



# IMPLEMENTING THE EASTERN NEIGHBORHOODS PLAN



SAN FRANCISCO  
**PLANNING**  
DEPARTMENT

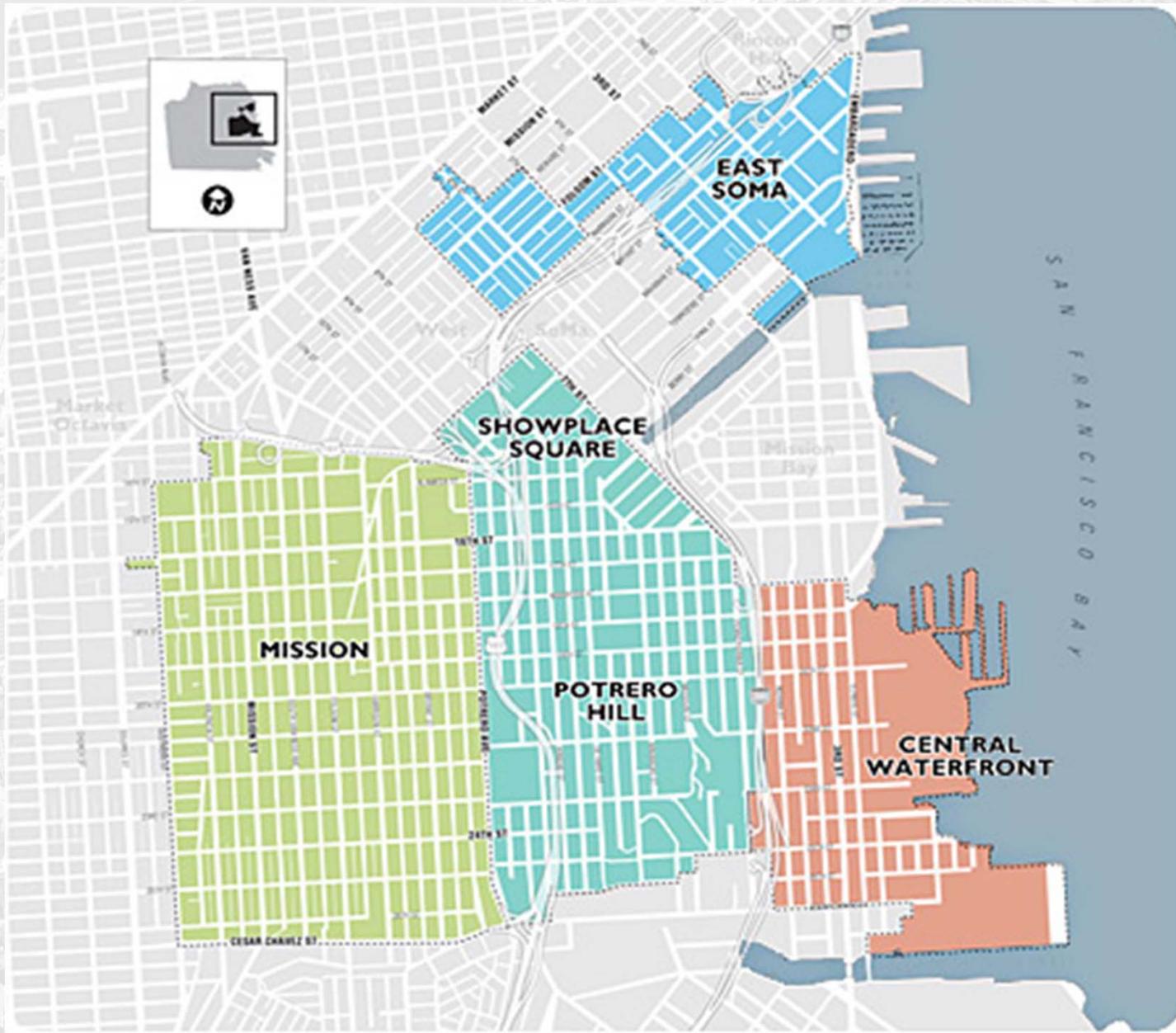
SPUR LUNCHTIME FORUM | OCTOBER 17, 2011

# Agenda

- About the Eastern Neighborhoods
- Implementing Development Projects
- Implementing Infrastructure Projects
- Initial Assessment of the Plan

# About the Eastern Neighborhoods

- Completed December 2008
- Process took ~10 years
- Meant as a 20-year vision
- Covered a huge area



# Key Principles

- People and Neighborhoods
  - Encourage new housing at appropriate locations and make it as affordable as possible to a range of City residents
  - Plan for transportation, open space, community facilities and other critical elements of complete neighborhoods
- Economy and Jobs
  - Reserve sufficient space for production, distribution, and repair activities, in order to support the city's economy and provide good jobs for residents
  - Take steps to provide space for new industries that bring innovation and flexibility to the city's economy

# Key Strategies

- Create more area for housing
- Strengthen industrial areas
- Tweak rules to support urban living
- Create “complete neighborhoods”
- Expedite the process

# Implementing Development Projects

- EN Pipeline
  - What is it?
  - When does it end?
  
- Approved Projects
  - Processes
  - Case Study
  
- Trends for Future Projects

## EN Pipeline

- Began with approximately 40 projects (pre-EN adoption)
  - Excludes projects that “needed” EN (i.e. Daggett)
- 6 projects have been approved as pipeline projects
- 6 projects are still under review in the pipeline
  - Limited time to complete review (i.e. 1<sup>st</sup> Quarter 2012)
- Some projects voluntarily became “full” EN projects
- The remaining projects were withdrawn or canceled

## Approved Projects

- Many small-medium projects approved “as of right” under EN (i.e. no Planning Commission hearing)
- Bigger projects require “Large Project Authorization”
  - Similar to a “Planned Unit Development” (PUD)
  - Appealed to the Board of Appeals, not the BoS
- Case Study: 900 Folsom Street

# 900 Folsom St

- 269 Dwelling Units
- 221 Parking Spaces
- 4,100sf Comm. Space

•260 5<sup>th</sup> St



# EN Features – 900 Folsom St



Vertical Architectural Element

Taller Ground Floor

# EN Features – 900 Folsom St

Mass Reductions

Corner Emphasis



# EN Features – 900 Folsom St

Mass Reductions



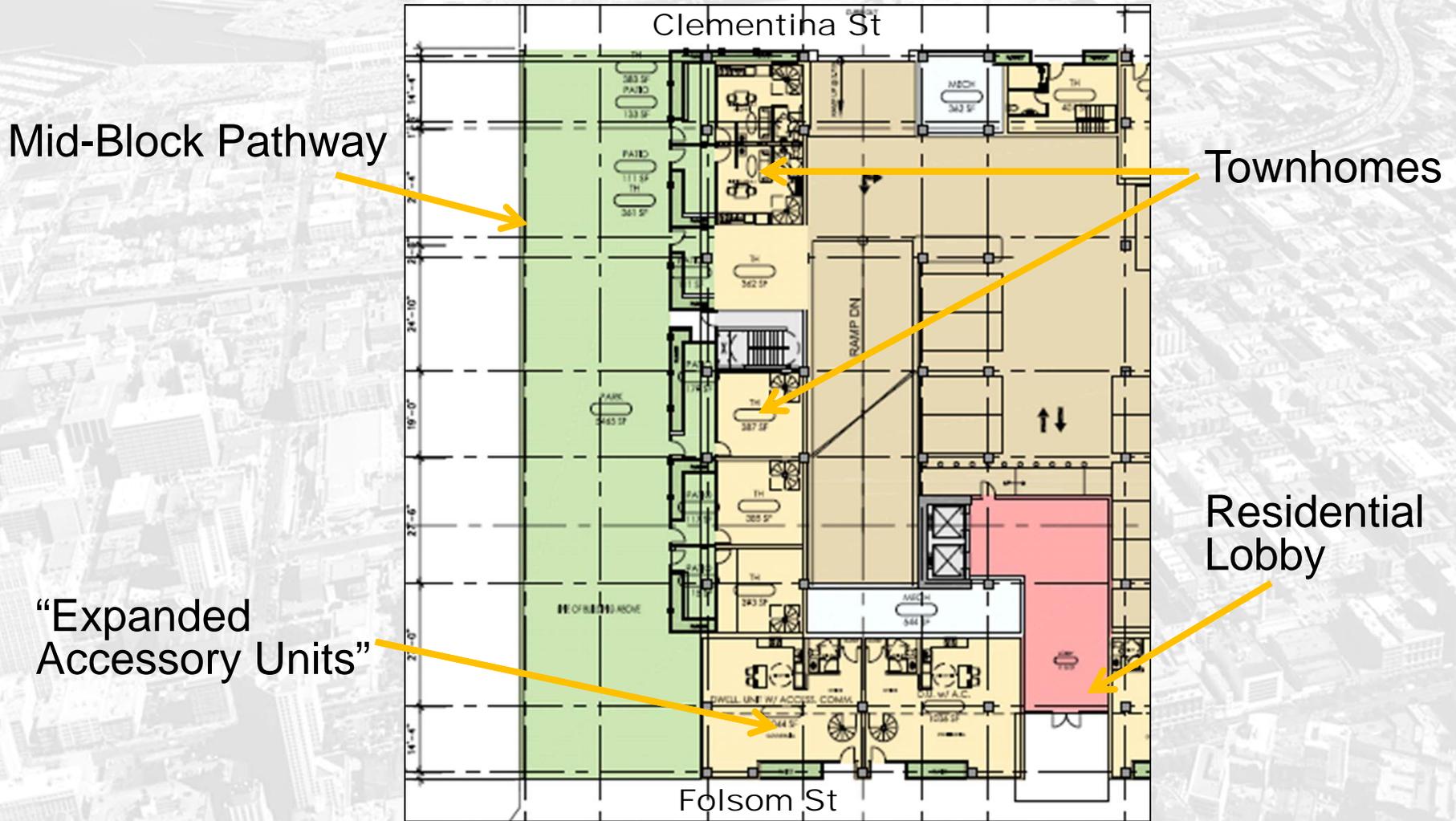
# EN Features – 900 Folsom St



Mid-Block Pathway

“Expanded Accessory Units”

# EN Features – 900 Folsom St



# EN Features – 900 Folsom St



Alley Height Protection



# EN Features – 900 Folsom St

Alley Height Protection



# Trends for Future Development Projects

- “Expanded Accessory Units”
- Density/Height Relationships
  - “Affordable by Design”
- Bedroom Design (Quality vs. Quantity)
- Offices in Historic Buildings
- Continued Parking Issues
- PDR, IPDR, and Retail Relationships
- In-Kind Agreements

# Implementing Infrastructure Projects

- Subsequent planning efforts
- Creation of a Plan Implementation Team
- Creation of the IPIC
- Creation of the EN CAC

# Subsequent Planning Efforts (part 1)

- Zoning and Heights
  - Mission Street Heights Study
  - Central Corridor Plan
  
- Streetscape and Open Space
  - 17<sup>th</sup> and Folsom Park
  - Showplace Square Open Space Plan
  - Mission Streetscape Plan

## Subsequent Planning Efforts (part 2)

- Transportation
  - EN TRIPS
  - Lots of other efforts that include the EN (e.g., SFPARK, TEP)
- Historic Resources
  - Four Historic Preservation Surveys
- Design
  - Ground Floor Residential Design Guidelines

# Creation of the Plan Implementation Team

- To ensure implementation of our recent plans:
  - Eastern Neighborhoods,
  - Market & Octavia,
  - Balboa Park,
  - Rincon Hill
  
- Focused on creation of infrastructure
  - Spending of impact fees
  - Management of In-Kind Agreements

## Creation of the IPIC – Interagency Plan Implementation Committee

- Consists of Capital Planning Committee (Controller's Office), TA, MTA, Rec Park, DCYF, DPW, OEWD, MOH, and the Library
- Facilitated by Planning
- Goal: get priority capital projects into agency workplans

# Creation of the EN CAC – Eastern Neighborhoods Citizens Advisory Committee

- Ensures ongoing community engagement
- Meets monthly
- 19 members
  - 8 Mayoral-appointed
  - 11 Board-appointed
  - (includes 4 W SoMa reps)
- Focused on prioritizing capital expenditures, including
  - In-Kind Agreements
  - Impact fee expenditures

# Initial Assessment of the Plan

Principle: Encourage new housing at appropriate locations and make it as affordable as possible to a range of City residents

## Result

- Housing focused in areas well-served by transit
- More affordable than elsewhere - but still a critical issue

# Initial Assessment of the Plan

Principle: Plan for transportation, open space, community facilities and other critical elements of complete neighborhoods

## Result

- Planning occurring through secondary planning efforts
- Allocated \$6.6 million for improvements
  - \$2.42 million towards park at 17<sup>th</sup> and Folsom
  - \$1.88 million towards park on Daggett St. near 7<sup>th</sup> and 16<sup>th</sup> Sts.
  - \$1.9 million for childcare at 3<sup>rd</sup> St. near 19<sup>th</sup>
  - \$300,000 for streetscape improvements on Clementina Alley between 4<sup>th</sup> and 6<sup>th</sup> Streets
- Working with the IPIC to integrate priorities into agency capital plans

# Initial Assessment of the Plan

Principle: Reserve sufficient space for production, distribution, and repair activities, in order to support the city's economy and provide good jobs for residents

## Result

- PDR districts allows PDR businesses to invest in their facilities
- Notable victories, such as Heath Ceramics coming to the NE Mission
- Still issues around viability of manufacturing in SF (and the US!)

# Initial Assessment of the Plan

Principle: Take steps to provide space for new industries that bring innovation and flexibility to the city's economy

## Result

- Focus tech companies in mid-Market and Central Corridor
- IPDR - not proving successful
- TBD - what are the companies of the future?

# Two-Way Q & A

- Ask us questions
- Share your own perspective



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