



South Downtown

STREETScape REPORT

Spring 2023

ACKNOWLEDGMENTS

This Streetscape Report summarizes ideas developed by community-based organizations, area residents, and City agencies in the South Downtown Design and Activation community visioning process, known as "Soda".

The Soda team includes the following organizations and individuals:

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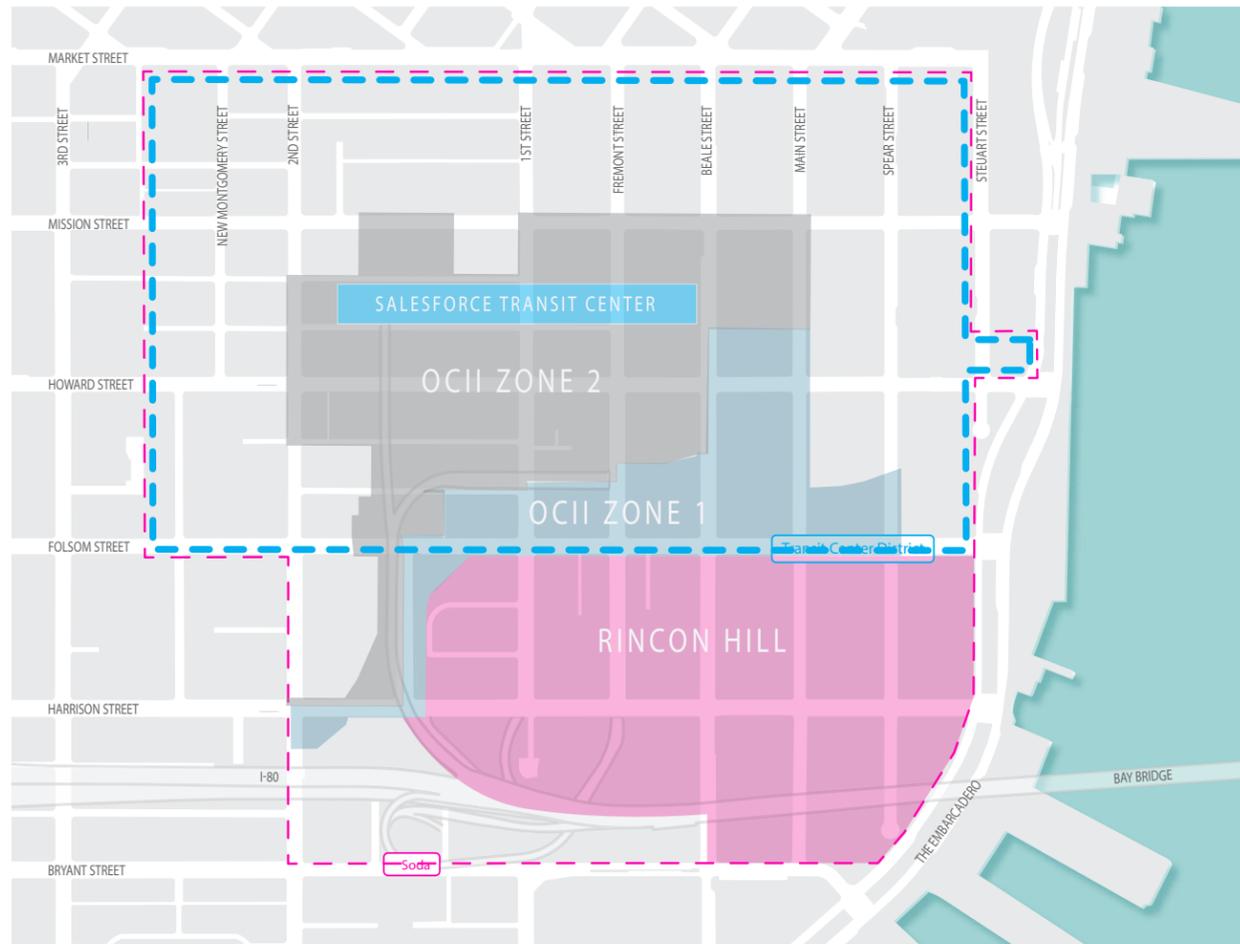
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ABOUT THIS DOCUMENT

Purpose: This South Downtown Streetscape Report is intended to serve as a reference for future streetscape improvements in the South Downtown neighborhood, with the ultimate goal of achieving consistent corridor-length streetscape treatments as called for in Policy 3.1 of the Transit Center District Sub-Area Plan of the San Francisco General Plan. Streetscape concepts presented here were developed for the Transbay Redevelopment Streetscape Open Space Concept Plan (2006) and the Transit Center District Plan (TCDP, adopted 2012), reviewed in the TCDP EIR, and refined during the South Downtown Design and Activation community visioning process (Soda, 2017-2019). These concepts are not detailed designs, but provide guidelines that current and future street improvement projects may use as they develop detailed designs that account for evolving transportation patterns and technologies, safety and accessibility standards, land uses, and community priorities.

Relationship to the Soda community visioning process: South Downtown Design and Activation (Soda) was a collaborative multi-year process in which community-based organizations, area residents, and City agencies co-created a comprehensive long-term public realm vision for the South Downtown area. The vision suggested refinements to TCDP streetscape concepts and a comprehensive look at other publicly accessible open spaces in the neighborhood, with particular attention to activation and stewardship. The East Cut Community Benefit District (CBD), a Soda partner, is using this input to inform its ongoing open space planning, stewardship, and activation efforts in the neighborhood. Proposed planning improvements are collectively presented in *The East Cut Street Life Plan*, included as an appendix in this report.



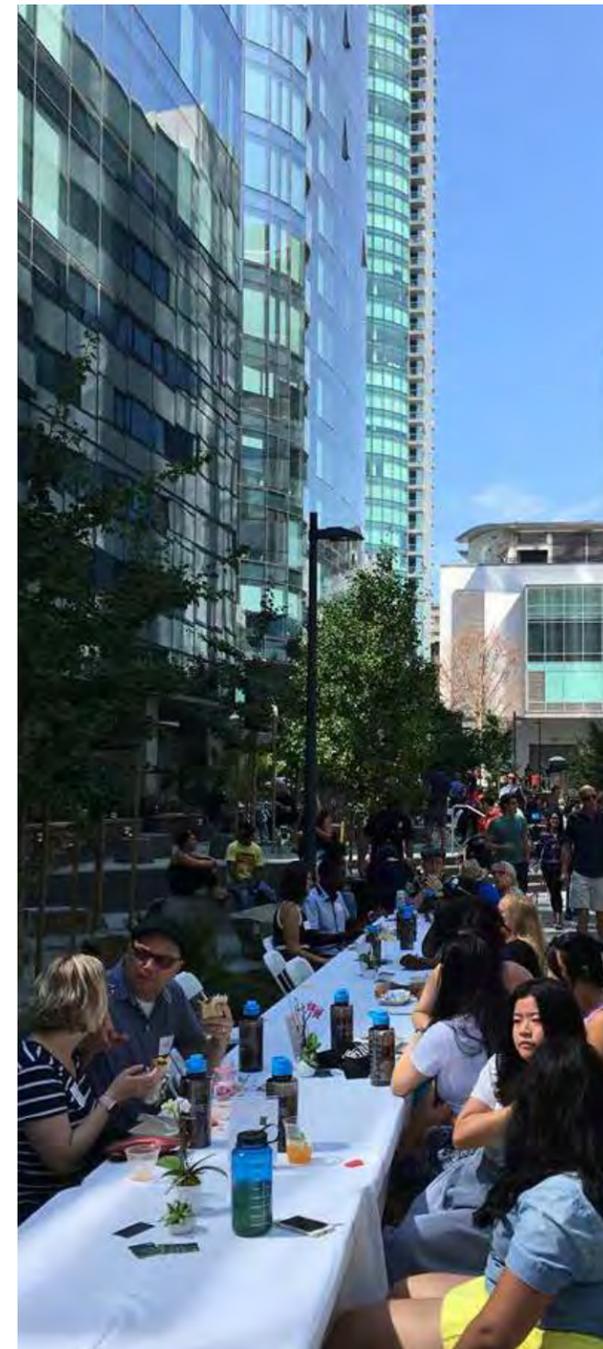
The South Downtown area: Transit Center District is outlined in Cyan, Soda area is outlined in Magenta.

Geography: This Report is focused on streets in the Transit Center District. To promote streetscape continuity across the larger South Downtown neighborhood as envisioned in the Soda process, some refinement concepts presented here extend to include street segments that are subject to the Rincon Hill Streetscape Plan.

Streetscape Planning and Visioning in the South Downtown: Timeline

- 1985 Downtown Plan
- 1996 CA High Speed Rail Authority Formed
- 1999 Proposition H, mandating Caltrain be extended Downtown
- 2001 TJPA Established
- 2004 TJPA FEIS/EIR
- 2005 Rincon Hill Plan
- 2005 Transbay Redevelopment Plan
- 2006 Transbay Redevelopment Streetscape Open Space Concept Plan
- 2006 SFMTA Board Approves Rincon Circulation & Sidewalk Changes
- 2010 Better Streets Plan
- 2012 Transit Center District Plan
- 2015 Rincon Hill Streetscape Plan
- 2016 The East Cut Community Benefit District Formed
- 2017-19 South Downtown Design and Activation (**Soda**)
- 2023 The East Cut Street Life Plan
- 2023 South Downtown Streetscape Report

SODA: PUBLIC ENGAGEMENT



Walking Tour and Street Party: September 2017

Soda was a collaborative community-focused visioning process led by the East Cut CBD and City agencies including SFMTA, Public Works, the San Francisco Arts Commission, the Office of Community Investment and Infrastructure, and the Planning Department. Starting in 2017, Soda community engagement included in-person and on-line events:

In person events – co-hosted by the East Cut CBD

- First Community Workshop: August 2017 (photo right)
- Walking Tour and Street Party: September 2017 (photo left)
- Second Community Workshop: October 2017
- Spear Street pop-up party: May 2018 (photo right)
- Pop-up Planning Office: Spring 2018
- Focused Outreach Events to Property Owners, Tenants and Merchants along Corridors with Near-Term Streetscape Projects: Spring 2019
- Third Community Workshop: May 2019
- Minna/Natoma Art Corridor Workshop #1: July 2019
- Minna/Natoma Art Corridor Workshop #2: June 2020

Online events and engagement

In addition to in-person outreach meetings and events, Soda hosted two websites where members of the public were invited to learn about the planning process.

- The Planning Department hosted a traditional project website (<https://sfplanning.org/southdowntown>) which contained basic project information like a project schedule and summaries of and materials presented at outreach events.
- The East Cut CBD hosted an interactive website using the Neighborland platform (<https://neighborland.com/sodasf>) where members of the public were invited to comment on their priorities for the neighborhood. Over the course of the planning process, the Neighborland site saw over 3,000 unique visitors, over 1,300 of which actively contributed to the site (meaning they commented, voted, shared an idea, or took a survey).
- Due to shelter-in-place requirements, the second Minna/Natoma Art Corridor Workshop was held online in June 2020



First Community Workshop, August 2017



Spear Street pop-up party, May 2018

SODA: COMMUNITY INPUT

Online and in person, Soda participants placed a high priority on safety and mobility on streets in the South Downtown. They also wanted to see the neighborhood's public realm further enhanced with planting, art and street furniture, and were eager to "elevate the experience" of sharing the neighborhood's streets and open spaces with each other. Community priorities are presented below, and ideas for public realm enhancement and activation based on these priorities are presented on the following page.

Prioritize Safety and Mobility

Public input indicated a strong preference for the City to invest in improving street safety for all users with an emphasis on people walking, biking, and riding transit. Feedback also highlighted desire for the City to better manage traffic.

Walking

- Better enforcement on cars that block crosswalks and other spaces intended for pedestrians.
- Strong demand for traffic calming and roadway safety measures throughout the neighborhood.
- Improved lighting of areas under bridges and in public stairwells.
- Improved wayfinding for people walking.

Transit

- Faster, more frequent, and more consistent public transit .

Biking

- More places to securely store bikes.
- Additional bike share stations in the neighborhood.
- Strong demand for safer connected bike facilities.

Traffic Management

- Better management of the curbside especially with regards to rideshare (i.e. Uber/Lyft) pickup and drop-off.
- Improved traffic enforcement especially during rush hour and other strategies that improve pedestrian safety.

Enhance the Public Realm

Public input indicated a strong desire for more trees and greening, public art and places to sit.

Sidewalks

- Wide sidewalks and more spaces that prioritize people walking and biking.
- Improved lighting, cleanliness, and overall safety in the neighborhood's public staircases and alleys.
- Additional places for people to sit, including seating that can accommodate groups.

Art

- More public art, especially sculpture and other forms that the public can engage with.

Open Space

- Park design features that accommodate children and dogs, community gardens and recreational sports.
- Prevent private properties from gating off or restricting access to public open spaces.

Greening

- The integration of green stormwater management features like rain gardens and green walls into the built environment.

Public Space Design

- Public spaces that are clean, safe
- Places for socializing and sitting
- Places for children to play
- Incorporate natural features like landscaping, trees, and water into the design of sidewalks and public open spaces

Elevate the Experience

These comments reflect the community's ideas for enlivening the culture and improving overall livability in the South Downtown as well as ideas for informing the design and programming of future open spaces in the neighborhood. Ideas generated in this category are presented on the following page and will be led by The East Cut CBD, and are also reflected in *The East Cut Street Life Plan* which is included as an appendix in this report.

Programming

- Increased programming in public spaces such as interactive public art, performances, and activities that promote public health (e.g. exercise classes, gardening, dance classes).
- Providing activities for children.
- Establishing a community market.
- Scheduling for events that foster community interaction on evenings and weekends.

Social Services

- Increased services to assist the neighborhood's homeless population

Retail

- Promote more small retail businesses (vs. large chains)
- Promote more neighborhood-serving retail (as opposed to solely commuter-oriented retail)
- Encourage restaurants that are open during the weekend and after work hours

The Soda community visioning process looked at both the physical design of the public realm and at its activation. While the South Downtown Streetscape Report concentrates on refinement ideas for larger-scale streetscape projects that may be implemented by City agencies or private developers, Soda also identified opportunities for smaller-scale enhancements that could be added to streets, parks, and publicly accessible spaces, and for events and programs that activate and enliven the public realm. Neighborhood organizations such as **The East Cut CBD** are best positioned to lead planning and implementation of these customized smaller-scaled improvements and activations, all of which are included in *The East Cut Street Life Plan*, an appendix to this report.

Public Realm Enhancement opportunities

- Enhancements that express neighborhood identity and character: opportunities include decorative crosswalk treatments, which serve both placemaking and safety functions; distinctive bicycle racks; and gateway features such as signage, artwork, iconic lettering or similar installations.
- Enhancements that help residents and visitors explore the neighborhood: opportunities include metal plaques installed into sidewalks, highlighting historic features and mark entrances to privately owned public open spaces; distance markers to various destinations, which can also help walkers keep track of fitness goals; neighborhood posts on which neighbors can advertise events.
- Enhancements to existing Living Streets: opportunities to enhance the linear parks along Living Streets include pet relief facilities, Wi-Fi zones, additional seating, and more diverse plantings and public art.
- Enhancements focusing on health and safety: opportunities include installing air quality monitors at key locations; installing outdoor fitness equipment in existing open spaces; adding custom lighting to augment existing city-standard lighting at key locations; installing green parklets to augment landscaping on neighborhood streets.
- Enhancements in support of workers: opportunities include outdoor working spaces, free Wi-Fi zones, and amenities in commuter Casual Carpool pick-up zones such as custom seating, canopies, and public art.

Public Realm Activation opportunities

- Food--focused: create temporary plazas near food establishments by closing alleys to traffic during weekday lunchtime, when demand for open space is highest - similar to successful lunchtime closures on Merchant Street and other alleys in the North Downtown; Promote neighborhood sociability by encouraging outdoor seating options at restaurants and cafés that currently have large sidewalks; Create an affordable Farmers market at a vacant or under-developed site such as the temporary Transbay terminal site.
- Events: curate weekly evening events to encourage commuters to stay in the City later, helping lower demand on the transportation system during rush hour and benefitting local merchants; Curate a walking tour series to support sociability amongst residents and visitors and promote District amenities, such as the neighborhood's numerous pieces of public art by world-renowned artists, widely celebrated architecture, and diverse landscaping; Partner with local organizations to offer group exercise classes like yoga or Pilates in public spaces.
- Vacant and under-developed sites: There are several vacant buildings, retail spaces, and sites in the neighborhood. Finding ways to activate these sites until more permanent uses move in can increase cleanliness and safety while promoting sociability. Temporary uses may include lunchtime game activities, happy hour events, community gardens, spring/fall beer gardens, retail pop-ups, or similar activities. Recently, the East Cut CBD has established a community garden at a vacant site on Essex Street.

The East Cut Community Benefit District

Vibrant open spaces, streets, and ground floors are vital to the success of urban neighborhoods. Planning in Transbay and Rincon Hill has facilitated the creation of a high-quality public realm in the South Downtown but planning alone is not a guarantee that ground floors, sidewalks, and open spaces will come to life. This is more effectively achieved at the local level via community-based organizations such as the East Cut Community Benefit District (CBD).

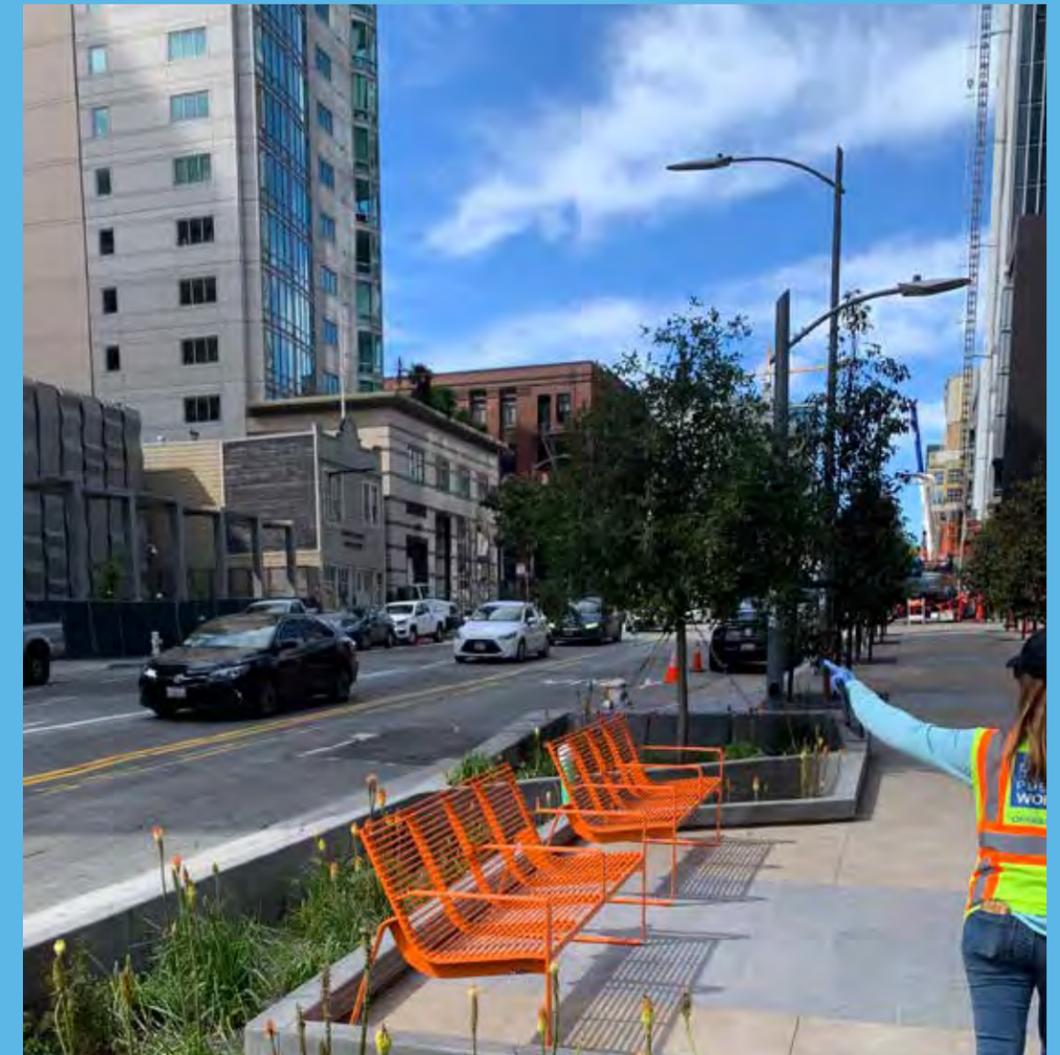
The East Cut neighborhood is one of the fastest-growing neighborhoods in San Francisco. As of summer 2020, approximately 28 residential and commercial towers have been completed with two more under construction, and an additional two in the planning phase. The East Cut CBD strives to make The East Cut a true urban neighborhood, translating ideals envisioned through years of planning and community engagement into community-supporting activities and projects. The CBD achieves this by hosting events that seek to engage diverse community stakeholders and delivering projects in a timely fashion.

PRINCIPLES FOR STREET DESIGN

Streets are the largest component of the public realm, particularly in densely-built areas such as the South Downtown. Building on decades of planning efforts in the Transit Center District and Rincon Hill, the Soda community visioning process identified principles that are particularly relevant to the design of streets in the neighborhood. These are reflected in the Streetscape Palettes and Streetscape Concepts presented below:

- The Transit Center is the civic heart of the South Downtown. It is a special and important place.
- Streetscape designs should encourage and celebrate connections between civic nodes (e.g. cultural institutions such as SFMOMA), transit hubs, and open spaces.
- North/south streets (First, Fremont, Beale, Main & Spear Street) should be designed with similar material palettes in Rincon Hill and in the Transit Center District to lend cohesion and a sense of place to the South Downtown.
- Folsom Street is the commercial heart of the South Downtown, linking rather than dividing the more office-oriented Transit Center District and the more residential Rincon Hill.
- Market and Mission Streets are the primary transit corridors of the area.
- Main, Beale, Spear, Essex, and Howard Streets are “Living Streets” with generous pedestrian amenities trees and understory plantings, designed to foster public life and social interaction.

In order to increase legibility of South Downtown as a cohesive place while meeting today’s needs, the Soda community visioning process refined the Transit Center and Rincon Hill district-wide palettes for Street Trees, Sidewalk Paving, Street Furniture, and Street Lighting. Future Streetscape projects will use elements from these palettes, which may be updated to meet evolving conditions.

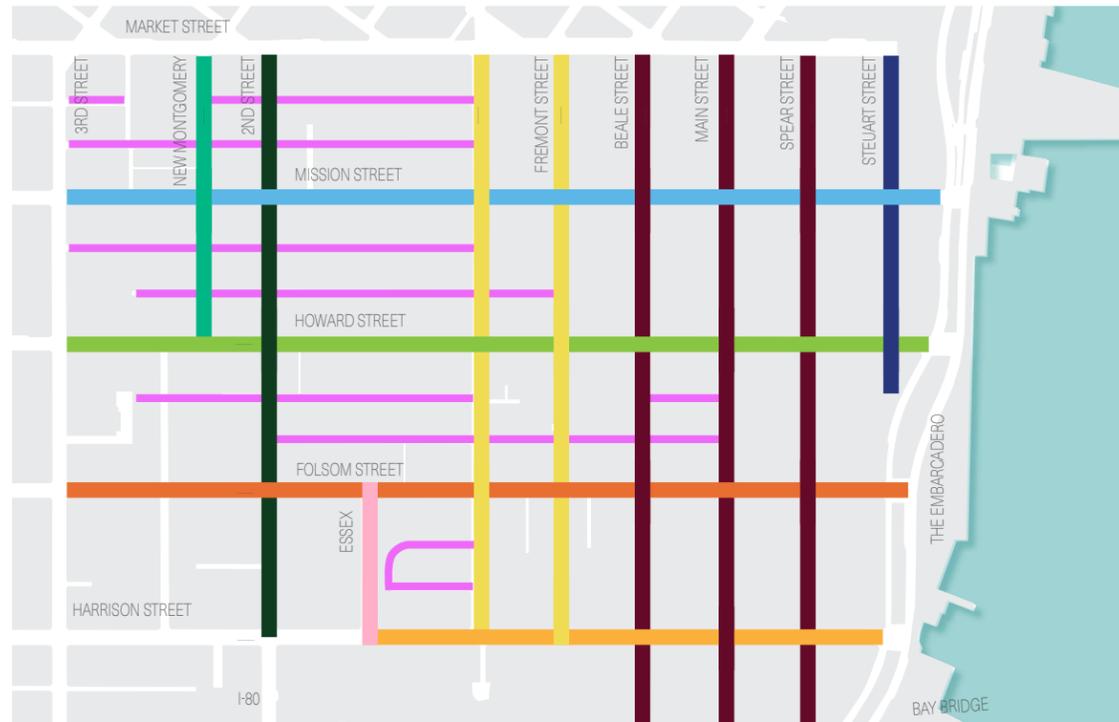


Sidewalk at 400 Folsom Street with street trees, banded sidewalk, seating, and pedestrian-scaled lighting selected from the palettes on the following pages.

Street Tree Palette

The Transit Center District Plan and Rincon Hill Streetscape Plan include recommendations for street tree species. The Soda community visioning process refined these recommendations with community and professional input. The refined recommendations are shown on this page.

New species were added to celebrate refined streetscape design concepts, increase biodiversity in the urban forest, and maximize visual interest and place making opportunities. On streets where existing plantings have established a dominant species pattern, the palette recommends continued use of these proven plantings. Additional species may be included in the palette from time to time in response to evolving conditions including climate change, new pests or diseases, and commercial availability.



Recommended Street Tree species, see tree images for map key.



Aesculus carnea
Red Horse Chestnut



Banksia integrifolia
Coast Banksia



Brachychiton discolor
Queensland Lacebark



Callistemon viminalis
Weeping Bottlebrush



Ginkgo Biloba
Ginkgo



Laurus nobilis
Bay Laurel



Liquidambar styraciiflua
Sweet Gum



Lophostemon confertus
Brisbane Box



Magnolia grandiflora
Southern Magnolia



Metrosideros excelsa
New Zeland Christmas



Pinus canariensis
Canary Island Pine



platanus-x-hispanica
London Plane



Quercus agrifolia
Coast Live Oak



Quercus frainetto
Hungarian Oak



Tristaniopsis laurina
Tristiana Swamp Myrtle



Ulmus propinqua
Emerald Sunshine
Emerald Sunshine Elm

Sidewalk Paving Palette

Unique sidewalk paving treatments are highly encouraged in the South Downtown as they add visual interest to the public realm and give circulation areas a stronger sense of place. Paving treatments should be consistent along streetscape corridors.

To encourage visual cohesion throughout the district, paving treatments in the South Downtown should be consistently applied across streetscape corridors:

-  Dark sparkle concrete has historically been applied in the downtown core and should be used on Mission and Howard Streets.
-  Special sidewalk paving in the furnishing zone should be used on 1st, Fremont, Spear, Steuart and Harrison Streets.
-  Banding treatments are reserved for the Folsom commercial spine and Living Streets on Main and Beale.
-  On Essex, paving outside of the accessible path of travel should be minimized. Extra space not needed for essential transportation functions should be programmed with landscaping or recreational uses.
-  City standard 3'x3' concrete should be used on Second Street.

With rare exceptions, sidewalk paving in the South Downtown should adhere to Public Works Order 200,369 - Standard Paving Materials in San Francisco's Public Right of Ways. Areas that include non-standard materials in the right-of-way are required to obtain a major or minor encroachment permit from the San Francisco Public Works Bureau of Street Use & Mapping (BSM).



Dark Sparkle



Banding



Sidewalk Furnishing Zone

Street Furniture Palette

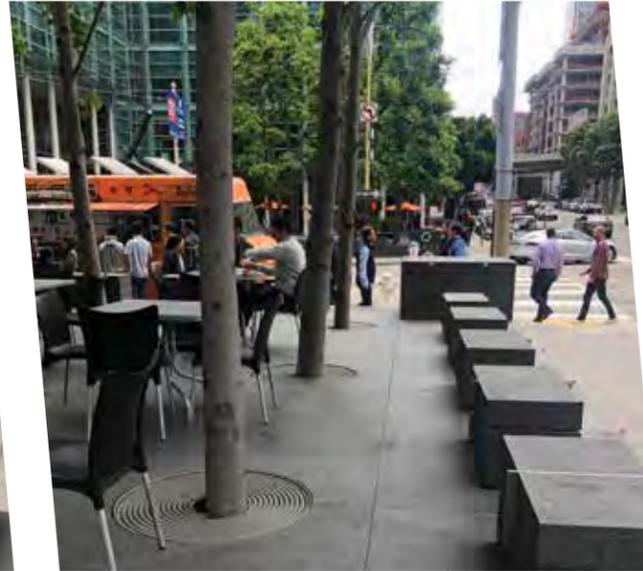
The Transit Center District and greater South Downtown areas include many different options for public seating, with a substantial amount added in recent years due to the expansion of POPOS throughout the area.

Currently, the only District-specific seating for public sidewalks is the mmcité Preva Urbana bench and chair set, selected by the The East Cut CBD, OCII, CMG Landscape Architecture, and Perkins+Will. This furnishing is to be used on all public right-of-way improvement projects. The most recent installations of this furniture are on Folsom Street from 2nd Street to The Embarcadero (part of the Folsom Streetscape Improvement Project) and on Main Street between Howard and Mission streets adjacent to the 250 Howard POPOS.

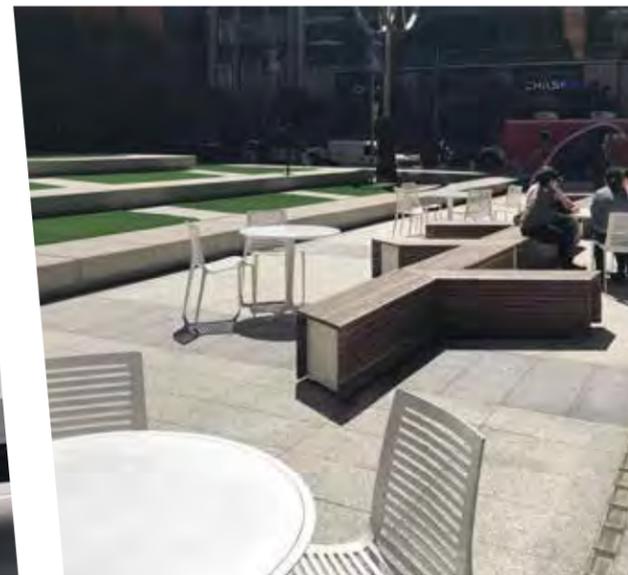
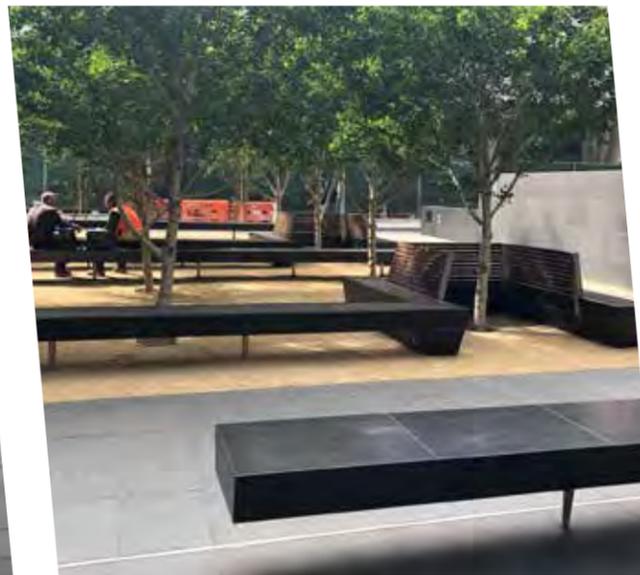
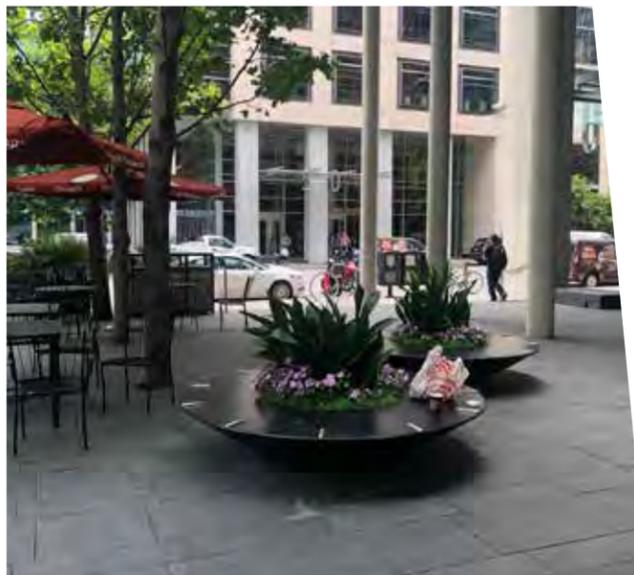
In open spaces other than public sidewalks, other seating may be used as shown in photographs of existing South Downtown open spaces on the right.



Public sidewalk seating



POPOS seating - fixed and movable (Foundry Square POPOS)



Street Lighting Palette (note: from PUC, may be deleted)

Street Light Overview:

One common unifying element of the public realm is the lighting scheme, whose elements include the light fixtures, illumination levels, and fixture locations. Unique light fixtures, common to Rincon Hill and Transbay, are intended to replace all of the existing street lighting in the districts, including all of the standard “Cobra” head fixtures. The fundamental principles guiding these lighting standards are:

1. Illumination should be oriented to the pedestrian realm, with roadway lighting serving to highlight conflict points and pedestrian crossings only at intersections and crosswalks.
2. The pattern of illumination and fixture placement should create a clear hierarchy and classification of streets, differentiating the function of Folsom and Harrison Streets from the more residential streets and alleys.

The City, through ordinance by the Board of Supervisors and the Mayor, have declared Rincon Hill and Transbay a unique special lighting area, due to the neighborhoods’ cohesiveness, distinctness and size.

The City has adopted the following fixtures and standards for lighting in Rincon Hill and Transbay:

Roadway and Pedestrian Lights

Pole: The city has commissioned Valmont Industries to manufacture a custom light pole for the Rincon Hill Streetscape Master Plan area. The light pole is available as a tall roadway light and shorter pedestrian light. Specific pole heights, luminaire arm lengths and pole spacing will vary depending on site conditions.

Pole Manufacturer: Valmont Industries.

Luminare: “Lumec GPLS / GPLM”

Luminare Manufacturer: Philips Lumec

Interested parties should contact SFPUC Utility Services for detailed specifications and construction standards for street lights.

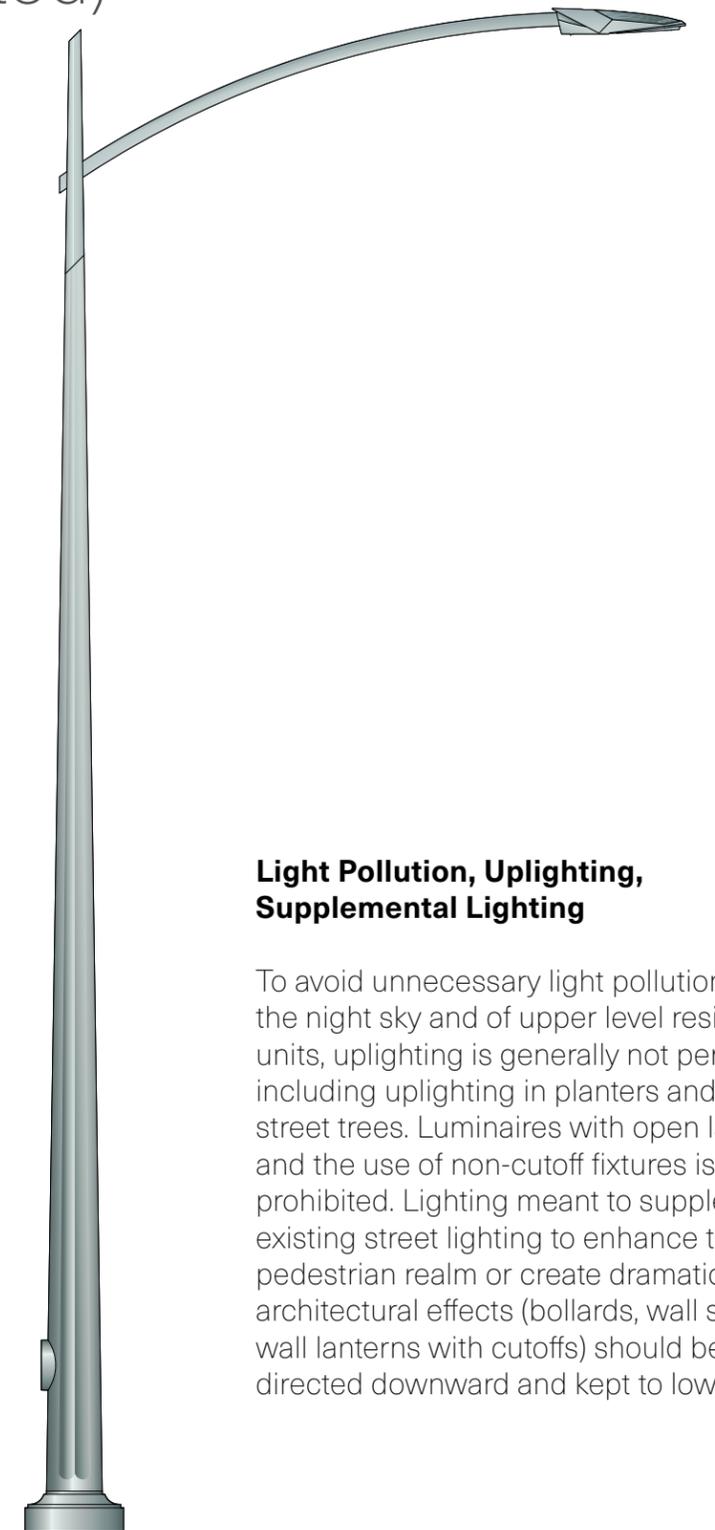
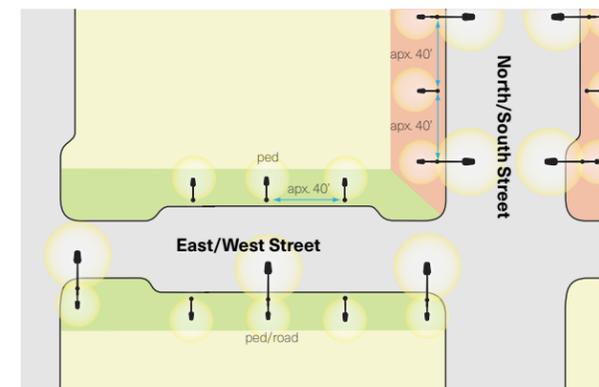


Street Light Pattern

East/West Streets (Howard, Mission, Folsom Harrison): Roadway lights, with Roadway/Pedestrian combo, four per block, spaced roughly every 75-80 feet. Roadway lights should be paired/aligned to the greatest extent feasible. Pedestrian lights infill midway between Roadway (i.e. three per block). Lamping: Roadway: 100W Pedestrian: 70W.

North/South Streets (Spear, Main, Beale Fremont, First, 2nd): Pedestrian lights spaced every 40 feet (roughly between every other street tree), both sides of the block. One Roadway/Pedestrian combo light at each crosswalk/intersection - one at either end of the block and one at mid-block. Lamping: Roadway: 100W Pedestrian: 70W.

Alleys: Alleyway light spaced 40’ apart on one side of street only. Pendant lights, suspended on a cable mounted to abutting buildings, may be substituted for pedestrian lights.



Light Pollution, Uplighting, Supplemental Lighting

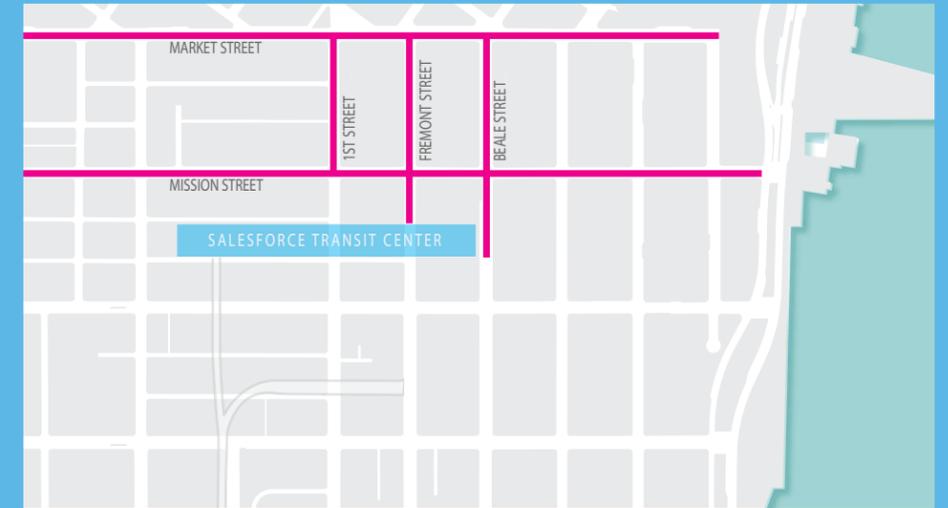
To avoid unnecessary light pollution of the night sky and of upper level residential units, uplighting is generally not permitted, including uplighting in planters and of street trees. Luminaires with open lamps and the use of non-cutoff fixtures is prohibited. Lighting meant to supplement existing street lighting to enhance the pedestrian realm or create dramatic architectural effects (bollards, wall soffits, wall lanterns with cutoffs) should be directed downward and kept to low levels.

STREETSCAPE: CONCEPTS

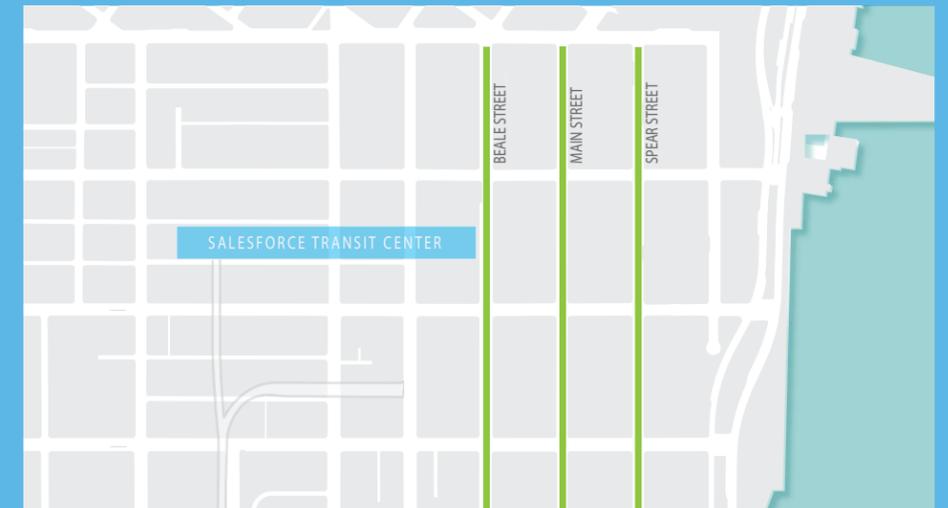
During the Soda community visioning process, staff from City agencies worked with community members to develop suggestions for refining streetscape concepts of the Transit Center District Plan (TCDP). Staff translated the design concepts of the TCDP into more understandable streetscape illustrations and helped community members explore options for refining these concepts. These refined design concepts are included in the following pages. They reflect evolving community preferences and respond to factors that have come to the fore since the adoption of the TCDP, including:

- Increased emphasis on pedestrian safety, exemplified in the City's Vision Zero policy.
- Increased emphasis of greening and biodiversity as strategies for climate resilience and adaptation.
- Increased emphasis on transit-only lanes and other transit-prioritizing elements to improve transit speed and reliability.
- Increased emphasis on protected bicycle infrastructure (e.g. cycle tracks) to support the shift towards more sustainable modes of travel.
- Increased demand for curbside access by Transportation Network Companies (TNCs, e.g. Uber and Lyft), Micromobility services (e.g. bicycle and scooter sharing) and delivery services.

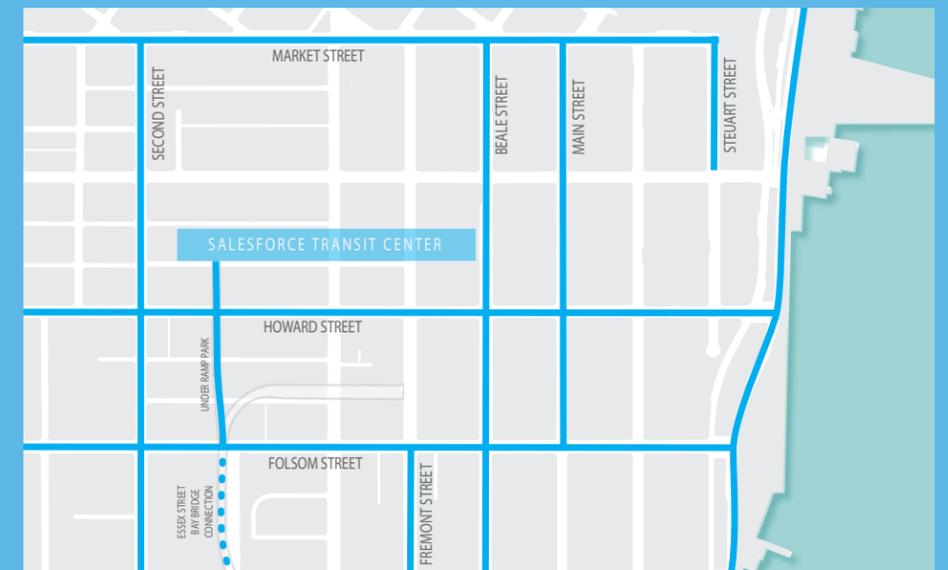
The streetscape concepts on the following pages illustrate City agencies' current shared understanding of how the limited space on our streets should be allocated. Each streetscape concept includes a high-level description of the street's function and touches on the number of lanes, general sidewalk widths and other streetscape elements identified in the Transit Center District Plan and Rincon Hill Streetscape Plan and refined via the Soda community visioning process. Cross section accompanying the streetscape concept are for illustration purposes only and are not to scale. As can be seen in the maps on the right of this page, most District streets are intended to prioritize transit, greenery, and/or active transportation modes rather than the movement and storage of private automobiles.



Streets with Transit-Only lanes



Living Streets



Streets with Bicycle facilities

Streetscape Priorities



LIVING STREET



PRIORITY TRANSIT



BIKE NETWORK

Beale Street

(Market to The Embarcadero)

Beale Street is envisioned as a Living Street which prioritizes pedestrian activity and usable open space over traffic. In addition, Beale Street will provide a protected two-way bicycle connection from Market Street to Bryant Street and the Embarcadero.

Pedestrian realm

The basic design strategy of the Living Streets is to significantly widen the pedestrian space on one side of each street to create sufficient space for open space amenities such as pocket parks, seating areas, community gardens, dog runs, and public art. The East side sidewalk is approximately 24 feet from face of curb within the Rincon Hill Plan area. Elsewhere, the East sidewalk should be as wide as possible considering the existing improvements at the Salesforce Transit Center, the planned two-way cycle track, and other required facilities. In general, all sidewalks shall comply with Better Streets Plan standards, with corner bulb-outs where feasible.

Improvements to support casual carpool queuing and pick-up between Howard and Folsom Street, west side.

Recommended new pedestrian crossings

- At Clementina Street
- Midblock between Folsom and Harrison Streets connecting publicly accessible open space at 300 Beale Street and Rincon Place.

Paving: banding treatments

Recommended Street Trees:

- *Banksia integrifolia* (Coast Banksia)
- *Brachychiton discolor* (Queensland Lacebark Tree). Note: needs ample permeable area. Plant only on Living Streets with wide sidewalks.
- *Quercus agrifolia* (Coast Live Oak)

Roadway

Transit facilities:

- Market to Natoma: transit-only lane serving the Salesforce Transit Center

Bicycle circulation

- Market to Bryant: two-way protected bicycle way (cycle track) including a protected cycle track intersection at Howard Street

Vehicle circulation

- Market to Folsom: two Southbound general purpose lanes with additional turn pockets at Mission and Howard Streets.
- Folsom to Bryant: 2-way street with one general purpose lane in each direction with additional extended turn lanes at Bryant Street.



Street Trees



COAST BANKSIA



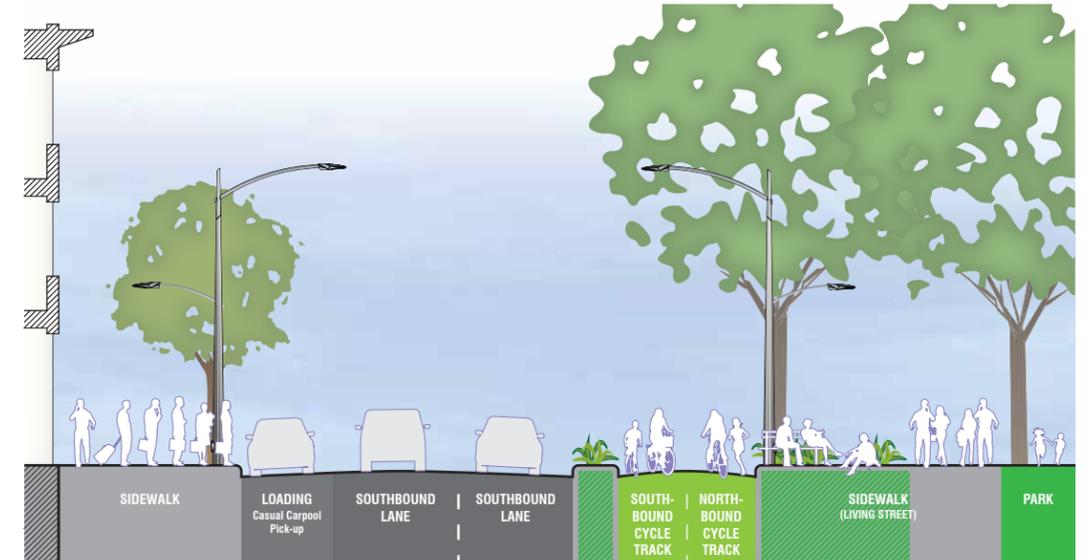
QUEENSLAND LACEBARK



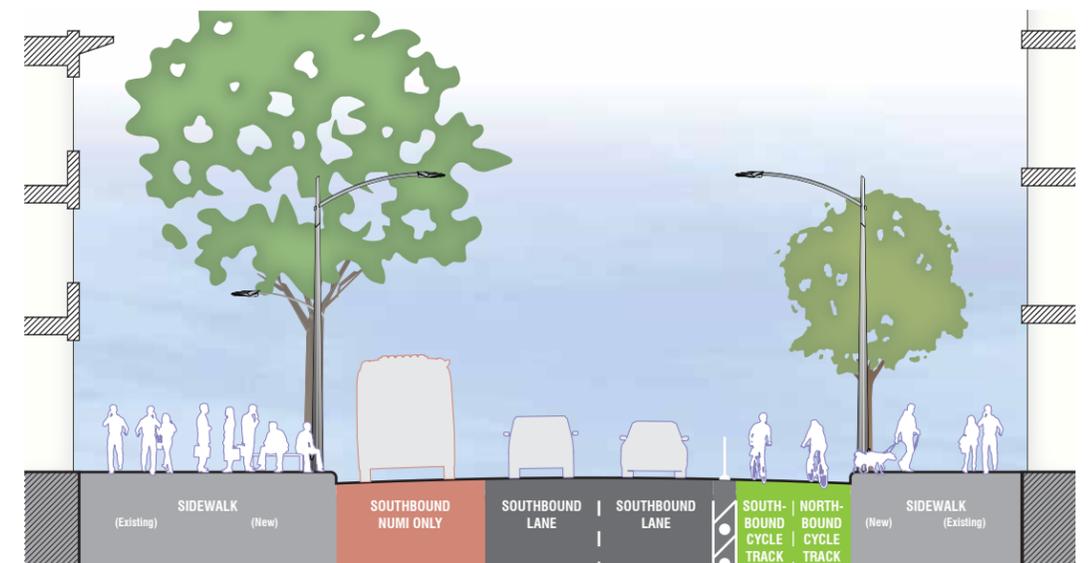
COAST LIVE OAK

Paving

BANDING



Conceptual section of Beal Street at Transbay Park looking North showing two-way cycle track and casual carpool area.

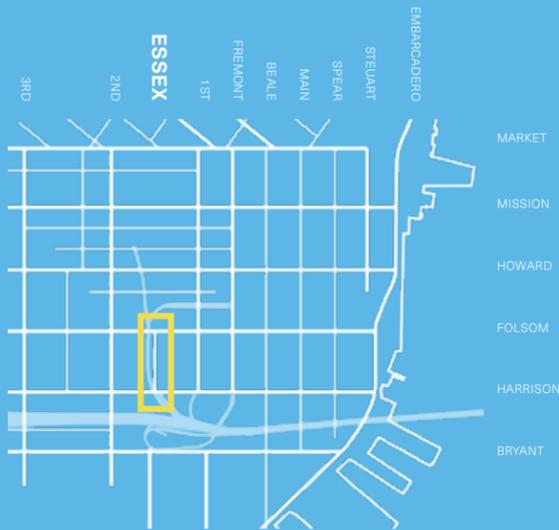


Conceptual section of Beal Street near Market Street looking North showing two-way cycle track, transit-only lane and wide sidewalks.

Streetscape Priorities



LIVING STREET



Street Trees



COAST BANKSIA



CANARY ISLAND PINE



COAST LIVE OAK

Paving

BANDING

Essex Street

(Folsom to Harrison Street in Rincon Hill)

Land under the elevated freeway ramps bordering the west side of Essex Street is slated to be improved as a public park (“Under Ramp Park”), while the steep hillside on the east side of the street is the preferred touch-down location for a potential future bicycle path on the western span of the San Francisco Bay Bridge connecting San Francisco to Yerba Buena Island.

The Rincon Hill Streetscape Plan envisions Essex Street as a Living Street which prioritizes pedestrian activity and usable open space over traffic, with a wide sidewalk on the east side of the street to create sufficient space for open space amenities such as pocket parks, seating areas, community gardens, dog runs, and public art. However, the potential for a San Francisco Bay Bridge bicycle path touchdown at this location suggest that low-cost or reversible improvements are more appropriate in the interim while the larger project is pending.

The Soda process developed ideas for short- and medium-term improvements as well as a long-term vision for Essex Street. The long-term vision includes:

Pedestrian realm

A wide sidewalk on the east side of the street, accommodating the San Francisco Bay Bridge bicycle path touchdown as needed with additional pedestrian amenities where possible. In general, all sidewalks shall comply with Better Streets Plan standards, with corner bulb-outs where feasible.

Paving: banding treatments adjacent to development, designer’s choice elsewhere

Recommended Street Trees:

- *Banksia integrifolia* (Coast Banksia)
- *Pinus canariensis* (Canary Island Pine)
- *Quercus agrifolia* (Coast Live Oak)

Roadway

Transit:

- Study the need for a southbound transit-only lane.

Bicycle circulation:

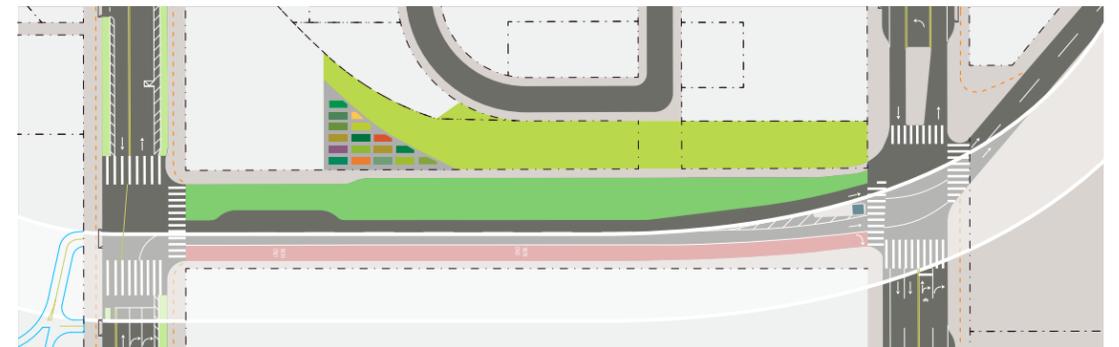
- two-way protected cycle track connecting a San Francisco Bay Bridge bicycle path touchdown to Folsom Street.

Vehicle circulation:

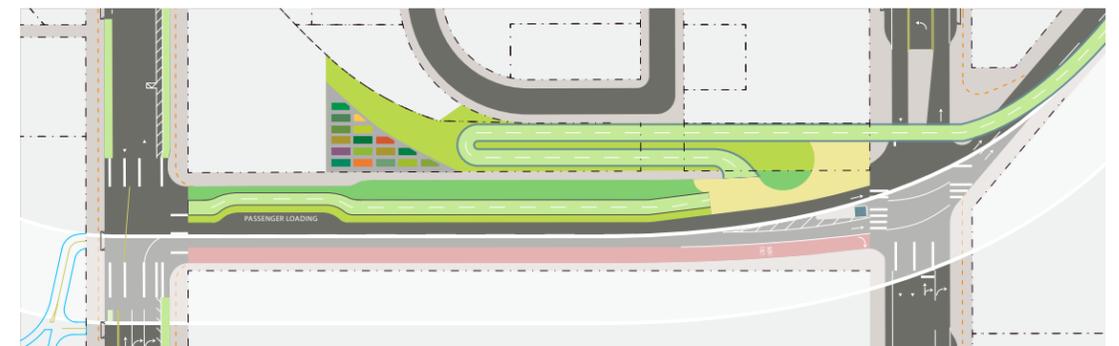
- Two Southbound general purpose lanes



Potential near-term improvements: The City and East Cut CBD should continue to focus their efforts on low-cost improvements that can activate the street and make it feel more comfortable for pedestrians. Several projects underway that support this effort including introduction of new Muni service (SFMTA), replanting the landscaped hillside (OCII, outside the Essex Street ROW), and the installation of additional murals and potential community garden space (East Cut CBD, outside the Essex Street ROW).



Potential mid-term improvements: concept plan showing reconfigured roadway, with excess space given over to neighborhood uses. The City may explore such uses as a dog run, skate park, or additional community gardens to activate the space. Any programming implemented into a future public open space on Essex Street must either be designed to co-exist with the future bike path project or be installed with the explicit understanding that it may need to be removed when the bike path project moves forward.



Long-term vision: concept plan showing a bicycle connection to the San Francisco Bay Bridge on Essex Street and the adjoining slope

Streetscape Priorities



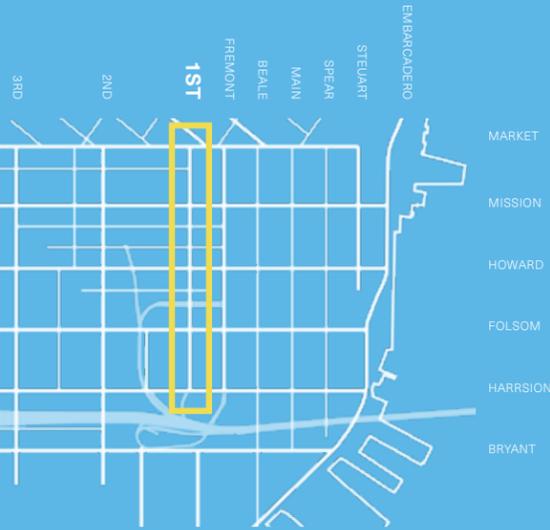
PRIORITY
TRANSIT



CITYWIDE
CONNECTOR



VISION
ZERO



First Street

(Market to Folsom, plus Folsom to Harrison in the Rincon Hill area)

The northern block of First Street is a crucial connection for busses heading towards the Salesforce Transit Center from Market Street, while the southern blocks accommodate vehicles heading towards the Bay Bridge on ramp. Large office buildings on the northern blocks and large residential developments to the south place additional demands on the street. The long-term vision for First Street responds to these demands while also improving the pedestrian realm along this intensely developed street.

Pedestrian realm

Sidewalk widths on First Street should meet or exceed 15 feet wherever possible. In general, all sidewalks should comply with Better Streets Plan standards, with corner bulb-outs where feasible.

Recommended new pedestrian crossing

- Clementina Street.

Special paving should be utilized in the sidewalk furnishing zone

Recommended Street Trees:

- Callistemon viminalis (Weeping Bottle Brush). Note that Callistemon viminalis should not be planted in areas fronting long-term parking spaces south of Folsom Street
- Ginkgo biloba (Ginkgo)
- Tristaniopsis laurina (Swamp Myrtle)

Roadway

Transit facilities

- Market to Mission: Southbound transit-only lane

Vehicle circulation

- Market to Mission: two Southbound general purpose lanes.
- Mission to Howard: three Southbound general purpose lanes
- Howard to Harrison: four Southbound general purpose lanes

Street Trees



WEEPING
BOTTLE BRUSH



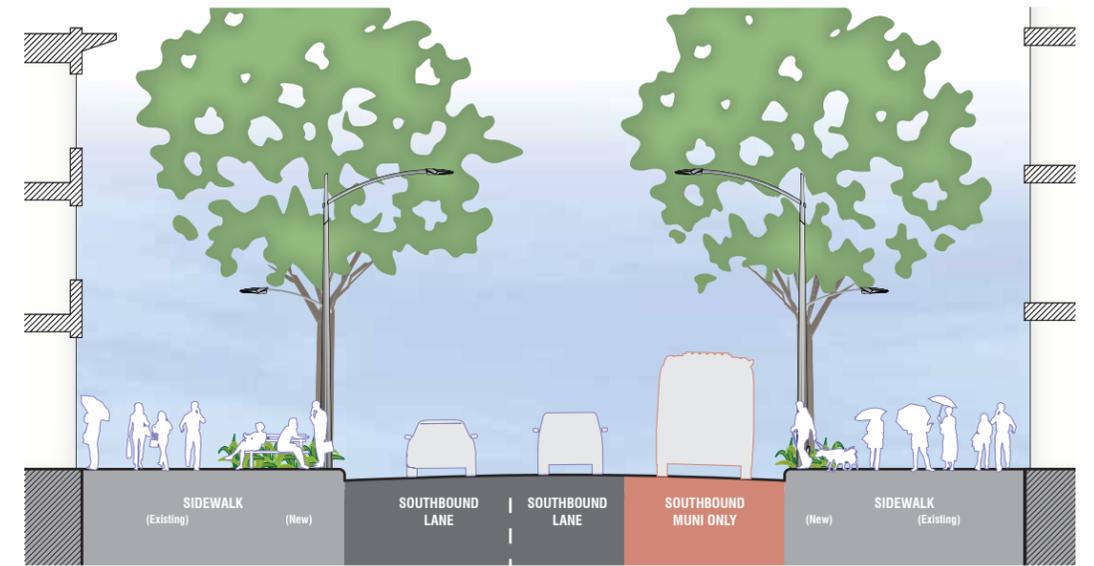
GINKGO



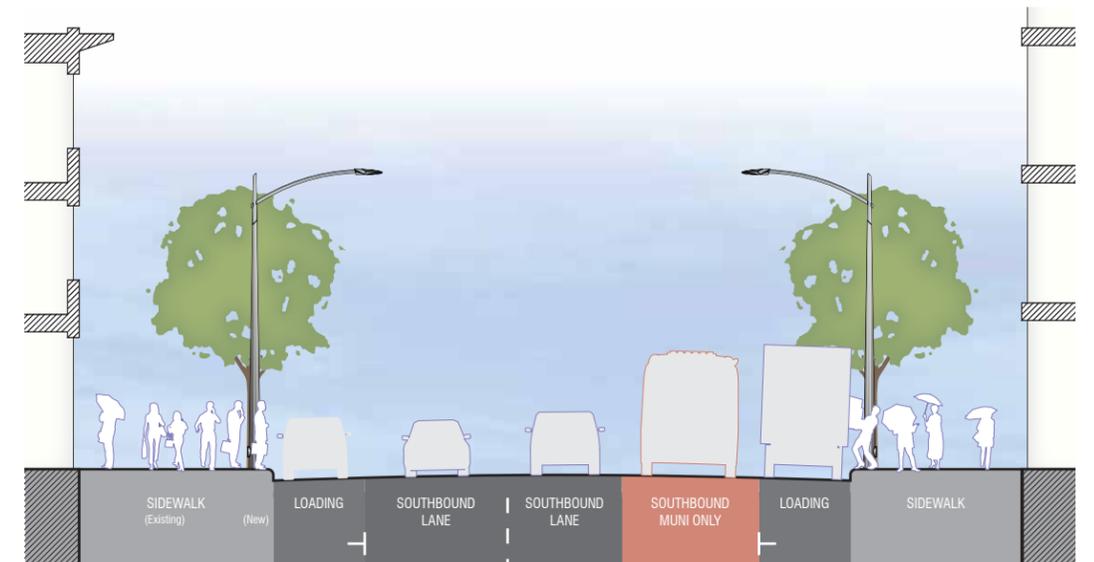
SWAMP
MYRTLE

Paving

FURNISHING ZONE



Conceptual section of First Street near the Mission Street intersection looking North showing transit-only lane and corner bulb-outs.



Conceptual section of First Street Between Market and Mission Streets looking North showing transit-only lane and corner bulb-outs.

Streetscape Priorities



Folsom Street

(The Embarcadero to Third Street)

Folsom Street is envisioned as a Green Connection which facilitates access to parks, open spaces, and the waterfront for people walking, biking, or using other forms of active transportation. The recently completed streetscape project implemented this vision with wider sidewalks and generous corner bulb-outs, parking-protected cycle tracks on each side of the street, and one traffic lane in each direction.

Pedestrian realm

Sidewalk width should comply with Better Streets Plan standards, with corner bulb-outs where feasible. The redevelopment parcels on the north side of the street are required to provide a 10' setback, creating a particularly wide pedestrian realm on that side of the street.

Paving: banding treatments

Recommended Street Trees:

- Lophostemon confertus (Brisbane Box)

Roadway

Bicycle circulation

- Parking protected bicycle lanes in each direction.

Vehicle circulation:

- Embarcadero to Essex Street: two-way street with one general purpose lane in each direction
- Essex Street to Second Street: two-way street with one westbound and three eastbound general purpose lanes.

Street Trees



BRISBANE BOX

Paving

BANDING



Conceptual section of Folsom Street at intersection looking East showing North-side building setback, cycle tracks, and sidewalk bulb-outs.



Conceptual section of Folsom Street midblock looking East showing North-side building setback, parking-protected cycle tracks, and loading zones

Streetscape Priorities



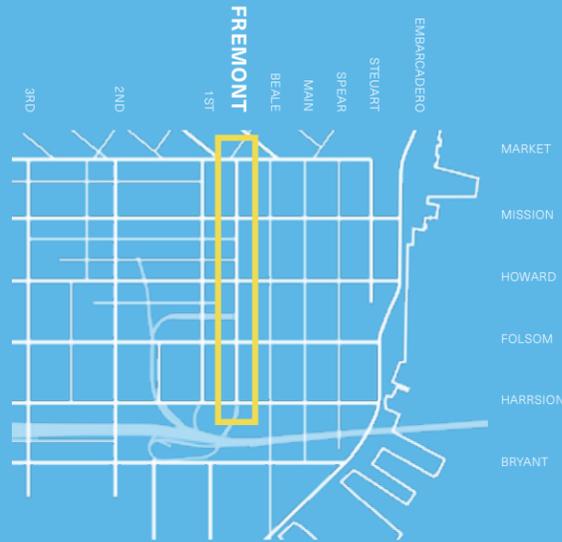
PRIORITY
TRANSIT



CITYWIDE
CONNECTOR



VISION
ZERO



Street Trees



WEeping
BOTTLE BRUSH



GINKGO



SWAMP
MYRTLE

Paving

FURNISHING ZONE

Fremont Street

(Market to Folsom, plus Folsom to Harrison in the Rincon Hill area)

The northern blocks of Fremont Street are a crucial connection for busses exiting the Sales-force Transit Center towards Mission and Market Streets, while the southern blocks accommodate vehicles entering the City via two off-ramps connected to the Bay Bridge. Large office buildings on the northern blocks and large residential developments to the south place additional demands on the street. The long-term vision for Fremont Street responds to these different demands by adjusting the street profile according to prevailing conditions at each block.

Pedestrian realm

Sidewalk are 15 feet from face of curb within the Rincon Hill Plan area. The existing narrow sidewalks between the I-80 off-ramp at Clementina Street and Howard Street and between Market and Mission Streets should likewise be widened wherever possible, and a new signalized crosswalk should be installed directly south of the off-ramp at Clementina Street. In general, all sidewalks should comply with Better Streets Plan standards, with corner bulb-outs where feasible.

Special paving should be utilized in the sidewalk furnishing zone

Recommended Street Trees:

- *Callistemon viminalis* (Weeping Bottle Brush). Note that *Callistemon viminalis* should not be planted in areas fronting long-term parking spaces south of Folsom Street
- *Ginkgo biloba* (Ginkgo)
- *Tristaniaopsis laurina* (Swamp Myrtle)

Roadway

Transit facilities:

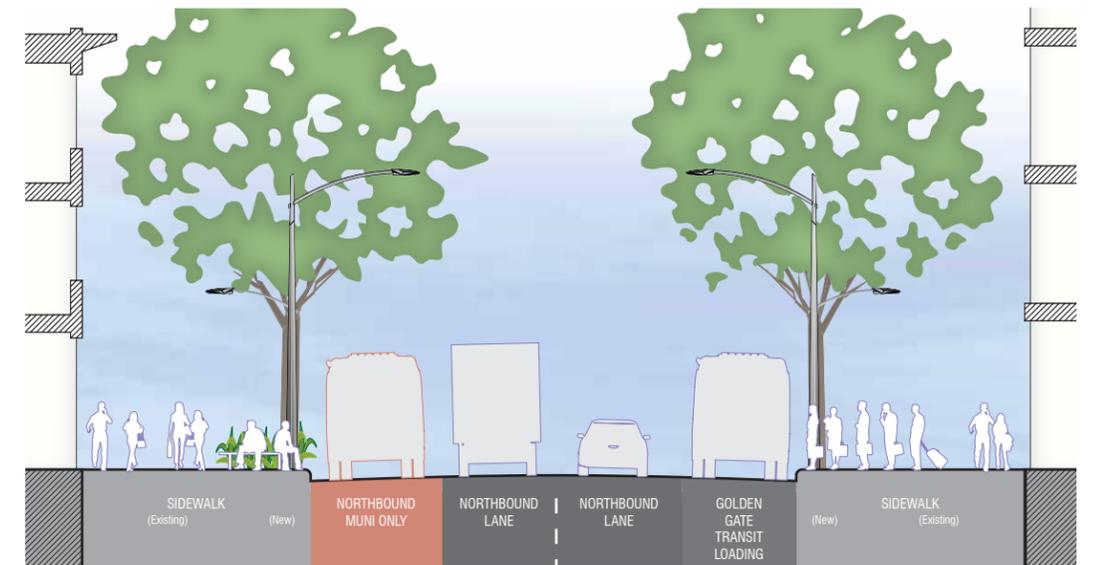
- Market to Natoma: Northbound transit-only lane

Bicycle circulation

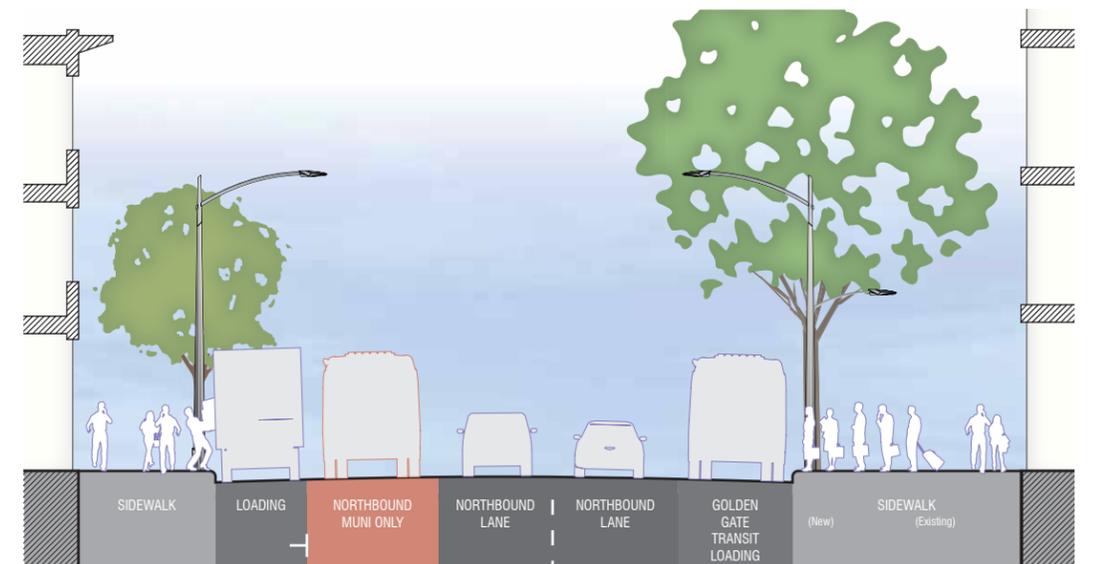
- Folsom to Harrison Streets: Southbound bicycle lane

Vehicle circulation:

- Market to Howard: two Northbound general purpose lanes
- Howard to I-80 off-ramp (Clementina): four Northbound general purpose lanes.
- I-80 off-ramp (Clementina) to Folsom: 2-way street with two general purpose lanes in each direction
- Folsom to Harrison: 2-way street with one Southbound and two Northbound general purpose lanes



Conceptual section of Fremont Street near the Mission Street intersection looking North showing transit-only lane and corner bulb-outs.



Conceptual section of Fremont Street midblock between Market and Mission Streets looking North showing transit-only lane and loading zones.

Streetscape Priorities



CITYWIDE CONNECTOR



RETAIL DESTINATION



BIKE NETWORK



Howard Street

(The Embarcadero to Third)

Howard Street is envisioned as a high-quality pedestrian and bicycle connection between the waterfront and western SoMa, with ample planting and calmed traffic. This vision will be carried forward in the proposed Transbay Howard streetscape project, currently in advanced design.

Pedestrian realm

Sidewalk width should comply with Better Streets Plan standards, with corner bulb-outs where feasible. The Howard Transbay project includes extended sidewalk bulb-outs at most intersections. In addition, the bikeway medians near selected intersections are designed as wide “street life zones” with trees, furnishings and other pedestrian amenities.

Paving: Dark sparkle concrete, with designer’s choice of paving materials at the sidewalk furnishing zone and in medians

Recommended Street Trees:

- Platanus x hispanica ‘Columbia’ (London Plane)
- Aesculus carnea (Red Horse Chestnut)
- Quercus frainetto (Hungarian Oak)

Roadway

Bicycle circulation

- Two-way protected bikeway. The Howard Transbay project proposes a bikeway wide enough to allow side-by-side social or family cycling, protected by a series of wide planted medians. This bikeway is of similar design to that planned for Howard Street west of the Moscone Center.

Vehicle circulation:

- Embarcadero to Steuart Street: 2-way street with one Eastbound and two Westbound general purpose lanes
- Steuart Street to Beale Street: 2-way street with one general purpose lane in each direction
- Beale Street to Fremont Street: 2-way street with one Eastbound and two Westbound general purpose lanes
- Fremont Street to Third Street: two Westbound general purpose lanes, with additional Westbound left-turn lanes at the First, Second, and Hawthorne Street intersections.

Street Trees



LONDON PLANE



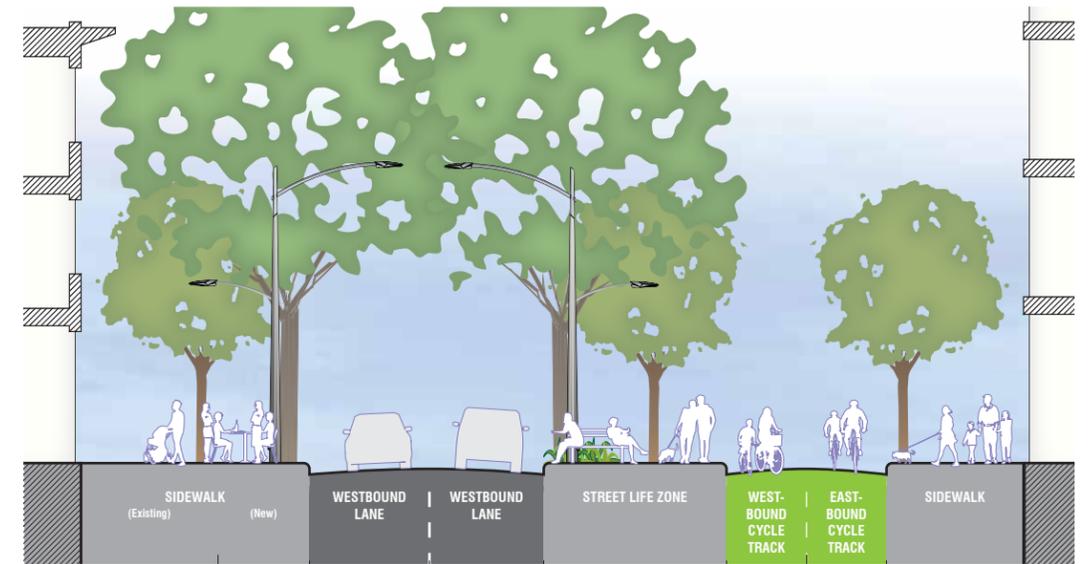
RED HORSE CHESTNUT



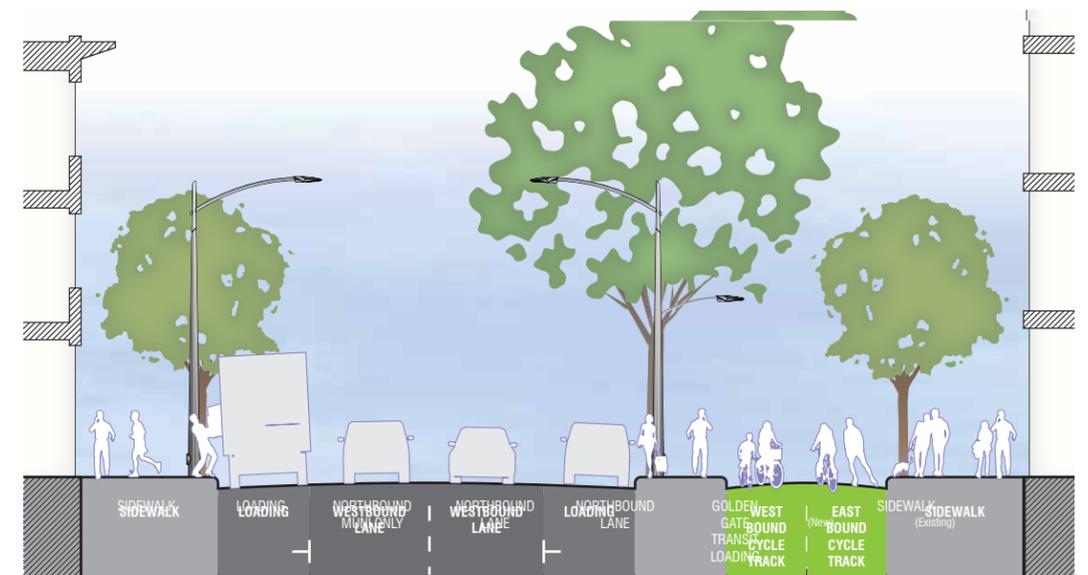
HUNGARIAN OAK

Paving

SIDEWALK: FURNISHING ZONE.
MEDIAN: DESIGNERS CHOICE



Conceptual section of Howard Street at intersection looking East showing two-way cycle track, street-life zone at median island, and sidewalk bulb-out.



Conceptual section of Howard Street midblock looking East showing two-way cycle track, landscaped median island, and loading zones.

Streetscape Priorities



Street Trees



COAST BANKSIA



QUEENSLAND LACEBARK



COAST LIVE OAK

Paving

FURNISHING ZONE

Main Street

(Market to Folsom, plus Folsom to Bryant in the Rincon Hill area)

Main Street is envisioned as a Living Street which prioritizes pedestrian activity and usable open space over traffic. In addition, Main Street should provide a protected bicycle connection from Folsom Street north to Market Street.

Pedestrian realm

The basic design strategy of the Living Streets is to significantly widen the pedestrian space on one side of each street to create sufficient space for open space amenities such as pocket parks, seating areas, community gardens, dog runs, and public art. The West side sidewalk is approximately 28 feet from face of curb within the Rincon Hill Plan area, and could be equally wide elsewhere where possible. In general, all sidewalks should comply with Better Streets Plan standards, with corner bulb-outs where feasible.

At 350 Main Street, a mid-block sidewalk bulb-out in front of the historic loading dock would improve pedestrian circulation

Recommended new pedestrian crossings

- at Elkhart Street
- at Clementina Street

Paving: banding treatments

Recommended Street Trees:

- *Banksia integrifolia* (Coast Banksia)
- *Brachychiton discolor* (Queensland Lacebark Tree). Note: needs ample permeable area. Plant only on Living Streets with wide sidewalks.
- *Quercus agrifolia* (Coast Live Oak)

Roadway

Transit facilities:

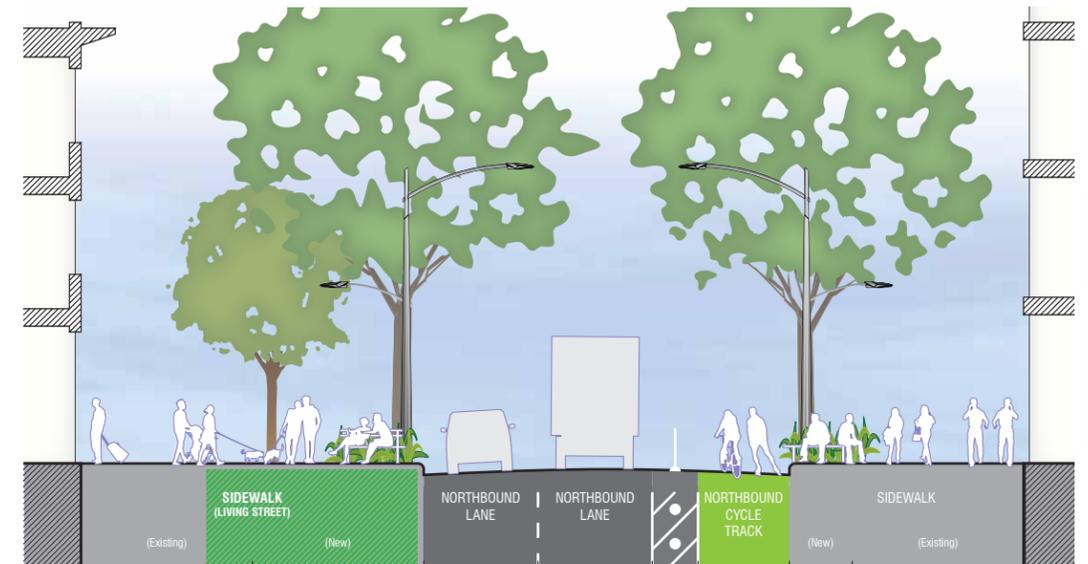
- Transit boarding island situated between the protected cycle track and the general purpose lanes between Market and Mission Streets

Bicycle circulation

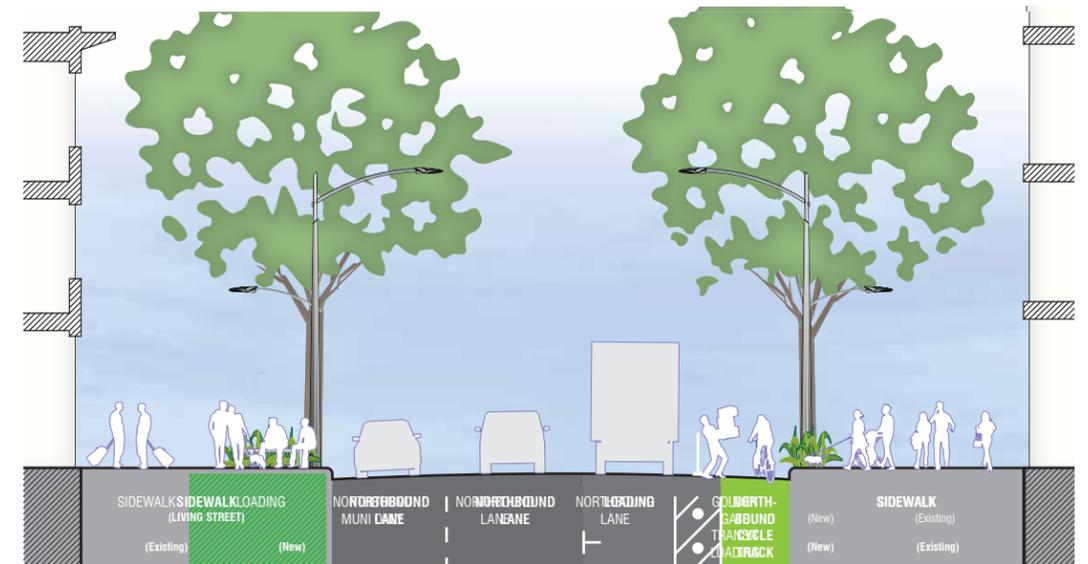
- Market to Folsom: Northbound protected bicycle lane (cycle track).

Vehicle circulation:

- Market to Folsom: two Northbound general purpose lanes
- Folsom to Bryant: 2-way street with one general purpose lane in each direction



Conceptual section of Main Street near Clementina Streets looking North showing Living Street sidewalk on West side and cycle track.



Conceptual section of Main Street near Tehama Street looking North showing Living Street sidewalk on West side, cycle track, and loading zone.

Streetscape Priorities



PEDESTRIAN SAFETY



Minna and Natoma Streets

(Second Street to Third Street)

From Fremont to Second Street, Minna and Natoma Streets provide direct access to the Salesforce Transit Center. These street segments have been improved to prioritize pedestrians with raised crosswalks, pedestrian-scale lighting, and several pedestrian-only zones with special paving, seating, and other amenities.

West of Second Street, Minna and Natoma Streets provide key pedestrian connections between the Transit Center and the cultural and civic institutions at Yerba Buena Gardens. The Minna and Natoma Art Corridor project, a partnership of the City, SFMOMA, and the Yerba Buena Community Benefit District (YBCBD), recognizes the neighborhood's identity as a unique arts and culture destination. The project includes standard streetscape features that increase pedestrian safety, improve accessibility, and enhance lighting. The project takes an "art first" approach: by including artists and arts organizations from the outset of the planning and design process, the project creates a framework for deeply integrating artwork into the resulting street design, honoring neighborhood identity and advancing the YBCBD Street Life Plan.

Elements of the Minna and Natoma Art Corridor project include:

Pedestrian realm

Raised crosswalks spanning Minna and Natoma Streets

Gateway features where Minna and Natoma intersect New Montgomery:

- Signalized pedestrian crossings across New Montgomery
- Bulb-outs into New Montgomery
- Sculptural elements
- Curbless streets at gateway locations

Pedestrian-scale lighting

Recommended Street Trees:

- Designer's choice

Roadway

Special paving in roadway, designed in collaboration with artists selected via the San Francisco Arts Commission

Vehicle circulation:

- Minna Street: one general Westbound all purpose lane
- Natoma Street: one general Eastbound all purpose lane

Street Trees



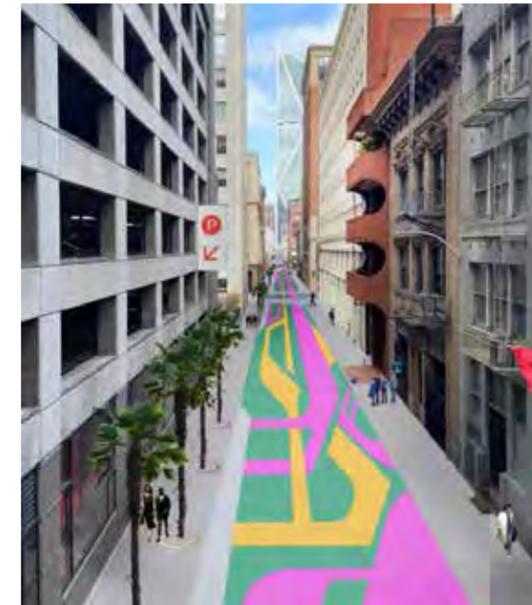
DESIGNER'S CHOICE

Paving

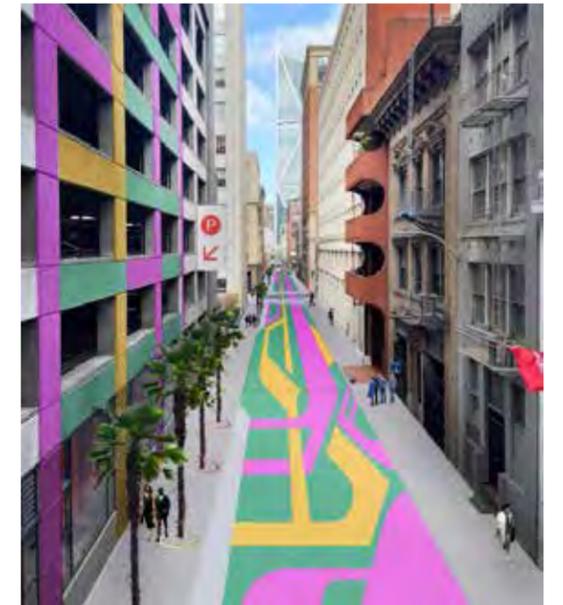
SPECIAL PAVING IN ROADWAY



Natoma Street looking East from SFMOMA: Existing conditions.



Natoma Street looking East from SFMOMA: Concept rendering for the Minna and Natoma Art Corridor project



Natoma Street looking East from SFMOMA: Concept rendering with potential additional art on buildings (not part of the Minna and Natoma Art Corridor project)

Streetscape Priorities



PRIORITY
TRANSIT



CITYWIDE
CONNECTOR



PEDESTRIAN
SAFETY



RETAIL
DESTINATION



Mission Street

(The Embarcadero to Third Street)

Mission Street is a major transit corridor connecting the Transit Center District to SoMa, the Mission, the Excelsior, the Outer Mission, and west to Daly City. Upcoming construction of the Better Market Street Project may necessitate temporary rerouting of busses from Market Street, and the city is currently developing an interim design that may accommodate these additional transit routes on Mission Street. The City may develop and implement a long-term vision for Mission Street following the completion of the Better Market Street project. The following elements will be incorporated into the long-term vision:

Pedestrian realm

Sidewalk width should comply with Better Streets Plan standards, with corner bulb-outs where feasible.

Paving: Dark sparkle concrete

Recommended Street Trees:

- Lophostemon confertus (Brisbane Box)
- Ulmus propinqua 'Emerald Sunshine' (Emerald Sunshine Elm)

Roadway

Transit amenities

- Transit-only lanes in both directions. Configuration (center-running or side-running) to be determined following completion of the Better Market Street project.

Vehicle circulation to be determined.

Street Trees



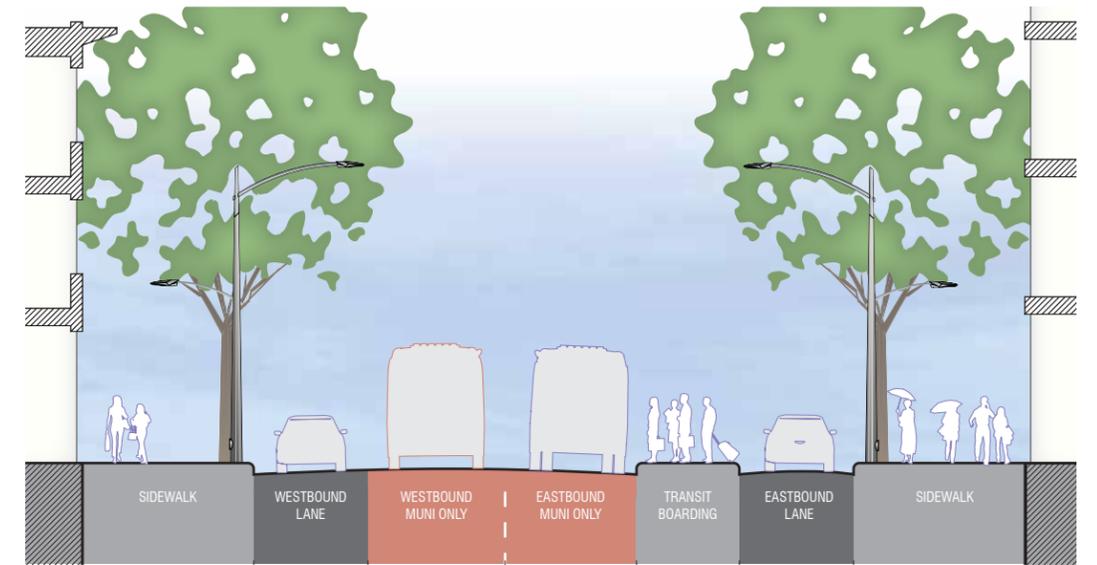
BRISBANE BOX



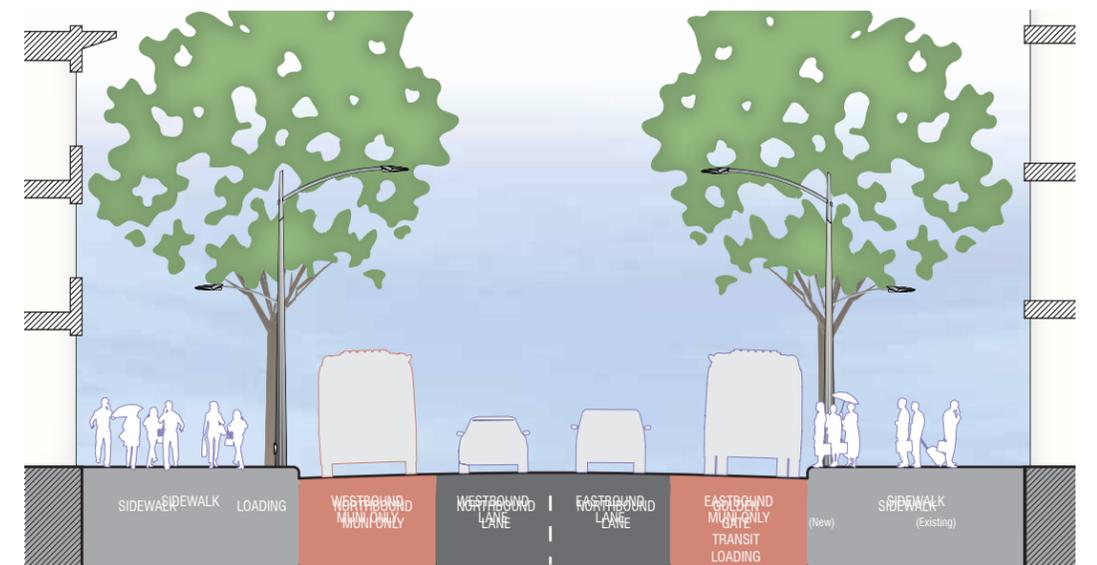
EMERALD
SUNSHINE
ELM

Paving

SPARKLE



Conceptual section of Mission Street at intersection looking East showing center-running transit-only lanes and transit boarding island.



Conceptual section of Mission Street at intersection looking East showing Side-running transit-only lanes and corner bulb-outs.

Streetscape Priorities



CITYWIDE
CONNECTOR



RETAIL
DESTINATION



BIKE
NETWORK



Street Trees



SOUTHERN
MAGNOLIA



LONDON
PLANE

Paving

STANDARD

Second Street

(Market to Folsom, plus Folsom to Townsend in the Rincon Hill area)

Second Street is a Green Connection which facilitates access to parks, open spaces, and the waterfront for people walking, biking, or using other forms of active transportation. The recently completed streetscape project has added sidewalk bulb-outs, protected cycle tracks, transit boarding islands, street trees and sidewalk greening to Second Street.

Pedestrian realm

Sidewalk width should comply with Better Streets Plan standards, with corner bulb-outs where feasible.

Paving: Standard 3'x3' concrete flags

Recommended Street Trees:

- Magnolia grandiflora (Southern Magnolia)
- Platanus x hispanica 'Columbia' (London Plane)

Roadway

Transit:

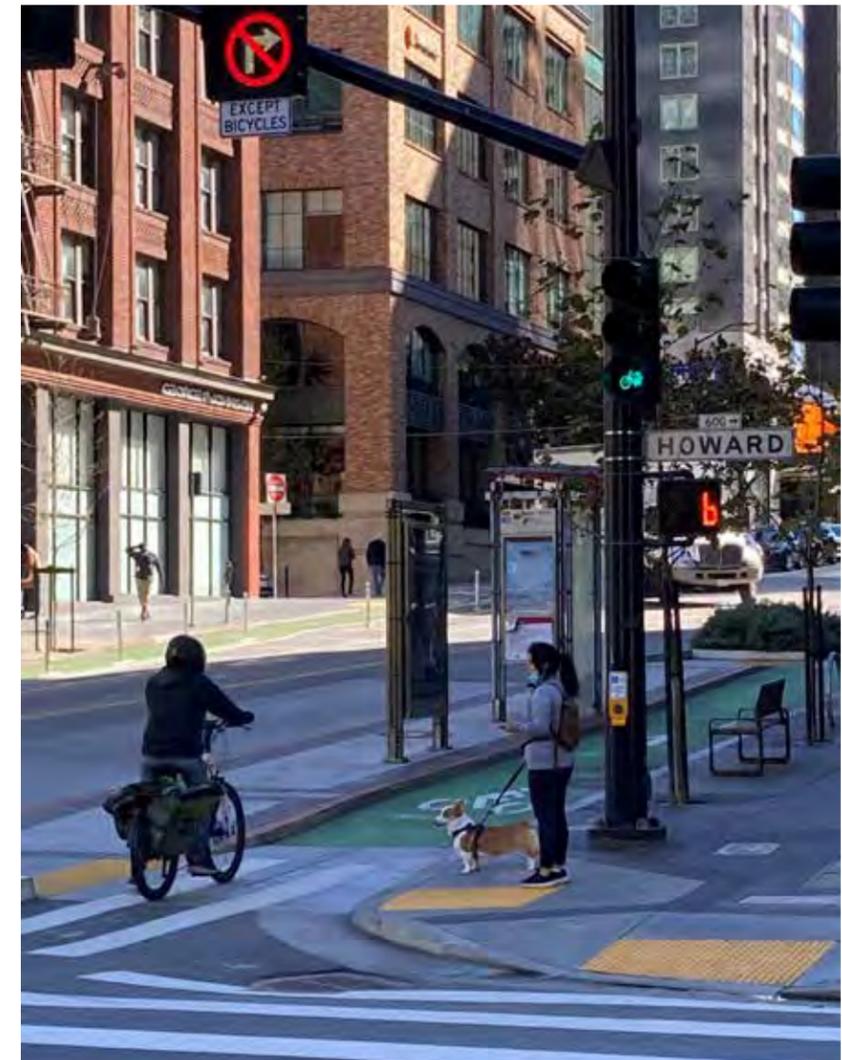
- Transit boarding islands situated between the protected cycle tracks and the general purpose lanes.

Bicycle circulation:

- Northbound and Southbound protected cycle tracks

Vehicle circulation:

- 2-way street with one general purpose lane in each direction.
- Extended northbound right-turn lane between Bryant and Harrison Streets.



The recently completed streetscape project. Note protected cycle tracks with bicycle signals, transit boarding islands, street trees, benches, new street trees, and landscaping.

Streetscape Priorities



Street Trees



Paving
FURNISHING ZONE

Spear Street

(Market to Folsom, plus Folsom to The Embarcadero in the Rincon Hill area)

Spear Street is envisioned as a Living Street which prioritizes pedestrian activity and usable open space over traffic. The southernmost dead-end block of Spear Street could further be improved as a car-free open space allowing through access to emergency vehicle.

Pedestrian realm

The basic design strategy of the Living Streets is to significantly widen the pedestrian space on one side of each street to create sufficient space for open space amenities such as pocket parks, seating areas, community gardens, dog runs, and public art. The West side sidewalk is approximately 31 feet from face of curb within the Rincon Hill Plan area, and should be equally wide elsewhere where feasible. In general, all sidewalks should comply with Better Streets Plan standards, with corner bulb-outs where feasible.

Recommended new pedestrian crossing

- Midblock between Howard and Folsom Streets.

Special paving may be utilized in the sidewalk furnishing zone

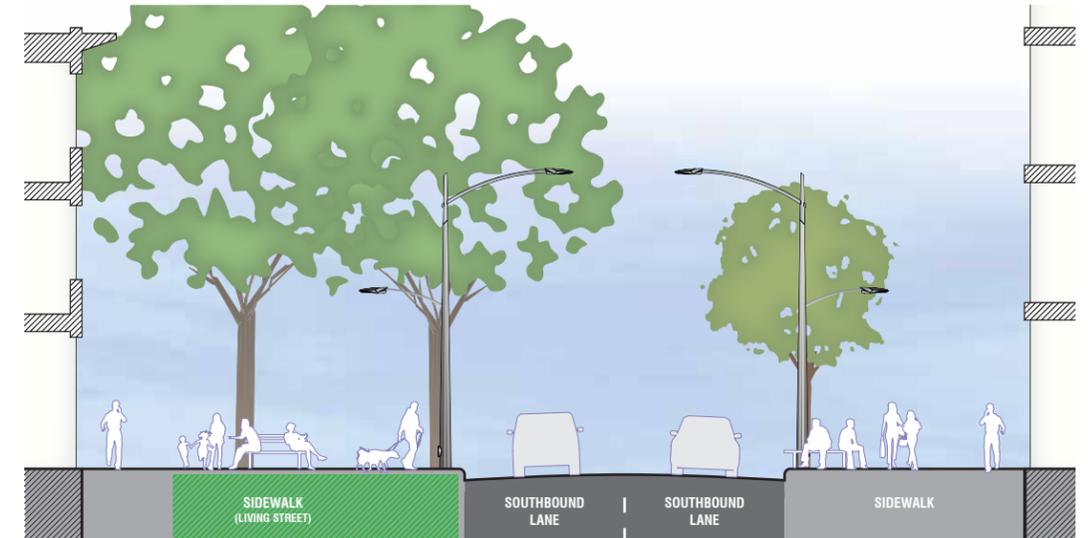
Recommended Street Trees:

- Banksia integrifolia (Coast Banksia)
- Brachychiton discolor (Queensland Lacebark Tree). Note: needs ample permeable area. Plant only on Living Streets with wide sidewalks.
- Quercus agrifolia (Coast Live Oak)

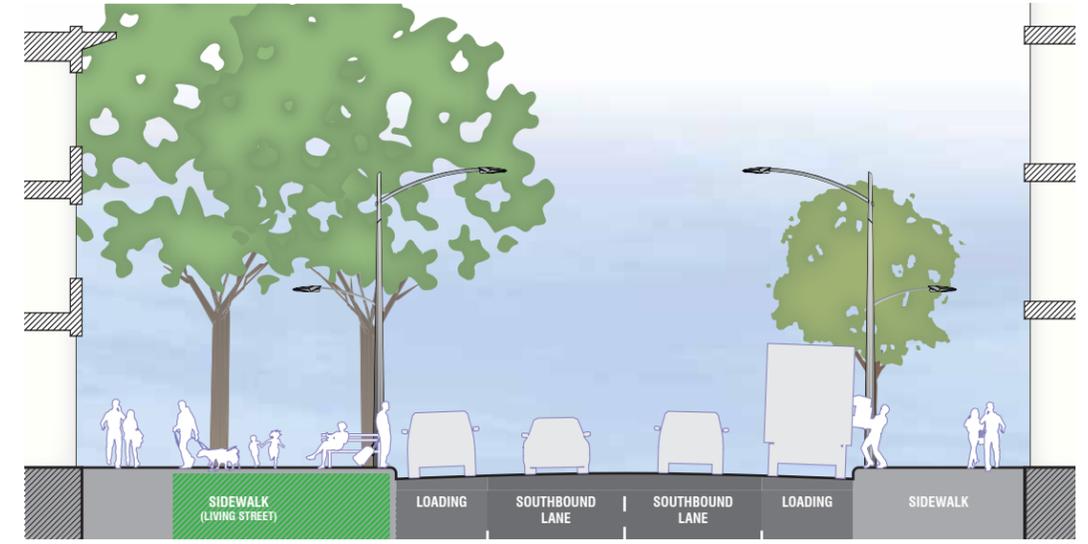
Roadway

Vehicle circulation:

- Market to Mission: 2-way street with one general purpose lane in each direction
- Mission to Harrison: 2-way street with one general purpose lane in each direction preferred. Note that current traffic modeling suggests that one-way, two lane vehicle circulation may be needed on some of these blocks following implementation of the Better Market Street project and the Folsom and Howard Streetscape projects. The long-term vision should therefore be re-evaluated following completion of these nearby projects.
- Harrison to The Embarcadero: Study conversion of all or part of this dead-end block into a new public Open Space, allowing through access to emergency vehicle only.



Conceptual section of Spear Street at intersection looking North showing Living Street sidewalk on West side and corner bulb-out



Conceptual section of Spear Street midblock looking North showing Living Street sidewalk on West side and loading zones

Streetscape Priorities



Street Trees



NEW ZEALAND CHRISTMAS



LONDON PLANE

Paving

FURNISHING ZONE

Steuart Street

(Market to Howard Streets)

The northern block of Steuart Street includes turnaround tracks for the Muni F-line and critical layover space for numerous Muni routes. The long-term vision for Steuart Street prioritizes transit operations by prohibiting private vehicles access between Market and Mission Streets. Converting the existing northbound sharrows on this block to a bicycle lane would help separate bicycles and transit vehicles.

Pedestrian realm

Sidewalk width should comply with Better Streets Plan standards, with corner bulb-outs where feasible.

Special paving may be utilized in the sidewalk furnishing zone

Recommended Street Trees:

- *Platanus x hispanica* 'Columbia' (London Plane)
- *Metrosideros excelsa* (New Zealand Christmas)

Roadway

Transit:

- Market to Mission: Muni F-line turnaround tracks. Muni layover space along the entire east-side loading lane.

Bicycle circulation:

- Market to Mission: Northbound bicycle lane

Vehicle circulation:

- Market to Mission: 2-way street with one general purpose lane in each direction, private vehicle trough-access prohibited.
- Mission to Howard: 2-way street with one general purpose lane in each direction.



Bocce Ball Courts at southern end of Embarcadero Plaza along Steuart Street

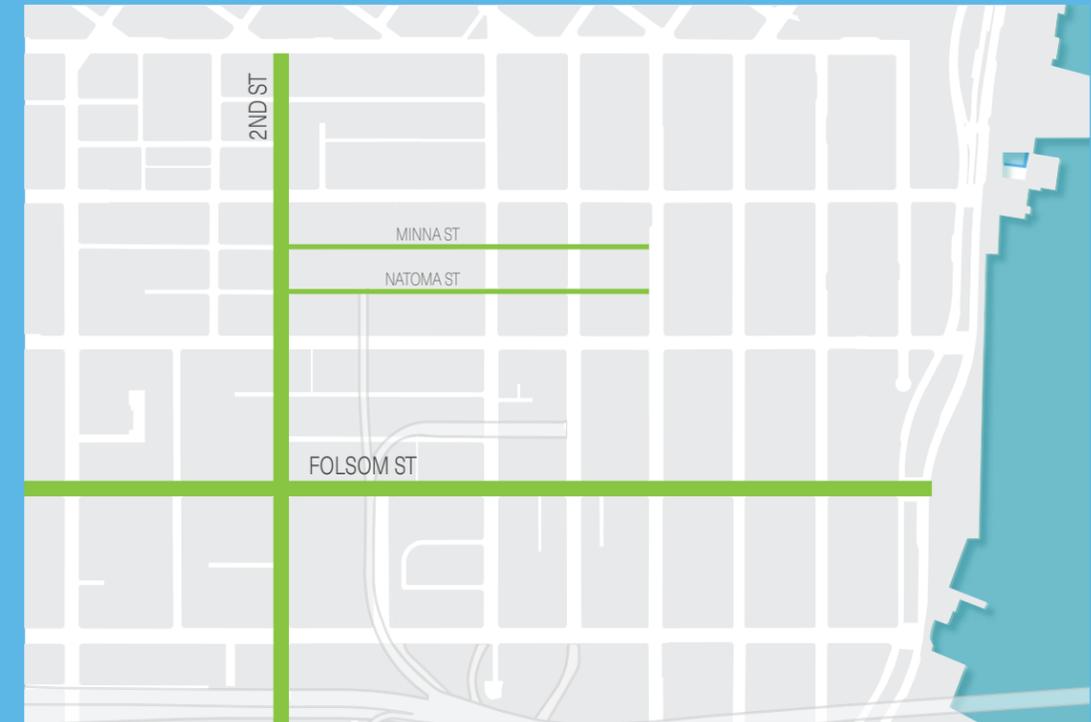
STREETSCAPE: IMPLEMENTATION

Since the Transit Center District Plan was adopted, the City has completed several streetscape projects in the South Downtown and is currently undertaking a large number of additional street improvement projects. These projects implement concepts that were developed in the Transbay Redevelopment Streetscape Open Space Concept Plan and the Transit Center District Plan, and incorporate refinements generated in subsequent efforts including the Soda community visioning process as illustrated the Streetscape Pallets and Streetscape Concepts sections above.

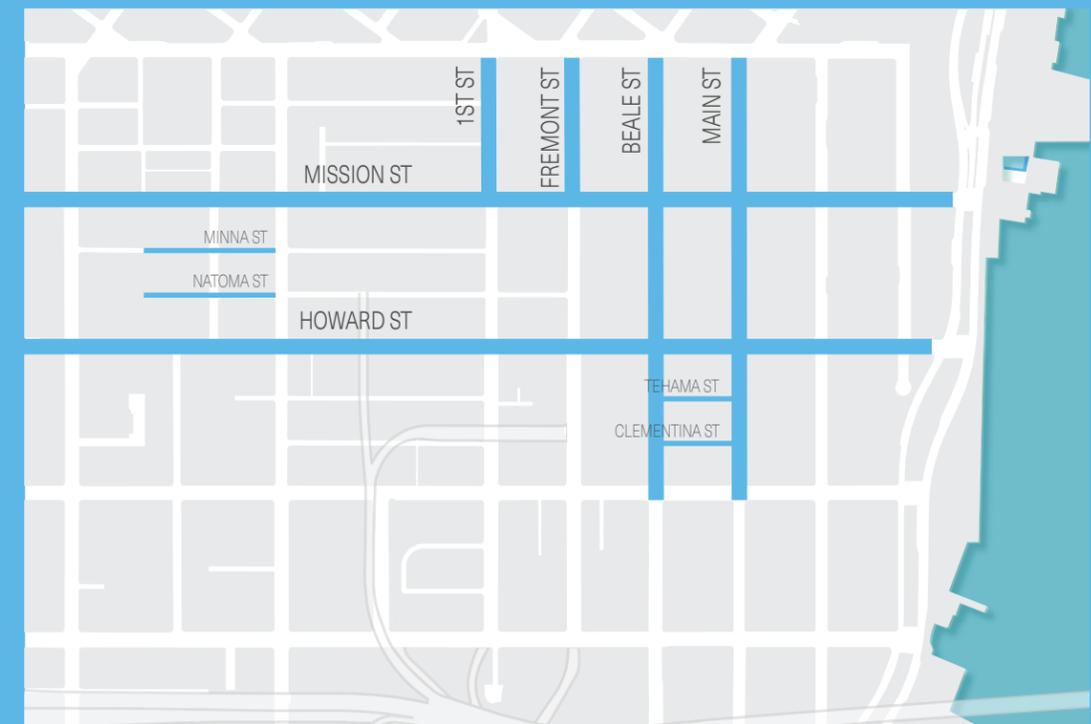
Streetscape improvements are implemented through a combination of City-sponsored projects and projects undertaken by other entities, typically private developers who are required or chose to improve streets adjacent to their property. Construction of these complex projects can be lengthy and must be coordinated and sequenced so as to minimize disruption of daily activity in this dense and vital area of the City. Consequently, the district-wide streetscape revitalization envisioned in the Transit Center District Plan and refined in the Soda community visioning process will be achieved incrementally over a long period.

The South Downtown Streetscape Report is intended to serve as an additional reference for this decades-long process, with the ultimate goal of achieving consistent corridor-length streetscape treatments as called for in Policy 3.1 of the Transit Center District Sub-Area Plan of the San Francisco General Plan. Table 1 provides a snapshot of active Streetscape projects in the South Downtown as of August 2022:

Street (see map on right)	Agency	Status as of August 2022
Beale Street	Public Works and OCII	In detailed design. For blocks north of Howard Street the advertising target date is Fall 2022, while blocks south of Howard will be advertised after OCII redevelopment of the temporary Transbay terminal site in 2025.
Clementina and Tehama Streets	OCII	These streets will be built as part of the redevelopment of the temporary Transbay terminal site in 2025
First Street	Public Works	In detailed design, advertising target date Winter 2022
Fremont Street	Public Works	In detailed design, advertising target date Winter 2022
Howard Street	Public Works	In concept development, advertising target date Fall 2023
Main Street	Public Works and OCII	In design development. For blocks north of Howard Street the advertising target date is Fall 2023, while blocks south of Howard will be advertised after OCII redevelopment of the temporary Transbay terminal site in 2025.
Mission Street	Public Works and MTA	The block between First and Fremont Streets is in detailed design with advertising target date of Winter 2022, while other blocks are in planning, advertising target date Fall 2024
Minna and Natoma Streets	Public Works	In detailed design, advertising target date Fall 2022



Completed Streetscape projects since adoption of the TCDP in 2012



Streetscape projects in progress as of August 2022

Appendix:

The East Cut Street Life Plan

The East Cut Community Benefit District

<https://www.theeastcut.org/>

THE
EAST
CUT
STREET
LIFE
PLAN



ACKNOWLEDGMENTS

Jolene Jussif, Community Planning Intern
Heba Shanaa, Community Planning Intern
Sydney Niiyama, Community Planning Intern
Mike Rieger, Deputy Director
Andrew Robinson, Executive Director
Riki Nishimura, Gensler

The East Cut Community Benefit District is a 501(c)(3) non-profit corporation supported by property owners through an annual assessment. The East Cut CBD was formed by area property owners and other stakeholders to advance the neighborhood's quality of life, enhance its public realm, and reinforce the viability of its economic base.

PURPOSE

As The East Cut neighborhood rapidly develops and evolves into a functioning, diverse, and livable community, the need for a cohesive vision has arisen. The East Cut Street Life Plan re-imagines what the public realm could be like through realistic and ambitious projects. The following pages outline proposals for ways to address traffic calming issues, neighborhood sociability, interactive green spaces, way-finding, identity, and eco-consciousness; all coming together to form an identity for the developing neighborhood.

The Street Life Plan addresses the needs of the neighborhood in hopes of solving urban issues that follow unprecedented growth and development. This plan will set the framework for future developments and offer guidance for projects already built or under-construction. A handful of projects in this document have already been pursued and completed by The East Cut, and more are in the pipeline. Ultimately, The East Cut Street Life Plan will unify our streets, sidewalks, residences, offices, small businesses, and infrastructure to create a unique urban culture unlike anywhere in San Francisco.

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THE EAST CUT DISTRICT MAP



NEIGHBORHOOD STATS

140 ACRES

9 MILES OF SIDEWALK

4,906 PARCELS

35m SQ FT OF LAND AND BUILDING

40+ PRIVATELY OWNED PUBLIC SPACES

8,092 UNITS OF HOUSING

168 ACTIVE BUSINESSES

30 TOWERS

THE EAST CUT CBD

The East Cut is San Francisco’s fastest-growing and most exciting new neighborhood. For years prior to its rebirth, the area was lumped in with SoMa, South Park, South Beach, the Financial District, or the Embarcadero. But as the neighborhood has redeveloped and come into its own, residents, businesses, and community organizations are embracing a new identity to distinguish it from the rest of the City.

The 21st Century has brought monumental residential and commercial towers juxtaposed with iconic San Francisco landmarks such as Klockars Blacksmith, the Sailor’s Union of the Pacific, and the Bay Bridge. If you stroll around the East Cut neighborhood today, amid the hustle-bustle you’ll discover intimate public spaces featuring world-class public art along with surprise views of the Bay sparkling in the sunshine.

The East Cut is also home to the Salesforce Transit Center and Salesforce Park – a 5.4-acre rooftop park spanning four city blocks. Dubbed the “Grand Central Station of the West”, Salesforce Transit Center is home to all transbay bus service and will be the northern destination of California’s future high-speed rail. Where coffee once roasted in the Hills Brothers factory and seamen lugged goods from docked ships, we now have modern office towers that are home to some of the most innovative companies in the world, including Salesforce, Gap, Inc., Google, and Facebook.

THE EAST CUT PUBLIC REALM CONCEPTS



CONCEPT 1: TRAFFIC CALMING
With an increase in vehicle traffic due to ride-sharing vehicles and population growth, strategies for improving pedestrian safety while also implementing neighborhood identity is core to the development and sustainability of a multi-modal neighborhood.



CONCEPT 2: SOCIABILITY
A key tenet of any successful neighborhood is sociability. In order for our public spaces to be used by residents, workers, and visitors, they must be safe, beautiful, and clean. This will allow for activation at any time of day, and will lead to a more prosperous neighborhood for everyone.



CONCEPT 3: INTERACTIVE GREEN SPACES
In a dense, urban environment, with tall buildings and superfluous pavement, green space is at a premium and is ever more important to neighborhood livability. Spaces that prioritize plants, and allow people to interact with vegetation will be prioritized whenever possible.



CONCEPT 4: IDENTITY
To tie all of the previous initiatives together, Placemaking strategies will utilize elements from every concept, creating usable space through public art, temporary activations, and public infrastructure, with the goal of promoting an overall sense of place in the neighborhood.



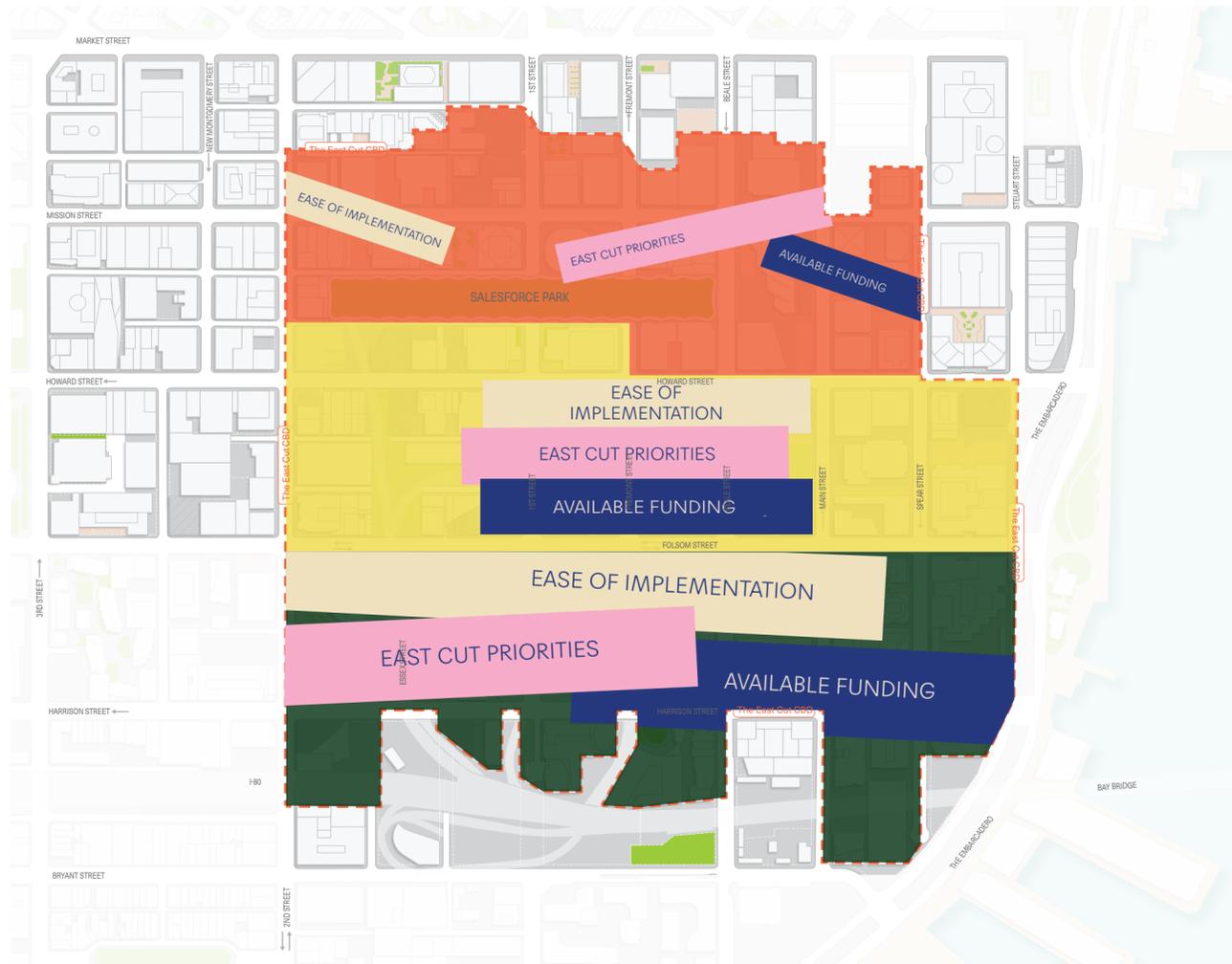
CONCEPT 5: WAYFINDING
The East Cut District has many character-defining features, however, the opportunity exists to reinforce neighborhood identity and wayfinding by adding elements to the public right-of-way that help orient and guide people to district destinations.



CONCEPT 6: ECO-CONSCIOUSNESS
With an eye toward climate change, air quality, and environmental sustainability, thoughtful conventions can be implemented to improve the overall health of residents, workers, and visitors. Initiatives will center around district hygiene, alternative energy, and environmental awareness.

BIG IDEA DIAGRAM

The purpose of this Big Idea diagram is to present a hierarchy of project prioritization that is based on funding availability, ease of implementation, and CBD priorities.



BIG IDEA INTERPRETATION

The map is divided into three neighborhood zones: northern (orange), central (yellow), and southern (green), to illustrate The East Cut's areas of project prioritization. The strategies being used for phasing priority are seen in the three sets of blocks: ease of implementation, priorities, and funding availability, where the block size indicates the weight of strategy for that area.

The northern zone most closely resembles the urban landscape of downtown with some of the oldest buildings. Because many of the streets and sidewalks were established many years ago, the northern zone is of lowest priority for projects since the opportunity for change is on the longest time frame.

The central zone has the greatest concentration of building development in the pipeline, so it is the secondary area of prioritization since implementation of Street Life Plan (SLP) projects must wait for the final build out by developers. Rather than directly implementing SLP projects, the CBD has worked with developers to accommodate some of the intended plans of the SLP into the current developments. However, some projects may be prioritized in the central zone while the neighborhood awaits building development.

The southern zone has the highest concentration of vehicular gridlock due to Bay Bridge entry and exit. Additionally, the Bay Bridge and other freeway overpasses in the southern zone have undeveloped areas beneath. Therefore, the southern area is highest on the priority list to mitigate vehicle traffic and unused space, while advancing goals of creating livable streets and implementing projects to serve a high concentration of residents.

CONCEPT 1 TRAFFIC CALMING

Traffic Calming is a concept invested in the wellbeing of pedestrians and commuters in the district. The East Cut is known for its heavy traffic heading to the Bay Bridge. These projects intend to ease the volume of traffic by providing reasons to stay in the neighborhood after work and alternative travel modes.



1.1 PATTERNED CROSSWALKS

Crosswalks to feature playful designs in hopes of slowing traffic en route to the Bay Bridge and increasing safety for pedestrians.

Description

Patterned crosswalks can help to establish neighborhood identity and slow traffic by highlighting the importance of pedestrian space at intersections.

Benefits

- Enhanced pedestrian safety
- Increased neighborhood identity

Follow-Up

- East Cut CBD
- San Francisco Public Works
- SFMTA



Top Left & Right: Richmond District | Bottom Left: Castro District | Bottom Right: Vancouver installation

1.2 BLANK WALL/STOREFRONT MURALS



Construction fences, public walls, and boarded-up storefronts to temporarily feature local artists.

Description

Murals along the highway entrances would calm drivers and create something for them to look at while stuck in traffic. Construction fences and boarded-up storefronts are unsightly and typically attract vandalism and littering. A temporary mural from a local artist could calm traffic and prevent graffiti.

Benefits

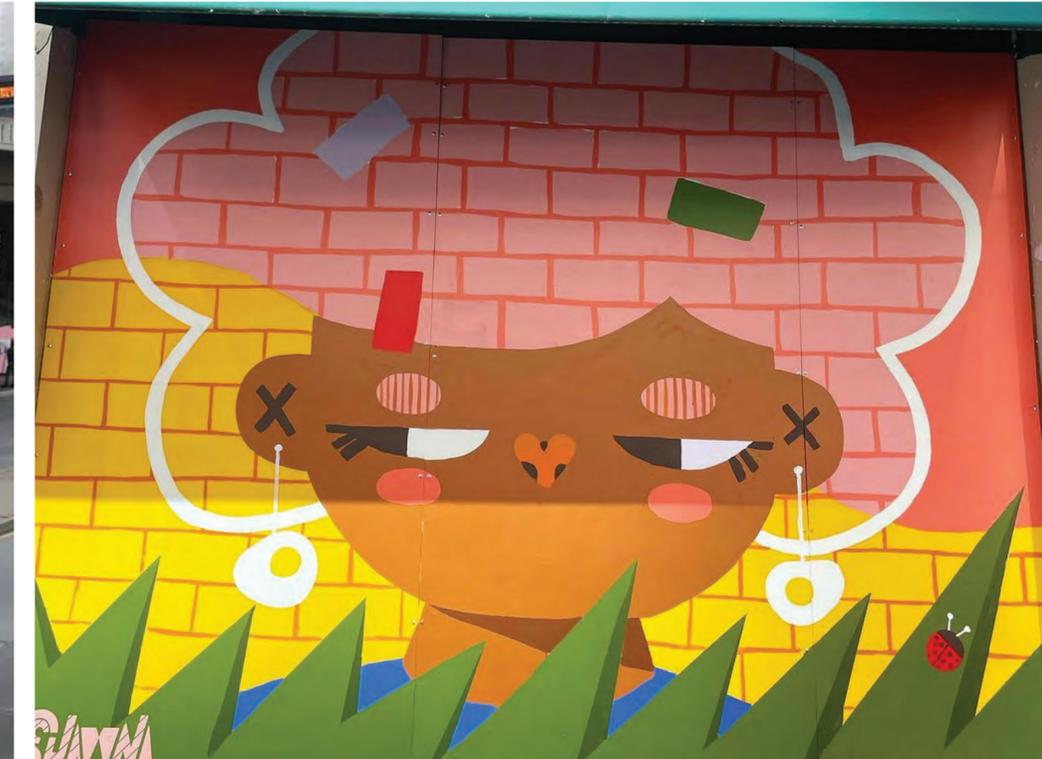
- Increased art and culture to construction sites and vacant retail
- Local art can be enjoyed by residents near the highway entrances

Completed Projects

- Mural on the boarded-up windows at 98 1st Street was completed by Paint the Void and coordinated by The East Cut CBD in April 2022
- Banners installed on The East Cut Sports & Dog Park fences in Winter 2022
- Mural on the freeway wall at the west side of Essex Street in 2019 was completed by The East Cut CBD and neighborhood volunteers



Mural on western Essex Street wall, November 2019,



Mural on 98 1st Street boarded-up windows, April 2022

1.3 SF CASUAL CARPOOL SEATING + WiFi



Carpool area to feature seating and WiFi for those waiting.

Description

Casual carpools are formed between at least two riders and one driver at the pickup locations in the East Bay during carpool lane hours (5:00am-10:00am). It can be faster than relying on a traditional carpool since both riders and drivers can form a carpool almost immediately when they arrive, and it is almost always faster than driving individually or taking BART.

Passengers awaiting rides to the East Bay during the PM commute wait in the designated sidewalk zones on Beale Street. The City is planning to widen the sidewalk at this Casual Carpool waiting zone, which will reduce pinch points between people waiting for the rides and pedestrians passing through. Future projects like adding custom seating, WiFi, canopies and public art could provide additional comfort to the commuters and additional identity to the neighborhood.

Benefits

- Enhanced pedestrian comfort
- Placemaking and neighborhood identity
- Potential increase in casual carpool usage
- Relieve pressure on transit
- Potentially reduce SOV trips on the Bay Bridge

Follow-Up

- East Cut CBD
- Fronting Property Owners
- San Francisco Public Works



Those waiting for casual carpool are typically on their phone or standing



1. TRAFFIC CALMING

1. TRAFFIC CALMING

1.4 5PM EVENT SERIES



Event series weekly at 5pm to reduce traffic.

Description

Every weekday evening, thousands of commuters leave the City heading to the East Bay. The deluge of commuters strains local transit systems and adds to traffic on local streets and the Bay Bridge. Increasing the frequency of weekly evening events would encourage commuters to stay in the City later, which would help alleviate the pressure on the transportation system during rush hour. These events could be hosted at different community spaces, inside residential buildings, or in office buildings.

Benefits

- Transportation Demand Management (alleviating traffic during rush hour)
- Increased social interaction
- Increased vibrancy, culture, and neighborhood identity

Considerations

- The East Cut has held similar events occasionally in the past, however, for this to succeed, the events would need to be regularly scheduled.
- To monitor efficacy, surveys could be taken to see what events would divert more drivers from rush hour. Events may need to center around food due to the evening hour

Follow-Up

- East Cut CBD



The East Cut hosts events at 302 Folsom

CONCEPT 2

SOCIABILITY

Sociability – or people’s willingness to interact with others in their community – is a strong indicator of successful urban neighborhoods. Residents, workers, and visitors are far more likely to use parks and plazas when they feel safe and when the spaces themselves are beautiful and clean. The provision of well designed and maintained public spaces supports programming and activation at all times of day, and leads to a more inviting neighborhood for all.



2.1 OPEN SIDEWALKS FOR CAFE SEATING

Sidewalks to allow casual seating from restaurants and cafes.



Description

Promote neighborhood sociability by encouraging outdoor seating options at restaurants and cafés that currently have large sidewalks. Outdoor seating brings life to the sidewalks and facilitates social distancing. The East Cut CBD could provide incentives to business owners to have heated outdoor seating options in hopes of activating sidewalks.

Benefits

- More active/enlivened sidewalks
- Increased economic activity
- Facilitates social distancing

Completed Projects

- East Cut Seats was implemented on the Natoma Extension (just east of 2nd Street) during the pandemic in Spring 2021
- A shared spaces permit was utilized to close vehicle traffic to Natoma Street

Follow-up

- East Cut CBD (education and outreach to local restaurants)
- Local restaurants (seek cafe permits from Public Works)
- SF Public Works (issue sidewalk cafe seating permits)



East Cut Seats at Sweetgreen on 171 2nd Street



2.1 OPEN SIDEWALKS FOR CAFE SEATING (CONT.)



Opportunity sites



Wide sidewalks on Main and Beale could accommodate sidewalk seating

PG&E POPOS

Update Starbucks reserve outdoor seating

2.2 SHARED PUBLIC WAYS DURING LUNCH HOUR



Alleyways in close proximity to businesses and food establishments to be closed for outdoor seating, bike travel and pedestrians from 11:30am-1pm.

Description

Pilot the temporary vehicle restrictions on alleyways for outdoor seating and pedestrians from 11:30am-1:30pm. Over 80,000 people commute to work in the South Downtown every weekday. The busiest time of the day is the lunch hour, from 11:30am to 1:30pm, when many of these workers leave their offices in search of a meal. Temporarily converting alleys into public plazas during lunchtime would create opportunities for streetscape activation.

This strategy has been successfully employed on Merchant Street and other alleys in the North Downtown. The car-free areas would be concentrated on alleys close to Mission Street, 2nd Street, and Salesforce Transit Center, where most people travel to food establishments during the lunch hour. The shared public ways would be Monday through Friday from 11:30am to 1:30pm.

Benefits

- Vibrant streets and placemaking
- Support local businesses
- Facilitates social distancing

Follow-up

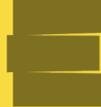
- East Cut CBD (lead)
- SFMTA, Public Works (permitting)



Natoma Extension Shared Space

2.2 SHARED PUBLIC WAYS DURING LUNCH HOUR

Opportunity sites



Ecker Street as an extension from Market Street

2.3 GROUP FITNESS

Permanent installations incorporated into existing open spaces.

Description

Install temporary or permanent fitness equipment in existing open spaces to improve community health. Partner with a local organization to offer group exercise classes like yoga or Pilates in larger spaces. The sites would be concentrated closer to The Embarcadero and residential zones to encourage the most use.

Benefits

- Increased public health
- Increased social interaction
- Activation of public spaces

Considerations

- To be successful, the equipment and fitness classes would need to be in partnership with a local business or property manager.
- Fitness zones should be located close to residential buildings and The Embarcadero

Completed Projects

- LuxFit was added to The Crossing at East Cut activation (former temporary terminal) in December 2021
- Group fitness classes are hosted regularly by Fitness SF in Salesforce Park

Follow-Up

- East Cut CBD (lead)



LuxFit at The Crossing



Group fitness classes at Salesforce Park

2.4 WALKING TOUR SERIES

Walking tour series to feature architecture, art or the landscaping on Salesforce Park.

Description

The South Downtown has numerous pieces of public art by world-renowned artists, widely celebrated architecture, and diverse landscaping in Salesforce Park. The walking tour series would focus on supporting sociability amongst residents and visitors while also promoting District amenities. The East Cut and Yerba Buena CBDs would work with local businesses and volunteers to plan and execute the tours.

Benefits

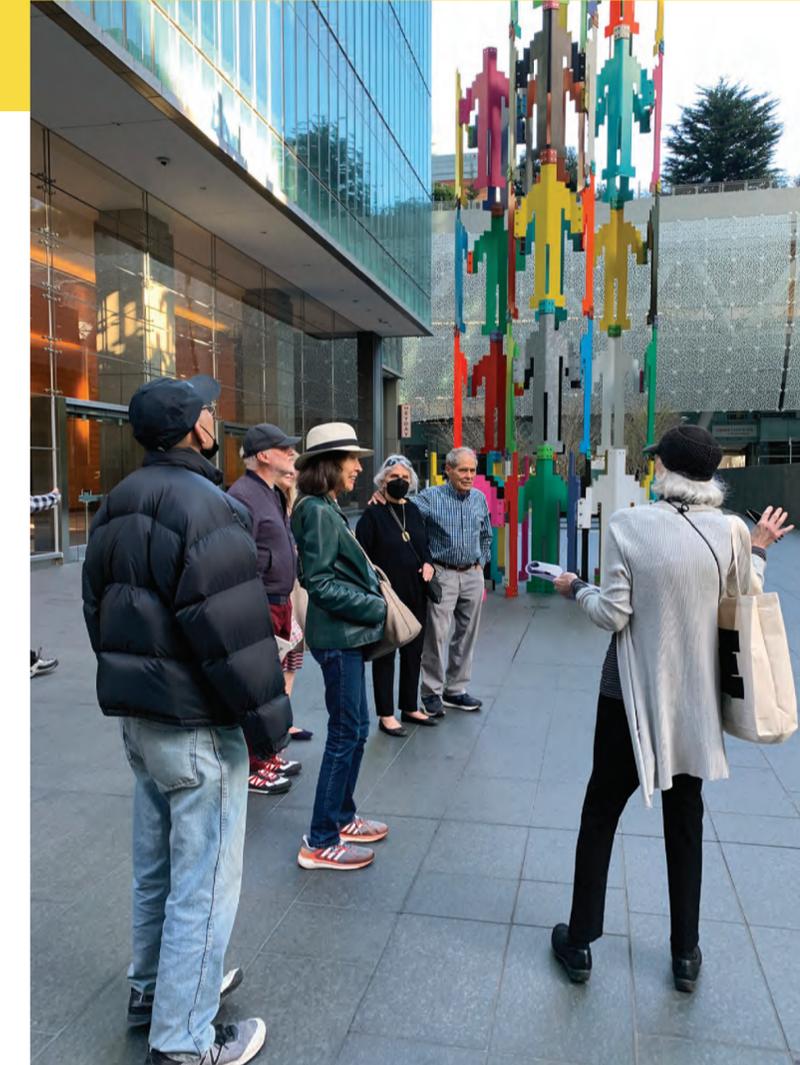
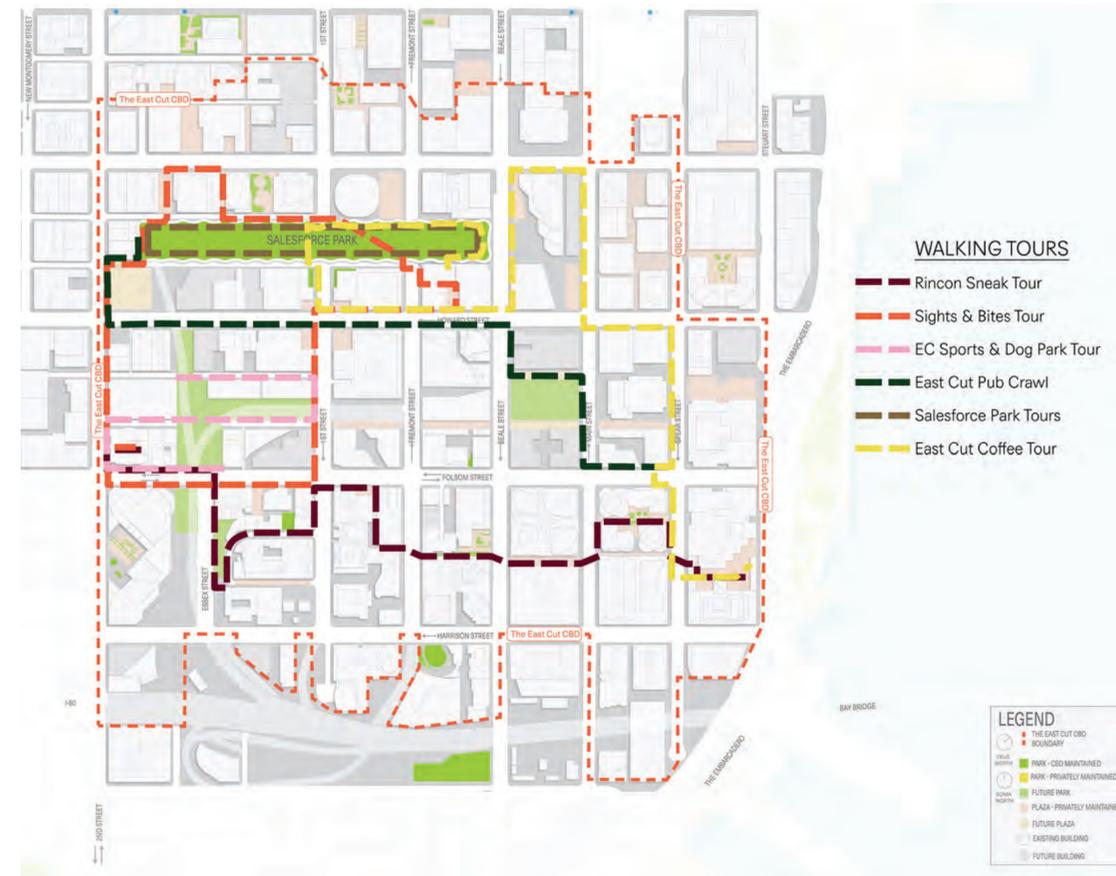
- Increased community pride
- Increased awareness of the neighborhood's rich history and culture

Completed Projects

- East Cut Tours were implemented during the pandemic in Summer 2021. They include a Rincon Sneak tour and Sights & Bites tour.

Follow-Up

- East Cut CBD



The East Cut now has regular tours including Sights & Bites (left) and the Rincon Sneak (right)

CONCEPT 3

INTERACTIVE GREEN SPACES

In dense, urban environments with tall buildings and superfluous pavement like the South Downtown, green space is at a premium and is vitally important to neighborhood livability. Spaces that feature plants, and allow people to interact with vegetation should be prioritized.



3.1 COMMUNITY GARDEN

Community garden to be installed on undeveloped sites in the neighborhood.

Description

A community garden could become an interactive space where residents gather and gain a sense of ownership in the neighborhood. Individual plots can be assigned to low-income individuals to help supplement food supply. It will also allow for the activation of underdeveloped lots for which development is delayed.

Benefits

- Provide a source of fresh locally sourced vegetables
- Increased social interaction
- Increased community health
- Activate and beautify an underutilized site
- Could become a great source of fresh produce in a neighborhood that lacks affordable grocery options

Considerations

- Ideal locations will have long-term viability
- Garden plots should be prioritized for low-income residents

Completed Projects

- Community garden was designed and built by the CBD at 29 Essex Street. Design was completed in 2020, and the construction was completed in April 2022.

Follow-Up

- East Cut CBD
- OCII



East Cut Community Garden at 29 Essex Street, April 2022

3.2 GREEN PARKLETS

Parklets to feature greenery and plantings along Mission Street.

Description

Design a modular, mobile parklet that can be sited in areas with high pedestrian volumes. Parklets may exhibit different design features based on property adjacencies. The overall intent is to provide additional public space for residents, workers, and visitors to sit, socialize, and activate the public realm.

Benefits

- Increased space for seating
- Increased greenery
- Increased social interaction
- Increased neighborhood identity

Considerations

- Could have added benefit to adjacent businesses
- Design guidelines will help to tie the parklet's aesthetic together so that a cohesive language is communicated in all parklet locations

Follow-Up

- The East Cut CBD (project management, community outreach, concept designs)
- Public Works, SFMTA (permitting)
- Increased neighborhood identity



Potential ideas for green parklets



3.3 AFFORDABLE FARMERS MARKET

Monthly affordable farmers market at the temporary terminal.

Description

The site for the temporary terminal is expansive and set between low income housing and market rate housing. An affordable farmers market could feature local farms and take-away options once a month.

Benefits

- This project will benefit the district by providing an affordable place to buy produce, and will activate underutilized space.
- Address the community's stated desire for affordable groceries
- Improved public health
- Improved food access
- Increased social interaction

Considerations

- Price points would need to be at or lower than the nearest existing farmer's market
- The East Cut CBD would partner with groups to coordinate outreach around potential farmer's market sites.
- The East Cut CBD would partner with a non-profit operator to recruit vendors and launch the market, including integration with food assistance programs for low-income individuals.

Follow-Up

- East Cut CBD
- OCII (permitting, lease agreement)



East Cut Farmers' Market, February 2023



3.4 DOG RUNS @ EXISTING LIVING STREETS

Installing dog runs into existing living streets.

Description

The district lacks public space for those with dogs. While there is a dog park just outside the neighborhood, The East Cut could benefit from having its own mini dog runs installed into existing living streets along Beale, Main, and Spear streets.

Benefits

- Reduce negative impact of pet urine to sidewalk landscaping

Considerations

- Formal rules would need to be in place for use of the space, and agreements would need to be made with the fronting properties
- The East Cut CBD would provide preliminary concept design and collaborate with property owners to execute

Follow-Up

- The East Cut CBD (concept design, outreach)
- Fronting Property Owners (seek permits)
- Public Works (resolve policy issues, issue permits)



Dog run rendering at Beale on Folsom Streets

3.5 MINI PARKS @ EXISTING LIVING STREETS

Living streets to be updated and feature greenery.



Description

The East Cut living streets could be renovated and feature WiFi zones to attract visitors. Additional seating, more diverse plantings, and public art could be incorporated to further enhance this neighborhood amenity.

Benefits

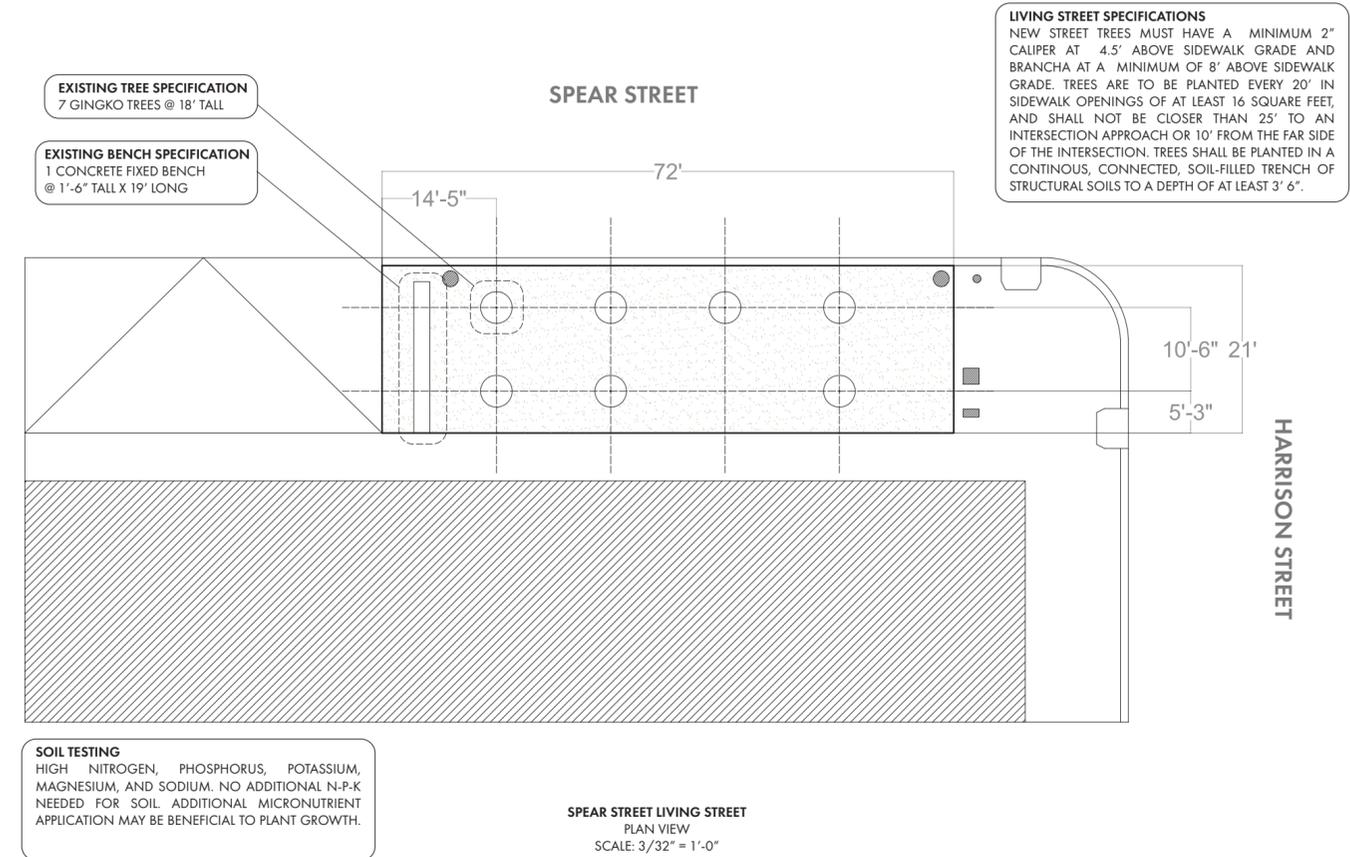
- Increased greenery
- Increased social interaction
- Increased activation of the public realm

Considerations

- Would benefit all users of the district and further the goals of creating an inviting, inclusive neighborhood with public amenities.
- Could foster the creation of a “Friends of...” or “Adopt a Block” to include residents in stewardship of the mini parks.
- The East Cut CBD would provide preliminary concept design and collaborate with property owners to execute.

Follow-Up

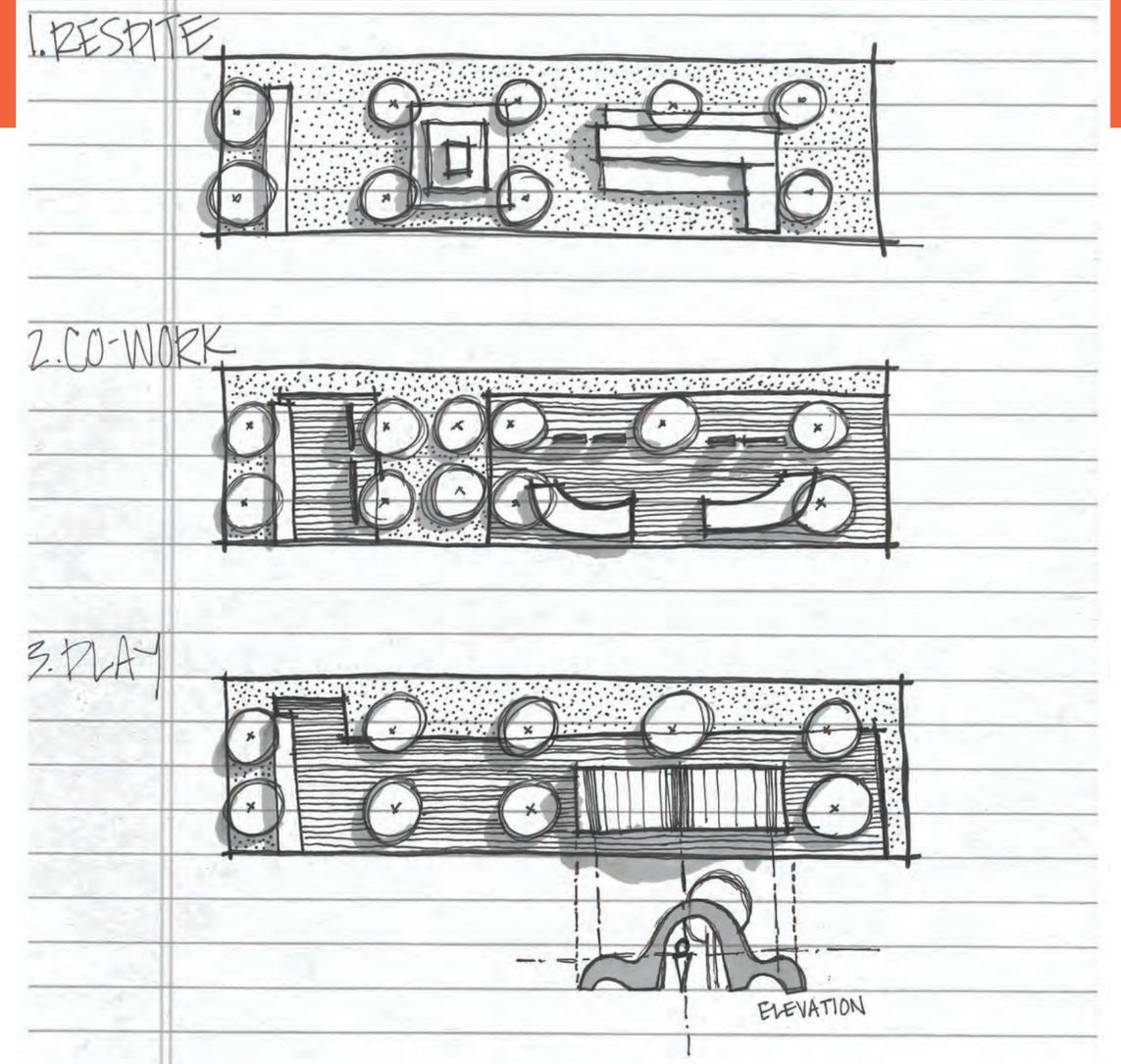
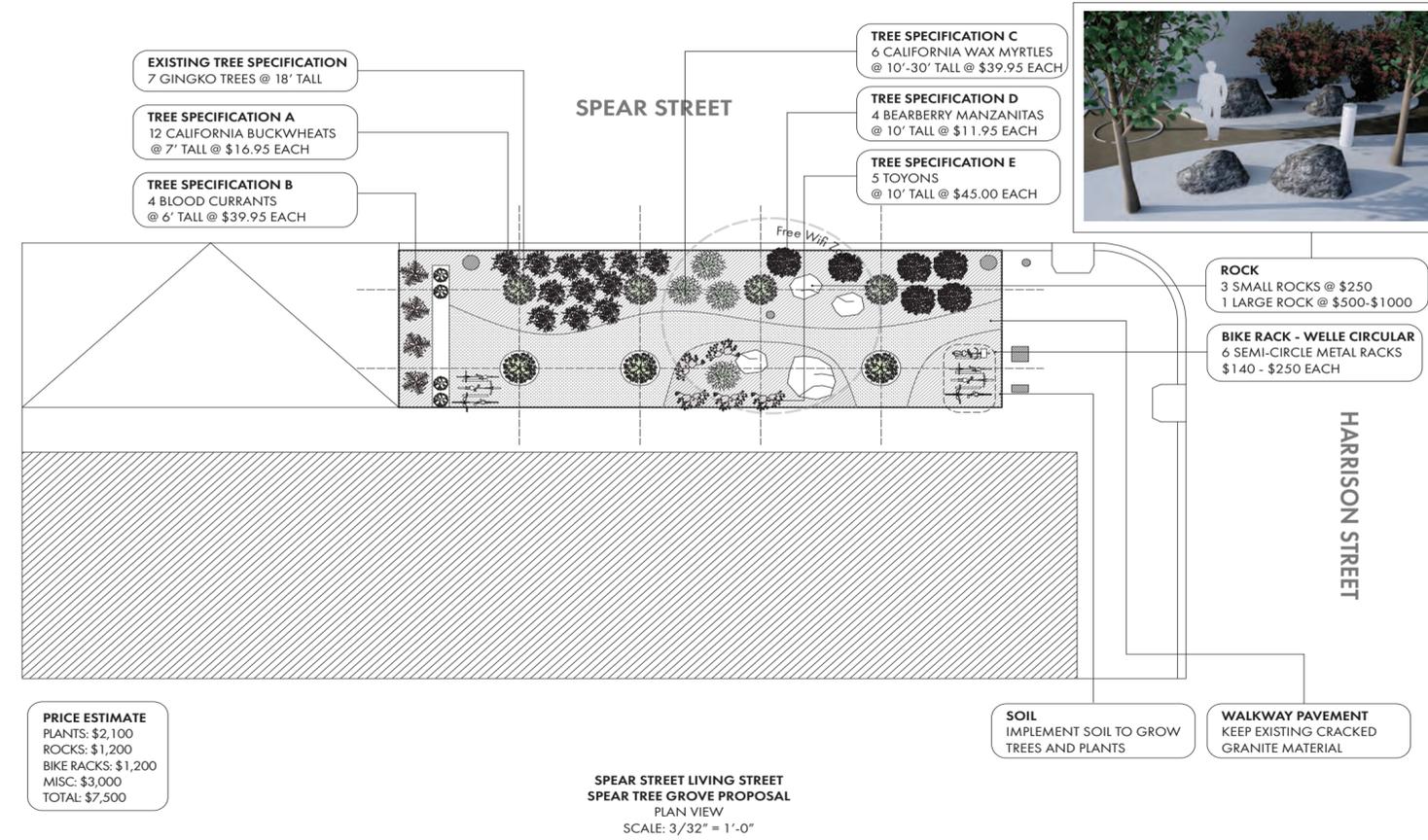
- The East Cut CBD (concept design, outreach)
- Fronting Property Owners (seek permits)
- Public Works (resolve policy issues, issue permits)



Concept proposal for an existing living street

3.5 MINI PARKS @ EXISTING LIVING STREETS (CONT.)

Concepts



Proposals for different uses of existing living streets

3.6 LIVING WALL @ 560 MISSION STREET

Activate the blank wall at 560 Mission Street with plant life.



Description

The large blank wall at 560 Mission Street could be more attractive with a patterned succulent wall designed by a local artist.

Benefits

- Enhanced quality of life for visitors to the plaza
- Instagramable neighborhood destination



Large wall could feature plant life

CONCEPT 4 IDENTITY

The East Cut Neighborhood has numerous character-defining features, however, the opportunity exists to reinforce neighborhood identity and wayfinding by adding elements to the public right-of-way that help orient and guide people to district destinations.



4.1 OUTDOOR WORKING SPACES



Public spaces to feature outlets, desks, white boards, and conference style seating.

Description

The East Cut has a diverse range of businesses in the neighborhood. Outdoor working spaces could be installed and marketed in existing open spaces that are currently lightly used. The spaces could be strategically installed so businesses can see the space from their indoor office. On days with good weather, people could work outside with laptops and meetings could be held.

Benefits

- Increased activation of POPOS during low-use times of day

Considerations

- Off the Grid Cubert pods could be utilized as a product to host the office spaces
- The East Cut CBD would provide preliminary concept design and collaborate with property owners and designers to execute.

Follow-Up

- The East Cut CBD
- Local property owners



Modular designs for outdoor co-working spaces



4.2 FREE Wi-Fi ZONES

Open spaces to feature free Wi-Fi zones.



Description

The East Cut is known for its population of tech companies, and one way to embrace and reinforce that culture would be provide free Wi-Fi in the neighborhood's open spaces. This amenity will bring people outside and create more foot traffic in public open spaces. Signing in to the Wi-Fi network could also lead users to an East Cut splash page that allows them to get information about the District and the services provided.

Benefits

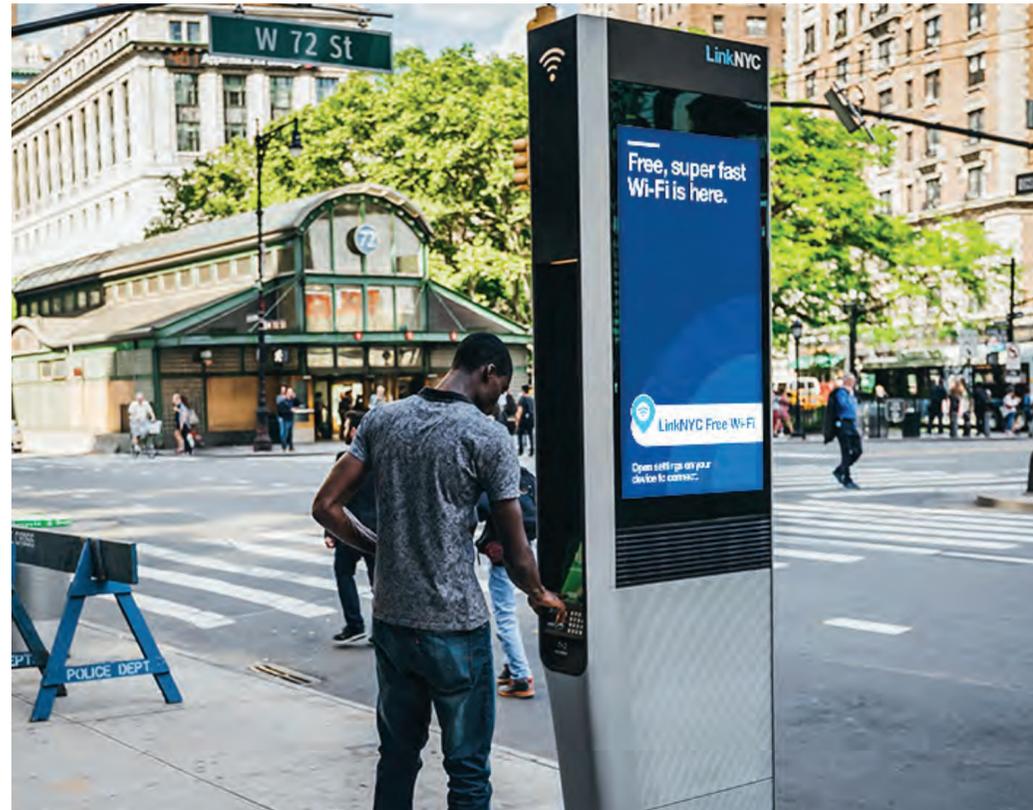
- Free Wi-Fi for residents, workers and visitors

Considerations

- The East Cut CBD would work with private property owners and tech companies in the neighborhood to fund and implement this service.
- Signage that includes a QR code could be utilized to advertise the benefit and help users sign in more efficiently

Follow-Up

- East Cut CBD
- Local property owners
- Tech companies



Free WiFi hub sponsored by area corporation



Free WiFi hub sponsored by area corporation

4.3 NEIGHBORHOOD POSTS

Neighborhood posts implemented in residential areas.



Description

The East Cut has many light poles however signage is not allowed on them. Neighborhood posts could be implemented in residential areas to promote community culture. These branded poles could feature neighborhood events or items for sale.

Benefits

- Promote neighborhood identity
- Support local business
- Provide a platform for community activists

Considerations

- The post design would need to go through an RFP process for artist selection, which The East Cut CBD could facilitate.
- The East Cut CBD will coordinate with San Francisco Public Works and the San Francisco Arts Commission to bring this project to the public realm.

Follow-Up

- East Cut CBD
- SF Public Works
- SF Arts Commission



Window frontage can act as posting space for neighborhood notices and information



Example of community space for postings



4.4 CUSTOM LIGHTING ADDITIONS

Fabricated elements added onto existing lighting.



Description

Areas of South Downtown, such as alleyways and POPOS, can be especially dark at night. To improve pedestrian safety and create additional opportunities for placemaking, string lighting or ambient lighting could be incorporated to brighten up key spaces in the District.

Benefits

- Improved pedestrian safety
- Increased sense of place
- Increased neighborhood identity

Considerations

- All lighting elements will require a power source and attachment infrastructure from private property. The East Cut CBD will coordinate with the property owners at priority sites.
- The East Cut CBD will coordinate with City agencies, including SFFD and SF Public Works for lighting installations.

Follow-Up

- East Cut CBD
- Fronting Property Owners
- SF Public Works
- SF Fire Department



String lighting accessorizes open space pathways



String light rendering on Natoma Street at 2nd Street

4.5 LIGHTING PROJECTIONS



Light projecting art on building walls.

Description

Lighting projections with building mapping can liven up large blank building walls in the East Cut Neighborhood. This light projected artwork creates an element of vibrancy for residents, visitors, and workers to admire and value. The projections would also improve the sense of safety with enhanced street lighting.

Benefits

- Increased aesthetic value
- Improved pedestrian safety
- Increased neighborhood identity

Intended Project

- Art projection display on Folsom Street-facing side of PG&E substation at 425 Folsom Street. The lighting projection would ideally be in place by Winter 2023.



Projection rendering on PG&E substation at Folsom Street

CONCEPT 5 WAY-FINDING

Way-finding helps people orient themselves in physical space and navigate from place to place. The East Cut Neighborhood can educate and inform visitors of their surroundings with these projects.



5.1 BUILT-IN SIDEWALK PLAQUES



Sidewalks to feature entry plaques for the neighborhood.

Description

Metal plaques can be installed into sidewalks to help visitors find their way in the district, highlight historic features of the neighborhood, or mark entrances to privately owned public open spaces.

Benefits

- Increased neighborhood identity
- Improved wayfinding
- Increased use of public open spaces

Considerations

- Plaques will need a sponsor, which could include a neighborhood organization or business that has been here a long period of time
- Plaques would need to meet Public Works accessibility standards and law prohibiting advertising in the ROW

Follow-Up

- East Cut CBD
- SF Public Works (permitting and installation)



Implementation would be coordinated with city agencies.



Sidewalk plaques can be sponsored or describe a historical event

5.2 LETTERING SIGNAGE

Large letters spelling out “THE EAST CUT” at various locations.



Description

Gateway features can further establish distinct neighborhood identities in the South Downtown, can be utilized at key entry points to the specific neighborhoods, or transition points between neighborhoods. Gateways may include signage, artwork, iconic letters, or similar installations, and should be designed to be visible to pedestrians and vehicles.

Benefits

- Improved neighborhood identity
- Placemaking

Considerations

- Opportunity for branding and signage.
- The East Cut CBD will coordinate with City agencies such as Public Works and Planning to bring this project to the public realm, and SFAC for potential artist engagement.

Follow-Up

- East Cut CBD
- SF Public Works



Signage precedents



Lettering rendering at Main and Mission Streets



Opportunity spot along Spear Street cul-de-sac

CONCEPT 6 ECOLOGICAL CONSCIOUSNESS

Ecological Consciousness can be cultivated by implementing thoughtful conventions that improve the overall health of residents, workers, and visitors. Initiatives will center around district hygiene, alternative energy, and environmental awareness.



6.1 DISTANCE MARKERS

Markers to display distances walked to pedestrians along a route.



Distance markers for pedestrians

Description

There will be three major parks in The East Cut: Salesforce Park, East Cut Sports & Dog Park, and what is now being called Transbay Block 3 Park. These three parks will have fitness-focused elements and could include distance markers to make pedestrians aware of their distance walked. Other destinations within the neighborhood or accessed by walking through the neighborhood could also have distance markers to orient visitors and establish a network of attractions for which The East Cut is the central hub.

Benefits

- Increased exercise in parks helps activate public open spaces
- Improved public health

Considerations

- Interactive element would need to be multilingual
- The East Cut CBD could create designs for the signage/markers



Wide sidewalks and a high concentration of destinations in the neighborhood could benefit from distance markers

6.2 BIGBELLY TRASHCANS

Trash compactor trashcans to replace existing trashcans.

Description

Bigbelly Trashcans are ideal trash receptacles in cities, as they fully contain waste preventing break-ins from critters or curious passers-by. The CBD plans to continue installing these trashcans making them popular in the neighborhood.

Benefits

- Trash compacts and prevents overflowing
- Handle design prevents spills and unsightly messes
- Foot pedal for contactless disposal

Completed Projects

- Five Bigbelly Trashcans were added in December 2019 with five more added in February 2021.



Bigbelly Trashcans installed in The East Cut



6.3 VACANT SITE ACTIVATIONS

Temporary uses at vacant sites to further neighborhood participation and investment.

Description

There are several vacant buildings, retail spaces, and sites in the neighborhood. Finding ways to activate these sites until more permanent uses move in can increase programming in the neighborhood while fostering cleanliness, safety, and sociability. Temporary uses may include vertical farming, happy hour events, community gardens, spring/fall beer gardens, retail pop-ups, or similar activities.

Benefits

- Increased eyes on the street
- Increased safety
- Increased cleanliness
- More vibrant retail districts

Considerations

- Movable elements (i.e. planter beds, tables, chairs, etc.) can be utilized at multiple sites, and be re purposed when an activated site is slated for development.
- The East Cut CBD can incorporate project sites in their yearly performance goals to strategically activate priority locations

Follow-up

- East Cut CBD
- OCII
- TJPA



Holiday-themed events at the former Temporary Transbay Terminal have been successful, including Valentines (left) and Christmas (right).



6.4 AIR QUALITY MONITORS

Air quality screens to bring attention to environment.

Description

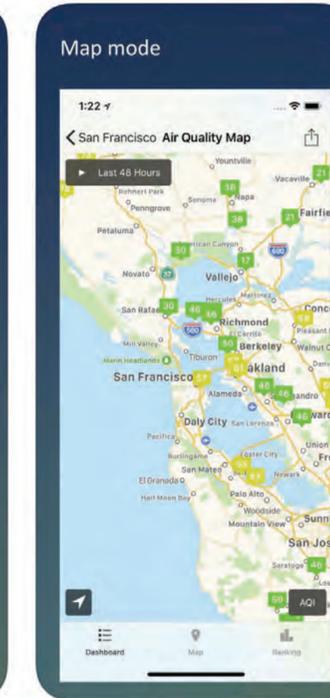
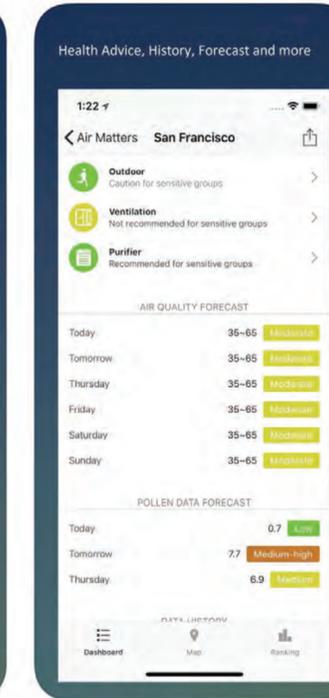
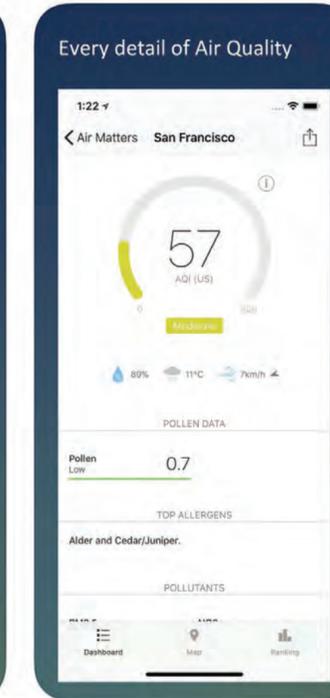
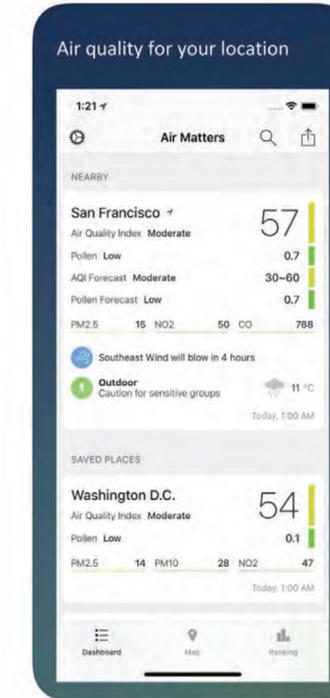
California air quality is being monitored more as wildfires increase. A visual air quality monitoring screen in the neighborhood can bring air quality to the public's attention.

Benefits

- Increased environmental consciousness
- Supports residents in healthy and safe decision making about physical activity based on air quality

Considerations

- Should be located in a high-visibility location for increased impact (i.e. fitness areas, populated lunch spots, highway entrances).
- The East Cut CBD has the ability to partner with companies that produce air quality monitors and can work through the contracting and maintenance of a system



Screen type must be visible from traffic and interactive

OUTREACH FRAMEWORK



In-Person Outreach

In-person outreach activities included:

- Three large public workshops
- A neighborhood walking tour & community lunch
- Mobile outreach pop-ups that focused on downtown office workers at their job sites
- A pop-up planning office in a vacant retail space downtown
- A pop-up street party which included tactical architectural installations to explore converting an underutilized city street into a public open space
- Presentations to community organizations
- Small group meetings and one-on-one meetings with merchants, property owners, building managers, and developers of future buildings that front streets with immanent streetscape projects

Date	Outreach Summary
August 2, 2017	
August - December 2017	First Outreach Event: Kickoff and Project Overview
September 10, 2017	Focused Outreach Events, Lunch-and-Learns
October 30, 2017	Walking Tour and Street Party
May 5, 2018	Community Workshop Number 2
Spring 2018	Spear Street Cul-de-Sac Park Pop-up Party
Spring 2018	Soda Studio: Focused pop-up lunchtime outreach events for office workers
Spring 2019	Pop-up Planning Office at 160 Spear Street
May 16 & 18, 2019	Focused Outreach Events to Property Owners, Tenants, and Merchants along Corridors with Near-Term Streetscape Projects
July 31, 2019	Community Workshop Number 3
Fall 2019	Minna/Natoma Art Corridor Stakeholder Workshop

Online Outreach

In addition to in-person outreach meetings and events, the Soda project hosted two websites where members of the public were invited to learn about the planning process. The Planning Department hosted a traditional project website (<https://sfplanning.org/southdowntown>) which contained basic project information like a project schedule and summaries of and materials presented at outreach events. The East Cut CBD hosted an interactive website using the Neighborland platform (<https://neighborland.com/sodasf>) where members of the public were invited to comment on their priorities for the neighborhood. Over the course of the planning process, the Neighborland site saw over 3,000 unique visitors, over 1,300 of which actively contributed to the site (meaning they commented, voted, shared an idea, or took a survey).

IMPLEMENTATION MATRIX

Project	Project Type	Lead	Key Partners	Timeline	Priority	Funding	See Pg.
Outdoor Working Spaces	Identity	East Cut CBD	Property Owners, Local Tech Companies	Mid-Term (5-10 Years)	High	TBD	54 - 55
Custom Lighting Additions	Identity	East Cut CBD	Fronting Property Owners, SFFD	Near-Term (1-5 Years)	High	TBD	60 - 61
Open Sidewalks For Café Seating	Sociability	East Cut CBD	Public Works, Local Restaurants	Near-Term (1-5 Years)	High	TBD	26 - 29
Affordable Farmers Market	Interactive Green Spaces	East Cut CBD	OCII, Food-Oriented Community-Based Orgs	Near-Term (1-5 Years)	High	Grants/Revenue	42 - 43
Vacant Site Activations	Eco-Consciousness	East Cut CBD	OCII, Property Owners	Near-Term (1-5 Years)	High	TBD	74 - 75
Community Gardens	Interactive Green Spaces	East Cut CBD	OCII, Property Owners	Near-Term (1-5 Years)	High	Grants/Assessments	38 - 39
Bigbelly Trash Cans	Eco-Consciousness	East Cut CBD	OEWD, Public Works	Near-Term (1-5 Years)	High	Grants	74 - 75
Lighting Projections	Identity	East Cut CBD	SFAC, Property Owners, Lighting Consultants	Near-Term (1-5 Years)	High	Grants/Donations	62 - 63
Construction Fence Murals	Traffic Calming	East Cut CBD	Property Developers	Near-Term (1-5 Years)	High	Assessments	16 - 17
Free Wi-Fi Zones	Identity	East Cut CBD	Property Owners, Local Tech Companies	Near-Term (1-5 Years)	Medium	TBD	56 - 57
Walking Tour Series	Sociability	East Cut CBD	SFMOMA, AIASF, Volunteers	Near-Term (1-5 Years)	Medium	Assessments	34 - 35
Patterned Crosswalks	Traffic Calming	East Cut CBD	Public Works, SFMTA	Near-Term (1-5 Years)	Medium	TBD	14 - 15
Neighborhood Posts	Identity	East Cut CBD	Public Works, SFAC	Mid-Term (5-10 Years)	Medium	Assessments	58 - 59
5 PM Event Series	Traffic Calming	East Cut CBD	Programming Partners	Near-Term (1-5 Years)	Medium	TBD	20 - 21
Mini Parks at Existing Living Streets	Interactive Green Spaces	East Cut CBD	Public Works, Fronting Property Owners	Mid-Term (5-10 Years)	Medium	TBD	46 - 49
Dog Runs	Interactive Green Spaces	East Cut CBD	Rincon Hill Dog Park	Near-Term (1-5 Years)	Medium	TBD	44 - 45
Enhanced Causal Carpool Pickup Zone	Traffic Calming	East Cut CBD	Public Works, SFMTA, Fronting Property Owners	Mid-Term (5-10 Years)	Medium	TBD	18 - 19
Air Quality Monitors	Eco-Consciousness	East Cut CBD	BAAQMD	Mid-Term (5-10 Years)	Medium	TBD	76 - 79
Lettering Signage	Wayfinding	East Cut CBD	Public Works, SFAC	Near-Term (1-5 Years)	Medium	TBD	66 - 67
Group Fitness	Sociability	East Cut CBD	Local Gyms	Near-Term (1-5 Years)	Low	TBD	32 - 33
Shared Public Ways During Lunch	Sociability	East Cut CBD	SFMTA, SFFD, Public Works	Near-Term (1-5 Years)	Low	TBD	30 - 31
Distance Markers	Eco-Consciousness	East Cut CBD	Public Works, Fronting Property Owners	Mid-Term (5-10 Years)	Low	TBD	70 - 71
Living Wall	Interactive Green Spaces	East Cut CBD	East Cut CBD	Mid-Term (5-10 Years)	Low	TBD	50 - 51
Built-In Sidewalk Plaques	Wayfinding	East Cut CBD	Public Works, Fronting Property Owners	Mid-Term (5-10 Years)	Low	TBD	60 - 67
Green Parklets	Interactive Green Spaces	East Cut CBD	Planning, Public Works, SFMTA	Mid-Term (5-10 Years)	Low	TBD	40 - 41

