



CENTRAL SOMA

PLAN & IMPLEMENTATION STRATEGY

Planning Commission - July 27, 2017

PLAN IMPETUS

Problem

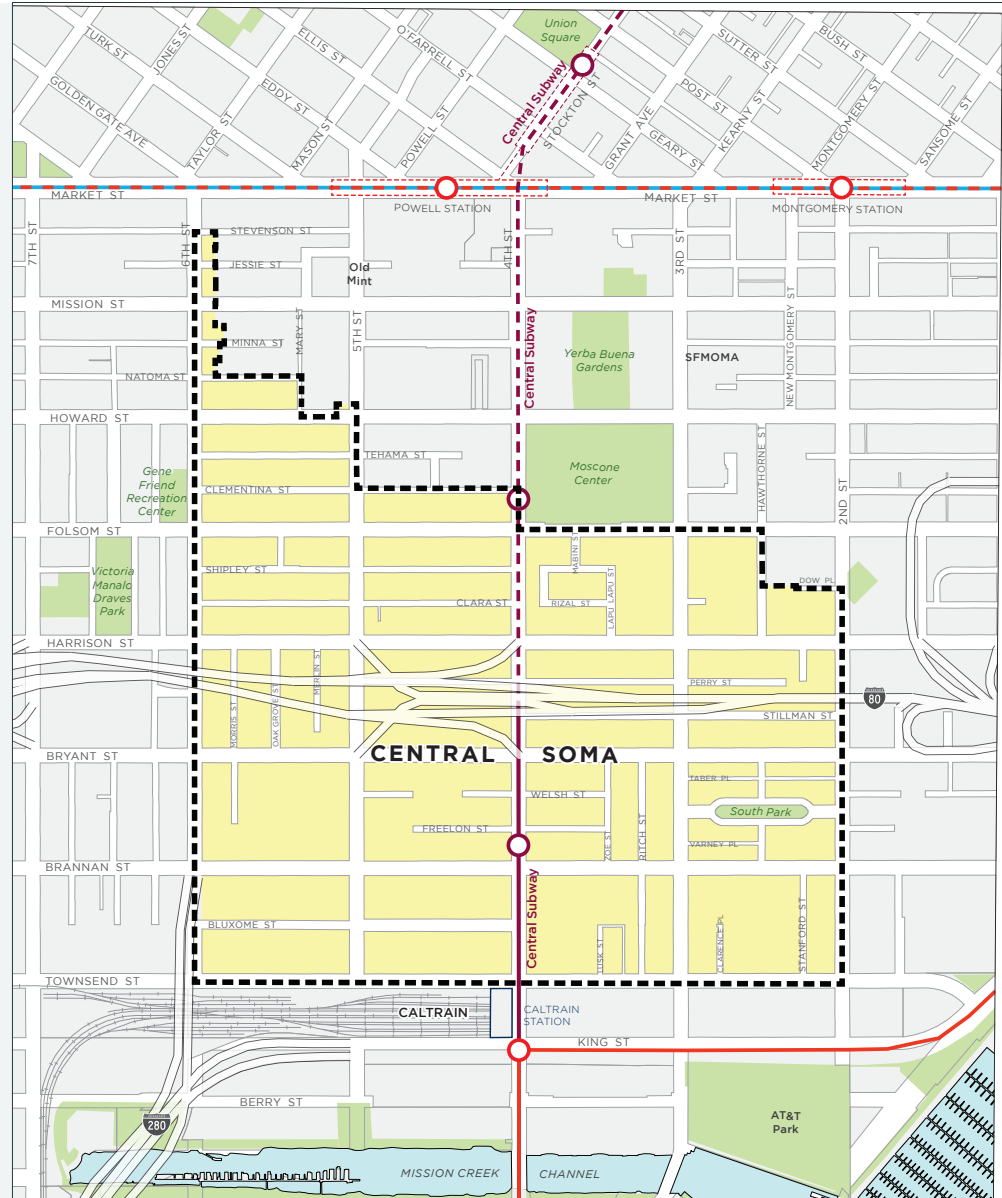
High growth demand is causing social, economic, and environmental issues

(one part of the) Solution

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



PLAN AREA



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*



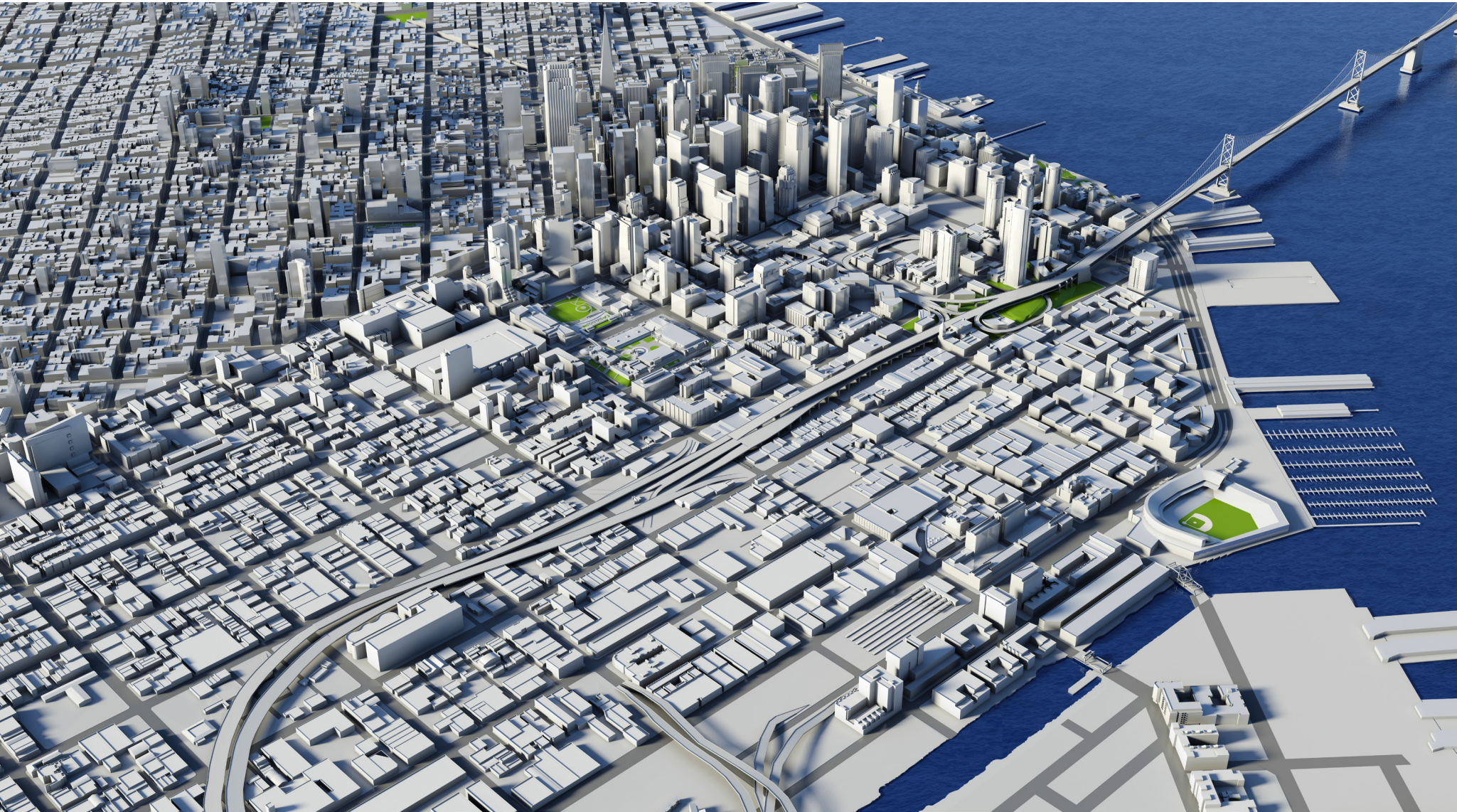
EXISTING AND PROPOSED DEVELOPMENT CAPACITY



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

JOBS-HOUSING BALANCE

Housing Capacity

Net Units

- 1 - 4
- 5 - 100
- 100 - 799
- > 800

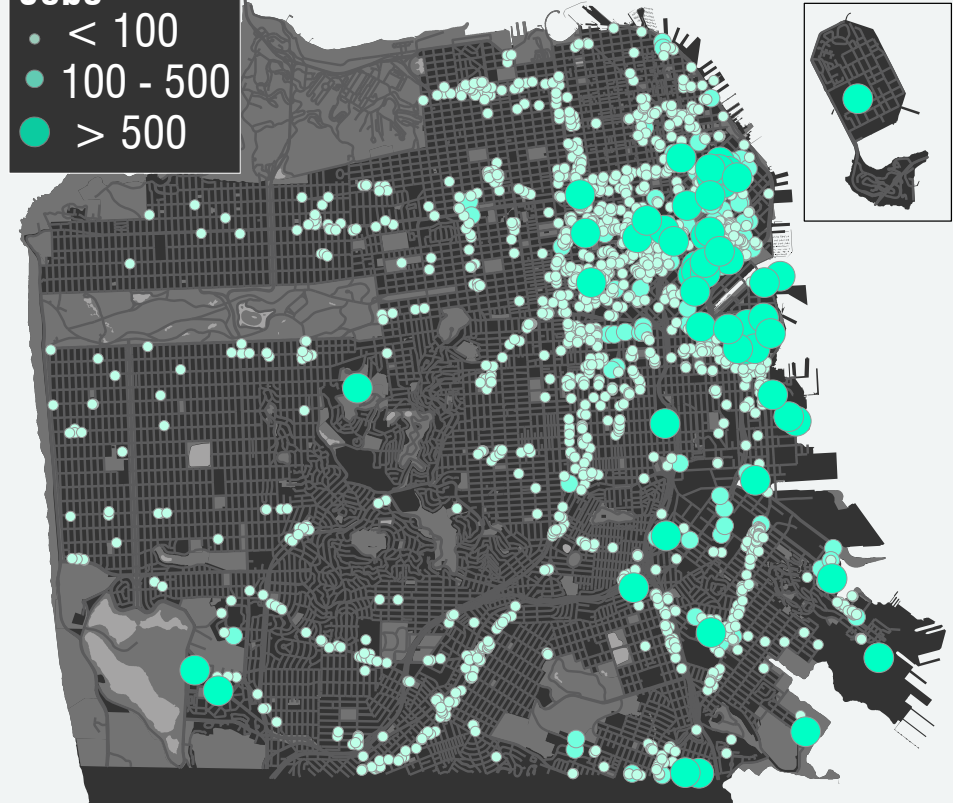


SAN FRANCISCO: 140,000 UNITS

Jobs Capacity

Jobs

- < 100
- 100 - 500
- > 500



SAN FRANCISCO: 180,000 JOBS

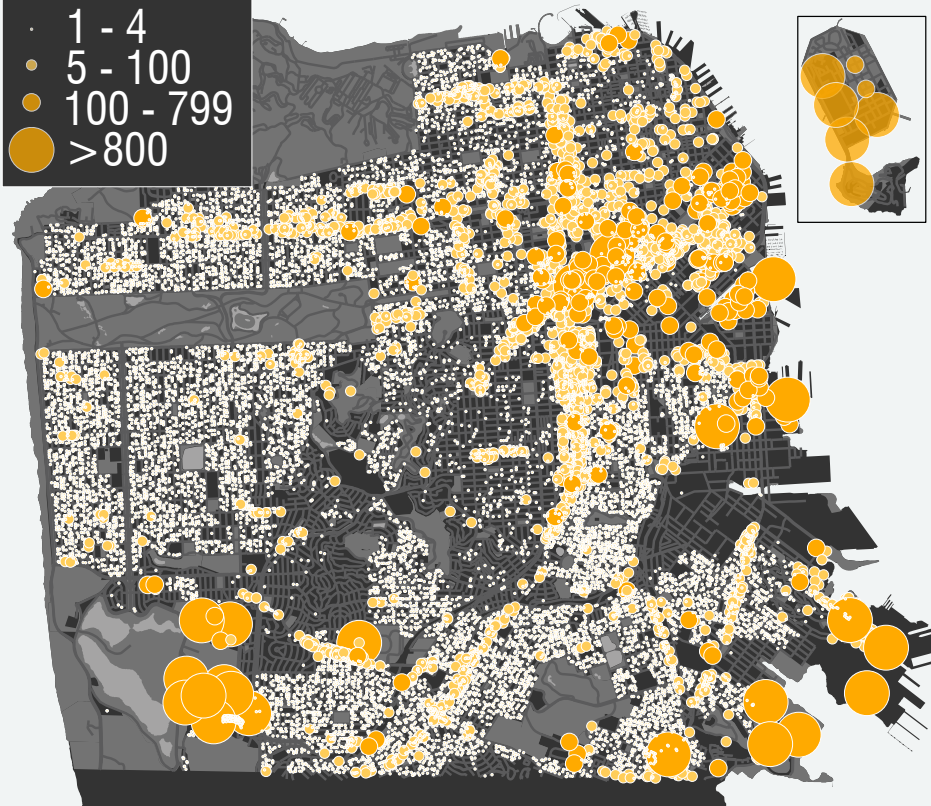
“Capacity” reflects existing and anticipated zoning

JOBS-HOUSING BALANCE

Housing Capacity

Net Units

- 1 - 4
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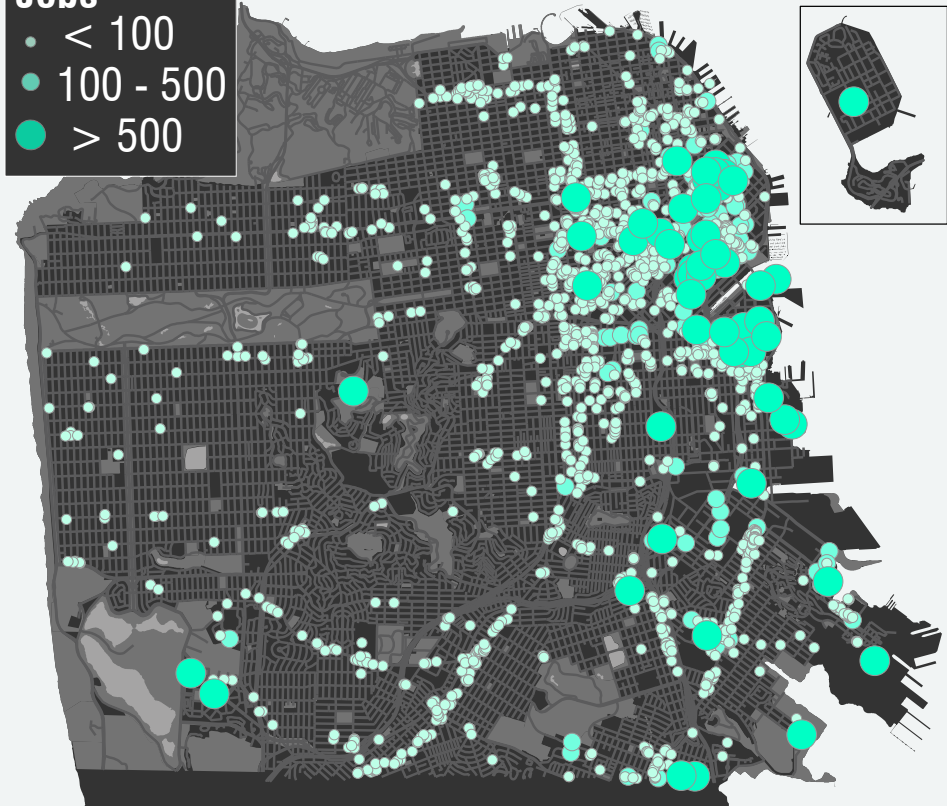
SAN FRANCISCO: 140,000 UNITS

CENTRAL SOMA: 7,800 UNITS

Jobs Capacity

Jobs

- < 100
- 100 - 500
- > 500



SAN FRANCISCO: 180,000 JOBS

CENTRAL SOMA: 40,000 JOBS

“Capacity” reflects existing and anticipated zoning

PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

No = \$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

	Affordable Housing 33 percent of total units	\$900 million
	Transit investment in both local and regional service	\$500 million
	Production, Distribution, & Repair (including Arts) no net loss of PDR space due to the Plan	\$180 million
	Parks and Recreation transformative improvements such as parks, plazas, and recreation centers	\$160 million
	Complete Streets safe and comfortable streets for people walking and biking	\$130 million

PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

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

PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

additional strategies:

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



COLLABORATION AND NEXT STEPS



An aerial photograph of a dense urban area in San Francisco, featuring numerous high-rise buildings, streets, and green spaces. The entire image is overlaid with a semi-transparent red filter. A white rectangular box is centered in the upper half of the image, containing the word "THANKS" in red capital letters.

THANKS

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