CENTRAL SOMA

HOUSING
Planning Commission Informational | March 22, 2018
TODAY: CENTRAL SOMA & HOUSING

1) Central SoMa Delivers Housing

2) Provides Jobs for the City that Cannot Be Accommodated Elsewhere

3) Adding More Housing in Central SoMa Can Be Achieved, With Certain Costs

4) Housing Capacity Is Increasing Across the City

5) More Plans to Increase Housing Capacity are in Development

6) Even More Ideas for Increasing Housing Capacity
HOW MUCH HOUSING IS PROPOSED FOR CENTRAL SOMA?

7,100 HOUSING UNITS

CENTRAL SOMA DELIVERS HOUSING
HOW MUCH HOUSING IS PROPOSED FOR CENTRAL SOMA?

8Msf

OFFICE

= 

8Msf

HOUSING

CENTRAL SOMA DELIVERS HOUSING
CENTRAL SOMA DELIVERS HOUSING

2 HIGH DENSITY HOUSING PLANS = 1 CENTRAL SOMA
RINCON HILL AND TRANSBAY
CENTRAL SOMA DELIVERS HOUSING

CANDLESTICK POINT  ==  CENTRAL SOMA  ==  TREASURE ISLAND
CENTRAL SOMA WILL BE...

50% MORE DENSE THAN PARIS

2X MORE DENSE THAN BARCELONA
CENTRAL SOMA DELIVERS HOUSING

CENTRAL SOMA

MORE HOUSING

MARKET OCTAVIA

60% LARGER AREA
CENTRAL SOMA DELIVERS HOUSING AND MORE

- Most sites will be for housing
- Seven sites will be available for large office
- There will be a mix of other uses: hotels, institutional, ground floor retail, PDR and community facilities
CENTRAL SOMA ALSO PROVIDES FOR JOBS - BETTER THAN ANY OTHER LOCATION
HOUSING IS ALLOWED IN MOST OF SF, WHILE OFFICE SPACE IS CONSTRAINED

ZONING FOR HOUSING

ZONING FOR OFFICE
JOBS/TRANSIT ACCESSIBILITY = ECONOMIC EQUITY

- Lower income households own fewer or no cars
- Job centers away from transit hubs limits access to lower income households
- Jobs centers away from transit can cause unreasonable financial, social and health toll from long car commutes
- Reduce displacement pressure by 25k jobs
ADDING MORE HOUSING TO CENTRAL SOMA PLAN

- **Alternate 1:** Within the EIR & Existing Studies
- **Alternate 2:** Beyond the EIR & With Additional Study

EIR NOW 7,060
EIR MAX 8,320
ADDITIONAL STUDY?
CENTRAL SOMA, COSTLY TO DELAY OR HALT

1) Convert Large Office Sites to Housing

COSTS

- **Delay.** More delay for housing, than for office.
- **Jeopardize Affordable Housing.** Planned in concert with office.
- **Lost Community Benefits.** Planned in concert with office.
- **Re-evaluate Priorities.** Historic South Park, Existing Housing Preservation in alleys, goals underpinning the plan.
ADDING HOUSING ACROSS THE CITY, NOW

- **Existing Housing**: 392,000 units
- **Under Construction**: 6,275 units
- **Entitled, pending construction**: 40,975 units
- **Under Review**: 18,000 units
- **Latent Capacity**: 68,000 units
## Adding Housing Across the City, Now

### Initiatives
- **23,000 units**
  - ADUs
  - HOME-SF
  - 100% Affordable Bonus

### Area Plans
- **23,800 units**
  - Rincon Hill
  - Transbay
  - Market & Octavia
  - Eastern Neighborhoods
  - Western SoMa
  - Balboa Park

### Master Plans
- **34,900 units**
  - Candlestick/Hunters Point
  - Pier 70
  - HOPE SF
  - Mission Rock
  - Executive Park
  - Treasure Island
  - Parkmerced
  - Schlage Lock
  - Trinity
## Housing Production Across the City

### Annual Production

<table>
<thead>
<tr>
<th>Period</th>
<th>Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990s</td>
<td>&lt; 1,000 units</td>
</tr>
<tr>
<td>2000s</td>
<td>&lt; 2,200 units</td>
</tr>
<tr>
<td>2014-2017</td>
<td>4,000 units</td>
</tr>
</tbody>
</table>

![Building icons representing the number of units produced in each period]
HOUSING PRODUCTION, UP NEXT

In Progress Now

• 700 Innes/India Basin Master Plan | 1,200 units
• The “HUB” Area Plan | 2,500 units
• Potrero Power Station/PG&E Master Plan | 2,700 units
• Balboa Reservoir Master Plan | 1,100 units
About to Begin

- Study of 4th & King Railyards + vicinity, including possibly Western SoMa and parts of Showplace Square & Central SoMa | # units
- New density bonus for plan areas | # units
- Potential Neighborhood Discussions | # units
  - Excelsior
  - District 9 (Mission, Cesar Chavez to Randall)
  - Alemany Corridor
  - The Portola
  - The Bayview (industrial parcels on 3rd Street)
HOUSING PRODUCTION, WANT MORE?

Nascent Ideas

- Further expand ADU program
- “Missing Middle” added density in low-scale, mid-scale form
- New neighborhood or corridor-specific planning
- Pushing developers to study more housing during CEQA
- Producing housing faster could improve feasibility
SUMMARY

1) Central SoMa Delivers a Great Deal of Housing
2) Provides Jobs for the City that Cannot Be Accommodated Elsewhere
3) Adds More Housing in Central SoMa Can Be Achieved With Certain Costs
4) Adds Housing Capacity Is Happening Across the City
5) More Plans to Increase Housing Capacity Under Development
6) Even More Ideas for Increasing Housing Capacity
MAXIMIZING HOUSING

CONTEXT

• Proposed Plan: 7,060 units
• EIR-analyzed maximum: 8,320 units
• Difference: 1,260 units
PROPOSAL

• Raise “commercial-orientation” site threshold from 30k to 40k = 640 net units
• Rezone WMUO to CMUO = 600 net units

RESULT

• Plan potential for 8,300 units
• Reduction in potential for jobs to 33,000
## PUBLIC BENEFITS

Proposal for $70M of “TBD” benefits

<table>
<thead>
<tr>
<th>BENEFIT</th>
<th>$/YR</th>
<th>$/25 YRS</th>
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</thead>
<tbody>
<tr>
<td>Social and cultural programming</td>
<td>$1,000,000</td>
<td>$25 million</td>
</tr>
<tr>
<td>Park and greenery maintenance and activation</td>
<td>$600,000</td>
<td>$15 million</td>
</tr>
<tr>
<td>Capital for cultural amenities (e.g., YBG)</td>
<td>N/A</td>
<td>$15 million</td>
</tr>
<tr>
<td>Neighborhood cleaning</td>
<td>$350,000</td>
<td>$8.75 million</td>
</tr>
<tr>
<td>Bessie Carmichael supplemental services</td>
<td>$250,000</td>
<td>$6.25 million</td>
</tr>
</tbody>
</table>
Rental housing

- Issue: Projects have become economically infeasible
- Proposal: Removal of CFD on rental projects (up to $1.75/sqft)
- Results:
  - Return to economic feasibility
  - Loss of $20M-$30M in public benefits revenue
  - Need to make commensurate reductions in the public benefits package
Timing for delivery of public benefits

Delivered before/with new development:

• Affordable housing on-site or off-site
• Production, distribution, and repair space
• Some parks, rec centers, and all POPOS
• On-site environmental benefits (e.g., living roofs, stormwater retention)
• On-site childcare
• On-site community facilities
• Transferable Development Rights
Timing for delivery of public benefits

Delivered after new development:

• In-lieu fee-funded affordable housing
• Transit and complete streets
• Other new parks and rehabilitation of existing parks
• Environmental benefits on public land
• School improvements and fee-funded childcare
• Capital funding for Old Mint, cultural facilities, and community facilities
Timing for delivery of public benefits

Delivered ongoingly:

- Park and greenery maintenance
- School services (Bessie Carmichael)
- Cultural and social programming
- Neighborhood cleaning
• Input from HPC
• Old Mint
• Affordable Housing
• Community Oversight
• Flower Mart
THANKS

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