

Showplace Square/Potrero AREA PLAN



SAN FRANCISCO
PLANNING
DEPARTMENT

EASTERN NEIGHBORHOODS

Community Workshop Series

DECEMBER 5, 2006

Note to readers:

This draft area plan and included zoning and height maps represents the Planning Department's current proposal, based on community outreach and technical analysis to date. As we continue to listen to community concerns and refine our understanding of public benefits requirements, including affordable housing needs, we may introduce modifications to some of these proposals at future community forums.

Tonight's Agenda

- **6:00 Sign In**
- **6:15 Welcome, Introduction**
- **6:25 EIR, Public Benefits**
 - 6:40 Question & Answer
- **6:55 Land Use and Transportation**
 - 7:15 Question & Answer
- **7:30 Housing, Open Space, Urban Design**
 - 7:55 Question & Answer
- **8:10 General Question and Answer**

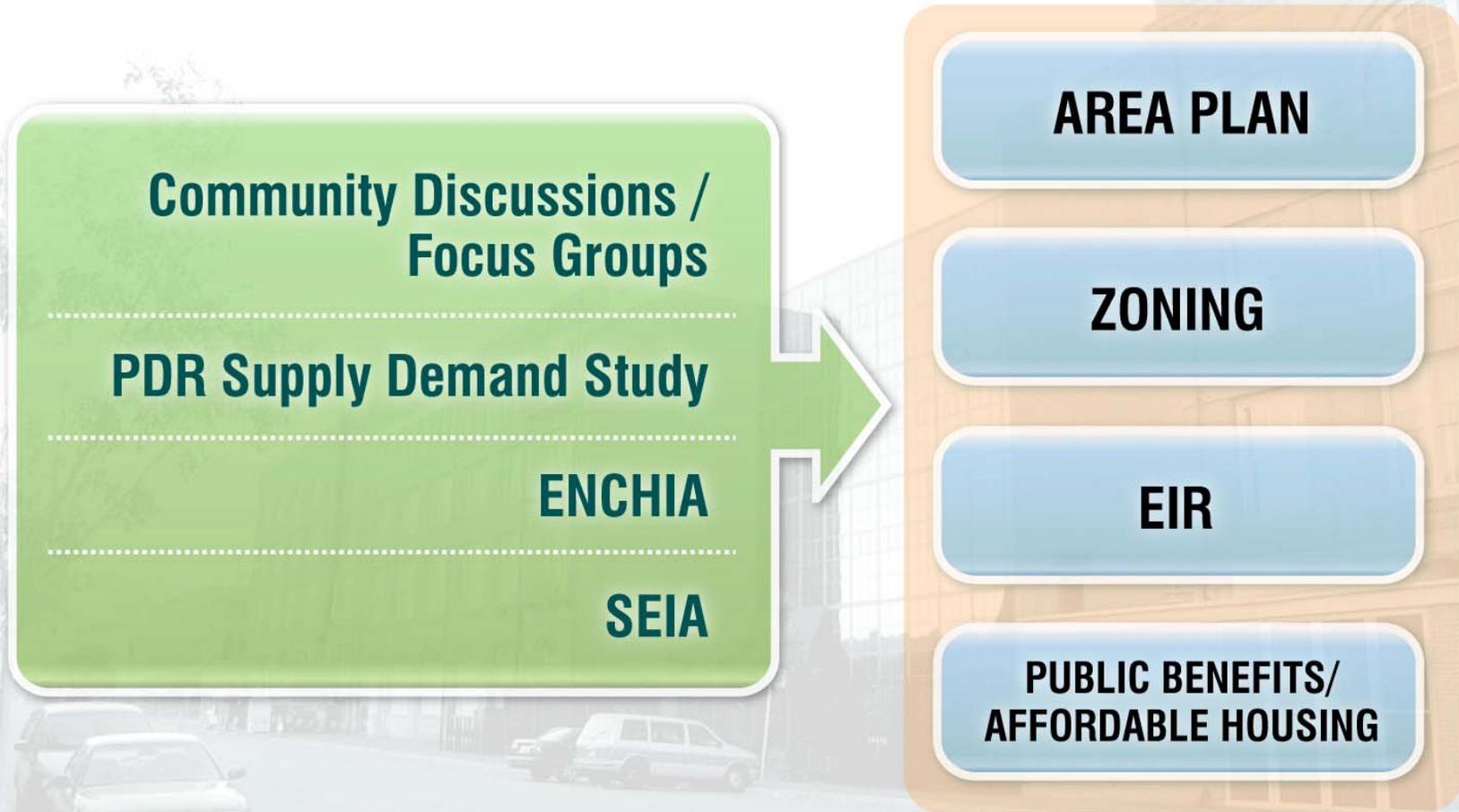
Showplace Vision

- **Build on the existing character of Showplace Square – Potrero and stabilize it as a place for living and working**
- **Retain Showplace Square’s role as an important location for PDR activities**
- **Strengthen and expand showplace Square – Potrero as a residential, mixed-use neighborhood**
- **Ensure the provision of a comprehensive package of public benefits as part of rezoning**

Area Plan Elements

- Land Use
- Housing
- Transportation
- Open Space
- Urban Design
- Historic Preservation
- Community Facilities

The Eastern Neighborhoods Process: Finishing the plans, zoning and public benefits package



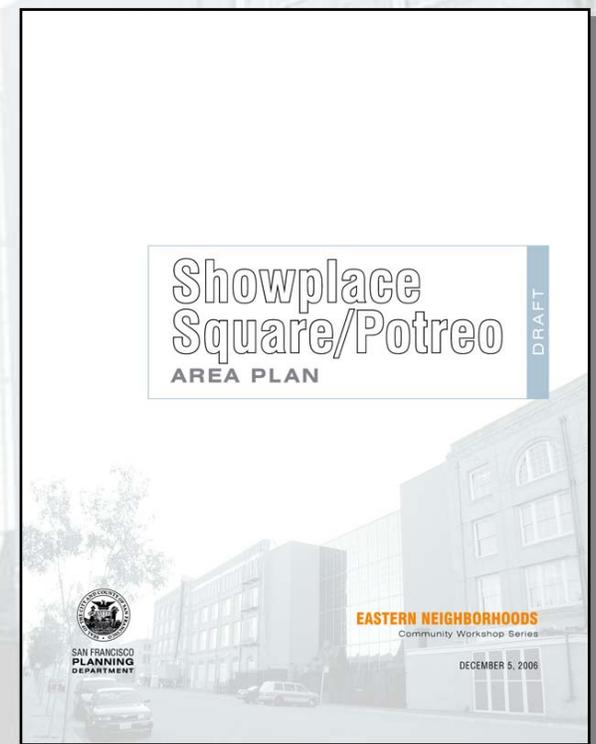
The Eastern Neighborhoods Process: Finishing the plans, zoning and public benefits package



The Eastern Neighborhoods Process: Finishing the plans, zoning and public benefits package

Area Plans:

- Contain objectives and policies which serve as the policy guidance for how the city deals with growth in each area
- Guide the actions of all city departments
- Are implemented in different ways
- Embody the needs from the public benefits package



The Eastern Neighborhoods Process: Finishing the plans, zoning and public benefits package

Environmental Impact Report (EIR):

The Eastern Neighborhoods EIR is a PROGRAM EIR:

The Program EIR will:

- Allow the Board to adopt new zoning and policies
- Disclose the overall “cumulative” impacts of the zoning and plan policies

The program EIR will not:

- Exempt future development projects from environmental review
- Directly clear public projects such as transit, street improvements or open space

Public Benefits: 1. Needs Assessment

- Affordable Housing
- Parks & Recreation Spaces
- Healthcare Facilities
- Human Service Agencies
- Arts & Cultural Facilities
- Schools
- Child Care
- Libraries
- Neighborhood Shops & Services
- Streets, Sidewalks, Bicycle and Pedestrian Facilities
- Transit
- Neighborhood Safety: Police & Fire
- Others?



Public Benefits: 2. Quantify the Needs

Example of Childcare	
Resident Demand	48.3spaces /1,000 residents
Worker Demand	46.2spaces /1,000 workers
Infants (0 to 24 months)	4.9 spaces/1,000 residents 18.5 spaces/1,000 workers
Pre-School (2 to 5 years)	28.7 spaces/1,000 residents 27.7spaces/1,000 workers
School Aged (6 to 13 years)	14.7 spaces/1,000 residents

Public Benefits: **3. Tools to Meet the Needs**

- **Plan Policies**
- **Zoning Requirements**
- **Community Benefits Districts**
- **Impact Fee**
- **Mello Roos Community Facilities District**
- **Real Estate Transfer Tax**
- **Borrowing Against Future Development Impact Fees**
- **Assessment Districts**
- **Improvements Required to be installed by Developers**

Public Benefits: 3. Tools to Meet the Needs (con't.)

Example: Childcare	Childcare
Improvements required to be installed by Developers	Likely
Land use or zoning incentives	Possible
Community Benefits Agreements	Possible
Existing Impact Fee	Possible
Other Funding Sources	Existing
Plan Policies	Yes

Public Benefits: **Next Steps**

- **Phasing of Priorities**
- **Completed Matrix**
- **Product: Area Plan policies, zoning controls and fees, and working with other City agencies to implement**

Questions?



LAND USE ELEMENT

Summary of Land Use Goals

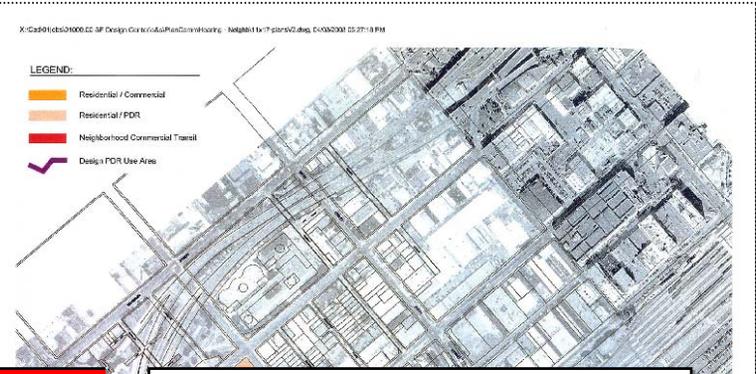
- **New development should be compatible with its surroundings, minimize displacement of existing businesses, and be mindful of existing views**
- **Encourage a pedestrian friendly environment by improving street landscaping and promoting new open space opportunities**
- **Accommodate neighborhood commercial uses along 16th and 17th Streets while supporting existing business clusters**

Showplace Square / Potrero AREA PLAN

Draft Community Planning Map: Mixed Use Alternative

- RH2 & RH3 Res. 40'
- Medium Density Res. 45'
- Residential/Commercial 55/35***
(For general plan (not to exceed the top of frame))
- Residential PDR 55/35***
Overuse 35/60'
- Design PDR 45/35***
- Retail PDR 45/35***

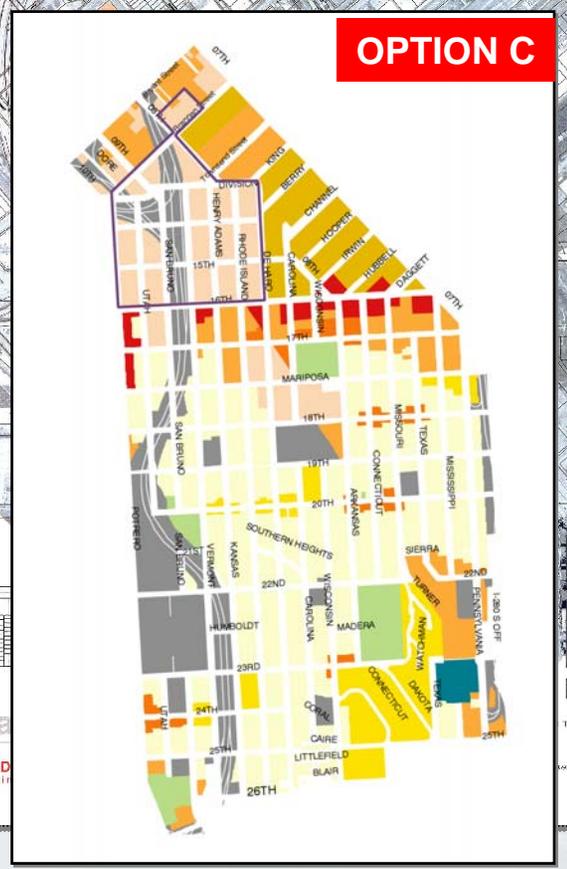
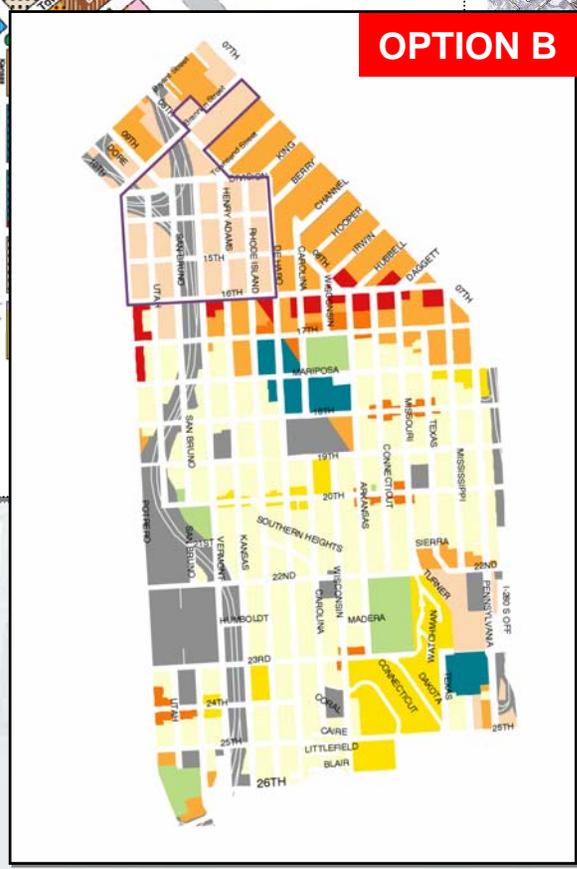
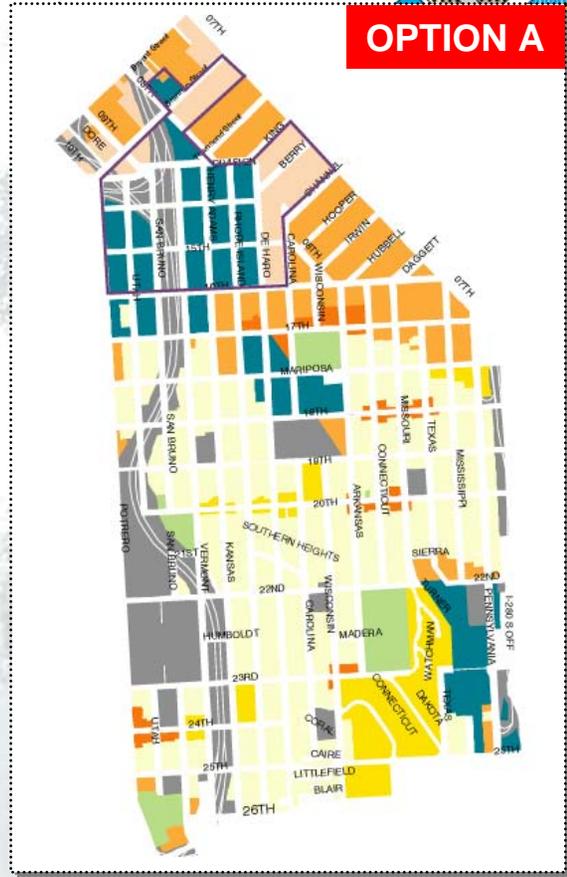
- LEGEND:
- Residential / Commercial
 - Residential / PDR
 - Neighborhood Commercial Transit
 - Design PDR Use Area



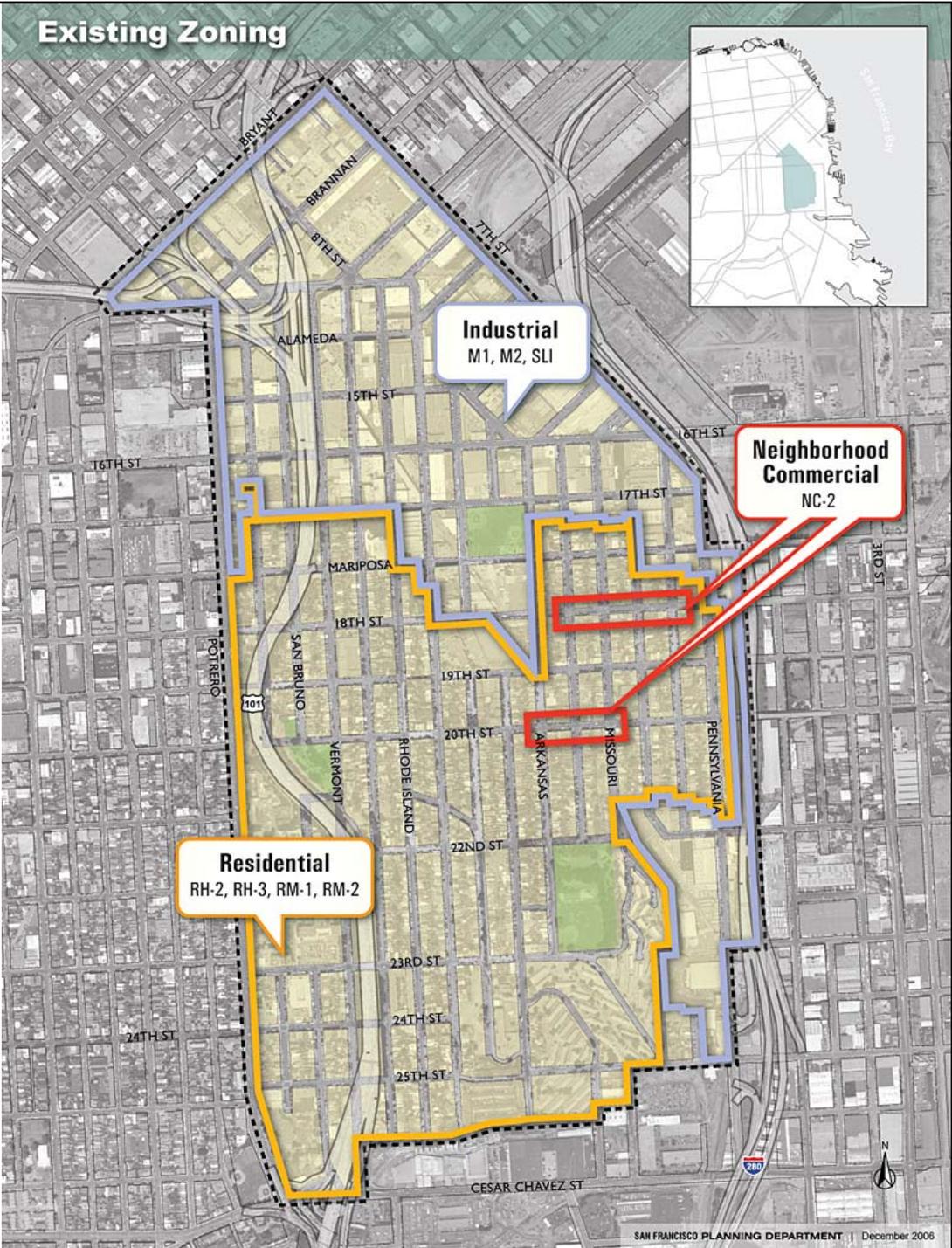
OPTION A

OPTION B

OPTION C



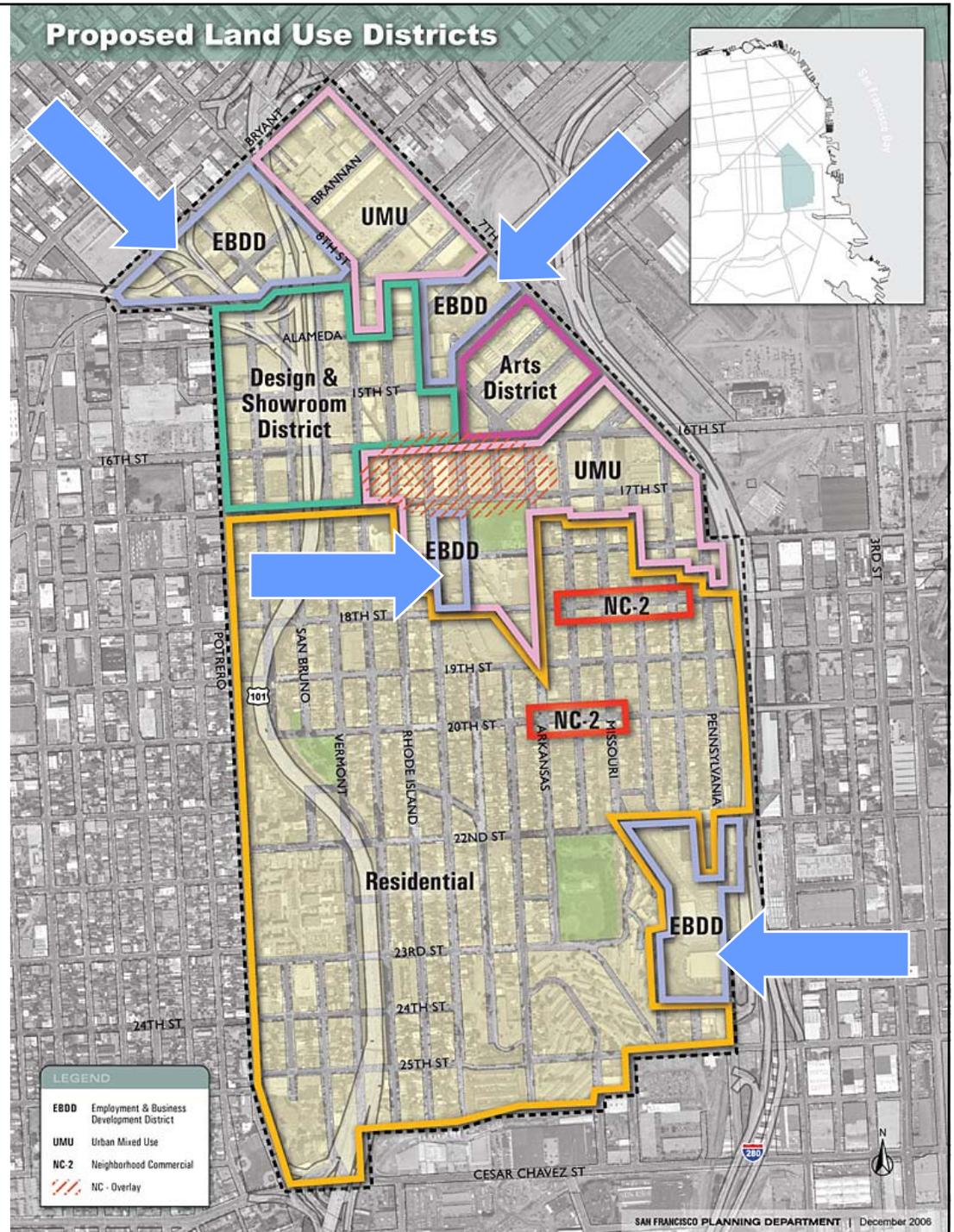
Existing Zoning



Proposed Land Use Districts

Employment & Business Development District

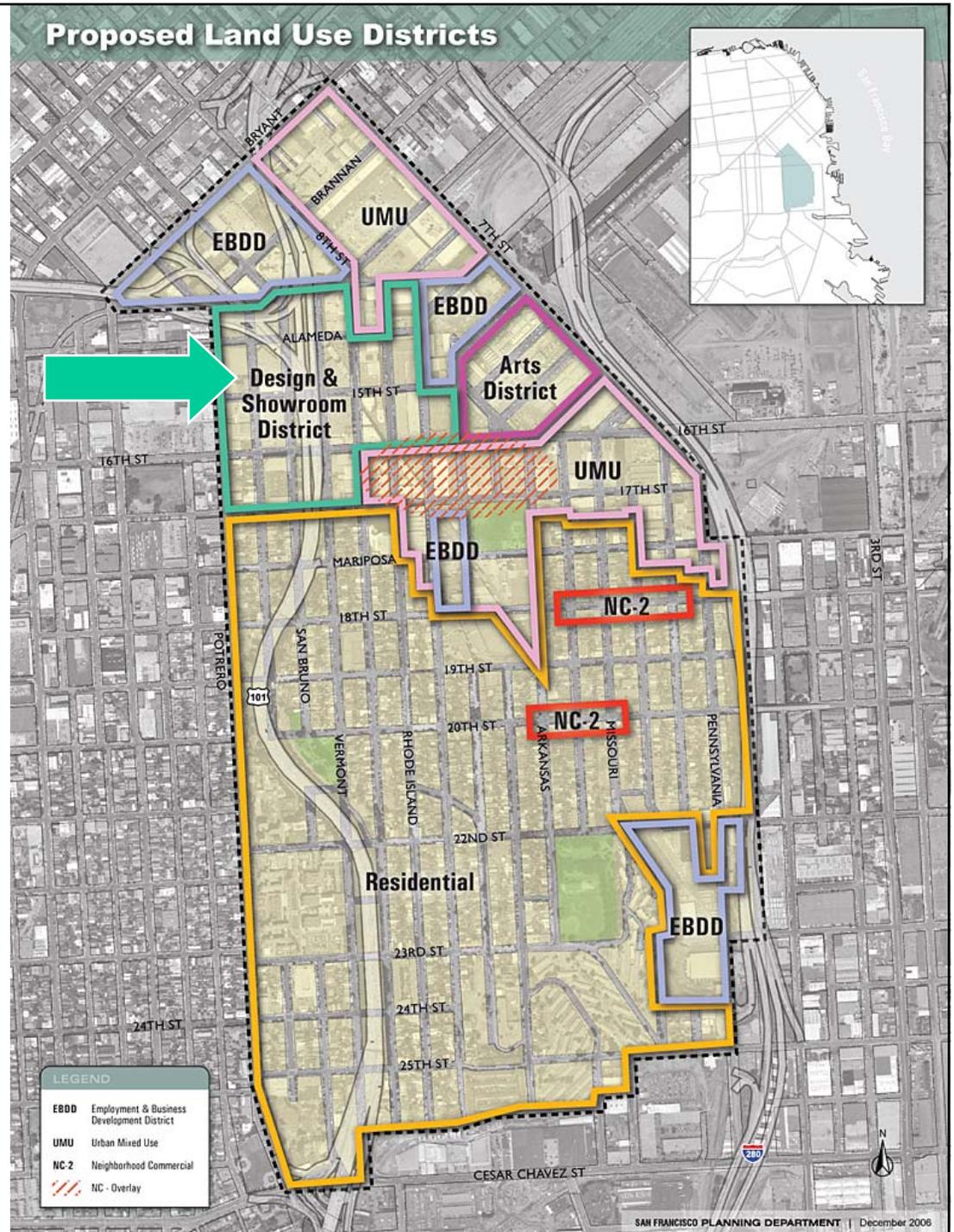
- Retain existing businesses, encourage new ones
- Prohibits housing
- Retail 2,500 sf
- Office 2,500 sf



Proposed Land Use Districts

Design and Showroom

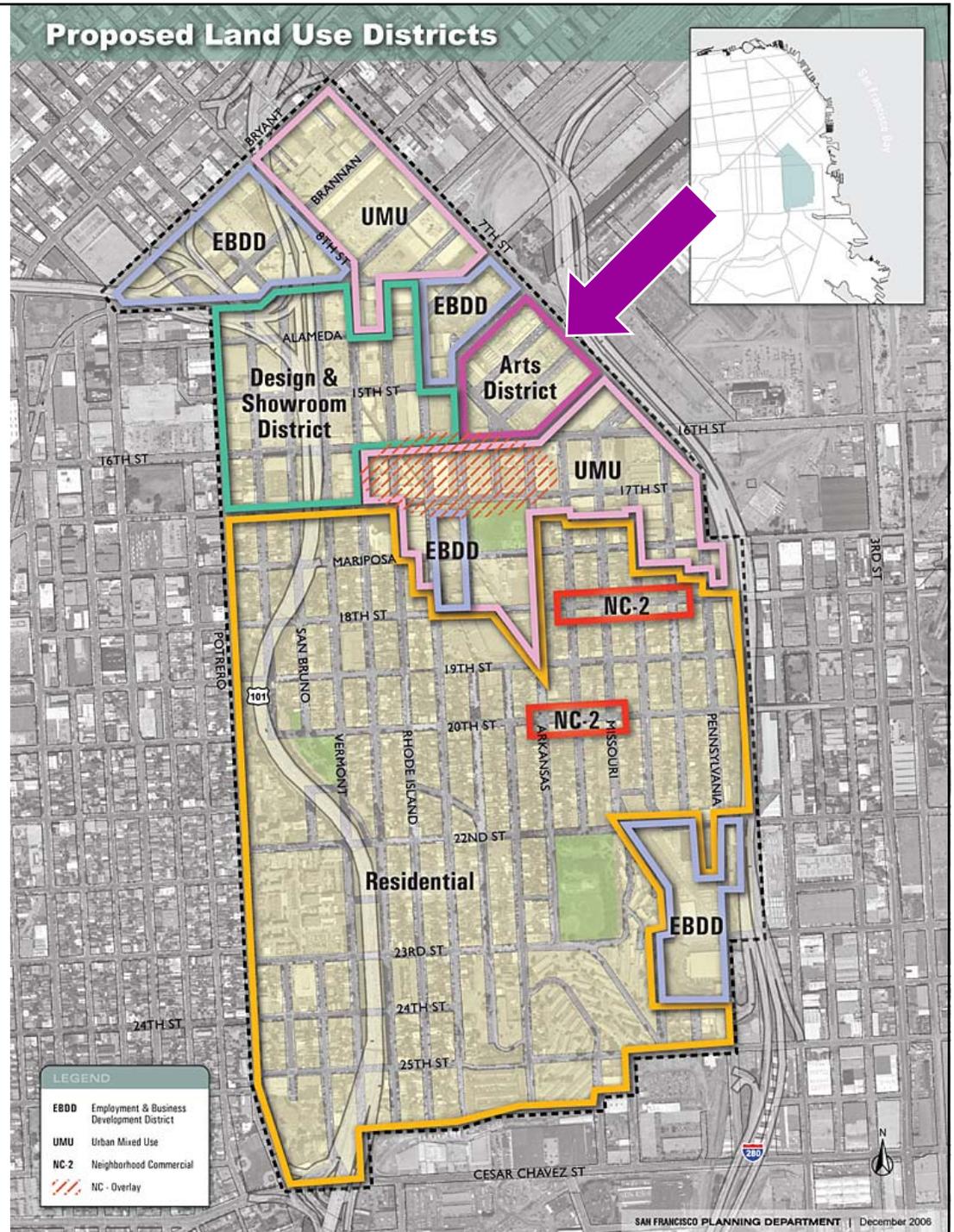
- Encourage design businesses
- Retail 2,500 sf
- Office 2,500 sf
- Prohibits certain industrial uses
- Prohibits housing



Proposed Land Use Districts

Arts District

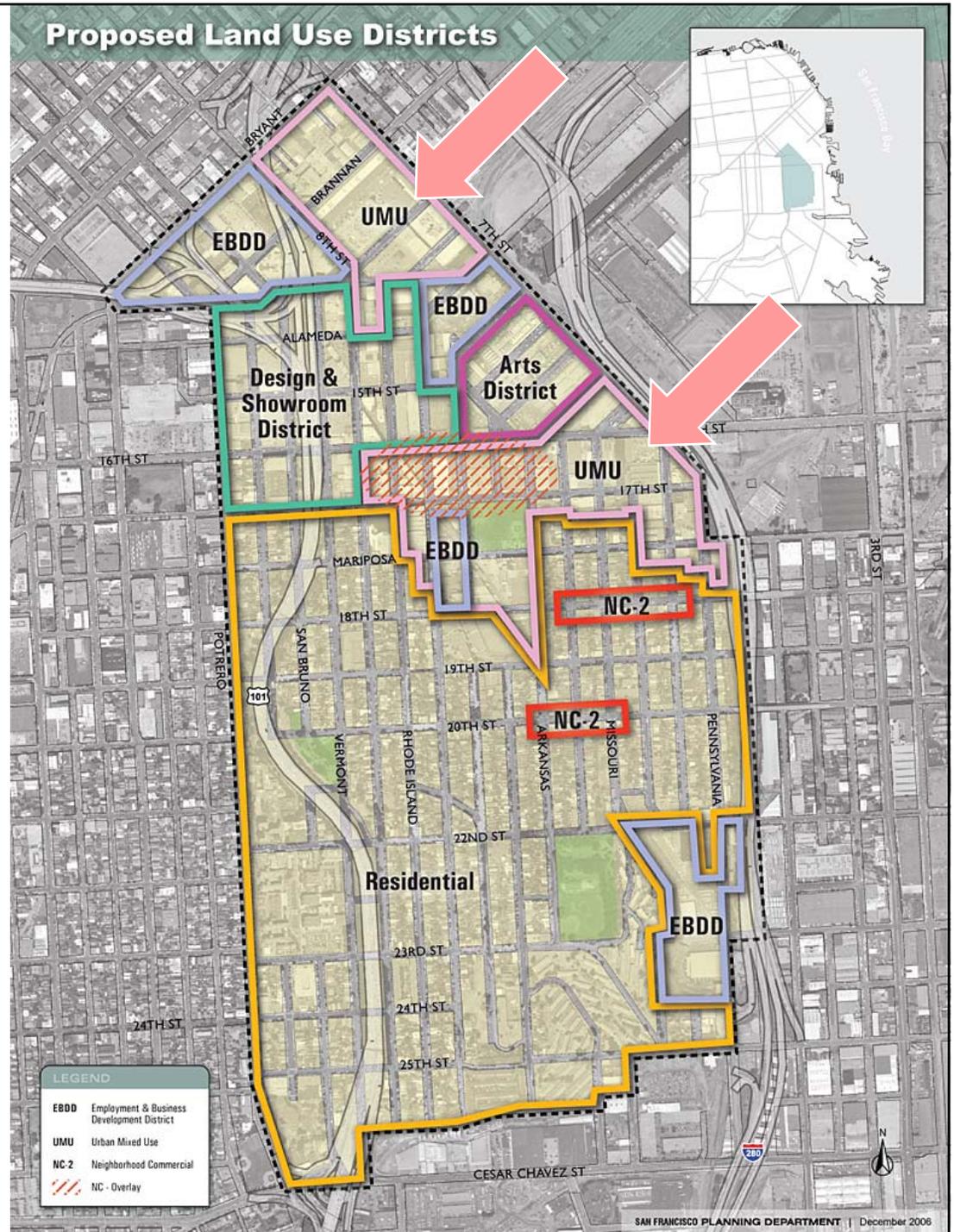
- Encourages arts activities, including design related PDR
- Retail 2,500 sf
- Office 2,500 sf
- Requires 5 square feet of arts-PDR space for 1 square foot of housing
- Student housing excepted



Proposed Land Use Districts

Urban Mixed Use (UMU)

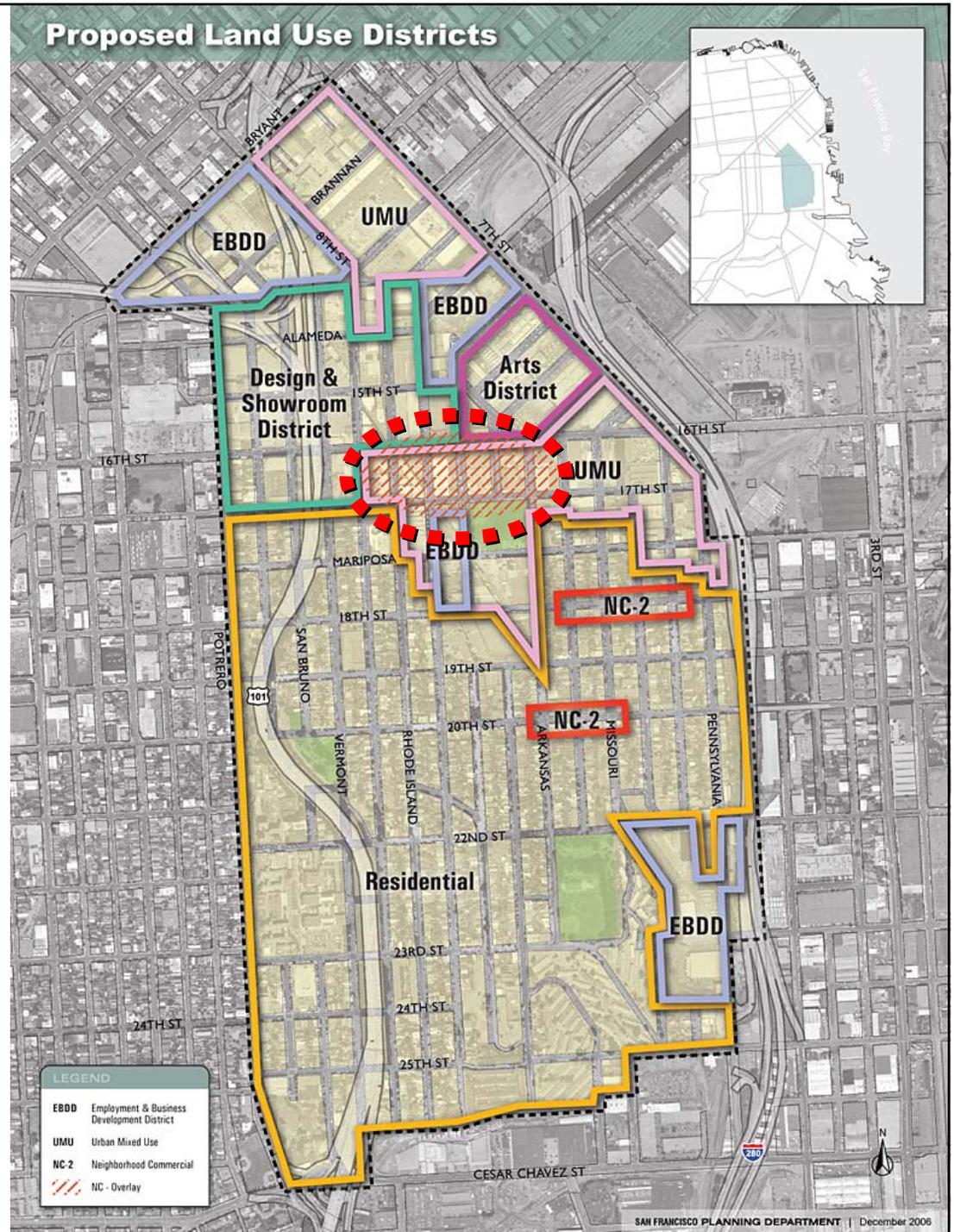
- Flexible mixed use district allowing retail, housing, office
- Requires 1 SF of PDR space for every 4 SF of non-PDR development



Proposed Land Use Districts

NC Overlay

- Flexible mixed use district allowing retail, housing, office
- Restricts large retail
- Ground floor retail requirement
- Requires 1 SF of PDR space for every 5 SF of non-PDR development

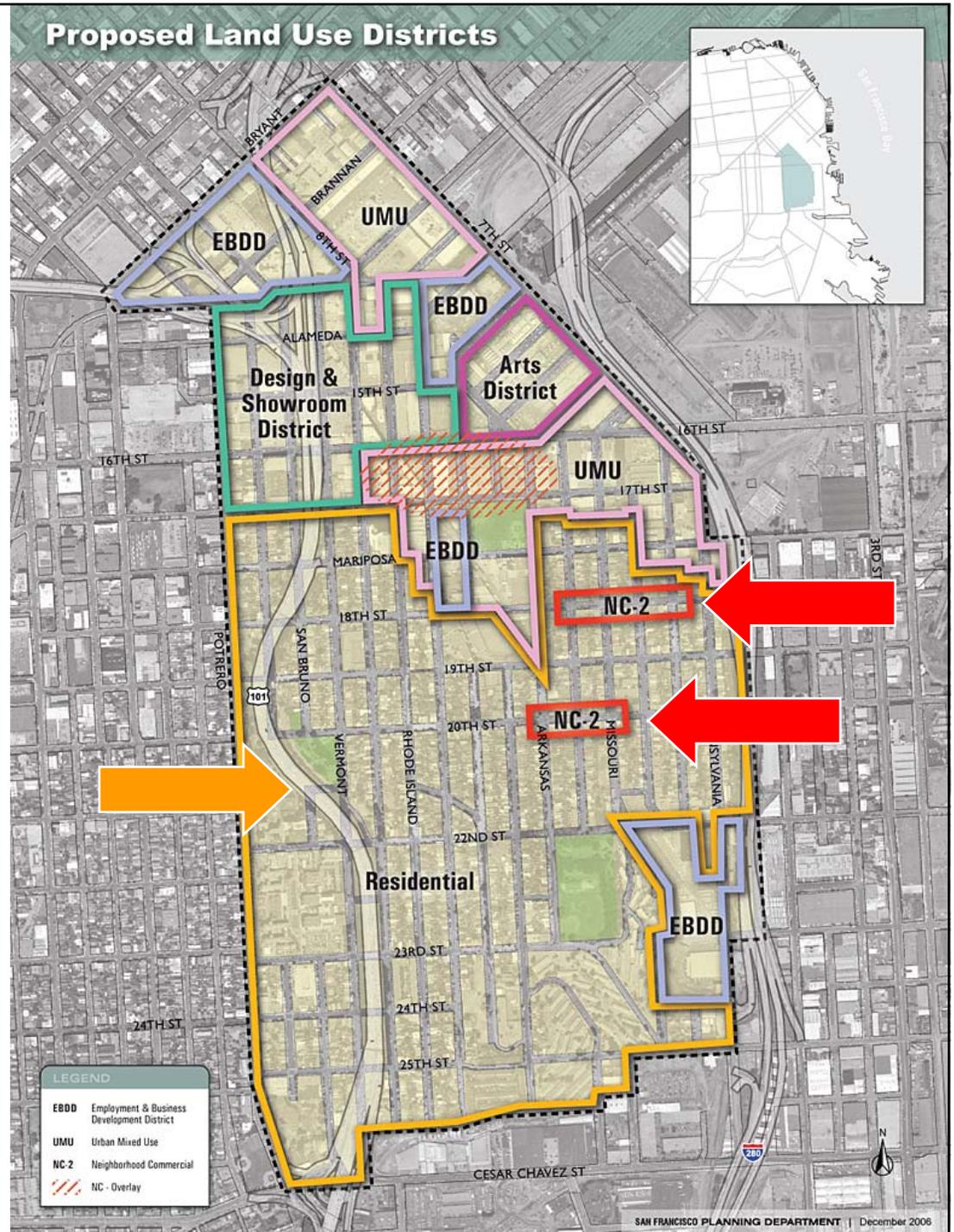


Existing Land Use Districts

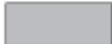
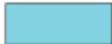
NC - 2

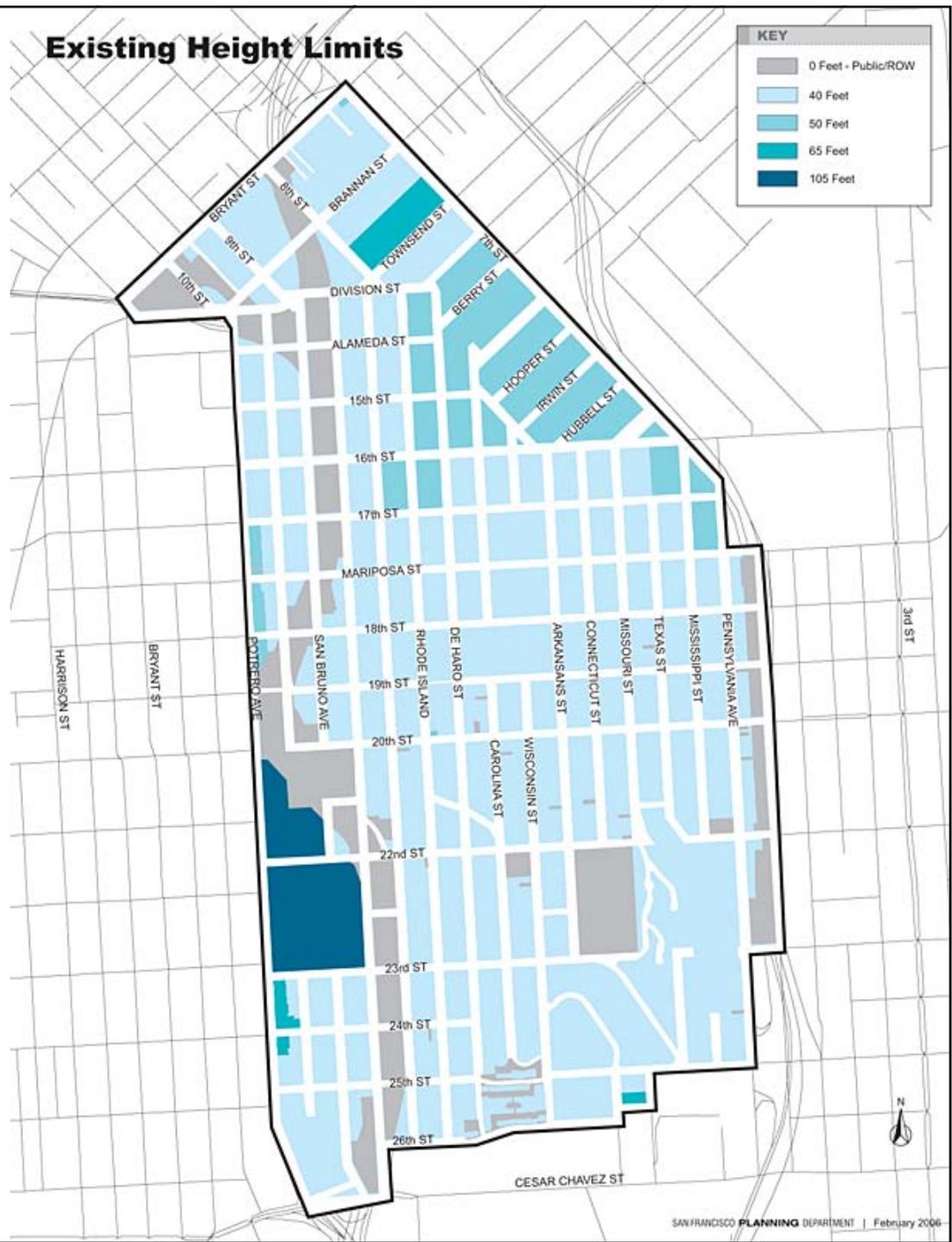
Residential Area

- Retain Zoning

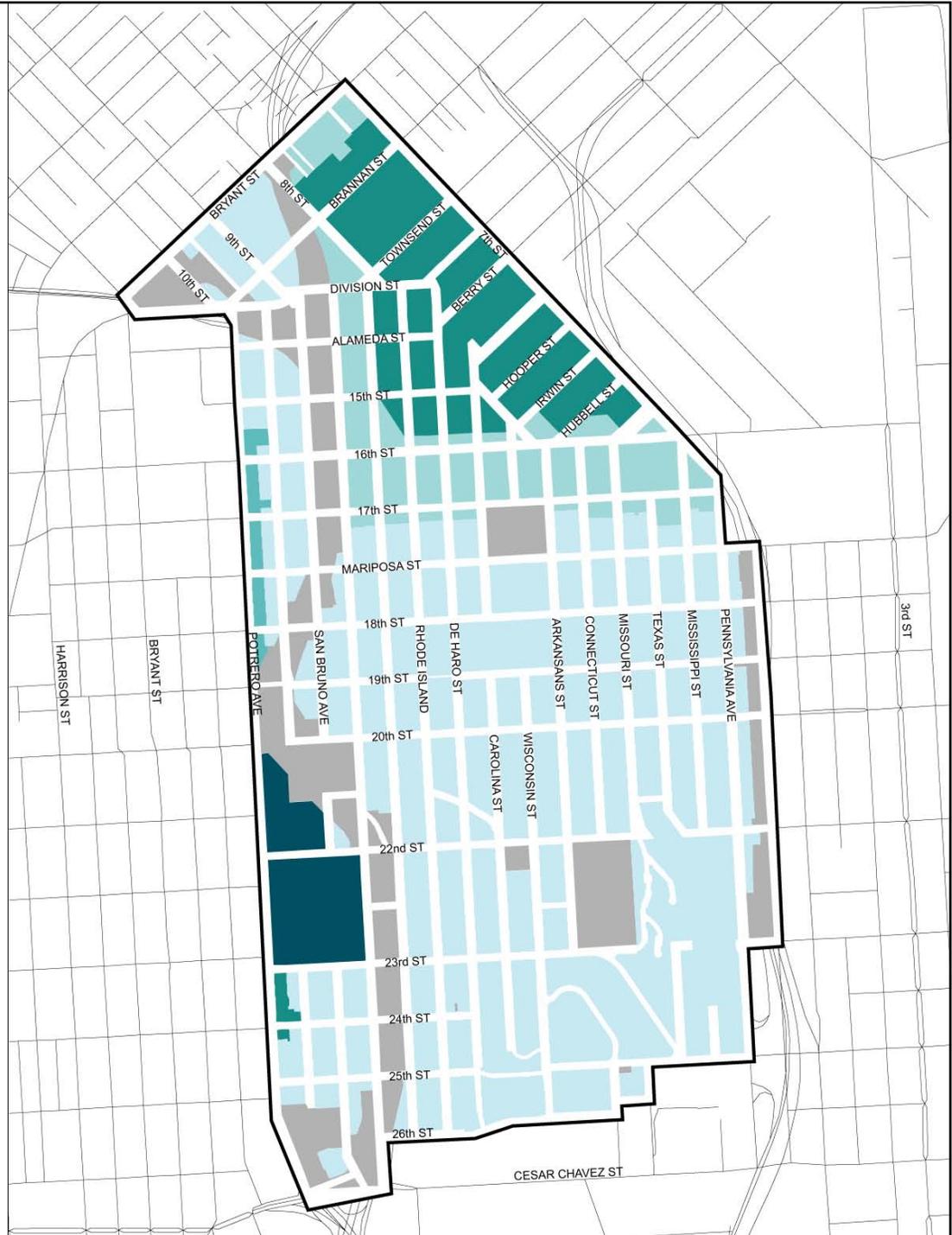
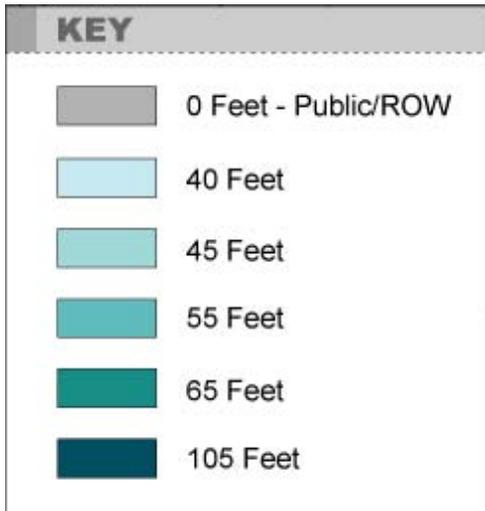


Existing Height Limits

KEY	
	0 Feet - Public/ROW
	40 Feet
	50 Feet
	65 Feet
	105 Feet



Proposed Height Limits



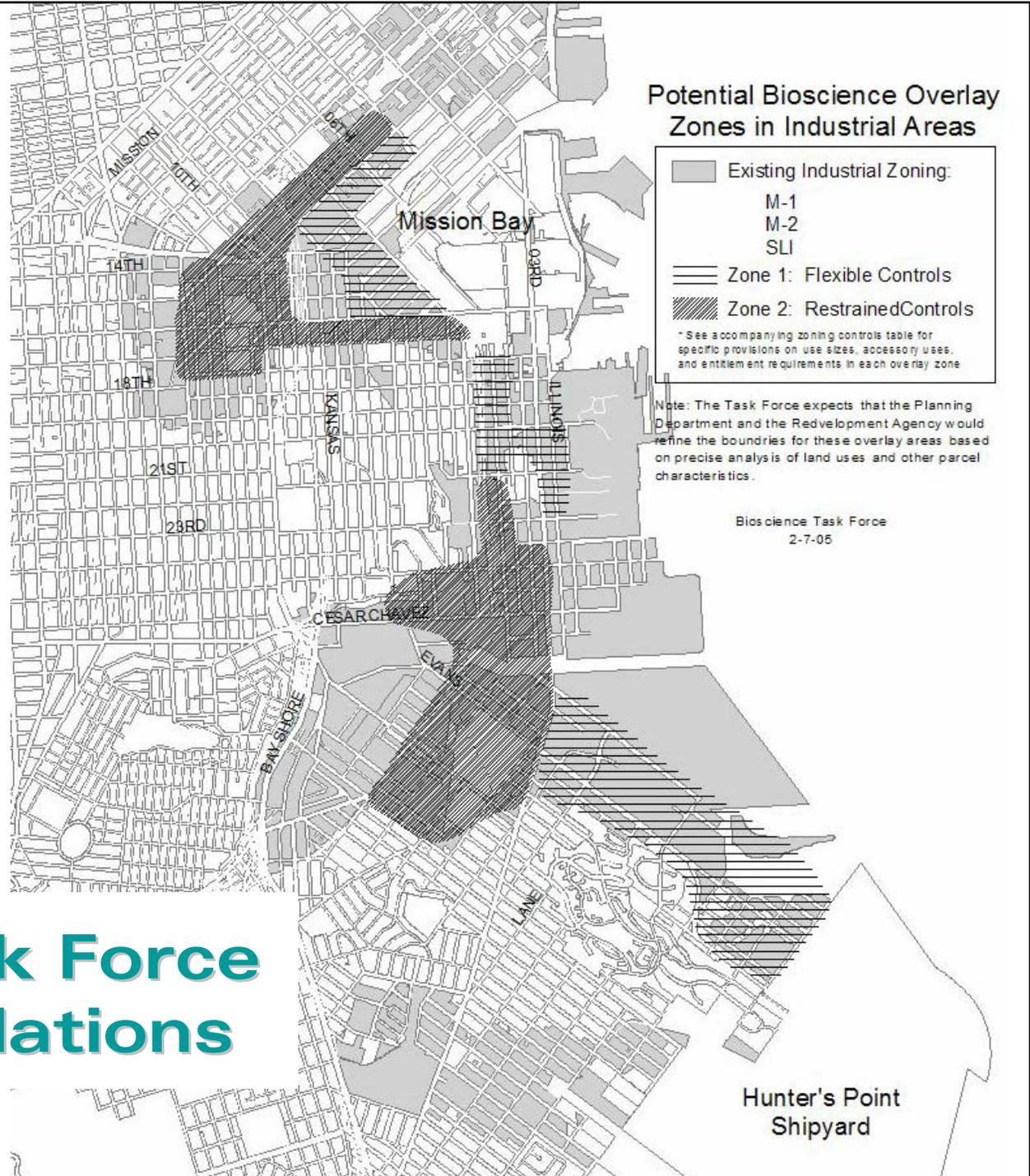
Proposed Height Limits

65 Feet

KEY	
	0 Feet - Public/ROW
	40 Feet
	45 Feet
	55 Feet
	65 Feet
	105 Feet



BioTech Task Force Recommendations





TRANSPORTATION ELEMENT

Transportation and Public Ways

1 FOLSOM STREET

Consider transforming Folsom Street into a civic boulevard through the heart of the SoMa, with priority transit treatments and significant pedestrian improvements.

2 9th/10th STREETS

Opportunities to widen sidewalks and improve pedestrian zones and usable open space.

3 7th/8th STREETS

Consider north-south transit improvements in the 7th/8th Street corridor to better serve the Showplace Square and mid-SoMa with transit. Enhanced treatments for bicycles and pedestrians should be investigated.

4 LIVING STREETS

Explore transformation of portions of rights-of-way with excess capacity with wide landscaped pedestrian zones and usable open space.

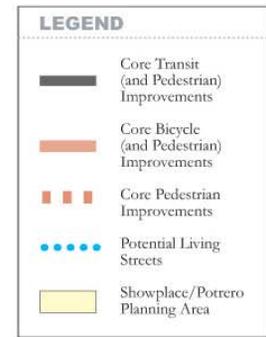


POTRERO AVENUE 5

Explore traffic calming, improving pedestrian conditions, and re-designing Potrero Avenue as a more multi-modal street. Design treatments could include wider sidewalks, landscaped medians, bus lanes, and extended bicycle lanes consistent with overall transportation needs.

3rd STREET 6

Along with transit improvements, such as the Central Subway, consideration should be given to streetscape plans that improve pedestrian conditions and safety.

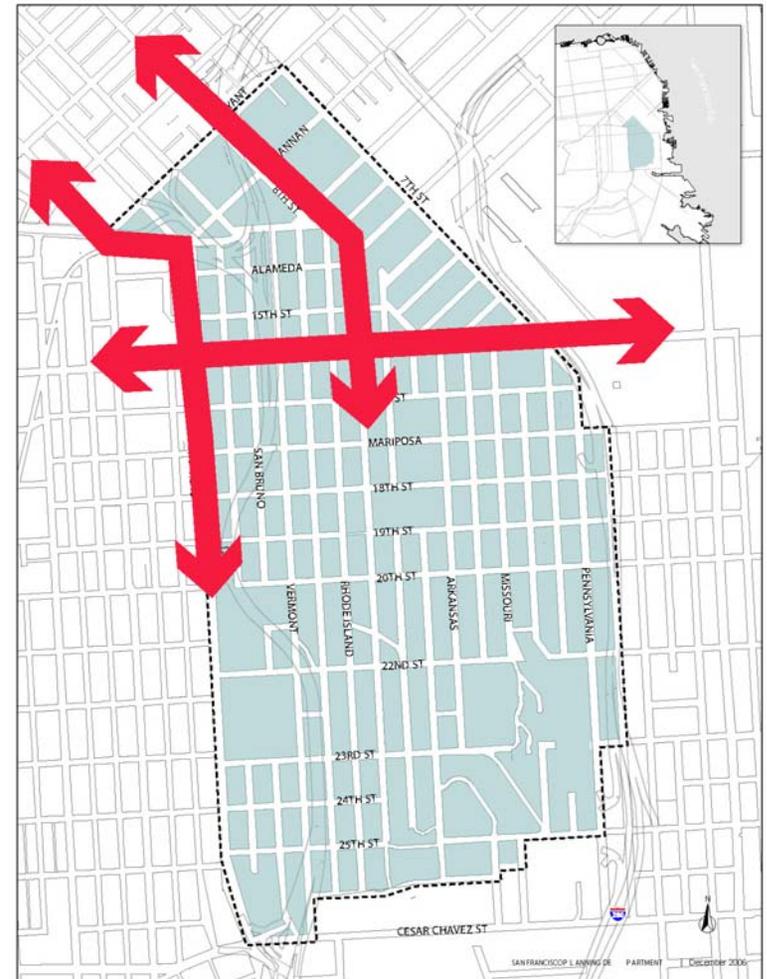


Transportation and Public Ways

OBJECTIVE 4.1

Improve public transit to better serve growth in Showplace Square.

- Improved corridors linking to rest of city:
 - **16th Street** as key E-W corridor to MB and Mission, including Caltrain grade separation at 7th Street
 - **North/South improvements** linking to SOMA, Market, Van Ness
 - Maintain and enhance service up Potrero Hill
- Protect Transit Priority Streets from conflicts
 - Prohibit curb cuts on key streets
 - Require loading and service activity on side streets and new alleys
- Transit Improvement Fees for New Development



Transportation and Public Ways

OBJECTIVE 4.2

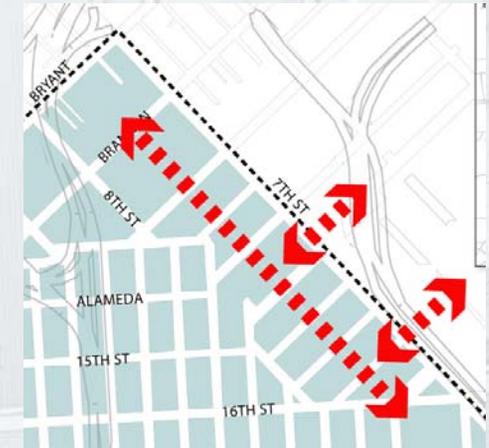
Reduce traffic congestion by establishing parking policies that encourage travel by public transit or other alternative transportation modes

- Create flexibility: eliminate minimum requirements and create maximums for most uses in Showplace and NC Districts
- Require “unbundling” of parking
- Require short-term garage rates
- Prohibit parking as a principal use

Transportation and Public Ways

4.3 Design streets and enhance the street network to encourage walking and ensure pedestrian safety

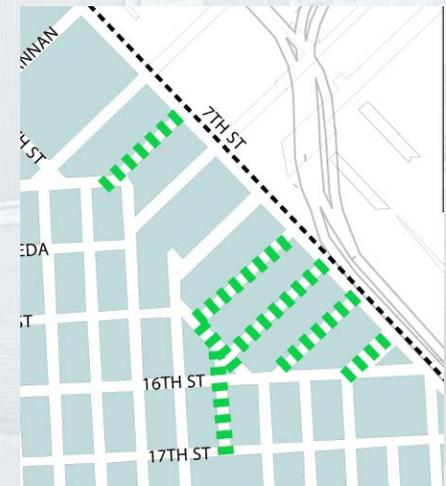
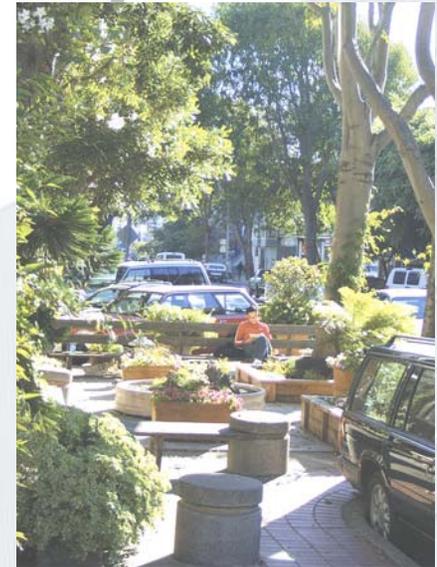
- Introduce traffic calming measures and where appropriate
- Require development on large sites to provide new public alleys and pathways to reduce scale of large blocks
- Pursue additional pedestrian connections to Mission Bay from 7th Street
- Require development contribution to construction and maintenance of improved streetscapes



Transportation and Public Ways

4.4 Design streets with open space and ecological consideration to enhance neighborhood livability and health

- Convert portions of right-of-ways into usable open space and “Living Streets” in residential, institutional and neighborhood commercial areas
- Reduce paving to reduce stormwater runoff
- Do not vacate and sell public ways for private development



Transportation and Public Ways

4.5 Promote Bicycle Use For Transportation

- Improve and expand bicycle routes
 - 16th/17th Street corridor
 - North/South corridor on Henry Adams or Rhode Island
 - Mission Bay connections, including Mission Creek Bikeway)
- Require secure and convenient bicycle parking in all new development and near major destinations



Transportation and Public Ways

4.6 Encourage Alternatives to Individual Car Use and Ownership

- Require space for car-sharing vehicles in all new developments and garages
- Require some large retail uses, especially supermarkets, to provide shuttles and delivery
- Require institutions to create and implement Transportation Demand Management plans

Transportation and Public Ways

4.7 Support the Transportation Needs of PDR Uses in Showplace Square

- Provide adequate curbside short-term loading space
- Give priority in access and maneuvering where appropriate for vehicles serving PDR uses
- Require off-street loading and service facilities in new major non-residential development

Questions?



HOUSING ELEMENT

Housing Objective 1:

Encourage housing production in appropriate areas

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Urban Mixed Use District



Housing Objective 2:

Encourage the development of permanently affordable housing

Housing Objective 3:

Lower the cost of housing

Housing Objective 4:

Encourage a mix of income, unit size and tenure in major new housing developments to satisfy an array of housing needs

Housing Objective 5:

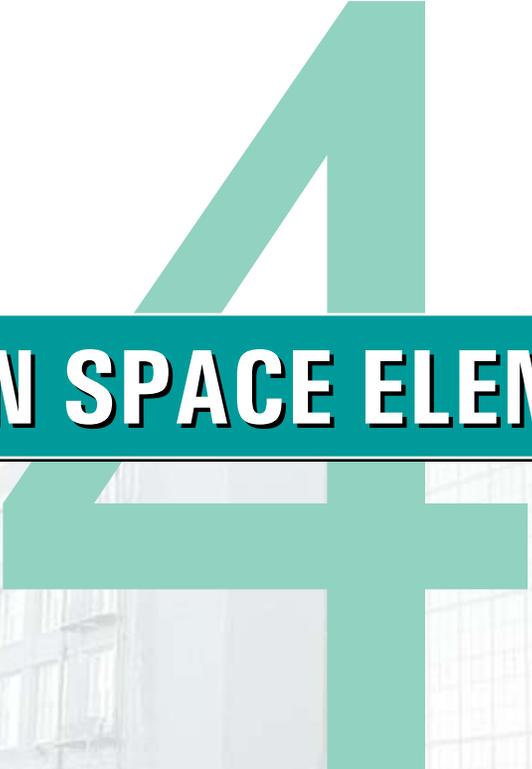
Encourage the retention of housing

Housing Objective 6:

Improve access to housing

Housing Objective 7:

Promote health through housing policy

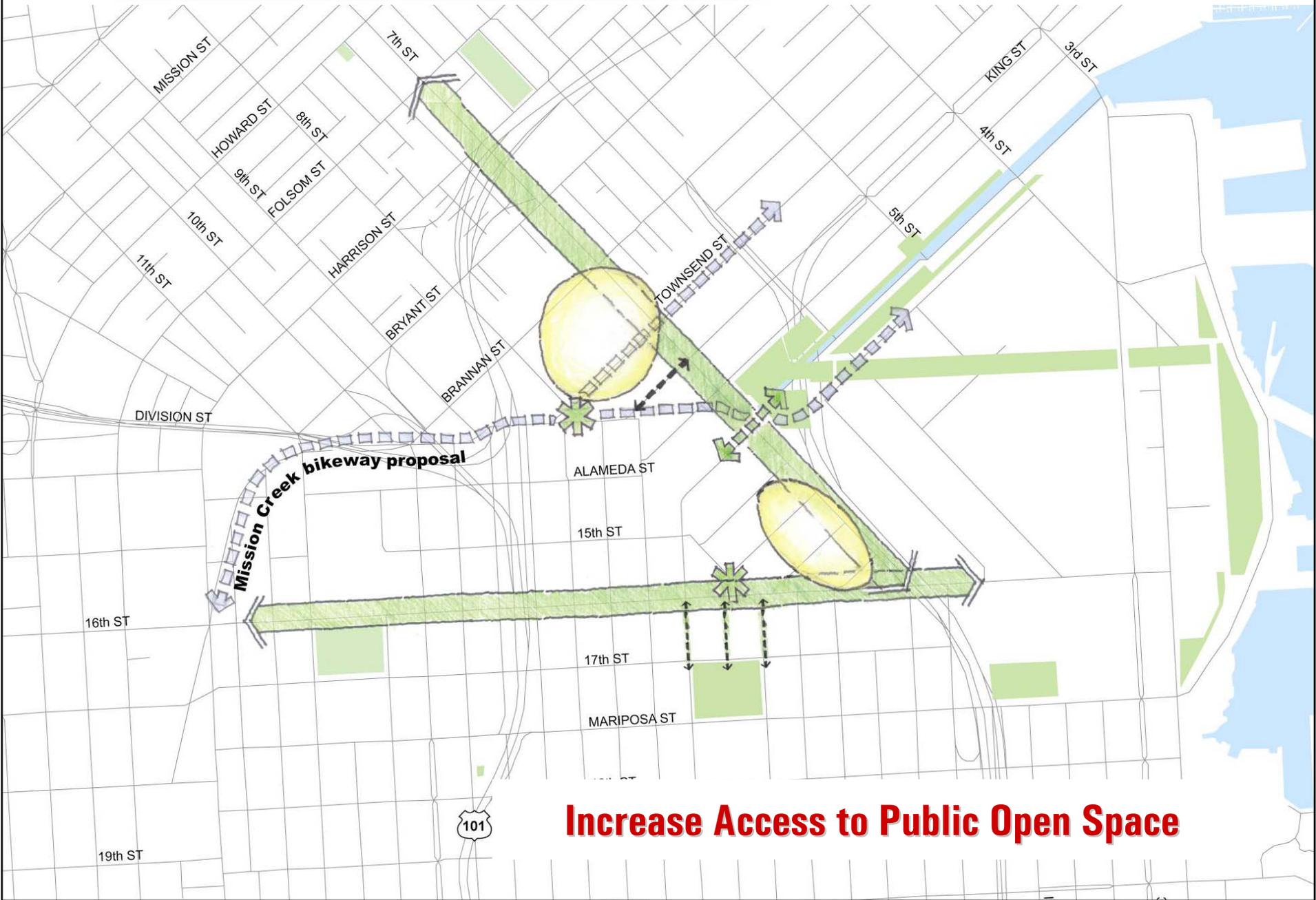


OPEN SPACE ELEMENT

Open Space Policy Summary

- **Increase access to public open space**
 - Identify land for a new public park
 - Build two urban plazas
 - Reclaim unused public right of way for recreational use
- **Ensure minimum quality and amount of private open space for residents**
- **Adopt standards that improve environmental quality of public and private open space**
- **Increase the amount of green landscaping throughout the neighborhood**
- **Strengthen neighborhood's connection to San Francisco Bay**

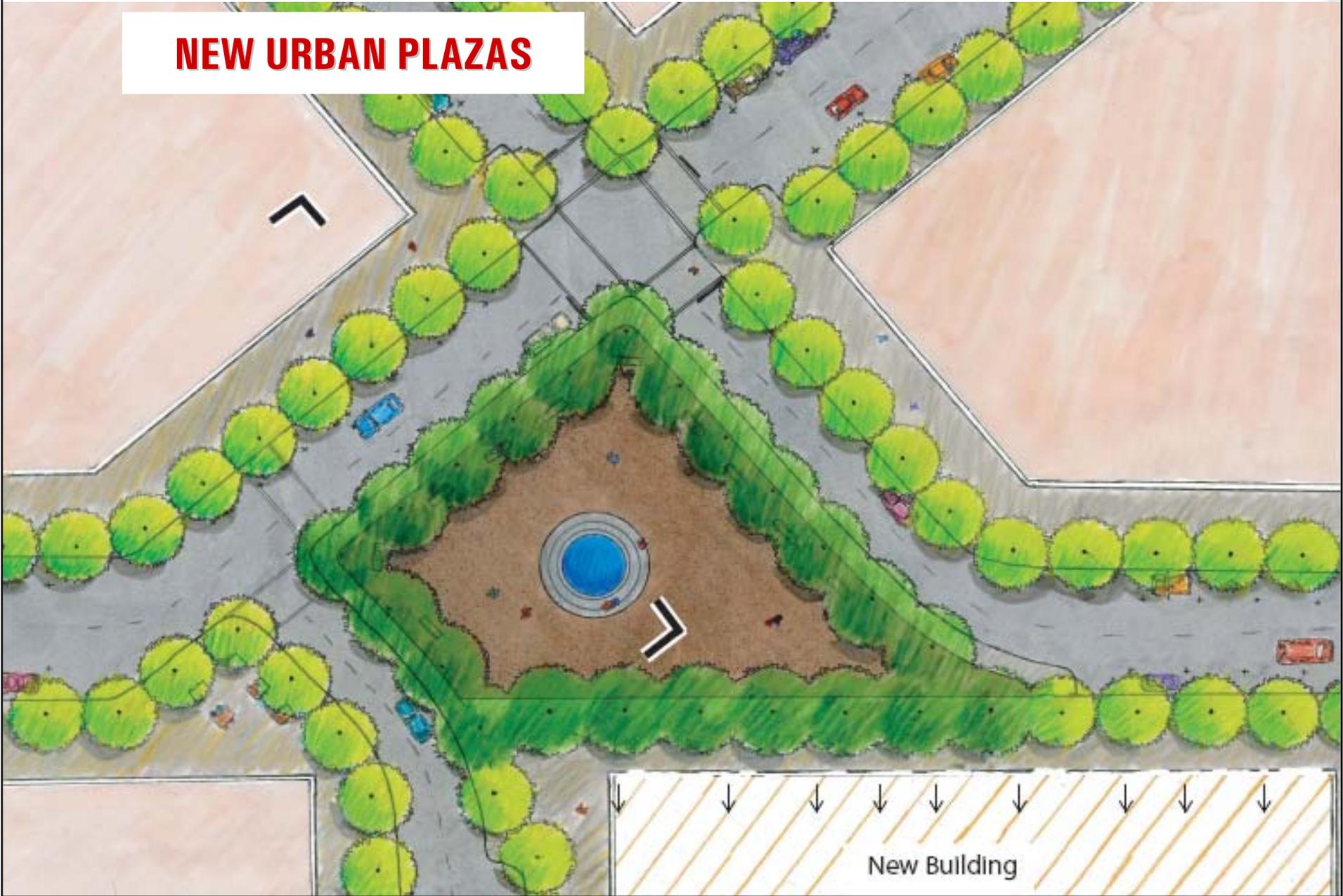
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Increase Access to Public Open Space

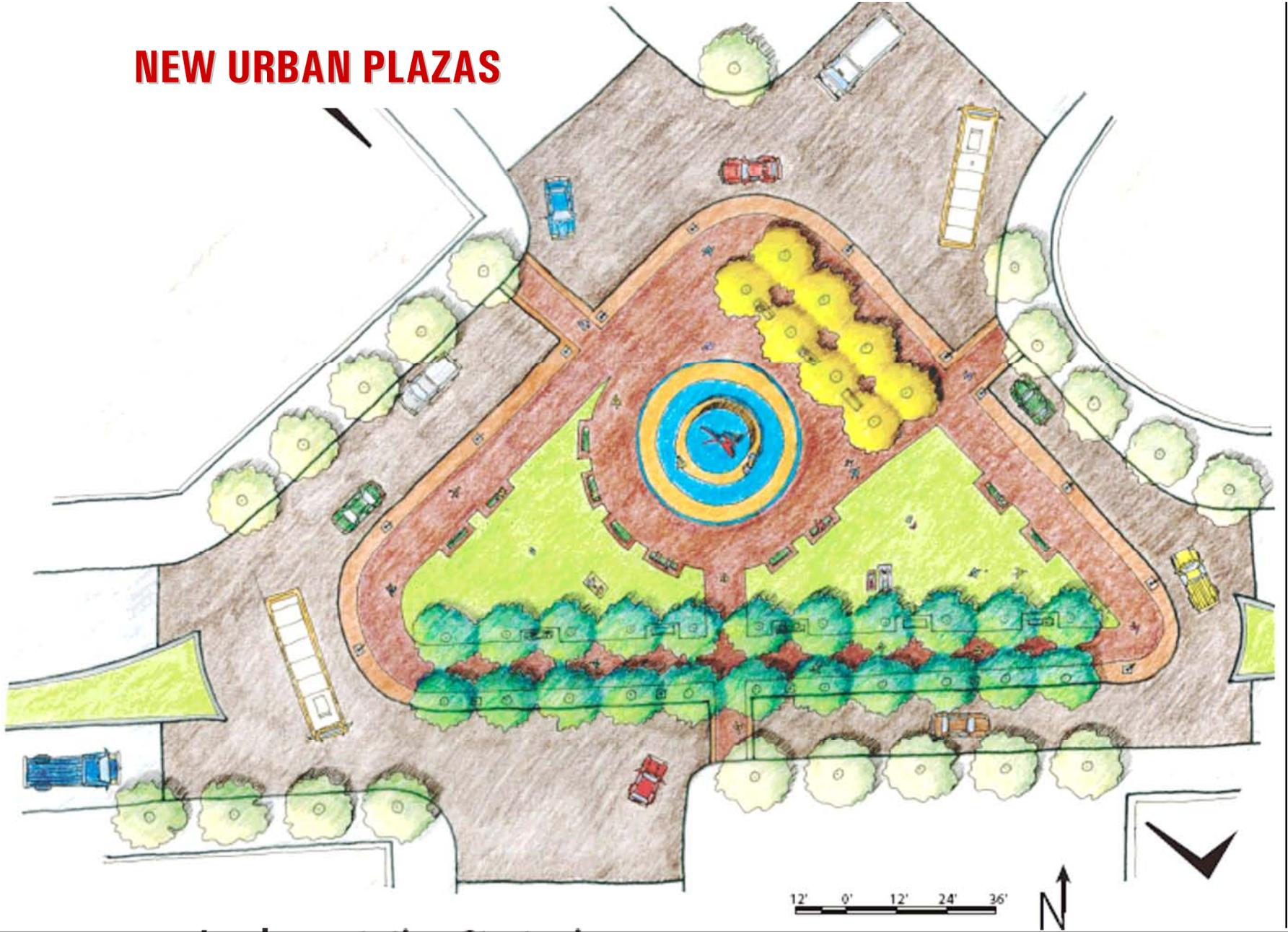
Showplace Square / Potrero AREA PLAN

NEW URBAN PLAZAS



Showplace Square / Potrero AREA PLAN

NEW URBAN PLAZAS

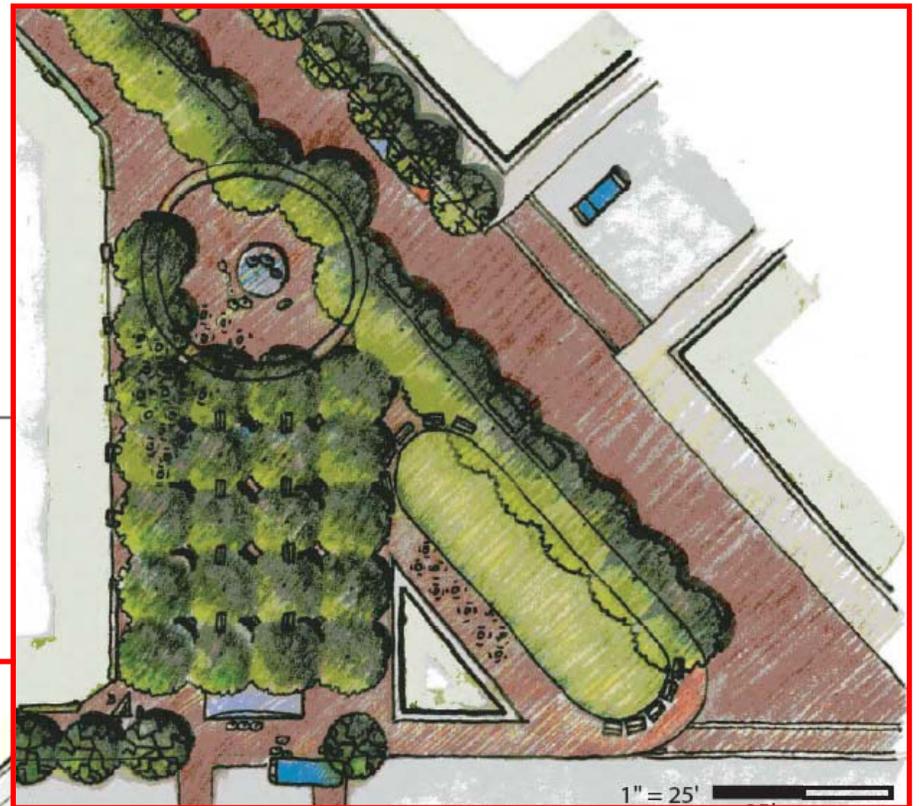


Showplace Square / Potrero AREA PLAN

NEW URBAN PLAZAS



Showplace Square / Potrero AREA PLAN



NEW URBAN PLAZAS

PRIVATE OPEN SPACE





Environmental Quality:
STORM WATER MANAGEMENT



Environmental Quality:
STORM WATER MANAGEMENT

Environmental Quality: GREEN ROOFS



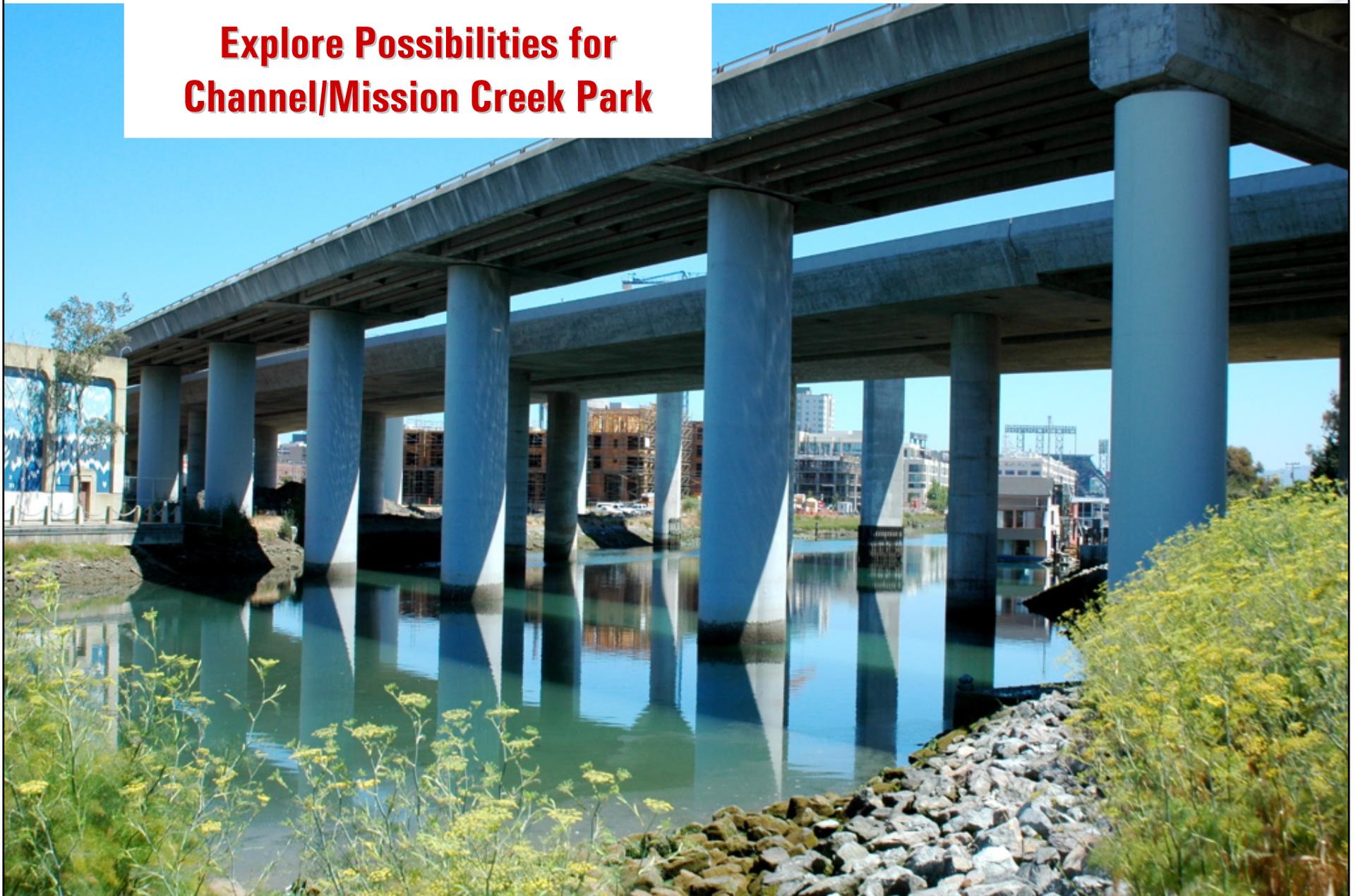
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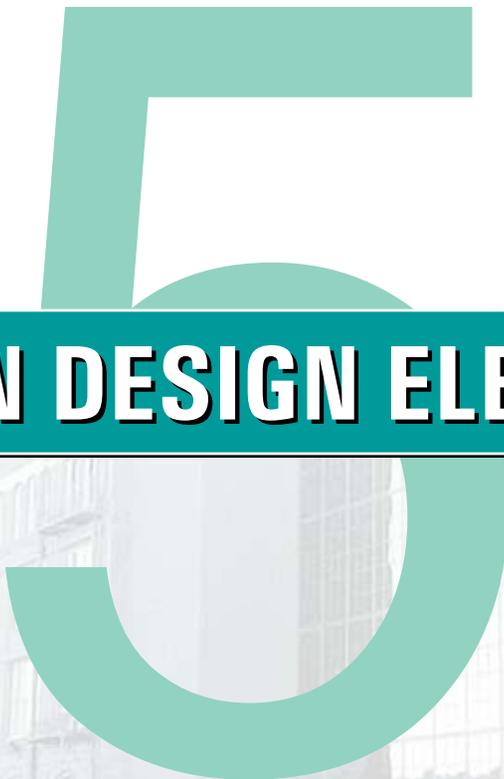


Strengthen Connection to the Bay

Showplace Square / Potrero AREA PLAN

**Explore Possibilities for
Channel/Mission Creek Park**





URBAN DESIGN ELEMENT

Urban Design Element:

What does it do?

Establishes a vision for a neighborhood

- **Guides City policy**
- **Modifies the Planning Code**
- **Provides guidance for project review**

Neighborhood: Showplace/Potrero

Today:

- **Strong historical character**
- **Sense of place**
- **Central location: connections to the Mission, Mission Bay, SoMa**

Neighborhood: Showplace/Potrero

Vision:

- A strengthened character – *A Destination*
- A vibrant PDR and Arts district
- An enjoyed pedestrian environment

Urban Design Priorities

1. Strengthen the *Neighborhood Structure*
2. Enhance the *On the Street Experience*
3. Promote a more livable, *Walkable Neighborhood*
4. Improve *Environmental Quality*

Urban Design Priorities

1. NEIGHBORHOOD STRUCTURE

- Harmonize new and old
- Landmarks/ Historic resources
- Public view corridors
- HVAC screening
- Rear yard setbacks

1. NEIGHBORHOOD STRUCTURE

- Harmonize new and old

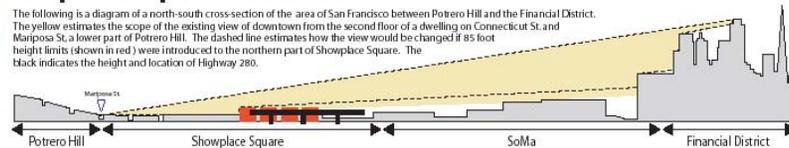
- **Heights**

- **Maintain views from Potrero Hill**
- **Cues from existing buildings**
- **Coordinate with Transit Preferential Streets (TPS)**

Views over Showplace Square from Potrero Hill

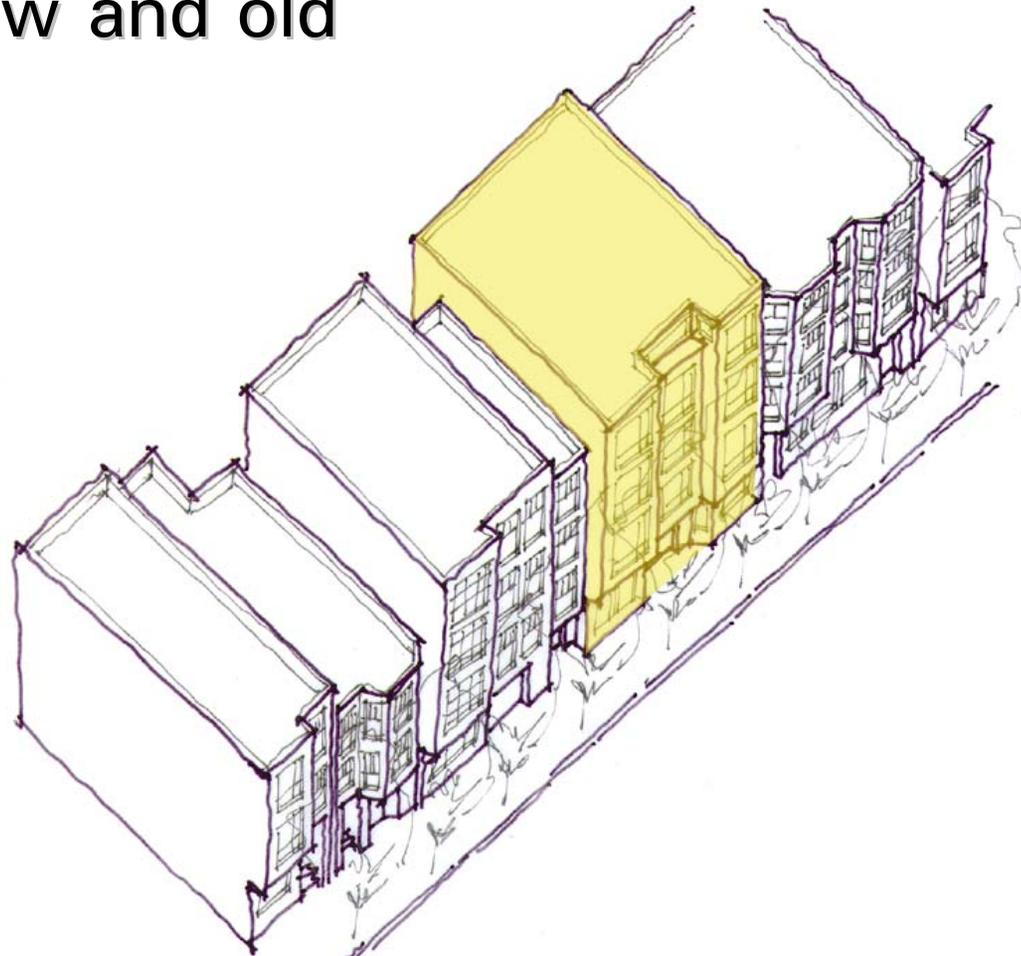


Existing view of downtown from Connecticut St. and Mariposa St.



1. NEIGHBORHOOD STRUCTURE

- Harmonize new and old
 - Heights
 - **Massing**



1. NEIGHBORHOOD STRUCTURE

- Harmonize new and old
 - Heights
 - Massing
 - **Materials**

Urban Design Priorities

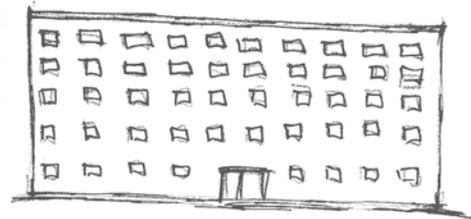
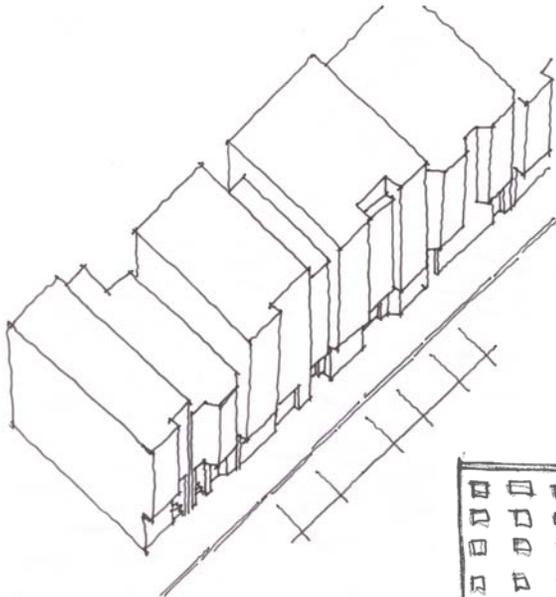
2. ON THE STREET EXPERIENCE

- High quality design
- Ground floor permeability
- Corner orientation
- Sunlight access

2. ON THE STREET EXPERIENCE

- High Quality Design

Articulation



2. ON THE STREET EXPERIENCE

- High Quality Design

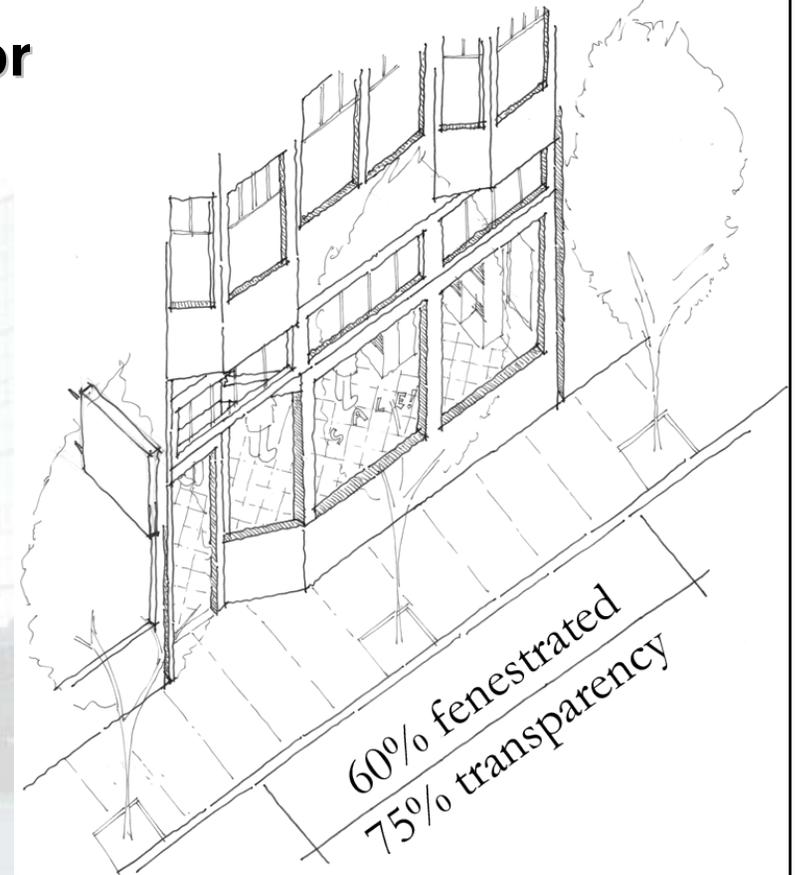
Substantial finishes



2. ON THE STREET EXPERIENCE

- High Quality Design

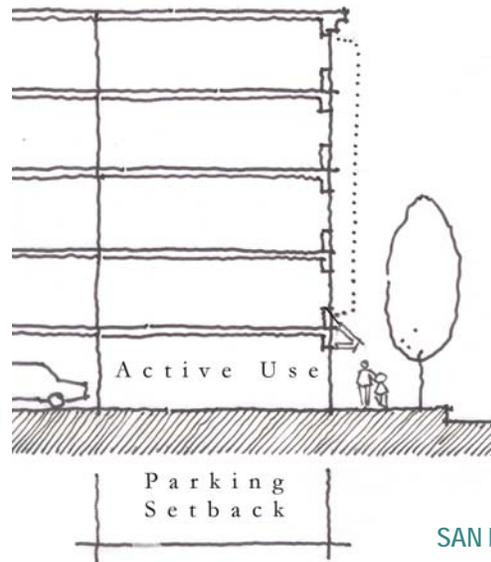
Active, permeable ground floor



2. ON THE STREET EXPERIENCE

■ High Quality Design

- No ground floor parking frontages
- Minimize dimensions of parking and service entrances



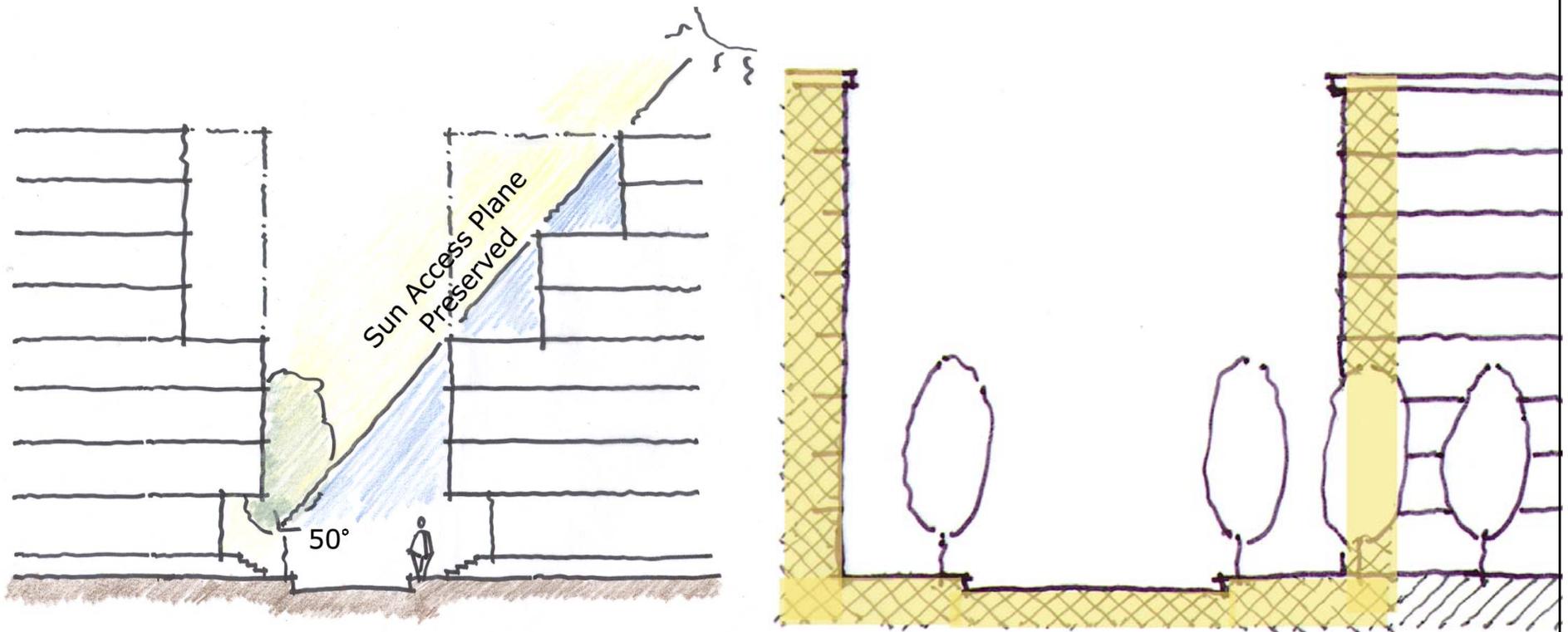
2. ON THE STREET EXPERIENCE

- Corner Orientation



2. ON THE STREET EXPERIENCE

- Sunlight Access



3. CONNECTIONS

- **New streetscape design toolkit**

Connections: GREEN STREETS



Connections: GREEN STREETS



Connections: LIVABLE STREETS

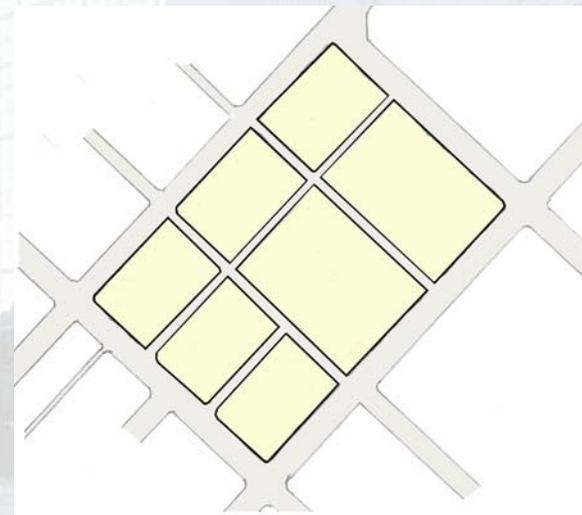
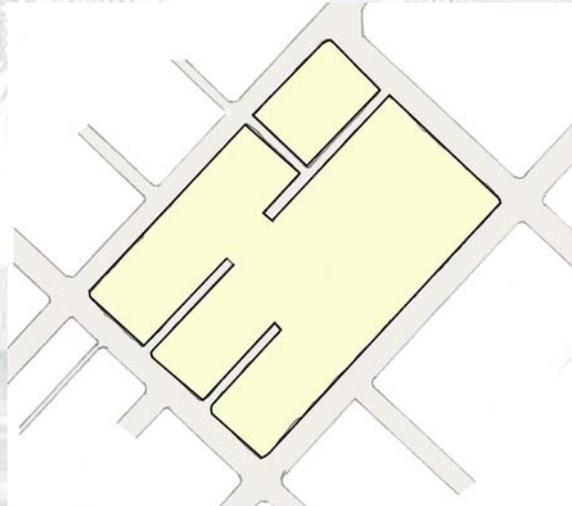


Connections: LIVABLE STREETS



3. CONNECTIONS

- New streetscape design toolkit
- Break up large parcels by requiring alleys or pedestrian passage ways



3. CONNECTIONS

- New streetscape design toolkit
- Break up large parcels by requiring alleys or pedestrian passage ways
- Soften impact of heavy infrastructure



4. ENVIRONMENTAL QUALITY

- Quantity and quality of green landscape
- Storm water management



Showplace Square / Potrero AREA PLAN

Please see handout for greater detail

Questions?