Project Area
Central Corridor Plan: Key Plan Goals

- Support citywide objectives for transit-oriented growth, particularly workplace growth

- Build on the character of what makes SoMa attractive and exciting -- its physical character and diverse activities

- Improve the public realm and provide supporting infrastructure
Identifying
Key Neighborhood Characteristics & Assets

- A broad range of cultural and recreational destinations
- Developing neighborhood center along Fourth Street
- Older buildings, period architecture, and historic districts
- Pockets of residential enclaves
Identifying Opportunities and Enabling Potential

- Establish flexible zoning throughout area
- Increase heights at opportunity sites
- Additional height near transit
Protecting Character and Key Assets

- Maintain heights & zoning in many areas
- Restrict lot mergers
- Require ground floor retail along Folsom & Fourth Sts
- Height sculpting and scaled design along alleys
- Designate priority historic resources and districts
Strategic Growth Plan

By increasing opportunities strategically, while protecting assets in others, growth is focused in key areas.
Schedule and Process
Background: Project Timeline

- **February 2011**: Project kickoff
- **Spring - Summer 2011**: Idea gathering
- **Fall 2011**: Release of Key Principles and initial zoning and heights, ongoing community engagement
- **Winter - Spring 2012**: Release of initial public realm strategy, ongoing community engagement
- **Spring - Summer 2012**: Release of refined zoning, heights, and public realm, ongoing community engagement
- **Fall 2012 - Winter 2013**: Fine-tuning proposals, writing Plan document, EIR scoping and contracting, ongoing community engagement
- **Spring 2013**: Plan release, start the EIR
- **Mid 2014**: Publication of Draft EIR
- **Late 2014**: Final Plan revisions, finalize EIR and public hearings on Plan adoption
Background: Public Participation and Consultation

- Community Meetings:
  - Asian Neighborhood Design
  - California Culture and Music Association
  - Central Subway Outreach Committee
  - Clementina Cares
  - Filipino-American Development Foundation
  - Housing Action Coalition (HAC)
  - Rincon Hill /South Beach/Mission Bay Neighborhood Association
  - San Francisco Planning and Urban Research (SPUR)
  - South of Market Action Network (SOMCAN)
  - South of Market Business Association (SOMBA)
  - South of Market Leadership Council
  - South of Market Project Area Committee (SOMPAC)
  - Western Soma Taskforce
  - TODCO
  - Yerba Buena Community Benefit District

- Additional Engagement:
  - Walking tours
  - Neighborhood storefront
  - Online survey
  - Three public workshops
  - Four Planning Commission hearings
  - HPC hearing
Existing Land Use

Cultural/Institutional/Educational
Office
Mixed Use
Residential Mixed Use
Open Space
Production/Distribution/Repair
Retail/Entertainment
Residential
Visitor Services
Vacant/No Data
Right of Way
Baseline Zoning (Existing + West SoMa)
What We’ve Heard

- General support for:
  - Increased development capacity south of Harrison
  - Favoring commercial development on large sites
  - Allowing a diversity of uses, including retail, PDR, and larger hotels
  - Nurturing of neighborhood-serving retail clusters

- Disagreement over:
  - Extent of new housing allowed in southwest portion of the Plan area
  - The role of entertainment and formula retail
  - The viability and need to preserve and protect industrial and arts uses in this area.
Proposed Zoning

Proposed Zoning

- P
- NCT
- SPD
- MUG
- MUO
- C-3-S
- C-3-R
- C-3-G
- C-3-O
- C-3-O(SD)
- WS SALI

FOR MORE INFORMATION:
http://centralcorridor.sfplanning.org
Heights
Baseline Heights
(Existing + West SoMa)

- OS
- 30
- 40
- 45
- 55
- 65
- 85
- 90
- 120
- 130
- 135
- 150
- 160
- 180
- 200
- 250
- 300
- 320
- 340
- 350
- 400
- 500
What We’ve Heard

- General support for higher heights south toward Townsend
- Concern that major opportunities are not being adequately upzoned
- Support for lower heights along alleys, near South Park, and near other open spaces
Proposed Height Limits
Proposed Change to Height Limits

assumes adopted Western SoMa Plan
Higher Height Limit Alternative
Proposed Change to Height Limits

assumes adopted Western SoMa Plan
# Maximum Buildout Capacity

Assumes 75% of full buildout through 2040

<table>
<thead>
<tr>
<th></th>
<th>Housing Units</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth Potential under Existing Zoning</td>
<td>+ 8,100 - 8,300</td>
<td>+ 18,700 - 19,600</td>
</tr>
<tr>
<td>Additional Growth Potential - Base Proposal</td>
<td>+ 2,500 - 4,100</td>
<td>+ 23,700 - 31,100</td>
</tr>
<tr>
<td>Estimated Likely Total - Base Proposal</td>
<td>+ 10,600 - 12,400</td>
<td>+ 42,500 - 50,600</td>
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<tr>
<td>Additional Growth Potential - Higher Heights Alt.</td>
<td>+ 3,100 - 4,600</td>
<td>+ 28,300 - 35,600</td>
</tr>
<tr>
<td>Estimated Likely Total - Higher Heights Alt.</td>
<td>+ 11,200 - 12,900</td>
<td>+ 52,000 - 66,700</td>
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<tr>
<td>Plan Area or Project</td>
<td>Year Adopted</td>
<td>Projected Housing</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
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<tr>
<td>5M</td>
<td>Under development</td>
<td>750</td>
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<tr>
<td>Balboa Park</td>
<td>2009</td>
<td>1,780</td>
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<tr>
<td>Candlestick/Hunters Point Shipyard</td>
<td>2010</td>
<td>10,500</td>
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<tr>
<td>Central Corridor</td>
<td>Under development</td>
<td>12,400</td>
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<tr>
<td>Downtown (C-3 &amp; other)</td>
<td>1984</td>
<td>3,000</td>
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<tr>
<td>Eastern Neighborhoods</td>
<td>2008</td>
<td>9,000</td>
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<tr>
<td>Executive Park</td>
<td>2010</td>
<td>1,600</td>
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<tr>
<td>HOPE SF (Sunnydale &amp; Potrero)</td>
<td>Under development</td>
<td>1800</td>
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<tr>
<td>Market and Octavia</td>
<td>2007</td>
<td>5,500</td>
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<tr>
<td>Mission Bay</td>
<td>1998</td>
<td>3,000</td>
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<tr>
<td>Mission Rock (SWL 337)</td>
<td>Under development</td>
<td>1,000</td>
</tr>
<tr>
<td>Parkmerced</td>
<td>2011</td>
<td>5,700</td>
</tr>
<tr>
<td>Pier 70</td>
<td>Under development</td>
<td>2,000</td>
</tr>
<tr>
<td>Rincon Hill</td>
<td>2005</td>
<td>3,500</td>
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<tr>
<td>Transbay Redevelopment &amp; Transit Center</td>
<td>2012</td>
<td>4,500</td>
</tr>
<tr>
<td>Treasure Island</td>
<td>2011</td>
<td>7,000</td>
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<tr>
<td>Visitacion Valley</td>
<td>2008</td>
<td>1,600</td>
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<tr>
<td>Warriors Arena (Pier 30/32 &amp; SWL 330)</td>
<td>Under development</td>
<td>120</td>
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<tr>
<td>Western SoMa</td>
<td>Expected 2013</td>
<td>2,900</td>
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</tbody>
</table>

**TOTAL PLANNED** | **77,650** | **143,050**

**PlanBayArea - TOTAL PROJECTED** | **92,400** | **191,000**
Western SoMa Overlap Area Growth Capacity
Assumes 75% of full buildout through 2040

<table>
<thead>
<tr>
<th></th>
<th>Housing Units</th>
<th>Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Western SoMa Plan</td>
<td>290</td>
<td>2,400</td>
</tr>
<tr>
<td>Central Corridor</td>
<td>800 - 1,700</td>
<td>14,000 - 17,400</td>
</tr>
<tr>
<td></td>
<td>(32 - 49% of Plan total)</td>
<td>(48 - 59% of Plan total)</td>
</tr>
</tbody>
</table>
Urban Fabric
What We’ve Heard

- Concern about dominance of buildings that are tall (above 85’) and broad on pedestrian experience and sunlight on key public spaces

- Concern about loss of existing fabric and mix of large and small buildings due to lot consolidation
Preserving/Enhancing the Character of SoMa Fabric

- Historic Resources
- Lot consolidation controls
- Mid-block alley requirements
- Bulk controls, Mass Reduction and Setbacks
**Historic Resources**

- Expansion of South End Historic District
- Transferrable Development Rights (TDR):
  - Enable designated resources to sell
  - Require large new development to purchase
  - Specific controls and requirements TBD pending further study and discussion

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Central Corridor Planning Project

For more information: [http://centralcorridor.sfplanning.org](http://centralcorridor.sfplanning.org)
Lot Consolidation and Preserving Existing Texture

- Conditional Use requirement to discourage consolidation of multiple small lots in certain areas:
  - Specific controls, limits, criteria to be developed with public during EIR process
  - Current concept would set maximum frontage for consolidated lots

Revisions:
- Removed parcels adjacent to Moscone Subway station and facing 4th between freeway and Bryant (ie gas station),
- added parcels on west side of 4th bet. Bryant and Brannan
Lot Consolidation and Preserving Existing Texture

- Additional incentives for additions to existing buildings to discourage demolition
- Concepts include TDR relief/FAR bonus for preserving existing buildings
- Design guidelines for additions to non-historic buildings to encourage creativity and flexibility
- To be developed with public during EIR process
Building Bulk and Scale

- Only large sites that can feature upper story setbacks allowed to rise above streetwall height (85’)
- Predominant height 85’-130’ to accommodate large floorplate mid-rise buildings characteristic of SoMa

Tower (>130’) controls:

- Previous: Maximum 12,000 gsf allowed (residential)

Revisions:

- Commercial towers allowed 15,000 gsf average floorplate; Floorplates allowed depend on use
- Min. 115’ tower spacing
To Be Developed and Refined with Public
April 2013- Mid-2014

- Zoning Code specifics and refinements
  - Use controls
  - Bulk, setbacks
  - FAR rules and TDR requirements
  - Lot consolidation controls
  - Incentives for additions/preservation of existing buildings

- Design Guidelines
  - Key Sites
  - Additions to Existing Buildings
Public Realm
Update:

**Folsom and Howard Streets:**
One-way and two-way scenarios

**3rd and 4th Streets:**
Wider sidewalks, transit lane, cycle track

**Bryant and Harrison Streets:**
Wider sidewalks, transit lanes

**Brannan Street:**
Wider sidewalks, cycle tracks

2nd, 4th, 5th, 6th, and Mission Streets:
Other plans
New signalized crosswalk to support major pedestrian destinations
New signalized crosswalk to calm traffic and improve pedestrian conditions on long blocks
Closed crosswalks at existing signalized intersection, to be opened
New signalized crosswalk proposed in other projects
Existing crosswalks across major streets at minor streets (existing crosswalks at the intersection of two major streets are not shown)
Potential new plaza/park (see open space chapter)
Central Subway stops

Central Corridor: Proposed New Signalized Pedestrian Crosswalks

- New one-way cycle tracks - 3rd and 4th Streets
- Existing one-way bicycle lanes upgraded to two-way cycle tracks - Howard and Folsom
- New cycle tracks - Brannan Street
- Existing bicycle lanes
- Bicycle lanes and cycle tracks in other plan and projects
Public Realm: Open Space
Update:

- Proceeding with previously presented open space improvements:
  - Bluxome St. Plazas & Park
  - Bryant/Brannan Park Block

- Advancing open space improvements proposed in YBCBD Street Life Plan:
  - Shipley St. Shared Public Way
  - Lapu-Lapu Park
  - Jesse St. East Shared Public Way
  - Ambroce Bierce Dog Run
  - Annie St. Plazas
Bryant/Brannan Park Block

- Continue to discuss with PUC staff and management creation of new open space on SFPUC site.
- “South Park West” concept
- Existing and new buildings will directly activate park
- Central block location offers protection from traffic and noise of major arterials
- SFDPH has reviewed proposal and favors this central-block location vs. arterial
Bryant/Brannan Park Block

- TODCO alternative proposal: will be shown in Plan and discussed in EIR
- Logistics feasibility is questionable due to high transaction complexity and timing of development.
- Arterial frontage exposes park to significant traffic and noise
Lapu Lapu Open Space

- YBCBD Street Life Plan proposal (Street closure)
- TODCO alternative proposal (Narrow roadway but no closure)
- Both will be discussed in Plan and included in EIR.
### NEXT STEPS

<table>
<thead>
<tr>
<th>Date Range</th>
<th>Actions</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 2013:</td>
<td>Publish Draft Plan for Public Review</td>
</tr>
<tr>
<td></td>
<td>Initiate EIR</td>
</tr>
<tr>
<td>Spring 2013 thru Mid-2014:</td>
<td>Refine and develop detailed controls and design guidelines:</td>
</tr>
<tr>
<td></td>
<td>Monthly public topical roundtables</td>
</tr>
<tr>
<td>Mid-2014:</td>
<td>DEIR publication</td>
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</tbody>
</table>

### TOPICS
- FAR and TDR
- Specific allowed uses
- Setbacks, bulk and massing
- Lot consolidation
- Incentives for additions/retention of non-historic buildings
- Key site guidelines
- Open space design
THANK YOU

http://centralcorridor.sfplanning.org