Overview of the Central SoMa Plan

Strategy for New Housing

Jobs/Housing Relationship
Problem
High growth demand is causing social, economic, and environmental issues

(one part of the) Solution
Central SoMa is a sensible area to accommodate growth and provide public benefits
PLAN AREA

Central Subway under construction, expected to open in 2019

BART/Muni Metro Subway

Muni Metro (Surface)

2,000 Feet
a sustainable neighborhood
**keep what’s great**

- Diversity of Residents and Jobs
- Diversity of Buildings and Architecture
- Abundant Local and Regional Transit
- Renowned Culture and Nightlife

**address what’s not**

- Unaffordable Rents
- Unsafe and Unpleasant Streets
- Lack of Public Parks and Greenery
- Inefficient Zoning and Insufficient Funding
**Goal 1**  Accommodate a Substantial Amount of 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
PLAN STRATEGY

Accommodate Demand + Provide Public Benefits + Respect and Enhance Neighborhood Character
EXISTING AND PROPOSED DEVELOPMENT CAPACITY

Existing Development Capacity

Proposed Development Capacity

- 0 feet
- 30 - 85 feet
- 130 - 160 feet
- 180 - 250 feet
- 260 - 400 feet
3-D Model of Existing Buildings (2016)
3-D Model of Potential Development

Central SoMa Development Potential
Anticipated Projects Outside of Central SoMa
results

- 40,000 jobs
- 7,625 housing units
No Plan = $500 million in Public Benefits
No Plan = $500 million in Public Benefits

Central SoMa Plan = $2.0 Billion in Public Benefits

400% increase due to the Plan

Plus ~$1 billion in increased General Fund tax revenues
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable Housing</td>
<td>33 percent of total units</td>
<td>$890 million</td>
</tr>
<tr>
<td>Transit</td>
<td>Investment in both local and regional service</td>
<td>$500 million</td>
</tr>
<tr>
<td>Production, Distribution, &amp; Repair</td>
<td>(including Arts) no net loss of PDR space due to the Plan</td>
<td>$180 million</td>
</tr>
<tr>
<td>Parks and Recreation</td>
<td>Transformative improvements such as parks, plazas, and recreation centers</td>
<td>$160 million</td>
</tr>
<tr>
<td>Complete Streets</td>
<td>Safe and comfortable streets for people walking and biking</td>
<td>$130 million</td>
</tr>
</tbody>
</table>
## PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Environmental Sustainability</td>
<td>$70 million</td>
</tr>
<tr>
<td>Schools and Childcare</td>
<td>$50 million</td>
</tr>
<tr>
<td>Cultural Preservation</td>
<td>$40 million</td>
</tr>
<tr>
<td>Community Services</td>
<td>$20 million</td>
</tr>
<tr>
<td>TO BE DETERMINED</td>
<td>$30 million</td>
</tr>
</tbody>
</table>
additional strategies:

- Require active ground floors
- Protect landmark buildings
- Limit lot mergers
- Engage community partners
STRATEGY FOR NEW HOUSING
STRATEGY FOR NEW HOUSING

total development

- Total Housing Units: 7,625 Units
- Affordable Housing Units: 2,500
- % Affordability: 33%
affordability strategy

- Inclusionary Housing Requirement (Sec. 415): 1,720 units
- Jobs-Housing Linkage (Sec. 413): 700 units
- City-funded Units at 4th and Folsom: 80 units
STRATEGY FOR NEW HOUSING

location of affordable units
other considerations

- State Density Bonus
- SB35/AB73
- Mayor’s Directive on Housing
Jobs-Housing Balance: It’s a Regional Issue

Plan Bay Area 2040 must:

- Meet **state-mandated GHG** emission reduction targets (SB 375, AB 32)

- House all worker growth in 9-county region (ie not spillage to Central Valley, other regions)

Regional Growth 2010-2040:

- +820K households
- +1.3m jobs

Focus on urban infill Priority Development Areas (PDAs)
San Francisco 2010-2040:

+138K households (approx. 325K residents/180K workers)

+290K jobs

- Note that 2010 was bottom of recession (SF had 60K fewer jobs in 2010 vs 2000)

Plan Bay Area 2040 would result in SF with jobs:housing ratio of 1.66 (down from 1.75 today)
SF Jobs Capacity: Total

Total: 170,000 jobs

- Under Construction  
  **19,600 jobs**

- Approved (incl. master plans)  
  **39,000 jobs**

- Proposed Applications  
  **3,150 jobs**

- Soft Sites  
  **61,500 jobs**

- Proposed Rezonings  
  **46,750 jobs**
SF Housing Capacity: Total

Total: 143,000 units

• Under Construction  
  5,875 units

• Approved (incl. master plans)  
  30,000 units

• Proposed Applications  
  7,200 units

• ADUs  
  16,450 units

• Soft Sites, incl Density Bonus Programs  
  51,000 units

• Proposed Rezonings  
  15,575 units
Jobs Need to be Near Regional Transit

- GHG performance heavily influenced by commute
  - Workplace location relative to transit dictates travel behavior (moreso than home location)

- Job market is regional
  - Regardless of jobs-housing balance in and between individual cities, there is huge inter-city commute activity.

- Transit accessibility of jobs is a key to economic equity and opportunity
Jobs Need to be Near Regional Transit:  
SF is transit king in Bay Area

- Without locating significant share of expected regional job growth through 2040 in key SF locations, little chance of Bay Area meeting GHG reduction targets.

Daily VMT per worker by job location:
- Downtown SF/SOMA: 5-10
- Downtown Oakland: 12-20
- Downtown San Jose: 13-20
- Mountain View: 25-30
- Walnut Creek: 22-26
- Dublin/Pleasanton: 30+
Few Locations in the Region and SF are appropriate for jobs

- Over 90% of SF off-limit to most jobs
- Besides Central SoMa and Southern Bayfront, there are no obvious appropriate places for job growth through 2040 near existing and planned transit:
  - Central Subway opening 2019
  - Caltrain Electrification, DTX, CAHSR
  - Transbay Core Capacity to SOMA/MB
Job Capacity: By Geography and Source
Housing Capacity: By Geography and Source
Jobs-Housing Relationship

- Our plans and decisions must be conscious of and nested in the citywide and regional framework, and we need to remember that neighborhoods and individual plans are not complete ecosystems.

- It is critical for jobs to be located in core areas near major transit to achieve environmental mandates, provide access to economic opportunity, and promote economic diversity.

- There are precious few places where job density make sense in a local and regional context.
THANKS

STEVE WERTHEIM
415.558.6612
STEVE.WERTHEIM@SFGOV.ORG