



CENTRAL SOMA

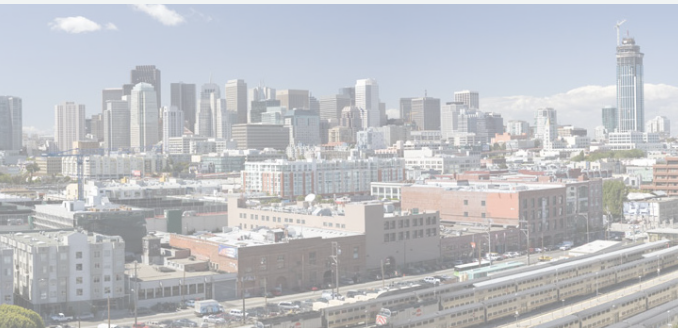
PLAN & IMPLEMENTATION STRATEGY

Planning Commission – March 1, 2018

PRESENTATION SUMMARY

Part I - The Legislative Packet

Part II - Themes for Discussion and Possible Amendments



LEGISLATIVE PACKET

CONTENTS:

Executive Summary

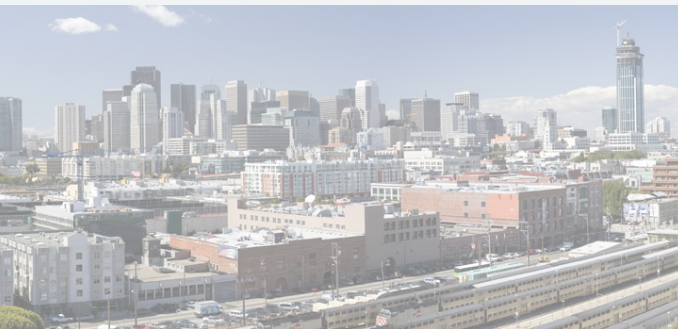
I. General Plan Amendments (M Case)

II. Planning Code and Administrative Code Amendments (T Case)

III. Zoning Map Amendments (Z Case)

IV. Implementation Program (U Case)

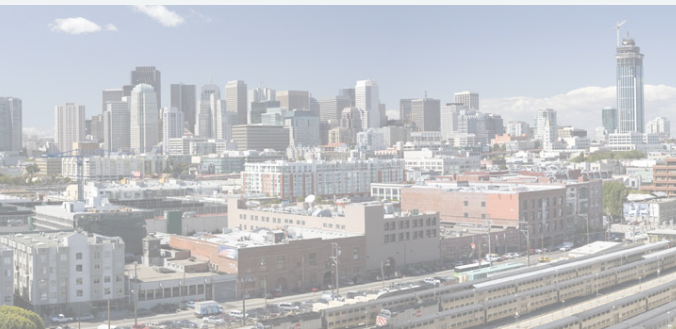
V. Supplemental Information



GENERAL PLAN AMENDMENTS

CONTENTS:

- Case Report
- Draft Resolution to Initiate
- Draft Ordinance
 - » Central SoMa Plan
 - » Amendments to the East SoMa Plan and Western SoMa Plan
 - » Amendments to other sections
- “Summary of Revisions” documents



GENERAL PLAN AMENDMENTS

Vision

A sustainable neighborhood

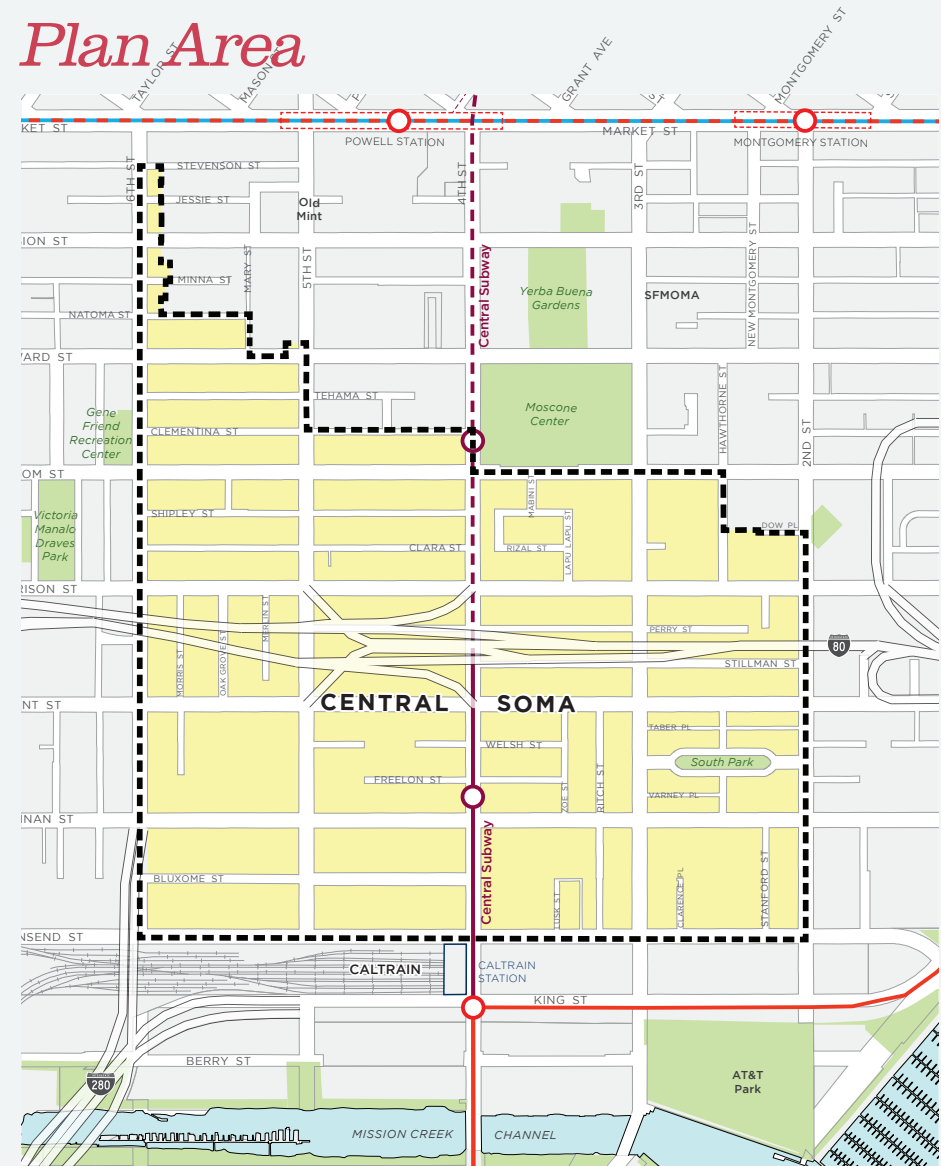
Philosophy

Keep what's great, fix what's not

Strategy

- Accommodate demand
- Provide public benefits
- Respect and enhance neighborhood character

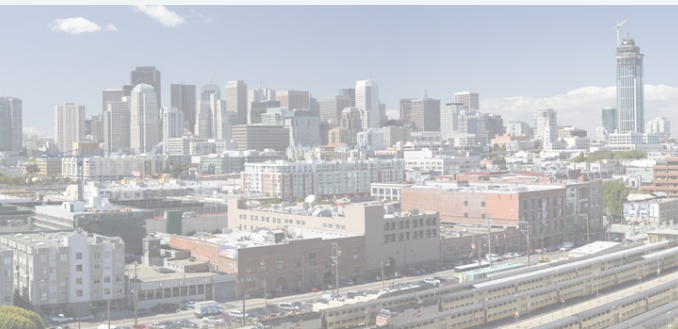
Plan Area



GENERAL PLAN AMENDMENTS

Goals

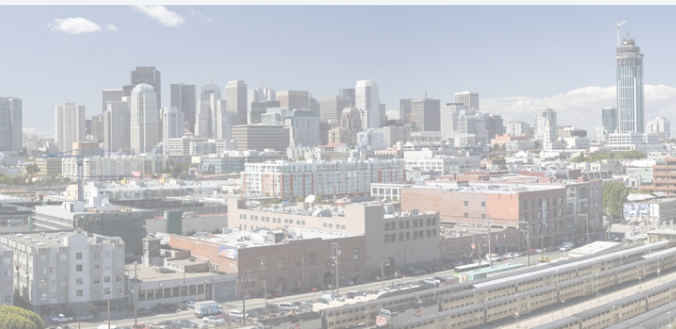
- 1. Accommodate a Substantial Amount of Jobs and Housing**
- 2. Maintain the Diversity of Residents**
- 3. Facilitate an Economically Diversified and Lively Jobs Center**
- 4. Provide Safe and Convenient Transportation that Prioritizes Walking, Bicycling, and Transit**
- 5. Offer an Abundance of Parks and Recreational Opportunities**
- 6. Create an Environmentally Sustainable and Resilient Neighborhood**
- 7. Preserve and Celebrate the Neighborhood's Cultural Heritage**
- 8. Ensure that New Buildings Enhance the Character of the Neighborhood and the City**



PLANNING CODE AND ADMINISTRATIVE CODE AMENDMENTS

CONTENTS:

- Case Report
- Draft Resolution to Initiate
- Draft Ordinance
- “Summary of Revisions” documents



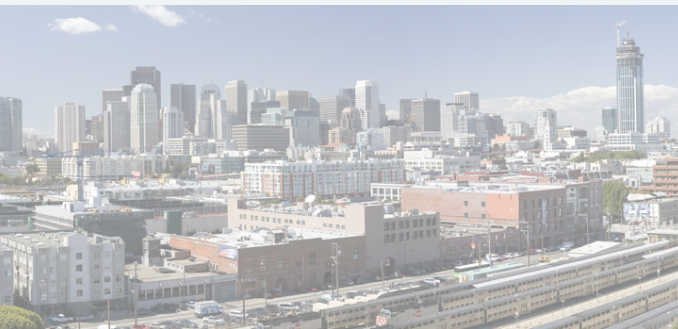
PLANNING CODE AND ADMINISTRATIVE CODE AMENDMENTS

LAND USE AND ZONING

- **New “CMUO” Zoning District (Sec. 848):**
 - » Includes all relevant controls and references
 - » Allows a wide range of uses
- **New Central SoMa Special Use District (Sec. 249.78):**
 - » Requires large sites to be commercially-oriented
 - » Requires PDR
 - » Requires acquisition of Transferable Development Rights
 - » Requires commercial uses on ground floor on major streets and micro-retail in large projects
- **Historic buildings allowed to sell TDR (128.1)**

PLANNING CODE AND ADMINISTRATIVE CODE AMENDMENTS**PHYSICAL CHARACTER**

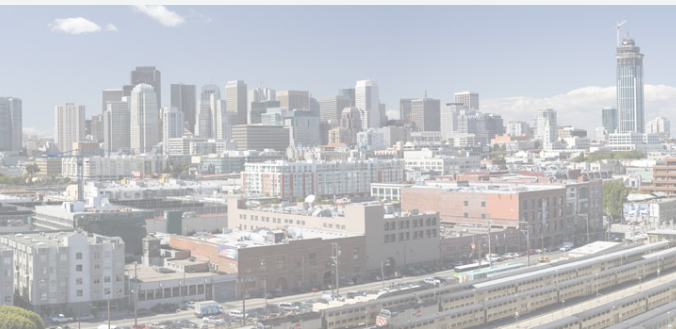
- **New bulk controls (Secs. 132.4, 261.1, and 270):**
 - » Create an “urban room”
 - » Facilitate light and air through “skyplane”
 - » For towers, limit floor size and require separation from each other
- **Limit lot mergers to maintain fabric of fine-grained streets (Sec 249.78)**
- **Protect against strong winds (Sec 249.78)**



PLANNING CODE AND ADMINISTRATIVE CODE AMENDMENTS

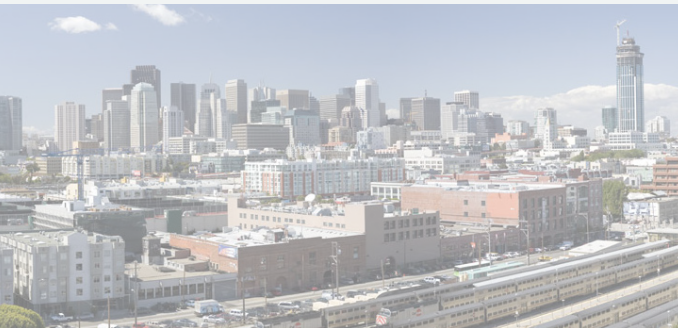
OPEN SPACE, GREENING, AND ENVIRONMENTAL SUSTAINABILITY

- **Require POPOS – at ground floor, open evenings and weekends, open to sky (Sec 138)**
- **Required “living roofs”, use of 100% GHG-free electricity (Sec. 249.78)**



PLANNING CODE AND ADMINISTRATIVE CODE AMENDMENTS**PARKING AND LOADING**

- Residential parking maximum of 0.5 space per unit – no CU possible (Sec. 151.1)
- Office parking maximum of one space per 3,500 square feet (i.e., 15-20 employees) (Sec. 151.1)
- Curb cuts banned or require CU (Sec. 155)
- Projects require “Driveway and Loading Operations Plan” (Sec. 155)



PLANNING CODE AND ADMINISTRATIVE CODE AMENDMENTS**EXACTIONS**

- **New fee tiers for properties getting the most increase in development capacity (Sec. 423)**
- **New fee to pay for community facilities (Sec. 432)**
- **New fee to pay for more transit (Sec. 433)**
- **New requirements that affordable housing fees would be expended within SoMa (Secs. 413, 415, 417, and 419)**
- **Updated “fee out” fees for open space (Secs. 426 and 427)**
- **New Mello-Roos Community Facilities District (Sec. TBD – in progress)**
- **New fee waiver options to facilitate the new Central SoMa Park (Sec. TBD – may be separate legislation)**

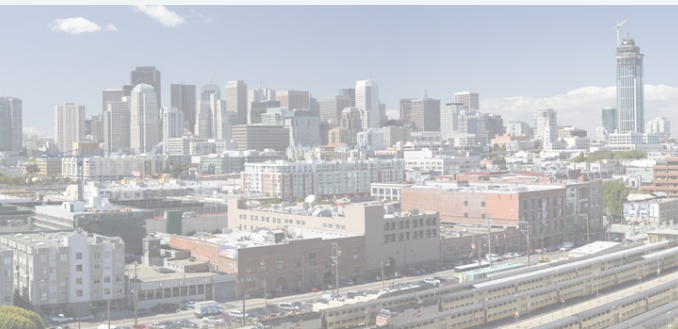
PLANNING CODE AND ADMINISTRATIVE CODE AMENDMENTS**PROCESS**

- **Increases threshold for sites requiring Large Project Authorization (Sec. 329)**
- **Provides CPC additional flexibility in review of the area's largest projects (Sec. 329)**
- **Precludes "grandparenting" from requirements for projects benefitting from Central SoMa upzoning (Secs. 169, 411A, and 415)**
- **Allows "grandparenting" for projects not getting Central SoMa upzoning (Sec. 175.1)**
- **Remove CU requirement for PDR replacement under Prop X**
- **Precludes noise complaints against legally operating PDR uses (Admin Code 35)**

ZONING MAP AMENDMENTS

CONTENTS:

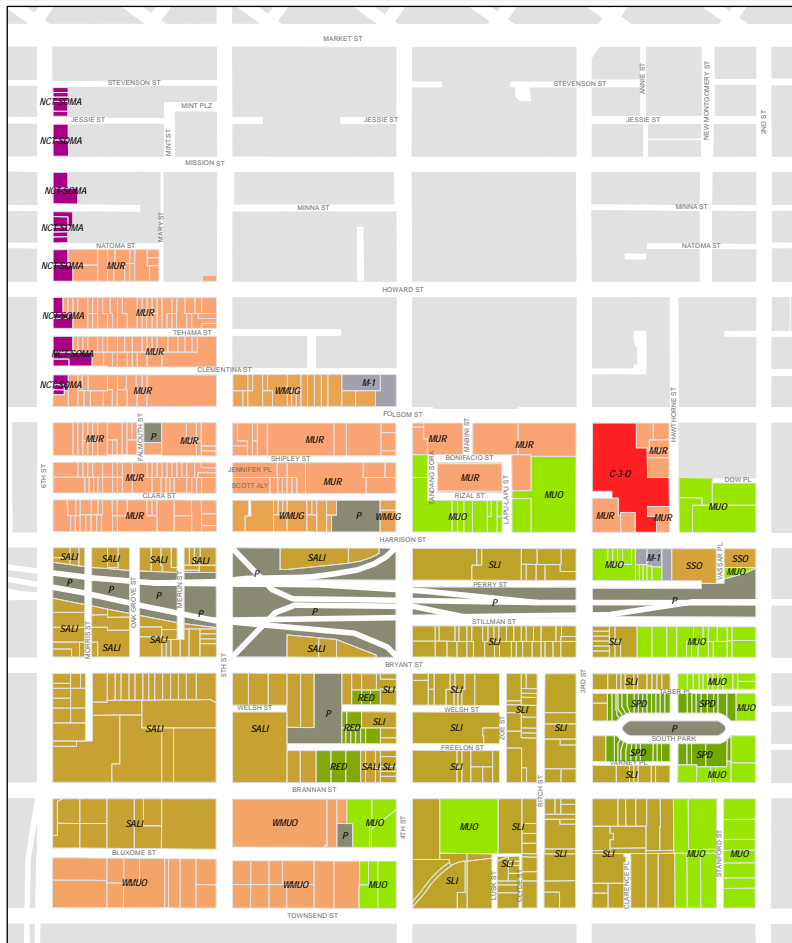
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ZONING MAP AMENDMENTS

Detailed Zoning Map

Existing



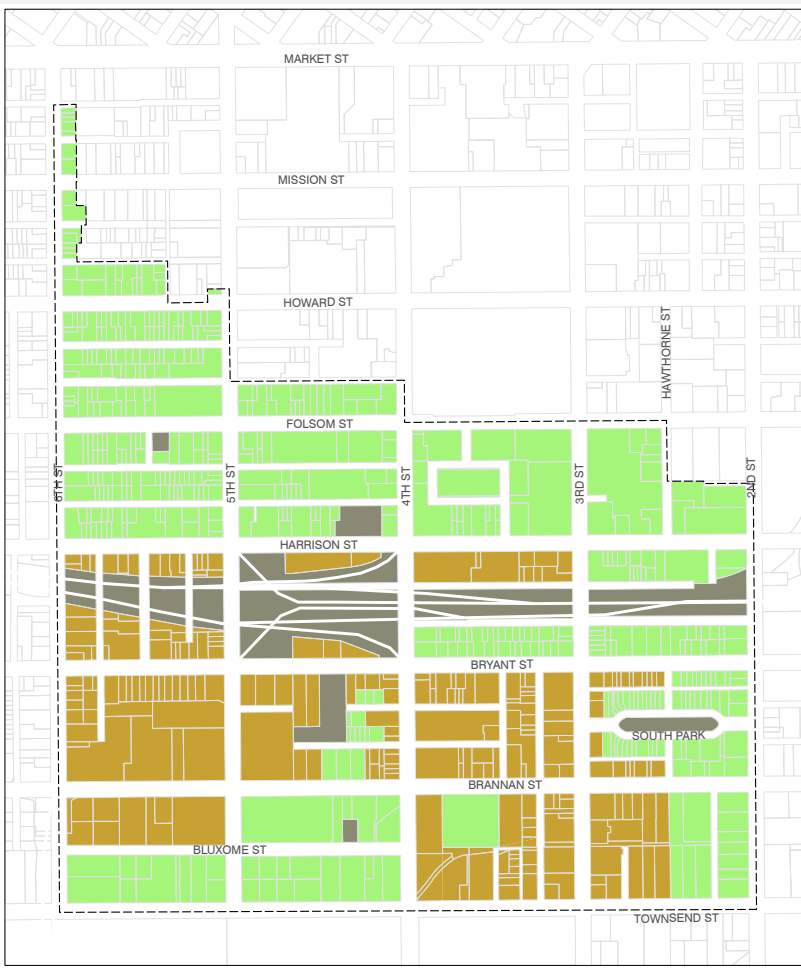
Proposed



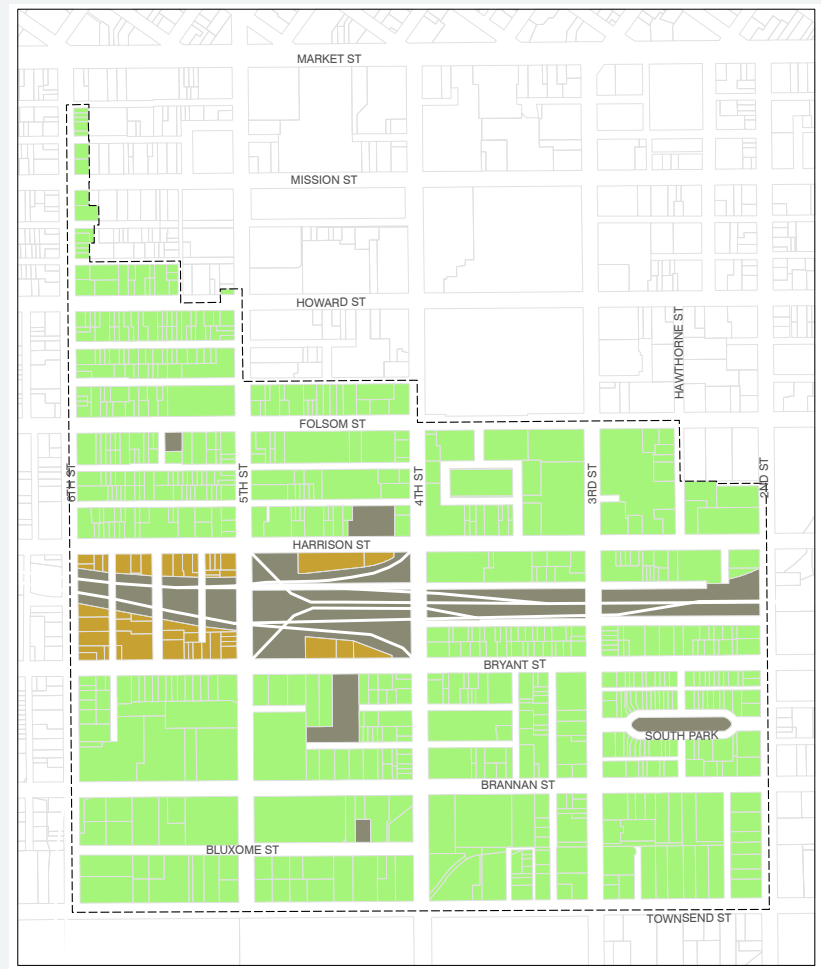
ZONING MAP AMENDMENTS

Generalized Zoning Map

Existing



Proposed

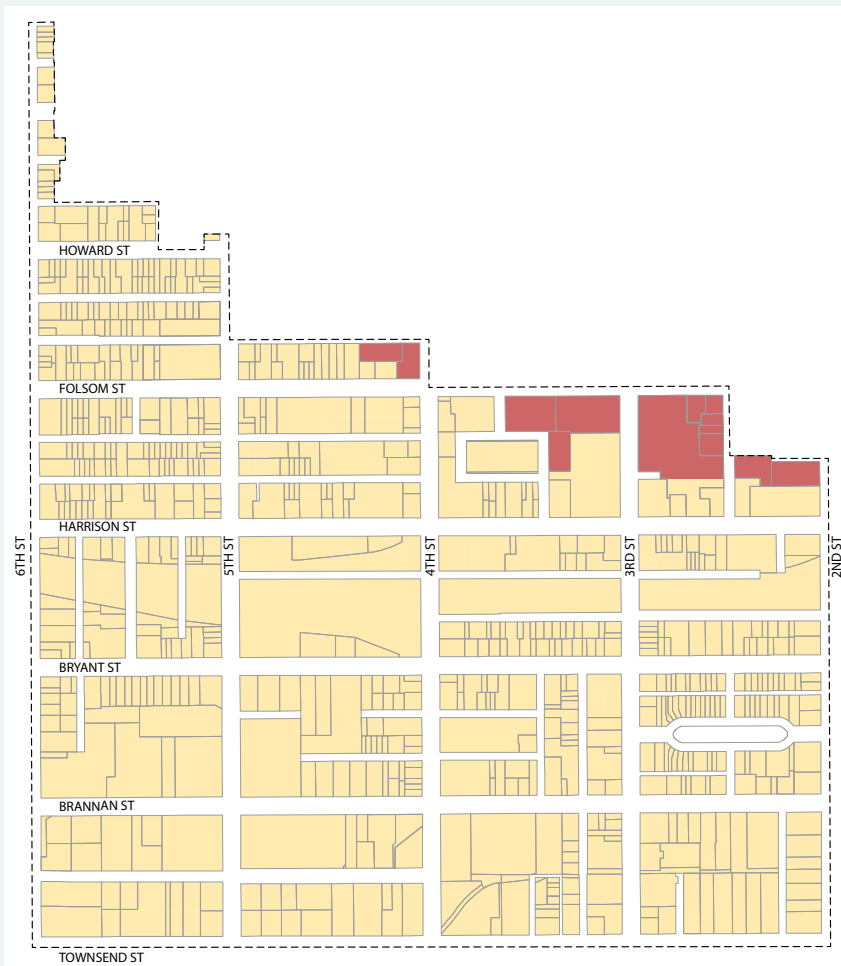


- Growth Oriented Areas
- Industrial Protection Areas
- Public Land

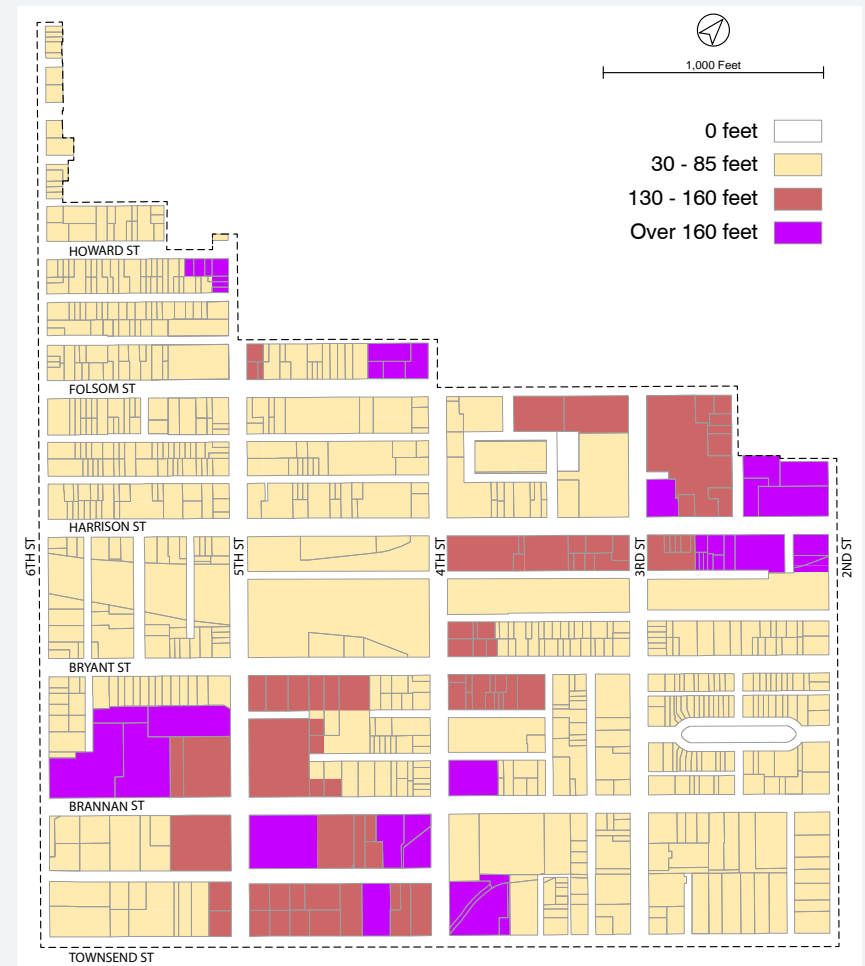
ZONING MAP AMENDMENTS

Generalized Height Map

Existing



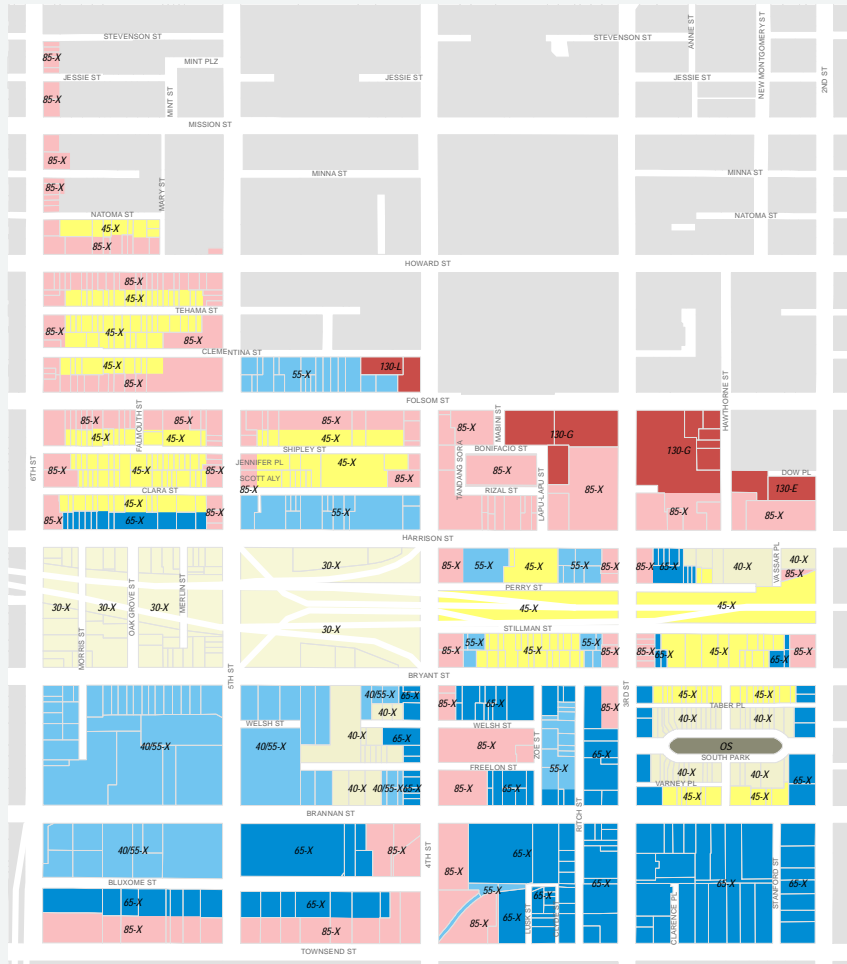
Proposed



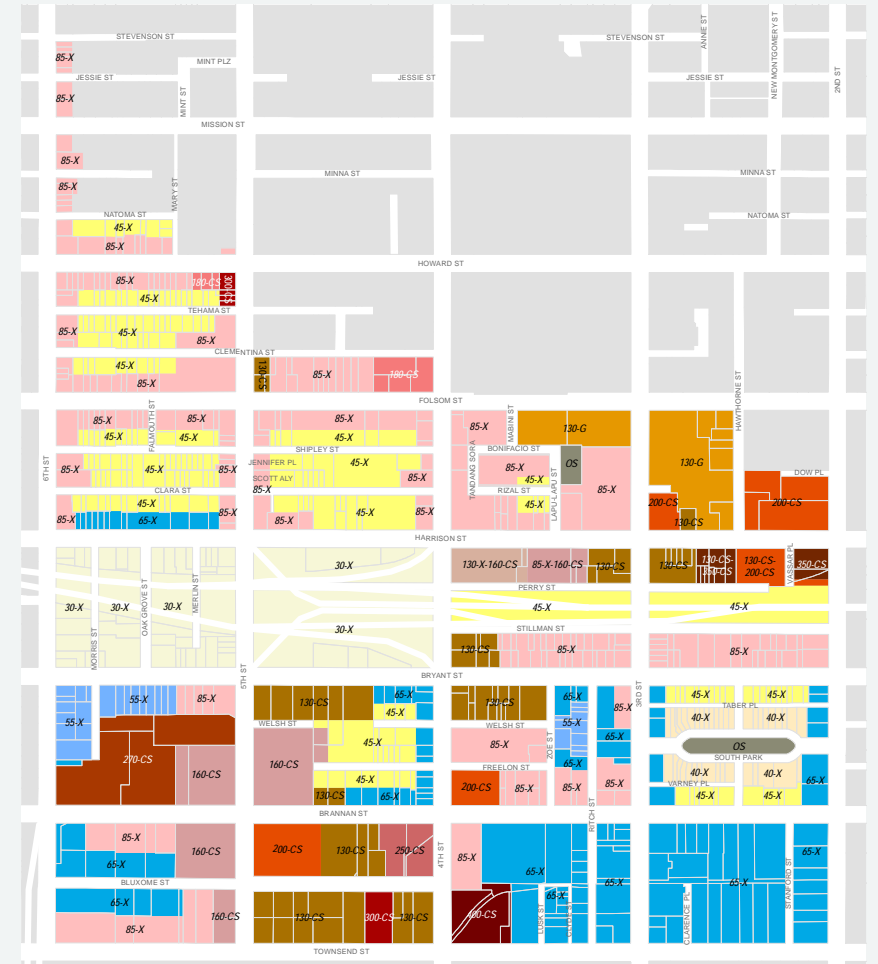
ZONING MAP AMENDMENTS

Detailed Height Map

Existing



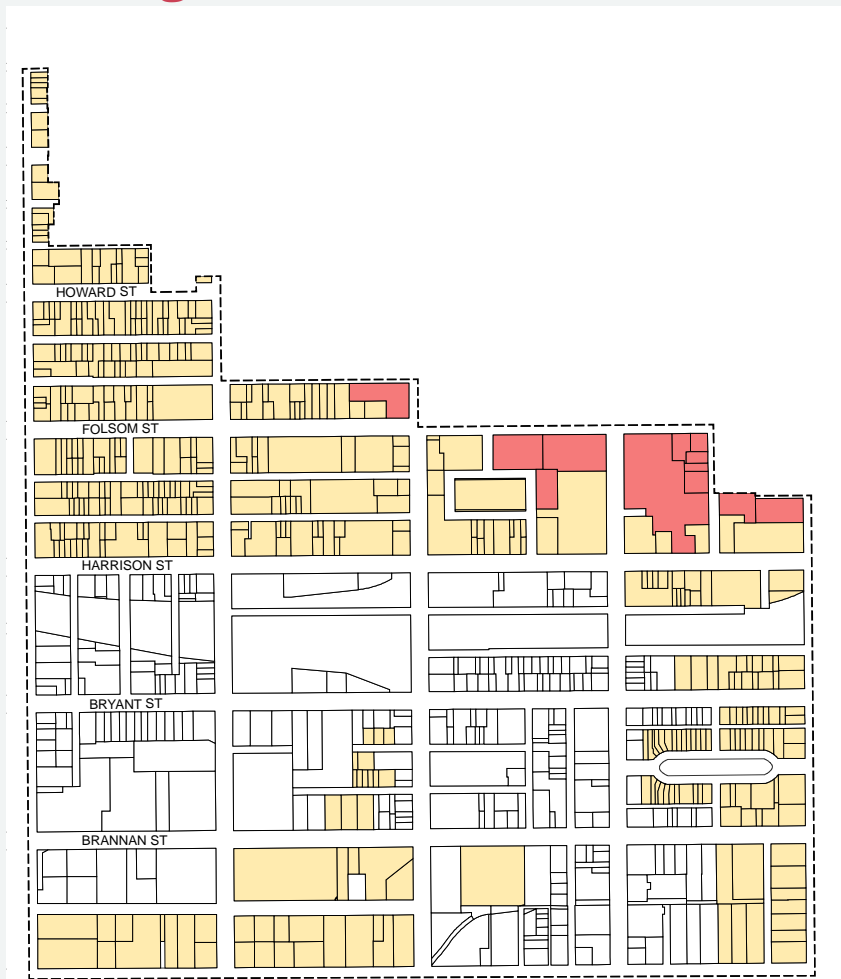
Proposed



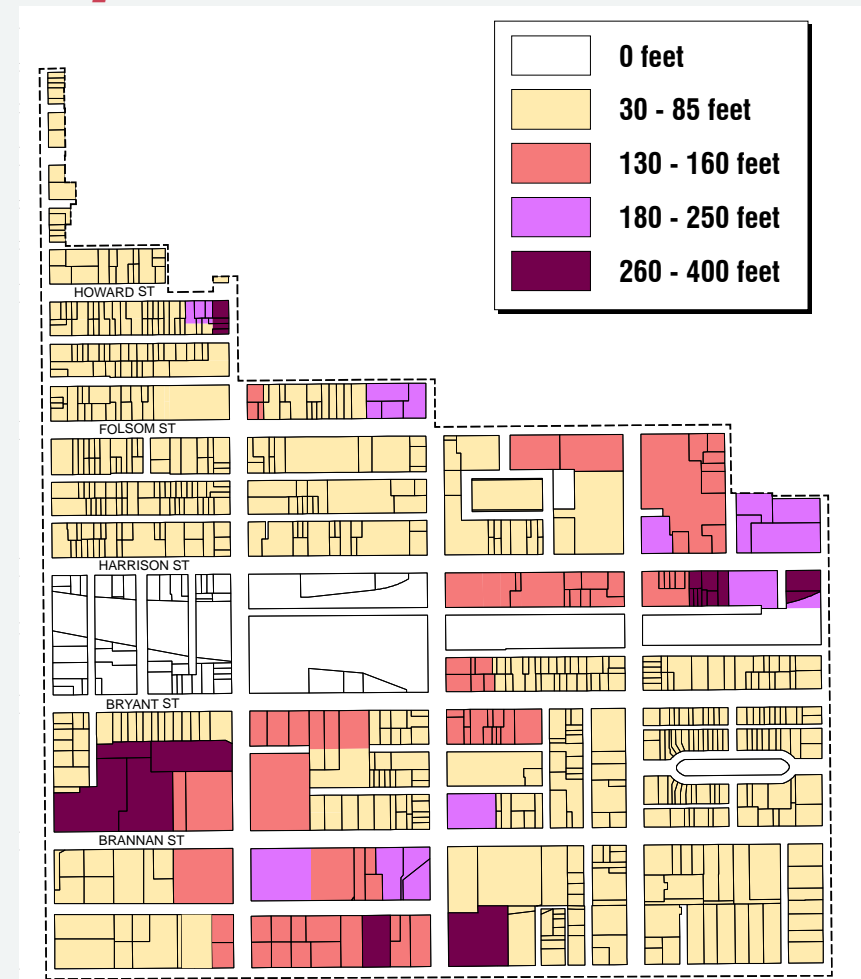
ZONING MAP AMENDMENTS

Generalized Development Capacity

Existing

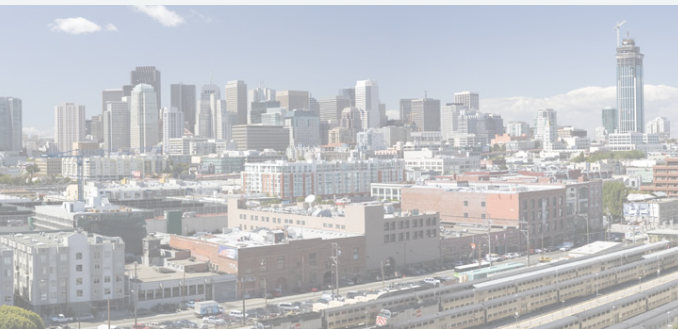


Proposed



IMPLEMENTATION**CONTENTS:**

- **Implementation Matrix**
- **Public Benefits Program**
- **“Guidance” Documents:**
 - » Guide to Urban Design
 - » Key Development Sites Guidelines
 - » Key Streets Guidelines
- **“Summary of Revision” documents**



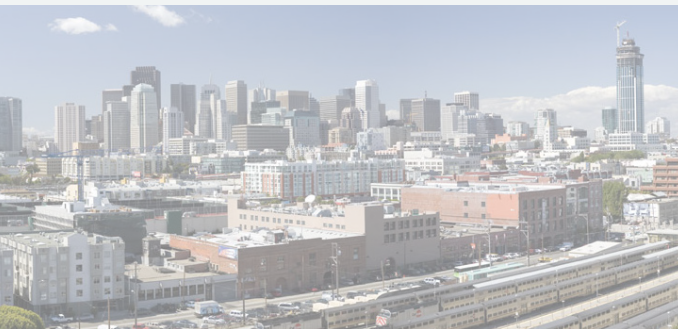
IMPLEMENTATION

No Plan = \$500 million in Public Benefits

Central SoMa Plan = \$2.0 Billion in Public Benefits

**400% increase due
to the Plan**

**Plus ~\$1 billion in
increased General
Fund tax revenues**



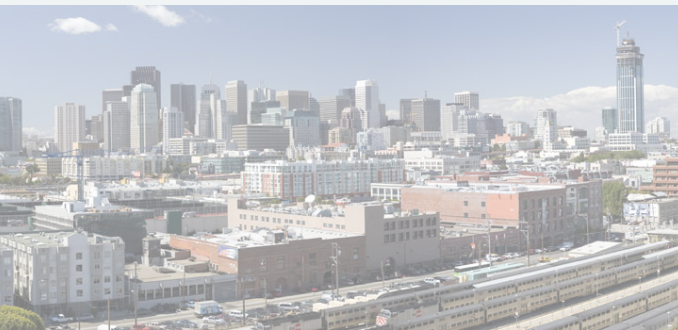
IMPLEMENTATION

BENEFIT	TOTAL REVENUES
Affordable Housing	\$940,000,000
38% of new/rehabilitated housing is Below-Market Rate (BMR) (35% low/moderate income and 3% middle income)	\$940,000,000
Transit	\$500,000,000
Local transit improvements to enhance convenience and safety	\$340,000,000
Regional transit capacity enhancement and expansion	\$160,000,000
Production, Distribution, & Repair	\$180,000,000
Preservation and creation of PDR space to ensure no net loss of PDR due to the Plan	\$180,000,000
Parks & Recreation	\$170,000,000
Gene Friend Recreation Center Reconstruction/Expansion	\$25,000,000
Victoria Manalo Draves Park Programming	\$5,000,000
New 1-acre park in Southwest portion of Plan Area	\$35,000,000
New public recreation center	\$10,000,000
New large (2+ acre) SoMa park (initial site identification)	\$5,000,000
New Bluxome linear park	\$5,000,000
New under-freeway public recreation area	\$5,000,000
Privately-Owned Public Open Spaces (POPOS)	\$80,000,000

IMPLEMENTATION

BENEFIT	TOTAL REVENUES
Complete Streets	\$130,000,000
Redesign of all major streets in the Plan Area to be safe and comfortable for people walking, biking, and on transit.	\$130,000,000
Environmental Sustainability & Resilience	\$68,000,000
Enhanced stormwater management in complete street projects	\$32,000,000
Freeway corridor air quality and greening improvements	\$22,000,000
Living Roofs enhanced requirements	\$6,000,000
Other energy and water efficiency projects	\$8,000,000
Schools & Childcare	\$58,000,000
New childcare centers	\$26,000,000
New schools serving K-12 population	\$32,000,000
Cultural Preservation	\$40,000,000
Restoration of the US Mint Building	\$20,000,000
Preservation and maintenance of historic buildings	\$20,000,000
Community services	\$20,000,000
New community facilities (e.g., health care clinics and job training centers)	\$20,000,000
TO BE DETERMINED	\$70,000,000
TOTAL	\$2,176,000,000

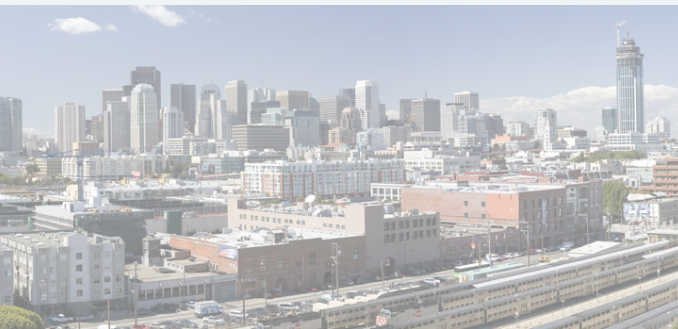
PART II – THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS



THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

CONTENTS:

- **Plan Timing**
 - » Desire to move forward
 - » Timing of informational hearings

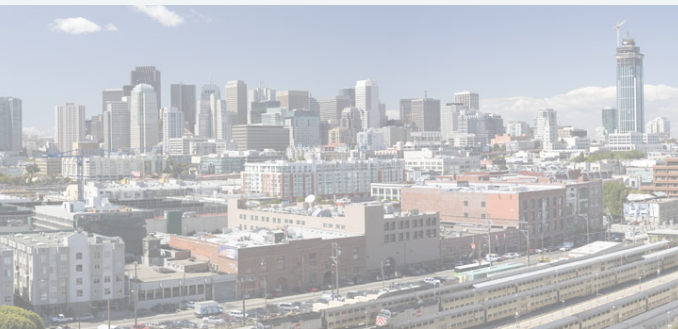


THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

MAXIMIZE HOUSING

- Review of amount available studied in EIR

	Maximum Studied per Central SoMa EIR	Assumption under Central SoMa Plan	Difference
EIR “Study Area” (Downtown + Central SoMa)	14,500	13,240	1,260
Central SoMa Plan Area	8,320	7,060	1,260

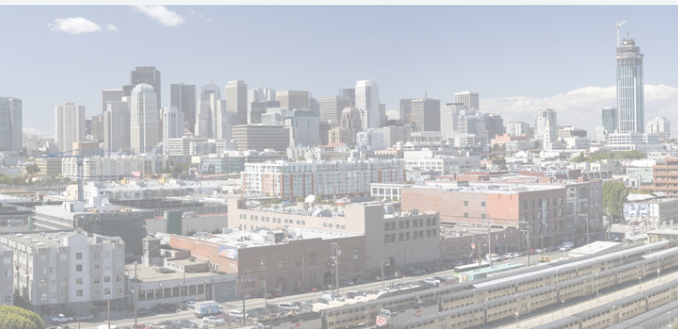


THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

- **What if we amend the Plan to exceed EIR housing maximum?**
 - » Require a new EIR (3-5 years and \$ millions)
 - » If goal to create jobs/housing balance at proposed densities:
10,500 units and 15,000 jobs
 - » I.e., 3.5K more units and 25K less jobs

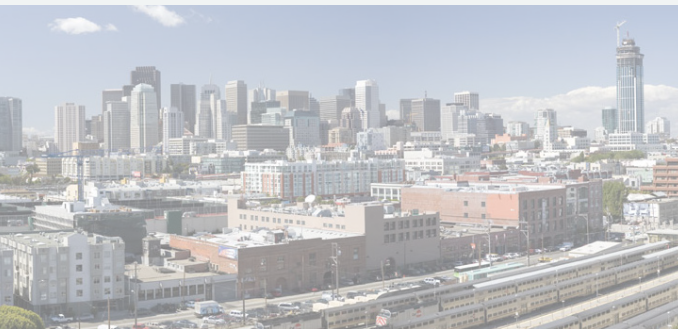
THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

- **Review: why we are supporting jobs-orientation of Central SoMa**
 - » It's not that jobs won't come - they'll go elsewhere or squeeze out our current jobs
 - » Jobs elsewhere =
 - » More driving (bad for traffic, air quality, and equity)
 - » Different public benefits (can't "fix what's not great")
 - » Jobs locations are scarce - and housing sites abundant
 - » Thousands of housing units queued up to be entitled in '18-'19

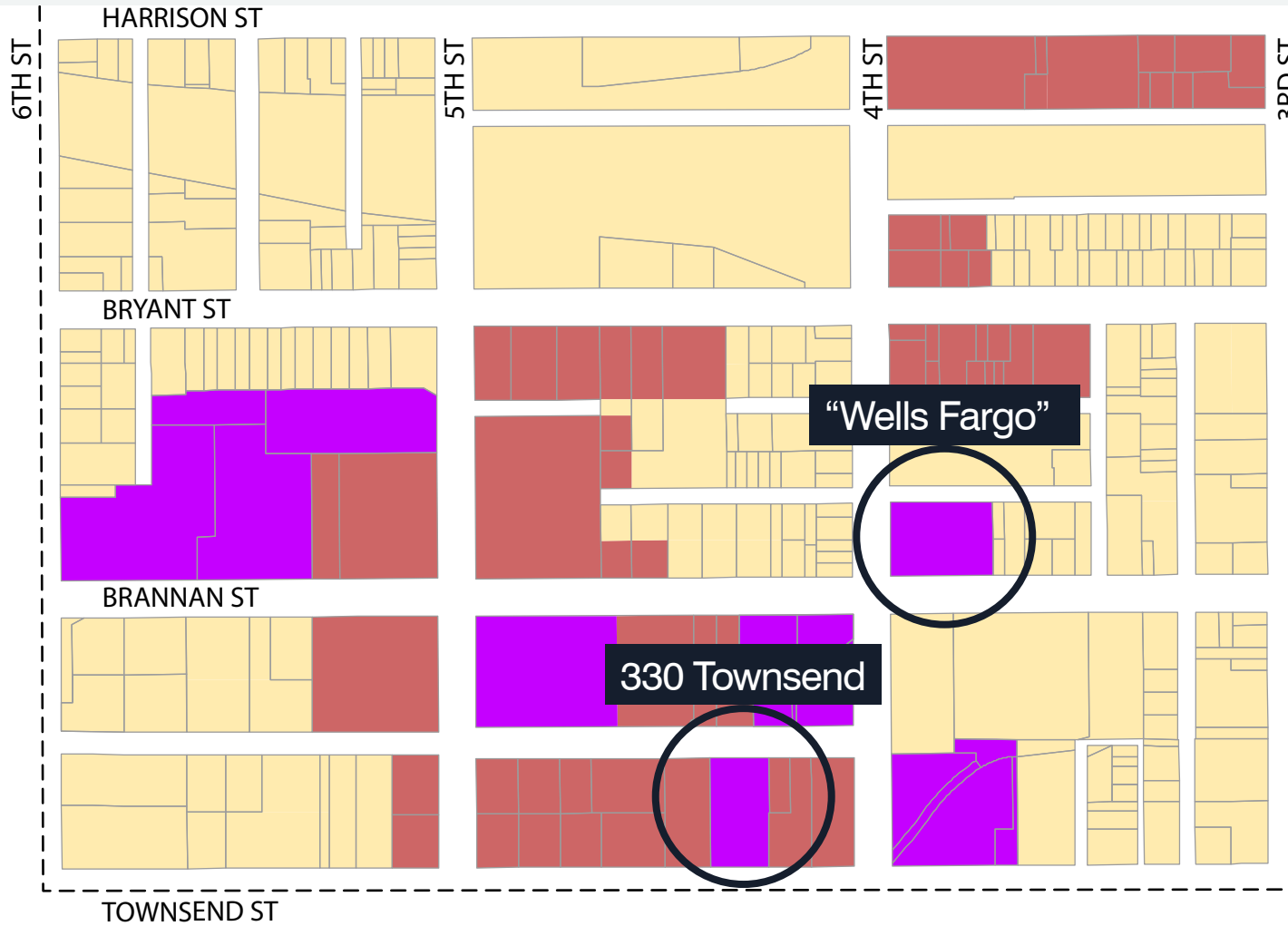


THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

- **Ways to maximize Central SoMa housing within the EIR**
 - » Idea #1: Raising “commercial-orientation” site threshold from 30k to 40k:
 - » Affects two known sites: “Wells Fargo” (4th and Brannan) and 330 Townsend
 - » Could result in 800 units (check w Maia)
 - » “Tower sites” are good for housing



THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

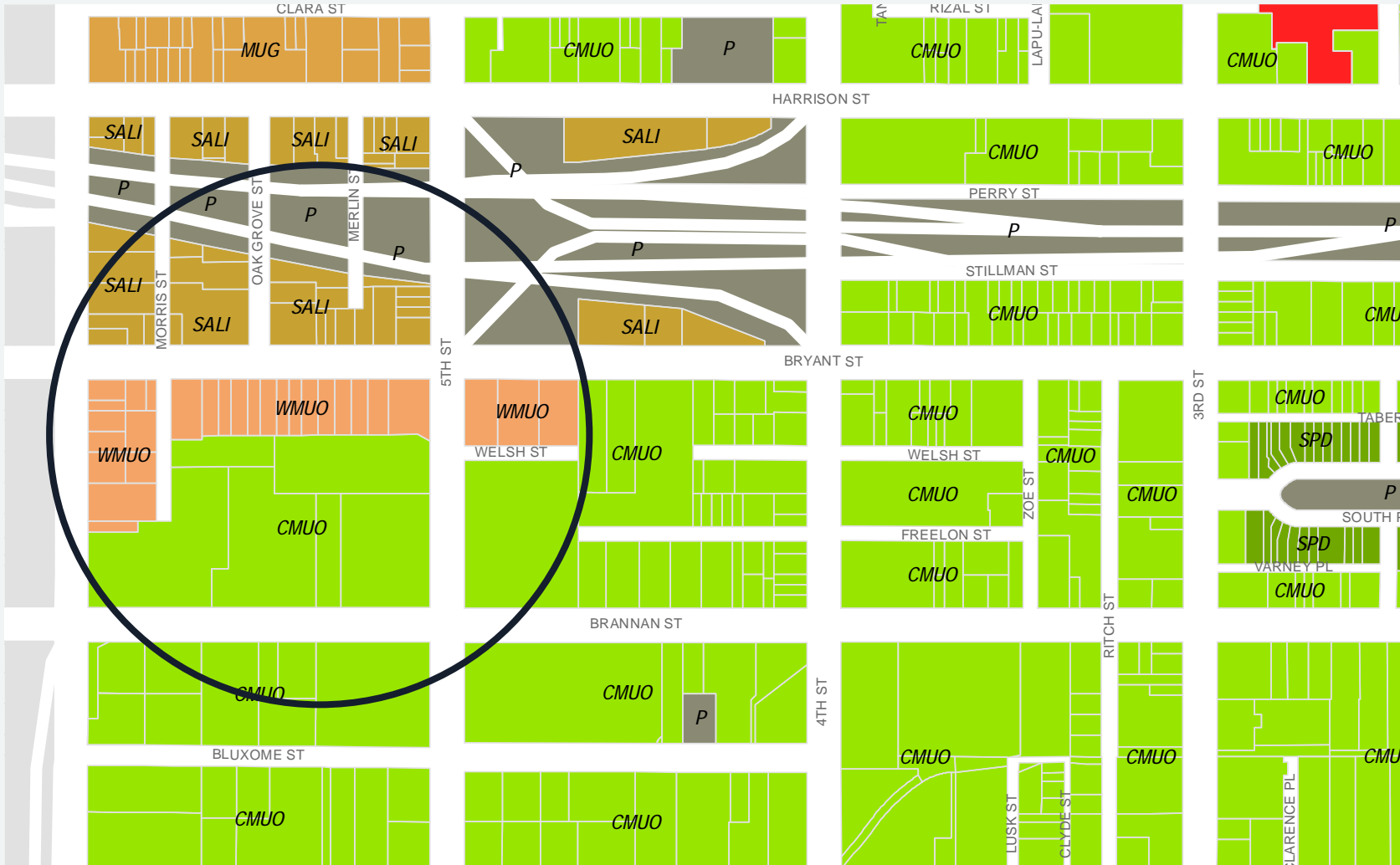


0 feet	
30 - 85 feet	
130 - 160 feet	
Over 160 feet	

THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

- **Ways to maximize Central SoMa housing within the EIR**
- **Idea #2 Rezoning WMUO to CMUO:**
 - » Affects 28 parcels in area on 6th and Bryant wrapping the Flower Mart and Bryant just east of 5th
 - » Could result in 600 units
 - » ~250 units east of 5th Street
 - » ~250 units between 5th and 6th Street
 - » ~100 units along 6th Street
 - » Units between 5th and 6th would back onto shared Flower Mart service alley

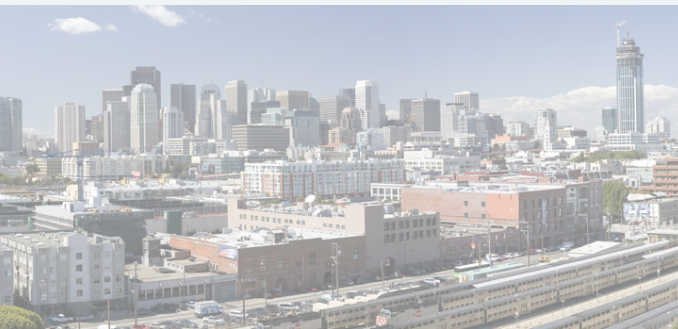
THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS



THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

- **Ways to facilitate housing**

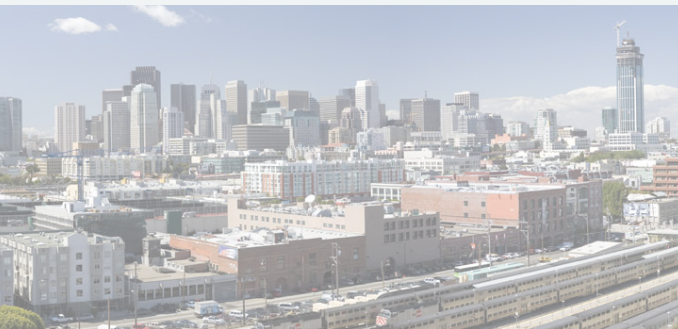
- » Idea #1:
Speed up entitlement process via AB73
- » Idea #2:
Make rental housing more economically feasible
- » Idea #3:
Limit hotels



THEMES FOR DISCUSSION AND POSSIBLE AMENDMENTS

- **Additional Issues**

- » Development of social and cultural benefits package
- » Development of a SoMa CAC
- » Mid-Rise Option along 2nd Street



THANKS

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