http://centralsoma.sfplanning.org

CENTRAL SOMA

Plan and Implementation Strategy
High growth demand is causing social, economic, and environmental issues.

Central SoMa has the potential to accommodate growth in a sustainable way.
ECONOMIC

SOCIAL

CENTRAL SOMA

ENVIRONMENTAL

ECONOMIC

a sustainable neighborhood
PLAN PHILOSOPHY

keep what’s great

- Diversity of Residents and Jobs
- Transit-Served Central Location
- Diversity of Buildings and Architecture
- Culture and Nightlife

address what’s not

- Rents
- Conditions for People Walking and Biking
- Lack of Parks and Open Space
- Inefficient Use of Land
PLAN STRATEGY

Accommodate Demand + Provide Public Benefits + Respect and Enhance Neighborhood Character
Goal 1  Increase the Capacity for Jobs and Housing
Goal 2  Maintain the Diversity of Residents
Goal 3  Facilitate an Economically Diversified and Lively Jobs Center
Goal 4  Provide Safe and Convenient Transportation that Prioritizes Walking, Bicycling, and Transit
Goal 5  Offer an Abundance of Parks and Recreational Opportunities

Goal 6  Create an Environmentally Sustainable and Resilient Neighborhood

Goal 7  Preserve and Celebrate the Neighborhood’s Cultural Heritage

Goal 8  Ensure that New Buildings Enhance the Character of the Neighborhood and the City
CHANGES IN DEVELOPMENT CAPACITY

Existing Development Capacity

Proposed Development Capacity

1,000 Feet

- 0 feet
- 30 - 85 feet
- 130 - 160 feet
- 180 - 250 feet
- 260 - 400 feet
“Capacity” reflects existing and anticipated zoning

San Francisco: 140,000 units, 185,000 workers
San Francisco: 180,000 jobs
JOBS-HOUSING BALANCE

Housing Capacity

<table>
<thead>
<tr>
<th>Net Units</th>
<th>Jobs Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - 4</td>
<td>&lt; 100</td>
</tr>
<tr>
<td>5 - 100</td>
<td>100 - 500</td>
</tr>
<tr>
<td>100 - 799</td>
<td>&gt; 500</td>
</tr>
<tr>
<td>&gt; 800</td>
<td>&gt; 500</td>
</tr>
</tbody>
</table>

San Francisco: 140,000 units, 185,000 workers
Central SoMa: 7,800 units, 10,300 workers

“Capacity” reflects existing and anticipated zoning

San Francisco: 180,000 jobs
Central SoMa: 40,000 jobs
VISUALIZING GROWTH - EXISTING DEVELOPMENT

3-D Model of Existing Buildings (2016)
VISUALIZING GROWTH - POTENTIAL DEVELOPMENT

3-D Model of Potential Development

Central SoMa Development Potential
Anticipated Projects Outside of Central SoMa

Rendering by SOM
No Plan = $300 million in Public Benefits

Central SoMa Plan = $2.0 Billion in Public Benefits

667% increase due to the Plan

Plus ~$1 billion in increased General Fund tax revenues
## PUBLIC BENEFITS

<table>
<thead>
<tr>
<th>Public Benefit</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable Housing</td>
<td>$900 million</td>
</tr>
<tr>
<td>for 33% of total units</td>
<td></td>
</tr>
<tr>
<td>Transit</td>
<td>$500 million</td>
</tr>
<tr>
<td>for investment in both local and regional service</td>
<td></td>
</tr>
<tr>
<td>Production, Distribution, &amp; Repair</td>
<td>$180 million</td>
</tr>
<tr>
<td>(including Arts) towards no net loss of PDR space due to the plan</td>
<td></td>
</tr>
<tr>
<td>Parks and Recreation</td>
<td>$160 million</td>
</tr>
<tr>
<td>for transformative improvements such as parks, plazas, and recreation centers</td>
<td></td>
</tr>
<tr>
<td>Complete Streets</td>
<td>$130 million</td>
</tr>
<tr>
<td>for safe and comfortable streets for people walking and biking</td>
<td></td>
</tr>
<tr>
<td>Category</td>
<td>Funding</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>Environmental Sustainability</td>
<td>$70 million</td>
</tr>
<tr>
<td>towards a healthy, resilient, green, and resource-efficient neighborhood</td>
<td></td>
</tr>
<tr>
<td>Schools and Childcare</td>
<td>$50 million</td>
</tr>
<tr>
<td>for funding to support growing population</td>
<td></td>
</tr>
<tr>
<td>Cultural Preservation</td>
<td>$40 million</td>
</tr>
<tr>
<td>for funding towards Old Mint and other historic buildings</td>
<td></td>
</tr>
<tr>
<td>Community Services</td>
<td>$20 million</td>
</tr>
<tr>
<td>to serve the growing population</td>
<td></td>
</tr>
</tbody>
</table>
REQUIREMENTS FOR NEW DEVELOPMENT

PROJECT PROFITABILITY

Requirements = Too High
- No Development
- No Public Benefits

Requirements = Just Right
- Development
- Maximum Public Benefits

Requirements = Too Low
- Development
- Reduced Public Benefits
REQUIREMENTS FOR NEW DEVELOPMENT

Existing requirements (e.g., Eastern Neighborhoods Fees, Transportation Sustainability Fee, Jobs-Housing Linkage Fee)

New requirements

- Based on increased development capacity
- Can include a Mello-Roos Community Facilities District
- Subject to revision based on resolution of inclusionary housing conversion, Home SF, etc.
THANKS

QUESTIONS AND COMMENTS?

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