



# SHOWPLACE SQUARE/POTRERO HILL AREA PLAN

*MONITORING REPORT*

2006-2010

# Showplace Square / Potrero Hill Area Plan Monitoring Report 2006-2010

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Photo courtesy Flickr. [tomhubbopper](#)

The **Showplace Square/Potrero Hill Plan** calls for the following:

- A** build on the existing character of the area and stabilize it as a place for living and working;
- B** retain Showplace Square's role as an important location for PDR activities;
- C** strengthen and expand Showplace Square/Potrero Hill as a residential, mixed-use neighborhood; and
- D** ensure the provision of a comprehensive package of public benefits as part of rezoning.

# 1. Introduction

The Eastern Neighborhoods community planning process was launched in 2001 to determine how much of San Francisco's remaining industrial lands to preserve and how much could be transitioned to other uses, especially residential. In 2008, four new area plans for the Mission, East SoMa, Showplace Square/Potrero Hill, and Central Waterfront neighborhoods were adopted. The resulting area plans contained holistic visions for affordable housing, transportation, parks and open space, urban design, and community facilities.

The vitality and strength of Showplace Square/Potrero Hill as a mixed use neighborhood requires appropriate spaces for a range of land uses. The Showplace Square/Potrero Hill Plan calls for the following: a) build on the existing character of the area and stabilize it as a place for living and working; b) retain Showplace Square's role as an important location for PDR activities; c) strengthen and expand Showplace Square/Potrero Hill as a residential, mixed-use neighborhood; and d) ensure the provision of a comprehensive package of public benefits as part of rezoning.

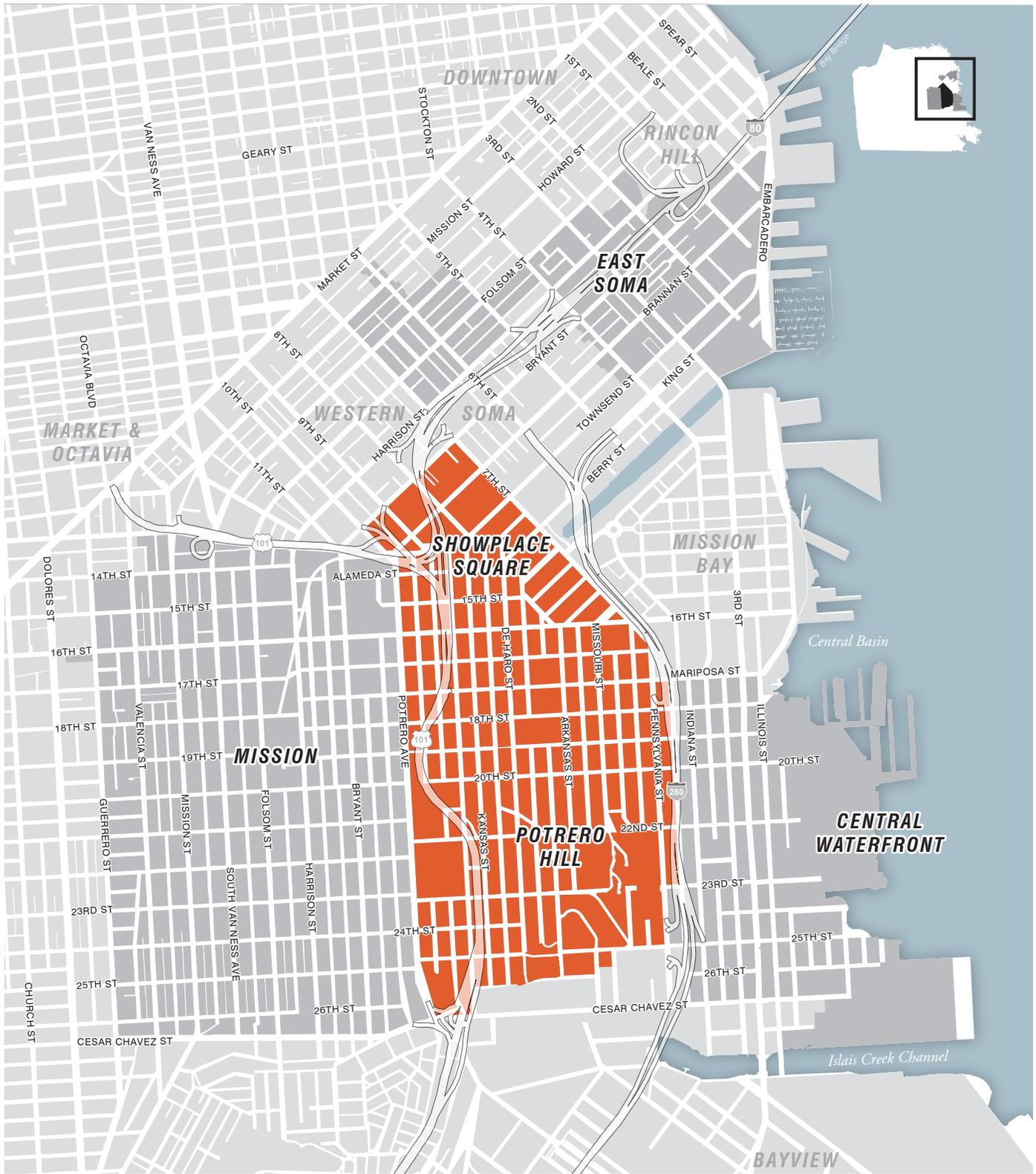
*Map 1* shows the Showplace Square/Potrero Hill Plan area boundaries as generally along Potrero Avenue to the west, Bryant and 7th Streets to the north, Highway 280 to the east, and 26th Street to the south. While the area is itself diverse, Showplace Square is a center for commerce with an important furniture and interior design center that serves a national market. A number of light industrial production, distribution and repair (PDR) businesses continue to operate in Showplace Square. By contrast, Potrero Hill south of Mariposa Street is largely residential.

A five-year time series Eastern Neighborhoods Monitoring Program was also mandated to report on key indicators affecting the implementation of each area plan. This Showplace Square/Potrero Hill Five-Year

Monitoring Report, the first since the Plan's adoption, covers office and retail development and employment trends; housing production and conversion trends; affordable housing; and project entitlement requirements and fees. In addition, this report also describes existing and planned infrastructure and other public benefit improvements. The complete text of monitoring requirements can be found in *Appendix A*.

The Planning Department is issuing this first Showplace Square/Potrero Hill Five-Year Monitoring Report in 2011, covering the period from January 1, 2006 through December 31, 2010. In effect, this Monitoring Report includes development activities in the years immediately preceding and following the adoption of the Showplace Square/Potrero Hill Plan in 2008. Because of these relatively recent actions, this first five-year time series monitoring report can only present limited information. This first report will best serve as a benchmark for subsequent reports as it will provide information on existing conditions at the time the Showplace Square/Potrero Hill Plan was adopted. Subsequent time series monitoring reports for the Showplace Square and Potrero Hill Plan area will be released in years ending in 1 and 6.

The time series report relies primarily on the Housing Inventory, the Commerce and Industry Inventory, and the Pipeline Quarterly Report, all of which are published by the Planning Department. Additional data sources include: the California Employment and Development Department (EDD), the San Francisco Municipal Transportation Agency (SFMTA), Co-Star Realty information, Dun and Bradstreet business data, CBRE and NAI-BT Commercial real estate reports, and information gathered from the Department of Building Inspection, the offices of the Treasurer and Tax Collector, the Controller, and the Assessor-Recorder.



**Map 1**  
**Showplace Square/Potrero Hill Plan Area**

956,355<sup>SF</sup> of new commercial space built



650 Townsend Street  
[http://thecagroup.com/listings/650\\_townsend](http://thecagroup.com/listings/650_townsend)

## 2. Commercial Space & Employment

More than 40% of the land in the Showplace Square/Potrero Hill Plan area is currently classified as having residential uses, including about 4% housing mixed with commercial uses, typically on the ground floor. Nevertheless, commercial land uses take up more than one-quarter of the land area, with light industrial PDR uses being the largest single category. Schools and cultural destinations comprise 8% of the land use, while retail and entertainment only amounts to 3%. (See *Appendix B, Table BT-1* for land use distribution tables for Showplace Square/Potrero Hill and San Francisco).



## 2.1 Commercial Space Inventory

The Showplace Square/Potrero Hill Plan supports small and moderate size retail establishments in neighborhood commercial areas, including 18th and 20th Streets, while allowing larger retail in the new Urban Mixed Use districts only when part of a mixed-use development. The PDR district contains controls that protect PDR businesses, especially design related establishments, by prohibiting new residential development and limiting new office and retail. The Plan also allows for “Knowledge Sector” PDR businesses in the PDR district generally north of 17th Street, as well as the Urban Mixed use district.

*Table 2.1.1* is an inventory of non-residential space in the Showplace Square/Potrero Hill area as of 2010. One-quarter of commercial land use in the area is PDR and 13% is office. Approximately 44% is a mix of uses where no use predominates. The remainder is retail (8%) and CIE (8%), with the remaining 2% representing medical uses.

*Table 2.1.2* shows commercial and other non-residential development activity in the Showplace Square/Potrero Hill Plan area between 2006 and 2010 while *Table 2.1.3* shows corresponding figures for San Francisco. Non-residential development in Showplace Square made over 15% of the Citywide total commercial projects completed in the last five years. The bulk of recently completed commercial development in the area consisted of office space (83%), trailed by retail (9%) and PDR (7%).

Projects recently completed in Showplace Square/Potrero Hill include the renovation of 650 Townsend and construction of 450 Rhode Island. 650 Townsend is a mixed use development, primarily offices uses with retail, PDR and CIE uses while 450 Rhode Island is primarily a residential development with a new Whole Foods grocery as the retail ground floor use. *Map 2* shows the location of these projects. *Table BL-1* in Appendix B provides details on these recently completed commercial projects in Showplace Square/Potrero Hill.



Rendering of new development at 450 Rhode Island Street  
<http://s.lning.com/photos/full/cea5c7ee90184796903a2923350deddc.jpg>



Rendering of 675 Townsend Street  
 Image by Dwellwell Group

**Table 2.1.1 Commercial and Other Non-Residential Building Space, Showplace Square/Potrero Hill and San Francisco, 2010**

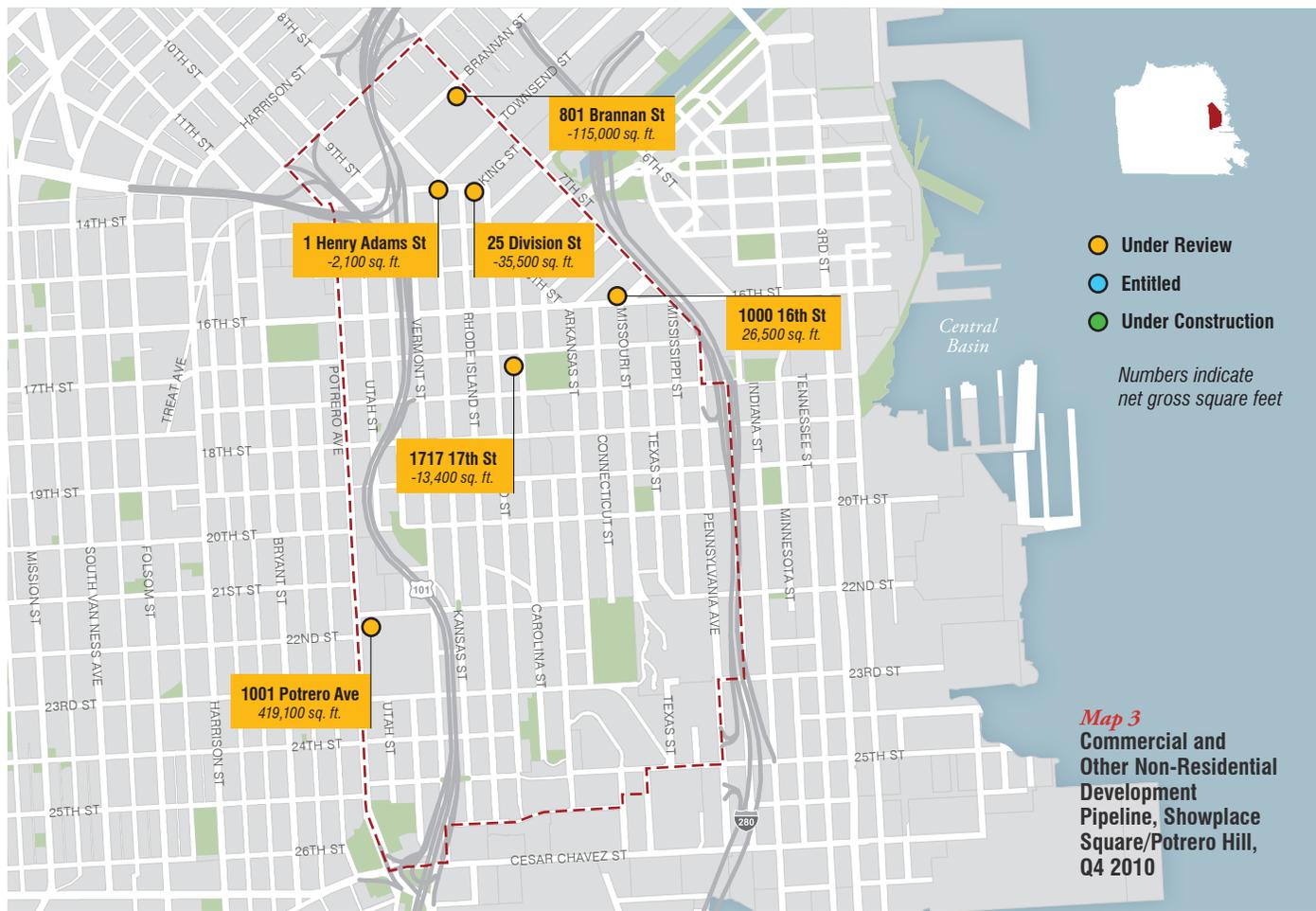
Non-Residential Land Use	SHOWPLACE SQUARE/POTRERO HILL		SAN FRANCISCO		Showplace Square / Potrero Hill as % of San Francisco
	Area (Sq Ft)	% Distribution	Area (Sq Ft)	% Distribution	
Cultural, Institutional & Educational	609,540	8%	50,746,480	20%	1%
Medical	181,867	2%	4,088,100	2%	4%
Office	1,074,394	13%	73,448,880	29%	1%
PDR / Light Industrial	2,016,727	25%	33,862,200	14%	6%
Retail	673,826	8%	19,734,160	8%	3%
Visitor / Lodging	-	0%	21,267,690	9%	0%
Mixed Uses	3,563,378	44%	46,528,800	19%	8%
<b>Total</b>	<b>8,119,732</b>	<b>100.0%</b>	<b>249,676,310</b>	<b>100%</b>	<b>3%</b>

**Table 2.1.2 New Commercial and Other Non-Residential Development, Showplace Square/Potrero Hill 2006-2010**

Year	Cultural, Institutional & Educational	Medical	Office	PDR / Light Industrial	Retail	Visitor / Lodging	Total Sq Ft
2006	-	-	-	-	7,975	-	7,975
2007	-	-	-	-	40,000	-	40,000
2008	-	-	-	1,350	-	-	1,350
2009	6,300	-	790,030	69,200	41,500	-	907,030
2010	-	-	-	-	-	-	-
<b>Total</b>	<b>6,300</b>	<b>-</b>	<b>790,030</b>	<b>70,550</b>	<b>89,475</b>	<b>-</b>	<b>956,355</b>

**Table 2.1.3 New Commercial and Other Non-Residential Development, San Francisco, 2006-2010**

Year	Cultural, Institutional & Educational	Medical	Office	PDR / Light Industrial	Retail	Visitor / Lodging	Total Sq. Ft.
2006	74,558	-	328,477	-	469,576	25,447	898,058
2007	18,432	17,438	771,227	8,837	132,673	49,258	997,865
2008	160,549	-	1,283,774	1,350	192,430	433,000	2,075,103
2009	167,607	4,120	1,155,580	128,450	478,528	-	1,934,286
2010	60,752	16,196	30,000	70,000	194,989	-	371,937
<b>Total</b>	<b>481,898</b>	<b>37,754</b>	<b>3,569,058</b>	<b>208,637</b>	<b>1,468,196</b>	<b>507,705</b>	<b>6,277,249</b>



## 2.2 Commercial Development Pipeline

At the end of the fourth quarter 2010, the total commercial development pipeline in Showplace Square/Potrero Hill consisted of 426,748 net square feet, by far the greatest in the Eastern Neighborhoods (see [Table 2.2.1](#)). If not for the conversion of some office and PDR space into other uses, project proposals will create even more commercial square feet (about 474,000 square feet).

The biggest change in the inventory of commercial space in Showplace Square/Potrero Hill is the addition of 419,000 square feet of institutional space at San Francisco General Hospital. About 55,200 square feet of retail space have received entitlement and/or have building permits issued.

There is a net loss of 36,800 square feet of office space and 10,600 square feet of PDR space.

[Table 2.2.2](#) shows the commercial development pipeline for San Francisco for comparison. The development pipeline in Showplace Square/Potrero Hill represents less than 3% of the citywide pipeline, but over 25% of the citywide CIE pipeline. A proposal to create new PDR space is offset by the conversion of a larger space into other uses, resulting in a net loss of over 10,660 sq. ft. This loss of PDR space in Showplace Square/Potrero Hill represents about 2% of the PDR space loss citywide. [Map 3](#) shows the locations of the proposed commercial developments in the plan area.



Design of new San Francisco General Hospital (1001 Potrero Ave)  
<http://www.flickr.com/photos/mayorgavinnewsom/4035901992/>



Rendering 1717 17th Street development  
 Onyx Condos

**Table 2.2.1**  
**Commercial and Other Non-Residential Development Pipeline, Showplace Square/Potrero Hill Q4 2010**

Development Status	CIE*	Medical Office	Office	PDR** / Light Industrial	Retail	Visitor / Lodging	Total Sq. Ft.
<b>Planning Entitled</b>							
Under Construction	419,070	-	-	-	-	-	419,070
Planning Approved	-	-	(18,209)	4,840	-	-	(13,369)
Building Permit Filed	-	-	-	-	-	-	-
Building Permit Approved / Issued / Reinstated	-	-	-	-	-	-	-
<b>Under Review</b>							
Building Permit Filed	-	-	-	-	-	-	-
Planning Filed	-	-	(18,632)	(15,503)	55,182	-	21,047
<b>Total</b>	<b>419,070</b>	<b>-</b>	<b>(36,841)</b>	<b>(10,663)</b>	<b>55,182</b>	<b>-</b>	<b>426,748</b>

**Table 2.2.2**  
**Commercial and Other Non-Residential Development Pipeline, San Francisco Q4 2010**

Development Status	CIE*	Medical Office	Office	PDR** / Light Industrial	Retail	Visitor / Lodging	Total Sq. Ft.
<b>Planning Entitled</b>							
Under Construction	437,559	-	58,918	(25,230)	8,423	-	479,670
Planning Approved	175,980	(33,117)	5,167,450	(88,557)	1,324,246	308,570	6,854,572
Building Permit Filed	19,180	-	916,830	(221,550)	87,080	-	801,540
Building Permit Approved / Issued / Reinstated	(22,095)	-	826,123	(85,371)	50,972	24,606	794,235
<b>Under Review</b>							
Building Permit Filed	25,553	-	564,742	(6,149)	18,082	-	602,228
Planning Filed	1,001,797	-	3,238,464	(67,760)	1,640,697	97,347	5,910,545
<b>Total</b>	<b>1,637,974</b>	<b>(33,117)</b>	<b>10,772,527</b>	<b>(494,617)</b>	<b>3,129,500</b>	<b>430,523</b>	<b>15,442,790</b>

\* CIE = Cultural, Institutional & Educational  
 \*\* PDR = Production, Distribution, Repair

## 2.3 Employment

### Office Jobs

San Francisco is a regional employment hub, with the largest concentration of office jobs in the Bay Area including financial, legal, and other specialized business services. According to the state Employment Development Department (EDD), there were about 225,800 office jobs in San Francisco at the end of September 2010. Of these jobs, about 4,830 (or 2% of the city-wide total) were in the Showplace Square/Potrero Hill Plan area; there were approximately 280 establishments (or 2% of San Francisco establishments) with office employment (see [Table 2.3.1](#)).

### Retail Jobs

San Francisco is also a regional shopping destination and 20% of all city jobs are in retail/entertainment (see [Table 2.3.1](#)). There were about 2,060 retail jobs in the Showplace Square/Potrero Hill Plan area, about 16% of total jobs in the area; this also represented 2% of all citywide retail jobs.

### PDR/Light Industrial Jobs

Although no longer a center for industry, 14% of San Francisco jobs are in light industrial production,

distribution, or repair (PDR) businesses. These businesses contribute to the city's economy by providing stable and well-paying jobs for the 49% of San Franciscans without a four-year college degree (29% only have a high school diploma or less) and by supporting various sectors of the economy. There were about 4,720 PDR jobs in Showplace Square/Potrero Hill, about 36% of total jobs in the area or 6% of all citywide PDR jobs.

### Estimated New Jobs

As discussed in the previous section, there is approximately 426,000 net square feet in the commercial development pipeline. Assuming an average employee density of 350 square feet, this new commercial space can accommodate around 1,200 net jobs when completed, almost all of which are institutional jobs related to San Francisco General Hospital.

### Job Loss

New projects in the development pipeline convert or demolish some 36,840 square feet of office space. Assuming an average employee density of 350 square feet, this space accommodates about 105 jobs.

**Table 2.3.1**  
Employment, Showplace Square/Potrero Hill and San Francisco, Q3 2010

Land Use	SHOWPLACE SQUARE / POTRERO HILL				SAN FRANCISCO			
	No. of Establishments	% of Total Establishments	No. of Jobs	% of Total Jobs	No. of Establishments	% of Total Establishments	No. of Jobs	% of Total Jobs
Cultural, Institutional & Educational	32	3%	864	7%	1,659	3%	67,735	12%
Medical	20	2%	464	4%	858	2%	34,449	6%
Office	285	27%	4,835	37%	13,480	25%	225,853	41%
PDR / Light Industrial	297	28%	4,722	36%	5,231	10%	76,821	14%
Retail	185	18%	2,062	16%	7,466	14%	107,422	20%
Visitor / Lodging	-	0%	-	0%	299	1%	17,751	3%
Other	226	22%	152	1%	24,317	46%	19,825	4%
<b>Total</b>	<b>1,045</b>	<b>100%</b>	<b>17,755</b>	<b>100%</b>	<b>53,310</b>	<b>100%</b>	<b>549,856</b>	<b>100%</b>

Source: California Employment Development Department

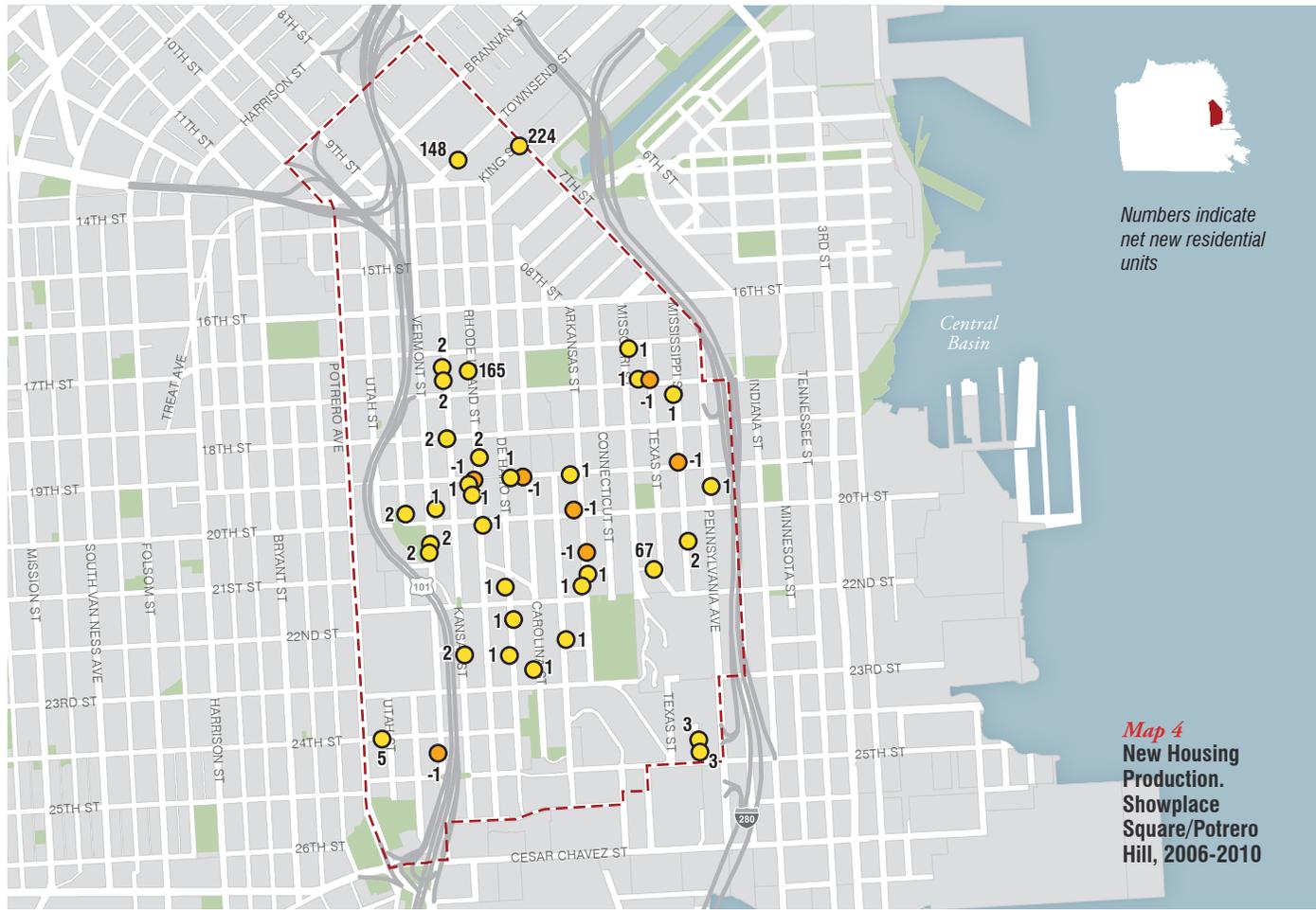
**643** net new housing units added last 5 years



### 3. Housing

Housing and the provision adequate shelter, especially for those with low to moderate incomes, continue to be chronic issues in San Francisco. The Showplace Square/Potrero Hill Plan calls for housing affordable to a wide range of incomes that enhance the mixed-use character of the area. The Plan also encourages housing compatible with the lower density dwellings on Potrero Hill, in scales and densities that reflect the area’s finer-grained fabric. The Plan envisioned that as many as 2,700 additional units can be accommodated within the plan boundaries.

The Showplace Square/Potrero Hill Plan also recognizes the value of sound, existing housing stock and call for its preservation. Dwelling unit mergers are strongly discouraged and housing demolitions are allowed only on condition of adequate unit replacement.



Numbers indicate net new residential units

**Map 4**  
New Housing Production. Showplace Square/Potrero Hill, 2006-2010

### 3.1 Housing Inventory and New Housing Production

According to the 2010 Census, there were almost 6,400 units in the Showplace Square/Potrero Hill Plan boundaries in April 2010; this represents less than 2% of the citywide total.

Table 3.1.1 shows that approximately 640 new units were built in the past five years in the Showplace Square/Potrero Hill area. Table 3.1.2 shows the Citywide figures for comparison. More than 5% of the net increase in the City’s housing stock in the last five years was in the Showplace Square/Potrero Hill area. The three largest housing projects completed during this period includes: 888 Seventh Street (224 units), 450 Rhode Island (165 units) and 675 Townsend (148 units).

Map 4 shows the location of recent housing construction in the Showplace Square/Potrero Hill area. Additional details about these new development projects can be found in Appendix B, List BL-3.

**Table 3.1.1**  
New Housing Production, Showplace Square/Potrero Hill 2006-2010

Year	Units Completed from New Construction	Units Demolished	Net Units Gained or Lost from Alterations	Net Change in Number of Units
2006	228	2	1	227
2007	172	1	3	174
2008	232	2	4	234
2009	4	0	0	4
2010	2	0	2	4
<b>Total</b>	<b>638</b>	<b>5</b>	<b>10</b>	<b>643</b>

**Table 3.1.2**  
New Housing Production, San Francisco, 2006-2010

Year	Units Completed from New Construction	Units Demolished	Net Units Gained or Lost from Alterations	Net Change in Number of Units
2006	1,675	41	280	1,914
2007	2,197	81	451	2,567
2008	3,019	29	273	3,263
2009	3,366	29	117	3,454
2010	1,082	170	318	1,230
<b>Total</b>	<b>11,339</b>	<b>350</b>	<b>1,439</b>	<b>12,428</b>



675 Townsend Street



Rendering 1000 16th Street development  
David Baker Architects

### 3.2 Housing Development Pipeline

As of the end of December 2010, there were over 1,740 units in 28 projects in the housing development pipeline for Showplace Square/Potrero Hill (see [Table 3.2.1](#)). [Map 5](#) shows the location of these proposed housing projects by development status. List BL-4 in Appendix B provides a detailed list of these housing pipeline projects.

Table 3.2.1 shows only 11 units – or less than 1%– are under construction and will likely be completed within the next two years. Approximately 92 units – including those under construction – have received Planning Department entitlements and could see completion within the next two to seven years

Almost 95% of the units in the residential development pipeline are in the early stages of the process and are expected to be completed in the next five to ten years. In comparison, 48% of proposed units Citywide

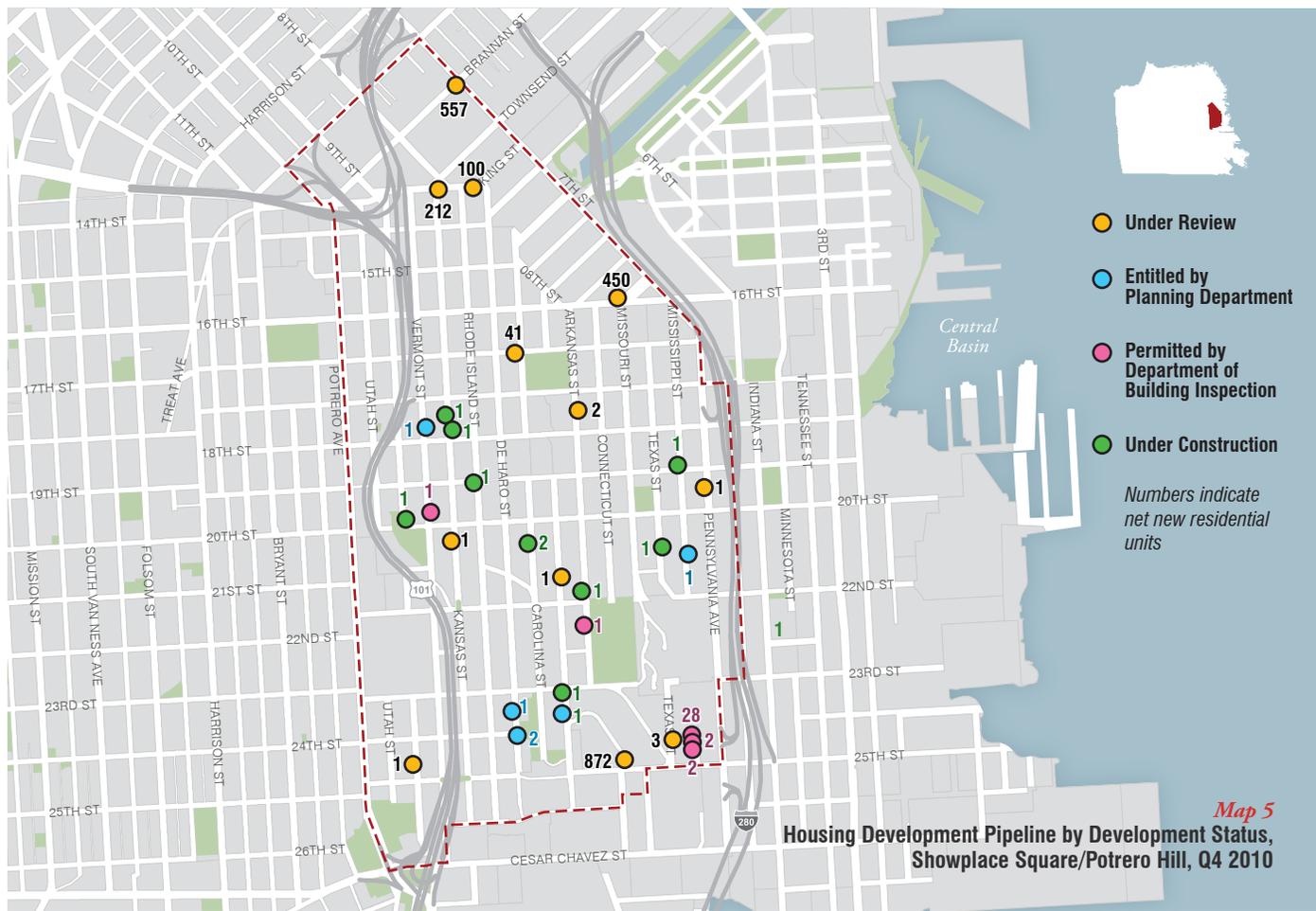
– nearly 21,100 units – are under review and have yet to receive entitlements. About 40% of the units in the housing pipeline citywide are under construction while the remainder have been entitled and have filed for or have received building permits. The largest projects under review include the 1,700 unit proposal for 1 Turner Terrace and the 450 unit project on 1000 16th Street.

If completed in the next 10 years, the current residential pipeline within the Showplace Square/Potrero Hill area would mean an increase of over 27% in the area’s housing stock.

Successful accommodation of this growth, as envisioned in the Plan, would require infrastructure improvements that encourage transit use and enhance open space and other urban amenities in the neighborhood.

**Table 3.2.1**  
Housing Development Pipeline, Showplace Square/Potrero Hill and San Francisco, Q4 2010

Development Status	SHOWPLACE SQUARE / POTRERO HILL		SAN FRANCISCO	
	No. of Projects	No. of Units	No. of Projects	No. of Units
<b>Planning Entitled</b>				
<i>Under Construction</i>	9	11	117	1,728
<i>Planning Approved</i>	6	47	91	16,903
<i>Building Permit Filed</i>	-	-	69	1,916
<i>Building Permit Approved / Issued / Reinstated</i>	5	34	174	2,480
<b>Under Review</b>				
<i>Planning Filed</i>	3	1,644	84	19,532
<i>Building Permit Filed</i>	5	7	190	1,487
<b>Total</b>	<b>28</b>	<b>1,743</b>	<b>727</b>	<b>44,050</b>



### 3.3 Affordable Housing in Showplace Square

At the time of the Showplace Square/Potrero Hill Plan adoption and approval, there were some 600 affordable units in four housing projects within the plan area boundaries; this represented less than 4% of the citywide total of affordable housing. In addition, one single-room occupancy residential hotel (SROs) in the Showplace Square/Potrero Hill area provide a total of 16 units. SROs typically provide housing affordable to lower income, single-person households. These SROs units made up less than 1% of the citywide total of SROs.

The Showplace Square/Potrero Hill Plan recognizes that housing affordability, together with a mix of housing types, fosters a diverse and vibrant community. The Showplace Square/Potrero Hill Plan relies on three mechanisms to provide affordable housing in the plan area:

- Providing a high percentage of affordable units, above and beyond the City's Inclusionary Program, in new mixed income projects;
- Allowing developers of market-rate housing to dedicate land for the development of 100 percent affordable housing available to very low and low-income households;
- Encouraging the provision of moderate affordable units on-site, as housing available to middle income households (those making below 150 percent of the median income).





601 King / 888 Seventh Street

### 3.5. Housing Stock Preservation

The Showplace Square/Potrero Hill Plan supports the preservation of the area's existing housing stock and prohibits residential demolitions unless these would result in sufficient replacement of housing units. Demolitions are also restricted to ensure the preservation of affordable housing and historic resources.

In the reporting period, seven units in the Showplace Square/Potrero Hill Plan area were demolished (see *Table 3.5.1*) or just over 1% of units demolished citywide. *Table 3.5.2* shows citywide figures for comparison. Illegal units removed also result in loss of housing; corrections to official records, on the other hand, are adjustments to the housing count.

**Table 3.5.1**  
Units Lost, Showplace Square/Potrero Hill, 2006-2010

Year	UNITS LOST THROUGH ALTERATIONS BY TYPE OF LOSS						Total Units Lost
	Illegal Units Removed	Units Merged into Larger Units	Correction to Official Records	Units Converted	Total Alterations	Units Demolished	
2006	1	0	0	0	1	2	3
2007	0	1	0	0	1	1	2
2008	0	0	0	0	0	2	2
2009	0	0	0	0	0	0	0
2010	0	0	0	0	0	0	0
<b>Total</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>5</b>	<b>7</b>

**Table 3.5.2**  
Units Lost, San Francisco, 2006-2010

Year	UNITS LOST THROUGH ALTERATIONS BY TYPE OF LOSS						Total Units Lost
	Illegal Units Removed	Units Merged into Larger Units	Correction to Official Records	Units Converted	Total Alterations	Units Demolished	
2006	12	21	0	7	40	41	81
2007	10	16	4	5	35	81	116
2008	19	28	0	1	48	29	77
2009	2	42	5	12	61	29	90
2010	5	22	1	10	38	170	208
<b>Total</b>	<b>48</b>	<b>129</b>	<b>10</b>	<b>35</b>	<b>222</b>	<b>350</b>	<b>572</b>

### 3.6. Other Changes in Housing Stock Characteristics

The type of housing opportunities determines the type of people who live in the neighborhood. For example, single-family homes tend to support families and/or larger households, which are typically homeowners, while flats or apartments tend to be occupied by a single-person or smaller households, which are largely renters; group housing and assisted living quarter are housing types available for the elderly and people who have disabilities.

Condo conversions increase San Francisco's homeownership rate – estimated to be at about 38% in 2009, up from 35% in 2000. However, condo conversions also mean a reduction in the City's rental stock. In 2009, an estimated 48% of households in Showplace Square/Potrero Hill were renters. About 1% of San Francisco's rental units are in Showplace Square/Potrero Hill.

*Table 3.6.1* shows that in the last five years, 118 units in 54 buildings in Showplace Square/Potrero Hill were converted to condominiums. This represents 3% of all condo conversions citywide. Another indicator of change in the existing housing stock, are owner move-in and Ellis Act evictions. These evictions effectively remove units from the rental housing stock and are, in most cases, precursors to condo conversions.

*Table 3.6.2* shows that in the last five years, there were owner move-in evictions in 21 units and 6 units were withdrawn from the rental stock under the Ellis Act. Owner move-in and Ellis Act evictions in Showplace Square/Potrero Hill constituted 3% and 1% respectively of citywide totals. Other types of evictions, also included in Table 3.6.2, include evictions due to breach of rental contracts or non-payment of rent; this could also include evictions to perform capital improvements or substantial rehabilitation.

**Table 3.6.1**  
Condo Conversion, Showplace Square/Potrero Hill, 2006-2010

Year	SHOWPLACE SQUARE / POTRERO HILL		Showplace Square / Potrero Hill as % of Citywide Total	
	No. of Bldgs	No. of Units	No. of Bldgs	No. of Units
2006	12	27	4%	4%
2007	11	23	3%	3%
2008	8	19	2%	2%
2009	10	23	3%	3%
2010	13	26	6%	5%
<b>Total</b>	<b>54</b>	<b>118</b>	<b>3%</b>	<b>3%</b>

Source: DPW Bureau of Street Use and Mapping

**Table 3.6.2**  
Evictions by Type, Showplace Square/Potrero Hill, 2006-2010

Year	SHOWPLACE SQUARE / POTRERO HILL			Showplace Square / Potrero Hill as % of Citywide Total		
	Owner Move-In	Ellis Act Withdrawal	Other Eviction	Owner Move-In	Ellis Act Withdrawal	Other Eviction
2006	6	0	22	3%	0%	1%
2007	1	1	21	1%	0%	1%
2008	6	3	29	4%	2%	2%
2009	7	0	15	6%	0%	1%
2010	1	2	17	1%	3%	1%
<b>Total</b>	<b>21</b>	<b>6</b>	<b>104</b>	<b>3%</b>	<b>1%</b>	<b>1%</b>

Source: SF Rent Board



DeHaro Street  
Flickr: torbakhopper



Showplace Triangle plaza at the intersection of 16th and 8th Street.

## 4. Public Benefits

The Eastern Neighborhoods Plans call for up to 10,000 units of transit-oriented housing (market-rate and affordable) and 13,000 new jobs over 20 years. To support the growing population in these areas, the Area Plans also call for needed public amenities including parks, community facilities, and transportation.

The Eastern Neighborhoods Area Plans identify at a high level the types of infrastructure improvements necessary to enhance livability, enable development intensity, and serve these changing neighborhoods. Specifically, the Showplace Square/Potrero Hill Plan seeks to strengthen the area's accessibility and improve public transit while supporting the circulation needs of PDR businesses. The Plan also calls for the provision of new open space and the creation of "Green Connector" streets, with wider sidewalks and improved landscaping.

## 4.1 Transportation Improvements (EN TRIPS)



The Eastern Neighborhoods Transportation Implementation Planning Study (EN TRIPS) is the transportation implementation plan for all four Plan Areas of the Eastern Neighborhoods.

EN TRIPS has completed its existing and future conditions technical analyses to understand current transportation opportunities and constraints. Findings and identified strategies were presented at a community meeting held in February 2011. These strategies include: Smart Parking Management, Congestion Pricing, Transportation Demand Management, and expanded efforts at shuttle coordination. Each of these strategies is already under study, implementation or development, but potential exists to expand their application.

In addition to these policy strategies, other investments identified could include:

- Transit Priority Street treatments – including 3rd street, 4th street, Division, and 16th Street.
- New bicycle facilities – including the prioritization of certain bicycle lanes, or the creation of dedicated rights-of-way.
- Further developing comfortable pedestrian spaces to facilitate walking - including wider sidewalks, curb bulb outs, medians, and additional landscaping.

As the only arterial that runs in the east-west direction and connects the North Mission, Showplace Square, and Mission Bay, the 16th Street corridor is the focus of a number of competing demands. It will see increased vehicular volumes, and the 22–Fillmore, which is planned to be re-routed so that it travels all the way to Mission Bay, may face traffic delays unless transit priority treatments are completed. Also, an extension of the 16th Street bicycle lane is planned to Mission Bay. At the same time, as part of the California High Speed Rail project, it has been proposed that 16th Street should be routed through an underpass under the Caltrain right-of-way. This plan would further constrain this high-demand corridor.

At present, car use remains the predominant mode of travel to work for employed residents of Showplace Square and Potrero Hill (See [Table 4.1.1](#)). The 2005–2009 American Community Survey estimated that 52% of Showplace Square/Potrero Hill residents commuted by car, while 21% used transit. About 6% walked to work and 6% reported biking. The number of people working from home was estimated at 10%.

Compared to the City as a whole, Showplace Square/Potrero Hill commuters travelled by car more and less by transit. Citywide, 47% of commuters travel by car and 32% by transit; 10% walked to work, 3% biked, and 2% commuted by other means; only 7% however worked from home.

**Table 4.1.1**  
**Commute Mode Split, Showplace Square/Potrero Hill and San Francisco, 2006-2010**

Transport Mode	SHOWPLACE SQUARE / POTRERO HILL		SAN FRANCISCO		Showplace Square / Potrero Hill as % of San Francisco
	No. of Commuters	%	No. of Commuters	%	
Car	4,104	52%	202,707	47%	2%
Drove Alone	3,662	46%	168,639	39%	2%
Carpooled	442	6%	34,068	8%	1%
Transit	1,691	21%	140,571	32%	1%
Bike	482	6%	11,367	3%	4%
Walk	513	6%	41,593	10%	1%
Other	364	5%	8,142	2%	4%
Worked at Home	812	10%	28,952	7%	3%
<b>Total</b>	<b>7,966</b>	<b>100%</b>	<b>433,332</b>	<b>100%</b>	<b>2%</b>

Source: 2005–2009 American Community Survey

## 4.2 Streetscape Improvements

The Showplace Square/Potrero Hill Plan calls for the creation of a network of “Green Connector” streets with wider sidewalks and landscaping improvements that connects open spaces and improves area walkability. These Green Connector streets would link the open Spaces of Mission Bay, Showplace Square, and the Mission District and are envisioned along 16th or 17th Streets. Additional pedestrian improvements to Hooper and Wisconsin Street were also identified as part of the Showplace Square Open Space planning process conducted in 2010 (see the next section on Recreation and Open Space for additional information).

In December 2010, the City also adopted the Better Streets Plan that contains design guidelines for pedestrian and streetscape improvements and describes streetscape requirements for new development. Major themes and ideas include:

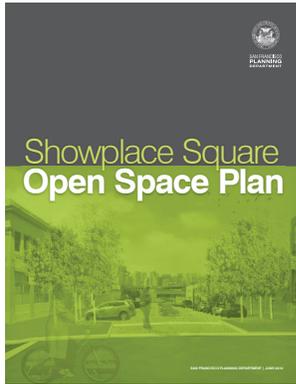
- **Distinctive, unified streetscape design:** Street trees as defining the streetscape rhythm; integrated site furnishings; regular pedestrian-oriented lighting; minimizing cluttering elements.
- **Space for public life:** Safe, useable public seating for neighborhood gathering; generous curb extensions for seating and landscaping; reclaiming of excess street space for public use; space for outdoor café and restaurant seating and merchant displays.
- **Enhanced pedestrian safety:** Safe, convenient pedestrian crossings; curb radii and curb extensions that slow traffic, shorten crossing distance, and enhance visibility; pedestrian countdown signals and other pedestrian priority signals (head-start, pedestrian scramble).
- **Improved street ecology:** On-site stormwater management to reduce combined sewer overflows; resource-efficient elements and materials; streets as green corridors and habitat connectors.
- **Universal design and accessibility:** Generous, unobstructed sidewalks, curb ramps for all users, accessible pedestrian signals.
- **Integrating pedestrians with transit:** Transit rider amenities at key stops; safe, convenient pedestrian routes to transit; mutual features that benefit pedestrian safety and comfort and transit operations, such as bus bulb-outs and boarding islands.



- **Creative use of parking lanes:** Permanent curb extensions with seating and landscaping; landscape planters in the parking lane; flexible, temporary use of the parking lane for restaurant seating or other uses.
- **Traffic calming to reduce speeding and enhance pedestrian safety:** Raised crossings and speed tables; landscaped traffic circles; chicanes.
- **Pedestrian-priority designs:** Shared public ways; temporary or permanent street closures to vehicles; sidewalk and median pocket parks.
- **Extensive greening:** Healthy, well-maintained urban forest; expanded sidewalk plantings; efficient utility location to provide more potential planting locations.

The Better Streets Plan only describes a vision for ideal streets and seeks to balance the needs of all street users and street types. Detailed implementation strategies will be developed in the future.

### 4.3 Recreation and Open Space



The maintenance of existing, and provision of new, recreation and park facilities are also called for by the Showplace Square Plan.

Showplace Square's history as an almost exclusively industrial area has meant that this area has comparatively little access to open space as compared with the rest of the city. The conversion of portions of this area for residential and mixed use development has created the need for additional open space to serve both existing and new residents, workers and visitors.

To implement these improvements, the Showplace Square Open Space Plan was conducted between April and December of 2009. Ultimately eight opportunity sites for new open space were identified, along with conceptual designs and cost estimates for each. Potential improvements include:

- Enlarging Jackson Playground to incorporate community serving activities. This could occur along the Arkansas and/or Carolina Street frontages.
- Green, pedestrian-friendly streets along Hooper Street and Wisconsin Street.
- A new park along the Daggett Street right-of-way.
- A new plaza and other amenities at the "Norcal Triangle" Site at 7th and Berry Streets.
- Enlarging and improving open space amenities at the Townsend Circle
- A new park at the "Wolfe's Cafe" site along the 8th Street right-of-way between Irwin and 16th Streets.

To date, funds to implement these improvements have yet to be identified. While the Eastern Neighborhoods Plan does include an impact fee program to support public infrastructure, it is estimated that this source alone will only be enough to construct one new open space in Showplace Square.

### 4.4 Community Facilities

As a substantial amount of new housing development is expected in the Showplace Square/Potrero Hill area, new residents will increase the need to add new community facilities and to maintain and expand existing ones. Community facilities can include any type of service needed to meet the day-to-day needs of residents. These facilities include libraries, parks and open space, schools and child care. Community based organizations also provide many services to area residents including health, human services, and cultural centers.

*Map 7* shows existing community facilities in the Showplace Square/Potrero Hill area. In addition to the Potrero Library on 20th Street, there are several public schools including Star King Elementary, Enola Maxwell Middle School, as well as private schools such as Live Oak and the Meadows Livingston School. Community based organizations also provide services at several sites in the area, ranging from educational and vocational services, to cultural and arts centers.



Jackson Field & Playground



Starr King Elementary School

## 4.5 Neighborhood Serving Establishments

Neighborhood serving businesses represent a diversity of activities beyond typical land use categories such as retail. Everything from grocery stores, auto shops and gas stations, to banks and schools which frequently host other activities, can be considered “neighborhood serving.” This section defines neighborhood serving as those activities of an everyday nature associated with a high “purchase” frequency (see *Appendix D* for a list of business categories used).

By this definition, Showplace Square/Potrero Hill is home to over 110 neighborhood serving businesses and establishments employing about 1,600 people. Over 40 of these businesses are estimated to have been established since 2006. Although these tend to be smaller businesses frequented by local residents and workers, some also serve a larger market.

As shown in *Table 4.5.1*, the top neighborhood serving establishments in Showplace Square/Potrero Hill include restaurants, child day care services, as well general auto repair and grocery stores. These businesses tend to be located in Showplace Square and along the 18th Street neighborhood commercial district (see *Map 8*).

**Table 4.5.1**  
Neighborhood Serving Establishments,  
Showplace Square/Potrero Hill

Type	Establishments	Employment
Full-Service Restaurants	23	273
Used Merchandise Stores	9	13
Child Day Care Services	8	61
Limited-Service Restaurants	8	142
General Automotive Repair	6	17
Snack and Nonalcoholic Beverages	6	69
Supermarkets and Other Grocery	6	376
Civic and Social Organizations	5	61
Beauty Salons	4	5
Drinking Places	4	120
Elementary and Secondary Schools	4	92
Fitness and Recreational Sports Centers	4	52
Other	31	320
<b>Total</b>	<b>118</b>	<b>1,601</b>

## 4.6 Job Housing Linkage Program (JHLP)

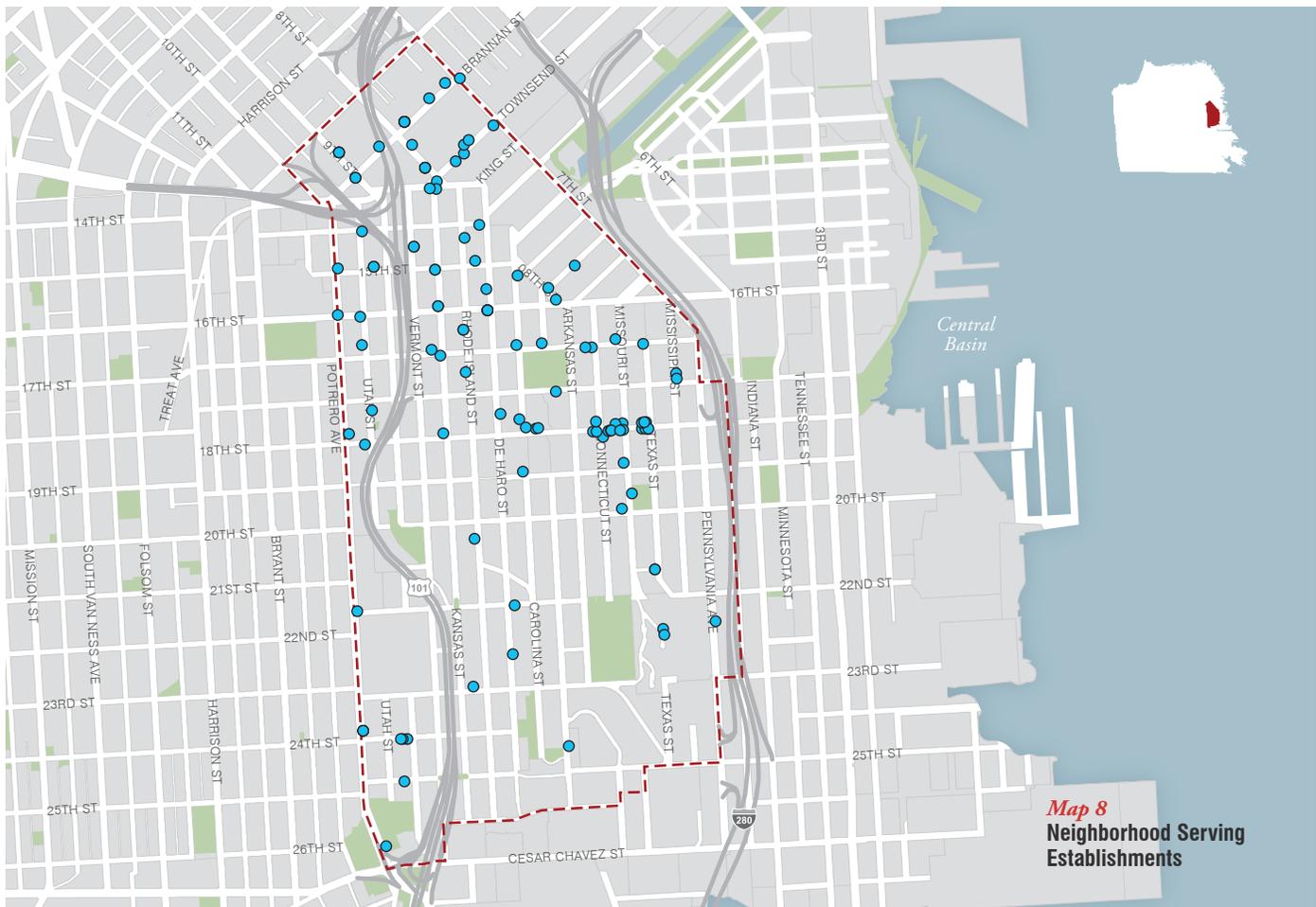
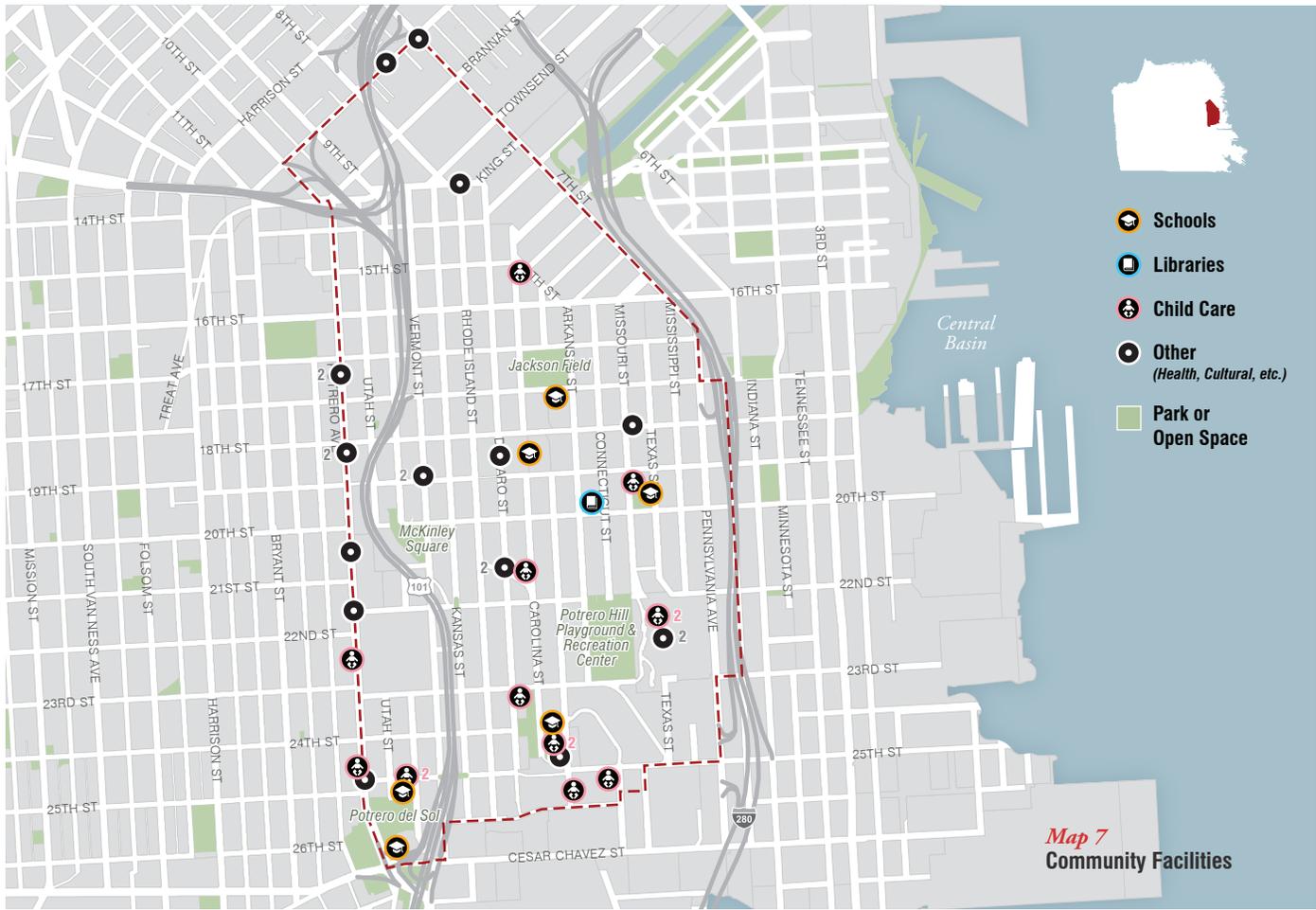
Prompted by the Downtown Plan in 1985, the City determined that large office development, by increasing employment, attracts new residents and therefore increases demand for housing. In response, the Office Affordable Housing Production Program (OAHPP) was established in 1985 to require large office developments to contribute to a fund to increase the amount of affordable housing. In 2001, the OAHPP was re-named the Jobs-Housing Linkage Program (JHLP) and revised to require all commercial projects with a net addition of 25,000 gross square feet or more to contribute to the fund.

Between fiscal year 2006 and 2010, nearly \$22 million was collected, all from projects in the Downtown C-3 zoned district. Due to the current economic recession the program has collected no money after fiscal year 2007 (see *Table 4.6.1*). Since the program was established in 1985, a total of \$72.3 million has been collected to partially subsidize the construction of over 1,000 units of affordable housing.

**Table 4.6.1**  
Jobs Housing Linkage Fees Collected, 2006-2010

Fiscal Year	Revenue
2006-07	\$11,880,503
2007-08	\$10,213,342
2008-09	-
2009-10	-
2010-11	-
<b>Total</b>	<b>\$22,093,845</b>

Source: Department of Building Inspection as of 6/1/11



# 5. Implementation of Proposed Programming

## 5.1 Eastern Neighborhoods Citizens Advisory Committee

The Eastern Neighborhoods Citizens Advisory Committee (EN CAC) is the central community advisory body charged with providing input to City agencies and decision makers with regard to all activities related to implementation of the Eastern Neighborhoods Area Plans. It was established for the purposes of providing input on the prioritization of Public Benefits, updating the Public Benefits program, relaying information to community members in each of the four neighborhoods regarding the status of development proposals in the Eastern Neighborhoods, and providing input to plan area monitoring efforts as appropriate. The EN CAC is composed of 15 voting members – nine appointed by the Board of Supervisors, and six appointed by the Mayor. In addition, there are four non-voting members representing Western SoMa, two appointed by the Board of Supervisors, and two by the Mayor. These non-voting members with attain voting status upon the adoption and integration of the Western SoMa Impact Fees into the Eastern Neighborhoods Public Benefits Fund.

To date, the EN CAC has supported the allocation of \$2.42 million for the development of a new park at 17th and Folsom Street in the Mission District. As of the writing of this report, just over \$750,000 has been collected.

The EN CAC has held monthly public meetings since October, 2009. For more information on the EN CAC, go to <http://encac.sfplanning.org>.

**Table 5.2.1 Eastern Neighborhoods Fees Collected**

Area	Revenue	Projects
SoMa	\$540,908	2
Central Waterfront	\$119,901	1
Mission	\$90,454	7
<b>Showplace/Potrero</b>	<b>\$0</b>	<b>0</b>
<b>Total</b>	<b>\$751,263</b>	<b>10</b>

## 5.2 Fees Program and Collection

The Eastern Neighborhoods Public Benefit Fee was established to fund community improvements throughout the Eastern Neighborhoods, including the Showplace Square/Potrero Hill Plan Area. Impact fees will be used to fund capital improvements, including open space and recreational facilities, transit and transportation improvements, and community facilities such as child care and public library needs. The fee may also be used to fund housing needs, such as housing construction and preservation. Fee revenue are periodically updated and currently range from \$8 to \$24 per square foot (effective 5/11). Fee revenues will be allocated as follows:

- For **residential development**: open space and recreational facilities = 50%, transit streetscape and public realm improvements = 42%, community facilities = 8%.
- For **commercial development**: open space and recreational facilities = 7%, transit streetscape and public realm improvements = 90%, community facilities = 3%

In areas designated for housing including Mixed Use Residential zones and the Mission NCT, portions of the impact fee resulting from up-zoning will be directed towards affordable housing construction and preservation. In these areas, the increased fee revenue above the base \$8 collected for residential development may be used to further mitigate impacts on affordable housing, including acquisition and rehabilitation programs to support existing residents.

Analysis based on development projections for the overall Eastern Neighborhoods, estimates that the fee could generate from \$77-130 million over the life of the plan. As shown in *Table 5.2.1*, approximately \$751,000 from 10 projects has been collected since the fee was established in January 2009. No fees were collected in Showplace Square/Potrero Hill.



198 Utah Street. Showplace Square Heavy Timber and Steel-frame Brick Warehouse and Factory District

## 5.4 Historic Preservation

Since the adoption of the Showplace Square/Potrero Hill Plan, the Showplace Square/Northeast Mission Historic Resource Survey has been completed and adopted by the Historic Preservation Commission. This survey is primarily focused on the industrial area of two adjacent planning efforts: the Northeast Mission portion of the Mission Area Plan and the Showplace Square/Lower Potrero Hill Area Plan. This area contains thematically connected industrial and warehouse buildings, which are proposed for rezoning under the Eastern Neighborhoods Area Plan as one of the following: Production, Distribution, Repair (PDR), Urban Mixed Use, Design and Showroom District, and Arts and Technology District. This survey resulted in evaluations of over 600 individual properties, and recognition of Showplace Square Heavy Timber and Steel-Frame Brick Warehouse and Factory Discontiguous Historic District.

## 5.5 First Source Hiring

The First Source Hiring Program was first adopted in 1998 and modified in 2006. The intent of First Source is to connect low-income San Francisco residents with entry-level jobs that are generated by the City's investment in contracts or public works; or by business activity that requires approval by the City's Planning Department or permits by the Department of Building Inspection.

Projects that qualify under First Source include:

- any activity that requires discretionary action by the City Planning Commission related to a commercial activity over 25,000 square feet including conditional use authorization;
- any building permit applications for a residential project over 10 units;
- City issued public construction contracts in excess of \$350,000;
- City contracts for goods and services in excess of \$50,000;
- leases of City property;
- grants and loans issued by City departments in excess of \$50,000.

The First Source Hiring program is managed by the Office of Economic and Workforce Development (OEWD). Between fiscal years 2005-06 and 2010-11, the OEWD reported that 2,492 residents were placed into entry-level jobs including 1,752 in public projects, and 740 in private projects.

## APPENDIX A

# Eastern Neighborhoods Monitoring Requirements Ordinance

(5) **Development Activity.** The report shall detail all development activity in the Plan Area over the Monitoring Period, including additions and deletions of residential and commercial space, and shall include unit size and bedroom count of units constructed, retail space and employment generated, conversions and other development statistics. The monitoring program shall include the following categories of information:

(A) **Office Space.** Amount of office space constructed in preceding years and related employment.

(B) **Visitor and Hotel Space.** Amount of hotel rooms constructed in preceding years and related employment.

(C) **Retail Space.** Amount of retail space constructed in preceding years and related employment.

(D) **Business Formation and Relocation.** An estimate of the rate of the establishment of new businesses and business and employment relocation trends and patterns within the City and the Bay Area.

(E) **Housing.** An estimate of the number of housing units newly constructed, demolished, or converted to other uses.

(6) **Public Benefit.** The report shall detail the construction of any improvements or infrastructure as described in the Eastern Neighborhoods Public Benefits Program, a copy of which is on file with the Clerk of the Board of Supervisors in File No. 081155 and is incorporated herein by reference. The report shall include the following categories of information:

(A) **Inclusionary Housing Program.** A summary of the number and income mix of units constructed or assisted through this program, an analysis of units constructed within each alternative, including new alternatives established for the Eastern Neighborhoods UMU districts.

(B) **Jobs/Housing Linkage Program.** A summary of the operation of the Jobs/Housing Linkage Program (formerly the Office Affordable Housing Production Program) and the Housing Affordability Fund, identifying the number and income mix of units constructed or assisted with these monies.

(C) **Streetscape, Transportation, and Public Realm.** A detailed description of any transportation serving infrastructure completed in the preceding five years, including transit, pedestrian, bike, traffic and other modes of transportation.

(D) **Open Space and Recreational Facilities.** A summary of new parks, trails, public rights-of-way, recreational facilities or activity space completed to serve the purposes of recreation in the preceding five years, as well as any improvements to parks or recreational facilities.

(E) **Community Facilities.** An assessment of the existing service capacity of community services and facilities, and of any new services or facilities joining the neighborhood in the past five years. This shall include a review of child care, library services and any other categories deemed relevant, such as health care centers, human services, and cultural centers.

(F) **Neighborhood Serving Businesses.** An assessment of neighborhood serving businesses in the area, including their establishment, displacement, and economic health.

(7) **Fees and Revenues.** The report shall monitor expenditure of all implemented fees, including the Eastern Neighborhoods Impact Fee and all Citywide fees, and tax revenue, as listed below. It shall report on studies and implementation strategies for additional fees and programming.

(A) **Impact Fee.** A summary of the collected funds from the Eastern Neighborhoods Impact Fee collected from development, and a detailed accounting of its expenditure over that same period.

(B) **Fiscal Revenues.** An estimate of the net increment of revenues by type (property tax, business taxes, hotel and sales taxes) from all uses.

(C) **Fee Adjustments.**

(i) The Planning Department shall review the amount of the Eastern Neighborhoods fee against any increases in construction costs, according to changes published in the Construction Cost Index published by Engineering News Record, or according to another similar cost index should there be improvements to be funded through the Eastern Neighborhoods Impact Fee as listed in the Eastern Neighborhoods Program.

(ii) The Planning Department shall review the level of the Eastern Neighborhoods housing requirements and fees to ensure they are not so high as to prevent needed housing or commercial development.

(8) **Agency Responsibilities.** All implementing agencies identified in the Eastern Neighborhoods Implementation Matrix shall be responsible for:

(A) Reporting to the Planning Department, for incorporation into the Monitoring report, on action undertaken in the previous reporting period to complete the implementation actions under their jurisdiction, as referenced in the Eastern Neighborhoods Implementation Matrix.

(B) Providing an analysis of the actions to be completed in the next reporting period, for incorporation into the Monitoring report, including a description of the integrated approach that will be used to complete those tasks.

(i) To the extent the Agencies identified in the Implementation Matrix are outside the jurisdiction of this Board, this Board hereby urges such Agencies to participate in this process.

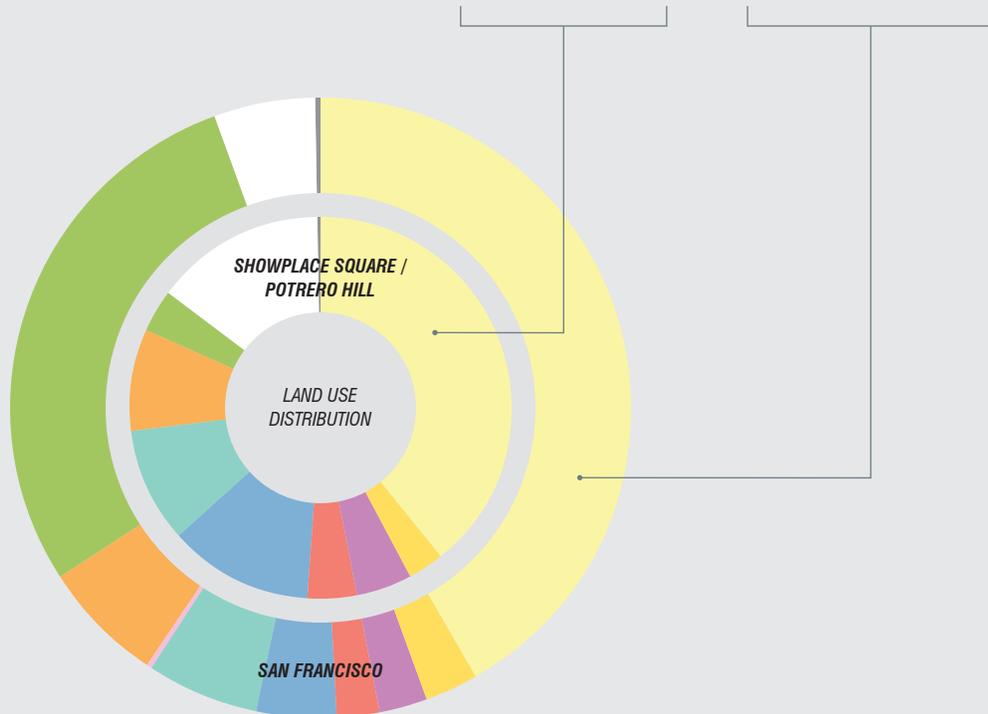
(9) **Budget Implications.** In cooperation with the Annual Progress reports required by Administrative Code Chapter 36.4, and prior to the annual budget process, the Board shall receive a presentation by the Interagency Planning and Implementation Committee and its member agencies to describe how each agency's proposed annual budget advances the Plans' objectives, including specific projects called for by this section. The Board of Supervisors shall give particular consideration to proposed agency budgets that meet the implementation responsibilities as assigned by the City's General Plan, including the Eastern Neighborhoods Implementation Matrix. Budget proposals that do not include items to meet these implementation responsibilities shall respond to Board inquiries as to why inclusion was not possible.

APPENDIX B

# Lists and Tables

**Table BT-1**  
**Land Use Distribution, Showplace Square/Potrero Hill and San Francisco, 2009**

Land Use	SHOWPLACE SQUARE / POTRERO HILL		SAN FRANCISCO		Showplace Square / Potrero Hill as % of San Francisco
	Area Sq Ft (000s)	% Distribution	Area Sq Ft (000s)	% Distribution	
Residential	7,779,564	39%	420,058,589	42%	2%
Mixed Residential	581,855	3%	28,985,223	3%	2%
Office	950,072	5%	25,576,575	3%	4%
Retail / Entertainment	788,277	4%	21,579,948	2%	4%
PDR / Light Industrial	2,444,658	12%	41,935,022	4%	6%
Cultural, Institutional & Educational	1,876,542	10%	59,215,798	6%	3%
Hotel / Lodging	-	0%	3,484,054	0%	0%
Mixed Use	1,732,469	9%	65,079,287	6%	3%
Public / Open Space	683,112	3%	288,199,531	29%	0%
Vacant Lot	2,867,422	15%	53,020,516	5%	5%
Right-of-Way	33,455	0%	942,007	0%	4%
<b>Total</b>	<b>19,737,427</b>	<b>100%</b>	<b>1,008,076,550</b>	<b>100%</b>	<b>2%</b>



**List BL-1 Commercial Development Projects Completed, Showplace Square/Potrero Hill, 2006-2010**

Address	Mixed Use No. of Units	Total Gross Sq Ft	CIE	MED	OFFICE	PDR	RET	VIS
675 Townsend Street	148	35,000	-	-	-	-	35,000	-
450 Rhode Island Street	165	40,000	-	-	-	-	40,000	-
639 Missouri Street	126	7,975	-	-	-	-	7,975	-
1077 Mississippi Street	3	1,350	-	-	-	1,350	-	-
650 Townsend Street	-	872,030	6,300	-	790,030	69,200	6,500	-
<b>Total</b>	<b>442</b>	<b>956,355</b>	<b>6,300</b>	<b>-</b>	<b>790,030</b>	<b>70,550</b>	<b>89,475</b>	<b>-</b>

**List BL-2 Commercial Development Pipeline, Showplace Square/Potrero Hill, Q4 2010**

Entitlement Status	Address	Mixed Use No. of Units	Total Gross Sq Ft	CIE	MED	OFFICE	PDR	RET	VIS
<b>Entitled Projects</b>									
<i>Under Construction</i>	1001 Potrero Ave.	-	548,776	548,776	-	-	-	-	-
<i>Planning Approved</i>	1717 17th St.	41	4,840	-	-	-	4,840	-	-
<b>Sub-Total</b>		<b>41</b>	<b>553,616</b>	<b>548,776</b>	<b>-</b>	<b>-</b>	<b>4,840</b>	<b>-</b>	<b>-</b>
<b>Projects Not Yet Entitled / Under Review</b>									
<i>Under Planning Review</i>	1 Turner Tr.	1,700	30,000	-	-	10,000	-	20,000	-
	1-25 Division St.	100	19,000	-	-	-	-	19,000	-
	1000 16th St.	450	26,500	-	-	-	-	26,500	-
<b>Sub-Total</b>		<b>2,250</b>	<b>75,500</b>	<b>-</b>	<b>-</b>	<b>10,000</b>	<b>-</b>	<b>65,500</b>	<b>-</b>
<b>Total</b>		<b>2,291</b>	<b>629,116</b>	<b>548,776</b>	<b>-</b>	<b>10,000</b>	<b>4,840</b>	<b>65,500</b>	<b>-</b>

CIE = Cultural, Institutional & Educational  
MED = Medical Office  
PDR = Production, Distribution, Repair  
RET = Retail / Entertainment  
VIS = Visitor / Lodging

**List BL-3 Major Residential Development Completed, Showplace Square/Potrero Hill, 2006-2010**

Year	Street Address/Project Name	Total Units	Affordable Units	Unit Mix	Tenure Type	Initial Sales Price or Rental Price
2006	675 Townsend Street	148	15	76 Studios	Owner	-
				48 One Bedroom		
				24 Two Bedroom		
2006	25 Sierra Street 639 Missouri Street	67	7	-	Owner	\$265,284 - \$344,909 BMR
2007	451 Kansas Street 450 Rhode Island Street	165	20	25 Studios	Ownership	\$208,500
				62 One Bedroom		
				54 Two Bedroom		
2008	888 Seventh Street	224	170 off-site housing for 301 Main Street	72 Studios	Ownership	\$339,900 - \$414,000
				92 One Bedroom		
				52 Two Bedroom		
				8 Three Bedroom		

**List BL-4**  
**Residential**  
**Development Pipeline,**  
**Showplace Square/  
 Potrero Hill, Q4 2010**

<i>Entitlement Status</i>	<i>Address</i>	<i>Units</i>	<i>Mixed Use</i>
<b>Entitled Projects</b>			
<i>Under Construction</i>	585 Texas Street	2	
	2130 24th Street	1	
	1028 Wisconsin Street	1	
	791 San Bruno Av	1	
	1030-38 Mississippi Street	2	
	1200 19th Street	2	
	542 Kansas Street	2	
	585 Kansas Street	2	
746 Carolina Street	2		
<i>Building Permit Reinstated</i>	758 Arkansas Street	2	
<i>Building Permit Approved</i>	1004 Mississippi Street	28	
	251 Arkansas Street	3	
	838 Kansas Street	2	
	1036 Mississippi Street	2	
<i>Planning Approved</i>	2207 25th Street	2	
	605 Mississippi Street	2	
	1717 17th Street	41	
	1321 De Haro Street	3	
	1036 Wisconsin Street	2	
	575 Vermont Street	2	
<b>Projects Not Yet Entitled / Under Review</b>			
<i>Under Planning Review</i>	1-25 Division Street	100	
	1000 16th Street	450	MU
	1 Turner Terrace	1,700	MU
<i>Building Permit Filed</i>	466 Missouri Street	2	
	749 Wisconsin Street	2	
	1366 San Bruno Avenue	3	
	1510 25th Street	1	
	1047 Texas Street	3	
<b>Total</b>		<b>2,365</b>	

**List BL-5**

**List of Affordable Housing, Household Income Target and Funding Source, Showplace Square/Potrero Hill, 2006-2010**

<i>Year Built</i>	<i>Address</i>	<i>No. of Affordable Units</i>	<i>Household Income Targets</i>	<i>Tenure Type or Funding Program</i>
2006	675 Townsend Street	15	Moderate	Inclusionary
	25 Sierra Street	7	Moderate	Inclusionary
	639 Missouri Street			
2007	451 Kansas Street	20	Moderate	Inclusionary
	450 Rhode Island Street			
2008	888 Seventh Street	170	Moderate	Inclusionary
<b>Total</b>		<b>212</b>		

## APPENDIX C

# Eastern Neighborhoods Priority Capital Projects

## EN PRIORITY PROJECTS

List of projects to be considered (in order of priority)

1

### Townsend Street, Pedestrian Improvements.

Townsend Street provides a direct route to the Caltrain Station (4th & King Streets). The project includes the introduction of a parking lane buffer to accommodate pedestrian traffic where no sidewalks exist along Townsend Street from 4th to 8th Streets, using funding secured by MTA to install “wheel blocks” and paint stripes to establish a clear, safe walkway to the Caltrain station. Future improvements, not included as part of this project, may include long-term improvements implemented as a part of the Transbay Joint Powers Authority (TJP A) Transit Center project phase II downtown rail extension.

*Total Cost:*

**TBD**, depending on scope of improvements.

*Funding available:*

**\$10,000** (SFMTA)

*Need:* **TBD**.

No matching funds required; SFMTA/DPW to commence construction as soon as possible.

2

### Victoria Manalo, Pedestrian Improvements.

Pedestrian improvements include a mid-block crosswalk, bulb outs and traffic/pedestrian signal to connect pedestrians between the Soma Eugene Friend Recreation Center, Bessie Carmichael School and the park. These improvements should be coordinated with DPW’s Folsom Street resurfacing project.

*Total Cost:* **\$611,000.**

Note: cost is an estimate only, pending further capital cost estimates.

*Funding available:* **\$0**

*Need:* **\$611,000**

3

### Folsom Street, Streetscape Improvements.

The Eastern Neighborhoods Plans call for redesigning Folsom Street as a “civic boulevard” to serve as a major neighborhood commercial street in the South of Market. The improvements should be coordinated with DPW’s Folsom Street resurfacing project. Streetscape improvements may include all or some of the following: street tree plantings, tree grates, curb bulb-outs, special paving, pedestrian lighting, widened sidewalks, street restriping and transit shelters.

*Total Cost:* **\$11,000,000.**

Note: cost is an estimate only, pending further capital cost estimates.

*Funding available:* **\$0**

*Need:* **\$11,000,000**

### 4 16th Street, Streetscape Improvements.

In recognition of 16th Street’s role as a major transit corridor in the Eastern Neighborhoods an accompanying streetscape plan will be developed. Streetscape improvements should be directed towards improving pedestrian and transit connections, and may include all or some of the following: cross-walk improvements, street tree plantings, tree grates, curb bulb-outs, pedestrian lighting, and transit shelters.

*Total Cost:* **\$8,500,000.**

Note: cost is an estimate only, pending further capital cost estimates.

*Funding available:* **\$0**

*Need:* **\$8,500,000**

**SFMTA PROJECT**

**16th Street, Transit Improvements.**

The project involves an extension of the Muni Route 22-Filmore along 16th Street east of Kansas Street to a terminal on Third Street in Mission Bay. The proposed extension will provide a transit link between the 16th Street BART station, Mission District, Showplace Square, Mission Bay and the Third Street Light Rail. Capital costs include the installation of new overhead trolley wires along 16th Street from Kansas Street to Third Street.

*Total Cost:* **\$12,000,000.** Note: cost is an estimate only, pending further capital cost estimates.

*Funding available:* **\$4,500,000** (Prop K)

*Need:* **\$7,500,000**

**PLANNING DEPT. PROJECT**

**Showplace Square Open Space (including implementation of one open space).**

The Showplace Square neighborhood has been determined to be deficient in open space. An open space and streetscape plan will be developed to identify opportunities where excess street right-of-way can be used to create new public plazas and open spaces. This project will include the design and construction of one new public open space

*Total Cost:* **\$2,600,000.** Note: cost is an estimate only, pending further capital cost estimates.

*Funding available:* **\$0**

*Need:* **\$2,600,000**

**RECREATION AND PARKS DEPT. PROJECT**

**New 17th and Folsom Park.**

The project seeks the planning, design and construction of a new park in the Mission. Specifically, this project entails the creation of a new park atop approximately 60% of the existing PUC-owned surface parking lot on 1st & Folsom Streets.

*Total Cost:* Cost is **pending** further capital cost estimates.

*Funding available:* **\$0**

*Need:* **TBD**

**MAYOR'S OFFICE OF HOUSING PROJECTS**

(in order of priority)

**New Affordable Housing Units.**

The acquisition of appropriate land for the construction of 150 below market rate affordable units (BMRs), at a minimum, within the EN Plan Areas within five years following the adoption of the EN Plan. MOH shall further dedicate approximately seventy-five percent (75%) of all new EN Development Impact Fees collected within the Mission NCT and South of Market Youth and Family Zone ("YFZ").

**Eastern Neighborhoods Acquisition and Rehabilitation Programs.**

Using \$10M of affordable housing fees generated from the Eastern Neighborhoods Impact Fees, MOH shall acquire and rehabilitate existing housing projects in the Mission and South of Market Sub-Areas of the EN Plan.

## APPENDIX D

# List of Neighborhood Serving Business Codes

NAICS	Label
311811	Retail Bakeries
445110	Supermarkets and Other Grocery (except Convenience) Stores
445120	Convenience Stores
445210	Meat Markets
445220	Fish and Seafood Markets
445230	Fruit and Vegetable Markets
445291	Baked Goods Stores
445299	All Other Specialty Food Stores
445310	Beer, Wine, and Liquor Stores
446110	Pharmacies and Drug Stores
446120	Cosmetics, Beauty Supplies, and Perfume Stores
446191	Food (Health) Supplement Stores
447110	Gasoline Stations with Convenience Stores
447190	Other Gasoline Stations
448110	Men's Clothing Stores
448120	Women's Clothing Stores
448130	Children's and Infants' Clothing Stores
448140	Family Clothing Stores
448150	Clothing Accessories Stores
448190	Other Clothing Stores
448210	Shoe Stores
451110	Sporting Goods Stores
451120	Hobby, Toy, and Game Stores
451130	Sewing, Needlework, and Piece Goods Stores
451211	Book Stores
451212	News Dealers and Newsstands
451220	Prerecorded Tape, Compact Disc, and Record Stores
452112	Discount Department Stores
452990	All Other General Merchandise Stores
453110	Florists
453210	Office Supplies and Stationery Stores
453310	Used Merchandise Stores

NAICS	Label
453910	Pet and Pet Supplies Stores
519120	Libraries and Archives
522110	Commercial Banking
522120	Savings Institutions
532230	Video Tape and Disc Rental
611110	Elementary and Secondary Schools
611210	Junior Colleges
624410	Child Day Care Services
713940	Fitness and Recreational Sports Centers
722110	Full-Service Restaurants
722211	Limited-Service Restaurants
722212	Cafeterias, Grill Buffets, and Buffets
722213	Snack and Nonalcoholic Beverage Bars
722410	Drinking Places (Alcoholic Beverages)
811111	General Automotive Repair
811112	Automotive Exhaust System Repair
811113	Automotive Transmission Repair
811118	Other Automotive Mechanical and Electrical Repair and Maintenance
811192	Car Washes
811430	Footwear and Leather Goods Repair
811490	Other Personal and Household Goods Repair and Maintenance
812111	Barber Shops
812112	Beauty Salons
812113	Nail Salons
812310	Coin-Operated Laundries and Drycleaners
812320	Drycleaning and Laundry Services (except Coin-Operated)
812910	Pet Care (except Veterinary) Services
812922	One-Hour Photofinishing
813110	Religious Organizations
813410	Civic and Social Organizations

# Acknowledgements



## ***Mayor***

Edwin M. Lee

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David Chiu, *President*  
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