

An aerial photograph of San Francisco, showing a dense urban landscape with various buildings, streets, and a large body of water in the upper left. The image is in grayscale and serves as the background for the entire slide.

EASTERN NEIGHBORHOODS

ADOPTION HEARING 1: **PLACES FOR JOBS**

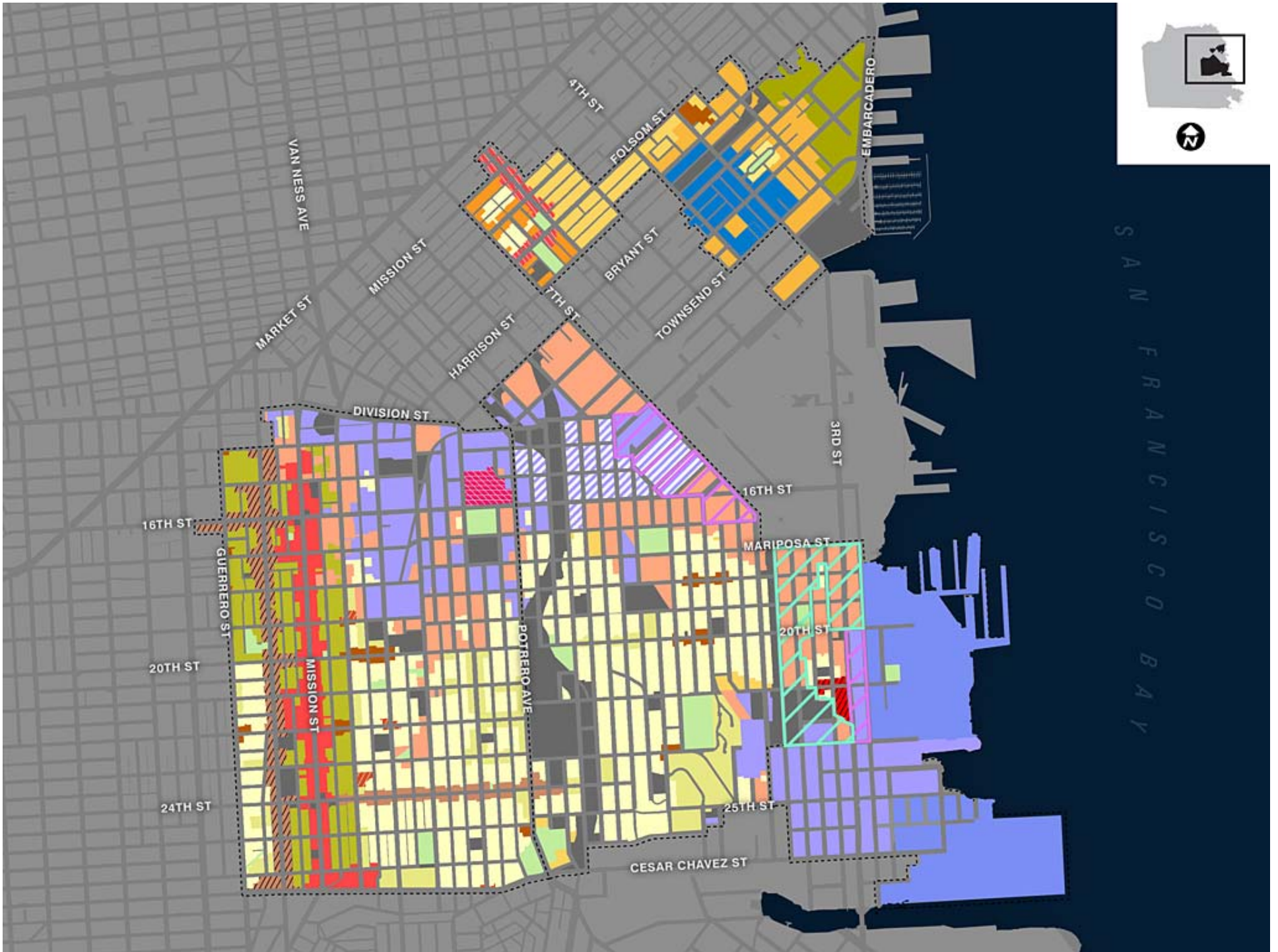


SAN FRANCISCO
PLANNING
DEPARTMENT

MAY 15, 2008

Introduction: Schedule of EN Workshops

TOPIC (S)	COMMISSION DATE	BOARD LU COMM. DATE
Places for Jobs	May 15	May 19
Complete Neighborhoods	May 22	June 2
Places to Live, Public Benefits	June 5	June 9
Implementing the Plans	June 12	June 16
Pipeline and Approvals	June 19	June 23



Places for Jobs: **Today's Agenda**

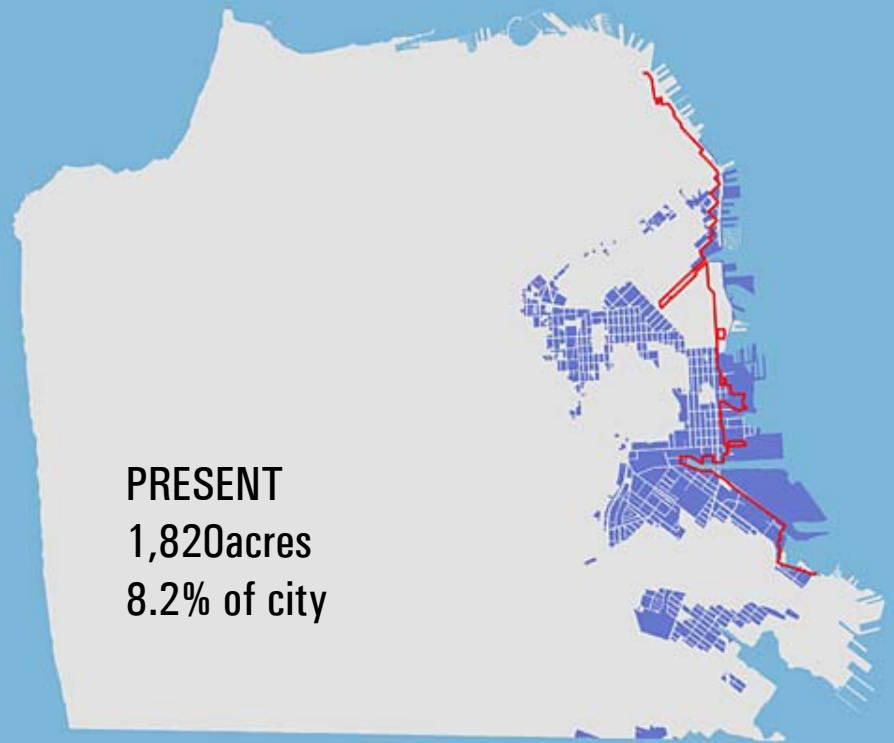
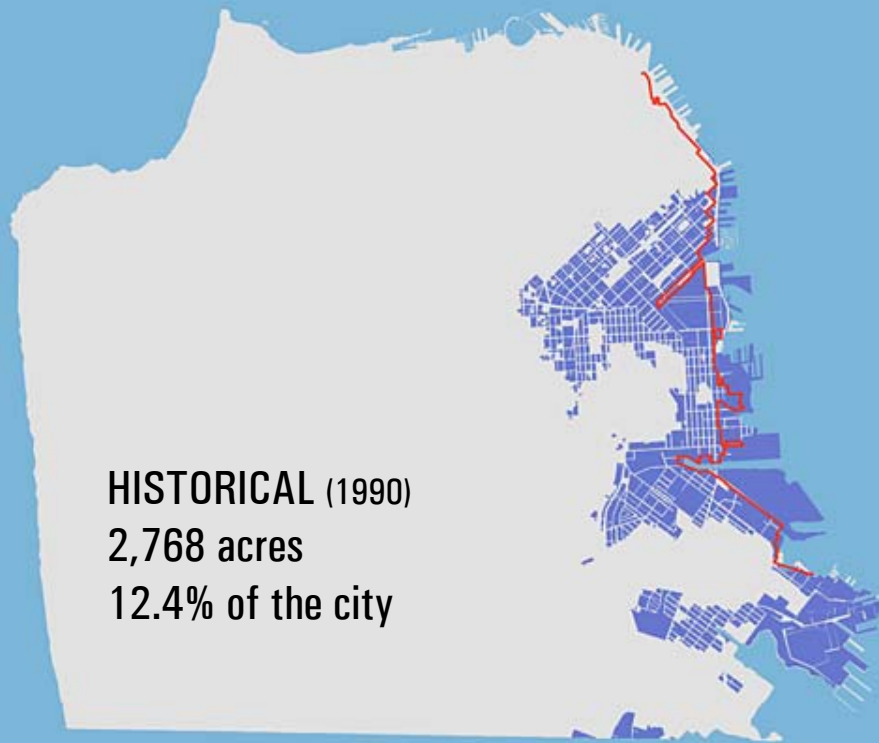
- Background and Context
- Proposal for Controls
- Expected Outcomes
- Case Studies

Context: The Big Picture: Citywide Goals

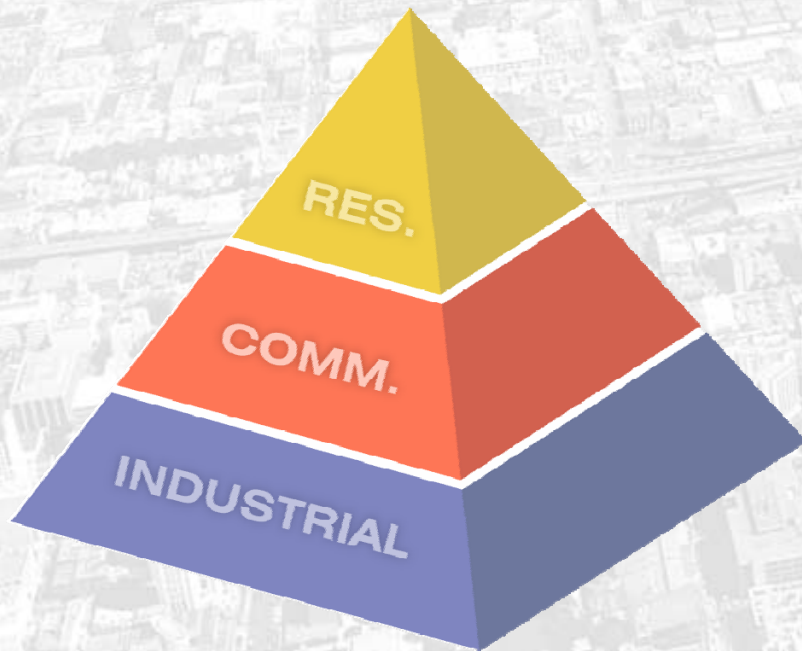
- Vitality
- Equity
- Fiscal Health

Context

INDUSTRIAL LAND OVER TIME



Context: Industrial Lands Over Time



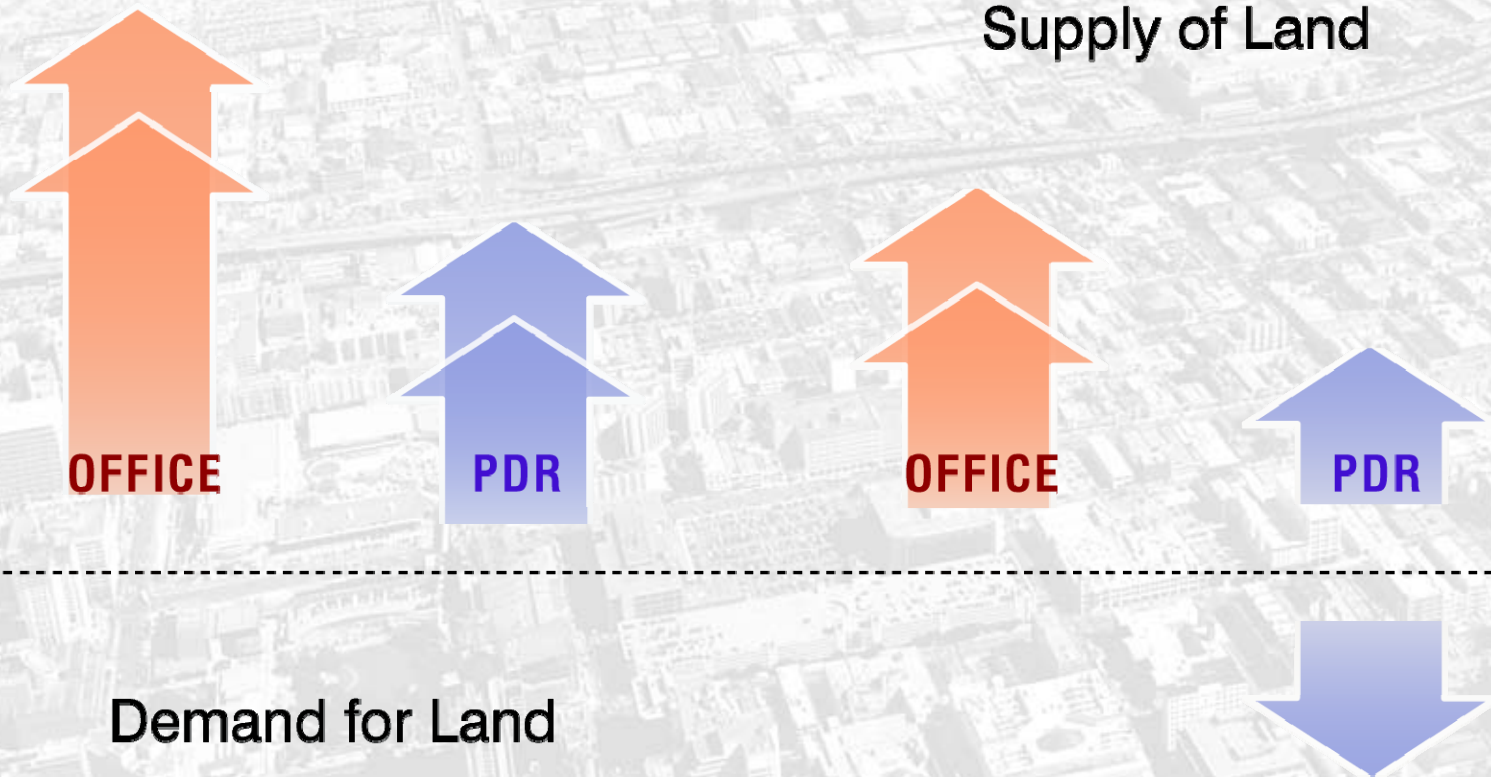
HOUSING
9,300 units

OFFICE
6.9 million sq. ft., 12.3% vacancy

INDUSTRIAL/PDR
7.1 million sq. ft., 0.9% vacancy

Source: San Francisco Planning Department and Dun & Bradstreet

Context: Job Projections



Context: Issues needing resolution

- Multiple uses competing for limited land, including office and industrial/PDR uses
- City's Economic Strategy emphasizes need for both uses
- Land use conflicts occur in current zoning structure
- Common sense and prudence emphasizes economic diversity

Association of Bay Area Governments (ABAG) Presentation

Context

1. Aren't PDR businesses leaving the city anyway?

Generally not.

- Studies show increasing demand over time, regionally and locally
- Most PDR businesses are local serving

Context

2. Faced with limited land, why preserve space for PDR jobs?

- Provides equity in employment opportunities
- Provides Crucial support for export drivers of the economy
- Provides economic diversity for economy
- Provides land reservoir

Commissioner Discussion

Proposal for Controls: **Key Concepts**

In industrial areas:

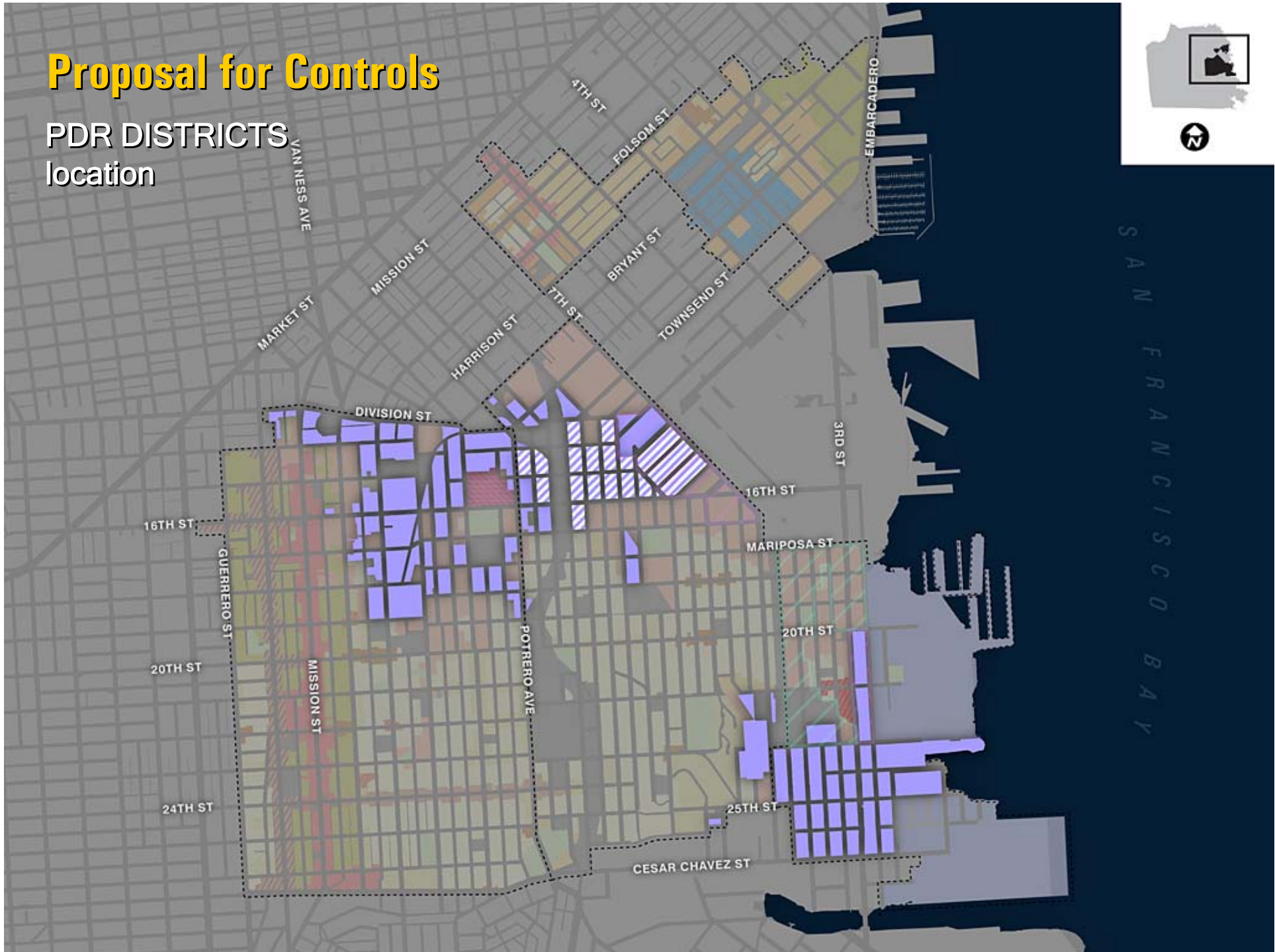
1. Designate some land for PDR - while also allowing some mix
2. Designate other areas where new housing is permitted
3. Consider “PDR” to be ANYTHING except office, housing, retail and large institutions
4. “Grandfather” legally existing uses

Proposal for Controls: Available tools

- Land Use Controls
- Business Assistance
- Workforce Development

Proposal for Controls

PDR DISTRICTS
location



Proposal for Controls: PDR Districts

Office	Controlled by floor
Residential	Not Permitted
Retail	Limited to 2,500 - 5,000 square feet per parcel
Institutions	Not permitted or limited in size
Heavy Industrial	Not permitted in PDR-1, NP or C in PDR-2
Everything Else	Permitted

Proposal for Controls

What is
“everything else?”

SECTOR	BUSINESSES	EMPLOYEES
Arts	79	469
Audio/Visual and motion picture production	129	530
Broadcasting and communications	106	1,218
Construction and specialty trades	359	4,883
Food processing	25	596
Furniture production	34	208
Electronics production	17	593
Other manufacturing	163	1,167
Printing and publishing	153	1,554
Repair and automotive services	293	1,195
Transportation	104	977
Trucking and distribution	64	1,536
Utilities	7	550
Wholesale trade	683	4,109
TOTAL	2,216	19,585

Proposal for Controls: PDR Districts

Demolition:

Requires replacement of demolished industrial space
in PDR districts only

Proposal for Controls: Office Floor Controls

- Office definition: Proposed Section 890.70. Basically, if it looks like an office, it's an office
- Above the ground floor, the number of stories of office is controlled as follows:

Total Number of Stories	Maximum Number of Designated Office Stories
1-story	0 stories (office use NP)
2-4 stories	1 story
5-7 stories	2 stories
8 or more stories	3 stories

Landowner can choose which stories are designated for office

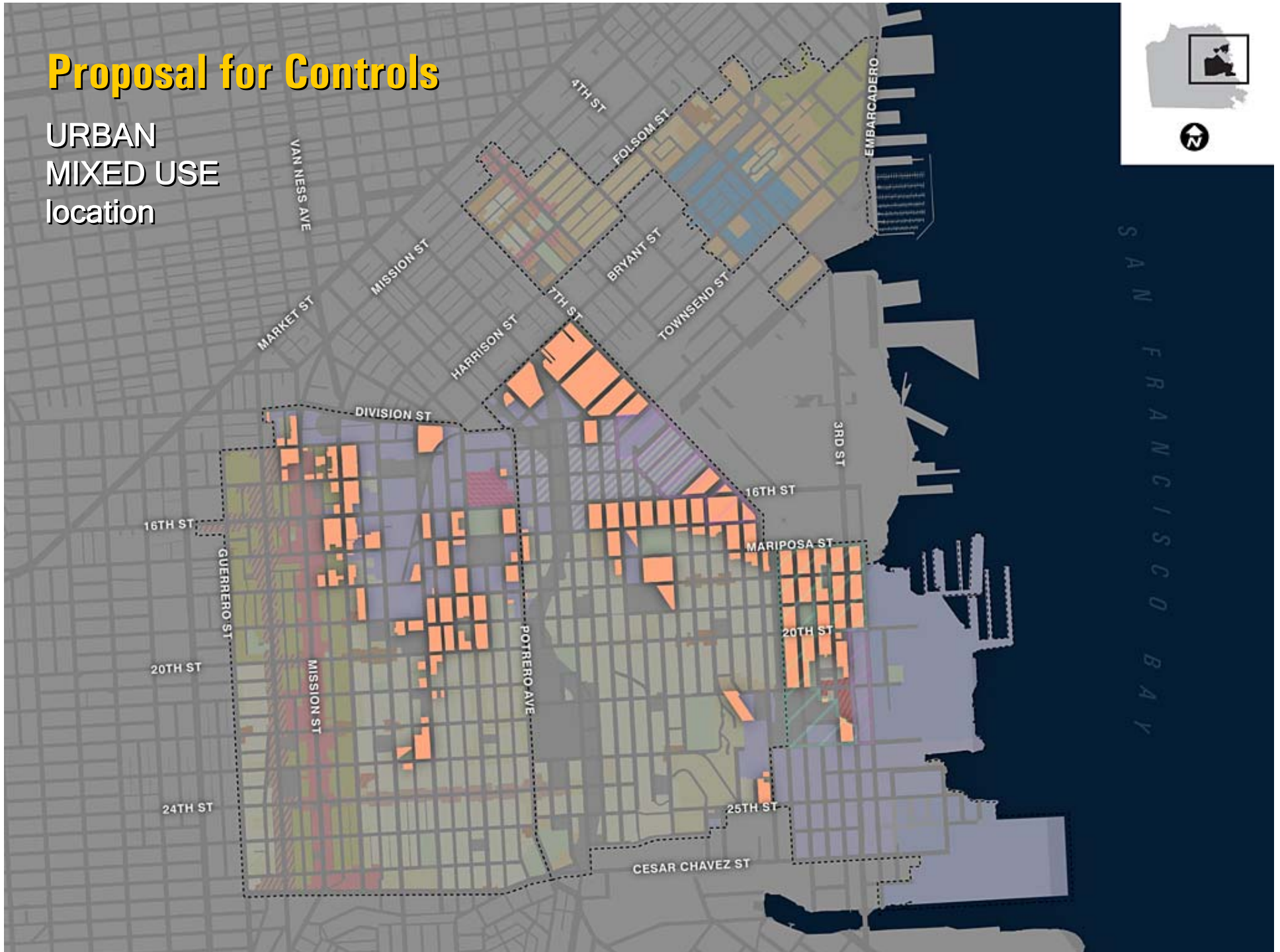
Proposal for Controls: Office Floor Controls

- This only applies to non-accessory office
- Existing offices can stay forever
- In PDR-1, no limits on office size. In PDR-2, limited to 5,000 sq. ft. per use

Landowner can choose which stories are designated for office

Proposal for Controls

URBAN
MIXED USE
location

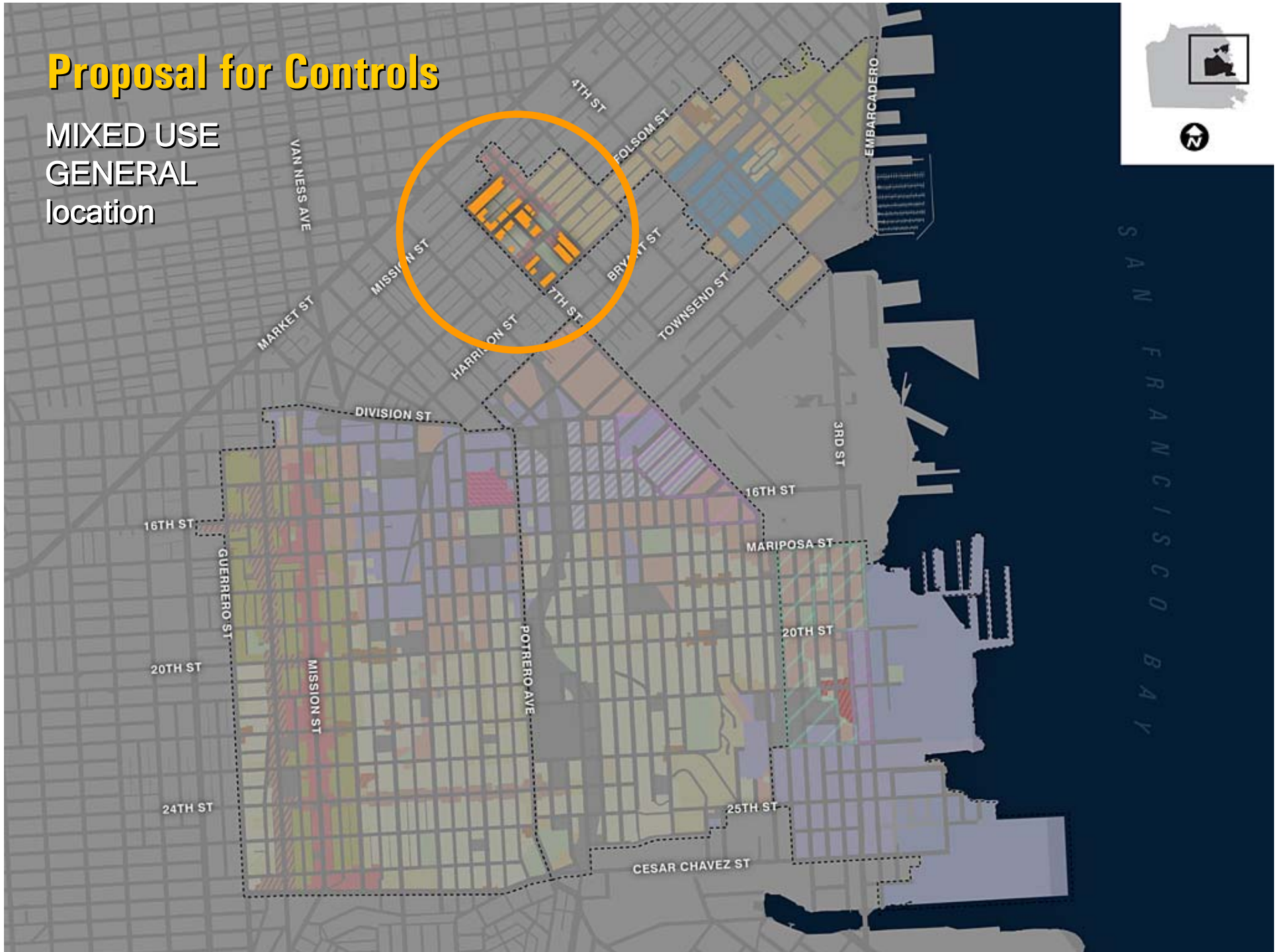


Proposal for Controls: **Urban Mixed Use Districts**

Office	Controlled by floor
Residential	Permitted
Retail	Permitted, subject to size controls
Institutions	Not Selectively permitted
Heavy Industrial	Not permitted
Everything Else	Permitted

Proposal for Controls

MIXED USE
GENERAL
location

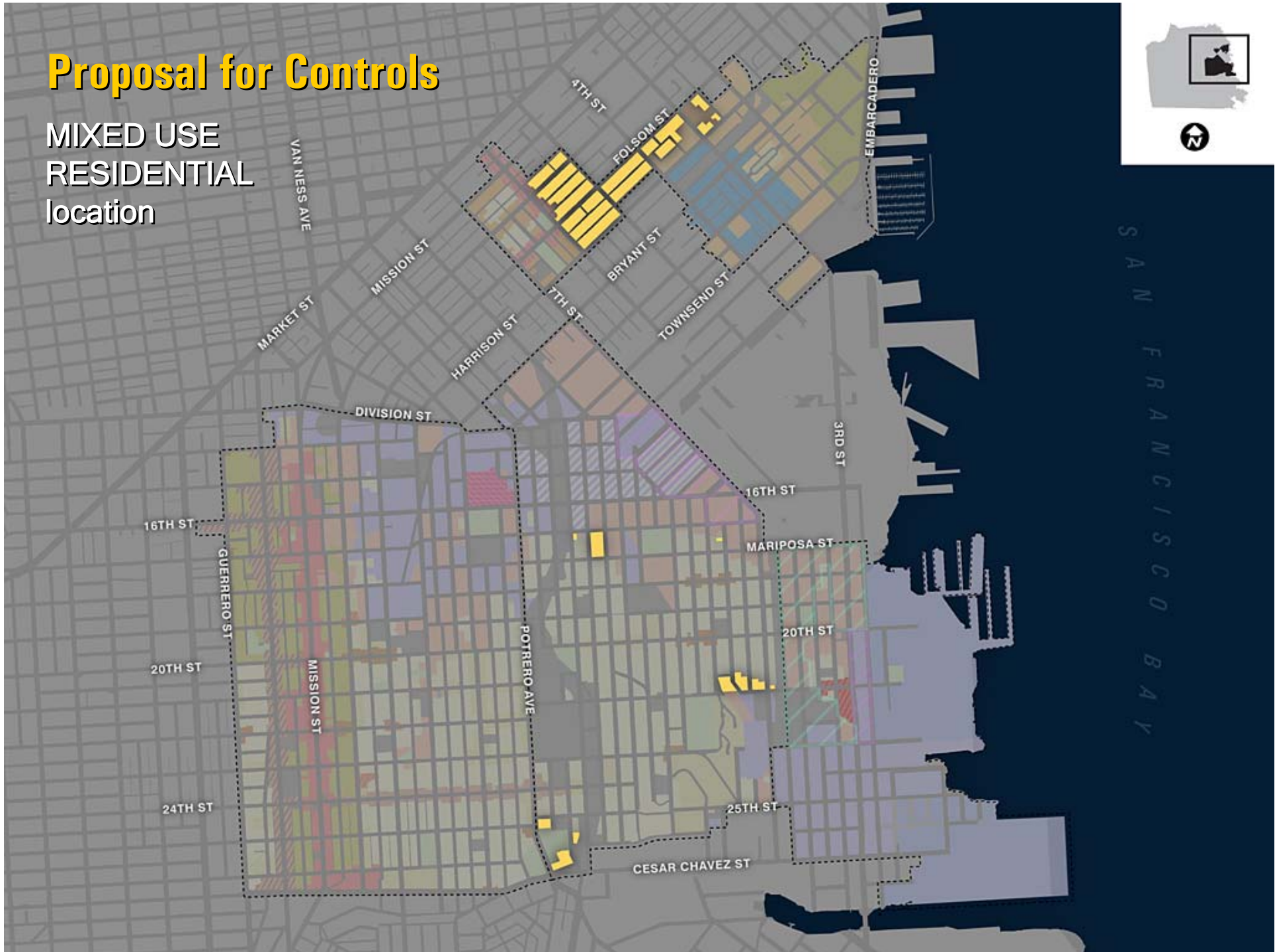


Proposal for Controls: **Mixed Use General**

Office	Controlled by floor
Residential	Permitted
Retail	Permitted
Institutions	Selectively permitted
Heavy Industrial	Not permitted
Everything Else	Permitted

Proposal for Controls

MIXED USE
RESIDENTIAL
location

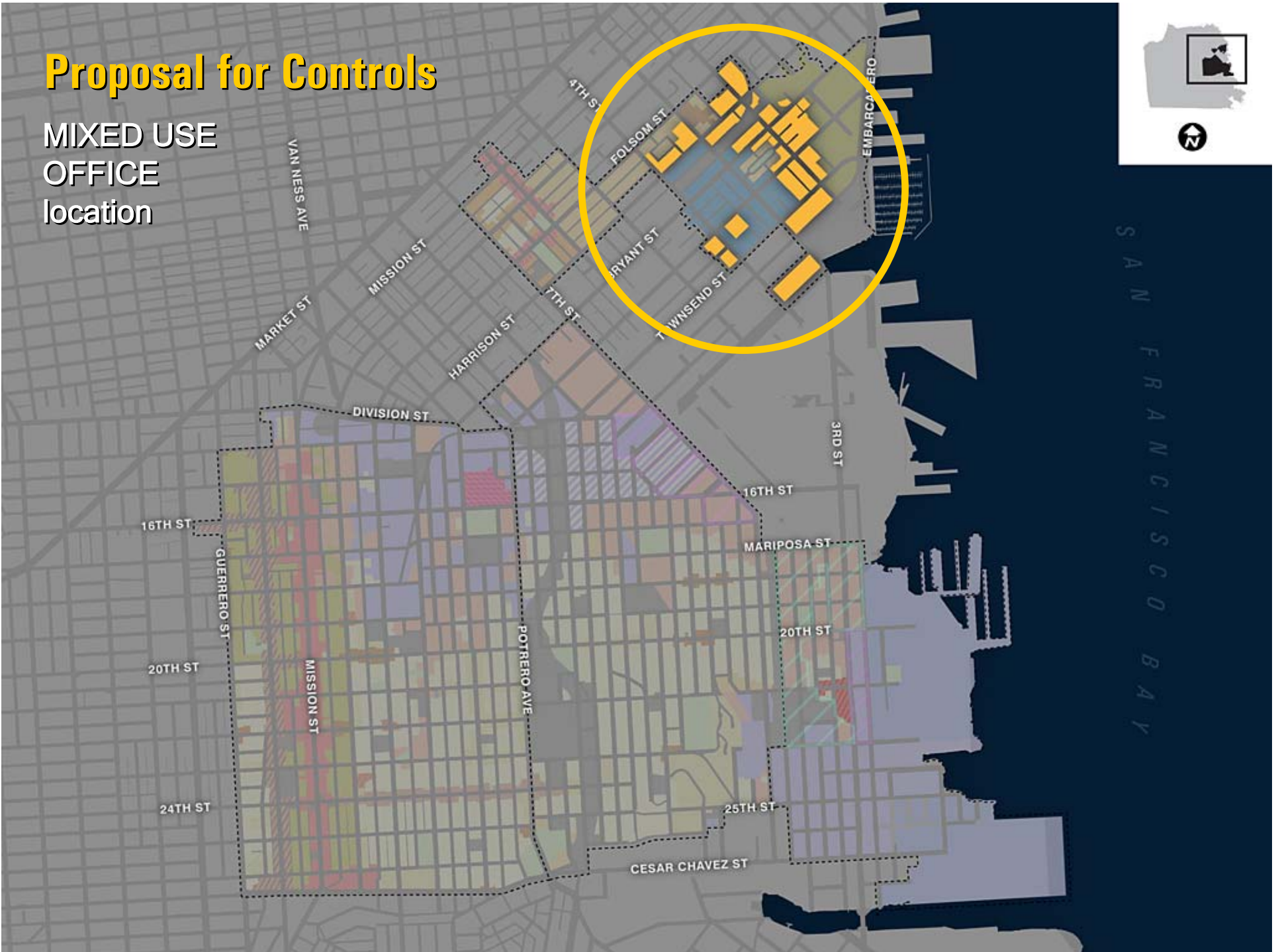


Proposal for Controls: **Mixed Use Residential**

Office	Permitted
Residential	Permitted. 3 sq. ft. required for every 1 sq. ft. of other use
Retail	Permitted
Institutions	Selectively permitted
Heavy Industrial	Not permitted
Everything Else	Permitted

Proposal for Controls

MIXED USE
OFFICE
location

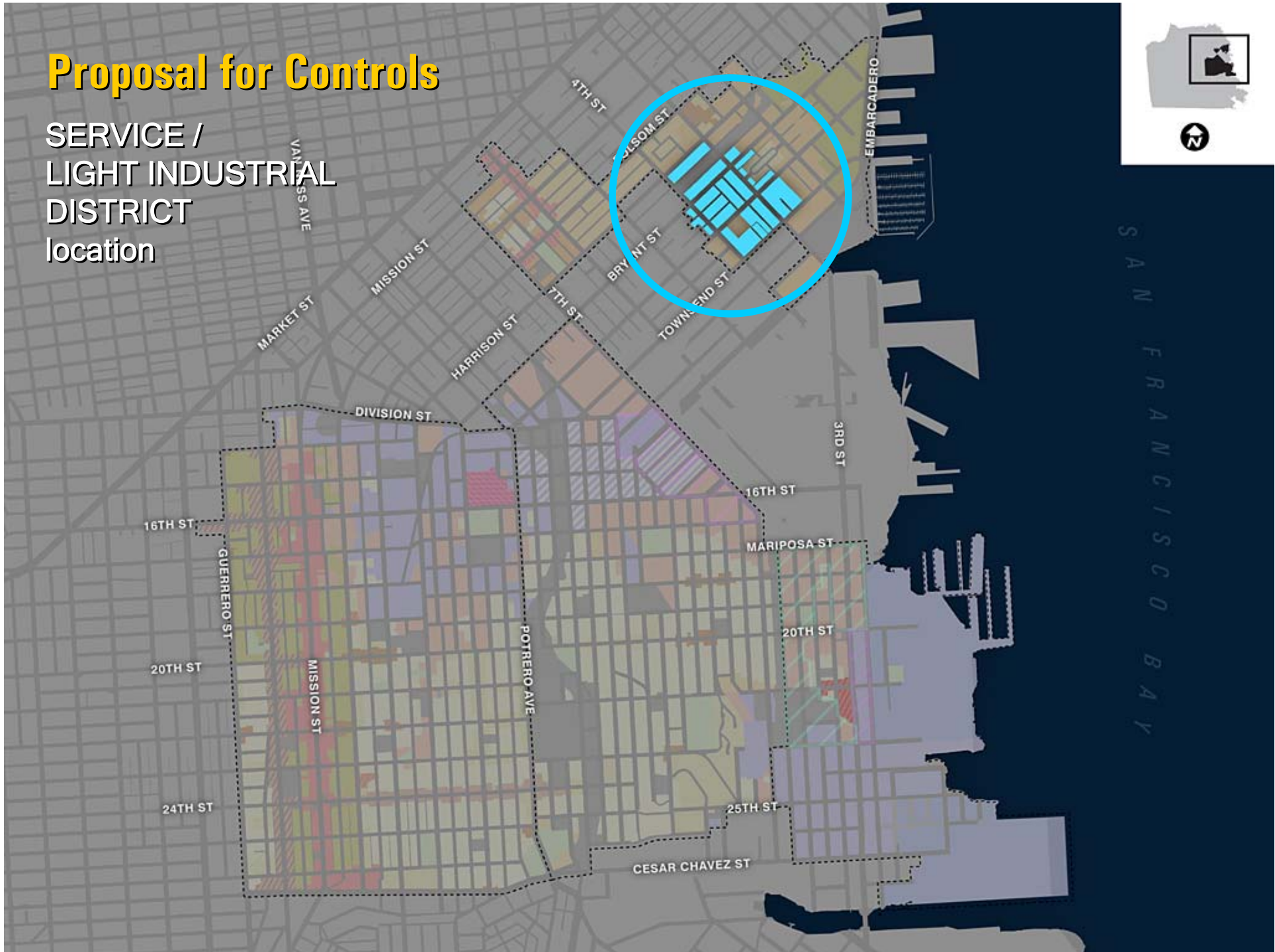


Proposal for Controls: **Mixed Use Office Districts**

Office	Permitted
Residential	Permitted
Retail	Permitted
Institutions	Permitted
Heavy Industrial	Not permitted
Everything Else	Permitted

Proposal for Controls

SERVICE /
LIGHT INDUSTRIAL
DISTRICT
location

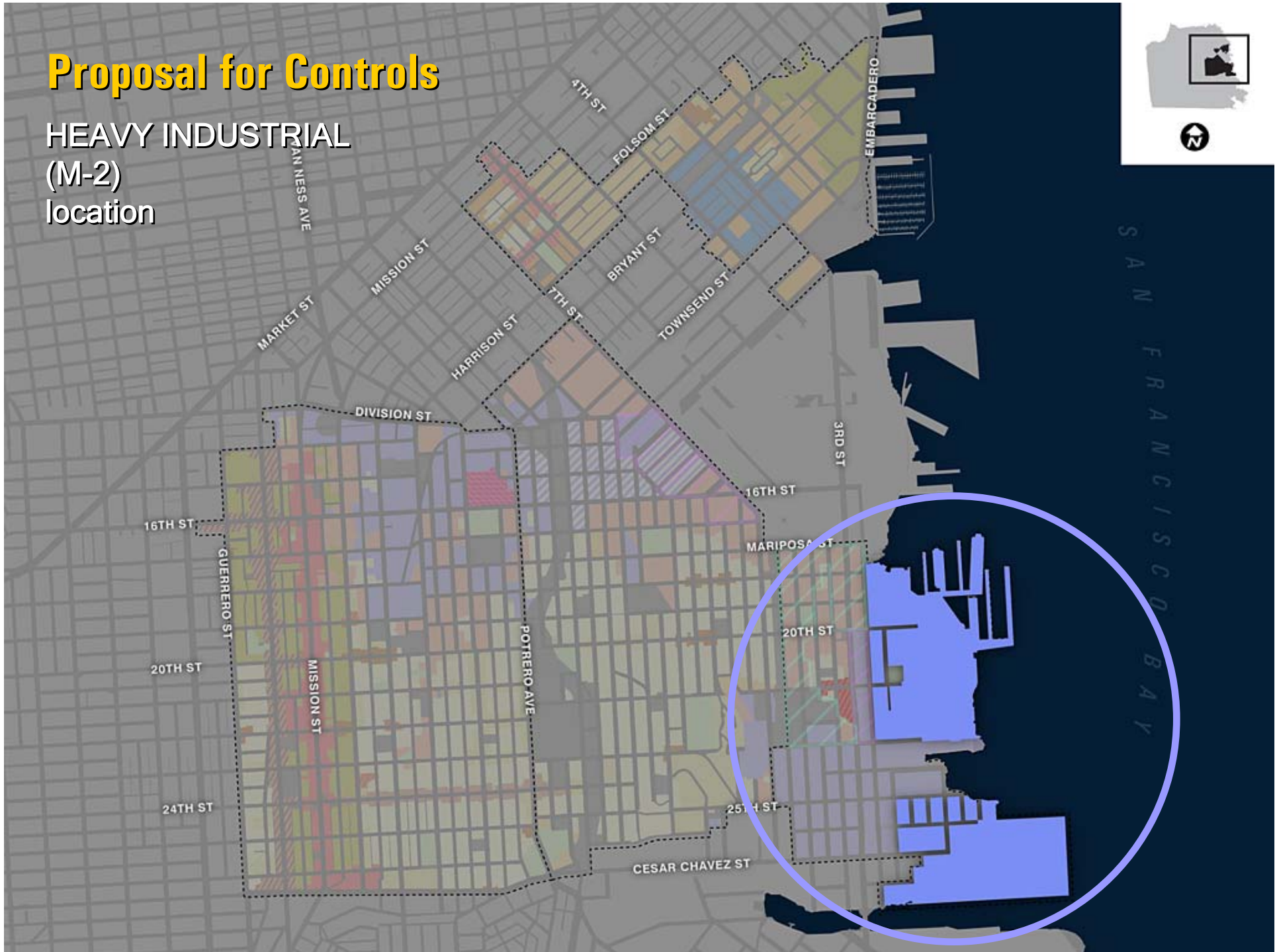


Proposal for Controls: **Service Light Industrial**

Office	Not permitted
Residential	100% affordable only
Retail	Permitted
Institutions	Selectively permitted
Heavy Industrial	Not permitted
Everything Else	Permitted

Proposal for Controls

HEAVY INDUSTRIAL
(M-2)
location

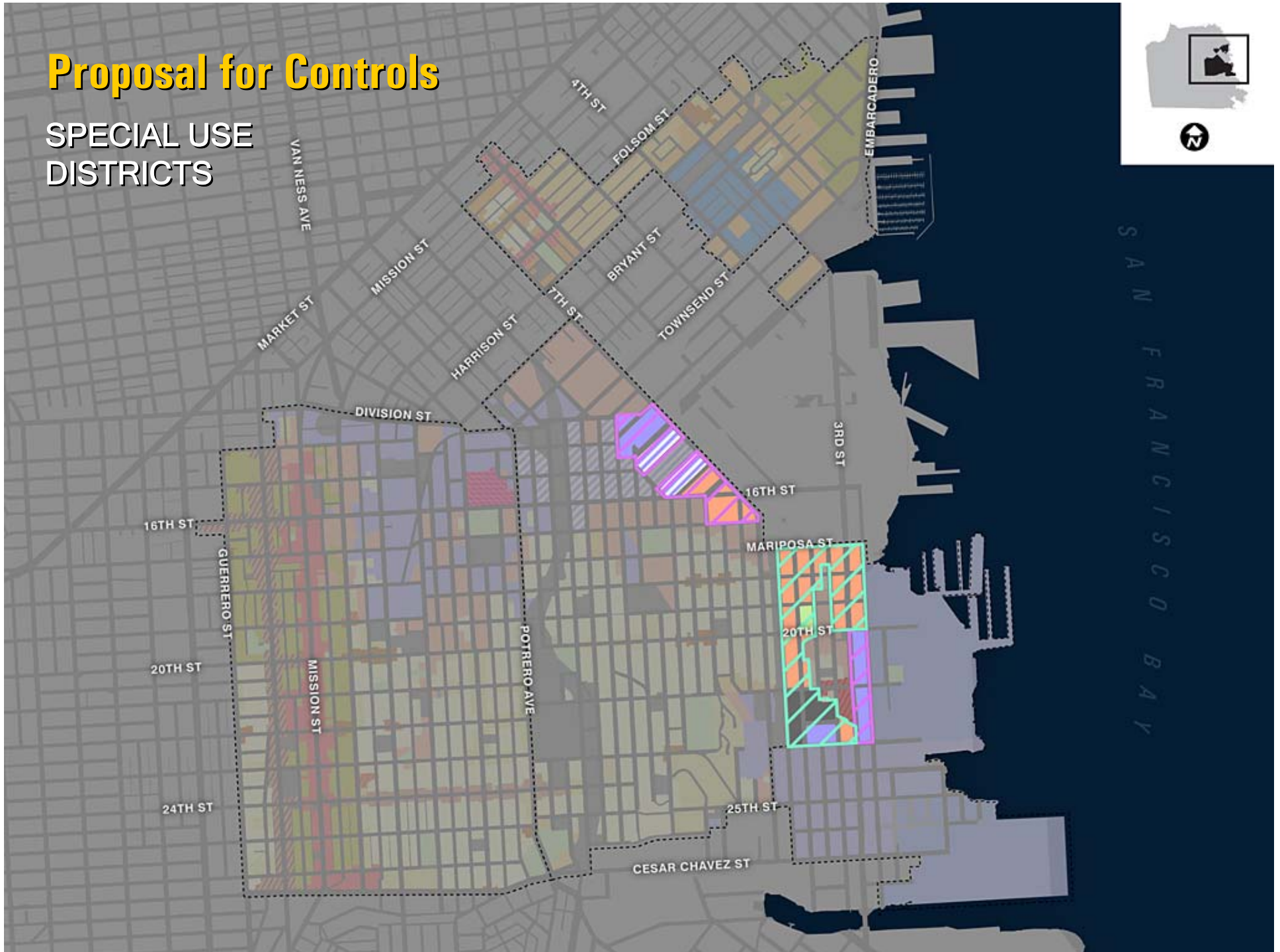


Proposal for Controls: **Heavy Industrial (M-2)**

Office	Permitted
Residential	Conditionally Permitted
Retail	Permitted
Institutions	Selectively permitted
Heavy Industrial	Selectively permitted
Everything Else	Permitted

Proposal for Controls

SPECIAL USE DISTRICTS



Proposal for Controls: Life Science & Medical SUD

Underlying controls apply, except the following is permitted:

- Life Science office or laboratory
- Medical office or clinic

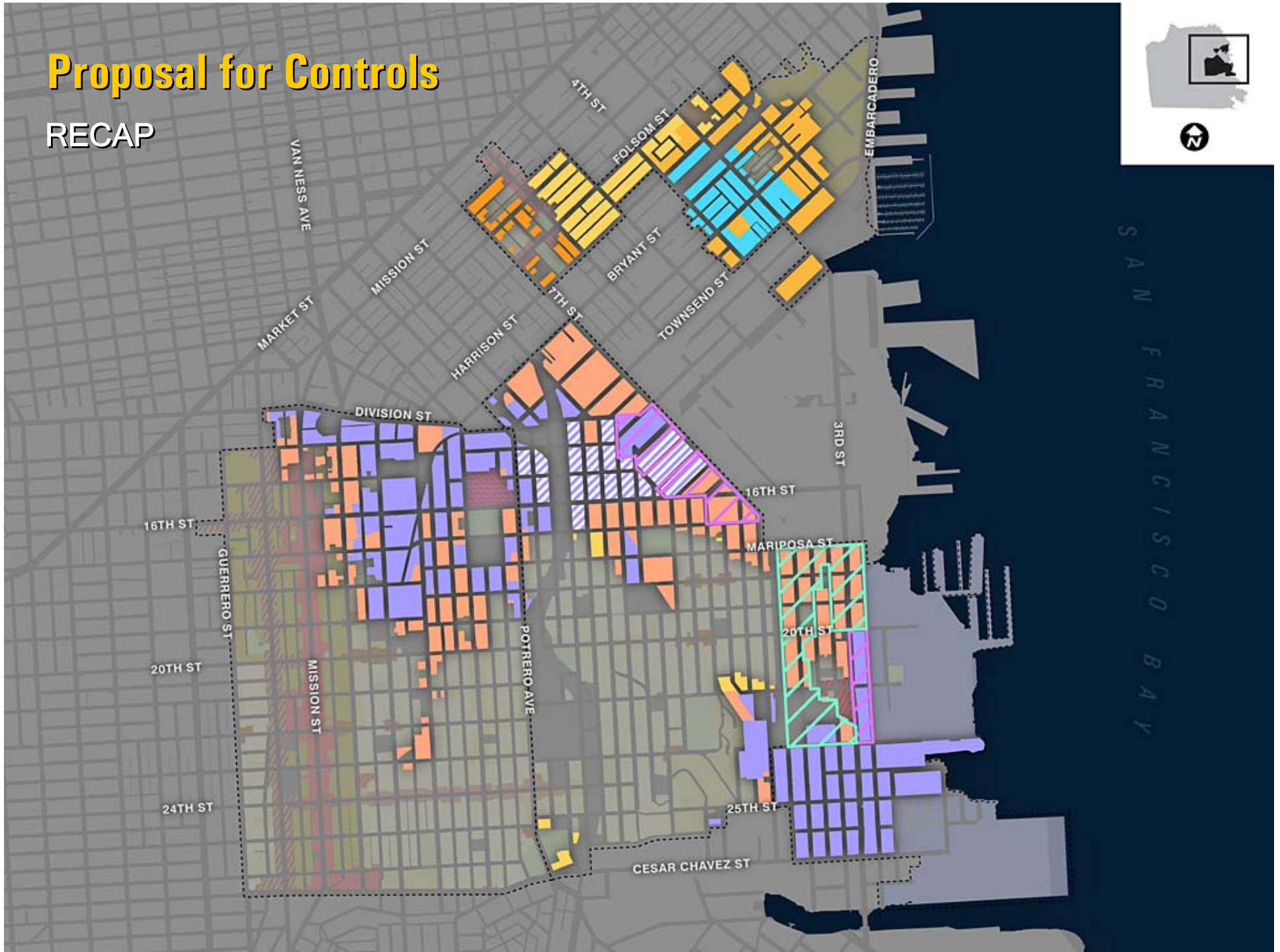
Proposal for Controls: Innovative Industries SUD

Underlying controls apply, except the following is permitted:

- All office above ground floor

Proposal for Controls

RECAP



Proposal for Controls: **Nonconforming Uses**

Any use legally established in the past, but no longer permitted by current zoning

- “Grandfathered” and permitted in perpetuity
- Future tenants have the same rights as current tenants

Proposal for Controls

What are other cities doing?

P = Permitted

NP = Not Permitted

C = Permitted under certain conditions

L = Permitted, but limited in size

* = up to 9,000 sq. ft. per use

** = up to 10,000 sq. ft. per parcel

CITY	HOUSING	OFFICE	RETAIL
Boston, MA	NP	P	P
Chicago, IL	NP	L*	P
Cleveland, OH	NP	P	P
Los Angeles, CA	NP	NP	NP
Minneapolis, MN	NP	P	NP
New York, NY	NP	P	NP
Oakland, CA	NP	P	P
Philadelphia, PA	NP	P	NP
Portland, OR	NP	C	C
Seattle, WA	NP	L**	L**

Proposal

1. Why allow office at all outside downtown?

Some types of office uses need atypical space and/or lower rents

Proposal

2. Why limit office in the Eastern Neighborhoods?

- Offices generally can pay more for land and can displace other uses
- Offices have higher employee density and can generate traffic and other externalities
- Office tend to produce fewer jobs for people without college degrees

Proposal

3. Are we prohibiting computer use in the PDR districts?

NO! Computers widely present in all kinds of businesses. Computer use is not a criterion for permitting or not permitting uses.

Proposal

4. Will existing businesses be forced to leave?

No. Existing offices spaces would become legal nonconforming uses.

Proposal

5. Why are we considering digital media and similar industries as “office?”

- Not practical to distinguish one type of office space from another
- Digital media and related businesses use space and pay for space similar to offices
- Solution is to employ wide definition of office and increase the amount permitted

Proposal

6. Does this proposal allow for “uses of the future?”

Yes.

- Many other areas exist where we can imagine opportunities: SoMa, Pier 70, Shipyard, Mirant power plant site, downtown itself
- In Eastern Neighborhoods PDR and mixed use districts, controls build in a lot of flexibility, esp. in Special Use Districts
- We don't know “uses of the future.” Eastern Neighborhoods controls provide a land reservoir

Commissioner Discussion

Expected Outcomes

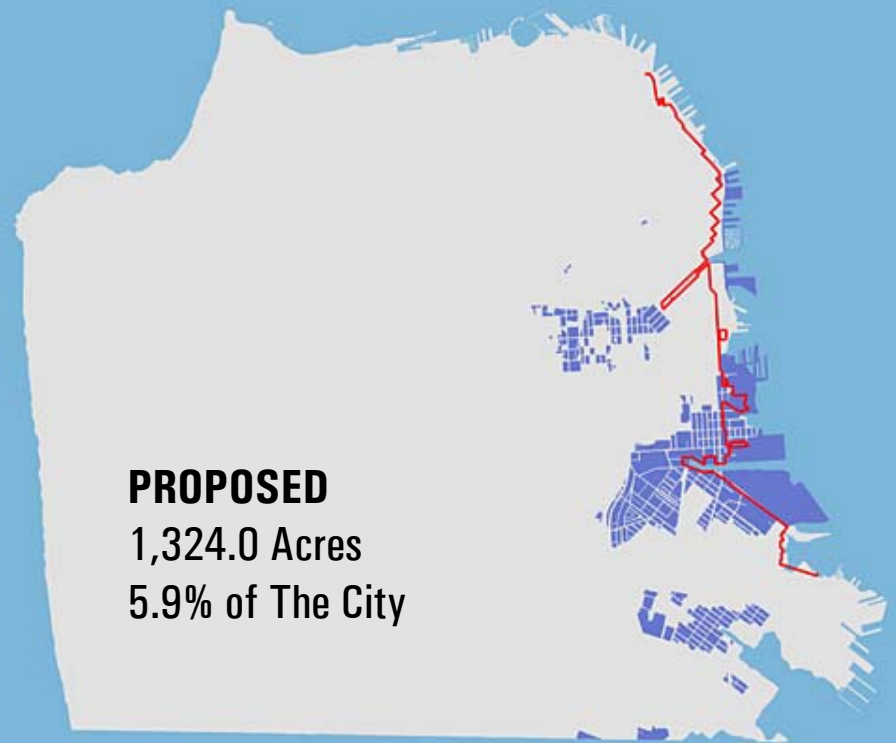
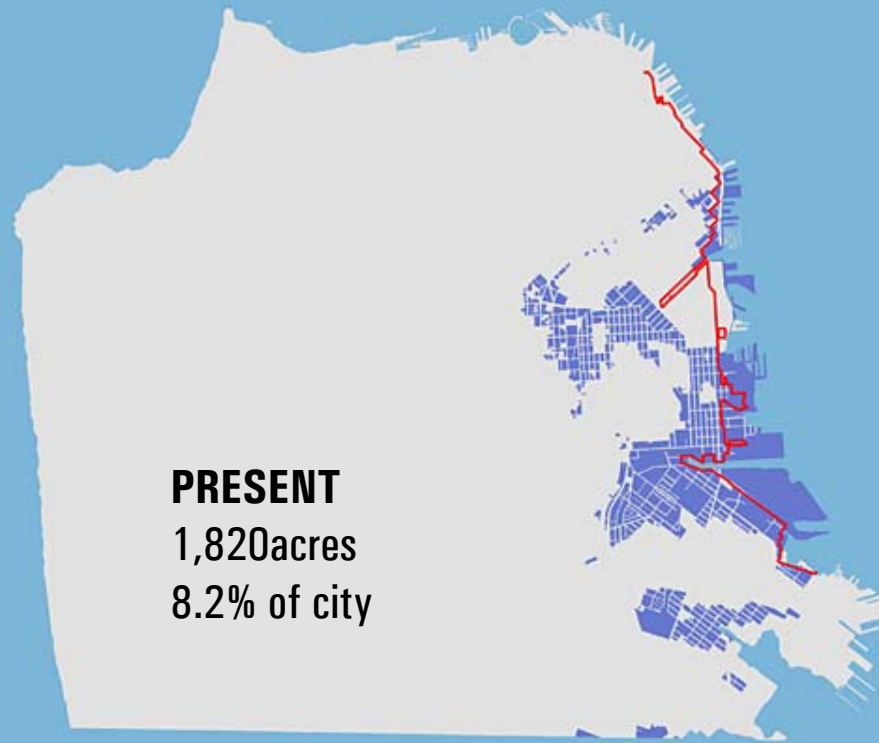
- Proposal aims at balance and stability
- Existing businesses can stay
- Diversity of businesses going forward
- Fewer dramatic swings in land use

Expected Outcomes

- Growth and Vitality:
 - Existing offices businesses can stay and grow
 - Future businesses have a range of land use options
 - Land for PDR uses is stabilized
 - Buildings can run at full capacity
- Equity and Reducing Inequality
 - Today's workforce keep a diversity of jobs
 - Tomorrow's workforce will have access to a range of job opportunities
- Fiscal Health and City Revenues
 - "Employment lands" generally pay better per square foot than residential lands

Expected Outcomes

FUTURE ZONING



Expected Outcomes: Future Land Use

Projected Floor Area, 2025 (square feet)

	Option A	Option B	Option C	No Project
OFFICE	+ 1,894,088	+ 2,459,794	+ 4,038,374	+ 4,019,711
PDR	- 524,618	- 2,144,661	- 4,933,350	- 4,616,061

Expected Outcomes

1. Will this proposal freeze the status quo?

No. Amount of space occupied by PDR businesses will continue to decline over time, while office, housing and retail will increase. Proposal just stabilizes the rate of change.

Expected Outcomes

2. Are we preserving too much land for PDR?

- “Too much” is a policy decision.
- Proposal doesn't meet projected demand for PDR intentionally in order to accommodate housing and offices

Commissioner Discussion

Case Studies

- NEMIZ
- 16TH STREET

EASTERN NEIGHBORHOODS

Community Planning
<http://easternneighborhoods.sfplanning.org>

LAND USE

- PDR
- MIXED USE
- RESIDENTIAL
- VACANT
- OPEN SPACE





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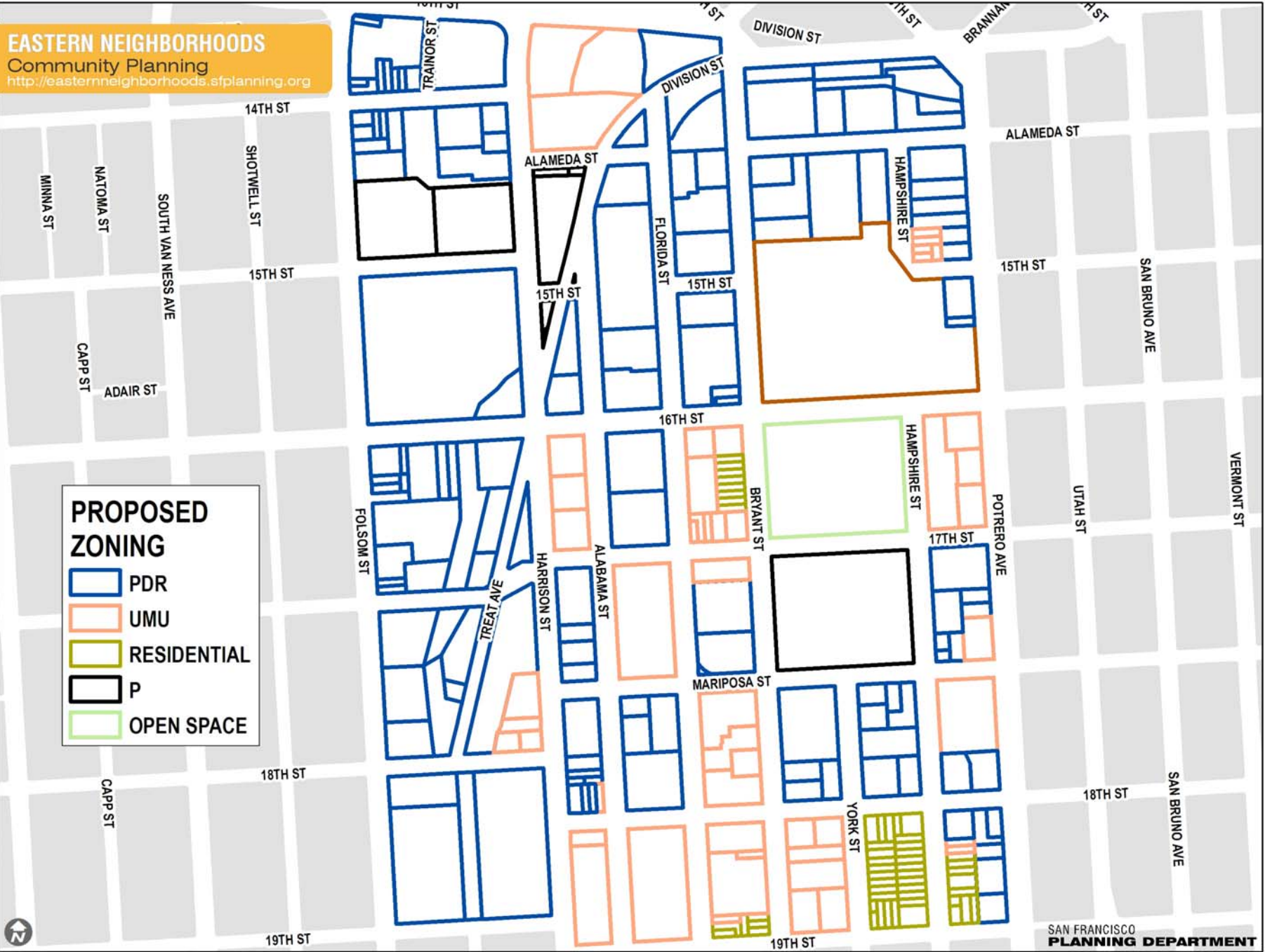
JJNemiz.pdf - mwebster - May 12, 2008

EASTERN NEIGHBORHOODS

Community Planning
<http://easternneighborhoods.sfplanning.org>

PROPOSED ZONING

-  PDR
-  UMU
-  RESIDENTIAL
-  P
-  OPEN SPACE

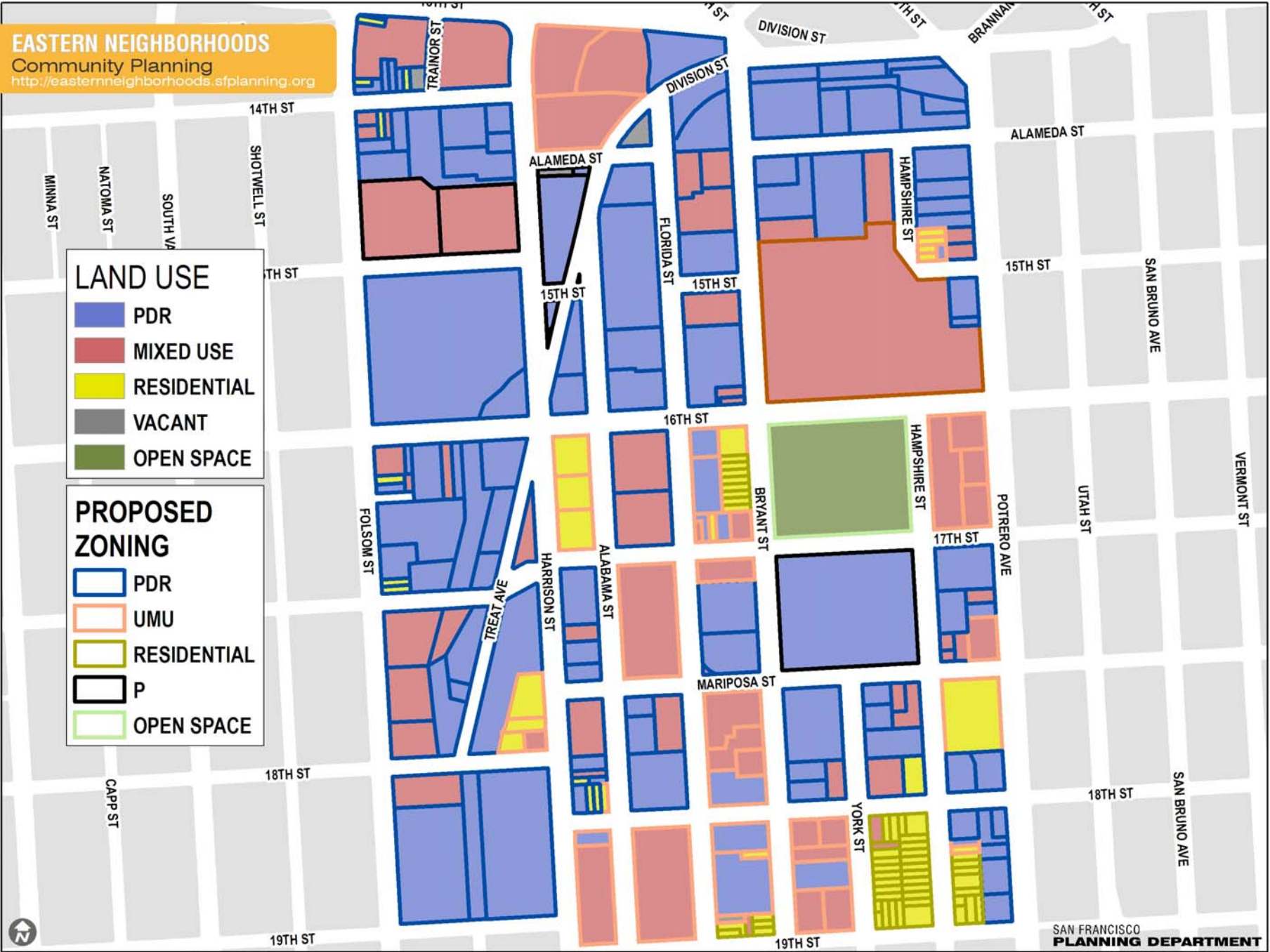


EASTERN NEIGHBORHOODS

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LAND USE	
	PDR
	MIXED USE
	RESIDENTIAL
	VACANT
	OPEN SPACE

PROPOSED ZONING	
	PDR
	UMU
	RESIDENTIAL
	P
	OPEN SPACE



1,000 Feet

SAN FRANCISCO
PLANNING DEPARTMENT

17th Street

1800 Bryant LiveWork

MUNI Trolley Yard

Project Artaud
Traveling Jewish Theatre

Vinfoлио/Crushpad
ARC Cafe
Bryant Artist Studios
Abbett Electric Corp

Mariposa Street

KQED
DPT Sign Shop

Starbucks
Williams-Sonoma
House of Mann

Bryant Street

Alabama Street

Florida Street

Mission Linen
SF Hound Lounge
Circolo
Artec Motorsports

18th Street

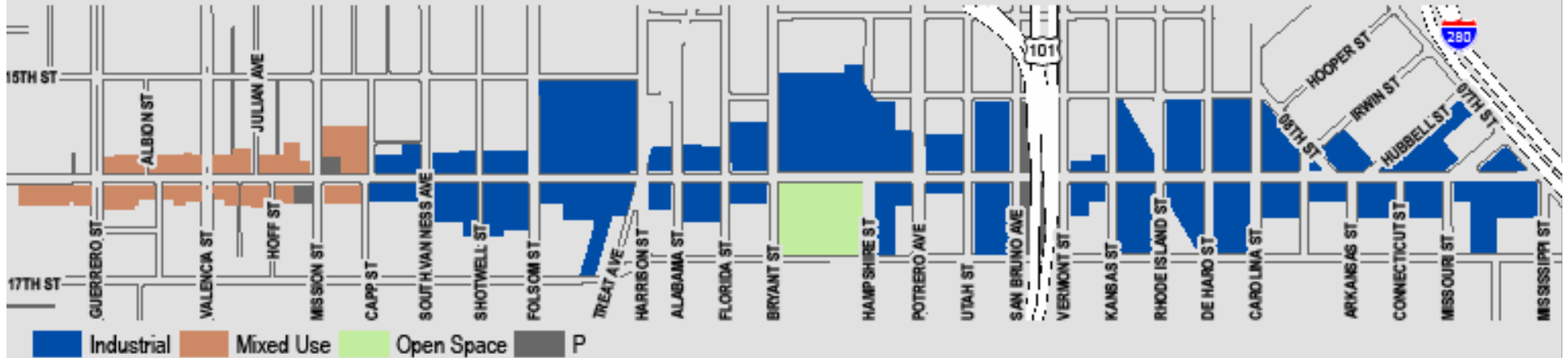
EASTERN NEIGHBORHOODS

Community Planning

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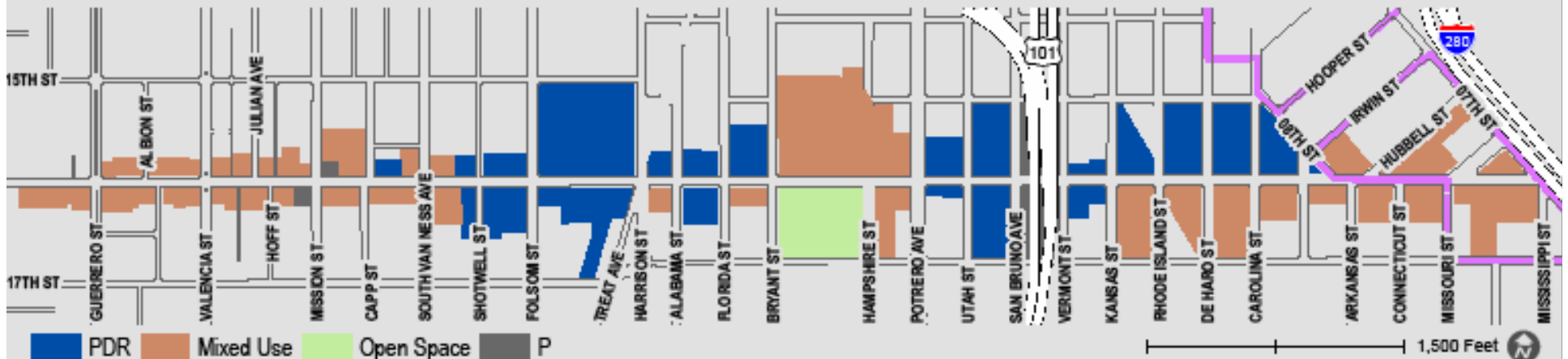
Industrial: 9,254 linear feet. **Mixed Use:** 2,668 linear feet

16th Street Existing Zoning



Industrial: 4,730 linear feet. **Mixed Use:** 7,192 linear feet

16th Street Proposed Zoning



Commissioner Discussion

Thank You!