Public Sites Development Framework

December 11, 2014
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

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Actual Production 2007-2014</th>
<th>Target Production 2007-2014</th>
<th>Percentage of Production Target Achieved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income (&lt;80% AMI)</td>
<td>4,978</td>
<td>12,124</td>
<td>41%</td>
</tr>
<tr>
<td>Moderate Income (80-120% AMI)</td>
<td>1,107</td>
<td>6,754</td>
<td>16%</td>
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<tr>
<td>Market Rate (&gt;120% AMI)</td>
<td>11,993</td>
<td>12,315</td>
<td>97%</td>
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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

Staff and Consultant Analysis

Community Meetings, Stakeholder Feedback

Solicitation for Developer Partner(s)

SITE PROGRAM & DESIGN

PARTNERSHIP

ENTITLEMENT

CONSTRUCTION
Sites under analysis

Tier 1/Pilot Public Sites for Development

4th & Folsom (SFMTA-ownership)
1950 Mission (SFUSD to MOHCD transfer)
Balboa Reservoir (SFPUC-ownership)
Upper Yard (SFMTA to MOHCD transfer)
IV. Next steps
## Schedule

<table>
<thead>
<tr>
<th>Date:</th>
<th>Actions:</th>
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<tbody>
<tr>
<td>Winter 2014-15</td>
<td>➢ Updates of Commission(s)</td>
</tr>
<tr>
<td>Winter / Spring 2015</td>
<td>➢ Preliminary site analysis for Tier 1 sites</td>
</tr>
<tr>
<td></td>
<td>➢ Initial site-specific community meetings – Balboa Reservoir, January 2015</td>
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<tr>
<td></td>
<td>➢ Commission(s) updates on Balboa Reservoir</td>
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<tr>
<td>Summer 2015</td>
<td>➢ Refinement of strategies</td>
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<tr>
<td></td>
<td>➢ Draft Requests for Proposals</td>
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<tr>
<td></td>
<td>➢ Additional sites analyzed for inclusion in portfolio</td>
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<tr>
<td>End 2015</td>
<td>➢ Developers selected for first-phase projects; new sites announced as analysis is completed</td>
</tr>
<tr>
<td></td>
<td>➢ Program updates to Commission(s)</td>
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Questions?

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