



# SFMTA's Urban Planning Initiatives: A Program Overview

# SFMTA's Urban Planning Initiatives:

## SFMTA's UPI Program Created in 2008

- Requested by OEWD as Liaison to SFMTA
- Goals:
  - Engage Transportation Planning Early
  - Streamline Process
  - Ensure Policy Consistency
  - Instill Certainty
  - Account for Operational and Financial Feasibility
  - Facilitate Community Engagement

# SFMTA's Urban Planning Initiatives:

## San Francisco background

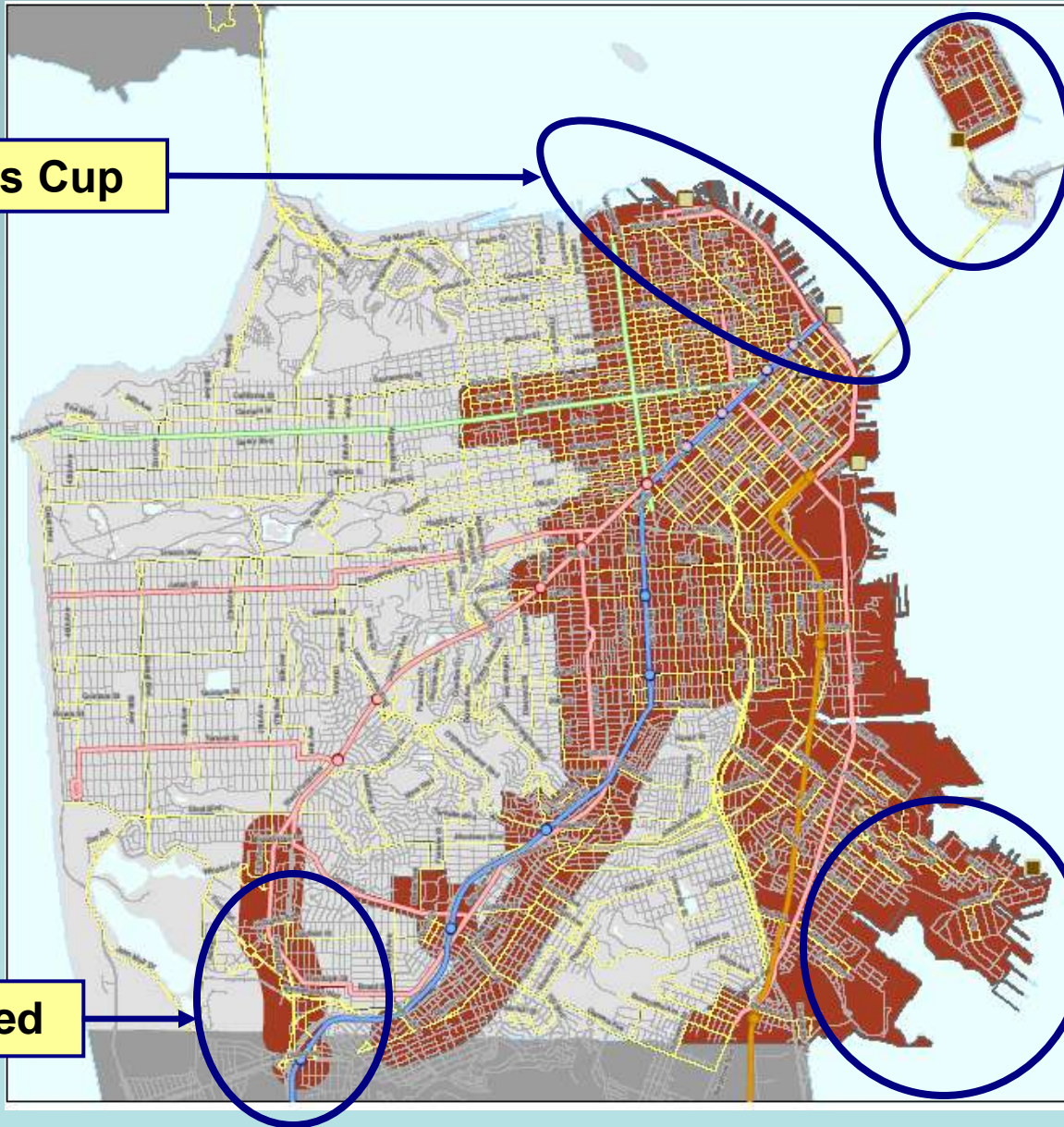
- **Politics, Economics:**
  - Environmentalism: Dense, Compact Form
  - Tradition of Activism, Counterculture, yet a Finance Capital
  - Tourism as Major Industry
  - Silicon Valley/"Creative Class:" Appeal of Urban Lifestyle
- **Transit Tradition**
  - Topography: Cable Car, Ferries, Limited Access
  - Muni: one of oldest public systems in world (1912)
  - 1960s/70s: Freeway Revolt, BART, Regional Smart Growth
  - "Transit First"

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# Major UPI Projects at SFMTA:



**America's Cup**

**Treasure Island/Yerba Buena Island**

**Parkmerced**

**Candlestick Point/  
Hunters Point  
Shipyard**

# SFMTA's Urban Planning Initiatives: CP-HPS

## Project Highlights:

- 10,500 Housing Units
- 2.5-3m sf Office/R+D
- Regional Retail
- 300 acres Parks
- Stadium/No-Stadium Options
- Maintain Extant Artist Community
- UN Global Compact



# SFMTA's Urban Planning Initiatives: Candlestick Pt/Hunters Pt Shipyard

## Review 2006-2010:

- Over 250 Community Meetings
- Weekly Agency Meetings with multiple SFMTA Divisions
- TASC and MAAC sign off
- CFO and City Attorney review
- CEQA certification (2010)



# SFMTA's Urban Planning Initiatives: CP-HPS

## Transportation Projects:

- Bus Rapid Transit
- Yosemite Slough Bridge
- Transit Preferential Street Corridor
- “Better Streets” Design
- Bicycle Network





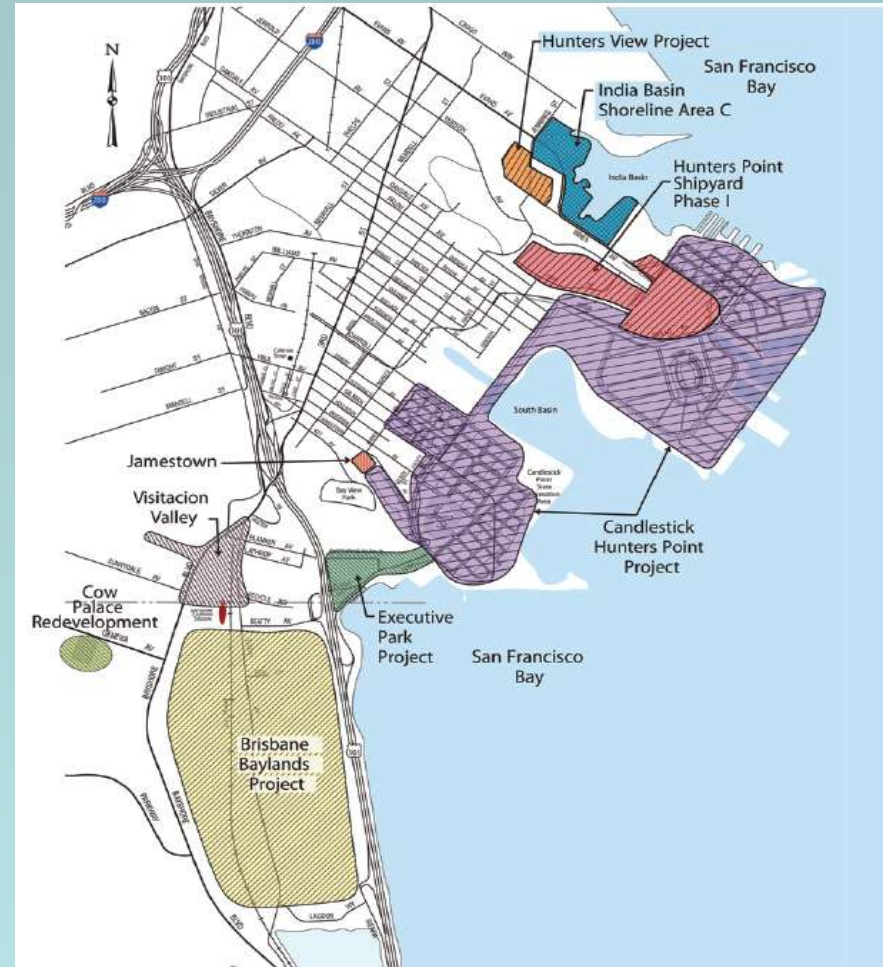
# SFMTA's Urban Planning Initiatives: CP-HPS

\$500K Roadway Grant

\$120m TIFIA Loan

\$30m HOPE SF Grant

Bi-County Project Fair Share  
Allocations



# SFMTA's Urban Planning Initiatives: Park Merced

- Not “Redevelopment”
- Add 5700 New Units = 8,900 Units
- New Retail Area, Neighborhood Services
- Community Gardens, Parks



# SFMTA's Urban Planning Initiatives: Park Merced

## Transportation Projects:

- M-line alignment, Terminal
- New SFSU Station
- New Intersections:  
Lake Merced, 19th Ave  
Junipero Serra
- Bicycle / Pedestrian Access,  
Paths





# **SFMTA's Urban Planning Initiatives: Park Merced**

- **EIR Certified Feb 2011**
- **Tier 5 Planning Study Underway**
  - Received \$300K Planning Grant
  - \$180K match by City, Parkmerced, Stonestown, SFSU
  - PPP Agreement in 2 Years
  - \$62m in Private Capital Funds

# SFMTA's Urban Planning Initiatives: TI / YBI

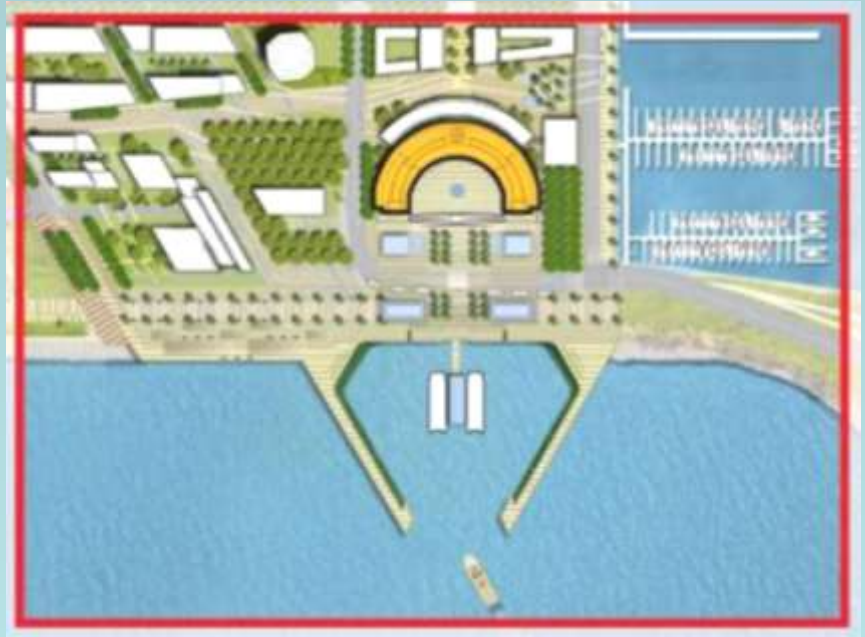
- **TIDA: Special  
Redevelopment  
Agency**
- **Former Naval Base**
- **8,000 Units  
Proposed**
- **Transit-Oriented  
Recreational /  
Visitor Destination**



# SFMTA's Urban Planning Initiatives: TI / YBI

## Transportation Projects

- Transit Hub for Buses, Ferries
- Congestion Pricing Plan
- Unique Street Grid Design
- “Shared Public Ways”







# SFMTA's Urban Planning Initiatives: 34<sup>th</sup> America's Cup

- **Fundraising Goal: \$32m**
- **Bay Area Benefit: \$1.4 billion**
- **8,800 jobs**
- **Legacy Projects**
  - Pier Rehabilitation
  - Cruise Terminal
  - New Streetcar line
  - New Limited Bus routes
  - Interregional Bus Service
  - Expanded, Pre-Loaded Clipper Card
  - Bikesharing Expansion
  - Jump-Start Pedestrian Safety and Pathways



# **SFMTA's Urban Planning Initiatives: 34<sup>th</sup> America's Cup**

- **3<sup>rd</sup> Largest International Sporting Event Draw**
- **First Time: Races Viewable from Land**
- **First Time: Preceded by World Series Races 2012**
- **Louis Vuitton Challenger Races July-Aug 2013**
- **Americas Cup Final September 2013**



# SFMTA's Urban Planning Initiatives: 34<sup>th</sup> America's Cup

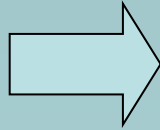
- **Four Groups of People:**
  - Race Management
  - Spectators
  - Locals Near Race Area
  - Non-Race viewers in Bay Area
- **Five Principles:**
  - Safety
  - Efficiency
  - Sustainability
  - Adaptability
  - Legacy



# **SFMTA's Urban Planning Initiatives: America's Cup "People Plan"**

- **One of Eleven Plans**
- **First Draft Plan Published March 31, 2011**
- **Three Progress Reports: May, July, Sept 2011**
- **People Plan published September**
- **EIR Certification in November 2011**
- **NEPA Process Spring 2012**
- **Plan Refinements after World Series Races 2012**

CEQA  
Document:  
Scoping,  
Initial draft

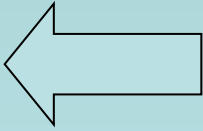


Draft  
People  
Plan:  
**March –Sept**  
Plans, Policies,  
Mitigation  
Measures

Other Plans:  
Public Safety,  
Sustainability,  
Air & Water  
Traffic,  
Park Events  
Operations, etc.



CEQA  
Document:  
Analysis,  
Comments  
+ Responses,  
Final Draft



Post-CEQA:  
Revised  
People Plan  
*as necessary*