Project Impetus

Central Subway

Revisit SLI Zoning
Project Scope

LAND USE

URBAN FORM

STREETSCAPE
Project Timeline

2011

PUBLIC OUTREACH

Stakeholder sessions
Walking tours
Storefront charrette
Online forums

2012

Continued Workshops

Open House on Draft Plan

PLAN DEVELOPMENT

Land Use
Urban Form
Streetscape

Draft Plan Release

EIR INITIATION

pending funding

funded

pending funding
Planning Context City & Regional

State SB375
Region SCS

POLICIES SUPPORTING:
Infill Growth
Transit Oriented Development (TOD)
Reduction of Greenhouse Gases
Planning Context City & Regional

Transit Oriented Development (TOD): works best with workplaces
### Growth Projections for San Francisco

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2015</th>
<th>2020</th>
<th>2025</th>
<th>2030</th>
<th>2035</th>
<th>GROWTH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>EMPLOYMENT</strong></td>
<td>544,750</td>
<td>569,720</td>
<td>599,060</td>
<td>631,790</td>
<td>665,030</td>
<td>698,790</td>
<td>154,040 jobs</td>
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<tr>
<td><strong>HOUSEHOLDS</strong></td>
<td>346,680</td>
<td>359,170</td>
<td>372,750</td>
<td>386,800</td>
<td>400,700</td>
<td>415,000</td>
<td>68,320 units</td>
</tr>
</tbody>
</table>

Source: Association of Bay Area Governments, 2010
Planning Context City & Regional

GROWTH TRENDS IN HOUSING:
Demand for diverse housing largely can be met by Plans

HOUSING ADDITION BY PLAN
Through 2035
Planning Context City & Regional

GROWTH TRENDS IN JOBS:
Within office market, vacancies in downtown, high demand in SoMa

JOB ADDITION BY PLAN
Through 2035
Planning Context Local

TOD makes sense
Planning Context Local

Development potential exists
Planning Context Local

Demand for development exists

HIGH-TECH GROWTH DRIVEN BY:
Health of overall sector
Tendency to cluster near hub
Draw to workers, with companies following
City economic focus
Planning Context Local

Incredible land use and economic diversity
Planning Context Local

Streetscape can be improved
Listening

What’s missing?
What activities do you want to see?

What’s the appropriate height for new buildings?

What’s do you like?
Where do you walk? Where are there barriers?

What kind of neighborhood do you envision?

How can we create more of a sense of place?
PARTICIPATE

Read the **Background Report**

Fill out our short **online survey**

Attend a **Walking Tour**: June 1 and June 8  5:30-7:30pm

Submit Photos and Post Comments to our **Flickr** Pool

Join the **Mailing List** and stay informed

Keep Checking the **Website** for updates and info

Drop by to chat at the **Storefront Charette**: June 22-25
THANK YOU

http://centralcorridor.sfplanning.org