

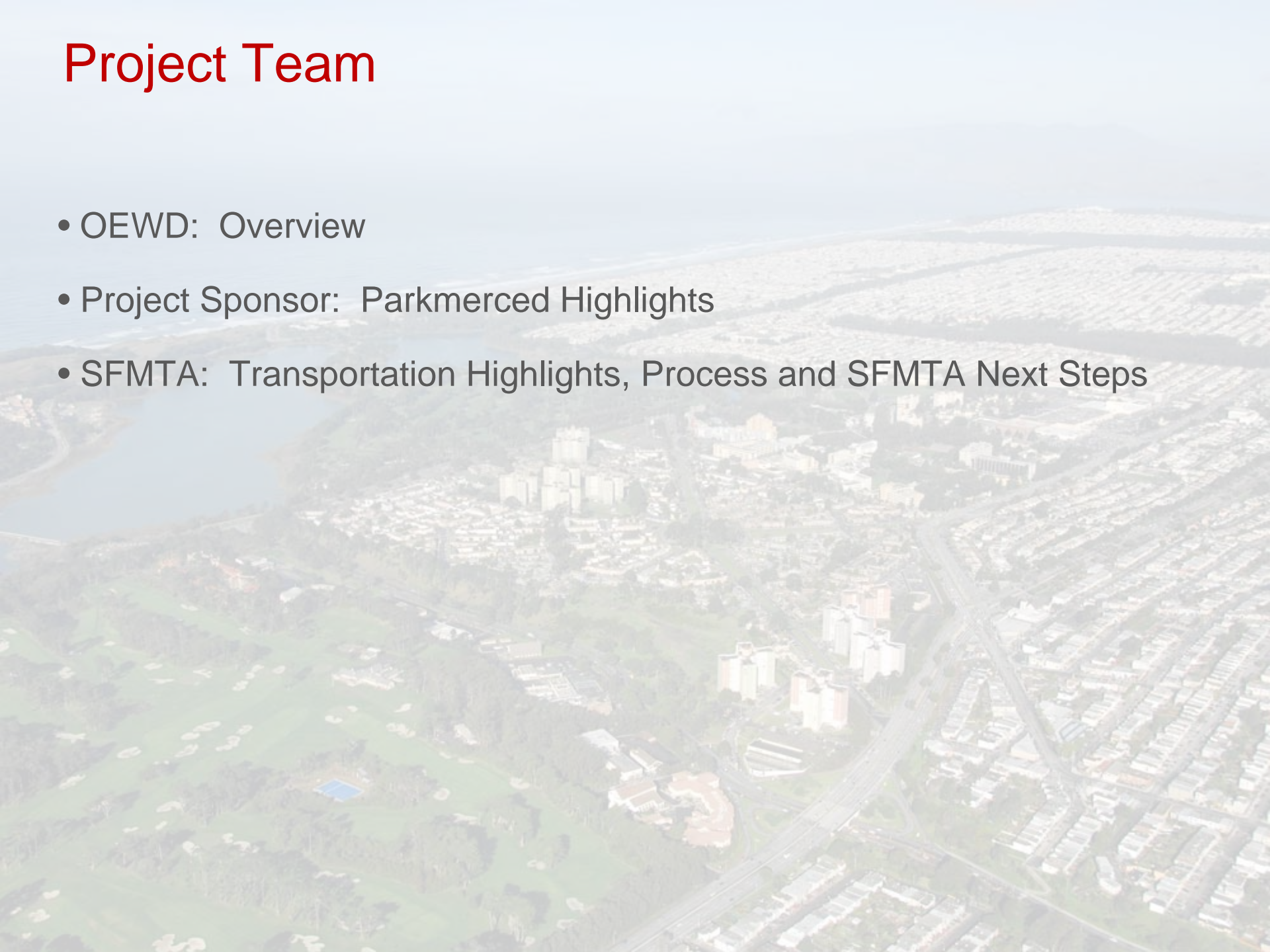
PARKMERCED

San Francisco Municipal Transportation Agency
Board Meeting
September 7, 2010



Project Team

- OEWD: Overview
- Project Sponsor: Parkmerced Highlights
- SFMTA: Transportation Highlights, Process and SFMTA Next Steps



Schedule

- DEIR Publishes May 12, 2010
- HPC DEIR Hearing June 2, 2010
- Planning Commission DEIR Hearing June 17, 2010
- DEIR Public Comment Period Closes June 28, 2010
- Planning Commission Certification Hearing FALL 2010
- General Plan and Planning Code Amendments,
Development Agreement and Fee Approvals FALL 2010
- Board of Supervisors Development Agreement Hearing FALL 2010

Development Agreement

- **Contract** between a city and a developer resulting in a legally binding promise for mutual benefits.
- Primary intent is to provide greater **security & flexibility** to both sides than exists with conventional land use law.
- Must result in **greater public benefits** than what could be achieved through application of existing ordinances.
- Cities can **be more creative** in negotiations with developers than under conventional land use law.
- In exchange, developer gets **certainty**.
- Used for long-term, large-scale projects with **substantial infrastructure** investment and **multi-phase build-out**.

Parkmerced DA MOU

- Executed by OEWD, Planning, SFMTA, MOH, SFPUC, Department of Environment and DPW.
- Manages City agency roles & responsibilities in review and development of draft appendices/plans for Parkmerced DA.
- Determines initial scope of the draft DA, including initial package of public benefits and infrastructure improvements.
- Reimburses all staff time & materials expended on any component of the planning and DA process.
- Primary project management role in OEWD in close coordination with Planning for land use & urban design and SFMTA for transportation improvements.

City of Neighborhoods



Parkmerced: 21st Century Principles



Build an **ENVIRONMENTALLY SUSTAINABLE** community

Increase **HOUSING** rental & for sale

Create **TRANSIT-ORIENTED** neighborhood

Create a **SOCIAL HEART** for the community

Provide a **DIVERSE COMMUNITY**

Parkmerced: Mixed Use Neighborhood

- Existing Homes to Remain 1,683
 - Existing Homes to be Replaced 1,538
 - New Homes (includes 852 inclusionary) 5,679
-

TOTAL DWELLINGS

8,900

- Neighborhood Retail 230,000 sf
- Offices 80,000 sf
- School 25,000 sf
- Community Center 64,000 sf
- Open Space & New Parks 68 Acres

Community Amenities

- RETAIL CORE
- GROCERY STORE
- DAYCARE/ K-5
- COMMUNITY CTR



Open Space Network

- RECREATION
- POND
- STREAM CORRIDOR
- ORGANIC FARM



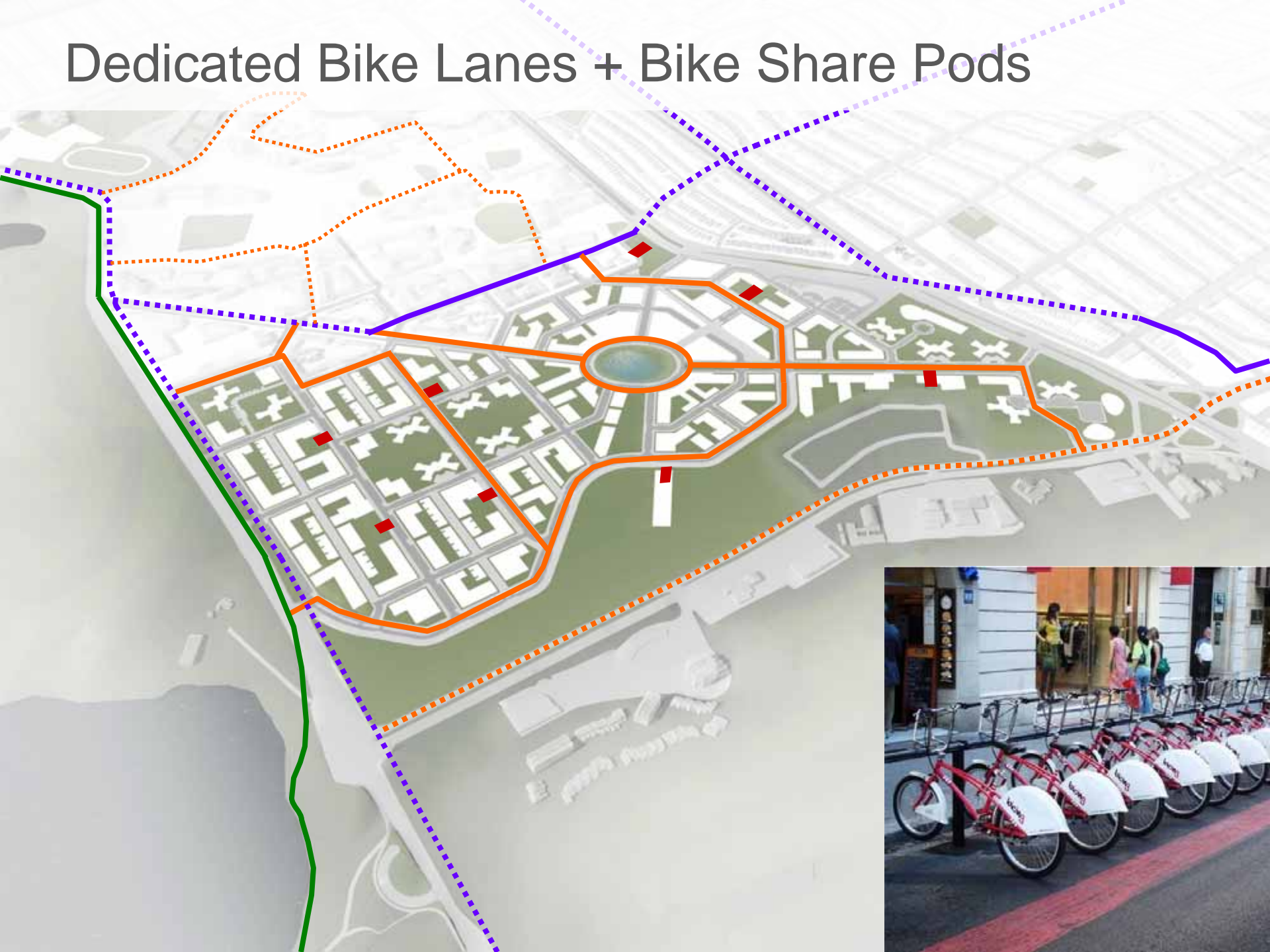
Limited Access: Neighborhood Congestion



Increased Access: Improved Pedestrian Safety



Dedicated Bike Lanes + Bike Share Pods



MUNI Re-alignment

M OCEANVIEW



SFSU - Holloway Stop

MUNI Re-alignment

M OCEANVIEW

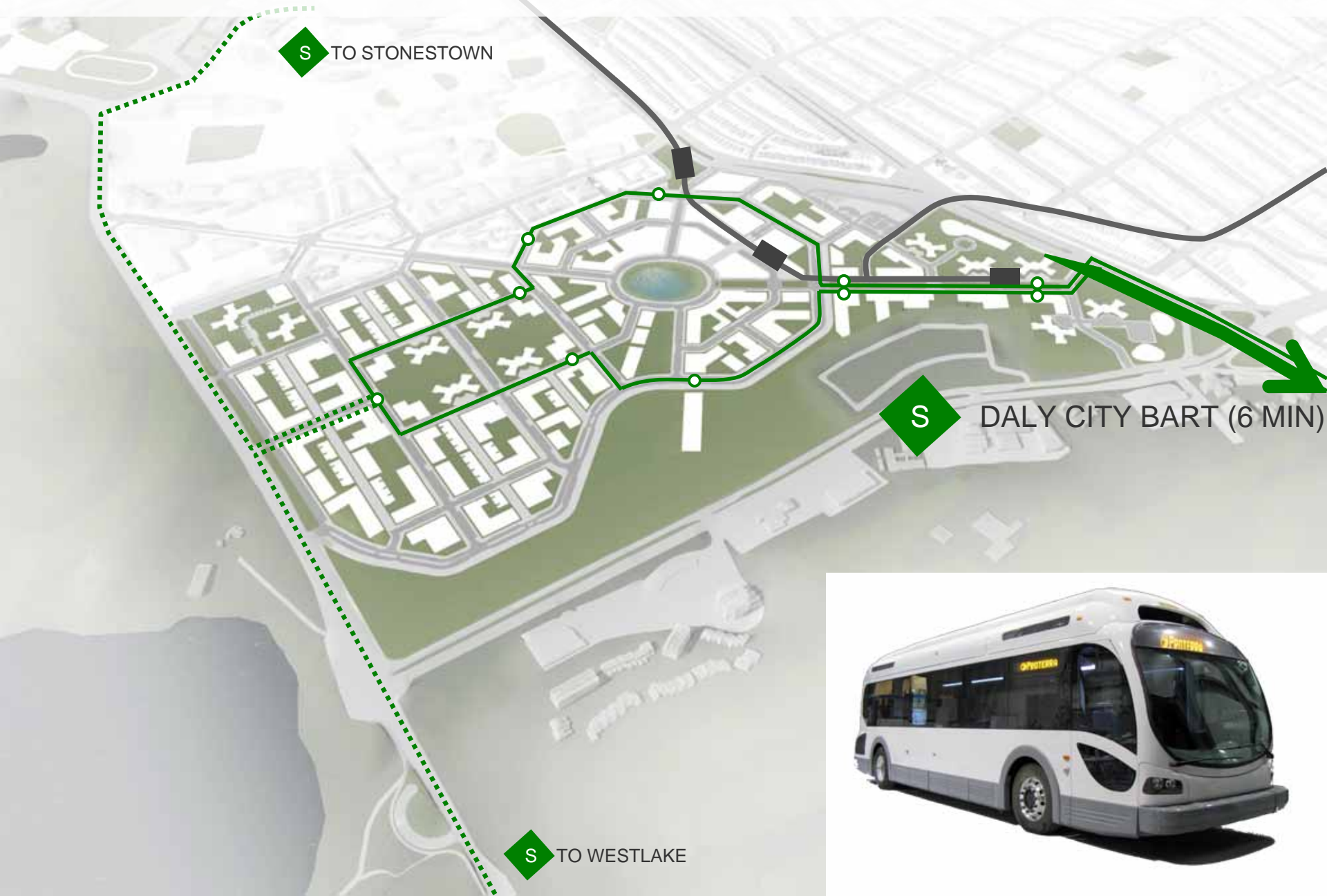


To Daly City BART

Existing Inbound 19th Ave.



Zero to Low-Emissions Shuttle



Parkmerced - Future



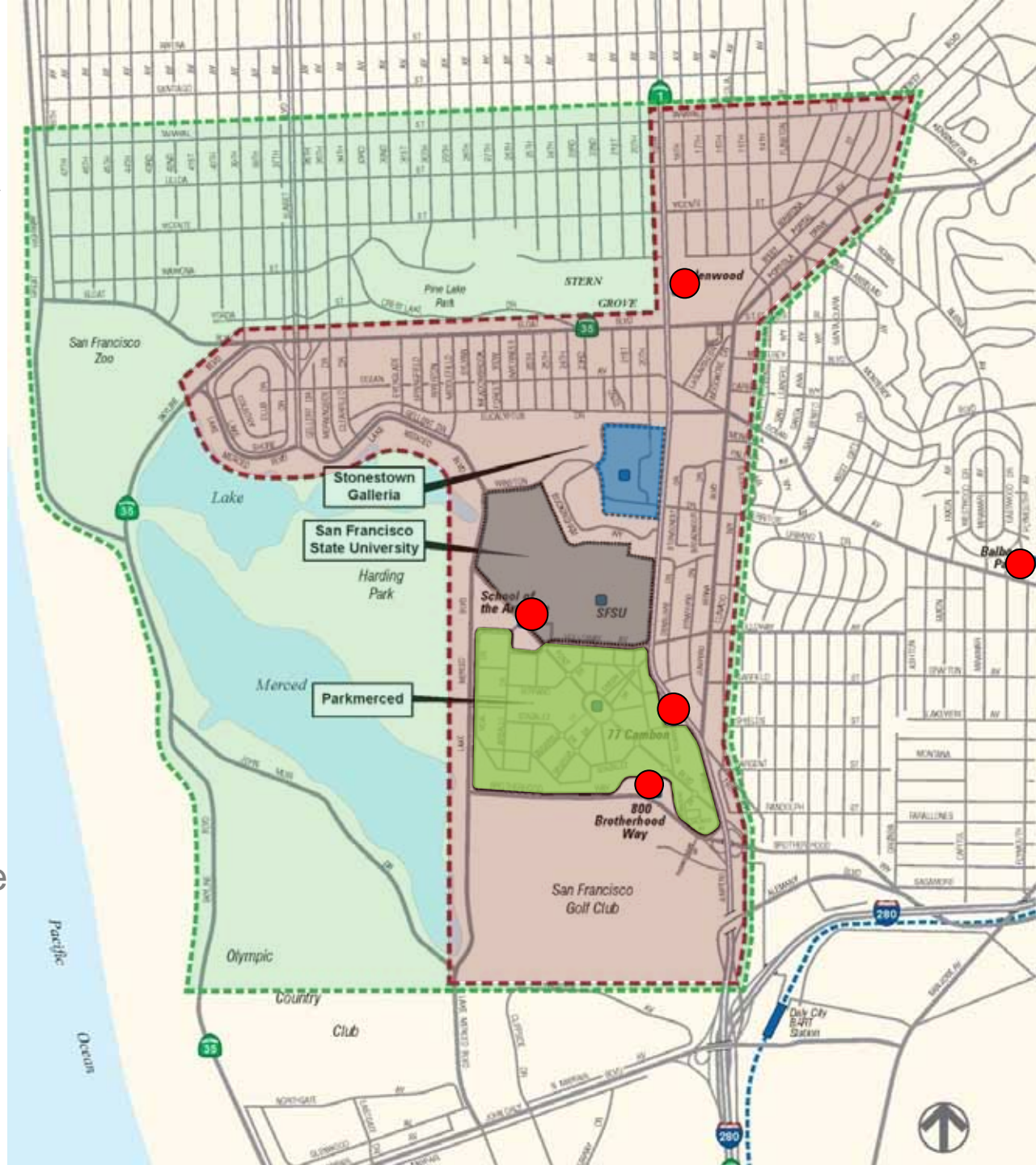
SFMTA REVIEW PROCESS

- 19th Avenue Corridor Study and Transportation Impact Study 2008 - 2009
- Pre-DEIR Transportation Comments Submitted 2009
- Operations, Safety and Construction Review of Alternatives 2009
- TASC Review of Proposed Project 2009
- Mitigation Measures Developed and Reviewed
- Transit Service Plan Finalized Summer 2010
- TASC Review of Mitigation Measures Summer 2010
- Review/Update with SFMTA Construction, Operations Summer 2010

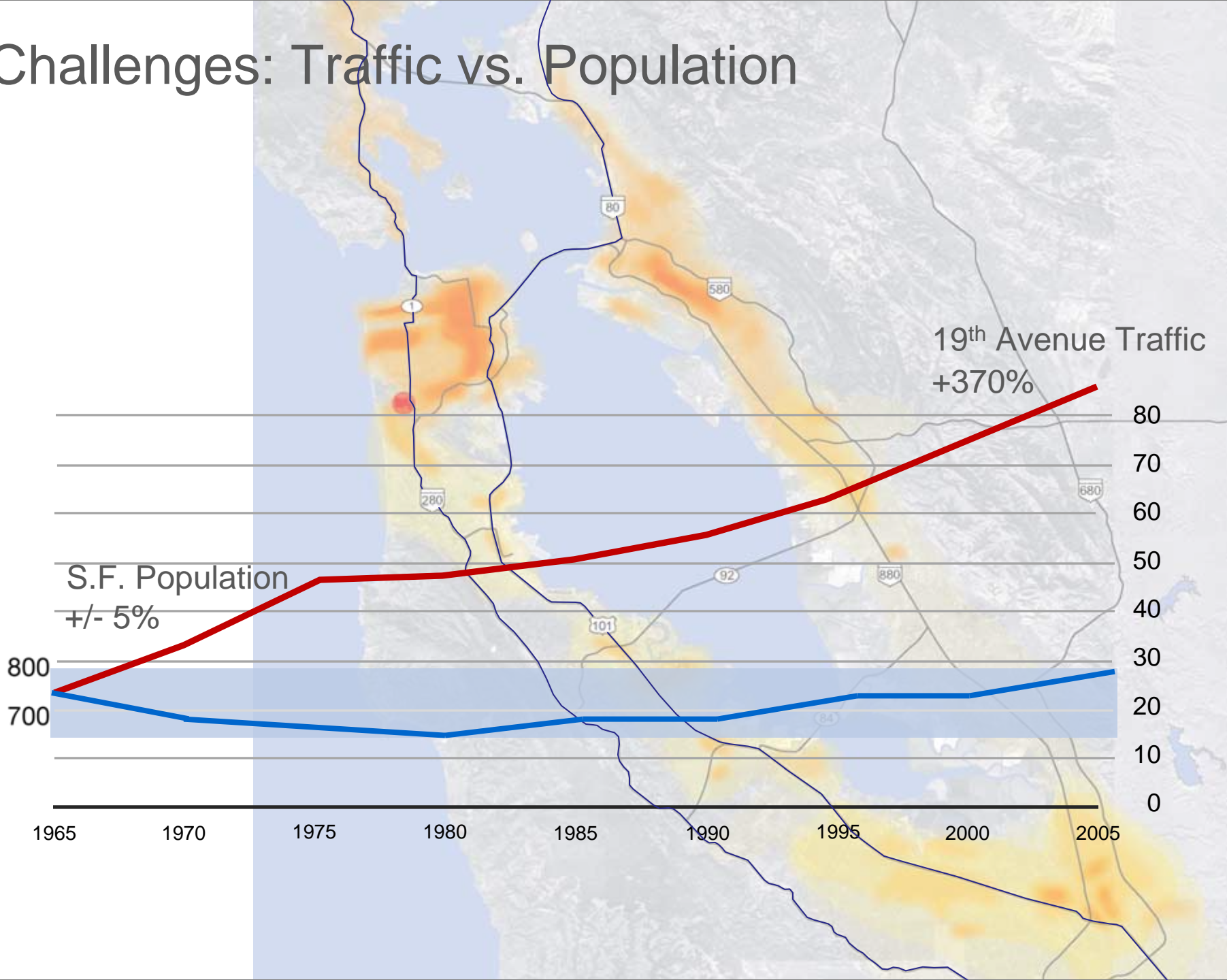
19th Avenue Corridor Study

Area Covered

- SFSU
- 800 Brotherhood Way
- 77 Cambon Dr
- Ardenwood
- Stonestown
- SFUSD School of the Arts Site
- Balboa Park Kragen Site
- Parkmerced



Challenges: Traffic vs. Population

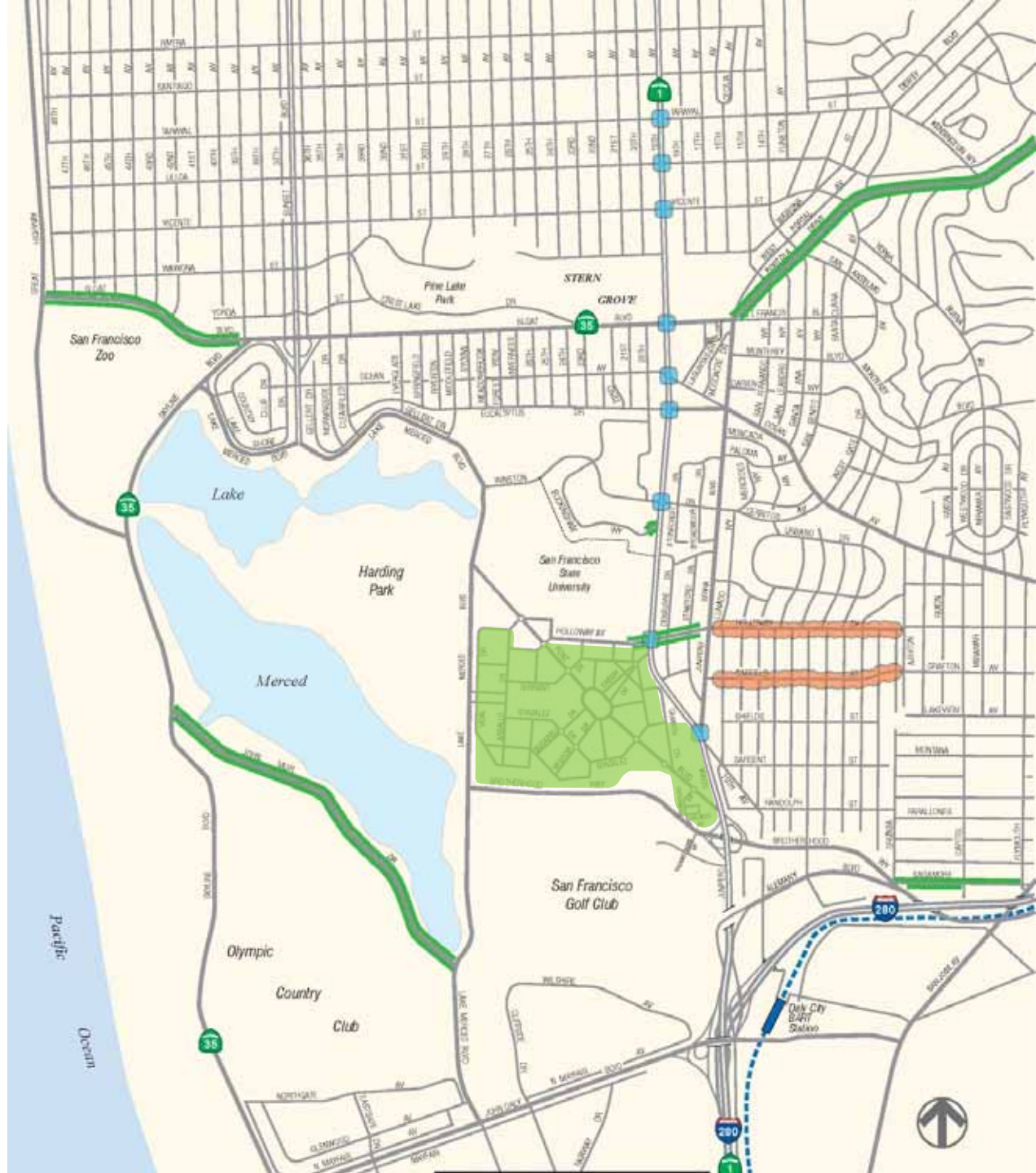


TRAFFIC & CIRCULATION

- TIER 1 – Projected Regional Growth
- TIER 2 – Tier 1 + Identified Development Projects
- TIER 3 – Tier 2 + Publicly Proposed Transportation Improvements
- TIER 4 - Tier 3 + Privately Proposed Transportation Improvements
- TIER 5 – Tier 4 + Long Term Infrastructure Improvements

TIER 3

Proposed Projects + Publicly Proposed Roadway Improvements



TIER 5

NEW IDEAS

- West Side M-Line
- MUNI Metro Grade Separation
- M-Line to BART
- Regional Bike Paths
- Communicating Transit-Smart Signals
- Additional Intersection Improvements
- Other Ideas from Agencies, Community



NEXT STEPS: SFMTA

- Transit Service Plan to Inform Costs-Revenues Analysis
- Complete Costs-Revenues Analysis
- Represent SFMTA at Planning Commission CEQA Hearings
- Post-EIR: Review and Adoption of CEQA Findings
- Post-EIR: Enter into Inter-Agency Agreement
- Future Development of 19th Ave Corridor Study