



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

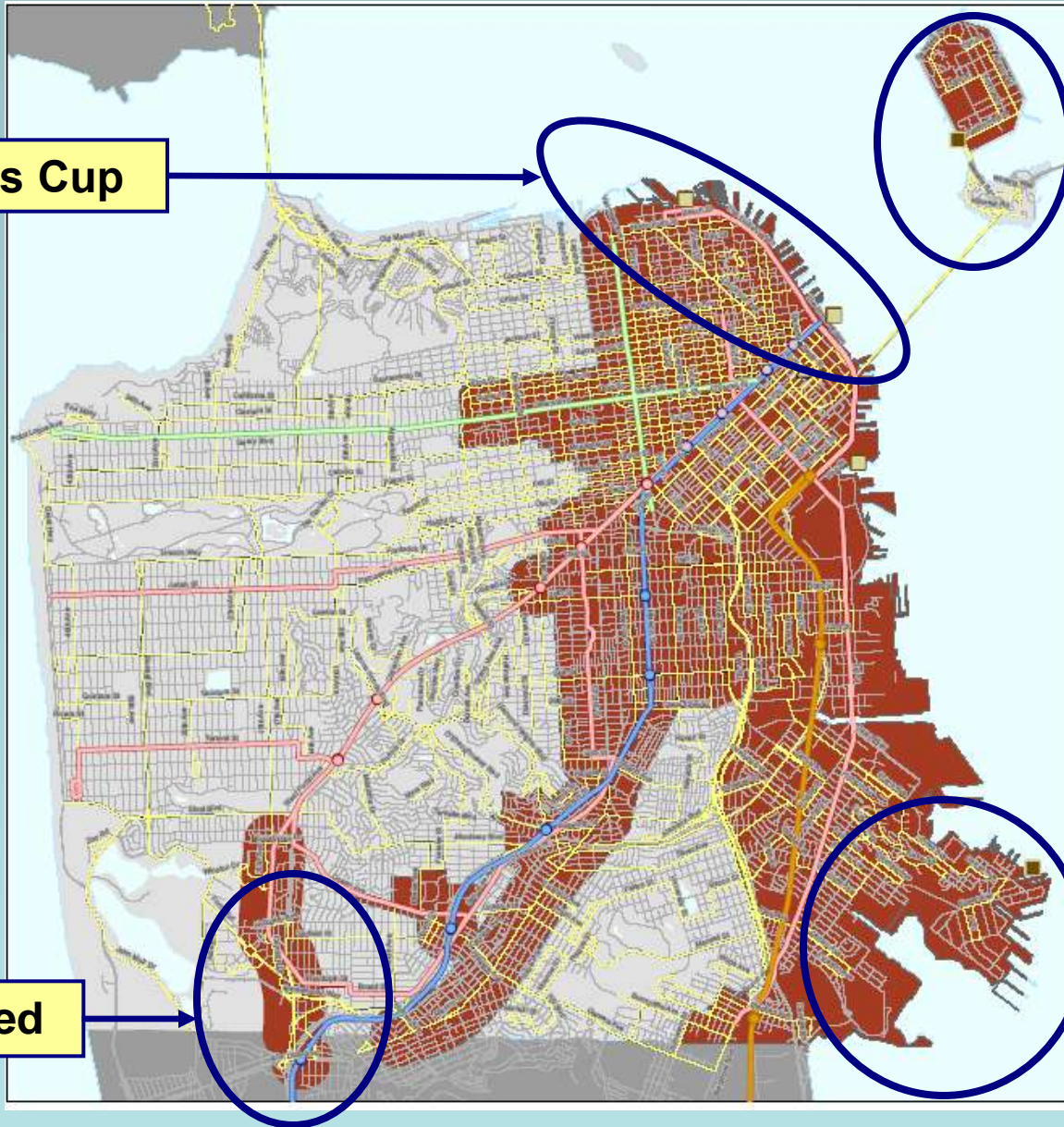
- **Politics, Economics:**
 - Environmentalism: Dense, Compact Form
 - Tradition of Activism, Counterculture, yet a Finance Capital
 - Tourism as Major Industry
 - Silicon Valley/"Creative Class:" Appeal of Urban Lifestyle
- **Transit Tradition**
 - Topography: Cable Car, Ferries, Limited Access
 - Muni: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

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"

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



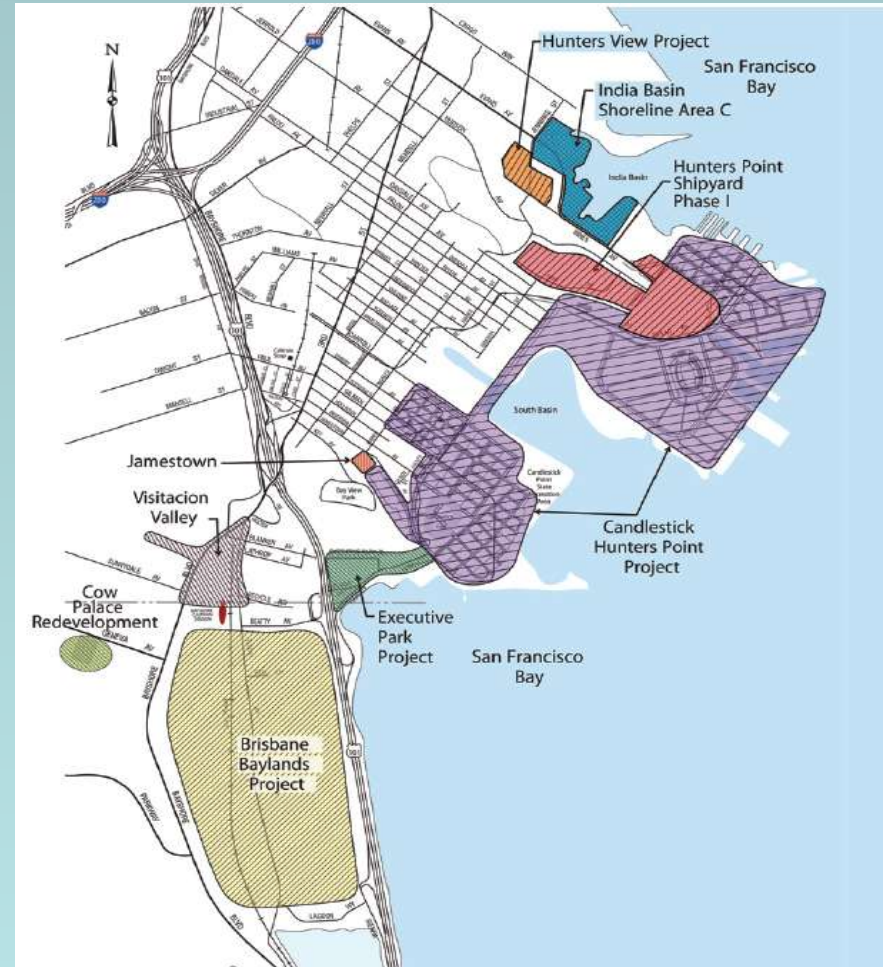
SFMTA's Urban Planning Initiatives: CP-HPS

\$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

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

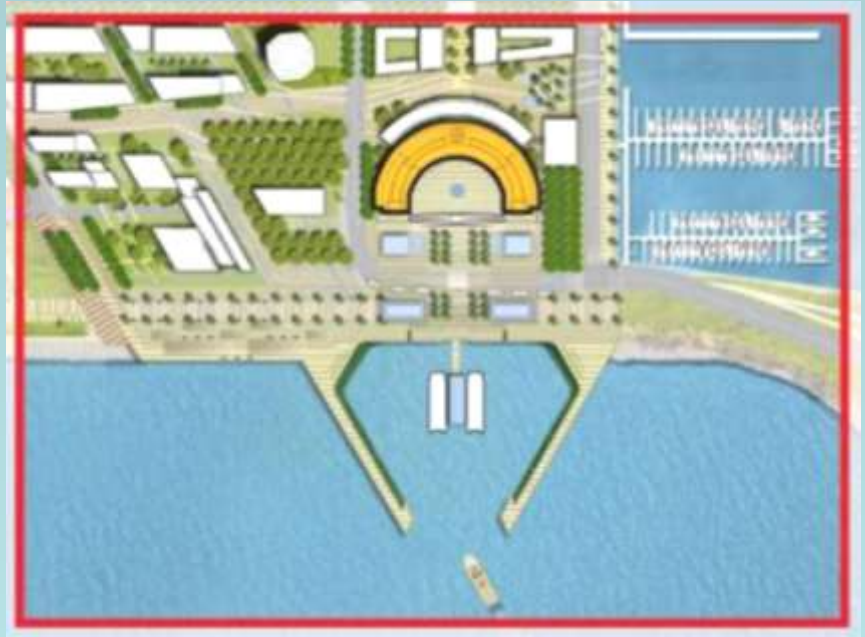
- **TIDA: Special
Redevelopment
Agency**
- **Former Naval Base**
- **8,000 Units
Proposed**
- **Transit-Oriented
Recreational /
Visitor Destination**



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

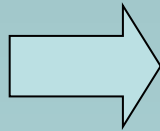
- **Four Groups of People:**
 - Race Management
 - Spectators
 - Locals Near Race Area
 - Non-Race viewers in Bay Area
- **Five Principles:**
 - Safety
 - Efficiency
 - Sustainability
 - Adaptability
 - Legacy



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

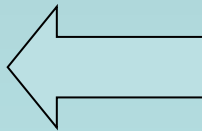


Draft
People
Plan:
March –Sept
Plans, Policies,
Mitigation
Measures

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



CEQA
Document:
Analysis,
Comments
+ Responses,
Final Draft



Post-CEQA:
Revised
People Plan
as necessary