



To: Members of the Balboa Reservoir Community Advisory Committee

From: Emily Lesk, Office of Economic and Workforce Development

Date: December 4, 2015

Subject: Development Parameters on Additional Public Benefits, for Discussion at the December 14, 2015 CAC Meeting

This memorandum pertains “Additional Public Benefits” not discussed within other categories of proposed development parameters, for discussion at the CAC meeting scheduled for December 14, 2015. City staff propose the following draft parameters based on community feedback to date, combined with our professional understanding of development and public policy considerations. In preparation for December 14th, please review this memo, share it with your respective constituencies and solicit comments, and be prepared to provide feedback at the CAC meeting.

As described at prior CAC meetings, these parameters (along with the others discussed to date) will help inform the selection of a high-quality developer partner for the Balboa Reservoir site. This selection will occur through a Request for Proposals (RFP) process in which prospective developers will propose concept-level ideas for development at the site. In addition to their experience and the proposal’s financial feasibility, these proposals will be evaluated on how they adhere to these “Additional Public Benefits” parameters. Please note that the writing of these guiding parameters is just the beginning and that the winning proposal will be refined over several rounds of design development with feedback from the City, community members, and the CAC.

It is our experience that the RFP process is most successful when the development parameters balance (1) setting clear expectations about City and community priorities and (2) providing flexibility for proposals to creatively meet and exceed those priorities. The best responses allow for continued, iterative work after the developer selection and, ultimately, the strongest end result. The draft parameters below seek to strike that balance by providing high-level guidance on important project amenities.

BACKGROUND INFORMATION

Over the last year, City Staff has received substantial public feedback about which public benefits and amenities should be included in the Balboa Reservoir project. This feedback, which underpins the proposed parameters below, can be referenced online at the following websites.

- Memoranda summarizing community feedback provided at January, 2015 and May, 2015 community workshops, at <http://www.sf-planning.org/index.aspx?page=3989#materials>.
- Meeting minutes, recording, and written correspondence documenting public comment received as part of the Balboa Reservoir CAC process, at <http://www.sf-planning.org/index.aspx?page=4224>.

PROPOSED PARAMETERS REGARDING ADDITIONAL PUBLIC BENEFITS

Principle #1: Accommodate a childcare facility and additional youth-friendly elements within the project.

Draft Parameters:

- a. Make space available for at least one childcare facility. Secure a childcare-provider tenant serving children from infancy to 5 years old. Develop the space according to State requirements for this age group.
- b. Include residential units designed to accommodate in-home childcare. In marketing these units, inform prospective residents that they are conducive to in-home childcare and seek out tenants/buyers who are interested in running in-home childcare businesses.
- c. Work with City College to explore the potential relocation or expansion of its Child Development Center to the Balboa Reservoir site.

Principle #2: Maximize active ground-floor uses to complement the neighborhood's existing retail and ground-floor uses.

Draft Parameters:

- a. According to the San Francisco Planning Department's guidelines, require ground-floor uses, including non-retail uses, which will contribute to an active pedestrian realm. These uses may include childcare, other youth-friendly uses, recreational facilities, arts and cultural facilities, service and social service providers, and bicycle storage facilities and/or workshops.
- b. Explore including neighborhood-serving retail uses in the project, which could serve new residents, the site's immediate neighbors, and/or City College students, faculty and staff. If proposing ground floor retail, demonstrate that any retail use will complement the current local retail environment without negatively impacting existing retail businesses.

Parameter #3: Explore including additional programming and/or amenities designed to enhance quality of life for both new residents and neighbors.

Draft Parameters:

- a. Demonstrate an understanding of local social, arts, cultural, and other priorities by proposing programming and/or amenities that will appeal to the broader community and City College affiliates (students, faculty, and staff), as well as to the development's new residents.
- b. Demonstrate that the project's physical design will be conducive to any such proposed programming and/or additional amenities.