



# DRAFT

For Internal Review and Comment April 7, 2008

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## 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 20<sup>th</sup> 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 comprehensive local planning program since the City was first subject to modern day zoning controls. In a complex commercial, industrial and residential built environment reeling under 21<sup>st</sup> Century retooling, neighborhood politics began to coalesce around the localized Planning Department initiated rezoning efforts.

### *Insert Reference Map*

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 Planning Department rezoning efforts. It began with a 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.

### *Insert Map 13 Planning Areas 8.5x11*

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 21<sup>st</sup> 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 they further detailed in supporting Planning Principles.



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## **Values Statement of Western SoMa Citizens Planning Task Force**

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.

### **Planning Principles**

(adopted August 23, 2006)

- 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.

Core Values Statement and Planning Principles are the big concepts that the neighborhood is now and should remain a mixed use place that builds on its rich history of innovation and traditions. Just east of the Western SoMa Special



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Use District (Western SoMa SUD) lies 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 (Task Force) and the Planning Department efforts in East SoMa have benefited from a mutual learning process. Many of the ideas in the East SoMa Plan that were not in earlier Planning Department drafts have their roots in the deliberations of the Western SoMa Citizens Planning Task Force.

Issues where cultural and historic preservation are emphasized in the East SoMa Plan were at the heart of the early citizens' notions that they could do more sensitive planning for their neighborhood than the Planning Department staff leading them. Another big idea in the East SoMa Plan of a "complete neighborhood" (actually one of the named Task Force working Committees) has much of its early genesis in the Task Force.

Finally, the Western SoMa Community Plan diverges from the East SoMa Plan by addressing local, citywide and regional needs in the neighborhood through:

- ✓ Focused infill housing opportunities that build on existing residential areas with nearby residential services, and
- ✓ Capitalizing on focused real 21<sup>st</sup> 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**

## **OBJECTIVE 1.2**

**ENCOURAGE PRESERVATION OF EXISTING AND VIABLY APPROPRIATE NEW BUSINESS USES IN LOCATIONS THAT PROVIDE THE GREATEST OPPORTUNITIES FOR SUCCESS AND MINIMIZE CONFLICT WITH RESIDENTIAL USES**

These two Objectives are core to the Western SoMa SUD neighborhood planning efforts. From these two Objectives, many Policies and associated implementing recommendations follow. The first set of polices below establish basic parameters for building a viable mixed-use neighborhood north of Harrison

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Street. The second set of policies adds detail to the second objective point of business opportunity and success throughout the district with an emphasis on building a locationally sensitive job district south of Harrison Street and the highway that traverses the neighborhood.

At a very broad brush level, a continuum in the Western SoMa SUD progresses from non-residential uses on the Townsend Street high-tech office corridor northwards, with non-residential uses to the south side of Harrison Street and the freeway. North of Harrison Street, an increasingly residential neighborhood character of smaller scale and embracing a "mix of uses" and new mixed-used development are the identified development goals.

*Insert soma tracking SUD 0307 8x11MAP*

## **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**

### **Policy 1.1.1**

On a continuum, Western SoMa 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 1.1.2**

Identify existing residential clusters in Western SoMa.

*Insert Map of Residential Land Use*

### **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" corridor between 7th and 10th Streets.

### **Policy 1.1.5**

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Restrict medium-box retail uses north of Harrison Street to “large development sites” (LDS) of one acre or more.

## **Policy 1.1.6**

Establish vertical zoning standards in limited locations to encourage new mixed-use development and preserve a mix of 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 a 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 a residential and office real estate market setting the land values.

## **OBJECTIVE 1.2**

**ENCOURAGE PRESERVATION OF EXISTING AND VIABLY APPROPRIATE NEW BUSINESS USES IN LOCATIONS THAT PROVIDE THE GREATEST OPPORTUNITIES FOR SUCCESS AND MINIMIZE CONFLICT WITH RESIDENTIAL USES**

### **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**

Locate appropriate business uses south of Harrison Street.

### **Policy 1.2.3**

Establish a mid-rise business corridor on Townsend Street designated for 21<sup>st</sup> 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**

Retain and incorporate into the Western SoMa SUD zoning controls the Formula Retail Controls and Policies currently being used by the Planning Commission for the neighborhood.

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**TEXT BOX – Begin**\*\*\*\*\*

## **SIZE**

***New formula retail uses should maintain the use size characteristics of nearby retail uses. By nearby the Planning Commission means to evaluate retail uses on the proposed and opposing block face.***

***The Planning Commission will seek to ensure sufficient separation of formula retail uses and thereby avoid clustering of any formula retail uses in the Western SoMa SUD. By sufficient separation the Planning Commission means to avoid to the greatest extent possible more than two formula retail uses on either the proposed block face and/or the opposing block face.***

## **USE TYPE**

***Discourage single, stand alone formula uses, and encourage formula retail uses to be integrated with non-formula retail and other uses in the Western SoMa SUD.***

***Encourage the integration of pedestrian friendly and publicly accessible open space in new formula retail use proposals.***

***Discourage drive-through formula retail uses.***

## **LOCATION**

***Auto oriented formula retail uses will be discouraged north of Highway 80 in the Western SoMa SUD.***

***Auto oriented formula retail uses will be discouraged in heavily used pedestrian areas (e.g., schools and parks) or in proximity to existing clusters of residential uses.***

***Pedestrian oriented formula retail uses will be encouraged in proximity to existing clusters of residential uses.***

## **OTHER**

***Discourage formula retail uses requiring multiple curb cuts.***

***Encourage a mix of uses and discourage the sole use of a development site by formula retail uses and their required parking (especially when required parking is provided in a surface parking area).***

***Discourage any formula retail use that could increase demand for double parking (legal or illegal).***

***Discourage exclusive pedestrian entrances to formula retail uses from parking lots and encourage primary retail entrances from street frontages.***

***Preferences should be given to new formula retail uses that willingly participate in formalized local resident job hiring programs.***

**TEXT BOX – End**\*\*\*\*\*

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## **Policy 1.2.6**

Limit commercial development of medium-box retail to 25,000 square feet throughout the Western SoMa SUD. These large retail uses shall be allowed to locate without restriction south of Harrison Street and be permitted only on large developments site (LDS=one acre or larger) north of Harrison Street.

## **OBJECTIVE 1.3**

**MINIMIZE NOISE IMPACTS AND ENSURE APPROPRIATE NOISE ORDINANCE REQUIREMENTS ARE MET**

### **Policy 1.3.1**

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

*Implementation 1.4.1.1 - Update the 1972 San Francisco Transportation Noise-Level map in the General Plan Noise Element to reflect current conditions and to ensure compatible land use planning.*

### **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.

*Implementation 1.4.2.1 - As part of the environmental review process for proposed new uses expected to generate noise levels exceeding ambient noise, work with the Department of Public Health to identify any existing sensitive uses near the proposed new noise generating use and analyze the potential impacts of the proposed noise generating use on nearby sensitive uses.*

## **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.

*Implementation 1.4.1.1 - As part of the environmental review process for proposed new sensitive uses, including residential, childcare, and school facilities, work with the Department of Public Health to perform the appropriate exposure analysis.*

Avoid locating sensitive uses adjacent to high volume traffic and freight routes. If sensitive uses are located in areas with greater than 100,000 vehicles per day in a 500 feet buffer, require the use of an HVAC system



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with filtration to reduce/mitigate infiltration of vehicle emissions as warranted by exposure analysis.

Insert wsoma traffic volumes prop symbols v2

Consider limiting building heights adjacent to roadways with very high traffic flows as taller buildings create “urban canyons” which can reduce the dispersion of air pollutants and increase ambient exposure levels.

Insert Existing/Proposed Zoning and Height Maps

## **NEIGHBORHOOD ECONOMY**

The Task Force, through the guidance and assistance of numerous consultant and student studies, analyzed opportunities and formulated a vision for future non-residential activities that are both locationally appropriate and responsive to local and regional 21<sup>st</sup> Century economic needs. 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 Task Force recommendations 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 big-box retail uses. The objectives and policies that follow articulate the Task Force recommendations for early 21<sup>st</sup> 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. Warehousing uses serving the nearby Port of San Francisco, contractors serving the construction and building service needs of the downtown core located in the neighborhood. Similarly, auto service garages

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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 20<sup>th</sup> Century landscape. When last rezoned in the late 1980s, the neighborhood faced eminent 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 Task Force seeks solutions that balance the competing needs of housing production with the long standing diverse neighborhood commercial vitality.

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 new and emerging market opportunities. In part led by the gay and artist communities that located in the area during the last few decades of the 20<sup>th</sup> 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 the early 20<sup>th</sup> Century warehousing and manufacturing activities. Some of these building have undergone creative adaptive reuse to reconfigure them for more contemporary business needs. Yet, elements of the more historic building stock remain underutilized and face uncertain futures in the 21<sup>st</sup> Century economy.

## **OBJECTIVE 2.1**

**RETAIN AND ENCOURAGE GROWTH OPPORTUNITIES FOR EXISTING NEIGHBORHOOD BUSINESSES**

## **OBJECTIVE 2.2**

**PROMOTE APPROPRIATE NEW NEIGHBORHOOD BUSINESS OPPORTUNITIES THAT CREATIVELY RESPOND TO NEIGHBORHOOD, CITYWIDE AND REGIONAL ECONOMIC NEEDS AND TRENDS**

These two neighborhood economy Objectives provide a foundation for more detailed polices that follow and add detail to the non-residential vision for the

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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.

## **OBJECTIVE 2.3**

### **SUPPORT THE ECONOMIC WELLBEING OF A VARIETY OF BUSINESSES IN WESTERN SOMA**

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 non-residential uses are to be prioritized over residential uses within parts of Western SoMa, then they must be definitively established via 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.

#### *Insert picture INDUSTRIAL\_FLEX SPACES*

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 could create a zone in which certain businesses are allowed as of right, but other businesses require a conditional use permit. This could help retain and expand back streets businesses central to the function of the City and maintain quality jobs for the local workforce. Similarly, a zone that acknowledges 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.

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Western SoMa business success to date 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.

## **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 9<sup>th</sup>, 10<sup>th</sup> and Folsom Streets and allow larger office uses in a commercial district along Townsend Street.

*Implementation 2.1.1.1 - Where allowed in the Western SoMa Special Use District, provision of office space, outside of the Mixed-use Office District, shall be limited to a maximum on one (1) floor of occupancy. When such office space is provided on the ground floor it should be limited to neighborhood serving office uses.*

## **Policy 2.1.2**

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

*Insert wsoma retail biz types 8x11*

## **Policy 2.1.3**

Permit wholesale uses as permitted uses in the proposed Commercial Districts in the Western SoMa SUD.

## **Policy 2.1.4**

Create incentives for adaptive reuse 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.

*Insert wsoma residential commercial landuses 8x11*

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## **Policy 2.1.7**

Encourage innovation, creativity and start-up business opportunities through adaptive reuse 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.

## **OBJECTIVE 2.2**

### **PROMOTE APPROPRIATE NEW NEIGHBORHOOD BUSINESS OPPORTUNITIES THAT CREATIVELY RESPOND TO NEIGHBORHOOD, CITYWIDE AND REGIONAL ECONOMIC NEEDS AND TRENDS**

Valuable resources for small businesses exist, and the “San Francisco Economic Strategy” recommends the City take additional actions to foster San Francisco small businesses and entrepreneurs.<sup>1</sup> 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, South of Market Business Association and Urban Solutions.

New and existing businesses should be provided assistance finding new or additional space in Western SoMa and help navigating permits and City

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<sup>1</sup> The *Made in San Francisco* report on back streets businesses makes similar recommendations tailored to the needs of these businesses, many of which are small businesses located in areas like Western SoMa. See this report for best practices from other cities as well as detailed recommendations.

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policies. 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 spin-offs.

*Insert picture ART\_DESIGN 2*

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

#### **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.

*Insert map wsoma\_retail\_biz\_8x11*

#### **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.

#### **Policy 2.2.4**

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

*Insert picture High Tech 1*

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## **Policy 2.2.5**

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

## **Policy 2.2.6**

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

## **Policy 2.2.7**

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

## **Policy 2.2.8**

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 2.2.9**

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

*Insert wsoma arts ent 8x11*

## **Policy 2.2.10**

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

*Insert picture Night Life 2*

## **Policy 2.2.11**

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 WELLBEING OF A VARIETY OF BUSINESSES IN THE WESTERN SOMA**

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## **Policy 2.3.1**

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

Insert wsoma\_lite\_industrial\_landuses\_REV

## **Policy 2.3.2**

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

## **Policy 2.3.2**

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

## **OBJECTIVE 2.4**

### **INCREASE ECONOMIC SECURITY FOR WORKERS BY PROVIDING ACCESS TO SOUGHT-AFTER JOB SKILLS**

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.

Insert wsoma\_employ\_density

Western SoMa resident workers have a high rate of unemployment relative to the rest of the City. 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 students 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.



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## **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.

*Implementation 2.4.1.1 - Require that redevelopment of existing buildings containing viable commercial uses to be replaced 1:1 with equally affordable space for the displaced use/s within the Western SoMa SUD, allowing for the relocation of existing businesses.*

*Implementation 2.4.1.2 - Require a fee for the loss of commercial uses that is earmarked for relocating existing commercial businesses or contribution to a job training fund.*

*Implementation 2.4.1.3 - Require a fee to support business relocation when a commercial business is displaced due to residential development or environmental conflict.*

*Implementation 2.4.1.4 - Encourage citywide programs that provide new businesses with specific industry information and environmental regulations that encourage and support their certification as a green business.*

*Implementation 2.4.1.5 - Develop support mechanisms and financial incentives to prioritize locally owned small businesses and encourage developers to carve out space for locally owned businesses.*

*Implementation 2.4.1.6 - Work to provide favorable rent or lease terms to locally-owned businesses as a community benefit.*

*Implementation 2.4.1.7 - Expedite permitting to locally-owned businesses in new commercial properties.*

*Implementation 2.4.1.8 - In areas where up-zoning is occurring or allowable uses are increasing, require businesses covered by jobs-housing linkage fee requirement to pay 125% of the jobs-housing linkage fee.*

*Implementation 2.4.1.9 - Require a portion of the public benefits funding to fund an employment plan, including job training and placement of local residents, including apprenticeship programs for historically underserved populations.*

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*Implementation 2.4.1.10 - Work to provide incentives for commercial tenants that provide "healthy jobs" that provide safe working environments, adequate wages and benefits.*

## HOUSING

*Insert picture pic03498*

Without question, there are residential neighborhoods 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 pattern of these smaller residential enclaves on the alleys has been a critical factor in the considerations of the Task Force and others when evaluating the neighborhood. For example, Page & Turnbull in their preservations survey work in this neighborhood 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 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.

*Insert Map wsoma potential REDs LU 8x11*

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

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“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 and include appropriate development sites into 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.

## *Inset picture alley2*

Due to the Task Force emphasis on introducing new housing resources in and around existing housing, the Western SoMa Community Plan departs from other Eastern Neighborhoods housing policies and warrants a new policy framework as follows.

### **OBJECTIVE 3.1**

#### **PRESERVE EXISTING NEIGHBORHOOD HOUSING RESOURCES**

### **OBJECTIVE 3.2**

#### **ENCOURAGE NEW NEIGHBORHOOD RESIDENTIAL USES IN LOCATIONS THAT PROVIDE THE GREATEST OPPORTUNITES TO BUILD ON THE EXISTING NEIGHBORHOOD PATTERNS**

These two Objectives drive the Western SoMa SUD housing policy, zoning and program recommendations. From these two Housing Objectives, many Policies

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and associated implementing recommendations follow. The first set of policies below establish basic parameters for preserving existing 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 brush level, a continuum in the Western SoMa SUD extends from non-residential uses on the Townsend Street high-tech office corridor northwards to non-residential uses on the south side of Harrison Street and the freeway. North of Harrison Street, an increasingly residential neighborhood character of smaller scale and embracing a mix of uses and new mixed-used development should be the development goals.

## **OBJECTIVE 3.1**

### **PRESERVE EXISTING NEIGHBORHOOD HOUSING RESOURCES**

#### **Policy 3.1.1**

Prohibit residential demolitions and conversions of rent-controlled units unless they would result in equivalent replacement of existing housing units at the same price and which continue to be controlled by the rent control ordinance.

*Implementation 3.1.1.1 - Require replacement of any and all demolished residential units with in-kind units of both size and affordability.*

*Implementation 3.1.1.2 - Require that new units abide by rent control ordinance.*

*Implementation 3.1.1.3 - Irrespective of rental or ownership qualities, demolished residential units need unqualified protection.*

#### **Policy 3.1.2**

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

#### **Policy 3.1.3**

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

*Insert RED wsoma potential REDs simplified 8x11*

#### **Policy 3.1.4**

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

### **Policy 3.1.5**

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

The next set of polices 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**

*Insert Map wsoma residential commercial landuses 8x11*

### **Policy 3.2.1**

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

*Insert Scale 2 photo*

### **Policy 3.2.2**

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

*Insert Map wsoma housing opp bldg ht 8x11*

### **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.

*Insert Map wsoma rearyard openspace wallmap CB3 plot- this map should be a full two page layout spread in the plan*



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**Policy 3.2.5**

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

**Policy 3.2.6**

Establish a maximum number of market rate housing units that can be built in the Western SoMa SUD in any given calendar year.

*Insert table/graph 2006 Housing Production by Neighborhood*

\*\*\*\*\**START Text Box*\*\*\*\*\*

**MORGAN HILL PLANNING AND ZONING CODES  
CONTROL SYSTEM RESIDENTIAL DEVELOPMENT**

**18.78.120 Evaluation procedures--Design and amenity criteria.**

On quality of design and extent of contribution to public welfare and amenities, the Permit Officer shall examine each proposed development and shall rate each development by the assignment of no more than the maximum number of points allowable on each of the following:

A. The provision of school facilities and amenities, as attested by agreement with the MHUSD, to the extent such consideration is not in conflict with state law  
.....**25 points;**

B. The provision of public and/or private usable open space and, where applicable, greenbelts  
.....**20 points;**

C. The extent to which the proposed development accomplishes an orderly and contiguous extension of existing development rather than leapfrog development, by using land contiguous to urban development within the city limits or near the central core and by the filling in on existing utility lines rather than extending utility collectors.....**20 points;**

D. The provision of needed public facilities such as critical linkages in the major street system, or other vital public facilities  
.....**10 points;**

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E. Provision of parks, foot or bicycle paths, equestrian trails or pathways. .... **10 points;**

F. The provision of units to meet the city's need for low-income and moderate income and elderly housing and the extent to which such provision meets the goals of the housing element of the general plan including the distribution of housing types to provide neighborhoods of ethnic and economic diversity  
.....**15 points;**

G. The extent to which the proposed development itself consists of a diversity of housing types to meet the goals of the housing element of the general plan.....**15 points;**

H. Architectural design quality as indicated by the quality of construction and by the architectural elevations of the proposed buildings judged in terms of architectural styles, size and height.....**14 points;**

I. Site design quality as indicated by lot layout, orientation of the units on the lots, and similar site design considerations  
.....**15 points;**

J. Site and architectural design quality as indicated by the arrangement of the site for efficiency of circulation, on-site and off-site traffic safety and privacy.....**15 points;**

K. Site and architectural design quality as indicated by the amount of private safety and security provided in the design of the individual structures.....**10 points;**

L. Site and architectural design quality as indicated by the amount and character of landscaping and screening and color of buildings  
.....**10 points;**

M. Site design quality in adapting the development to the setting, including the preservation of vegetation, trees, natural terrain, and other natural and environmental features.....**10 points;**

N. The extent to which the proposed development exhibits overall project excellence and/or incorporates or otherwise embodies the concepts of Livable Communities, such as proximity to transit, pedestrian orientation, efficiency of street system, mixed-use, infill,

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and maximization of use of existing infrastructure

.....10 points.

\*\*\*\*\*END Text Box\*\*\*\*\*

### **Policy 3.2.7**

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.

*Implementation 3.2.7.1 – Provide when legally possible, a South of Market neighborhood preference for tenancy in new BMR units produced in the Western SoMa SUD.*

*Implementation 3.2.7.2 –Off-site provision of BMR units in East or West SoMa should be constructed where housing is permitted within East SoMa or the Western SoMa SUD.*

### **Policy 3.2.8**

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

*Insert wsoma lot sz analysis unfiltered tbl map*

### **Policy 3.2.9**

Establish clear guidelines for the use of height or density bonuses for residential construction in the Western SoMa SUD.

*Implementation 3.2.9.1 - Any residential project in the West SOMA SUD that utilizes a height or density bonus must provide inclusionary affordable housing units in addition to whatever amount is required by the citywide inclusionary housing ordinance then in effect. Still to be determined by the Task Force in its next phase of work is:*

- *The exact amount/% of this additional housing requirement.*
- *The exact unit size requirements for this additional housing.*

*The price levels (rental and sale) required for this additional inclusionary housing and the income limits for its eligible households, provided that they will be somewhat higher than the price levels/limits set by the citywide inclusionary housing ordinance.*



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*Insert map SRO Map 2006 06 20 of known SRO projects*

**Policy 3.2.10**

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

**Policy 3.2.11**

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

**Policy 3.2.12**

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 3.2.13**

Discourage any and all proposed housing proposals on arterial streets and highways that are 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 NEW HOUSING CREATED IS AFFORDABLE TO PEOPLE WITH A WIDE RANGE OF INCOMES**

**Policy 3.3.1**

Allow single-resident occupancy hotels (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 these units 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

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- ✓ minimum private opens space requirements of 36 square feet per unit, and
- ✓ not exceed density limits of one unit per 100 square feet of lot area, and
- ✓ no required parking minimum, and
- ✓ no ground floor units facing neighborhood or regional serving streets, and
- ✓ 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.

### **Policy 3.3.4**

Require via area plan, zoning, or Planning Code to have a certain amount of new construction be dedicated for rental housing and for affordable rental housing for fixed periods of time.

*Implementation 3.3.4.1 – Legislate required periods of housing to be retained as rental as per model legislation previously enacted in Los Angeles.*

## **OBJECTIVE 3.4**

### **RETAIN AND IMPROVE EXISTING HOUSING AFFORDABLE TO PEOPLE OF ALL INCOMES**

#### **Policy 3.4.1**

Maintain strict demolition policies that require replacement of units that are equivalent to those lost at both income level and tenure type.

#### **Policy 3.4.2**

Preserve viability of existing rental units.

#### **Policy 3.4.3**

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

**Policy 3.4.4**

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

**Policy 3.4.5**

Require via plan, zoning, or Planning Code, one-for-one replacement of lost affordable housing stock (in addition to inclusionary housing requirements.)

**OBJECTIVE 3.5**

**ENSURE THAT NEW RESIDENTIAL DEVELOPMENTS SATISFY AN ARRAY OF HOUSING NEEDS WITH RESPECT TO TENURE, UNIT MIX AND COMMUNITY SERVICES**

*Insert map wsoma\_residential\_landuses\_alley\_8x11*

**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**

Except Senior Housing and SRO developments, require that 40 percent of all units in new developments have two or more bedrooms and that at least 10 percent of all units in new development have three or more bedrooms.

**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**

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Explore 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 Western SoMa 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.

*Insert wsoma housing opp trans modes 8x11*

## **Policy 3.5.7**

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

## **Policy 3.5.8**

Expedite development permits with more than 15 percent of three or more-bedrooms units.

## **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 so that structured or -off-street parking is permitted 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**

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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.

*Insert map wsoma public facilities 8x11*

#### **Policy 3.7.3**

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

#### **Policy 3.7.4**

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

## **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**

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Research and pursue innovative revenue sources for the construction of affordable housing, such as tax increment financing, or other dedicated City funds.

#### **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**

The resurgence of the Western South of Market Special Use District (Western SoMa SUD) as a vital residential and commercial neighborhood is dependent on the effective and efficient operation of the local transportation system. The area is faced with the difficult challenge of having to respond 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 easily accessible to all and that link the Western SoMa to downtown and other areas of the city.

### *Insert Western SoMa Streets Network Future Scenario Map*

Past studies have shown that transportation demand and land use are intimately linked, prompting the need for future transportation investments to be more carefully tied to land use intensities and predominant travel patterns in the area. 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. The proposed changes in land use further prompt the need to design and implement transportation improvements that bring better balance to the neighborhood, providing transportation options that respond to the mobility needs of the neighborhood.

Despite the existence of a rich mix of transit services and facilities in the Western SoMa, for many years there has been a trend away from the use of transit and non-motorized modes towards private vehicles. Certainly the dimensions of many of its streets have further facilitated use of the automobile.

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Future strategies need to provide a clear, easily-identifiable set of alternatives to this mode, analyzing outputs from the City's CHAMP travel model as well as the findings of the Transit Effectiveness Program (TEP).

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 covered, objectives and policies for each individual transportation mode are presented.

*Insert wsoma st hierarchy v1*

The following is 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 Program  
TDM: Travel Demand Management  
TIDF: Transit Impact Development Fee  
TPS: Transit Preferential Streets  
UC: University of California

## ***Alley Plan Section***

### **OBJECTIVE 4.1**

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## **FACILITATE THE MOVEMENT OF PEDESTRIANS AND BICYCLES IN 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.

*Insert Existing Alleys System (Figure 3 of Transport SAM)*

### **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.

*Implementation 4.1.1.1 - Feature pedestrian scale design in alleys.*

*Implementation 4.1.1.2 - Introduce pedestrian entrances on the sidewalk.*

*Implementation 4.1.1.3 - Introduce pedestrian scale lighting.*

*Implementation 4.1.1.4 - Provide bicycle and pedestrian amenities in front of commercial uses and residential enclaves, such as bike racks, public seating, and landscaping.*

### **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 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:

1. alley to alley connections;
2. alley to destination improvements; and
3. mid-block crossings.



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*Implementation 4.1.2.1 - Keep sidewalks and road surfaces free of impediments.*

*Implementation 4.1.2.2 - Provide safe routes to schools.*

*Implementation 4.1.2.3 - Install sidewalks with a continuous curb.*

*Implementation 4.1.2.4 - Locate pedestrian crossings between alleys located on both sides of a neighborhood-serving street.*

*Implementation 4.1.2.5 - Consider the use of bollards to control parking and preserve the sidewalks for pedestrian use.*

### **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.

*Implementation 4.1.4.1 - Install a pedestrian crossing on 11th Street at Minna Alley.*

*Implementation 4.1.4.2 - Install a pedestrian crossing on 11th Street at Natoma Alley.*

### **OBJECTIVE 4.2**

#### **PLACE LIMITS ON THE SPEED AND VOLUME OF MOTOR VEHICLES IN ALLEYS**

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.

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Insert wsoma alley driving lanes revised

## **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.

*Implementation 4.2.1.1 - Restrict the use of curb cuts on alleys.*

*Implementation 4.2.1.2 - Limit alley roadway widths.*

## **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.

*Implementation 4.2.2.1 - Convert Natoma to two-way traffic.*

*Implementation 4.2.2.2 - Convert Minna to two-way traffic.*

*Implementation 4.2.2.3 - Convert Tehama to two-way traffic.*

*Implementation 4.2.2.4 - Convert Clementina to two-way traffic.*

Insert A Alley Natoma at Russ Photo from Transport SAM Photo Collection)

## **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.

*Implementation 4.2.3.1 - Apply traffic calming alley treatments, as per the South of Market Alley Improvements Program.*

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## **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 in the area.

## ***Neighborhood-Serving Streets Plan Section***

### **OBJECTIVE 4.3**

#### **REDUCE THE IMPACTS OF COMMERCIAL DEVELOPMENT ON NEIGHBORHOOD-SERVING STREETS BY PROMOTING ALTERNATIVE TRANSPORTATION MODES**

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.

### **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.

*Implementation 4.3.1.1 - Feature pedestrian scale design on building frontages.*

*Implementation 4.3.1.2 - Introduce pedestrian entrances on the sidewalk.*

*Implementation 4.3.1.3 - Introduce pedestrian scale lighting.*

*Implementation 4.3.1.4 - Provide bicycle and pedestrian amenities in front of commercial uses (e.g., bike racks, public seating, and landscaping).*

### **Policy 4.3.2**

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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.

Insert N 7<sup>th</sup> Street Photo (from Transport SAM Photo Collection)

### **Policy 4.3.3**

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

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

*Implementation 4.3.3.1 - Install corner bulb-outs.*

*Implementations 4.3.3.2 - On Townsend Street, locate restaurants and retail appropriately.*

*Implementation 4.3.3.3 - Keep sidewalks free of impediments.*

*Implementation 4.3.3.4 - Provide safe routes to schools.*

*Implementation 4.3.3.5 - On TPS streets, install sidewalks with a continuous curb.*

*Implementation 4.3.3.6 - Where appropriate, increase the use of street trees.*

*Implementation 4.3.3.7 - Provide signage for pedestrians.*

*Implementation 4.3.3.8 - Establish minimum standards for sidewalk dimensions.*

### **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.

*Implementation 4.3.4.1 - Reduce the number of surface parking lots.*

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*Implementation 4.3.4.2 - Limit the number of parking garages.*

*Implementation 4.3.4.3 - Limit the number of drive-through establishments.*

*Implementation 4.3.4.4 - Prohibit curb cuts on certain streets.*

*Implementation 4.3.4.5 - Prohibit the spread of auto body shops.*

## **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.

## **OBJECTIVE 4.4**

### **ENSURE A MINIMUM LEVEL OF SAFETY ON NEIGHBORHOOD-SERVING STREETS**

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.

#### **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

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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.

*Implementation 4.4.1.1 - Establish transit nodes at appropriate points of interconnection.*

## **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 modes.

*Implementation 4.4.2.1 - Apply curb treatments on some streets.*

*Implementation 4.4.2.2 - Apply pavement treatments, such as special pavement, and bricks.*

*Implementation 4.4.2.3 - Provide street trees.*

*Implementation 4.4.2.4 - Reduce the number and width of traffic lanes.*

*Implementations 4.4.2.5 - In some cases, introduce speed treatments, such as humps, tables, and raised crosswalks.*

## **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.

*Implementation 4.4.3.1 - Provide clearly marked pedestrian crossings.*

## **Policy 4.4.4**

Improve on-street transit facilities and services on streets with 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.

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*Implementation 4.4.4.1 - Provide adequate bus shelters and benches.*

*Implementation 4.4.4.2 - Provide maps at transit stops.*

*Implementation 4.4.4.3 - Provide human-scale lighting.*

## **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.

## **OBJECTIVE 4.5**

### **DESIGN NEIGHBORHOOD-SERVING STREETS ACCORDING TO LOCAL NEEDS AND DESIRES**

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.

## **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.

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## **OBJECTIVE 4.6**

### **INTEGRATE NEIGHBORHOOD-SERVING STREET POLICIES WITH OTHER PLANNING EFFORTS**

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.

#### **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

*Implementation 4.6.1.1 - Coordinate with Municipal Transportation Agency.*

*Implementation 4.6.1.2 - Coordinate with the San Francisco County Transportation Authority.*

*Implementation 4.6.1.3 - Coordinate with the Department of Public Works.*

*Implementation 4.6.1.4 - Coordinate with the Great Streets and South of Market Alley Improvements Programs, administered by the Department of Public Works.*

*Implementation 4.6.1.5 - Coordinate with the Transit Effectiveness Program.*

#### **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.



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## **Folsom Street Plan Section**

### **OBJECTIVE 4.7**

#### **REDUCE THE IMPACTS OF INCREASED NEIGHBORHOOD COMMERCIAL DEVELOPMENT ON FOLSOM STREET BY ENCOURAGING THE USE OF ALTERNATIVE MODES OF TRANSPORTATION**

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.

#### **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.

*Implementation 4.7.1.1 - Feature pedestrian scale design with transparent building frontages.*

*Implementation 4.7.1.2 - Introduce pedestrian entrances on the sidewalk.*

*Implementation 4.7.1.3 - Introduce pedestrian scale lighting.*

*Implementation 4.7.1.4 - Provide bicycle and pedestrian amenities in front of commercial uses, including bike rack, public seating, and landscaping.*

*Insert F Folsom at 6<sup>th</sup> Street Photo (from Transport SAM Photo Collection)*

#### **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**

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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.

*Implementation 4.7.3.1 - Install corner bulb-outs and median islands.*

*Implementation 4.7.3.2 - Introduce public art in landscaping.*

*Implementation 4.7.3.3 - Locate restaurants and retail appropriately ( e.g., at least one per block).*

*Implementation 4.7.3.4 - Keep sidewalks free of impediments.*

*Implementation 4.7.3.5 - Provide safe routes to schools.*

*Implementation 4.7.3.6 - Install sidewalks with a continuous curb.*

*Implementation 4.7.3.7 - Increase the use of street trees.*

*Implementation 4.7.3.8 - Provide signage for pedestrians.*

*Implementation 4.7.3.9 - Establish minimum standards for sidewalk dimensions.*

## **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 Transit Preferential Streets (TPS) program.

*Implementation 4.7.4.1 - Discourage surface parking lots.*

*Implementation 4.7.4.2 - Discourage parking garages.*

*Implementation 4.7.4.3 - Discourage gas stations.*

*Implementation 4.7.4.4 - Discourage drive-through establishments.*

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*Implementation 4.7.4.5 - Prohibit new curb cuts on Folsom Street between 7<sup>th</sup> and 10<sup>th</sup> Streets.*

*Implementation 4.7.4.6 - Restrict location of new auto body shops to regional streets.*

## **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.

*Insert map wsoma\_metered\_prkg\_DRAFT*

## **Policy 4.7.7**

Require that commercial development provide on-site Transit 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.

*Implementation 4.7.7.1 - Provide carpool matching.*

*Implementation 4.7.7.2 - Make carsharing services available.*

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*Implementation 4.7.7.3 - Provide financial incentives for walkers and bicyclists.*

*Implementation 4.7.7.4 - Provide free or discounted transit passes.*

*Implementation 4.7.7.5 - Introduce a guaranteed ride home service.*

*Implementation 4.7.7.6 - Provide preferential carpool and vanpool parking.*

*Implementation 4.7.7.7 - Provide transportation information (schedules, maps).*

*Implementation 4.7.7.8 - Provide secure bicycle parking.*

*Implementation 4.7.7.9 - Provide showers and changing facilities for bicyclists.*

### **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.

*Implementation 4.7.8.1 - Make carsharing services available.*

*Implementation 4.7.8.2 - Provide free or discounted transit passes.*

*Implementation 4.7.8.3 - Provide transportation information.*

*Implementation 4.7.8.4 - Provide secure bicycle parking.*

### **Policy 4.7.9**

Establish a residential transportation impact fee for development.

In order to offset the costs of additional service imposed by additional development, all new residential buildings in the Western SoMa SUD should be required to pay a development impact fee. This fee would effectively supplement the existing, citywide TIDF fee for development,

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and could include increasing developer fees for transit in places that have conferred increased development potential as a result of up-zoning.

## **OBJECTIVE 4.8**

### **ENSURE A MINIMUM LEVEL OF SAFETY ON FOLSOM STREET, PARTICULARLY FOR RESIDENTS AND OTHER USERS OF THE SYSTEM**

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.

#### **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 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 or ATM) in the vicinity of these nodes.

*Implementation 4.8.1.1 - Establish a transit node at 7th and Folsom Streets.*

#### **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.

*Implementation 4.8.2.1 - Introduce median islands to separate traffic.*

*Implementation 4.8.2.2 - Introduce perceptual design features, including painted markings.*

*Implementation 4.8.2.3 - Apply curb treatments, including chicanes, extensions, and planters.*

*Implementation 4.8.2.4 - Apply pavement treatments, such as special pavement, and bricks.*

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*Implementation 4.8.2.5 - Employ street diverters and closures.*

*Implementation 4.8.2.6 - Provide street trees.*

*Implementation 4.8.2.7 - Reduce the number and width of lanes.*

*Implementation 4.8.2.8 - Introduce speed treatments, such as humps, tables, and raised crosswalks.*

## **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).

*Implementation 4.8.3.1 - Provide clearly marked pedestrian crossings.*

*Implementation 4.8.3. - Provide clearly marked and signalized pedestrian crossings.*

## **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.

*Implementation 4.8.4.1 - Provide adequate bus shelters and benches.*

*Implementation 4.8.4.2 - Provide maps at transit stops.*

*Implementation 4.8.4.3 - Provide human-scale lighting.*

## **Policy 4.8.5**

Reduce roadway conflicts between transit vehicles, bicyclists and pedestrians.

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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. Requirement should be to follow Federal Highway Administration (FHWA) guidance and previous MTA pedestrian studies of high risk intersections.

### **OBJECTIVE 4.9**

#### **DESIGN FOLSOM STREET CONSISTENT WITH LOCAL NEEDS AND DESIRES**

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.

### **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.

### **OBJECTIVE 4.10**

#### **INTEGRATE FOLSOM STREET POLICIES WITH OTHER PLANNING EFFORTS**

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.

### **Policy 4.10.1**

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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.

*Implementation 4.10.1.1 - Coordinate with Municipal Transportation Agency.*

*Implementation 4.10.1.2 - Coordinate with the San Francisco County Transportation Authority.*

*Implementation 4.10.1.3 - Coordinate with the Department of Public Works.*

*Implementation 4.10.1.4 - Coordinate with the Great Streets and South of Market Alley Improvements Programs, administered by the Department of Public Works.*

*Implementation 4.10.1.5 - Coordinate with the Transit Effectiveness Program.*

## **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.

[Insert map wsoma st hierarchy v2](#)

## **Regional Streets Plan Section**

### **OBJECTIVE 4.11**

**RESTRICT REGIONAL TRAFFIC TO A NORTH-SOUTH AND EAST-WEST COUPLET OF STREETS THAT DIRECTLY CONNECT TO THE CENTRAL FREEWAY**



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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.

## **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.

*Implementation 4.11.1.1 - Restrict parking along regional streets during peak periods.*

*Implementation 4.11.1.2 - Reduce posted speeds along regional streets.*

*Insert V Vehicle Traffic 9<sup>th</sup> and Bryant Photo (from Transport SAM Photo Collection)*

## **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.

*Implementation 4.11.2.1*

*Apply truck route treatments to 9th, 10th, Bryant and Harrison Streets.*

## **OBJECTIVE 4.12**

**ENSURE A MINIMUM LEVEL OF SAFETY ON REGIONAL STREETS,  
PARTICULARLY FOR RESIDENTS AND OTHER USERS OF THE SYSTEM**

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.

## **Policy 4.12.1**

Enhance the walking experience by introducing pedestrian and environmental improvements.

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

*Implementation 4.12.1.1 - Keep sidewalks free of impediments.*

*Implementation 4.12.1.2 - Provide safe routes to schools.*

*Implementation 4.12.1.3 - Provide signage for pedestrians.*

*Implementation 4.12.1.4 - Establish minimum standards for sidewalk dimensions.*

## **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.

## **OBJECTIVE 4.13**

### **INTEGRATE REGIONAL STREET POLICIES WITH OTHER PLANNING EFFORTS**

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.

## **Policy 4.13.1**

Promote cooperation between agencies and programs involved in planning SoMa.

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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.

*Implementation 4.13.1.1 - Coordinate with Municipal Transportation Agency.*

*Implementation 4.13.1.2 - Coordinate with the San Francisco County Transportation Authority.*

*Implementation 4.13.1.3 - Coordinate with the Department of Public Works.*

*Implementation 4.13.1.4 - Coordinate with the Alley Improvement Program administered by the Department of Public Works.*

*Implementation 4.13.1.5 - Coordinate with the Transit Effectiveness Program.*

## **Goods Movement Plan Section**

### **OBJECTIVE 4.14**

#### **REDUCE THE NEGATIVE IMPACTS OF GOODS MOVEMENT ON LOCAL NEIGHBORHOODS**

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.

*Insert wsoma prop truck routes*

#### **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.

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## **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 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.

*Insert picture QUALITY FLEXIBLE BUILDINGS*

## **Policy 4.14.4**

Provide an adequate amount of on-street 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.

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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.

*Implementation 4.14.7.1 - Implement compliance tracking for projects with ambient noise levels above 60 dBA*

*Implementation 4.14.7.2 - Implement pre-occupancy acoustical testing for residential building with ambient noise levels above 60 dBA.*

*Implementation 4.14.7.3 - Perform detailed analysis of interior noise reduction requirements for uses not subject to Title 24 (EN Mitigation F3).*

*Implementation 4.14.7.4 - Perform analysis that includes a site survey identifying potential noise-generating uses within two blocks of the project site (EN Mitigation F4).*

*Implementation 4.14.7.5 - Perform analysis that includes a site survey identifying potential noise-sensitive uses within two blocks of the project site (EN Mitigation F5).*

*Implementation 4.14.7.6 - Demand that open space required under the Planning Code be protected from annoying or disruptive noise levels.*

## **OBJECTIVE 4.15**

**MAINTAIN AN ACCEPTABLE LEVEL OF SAFETY FOR LOCAL RESIDENTS AND MERCHANTS BY RESTRICTING COMMERCIAL VEHICLE TRAFFIC IN THE WESTERN SOMA SUD**

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

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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.

## **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.

*Implementation 4.15.1.1 - Prohibit freight traffic on neighborhood-serving streets.*

*Implementation 4.15.1.2 - Prohibit freight traffic on Folsom, Howard, 7th, and Eighth Streets.*

*Implementation 4.15.1.3 - Prohibit freight traffic near mixed-use enclaves.*

## **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.

*Implementation 4.15.2.1 - Implement pedestrian, bicycle and disabled safety improvements.*

*Implementation 4.15.2.2 - Locate bollards in appropriate locations.*

*Implementation 4.15.2.3 - Implement gateway treatments.*

*Implementation 4.15.2.4 - Introduce curb treatments, including chicanes, extensions, and planters.*

*Implementation 4.15.2.5 - Implement treatments, such as special pavement, and bricks.*

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*Implementation 4.15.2.6 - Reduce the number and width of lanes.*

*Implementation 4.15.2.7 - Introduce speed treatments, such as humps, tables, and raised crosswalks.*

## **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).

*Implementation 4.15.3.1 - Give priority to high density residential areas.*

*Implementation 4.15.3.2 - Give priority to safe routes to schools and senior facilities.*

*Implementation 4.15.3.3 - Give priority to pedestrian routes.*

## **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.

*Implementation 4.15.4.1 - Reduce speed limits on 9th Street, between Mission and Bryant Streets.*

*Implementation 4.15.4.2 - Reduce speed limits on 10th Street, between Mission and Bryant Streets.*

*Implementation 4.15.4.3 - Reduce speed limits on Harrison Street, between 4th and 9th Streets.*

*Implementation 4.15.4.4 - Reduce speed limits on Bryant Street, between 4th and 9th Streets.*

## **Policy 4.15.5**

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

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

## **OBJECTIVE 4.16**

### **DEVELOP A PUBLIC BENEFIT FEE PACKAGE THAT WILL GENERATE REVENUES FOR FINANCING IMPROVEMENTS TO STREETS DAMAGED BY TRUCK TRAFFIC**

While many of the suggested transportation improvements can be funded through state and local monies, the development of a well structured public benefit package would ensure a steady stream of investment in transportation into the future. This fee package would employ revenues collected from new land use development to serve the needs of existing residents and businesses, consistent with a Western SoMa Planning Principle.

#### **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 use fee that can be used for road repair.

*Implementation 4.16.1.1 - Design an ongoing fee to cover road improvements.*

*Implementation 4.16.1.2 - Examine other potential revenue sources.*

## **OBJECTIVE 4.17**

### **INTEGRATE GOODS MOVEMENT POLICIES WITH OTHER PLANNING EFFORTS**

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.



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## **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.

*Implementation 4.17.1.1 - Study the feasibility of establishing a logistics center for freight.*

*Implementation 4.17.1.2 - Study ways of distributing goods in coordination with other uses.*

## **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 (NCD) on Folsom Street).

## ***Transit Plan Section***

### **OBJECTIVE 4.18**

#### **PROMOTE NON-POLLUTING PUBLIC TRANSIT**

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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.

*This is similar to parts of Objective 11 in the Transportation Element.*

Insert wsoma transportation mode

## **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.

*Implementation 4.18.1.1 - Introduce two-way bus service.*

*Implementation 4.18.1.2 - Provide pedestrian and bicycle access to transit.*

*Implementation 4.18.1.3 - Establish a set of transit centers and major transfer points.*

## **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.

*Implementation 4.18.2.1 - Establish a well-defined transit network.*

*Implementation 4.18.2.2 - Provide more frequent service.*

Insert T3 Historic Bus Equivalency Photo (from Transport SAM Photo Collection)

## **Policy 4.18.3**

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

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As conditions of approval, 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.

*Implementation 4.18.3.1 - Provide carpool matching.*

*Implementation 4.18.3.2 - Make carsharing services available.*

*Implementation 4.18.3.3 - Provide financial incentives for walkers and bicyclists.*

*Implementation 4.18.3.4 - Provide free or discounted transit passes.*

*Implementation 4.18.3.5 - Introduce a guaranteed ride home service.*

*Implementation 4.18.3.6 - Provide preferential carpool and vanpool parking.*

*Implementation 4.18.3.7 - Provide transportation information (schedules, maps).*

*Implementation 4.18.3.8 - Provide secure bicycle parking.*

*Implementation 4.18.3.9 - Provide showers and changing facilities for bicyclists.*

## **Policy 4.18.4**

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 the use of transit and non-motorized alternative modes.

*Implementation 4.18.4.1 - Make carsharing services available.*

*Implementation 4.18.4.2 - Provide free or discounted transit passes.*

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*Implementation 4.18.4.3 - Provide transportation information.*

*Implementation 4.18.4.4 - Provide secure bicycle parking.*

## **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 (TPS) 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.

*Implementation 4.18.5.1 - Improve signage to clearly designate transit only areas.*

*Implementation 4.18.5.2 - Provide segregated bus lanes.*

*Implementation 4.18.5.3 - Place moratoria on curb cuts and mid-block left turns on TPS.*

## **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.

*Implementation 4.18.6.1 - Tie transit service frequencies to new residential 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

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order to reduce conflict, bicycles should ideally be accommodated on parallel streets.

*Implementation 4.18.7.1 - Establish a well-enforced network of exclusive bus lanes.*

*Implementation 4.18.7.2 - Introduce bus bulbs at strategic locations.*

*Implementation 4.18.7.3 - Prioritize signals to facilitate the efficient movement of transit vehicles.*

### **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 (MTA) 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.

*Implementation 4.18.8.1 - Electric trolley buses.*

*Implementation 4.18.8.2 - Low floor diesel hybrid buses.*

### **OBJECTIVE 4.19**

#### **BENEFIT FROM THE WESTERN SOMA PROXIMITY TO PUBLIC TRANSIT**

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 area's relative proximity to major transit facilities, providing benefits to commuters, residents and travelers. This objective is consistent a Western SoMa Planning Principle which calls for proposed land use developments to primarily serve the needs of existing residents and businesses.

### **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

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King. There is a clear need for transit lines in the Western SoMa to provide direct service to these facilities.

*This policy takes from SoMa Area Plan Policy 4.1*

## **Policy 4.19.2**

Improve east-west transit connectivity to serve 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.

*Implementation 4.19.2.1 - Provide better connections to the downtown area and major regional nodes.*

*Implementation 4.19.2.2 - Provide better connections to Showplace Square and the Mission District.*

## **Policy 4.19.3**

Improve north-south transit connectivity to serve 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 (from one side to another). A number of north-south routes zigzag, often only following a north-south street for two or three blocks.

*Implementation 4.19.3.1 - Provide better connections to the Market Street rail corridor.*

*Implementation 4.19.3.2 - Provide better connections to the 3rd Street rail corridor.*

*Implementation 4.19.3.3 - Provide better connections to the CalTrain rail corridor.*

## **OBJECTIVE 4.20**

**INTEGRATE TRANSIT POLICIES WITH OTHER PLANNING EFFORTS**

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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.

## **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.

*Implementation 4.20.1.1 - Work with MTA to identify new transit service needs (e.g., routes) created by land use changes.*

*Implementation 4.20.1.2 - Include specific steps for meeting new needs with the Plan.*

## ***Pedestrian Plan Section***

### **OBJECTIVE 4.21**

**PROVIDE SAFE, EFFICIENT AND PLEASANT PEDESTRIAN CIRCULATION IN WESTERN SOMA.**

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. This objective supports Western SoMa Planning Principle 3, promoting safety in all areas of the public realm.

*Insert P Pedestrian Photo (from Transport SAM Photo Collection)*

### **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,

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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.

*Implementation 4.21.1.1 - Install mid-block crossings according to a list of priorities.*

*Implementation 4.21.1.2 - Systematically improve crosswalks at a number of Western SoMa intersections at:*

- *12th and Folsom Streets;*
- *Eighth and Howard Streets;*
- *Eighth and Harrison Streets; and,*
- *4th and Howard Streets.*

### **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.

*Implementation 4.21.2.1 - Improve illumination on Russ Alley.*

### **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.

*Implementation 4.21.3.1 - Improve routes accessing Bessie Carmichael School.*

### **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



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pedestrians. A program to fix these gaps and fissures should focus on improving and maintaining these facilities.

*Implementation 4.21.4.1 - Maintain sidewalk surfaces on area streets.*

*Implementation 4.21.4.2 - Prevent roadway deterioration on area streets*

*Implementation 4.21.4.3 - Maintain bicycle lane surfaces throughout the area.*

## **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.

*Implementation 4.21.5.1 - Slow down traffic on Harrison, between 4th and Division Streets.*

*Implementation 4.21.5.2 - Slow down traffic on Bryant, between 4th and Division Streets.*

*Implementation 4.21.5.3 - Slow down traffic on 9th, between Howard and Bryant Streets.*

*Implementation 4.21.5.4 - Slow down traffic on 10th Street, between Howard and Bryant Streets.*

## **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

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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.

*Implementation 4.21.8.1 - Locate mid-block crossings on Howard between 7th and 10th Streets.*

*Implementation 4.21.8.2 - Locate mid-block crossings on Townsend, between 4th and Eighth Streets.*

### **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.

## **OBJECTIVE 4.22**

### **INTEGRATE PEDESTRIAN POLICIES WITH OTHER PLANNING EFFORTS**

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.

### **Policy 4.22.1**

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

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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.

*Implementation 4.22.1.1 - Work with MTA to identify pedestrian needs, and apply relevant treatments.*

## **OBJECTIVE 4.23**

### **IMPROVE THE AMBIENCE OF THE PEDESTRIAN ENVIRONMENT**

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.

#### **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.

*Implementation 4.23.1.1 - Prohibit curb cuts on transit preferential streets and alleys, based on a clear set of criteria.*

*Implementation 4.23.1.2 - Design pedestrian-friendly points of access to adjacent properties.*

#### **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,

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East SoMa, Showplace Square, Mission, Market-Octavia). A network of wayfinding signage should be introduced to help orient the pedestrian.

*This policy employs language used in Policy 8.5 of the SoMa Area Plan.*

*Implementation 4.23.2.1 - Develop a link along Folsom Street, from 7th to Division Street.*

*Implementation 4.23.2.2 - Develop a link along Howard and South Van Ness, from 7th to Division Street.*

*Implementation 4.23.2.3 - Develop a link along 7th Street, from Mission to Townsend Street.*

*Implementation 4.23.2.4 - Develop a link along Eighth Street, from Mission to Bryant Street.*

### **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 (SFCTA) 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.

## ***Bicycle Plan Section***

### **OBJECTIVE 4.24**

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## **ENSURE THAT BICYCLES CAN BE USED SAFELY AND CONVENIENTLY AS A PRIMARY TRANSPORTATION MODE, AND FOR RECREATIONAL PURPOSES**

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.

*Insert Existing Bike Facilities Map (Figure 12 from Transport SAM)*

### **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.

*Implementation 4.24.1.1 - Improve facilities on Howard Street, between 7th and Division Streets.*

*Implementation 4.24.1.2 - Improve facilities on 7th and Eighth Streets, between Mission and Townsend Streets.*

*Implementation 4.24.1.3 - Improve facilities on Townsend Street, between 4th and 7th Streets.*

*Implementation 4.24.1.4 - Rationalize intersections to improve connections to Oak and Polk Streets, via 10th and Market Streets.*

*Implementation 4.24.1.5 - Rationalize intersections to improve connections at the junction of South Van Ness Avenue, Howard Street, and 13th Street.*

### **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

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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).

*Insert Bike in Traffic photo*

*Implementation 4.24.2.1 - Apply treatments on Howard Street, between 7th and Division Streets.*

*Implementation 4.24.2.2 - Apply treatments on 7th and Eighth Street, between Mission and Townsend Streets.*

*Implementation 4.24.2.3 - Apply treatments on Townsend Street, between 4th and 7th Streets.*

### **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 tuning right on a red traffic light. If these movements are carefully controlled, bicyclists will feel more comfortable.

*Implementation 4.24.3.1*

*Restrict the number of left turn lanes and eliminate "free right-turn lanes."*

### **OBJECTIVE 4.25**

#### **IMPROVE BICYCLE ACCESS TO OTHER AREAS OF THE CITY AND THE REGION**

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. Consistent with Western SoMa Planning Principle 5, this objective addresses the needs of existing residents and business in the Western SoMa SUD.

### **Policy 4.25.1**

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

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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.

*Implementation 4.25.1.1 - Improve connection along Howard to South Van Ness Avenue.*

*Implementation 4.25.1.2 - Improve connection along 11th Street to Polk Street.*

*Implementation 4.25.1.3 - Improve connection along Eighth Street to Grove Street.*

## **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.

## **OBJECTIVE 4.26**

### **INTEGRATE BICYCLE POLICIES WITH OTHER PLANNING EFFORTS**

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. Consistent with Western SoMa Planning Principle 7, this objective supports the provision of clear and simple community planning policy and zoning requirements.

## **Policy 4.26.1**

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

*Implementation 4.26.1.1 - Coordinate programmatic changes.*

*Implementation 4.26.1.2 - Coordinate project-level changes.*

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## **Automobile Plan Section**

### **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**

In general, the availability of parking tends to promote use of the automobile, especially where it is provided at a 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 (Western SoMa Planning Principle 1).

#### **Policy 4.27.1**

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.

*Implementation 4.27.1.1 - Amend the Downtown Plan to remove Western SoMa from the downtown parking belt.*

*Implementation 4.27.1.2 - Adopt requirements (similar to those in downtown) that support the pricing of non-accessory parking lots and garages in favor of short term parking for neighborhood businesses.*

#### **Policy 4.27.2**

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.



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*Implementation 4.27.2.1 - Rescind peak period tow away zones in the Western SoMa SUD.*

*Implementation 4.27.2.2 - When widening sidewalks on neighborhood-serving streets or alleyways, reduce traffic lanes in preference to eliminating on-street parking.*

*Implementation 4.27.2.3 - Eliminate off-street parking requirements to reduce loss of on-street parking from curb cuts.*

*Implementation 4.27.2.4 - Allow projects to consolidate their accessory parking.*

*Implementation 4.27.2.5 - Provide corner bulb-outs and bus bulb-outs on streets with curb parking to improve pedestrian access, safety, and visibility, shorten street crossing distances, and provide for faster and more accessible transit boarding.*

### Insert wsoma public prkg lot DRAFT

#### **Policy 4.27.3**

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.

*Implementation 4.27.3.1 – Evaluate using price, rather than time limits, to encourage turnover.*

*Implementation 4.27.3.2 – Evaluate extending meter hours on certain streets into evenings and weekends to provide parking for nighttime entertainment uses*

#### **Policy 4.27.4**

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

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

## **Policy 4.27.5**

Dedicate some portion of parking meter and permit zone revenues to fund pedestrian, bicycle, transit and streetscape improvements in Western SoMa.

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 4.27.6**

Support car-free living in Western SoMa.

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

*Implementation 4.27.6.1 - Eliminate minimum parking requirements.*

*Implementation 4.27.6.2 - Establish a residential maximum of three spaces for every four units, with and without parking in new developments.*

## **Policy 4.27.7**

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 would submit parking charges to the Planning Department.

## **OBJECTIVE 4.28**

**REDUCE THE NEGATIVE IMPACTS OF VEHICLE TRIPS ON WESTERN SOMA SUD BY ENCOURAGING THE USE OF ALTERNATIVE MODES OF TRANSPORTATION**

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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.

## **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 (NC) 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 4.28.4**

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

The principal function of the Transit Preferential Streets (TPS) 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.

## **OBJECTIVE 4.29**

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## **MAINTAIN SAN FRANCISCO AS A PRINCIPAL REGIONAL DESTINATION WITHOUT JEOPARDIZING THE LIVABILITY OF THE SOMA**

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.

Insert wsoma traffic volumes prop symbols v1

### **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.

*Implementation 4.29.1.1 - Reduce speed limits on 9th Street, between Mission and Bryant Streets.*

*Implementation 4.29.1.2 - Reduce speed limits on 10th Street, between Mission and Bryant Streets.*

*Implementation 4.29.1.3 - Reduce speed limits on Harrison, between 4th and 9th Streets.*

*Implementation 4.29.1.4 - Reduce speed limits on Bryant, between 4th and 9th Streets.*

### **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.

*Implementation 4.29.2.1 - Introduce new crosswalks (signalized and non-signalized).*

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*Implementation 4.29.2.2 - Introduce bulb-outs.*

*Implementation 4.29.2.3 - Introduce new bike lanes.*

*Implementation 4.29.2.4 - Introduce alley crossings of major streets.*

## **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.

*Implementation 4.29.3.1 - Establish a zone bounded by Mission, 7th, Harrison and Division Streets.*

*Implementation 4.29.3.2 - Establish a zone bounded by Bryant, 4th, Townsend and 7th Streets.*

## **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.

*Implementation 4.29.4.1 - Eliminate multiple left turns at intersections.*

*Implementation 4.29.4.2 - Eliminate free right turns at intersections.*

## **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,

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introduce traffic calming measures that can effectively improve the quality of the neighborhood.

## **OBJECTIVE 4.30**

### **DEVELOP A PUBLIC BENEFIT PACKAGE THAT WILL GENERATE REVENUES FOR FINANCING TRANSIT, BICYCLE AND PEDESTRIAN IMPROVEMENTS OVER THE LONG TERM**

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 Western SoMa Planning Principle 5, which calls for new land use development to primarily serve the needs of existing residents and businesses.

#### **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.

*Implementation 4.30.1.1 - Design and implement an ongoing fee to cover road and enforcement costs.*

*Implementation 4.30.1.2 - Design and implement a one-time fee for parking areas.*

## **OBJECTIVE 4.31**

### **INTEGRATE AUTOMOBILE POLICIES WITH OTHER PLANNING EFFORTS.**

It is important that auto-related policies are consistent across City and regional agencies. This objective supports Western SoMa Planning Principle 7, which seeks to provide simple community policies and zoning recommendations.

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## URBAN DESIGN AND BUILT FORM

### OBJECTIVE 5.1

#### REINFORCE EXISTING BUILT FORM AND URBAN CHARACTER

##### Policy 5.1.1

Require Conditional Use authorization for all Western SoMa SUD development proposals in excess of 40 feet.

Key findings in the Conditional Use process should be the issues including but not limited to provision of community benefits through conferred development increases, maximizing solar access and automobile ingress, publicly accessible artwork and egress on the project site.

Although the Community Plan permits some height increases along larger Neighborhood and Regional streets, the Alley streets have a much narrower right-of-way dimension. In efforts to maximize solar access to the streets and to yards, no new development should be permitted in excess of forty (40) feet.

*Implementations 5.1.1.1 – Promote, preserve and maintain the mixed use character of Western SoMa alleys containing both small scale commercial and residential uses.*

##### Insert Maps

wsoma land uses GF 8x11

wsoma land uses 2F 8x11

wsoma land uses 3F 8x11

heights by floor.

##### Policy 5.1.2

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

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Based on the number of both historic and social heritage resources (i.e., cultural resources) the community is supportive of creating new historic districts in this neighborhood. The Western SoMa Citizens Planning Task Force is also proposing two Heritage Districts that correspond with proposed Historic District boundaries and hopes to get all their identified resources appropriately recognized by the currently available cultural resource rating systems.

### **Policy 5.1.3**

Encourage and support the preservation and adaptive reuse 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 Questioning (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. There is an ongoing proposal to designate and declare a Filipino Cultural Preservation District in an area of six by eight blocks, bounded by 9<sup>th</sup> Street and 2<sup>nd</sup> Street and from Market Street to Brannan Street.

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,



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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 reuse program for the Western SoMa SUD that reinforces and builds on the Secretary of the Interior adaptive reuse standards.

There are 215 Western SoMa buildings that have been identified in various historic surveys as being potentially significant resources. Information from a pending updated historic resources survey of the Eastern Neighborhoods (which will include the Western SoMa planning area) will augment the resources inventory used in this current study.

*Insert wsoma historic res svy merge 8x11Maps*

The next step in the development of a local adaptive reuse program that will serve the long term needs of San Francisco in the context of the US Secretary of the Interior standards needs to be undertaken and funded. The first phase of developing an analysis of best practices and identifying building typologies has been initiated and completed for the Western SoMa SUD. A programmatic expansion of this first phase in the Western SoMa Adaptive Reuse Program needs to be expanded citywide. A second phase that explicitly sets forth adaptive reuse opportunities for all of the San Francisco historic resources based on building types, zoning and surrounding uses needs to be undertaken.

### **Policy 5.1.5**

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

*Insert Photo P1010744*

*Implementation 5.1.5.1 – Develop building setback requirements that preserve existing and historic street walls.*

*Implementation 5.1.5.2 – Require preservation, expansion (where a pattern exists) and new (where no pattern exists) of at grade rear yards, with out Variances throughout the Western SoMa.*

### **Policy 5.1.6**

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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.

## **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, but does not have any required green building standards for commercial or residential buildings.

#### **Policy 5.2.1**

Fully support and integrate into the Western SoMa SUD the environmental policies embodied in mandatory green building legislation resulting from the recommendations of the Mayor's Task Force on Green Building.

On December 13, 2007, Mayor Gavin Newsom introduced legislation from the Mayor's Task Force on Green Building that would require new residential and commercial buildings to meet stricter environmental guidelines. All Eastern Neighborhood plans propose implementing the recommendations of the Mayor's Task Force on Green Building as requirements for new commercial building and residential uses.

Part of this proposal requires small residential development and mid-size multi-family development to achieve a score of 50 on the GreenPoint Rated system and a prerequisite for the check list is 50 percent construction waste diversion. The checklist also has an option for 65 percent diversion and 80 percent diversion by weight. For large commercial and residential development LEED has a construction waste management credit which is an option under the material and resource section to divert 50 percent to 75 percent waste from disposal. Again, neither of these rating systems would require the development projects

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to divert all non-hazardous construction and demolition debris for recycling and/or salvage.

Currently, composting and recycling services are available to all San Francisco businesses and residences through the Fantastic Three Program. These requirements should be applicable to new residential uses in the Eastern Neighborhoods. Through this requirement there will be adequate and accessible space for recycling and composting pick-up.

## **Policy 5.2.2**

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

*Implementation 5.2.2.1 - Follow the recommendations of the Mayor’s Task Force on Green Building for the City and County of San Francisco and require Leadership in Energy and Environmental Design (LEED)® standards and/or other systems such as GreenPoints for new commercial building and residential uses.*

## **Policy 5.2.3**

Require mandatory targets for certain components of the rating systems, specifically, 5 percent to 10 percent of material reuse 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.

The laws of the City of San Francisco and the State of California laws 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) requires a minimum of 65 percent diversion from landfill of 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, the San Francisco Green Building Ordinance establishes LEED Silver level as the standard for all City building

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projects, which can include the goal of diverting 75 percent of construction and demolition debris from landfill for each project. Although San Francisco strongly encourages construction debris diversion, there are no requirements in the Eastern Neighborhood Plans or in City policy that requires 100 percent of construction waste to be diverted.

*Implementation 5.2.3.1 - New construction should be fit with water saving fixtures including high efficiency toilets and low flow shower heads in residential and commercial development.*

*Implementation 5.2.3.2 - Landscaping should employ low-waste techniques, such as the selection of native, drought resistant plants, recycled or captured water irrigation, and drip irrigation.*

*Implementation 5.2.3.3 - Require Energy Star appliances or equivalent level of energy efficiency in new residential units (e.g. clothes washing and dishwashing machines, water heaters, etc.).*

*Implementation 5.2.3.4 - Require the installation of solar paneling atop buildings with the highest allowed height limits.*

## **Policy 5.2.4**

Encourage sensitive building 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.

*Insert Alley alley brochure v2-screen as Text Box*

*Insert Alley ROW map*

## **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 city's Stormwater Master Plan, upon completion, will provide guidance on how best to adhere to these guidelines.

*Insert Map of Parking lots.*

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San Francisco's 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**

Require the use of porous pavement materials on drives, sidewalks, parking lots and plazas.

**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**

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

*Insert West Soma Urban Heights Analysis-Historic Resources*

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**Policy 5.3.3**

Require high quality design of street-facing building exteriors.

**Policy 5.3.4**

Minimize the visual impact of parking.

**Policy 5.3.5**

Strengthen the relationship between a building and its fronting sidewalk.

**Policy 5.3.6**

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

*Implementation 5.3.6.1 – Locate new smaller open spaces in alleys and in pedestrian oriented areas as an integrated design element of new residential developments.*

*Insert picture SOM Alleyway Improvements slides 25*

**Policy 5.3.7**

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

*Implementation 5.3.7.1 – Require consistent pedestrian oriented transparency in new residential, commercial and mixed use developments.*

*Implementation 5.3.7.2 – Avoid “gated” development design patterns.*

**Policy 5.3.8**

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

*Insert West Soma Urban Heights Analysis-Solar Wind Noise*

*Insert West Soma Urban Heights Analysis-Universal Heights*

*Insert wsoma Urban Heights Analysis 7th 8th 8X11*

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TEXT BOX.....BEGIN

## **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 10<sup>th</sup>, 9<sup>th</sup>, 6<sup>th</sup> 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 reuse)

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?

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What is the height pattern?

What is the presence of Historical Resources along corridors?

TEXT BOX.....END

## **Policy 5.3.9**

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

*Insert West Soma Setback Simulations final*

## **Policy 5.3.10**

Ensure that public toilets are incorporated as appropriate into neighborhood commercial areas.

## **OBJECTIVE 5.4**

**ENCOURAGE APPROPRIATE NEW DEVELOPMENT THAT IS RESPONSIVE TO THE EXISTING AND BUILT ENVIRONMENT**

### **Policy 5.4.1**

On major regional arterial streets do not permit housing in the first 25 feet on new building heights.

*Insert wsoma st hierarchy v2*

### **Policy 5.4.2**

On major neighborhood arterial streets do not permit housing in the first 15 feet of new building heights.

### **Policy 5.4.3**

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 5.4.4**

Reduce Residential Enclave and Service, Art, Light Industrial District heights to 40 feet.



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## **PRESERVATION**

During the past three years, a consultant and preservation planning staff developed “Context Statements” for all of the Eastern Neighborhoods. These Context Statement 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 reuse.

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.

*Insert map wsoma\_historic\_res\_svy\_era\_8x11*

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 1960s. While the prospect of replacing, repairing, restoring or rehabilitating public alleys implies a burden in terms of

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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.

*Insert picture StPatrickorphanage copy*

## **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**

Develop a “social heritage landscape” within Western SoMa.

#### **Policy 6.1.3**

Conduct historic and social-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.

## **OBJECTIVE 6.2**

### **PROTECT HISTORIC AND CULTURAL RESOURCES**

#### **Policy 6.2.1**

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

#### **Policy 6.2.2**

Protect properties associated with events contributing to local history, including oral history.

*Insert picture StJoseph*

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**Policy 6.2.3**

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

**Policy 6.2.4**

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

**Policy 6.2.5**

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

*Insert picture lickhouse*

**Policy 6.2.6**

Protect properties that contain artistic values.

**Policy 6.2.7**

Protect resources that appear eligible for formal preservation designation.

**OBJECTIVE 6.3**

**DEMONSTRATE LEADERSHIP THROUGH PRESERVATION,  
REHABILITATION, AND ADAPTIVE REUSE**

**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 reuse that responds to the “adaptive reuse analysis” and “adaptive reuse 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**

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

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**Policy 6.3.5**

Preserve and protect all Native American and other archeological resources.

**Policy 6.3.6**

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

**Policy 6.3.7**

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

**Policy 6.3.8**

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

**Policy 6.3.8**

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 HISTORICAL  
NEIGHBORHOOD CHARACTER**

*Insert picture FolsomFairFlag*

**Policy 6.4.1**

Apply national standards for the treatment of historic resources to Filipino, LGTBQ resources and to 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.

*Insert map wsoma\_lgbtq\_biz\_one\_symbol\_8x11*

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

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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.

*Insert map wsoma\_filipino\_assets\_one\_symbol\_8x11*

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 historic preservation 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**

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Encourage the use of grants for preservation, restoration, rehabilitation and adaptive reuse

**Policy 6.5.3**

Educate decision makers about economic benefits of preservation, restoration, rehabilitation and adaptive reuse.

**Policy 6.5.4**

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

*Insert picture INDUSTRIAL BUILDING REHAB*

**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 RESOURCES**

**Policy 6.6.1**

Promote awareness about historic, cultural and social heritage resources.

**Policy 6.6.2**

Encourage public participation in identification of potential resources.

**Policy 6.6.3**

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

**Policy 6.6.4**

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

**OBJECTIVE 6.7**

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## **PROMOTE PRINCIPLES OF SUSTAINABILITY USING “GREEN” STRATEGIES ON PRESERVATION**

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 reuse 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 reuse 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.

### **Policy 6.7.1**

Encourage the use of recycled materials in all new restoration, preservation, adaptive reuse 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 reuse and rehabilitation projects.

## **OBJECTIVE 6.8**

### **FORMULATE AN EXPLICIT ADAPTIVE REUSE PROGRAM**

The fundamental objective of the adaptive reuse 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 reuse 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.

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### **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.

### **Policy 6.8.5**

Prepare historic resources for natural disasters.

### **Policy 6.8.6**

Preserve resources so they could survive future earthquakes.

### **Policy 6.8.7**

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 also small neighborhood parks adequate to serve the extremely diverse community of Western SoMa.

Neighborhood needs as well as its unique characteristics set new standards for creating and/or improving open space in the public realm, and for encouraging



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innovative open spaces within new large private development, to become spaces that are more ecological and sustainable as well.

The open space section of the Community Plan emphasizes the following:

New potential park locations based on public health recommendations and specific needs and conditions of the neighborhood.

Improve the public realm.

Enhance community diversity and pedestrian accessibility, safety, pedestrian connections to transit and improved streetscapes.

Promote sustainable and ecological development and promote of publicly accessible open space, encouraging innovative ways to provide open space, including public gardens, and public roofs.

Measure the impact of development in the neighborhood and make development accountable for paying for public benefits

## **New Potential Park Locations**

This section of the plan seeks to promote using 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, especially on implementation, such as implementing the standard and recommendation for pollution mitigation measurements of the Department of Building Inspection and Department of Public Health.

*Insert picture W SoMa Park 1*

### **OBJECTIVE 7.1**

#### **IDENTIFY NEW PARK SITE OPPORTUNITIES**

As applied by the San Francisco Recreation and Park 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

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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 5,268 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 0.04 acres per 1,000 residents 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.

*Insert picture DSC02361*

## **Policy 7.1.1**

Identify opportunities to create new public parks 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 half acre or more to provide new areas for recreation, parks and open spaces.

*Implementation 7.1.3.1 – Newly created publicly accessible open spaces should be privately maintained in perpetuity and open to the public during daylight hours.*

## **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 acre or more should provide publicly accessible community spaces or provide publicly accessible open spaces.

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## **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 support the use of spaces by persons with disabilities, children and the elderly equally.

### **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.

## **Improving the Public Realm**

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This section recommends policies that take advantage of the unique characteristic of the neighborhood and promotes policies that improve and enhance alleys, sidewalks, stoops, street furniture, corners, interior patios and the create a safe and accessible public realm use. This section also promotes the generation of new high quality public amenities such as new trees, public restrooms, neighborhood youth centers, and the implementation of the Great Streets and SoMa Alley Improvement Programs and street connections with better conditions for pedestrians, bicyclists, train and bus users, such as widened sidewalks, treed 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 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.

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**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 public access to the shoreline and all major open space areas such as the waterfront and Yerba Buena Gardens through pedestrian and bicycle access.

**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.

**OBJECTIVE 7.4**

**CREATE A NETWORK OF STREETS THAT CONNECT OPEN SPACES AND IMPROVE 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**

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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.

### **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**

Renovate run-down or outmoded park facilities to provide high quality, safe and long-lasting facilities. Identify at least one existing park or recreation facility in the plan area for renovation.

### **Policy 7.5.3**

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

*Insert picture DSC02372*

## **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**

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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.

*Insert photo diversity3*

**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, 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 wherever possible.

**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,  
LOCAL RESOURCES THROUGH RECREATION AND OPEN SPACES**

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## **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 park area.

## **Policy 7.7.3**

Encourage using a portion of the new park or open space area to 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.

*Insert picture W SoMa Park 2*

## **OBJECTIVE 7.8**

### **PROMOTE INNOVATIVE GREEN AND SUSTAINABLE PUBLICLY ACCESSIBLE PRIVATE OPEN SPACE**

These policies promote and enhance the natural and built environment and the neighborhood history by encouraging public gardens in privately owned and publicly used open spaces. Policies are recommended that encourage the restoration, preservation and protection of healthy natural habitats. These recommendations promote the implementation of minimum requirements and incentives from any public agency dedicated to an ecological and sustainable Bay Area.

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 also essential to a healthy community. In the absence of an existing rear and front yard pattern, roof gardens and community gardens in Western SoMa could become excellent privately owned and publicly accessible areas for recreation, socialization, public education, mitigation of air pollution, and food production. In addition, use of solar energy and other sources of alternative



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energy generators should also be part of all new development of open space. Solar energy can be used to power lighting, irrigation systems, and can serve as a tool for public education on energy saving technologies.

**Policy 7.8.1**

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 7.8.2**

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

**Policy 7.8.3**

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

**Policy 7.8.4**

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

**Policy 7.8.5**

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

**Policy 7.8.6**

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

**Policy 7.8.7**

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

**Policy 7.8.8**

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

**Policy 7.8.9**

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

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## **Policy 7.8.10**

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

## **Policy 7.8.11**

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

## **Development Impacts**

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 7.9**

### **CONTRIBUTE COMMUNITY BENEFITS FUNDING TOWARDS PARK MAINTENANCE AND PROGRAMMING**

#### **Policy 7.9.1**

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 7.9.2**

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 7.9.3**

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

## **Policy 7.9.4**

Work with project sponsors on large development site to provided publicly assessable community open space, tot-lots, and recreation resources.

*[Insert picture archstone.pdf](#)*

## **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 will 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.

### **OBJECTIVE 8.1**

#### **REINFORCE THE IMPORTANCE OF THE ARTS BY PRESERVING AND ENHANCING EXISTING ARTS USES**

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.

*[Insert wsoma arts ent 8x11 map](#)*

### **Policy 8.1.1**

Prohibit demolition of existing arts space without replacement and documentation.

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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**

Discourage displacement of arts by having a Conditional Use trigger.

*Implementation 10.1.2.1 - In any instance when an identified arts use is at risk of being displaced directly by a proposed change of use, a Conditional Use permit procedure should be applied.*

### **Policy 8.1.3**

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

#### ***Insert picture Mural Art***

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.

*Implementation 8.1.3.1 - Publicly accessible spaces should incorporate works of art, and the work of local artists should be given positive consideration.*

*Implementation 8.1.3.2 - The City should support the creation of large (e.g., buildings) and small (e.g., street corners/street art nooks) spaces for public arts and performances.*

### **Policy 8.1.4**

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

**Policy 8.1.5**

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

**Policy 8.1.6**

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

**Policy 8.1.7**

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

**Policy 8.1.8**

Incorporate arts education into after school programming.

**Policy 8.1.9**

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

**OBJECTIVE 8.2**

**IMPROVE LIVABILITY BY ENCOURAGING THE DEVELOPMENT OF NEW ARTS USES**

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.

*Insert photo publicart2*

**Policy 8.2.1**

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

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

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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 8.2.2**

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

San Francisco Planning Code, Section 149, 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 Special Use District that exceed 49,999 square feet, an equivalent of 10% 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 (1% 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 8.2.3**

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

### **Policy 8.2.4**

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 8.2.5**

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

### **Policy 8.2.6**

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

### **Policy 8.2.7**

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 8.2.8**

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

*Implementation 8.2.8.1 – Exempt nonprofit arts spaces included in new development from floor area ratio calculations.*

### **Policy 8.2.9**

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

*Implementation 8.2.9.1 - Establish a density bonus for developers who include art space in their project.*

### **Policy 8.2.10**

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

## **OBJECTIVE 8.3**

### **PROTECT AND ENCOURAGE APPROPRIATE NEIGHBORHOOD ENTERTAINMENT USES**

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.

### **Policy 8.3.1**

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

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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 8.3.2**

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

Western SoMa 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.

*Insert picture Night Life 1*

### **Policy 8.3.3**

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 8.3.4**

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**

### **OBJECTIVE 9.1**

#### **PROVIDE ESSENTIAL COMMUNITY SERVICES AND FACILITIES**



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**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**

Facilitate the careful location and expansion of essential neighborhood service facilities, while limiting the concentration of such activities within any one neighborhood.

**Policy 9.1.5**

Develop a shared definition of neighborhood serving community and human service activities or “neighborhood completeness” with appropriate City agencies and the community.

**Policy 9.1.6**

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.

*Insert picture Child Care*

**Policy 9.1.7**

Ensure adequate maintenance of existing public health and community facilities.

**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.

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## **Policy 9.1.9**

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 9.1.10**

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

## **Policy 9.1.11**

Identify a potential area in Western SoMa that could be appropriate for a neighborhood middle school via consideration of 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 9.1.12**

Reserve parcels to accommodate school facilities sufficient to meet anticipated population growth, evaluate the revenues and costs associated with the development of "Community Schools" in new and existing residential neighborhoods, and evaluate funding alternatives for new school construction including impact fees, surplus property sales, and school construction bonds.

## **Policy 9.1.13**

Ensure public libraries in the plan area have sufficient materials to meet projected growth to continue quality services and 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.

*Implementation 9.2.1.1 – Require that any commercial development over 25,000 square feet or residential development over 100,000 square feet to build a childcare facility onsite.*

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*Implementation 9.2.1.2 - Establish a relationship with a non-profit to provide a childcare facility in San Francisco when not provided on site.*

*Implementation 9.2.1.3 - Pay one dollar per square foot of commercial or residential space developed into the Child Care Capital Fund.*

### **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.

### **Policy 9.2.3**

Through the Public Benefits Program, consider childcare as one of the potential benefits to be funded through impact fees, increased tax revenues, community facility districts and/or other fees levied for community benefits.

*Implementation 9.2.3.1- Public benefits could be used to provide subsidized rent or to provide favorable lease terms for childcare facilities where childcare space is not included.*

*Implementation 9.2.3.2 - Identify locations with significantly increased childcare need, such as UCSF Mission Bay area, and facilitate initial childcare-related communication between large scale residential or commercial development.*

*Implementation 9.2.3.3 - Identify a variety of ways that commercial and residential buildings may achieve per-child open space requirements for on-site childcare facilities through strategies that reduce parking demand, meet air and noise quality requirements, and creatively meet space requirements.*

*Implementation 9.2.3.4 - Draft design guidelines for child care facilities within multi-family housing. If building a new child care facility, ensure design will rate a 5 or above on the FPG Child Development Institute's Child Care Environment Rating Scale.*

## **OBJECTIVE 9.3**

### **ENSURE CONTINUED SUPPORT FOR HUMAN SERVICE PROVIDERS THROUGHOUT THE SOUTH OF MARKET NEIGHBORHOODS**

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*Insert picture ACTUAL BUSINESSES FROM INDUSTRIES 1-4 IN TABLE 10\_3*

## **Policy 9.3.1**

Promote the continued operation of existing human and health services that serve low-income and immigrant communities in the Eastern Neighborhoods, 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.

## **Policy 9.3.3**

Explore a range of revenue-generating tools to support the ongoing operations and maintenance of community facilities, including public funds and grants as well as private funding sources.

## **OBJECTIVE 9.4**

**REINFORCE THE IMPORTANCE OF THE SOUTH OF MARKET AS A CENTER FOR FILIPINO-AMERICAN AND LGBTQ LIFE IN SAN FRANCISCO**

*Insert picture bayanihan2*

## **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 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**

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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, such as the Bayanihan Center, the Filipino Education Center, and the West Bay Pilipino Multi-Services Center, that support Filipino-Americans.

**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.

**Policy 9.4.7**

As part of the Eastern Neighborhoods Public Benefits Program, pursue funding for capital improvements, operation, and maintenance of social and cultural facilities and libraries through developer impact fees, in-kind contributions, community facilities districts, dedication of tax revenues, and state or federal grant sources.

**OBJECTIVE 9.5**

**ENCOURAGE COMMUNITY RECREATION, ART AND EDUCATION FACILITIES AS PART OF MAJOR REAL ESTATE REHABILITATION OR NEW CONSTRUCTION PROJECTS**

**Policy 9.5.1**

Development projects over 50,000 square feet should provide 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.

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## **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 that the school 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 that was 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 expensive, less tolerant parts of the city. Wealthier newcomers to the neighborhood, swept in by the dot com boom and 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

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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 last year. Crime statistics in the diagram below for each of these years as 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, which are just about all the other crimes short of infractions, shown in red. The community infractions of noise, littering, graffiti, urination and defecation accounted for much of the June 2007 Town Hall conversations.

## Insert crime graph

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.

### **OBJECTIVE 10.1**

#### **BUILD "CRIME PREVENTION THROUGH ENVIRONMENTAL DESIGN" (CPTED) STANDARDS INTO NEW ZONING CLASSIFICATIONS**

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.

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## **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.

## **OBJECTIVE 10.2**

### **ENCOURAGE APPROPRIATE ACTIVITIES DURING BOTH DAY AND NIGHT**

The 1990 rezoning of South of Market attempted to codify the community's existing mixed-use character. Service, Light Industrial and Residential zoning (SLR), 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.

## **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. Refine the San Francisco entertainment permitting process to allow separate permits for small venues and for entertainment that is only accessory to a permitted use, such as restaurants, and that these uses be sensitively introduced throughout Western SoMa.



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## **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.

Jane Jacobs also encourages shorter city blocks. 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. The Task Force recommends that each block of Folsom Street, between 7th and 10th Streets, include a mid-block crossing.

#### **Policy 10.3.2**

Provide mid-block crossings on Folsom Street.

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 community-building 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

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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**

Create a meeting room or other sheltered public space with the appropriate lavatory and other facilities that could be used as an election voting station, community meetings, after school programming, tutoring/mentoring, senior center or other social programs.

### **Policy 10.3.5**

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.

*Insert picture Neighborhood Clean Up*

### **Policy 10.3.6**

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

### **Policy 10.3.7**

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.

*Implementation 10.3.7.1 Encouraging police patrol on bike, and foot; integrating police or security in neighborhood schools and community centers.*

*Implementation 10.3.7.2 Support police patrol in and around public transportation.*

### **Policy 10.3.8**

Consider using a portion of public benefits funding to work to include employment and activities opportunities for youth.

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*Implementation 10.3.8.1 - Hire youth to disseminate information and promote community engagement.*

*Implementation 10.3.8.2 - Hire youth to create murals on walls, trash cans, and other designated areas of the development, maintain community gardens, and remove graffiti.*

## **OBJECTIVE 10.4**

### **ENSURE A HIGH QUALITY OF LIFE FOR EXISTING AND NEW RESIDENTS AND WORKERS**

#### **Policy 10.4.1**

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

#### **Policy 10.4.2**

Consider 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 10.4.3**

Work with local eating establishments and convenience stores to ensure there is a trash can locate both inside and outside their establishment and signs discouraging litter.

#### **Policy 10.4.4**

Work with neighborhood schools to have a student anti-littering campaign contest. The winning poster would be posted around Western SoMa.

#### **Policy 10.4.5**

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

#### **Policy 10.4.6**

Consider placing self-cleaning public toilets along key commercial streets and near entertainment venues.

#### **Policy 10.4.7**

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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 (could include slight financial incentive to allow public access or create sign that indicates name and location of public bathrooms which would 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**

Consider conducting a formal external evaluation of community involvement activities conducted in the course of Western SoMa planning to identify lessons learned and needs for future community planning efforts.

**Policy 10.5.3**

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

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## **APPENDIX: Transportation Policies in the General Plan**

All of the following objectives and policies have been moved to the appendix due to their being already part of the adopted portions of the General Plan.

### **Goods Movement Plan Section**

#### **Policy A4.14.1**

Establish and maintain a specific set of arterials as routes for commercial service vehicles through Western SoMa.

In order to prevent encroachment into neighborhood areas, establish a limited set of streets for routing freight and commercial vehicles (e.g., trucks). These routes will follow regional traffic streets leading to and from the freeway.

*This policy is derived from Objective 38 of the Transportation Element.*

#### **Policy A4.14.2**

Encourage and facilitate the bicycle as a courier.

Where possible, bicycles should replace service vehicles for distributing small articles. Bicycles are flexible and much more space efficient.

*This policy reflects the essence of Objective 36.3 of the Transportation Element*

##### ***Implementation A4.14.2.1***

*Provide convenient and accessible bicycle parking.*

##### ***Implementation A4.14.2.2***

*Require that building entrances are easily accessible from the street.*

### **Transit Plan Section**

#### **Policy A4.18.1**

Use transit as a tool to guide development and improve mobility.

Transit can play a prominent role in the plan area's future. A frequent level of transit service on a major corridor will respond to existing

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demand for travel, providing for some locally desired growth in the area.

Due to the importance of connecting transit to land use planning, this objective takes from the second part of Objective 11 in the Transportation Element of the General Plan.

***Implementation A4.18.1.1***

*Increase service along commercial corridors identified in the Community Plan.*

***Implementation A4.18.1.2***

*Establish local transit service routes to meet the service needs identified in the Community Plan.*

**Policy A4.18.2**

Provide incentives for the use of alternative modes to the automobile.

An effort must be made to reduce the need for new or expanded auto-related facilities, dissuading commuters from driving. One effective way to do this is to promote alternatives to the automobile, through the provision of attractive incentives to local commuters, residents and visitors, such as fare discounts; cash-out parking programs; and secure bicycle facilities. In addition, travel demand management (TDM) programs should be promoted at work sites.

*This policy replicates language in Policy 2.5 of the Transportation Element.*

***Implementation A4.18.2.1***

*Promote transit through subsidized passes, commuter checks, and information.*

***Implementation A4.18.2.2***

*Provide rideshare services, including ride matching, and on-site registries.*

***Implementation A4.18.2.3***

*Encourage alternative mode programs featuring bicycle and pedestrian safety.*

***Implementation A4.18.2.4***

*Promote other programs, such as emergency ride home and cash-out programs.*

**Policy A4.18.3**

Improve pedestrian and bicycle access to transit facilities.

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Transit can effectively mitigate many of the physical constraints facing pedestrian and bicycle transportation. Independently, each of these transportation modes can further expand the scope of transit, providing better access to areas not directly served by transit.

*This duplicates language used in Policy 21.9 of the Transportation Element.*

**Implementation A4.18.3.1**

*Provide easily accessible bus stops and shelters within 0.25 mile of areas with pedestrian traffic in the evening.*

**Implementation A4.18.3.2**

*Locate safe bus stops and shelters near businesses and well-lighted areas.*

**Implementation A4.18.3.3**

*Accommodate bicycles on all transit lines.*

**Policy A4.18.4**

Require that developers help coordinate land use and transit.

Experience has shown that transit and land use are self-supporting. The efficient use of transit is dependent upon a specific level of demand generated by surrounding residential and commercial development. Similarly, intense, high density land uses rely on an efficient set of transit services. The challenge is to maintain a balance between transportation investments and land use.

*This uses some of the language employed in Policy 11.3 of the Transportation Element.*

**Implementation A4.18.4.1**

*Promote transit through new development: creation of a residential development impact fee to supplement the existing transit impact fee (TIDF).*

**Implementation A4.18.4.2**

*Mitigate traffic congestion through Eastern Neighborhoods EIR Transportation Mitigations.*

**Policy A4.19.1**

Facilitate transfers between transit lines, systems, modes.

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It is essential that transit systems are modified to facilitate the seamless exchange of passengers between systems as well as vehicles of the same agency. In order to encourage widespread use of the bicycle on transit, facilities must be provided at points of access to and/or on transit vehicles.

*This policy duplicates some of the language found in Policy 21.7 of the Transportation Element.*

***Implementation A4.19.1.1***

*Coordinate fares.*

***Implementation A4.19.1.2***

*Coordinate schedules.*

***Implementation A4.19.1.3***

*Provide bicycle access and secure bicycle parking.*

**Policy A4.19.2**

Develop and improve paratransit systems.

Paratransit systems deploy smaller vehicles for segments of the population with special needs. In cases where conventional transit does not efficiently serve travel demand for this segment of the population, the deployment of less conventional transit options for the elderly and disabled should be explored in the Western SoMa.

*This policy language replicates the principal concepts introduced under Objective 22 of the Transportation Element, substituting "paratransit" for "demand-responsive transit."*

**Pedestrian Plan Section**

**Policy A4.21.1**

Develop an accessible pedestrian network.

The creation of a well-connected network of streets and alleyways will further encourage local residents, workers and visitors to move about on foot. This network should provide access to major pedestrian destinations in the area, including schools, commercial districts, and residential areas. In addition, it is essential that treatments are introduced to ensure pedestrian safety.



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*This policy takes from Objective 25 of the Transportation Element, placing additional emphasis on the use of “accessible streets and alleyways” in the local plan area.*

***Implementation A4.21.1.1***

*Implement lane reductions whenever feasible in the network of neighborhood streets.*

***Implementation A4.21.1.2***

*Place multi-lane streets at borders of residential enclaves.*

***Implementation A4.21.1.3***

*Introduce signage for pedestrians.*

***Implementation A4.21.1.4***

*Implement intersection measures, such as countdown signals, median island improvements, no right on red restriction, protected left turn phases.*

**Policy A4.21.2**

Provide space for the unobstructed passage of pedestrians.

One way to improve the condition of sidewalks is to ensure that there is a clear path along which the pedestrian can pass freely, i.e., allowing for the passage of people, strollers and wheelchairs.

*This policy reiterates what is said in Policy 23.5 of the Transportation Element.*

***Implementation A4.21.2.1***

*Improve sidewalks on Folsom Street.*

***Implementation A4.21.2.2***

*Install sidewalks on Townsend Street.*

***Implementation A4.21.2.3***

*Maintain sidewalks that are adjacent to construction sites.*

**Policy A4.23.1**

Install pedestrian-serving street furniture where appropriate.

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A coordinated plan for locating street furniture, such as benches, streetlamps and waste receptacles, can have the effect of welcoming pedestrians. Collectively, these features serve the pedestrian in a variety of ways by facilitating trips on foot. In addition, where possible, public art should be integrated into facility design (e.g., creative sidewalk treatments, bicycle parking).

*This policy takes from Policy 24.3 of the Transportation Element.*

### **Implementation A4.23.1.1**

*Design and locate new street furniture on deficient streets.*

### **Implementation A4.23.1.2**

*Renovate furniture on streets with existing facilities.*

## **Policy A4.23.2**

Develop and preserve specific pedestrian-oriented street frontages.

As the Western SoMa SUD changes over time, street frontages should be made attractive and provide a sense of scale to the pedestrian. These frontages, primarily designed for neighborhood commercial zoning areas, should be transparent, providing visual connections to and from the nearby sidewalk. Easy access to and from adjacent buildings will further encourage walking.

*This is similar to Policy 24.4 of the Transportation Element.*

### **Implementation A4.23.2.1**

*Develop street frontages at near 7th and Folsom Streets (center of Western SoMa).*

## **Bicycle Plan Section**

### **Policy A4.24.1**

Remove hazards to bicycles on all City streets in Western SoMa.

Often, bicyclists are discouraged from riding down streets that present hazards, as they can result in serious accidents. City departments need to work to eliminate these hazards, particularly on bicycle routes.

*This policy includes language from Policy 27.3 of the Transportation Element.*

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***Implementation A4.24.1.1***

*Remove roadway surface hazards.*

***Implementation A4.24.1.2***

*Remove vehicle hazards.*

***Implementation A4.24.1.3***

*Remove other hazards.*

**Policy A4.24.2**

Encourage use of bicycle-activated traffic signals on bicycle routes.

These traffic signals tend to favor vehicle traffic over bicycles and pedestrians, further discouraging the use of these non-motorized forms of transportation. While they are largely uncommon in San Francisco, where they are in use, they require that the signal is triggered to allow enough time to cross the street.

*This policy reiterates what is said in Policy 27.4 of the Transportation Element.*

***Implementation A4.24.2.1***

*Equip all non- bike route locations with demand-activated signals.*

***Implementation A4.24.2.2***

*Equip all bicycle route locations with bicycle-activated signals.*

**Policy A4.24.3**

Ensure bicycle safety through education and enforcement.

With continued growth in bicycle use, bicycle safety has increasingly become a concern for all. As a result, bicycle safety and the enforcement of traffic rules have become key areas of focus.

*This includes language from Policy 27.5 of the Transportation Element.*

***Implementation A4.24.3.1***

*Promote safety programs implemented by the MTA Bicycle Program.*

***Implementation A4.24.3.2***

*Augment the enforcement program (MTA and the Police Department).*

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## **OBJECTIVE A4.24X**

### **PROVIDE SECURE AND CONVENIENT BICYCLE PARKING FACILITIES IN WESTERN SOMA.**

For bicyclists to fully utilize the bicycle system, parking facilities should be provided in close proximity to all residential and commercial uses in the neighborhood. It is important that these facilities allow users to secure their bicycles. This objective supports Western SoMa Planning Principle 3.

*This objective is derived from Objective 27 of the Transportation Element of the General Plan.*

#### **Policy A4.24X.1**

Provide secure bicycle parking in existing City buildings and facilities, and encourage it in existing commercial and residential buildings.

To encourage the use of the bicycle, all City properties should be required to provide adequate bicycle parking on site. In addition, all existing building owners should strongly be encouraged to provide bicycle parking.

*This policy is similar to Policy 28.2 of the Transportation Element.*

##### **Implementation A4.24X.1.1**

*Provide secure bicycle facilities in City buildings and facilities.*

##### **Implementation A4.24X.1.2**

*Provide secure bicycle facilities in other existing commercial buildings.*

##### **Implementation A4.24X.1.3**

*Provide secure bicycle facilities in existing residential buildings.*

#### **Policy A4.24X.2**

Provide secure bicycle parking in future commercial and residential developments.

All new development should be designed and constructed with all travelers in mind, particularly those that use alternative modes to reach this development.

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*This policy reflects the major intent of Policy 28.1 of the Transportation Element.*

**Implementation A4.24X.2.1**

*Develop a program for providing secure facilities in commercial developments.*

**Implementation A4.24X.2.2**

*Develop a program for providing secure facilities in residential developments.*

**Policy A4.24X.3**

Provide bicycle parking at transit terminals.

The provision of parking at transit terminals can increase both transit and bicycle use, while decreasing the use of the private automobile.

*This policy is similar to Policy 28.4 of the Transportation Element.*

**Implementation A4.24X.3.1**

*Provide adequate bicycle parking at the Caltrain Station.*

**Implementation A4.24X.3.2**

*Provide adequate bicycle parking at BART/Muni Metro Stations (1-4 blocks north).*

**Implementation A4.24X.3.3**

*Provide adequate bicycle parking at other key transit stops.*

**Policy A4.25.1**

Accommodate bicycles on all transit services.

The accommodation of bicycles on local and regional transit systems has effectively expanded the geographic scope of this system to a much broader area.

*This policy takes from Policy 27.5 of the Transportation Element.*

**Implementation A4.25.1.1**

*Provide bicycle racks/storage on Muni vehicles.*

**Implementation A4.25.1.2**

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*Provide bicycle racks/storage on SamTrans vehicles.*

***Implementation A4.25.1.3***

*Provide bicycle racks/storage on Golden Gate Transit vehicles.*

***Implementation A4.25.1.4***

*Provide bicycle racks/storage on CalTrain.*

**Policy A4.25.2**

Facilitate access to current bicycle information.

While San Francisco has a substantial network of bicycle facilities, it is important that bicyclists know the safest and most efficient ways of crossing the Western SoMa area. Route maps and other forms of updated information should be made available through effective means of communication (e.g., the Internet). This should include working with the MTA to add the bicycle network to Muni maps, i.e., to facilitate intermodal transfers.

*This is consistent with Policy 27.5 of the Transportation Element.*

***Implementation A4.25.2.1***

*Promote the 511.org website.*

***Implementation A4.25.2.2***

*Promote the 511.org telephone service.*

***Implementation A4.25.2.3***

*Provide handouts at key locations.*

**Automobile Plan Section**

**Policy A4.28.1**

Encourage future investments in transit, bicycle and pedestrian infrastructure over competing investments in auto-oriented facilities.

Further investment in transit and bicycle infrastructure improvements can promote the use of these modes in place of the automobile.

*This policy reflects Policy 11.2 of the Transportation Element.*



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Shawn Rowland- Town Hall Facilitator  
Janet Bailey- Town Hall Facilitator

## **San Francisco Flower Mart**

Sandra Gomez-Jimenez - Office Manager, SF Flower Growers Association  
Bob Otsuka - California Flower Market, Inc.  
Angelo Stagnaro - San Francisco, Flower Growers Association, Inc.

## **San Francisco Tennis Club**

Lori Wibert - Membership Director

## **Pulte Homes**

David Prowler  
Kim Diamond

## **Steeffel, Levitt & Weiss**

Steve Atkinson

## **Seattle Department of Neighborhoods**

Jim Diers - Director

## **Reuben & Junius**

David Silverman, Attorney



# DRAFT

For Internal Review and Comment April 7, 2008