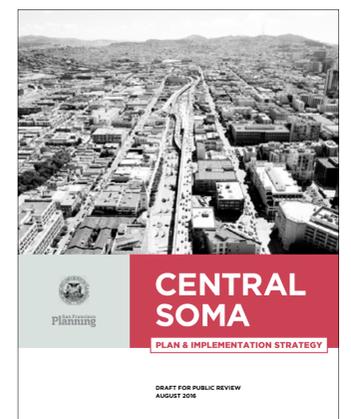


## Mission Rock (2018)

- The Mission Rock development, at the mouth of Mission Creek, includes a number of public realm improvements, including:
  - Eight new acres of parks and open space along the waterfront
  - Public waterfront access and improvements along Blue Greenway Trail
  - Tidal shelves to allow safe, educational, and recreational interaction with the San Francisco Bay.
  - Ample public gathering spaces, such as plazas and lawns

## Central SoMa Plan (2018)

- Objective 5.1 - Maximize the benefit provided by existing parks and recreational facilities
- Objective 5.2 - Create new public parks
- Objective 5.3 - Create new public recreational opportunities
- Objective 5.4 - Utilize the street right-of-way for additional green spaces, gathering and recreational opportunities
- Objective 5.5 - Augment the public open space and recreation network with privately-owned public open spaces (POPOS)
- Objective 5.6 - Ensure the neighborhood's parks and recreation offerings function as a network and complement the facilities of the broader SoMa area



# What is happening in the area?



**1450 Owens (proposed)**

- Primarily lab, with some office
- Height to be determined

**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 gross square feet (gsf) of Office Space
- 91,000 gsf retail, 1,000 gsf community facility
- 23,000 gsf childcare
- 38,000 gsf of open space
- Off-site flower market



**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
- 280 below-market rate units, off-site
- 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

# Leading with Transit

CITY AND REGIONAL AGENCIES ARE PLANNING SEVERAL TRANSPORTATION PROJECTS IN THE AREA.



## MAJOR RAIL PROJECTS

- A Central Subway**  
Extension of Muni Metro T line to Chinatown - 2021
- B Caltrain Electrification**  
Electrification of diesel fleet & facilities - 2022
- C Downtown Rail Extension (DTX)**  
Undergrounds tracks at a new 4th & Townsend Station, extending rail service to Salesforce Transit Center - 2029 pending funding
- D Pennsylvania Avenue Extension (PAX)**  
Undergrounds tracks beneath Pennsylvania Ave from DTX to 22nd St area - 2029 pending funding

## SOMA/MISSION BAY PROJECTS

- E 16th Street Improvement Project**  
Transit and streetscape improvements (22 Fillmore to Mission Bay) - 2020
- F 55 Dogpatch**  
New route enhancing connections to Potrero Hill and Dogpatch - 2020
- G 4th Street Transit Improvement Project**  
Transit and safety improvements - 2020
- H Folsom-Howard Streetscape Project**  
Safety and streetscape improvements  
Planned 2022 Start of Construction
- I 3rd St. Transit and Safety Project Phase 1**  
Transit and safety improvements - 2020
- J 7th Street Quick-Build Safety Project**  
Safety and transit improvements 2020
- K Mission Bay Ferry & Water Taxi Landing**  
New ferry & water taxi landings for up to 6,000 daily passengers - Planned 2021
- L Townsend St. Improvement Project**  
Near-term ped/bike safety improvements  
Under Construction 2020

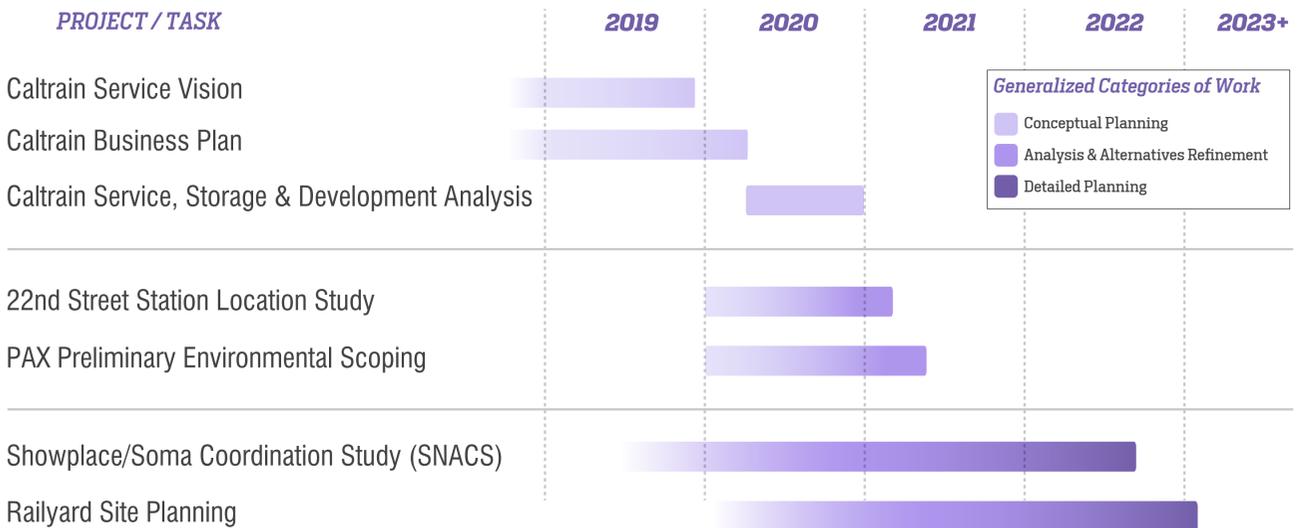
### UPDATE

**Showplace/MB Bus Route Adjustments**  
SFMTA is studying route adjustments to existing bus lines to improve service in northeast Showplace Square and northwest Mission Bay

## 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.

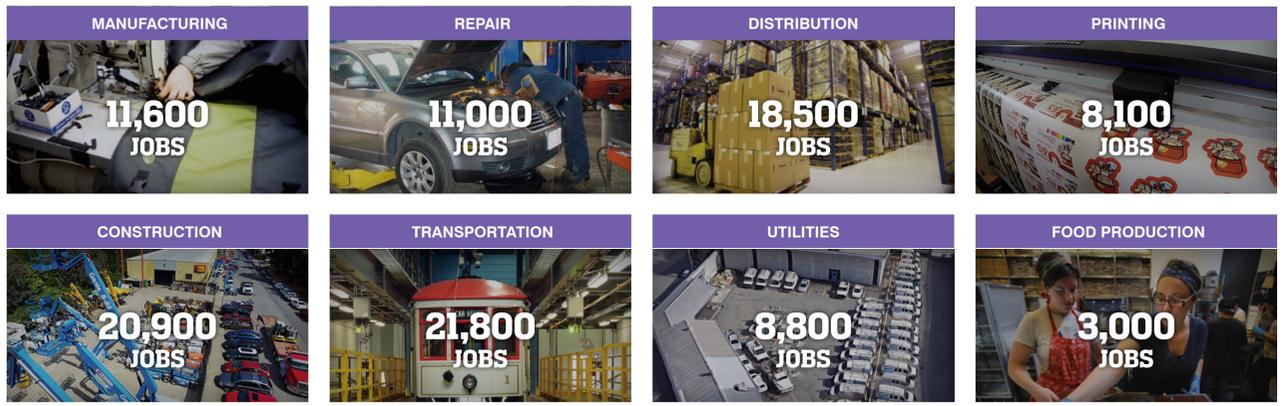
These studies recognize that the 4th & King Railyards must serve transit first. Only after they identify regional transit needs can we study the development potential on the railyards site.



# PDR: Production, Distribution, Repair

## 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.



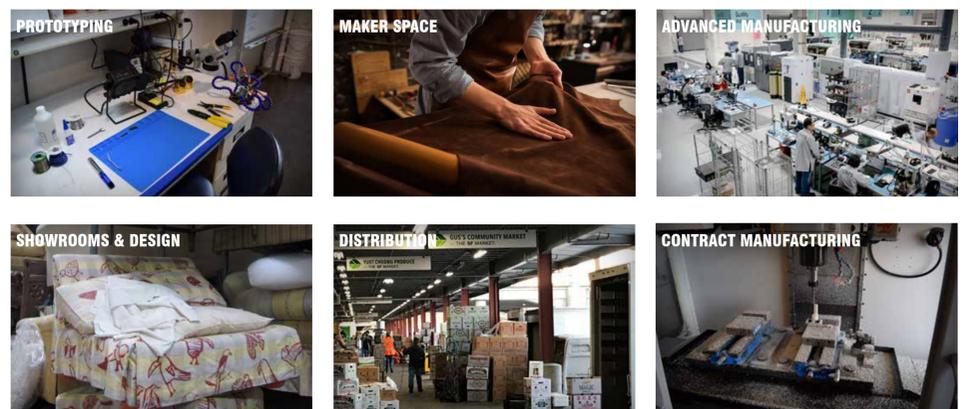
\* 2018 Jobs in San Francisco, source: Dun and Bradstreet

## 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.

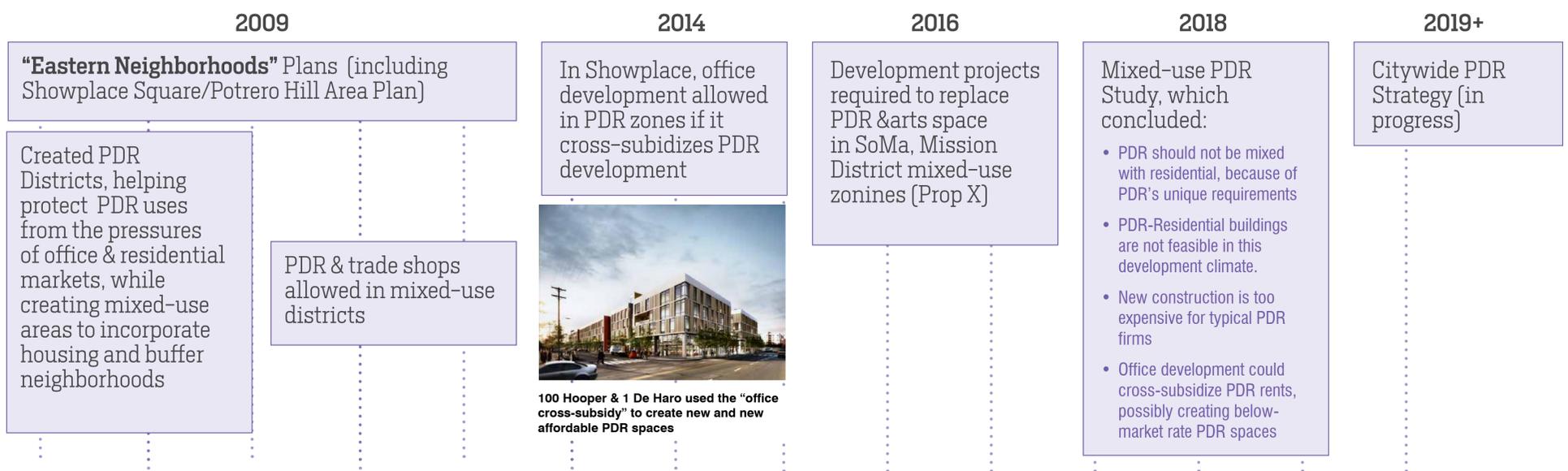
Increasing rents are pricing out many PDR businesses and jobs. A surging interest in last-mile logistics is increasing the pressure on land costs. The overall supply of PDR space is also decreasing. And new mixed-use buildings do not always support a range of PDR functions.

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

# Meeting #1 Report Back

## NOVEMBER 19<sup>TH</sup> PUBLIC MEETING @ 7 STILLS

The first public meeting for the SNACS was held on Tuesday, November 19, 2018 from 6-8 p.m. at the Seven Stills Brewery and Distillery at 100 Hooper Street. Approximately 75 people were in attendance.

After a brief presentation, meeting participants reviewed ideas on 12 different information boards, discussed them with city staff standing nearby, and submitted feedback either directly on the boards, via written comment forms, or later online.

City staff proposed principles to guide land use and urban design in the study area (at right). Feedback on the principles was generally supportive. However, based on the comments summarized below, staff will refine and present the principles for community feedback at Workshop #3.

### LAND USE PRINCIPLES, proposed by staff on Nov. 19th

1. Encourage housing near jobs and transit
2. Plan for a range of possibilities at the railyards
3. Maintain PDR zoning
4. Increase parks and access to open spaces

### URBAN DESIGN PRINCIPLES, proposed by staff on Nov. 19th

1. Landmark transit
2. Anchor public views and open spaces
3. Shape the skyline
4. Transition scale
5. Space towers
6. Frame public parks and streets

## COMMUNITY FEEDBACK

Despite a variety of viewpoints, there was broad agreement around open space, connections to surrounding neighborhoods, neighborhood-serving ground floors, human-scale buildings and other urban design principles. A general consensus also emerged on topics related to PDR, view corridors, streets and transportation. The clearest difference in perspectives related to housing and building heights.

This board summarizes the common feedback and major themes heard at the public meeting and online. To see a full summary of the feedback from the first public meeting, visit [sfplanning.org/snacs](http://sfplanning.org/snacs).

### OPEN SPACE

The broadest consensus was on open space. Feedback included:

- Need more open spaces in the area
- Parks feel like second priority to development
- Need a park of significant size
- Need more parks away from freeways

### LAND USE

Land use feedback included:

- Need better jobs-housing balance
- Need more evening uses
- Ensure transit-oriented development benefits low-income households

Feedback also generally supported land use principles proposed by staff, see below.

### URBAN DESIGN

Urban design feedback included:

- More human-scale blocks, buildings and streets
- Subservience to natural topography
- Visually interesting skyline

### “WHAT WOULD HELP CREATE A COHESIVE NEIGHBORHOOD?”

The most common responses included:

- Open Space
- Active ground floors
- Basic neighborhood services - including libraries, recreation centers, and transit access

### PDR (PRODUCTION, DISTRIBUTION, REPAIR)

- Keep existing PDR-protective zoning
- Need to make PDR spaces more affordable
- PDR should not outweigh housing and neighborhood amenities

### HOUSING AND BUILDING HEIGHTS

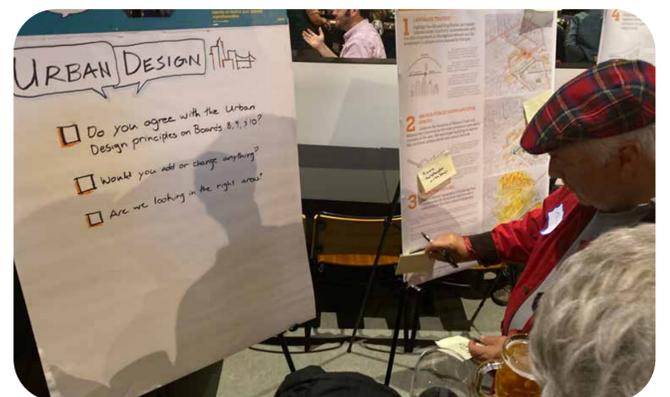
The comments were approximately split evenly between support for additional housing and support for maintaining current Eastern Neighborhoods zoning.

- Support for maintaining zoning and heights from Showplace Square/Potrero Hill Area Plan
- Support for additional housing and heights
- Support for dense, transit-oriented development near rail station
- Need to provide appropriate infrastructure for current and future residential growth, including open space and amenities

### CONNECTIONS

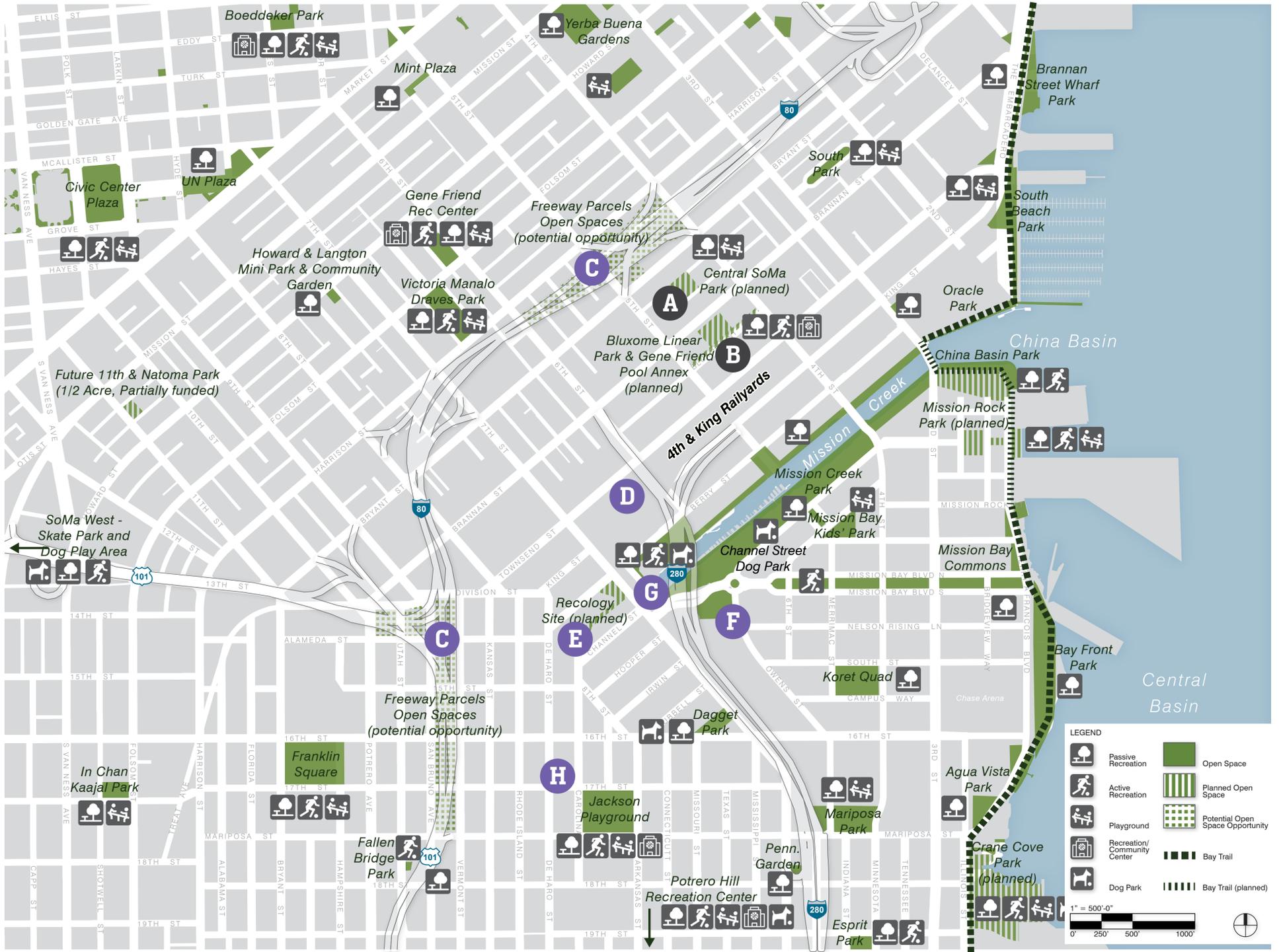
Comments focused on the challenge of connecting across Mission Creek, rail infrastructure and freeways:

- Better transit, bicycle and pedestrian connections between Mission Bay and SoMa.
- Consider impacts on traffic and transportation in Mission Bay North
- Traffic is unsustainable and a barrier for businesses and employees
- Employee parking and parking for PDR-related businesses are needed
- Don't add parking
- A fine-grained street network
- 5th Street pedestrian bridge and connection across any future Railyards development
- Freeways are barriers to pedestrians
- Make a “Makers’ Walk” to capture local history



# Parks & Public Open Spaces

## EXISTING & PLANNED PARKS AND PUBLIC OPEN SPACE



## PLANNED PARKS & OPPORTUNITIES



### Central SoMa Park

- 1 Acre park, City-owned
  - Status: Approved, opening TBD
  - Will be funded by 598 Brannan project impact fees
- The park will serve as a communal gathering space for multiple users, including children and dogs. It will have the flexibility to support recreation, food, and special cultural events.



### Pool Annex / Bluxome Linear Park

- 1/4 Acre linear park, indoor pool facility, City-owned
  - Status: Approved, opening TBD
  - Will be funded by Tennis Club/88 Bluxome project
- The project will include outdoor exercise, culture & art wall, dog run, and tables/chairs. The Rec & Park Dept. will run the Gene Friend Pool Annex, with common space and other activities.



### Under Freeway Parcels

- ~15 Acres usable land, owned by Cal Dept. of Transportation
  - Status: Pilot program is being scoped, projects not funded
- An investigation into how the City can utilize under freeway parcels for uses other than parking. This is associated with Assembly Bill 857 which allows the City to lease under-freeway spaces from Caltrans at a discounted cost for park, recreational or open space purposes.



### Potential Future Railways Site

The City of San Francisco, Caltrain, the Transbay Joint Powers Authority and Prologis (owner of the 4th & King Rail yard site) are coordinating many studies related to the Rail yards and regional rail service. After solving for funding and rail needs, the City anticipates new development, including open space and through streets on the 4th and King rail yard.



### 900 7th Street (Recology Site)

- 0.8 Acres of public open space
  - Status: Concept studies, ongoing public discussion
  - Would be funded and built by 900 7th Street project
- Two large public open spaces are being considered as well as a central public paseo, offering recreational opportunities and neighborhood amenities in conjunction with residential, office, and PDR uses.



### Mission Bay Skatepark & Rec Field

- 2.8 acres
- Status: Concept design expected in 2021
- Funded, will be built by Mission Bay Development Group
- Parcels P7 and P9 (to the southwest of the traffic circle, between Owens and the rail right of way) are planned to be a skate park and recreational field. Public input will continue and designs will be refined over the next year and a half.



### Mission Creek Western Open Space

- 1.5 Acres
- Status: Concept studies, long-range planning
- Projects not funded
- Opportunity for future open space at the western edge of Mission Creek to better connect SoMa & Mission Bay parks. This assumes the undergrounding of the CalTrain rail per the proposed Pennsylvania Alignment Extension (PAX).

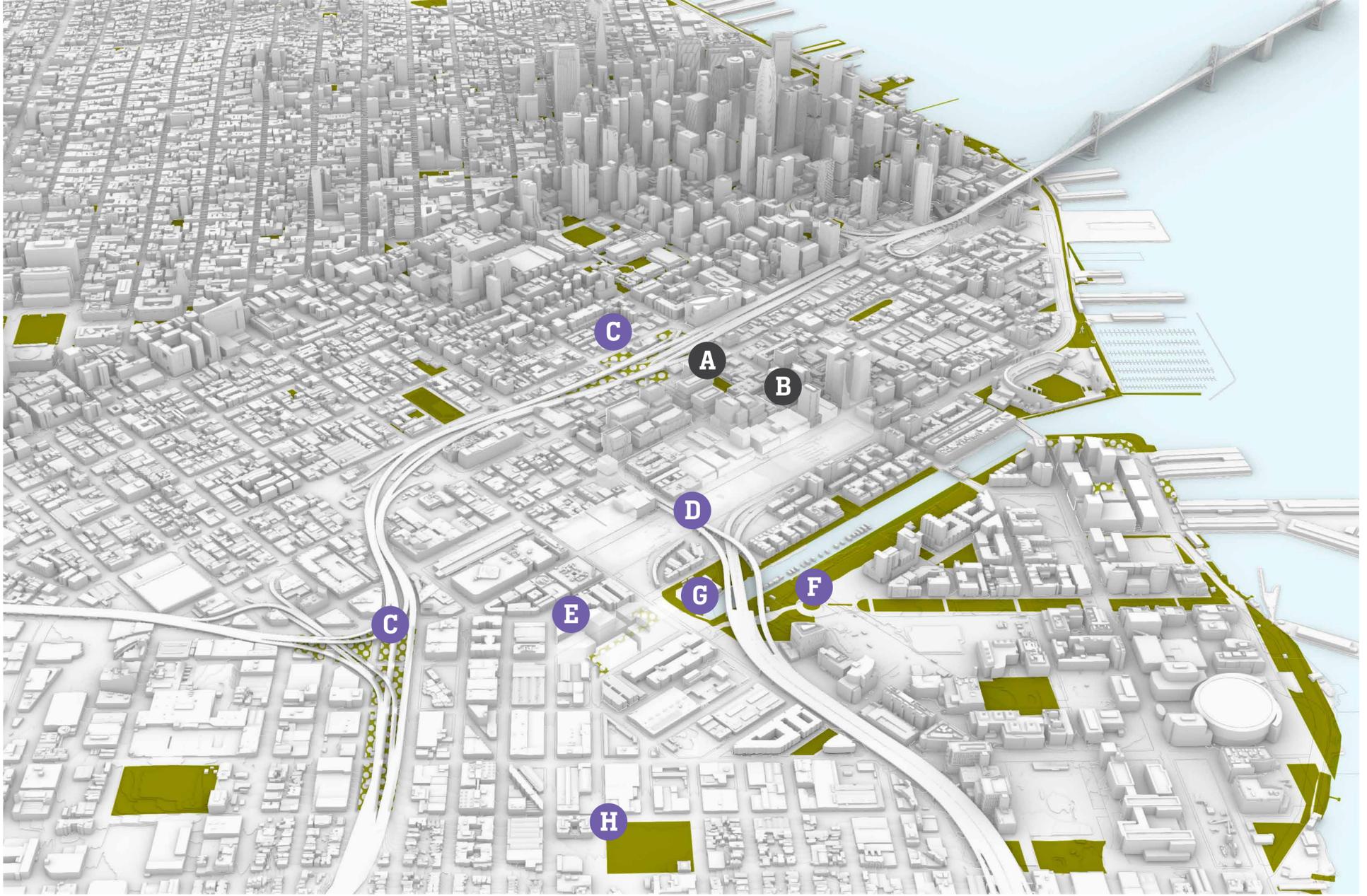


### Jackson Playground Redesign

- 5 Acres
- Status: Concept studies
- Partially funded
- Friends of Jackson Playground & Fletcher Studio are working with the SF Rec & Park Dept. to update Jackson Playground. Project goals are to reduce the overlap between play fields; improve gardens and play areas; add unprogrammed open space; add a dog run; and upgrade the community building.

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# Public Realm Principles

## 1 INCREASE OPEN SPACE FOR ACTIVE RECREATION AND LEISURE

Neighborhood-serving recreational uses are not readily available throughout the study area's neighborhoods. Identify additional open space and recreational opportunities within existing neighborhoods and in future development projects. Complement existing parks and facilities, and address remaining neighborhood needs.

- Showplace Square/Potrero Hill Plan (2008), Objective 5.1 - Provide public parks that meet the needs of residents, workers, and visitors.
- San Francisco General Plan, Recreation and Open Space Element (2014), Objective 2 - Increase recreation and open space to meet the long-term needs of the city and bay region



## 2 PROVIDE MEANINGFUL CONNECTIONS TO MISSION BAY

Mission Bay has many neighborhood-serving amenities and provides major access to San Francisco's eastern waterfront. Natural barriers, surface rail, the freeway, and an incongruent block pattern result in limited north-south and east-west connections to adjacent neighborhoods.

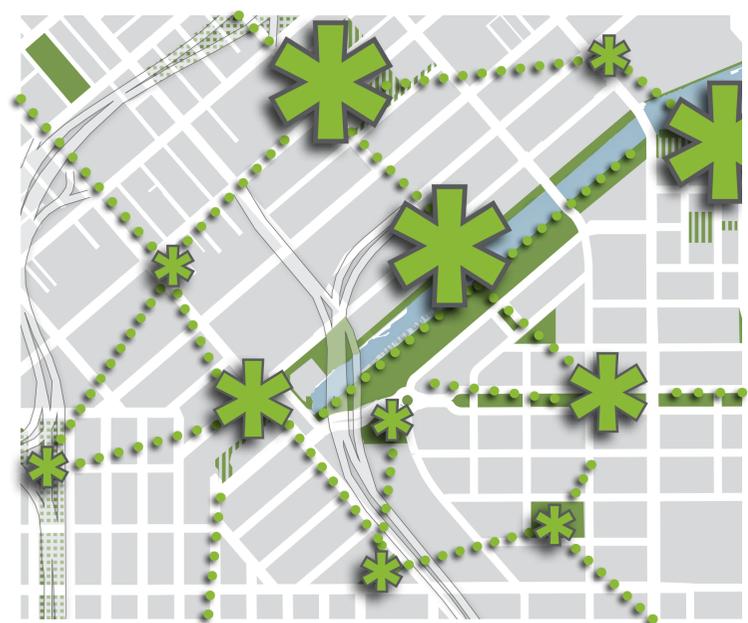
- Mission Bay Redevelopment Plan (1998), Policy 6.2 - Create an open space network which provides walking, jogging, and bicycle paths between recreation and open space areas throughout Mission Bay South, and provide connections to City-wide pedestrian, bicycle, and open space networks
- Showplace Square/Potrero Hill Plan (2008), Policy 5.3.5 - Significant above grade infrastructure, such as freeways, should be retrofitted with architectural lighting to foster pedestrian connections beneath



## 3 CREATE A SEAMLESS NETWORK OF OPEN SPACES AND WALKABLE STREETS

Improve access to open space and between neighborhoods by completing the network of walkable streets and parks. New developments and infrastructure projects should enhance this network. Use key streets and landmarks to highlight major circulation routes and connections:

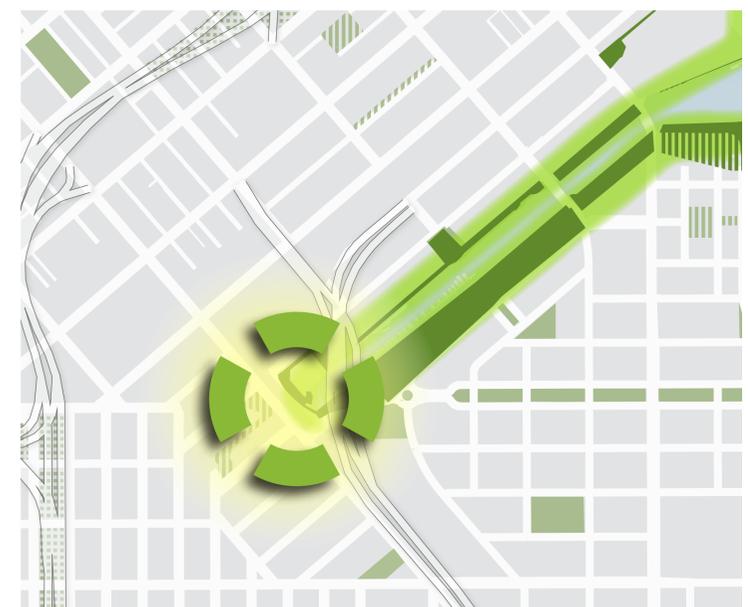
- Showplace Square/Potrero Hill Plan (2008), Objective 5.3 - Create a network of green streets that connects open spaces and improves the walkability, aesthetics, and ecological sustainability of the neighborhood
- Western SoMa Community Plan (2013), Objective 7.4 - Create a network of streets that connects open spaces and improves the pedestrian experience and aesthetics of the neighborhood



## 4 IMPROVE MISSION CREEK'S WESTERN EDGE

The City is planning for the possibility of undergrounding rail infrastructure to the west of Mission Creek. If undergrounding proceeds, redesign this edge to increase open space, creek access, and resilience for the surrounding neighborhoods.

- San Francisco General Plan, Recreation and Open Space Element (2014), Policy 4.1 - Preserve, protect, and restore local biodiversity; and explore the feasibility of day lighting creeks such as Mission Creek
- Showplace Square/Potrero Hill Plan (2008) Policy 4.7.3 - Explore the feasibility of the Mission Creek Bikeway project
- Showplace Square Open Space Plan (2010) - Improve transition under freeway area at west end of Mission Creek



# Public Realm: Amenities

## WHAT DOES SHOWPLACE/SOMA NEED?

### PLACES TO GATHER



### PLACES TO PLAY & EXERCISE



### EVERYDAY SPACES

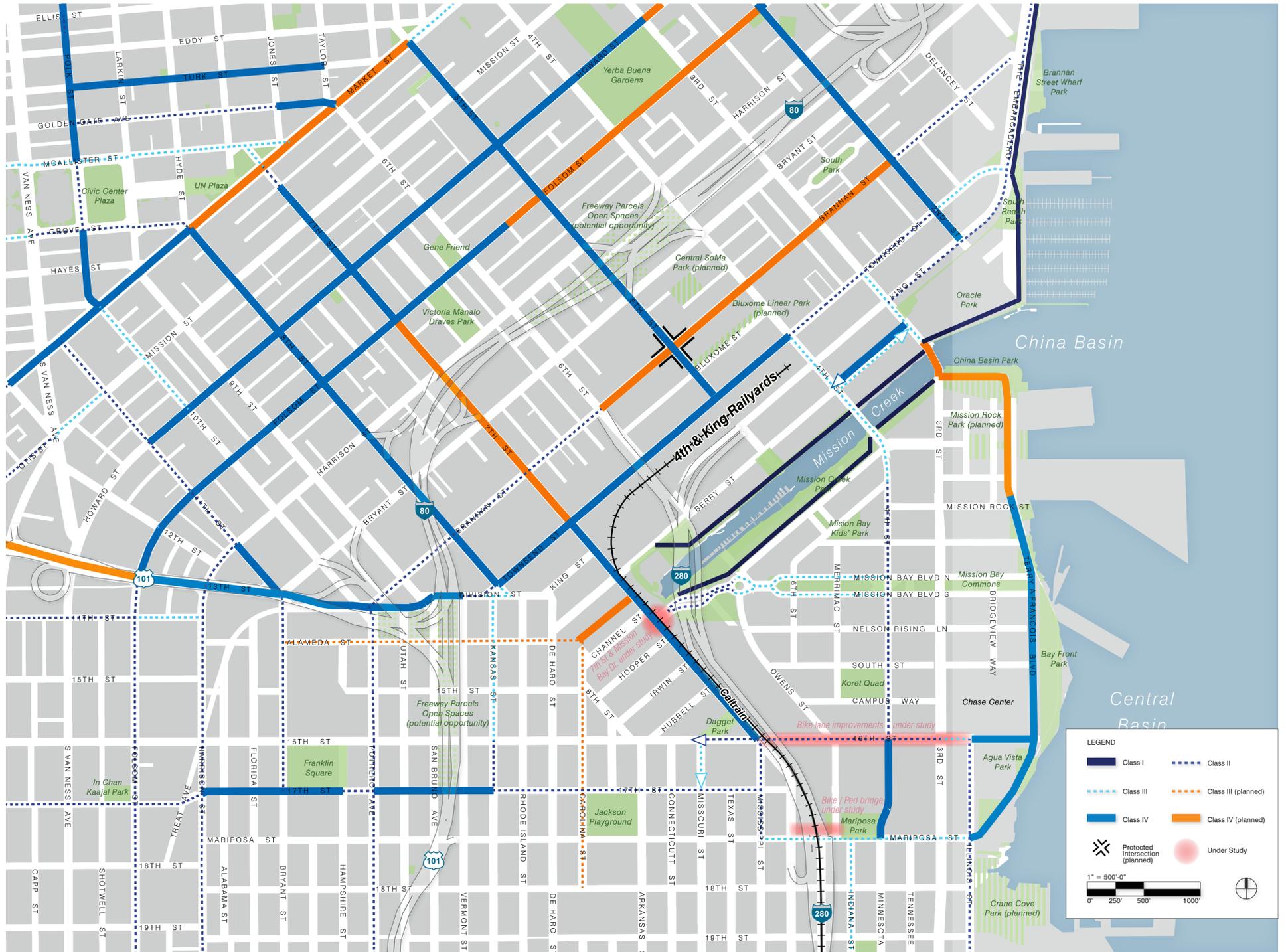


### OTHER?

Blank lined area for notes.

# Bicycle/Ped Connections

## EXISTING & PLANNED BICYCLE NETWORK



The Study Area is currently served by several bike facilities, including:

- **BICYCLE PATHS** (Class I) - paved ped/bike paths, separated from streets
- **BICYCLE LANES** (Class II) - striped bicycle lanes, adjacent to vehicle traffic
- **BICYCLE ROUTES** (Class III) - travel lanes marked/signed for shared use
- **PROTECTED BIKEWAYS** (Class IV) - exclusive bicycle ways physically separated from vehicle traffic

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 need adequate protection from fast-moving traffic on major east/west and north/south corridors.

## WHAT BARRIERS TO WALKING, BIKING OR OPEN SPACE DO YOU EXPERIENCE?

- Barriers could include:
- Conflicts between modes of transport
  - Unsafe routes or intersections
  - Gaps in the network (of streets, bike facilities, or sidewalks)
  - Inaccessible entrances or lack of visibility

