

EAST SOMA AREA PLAN

MONITORING REPORT

2006-2010

East SoMa Area Plan Monitoring Report 2006-2010

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The **East SoMa Plan** calls for the following:

- A** encourage an appropriate mix of uses in East SoMa;
- B** retain and promote businesses and organizations that contribute to the diversity of the neighborhood;
- C** encourage more neighborhood-serving businesses;
- D** attract jobs for local residents;
- E** encourage a mix of incomes in renter- and owner-occupied households;
- G** increase affordable household opportunities;
- H** improve the character of streets and encourage pedestrian safety;
- I** improve community facilities and enhance open space; and
- J** offer a variety of transportation options.

1. Introduction

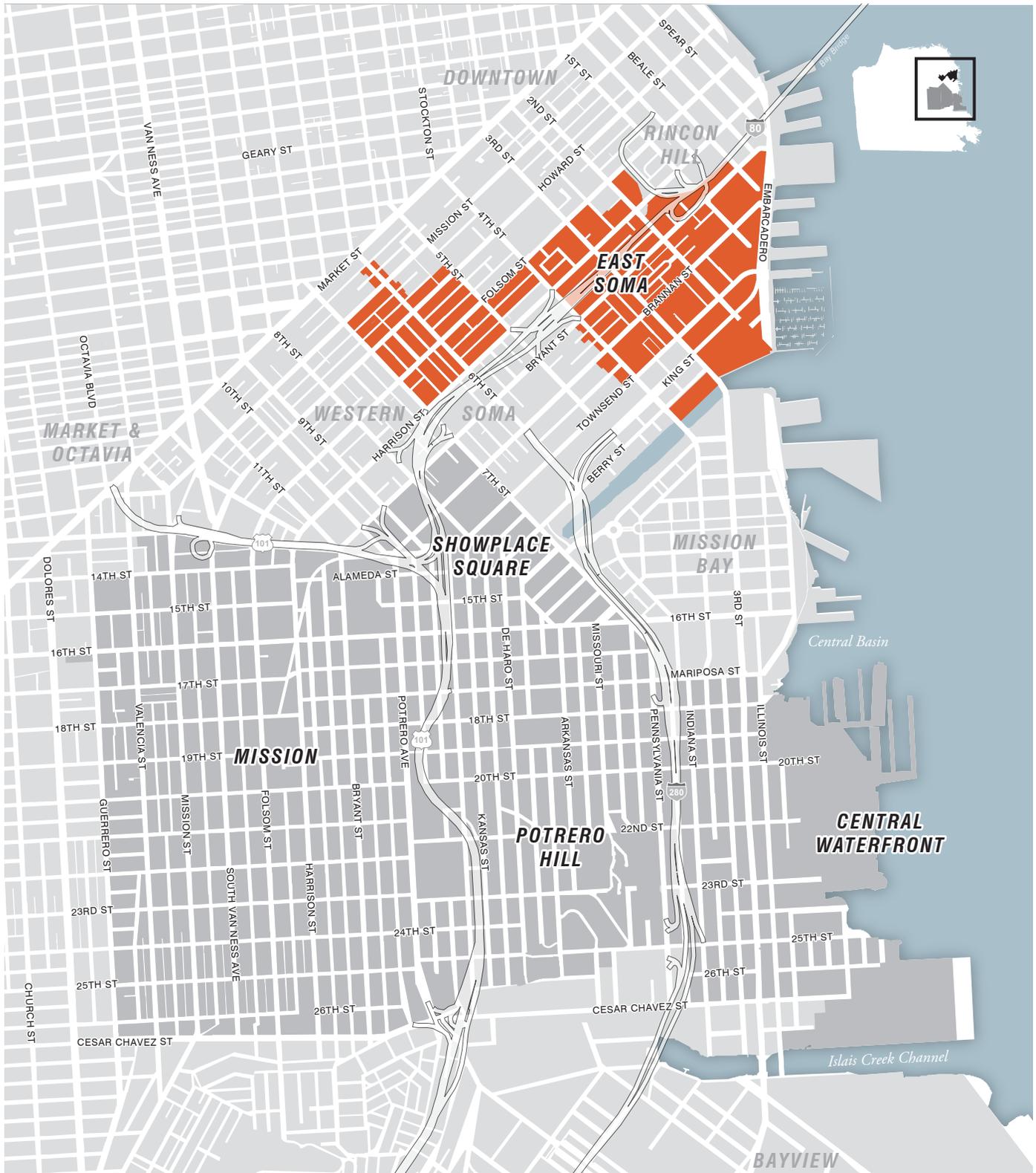
The Eastern Neighborhoods community planning process was launched in 2001 to determine how much of San Francisco's remaining industrial lands to preserve and how much could be transitioned to other uses, especially residential. In 2008, four new area plans for the Mission, East SoMa, Showplace Square/Potrero Hill, and Central Waterfront neighborhoods were adopted. These resulting area plans contained holistic visions for affordable housing, transportation, parks and open space, urban design, and community facilities.

The East SoMa Plan calls for the following: a) encourage an appropriate mix of uses in East SoMa; b) retain and promote businesses and organizations that contribute to the diversity of the neighborhood; c) encourage more neighborhood-serving businesses; d) attract jobs for local residents; e) encourage a mix of incomes in renter- and owner-occupied households; f) increase affordable household opportunities; g) improve the character of streets and encourage pedestrian safety; h) improve community facilities and enhance open space; and i) offer a variety of transportation options. *Map 1* shows the East SoMa Plan area boundaries.

A five-year time series Eastern Neighborhoods Monitoring Program was also mandated to report on key indicators affecting the implementation of each area plan. This East SoMa Five-Year Monitoring Report, the first since the Plan's adoption, covers office and retail development and employment trends; housing production and conversion trends; affordable housing; and project entitlement requirements and fees. In addition, this report also describes existing and planned infrastructure and other public benefit improvements. The complete text of monitoring requirements can be found in *Appendix A*.

The Planning Department is issuing this first East SoMa Five-Year Monitoring Report in 2011, covering the period from January 1, 2006 through December 31, 2010. In effect, this Monitoring Report includes development activities in the years immediately preceding and following the adoption of the East SoMa Plan in 2008. Because of these relatively recent actions, this first five-year time series monitoring report can only present limited information. This first report will best serve as a benchmark for subsequent reports as it will provide information on existing conditions at the time the East SoMa Plan was adopted. Subsequent time series monitoring reports for the East SoMa Plan area will be released in years ending in 1 and 6.

The time series report relies primarily on the Housing Inventory, the Commerce and Industry Inventory, and the Pipeline Quarterly Report, all of which are published by the Planning Department. Additional data sources include: the California Employment and Development Department (EDD), the San Francisco Municipal Transportation Agency (SFMTA), Co-Star Realty information, Dun and Bradstreet business data, CBRE and NAI-BT Commercial real estate reports, and information gathered from the Department of Building Inspection, the offices of the Treasurer and Tax Collector, the Controller, and the Assessor-Recorder.



Map 1
East SoMa Plan Area

44,437^{SF}

of new commercial
space built



2. Commercial Space and Employment

The vitality and strength of East SoMa as a mixed use neighborhood requires appropriate spaces for a range of land uses. The East SoMa Plan intended to keep the area a place of mixed uses, where affordable and market rate housing, offices, and retail, can mix with viable production distribution or repair businesses and small institutions. About one-third of the land area is currently classified as having residential uses, including about 16% housing mixed with commercial uses, typically on the ground floor. Commercial land uses take up almost 45% of the land area, with office uses being the largest single category. Schools and cultural destinations comprise a marginal portion of the land use, as does retail and entertainment. (See *Appendix B, Table BT-1* for land use distribution tables for East SoMa and San Francisco).



Map 2
New Commercial and Other Non-Residential Development,
East SoMa, 2006-2010

2.1 Commercial Space Inventory

The East SoMa Plan supports a mix of uses, including new affordable and market rate housing, offices and retail. Because of its proximity to the city center, the Plan did not strongly protect area PDR businesses, but anticipated that a number of establishments would remain, adding to the unique mix of activities in the area.

Table 2.1.1 is an inventory of non-residential space in East SoMa as of 2010. Half of the commercial space in East SoMa area is used for offices. An additional 24% is a mixture of commercial uses, while 16% is devoted to PDR and light industrial uses.

Table 2.1.2 shows that new commercial development in East SoMa between 2006 and 2010 while *Table 2.1.3* shows corresponding figures for San Francisco. Non-residential development in East SoMa made up less than 1% of citywide total commercial projects completed in the last five years.



The Palms at 555 Fourth Street



Westbrook Plaza at 229 Seventh Street
Mithun



170 King Street
Google Maps

Table 2.1.1 Commercial and Other Non-Residential Building Space, East SoMa and San Francisco, 2010

Non-Residential Land Use	EAST SOMA		SAN FRANCISCO		East SoMa as % of San Francisco
	Area (Sq Ft)	% Distribution	Area (Sq Ft)	% Distribution	
Cultural, Institution, Educational	297,264	3%	50,746,480	20%	1%
Medical	-	0%	4,088,100	2%	0%
Office	4,779,733	50%	73,448,880	29%	7%
PDR / Light Industrial	1,507,407	16%	33,862,200	14%	4%
Retail	410,531	4%	19,734,160	8%	2%
Visitor / Lodging	171,834	2%	21,267,690	9%	1%
Mixed Uses	2,316,724	24%	46,528,800	19%	5%
Total	9,483,493	100%	249,676,310	100%	4%

Table 2.1.2 New Commercial and Other Non-Residential Development, East SoMa 2006-2010

Year	Cultural, Institutional, Educational	Medical	Office	PDR / Light Industrial	Retail	Visitor / Lodging	Total Commercial Sq Ft
2006	-	-	-	-	19,241	-	19,241
2007	-	-	-	-	5,000	-	5,000
2008	-	-	-	-	4,000	-	4,000
2009	-	-	-	-	-	-	-
2010	-	16,196	-	-	-	-	16,196
Total	-	16,196	-	-	28,241	-	44,437

Table 2.1.3 New Commercial and Other Non-Residential Development, San Francisco 2006-2010

Year	Cultural, Institutional, Educational	Medical	Office	PDR / Light Industrial	Retail	Visitor / Lodging	Total Commercial Sq Ft
2006	74,558	-	328,477	-	469,576	25,447	898,058
2007	18,432	17,438	771,227	8,837	132,673	49,258	997,865
2008	160,549	-	1,283,774	1,350	192,430	433,000	2,075,103
2009	167,607	4,120	1,155,580	128,450	478,528	-	1,934,286
2010	60,752	16,196	30,000	70,000	194,989	-	371,937
Total	481,898	37,754	3,569,058	208,637	1,468,196	507,705	6,277,249



Map 3
Commercial and Other Non-Residential Development Pipeline, East SoMa, Q4 2010

2.2 Commercial Development Pipeline

The commercial development pipeline in East SoMa overall shows that, if completed as proposed, there would be an overall net loss of commercial space (see [Table 2.2.1](#)). This loss is mostly due to conversion of industrial PDR space from commercial to residential uses. There are, however, project proposals that would be creating new commercial space (about 65,100 square feet).

Like most areas in the Eastern Neighborhoods, the biggest change in the inventory of commercial space in East SoMa is the decline in PDR space. This net loss of 180,700 PDR square feet will primarily be due to residential conversion. About 20,500 square feet of retail space have received entitlement and/or have building permits issued. There will also be a net increase of 40,600 square feet of office space in projects that have received building permit approvals and are ready for construction.



Rendering of proposed development at 345 Brannan Street
 steelblue



Rendering of development at 900 Folsom and 260 Fifth Street
Architecture International



Renderings of mixed-use development at 750 Second Street
Gould Evans Baum Thornley Architects

Table 2.2.1
Commercial and Other Non-Residential Development Pipeline, East SoMa Q4 2010

Development Status	CIE*	Medical Office	Office	PDR** / Light Industrial	Retail	Visitor / Lodging	Total Commercial Sq Ft
Planning Entitled							
Under Construction	-	-	-	(2,500)	(2,710)	-	(5,210)
Planning Approved	-	-	(2,976)	(41,562)	15,359	-	(29,179)
Building Permit Filed	-	-	3,861	(83,275)	1,715	-	(77,699)
Building Permit Approved / Issued / Reinstated	-	-	-	-	-	-	-
Under Review							
Building Permit Filed	-	-	49,500	(10,175)	4,530	-	43,855
Planning Filed	-	-	(5,805)	(43,208)	1,618	-	(47,395)
Total	-	-	44,580	(180,720)	20,512	-	(115,628)

Table 2.2.2
Commercial and Other Non-Residential Development Pipeline, San Francisco Q4 2010

Development Status	CIE*	Medical Office	Office	PDR** / Light Industrial	Retail	Visitor / Lodging	Total Commercial Sq Ft
Planning Entitled							
Under Construction	437,559	-	58,918	(25,230)	8,423	-	479,670
Planning Approved	175,980	(33,117)	5,167,450	(88,557)	1,324,246	308,570	6,854,572
Building Permit Filed	19,180	-	916,830	(221,550)	87,080	-	801,540
Building Permit Approved / Issued / Reinstated	(22,095)	-	826,123	(85,371)	50,972	24,606	794,235
Under Review							
Building Permit Filed	25,553	-	564,742	(6,149)	18,082	-	602,228
Planning Filed	1,001,797	-	3,238,464	(67,760)	1,640,697	97,347	5,910,545
Total	1,637,974	(33,117)	10,772,527	(494,617)	3,129,500	430,523	15,442,790

* CIE = Cultural, Institutional & Educational
** PDR = Production, Distribution, Repair

2.3 Employment

2.3.1 Office Jobs

San Francisco is a regional employment hub, with the largest concentration of office jobs in the Bay Area including financial, legal, and other specialized business services. According to state Employment Development Department (EDD), there were about 225,900 office jobs in San Francisco at the end of September 2010 (Q3). Of these jobs, about 9,200 (or less than 1% of the citywide total) were in the East SoMa Plan area; there were approximately 1,093 establishments (almost 3% of San Francisco establishments) with office employment (see [Table 2.3.1](#)).

2.3.2 Retail Jobs

San Francisco is also a regional shopping destination and 20% of all city jobs are in retail/entertainment (see [Table 2.3.1](#)). There were about 3,000 retail jobs in the East SoMa Plan area, about 16% of total jobs in the area; this represented almost 3% of all citywide retail jobs.

2.3.3 PDR Jobs

San Francisco is home to many PDR uses; 14% of all city jobs are in PDR (see [Table 2.3.1](#)). There were about 5,300 PDR jobs in the East SoMa Plan area, about 28% of total jobs in the area; this also represented more than 7% of all citywide PDR jobs.

2.3.4 Estimated New Jobs in Retail and Office Pipeline

As discussed in the previous section, approximately 65,000 net square feet of retail and office space are in the commercial development pipeline. Assuming an average employee density of 350 square feet, these new commercial spaces can accommodate around 185 jobs when completed, or about 125 office jobs and 60 retail jobs. This does not account for potential job losses however, associated with the conversion and demolition of PDR space.

2.3.5 Job Loss

Proposed projects in the development pipeline will convert or demolish 180,720 square feet of PDR space. Assuming an average employee density of 550 square feet, this space accommodates about 330 PDR jobs.

Table 2.3.1
Employment, East SoMa and San Francisco, Q3 2010

Land Use	EAST SOMA				SAN FRANCISCO			
	No. of Establishments	% of Total Establishments	No. of Jobs	% of Total Jobs	No. of Establishments	% of Total Establishments	No. of Jobs	% of Total Jobs
Cultural, Institutional & Educational	27	1%	152	1%	1,659	3%	67,735	12%
Medical	17	1%	390	2%	858	2%	34,449	6%
Office	550	27%	9,178	49%	13,480	25%	225,853	41%
PDR / Light Industrial	257	13%	5,318	28%	5,231	10%	76,821	14%
Retail	185	9%	3,046	16%	7,466	14%	107,422	20%
Visitor / Lodging	9	0%	70	0%	299	1%	17,751	3%
Other	989	49%	767	4%	24,317	46%	19,825	4%
Total	2,034	100%	18,921	100%	53,310	100%	549,856	100%

Source: California Employment Development Department

1,239

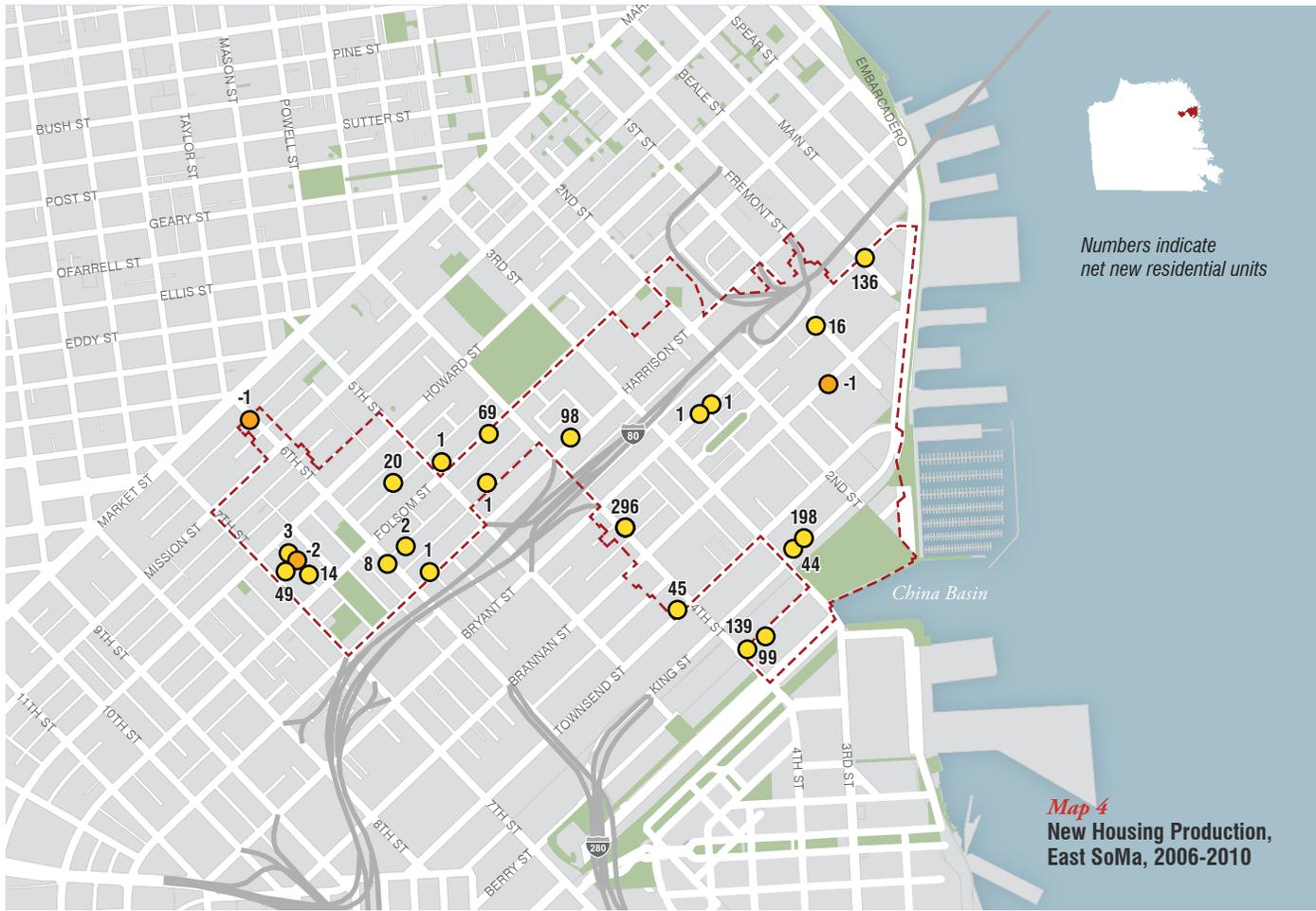
net new housing
units added last
5 years



3. Housing

Housing and the provision of adequate shelter, especially for those with low to moderate incomes, continues to be a chronic issue in San Francisco. One of the main goals of the East SoMa Plan is to increase the production of housing affordable to a wide-range of incomes. The plan envisioned that as many as 2,500 additional units can be accommodated within the plan boundaries.

The East SoMa Plan also recognizes the value of sound, existing housing stock and call for its preservation. Dwelling unit mergers are strongly discouraged and housing demolitions are allowed only on condition of adequate unit replacement.



3.1 Housing Inventory and New Housing Production

According to the 2010 Census, there were almost 8,550 units in the East SoMa Plan boundaries; this represents more than 2% of the citywide total.

Table 3.1.1 shows that approximately 1,240 new units were built in the past five years in the East SoMa; of these, 62 were conversions from commercial uses or additions to existing buildings.

Table 3.1.2 shows the citywide figures for comparison. About 10% of the net increase in the City's housing stock in the last five years was in the East SoMa area. *Map 4* shows the location of recent housing construction. Additional details about these new development projects can be found in *Appendix B, List BL-3*.

Table 3.1.1 New Housing Production, East SoMa, 2006-2010

Year	Units Completed from New Construction	Units Demolished	Net Units Gained or Lost from Alterations	Net Change in Number of Units
2006	191	2	15	204
2007	736	0	45	781
2008	34	0	(2)	32
2009	169	0	3	172
2010	49	0	1	50
Total	1,179	2	62	1,239

Table 3.1.2 New Housing Production, San Francisco, 2006-2010

Year	Units Completed from New Construction	Units Demolished	Net Units Gained or Lost from Alterations	Net Change in Number of Units
2006	1,675	41	280	1,914
2007	2,197	81	451	2,567
2008	3,019	29	273	3,263
2009	3,366	29	117	3,454
2010	1,082	170	318	1,230
Total	11,339	350	1,439	12,428

3.2 Housing Development Pipeline

At year's end in 2010, there were 1,267 units in 29 projects in the housing development pipeline for East SoMa (see *Table 3.2.1*). *Map 5* shows the location of these proposed housing projects by development status. *List BL-4* in Appendix B provides a detailed list of these housing pipeline projects.

Table 3.2.1 shows that about 40 units - or 3% - are under construction and will likely be completed within the next two years. Approximately 794 units - about 63% - have received Planning Department entitlements and could see completion within the next two to seven years.

About 37% of the units in the residential development pipeline are in the early stages of the process and are expected to be completed in the next five to ten years. In comparison, 48% of proposed units citywide -- nearly 21,100 units -- are under review and have yet to receive entitlements. About 40% of the units in the housing pipeline citywide are under construction while the remainder have been entitled and have filed for or have received building permits. If completed in the next 10 years, the current residential pipeline within the East SoMa would mean an increase of almost 15% in the area's housing stock. Successful accommodation of this growth, as envisioned in the Plan, would require infrastructure improvements that encourage transit use and enhance urban amenities in the neighborhood.

3.3 Affordable Housing in the Mission

At the time of the East SoMa Plan adoption and approval, there were some 550 affordable units in four housing projects within the plan area boundaries; this represented 3% of the citywide total of affordable housing. In addition, the 28 single-room occupancy residential hotels (SROs) in East SoMa provide a total of 1,240 units. SROs typically provide housing affordable to lower income, single-person households. These SROs units made up less than 7% of the citywide total of SROs.

The East SoMa Plan recognizes that housing affordability, together with a mix of housing types, fosters a diverse and vibrant community. The Plan relies on three mechanisms to provide affordable housing in the plan area:

- a) Providing a high percentage of affordable units, above and beyond the City's Inclusionary Program, in new mixed income projects;
- b) Allowing developers of market-rate housing to dedicate land for the development of 100 percent affordable housing available to very low and low-income households;
- c) Encouraging the provision of moderate affordable units on-site, as housing available to middle income households (those making below 150 percent of the median income).

Table 3.2.1
Housing Development Pipeline, East SoMa and San Francisco, Q4 2010

Development Status	EAST SOMA		SAN FRANCISCO	
	No. of Projects	No. of Units	No. of Projects	No. of Units
Planning Entitled				
<i>Under Construction</i>	3	40	117	1,728
<i>Planning Approved</i>	5	554	91	16,903
<i>Building Permit Filed</i>	6	124	69	1,916
<i>Building Permit Approved / Issued / Reinstated</i>	2	76	174	2,480
Under Review				
<i>Planning Filed</i>	6	345	84	19,532
<i>Building Permit Filed</i>	7	128	190	1,487
Total	29	1,267	727	44,050



3.4 New Affordable Housing Production, 2005-2009

Affordable housing was a high community priority during the Eastern Neighborhood planning process. The Eastern Neighborhood Plans aim to provide new housing to meet the needs of low, moderate and middle income households. Higher percentages of affordable inclusionary units are required of market-rate developments larger than five units.

Affordable housing in East SoMa between 2006 and 2010 was almost evenly split between publicly subsidized and inclusionary housing – 51 inclusionary units and 48 publicly subsidized units for a total of 99 total affordable units – representing 8% of all housing produced in the area (see [Table 3.4.1](#)). By comparison, the citywide share of new affordable housing construction was 27%, or over 3,300 units (see [Table 3.4.2](#) Affordable Housing Production, San Francisco, 2006-2010). Additional details about these affordable housing projects can be found in [Appendix B, List BL-5](#).

Table 3.4.1
Affordable Housing Production, East SoMa, 2006-2010

Year	Public Subsidy	Inclusionary	Total
2006	0	16	16
2007	0	24	24
2008	0	4	4
2009	0	7	7
2010	48	0	48
Total	48	51	99

Table 3.4.2
Affordable Housing Production, San Francisco, 2006-2010

Year	Public Subsidy	Inclusionary	Total
2006	265	189	454
2007	517	167	684
2008	385	379	764
2009	832	44	876
2010	508	40	548
Total	2,507	819	3,326



3.5. Housing Stock Preservation

The East SoMa Plan supports the preservation of the area's existing housing stock and prohibits the residential demolition unless these would result in sufficient replacement of housing units. Demolitions are also restricted to ensure the preservation of affordable housing and historic resources.

In the reporting period, seven units in the East SoMa Plan area were lost (see [Table 3.5.1](#)). Citywide, the number of units lost through demolition totaled 572.

[Table 3.5.2](#) shows citywide figures for comparison. Illegal units removed also result in loss of housing; corrections to official records, on the other hand, are adjustments to the housing count.

Table 3.5.1 Units Lost, East SoMa, 2006-2010

Year	UNITS LOST THROUGH ALTERATIONS BY TYPE OF LOSS						Total Units Lost
	Illegal Units Removed	Units Merged into Larger Units	Correction to Official Records	Units Converted	Total Alterations	Units Demolished	
2006	0	0	0	1	1	2	3
2007	0	2	-	0	2	0	2
2008	0	2	-	0	2	0	2
2009	0	0	0	0	0	0	0
2010	0	0	0	0	0	0	0
Total	0	4	0	1	5	2	7

Table 3.5.2 Units Lost, San Francisco, 2006-2010

Year	UNITS LOST THROUGH ALTERATIONS BY TYPE OF LOSS						Total Units Lost
	Illegal Units Removed	Units Merged into Larger Units	Correction to Official Records	Units Converted	Total Alterations	Units Demolished	
2006	12	21	0	7	40	41	81
2007	10	16	4	5	35	81	116
2008	19	28	0	1	48	29	77
2009	2	42	5	12	61	29	90
2010	5	22	1	10	38	170	208
Total	48	129	10	35	222	350	572

3.6. Other Changes in Housing Stock Characteristics

The type of housing opportunities determines the type of people who live in the neighborhood. For example, single-family homes tend to support families and/or larger households, which are typically homeowners, while flats or apartments tend to be occupied by a single-person or smaller households, which are largely renters; group housing and assisted living quarter are housing types available for the elderly and people who have disabilities.

Condo conversions increase San Francisco's homeownership rate – estimated to be at about 38% in 2009, up from 35% in 2000. However, condo conversions also mean a reduction in the City's rental stock. In 2009, an estimated 71% of households in East SoMa were renters. Almost 4% of San Francisco's rental units are in East SoMa.

Table 3.6.1 shows that in the last five years, 17 units in 5 buildings in East SoMa were converted to condominiums. This represents less than 1% of all condo conversions citywide. Another indicator of change in the existing housing stock, are owner move-in and Ellis Act evictions. These evictions effectively remove units from the rental housing stock and are, in most cases, precursors to condo conversions.

Table 3.6.2 shows that in the last five years, there were owner move-in evictions in only 1 unit and only 2 units were withdrawn from the rental stock under the Ellis Act. Owner move-in and Ellis Act evictions in East SoMa constituted less than 1% each of citywide totals. Other types of evictions, also included in Table 3.6.2, include evictions due to breach of rental contracts or non-payment of rent; this could also include evictions to perform capital improvements or substantial rehabilitation.

Table 3.6.1
Condo Conversion, East SoMa, 2006-2010

Year	EAST SOMA		East SoMa as % of Citywide Total	
	No. of Bldgs	No. of Units	No. of Bldgs	No. of Units
2006	-	-	0%	0%
2007	2	8	1%	1%
2008	1	4	0%	0%
2009	-	-	0%	0%
2010	2	5	1%	1%
Total	5	17	0%	0%

Source: DPW Bureau of Street Use and Mapping

Table 3.6.2
Evictions by Type, East SoMa, 2006-2010

Year	EAST SOMA			East SoMa as % of Citywide Total		
	Owner Move-In	Ellis Act Withdrawal	Other Eviction	Owner Move-In	Ellis Act Withdrawal	Other Eviction
2006	1	2	23	0%	1%	1%
2007	-	-	72	0%	0%	4%
2008	-	-	42	0%	0%	3%
2009	-	-	28	0%	0%	2%
2010	-	-	32	0%	0%	2%
Total	1	2	197	0%	0%	2%

Source: SF Rent Board



4. Public Benefits

The Eastern Neighborhoods Plans call for up to 10,000 units of transit-oriented housing (market-rate and affordable) and 13,000 new jobs over 20 years. To support the growing population in these areas, the Area Plans also call for needed public amenities including parks, community facilities, and transportation.

The Eastern Neighborhoods Area Plans identify at a high level the types of infrastructure improvements necessary to enhance livability, enable development intensity, and serve these changing neighborhoods. Specifically, the East SoMa Plan seeks to strengthen the area's accessibility and improve public transit. The Plan also calls for the provision of new open space and the creation of "Green Connector" streets, with wider sidewalks and improved landscaping.

4.1 Transportation Improvements (EN TRIPS)



The Eastern Neighborhoods Transportation Implementation Planning Study (EN

TRIPS) is the transportation implementation plan for all four Plan Areas of the Eastern Neighborhoods. EN TRIPS has completed its existing and future conditions technical analyses to understand current transportation opportunities and constraints. Findings and identified strategies were presented at a community meeting held in February 2011.

These strategies include: Smart Parking Management, Congestion Pricing, Transportation Demand Management, and expanded efforts at shuttle coordination. Each of these strategies is already under study, implementation or development, but potential exists to expand their application. In addition to these policy strategies, other investments identified could include:

- Transit Priority Street treatments – including 3rd street, 4th street, Division, and 16th Street.
- New bicycle facilities – including the prioritization of certain bicycle lanes, or the creation of dedicated rights-of-way.
- Further developing comfortable pedestrian spaces to facilitate walking - including wider sidewalks, curb bulb outs, medians, and additional landscaping.

In the East SoMa, the City has already invested heavily in the T-Third Street light rail service. Expected growth in travel demand however, may result in substantially increased travel volumes on Third Street. At

this time, the City has not identified ways to increase capacity through this travel corridor.

Despite this recent investment in transit infrastructure, car use remains the predominant mode of travel to work for employed residents of East SoMa (see [Table 4.1.1](#)).

The 2005-2009 American Community Survey estimated that 36% of East SoMa residents commuted by car, while 19% used transit. About 30% walked to work and 3% reported biking. The number of people working from home however was estimated at 10%.

Compared to the City as a whole, East SoMa commuters travelled by car more and less by other modes. Citywide, 47% of commuters travel by car and 32% by transit; 10% walked to work, 3% biked, and 2% commuted by other means; only 7% however worked from home.

As a result of the projected growth, there will be competing demands for space on South of Market streets. In addition to internal trips, there will also be a very large increase in travel to and from the South of Market area, and a large increase in pass-through trips. As a result of this growing travel demand, the South of Market arterial network may see large increases in vehicle volumes (15 – 35 percent on major east-west arterials), and increased congestion and delay at key intersections during peak times. Potentially costly delays are projected in the PM Peak on Harrison and Bryant Streets near the I-80 approaches, as well as along Third and Fourth Streets.

Table 4.1.1 Commute Mode Split, East SoMa and San Francisco, 2006-2010

Transport Mode	EAST SOMA		SAN FRANCISCO		East SoMa as % of San Francisco
	No. of Commuters	%	No. of Commuters	%	
Car	2,850	36%	202,707	47%	1%
Drove Alone	2,506	31%	168,639	39%	1%
Carpooled	344	4%	34,068	8%	1%
Transit	1,536	19%	140,571	32%	1%
Bike	235	3%	11,367	3%	2%
Walk	2,392	30%	41,593	10%	6%
Other	199	2%	8,142	2%	2%
Worked at Home	806	10%	28,952	7%	3%
Total	8,018	100%	433,332	100%	2%

Source: 2005-2009 American Community Survey. Census Tracts 179 and 178 used to approximate area.

At the same time, density increases create the possibility of expanded pedestrian and bicycle travel in this area. About two thirds of these new internal trips (those inside the South of Market and between the South of Market and downtown) are projected to be made on foot. However, South of Market arterials were built to accommodate high volumes of regional traffic, and the major arteries in the South of Market area already present challenges for pedestrian comfort. To reduce the effects of new vehicle volumes on pedestrians and cyclists, and to encourage walking and bicycling for new trips, the City continues to explore changes to the South of Market street network including:

- Pedestrian, bike and other public realm improvements to Folsom
- Street design guidelines
- Improved pedestrian amenities on corridors that provide paths of travel to regional transit infrastructure such as the Fourth and King Caltrain Station
- Transforming select alleys into more attractive and usable public space through traffic calming and other design treatments

4.2 Streetscape Improvements

The East SoMa Plan calls for the creation of a network of “Green Connector” streets with wider sidewalks and landscaping improvements that connects open spaces and improves area walkability. Specifically, the Plan proposes to enhance Folsom Street to connect the emerging Transbay and Rincon Hill areas, East and West SoMa, and the Mission District. Additional street improvements are proposed for lightly used alleyways with a more mixed-use or commercial character. These and other specific streetscape improvements remain under study as of the writing of this report.

Moreover, in December 2010, the City adopted the Better Streets Plan that contains design guidelines for pedestrian and streetscape improvements and describes streetscape requirements for new development. Major themes and ideas include:

- **Distinctive, unified streetscape design:** Street trees as defining the streetscape rhythm; integrated site

furnishings; regular pedestrian-oriented lighting; minimizing cluttering elements.

- **Space for public life:** Safe, usable public seating for neighborhood gathering; generous curb extensions for seating and landscaping; reclaiming of excess street space for public use; space for outdoor café and restaurant seating and merchant displays.
- **Enhanced pedestrian safety:** Safe, convenient pedestrian crossings; curb radii and curb extensions that slow traffic, shorten crossing distance, and enhance visibility; pedestrian countdown signals and other pedestrian priority signals (head-start, pedestrian scramble).
- **Improved street ecology:** On-site stormwater management to reduce combined sewer overflows; resource-efficient elements and materials; streets as green corridors and habitat connectors.
- **Universal design and accessibility:** Generous, unobstructed sidewalks, curb ramps for all users, accessible pedestrian signals.
- **Integrating pedestrians with transit:** Transit rider amenities at key stops; safe, convenient pedestrian routes to transit; mutual features that benefit pedestrian safety and comfort and transit operations, such as bus bulb-outs and boarding islands.
- **Creative use of parking lanes:** Permanent curb extensions with seating and landscaping; landscape planters in the parking lane; flexible, temporary use of the parking lane for restaurant seating or other uses.
- **Traffic calming to reduce speeding and enhance pedestrian safety:** Raised crossings and speed tables; landscaped traffic circles; chicanes.
- **Pedestrian-priority designs:** Shared public ways; temporary or permanent street closures to vehicles; sidewalk and median pocket parks.
- **Extensive greening:** Healthy, well-maintained urban forest; expanded sidewalk plantings; efficient utility location to provide more potential planting locations.

The Better Streets Plan only describes a vision for ideal streets and seeks to balance the needs of all street users and street types. Detailed implementation strategies will be developed in the future.

4.3 Recreation and Open Space

East SoMa has a deficiency of open spaces serving the neighborhood. Substantial parts of the East SoMa historically have been predominantly industrial, which has meant that many areas are not within walking distance to an existing park and many areas lack adequate places to recreate and relax. With the addition of new residents, this deficiency will only be exacerbated. Thus, one of the primary objectives of this Plan is to provide more open space to serve both existing and new residents, workers and visitors.

To date, the Planning Department continues to work with Recreation and Parks Department to identify a site in East SoMa for a public park. The Port has also developed a number of proposals for open space adjacent to the East SoMa planning area. The Brannan Street Wharf is proposed to replace Pier 36 and Pier 34 with a new public open space. Park features may include a neighborhood green space, a public float for small boats, and seating and picnic areas. The Port is also considering a shoreline park as part of the mixed use developed proposed for Seawall lot 337.

Significant funding is needed however, to acquire, develop, and maintain new open space, as well as maintain existing spaces at a higher level. Impact fees from new development can partially fund these spaces, as can open space bonds issued by the Port and the Recreation and Park Department. At this time, additional funding sources to develop these open spaces have yet to be identified.



South Park
Christopher Beland

4.4 Community Facilities

As a significant amount of new housing development is expected in East SoMa, new residents will increase the need to add new community facilities and to maintain and expand existing ones. Community facilities can include any type of service needed to meet the day-to-day needs of residents. These facilities include libraries, parks and open space, schools and child care. Community based organizations also provide many services to area residents including health, human services, and cultural centers.

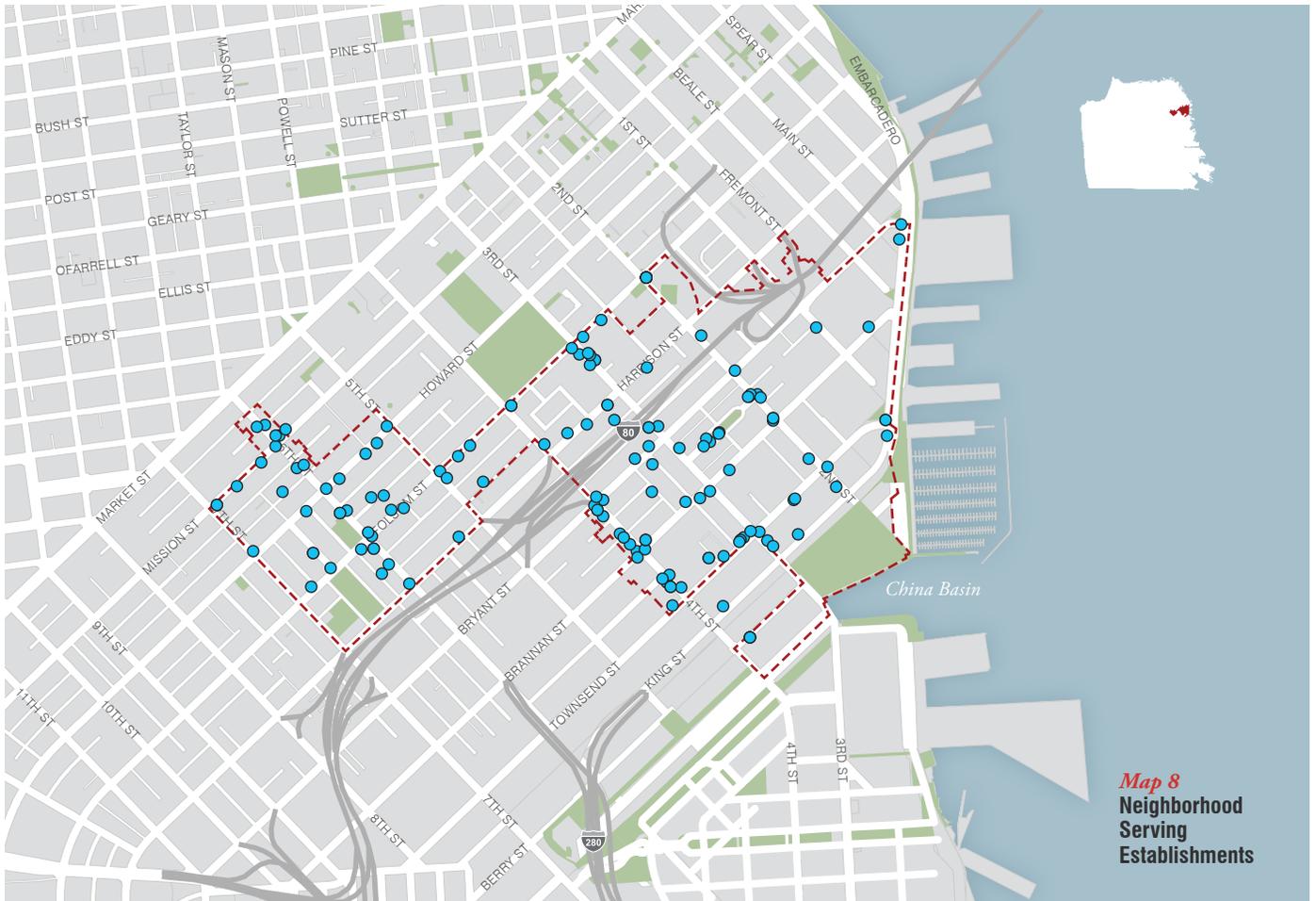
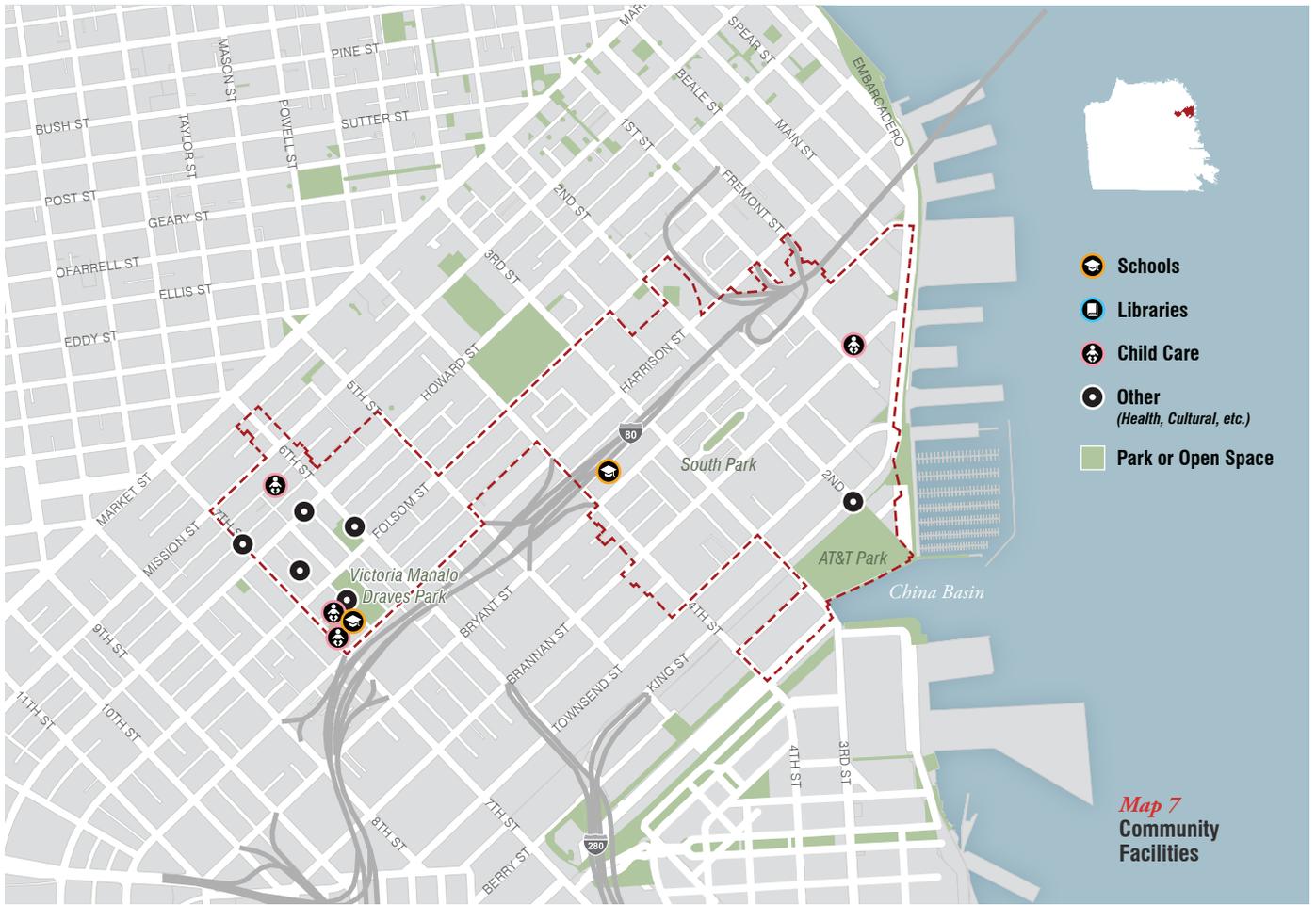
Map 7 shows existing community facilities in East SoMa. Community based organizations provide services at several sites in the area, ranging from Larkin Street Youth Services to the West Bay Pilipino Multi-Service Center. In addition to primary schooling, Bessie Carmichael Elementary provides after school care for recently immigrated students. Cultural and arts centers are also present in East SoMa.



West Bay Pilipino Multi-Service Center



Bessie Carmichael Elementary School



4.5 Neighborhood Serving Establishments

Neighborhood serving businesses represent a diversity of activities beyond typical land use categories such as retail. This section defines neighborhood serving as those activities of an everyday nature associated with a high “purchase” frequency (see *Appendix D* for a list of business categories used). Grocery stores, auto shops and gasoline stations, banks and schools which frequently host other activities, among many other uses, can be considered “neighborhood serving.”

By this definition, the Mission is home to almost 500 neighborhood serving businesses and establishments employing over 6,600 people. Over 130 of these businesses are estimated to have been established since 2006. Although these tend to be smaller businesses frequented by local residents and workers, some also serve a larger market (such as popular restaurants).

As shown in *Table 4.5.1*, the top 10 neighborhood serving establishments in the Mission include restaurants, grocery stores and bars, as well as bakeries and pharmacies. These businesses are typically along the Mission, Valencia, and 24th Street neighborhood commercial districts (see *Map 8*).

Table 4.5.1
Neighborhood Serving Establishments, East SoMa

Type	Establishments	Employment
Full-Service Restaurants	38	865
Limited-Service Restaurants	18	377
General Automotive Repair	12	69
Drinking Places	7	87
Snack and Nonalcoholic Beverages	7	47
Commercial Banking	6	428
Supermarkets and Other Grocery	5	205
Beer, Wine, and Liquor Stores	4	12
Pharmacies and Drug Stores	4	39
Other	40	458
Total	141	2,587

4.6 Job Housing Linkage Program (JHLP)

Prompted by the Downtown Plan in 1985, the City determined that large office development, by increasing employment, attracts new residents and therefore increases demand for housing. In response, the Office Affordable Housing Production Program (OAHPP) was established in 1985 to require large office developments to contribute to a fund to increase the amount of affordable housing. In 2001, the OAHPP was re-named the Jobs-Housing Linkage Program (JHLP) and revised to require all commercial projects with a net addition of 25,000 gross square feet or more to contribute to the fund.

Between fiscal year 2006 and 2010, nearly \$22 million was collected, all from projects in the Downtown C-3 zoned district. Due to the current economic recession the program has collected no money after fiscal year 2007 (see *Table 4.6.1*). Since the program was established in 1985, a total of \$72.3 million has been collected to partially subsidize the construction of over 1,000 units of affordable housing.

Table 4.6.1
Jobs Housing Linkage Fees Collected, 2006-2010

Fiscal Year	Revenue
2006-07	\$11,880,503
2007-08	\$10,213,342
2008-09	-
2009-10	-
2010-11	-
Total	\$22,093,845

Source: Department of Building Inspection as of 6/1/11

5. Implementation of Proposed Programming

5.1 Eastern Neighborhood Citizens Advisory Committee

The Eastern Neighborhoods Citizens Advisory Committee (ENCAC) is the central community advisory body charged with providing input to City agencies and decision makers with regard to all activities related to implementation of the Eastern Neighborhoods Area Plans. It was established for the purposes of providing input on the prioritization of Public Benefits, updating the Public Benefits program, relaying information to community members in each of the four neighborhoods regarding the status of development proposals in the Eastern Neighborhoods, and providing input to plan area monitoring efforts as appropriate. The ENCAC is composed of 15 voting members – nine appointed by the Board of Supervisors, and six appointed by the Mayor. In addition, there are four non-voting members representing Western SoMa, two appointed by the Board of Supervisors, and two by the Mayor. These non-voting members will attain voting status upon the adoption and integration of the Western SoMa Impact Fees into the Eastern Neighborhoods Public Benefits Fund.

To date, the ENCAC has supported the allocation of \$2.42 million for the development of a new park at 17th and Folsom Street in the Mission District. As of the writing of this report, just over \$750,000 has been collected.

The ENCAC has held monthly public meetings since October, 2009. For more information on the ENCAC, go to <http://encac.sfplanning.org>.

Table 5.2.1 Eastern Neighborhoods Fees Collected

Area	Revenue	Projects
SoMa	\$540,908	2
Central Waterfront	\$119,901	1
Mission	\$90,454	7
Showplace/Potrero	\$0	0
Total	\$751,263	10

5.2 Fees Programs and Collection

The Eastern Neighborhoods Public Benefit Fee was established to fund community improvements throughout the Eastern Neighborhoods, including the East SoMa Plan Area. Impact fees will be used to fund capital improvements, including open space and recreational facilities, transit and transportation improvements, and community facilities such as child care and public library needs. The fee may also be used to fund housing needs, such as housing construction and preservation. Fee revenue are periodically updated and currently range from \$8 to \$24 per square foot (effective 5/11). Fee revenues will be allocated as follows:

- For **residential development**: open space and recreational facilities = 50%, transit streetscape and public realm improvements = 42%, community facilities = 8%.
- For **commercial development**: open space and recreational facilities = 7%, transit streetscape and public realm improvements = 90%, community facilities = 3%

In areas designated for housing including Mixed Use Residential zones and the Mission NCT, portions of the impact fee resulting from up-zoning will be directed towards affordable housing construction and preservation. In these areas, the increased fee revenue above the base \$8 collected for residential development may be used to further mitigate impacts on affordable housing, including acquisition and rehabilitation programs to support existing residents.

Analysis based on development projections for the overall Eastern Neighborhoods, estimates that the fee could generate from \$77-130 million over the life of the plan.

As shown in *Table 5.2.1*, approximately \$751,000 from 10 projects has been collected since the fee was established in January 2009. In the East SoMa, about \$540,000 was collected from two projects.



South Park Historic District



180 Townsend Street – South End Historic District

5.3 Historic Preservation

Since the adoption of the East SoMa Plan, the South of Market Historic Resource Survey has been completed and adopted by the Historic Preservation Commission. This survey focused upon areas within the East SoMa Area Plan and the yet to be adopted Western SoMa Area Plan. The survey resulted in documentation and/or assessment of approximately over 2,140 individual properties, of which almost 1,470 properties were constructed on or before 1962.

The survey identified five historic districts:

- 6th Street Lodginghouse Historic District;
- Bluxome and Townsend Historic District;
- South Park Historic District;
- an extension of the existing South End Historic District; and
- Western SoMa Light Industrial and Residential Historic District.

5.4 First Source Hiring

The First Source Hiring Program was first adopted in 1998 and modified in 2006. The intent of First Source is to connect low-income San Francisco residents with entry-level jobs that are generated by the City's investment in contracts or public works; or by business activity that requires approval by the City's Planning Department or permits by the Department of Building Inspection.

Projects that qualify under First Source include:

- any activity that requires discretionary action by the City Planning Commission related to a commercial activity over 25,000 square feet including conditional use authorization;
- any building permit applications for a residential project over 10 units;
- City issued public construction contracts in excess of \$350,000;
- City contracts for goods and services in excess of \$50,000;
- leases of City property;
- grants and loans issued by City departments in excess of \$50,000.

The First Source Hiring program is managed by the Office of Economic and Workforce Development (OEWD). Between fiscal years 2005-06 and 2010-11, the OEWD reported that 2,492 residents were placed into entry-level jobs including 1,752 in public projects, and 740 in private projects.

APPENDIX A

Eastern Neighborhoods Monitoring Requirements Ordinance

(5) **Development Activity.** The report shall detail all development activity in the Plan Area over the Monitoring Period, including additions and deletions of residential and commercial space, and shall include unit size and bedroom count of units constructed, retail space and employment generated, conversions and other development statistics. The monitoring program shall include the following categories of information:

(A) **Office Space.** Amount of office space constructed in preceding years and related employment.

(B) **Visitor and Hotel Space.** Amount of hotel rooms constructed in preceding years and related employment.

(C) **Retail Space.** Amount of retail space constructed in preceding years and related employment.

(D) **Business Formation and Relocation.** An estimate of the rate of the establishment of new businesses and business and employment relocation trends and patterns within the City and the Bay Area.

(E) **Housing.** An estimate of the number of housing units newly constructed, demolished, or converted to other uses.

(6) **Public Benefit.** The report shall detail the construction of any improvements or infrastructure as described in the Eastern Neighborhoods Public Benefits Program, a copy of which is on file with the Clerk of the Board of Supervisors in File No. 081155 and is incorporated herein by reference. The report shall include the following categories of information:

(A) **Inclusionary Housing Program.** A summary of the number and income mix of units constructed or assisted through this program, an analysis of units constructed within each alternative, including new alternatives established for the Eastern Neighborhoods UMU districts.

(B) **Jobs/Housing Linkage Program.** A summary of the operation of the Jobs/Housing Linkage Program (formerly the Office Affordable Housing Production Program) and the Housing Affordability Fund, identifying the number and income mix of units constructed or assisted with these monies.

(C) **Streetscape, Transportation, and Public Realm.** A detailed description of any transportation serving infrastructure completed in the preceding five years, including transit, pedestrian, bike, traffic and other modes of transportation.

(D) **Open Space and Recreational Facilities.** A summary of new parks, trails, public rights-of-way, recreational facilities or activity space completed to serve the purposes of recreation in the preceding five years, as well as any improvements to parks or recreational facilities.

(E) **Community Facilities.** An assessment of the existing service capacity of community services and facilities, and of any new services or facilities joining the neighborhood in the past five years. This shall include a review of child care, library services and any other categories deemed relevant, such as health care centers, human services, and cultural centers.

(F) **Neighborhood Serving Businesses.** An assessment of neighborhood serving businesses in the area, including their establishment, displacement, and economic health.

(7) **Fees and Revenues.** The report shall monitor expenditure of all implemented fees, including the Eastern Neighborhoods Impact Fee and all Citywide fees, and tax revenue, as listed below. It shall report on studies and implementation strategies for additional fees and programming.

(A) **Impact Fee.** A summary of the collected funds from the Eastern Neighborhoods Impact Fee collected from development, and a detailed accounting of its expenditure over that same period.

(B) **Fiscal Revenues.** An estimate of the net increment of revenues by type (property tax, business taxes, hotel and sales taxes) from all uses.

(C) **Fee Adjustments.**

(i) The Planning Department shall review the amount of the Eastern Neighborhoods fee against any increases in construction costs, according to changes published in the Construction Cost Index published by Engineering News Record, or according to another similar cost index should there be improvements to be funded through the Eastern Neighborhoods Impact Fee as listed in the Eastern Neighborhoods Program.

(ii) The Planning Department shall review the level of the Eastern Neighborhoods housing requirements and fees to ensure they are not so high as to prevent needed housing or commercial development.

(8) **Agency Responsibilities.** All implementing agencies identified in the Eastern Neighborhoods Implementation Matrix shall be responsible for:

(A) Reporting to the Planning Department, for incorporation into the Monitoring report, on action undertaken in the previous reporting period to complete the implementation actions under their jurisdiction, as referenced in the Eastern Neighborhoods Implementation Matrix.

(B) Providing an analysis of the actions to be completed in the next reporting period, for incorporation into the Monitoring report, including a description of the integrated approach that will be used to complete those tasks.

(i) To the extent the Agencies identified in the Implementation Matrix are outside the jurisdiction of this Board, this Board hereby urges such Agencies to participate in this process.

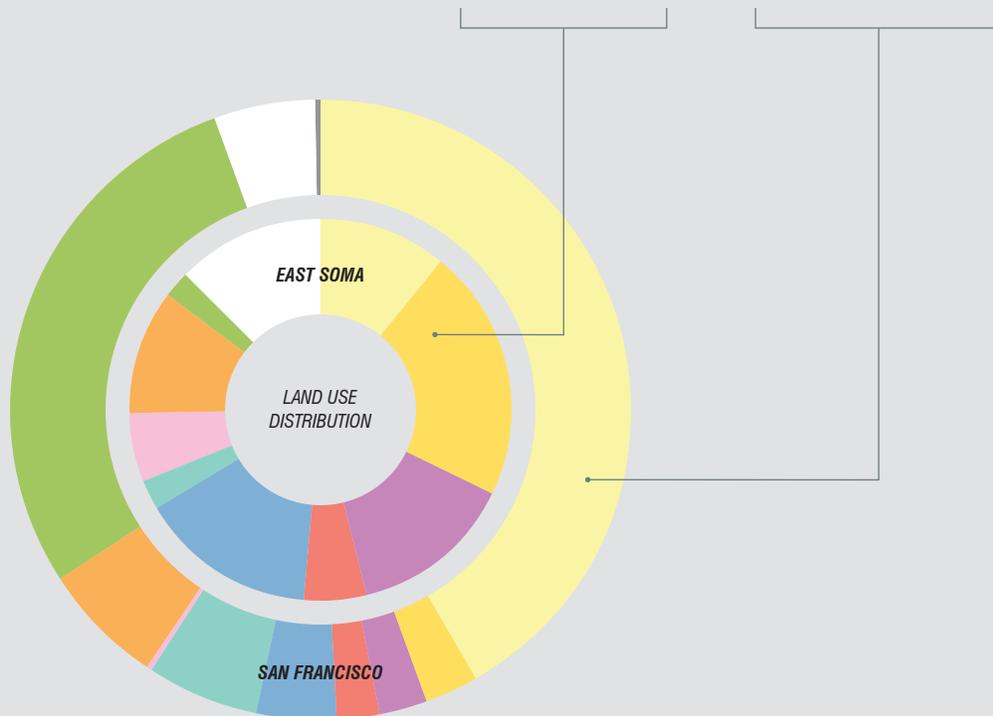
(9) **Budget Implications.** In cooperation with the Annual Progress reports required by Administrative Code Chapter 36.4, and prior to the annual budget process, the Board shall receive a presentation by the Interagency Planning and Implementation Committee and its member agencies to describe how each agency's proposed annual budget advances the Plans' objectives, including specific projects called for by this section. The Board of Supervisors shall give particular consideration to proposed agency budgets that meet the implementation responsibilities as assigned by the City's General Plan, including the Eastern Neighborhoods Implementation Matrix. Budget proposals that do not include items to meet these implementation responsibilities shall respond to Board inquiries as to why inclusion was not possible.

APPENDIX B

Lists and Tables

Table BT-1
Land Use Distribution, East SoMa and San Francisco, 2009

Land Use	EAST SOMA		SAN FRANCISCO		East SoMa as % of San Francisco
	Area Sq Ft (000s)	% Distribution	Area Sq Ft (000s)	% Distribution	
Residential	980,316	11%	420,058,589	42%	0%
Mixed Residential	1,874,497	21%	28,985,223	3%	6%
Office	1,235,593	14%	25,576,575	3%	5%
Retail / Entertainment	471,707	5%	21,579,948	2%	2%
PDR / Light Industrial	1,338,098	15%	41,935,022	4%	3%
Cultural, Institutional & Educational	214,131	2%	59,215,798	6%	0%
Hotel / Lodging	522,996	6%	3,484,054	0%	15%
Mixed Use	923,023	10%	65,079,287	6%	1%
Public / Open Space	191,176	2%	288,199,531	29%	0%
Vacant Lot	1,107,116	12%	53,020,516	5%	2%
Right-of-Way	-	0%	942,007	0%	0%
Total	8,858,654	100%	1,008,076,550	100%	1%



List BL-1**Commercial Development Projects Completed, East SoMa, 2006-2010**

Address	Mixed Use No. of Units	Total Gross Sq Ft	CIE	MED	OFFICE	PDR	RET	VIS
229 7th Street	49	16,196	-	16,196	-	-	-	-
334 6th Street	8	438	-	-	-	-	438	-
South Street	35	4,000	-	-	-	-	4,000	-
555 4th Street	176	18,803	-	-	-	-	18,803	-
170 King Street	198	5,000	-	-	-	-	5,000	-
Total	466	44,437	-	16,196	-	-	28,241	-

CIE = Cultural, Institutional & Educational
MED = Medical Office
PDR = Production, Distribution, Repair
RET = Retail / Entertainment
VIS = Visitor / Lodging

List BL-2**Commercial Development Pipeline, East SoMa, Q4 2010**

Entitlement Status	Address	Mixed Use No. of Units	Total Gross Sq Ft	CIE	MED	OFFICE	PDR	RET	VIS
Entitled Projects									
<i>Under Construction</i>	750 2nd St.	14	5,050	-	-	-	-	5,050	-
<i>Building Permit Filed</i>	166 Townsend St.	66	1,715	-	-	-	-	1,715	-
	136 South Park Ave.	1	3,861	-	-	3,861	-	-	-
	12 Sherman St.	3	1,853	-	-	-	1,853	-	-
<i>Planning Approved</i>	345 6th St.	36	3,300	-	-	-	-	3,300	-
	900 Folsom St.	269	6,340	-	-	-	-	6,340	-
	260 5th St.	179	5,719	-	-	-	-	5,719	-
Sub-Total		568	27,838	-	-	3,861	1,853	22,124	-
Projects Not Yet Entitled / Under Review									
<i>Under Planning Review</i>	America's Cup Pier 30/32 SW 330	-	608,688	-	-	-	-	608,688	-
	938 Howard St.	154	6,044	-	-	-	-	6,044	-
	935 Folsom St.	13	4,400	-	-	-	-	4,400	-
	205 Shipley St.	51	6,000	-	-	-	-	6,000	-
	452 Tehama St.	20	888	-	-	-	-	888	-
<i>Building Permit Filed</i>	345 Brannan St.	-	53,030	-	-	49,500	-	3,530	-
	537 Natoma St.	14	5,425	-	-	-	5,425	-	-
Sub-Total		252	684,475	-	-	49,500	5,425	629,550	-
Total		820	712,313	-	-	53,361	7,278	651,674	-

*List BL-3***Major Residential Development Completed, East SoMa, 2006-2010**

<i>Year</i>	<i>Street Address / Project Name</i>	<i>Total Units</i>	<i>Affordable Units</i>	<i>Unit Mix</i>	<i>Tenure Type</i>	<i>Initial Sales Price or Rental Price</i>
2006	501 Beale St. The Watermark	136	16	-	Owner	-
	188 King St.	44	-	-	Owner	-
	540 Delancey St.	16	-	-	Owner	-
2007	555 4th St. (The Palms)	300	off-site (785 Brannan Street, completed in 2006)	37 Studios 157 One Bedroom 102 Two Bedroom 4 Three Bedroom	Ownership	\$420,000
	170 King St.	198	24	7 Studios 11 One Bedroom 6 Two Bedroom	Ownership	\$750,000
	310 Townsend St.	45	In-Lieu	-	Ownership	\$515,000
2008	1 South Park Ave.	35	In-Lieu	1 Studio 9 One Bedroom 18 Two Bedroom 7 Three Bedroom	Ownership	-
	438 Clementina St.	20	3	20 Two Bedroom	Ownership	
	75 Moss St.	14	1	6 One Bedroom 6 Two Bedroom	Ownership	\$245,000
2009	Cubix 766 Harrison St.	98	7	98 Studios	Ownership/Rental	\$199,000
	829 Folsom St.	69	IL	3 Studios 50 One Bedroom 15 Two Bedroom 1 Three Bedroom	Ownership	-

List BL-4
Residential
Development Pipeline,
East SoMa, Q4 2010

<i>Entitlement Status</i>	<i>Address</i>	<i>Units</i>	<i>Mixed Use</i>
Entitled Projects			
<i>Under Construction</i>	750 2nd Street	14	
	1049 Howard Street	55	
	425 Bryant Street	1	
<i>Building Permit Issued</i>	181 South Park Street	8	
<i>Building Permit Approved</i>	72 Townsend Street	74	
<i>Building Permit Filed</i>	166 Townsend Street	66	
	246 Ritch Street	19	
	136 South Park Avenue	1	MU
	12 Sherman Street	3	
	468 Clementina Street	25	
	574 Natoma Street	10	
	<i>Planning Approved</i>	345 6th Street	36
	260 5th Street	179	
	42 Harriet Street	23	
	374 5th Street	47	
	900 Folsom Street	269	MU
Sub-Total		830	
Projects Not Yet Entitled / Under Review			
<i>Building Permit Filed</i>	1091 Folsom Street	30	
	190 Russ Street	8	
	537 Natoma Street	14	
	226 6th Street	76	
	960 Harrison Street	4	
	48 Harriet Street	4	
	1075 Folsom Street	31	MU
<i>Under Planning Review</i>	200-214 6th Street	50	
	938 Howard Street	154	
	935 Folsom Street	13	
	205 Shipley Street	51	
	452 Tehama Street	20	
Sub-Total		455	
Total		1,285	

*List BL-5***List of Affordable Housing, Household Income Target and Funding Source, East SoMa, 2006-2010**

<i>Year Built</i>	<i>Address</i>	<i>No. of Affordable Units</i>	<i>Household Income Targets</i>	<i>Tenure Type or Funding Program</i>
2006	501 Beale Street The Watermark	16	Moderate	Inclusionary
2007	170 King Street	24	Moderate	Inclusionary
2008	438 Clementina Street	3	Moderate	Inclusionary
	75 Moss Street	1	Moderate	Inclusionary
2009	Cubix 766 Harrison Street	7	Moderate	Inclusionary
2010	Westbrook Housing / South of Market Health Center 255 7th Street	48	Very Low	Mayor's Office of Housing
Total		99		

APPENDIX C

Eastern Neighborhoods Priority Capital Projects

EN PRIORITY PROJECTS

List of projects to be considered (in order of priority)

1

Townsend Street, Pedestrian Improvements.

Townsend Street provides a direct route to the Caltrain Station (4th & King Streets). The project includes the introduction of a parking lane buffer to accommodate pedestrian traffic where no sidewalks exist along Townsend Street from 4th to 8th Streets, using funding secured by MTA to install “wheel blocks” and paint stripes to establish a clear, safe walkway to the Caltrain station. Future improvements, not included as part of this project, may include long-term improvements implemented as a part of the Transbay Joint Powers Authority (TJPA) Transit Center project phase II downtown rail extension.

Total Cost:

TBD, depending on scope of improvements.

Funding available:

\$10,000 (SFMTA)

Need: **TBD**.

No matching funds required; SFMTA/DPW to commence construction as soon as possible.

2

Victoria Manalo, Pedestrian Improvements.

Pedestrian improvements include a mid-block crosswalk, bulb outs and traffic/pedestrian signal to connect pedestrians between the Soma Eugene Friend Recreation Center, Bessie Carmichael School and the park. These improvements should be coordinated with DPW’s Folsom Street resurfacing project.

Total Cost: **\$611,000.**

Note: cost is an estimate only, pending further capital cost estimates.

Funding available: **\$0**

Need: **\$611,000**

3

Folsom Street, Streetscape Improvements.

The Eastern Neighborhoods Plans call for redesigning Folsom Street as a “civic boulevard” to serve as a major neighborhood commercial street in the South of Market. The improvements should be coordinated with DPW’s Folsom Street resurfacing project. Streetscape improvements may include all or some of the following: street tree plantings, tree grates, curb bulb-outs, special paving, pedestrian lighting, widened sidewalks, street restriping and transit shelters.

Total Cost: **\$11,000,000.**

Note: cost is an estimate only, pending further capital cost estimates.

Funding available: **\$0**

Need: **\$11,000,000**

4 16th Street, Streetscape Improvements.

In recognition of 16th Street’s role as a major transit corridor in the Eastern Neighborhoods an accompanying streetscape plan will be developed. Streetscape improvements should be directed towards improving pedestrian and transit connections, and may include all or some of the following: cross-walk improvements, street tree plantings, tree grates, curb bulb-outs, pedestrian lighting, and transit shelters.

Total Cost: **\$8,500,000.**

Note: cost is an estimate only, pending further capital cost estimates.

Funding available: **\$0**

Need: **\$8,500,000**

SFMTA PROJECT

16th Street, Transit Improvements.

The project involves an extension of the Muni Route 22-Filmore along 16th Street east of Kansas Street to a terminal on Third Street in Mission Bay. The proposed extension will provide a transit link between the 16th Street BART station, Mission District, Showplace Square, Mission Bay and the Third Street Light Rail. Capital costs include the installation of new overhead trolley wires along 16th Street from Kansas Street to Third Street.

Total Cost: **\$12,000,000.** Note: cost is an estimate only, pending further capital cost estimates.

Funding available: **\$4,500,000** (Prop K)

Need: **\$7,500,000**

PLANNING DEPT. PROJECT

Showplace Square Open Space (including implementation of one open space).

The Showplace Square neighborhood has been determined to be deficient in open space. An open space and streetscape plan will be developed to identify opportunities where excess street right-of-way can be used to create new public plazas and open spaces. This project will include the design and construction of one new public open space

Total Cost: **\$2,600,000.** Note: cost is an estimate only, pending further capital cost estimates.

Funding available: **\$0**

Need: **\$2,600,000**

RECREATION AND PARKS DEPT. PROJECT

New 17th and Folsom Park.

The project seeks the planning, design and construction of a new park in the Mission. Specifically, this project entails the creation of a new park atop approximately 60% of the existing PUC-owned surface parking lot on 1st & Folsom Streets.

Total Cost: Cost is **pending** further capital cost estimates.

Funding available: **\$0**

Need: **TBD**

MAYOR'S OFFICE OF HOUSING PROJECTS

(in order of priority)

New Affordable Housing Units.

The acquisition of appropriate land for the construction of 150 below market rate affordable units(BMRs), at a minimum, within the EN Plan Areas within five years following the adoption of the EN Plan. MOH shall further dedicate approximately seventy-five percent (75%) of all new EN Development Impact Fees collected within the Mission NCT and South of Market Youth and Family Zone ("YFZ").

Eastern Neighborhoods Acquisition and Rehabilitation Programs.

Using \$10M of affordable housing fees generated from the Eastern Neighborhoods Impact Fees, MOH shall acquire and rehabilitate existing housing projects in the Mission and South of Market Sub-Areas of the EN Plan.

APPENDIX D

List of Neighborhood Serving Business Codes

NAICS	Label
311811	Retail Bakeries
445110	Supermarkets and Other Grocery (except Convenience) Stores
445120	Convenience Stores
445210	Meat Markets
445220	Fish and Seafood Markets
445230	Fruit and Vegetable Markets
445291	Baked Goods Stores
445299	All Other Specialty Food Stores
445310	Beer, Wine, and Liquor Stores
446110	Pharmacies and Drug Stores
446120	Cosmetics, Beauty Supplies, and Perfume Stores
446191	Food (Health) Supplement Stores
447110	Gasoline Stations with Convenience Stores
447190	Other Gasoline Stations
448110	Men's Clothing Stores
448120	Women's Clothing Stores
448130	Children's and Infants' Clothing Stores
448140	Family Clothing Stores
448150	Clothing Accessories Stores
448190	Other Clothing Stores
448210	Shoe Stores
451110	Sporting Goods Stores
451120	Hobby, Toy, and Game Stores
451130	Sewing, Needlework, and Piece Goods Stores
451211	Book Stores
451212	News Dealers and Newsstands
451220	Prerecorded Tape, Compact Disc, and Record Stores
452112	Discount Department Stores
452990	All Other General Merchandise Stores
453110	Florists
453210	Office Supplies and Stationery Stores

NAICS	Label
453310	Used Merchandise Stores
453910	Pet and Pet Supplies Stores
519120	Libraries and Archives
522110	Commercial Banking
522120	Savings Institutions
532230	Video Tape and Disc Rental
611110	Elementary and Secondary Schools
611210	Junior Colleges
624410	Child Day Care Services
713940	Fitness and Recreational Sports Centers
722110	Full-Service Restaurants
722211	Limited-Service Restaurants
722212	Cafeterias, Grill Buffets, and Buffets
722213	Snack and Nonalcoholic Beverage Bars
722410	Drinking Places (Alcoholic Beverages)
811111	General Automotive Repair
811112	Automotive Exhaust System Repair
811113	Automotive Transmission Repair
811118	Other Automotive Mechanical and Electrical Repair and Maintenance
811192	Car Washes
811430	Footwear and Leather Goods Repair
811490	Other Personal and Household Goods Repair and Maintenance
812111	Barber Shops
812112	Beauty Salons
812113	Nail Salons
812310	Coin-Operated Laundries and Drycleaners
812320	Drycleaning and Laundry Services (except Coin-Operated)
812910	Pet Care (except Veterinary) Services
812922	One-Hour Photofinishing
813110	Religious Organizations
813410	Civic and Social Organizations

Acknowledgements



Mayor

Edwin M. Lee

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David Chiu, *President*
Michela Alioto-Pier
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Arthur Reis
Cyndy Scully
Alisa Sheni
Kate Sofis

Planning Department

John Rahaim, *Planning Director*
Jose Campos, *Chief, Citywide Planning*
Teresa Ojeda, *Manager, Information and Analysis Group*
Scott Dowdee (d. 2011)
Johnny Jaramillo
Aksel Olsen
Sandra Soto-Grondona, *Graphics*
Michael Webster, *Cartographer*
Gary Chen, *Graphics*