

An aerial photograph of the Central Soma neighborhood in San Francisco. The image shows a dense urban area with a mix of building heights, from low-rise residential structures to taller commercial buildings. A major highway, likely the San Francisco-Oakland Bay Bridge, runs diagonally across the upper portion of the image. The text "CENTRAL SOMA" is overlaid in large, bold, maroon letters on a white rectangular background.

# CENTRAL SOMA

MENU OF PUBLIC BENEFITS

OPEN HOUSE | DECEMBER 9, 2015





# CENTRAL SOMA REFRESHER



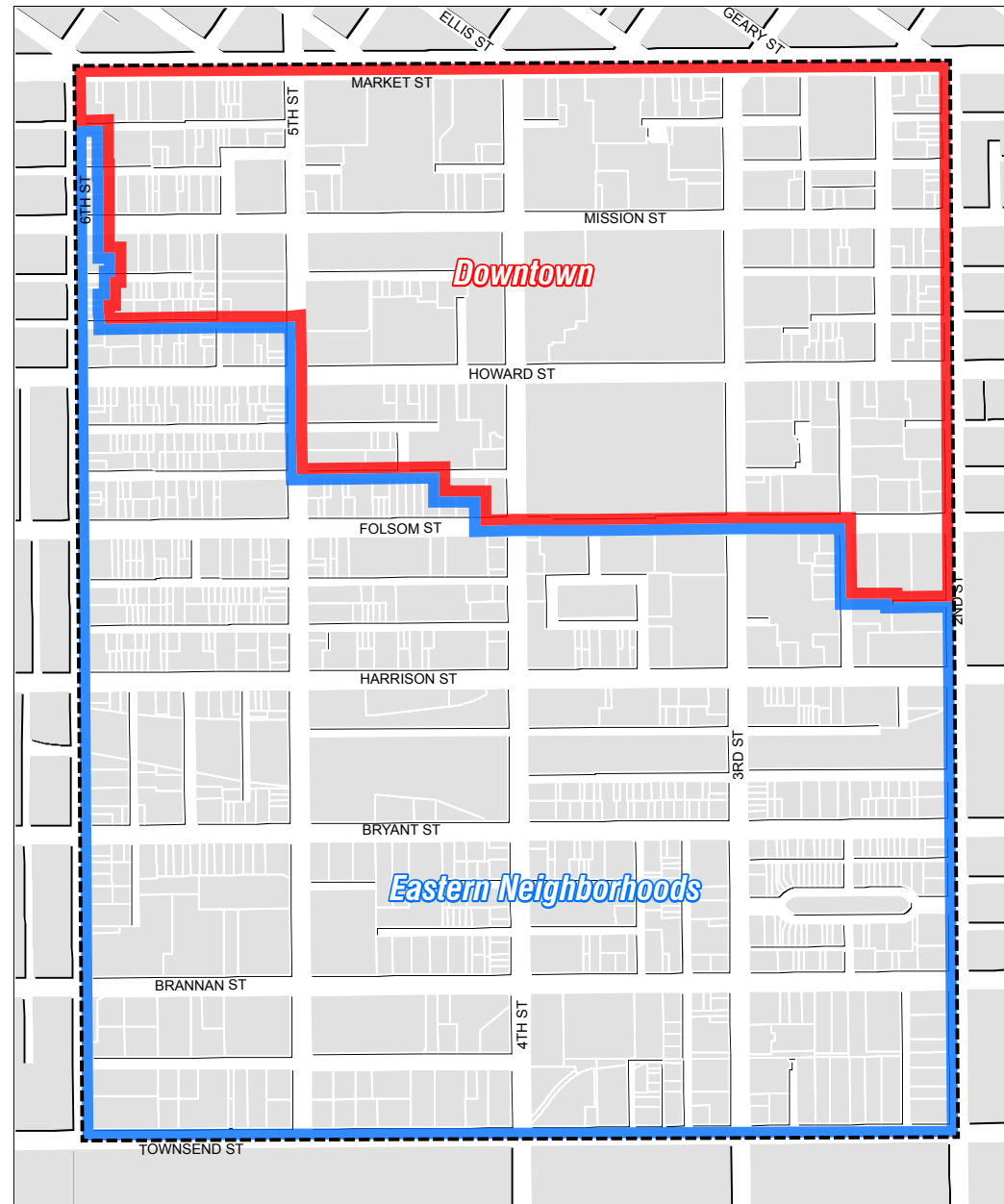


# PLAN IMPETUS

- Demand for new space for housing and jobs
- Central SoMa has transportation and developable land



# PLAN AREA BOUNDARIES



Central SoMa

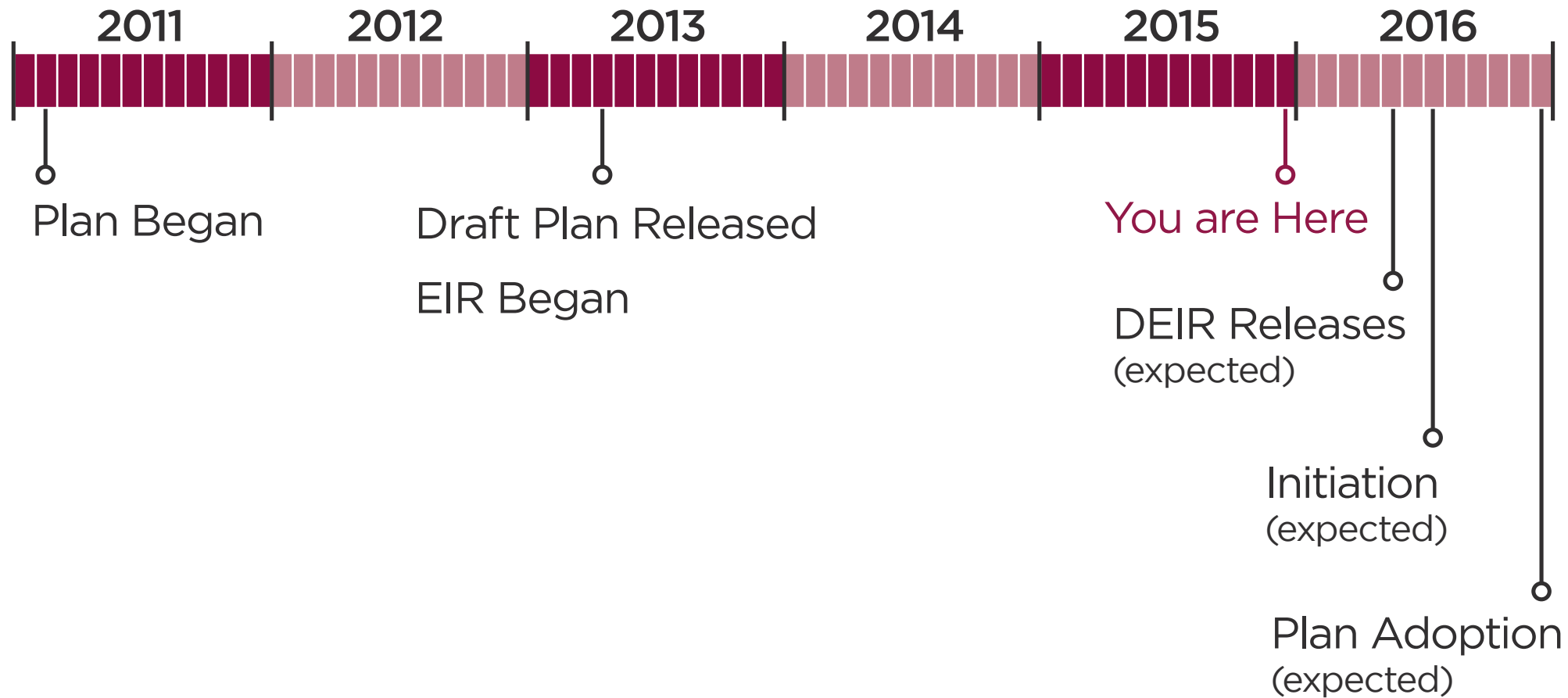
Eastern Neighborhoods and Downtown

1,000 Feet





# PLAN TIMELINE





# PLAN OBJECTIVES



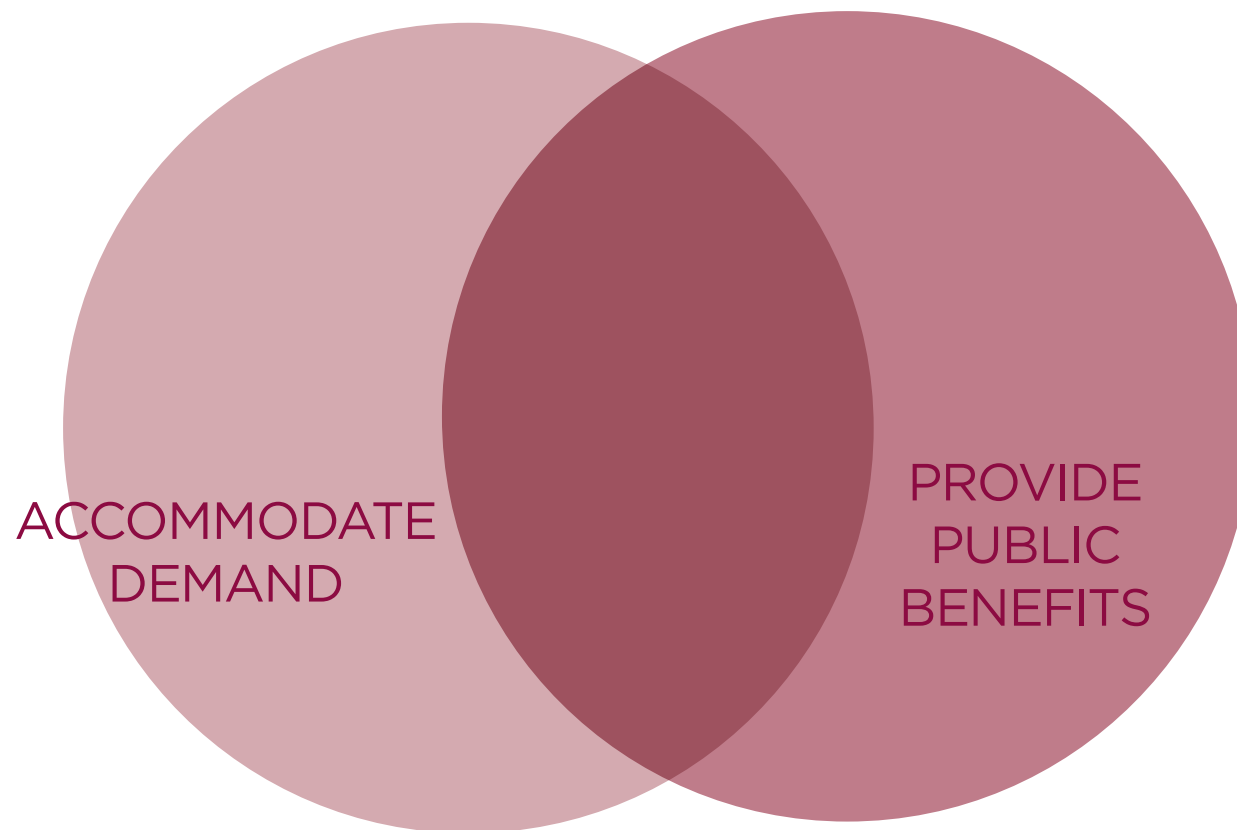
# PLAN OBJECTIVES



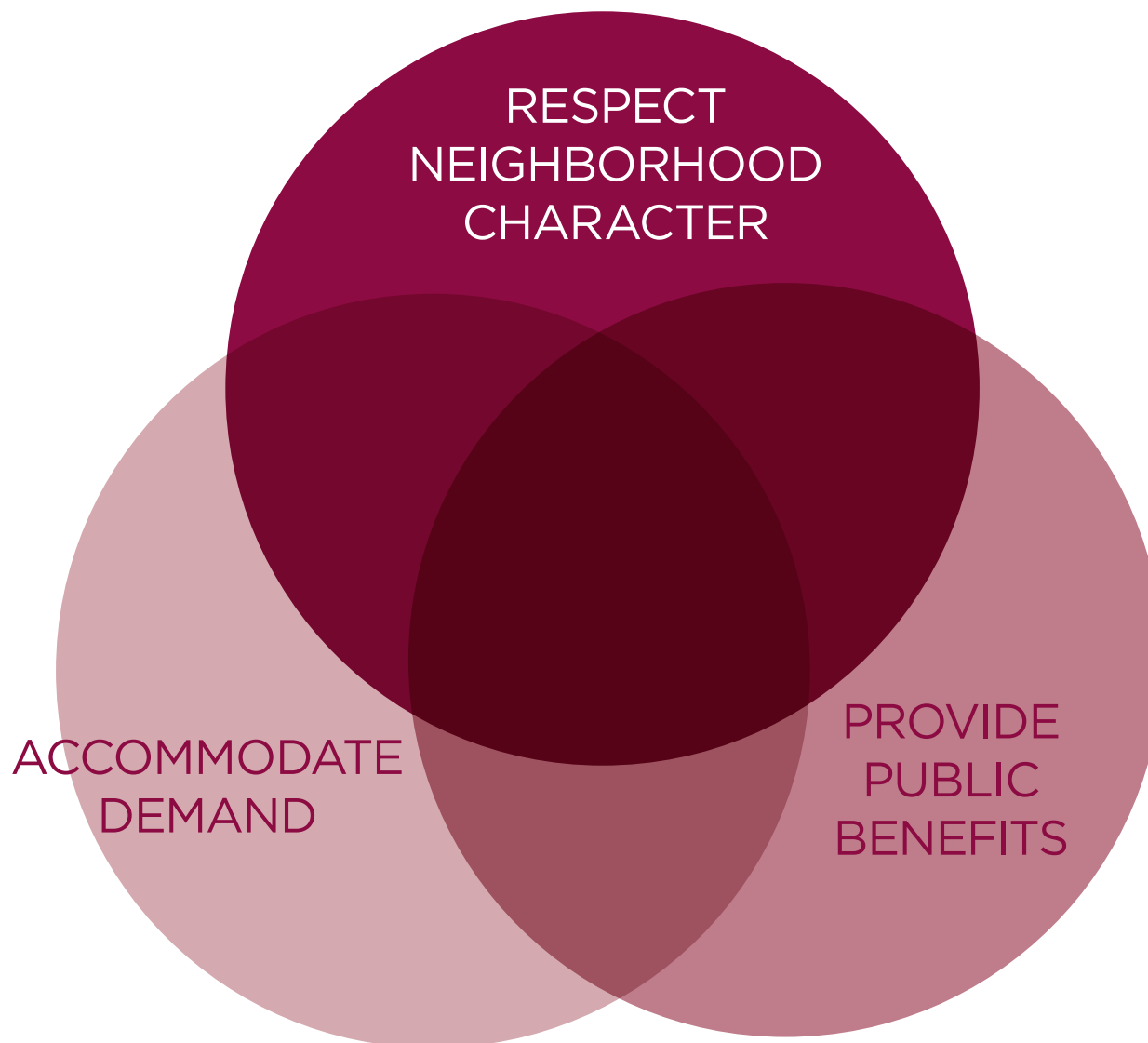
ACCOMMODATE  
DEMAND



# PLAN OBJECTIVES

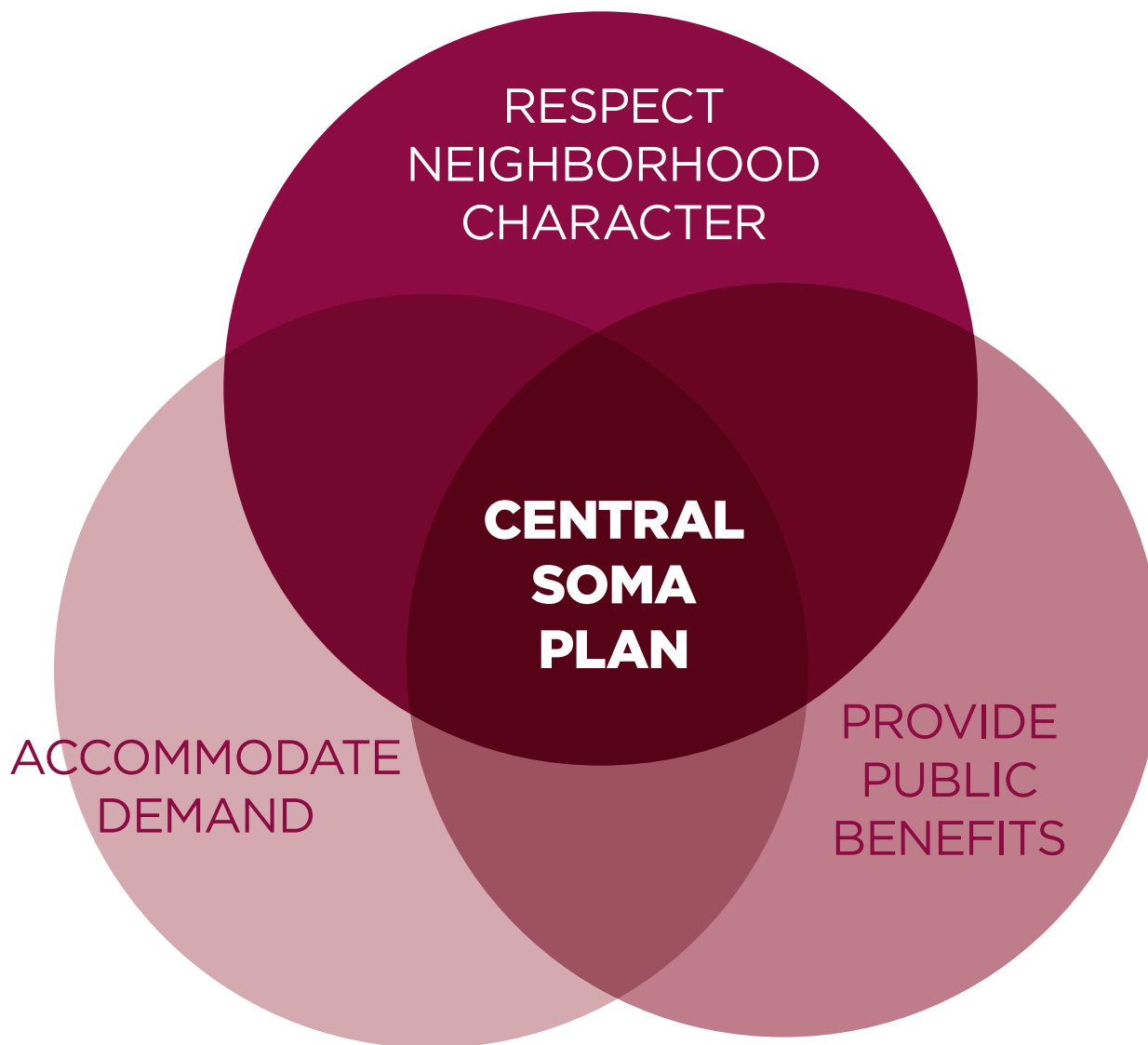


# PLAN OBJECTIVES





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# IMPLEMENTATION STRATEGY

## PROJECT PROFITABILITY

Requirements = Too High

- No Development
- No Public Benefits

**Requirements = Just Right**

- **Development**
- **Maximum Public Benefits**

Requirements = Too Low

- Development
- Reduced Public Benefits





# MENU OF PUBLIC BENEFITS



# WHAT'S IN THE PANTRY?



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



## HOW ARE WE PAYING FOR DINNER?

- **Development Requirements**
- **Development Impact Fees**
- **Mello-Roos Community Facilities District**

# BASIC INGREDIENTS

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- **Schools and Childcare:** Funding to meet needs of existing and new residents



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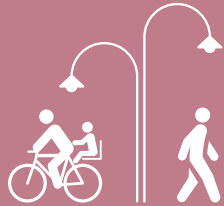
TRANSIT

- **Transit:** \$280 million investment in maintenance of existing fleet and implementation of the Muni Forward program

## ADDITIONAL INGREDIENTS



**AFFORDABLE  
HOUSING**



**COMPLETE  
STREETS**



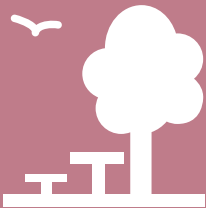
**ENVIRONMENTAL  
SUSTAINABILITY**



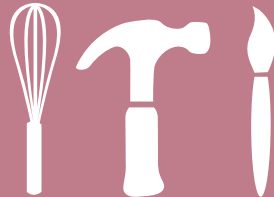
**HISTORIC  
PRESERVATION**



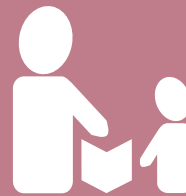
**NON-PROFIT OFFICE  
AND COMMUNITY  
SERVICES**



**OPEN SPACE**



**PRODUCTION/  
DISTRIBUTION/  
REPAIR (PDR)**



**SCHOOLS AND  
CHILDCARE**



**TRANSIT**

**ENTRÉES**

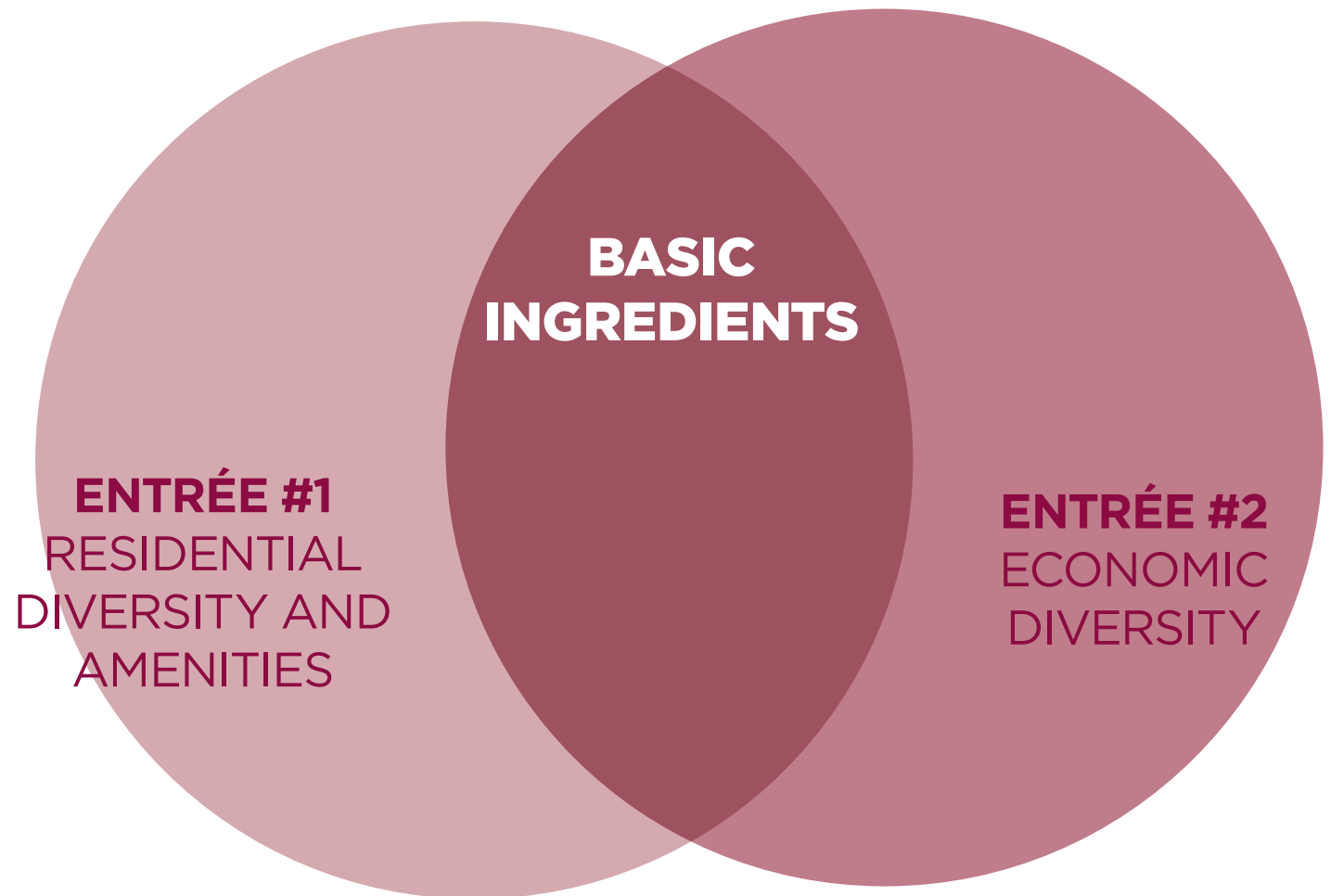
**BASIC  
INGREDIENTS**



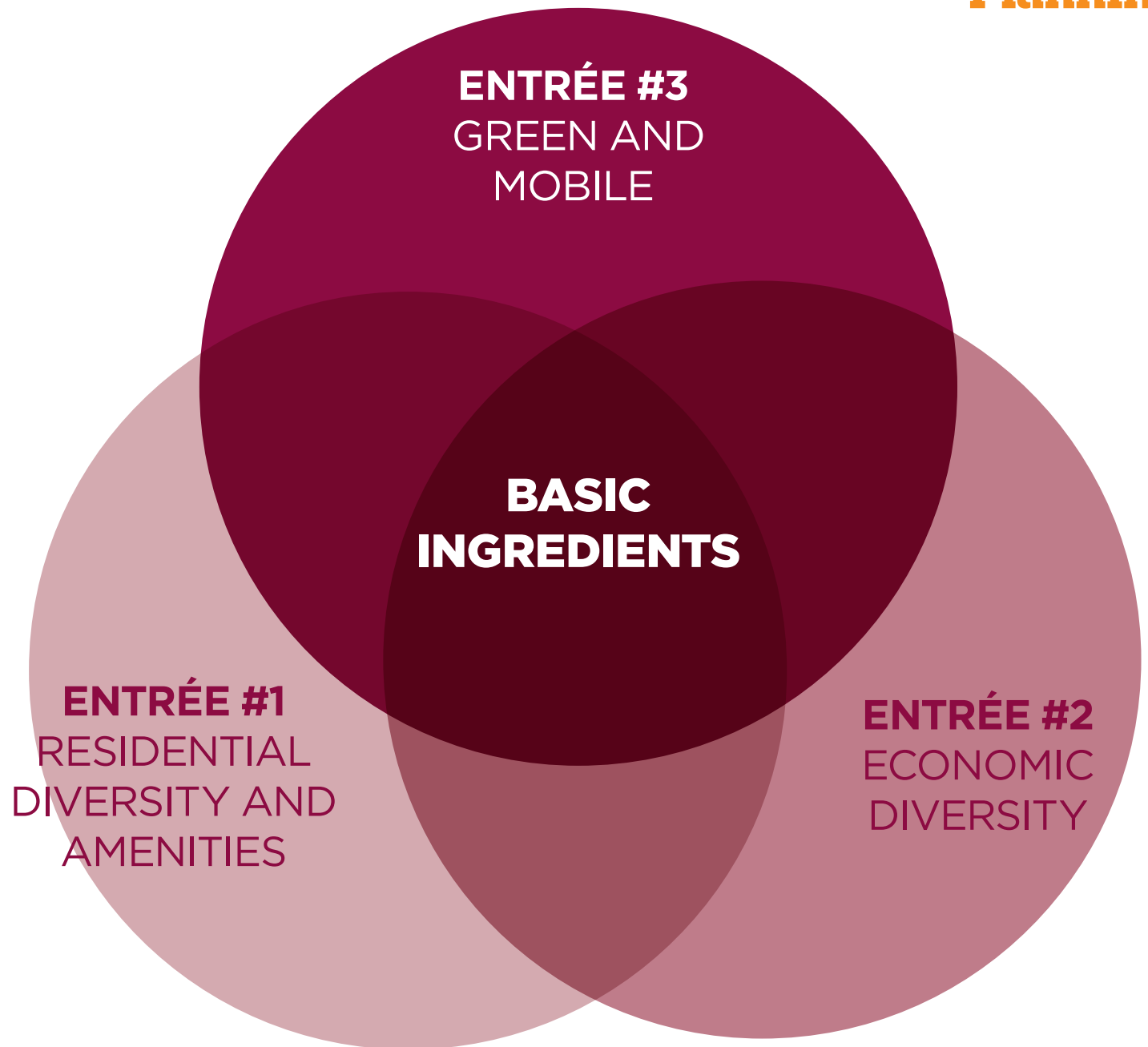
## BASIC INGREDIENTS

**ENTRÉE #1**  
RESIDENTIAL  
DIVERSITY AND  
AMENITIES

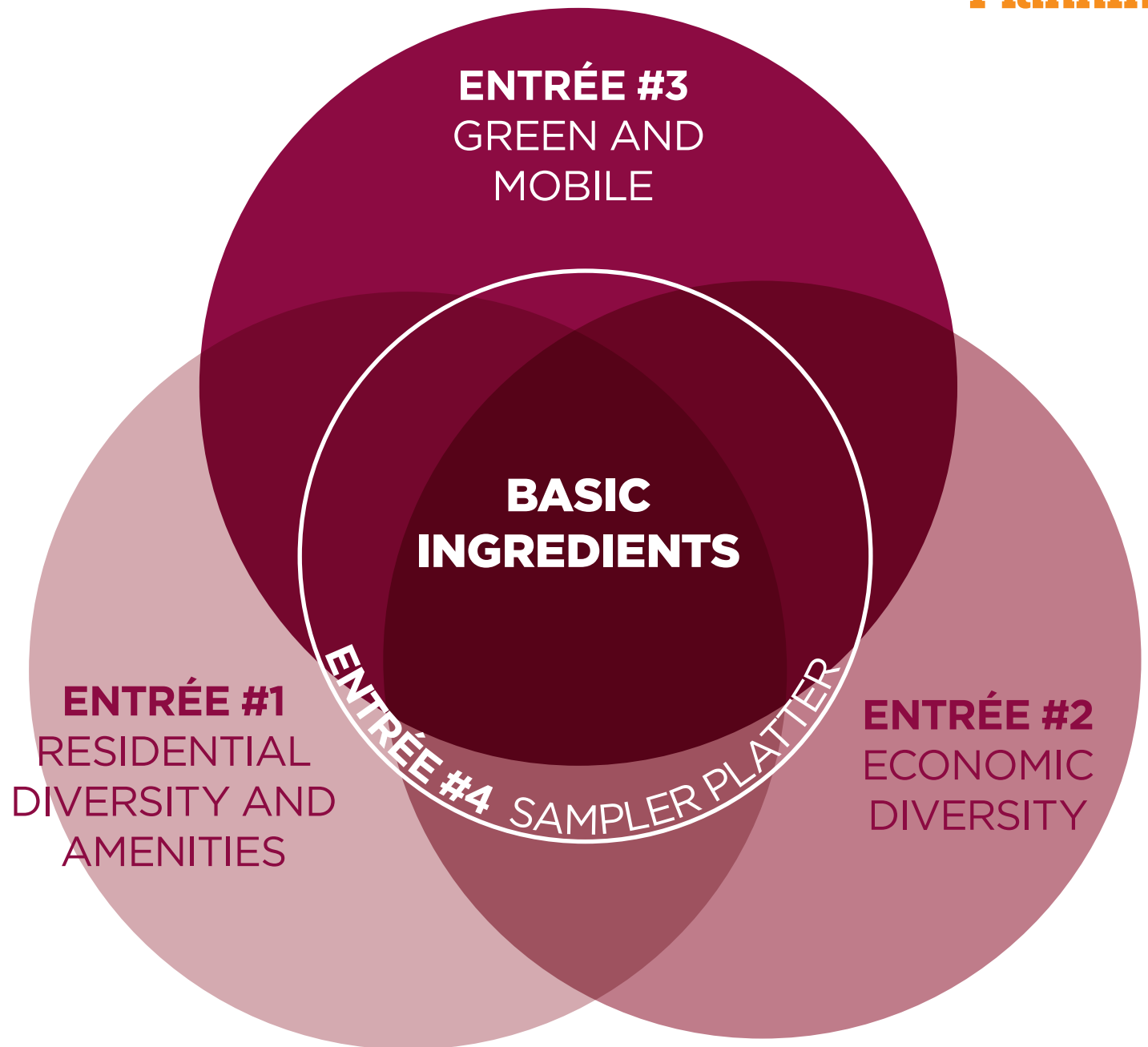




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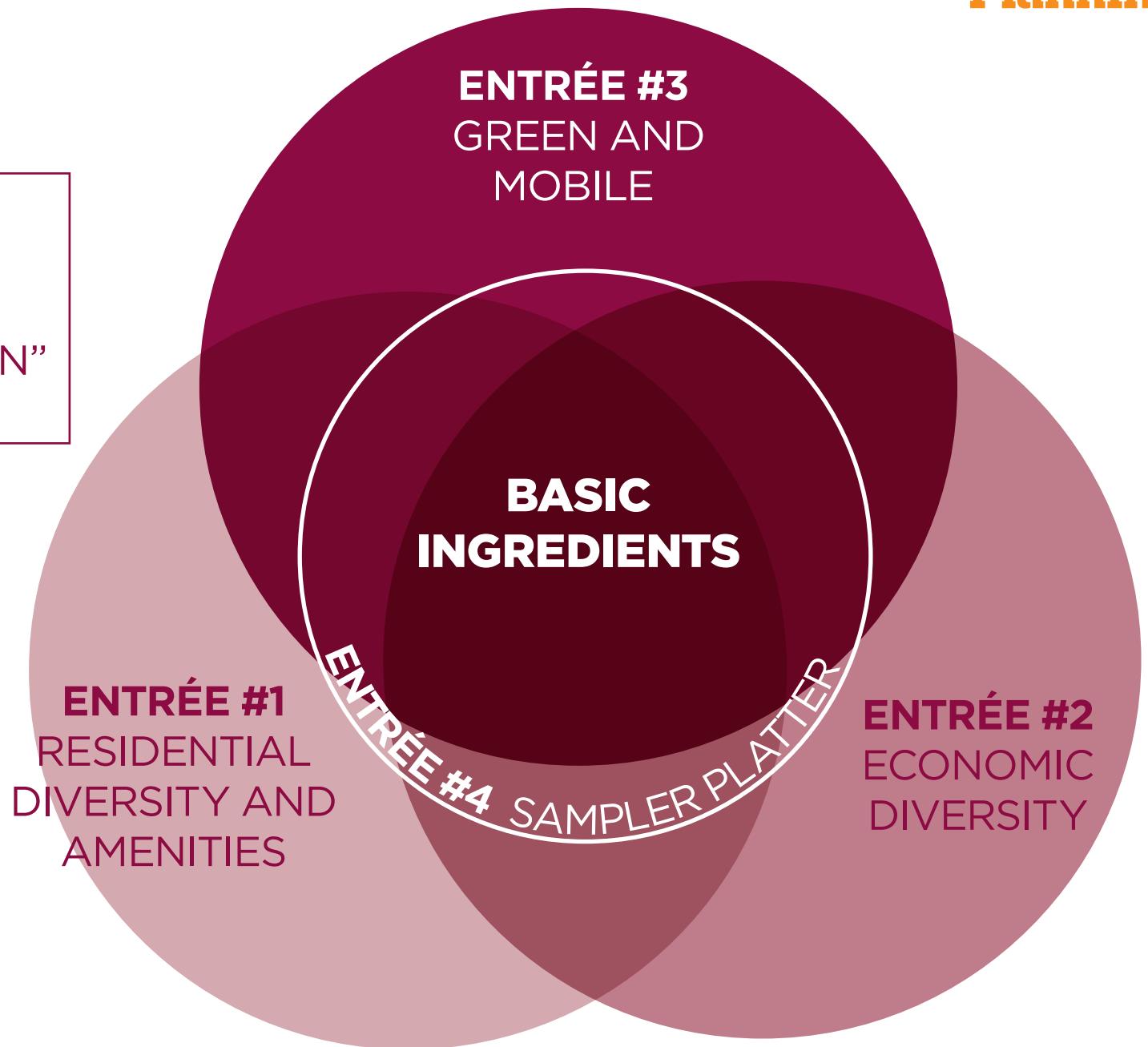


## ENTRÉES

### CUSTOM:



**ENTRÉE #5**  
“BUILD YOUR OWN”  
MEAL





# ENJOY YOUR MEAL

PLEASE REMEMBER TO SUBMIT YOUR ORDER TO THE KITCHEN

QUESTIONS AND COMMENTS?

**STEVE WERTHEIM**

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