

#180651

<http://centralsoma.sfplanning.org>

San Francisco  
**Planning**



# CENTRAL SOMA

**PLAN & IMPLEMENTATION STRATEGY**

Board of Supervisors - CEQA Appeal Hearing  
September 25, 2018



# TODAY'S PRESENTATION

## **1 Central SoMa Plan Overview**

## **2 Plan Rationale & Benefits**

- » **Land Use Context**
- » **Transportation**
- » **Environmental Sustainability & Health**
- » **Community Development**

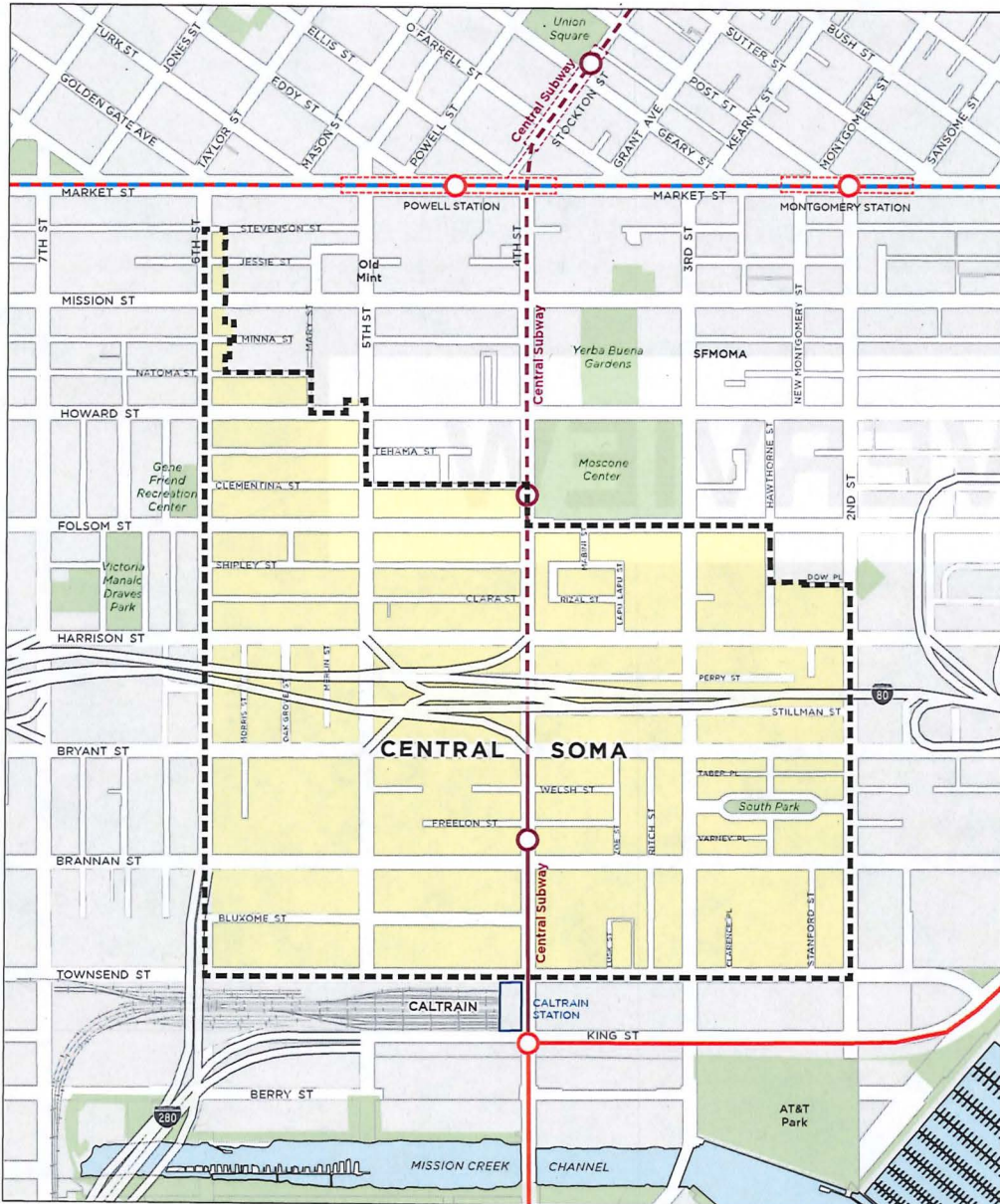




**PLAN OVERVIEW**



**PLAN AREA**



**PLAN VISION**  
**A sustainable neighborhood:  
 socially, economically,  
 environmentally**

- - - Central Subway under construction, expected to open in 2019
- - - BART/Muni Metro Subway
- Muni Metro (Surface)



**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**

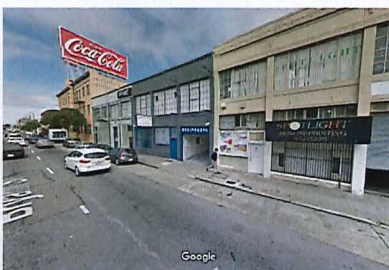
*address what's not*



**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





**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

- 32,500 jobs  
- 8,570 housing units



*3-D Model of Potential Development*

Digital Model by Skidmore, Owings, & Merrill



**PUBLIC BENEFITS PACKAGE**

**No Plan = \$500 million in Public Benefits**

**Central SoMa Plan = \$2.2 Billion in Public Benefits**

**400% increase due  
to the Plan**

**Plus ~\$1 billion in  
increased General  
Fund tax revenues**

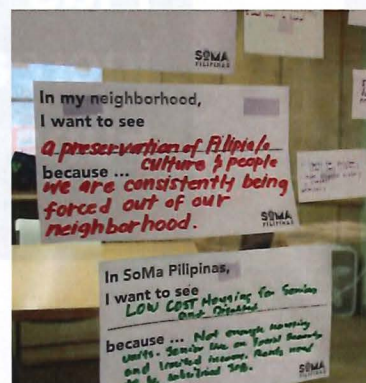
**NOTE:** Public benefits package represents funds raised over the life of the plan (estimated as 25 years) in 2017 dollars.




## OUTREACH PROCESS: 2011 - 2018



- 15 public workshops, office hours, charrettes, walking tours
- Public surveys
- 17 hearings at Planning Commission & Historic Preservation Commission
- 5 hearings at Board of Supervisors (Rules & Land Use Committees)





An aerial photograph of a dense urban cityscape, likely San Francisco, showing a mix of high-rise buildings and lower-rise structures. A prominent green park area is visible in the center. The image is overlaid with a white rectangular box containing the title text.

# PLAN RATIONALE & BENEFITS



## PLAN RATIONALE & BENEFITS

- 1. TRANSIT-ORIENTED DEVELOPMENT:** Central SoMa is an ideal location for a dense neighborhood with jobs and housing
- 2. TRANSPORTATION:** Central SoMa advances a sustainable and efficient transportation system
- 3. ENVIRONMENTAL SUSTAINABILITY & HEALTH:** Central SoMa will maximize parks, landscaping, and green buildings
- 4. COMMUNITY DEVELOPMENT:** Central SoMa addresses affordable housing and cultural preservation goals



## 1. TRANSIT ORIENTED DEVELOPMENT: Central SoMa is an ideal location for a dense neighborhood with jobs and housing

**Transit-Oriented Development =  
An essential environmental protection  
strategy**

- Consistent with CA State Bill 375 (2008) & MTC's Plan Bay Area
- Less sprawl means:
  - Less congestion, GHG emissions, and air pollution
  - More efficient provision of infrastructure
  - Better access to jobs, housing, and services
  - Improved public health & social equity





# 1. TRANSIT ORIENTED DEVELOPMENT: Central SoMa is an ideal location for a dense neighborhood with jobs and housing

## Central SoMa delivers jobs

- Locating jobs near transit is more likely to increase transit trips
- Building office space could help reduce rent and displacement pressure on nonprofits and small businesses
- If we don't build in city centers, it's likely to be built in suburban office parks, with negative environmental & social equity impacts





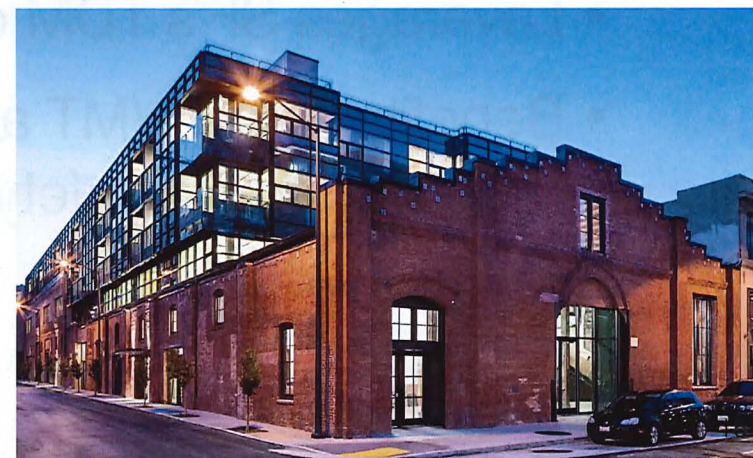
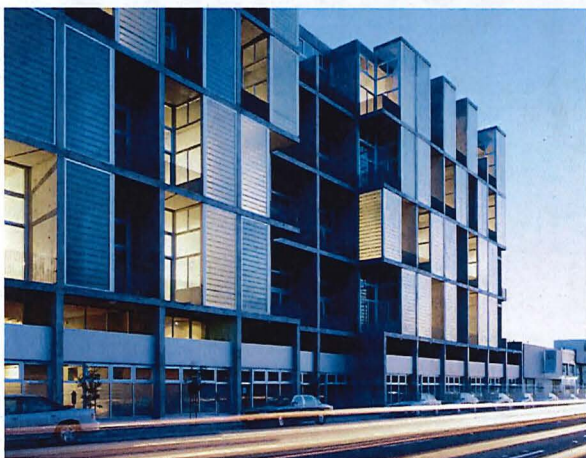
## 1. TRANSIT ORIENTED DEVELOPMENT: Central SoMa is an ideal location for a dense neighborhood with jobs and housing

### Central SoMa delivers housing

- Capacity for 8,570 new units
- More square footage for housing vs. jobs (9.5mn vs 6.5mn sf)
- More housing than the Rincon Hill and Transbay Plans combined

### Citywide, SF is doing its part to build housing

- Through 2040, capacity for 143k units is planned/proposed, enough for 190k workers (meanwhile, the City will add space for 170k jobs)





## 2. TRANSPORTATION: Central SoMa advances a sustainable and efficient transportation system

- Leverages new Central Subway line, Caltrain Electrification, and nearby Transbay Transit Center
- Adds \$500mn in funding for local and regional transit
- Adds \$100mn to build Complete Streets suitable for walking, biking, and transit while still accommodating cars
- Leverages SF's TDM ordinance
- Benefits: lower VMT and emissions; improved traffic safety & public health





### 3. ENVIRONMENTAL SUSTAINABILITY & HEALTH: Central SoMa will maximize parks, landscaping, and green buildings

#### The Plan will invest \$65million in:

- Landscaping and stormwater management on streets and parks
- Greening and air quality improvements along the I-80 freeway

#### Enhanced green building requirements:

- 100% GHG free electricity
- Green roofs & solar panels

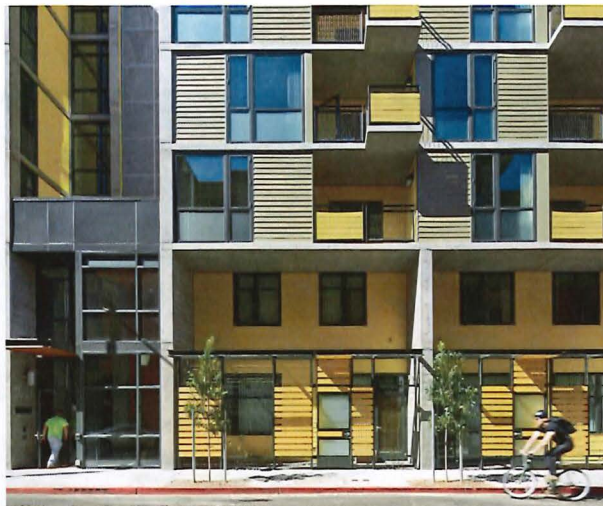
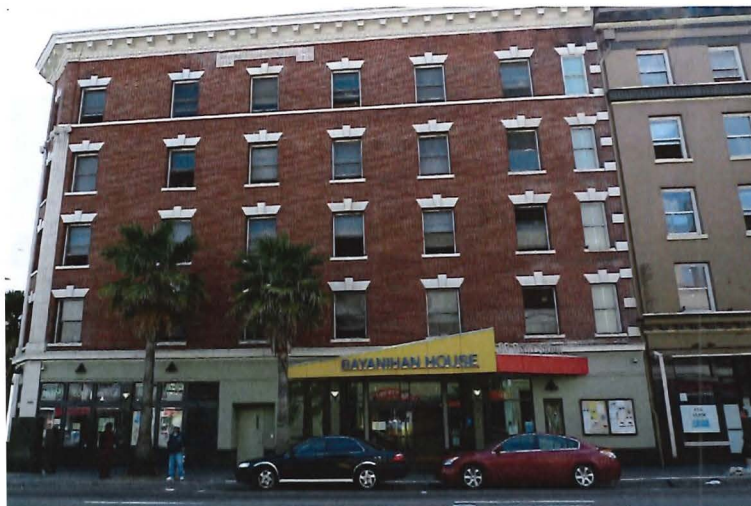




## 4. COMMUNITY DEVELOPMENT: Central SoMa addresses affordable housing and cultural preservation goals

### The Plan achieves 33% affordable units

- New production through: on-site, off-site, fee, & land dedication
- Stabilization of existing affordable & rent-controlled units
- Housing Sustainability District will accelerate housing production for both affordable and market-rate units





## 4. COMMUNITY DEVELOPMENT

### HOUSING, SERVICES, CULTURAL PRESERVATION, & SMALL BUSINESS FUNDS

Category	Use	Allocation
<b>Affordable Housing</b>	To meet the target of 33% BMR units	\$940,000,000
<b>Production, Distribution, &amp; Repair</b>	Preservation & creation of PDR space (can be used for community facilities)	\$180,000,000
<b>Cultural Preservation &amp; Community Services</b>	Historic preservation (Old Mint & TDR program)	\$40,000,000
	New community facilities (e.g. health care clinics and job training centers)	\$20,000,000
	Social and cultural programming	\$25,000,000
	PDR relocation assistance fund	\$10,000,000
	Capital for cultural amenities	\$15,000,000
<b>Schools &amp; Childcare</b>	Schools & childcare facilities; services at Bessie Carmichael School	\$64,000,000
<b>TOTAL</b>		<b>\$1.3BN</b> <i>(60% of public benefits pkg)</i>



## SUMMARY

- 1. TRANSIT-ORIENTED DEVELOPMENT:** Central SoMa is an ideal location for a dense neighborhood with jobs and housing
- 2. TRANSPORTATION:** Central SoMa advances a sustainable and efficient transportation system
- 3. ENVIRONMENTAL SUSTAINABILITY & HEALTH:** Central SoMa will maximize parks, landscaping, and green buildings
- 4. COMMUNITY DEVELOPMENT:** Central SoMa addresses affordable housing and cultural preservation goals