TRANSIT CENTER
DISTRICT PLAN

Introductory Public Workshop

07.25.2007
San Francisco Planning Department

In partnership with:
San Francisco Redevelopment Agency
Transbay Joint Powers Authority
San Francisco Downtown Evolution

1915, 1958, 1972, 1986

Image courtesy of Stewart Bloom (©1990)
Downtown Plan: Compact, Walkable Transit-Oriented
Downtown Plan: Extending the Office District South of Market
Highest Allowed Heights
Development Transfer District
Transbay Terminal

Downtown Plan: Extending the Office District South of Market
Downtown Plan: the “Downtown Mound”
Downtown Plan: Public Realm

Proposed Pedestrian Network: Downtown District

- Pedestrian/Service Street
- Part Time Pedestrian Street
- Exclusive Pedestrian Walkway
- Pedestrian Oriented/Vehicular Street

Open Space
- (Existing, Planned, and Proposed)
- Arcade

Provide Open Space in the General Vicinity

MAP TO BE EDITED
- Designate Folsom Street (2nd Street to Embarcadero), Howard Street (Fremont Street to Embarcadero), Beale, Main and Basin Streets (Market to Embarcadero) as "Pedestrian Oriented/Vehicular Streets"
- Add proposed Transbay Park (between Folsom/Howard/Beale/Main) defined as "open space"
- Add new "Exclusive pedestrian walkways" from Folsom Street to the proposed Transbay Park (meadow between Beale and Mission Streets) and along Market Street between Mission and Beale Streets (southside of Transbay Terminal)
- Add redesign for removal of eastern Transbay Terminus and upper construction of new Terminus

NOTE: The variations shown in below represent proposed amendments to the General Plan. This map is intended only as a temporaryPlaceholder and will be replaced by final maps illustrating these amendments in graphic form.
Downtown Plan Goals:

1. Increase Commute Transit Mode Share
   from 64% to 70%.
2. Increase Vehicle Occupancy
   from 1.48 to 1.66 persons/vehicle

2004 Downtown Monitoring Report

Mode Shares:
- 70% Transit
- 7.5% Carpool
- 10% Drive alone
- 6% Walk and bike

Vehicle Occupancy: 1.2 – 1.4 persons/vehicle
Downtown Plan: Housing

AREAS FOR NEW HOUSING NEAR DOWNTOWN

- Redevelopment Agency Housing Sites
- Areas To Be Rezoned For Housing
- Potential Housing Areas For Study
- Proposed C-3 District Boundary
Demolition of the Embarcadero Freeway
Transbay and Rincon Hill

New Downtown Residential Neighborhoods
Transbay and Rincon Hill
Transbay Redevelopment Area
Transbay Redevelopment Area Zone 1

New development controls and design guidelines adopted in 2005.
Transbay Redevelopment Area Public Parcels

- 3,400 housing units (1,200 affordable)
- 1.2 million sq. ft. of office/hotel space
- 60,000 sq. ft. of retail (excluding Terminal)
3,800 new housing units

60,000 sq. ft. of retail along Folsom Street

Streetscape and Open Space

Public Benefits
Streetscape and Open Space Plans
New Downtown Neighborhoods
Spring 2006

Inter-Agency Working Group:
Transbay Joint Powers Authority
Mayor’s Office of Economic and Workforce Development
San Francisco Planning Department
Municipal Transportation Agency
San Francisco County Transportation Authority
San Francisco Redevelopment Agency
Consultant: Skidmore, Owings & Merrill, LLP
Opportunities/Responsibilities around New Transit Center

Land Use:
Take Full Advantage of Major Regional Transit-Oriented Opportunity

Public Benefit:
Transit-Oriented Development to Support the Complete Transit Center Project

Public Space:
Leverage Major Development and Growth to Create Signature Public Spaces
Targeted Growth Around Primary Regional Transit Hub
Transit Center District: Next Generation of Downtown Growth
Growth must be carefully shaped to maintain core values
City Form | Skyline with Transbay and Rincon Hill
City Form | Emphasizing the Transit Core
City Form | Emphasizing the Transit Core
City Form | Emphasizing the Transit Core
Economic Analysis
And
Public Benefits
Potential Funding Mechanisms for Transit Center and other Public Benefits
TJPA Parcels

PARCEL F

PARCEL T (“Transit Tower”)

Proposed Transbay Redevelopment Project Area
Source: San Francisco Redevelopment Agency

Attachment 4
Publicly Owned Parcels Currently Proposed for Development
## Current Plan vs. Revised Concept

### Revenue Comparison (NPV)

<table>
<thead>
<tr>
<th>Revenue for TTC:</th>
<th>Current Plan:</th>
<th>Potential¹:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land Sales</strong></td>
<td>$70 million</td>
<td>$100-$130 milllion</td>
</tr>
<tr>
<td>(from 2 Caltrans parcels next to TTC)</td>
<td>$80 million</td>
<td>$120-160 million</td>
</tr>
<tr>
<td><strong>Net Tax Increment</strong></td>
<td>$0</td>
<td>$90-120 million²</td>
</tr>
<tr>
<td>(from 2 Caltrans parcels next to TTC)</td>
<td></td>
<td></td>
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<tr>
<td><strong>Mello-Roos District</strong></td>
<td></td>
<td></td>
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<tr>
<td>(surrounding TTC)</td>
<td></td>
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<tr>
<td><strong>Total</strong></td>
<td>$150 million</td>
<td>$310-$410 million</td>
</tr>
</tbody>
</table>

### Notes:

1. Range depending on height/FAR of new development.
2. Revenue from a 0.4% special tax rate, net of cost of funds and land discount on Caltrans parcels.
The Public Realm
The Public Realm
Transit Center
District Plan
Private and Public parcels around Transit Center, including Transbay Redevelopment Area Zone 2

Transit Center District Plan

Preliminary Transit Center District Study Area

Transbay Transit Center

Transbay Redevelopment Area
Objectives

- Environmentally Responsible Land Use:
  Capitalize on new major transit investment with appropriate land use response in the downtown core.

- Building on the Urban Design Element and Downtown Plan, analyze:
  - Analyze the downtown form.
  - Identify opportunities and set guidelines and standards to build a high-quality public realm and provide public amenities.

- Generate more revenue to support the complete Transbay Transit Center/Caltrain Extension project and other public benefits.
Transit Center District Plan

Final Products

- Policy Plan for incorporation into General Plan
- Planning Code and Zoning Map Amendments
- Implementation/Funding Program
What are the forecasts for downtown growth in the next 25 years?

What is the capacity of the existing zoning? What is the universe of remaining opportunity sites?

What role does the Transit Center District have in absorbing future growth?

What are alternative scenarios of land use balance?

What will be the characteristics of future jobs and housing?
Downtown Growth and Capacity Analysis

Seifel Consulting Scope:

• Baseline: ABAG 2007 Projections and 2030 UrbanSim Model

• Existing and Future Supply (including Pipeline and Opportunity Sites)

• Review and Comparison of historical projections, trends and actual buildout

• Key Economic Factors Affecting Future Demand

• Demand Forecast and Growth Scenarios
Scope: Key Issues to Address

Land Use
- Growth
- Downtown Jobs, Population

Built Environment:
- Skyline/City Form
- Tower Prototypes/ Bulk Controls
- Tower Spacing
- Shadows
- Wind
- Ground plane/fabric
- Historic Resources

Sustainability

Transportation
- Transit Capacity
- Circulation
Scope: Key Issues to Address

Public Realm:
• Great Public Spaces and Streets

Economics/Public Benefits:
• Value capture mechanism
• Funding for Transit Center
• Infrastructure and services
• Other public improvements and amenities
4th & King Railyards
11+ acres
Please Sign In

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Plan Objectives

Plan Scope

Plan Boundaries

Schedule and Process

Downtown Growth/Capacity Analysis
Thank You