



SAN FRANCISCO PLANNING DEPARTMENT

Western SoMa Community Plan Informational Overview and Update

HISTORIC PRESERVATION COMMISSION
HEARING DATE: NOVEMBER 7, 2012

Date: November 1, 2012
Case No.: **2008.0877MTZU**
*Western SoMa Area Plan –
Initiation of Amendments to the General Plan,
Planning Code, and Zoning Maps*
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SUMMARY

The San Francisco Planning Department is seeking to adopt and implement the Western SoMa Community Plan ("the Plan"), which covers an area roughly bounded by 7th Street, Mission Street, Division Street, and Bryant Street on the western portion of the plan area, and 7th Street, Harrison Street, 4th Street, and Townsend Street on the eastern portion of the plan area. The result of a multi-year public planning process that began in earnest in 2005, the Plan is a comprehensive vision for shaping growth on the western side of the South of Market area. The Plan's chief objectives are to reduce land use conflicts between industry and entertainment and other competing uses, such as office and housing in areas designated as Service, Arts, and Light Industrial (SALI); protect existing residential uses on the alleys; retain existing jobs in the area; and encourage diverse and affordable housing, mixed-used areas, and a complete neighborhood.

Adoption of the Plan will consist of numerous actions. These include adoption of amendments to the General Plan, Planning Code, and Zoning Map Amendments, approval of an Implementation Document, and recommendation of amendments to the Administrative Code. Together with actions related to certification of the Final Environmental Impact Report and adoption of CEQA Findings, these actions will constitute the Planning Commission's approval of the Western SoMa Community Plan and its implementing mechanisms. The Plan is before the Historic Preservation Commission so that it may review and make comments to the Planning Commission and Board of Supervisors relating to elements of the plan pertaining to historic preservation.

PLAN BACKGROUND

The Western SoMa community planning process began in 2001, originally as a part of Eastern Neighborhoods, with the goal of developing new zoning controls for the industrial portion of this neighborhood. The Western SoMa plan area, which focuses on the area roughly bounded by 7th Street, Mission Street, Division Street, and Bryant Street on the western portion of the plan area, and 7th Street,

Harrison Street, 4th Street, and Townsend Street on the eastern portion of the plan area, was eventually removed from the Eastern Neighborhoods planning process.

On November 23, 2004 the Board of Supervisors passed Resolution No. 731-04 creating the Western SoMa Citizens Planning Task Force (“Task Force”). The Task Force was charged with conducting a comprehensive analysis of the Western SoMa plan area and developing recommendations, and specifically to:

- (1) Use existing zoning as the starting point for an analysis of land use decisions that will shape the future of the entire community;
- (2) Map and evaluate existing Residential Enclave Districts (REDs) and consider modifications to existing RED zoning map boundaries;
- (3) Recommend basic RED preservation policies including height, density and design guidelines;
- (4) Map and evaluate land uses proximate to existing and proposed REDs and develop basic height, density and design guidelines in order to provide a buffer between REDs and areas where more intense development might be allowed;
- (5) Map overall western SoMa existing land use conditions;
- (6) Recommend policies for the preservation of service and light industrial jobs, residential uses, and arts and entertainment opportunities;
- (7) Consider policies to guide increased heights and density along the major arterial streets where appropriate;
- (8) Recommend policies that promote more community-serving retail and commercial uses and that encourage improvements to transportation, open space, street safety, bicycle circulation, and mass transit; and
- (9) Develop recommendations to ensure that the creation of a future Folsom Boulevard be developed in such a manner as to complement all of the above referenced goals.

The Task Force, with assistance from the Planning Department, held numerous public workshops and worked with consultants throughout 2008, resulting in the publication of a Draft Western SoMa Community Plan in September 2008. An updated version of the plan was published in October 2011.

The Western SoMa Area Plan (“the Plan”) supports and builds on the Eastern Neighborhoods Plan’s vision for the traditionally industrial and mixed use areas in the eastern part of the City. The Plan complements the Eastern Neighborhoods Plan’s patterns of land use, urban form, public space, circulation, and historic preservation, and makes adjustments to this specific area based on today’s understanding of the issues and focused community outreach to the residents and workers in the area.

The Plan lays the policy foundation for additional changes that are detailed in the Planning Code and Zoning Map amendments and other proposed implementation measures. The following Key Principles inform all the objectives and policies contained in the Plan:

- Encourage new housing at appropriate locations and make it as affordable as possible to a range of City residents;
- Reserve sufficient space for production, distribution and repair activities, in order to support the City's economy and provide good jobs for residents
- Generally maintain the existing scale and density of the neighborhood, allowing appropriate increases in strategic locations;
- Plan for transportation, open space, community facilities and other critical elements of complete neighborhoods;
- Protect and support the social heritage resources of the Filipino and LBGT communities within the plan area;
- Plan for new development that will serve the needs of existing residents and businesses; and
- Maintain and promote a diversity of land uses, and reserve new areas for arts activities and nighttime entertainment.

PLAN ELEMENTS

Western SoMa Community Plan (Draft Proposal for Adoption, October 2011)

The October 2011 *Western SoMa Community Plan: Draft for Public Review* document includes the full narrative, background context, illustrations, and analytical discussion of the issues shaping the Plan, in addition to the full complement of the Plan's policy proposals and descriptions of key proposed implementing controls and actions. The October 2011 Draft Plan for Public Review is attached, and is also available for download at http://commissions.sfplanning.org/soma/FinalPlan_optimized.pdf.

Note that the Planning Commission, Board of Supervisors, and Historic Preservation Commission will *not* take action on the Draft Plan document itself. The Draft Plan document will be finalized and live on as a full record of the background context of Plan, containing the fuller discussion and background analysis than is appropriate for incorporation into the General Plan, Planning Code or other ordinances. The full Plan document will be updated and reprinted after final adoption of the related implementation materials.

Following are the key documents proposed for adoption to implement the Western SoMa Community Plan. The first three of these documents, the General Plan, Planning Code, and Zoning Map Amendments, are before the Planning Commission for initiation on November 8, which would enable the scheduling of a hearing to consider their approval. Any comments on the Plan generated by the Historic

Preservation Commission will be forwarded to the Planning Commission and Board of Supervisors to consider during final adoption of the various documents. If the Planning Commission initiates the amendments before them on November 8, all of the below items will be before them for approval on December 6, following certification of the Plan EIR and adoption of CEQA Findings.

(1) General Plan Amendments

The core policies and supporting discussion in the Draft Plan have been incorporated into an Area Plan proposed to be added to the General Plan. This includes a “Preservation” chapter and policies regarding the preservation of the Filipino and LGBTQ social heritage landscapes within the plan area. The General Plan Amendments also include various map updates and text amendments to update several Elements of the General Plan to reflect the specifics of the Western SoMa Community Plan.

(2) Planning Code Amendments

Proposed changes to the Planning Code include but are not limited to those related to land use, density, height, open space, parking, and impact fees. Proposed Planning Code text and related map amendments will make revisions to existing sections of the Planning Code and introduce new sections necessary to implement the General Plan as proposed to be amended pursuant to adoption of the Western SoMa Community Plan. The proposed amendments do not include any changes to Articles 10 or 11.

(3) Zoning Map Amendments

The Zoning Map amendments reclassify properties as necessary throughout the Plan area to enable application of the Plan’s policies via the Planning Code controls. The amendments include changes to zoning districts, height limits, and bulk districts, but do not propose any changes to existing preservation districts.

(4) Administrative Code Amendments

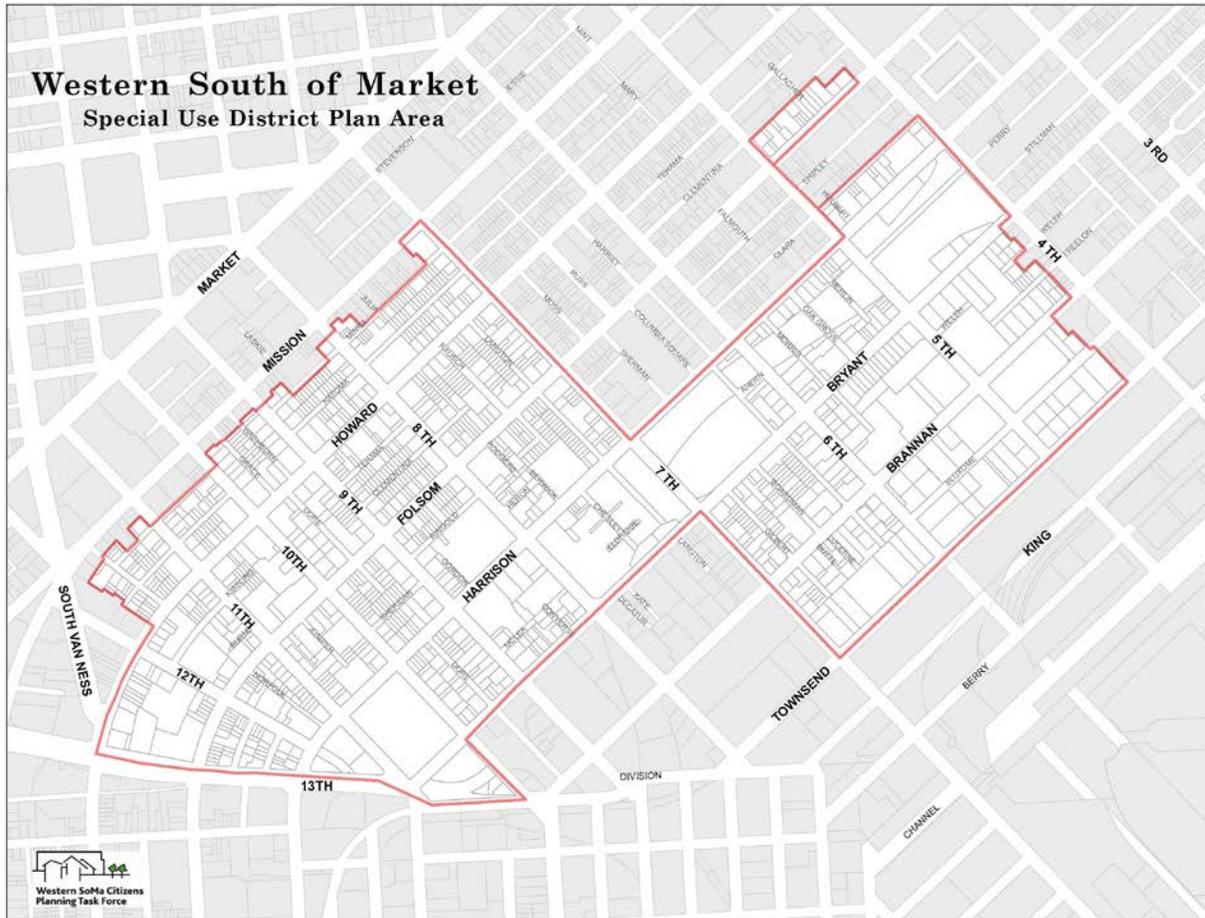
Amendments to the City’s Administrative Code would add the Western SoMa Community Plan to the list of adopted plans that are administered and monitored through certain established procedures and review bodies. Chapter 36 establishes the Interagency Plan Implementation Committee (“IPIC”), a body which tracks existing and projected Plan revenues, makes recommendations on expenditures of Plan revenues, and coordinates City agency work programs to forward implementation of the Plan’s improvement projects. Proposed amendments to Chapter 36 would add the Plan to the list of plans for which the IPIC currently oversees implementation, including the Eastern Neighborhoods and Market & Octavia Plans (among others). The IPIC bases its recommendations on the Plan’s Program Implementation Document. Chapter 10E establishes monitoring programs for various adopted plans, including the Eastern Neighborhoods plans. Reporting on outcomes and implementation of the Western SoMa Community Plan would be explicitly incorporated into the existing monitoring program for the Eastern Neighborhoods Program Area required by Chapter 10E.

(5) Program Implementation Document

The inventory of public improvements and a description of the funding program to implement these improvements are described in the Western SoMa Community Plan Program Implementation Document. The Board of Supervisors will administer expenditures from the Plan revenues with recommendation by the IPIC based on the Plan’s Implementation Document.

PLAN AREA

The Western SoMa Community Plan Area consists of approximately 298 acres (including public rights-of-way) stretching from 4th Street to Division Street. The boundaries of the Plan area are roughly 7th Street, Mission Street, Division Street, and Bryant Street on the western portion of the plan area, and 7th Street, Harrison Street, 4th Street, and Townsend Street on the eastern portion of the plan area.



Western SoMa Community Plan Area

ENVIRONMENTAL REVIEW

The Department published the Draft Environmental Impact Report on June 20, 2012. The Planning Commission will consider certification of the Final Environmental Impact Report on the Western SoMa Community Plan and adoption of CEQA findings at a hearing on or after December 6, 2012 prior to considering action on related General Plan, Planning Code and Zoning Map Amendments and other Plan items.

Attachments

Western SoMa Community Plan: Draft for Public Review (October 2011)

(also available for download at http://commissions.sfplanning.org/soma/FinalPlan_optimized.pdf)



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. XXXX

HEARING DATE: November 7, 2012

Date: November 7, 2012
Case No.: 2008.0877MTZU
Project Name: **Western SoMa Community Plan
Review and Comment on Plan Adoption and related Ordinances**
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RECOMMENDING THAT THE BOARD OF SUPERVISORS ADOPT PROPOSED ORDINANCES ASSOCIATED WITH THE WESTERN SOMA COMMUNITY PLAN TO AMEND THE SAN FRANCISCO GENERAL PLAN, PLANNING CODE, AND ZONING MAPS, INCLUDING AMENDMENTS TO PLANNING CODE, AND MAKING FINDINGS, INCLUDING ENVIRONMENTAL FINDINGS, OF CONSISTENCY WITH THE GENERAL PLAN AND THE PRIORITY POLICIES OF PLANNING CODE SECTION 101.1.

PREAMBLE

1. WHEREAS, on November 7, 2012, the San Francisco Historic Preservation Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider aspects in the proposed Western SoMa Community Plan and related Ordinances that directly impact historic resources; and
2. WHEREAS, Article 10 of the San Francisco Planning Code establishes, the purpose, powers and duties of the Historic Preservation Commission. Per Planning Code Section 1002(a)(9), the Historic Preservation Commission shall review and provide written reports to the Planning Commission and Board of Supervisors on ordinances and resolutions concerning historic preservation issues and historic resources, redevelopment plans, waterfront land use and project plans, and such other matters as may be prescribed by ordinance; and
3. WHEREAS, the San Francisco Planning Department is seeking to implement the Western SoMa Community Plan ("the Plan"), which seeks to reduce land use conflicts between industry and entertainment and other competing uses, such as office and housing in areas designated as Service, Arts, and Light Industrial (SALI); protect existing residential uses on the alleys; retain existing jobs in the area; and encourage diverse and affordable housing, mixed-used areas, and a complete neighborhood. The Plan contains goals and policies that would affect historic resources.

The Western SoMa neighborhood is a place containing a balance of production, distribution, and repair (PDR) uses mixed with other uses. The objectives of maintaining a balance of PDR uses with housing, offices, retail and other uses and seeking to avoid future land use conflicts are at the heart of the Western SoMa Community Plan.

The Western SoMa community planning process began in 2001, originally as a part of Eastern Neighborhoods Plan, with the goal of developing new zoning controls for the industrial portion of this neighborhood. On November 23, 2004, the Board of Supervisors passed Resolution No. 731-04 creating the Western SoMa Citizens Planning Task Force, which was charged with conducting a comprehensive analysis of the plan area and developing recommendations.

A series of workshops and surveys were conducted where stakeholders articulated goals for the neighborhood and considered how new zoning and policies might promote these goals. The Western SoMa Citizens Planning Task Force further developed these ideas and developed Strategic Analysis Memos (SAMs) on housing, preservation, transportation, open space, and economics. The Task Force also worked with the San Francisco Department of Public Health's *Healthy Development Measurement Tool* to ensure the Plan met strategic public health goals. This community outreach, research, and City agency collaboration led to the creation and publication of a *Draft Community Plan for Citizens Review* in 2008. The additional comments collected from the community in response to that document allowed the task force to finalize the Draft Western SoMa Community Plan later that year. Based on Planning Department and City Attorney review, the Draft Western SoMa Community Plan was further updated in 2011.

The Western SoMa Community Plan supports and builds on the Eastern Neighborhoods Plan's vision for the traditionally industrial and mixed use areas in the eastern part of the City. The Plan complements the Eastern Neighborhoods Plan's patterns of land use, urban form, public space, circulation, and historic preservation, and makes adjustments to this specific area based on today's understanding of the issues and focused community outreach to the residents and workers in the area.

The Plan lays the policy foundation for additional changes that are detailed in the Planning Code, Zoning Map and other implementation measures. The following Key Principles inform all the objectives and policies contained in the Plan:

- Encourage new housing at appropriate locations and make it as affordable as possible to a range of City residents;
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- Plan for transportation, open space, community facilities and other critical elements of complete neighborhoods;
- Protect and support the social heritage resources of the Filipino and LBGT communities within the plan area;
- Plan for new development that will serve the needs of existing residents and businesses; and
- Maintain and promote a diversity of land uses, and reserve new areas for arts activities and nighttime entertainment.

The core policies and supporting discussion in the Plan have been incorporated into an Area Plan proposed to be added to the General Plan. The General Plan, Planning Code, and Zoning Map Amendments, along with the Implementation Document, provide a comprehensive set of policies and implementation programming to realize the vision of the Plan. The Implementation Document outlines public improvements, funding mechanisms, and interagency coordination the City must pursue to implement the Plan.

Policies envisioned for the Community Plan are consistent with the existing General Plan. However, a number of amendments to the General Plan are required to further achieve and clarify the vision and goals of the Western SoMa Community Plan, to reflect its concepts throughout the General Plan, and generally to update the General Plan to changed physical, social and economic conditions in this area.

4. WHEREAS, the Historic Preservation Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented at the hearing by Department staff and other interested parties; and
5. WHEREAS, all pertinent documents may be found in the files of the Department, as the custodian of records, at 1650 Mission Street, Suite 400, San Francisco; and

THEREFORE BE IT RESOLVED that the Historic Preservation Commission recommends APPROVAL of the proposed Western SoMa Community Plan and the associated ordinances, and has the following comments:

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BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Recording Secretary to transmit this Resolution, and other pertinent materials in the Case File No. 2008.0877MTZU to the Planning Commission and Board of Supervisors.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission at its regularly scheduled meeting on November 7, 2012.

Jonas P. Ionin
Acting Commission Secretary

PRESENT:

ABSENT:

ADOPTED: November 7, 2012

**BUILDING A
COMPLETE NEIGHBORHOOD**

**PROPOSAL FOR ADOPTION
FALL 2011**



Western SoMa Community Plan



**Western SoMa Citizens
Planning Task Force**

Western SoMa Community Plan

*Prepared by the
Western SoMa Citizens Planning Task Force
in partnership with the San Francisco Planning Department
as a Proposal for Adoption*

Fall 2011



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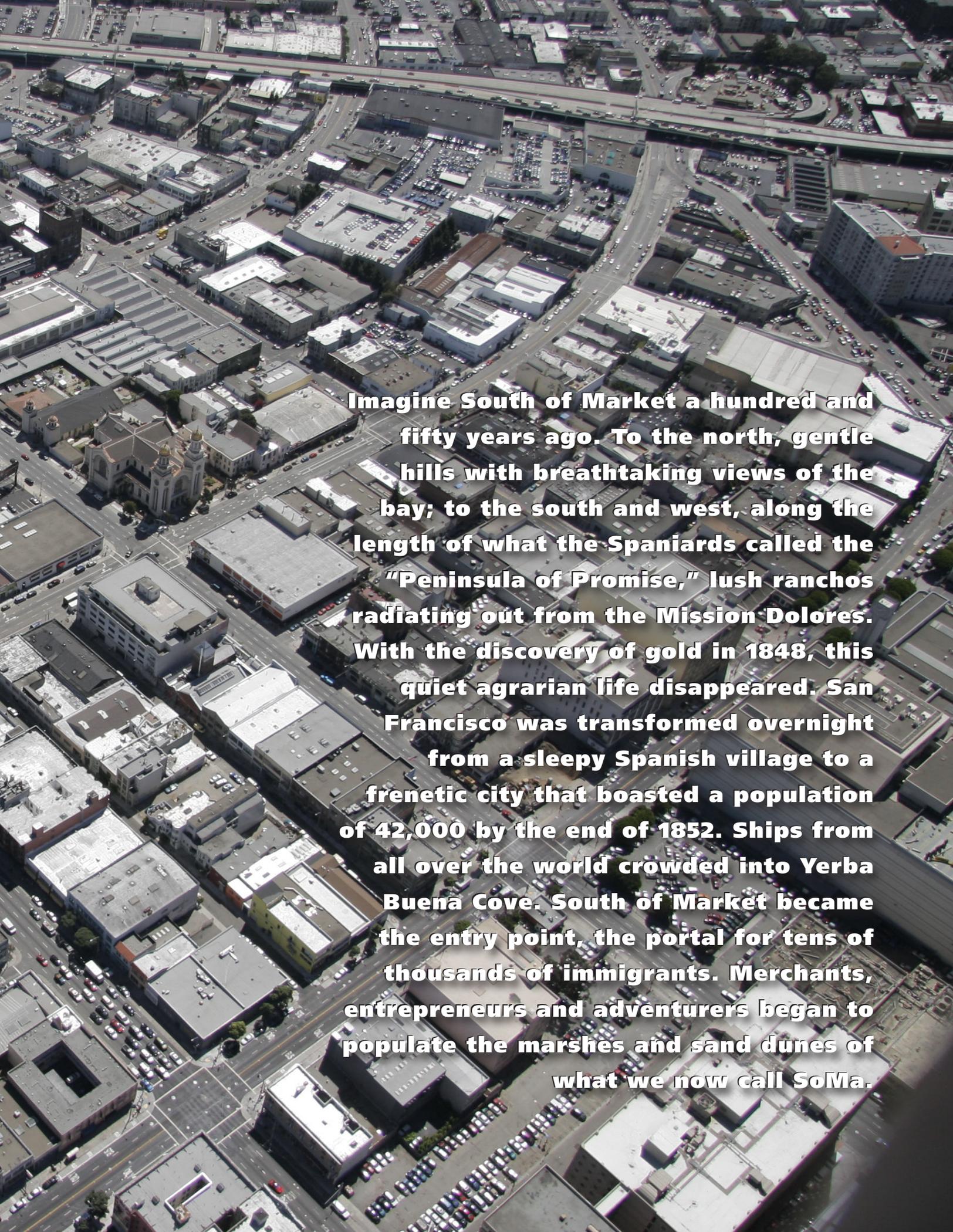
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An aerial photograph of a dense urban area, likely South of Market in San Francisco. The image shows a grid of streets with numerous buildings of varying heights and colors. There are many cars and trucks on the roads, and some larger industrial-style buildings with flat roofs. The overall scene is a high-angle view of a busy city neighborhood.

Western SoMa
Community Plan
Proposal
for Adoption

Aerial photography of South of Market
by Frank McGrath of the Blowup Lab



Imagine South of Market a hundred and fifty years ago. To the north, gentle hills with breathtaking views of the bay; to the south and west, along the length of what the Spaniards called the "Peninsula of Promise," lush ranchos radiating out from the Mission Dolores. With the discovery of gold in 1848, this quiet agrarian life disappeared. San Francisco was transformed overnight from a sleepy Spanish village to a frenetic city that boasted a population of 42,000 by the end of 1852. Ships from all over the world crowded into Yerba Buena Cove. South of Market became the entry point, the portal for tens of thousands of immigrants. Merchants, entrepreneurs and adventurers began to populate the marshes and sand dunes of what we now call SoMa.

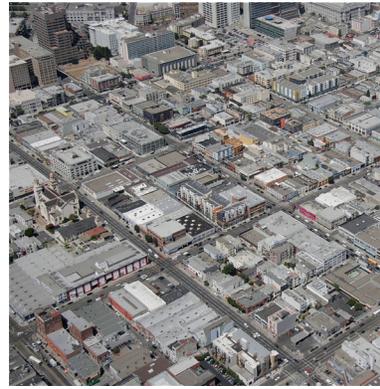


The early waterfront activity, coupled with the coming of the railroad, established South of Market as the economic engine of San Francisco. From the early Gold Rush days to the reconstruction of the city following the 1906 earthquake, the movement of goods and the need for essential services gave rise to SoMa's blue collar legacy. Factories and warehouses stretched from the Embarcadero to the Mission. SoMa's unique street grid, with blocks more than twice the size of those elsewhere in the city, reflect the traditions and character of an industrial neighborhood.

Alleys began to bisect those enormous blocks, creating residential enclaves for the working class population. Boarding houses and single room occupancy hotels dotted the landscape. As multiple generations of immigrants passed through South of Market to settle throughout the city, some chose to stay.

South of Market is of particular importance to the Filipino and LGBTQ communities. This is a cultural heritage we seek to preserve. Filipino veterans of World War II crowded into our alleys with their children and families and filled our schools and churches, their bayanihan (community spirit) shining as brightly as their parol lanterns which light up our holidays.

Following the war, gay men and women began to establish their own social institutions, political

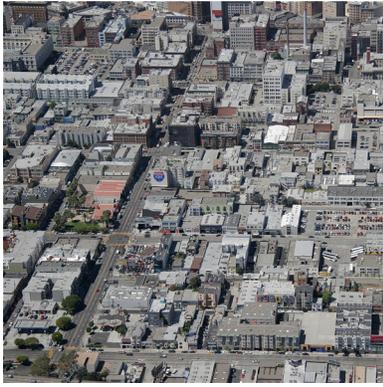


organizations, homes and traditions. The Lesbian, Gay, Bisexual, Transgender and Queer communities add a richness to our cultural fabric. The Folsom Street Fair (which turned the words "Folsom Street" into an internationally accepted synonym for kink) is the third largest outdoor event in the State of California.

During the 1990s, spurred on by the growth of multi-media and the "dot com boom," thousands of new housing and "live/work" units were built but the economy, infrastructure and culture of South of Market were unprepared for such rapid and unplanned gentrification. Many traditional jobs disappeared. Printing, manufacturing, auto repair – many of the service and light industries – were pushed out by rising real estate prices and the changing demographics.

Early warning signs – displacement of small businesses, population shifts, social instability, escalating conflicts between competing uses – screamed out for more comprehensive planning. Citywide discontent brought about a return to district elections and a progressive sweep of the Board of Supervisors. SoMa was first in line to demand better planning.

The Western SoMa Citizens Planning Task Force was the community's response: a grassroots community-based citizens body that brought together a broad range



of stakeholders. The Task Force is an experiment in both representative democracy, in that it consists of 26 members appointed by the Board to represent all aspects of community life, and participatory democracy, where everyone shares in a visioning, values and validation process.

“The Western SoMa Citizens Planning Task Force shall promote neighborhood qualities and scale that maintain and enhance, rather than destroy, today’s living, historic and sustainable neighborhood character of social, cultural and economic diversity, while integrating appropriate land use, transportation and design opportunities into equitable, evolving and complete neighborhoods. Throughout the life of this Task Force, the membership shall respect one another, be responsive to the constituencies they represent and foster a citizen-based democratic decision-making process.”

- Values Statement, adopted September 28, 2005

In a unique partnership between the San Francisco Planning Department and the Western SoMa community, with valuable assistance from the Department of Public Health, the Transportation Authority and MTA, the Mayor’s Office of Housing and the Office of Economic and Workforce Development and our colleagues at Asian Neighborhood Design, with invaluable contributions from students at San Francisco State University, Cal Poly San Luis Obispo, UC Berkeley and many others,

the “Citizen Planners” of the Western SoMa Task Force examined in great detail the past history, present realities and future potential of this neighborhood.

The Task Force sought to stabilize the community through small, incremental steps, such as neighborhood notification, which accorded the residents of SoMa the simple courtesy of knowing in advance when new developments were planned for their community and by enacting formula retail controls. Limitations on market-rate SRO construction were adopted. The threat posed by large institutions to the service and light industries was abated. Careful research, open dialog and the willingness to compromise have led the Planning Commission and Board of Supervisors to support every initiative, often unanimously, that the Task Force has brought forward.

This Plan is the result of decisions developed through hundreds of hours of committee meetings and has been vetted through three Town Hall meetings. It is one of the first plans ever to be thoroughly scrutinized at every step of the drafting process by the application of the Department of Public Health’s “Healthy Development Measurement Tool.”

In August of 2006, by consensus, the Task Force adopted the following Planning Principles. They provide the foundation for this Plan:



- Mitigate to the fullest extent possible neighborhood impacts resulting from new development.
- Stabilize the neighborhood against speculative land use proposals and developments.
- Promote safety in all areas of the public realm (e.g., streets, sidewalks, parks, etc.).
- Maintain and encourage the existing community cultural diversity.
- 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.
- Maintain and promote diversity (e.g., day/night, living/working, spectrum of uses, etc.) Of neighborhood land uses.
- Provide clear and simple community planning policies and zoning recommendations.
- Generally maintain the existing scale and density of the neighborhood.
- Promote environmental sensitivity in new development projects.
- Encourage nurturing characteristics and maximize opportunities for seniors, families, youth and children.
- Develop and maintain local accountability and monitoring mechanism.
- Provide periodic reassessment of the community plan.
- Maximize general environmental quality and health.

There are ideas and elements in the Western SoMa Plan not found in any other community plan in the City: safety and the public welfare; social heritage



preservation; economic and workforce development; sustainable growth management programs. The Task Force is responsible for bringing to the larger Eastern Neighborhoods process the fundamental notion that we must build complete neighborhoods.

Long-time residents and newcomers to the neighborhood, market-rate developers, non-profit housing providers, tenants rights activists, community-based organizations, SRO hotel residents, small business owners, artists, organized labor, transportation, public health and urban planners and advocates for the disabled, youth, pedestrians and bicyclists, parks and open space, preservation and the entertainment industry have all contributed to the process. This is our neighborhood, our community and our plan.

Jim Meko, Chair

Toby Levy, Vice Chair

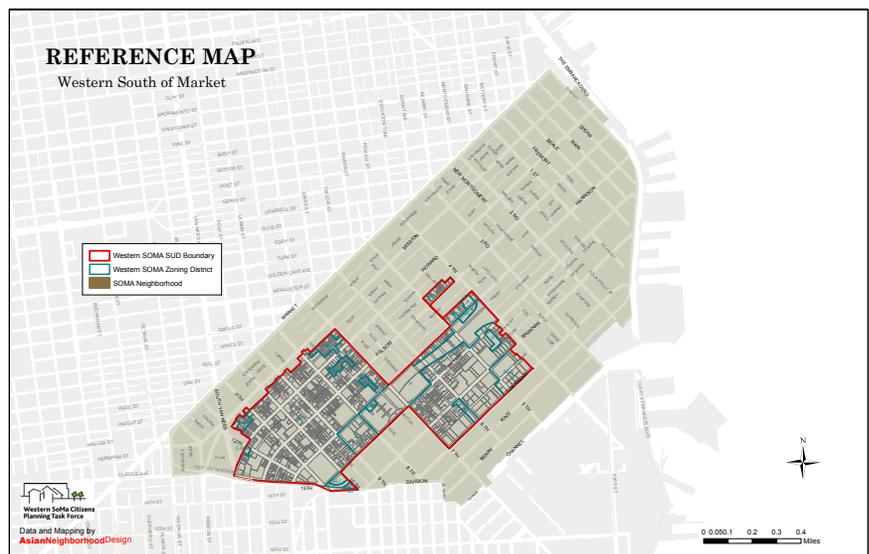
Western SoMa Citizens Planning Task Force

www.sfgov.org/westernsoma



Land Use

It has been said, on more than one occasion, that all politics in San Francisco can be traced back to land use. During the last few years of the 20th Century, as the industrially zoned eastern portions of San Francisco became the speculative playground of live/work development and emerging high tech internet businesses, the politics reached a fevered pitch. The Planning Department responded with moratoriums and launched the most significant local planning program since the City was first subject to comprehensive zoning controls. In a complex built environment reeling under 21st Century retooling, neighborhood politics began to coalesce around the localized Planning Department initiated rezoning efforts. In one neighborhood, the Western SoMa, concerned citizens went so far as to convince their local Supervisor that, as a group, they could bring additional credibility and sensitivity to the Planning Department's rezoning efforts.





It began with the relatively simple concept of “citizen planners” developing a plan for their neighborhood. The formalization by the Board of Supervisors and the evolution of a participatory democratic decision making model built around 23 appointed citizen planners working alongside of three different City Department representatives has been characterized by insiders and observers as a “messy” process.

At the heart of the “mess” is the very complex set of interrelated decisions necessary to guide the development opportunities in this neighborhood for the first few decades of the 21st Century. The appointed Task Force of “citizen planners” was clear and unified on a couple of points.

First, they wanted to start their planning process from an explicit articulation of their collective values. Second, they deeply appreciate the extremely nuanced character of their neighborhood. For the first six months they worked to get to know one another and craft their collective values statement that was subsequently detailed in supporting Planning Principles (see introduction).

A core Values Statement and the supporting Planning Principles developed by the Western SoMa Task Force (Task Force) are the big concepts that identify this neighborhood as a mixed use place where future change should build on a rich history of innovation and traditions. To the east of the Western SoMa Special Use District (SUD) lie major portions of the rest of the South of Market Area (SoMa). Together, the Western SoMa SUD and East SoMa were last rezoned by the Planning Department (working closely with the greater community) in the late 1980s. East SoMa is one of

the plan areas referred to as the Eastern Neighborhoods by the Planning Department. The Western SoMa Task Force and the Planning Department efforts in East SoMa have benefited from a mutual learning process. Many ideas in the East SoMa Plan missing in earlier Planning Department drafts have their roots in the deliberations of the Western SoMa Citizens Planning Task Force.

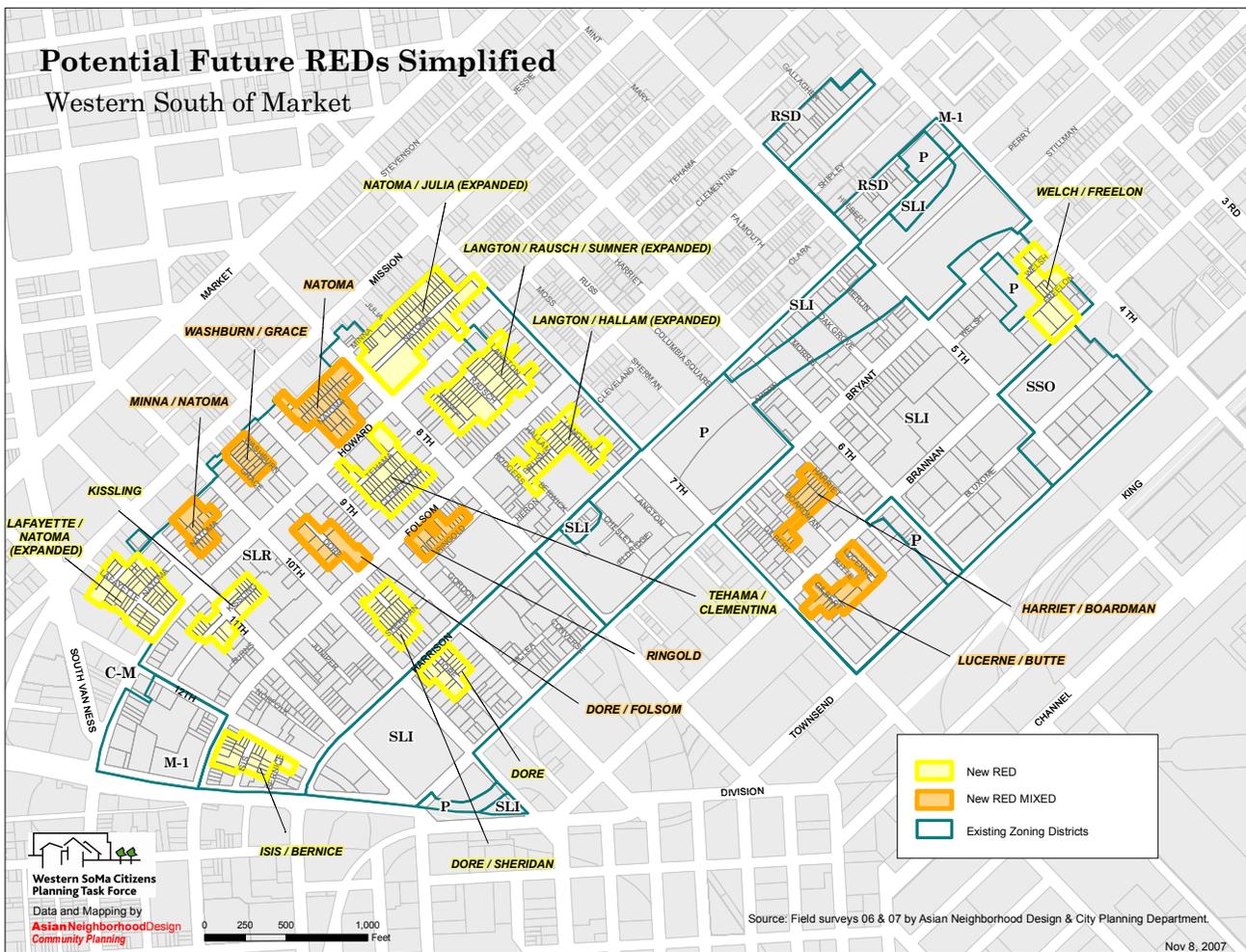
Finally, the Western SoMa Community Plan addresses local, citywide and regional needs in the neighborhood through focused infill housing opportunities that build on existing residential areas with nearby residential services and by capitalizing on focused real 21st Century business opportunities that meet local and broader strategic needs.

OBJECTIVE 1.1

Build on an existing mixed-used character that encourages production of residential uses in areas most appropriate for new housing with a proximate mix of uses and services serving local needs and thereby developing a complete neighborhood

Objectives 1.1 and 1.2 are core to the Western SoMa SUD neighborhood planning efforts. Objective 1.1 enshrines the existing mixed-use character of Western SoMa as the fundamental model for this plan and Objective 1.2 addresses the need to buffer existing and future land uses in ways that minimize conflicts with adjacent uses. From these two Objectives, many Policies and associated implementing recommendations follow. The first set of policies below establish basic parameters for building a viable,





mixed-use neighborhood north of Harrison Street. The second set of policies adds detail to the goal that future land use opportunities should retain and build a locationally sensitive job district south of Harrison Street and the highway that traverses the neighborhood.

At a very broad level, a continuum planned for in the Western SoMa SUD progresses from non-residential uses on a Townsend Street high-tech corridor northwards, with diverse local and regional serving job-producing uses to the south side of Harrison Street and the elevated highway. North of Harrison Street, development goals call for an increasingly residential neighborhood character of smaller scale that embraces a “mix of uses” and new mixed-used development.

POLICY 1.1.1

Establish a Community Stabilization Policy for the Western SoMa SUD, based upon the Planning Principles adopted by the Western SoMa Citizens Planning Task Force, in order to maintain the historical balance between affordable and market rate housing and ensure that jobs are not pushed out in favor of more residential development.

POLICY 1.1.2

Western SoMa land uses should progress from non-residential uses south of Harrison Street northward to an increasingly residential neighborhood with retention of a mix of uses and new mixed-use developments where appropriate.

POLICY 1.1.3

Protect existing and newly designated residential clusters with Residential Enclave District zoning controls.

POLICY 1.1.4

Encourage increased height and density in the “Downtown Folsom” neighborhood serving commercial corridor between 7th and 10th Streets.

POLICY 1.1.5

Restrict larger formula retail uses north of Harrison Street to large and very large development sites of one acre or more



POLICY 1.1.6

Limit commercial development of retail uses to no more than 25,000 square feet throughout the Western SoMa SUD. These larger retail uses shall be allowed to locate without restriction south of Harrison Street and be permitted only on large development sites (LDS = one acre or larger) north of Harrison Street.

POLICY 1.1.7

Establish vertical zoning standards in locations encouraging new mixed-use development and preserving a mix of uses.

OBJECTIVE 1.2

Encourage preservation of existing and viably appropriate new land uses in locations that provide the greatest opportunities for success and minimize conflict with residential uses

The broader opportunity for neighborhood business success is predicated on maintaining a vibrant and robust area for innovation and evolution of the current business constellation. Generally, the businesses north of Harrison should be smaller scale and predominantly resident serving. South of Harrison, the character changes to larger parcels with opportunities for larger employers that should not have to compete with where residential and office real estate markets set the land values.

POLICY 1.2.1

Re-name, re-district and re-purpose the existing Service Light Industry (SLI) zoning district as a new Service, Arts and Light Industrial (SALI) zone.

POLICY 1.2.2

Preserve and enhance compatibility of existing land uses south of Harrison Street.

POLICY 1.2.3

Establish a mid-rise business corridor on Townsend Street designated for office uses and an explicit preference for 21st Century high tech and digital-media uses.

POLICY 1.2.4

Prohibit housing outside of designated Residential Enclave Districts (RED) south of Harrison Street.

POLICY 1.2.5

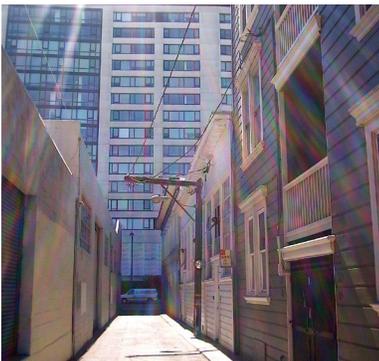
Incorporate Western SoMa SUD formula retail controls in the Planning Code.

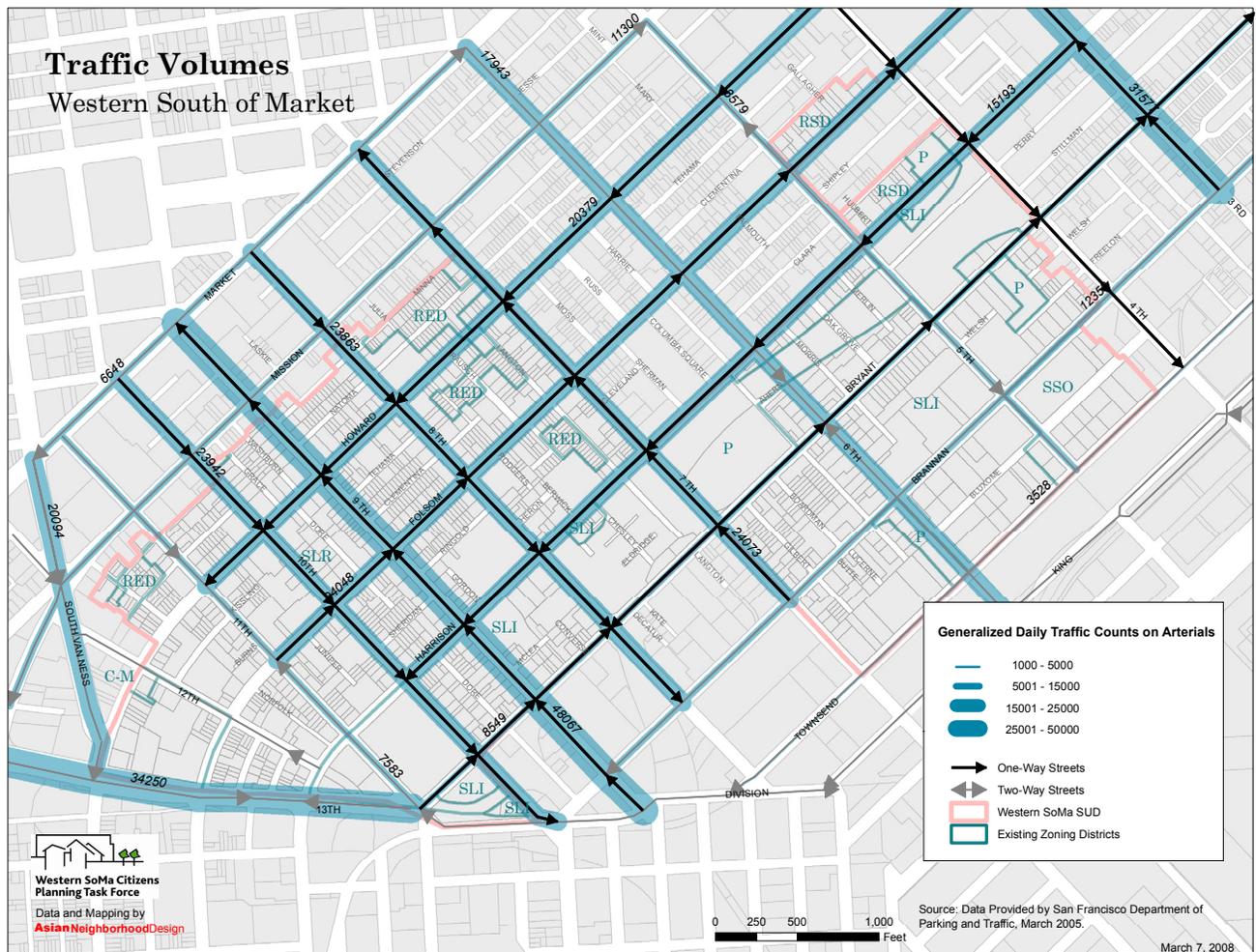
POLICY 1.2.6

Include development impact fees from the Western SoMa SUD in the Eastern Neighborhoods Community Benefits Fund

OBJECTIVE 1.3

Minimize noise impacts and ensure appropriate noise ordinance requirements are met





Western SoMa Citizens
Planning Task Force
Data and Mapping by
AsianNeighborhoodDesign

POLICY 1.3.1

Reduce potential land use conflicts by providing accurate background noise-level data.

POLICY 1.3.2

Reduce potential land use conflicts by carefully considering the location and design of both noise-generating uses and sensitive uses in the Western SoMa.

OBJECTIVE 1.4

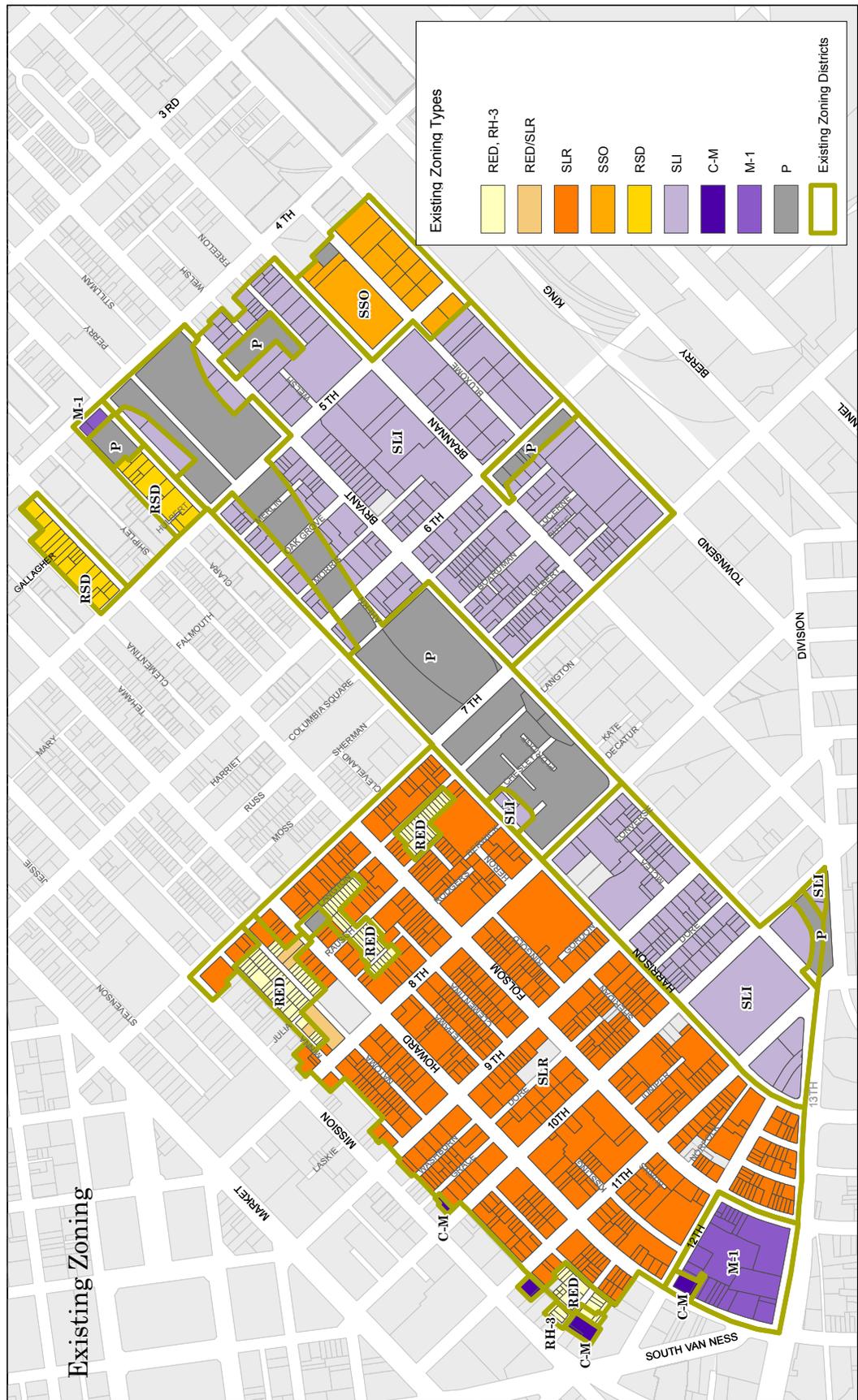
Improve indoor air quality for sensitive land uses in Western SoMa

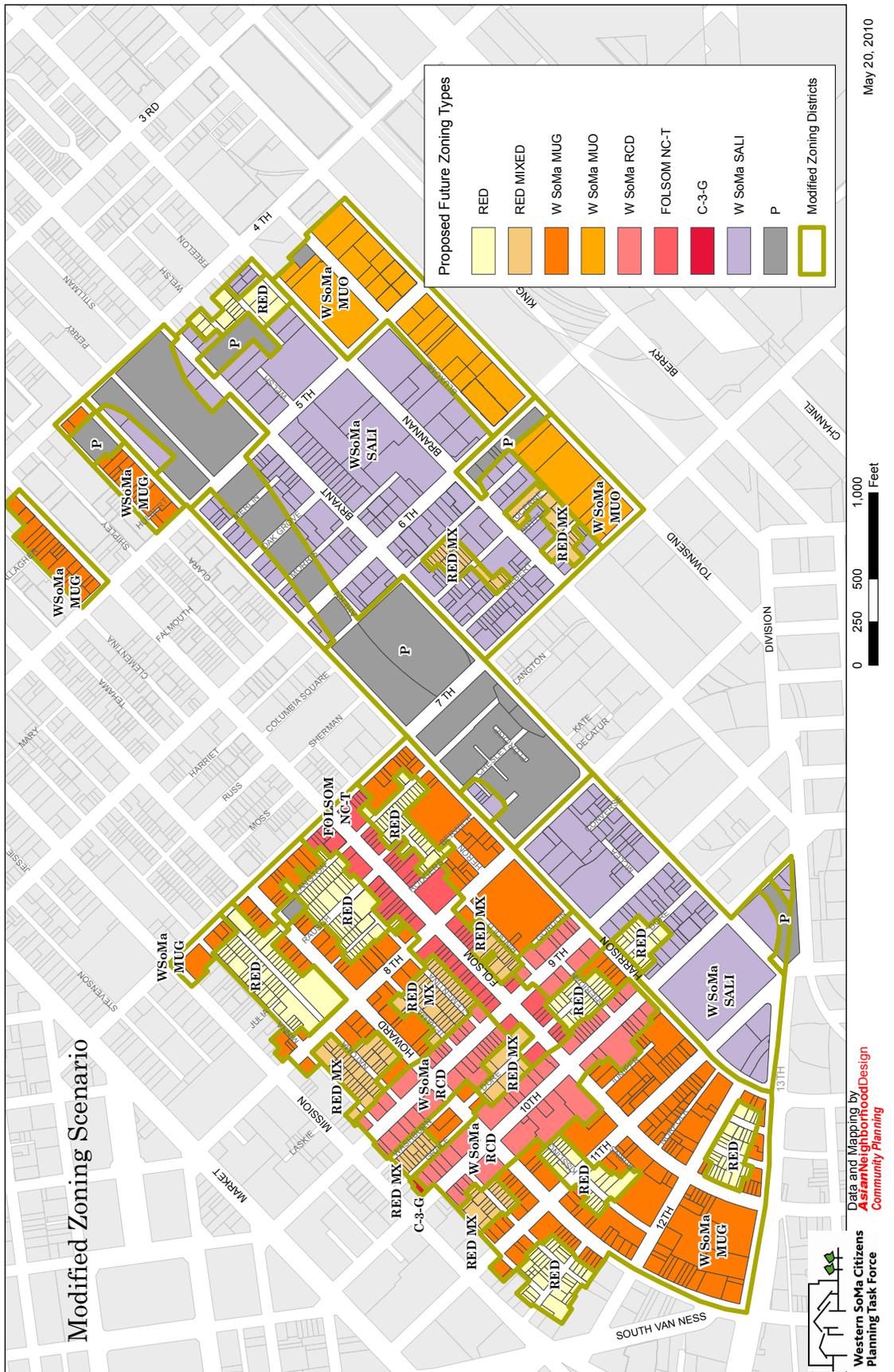


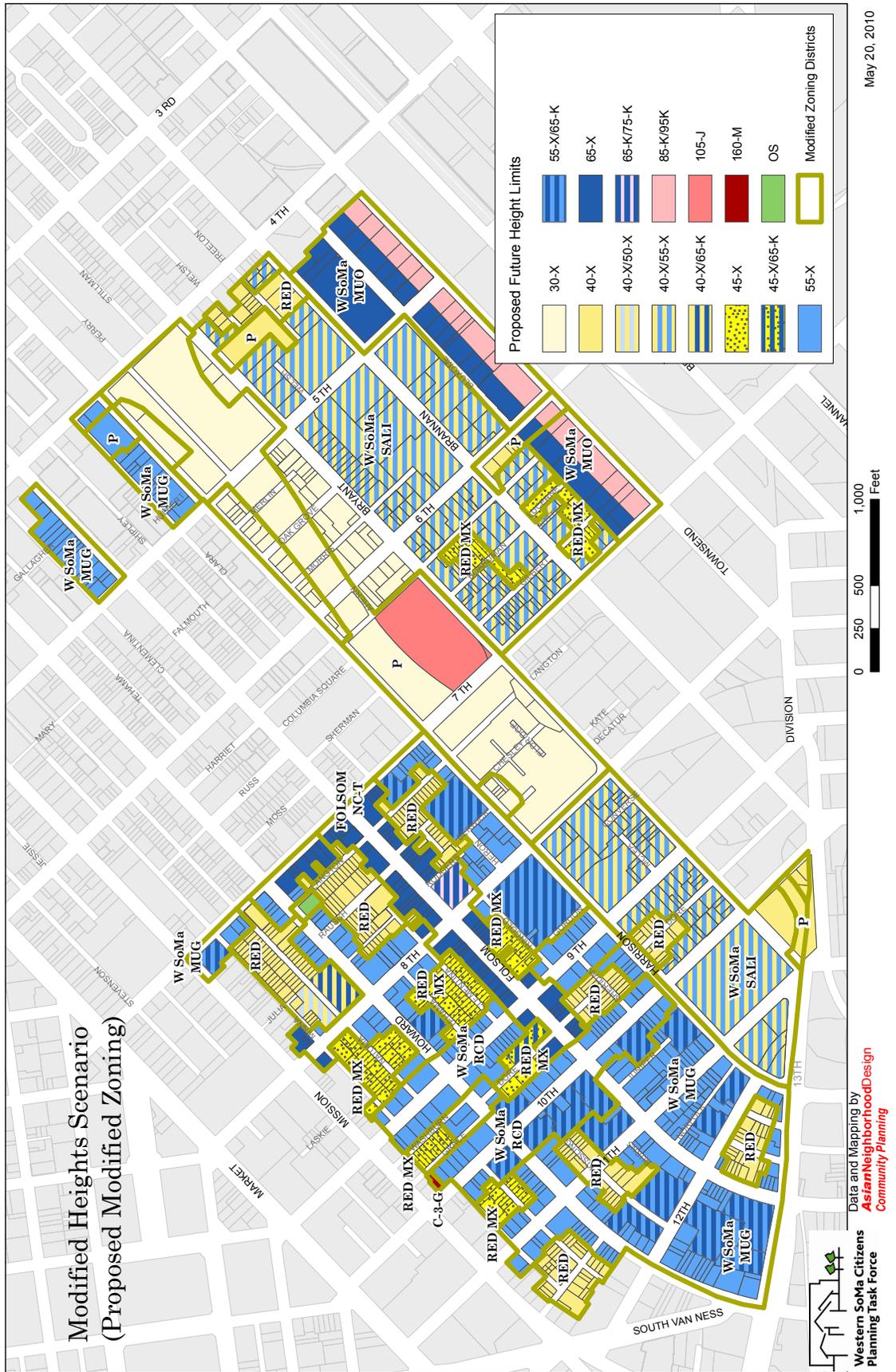
POLICY 1.4.1

Minimize exposure to air pollutants from existing traffic sources for new residential developments, schools, daycare and medical facilities.

Western South of Market









Neighborhood Economy

With the guidance and assistance of numerous consultant and university studies, opportunities and a vision for future non-residential activities that are both locationally appropriate and responsive to local and regional 21st Century economic needs are set forth in this chapter of the Plan. In addition to the economic consultant studies, the Western SoMa Task Force prepared neighborhood economy recommendations that pay special attention to the Citywide Economic Strategy, and the Bio-Science, Back Streets and Arts Task Force recommendations.

Simply put, the recommendations in the Plan seek to relax current office regulations throughout the neighborhood, encourage residential serving business north of Harrison Street, foster opportunities for a creative and innovation driven job base south of Harrison Street, and develop a continuous high technology business office corridor along Townsend Street, while judiciously allowing the expanded neighborhood introductions of formula and large retail uses. The objectives and policies that follow articulate the recommendations for early 21st Century business activities in the Western SoMa SUD.

Since the rebuilding of this neighborhood following the 1906 earthquake, the non-residential commercial activities have been both diverse and locationally opportunistic. The rebuild featured warehousing uses that serve the nearby Port of San Francisco and contractors who serve the construction and building service needs of the downtown core.



Similarly, auto service garages and entertainment uses seeking locations that did not disturb nearby residents while providing venues for visitor trade, also found homes in the Western SoMa. More recently, high technology internet and multimedia arts businesses have all been important business activities in the Western SoMa 20th Century landscape. When last rezoned in the late 1980s, the neighborhood faced imminent office development pressures spilling over from a robust and expanding downtown area. Today, the neighborhood is viewed by many as an ideal location for fulfilling citywide housing needs. The Plan seeks solutions to balance the competing needs of housing production with the long standing diverse neighborhood commercial character.

Commercial traditions in the Western SoMa SUD can largely be characterized by one word – innovation. To this day, the neighborhood has been one of the preferred San Francisco locations for new start up business that define emerging market opportunities. In part led by the gay and artist communities that located in the area during the last few decades of the 20th Century, the neighborhood continues to provide a cornucopia of business types. More often than not, the neighborhood businesses are small, employing less than 10 people and occupying less than 5,000 square feet.

A recent increase in the residential population is now giving rise to the demand for businesses that serve the new and existing residents. Two decades ago, the existing residents were clamoring for a grocery store. Today, there are four new grocery stores serving the neighborhood as well as discount grocery outlet stores nearby. The neighborhood building stock retains numerous buildings that served early 20th Century warehousing and manufacturing activities. Some of these buildings have undergone creative adaptive re-use to reconfigure them for more contemporary business needs. Elements of the more historic building stock remain underutilized and face uncertain futures in the 21st Century economy.

The first two neighborhood economy objectives provide a foundation for more detailed polices that follow and add detail to the non-residential vision for the neighborhood. The first set of polices below establishes basic parameters for preserving and expanding existing neighborhood commercial activities. The second set of policies adds detail to the second point of future commercial uses in the Western SoMa SUD.

Small businesses comprise the heart of the Western SoMa business base. Adopting regulatory (and economic development) policies sensitive to small businesses needs will help retain existing and attract new firms,

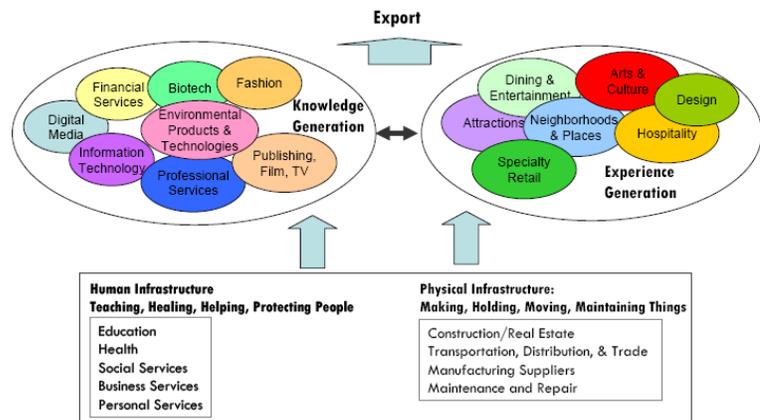
promote the neighborhood role as a center of innovation and support workforce priorities, as maturing businesses are better able to hire and train less-skilled workers.

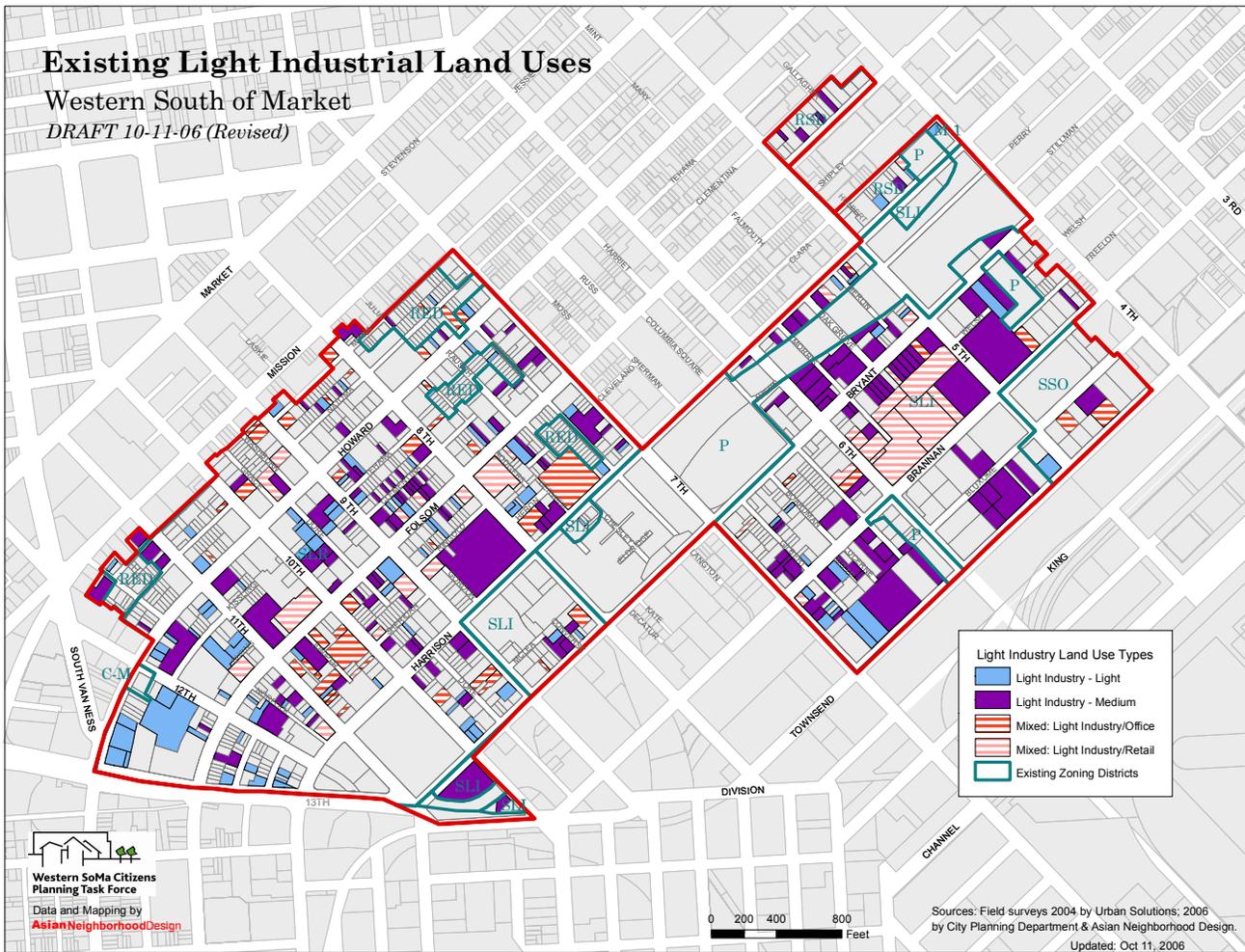
The service sector is the fastest growing sector in Western SoMa and contains the bulk of its dynamic industries. This is particularly true within professional and technical services that offer good workforce opportunities. A thriving business environment in Western SoMa includes more of these firms and their employees, particularly in growing creative and emerging industries.

Western SoMa SUD policies must create certainty among property and business owners regarding land use. If nonresidential uses are to be prioritized over residential uses within parts of Western SoMa, then they must be definitively established through clear land use regulations that cannot be easily modified or manipulated. Without such policies, many landlords and business owners will not invest in their Western SoMa properties or businesses.

Within designated business areas, geographic differentiation within land use policies could create priority zones for particular industries and help buffer incompatible uses. For example, Western SoMa land use controls anticipate creating zoning districts in which certain businesses are allowed as of right, but other businesses require a conditional use permit. Similarly, zones that acknowledge a designated preference for new industries like green technology or digital media could draw innovative businesses together. The boundaries of these zones should be established based on identified areas of existing concentration. When appropriate, zones could buffer residential areas and/or be near transit nodes to encourage densely developed new business areas.

Economic Structure: Export Clusters in the Knowledge and Experience Sectors





Western SoMa business success can be attributed in part to its building stock, which can meet the needs of various uses and evolve based on changing business and industry practices. Regulations that require high quality building materials and design and allow spaces to be changed and used by a variety of businesses will strengthen utilization of existing buildings.

OBJECTIVE 2.1

Retain and encourage growth opportunities for existing neighborhood businesses

POLICY 2.1.1

Reduce the current office restrictions in the Western SoMa SUD to allow small general office uses north of Harrison Street on 9th, 10th and Folsom Streets and allow larger office uses in a district along Townsend Street.

POLICY 2.1.2

Promote a wide range of neighborhood-serving commercial uses north of Harrison Street.

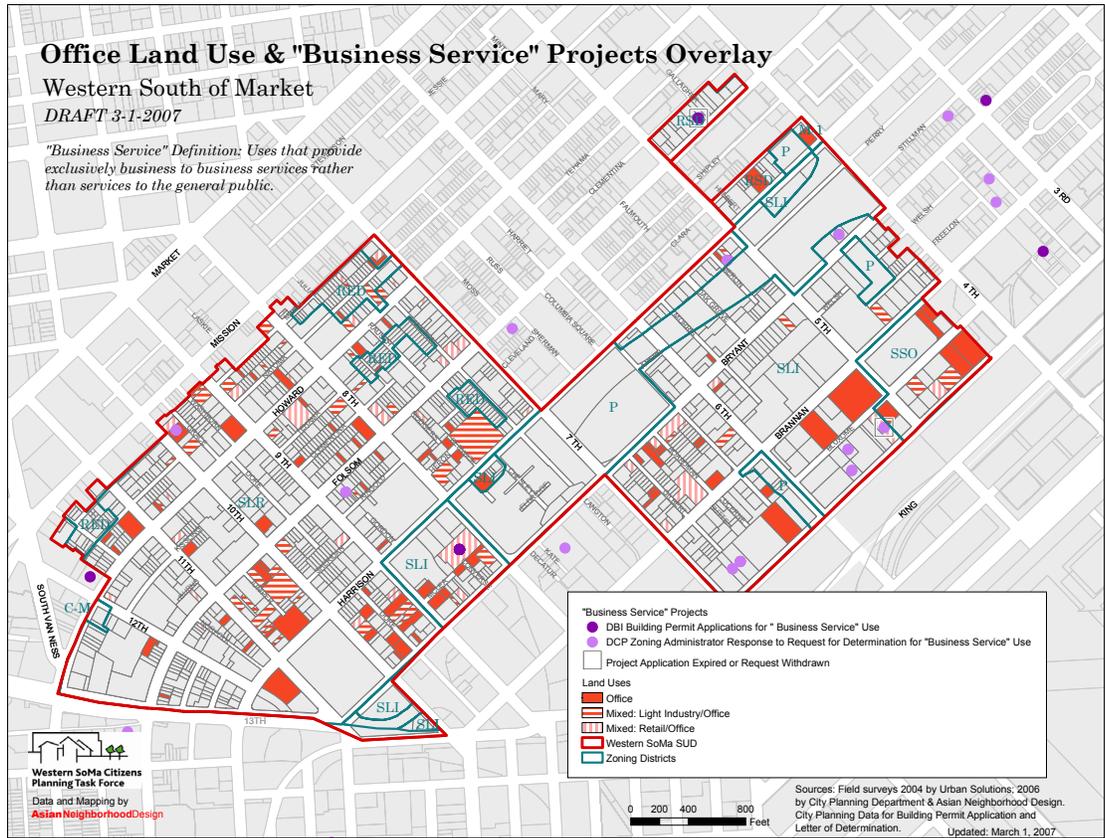


Office Land Use & "Business Service" Projects Overlay

Western South of Market

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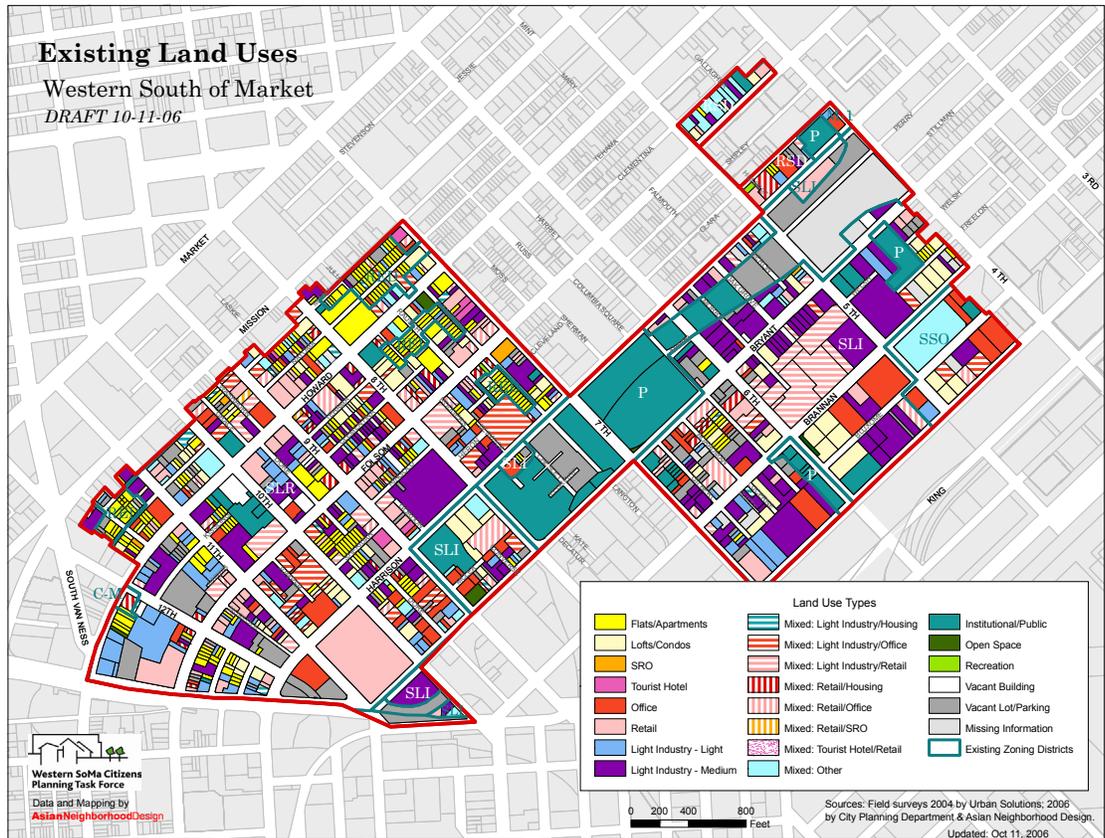
"Business Service" Definition: Uses that provide exclusively business to business services rather than services to the general public.



Existing Land Uses

Western South of Market

DRAFT 10-11-06



POLICY 2.1.3

Allow unrestricted wholesale activities for permitted uses throughout the Western SoMa SUD.

POLICY 2.1.4

Create incentives for adaptive re-use of existing commercial buildings throughout the Western SoMa SUD.

POLICY 2.1.5

Explore community benefits programs that stabilize and strive to retain existing neighborhood commercial uses.

POLICY 2.1.6

Retain to the greatest extent possible neighborhood-serving commercial uses in walking proximity to existing and new additions to the neighborhood housing stock.

POLICY 2.1.7

Encourage innovation, creativity and start-up business opportunities through adaptive re-use programs that encourage building rehabilitation over demolition and new construction proposals.

POLICY 2.1.8

Develop anti-displacement programs for existing neighborhood businesses with special attention given to innovative, creative and arts related programs and businesses.

POLICY 2.1.9

Establish funding mechanisms for job training programs that help to serve the needs of existing and emerging neighborhood commercial activities.

The next set of policies builds and adds detail to the second Western SoMa neighborhood economy objective regarding the introduction of new commercial activities into the neighborhood.

Valuable resources for small businesses exist, and the “San Francisco Economic Strategy” (2007, ICF International) recommends the City take additional actions to foster San Francisco small businesses and entrepreneurs. Rather than create new programs, Western SoMa should tap into existing resources and push for new, citywide efforts, which include technical assistance, financing programs, marketing and tax incentives, as well as broader attempts to reduce the cost of doing business in San Francisco. Western SoMa businesses should be alerted to financial and technical assistance programs from the Small Business



Administration, and participate in advocacy and support groups, like the San Francisco Chamber of Commerce’s Small Business Advisory Committee, Mayor’s Office of Economic and Workforce Development, South of Market Business Association and Urban Solutions.

New and existing businesses should be provided assistance in finding new or additional space in Western SoMa and help in navigating the permit process. Purchasing business space is an expensive, challenging endeavor, particularly for smaller organizations unable to occupy or afford a full lot or building. A service that connects new and existing businesses to each other and helps them acquire reasonable financing would provide businesses with economic security and ensure they are able to remain in Western SoMa.

Western SoMa should support sector specific incubator programs to encourage continued innovation and entrepreneurship. Emerging opportunities connected to existing clusters are well suited to incubator programs, particularly art, design and media-related businesses, green industries, and biotech related spinoffs.

Industrial rents are not typically high enough to support new construction or major rehabilitation. If Western SoMa hopes to expand the amount of space available for lower rent industrial tenants, particularly those with high workforce impacts or within emerging industrial sectors, there are clear needs to subsidize the development or rehabilitation of such space.

OBJECTIVE 2.2

Promote appropriate new neighborhood business opportunities that creatively respond to neighborhood, citywide and regional economic needs and trends

POLICY 2.2.1

Continue to evaluate new “formula retail” uses through the Conditional Use process and additional policies adopted by the Planning Commission for the Western SoMa SUD.

POLICY 2.2.2

Prohibit new retail uses in excess of 25,000 square feet throughout the Western SoMa SUD.

POLICY 2.2.3

Allow new large retail uses in excess of 10, 000 square feet and less than or equal to 25,000 either south of Harrison Street or north of Harrison Street on parcels that exceed one acre of land area.



Employment Growth in Top Twenty Major Industries by Industry Sector and Sub-Sector, Western SoMa, 2005
Western SoMa Market Analysis

Industry Sector	SIC Code	Major Industry	Industry Sub-Sector	Economic Strategy Category	Historical Employment Growth			Middle Income Job Impact
					Total Growth, 1998 - 2005	% Growth, 1998 - 2005	Growth Trend	
PDR	75	Auto Repair, Services, & Parking	Auto Related	Physical Infrastructure	303	154%	Strong Growth	High
	17	Special Trade Contractors	Construction	Physical Infrastructure	199	33%	Moderate Growth	High
	15	General Building Contractors	Construction	Physical Infrastructure	-18	-6%	Declining	High
	23	Apparel & Other Textile Products	Manufacturing	Physical Infrastructure	-480	-58%	Declining	Low
	48	Communications	Media	Knowledge Generation	346	211%	Strong Growth	High
	27	Printing & Publishing	Media	Physical Infrastructure	-69	-22%	Declining	High-Medium
	78	Motion Pictures	Media	Knowledge Generation	49	27%	Moderate Growth	Low
	51	Wholesale Trade - Nondurable Goods	Wholesale Trade	Physical Infrastructure	-123	-16%	Declining	Medium
	50	Wholesale Trade - Durable Goods	Wholesale Trade	Physical Infrastructure	-159	-24%	Declining	High
	Retail	58	Eating & Drinking Places	Retail	Experience Generation	165	22%	Moderate Growth
59		Miscellaneous Retail	Retail	Experience Generation	43	13%	Moderate Growth	Low-Medium
72		Personal Services	Retail	Human Infrastructure	234	215%	Strong Growth	Low
53		General Merchandise Stores	Retail	Physical Infrastructure	300	N/A	Strong Growth	Low
79		Amusement & Recreation Services	Retail	Experience Generation	56	33%	Moderate Growth	Low-Medium
Service	55	Automotive Dealers & Service Stations	Auto Related	Physical Infrastructure	108	54%	Moderate Growth	High
	82	Educational Services	Professional, Technical, and Service	Human Infrastructure	291	677%	Strong Growth	Low
	73	Business Services	Professional, Technical, and Service	Knowledge Generation	536	35%	Strong Growth	Medium
	87	Engineering & Management Services	Professional, Technical, and Service	Knowledge Generation	1,386	446%	Strong Growth	Medium
	83	Social Services	Non-Profit and Social Service	Human Infrastructure	308	73%	Strong Growth	Low-Medium
	86	Membership Organizations	Non-Profit and Social Service	Human Infrastructure	433	217%	Strong Growth	Low

Source: Dun & Bradstreet, 2007; *Industrial Land in San Francisco: Understanding Production, Distribution, and Repair*. San Francisco Planning Department, 2002; Seifel Consulting, Inc.

POLICY 2.2.4

Encourage mixed-use development of new large retail sites throughout the Western SoMa SUD.

POLICY 2.2.5

Allow increased height limits on larger development sites in exchange for enhanced public benefits.

POLICY 2.2.6

Create increased opportunities for existing and new high technology uses in a commercial district along Townsend Street.

POLICY 2.2.7

Allow a limited number of new automobile sale uses south of Harrison Street and proximate to the elevated highway system.

POLICY 2.2.8

Allow small Bed and Breakfast hotels along the Folsom Street Neighborhood Commercial District corridor.

POLICY 2.2.9

Allow pet day care as a Permitted Use everywhere in the Western SoMa SUD except in the RED and RED-mixed zones.

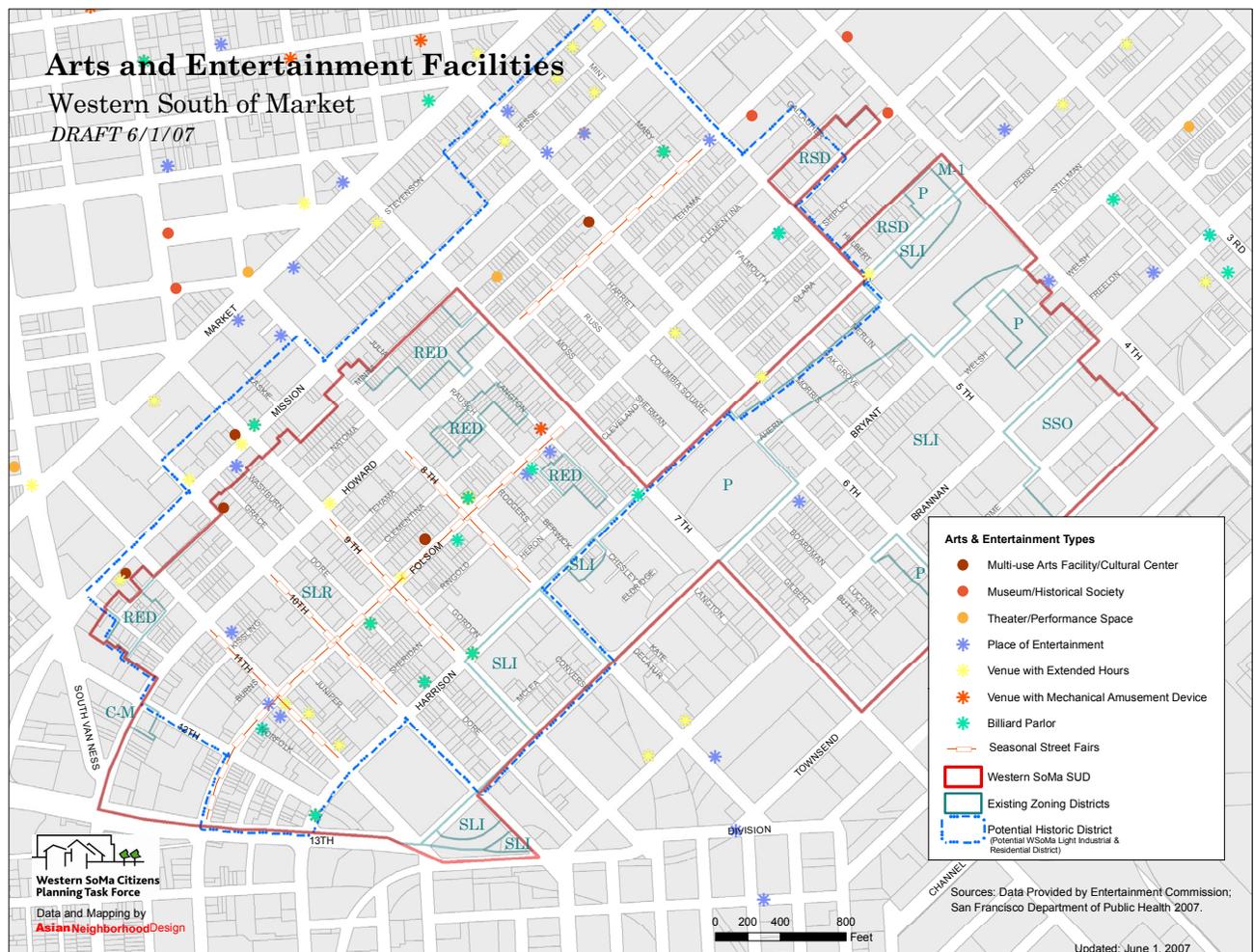
POLICY 2.2.10

Allow pet board and care as a Permitted Use in the SALI outside of RED buffer zones.

POLICY 2.2.11

Allow licensed massage therapy as a Conditional Use everywhere in the Western SoMa SUD, with the exception of the RED and RED-mixed zones, so long as it is accessory to another Principal and Permitted Use



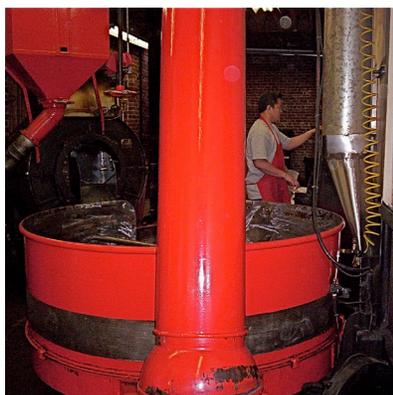


POLICY 2.2.12

Develop land use controls that promote Folsom Street as the main neighborhood shopping and ceremonial street in the Western SoMa SUD.

POLICY 2.2.13

Clearly designate and differentiate streets and their associated zoning for functional goods and services movement from streets with pedestrian and bicycle orientations.



POLICY 2.2.14

Provide adequate customer parking and goods loading areas in a manner that minimizes negative impacts on transit, bike and pedestrian movements on neighborhood commercial streets.

POLICY 2.2.15

Provide relocation opportunities for existing nighttime entertainment uses into areas where the impacts on neighborhood residential areas can be minimized.

Educational Attainment for Adults (25 Years of age or older), Western SoMa, 2000
Western SoMa Market Analysis

Educational Attainment	Western SoMa Block Groups							Total	%	Total (w/o Block Group 180-2)	
	176.01 - 3	176.01 - 4	177 - 2	178 - 3	178 - 4	180 - 1	180 - 2				
No High School	92	25	167	158	98	-	136	676	9%	540	9%
Some H.S.	110	16	85	261	61	17	534	1,084	14%	550	9%
H.S. Diploma	289	107	252	433	136	33	332	1,582	21%	1,250	21%
Some College	417	58	295	524	102	89	306	1,791	23%	1,485	25%
Bach/Grad	578	61	461	723	211	199	325	2,558	33%	2,233	37%
Total	1,486	267	1,260	2,099	608	338	1,633	7,691	100%	6,058	100%

Source: U.S. Census Bureau 2000 SF3 (long form).

Employment (Employed Civilian Labor Force 16 Years of Age or Older), Western SoMa, 2000
Western SoMa Market Analysis

	Western SoMa Block Groups							Total	%	Total (w/o Block Group 180-2)	
	176.01 - 3	176.01 - 4	177 - 2	178 - 3	178 - 4	180 - 1	180 - 2				
In Labor Force	1,098	187	1,045	1,473	471	312	438	5,024	57%	4,586	66%
Employed	966	145	973	1,280	425	312	438	4,539	90%	4,101	89%
Unemployed	132	42	72	193	46	-	-	485	10%	485	11%
Not in Labor Force	714	80	384	843	209	91	1,521	3,842	43%	2,321	34%
Total	1,812	267	1,429	2,316	680	403	1,959	8,866	100%	6,907	100%

Source: U.S. Census Bureau 2000 SF3 (long form).

Self-Employment (Employed Civilian Labor Force 16 Years of Age or Older), Western SoMa, 2000
Western SoMa Market Analysis

	Western SoMa Block Groups							Total	%	Total (w/o Block Group 180-2)	
	176.01 - 3	176.01 - 4	177 - 2	178 - 3	178 - 4	180 - 1	180 - 2				
Self-Employed	20	28	38	126	29	31	99	371	8%	272	7%
Incorporated Business	-	28	-	-	10	3	37	78	2%	41	1%
Not Incorporated Business	20	-	38	126	19	28	62	293	6%	231	6%
Not Self-Employed	946	117	935	1,154	389	281	339	4,161	92%	3,822	93%
Total	966	145	973	1,280	418	312	438	4,532	100%	4,094	100%

Source: U.S. Census Bureau 2000 SF3 (long form).

Middle Income Job Impact for Top Twenty Industries by Number of Employees, 2005
Western SoMa Market Analysis

Industry Sector	Major Industry	Total Western SoMa Employees	Percent of Total	Middle Income Job Impact ^a	Growth Trend ^b
Service	Business Services	2,089	17.40%	Medium	Strong Growth
Service	Engineering & Management Services	1,697	14.14%	Medium	Strong Growth
Retail	Eating & Drinking Places	914	7.61%	Low	Moderate Growth
PDR	Special Trade Contractors	795	6.62%	High	Moderate Growth
Service	Social Services	728	6.06%	Low-Medium	Strong Growth
PDR	Wholesale Trade- Nondurable Goods	647	5.39%	Medium	Declining
Service	Membership Organizations	633	5.27%	Low	Strong Growth
PDR	Communications	510	4.25%	High	Strong Growth
PDR	Auto Repair, Services, & Parking	500	4.16%	High	Strong Growth
PDR	Wholesale Trade- Durable Goods	498	4.15%	High	Declining
Retail	Miscellaneous Retail	378	3.15%	Low-Medium	Moderate Growth
PDR	Apparel & Other Textile Products	350	2.92%	Low	Declining
Retail	Personal Services	343	2.86%	Low	Strong Growth
Service	Educational Services	334	2.78%	Low	Strong Growth
Service	Automotive Dealers & Service Stations	308	2.57%	High	Moderate Growth
Retail	General Merchandise Stores	300	2.50%	Low	Strong Growth
PDR	General Building Contractors	283	2.36%	High	Declining
PDR	Printing & Publishing	245	2.04%	High-Medium	Declining
PDR	Motion Pictures	229	1.91%	Low	Declining
Retail	Amusement & Recreation Services	224	1.87%	Low-Medium	Moderate Growth
	Total	12,005	100%		

- a. For the *San Francisco Economic Strategy*, ICF International calculated Middle Income Job Impact as the share of an industry's workforce with less than a bachelor's degree in above average wage jobs. Industries were defined by 3-digit NAICS codes. The top third of industries were classified as "High," the next third "Medium," and the bottom third "Low." Seifel aligned this analysis to the top 20 Western SoMa Industries (2-digit SIC codes), reflecting a blended Job Impact (e.g. "Low-Medium") when multiple NAICS industries were aligned with a single top Western SoMa industry.
- b. Based on employment growth.

Source: Dun & Bradstreet (2007), *San Francisco Economic Strategy (ICF International, 2007)*, Seifel Consulting Inc.

POLICY 2.2.16

Differentiate large nighttime entertainment uses from smaller and complementary entertainment uses and permit these new less intense uses to the extent they enhance local neighborhood livability and neighborhood business viability.

POLICY 2.2.17

Support both the economic and environmental benefits of participating in the green business movement and encourage commercial businesses in the Western SoMa to seek green business certification.

OBJECTIVE 2.3

**Support the economic well-being
of a variety of businesses in Western SoMa**

POLICY 2.3.1

Provide business assistance for new and existing light industrial businesses in the Western SoMa SUD.

POLICY 2.3.2

Provide business assistance for new and existing small businesses in the Western SoMa SUD.

The “San Francisco Economic Strategy” outlines a series of recommendations for improving San Francisco’s workforce training and development that address the needs of the Western SoMa resident workers. Western SoMa should support and leverage these new, citywide efforts, which include creating a responsive workforce system linked to economic priorities, preparing young people for quality careers, investing in entrepreneurship training and addressing the digital divide.

Unemployed workers that have been dislocated from industries may need new workforce skills to adjust to the requirements of new and expanding industries. These workers should be placed in quality programs that can equip them to succeed in diverse fields. Workforce training programs are particularly effective when they offer clients hands-on experience and potential employment in local firms. Western SoMa businesses should connect to workforce training providers for apprenticeships or introductory level positions, offering the businesses well-trained, dedicated employees and workers a chance at quality careers in stable and growing areas.

OBJECTIVE 2.4

**Increase economic security for workers
by providing access to sought-after job skills**

POLICY 2.4.1

Provide workforce development training for those who work in and live in the Western SoMa SUD, particularly those who do not have a college degree.



Housing

Residential neighborhoods play a major role in the Western SoMa SUD. The scale and character of the residential neighborhoods on the existing alley system break up the otherwise large SoMa block pattern. The residential enclaves are a defining element of the neighborhood character. For example, in their preservation survey work in this neighborhood, Page & Turnbull recognized this pattern and actually recommended the creation of a “Light Industrial and Housing Preservation District” for much of the Western SoMa SUD. The Board of Supervisors legislation enabling the Western SoMa Citizens Planning Task Force (Ordinance 731-04) highlighted the needs to evaluate, identify and protect these residential enclaves.

The Task Force has responded to this legislative challenge in a focused manner. Following intuitive citizens knowledge of these alley neighborhoods, an initial pass at identifying and mapping potential residential enclaves was put in place. Extensive analysis followed the early phases of residential enclave identification. Height, yard patterns, age of building, and numbers of units were among the many variables evaluated by the Task Force in the “Housing Strategic Analysis Memo” (2008). The residential enclaves were also evaluated in the context of parcels that are generally referred to as “soft-sites” by the Planning Department. This “soft site” analysis was then refined and developed as a versatile planning tool by the Task Force.

Soft Site Housing Capacity Analysis

Western South of Market

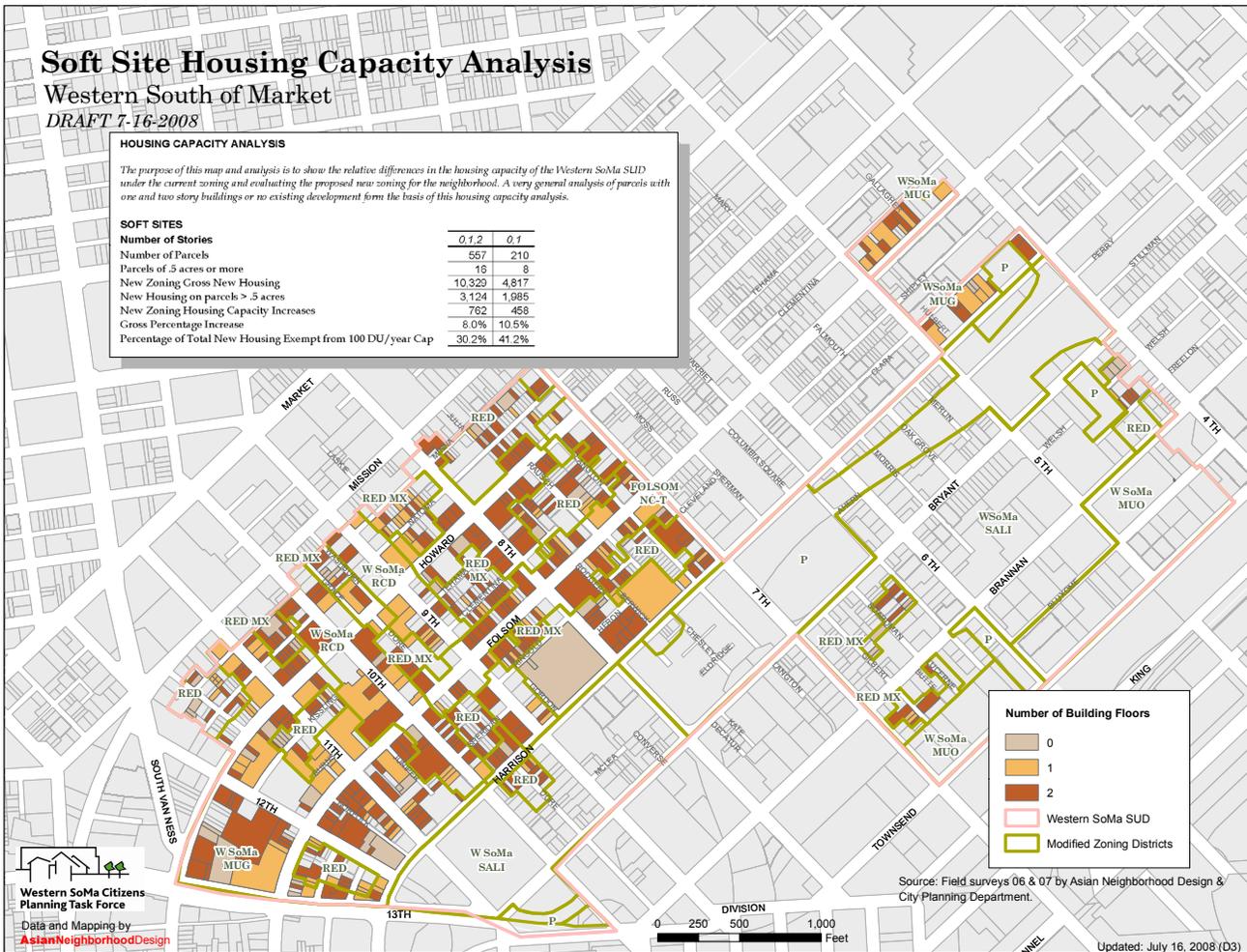
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HOUSING CAPACITY ANALYSIS

The purpose of this map and analysis is to show the relative differences in the housing capacity of the Western SoMa SLID under the current zoning and evaluating the proposed new zoning for the neighborhood. A very general analysis of parcels with one and two story buildings or no existing development form the basis of this housing capacity analysis.

SOFT SITES

	0.1, 2	0.1
Number of Stories	557	210
Number of Parcels	16	8
Parcels of .5 acres or more	10,320	4,817
New Zoning Gross New Housing	3,124	1,885
New Zoning Housing Capacity Increases	762	458
Gross Percentage Increase	8.0%	10.5%
Percentage of Total New Housing Exempt from 100 DU/year Cap	30.2%	41.2%



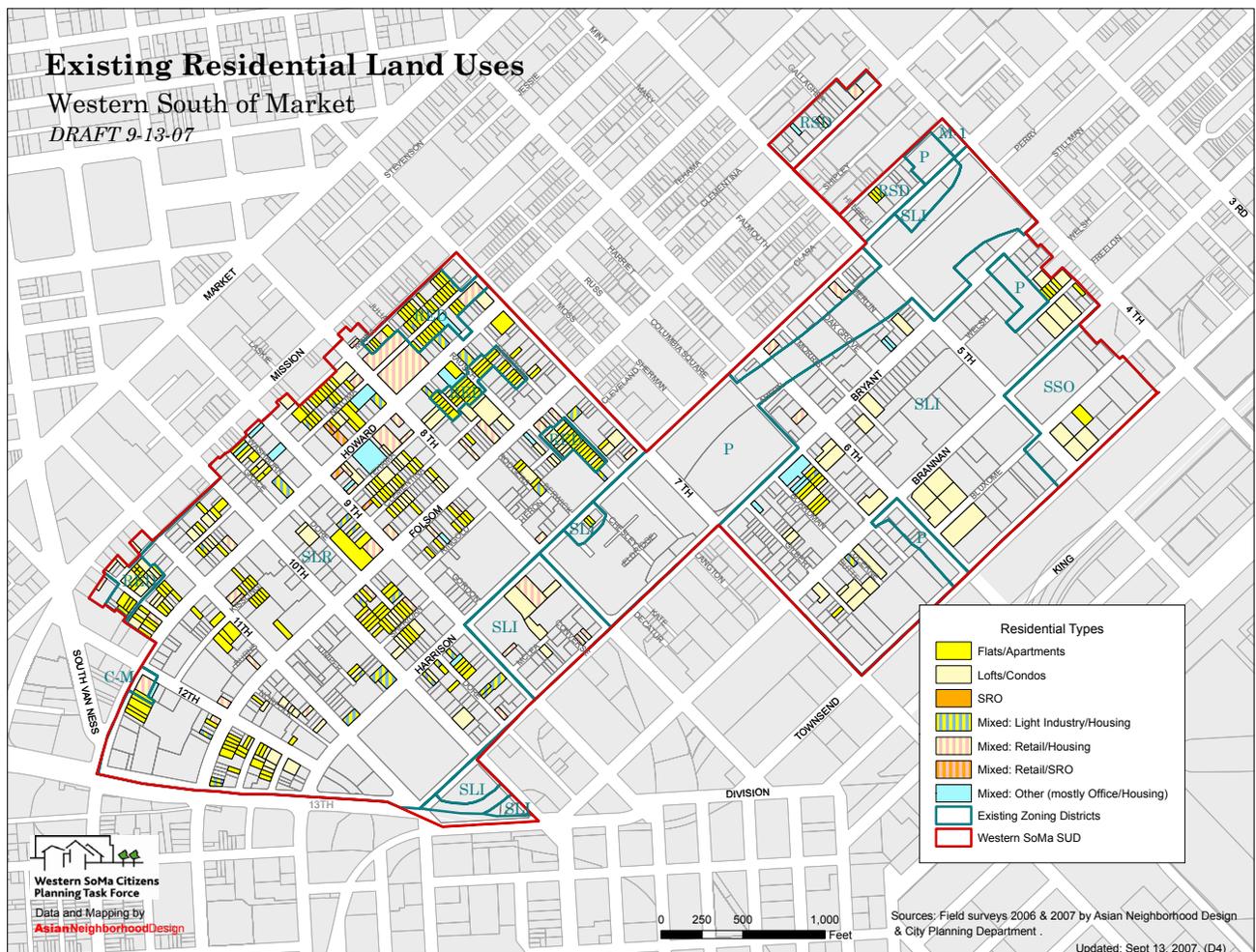
Due to the Task Force emphasis on the existing residential enclave analysis, the notion of a “soft-site” as a generic under-developed site that could be used for housing or non-residential development was too blunt an evaluation tool. The Task Force directed the staff and consultants to refine the identification of “soft-sites” with an analytical tool detailed enough to characterize an under-developed “soft-site” inventory based on qualities that are appropriate for future housing development. Detailed in the “Western SoMa Housing Strategic Analysis Memo,” the Task Force created a “housing opportunity site analysis” to evaluate identified development opportunity sites based on three sets of criteria. The overall goal in developing this opportunity site analysis tool was to try to include appropriate development sites in the zoning districts for formal Residential Enclave (RED) zoning in the Western SoMa SUD. Or, put quite simply, if new housing is to be built, then build it as an integral part of the existing neighborhoods.



The Task Force thereby developed housing policies and zoning recommendations around the issue of housing production based on two simple goals. First, identify and preserve the existing neighborhood housing resources. Second, evaluate and include appropriate development opportunity sites in the RED zones where housing can be produced to support an existing neighborhood pattern, residential services and amenities.

To the greatest extent possible the Task Force opted for producing future housing resources in and around the existing neighborhood rather than building new neighborhoods. They also opted for housing production in appropriate locations to create a complete neighborhood pattern over the often counter productive and less sensitive land use policy of simply maximizing housing production opportunities.

The first two Objectives in this chapter drive the Western SoMa SUD housing policy, zoning and program recommendations. The first set of polices below establish basic parameters for preserving existing



WESTERN SOMA RESIDENTIAL LAND USE CLUSTERS

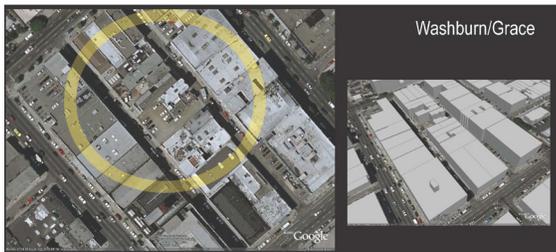
Open Space Analysis



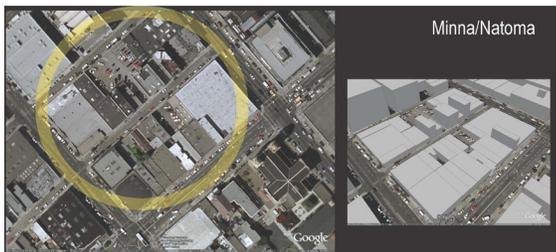
Tehama/
Clementina



Natoma



Washburn/Grace



Minna/Natoma



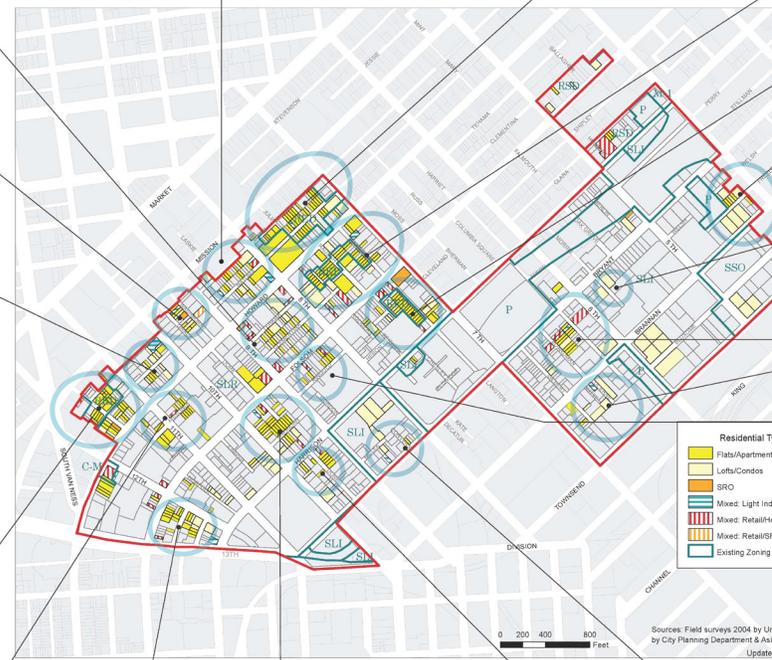
Lafayette/Natoma

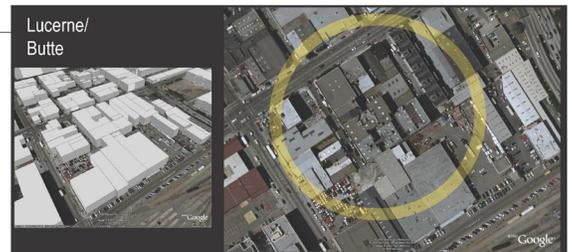
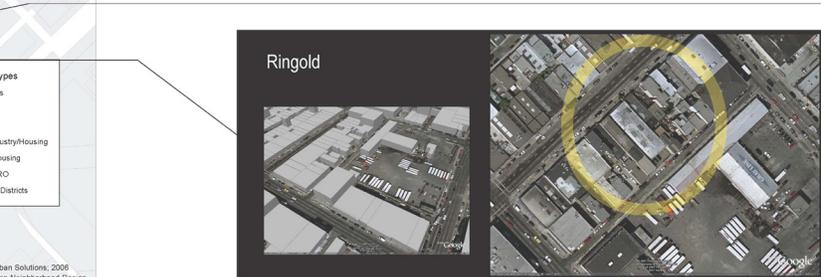
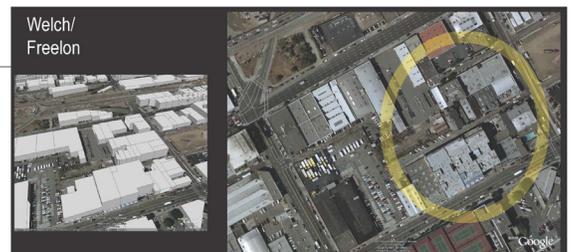
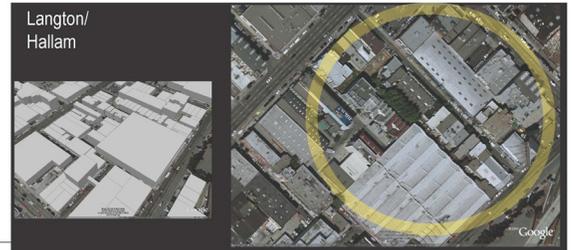


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March 7, 2007



neighborhood housing resources. The second set of policies adds detail to the second objective point of creating new housing resources in the Western SoMa SUD.

As stated in the Land Use section of this Community Plan and repeated here, at a very broad level, a continuum in the Western SoMa SUD extends from non-residential uses on the Townsend Street high-tech corridor northwards to non-residential uses on the south side of Harrison Street and the freeway. North of Harrison Street, development goals call for an increasingly residential neighborhood character of smaller scale that embraces a “mix of uses” and new mixed-used development.

OBJECTIVE 3.1

Preserve existing neighborhood housing resources

POLICY 3.1.1

Restrict residential demolitions and residential conversions of rent-controlled units per Planning Code Section 317.

POLICY 3.1.2

Support the identification and preservation of historic housing resources in a new SoMa Historic Preservation Districts.

POLICY 3.1.3

Expand the identification of the diverse character and formal recognition of existing residential enclaves.

POLICY 3.1.4

Provide residential zoning protections including but not limited to codified “Western SoMa Design Standards,” notification and demolition controls in all Western SoMa SUD Zoning districts.

POLICY 3.1.5

Reduce development incentives for out-of-scale in-fill housing development proposals.

The next set of policies builds and adds detail to the second Western SoMa housing objective regarding the introduction of new housing resources into the neighborhood.

OBJECTIVE 3.2

Encourage new neighborhood residential uses in locations that provide the greatest opportunities to build on the existing neighborhood patterns

POLICY 3.2.1

Discourage housing production that is not in scale with the existing neighborhood pattern.



POLICY 3.2.2

Encourage in-fill housing production that continues the existing built housing qualities in terms of heights, prevailing density, yards and unit sizes.

POLICY 3.2.3

Provide additional housing production incentives for areas identified as most appropriate for housing production.

POLICY 3.2.4

Encourage the continuation and creation of an existing rear and front yard pattern in the Western SoMa SUD residential enclaves.

POLICY 3.2.5

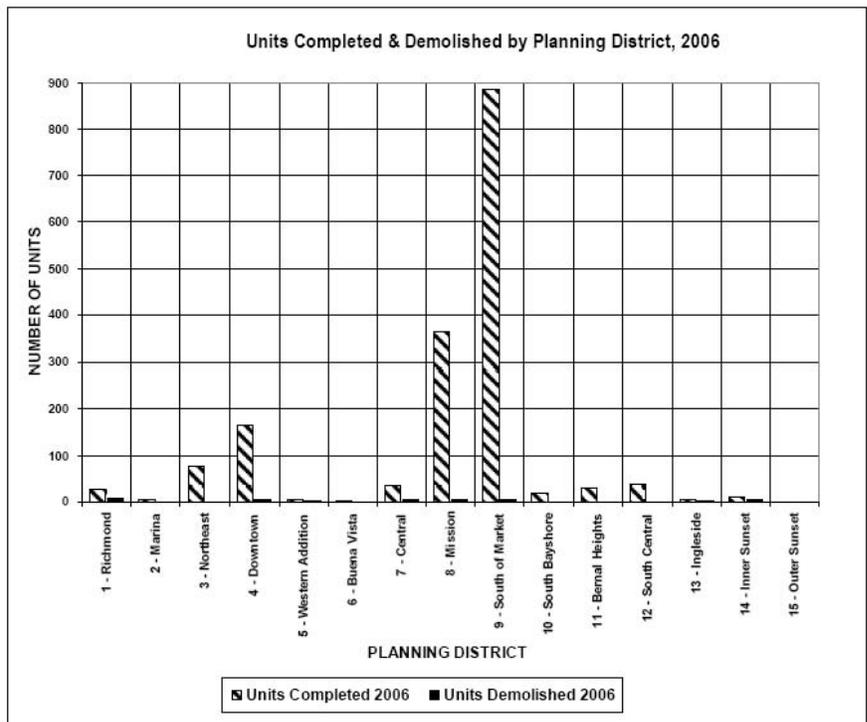
Encourage creation of upper floor residential uses on major streets north of Harrison Street.

POLICY 3.2.6

Promote the production of housing development programs that provide for families and other Western SoMa SUD special population needs in terms of the mix of unit sizes, affordability and tenure.

POLICY 3.2.7

Create development controls on large sites that clearly direct and provide opportunities to replicate the scale, character and mix of existing uses.



POLICY 3.2.9

Prohibit lot mergers that yield parcels in excess of 5,000 square feet.

POLICY 3.2.10

Codify and formalize Design Standards for any new development on Western SoMa alleys.

POLICY 3.2.11

Discourage any variances from front and rear yard standards that fail to reinforce existing and potential future at-grade yard for all developments that include housing units where the proposed project is in or contiguous to RED zoned parcels.

POLICY 3.2.12

Discourage any and all proposed housing proposals on arterial streets and highways that do not providing a physical buffer from existing traffic noise and pollution.

The following objectives and policies build and add detail to the two initial housing objectives of the Community Plan. These additional objectives and policies are included to ensure to the greatest extent possible the public health considerations when creating new housing units in the Western SoMa SUD.

OBJECTIVE 3.3

Ensure that a significant percentage of the new housing created is affordable to people with a wide range of incomes

POLICY 3.3.1

Allow single-resident occupancy uses (SROs) with no less than 300 square feet of livable area and “efficiency” units to continue in limited locations to be an affordable type of dwelling option, and recognize their role as an appropriate source of housing for small households. In addition SRO projects should be required (with no permitted variances) to:

- *exceed existing City inclusionary requirements for below market rate units, and*
- *meet minimum rear yard requirements, and*
- *meet the dwelling unit exposure requirements*
- *meet minimum private opens space requirements of 36 square feet per unit, and*
- *have no required parking minimum, and*
- *discourage new ground floor residential units facing neighborhood or regional serving streets, and*
- *comply with required active non-residential ground floor uses on neighborhood or regional serving street facades.*



POLICY 3.3.2

Where new zoning has conferred increased development potential; require developers to contribute towards community benefits programs that include open space, transit, community facilities/services, historic/social heritage preservation and affordable housing, above and beyond citywide inclusionary requirements.

POLICY 3.3.3

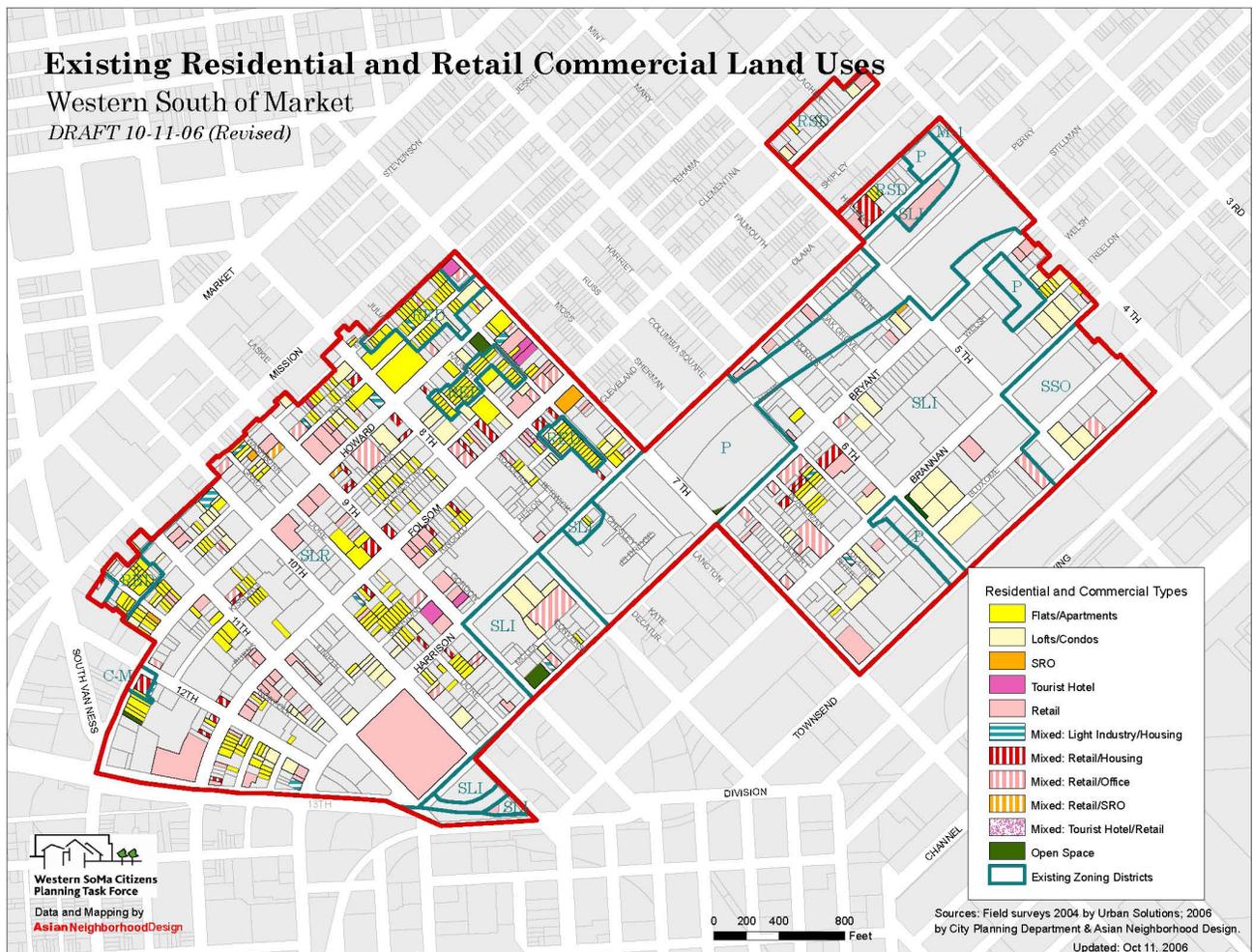
Encourage a mix of affordability levels in new residential development.

OBJECTIVE 3.4

Retain and improve existing housing affordable to people of all incomes

POLICY 3.4.1

Preserve viability of existing rental units.



POLICY 3.4.2

Consider acquisition programs of existing housing by government and/or community non-profit organizations for rehabilitation and dedication as permanently affordable housing.

POLICY 3.4.3

Ensure adequate protection from eviction for at-risk tenants, including low-income families, seniors, and people with disabilities.

OBJECTIVE 3.5

Ensure that new residential developments satisfy an array of housing needs with respect to tenure, unit mix and community services

POLICY 3.5.1

Target provision of affordable units for traditional and non-traditional family needs.

POLICY 3.5.2

Prioritize the development of affordable family housing, both rental and ownership, particularly along transit corridors and adjacent to community amenities.

POLICY 3.5.3

Requirements for three-bedroom units in Large and Very Large Development sites shall be the same as called for in the Eastern Neighborhoods Plan.

POLICY 3.5.4

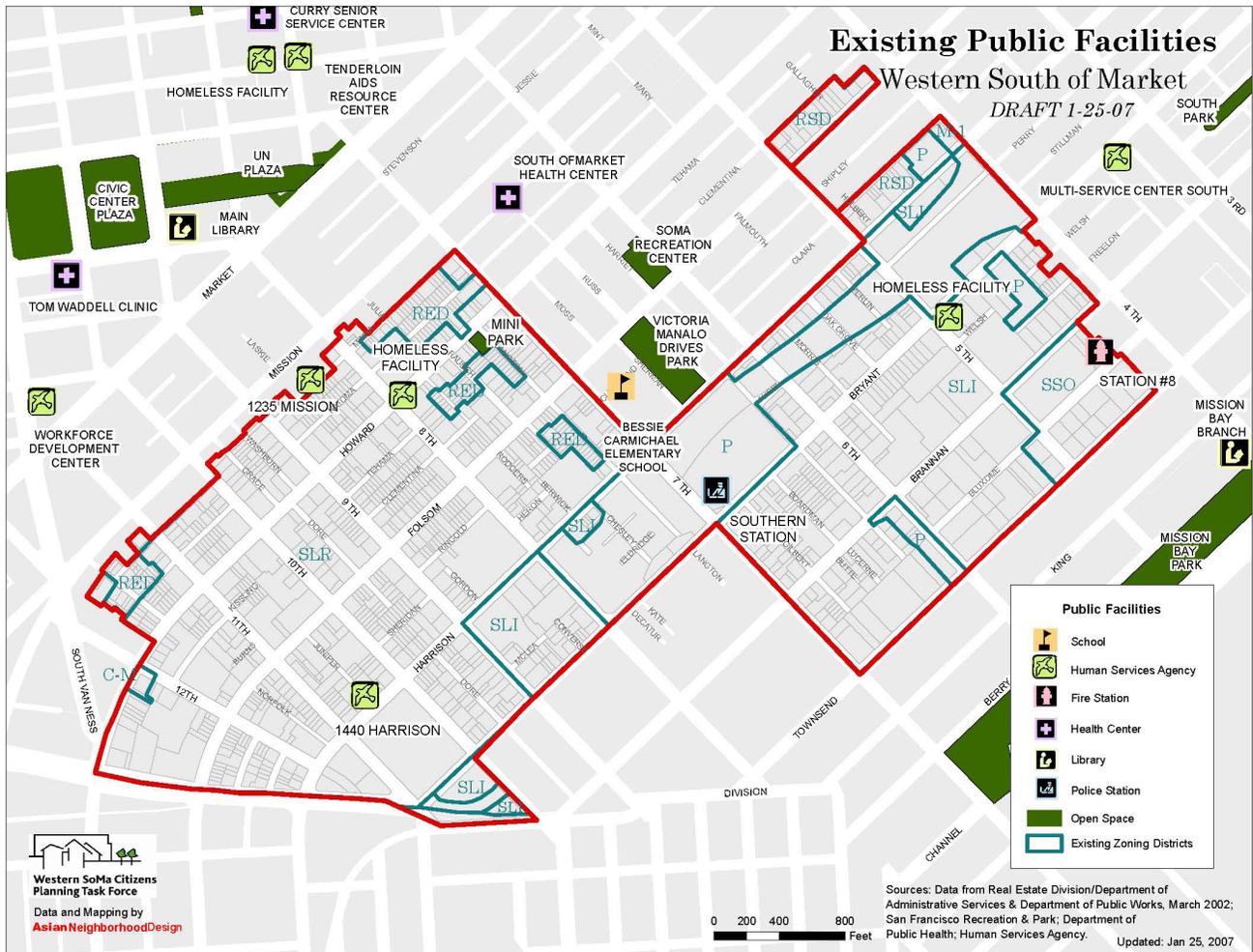
In affordable housing and mixed-use developments, encourage the creation of family supportive services, such as childcare facilities, parks and recreation, or other facilities.

POLICY 3.5.5

Provide through the permit entitlement process a range of revenue-generating tools including impact fees, public funds and grants, assessment districts, and other private funding sources, to fund community and neighborhood improvements.

POLICY 3.5.6

Establish an impact fee to be allocated towards a Public Benefit Fund to subsidize transit, pedestrian, bicycle, and street improvements; park and recreational facilities; and community facilities such as libraries, child care and other neighborhood services in the area.



POLICY 3.5.7

In areas where new zoning provides opportunities for a significant increase in housing production, require that ten (10) percent of all below-market rate units have three or more-bedrooms to ensure affordable family units.

POLICY 3.5.8

Expedite development permits in which more than 15 percent of all units have three or more-bedrooms.

OBJECTIVE 3.6

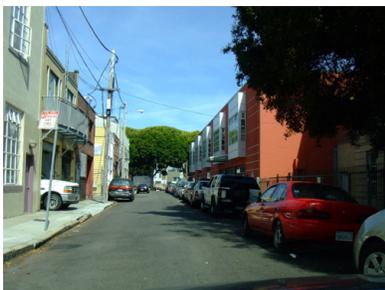
Lower housing production costs

POLICY 3.6.1

Require developers to separate the cost of parking from the cost of housing in both for sale and rental developments.

POLICY 3.6.2

Allow for the unbundling and off-site provision of residential parking.





POLICY 3.6.3

Revise residential parking requirements in a way that permits structured or off-street parking up to specified maximum amounts in certain districts, but is not required.

POLICY 3.6.4

Encourage construction of units that are “affordable by design.”

POLICY 3.6.5

Facilitate housing production by simplifying the approval process wherever possible.

OBJECTIVE 3.7

Promote health through residential development design and location

POLICY 3.7.1

Consider housing production a priority in environmentally and socially healthy locations.

POLICY 3.7.2

Develop affordable family housing in areas where families can safely walk to schools, parks, retail, and other services.

POLICY 3.7.3

Provide design guidance for the construction of healthy neighborhoods and buildings.

OBJECTIVE 3.8

Continue and expand the city efforts to increase permanently affordable housing production and availability

POLICY 3.8.1

Continue and strengthen innovative programs that help to make both rental and ownership housing more affordable and available.

POLICY 3.8.2

Explore housing policy changes at the citywide level that preserve and augment the stock of existing rental and ownership housing.

POLICY 3.8.3

Research and pursue innovative revenue sources and techniques for the construction of affordable housing.

POLICY 3.8.4

Create housing production programs that build smaller affordable housing buildings and units on multiple parcels as part of a single funding and development program through the Mayor's Office of Housing.



Transportation and the Street Network

For Western SoMa to function as a vital residential and commercial neighborhood, the effective and efficient operation of the local transportation system is essential. The area is faced with the difficult challenge of responding to the travel needs of its residents and businesses while maintaining and improving the area as a desirable place to live. It is important that the neighborhood promote and provide services and facilities that are accessible to all and that link the Western SoMa to downtown, other areas of the city and the region.

Transportation demand and land use are closely linked, prompting the need for future transportation investments to be carefully tied to land use intensities and predominant local travel patterns. Historically, the SoMa has included a diverse set of land uses and activities; however, since the construction of the Central Freeway in the 1950s, the transportation system has been heavily oriented toward auto-related facilities and activities. Proposed changes in land use in this and other nearby plans further prompt the need to design and implement transportation improvements that bring balance to the area and provide transportation options that respond to the mobility needs of the neighborhood.

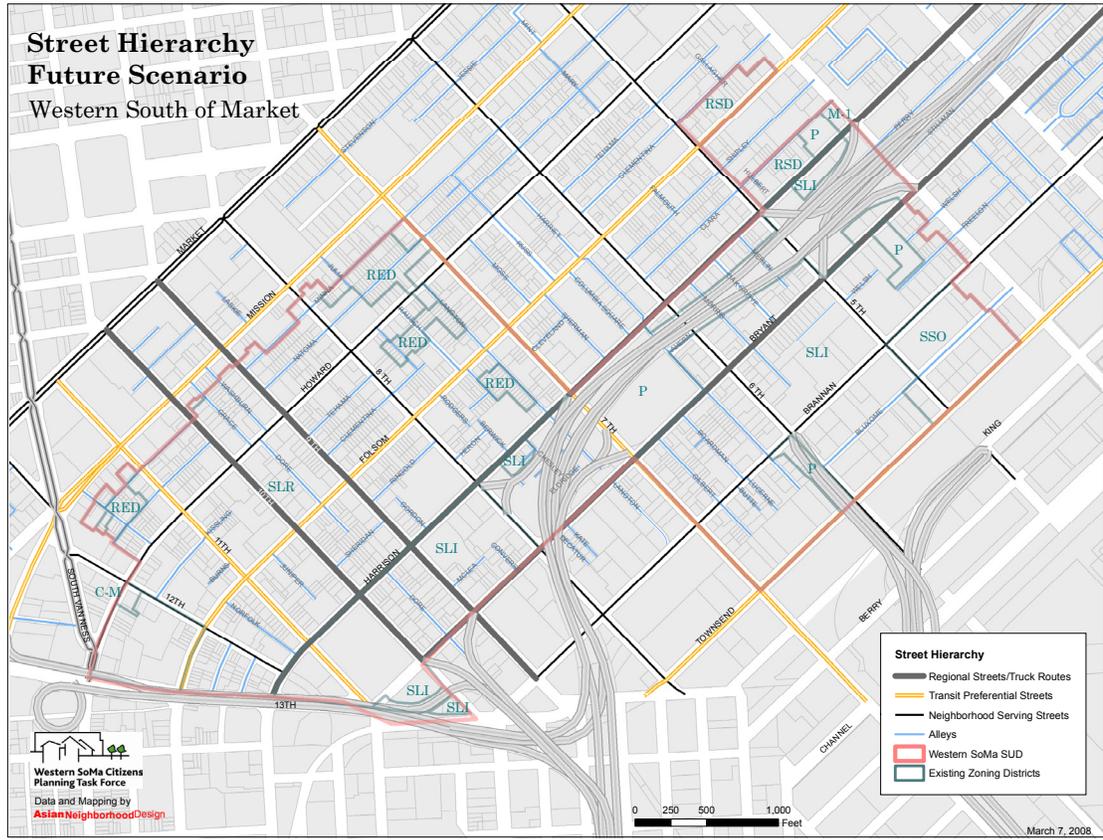
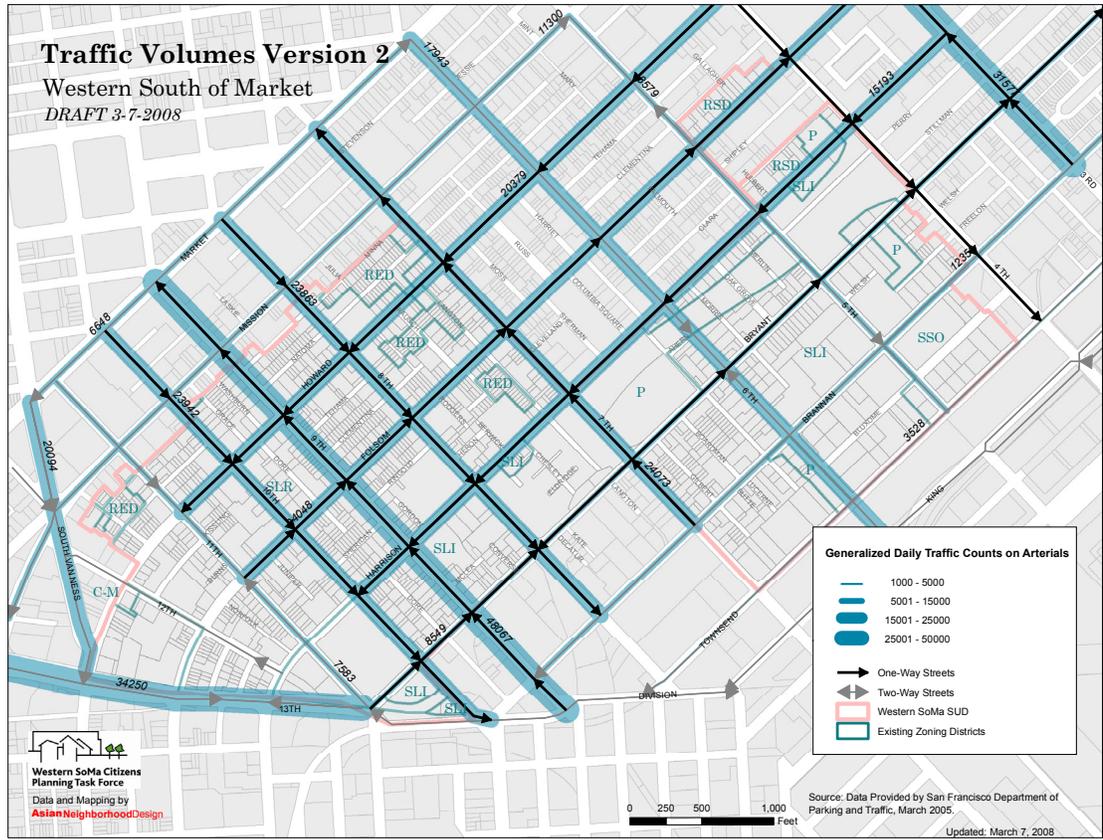
Photo by Kim Komenich
courtesy of the San Francisco Chronicle

For many years, residents of this neighborhood have demonstrated a greater preference than any other San Francisco neighborhood for modes other than the automobile. Recently there has been a neighborhood trend away from the use of transit and non-motorized modes towards private vehicles. Certainly the wide neighborhood streets and large blocks have contributed to an increase in automobile use. Future strategies need to provide a clear, easily-identifiable set of alternatives to the car, analyzing outputs from the City's CHAMP travel model, the findings of the Transit Effectiveness Project (TEP) and recommendations of the Eastern Neighborhoods TRIPS program.

This chapter begins with a functional breakdown of the major components of the street network in the Western SoMa, including alleys, neighborhood-serving streets, Folsom Boulevard, regional streets and goods movement. Once the physical infrastructure has been discussed, transportation mode objectives and policies are presented.

**A LIST OF ACRONYMS
USED IN THE TRANSPORTATION ELEMENT**

ATM:	Automatic Teller Machine
BART:	Bay Area Rapid Transit
CHAMP:	Activity-Based Travel Model
dBa:	A-Weighted Decibels (measurement of acoustic sound)
DPW:	Department of Public Works
EIR:	Environmental Impact Report
EN:	Eastern Neighborhoods
FHWA:	Federal Highway Administration
HVAC:	Heating, Ventilating and Air Conditioning
MTA:	Municipal Transportation Agency
MTC:	Metropolitan Transportation Commission
NC:	Neighborhood Commercial
PM:	Post Meridien
SAM:	Strategic Analysis Memo
SFCTA:	San Francisco County Transportation Authority
SoMa:	South of Market Area
SUD:	Special Use District
TEP:	Transit Effectiveness Project
TDM:	Travel Demand Management
TIDF:	Transit Impact Development Fee
TPS:	Transit Preferential Streets
UC:	University of California





ALLEYS

Alleys are an important resource for nearby residents and workers, particularly in the Western SoMa SUD, where many blocks are quite long and streets are wide. Alleys serve as a lifeline to pedestrians and bicyclists seeking a safer and more direct route to their destinations. This objective supports a Western SoMa Planning Principle, which focuses on serving the needs of existing residents and businesses.

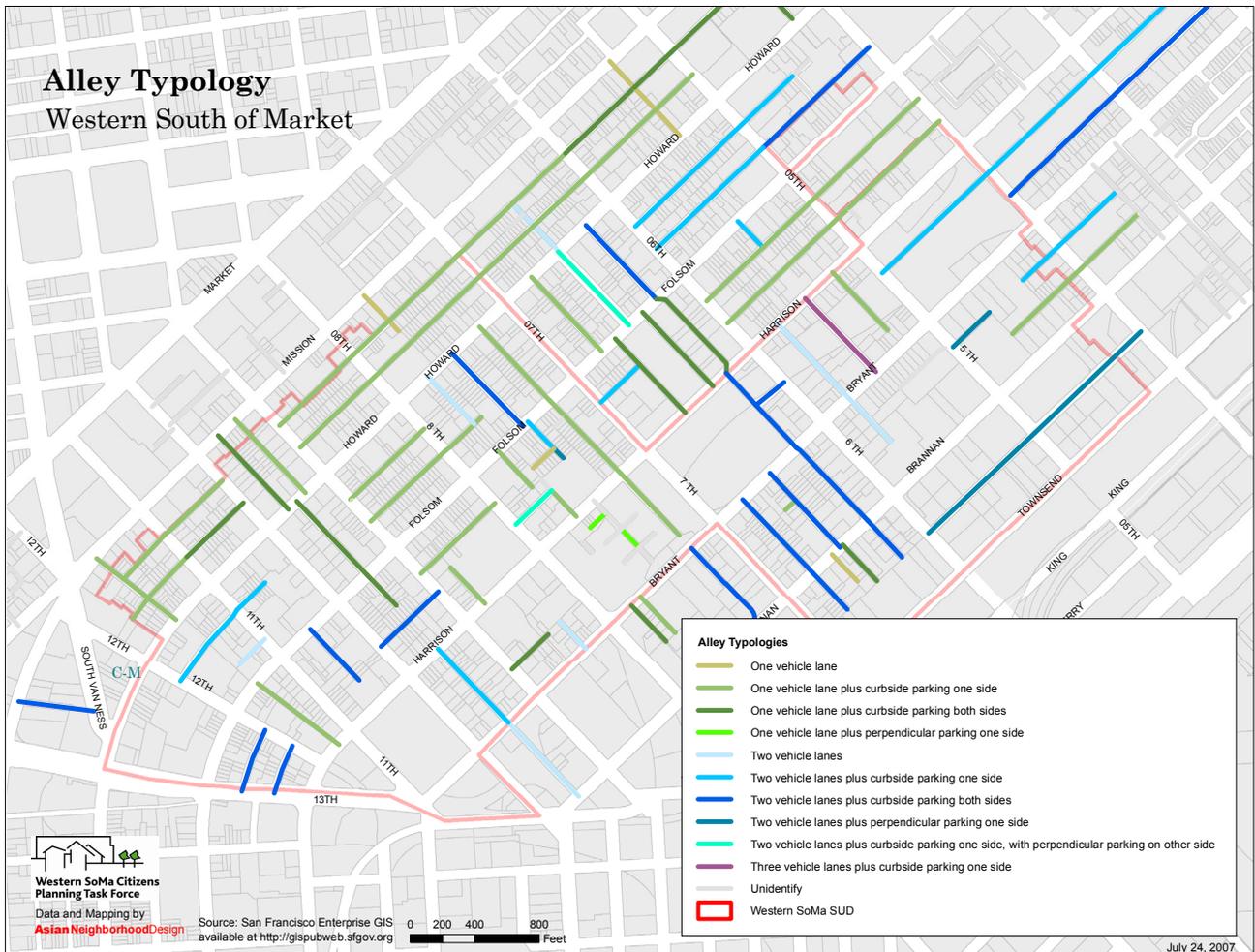
OBJECTIVE 4.1

Facilitate the movement of pedestrians and bicycles in the alleys

POLICY 4.1.1

Introduce treatments that effectively improve the pedestrian experience in alleys.

Alleys should have sidewalk and street surfaces that are well maintained and that do not present obstacles to the pedestrian.





POLICY 4.1.2

Limit the supply of on-street parking in some alleys, in order to accommodate pedestrian and bicycle movement.

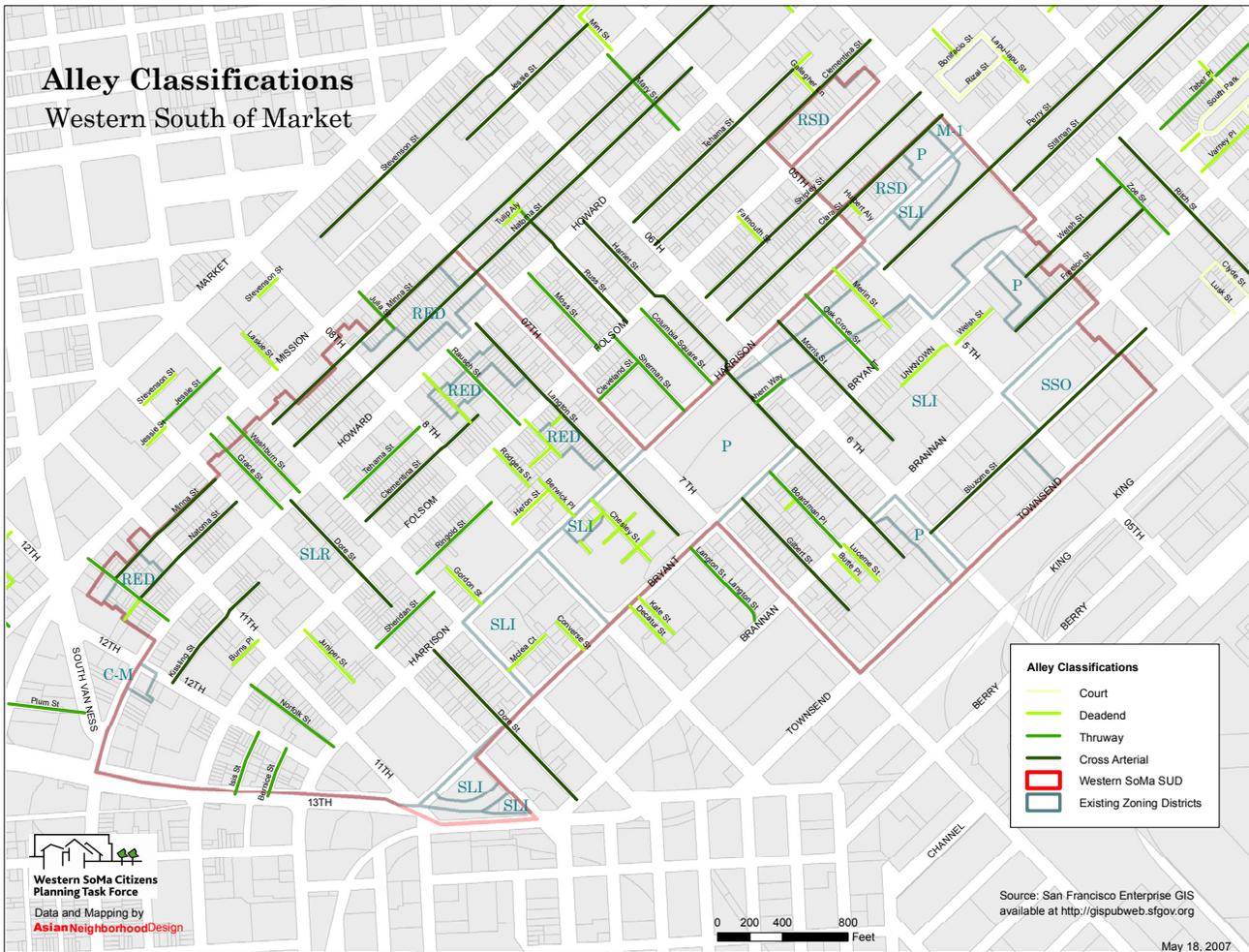
Where possible, on-street parking in alleys should be restricted, providing space for non-motorized modes. An improved walking environment will facilitate greater pedestrian movement in these areas. These facilities should be implemented in phases, according to the following set of priorities:

- Alley to alley connections
- Alley to destination improvements
- Mid-block crossings

POLICY 4.1.3

Improve street lighting in alleys.

The enhancement of street lighting facilities in these alleys can generate a pedestrian-friendly environment.





POLICY 4.1.4

Provide pedestrian crossings that unite alleys on both sides of a neighborhood-serving street.

Often, pedestrians and bicyclists find it difficult to travel along alleys that cross wide streets. Pedestrian crossings provide a linkage between residential enclaves separated by neighborhood-serving streets.

Auto-oriented uses often work against the objectives of the Transit First policy, encouraging the further proliferation of the automobile. It is important that some barriers be installed and that non-motorized transportation is promoted in the future.

OBJECTIVE 4.2

Limit the speed and volume of motor vehicles in alleys

POLICY 4.2.1

Restrict the entry of motor vehicles in alleys.

Placing restraints on automobile access to alleys will allow pedestrians and bicyclists to travel about freely in these areas.

POLICY 4.2.2

Consider converting some alleys to two-way traffic.

Many of the one-way alleys that currently exist in the Western SoMa SUD attract motor vehicles that are trying to “short cut” over to major streets in the area. As a result, safety along many of these one-way alleys has become a major concern. Two-way traffic could slow down the speed of vehicles, and effectively limit the volume of vehicles.

POLICY 4.2.3

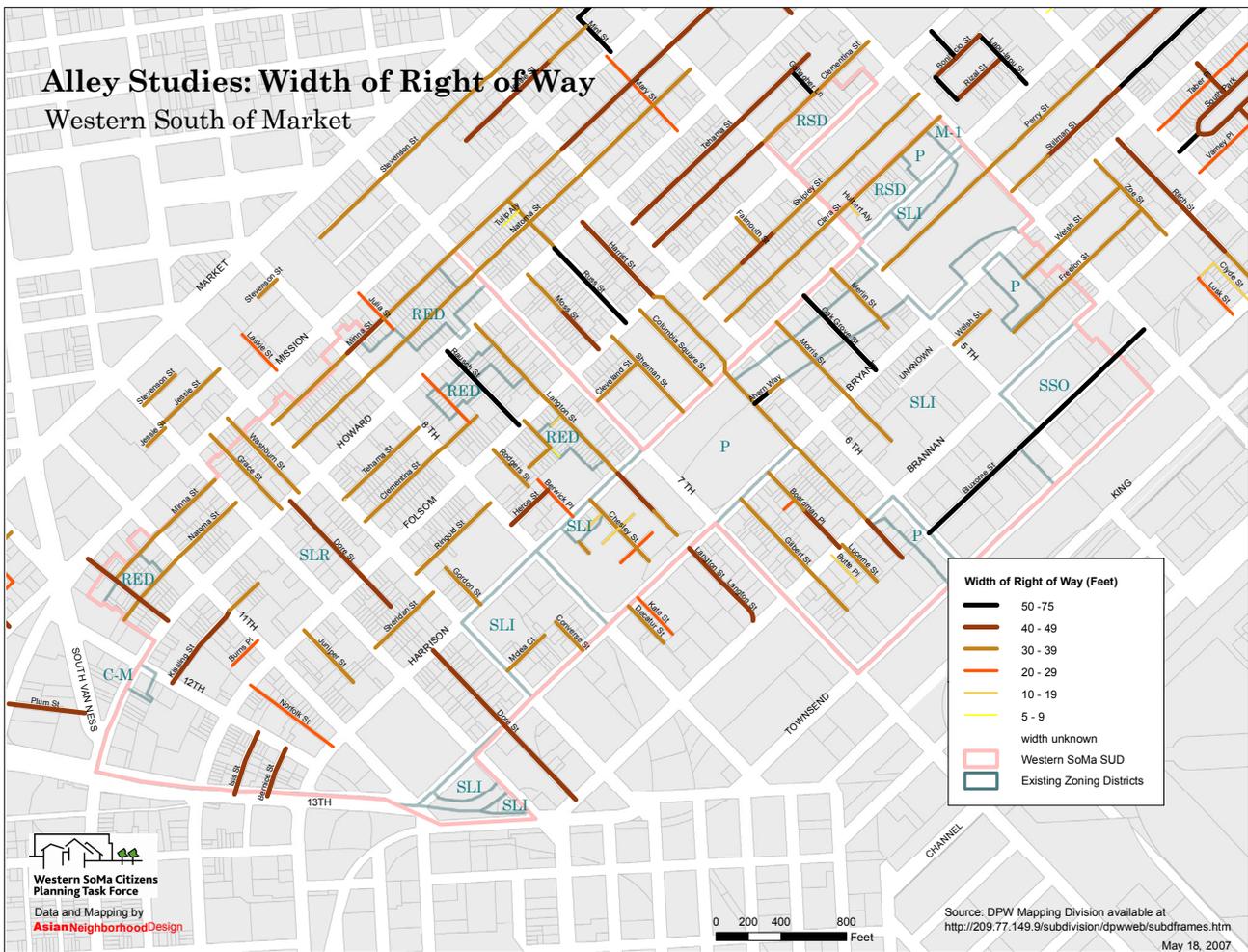
Employ traffic calming measures on alleys.

In order to ensure better safety on alleys, it is essential that average vehicle speeds are decreased.

POLICY 4.2.4

Prohibit the circulation of freight and service vehicles on residential alleys.

The entry of freight vehicles into alleys threatens the safety of pedestrians and bicyclists. These vehicles should be primarily limited to regional streets.



NEIGHBORHOOD SERVING STREETS

Some commercial activities will probably generate additional travel demand on neighborhood-serving streets in the Western SoMa SUD. The promotion of alternative modes of transportation to the private automobile can effectively accommodate this increased demand. This objective is consistent with a Western SoMa Planning Principle which mitigates the local impacts of new development.

OBJECTIVE 4.3

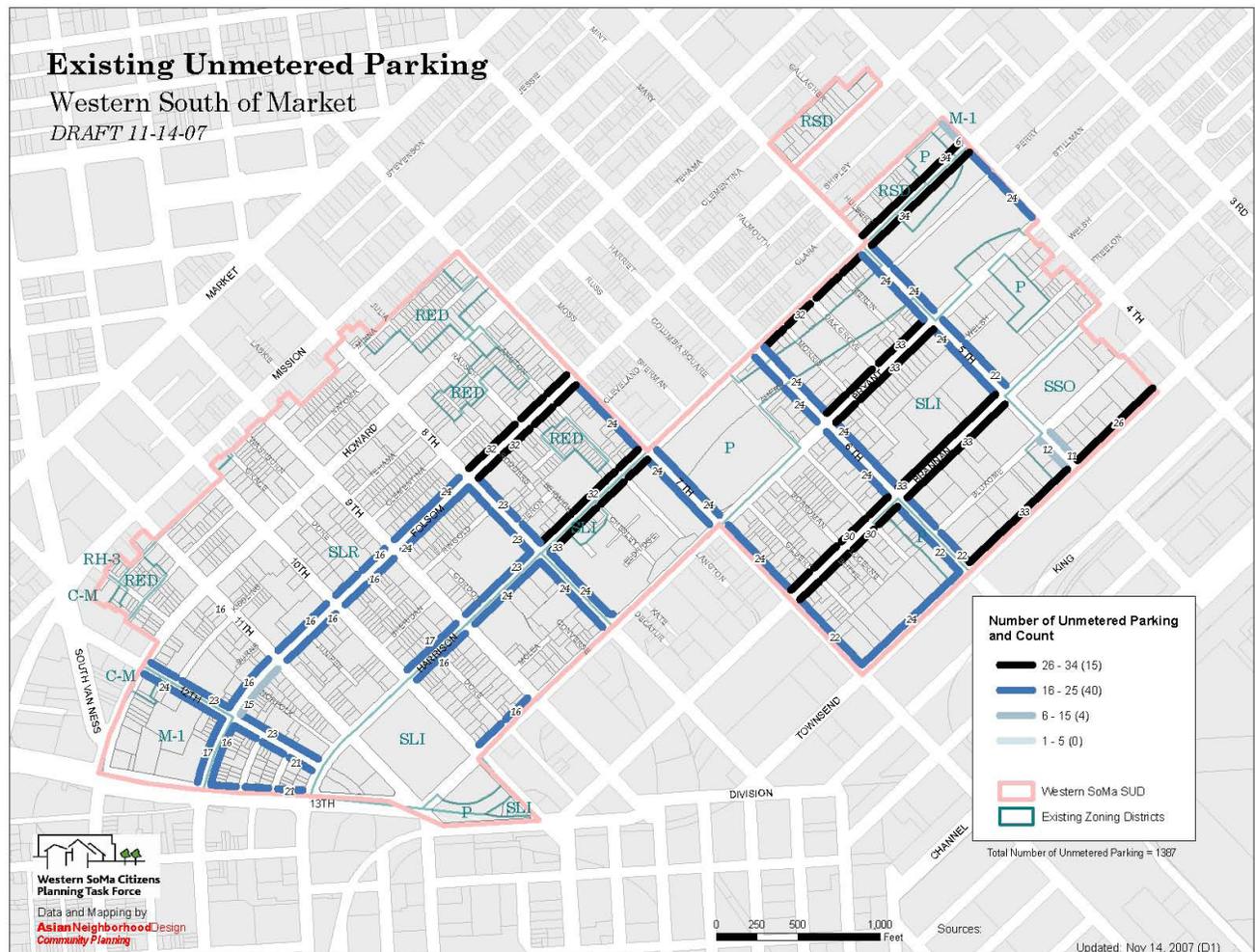
Reduce the impacts of commercial development on neighborhood-serving streets by promoting alternative transportation modes

POLICY 4.3.1

Develop commercial uses on specific streets, making them easily accessed by transit and non-motorized transportation.

Neighborhood commercial establishments should be designed to provide direct access to the street and its rich mix of transportation options.





POLICY 4.3.2

Reduce the supply of on-street parking on some neighborhood-serving streets, in order to accommodate transit and bicycle lanes.

Where possible, on-street parking should be limited, permitting space for alternative modes of transportation.

POLICY 4.3.3

Promote walking and bicycling to/from the designated Neighborhood Commercial (NC) Districts by introducing pedestrian and environmental improvements.



Another way of reducing use of the automobile is to promote non-motorized modes of transportation.

POLICY 4.3.4

Reduce auto-oriented facilities on neighborhood-serving streets.

Auto-oriented uses often work against the principles of the Transit First policy and the primary objectives of the Transit Preferential Streets (TPS) program.

POLICY 4.3.5

Develop transportation system improvements, based on an analysis of existing and future conditions.

To fully assess local needs as well as the available options for improving mobility on neighborhood-serving streets, a study of existing and expected conditions should be conducted before project implementation. This multi-modal effort will need to be coordinated across a number of City agencies, including Planning, the MTA, the SFCTA and DPW.

POLICY 4.3.6

Collaborate with the MTA to study the feasibility of developing parking pricing policies.

Such policies could promote effective parking management, inducing short-term parking turnover, increasing availability and generating revenues for community improvements.

In order for these streets to be attractive, it is important that residents and visitors feel comfortable at all times. This concept is consistent with a Western SoMa Planning Principle that seeks to promote safety in the public realm.

OBJECTIVE 4.4

Ensure a minimum level of safety on neighborhood- serving streets

POLICY 4.4.1

Provide a basic level of common services at major transit nodes, preventing these areas from being perceived to be isolated.

Too often, major transit nodes are void of any basic services for passengers, making them feel isolated and discouraging them from using transit. Nodes should be located near residential or commercial developments in the Community Plan. In addition, an effort should be made to locate services (e.g., store, ATM) in the vicinity of these nodes.

POLICY 4.4.2

Introduce traffic calming measures that promote pedestrian and bicycle transportation and safety.

Often, auto-oriented street design discourages bicycle and pedestrian use along streets. New street treatments, such as bulb-outs or bicycle lanes, should be introduced to facilitate the use of these alternative modes.

POLICY 4.4.3

Provide mid-block crossings for better access to major activities and facilities.

The provision of mid-block crossings on some streets will enhance the local pedestrian environment, shortening walking distances.

POLICY 4.4.4

Improve transit facilities and services on streets with existing transit service, providing passengers with better access to nearby destinations.

The operation of dependable transit services near neighborhood-serving streets offers alternative means of access to these thoroughfares, reducing dependence on the automobile.

POLICY 4.4.5

Reduce posted speeds along neighborhood-serving streets to 20 mph.

Studies have shown that the reduction of posted speeds can effectively provide a safe and attractive environment for neighborhood residents and visitors. Slower speeds should effectively eliminate many of the conflicts experienced between the various transportation modes without reducing carrying capacity.

POLICY 4.4.6

Coordinate with MTA to develop an ongoing set of pedestrian and bicycle safety improvements for neighborhood-serving streets.

Actions should be based on an analysis of pedestrian, bicycle and motor vehicle collisions. They should follow Federal Highway Administration (FHWA) guidance and previous MTA pedestrian studies of high risk intersections.

Street and transit modifications should be consistent with the local character of the area and be designed to respond to the needs of the neighborhood. This objective is in keeping with a Western SoMa Planning Principle that seeks serving the needs of existing residents and businesses.

OBJECTIVE 4.5

Design neighborhood-serving streets according to local needs and desires

POLICY 4.5.1

Improve connections to regional transit services.

Access to Bay Area destinations can be improved through better coordination between transit routes on these streets and regional routes and facilities located in the SoMa.

It is essential that policies included in this effort are consistent with similar efforts at the city and regional levels. This objective supports a Western SoMa Planning Principle which focuses on efforts to provide clear community planning policies.

OBJECTIVE 4.6

Integrate neighborhood-serving street policies with other planning efforts

POLICY 4.6.1

Promote cooperation between agencies and programs involved in planning SoMa.

The involvement of all relevant agencies in the planning and development of neighborhood-serving streets will allow for the comprehensive treatment of these streets

POLICY 4.6.2

Work with the MTA to identify new transit needs on neighborhood-serving streets.

It is important for the Planning Department to work with the MTA to clearly define the parameters for transit service, based on existing conditions and expected land use changes.

FOLSOM STREET

Neighborhood commercial activities on Folsom Street will most likely generate additional travel in the area. Where possible, the City should promote low cost, demand management measures that reduce automobile dependence and promote transit, bicycling and walking. This objective seeks to mitigate the possible neighborhood impacts of new development.



OBJECTIVE 4.7

Reduce the impacts of increased neighborhood commercial development on Folsom street by encouraging the use of alternative modes of transportation

POLICY 4.7.1

Develop commercial uses on Folsom Street that are easily accessed by transit and non-motorized transportation.

Neighborhood commercial establishments along Folsom Street should be designed to provide direct access to the street and its rich mix of available transportation options.

POLICY 4.7.2

Design and implement an on-street parking scheme for Folsom Street.

In order to maximize the potential for Folsom Street, on-street parking facilities should be carefully designed to both provide some short-term parking and provide space for alternative modes.

POLICY 4.7.3

Promote walking and other non-motorized travel modes to/from neighborhood commercial segments of Folsom Street by introducing pedestrian and environmental improvements.

Another way of reducing use of the automobile is to promote non-motorized modes of transportation. An improved walking environment will facilitate pedestrian movement.

POLICY 4.7.4

Reduce or prohibit auto-oriented facilities on Folsom Street.

Auto-oriented uses often work against the objectives of the Transit First policy and the principal objectives of the TPS program.

POLICY 4.7.5

Develop transportation system improvements on Folsom Street, based on an analysis of existing and future conditions.

To fully assess local needs as well as the available options for improving mobility on Folsom Street, a thorough study of existing and expected conditions should be conducted prior to project implementation. This multi-modal effort will need to be coordinated across a number of City agencies, including Planning, the MTA, the SFCTA and DPW.

POLICY 4.7.6

Collaborate with the MTA to develop parking pricing policies.

These policies promote effective parking management, inducing short-term parking turnover, increasing availability and generating revenues for community improvements.

POLICY 4.7.7

Require that commercial development provide on-site Travel Demand Management (TDM) programs incorporating a variety of measures, to ensure vehicle trip reduction.

As conditions of approval, ensure that developers apply demand management concepts, such as those put in practice in the downtown area and at large employers (e.g., UC San Francisco). While individual developers would ultimately have responsibility for providing TDM services to their tenants, perhaps these programs could be collectively managed at the neighborhood or block level by a central coordinator.

POLICY 4.7.8

Require that residential development provide TDM benefits to individual tenants.

Residential developers should be required to provide specialized services to building occupants. A resident-based program could effectively reduce automobile dependency and promote use of transit and non-motorized modes.

In order for Folsom Street to be attractive, it is imperative that residents and visitors feel comfortable at all times. Consistent with Western SoMa Planning Principle 3, this objective seeks to promote safety in the public realm.

OBJECTIVE 4.8

Ensure safety on Folsom Street, particularly for residents and other users of the system

POLICY 4.8.1

Provide a basic level of common services at major transit nodes, preventing these areas from being perceived as isolated.

Often, major transit nodes are devoid of any basic passenger services, making passengers feel isolated and discouraging them from using transit. Nodes should be located near residential or commercial developments in the Community Plan. In addition, an effort should be made to locate services (e.g., store or ATM) in the vicinity of these nodes.

POLICY 4.8.2

Introduce traffic calming measures that will promote pedestrian and bicycle transportation and safety in the area.

Often, auto-oriented street design discourages bicycle and pedestrian use along streets. New street treatments, such as bulb-outs or bicycle lanes, should be introduced to facilitate the use of these modes.

POLICY 4.8.3

Provide mid-block crossings on Folsom Street (between 6th and 9th Streets) that provide pedestrians with better access to major activities and local alley networks in the vicinity.

The provision of new, mid-block crossings will enhance the local pedestrian environment along Folsom Street. Pedestrian movement in this area has historically been limited by the relatively long blocks between north-south streets (e.g., 5th and 6th Streets).

POLICY 4.8.4

Improve on-street transit facilities and services, providing passengers with better access to major destinations along Folsom Street.

The operation of dependable transit services on or near Folsom Street will provide alternative means of access to this thoroughfare, reducing dependence on the automobile and its negative impacts.

POLICY 4.8.5

Reduce roadway conflicts between transit vehicles, bicyclists and pedestrians.

Under the Community Plan, Folsom Street will become a Transit Preferential Street, requiring that conflicts be reduced to a minimum. Existing conflicts will be studied, providing input into the development of transit improvements.

POLICY 4.8.6

Coordinate with MTA to develop a minimum set of required pedestrian and bicycle safety improvements.

Actions should be based on an analysis of pedestrian, bicycle and motor vehicle collisions. A requirement should be to follow Federal Highway Administration (FHWA) guidance and previous MTA pedestrian studies of high risk intersections.



Street and transit modifications to Folsom Street should be consistent with the local character of the area and designed to respond to the needs of the neighborhood. In keeping with Western SoMa Planning Principle 5, this objective seeks to serve the needs of existing residents and businesses.

OBJECTIVE 4.9

**Design Folsom Street
consistent with local needs and desires**

POLICY 4.9.1

Identify Folsom Street as a corridor providing connections to regional transit.

Access to Bay Area destinations can be improved through better coordination between Folsom Street routes and regional routes and facilities in the SoMa.

It is essential that policies included in this effort are consistent with similar efforts at the city and regional levels. This objective supports Western SoMa Planning Principle 7, which focuses on providing clear community planning policies.

OBJECTIVE 4.10

**Integrate Folsom Street policies
with other planning efforts**

POLICY 4.10.1

Promote cooperation between agencies and programs involved in planning SoMa, consistent with the provisions of the Administrative Code.

The involvement of all relevant agencies in the planning and development of Folsom Street corridor (from The Embarcadero to Division Street) will allow for the comprehensive coverage of all issues central to the corridor.

POLICY 4.10.2

Work with the MTA to identify new transit needs on Folsom Street, including routes, frequencies, and amenities.

Given the proposed changes slated for Folsom Street under the Community Plan, the Planning Department should work with the MTA to clearly define the parameters for transit service, based on existing conditions and expected land use changes.



REGIONAL STREETS

In order to minimize the negative impacts of regional traffic flows through the Western SoMa SUD, all pass-through traffic should be channeled along streets leading to/from established freeway on-ramps/off-ramps.

OBJECTIVE 4.11

Restrict regional traffic to a north-south and east-west couplet of streets that directly connect to the Central Freeway

POLICY 4.11.1

Provide adequate motor vehicle capacity along regional streets.

In order to accommodate all regional traffic on these streets, it is important that the appropriate treatments are applied to maximize roadway capacity.

POLICY 4.11.2

Restrict all freight and service traffic to regional streets.

While essential to the economic well-being of the city, the movement of freight undeniably impacts the streets upon which it is facilitated. Accordingly, freight vehicles should only be allowed to circulate on regional streets, which directly link to nearby highway facilities.

Despite their role as regional traffic streets, it is important that residents and visitors feel comfortable at all times. Consistent with Western SoMa Planning Principle 3, this objective seeks to promote safety in the public realm.

OBJECTIVE 4.12

Ensure a minimum level of safety on regional streets, particularly for residents and other users of the system

POLICY 4.12.1

Enhance the walking experience by introducing pedestrian and environmental improvements.

A safe and enhanced walking environment will facilitate pedestrian movement on regional streets.

POLICY 4.12.2

Develop transportation system improvements on regional streets, based on an analysis of existing and future conditions.

To fully assess travel demand on these streets, transportation planners should conduct a multi-modal study of existing and expected conditions. This effort will need to be coordinated to include inputs from the Planning Department, the MTA, the SFCTA and DPW.

POLICY 4.12.3

Coordinate with MTA to develop a minimum set of required pedestrian and bicycle safety improvements.

Actions should be based on an analysis of pedestrian, bicycle and motor vehicle collisions. Requirements should follow Federal Highway Administration (FHWA) guidance and consider MTA studies of high risk intersections.

It is essential that policies included in this effort are consistent with similar efforts at the city and regional levels. This objective is consistent with Western SoMa Planning Principle 7, focusing on efforts to provide community planning.

OBJECTIVE 4.13

Integrate regional street policies with other planning efforts

POLICY 4.13.1

Promote cooperation between agencies and programs involved in planning SoMa.

The involvement of all relevant agencies in the planning and development of regional streets will allow for the comprehensive coverage of all issues central to the corridor.

GOODS MOVEMENT

While the movement of goods to market is an activity that serves to enhance economic development, it inevitably affects the commercial and residential areas surrounding the principal freight routes. Consistent with Task Force Planning Principles, it is imperative that the negative impacts resulting from this movement are mitigated in a way that is acceptable to the community.

OBJECTIVE 4.14

Reduce the negative impacts of goods movement on local neighborhoods



POLICY 4.14.1

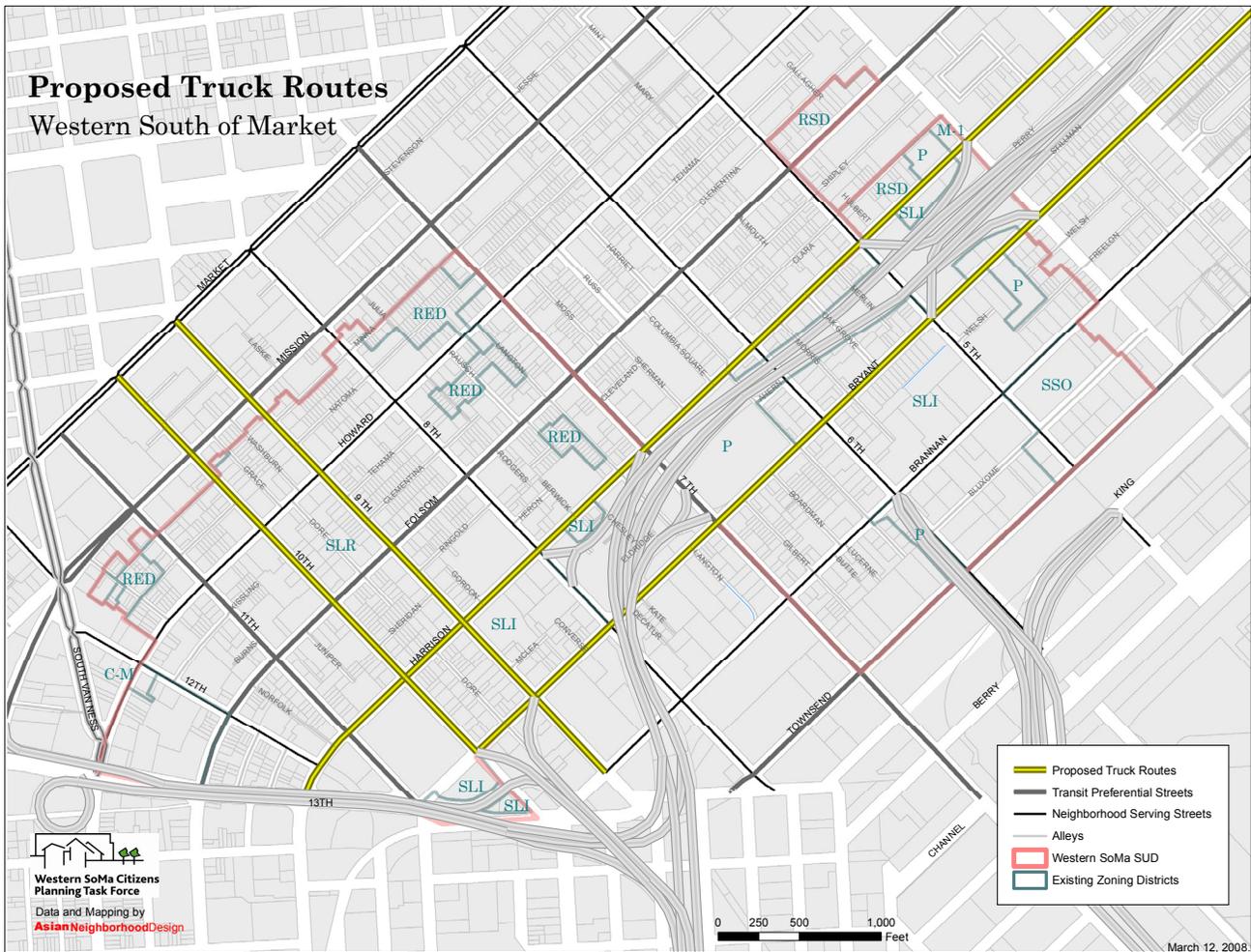
Introduce roadside signage indicating commercial vehicle limitations within the Western SoMa SUD.

New freeway and street signage should be introduced, clearly specifying commercial vehicle restrictions within the Western SoMa. This action will clearly communicate the need to respect neighborhood safety and limit activities to only designated streets.

POLICY 4.14.2

Mitigate the undesirable effects of goods movement by limiting freight loading and unloading to designated streets at specific times of the day.

One approach to mitigating the negative impacts of vehicle-generated noise, vibration and emissions is to restrict loading and unloading activities to specific streets and to prohibit it during late evening and early morning hours.



POLICY 4.14.3

Strictly enforce yellow and special vehicle loading zones to facilitate deliveries and pickups at appropriate locations, and to reduce double-parking.

In order to minimize the impacts of freight loading activities on permitted streets (e.g., additional congestion), it is essential that curb zone provisions are strictly enforced.

POLICY 4.14.4

Provide an adequate number of curbside freight loading spaces in the Western SoMa SUD.

In most areas of the South of Market Area (SoMa), a substantial number of freight deliveries are made in the street right of way. Often, delivery vehicles double park in areas where curbside freight loading is not available, causing problems for pedestrians, bicyclists and motorists. Adequate curbside freight loading space should be provided.

POLICY 4.14.5

Conduct exposure assessments in sensitive areas where vehicle volumes are above acceptable levels.

Where cumulative vehicle volumes are in excess of 100,000 vehicles per day, within a 500 foot radius of a sensitive area, a PM 2.5 exposure assessment should be required. It is important that all new development in the Western SoMa SUD provide HVAC systems with filtration.

POLICY 4.14.6

Work with the Departments of Public Health and Building Inspection to develop new building code requirements to mitigate ambient air pollution hazards.

New development eventually results in substantial truck traffic in localized areas. In order to reduce the levels of pollution, the Planning Department should work with these City agencies to minimize possible air quality impacts.

POLICY 4.14.7

Ensure that noise mitigations are actively implemented.

It is imperative that new development be designed to lessen possible noise impacts on the local area. Such requirements as the California Title 24 Noise Insulation Standards guarantee that noise levels along streets in the area are kept at acceptable levels.

Most of the commercial freight entering the city crosses the SoMa, along the freeway and local streets. Where possible, in order to maintain an acceptable level of safety, the City must manage the volume and speed of goods vehicles. In keeping with Western SoMa Planning Principle 3, this objective promotes safety.

OBJECTIVE 4.15

Improve safety for local residents and merchants by restricting commercial vehicle traffic in the Western SoMa SUD

POLICY 4.15.1

Prohibit service vehicles and commercial traffic from operating in areas not designated as arterial freight routes.

The movement of large commercial vehicles poses a significant threat to residential communities, especially where there are children involved. Commercial vehicles should be limited to regional traffic streets and kept out of all other areas.

POLICY 4.15.2

Employ traffic calming measures, in order to mitigate the impacts of freight traffic.

Develop and implement traffic calming measures at Western SoMa intersections that service commercial vehicles. Treatments should be aimed at slowing down these vehicles to improve safety.

POLICY 4.15.3

Prioritize commercial vehicle intersections for traffic calming.

Develop a set of criteria for prioritizing traffic calming measures at the Western SoMa intersections with significant volumes of commercial vehicles (e.g., along Harrison, Bryant, 9th and 10th Streets).

POLICY 4.15.4

Reduce speeds on regional freight routes in the Western SoMa.

In order to achieve a greater level of pedestrian and bicycle safety, commercial vehicle speeds should be reduced at freeway on/off ramps and gateways. Signage should indicate maximum speeds.

POLICY 4.15.5

Limit pin-to-axle lengths for trucks entering two-way streets.

In order to avoid traffic and sidewalk conflicts, no commercial vehicles over a certain wheel size should be allowed to enter a two-way street.

OBJECTIVE 4.16

Utilize the public benefit fee package to generate revenues for financing improvements to streets damaged by truck traffic

POLICY 4.16.1

Develop a nexus study for evaluating the magnitude of truck impacts on street surfaces in the SoMa.

Studies have shown that freight vehicles generate a level of pressure on roadways that disproportionately exceeds the pressure generated by smaller vehicles, i.e., leading to the deterioration of roadways. Freight and commercial vehicles should be charged a fee that can be used for road repair.

The development of an area wide goods movement plan is dependent upon ongoing coordination with other local and regional agencies (e.g., the MTA, TA, DPW, MTC), as well as with other major planning efforts, such as the Great Streets and South of Market Alley Improvements Programs, administered by the Department of Public Works; the Pedestrian Master Plan; and the Transit Effectiveness Program. This cooperation can lead to a cohesive community planning process, a major aim of Western SoMa Planning Principle 7.

OBJECTIVE 4.17

Integrate goods movement policies with other planning efforts

POLICY 4.17.1

Collaborate with the MTA, SFCTA, DPW and other agencies to develop a strategy for improving the distribution of commercial vehicles in the Western SoMa.

An efficient network of commercial vehicle routes in the Western SoMa SUD can contribute to the economic vitality of the city. The design of a comprehensive strategy for routing commercial freight vehicles in the area needs to be developed in conjunction with the MTA, the primary agency charged with overseeing street circulation and curb space.

POLICY 4.17.2

Study ways of implementing a set of restrictions on freight traffic passing through the Western SoMa SUD.

In order to reduce the danger of potential conflicts, it is important that freight and commercial vehicles are kept away from high density residential areas, safe routes to schools, pedestrian routes and other sensitive uses.

POLICY 4.17.3

Work with the MTA on revising the loading zone system in Western SoMa.

Efforts must be made to modify the system of color curbs in the area to reflect freight needs, in response to land use changes (e.g., development of Neighborhood Commercial District on Folsom Street).

TRANSIT

In order to promote sustainability, future transit vehicles should be non-polluting. This objective is consistent with Western SoMa Planning Principles that recommend mitigating to the fullest extent possible neighborhood impacts resulting from new development.

OBJECTIVE 4.18

Promote non-polluting public transit

POLICY 4.18.1

Develop Folsom Street as a priority public transit corridor.

A number of studies have explored the potential of converting Folsom Street into a two-way, community-oriented avenue, linking the Embarcadero with points west, effectively bisecting the SoMa. The provision of transit along this corridor could further enhance the livability of this pedestrian-oriented corridor.

POLICY 4.18.2

Improve transit reliability.

Rather than support many parallel transit lines with low to medium frequency (e.g., peak headways of more than 15 minutes), this policy focuses on establishing a dependable network of transit lines, each offering frequent service to, from and within the plan area.

POLICY 4.18.3

Develop on-site TDM programs, with the support of a Nexus study, incorporating a variety of measures, to ensure vehicle trip reduction.

These programs should ensure that developers apply demand management concepts, such as those put in practice in the downtown and at large employers (e.g., Levi Strauss, UC-San Francisco). These programs will need to be adjusted to address local conditions. For each building, programs should be managed through a central TDM coordinator.

POLICY 4.18.4

Develop programs that provide TDM benefits to residential tenants.

Residential developers should provide specialized services to building occupants. A resident-based program could effectively reduce automobile dependency and promote the use of transit and non-motorized alternative modes.

POLICY 4.18.5

Implement public transit improvements that reduce conflicts between transit vehicles, bicyclists and pedestrians on “Transit Preferential Streets.”

In order to ensure the safe and efficient operation of transit service in the area, the City must improve transit infrastructure and eliminate all obstructions (such as curb cuts and mid-block left turns) to the smooth flow of transit vehicles. The Transit Preferential Streets program encompasses a set of street treatments designed to improve the flow of transit vehicles through the use of better signage, segregated lanes, and other measures aimed at providing additional road space for transit.

POLICY 4.18.6

Require that transit be modified in response to land use change.

It has increasingly become clear that there is a close relationship between transit level of service and land use in an area, particularly as it relates to residential and commercial densities.

POLICY 4.18.7

Apply priority treatment to streets where transit is available.

Most surface transit in the SoMa operates in mixed traffic (with automobiles and bicycles) and consequently, is often subject to long delays, particularly near activity centers. A comprehensive, well-enforced network of exclusive bus lanes can effectively move transit quickly, shortening travel times and reducing local congestion. Also, in order to reduce conflict, bicycles should ideally be accommodated on parallel streets.

POLICY 4.18.8

Require that transit vehicles are non-polluting.

In order to reduce the emission levels generated by such traditional fuel sources as diesel, it is important that all new transit vehicles be non-polluting. Currently, the Municipal Transportation Agency has the goal of reducing its fleet greenhouse gas emissions to thirty percent below 1990 levels by the year 2012 and becoming 100 percent emission-free by 2020.

The entire SoMa plays an important role in the distribution of cross-city trips as well as journeys into and out of San Francisco. Future plans should consider the relative proximity of the area to major transit facilities, providing benefits to commuters, residents and travelers. This objective is consistent with a Western SoMa Planning Principle which calls for proposed land use developments to primarily serve the needs of existing residents and businesses.

OBJECTIVE 4.19

Utilize the existing Western SoMa proximity to public transit

POLICY 4.19.1

Provide links to local and regional transit services.

In general, the SoMa features a number of regional facilities, such as the Transbay Terminal, BART Stations and the CalTrain Station at 4th and King. There is a clear need for transit lines in the Western SoMa to provide direct service to these facilities.

POLICY 4.19.2

Improve east-west transit connectivity in the area.

Despite the existence of some east-west routes, future planning efforts should be focused on improving service frequency and reliability. New neighborhood commercial and residential developments in the Western SoMa will heavily depend on maintaining links to the downtown area to the east and the Mission District to the west and south.

POLICY 4.19.3

Improve north-south transit connectivity in the area.

While the Western SoMa SUD area has historically been served by a number of east-west services, the transit network has featured very few



north-south connections that directly pass through the Western SoMa SUD. A number of north-south routes zigzag, often following a north-south street for only two or three blocks.

It is important that transit policies in this Community Plan are consistent with similar efforts at the City and regional levels. In keeping with Western SoMa Planning Principle 7, this objective supports the provision of clear and simple community planning policy and zoning requirements.

OBJECTIVE 4.20

Integrate transit policies with other planning efforts

POLICY 4.20.1

Coordinate transit improvements in the Western SoMa SUD so that they are consistent with larger transit efforts.

Currently, there are a number of transit planning efforts that are being developed by other agencies. For example, the MTA is developing its TEP to improve the quality of service and bring it into sync with recent and future land use changes.

PEDESTRIANS

While physical infrastructure improvements have been made to facilitate vehicle circulation in the area, only minimal improvements have been made to the pedestrian system. As a result, many streets in the area are not always easily accessed by pedestrians.

OBJECTIVE 4.21

Provide safe, efficient and pleasant pedestrian circulation in Western SoMa.

POLICY 4.21.1

Ensure convenient and safe pedestrian crossings.

Pedestrians, especially the physically challenged, are often discouraged from crossing the street by wide roadways and traffic signals that do not provide adequate time to cross. In order to mitigate this problem, crosswalks should be improved, crossing distances shortened and signal cycles lengthened. Specific measures include the narrowing of streets, the addition of bulb-outs and ramps at some corners, and the application of zebra crossings at intersections.



POLICY 4.21.2

Improve sidewalk lighting to ensure safety and security.

Many streets and alleyways in the plan area are poorly illuminated at night, discouraging pedestrians and bicyclists from using them. Poorly lit areas are often perceived as dangerous and are avoided. Better lighting can improve pedestrian safety and restore confidence to pedestrians and local businesses.

POLICY 4.21.3

Create safe pedestrian and bicycle routes to community facilities.

In order to ensure the safety of key sectors of the community, including children and seniors, it is imperative that safe routes be designed for access to and from important community facilities in the area.

POLICY 4.21.4

Maintain the physical state of streets and sidewalks.

There are a number of roadways and sidewalks that are in poor physical condition, with holes and cracks that present a potential danger to pedestrians. A program to fix these gaps and fissures should focus on improving and maintaining these facilities.

POLICY 4.21.5

Slow traffic on streets adjacent to the freeway.

High vehicle speeds on nearby streets pose a serious threat to the safety of all pedestrians crossing these streets. A program is needed to both set speed limits at neighborhood-friendly levels and add traffic calming measures to slow traffic.

POLICY 4.21.6

Prohibit the provision of multiple left-turn lanes at all intersections.

Within the plan area, some intersections feature two or more left-turn traffic lanes, creating safety concerns for pedestrians crossing the street. Often, motorists turn quickly to avoid oncoming traffic, and do not wait for pedestrians in the crosswalk.

POLICY 4.21.7

Prohibit free right turns off of freeways onto adjoining streets.

In the vicinity of the plan area, pedestrians have been severely injured by motorists unwilling to fully stop at an intersection controlling traffic coming off a freeway. If free rights are prohibited, pedestrians will feel more at ease crossing at these intersections.

POLICY 4.21.8

Designate mid-block crossings in areas of high pedestrian traffic.

East of Eighth Street, most blocks are longer than 500 feet, requiring that pedestrians walk a significant distance to cross the street at an intersection. This situation is especially critical where there is significant commercial activity on the street, or where alleyways cross at mid-block.

POLICY 4.21.9

Improve pedestrian safety at freeway underpasses and ramps.

Freeway-related facilities, such as underpasses and ramps, introduce a set of hazards to the pedestrian, particularly in such high volume areas as the Western SoMa. While many of these facilities are accessed by the public, vehicle speeds are often high, presenting an immediate danger to the pedestrian wishing to access them. In addition, areas around these facilities are often dark at night, further raising concerns of safety and security.

In order to develop a multimodal transportation network in the Western SoMa, it is imperative that pedestrian-related policies are consistent across city and regional agencies. This objective supports Western SoMa Planning Principle 7, providing for clear and simple community planning policies and zoning requirements.

OBJECTIVE 4.22

Integrate pedestrian policies with other planning efforts

POLICY 4.22.1

Coordinate pedestrian improvements so that they are carefully integrated with other transportation projects in the area.

A number of planning efforts are currently underway in the Western SoMa and surrounding areas. Pedestrian improvements should be coordinated in conjunction with these projects, and with such efforts as the Department of Public Works Great Streets and South of Market Alley Improvements Programs. In addition, facilities should be improved to provide more convenient access to key destinations as well as to other transportation modes.

Pedestrians are often discouraged from walking down streets that are not visually pleasing or that present barriers. Clear, open sidewalks, as well as attractive street frontages attract pedestrians, and other transportation users. In addition, an improved street ambience promotes walking. This objective is consistent with Western SoMa Planning Principle 13, seeking to maximize general environmental quality and health.

OBJECTIVE 4.23

Improve the ambience of the pedestrian environment

POLICY 4.23.1

Integrate pedestrian space with compatible land uses.

Design pedestrian facilities so that they blend in well with surrounding land uses. In order to avoid potential conflicts, auto-oriented uses should be avoided where possible.

POLICY 4.23.2

Create a visible pedestrian network that connects to other areas.

It is important that pedestrian facilities not only feature connections within the area, but also links to surrounding areas (e.g., Downtown, East SoMa, Showplace Square, Mission and Market-Octavia). A network of wayfinding signage should be introduced to help orient the pedestrian.

POLICY 4.23.3

Develop Folsom Street as a pedestrian-oriented transit corridor.

In an effort to better accommodate pedestrians accessing local businesses on Folsom Street, planners have explored the concept of converting it into a two-way, community-oriented avenue that bisects the SoMa. The San Francisco County Transportation Authority published a Strategic Analysis Report on the feasibility of redesigning Folsom. Projects include the application of street calming options, the introduction of sidewalk improvements, a bus rapid transit (BRT) service, and pedestrian and bicycle improvements.

POLICY 4.23.4

Require context-specific pedestrian environmental analysis and countermeasure plans for all development projects.

The inclusion of environmental analysis and relevant plans will ensure that residential and commercial development projects adequately address site-specific, pedestrian access issues.

BICYCLES

The bicycle plays an important role in the transportation system of San Francisco as not only a healthy alternative that is easily accessible to most individuals, but also as a non-polluting alternative to the private automobile. This objective supports Western SoMa Planning Principle 3, promoting safety in all areas of the public realm.

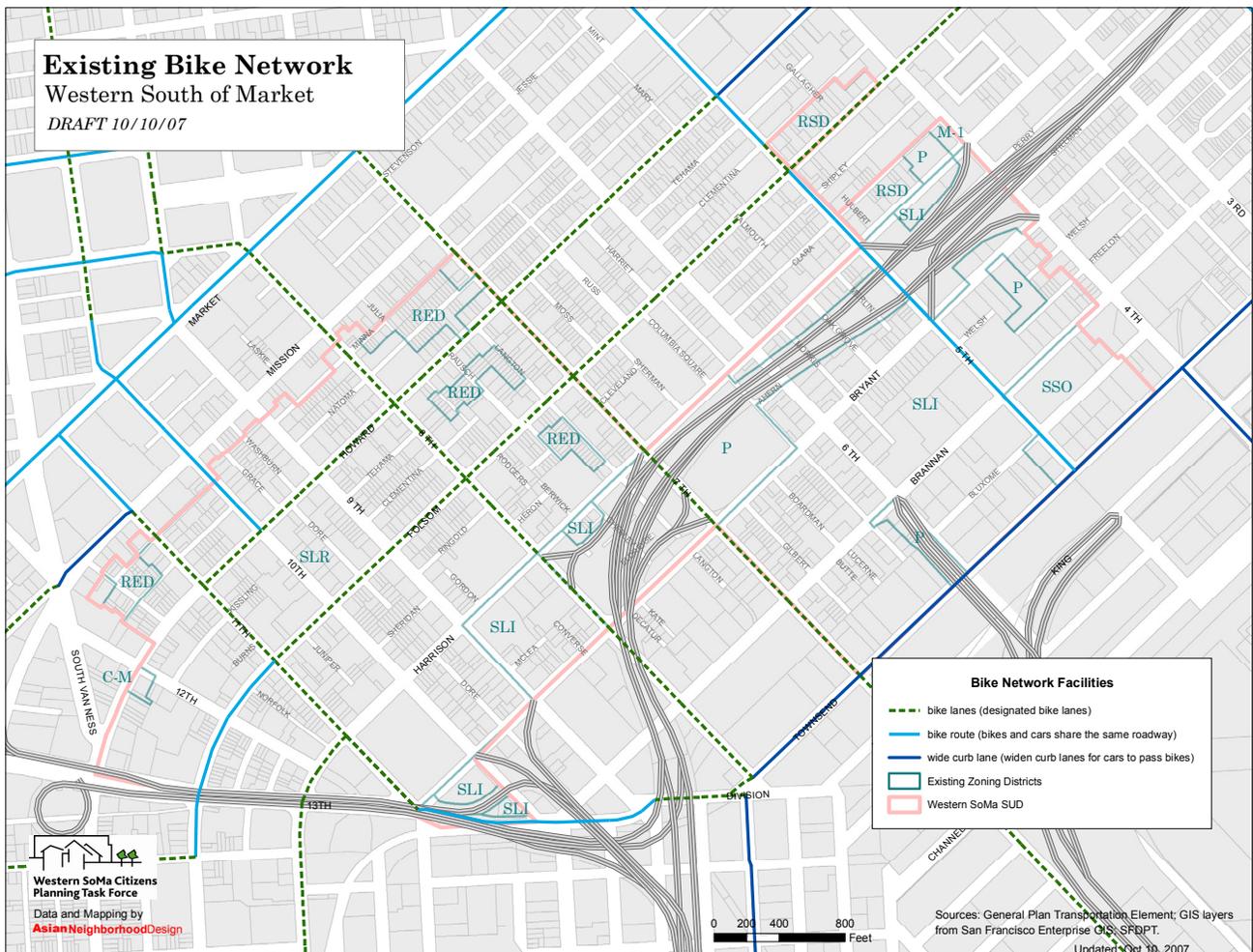
OBJECTIVE 4.24

Ensure that bicycles can be used safely and conveniently as a primary transportation mode and for recreational purposes

POLICY 4.24.1

Improve bicycle access in the Western SoMa.

In order for the bicycle to reach its full potential as a key component of the transportation system, it is essential that an easily accessible network of bicycle routes and paths is fully maintained.



POLICY 4.24.2

On specific streets, implement physical roadway treatments that will improve overall bicycle safety.

On streets that are currently being targeted for bicycle improvements, it is essential that planners continuously design and implement road treatments that will effectively slow vehicle traffic and give a higher level of comfort to bicyclists. For example, improvements should include the introduction of colored bicycle lanes, wider curbside lanes, and improved bicycle signage (on streets with bicycle lanes or routes).

POLICY 4.24.3

Prohibit multiple left turn lanes and free right-turn lanes.

Within the plan area, some intersections feature two or more left-turn traffic lanes, creating safety concerns for bicyclists at intersections. In addition, bicyclists have been injured by motorists unwilling to fully stop before turning right on a red traffic light. If these movements are carefully controlled, bicyclists will feel more comfortable.

It is important that local residents are provided easy access to other areas of the City and region. Many of these residents either work in other areas, or frequently travel outside of the neighborhood for many different purposes.

OBJECTIVE 4.25

Improve bicycle access to other areas of the city and the region

POLICY 4.25.1

Improve direct routes between Western SoMa and other parts of the city.

In some areas, bicycle routes are not continuous due to street obstructions. Efforts should be made to complete the route network by filling these gaps.

POLICY 4.25.2

Accommodate bicycles on streets parallel to the freeway.

Since bicycles are prohibited on the freeway, it is essential that they are given access to parallel bicycle routes in the immediate vicinity. It is essential that bicycle policies included in this effort are consistent with similar efforts at the city and regional levels. To avoid duplication of efforts and conflicting actions, interagency coordination is essential. This

objective supports the provision of clear and simple community planning policy and zoning requirements.

OBJECTIVE 4.26

Integrate bicycle policies with other planning efforts

POLICY 4.26.1

Coordinate bicycle plans in Western SoMa to be consistent with the recommendations coming out of the City Bicycle Plan.

The Bicycle Plan sets a policy framework and an implementation program for improving bicycle planning in San Francisco. Local plans should be planned accordingly, in order to take advantage of the funding opportunities set forth in the Bicycle Plan.

AUTOMOBILES

In general, the availability of parking tends to promote use of the automobile, especially where it is provided at low cost. The Transportation Element encourages the use of transit and other transportation modes as a way of minimizing the impacts of increased vehicle trips. In essence, this objective seeks to mitigate neighborhood impacts resulting from new development.

OBJECTIVE 4.27

Establish parking policies that improve neighborhood livability, vitality, and environmental quality by reducing private vehicle trips and supporting walking, cycling and public transit use

POLICY 4.27.1

Adopt the same parking maximum policies that were applied in the Eastern Neighborhood Plan.

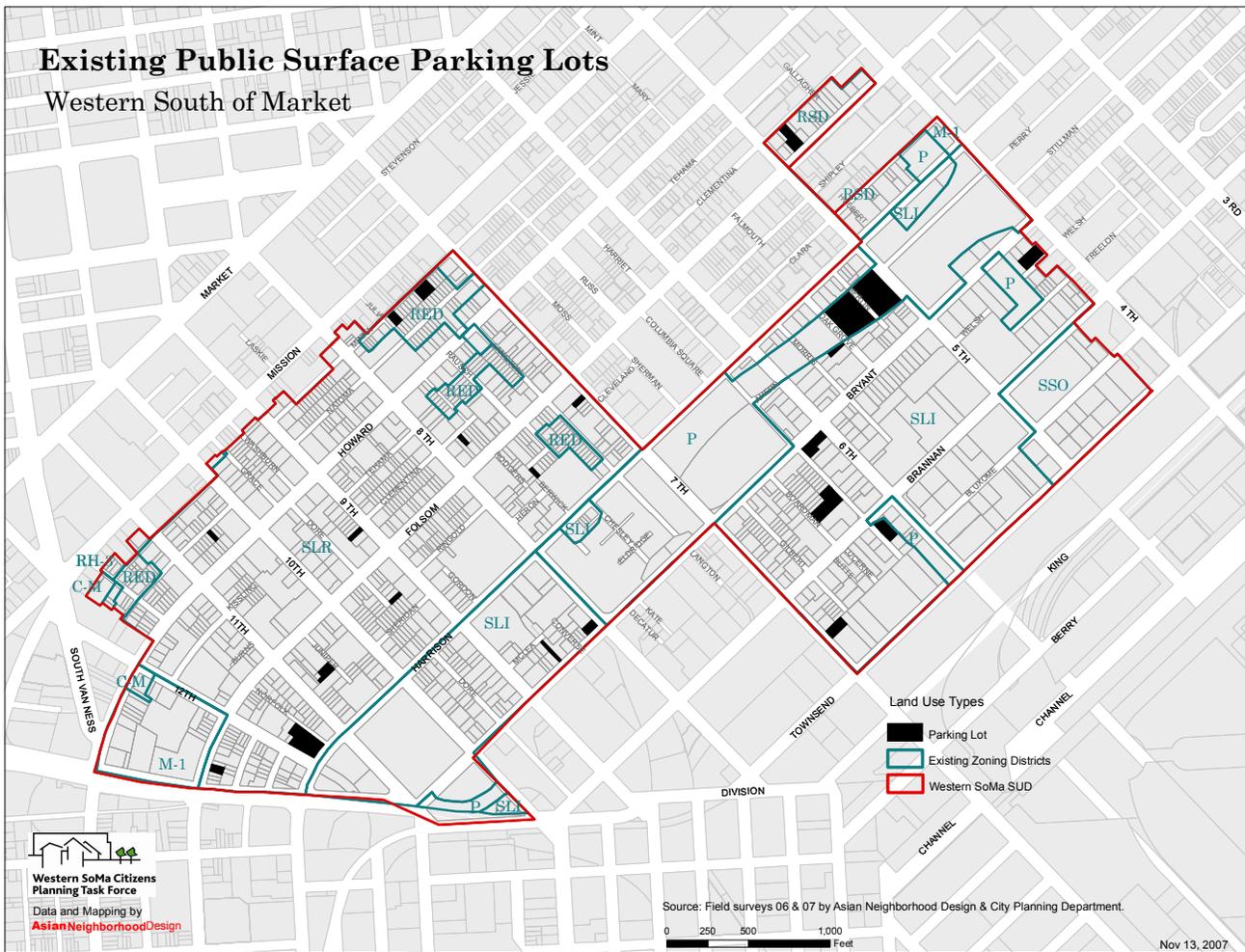
POLICY 4.27.2

Discourage commuter parking in the Western SoMa.

Long-term parking normally attracts workers seeking to park near the work place. In contrast, the provision of short-term parking normally ensures a high turnover of spaces, reducing the pressure (on motorists) to find parking, and, in turn, reducing vehicle trips.

POLICY 4.27.3

Retain on-street parking whenever possible, except where necessary to improve pedestrian, bicycle, and transit access and safety.



Only in certain cases should on-street parking be eliminated on major streets to improve access to transit and non-motorized modes of transportation. Benefits of on-street parking include horizontal separation between the roadway and the sidewalk, and support for neighborhood-serving businesses.

POLICY 4.27.4

Price on-street parking on regional and neighborhood-serving streets to create available spaces at most times, encourage parking turnover, and reduce the number of vehicles circulating in the neighborhood.

Numerous studies have shown that the pricing of vehicle parking is one of the most effective strategies to reduce parking demand, and consequently reduce the use of the single-occupant automobile.

POLICY 4.27.5

Establish residential permit zones on residential enclave streets to prioritize parking for residents.

It is important that these enclave areas primarily serve local residents. This policy effectively restricts outside vehicles from parking along these streets.

POLICY 4.27.6

Promote a Charter Amendment and changes to State law that would enable the City to dedicate some portion of parking meter and permit zone revenues to fund pedestrian, bicycle, transit and streetscape improvements in Western SoMa and the other Eastern Neighborhoods.

The effective enforcement of parking meters and permit zones can generate a steady flow of revenue to the city. Consistent with the Transit First policy, these revenues should go toward the improvement of alternative modes to the car.

POLICY 4.27.7

Make Western SoMa consistent with Eastern Neighborhoods parking standards.

In many central cities, parking standards actually promote the use of the private vehicle by requiring that developers provide at least one off-street parking space per residential unit or commercial area.

POLICY 4.27.8

Promote the unbundling of parking from new housing.

Most residential developers include parking in the overall cost of a housing unit. If parking is priced separately, however, per unit costs decrease and housing is more affordable. Given the choice, many residents may opt not to buy parking. In order to ensure transparency in how parking costs are unbundled from housing costs, new residential development should submit parking charges to the Planning Department.

Travel demand management is an effective tool for controlling the number of vehicle trips made. It comprises a set of low cost measures designed to make better use of the existing transportation infrastructure, i.e., reducing the need for an automobile. This objective also supports Western SoMa Planning Principle 1.

OBJECTIVE 4.28

Reduce the negative impacts of vehicle trips on Western SoMa SUD by encouraging the use of alternative modes of transportation

POLICY 4.28.1

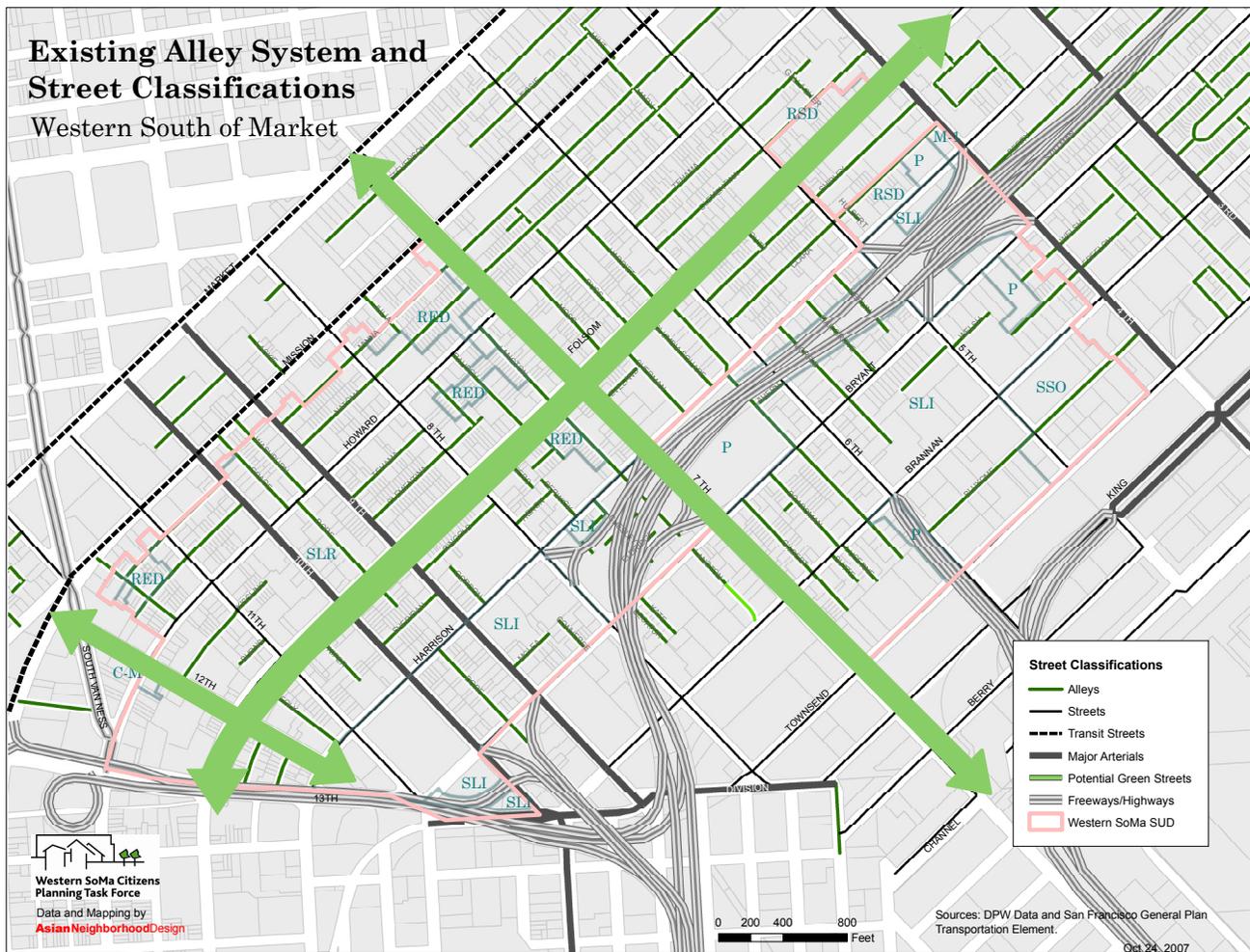
Contain and lessen the local traffic and parking impacts of businesses by implementing a set of employer-based TDM measures.

Normally, businesses produce greater traffic and parking impacts on residential areas unless efforts are made to accommodate employment growth. One way to achieve this is to promote on-site TDM programs at new businesses. These programs include a wide variety of measures, such as rideshare matching, car sharing, subsidized transit passes, emergency ride home, bicycle parking, showers, and alternative modes information.

POLICY 4.28.2

Promote walking and other non-motorized modes to and from designated Neighborhood Commercial districts and other major destinations in the Western SoMa SUD.

Another way of reducing automobile use is to promote non-motorized travel modes. An improved walking environment will facilitate pedestrian



traffic. A number of measures can be introduced to reduce vehicle speeds and improve the local environment, such as the introduction of mid-block crossings, bus bulbs, street narrowing, and sidewalk widening, as well as safety programs.

POLICY 4.28.3

Reduce, relocate or prohibit auto-oriented facilities situated on streets served by local transit services.

The principal function of the Transit Preferential Streets program is to provide facilities that ensure the timely movement of transit riders along major transit corridors. Auto-oriented uses often work against the objectives of the Transit First policy.

Presently, the SoMa is an area under threat from high regional traffic volumes and fast vehicle speeds, primarily along the freeway and connecting streets. In order to ensure an acceptable level of safety, emphasis must be placed on managing vehicle volumes and speeds to better suit the concerns of the neighborhood. This objective is in line with Western SoMa Planning Principle 3, which promotes safety in all areas of the public realm.

OBJECTIVE 4.29

Maintain San Francisco as a principal regional destination without jeopardizing the livability of the SoMa

POLICY 4.29.1

Reduce speeds on arterials leading to/from the freeway.

In order to achieve a greater level of safety, vehicle speeds in the local vicinity should be reduced. At freeway on/off ramps, gateway treatments (e.g., special signage) could remind the motorist that he/she is entering a residential neighborhood.



POLICY 4.29.2

On specific streets, implement intersection treatments that improve pedestrian and bicycle safety.

It is essential that planners design and implement intersection improvements that slow the flow of vehicle traffic and provide a higher level of safety at intersections.

POLICY 4.29.3

Develop a set of traffic-calmed zones.



One approach to slowing local traffic is to create specific speed zones that encompass residential and mixed-use enclaves located on small streets and alleyways. Speeds could be lowered to 20 (miles per hour) on the former and 15 on the latter. New mid-block paths could connect parallel streets, and crossings could link small streets (across wide streets). Other traffic calming strategies could include curb extensions; speed humps and tables; street closures and roundabouts.



POLICY 4.29.4

Prohibit intersection turn movements that endanger pedestrians and bicyclists.

Within the plan area, some intersections feature two or more left-turn traffic lanes, creating safety concerns. The elimination of these movements at neighborhood intersections will reduce potential conflicts and improve intersection safety.

POLICY 4.29.5

Regularly monitor changes in the level of safety on local streets.

One way to manage traffic speeds and increase safety is to regularly survey roadway conditions in the area (e.g., chart the number and location of pedestrian, bicycle and vehicle collisions). Where justified, introduce traffic calming measures that can effectively improve the quality of the neighborhood.

While many of the suggested transportation improvements can be funded through identified sources, including state and local funds, the development of a well structured public benefit package will ensure a steady stream of investment in transportation into the future. This objective is consistent with a Western SoMa Planning Principle which calls for new land use development to primarily serve the needs of existing residents and businesses.

OBJECTIVE 4.30

Develop a public benefit package that will generate revenues for financing transit, bicycle and pedestrian improvements over the long-term

POLICY 4.30.1

Develop a fee that is based on the amount of parking provided.

The existing Transit Impact Development Fee (TIDF) generates revenue from commercial building square footage. In the SoMa, where parking is abundant, there is an opportunity to levy a fee on the amount of parking provided to mitigate traffic impacts.

It is important that auto-related policies are consistent across City and regional agencies. This objective supports a Western SoMa Planning Principle that seeks to provide simple community policies and zoning recommendations.



Urban Design and Built Form

The objectives, policies and implementing actions of the Urban Design and Built Form section of the Western SoMa Community Plan are intended to maintain and enhance an urban environment and diversity of uses that is unique to South of Market while still allowing for infill development, enhanced potential and incremental growth.

Both daytime and nighttime users of Western SoMa – visitors, residents and workers – enjoy the fine-grained fabric of the alleys and appreciate the subtleties of its larger streets. For decades the livability of the community has been maintained by individual business owners and neighbors who created a unique mix of uses. They set back their buildings and brought green to the alleys, reused existing warehouses for a myriad of jobs and arts activities and adjusted to potentially incompatible uses with varying degrees of success.

OBJECTIVE 5.1

Reinforce the diversity of the existing built form and the warehouse, industrial and alley character

This plan respects the mix of uses and building types and enhances the livability for young, old, families, individuals and workers. The Plan recommendations build on the success of living and working in the neighborhood, acknowledges a type of healthy development that can take place on the busy regional-serving streets and creates a new neighborhood commercial transit corridor.

It develops an approach to the larger development sites that adds additional alleys to knit together the fabric of Western SoMa, provides publicly accessible green space, community gathering places and other amenities. The Plan builds on and when necessary creates rear yard patterns for residential development to share aggregated benefits and encourages enforcement of alley design standards that maintain the hierarchy of development patterns. In short, this Plan tries to build on what is here and promotes environments that support jobs, housing and the diversity of uses.

POLICY 5.1.1

Promote, preserve and maintain the mixed use character of Western SoMa's small scale commercial and residential uses.

POLICY 5.1.2

Encourage historic district and landmark designations throughout the Western SoMa SUD.

Based on the number of both historic and social heritage resources (i.e., cultural resources), the community is supportive of creating new social heritage districts in this neighborhood. The Western SoMa Citizens Planning Task Force is also proposing two Social Heritage Special Use Districts.

POLICY 5.1.3

Encourage and support the preservation and adaptive re-use of historic and social heritage neighborhood resources.

The Complete Neighborhood Fabric Committee of the Western SoMa Task Force in August 2007 approved the goal of preservation of social heritage, using the following approaches to preserve Lesbian, Gay, Bisexual, Transvestite and Queer (LGBTQ) and Filipino assets in the neighborhood. The Filipino American Foundation has identified more than 25 historic sites, buildings, and objects as well as proposed boundaries to establish a Filipino social heritage district. The Foundation has been working on this project for several years and has the support of various agencies.

The proposed Filipino district highlights the long-standing cultural institutions in the neighborhood as they have served as places of worship, for community services, for arts expression, and as sites for cultural activities and events in the same manner a plaza would function in the Philippines. The district includes several sites that host folkloric events, and streets named after Philippine national heroes.



San Francisco became the first city in the USA where sexuality became the basis for mobilizing for community rights. A distinctive subgroup of male homosexuals began to gather in this area in the late 1940s. The group was referred to as “leather.” By late 1970, South of Market had become one of the most extensive and densely occupied leather neighborhoods in the world and South of Market had become the most significant local gay neighborhood along with Polk and Castro. There is significant documentation recognizing sexually-based historic resources that have made a significant contribution to the broad patterns of the history of our country as well as the history of San Francisco.

Numerous field surveys and databases have already documented historical resources, buildings, and housing known or generally acknowledged to be social heritage resources in the SoMa. Some of these surveys and

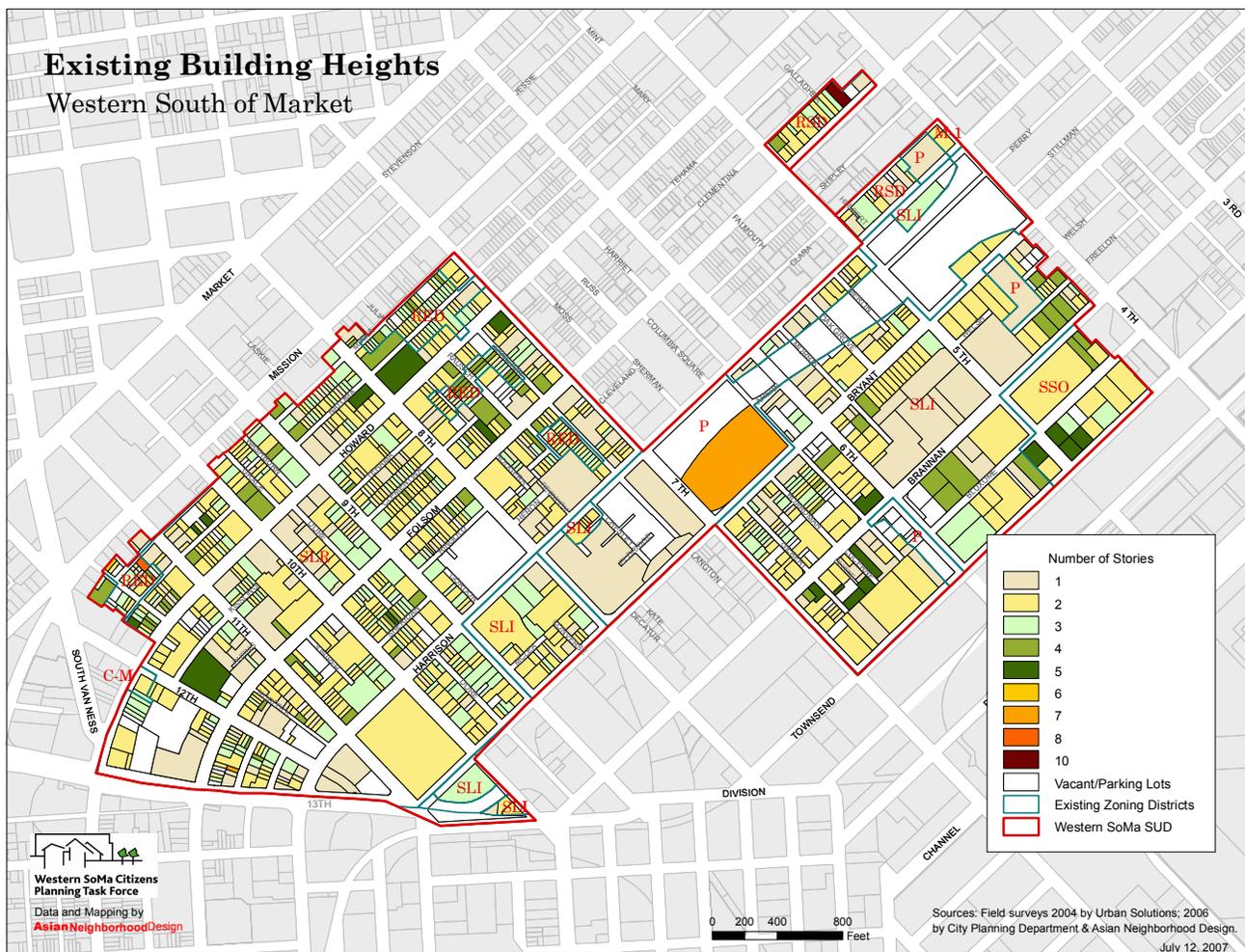
additional Western SoMa Task Force research includes documentation of known LGBTQ assets. At an individual building level, historic surveys document buildings by age, or by type, or by having recognized national and local ratings.

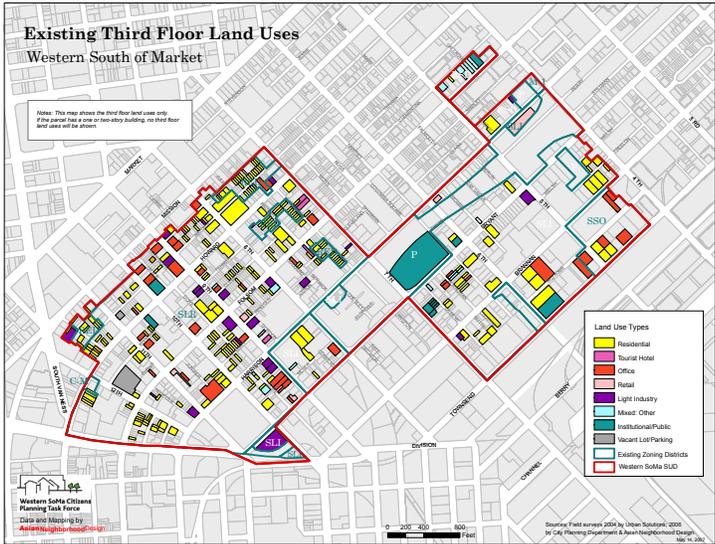
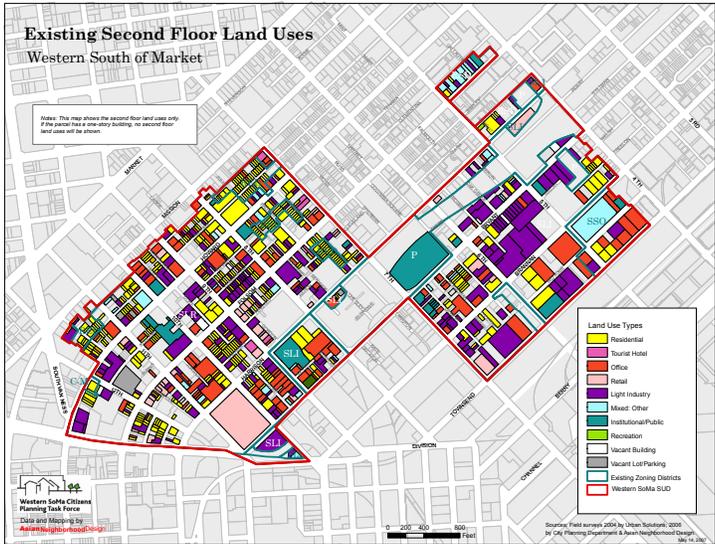
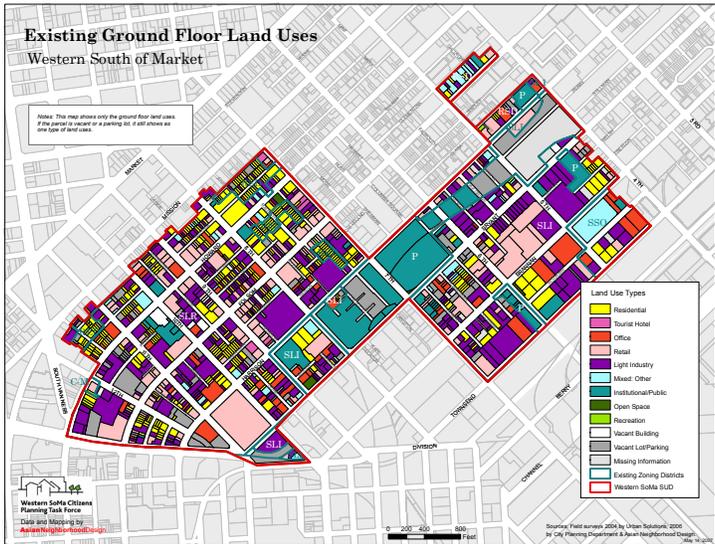
POLICY 5.1.4

Continue to develop and codify a clear and coherent historic resource adaptive re-use program for the Western SoMa SUD that reinforces and builds on the Secretary of the Interior adaptive re-use standards.

There are hundreds of Western SoMa buildings that have been identified in the Historic Preservation Commission’s 2011 survey as being potentially significant resources.

The next step in the development of a local adaptive re-use program that will serve the long term needs of San Francisco in the context of the U.S. Secretary of the Interior standards needs to be undertaken and funded. The first phase of developing an analysis of best practices and identifying





The maps on these two pages clearly establish that the existing built environment of the Western SoMa SUD consists almost entirely of one, two and three story buildings.

building typologies has been initiated and completed for the Western SoMa SUD. The consideration of adaptive reuse and new construction in the context of historic resources are covered in two chapters of the Western SoMa Design Standards.

POLICY 5.1.5

Encourage residential open space in required yards within the designated Western SoMa SUD Residential Enclave Districts.

POLICY 5.1.6

Encourage a mix of uses rather than mixed use developments.

In recognition of the diverse uses in the Western SoMa, and that some of these uses may be incompatible within the same building, there are opportunities to retain a mix of uses if appropriate buffers between uses are used to maintain incompatible uses in near proximity to one another.

POLICY 5.1.7

Develop design standards that preserve the industrial character of the larger streets, the mixed industrial/residential character of the RED-mixed areas and the residential character of the REDs.

OBJECTIVE 5.2

Promote environmental sustainability

The City of San Francisco has a broad range of policies and programs aimed at decreasing the consumption of energy and natural resources. Currently, the City of San Francisco sets the local green building example by requiring all new municipal construction and major renovation projects to achieve a LEED Silver certification from the US Green Building Council. The City also has a variety of green building priority permitting programs for projects that greatly exceed required green building performance standards in Chapter 13 C of the SF Building Code..

Currently, composting and recycling service is required by all San Francisco businesses and residences by the 2009 Mandatory Recycling and Composting Ordinance. In addition, all new developments in the City are required by Chapter 13C of the SF Building Code to provide for adequate space for the storage and collection of three-streams of waste. These requirements should be enforced on new residential and commercial uses in the Eastern Neighborhoods.



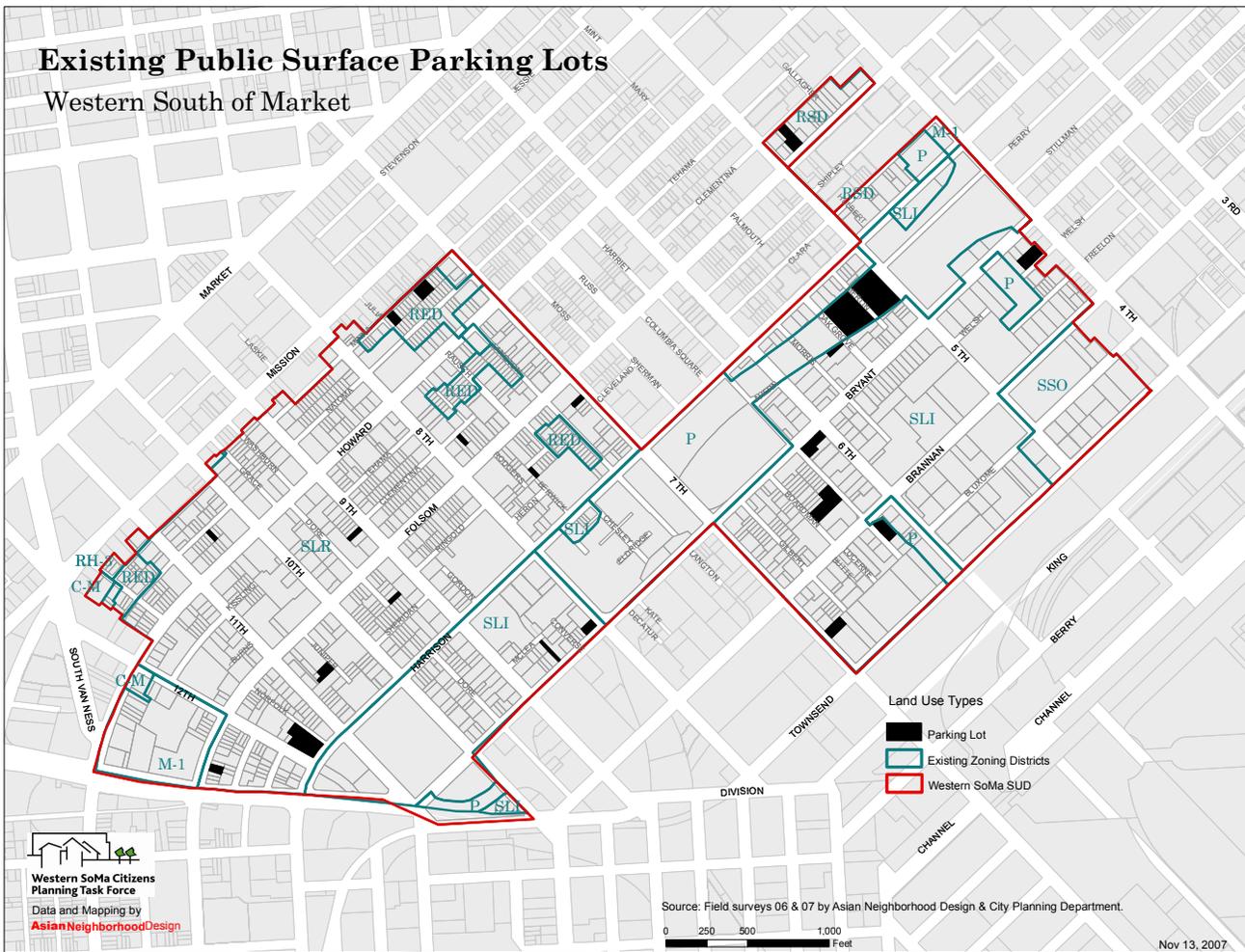
POLICY 5.2.1

Fully support and integrate into the Western SoMa SUD the environmental policies embodied in green building legislation.

POLICY 5.2.2

Require new development to meet minimum levels of “green” construction.

The laws of the City of San Francisco and the State of California require a large percentage of construction debris to be diverted from landfills. The State of California, through its California Integrated Waste Management Act of 1989, Assembly Bill 939 (AB 939), requires that each local jurisdiction in the state divert 50 percent of discarded materials (base year 1990) from landfill. The San Francisco Construction and Demolition Debris Recovery Ordinance (adopted in February of 2006) require a minimum of 65 percent diversion from landfill of mixed construction and demolition debris. Furthermore, in 2002 the San Francisco Board of Supervisors adopted Resolution No. 679-02, setting a goal of 75 percent diversion from landfill by 2010 and promoting the highest and best use of recovered materials and authorizing the Commission on the Environment to adopt a zero waste goal, which it set to achieve by 2020. Lastly, Chapter 13C of the SF Building Code establishes LEED Silver level as the standard for new commercial and high-rise (i.e. >75' to the highest occupied floor) building



projects, which can include the goal of diverting 75 percent of construction and demolition debris from landfill for each project.

POLICY 5.2.3

Require mandatory targets for certain components of the rating systems, specifically, 5 percent to 10 percent of material re-use for development projects, 100 percent diversion of all non-hazardous construction and demolition debris for recycling and/or salvage, 10 to 25 percent onsite renewable generation, water efficient landscaping to reduce potable water consumption for irrigation by 50 percent, and maximize water efficiency within buildings to reduce waste water by 30 percent.

POLICY 5.2.4

Encourage sensitive building use, design and alley guidelines to maximize solar access to all designated Residential Enclave Districts and existing rear yard patterns found elsewhere in the Western SoMa SUD.



POLICY 5.2.5

Require new development to adhere to a new performance-based ecological evaluation tool to improve the amount and quality of green landscaping.

POLICY 5.2.6

Existing surface parking lots and off-street loading areas should be retrofitted to minimize negative effects on microclimate and stormwater infiltration. The San Francisco Stormwater Master Plan, upon completion, will provide guidance on how best to adhere to these guidelines.

The San Francisco Recycled Water Ordinance (Public Works Code, Article 22) requires certain new development be dual-plumbed to allow for use of recycled water for certain uses such as landscape irrigation. New development in Western SoMa is subject to this ordinance. The new performance based planning tool, also known as the Green Factor, will require all new development meets a defined standard for on-site water infiltration, and will offer developers substantial flexibility in meeting the standard.

POLICY 5.2.7

The City should explore how to provide strong incentives that would encourage the retrofit of existing parking areas and other paved areas to meet the guidelines in Policy 5.2.6.

POLICY 5.2.8

Enhance the connection between building form and ecological sustainability by promoting use of renewable energy, energy-efficient building envelopes, passive heating and cooling, and sustainable materials.

POLICY 5.2.9

Compliance with strict environmental efficiency standards for new buildings is strongly encouraged.

POLICY 5.2.10

When soil conditions allow, the use of open pavers (porous pavement materials) on drives, sidewalks, parking lots and plazas should be required.

OBJECTIVE 5.3

Promote walking, biking and an active urban public realm

POLICY 5.3.1

Respect public view corridors. Of particular interest are the east-west views to the bay or hills, and several views towards the downtown.

POLICY 5.3.2

Require high quality design of street-facing building exteriors.

POLICY 5.3.3

Minimize the visual impact of parking.

POLICY 5.3.4

Strengthen the relationship between a building and its fronting sidewalk.

POLICY 5.3.5

Strengthen the pedestrian and bicycle network by extending alleyways to adjacent streets or alleyways wherever possible, or by providing new publicly accessible mid-block rights of way.

POLICY 5.3.6

Require that all development in the Western SoMa include all feasible measures to prevent or minimize wind downdrafts and other adverse wind effects on sidewalks and plazas.

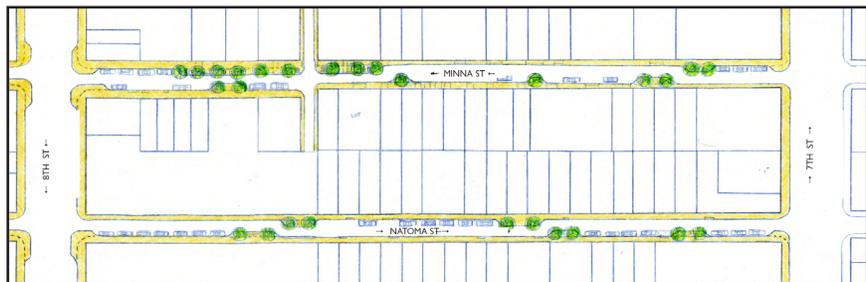
MINNA/NATOMA PRIORITY ALLEY DESIGN ALTERNATIVES



West SOMA
Neighborhood Transportation Plan

MINNA & NATOMA STREETS (BETWEEN 7TH & 8TH):
ALTERNATIVE I - OPTIMIZED PARKING

Drawing Not to Scale
COMMUNITY DESIGN ARCHITECTURE
2400 CALIFORNIA STREET, SUITE 200, SAN FRANCISCO, CA 94109



West SOMA
Neighborhood Transportation Plan

MINNA & NATOMA STREETS (BETWEEN 7TH & 8TH):
ALTERNATIVE II - OPTIMIZED SIDEWALK SPACE

Drawing Not to Scale
COMMUNITY DESIGN ARCHITECTURE
2400 CALIFORNIA STREET, SUITE 200, SAN FRANCISCO, CA 94109

POLICY 5.3.7

Require that all development in the Western SoMa include all feasible measures to maximize sunshine on sidewalks and plazas.

POLICY 5.3.8

Establish and require height limits and upper story setbacks to maintain adequate light and air to sidewalks, parks, plazas and frontages along alleys.

POLICY 5.3.9

Ensure that public amenities such as toilets are incorporated (as appropriate) into neighborhood commercial areas.

RINGOLD PRIORITY ALLEY DESIGN ALTERNATIVES



West SoMa
Neighborhood Transportation Plan

Ringold between 8th & 9th - Enhanced Standard Alleyway Improvements

Scale 1"=40' when printed at 11x17
CONSCIOUS DESIGN ARCHITECTURE



West SoMa
Neighborhood Transportation Plan

Ringold between 8th & 9th - Shared Street Concept

Scale 1"=40' when printed at 11x17
CONSCIOUS DESIGN ARCHITECTURE

URBAN DESIGN/BUILDING HEIGHT ANALYSIS

Methodology: The analysis considered existing fabric and scale of the neighborhood to analyze urban design and heights. This approach is not a from-the-skyline-down “urban form” analysis

Existing Height Limits: add/decrease where appropriate

Criteria:

Key Transit / Commercial Corridors (create a case for each)

Folsom Street

Townsend Street

North-South Corridors:

Proximity to key transportation on/off ramps 10th, 9th, 6th Streets

Distance from RED Clusters

Corners on Arterials

Larger Sites / Parcel Scale

Prevailing Building Heights in Residential Clusters

Controls and Limitations

Criteria:

Open Space / Proximity to Park

Street Widths on Alleys - 1:1 ratio

Existing Building Heights

Solar Access-Taller on North Side/Shorter on South Side

Wind Tunnel - Southeasterly Winds

Noise - From Traffic at Freeway ramps

Historic Resource Sites-(adaptive re-use)

Zoning and Existing Land Use patterns

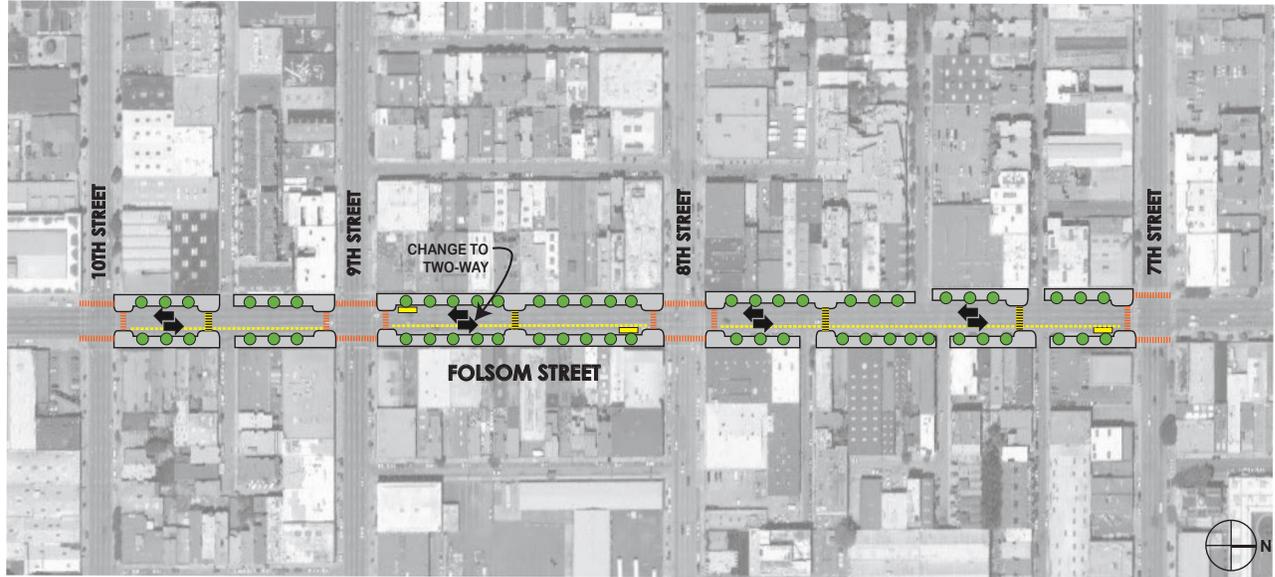
Questions

Where could height allowances decrease bringing heights down to existing scale? Decrease heights in REDs to ensure alley controls are applied/codified.

Where could we use set backs and/or bulk controls?

What is the height pattern?

What is the presence of Historical Resources along corridors?



URBAN DESIGN ELEMENTS



MIDBLOCK CROSSING



BULB-OUT



CROSSWALK

PEDESTRIAN VIEW



SITE MAP - LEGEND

- TWO-WAY STREET
- BULB OUT
- BIKE LANE
- BUS STOP
- CROSSWALK
- MIDBLOCK CROSSING
- TREES

OBJECTIVE 5.4

Encourage appropriate new development that is responsive to the existing and built environment

POLICY 5.4.1

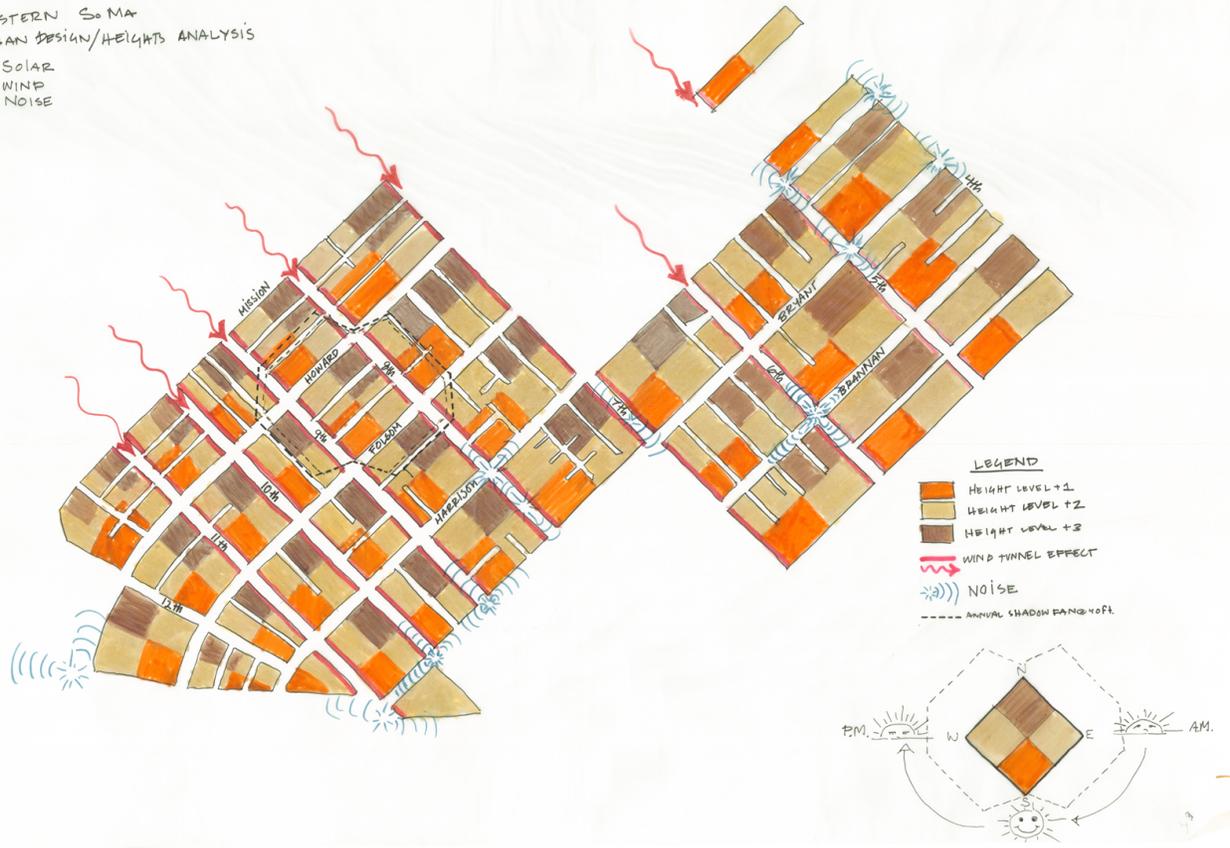
Increase prevailing 50-foot heights in the Western SoMa SUD to 55 feet to encourage gracious floor to ceiling heights for ground floor uses.

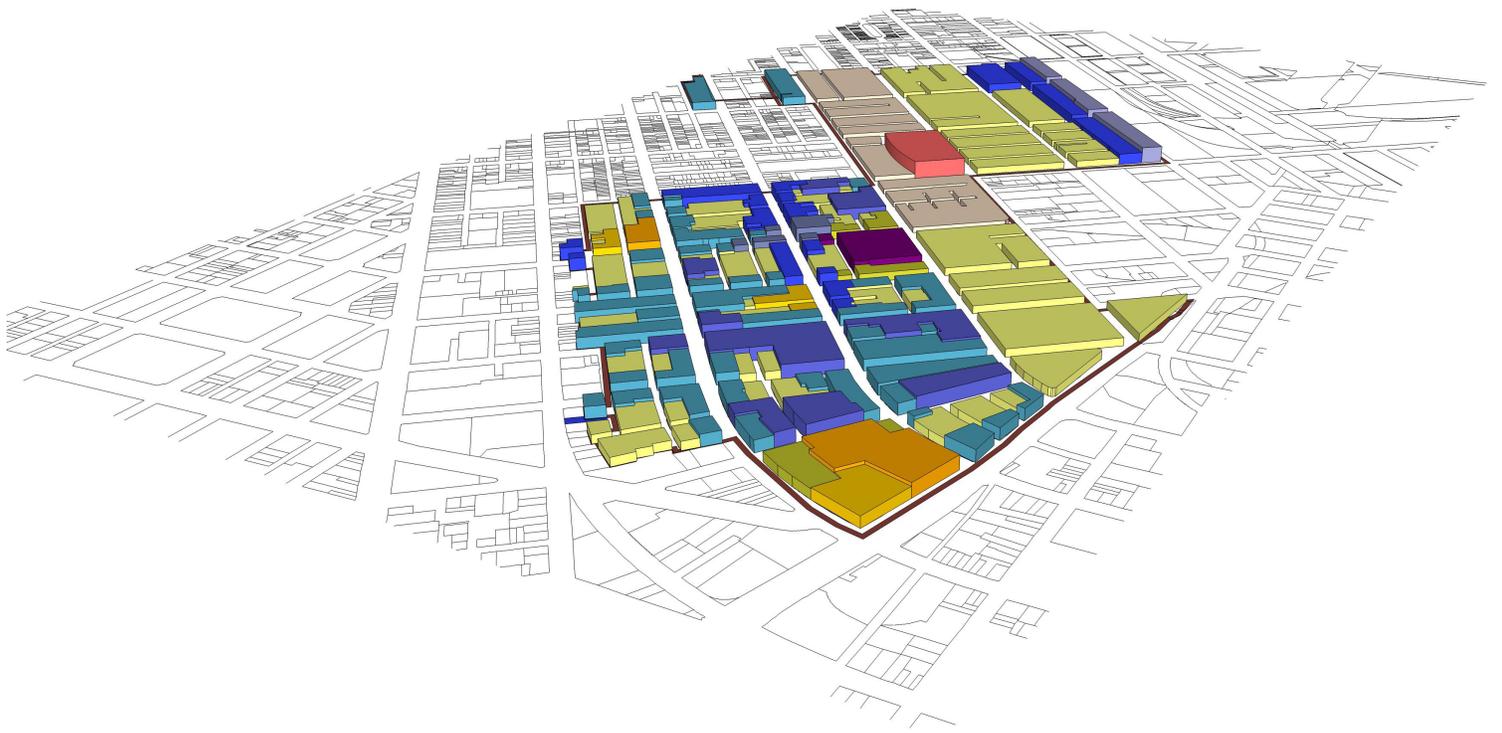
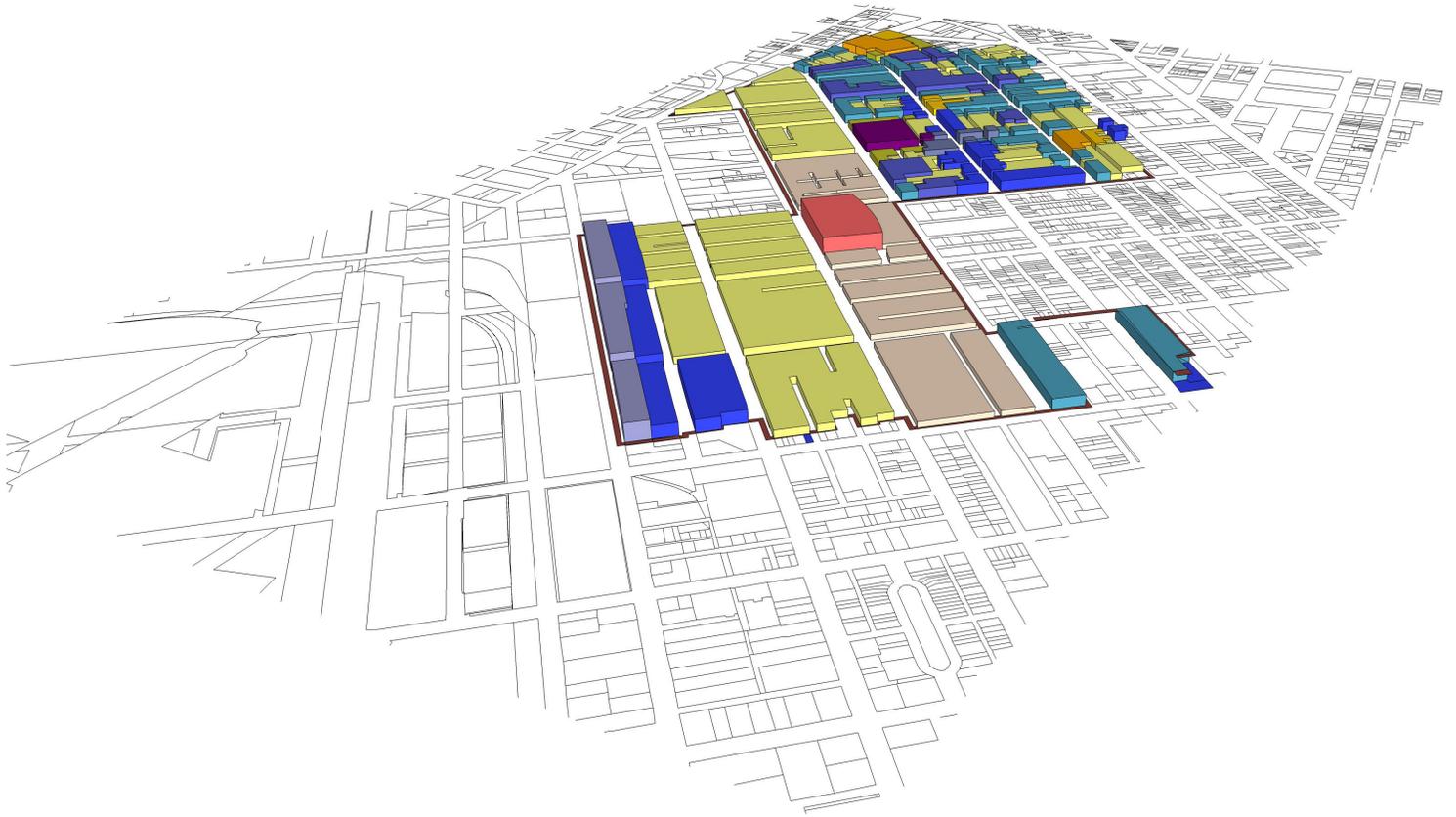
POLICY 5.4.2

Reduce Residential Enclave heights to 40 feet.

WESTERN SOMA
URBAN DESIGN/HEIGHTS ANALYSIS

- SOLAR
- WIND
- NOISE







Preservation

During the past three years, a consultant and preservation planning staff developed “Context Statements” for all of the Eastern Neighborhoods. These Context Statements set geographic boundaries, defined periods of historic significance and established priorities for identification, evaluation, registration and treatment of historic assets.

For Western SoMa, the basic geographic framework to focus the analysis was a combination of the existing clusters (or “enclaves”) of residential uses and the key transit and commercial mixed-use corridors throughout the area. To the extent that historic resources were identified within that geographic framework, building typologies and cultural preservation studies were used by the Task Force to further evaluate the potential for districts and building adaptive re-use opportunities.

The Western SoMa Task Force prepared a set of neighborhood preservation recommendations that:

- Support historic district and resource designations
- Refine ratings using the National Register categories to identify sites, buildings, and areas ready to be rated for adaptive re-use
- Propose new social heritage districts

These historic preservation recommendations are based on two simple goals:

- Identify historic and cultural resources
- Preserve the existing neighborhood historical and cultural resources based on priorities for identification, evaluation, registration and treatment of historic assets

SOCIAL HERITAGE AND CULTURAL PRESERVATION

Many streets and alleys within Western SoMa alleys reflect historically significant social and cultural values, custom and traditions carried out since the early 1900s, especially along Folsom Street and Dore Alley where street fairs have taken place since the 1980s. While the prospect of replacing, repairing, restoring or rehabilitating public alleys implies a burden in terms of cost, it also poses the opportunity to plan, design and locate routes in a manner responsive to future community needs and desires. Policies in this part of the Community Plan encourage the use of public alleys for traditional historical events that are part of the social heritage of the neighborhood.

OBJECTIVE 6.1

Identify and evaluate historic and cultural resources

POLICY 6.1.1

Survey, identify and evaluate historic and cultural heritage resources in a manner that is consistent with the context statement prepared for the Western SoMa area.

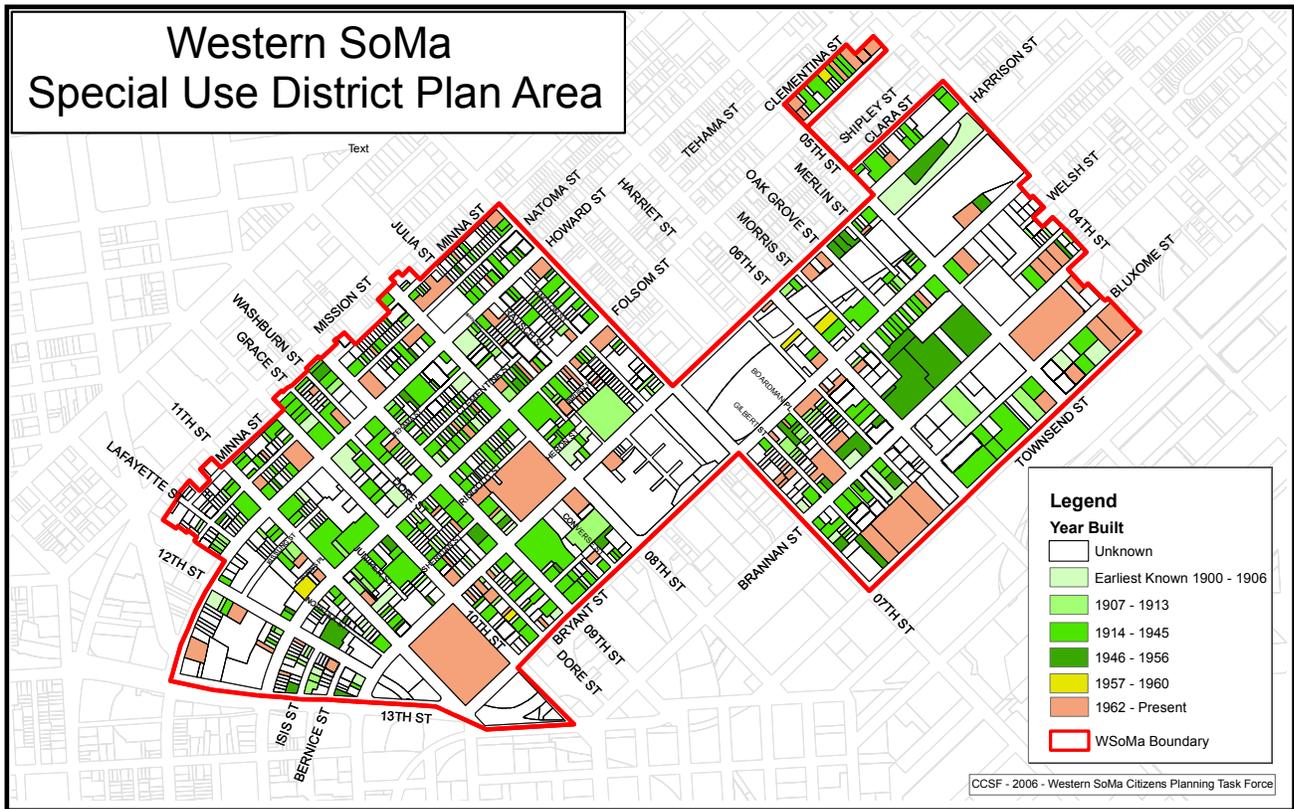
POLICY 6.1.2

Recognize the contributions of the Filipino and Lesbian, Gay, Bisexual, Transexual and Queer (LGBTQ) communities by creating Social Heritage Special Use Districts

POLICY 6.1.3

Conduct historic and socio-cultural heritage resource surveys within the Western SoMa, including Secretary of the Interior cultural ratings.





POLICY 6.1.4

Establish boundaries, designations, and values in all proposed and new preservation districts.

POLICY 6.1.5

Identify traditional historical events as part of the neighborhood's social heritage.

POLICY 6.1.6

Include history of alleys as an important part of the 'social-cultural heritage' resource



OBJECTIVE 6.2

Protect historic and cultural resources

POLICY 6.2.1

Protect individually significant historic and cultural resources and historic districts in the Western SoMa Area Plan from demolition or adverse alteration.

POLICY 6.2.2

Protect individually designated resources and resources that are valuable as a group.



POLICY 6.2.3

Protect properties associated with events contributing to local history, such as oral history, including events that occur in public streets and alleys.

POLICY 6.2.4

Protect properties associated with the lives of significant persons from the past.

POLICY 6.2.5

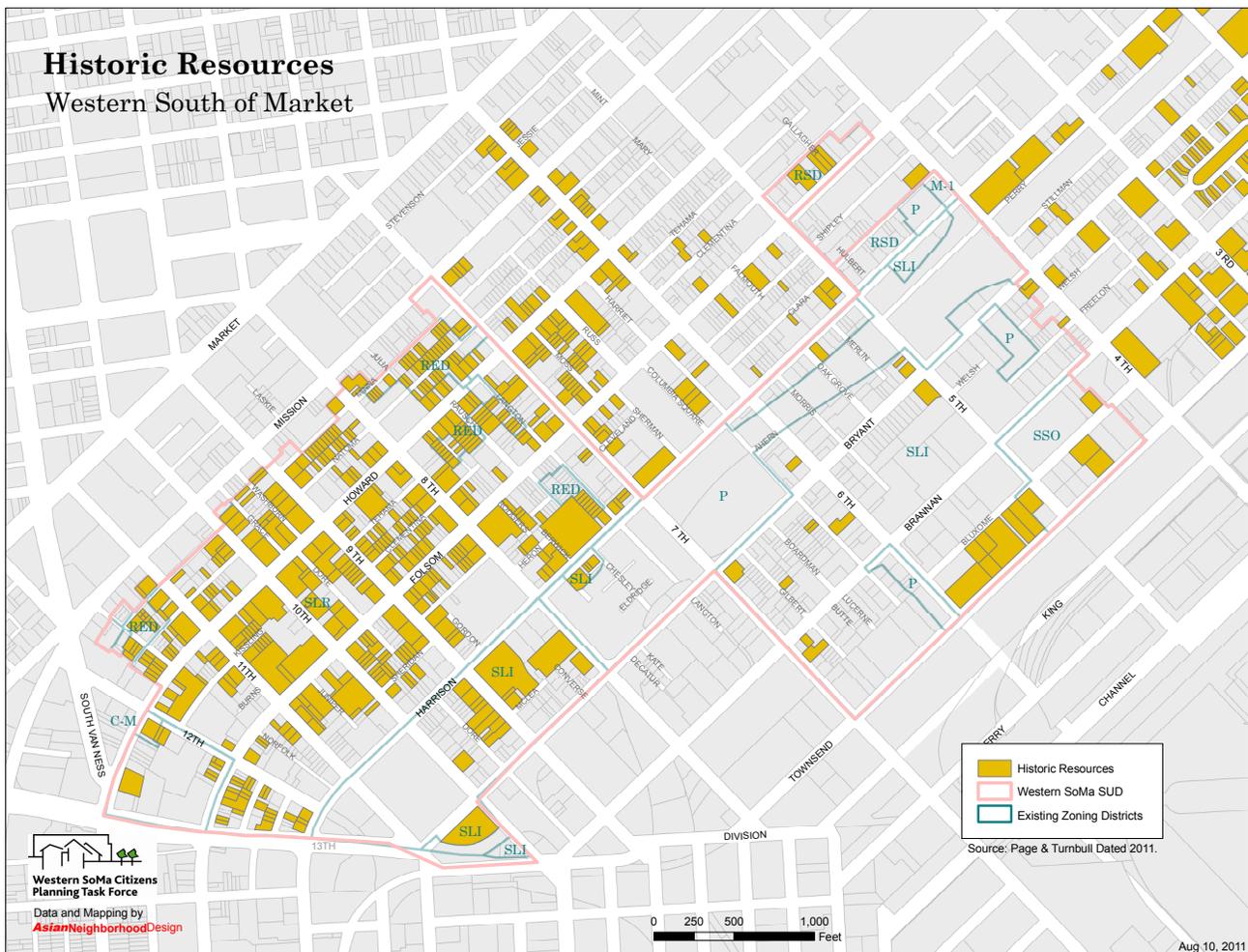
Protect properties that embody a distinctive characteristic of a period or method of construction.

POLICY 6.2.6

Protect properties that are representative of the work of a master.

POLICY 6.2.7

Protect properties that contain artistic values.



POLICY 6.2.8

Protect resources that appear eligible for formal preservation designation.

POLICY 6.2.9

Support the current use of public alleys for traditional historic events that are part of the neighborhood's social heritage.

OBJECTIVE 6.3

Demonstrate leadership through preservation, rehabilitation and adaptive re-use

POLICY 6.3.1

Support the retention of "social heritage" values, properties and historic preservation districts within Western SoMa.

POLICY 6.3.2

Preserve, restore, and rehabilitate social heritage assets with an appropriate re-use that responds to the "adaptive re-use analysis" and "adaptive re-use programs" proposed in the Western SoMa SUD.

POLICY 6.3.3

Prevent historic resource demolitions, without extending or delaying demolition process already established.

POLICY 6.3.4

Prevent destruction of historic and cultural resources resulting from owner neglect or inappropriate actions.

POLICY 6.3.5

Collect, archive, maintain and protect documents and artifacts that are important to the local built environment and history.

POLICY 6.3.6

Preserve and protect all Native American and other archeological resources.

POLICY 6.3.7

Develop and maintain map and database inventory of known archeological resources.

POLICY 6.3.8

Incorporate preservation goals and policies into land use decision-making process.



POLICY 6.3.9

Establish specific design guidelines to follow in all of the proposed historic preservation districts for Western SoMa.

POLICY 6.3.10

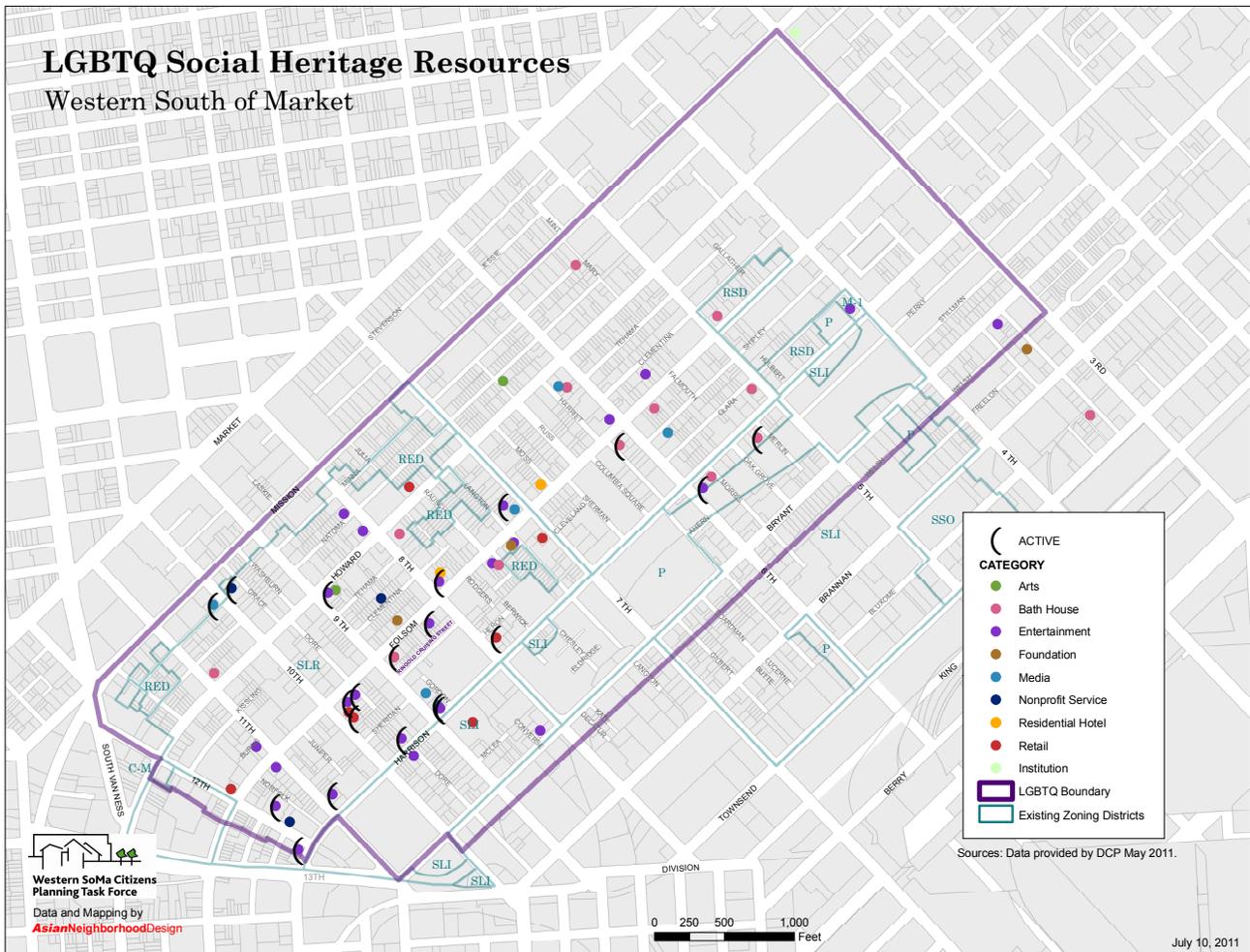
Establish the recommended Art Deco and Light Industrial and Housing historic preservation districts recommended in the 2006 South of Market "Context Statement."

OBJECTIVE 6.4

Ensure that land use changes respect the neighborhood character and social heritage

POLICY 6.4.1

Identify Filipino, LGBTQ resources and provide opportunities for their restoration, rehabilitation, and preservation in Western SoMa adaptive re-use projects.





POLICY 6.4.2

Recognize the social and cultural heritage values and properties of the LGBTQ District, already acknowledged and documented by its own community and local history.

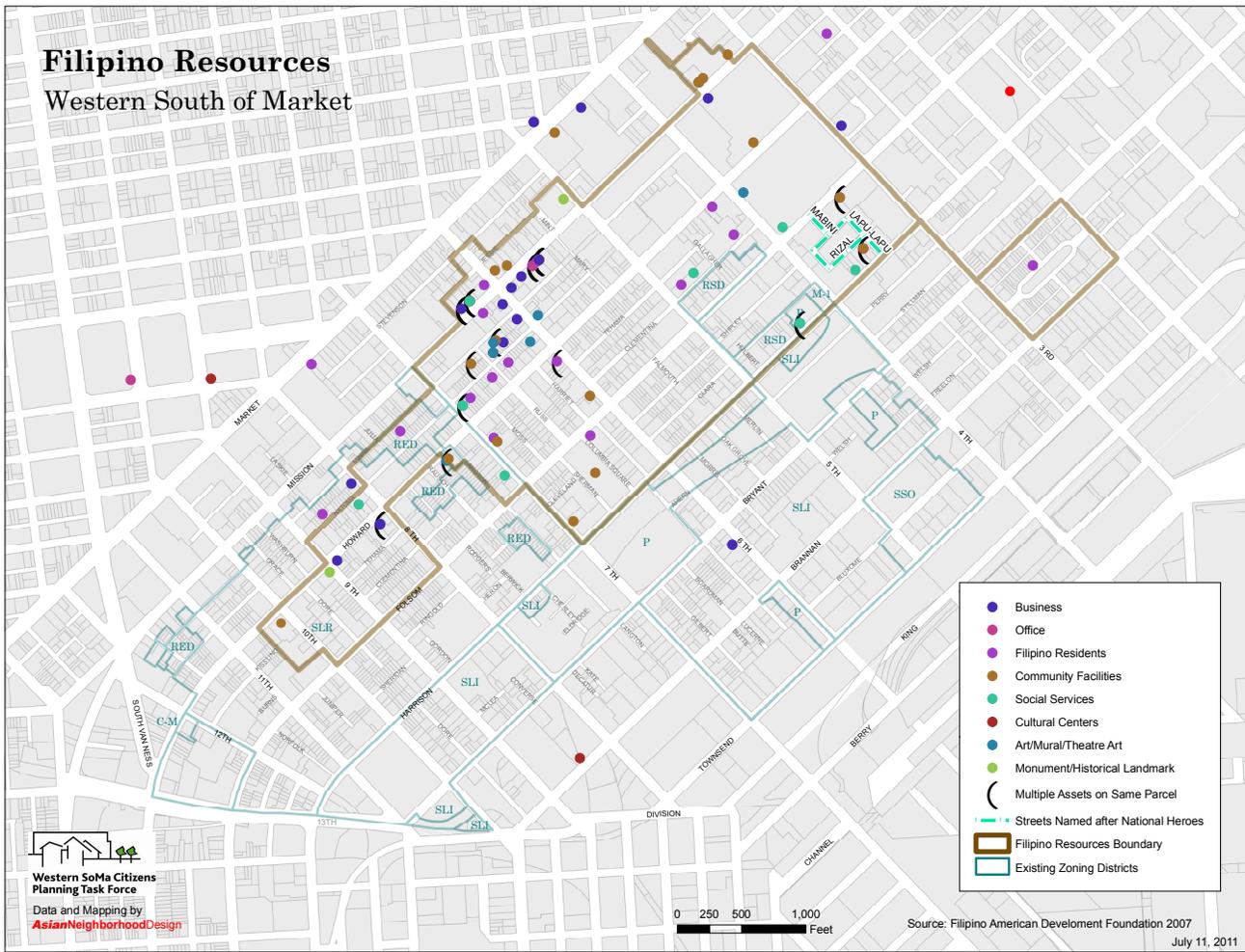
There is significant documentation recognizing sexually based historic resources that have made a significant contribution to the broad patterns of the history of our country as well as the history of San Francisco. A distinctive gay population began to gather in SoMa in the late 1940s. The group was referred to as “leather.” Western SoMa Task Force research includes documentation of known LGBTQ assets. Folsom street for example became the spine of many “leather” bars. One of the memoirs is the Folsom Street Fair, which began in 1984 and today is the largest leather event in the world.

POLICY 6.4.3

Recognize the social and cultural heritage values and properties of the Filipino District, already acknowledged and documented by its own community and local history.

The South of Market Project Area Committee (SOMPAC) has published a number of documents that contribute to recognizing a Filipino based district in South of Market. The Filipino American Foundation has identified more than 25 historic sites, buildings, and objects, and also proposed boundaries to establish a Filipino social heritage district.

The proposed Filipino district highlights the long-standing cultural institutions in the neighborhood as they have served as places of worship, for community services, for arts expression, and as sites for cultural



activities and events in the same manner a plaza would function in the Philippines. The district includes several sites that host folkloric events, and streets named after Philippine national heroes.

POLICY 6.4.4

Protect the “social heritage” values, properties and social heritage districts within Western SoMa.

OBJECTIVE 6.5

Provide preservation incentives and guidance

POLICY 6.5.1

Encourage historic preservation through development of financial incentive programs.

POLICY 6.5.2

Encourage the use of grants for preservation, restoration, rehabilitation and adaptive re-use.

Philippine Cultural Preservation District

Philippine District

There is an on-going proposal to designate and declare a Philippine Cultural Preservation District, **Philippine District** for short, in San Francisco. It is an eight by six blocked area on the western region of South of Market; bounded by 9th Street to 2nd Street and from Market Street to Brannan Street.

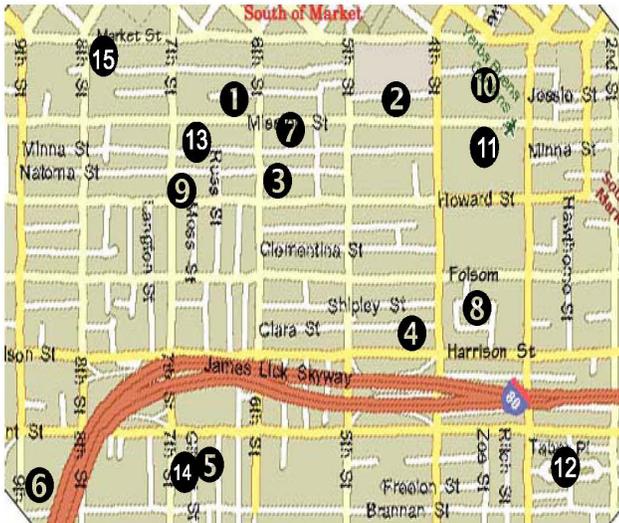
The **Philippine District** is the heart and nerve center of Filipino community San Francisco; it highlights the vibrant Filipino community and long-standing cultural institutions in the South of Market neighborhood.

As in the Philippines, Filipino community in San Francisco revolves around a central plaza that functions as a community space of inter-villages and multi-generational activities such as cultural events, trade and commerce, political, social and religious activities. It is also where people come for basic health, social, educational and government services. It is a pivotal place for personal, family and community replenishment and enrichment.

NORTHERN CALIFORNIA FILIPINO COMMUNITIES



The **Philippine District** is in the midst of major urban renewal and development in South of Market, Mid-Market, Transbay, Rincon Hill in downtown San Francisco. It has many important historical and cultural assets that need to be preserved, developed, reclaimed and enhanced for today and future generations.



The **Philippine District Walking Tour** seeks to highlight and promote the significance of the historical and cultural spaces to the Filipino and San Francisco community.

1 Bayanihan Community Center at the Bayanihan House at 1010 Mission Street. It is one of the soon-to-open cornerstones of the Philippine District. The Center includes a multi-use community room, a community technology center, a veterans and senior center, a craft and book store and a restaurant. The Bayanihan

Community Center is a project of the Filipino American Development Foundation.

2 San Francisco Cultural Center. Located on the fifth floor of the soon-to-open world class Westfield Bloomingdale Shopping Center on Market and Mission, SFFCC will showcase and exhibit the best of Filipino American and Philippine arts,

trade and culture.

3 Bindlestiff Theater, renowned as the epicenter of Filipino American performing arts in the Bay Area, will have a bigger and better theater space at the Plaza Hotel Housing on the corner of Sixth and Howard. The Bindlestiff is temporarily housed at 505 Natoma Street for their continuous programming.

4 Filipino Education Center at 824 Harrison Street has been an educational institution for newcomers and bilingual students since the 1970s. Since the merging of FEC K-5 to Bessie

Carmichael School in 2001, the Harrison site has housed the Galing-Bata After-School Program.

5 Victoria Manalo Draves Park. An open space recreational park in the old site of the Bessie Carmichael School. The one-block location on Folsom and Harrison Street was originally the Columbia Square Park before the school was built. The SoMa and Filipino community are spearheading the naming of the Park after the 1948 Two time gold medalist Victoria Manalo, a SoMa native.

6 SoMa Cultural Center- a 30,000-square-foot warehouse arts facility that SoMArts operates under contract to The San Francisco Art Commission.

7 Mint Mall and Hall - a Filipino owned property comprised of 135 residential units and 25 commercial suites, including the popular Arkipelago Book Store, offices of the three Filipino Centers Collaborative and Parol Lantern Festival

8 San Lorenzo Ruiz Center—a senior housing facility located on the square where streets are named after Philippine national heroes.

9 West Bay Pilipino Multi-service Center, (also SoMa Teen Center and Ed dela Cruz Apartment, on 7th and Natoma St.) is one of oldest community service agencies in the City that caters to Filipino children, youth and their families.

Other Important places in the Philippine District

- 10 St. Patrick's Church (756 Mission St)
- 11 Yerba Buena Gardens (bet. 3rd & 4th)
- 12 Gran Oriente Filipino (South Park)
- 13 SoMa Health Center (551 Minna St.)
- 14 Bessie Carmichael School (7th St.)
- 15 Trinity Plaza

- Also include**
- 16 Historic Manilatown (Kearny St)
 - 17 Dewey tower at Union Square
 - 18 The Presidio

POLICY 6.5.3

Educate decision makers about economic benefits of preservation, restoration, rehabilitation and adaptive re-use.

POLICY 6.5.4

Encourage historic preservation through adaptive re-use analysis and programs in Western SoMa.

POLICY 6.5.5

Follow up recommendations on adaptive re-use for a more sustainable neighborhood.

POLICY 6.5.6

Develop and maintain a locally accountable monitoring mechanism.

OBJECTIVE 6.6

Provide public information, awareness and education about historic and social heritage resources

POLICY 6.6.1

Disseminate information about the availability of financial incentives for qualifying historic preservation projects.

POLICY 6.6.2

Promote awareness about historic, cultural and social heritage resources.

POLICY 6.6.3

Encourage public participation in identification of potential resources.

POLICY 6.6.4

Encourage activities that foster awareness and education on historic preservation issues.

POLICY 6.6.5

Provide a specific plan for reevaluation of resources and methodologies for updating surveys.

POLICY 6.6.6

Ensure a more efficient and transparent evaluation of project proposals which involve historic resources and minimize impacts to historic resources per CEQA guidelines.



Maintaining and rehabilitating older buildings and other traditional historic and cultural resources in neighborhoods saves energy, time, money, and materials in the long term. It is the policy of San Francisco to promote resource conservation, rehabilitation of the built environment, and adaptive re-use of cultural resources using an environmentally sensitive “green building standards” approach to development, including resource-efficient design principles both in rehabilitation and deconstruction projects. The salvage and re-use of construction and demolition materials that retain structural integrity as part of new construction and rehabilitation projects promotes the principles of green building standards and achieves sustainability.

OBJECTIVE 6.7

Promote principles of sustainability using “green” strategies on preservation

POLICY 6.7.1

Encourage the use of recycled materials in all new restoration, preservation, adaptive re-use and rehabilitation development in Western SoMa.

POLICY 6.7.2

Promote sustainability of historic resources in the plan area consistent with the goals and objectives of the Sustainability Plan for the City and County of San Francisco.

POLICY 6.7.3

Use approved healthy methodologies in the recycled materials, restoration, and preservation in adaptive re-use and rehabilitation projects.

OBJECTIVE 6.8

Formulate an explicit Adaptive Re-use Program

The fundamental objective of the adaptive re-use study undertaken by the consultants working with the Task Force is to inform the land use recommendations and promote development of preservation sensitive design controls for Western SoMa. A detailed analysis up front, in the neighborhood plan, allows the Western SoMa community to take a proactive approach to the issues of sensitive preservation and adaptive re-use potential for historic resources rather than simply reacting to random market-driven proposals.

POLICY 6.8.1

Build on completed Historic Context Statement for South of Market, fine tuning a range of building typologies.

POLICY 6.8.2

Research and apply “best practices” for potential re-use opportunities and constraints applicable to those various building typologies.

POLICY 6.8.3

Explore potential zoning tools that can be incorporated into the Western SoMa Plan that make operational the lessons learned from this study for development and adaptive re-use that is sensitive to historic resources.

POLICY 6.8.4

Create a set of design and rehab guidelines for historic structures in the Western SoMa area.

OBJECTIVE 6.9

Protect identified resources from natural disasters

POLICY 6.9.1

Prepare historic resources for natural disasters.

POLICY 6.9.2

Preserve resources so they could survive future earthquakes.

POLICY 6.9.3

Ensure historic resources are protected after a disaster.



Open Space

The Task Force, through the guidance and assistance of consultants and planning staff, evaluated opportunities for much needed recreation and open space in Western SoMa. In addition, the Department of Public Health offered a set of quantifiable parameters that helped establish targets and limits for the optimum location of new open spaces, and the environmental quality of such spaces.

Western SoMa has access to large spaces for recreation, such as the waterfront and Yerba Buena Gardens, but lacks a web of street connectors that lead to those large spaces, and is also missing small neighborhood parks adequate to serve the extremely diverse community of Western SoMa.

The needs of the neighborhood as well as its unique characteristics set new standards for creating and/or improving open space in the public realm, and for encouraging innovative open spaces within new large private development, so that they become spaces that are more ecological and sustainable as well.

The Open Space section of the Community Plan emphasizes the following:

- Identify new park sites based on public health and environmental recommendations and specific needs and conditions of the neighborhood
- Prioritize the public realm improvements
- Enhance community diversity and pedestrian accessibility, safety, pedestrian connections to transit and improved streetscapes
- Maintain and develop enhanced at grade yard patterns
- Promote new sustainable and ecological open space, encouraging innovative ways to provide publicly accessible open space, including public open space in private parcels, public gardens, and public roofs
- Measure the impact of development in the neighborhood and make development pay for open space.



This section of the plan pursues the best suitable parameters to site a park and to support the community efforts eliminating inappropriate sites. This section also seeks to promote interagency coordinated work in the creation of new open spaces, such as implementing the standards and recommendations for pollution mitigation measurements of the Department of Building Inspection and Department of Public Health.

As applied by the San Francisco Recreation and Parks Department, the San Francisco Sustainability Plan defines the need for open space capacity at 5.5 acres per 1,000 residents. As applied by the San Francisco Department of Public Health in its Healthy Development Measurement Tool, the National Parks and Recreation Association defines the need for open space capacity as 10 acres per 1,000 residents. Irrespective of which standard is applied, Western SoMa fares worse than the rest of the City with respect to open space or parks capacity.

Currently, the City has about 5.5 acres of open space per 1,000 residents. However, this ratio is much less in Western SoMa, where there are only 0.23 acres of public parks and 8,363 residents. While significant open spaces exist in close proximity to Western SoMa, such as at Victoria Manolo Draves Park and at Civic Center Plaza, the ratio of 0.027 acres per 1,000 residents clearly conveys the need for more park space in Western SoMa. Therefore, the need for developing new recreational open space in Western SoMa is an imperative for existing and future neighborhood residents, workers and visitors.

OBJECTIVE 7.1

Identify new park site opportunities

POLICY 7.1.1

Identify opportunities to create new public parks, recreation facilities and open spaces and provide at least one new public park or open space serving Western SoMa.

POLICY 7.1.2

Develop an active funding system to support the maintenance and acquisition of park land for the neighborhood.

POLICY 7.1.3

Require Western SoMa developments on sites of one acre or more to provide new areas for recreation, parks and open spaces.

POLICY 7.1.4

New development should not result in a net loss of open space.

POLICY 7.1.5

Require the replacement of open space used in the course of development at a minimum of 1:1 replacement ratio.

POLICY 7.1.6

Development projects on large development sites of one (1) acre or more should provide publicly accessible community spaces or provide publicly accessible open spaces.



POLICY 7.1.7

Prohibit counting parking garages, streets and buildings in meeting neighborhood open space needs.

OBJECTIVE 7.2

Work in coordination with other public agencies to ensure that local park, open space, and recreation needs in Western SoMa are met by new development

POLICY 7.2.1

Integrate open space policies with all other planning efforts.

POLICY 7.2.2

Integrate consistent open space-related policies throughout city and regional agencies.

POLICY 7.2.3

Continue working with the Department of Public Works Great Streets and South of Market Alley Improvements Programs for new development contributions to design and improved streets following standards that are inclusive, especially improvements that equally support the use of spaces by persons with disabilities, children and the elderly.

POLICY 7.2.4

Continue working with the Department of Public Works Great Streets and South of Market Alley Improvements Programs so new development can contribute to planting new trees, coordinate with urban forestry for planting and maintaining urban trees.

POLICY 7.2.5

Require development projects to contribute to parks and open space directly by creating publicly accessible open space on the site of a project, or by contributing funding for parks and open space such that Western SoMa achieve a standard of 10 acres of open space per 1,000 residents in the Western SoMa SUD.

POLICY 7.2.6

Protect and enhance recreational opportunities in Western SoMa.

PRIORITIZE PUBLIC REALM IMPROVEMENTS

This section recommends policies that take advantage of unique characteristic of the neighborhood and promotes policies that improve and



enhance alleys, sidewalks, stoops, corners, interior patios by implementing the Great Streets and SoMa Alley Improvement Programs, encouraging a safe and accessible public realm use. This section also promotes the generation of new high quality public amenities such as new trees, street furniture, neighborhood youth centers, public restrooms and promoting a set of “green livable streets” connections with better conditions for pedestrians, bicyclists, train and bus users, such as widened sidewalks, planted medians, and bulb-outs.

Western SoMa alleys break up the scale of large blocks and parcels and offer pedestrians and bicyclists an escape from the busy arterials that pass through the neighborhood. Although the neighborhood alleys consist of a mix of uses, they provide excellent housing conditions due to livability factors including an easy to walk human scale environment and a vibrant public realm. In order to use streets, furniture also plays a key role. The Department of Public Works regulates street furniture and street trees in San Francisco. Trees and the presence of green are essential in making streets not only safe, but also healthier and capable of improving the physical environment and quality of life.

OBJECTIVE 7.3

Improve the neighborhood’s public realm conditions

POLICY 7.3.1

Develop an accessible pedestrian network, providing safe, efficient and pleasant pedestrian circulation in Western SoMa.

POLICY 7.3.2

Redesign underutilized portions of streets as public open spaces, including widened sidewalks or medians, curb bulb-outs, “living streets” or green connector streets.

POLICY 7.3.3

Develop a comprehensive public realm plan for the plan area that reflects the differing needs of streets based upon their predominant land use, role in the transportation network, and building scale.

POLICY 7.3.4

Require new development to improve adjacent street frontages, employing established street design standards.

POLICY 7.3.5

Promote adequate access and safety in all areas of the public realm.



POLICY 7.3.6

Promote street traffic calming methods to assure greater pedestrian safety.

POLICY 7.3.7

Provide more pedestrian scale lighting on alleys and streets.

POLICY 7.3.8

Maximize opportunities for public view corridors.

POLICY 7.3.9

Maximize pedestrian and bicycle access to the shoreline and all nearby major open space areas such as the waterfront and Yerba Buena Gardens.

POLICY 7.3.10

Provide public amenities and infrastructure that support the use of open space such as public toilets, park benches, pedestrian scale lighting, and minimal gates/barriers to access.

POLICY 7.3.11

Require that new development contribute a continuous row of appropriately-spaced trees at all streets adjacent to the project.

POLICY 7.3.12

Require that new development contribute to ecological and sustainable streetscape with permeable pavements and storm water collectors.

POLICY 7.3.13

Require public art in all new open space development in the neighborhood.

OBJECTIVE 7.4

Create a network of streets that connects open spaces and improves the pedestrian experience and aesthetics of the neighborhood

POLICY 7.4.1

Design the intersections of major streets to reflect their prominence as public spaces.

POLICY 7.4.2

Significant above grade infrastructure, such as freeways, should be retrofitted with architectural lighting to foster pedestrian connections beneath.

POLICY 7.4.3

Where possible, transform unused freeway and rail rights-of-way into landscaped features that provide a pleasant and comforting route for pedestrians and bicyclists.

POLICY 7.4.5

Enhance the pedestrian environment by requiring new tree planting abutting sidewalks.

OBJECTIVE 7.5

Ensure that existing open space, recreation and park facilities are well maintained

POLICY 7.5.1

Prioritize funds and staffing to better maintain existing parks and obtain additional funding for a new park and open space facilities.

POLICY 7.5.2

Explore opportunities to use existing recreation facilities, such as school yards, more efficiently.

DIVERSE, ACCESSIBLE AND SAFE OPEN SPACES

Policies in this section strengthen diversity, one of the most important aspects of the neighborhood needs and contributions to San Francisco and the region. These policies complement other open space policies



and measures proposed for the neighborhood and emphasize the need to facilitate neighborhood awareness and education about recreation and open space issues.

OBJECTIVE 7.6

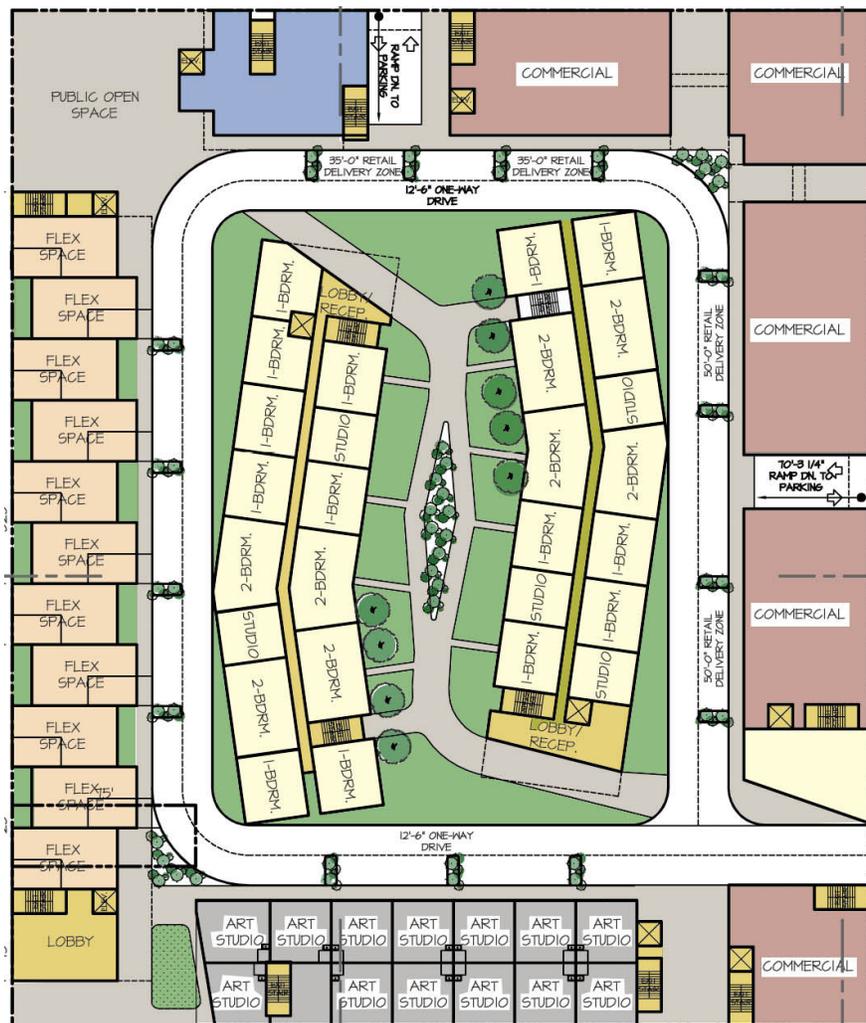
Maintain and promote diversity of neighborhood open spaces

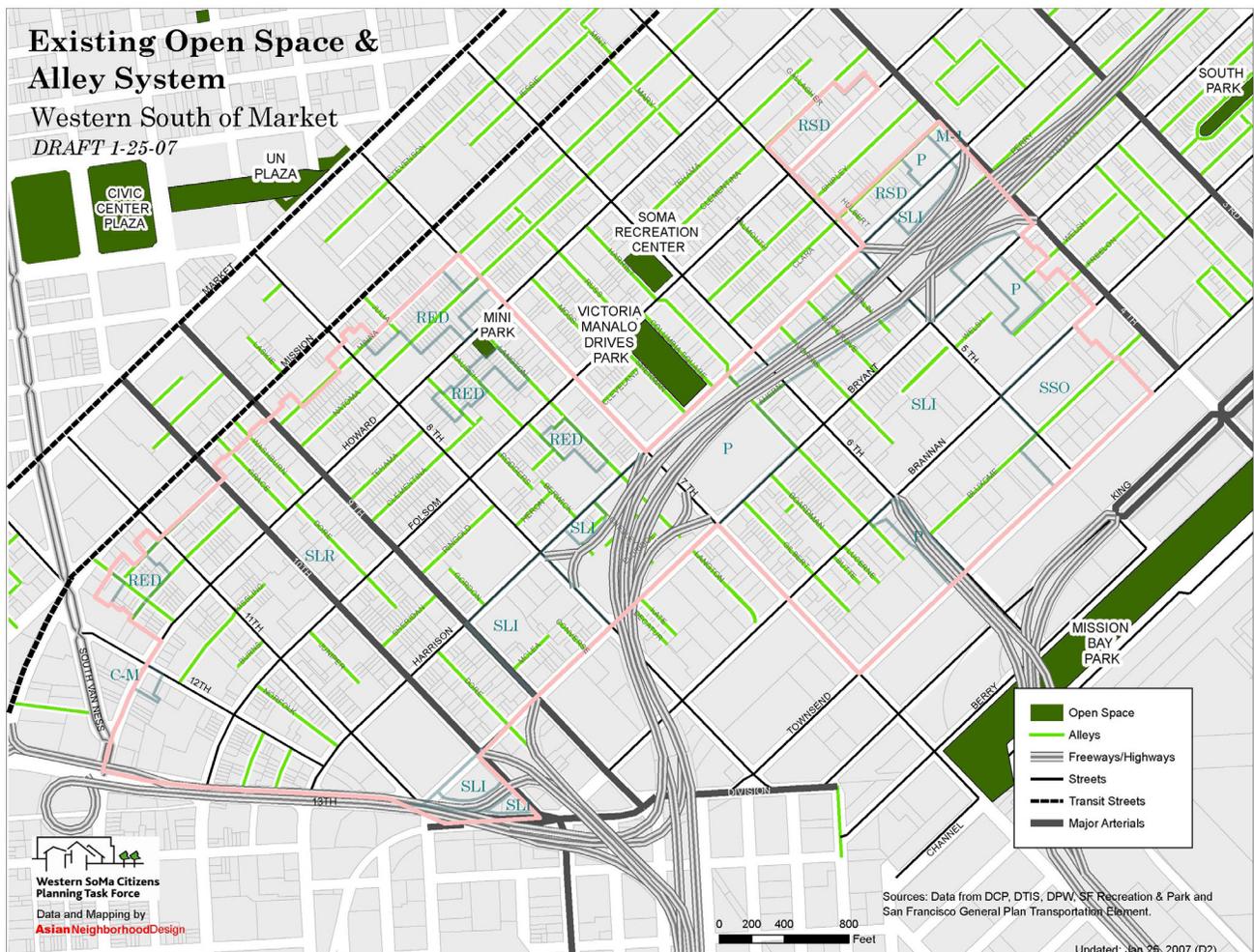
POLICY 7.6.1

Require all new areas for open space to be designed in versatile ways, and include a wide spectrum of uses.

POLICY 7.6.2

Create new open space areas to be used during the day and at night, by a diverse community, including pets, toddlers, elders, residents, tourists, workers, etc.





POLICY 7.6.3

Fund and maintain public open spaces for a diverse, constantly changing community.

POLICY 7.6.4

Require recreational spaces for toddlers and elders as part of major new residential development.



POLICY 7.6.5

Encourage the design of open spaces for use by a different public throughout the day and night as well as throughout the seasons, so these spaces can be enjoyed by a diverse community and for a variety of celebrations and events.

POLICY 7.6.6

Require new commercial and industrial development to contribute to public open space such as street-level plazas with benches, street lights, and street front open space accessible to workers, residents and visitors at minimum during the day time.

POLICY 7.6.7

Require new residential, commercial and industrial development to contribute to the creation of public open space, and/or provide on-site private open space designed to be publicly accessible and to meet the needs of residents.

POLICY 7.6.8

Encourage private open space to be provided as common spaces for residents and workers of the building.

POLICY 7.6.9

Strengthen requirements for commercial development to provide on-site open space.

OBJECTIVE 7.7

Educate the public about health, food, natural habitats and local resources through recreation and open spaces

POLICY 7.7.1

Use public workshops to educate the public about history and current conditions of the local natural and urban resources, and the cultural and natural environment, as they relate to the neighborhood's physical, economic, social and cultural characteristics.

POLICY 7.7.2

Encourage new parks to have signs and stations that promote different forms of physical activity around the park area.

POLICY 7.7.3

Encourage using a portion of the new park or open space area to make public announcements related to public health, healthy foods, and the natural elements of the urban environment.

POLICY 7.7.4

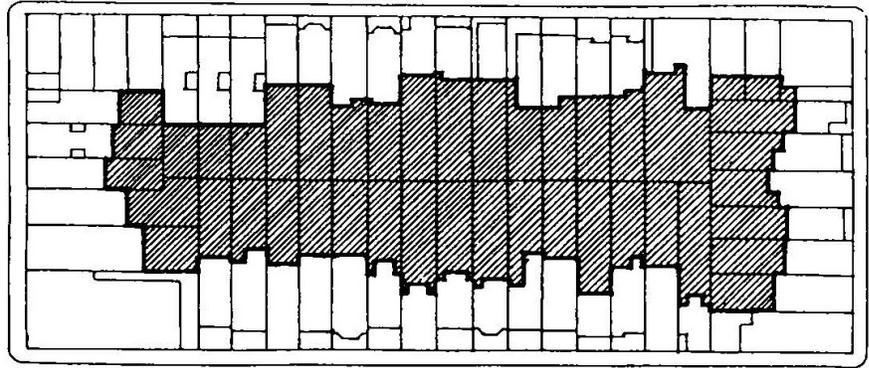
Hold an annual event in neighborhood recreational facilities and open spaces to promote community use and ownership of the facilities and parks.

MAINTAIN REAR YARD PATTERNS

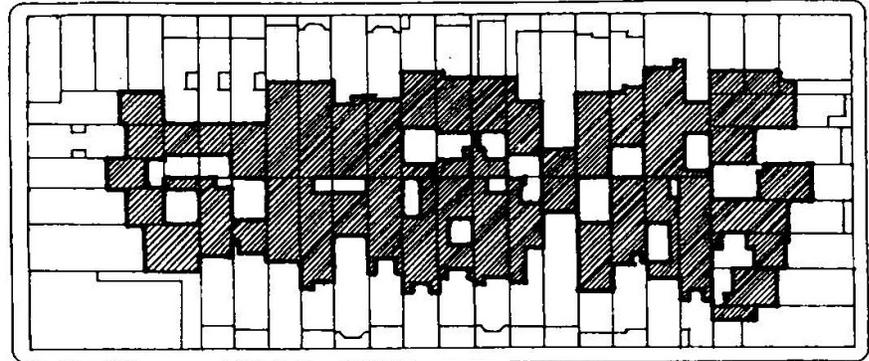
Maintaining and building rear yard patterns is crucial. In the absence of publicly accessible open spaces, new and existing rear and front yard pattern, roof gardens and community gardens in Western SoMa become excellent privately owned and publicly accessible areas for recreation, socialization, public education, mitigation of air pollution, and food production.

REAR YARD TYPICAL PATTERNS

Block with a strong mid-block open space pattern



Block with an irregular mid-block open space pattern. The rear yards of any of the parcels are developed with structures.



OBJECTIVE 7.8

Maintain rear and front yard patterns

POLICY 7.8.1

Promote at grade front and rear yard open space in existing and new residential development.

POLICY 7.8.2

Stop granting variances for rear yard requirements.

POLICY 7.8.3

Maintain open space other than at grade on existing buildings

POLICY 7.8.4

Encourage generous not at grade open space in new development when at grade open space is impossible to comply with.

SUSTAINABILITY, MITIGATION AND ALTERNATIVE ENERGY MEASURES

These policies promote and enhance the natural and built environment, the neighborhood sustainability and history. Overwhelming scientific research demonstrates that public parks are vital for the physical and mental health and well-being of city dwellers. Access to food is essential

to a healthy community, and the use of solar energy and other sources of alternative energy generators can be used to power lighting, irrigation systems, and can serve as a tool for public education on energy saving technologies.

Public agencies standards and policies that encourage the restoration, preservation and protection of healthy natural habitats promote the implementation of minimum requirements and incentives from any public agency dedicated to an ecological and sustainable Bay Area.

OBJECTIVE 7.9

Require noise and air pollution mitigation measures

POLICY 7.9.1

Require mitigation measures for noise and pollution when building new open spaces and/or recreational facilities.

POLICY 7.9.2

Open space should not be developed in areas where the roadway contributes significantly to air pollution.

POLICY 7.9.3

Relocate open space related projects, if necessary, outside of noise, and traffic pollution hazardous zones.

OBJECTIVE 7.10

Promote innovative and alternative green and sustainable publicly-accessible private open space

POLICY 7.10.1

For major new residential and office development, encourage the establishment and maintenance of rooftop gardens on at least 25 percent of usable roof space.

POLICY 7.10.2

Require minimum ecological standards for urban landscaping for all new development and provide incentives for existing development to meet these standards.

POLICY 7.10.3

Explore ways to retrofit existing parking and paved areas to minimize negative impacts on microclimate and allow for storm water infiltration.



POLICY 7.10.4

Encourage sensitive building design and use of solar energy whenever possible in the improvement of streets and alleys.

POLICY 7.10.5

Maximize solar access to all existing and new recreational open space.

POLICY 7.10.6

Require the use of solar energy in lighting and irrigation systems on new recreational facilities and open spaces.

POLICY 7.10.7

Protect and restore natural resource areas by encouraging that land deemed to be a significant natural resource not be developed or altered.

POLICY 7.10.8

Restore, preserve and protect healthy natural habitats in the neighborhood and surrounding areas.

DEVELOPMENT IMPACTS

These policies encourage the coordination of new development fees with all other agencies, so contributions and funds can be appropriately delegated to building and maintaining new and existing open space. The Task Force seeks opportunities to develop a program for the provision of “public benefits” for the neighborhood.

The Planning Department is developing a program for the provision of benefits and improvements to provide services for current and new residents in the Eastern Neighborhood plan areas, where there is currently

limited infrastructure. A key component of the program is the Needs Assessment, for which the department has engaged a consultant to provide an analysis on existing and future conditions.

The Needs Assessment evaluates the categories of open space and recreational facilities and services, including schools, libraries, public art, police and fire needs, health care and child care, neighborhood serving business, public infrastructure, transit, transportation and public realm improvements, affordable housing and historic preservation.

OBJECTIVE 7.11

Contribute community benefits funding towards park maintenance and programming

POLICY 7.11.1

Coordinate new development fees with all other agencies, so contributions and funds can be appropriately delegated to building and maintaining new and existing open space.

POLICY 7.11.2

Pursue funding for capital improvements, operation, and maintenance of open space facilities through developer impact fees, in-kind contributions, dedication of tax revenues, and state or federal grant sources.

POLICY 7.11.3

Consider using a portion of public benefits funding for the creation of community gardens based on community support.

POLICY 7.11.4

Work with project sponsors on large development sites to provide publicly-accessible community open space, tot-lots, and recreation resources.



Arts and Entertainment

Arts and entertainment are essential aspects of cultural expression and are fundamental to the well-being of the Western SoMa community. They provide the City and its communities with substantial economic benefits from both direct revenues and secondary effects.

Moreover, they are a large component of the City's cultural diversity, which is a major amenity for visitors, workers, and residents. As population increases, there must also be an increase in the capacity to satisfy a diverse community with a variety of cultural connection points and entertainment outlets.

Future development in Western SoMa should provide premier opportunities for the City to enrich its cultural amenities by both preserving existing arts and entertainment uses, and integrating new facilities throughout the neighborhood.

The arts are an integral part of any vibrant community and may serve as a means of transferring culture through the generations while providing a community with a sense of historical identity. It is critical that existing artistic expressions of cultural heritage be preserved for the benefit of future generations.

Photo courtesy of Slim's

OBJECTIVE 8.1

**Reinforce the importance of the arts
by preserving and enhancing existing arts uses**

POLICY 8.1.1

Prohibit demolition of existing arts space without replacement and documentation.

In instances when it is necessary for existing arts spaces to be demolished, they should be replaced by a space of equal or greater value. Prior to demolition, efforts should be made to photograph, videotape, or otherwise record the appearance and presence of the arts space during its lifetime. These visual records could be given to the SF Arts Commission, the SF Public Library, and the SF Historical Society and/or used in the future building lobby, waiting room, or other public area. Where applicable, efforts should be made to include components of the former arts space into the future building design/construction – for example, preservation of a sculpture or archway structure.

POLICY 8.1.2

Create, expand and protect space for the arts.

POLICY 8.1.3

Discourage displacement of arts by having a Conditional Use trigger.

POLICY 8.1.4

Encourage Neighborhood Arts programs and organizations that address the diversity of the local population.

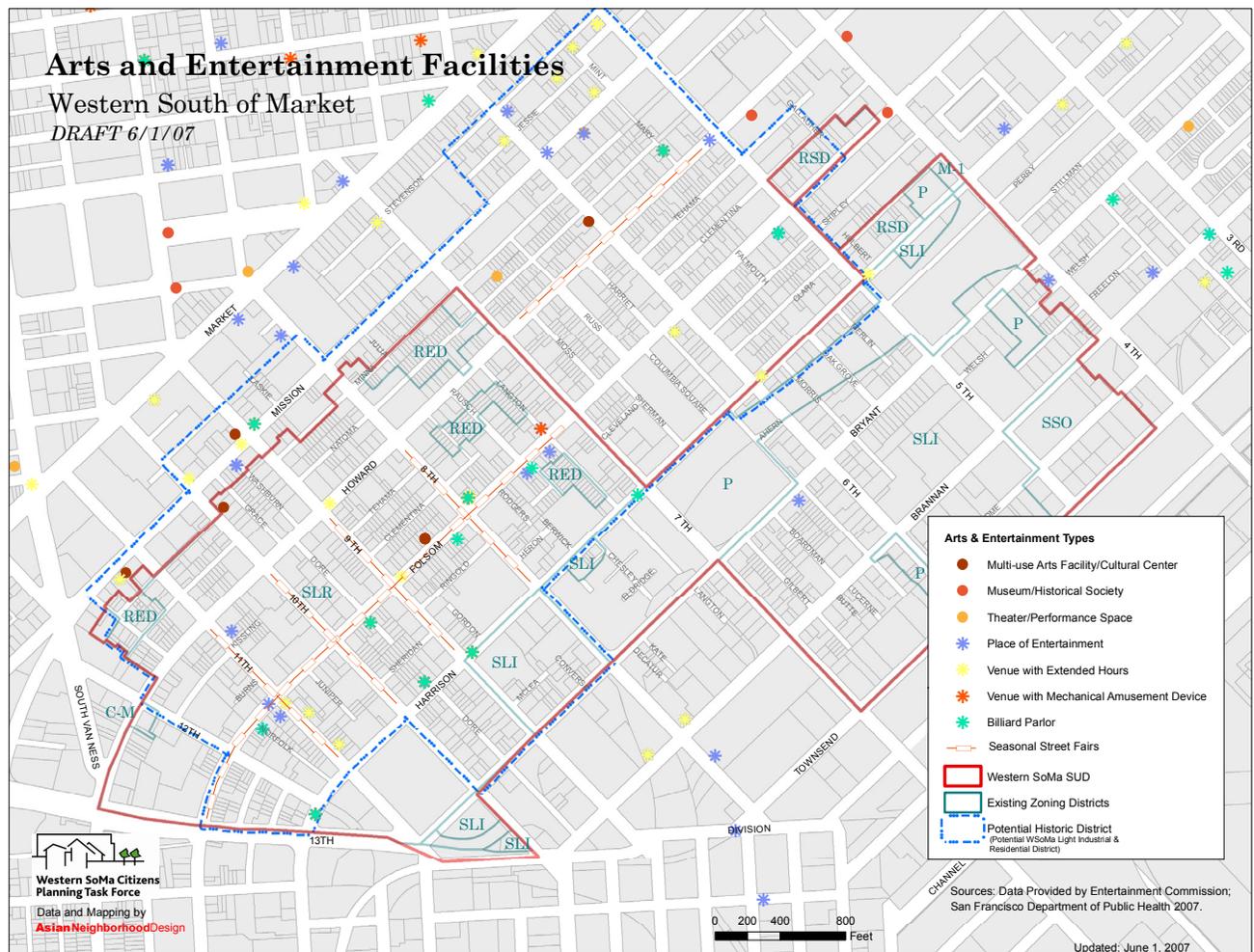
Publicly accessible and affordable arts education programs are vital to the progression of art appreciation and evolution, and they should be included within the neighborhood wherever possible. These programs can be organized in cooperation with other existing public programs, such as after school programs for youth, neighborhood parks appreciation, senior programming, and city-sponsored fairs and outreach events.

POLICY 8.1.5

Create an artwork conservation fund and/or pooled art enrichment fund for multicultural projects.

POLICY 8.1.6

Promote public transportation to libraries, community centers, and other art and cultural facilities.



POLICY 8.1.7

Develop and implement financing plans for capital improvements, seismic upgrades, and life-safety upgrades to City-owned arts facilities.

POLICY 8.1.8

Encourage the use of schools and park facilities for low-to-no cost art and culture activities.

POLICY 8.1.9

Incorporate arts education into after-school programming.

POLICY 8.1.10

Use arts and cultural activities to promote social inclusion and the cultural vitality of Western SoMa.



The provision of new publicly displayed works of art and publicly accessible arts uses will create a more interesting and enjoyable place to live, work and visit.

OBJECTIVE 8.2

Improve livability by encouraging the development of new arts uses

POLICY 8.2.1

Create incentives for enterprise housing for artists that offers living areas and encourages shared work space.

POLICY 8.2.2

Request the addition of the arts as a category to the list of projects that benefit from developer impact fees.

The competition for both residential and commercial space has created strenuous circumstances for local artists. Live/work housing units do not fully utilize the potential space of a developable lot, and are thus more costly. Therefore, by separating the uses within a cooperative development, individual housing units may be economized, while combining the work spaces into a more functional shared area. This may potentially help prevent further departure and even promote new opportunities for new of local artists by providing a more useful space and reduced costs.

POLICY 8.2.3

Include new arts spaces as a proportion of new private development.

POLICY 8.2.4

Establish height bonuses for 14 foot floor to floor heights for any new arts-related uses in the SALI

San Francisco Planning Code, Section 429, requires a percentage of construction costs for new development projects to be applied toward the inclusion of publicly displayed artwork and exhibition space. For new non-residential projects in the Western SoMa SUD that exceed 49,999 square feet, an equivalent of 10 percent of the project's gross floor area should be set aside and dedicated for arts related uses as defined in the Zoning Code. Contributions of an equivalent value (1percent of total construction costs) may be made to a neighborhood benefits package for the construction of arts related spaces or public realm arts improvements in the Western SoMa may be provided in lieu of on-site dedications.

POLICY 8.2.5

For new commercial development larger than 50,000 feet or new residential development larger than 50 units, encourage the participation of local artists/artisans or neighborhood cultural councils in the pedestrian-level design of the building.



POLICY 8.2.6

Integrate public art work within the construction of new public buildings.

The construction of public buildings provides the city with an opportunity to set an example for the highest quality of public art and architecture integration. New public developments including buildings, parks, and streetscape improvements should provide the highest standard of public artwork displays.

POLICY 8.2.7

Encourage programs that require the involvement of local artists, artisans, and craftspersons involvement in the design of open space, signage, and street furniture.



POLICY 8.2.8

Design parks and open spaces to be accessible and usable for arts and cultural activities, such as outdoor performances and group practice.

POLICY 8.2.9

Dedicate a portion of impact fees for arts and cultural programming in new and existing public spaces, such as schools, parks, recreational facilities, and community centers.



POLICY 8.2.10

Create new incentives to promote the inclusion of arts facilities in private development.

POLICY 8.2.11

Use City zoning and financial resources to create incentives for increasing the supply of affordable housing and work spaces for artists.

POLICY 8.2.12

Include artists in affordable housing initiatives, possibly in conjunction with a resident artist or neighborhood arts programs.



Places for entertainment uses provide local artists with business opportunities while providing visitors and residents with venues to socialize and share in cultural activities. These entertainment venues often serve as the heart of a community. Their continued vitality should be a high priority.



OBJECTIVE 8.3

Protect and encourage appropriate neighborhood entertainment uses

POLICY 8.3.1

Grandfather in and allow limited expansion of entertainment venues in the event of a demolition and replacement of the building.



POLICY 8.3.2

Allow entertainment as an accessory use in all Principally Permitted uses, with the exception of Type 48 bars, in the Folsom Street Neighborhood Commercial District.

POLICY 8.3.3

Allow “Place of Entertainment” as a fully Permitted Use (with buffers to protect existing housing) south of Harrison Street.

POLICY 8.3.4

Provide opportunities for relocation of existing entertainment uses from residential areas to non-residential areas of the Western SoMa SUD.

Entertainment or recreational spaces provide opportunities for many different types of cultural interactions, and are essential to a complete neighborhood fabric. As cultural diversity increases, so too must a community’s ability to facilitate those opportunities.



POLICY 8.3.5

Allow entertainment uses in select areas under lower intensity circumstances and as a complementary activity in permitted uses.

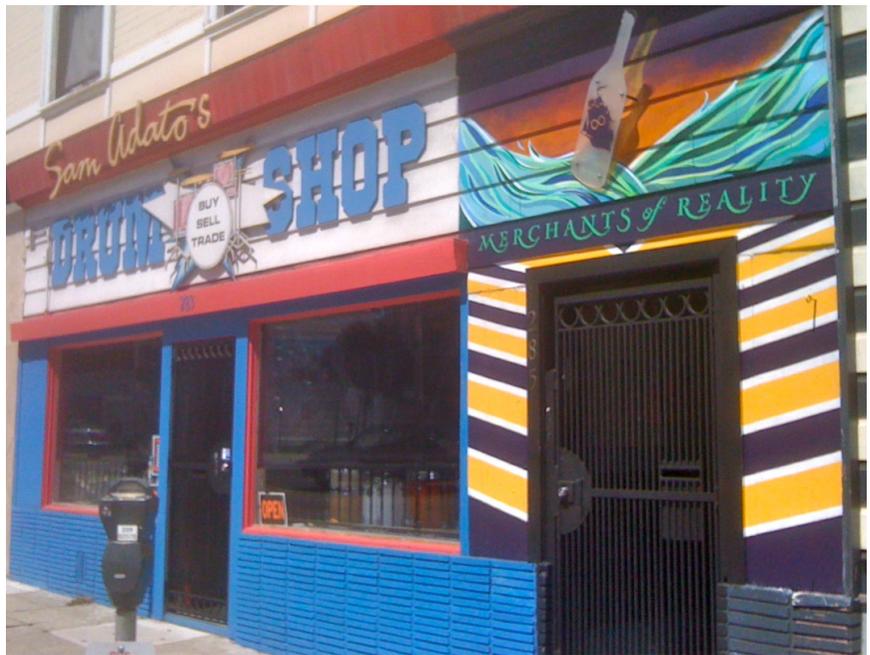
WesternSoMa provides many opportunities for nightlife and entertainment due to its relatively low housing density and proximity to public transit. As the Western SoMa becomes increasingly residential, nighttime entertainment may create conflicts with housing uses. Therefore, new entertainment uses should be restricted to appropriate levels of intensity and locations.



POLICY 8.3.6

Include entertainment spaces as a proportion of new development.

The development of neighborhood-serving commercial space is strongly encouraged. New commercial spaces should be designed to adequately suit the needs of entertainment venues and should integrate entertainment uses wherever appropriate.



POLICY 8.3.7

Encourage clustering neighborhood serving uses around existing entertainment facilities.

Incentives should be provided to help facilitate the integration of entertainment venues into the mix of uses in our neighborhoods. New commercial development may be guided toward primary locations where complementary businesses would provide increased economic activity.



Community Facilities

In the future, the success of the Western SoMa SUD and its residential communities will largely depend upon the adequate and efficient provision of community facilities and services. An important element of this plan is to assure that the location, number and types of these amenities meet the needs and desires of the Western SoMa neighborhood, placing emphasis on facility maintenance and the addition of specific services to address deficiencies. Once implemented, evaluations should be conducted of neighborhood community facilities and services to ensure their effective delivery.

While in some areas of the Western SoMa there may be an adequate supply of community facilities, there are some principal issues that need to be addressed, such as determining how best to maximize the use of existing facilities; ensuring an equitable distribution of facilities that can improve the quality of life for all; managing the necessary maintenance of new and existing facilities, in light of budgetary constraints; and making an effective level of affordable community services available to the community, despite the threat of widespread federal, state and regional cutbacks.

In essence, this plan component attempts to outline the facilities and services of greatest demand to the community, such as human services, child care and education, but also places a great deal of emphasis on the preservation of other services:

- Links to social and cultural institutions, such as the Lesbian–Gay–Bisexual– Transgender–Queer–Questioning and Filipino–American communities.
- Provision of community recreation, art and education facilities as part of the development of new projects.
- Provision of sustainable urban agriculture and access to foods, on the part of retail businesses.

OBJECTIVE 9.1

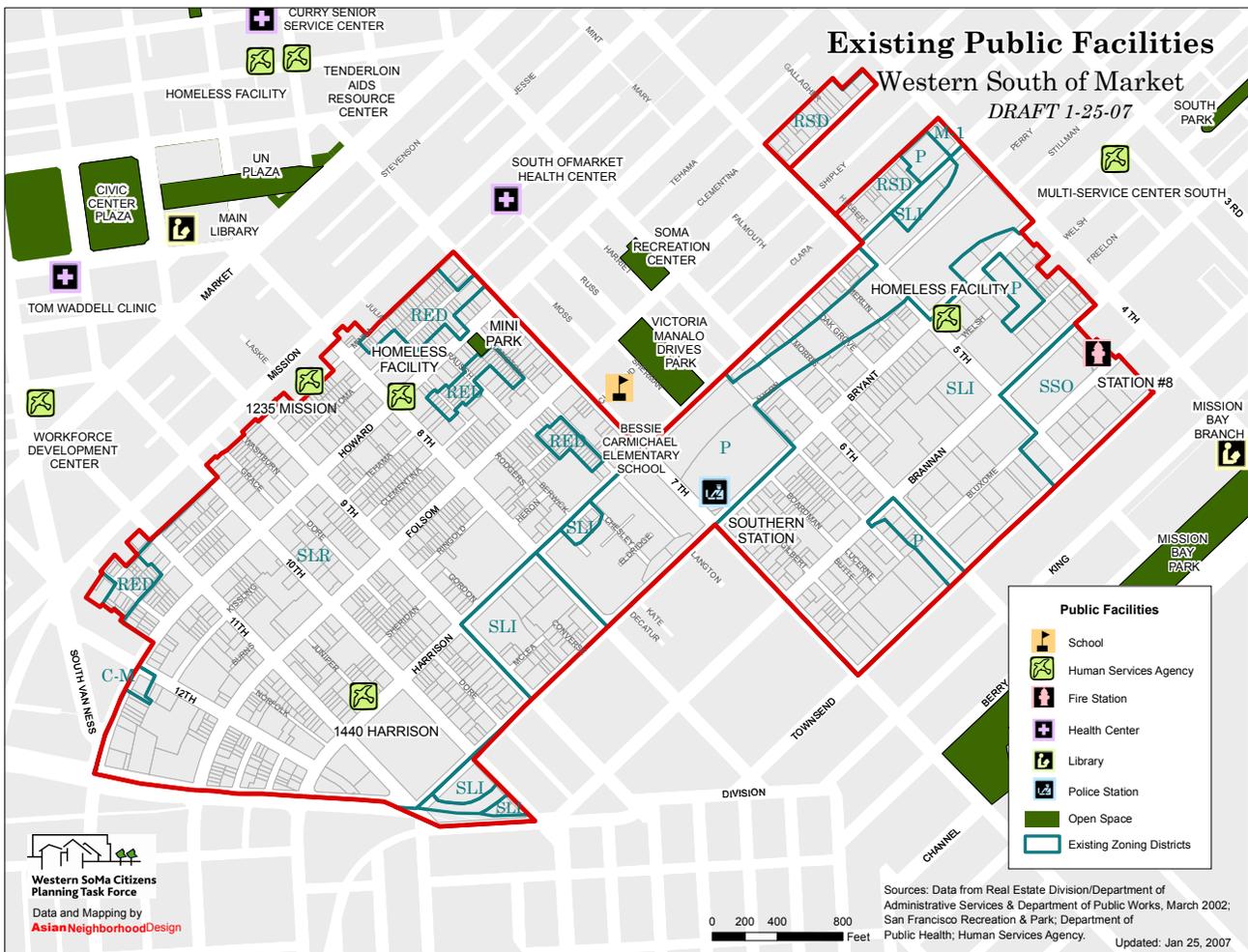
Provide essential community services and facilities

POLICY 9.1.1

Support the siting of new facilities to meet the needs of a growing community and to provide opportunities for residents of all age levels.

POLICY 9.1.2

Encourage appropriate location and expansion of essential neighborhood-serving community and human services activities throughout Western SoMa, exclusive of the residential enclave districts.



POLICY 9.1.3

Recognize the value of existing facilities and support their expansion and continued use.

POLICY 9.1.4

Support existing and encourage new community serving social and cultural facilities in Western SoMa that support low-income and immigrant communities by creating new spaces that house services such as English as a Second Language, employment, art, education and youth programming.

POLICY 9.1.5

Ensure adequate maintenance of existing public health and community facilities.

POLICY 9.1.6

Work with appropriate City agencies to build and utilize school facilities as multi-use facilities, with joint use agreements that permit co-location of neighborhood services such as youth-serving community based organizations, low income clinics, recreation centers, and job skills training sites.

POLICY 9.1.7

Identify potential uses of existing school facilities for after school programs.

POLICY 9.1.8

Seek the San Francisco Unified School District consideration of new middle and high school options in the Western SoMa, or the expansion of existing schools to accommodate middle and high school demand from projected population growth in the Western SoMa.

POLICY 9.1.9

Identify a potential area in Western SoMa that could be appropriate for a neighborhood middle school, taking into consideration a number of factors, including pedestrian safety, noise and air quality conditions, and the feasibility of being co-located with another public works project (e.g., park, historic/cultural center, or City-sponsored childcare).

POLICY 9.1.10

Ensure public libraries in the plan area have sufficient materials to meet projected growth, to continue quality services, and to provide access for residents of the area.



OBJECTIVE 9.2

Provide neighborhood childcare services where they will best serve local residents and workers

POLICY 9.2.1

Encourage the creation of childcare facilities (licensed childcare centers or licensed family childcare homes) in affordable housing or mixed-use developments.

POLICY 9.2.2

Locate childcare near residential areas, on-site in new residential complexes, near transit facilities, or near employment centers to support families by reducing the time spent going to and from daycare, and to support other plan goals of traffic reduction and increased transit ridership.

OBJECTIVE 9.3

Ensure continued support for human service providers throughout the South of Market neighborhoods

POLICY 9.3.1

Promote the continued operation of existing human and health services that serve low-income and immigrant communities and prevent their displacement.



POLICY 9.3.2

Encourage new facilities and spaces for providers of services such as English as a Second Language, employment training services, art, education and youth programming.

OBJECTIVE 9.4

Reinforce the importance of the South of Market as a center for Filipino-American and LGBTQ life in San Francisco

POLICY 9.4.1

Support efforts to preserve and enhance social and cultural institutions.

POLICY 9.4.2

Encourage the creation of new social and cultural facilities in the Western SoMa area.

POLICY 9.4.3

Protect and support Filipino, LGBTQ and other minority or culturally significant local business, structures, property and institutions in Western SoMa.

POLICY 9.4.4

Develop a definition of social and cultural institutions, including clear explanation of how these institutions are or are not covered by existing historical preservation policies and what each City agency's role is in supporting these institutions.

POLICY 9.4.5

Ensure that existing cultural facilities are adequately staffed, buildings are maintained and methods are developed to meet increased cost and address increased usage of existing facilities.

POLICY 9.4.6

Prioritize maintenance and support funding for cultural and service facilities that support Filipino-Americans, such as the Bayanihan Center, the Filipino Education Center, and the West Bay Pilipino Multi-Services Center.

POLICY 9.4.7

Prioritize maintenance and support funding for cultural and service facilities and events such as street fairs that support the LGBTQ community.



OBJECTIVE 9.5

Encourage community recreation, public health, food production, art and education facilities as part of major real estate rehabilitation or new construction projects

POLICY 9.5.1

Development projects of an acre or more should provide on-site publicly-accessible community spaces or provide publicly-accessible open spaces.

OBJECTIVE 9.6

Promote food access and sustainable urban agriculture

POLICY 9.6.1

Provide expedited permit review processes for all retail businesses providing a minimum of 10 percent shelf space for fresh produce.

POLICY 9.6.2

Require community shared agriculture drop off locations in major new residential developments.

POLICY 9.6.3

Identify new areas for community gardens within the plan area. Consider new locations to be within new or existing parks or near existing or new community facilities.

POLICY 9.6.4

Consider using a portion of public benefits funding for the creation of community gardens based on community support.

POLICY 9.6.5

Consider using a portion of public benefits funding to support the transport of low-income residents to local farmers markets.

POLICY 9.6.6

If a new, remodeled or expanded school facility is developed, encourage the school to include the provision of fully functioning kitchens so that school meals are served on site and provide green space equal to 20 to 40 percent of the project site area to include a school garden.

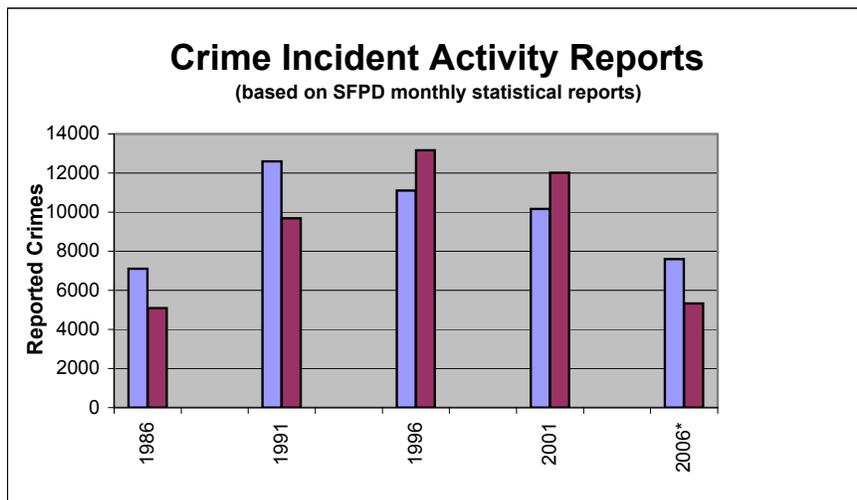


Safety and Public Welfare

As the residential population of Western SoMa has grown, concerns about safety have become more important to many members of the community. At the first Town Hall meeting held by the Western SoMa Task Force in June of 2007, the small-group discussion facilitated by the Complete Neighborhood Fabric Committee was dominated by talk about crime, safety and quality of life.

To many longtime residents of Western SoMa, the standards for quality of life have always been tempered by the industrial nature of the area. Lower rents and greater tolerance for alternative lifestyles were always weighed against the higher standards of safety and cleanliness found in the more gentrified parts of the city. Newcomers to the neighborhood, swept in by the dot com boom and caught up in the spiraling prices of live/work lofts, made no such allowances. The 2006 race for the Board of Supervisors here in District 6 was dominated by charges of inattention to safety and the public welfare.

Has South of Market grown more dangerous? A review of crime statistics for the area served by Southern Station, sampled at five year intervals, actually shows the incidence of very serious offenses is lower today than what was reported in 1991, 1996 or 2006. Only in 1986 was the crime rate lower than what SoMa experienced in the last year studied.



■ Part I crimes (very serious offenses) ■ Part II crimes (all other offenses)

* Statistics for 2006 were only available for the first nine months. The figures 10,122 (very serious offenses) and 7,097 (all other offenses) project what the twelve month total would be if the crime rate continued apace with the first nine months.

Source: San Francisco Public Library

In the diagram above, crime statistics for each of these years are reported in “Crime Incident Activity Reports - San Francisco Police Department Monthly Statistical Reports,” with Part I crimes representing very serious offenses such as rape, robbery and homicides depicted by the blue bars on the graph; and Part II crimes, including just about all the other crimes short of infractions (shown in red). The community infractions of noise, littering, graffiti, urination and defecation were discussed at the June 2007 Town Hall conversations.

Unfortunately, these infractions are the lowest priority for law enforcement, leading to the perception that the community is ignored and treated with less respect than other parts of the city. As the population density increases, the incidence of these quality of life offenses affects more people. No one should have to live in a dirty, intolerable community.

To the extent that rezoning has opened up many formerly industrial areas to residents, urban planning takes on some of the responsibility for mitigating what was once the sole provenance of law enforcement.

“Crime Prevention through Environmental Design” (CPTED) is the field that provides us with tools to fulfill that role. It owes its origin to the work of Jane Jacobs who, in “Death and Life of Great American Cities,” drew a direct connection between successful place-making and overall public safety.

The safest communities have developed over long periods of time, absent any help from trained planners, with a rich range of activities and uses and with buildings of different designs and purposes. Modern planning efforts to recreate these communities with “mixed-use” zoning usually result in massive housing projects in neighborhoods with a smattering of meaningless ground floor retail space. Most are sorely lacking in all the essentials that go into creating a complete neighborhood. Unoccupied ground floor space, blank walls, inappropriate landscaping and uses that turn their back on the outside community should be discouraged.

OBJECTIVE 10.1

Build “Crime Prevention through Environmental Design” (CPTED) standards into new zoning classifications

POLICY 10.1.1

Encourage a mix of uses that promote public participation and provide “eyes on the street.”

POLICY 10.1.2

Encourage natural surveillance by creating a better sense of community.

POLICY 10.1.3

Require adequate exterior lighting on all new developments.

POLICY 10.1.4

Ensure that trees and shrubbery do not obscure sight lines.

The 1990 rezoning of South of Market attempted to codify the community’s existing mixed-use character. Service, Light Industrial and Residential (SLR) zoning, allowed community-serving, service-oriented and blue collar industries to coexist with residential uses and grandfathered in dozens of entertainment venues in the hope that people would be able to live, work and play all in this one area. Experience has shown that, although these varied uses occasionally come into conflict, South of Market is enriched by its diversity.

OBJECTIVE 10.2

Encourage appropriate activities during both day and night

POLICY 10.2.1

Encourage uses that operate outside of the usual “nine-to-five” workday.

The current Place of Entertainment permitting process is a one-size-fits-all process that, because of First Amendment concerns, cannot distinguish between a loud amphitheater, a small jazz club or even a restaurant featuring a disk jockey. While government cannot define entertainment for any venue, it can regulate secondary impacts.

POLICY 10.2.2

Encourage lower-intensity, neighborhood-serving entertainment venues.

An entertainment venue that respects its surrounding community and operates late into the night provides more security for everyone. It can also generate the critical mass to support ancillary businesses that benefit the entire neighborhood. Service-oriented and light industrial uses also contribute to creating a 24 hour neighborhood which creates a greater sense of security by providing constant “eyes on the street.”

OBJECTIVE 10.3

Increase social cohesion among residents and local business owners

POLICY 10.3.1

Provide a basic level of common services, especially at major transit nodes, to prevent the perception of isolation.

SoMa was laid out with large industrial city blocks, some of the longest in the city. Alleys help break up those long stretches. Mid-block crossings should also be encouraged.

POLICY 10.3.2

Increase mid-block crossings throughout the Western SoMa SUD

The Planning Department, the Commission, the Board of Supervisors -- in fact, the entire City family -- all have an obligation to help knit South of Market back together. SoMa is surrounded by freeways, is home to many of the most popular big box stores, auto repair shops, services for the Financial District and the hospitality industry and provides the entire region with entertainment. It bore the brunt of the dot com boom and bust and is now experiencing an incredible increase in population.

POLICY 10.3.3

Encourage development of new community buildings that support a diverse spectrum of neighborhood activities.

Creating safe public spaces requires commitment to environmental improvements and also to increasing community interactions, social relationships between neighbors and local business owners, improving economic conditions, and cultivating a sense of pride and ownership over the neighborhood. Such commitments can be cultivated in a number of ways including 1) funding for spaces to meet; 2) funding for public, community building events, like neighborhood fairs and festivals; 3) encouraging public participation in community decision-making; and 4) creating economic and social opportunities for youth, families, seniors and others.

POLICY 10.3.4

Provide funding or physical space for the creation and/or continued programming of a neighborhood clean-up committee, a neighborhood crime prevention committee, or other neighborhood-oriented committee that seeks to promote social engagement and healthy communities.

POLICY 10.3.5

Organize periodic town hall meetings among police and elected officials and current residents, property and business owners to discuss the impact of new development and ways to improve neighborhood safety.

POLICY 10.3.6

Work with San Francisco Police Department to reduce crime in high crime areas by incorporating Crime Prevention through Environmental Design strategies and increasing police presence.

OBJECTIVE 10.4

Ensure a high quality of life for existing and new residents and workers

POLICY 10.4.1

Significantly enhance pedestrian safety throughout Western SoMa.

POLICY 10.4.2

Encourage the creation of a Community Benefits District to fund additional street cleaning.

POLICY 10.4.3

Support creating collaboration between the San Francisco Day Laborer programs and entertainment business owners to hire day laborers to pick up litter and clean streets around entertainment areas following business hours.

POLICY 10.4.4

Work with local eating establishments and convenience stores to ensure that there are trash cans located both inside and outside their establishment and that signs discourage litter.

POLICY 10.4.5

Designate a graffiti wall or section of a park where graffiti is encouraged. Offer awards or mini-grants for persons with the best graffiti on designated areas after a certain period of time, as long as the individual does not have current graffiti charges in other areas of the City.

POLICY 10.4.6

Work with the Department of Public Works to get self-cleaning public toilets placed along key commercial streets and near entertainment venues.

POLICY 10.4.7

Work with local entertainment owners to help fund regular cleaning of entertainment areas.

POLICY 10.4.8

Work with local restaurants, community centers, police stations, and other public facilities to allow increased public bathroom usage (include a slight financial incentive to allow public access or create sign that indicates name and location of public bathrooms). This program could provide free additional publicity for those businesses.

POLICY 10.4.9

Work with the San Francisco Day Laborer program or city janitorial services to establish a cleaning program where if businesses open their bathrooms to the public, they will receive one free bathroom cleaning per week from city-hired cleaners.

OBJECTIVE 10.5

**Promote community participation
in the Western SoMa Plan implementation process**

POLICY 10.5.1

Establish a community advisory body to monitor implementation of the Plan and make recommendations for Plan amendments every two years.

POLICY 10.5.2

Conduct a formal external evaluation of community involvement activities during the course of the Western SoMa planning process to identify lessons learned and needs for future community improvement efforts.

POLICY 10.5.3

Promote public transportation to planning and implementation meetings to help increase community investment/engagement in neighborhood.

Street design and public realm improvements need to improve the use of streets by prioritizing pedestrian safety and their enforcement, ADA accessibility, physical streetscapes improvements, and beautification, as well as making public right of ways and streets inclusive to all citizens, regardless of obvious or concealed human disability or impairment. Currently various Department Codes cover the safety and accessibility of streets. Some provisions, however, contradict each other and should be coordinated to implement a plan that embraces the concept of “universal design.”

Most existing disability language relates to “accessibility” and it is part of many Federal and State regulations as well as local Codes, including the Planning Code, the Building Code, the DPW Code, the Fire Code.

OBJECTIVE 10.6

Build “safe and accessible places” through “universal design” (design that includes people with disabilities or impairments)

POLICY 10.6.1

Support building access to all public spaces, streets and public right of ways, as well as access to public spaces within private development in the neighborhood that is safe and accessible from the perspective of all local and federal regulations without contradictions regarding “safety” and “accessibility”.



Epilog

This “Proposal for Adoption” is the product of more than six years’ effort on the part of the Western SoMa Citizens Planning Task Force, in cooperation with the Planning Department, the Transportation Authority, the Department of Public Health and a host of public and private agencies and individuals.

Thousands of volunteer hours went into the Plan. At one time, Task Force members were meeting five times a month, exploring solutions to the needs of Western SoMa through the Complete Neighborhood Fabric and Business and Land Use Committees, the Arts and Entertainment and Transportation Focus Groups and the full Task Force, with invaluable support from the City Family and many gifted professionals who saw merit in the community-based approach that was underway.

The Task Force forwards their best efforts to the Planning Commission and Board of Supervisors with the hope that they respect all that it represents in the development history of San Francisco, as a place highly valued by current residents, businesses and visitors and in the context of a 21st Century vision for the city.

We dedicate this community plan to the undaunting community spirit and memory of Jim Berk and Dan Becco, two Task Force members who left us far too soon, and to all those who contributed to the successful completion of the Western SoMa Community Plan.

Photo by Allan Berube
from the collection of Gayle Rubin

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Appendix

Western SoMa Community Plan Public Benefits Priority Projects



Approved by Western SoMa Community Planning Task Force on May 25, 2011

PRIORITY PROJECTS	DESCRIPTION	LEAD CITY AGENCY and PARTICIPANTS	POTENTIAL DIRECT LINKS TO ANTICIPATED DEVELOPMENT ACTIVITY	ANTICIPATED IN-KIND COMMUNITY BENEFITS APPLICATION	OTHER SOURCES OF FUNDING	ENVIRONMENTAL CLEARANCE	ESTIMATED PROJECT COSTS	PROJECT COST SOURCE	PROJECTED PROJECT CONSTRUCTION TIME FRAME
Minna and Natoma Alley Treatments	Between 7th and 9th Streets provide pedestrian and traffic calming designs that mirror the alley treatments for these two alleys between 6th and 7th Streets. Additionally, these alley treatments will include Social Heritage "features" appropriate to the Filipino history in the neighborhood.	SFCTA, DPW, Consultants and W SoMa CPTF	Limited	None	SFCTA taking the lead with design grant support being sought by CBO for Social Heritage "features."	Mid-2012	\$1.2-1.6 Million	SFCTA seeking funding and EN CBIF	2012-2015
Ringold Alley	Shared roadway alley treatment between 8th and 9th Streets that will include Social Heritage "features" appropriate to the LGBTQ history in the neighborhood.	SFCTA, DPW, Consultants and W SoMa CPTF	Archstone development at 350 8th Street	Yes	SFCTA taking the lead with design grant support being sought by CBO for Social Heritage "features." Archstone potential contributions.	Mid-2012	\$300,000-\$600,000	SFCTA seeking funding and EN CBIF	2014-2015
Publicly Accessible Open Space	5,000 sqft publically accessible open space at the corner of 8th and Ringold with possible public easement.	Archstone, Planning and W SoMa CPTF	Archstone development at 350 8th Street	Yes	Archstone & KMA	Mid-2012	\$175,000 - Construction, \$50,000 - Soft Costs, \$1,285,000 - Land	EN CBIF	2014-2015
Publicly Accessible Tot Lot	1,000-2,000 sqft publically accessible Tot Lot at the corner of 8th and Ringold with possible public easement.	Archstone, Planning and W SoMa CPTF	Archstone development at 350 8th Street	Yes	Archstone & KMA	Mid-2012	\$90,000 - Construction, \$15,000 - Soft Costs, \$551,000 - Land	EN CBIF	2014-2015
Publicly Accessible Community Facilities/Child Care Building	2,000-3,000 sqft publically accessible Community Facilities/Child Care Building at the corner of 8th and Ringold with possible public easement.	Archstone, Planning and W SoMa CPTF	Archstone development at 350 8th Street	Yes	Archstone & KMA	Mid-2012	\$525,000 - Construction, \$125,000 - Soft Costs, \$790,000 - Land	EN CBIF	2014-2015
Greening Street	12th Street between Howard (possibly S. Van Ness) and Harrison Streets.	Planning and DPW	Limited - Numerous development projects are currently being explored adjacent to 12th Street	Possible	TBD	Mid-2012	TBD	EN CBIF	TBD