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

Central SoMa
Eastern Neighborhoods and Downtown
PLAN OBJECTIVES

RESPECT NEIGHBORHOOD CHARACTER

CENTRAL SOMA PLAN

ACCOMMODATE DEMAND

PROVIDE PUBLIC BENEFITS
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?

- No Plan = $350 million in Public Benefits
- Central SoMa Plan = $2.0 Billion in Public Benefits

571% increase due to the Plan

*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

- **Affordable Housing:** 33% of total units

- **Complete Streets:** Redesign of half of all major streets to be safe and comfortable for people walking and biking

- **Open Space:** A new playground; a new Recreation Center; four acres of privately-owned public open space (POPOS)

- **Production, Distribution, and Repair (including Arts):** Public art and/or artist funding from new development

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

- **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
CUSTOM:

ENTRÉE #5
“BUILD YOUR OWN” MEAL

ENTRÉE #1
RESIDENTIAL DIVERSITY AND AMENITIES

ENTRÉE #2
ECONOMIC DIVERSITY

ENTRÉE #3
GREEN AND MOBILE

ENTRÉE #4
SAMPLER PLATTER

BASIC INGREDIENTS
ENJOY YOUR MEAL

PLEASE REMEMBER TO SUBMIT YOUR ORDER TO THE KITCHEN

QUESTIONS AND COMMENTS?

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