

**South Beach | Rincon | Mission Bay
Neighborhood Association
Meeting Minutes: Monday, March 13, 2017**

Present: 7 Board members, 2 presenters, 18 residents

Welcome / Introductions: Katy Liddell

Hotel Via

Jerry Leap, Director of Sales and Marketing for Hotel Via, spoke to the group about this new hotel at 138 King Street (across from AT&T Park) that will welcome its first guests in early June of this year. 160 rooms, all with different custom-made furniture and tile work. They call it "South Beach Minimalist." This hotel is independently owned and operated by a SF resident. Hotel will include 750 sq ft meeting space (could be used for community meetings), two roof-top lounges, and a (non-sports) bar / lounge. Room rates will be in the high \$200's to high \$300's. They will most likely offer a 'neighborhood rate' of possibly 15% discount. Followed by Q&A.

Central SoMa Plan

Steve Wertheim, Project Manager at the San Francisco Planning Department, returned for an updated presentation on the Central SoMa Plan. Bound by Market Street, Townsend Street, 2nd Street, and 6th Street, the vision of this plan is for the creation of a sustainable neighborhood by 2040, seeking to achieve sustainability in each of its aspects – social, economic, and environmental – by keeping what is already sustainable about the neighborhood, and improving what is not.

Neighborhood strengths include diversity of residents, diversity of jobs, diversity of buildings and architecture, and culture and nightlife. Neighborhood challenges include high rents, conditions for people walking and biking, lack of parks and green space, and inefficient use of land.

The EIR came out in December. The Planning Commission will review it in the spring. It is a long process of meetings with the Board of Supervisors, the Mayor, etc. They are hoping for adoption of the plan by the end of this year. Followed by Q&A. For more info, go to <http://sf-planning.org/central-soma-plan> or refer to the attached "**Central SoMa: Plan and Implementation Strategy**" PowerPoint.

Next Meeting: Monday April 10th.