

Echoing Europe in the Central Corridor: Planning Lessons for San Francisco

Steve Wertheim

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SPUR Lunchtime Forum

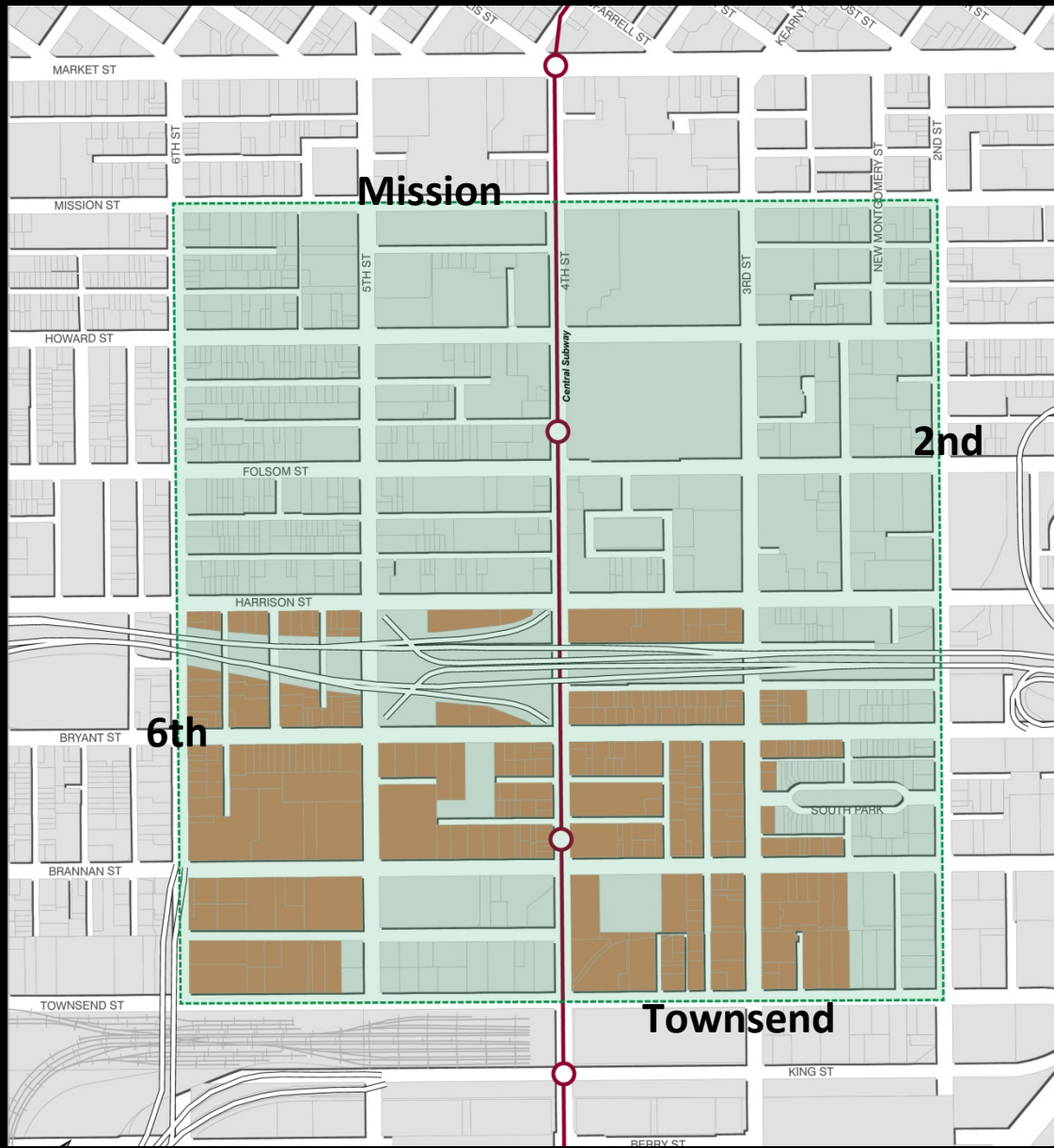
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- The City of San Francisco
- The Planning Department
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Central Corridor Project Area



Central Corridor: Industrial heritage



Central Corridor: Tech-oriented present



Central Corridor: Diverse housing



Central Corridor: Wide Streets



Central Corridor: Narrow Alleys



Central Corridor: Pedestrian challenges



Happiness (a theoretical framework)



- **Theory #1:** Everyone wants to be happy
- **Theory #2:** It's this desire that motivates people's daily actions
- **Postulate:** It's our job as City Planners to know what actually makes people happy, and help channel the cumulative power of that desire

City Planning's Role in Happiness =

Good governance

Affordable housing

Robust economic development

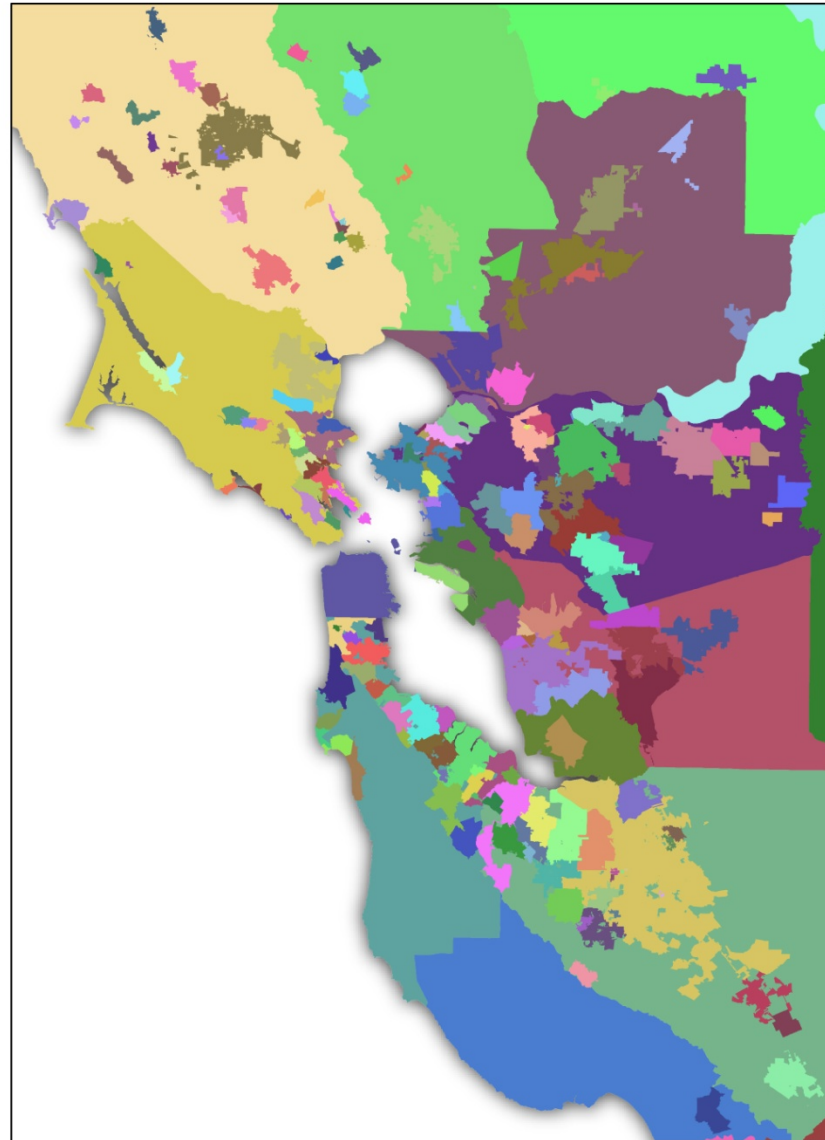
Connectivity

Complete communities

Good Governance

Happiness =
Good governance +
Affordable housing +
Robust economic development +
Connectivity +
Complete communities

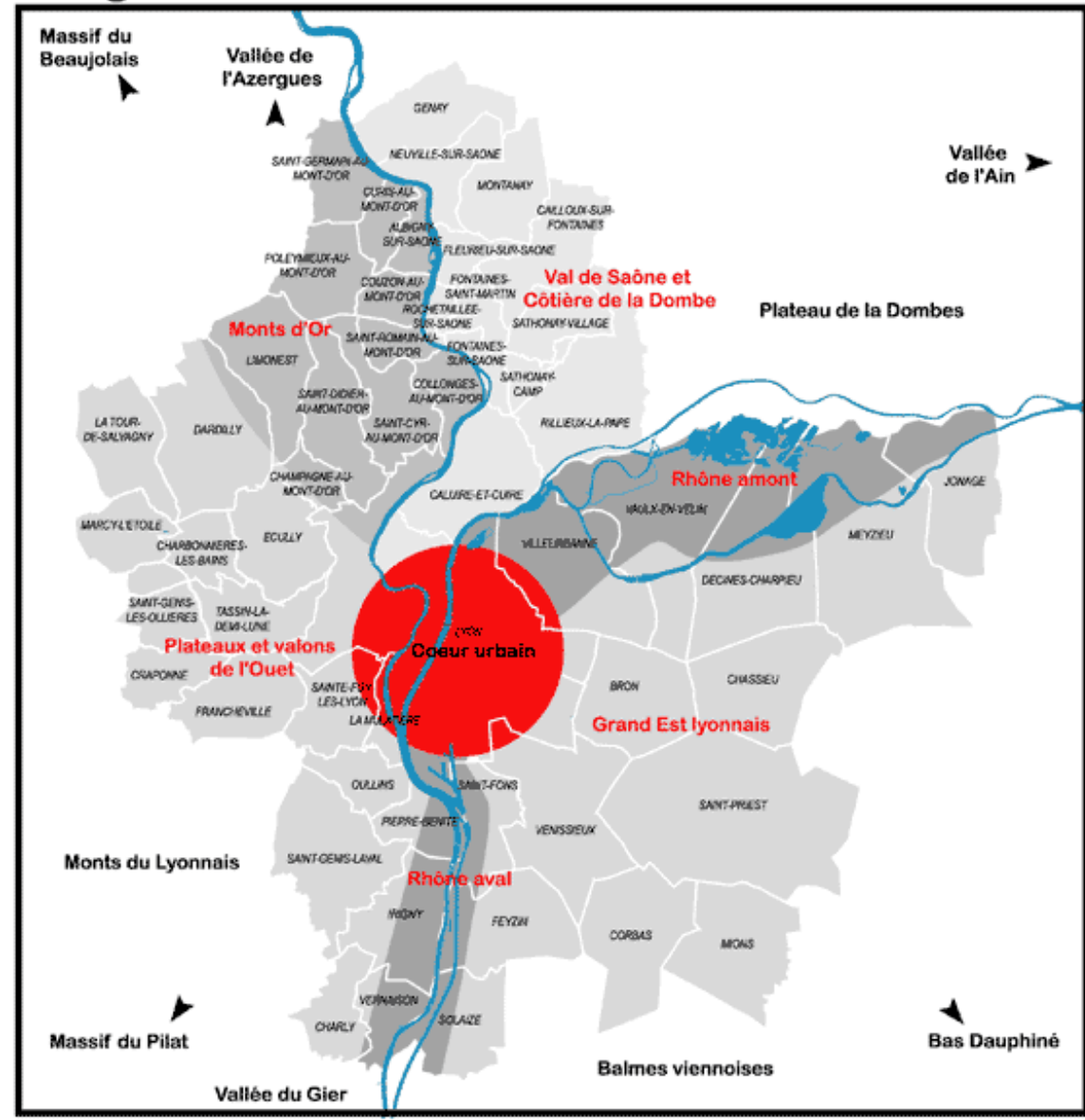
Bay Area jurisdictions



Lyon



Les grandes unités du GRAND LYON



Lyon: La Confluence



Lyon: La Confluence



Lyon: La Confluence



Lyon: La Confluence



Partnership Wheel – Local Government at Center



Image courtesy of
Davenport Institute

Torino



Partnership Wheel – Issue at Center



Image courtesy of
Davenport Institute



Governance:

Lessons for San Francisco

- Right tools:
 - Support regional land use collaboration
 - Support policies to reduce intra-regional competition
- Right people
 - Meld expertise
 - Get more people involved
 - Provide more ways to engage

Inclusive Decision Making: Central Corridor Outreach

Groups we went to

- Asian Neighborhood Design
- California Culture and Music Association
- Central Subway Outreach Committee
- Clementina Cares
- Filipino-American Development Foundation
- Housing Action Coalition (HAC)
- Rincon Hill /South Beach/Mission Bay Neighborhood Association
- San Francisco Planning and Urban Research (SPUR)
- San Francisco Youth Commission
- South of Market Action Network (SOMCAN)
- South of Market Business Association (SOMBA)
- South of Market Leadership Council
- South of Market Project Area Committee (SOMPAC)
- Yerba Buena Community Benefit District



Affordable Housing

Happiness =
Good governance +
Affordable housing +
Robust economic development +
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Torino's Strategy: Supply = Demand



Amsterdam's Strategy: Manipulate the Market



Amsterdam's Strategy: Manipulate the Market

Demographics

- Low income: 35%
- Middle income: 48%
- High income: 17%

Housing Stock

- Priced for low income: 57%
- Priced for middle income: 31%
- Priced for high income: 12%

Housing Tenure

- Owner-occupied: 20%
- Market-rate rental: 25%
- Subsidized rental housing: 55% (80% of newly built)

Amsterdam's Strategy: Manipulate the Market



East Docklands

Amsterdam's Strategy: Manipulate the Market



East Docklands

Amsterdam's Strategy: Manipulate the Market



Rotterdam

Amsterdam's Strategy: Manipulate the Market



Noordwarts (student housing)

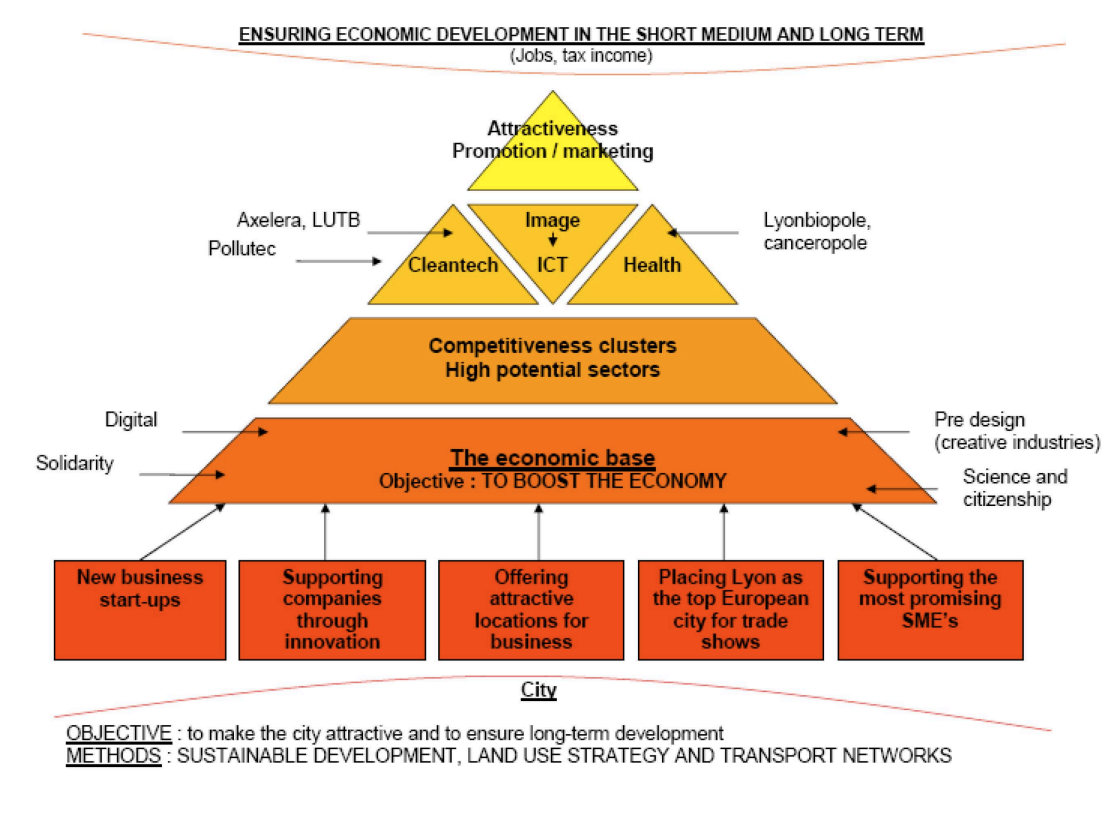
Affordable Housing: Lessons for San Francisco

- Build more housing
- Own/keep the land
- Pray

Robust Economic Development

Happiness =
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Complete communities

Lyon's Strategy: Regional Economic Planning



Robust Economic Development: Lessons for San Francisco

- Support a regional economic strategy
- Be prepared to capitalize on a strong market

Connectivity

Happiness =
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Torino's Strategy: Underground La Spina



Torino's Strategy: Underground La Spina



Copenhagen's Strategy: Connectivity through Biking



Copenhagen's Strategy: Connectivity through Biking



Amsterdam's Strategy: Bike Nirvana



Amsterdam's Strategy: Bike Nirvana



Connectivity:

Lessons for San Francisco

- Remove barriers (even if just mental)
- Increase non-auto mode share

Complete Communities

Happiness =
Good governance +
Affordable housing +
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Connectivity +
Complete communities

Lyon's Strategy: Ecology



Amsterdam's Strategy: Reinvigorate industrial buildings



Amsterdam's Strategy: Reinvigorate industrial buildings



Amsterdam's Strategy: Reinvigorate industrial buildings



Torino's Strategy: Open Space



Torino's Strategy: Open Space



Torino's Strategy: Open Space



Torino's Strategy: Open Space



Torino's Strategy: Open Space



Lyon's Strategy: Vibrant Streets



Lyon's Strategy: Vibrant Streets



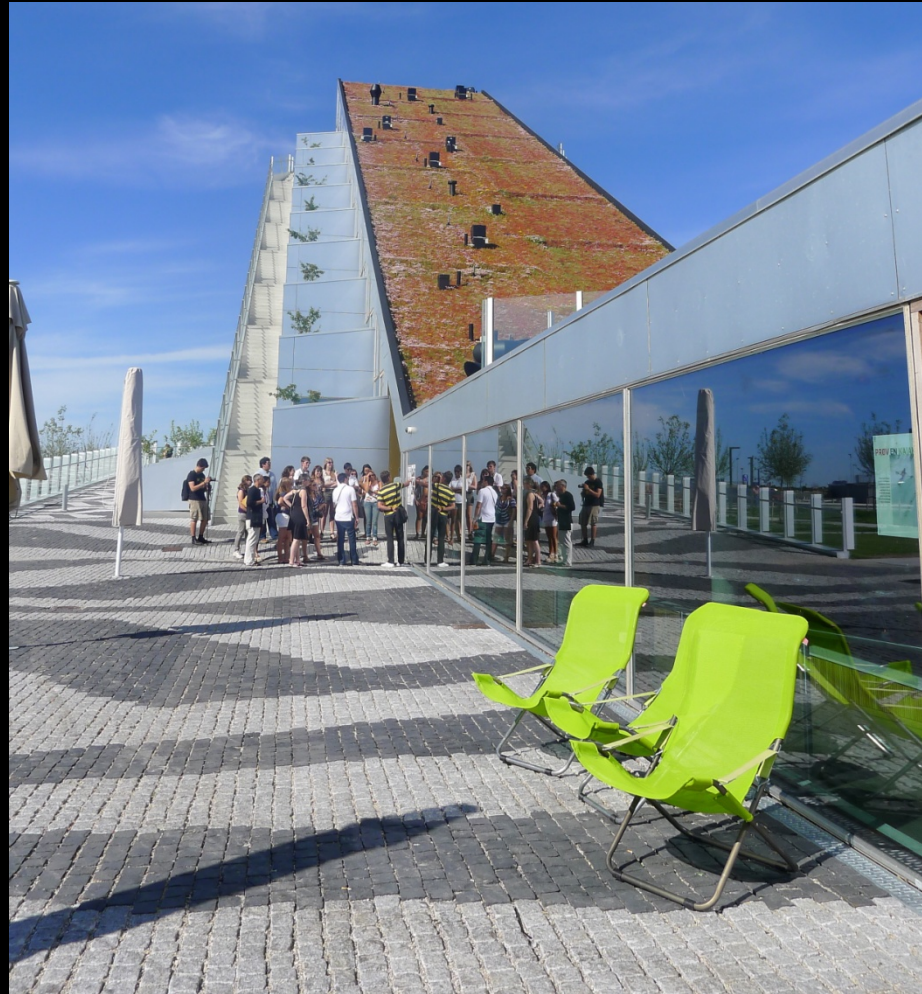
Copenhagen's Strategy: Outrageous Architecture



Copenhagen's Strategy: Outrageous Architecture



Copenhagen's Strategy: Outrageous Architecture



Complete Communities: Lessons for San Francisco

- Incorporate sustainability from the onset
- Reinvigorate historic buildings
- Design for vibrant streets
- Support transformative architecture

Q&A

Thank You