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.
EASTERN NEIGHBORHOODS

Planning Commission Update

ACTIVITY IN THE SOUTHEAST PORTION OF THE CITY

- EASTERN NEIGHBORHOODS
- PORT BOUNDARY
Some formerly industrial-zoned parcels changed to residential use
WEST SOMA
Currently undergoing separate, parallel planning process
MISSION BAY

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

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

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

681 acres removed
Separately Programmed Areas

163 acres removed
Remaining Industrial Areas
( analyzed as part of Eastern Neighborhoods process )

City Land: 1,488 acres
Port Land: 444 acres
TOTAL: 1,932 acres
Remaining Industrial Areas

(analyzed as part of Eastern Neighborhoods process)

City Land: 1,488 acres
Port Land: 444 acres
TOTAL: 1,932 acres

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
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)
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*
**Country, Department:** San Francisco Planning Department | **Date:** April 2007

### Eastern Neighborhoods Under Existing Policies

<table>
<thead>
<tr>
<th>Category</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Housing</td>
<td>7,500 - 10,000</td>
</tr>
<tr>
<td>City-financed</td>
<td>600 - 1,200</td>
</tr>
<tr>
<td>Market-rate</td>
<td>5,770 - 7,700</td>
</tr>
<tr>
<td>Inclusionary</td>
<td>950 - 1,350</td>
</tr>
<tr>
<td>Total Affordable</td>
<td>1,500 - 2,500</td>
</tr>
</tbody>
</table>

- City-financed housing assumes $100-$180 million in Citywide funding over 20 years.
- Inclusionary assumes 15% of market rate development.
### Redevelopment and Area Plans

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

- 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**

<table>
<thead>
<tr>
<th>Inclusionary Zoning</th>
<th>Extremely-low income</th>
<th>Very-low income</th>
<th>Low income</th>
<th>Moderate income</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
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<tr>
<td>Affordable Housing Priority Zones</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Land Dedication</td>
<td>X</td>
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<td>X</td>
<td></td>
</tr>
<tr>
<td>City Financed affordable housing</td>
<td>X</td>
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**MOH Income Limits**

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

Current Zoning → Rezoning Proposal → Value Capture

- Affordability
- Transit Improvements
- Community Facilities
- Other Public Benefits

Community Priorities ??
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

PUBLIC BENEFITS PACKAGE

METHODS
- Revenue Dedication
- Land Use & Zoning
- Impact Fees
- Benefit Districts
- Infrastructure Financing

IMPLEMENTATION STRATEGY
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

Knowledge Generation
- Financial Services
- Biotech
- Environmental Products & Technologies
- Fashion
- Publishing, Film, TV
- Professional Services
- Digital Media
- Information Technology

Experience Generation
- Dining & Entertainment
- Arts & Culture
- Design
- Neighborhoods & Places
- Hospitality
- Specialty Retail
- Attractions

Physical Infrastructure
- Construction/Real Estate
- Transportation, Distribution, & Trade
- Manufacturing Suppliers
- Maintenance and Repair

People Infrastructure
- Teaching, Healing, Helping, Protecting People
- Education
- Business Services
- Personal Services
- Social Services
- Health

EASTERN NEIGHBORHOODS Planning Commission Update
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, 4th floor
  - Central Waterfront/Showplace, May 9, Planning Dep’t., 1650 Mission, 4th 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

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<tr>
<th>2007</th>
<th>FEB</th>
<th>MAR</th>
<th>APR</th>
<th>MAY</th>
<th>JUN</th>
<th>JUL</th>
<th>AUG</th>
<th>SEP</th>
<th>OCT</th>
<th>NOV</th>
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<tr>
<td><strong>AREA PLANS</strong></td>
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<td>Final Draft Area Plans Released</td>
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<td>Area Plans at Commission</td>
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<td><strong>ZONING</strong></td>
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<td>New Zoning Controls at Commission</td>
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<td><strong>EIR</strong> (Environmental Impact Report)</td>
<td>Draft EIR Published</td>
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<td>Public Hearing on Draft EIR</td>
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<td>EIR Certified</td>
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<tr>
<td><strong>PUBLIC BENEFITS/ AFFORDABLE HOUSING/ OTHER IMPLEMENTATION</strong></td>
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<td></td>
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<td>Draft Package Released</td>
<td>Final Package Released</td>
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<td>Final Package at Commission</td>
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<tr>
<td><strong>COMMISSION HEARINGS</strong></td>
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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
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
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 23rd Street