THE SOUTHERN BAYFRONT

GUIDING COMMUNITY AND CITYWIDE INVESTMENT

PRESENTATION TO PLANNING COMMISSION
MAY 5, 2016
Strategies are needed to address challenges to San Francisco’s waterfront overall.

Focused strategies are needed for distinct stretches of the waterfront.
The Southern Bayfront is a collection of dynamic neighborhoods, vibrant communities, and a large and multi-faceted waterfront.

Now, proposed projects seek to bring new investment to this district…

How do we focus investment to address the needs of the diverse communities within the Southern Bayfront, while also serving the needs of a growing city?

36,000 PEOPLE ALREADY LIVE NEARBY

23,000 PEOPLE ALREADY WORK NEARBY
SOUTHERN BAYFRONT

20,000 NEW HOUSEHOLDS
33% of new households will be affordable

6,700 AFFORDABLE HOUSEHOLDS
New households will include a mixture of rental apartments and for-sale condos

35,000 NEW JOBS
new jobs will be created across a mix of industries such as office, PDR and retail

520+ NEW AND RENOVATED ACRES OF OPEN SPACE
This equals half the size of Golden Gate Park and is nearly all new public open space in the City
Proposed investments seek to revitalize underutilized waterfront properties, transform them into assets for the community, and create new places to live, work, and create on former industrial, non-residential land.

A coordinated negotiation framework will leverage investment to provide significant value to residents and neighborhoods.
ENSURING EQUITABLE AND BENEFICIAL GROWTH

Projects are already underway in the north and south ends of the district. Major new investments have been proposed that seek to build on this growth.

Proposed projects must be addressed cohesively to ensure appropriate district and citywide public benefits. The City’s Southern Bayfront effort aims to coordinate and focus new investment proposed for the district in the following key areas:
BUILDING AFFORDABLE, MIXED-USE NEIGHBORHOODS

THROUGH COORDINATED NEGOTIATION, 33% OF THE PROJECTED 20,000 NEW HOUSING UNITS WILL BE AFFORDABLE BELOW MARKET RATE. THESE UNITS WILL CONTRIBUTE TO COMMUNITY STABILIZATION THROUGH THE 40% NEIGHBORHOOD PREFERENCE PROGRAM, POTENTIALLY TOTALING OVER 2,000 AFFORDABLE UNITS FOR LOCAL RESIDENTS.
ADAPTING TO SEA LEVEL RISE

BY 2100, SEA LEVELS ARE MOST-LIKELY TO RISE BY A PROJECTED 36”

The City is committed to protecting shoreline communities from rising sea levels.

Proposed projects will protect vital sections of the waterfront and will be collaborators with City-led protection efforts over the long term.
ADDRESSING TRANSPORTATION DEMAND

2016 - 2020

The City is working to meet the growing demand for transportation across the southeastern part of the City with the implementation of vital projects that will provide new options and greater capacity for riders as early as 2017.
DOWNTOWN EXTENSION TO Transbay

key intermodal connections

rapid bus corridor

16th street ferry landing

caltrain extension

BLUE GREENWAY

BAY BRIDGE

GOLDEN GATE BRIDGE

ALCATRAZ

YERBA BUENA ISLAND

dogpatch

India Basin

Mission

Bay

soma

mission bay

bayview

showplace/potrero

dogpatch

MISSION BAY

MIS

SOMA

MISSION

SHOWPLACE/ POTRERO

CENTRAL WATERFRONT

ISLAIS CREEK

INDIA BASIN

YOSEMITE CREEK

HUNTERS POINT

CANDLESTICK POINT

The Embarcadero

Waterfront

Fisherman's Wharf

The Marina

Treasure Island

Lake Merced

The Presidio

Lands End

Sea Cliff

Ft. Mason

PACIFIC OCEAN

SAN FRANCISCO BAY

0 0.5 1 Mile

ADDRESSING TRANSPORTATION DEMAND 2020 - 2030

The City is working to meet the growing demand for transportation across the southeastern part of the City with the implementation of vital projects that will provide new options and greater capacity for riders as early as 2017.
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FOCUSING TRANSPORTATION INVESTMENT

THROUGH NEGOTIATION, THE CITY WILL CHANNEL INVESTMENT INTO 3 AREAS TO BOLSTER TRANSPORTATION EFFORTS:

- LOCALIZED NEIGHBORHOOD INFRASTRUCTURE
- TRANSIT SYSTEM OPERATIONS
- PLANNING FOR THE FUTURE
ACHIEVING A ROBUST BLUE GREENWAY OPEN SPACE SYSTEM

520+ ACRES NEW AND RENOVATED PUBLIC OPEN SPACE

Project investment will be coordinated such that park design and programs are expressly inclusive of existing residents, there is connectivity to and between this network of open space, and that there is a unified management strategy across the district.
FOSTERING SUSTAINABLE COMMUNITIES

PROPOSED PROJECTS MUST ACHIEVE A HIGH LEVEL OF ENVIRONMENTAL SUSTAINABILITY THROUGH THE USE OF INNOVATIVE TECHNOLOGIES AND RESOURCE-SAVING UTILITY DESIGNS THAT WILL PROVIDE A LONG-TERM ENVIRONMENTAL BENEFIT TO THE WHOLE DISTRICT.
THE CITY IS ANALYZING COMMUNITY SERVICE AND SAFETY NEEDS TO UNDERSTAND RESIDENTS’ ACCESS TO NECESSARY SERVICES. THIS WILL ALLOW THE CITY TO MAKE RECOMMENDATIONS FOR IMPROVEMENTS NOW AND AS POPULATIONS INCREASE.
ECONOMIC AND WORKFORCE DEVELOPMENT

Each project will make a commitment to workforce development in both construction and professional service fields in partnership with CityBuild. Project investment will bolster economic diversity through mixed-use commercial spaces that provide new retail jobs, PDR, and office uses.
HOW CAN WE GROW THIS INVESTMENT FOR DISTRICT 10 COMMUNITIES?

Public and private project investments will be leveraged to provide community benefits through the use of creative public finance tools:

- MELLO-ROOS SPECIAL TAXES
- INFRASTRUCTURE FINANCE DISTRICTS (IFD) TAX INCREMENT
- IMPACT FEE TARGETING

These tools create additional value for developers and the City because they offer a lower cost of money than private risk capital.

They will allow the City to negotiate additional public benefits, including:

- FUTURE REVENUE SOURCE FOR SEA LEVEL RISE ADAPTATION
- INCREASED AFFORDABLE HOUSING
- NEEDED PUBLIC INFRASTRUCTURE
- ADDITIVE IN-KIND IMPROVEMENTS
New households will include a mixture of rental apartments and for-sale condos

- **20,000** NEW HOUSEHOLDS
- **6,700** AFFORDABLE HOUSEHOLDS
  - New households will be affordable
  - New jobs will be created across a mix of industries such as office, PDR and retail

- **35,000** NEW JOBS
- **520+** NEW AND RENOVATED ACRES OF OPEN SPACE
  - This equals half the size of Golden Gate Park and is nearly all new public open space in the City
## APPROVALS TIMELINE

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<th>2015</th>
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<tr>
<td>HP/CP</td>
<td>WARRIORS ARENA</td>
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<tr>
<td>EXECUTIVE PARK</td>
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### PROJECT APPROVALS

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<th>Developer Negotiations + Project Approvals</th>
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### STRATEGY

- **Develop Draft Strategies**
- **Initial Developer Negotiations**
- **Present Framework to Interested Commissions**

**SOUTHERN BAYFRONT STRATEGY**
SOUTHERN BAYFRONT WORKING GROUP

Participating City Departments:

• Office of Economic & Workforce Development (OEWD)
• Planning
• Port
• Recreation and Park
• Office of Community Investment and Infrastructure (OCII)
• Municipal Transportation Agency (MTA)

More information available at oewd.org/southernbayfront