

# San Francisco Planning Department Eastern Neighborhoods



SAN FRANCISCO  
**PLANNING DEPARTMENT**

MUNA Neighborhood Meeting  
May 1, 2013

# Eastern Neighborhoods





# PROJECT GOALS

- Plan for additional housing and jobs
- Preserve land for PDR uses
- Create complete neighborhoods



# Regional Growth

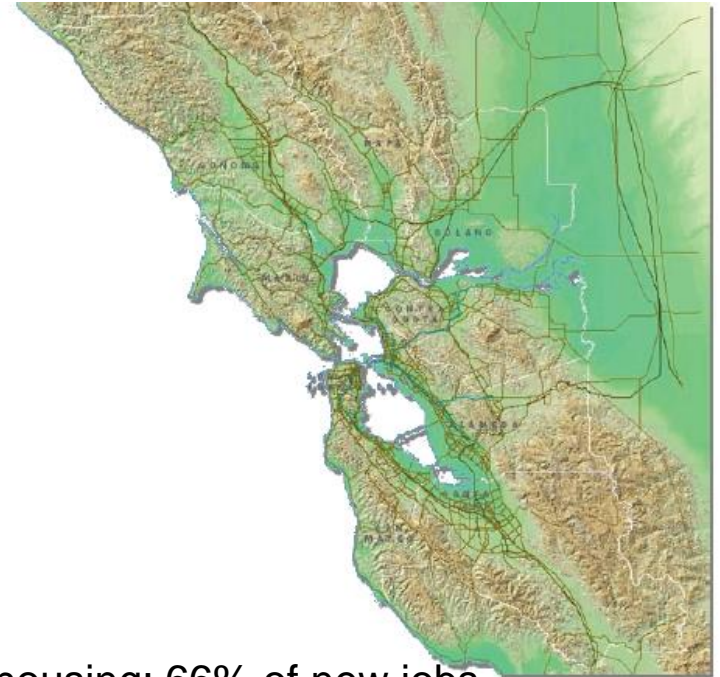
## 2010-2040

### PLAN BAY AREA

- + 2.1 million people
- + 1.1 million jobs
- + 660,000 housing units

### REGIONAL GROWTH STRATEGY

- Priority Development Areas absorb about 80% of housing; 66% of new jobs.
- San Francisco accounts for about 15% of growth.
- San Jose, Oakland, and medium size cities also contribute significantly to new housing & jobs.

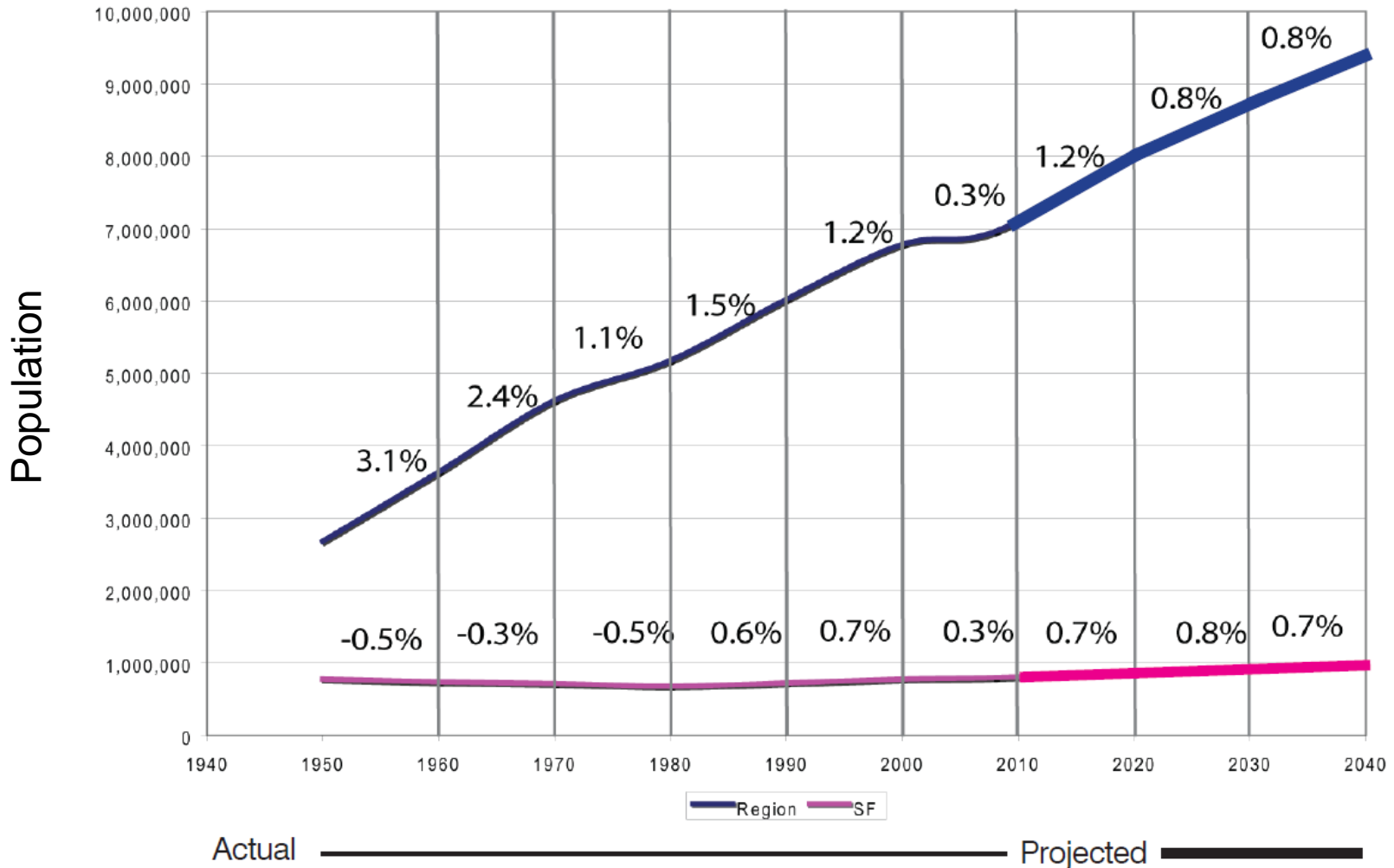


### SAN FRANCISCO'S ROLE

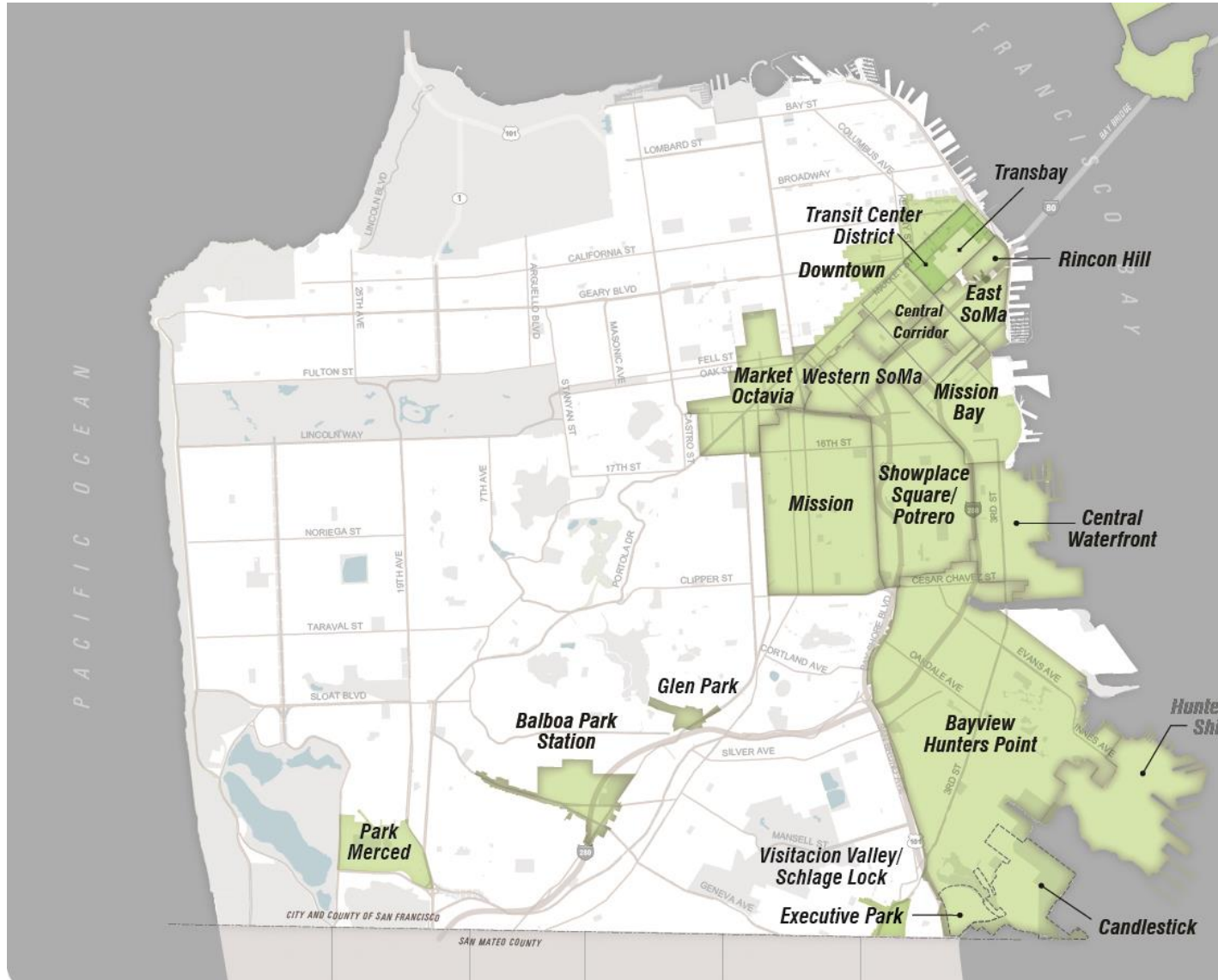
- + 191,000 jobs
- + 92,410 housing units
- > 6,500 new jobs annually.
- > 3,000 new units annually.



# Regional Growth Projections in Context



# Recent Plans & Major Projects





# Recent Plans & Major Projects

Plan Area or Project	Year Adopted	Projected Housing	Projected Jobs
5M	Under development	750	4,000
Balboa Park	2009	1,780	725
Candlestick/Hunters Point Shipyard	2010	10,500	10,000
Central Corridor	Under development	12,400	50,600
Downtown (C-3 & other)	1984	3,000	5,000
Eastern Neighborhoods	2008	9,000	9,500
Executive Park	2010	1,600	75
HOPE SF (Sunnydale & Potrero)	Under development	1800	75
Market and Octavia	2007	5,500	3,000
Mission Bay	1998	3,000	10,000
Mission Rock (SWL 337)	Under development	1,000	5,000
Parkmerced	2011	5,700	900
Pier 70	Under development	2,000	12,000
Rincon Hill	2005	3,500	75
Transbay Redevelopment & Transit Center	2012	4,500	25,000
Treasure Island	2011	7,000	2,750
Visitacion Valley	2008	1,600	500
Warriors Arena (Pier 30/32 & SWL 330)	Under development	120	650
Western SoMa	Expected 2013	2,900	3,200
<b>TOTAL PLANNED</b>		<b>77,650</b>	<b>143,050</b>
<b>PlanBayArea - TOTAL PROJECTED</b>		<b>92,400</b>	<b>191,000</b>



# PUBLIC PARTICIPATION

- 10-Year Process
- Multiple rounds of community workshops in each neighborhood
- Over 25 public hearings
- Hundreds of other community engagement activities and events



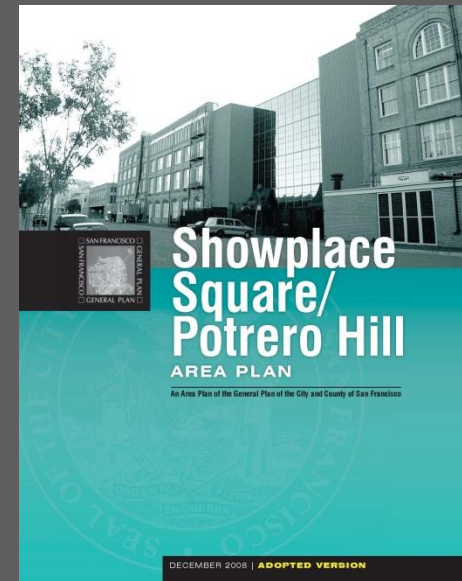
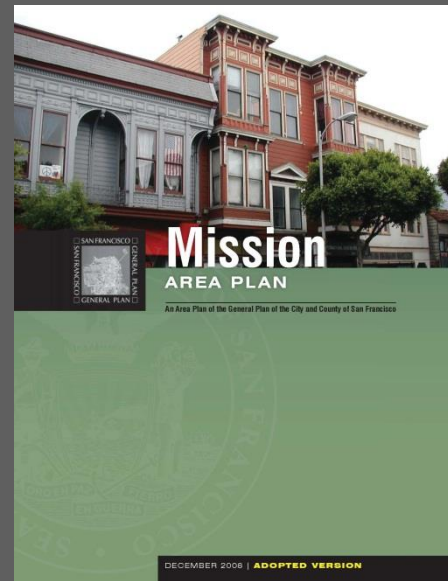
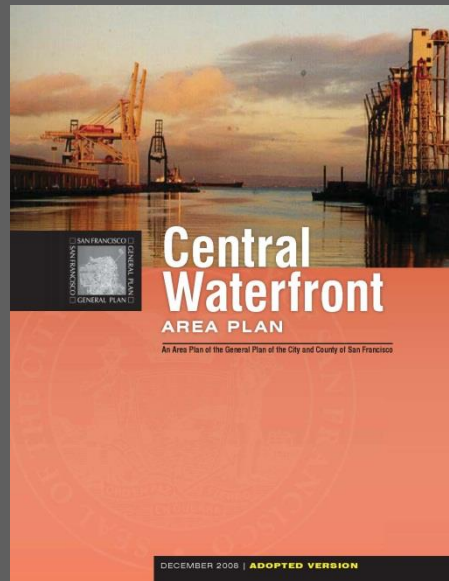
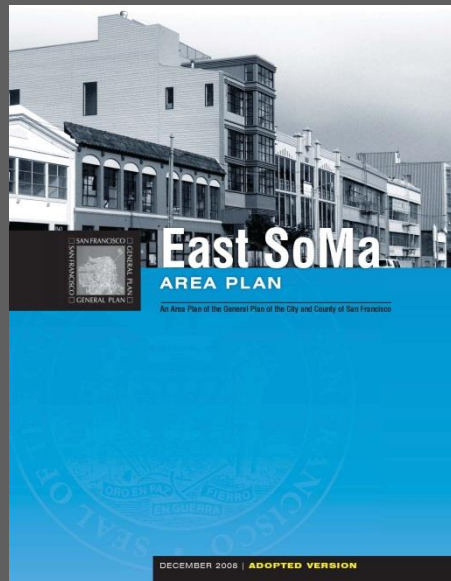


# PRODUCTS

- 1) New Area Plans
- 2) Updated zoning controls
- 3) Implementation Program

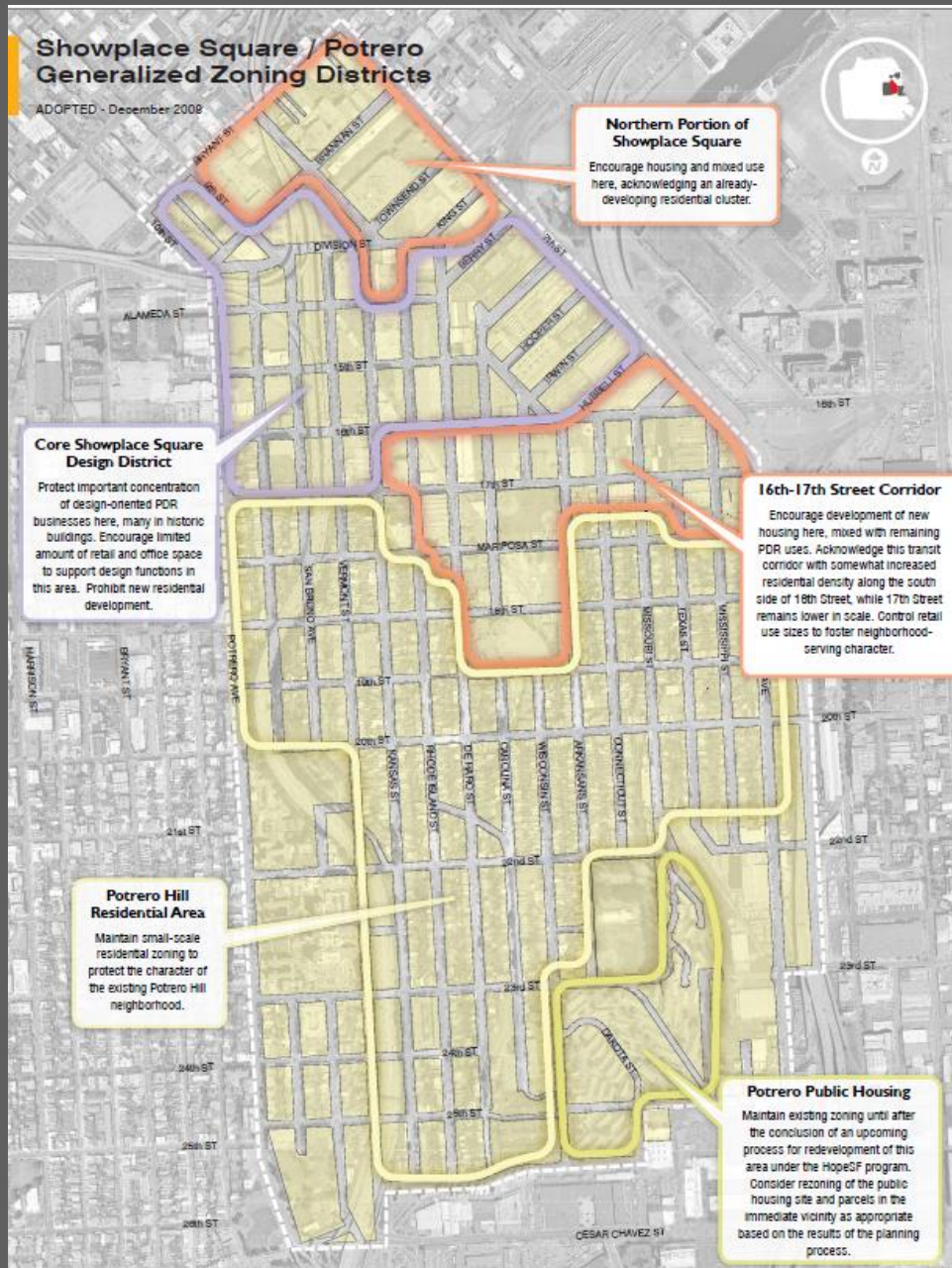
# 1) AREA PLANS

- Four (now Five) New Area Plans
- Adopted into San Francisco's General Plan



## Showplace Square / Potrero Generalized Zoning Districts

ADOPTED - December 2008



### Northern Portion of Showplace Square

Encourage housing and mixed use here, acknowledging an already-developing residential cluster.

### Core Showplace Square Design District

Protect important concentration of design-oriented PDR businesses here, many in historic buildings. Encourage limited amount of retail and office space to support design functions in this area. Prohibit new residential development.

### 16th-17th Street Corridor

Encourage development of new housing here, mixed with remaining PDR uses. Acknowledge this transit corridor with somewhat increased residential density along the south side of 18th Street, while 17th Street remains lower in scale. Control retail use sizes to foster neighborhood-serving character.

### Potrero Hill Residential Area

Maintain small-scale residential zoning to protect the character of the existing Potrero Hill neighborhood.

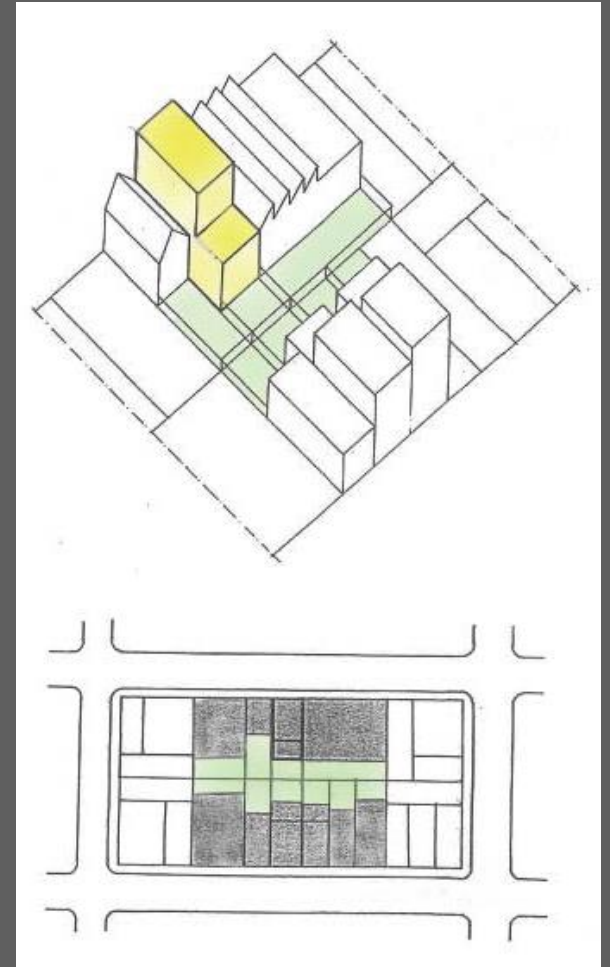
### Potrero Public Housing

Maintain existing zoning until after the conclusion of an upcoming process for redevelopment of this area under the HopeSF program. Consider rezoning of the public housing site and parcels in the immediate vicinity as appropriate based on the results of the planning process.



## 2) UPDATED ZONING CONTROLS

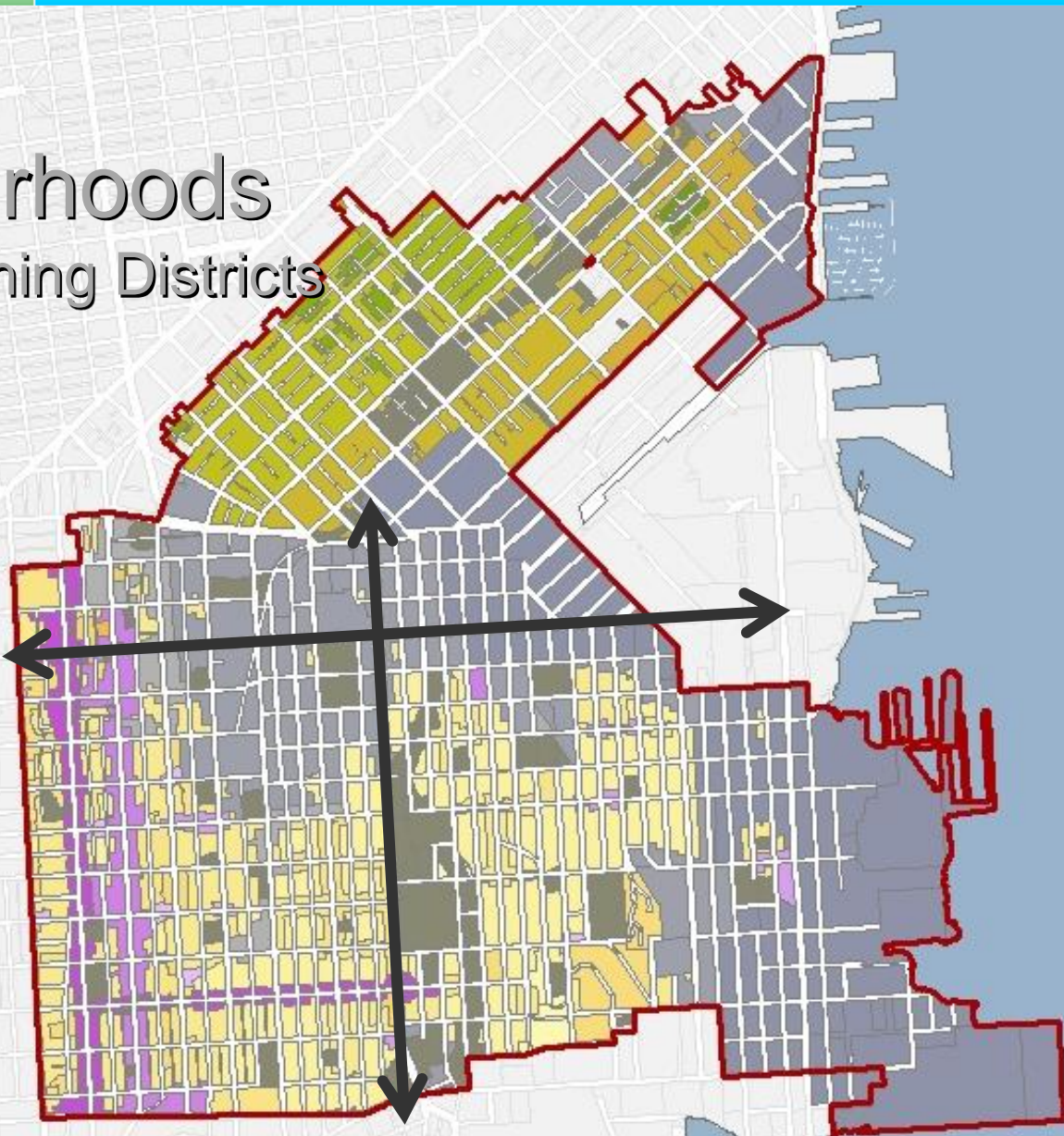
- Land use
- Height and bulk
- Parking and density
- Urban design Controls
- Affordable housing
- Impact fees



# Eastern Neighborhoods Previous Zoning Districts

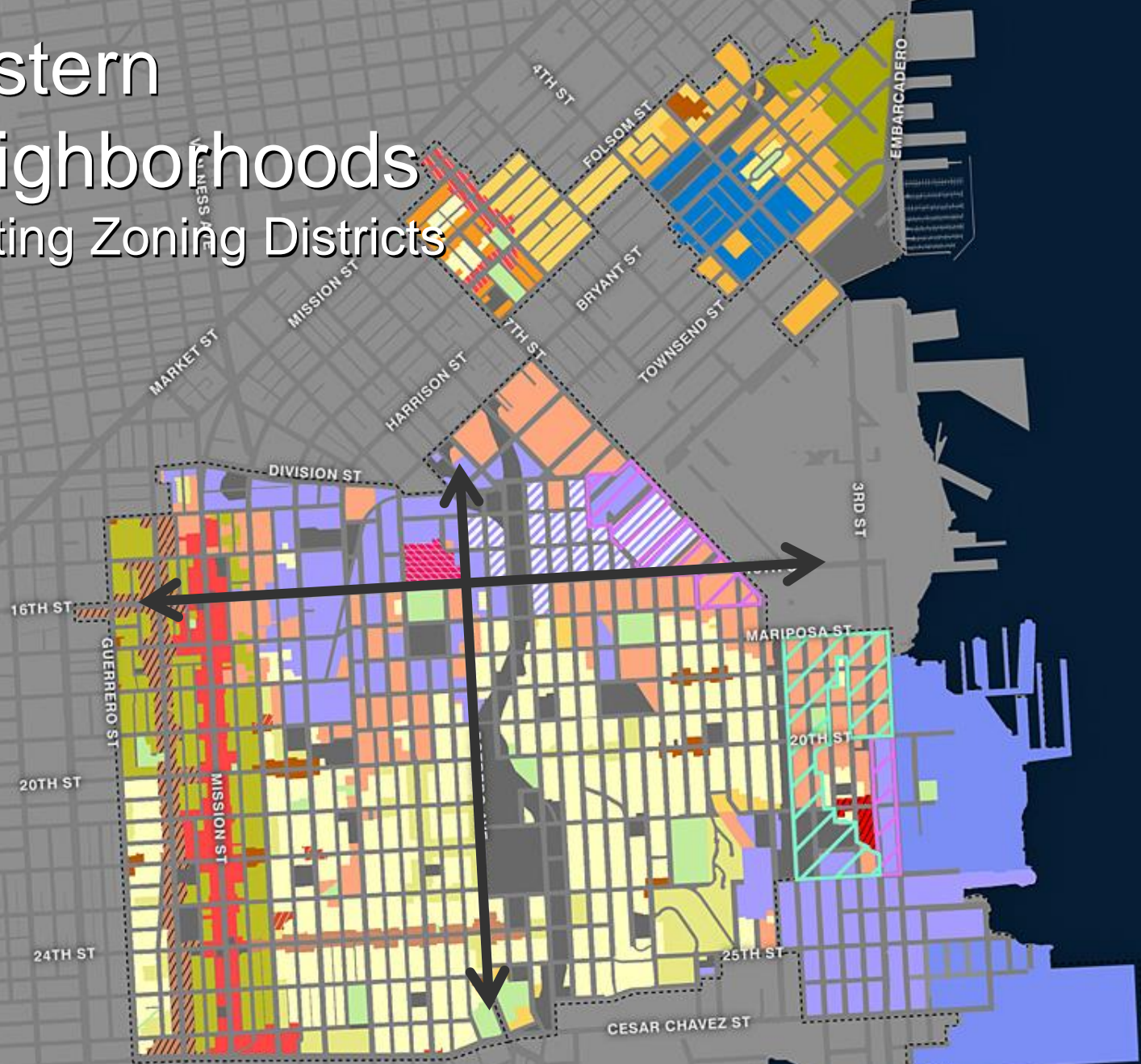
16<sup>th</sup> Street

Potrero Ave.





# Eastern Neighborhoods Existing Zoning Districts



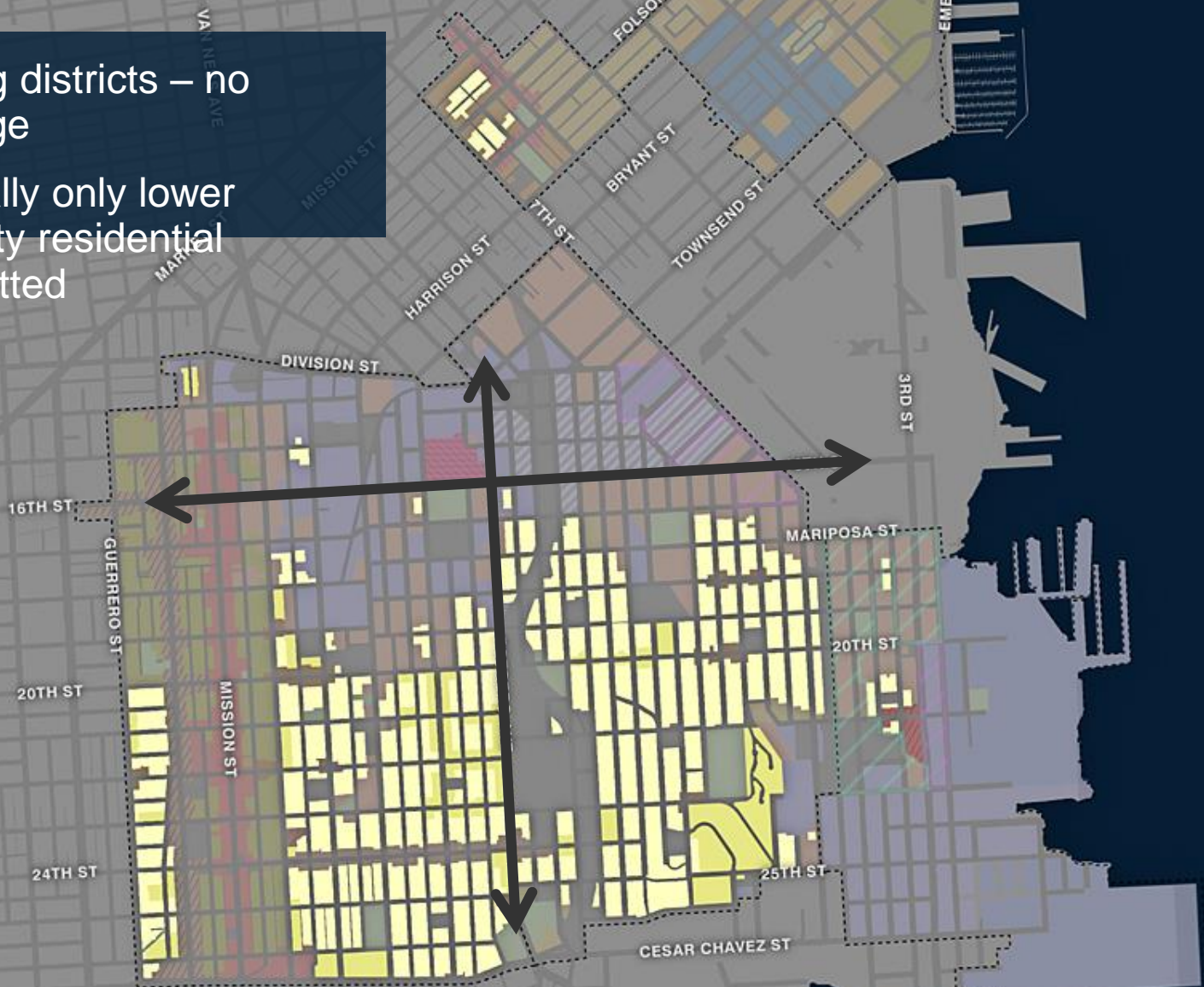
SAN FRANCISCO BAY



# Residential – (RH, RM, RED)

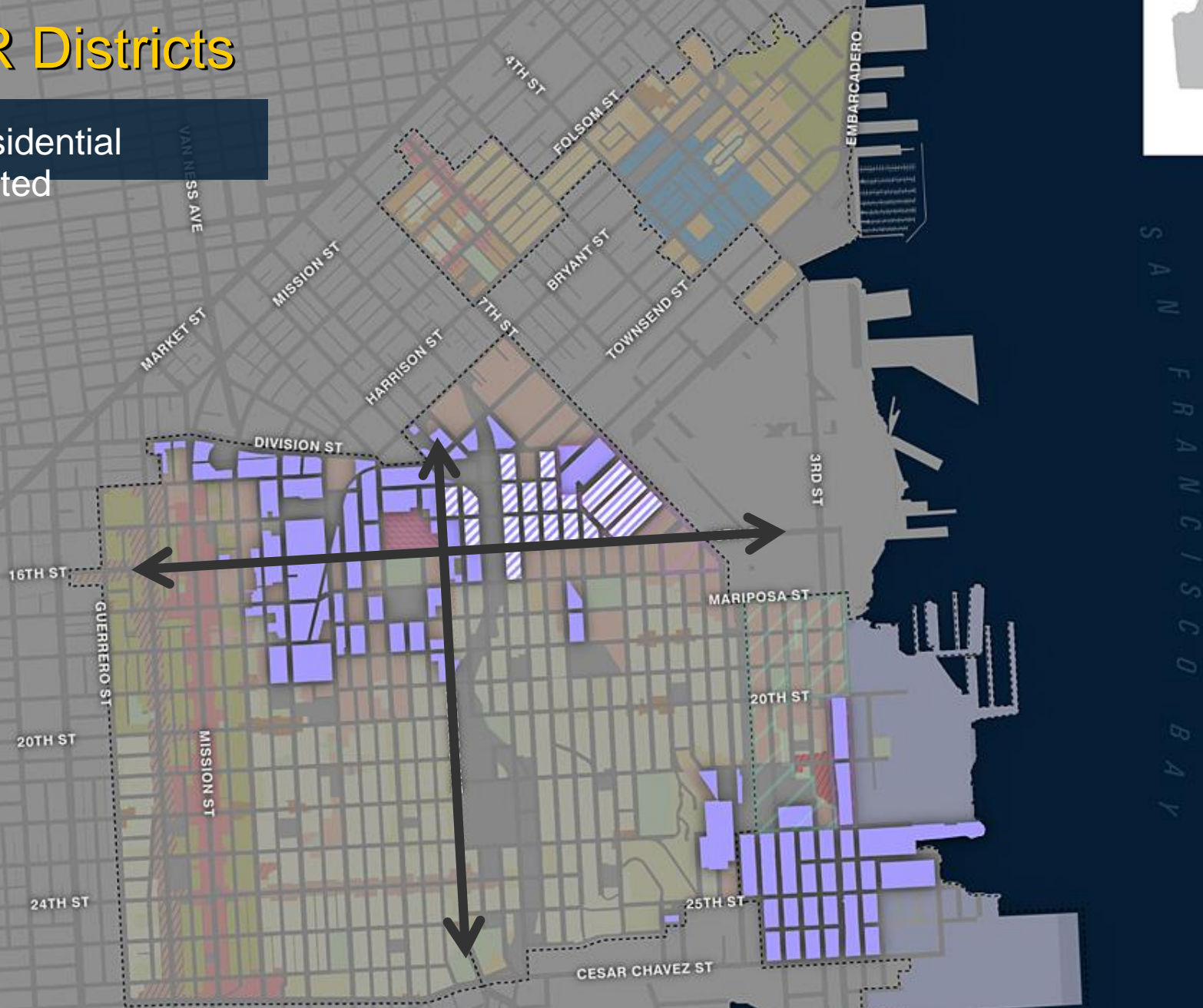
Existing districts – no change

Generally only lower density residential permitted



# PDR Districts

No residential permitted

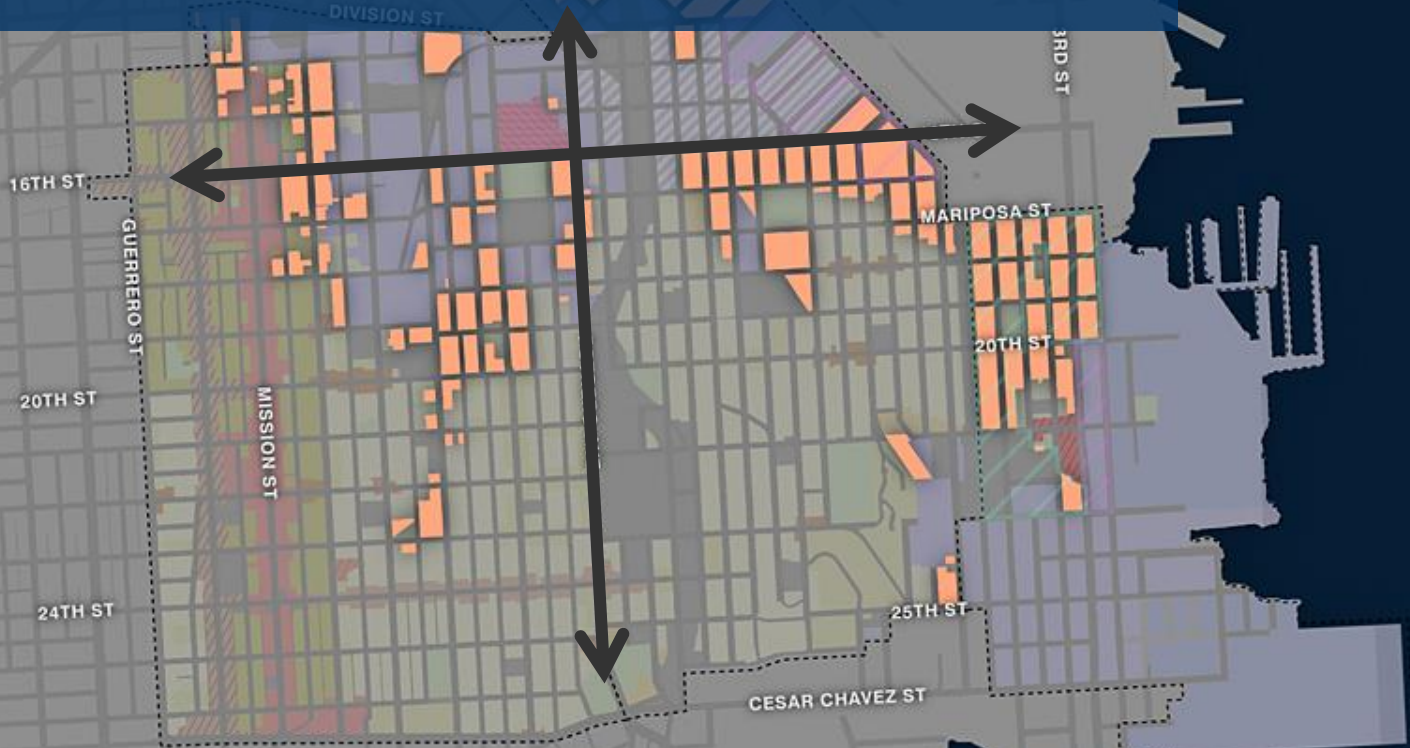


SAN FRANCISCO BAY










# Urban Mixed Use (UMU)

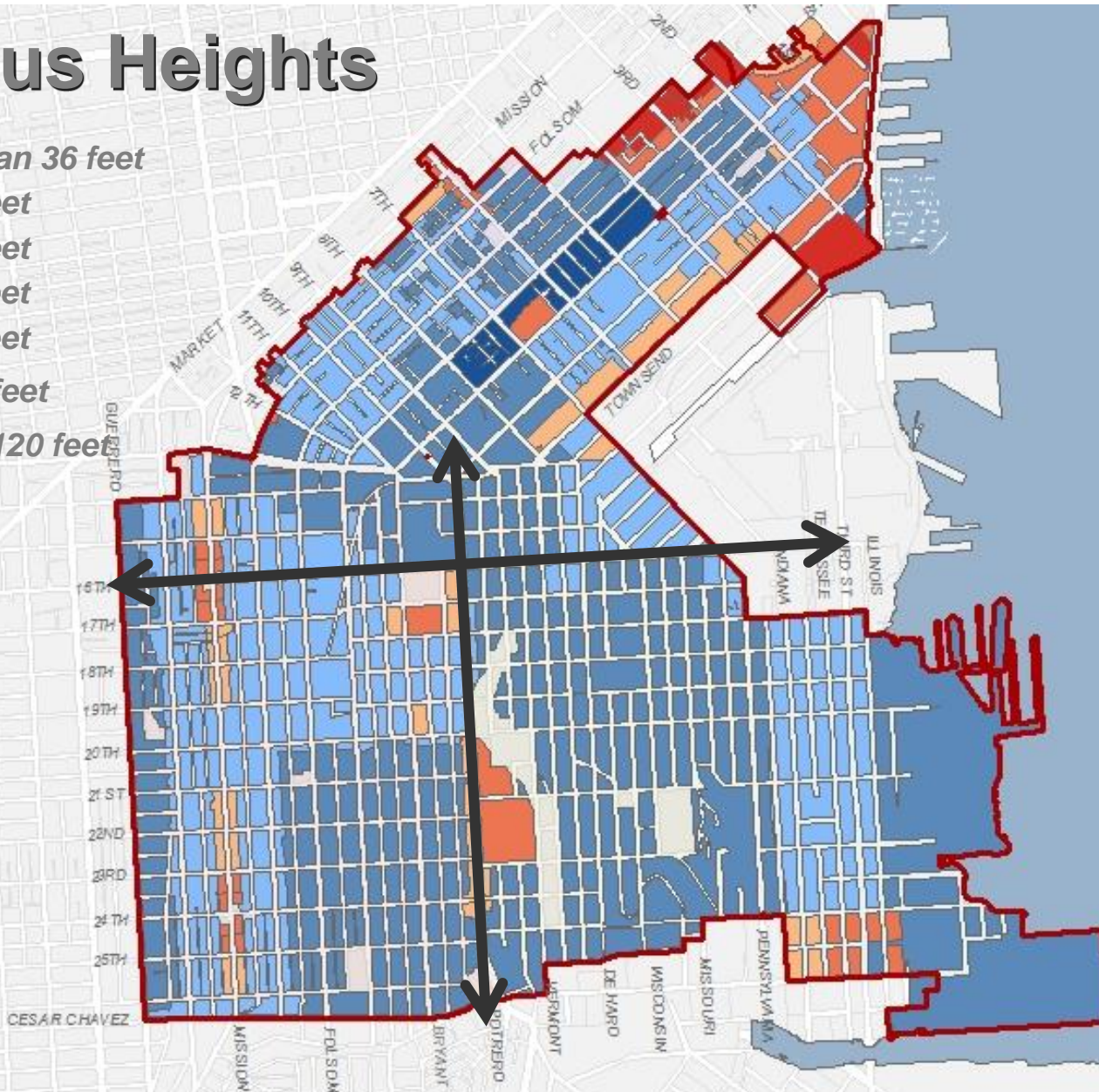
- Former industrially-zoned areas
- Residential permitted as-of-right
- Increased inclusionary requirement
- Density controls eliminated
- Parking minimums replaced with maximums












# Previous Heights

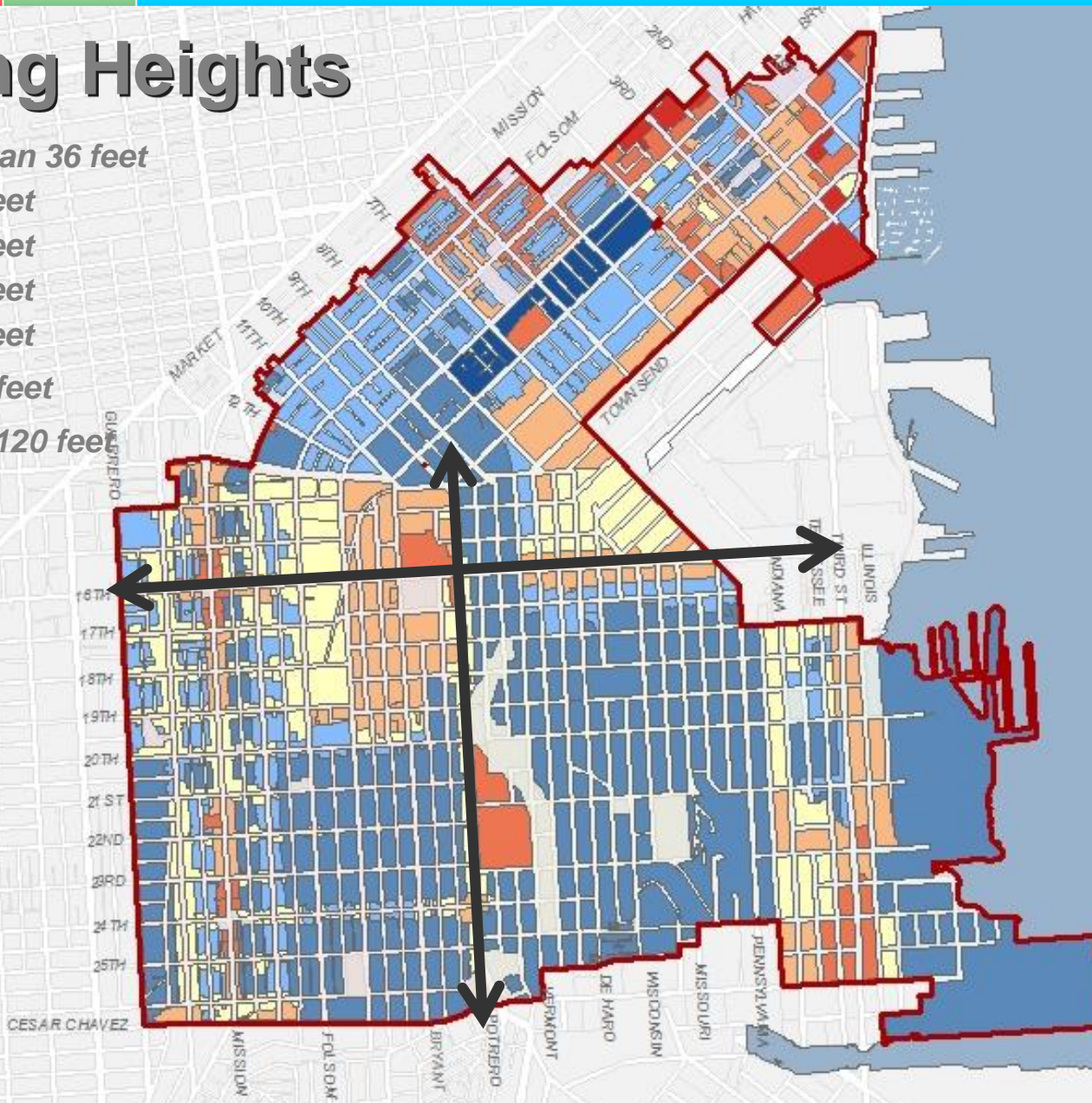
-  *Less than 36 feet*
-  *36-40 feet*
-  *41-50 feet*
-  *51-60 feet*
-  *61-68 feet*
-  *69-120 feet*
-  *Above 120 feet*





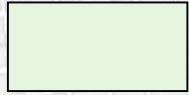
# Existing Heights

-  Less than 36 feet
-  36-40 feet
-  41-50 feet
-  51-60 feet
-  61-68 feet
-  69-120 feet
-  Above 120 feet





# Height Changes



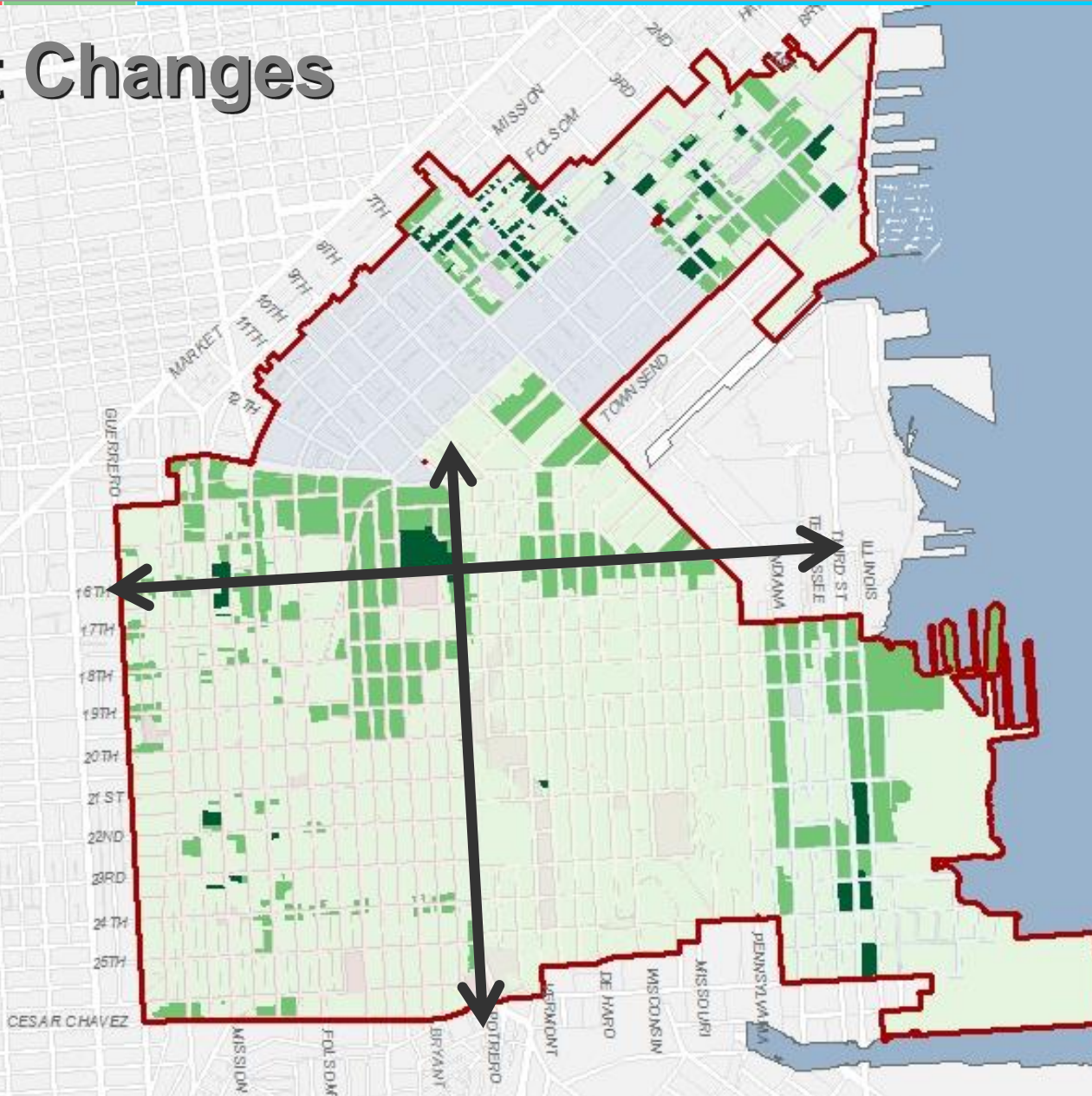
**+ 8-feet or less (less than one story)**



**+ 9-28 feet (1-2 stories)**



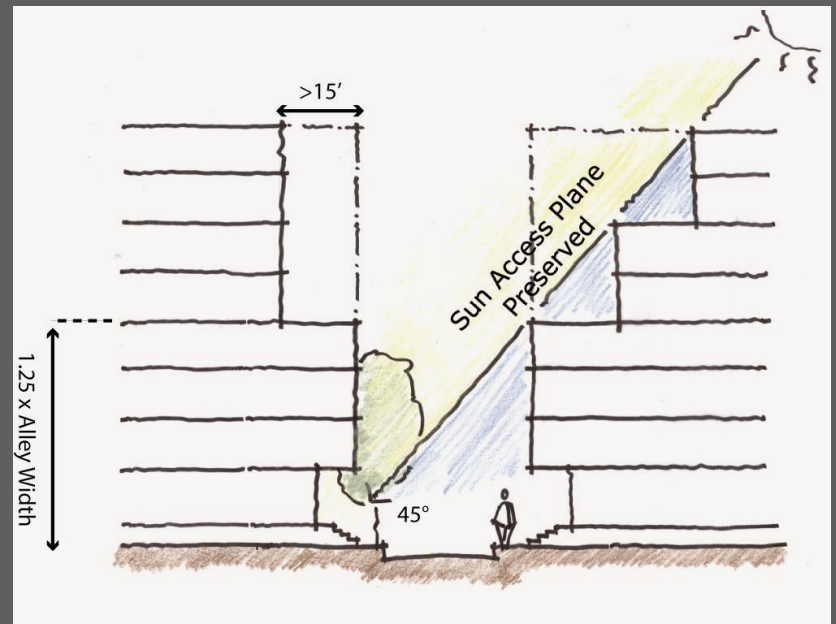
**+ 28 feet or greater (3+ stories)**





# New Zoning – Urban Design Controls

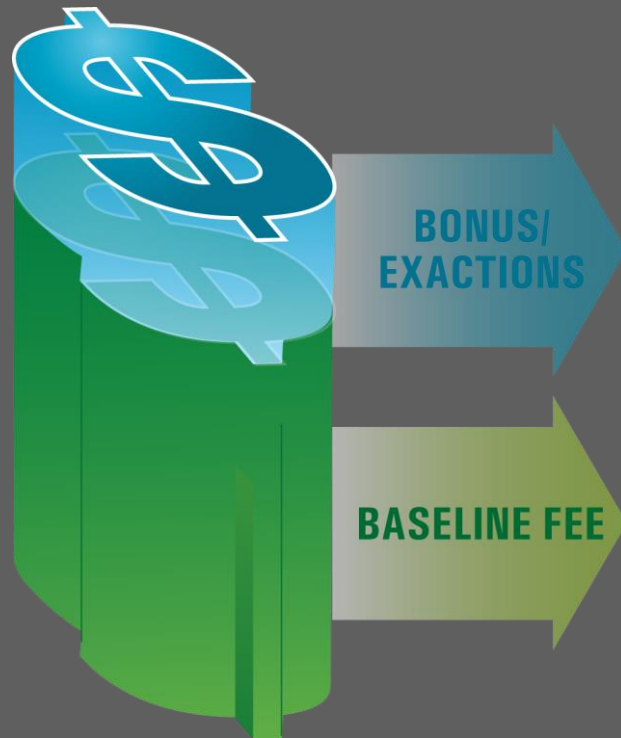
- Breaking down large blocks and buildings
- Upper-story setbacks on alleys
- Active ground floors
- Increased open space requirements



# New Zoning – Affordable Housing

- Increased affordable housing requirements in previously industrial zoned areas
- Greater flexibility in meeting requirements
- New source of revenue for preservation of affordable units

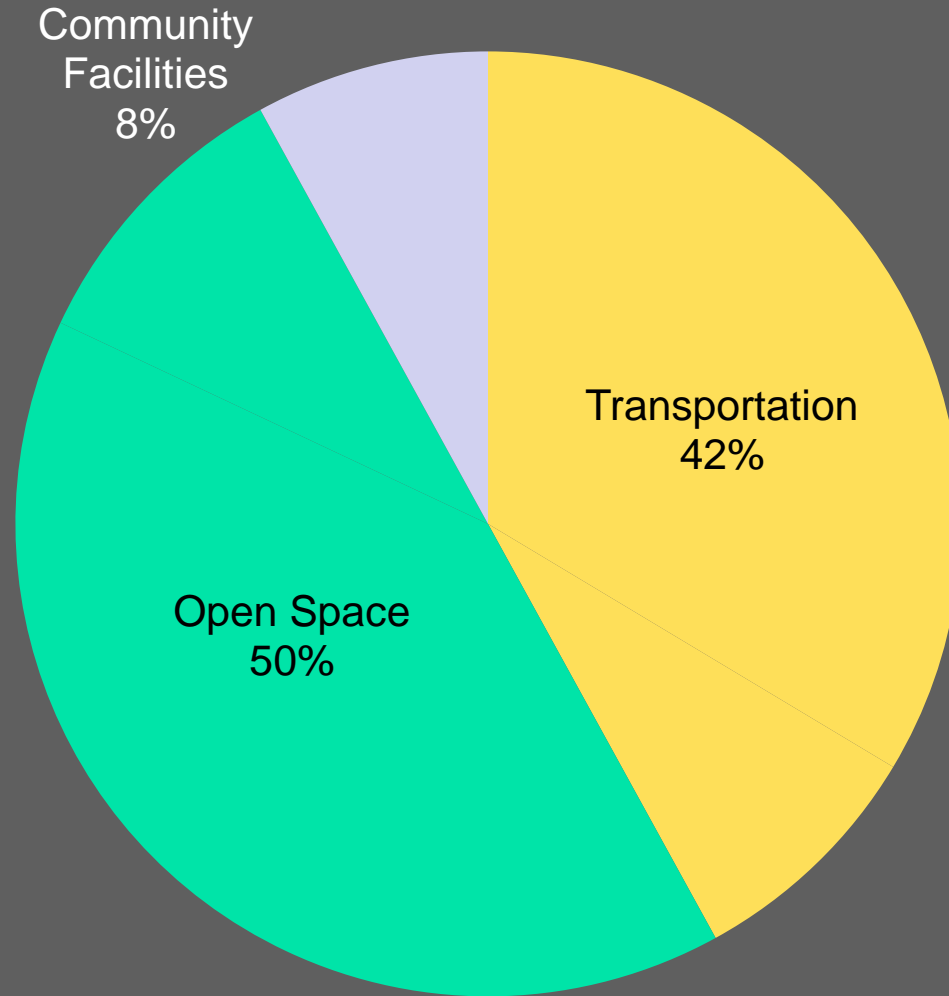
# New Zoning – Development impact fees



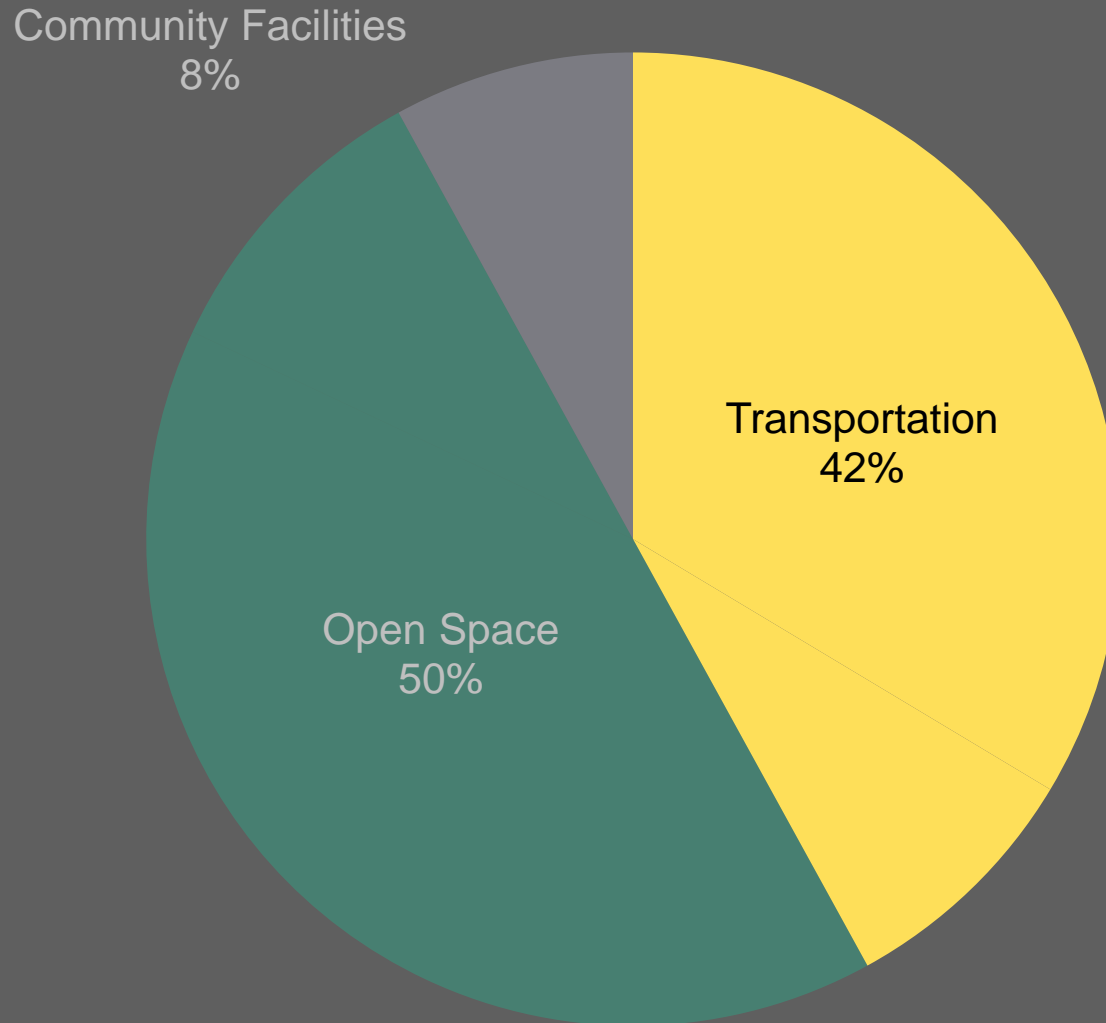
- New impact fees specifically for Eastern Neighborhoods
- Fee rates based on increased development potential



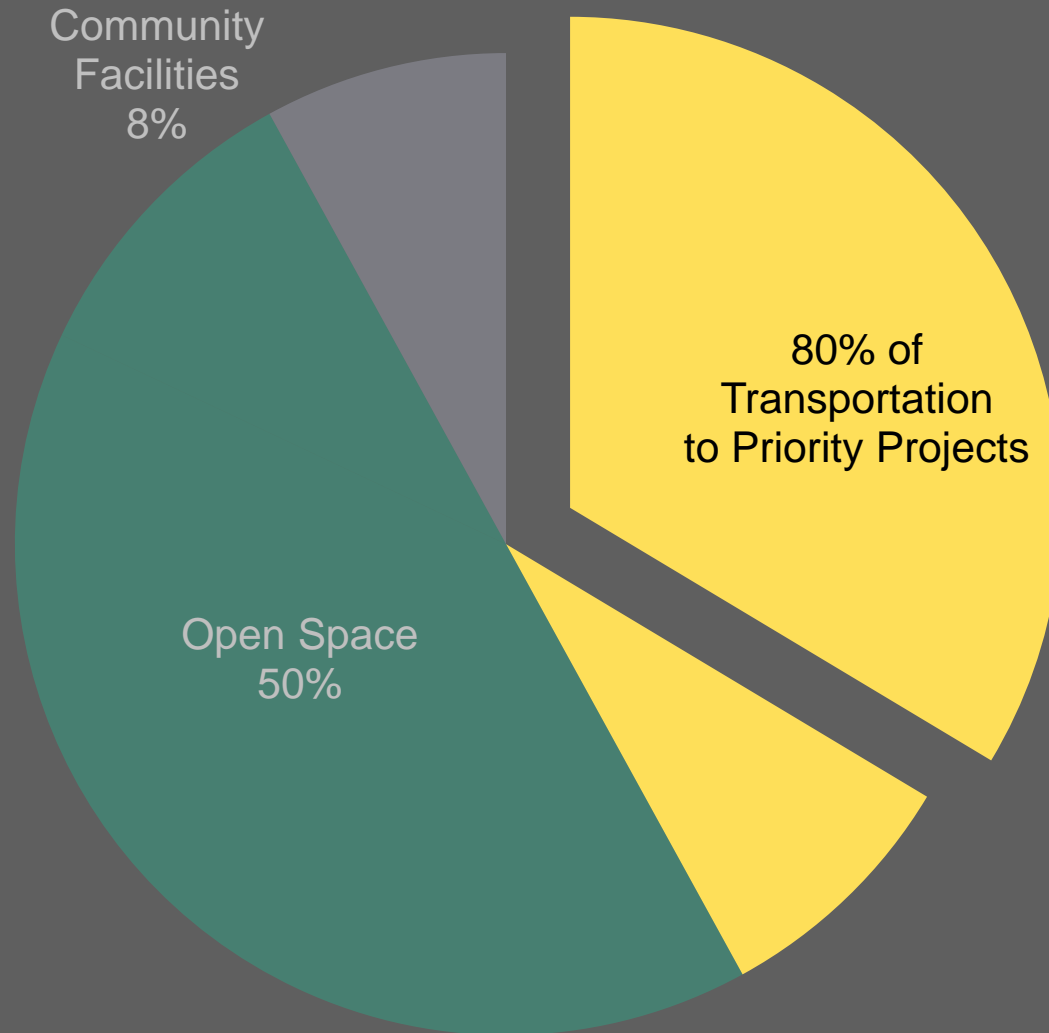
# Impact Fee Revenue Distribution



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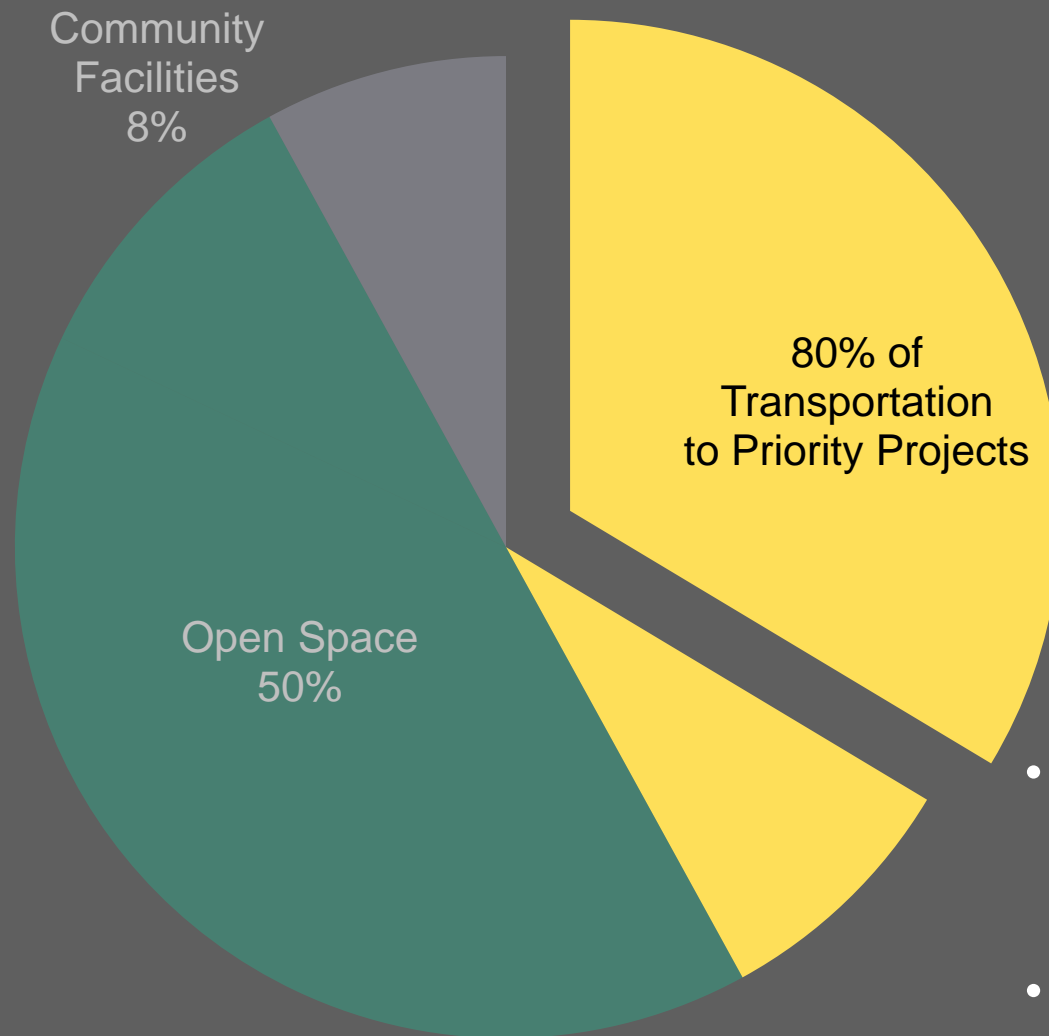


# Impact Fee Revenue Distribution





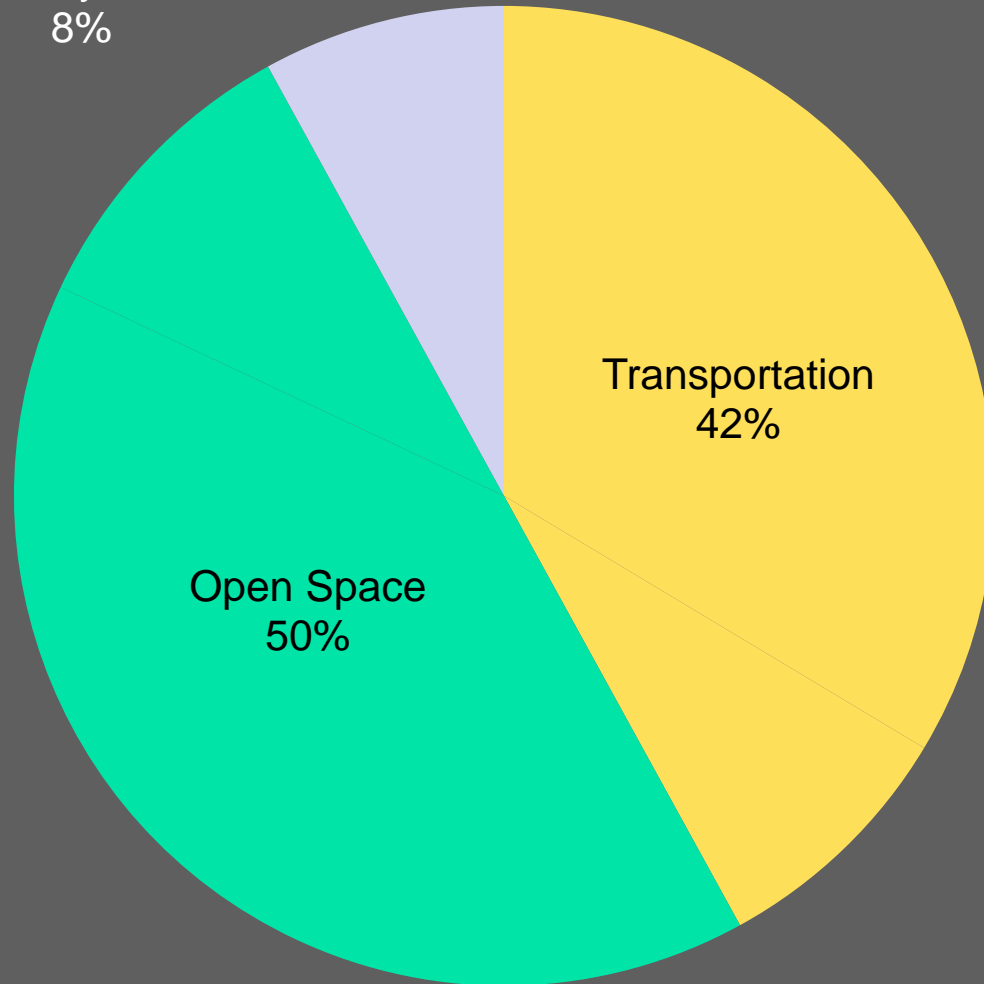
# Impact Fee Revenue Distribution



- 16<sup>th</sup> Street – Transit and Streetscape
- Folsom Street- Streetscape

# Impact Fee Revenue Distribution

Community Facilities  
8%

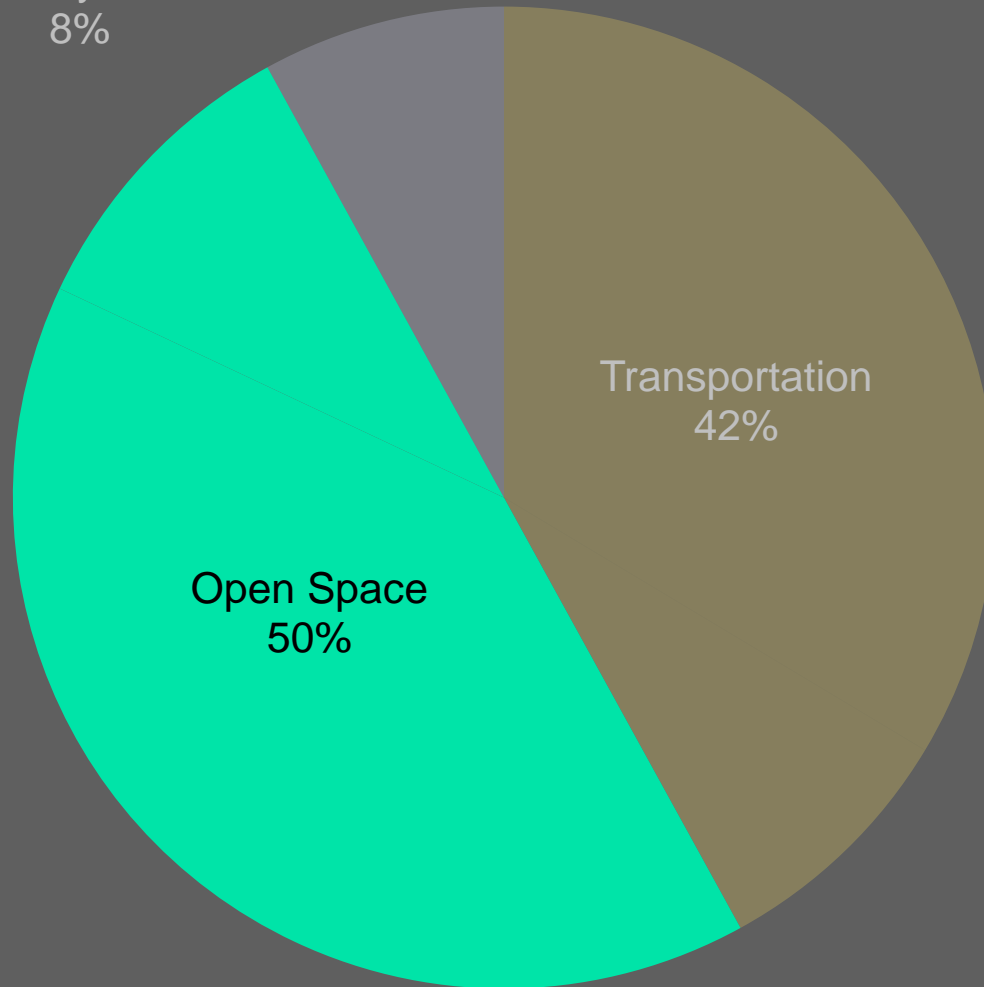


Transportation  
42%

Open Space  
50%

# Impact Fee Revenue Distribution

Community Facilities  
8%

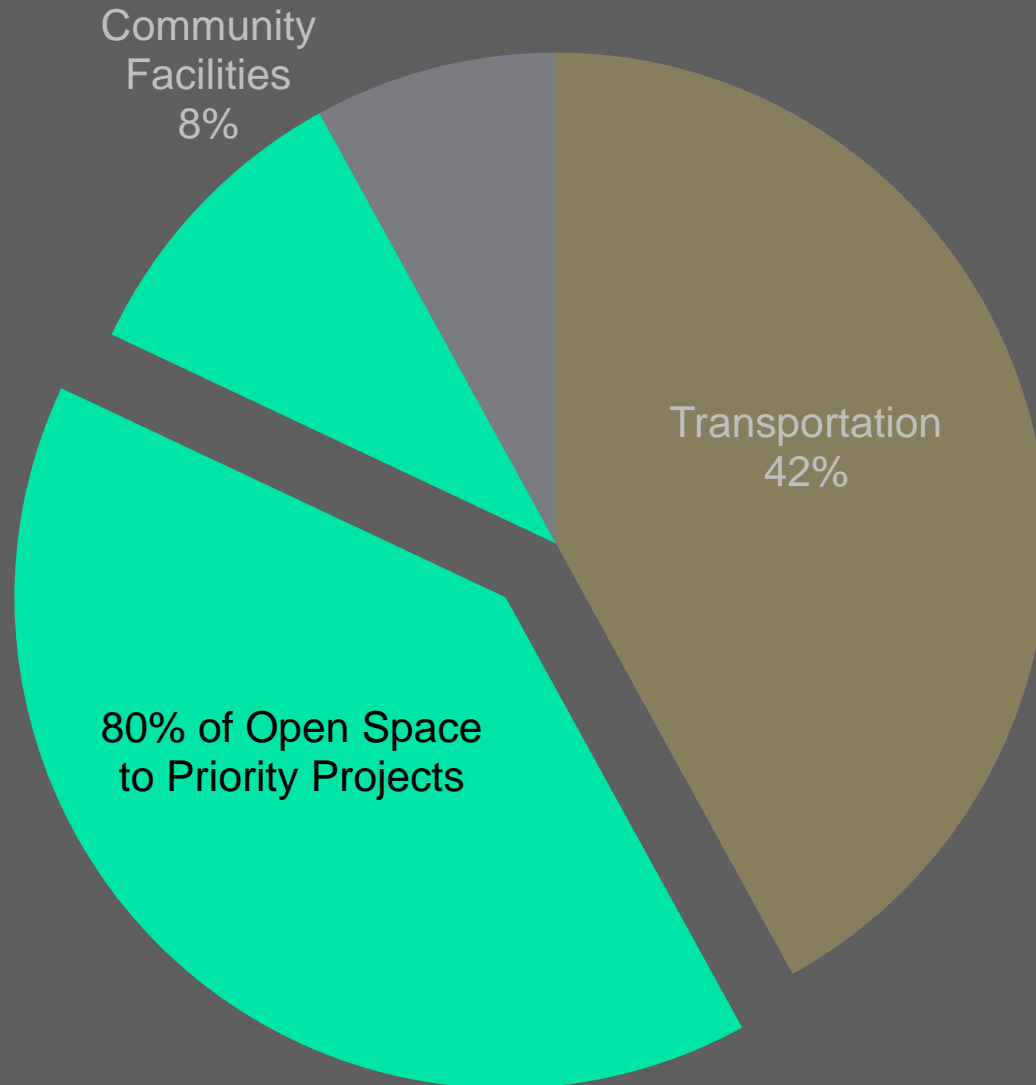


Transportation  
42%

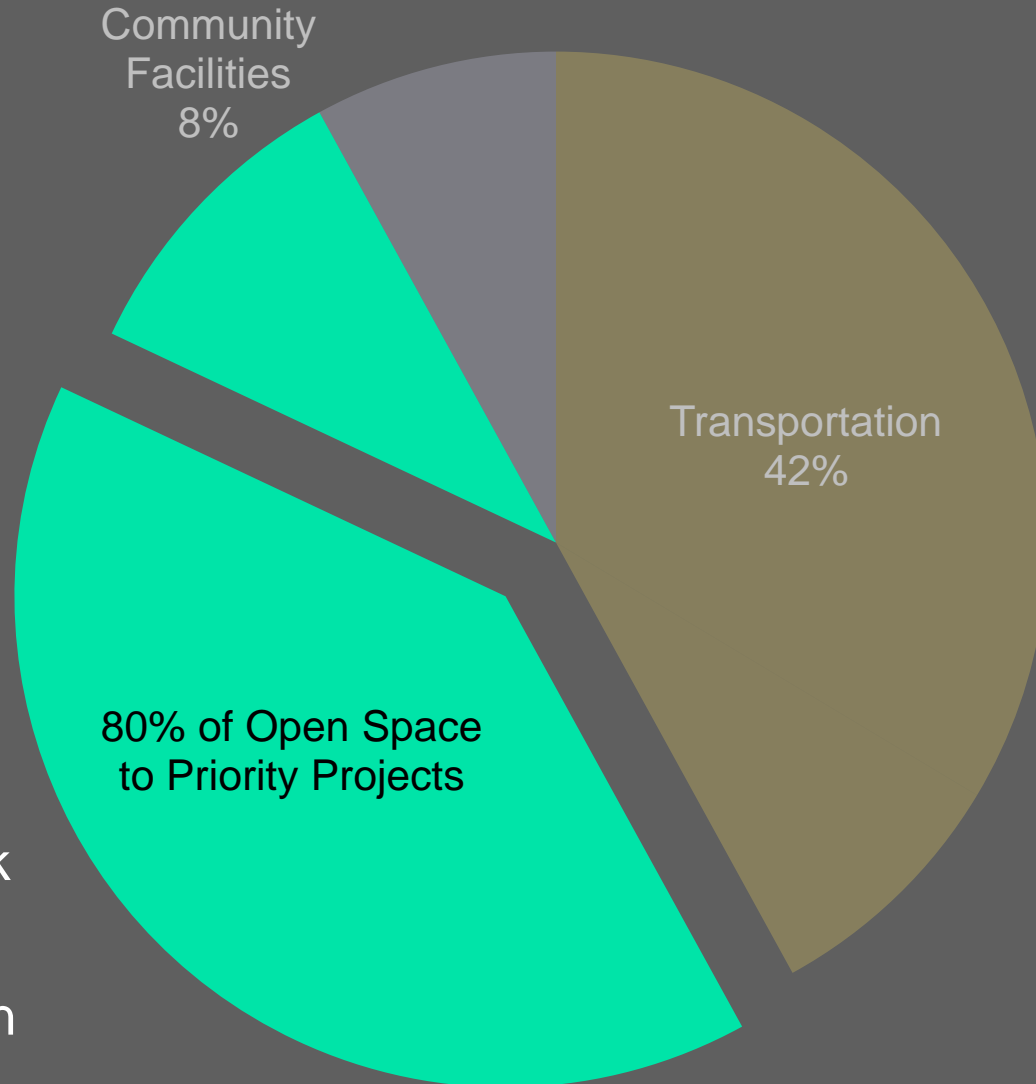
Open Space  
50%



# Impact Fee Revenue Distribution



# Impact Fee Revenue Distribution



- 17<sup>th</sup> and Folsom Park
- Showplace Square open space



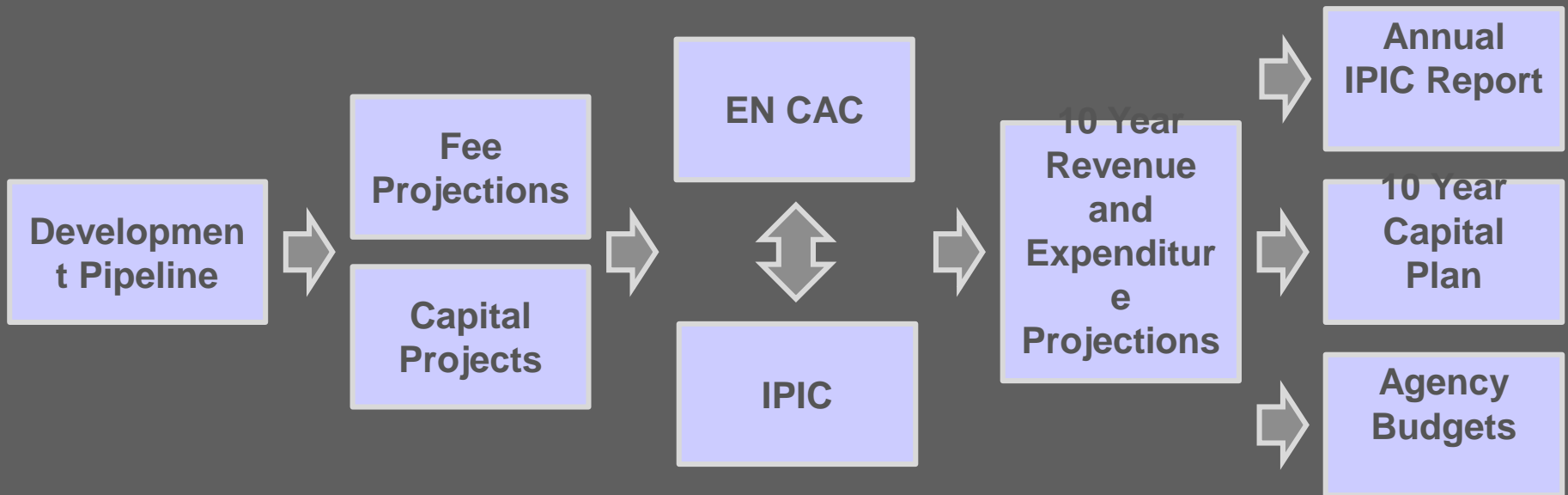
# Eastern Neighborhoods Citizen Advisory Committee (EN CAC)

- 19 members (8 mayor-appointed, 11 board-appointed)
- Advise in programming Eastern Neighborhood Development Revenue
- Advise in the monitoring of the Plans' implementation at every fifth year (Monitoring Report)

# Interagency Plan Implementation Committee (IPIC)

- Recommends spending for capital projects funding and programming
- Assures interdepartmental collaboration: includes all implementing agencies
- Coordinates with CACs
- Produces IPIC Annual Report – 10-year spending plan for impact fees

# Implementation





# Projected Impact Fees By Plan Area

	Budgeted		Forecasted			TOTAL FY14-18
	FY 14	FY 15	FY 16	FY 17	FY 18	
Rincon Hill	\$ 1,280,300	\$ 5,202,200	\$ 5,121,400	\$ 220,100	\$ -	\$ 11,824,000
Market and Octavia	\$ 347,200	\$ 2,304,800	\$ 4,514,700	\$ 4,065,600	\$ 6,494,400	\$ 17,726,700
Eastern Neighborhoods	\$ 725,200	\$ 10,783,100	\$ 1,112,200	\$ 8,937,100	\$ 3,804,400	\$ 25,362,000
Balboa Park	\$ 2,000	\$ 194,000	\$ -	\$ 40,000	\$ 262,000	\$ 496,000
Visitacion Valley	\$ 302,000	\$ 840,000	\$ 824,200	\$ 1,492,200	\$ 4,320,600	\$ 7,779,000
<b>Total</b>	<b>\$ 2,656,700</b>	<b>\$ 19,324,100</b>	<b>\$ 11,572,500</b>	<b>\$ 14,755,000</b>	<b>\$ 14,881,400</b>	<b>\$ 63,187,700</b>



# 2013 IPIC Report – Eastern Neighborhoods

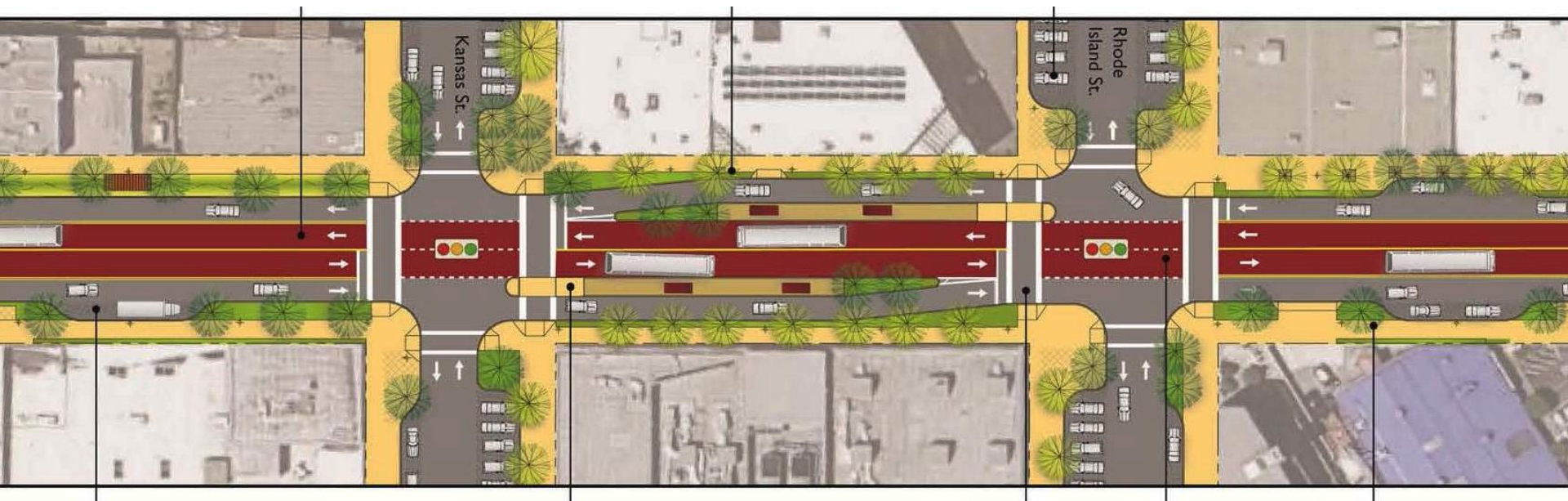
## EXPENDITURES

Housing		FY 14	FY 15	FY 16	FY 17	FY 18			
General Housing Payment to MOH		\$ 10,000	\$ 2,712,800	\$ 139,900	\$ 925,000	\$ 809,400			\$ 9,309,300
<b>Housing Total</b>		<b>\$ 10,000</b>	<b>\$ 2,712,800</b>	<b>\$ 139,900</b>	<b>\$ 925,000</b>	<b>\$ 809,400</b>			<b>\$ 9,309,300</b>
Transportation and Streetscape	FY 13 AND PRIOR	FY 14	FY 15	FY 16	FY 17	FY 18	TOTALS FY 14-18	FY 19-23	TOTALS
Townsend Street Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Folsom Street Improvements	\$ -	\$ 250,000	\$ -	\$ -	\$ -	\$ -	\$ 250,000	\$ 2,923,680	\$ 3,173,680
16th Street Improvements / Transit Improvements	\$ -	\$ 845,000	\$ 3,250,000	\$ -	\$ 2,920,000	\$ -	\$ 7,015,000	\$ -	\$ 7,015,000
Clemintina Alley Improvements	\$ -	\$ -	\$ 250,000	\$ -	\$ -	\$ -	\$ 250,000	\$ -	\$ 250,000
Transportation (unprogrammed)	\$ -	\$ -	\$ -	\$ 90,000	\$ 93,000	\$ 90,000	\$ 273,000	\$ 586,720	\$ 859,720
<b>Transportation and Streetscape Total</b>	<b>\$ -</b>	<b>\$ 1,095,000</b>	<b>\$ 3,500,000</b>	<b>\$ 90,000</b>	<b>\$ 3,013,000</b>	<b>\$ 90,000</b>	<b>\$ 7,788,000</b>	<b>\$ 3,510,400</b>	<b>\$ 11,298,400</b>
Recreation and Open Space	FY 13 AND PRIOR	FY 14	FY 15	FY 16	FY 17	FY 18	TOTALS FY 14-18	FY 19-23	TOTALS
17th and Folsom Park	\$ 1,000,000	\$ 300,000	\$ 1,120,000	\$ -	\$ -	\$ -	\$ 1,420,000	\$ -	\$ 2,420,000
Daggett Park (In-Kind)	\$ -	\$ -	\$ 1,880,000	\$ -	\$ -	\$ -	\$ 1,880,000	\$ -	\$ 1,880,000
SOMA Park Rehabilitation (South Park)	\$ -	\$ 100,000	\$ -	\$ -	\$ -	\$ -	\$ 100,000	\$ -	\$ 100,000
Rehabilitation to Parks Fund (unprogrammed)	\$ -	\$ -	\$ 400,000	\$ 199,000	\$ 2,241,000	\$ 1,082,500	\$ 3,922,500	\$ 4,756,471	\$ 8,678,971
New Parks (unprogrammed)	\$ -	\$ -	\$ -	\$ -	\$ 2,959,400	\$ -	\$ 2,959,400	\$ 5,847,811	\$ 8,807,211
Community Opportunity (or Challenge) Grant	\$ -	\$ 25,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 825,000	\$ 298,578	\$ 1,123,578
<b>Recreation and Open Space Total</b>	<b>\$ 1,000,000</b>	<b>\$ 425,000</b>	<b>\$ 3,600,000</b>	<b>\$ 399,000</b>	<b>\$ 5,400,400</b>	<b>\$ 1,282,500</b>	<b>\$ 11,106,900</b>	<b>\$ 10,902,860</b>	<b>\$ 23,009,760</b>
Childcare	FY 13 AND PRIOR	FY 14	FY 15	FY 16	FY 17	FY 18	TOTALS FY 14-18	FY 19-23	TOTAL
Potrero Launch Childcare Center	\$ 1,915,600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,915,600
Childcare (unprogrammed)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 983,840	\$ 983,840
<b>Childcare Total</b>	<b>\$ 1,915,600</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 983,840</b>	<b>\$ 2,899,440</b>
Library Materials	FY 13 AND PRIOR	FY 14	FY 15	FY 16	FY 17	FY 18	TOTALS FY 14-18	FY 19-23	TOTALS
Library Materials	\$ -	\$ 51,700	\$ 103,500	\$ 10,800	\$ 99,800	\$ 48,700	\$ 314,500	\$ 243,500	\$ 558,000
<b>Library Total</b>	<b>\$ -</b>	<b>\$ 51,700</b>	<b>\$ 103,500</b>	<b>\$ 10,800</b>	<b>\$ 99,800</b>	<b>\$ 48,700</b>	<b>\$ 314,500</b>	<b>\$ 243,500</b>	<b>\$ 558,000</b>
<b>TOTAL with Housing</b>	<b>\$ 3,580,800</b>	<b>\$ 1,581,700</b>	<b>\$ 9,916,300</b>	<b>\$ 639,700</b>	<b>\$ 9,438,200</b>	<b>\$ 2,230,600</b>	<b>\$ 23,806,500</b>	<b>\$ 19,687,600</b>	<b>\$ 47,074,900</b>
<b>TOTAL without Housing</b>	<b>\$ 3,580,800</b>	<b>\$ 1,571,700</b>	<b>\$ 7,203,500</b>	<b>\$ 499,800</b>	<b>\$ 8,513,200</b>	<b>\$ 1,421,200</b>	<b>\$ 19,209,400</b>	<b>\$ 15,640,600</b>	<b>\$ 37,765,600</b>



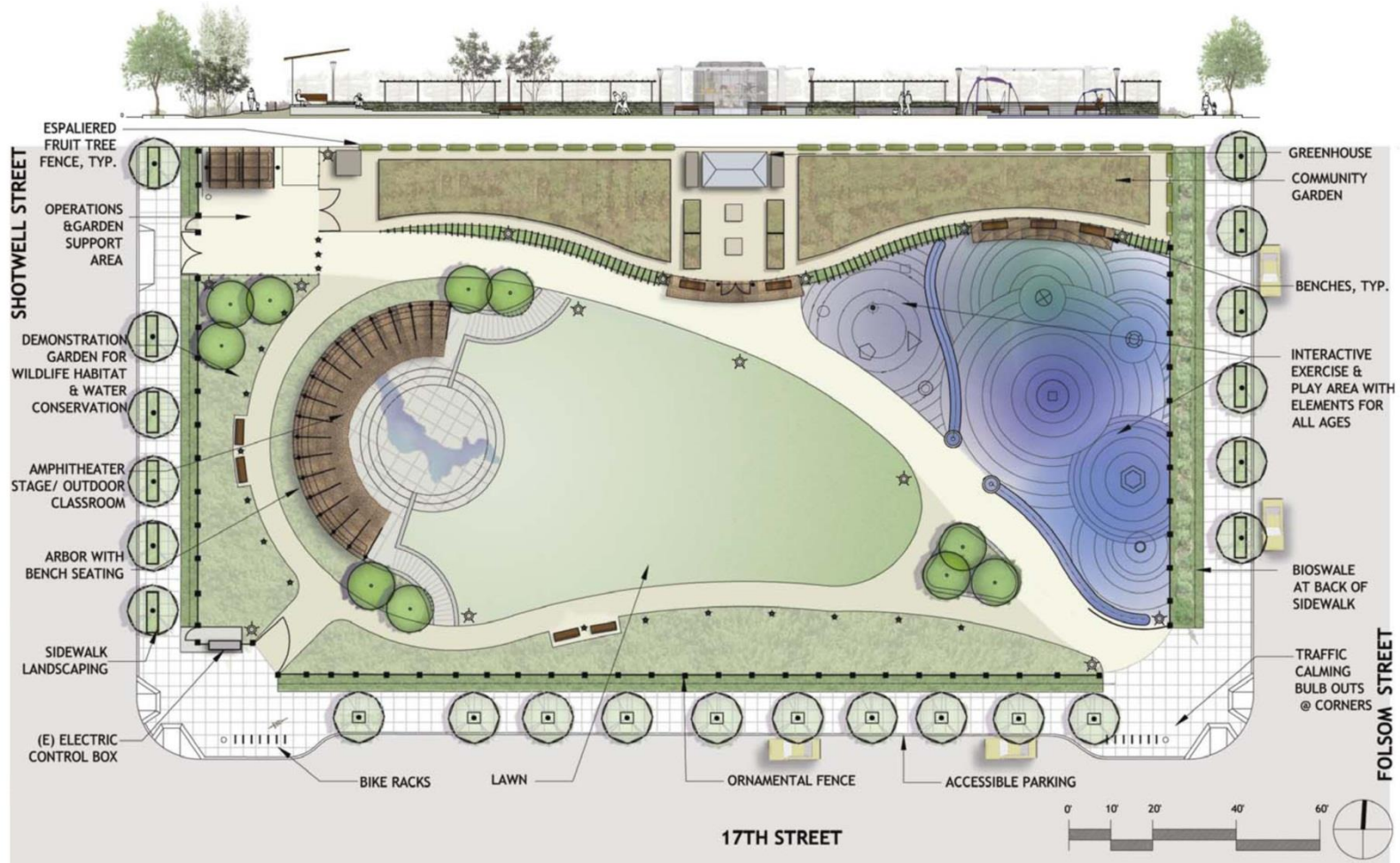
# Key Impact Fee-Funded Projects in EN

- 16th Street Transportation and Streetscape Improvements
- 17th and Folsom Park
- Daggett Park (in-kind)
- Potrero Launch Childcare Center (in-kind) – open 2013





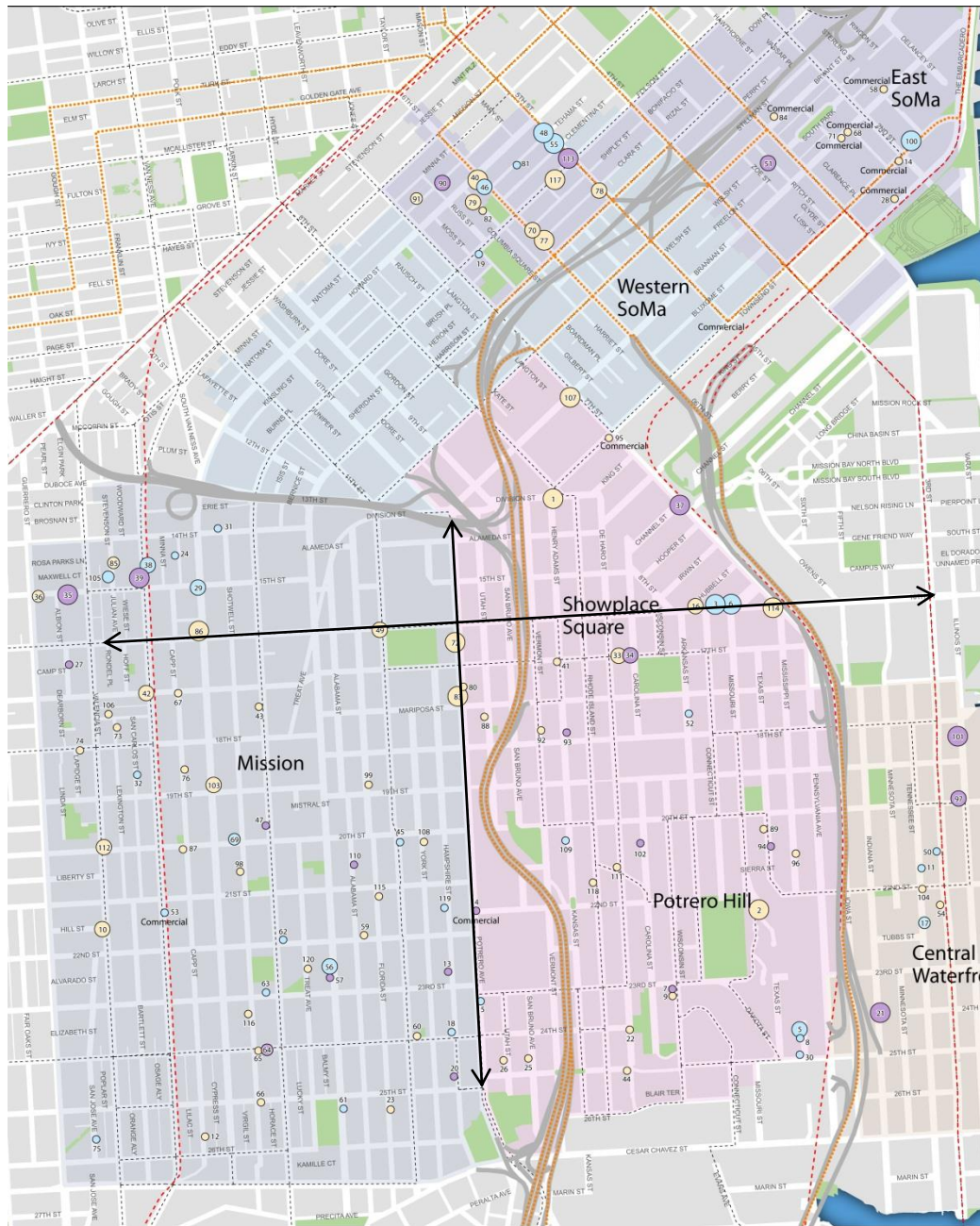
# 17<sup>th</sup> and Folsom Park – Design Phase



# Daggett Park – Design Phase







**Projects Under Construction**

- Small: Under 5 dwelling units and under 10,000 gsf
- Medium: 5-10 dwelling units and/or 10,000 to 19,999 gsf
- Large: 11-50 dwelling units and/or 20,000 to 99,999 gsf
- Very large: Over 50 dwelling units and over 100,000 gsf

**Projects Entitled and Permitted**

- Small: Under 5 dwelling units and under 10,000 gsf
- Medium: 5-10 dwelling units and/or 10,000 to 19,999 gsf
- Large: 11-50 dwelling units and/or 20,000 to 99,999 gsf
- Very large: Over 50 dwelling units and over 100,000 gsf

**Projects Seeking Entitlements and/or Permits**

- Small: Under 5 dwelling units and under 10,000 gsf
- Medium: 5-10 dwelling units and/or 10,000 to 19,999 gsf
- Large: 11-50 dwelling units and/or 20,000 to 99,999 gsf
- Very large: Over 50 dwelling units and over 100,000 gsf







**END**

