

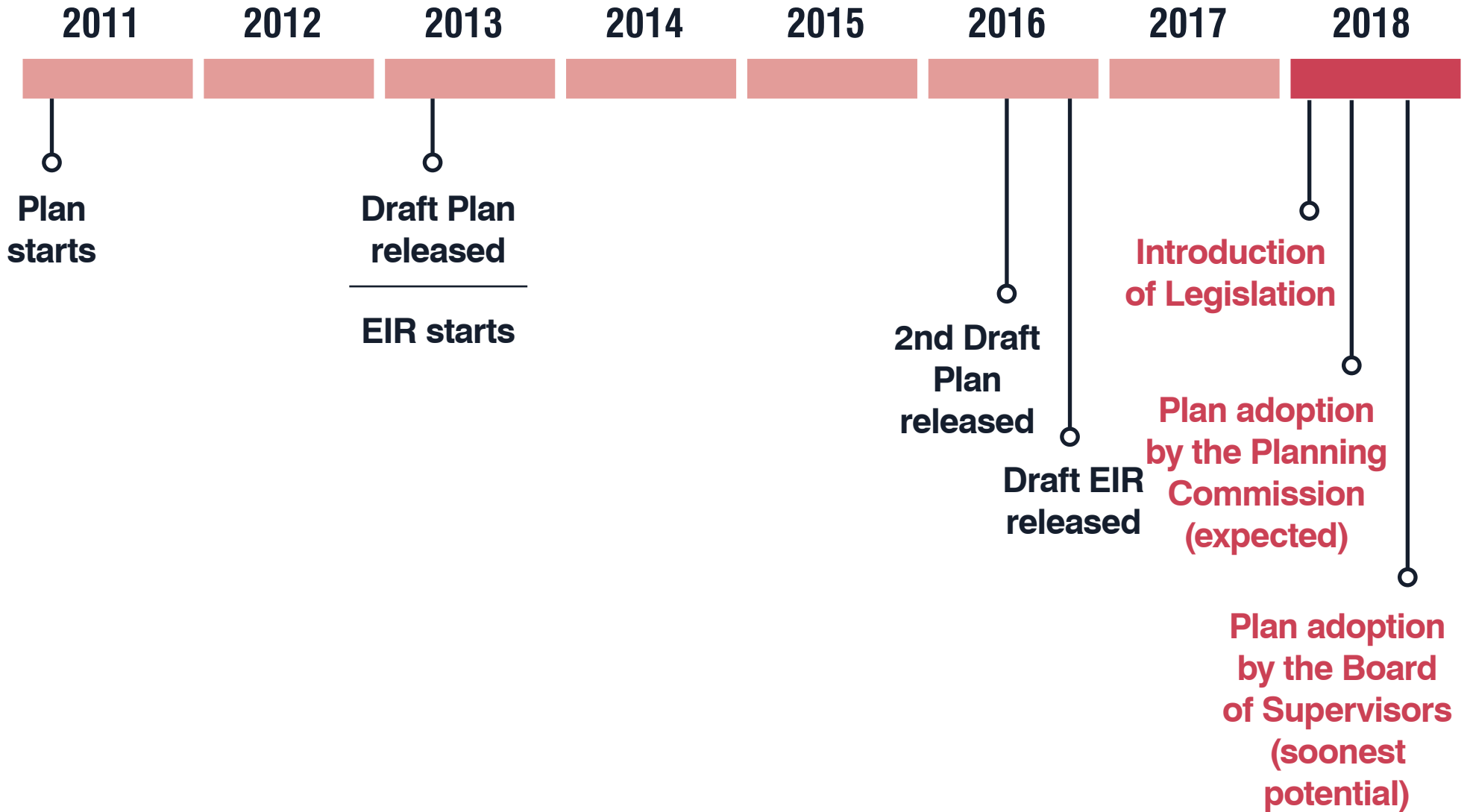


CENTRAL SOMA

PLAN & IMPLEMENTATION STRATEGY

Historic Preservation Commission – March 21, 2018

PLAN TIMELINE



OUTREACH PROCESS



PLAN IMPETUS

Problem

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

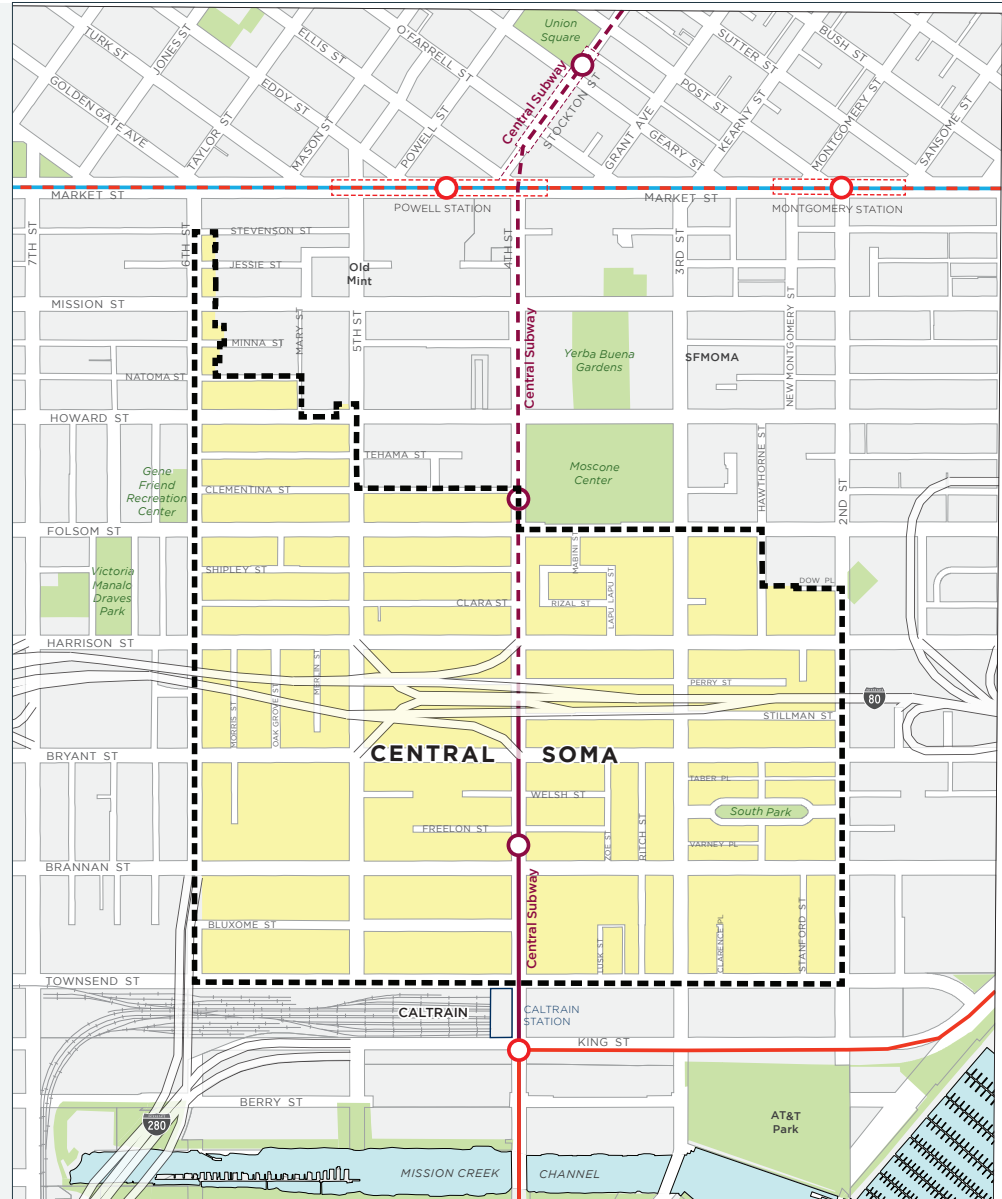
(One part of the) Solution

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



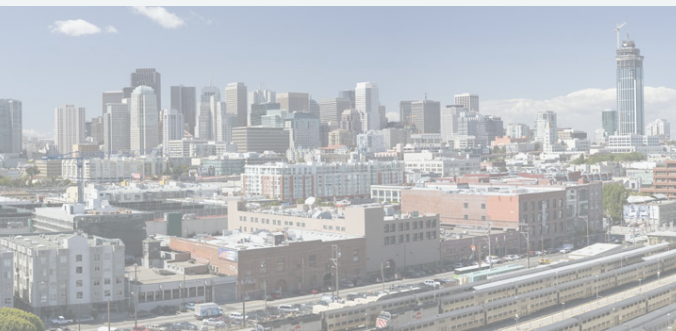
Lack of Public Parks and Greenery



Inefficient Zoning and Insufficient Funding

PLAN GOALS

- 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

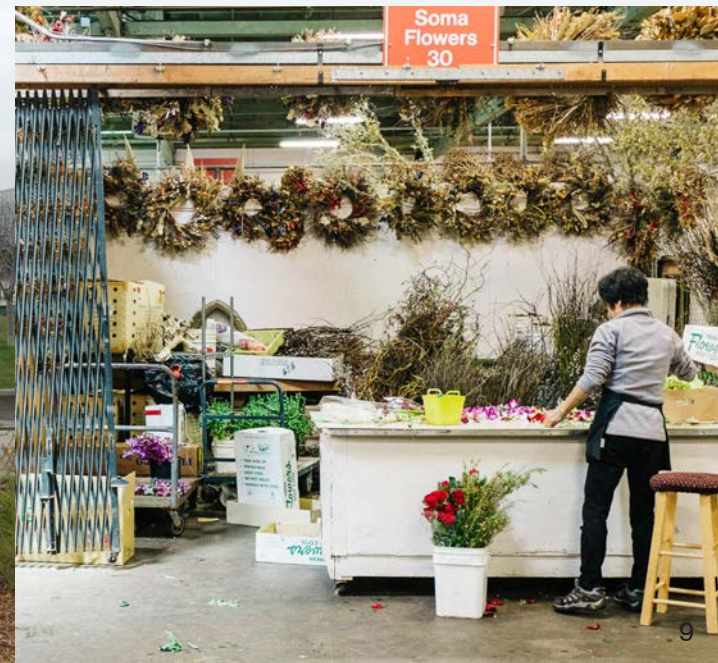
*Accommodate
Demand*

+

*Provide
Public Benefits*

+

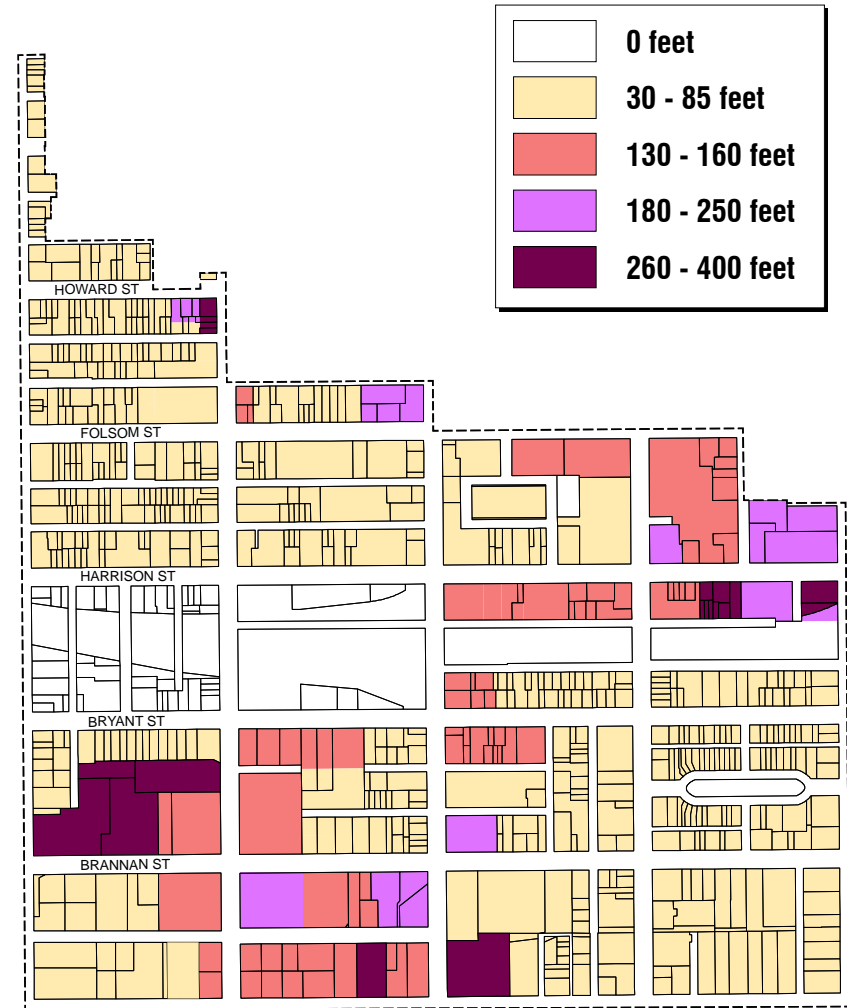
*Respect and
Enhance
Neighborhood
Character*



ACCOMMODATE DEMAND



Existing Development Capacity



Proposed Development Capacity

ACCOMMODATE DEMAND



3-D Model of Existing Buildings (2016)

Digital Model by Skidmore, Owings, & Merrill

ACCOMMODATE DEMAND

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



3-D Model of Potential Development

Digital Model by Skidmore, Owings, & Merrill

ACCOMMODATE DEMAND

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

results

32,000-40,000 jobs

7,060-8,300 housing units



3-D Model of Potential Development

Digital Model by Skidmore, Owings, & Merrill

PUBLIC BENEFITS

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

	<p>Affordable Housing 38% of total units (including 35% low/moderate income)</p>	<p>\$940 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>\$170 million</p>
	<p>Complete Streets safe and comfortable streets for people walking and biking</p>	<p>\$130 million</p>

PUBLIC BENEFITS

	<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>\$60 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 potentially for social and community programming and maintenance</p>	<p>\$70 million</p>

RESPECT AND ENHANCE NEIGHBORHOOD CHARACTER

Old Mint

- \$20M towards rehabilitation and restoration

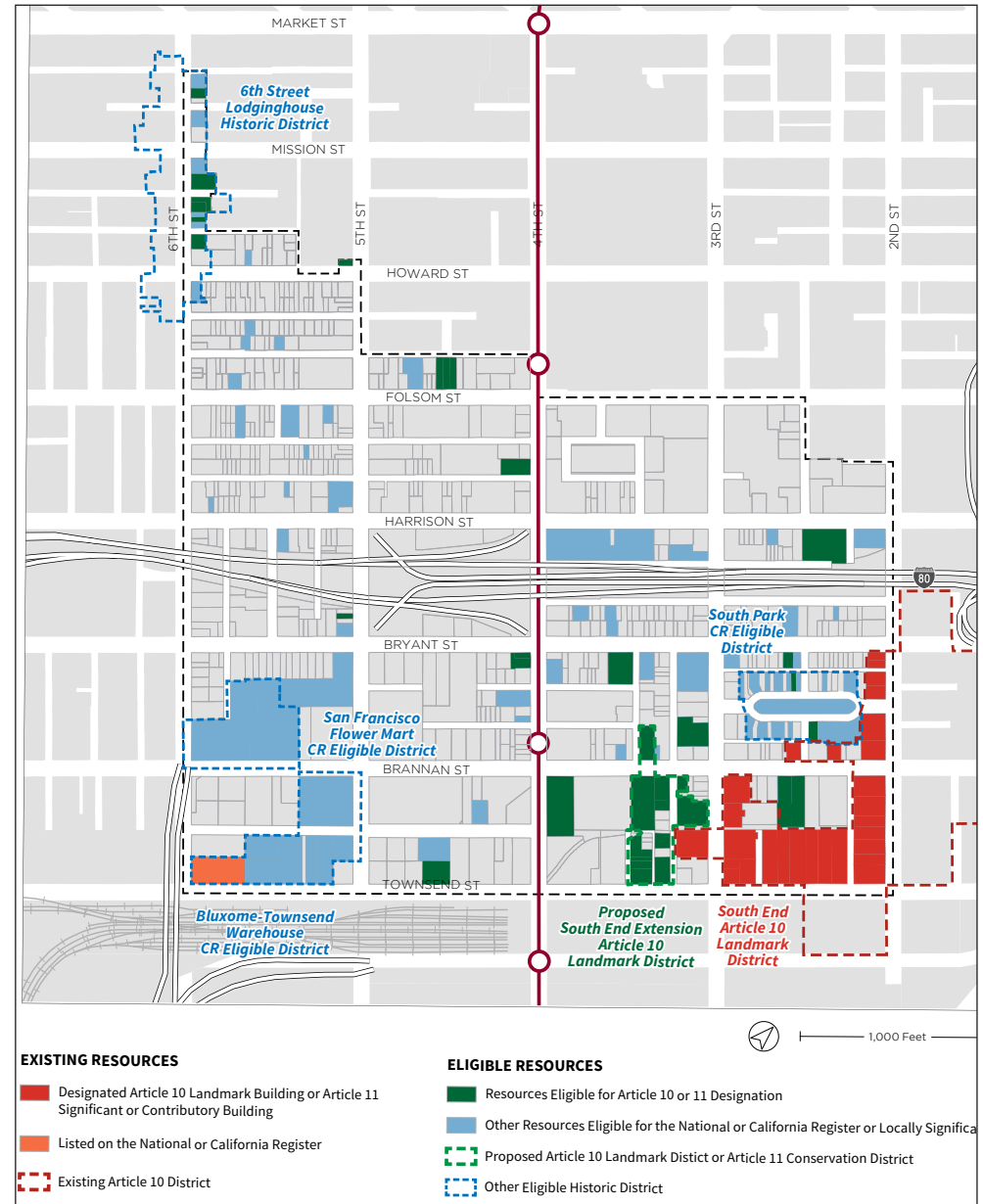


Image courtesy of UNDISCOVERD SF

RESPECT AND ENHANCE NEIGHBORHOOD CHARACTER

Transferable Development Rights

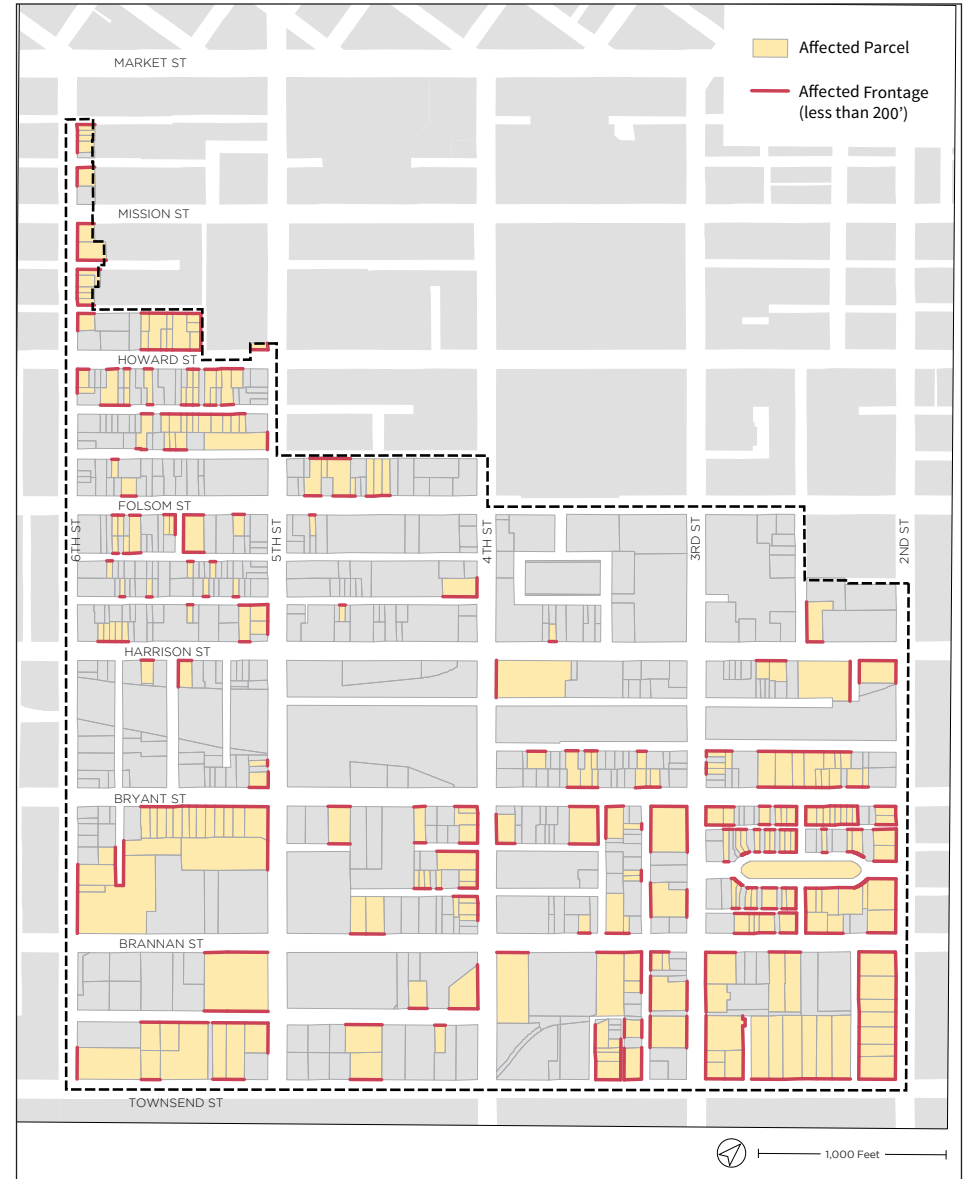
- Allow sale of TDR
- Require purchase of TDR (1.25 FAR for large office buildings)



RESPECT AND ENHANCE NEIGHBORHOOD CHARACTER

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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