

Public Sites Development Framework

December 11, 2014

SAN FRANCISCO
PLANNING DEPARTMENT



Mayor's Office

*Mayor's Office of Housing &
Community Development*



Presentation Overview

- I. Context and Updates since January Planning Commission hearing
- II. Public Engagement Feedback
- III. Program Refinements and Implementation
- IV. Next Steps



I. Context & Updates



Project Components

1. Principles to guide process for each site.
2. A comprehensive menu of potential public benefits sites can provide collectively.
3. A set of tools and innovative strategies to achieve greatest level of benefits.
4. An ongoing review of underutilized sites to establish a portfolio of sites.



Draft Guiding Principles

- 1. OPTIMIZE LAND UTILIZATION.**
- 2. PROVIDE PUBLIC BENEFITS.**
- 3. FUND PUBLIC SERVICES.**
- 4. UTILIZE INNOVATIVE APPROACHES TO DELIVER PROJECTS & PUBLIC BENEFITS.**
- 5. COMPLEMENT NEIGHBORHOOD CONTEXT & ENGAGE THE COMMUNITY**



Benefits

- Broader information and a similar public process for each site.
- Opportunities for innovation.
- More productive and coordinated use of city resources.
- More public benefits and services, delivered more efficiently.



Surplus Property Ordinance

- “Surplus” – property deemed not needed to fulfill City agencies’ missions and functions.
 - Enterprise Departments & School District property exempt.
- Surplus property:
 - 30 sites on current surplus property report (not transferred) -
 - Almost half are unused street portions
 - Some sites are very small sites
 - 15 MOHCD sites (transferred in 2004) -
 - 2 developed as affordable housing
 - 1 reserved as a community garden
 - 5 not developable if sold, could provide funding for affordable housing
 - 7 infeasible for sale or development



Initial Focus on Enterprise-Agency Sites

- Have significant landholdings.
- Not subject to Surplus City Property Ordinance.
- Assets intended to benefit the public, as with other public agencies.
- Fair-market value constraint



II. Public Engagement Summary



Site Review Criteria



HOUSING AFFORDABILITY
100% Affordable
Mixed-Income



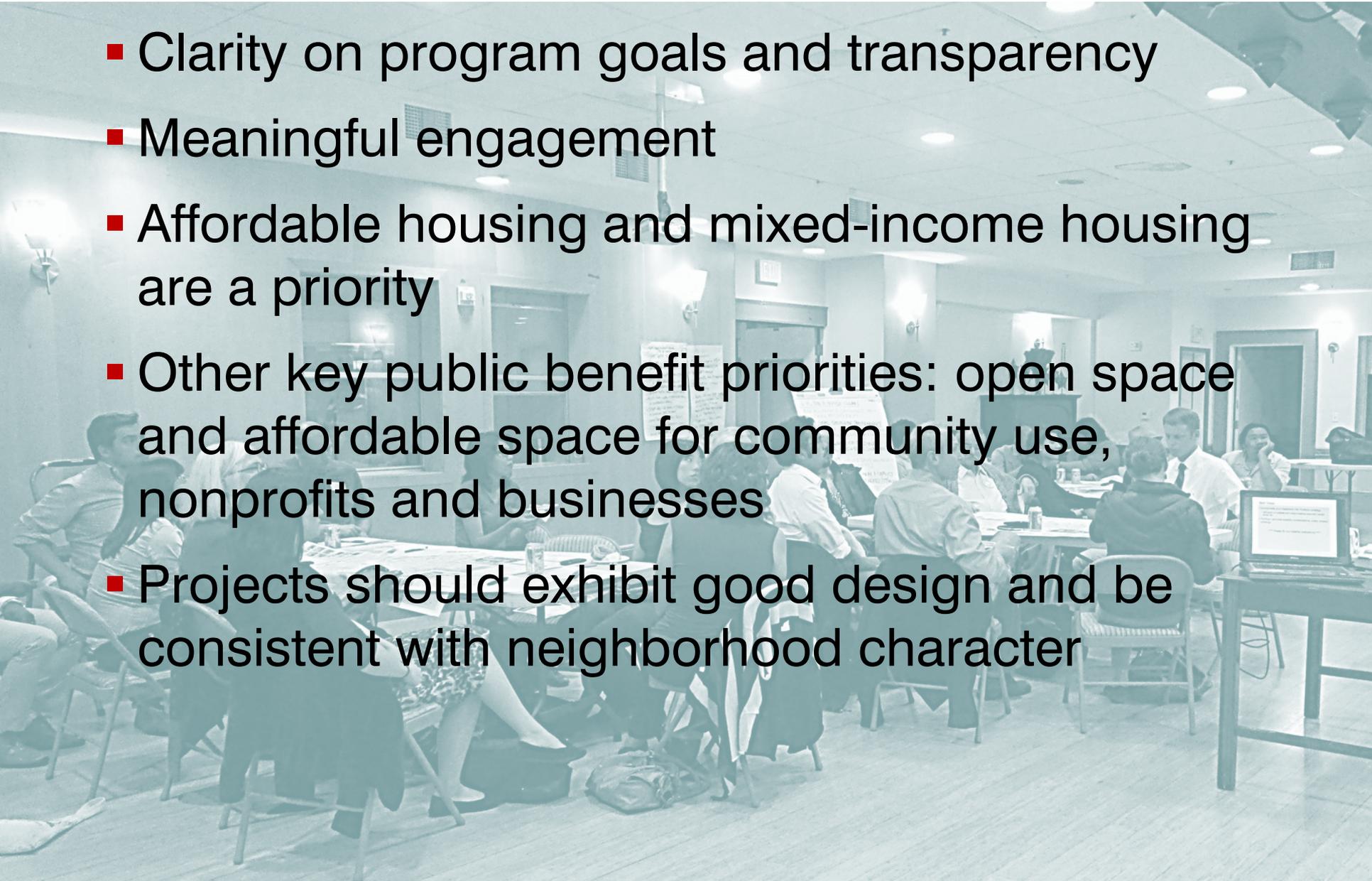
**TRANSPORTATION &
CONGESTION
MANAGEMENT**
*Robust Transportation
Demand Management
(TDM) programs*



**NEIGHBORHOOD
SUSTAINABILITY &
RESILIENCY**
New Green Infrastructure

Community Meeting: Key Feedback

- Clarity on program goals and transparency
- Meaningful engagement
- Affordable housing and mixed-income housing are a priority
- Other key public benefit priorities: open space and affordable space for community use, nonprofits and businesses
- Projects should exhibit good design and be consistent with neighborhood character



III. Program Refinements and Implementation Strategy



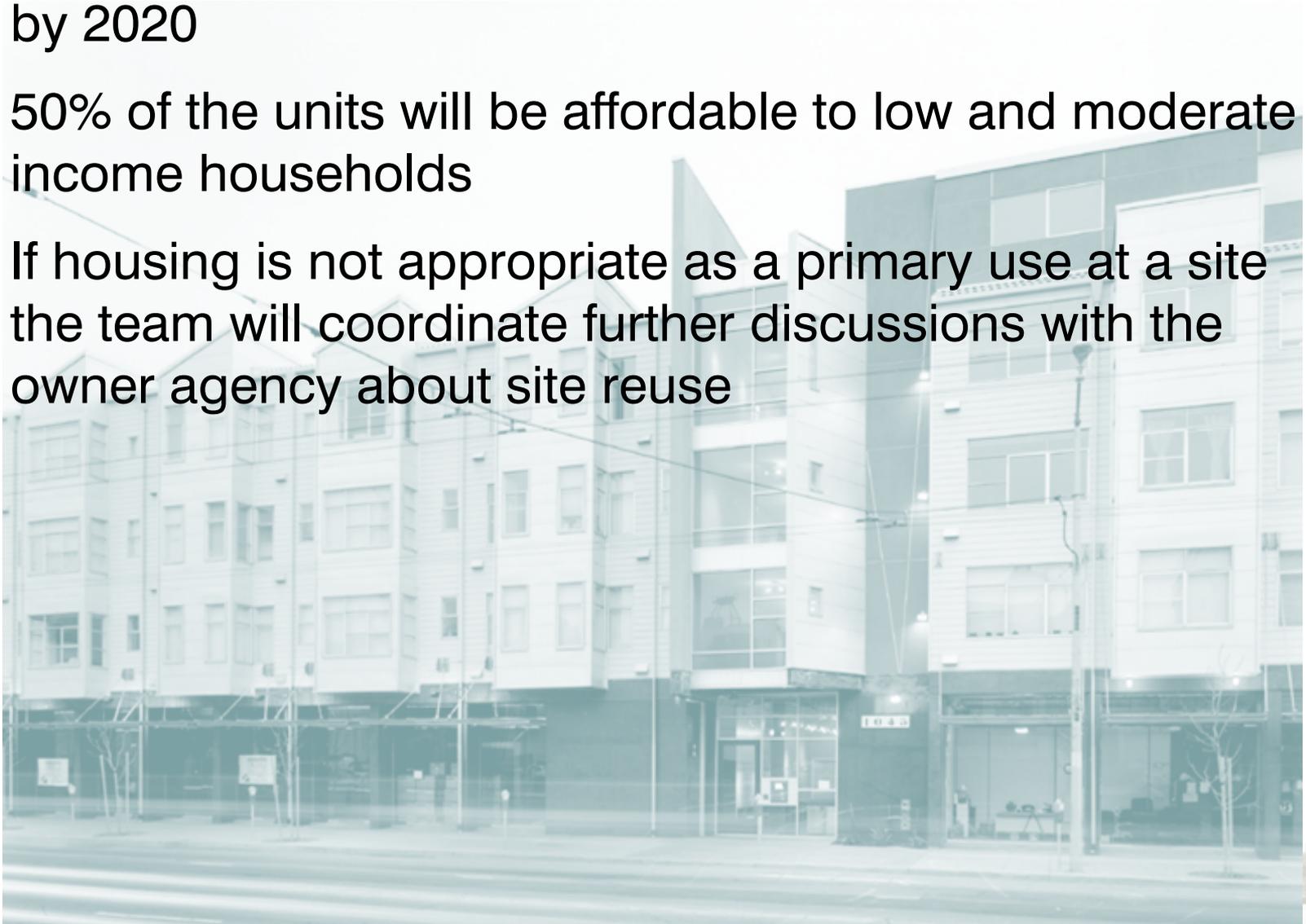
New Program Title: Public Land for Housing

	Actual Production 2007-2014	Target Production 2007-2014	Percentage of Production Target Achieved
Low Income (<80% AMI)	4,978	12,124	41%
Moderate Income (80-120% AMI)	1,107	6,754	16%
Market Rate (>120% AMI)	11,993	12,315	97%



Portfolio Goals

- Identify buildable sites totaling 4000 total housing units by 2020
- 50% of the units will be affordable to low and moderate income households
- If housing is not appropriate as a primary use at a site the team will coordinate further discussions with the owner agency about site reuse



Site Review Criteria – Moderate Income

- Review larger sites (100+ units) for feasibility using mixed-income model, where moderate income band can be implemented using:
 - Cross-subsidization with market-rate component
 - New resources (eIFD, bond, etc.)
 - Ground lease, other transaction structure strategies

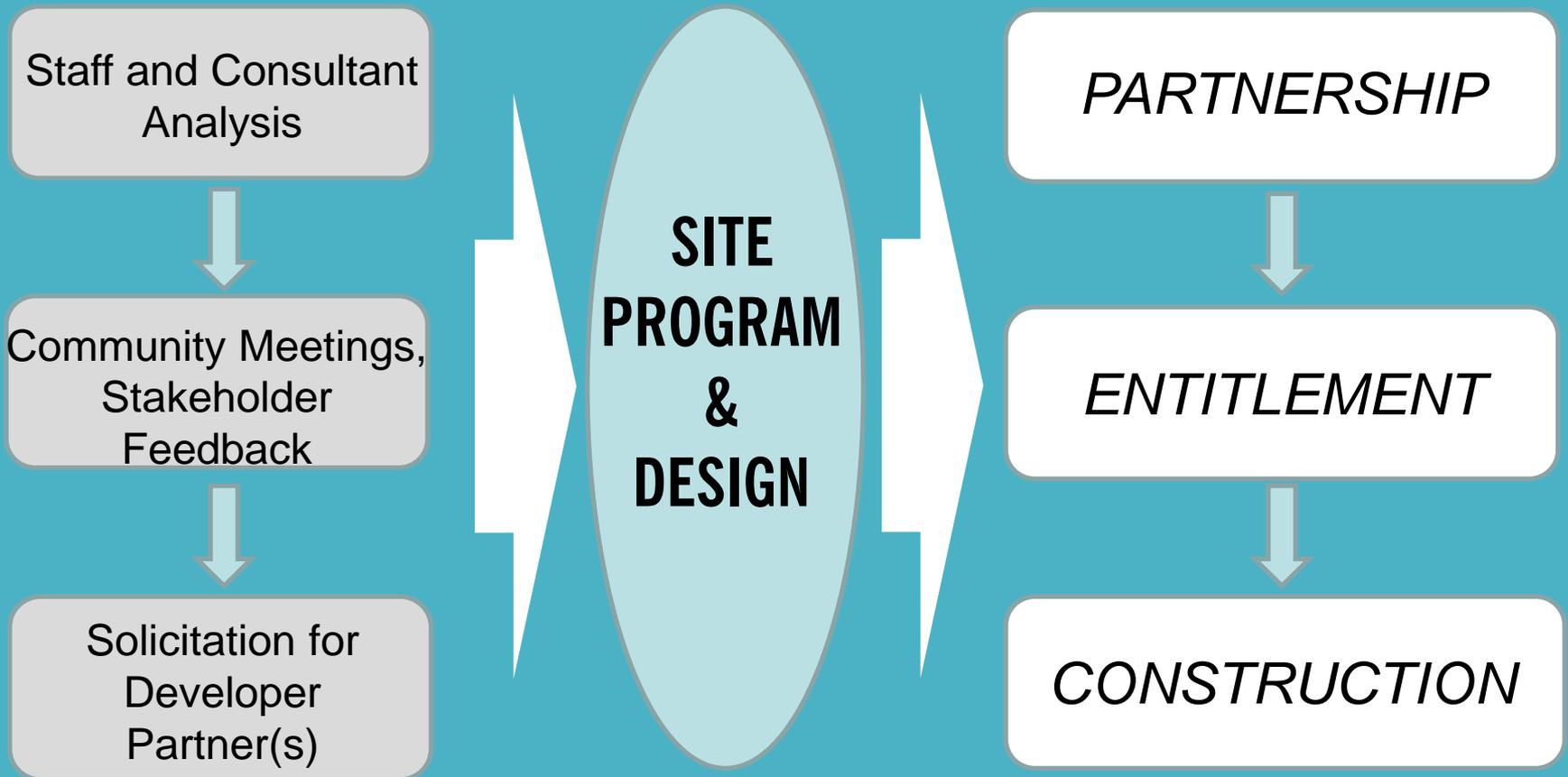


Site Review Criteria – Low Income

- Sites that have potential to employ existing subsidy sources shall be prioritized for feasibility review by MOHCD as a 100% affordable development
 - Range of site sizes from prior projects includes 50-200 unit capacity, 45'-85' in height
- If owner legal constraints can be satisfied, site will be prioritized for MOHCD pipeline
- Potential exception: a site that provides opportunity to feasibly test and demonstrate new mixed-income model

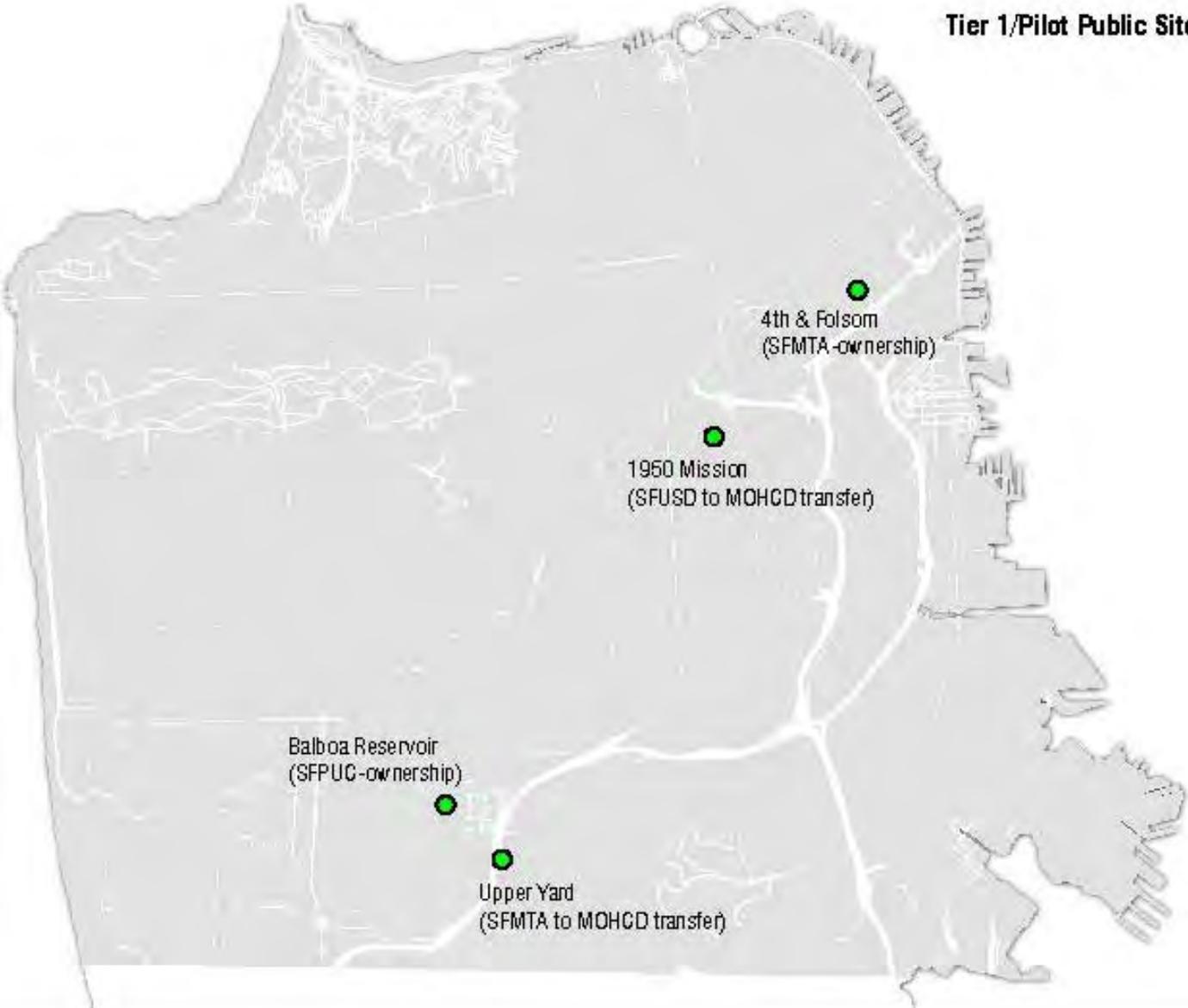


PUBLIC SITE DEVELOPMENT



Sites under analysis

Tier 1/Pilot Public Sites for Development



IV. Next steps



Schedule

<i>Date:</i>	<i>Actions:</i>
Winter 2014-15	<ul style="list-style-type: none">➤ Updates of Commission(s)
Winter / Spring 2015	<ul style="list-style-type: none">➤ Preliminary site analysis for Tier 1 sites➤ Initial site-specific community meetings – Balboa Reservoir, January 2015➤ Commission(s) updates on Balboa Reservoir
Summer 2015	<ul style="list-style-type: none">➤ Refinement of strategies➤ Draft Requests for Proposals➤ Additional sites analyzed for inclusion in portfolio
End 2015	<ul style="list-style-type: none">➤ Developers selected for first-phase projects; new sites announced as analysis is completed➤ Program updates to Commission(s)



Questions?

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