



CENTRAL SOMA

HOUSING

Planning Commission Informational | March 22, 2018

TODAY: CENTRAL SOMA & HOUSING

- 1) Central SoMa Delivers Housing
- 2) Provides Jobs for the City that Cannot Be Accommodated Elsewhere
- 3) Adding More Housing in Central SoMa Can Be Achieved, With Certain Costs
- 4) Housing Capacity Is Increasing Across the City
- 5) More Plans to Increase Housing Capacity are in Development
- 6) Even More Ideas for Increasing Housing Capacity

HOW MUCH HOUSING IS PROPOSED FOR CENTRAL SOMA?

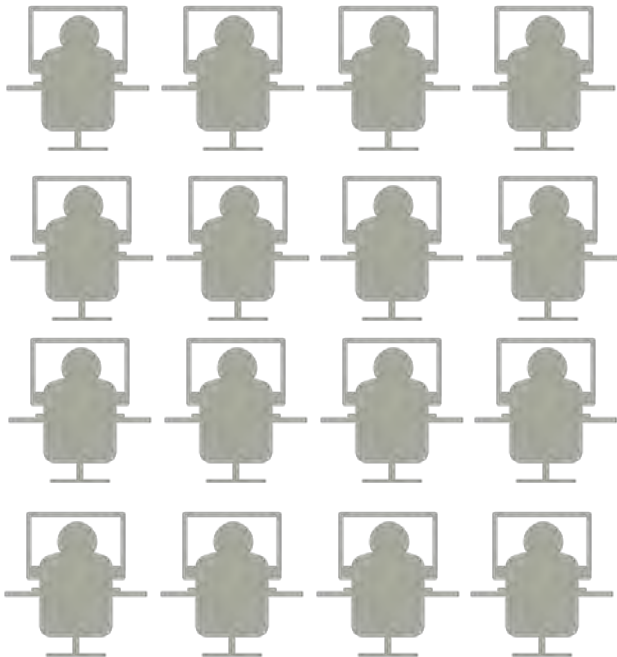
7,100 HOUSING UNITS

CENTRAL SOMA DELIVERS HOUSING

HOW MUCH HOUSING IS PROPOSED FOR CENTRAL SOMA?

8M_{sf}

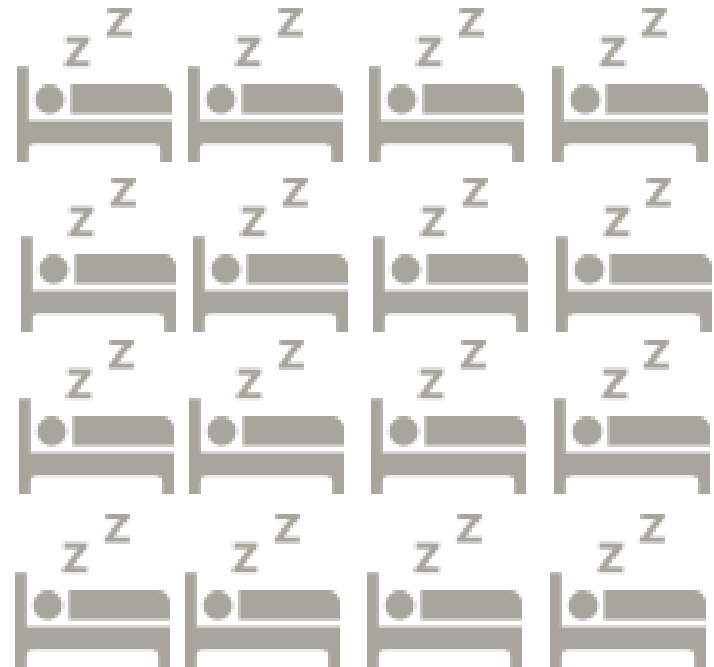
OFFICE



=

8M_{sf}

HOUSING



CENTRAL SOMA DELIVERS HOUSING

CENTRAL SOMA DELIVERS HOUSING

2

=

1

**HIGH DENSITY HOUSING PLANS
RINCON HILL AND TRANSBAY**



CENTRAL SOMA



CENTRAL SOMA DELIVERS HOUSING

CANDLESTICK
POINT



CENTRAL
SOMA



TREASURE
ISLAND



CENTRAL SOMA WILL BE...

50%

**MORE DENSE
THAN PARIS**



2X

**MORE DENSE
THAN BARCELONA**



CENTRAL SOMA DELIVERS HOUSING

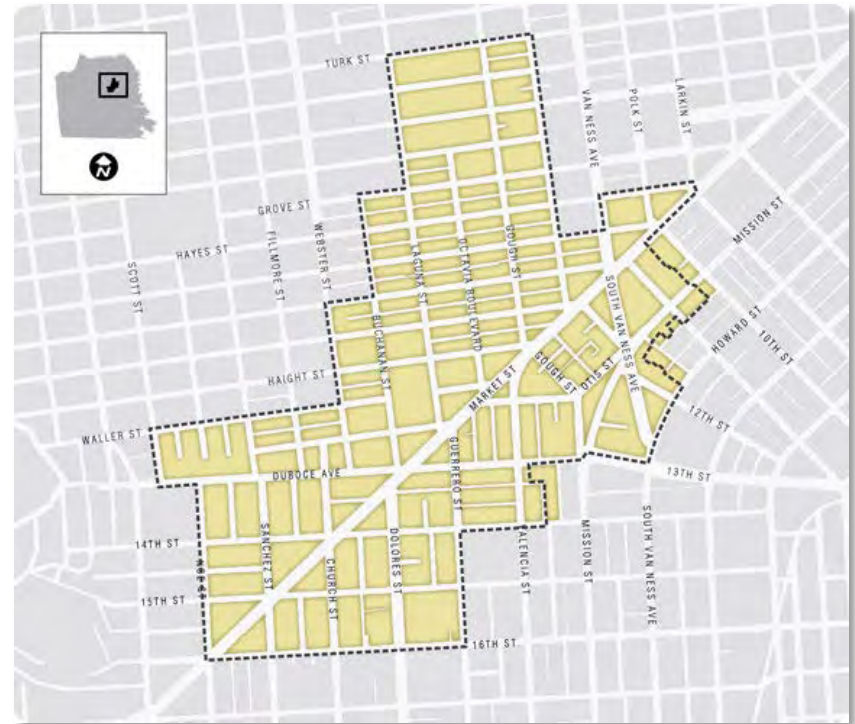
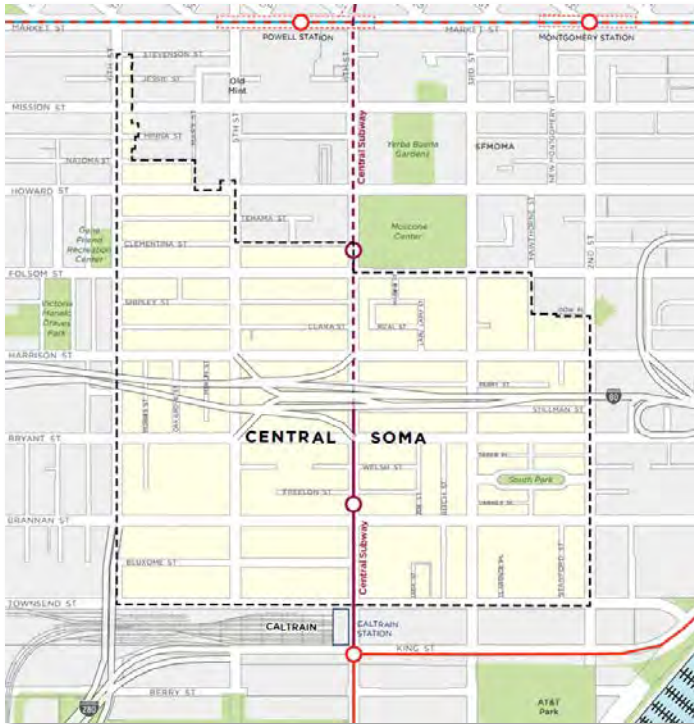
**CENTRAL
SOMA**

MORE HOUSING



**MARKET
OCTAVIA**

60% LARGER AREA

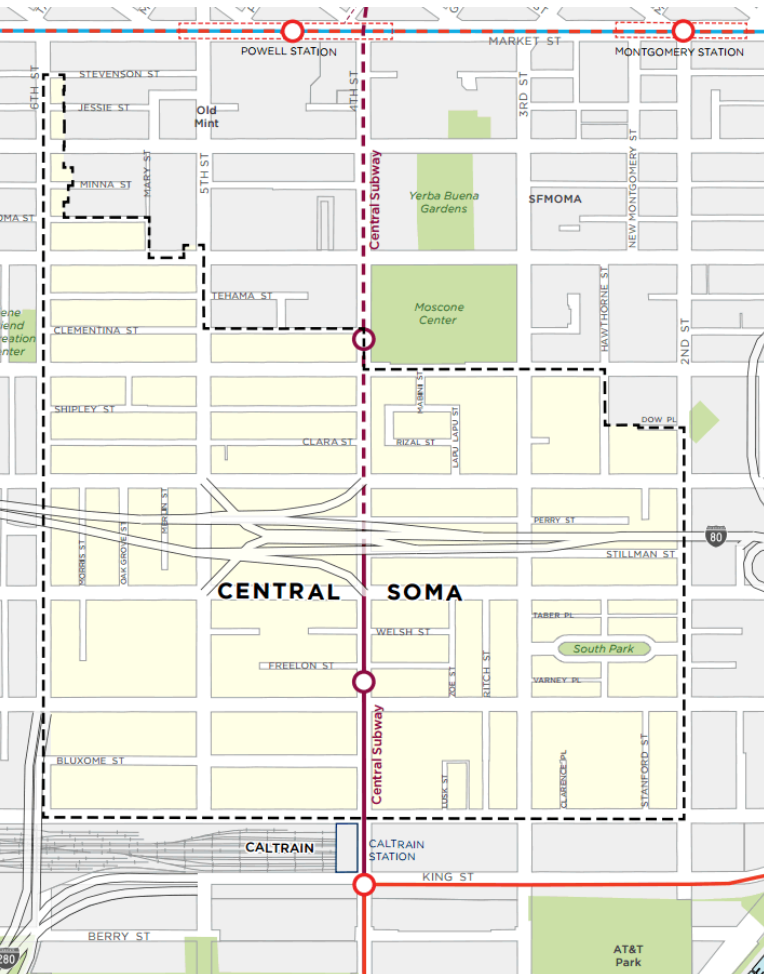


CENTRAL SOMA DELIVERS HOUSING AND MORE

- Most sites will be for housing
- Seven sites will be available for large office
- There will be a mix of other uses: hotels, institutional, ground floor retail, PDR and community facilities



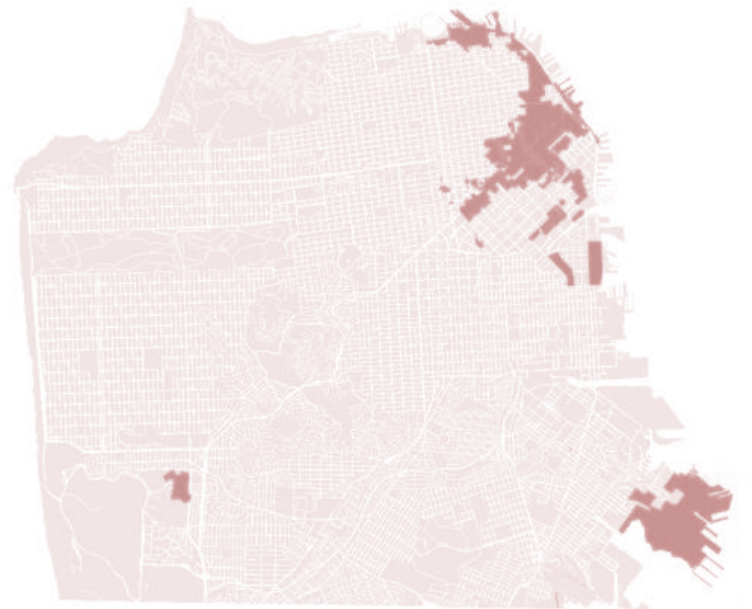
CENTRAL SOMA ALSO PROVIDES FOR JOBS - BETTER THAN ANY OTHER LOCATION



HOUSING IS ALLOWED IN MOST OF SF, WHILE OFFICE SPACE IS CONSTRAINED



ZONING FOR HOUSING



ZONING FOR OFFICE

JOBS/TRANSIT ACCESSIBILITY = ECONOMIC EQUITY

- Lower income households own fewer or no cars
- Job centers away from transit hubs limits access to lower income households
- Jobs centers away from transit can cause unreasonable financial, social and health toll from long car commutes
- Reduce displacement pressure by 25k jobs

ADDING MORE HOUSING TO CENTRAL SOMA PLAN

- **Alternate 1:**
Within the EIR &
Existing Studies
- **Alternate 2:**
Beyond the EIR &
With Additional Study



ADDITIONAL STUDY?

EIR MAX 8,320

EIR NOW 7,060

CENTRAL SOMA, COSTLY TO DELAY OR HALT

1) Convert Large Office Sites to Housing

2) Increasing Heights

MAKING
THIS CHANGE



COSTS

- **Delay.** More delay for housing, than for office.
- **Jeopardize Affordable Housing.** Planned in concert with office.
- **Lost Community Benefits.** Planned in concert with office.
- **Re-evaluate Priorities.** Historic South Park, Existing Housing Preservation in alleys, goals underpinning the plan.

ADDING HOUSING ACROSS THE CITY, NOW

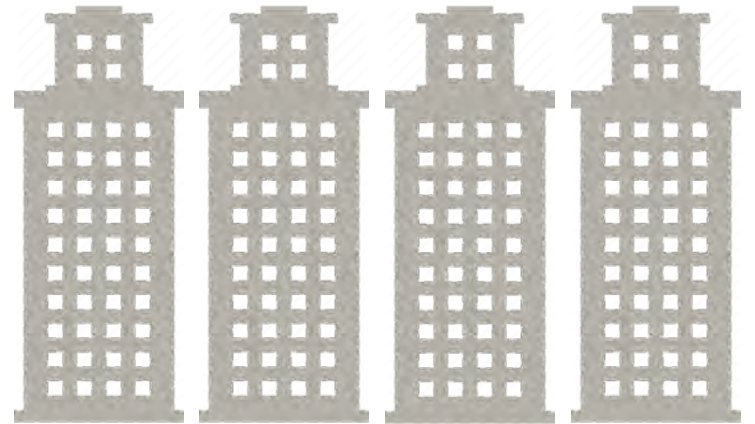
Existing Housing **392,000 units**

Under Construction **6,275 units**

Entitled, pending construction **40,975 units**

Under Review **18,000 units**

Latent Capacity **68,000 units**



ADDING HOUSING ACROSS THE CITY, NOW

INITIATIVES

23,000 units

- ADUs
- HOME-SF
- 100% Affordable Bonus

AREA PLANS

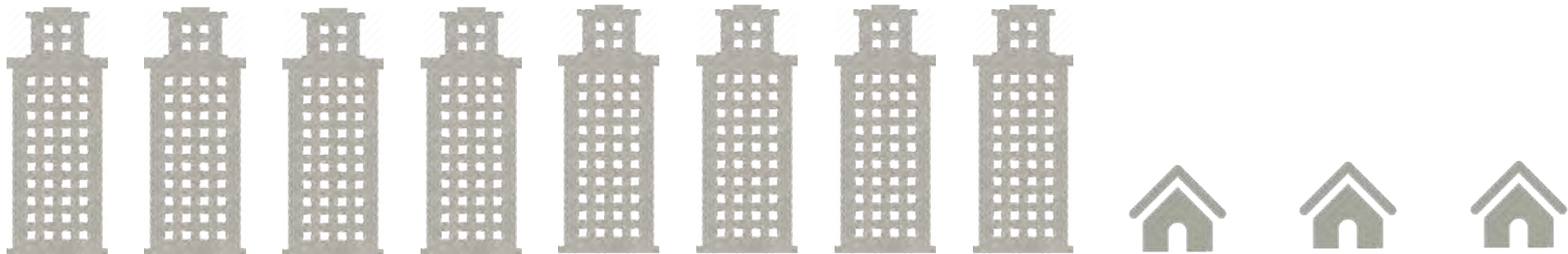
23,800 units

- Rincon Hill
- Transbay
- Market & Octavia
- Eastern Neighborhoods
- Western SoMa
- Balboa Park

MASTER PLANS

34,900 units

- Candlestick/
Hunters Point
- Pier 70
- HOPE SF
- Mission Rock
- Executive Park
- Treasure Island
- Parkmerced
- Schlage Lock
- Trinity



HOUSING PRODUCTION ACROSS THE CITY

ANNUAL PRODUCTION

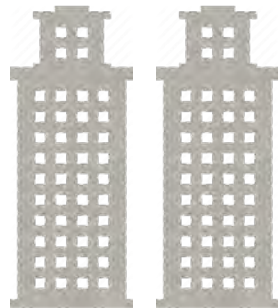
1990s

< 1,000 units



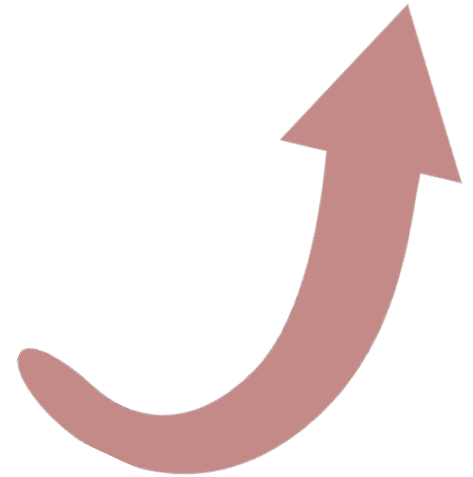
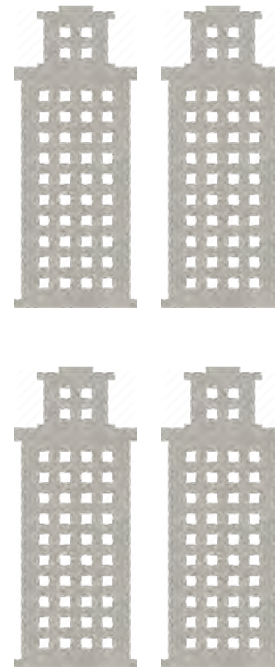
2000s

< 2,200 units



2014-2017

4,000 units



HOUSING PRODUCTION, UP NEXT

In Progress Now

- 700 Innes/India Basin Master Plan | **1,200 units**
- The “HUB” Area Plan | **2,500 units**
- Potrero Power Station/PG&E Master Plan | **2,700 units**
- Balboa Reservoir Master Plan | **1,100 units**



HOUSING PRODUCTION, UP NEXT

About to Begin

- Study of 4th & King Railyards + vicinity, including possibly, Western SoMa and parts of Showplace Square & Central SoMa | **# units**
- New density bonus for plan areas | **# units**
- Potential Neighborhood Discussions | **# units**
 - Excelsior
 - District 9 (Mission, Cesar Chavez to Randall)
 - Alemany Corridor
 - The Portola
 - The Bayview (industrial parcels on 3rd Street)

HOUSING PRODUCTION, WANT MORE?

Nascent Ideas

- Further expand ADU program
- “Missing Middle” added density in low-scale, mid-scale form
- New neighborhood or corridor-specific planning
- Pushing developers to study more housing during CEQA
- Producing housing faster could improve feasibility

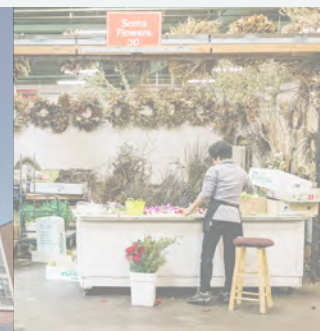
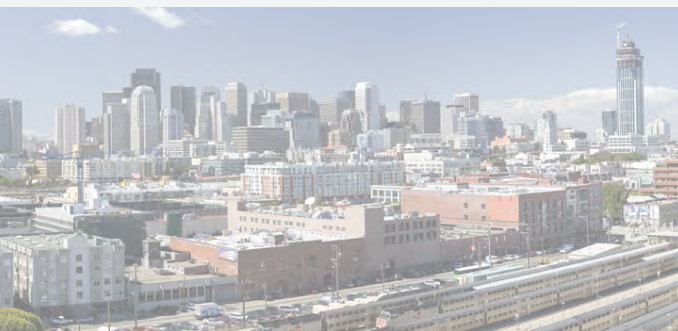
SUMMARY

- 1) Central SoMa Delivers a Great Deal of Housing
- 2) Provides Jobs for the City that Cannot Be Accommodated Elsewhere
- 3) Adds More Housing in Central SoMa Can Be Achieved With Certain Costs
- 4) Adds Housing Capacity Is Happening Across the City
- 5) More Plans to Increase Housing Capacity Under Development
- 6) Even More Ideas for Increasing Housing Capacity

MAXIMIZING HOUSING

CONTEXT

- Proposed Plan: 7,060 units
- EIR-analyzed maximum: 8,320 units
- Difference: 1,260 units



MAXIMIZING HOUSING

PROPOSAL

- Raise “commercial-orientation” site threshold from 30k to 40k = 640 net units
- Rezone WMUO to CMUO = 600 net units

RESULT

- Plan potential for 8,300 units
- Reduction in potential for jobs to 33,000



PUBLIC BENEFITS

Proposal for \$70M of “TBD” benefits

BENEFIT	\$/YR	\$/25 YRS
Social and cultural programming	\$1,000,000	\$25 million
Park and greenery maintenance and activation	\$600,000	\$15 million
Capital for cultural amenities (e.g., YBG)	N/A	\$15 million
Neighborhood cleaning	\$350,000	\$8.75 million
Bessie Carmichael supplemental services	\$250,000	\$6.25 million

PUBLIC BENEFITS**Rental housing**

- Issue: Projects have become economically infeasible
- Proposal: Removal of CFD on rental projects (up to \$1.75/sqft)
- Results:
 - » Return to economic feasibility
 - » Loss of \$20M-\$30M in public benefits revenue
 - » Need to make commensurate reductions in the public benefits package



PUBLIC BENEFITS**Timing for delivery of public benefits****Delivered before/with new development:**

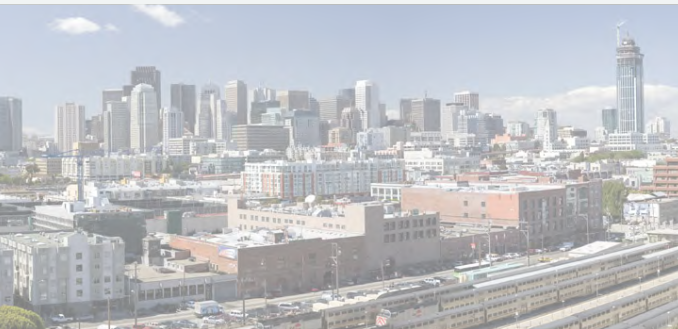
- Affordable housing on-site or off-site
- Production, distribution, and repair space
- Some parks, rec centers, and all POPOS
- On-site environmental benefits (e.g., living roofs, stormwater retention)
- On-site childcare
- On-site community facilities
- Transferable Development Rights

PUBLIC BENEFITS**Timing for delivery of public benefits****Delivered after new development:**

- In-lieu fee-funded affordable housing
- Transit and complete streets
- Other new parks and rehabilitation of existing parks
- Environmental benefits on public land
- School improvements and fee-funded childcare
- Capital funding for Old Mint, cultural facilities, and community facilities

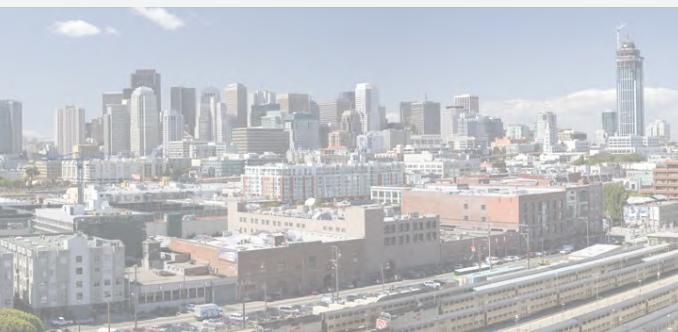
PUBLIC BENEFITS**Timing for delivery of public benefits****Delivered ongoingly:**

- Park and greenery maintenance
- School services (Bessie Carmichael)
- Cultural and social programming
- Neighborhood cleaning



ADDITIONAL ISSUES

- Input from HPC
- Old Mint
- Affordable Housing
- Community Oversight
- Flower Mart



THANKS

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