



**TODCO GROUP CENTRAL SOMA COMMUNITY PLAN KEY TOPIC:**  
Central SOMA Development Projects

There are more than 40 active development projects in Central SOMA either seeking permit approval from the City or already under construction. These include a wide range of projects, both in scale and type:

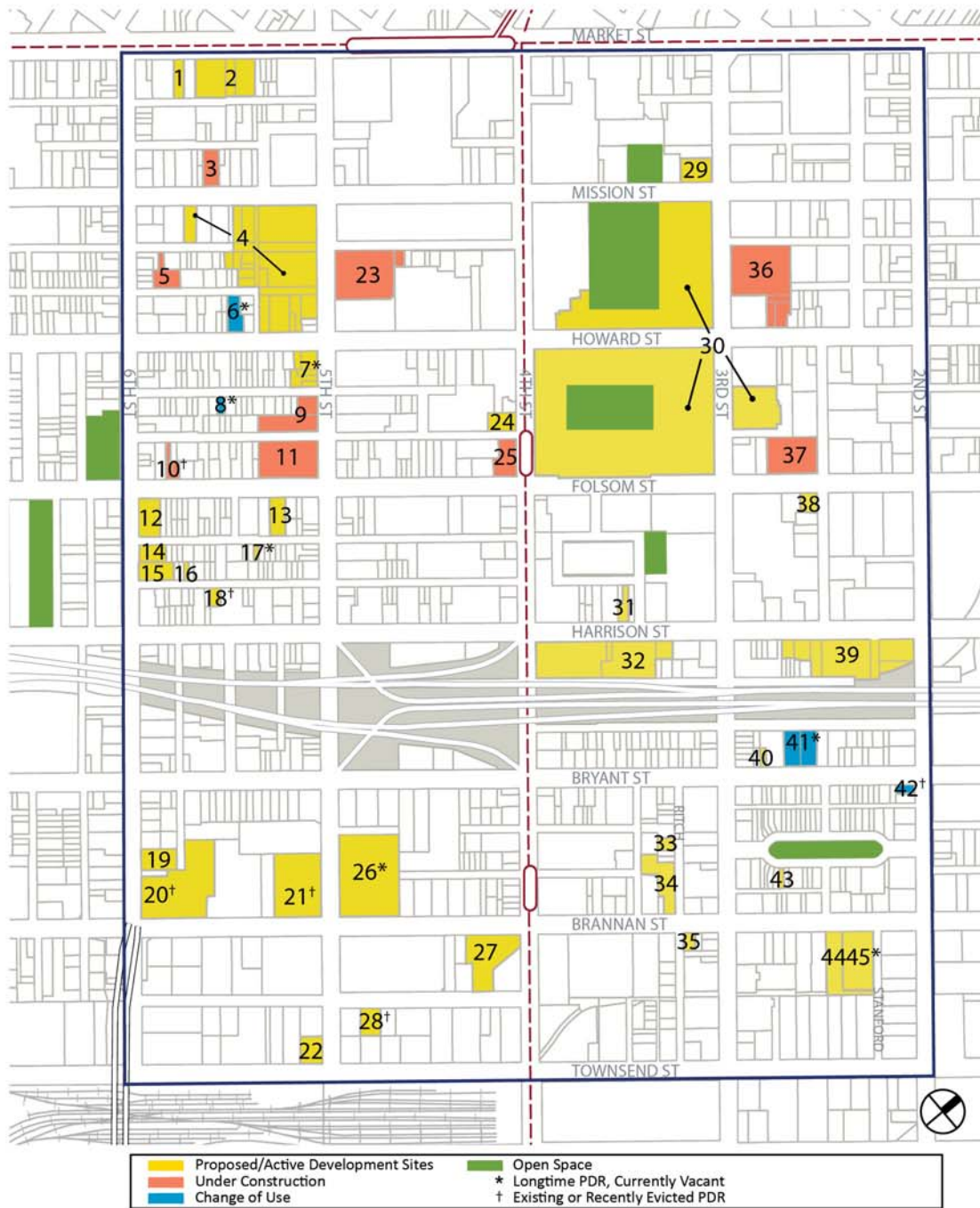
- More than 20 approved or proposed residential developments, small (e.g. an industrial warehouse converting to a single family dwelling at 457 Tehama St.) and large (e.g. the 282-unit mixed-use residential building under construction down the block at 900 Folsom St.).
- Proposals for more than 10 Class A commercial office developments to support demand from the Tech Industry and others, including seven projects at various stages of development along Brannan St. (at 333 Brannan, 345 Brannan, 424 Brannan, 501 Brannan, 598 Brannan, and on the site of the San Francisco Wholesale Flowermart at 610-620 Brannan and 575 Sixth St.).
- High-profile institutional projects – the SFMOMA expansion; the new University of the Pacific School of Dentistry on Fifth St.; and the long-delayed Mexican Museum, which would be built at the base of a 42-story luxury condominium building on Jessie Square.

These proposed developments represent, for better or worse, transformative changes to Central SOMA.

- The neighborhood faces the loss of long-time PDRS (“Production/Distribution/Repair/Service”) properties as they change use or are demolished to make way for new development. This includes the proposed demolition of five industrial buildings for new Class A office space, the conversion of three to use as office space, and the demolition or conversion of a handful more for new residential.
- The expansion of the Moscone Convention Center will mean significant impacts to the neighborhood’s defining civic space, the Yerba Buena Gardens.
- Further gentrification and displacement of remaining low-income residents might be anticipated as the result of the nature of the development in the neighborhood (consider, for example, the likely impact of the massive 5M development, just adjacent to the Sixth Street corridor).

This map depicts active development projects in the Central SOMA community as of early September 2013. Buildings undergoing a change of use (from industrial to residential, retail, or office) are included. Existing and recently evicted PDRS are indicated, as are historically PDRS buildings that are currently vacant.

**TODCO Group Central SOMA Community Plan  
Development Projects**



September 2013

## Development Projects<sup>1</sup>

1. 973 Market St.: Raintree Partners, Residential, 67 Units.<sup>2</sup>
2. 935-965 Market St.: Market Street Place, Retail, 250,000 SF.<sup>3</sup>
3. 942 Mission St.: Hampton Inn Hotel. 174 Rooms.<sup>4</sup>
4. 5M Project: Office, Arts, Housing. 1.85 million sq. ft. of office space, 748 residential units, and 34,000 sq. ft. of outdoor space.<sup>5</sup>
5. 474 Natoma St.: TO ERECT 55 DWELLING UNIT WITH 9 STORY NEW BLDG.
6. 938 Howard St.: The proposed project is to convert the existing 25,430 square foot industrial building to office use. The ground and second floors will have independent office suites, and the basement level will have the buildings mechanical systems, bicycle parking and showers, and lockers.
7. 909-921 Howard St.: Residential. 182 Affordable Rental Units.<sup>6</sup>
8. 457 Tehama St.: Change of use from industrial warehouse to residential single family dwelling with remodel and expansion of building.
9. 260 5<sup>th</sup> St.: 215,300-gsf 9-story 179 du residential mixed use, 102 parking, requiring EN Large Project Authorization; LEED GOLD. Demo warehouse. 0.7 ac site.
10. 980 Folsom St.: Demolition of existing 6,836 square foot single-story auto body shop. Construct 7-story residential over commercial on Folsom and 4-story residential on Clementina Street. At present, this is the site of Arroyo Carlos & Sons auto repair shop.<sup>7</sup>
11. 900 Folsom St.: ERECT A MIXED USE RESIDENTIAL 282 UNITS BUILDING.
12. 301 6<sup>th</sup> St.: Demolish former gas station now car detailing structure to erect a 7-story plus basement mixed use building. Basement will have parking. Ground level: commercial space and residential units. Floors 2 through 7: residential units. 69 parking spaces and 92 residential units. Existing use of site is parking (primary) and auto detailing (secondary).
13. 923 Folsom St.: The proposed project would include demolition of an existing 3,750 sq.ft., 3-story commercial office building related to MTR Western Sus Station and construction of the site to a 4 and 8-story, 114 unit mixed-use residential building with approximately 1,800 sq.ft. of ground floor commercial space and below grade stacked residential parking with 87 off-street parking spaces (including one car share space).

---

<sup>1</sup>Project descriptions are primarily from the Planning Department's Active Permit Map (available at <http://www.sf-planning.org/index.aspx?page=2575>). In some cases, additional project information has been gathered from Preliminary Project Assessments prepared by the Planning Department or from secondary sources. Secondary sources are cited in footnotes.

<sup>2</sup><http://www.bizjournals.com/sanfrancisco/blog/2013/05/pre-1906-quake-market-building-rebuilt.html?page=all>

<sup>3</sup>[http://sf.curbed.com/archives/2013/05/02/st\\_francis\\_theater\\_others\\_make\\_way\\_for\\_market\\_street\\_place.php](http://sf.curbed.com/archives/2013/05/02/st_francis_theater_others_make_way_for_market_street_place.php)

<sup>4</sup>[http://sf.curbed.com/archives/2013/04/08/construction\\_begins\\_on\\_15story\\_hotel\\_located\\_at\\_former\\_porn\\_studio\\_site.php](http://sf.curbed.com/archives/2013/04/08/construction_begins_on_15story_hotel_located_at_former_porn_studio_site.php)

<sup>5</sup>[http://sf.curbed.com/archives/2013/08/19/updating\\_the\\_map\\_of\\_midmarket\\_revitalization\\_projects.php](http://sf.curbed.com/archives/2013/08/19/updating_the_map_of_midmarket_revitalization_projects.php)

<sup>6</sup>[http://www.socketsite.com/archives/2012/05/the\\_260\\_fifth\\_street\\_scoop\\_late\\_summer\\_start.html](http://www.socketsite.com/archives/2012/05/the_260_fifth_street_scoop_late_summer_start.html)

<sup>7</sup>[http://www.socketsite.com/archives/2013/09/plans\\_for\\_seven\\_stories\\_of\\_infill\\_along\\_folsom\\_near\\_six.html](http://www.socketsite.com/archives/2013/09/plans_for_seven_stories_of_infill_along_folsom_near_six.html)

14. 345 6<sup>th</sup> St.: Extension for approved Conditional Use Authorization 2005.0876 for demolition of office building and reconstruction of residential over commercial w/parking.
15. 363 6<sup>th</sup> St.: Remove existing 2-story commercial building and construct a new 9-story mixed-use building.
16. 272 Clara St. Add two stories to existing 2 story mixed use building; change of use from R-3 to R-2.
17. 233-237 Shipley St.: New construction of a 4-story residential building with approximately 22 single occupancy residence. No automobile parking. Bicycle parking to be included. Former J&J Tire Co.
18. 255-259 Clara St.: Demolition of a 24'-tall, two-story industrial building and construction of 45'-tall, five-story mixed-use building with eight 2-bedroom residences over ground-floor office, and eight parking spaces. Height of building is 45'.
19. 559 6<sup>th</sup> St.: To demolish three existing two-story, retail/wholesale building at 559-6th Street and construct a mixed use building; comprising of office, residential and street fronting retail. Central Corridor Plan requirements will apply.
20. 575 6<sup>th</sup> St.: To demolish the existing two-story, 45,874 sq.ft. retail/wholesale building at 575 6th Street and construct an office building with street fronting retail. Currently the San Francisco Wholesale Flowermart. Central Corridor Plan requirements will apply.
21. 610-620 Brannan St.: The project proposed to demolish existing single story buildings (26,195 square feet) and paved surface to erect approximately 160 feet high office building with street fronting retail and subsurface parking (subject to final terms at Central Corridor Plan). Currently the San Francisco Wholesale Flowermart.
22. 690 5<sup>th</sup> St.: To construct an 8-story, 75-room hotel with approx. 60,279 sq.ft. of hotel uses (including meeting space, roof top pool and bar area, 2nd floor terrace), and approx. 5,332 sq.ft. of street level restaurant and bar space.
23. 155 5<sup>th</sup> St.: University of the Pacific School of Dentistry Institution.<sup>8</sup>
24. 250 4<sup>th</sup> St.: The project proposes to demolish an existing three-story office building and construct a hotel building with 220-guest bedrooms that would be 78,000 square-feet, and 119-feet tall.
25. 266-268 4<sup>th</sup> St.: Conditional Use Authorization request for Gas Station Conversion for the Moscone Station of the Central Subway.
26. 598 Brannan St.: Proposes to demolish the existing two-story, 38,200 sq.ft. industrial building at the property and to construct a two-building office project at the site. The buildings would be 160 feet in height, with 11 stories each. The buildings would be completely separated, allowing access and a vista to a new park proposed for the center of the block. Park access would also be provided via a new passage from Brannan Street, where the subject lot meets the next lot to the northeast. Below-grade parking will be accessed via entrances along Brannan Street and 5th Street.

---

<sup>8</sup>[http://www.socketsite.com/archives/2012/05/155\\_fifth\\_street\\_rendered\\_and\\_reopening\\_wide\\_in\\_2014.html](http://www.socketsite.com/archives/2012/05/155_fifth_street_rendered_and_reopening_wide_in_2014.html)

Parcel had been used to store and maintain San Francisco Chronicle delivery trucks and newspapers.<sup>9</sup> Central Corridor requirements Plan will apply.

27. 501 Brannan St.: Construction of new 6-story office project on portion of lot now occupied by Bank of America parking lot. Bank branch will remain in place. Project will have main lobby and retail space on Brannan Street with an additional office entry fronting Bluxome Street. Project conforms to current MUO/85X zoning district.
28. 81-85 Bluxome St.: Project involves demolition of existing two-story masonry building and construction of a new five-story office building (53,000 S.F.). The Project Sponsor has chosen to move forward under the recently adopted Western SoMa Mixed Use-General zoning controls (which is considered an Eastern Neighborhood Mixed Use District). Currently houses an adult studio, one of the last remaining in San Francisco.<sup>10</sup>
29. 706 Mission St.: The proposed project would result in partial demolition and rehabilitation of the Arson Mercantile Building into a new 42-story, 500-foot high building containing 185 residences, retail, and the 36,560 sf Mexican Museum. The proposed project would also include the purchase of the adjacent Jessie Square Garage and approximately 260 of its parking spaces.
30. Moscone Center Expansion: The proposed project is the expansion of Moscone Center Convention Center. The project would add approximately 353,000 square feet (sf) to the portion of the existing Moscone Center located on Howard Street between 3rd or 4th Street. The expansion would include 120,000 sf of repurposed exhibition area, 20,000 sf of exhibition area below grade, 43,000 sf of new and repurposed lobby area above grade, 84,000 sf of new multi-purpose/meeting area, and 86,000 sf of new and repurposed building support area above and below grade.
31. 750 Harrison St.: Demolition of existing one-story commercial building (constructed in 1954) and construction of a new eight-story, residential building. The building shall consist of seven residential levels with 77 units, over ground level with a commercial space and other spaces (laundry, parking, storage, mechanical spaces) serving the residential use.
32. 725-735 Harrison St.: The amended project proposal would demolish all existing buildings and construct one mid-rise and one high-rise office building that together total 730,940 gsf. Central Corridor requirements will apply.
33. 246 Ritch St.: The proposed project would demolish the existing 4,130 sq. ft. storage shed and construct a building consisting of 19 SRO units and five parking spaces. The proposed project would be approx. 16,074 sq. ft. five stories, and 50 feet in height.
34. 424 Brannan St.: The proposed project is to construct a new 8-story office building. The building will include 116,856 gross sq.ft. and 14,321 sq.ft. of open space. The gross square footage includes 2,100 sq.ft. of retail space fronting Brannan Street, 6,300 sq.ft. of incubator space on Ritch Street and 99,000 sq.ft. of office. The ground floor will also include a parking garage of 9,456 sq.ft. that is accessible from Zoe

---

<sup>9</sup><http://www.bizjournals.com/sanfrancisco/print-edition/2012/08/03/tishman-gets-ride-on-central-subway.html?page=all>

<sup>10</sup>[http://www.socketsite.com/archives/2013/03/banking\\_on\\_plannings\\_western\\_soma\\_plan\\_to\\_build\\_on\\_blux.html](http://www.socketsite.com/archives/2013/03/banking_on_plannings_western_soma_plan_to_build_on_blux.html)

- Street. The parking garage will provide parking for 25 cars (3 car share and 22 regular spaces) as well as 12-bicycle parking. 424 Brannan St would still be subject to Eastern Neighborhoods, until Central Corridor comes into effect.
35. 415 Brannan St.: Add three stories of commercial office to an existing commercial/retail building.
  36. SFMOMA: Expansion of existing museum.
  37. 680 Folsom St.: TOTAL BUILDING RENOVATION INCLUDING SEISMIC UPGRADE HORIZONTAL & 2 STORY VERTICAL ADDITON TO EXISTING BUILDING. WORK INCLUDES NEW EXTERIOR CLADDING, NEW TOILET ROOMS, ELEVATORS, MEP FIRE & LIFE SAFETY SYSTEMS. BUILDING TO BE LEED CERTIFIED "GOLD".
  38. 655 Folsom St.: The rectangular 655 Folsom site is 6,972 sq.ft. in size and is currently occupied by a two-story approximately 14,000 sq.ft. commercial building that is being used as a restaurant. The project will include demolition of the existing building and construction of a new 14-story mixed use building including 63 dwelling units and 6,971 sq.ft. of ground floor retail space. The project will also include 42 parking spaces within a basement level parking garage that will utilize a mechanized parking system made by Klaus and Swiss Park.
  39. 671 Harrison St.: Shadow Analysis for proposed construction (BPA 2011.12.14.0639) for a 6 story office building. 400 2<sup>nd</sup> St.: Demolition of existing 1-to-4 story buildings and construction of 3 new buildings. "Cresleigh Development is proposing to build a 478,000-square-foot office building, a 406,000-square-foot residential tower and a 300-room hotel on five parcels along the south side of Harrison Street stretching from 400 Second Street to 665 Harrison. According to the San Francisco Business Times, Skidmore Owings & Merrill has been hired as the architect, restaurants and retail would line the streets, and the development would incorporate the existing historic building at 645 Harrison."<sup>11</sup>
  40. 482 Bryant St.: The proposed project is the construction of a two-story commercial building on a currently vacant property. The project would construct a 4,857 square foot, 47'6 tall building with no off-street parking.
  41. 460-462 Bryant St.: Conversion of two buildings from industrial to office use for a total of 74,225sf office space.
  42. 500 2<sup>nd</sup> St.: Convert entire 13,883 sf building from industrial to office use.
  43. 147 South Park Ave.: Demo existing residential building and construct a new 4-story mixed-use building, with a restaurant on the first floor and two residential units on the upper floors. Variance for garage door in excess of 1/3 lot width (pcsection145.1)
  44. 345 Brannan St.: B - Proposed office allocation for 49,999 gsf of office space. E - New construction approx. 69,540-gsf, 4-story, 50' height office building on existing parking lot, with 58-space ground floor parking and street frontage retail space. Eastern Neighborhoods Plan will apply.
  45. 333 Brannan St. (aka 329 Brannan): Demolish a surface parking lot and two industrial bldgs totaling 13,740 sf; and construct a 65-foot tall, six-story building with 175,881 sf of office, 2,572 sf of ground-floor retail along Brannan Street, and 72

---

<sup>11</sup>[http://www.socketsite.com/archives/2012/11/big\\_plans\\_for\\_harrison\\_street\\_between\\_second\\_and\\_third.htm](http://www.socketsite.com/archives/2012/11/big_plans_for_harrison_street_between_second_and_third.htm)

below-ground parking spaces (44 valet, 3 accessible, and 25 car share). Eastern Neighborhoods Plan will apply.