

East SoMa

AREA PLAN



SAN FRANCISCO
PLANNING
DEPARTMENT

EASTERN NEIGHBORHOODS

Community Workshop Series

FEBRUARY 13, 2007

Tonight's Agenda

- | | |
|-------------|---|
| 6:10 | Welcome |
| 6:15 | Comments from previous workshop, Q&A with MTA and Recreation and Parks Department staff |
| 6:35 | Preliminary affordable housing strategy, MOH staff & public benefits program |
| 6:55 | Q&A |
| 7:10 | Zoning map changes & zoning controls |
| 7:25 | Q&A |
| 7:45 | Urban design & heights |
| 8:00 | Q&A |
| 8:20 | Schedule & how to stay involved |

HOUSING

Existing Housing Conditions in East SoMa

- 90% of East SoMa residents rent
- 40% of East SoMa residents are pay more than 30% of their income for housing

General Plan Policies: Housing

Objective: To provide new housing, especially affordable, which meets identified housing needs and takes into account the demand for affordable housing.

Objective: Support affordable housing production by increasing site availability and capacity.

Objective: Expand the financial resources available for permanently affordable housing

- Actively identify and pursue opportunity sites for affordable housing.
- Enhance existing revenue sources for affordable housing.
- Create new sources of revenue for affordable housing.

Housing Objectives

- Encourage the Development of Permanently Affordable Housing
- Lower the Cost of Housing
- Encourage the Retention of Housing



Housing Strategies:

Current Policy/Strategy:

- Citywide the Mayor's Office of Housing and the San Francisco Redevelopment Agency invest in the creation of approximately 750 affordable housing units per year.
- Inclusionary housing requirement of 15% for projects greater than 5 units

Housing Strategies:

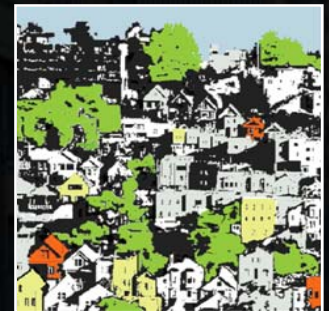
New Policies for the Eastern Neighborhoods

- **Increased Inclusionary Requirements** – where projects gain development potential through height or zoning changes.
- **Affordable Housing Overlay Zones** – designated areas for which housing is only permitted if it is 100% affordable or with substantial affordable housing component
- **Increased Funding** – seek additional local, state and federal funding for affordable housing

PUBLIC BENEFITS

East SoMa Goals

- Encourage an appropriate mix of uses.
- Retain and Promote Businesses and Organizations that Contribute to the Diversity of South of Market
- Encourage more Neighborhood Serving Businesses.
- Attract Jobs for Local Residents.
- Encourage a Mix of Incomes in Renter and Owner-Occupied Housing.



East SoMA Goals

- Increase Affordable Housing Opportunities
- Improve the Character of the Streets and Encourage Pedestrian Safety
- Improve Community Facilities and Enhance Open Spaces
- Provide adequate Transit Service and Gracious Streets for all Modes of Moving About



Housing Impacts



The Public Benefits Program

- Affordable Housing
- Parks & Recreation Spaces
- Schools
- Libraries
- Police & Fire
- Child Care
- Health Care Facilities
- Social and Human Services: Job Training,
- Arts & Cultural Facilities
- Neighborhood Shops & Services
- Streets, Sidewalks, Bicycle and Pedestrian Facilities
- Transit
- Historic Preservation



Assessing the Community's Needs

By The Numbers:

On The Ground:



COMMUNITY NEED	QUANTITATIVE	QUALITATIVE
Open Space	5.5 acres per 1000 residents Citywide	More open space on Folsom
		Look at 5th/Clementina, City L-shaped impound
	1 acre per 1000 residents within a 10 minute walk of every home	Greyline bus parcel is possible open space site.
		Filipino Recreation Center- need open space at this site.
		More community gardens like Howard & Ross St
Recreational Facilities	21.5 square feet of neighborhood facilities	More pocket parks in residential areas
		Include recreation uses i.e. soccer fields Multi-use community facilities.

Quantifying the Community's Needs

East SoMa Goals

Impacts From New Housing

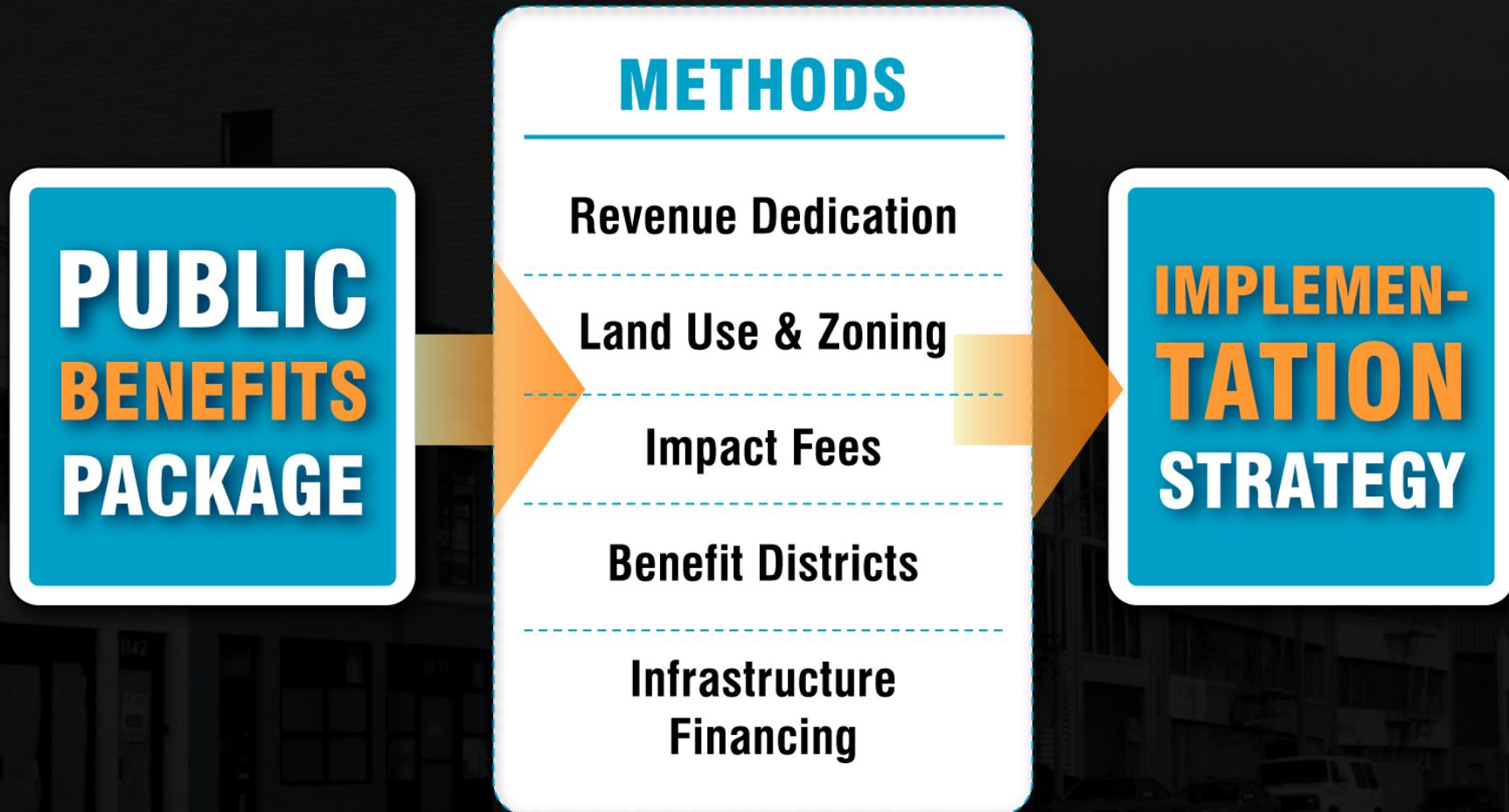


EASTERN SOMA NEIGHBORHOOD

Analysis Categories	Existing Need (Surplus)	Future Conditions Needed	Need Projection
Citywide Open Space & Parks	(1,366) acres	18.9 acres	Facilities sufficient to support existing and projected population
Neighborhood Open Space	2.3 acres	4.2 acres	6.5 acres
Parks Maintenance	Deficiencies	\$ 25,908 annl labor	30% of 1 Gardener (annual)
Open Space Rec Facilities	126,060 SF	90614 SF	216,675 SF
Rec Facilities Maintenance	Staffed	\$ 23,008 annl labor	30% of 1 Custodian (annual)

TOTAL NEED

Meeting the Community's Needs



PRIORITIES?

LAND USE & ZONING

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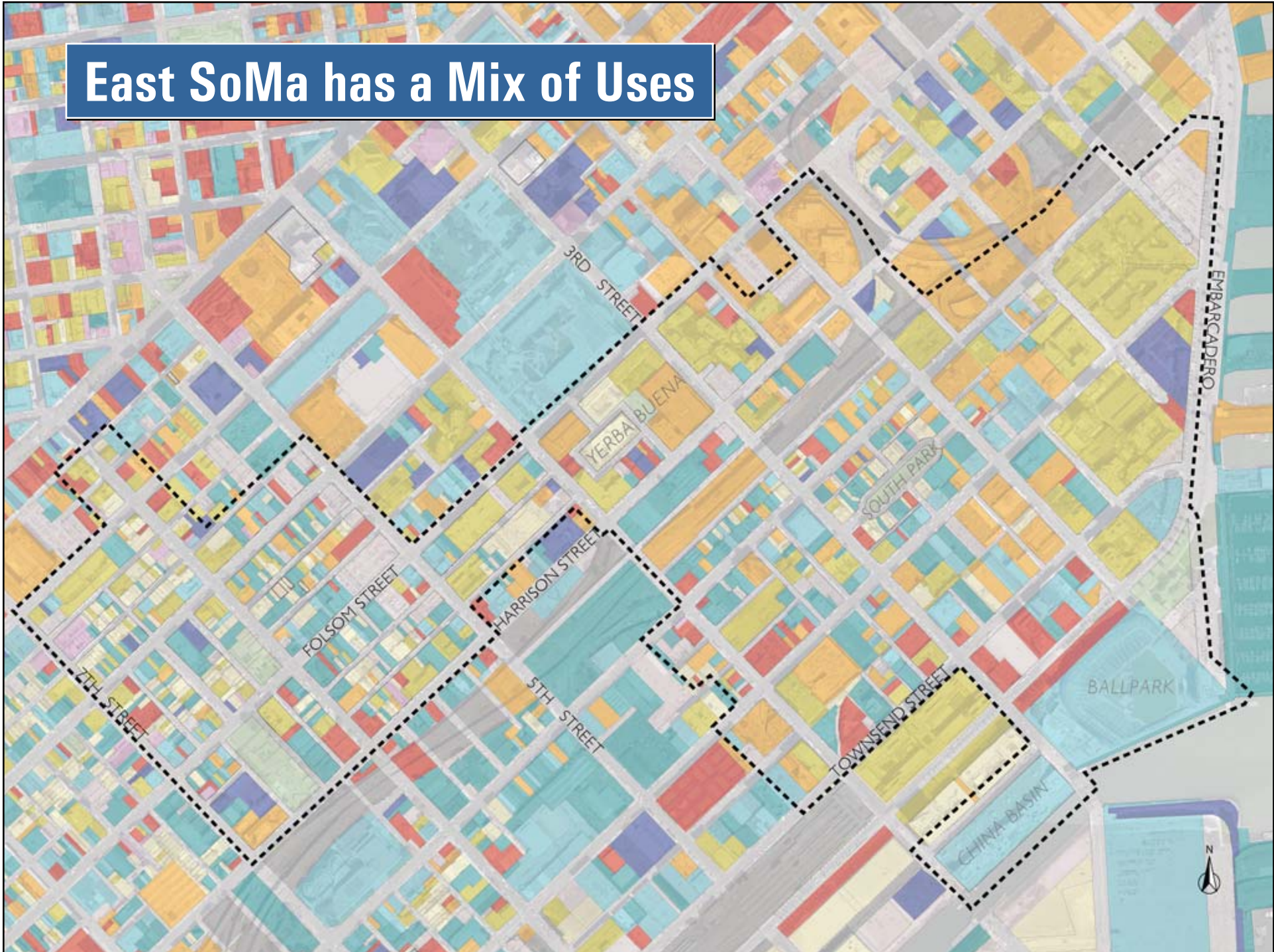


East SoMA Goals

- Increase Affordable Housing Opportunities
- Improve the Character of the Streets and Encourage Pedestrian Safety
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East SoMa has a Mix of Uses



Zoning table

	Mixed Use	Mixed Use-Residential	Mixed Use-Office	Downtown Residential-South Beach
	Formerly SLR	Formerly RSD	Formerly SSO	Based on DTR Rincon
What's Allowed?*				
RESIDENTIAL USE				
Dwelling Units	P	P	P	P
Single Resident Occupancy (SRO) units**	P	P	P	P
Housing in Historic Buildings	P	P	P	P
Unit Mix (5 or more units)***	40% 2 bdr 10% 3 bdr	40% 2 bdr 10% 3 bdr	40% 2 bdr 10% 3 bdr	40% 2 bdr 10% 3 bdr
INSTITUTIONS				
Hospital, Medical Centers	NP	NP	NP	C
Religious Facility	P	P	P	P
Child Care	P	P	P	P
RETAIL				
Retail	P up to 25,000 per parcel; more requires 9 sf of housing	P: 3 sf housing to 1	P up to 25,000 per parcel; more requires 9 sf of housing	P: 6 sf of housing for

Opportunity Sites

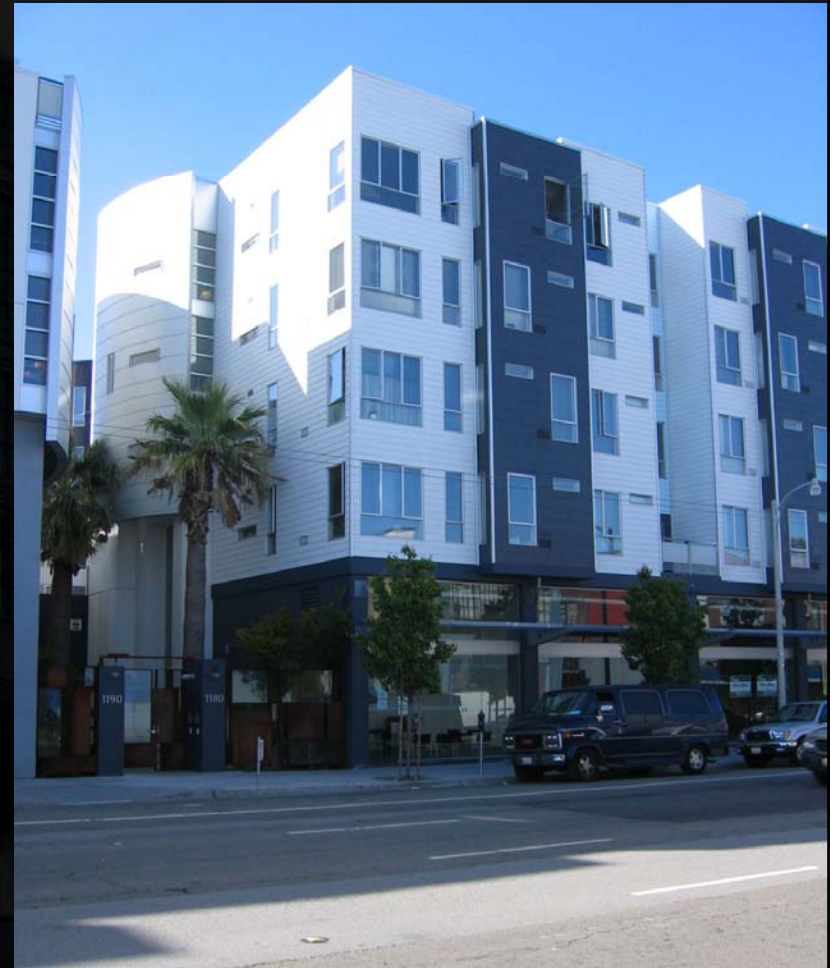


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Land Use Objectives

- Retain and Enhance the Vibrant, Mixed-use Character of the East SoMa



Changes made to the zoning controls

- New controls apply to existing districts
- Change the names of the districts to better reflect the mix of uses
- Changes are based on latest thinking, e.g. eliminating parking requirements and density controls
- Land use controls respect the history of the district and only change to reflect new conditions, e.g. elimination of live/work

Zoning Controls

Same across all Districts:

- Increased affordability for increased value
- Increased Open Space Requirements
- Elimination of Parking Requirements
- Elimination of Density Requirements
- Minimum 40% 2 bedrooms and 10% 3 bedrooms

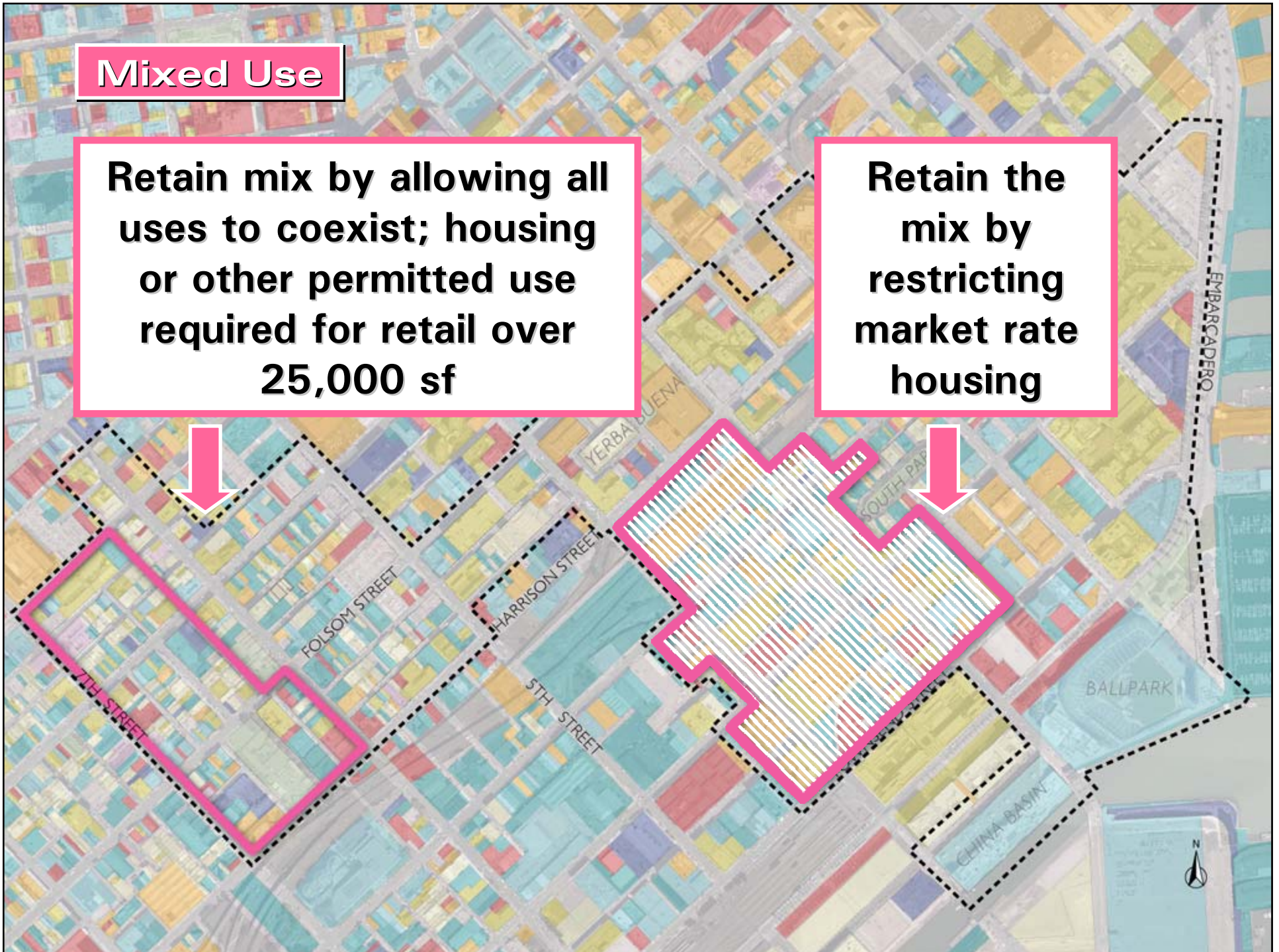
Mix of Uses varies by District:

- Amount of office
- Type of housing
- Required housing

Mixed Use

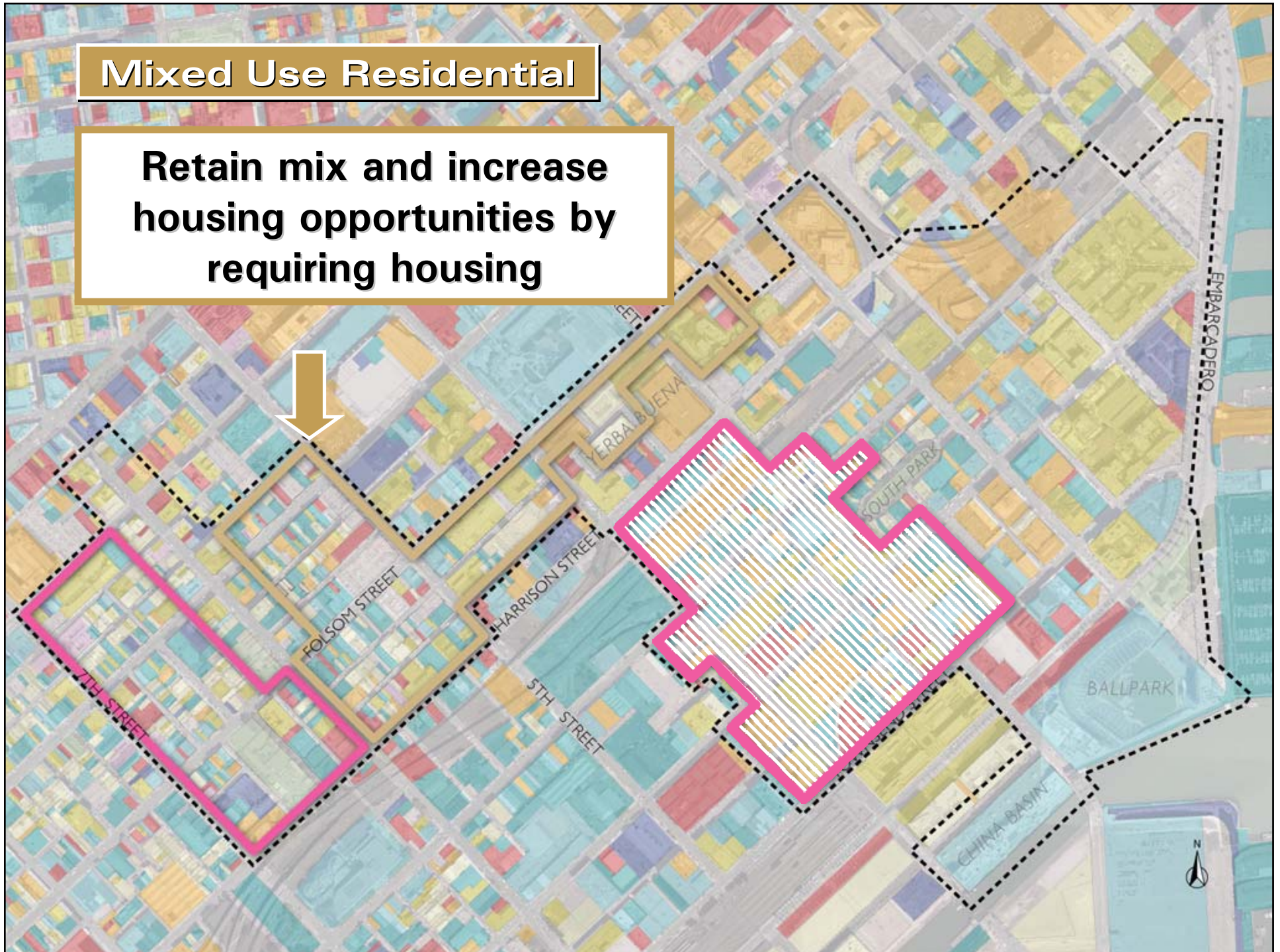
Retain mix by allowing all uses to coexist; housing or other permitted use required for retail over 25,000 sf

Retain the mix by restricting market rate housing



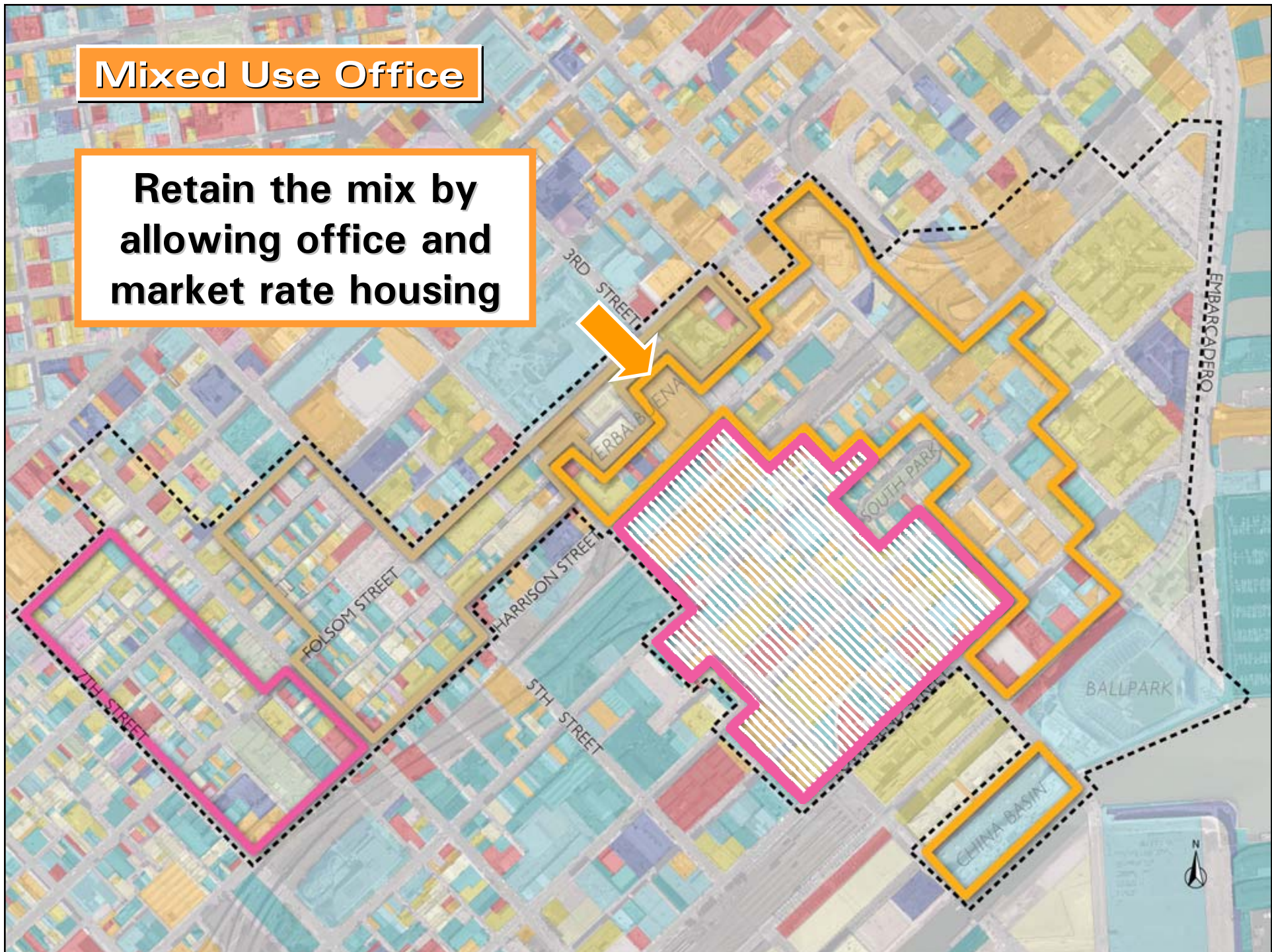
Mixed Use Residential

Retain mix and increase housing opportunities by requiring housing



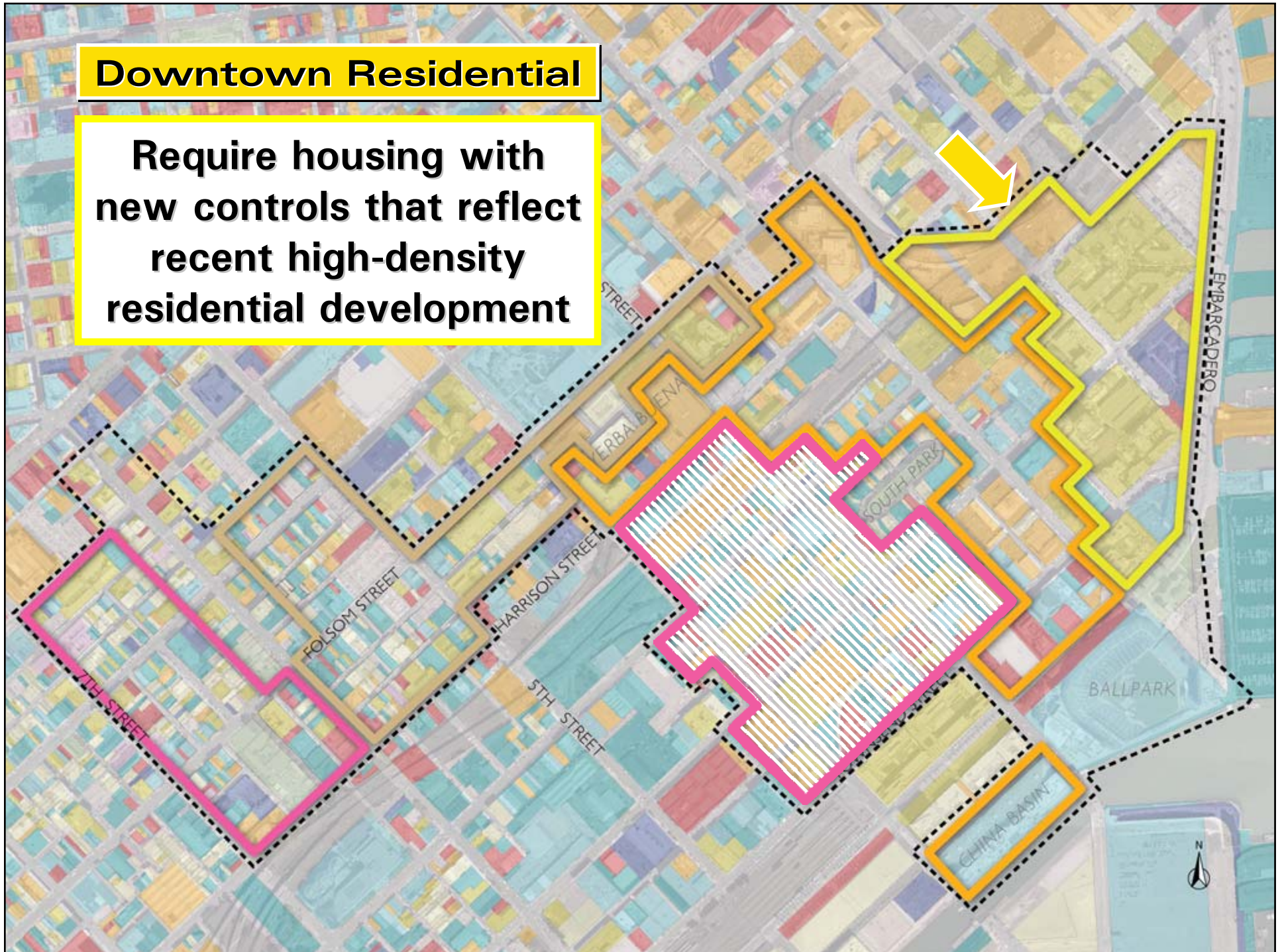
Mixed Use Office

**Retain the mix by
allowing office and
market rate housing**



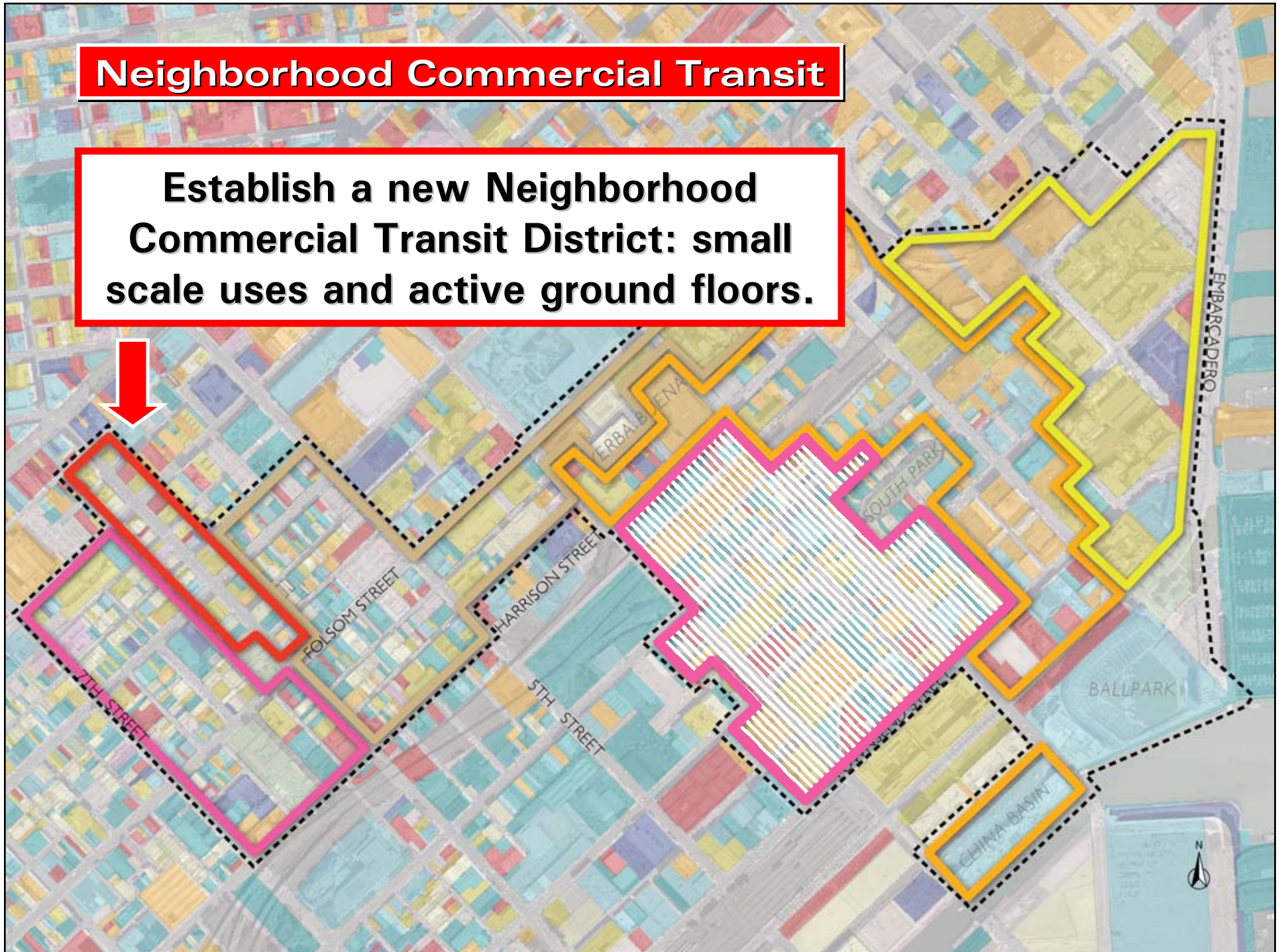
Downtown Residential

Require housing with new controls that reflect recent high-density residential development



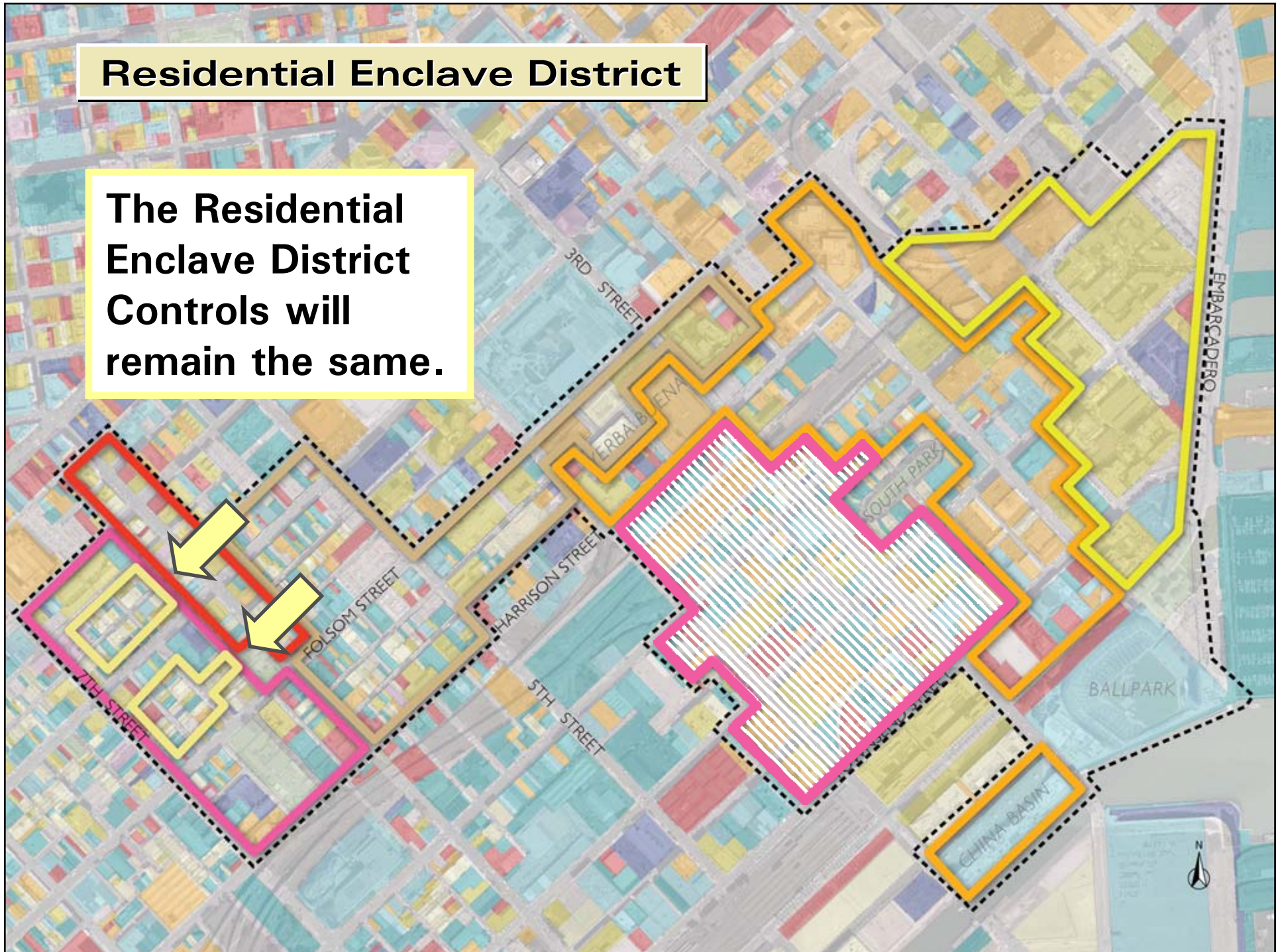
Neighborhood Commercial Transit

Establish a new Neighborhood Commercial Transit District: small scale uses and active ground floors.



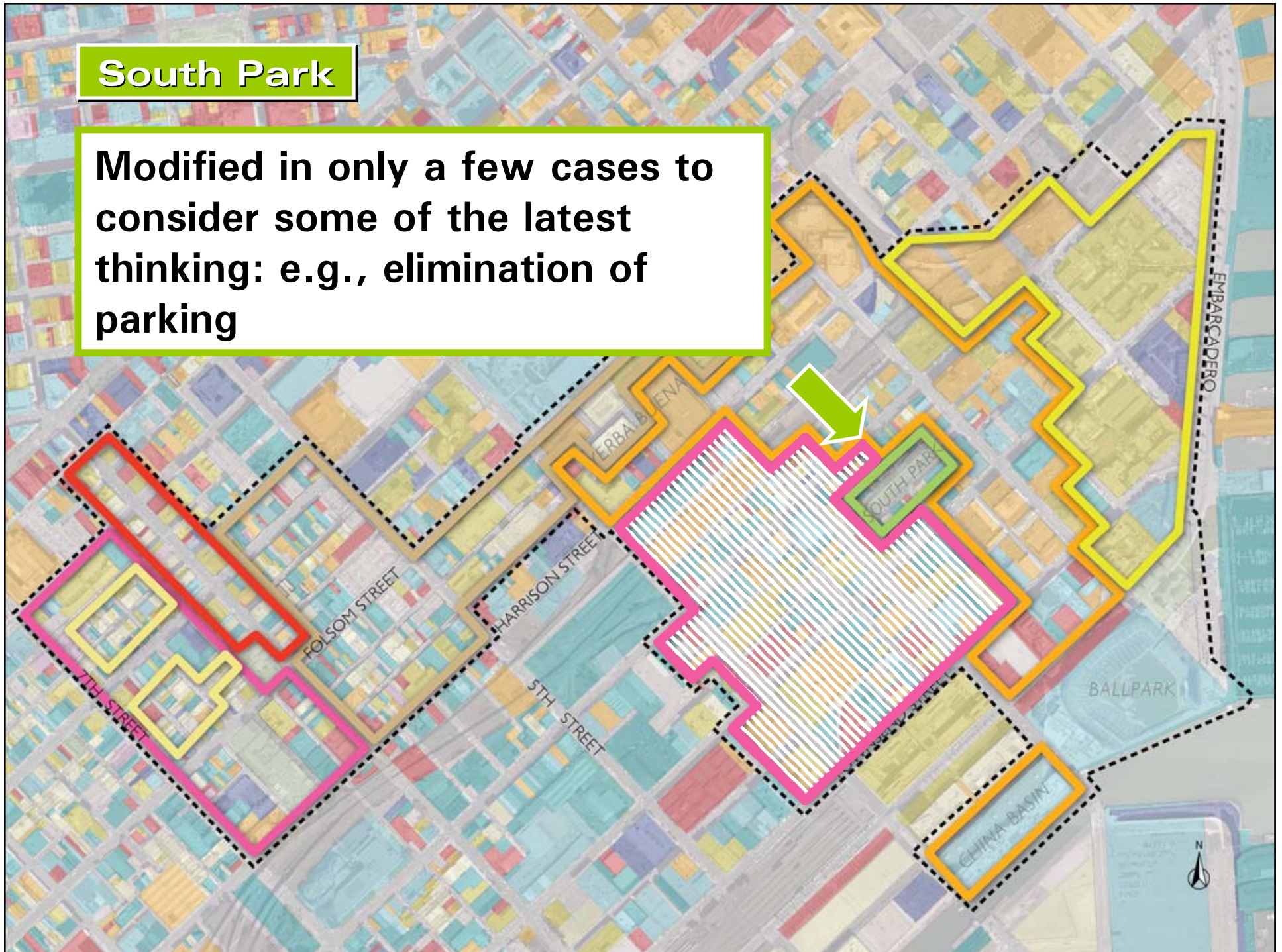
Residential Enclave District

The Residential Enclave District Controls will remain the same.



South Park

Modified in only a few cases to consider some of the latest thinking: e.g., elimination of parking



Question & Answers

East SoMa AREA PLAN

URBAN DESIGN ELEMENT

Urban Design Element:

What does it do?

Establishes a vision for a neighborhood

- Guides City policy
- Modifies the Planning Code
- Provides guidance at project review

Neighborhood: East SoMa

Today:

- High land use diversity
- Variety of building types, designs, and ages
- Historical character
- Central location: Downtown, Mission Bay
- Transportation connections: Muni, Caltrain, BART

Neighborhood: East SoMa

Vision:

- A strengthened physical character – **A Destination**
- A vibrant mixed-use neighborhood
- An enjoyed pedestrian environment

Urban Design Priorities:

1. Strengthen the *Neighborhood Structure*
2. Enhance the *On the Street Experience*
3. Promote a more livable, *Walkable Neighborhood*
4. Improve *Environmental Quality*

Urban Design Priorities:

1. NEIGHBORHOOD STRUCTURE

- Harmonize new and old
- Landmarks/ Historic resources
- Unique development patterns
- Public view corridors

Urban Design Priorities:

1. NEIGHBORHOOD STRUCTURE – Harmonize new and old





Heights

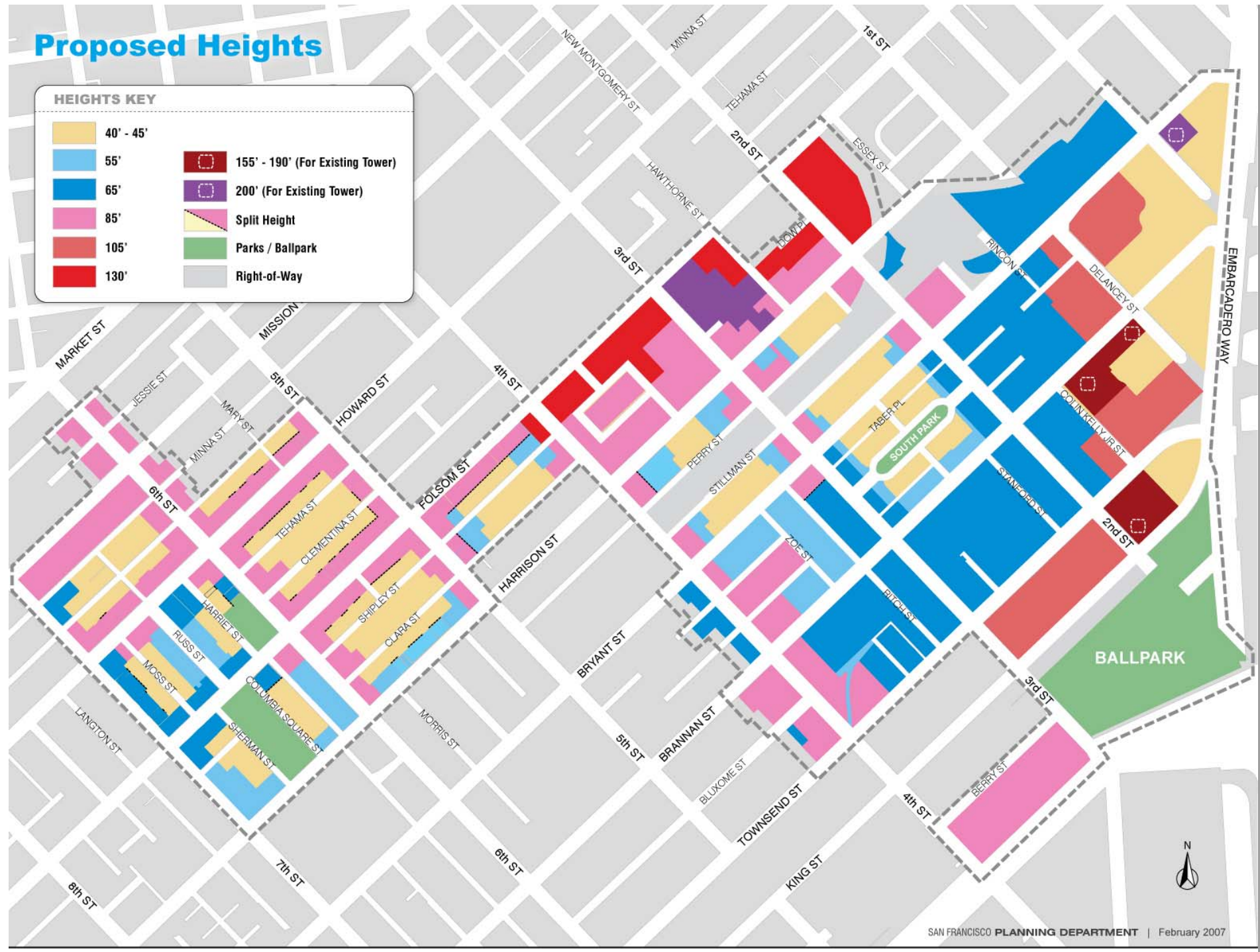
- Cues from existing buildings
- Maintain scale and character of valued areas, such as the enclaves, South Park, and the South End Historic District
- Pedestrian-friendly buildings
- Efficient building forms
- Need for affordable housing



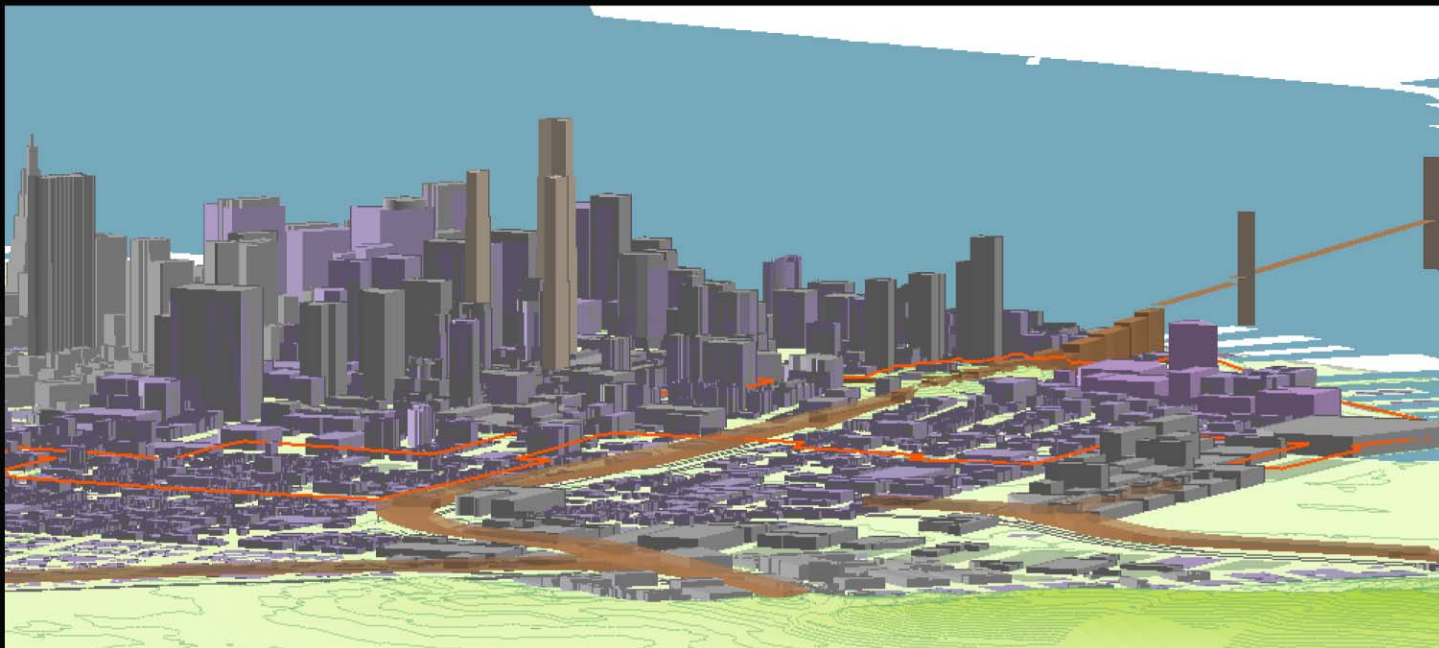
Proposed Heights

HEIGHTS KEY

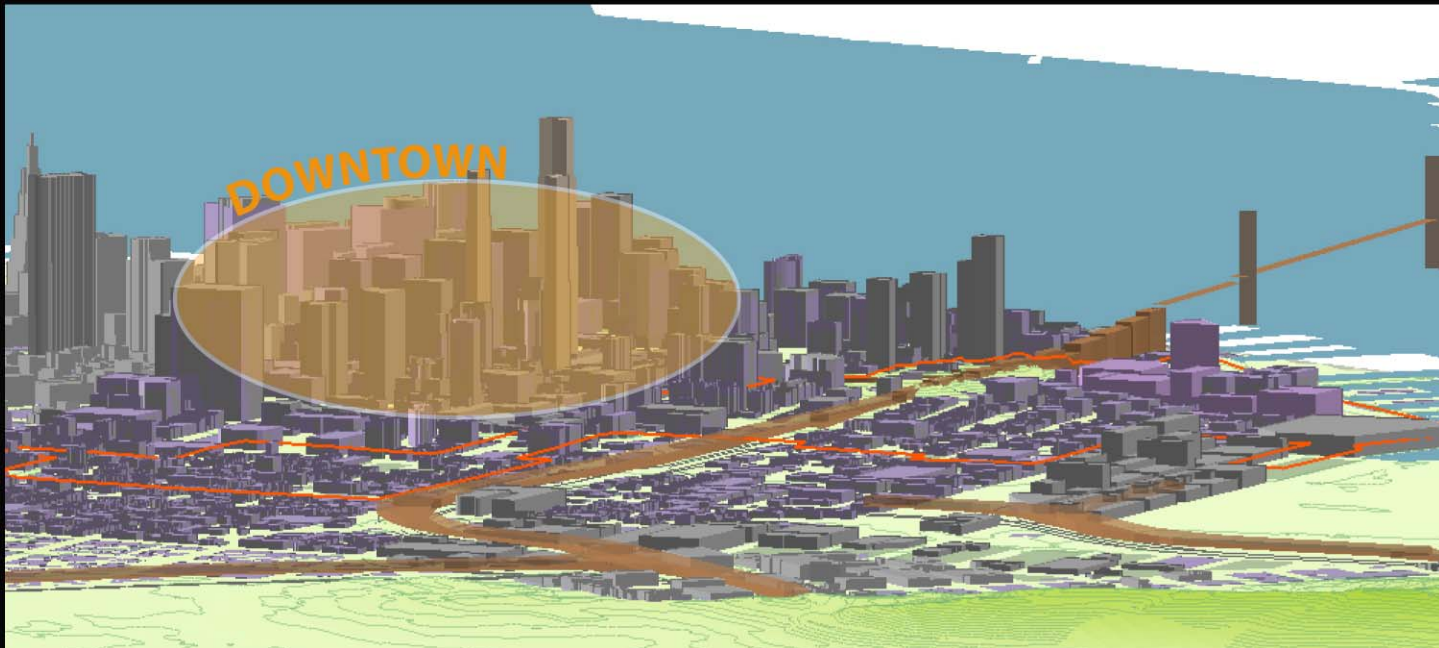
	40' - 45'		155' - 190' (For Existing Tower)
	55'		200' (For Existing Tower)
	65'		Split Height
	85'		Parks / Ballpark
	105'		Right-of-Way
	130'		



1. NEIGHBORHOOD STRUCTURE – Harmonize new and old



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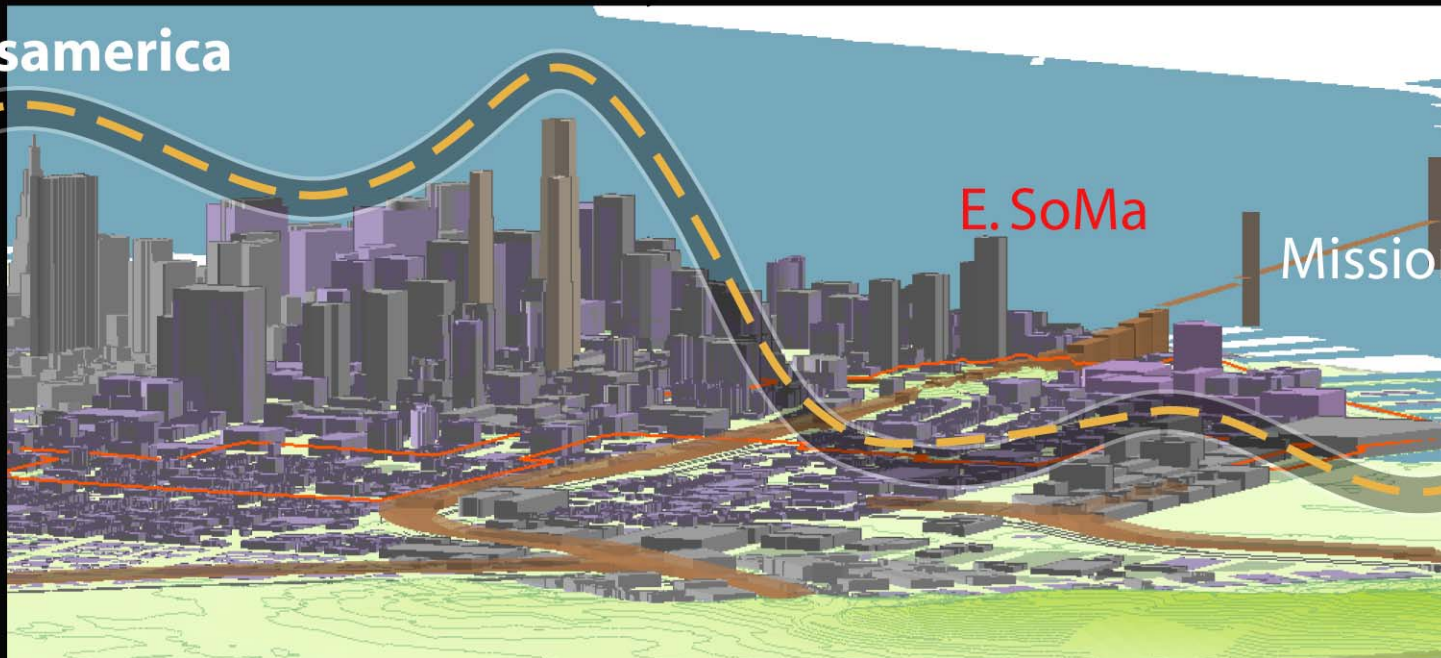


1. NEIGHBORHOOD STRUCTURE – Harmonize new and old



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Transamerica



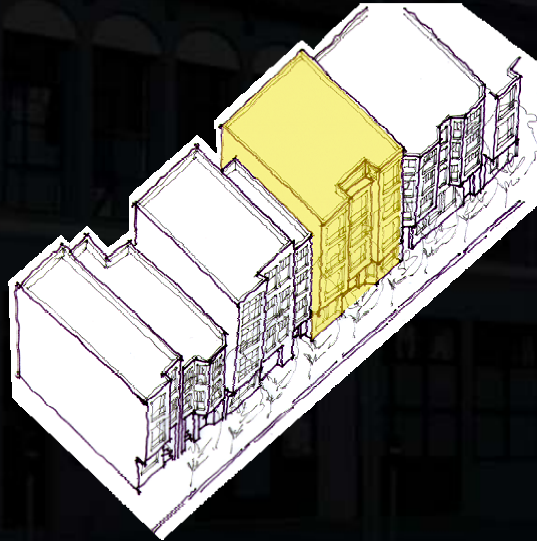
E. SoMa

Mission Bay

Urban Design Priorities:

1. NEIGHBORHOOD STRUCTURE: Harmonize New and Old

- Heights
- Massing



Urban Design Priorities:

1. NEIGHBORHOOD STRUCTURE: Harmonize New and Old

- Heights
- Massing
- Materials



Urban Design Priorities:

1. NEIGHBORHOOD STRUCTURE

...also

- Landmarks
- Unique development patterns
- Public view corridors



Urban Design Priorities:

2. ON THE STREET EXPERIENCE

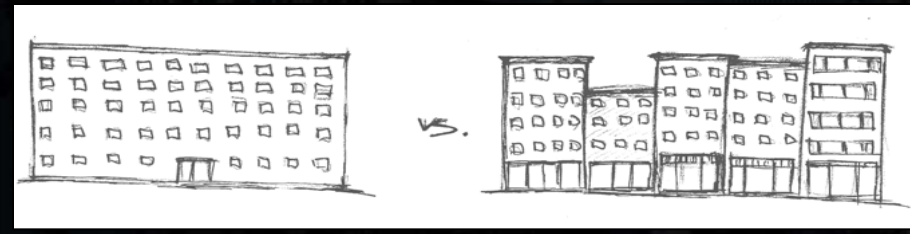
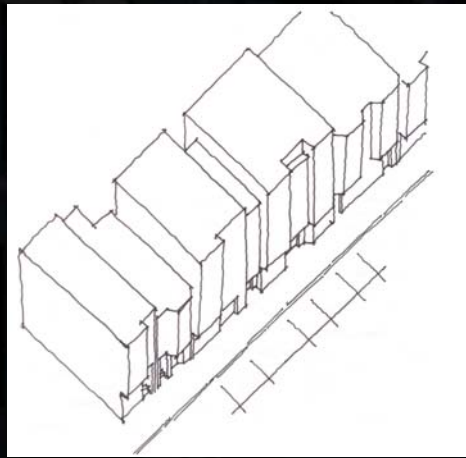
- High quality design
- Ground floor permeability
- Corner orientation
- Sunlight access

Urban Design Priorities:

2. ON THE STREET EXPERIENCE

- High Quality Design

Articulation



Urban Design Priorities:

2. ON THE STREET EXPERIENCE

- High Quality Design
Substantial finishes



PANORAMIC



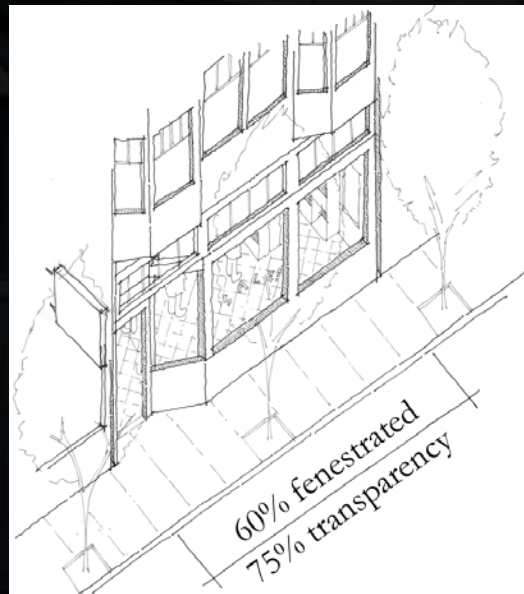
BAKER

Urban Design Priorities:

2. ON THE STREET EXPERIENCE

- High Quality Design

Active, permeable ground floors

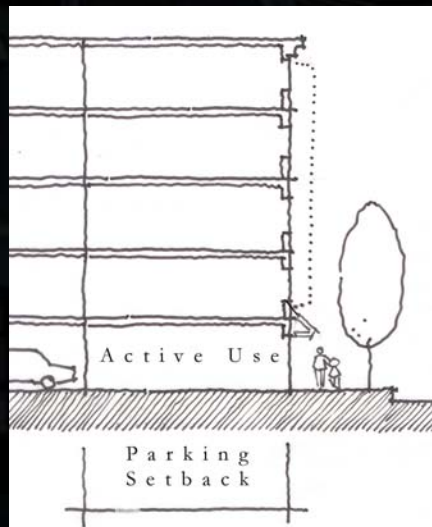


2. ON THE STREET EXPERIENCE

- High Quality Design

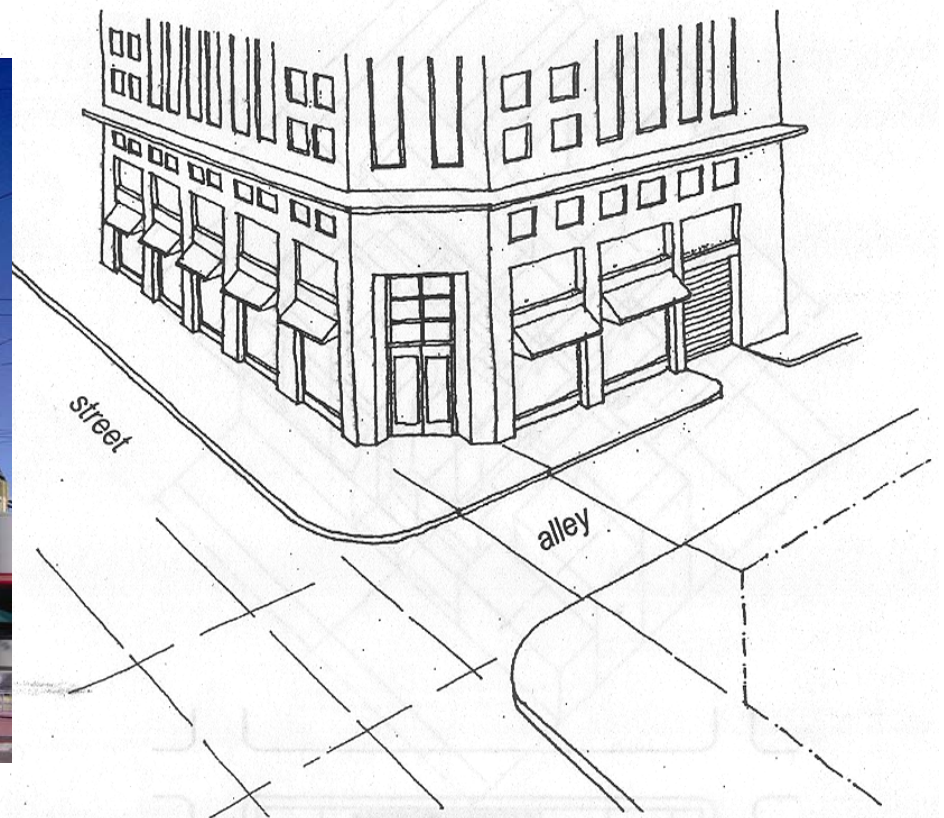
Screen parking with active uses

Minimize dimensions of parking and service entrances



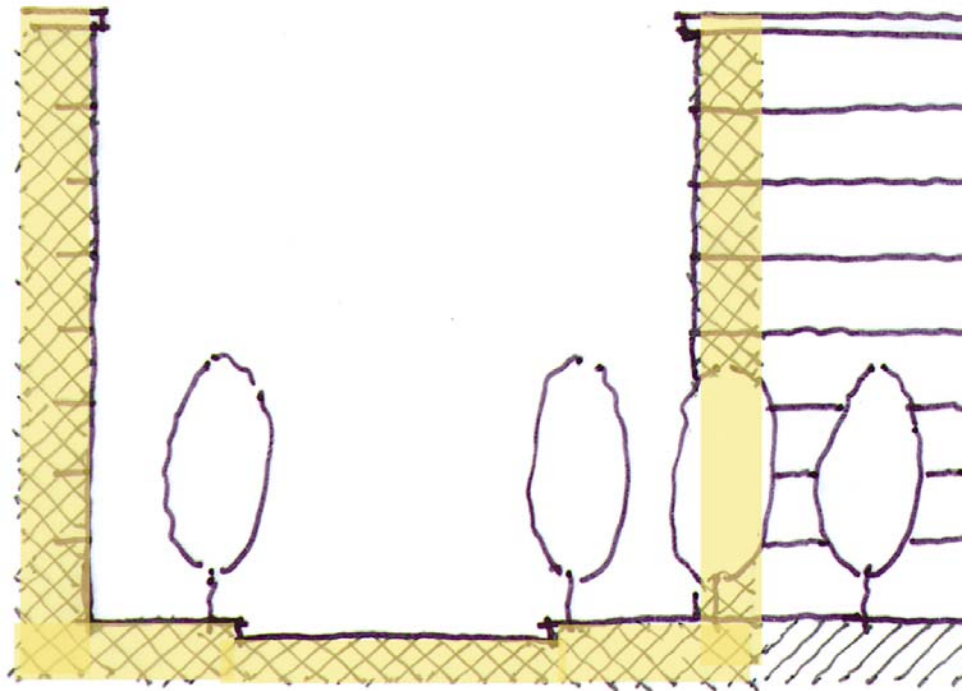
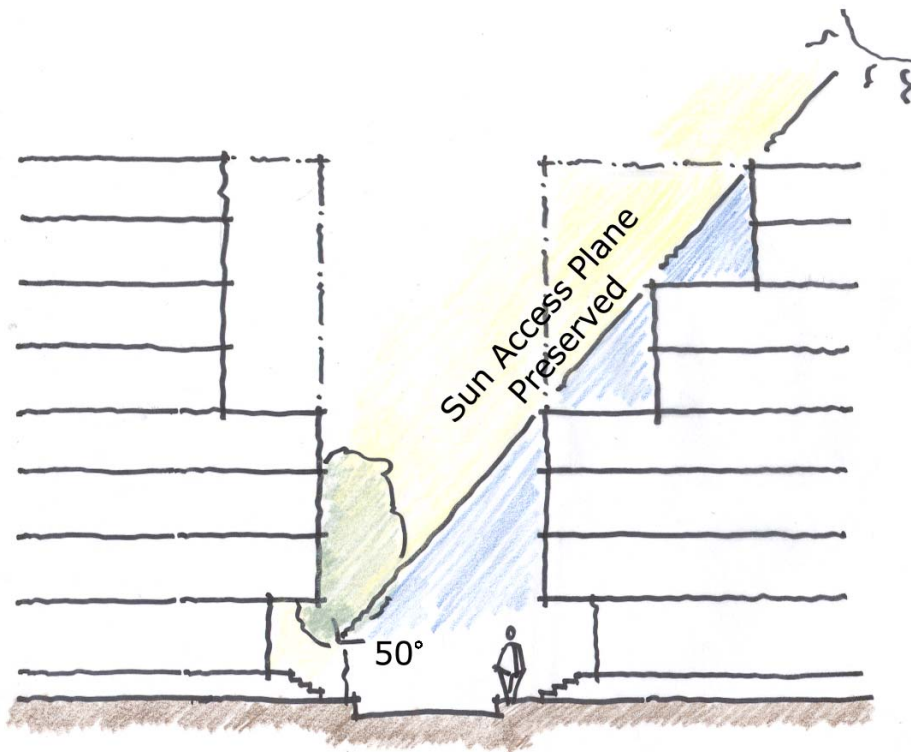
2. ON THE STREET EXPERIENCE

- Corner Orientation



2. ON THE STREET EXPERIENCE

- Sunlight Access



Urban Design Priorities:

3. CONNECTIONS

- New streetscape design toolkit



Connections: LIVABLE STREETS

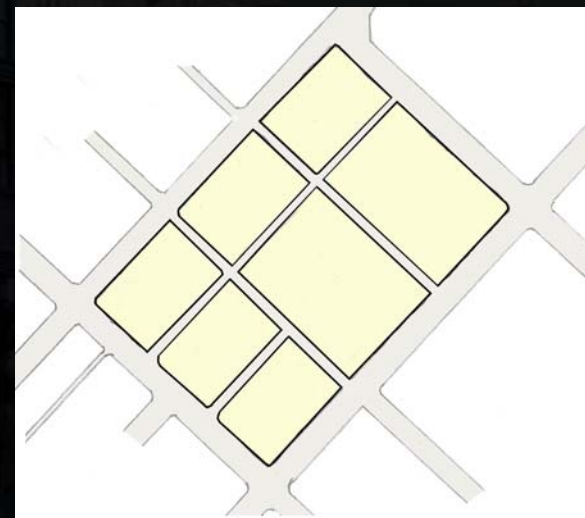
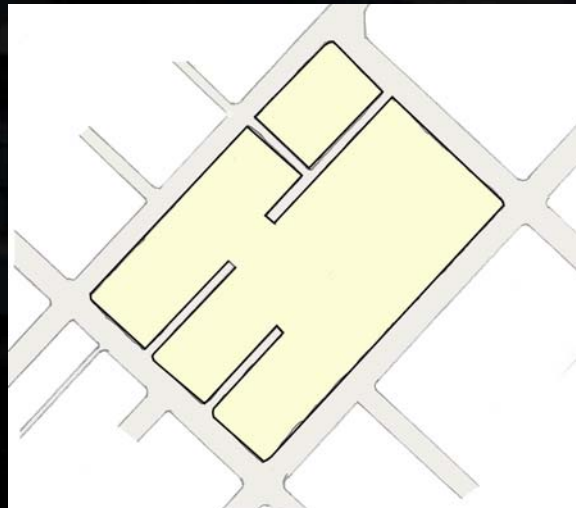


Connections: LIVABLE STREETS



3. CONNECTIONS

- New streetscape design toolkit
- Break up large parcels by requiring alleys or pedestrian passage ways



3. CONNECTIONS

- New streetscape design toolkit
- Break up large parcels by requiring alleys or pedestrian passage ways
- Soften impact of heavy infrastructure



Urban Design Priorities:

4. ENVIRONMENTAL QUALITY

- Quantity *and* quality of green landscaping
- Stormwater management



East SoMa AREA PLAN

- Please see handout for greater detail
- Questions

The Eastern Neighborhoods Process

Finishing the plans, zoning and public benefits package

	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
AREA PLANS								Final Draft Area Plans Released 	Area Plans at Commission 		
ZONING								Final Draft Zoning Released 	New Zoning Controls at Commission 		
EIR		Draft EIR Published 				Public Hearing on Draft EIR 			EIR Certified 		
PUBLIC BENEFITS/ AFFORDABLE HOUSING/ OTHER IMPLEMENTATION								Final Package Released 	Final Package at Commission 		
COMMISSION INFORMATION HEARINGS											

Please Participate & Give Us Your Input!

- **Fill out the feedback survey sheet today!**
- **Comments from today's & previous workshop**
- **Get our bi-monthly updates**
- **Drop-in during office hours**
- **E-mail / Write us**
- **Set up a meeting / appointment**
- **Let us know about your meetings**
- **Attend public hearings**

**Make sure to sign up to be on the mailing
and email lists to stay informed!**

THANKS FOR COMING!