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FACT SHEET

New Plan for Rincon Hill Adopted August 2005

The new Rincon Hill Plan was approved by the Board of Supervisors and signed by Mayor Newsom in August 2005.

The Rincon Hill Plan provides the blueprint for a dynamic new neighborhood to take shape just south of downtown. Together with plans for the Transbay area, it will create housing for as many as 20,000 new residents. Plans call for retail shops and neighborhood services along Folsom Boulevard, and transforming Main, Beale, and Spear Streets into traffic-calmed, landscaped residential streets lined with townhouses and front doors.

The Plan was the first neighborhood plan adopted by the Planning Commission in more than 10 years. It ensures top-quality residential development at a neighborhood scale, with 4 to 8 story buildings on the street and slender residential towers interspersed at heights ranging from 250 to 550 feet. The tallest towers are slated for the top of Rincon Hill, where they will form a distinctive new element on the City's skyline. Standards for tower bulk and spacing are designed to maximize light and air and frame dramatic views to and from the district.

The Plan is the culmination of extensive public planning. Starting in 2003, more than 30 workshops, hearings and walking tours solicited the input of existing residents and businesses, advocates and other public agencies. The result is a Plan that balances Rincon Hill's potential to provide much-needed housing with the design requirements of a livable neighborhood.

By establishing a clear blueprint for change, the Plan creates certainty for the development community and the neighborhood. Projects representing 75% of the plan's housing potential have already been submitted for approval.

Plan Features:

- 2,220 new housing units, including 266 to 377 new affordable units.¹ This adds to the 1,455 units already approved for projects at 201 Folsom and 300 Spear Street, including 254 to 360 affordable units. New affordable housing will be located entirely in the South of Market area.
- Funding for more than \$22 million in public improvements via a Rincon Hill Community Infrastructure Impact Fee (\$11 per square foot) to pay for widened tree-lined sidewalks on Main, Beale, Spear, Fremont, Harrison, and First Streets, public pedestrian pathways, a

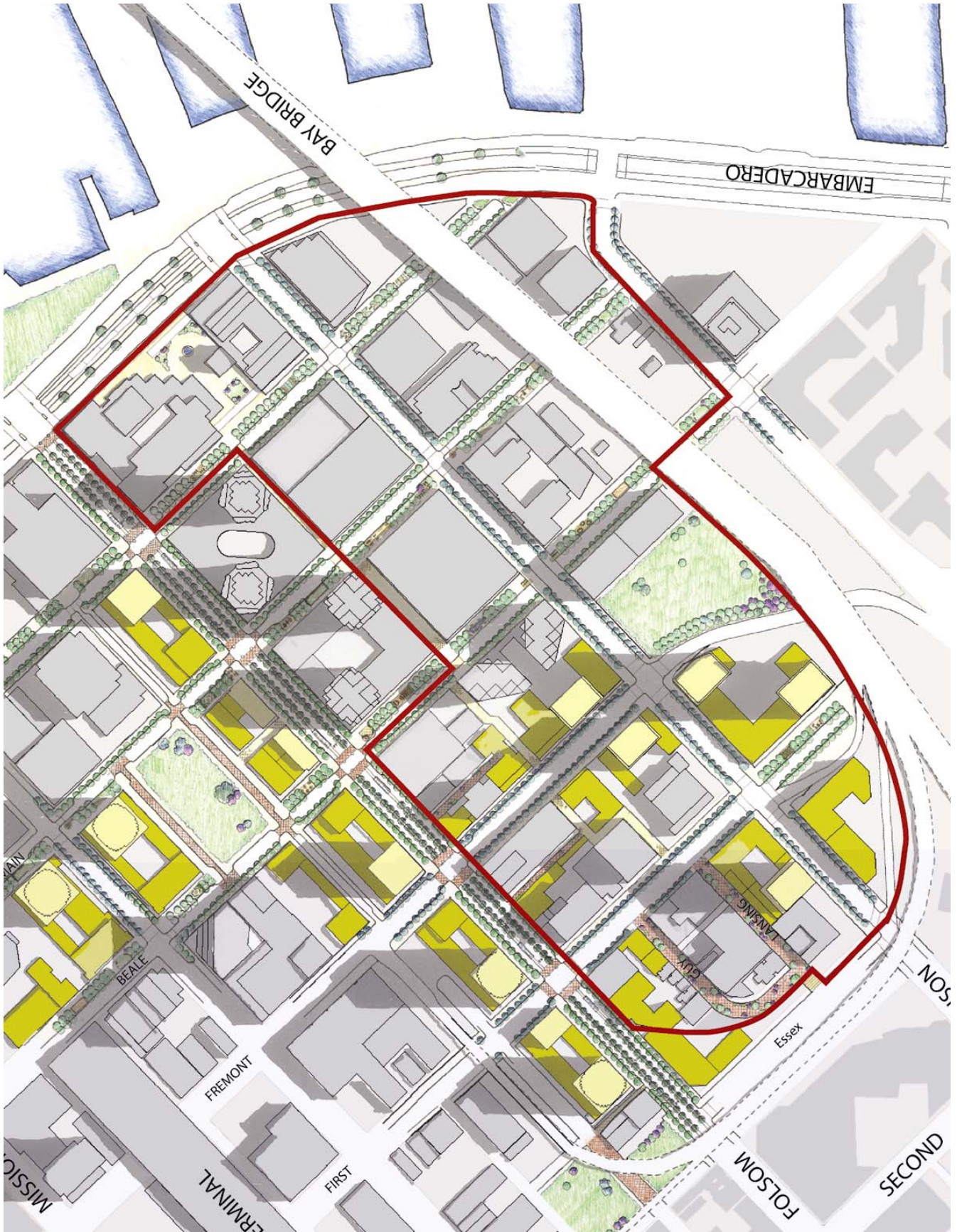
¹ Depending on whether the units are provided on- or off-site, as allowed by the City's Planning Code.

community center, and new neighborhood parks. An additional \$14 per square foot SOMA Stabilization Fee will support affordable housing, small business programs, and community development programs in the South of Market.

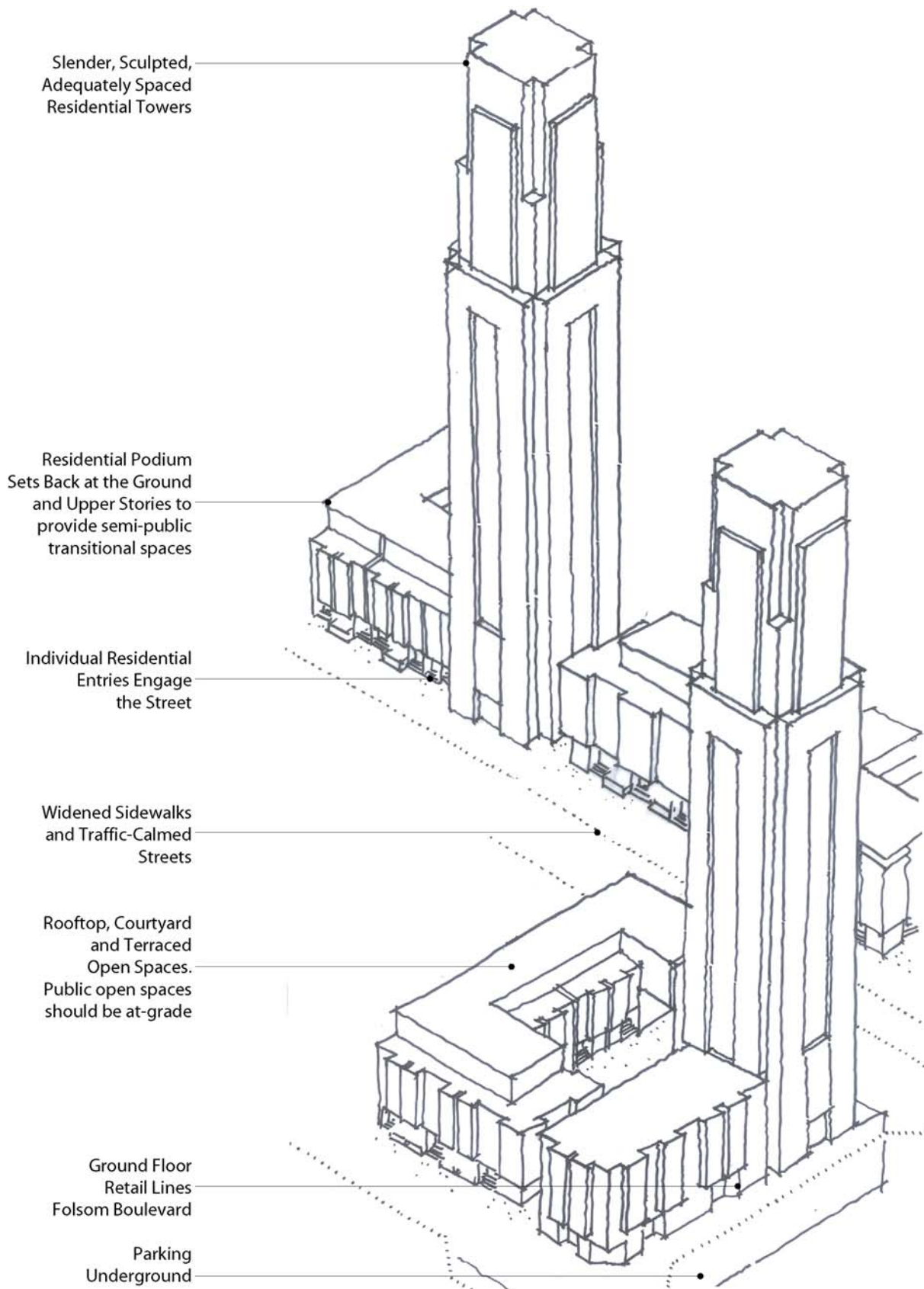
- Rigorous urban design guidelines that require transparent storefronts along Folsom Street, and residential townhouses with stoops and landscaping along other streets.
- Slender residential towers at the peak of Rincon Hill, accentuating the city's skyline and marking the foot of the Bay Bridge.
- Strict standards for tower bulk and spacing to maximize light and air within the district, and preserve views to and from the downtown and the Bay Bridge.
- Improvements to traffic flow, including traffic-calming on residential streets, planted medians, and signage to smooth both neighborhood and regional traffic movement.
- Requirements for all parking to be underground, and standards for residential parking up to a maximum of 1 car per 2 units "by right", or up to 1 car per unit through Planning Commission review if parking spaces are stored with mechanical stackers or valet.
- Public fiscal benefit estimated at \$29.7 million in annual property tax revenue, \$6 million in one-time school fees, and \$18.4 million in transfer taxes at initial sale.



Context Map



Illustrative Plan of Rincon Hill (plan area outlined in red; light yellow indicate new towers, darker yellow indicates new low-rise structures)



Development Concept for Rincon Hill