**PLAN TIMELINE**

- **2011**: Plan Began
- **2012**: 1st Draft Plan Released
- **2013**: EIR Began
- **2014**: Revised Draft Plan Released
- **2015**: DEIR Releases (expected)
- **2016**: You are Here
- **2017**: Plan Adoption process begins (expected)
2,000 Feet
Central Subway under construction, expected to open in 2019
BART/Muni Metro Subway
Muni Metro (Surface)
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
Respect and Enhance Neighborhood Character

Provide Public Benefits

Accommodate Demand

PLAN STRATEGY
**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 SIX

Create an Environmentally Sustainable and Resilient Neighborhood
EXISTING REGULATORY FRAMEWORK

- 45-70% energy efficient
- 15% rooftop solar
- 30% living rooftop
- 60% O- to low-emitting materials
- 25% volume/peak flow stormwater reduction
- 65% construction debris recycling
- 3% EV-ready off-street parking spaces
- 3-STREAM chutes & collection
- 100% non-potable water use for landscaping, toilet flushing, cooling (250,000SF+).
- Street trees every 20 FT.
OBJECTIVE 6.1
Establish an Eco-District in Central SoMa

OBJECTIVE 6.2
Minimize greenhouse gas emissions

OBJECTIVE 6.3
Minimize water waste
OBJECTIVE 6.4
Support biodiversity, access to nature, and a healthy ecosystem

OBJECTIVE 6.5
Improve air quality

OBJECTIVE 6.6
Ensure a flood-resilient neighborhood
OBJECTIVE 6.7
Maximize earthquake resilience

OBJECTIVE 6.8
Help achieve zero solid waste
OBJECTIVE 6.1
Establish an Eco-District in Central SoMa

- Eco-District Guidebook
- City-led implementing entity
- Responsible public investments & benefits
- Public support & outreach
- Monitoring & evolution
OBJECTIVE 6.2

Minimize greenhouse gas emissions

100% GHG-FREE ELECTRICITY:
Max efficiency + Max renewable energy generation + Green power purchase
OBJECTIVE 6.3
Minimize water waste

- Efficient potable water use
- Significant non-potable water use in buildings, sidewalks, parks, street cleaning
**OBJECTIVE 6.4**

Support biodiversity, access to nature, and a healthy ecosystem

- Green streets, sidewalks, plazas, parks, and walls
- 50% green roofs
- Locally appropriate, habitat-supportive species
OBJECTIVE 6.5

Improve air quality

- Max greening
- Electric vehicles
- Safe & smart building materials
- Freeway area improvements
RESILIENCE

OBJECTIVE 6.6
Ensure a flood-resilient neighborhood

OBJECTIVE 6.7
Maximize earthquake resilience

- Sea level rise & urban flooding strategy & design guidelines
- Green infrastructure
- Seismic safety
- 72-hour support
OBJECTIVE 6.8
Help achieve zero solid waste

- Maximum recycling & composting (buildings, sidewalks, parks)
- Construction / demolition debris
- Litter abatement
## PUBLIC BENEFITS / PRIORITIES SUMMARY

**Funding: $70M**

<table>
<thead>
<tr>
<th>AMOUNT</th>
<th>FOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$32M</td>
<td>Green infrastructure (streets, 22 blocks)</td>
</tr>
<tr>
<td>$20M</td>
<td>Freeway enhancement plan &amp; greening</td>
</tr>
<tr>
<td>$6M</td>
<td>Green roofs (50% of new roof space) = 22 acres</td>
</tr>
<tr>
<td>$4M</td>
<td>Non-potable water systems (irrigation &amp; street cleaning)</td>
</tr>
<tr>
<td>$2M</td>
<td>Technical studies (fossil free buildings, district utilities, SLR &amp; Flood Strategy &amp; Design Guidelines)</td>
</tr>
<tr>
<td>$1M</td>
<td>LED street lights (100%)</td>
</tr>
<tr>
<td>$1M</td>
<td>“Better Roofs” living roof demonstration project</td>
</tr>
<tr>
<td>$0.5M</td>
<td>Green infrastructure (parks)</td>
</tr>
<tr>
<td>$0.5M</td>
<td>“Better Roofs” solar demonstration project</td>
</tr>
</tbody>
</table>

NOTE: Costs are estimated values as of August 2016, funded through Plan revenues.
GOAL SEVEN

Preserve and Celebrate the Neighborhood’s Cultural Heritage
GOAL SEVEN

Preserve and Celebrate the Neighborhood’s Cultural Heritage

OBJECTIVE 7.1

Ensure that the history of the neighborhood is adequately documented
GOAL SEVEN

Preserve and Celebrate the Neighborhood’s Cultural Heritage

OBJECTIVE 7.1
Ensure that the history of the neighborhood is adequately documented

OBJECTIVE 7.2
Support the preservation, recognition, and wellbeing of the neighborhood’s cultural heritage resources
OBJECTIVE 7.3

Ensure the neighborhood’s tangible and intangible industrial and arts legacy is not lost.
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OBJECTIVE 7.4
Prevent demolition of or insensitive alterations to cultural heritage resources in the built environment
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Ensure the neighborhood’s tangible and intangible industrial and arts legacy is not lost

OBJECTIVE 7.4
Prevent demolition of or insensitive alterations to cultural heritage resources in the built environment

OBJECTIVE 7.5
Support mechanisms for the rehabilitation and maintenance of cultural heritage properties
OBJECTIVE 7.6

Support retention of fine-grained developed pattern and character-enhancing buildings
DEFINING “CULTURAL HERITAGE”

Tangible properties or intangible assets that express the ways of living developed by a community and passed on from generation to generation.

Photo by tobakhopper, “sister risqué wearing the flag : folsom street fair, san francisco (2010)” September 29, 2010 via Flickr, Creative Commons Attribution

480 5th Street
OBJECTIVE 7.1
Ensure that the history of the neighborhood is adequately documented

Bridge Approach, 1935
South Park, 1867
SoMa Redevelopment, 1970s
SoMa, Present Day
**Survey Findings**

**Existing Resources**
- Designated Article 10 Landmark Building or Article 11
- Significant or Contributory Building
- Listed on the National or California Register
- Existing Article 10 District

**Eligible Resources**
- Resources Eligible for Article 10 or 11 Designation
- Other Resources Eligible for the National or California Register or Locally Significant
- Proposed Article 10 Landmark District or Article 11 Conservation District
- Other Eligible Historic District
OBJECTIVE 7.2
Support the preservation, recognition, and wellbeing of the neighborhood’s cultural heritage resources

San Francisco's Newest Cultural District
Celebrates the contributions of the Filipino-American community in the Bay Area & beyond

In April of 2016, the Board of Supervisors unanimously passed legislation zoning out a large swath of land in San Francisco’s red hot SOMA (South of Market) area. From 2nd St. on the east, to 11th St. on the west and going down from Market St. to Brannan, SOMA Pilipinas encompasses a wide variety of buildings, parks, and community services group that have served the Filipino community for decades.
OBJECTIVE 7.3

Ensure the neighborhood’s tangible and intangible industrial and arts legacy is not lost

The San Francisco Flower Mart. Image by Flickr user dutchbaby (CC BY-NC-ND 2.0).

Industrial loft at 539 Bryant Street (1912)

Industrial style building at 444 Natoma Street (1907)
OBJECTIVE 7.4

Prevent demolition of or insensitive alterations to cultural heritage resources in the built environment

South End Extension
Gran Oriente Filipino
Hotel Utah
The Heubline Wine Warehouse
OBJECTIVE 7.5
Support mechanisms for the rehabilitation and maintenance of cultural heritage properties

The Old Mint. Image by Shawn Clover, Flickr (CC BY-NC 2.0)

Counting Room, Old United States Mint (http://noehill.com/sf/landmarks/cal0875.asp)
PROTECTING NEIGHBORHOOD CHARACTER

OBJECTIVE 7.6

Support retention of fine-grained developed pattern and character-enhancing buildings

An example of a block with a fine-grained character. Photo by Google Street View.

An example of a block with a fine-grained character. Photo by Google Street View.
GOAL EIGHT

Ensure that New Buildings Enhance the Character of the Neighborhood and the City
Ensure that New Buildings Enhance the Character of the Neighborhood and the City

OBJECTIVE 8.1

Ensure that the ground floors of buildings contribute to the activation safety and dynamism of the neighborhood
OBJECTIVE 8.2

Ensure that the overall development pattern is complementary to the skyline
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OBJECTIVE 8.3
Reinforce the character of Central SoMa as a mid-rise district with tangible “urban rooms”
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OBJECTIVE 8.3
Reinforce the character of Central SoMa as a mid-rise district with tangible “urban rooms”

OBJECTIVE 8.4
Ensure that narrow streets and alleys maintain their intimateness and sense of openness to the sky
OBJECTIVE 8.5

Ensure that large development sites are carefully designed to maximize public benefit.
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OBJECTIVE 8.6

Promote high quality architecture that enhances the neighborhood
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OBJECTIVE 8.6
Promote high quality architecture that enhances the neighborhood

OBJECTIVE 8.7
Establish clear rules for development
A GROWING NEIGHBORHOOD
SHAPING THE CITY

OBJECTIVE 8.2

Ensure that the overall development pattern is complementary to the skyline

Photo by SF Planning, David Leong
Central SoMa should complement the Downtown skyline
SHAPING THE CITY

Digital Model by SOM
Its tallest buildings mark an important gateway
OBJECTIVE 8.3

Reinforce the character of central soma as a mid-rise district with tangible “urban rooms”
A ‘urban room’ is the space made by the street and streetwalls
Lower buildings support a sense of openness
Skyplane helps maintain a sense of sky
Skyplane helps maintain a sense of sky
NEIGHBORHOOD CHARACTER

Setting back increases light at the street

Without

With

setbacks

no setbacks
OBJECTIVE 8.4

Ensure that narrow streets and alleys maintain their intimateness and sense of openness to the sky

Photo by SF Planning, David Leong
The plan protects the alley experience

Without requirements
The plan protects the alley experience

With requirements
KEY SITES

OBJECTIVE 8.5

Ensure that large development sites are carefully designed to maximize public benefit
Key sites should connect to the neighborhood
OBJECTIVE 8.6

Promote high quality architecture that enhances the neighborhood
Support design excellence and neighborhood compatibility

Topics

- Site Design
- Architecture
- Public realm

http://sf-planning.org/urban-design-guidelines
Guiding materials, scale, and character

Examples

- Support Lots of Sky
- Enhance Horizontality
- Engage Wide Streets
- Express Industrial Legacy
- Support Historic Character
- Support the Alley Experience
OBJECTIVE 8.7

Establish clear rules for development

Measures

- Use the Community Plan Exemption process for environmental review
- Minimize code exceptions and exemptions
NEXT STEPS

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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