



# 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?

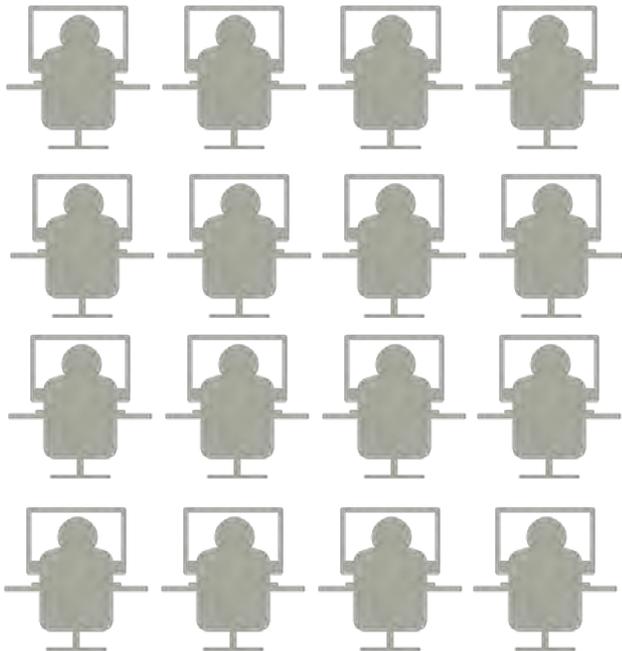
**7,100** HOUSING UNITS

CENTRAL SOMA DELIVERS HOUSING

# HOW MUCH HOUSING IS PROPOSED FOR CENTRAL SOMA?

**8M<sub>sf</sub>**

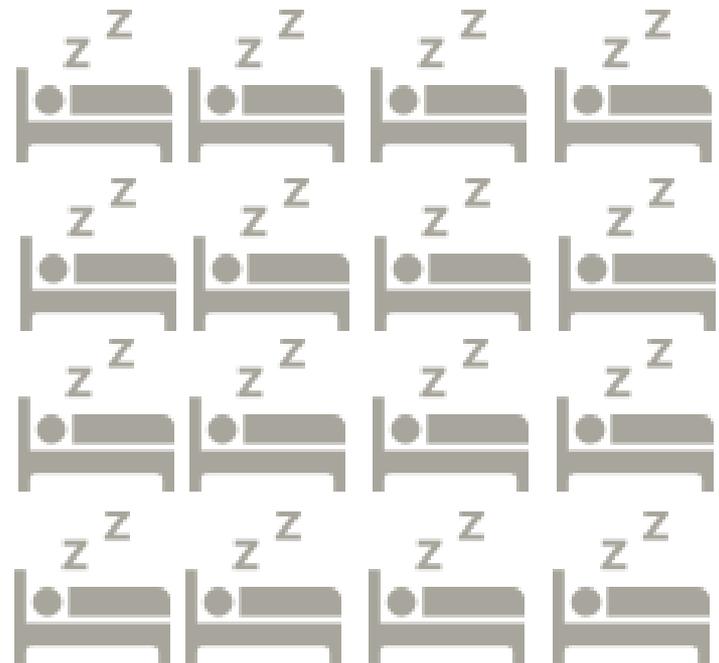
**OFFICE**



**=**

**8M<sub>sf</sub>**

**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

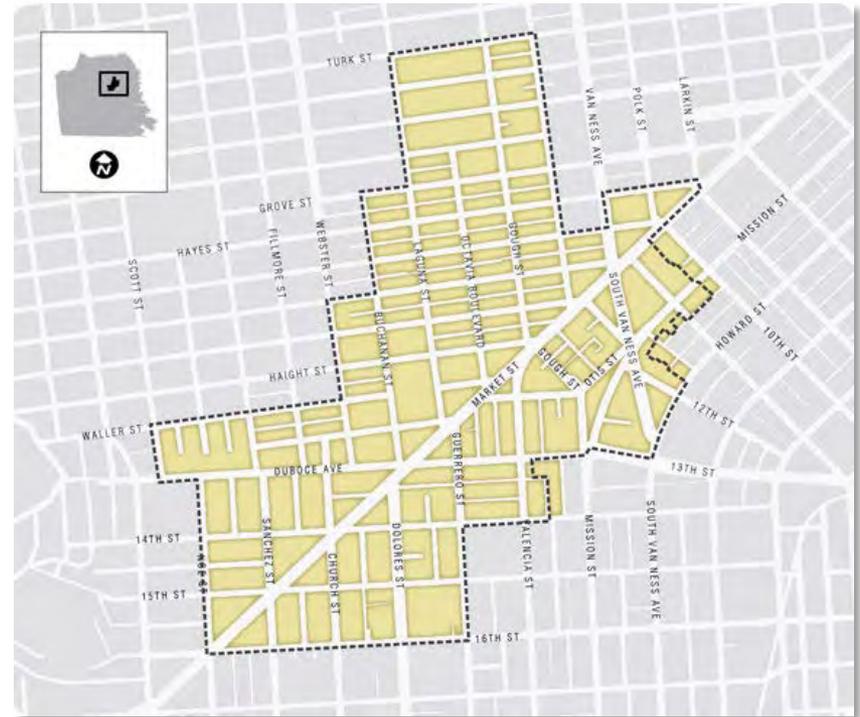
**CENTRAL  
SOMA**

**MORE HOUSING**



**MARKET  
OCTAVIA**

**60% LARGER AREA**

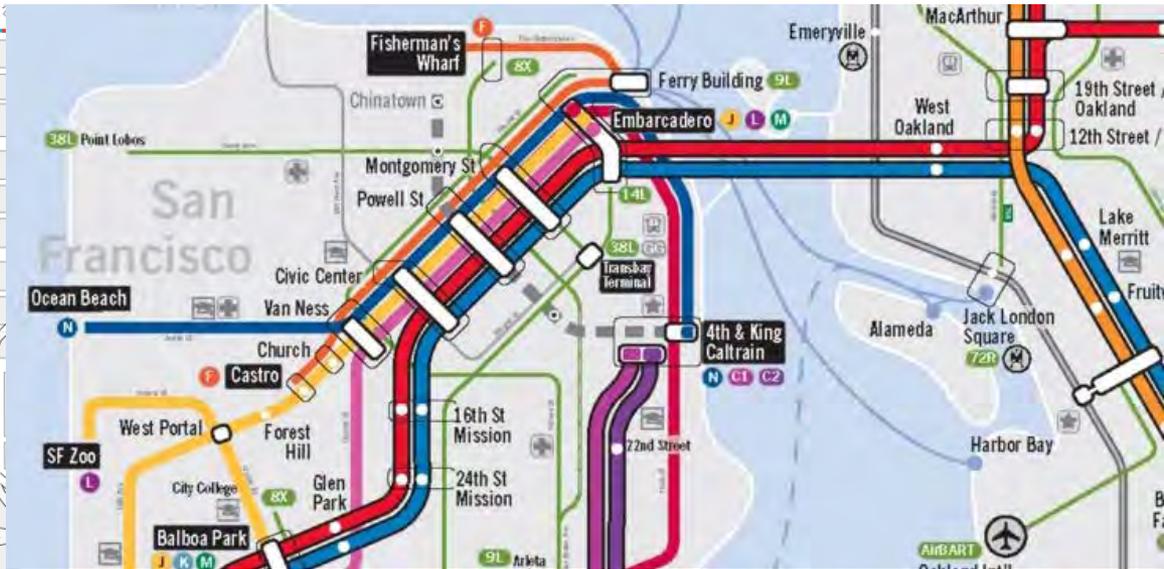


# CENTRAL SOMA DELIVERS HOUSING AND MORE

- 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



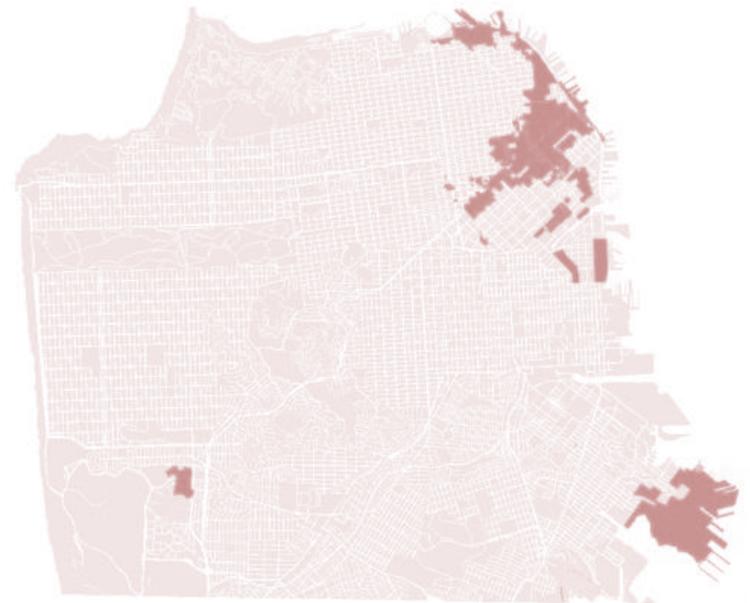
# CENTRAL SOMA ALSO PROVIDES FOR JOBS - BETTER THAN ANY OTHER LOCATION



# 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

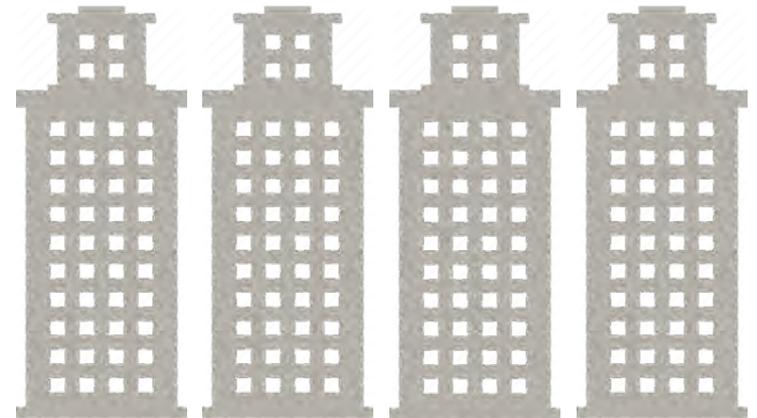
Existing Housing **392,000 units**

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

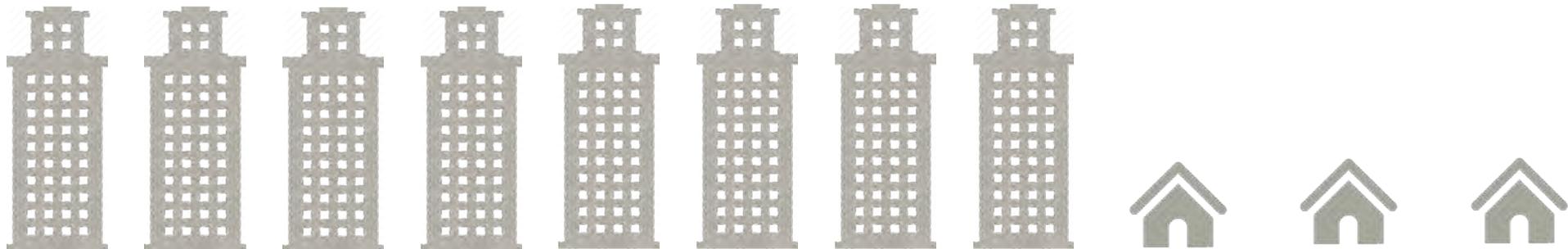
**23,800 units**

- 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

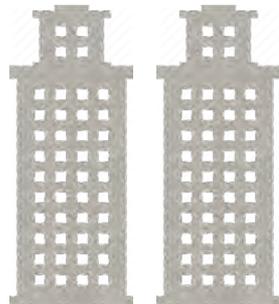
**1990s**

< 1,000 units



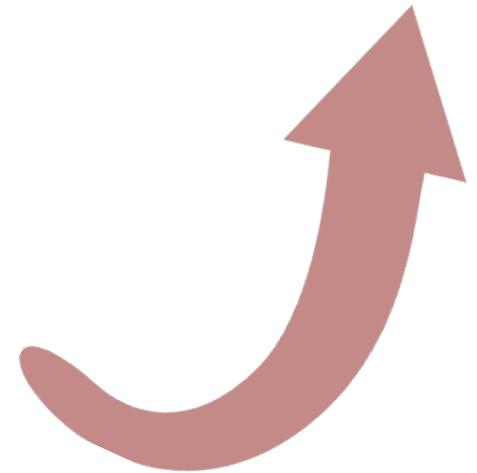
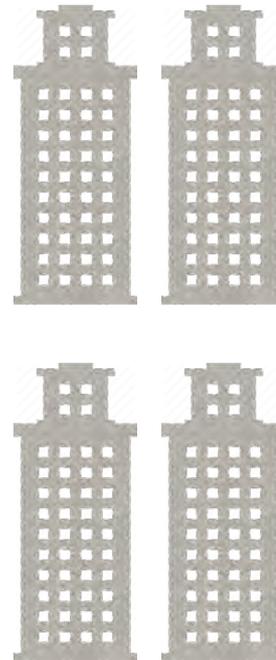
**2000s**

< 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**

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

**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:**

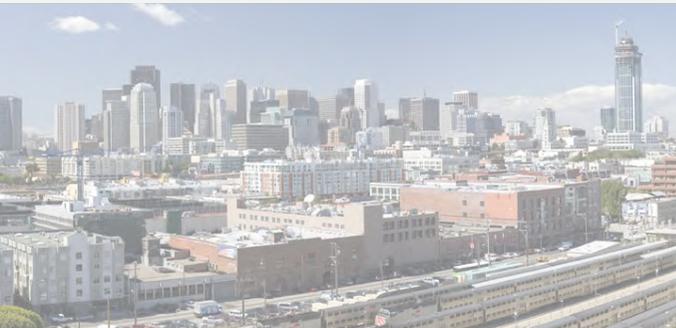
- In-lieu fee-funded affordable housing
- Transit and complete streets
- Other new parks and rehabilitation of existing parks
- Environmental benefits on public land
- School improvements and fee-funded childcare
- Capital funding for Old Mint, cultural facilities, and community facilities

**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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