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**Ideas + Action for a Better City**

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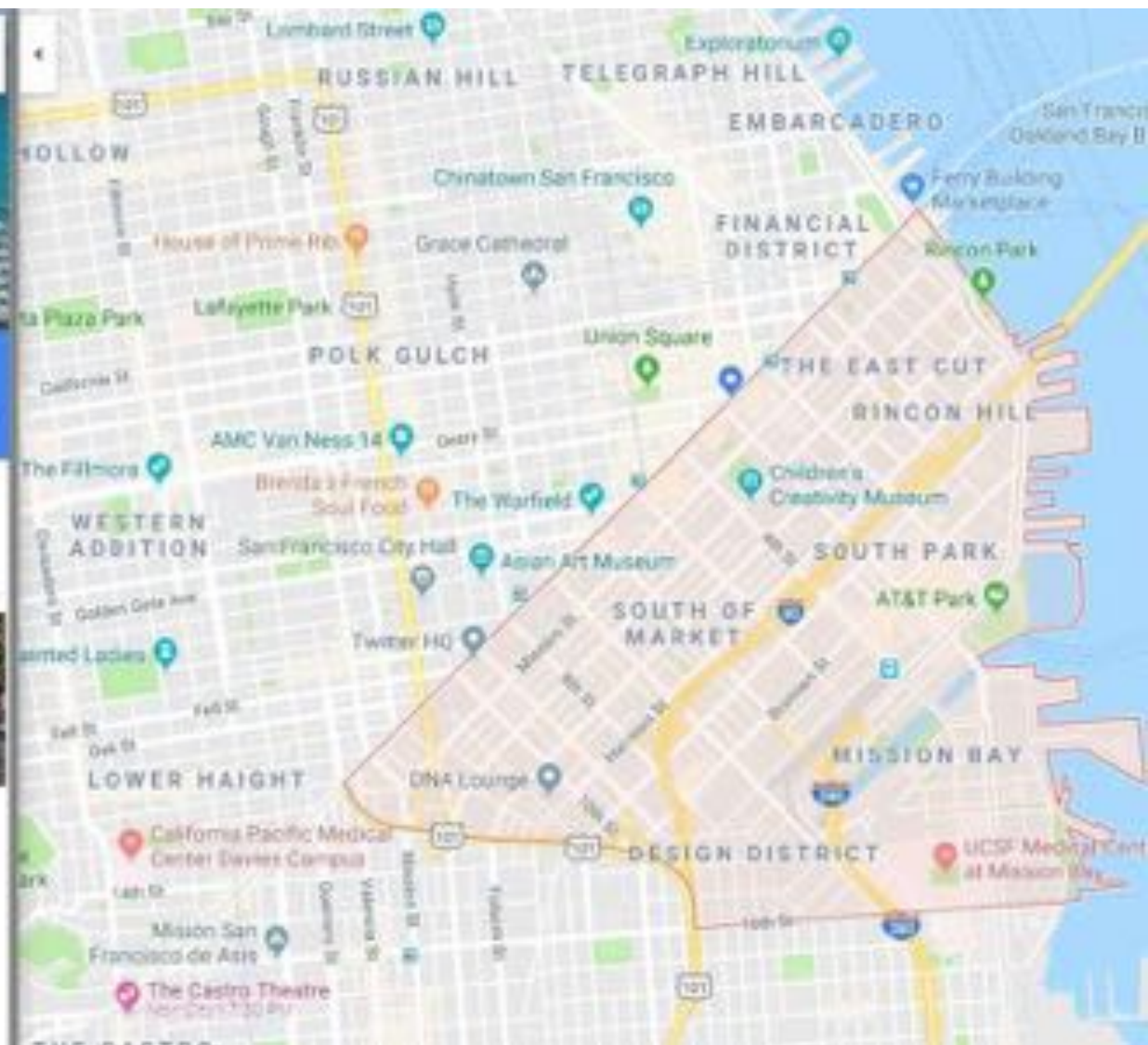
*#NextForSOMA*



**Neal Patel**

**SPUR– What's Next for SOMA?**

**February 1, 2018**



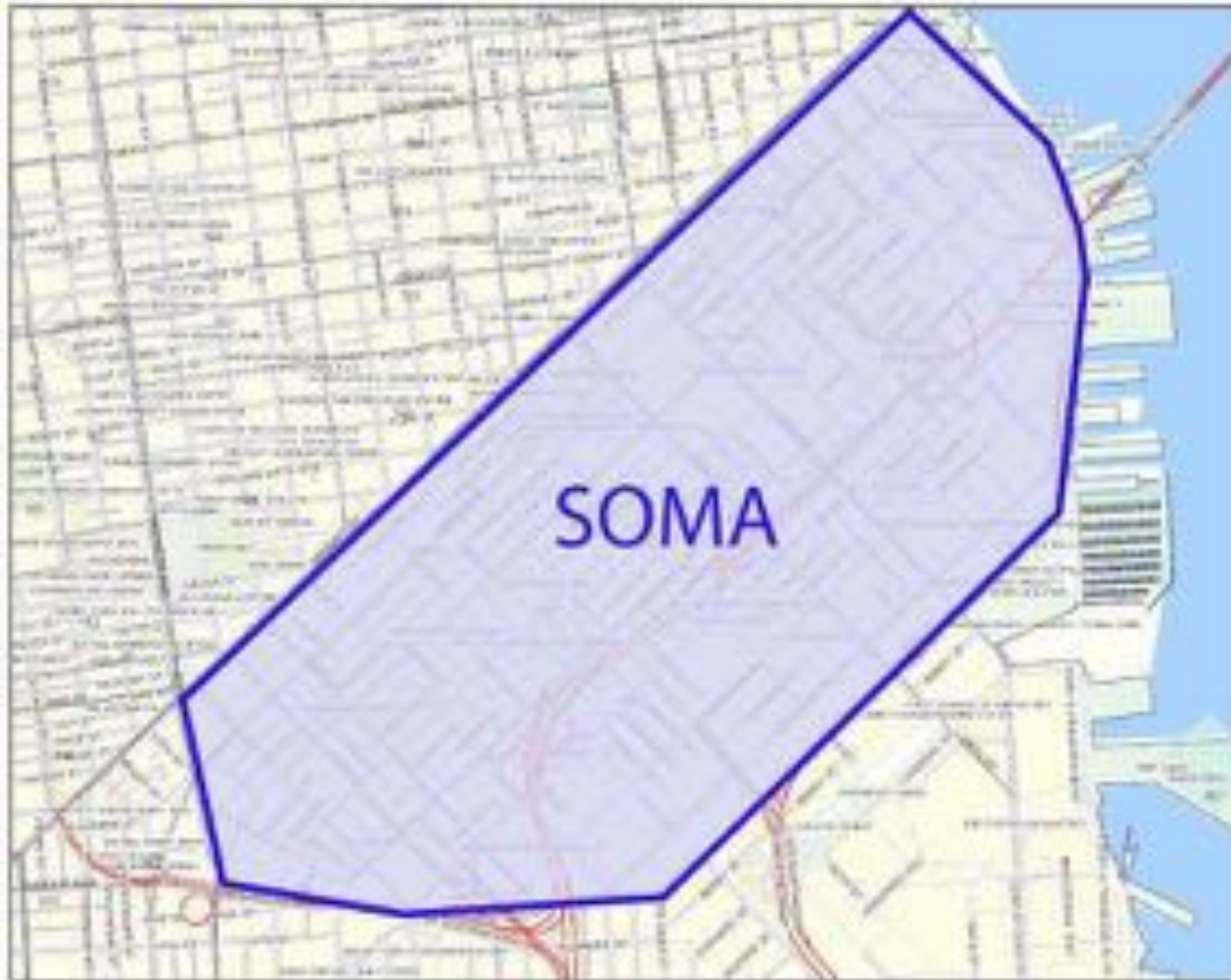
### Quick facts

SoMa, or South of Market, is a vast, warehouse-filled district. It encompasses Mission Bay and South Beach, where the Giants play baseball at waterfront AT&T Park. Surrounding Yerba Buena Gardens is an arts center, sleek convention complex Moscone Center and several museums, including the



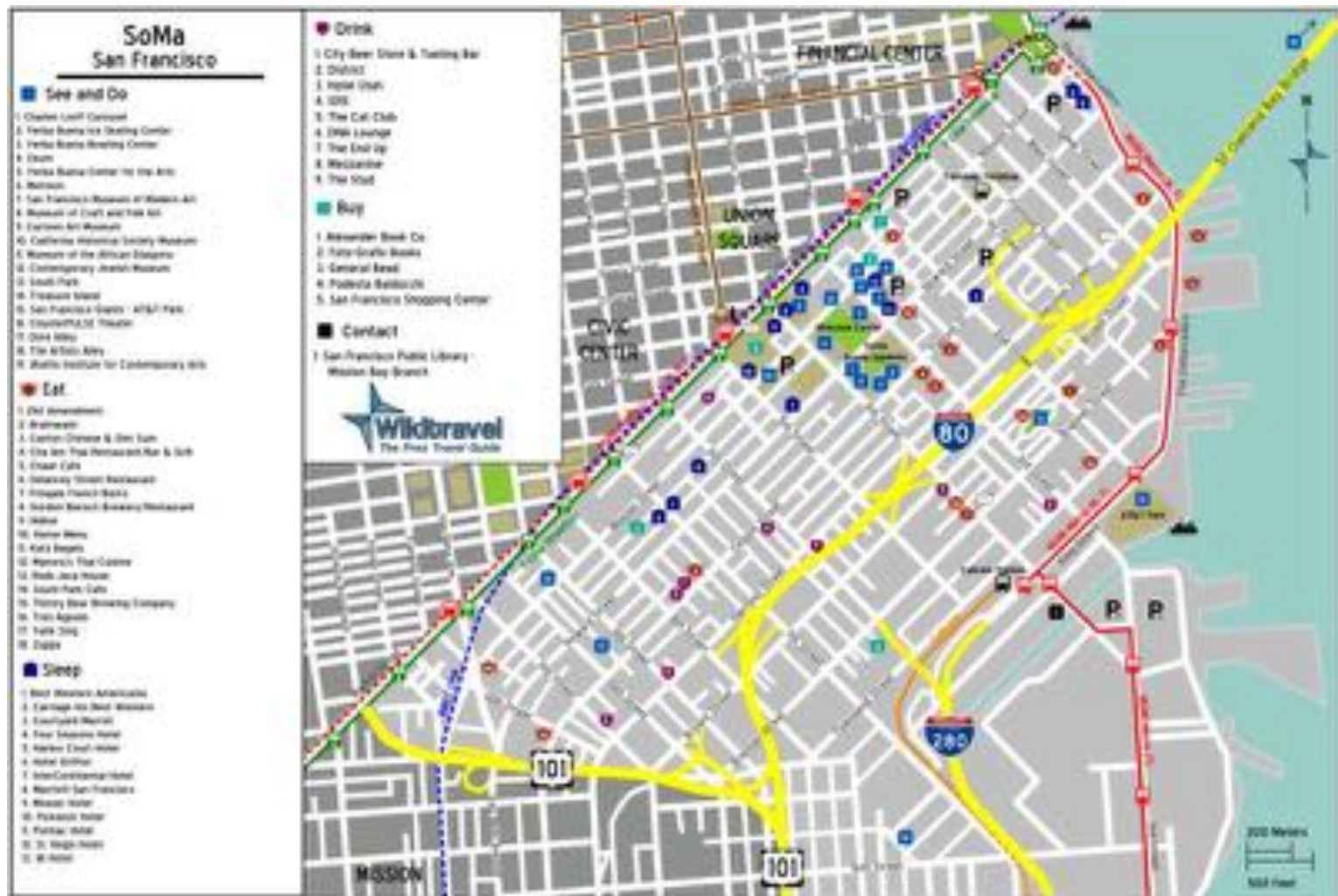
What's Next for SOMA?

# SOMA



SOMA Community Stabilization Fund 2005











YERBA BUENA  
COMMUNITY  
BENEFIT  
DISTRICT

YBCBD

What's Next for SOMA?

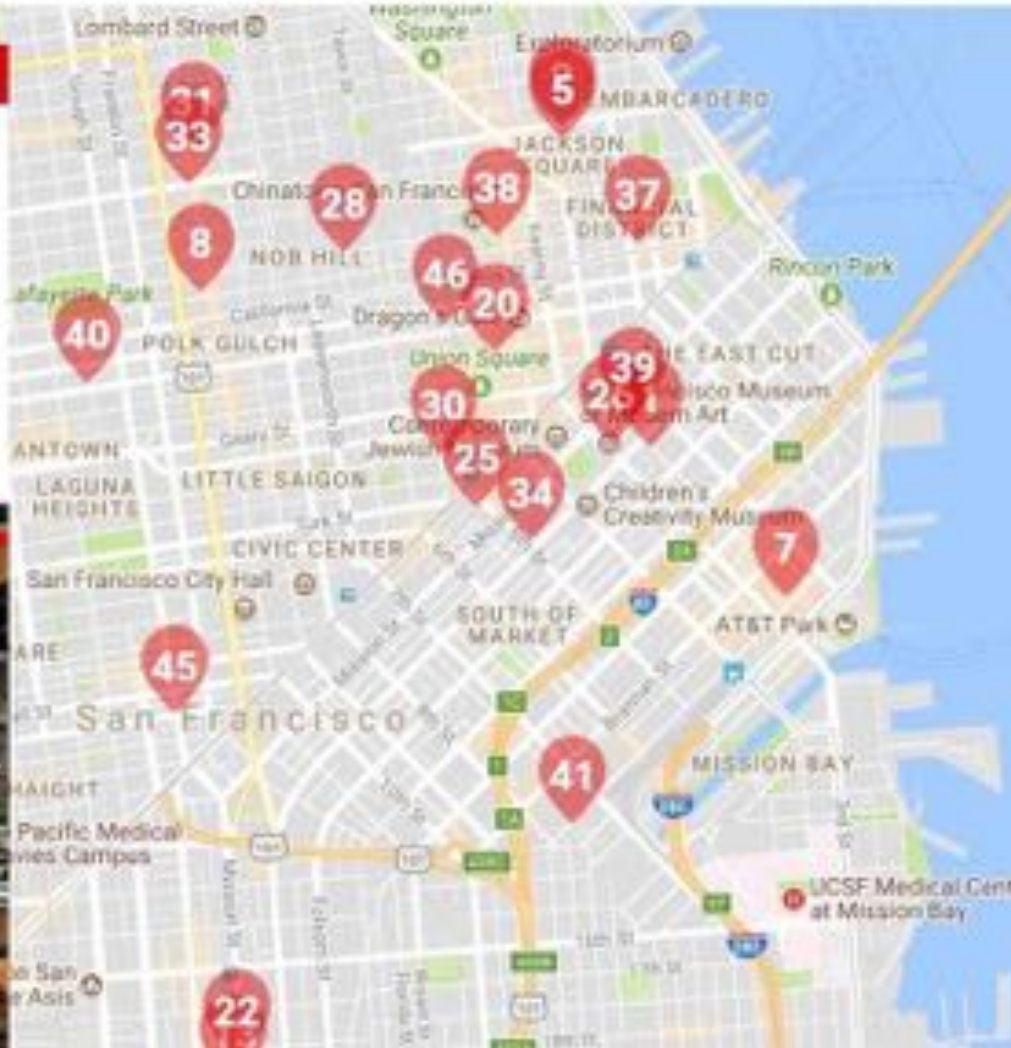


All One

# San Francisco's 2018 Michelin Stars, Mapped

All 55 Bay Area Michelin star recipients for 2018 and where to find them

by [Ellen Ford](#) | [@ellenford](#) | Updated Oct 31, 2018, 2:00pm PDT

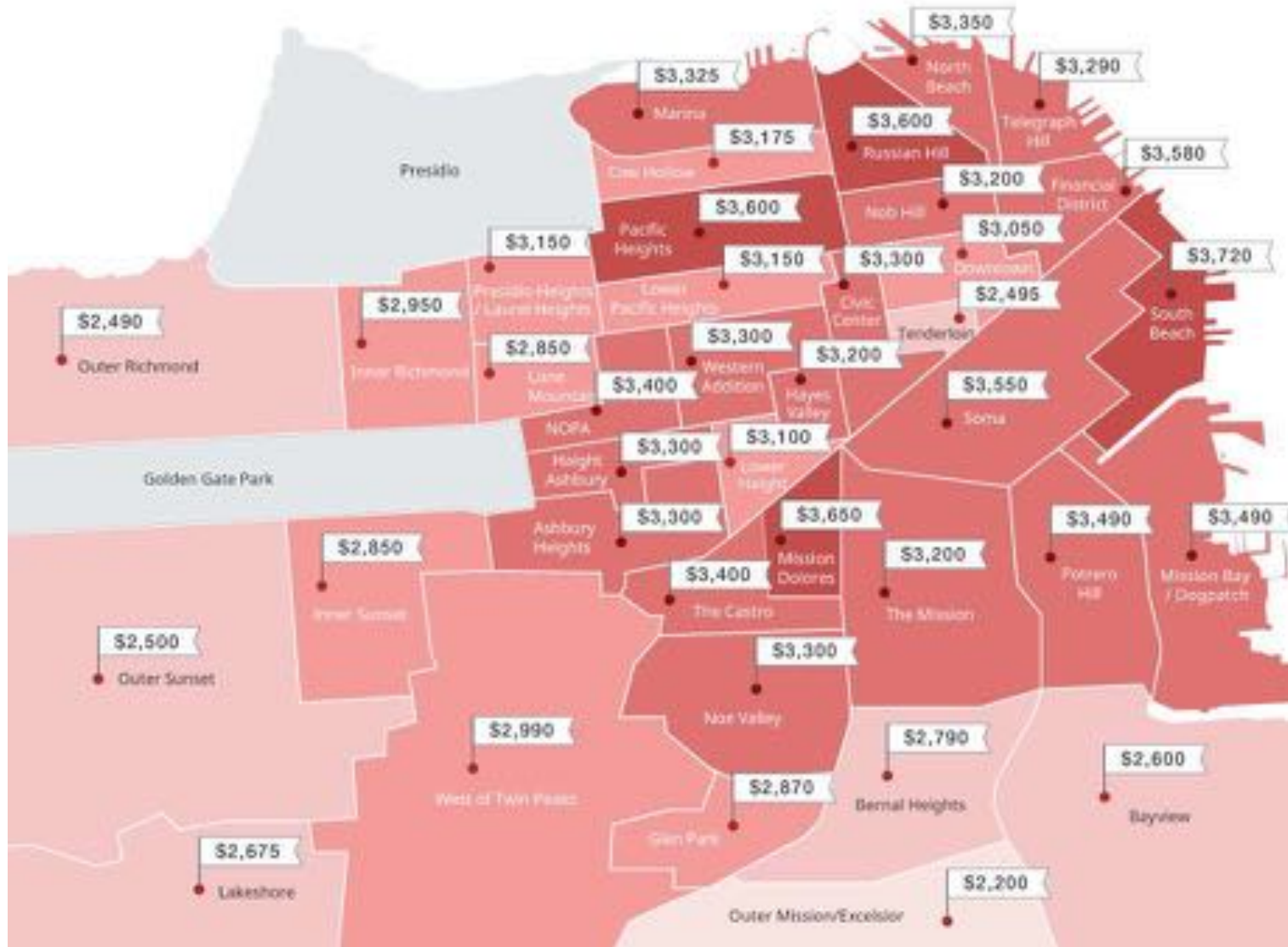


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What's Next for SOMA?











# *Twitter Helps Revive a Seedy San Francisco Neighborhood*

By KRISTINA SHEVORY NOV. 1, 2013



Twitter's San Francisco headquarters, in a 1937 Art Deco building. Many tech industry firms are expanding to the city. Peter Dinklage for The New York Times





# YERBA BUENA COMMUNITY BENEFIT DISTRICT

**SAFETY & SECURITY | BRANDING, ACTIVATION & MARKETING | CLEANING & STREETSCAPE ENHANCEMENTS | COMMUNITY BENEFIT FUND |  
MANAGEMENT & OPERATIONS**









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## YERBA BUENA STREET LIFE PLAN

A COMMUNITY DESIGN INITIATIVE: 10 YEARS OF PROJECTS



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# South of Market Improvement Strategy

San Francisco Municipal  
Transportation Agency



**SFMTA**  
Municipal  
Transportation  
Agency



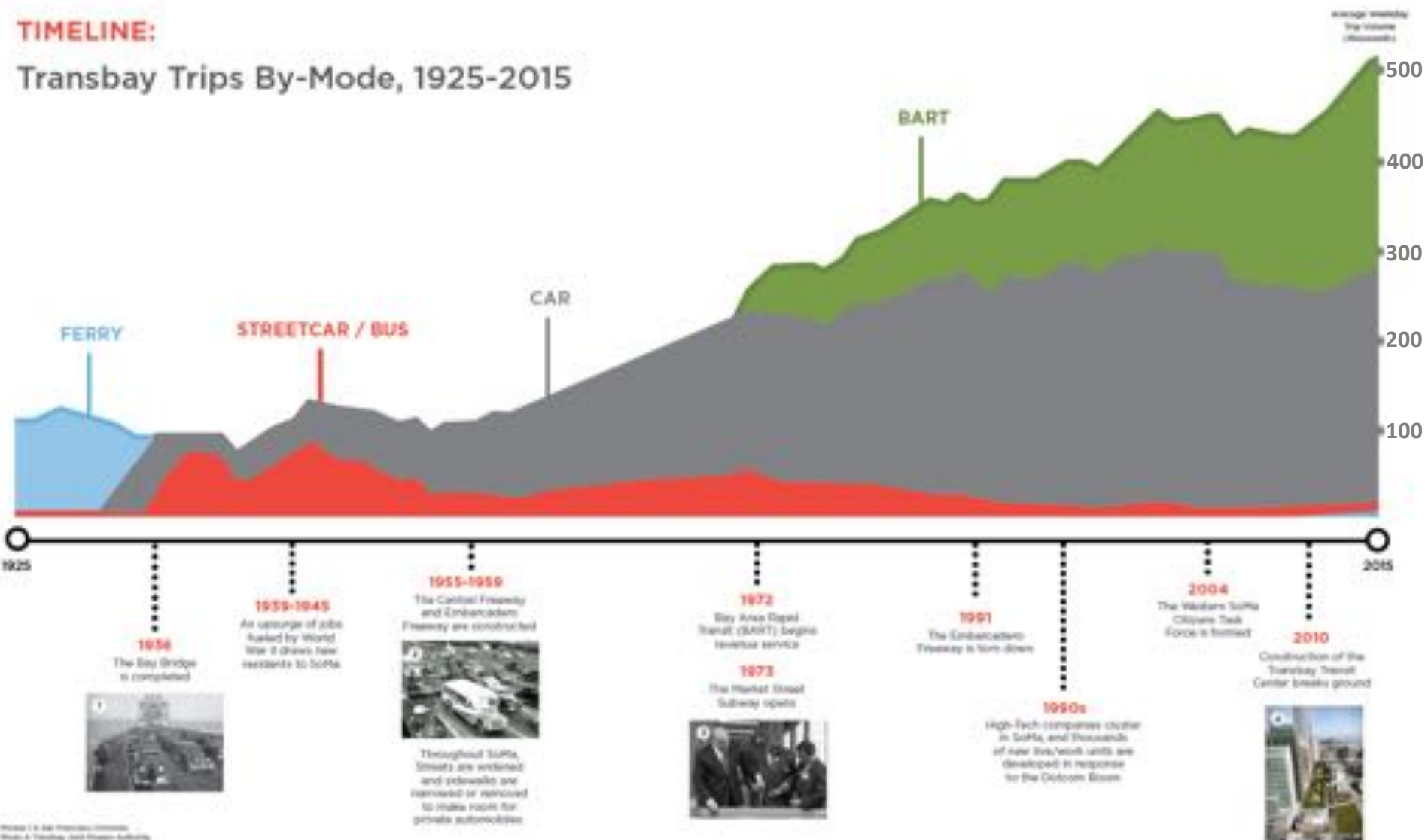
# SoMa Strategy Goals

- Define SoMa's critical role as a regional transportation hub
- Establish investment goals to prioritize use of SoMa streets
- Identify priority capital projects to make SoMa streets safer and more enjoyable

# Transportation Defines SoMa

## TIMELINE:

### Transbay Trips By-Mode, 1925-2015



# Transportation Defines SoMa





# Development Defines SoMa

More residents and more jobs

- Central SoMa Plan
- Transit Center District Plan
- Eastern Neighborhoods Plan
- Rincon Hill Plan
- Mission Bay Plan
- Showplace Square Plan



# Development Defines SoMa

- Central SoMa Plan
  - 45,000 new jobs
  - 7,500 new households
- Transit District Plan
  - 60,000 new jobs
  - 4,000 new households



# SoMa is in Tension





# SoMa is in Tension

- SoMa is a vibrant urban neighborhood and a regional gateway
- SoMa's streets cannot support existing traffic, let alone accommodate projected growth in traffic



# \$10B of New Transit Capacity

- Transbay Terminal
- Central Subway
- Downtown Extension



# Leverage Capital Investments

- Safe & efficient connections to transit hubs
  - Walking
  - Biking
  - Bus
  - Taxi





# Key SoMa Transportation Challenges



Wide streets and long city blocks are hostile to pedestrians and encourage high vehicle speeds.



People on bicycles are forced to compete with intimidating car traffic.



Muni buses are mired in traffic congestion.



On-ramps to Highways 101, 280 and the Bay Bridge cause severe congestion on local streets.



Competition for curb space is high.



A disproportionate number of severe and fatal traffic collisions occur in SoMa.

# Investment Goals



Walkability



Transit Priority



Connected, Protected  
Bikeways



Manage Demand for  
Curb Space

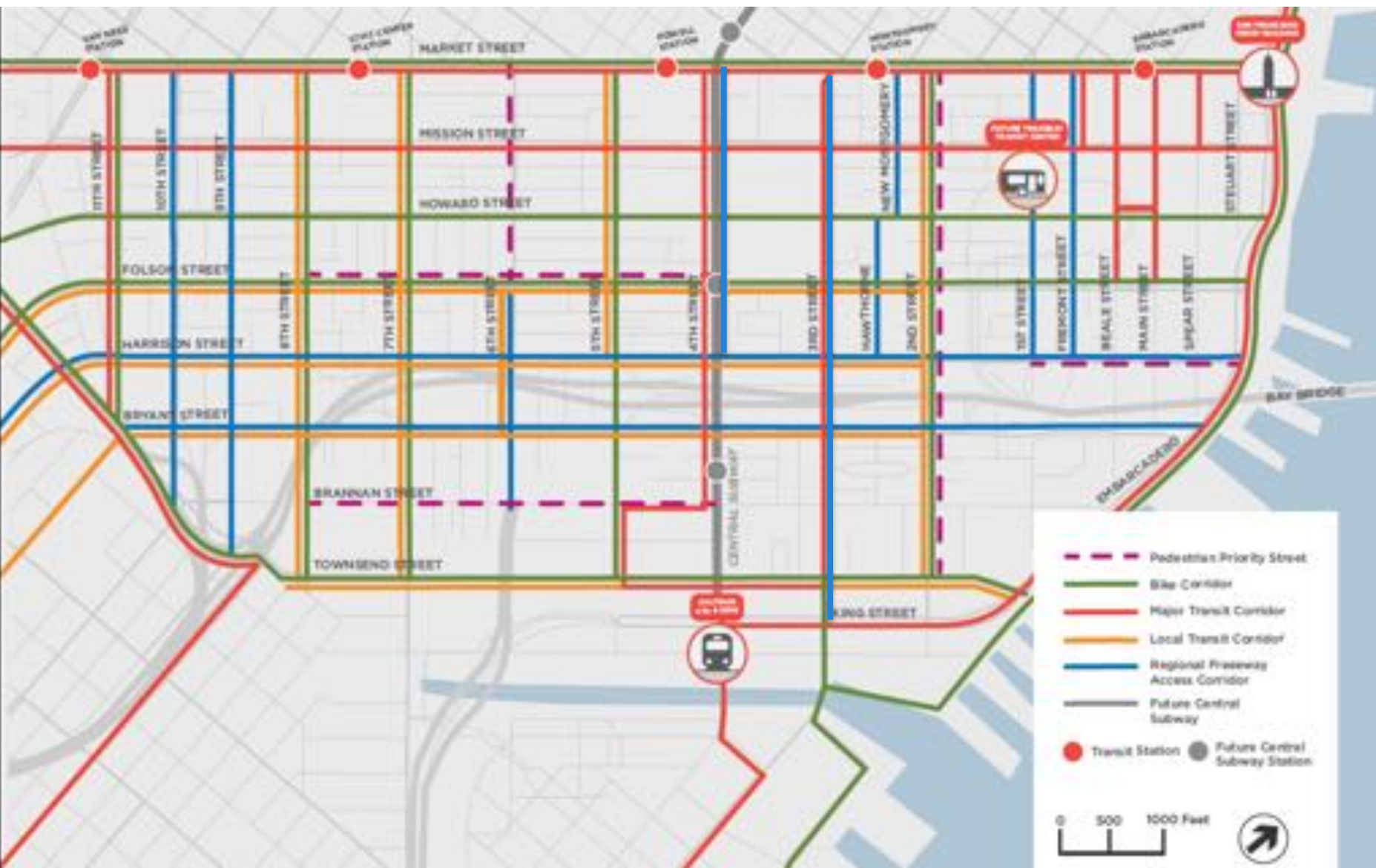
# Curb Management

- Curb demand is shifting
  - More deliveries and passenger loading





# One Network, Many Modes



# SoMa Capital Projects





# Near-Term Projects (FY17-21 CIP)

- >\$100M to improve SoMa streets
- Projects reflect each street's function







Project Name				
Near-Term Projects (Construction Expected to Start in 0-5 Years)				
<b>A</b> 2nd Street (Market to Townsend)	X	X	X	X
<b>B</b> 5th Street (Market to Townsend)		X		X
<b>C</b> 7th Street (Market to Townsend)		X	X	X
<b>D</b> 8th Street (Market to Townsend)		X	X	X
<b>E</b> Brannan Street (Embarcadero to 8th)	X	X	X	X
<b>F</b> Folsom Street (Embarcadero to 2nd)		X	X	X
<b>G</b> 11th Street (Market to Division)		X	X	X
<b>H</b> 6th Street (Market to Brannan)	X	X	X	X
<b>I</b> Folsom Street (2nd to 11th)	X	X	X	X
<b>J</b> Howard Street (3rd to 11th)		X		X
<b>K</b> Townsend Street (Embarcadero to 8th)		X	X	X
<b>L</b> Harrison Street (Embarcadero to 1st)	X	X		X
SIDEWALK WIDENING				
PEDESTRIAN IMPROVEMENTS				
TRANSIT IMPROVEMENTS				
TRANSIT-ONLY LANES				
CONVENTIONAL BIKE LANES				
PROTECTED BIKE LANES				
MANAGE DEMAND FOR CURB SPACE				



# Long-Term Projects (FY19-23 CIP?)

- >\$100M to improve SoMa streets
- Projects reflect each street's function

Project Name				
Long-Term Projects (Construction Expected to Start in 5+ Years)				
<b>M</b> 3rd Street (Market to Townsend)		X	X	X
<b>N</b> 4th Street (Market to Harrison)		X	X	X
<b>O</b> Brannan Street (Embarcadero to 8th)		X		X
<b>P</b> Embarcadero (Market to King)		X		X
<b>Q</b> Mission Street (Embarcadero to S. Van)		X	X	X
	SIDEWALK WIDENING	PEDESTRIAN IMPROVEMENTS	TRANSIT IMPROVEMENTS	TRANSIT-ONLY LANES
		CONVENTIONAL BIKE LANES	PROTECTED BIKE LANES	MANAGE DEMAND FOR CURB SPACE



# Next Steps

- Keep advancing projects
- Communications and outreach
  - Engage both supportive and skeptical stakeholders
  - Describe projects holistically, not piecemeal
- Manage construction impacts!

# Questions?

Thank you!



Jamie Parks  
415.646.2121  
[jamie.parks@sfmta.com](mailto:jamie.parks@sfmta.com)





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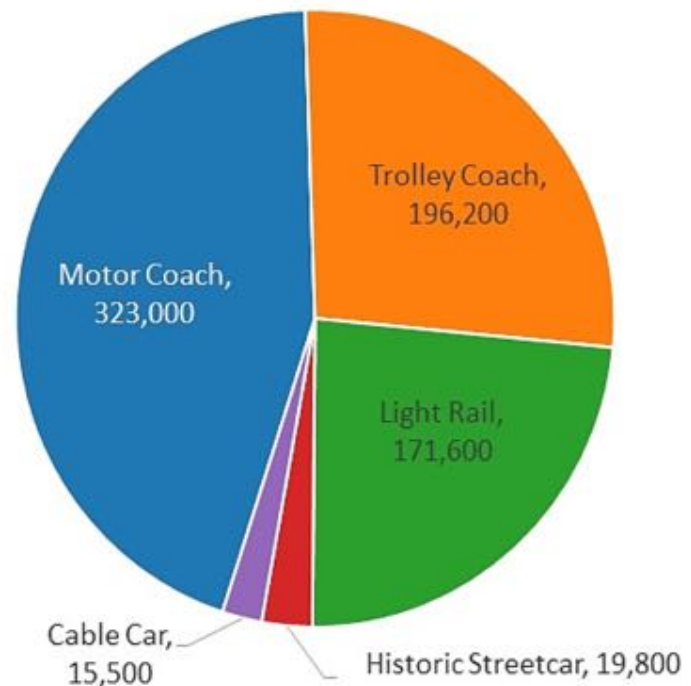
# Transit Strategy for a Growing SoMa

February 1, 2018

# Buses are the backbone of the system

- More than 20 Muni bus routes travel through SoMa
- 72% of weekday boardings
- Bus ridership projected to increase by 30% by 2040, most of it happening by 2025

Average Weekday Boardings by Mode, FY2016



## **Getting Ahead of the Challenge**

- 10% Service Increase
- Replacement of Muni's entire rubber tire fleet will be complete in 2018



# **Transit Strategy for a Growing SoMa**

- More capacity, larger vehicles
- More frequency
- Improving travel times and reliability with transit priority treatments
- Realigning transit lines to improve local and regional connections

# More Capacity, Larger Vehicles

- All rapid lines will use 60' buses in next 2-3 years
- 7 Haight-Noriega, 47 Van Ness
- Longer trains



# More Frequency

- 8, 8AX, 8BX -> 5-6 min.
- 38 & 38R -> 2 min.
- 14R -> 6 min.
- More frequency for light rail lines











More buses is not always the answer



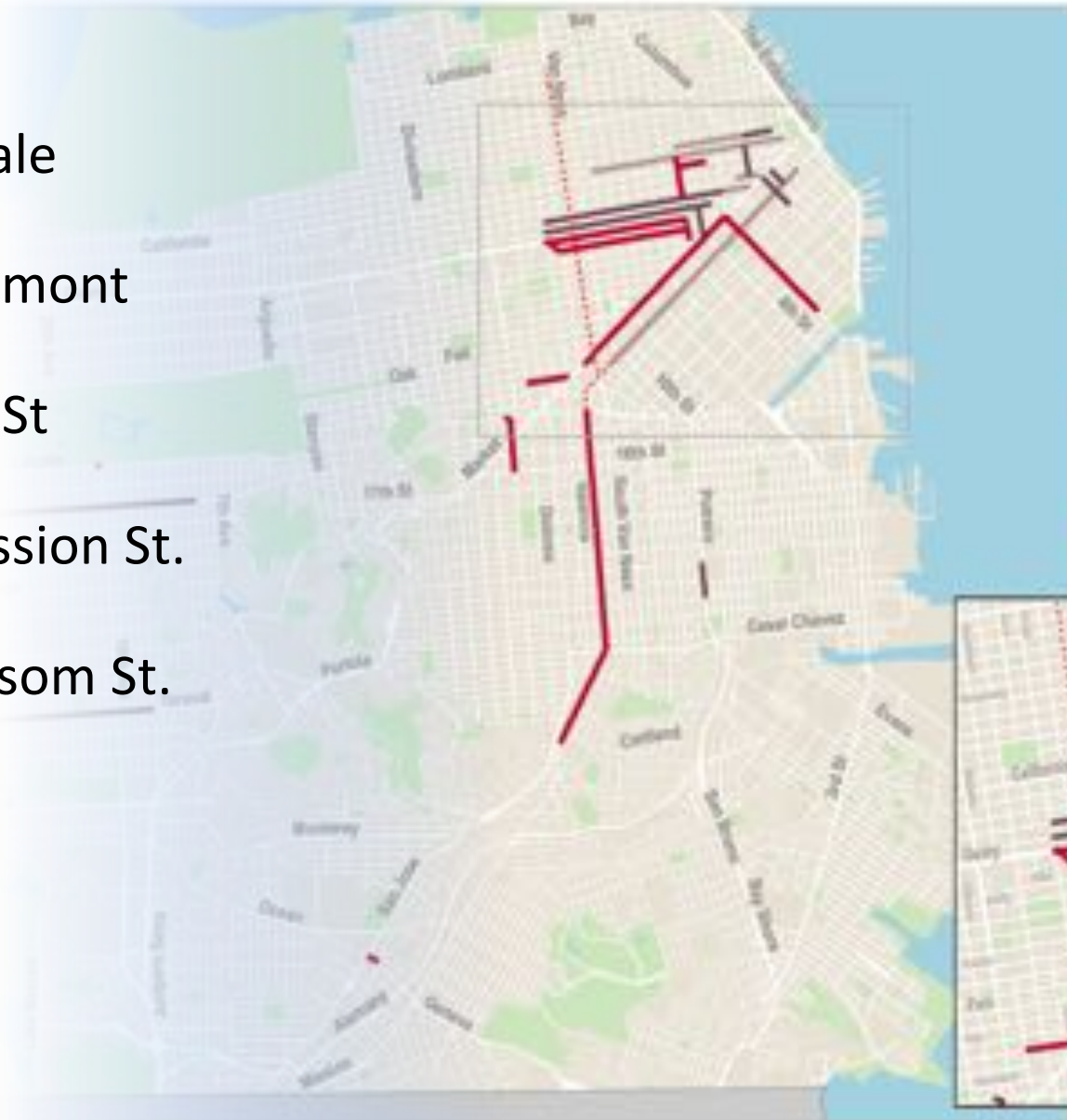


# Improving travel times and reliability with transit priority treatments

- Dedicated transit lane
- Queue jumps
- Bus bulbs and boarding islands
- Stop optimization
- Signal priority



- Beale
- Fremont
- 3<sup>rd</sup> St
- Mission St.
- Folsom St.



## Transit Only Lanes

Active and under construction

January 2018

Current transit only lanes in San Francisco. This map includes red painted transit only lanes, non-red transit only lanes which are active fulltime, and non-red transit only lanes which are active part time. Red transit only lanes must be active at all times.

- Red line, all times
- - - Under construction
- No red, 24 hours
- No red, part time

© 2018 San Francisco Municipal Transportation Agency. This map is a representation of the current state of transit only lanes in San Francisco. It is not a guarantee of future service. The San Francisco Municipal Transportation Agency is not responsible for any errors or omissions in this map. The San Francisco Municipal Transportation Agency is not responsible for any damages, including consequential damages, arising from the use of this map. The San Francisco Municipal Transportation Agency is not responsible for any damages, including consequential damages, arising from the use of this map.



# **Realigning transit lines to improve local and regional connections**

- Central Subway
- New Transit Center
- 12 Folsom extension into Rincon Hill



# Central Subway

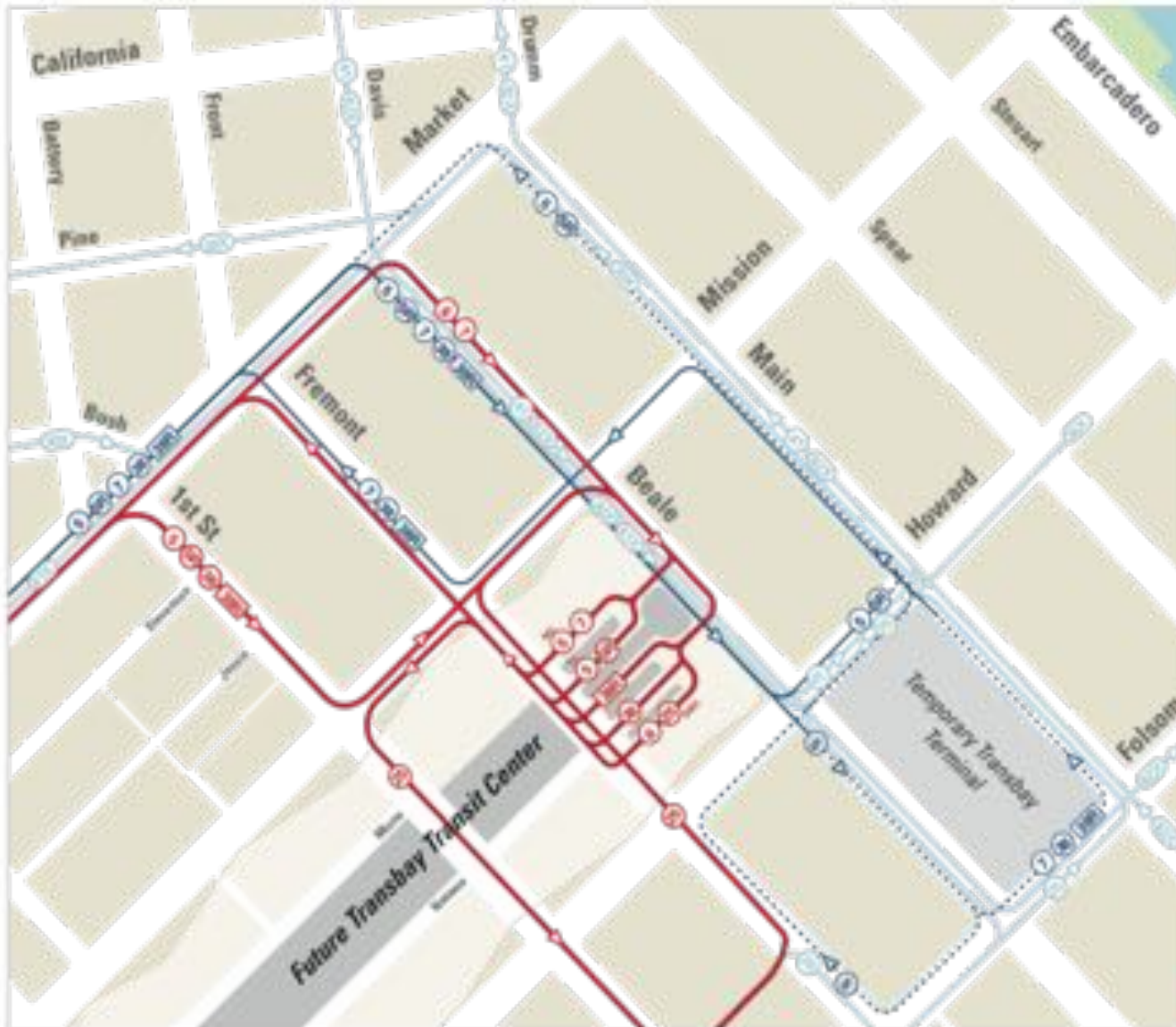
- 3-4 min peak frequency north of Mission Bay Loop; 7-8 min peak frequency south of Mission Bay Loop.
- Two-car trains on T Third



**Frequent lines require a  
substantial amount of curb  
space**



# New Transit Center



## Future Transbay Transit Center

Planned Muni Routing for Future Transbay Terminal

January 2018

Showing existing routing that will change when the Transbay Transit Center is opened. Also showing routes currently serving the Temporary Transbay Terminal with routing that remains the same.

### LEGEND

- Future Routing
- Existing Routing
- Existing Non-Reverse Routing (no passenger pick-up)
- Existing Routing To Remain



Scale 1:2,500

Date Saved 4/5/2017

For reference contact: [arj.phang@sfmta.com](mailto:arj.phang@sfmta.com)

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# 12 Folsom Extension into Rincon Hill

## Route 12: Option A



# 12 Folsom Extension into Rincon Hill

## Route 12: Option B





**Thank you**

Sandra Padilla

SFMTA, Transit Planning

[sandra.padilla@sfmta.com](mailto:sandra.padilla@sfmta.com)





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