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Agenda Item **No. 5 (e)**
Meeting of August 2, 2016

MEMORANDUM

TO: Community Investment and Infrastructure Commissioners

FROM: Tiffany Bohee, Executive Director

SUBJECT: Workshop by the City of San Francisco's Office of Economic and Workforce Development ("OEWD") on the Southern Bayfront (Mission Bay, Central Waterfront, Bayview Hunters Point, Candlestick areas) interagency coordination to guide community and citywide investment; Bayview Hunters Point, Hunters Point Shipyard and Mission Bay North and South Project Areas

EXECUTIVE SUMMARY

The City's Office of Economic and Workforce Development ("OEWD") is responsible for coordinating major community, infrastructure and development projects in southeast San Francisco – or the Southern Bayfront. The Southern Bayfront runs south from Mission Creek to the County Line and includes several potential development sites including: Mission Rock (Sea Wall Lot 337), Pier 70, the NRG Site, the PG&E Site, and India Basin ("Unentitled Sites"). The Southern Bayfront also includes geographic areas overseen by the Office of Community Investment and Infrastructure ("OCII"), specifically, Mission Bay, Hunters Point Shipyard, and Candlestick Point.

OEWD is collaborating with OCII and several City departments including the San Francisco Planning Department ("Planning"), San Francisco Port ("Port"), San Francisco Recreation and Parks Department ("Rec Park"), and the San Francisco Municipal Transportation Agency ("MTA") on the Southern Bayfront Strategy. The Southern Bayfront Strategy seeks to identify and prioritize proposed investments to revitalize the Unentitled Sites and transform them into assets for the community, creating new places to live, work, and create on former industrial, non-residential land.

As proposals are developed for the Unentitled Sites, OEWD anticipates negotiating Development Agreements ("DAs") to leverage investment and provide significant value to residents and neighborhoods. The goal of the Southern Bayfront Strategy is to develop a coordinated negotiation framework that OEWD can implement across the multiple sites.

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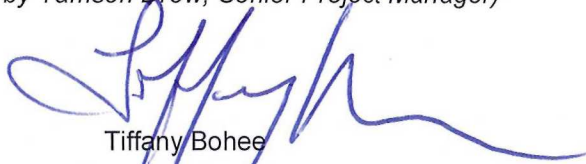
The numerous projects proposed in the Southern Bayfront provide a critical mass of economic development to advance broad, area-wide improvements to benefit the broader southeast San Francisco community. The Southern Bayfront strategy enables involved City and State agencies and development partners to review the contributions of each project comprehensively. OEWD staff will outline the approach and scope of the Southern Bayfront Strategy which serves to achieve the following objectives:

- Ensure managed and equitable growth that provides district and citywide public benefits;
- Create affordable, mixed use neighborhoods that benefit local residents;
- Improve City resilience and adaptation to sea level rise;
- Addressing and contributing to expanded transportation system capacity for current and future population;
- Major expansion of waterfront parks, improved shoreline, public open space and recreational use along the Blue Greenway;
- Incorporate innovative technologies that also provide long-term environmental benefit in Southeast San Francisco;
- Evaluation of opportunities for investments to improve community and safety services for a growing population;
- Commitment to workforce development in construction and new retail, PDR and office-related employment opportunities; and
- Use creative public finance tools to leverage public and private investments to enable broader public benefits.

The Southern Bayfront Strategy provides an opportunity for OCII and City partners to coordinate the delivery of public benefits and ensure access and equitable distribution of community facilities, open space and transportation improvements.

OEWD is soliciting input from the Commission as they develop the framework. In addition to hearing from the Commissions or Boards of all the City partners, OEWD will start a public engagement process, which will include OCII's Project Area Citizen Advisory Committees.

(Originated by Tamsen Drew, Senior Project Manager)



Tiffany Bohee
Executive Director

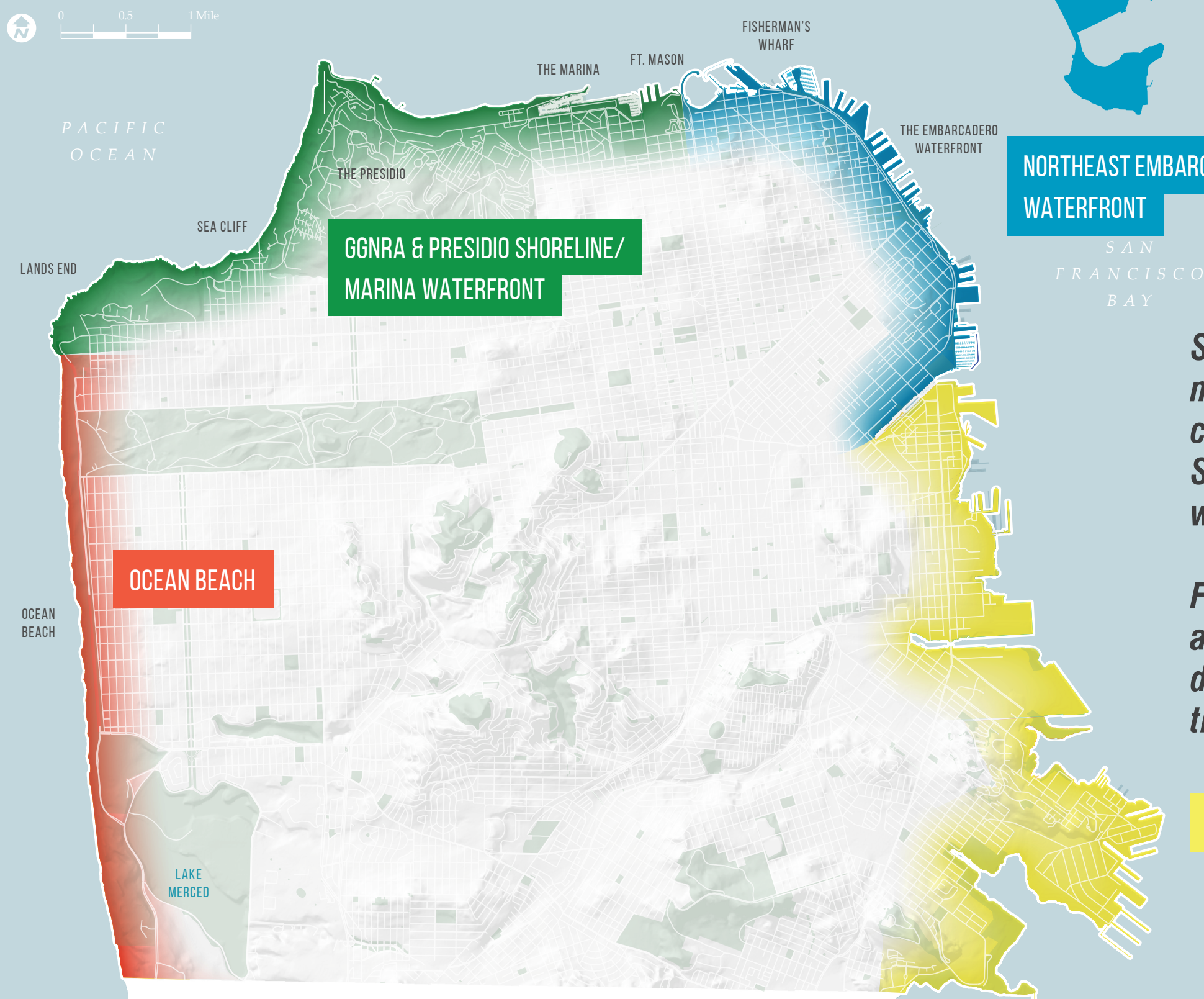
Exhibit A: Southern Bayfront Strategy

THE SOUTHERN BAYFRONT

GUIDING COMMUNITY AND
CITYWIDE INVESTMENT

PRESENTATION TO
OCII COMMISSION
AUGUST 2, 2016

THE SAN FRANCISCO WATERFRONT



NORTHEAST EMBARCADERO
WATERFRONT

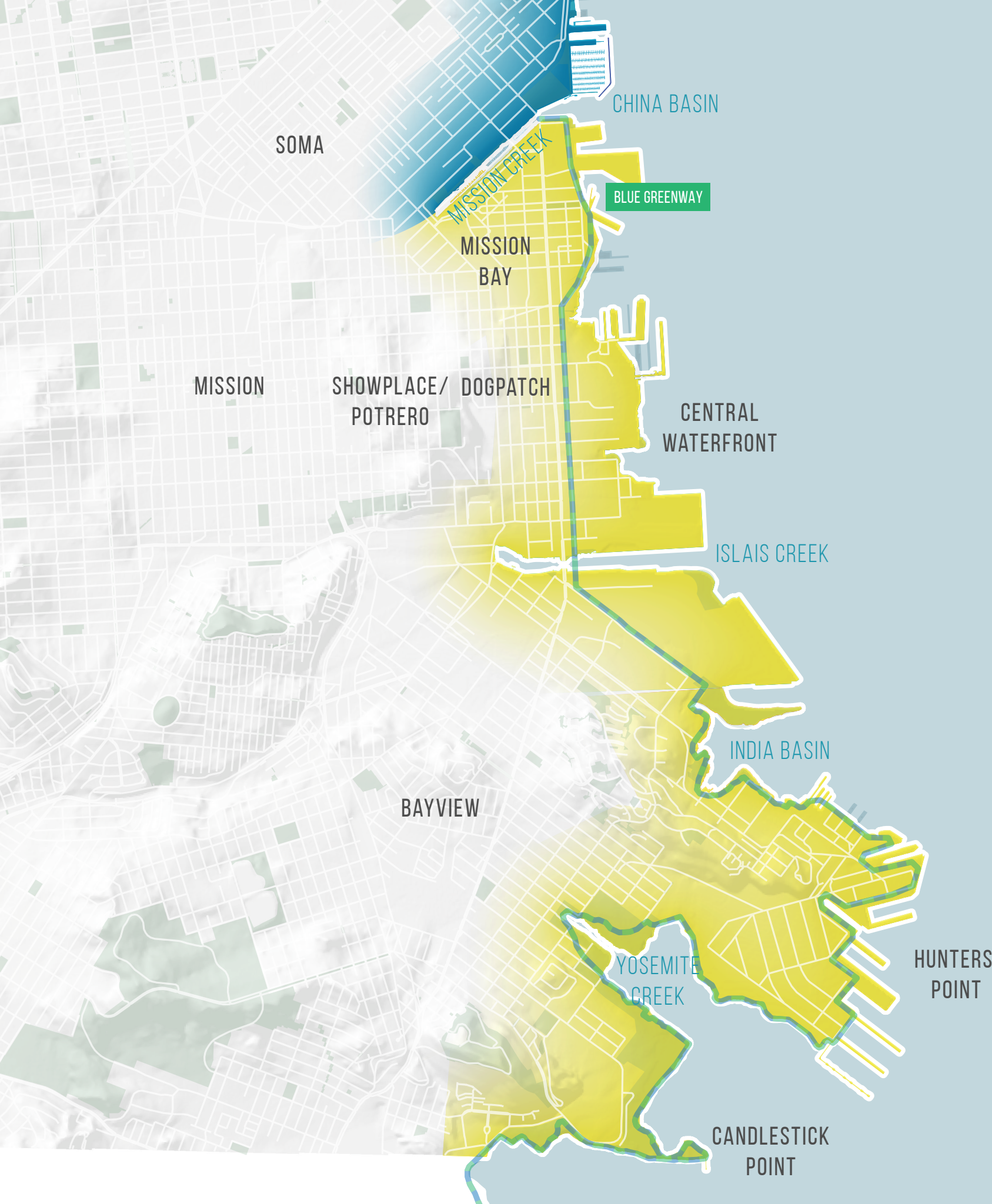
GGNRA & PRESIDIO SHORELINE/
MARINA WATERFRONT

OCEAN BEACH

SOUTHERN BAYFRONT

Strategies are needed to address challenges to San Francisco's waterfront overall.

Focused strategies are needed for distinct stretches of the waterfront.



SOUTHERN BAYFRONT

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...

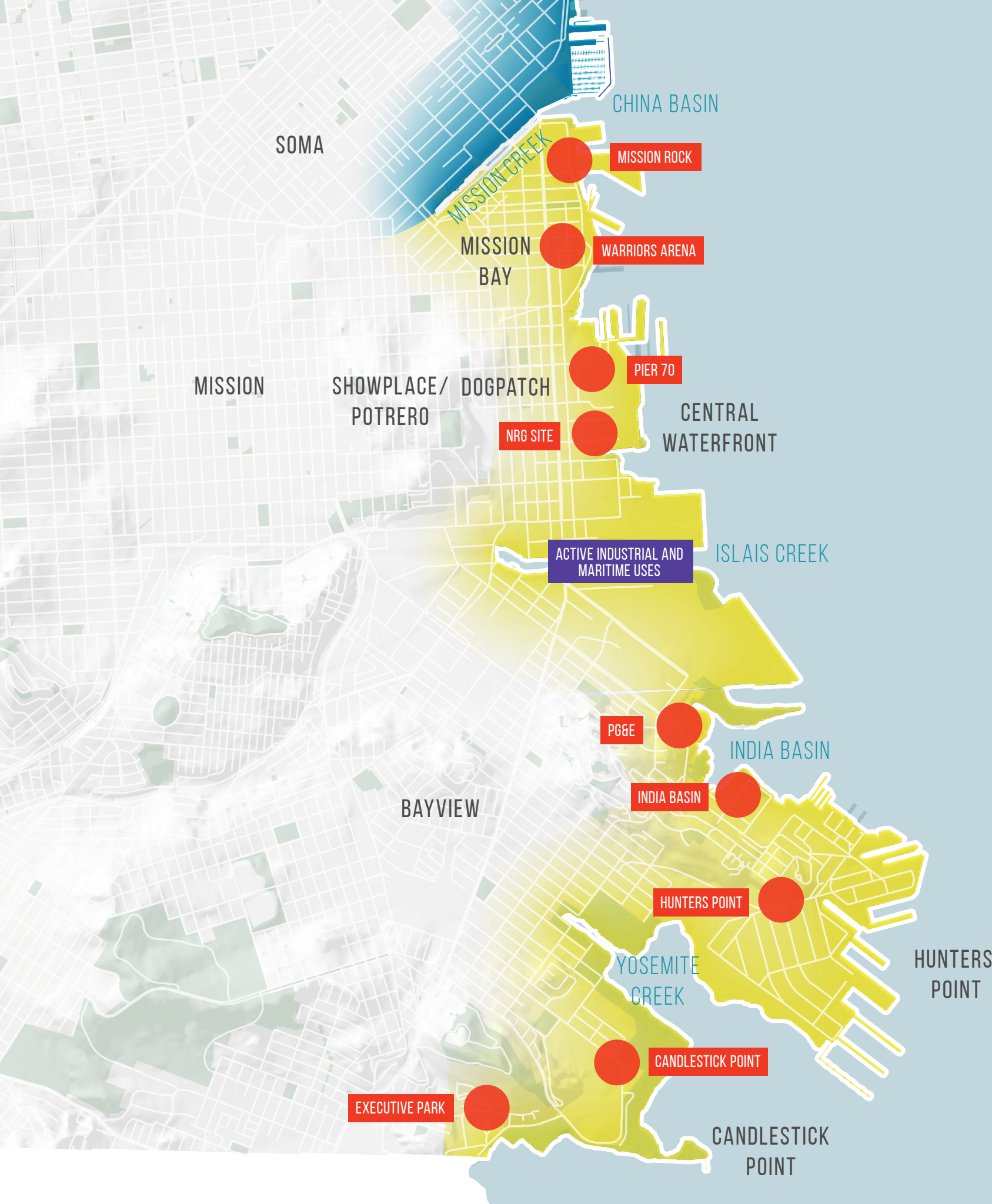
How do we focus investment to address the needs of the diverse communities within the Southern Bayfront, while also serving the needs of a growing city?

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

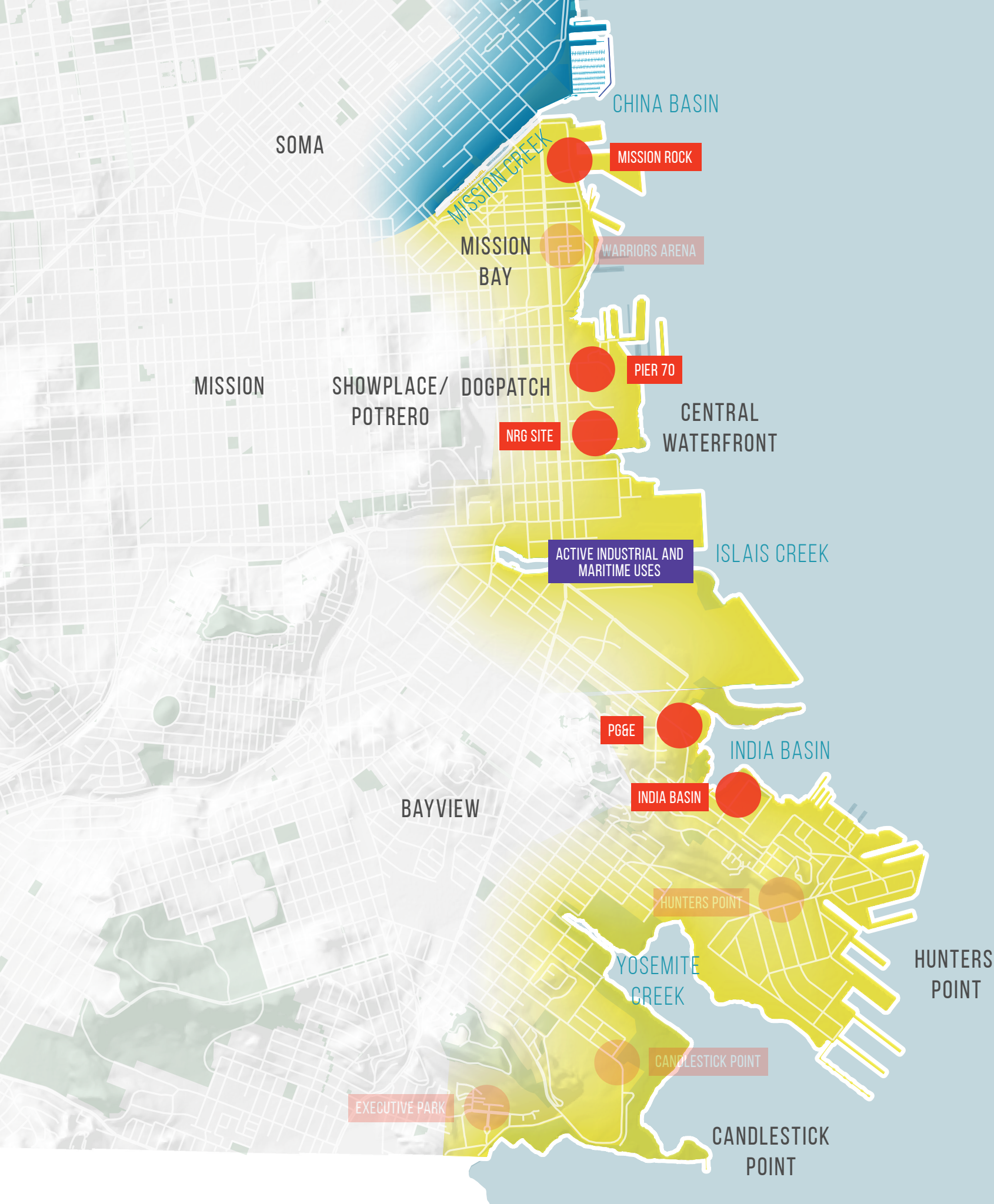
New households will include a mixture of rental apartments and for-sale condos

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



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.

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.**



ORGANIC ABSTRACT

ADAPTING TO SEA LEVEL RISE

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

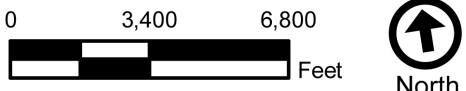
*The City is
committed
to protecting
shoreline
communities from
rising sea levels.*

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



Legend
— Sea Level Rise Vulnerability Zone

SLR Vulnerability Zone (Note: blue line marks end of century, upper range projection with no action)

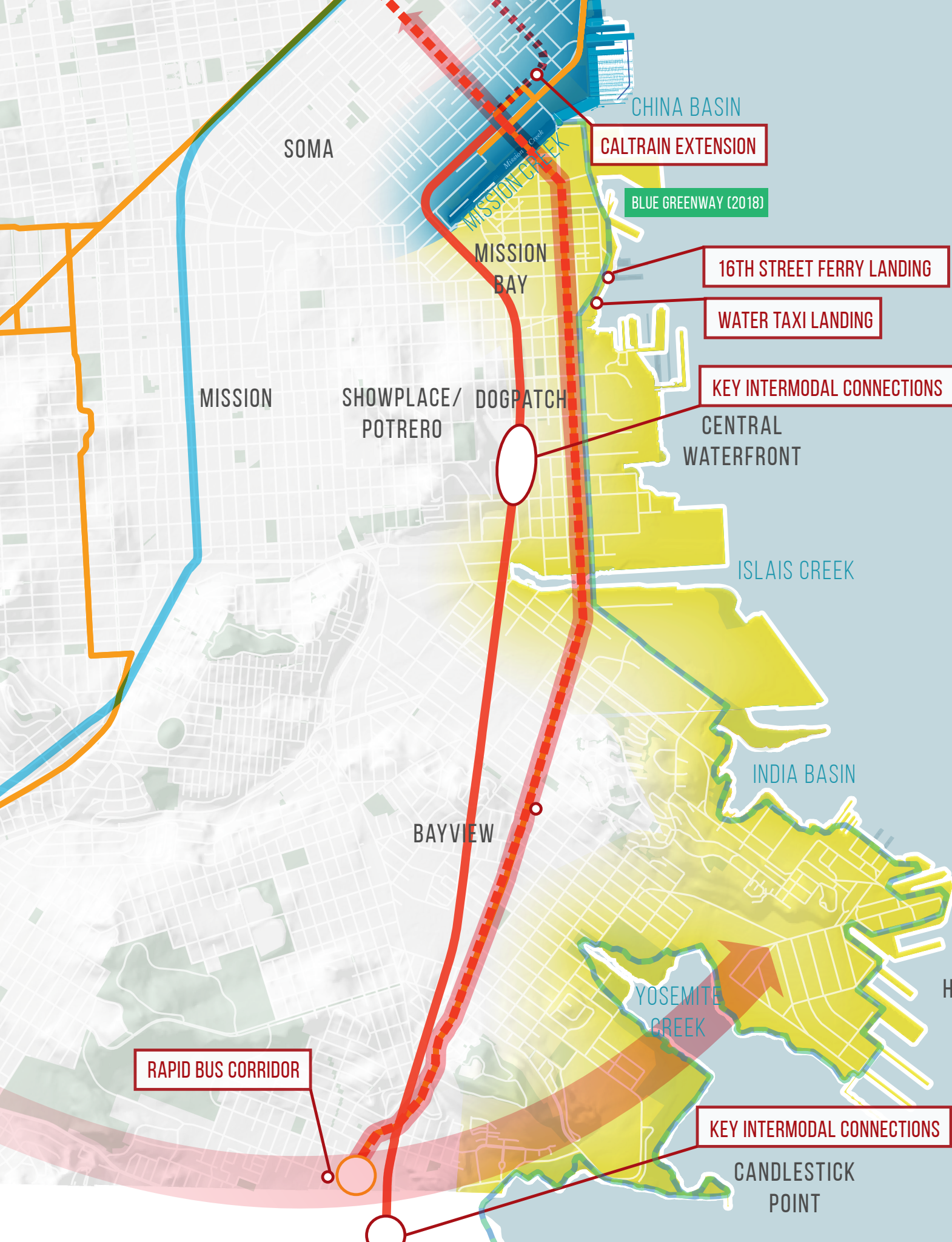




FERRY TERMINAL 2020
EXPANSION + CLEAN FUEL
FERRIES (2017)

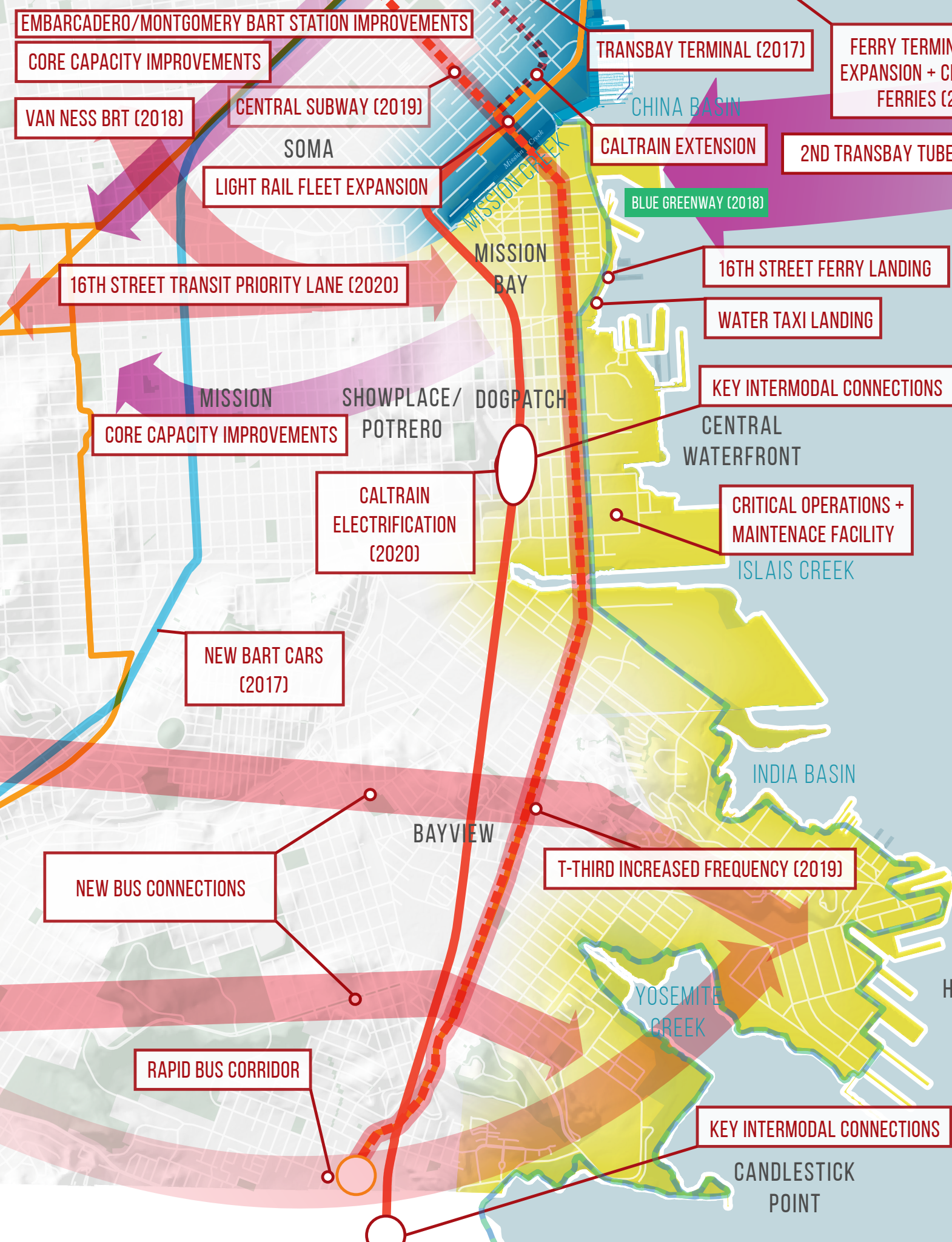
ADDRESSING TRANSPORTATION DEMAND *2016 - 2020*

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.



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.



ADDRESSING TRANSPORTATION DEMAND *2030 & Beyond*

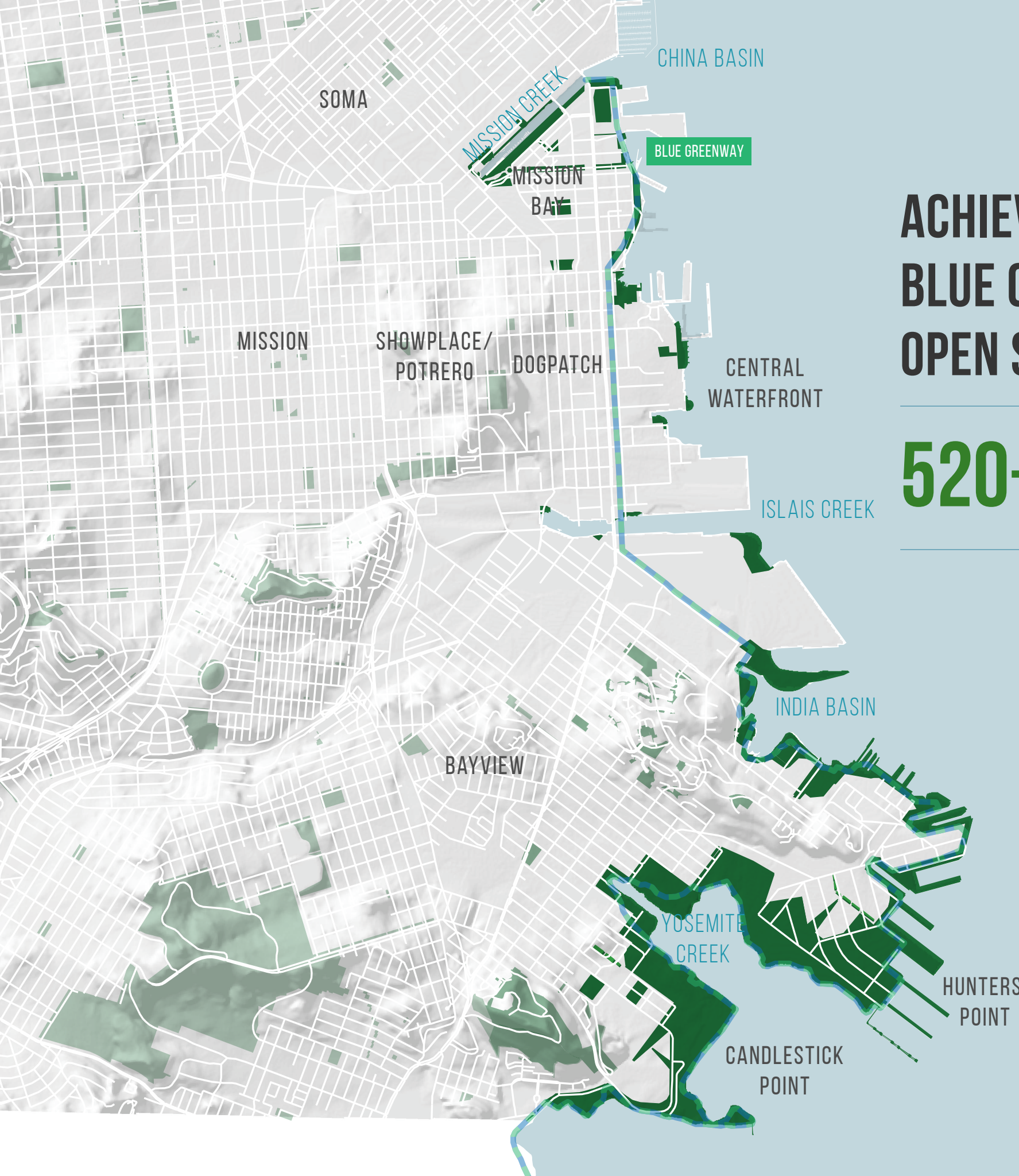
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FOCUSING TRANSPORTATION INVESTMENT

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.

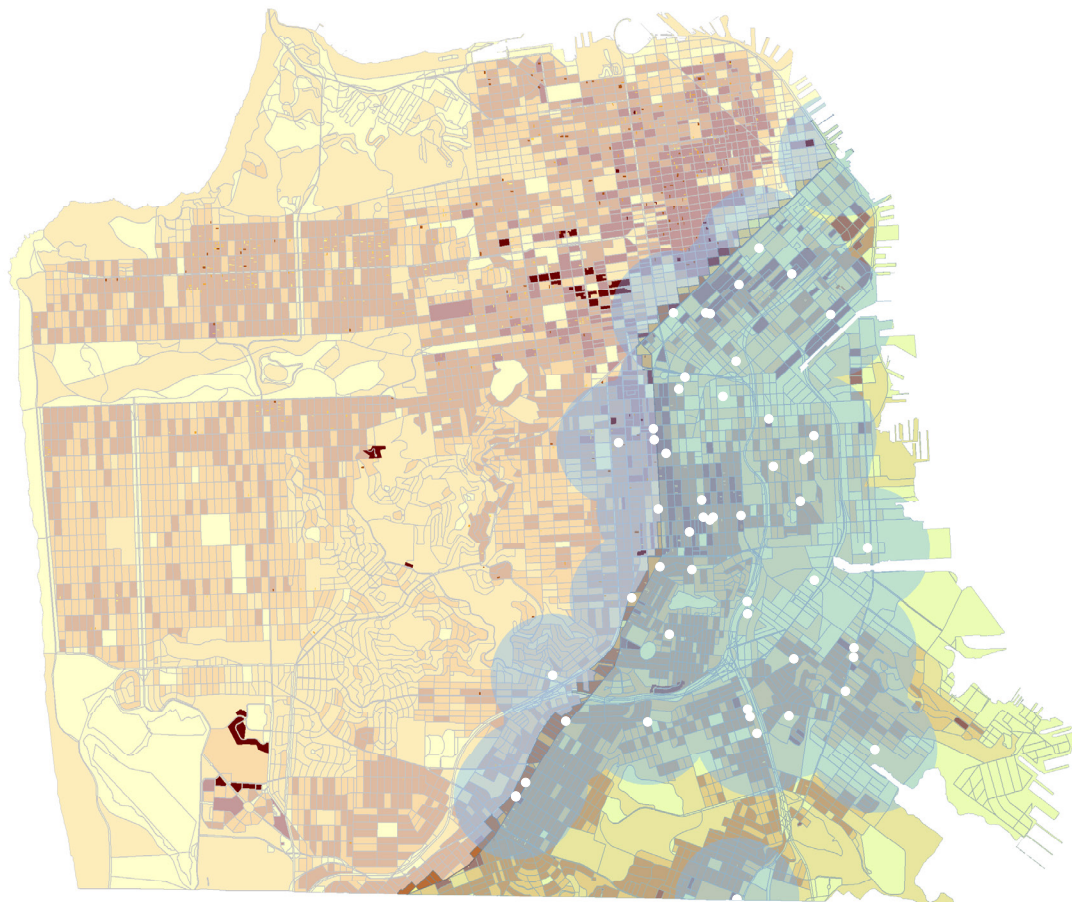
FOSTERING SUSTAINABLE COMMUNITIES

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.

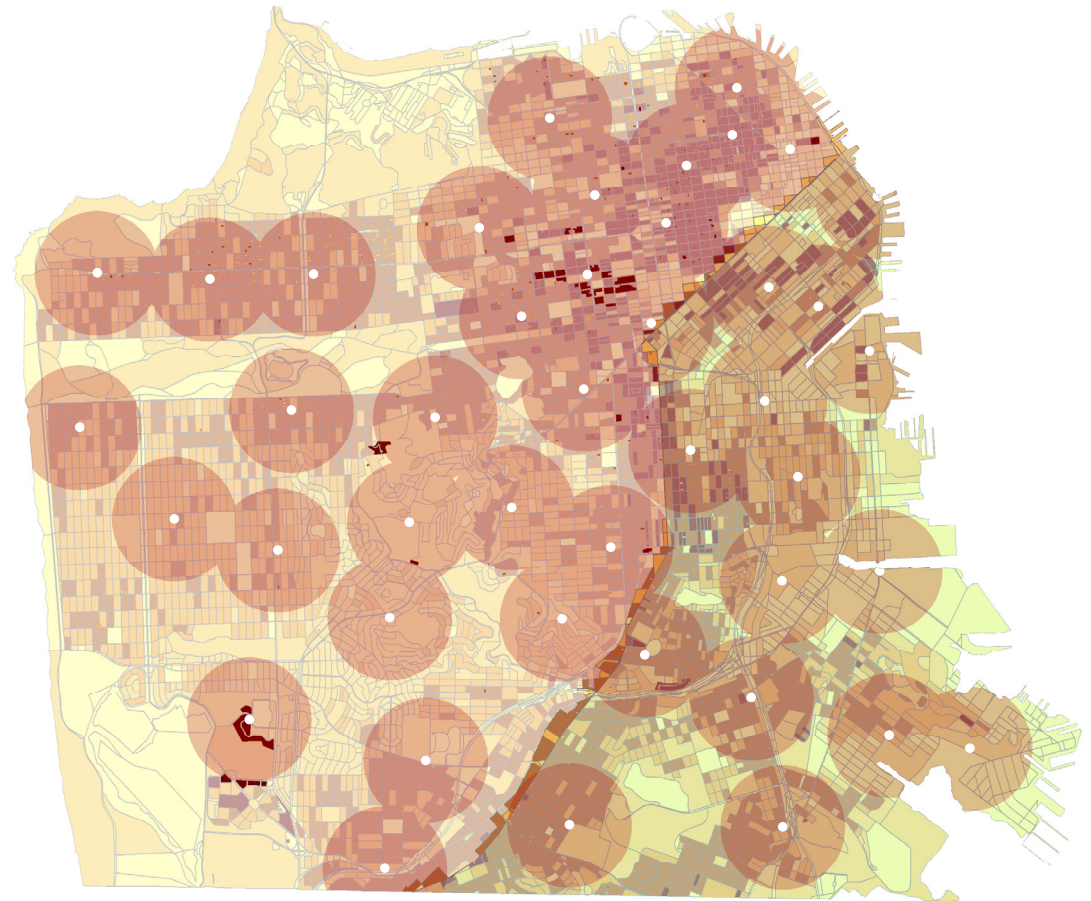


COMMUNITY FACILITIES

GROCERY



FIRE



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.

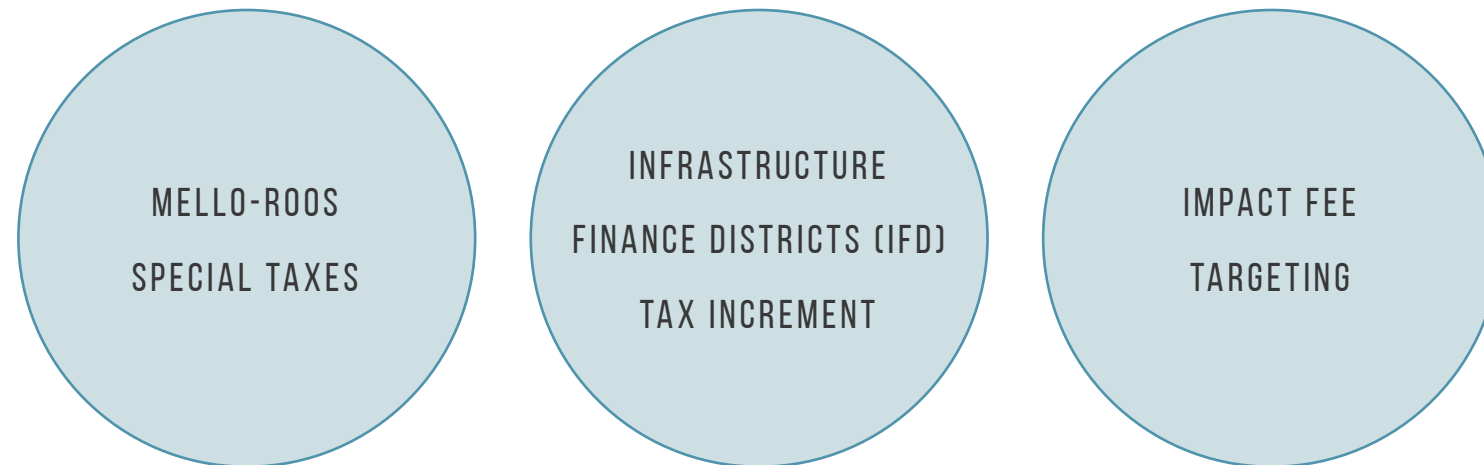
ECONOMIC AND WORKFORCE DEVELOPMENT



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.

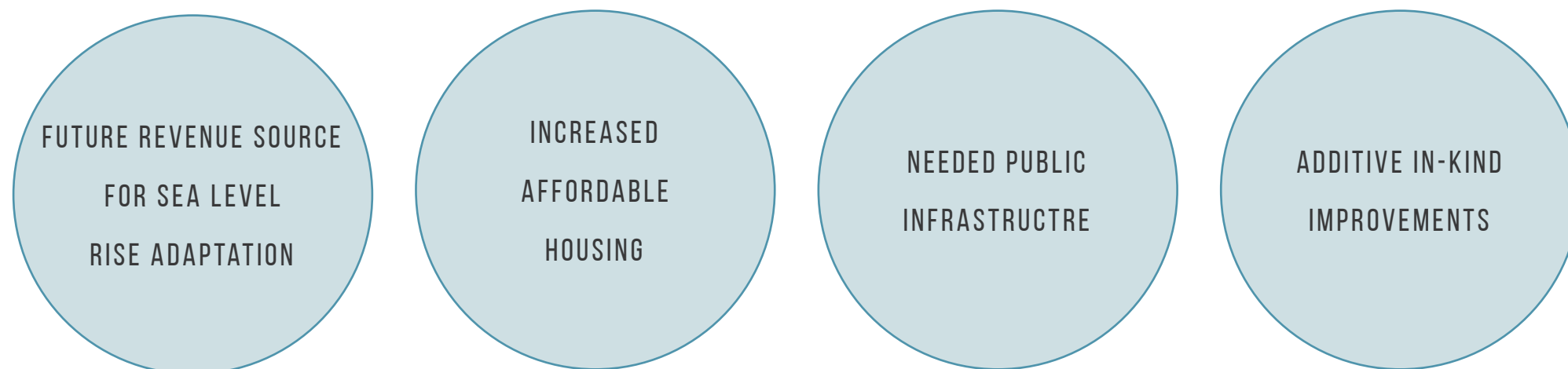
HOW CAN WE GROW THIS INVESTMENT FOR LOCAL COMMUNITIES?

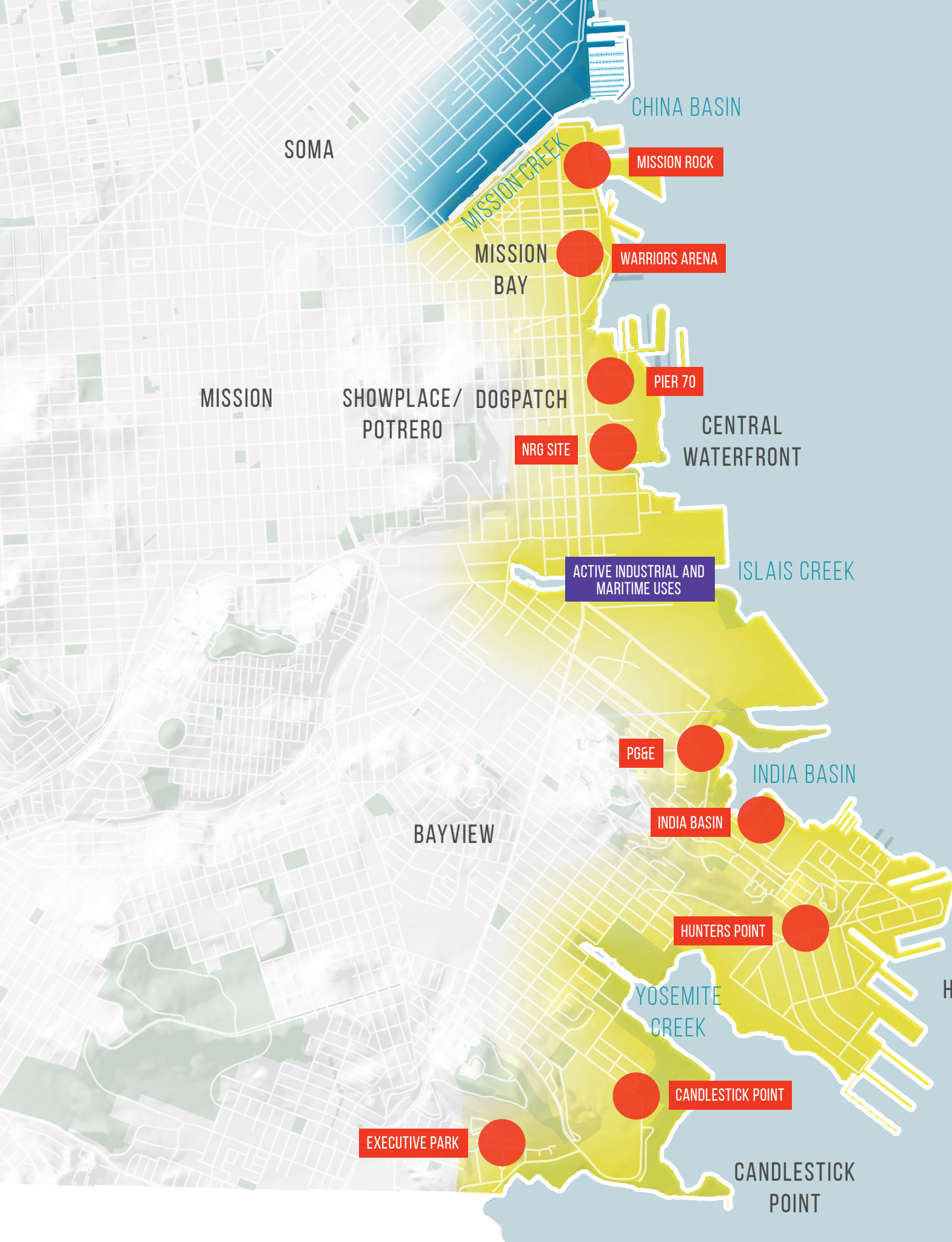
Public and private project investments will be leveraged to provide community benefits through the use of creative public finance tools:



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:





SOUTHERN BAYFRONT

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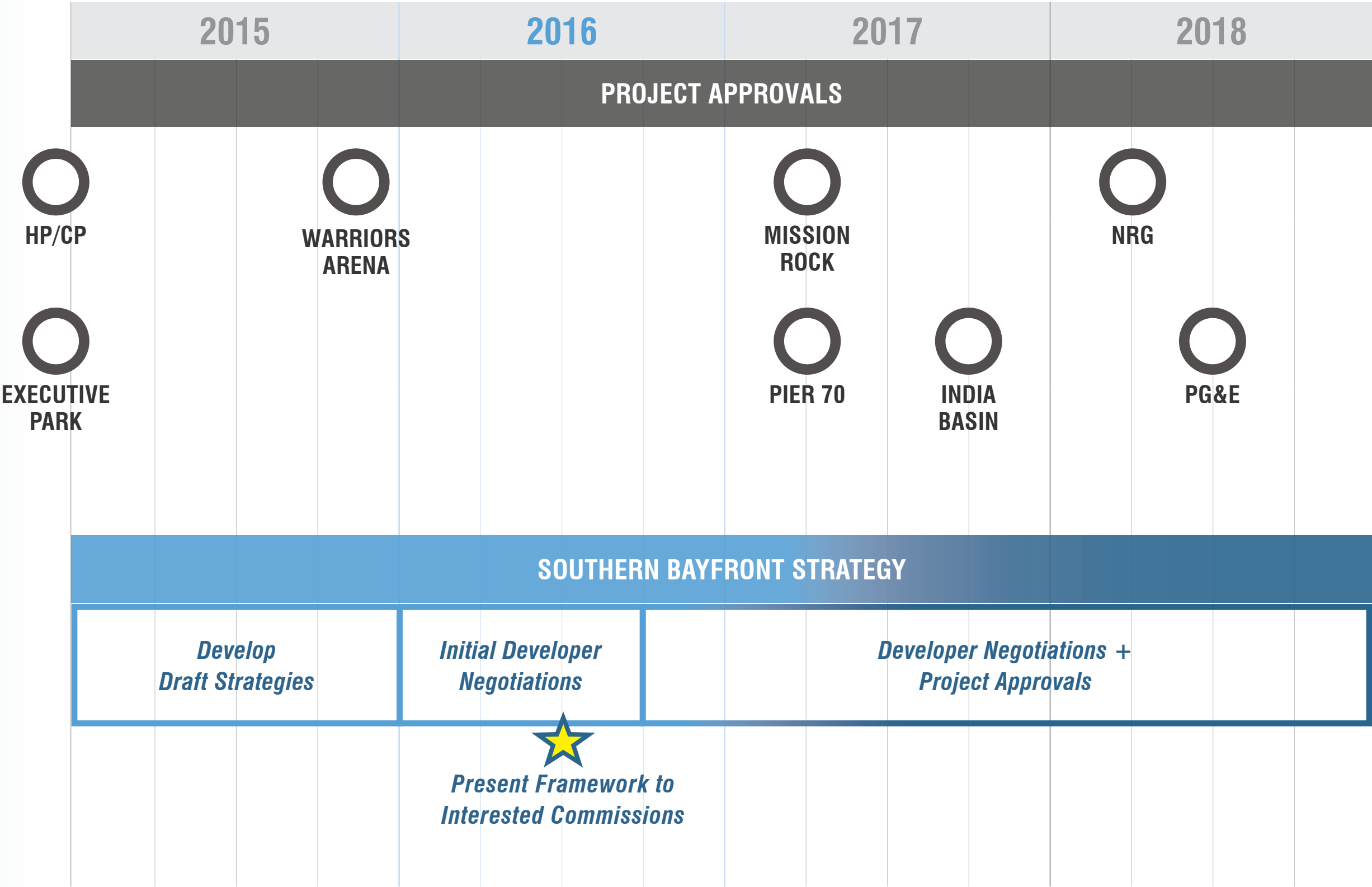
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APPROVALS TIMELINE



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*](https://oewd.org/southernbayfront)