



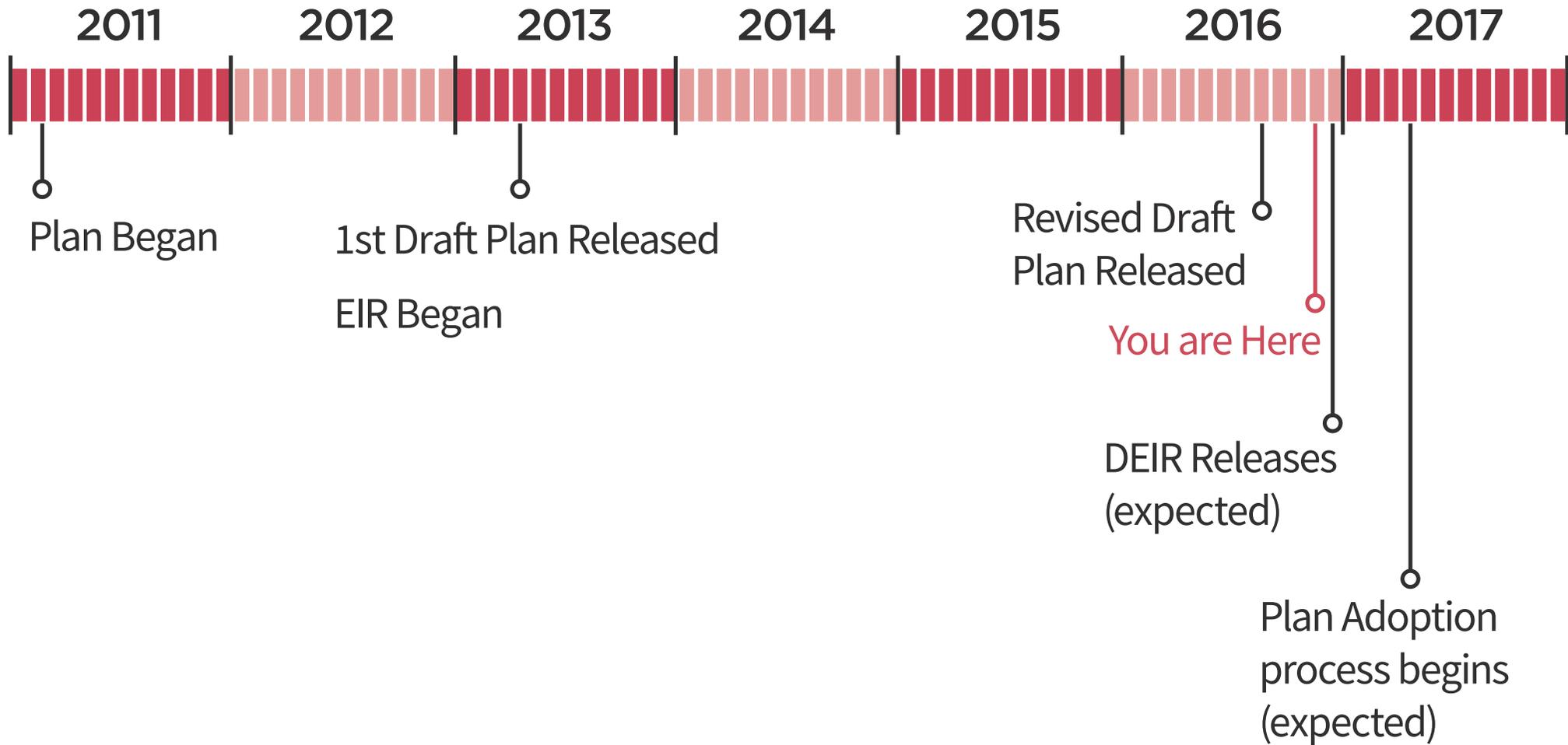
San Francisco
Planning

CENTRAL SOMA

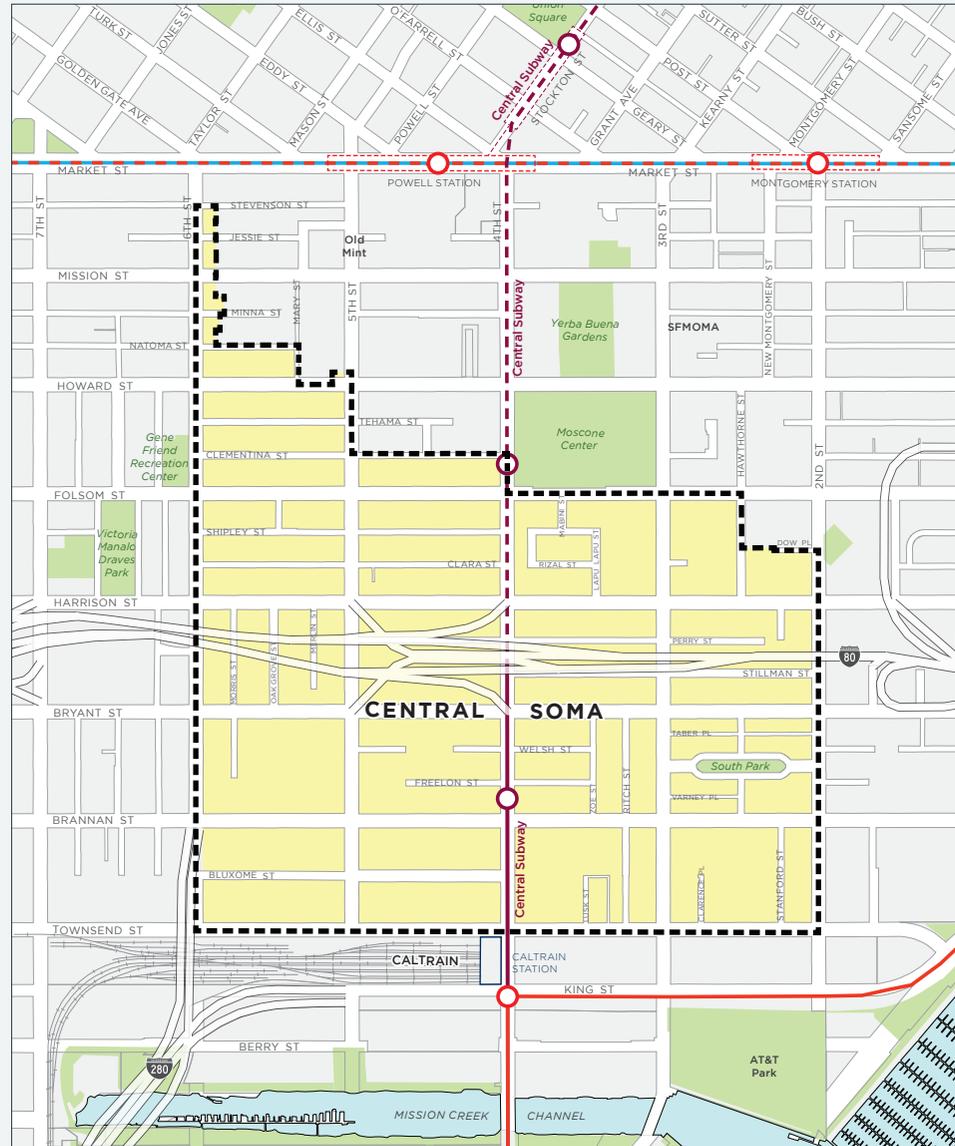
PLAN & IMPLEMENTATION STRATEGY

Community Open House - 1 November 2016

PLAN TIMELINE



PLAN AREA



- 
2,000 Feet
- 
Central Subway under construction, expected to open in 2019
- 
BART/Muni Metro Subway
- 
Muni Metro (Surface)

PLAN VISION



a sustainable neighborhood

PLAN PHILOSOPHY

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*

PLAN GOALS

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**

PLAN GOALS

- 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**

GOAL ONE

Increase the Capacity for Jobs and Housing

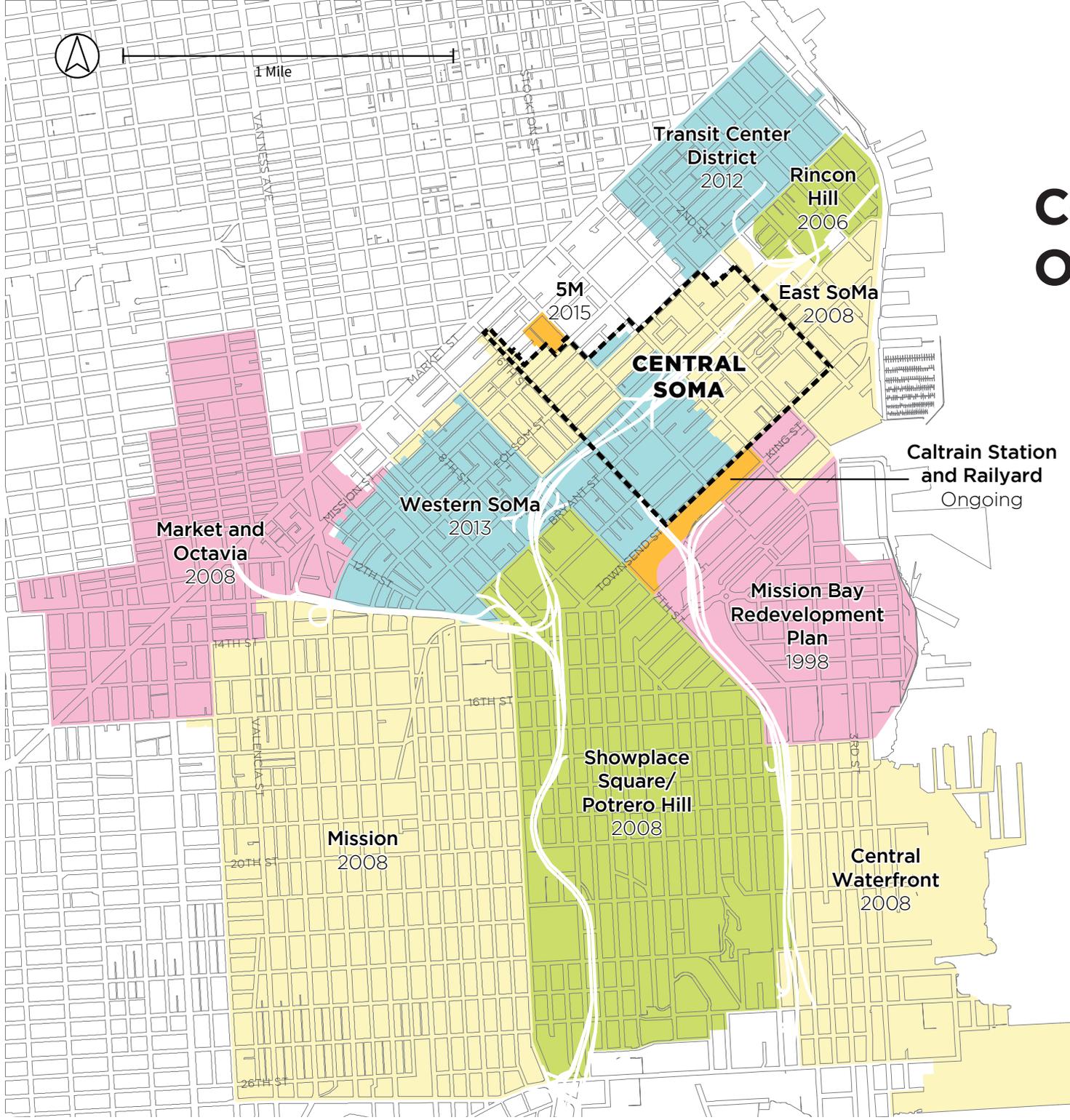




SOURCES OF DEMAND



Completed and Ongoing Plans



GOAL ONE

Increase the Capacity for Jobs and Housing



GOAL ONE

Increase the Capacity for Jobs and Housing

OBJECTIVE 1.1

Increase the area where space for jobs and housing can be built



GOAL ONE

Increase the Capacity for Jobs and Housing

OBJECTIVE 1.1

Increase the area where space for jobs and housing can be built

OBJECTIVE 1.2

Increase how much space for jobs and housing can be built



CHANGE IN ZONING

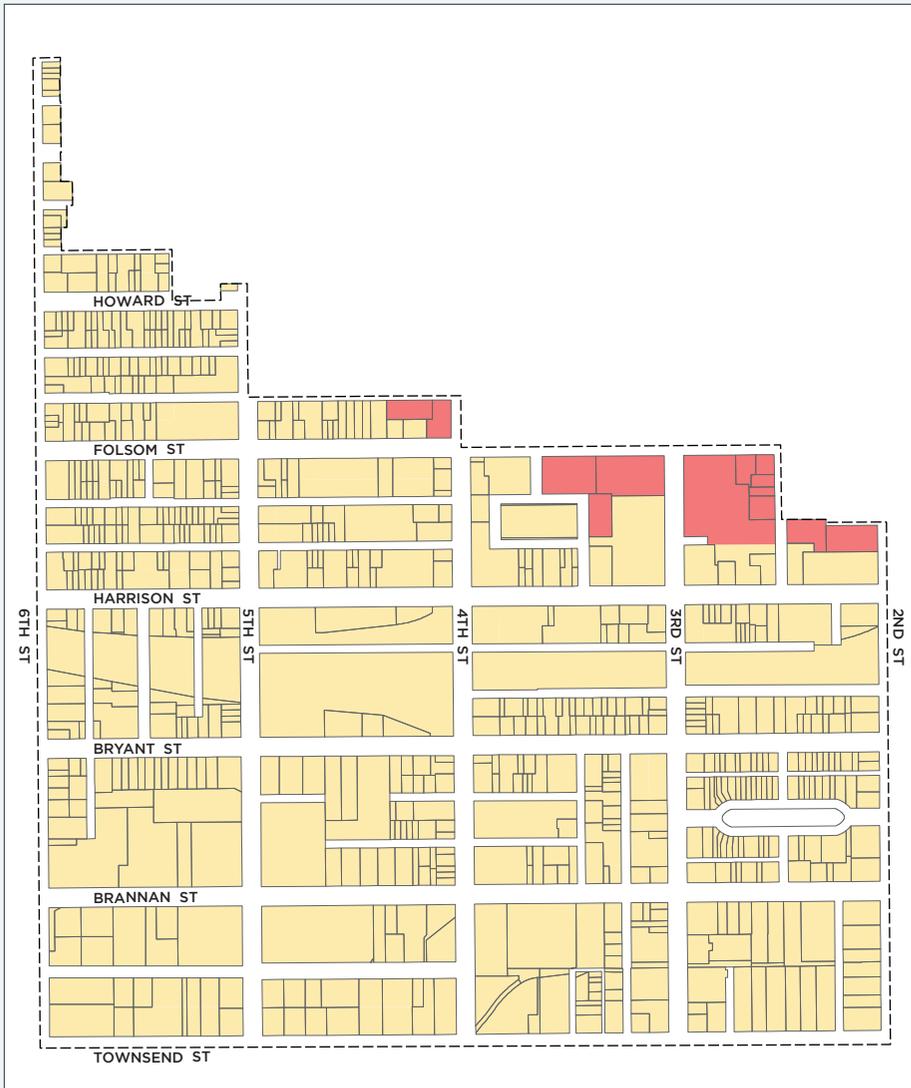


Existing Zoning (Generalized)

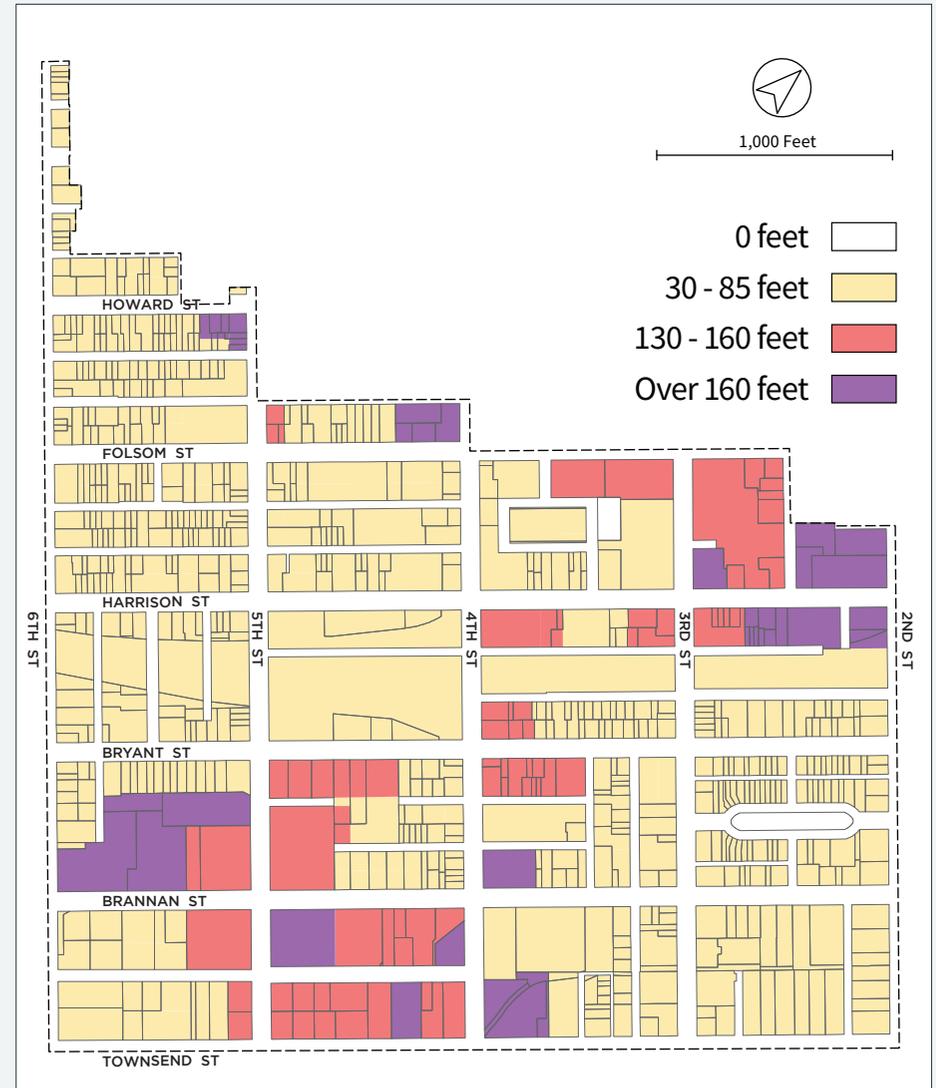


Proposed Zoning (Generalized)

CHANGE IN HEIGHT LIMITS

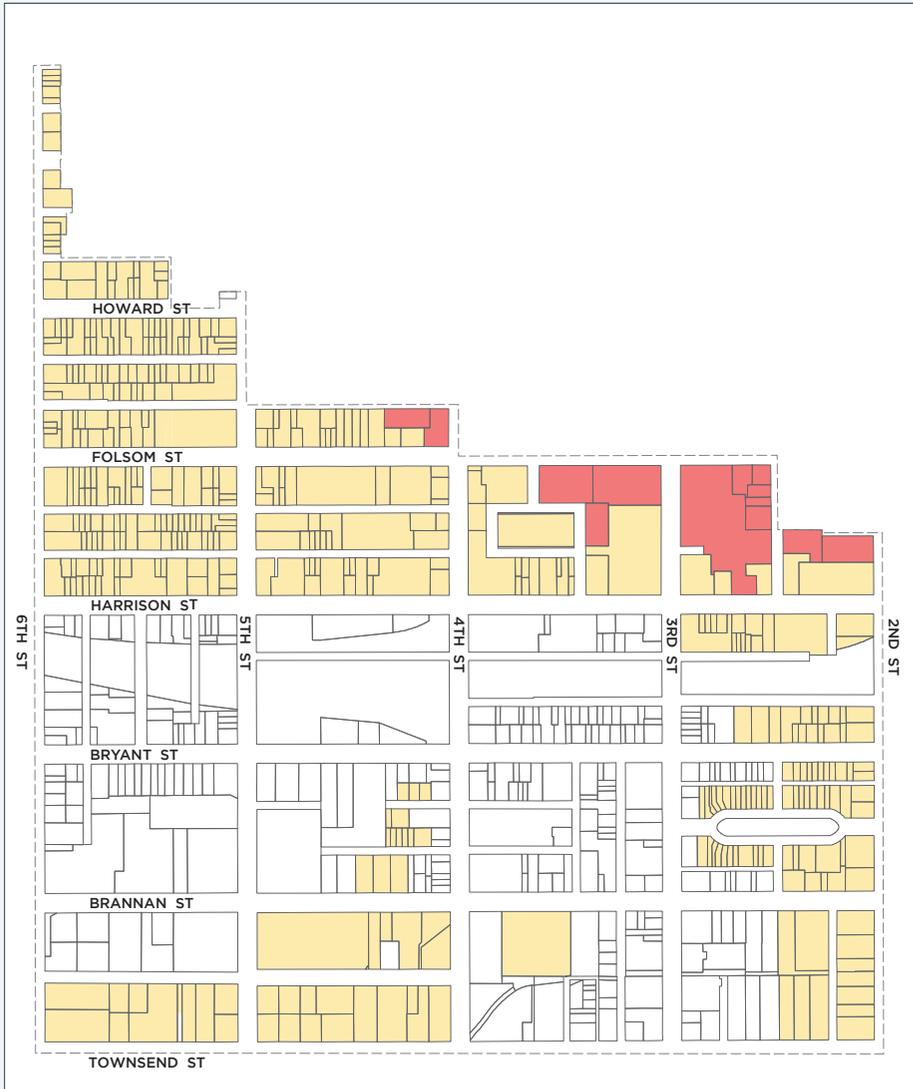


Existing Height Limits (Generalized)

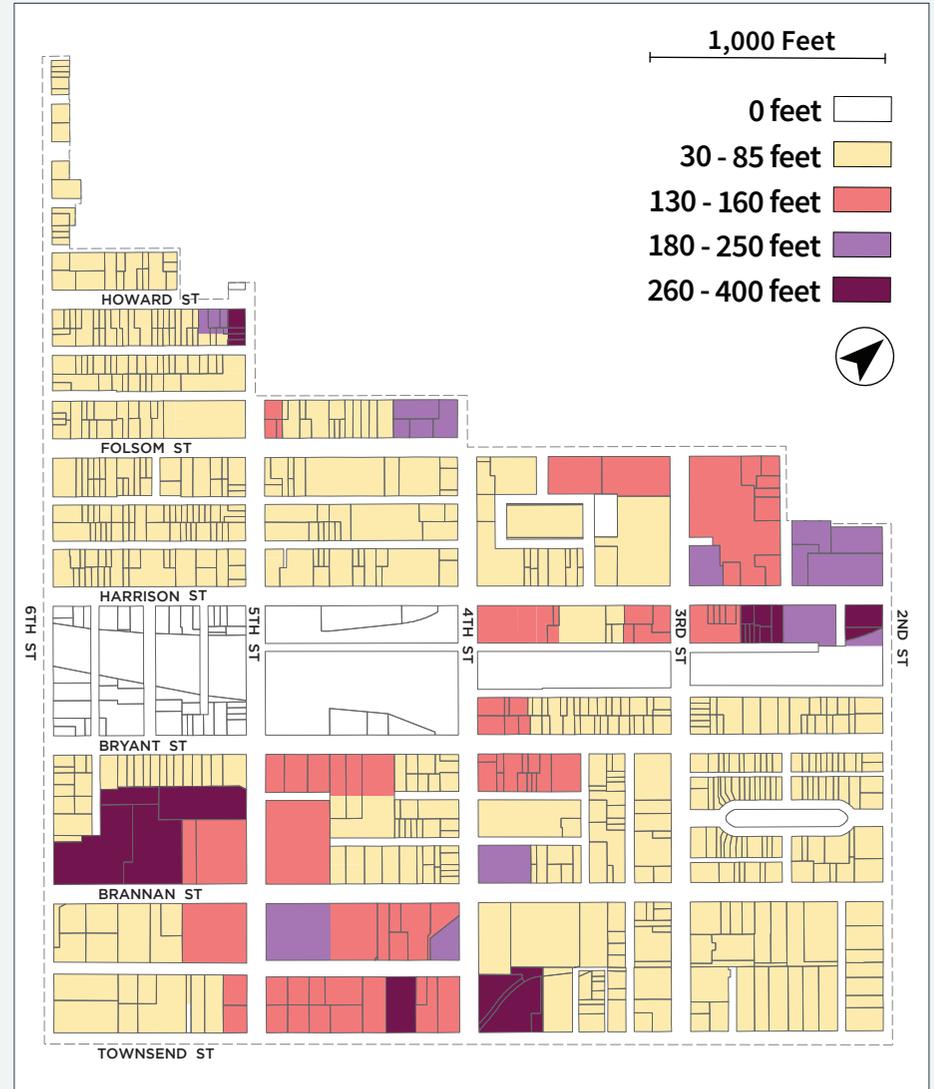


Proposed Height Limits (Generalized)

OVERALL CHANGE IN DEVELOPMENT CAPACITY



Existing Development Capacity



Proposed Development Capacity

POTENTIAL DEVELOPMENT

New potential for up to
40,000 new jobs
7,500 new housing units



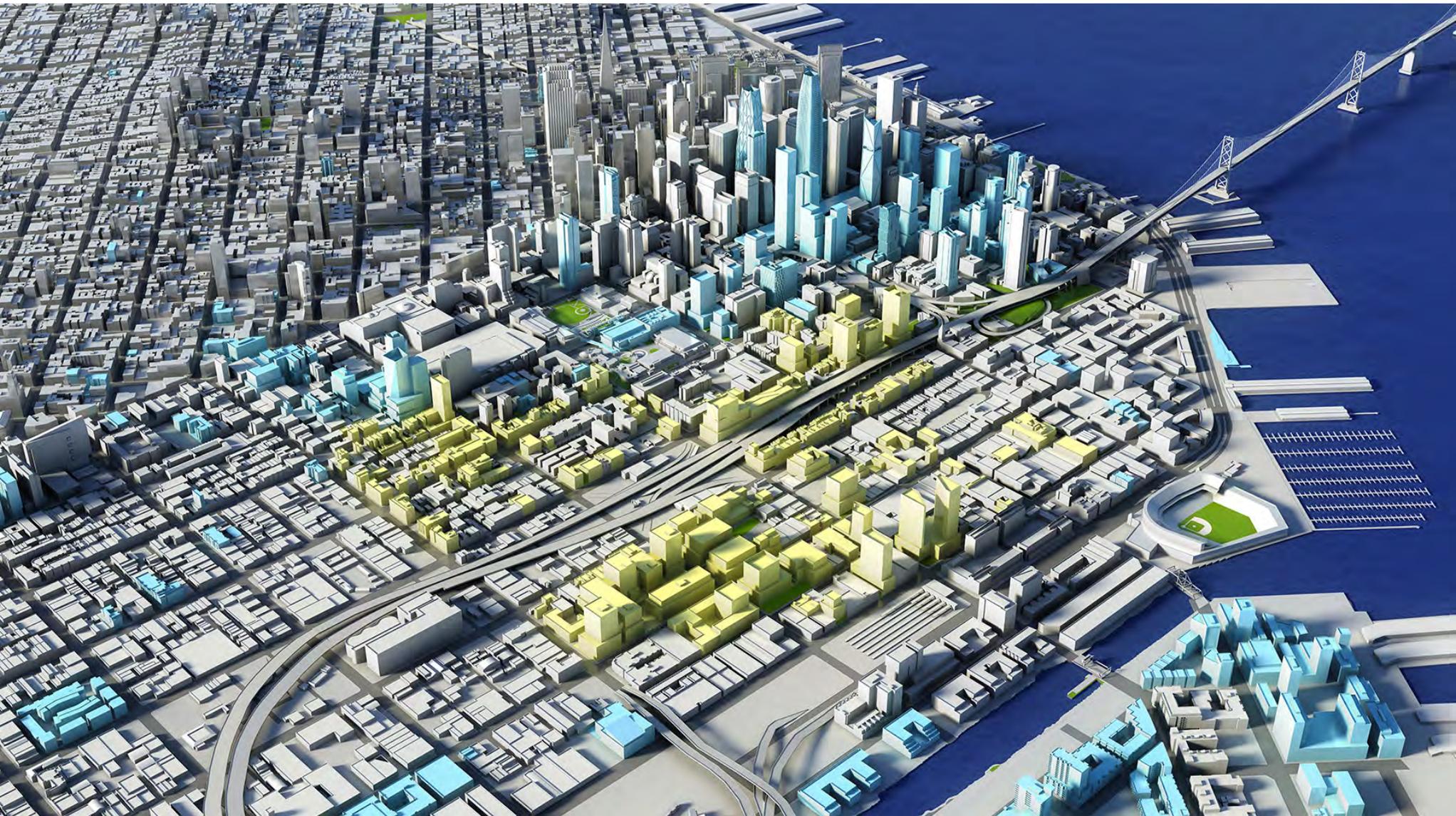
**VISUALIZING GROWTH -
EXISTING DEVELOPMENT**



3-D Model of Existing Buildings (2016)

VISUALIZING GROWTH - POTENTIAL DEVELOPMENT

- Central SoMa Development Potential
- Anticipated Projects Outside of Central SoMa



GOAL TWO

Maintain the Diversity of Residents



GOAL TWO

Maintain the Diversity of Residents

OBJECTIVE 2.1

Maintain the existing stock of housing



GOAL TWO

Maintain the Diversity of Residents

OBJECTIVE 2.1

Maintain the existing stock of housing

OBJECTIVE 2.2

Maintain the affordability of the existing housing stock



GOAL TWO

Maintain the Diversity of Residents

OBJECTIVE 2.1

Maintain the existing stock of housing

OBJECTIVE 2.2

Maintain the affordability of the existing housing stock

OBJECTIVE 2.3

Ensure that at least 33 percent of new housing is affordable to very low, low, and moderate-income households



GOAL TWO

Maintain the Diversity of Residents (cont'd)

OBJECTIVE 2.4

**Support housing for other
households that cannot afford
market rate housing**

2



GOAL TWO

Maintain the Diversity of Residents (cont'd)

OBJECTIVE 2.4

Support housing for other households that cannot afford market rate housing

OBJECTIVE 2.5

Support housing for a diversity of household sizes and tenures



GOAL TWO

Maintain the Diversity of Residents (cont'd)

OBJECTIVE 2.4

Support housing for other households that cannot afford market rate housing

OBJECTIVE 2.5

Support housing for a diversity of household sizes and tenures

OBJECTIVE 2.6

Support services – schools, child care, and community services – necessary to serve local residents



MAINTAIN EXISTING

OBJECTIVE 2.1

Maintain the existing stock of housing



OBJECTIVE 2.2

Maintain the affordability of the existing housing stock



CREATE NEW

OBJECTIVE 2.3

Ensure that at least 33 percent of new housing is affordable to very low, low, and moderate-income households



Plaza Apartments, 988 Howard Street. Photo by SF Planning.



Example of new affordable housing in San Francisco. Photo by Google Street View.

AFFORDABLE HOUSING REQUIREMENTS FOR NEW DEVELOPMENT

Non-Residential Projects:

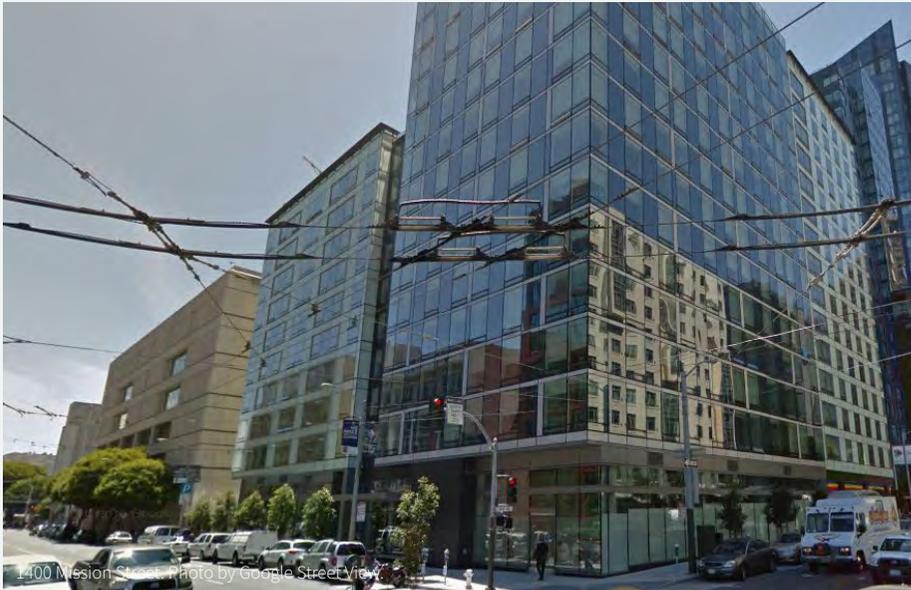
- **Jobs-Housing Linkage Fee: \$18-\$25/square foot**
- **Central SoMa Fee: \$2-\$34/square foot**

Residential Projects:

- **On-Site: 16%-20%**
- **Off-Site/In-Lieu: 28%-33%**

HOUSING RESULTS

- 33% affordable housing
- \$900 Million towards affordable housing
- Up to 2,500 affordable units in SoMa



1400 Mission Street. Photo by Google Street View.



An example of existing affordable senior housing in the Plan Area. Photo by Google Street View.

OTHER RESIDENTIAL DIVERSITY STRATEGIES

OBJECTIVE 2.4

Support housing for other households that cannot afford market rate housing

OBJECTIVE 2.5

Support housing for a diversity of household sizes and tenures



Photo by Sergio Ruiz.



Photo by David Leong, SF Planning.

RESIDENTIAL SUPPORT SERVICES

OBJECTIVE 2.6

Support services – schools, child care, and community services – necessary to serve



Bessie Carmichael School is the only public school in the Plan Area.
Photo by [Google Street View](#).



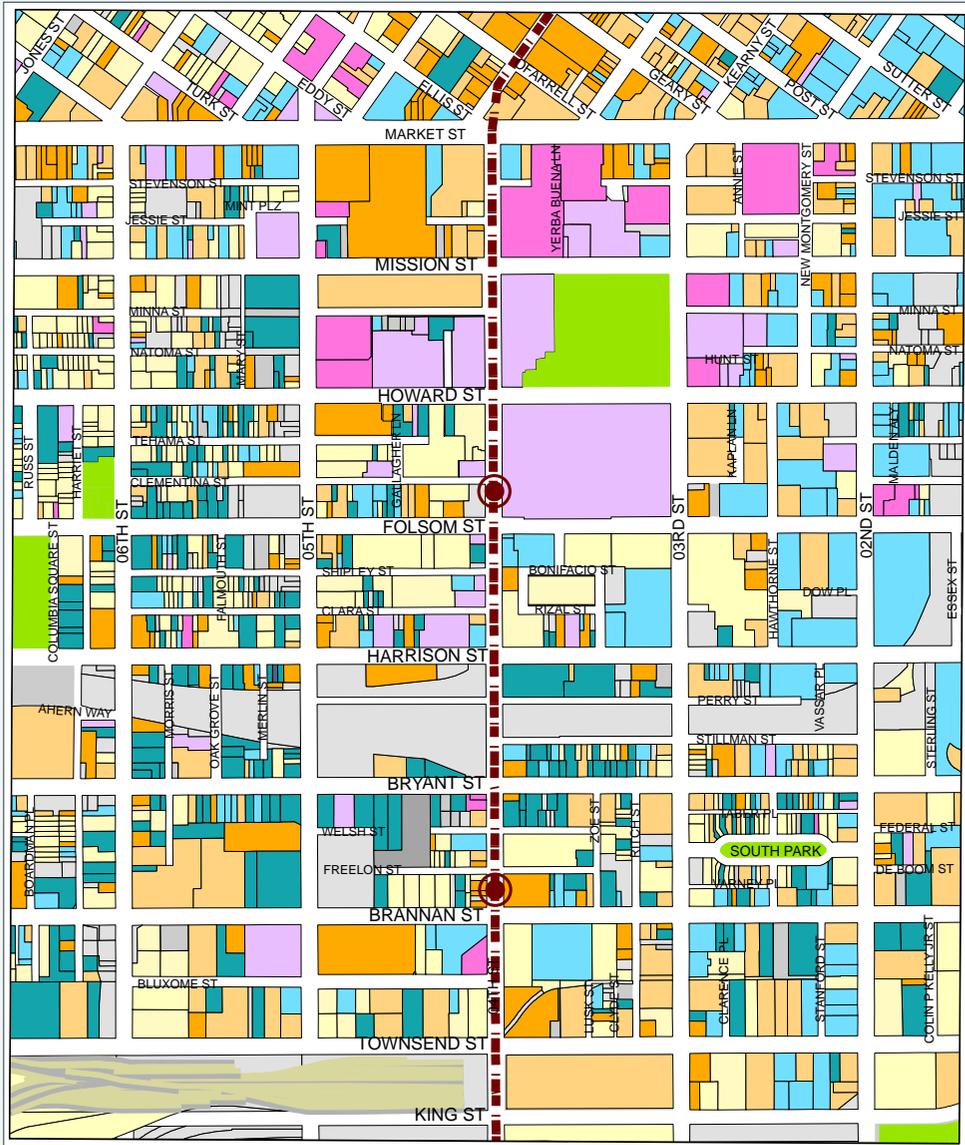
Photo by St. Vincent de Paul Society, San Francisco.

GOAL THREE

Facilitate an Economically Diversified and Lively Jobs Center



ECONOMIC DIVERSITY IN SOMA



Existing Land Use

- | | | | |
|---|------------------------------------|---|--------------------------------|
|  | Retail/Entertainment |  | Residential |
|  | Mixed Use/Not Residential |  | Residential Mixed Use |
|  | Right-of-Way |  | Vacant |
|  | Cultural/Institutional/Educational |  | MED |
|  | Visitor |  | Office |
|  | Open Space |  | Production/Distribution/Repair |



GOAL THREE

Facilitate an Economically Diversified and Lively Jobs Center



GOAL THREE

Facilitate an Economically Diversified and Lively Jobs Center

OBJECTIVE 3.1

Favor non-residential development over other kinds of growth



GOAL THREE

**Facilitate an Economically
Diversified and Lively
Jobs Center**

OBJECTIVE 3.1

**Favor non-residential development
over other kinds of growth**

OBJECTIVE 3.2

Support the growth of office space



GOAL THREE

Facilitate an Economically Diversified and Lively Jobs Center

OBJECTIVE 3.1

Favor non-residential development over other kinds of growth

OBJECTIVE 3.2

Support the growth of office space

OBJECTIVE 3.3

Ensure the removal of protective zoning does not result in a loss of PDR in the Plan Area



GOAL THREE

Facilitate an Economically Diversified and Lively Jobs Center

OBJECTIVE 3.4

Facilitate a vibrant retail environment that serves the needs of the community



GOAL THREE

Facilitate an Economically Diversified and Lively Jobs Center

OBJECTIVE 3.4

Facilitate a vibrant retail environment that serves the needs of the community

OBJECTIVE 3.5

Support development of hotels



GOAL THREE

Facilitate an Economically Diversified and Lively Jobs Center

OBJECTIVE 3.4

Facilitate a vibrant retail environment that serves the needs of the community

OBJECTIVE 3.5

Support development of hotels

OBJECTIVE 3.6

Recognize the importance of nightlife uses in creating a complete neighborhood



OBJECTIVE 3.1

Favor non-residential development over other kinds of growth

OBJECTIVE 3.2

Support the growth of office space



Photo by Austin McKinley (https://commons.wikimedia.org/wiki/File:Facebook_Campus_Menlo_Park_CA.jpg)



Photo by <https://fortunedotcom.files.wordpress.com/2015/03/o-applecampus-facebook.jpg?w=840&h=485&crop=1>

PDR REQUIREMENTS FOR NON-RESIDENTIAL DEVELOPMENT



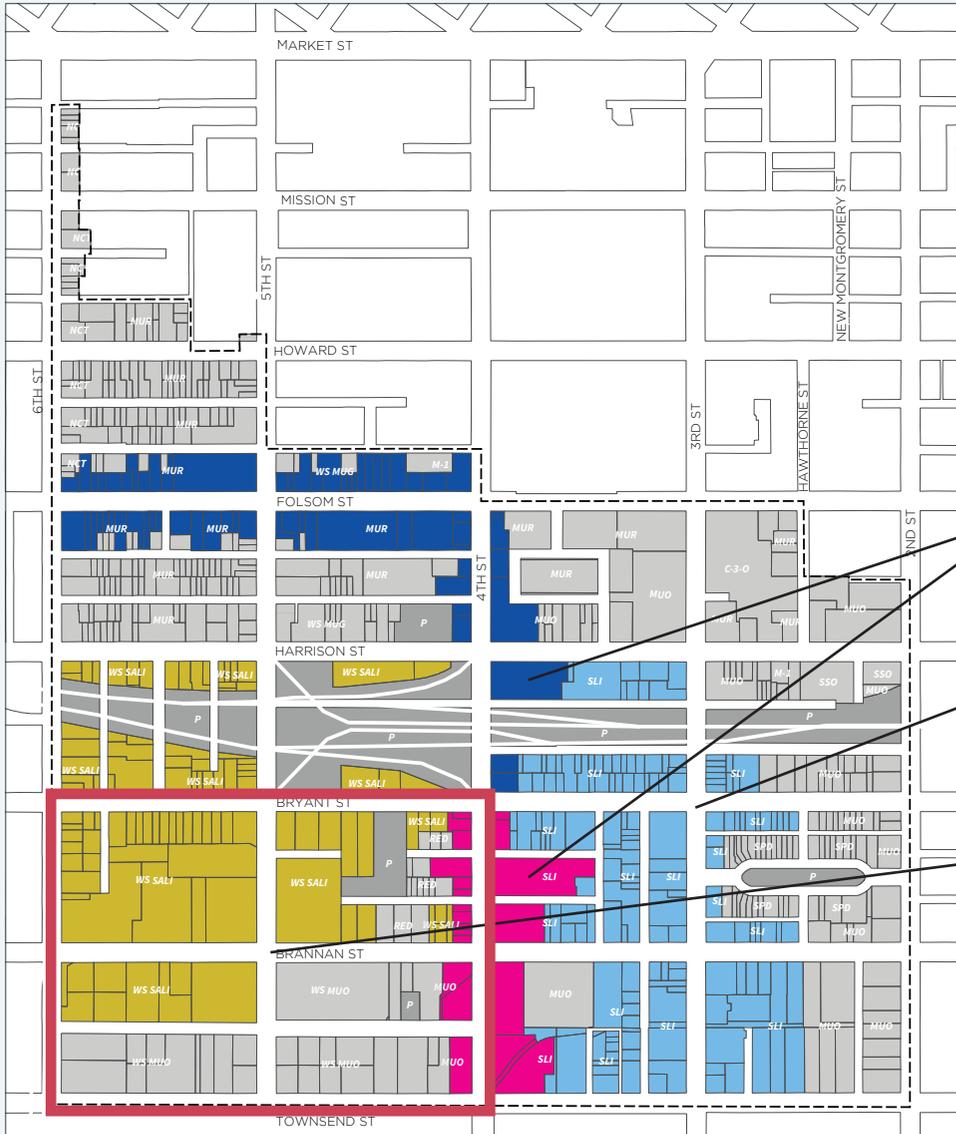
Maintain industrial zoning

100% replacement or 0.5 FAR
(whichever is greater)

50% replacement or 0.5 FAR
(whichever is greater)

0.5 FAR

OTHER ECONOMIC DIVERSITY STRATEGIES



Retail Required

Large Hotels Allowed

Entertainment Venues Allowed

NEXT STEPS

COMMUNITY MEETINGS

November 15th

Transportation, Parks and Recreation,
Ground Floors

December 6th

Environmental Sustainability, Cultural
Preservation, Architecture and Design

DRAFT ENVIRONMENTAL IMPACT REPORT (EIR)

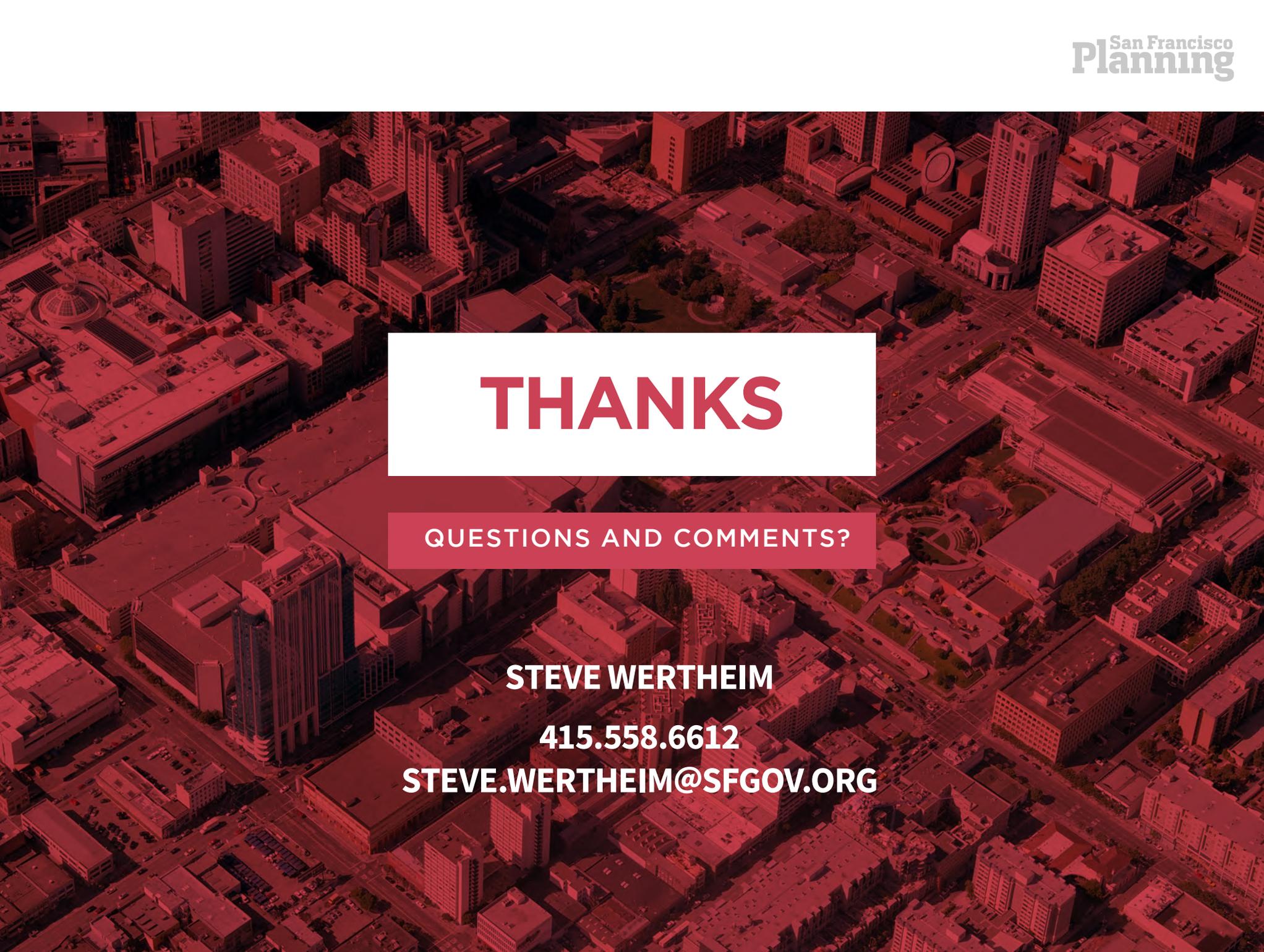
Release December 2016

60 day comment period

PLAN ADOPTION

Begin Spring of 2017





THANKS

QUESTIONS AND COMMENTS?

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