To: Members of the Balboa Reservoir Community Advisory Committee ("CAC")

From: Jeremy Shaw, Planning Department

Date: December 30, 2015

Subject: **Revised Transportation Development Parameters**

At the November 30, 2015 CAC meeting, City staff proposed transportation parameters for the Request for Proposals (RFP) process to select a developer partner of the Balboa Reservoir Site ("Site"). This memorandum revises the transportation parameters based on public feedback received at the CAC meeting and from email communications. Once finalized, City staff will incorporate these parameters into the RFP.

Public feedback may be found in its entirety within the meeting minutes and written public comment from the November 30, 2015 meeting. Links to all CAC meeting files are posted at www.sf-planning.org/brcac .

At the upcoming CAC meeting scheduled for January 11, 2015, the CAC will discuss public feedback and the proposed parameter revisions.

Several parameters refer to a Balboa Area "Transportation Demand Management" (TDM) Plan, while others refer to a "Development Agreement" (DA). For general reference:

As a result of public input, the **Balboa Area TDM Plan** was recently proposed and funded with the support of Supervisor Yee, the Balboa Park Station Area CAC and the San Francisco County Transportation Authority. The intent of the Balboa Area TDM Plan is to study the neighborhood cohesively, rather than site by site, in order to minimize transportation demand impacts from a potential Balboa Reservoir development, as well as from future City College and neighborhood activity. See more at www.sfcta.org/balboa-area-transportation-demand-management-study.

A **Development Agreement (DA)** is a binding contract between the City and a developer partner to expressly define the parties' obligations and a development project's rules, regulations, and policies. The intent of a DA is to strengthen the planning process by requiring the participation of the developer partner (including consultants and designers) in achieving local planning goals and community participation and in reducing the costs of development.

DRAFT TRANSPORTATION PRINCIPLES AND PARAMETERS

Principle #1: *Design Site access and circulation to minimize the development's congestion impacts, especially on adjacent areas, while also maximizing pedestrian and bicyclist safety. [---Editorial note: this Principle will become Principle number three (3) out of four (4) principles---]*

Draft Parameters:

a. Design the site's street network, vehicle circulation pattern, and placement of building and garage entrances to maximize pedestrian and cyclist safety and to minimize traffic congestion within and near the site, including on-street vehicle queuing. This goal may be achieved through designing shorter blocks, sharing off-street parking facilities, meeting Principles 2 through 4, and/or other strategies.

b. Determine the number and location of Site access points that will best manage congestion impacts to surrounding neighborhoods and roadways, while minimizing or eliminating the need for curb cuts on streets that are heavily traversed by pedestrians and bicyclists. (Note that certain access routes may be subject to negotiation with appropriate parties, such as adjacent landowners. Such negotiations would occur following the selection of a developer partner.)

~~c. Circulation strategies should pay particular attention to congestion and public safety impacts on Phelan, Ocean and Plymouth Avenues in the vicinity of the site, which have been identified by the community as key areas of concern.~~

~~d.~~c. Design site circulation to minimize congestion and improve public safety on streets, particularly routes to schools within ½ mile of the site. Coordinate site circulation, parking and access design with the City College master planning effort.

d. Maximize safe pedestrian and bicycle connections into and within the site. Make bicycle facility designs consistent with the SF Better Streets Plan recommendations. Design or design in support of the missing Lee Avenue extension as per the San Francisco Bicycle Plan. As described in the Public Realm and City College Parameters, coordinate onsite connections with SFMTA pedestrian and bicycle access improvements beyond the site, especially to and from City College.

e. To ensure attractive, safe and useable public open spaces for all transportation modes, design streets and sidewalks to be consistent with SF Better Streets Plan recommendations, the NACTO Urban Street Design guide, and applicable standards, such as utility separation requirements.

Principle #2: *Create incentives for increasing transportation choices to and from the Balboa Reservoir Site and adjacent neighborhoods.*

Draft Parameters:

a. Use the strategies herein and other creative proposals to meet the performance target of a maximum 60% automobile mode share after completion of the Site development. Monitor transportation performance on the site, report annually on all transportation demand management (TDM) and parking measures, and deploy measures to improve mode share, vehicle miles traveled (VMT) and other measures as needed. To these ends, establish a TDM budget for the development. The budget shall provide funding for a TDM manager to execute transportation strategies and coordinate with relevant City agencies, City College, and other transportation partners. Creative strategies or partnerships for monitoring, reporting, and executing TDM measures to meet performance targets are encouraged.

b. Maximize carshare availability and convenience by providing each on-site household with a car-share membership for the household's first full year of residency and by pursuing one or more of the following strategies:

- Meeting or exceeding the number of carshare parking spaces required by local ordinance;
- Locating car-share parking spaces on streets for easy access;
- Facilitating the use of shared vehicles by families with children, by providing an on-site lending library of car seats, strollers, and/or other equipment through the property management. ~~and (ii) providing on-site bicycle parking spaces for cargo bicycles and other larger bicycles; and~~ *[---Editorial note: this clause was redundant with Parameter 2(d) and therefore removed---]*

c. Support and encourage transit use by:

- Providing each household with a monthly transit pass or, subject to the creation of an integrated "transportation benefit allowance," providing each household with a transportation benefit allowance. The allowance could be used for a variety of transportation services other than private automobile parking, such as transit, bicycle parking, sharing or repair, car share usage fees, etc. The transportation benefit allowance should extend at least through the household's first full year of residency. At a minimum, the transportation benefit allowance should be equivalent to the cost of one Muni monthly pass per household;
- Encouraging employers to provide a pre-tax transportation benefit program and/or a sustainable transportation allowance for onsite employees (e.g., a residential building's property manager, construction workers, etc.).
- Supporting the City's efforts to improve the safety and comfort of bicycle and pedestrian access within the Balboa Reservoir Site and from the Site to the City College Bus Terminal, Balboa Park BART Station, the Muni K-line, other bus stops, community amenities and open spaces in the area;
- Providing on-site transit-rider amenities such as benches and sheltered bus stops, if applicable.

d. Encourage bicycling by:

- Providing secure onsite Class I bicycle storage facilities at a rate that meets or exceeds planning code requirements of at least 1.5 bicycle parking/storage spaces per residential unit. These bicycle facilities should be secure, contain electric charging stations, and be capable of storing cargo bicycles and other larger bicycles;
- Ensuring a safe and convenient path of travel between on-site bicycle facilities (e.g. lanes, paths, parking, repair space, bike share pods) and existing bicycle facilities on Ocean and Phelan Avenues;
- Creating a north-south bicycle connection on or through the site, utilizing bicycle lanes and/or dedicated bicycle tracks;
- Providing visitor bicycle parking at a rate that meets or exceeds Planning Code requirements;
- Providing a bicycle repair facility on-site;

- Providing an onsite Bay Area Bike Share pod if one is not located within 250 feet of the site;
- Considering the provision of limited-time Bay Area Bike Share memberships to residents and employees.
- Providing a once a year "how to learn to ride class" either on Site /close by for all residents. See Principle 4 for additional outreach requirements.

e. Identify and implement additional strategies to support the ability to choose alternative modes of travel, which may include:

- Facilitating deliveries by including a staffed reception area to receive packages or offering reception area cold storage and other forms of temporary storage to receive deliveries of groceries, packages, laundry and other items.

f. Identify potential partnerships and accommodate capital improvements that can reduce traffic impacts on surrounding neighborhoods and improve safety and mobility for non-single occupant vehicle travel modes. (Note that RFP responses should not assume that the Balboa Reservoir development project will be required to fund off-site improvements other than improvements required as CEQA mitigation measures. However, the City may wish to explore creative partnership and funding arrangements during negotiations with the selected developer partner.) Such improvements may include, but are not limited to the following:

- Stronger pedestrian safety and access into adjacent neighborhoods;
- Improved bicycle infrastructure along the existing Lee Avenue to close the current gap between bicycle routes;
- Coordination of bicycle facilities with City College, potentially including shared storage, shared access to repair or charging stations, and appropriate supply of Class I and Class II parking to accommodate bicycles' access to either property;
- Improved intersection design, turning controls and signal timing for transit and vehicles;
- Improved neighborhood mobility and access during construction;
- Shared parking facilities; and
- Off-site traffic calming measures.

Principle #3: *Manage parking availability for onsite ~~those~~ residents ~~who require it~~ while coordinating parking management with City College enrollment goals and with City parking policies for the surrounding neighborhoods.*

Draft parameters:

a. Comply with Planning Code requirement to "unbundle" parking, such that parking spaces are purchased or leased separately from residential units and households opt into the lease or purchase of a parking space. Residential parking spaces may be part of shared parking facilities and/or in on-site buildings other than that which contains the associated residential unit.

b. Build residential parking at ratios that are appropriate for each unit size and for a site near a transit station area. ~~a maximum residential ratio of 0.5 parking spaces per housing~~

~~unit.~~ Parking may be supplied at a rate of up to one parking space per family unit (two bedrooms or greater) and up to one parking space per four units of student housing. The overall site parking ratio should be no greater than ~~of~~ 0.5 parking spaces per unit.

c. Proposals should describe in detail ~~whether and~~ how ~~the creation of~~ shared parking facilities and/or parking management agreements with City College and/or the City may effectively address parking demand and traffic congestion in the area. Shared parking will allow for the same parking spaces to be utilized by residents at night and during weekends and by commuters, visitors, students, faculty and staff during the day Monday through Fridays. In analyzing the potential for shared parking, consider existing parking demand from City College faculty, staff and students and other potential users. Utilize the data which will be identified in the ongoing TDM Study, City College surveys, and the Balboa Reservoir Site Study - Existing Transportation Conditions Report.

d. Participate in a combined parking management plan and/or ongoing transportation demand management for the Balboa Reservoir Site with City College and the City.

e. Employee, commuter and residential parking should be priced at market rate.

Principle #4: *Encourage the use of sustainable modes of transportation (walking, biking, transit ridership, car sharing and carpooling) through coordinated programming and communications.*

Draft parameters:

a. Offer incentive campaigns to encourage the use of non-single occupant vehicle modes of transportation.

b. Promote the Site's sustainable transportation choices through engagement and communications with new and prospective tenants, residents, visitors, employees, and neighbors. Hold annual sustainable transportation events such as "bike to work day," electric and bike share demonstrations, and other information sessions, or a month-long walking competition. Consider including in the events faculty, staff and students from nearby educational institutions as well as on-site residents and employees.

c. Implement a wayfinding (e.g. signage, design) program that facilitates transit ridership, biking, and walking.

d. Install real-time information amenities to assist residents, visitors, employees, and neighbors in utilizing sustainable modes of transportation. Useful types of information may include real-time transit arrivals, availability of shared bikes, and/or availability of shared cars.

e. Identify potential partnerships with the City, City College, and other nearby educational institutions to support local efforts to encourage students, faculty, and staff to utilize alternative modes of transportation.