



Report on the June 27, 2007 Western SoMa Town Hall

**Submitted to the Western SoMa Citizens
Planning Task Force**

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Executive Summary

On June 24, 2007, the Western SoMa Citizens Planning Task Force conducted its first in a series of three public Town Hall meetings at Bessie Carmichael School. The theme of this facilitated public meeting was to introduce the public to the Task Force planning process, work done to date and to elicit planning direction and feedback.

Following brief introductory remarks by Jim Meko, Task Force Chair and Christina Olague, Vice President of the San Francisco Planning Commission, the 150 plus Town Hall participants were encouraged to socialize over delicious finger food and work to complete Residents and Business Survey forms. Upon completion of surveys participants were invited to a facilitated free form discussion in one of the four Task Force committee areas.

This Report summarizes the survey findings and comments made by the public during this Town Hall meeting. Comments for the four Committee areas and results from the surveys have been presented and organized based on the adopted Task Force Planning Principles. Highlight of the Report are as follows.

- ✓ A total of 167 Residents Surveys were completed either at the meeting or on-line on the Western SoMa Web Site.
- ✓ 105 businesses located throughout SoMa responded to the Business Survey.
- ✓ Crime, trash and pedestrian safety were the three greatest concerns expressed in the Residents Survey responses.
- ✓ Nearly twice as many men as women completed the Residents Survey. Similarly, owners outnumber renters by over 2 to 1.
- ✓ The majority of businesses who responded to the survey have been in SoMa for more than five years.
- ✓ The majority of businesses surveyed have fewer than six employees.
- ✓ Three out of every four businesses rent and indicate that rent is a critical factor for businesses location in the Western SoMa neighborhood.
- ✓ Residents and businesses value the mixed-use character of the neighborhood.
- ✓ Modest height increases when limited to specific areas and linked to public benefits programs were not perceived as objectionable in the Business and Land Use discussion.
- ✓ Lack of street life, public open space and public realm cleanliness were major topics of consideration in the Complete Neighborhood Fabric discussions.
- ✓ MUNI service and pedestrian safe issues dominated much of the Transportation group comments.
- ✓ Arts space and supporting facilities were generally perceived as a neighborhood asset while various concerns were expressed about nuisance factors associated with entertainment uses in the Arts and Entertainment group.
- ✓ Nearly everyone would like to see the auto traffic calmed in the neighborhood.



Town Hall Comments and Survey Results Organized by Planning Principles of the Western SoMa Citizens Planning Task Force

The Western SoMa Citizens Planning Task Force has adopted a set of working Planning Principles. These Principles will be used to evaluate and measure the draft planning proposals that will eventually formulate the neighborhood Plan and associated implements Planning Code amendments. The Task Force will need to eventually develop a Plan with Policies and implementing actions in the form of draft Planning code amendments that support the intent of the Plan Policies. This report is organized around the planning principles, which are in **bold**. Comments from the Town Hall meeting and Survey results are in colored boxes.

Outreach

Outreach for the Western SoMa Town Hall Meeting was conducted through mail, email, PSA announcements, and posters and flyers. The mass postcard mailing was sent to a list of approximately 3,300 residents that was generated from the assessors records. An email of invitation to the Town Hall Meeting was sent one week before the meeting to individuals who had previously expressed interest in the Western SoMa Citizen's Planning Task Force activities. PSAs were sent to the two major radio stations, KPOO and KUSF. Flyer and poster distribution covered the Western SoMa Special Use District and some of the surrounding area. Over 250 posters and over 70 flyers were disseminated businesses and multi-unit residences along both major and minor streets.

Methodology

The Western SoMa Residents Survey was administered at the June 27th Western SoMa Town Hall Meeting and made available online from the Western SoMa Citizen's Task Force Website. About 150 people attended the meeting and close to all of the attendees filled out the survey. A total of 167 surveys were completed.

Attendees were encouraged to participate in group discussions organized around the four standing subcommittees of the Task Force: Arts and Entertainment, Business and Land Use, Transportation and the Complete Neighborhood Fabric Committee. Each group created displays to illustrate the issues that have been explored over the last two years and formulated lists of issues that have been identified and questions that they hope the community can help answer. The issues ranged from building height limits to bicycle networks to community benefits. A summary of the issues and questions from each subcommittee are located in Appendix E.

Color-coding for Town Hall group discussions and survey feedback

Business & Land Use	Arts & Entertainment	Business Survey
Complete Neighborhood Fabric	Transportation	Residents Survey

Planning Principle #1: Mitigate to the fullest extent possible neighborhood impacts resulting from new development.

Business Survey

- 74% of businesses surveyed rent their property. 26% own their property.
- 40% of surveyed businesses said they're located where they are because of affordable rent and an additional about 10% said they had bought the building because at the time (over 10 years ago) it had been affordable to do so. This means at least 50% are located in SoMa because of affordability.
- Rent is a critical factor for businesses location in the Western SoMa neighborhood and should be taken into account when looking at mitigating the rising cost of renting.

Resident Survey

The areas of largest concern, in descending order of group consensus are:

Issue	Percentage that considered this issue of large concern
Crime	56%
Trash	52%
Pedestrian safety	43%
Lack of green space	41%
Traffic safety	37%
Graffiti	35%
Access to services or shopping	30%
School safety	21%

An additional 8% of survey takers listed homelessness as a priority under "other".

For the greatest consensus, the remaining areas of concern were as follows:

Noise	Moderate concern	28%
Parking problems	Little concern	24%
Wind	No concern	32%
Sun blockage	No concern	31%

When looking at this data, please keep in mind that people answered with the priorities they have now, based on the current state of the neighborhood. For instance, this does not mean that sun blockage is not an issue, but for the majority of survey takers, sun blockage is not an issue *at this moment*. If a new development was to be built that threatened their sunlight, it might become an issue.

Note: After sorting the data by gender we found that although men and women tended to agree on which issues were of greater or lesser concern, they differed regarding sun blockage. The greatest consensus among women was that sun blockage is of large concern while the greatest consensus of men was that sun blockage was of no concern.

Do you think we should allow significant increase building heights? Yes 17 No 4 If yes, should we require community benefits in return for increased building heights? Yes 14 No Benefits should not be traded for height. Do you appreciate the residential and commercial and other mixed use character of the SOMA? Yes 16 No More vertical mixed use What do you think of the increasing residential character of SOMA? Yes More market rate/ affordable More mixed use with increasing residential More of a “destination”	Business and Land Use
Affordability • Space is expensive • Artists priced out – a pervasive problem, not just here • Affordable large space for art studios • Keeping support, logistical supplies and services for artists, i.e. photo labs	Arts and Entertainment

Planning Principle #2: Stabilize the neighborhood against speculative land use proposals and developments.

The three biggest infrastructure improvements the businesses would like to see were solutions to homelessness (63%), cleaner sidewalks (39%), and increased graffiti clean-up (37%) and police presence (37%).	Business Survey
• Increase height in streets that can handle it. • Set backs / Preserve historical aspect • Tall buildings “sprinkled” throughout the area. • I’d like limits on heights • A lot of land that needs to change of use • Preserve small business; not just coffee shops • Required mixed use	Business and Land Use
• Historically W SoMa has been mixed-use, but it has gotten bad, services are gone, no street life.	Complete Neighborhood Fabric

Planning Principle #3: Promote safety in all areas of the public realm (e.g., streets, sidewalks, parks, etc.

Resident Survey

Safety

Out of those surveyed:

46% felt someone safe

72% felt between neutral and very safe

SoMa Parks

**22. Which SoMa parks do you or your household use?
(Choose all that apply)**

		Response Percent	Response Count
SoMa Rec Center on 6th Street		14.0%	21
Yerba Buena Gardens		63.3%	95
Mission Creek Parks		12.0%	18
Bessie Schoolyard		5.3%	8
South Park		33.3%	50
Victoria Manalo Graves Park		26.7%	40
Waterfront Parks		37.3%	56
 Other (please specify)		21.3%	32
	answered question		150

Complete Neighborhood Fabric

- Mixed-use neighborhood means fewer non-permitted uses. Removing the Hall of Justice and crime
- In this neighborhood there are too many homeless shelters. It is unequal to all other neighborhoods in this city
- Neighborhood needs more social services, more police.
- Neighborhood needs faster police response (more city services)
- Neighborhood needs business development including city services. Homeless break-ins, or camp outs could be avoided.
- Clarify southern district police response
- Do not let W SoMa become ground zero for homeless and crime
- After 35 years living in the neighborhood, believes if neighborhood becomes more residential, crime would stop.
- Mixed use smaller scale businesses, not using the entire block
- W SoMa has too much trash, crime, graffiti, in comparison with other areas in the city. We get no city services, no parking
- Neighborhood needs a police station
- The trash after street cleaning is in reverse sequence. Rats
- Enforce no dumping in alleys

Arts and Entertainment

Unacceptable Attendee Behavior (fighting, urinating)

- Club owners control, soundproofing
- How to enforce behavior after leaving premises
- Neighborhood police presence especially on Friday and Saturday
- Public toilets
- More buses and cabs. Centralized cab pick-up.
- Owners of Chevron station, security?
- Where is the accountability? Community policing on foot, not car.
- Under 21 activities and supervision
- 24 hour license will alleviate noise level
- 24 hour cafes for after hour folk to hang out
- 24 hour late night diner
- Regulation of party buses
- Need for public toilets other than for revelers

Transportation

Private Vehicle

- We need to slow traffic, especially on the streets parallel to Hwy 80.
- Bell Park games: illegal parking on 7th, 8th, 9th streets.
- It is dangerous also to turn from alleys to big streets, such as 6th and Brannan.
- Drivers need to be educated.
- 280/Brannan –want to prohibit U turn in area.
- Congestion during ball games (e.g., congestion from traffic on 6th Street to make a right)
- Need better signage to announce 80/101.
- There are 60 unit building complexes which are not providing parking for all the units (V)

Bicycle

- Bike path submerged into the sidewalk like in Europe?
- Bikes belong in the roadway.
- Accommodate bikes (so they do not need to break rules to be safe).

General

- Street patterns are meant to go through SoMa. Recommendation is that streets should go both ways.
- SoMa streets are different than other streets in San Francisco. Blocks should be shorter and narrower.
- Stops need to be enforced.
- Streets should be brighter, more lights. A lot of light leaks into homes, so the lights should be facing down.
- Streets are in terrible shape, need to be clean and repaired. Cracks on 7th between Harrison, Folsom, Mission. There is a pothole on 6th and Bryant.
- Use 311 (increase publicity for it)
- There are flood problems in SoMa, low lands, no storm drainage.
- Crossing SoMa to North of Market Street bicycle lanes disappear.
- Sidewalks are hard to cross from SoMa to Market.
- How do you get across Market St?
- We should use more the city car share program
- Near 8th/Harrison all the intersections are backed up between 3:30 to 7:30.

Questions presented to the public by the facilitators:

A. MUNI/Transit

- 1.) What works well, doesn't work well for transit in the Western SoMa?
- 2) Where is it easy, difficult to get to on transit from Western SoMa?

B. Pedestrian

- 1) How is it easy, difficult, safe, dangerous to walk through Western SoMa, as a pedestrian, as a senior, as disabled?

C. Private Vehicle

- 1) What is easy, difficult about driving in Western SoMa?

D. Bicycle

- 1) How is the bicycle network easy, difficult, safe, dangerous in Western SoMa?

Comments from the public:

MUNI/Transit

- Not enough trolleybuses for frequented lines
- Muni does not go north-south.

Pedestrian

- Crossing gets hard when there are double left turns.
- The intersection of 8th and Howard is very dangerous -- pedestrians do not pay attention
- People get killed, but we do not hear anything about it.
- One way to one way turns are very dangerous. Townsend especially is getting very dangerous because there are no pedestrian crossing, or sidewalk and parking is perpendicular.
- Twelfth Street and Folsom needs to be safer to cross. Left turn from Folsom to 12th is made at high speed. Drivers do not realize they are on city streets.
- On 6th and Harrison there are pedestrian light delays.
- Everything in SoMa is geared towards cars. We have to walk into the streets to see the traffic coming. There are no stops or slow down symbols.
- Light sometimes is hard to understand if it is for pedestrian or cars. Also the timing is too short for pedestrians.
- The sidewalks should be wider, and crosswalks should also be at mid block.
- Pedestrians at risk, no sense of security.
- Caltrain along Townsend has had negative impacts on streets. Many bicycles ride on sidewalk.
- Wider sidewalks on Folsom are needed.
- Explore the possibility of closing streets at certain times, so pedestrian and cars can use the same street, but just at different times. Explore creating a path to the water.
- Nervous to walk around due to poor lighting.
- Lets look for opportunities for pedestrian pathways on residential enclaves.
- Some streets have to be crossed 3 times to get to the other side (10th St for example).
- Look for opportunities to develop pedestrian pathways in /around residential enclaves.
- Problem getting to Townsend (from 6th and 7th St).
- We need corner bulbouts, so pedestrians can see into the coming traffic.
- Create a pedestrian downtown: maybe 11th St, maybe Folsom.

Planning Principle #4: Maintain and encourage the existing community cultural diversity.

What is the most important characteristic that you like about SOMA? • Mixed-use • Convenience (transportation) • Diversity (people, culture) • Keep it real, pulse of a real city • Sometimes the less controls the better – open to a variety of business	Business and Land Use
What constitutes a mixed-use neighborhood? • Mixed use means access to stores, walk or push stroller • Mixed use means coffee shops, boutiques, crafts, art galleries, not that many liquor stores per block • Mixed- use means distinguishing neighborhood from suburbs. Being able to walk to work • Mixed-use is an issue of scale: retails, streets opted for BBQ • We would like to see balance in home ownership • Mixed use means neighborhood serving retail, such as car repair, restaurants, florists, plant nurseries, late night restaurants, banks, small biz incubators, creative places, biotech, musician practice places, community theaters, etc LGBTBTQ/Filipino/Arts • Historical centers • Centers (gay in Castro, Japantown, etc. are failing) • Reopen sex clubs • Historical buildings • Create a new type of neighborhood • Need preservation • Historical is St Joseph Church Housing-retain façade • What is like to walk down the street (wasteland of cement)	Complete Neighborhood Fabric
Workspace • Availability of art space, support of artists as a benefit to building market rate availability • Provision and support for “noise” of art, i.e., welding. Zoning for such art that entails “noise” of art. • Noise ordinance – code poor in dealing with noise in mixed use neighborhood • Is it possible to change zoning laws? Performance Space • Community benefit tax • More variety, i.e., theatre, ballet, music, dinner theatre, jazz • Laws prohibiting performance space	Arts and Entertainment

Planning Principle #5: Proposed new land use development shall primarily serve the needs of existing residents and businesses. Citywide and regional needs are subordinate to existing local needs.

Business and Land Use	
What do you want to see now?	
• Trash cans • Less graffiti • Traffic calming • Better pedestrian experience (trees....etc.) • Less homeless, less shelters • More open space • Sidewalks on Townsend • Live music • Community gardens	
Complete Neighborhood Fabric	
• Focus on what residents would use. Businesses to stay in the neighborhood. • Put quality and city services into CNF (?) Plan • If development is big, then there should be retail on the ground floor	
Resident Survey	
Percentages of survey takers who chose the following as reasons they live in SoMa:	
The three main reasons people choose to live in SoMa are that is convenient to downtown and Market Street, their job is nearby, and lifestyle reasons.	
Convenient to downtown and Market Street	62%
My job or business is nearby	52%
Lifestyle	47%
Affordable	37%
Atmosphere	34%
Convenient to freeways	31%
Community ties	15%
By chance	10%
Family nearby	2%
Other	25%

The most popular and frequent activity in SoMa is jogging or walking outside.

21. How often do you do the following activities in SoMa?

	1 or more times/week	2-3 times/month	2-3 times/year	Less than once a year	Never	Response Count
Visit SoMa parkes	30.2% (49)	17.9% (29)	19.8% (32)	11.7% (19)	20.4% (33)	162
Jog or walk outside	79.0% (128)	9.3% (15)	3.1% (5)	1.2% (2)	7.4% (12)	162
Go for a bike ride	23.6% (38)	6.8% (11)	9.3% (15)	12.4% (20)	47.8% (77)	161
Visit a religious place	2.5% (4)	3.1% (5)	8.1% (13)	14.3% (23)	72.0% (116)	161
Use social services	1.9% (3)	2.5% (4)	6.8% (11)	11.7% (19)	77.2% (125)	162
Attend school function	1.2% (2)	3.1% (5)	1.9% (3)	8.1% (13)	85.7% (138)	161
Go to bars/nightclubs	28.6% (46)	29.2% (47)	23.0% (37)	6.8% (11)	12.4% (20)	161
Go to gym/sport club	32.3% (52)	8.1% (13)	5.6% (9)	7.5% (12)	46.6% (75)	161
Go to the movies	9.8% (16)	31.3% (51)	32.5% (53)	11.0% (18)	15.3% (25)	163
Go to museum/gallery	5.0% (8)	16.8% (27)	59.6% (96)	10.6% (17)	8.1% (13)	161
Go to the Metreon	6.8% (11)	24.2% (39)	42.2% (68)	17.4% (28)	9.3% (15)	161
	answered question					161
	skipped question					6

Planning Principle #6: Maintain and promote diversity (e.g., day/night, living/working, spectrum of uses, etc.) of neighborhood land uses.

Business and Land Use

- Live music
- Not enough diverse business, too many cannabis dispensers

Planning Principle #7: Provide clear and simple community planning policies and zoning recommendations.

Planning Principle #8: Generally maintain the existing scale and density of the neighborhood.

Business and Land Use

- Increase height in streets that can handle it.
- Set backs / Preserve historical aspect
- Tall buildings “sprinkled” throughout the area.
- I’d like limits on heights
- A lot of land that needs to change of use
- Preserve small business; not just coffee shops
- Required mixed use

Complete Neighborhood Fabric

Back to mixed use...back to neighborhood needs...

- Neighborhood services should be closer to the housing
- Mixed use means retail, drug stores, breakfast places, drycleaners, cafes, restaurants, corner stores
- Need height restrictions
- 4-story, 6-story at highest. Market St. do not encroach buffer zone

Planning Principle #9: Promote environmental sensitivity in new development projects.

What do you want to see now? • Trash cans • Better pedestrian experience (trees....etc.) • More open space • Community gardens	Business and Land Use
Also, how can we get more green space into the neighborhood? • Love the new park • Let's find more space for gardening, baseball • We need a new park • More community gardens, water, pick up trash • Neighborhood needs traffic calming • Neighborhood can use roofs as open space. Connecting alleys into a path or route • Setbacks may be abused (?) • Put in public toilets • More trees and pocket parks Ideas for specific sites? • Folsom street green median • Use the site of 8th and Harrison for a park, not for more condos • There is a crisis in the neighborhood: in case of an emergency, there is no park or open space for evacuation • More than pocket parks, we need more programmable recreation opportunities • W SoMa need more parks and green spaces • Neighborhood need: swimming pool, tennis courts, community gardens, more biking lanes, spaces for SRO and homeless Back to green open spaces • Can not create green spaces without enforcement • Sidewalks should include grass and bike paths • Neighborhood needs more places to sit and gather • Cleanness and safety helps retail	Complete Neighborhood Fabric

Planning Principle #10: Encourage nurturing characteristics and maximize opportunities for seniors, families, and youth.

Resident Survey	
Seniors 20 Seniors (55+) filled out the survey. This sections includes statistics and information that distinguish seniors from the rest of the survey takers Primary mode of transportation: Walk 40% Muni 20% Car/van/truck 20% 70% use public transit 1 or more times per week 75% own their home They like to walk to stores, go out to eat at full service restaurants, and 20% said they would like a Target in the neighborhood.	
Youth Only 4 youth filled out the survey and out of those 4, only 2 were SoMa residents. Due to the small sample size we have chosen to leave youth out of the survey data.	
Families Families were identified as any survey takers who lived with a youth or child (an individual under 17 years of age). 14 family members filled out surveys. The majority walked and, as secondary modes of transportation, drove and took Muni. 71% own their own home 29% rent their home 29% live in a one-bedroom apartment 43% live in a two-bedroom apartment 21% live in a three-bedroom apartment A greater percentage of families that rent go to Costco for groceries and personal needs than those families that own homes.	
Complete Neighborhood Fabric	
How can families stay? • Larger apartments (2-3-4 bedrooms) • 1015 chevron???? • Adding green spaces • Enforcement of noise/clubs/noise, etc • Limited school facilities • Adding childcare and playgrounds • Rerouting mayor arteries traffic • Planning of street signage • Concern about empty buildings • Building height is a concern (transition between neighborhood, occasional development is OK) • Medical marihuana rules, limits, permits, density limits, etc.	

Compatibility with Adjacent Uses	Arts and Entertainment
• We could all live together • Need a model that will work • Noise abatement when bars let out • Stagger closing times • Buffer zone	

Planning Principle #11: Develop and maintain local accountability and monitoring mechanism.

Community Benefits	Arts and Entertainment
• Are arts and entertainment beneficial to this neighborhood? • Hiring local artists for projects. Keep money in neighborhood • It's just right now.... • Not in my backyard • Enforce laws concerning noise • Grouping overwhelms police and neighborhood • Issues with young people not just the "hood" • Creating space for youth entertainment • More types of entertainment, i.e., theatre for <u>actual</u> resident • Happy with mixed use • Entertainment brings tourists • More rental space for artist – artist space • Community benefit tax for performance space	

Planning Principle #12: Provide periodic reassessment of the community plan.

Planning Principle #13: Maximize general environmental quality and health.

Appendix A

Demographics of the Survey Population

SoMa Residents:	Consider themselves a SoMa resident	85%	
	Don't consider themselves a SoMa resident	14%	
	Don't know	1%	
Age:	Average age	40 years old	
Gender:	Women	32%	
	Men	65%	
	Trans	1%	
Race:	Latino/a	Yes	7%
		No	93%
	White		73%
	Black, African American		4%
	American Indian or Alaska Native		3%
	Asian		11%
	Native Hawaiian/ Other Pacific Islander		3%
	Other		10%
Rent vs. Own their home:	Own	68%	
	Rent	29%	
Employment:	Full-time	81%	
	Unemployed or not able to work	6%	
	Retired	4%	
	Other	4%	
	Of people who checked "Other"	67%	Self employed
	Part-time	3%	
	Student	2%	

Appendix B

Report Qualifications

In doing outreach to recruit residents to the first Western SoMa Town Hall Meeting, we attracted a disproportionate representation of the Western SoMa population. Some disproportionate representation is typical at Town Hall Meetings, but there are specific things we did during the organizing process that we can change for the next meeting in order to attract a broader spectrum of community representation.

The postcards we created to advise residents of the upcoming meeting were sent to a list of residents from the assessors records, most of whom were homeowners. For our next Town Hall Meeting, we will send postcards to current residents whose addresses we will take from a list of residences, based on geographical location, and generated by the Planning Department.

The Western SoMa Task Force Representatives for SRO housing and community organizations were not able to attend the Town Hall Meeting so we had fewer resources to attract their represented populations. In addition, the Task Force seats for youth and seniors remain empty. These absences added to already lacking outreach toward low-income, Filipino, senior, and youth residents.

The methods we used attracted a disproportionate amount of homeowners. The participants in the Town Hall Meeting tended to be white people of higher income and about two thirds of the Town Hall attendees were male. Homeowners differed from renters in ways that we have attempted to incorporate into this report. The following summary coalesces information regarding renters and homeowners and women and men that is spread throughout the report.

Renters vs. Homeowners:

Of the 167 survey takers, renters made up 46, homeowners made up 107, 14 did not respond.

Motor vehicles

Renters tend to keep fewer motor vehicles at home for use by members of their household. The majority of homeowners have one vehicle at home while the majority of renters have none.

Location of workplace

More residents that rent work in SoMa, while more homeowners work downtown.

45% of renters work in SoMa.

19% of homeowners work in SoMa

18% of renters work in downtown San Francisco

33% of homeowners work in downtown San Francisco

Desired retail and service businesses

When asked what retail and service businesses they would like in SoMa, 13 out of 33 requests were for places to get food. Food stores ranged from little Mission-like stores and full-service grocery stores to restaurants.

Groceries

A greater percentage of renters shop for groceries at corner stores, the UN farmers' market, and Foods Co. A greater percentage of owners shop at Whole Foods and Harvest Urban Market. The majority of owners and renters both shop at Trader Joes.

Household and personal needs

The greatest percentage of renters shop for household and personal needs shop at Walgreens at Market Street. The greatest percentage of owners shop for household and personal needs at Bed, Bath, and Beyond.

Additional qualities that set renters apart from owners include the following.

Renters:

Ride bicycles more than owners, use public transit more frequently, visit bars and night clubs frequently, are more likely to be involved with the arts community, work multiple jobs, live in 0-bedroom/studio apartments, and feel safer in their community. A greater percentage of people of color were renters than homeowners.

Women vs. Men:

The greatest consensus of women believe sun blockage is of large concern while the greatest consensus of men believe sun blockage is of no concern.

No Concern	1	2	3	4	Large Concern 5	N/A
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Women

Sun blockage	9.6% (5)	17.3% (9)	17.3% (9)	23.1% (12)	26.9% (14)	5.8% (3)
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Men

Sun blockage	27.5% (28)	21.6% (22)	18.6% (19)	12.7% (13)	15.7% (16)	3.9% (4)
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Women:

park more vehicles on the street

bike less

drive to the grocery store or to go shopping more often

eat out slightly less

jog slightly less

take MUNI to work more

Appendix C

Resident Survey

Shopping

The top three neighborhoods for shopping are Downtown, Market Street, and the Mission District.

71% Shop downtown
36% Shop on Market Street
32% Shop in the Mission District

For groceries, survey takers shop at:

68% Trader Joes
50% Whole Foods
40% Safeway at Potrero
34% Safeway at 4th Street
30% Rainbow
21% Harvest Urban Market
14% Corner Stores
12% UN Farmers Market
12% Foods Co.
2% Chinatown
1% Foodbank
1% Unimart
0% Pacific Supermarket
13% Other (a number of people listed Smart and Final)

The top places for household needs were Bed, Bath, and Beyond, Costco, and Walgreens.

Survey takers get household needs at:

48% Bed, Bath, and Beyond
38% Walgreens at Market Street
35% Costco
35% Walgreens at 4th Street

Specialty Stores:

On average, survey takers shopped at Office Max and Best Buy 2-3 times per year. The majority of survey takers shopped at REI, Sportmart, Room and Board, and Nordstroms once per year or less.

Appendix D

Resident Survey

Transportation

Many people use a combination of different modes of transportation to travel around. This could include biking to Caltrain or walking to Muni, among other things. Because of the nature of the survey, at this time it is difficult to see specific percentages. Despite this difficulty, it is apparent that walking, driving a car/van/truck, and taking Muni are the three top choice manners of travel. As a generalization, it appears that the preferred methods of transportation, in descending order are:

Walk
Car/Van/Truck
Muni
Bike
Motorcycle
BART

Bicycles:

The data collected seemed to show that survey takers either used their bikes as a regular form of transportation, recreationally, or not at all.

26% ride once per week or more
28% ride between once per year and 3 times per month
46% never ride a bike

Vehicles at home for the household:

24% have no vehicles at home
57% have 1 vehicle at home
14% have 2 vehicles at home
5% have 3 or more vehicles at home

Parking on the street:

77% park no vehicle on the street
22% park 1 vehicle on the street
14% park 2 vehicles on the street
5% park 3 or more vehicles on the street

When shopping or getting groceries, most people either walk or drive. There is a fairly even distribution of walking, driving, and taking public transit to get to work.

Using public transit:

61% use public transit one or more times per week.
16% 2-3 times per month
14% 2-3 times per year
3% less than once per year
6% never

Appendix E

Committee Issues and Questions

Arts and Entertainment

Arts

Issues:

- Affordability
- Workspace
- Performance Space
- Community Benefits

Questions:

- Does the Community want:
- Arts in your neighborhood?
- Locally produced crafts?
- Public art? Street fairs?

Entertainment

Issues:

- Compatibiltiy with adjacent uses
- Unacceptable Attendee Behavior
- Noise and Trash
- Too many in one location
- Traffic / Parking

Questions:

- Where do you go for entertainment?
 - Where is the best place for venues?
 - Is it good for the neighborhood?
 - Is there a difference between a club and a restaurant? What's missing?
-

Business and Land Use

Issues:

- Public notification for change of uses
- Formula Retail (Chain Stores) neighborhood controls and building expansions
- Single Room Occupancy market rate development controls
- Major Development Sites
 - FlowerMart
 - 8th & Harrison Street Bus Yard
 - Veteran's Cab Site
 - Townsend Street
 - Medical Office
 - Affordable Family Housing
- Townsend street frontage
- Neighborhood economic development
- Limited new office uses
 - Bio Sciences
 - Townsend Street
 - Digital Media
 - Medical Services/Office
- Increased height limits
- Preservation of buildings and cultural heritage
- Neighborhood character north and south of highway
- Community Benefits

Questions:

- Do you think we should allow significant increased building heights? If yes, should we require community benefits in return for increased building heights?
- Do you appreciate the residential and commercial mixed use character of the SOMA?
- What do you think of the increasing residential character of SOMA?
- JOBS? What Kind are the best in SOMA?
- What is the most important characteristic that you like about SOMA?
- What is the most important characteristic that you like about SOMA?
- What use would you like to see in SOMA That is not here now?
- What use would you like to see in SOMA That is not here now?
- Is it important to Separate business uses from residential uses in SOMA?

Complete Neighborhood Fabric

Issues:

Not available

Questions:

- What constitutes a mixed use neighborhood?
- Also, how can we get more green space into the neighborhood?
- Ideas for specific sites?
- Back to mixed use.....back to neighborhood needs.....
- Back to green open spaces
- Back to mixed use.....
- LGTBTQ/Filipino/Arts
 - How can families stay?

Transportation

Issues:

- MUNI/Transit
- Pedestrian
- Private Vehicle
- Bicycle
- General

Questions:

MUNI/Transit

- What works well, doesn't work well for transit in the Western SoMa?
- Where is it easy, difficult to get to on transit from Western SoMa?

Pedestrian

- How is it easy, difficult, safe, dangerous to walk through Western SoMa, as a pedestrian, as a senior, as disabled?

Private Vehicle

- What is easy, difficult about driving in Western SoMa?

Bicycle

- How is the bicycle network easy, difficult, safe, dangerous in Western SoMa?