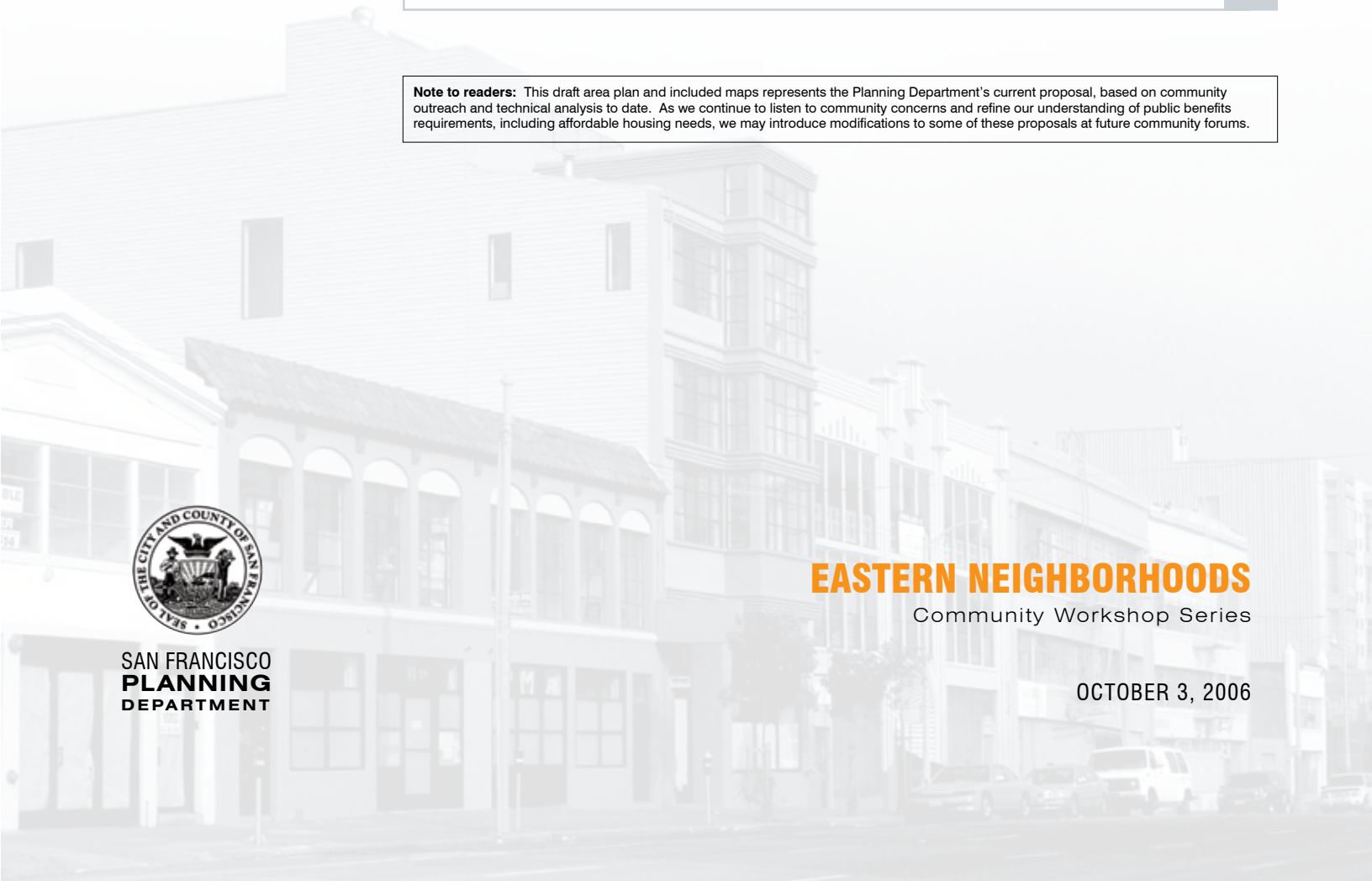
East SoMa
AREA PLAN

DRAFT

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



SAN FRANCISCO
PLANNING
DEPARTMENT

EASTERN NEIGHBORHOODS
Community Workshop Series

OCTOBER 3, 2006

CONTENTS

INTRODUCTION 01

1 LAND USE 03

2 HOUSING 09

3 OPEN SPACE 14

4 TRANSPORTATION 20

5 COMMUNITY FACILITIES 31

6 HISTORIC RESOURCES 34

MAPS

EXISTING ZONING 07

PROPOSED LAND USE DISTRICTS 08

OPEN SPACE 19

DOWNTOWN TRANSIT NETWORK 27

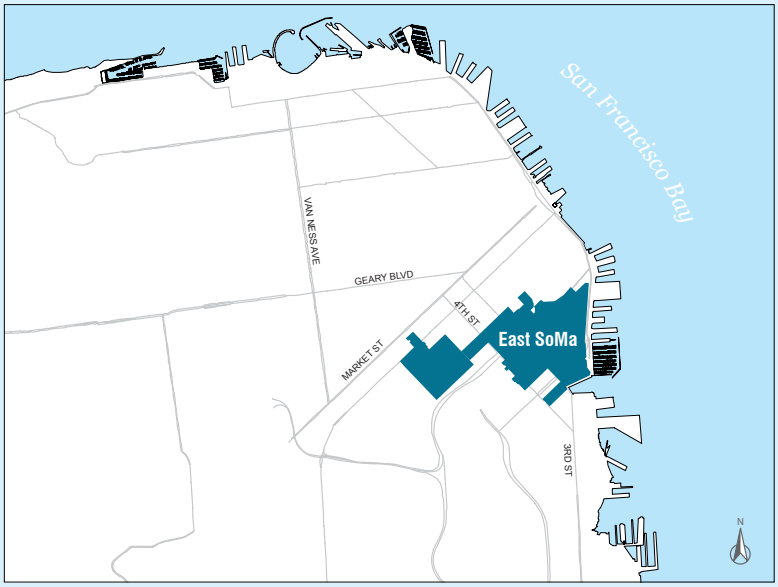
DOWNTOWN VEHICULAR STREETS 28

DOWNTOWN BICYCLE NETWORK 39

PROPOSED TRANSPORTATION POLICIES 30

Note to readers:

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



INTRODUCTION

This East SoMa Area Plan contains goals, objectives and policies for the conservation and development of the East SoMa area of San Francisco. The Plan will be accompanied, in a separate document, by proposed permanent zoning controls (Planning Code amendments) that would set forth the rules for new development. The Plan and implementing Planning Code amendments would guide the location, intensity and character of new and expanded business and residential activity, the buildings which house these activities, and the public facilities and resources provided within the area covered in the Plan. In addition to recommending development policies and zoning rules, the Plan recommends measures to be undertaken by other city agencies that would improve the physical environment and general neighborhood livability of the area.

The existing South of Market Plan, adopted in 1990, provides a good base for this planning process. However, there have been many changes in East SoMa since that area plan was adopted. First, the boundaries have changed. The exiting Soma Area Plan covers part of what is now called West SoMa and the area called East Soma. The West SoMa area currently has a citizens taskforce that is developing a plan for that part of the neighborhood. The Area Plan discussed here is part of what is now called the East SoMa area. In addition to some areas being removed, the area that is currently part of the Rincon Point/South Beach Redevelopment area will be added to the East SoMa Plan area. This new East SoMa Area Plan takes many of the existing South of Market Plan policies, where applicable, and retains them as part of this new East SoMa area plan. Additionally, some new policies have been added that apply to the new goals of the plan and the new geography.

This East SoMa Area Plan recognizes that the area functions quite successfully as a healthy, vibrant and stable residential and business commu-

nity. The Plan acknowledges that it is important to protect the existing businesses, especially those that are rent and location sensitive and housing, especially affordable housing. . East SoMa is a neighborhood that is growing and evolving, and the Plan supports positive changes in the area.

The Community developed the following goals of the East SoMa Area Plan over the course of many community workshops:

- Encourage an appropriate mix of uses.
- Retain and promote businesses and organizations that contribute to the diversity of the neighborhood.
- Encourage more neighborhood-serving businesses.
- Attract jobs for local residents.
- Encourage a mix of incomes in renter- and owner-occupied housing.

- Increase affordable housing opportunities.
- Improve the character of streets and encourage pedestrian safety.
- Improve community facilities and enhance open spaces.
- Provide adequate transit service and gracious streets for all modes of moving about.

1

LAND USE

Since the turn of the century, East SoMa has included a mix of uses including commerce, entertainment and living space and is a truly special area of San Francisco. Most of the buildings are small office or production, distribution and repair (PDR) spaces that line the major streets, while the housing units is located in primarily two to four story buildings that line the small alleys of the residential enclave districts.

Recently, this area has seen a vast amount of change, especially in housing development. Between 2000 and 2004, 1,305 new residential units were constructed, primarily as market-rate ownership and live/work lofts. Additionally, dot com businesses moved into the area, many of which displaced existing jobs and residences. This section addresses the need to retain space for existing businesses and residential uses, while allowing space for new development, especially affordable housing, to be built.

East SoMa should stay a place of very mixed uses. Existing light industrial businesses should be encouraged to remain but new housing and mixed use developments should also be allowed. The area should allow increased flexibility for a number of uses, including market-rate and affordable housing and small-scale businesses, while continuing to limit large office space.

OBJECTIVE 1.1
PROMOTE EXISTING BUSINESSES AND FACILITATE THEIR EXPANSION

Policy 1.1.1
Provide sufficient land and building area to accommodate the reasonable growth and expansion of the East SoMa's diverse economic activities.

In combination, the land use, building height and density policies of this Plan allow substantial land and building area to accommodate the reasonable growth and expansion of light industrial, artisan, office, residential, and neighborhood-serving retail and personal service activities, while at the same time preserving the existing scale and character of the area.

Policy 1.1.2
Help businesses to thrive and expand.

Healthy, growing businesses contribute to the vibrancy, diversity and success of their neighborhoods,

and the city in general. However, in addition to land and building space, businesses need other forms of support to help them prosper. Through agencies such as the Mayor's offices of Economic and Workforce Development and the Mayor's Office of Community Development, the city should develop a coordinated strategy to retain and expand businesses through loan consultation, marketing and outreach to these businesses on incentive programs and other economic development strategies would provide a more complete approach to business expansion and retention.

Policy 1.1.3
Where appropriate, establish a mixed-use district that requires new development to provide space for PDR activities.

The west side of East SoMa should be encouraged to transition into a vibrant mixed-use neighborhood, including housing. However, PDR businesses have a significant presence in the area, and should not be entirely displaced by new development. As part of supporting the mixed-used character of the area, and to reduce the potential loss of PDR space, all new development should provide an amount of PDR space equivalent to a ratio of one square foot of PDR space for every five square feet of residential, commercial, or office space. Such a district would provide flexible incubator space for PDR businesses as well as encourage new housing or other uses.

OBJECTIVE 1.2
RETAIN AND ENHANCE THE VIBRANT, MIXED-USE CHARACTER OF EAST SOMA

Policy 1.2.1
Refine current SoMa zoning controls in the East SoMa Plan Area so that they encourage mixed-use development more effectively.

Zoning districts intended to promote mixed-used development were established for SoMa in 1990. The districts varied in the mix of residential development and light industrial businesses allowed or encouraged. Since the adoption of these districts, however, conditions have changed and much of the development originally envisioned has not occurred. But because much of their structure is still relevant, the existing SoMa districts in the East SoMa plan area shouldn't be entirely replaced with new zoning districts. Rather, refinements should be made to the existing controls, generally as follows:

1. The existing Service Light Industrial (SLI) district is designed to protect and facilitate the expansion of commercial, manufacturing and other light industrial activities, as well as arts activities. SLI also permits affordable and group housing as a conditional use and allowed live/work units. Refinements should remove the conditional use requirement for affordable housing to encourage affordable housing production, prohibit live/work units, limit big box retail, and encourage small office, especially in rehabilitated structures.

2. The existing Service Secondary Office (SSO) district is designed to accommodate small-scale light industrial businesses and small-scale professional office space. Dwelling units require a conditional use permit. To encourage more housing, this district should allow affordable and market-rate housing as-of-right.

3. The Residential Service District (RSD) currently serves as a major housing opportunity area between the higher-density Yerba Buena area and the low-scale, light industrial area of West SoMa. The district currently allows heights of 40 feet as-of-right and heights up to 85 feet if more affordable housing is produced. Heights on the major streets should be allowed higher as-of-right heights, while simultaneously increasing requirements for the provision of affordable units.

Policy 1.2.2
Retain East SoMa's existing residential alleys for residential uses.

The existing Residential Enclave Districts should be retained as residential alleys for the low-scale, medium density housing that currently predominates these areas.

Policy 1.2.3
Encourage 6th Street, Mission Street and Folsom Street to become lively, neighborhood-serving streets by designating them as a Neighborhood Commercial Transit District (NC-T).

Sixth Street is the heart of the mid-SoMa neighborhood, and new development should capitalize on its centrality, and its access to transit, by strengthening neighborhood commercial activity. Ground floor uses should be active and face the street. Ground floor heights should be encouraged by increasing height limits slightly to allow for gracious retail spaces. Curb cuts should be discouraged to create a more comfortable and inviting pedestrian environment and to limit disruption to transit.

Policy 1.2.4
Require active ground floor uses in designated neighborhood commercial districts.

Active ground floor uses should be required and ground floor retail should be encouraged throughout the proposed 6th Street Neighborhood Commercial Transit District in order to create a more pedestrian-friendly environment.

Policy 1.2.5
Incorporate the Ballpark Special Use District provisions into the East SoMa controls.

In 1997 the Board of Supervisors approved the "Ballpark Vicinity Special Use District," (BVSUD) a package of interim land use controls intended to regulate ballpark-related uses in the area surrounding AT&T Park. To enforce the district controls, projects proposed in this area are subject to mandatory

discretionary review by the Planning Commission. The proposed land use controls for East SoMa will incorporate the BVSUD controls thereby obviating the need for the SUD overlay and mandatory discretionary review.

Policy 1.2.6
In the Rincon Point/South Beach Redevelopment area, change the existing industrial zoning designations to match and support the residential uses that have been built.

The existing Rincon Point/South Beach Redevelopment area has underlying zoning of light industrial (M1) and heavy industrial (M2). This area is currently under the jurisdiction of the Redevelopment Agency, which has programmed and developed the area as a mixed-use residential neighborhood. The plan is essentially built out. The final project of the Redevelopment Plan should be completed shortly and permit authority over this area will eventually be returned to the planning department. The zoning controls for this area should more accurately reflect the role of this area as a high density residential neighborhood.

Policy 1.2.7
Eliminate residential density maximums.

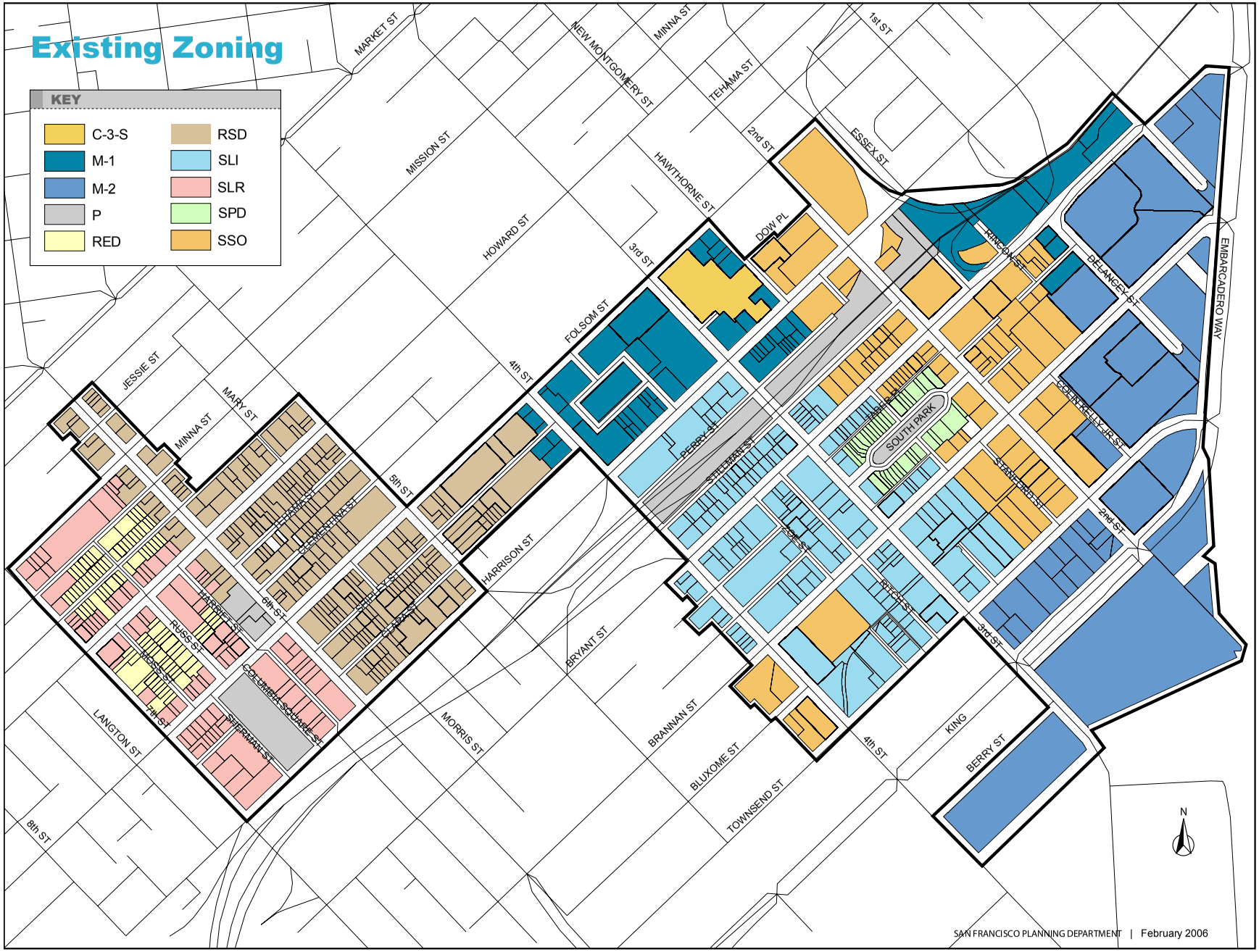
Density maximums unnecessarily constrain the housing potential of infill development in relatively dense, established neighborhoods like East SoMa. Carefully prescribed controls for building height, bulk, light, air and open space and overall design can successfully control a building's physical characteristics while allowing the maximum amount of housing opportunity. As discussed further in the housing section, this Plan requires a minimum of 40% two-bedroom units in new development and encourages10% of these units to be three-bedrooms.

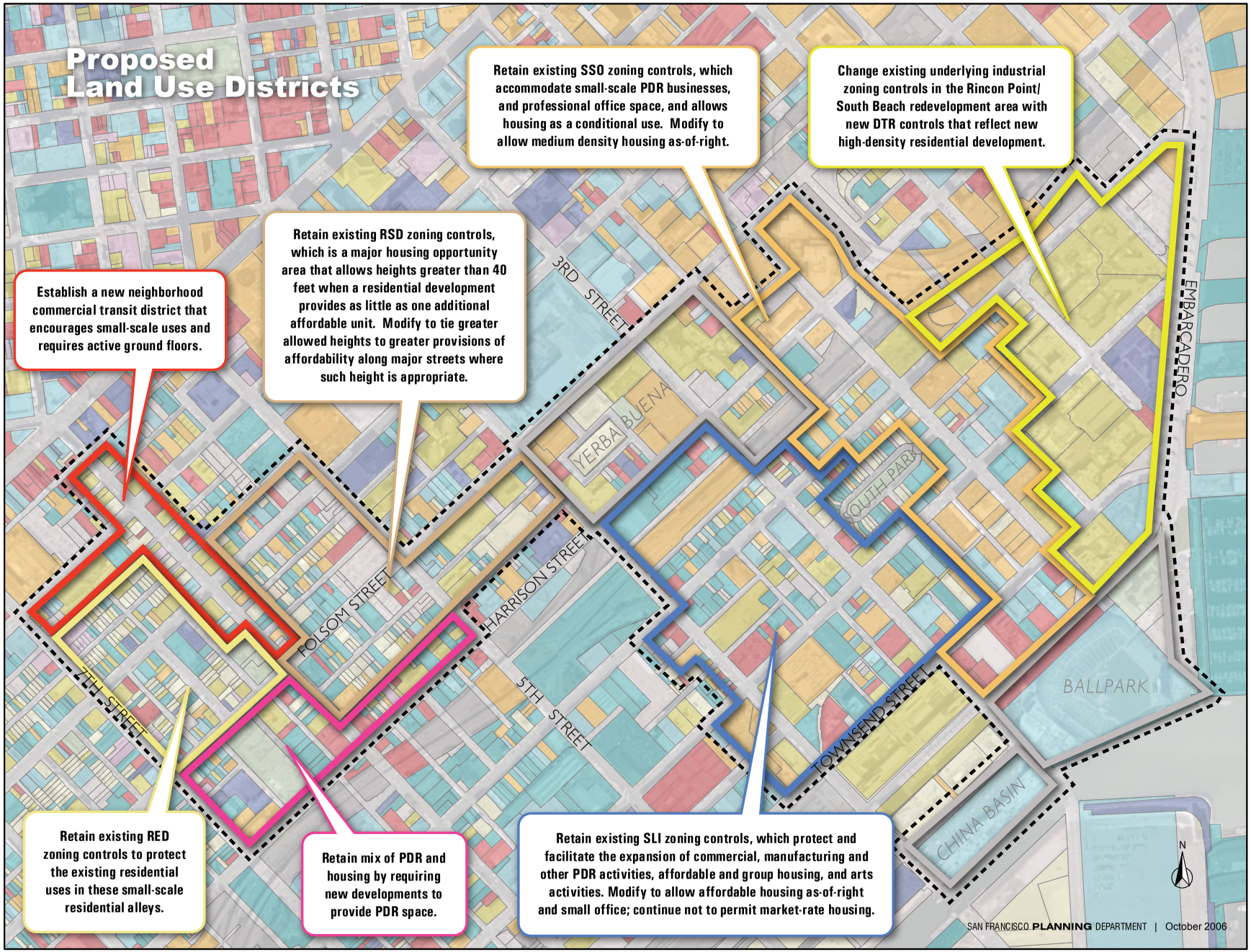
Policy 1.2.8
Allow Planned Unit Developments.

Planned Unit Developments (PUDs) are allowed throughout the City, but currently not allowed in the South of Market. The City's PUD controls are for sites of ½ acre or larger and allow flexibility for large developments by allowing flexible siting. This Plan proposes additional requirements for PUDs that would require publicly accessible open space or publicly accessible community space.

Policy 1.2.9
Create mixed residential areas by encouraging the development of affordable housing.

Most of the new development in the East SoMa in the past few years has been market-rate ownership housing. To encourage a true mix of incomes, new affordable housing should be encouraged throughout the plan area.


Existing Zoning
KEY
C-3-S
M-1
M-2
P
RED
RSD
SLI
SLR
SPD
SSO
MARKET ST
NEW MONTGOMERY ST
MINNA ST
TEHAMA ST
1st ST
2nd ST
ESSEX ST
MISSION ST
HOWARD ST
HAWTHORNE ST
DOW PL
3rd ST
FOLSOM ST
RINCON ST
DELANCEY ST
EMBARCADERO WAY
JESSIE ST
MARY ST
MINNA ST
4th ST
5th ST
PERRY ST
STILLMAN ST
SOUTH PARK
SOUTH PARK AVE
SOUTH PARK ST
STANFORD ST
2nd ST
HARRISON ST
CLEMENTINA ST
TEHAMA ST
HARRIET ST
6th ST
RUSS ST
NATOMA ST
7th ST
COLUMBIA SQUARE ST
SHERMAN ST
BRYANT ST
RITCH ST
3rd ST
LANGTON ST
MORRIS ST
BRANNAN ST
BLUXOME ST
TOWNSEND ST
4th ST
KING
BERRY ST
8th ST
N
SAN FRANCISCO PLANNING DEPARTMENT | February 2006


Proposed Land Use Districts
Retain existing SSO zoning controls, which accommodate small-scale PDR businesses, and professional office space, and allows housing as a conditional use. Modify to allow medium density housing as-of-right.
Change existing underlying industrial zoning controls in the Rincon Point/ South Beach redevelopment area with new DTR controls that reflect new high-density residential development.
Retain existing RSD zoning controls, which is a major housing opportunity area that allows heights greater than 40 feet when a residential development provides as little as one additional affordable unit. Modify to tie greater allowed heights to greater provisions of affordability along major streets where such height is appropriate.
Establish a new neighborhood commercial transit district that encourages small-scale uses and requires active ground floors.
Retain existing RED zoning controls to protect the existing residential uses in these small-scale residential alleys.
Retain mix of PDR and housing by requiring new developments to provide PDR space.
Retain existing SLI zoning controls, which protect and facilitate the expansion of commercial, manufacturing and other PDR activities, affordable and group housing, and arts activities. Modify to allow affordable housing as-of-right and small office; continue not to permit market-rate housing.
3RD STREET
FOLSOM STREET
HARRISON STREET
5TH STREET
7TH STREET
TOWNSEND STREET
EMBARCADERO
YERBA BUENA
SOUTH PARK
BALLPARK
CHINA BASIN
N
SAN FRANCISCO PLANNING DEPARTMENT | October 2006

2

HOUSING

East SoMa has historically been a valuable source of sound, low-cost housing. There are over 10,000 people living in 6,700 units in the plan area. Most of the older housing consists of small individual units located in two to four story wood-frame apartment buildings or flats that line the narrow alleys bisecting many of the large SoMa area blocks.

The area is, however, becoming less affordable. Currently, nearly 40% of households are financially burdened, meaning they pay housing costs equal to or exceeding 30% of their household income and almost 90% of the residents in East SoMa rent. The affordable housing problem is exacerbated because the majority of new housing units that were recently completed as well as the new housing being built is market-rate and owner-occupied.

In order to provide housing for the 40% of financially burdened residents of East SoMa and to balance the increasing production of market-rate housing, the production of permanently affordable housing is one of the main goals of the East SoMa Area Plan. To retain some sites for the production of affordable housing, areas should be set aside where the only housing allowed would be affordable housing. As discussed in the land use section, portions of the existing SLI district should be retained and affordable housing should be permitted as-of-right in these districts.

OBJECTIVE 2.1
ENCOURAGE THE DEVELOPMENT OF PERMANENTLY AFFORDABLE HOUSING

Policy 2.1.1
Increase opportunity sites for permanently affordable housing development.

Policy 2.1.2
Require a higher percentage of affordable housing units in developments along major streets in the existing RSD district, where permitted heights are increased.

Currently in some areas of East SoMa heights are allowed to go to 40 feet as-of-right and 85 feet with a conditional use permit if one more affordable housing unit is produced than is required. Sound urban design considerations suggest that it is appropriate to allow higher heights in this area. This increased building envelope increases the development potential of some sites. Some of this added potential should be used to increase the production of affordable housing in the plan area. Development that takes advantage of this increased development potential should be required to provide a greater percentage of affordable housing units.

Policy 2.1.3
Identify appropriate public parcels for the development of permanently affordable housing in East SoMa.

The City should work to identify public parcels in the East SoMa that would be appropriate for the development of affordable housing.

OBJECTIVE 2.2
ENCOURAGE IN-FILL HOUSING PRODUCTION IN APPROPRIATE AREAS

Policy 2.2.1
Revise controls to allow or encourage in-fill housing development in areas where it is appropriate for uses to transition to predominantly mixed-use neighborhoods.

The City should make it attractive and viable to build infill housing, especially on vacant parcels in existing residential neighborhoods. This type of development provides needed housing in the existing urban fabric.

Policy 2.2.2
Encourage housing development over commercial or light industrial uses in new construction or substantial expansion of existing buildings.

Housing is often built as part of a mixed-use development and encouraging the addition of housing to new commercial buildings as well as to existing buildings allows for the production of many more units. East SoMa already has many of these mixed-use buildings and this plan should continue to encourage this mix of uses.

Policy 2.2.3
Encourage higher density, residential mixed-use development along the major streets of East SoMa.

The major streets of East SoMa are wide, often exceeding 80 feet. The Plan encourages higher density housing to locate on these streets both in order to increase opportunity sites for housing as well as to provide streets walls that frame these streets and providing a more appropriate scale for the streets.

OBJECTIVE 2.3
ENSURE A MIX OF INCOME, UNIT SIZE AND TENURE IN MAJOR NEW HOUSING DEVELOPMENTS TO SATISFY AN ARRAY OF HOUSING NEEDS

Policy 2.3.1
Require that 40 percent of all units in new development have two or more bedrooms.

Policy 2.3.2
Establish a target that at least 10 percent of all units in new development have three or more bedrooms.

This plan proposes to eliminate density requirements in this transit-rich neighborhood, allowing for much greater flexibility for development. The supply of family housing in the East SoMa is decreasing because most new construction consists of one and two bedroom units and because many larger units have been divided into smaller units.

Policy 2.3.3
Encourage rental housing.

Most new housing being built is ownership housing while over 90% of residents in the East SoMa are renters. The City's Housing Element recognizes that rental housing is often more affordable than for-sale housing, and existing City policies restrict the demolition and conversion of rental housing to other forms of occupancy, and contain other methods of tenant protection to ensure existing rental units remain in place. New development in East SoMa should ensure that rental opportunity is available for new residents as well.

Development proposals that significantly increase East SoMa's rental housing opportunities should be viewed as projects providing a community benefit and given permit processing priority for permanent rental projects. The Department will also work with other City agencies to incentivize the production of permanent rental projects.

Policy 2.3.4
Require that off-site inclusionary housing be built within the East SoMa plan boundaries and consider increasing the incentive for inclusionary housing to be built on-site.

Recent legislation requires that off-site inclusionary housing be built within one mile of the project site, but the acute lack of affordable housing requires that the inclusionary component of market rate development be built within the plan boundaries. Additional policy consideration could be give to whether the percentage for off-site could be adjusted for the East SoMa area to incentivize locating inclusionary housing on-site.

OBJECTIVE 2.4
LOWER THE COST OF HOUSING

Policy 2.4.1
Eliminate residential parking requirements.

The City's current minimum parking requirements are one of the most significant barriers to the production of housing, especially affordable housing. Providing parking as currently required reduces the total number of units that could be accommodated on site and increases the cost of the individual units. East SoMa is a very transit-rich area and has one of the lowest car ownership rates in the City. Moreover, the existing zoning, specifically the Residential Service District, has some of the lowest parking requirements in the City.

Policy 2.4.2
Encourage accessory residential units in existing buildings.

New housing can be made available incrementally without significant changes to the physical form of the area by adding accessory units to existing buildings. Because these units are typically smaller and more directly attached to existing units, they are an ideal way to provide housing, especially for seniors, artists and people with special needs. Additionally, conversions of ground floor spaces that create new housing units are encouraged. As discussed in the Land Use section, active ground floor uses will be required in the 6th Street Neighborhood-Commercial Transit District and encouraged throughout the Plan area.

Policy 2.4.3
Facilitate housing production through simple, clear zoning and planning controls and processes.

This plan proposes many new rules to allow greater flexibility in zoning controls. For example, density limits are proposed to be eliminated. However, while the goal is to increase flexibility, it is also to establish the development requirements during the planning process so that developers, residents, and other stakeholders know the rules up-front and can proceed with more certainty through the development process.

Policy 2.4.4
Encourage innovative programs that improve housing rental and ownership opportunities and affordability.

In addition to encouraging housing production, there is a demonstrated need to reduce the overall cost of housing development and therefore reduced rental rates and purchase prices. One approach could be the establishment of a community land trust that would hold land in trust and make it available for the development of affordable housing. The city should encourage the further development of a community land trust in the area, and support the exploration of other innovative approaches to reducing housing costs for residents.

Policy 2.4.5
Promote the South of Market as a "Location Efficient Mortgage" neighborhood.

Because it is possible to live in the East SoMa without a car, residents can choose not to pay the relatively high fixed costs of owning and maintaining a private automobile. As part of the growing LEM program, these savings can enable residents to qualify for a larger mortgage for a home.

Policy 2.4.6
Separate the cost of parking from the cost of housing.

In much of the housing built under current parking requirements, the cost of parking is included in the cost of owning or renting a home, requiring households to pay for parking whether or not they need it. As part of an overall effort to increase housing affordability in the plan area, costs for parking should be separated from the cost of housing and, if provided, offered optionally.

OBJECTIVE 2.5
ENCOURAGE, RETAIN AND ENHANCE SROs AND EFFICIENCY UNITS AS AFFORDABLE HOUSING RESOURCES FOR LOW-INCOME SINGLE-PERSON AND INDEPENDENT ELDERLY HOUSEHOLDS.

Policy 2.5.1
Encourage new construction of residential hotels (SROs) and "efficiency" units suitable for single-person households or independent elderly households.

Single-Resident Occupancy Hotels (SRO) units represent an affordable housing option for many low-income, elderly, disabled, single-person households. Sometimes even families find this the only affordable option in the City. These units should

be encouraged to continue and as discussed below, rehabilitated where appropriate. New units should be encouraged throughout the plan area rather than being concentrated only along 6th Street.

Policy 2.5.2
Establish affordability standards for development projects containing SROs and efficiencies.

The current high demand for housing has produced a number of market-rate SRO units. These units are small and have generally been considered part of the stock of affordable housing. As such, they were allowed to provide reduced rear yards and open spaces. To comply with the intention of this type of housing, affordability standards should be set so that these units remain an affordable housing type.

Policy 2.5.3
Support the rehabilitation of existing SROs that improve habitability and expand common-use facilities and areas.

Many residential hotels are in the need of rehabilitation. Improving the quality of these hotels, which are primarily located along 6th Street, will improve not only the housing, but also the overall quality of this neighborhood commercial street as well. The City should continue to subsidize SRO rehabilitation.

The recently renovated Delta Hotel, now the Bayanihan House.

OBJECTIVE 2.6
ENCOURAGE THE RETENTION OF HOUSING

Policy 2.6.1
Retain and enhance the existing housing stock.

In contrast to new housing, existing housing tends to be more affordable. The City's General Plan and Planning Commission policy encourages the retention of the existing housing stock and discourages dwelling unit mergers by mandating review of all mergers.

Policy 2.6.2
Prohibit residential demolitions unless they would result in sufficient replacement of existing housing units.

The City's General Plan discourages residential demolitions, except where it would result in replacement housing equal to or exceeding that which is to be demolished. This policy will be applied directly to any residential demolition proposed in the East SoMa area, and expanded to ensure that the net addition of new housing to the area offsets the loss of existing affordable housing.

3

OPEN SPACE

East SoMa has a deficiency of open spaces serving the community. With an influx of residents, this deficiency will only be exacerbated. In a built-out, dense neighborhood such as East SoMa, finding sites for sizeable new parks is difficult, so any proposed open space system must not only aggressively seek out open space acquisition opportunities, but also should incorporate non-traditional open spaces such as pocket parks on widened sidewalks or shared alleyways.

OBJECTIVE 3.1
INCREASE THE AMOUNT OF OPEN SPACE AND ENSURE THAT IT MEETS THE NEEDS OF RESIDENTS, WORKERS AND VISITORS

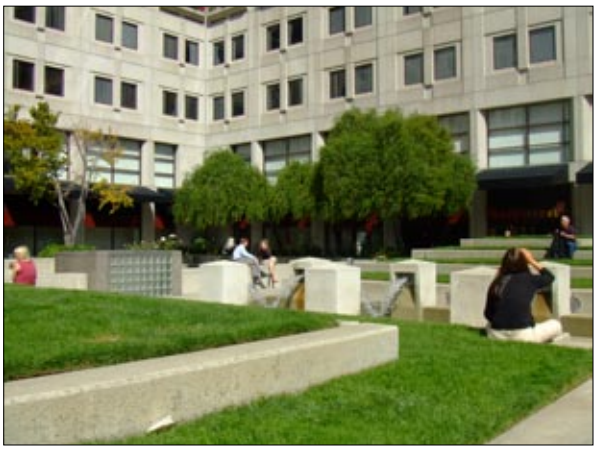
Policy 3.1.1
Identify sites for possible acquisition.

The City should work to identify sites, especially public land that could be developed as a new neighborhood park. Neighborhood parks provide space for both passive and active recreation, both of which are important to the diverse East SoMa community. Prior to the acquisition, the City should also identify money for maintenance and operational costs.

Policy 3.1.2
Require new development to provide or contribute to the development of publicly accessible open space.

New development generates additional residents and the additional need for open space. These new developments could meet the demands of the new residents by providing publicly accessible open space on-site or by contributing to the creation of a publicly accessible open space off-site.

Policy 3.1.3
Amend current open space requirements and in-lieu fees for commercial development.



Currently, commercial development is required to provide open space or contribute in-lieu fees. Because these fees are low, sponsors often elect to pay the fee rather than provide the required open space. The City should focus on requiring development to provide adequate useable open space on-site or to pay an in-lieu fee that actually captures some of the cost of developing off-site open space.

The physical location of on-site open space should be allowed maximum flexibility.

Policy 3.1.4
Ensure that new open spaces are designed to meet the needs of intended users, including residents, workers and visitors.

To meet the needs of the diverse population of East SoMa, including families, elderly, and other residents, worker, and visitors to the area, many different types of open spaces are needed.

Policy 3.1.5
Re-examine current private open space requirements to ensure the space meets the needs of residents.

New residential development is required to provide adequate usable, unenclosed private or common open spaces that are easily accessible to project residents. East SoMa's current urban form typically does not provide adequate open space. New private open space requirements for residential and mixed-use residential projects that will ensure adequate access to on-site open space and sufficient sunlight and air access should be developed to adequately address this conflict and the open space need.

OBJECTIVE 3.2
CREATE AN OPEN SPACE NETWORK OF GREEN CONNECTOR STREETS, LIVING STREETS, AND PUBLIC PARKS

Policy 3.2.1
Underutilized portions of the street should be redesigned as public open spaces, either as widened sidewalks, treed medians, bulb-outs, living streets or green connector streets that link public open spaces and important cultural and social destinations.

East SoMa's wide, heavily-trafficked streets create an unpleasant and unsafe walking and cycling environment. In their current form, many of East SoMa streets acts as barriers, rather than connectors, to neighborhood parks or to the nearby waterfront, East SoMa's greatest open space asset. A major component of the East SoMa open space system proposes redesigning key streets that connect major open spaces (See Figure X) for pedestrians and cyclists.

- Identify underutilized portions of public rights-of-way on wide streets that could be converted into plazas with sunny sitting areas. For example, some lightly used streets have surplus rights-of-way dedicated to the automobile that could be returned to pedestrians for active and passive recreation.

- Identify the alleyways to be converted to living streets. Design guidelines will be developed in parallel with the City's Streetscape Master Plan. The effect of the change would be to slow traffic, increase the amount of landscaped areas in the neighborhood, and increase the amount of safe, public open space for residents.

- Similarly, lightly used alleyways with a more mixed-use or commercial character could be converted into lunchtime malls where outdoor dining could be moved into the street area. The precedent for this type of use comes from the Downtown Plan; as office space increases in parts of East SoMa, serving the lunchtime demands for public space become more important.

- Where resources do not allow for permanent conversion, all efforts shall be made to provide temporary conversion, such as during weekends or lunch hours, so that pedestrian-oriented events can be held.

Policy 3.2.2
Consider transforming Folsom Street, from the Bay waterfront to the Mission District, into a civic boulevard.

Folsom is one of the key streets being considered as a green connector street, a street that would link many of East SoMa's important public open spaces from the waterfront through the heart of East SoMa (Figure XX). In combination with the pedestrian and bicycle improvements being considered as part of the transportation policies of this Plan, this street could be transformed into an active, street with pocket parks and bulb-outs.

Source: *Public Architecture*

Policy 3.2.3
Require new developments to implement the street designs established by the City's Streetscape Master Plan and the SoMa Transportation Study.

The Streetscape Master Plan (SMP), now underway will establish specific design guidelines to implement the streetscape improvements for alleyways and other streets throughout the East SoMa area. In addition to this SMP, a transportation study for the entirety of SoMa is being scoped, which will study how best to implement the SMP guidelines. Until the SMP is adopted and the SoMa Transportation Study is completed, a set of core streetscape improvements will be required of all new development.

The City has already begun to envision Folsom Street as the major civic spine through SoMa, connecting many of the major open space destinations (Victoria Manolo Draves Park, the SoMa Recreation Center, Yerba Buena Gardens, and Rincon Point Park). The City also has begun to consider greening and improving walkability for 2nd and 7th Streets, as discussed in the Transportation Section.

OBJECTIVE 3.3
INCREASE THE QUALITY OF LANDSCAPED ELEMENTS IN BOTH PUBLIC AND PRIVATE OPEN SPACES

The provision of urban landscaping provides multiple aesthetic and ecological benefits and should be required of all new development. By incorporating such elements as layered vegetation, green roofs, larger

trees and vegetated walls, and by integrating rainwater harvesting, projects can contribute to the ecological sustainability of the city, while providing attractive greenery and effective open space in a dense urban neighborhood.

Policy 3.3.1
Require minimum ecological standards for urban landscaping for all new development and provide incentives for existing development to meet these standards.

A set of minimum standards for landscaping shall apply to all new development in East SoMa. These standards will be based upon the Biotope Area Factor (BAF). The BAF is a flexible system that provides developers a range of options to meet minimum standards for on-site green landscaping; landscaped elements could include green roofs, partially sealed surfaces, semi-open surfaces, soil depth, rainwater harvesting, and vertical greenery.

Policy 3.3.2
Enhance the pedestrian environment by planting street trees along sidewalks.

Closely spaced and sizeable trees parallel and close to curbs, progressing along the streets to intersections, create a visual and psychological barrier between sidewalks and vehicular traffic. More than any other single element, healthy street trees can do more to humanize a street, even a major traffic street.

OBJECTIVE 3.4
ENSURE THAT EXISTING OPEN SPACE AND PARK FACILITIES ARE WELL MAINTAINED

Maintaining parks and open spaces in good condition will help to encourage their use. The following policies discuss the maintenance priorities, while funding mechanisms to meet these maintenance goals will be discussed as part of the implementation.

Policy 3.4.1
Maintain existing park facilities.

Throughout the community planning process participants have discussed prioritizing the maintenance of existing park facilities. Maintenance requirements will only become more apparent the more open spaces such as green connector street, living streets, and pocket parks are constructed. These types of spaces are often more difficult to maintain on a per square foot basis then an open field, so the City should work to find space for maintenance equipment in the East SoMa area and to assure that maintenance is provided with the development of these spaces.

Policy 3.4.2
Renovate existing park facilities to provide high quality, safe and sustainable resources.

Many of the park facilities are in disrepair, not necessarily as a result of their age, but because the building materials are ill-suited for the intended uses, resulting in greater wear and tear. Specifically in East SoMa, the SoMa Eugene Friend Recreation Center and South Park are both in need of renovation. The Recreation and Park Department is now using, safe, durable and long lasting materials and are designing facilities appropriately for the intended uses and these efforts will result in fewer repairs, longer and expanded usage periods and more reliable facilities.

Policy 3.4.3
Encourage a sense of ownership of public parks and park facilities by organizing regular "Neighborhood Park Appreciation" days.

Neighborhood Park Appreciation Days should be scheduled to coordinate efforts between the Recreation and Parks Department and community members to improve local parks and related facilities. The goal of NPAD should be to bring residents together to discuss park conditions and priorities, as well as to clean-up the park area and repair park equipment.

Policy 3.4.4
Encourage the installation of permanent art at the new Victoria Manolo Draves Park.

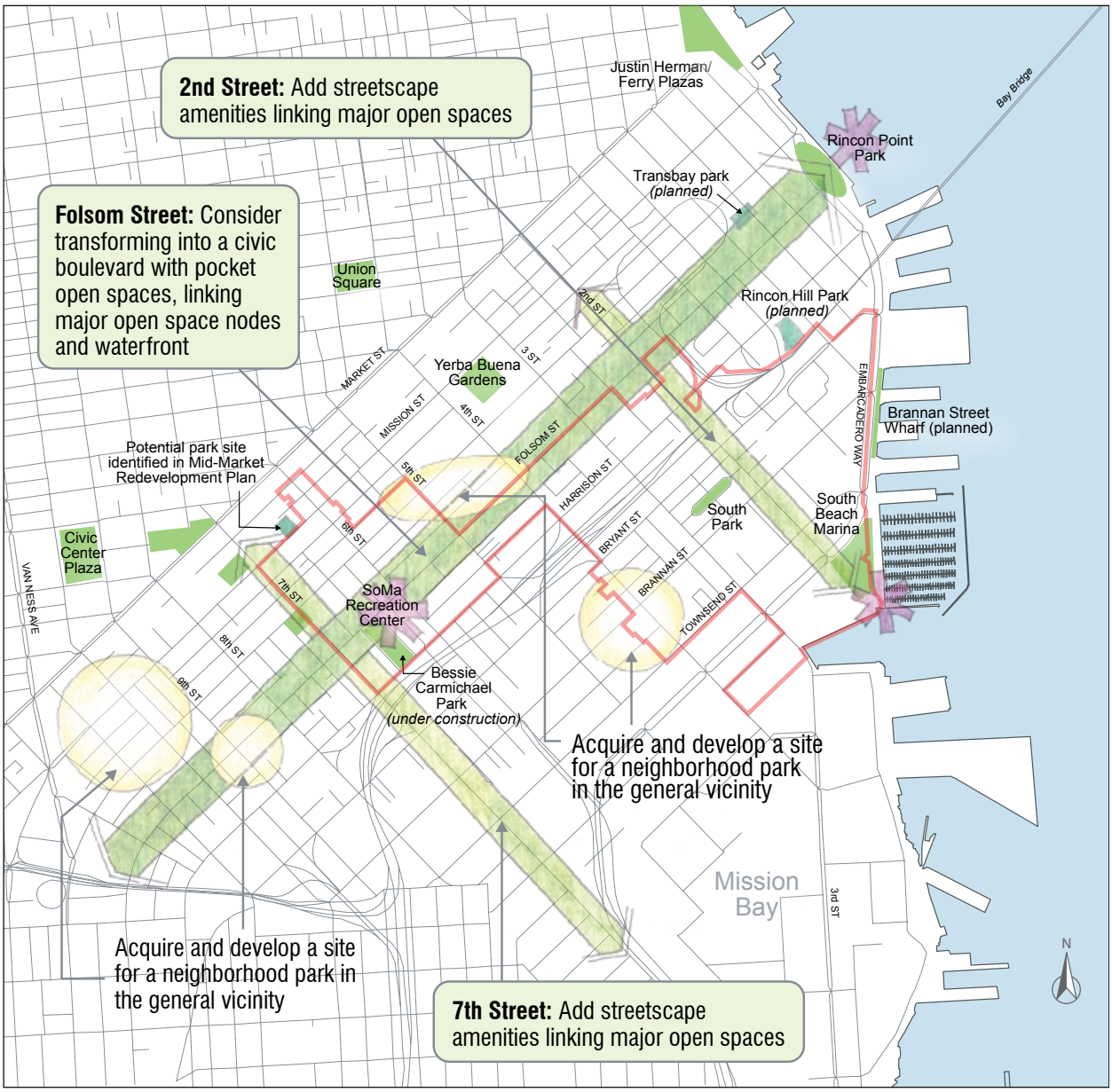
Victoria Manalo Draves Park, currently under construction, will consist of a children's and toddler's play equipment, informal play fields, a bathroom, a softball field, a picnic area, and a basketball court. The City recognizes that art promotes health, creativity, thought and healing, and is a natural complement to the recreation experience. In September 2006 the Recreation and Parks Commission granted a permit to the Black Rock Arts Foundation for the temporary installation of "Stan, Submerging Man" in Victoria Manalo Draves Park. The City should work to ensure that a permanent art work be installed at the park.

Policy 3.4.5
Explore opportunities to use existing recreation and open space resources and facilities more efficiently.

The City should work with the San Francisco Unified School District and private organizations to make better use of existing recreational and community spaces during non-operating hours in order to provide much needed space for community and recreational activities.

Open Space

Existing Facilities and Proposed Concepts



4

TRANSPORTATION

The East SoMa plan area as a whole is well served by local and regional mass transit. However, transit levels of service are not consistent throughout the area and the area lacks a cross-town local transit connection south of Mission Street. Additionally, many of the streets are auto-oriented and are deficient in bicycle and pedestrian facilities. This section proposes objectives and policies to begin to address balancing the transportation options in the East SoMa area.

OBJECTIVE 4.1
IMPROVE PUBLIC TRANSIT

Policy 4.1.1
Improve and expand public transit service linking East SoMa to the rest of the city, in addition to downtown, through cross-town and east-west connections.

Most of the existing transit service in the East SoMa is designed to provide access to the downtown area and Market Street via north-south lines. South of Mission Street the transit service connecting the East SoMa to other areas, including areas in the West SoMa and Showplace Square, is especially lacking. The transit service that is present is dispersed over the one-way street system and ill-defined. The City should consider improving and expanding these transit connections.

Policy 4.1.2
If the Central Subway is built along the 4th Street corridor, consider placing a stop on 4th Street between Bryant and Brannan.

The planned Central Subway has recently gone through a series of proposed modifications. The Municipal Transportation Agency (MTA)'s locally preferred alternative is to extend the 3rd Street light rail from the Caltrain Station up 4th Street to the downtown. Throughout the community planning process, community members have expressed an interest in placing a stop between Bryant and Brannan Streets and any proposed modifications to the subway should consider this location for a stop.

Policy 4.1.3
Support innovative transit solutions that improve service, reliability and overall quality of the transit rider's experience.

Improvements that increase transit running speeds, real-time passenger information systems, and policies to expedite ticketing and boarding, as well as other innovations should be explored and applied in the plan area.

Policy 4.1.4
Support the proposed E-line Historic streetcar line.

This proposed streetcar would provide service From Fisherman's wharf to the Caltrain station to allow for continuous transit rail service in an exclusive right-of-way along the Embarcadero.

OBJECTIVE 4.2
ESTABLISH PARKING POLICIES THAT IMPROVE THE QUALITY OF NEIGHBORHOODS AND REDUCE TRAFFIC CONGESTION BY ENCOURAGING TRAVEL BY PUBLIC TRANSIT OR OTHER NON-AUTO TRANSPORTATION MODES

Policy 4.2.1
Eliminate minimum off-street parking requirements and establish parking caps for new residential and commercial developments.

As discussed in the housing policies of this Plan, the elimination of parking minimums increases the space for housing, the affordability of housing, and improves the design of buildings. Limiting the total amount of allowable parking is necessary to keep congestion from increasing, discourage increased rates of auto ownership and use, and improve the function of transit.

Policy 4.2.2
Make the cost of parking visible to users. Require parking to be rented, leased or sold separately from residential and commercial space for all new major development.

The cost of parking is often aggregated in rents and purchase prices for residential and commercial property. This forces people to pay for parking without choice and without consideration of need or the availability of alternatives to driving. This could be avoided by requiring that parking be separated from residential or commercial rents, allowing people to make conscious decisions about parking and auto ownership.

Policy 4.2.3
Encourage innovative parking arrangements that make efficient use of space.

With the elimination of parking minimums and therefore the elimination of the need for independently accessible parking spaces, new developments will have much more flexibility and be able to better use smaller spaces. Using mechanical parking lifts, tandem or valet parking are important tools, which also reduce space needed for parking and allow more flexible and pedestrian-friendly building layouts.

Policy 4.2.4
Establish parking pricing that favors short-term use.

There is limited parking on streets. These spaces should be regulated to favor short-term shoppers, visitors, and loading, especially in commercial areas,

and to discourage or prohibit long-term use by area employees and commuters. Additionally, the pricing of parking is a key factor in discouraging area employees from commuting by car. Therefore, parking pricing in garages should be set (as in the downtown) to encourage short-term use, and curbside parking should be regulated either with meters or with Residential Parking Permits.

Policy 4.2.5
Discourage construction of new public parking facilities.

In accordance with Section 8A.113 of Proposition E (2000), new parking facilities can only be constructed if local excess parking demand is so high that motorists are willing to pay prevailing downtown rates for parking. Cheaper parking, or an oversupply of parking, would shift demand away from public transit, reducing ridership on Muni and regional transit providers, and would increase congestion.

Policy 4.2.6
Prohibit parking as a principal use in the 6th Street Neighborhood Commercial Transit District.

To support the creation of an active, walkable, and affordable neighborhood that capitalizes on its proximity to downtown, above-ground space should be used for housing and other neighborhood-serving uses, rather than for parking.

OBJECTIVE 4.3
SUPPORT THE CIRCULATION NEEDS OF EXISTING PDR USES IN EAST SOMA

Policy 4.3.1
Provide an adequate amount of short-term, on-street curbside freight loading spaces throughout the East SoMa.

A significant share of deliveries to South of Market businesses is performed within the street space. Where curbside freight loading space is not available, delivery vehicles double-park, blocking major thoroughfares and creating potential hazards for pedestrians, cyclists and automobiles. The City should evaluate the existing on-street curb-designation for delivery vehicles and improve daytime enforcement to increase turnover. Where necessary, curbside freight loading spaces should be increased. During evenings and weekends, curbside freight loading spaces should be made available for visitor and customer parking.

Policy 4.3.2
Require off-street facilities for freight loading and service vehicles in all new major non-residential developments.

In new non-residential developments, adequate loading spaces internal to the development should be required to minimize conflicts with other street users.

OBJECTIVE 4.4
ENSURE THE LEAST POSSIBLE NEGATIVE IMPACT FROM PARKING ON THE PHYSICAL CHARACTER AND QUALITY OF THE NEIGHBOHROOD

Policy 4.4.1
Encourage parking and loading access from alleys, rather than primary streets.

Garage and loading access conflicts with pedestrian activity, disrupts the continuity of commercial space, replaces active ground floor uses, degrades building frontages, and eliminates the ability to maintain streetscape enhancements (like street trees and landscaping). All parking and loading access should be from alleys wherever feasible. Where large lots are being developed in areas where the alley network is discontinuous or lacking, developments should be required to create new alleys.

Policy 4.4.2
Prohibit curb cuts to access off-street parking and loading in the 6th Street Neighborhood Commercial Transit District and along all Transit Preferential Streets; discourage along 2nd Street.

These streets are key neighborhood commercial, pedestrian, and transit streets. Maintaining continuous active ground floor uses, in addition to protecting pedestrian movement and retail activity, it is important to reduce congestion and conflicts with transit movement along Transit Preferential Streets, particularly where transit vehicles do not run in protected dedicated rights-of-way (e.g. Embarcadero) and are vulnerable to disruption and delay. Transit Preferential Streets are listed in the Transportation Element of the General Plan.

Even if alternative street or alley frontage is not available, building frontages on these streets should not feature access to off-street parking or loading.

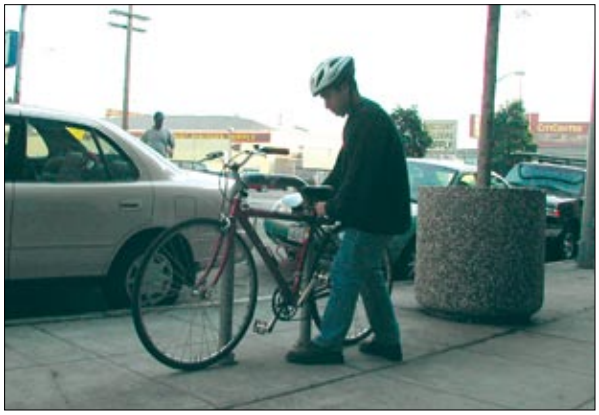
OBJECTIVE 4.5
PROMOTE AND IMPROVE INFRASTRUCTURE FOR BICYCLING AND WALKING AS IMPORTANT MODES OF TRANSPORTATION.

Policy 4.5.1
Establish East SoMa's linkages with the citywide bicycle network to ensure a comprehensive system of safe, convenient and attractive routes for all travel needs.

The City should consider implementing bicycle improvements on streets designated as bicycle routes in the Transportation Element and in coordination with the Bicycle Plan. Key bicycle routes in East SoMa to explore for bicycle improvements include 2nd, 5th and Townsend Streets.

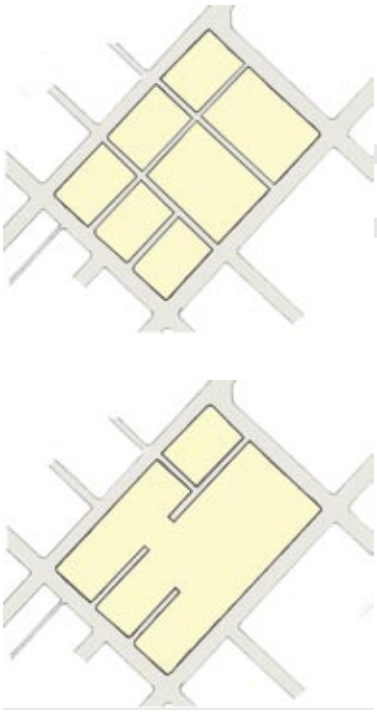
Policy 4.5.2
Provide quality bicycle parking, particularly at transit stops, outside stores, and near concentrations of employment.

Recent citywide zoning code amendments require increased bicycle parking for all new developments, but existing commercial and residential buildings lack adequate facilities, which deters bicycling. With the proposed secure bicycle parking at the 4th/King Caltrain station, bicycle parking for that facility should be improved, but access to on-street bicycle parking especially near new transit stops should continually be encouraged.



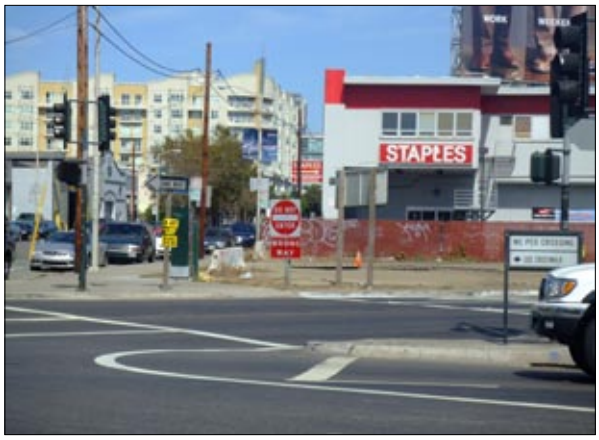
Policy 4.5.3
Require alleys that break up the scale of large-scale projects and allow additional access to buildings in the project.

In addition to being service zones for parking and loading functions that shouldn't occupy critical ground floor frontage on main streets, alleys are key for providing short-cuts and direct routes for pedestrians and cyclists so that they do not have to traverse long blocks on busy streets. Large-scale projects, where the alley network is discontinuous or absent, should extend new publicly-accessible mid-block alleys and pathways.



Policy 4.5.4
Prohibit the vacation or sale of streets or alleys.

As discussed above, streets and alleys allow additional access to buildings, provide key short-cuts for pedestrians and cyclists, and can be a key source of open space. Once alleys are vacated and sold out of public ownership, they are gone forever and expensive or impossible to get back. The City should prohibit the vacation or sale of this public space.



Policy 4.5.5
Consider implementing pedestrian improvements especially near freeway on- and off-ramps.

Many intersections, especially those where the freeway entrances and exits are located, are unsafe and unfriendly for pedestrians. Freeway on and off-ramps are designed to facilitate high traffic speeds, multiple lanes of turning traffic, and wide turning radii compromising the safety, convenience, and enjoyment of pedestrians. In some cases, pedestrian crossings are prohibited, making it an inconvenient and unsafe option to cross the street. The City should consider implementing crosswalks, bulbouts, or other pedestrian improvements at these intersections. Transportation policies elsewhere consider some specific pedestrian improvements.

Policy 4.5.6
Consider mid-block crosswalks on long east-west SoMa blocks.

The block pattern in SoMa is much larger than elsewhere in the City, with double the distance between intersections. This encourages uncontrolled jaywalking across wide, busy streets and otherwise pedestrians to walk out of their way. Prominent mid-block crosswalks, possibly signalized, should be considered on streets like Howard and Folsom Streets and parallel streets mid-way between the intersections with the numbered streets.

OBJECTIVE 4.6
ENCOURAGE ALTERNATIVES TO CAR OWNERSHIP

Policy 4.6.1
Require any new commercial use or public garages to provide carshare spaces.

Locating carshare spaces in new and existing developments increases the alternatives to owning a private automobile. Recent zoning code changes require carshare spaces in new residential developments. The East SoMa is a dense neighborhood with convenient access to local and regional transit, so additional spaces should be encouraged especially near these transit stops.

OBJECTIVE 4.7
DESIGN STREETS THAT REFLECT THEIR ROLE AS AN IMPORTANT PART OF CIVIC SPACE AND FOR MULTIPLE USERS AND MEANS OF TRAVEL

Policy 4.7.1
Consider transforming Folsom Street, from the Bay waterfront to the Mission District into a civic boulevard through the heart of South of Market with priority bus transit treatments and significant pedestrian improvements.

South of Market lacks a primary transit corridor through the heart of district, one that might parallel Market Street further south. Because of its location mid-way between Market and King Streets, as well as connecting areas planned for significant new development and residential population, such as Rincon Hill/Transbay, 4th Street, mid-SoMa, and portions of the Mission district, Folsom Street is the ideal candidate for a major transit "trunk line" to serve this broad area. Additionally, SoMa lacks any grand civic "main streets." Enhanced treatments for transit and pedestrians, consistent with overall transportation needs, as discussed further in the Open Space policies, should be explored in the corridor.

Policy 4.7.2
Consider transforming Howard Street into a neighborhood-oriented street with calm traffic and bicycle improvements and pedestrian improvements.

Like Folsom Street, Howard Street is currently an auto-dominated one-way street. Significant pedestrian and traffic calming improvements, such as bulb-outs and landscaping, could further the residential nature of this street. Also, enhanced treatments for pedestrians and bicycles should be explored in the corridor.

Policy 4.7.3
Consider improvements to 2nd Street as an important pedestrian corridor and commercial street, as well as for bicycles and transit, connecting the ballpark area to downtown.

2nd Street is currently designated in the General Plan as the primary pedestrian corridor in East SoMa connecting Market Street to King Street, as well as a designated bicycle route in the Bicycle Network. The street also features a couple of important transit lines and has active small-scale commercial activity at the northern end where it runs through a historic district. Because it is discontinuous north of Market Street and south of King Street, 2nd Street is less of a major auto artery than other nearby parallel streets, such as 3rd Street. However few improvements have been made to the street in recognition of these policy designations and uses. Consideration should be given to creation of a streetscape plan that should address

new landscaping, possible bicycle lanes, bulbouts, and transit-supportive treatments.

Policy 4.7.4
Explore improvements to 3rd and 4th Streets through South of Market as important pedestrian corridors connecting Mission Bay to downtown.

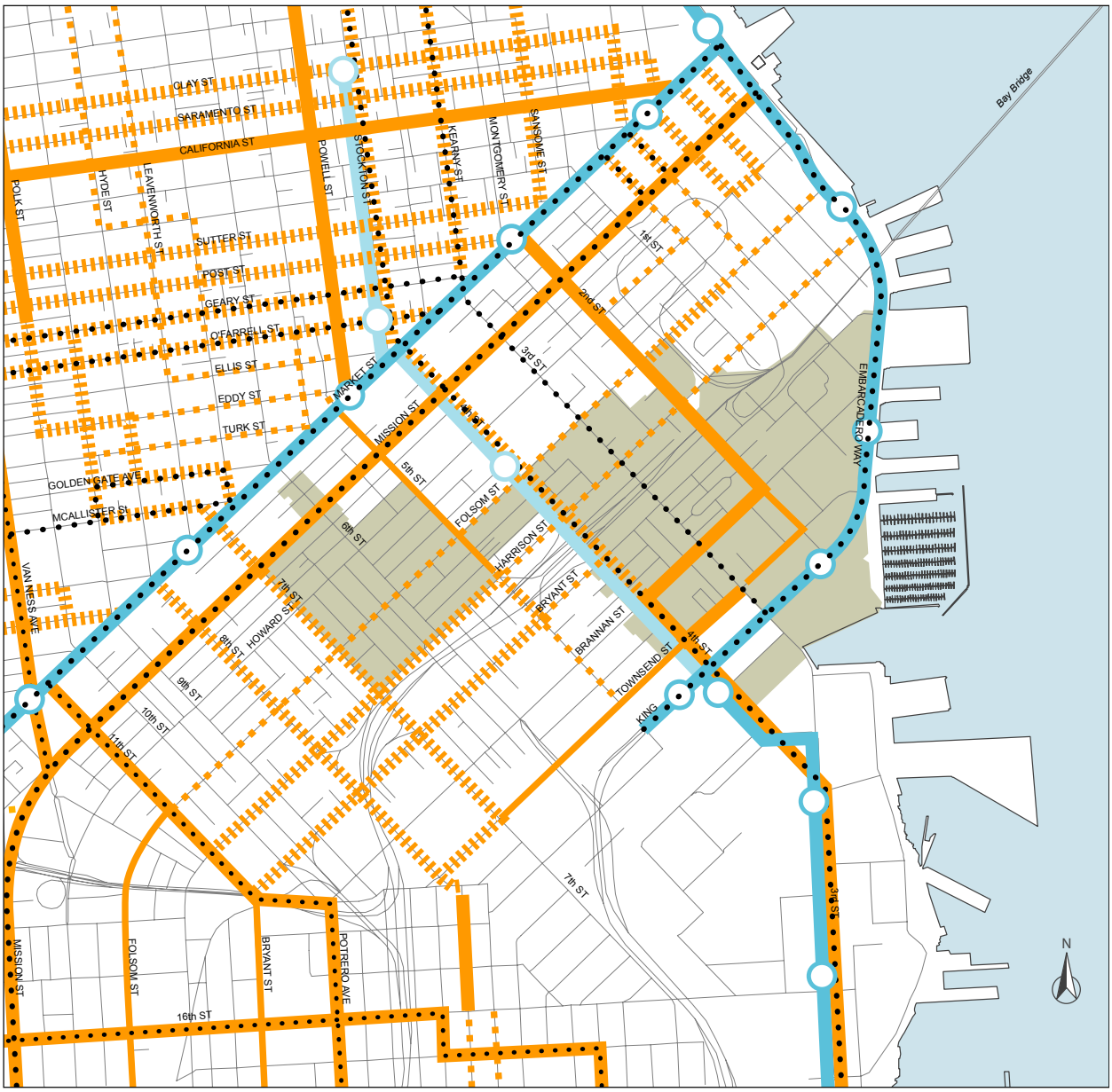
While 2nd Street is the designated north-south pedestrian corridor in East SoMa that should receive special distinction, both 3rd and 4th Streets connect to Mission Bay to the South and Union Square to the north. The planned Central Subway, likely along 4th Street, also brings about an opportunity to enhance the surrounding pedestrian environment to facilitate access and encourage use. Consideration should be given to creation of streetscape plans that address improvements to pedestrian conditions and safety.

Policy 4.7.5
Consider north-south transit improvements in the 7th/8th Street corridor to better serve the Showplace Square area and mid-SOMA with transit and link them to Market Street, Civic Center, Van Ness and Geary transit corridors.

With a wholly new residential neighborhood and other dense mixed-use development poised for Showplace Square, which is currently a low-intensity industrial district, transit improvements in the 7th/8th corridor could acts as an important transportation link. This corridor is somewhat of a "missing gap" in the spacing of major north-south transit corridors throughout the South of Market: Embarcadero, 3rd/4th Streets, (7th/8th Street,) 11th Street/Van Ness. Enhanced north-south transit service linking development in Showplace Square and mid-SoMa to other major destinations and transit corridors, such as Market Street, Geary Street, Van Ness Avenue, and Civic Center station area should be examined. Additionally, the one-way traffic orientation of 7th and 8th Streets challenges local neighborhood livability and navigation, as well as making the transit and bike route systems less user-friendly for transit riders and cyclists. Enhanced treatments for transit, bicycles, and pedestrians should be investigated in the corridor consistent with overall transportation needs.

Downtown Transit Network

Existing



Rail and Stations
(Includes funded Central Subway, in advanced planning.)

East SoMa Planning Area

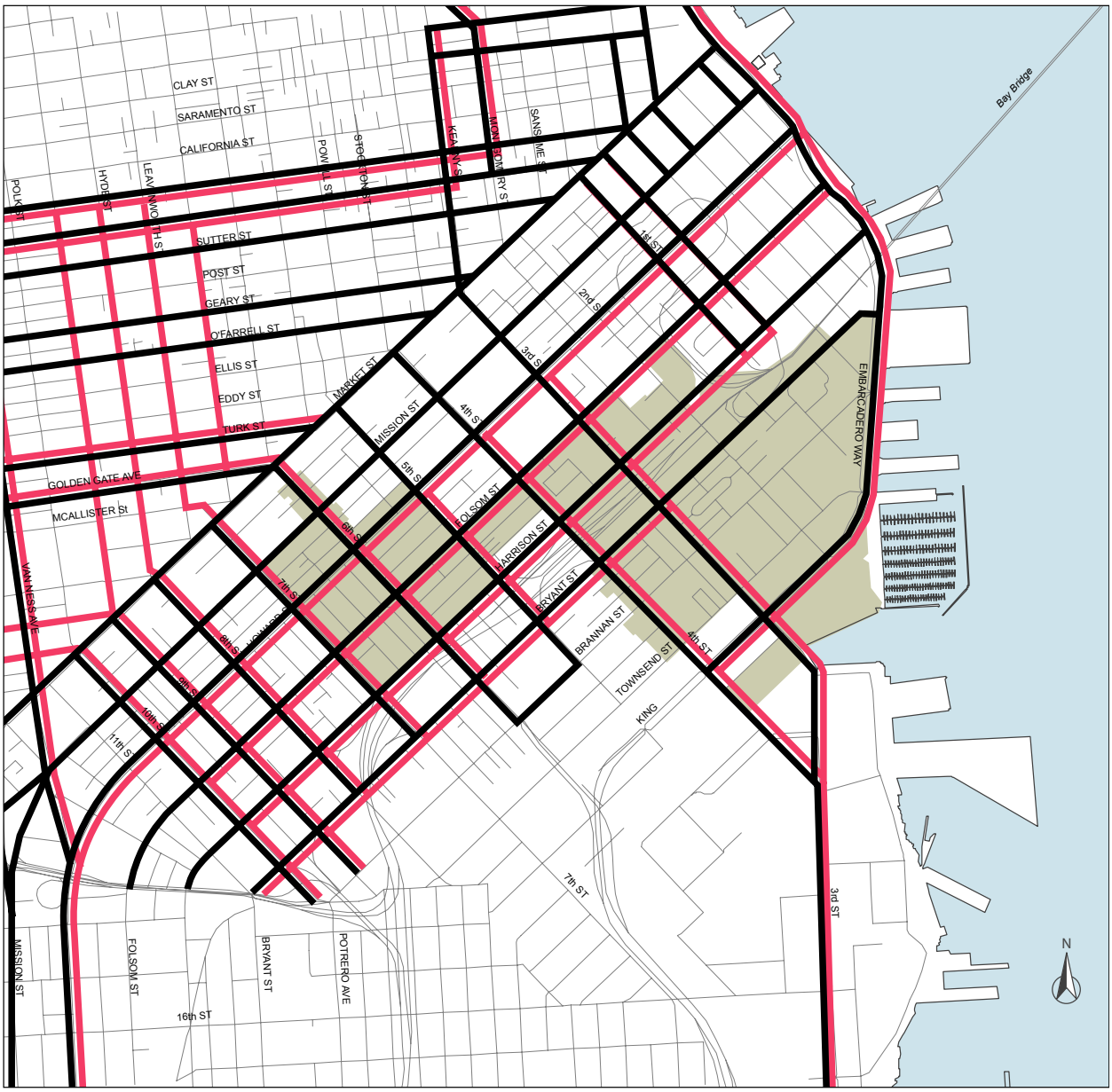
Multiple Bus Lines (2+) or Bus(es) with <10 Min. Headway
(Dashed line indicates one-way operation)

Bus (Dashed line indicates one-way operation)

Owl (Late Night) Service

Downtown Vehicular Streets

Existing



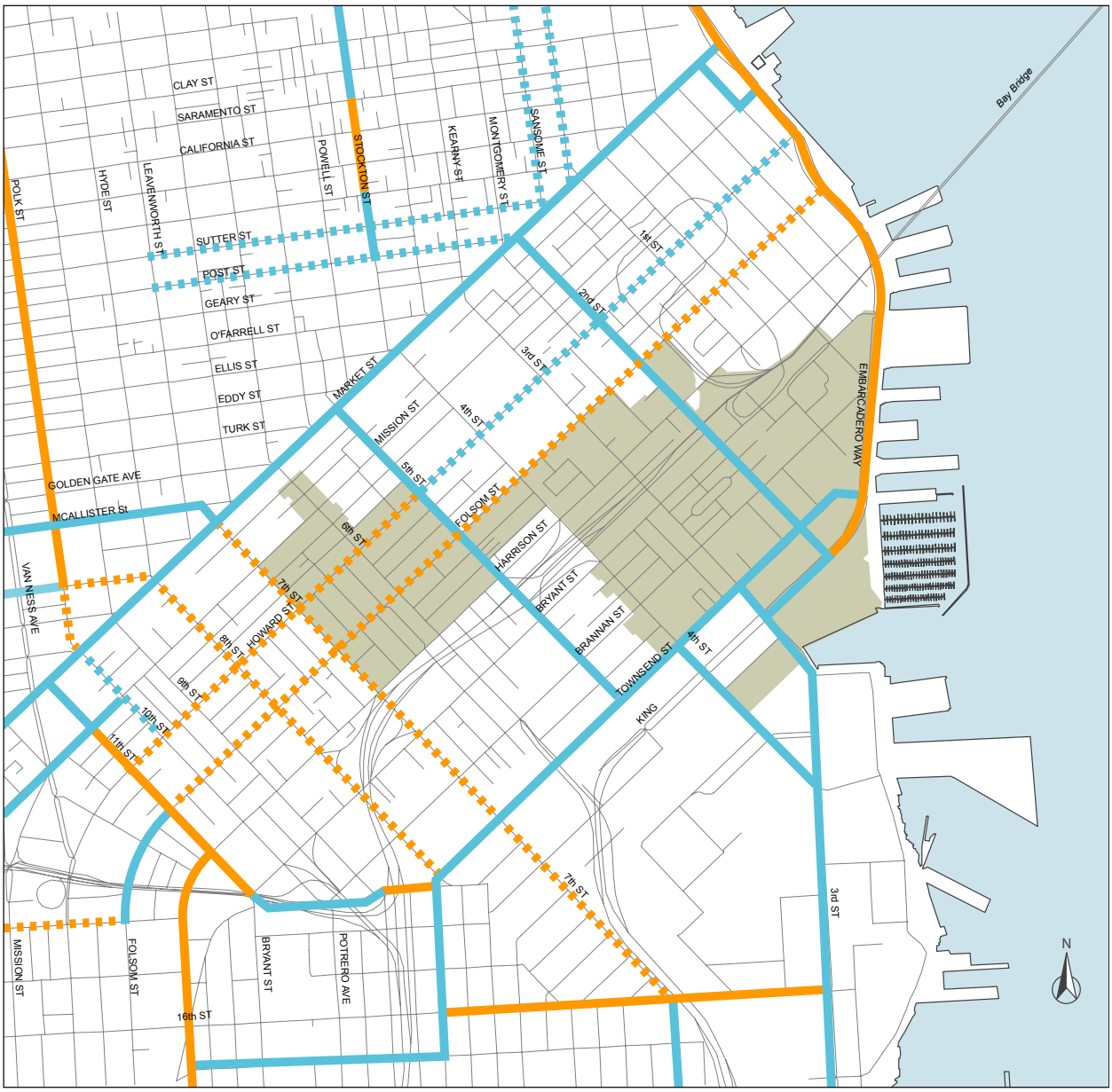
Major Arterial
(General Plan:Transportation Element)

Vehicular Streets
(General Plan: Downtown Plan)

East SoMa Planning Area

Downtown Bicycle Network

Existing Bike Facilities



Bicycle Lanes
(Dashed line indicates one-way only)

Designated Bicycle Route
(Dashed line indicates one-way only)

East SoMa Planning Area

Proposed Transportation Policies

1 HOWARD STREET

Consider transforming Howard Street into a neighborhood-oriented street with calm traffic and bicycle and pedestrian improvements.

2 7TH/8TH STREETS

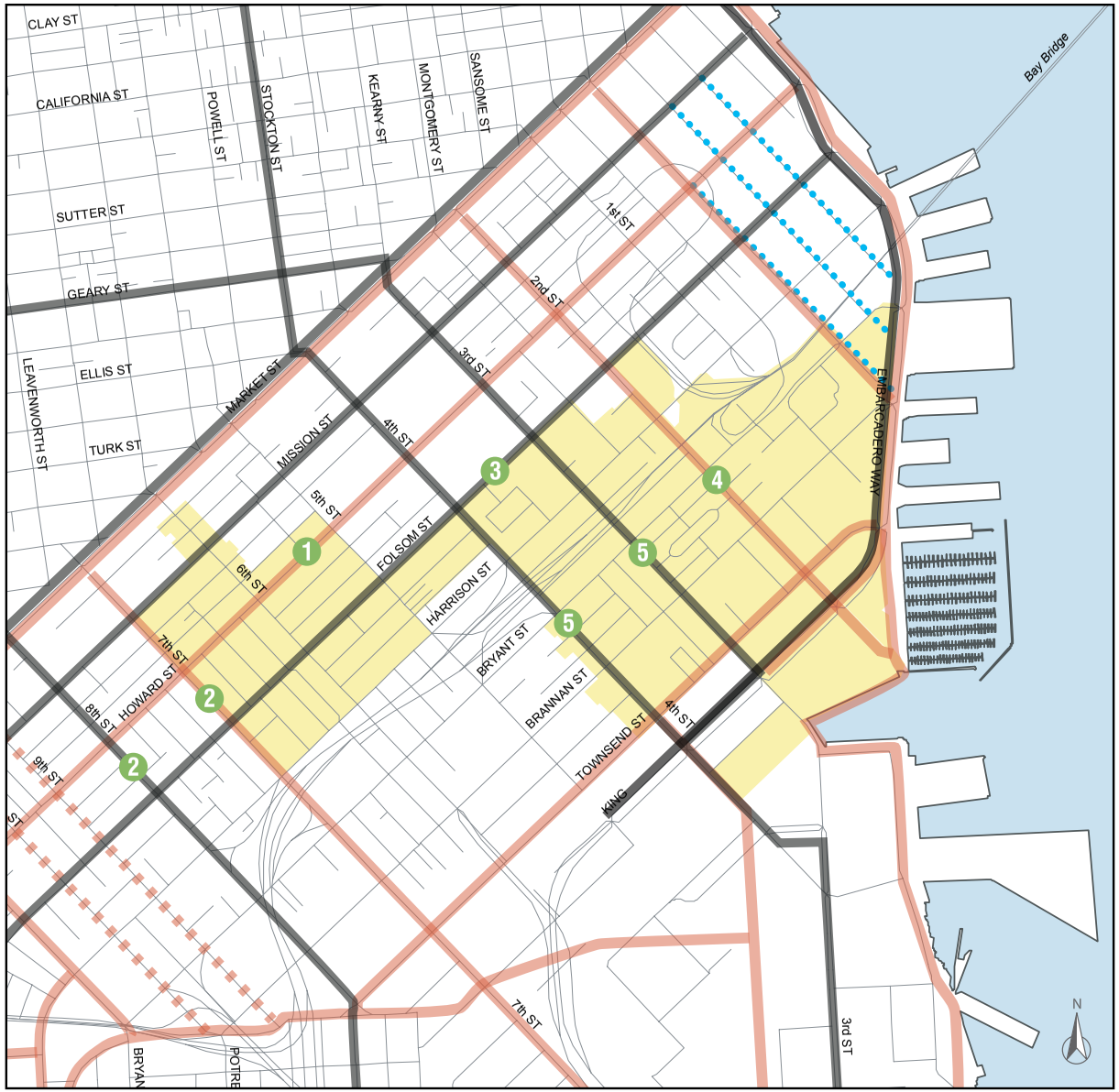
Consider north-south transit improvements in the 7th/8th Street corridor to better serve the Showplace Square area and mid-SOMA with transit. Enhanced treatments for bicycles and pedestrians should be investigated.

3 FOLSOM STREET

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

4 2ND STREET

Consideration should be given to creation of a streetscape plan that addresses new landscaping, possible bicycle lanes, bulbouts and transit-supportive treatments.



5 3RD/4TH STREETS

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

5

COMMUNITY FACILITIES

East SoMa is a diverse neighborhood and this diversity poses challenges in effectively meeting the varied community needs. East SoMa is multi-cultural ,and multi-generational. New luxury housing high rises have gone up next to older, low-rent residential hotels. Schoolchildren, the elderly, and the homeless intermingle with workers employed in the many enterprises lining East SoMa arterials and alleys. While the provision of new community resources is a priority for the neighborhood, the community also recognizes the strength of the existing facilities and that these facilities are already proving inadequate and need to be maintained and strengthened.

OBJECTIVE 5.1
IMPROVE LIVABILITY BY MAINTAINING AND PROVIDING ESSENTIAL COMMUNITY SERVICES AND FACILITIES

Policy 5.1.1
Encourage appropriate location and expansion of essential neighborhood-serving community and human services activities throughout East SoMa, exclusive of the residential enclave districts.

The City should facilitate the careful location and expansion of essential neighborhood services, while limiting the concentration of such activities within any one neighborhood.

Policy 5.1.2
Encourage community recreation, arts and educational facilities as part of major rehab projects or planned unit developments.

Major new developments could provide publicly accessible community spaces or provide publicly accessible open spaces.

Policy 5.1.3
Expand outreach to increase resident participation in local educational and cultural programs.

East SoMa is home to many existing services for all types of specific population groups. Increased outreach and information on these programs would provide the community with increased awareness of their existing facilities and programs, which would encourage better use of these facilities.

Policy 5.1.4
Consider the establishment of a new middle school in East SoMa.

South of Market lacks a middle school and resident children do not have an option to attend a neighbor-

hood school. Projected growth enabled by the Plan, as well as dense new neighborhoods surrounding East SoMa, such as Mission Bay, Rincon Hill, Transbay, and downtown neighborhoods support the establishment of a new middle school. The City should seek the Unified School District's consideration of a school in this neighborhood.

Policy 5.1.5
Ensure childcare services are located to serve neighborhood workers and residents.

Childcare facilities, like schools, can be strong neighborhood and community anchors. Locating childcare near residential areas, on-site in new residential complexes, near transit facilities, or near employment centers supports families by reducing the time spent going to and from daycare. It can also contribute to other plan goals such as traffic reduction, and increased transit ridership.

Policy 5.1.6
Ensure adequate maintenance of existing community facilities.

Maintenance is an important, though often neglected, aspect of community facilities. And the influx of residents will further increase the usage of existing facilities, potentially increasing their staffing and maintenance costs. Even if no new facilities are built in East SoMa, existing facilities need to be adequately staffed and maintained and methods for meeting the increased costs must be considered.

OBJECTIVE 5.2
REINFORCE THE IMPORTANCE OF THE SOUTH OF MARKET AS THE CENTER OF FILIPINO-AMERICAN LIFE IN SAN FRANCISCO

The South of Market has long been home to Filipinos who first moved here in the 1920s. The development of Yerba Buena and the Moscone Convention Center both dispersed and concentrated the Filipino community Elderly Filipinos primarily live south of Folsom Street in high-rise senior housing or along 6th Street while families have moved to residential enclaves in West SoMa. Many more have moved on to outlying parts of the City but continue to look at South of Market as "home" – attending Sunday services at St. Patrick's Church, sending their children to the Filipino Education Center, dropping by the Bayanihan Center and Mint Mall for cultural activities.

Policy 5.2.1
Preserve and enhance the role of social and cultural institutions.

Cultural and service facilities, such as the Bayanihan Center,the Filipino Education Center, West Bay Pilipino Multi-Services Center to name a few that support Filipino-Americans, should be supported and enhanced. The City should prioritize the maintenance of these existing facilities.

Policy 5.2.2
Encourage the location of new social and cultural facilities in the East SoMa area.

In addition to the maintenance of existing facilities, new facilities that support the importance of Filipino-American life should also be encouraged throughout the plan area.

6

HISTORIC RESOURCES

San Francisco has a heritage of building well. Historically significant buildings, districts and other resources are important to San Francisco's quality of life. They contribute to the city's affordable housing stock, to neighborhood identity and to the overall character and urban design of the city. Pre-automobile era buildings often contribute to the human-scale and pedestrian-orientation of the neighborhood, an important element of many San Francisco neighborhoods. These buildings can help to make San Francisco attractive to residents, visitors, and new businesses. Important historic resources should be protected to prevent their loss to the city, and to assure that they remain as resources for future generations.

East SoMa contains a rich built history. Within the area, there are a number of historic districts, including the Southend Historic District and the Second Street Historic District, and any number of historically significant and landmark buildings. As the neighborhood grows, it must not lose key features that define it. New buildings should follow successful residential patterns and relate to their context.

To gain a greater understanding of key historical features, the Planning Department will embark on a survey within the plan area to document its historic resources. The results of the survey will augment the objectives and policies outlined below, and will likely result in additional policies to be included through Plan amendments.

OBJECTIVE 6.1

PROMOTE THE PRESERVATION OF NOTABLE HISTORIC LANDMAKRS, HISTORIC DISTRICTS, INDIVIDUAL HISTORIC BUILDINGS AND FEATURES THAT HELP TO PROVIDE CONTINUITY WITH THE PAST

There are currently a number of known historically significant resources in the plan area. Locally designated landmarks are specified in Article 10 of the Planning Code. Resources are also listed in the California Register of Historical Resources, the National Register of Historic Places, and in certified historic resource surveys. It is expected that a substantial number of other historic resources will be documented when an historic survey is undertaken, and that these resources would be added to over time as the area's building stock ages.

Policy 6.1.1
Undertake an historic survey for the East SoMa Plan area in a timely manner.

While much is currently known about the neighborhood and a number of surveys have been completed, there is still a need for a comprehensive historic resource survey for the East SoMa plan area. The City should conduct such an historic survey to identify all historic resources including potential landmarks and historic districts within the area and to determine whether historic resources are eligible for designation at the local, state, and/or federal level.

Policy 6.1.2
Until the survey is completed, project proposals should be carefully evaluated for their historic character.

While portions of the plan area have been surveyed in the past, most of it will soon be surveyed under a new effort expected to be completed in Spring 2008. In the meantime, information from older surveys and a variety of sources is available identifying known resources throughout the plan area. Development proposals in the un-surveyed areas seeking approval before completion of the survey should be subject to a high degree of scrutiny as to their potential impact on historic resources, those known and those under investigation. The city should err on the side of caution where there is a question as to the importance of the resource and potential impacts. In some cases this may require waiting for results of the comprehensive survey before proceeding and/or requiring specific additional research and information be prepared.

Policy 6.1.3
Review and, if necessary, revise policies in this plan to reflect the results of currently underway and future surveys.

It is expected that the pending historic resources survey will identify properties and areas for further, more intensive study. As new information comes to light about the area's resources, and as newer buildings age, the survey should be reviewed regularly to ensure accuracy. New survey findings should be integrated into city policy and given full consideration in planning decisions in the area. Following completion of historic surveys of the plan area, relevant policies should be reviewed and revised as necessary, and new ones added if needed, to identify and protect resources consistent with the plan and General Plan.

Policy 6.1.4
Preserve landmark and other buildings of historic value as invaluable neighborhood assets.

Important historic properties cannot be replaced if they are destroyed. Many resources within the East SoMa area are of architectural merit or provide important contextual links to the history of the area. Where possible these resources should be preserved in place and not degraded in quality.

Policy 6.1.5
Encourage preservation, rehabilitation, and adaptive reuse of historic buildings and resources.

Whenever possible, historic resources should be conserved, rehabilitated or adaptively reused. Over time, many buildings outlive the functions for which they were originally designed, and they become vacant or underused. Adaptive reuse proposals can result in new functions for historic buildings. Significant, character-defining architectural features and elements should be retained and incorporated into the new use, where feasible.

Policy 6.1.6
Protect and preserve groupings of historic resources that have integrity, and that convey a period of significance.

Designated historic districts or conservation districts have significant cultural, social, economic, or political history, as well as significant architectural attributes, and were developed during a distinct period of time. When viewed as an ensemble, these features contribute greatly to the character of a neighborhood and to the overall quality, form, and pattern of San Francisco. Preservation of cohesive districts helps preserve continuity of the cityscape over generations and provides a link to the past.

Policy 6.1.7
Preserve resources in existing and future historic districts identified through survey.

Historic districts identified through survey efforts should be preserved, maintained and enhanced through rigorous review of any proposed changes within their boundaries.

Policy 6.1.8
Support future preservation efforts, including the designation of historic landmarks and districts where they exist, throughout the plan area.

Past surveys identified the Southend Historic District and the Second Street Historic District. It is anticipated that more historic districts will be identified in the upcoming comprehensive plan area survey. Although these identified resources will be protected through normal planning and environmental review procedures, official designation should also be pursued. This would serve to recognize more widely and publicly important historic resources in the plan area.

Policy 6.1.9
Ensure that changes in the built environment respect the historic character and cultural heritage of the area, and that resource sustainability is supported.

Historic resources are focal points of urban context and design, and contribute greatly to San Francisco's diverse neighborhoods and districts, scale, and city pattern. Alterations, additions to, and replacement of older buildings are processes by which a city grows and changes. Some changes can enhance the essential architectural and historical features of a building. Others, however, are not appropriate. Alterations and additions to a landmark or contributory building in an historic district should be compatible with the building's original design qualities.

Rehabilitation and adaptive use is encouraged. For designated resources, the nationally recognized Secretary of the Interior's Standards for the Treatment of Historic Properties should be applied. For non-designated cultural resources, surveys and evaluations should be conducted to avoid inappropriate alterations or demolition.

Policy 6.1.10
Encourage 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.

Maintaining and rehabilitating older buildings and neighborhoods can mean savings in energy, time, money, and materials. It is the policy of San Francisco to promote resource conservation, rehabilitation of the built environment, and adaptive use of cultural resources using an environmentally sensitive "green building standards" approach to development, including resource-efficient design principles both in rehabilitation and deconstruction projects. The salvage and reuse of construction and demolition materials that are structurally sound as part of new construction and rehabilitation projects promotes the principles of green building standards and achieves sustainability.

Policy 6.1.11
Encourage new building design that respects the character of nearby older development.

New buildings adjacent to or with the potential to visually impact historic contexts or structures should be designed to complement the character and scale of their environs. The new and old can stand next to one another with pleasing effects, but only if there is a successful transition in scale, building form and proportion, detail, and materials.

Other polices of this plan not specifically focused on preservation—reestablishment and respect for the historic city fabric of streets, ways of building, height and bulk controls and the like—are also vital actions to respect and enhance the area's historic qualities.

Policy 6.1.12
Promote preservation incentives that encourage reusing older buildings in the East SoMa plan area.

Preservation incentives are intended to encourage property owners to repair, restore, or rehabilitate historic resources in lieu of demolition. San Francisco offers local preservation incentive programs, and other incentives are offered through federal and state agencies. These include federal tax credits for rehabilitation of qualified historical resources, property tax abatement programs (the Mills Act), alternative building codes, and tax reductions for preservation easements. Preservation incentives can result in tangible benefits to property owners.

Policy 6.1.13
Apply the "Secretary of the Interior's Standards for the Treatment of Historic Properties" for all projects that impact historic resources in the plan area.

The Secretary of the Interior's Standards assist in the long-term preservation of historic resources through the protection of historical materials and features. Nationally, they are intended to promote responsible preservation practices that help to protect against the loss of irreplaceable cultural resources.

Policy 6.1.14
Apply the Secretary of the Interior's Standards for the Treatment of Historic Properties for infill construction in Historic Districts and Conservation Districts (designated at the local, state, or national level) to assure compatibility with the character of districts.

These standards should be applied to decisions involving infill construction within conservation or historic districts. These districts generally represent the cultural, social, economic or political history of an area, and the physical attributes of a distinct historical period. Infill construction in historic districts should be compatible with the existing setting and built environment.

Policy 6.1.15
Preserve the cultural and socio-economic diversity of the plan area through preservation of historic resources.

Valuing the historic character of neighborhoods can preserve diversity in that older building stock, regardless of its current condition, is usually of a quality, scale, and design that appeals to a variety of people. Older buildings that remain affordable can be an opportunity for low-income households to live in neighborhoods that would otherwise be too expensive.

Policy 6.1.16
To maintain the City's supply of affordable housing, historic rehabilitation projects may need to accommodate other considerations in determining the level of restoration.

Where rehabilitation requirements threaten the affordability of housing, other accommodations may need to be emphasized such that a balance is achieved between preserving historic architectural character and the objectives of providing safe, livable, and affordable housing units.