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
- Candlestick Point/Hunters Point Shipyard
- Parkmerced
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

19th Ave Corridor Study
- Parkmerced, SFSU, Stonestown
- Leverage Private Obligations
- Tier 5 Projects:
  - Grade Separation of Rail
  - Westside Alignment
  - Extension to BART
  - Pedestrian, Bicycle Projects
  - 19th Avenue as Boulevard
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: TI / YBI

- Clinton Global Initiative 2010
- Redevelopment Strategy Revisited 2011
- EIR Certification Feb 2011
SFMTA’s Urban Planning Initiatives: 34th 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: 34th America’s Cup

- 3rd 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: 34th 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.

Post-CEQA: Revised People Plan
as necessary

CEQA Document:
Analysis, Comments + Responses, Final Draft