



**The Latest  
and Greatest  
with**

# **CENTRAL SOMA**

**SPUR Lunchtime Forum  
1 September 2016**

Steve Wertheim - SF Planning  
Lucas Woodward - SFMTA  
Mike Monroe - Colliers  
Darren Kuiper - Colliers



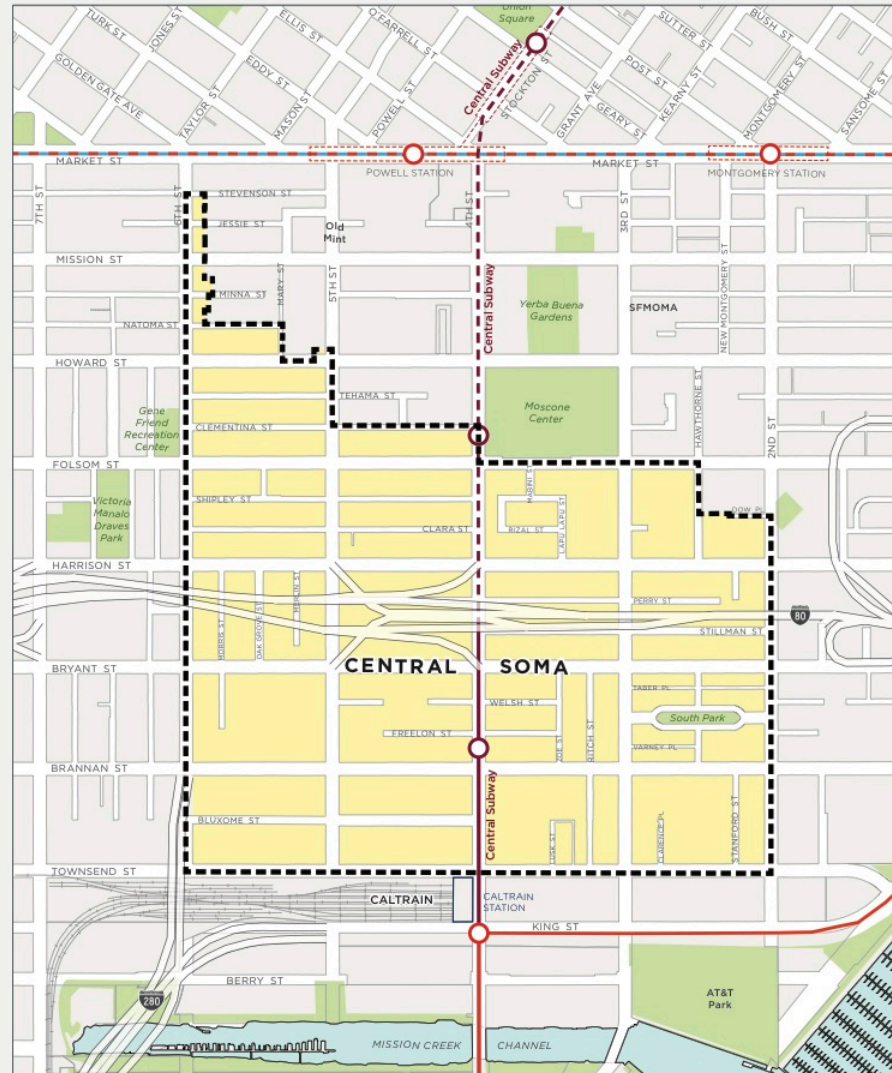
PLAN IMPETUS





*Citywide demand for new space for housing and jobs*

*Central SoMa has excellent transportation and abundant*

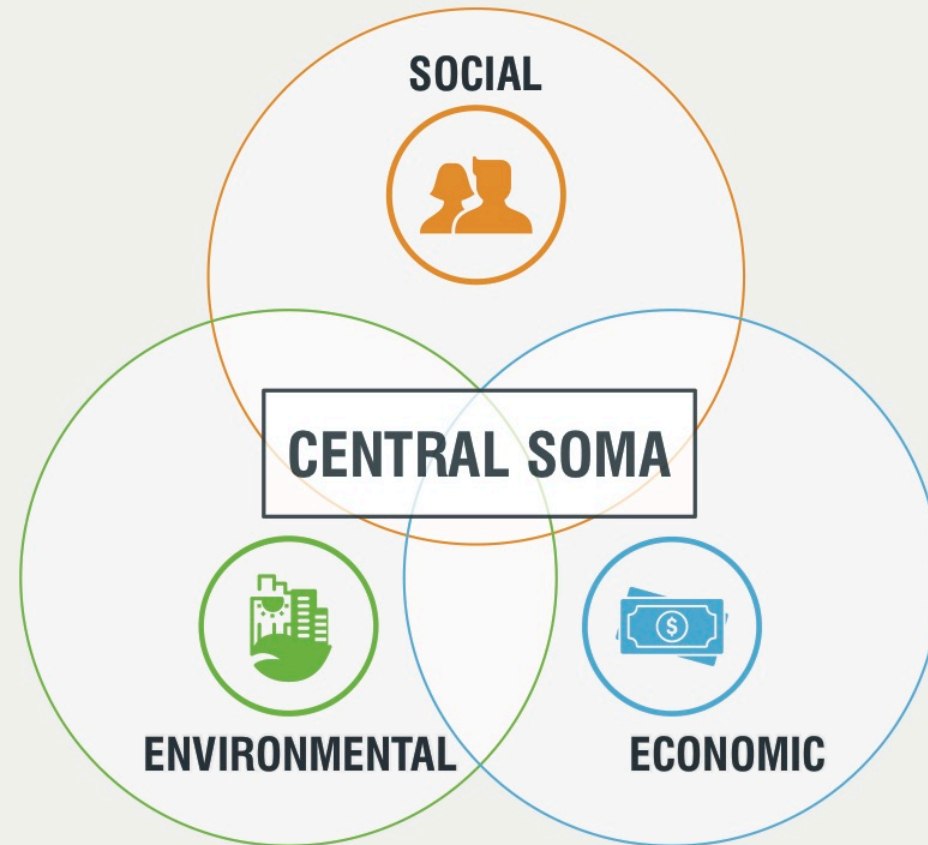


PLAN AREA



- 
 2,000 Feet
-  Central Subway under construction, expected to open in 2019
-  BART/Muni Metro Subway
-  Muni Metro (Surface)

PLAN VISION



*a sustainable neighborhood*



**PLAN PHILOSOPHY**

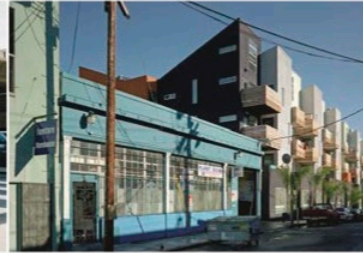
*keep what's great*



**Diversity of Residents and Jobs**



**Transit-Served Central Location**



**Diversity of Buildings and Architecture**

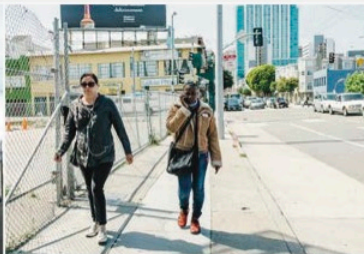


**Culture and Nightlife**

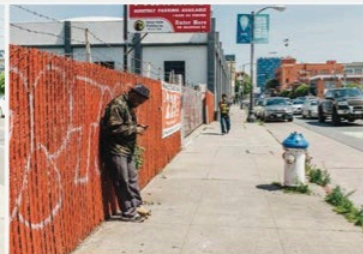
*address what's not*



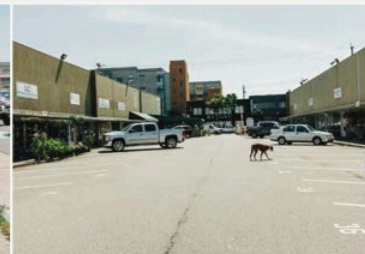
**Rents**



**Conditions for People Walking and Biking**



**Lack of Parks and Open Space**



**Inefficient Use of Land**

PLAN STRATEGY





PLAN GOALS

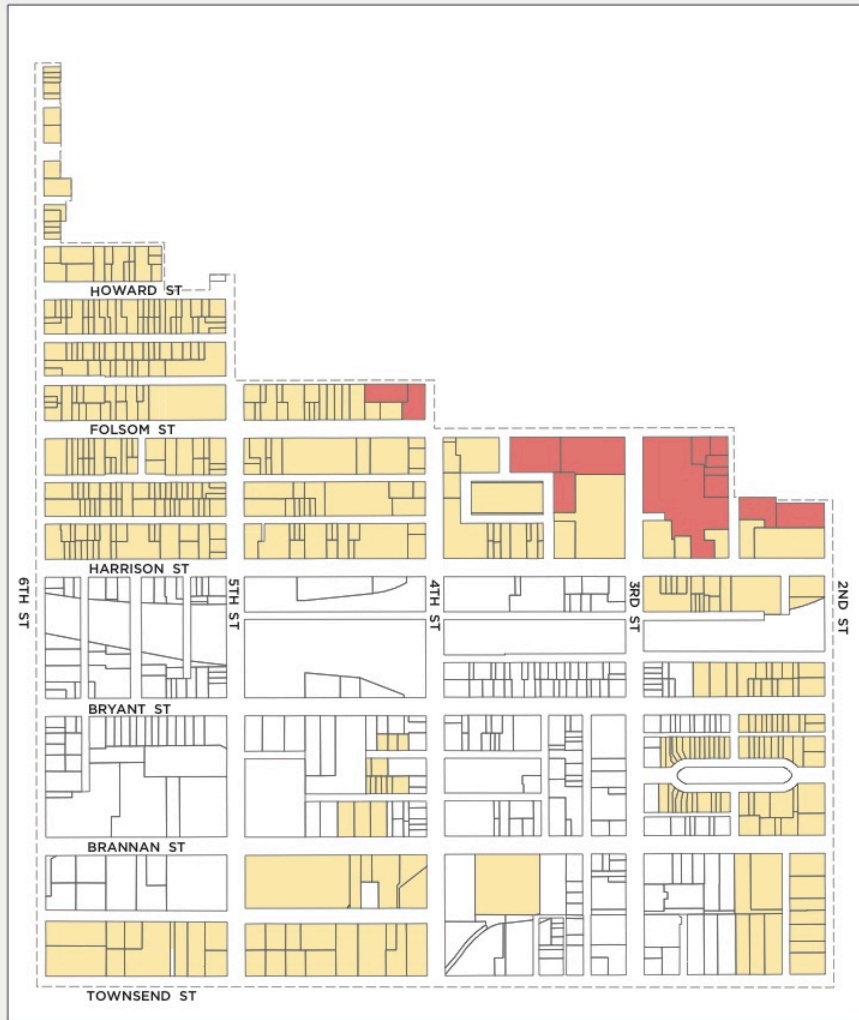
- Goal 1* **Increase the Capacity for Jobs and Housing**
- Goal 2* **Maintain the Diversity of Residents**
- Goal 3* **Facilitate an Economically Diversified and Lively Jobs Center**
- Goal 4* **Provide Safe and Convenient Transportation that Prioritizes Walking, Bicycling, and Transit**

PLAN GOALS

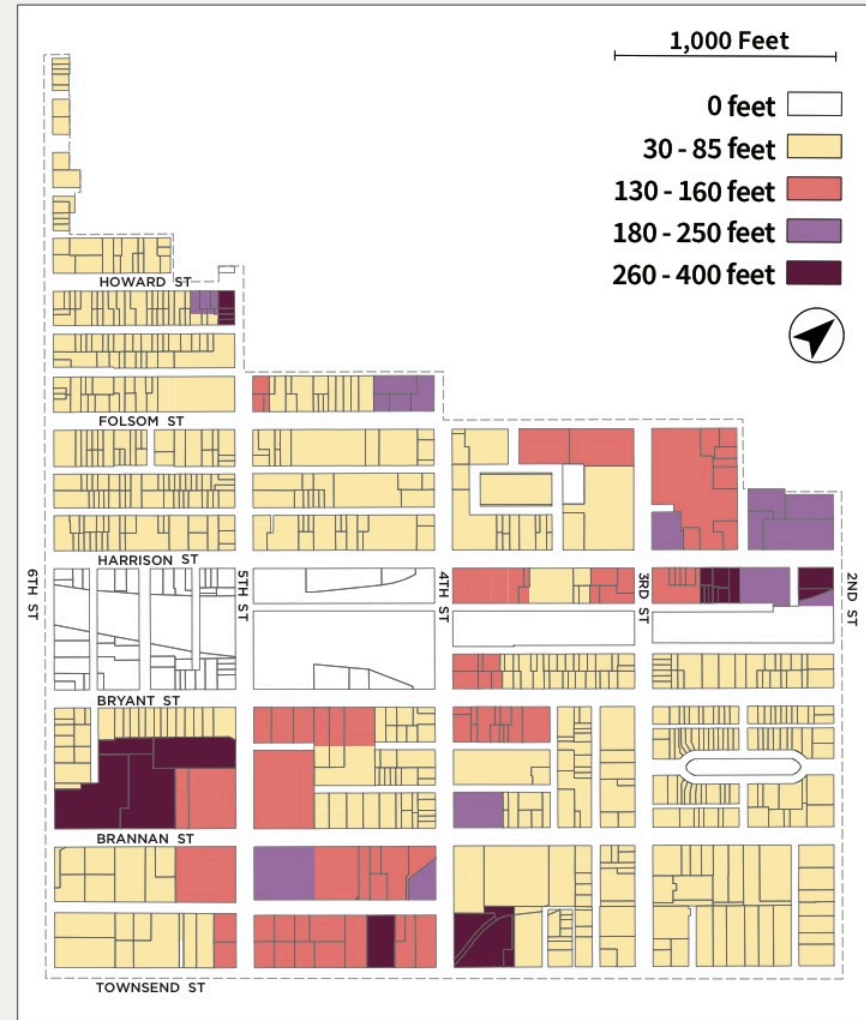
- Goal 5* **Offer an Abundance of Parks and Recreational Opportunities**
- Goal 6* **Create an Environmentally Sustainable and Resilient Neighborhood**
- Goal 7* **Preserve and Celebrate the Neighborhood's Cultural Heritage**
- Goal 8* **Ensure that New Buildings Enhance the Character of the Neighborhood**



**CHANGES IN DEVELOPMENT CAPACITY**



*Existing Development Capacity*



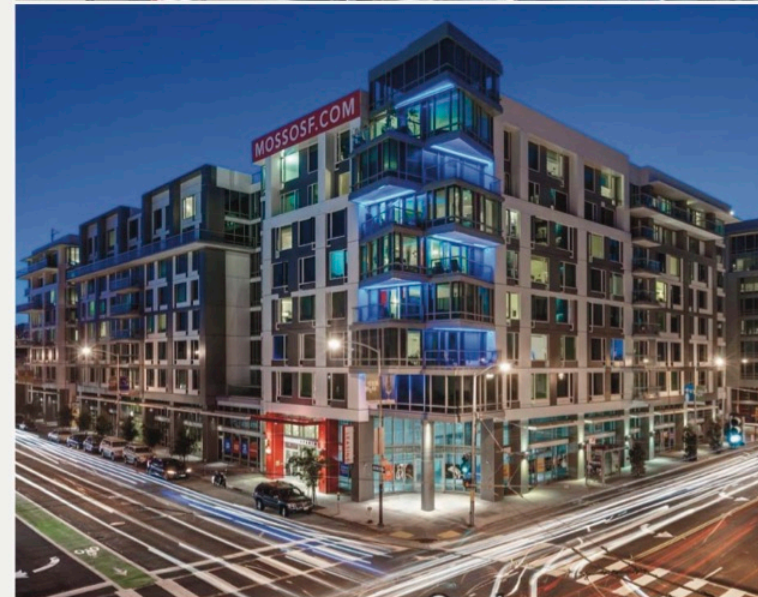
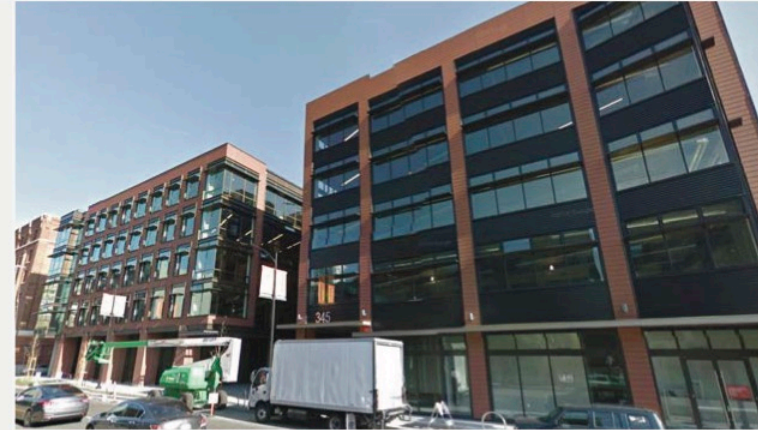
*Proposed Development Capacity*

**INCREASE IN JOBS AND HOUSING**

*New potential for up to*

**45,000 new jobs**

**7,800 new housing units**





**VISUALIZING GROWTH - EXISTING DEVELOPMENT**



*3-D Model of Existing Buildings (2016)*

Digital Model by SOM



## VISUALIZING GROWTH - POTENTIAL DEVELOPMENT

- Central SoMa Development Potential
- Anticipated Projects Outside of Central SoMa



*3-D Model of Potential Development*



POTENTIAL DEVELOPMENT

**No Plan = \$300 million in Public Benefits**

**Central SoMa Plan = \$2.0 Billion in Public Benefits**

**667%  
increase due to  
the Plan**





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



**PUBLIC BENEFITS**

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

**PUBLIC BENEFITS**

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

**REQUIREMENTS FOR NEW DEVELOPMENT**



Requirements = Too High	Requirements = Just Right	Requirements = Too Low
<ul style="list-style-type: none"> <li>• No Development</li> <li>• No Public Benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Development</li> <li>• Maximum Public Benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Development</li> <li>• Reduced Public Benefits</li> </ul>





**SFMTA**  
Municipal  
Transportation  
Agency

# Central SoMa Transportation Plan

Lucas Woodward

9/1/2016



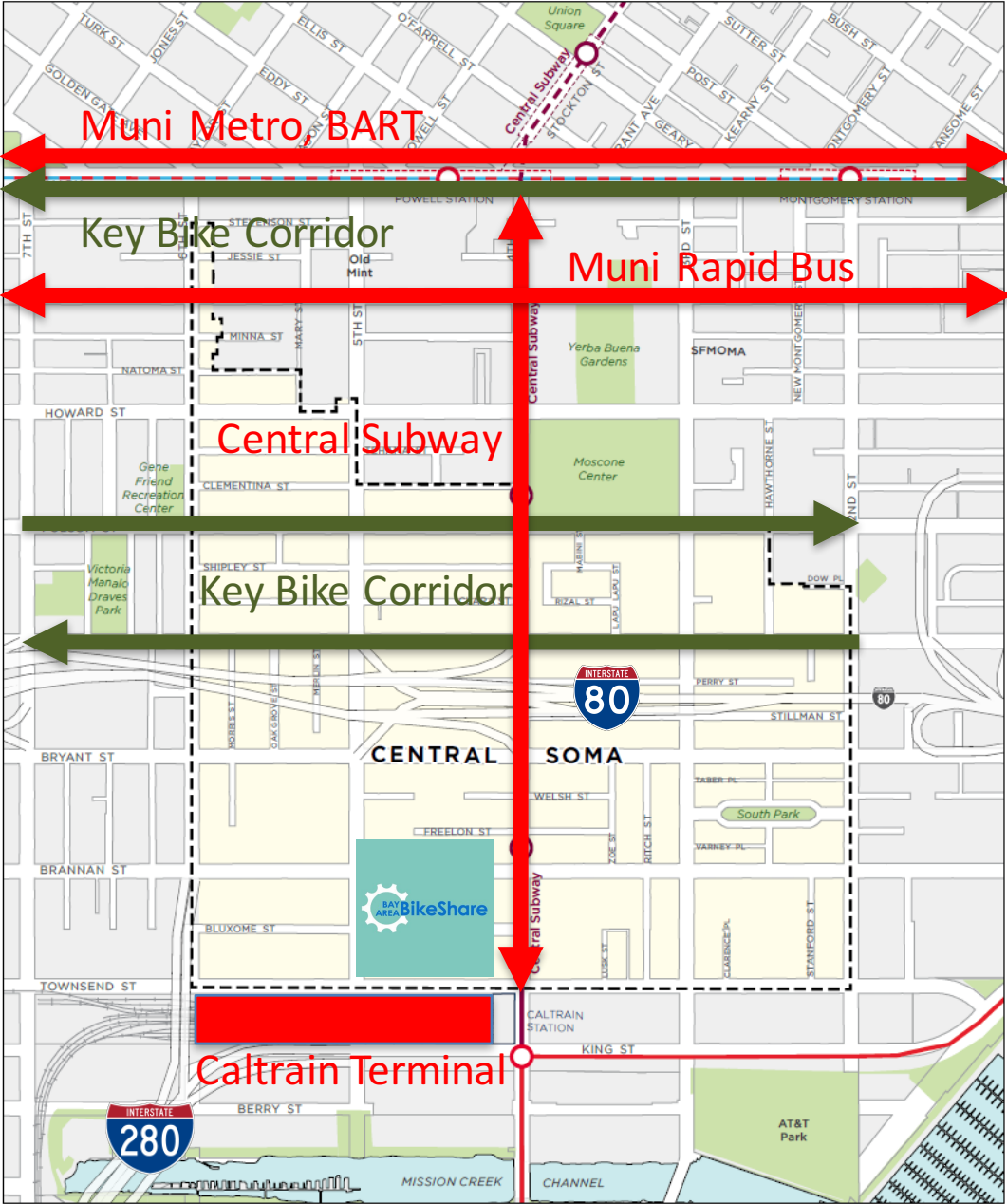




*“Where the #!%\$ am I going to park?”*



Central SoMa: A Transportation Hub



# Strategies for Central SoMa

- Complete Streets
- Effective Transit
- Transportation Demand Management
- Accommodate needed vehicle trips

Better Market Street

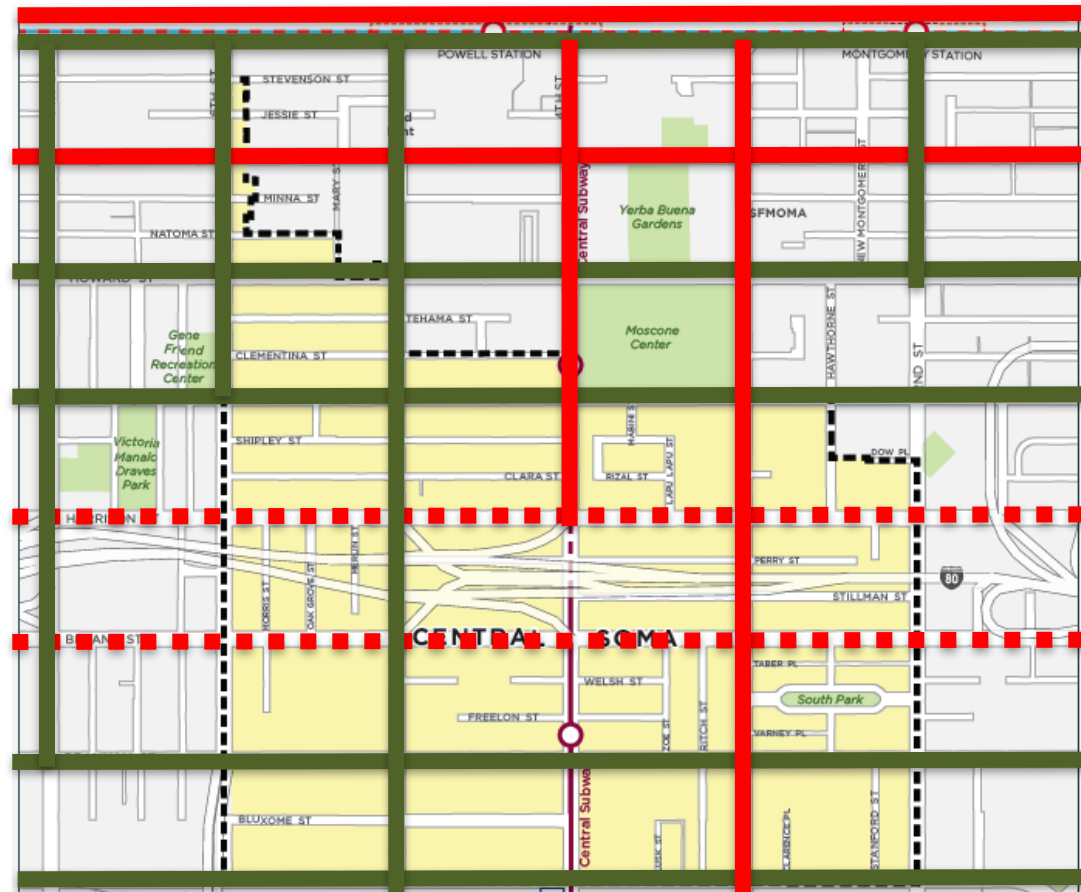
Mission Street Muni Forward projects

Folsom-Howard Streetscape

Harrison and Bryant Street Transit Improvements

Brannan Street Improvements

Townsend Street Improvements



7<sup>th</sup> and 8<sup>th</sup> Streetscapes      3<sup>rd</sup> and 4<sup>th</sup> Street Transit Lanes

6<sup>th</sup> Streetscape      2<sup>nd</sup> Street Bike Lanes

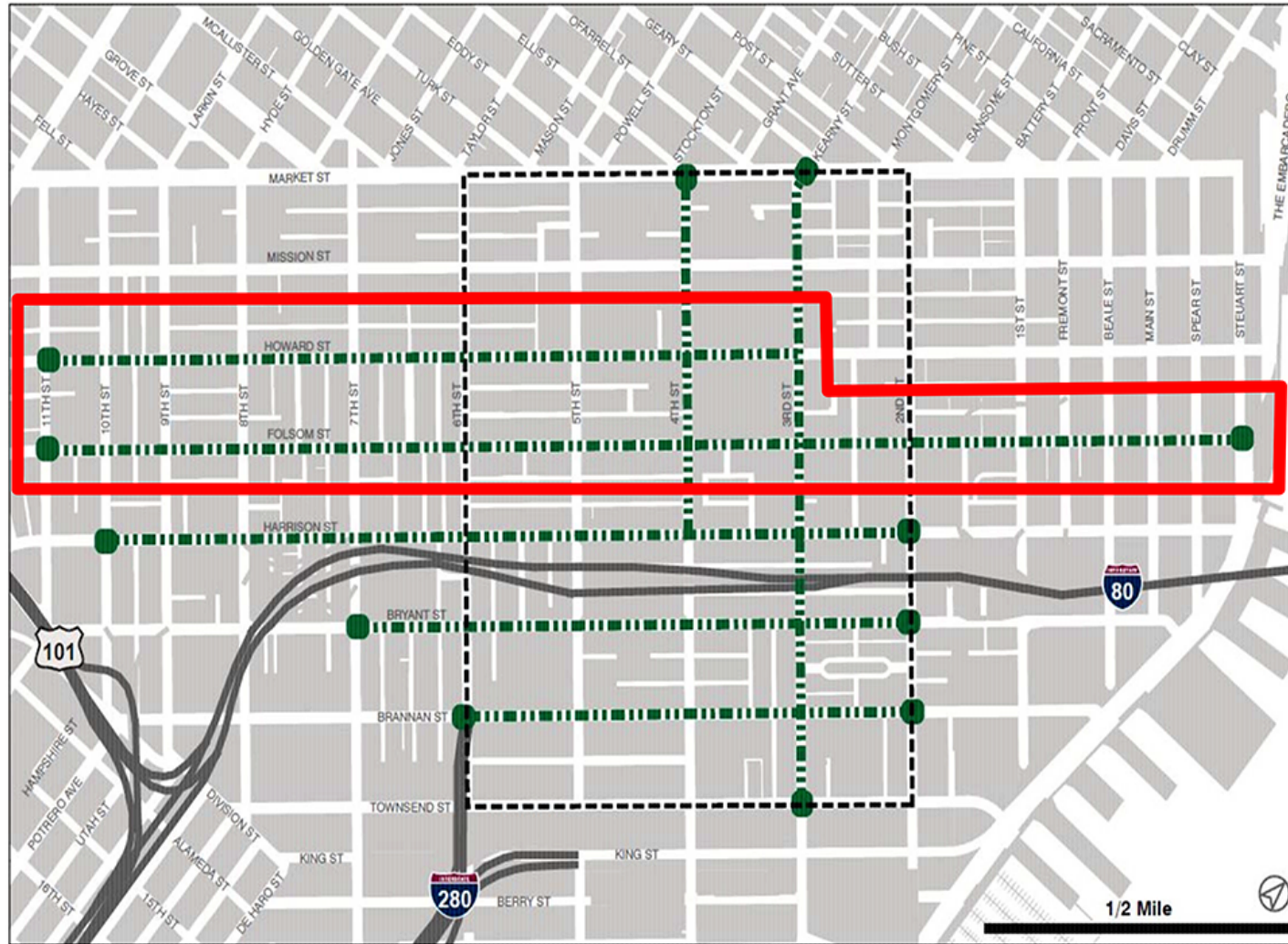
5<sup>th</sup> Street Bike Lanes



# Project Sources

- Central SoMa Plan
- Muni Forward
- SFMTA Bicycle Strategy
- East SoMa Area Plan
- Eastern Neighborhoods Trips (ENTRIPS)

# Folsom-Howard Streetscape Project



Folsom and Howard Project Corridors

----- Central SoMa Plan Boundary

----- Future Streetscape Treatments Through the Central SoMa Plan



# One-Way vs Two-Way





# Traffic and Transit Improvements

- Transit Lanes
- Managed Lanes



Photo: Sergio Ruiz/Flickr



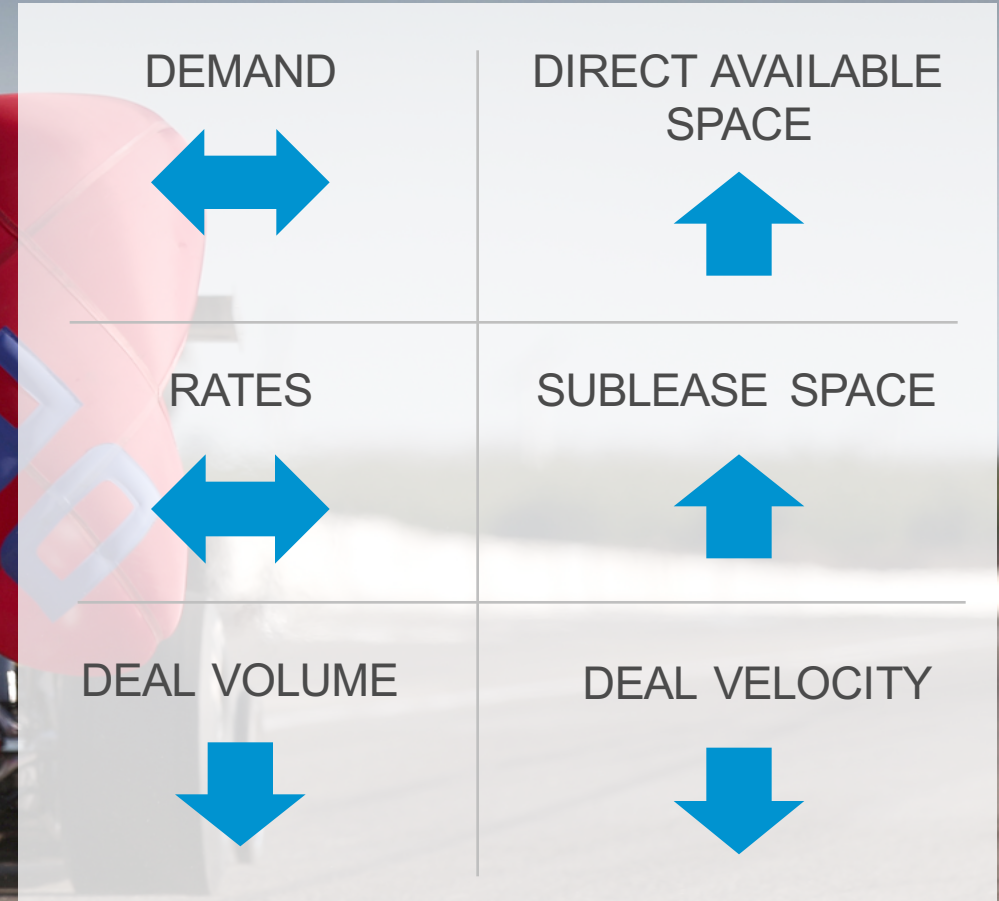
# Transportation Demand Management

- Parking Management
- Transit Passes
- Bike Share Memberships
- On-site assistance



# SLOW DOWN, PAUSE...WHAT'S UP?

*If you are accustomed to going 200 mph, and you tap the brakes and bring it down to 150 mph – you are still going fast, right?*





# RESIDENTIAL MARKET ACTIVITY

## The Story Behind The Scenes

Deal Velocity  
(Q1-Q2 16')

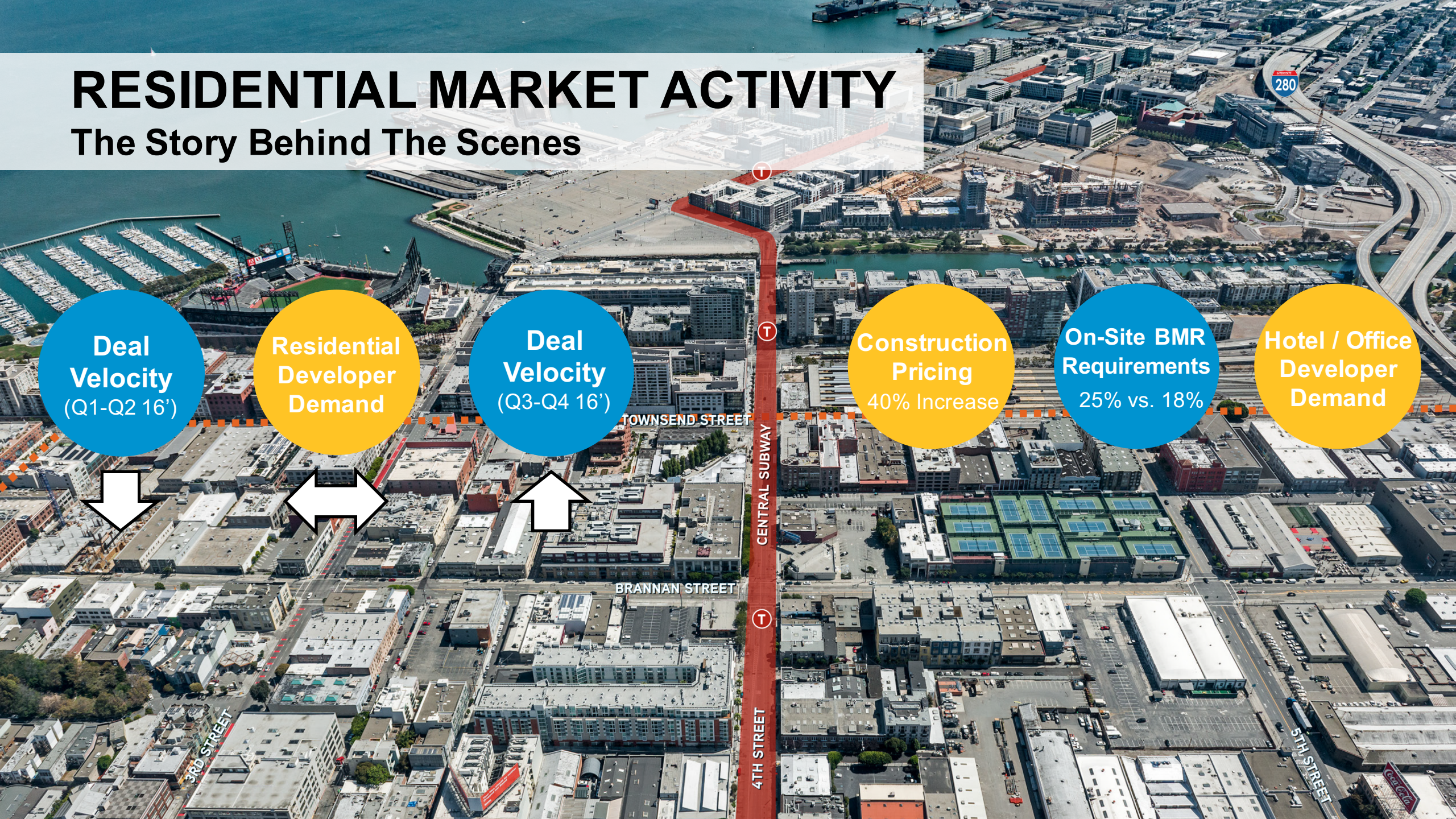
Residential Developer Demand

Deal Velocity  
(Q3-Q4 16')

Construction Pricing  
40% Increase

On-Site BMR Requirements  
25% vs. 18%

Hotel / Office Developer Demand





NEXT STEPS

*Additional Community  
Engagement*

*Release and review of Draft  
EIR*

*Write legislation*

*Return to Planning  
Commission for Initiation*







**THANKS**

QUESTIONSANDCOMMENTS?