



CENTRAL SOMA

PLAN & IMPLEMENTATION STRATEGY

Board of Supervisors - Land Use and Transportation Committee
October 23, 2017

TODAY'S TOPICS

- 1* **Overview of the Central SoMa Plan**
- 2* **Strategy for New Housing**
- 3* **Jobs/Housing Relationship**

PLAN IMPETUS

Problem

High growth demand is causing social, economic, and environmental issues

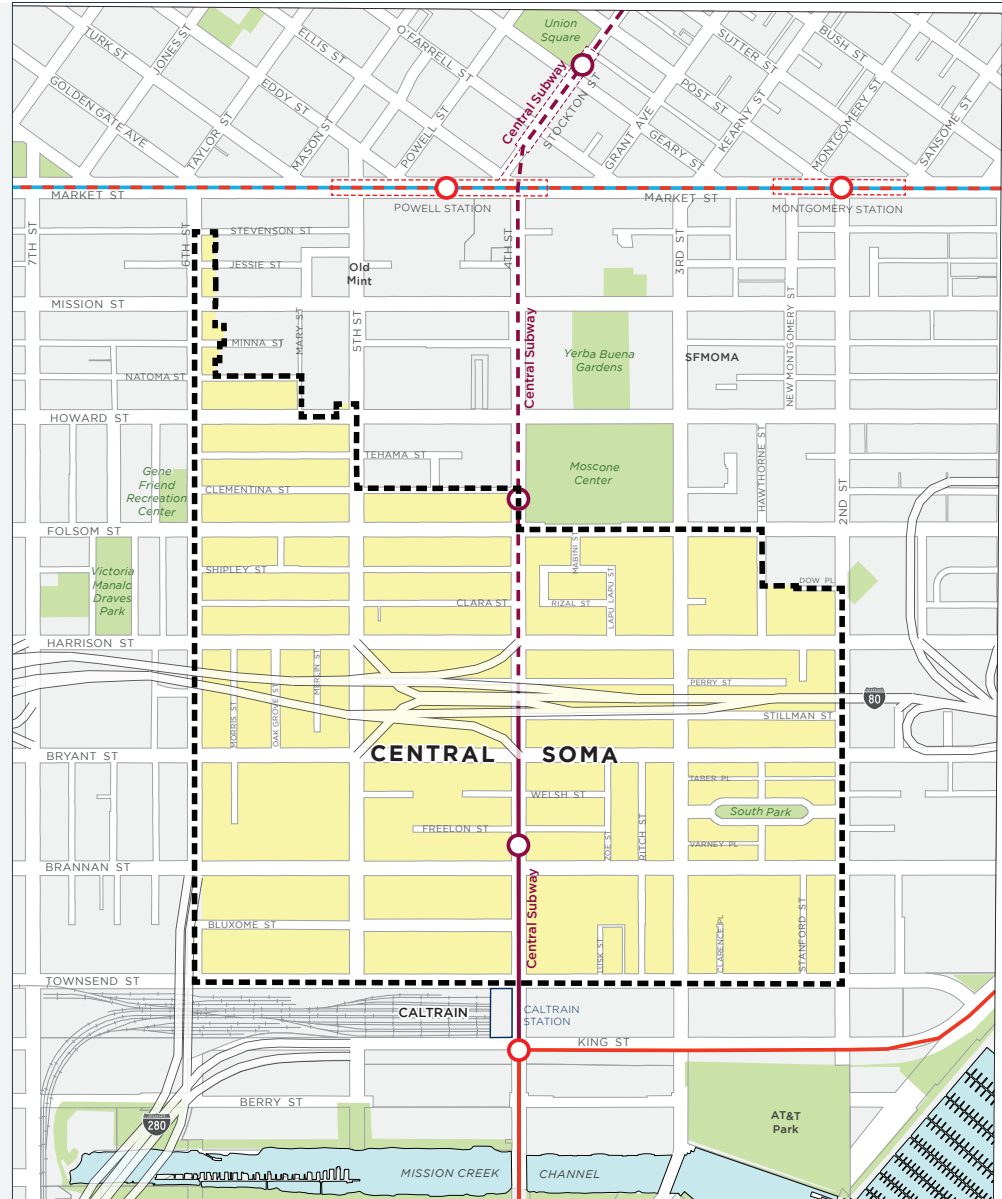
(one part of the) Solution

Central SoMa is a sensible area to accommodate growth and provide public benefits

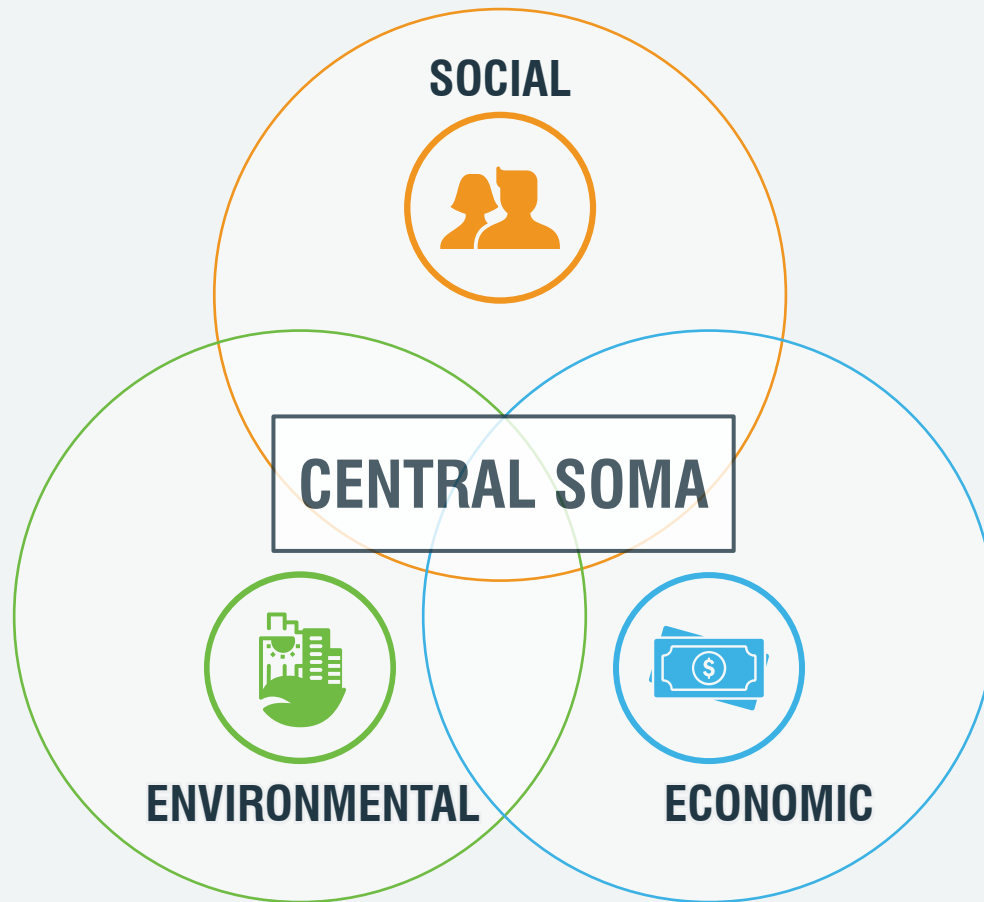


PLAN AREA

- 
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



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

PLAN GOALS

- 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**

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**

PLAN STRATEGY

*Accommodate
Demand*



*Provide
Public Benefits*



*Respect and
Enhance
Neighborhood
Character*



EXISTING AND PROPOSED DEVELOPMENT CAPACITY



Existing Development Capacity

Proposed Development Capacity

VISUALIZATION - EXISTING DEVELOPMENT



3-D Model of Existing Buildings (2016)

Digital Model by Skidmore, Owings, & Merrill

VISUALIZATION - POTENTIAL DEVELOPMENT

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



3-D Model of Potential Development

Digital Model by Skidmore, Owings, & Merrill

VISUALIZATION - POTENTIAL DEVELOPMENT

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

results

- 40,000 jobs
- 7,625 housing units



3-D Model of Potential Development

PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

No Plan = \$500 million in Public Benefits

PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

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**

PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

	<p>Affordable Housing 33 percent of total units</p>	<p>\$890 million</p>
	<p>Transit investment in both local and regional service</p>	<p>\$500 million</p>
	<p>Production, Distribution, & Repair (including Arts) no net loss of PDR space due to the Plan</p>	<p>\$180 million</p>
	<p>Parks and Recreation transformative improvements such as parks, plazas, and recreation centers</p>	<p>\$160 million</p>
	<p>Complete Streets safe and comfortable streets for people walking and biking</p>	<p>\$130 million</p>

PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

	<p>Environmental Sustainability a healthy, resilient, green, and resource-efficient neighborhood</p>	<p>\$70 million</p>
	<p>Schools and Childcare funding to support growing population</p>	<p>\$50 million</p>
	<p>Cultural Preservation funding towards Old Mint and other historic buildings</p>	<p>\$40 million</p>
	<p>Community Services to serve the growing population</p>	<p>\$20 million</p>
	<p>TO BE DETERMINED</p>	<p>\$30 million</p>

PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

additional strategies:

- Require active ground floors
- Protect landmark buildings
- Limit lot mergers
- Engage community partners



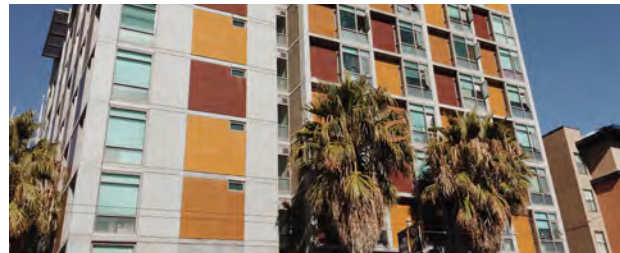
STRATEGY FOR NEW HOUSING



STRATEGY FOR NEW HOUSING

total development

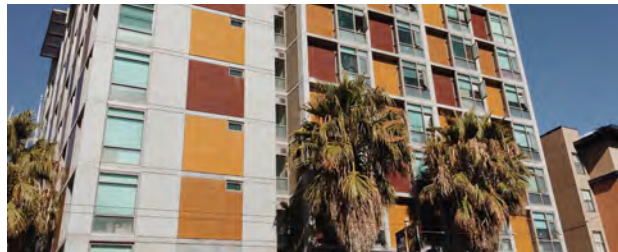
- Total Housing Units: 7,625 Units
- Affordable Housing Units: 2,500
- % Affordability: 33%



STRATEGY FOR NEW HOUSING

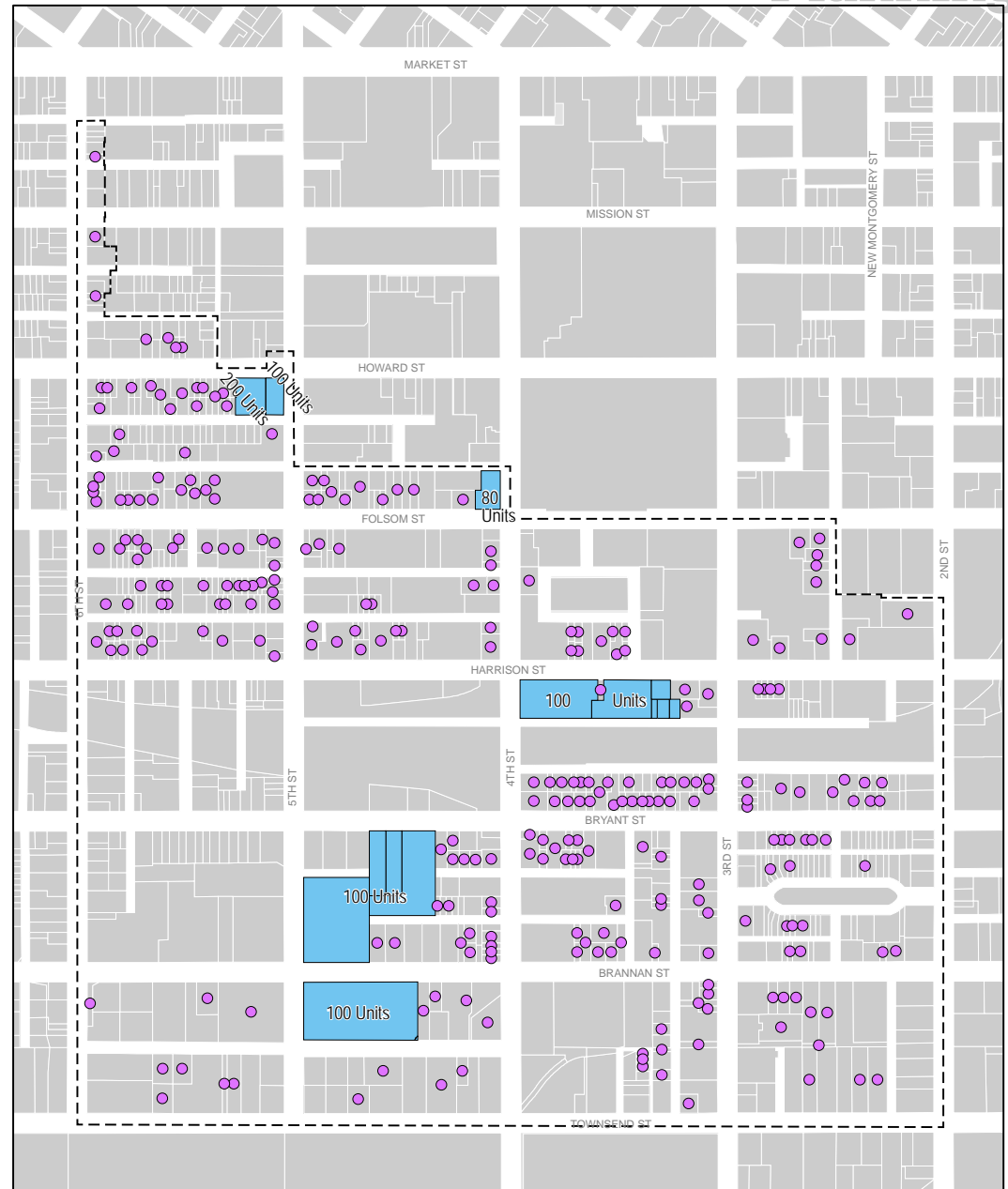
affordability strategy

- **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



Central SoMa

Locations of Affordable Housing

- Known locations of affordable housing
- Potential location for onsite affordable housing

STRATEGY FOR NEW HOUSING

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)

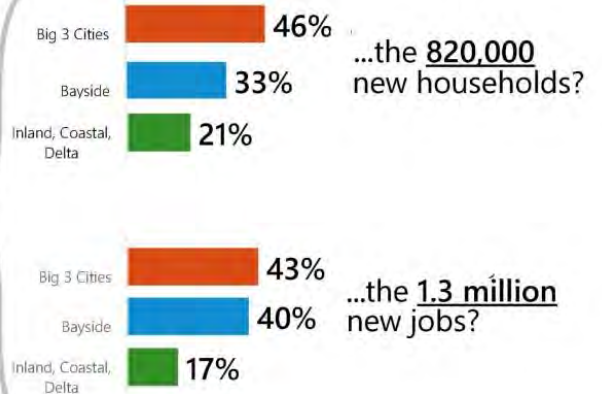
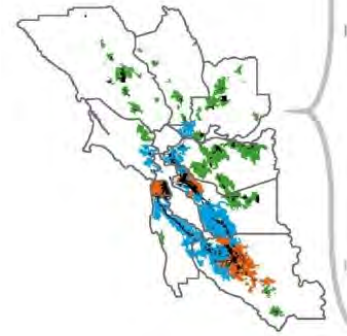
Regional Growth 2010-2040:

+820K households

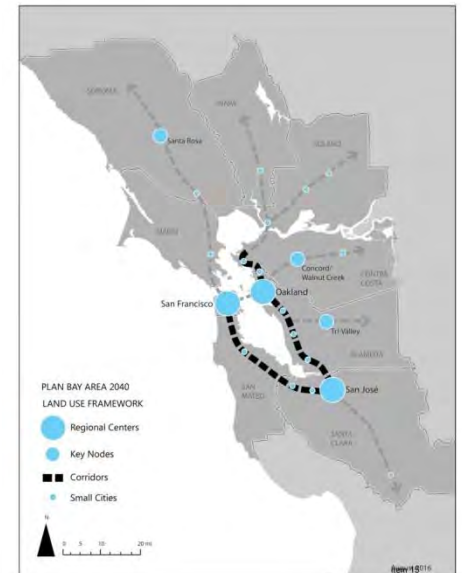
+1.3m jobs

Focus on urban infill Priority Development Areas (PDAs)

Where will the region plan for...



Plan BayArea 2040



Jobs-Housing Growth: SF Share of the Region

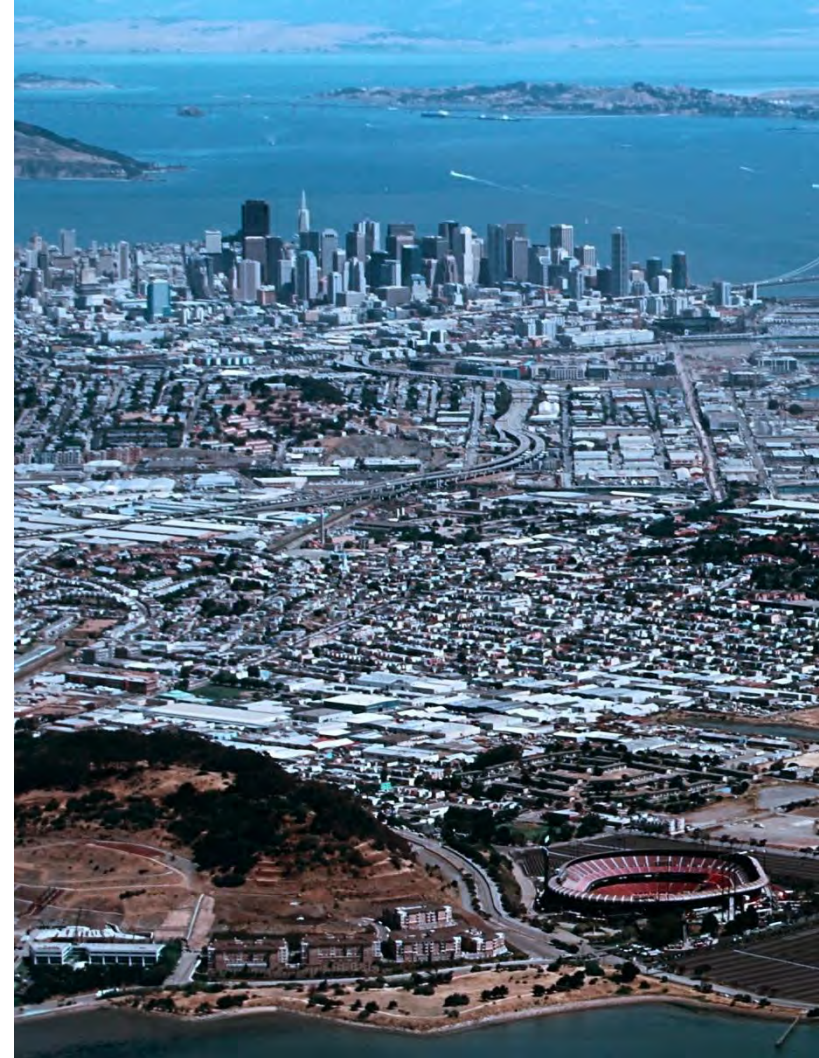
San Francisco 2010-2040:

+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 Rezoning
46,750 jobs

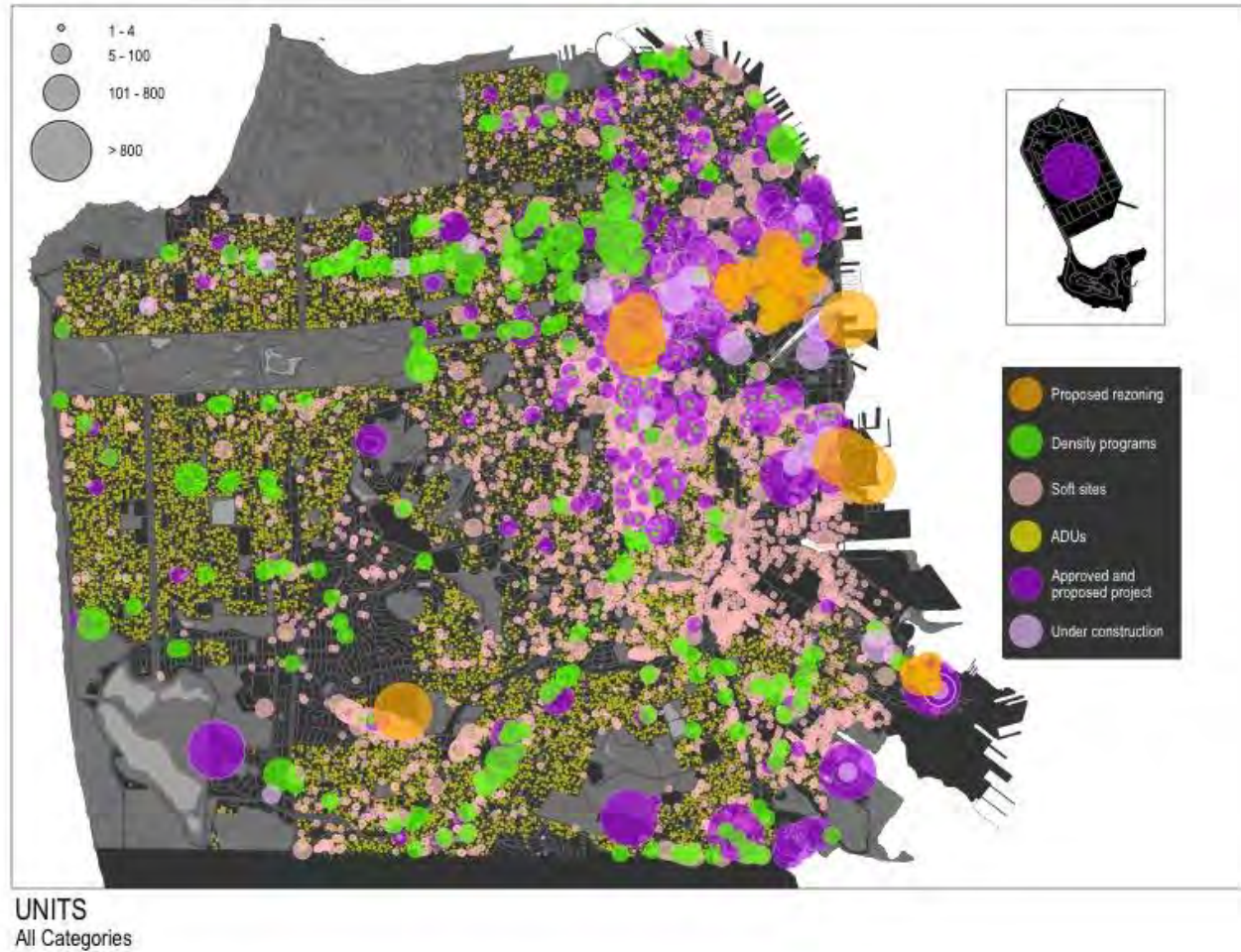


JOBS
All Categories

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 (more so 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

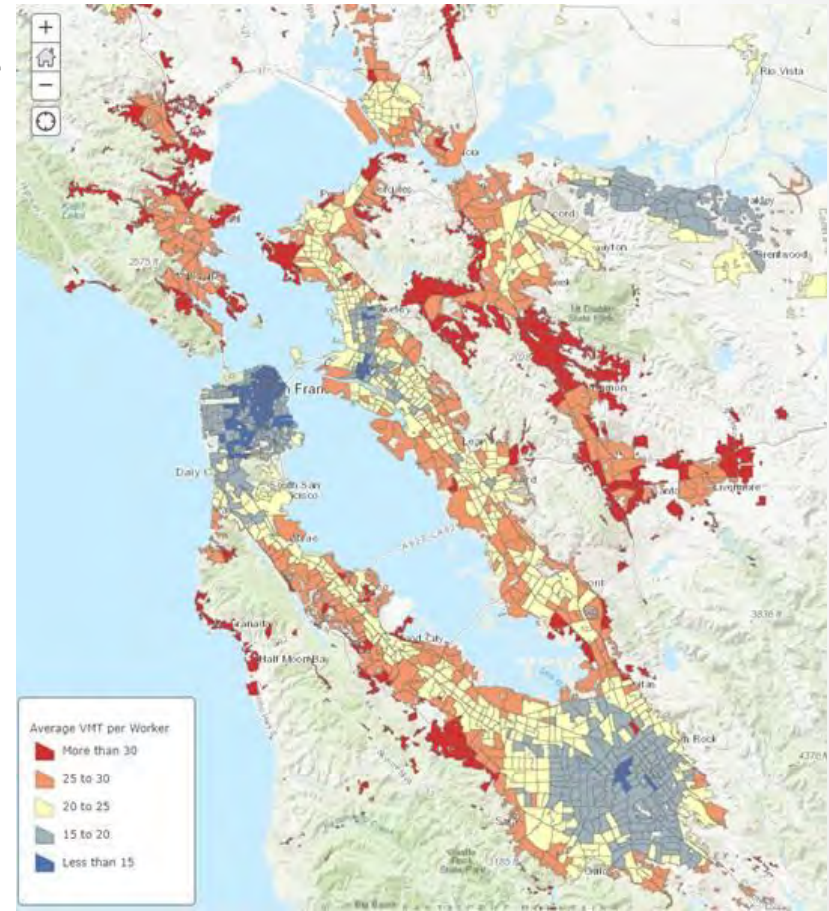


Jobs Need to be Near Regional Transit: SF is transit king in Bay Area

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

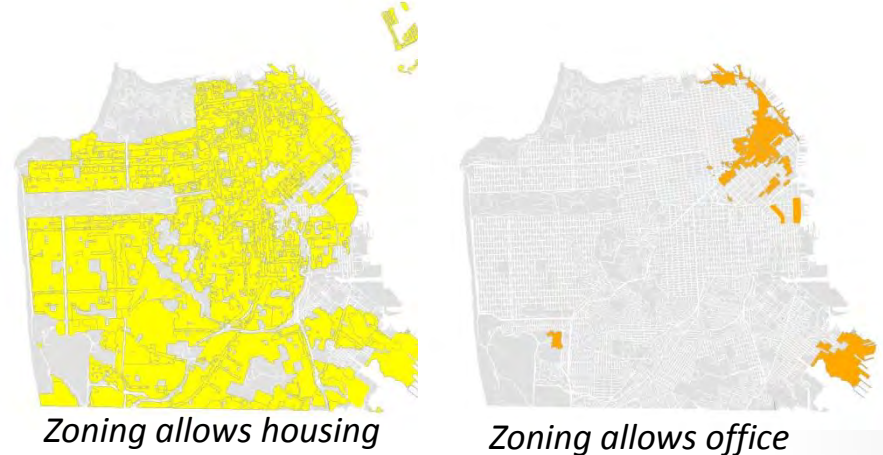
Daily VMT per worker by job location:

- 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

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