Plan starts

2011

Draft Plan released

2012

EIR starts

2013

2nd Draft Plan released

2014

Draft EIR released

2015

Introduction of Legislation

2016

Plan adoption by the Planning Commission (expected)

2017

Plan adoption by the Board of Supervisors (soonest potential)

2018
OUTREACH PROCESS
**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
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
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
1. Accommodate a Substantial Amount of Jobs and Housing
2. Maintain the Diversity of Residents
3. Facilitate an Economically Diversified and Lively Jobs Center
4. Provide Safe and Convenient Transportation that Prioritizes Walking, Bicycling, and Transit
5. Offer an Abundance of Parks and Recreational Opportunities
6. Create an Environmentally Sustainable and Resilient Neighborhood
7. Preserve and Celebrate the Neighborhood’s Cultural Heritage
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
ACCOMMODATE DEMAND

3-D Model of Potential Development

Central SoMa Development Potential

Anticipated Projects Outside of Central SoMa
results

32,000–40,000 jobs
7,060–8,300 housing units
No Plan = $500 million in Public Benefits

Central SoMa Plan = $2.1 Billion in Public Benefits

>400% increase due to the Plan

Plus ~$1 billion in increased General Fund tax revenues
## Public Benefits

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable Housing</td>
<td>38% of total units (including 35% low/moderate income)</td>
<td>$940 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>$170 million</td>
</tr>
<tr>
<td>Complete Streets</td>
<td>Safe and comfortable streets for people walking and biking</td>
<td>$130 million</td>
</tr>
<tr>
<td>Category</td>
<td>Description</td>
<td>Amount</td>
</tr>
<tr>
<td>---------------------------------------</td>
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</tr>
<tr>
<td>Environmental Sustainability</td>
<td>a healthy, resilient, green, and resource-efficient neighborhood</td>
<td>$70 million</td>
</tr>
<tr>
<td>Schools and Childcare</td>
<td>funding to support growing population</td>
<td>$60 million</td>
</tr>
<tr>
<td>Cultural Preservation</td>
<td>funding towards Old Mint and other historic buildings</td>
<td>$40 million</td>
</tr>
<tr>
<td>Community Services</td>
<td>to serve the growing population</td>
<td>$20 million</td>
</tr>
<tr>
<td>TO BE DETERMINED</td>
<td>potentially for social and community programming and maintenance</td>
<td>$70 million</td>
</tr>
</tbody>
</table>
RESPECT AND ENHANCE NEIGHBORHOOD CHARACTER

Old Mint

- $20M towards rehabilitation and restoration

Image courtesy of UNDISCOVRD SF
Transferable Development Rights

- Allow sale of TDR
- Require purchase of TDR (1.25 FAR for large office buildings)
**Ban Lot Consolidation**

Ban the consolidation of lots containing buildings with historic or neighborhood-character buildings.
RESPECT AND ENHANCE NEIGHBORHOOD CHARACTER

Cultural Preservation

- Neighborhood includes culturally important communities
- Plan proposes funding to support social and cultural programming
THANKS

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