



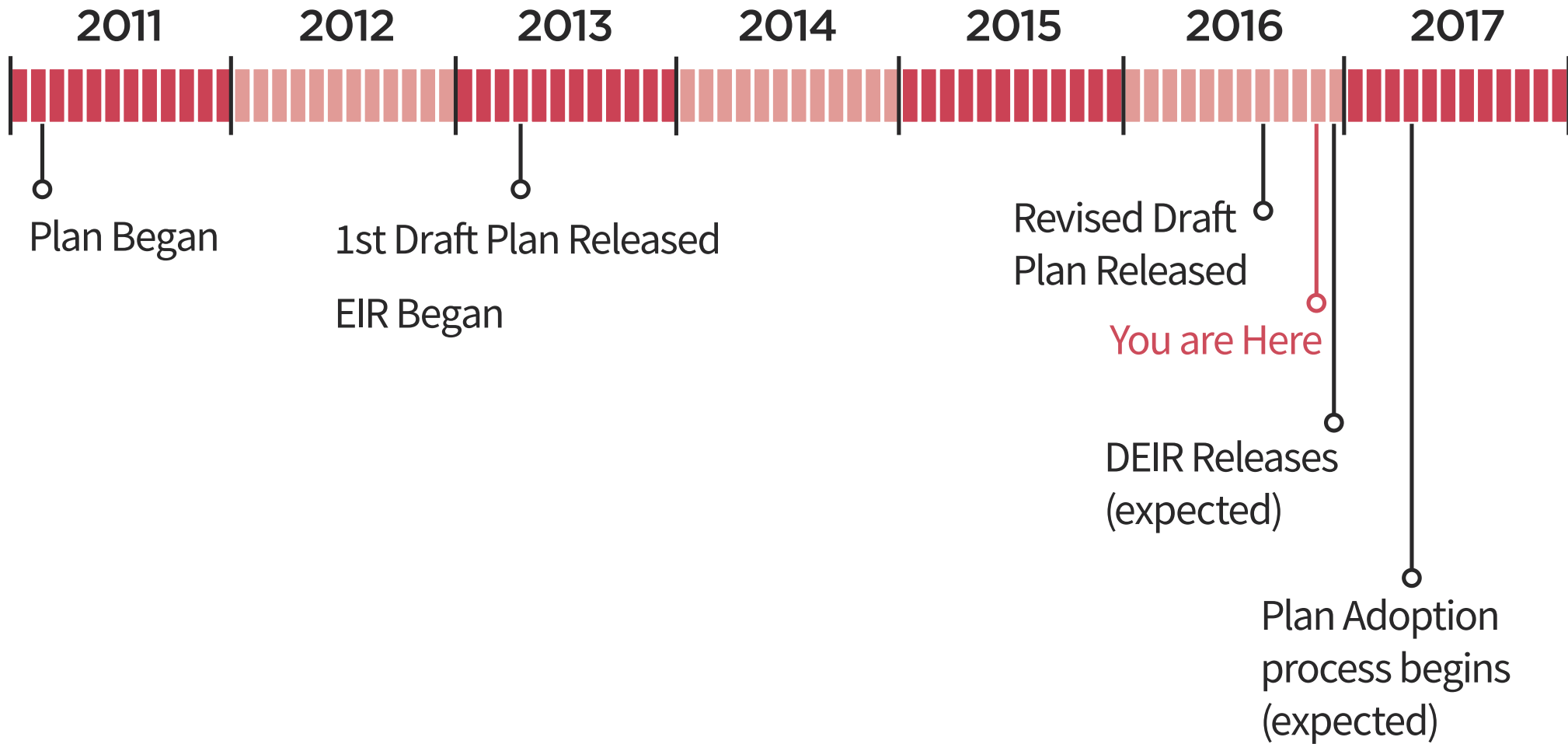
San Francisco
Planning

CENTRAL SOMA

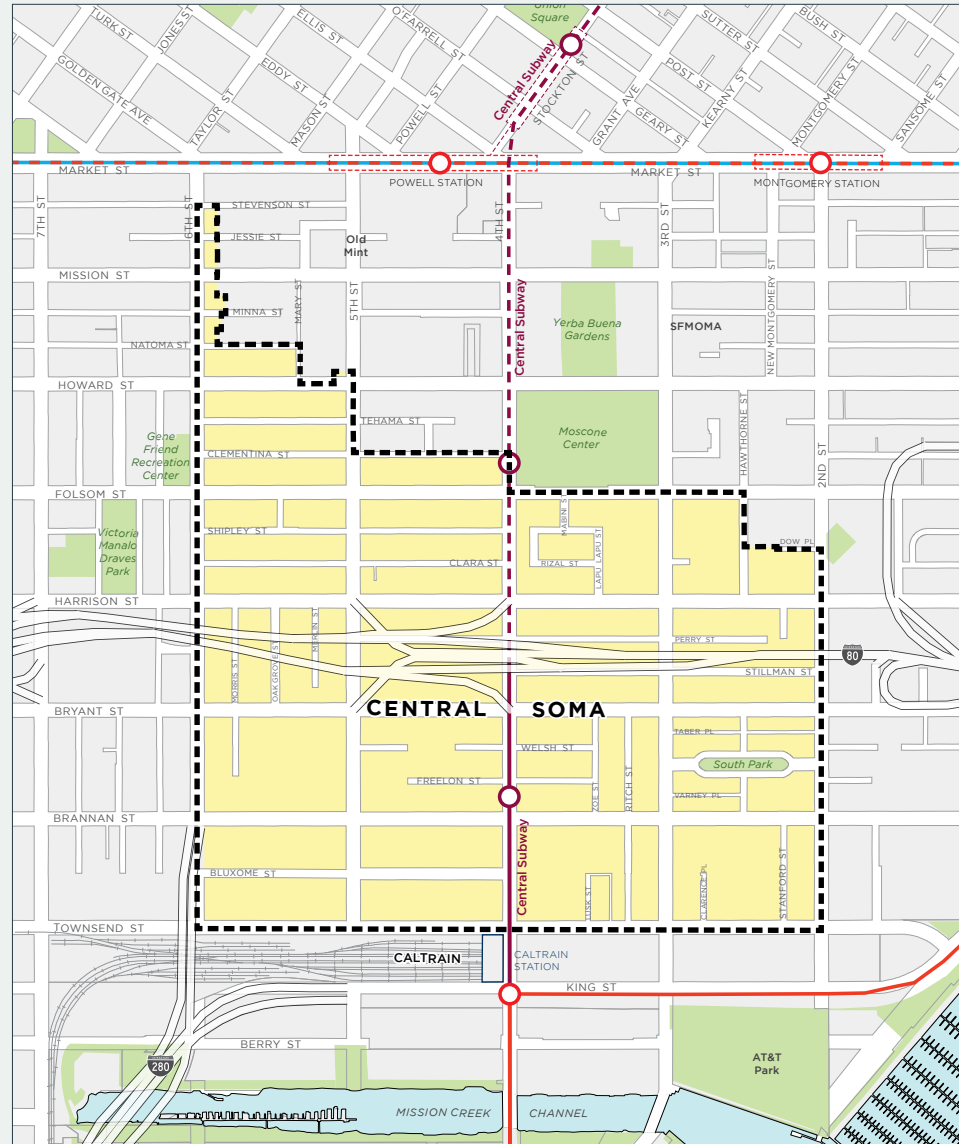
PLAN & IMPLEMENTATION STRATEGY




Community Open House - 6 December 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**

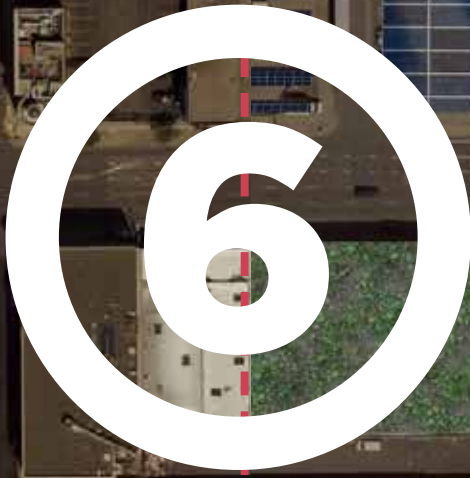
Goal 4 **Provide Safe and Convenient Transportation that Prioritizes Walking, Bicycling, and Transit**

PLAN GOALS

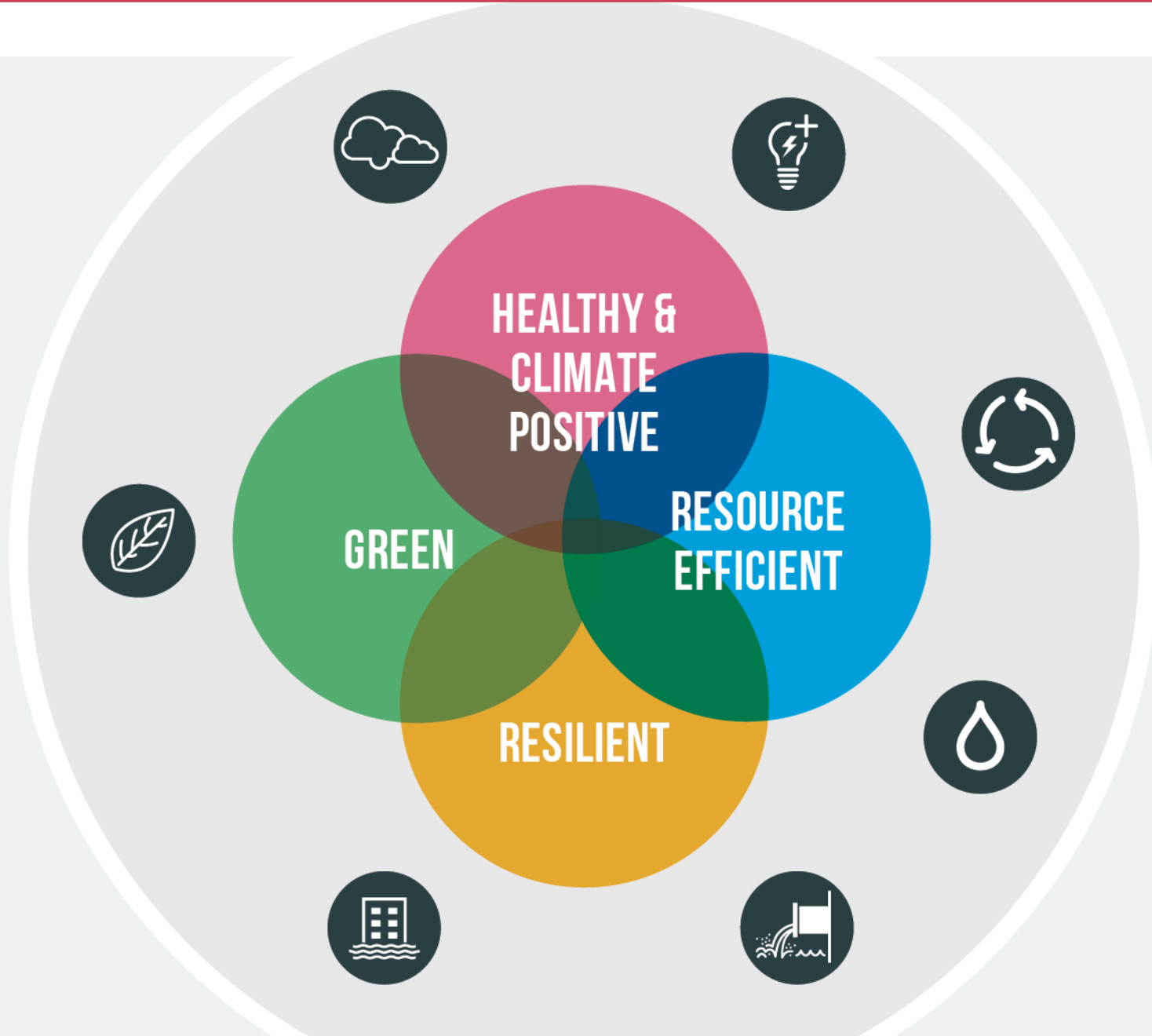
- Goal 5* **Offer an Abundance of Parks and Recreational Opportunities**
- Goal 6* **Create an Environmentally Sustainable and Resilient Neighborhood**
- Goal 7* **Preserve and Celebrate the Neighborhood's Cultural Heritage**
- Goal 8* **Ensure that New Buildings Enhance the Character of the Neighborhood and the City**

GOAL SIX

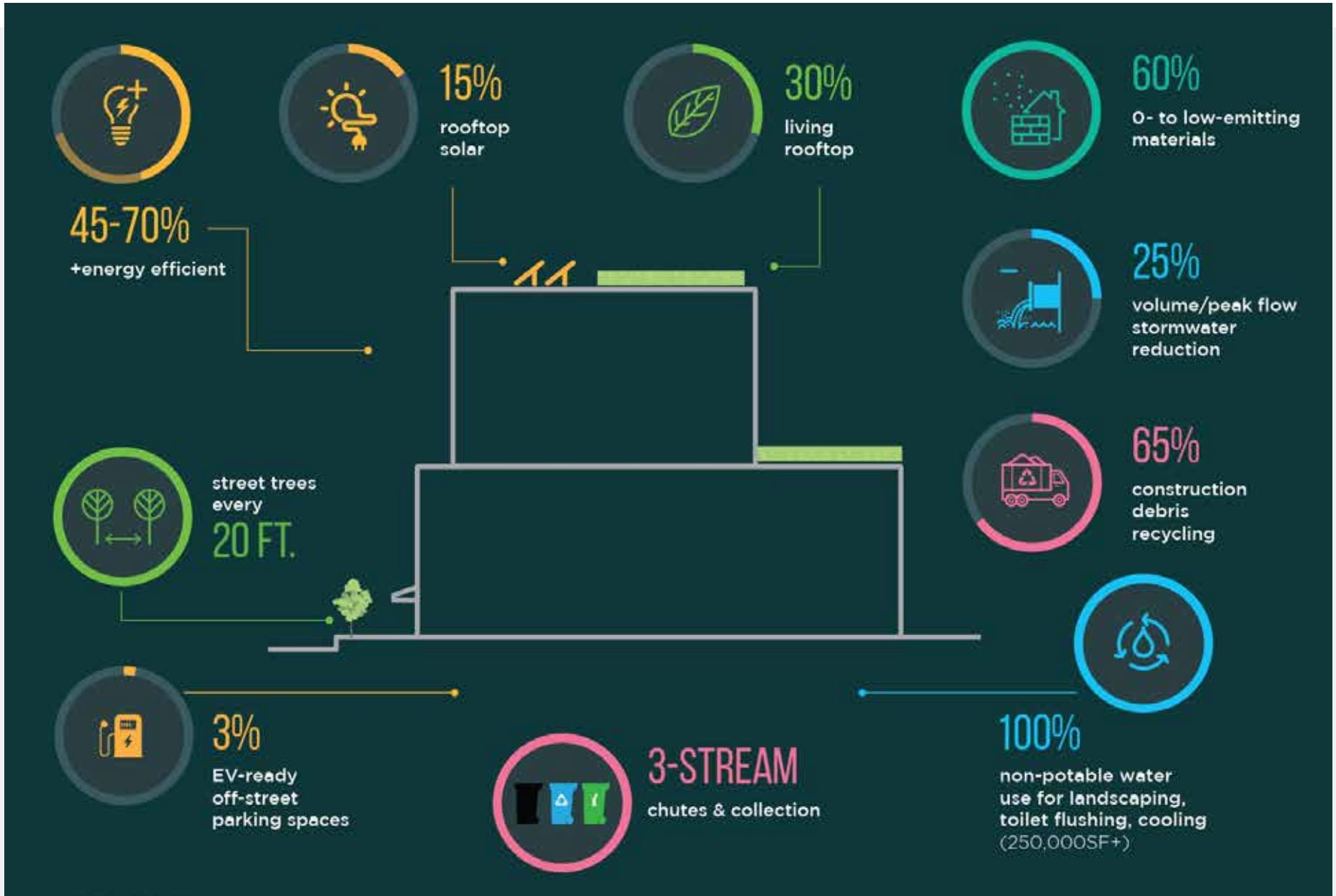
**Create an
Environmentally
Sustainable
and Resilient
Neighborhood**



ENVIRONMENTAL SUSTAINABILITY & RESILIENCE VISION



EXISTING REGULATORY FRAMEWORK





6

OBJECTIVE 6.1

**Establish an Eco-District
in Central SoMa**

OBJECTIVE 6.2

**Minimize greenhouse
gas emissions**

OBJECTIVE 6.3

Minimize water waste



6

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

IMPLEMENTATION

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



CLIMATE

OBJECTIVE 6.2

Minimize greenhouse gas emissions



100% GHG-FREE ELECTRICITY:

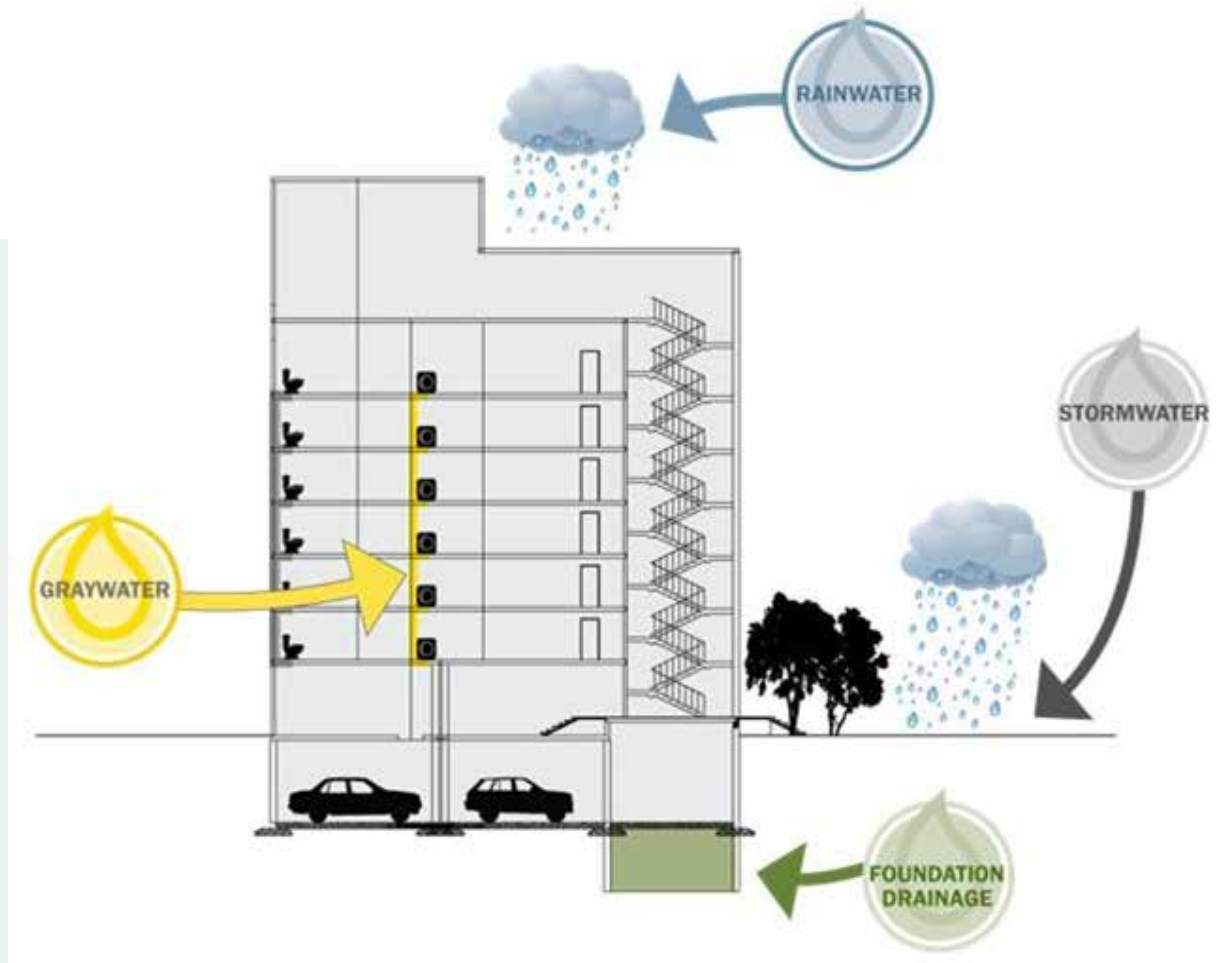
Max efficiency + Max renewable energy generation + Green power purchase

WATER

OBJECTIVE 6.3

Minimize water waste

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



GREENING & BIODIVERSITY

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

AIR

OBJECTIVE 6.5

Improve air quality

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



RESILIENCE

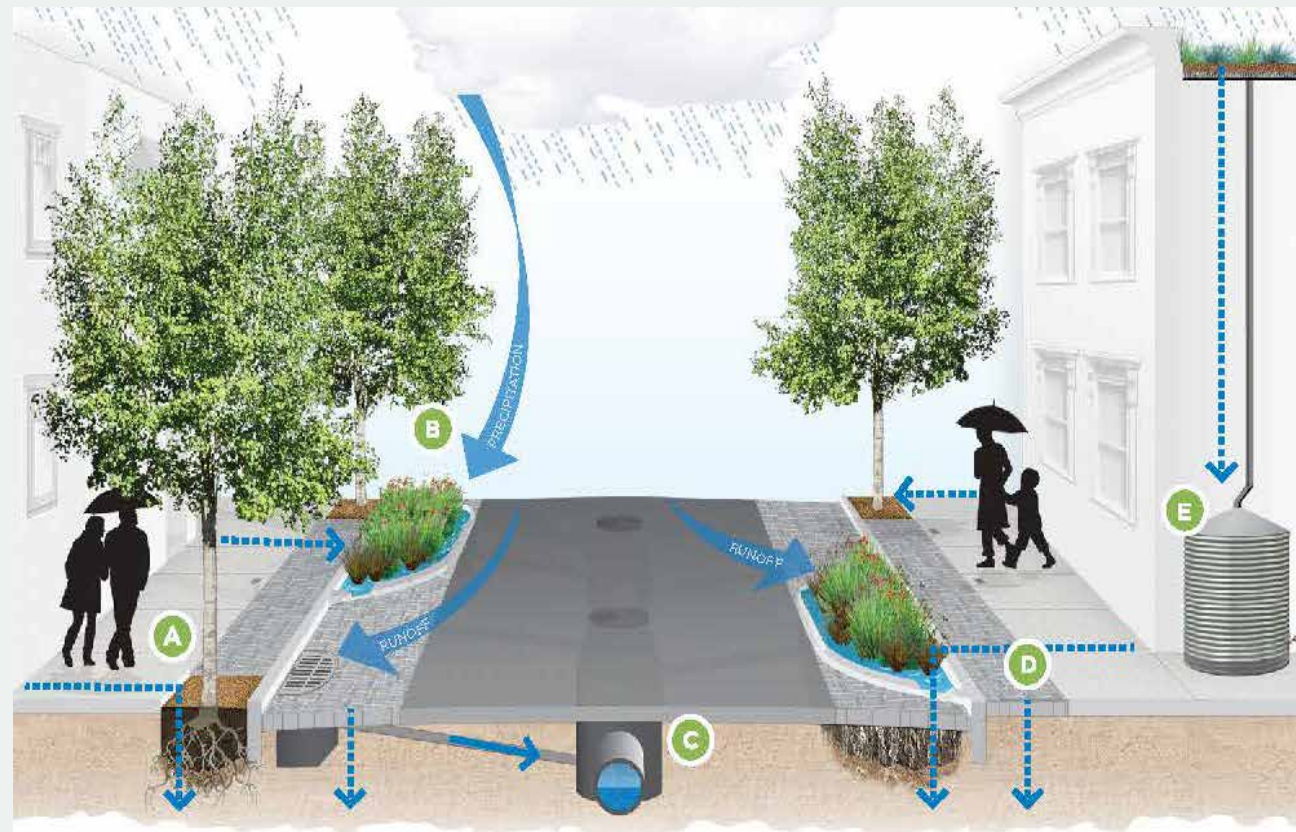
OBJECTIVE 6.6

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



REFUSE

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

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

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

New Development requirement

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**





OBJECTIVE 7.3

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 7.3

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

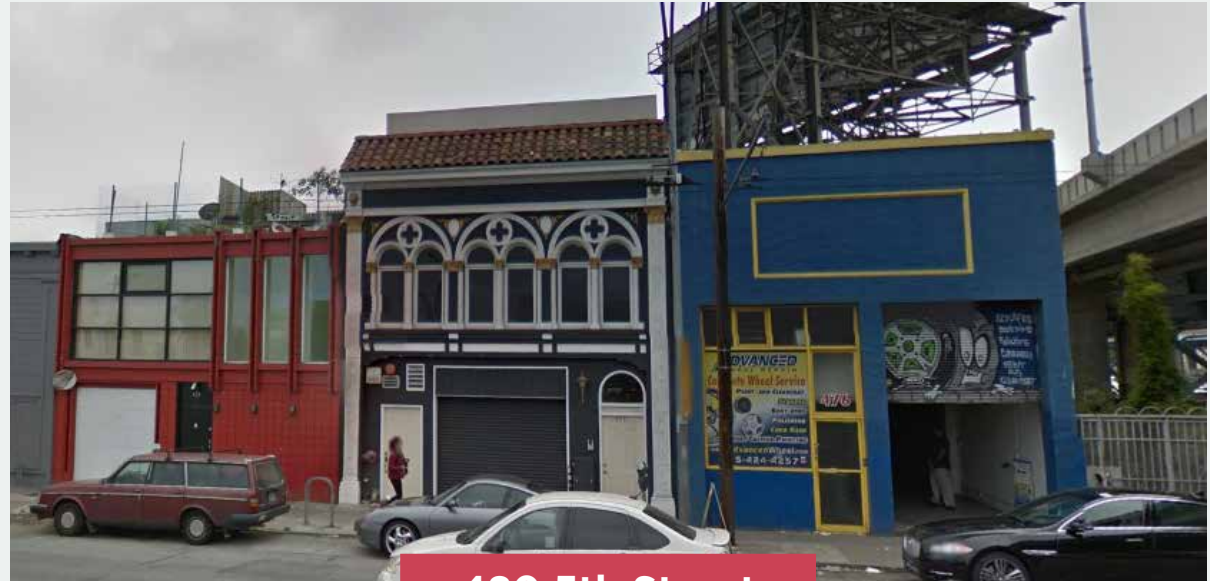


DEFINING “CULTURAL HERITAGE”

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

DOCUMENTING OUR HISTORY

OBJECTIVE 7.1

Ensure that the history of the neighborhood is adequately documented



Bridge Approach, 1935



South Park, 1867

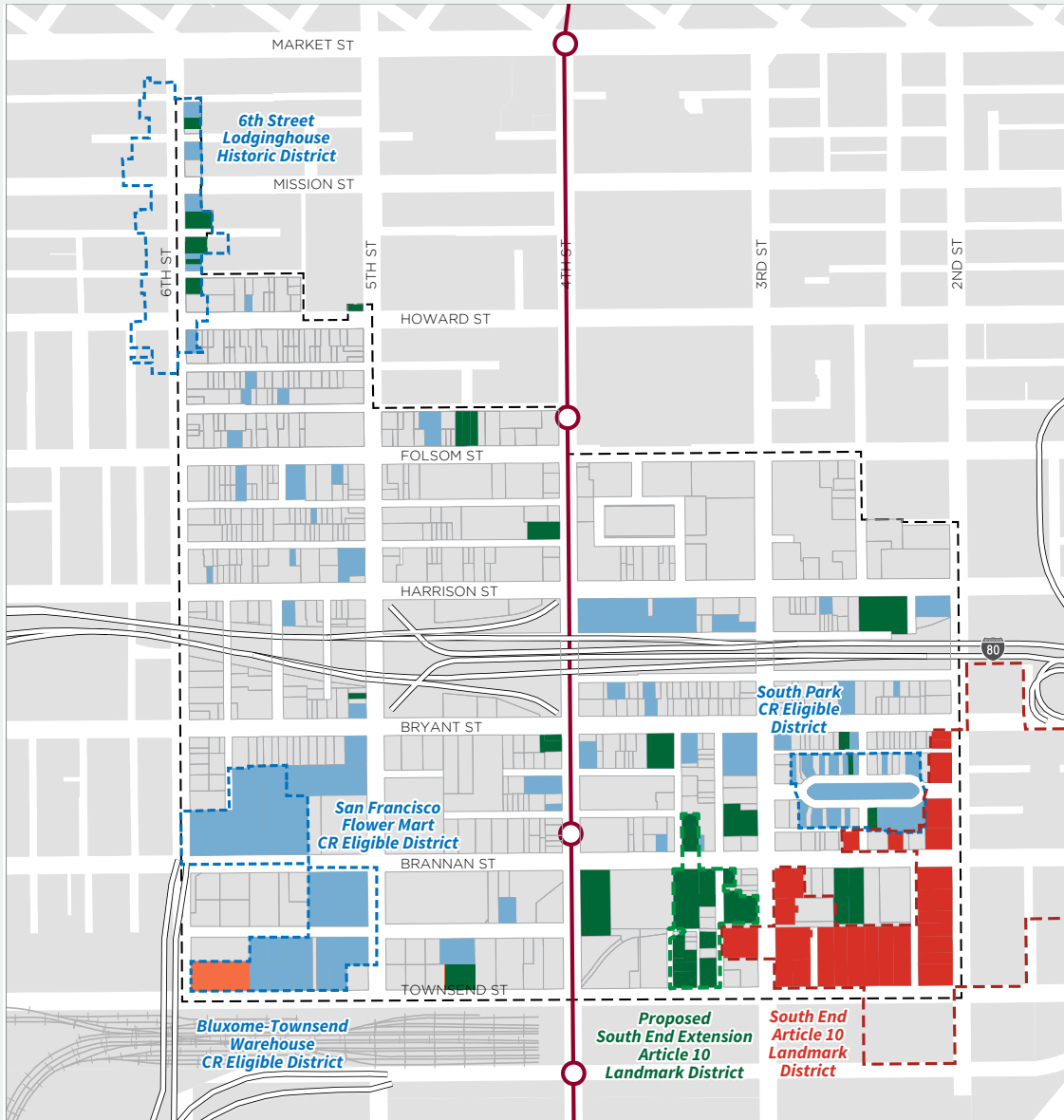


SoMa Redevelopment, 1970s



SoMa, Present Day

DOCUMENTING OUR HISTORY



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

PROTECTING AND MANAGING CULTURAL RESOURCES

OBJECTIVE 7.2

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

SOMA PILIPINAS

ABOUT LOCATION PLANS DIRECTORY EVENTS INSTAGRAM FACEBOOK TWITTER

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.

PROTECTING AND MANAGING CULTURAL RESOURCES

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)

PROTECTING AND MANAGING CULTURAL RESOURCES

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

PROTECTING AND MANAGING CULTURAL RESOURCES

OBJECTIVE 7.5

Support mechanisms for the rehabilitation and maintenance of cultural heritage properties

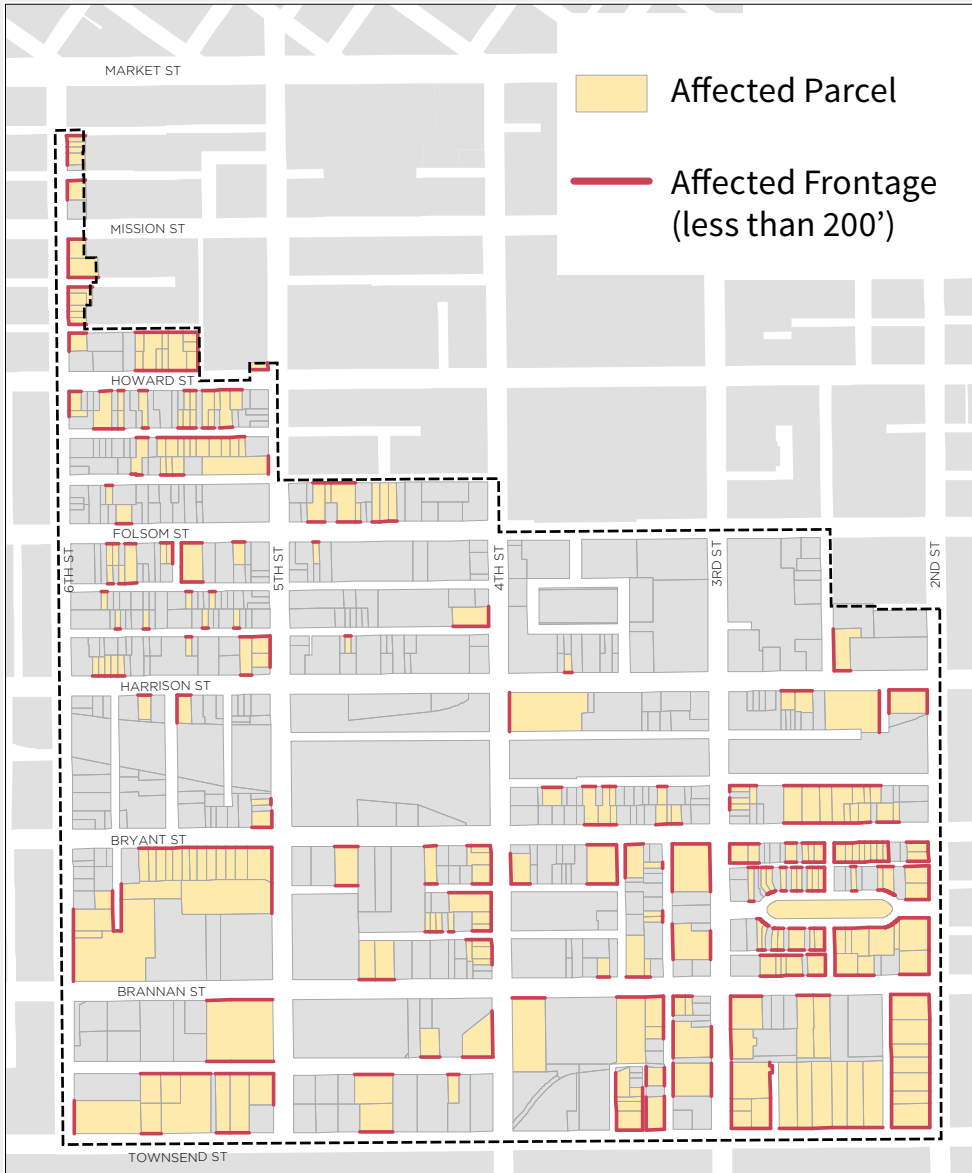


The Old Mint. Image by Shawn Clover, Flickr (CC BY-NC 2.0)



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



GOAL EIGHT

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



8

OBJECTIVE 8.2

Ensure that the overall development pattern is complementary to the skyline



8

OBJECTIVE 8.2

Ensure that the overall development pattern is complementary to the skyline

OBJECTIVE 8.3

Reinforce the character of Central SoMa as a mid-rise district with tangible “urban rooms”



8

OBJECTIVE 8.2

Ensure that the overall development pattern is complementary to the skyline

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 intimacy and sense of openness to the sky



8

OBJECTIVE 8.5

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



8

OBJECTIVE 8.5

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

OBJECTIVE 8.6

Promote high quality architecture that enhances the neighborhood



8

OBJECTIVE 8.5

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

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Promote high quality architecture that enhances the neighborhood

OBJECTIVE 8.7

Establish clear rules for development

A GROWING NEIGHBORHOOD



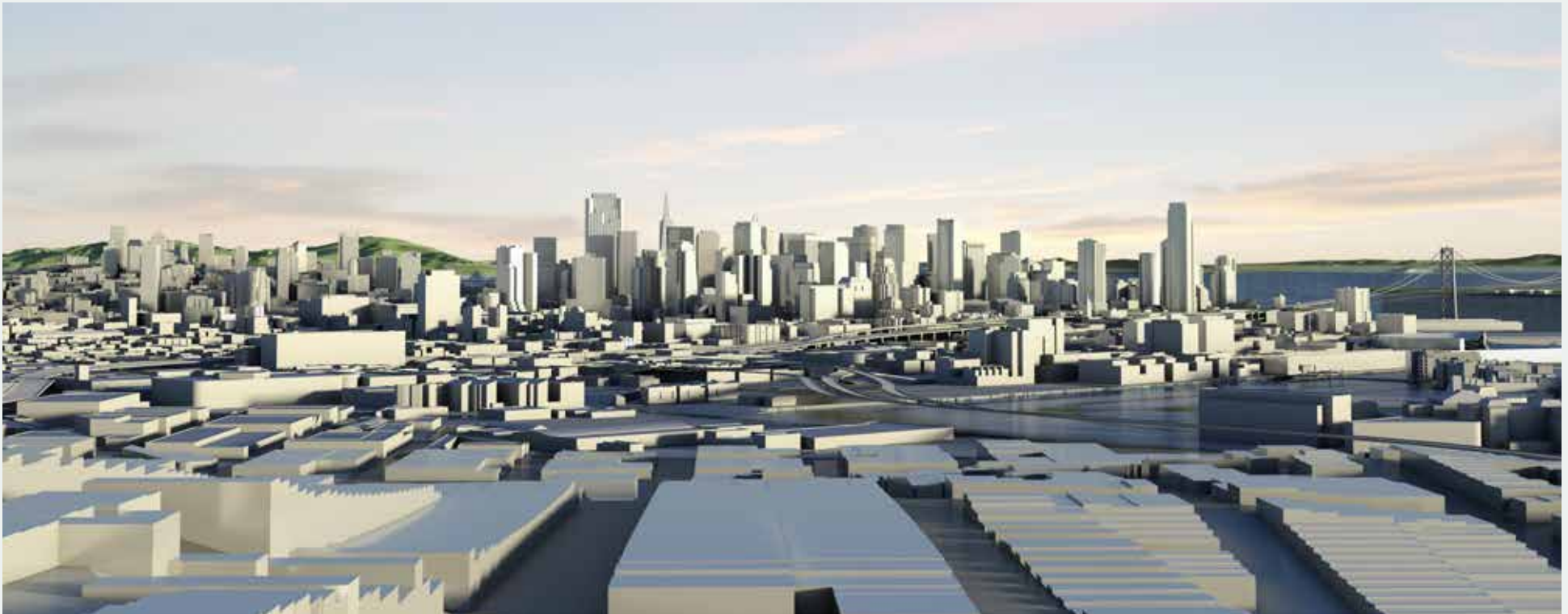
A GROWING NEIGHBORHOOD



SHAPING THE CITY

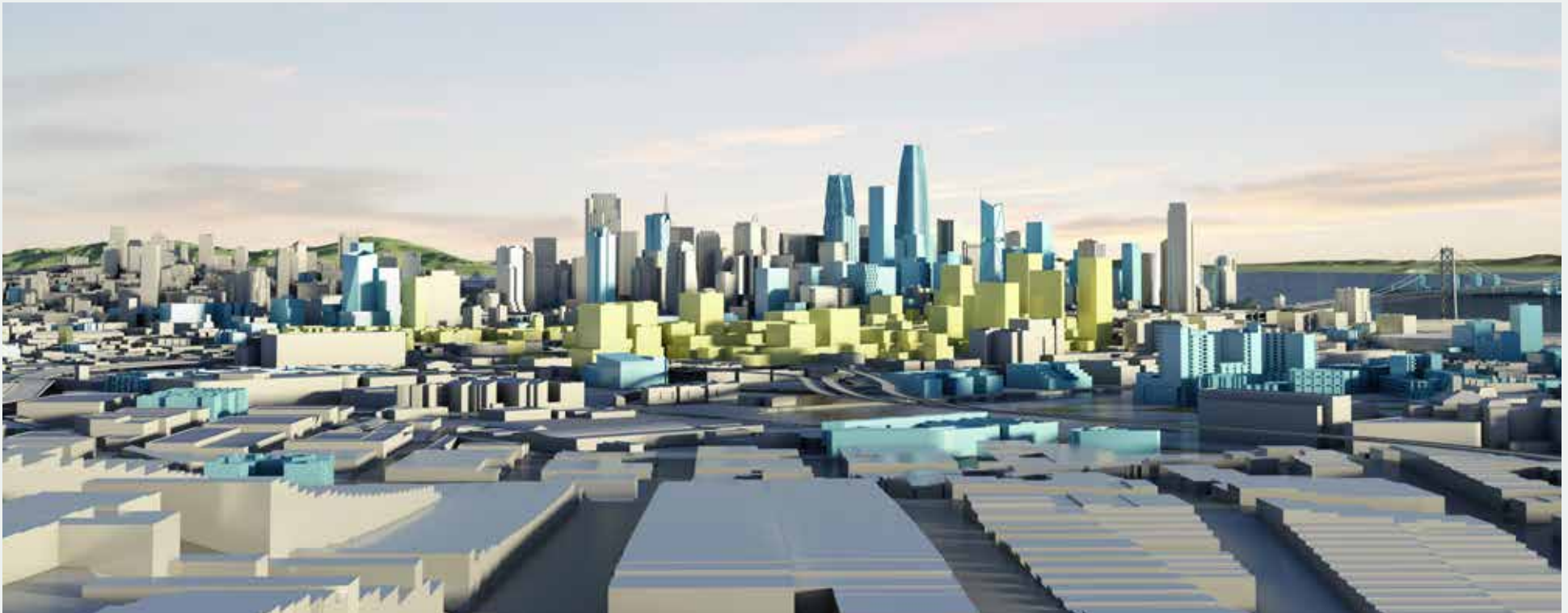
OBJECTIVE 8.2

Ensure that the overall development pattern is complementary to the skyline



SHAPING THE CITY

Central SoMa should complement the Downtown skyline



SHAPING THE CITY



SHAPING THE CITY

Its tallest buildings mark an important gateway



NEIGHBORHOOD CHARACTER

OBJECTIVE 8.3

Reinforce the character of central soma as a mid-rise district with tangible “urban rooms”



Photo by Google Maps

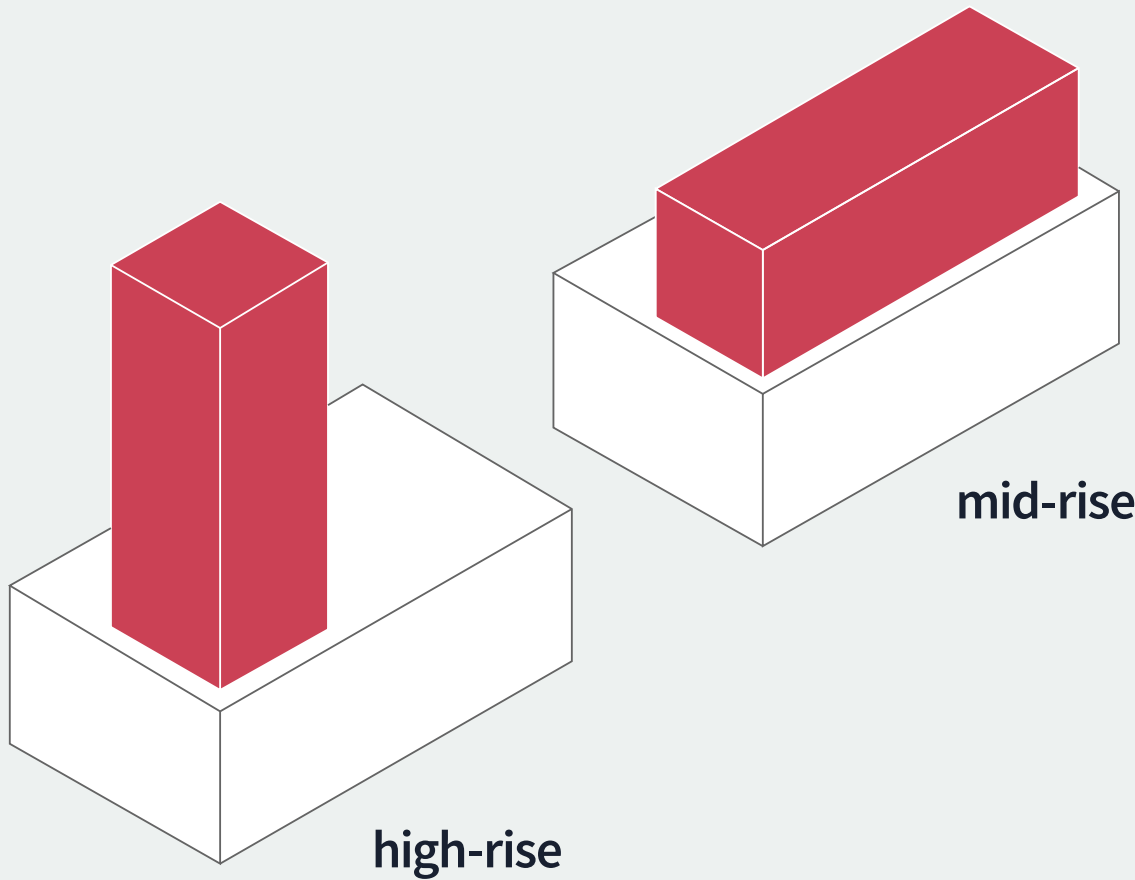
NEIGHBORHOOD CHARACTER

A 'urban room' is the space made by the street and streetwalls



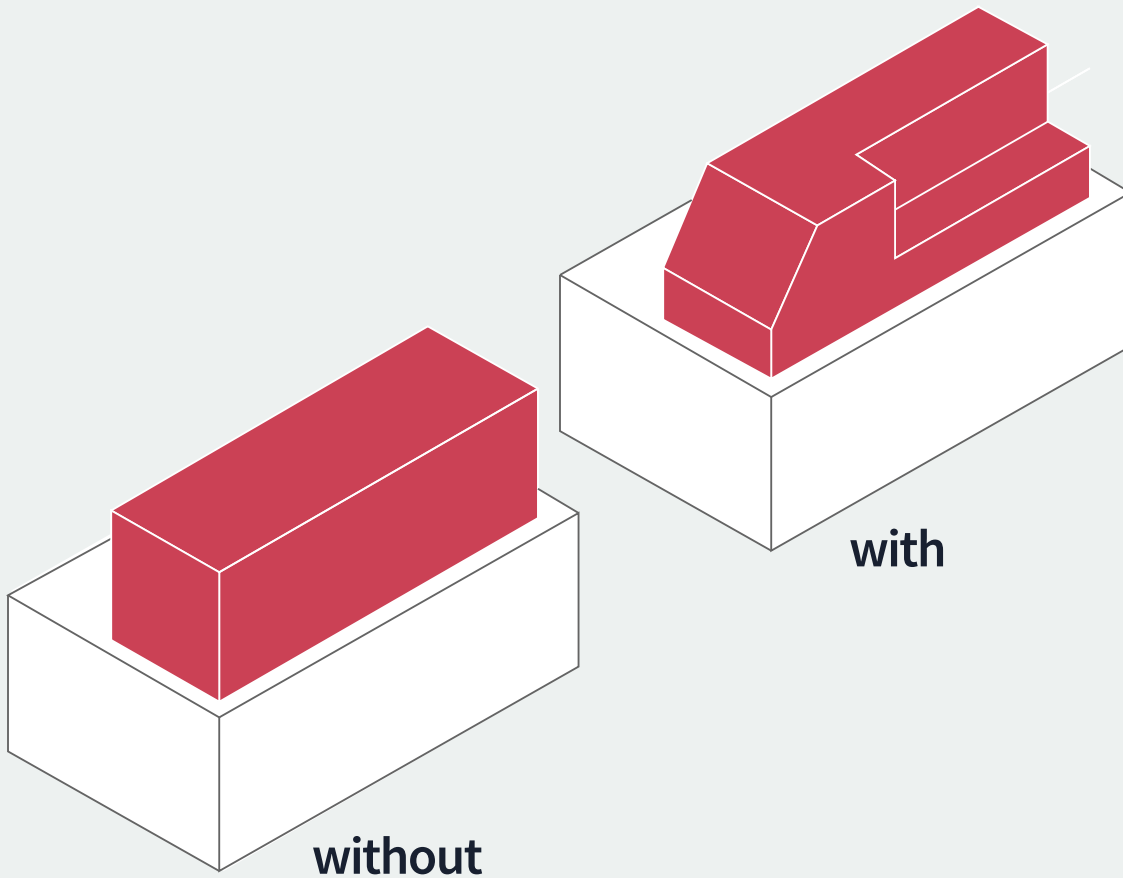
NEIGHBORHOOD CHARACTER

Lower buildings supports a sense of openness



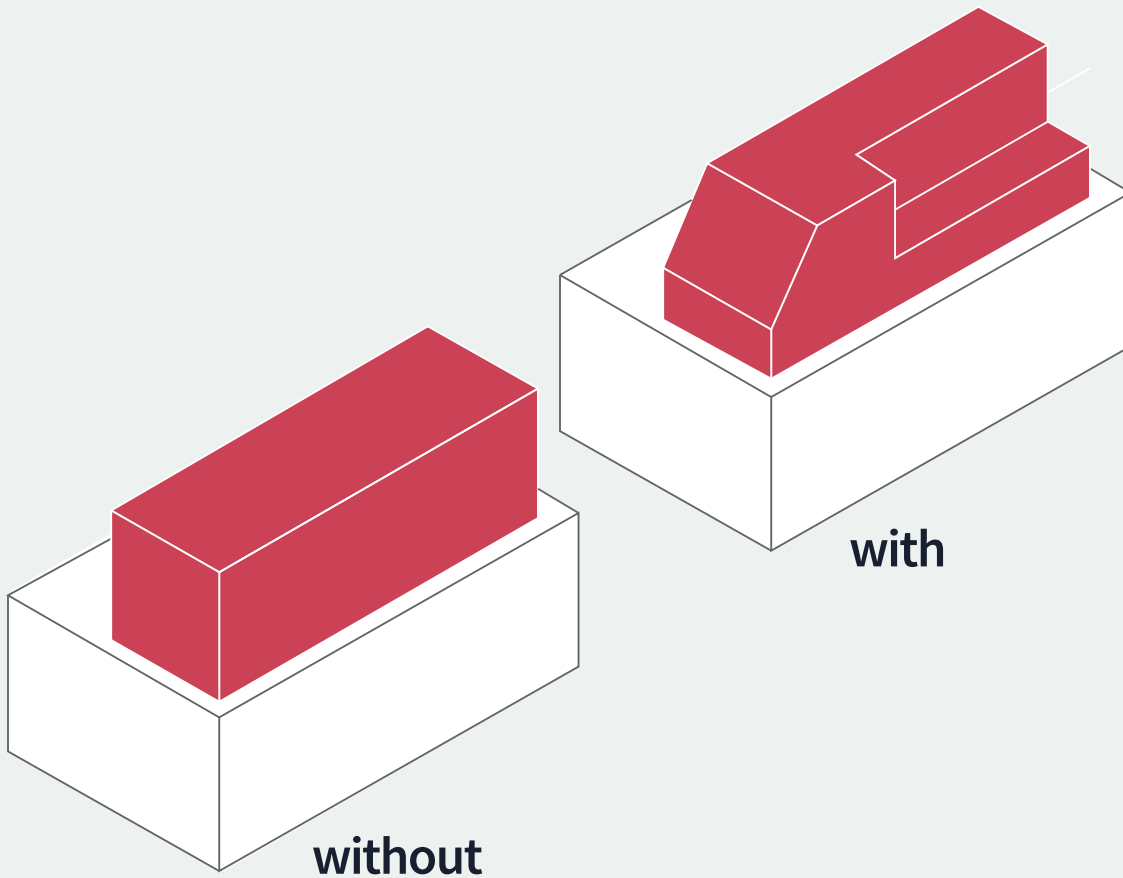
NEIGHBORHOOD CHARACTER

Skyplane helps maintain a sense of sky



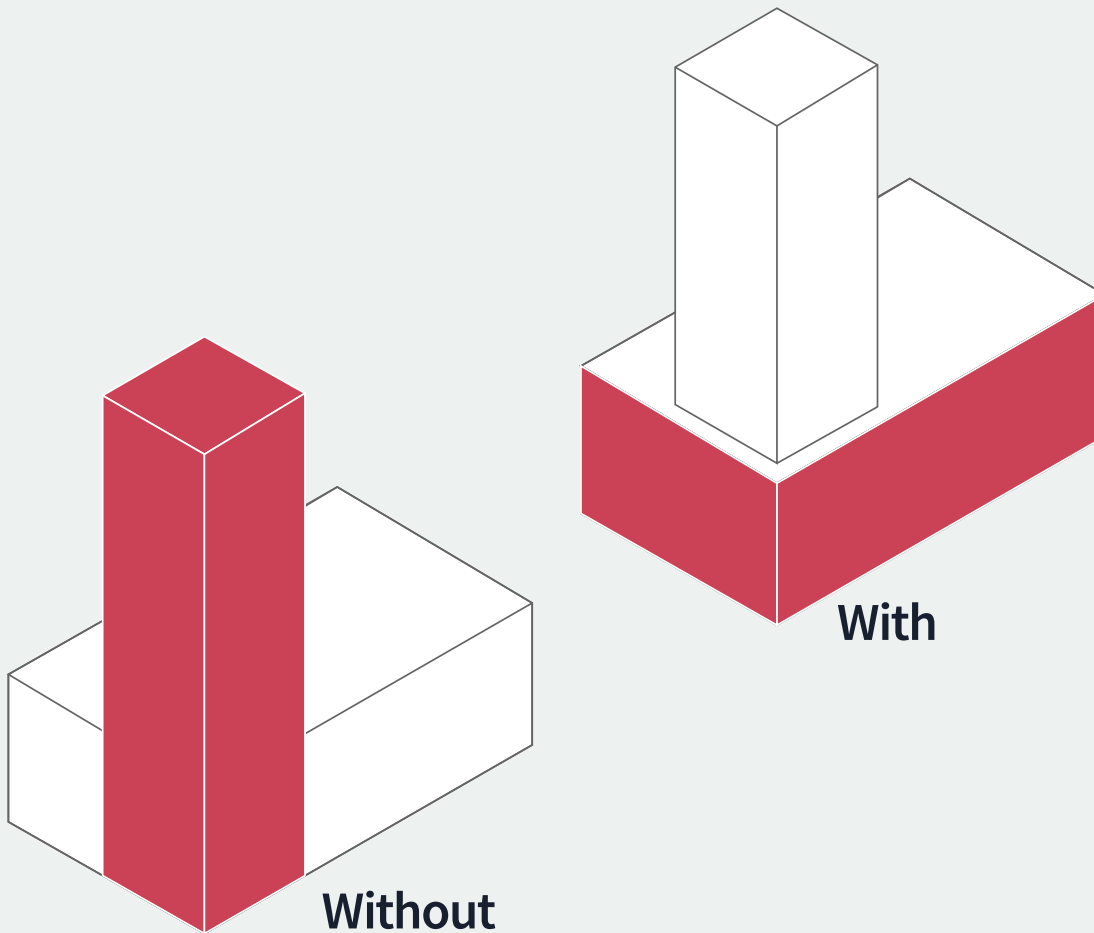
NEIGHBORHOOD CHARACTER

Skyplane helps maintain a sense of sky



NEIGHBORHOOD CHARACTER

Setting back increases light at the street



SENSE OF OPENNESS

OBJECTIVE 8.4

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



Photo by SF Planning, David Leong



SENSE OF OPENNESS

The plan protects the alley experience



Without
requirements

SENSE OF OPENNESS

The plan protects the alley experience



With
requirements

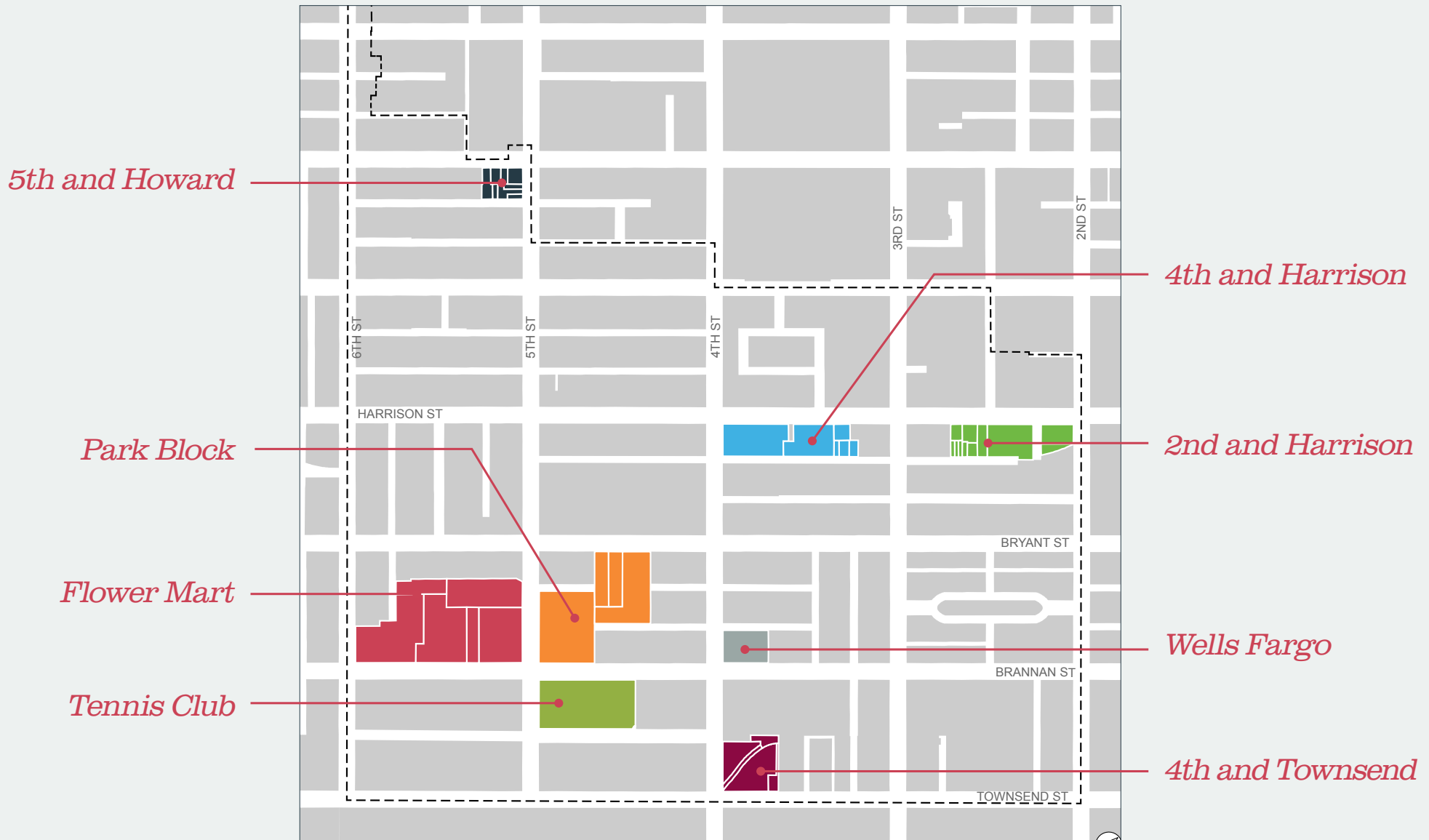
KEY SITES

OBJECTIVE 8.5

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



KEY SITES



KEY SITES

Key sites should connect to the neighborhood



GREAT ARCHITECTURE

OBJECTIVE 8.6

Promote high quality architecture that enhances the neighborhood



GREAT ARCHITECTURE

Support design excellence and neighborhood compatibility



Topics

- Site Design
- Architecture
- Public realm

GREAT ARCHITECTURE

Guiding materials, scale, and character

Examples

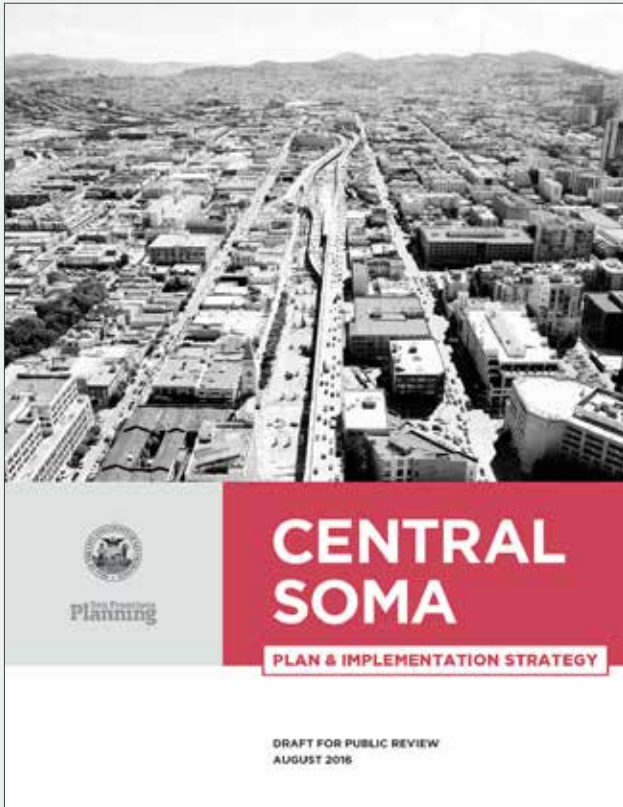
- Support Lots of Sky
- Enhance Horizontality
- Engage Wide Streets
- Express Industrial Legacy
- Support Historic Character
- Support the Alley Experience



EFFECTIVE PROCESS

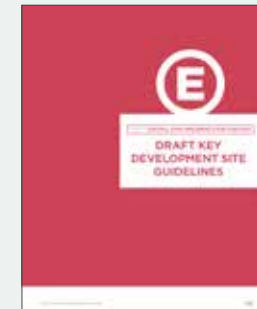
OBJECTIVE 8.7

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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