CENTRAL SOMA
PLAN & IMPLEMENTATION STRATEGY
Community Open House - 1 November 2016
PLAN TIMELINE

2011
- Plan Began

2012
- 1st Draft Plan Released
- EIR Began

2013

2014

2015
- Revised Draft Plan Released

2016
- DEIR Releases (expected)

2017
- Plan Adoption process begins (expected)

You are Here
Central Soma

Social

Economic

Environmental

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
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
GOAL ONE

Increase the Capacity for Jobs and Housing
SOURCES OF DEMAND

- ECONOMIC
- ENVIRONMENTAL
- SOCIAL
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)

Growth Oriented Areas
Industrial Protection Areas
Public Land

1,000 Feet
**CHANGE IN HEIGHT LIMITS**

**Existing Height Limits (Generalized)**

**Proposed Height Limits (Generalized)**
OVERALL CHANGE IN DEVELOPMENT CAPACITY

Existing Development Capacity

Proposed Development Capacity
New potential for up to
40,000 new jobs
7,500 new housing units
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, low, and moderate-income households
Support housing for other households that cannot afford market rate housing
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
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
OBJECTIVE 2.3

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

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%
- 33% affordable housing
- $900 Million towards affordable housing
- Up to 2,500 affordable units in SoMa
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.
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
- Mixed Use/Not Residential
- Right-of-Way
- Residential
- Residential Mixed Use
- Vacant
- Cultural/Institutional/Educational
- Visitor
- Visitor/Office
- Open Space
- Production/Distribution/Repair
GOAL THREE

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

OBJECTIVE 3.1
Favor non-residential development over other kinds of growth
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
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
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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