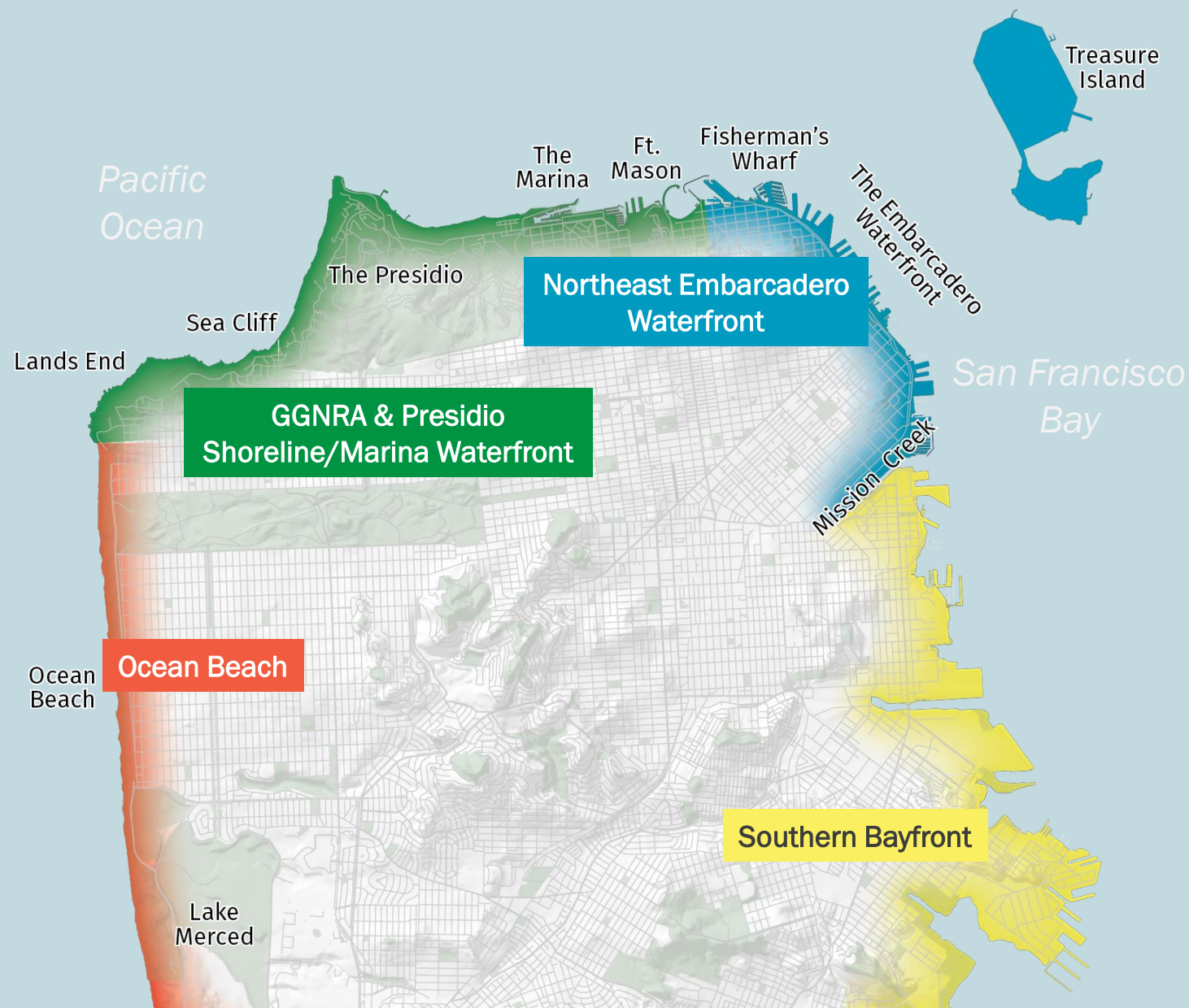


The Southern Bayfront Negotiation Framework

Ctrl. Waterfront Advisory Group | May 1, 2017



San Francisco Waterfront



Southern Bayfront



36,000

People Already
Live Nearby



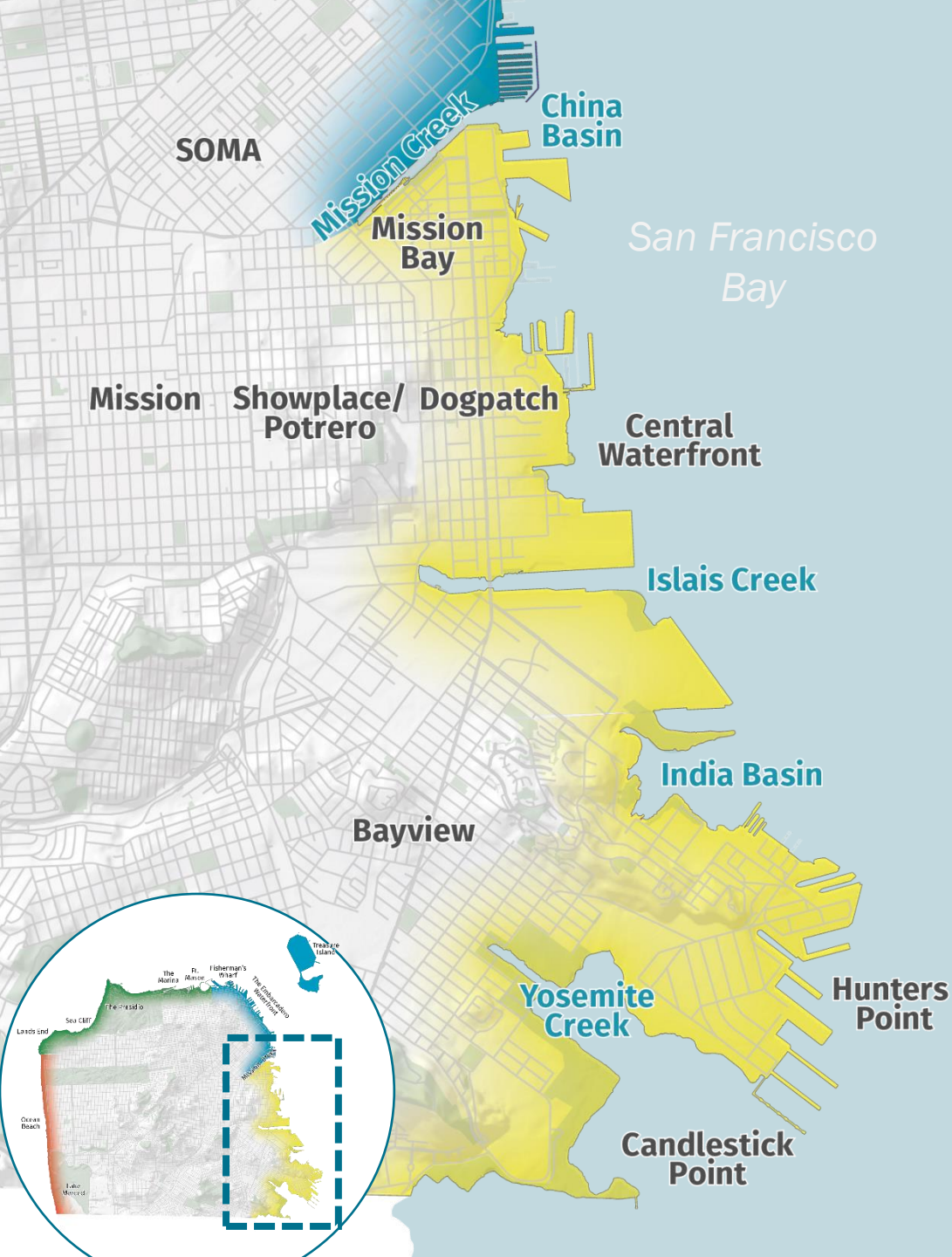
23,000

People Already
Work Nearby

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?





Southern Bayfront



20,000 New Households

This equals over 40,000 new residents
33% of these new households will be affordable



6,700 Affordable Households

New affordable households will include a mixture of
rental apartments and for-sale condos



38,000 New Jobs

These new permanent jobs will be created across a
mix of industries such as office, PDR and retail



520+ New and Renovated
Acres of Open Space

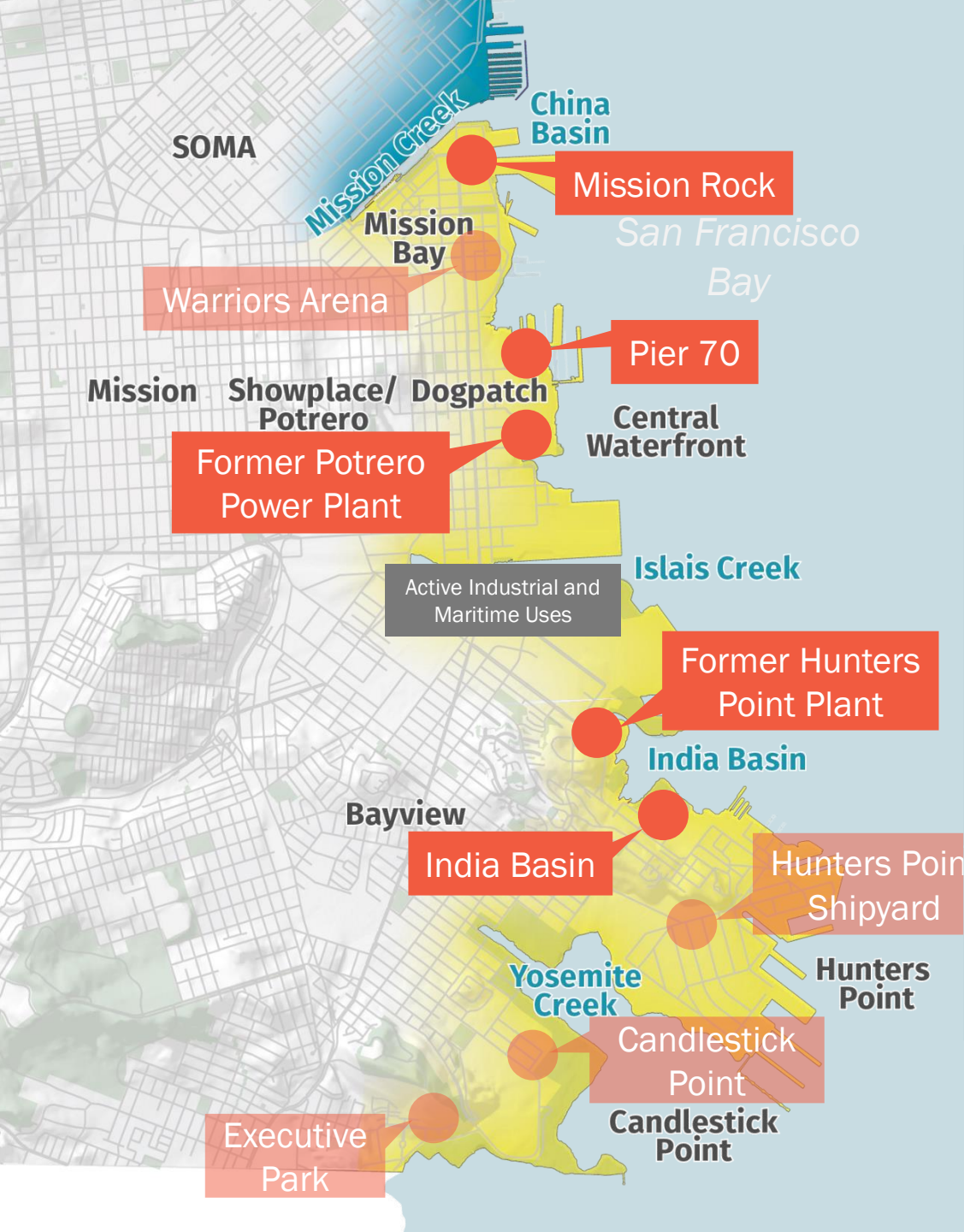
This is half the size of Golden Gate Park and is nearly
all of the new public open space planned in the City

Southern Bayfront



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.

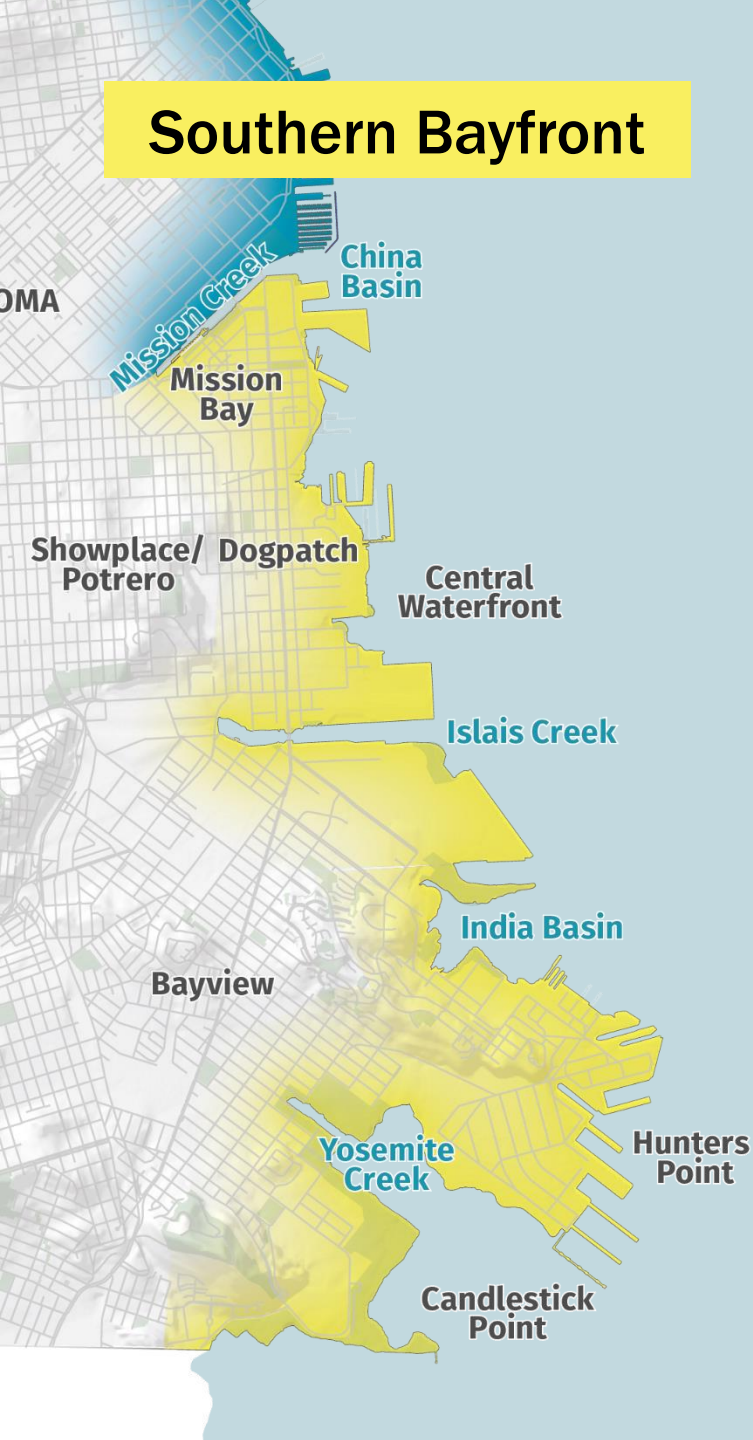


Southern Bayfront

Project Approvals

	4Q 2016 Fall/ Winter	1Q 2017 Winter	2Q 2017 Spring	3Q 2017 Summer	4Q 2017 Fall/ Winter	2018	2019
Mission Rock			Draft EIR		Project Approval		
Pier 70	Draft EIR			Project Approval			
India Basin			Draft EIR		Project Approval		
Former Potrero Power Plant			Community planning process			Draft EIR	Project Approval
Former Hunters Point Plant			Community planning process			Draft EIR	Project Approval

Southern Bayfront

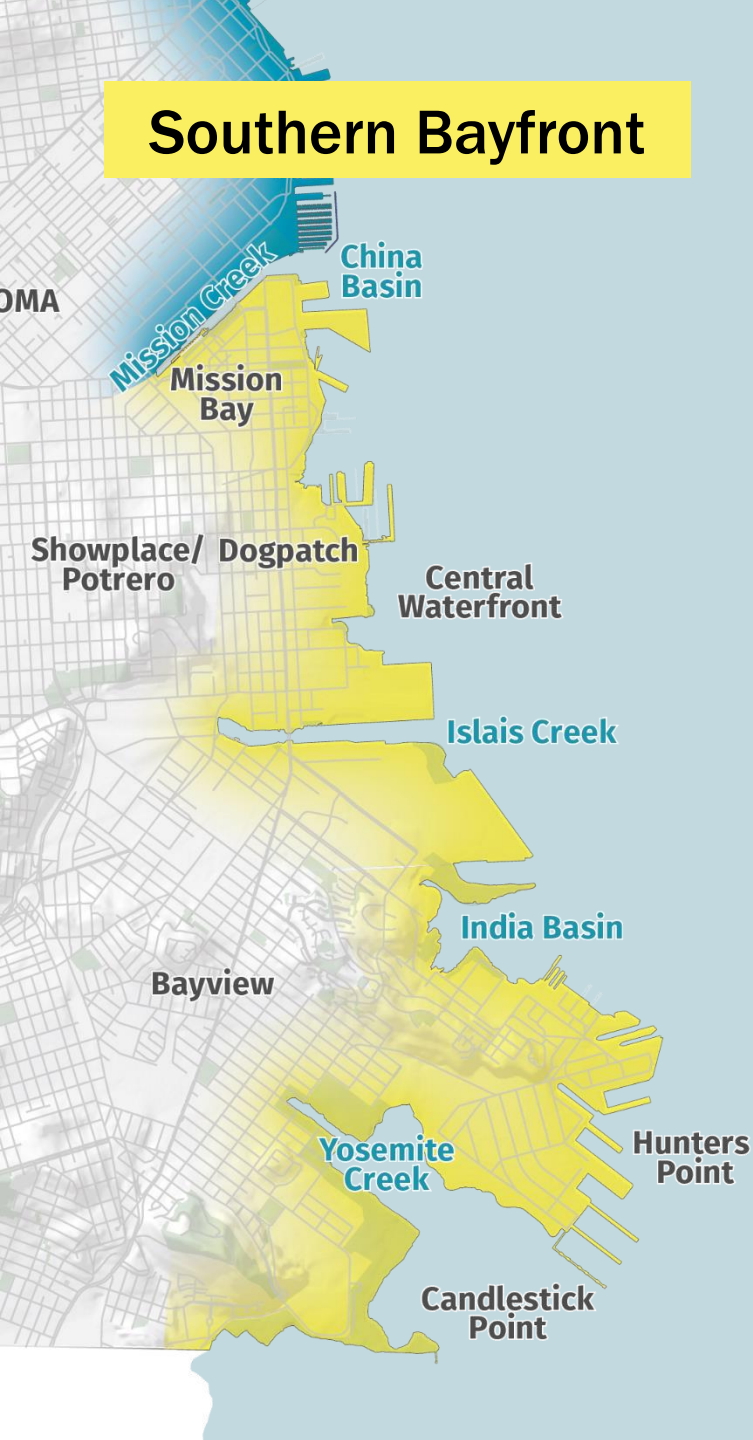


Outreach

Key Feedback:

- Affordable housing should be prioritized for existing neighborhood residents
- Projects should contribute to advance workforce training programs to develop a pool of qualified San Francisco workers
- Workforce training should target specific project employment opportunities
- Local transportation and streetscape improvements should occur at the same time or ahead of project implementation
- Projects should limit the amount of new car trips they generate
- Existing residents should have access to the new waterfront open spaces
- New open spaces should feel public even if built by private developers
- Projects need to plan for sea level rise impacts and protect our southeast shoreline communities
- Projects should be designed with innovative and strong sustainability principles

Southern Bayfront



Negotiation Framework

Ensuring equitable and beneficial growth

Proposed projects are being negotiated cohesively to ensure appropriate and coordinated public benefits for the district and citywide.

Developing a unified negotiation framework

Each project will contribute to the goals of the Southern Bayfront strategy in the following focus areas:

Housing
Affordability

Transportation

Sustainability

Equity &
Diversity

Sea Level
Rise

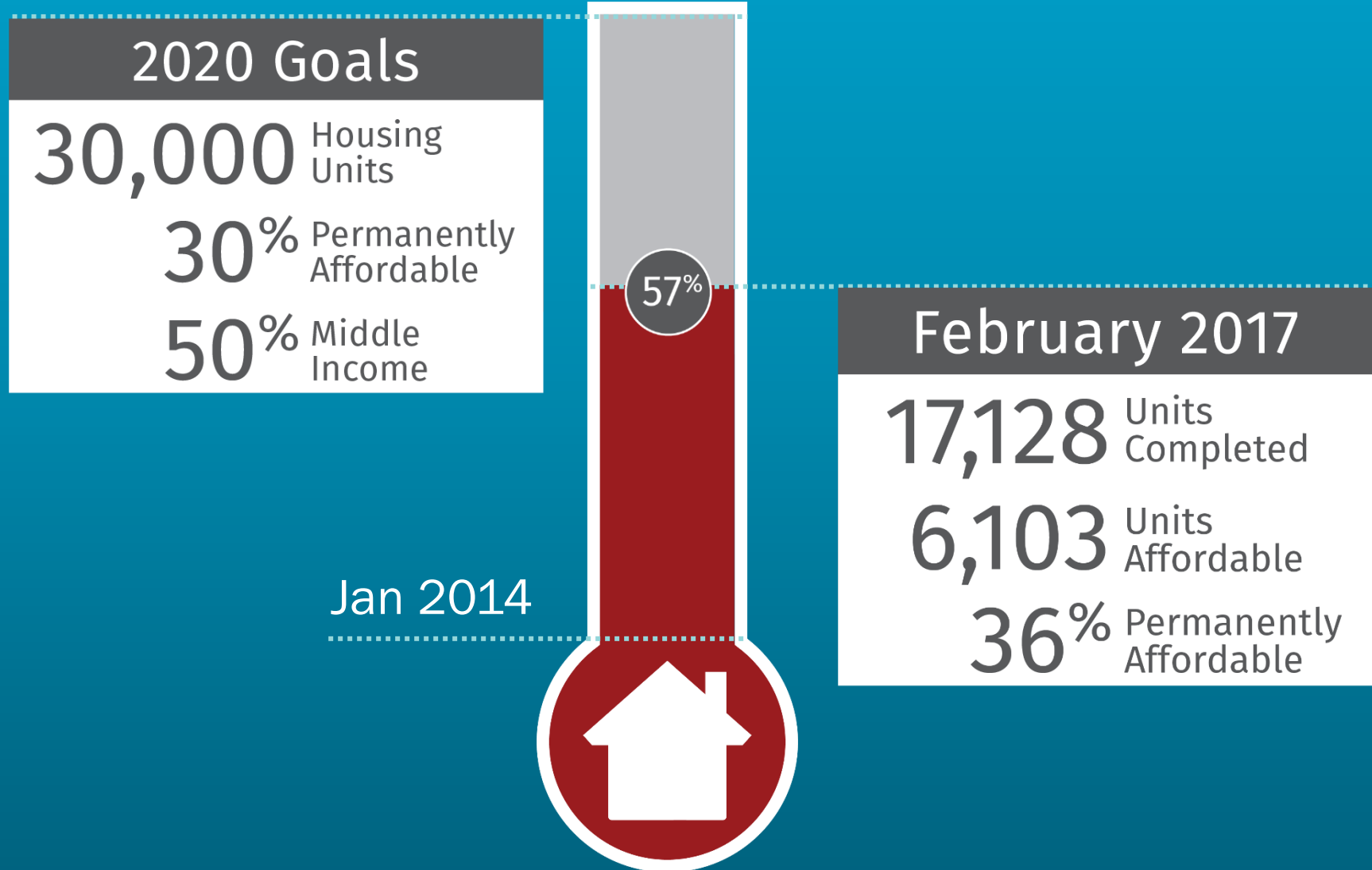
Open
Space

Workforce
Development

Community
Facilities



Housing



Southern Bayfront



6,700

Affordable Households

33% of total new households constructed; will include a mixture of rental apartments and for-sale condos

Negotiation Framework

Housing
Affordability

Achieve 33% affordability on average across all new housing units

- 6,700 net new affordable units created for San Francisco through parcel dedication, inclusionary BMR, non-profit developer partnerships, and small sites acquisitions
- Focus on middle-income family units to provide housing for San Francisco's workforce

Enable existing local residents to move into new affordable housing units

- Utilize the City's Neighborhood Preference Program and HUD's Willie B. Kennedy decision as applicable
- Employ a targeted marketing plan to ensure that existing local residents are aware of new housing opportunities

Southern Bayfront



520+

**New and Renovated
Acres of Open Space**

This is half the size of Golden Gate Park and is nearly all of the new public open space planned in the City

Yosemite Creek

Hunters Point

Candlestick Point

Negotiation Framework

Open
Space

Construct permanent public open space for neighborhood and Citywide use

- Neighborhood amenities (ex. playgrounds, dog parks) and water recreation (ex. boat launches, kayaking) in all projects
- Provide a large recreational asset in an accessible location within the district

Design open spaces that are expressly public and accessible to existing residents

- Projects will meet public design and wayfinding standards developed by Rec and Park, Port, and Planning
- Public open spaces will adopt consistent operating rules and regulations developed by Rec and Park and Port
- All open spaces will provide public user information through established outlets (ex. Rec and Park's website)

Southern Bayfront



Negotiation Framework

Sea Level
Rise

Make the Southern Bayfront resilient to Sea Level Rise

- Mission Rock, Pier 70, and India Basin are implementing elevations for buildings and streets that will withstand the most likely 2100 sea level rise and coastal storm projection
- These projects also include adaptive open space to maintain recreation and public access as the shoreline changes

Generate funding for Citywide Sea Level Rise protections in 2040 and beyond

- Negotiate public financing mechanisms within each project to provide long-term public funding for Citywide sea level rise protection projects

Southern Bayfront

Negotiation Framework

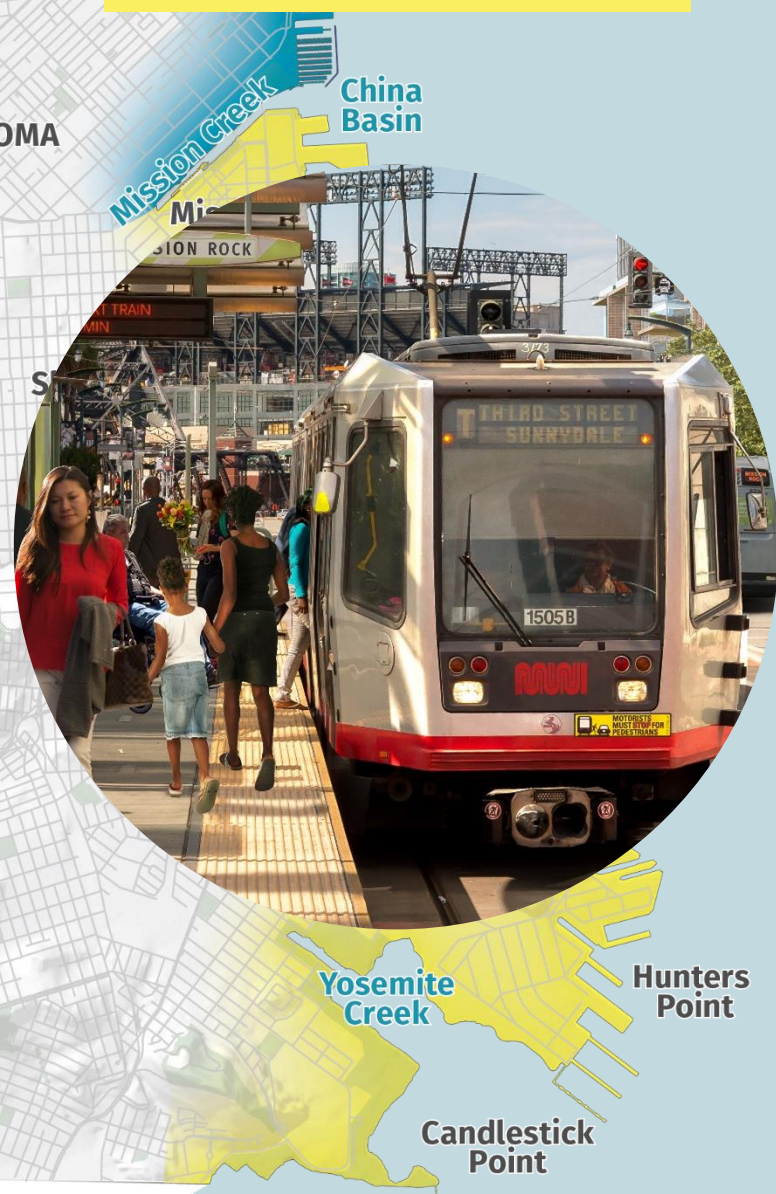
Workforce
Development

Secure commitments for project-specific employment opportunities

- Projects will contribute funding towards Citybuild training programs in sectors that the projects will employ
- Projects will commit to hiring workers from these training programs during and after construction
- Examples include waterfront construction (pile driving, dredging) and permanent employment (gardeners, building engineers, retail workers)



Southern Bayfront



Negotiation Framework

Transportation

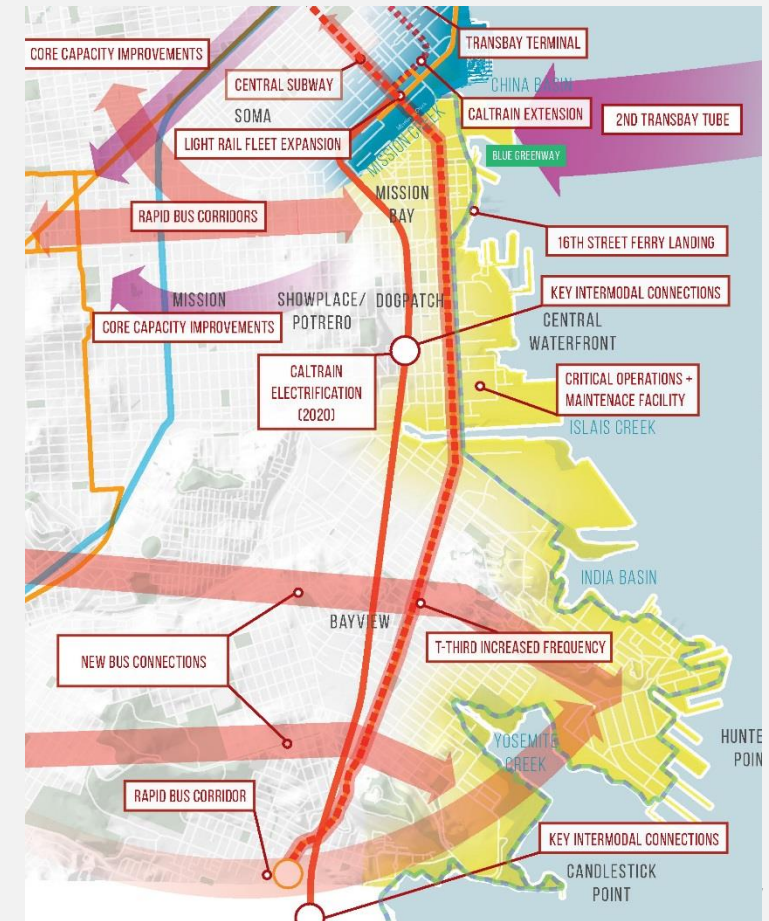
Build on Transportation Investments Underway

2017-2020

- Central Subway
- T-Third Increased Frequency
- Blue Greenway
- Transbay Terminal
- Islais Creek Facility
- 16th Street Rapid Bus

2020-2030

- Geneva Harney BRT
- 16th St. Ferry Landing
- Caltrain extension



Southern Bayfront



Negotiation Framework

Transportation

Transportation Obligations

- Enhance transit reliability and capacity
- Fill gaps to support safe walking and bicycling
- Next generation of transportation needs

Transportation Demand Management (TDM)

- Establish performance targets
- Design TDM Plan to meet targets
- Monitor and adjust over time

Southern Bayfront



Negotiation Framework

Transportation

Site Design

- Design sites to prioritize transit, walking, biking
- Build Bay Trail segments on-site
- Focus highest densities nearest transit
- Restore, create, and connect with historic grid

Southern Bayfront



Next Steps

2017 – 2019 Project Approvals

- During its approval process, each project will demonstrate how it satisfies the Southern Bayfront framework and contributes to the overall goals we've outlined
- While each project may not fulfill every goal, the projects will **collectively achieve** the package of Southern Bayfront community benefits