



**FOR IMMEDIATE RELEASE: Thursday, May 5, 2016**

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**\*\*PRESS RELEASE\*\***

**The Office of Economic and Workforce Development Presents the  
Southern Bayfront Strategy**

*Strategy aims to guide community and citywide investment from Mission Creek to  
Candlestick Point*

**San Francisco, CA** – The Office of Economic and Workforce Development (OEWD) today presented the Southern Bayfront strategy, an ongoing collaboration by City departments to achieve a coordinated set of community and City-wide public benefits from proposed large-scale development projects in the southeastern part of the City.

“The Southern Bayfront strategy is a negotiating framework that will allow us to knit together agreements with a series of major proposed development projects to provide the maximum public benefits for existing communities, while creating affordable housing, transportation and open space opportunities of citywide significance,” said Ken Rich, director of development with the Office of Economic and Workforce Development.

San Francisco’s Southern Bayfront is a collection of dynamic neighborhoods with a diverse industrial legacy. It includes underutilized post-industrial land; spanning almost 5 miles along the southeastern waterfront from Mission Creek to Candlestick Point. This stretch is slowly being transformed with new investment - starting with the Hunters Point Shipyard and Mission Bay redevelopment plans - that will turn spaces into assets for the existing communities. The area’s transformation is vital to accommodate the long-term growth of the existing neighborhoods and of the City. Investment is occurring both through organic growth in the communities and through large master-planned development projects, some of which have been in the planning and community outreach process for numerous years. Currently 36,000 people live nearby and 23,000 people work nearby. Projects are already underway in the north and south ends of the district, such as Mission Bay and Hunters Point Shipyard/Candlestick Point. Major new investments have been proposed that seek to build on this growth. These key projects include: Mission Rock, Pier 70, NRG, PG&E Hunters Point Power Plant, and India Basin.

Proposed investments seek to transform underutilized waterfront properties into assets for the community, and create new places to live, work, and play on former industrial, non-residential land. The Southern Bayfront strategy will use targeted negotiation to leverage these investments to address the needs of the Bayfront’s diverse communities, while also serving the needs of a growing city, through the provision of significant affordable housing, access to services, improved transportation, and new waterfront parks and open space.

**Collectively, these projects will create:**

- 20,000 new households with 33% (or 6,700) of households affordable below market rate
- 35,000 new jobs across a mix of sectors including office, retail, construction, and Production, Distribution and Repair (PDR)
- Over 520 acres of new and renovated open space including significant new public waterfront access

"This coordination and approach will define the southern waterfront for generations to come. It will ensure that investment promotes equity for existing residents and preserves the diversity of our communities," said Supervisor Malia Cohen, who represents District 10. "These projects are proposing investments in our communities that can provide substantial resources for residents in terms of affordable housing, improved transportation options, waterfront access, environmental sustainability and affordable housing."

**The Southern Bayfront strategy will focus collective public benefits in the following key areas:**

- **Housing Affordability** – Through coordinated negotiation, 33% or 6,700 households of the projected 20,000 will be affordable below market rate. The Neighborhood Preference Program, this legislation ensures that 40% of these affordable units, or over 2,000 units, will be made available to local residents.
- **Transportation** – The City is working to meet the growing demand for transportation in the southeast with the implementation of vital transportation projects that will provide new options and greater capacity for riders as early as 2017. To bolster these efforts, negotiation with proposed development projects will seek to combine their transportation obligations to achieve larger collective impacts on localized infrastructure improvements and transit system operations than would otherwise be possible.
- **Sea Level Rise Protection** – Proposed projects will contribute vital shoreline protections from sea level rise through development of low-lying and underutilized portions of the Southern Bayfront. These investments, combined with the resources of the public sector, will support the City's commitment to ensure that vulnerable shoreline communities and assets are protected over the long-term.
- **Open Space** – Over 520 acres of new and renovated open space will be created throughout the district. Each project will design and program its open space to be expressly inclusive of neighboring communities, and to enhance residents' connectivity to the waterfront. New open spaces will be managed by a cohesive set of policies to create a unified Blue Greenway waterfront recreation district.
- **Sustainability** – Proposed projects will achieve a high level of environmental sustainability through the use of innovative technologies and resource-saving utility systems that will accrue long-term environmental benefits for the broader district.
- **Economic and Workforce Development** – With coordinated negotiation, each project will contribute to the City's workforce development initiatives in partnership with Citybuild, the city's construction training program. Additionally, each project will make commitments to workforce training in the construction and professional service fields.

- **Community Facilities** – As part of the Southern Bayfront effort, the City is analyzing community services and public safety needs to understand residents’ access to necessary services. This will allow the City to make recommendations for improvements now and as populations increase.

This effort involves ongoing coordination among key City departments to ensure a cohesive approach throughout the project planning, community outreach, entitlement, and implementation. Participating City departments are the Office of Economic and Workforce Development (OEWD), Planning Department, Port of San Francisco, Municipal Transportation Agency (MTA), Office of Community Investment and Infrastructure (OCII) and Recreation and Park.

“The Southeast section of San Francisco will see up to three-quarters of the City’s growth in housing and jobs over the next 30 years,” said John Rahaim, Director of San Francisco Planning. “One of our top priorities is integrating these emerging neighborhoods with each other and the rest of the City, and improving the quality of life for existing residents through a host of public benefits. The Southern Bayfront Strategy is an integral part of this process, and we look forward to continue working with the City family toward renewing the industrial waterfront as well as the broader Southeast.”

The Southern Bayfront strategy is being presented at the Planning Commission on Thursday, May 5 with additional outreach to other City department boards and commissions, as well as discussions with the community.

For more information, please visit, [oewd.org/southernbayfront](http://oewd.org/southernbayfront)

**The Office of Economic and Workforce Development (OEWD)** mission is to create shared prosperity in San Francisco. Under the direction of Mayor Edwin M. Lee, OEWD provides city-wide leadership for workforce development, business attraction and retention, neighborhood commercial revitalization, international business and development planning. For more information, go to: [www.oewd.org](http://www.oewd.org)

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