

Balboa Reservoir

Talking Points

Why are the proposals showing more than 500 units? I thought there was a 500 unit cap.

- There is no minimum or maximum number of units in the development parameters or in the RFP. Instead, the parameters define the physical scale of the project, and we wanted the developers to come back and propose how many units would fit in that envelope.
- We have heard from people who would like to see the project limited to 500 units, but we have been very clear throughout the process that we would not be setting a minimum for the developers.
- Note that the proposed unit count in the winning proposal probably will not be the project's final unit count. **In our experience**, the development program evolves a lot of several years of feedback and refinement.
- The number of units is not the most important factor in the project's quality. Design, site layout, transportation measures, and parks will have a bigger impact on how the project impacts its neighbors.

Doesn't the Balboa Park Station Area Plan set a 500 unit maximum?

- No. The Balboa Park Station Area Plan studied and cleared 1,780 new housing units in the Plan Area, which includes the Balboa Reservoir. The Station area plan did not make recommendations for how to distribute these units within different parts of the plan area.
- For calculation purposes, environmental planning staff had to make an assumption about how many units would be built on the Balboa Reservoir, and they estimated 500. That means that a project with more than 500 units could require more environmental review than a project with fewer than 500 units. But it does not prohibit projects from having more than 500 units.
- Of the 1,780 new housing units in the plan area, only about 450 of them have been built. So under the Station Area Plan, another 1,330 housing units should be built in the plan area, which consists of the Ocean Avenue Corridor, the Upper Yard, City College, and the Balboa Reservoir.

This part of the process is moving too fast. I want more time to consider the proposals.

- Those who want to read the full proposals will have two weeks to do so. They will be posted online tomorrow, and comments will be due on Sunday, June 25.
- This is only a small step in a much larger, and longer process. Once a developer is selected, there will be several more years to give feedback, and—**in our experience**—the winning proposal will evolve considerably based on that feedback.
- We encourage people to focus on the big picture—the quality of the thinking, the quality of the team, whether the team understands the community. The details of exactly what gets built will

be hammered out later on—and regardless of which developer is selected, it will be guided by the development parameters that already exist.

Why are we talking to each other instead of to the developers.

- Because this is a competitive, publicly-run process, we are required to treat all of the development teams equally – no one team should face tougher scrutiny than any other.
- There are many community members who are very interested in this project. It is not feasible to give everyone equal, direct access to the development teams, and we want everyone to feel that their voices are heard equally.
- We do not want to put the developers in a position where they feel pressure to make commitments to individual community members or groups at this stage. Any revisions to the winning developer's proposal should be made after considering all feedback.