

EASTERN NEIGHBORHOODS

CITIZEN ADVISORY COMMITTEE

MONDAY, APRIL 20, 2015

PRESENTATION MATERIAL

EASTERN NEIGHBORHOODS  
CITIZEN ADVISORY COMMITTEE  
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Agenda Item No. 4

Eagle Plaza In-Kind Application. Initial presentation on a proposal to construct a new plaza on 12<sup>th</sup> Street at Harrison Street in association with a development project at 1532 Harrison Street through an In-Kind Agreement. The presentation will be followed by comments and questions. As an initial presentation of the proposal, the project sponsor is not seeking CAC approval at this time.





*Concept Design*

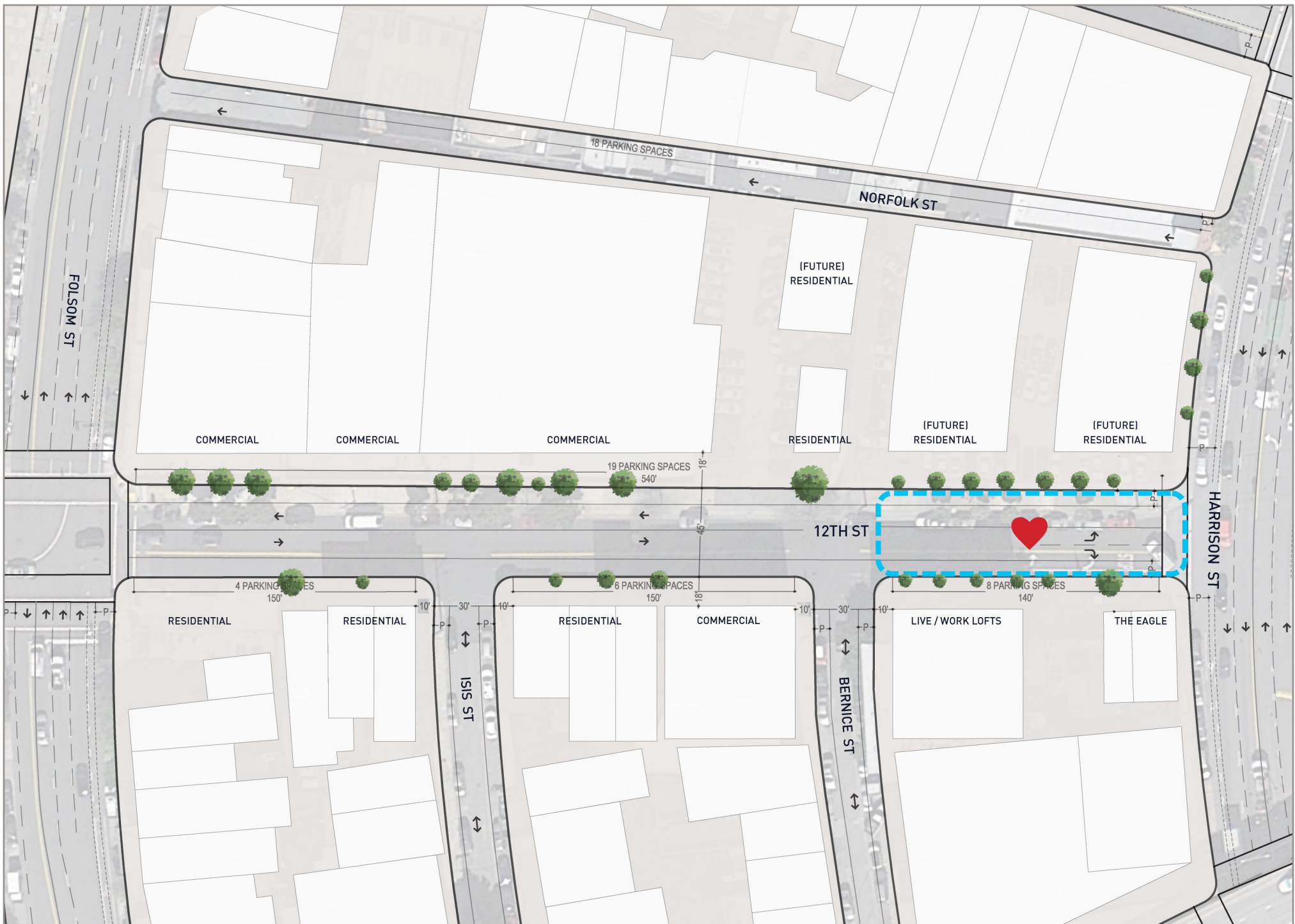
April 13, 2015





## Site Context, San Francisco, California

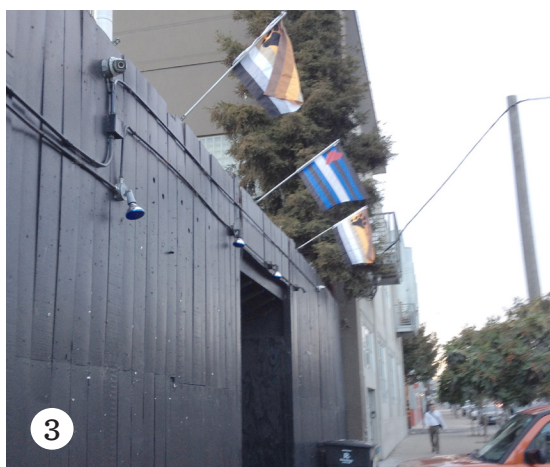
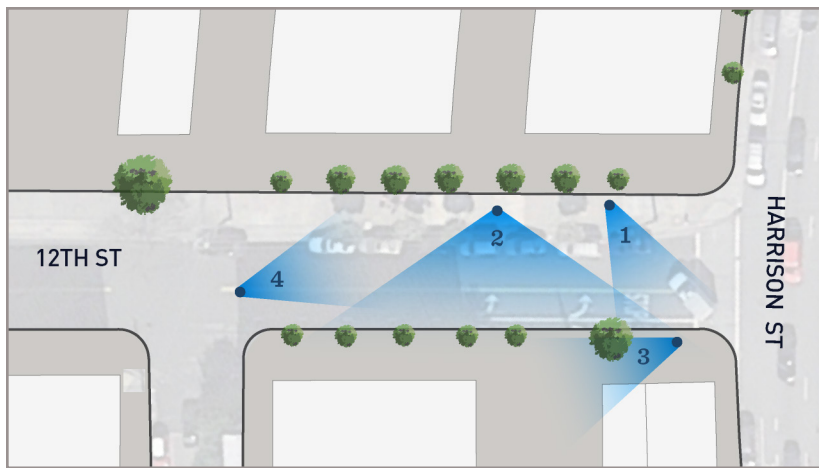




Site Context, San Francisco, California







## Site Photos

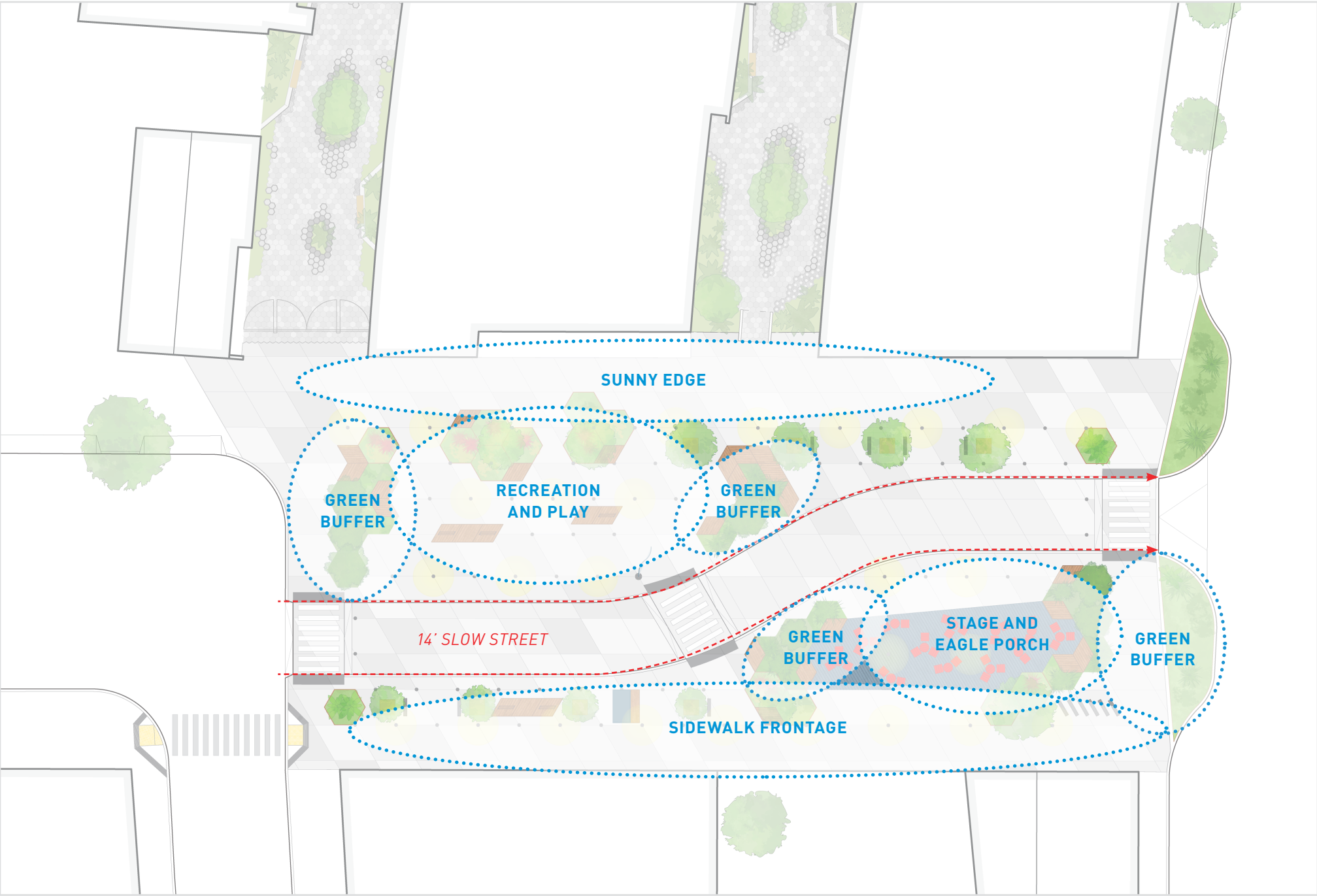




## Quality public spaces require quality stewardship and care.

Critical to the success of Eagle Plaza will be creating a robust, well-funded and long-lasting stewardship entity to ensure that Eagle Plaza remains clean, safe and welcoming for all ages. The stewardship plan for Eagle Plaza will be managed by “Friends of Eagle Plaza,” a nonprofit, neighborhood-driven entity comprised of local residents, nearby businesses and property owners, and other interested stakeholders. Aided by the San Francisco Parks Alliance, a longstanding local nonprofit that facilitates neighborhood park stewardship, Friends of Eagle Plaza would oversee the maintenance and operations of the plaza, hiring out for routine cleaning, coordinating special events, and managing a stable funding stream to ensure the long-term cleanliness, safety and accessibility of Eagle Plaza as a shared public amenity for all members of the community.

## Management & Stewardship Plan



**Program Areas**





## Traffic Flow

Build Public — Gehl Studio



Eagle Plaza Concept Design **7**





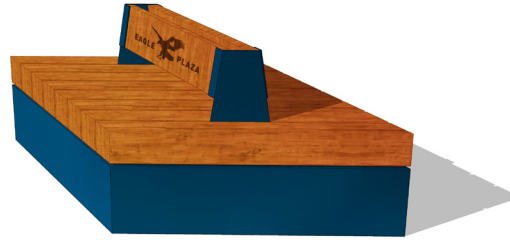
### Diamond Bench

18" Seat Height

48" Side Width

Timber Top

Blue Powdercoated Metal Base



### Diamond Bench with Back

18" Seat Height

48" Side Width

Timber Top

Blue Powdercoated Metal Base



### High Diamond Bench

30" Seat Height

48" Side Width

Timber Top

Red Powdercoated Metal Base



### Ground Planter

4" Metal Edge Height

48" Side Width

*Knifofia* & *Phormiums*

or *Agave americana* (Century Plant)

& Mixed Succulents



### Planter with Bench

18" Seat Height

30" Metal Edge Height

48" Side Width

*Cordyline australis*

& Mixed Succulents



### Planter with Tree

30" Metal Edge Height

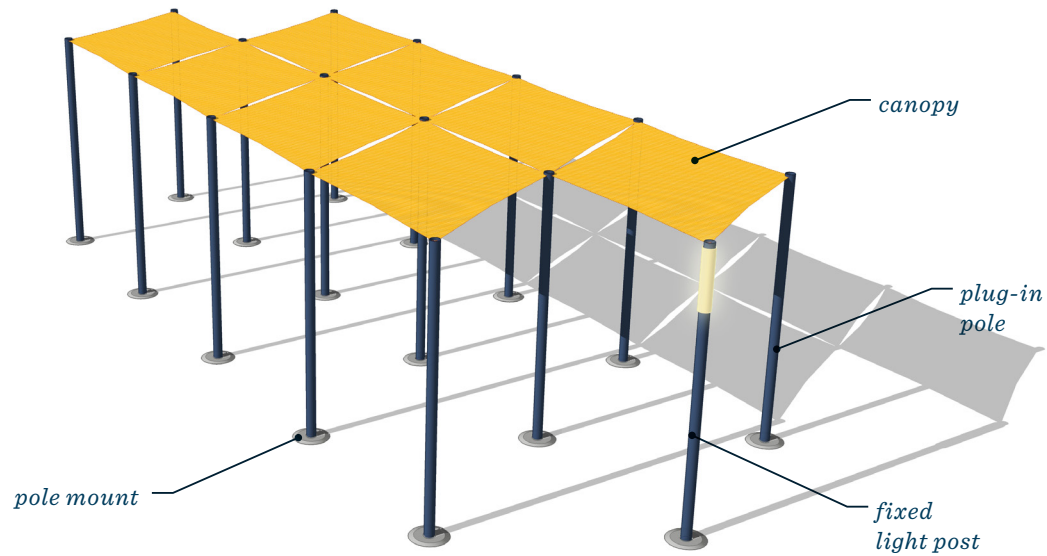
48" Side Width

*Melaleuca quinquenervia*

& Mixed Grasses

## Eagle Plaza Components

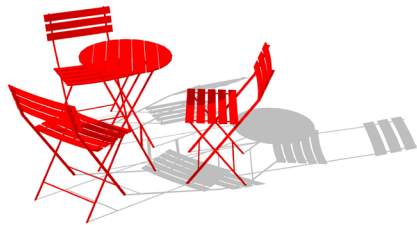




### Plug-in System

Lights, Plug-in Poles, and Canopy

Plug-in Poles are removable poles that can accommodate a shade canopy, a movie screen, exercise equipment, play equipment, or event fencing.



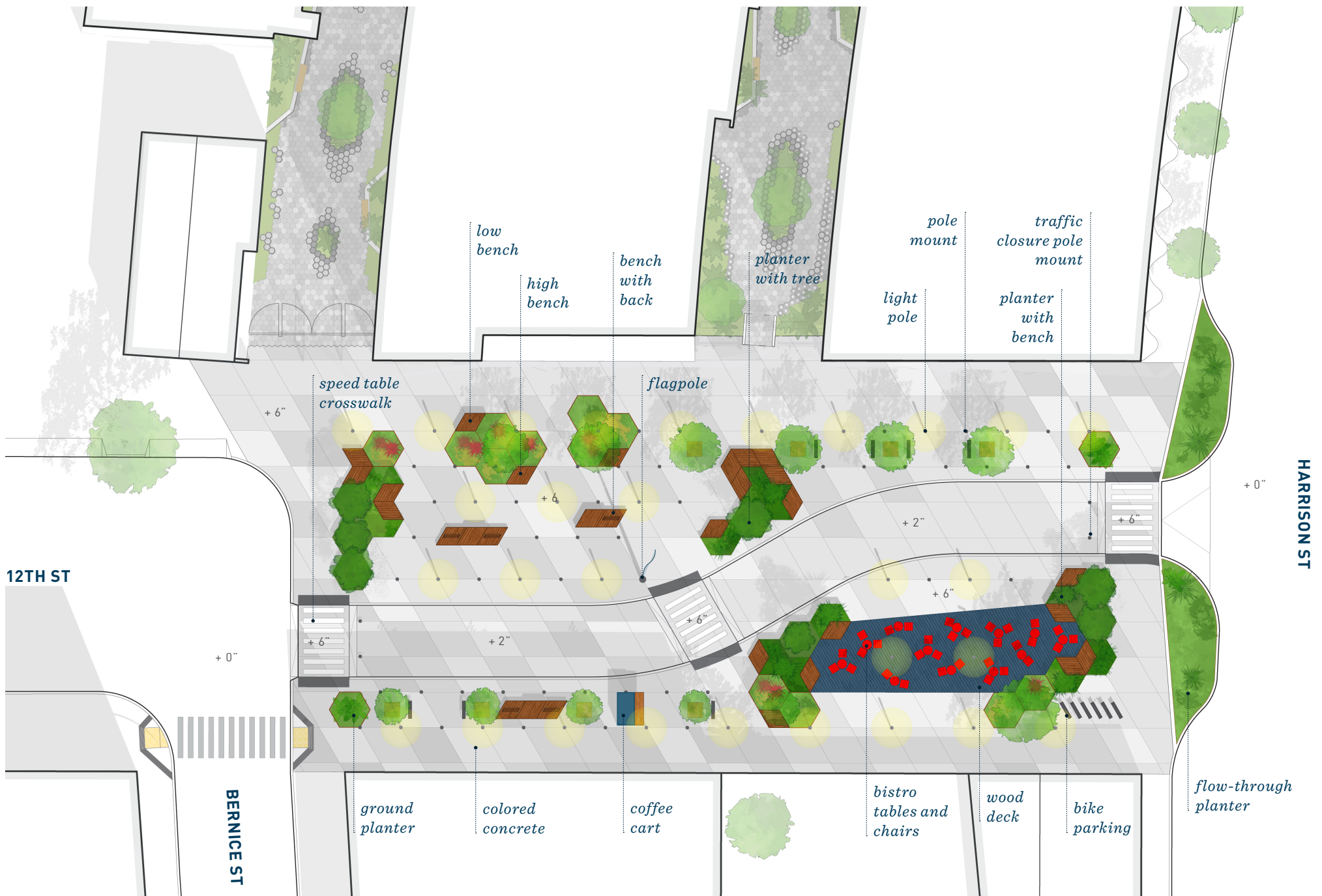
### Bistro Tables and Chairs

Foldable Bistro Tables and Chairs



### Bike Rack Seating Perches

Furniture for perching  
and bicycle parking

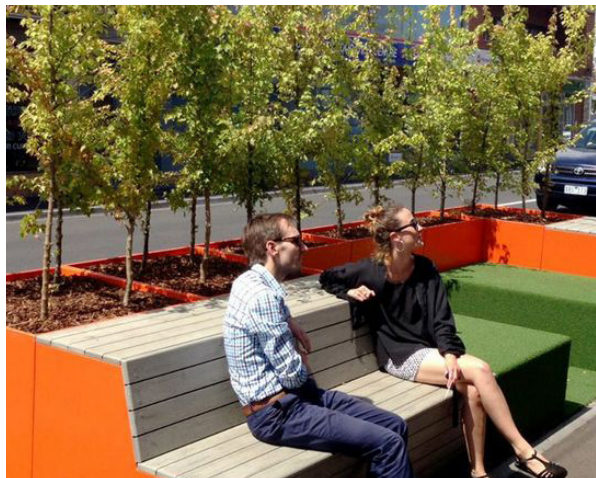


## Site Plan - Typical Day



# Program & Activities Typical Day

- Circuit Training
- Eating Lunch
- Coffee Stand
- Formal/Informal Seating Areas
- Green Space
- Mobile Furniture / Play Elements







## Site Plan - Event Configuration



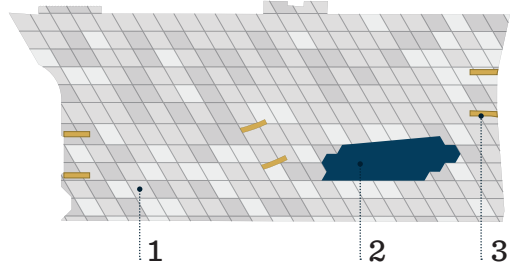
# Program & Activities Event Day

- Pride Events
- Eagle Beer Bust
- Farmers' Market
- Movie Night
- Performance Events
- Food Trucks





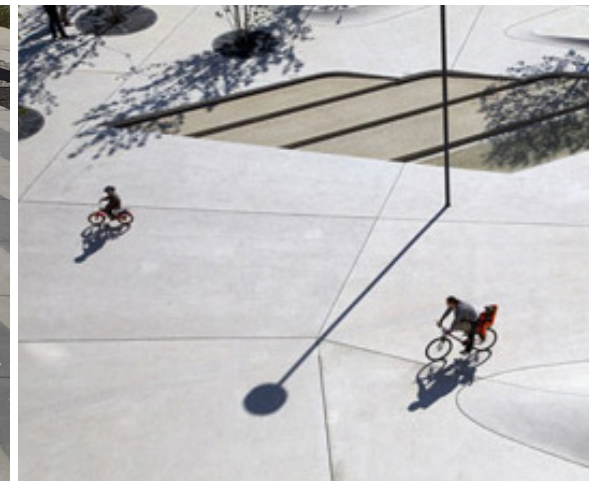
# Hardscape Elements



1 Scored Textured Concrete

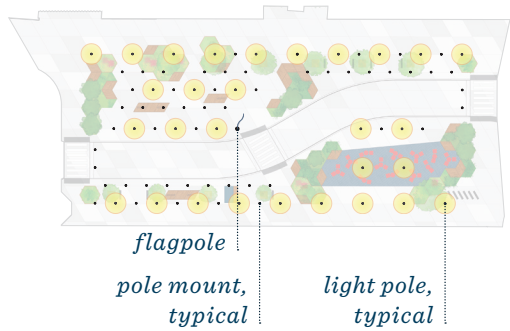
2 Wood Deck / Stage

3 Tactile Domes





# Plug-in Posts & Program



- Shade Canopies

- Play Structures

- Movie Screen

- Workout Equipment

- Lighting





# Plant Palette



*Knifofia & Phormiums*  
or *Agave americana* (Century Plant)  
& Mixed Succulents



*Cordyline australis*  
& Mixed Succulents



*Melaleuca quinquenervia*  
& Mixed Grasses



*Agave sp.*



*Kalanchoe luciae*



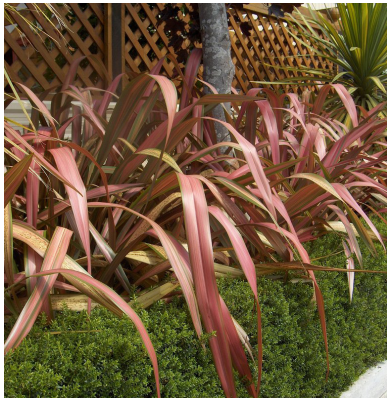
*Cordyline australis*



*Sedum sp.*



*Kniphofia sp.*



*Phormium sp.*



*Zamia furfuracea*



*Euphorbia characias*




*Melaleuca quinquenervia*

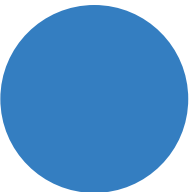


# Color Palette & Inspriational Images for LGBTQ Heritage

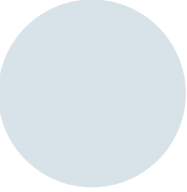
- Eagle Plaza Colors



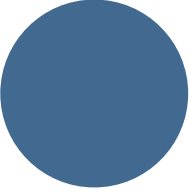
**WHITE 1**  
#f1f1f2




**BLUE 1**  
#397ec1



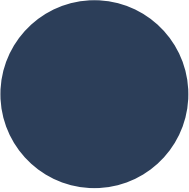
**WHITE 2**  
#d5dfe5




**BLUE 2**  
#46698f



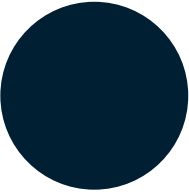
**RED**  
#eb2326




**BLUE 3**  
#2e3f58



**YELLOW**  
#f9cf30



**BLACK**  
#001d29

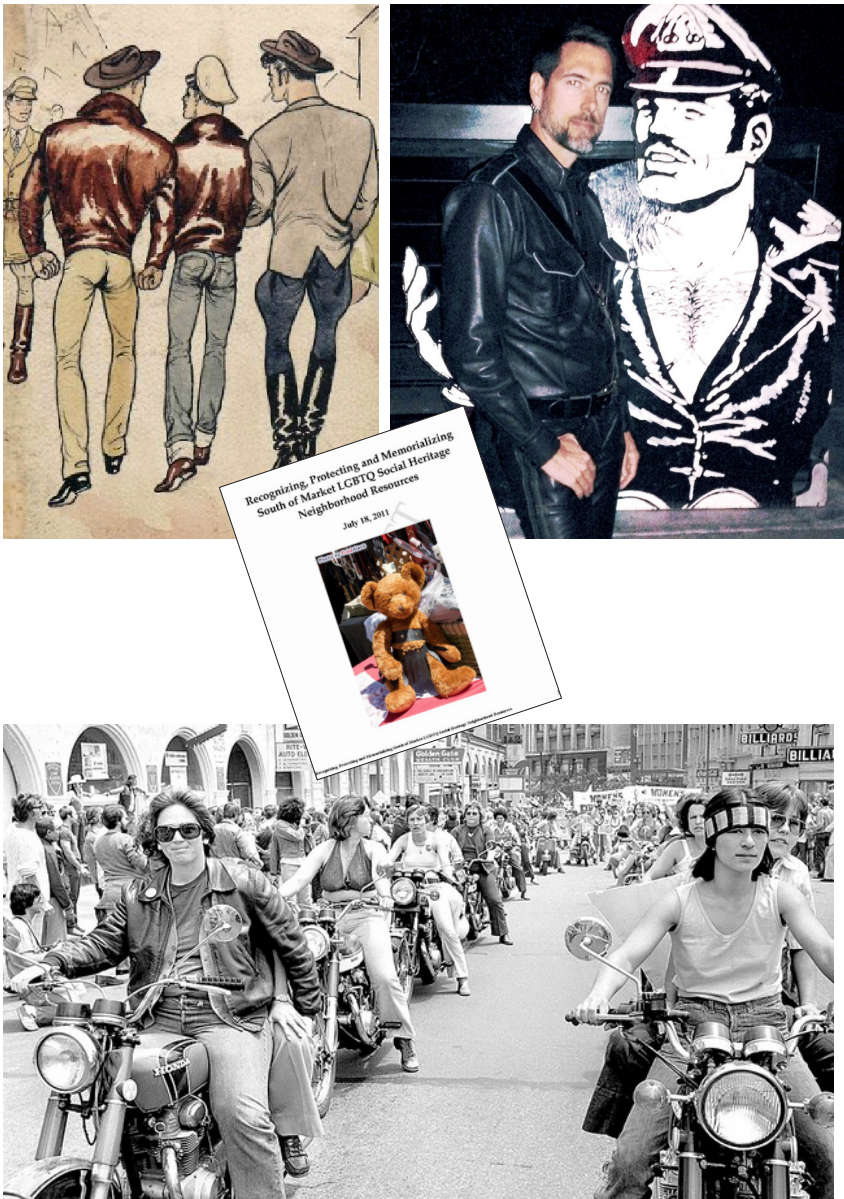


**GOLD**  
#fd9a021

- Leather Pride Flag



- Heritage Inspiration







## Bernice View

Build Public — Gehl Studio

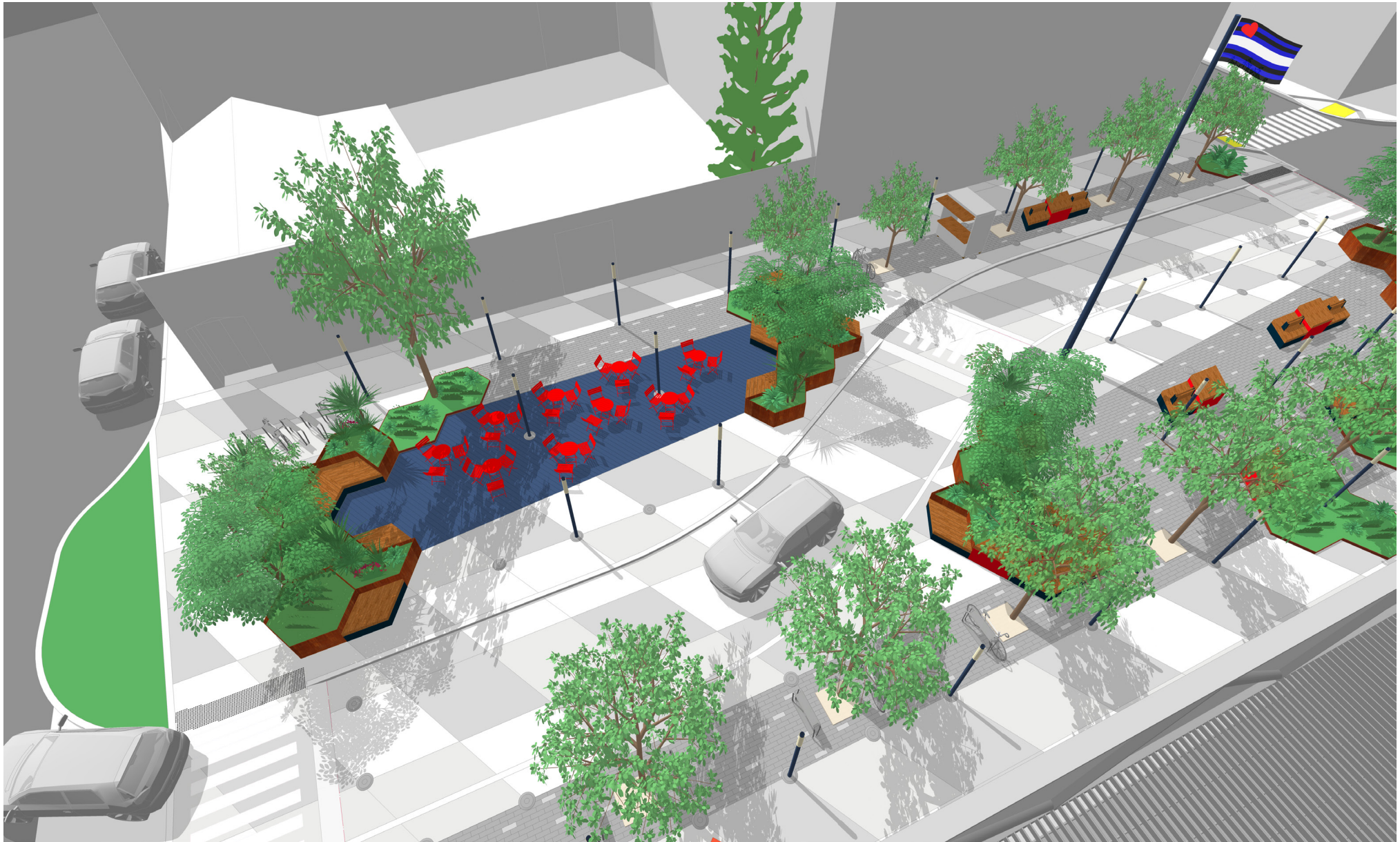




## Harrison View

Build Public — Gehl Studio





## 1532 Harrison Balcony View

Build Public — Gehl Studio

EASTERN NEIGHBORHOODS

CITIZEN ADVISORY COMMITTEE

MONDAY, APRIL 20, 2015

PRESENTATION MATERIAL

Agenda Item No. 5

CAC Members Community Outreach and EN Monitoring Report. . Discussion on material needed for CAC members to conduct community outreach to their respective communities. Discussion to include growth and pipeline numbers, capital planning and processes, among other topics. This discussion to also inform the contents of the Eastern Neighborhoods Monitoring Report. Discussion to be followed by comment and potential action.

# San Francisco Planning Department Eastern Neighborhoods



SAN FRANCISCO  
**PLANNING DEPARTMENT**



# Eastern Neighborhoods



# PROJECT GOALS

- Plan for additional housing and jobs
- Preserve land for PDR uses
- Create complete neighborhoods





# Regional Growth

## 2010-2040

### PLAN BAY AREA

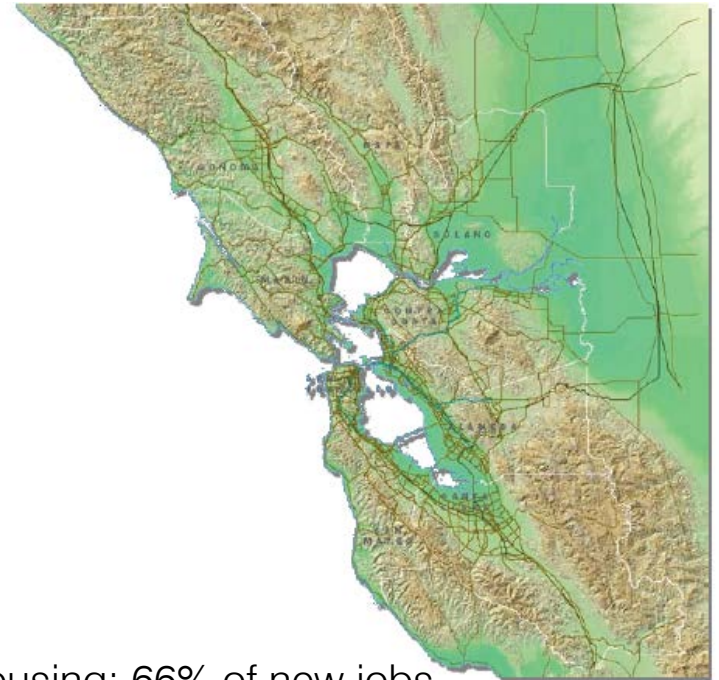
- + 2.1 million people
- + 1.1 million jobs
- + 660,000 housing units

### REGIONAL GROWTH STRATEGY

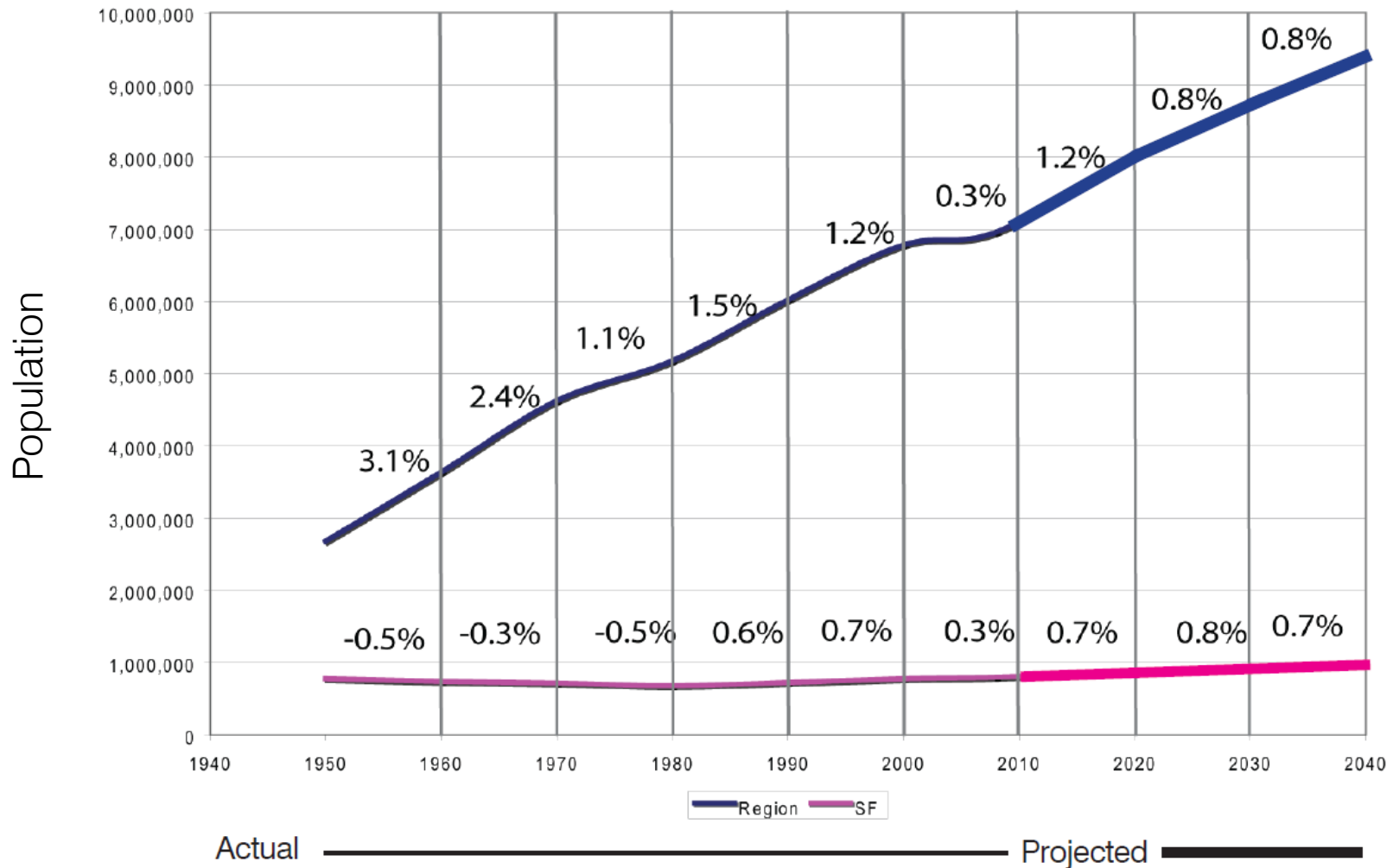
- Priority Development Areas absorb about 80% of housing; 66% of new jobs.
- San Francisco accounts for about 15% of growth.
- San Jose, Oakland, and medium size cities also contribute significantly to new housing & jobs.

### SAN FRANCISCO'S ROLE

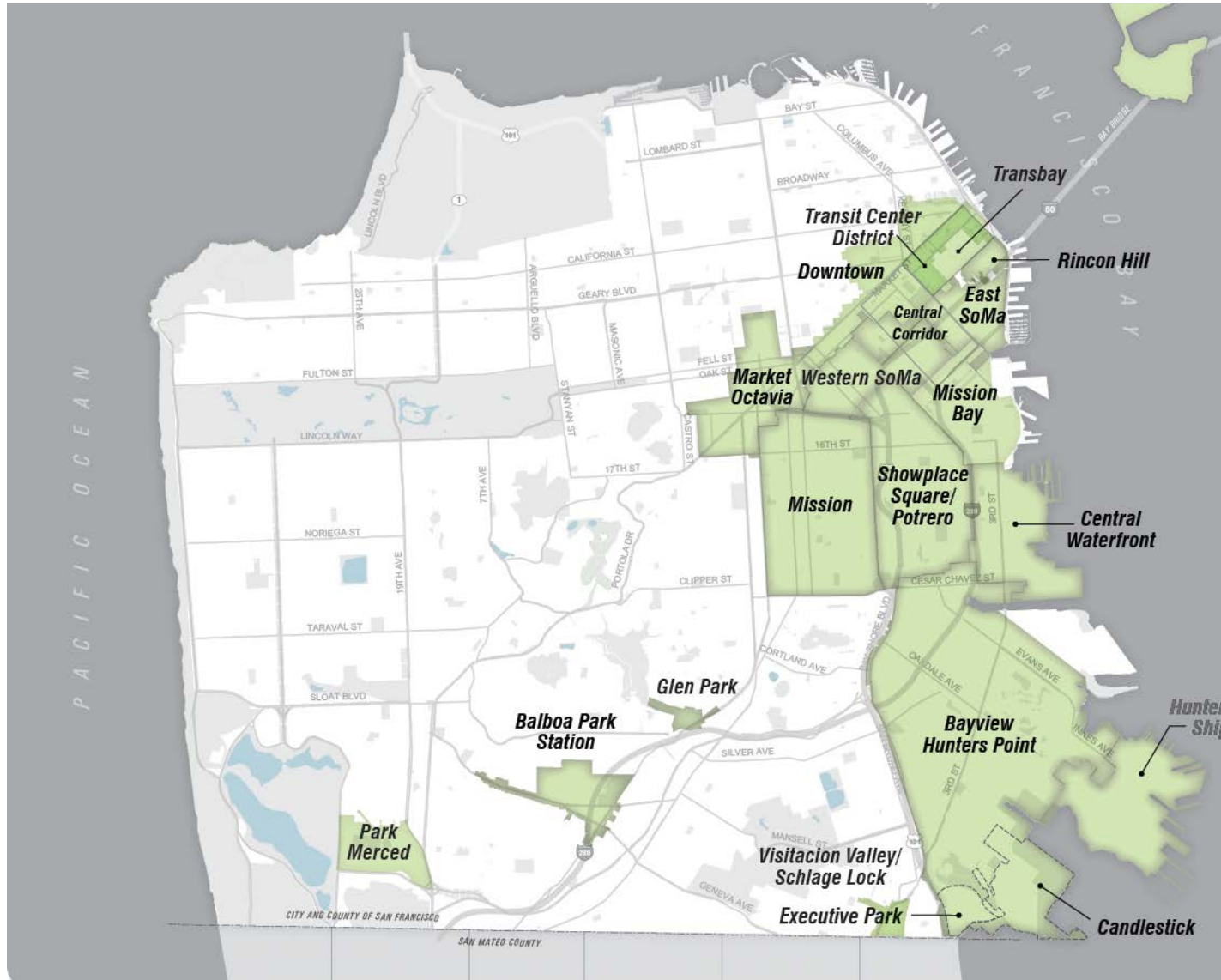
- |                        |                             |
|------------------------|-----------------------------|
| + 191,000 jobs         | > 6,500 new jobs annually.  |
| + 92,410 housing units | > 3,000 new units annually. |



# Regional Growth Projections in Context



# Recent Plans & Major Projects



# Recent Plans & Major Projects

Plan Area or Project	Year Adopted	Projected Housing	Projected Jobs
5M	Under development	750	4,000
Balboa Park	2009	1,780	725
Candlestick/Hunters Point Shipyard	2010	10,500	10,000
Central Corridor	Under development	12,400	50,600
Downtown (C-3 & other)	1984	3,000	5,000
Eastern Neighborhoods	2008	9,000	9,500
Executive Park	2010	1,600	75
HOPE SF (Sunnydale & Potrero)	Under development	1800	75
Market and Octavia	2007	5,500	3,000
Mission Bay	1998	3,000	10,000
Mission Rock (SWL 337)	Under development	1,000	5,000
Parkmerced	2011	5,700	900
Pier 70	Under development	2,000	12,000
Rincon Hill	2005	3,500	75
Transbay Redevelopment & Transit Center	2012	4,500	25,000
Treasure Island	2011	7,000	2,750
Visitation Valley	2008	1,600	500
Warriors Arena (Pier 30/32 & SWL 330)	Under development	120	650
Western SoMa	Expected 2013	2,900	3,200
<b>TOTAL PLANNED</b>		<b>77,650</b>	<b>143,050</b>
<b>PlanBayArea - TOTAL PROJECTED</b>		<b>92,400</b>	<b>191,000</b>





# PUBLIC PARTICIPATION

- 10-Year Process
- Multiple rounds of community workshops in each neighborhood
- Over 25 public hearings
- Hundreds of other community engagement activities and events

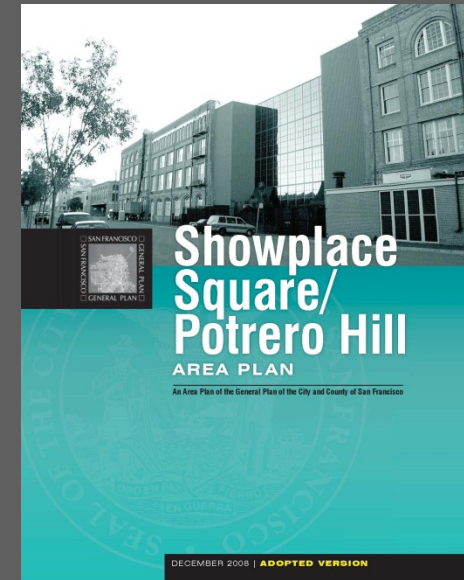
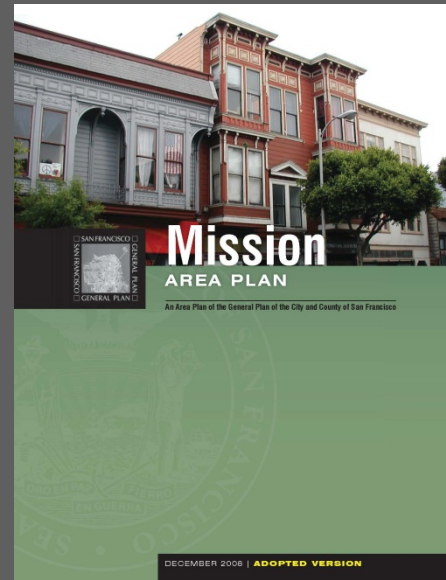
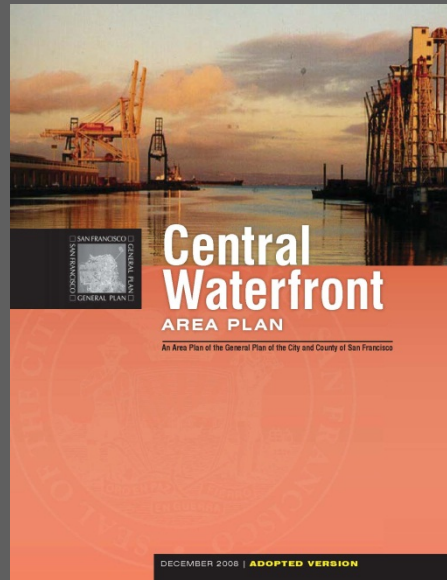
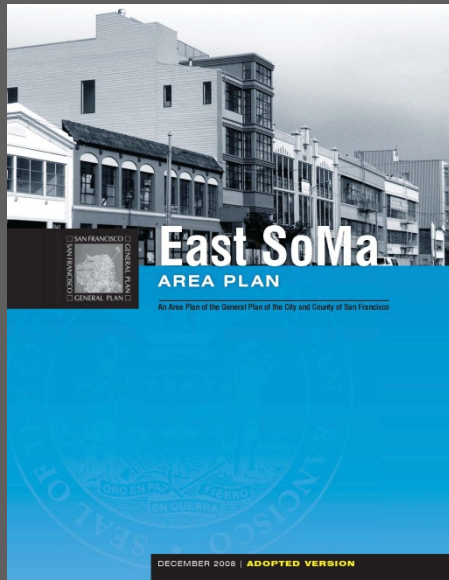


# PRODUCTS

- 1) New Area Plans
- 2) Updated zoning controls
- 3) Implementation Program

# 1) AREA PLANS

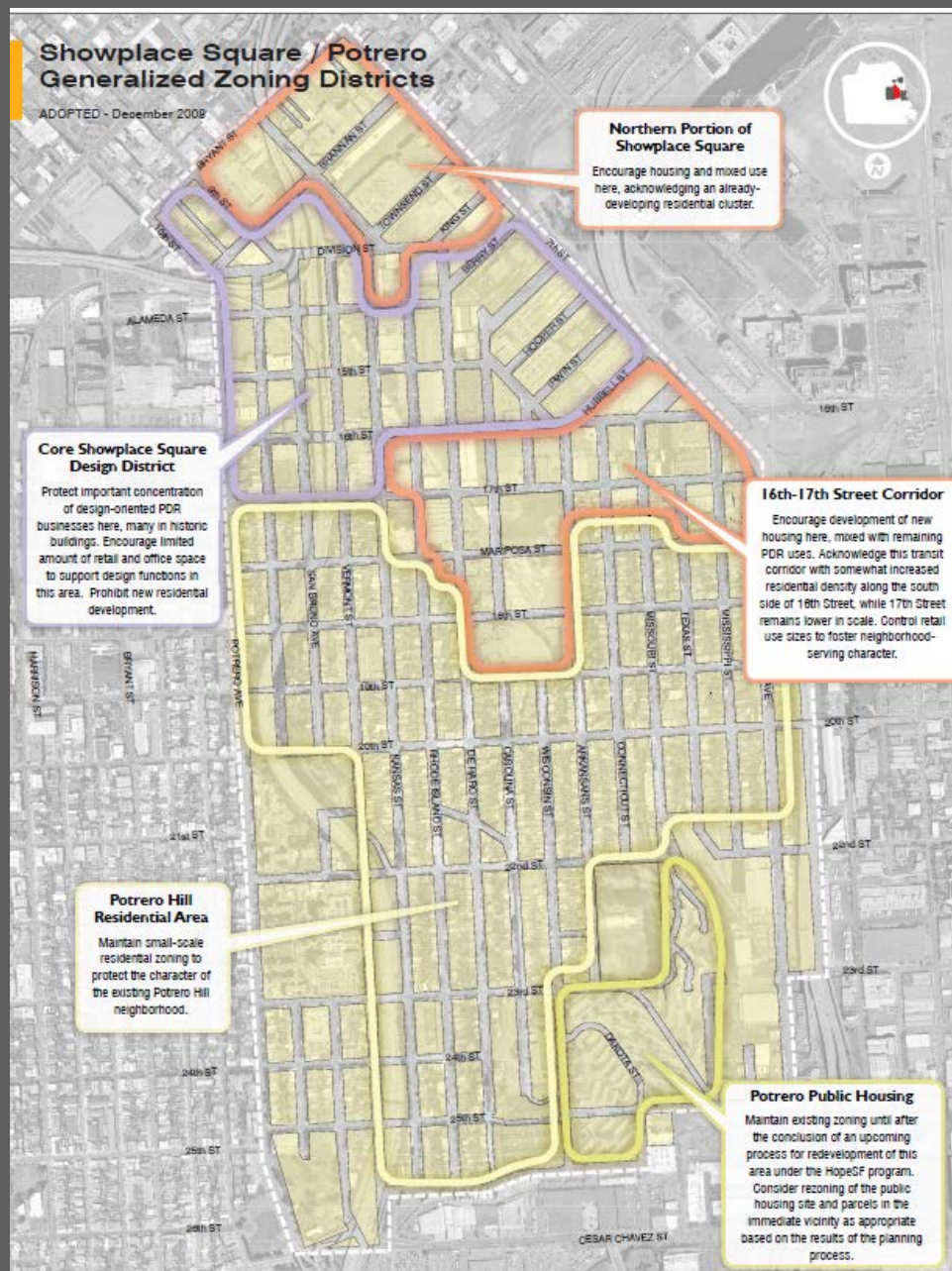
- Four (now Five) New Area Plans
- Adopted into San Francisco's General Plan





## Showplace Square / Potrero Generalized Zoning Districts

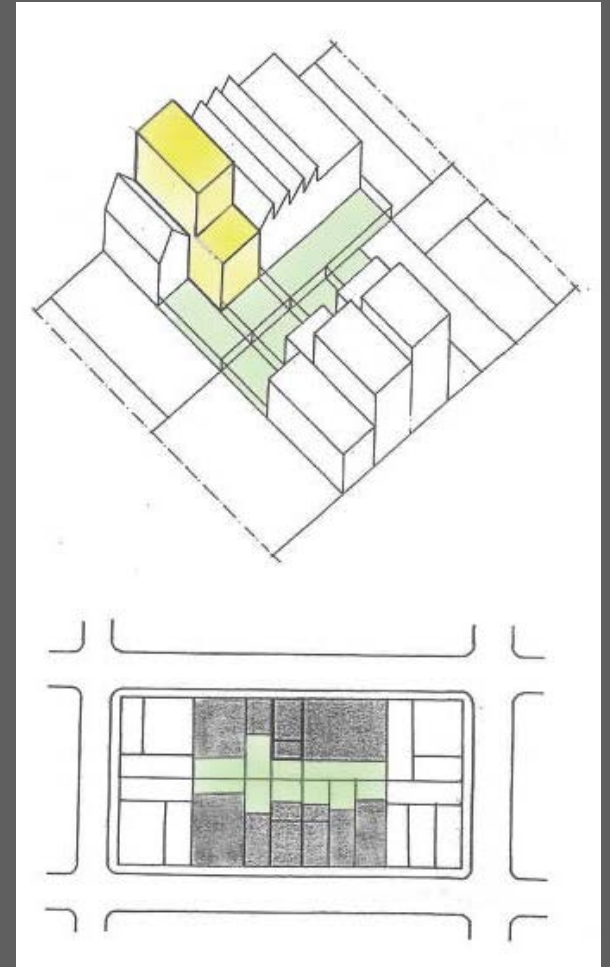
ADOPTED - December 2008





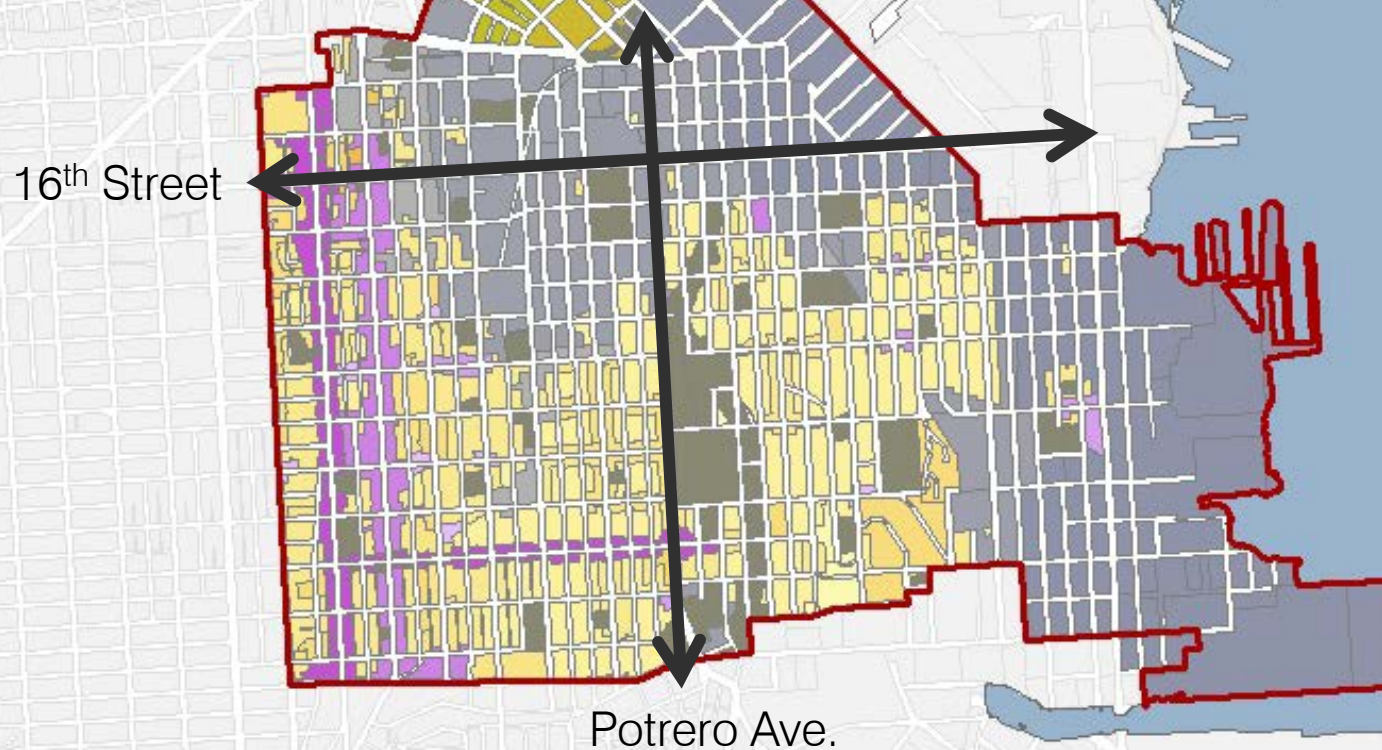
## 2) UPDATED ZONING CONTROLS

- Land use
- Height and bulk
- Parking and density
- Urban design Controls
- Affordable housing
- Impact fees



# Eastern Neighborhoods

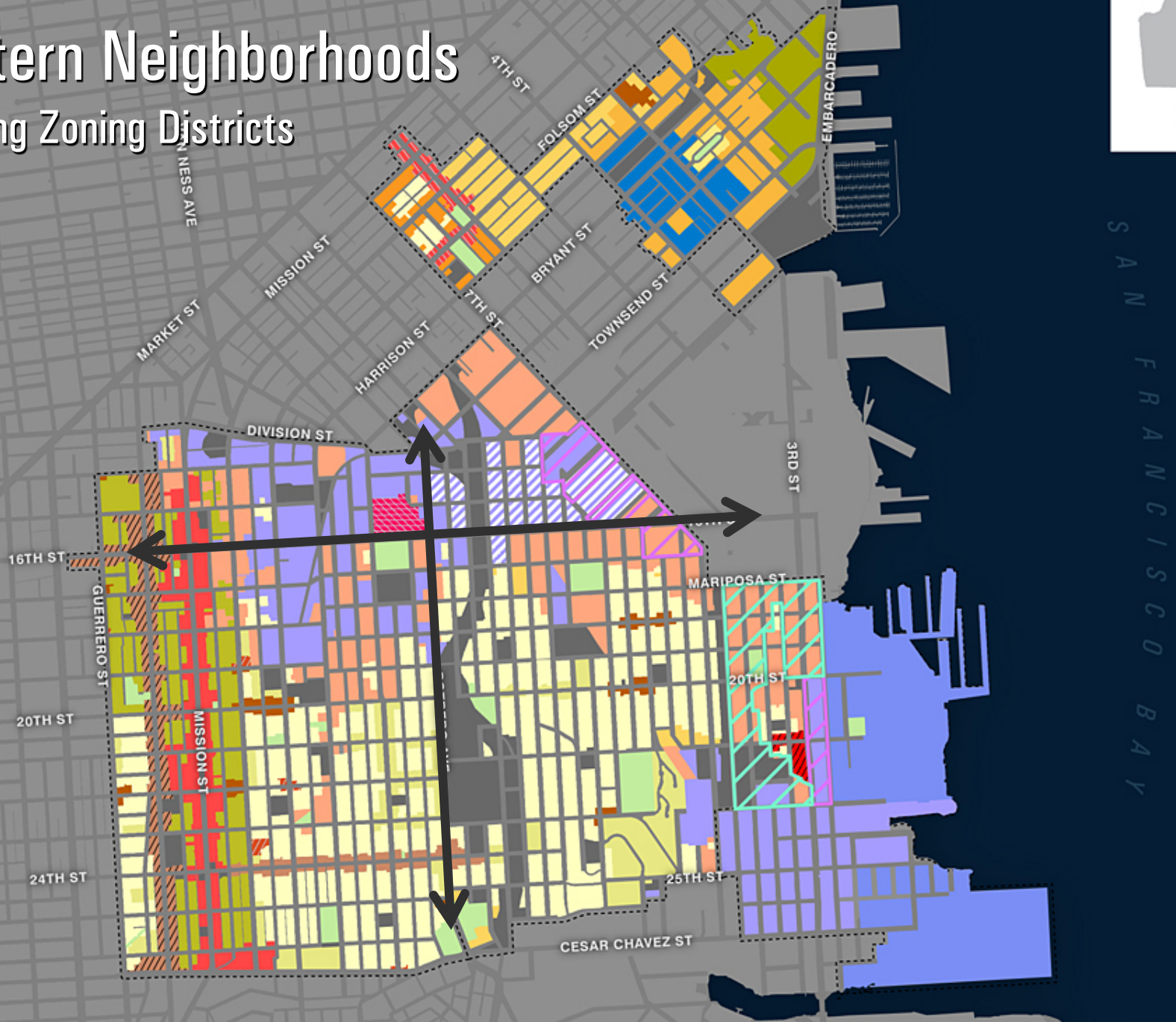
## Previous Zoning Districts





# Eastern Neighborhoods

## Existing Zoning Districts



# Residential – (RH, RM, RED)

Existing districts – no change

Generally only lower density residential permitted

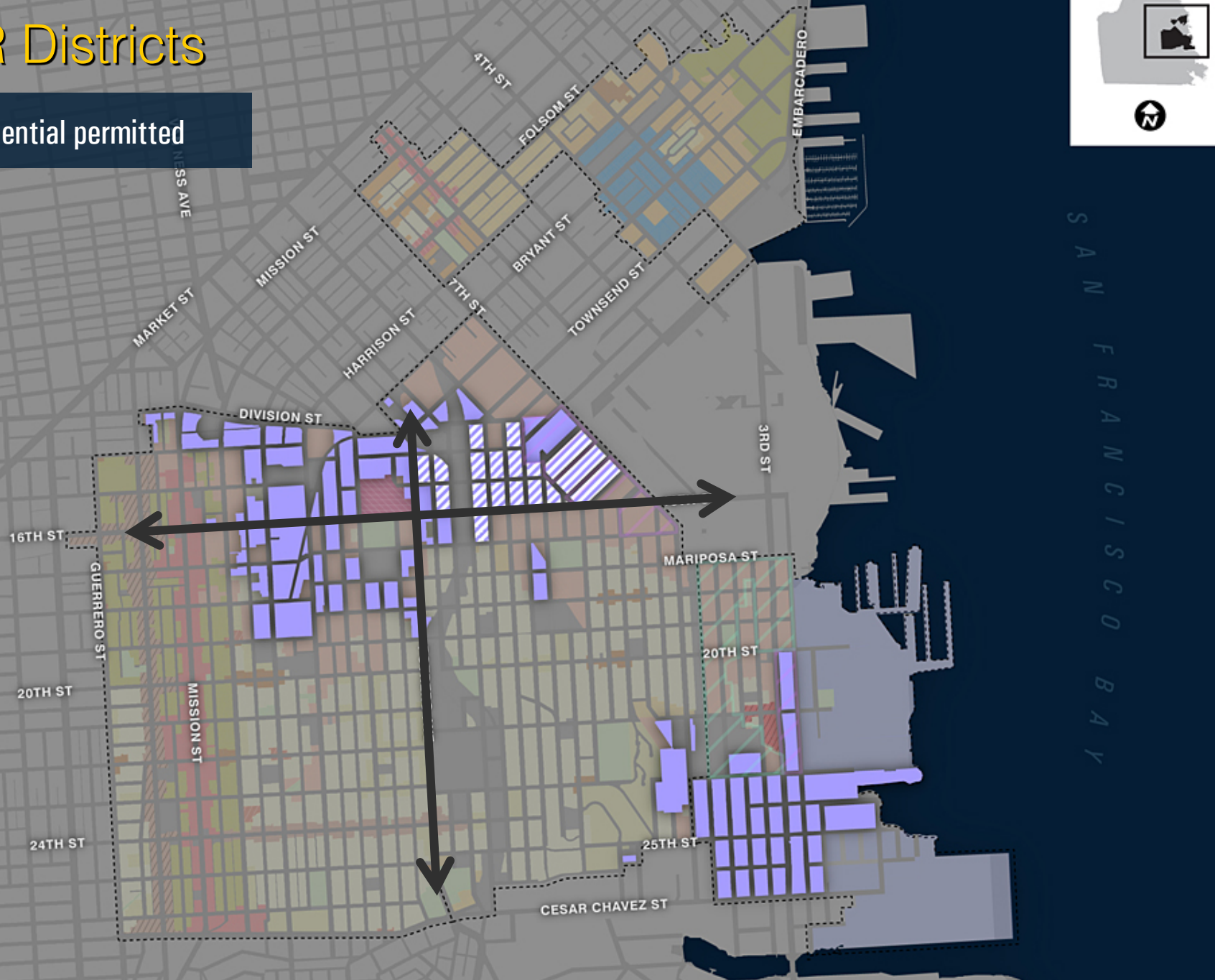


SAN FRANCISCO BAY



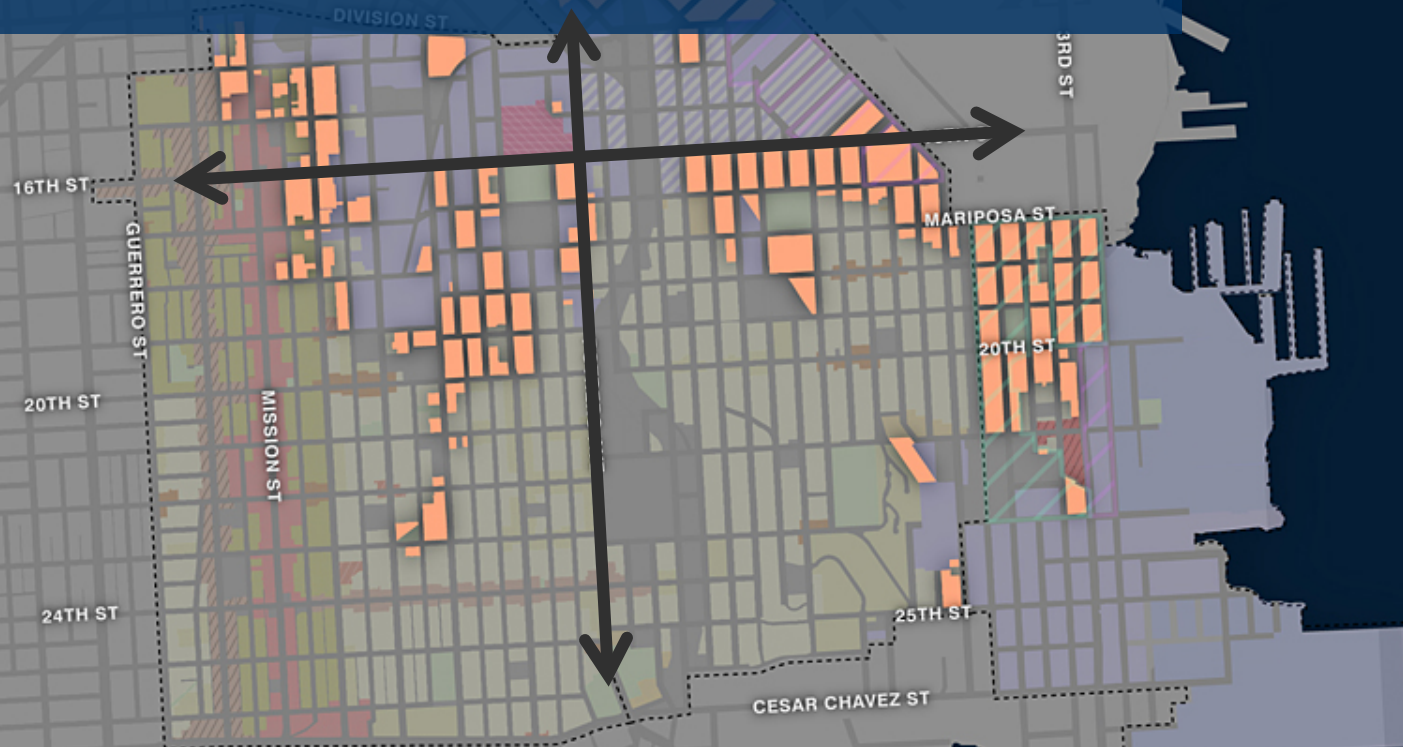
# PDR Districts

No residential permitted



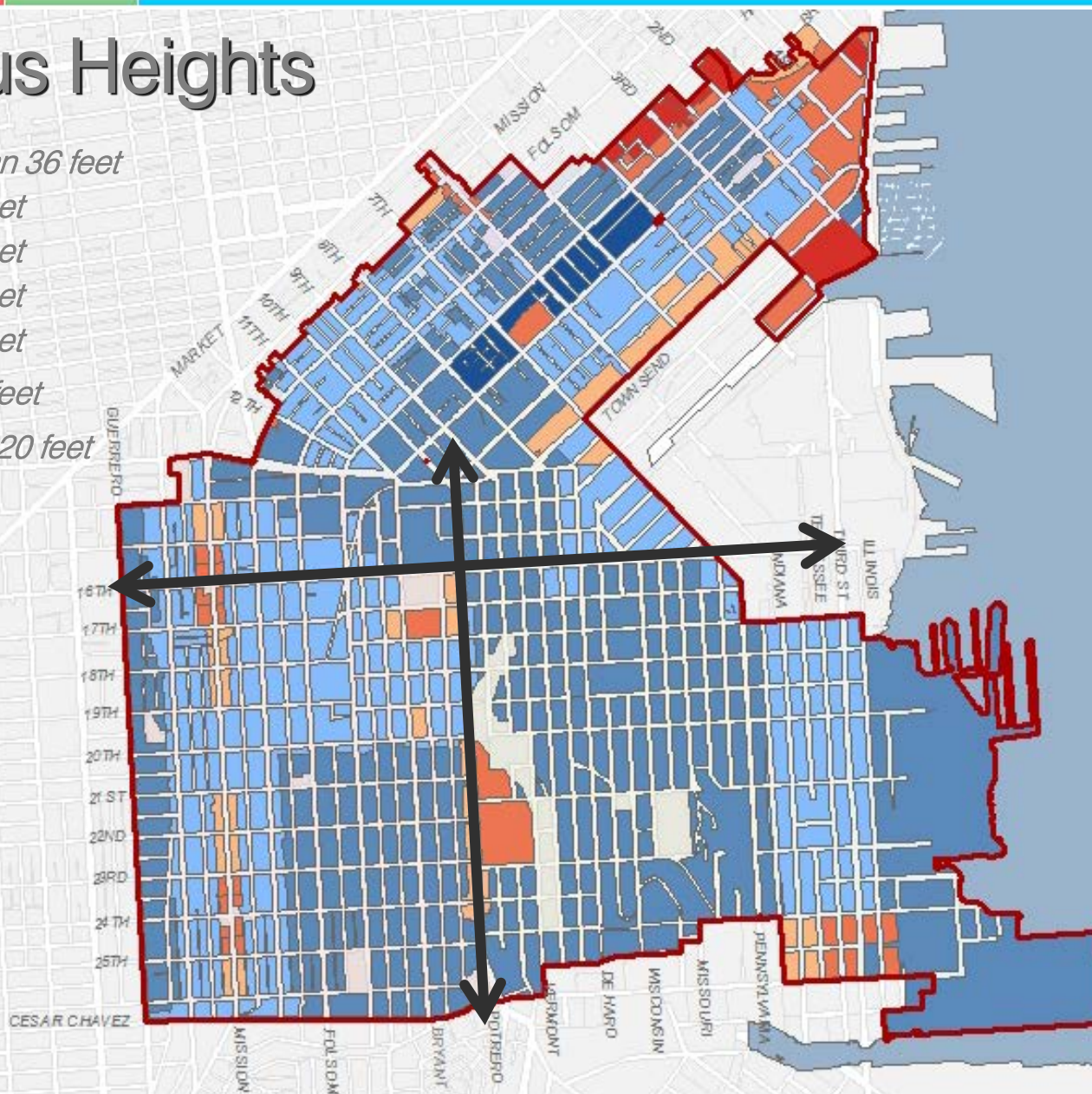
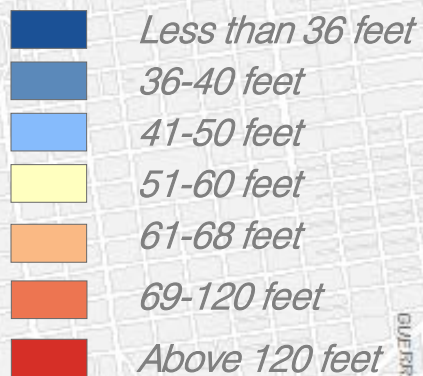
# Urban Mixed Use (UMU)

- Former industrially-zoned areas
- Residential permitted as-of-right
- Increased inclusionary requirement
- Density controls eliminated
- Parking minimums replaced with maximums

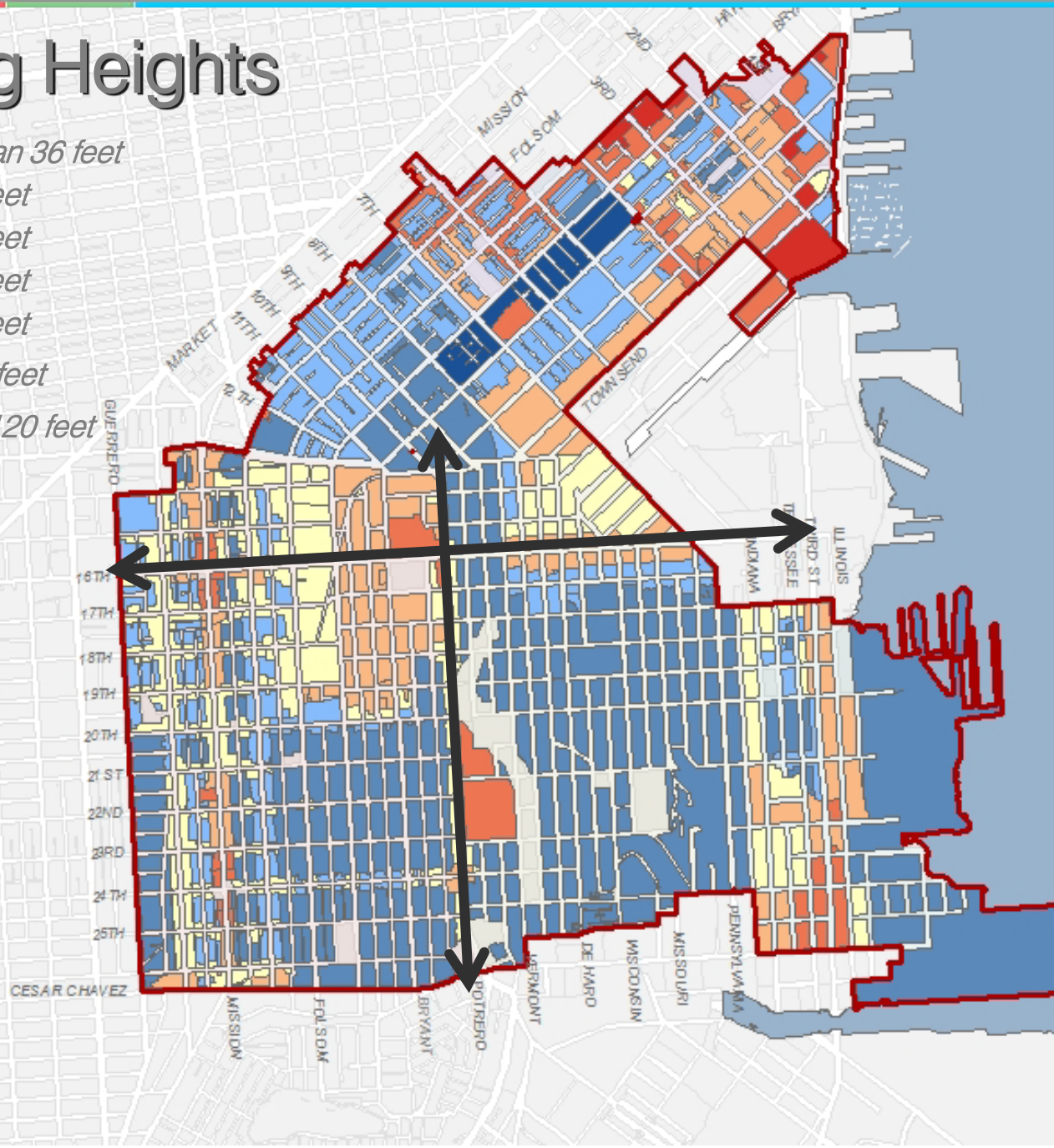
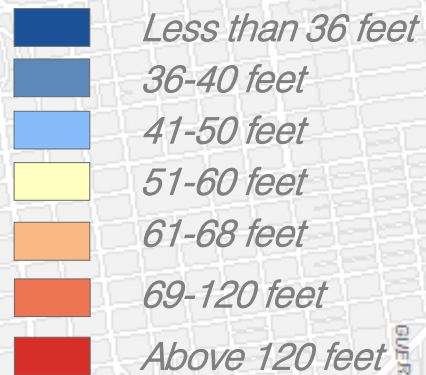




# Previous Heights

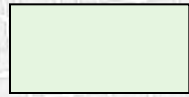


# Existing Heights





# Height Changes



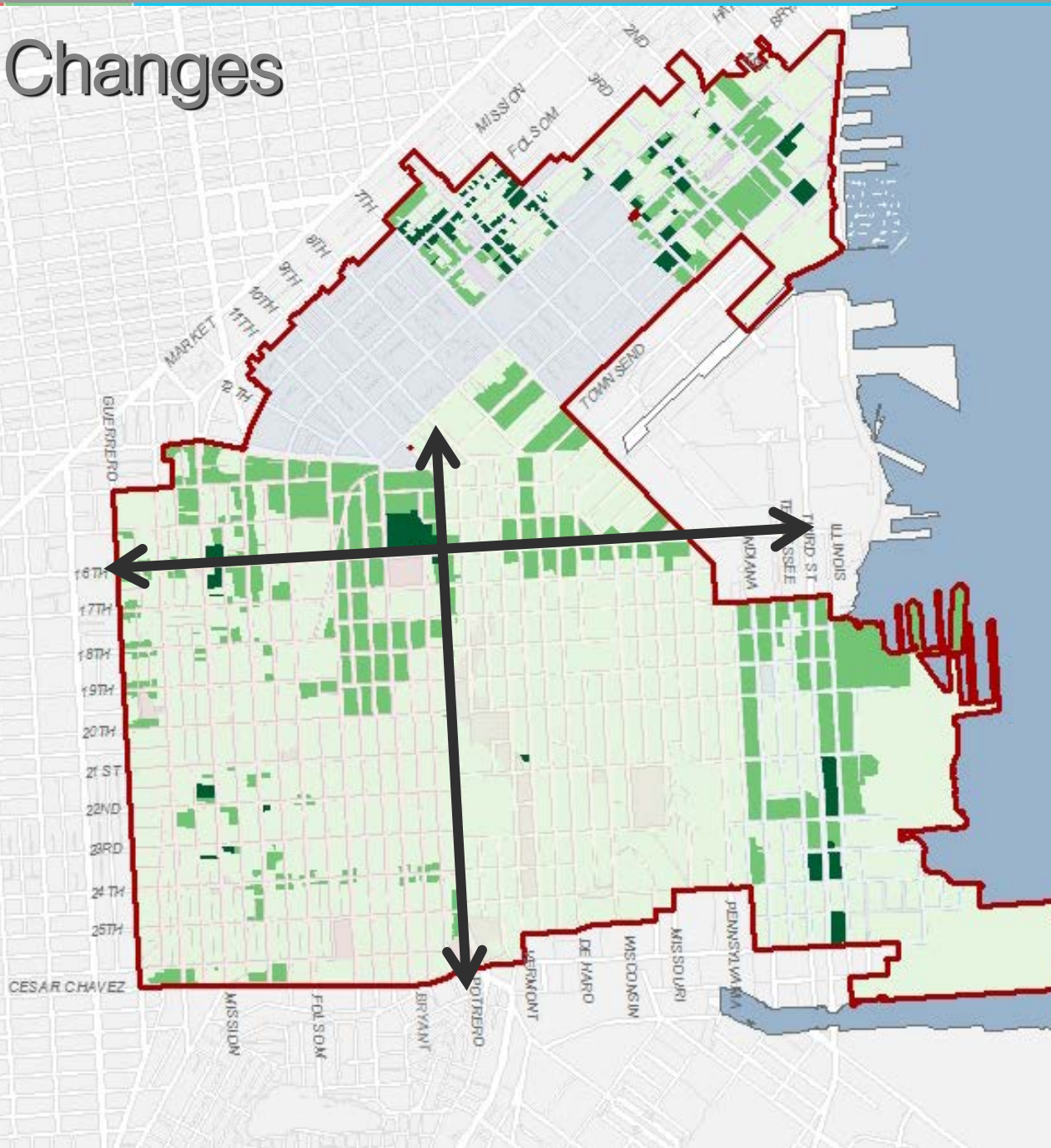
*+ 8-feet or  
less (less  
than one  
story)*



*+ 9-28 feet  
(1-2  
stories)*

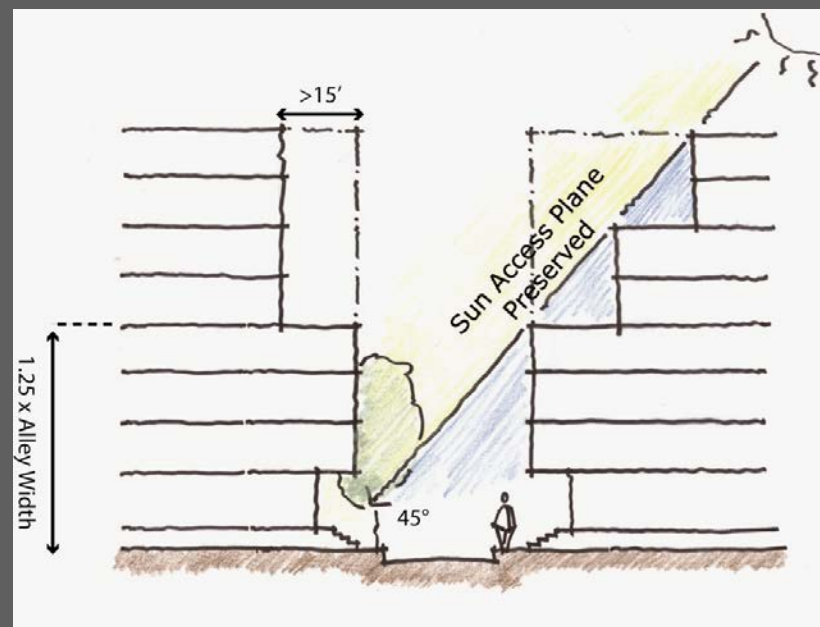


*+ 28  
feet or  
greater  
(3+  
stories)*



# New Zoning – Urban Design Controls

- Breaking down large blocks and buildings
- Upper-story setbacks on alleys
- Active ground floors
- Increased open space requirements

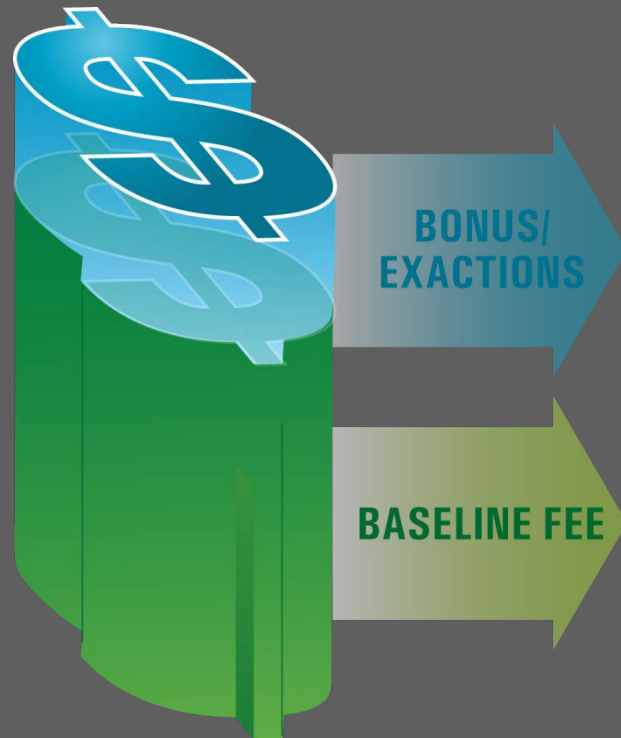




# New Zoning – Affordable Housing

- Increased affordable housing requirements in previously industrial zoned areas
- Greater flexibility in meeting requirements
- New source of revenue for preservation of affordable units

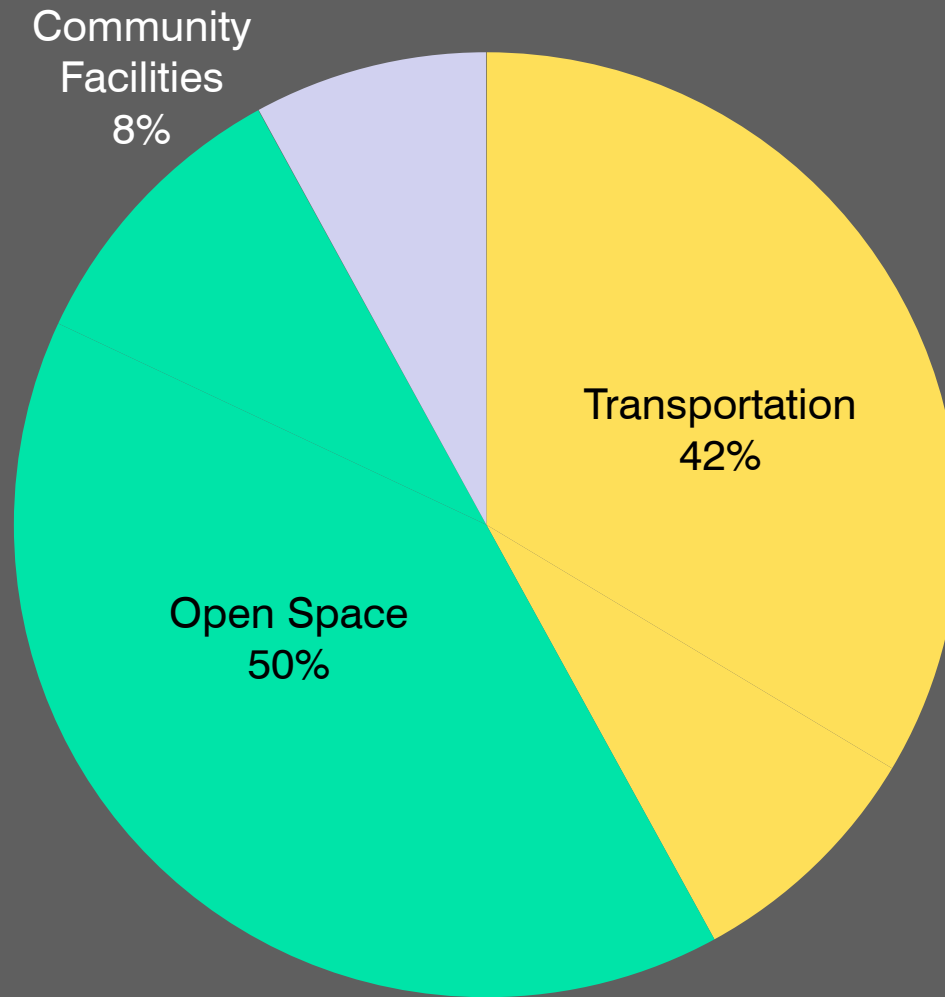
# New Zoning – Development impact fees



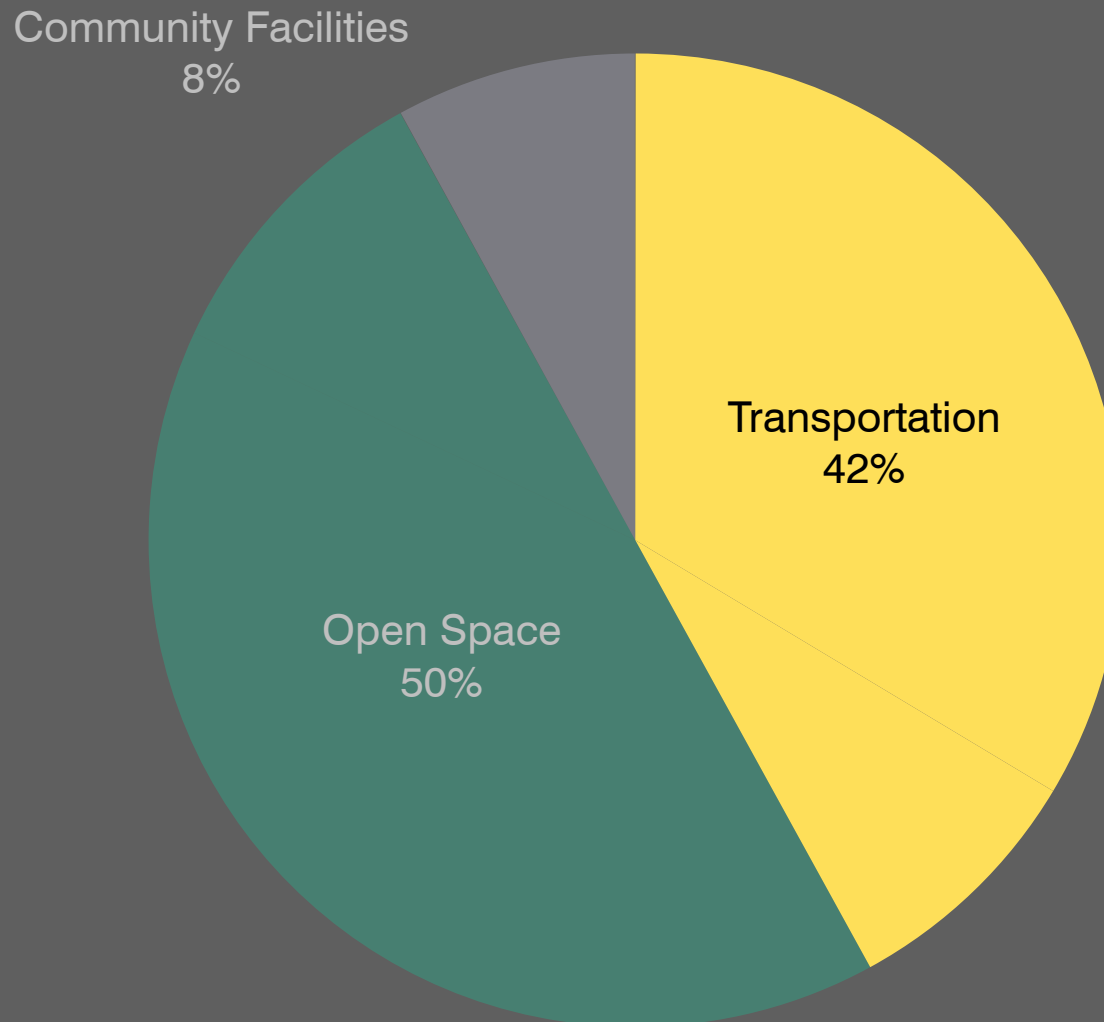
- New impact fees specifically for Eastern Neighborhoods
- Fee rates based on increased development potential



# Impact Fee Revenue Distribution

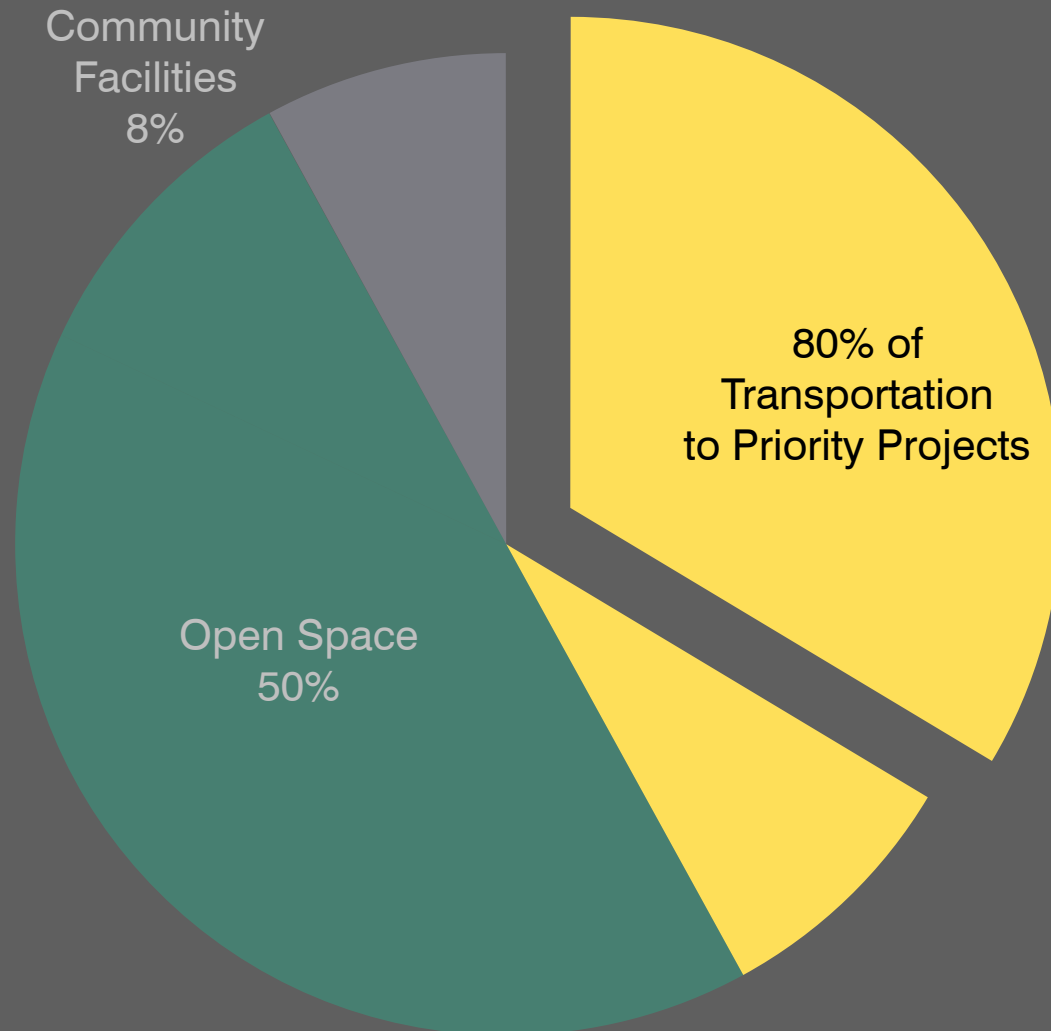


# Impact Fee Revenue Distribution

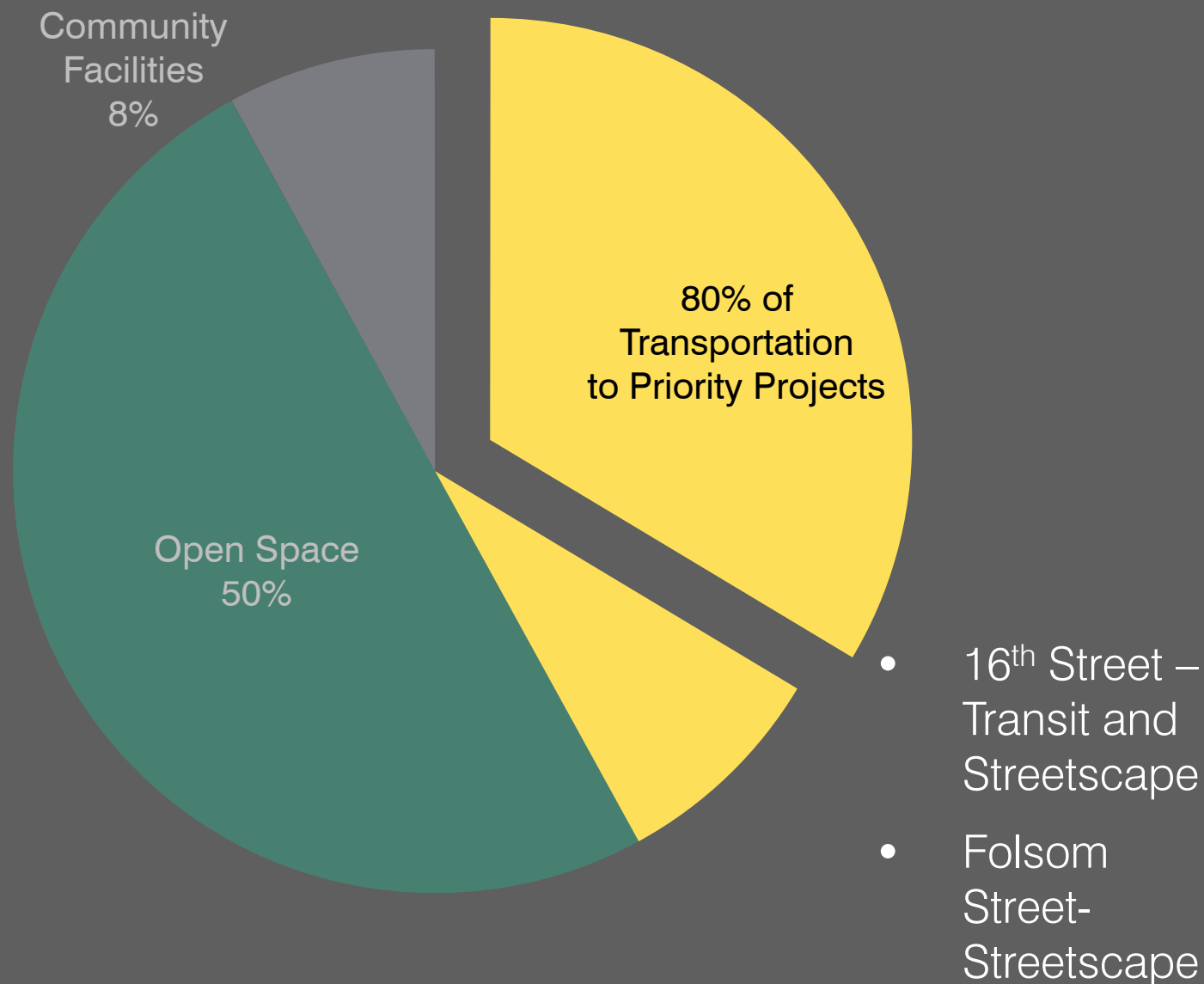




# Impact Fee Revenue Distribution



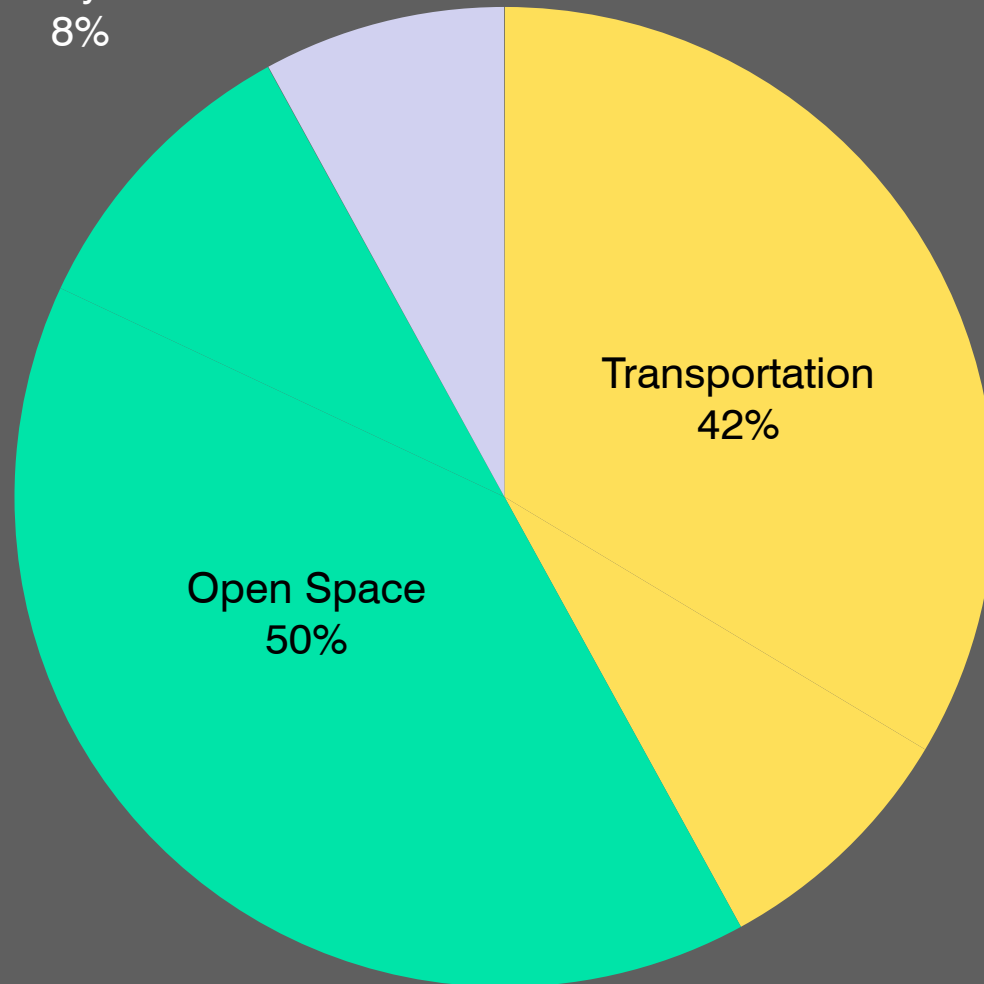
# Impact Fee Revenue Distribution





# Impact Fee Revenue Distribution

Community Facilities  
8%

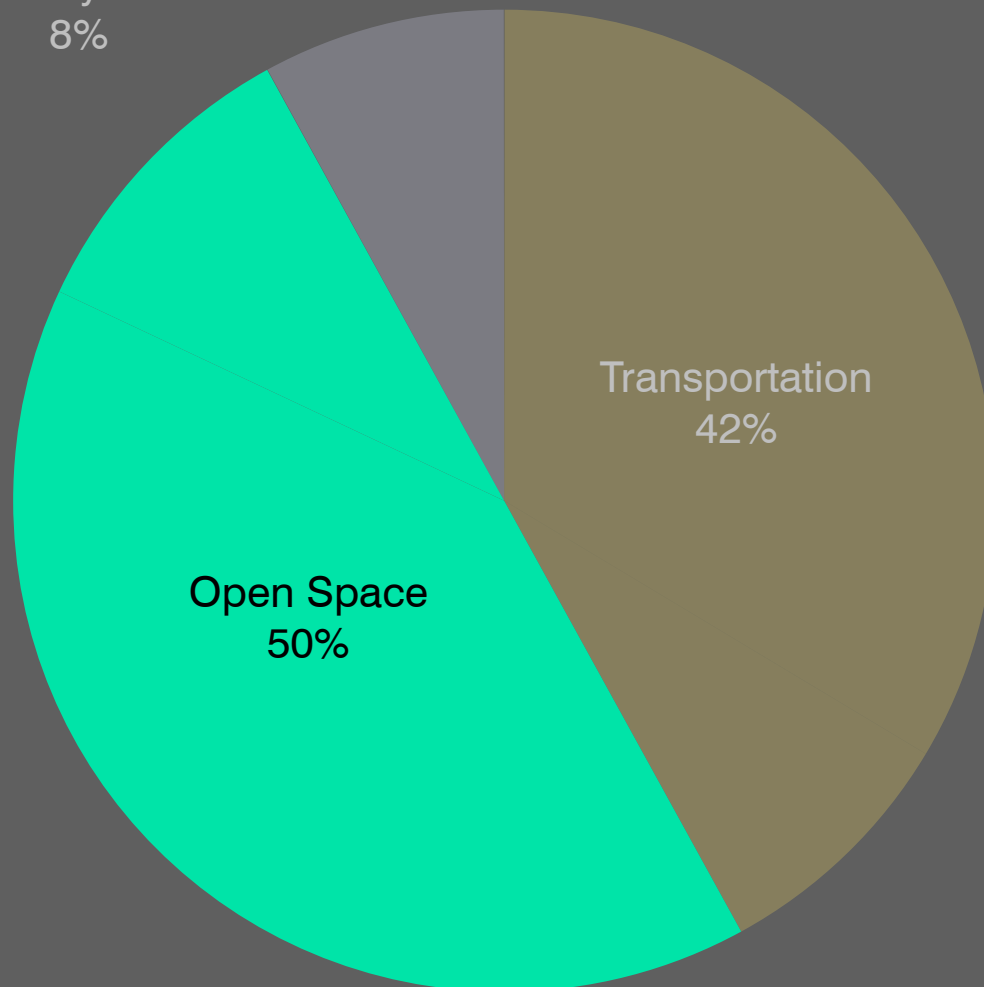


Transportation  
42%

Open Space  
50%

# Impact Fee Revenue Distribution

Community Facilities  
8%

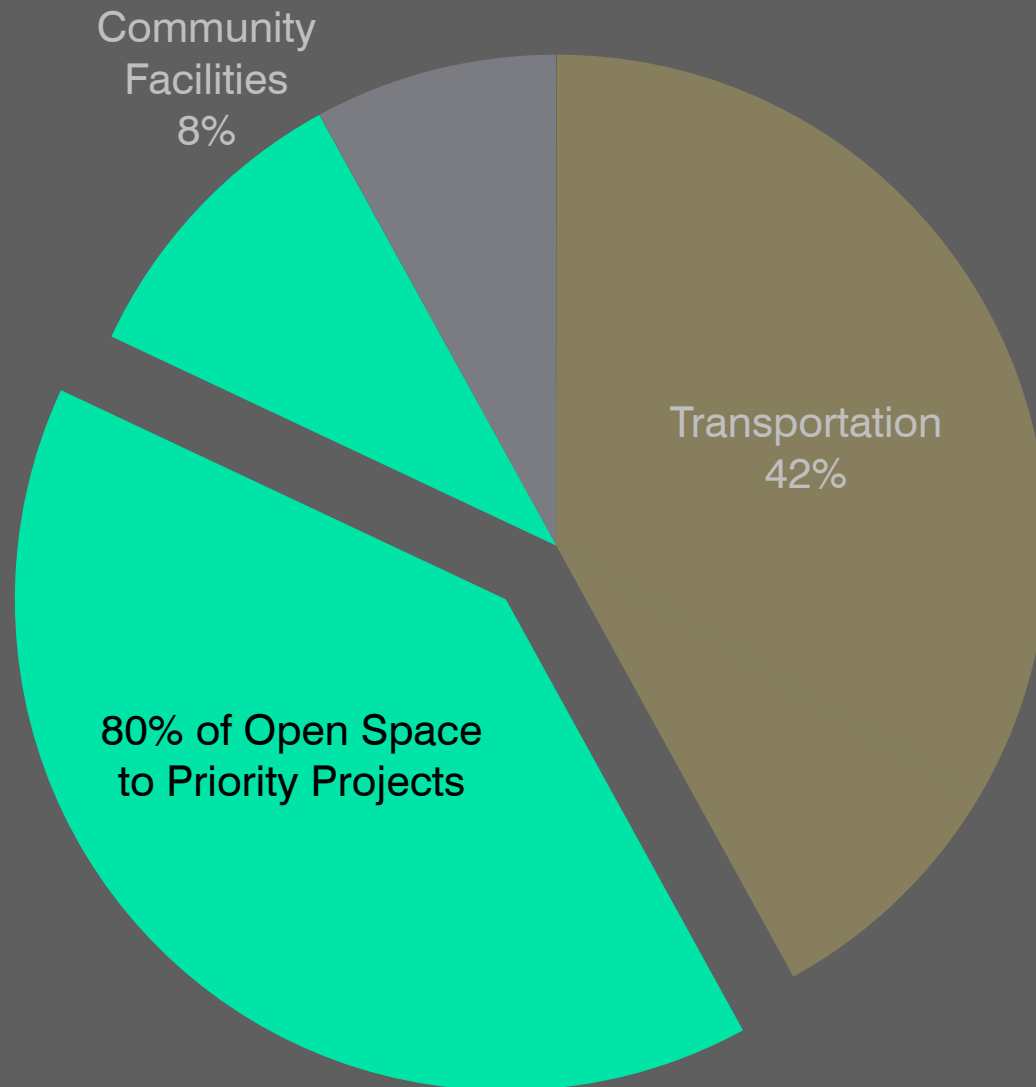


Transportation  
42%

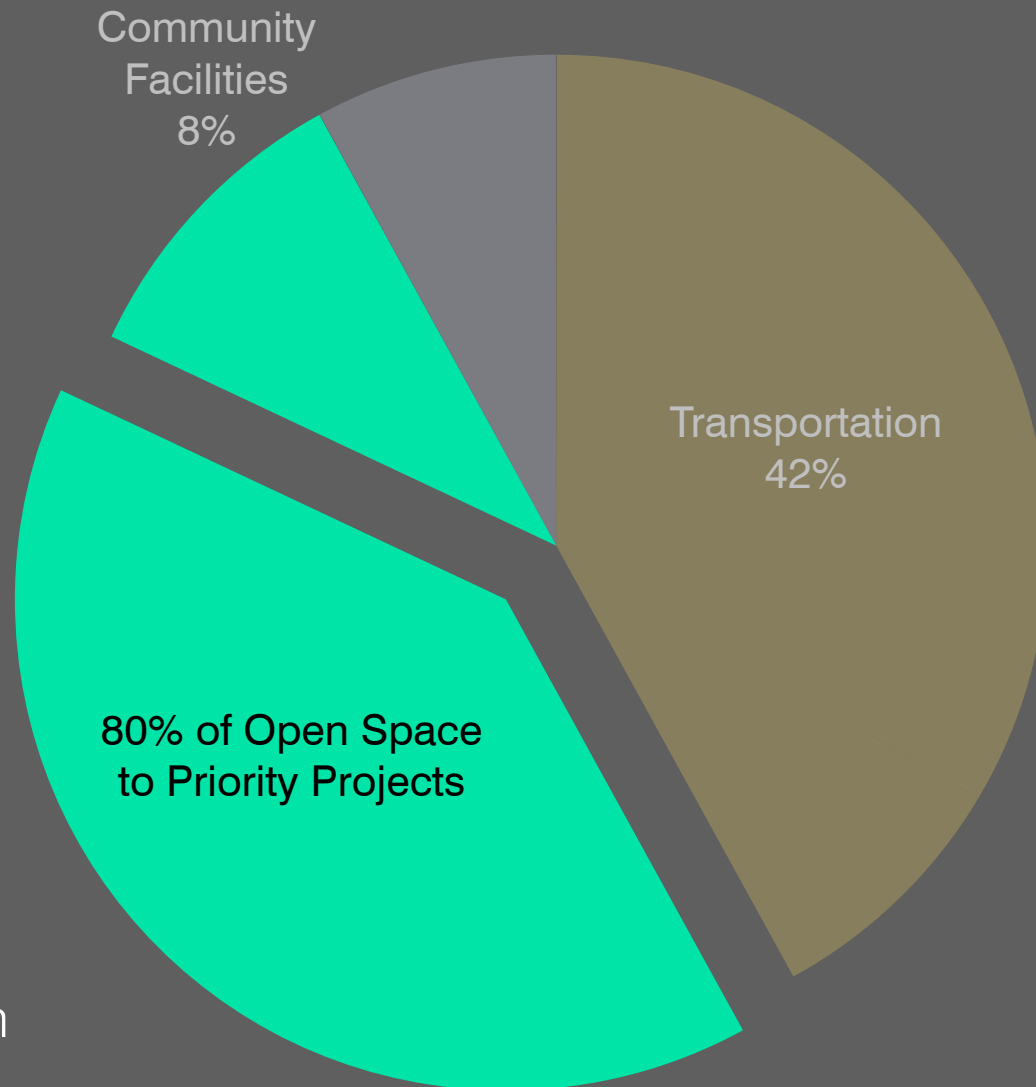
Open Space  
50%



# Impact Fee Revenue Distribution



# Impact Fee Revenue Distribution



- 17<sup>th</sup> and Folsom Park
- Showplace Square open space



# Eastern Neighborhoods Citizen Advisory Committee (EN CAC)

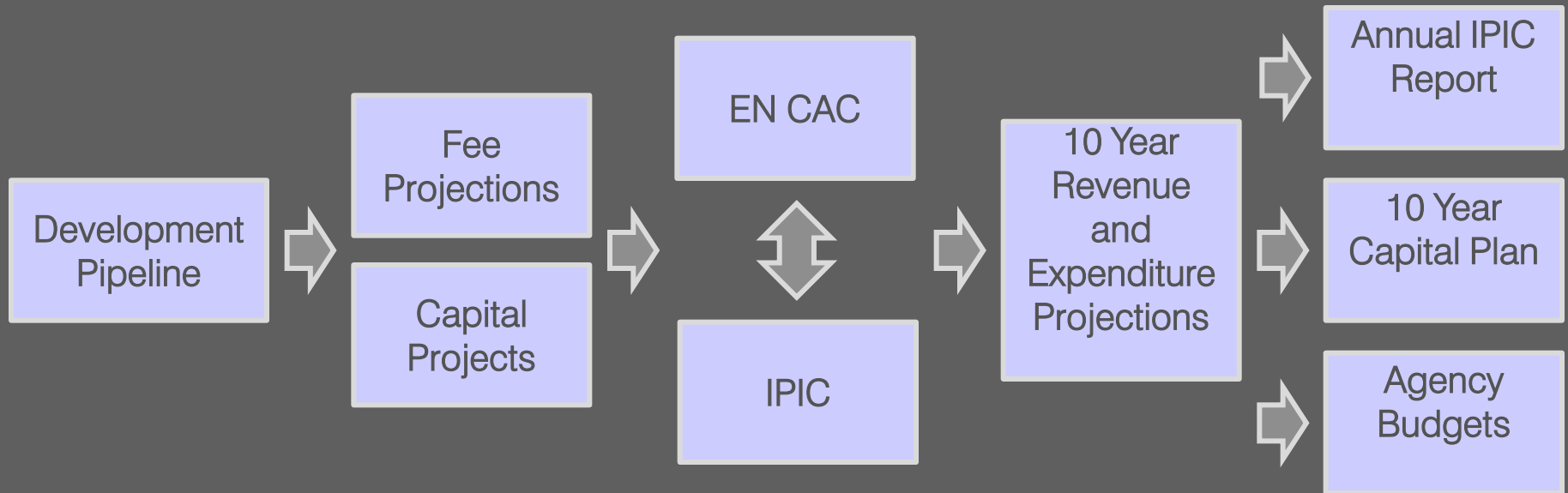
- 19 members (8 mayor-appointed, 11 board-appointed)
- Advise in programming Eastern Neighborhood Development Revenue
- Advise in the monitoring of the Plans' implementation at every fifth year (Monitoring Report)

# Interagency Plan Implementation Committee (IPIC)

- Recommends spending for capital projects funding and programming
- Assures interdepartmental collaboration: includes all implementing agencies
- Coordinates with CACs
- Produces IPIC Annual Report – 10-year spending plan for impact fees



# Implementation



# Projected Impact Fees By Plan Area

	Budgeted		Forecasted			TOTAL FY14-18
	FY 14	FY 15	FY 16	FY 17	FY 18	
Rincon Hill	\$ 1,280,300	\$ 5,202,200	\$ 5,121,400	\$ 220,100	\$ -	\$ 11,824,000
Market and Octavia	\$ 347,200	\$ 2,304,800	\$ 4,514,700	\$ 4,065,600	\$ 6,494,400	\$ 17,726,700
Eastern Neighborhoods	\$ 725,200	\$ 10,783,100	\$ 1,112,200	\$ 8,937,100	\$ 3,804,400	\$ 25,362,000
Balboa Park	\$ 2,000	\$ 194,000	\$ -	\$ 40,000	\$ 262,000	\$ 496,000
Visitacion Valley	\$ 302,000	\$ 840,000	\$ 824,200	\$ 1,492,200	\$ 4,320,600	\$ 7,779,000
<b>Total</b>	<b>\$ 2,656,700</b>	<b>\$ 19,324,100</b>	<b>\$ 11,572,500</b>	<b>\$ 14,755,000</b>	<b>\$ 14,881,400</b>	<b>\$ 63,187,700</b>





# 2013 IPIC Report – Eastern Neighborhoods

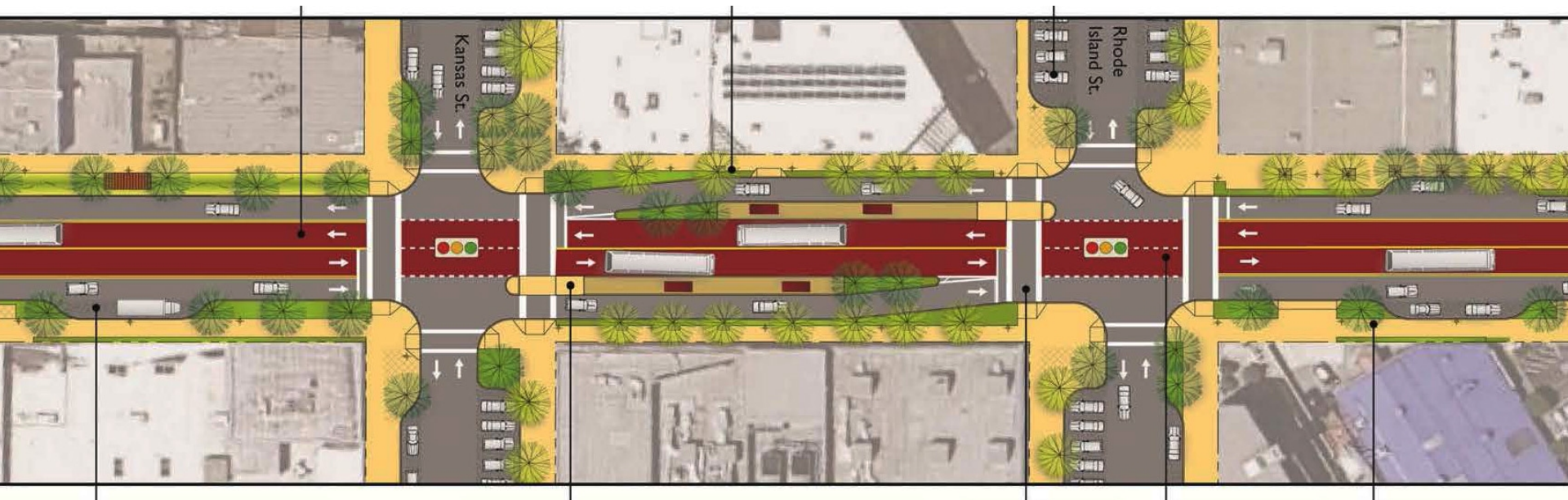
## EXPENDITURES

Housing		FY 14	FY 15	FY 16	FY 17	FY 18			
General Housing Payment to MOH		\$ 10,000	\$ 2,712,800	\$ 139,900	\$ 925,000	\$ 809,400			\$ 9,309,300
<b>Housing Total</b>		<b>\$ 10,000</b>	<b>\$ 2,712,800</b>	<b>\$ 139,900</b>	<b>\$ 925,000</b>	<b>\$ 809,400</b>			<b>\$ 9,309,300</b>
Transportation and Streetscape	FY 13 AND PRIOR	FY 14	FY 15	FY 16	FY 17	FY 18	TOTALS FY 14-18	FY 19-23	TOTALS
Townsend Street Improvements	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Folsom Street Improvements	\$ -	\$ 250,000	\$ -	\$ -	\$ -	\$ -	\$ 250,000	\$ 2,923,680	\$ 3,173,680
16th Street Improvements / Transit Improvements	\$ -	\$ 845,000	\$ 3,250,000	\$ -	\$ 2,920,000	\$ -	\$ 7,015,000	\$ -	\$ 7,015,000
Cleminina Alley Improvements	\$ -	\$ -	\$ 250,000	\$ -	\$ -	\$ -	\$ 250,000	\$ -	\$ 250,000
Transportation (unprogrammed)	\$ -	\$ -	\$ -	\$ 90,000	\$ 93,000	\$ 90,000	\$ 273,000	\$ 586,720	\$ 859,720
<b>Transportation and Streetscape Total</b>	<b>\$ -</b>	<b>\$ 1,095,000</b>	<b>\$ 3,500,000</b>	<b>\$ 90,000</b>	<b>\$ 3,013,000</b>	<b>\$ 90,000</b>	<b>\$ 7,788,000</b>	<b>\$ 3,510,400</b>	<b>\$ 11,298,400</b>
Recreation and Open Space	FY 13 AND PRIOR	FY 14	FY 15	FY 16	FY 17	FY 18	TOTALS FY 14-18	FY 19-23	TOTALS
17th and Folsom Park	\$ 1,000,000	\$ 300,000	\$ 1,120,000	\$ -	\$ -	\$ -	\$ 1,420,000	\$ -	\$ 2,420,000
Daggett Park (In-Kind)	\$ -	\$ -	\$ 1,880,000	\$ -	\$ -	\$ -	\$ 1,880,000	\$ -	\$ 1,880,000
SOMA Park Rehabilitation (South Park)	\$ -	\$ 100,000	\$ -	\$ -	\$ -	\$ -	\$ 100,000	\$ -	\$ 100,000
Rehabilitation to Parks Fund (unprogrammed)	\$ -	\$ -	\$ 400,000	\$ 199,000	\$ 2,241,000	\$ 1,082,500	\$ 3,922,500	\$ 4,756,471	\$ 8,678,971
New Parks (unprogrammed)	\$ -	\$ -	\$ -	\$ -	\$ 2,959,400	\$ -	\$ 2,959,400	\$ 5,847,811	\$ 8,807,211
Community Opportunity (or Challenge) Grant	\$ -	\$ 25,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 200,000	\$ 825,000	\$ 298,578	\$ 1,123,578
<b>Recreation and Open Space Total</b>	<b>\$ 1,000,000</b>	<b>\$ 425,000</b>	<b>\$ 3,600,000</b>	<b>\$ 399,000</b>	<b>\$ 5,400,400</b>	<b>\$ 1,282,500</b>	<b>\$ 11,106,900</b>	<b>\$ 10,902,860</b>	<b>\$ 23,009,760</b>
Childcare	FY 13 AND PRIOR	FY 14	FY 15	FY 16	FY 17	FY 18	TOTALS FY 14-18	FY 19-23	TOTAL
Potrero Launch Childcare Center	\$ 1,915,600	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,915,600
Childcare (unprogrammed)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 983,840	\$ 983,840
<b>Childcare Total</b>	<b>\$ 1,915,600</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 983,840</b>	<b>\$ 2,899,440</b>
Library Materials	FY 13 AND PRIOR	FY 14	FY 15	FY 16	FY 17	FY 18	TOTALS FY 14-18	FY 19-23	TOTALS
Library Materials	\$ -	\$ 51,700	\$ 103,500	\$ 10,800	\$ 99,800	\$ 48,700	\$ 314,500	\$ 243,500	\$ 558,000
<b>Library Total</b>	<b>\$ -</b>	<b>\$ 51,700</b>	<b>\$ 103,500</b>	<b>\$ 10,800</b>	<b>\$ 99,800</b>	<b>\$ 48,700</b>	<b>\$ 314,500</b>	<b>\$ 243,500</b>	<b>\$ 558,000</b>
<b>TOTAL with Housing</b>	<b>\$ 3,580,800</b>	<b>\$ 1,581,700</b>	<b>\$ 9,916,300</b>	<b>\$ 639,700</b>	<b>\$ 9,438,200</b>	<b>\$ 2,230,600</b>	<b>\$ 23,806,500</b>	<b>\$ 19,687,600</b>	<b>\$ 47,074,900</b>
<b>TOTAL without Housing</b>	<b>\$ 3,580,800</b>	<b>\$ 1,571,700</b>	<b>\$ 7,203,500</b>	<b>\$ 499,800</b>	<b>\$ 8,513,200</b>	<b>\$ 1,421,200</b>	<b>\$ 19,209,400</b>	<b>\$ 15,640,600</b>	<b>\$ 37,765,600</b>



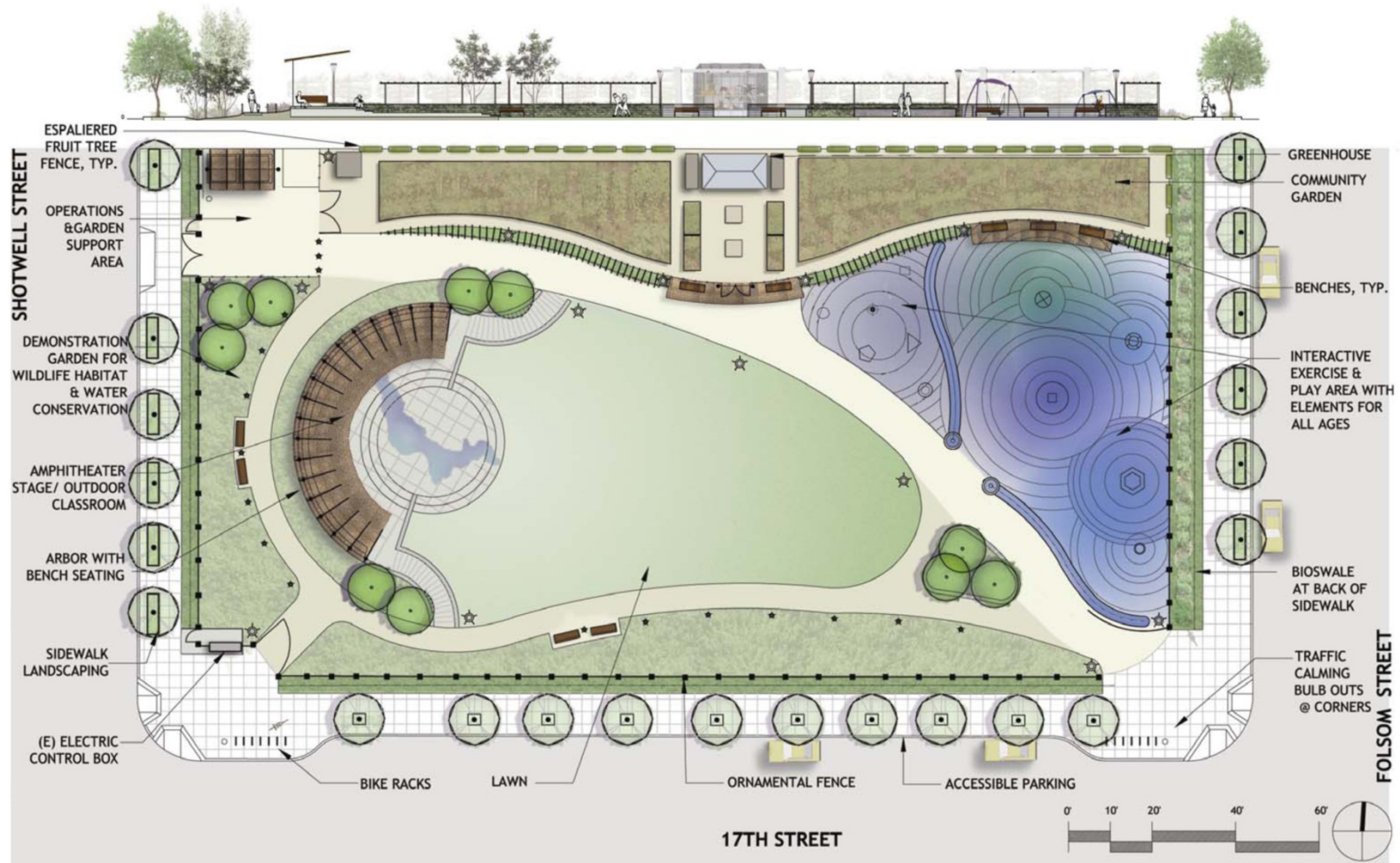
# Key Impact Fee-Funded Projects in EN

- 16th Street Transportation and Streetscape Improvements
- 17th and Folsom Park
- Daggett Park (in-kind)
- Potrero Launch Childcare Center (in-kind) – open 2013





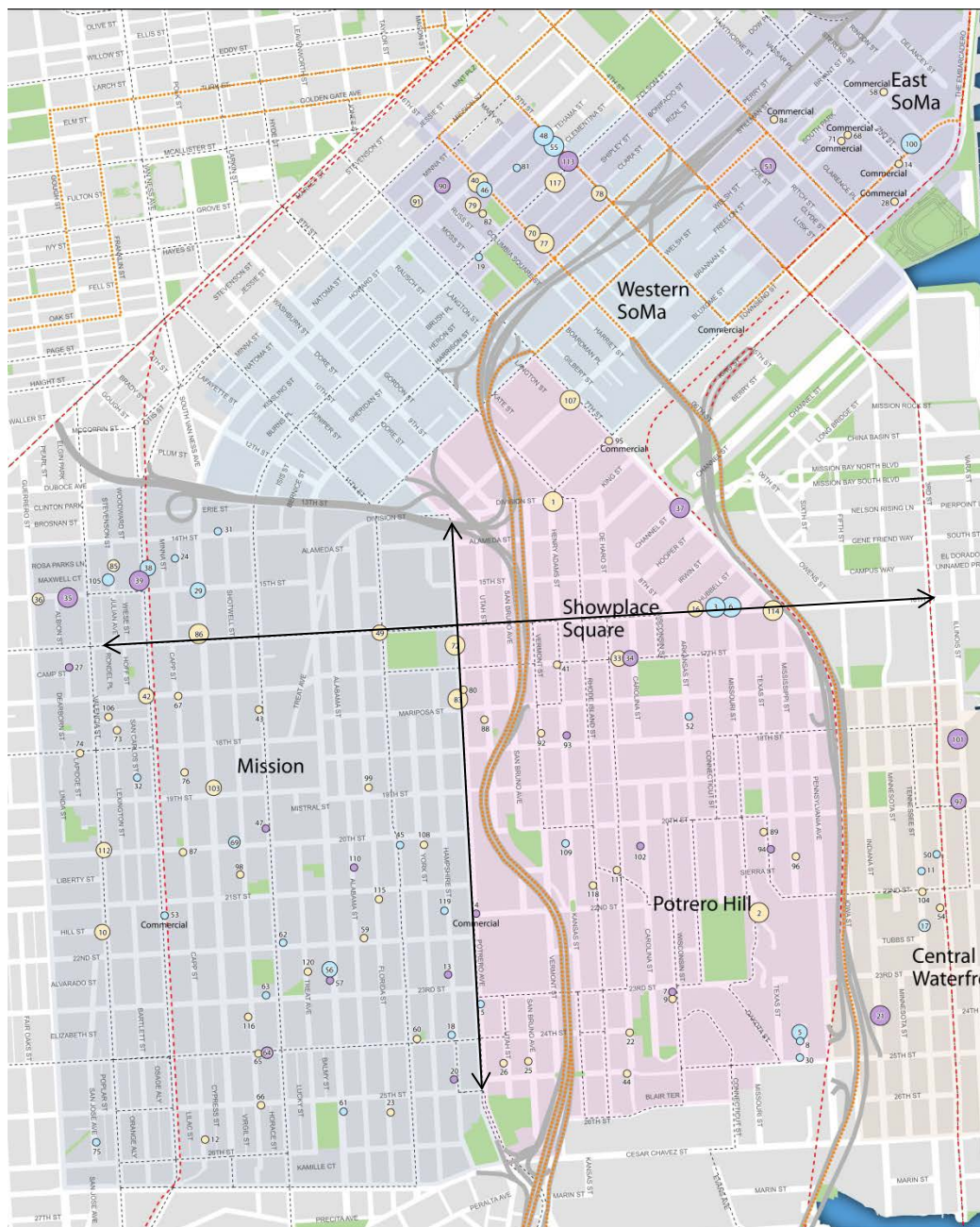
# 17<sup>th</sup> and Folsom Park – Design Phase



# Daggett Park – Design Phase







## Projects Under Construction

- Small: Under 5 dwelling units and under 10,000 gsf
- Medium: 5-10 dwelling units and/or 10,000 to 19,999 gsf
- Large: 11-50 dwelling units and/or 20,000 to 99,999 gsf
- Very large: Over 50 dwelling units and over 100,000 gsf

## Projects Entitled and Permitted

- Small: Under 5 dwelling units and under 10,000 gsf
- Medium: 5-10 dwelling units and/or 10,000 to 19,999 gsf
- Large: 11-50 dwelling units and/or 20,000 to 99,999 gsf
- Very large: Over 50 dwelling units and over 100,000 gsf

## Projects Seeking Entitlements and/or Permits

- Small: Under 5 dwelling units and under 10,000 gsf
- Medium: 5-10 dwelling units and/or 10,000 to 19,999 gsf
- Large: 11-50 dwelling units and/or 20,000 to 99,999 gsf
- Very large: Over 50 dwelling units and over 100,000 gsf





