

MEMORANDUM

September 17, 2015

TO: MEMBERS, PORT COMMISSION
Hon. Leslie Katz, President
Hon. Willie Adams, Vice President
Hon. Kimberly Brandon
Hon. Doreen Woo Ho

FROM: Monique Moyer
Executive Director

SUBJECT: Informational Presentation on the Public Participation and Process for the Waterfront Land Use Plan Update

DIRECTOR'S RECOMMENDATION: Informational Presentation

Executive Summary

The Port of San Francisco's Waterfront Land Use Plan (Plan) outlines goals and policies for the use and improvement of the 7½ miles of waterfront property under Port jurisdiction. The Port has initiated a public process to update the Waterfront Land Use Plan (Waterfront Plan Update) which includes the creation of a regionwide Waterfront Working Group and specialty Advisory Teams providing technical support, as more fully described herein.

Previous Port staff reports and public presentations¹ provide the history and details of work completed over the past year to review the transformation of the Port waterfront since the Port first adopted the Waterfront Plan in 1997. These reports also frame many of the issues staff expects to address during the upcoming public discussions for the Waterfront Plan Update.

THIS PRINT COVERS CALENDAR ITEM NO. 14B

¹ April 14, 2015 Port Commission Presentation and staff report:
<http://sfport.com/modules/showdocument.aspx?documentid=9669>;
May 26, 2015 Port Commission Presentation and staff report:
<http://sfport.com/modules/showdocument.aspx?documentid=9823>

Background

With the Port Commission's support and guidance, Port staff conducted an extensive outreach process to solicit citizen participation in the Waterfront Plan Update process. Our goal has been to ensure a robust and transparent public process that maximizes opportunities for interested parties to become informed about and discuss Port land use opportunities and challenges.

The Port received 128 applications from San Francisco and Bay Area citizens to serve on the Waterfront Plan Working Group (Working Group) and/or 7 Advisory Teams. Port staff is very pleased and appreciative of the widespread interest reflected in the number of submittals, and the range of backgrounds and perspectives offered. It has been challenging to winnow down the applications to Working Group and Advisory Teams that are both representative and a manageable size. We are grateful such diverse, experienced and dedicated citizens and professionals expressed a deep level of community interest in the future of the Port waterfront, and we look forward to working together.

The Working Group will hold public meetings that will serve as the forum for public discussions about land use and policy issues for the Waterfront Plan Update. Advisory Team members will focus on specified topical areas, as needed throughout the public process: Maritime; Recreation/Open Space; Resilience; Transportation; Waterfront Urban Design; Financial/Economic; and Land Use Mix/Neighborhoods. Attachment 1 lists the 32 Working Group and 53 Advisory Team members, and includes maps indicating the San Francisco Districts, other cities and zip codes where members reside.

The Working Group's public meetings will begin with a Waterfront Vision session on October 19, 2015, to be held at the James R. Herman Cruise Terminal at Pier 27. All interested members of the public are welcome and encouraged to attend. This Vision session will focus on thoughts, ideas and discussion about how the public experiences the Port Waterfront today and how it might be improved for future generations. The Vision session ideas provide a touchstone that will be reviewed over the course of the planning process.

Port staff also plans a waterfront boat tour on Sunday, November 1, 2015 so the Working Group, Advisory Teams and interested citizens can view and experience the entire Port waterfront from the perspective of San Francisco Bay. This public boat tour will require an RSVP because the number of passengers will be limited by vessel capacity.

The public process will continue with a series of Working Group meetings from November onward. Attachment 2 provides an updated timeline of topics planned for each of the meetings, subject to modification as the process unfolds. Port-wide issues will be addressed first from November 2015 to Fall 2016, followed by neighborhood-level planning discussions for the Northeast and South Beach Waterfront areas from Fall 2016 to Spring 2017.

The Port will maintain information on the Waterfront Plan Update on our website at www.sfport.com/wlup including details about meeting dates, times, and locations. Anyone interested in receiving email notices of public meetings on the Waterfront Plan Update may do so by entering contact information online under “Waterfront Plan Interested Citizens” at: <http://sfport.us6.list-manage.com/subscribe?u=0b980a9210b3deb295a5b48ce&id=07774ef87a>

Waterfront Working Group and Advisory Teams

As noted above, the Port was pleased to receive submittals from 128 people interested in serving on the Working Group and/or Advisory Teams. It was heartening to find that the applicants represented a broad geographical distribution within San Francisco, as well as other Bay Area residents. As articulated in the Waterfront Land Use Plan, the Executive Director makes appointments to Port community advisory committees². The Executive Director and staff from the Planning & Development Division carefully reviewed each application. Staff strove to ensure ethnic diversity, a wide range of expertise and interests, as well as a balance of participation from those who know the Port well and those who want to understand the Port better. The members selected to participate in the Working Group and Advisory Teams are presented in Attachment 1 and include representatives from all 11 San Francisco supervisorial districts, and thus a wide spectrum of San Francisco’s neighborhoods.

There are 32 members on the Working Group. Because State regulatory requirements have a significant impact on Port land use policy, two of the Working Group positions are held by BCDC and State Lands Commission staff members.

The Working Group public meetings will be structured to allow a balance of audience participation as well as discussion among Working Group members. Working Group meetings are expected to be held once, or sometimes twice per month, for 18-24 months. Meeting dates will be posted online at www.sfport.com/wlup, and noticed by email to those who subscribe to the Port’s email list. Most meetings will be held at the Port’s office at Pier 1.

In addition to the Working Group, 53 applicants have been selected to serve on 7 Advisory Teams, expanding public participation and providing an important resource to Port staff and the Working Group throughout the update process. Port staff recognizes that the Working Group discussions are likely to raise questions about technical or neighborhood issues that may be too detailed to address during Working Group meetings, or may require additional subject matter expertise, research, and analysis. The Advisory Teams have been established to help fill these needs. Information and input from the Advisory Teams will be reported back in Working Group public meetings for public discussion. There is no pre-set meeting schedule for the Advisory Teams. Their meetings will be scheduled on an as-needed basis to prepare for and/or respond to issues discussed in Working Group meetings.

² Waterfront Land Use Plan, p.183A

Planning Process

As indicated in Attachment 2, the public process will start with a review of Port-wide planning, land use and policy topics scheduled for Working Group meetings from November 2015 to Fall 2016. These public discussions are intended to provide Port staff and the public with a holistic understanding of the context within which Port land use decisions are made, to ensure informed recommendations about policy updates for the Waterfront Plan. Topics will address the diverse conditions of the Port waterfront, including its physical, economic and cultural relationships with adjacent neighborhoods, the City and Bay Area region at large, and the scope of the Port's responsibilities and regulatory constraints. This context also is important to understand in advance of the neighborhood-level planning and recommendations for the Northeast and South Beach Waterfront areas, scheduled from Fall 2016 to Spring 2017.

Port staff plans to provide status reports to the Port Commission at key milestones throughout the update process, which can be supplemented at the Port Commission's direction:

- April/May 2016 - Status report on public discussions about the challenges of maintaining and improving the Port's aging historic facilities, including how to address seismic risk and flood protection
- October 2016 – Status report on preliminary recommendations to address Portwide issues
- March/April 2017 – Status report on Working Group recommendations for the Northeast and South Beach subareas, Portwide issues and policies, and recommended next steps.

Next Steps

Port staff looks forward to launching the Waterfront Plan Update public process with a Waterfront Vision session at the James R. Herman Cruise Terminal at Pier 27 on Monday, October 19, 2015, at 6pm. This session will focus on thoughts, ideas and exchange about how the public experiences the Port Waterfront today and how it should be improved for future generations. All interested members of the public are welcome and encouraged to attend. A meeting notice will be emailed in advance of the Vision Session and posted on the Port's website. Those who are not able to attend will have the opportunity to provide their ideas online. The Vision session ideas provide a touchstone that will be reviewed over the course of the planning process.

Port staff also plans a waterfront boat tour on Sunday, November 1, 2015 to view and experience the Port Waterfront from the San Francisco Bay perspective. The boat tour will be open to the public as well as the Working Group and Advisory Team members, but attendance will require an RSVP and be limited by vessel capacity.

The Port will maintain information on the Waterfront Plan Update on our website at www.sfport.com/wlup, including details about meeting dates, times, and locations.

Anyone interested in receiving email notices of public meetings on the Waterfront Plan Update may do so by entering your contact information online under “Waterfront Plan Interested Citizens” at:

<http://sfport.us6.list-manage.com/subscribe?u=0b980a9210b3deb295a5b48ce&id=07774ef87a>

Prepared by: Diane Oshima
Assistant Deputy Director, Waterfront Planning

For : Byron Rhett
Deputy Director, Planning & Development

ATTACHMENTS:

Attachment 1 List of Working Group and Advisory Team members

Attachment 2 Updated timeline