

An aerial photograph of the Central Soma neighborhood in San Francisco. The image shows a dense urban area with a mix of building heights, from low-rise structures to taller commercial buildings. A major highway, likely the I-805, runs along the left side of the frame. The text 'CENTRAL SOMA' is overlaid on the left side of the image in a large, bold, maroon font.

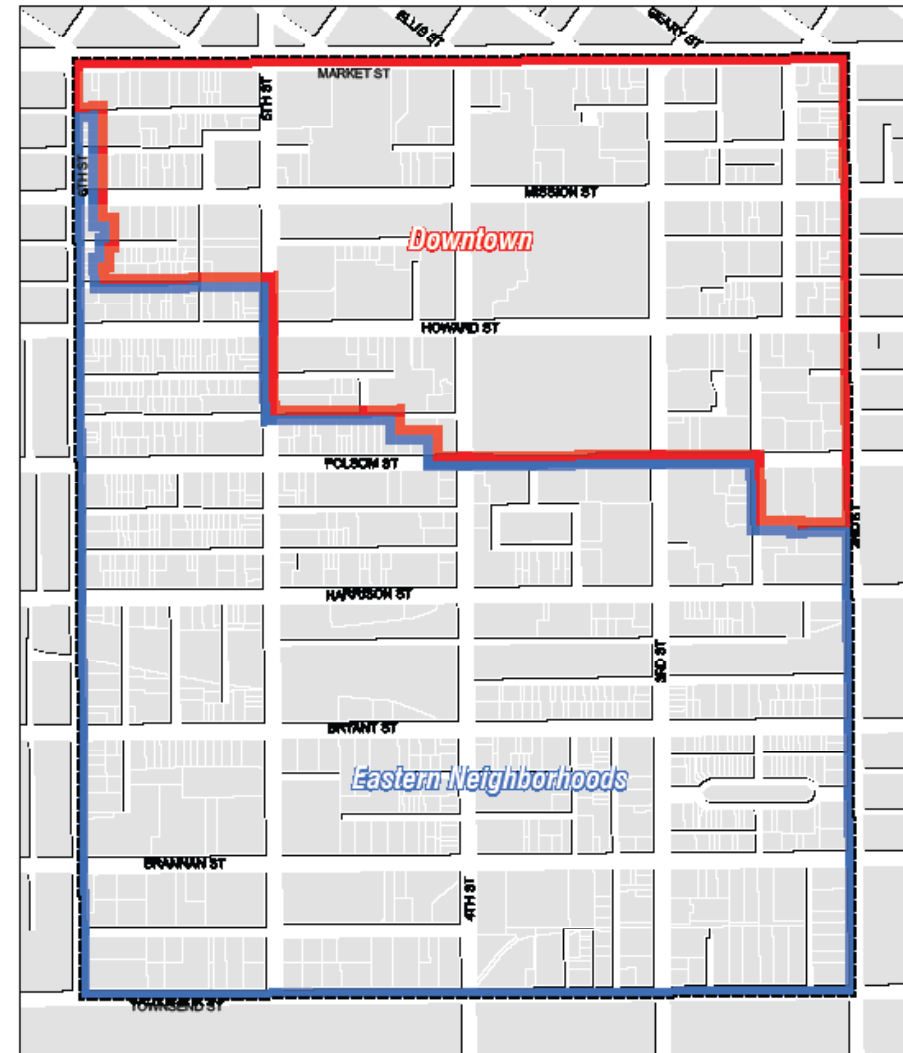
CENTRAL SOMA

Steve Wertheim
San Francisco Planning Department
Arts Commission - May 2, 2016

PLAN IMPETUS

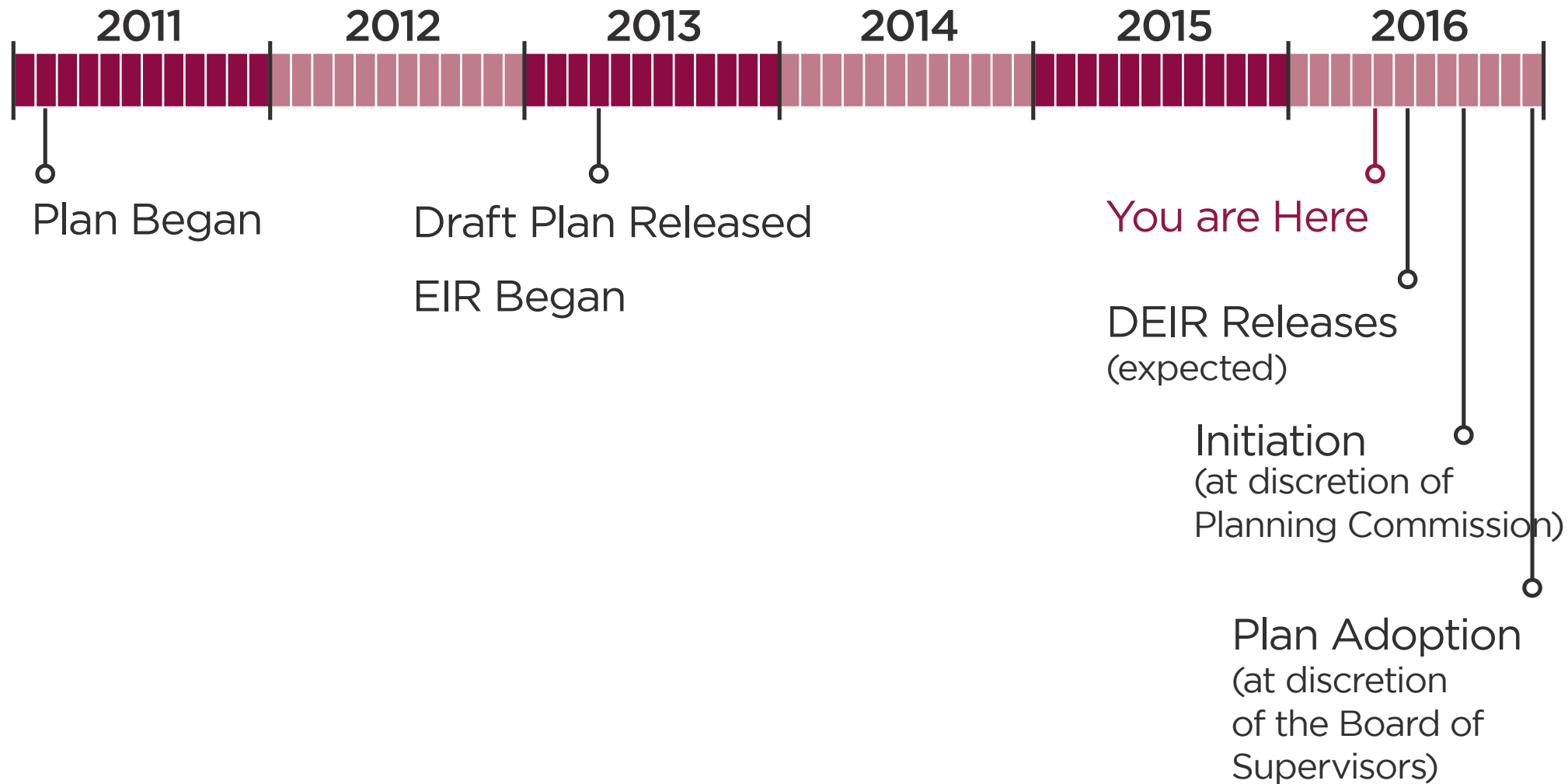
- Demand for new space for housing and jobs
- Central SoMa has transportation and developable land

PLAN AREA BOUNDARIES



Central SoMa
Eastern Neighborhoods and Downtown

PLAN TIMELINE



PLAN PURPOSE



IMPLEMENTATION STRATEGY

KEEP WHAT'S GREAT



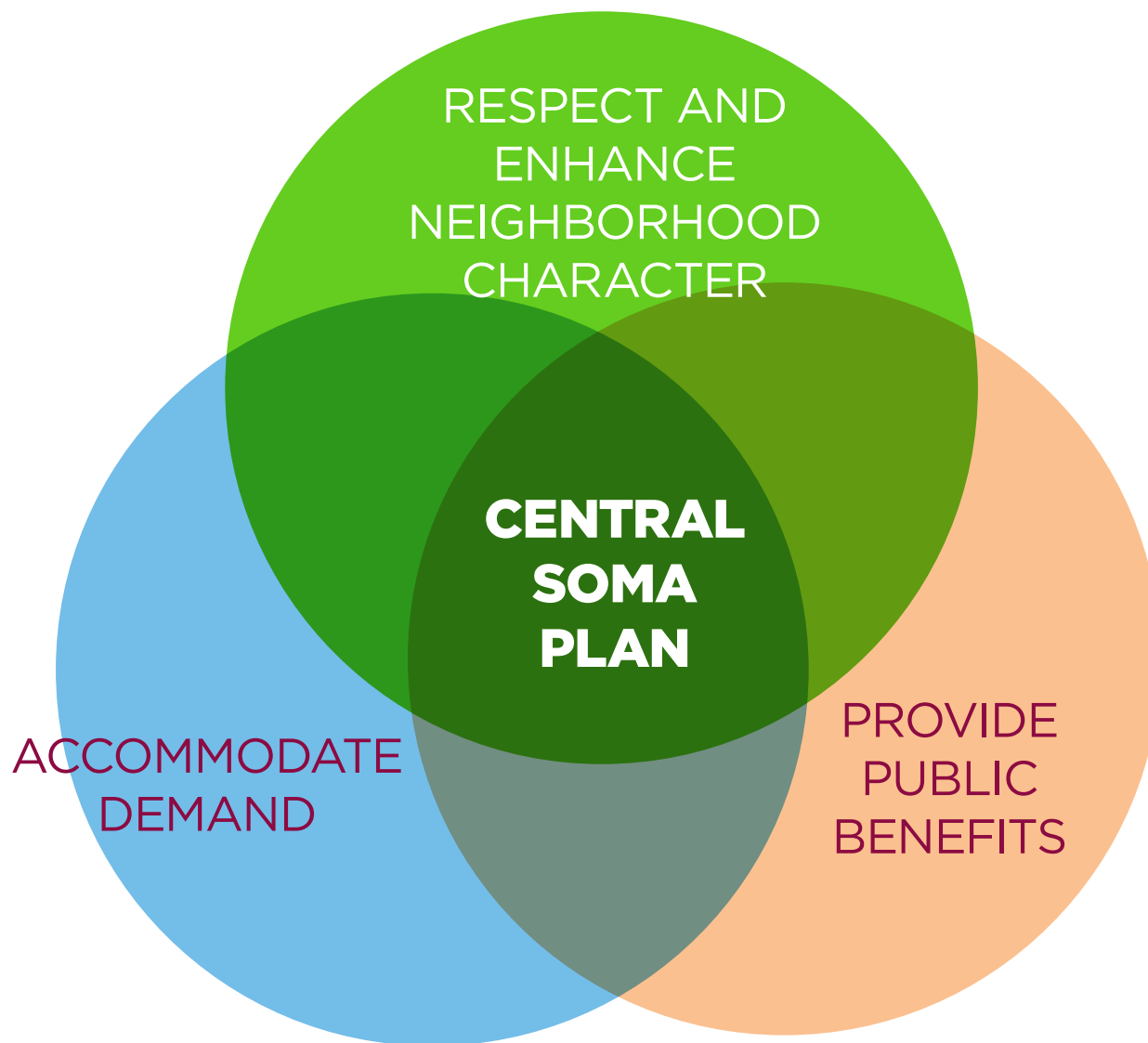
- Diversity of residents
- Diversity of jobs
- Diversity of buildings and architecture
- Culture and nightlife

FIX WHAT'S NOT



- Rents
- Conditions for people walking and biking
- Lack of parks and green space

PLAN OBJECTIVES





ACCOMMODATING DEMAND



REMOVE RESTRICTIVE ZONING AND INCREASE HEIGHT LIMITS



Existing Development Capacity
CENTRAL SOMA



Potential Development Capacity
CENTRAL SOMA



PROVIDING PUBLIC BENEFITS

PUBLIC BENEFITS QUANTIFIED

- No Plan = \$350 million in Public Benefits**

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571% increase due
to the Plan

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

PROPOSED PUBLIC BENEFITS PACKAGE



AFFORDABLE
HOUSING

- **Affordable Housing:** 33% of total units



TRANSIT

- **Transit:** \$500 million investment



COMPLETE
STREETS

- **Complete Streets:** Safe and comfortable for people walking and biking



OPEN SPACE

- **Open Space and Recreation:** Transformative improvement (parks, POPOS, Rec Center, etc.)



ENVIRONMENTAL
SUSTAINABILITY

- **Environmental Sustainability:** Investment towards an Eco-District

PROPOSED PUBLIC BENEFITS PACKAGE (CONT.)



- **Production, Distribution, and Repair (including Arts):** No net loss of space due to the Plan



- **Non-Profits and Community Services:** Services for new and existing residents



- **Historic Preservation:** Funding towards Old Mint and other historic buildings



- **Schools and Childcare:** Funding to meet needs of existing and new residents



RESPECT AND ENHANCE NEIGHBORHOOD CHARACTER

HOW PEOPLE RELATE TO BUILDINGS

Make them nice to stand next to

- Active ground floors (PDR, retail, arts)
- Public Art



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Make them nice to look at

- Preservation of historic buildings and building patterns
- Emphasize SoMa's "mid-rise" pattern
- Support great architecture



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Make the neighborhood nice to pass through

- Much more green
- Pleasant for walking
- Lots of open space



HOW PEOPLE RELATE TO EACH OTHER

Diversity of Residents

- Protection of existing housing
- 33% affordability of new housing



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Diversity of Workers and Visitors

- PDR, Entertainment, Retail, Cultural, Hotel, and Office



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Cultural Preservation

- Filipino community
- PDR and arts



CENTRAL SOMA AND THE ARTS

Places to Live

- Protection of existing housing
- 33% affordability of new housing

Places to Work

- Required retention of PDR space
- Required creation of PDR space in new office buildings

Funding for Arts

- Up to \$50 Million from 1% for Arts Program



THANKS

QUESTIONS AND COMMENTS?

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