

Draft for Public Review

The Central Waterfront Neighborhood Plan



San Francisco Planning Department
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IV Implementing The Plan

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This section presents the overall strategy for implementing the plan. It describes the necessary actions and key parties responsible for realizing the plan's vision.

Ultimately, this plan is a policy document that proposes strategic changes to city policy and practice in a variety of areas. Implementing these proposals will require the active participation of city agencies and the community to make basic changes in how we manage both public and private actions. Based on this public draft, on-going community discussion, interagency comment, and environmental review will refine the implementation program described in this section.

Implementation Approach

This plan for the Central Waterfront neighborhood is a set of objectives, policies, and guidelines that represents a shared vision for the future of the area. It establishes a framework for ensuring that changes to the built environment, whether public or private, aid in maintaining or improving the fabric of the neighborhood and enhance its qualities as a place for living and working. The plan sets out a clear roadmap for both the public and private actions necessary to realize the vision presented in it. Ultimately, however, the extent to which the plan is carried out relies on the means available to implement its vision, and a public will to ensure that resources are directed to it.

This section presents a general implementation program that links the plan's policy framework to actual decisions about new planning controls, development proposals, and public improvements. Once the plan is refined, finalized, adopted by the Planning Commission and approved by the Board of Supervisors, this program will guide public decision-making in regard to improvements to the Central Waterfront well into the future. Ultimately, it is these decisions that determine the future character and quality of the neighborhood—the policies of this plan can affect positive change only to the extent that they are carried through in the day-to-day, incremental practices of city building.

This plan is a policy document, not a development proposal. As an implementing document of the city's General Plan, the Central Waterfront Neighborhood Plan goes beyond issues of land use, height, and building design, which are the traditional subject of zoning and the planning code, to address the related issues of transportation and the design of the public realm. It does not suppose that the recommended improvements will become reality at once, or that adequate funding is in place to implement them all. Rather, implementing this plan will be a matter of guiding many small actions taken over a number of years, reforming the controls that regulate new development and the management standards that affect the character and quality of our streets and public spaces.

To fully realize the plan, the city must make certain that the policies of this plan, once adopted, as well as other established policy, such as the City Charter's "Transit First" Policy and the city's General Plan, are adhered to. At its base, this plan calls for establishing a balance between two critical needs—jobs and housing. To this end, it is essential that the

Planning Department make changes that will maximize housing opportunity and coordinate with other city departments and agencies, such as the Mayor's Office of Economic Development, to establish, for instance, business support programs that will support and enhance the city's economy diversity.

The plan also defines standards for new development and for the use of streets and public spaces that implement essential policy directives. Positive change will come to neighborhoods like the Central Waterfront once we, as a city, take this step. It is essential that the agencies responsible for the city's streets—the San Francisco County Transportation Authority, the Department of Public Works, and the Municipal Transportation Agency / Department of Parking and Traffic—establish new funding priorities and standards for street management that move people as effectively as possible and improve streets as public spaces. These agencies have played an active role in the community planning process to date, and will continue to in refining the implementation program, and then in implementing the plan.

As this is the first public review draft in an ongoing community planning process, the implementation program is tentative and subject to considerable change as part of public review. This program will be refined as specific proposals in the plan are also refined, in response to feedback from the community, other city agencies, and elected officials.

In order for the Central Waterfront to evolve as a successful neighborhood, a conscious decision will have to be made by the city to make the improvements to the streets, open spaces, and other aspects of the public realm, as described in throughout this plan, especially in the Moving About section and the in the Urban Design Guidelines.

Some aspects of implementing the plan will require funding, many, however, do not involve significant, direct public cost. The plan for the Central Waterfront neighborhood will be achieved over time and in a number of ways, including the following, by:

- **Preserving existing identified values**—such as landmark structures and development patterns, and the neighborhood’s special ways of building—that are embraced by and addressed by the plan.
- **Providing clear roadmaps to private developers to help them make informed business decisions and sound development proposals that advance the goals of the plan.**
- **Guiding public development actions of the city** through the planning and development process so that development projects work to enhance rather than detract from the vision of the plan.
- **Orchestrating routine public actions** like street repair and transit improvements so that these actions work in concert incrementally over time towards the vision of the plan. Essentially, these kinds of actions are free of significant direct public cost beyond those normally associated with such actions.
- **Generating new public initiatives** such as revisions to the Residential Permit Parking Program, sidewalk widenings, or streetscape and open space improvements, that are specifically targeted to implement portions of the plan. These kinds of public actions have varying levels of direct public cost.
- **Capturing imagination and seeking out grant funding initiatives** for such things as street-tree planting programs, bike boulevards, streetscape improvement projects, or transit improvement projects. Rather than costing the public, these initiatives have the potential to capture funding from existing and new, as of yet identified, sources to support public planning and capital projects.
- **Helping to enable public oversight** of the public and private planning and development process by concerned citizens and public interest groups. Other than the time required of citizens, there is little direct private cost- and essentially no direct public cost- to these types of actions.

Priority Public Improvements and Funding

The proposals for improvements to streets and open spaces described in this plan vary widely in their range and scope—some can be implemented incrementally as scheduled street maintenance occurs, and others will require significant capital funding from city, state, and perhaps federal agencies. Working with other city agencies, these projects should be prioritized and included in the city’s transportation improvements plan, administered by the SF County Transportation Authority.

Grants and other sources of funding should be pursued wherever possible. The Metropolitan Transportation Commission’s “Transportation for Livable Communities” Program is one ideal source of funding for many of the pedestrian and open space improvements described in this plan. The Planning Department, working with the San Francisco County Transportation Authority (SFCTA), Municipal Transportation Agency/Department of Parking and Traffic (MTA/DPT), and Department of Public Works (DPW), should select one or two ‘pilot’ projects to propose for funding through this program. Working collaboratively, these city agencies can apply for grants that will fund refined proposals and capital expenditures for pedestrian improvements in the Third Street corridor, for example.

Implementation Program for Public Realm and Transportation Improvements:

- Bulbouts and related pedestrian amenities on east-west streets at Third Street: 18th, 19th, **20th**, **22nd**, **23rd**, 24th Streets – bold are priority. (DPW, MTA/DPT)
- Improve I.M. Scott School parcel as public open space. (Dept. of Recreation and Parks, DPW)
- Improve and expand Warm Water Cove open space, and enhance access points to expanded area. (Dept. of Recreation and Parks, DPW, MTA/DPT, Port)
- Acquisition of Irish Hill for public open space and related access/street improvements. (Pacific Gas & Electric, Dept. of Recreation and Parks, DPW, MTA/DPT, Port)
- Pier 70 circulation/pedestrian and open space enhancements. (Port)
- Enhancement and expansion of Islais Creek shore access west of Illinois Street. (Dept. of Recreation and Parks, DPW)

- Sidewalk improvements on east-west streets in industrial areas: 23rd, 24th, 25th, 26th, Cesar Chavez, and Marin Streets. (DPW, MTA/DPT)
- Bicycle boulevard enhancements on Indiana Street. (MTA/DPT, DPW)
- Illinois Street improvements, including sidewalks and bicycle lanes. (Port, DPW, MTA/DPT).
- Placement of wayfinding signage, including improved Bay Trail signage. (DPW, Association of Bay Area Governments).
- Placement of historic markers and “places of interest” signs (DPW, Port).
- Caltrain station improvements: lighting, signage/real time information, kiosks, vertical circulation, bicycle parking. (Peninsula Corridor Joint Powers Board)
- 18th and 20th Street bridge improvements. (DPW, MTA/DPT, Caltrans)
- Infill trees and pedestrian lighting on Third Street near light rail stops. (DPW)
- Parking meters north of 23rd Street. (MTA/DPT)

Zoning and Planning Code Revisions

The plan proposes to rezone property within the plan area in accordance with the land use controls described in Element 1 of this plan: “Land Use.” The intent and basic controls of the proposed zoning as described in this plan will be refined through public review of this draft.

Amendments to the Planning Code and zoning maps will be required to establish new land use and height districts, as well as to implement the urban design guidelines and transportation and housing policies proposed in this plan. Once the plan is refined based on public review, environmental review, and comment, the Planning Department will provide a description of the necessary zoning and planning code changes as part of the plan’s presentation to the Planning Commission for adoption and to the Board of Supervisors for approval. Ultimately, specific legislation will be proposed by the Planning Department to implement the proposed changes. The Department anticipates establishing a community process to develop detailed zoning controls.

Key Actions:

- Establish new Land Use and Height Districts
- Establish new Urban Design Guidelines
- Amend Zoning Maps
- Amend Planning Code