



SFMTA
Municipal Transportation Agency



SFMTA URBAN PLANNING INITIATIVES

03 | 20 | 2014

SAN FRANCISCO, CALIFORNIA



SFMTA's Urban Planning Initiatives

Development History: Uncertainty, Suspicion, Delay

Transportation Planning by Developer, Consultant

City agencies Engage Late: in *Impact Study* or *EIR* phase

Community Forced to React, Resist

Developments Seldom Contributed Improvements

Little/No Monitoring of Agreements

On-Going Realities:

In SF, transportation is THE major development challenge

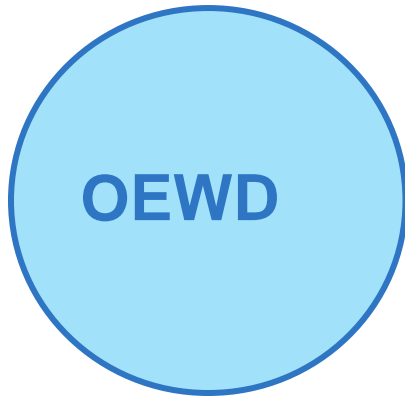
SFMTA has terrific funding challenges = defensive position

“Shotgun wedding” of SFMTA, developer is not “Partnership”

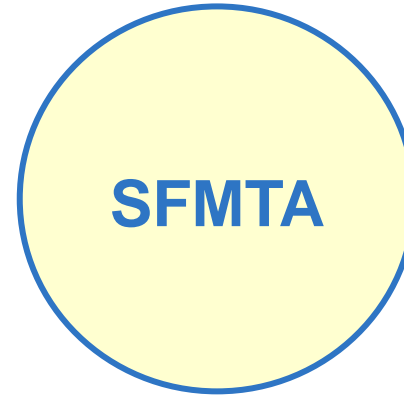


SFMTA's Urban Planning Initiatives:

Key Agencies



Office of Economic
and Workforce
Development

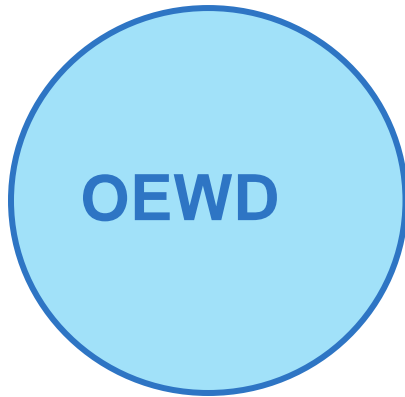


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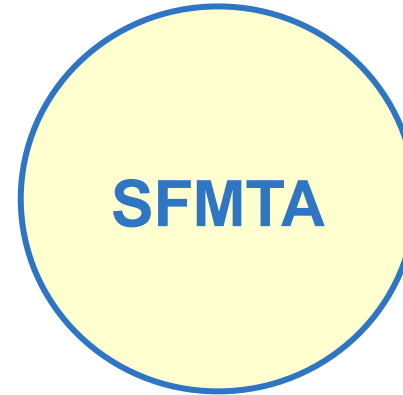


SFMTA's Urban Planning Initiatives:

Linking Economic Development with Transportation



- Oversees Community Investment
- Ensures Economic Vitality
- Liaison between Developer & City
- Direct Report to Mayor
- Priority Project Facilitation

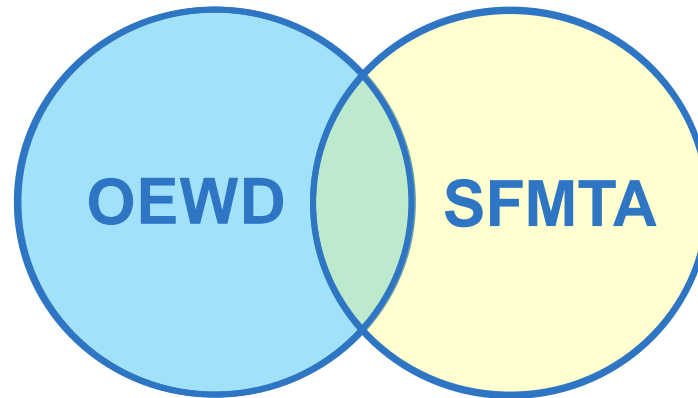


- Muni Transit
- Bicycle & Pedestrian Planning
- Traffic Engineering
- Parking
- Taxi and Paratransit



SFMTA's Urban Planning Initiatives:

Switchboard Operating - Confidence Building

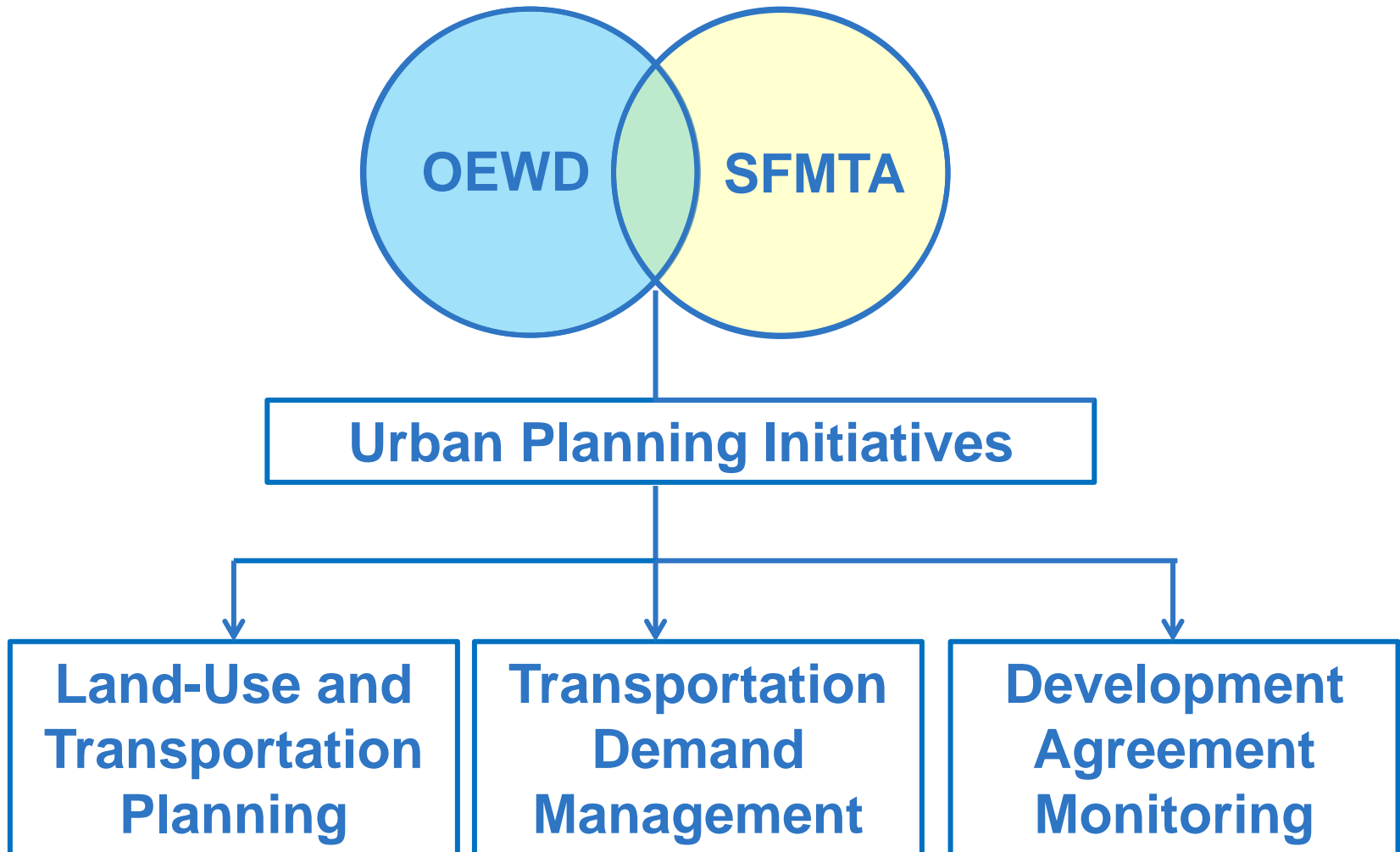


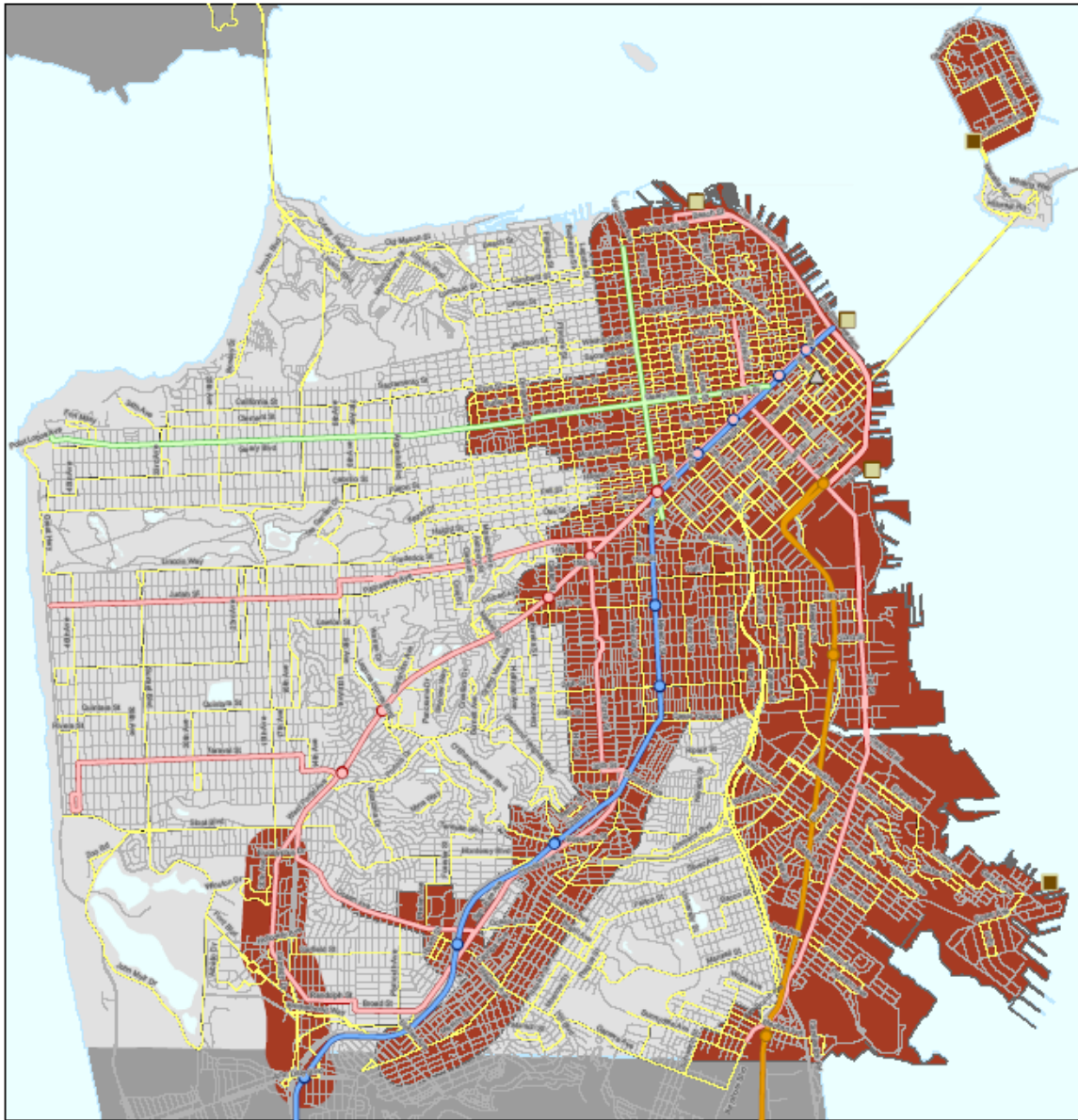
- Engage Community Early, Transparently
- Lead w/ SF “Transit First” Priorities: Safety, Equitability, Accessibility
- Development Support for Better Operating Environment
- Invest in Economically, Environmentally Sustainable Future
- Monitor for Accountability and Adaptability



SFMTA's Urban Planning Initiatives:

Three Core Teams within SFMTA's UPI Division



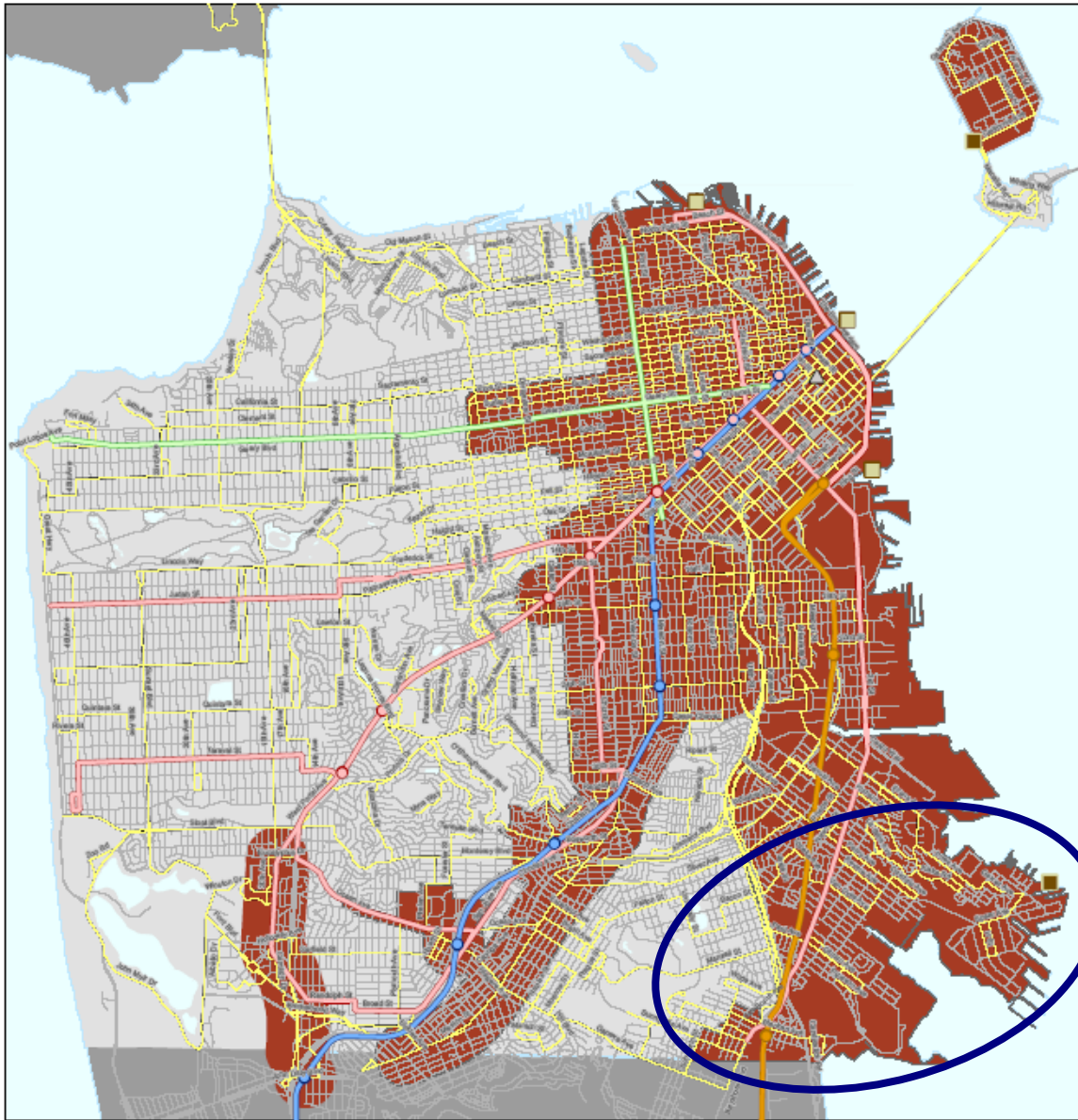


Major UPI Projects at SFMTA:

Priority
Development
Areas Base



Major UPI Projects at SFMTA:



**Candlestick
Point/
Hunters
Point
Shipyard**

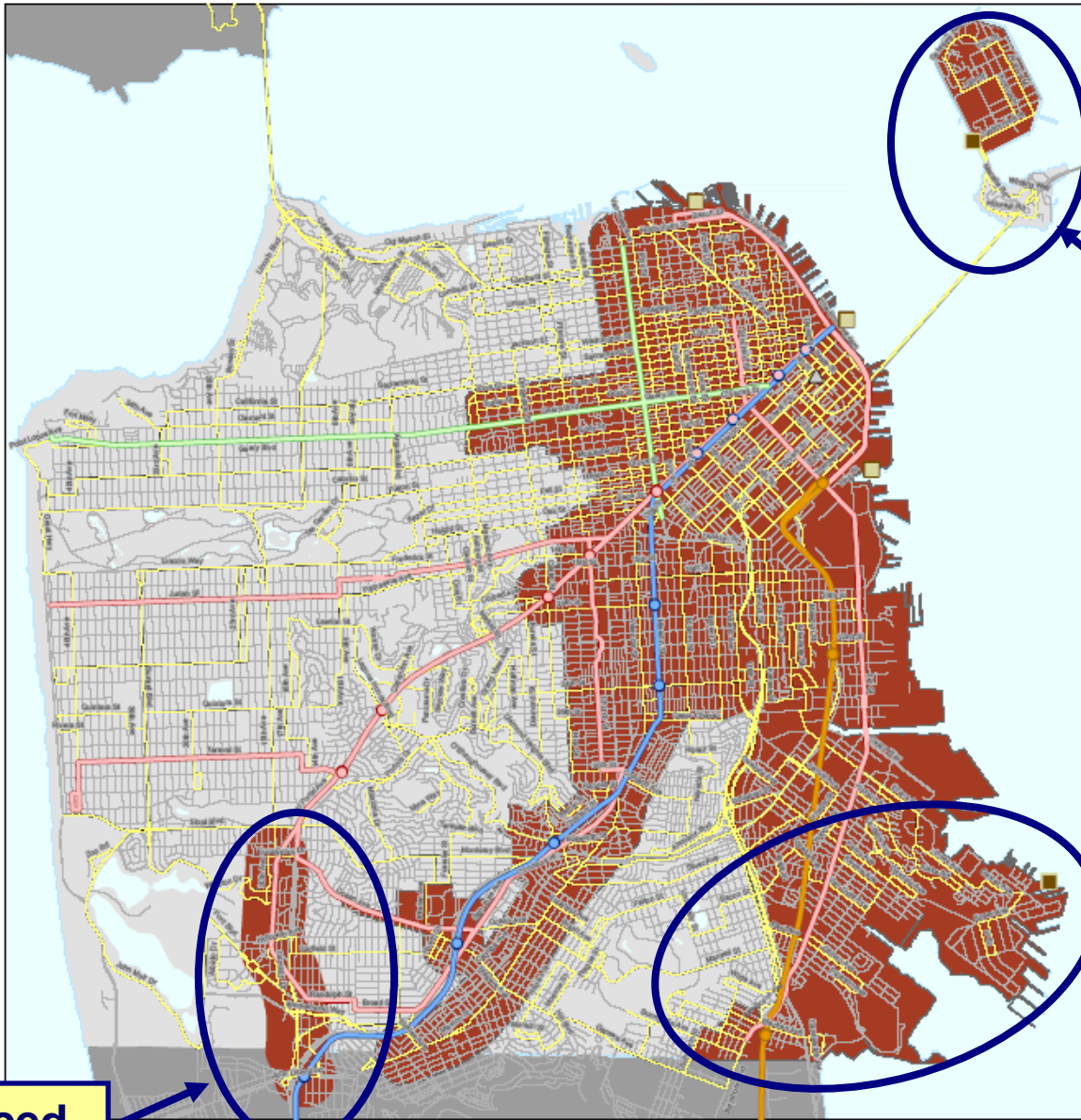


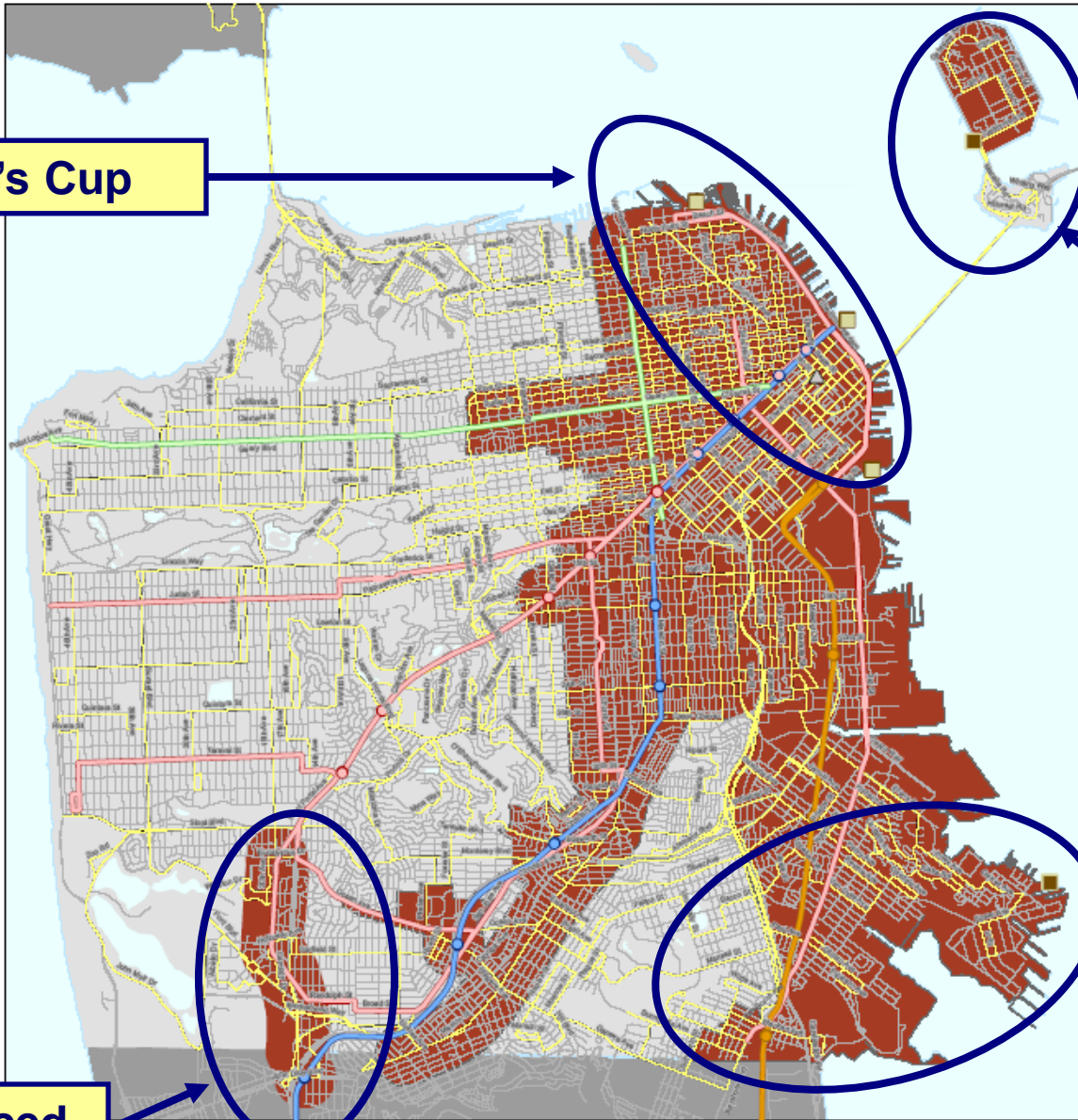
Major UPI Projects at SFMTA:

Treasure Island

Candlestick
Point/
Hunters
Point
Shipyard

Parkmerced





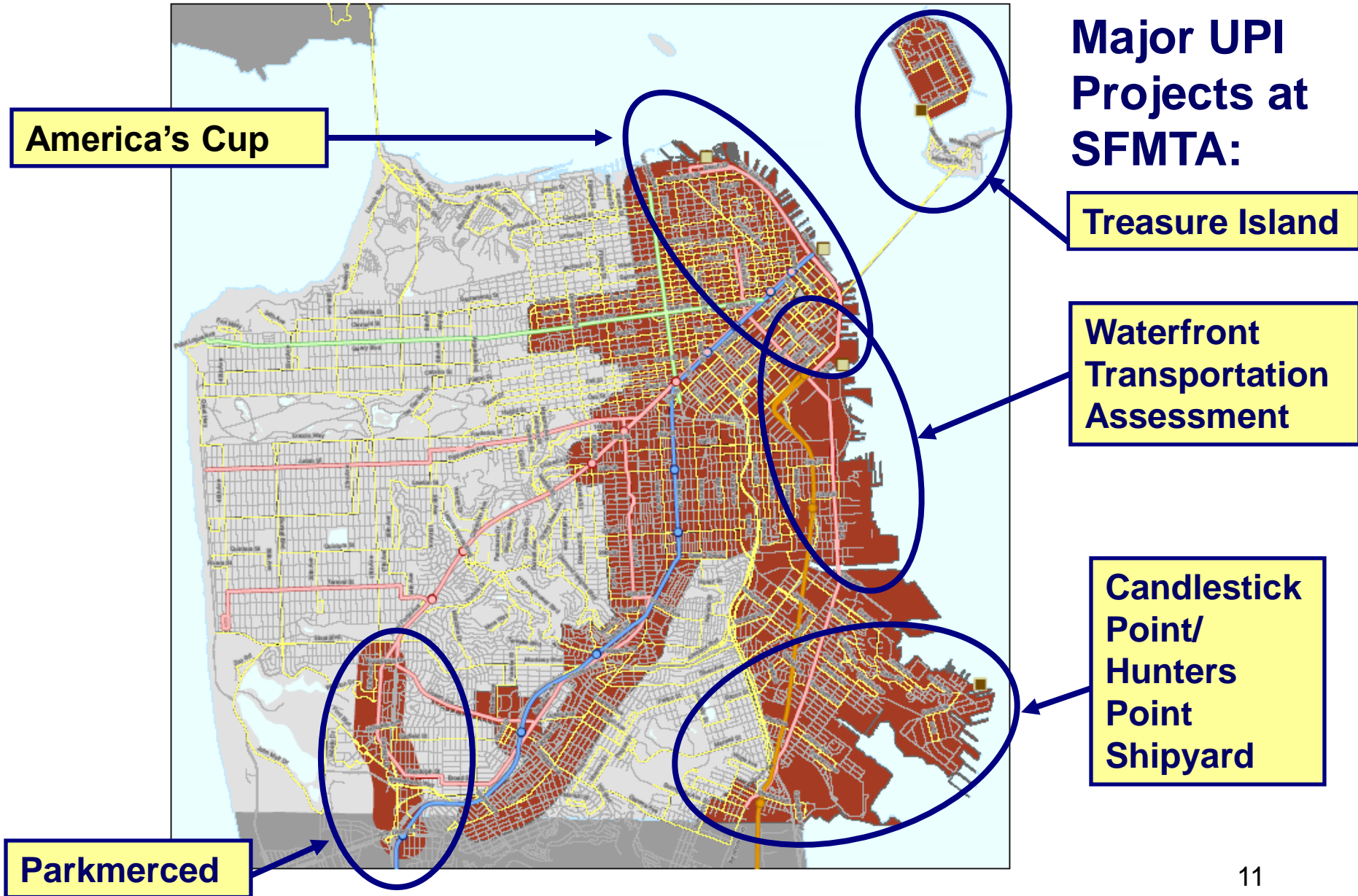
America's Cup

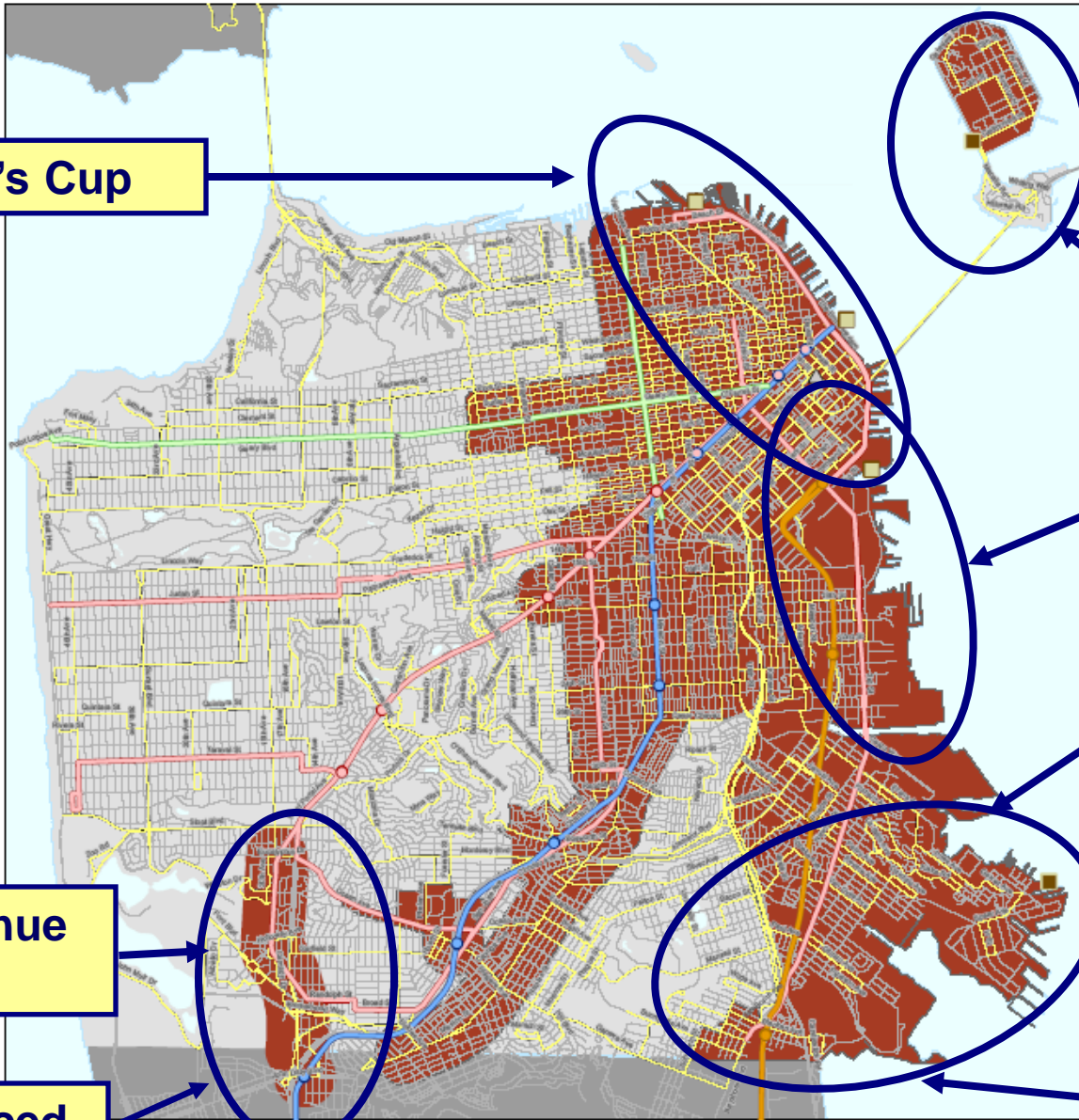
Major UPI
Projects at
SFMTA:

Treasure Island

Candlestick
Point/
Hunters
Point
Shipyard

Parkmerced





America's Cup

Major UPI
Projects at
SFMTA:

Treasure Island

Waterfront
Transportation
Assessment

India Basin

Candlestick
Point/
Hunters
Point
Shipyard

Schlage
Lock Site

19th Avenue
Corridor

Parkmerced



SFMTA's Urban Planning Initiatives: Candlestick Pt-Hunters Pt Shipyard





SFMTA's Urban Planning Initiatives: Candlestick Pt-Hunters Pt Shipyard

Redevelopment Project
Conversion of Naval Base

Highlights:

- 10.5K Housing Units
- 4m sf office
- Regional Retail
- 300 acres Parks
- Art Center, UN Global Compact
- *No Football Stadium Option*





SFMTA's Urban Planning Initiatives: Candlestick Pt-Hunters Pt Shipyard

Figure 3: Existing Transit Network



Figure 15: Proposed Transit Improvements





SFMTA's Urban Planning Initiatives: Candlestick Pt-Hunters Pt Shipyard

Key Transportation Projects:

- Bus Rapid Transit
- “Better Streets”
- SF Bike Plan Cycle Tracks
- Connecting “EJ” communities



Transportation Funding:

- Fiscal Feasibility Analysis
- Developer Contributions
- Subsidized Transit Pass
- \$120m Federal TIFIA Loan
- Bi-County Partnership





SFMTA's Urban Planning Initiatives: Parkmerced

Project Highlights

- 5700 New Units = 8,900 Units
- New Bike Paths and Pedestrian-Oriented Streets
- New Retail Area, Community Gardens, Parks
- Light Rail brought into the Project





SFMTA's Urban Planning Initiatives: Treasure Island/Yerba Buena Island

Project Highlights

- Redevelopment of Former Naval Base
- 8,000 Units Proposed
- Congestion Pricing Model
- Innovative Street Treatments





San Francisco Chronicle

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Founded in 1865 by Charles and M.H. deYoung
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Elizabeth A. Cain .. Chief Financial Officer

EDITORIAL *On Developments at Parkmerced and Treasure Island*

A city evolves, west and east

In just two weeks, San Francisco's famously skeptical city supervisors have blessed two developments that will turn hundreds of acres into new neighborhoods. But the green-light decisions are also a vote of confidence in an evolving image of San Francisco.

The two projects — Parkmerced on the foggy western side and Treasure Island on a windswept parcel of bay fill — were years in the making and will take even longer to complete. Both cut through drawn-out criticism to place major bets on the city's future as an urban center anchoring the Bay Area.

The city has emerged from an era of tough high-rise limits and go-slow building rules to a broader outlook. Along with Treasure Island and Parkmerced go others: 11,000 dwelling units in a remade Hunters Point Naval Base, 14-acre

headquarters in Mission Bay for the Salesforce software firm, and a nearby University of California hospital taking shape. Ahead may be ever taller office and apartment towers in the Transbay Terminal area.

These blueprints showcase a compact city that builds on its strengths. Here, it's density, not sprawl. Plans favor sidewalks, bike lanes and buses over parking lots. A 24/7 culture of arts and enter-

tainment flourishes instead of quiet suburbia. It comes with a toll: a heavy dose of subsidized housing, lengthy public reviews and high sales prices.

But the city is moving forward, not frozen by doubt or indecision. The Board of Supervisors and interim Mayor Ed Lee are making the tough and correct choices about fashioning San Francisco's future. They deserve credit for making important decisions that will guide the city into the future.



Paul Fling / The Chronicle

PARKMERCED

The 152-acre 1940s-era slice of suburbia will be grown from 1,538 units to 7,200 — with low-rise and high-rise structures, gardens and shops.

Cost and timeline: \$1.2 billion over 20 to 30 years.

Issues: Rent-control guarantees for current tenants, traffic on nearby 19th Avenue and Muni connections, and change in a sleepy corner of San Francisco.

TREASURE ISLAND

The 403-acre former Navy base will be transformed into a mini-city with 19,000 residents, a ferry terminal, schools and shopping dotted with buildings up to 450 feet high.

Cost and timeline: \$1.5 billion over 30 years.

Issues: Soil stability in earthquakes, traffic access to the crowded Bay Bridge and a predicted rise in sea level.





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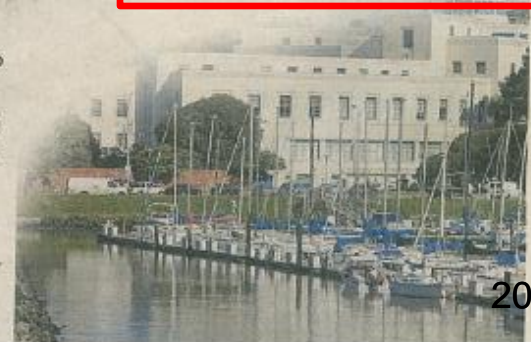
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SFMTA's Urban Planning Initiatives: 34th America's Cup

3rd Largest International Sports Event

Unprecedented for Urban Setting, Two-Year Event

Much Anxiety about Congestion, Livability Impacts





SFMTA's Urban Planning Initiatives: 34th America's Cup

“People Plan” Priorities

- Safety
- Efficiency
- Sustainability
- Adaptability
- Legacy



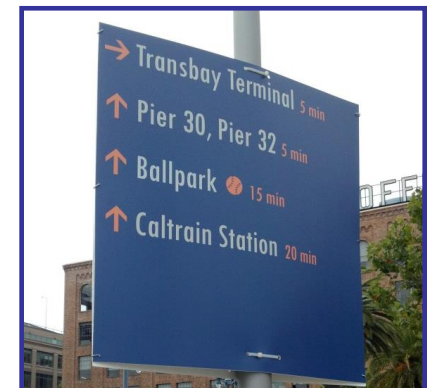
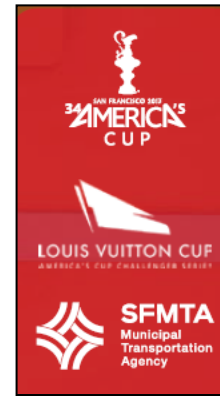


SFMTA's Urban Planning Initiatives: 34th America's Cup

“People Plan” Pilots, Legacy Projects

- New Muni Streetcar (“E”)
- “Special Events” Team
- Expanded Clipper Card
- New Pedestrian Wayfinding
- Waterfront Cycle Track

83% arrived by other modes than private automobile





San Francisco Chronicle

SFCHRONICLE.COM AND SFGATE.COM | Wednesday, November 20, 2013 | PRINTED ON RECYCLED PAPER | \$1.00 *****

HEALTH

Possible hazards in kids' chairs

By Stephanie M. Lee

Children may enjoy plopping down in foam-filled chairs just their size, but a report released Wednesday by several advocacy groups says those chairs may contain flame retardants that could be harmful.

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The finding comes just two months before changes to California's decades-old flammability law will allow manufacturers of furniture and children's products to stop using these chemicals, and the report's authors said they

Furniture continues on A9

UC BERKELEY

Tackling 'serious' athletics problem

Cup's transit blueprint — a fix for Warriors arena?



Michael Short / The Chronicle

Passengers wait on the platform as an outbound Muni Metro arrives at Brannan Street, the stop nearest the proposed arena.

S.F. critics fear gridlock during big events, but huge regatta crowds weren't a problem

By John Coté

Even some people who support the Golden State Warriors' plan for a new arena in San Francisco fear that adding 18,000 people to the waterfront between the Bay Bridge and AT&T Park on game nights will create a transportation disaster. The solution, or a least a basic blue-

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Paying for that over the long term, however, will require an investment that

Arena continues on A10

Amassing near the bay

60,000 Number of people who would descend on the central waterfront for a sold-out event at the proposed arena and sold-out Giants game on the same night

55,000 Estimated number of people who swarmed the area around Piers 27-29 for the final day of America's Cup racing

83 Percent of Cup fans who arrived on foot, by bike, by mass transit



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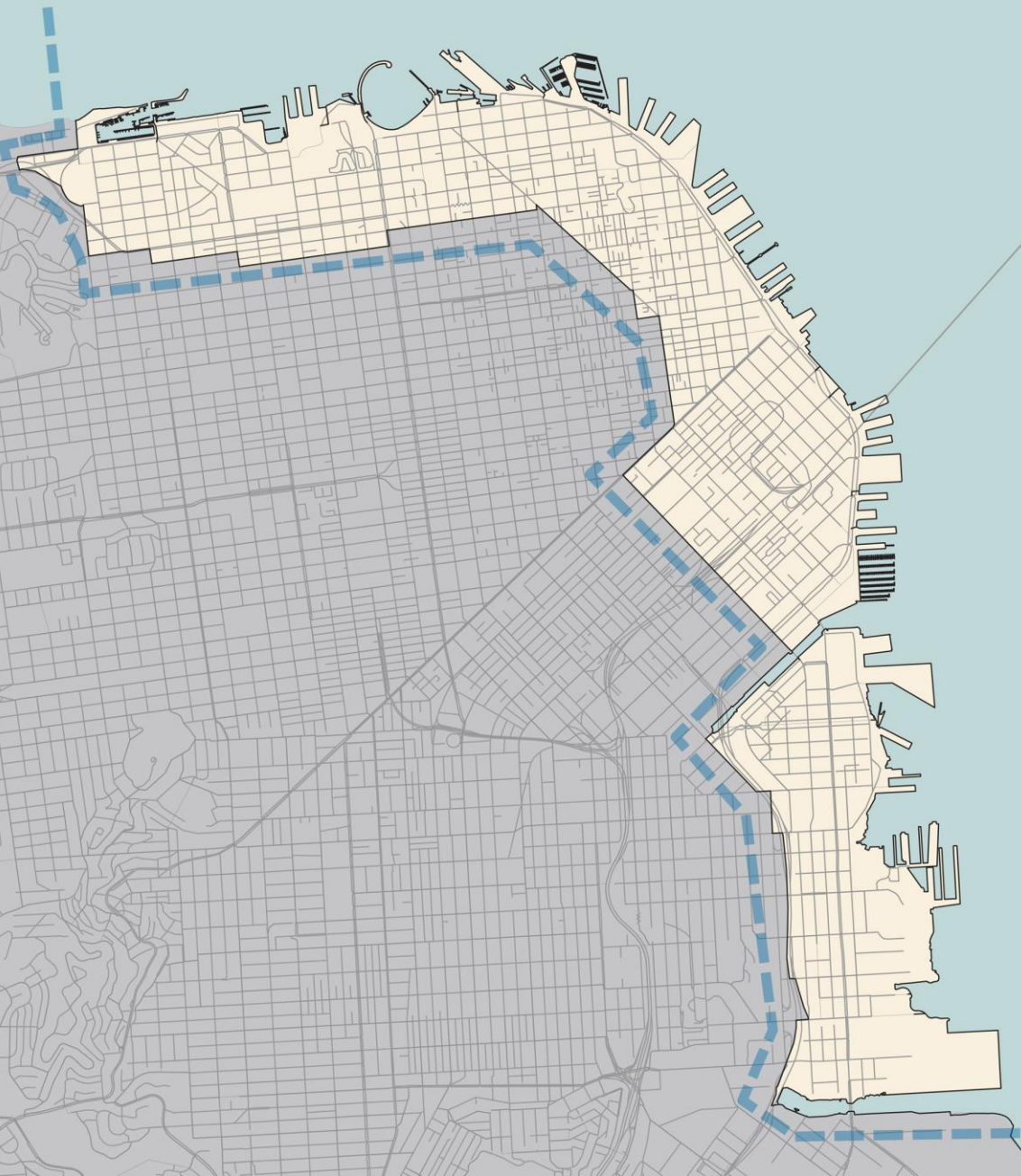
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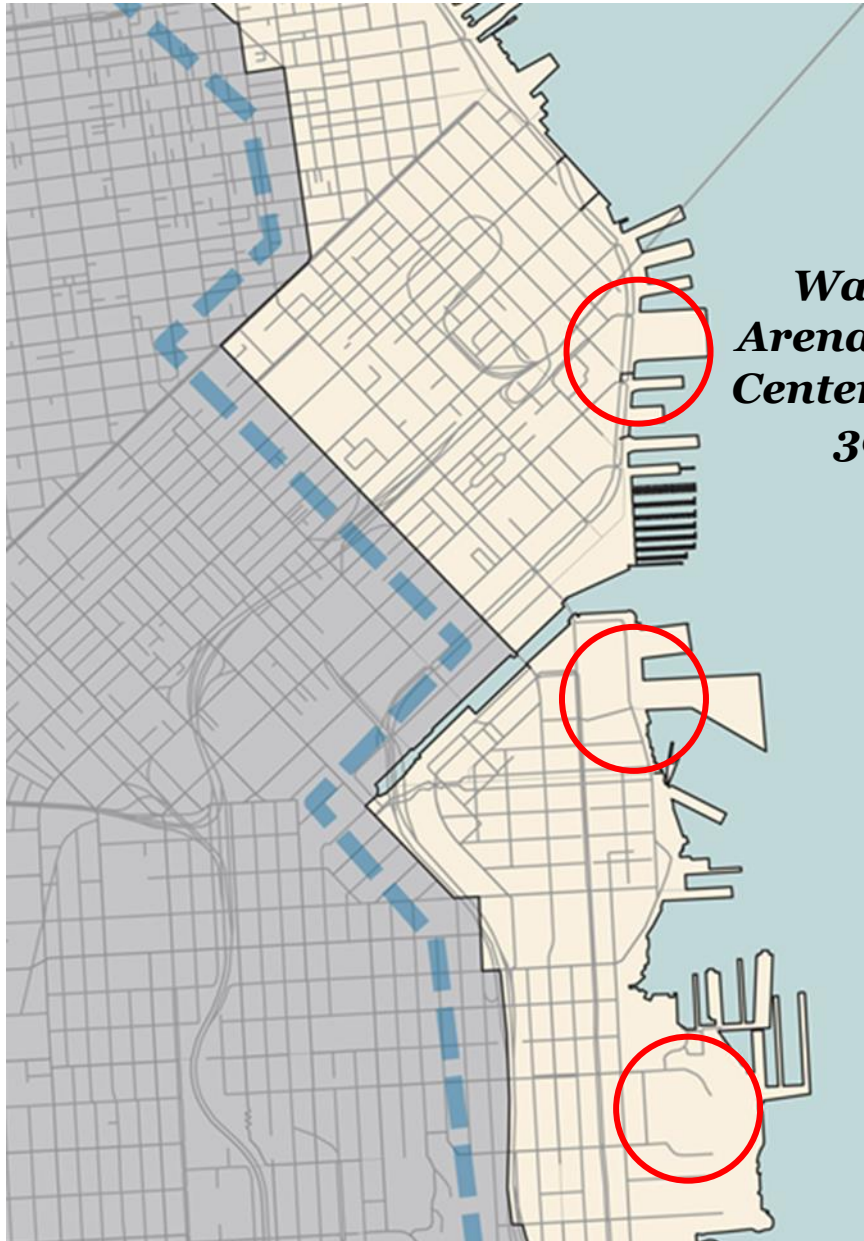
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Waterfront Transportation Assessment:



*Warriors
Arena & Event
Center at Piers
30-32*

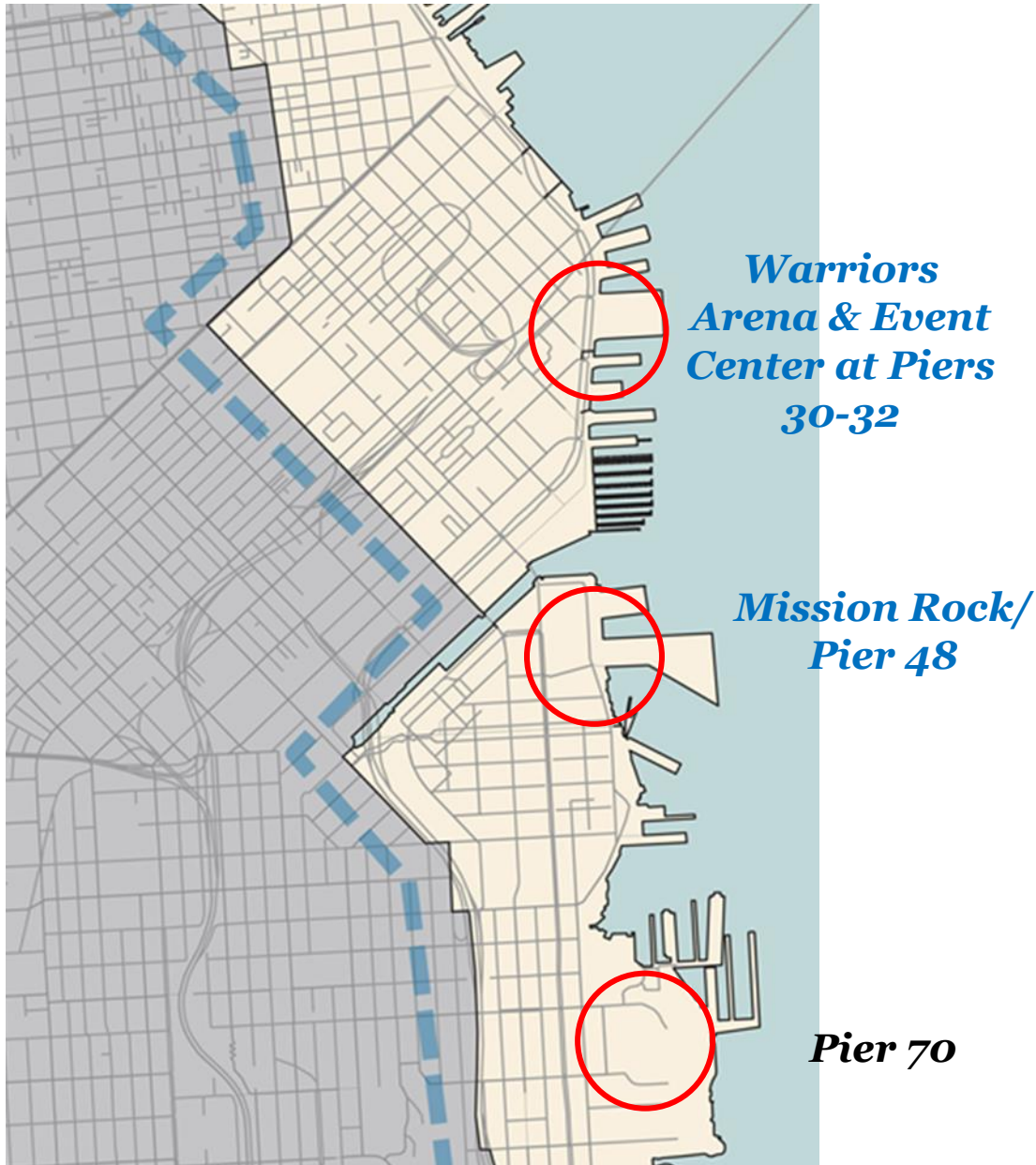
Waterfront Transportation Assessment: *Three Projects*



*Warriors
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*Mission Rock/
Pier 48*

Waterfront Transportation Assessment: *Three Projects*



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Warriors' Arena at Piers 30-32



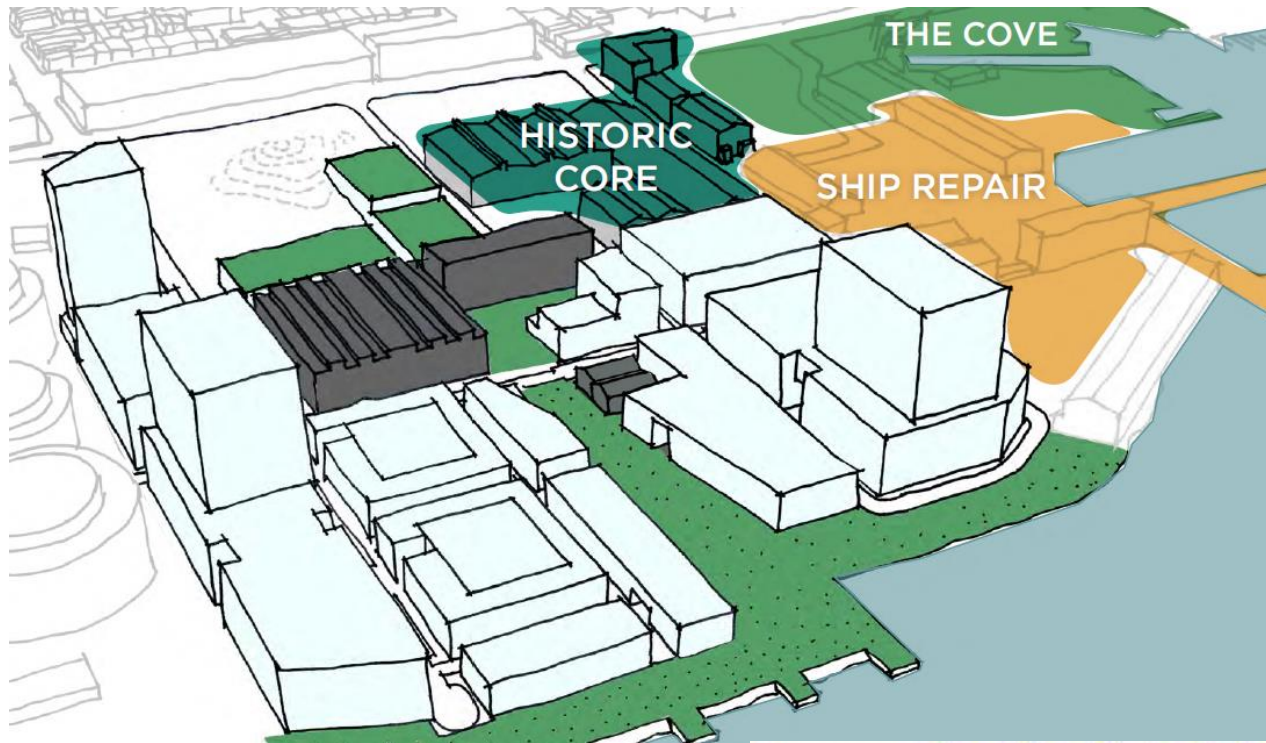
WATERFRONT TRANSPORTATION ASSESSMENT



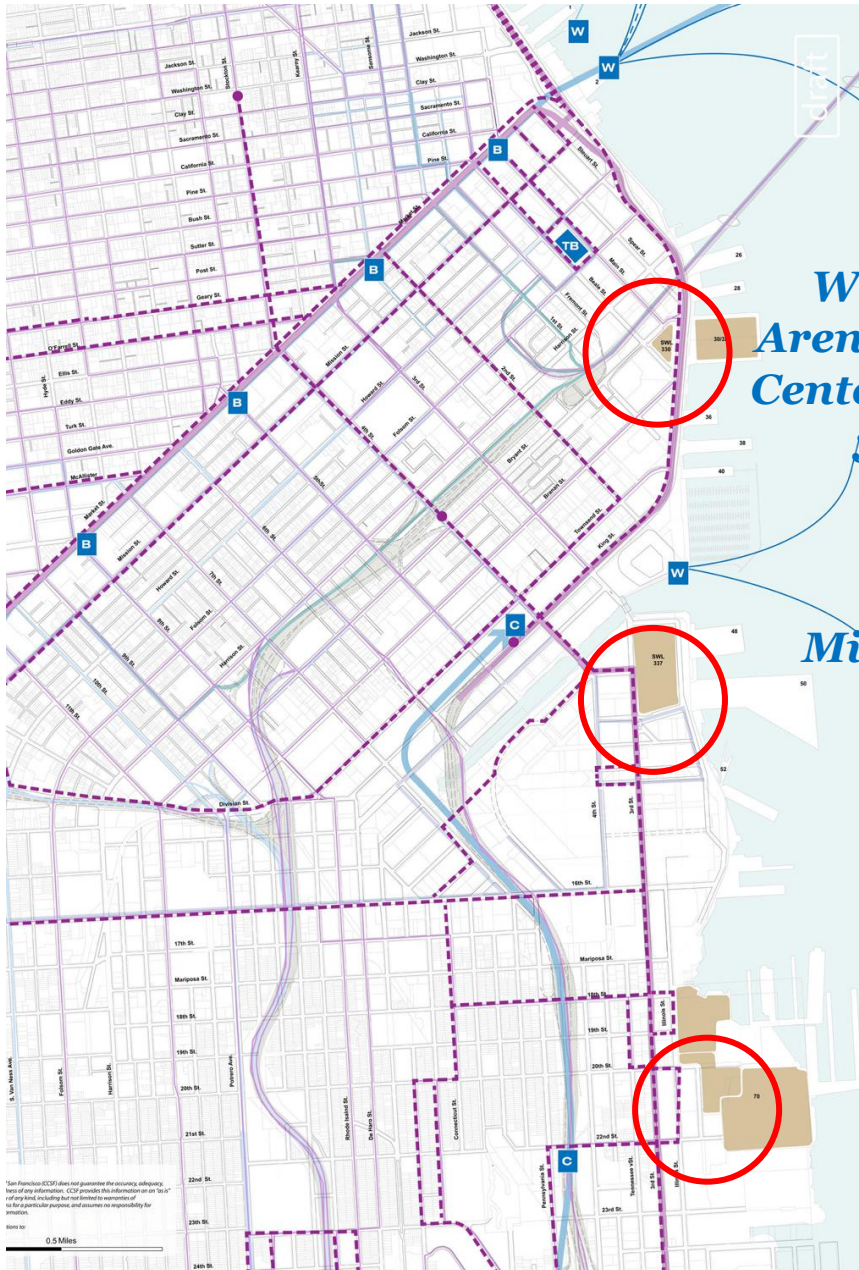
SF Giants' Mission Rock and Pier 48



WATERFRONT TRANSPORTATION ASSESSMENT



Pier 70



*Warriors
Arena & Event
Center at Piers
30-32*

*Mission Rock/
Pier 48*

Pier 70

Waterfront Transportation Assessment: Strategy

- Review **entire** network
- Synchronize **planned** transportation with development
- Identify **new** strategies through outreach, testing
- Inform Environmental Review process
- Leverage investment through Agreements

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