Citywide demand for new space for housing and jobs

Central SoMa has excellent transportation and abundant developable land
PLAN AREA

Central Subway under construction, expected to open in 2019

- BART/Muni Metro Subway
- Muni Metro (Surface)
a sustainable neighborhood
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
**PLAN CONTENT**

**Figure 4.4**

**SIGNALIZED CROSSWALKS**

[Map depicting signalized crosswalks]

**Policy 4.2.3** Improve the conditions on narrow streets and alleys for people walking.

SoMa’s narrow streets and alleys provide an important, quieter alternative to walking on the busier major streets. Yet many of these streets do not have inviting environments for people on foot, including insufficient or even absent sidewalks. On these streets, the City should enhance and improve the experience for people walking.

**Policy 4.2.4** Add street trees and street furnishings to sidewalks wherever possible, in keeping with the Better Streets Plan.

Landscaping and street furnishings, such as fixed or moveable seating, are important in creating an inviting environment for walking and public life. The Better Streets Plan discusses strategies for locating amenities to create attractive and functional pedestrian environments. The City should continue implementing its recommendations in the Plan Area.

**Policy 4.3.1** Expand the pedestrian network wherever possible through creation of new narrow streets, alleys, and mid-block connections.

Existing City policy and zoning regulations require mid-block paths through large lots in certain zoning districts. These requirements should be retained where they exist and extended to any new zoning districts created in Central SoMa.

**Policy 4.4.1** Use public art, lighting, and other amenities to improve the pedestrian experience beneath elevated freeways.

The unwelcoming environment beneath the freeway creates an imposing physical and psychological barrier that divides the Plan Area into two halves. This noisy, dark, car-dominated environment makes walking from one side of the freeway to the other an unpleasant or even intimidating experience. The City should use public art, enhanced lighting, and other streetscape amenities to help improve this dreary condition.

*Photo by Rick Lane: Enhancing the experience of the neighborhood.*

*Photo by Sergio Fossi: Public art enhances the experience of the neighborhood.*

*Photo by Rick Lane: Enhancing the experience of the neighborhood.*

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Part A  Implementation Matrix

Part B  Public Benefits Package

Part C  Requirements for New Development

Part D  Guide to Urban Design

Part E  Draft Key Sites Development Guidelines
<table>
<thead>
<tr>
<th>Why</th>
<th>What</th>
<th>How</th>
<th>When</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goals, Objectives, and Policies</td>
<td>Implementation Measures</td>
<td>Implementation Mechanisms</td>
<td>Timing</td>
<td>Lead Agency</td>
</tr>
</tbody>
</table>
New potential for up to
45,000 new jobs
7,800 new housing units
3-D Model of Existing Buildings (2016)

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

### Project Profitability

<table>
<thead>
<tr>
<th>Requirements = Too High</th>
<th>Requirements = Just Right</th>
<th>Requirements = Too Low</th>
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<tr>
<td>• No Development</td>
<td>• Development</td>
<td>• Development</td>
</tr>
<tr>
<td>• No Public Benefits</td>
<td>• Maximum Public Benefits</td>
<td>• Maximum Public Benefits</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Reduced Public Benefits</td>
</tr>
</tbody>
</table>
REQUIREMENTS FOR NEW DEVELOPMENT

Tools

*Build as part of development*

**One-Time Fees**

**Infrastructure Tax**
For residential use, a rear yard (25%) and for commercial use, POPOS at grade (15%) requirements may reduce amount of allowable lot coverage.

A 15’ setback between 65’ - 85’ is required along interior property lines and public ROWs.

When a tower is adjacent to an alley, skyplane controls start 15’ after the tower (hidden in this view).

On a lot longer than 200’, a mid-block alley may be required.

When a tower is adjacent to a building that is between 85 to 160 feet, at least 30 feet separation is required. That portion of the podium is also subject to mid-rise bulk controls.
NEXT STEPS

Additional Community Engagement

Release and review of Draft EIR

Write legislation

Return to Planning Commission for Initiation
THANKS

QUESTIONS AND COMMENTS?

STEVE WERTHEIM
415.558.6612
STEVE.WERTHEIM@SFGOV.ORG