

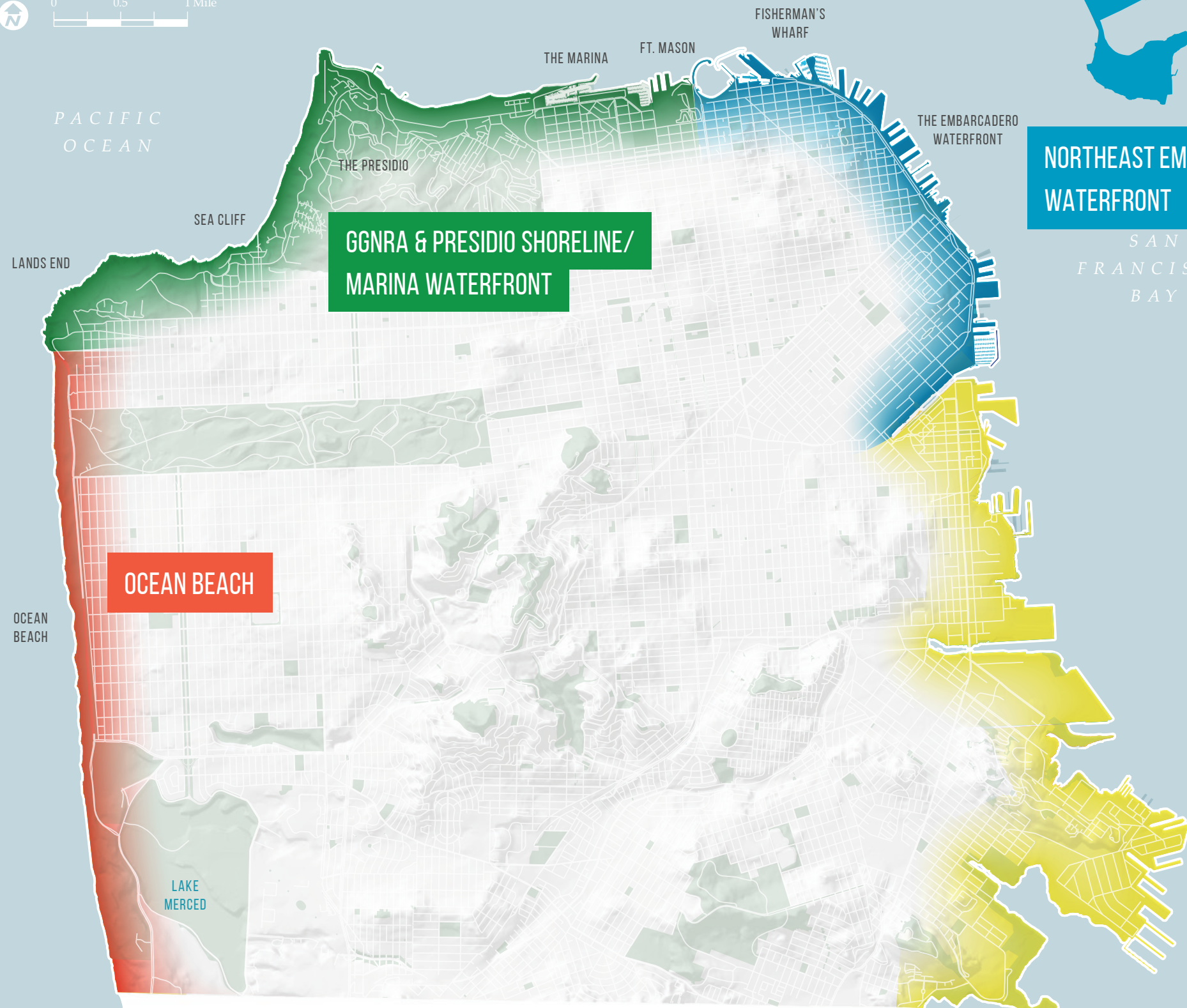
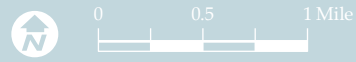


THE SOUTHERN BAYFRONT

GUIDING COMMUNITY AND
CITYWIDE INVESTMENT

PRESENTATION TO
SPUR
JULY 5, 2016

THE SAN FRANCISCO WATERFRONT



NORTHEAST EMBARCADERO WATERFRONT

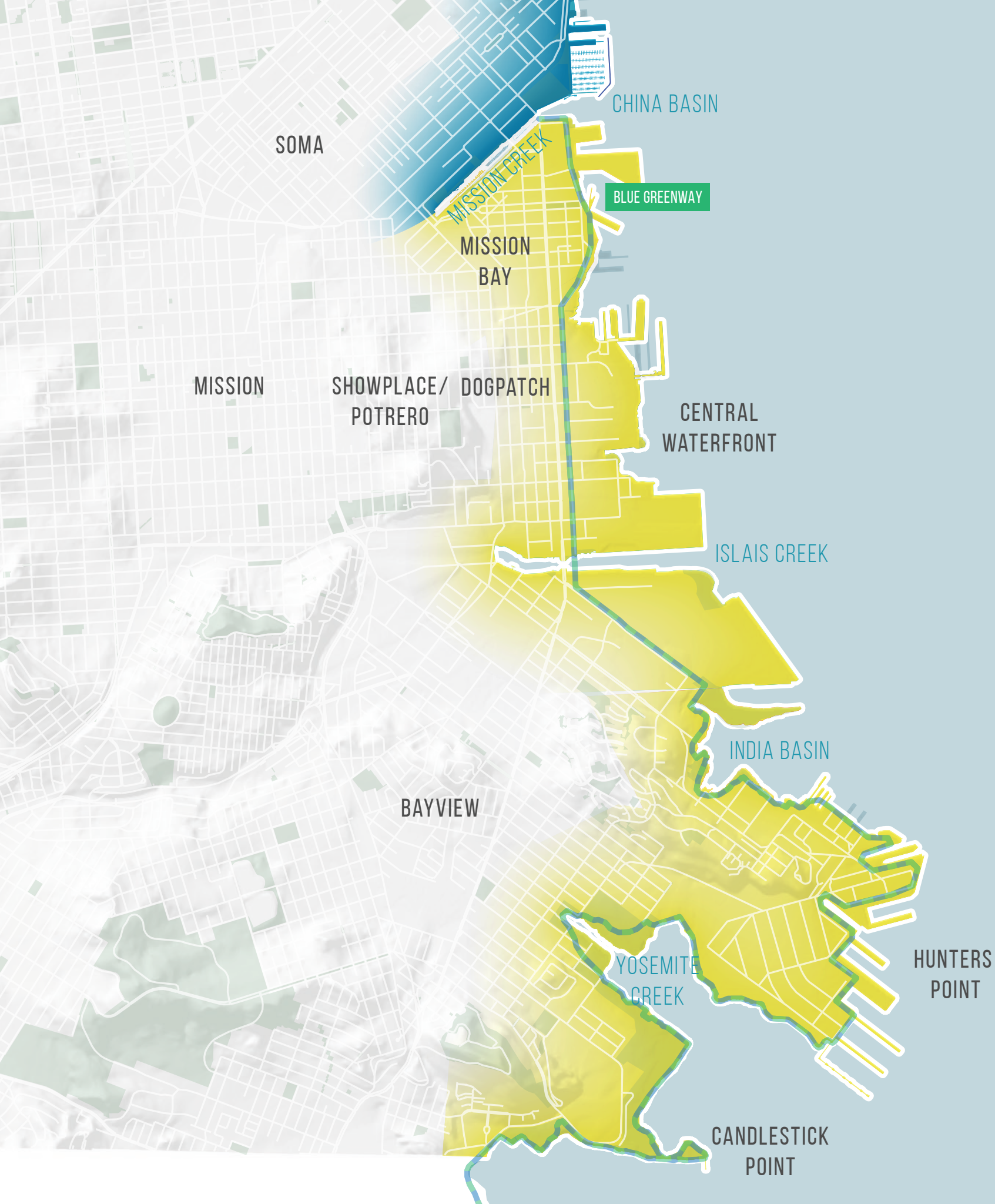
GGNRA & PRESIDIO SHORELINE/MARINA WATERFRONT

OCEAN BEACH

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

Focused strategies are needed for distinct stretches of the waterfront.

SOUTHERN BAYFRONT



SOUTHERN BAYFRONT

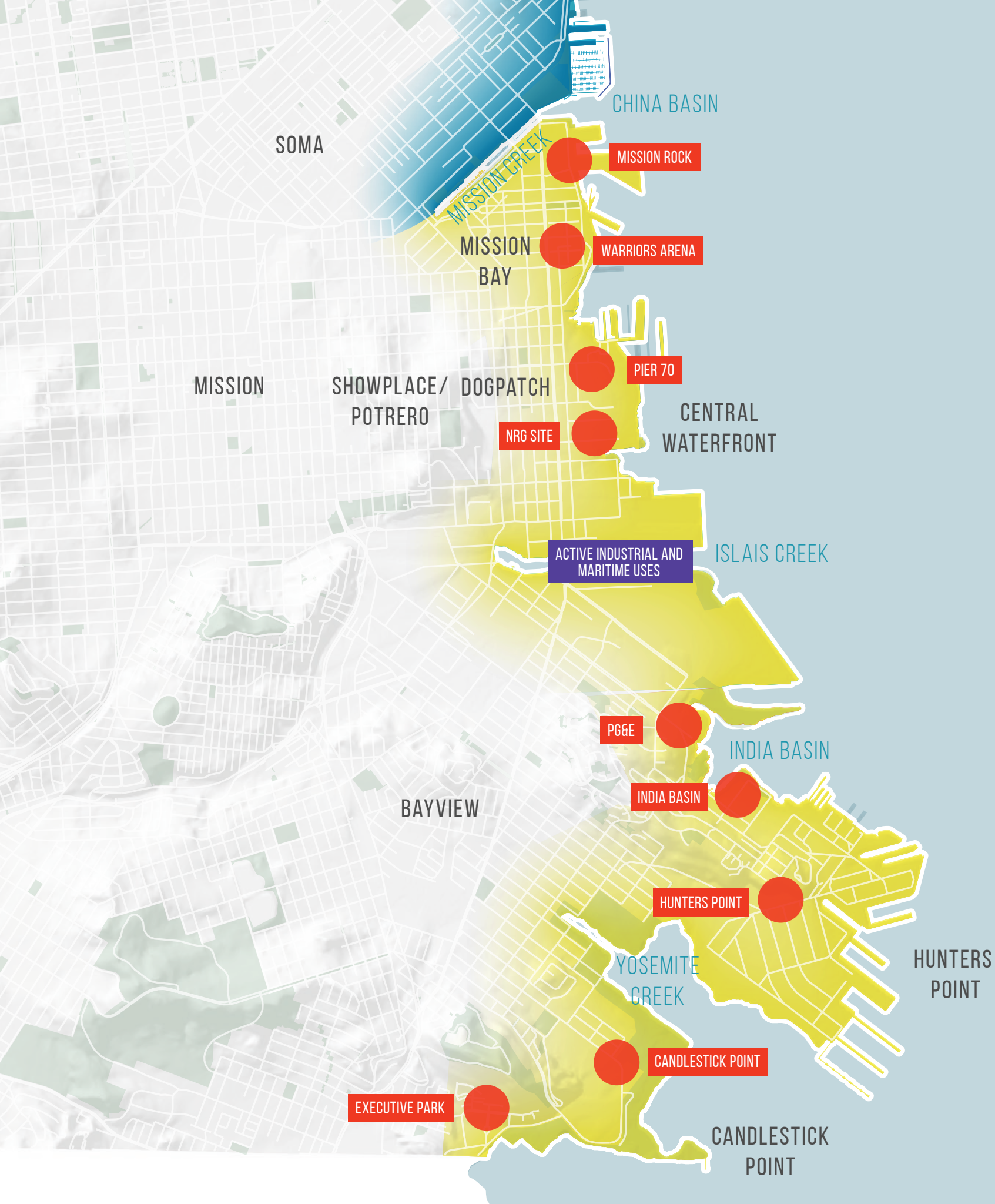
The Southern Bayfront is a collection of dynamic neighborhoods, vibrant communities, and a large and multi-faceted waterfront.

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

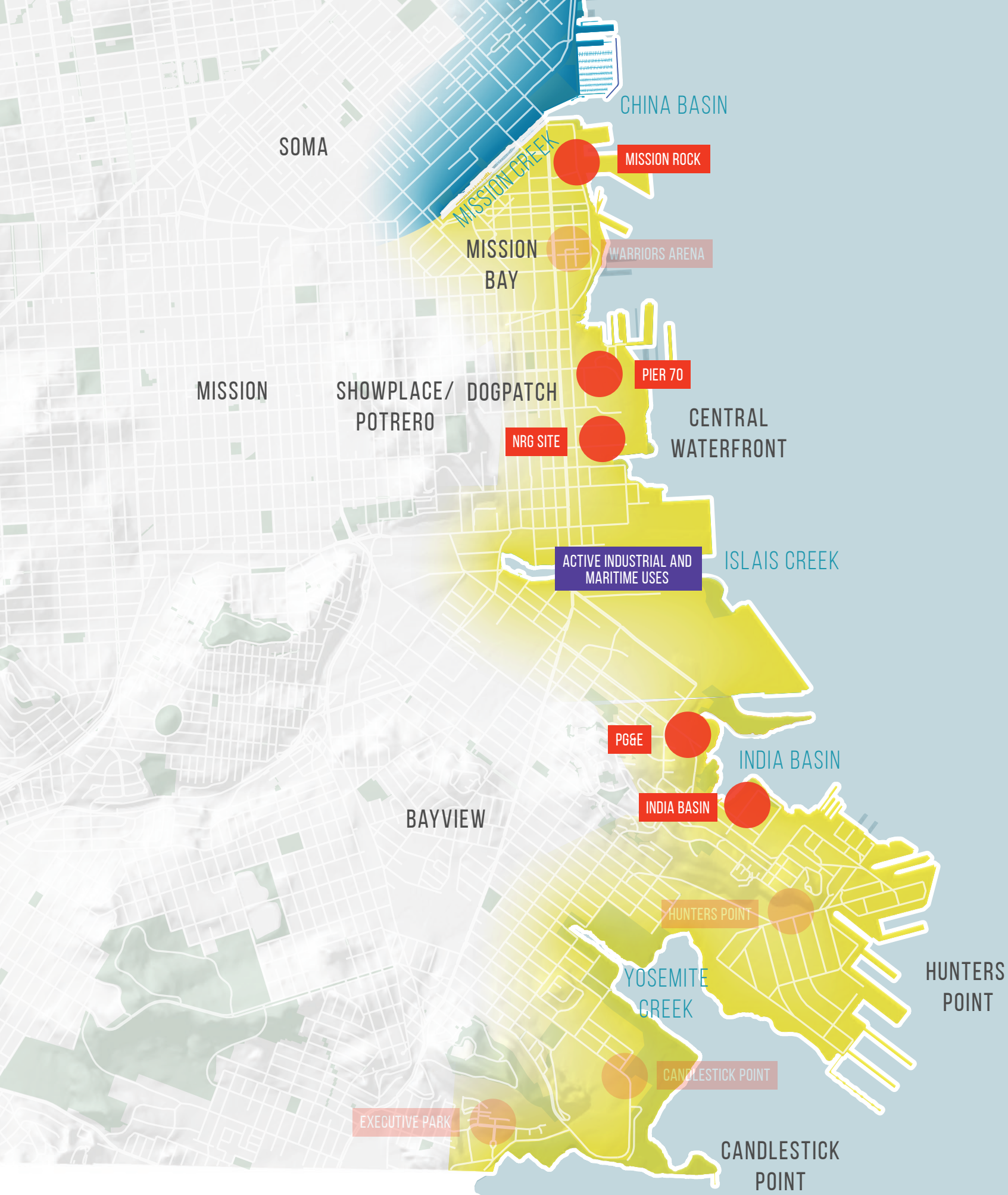
New households will include a mixture of rental apartments and for-sale condos

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.

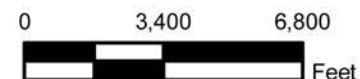
Proposed projects will protect vital sections of the waterfront and will be collaborators with City-led protection efforts over the long term.



Legend

Sea Level Rise Vulnerability Zone

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

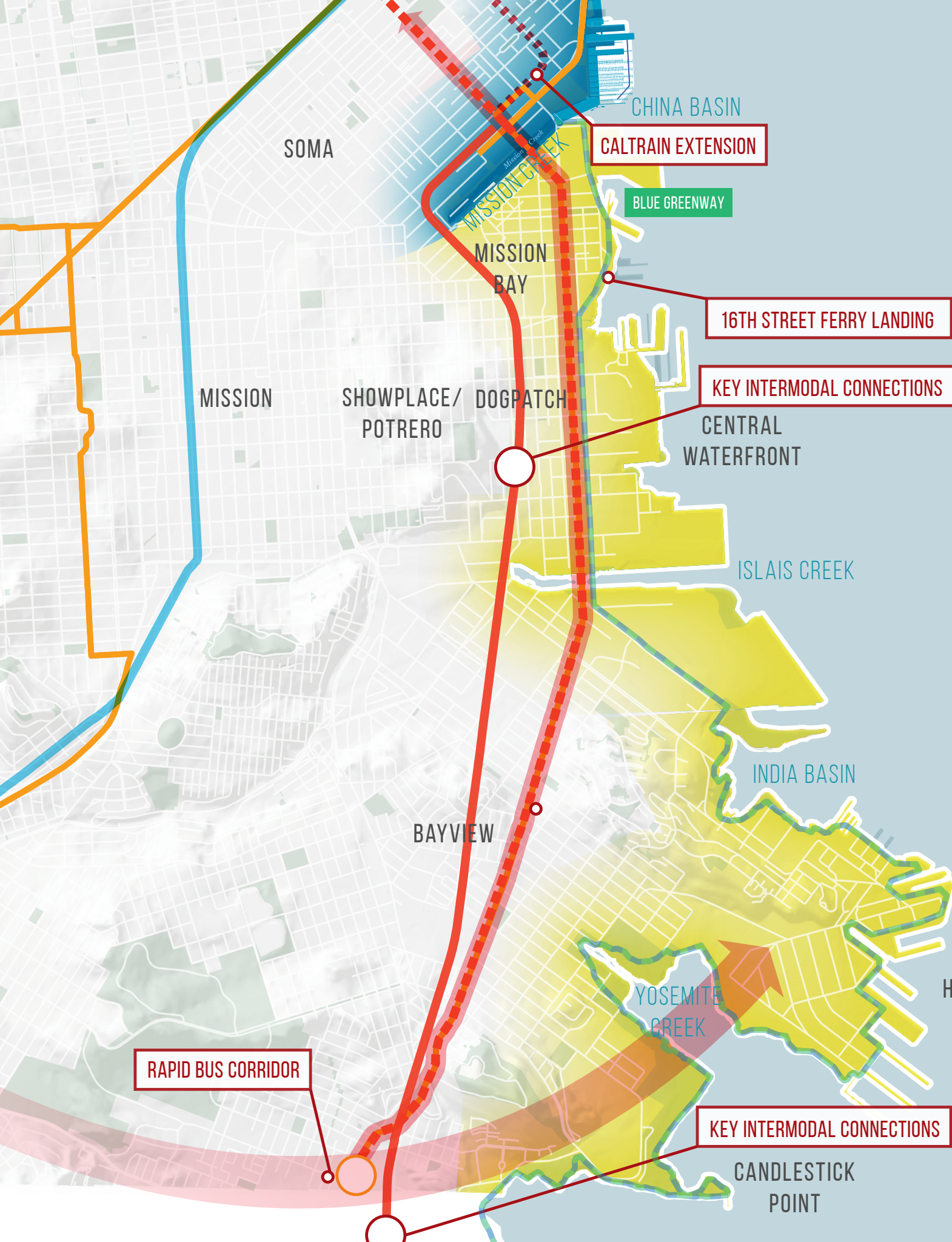




ADDRESSING TRANSPORTATION DEMAND

2016 - 2020

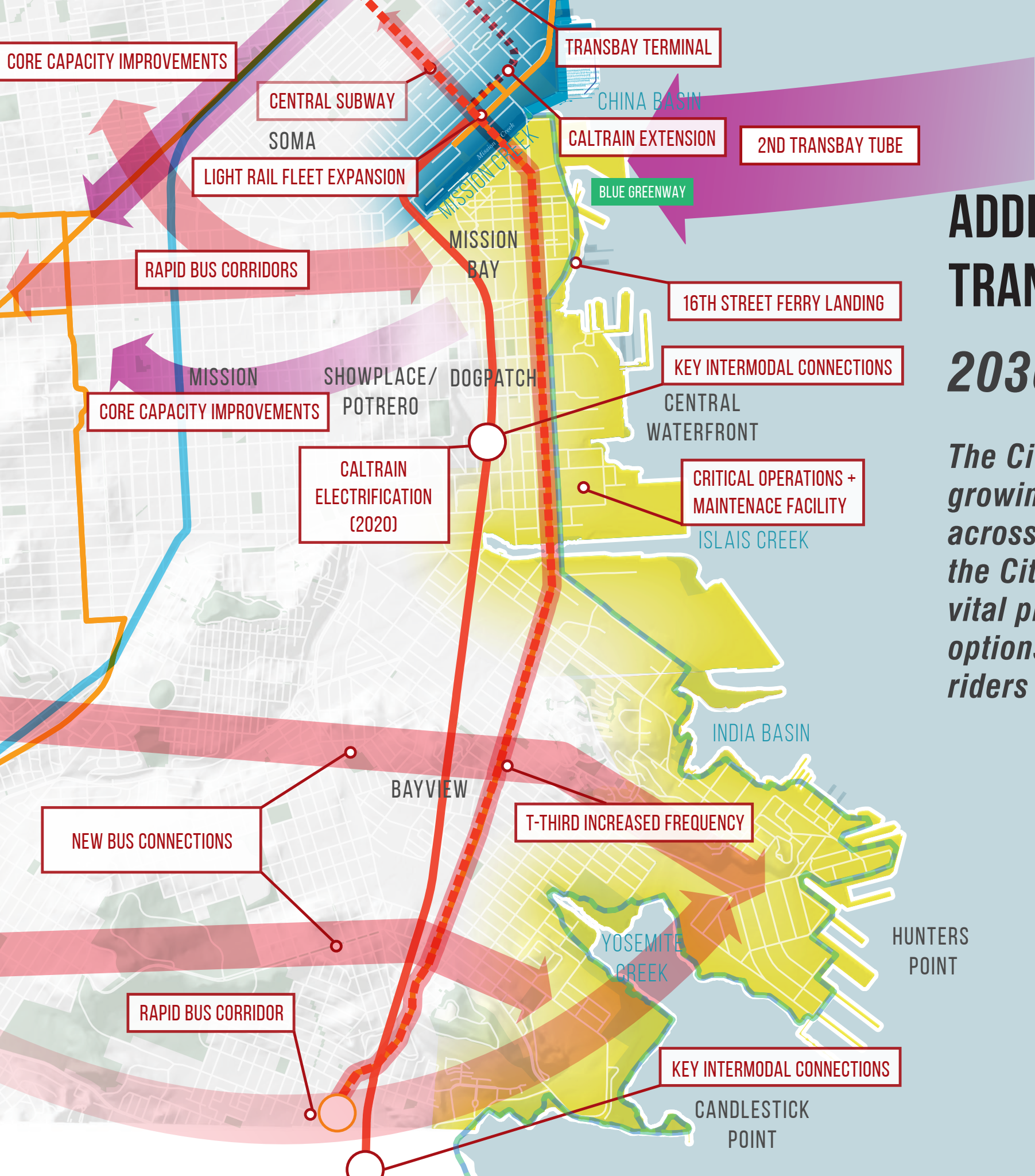
The City is working to meet the growing demand for transportation across the southeastern part of the City with the implementation of vital projects that will provide new options and greater capacity for riders as early as 2017.



ADDRESSING TRANSPORTATION DEMAND

2020 - 2030

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ADDRESSING TRANSPORTATION DEMAND *2030 & Beyond*

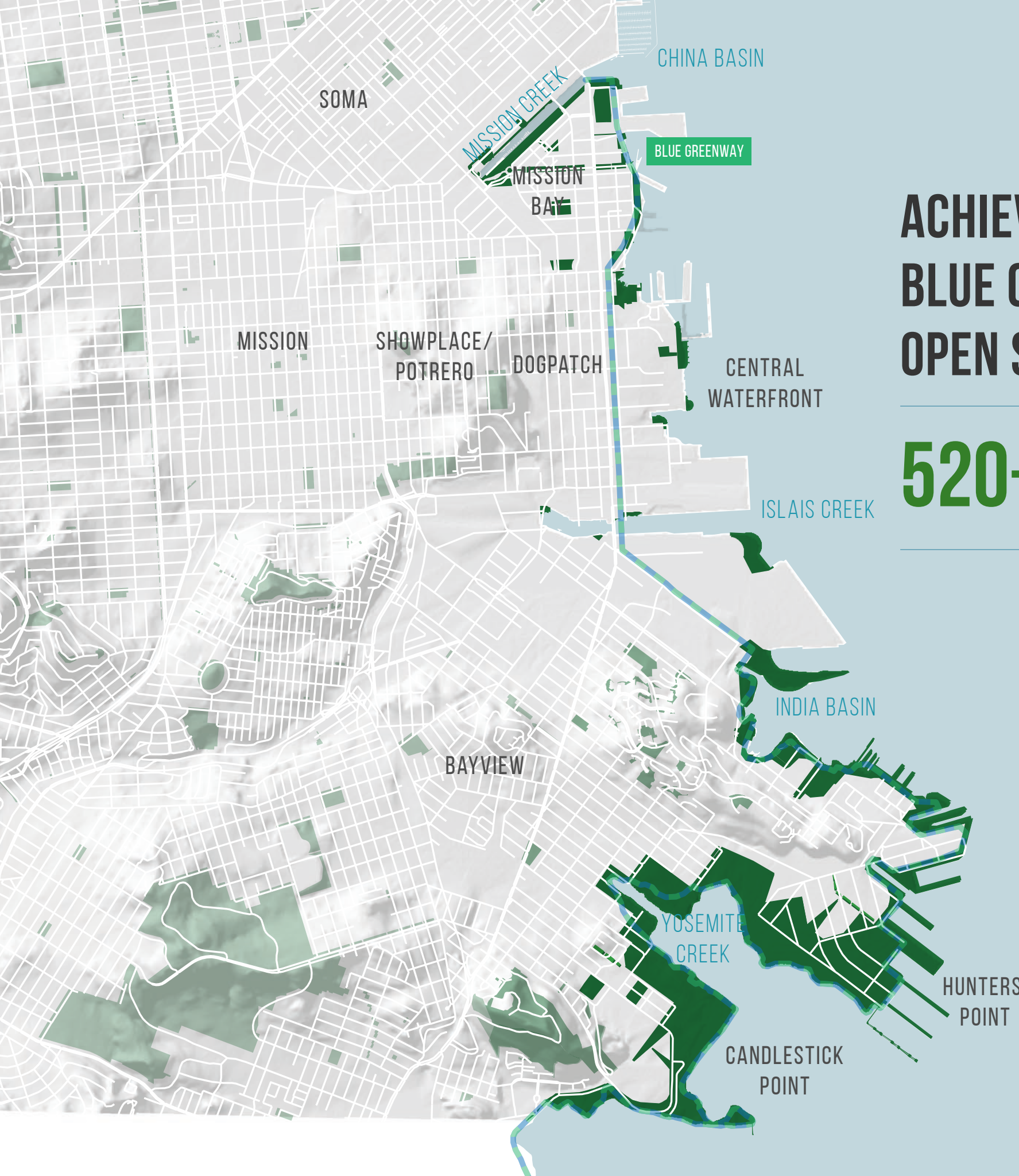
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FOCUSING TRANSPORTATION INVESTMENT

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.

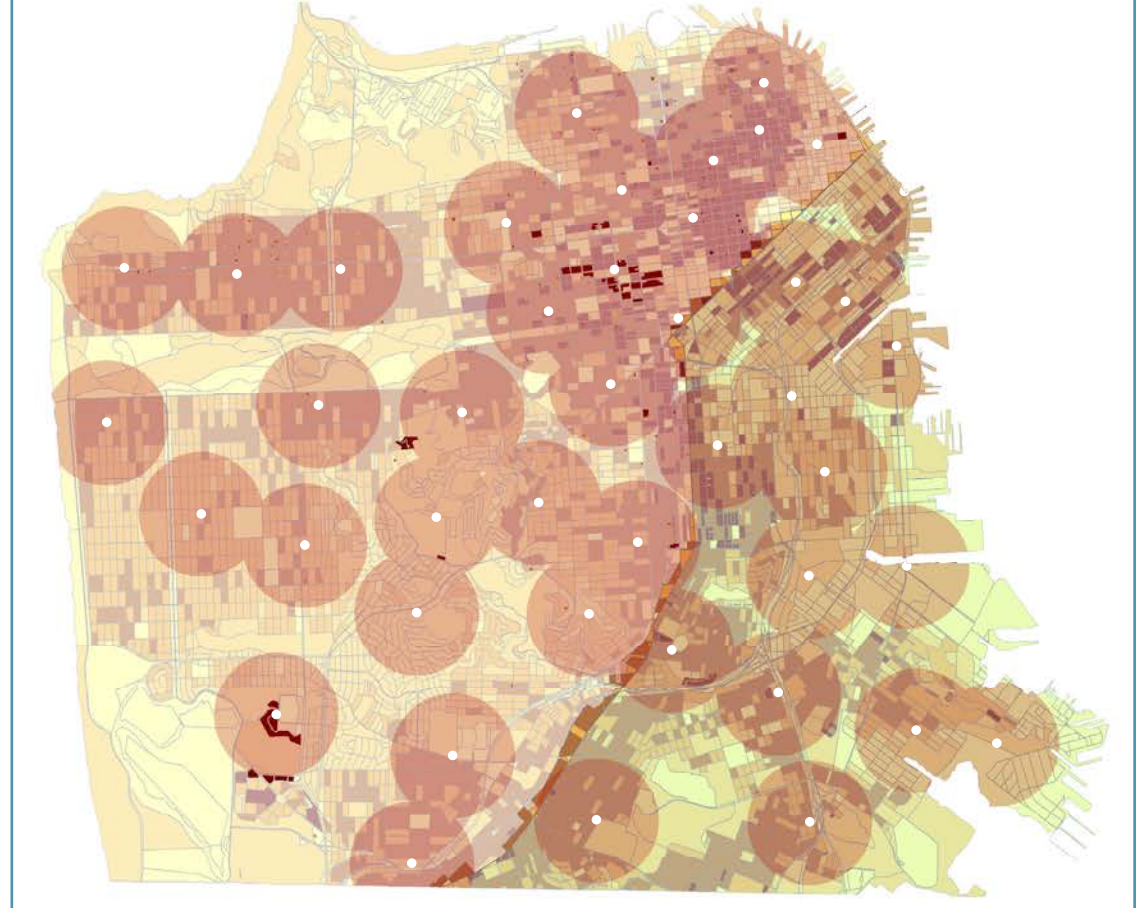


COMMUNITY FACILITIES

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.

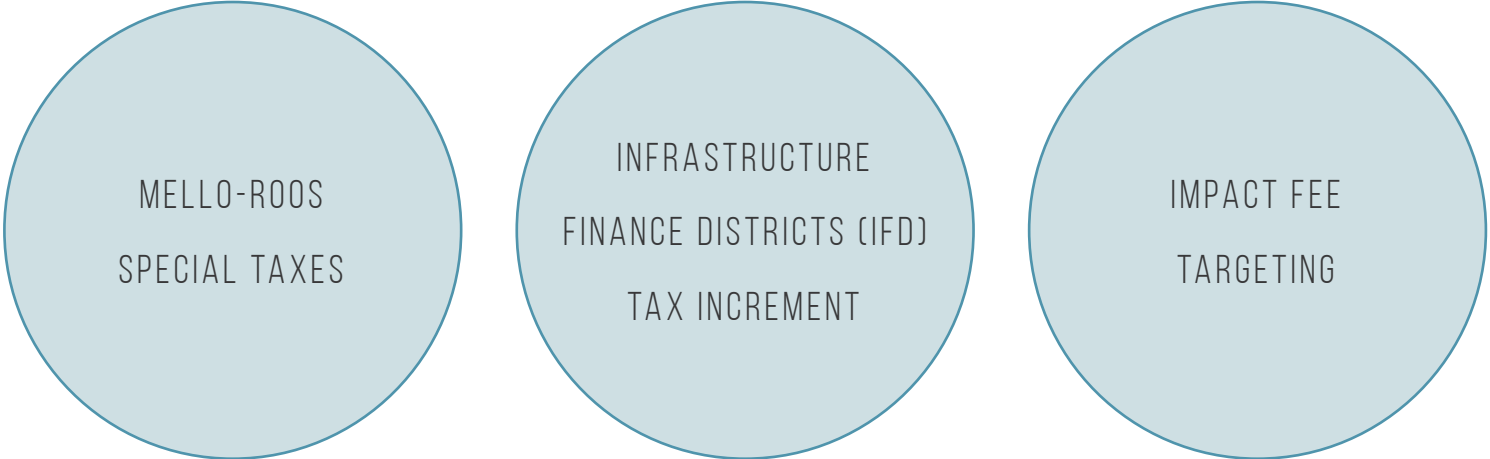
ECONOMIC AND WORKFORCE DEVELOPMENT



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.

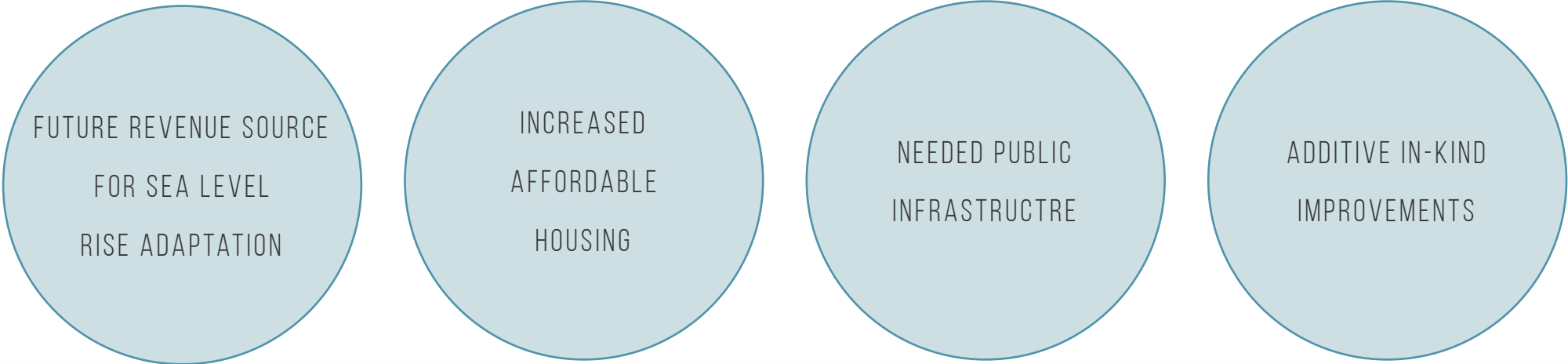
HOW CAN WE GROW THIS INVESTMENT FOR DISTRICT 10 COMMUNITIES?

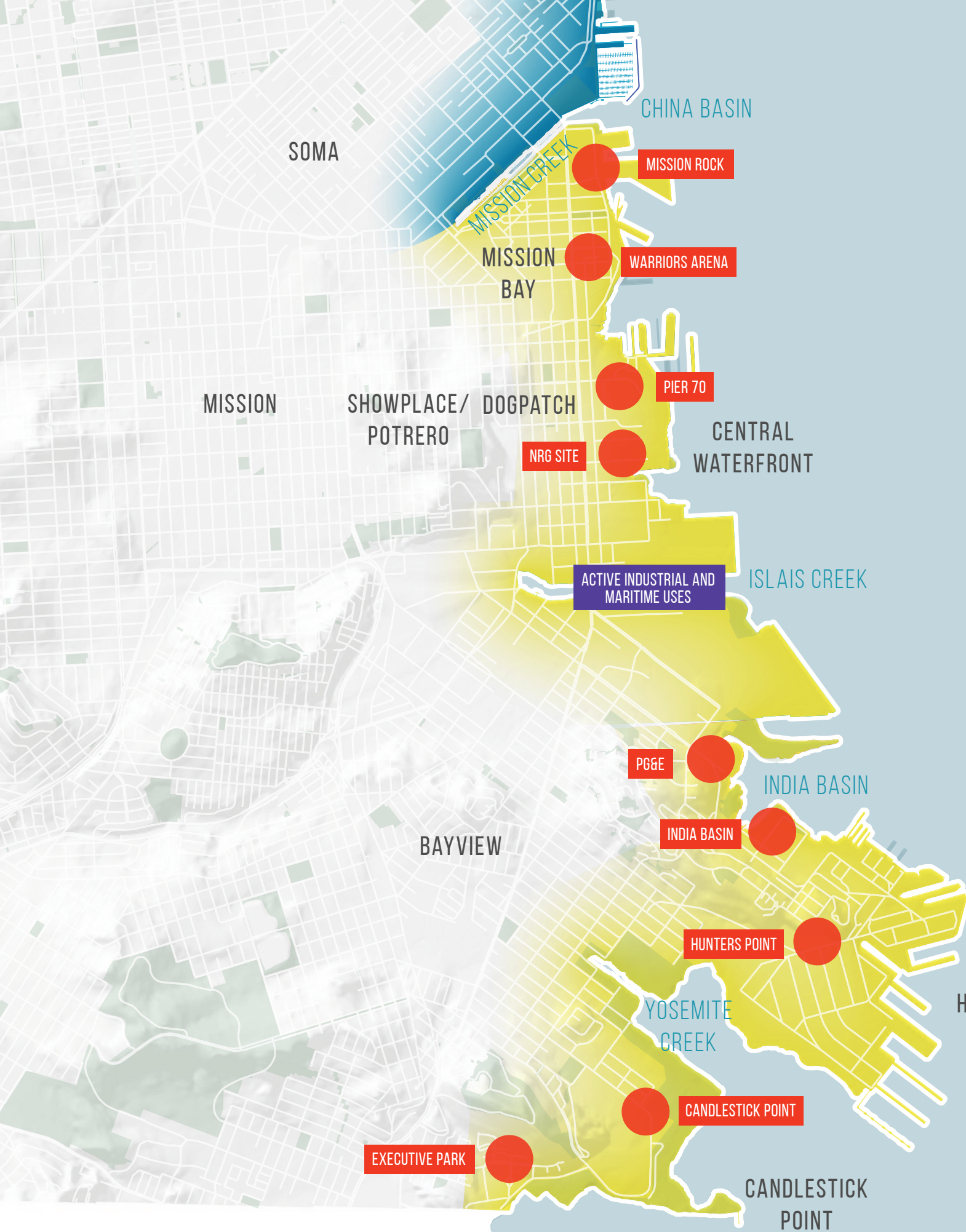
Public and private project investments will be leveraged to provide community benefits through the use of creative public finance tools:



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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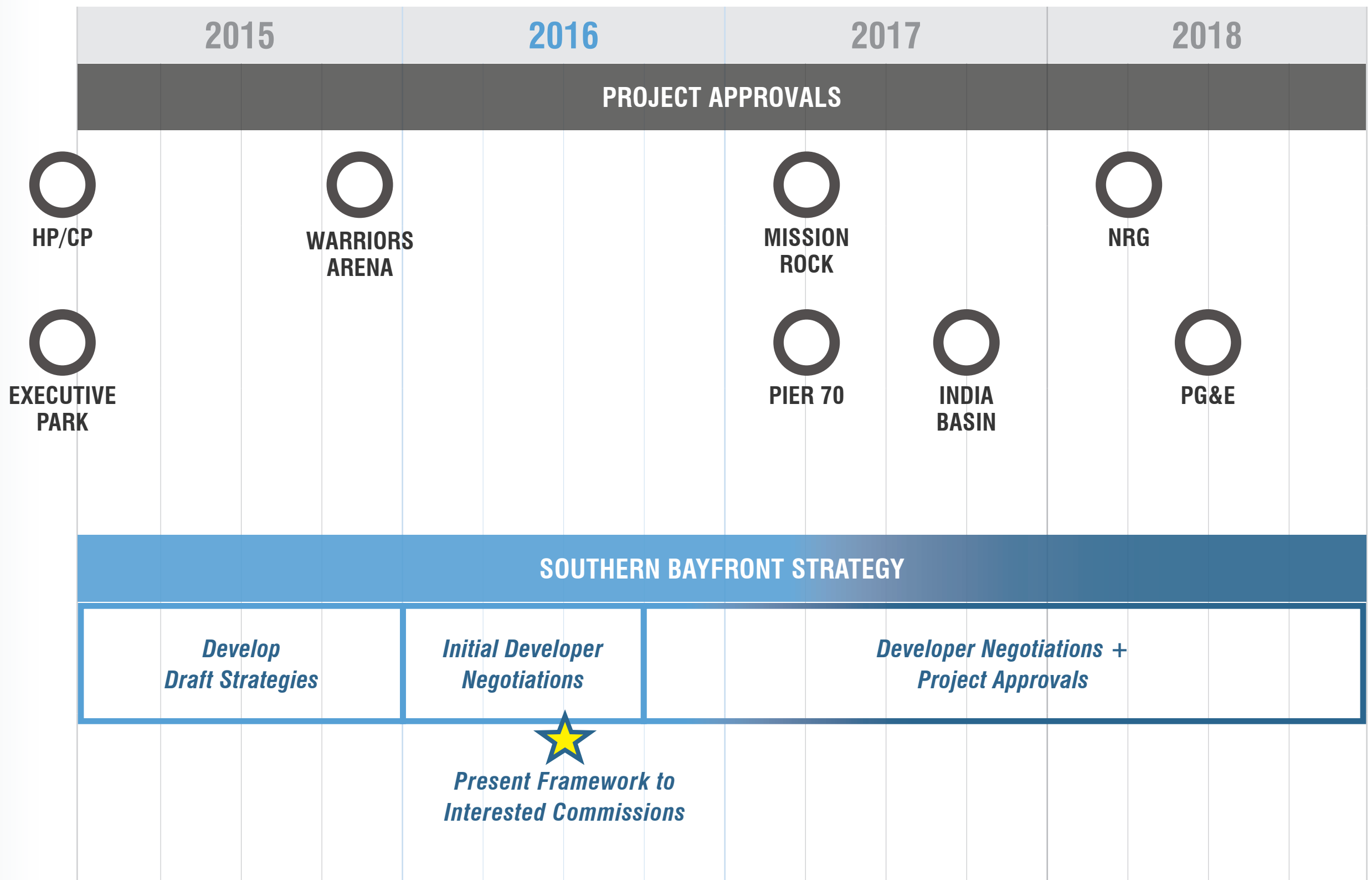
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APPROVALS TIMELINE



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