



# EASTERN NEIGHBORHOODS

Planning Commission Update



SAN FRANCISCO  
**PLANNING**  
DEPARTMENT

APRIL 2007

## Main Points to be Covered Today

- Basic land use proposal
- Affordable housing and public benefits
- Community Process
- Project Schedule

# Proposed Hearings through August

## ***"Complete Neighborhoods"***

- Transportation
- Open space and the public realm
- Historic preservation
- ENCHIA (Eastern Neighborhoods Community Health Impact Assessment)

## ***Draft Environmental Impact Report***

## ***Socio-Economic Impact Assessment***

## ***Zoning Controls***

- Zoning and heights in detail
- Building design guidelines
- Support for PDR jobs and businesses
- More specifics on affordable housing and public benefits

# Brief History of the Eastern Neighborhoods Process

- Late 1990s:** Debate about best uses for city's industrial lands
- 1998-2001:** City establishes interim controls and policies for industrial lands
- 2001:** Community-based rezoning efforts begin in SoMa, Mission, Showplace/Potrero and Bayview and began analysis of PDR businesses



## Brief History of the Eastern Neighborhoods Process

- 2003:** Three options (A, B and C) are identified for amount of land to be retained for PDR activities
- 2003:** West SoMa planning established as separate process
- 2004:** Interim policies established modeled after Option B
- 2005:** Work on environmental impact report begins
- 2006:** Work begins on area plans for E. SoMa, Mission, Showplace/Potrero

# Brief History of the Eastern Neighborhoods Process

## -- Community Outreach

- **Mailings:** Area-wide mailings in 2002 and 2006. Project mailing list with over 2,000 members
- **Community Meetings:** Several dozen community meetings in four neighborhoods, attended by 50 - 200 people each.
- **Discussions with PDR Businesses:** Focus groups and telephone interviews
- **Citywide Summit on Industrial Land:** Attended by over 200 people
- **Commission Hearings:** 15+ hearings throughout the process

# Key Principles of the Eastern Neighborhoods

## **People and Neighborhoods**

- 1) Encourage new housing at appropriate locations and make it as affordable as possible to a range of city residents
- 2) Plan for transportation, open space, community facilities and other critical elements of complete neighborhoods

## **The Economy and Jobs**

- 3) Reserve sufficient space for production, distribution and repair activities, in order to support the city's economy and provide good jobs for residents
- 4) Take steps to provide space for new industries that bring innovation and flexibility to the city's economy

# ACTIVITY IN THE SOUTHEAST PORTION OF THE CITY



- EASTERN NEIGHBORHOODS
- PORT BOUNDARY

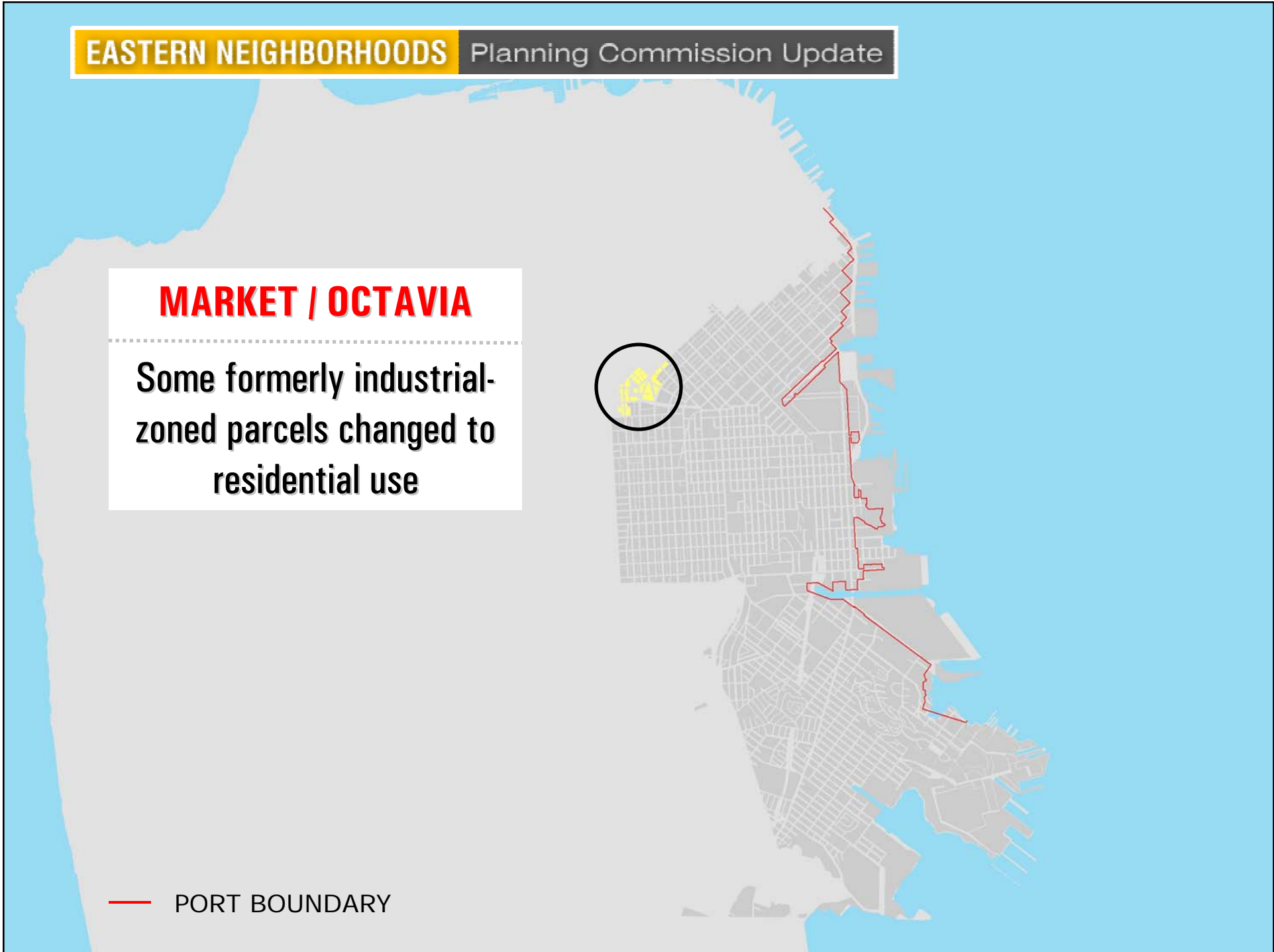


**MARKET / OCTAVIA**

Some formerly industrial-zoned parcels changed to residential use

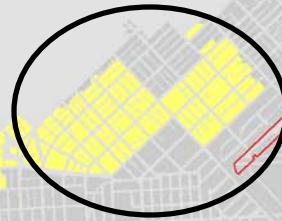


— PORT BOUNDARY



**WEST SOMA**

Currently undergoing  
separate, parallel  
planning process



— PORT BOUNDARY

**MISSION BAY**

- UCSF Research Campus
- New hospital
- R & D space
- 6,000 new residential units

— PORT BOUNDARY



**POTRERO POWER PLANT SITE**

- Approx 30 Acres
- Plant set close in future
- Opportunity for non-residential re-use

— PORT BOUNDARY



**HUNTERS POINT SHORELINE /  
INDIA BASIN NEIGHBORHOOD**

- Comprehensive neighborhood planning through Planning Dep't and Redevelopment.
- Plan for major opportunity sites in the area (e.g. former Hunters Point PG&E plant)

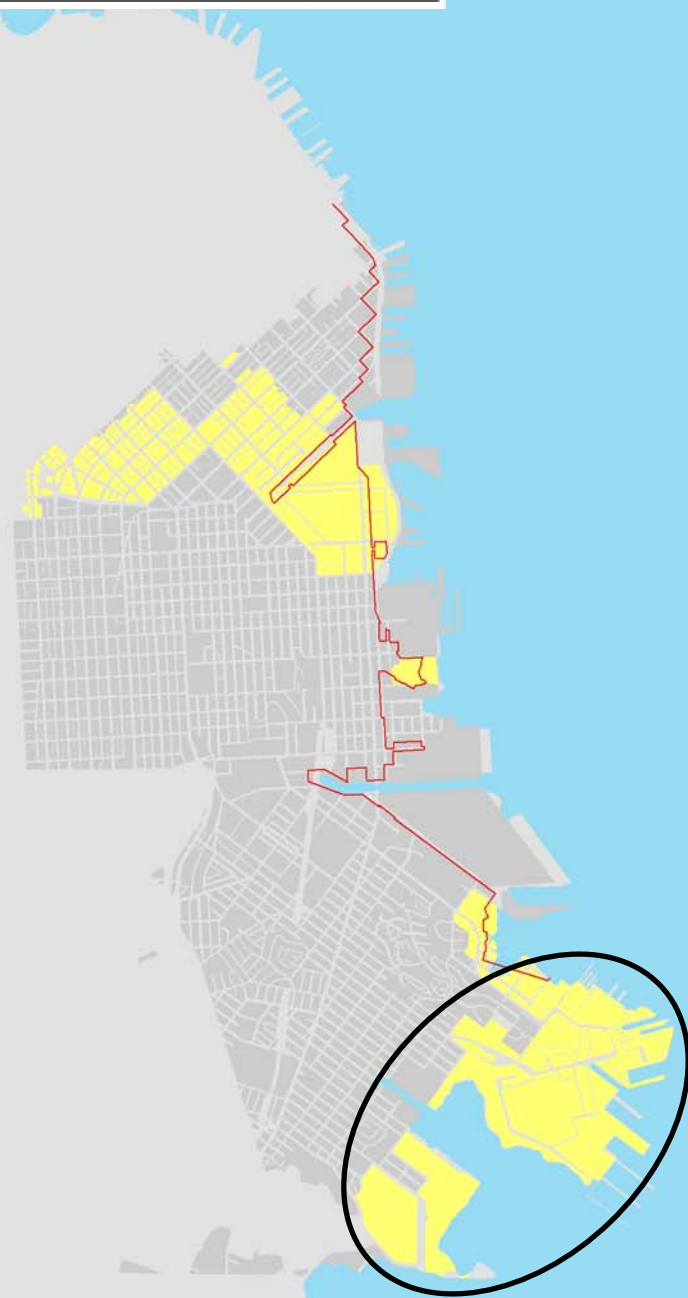
— PORT BOUNDARY



## **CANDLESTICK POINT / HUNTERS POINT SHIPYARD**

- 8,500 new residential units (at least 25% affordable)
- Up to 800,000 sq. ft of local and destination retail
- 150,000 sq. ft. of office
- 2 million sq. ft. of light industrial / R&D space
- 300 acres of parks and open space
- Possible site for new stadium

— PORT BOUNDARY



**EXECUTIVE PARK**

- 2,800 residential units
- 40,000 sq. ft. of retail
- 26 acre improved open space area

— PORT BOUNDARY



**VISITACION VALLEY**

- Re-use of former Schlage Lock factory site
- Up to 1,000 units of new residential plus neighborhood serving retail and community institutional uses

— PORT BOUNDARY





**PORT - PIER 70**

- Existing drydock
- 65-acre master plan under development
- Preservation of historic resources
- Open space

— PORT BOUNDARY



**PORT - PIER 80**

- 69 acre cargo terminal
- Possible auto shipping terminal
- Illinois Street Bridge

— PORT BOUNDARY



**PORT - PIER 90-96 &  
BACKLANDS**

Center for shipping of bulk, liquid  
and construction-related materials

— PORT BOUNDARY





## **Industrially Zoned Areas ( late 1990s )**

**City Land: 2,337 acres**

**Port Land: 444 acres**



**TOTAL: 2,781 acres (12.6% of city)**

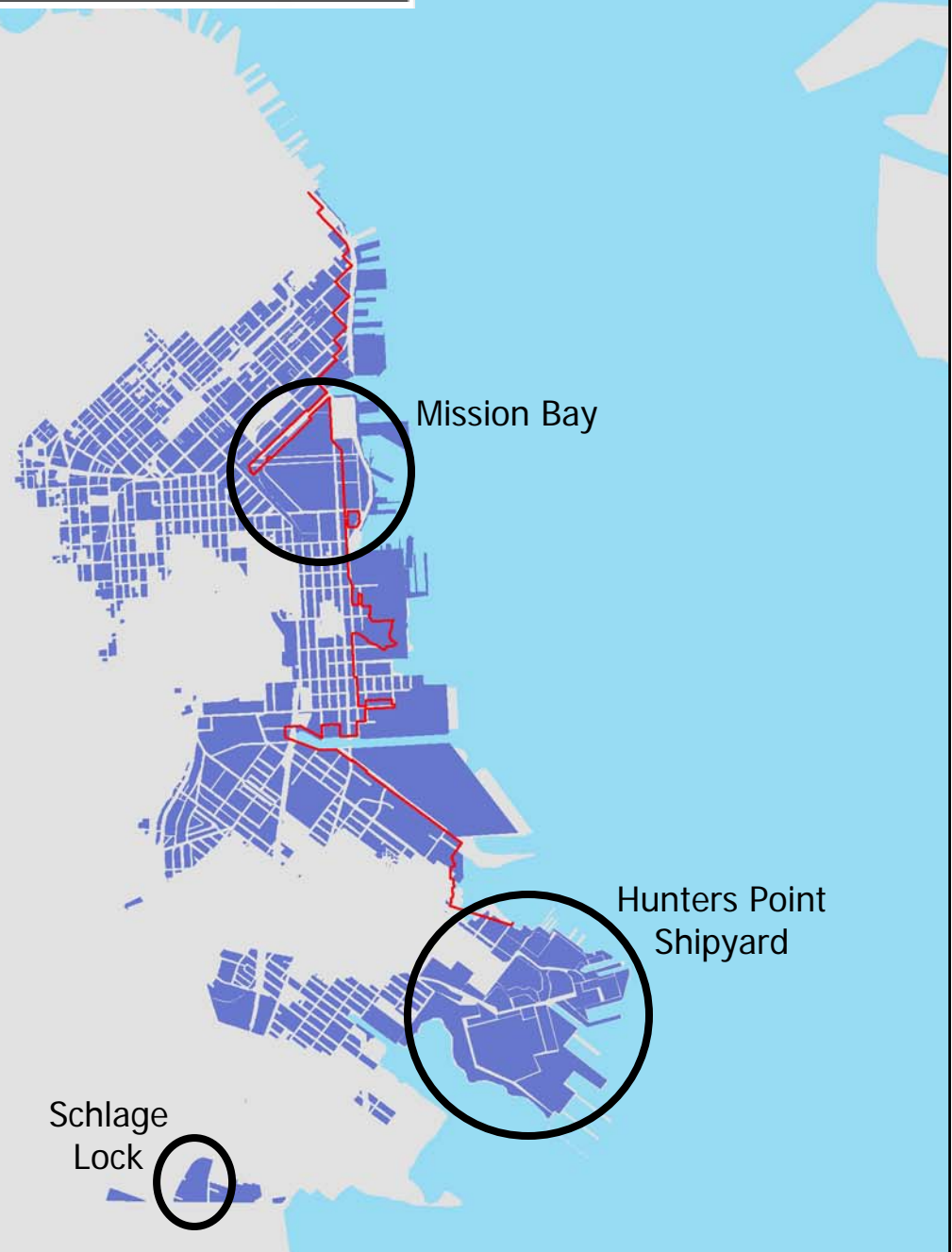
-  INDUSTRIAL
-  PORT BOUNDARY



# Separately Programmed Areas

**681 acres removed**

-  INDUSTRIAL
-  PORT BOUNDARY



Mission Bay

Hunters Point  
Shipyard



Schlage  
Lock

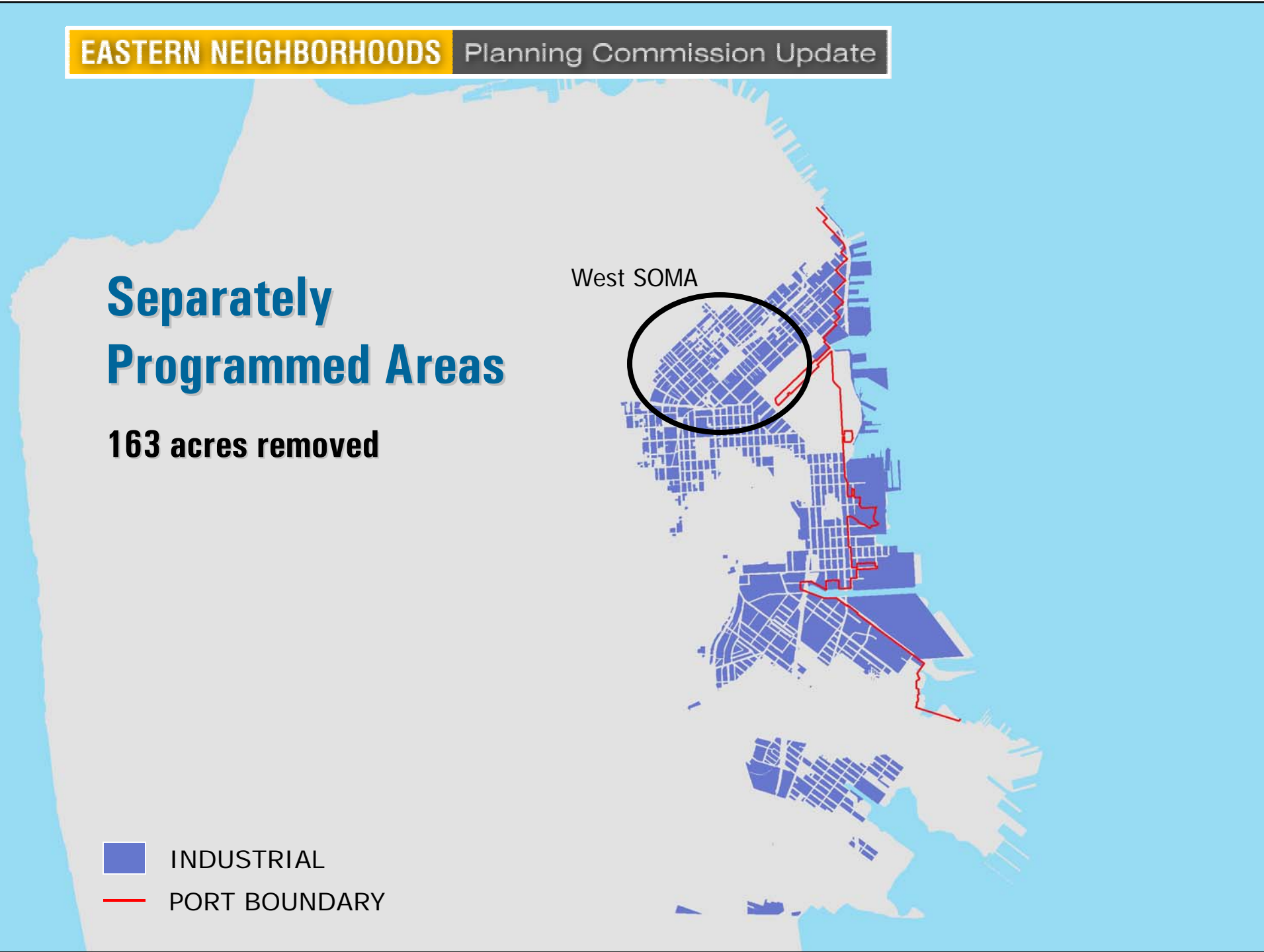
# Separately Programmed Areas

**163 acres removed**

West SOMA



-  INDUSTRIAL
-  PORT BOUNDARY



## Remaining Industrial Areas

( analyzed as part of Eastern  
Neighborhoods process )

**City Land:** 1,488 acres

**Port Land:** 444 acres

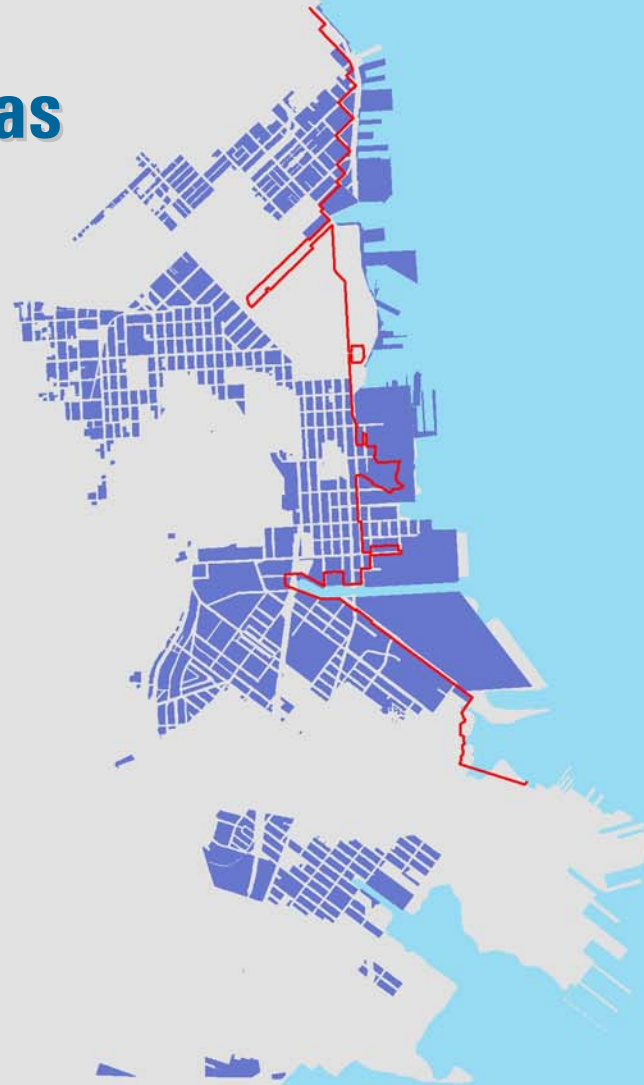
**TOTAL:** 1,932 acres



INDUSTRIAL



PORT BOUNDARY



## Remaining Industrial Areas

( analyzed as part of Eastern Neighborhoods process )

**City Land:** 1,488 acres

**Port Land:** 444 acres

**TOTAL:** 1,932 acres



INDUSTRIAL



PORT BOUNDARY

## Analysis Process

- Community discussions about future of industrial land
- Analysis of the value of PDR businesses to the city and their needs
- Analysis of land supply available for PDR businesses



# Proposed PDR and Mixed Use Districts

427 acres of industrial zoned land converted to mixed use

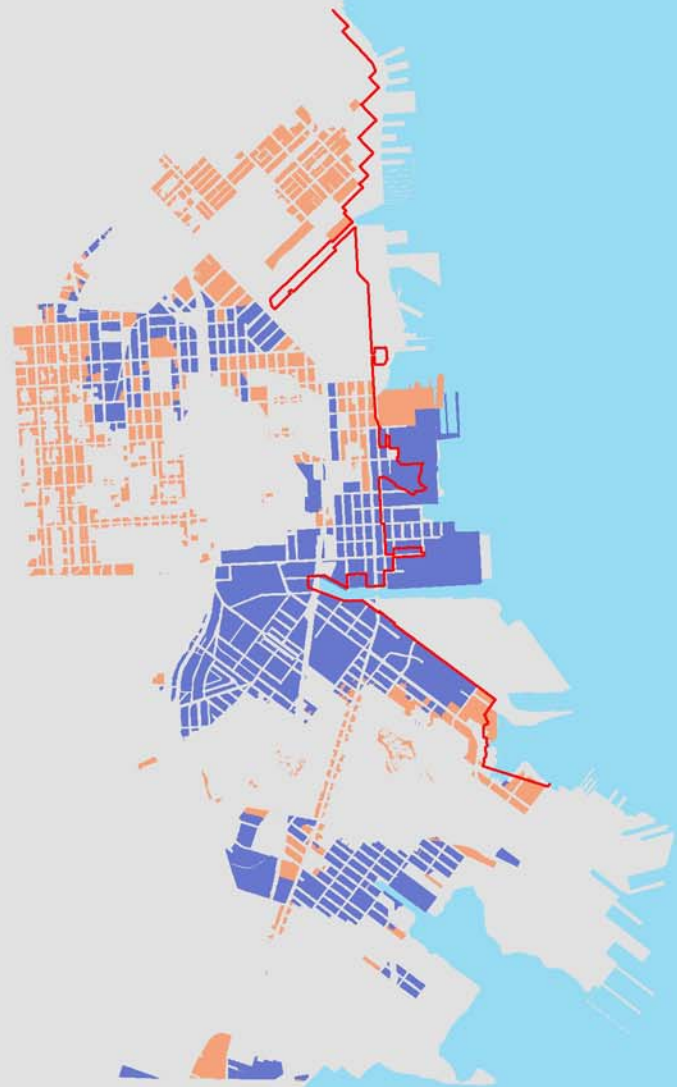
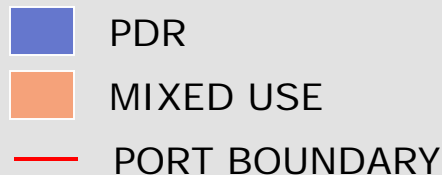
***Remaining:***

**City Land:** 1,061 acres

**Port Land:** 444 acres

**TOTAL:** 1,505 acres

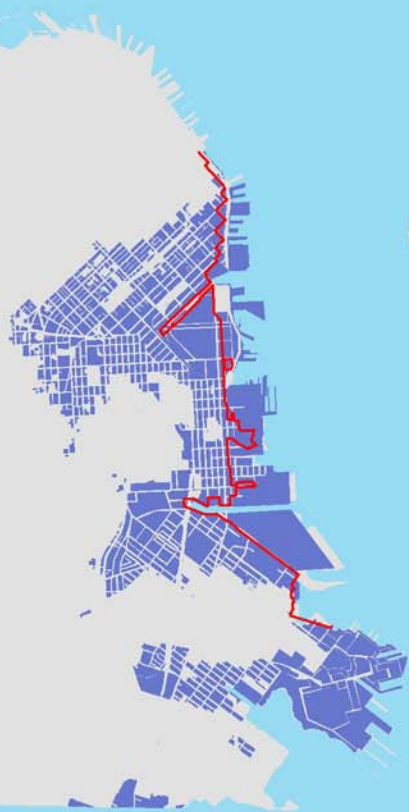
- *West Soma not included in these figures.*



# Overall 55% of former industrially zoned land goes to housing and other uses

HISTORICAL (BEFORE)

**2,781 acres**  
**12.6% of city**

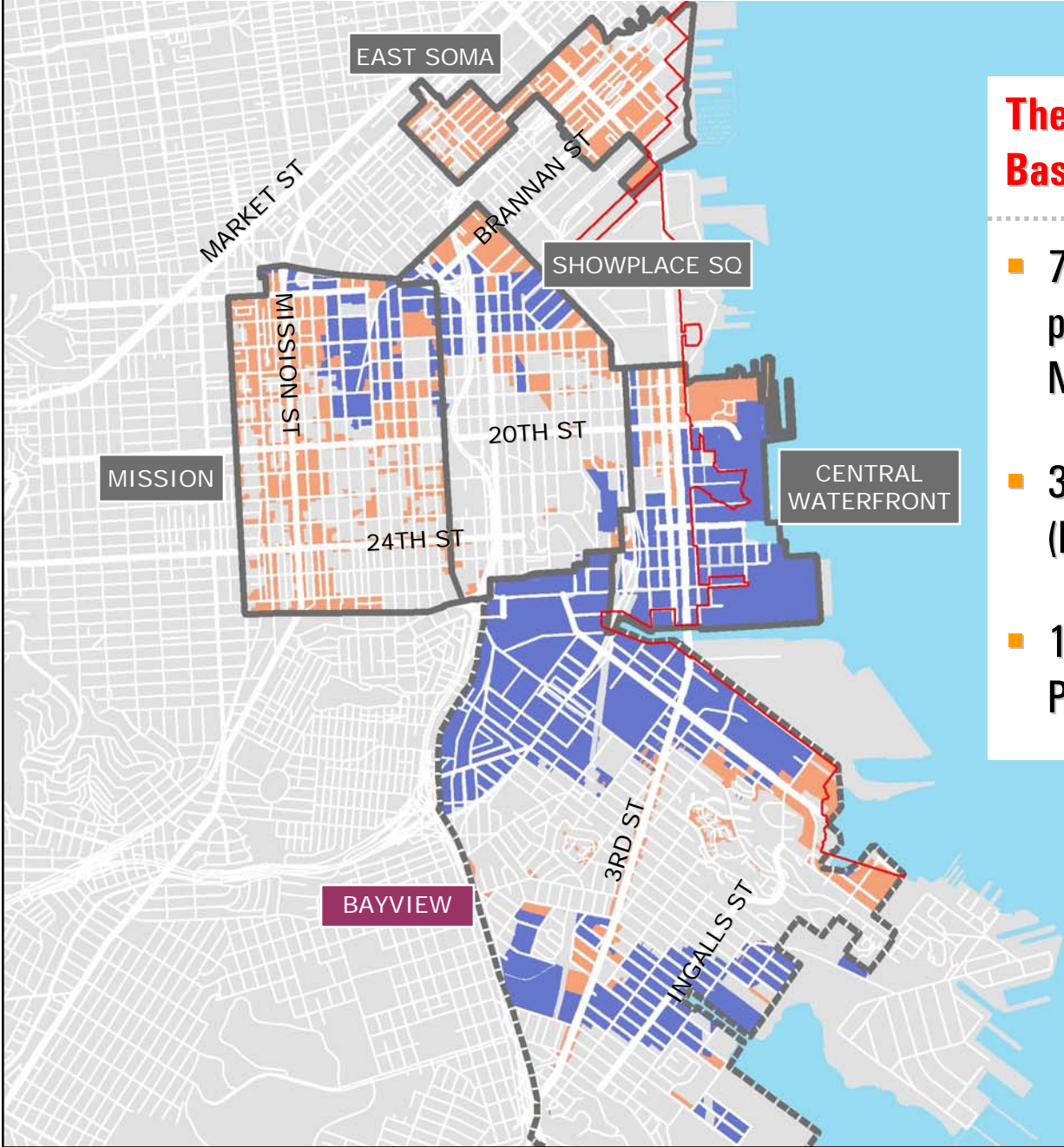


PROPOSED (AFTER)

**1,505 acres**  
**6.8% of city**

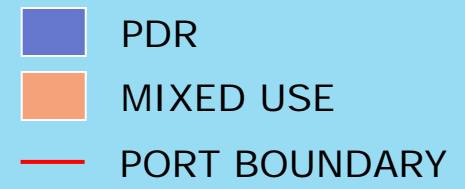


# EASTERN NEIGHBORHOODS Planning Commission Update

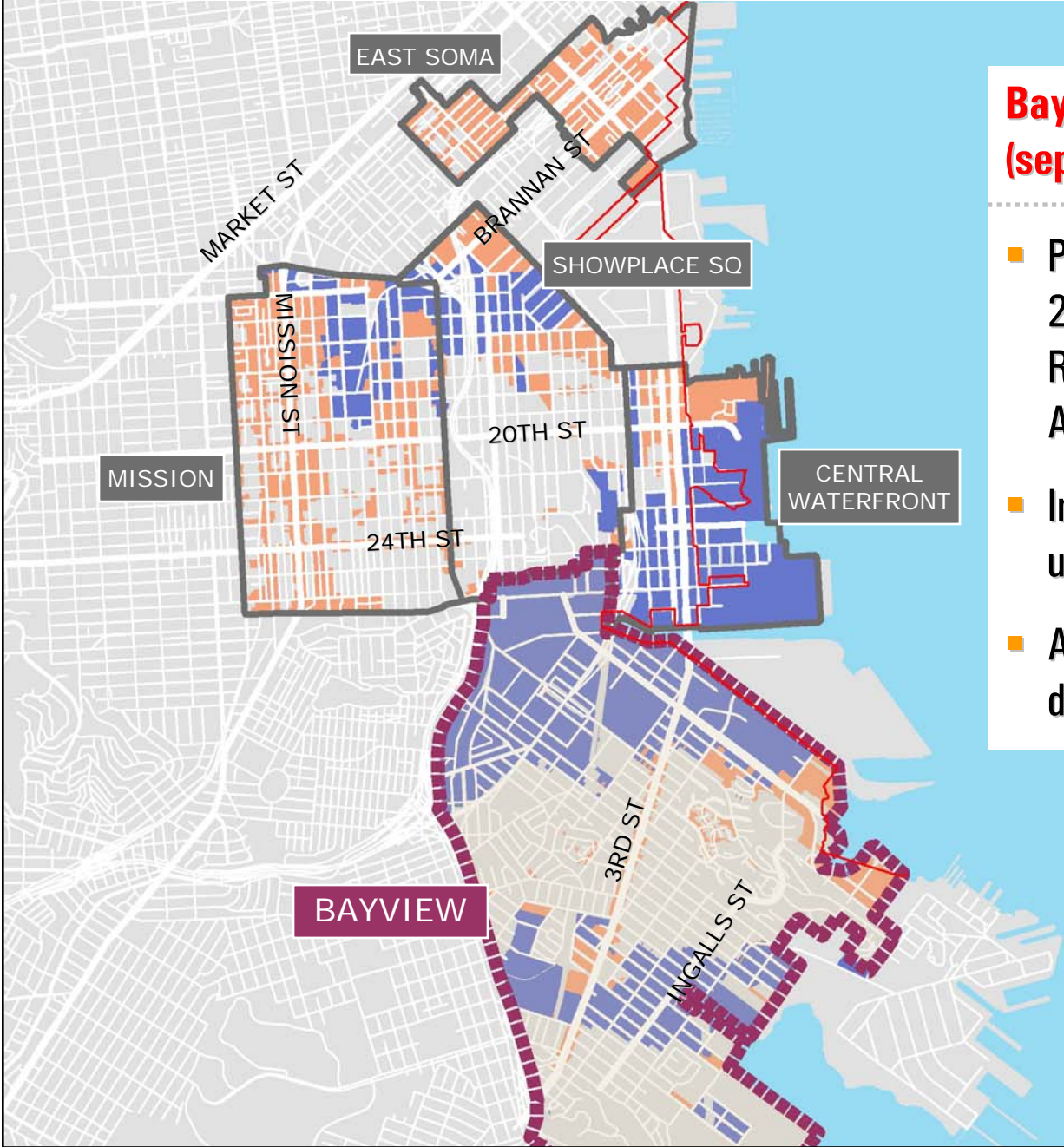


## The Eastern Neighborhoods Program Basic Land Use Proposal

- 7,385 new residential units projected under Option B (Eastern Neighborhoods, excluding Bayview)
- 3,700 new residential units (Bayview)
- 1,061 acres of land preserved for PDR (not including Port)

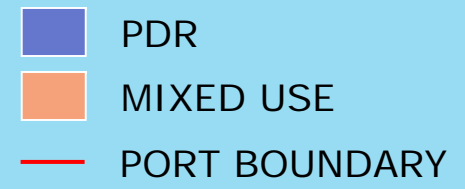


# EASTERN NEIGHBORHOODS Planning Commission Update



## Bayview Hunters Point Plan Area (separate process)

- Planning Documents approved in 2006 (EIR, General Plan, Redevelopment Plan, Delegation Agreement)
- Implementation Phase – zoning updates
- Amendments to Industrial districts drafted



# Eastern Neighborhoods Housing Needs

- Median household income lower than the City median.
- Average household size larger than the rest of the City.
- Four of every five households in the Eastern Neighborhoods are renters
- Large stock of older, low-cost housing

*Based on Eastern Neighborhoods Socioeconomic Analysis Findings*

## Eastern Neighborhoods Under Existing Policies

Total Housing	7,500 - 10,000	
City-financed	600 - 1,200	
Market-rate	5,770 - 7,700	
Inclusionary	950 - 1,350	
Total Affordable	1,500 - 2,500	20-25%

- *City-financed housing assumes \$100-\$180 million in Citywide funding over 20 years*
- *Inclusionary assumes 15% of market rate development*

# Redevelopment and Area Plans

Project Area	Total Units	Affordability	Affordable Housing Units	Funding for Affordable Housing
<b>BAYVIEW PLAN</b>	3,724	38%	1,398	\$100 million
<b>MISSION BAY</b>	6,000	28%	1,680	\$128 million
<b>TRANSBAY</b>	3,465	36%	1,238	\$ 108 million
<b>HUNTERS POINT</b>	1,500	32%	480	\$60-\$70 million
<b>TREASURE ISLAND</b>	6,000	30%	1,800	\$270 million
<b>Total</b>	<b>20,689</b>	<b>33%</b>	<b>6,596</b>	<b>\$666-776 million</b>

- *All of these plans involve tax-increment financing through redevelopment law*
- *The BOS resolution calls for 54% affordable housing*

# Eastern Neighborhoods Affordable Housing Strategy

## 1) Inclusionary housing

- Baseline
- Increases in development potential in return for additional affordable housing

## 2) Affordable Housing Priority Zones:

- City-financed affordable housing developments
- Mixed-Income developments via land dedication
- Privately-funded moderate-income developments

## 3) City-financed affordable housing development

- Additional funding needs



# Inclusionary Housing

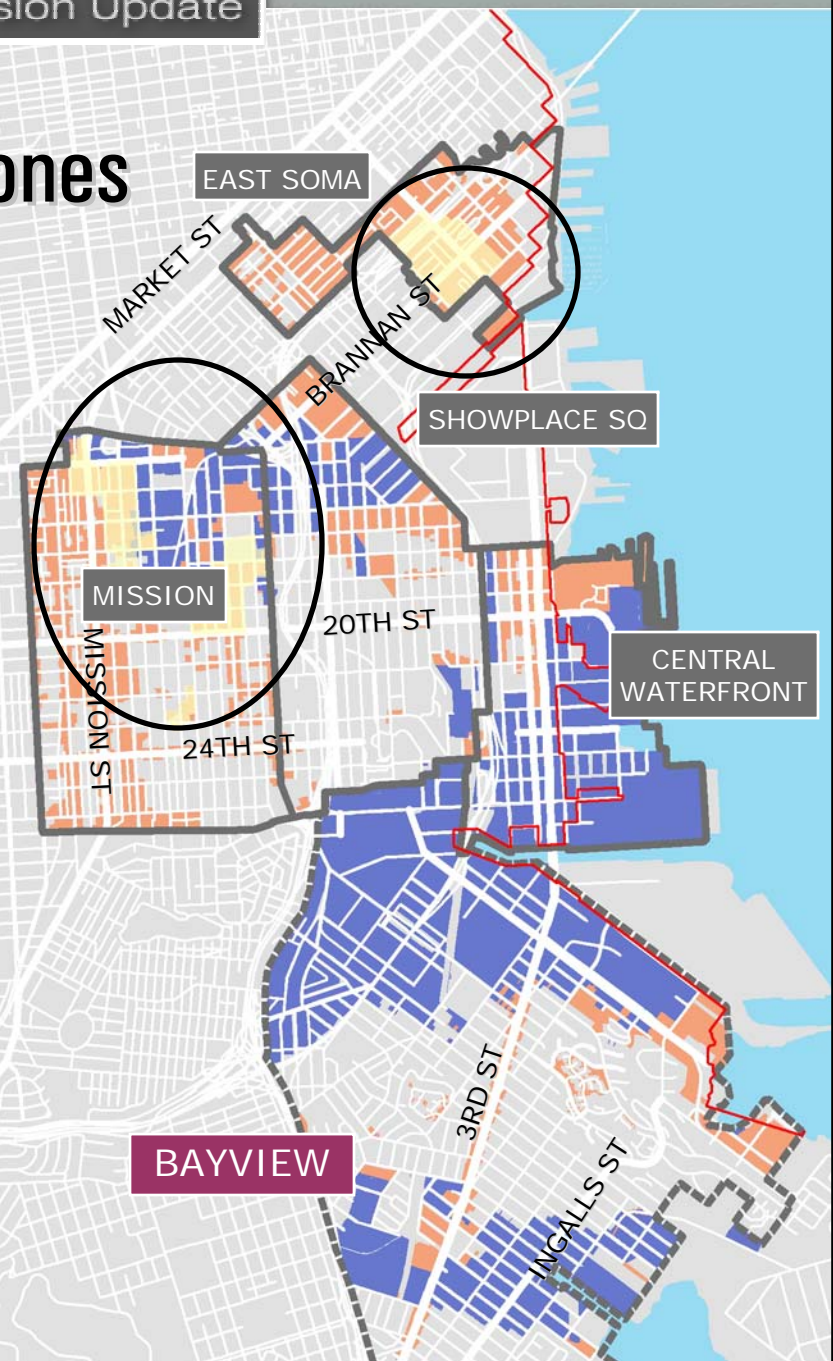
- 1) Baseline: 15% of total market-rate production (7,500 – 10,000 units)
- 2) Increase in Development Potential: Zoning changes create new value which enable funding for additional affordable housing

## Possible Options:

- Increase the percentage requirement
- Charge an affordable housing fee
- Provide options for additional affordability (eg. 5% @80% AMI or 10% @100% AMI or 15% @ 120% AMI)

# Affordable Housing Priority Zones

- 1) Allow new residential uses in areas currently zoned industrial
- 2) Allow 100% affordable developments as-of-right
- 3) Create incentives for mixed-income residential development
  - Land Dedication: developer donates portion of parcel to the Mayor's Office of Housing for affordable housing and builds market rate housing on remainder
- 4) Allow 100% moderate-income developments affordable to households @ 80%-140% AMI



# City-financed Affordable Housing Development

- 1) Current challenges are land availability and funding
- 2) Land dedication provides for new land options
  - Land represents 30% to 50% of the City's subsidy
  - Affordable housing zones create potential for over 1,000 affordable housing units on dedicated land
- 3) Additional funding will be needed to develop these sites
  - \$75,000-\$125,000 per unit

# Strategies Will Address Full Spectrum of Need

	Extremely-low income	Very-low income	Low income	Moderate income
<b>Inclusionary Zoning</b>		<b>X</b>	<b>X</b>	<b>X</b>
<b>Affordable Housing Priority Zones</b>	<b>X</b>	<b>X</b>	<b>X</b>	<b>X</b>
<b>Land Dedication</b>	<b>X</b>	<b>X</b>	<b>X</b>	
<b>City Financed affordable housing</b>	<b>X</b>	<b>X</b>	<b>X</b>	

**MOH Income Limits**

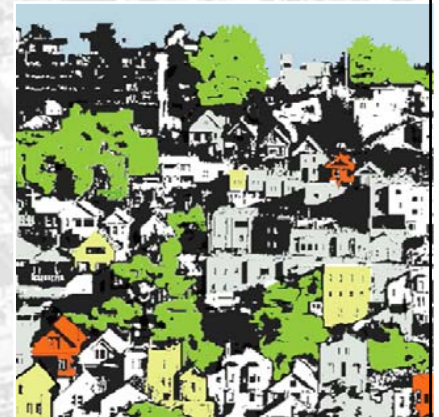
AMI	1 Person	4 Person
<b>30%</b>	\$19,150	\$27,350
<b>50%</b>	\$31,950	\$45,600
<b>80%</b>	\$51,100	\$72,950
<b>100%</b>	\$63,850	\$91,200

## Affordable Housing Programs in Bayview Hunters Point

- 50% of Tax Increment allocated to affordable housing (estimated \$95 million)
- Inclusionary Requirement, adjusted to Bayview's local AMI
- Model Block program provides home rehab assistance and infrastructure improvements

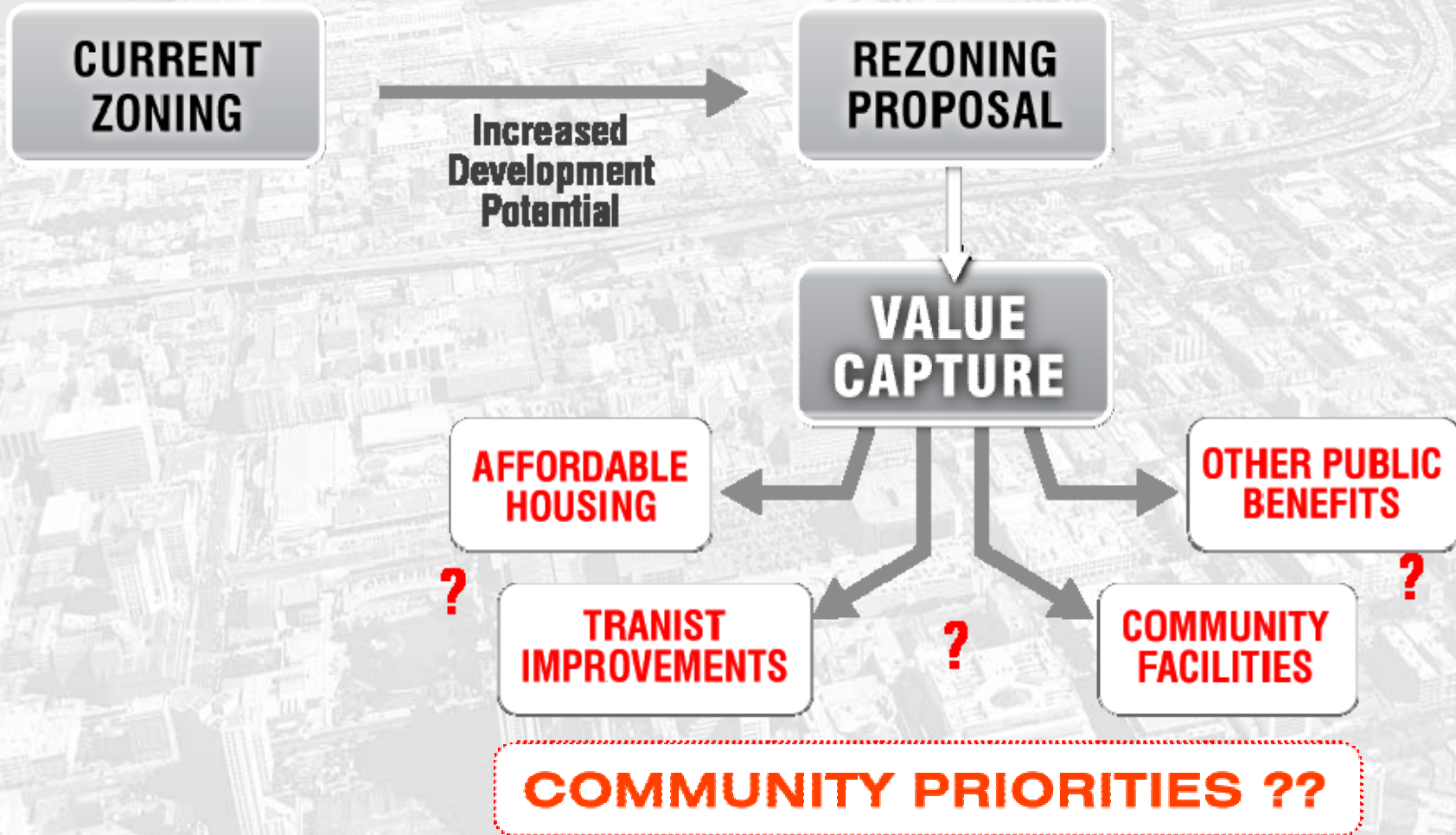
# Revisiting Key Principles of the Eastern Neighborhoods

- 1) Encourage new housing at appropriate locations and make it as affordable as possible to a range of city residents
- 2) Plan for transportation, open space, community facilities to make complete neighborhoods
  - Transportation and Transit
  - Streets and Pedestrian Safety
  - Open Space
  - Community Facilities



**Strategies need to support housing as well as other community benefits!**

# Public Benefits Zoning

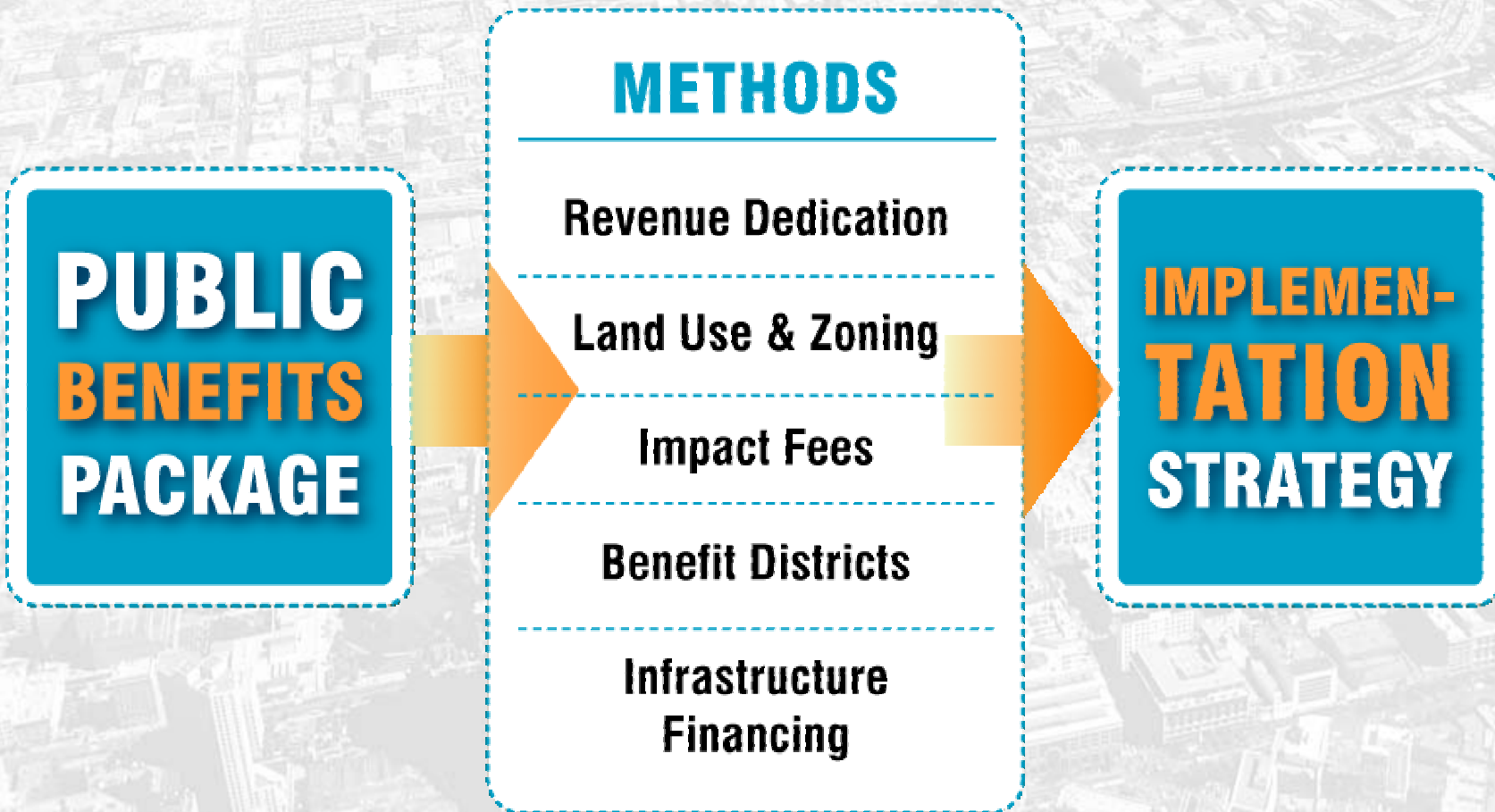


## Next Steps Towards Public Benefits Zoning

- 1) Confirm changes in development potential, how this translates to increases in site value for landowner/ developer
- 2) Develop financial modeling, analyze land dedication and moderate-income options
- 3) Hold stakeholder meetings and community presentations to confirm community priorities



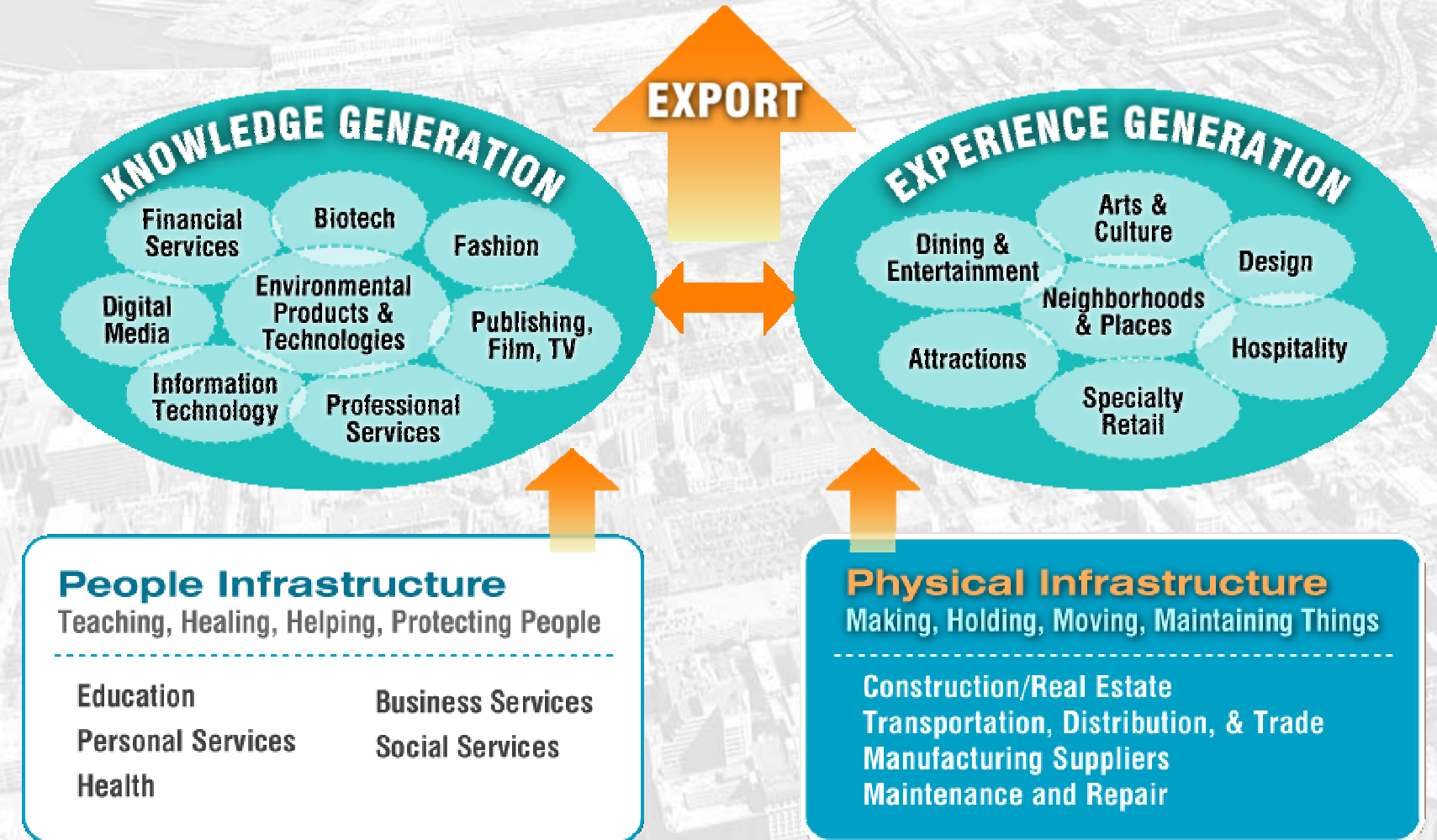
# Other Methods To Meet Community Needs



## Next Steps for Achieving Other Community Benefit Methods

- 1) Pursue changes at local and state level towards revenue dedication
    - Dedication of General Fund dollars, Tax increment financing
  - 2) Identify direct improvements to be provided by developers
    - In-kind provisions, Community Benefits Agreements
  - 3) Discussions with community about responsibilities to contribute
    - Improvement Districts, Assessment Districts
- > **Establish full public benefits program, including implementation program**

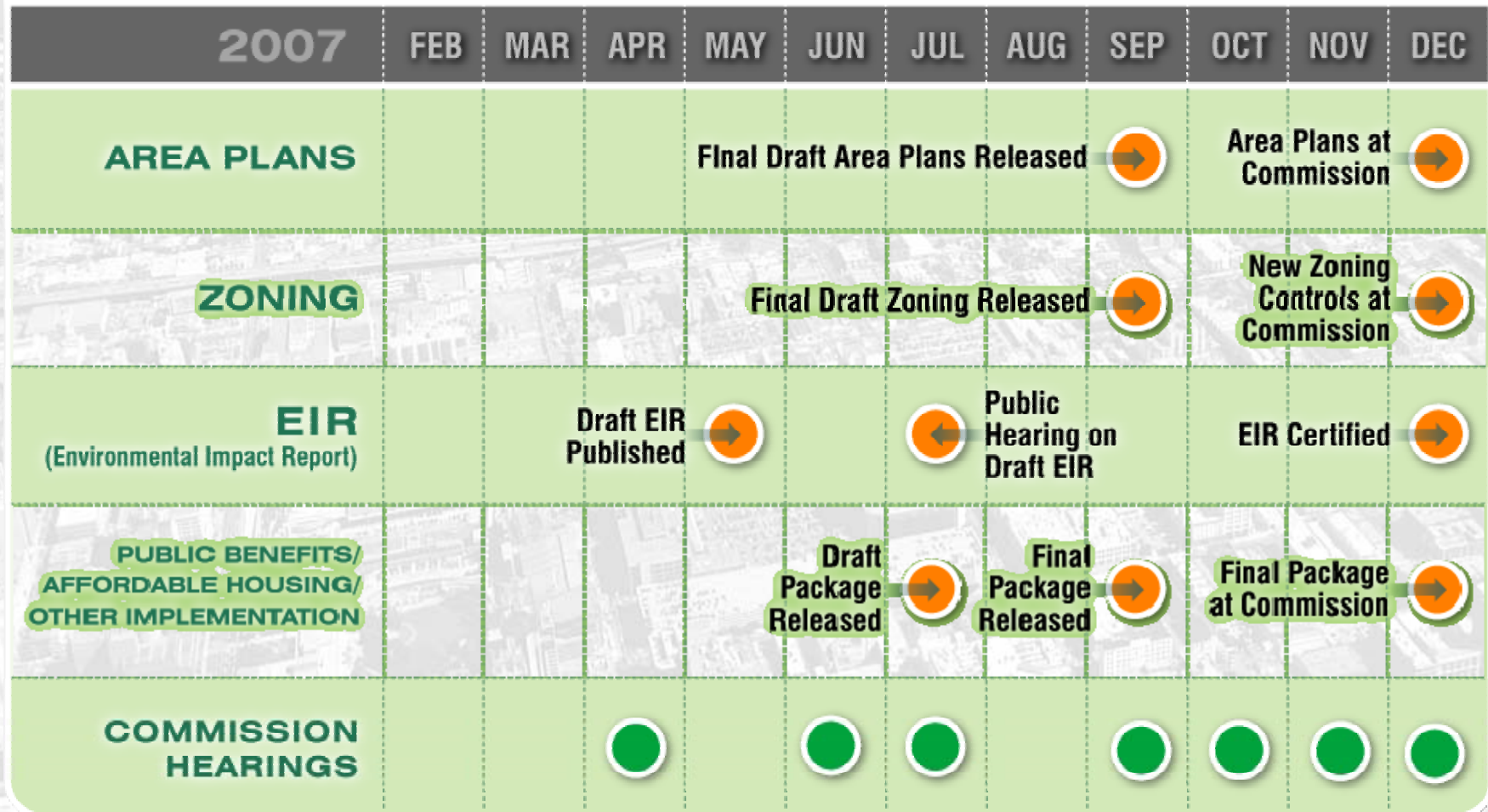
# Links to the City's Economic Development Plan



## Community Outreach Strategy for the remainder of the Eastern Neighborhoods Program

- **Planning Commission hearings**
- **Informal “office hours” for each neighborhood after each hearing**
  - *East SoMa: May 1, 4:30-6:30, Bayanihan Ctr., 1010 Mission (@6th)*
  - *Mission: May 8, 4:30-6:30, Planning Dep’t., 1650 Mission, 4<sup>th</sup> floor*
  - *Central Waterfront/Showplace, May 9, Planning Dep’t., 1650 Mission, 4<sup>th</sup> floor*
- **Neighborhood organization meetings**
- **Periodic newsletters and updates on website**
  - *<http://easternneighborhoods.sfplanning.org>*
- **Last round of city-sponsored neighborhood meetings in September**

# Schedule for Completing the Work



## Recapping the Main Points from Today's Presentation

- **Basic Land Use Proposal:** Protect about 1,000 acres of land outside the Port for PDR use. Free up additional land in strategic locations for housing and mixed use.
- **Affordable Housing and Public Benefits:** Focus strongly on maximizing production of affordable housing in areas where new residential development is permitted. Employ a variety of both market-based and public funding strategies to accomplish this.
- **Project Schedule:** Take the area plans, rezoning and public benefits through the Planning Commission by the end of 2007!

# Topics to be Discussed in Upcoming Presentations

- Transportation
- Streets and open space
- Historic preservation
- ENCHIA
- Zoning and heights in detail
- Building design guidelines
- Support for PDR jobs and businesses
- More specifics on affordable housing and public benefits

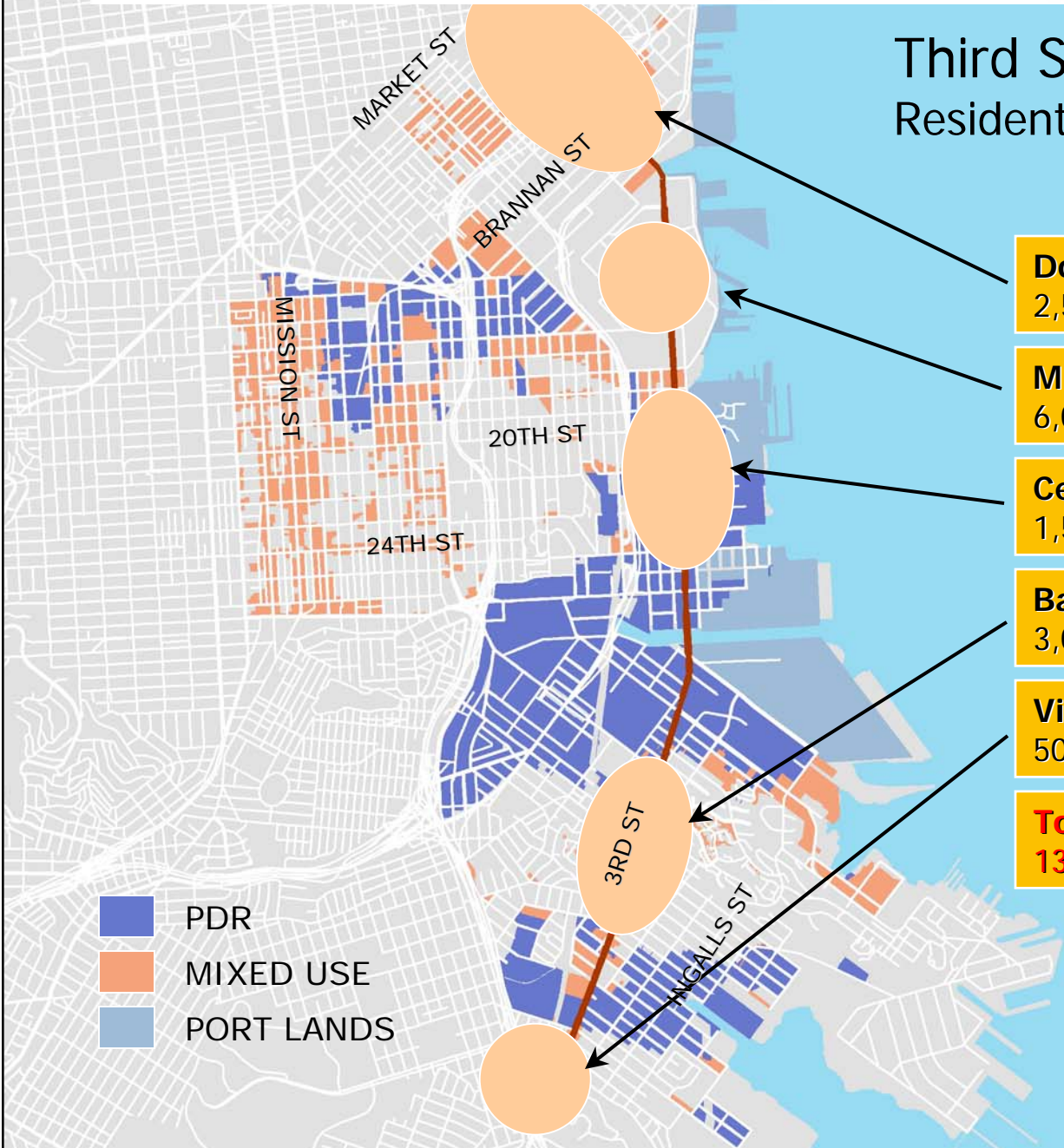
**THANK YOU  
FOR YOUR ATTENTION**



# EASTERN NEIGHBORHOODS

Planning Commission Update

## Third Street Corridor Residential Development



**Downtown Neighborhoods**  
2,500-5,000 potential new units

**Mission Bay**  
6,000 potential new units

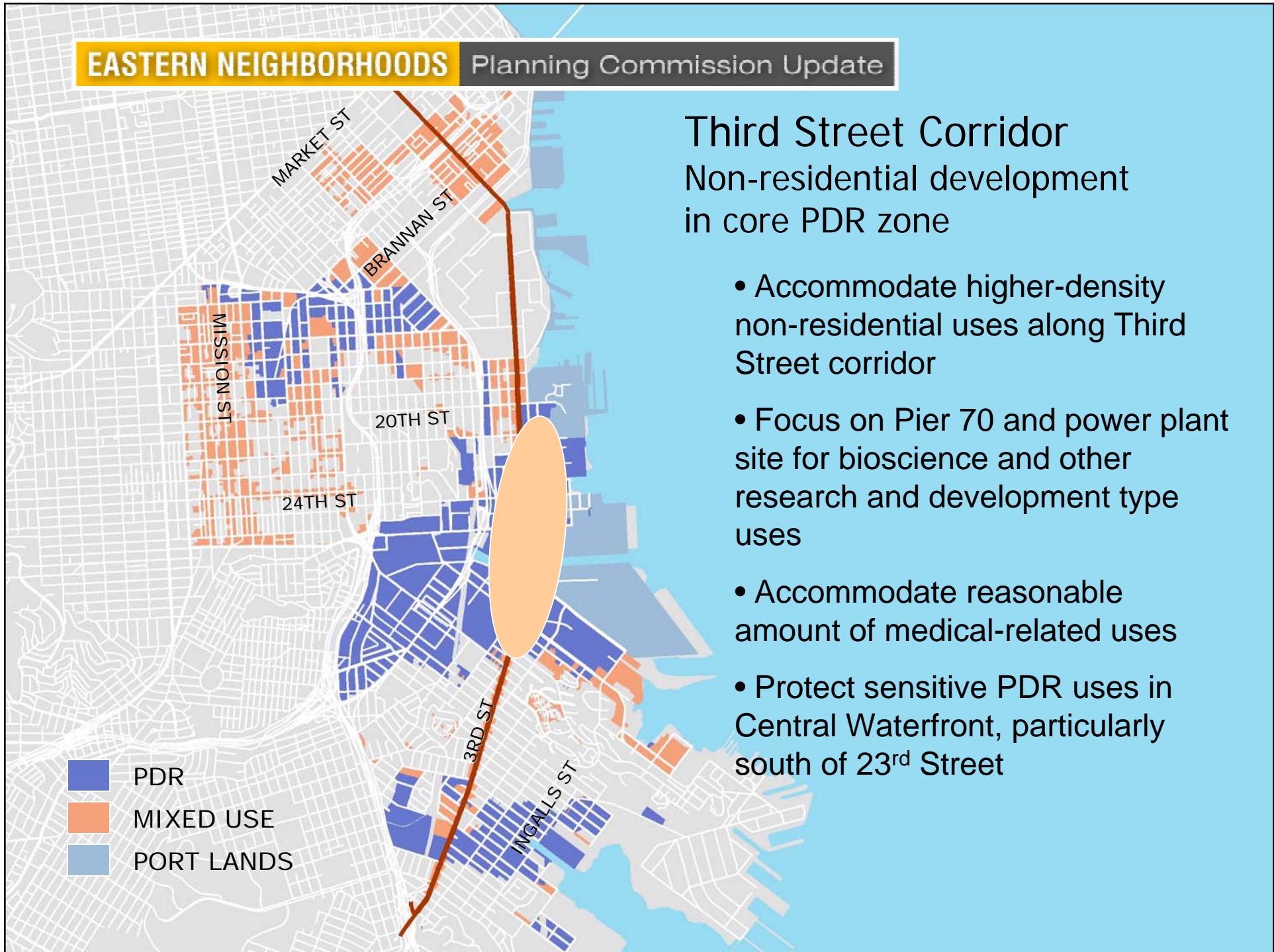
**Central Waterfront**  
1,500 potential new units

**Bayview**  
3,000 – 3,500 potential new units

**Visitacion Valley**  
500-1000 potential new units

**Total**  
13,500-17,500 potential new units

-  PDR
-  MIXED USE
-  PORT LANDS



## Third Street Corridor Non-residential development in core PDR zone

- Accommodate higher-density non-residential uses along Third Street corridor
- Focus on Pier 70 and power plant site for bioscience and other research and development type uses
- Accommodate reasonable amount of medical-related uses
- Protect sensitive PDR uses in Central Waterfront, particularly south of 23<sup>rd</sup> Street