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

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

- 0 feet
- 30 - 85 feet
- 130 - 160 feet
- 180 - 250 feet
- 260 - 400 feet
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
“Capacity” reflects existing and anticipated zoning
San Francisco: 140,000 units
Central SoMa: 7,800 units

San Francisco: 180,000 jobs
Central SoMa: 40,000 jobs

“Capacity” reflects existing and anticipated zoning
No = $500 million in Public Benefits
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
<table>
<thead>
<tr>
<th>PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Affordable Housing</strong></td>
</tr>
<tr>
<td>33 percent of total units</td>
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<tr>
<td><strong>Transit</strong></td>
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<tr>
<td>investment in both local and regional</td>
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<tr>
<td>service</td>
</tr>
<tr>
<td><strong>Production, Distribution, &amp; Repair</strong></td>
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<tr>
<td>(including Arts) no net loss of PDR</td>
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<tr>
<td>space due to the Plan</td>
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<tr>
<td><strong>Parks and Recreation</strong></td>
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<tr>
<td>transformative improvements such as</td>
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<tr>
<td>parks, plazas, and recreation centers</td>
</tr>
<tr>
<td><strong>Complete Streets</strong></td>
</tr>
<tr>
<td>safe and comfortable streets for people</td>
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<tr>
<td>walking and biking</td>
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</tbody>
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### PUBLIC BENEFITS AND NEIGHBORHOOD CHARACTER

<table>
<thead>
<tr>
<th>Category</th>
<th>Funding</th>
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</thead>
<tbody>
<tr>
<td>Environmental Sustainability</td>
<td>$70 million</td>
</tr>
<tr>
<td>a healthy, resilient, green, and resource-efficient neighborhood</td>
<td></td>
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<tr>
<td>Schools and Childcare</td>
<td>$50 million</td>
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<tr>
<td>funding to support growing population</td>
<td></td>
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<tr>
<td>Cultural Preservation</td>
<td>$40 million</td>
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<tr>
<td>funding towards Old Mint and other historic buildings</td>
<td></td>
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<tr>
<td>Community Services</td>
<td>$20 million</td>
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<td>to serve the growing population</td>
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</tbody>
</table>
additional strategies:

- Require active ground floors
- Protect landmark buildings
- Limit lot mergers
- Engage community partners
COLLABORATION AND NEXT STEPS
THANKS

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