

Mission

AREA PLAN

DRAFT

Note to readers: This draft area plan and included maps represents the Planning Department's current proposal, based on community outreach and technical analysis to date. As we continue to listen to community concerns and refine our understanding of public benefits requirements, including affordable housing needs, we may introduce modifications to some of these proposals at future community forums.



SAN FRANCISCO
PLANNING
DEPARTMENT

EASTERN NEIGHBORHOODS

Community Workshop Series

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INTRODUCTION

This Draft Area Plan contains goals, objectives and policies for the conservation and development of the Mission District in San Francisco. The final Plan will be accompanied, in a separate document, by proposed permanent zoning controls (Planning code amendments) that would set forth the rules for new development. The Plan and implementing Planning code amendments would guide the location, intensity and character

of new and expanded business and residential activity, the buildings which house these activities, and the public facilities and resources provided within the area covered in the Plan. In addition to recommending rules, the Plan recommends measures to be undertaken by other city agencies that would improve the physical environment and general neighborhood livability of the area.



Eastern Neighborhoods Goals

Four main goals guided the Eastern Neighborhoods Planning Process.

1. ***Reflect Local Values.*** To develop a rezoning proposal that reflects the land use needs and priorities of each neighborhood's stakeholders and that meets citywide goals for residential and industrial land use.
2. ***Increase Housing.*** To identify appropriate locations for housing in the City's industrially zoned land to meet a citywide need for more housing, and affordable housing in particular.
3. ***Maintain Some Industrial Land Supply.*** To retain an adequate supply of industrial land to meet the current and future needs of the City's production, distribution, and repair (PDR) businesses and the city's economy.
4. ***Improve the Quality of All Existing Areas with Future Development.*** To improve the quality of the residential and non-residential places that future development will create over that which would occur under the existing zoning.

1

LAND USE

This section presents the vision for the use of land in the Mission. It identifies activities that are important to protect or encourage and establishes their pattern in the neighborhood. This pattern is based on the need to retain space for production, distribution and repair (PDR), protect established residential areas, and build on the vibrant neighborhood commercial areas around Mission, Valencia, and 24th Street. Where and how these activities occur is critical to ensuring that future neighborhood change contributes positively to the city as well as the area's vitality, fostering the Mission as a place to live and work.

OBJECTIVE 1.1 **BUILD ON THE EXISTING CHARACTER** **OF THE MISSION AND STABILIZE IT AS A** **PLACE FOR LIVING AND WORKING**

To ensure the Mission remains a center for immigrants, artists, and innovation the established land use pattern should be reinforced. This means protecting established areas of residential, commercial, and PDR, and ensuring that areas that have become mixed-use over time develop in such a way that they contribute positively to the neighborhood. A place for living and working also means a place where af-

fordably priced housing is made available, blue-collar jobs are protected, and where goods and services are oriented to serve the needs of the community. For the Mission to continue to function in this way, land must be designated for such uses and controlled in a more careful fashion.



Policy 1.1.1 **Establish land use districts that foster the Mis-** **sion's unique character.**

The following general principles guided the process for determining the land use designations that would be appropriate for the Mission:

- Preserve the character of the Mission
- Encourage compatible housing, particularly family affordable housing
- Enhance the character of neighborhood commercial areas
- Establish new mixed use areas
- Protect important production, distribution, and repair activities

The following land use districts are proposed (*see page 10*):

Neighborhood Commercial Transit (NC-T)

This district encourages active ground floor uses by requiring minimum ceiling heights for retail uses, prohibiting new curb cuts on some of the blocks and limiting blank walls. Housing is encouraged on the upper stories with an increased amount of below market rate (BMR) inclusionary housing where up-zoning has occurred. This district would apply to Mission, Valencia and 24th Street.

Residential Transit Oriented (RTO)

This district encourages residential infill development compatible with the surrounding neighborhood. Small-scale, neighborhood oriented corner stores are permitted in order to provide goods and services to nearby residents and to create a more pleasant urban environment.

Mixed Use – PDR (MU-PDR) (formerly Urban Mixed Use)

The intent of this district is to create mixed-use places that also serve as transitional areas between established residential neighborhoods and areas intended for PDR and other business activities. It allows housing, office, and other uses and requires some PDR space in new development.

PDR

The intent of this district is to encourage new business formation, support existing businesses, and to

conserve space for Production, Distribution, and Repair (PDR) businesses, including arts activities. In order to protect PDR, certain uses such as housing and downtown office are prohibited in this district.

Affordable Housing Overlay

Operating in conjunction with the proposed underlying zoning, the intent of the affordable housing overlay is to encourage affordable housing development that is well served by transit, while protecting existing neighborhood serving uses including PDR activities such as auto repair businesses and arts activities.

Policy 1.1.2

Generally retain existing heights while allowing for some change where appropriate.

Heights should generally remain the same along Mission Street, and refined to better reflect the presence of the BART stations at 16th and 24th Streets as well as the adjacent north/south alleys. For the north/south alleys adjacent to Mission and Valencia Streets, heights have been slightly decreased to 40’ to ensure greater levels of sunlight and air. The existing heights of 40’ in the residential area south of 20th Street and east of South Van Ness are retained, while an increase to 55’ north of 20th Street is proposed to allow for taller, more flexible ground floor spaces for businesses.



OBJECTIVE 1.2**MAINTAIN AND STRENGTHEN NEIGHBORHOOD COMMERCIAL AREAS AND BUSINESSES THAT ARE WELL-LINKED TO PUBLIC TRANSPORTATION AND THAT SERVE AND EMPLOY LOCAL RESIDENTS.****Policy 1.2.1**

Direct new development to neighborhood commercial areas, particularly Mission and Valencia Streets.

Mission Street is well served by MUNI and has two BART stations at 16th and 24th street. Directing new development along neighborhood commercial streets in the area, such as Mission and Valencia streets, increases their vitality as neighborhood commercial areas and takes advantage of existing transit infrastructure.

Policy 1.2.2

Ensure that the neighborhood commercial areas of Mission, Valencia, and 24th Street, have an appropriate mix of uses that serve the needs of residents, particularly immigrant and low income households, and area businesses.

Neighborhood commercial areas in the Mission have a unique character that should be protected. In addition to recent legislation requiring conditional use approval for chain stores, uses that are not community serving should be controlled in order to promote neighborhood serving and family oriented businesses. To ensure compatibility with the existing scale of these areas, large lot development and lot mergers should be restricted and business sizes carefully controlled. Because the new zoning allows for additional development capacity, more inclusionary housing should be required to address the need for family affordable housing.

Policy 1.2.3

Reduce parking requirements in neighborhood commercial transit-oriented areas near Mission Street.

Residents are less likely to own automobiles in areas well served by transit, preferring alternative means of transportation such as buses, biking, and walking. Valuable space that would have been allocated to parking, can instead be used for homes or shops that serve area residents.

Policy 1.2.4

Protect and promote family and neighborhood serving uses by restricting additional bars, liquor stores, adult entertainment, tourist hotels in neighborhood commercial areas, and determine the feasibility of regulating new tobacco related businesses.

The existing Mission alcoholic beverage controls that restrict new bars and liquor stores covers most of the Mission district, except for sections of Mission Street which also allows adult entertainment and tourist hotels with conditional use approval. To promote more community serving businesses in the Mission, these uses should be restricted in neighborhood commercial areas. The growing presence of tobacco related businesses, or “smoke-shops”, also potentially restricts the growth of family and neighborhood serving uses. Because smoke-shops are not currently defined as distinct uses in the Planning Code, the Planning Department should determine the feasibility of defining and possibly regulating new tobacco related businesses.

Policy 1.2.5

Improve the environment for business by encouraging safe, clean and well-lit streets.

Neighborhood commercial zoning controls should require ground floor uses that increase street activity and improve safety. Additionally, the Planning Department should create a Mission Public Realm Plan that addresses issues of safety, sanitation, lighting, and other pedestrian related improvements particularly in neighborhood commercial areas.

OBJECTIVE 1.3
ENSURE THAT NEW HOUSING IS DEVELOPED IN APPROPRIATE AREAS, THAT IT IS COMPATIBLE WITH ITS SURROUNDINGS, AND THAT IT SATISFIES COMMUNITY HOUSING NEEDS.

Policy 1.3.1

Encourage more housing by increasing heights, reducing parking, and eliminating unit density controls along Mission and Valencia streets.

Locating housing in neighborhood commercial areas with good transit allows new development to capitalize on existing infrastructure. By increasing heights, reducing parking, and replacing existing unit density controls with “unit mix” controls that require specific amounts of larger more family-friendly housing, more housing can be encouraged.



Policy 1.3.2

Encourage a well-mixed and diverse housing stock by identifying areas specifically for the creation of affordable housing.

In areas that allow housing, identifying areas that focus on the creation of affordable housing can create additional housing opportunities for area residents.

Policy 1.3.3

Identify opportunities for modest amounts of housing along South Van Ness Avenue and along Mariposa Street without significantly displacing or disrupting existing PDR clusters.

On existing industrially zoned land adjacent to residential neighborhoods, requiring compatible PDR space as part of new housing development provides space for both activities, while buffering residential uses from more intensive PDR uses.



OBJECTIVE 1.4
RETAIN THE MISSION’S ROLE AS AN IMPORTANT LOCATION FOR PRODUCTION, DISTRIBUTION, AND REPAIR (PDR) ACTIVITIES.

It is important for the health and diversity of the city’s economy and population that space in San Francisco be preserved for Production, Distribution, and Repair activities. There are several thousand PDR jobs in the Mission in a variety of businesses. Many of these businesses form clusters, including arts activities, that are unique to San Francisco and provide services and employment for local residents. Establishing space for PDR activities that is protected from encroachment by other uses responds to existing policy set forth in the city’s General Plan, particularly the Commerce and Industry Element (C&I), that includes the following pertinent policies:

- Seek to retain existing commercial and industrial activity and to attract new such activity to the city (Objective 2, Policy 1)

- Promote the attraction, retention, and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers (Objective 3, Policy 1)
- Avoid public actions that displace existing viable industrial firms (Objective 4, Policy 3)
- When Displacement does occur, attempt to relocate desired firms within the city (Objective 4, Policy 4)
- Avoid encroachment of incompatible land uses on viable industrial activity (Objective 4, Policy 5)
- Maintain an adequate supply of space appropriate to the needs of incubator industries (Objective 4, Policy 11)

Generally, establishing areas for PDR businesses achieves the following:

1. Provides protection for activities that are susceptible to displacement including arts activities.
2. Protects areas that contain concentrations of blue collar, unskilled and semi-skilled jobs.
3. Helps to ensure the availability of jobs across all economic sectors, providing a wide range of employment opportunities for San Francisco's diverse population.
4. Ensures that there is space for activities important to meeting the city's everyday needs.
5. Ensures that there is space for businesses that support the city's wider economy and health.
6. Ensures that there is space for new business sectors to emerge, which helps San Francisco to maintain its role as a regional center.
7. Fosters a diverse economy, which helps to ensure the city's long-term economic vibrancy.

Policy 1.4.1

Designate new land use districts in the northeast Mission that protect and promote PDR and arts activities by prohibiting construction of new housing in PDR districts and limiting the amount of other uses, especially office, which can be introduced.



Policy 1.4.2

Help businesses to thrive and expand.

Healthy, growing businesses contribute to the vibrancy, diversity and success of their neighborhoods and the city in general. In addition to land and building space, businesses need other forms of support to help them prosper. Through agencies such as the Mayor's Office of Economic and Workforce Development and the Mayor's Office of Community Development, the city should develop a coordinated strategy to retain and expand businesses through loan consultation, marketing and outreach to these businesses on incentive programs and other economic development strategies that would provide a more complete approach to business expansion and retention.

Policy 1.4.3

In areas designated for PDR, protect the stock of existing buildings used by, or appropriate for, PDR businesses by restricting conversions of industrial buildings to other building types and discouraging the demolition of sound PDR buildings.

Policy 1.4.4

In PDR districts, promote redevelopment or infill of PDR uses.

To promote affordability and continue to provide incubator space for PDR businesses, underutilized sites on PDR land should not be rezoned or allowed to be used for activities other than PDR. New housing, large office and institutions, and large retail should be directed to areas specifically designed to for those uses.

Policy 1.4.5

In the Mixed Use – PDR zone, require the development of flexible buildings with high floor-to-ceiling heights, and other features that will allow the structure to support various businesses.

Flexibly designed buildings with high floor to ceiling heights best accommodate the PDR businesses of today and tomorrow. Such spaces, equipped with roll-up doors or other large apertures for example, facilitate the movement of goods and supplies.

OBJECTIVE 1.5

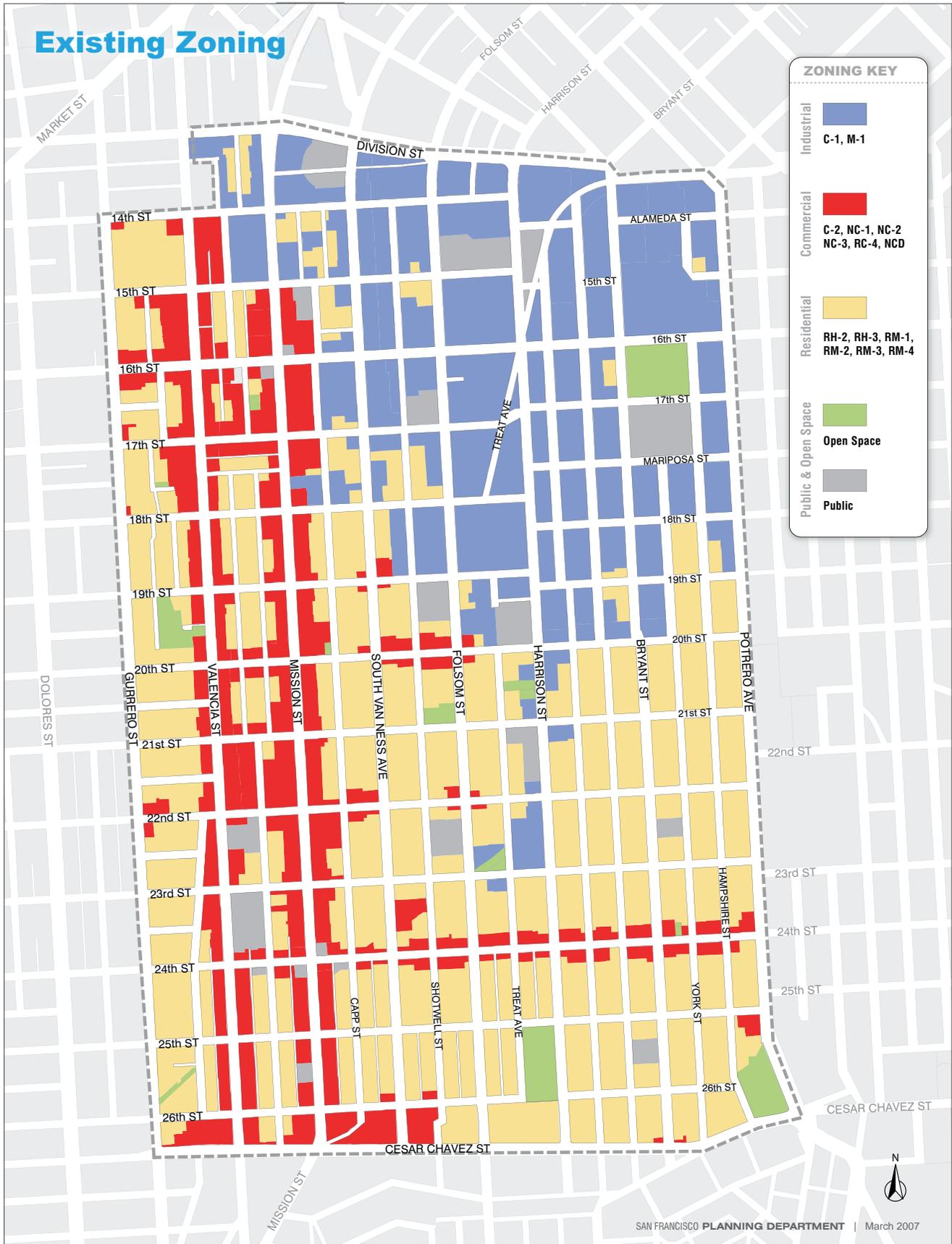
ALLOW COMPATIBLE HOUSING DEVELOPMENT ON SOME INDUSTRIAL LAND THAT IS IN CLOSE PROXIMITY TO EXISTING NEIGHBORHOOD COMMERCIAL AREAS AND SERVICES OR EXISTING RESIDENTIAL AREAS, AND THAT DOES NOT DISPLACE EXISTING BUSINESSES AND JOBS WITHOUT CREATING COMPATIBLE SPACE FOR SUCH ACTIVITIES.

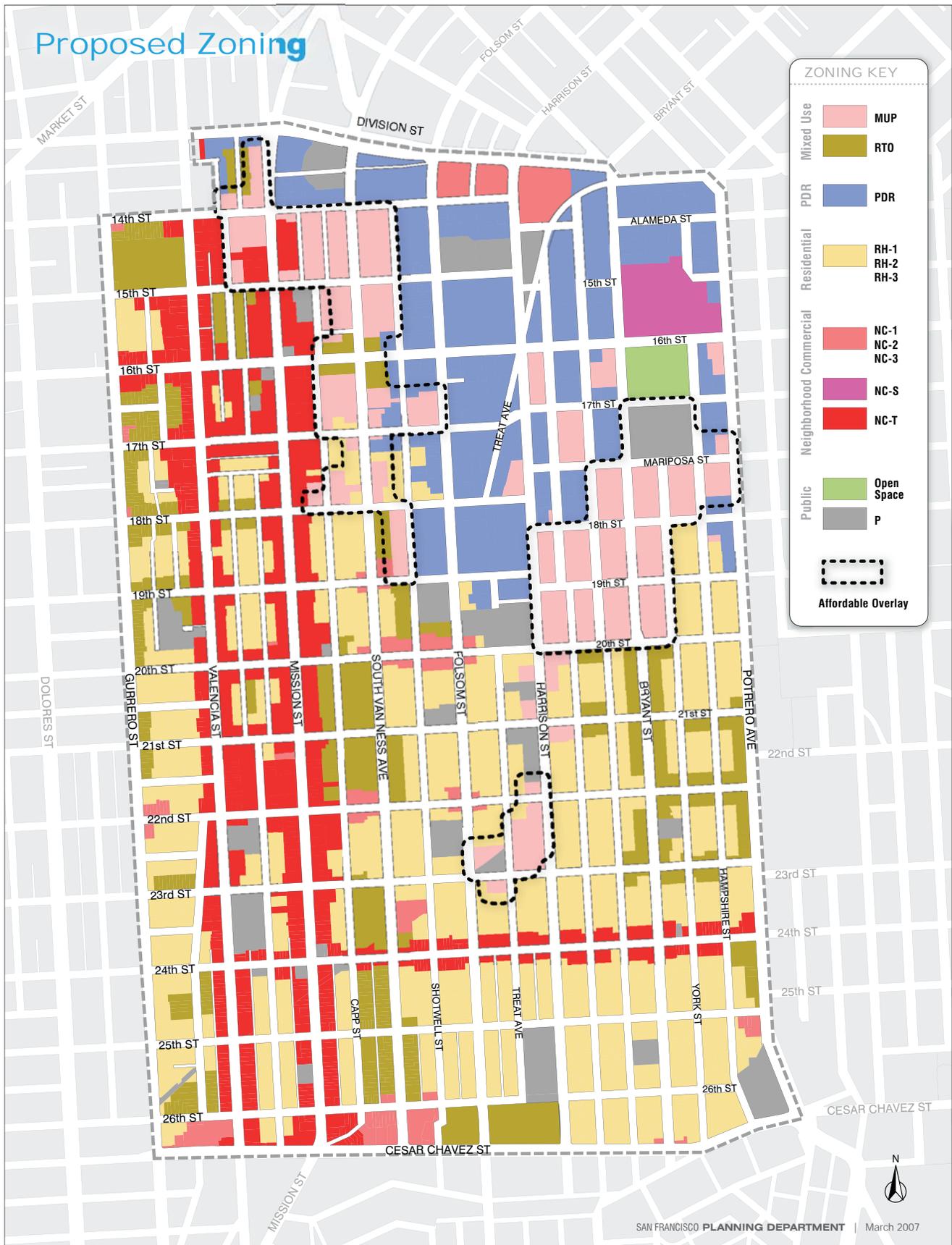
Policy 1.5.1

Rezone some currently industrial areas to accommodate more affordable housing development.

Policy 1.5.2

Establish a Mixed Use - PDR district that allows a variety of uses including housing, retail and office and that provides new space for compatible PDR development.





2

ECONOMIC DEVELOPMENT

The Mission has about 23,000 jobs in a variety of businesses. Production, distribution, and repair businesses (PDR), many of which provide “blue collar” jobs such as auto repair but include other employment in such areas as the arts, account for about 52 percent of total employment.

PDR businesses in the Mission have historically relied upon the immigrant labor pool found in the area. These residents benefit from PDR jobs since they provide opportunities for workers who may lack higher education or may not speak English well. The economic development policies for the Mission address how land use and other policies can promote a diverse range of jobs for local residents while retaining the concentration of PDR found in the area.



OBJECTIVE 2.1

EXPAND EMPLOYMENT OPPORTUNITIES FOR MISSION RESIDENTS, PARTICULARLY THE UNEMPLOYED AND ECONOMICALLY DISADVANTAGED.

Policy 2.1.1

Establish a PDR District in the Mission that promotes light industrial, artisan, and other employment opportunities for a variety of skill levels.

PDR businesses and other small incubator industries are better able to secure space when they do not need to compete with uses such as housing and large office that can pay more. Districts designed to promote light industrial and artisan activities should exclude these activities.

Policy 2.1.2

Support efforts by the Mayors Office of Workforce and Economic Development (MOEWD) to attract new industries that create employment opportunities and sustainable wages for Mission residents and strengthen and diversify the local economy.

Policy 2.1.3

Support and promote training programs that target Mission residents for employment opportunities resulting from new economic development.

Comprehensive job training is critical to link local residents that may not have the necessary skills to obtain jobs that result from new economic development. Although the Planning Department does not directly engage in job training, it can support such efforts performed by other agencies and community based organizations.

Policy 2.1.4

Establish and promote programs to provide funds for local business development that serves Mission residents.

Policy 2.1.5

Support efforts by MOEWD to expand existing small businesses and micro-enterprises, including those in newly emerging industries, that employ Mission residents.

Policy 2.1.7

Protect and promote the existing cluster of auto-related businesses on land currently zoned industrial in the Mission by zoning for these uses.

Policy 2.1.8

Support the creation of new, and improvement of existing, facilities and programs that serve immigrant day laborers and domestic workers.

Policy 2.1.9

Encourage all businesses in the Mission to adopt “green” businesses practices as a condition of approval.



Policy 2.1.6

Support efforts by MOEWD to assist PDR firms displaced from other parts of San Francisco, to relocate in areas designated for PDR in the Mission.

3

HOUSING

Historically the Mission has been a valuable source of affordable housing for immigrants and families. There are about 60,000 people that live in the Mission district, about half of whom are foreign born, mostly from Central America and Mexico. Median household incomes are lower and household sizes are larger in the Mission than the city as a whole, and this is particularly true for Latino households which, according to the most recent census, have a median household size of 3.8 and a median household income of \$44,500. Overall, about eighty percent of Mission residents rent their homes, mostly in four unit and smaller buildings, and sixteen percent spend more than half of their income on rent. Although new housing continues to be constructed in the Mission, the majority of this housing is market rate, owner-occupied and generally unaffordable to existing residents and families.

OBJECTIVE 3.1 ENCOURAGE HOUSING DEVELOPMENT IN APPROPRIATE AREAS

Policy 3.1.1

Revise zoning controls to allow in-fill housing development in areas where it is appropriate for uses to transition to predominantly mixed-use neighborhoods.

In-fill housing development provides needed housing within the existing urban fabric. The Mixed Use – PDR District will allow for additional housing above compatible PDR uses (see the Land Use section for a discussion of the Mixed Use - PDR District).



Policy 3.1.2

Encourage housing development over commercial or PDR uses in new construction or substantial expansion of existing buildings.

Housing is often built as part of a mixed-use development, and encouraging the addition of housing to new commercial buildings as well as to existing buildings allows for the production of more units. As discussed in the Land Use chapter, the Area Plan is designed to promote a mix of compatible uses in the Mission area. The Mixed-Use PDR zoning is intended to promote this kind of development by permitting housing above PDR and commercial uses on the ground floor.

Policy 3.1.3

Ensure the compatibility of in-fill housing development with its surroundings.

The Plan Area contains three predominant neighborhood types – generally residential south of 20th St, neighborhood commercial along Mission, Valencia and 24th St, and PDR north of 20th Street and east of Mission Street. In established residential areas, the compatibility of new housing will be ensured by maintaining existing zoning controls as well as the prevailing scale and material composition of adjacent buildings. In transitional areas, some new housing will be allowed, along with other uses, to buffer existing residential areas from nearby PDR activities.

OBJECTIVE 3.2
ENCOURAGE THE DEVELOPMENT OF PERMANENTLY AFFORDABLE HOUSING

Policy 3.2.1

Where additional by-right development potential has been conferred by new zoning, require a higher percentage of affordable housing units in developments

New zoning can create additional value on properties through enabling housing by-right (as opposed to conditionally), by increasing the allowed height of development, or removing density controls. Where this additional value has been conferred by removing

density controls, the City should ensure that additional public benefits are accrued. Such public benefits could include increasing the required percentage of affordable housing.*

Policy 3.2.2

Increase opportunity sites for permanently affordable housing development.

The production of permanently affordable housing is one of the main goals of the Mission Area Plan in order to provide housing for the residents of the Mission who spend greater than 30% of their income on rent and to balance the increasing production of market-rate housing, sites for the production of affordable housing should be identified.

Policy 3.2.3

Encourage the development of affordable ownership housing by promoting permanently affordable homeownership projects through limited equity models and community land trusts.



* **Note to reader:** The Planning Department is working with the Mayor’s Office of Housing to determine the feasibility of this policy and, specifically, how the percentages of required affordable housing may be adjusted. This assessment will be concluded before the completion of the final Area Plan.

In addition to encouraging housing production, there is a demonstrated need to reduce the overall cost of housing development and therefore reduced rental rates and purchase prices. One approach could be the establishment of a community land trust that would hold land in trust and make it available for the development of affordable housing. The city should encourage the further development of a community land trust in the area, and support the exploration of other innovative approaches to reducing housing costs for residents.

Policy 3.2.4
Encourage the development of affordable rental housing.

Most new housing being built in San Francisco is ownership housing while two-thirds of residents are renters. The City’s Housing Element recognizes that rental housing is often more affordable than for-sale housing, and existing City policies regulate the demolition and conversion of rental housing to other forms of occupancy. New development in the Mission Area should ensure that rental opportunity is available for new residents as well.**

Policy 3.2.5
Support the development of affordable family housing, both rental and ownership, particularly along Mission, Valencia, and 24th Streets.

According to the Eastern Neighborhoods Socioeconomic Rezoning Impacts analysis, the Mission has a high concentration of family households, most with children, relative to the rest of the city and to other areas in the Eastern Neighborhoods – close to 50% of all households in the Mission are family households. Household size also tends to be greater in the Mission, with households with four or more people constituting a large percentage – 20% of households. In neighborhood commercial areas where housing is allowed, the new Neighborhood Commercial – Transit (NC-T) zoning district encourages the development

of additional affordable family housing by requiring larger units more appropriate for families and increasing heights. Housing in these areas allows residents to be close to public transportation and within walking distance to shops and services.



OBJECTIVE 3.3
LOWER THE COST OF HOUSING

Policy 3.3.1
Revise residential parking requirements.

The city’s current minimum parking requirement is a significant barrier to the production of housing, especially affordable housing. Residential parking requirements should be revised to allow, but not require, parking up to one space per dwelling unit. This would allow developers to build parking up to one for one, if they desire and if it can be done while meeting this plan’s urban design guidelines. Small in-fill projects, senior housing projects or other projects that may desire to provide fewer parking spaces would have the flexibility to do so.

Policy 3.3.2
Encourage accessory residential units in existing buildings.

New housing can be made available gradually over time without significant changes to the physical form

** **Note to reader:** The Planning Department is working with the Mayor’s Office of Housing to determine feasible ways to increase the development of new rental housing. This assessment will be concluded before the completion of the final Area Plan.

of the area by adding accessory units to existing buildings. Because these units are typically smaller and more directly attached to existing units, they are an ideal way to provide housing, especially for seniors, artists and people with special needs. Additionally, conversions of ground floor spaces that create new housing units should be encouraged by not requiring parking for these units.

Policy 3.3.4

Promote the Mission as a “Location Efficient Mortgage” neighborhood where lower cost financing is available to homebuyers.

Because it is possible to live in the Mission without a car, residents can choose not to pay the relatively high fixed costs of owning and maintaining a private automobile. As part of the growing LEM program, these savings can enable residents to qualify for a larger mortgage for a home.

Policy 3.3.5

Separate the cost of parking from the cost of housing, so that housing costs are reduced for households that do not require a parking space.

In much of the housing built under current parking requirements, the cost of parking is included in the cost of owning or renting a home, requiring households to pay for parking whether or not they need it. As part of an overall effort to increase housing affordability in the plan area, costs for parking should be separated from the cost of housing and, if provided, offered optionally.

OBJECTIVE 3.4

ENSURE A MIX OF INCOME, UNIT SIZE AND TENURE IN NEW MAJOR HOUSING DEVELOPMENTS TO SATISFY AN ARRAY OF HOUSING NEEDS

Policy 3.4.1

Target Below Market Rate units to families.

The Mayors Office of Housing (MOH) should continue to explore ways to ensure that families are prioritized for BMR units.

Policy 3.4.2

For all developments of 10 units or more, require that 40 percent of all units in new development have two or more bedrooms, and that at least 10 percent of all units in new development have three or more bedrooms.

The supply of family housing in the city is decreasing because most new construction consists of smaller units and because many larger units have been subdivided. This policy would increase the availability of larger units appropriate for families.

Policy 3.4.3

Require that off-site inclusionary housing be built within the Mission plan boundaries.

Recent legislation requires that off-site inclusionary housing be built within one mile of the project site. Zoning controls will require that this off-site inclusionary housing be built within the plan boundaries. Additionally, the percentage for off-site could be adjusted for the Mission to incentivize locating inclusionary housing on-site.***



OBJECTIVE 3.5

ENCOURAGE THE RETENTION OF EXISTING LOWER COST AND DESIGNATED AFFORDABLE HOUSING THAT IS SOUND

*** **Note to reader:** The Planning Department is working with the Mayor’s Office of Housing to determine ways to increase incentives to build affordable housing on-site. This assessment will be concluded before the completion of the final Area Plan.

Policy 3.5.1

Continue existing city policy controlling the conversion of apartment buildings into condominiums and, to increase future affordability, explore the feasibility of making such units into limited-equity condominiums or co-op units.

Residential conversions to condominiums can result in the loss of affordable housing. The City’s General Plan and Planning Commission policy encourages the retention of the existing housing stock. To reduce this loss of affordable housing the City should explore programs that make conversion units into limited-equity condominiums or co-op units.

Policy 3.5.2

Explore providing subsidies to low-income homeowners for the repair of code violations and target such subsidies to low-income households, especially families and seniors.

The cost of rehabilitating existing housing can be too high for low-income homeowners, which can encourage its demolition and reconstruction as more costly housing. To encourage the retention and rehabilitation of affordable housing, the Department of Building Inspection (DBI) should explore low-cost credit and subsidy programs.

OBJECTIVE 3.6
IMPROVE ACCESS TO AFFORDABLE HOUSING

Policy 3.6.1

Ensure access to affordable housing resources by working with other city agencies and departments to improve the centralization and publication of information, announcements, and waiting lists.

Policy 3.6.2

Ensure that all information and resources about affordable rental housing opportunities are accessible to Spanish, Chinese, and other non-English speakers.

Policy 3.6.3

Working with other city agencies, explore ways to strengthen first-time homebuyer education and counseling programs.

Policy 3.6.4

Work with the Mayors Office of Housing to promote and expand second mortgage loan down payment assistance programs and ensure that immigrant households receive an equitable share of mortgage assistance funds.

OBJECTIVE 3.7
ENCOURAGE, RETAIN AND ENHANCE SINGLE RESIDENT OCCUPANCY (SROS) HOTELS AND EFFICIENCY UNITS AS AFFORDABLE HOUSING RESOURCES FOR LOW-INCOME SINGLE-PERSON AND INDEPENDENT ELDERLY HOUSEHOLDS

Existing SROs are an important source of affordable housing but are not always adequately maintained or connected to supportive services such as drug counseling, job training and employment referrals that residents require. The City should continue efforts to link these residents with the services they require and ensure that any new SRO’s constructed, be affordable supportive housing or housing designed for seniors.

Policy 3.7.1

Encourage new supportive housing, including single residential occupancy hotels (SRO’s) and “efficiency” units suitable for single-person and independent elderly households.

Single-Resident Occupancy Hotels (SRO) units represent an affordable housing option for many low-income, elderly, disabled, single-person households. Sometimes even families find this the only affordable option in the City. The proposed zoning should allow low-income and senior SRO units, and allow those units throughout the area.

Policy 3.7.2

Require new SRO’s and efficiencies to be affordable.

The current high demand for housing has produced a number of market-rate SRO units. These units are small and have generally been considered part of the stock of affordable housing. As such, they were allowed to provide reduced rear yards and open spaces. To comply with the intention of this type of housing, only affordable SRO units such as those with supportive services or designed for seniors should be allowed.



OBJECTIVE 3.8
PRESERVE THE EXISTING RENT-CONTROLLED HOUSING STOCK

Policy 3.8.1

Prohibit residential demolitions and conversions of rent-controlled units unless they would result in sufficient replacement of existing housing units at the same price and continue to be controlled by the rent control ordinance.

Residential demolitions and conversions can result in the loss of affordable housing. The City’s General Plan discourages residential demolitions, except where it would result in replacement housing equal to or exceeding that which is to be demolished. This policy will be applied directly to any residential demolition and conversion proposed in the Mission area, and expanded to ensure that the net addition of new housing to the area offsets the loss of existing affordable housing.

Policy 3.8.2

Work to ensure that low-income families, seniors, and other protected tenants who are evicted, are adequately subsidized and offered comparable housing in the area.

The Planning Department should continue working with the Mayors Office of Housing (MOH) to ensure that residential demolition or conversion projects offer displaced tenants comparable units and replacement housing.

Policy 3.8.3

Retain and enhance the existing housing stock.

In contrast to new housing, existing housing tends to be more affordable. As a result, the City’s General Plan encourages the retention of the existing housing stock and discourages dwelling unit mergers by mandating review of all mergers and demolitions.

Policy 3.8.4

Where feasible, legalize illegal rental units and bring them up to code while ensuring that these units remain under the purview of the rent-control ordinance.

OBJECTIVE 3.9
PROMOTE HEALTH THROUGH HOUSING POLICY

Revised Policy 3.9.1

Holistically consider health impacts in the production of new housing.

New housing should be designed to meet the physical, social and psychological needs of families with children. The San Francisco Department of Health has facilitated the multi-stakeholder Eastern Neighborhood Community Health Impact Assessment (EN-CHIA) to produce a vision for a healthy San Francisco as well as health objectives, measures, and indicators. The Department of Health will work with other City agencies to assess the impacts of new housing. This includes ensuring that new housing development is designed to meet the physical, social and psychological needs of families with children.

4

TRANSPORTATION

OBJECTIVE 4.1 IMPROVE PUBLIC TRANSIT TO BETTER SERVE THE MISSION

Policy 4.1.1

The Municipal Transit Authority (MTA) should explore improving public transit lines linking the Mission to the rest of the city and Downtown, including cross-town connections.

The Planning Department should continue working with the MTA to develop the Mission Public Realm Plan and Streetscape Master Plan to ensure that streets are designed to promote transit use and pedestrian comfort and safety.

Policy 4.1.2

The MTA should explore improvements to 16th Street as a priority transit corridor, connecting the Mission district, Showplace Square/Lower Potrero, and Mission Bay with accompanying pedestrian and landscaping improvements.

16th Street already carries a portion of the #22 Muni bus line, a very heavily used line, that goes through areas with a significant concentration of PDR businesses. As part of the Mission Bay development plan, this route, which currently leaves 16th Street to

travel south over Potrero Hill, will be restructured to continue east on 16th Street to serve Mission Bay. As the City continues to grow over time, transit improvements to this corridor could become important elements to link the Mission District 16th Street BART station to Mission Bay and 3rd Street light rail. Such improvements would also better serve existing PDR businesses and employees found in the area that are expected to stay and grow. Enhanced treatments for transit, bicycles, and pedestrians that do not conflict with PDR uses and that are consistent with overall transportation needs, should be explored.



Policy 4.1.3

The MTA should consider east-west transit improvements to better serve the Mission area and improve links to Mission Street transit including BART.

Although the Mission district is well served by public transit traveling north and south, most notably Mission Street itself, east and west connections through residential neighborhoods and Potrero Avenue are relatively sparse. Improving these connections would improve resident mobility and transit use, while further capitalizing on existing transit infrastructure.

Policy 4.1.4

Reduce or eliminate curb cuts and vehicular conflicts with transit on Transit Preferential Streets and neighborhood commercial areas, such as Mission, 16th, Valencia, and 24th Streets.

To encourage active neighborhood commercial uses, new curb cuts for vehicular access should not be allowed along major neighborhood commercial streets.

Policy 4.1.5

As part of the Eastern Neighborhoods Public Benefits Program, consider establishing a fee for residential and commercial developments to fund transit, pedestrian and bicycle improvements in the Mission.



Policy 4.1.6

Support innovative transit solutions that improve service, reliability and overall quality of the transit rider’s experience.

These may include all-door boarding, transit priority signaling, real-time information systems and low-floors buses, among others.

OBJECTIVE 4.2

REDUCE TRAFFIC CONGESTION BY ESTABLISHING PARKING POLICIES THAT ENCOURAGE TRAVEL BY PUBLIC TRANSIT OR OTHER ALTERNATIVE TRANSPORTATION MODES

Policy 4.2.1

Eliminate minimum off-street parking requirements and establish parking caps for new residential and commercial developments in mixed-use areas and areas adjacent to significant transit services.

The elimination of parking minimums increases the space for housing, the affordability of housing, and improves the design of buildings. Limiting the total amount of allowable parking is necessary to keep congestion from increasing, discourage increased rates of auto ownership and use, and improve the function of transit.

Policy 4.2.2

Make the cost of parking visible to users. Require parking to be rented, leased or sold separately from residential and commercial space for tenants or owners in all new major development.

The cost of parking is often aggregated in rents and purchase prices for residential and commercial property. This forces people to pay for parking without choice and without consideration of need or the availability of alternatives to driving. This could be avoided by requiring that parking be separated from residential or commercial rents, allowing people to make conscious decisions about parking and auto ownership.

Policy 4.2.3

Encourage, or require where appropriate, innovative parking arrangements that make efficient use of space and that discourage the use of autos for everyday use.

With the elimination of parking minimums and therefore the elimination of the need for independently accessible parking spaces, new developments will have much more flexibility and be able to better use smaller spaces. Using mechanical parking lifts, tandem or valet parking are important tools, which also reduce space needed for parking and allow more flexible and pedestrian-friendly building layouts.

Policy 4.2.4

Discourage auto commuting by requiring rates to favor short-term users, installing parking meters on all streets outside established residential areas and considering residential parking permits if necessary in residential areas.

There is limited parking on streets. These spaces should be regulated to favor short-term shoppers, visitors, and loading, especially in commercial areas, and to discourage or prohibit long-term use by area employees and commuters. Additionally, the pricing of parking is a key factor in discouraging area employees from commuting by car. Therefore, parking pricing should be set to encourage short-term use, and curbside parking should be regulated either with meters or with Residential Parking Permits.

Policy 4.2.5

Discourage construction of new public parking facilities.

In accordance with Section 8A.113 of Proposition E (2000), new parking facilities can only be constructed if local excess parking demand is so high that motorists are willing to pay prevailing downtown rates for parking. Cheaper parking, or an oversupply of parking, would shift demand away from public transit, reducing ridership on Muni and regional transit

providers, and would increase congestion.

Policy 4.2.6

Prohibit parking as a principal use.

To support the creation of an active, walkable, and affordable neighborhood that capitalizes on its existing transit service, above-ground space should be used for housing and other neighborhood-serving uses, rather than for parking.



OBJECTIVE 4.3

SUPPORT THE CIRCULATION NEEDS OF EXISTING PDR USES IN THE MISSION

Policy 4.3.1

Provide an adequate amount of short-term, on-street curbside freight loading spaces in PDR areas in the Mission

A significant share of deliveries to Mission businesses is performed within the street space. Where curbside freight loading space is not available, delivery vehicles double-park, blocking major thoroughfares and creating potential hazards for pedestrians, cyclists and automobiles. The City should evaluate the existing on-street curb-designation for delivery vehicles and improve daytime enforcement to increase turnover. Where necessary, curbside freight loading spaces should be increased. During evenings and weekends, curbside freight loading spaces should be made available for visitor and customer parking.

Policy 4.3.2

Require off-street facilities for freight loading and service vehicles in any new major non-residential developments.

In new non-residential developments, adequate loading spaces internal to the development should be required to minimize conflicts with other street users.

Policy 4.3.3

Where appropriate, enhance access for vehicles serving PDR activities, giving them priority over other users.

OBJECTIVE 4.4
PROMOTE BICYCLE USE AS AN ALTERNATIVE TO THE AUTOMOBILE

Policy 4.4.1

Improve and expand neighborhood bicycle routes within the Mission, as well as connections with the citywide bicycle network, to ensure a comprehensive system of safe convenient and attractive routes.



Policy 4.4.2

Improve the 16th Street corridor within the Mission and its connections to the Castro and Showplace Square.

Policy 4.4.3

Explore bicycle improvements on Folsom and Potrero Streets to create a north-south bicycle route to serve the Mission and that connects to SoMa.

Policy 4.4.5

Provide quality bicycle parking, particularly at transit stops, outside stores, and near concentrations of employment.

OBJECTIVE 4.5
ENCOURAGE ALTERNATIVES TO CAR USE AND OWNERSHIP

Policy 4.5.1

Continue to require car-sharing arrangements in new residential and commercial developments, as well as any parking garages.

Policy 4.5.2

Provide space for car sharing vehicles in convenient, visible locations.

Policy 4.5.3

Require large retail uses to provide free or discounted shuttle and delivery services to customers.

Policy 4.5.4

Require major institutions to create “transportation demand management” programs, to encourage students, staff and faculty to use alternative transportation modes.

Existing Mission District Transit Network



-  Rail and Stations (Includes MUNI Metro and BART)
-  Multiple Bus Lines (2+) or Bus(es) with <10 Min. Headway (Dashed line indicates one-way operation)
-  Bus (Dashed line indicates one-way operation)
-  Owl (Late Night) Service
-  Mission Planning Area

Existing Mission District in the Neighborhood



-  Bicycle Lanes (Dashed line indicates one-way only)
-  Designated Bicycle Route (Dashed line indicates one-way only)
-  Mission Planning Area

Proposed Transportation Policies



**1 GUERRERO STREET/
SOUTH VAN NESS
AVENUE**

Comprehensive streetscape and traffic calming plans for these streets (to balance pedestrian and neighborhood needs with auto traffic) should be developed.

2 16TH STREET

Explore improvements to 16th Street as a priority transit corridor, connecting the Mission, Showplace Square/Lower Potrero and Mission Bay, with accompanying pedestrian and landscaping improvements.

3 LIVING STREETS

Several streets in the Mission that are not critical thoroughfares have wide sidewalks but few pedestrian amenities and little landscaping. Explore transforming portions of these streets into landscaped pedestrian zones and areas of usable open space.

4 FOLSOM STREET

Consider transforming Folsom Street into a civic boulevard with priority transit treatments and significant pedestrian improvements.

5 POTRERO AVENUE

Explore traffic calming, improving pedestrian conditions, and re-designing Potrero Avenue as a more multi-modal street. Design treatments could include wider sidewalks, landscaped medians, bus lanes, and extended bicycle lanes consistent with overall transportation needs.

LEGEND

- Core Transit (and Pedestrian) Improvements
- Core Pedestrian Improvements
- Potential Living Streets
- Mission Planning Area

5

OPEN SPACE

OBJECTIVE 5.1

PROVIDE AND MAINTAIN A VARIETY OF WELL-DESIGNED AND EASILY ACCESSIBLE OPEN SPACES THAT MEET THE NEEDS OF WORKERS, RESIDENTS, AND VISITORS.

Policy 5.1.1

Identify opportunities to create new public open spaces, such as by acquiring land for new parks or converting parts of streets with surplus rights-of-way to linear recreational spaces.

Substantial parts of the Mission district historically have been predominantly industrial, which has meant that the level of access to open space enjoyed by other parts of the city is absent. However, over time the increase in the residential population has placed new urgency on improving access to public open space.

OBJECTIVE 5.2

ENSURE THAT NEW DEVELOPMENT CONTRIBUTES TO THE PROVISION OF HIGH QUALITY PRIVATE AND/OR PUBLIC OPEN SPACE, EITHER BY PROVIDING SPACE ON-SITE, OR BY PAYING AN IN-LIEU FEE.

POLICY 5.2.1

Require new residential and mixed-use residential buildings to provide on-site private open space, with a minimum of 80 square feet per unit.

New residential development shall provide adequate usable, unenclosed private or common open space resources easily accessible to residents. Of the 80 square feet per unit, up to 50 percent can be accommodated in new off-site, at-grade and publicly accessible open spaces. In addition, no development may cover more than 75% of the lot area for any residential floor.

(next page)



Open space standards for each type of residential use should incorporate adequate flexibility in design, character and location of these open spaces in order to facilitate affordable in-fill housing development. In new mixed use developments, common, unenclosed residential open space areas should be provided as a rear yard, rooftop garden, or elsewhere on the lot or within the development where it is clearly accessible to and for the exclusive use by the residents. All open space resources should be designed in such a way that access to sunlight and protection from wind are adequately taken into consideration.

Policy 5.2.2

On-site private open space should be designed according to the needs of the anticipated populations, as defined by the types of units in the development.

Buildings with family units (2+ bedrooms) should provide private open space accessible only to residents, and designed for toddlers and small children. This includes providing direct access to private open space from the unit, easily accessible play equipment or other features deemed appropriate.

Policy 5.2.3

Require new non-residential and non-PDR development to contribute to the neighborhood's open space system either by building new publicly accessible open spaces on site, or by paying an in-lieu fee to be used for the purchase of new public space in the plan area.

Office shall provide 1 square foot per 90 square feet of occupied floor area. All other non-residential uses, except manufacturing and PDR, shall provide 1 square foot per 250 square feet of occupied floor area. If the open space is provided on-site, it should be designed to be accessible to area workers during weekday hours and to area residents during both weekday and weekend day and early evening hours. It is envisioned that small, landscaped areas could be designed within the project site to provide attractive

table and sitting areas for lunchtime eating and socializing by area workers. Area residents could use these same spaces on the weekends; for example, small tot-lots could be used by area residents throughout the weekday and weekend daylight hours.

OBJECTIVE 5.3

ENSURE THAT THE PUBLIC OPEN SPACE BEAUTIFIES THE NEIGHBORHOOD AND STRENGTHENS THE ENVIRONMENT.

The provision of urban landscaping provides multiple aesthetic, ecological and health benefits and should be required of all new development. By incorporating such elements as layered vegetation, green roofs, larger trees and vegetated walls, and by integrating rainwater harvesting, projects can contribute to the ecological sustainability of the city, while providing attractive greenery and effective open space in a dense urban neighborhood.

Policy 5.3.1

Increase the environmental sustainability of the Mission's system of public and private open spaces by improving the ecological functioning of all open space.

The City shall develop an environmental plan for the Mission neighborhood that recognizes the interconnected nature of public and private open spaces and sets specific targets for public and private interests to work towards. The City shall also adopt tree planting guidelines and storm water management programs that improve the ecological functioning of the neighborhood.

OBJECTIVE 5.4
STRENGTHEN PHYSICAL AND VISUAL CONNECTIONS TO IMPORTANT NATURAL FEATURES.

Every link in the public open space system should be designed to meet a minimum standard for quality; however, some links can play an especially important role in the overall network and should receive a higher standard of design and public investment.

Policy 5.4.1
Folsom, 17th, 20th and 25th Streets should be heavily landscaped with trees and other greenery to make a strong connection from the Mission to the surrounding topography.

Pedestrians are especially sensitive to the design quality of routes. This requires a special attention to detail along those routes identified as core pedestrian connectors, including generous and high quality landscaping.



OBJECTIVE 5.5
ENSURE THAT EXISTING OPEN SPACE AND PARK FACILITIES ARE WELL MAINTAINED

Maintaining parks and open spaces in good condition will help to encourage their use. The following policies discuss the maintenance priorities, while funding mechanisms to meet these maintenance goals will be discussed as part of the implementation.

Policy 5.5.1
Maintain existing park facilities.

Throughout the community planning process participants have discussed prioritizing the maintenance of existing park facilities. Maintenance requirements will only become more apparent the more open spaces, such as green connector streets, living streets, and pocket parks are constructed. These types of spaces are often more difficult to maintain on a per square foot basis than an open field, so the City should work to find space for maintenance equipment in the Mission and to assure that maintenance is provided with the development of these spaces.

Policy 5.5.2
Renovate existing park facilities to provide high quality, safe and sustainable resources.

Many of the park facilities are in disrepair, not necessarily as a result of their age, but because the building materials are ill-suited for the intended uses, resulting in greater wear and tear. Specifically in the Mission, X and Y are both in need of renovation. The Recreation and Park Department is now using, safe, durable and long lasting materials and are designing facilities appropriately for the intended uses and these efforts will result in fewer repairs, longer and expanded usage periods and more reliable facilities.

Policy 5.5.3

Encourage a sense of ownership of public parks and park facilities by organizing regular “Neighborhood Park Appreciation” days.

Neighborhood Park Appreciation Days should be scheduled to coordinate efforts between the Recreation and Parks Department and community members to improve local parks and related facilities. The goal of NPAD should be to bring residents together to discuss park conditions and priorities, as well as to clean-up the park area and repair park equipment.

Policy 5.4

Explore opportunities to use existing recreation and open space resources and facilities more efficiently.

The City should work with the San Francisco Unified School District and private organizations to make better use of existing recreational and community spaces during non-operating hours in order to provide much needed space for community and recreational activities.

DRAFT

Open Space

Existing Facilities and Proposed Concepts



- Public Open Space
- Mission Planning Area

6

URBAN DESIGN

OBJECTIVE 6.1
STRENGTHEN THE PHYSICAL FABRIC AND URBAN FORM OF THE MISSION. REINFORCE ITS DISTINCTIVE PLACE IN THE CITY'S LARGER FORM AND AND CHARACTER.

Policy 6.1.1
Infill development should harmonize the visual relationship and transition between new and older buildings by respecting the heights, massing and materials of the older, surrounding buildings, while reflecting high quality, innovative design.

Although the area's physical fabric is well established, there are holes, both large and small, where infill development could dramatically repair the fabric and provide new housing opportunities and neighborhood services. Infill development should respect the prevailing scale and material composition of adjacent buildings, providing a contextualized transition between buildings.

Policy 6.1.2
The design of new mixed-use infill development in the Northeast Mission Industrial Zone (NEMIZ) should strengthen the area's industrial

character through appropriate materials, height, massing, and setback, while still animating the ground-floor plane.

The tight integration of light industrial, mixed use and residential buildings makes NEMIZ a unique area in the city. All new development needs to strengthen the area's traditional industrial character by choosing quality materials and finishes compatible with the existing fabric and by designing within a building envelope that fits with the immediate context. New non-industrial development should also recognize the building's responsibility to provide architecturally interesting ground floors that contribute to, and not detract from, the pedestrian experience.

Policy 6.1.3
Heights should reflect the civic importance of key streets, such as Mission and Valencia streets, in the City's overall urban pattern, while maintaining the lower scale residential development along secondary streets. (Refer to heights map)

Heights proposed for the Mission take their cues from existing built form of the area and its surroundings, while providing emphasis on key transit corridors and

important activity centers. Generally, the prevailing height of buildings is related to street widths throughout the plan area.

Along important neighborhood retail streets that have a strong urban character, a ratio of no less than 1:0.8 between street width and building height should be used to determine the appropriate heights of buildings.

Policy 6.1.4
Enforce alleyway sunlight access guidelines to maintain adequate light and air to sidewalks and ground floor units along alleys.

Keeping with existing development patterns, height along both sides of **north-south** alleys must not exceed 1.25 times the width of the alley. Above this point, a 10-foot setback is required.

Height along the *south side* of **east-west** alleys must not exceed the width of the alley. Above this point, a 10-foot setback is required. Additional setbacks are required up to the permitted height so as to ensure a 45-degree sun access plane to the property line along the opposite side of the street. Heights along the *north side* of **east-west** alleys must not exceed 1.25 times the width of the alley. Above this point, a 15-foot setback is required.

Along both north-south and east west alleys, setbacks are not required for the first 60 linear feet from the corner lot-line.

Policy 6.1.5
Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

Important historic buildings cannot be replaced if destroyed; their rich palette of materials and architectural style impart a unique identity to a neighborhood and provide valuable additions to the public realm.

Historic or otherwise notable buildings and districts should be celebrated, preserved in place, and not degraded in quality.

Policy 6.1.6
Respect public view corridors; of particular interest are the westward views to the hills, the northward views towards the downtown, and the southward views to Bernal Heights. (Refer to the public view corridor map)

Consistent with the Urban Design element of the General Plan, public view corridors should be protected from unnecessary visual clutter in the form of above ground utilities, signage, and other public and private infrastructure. Where possible, service utilities, including, electrical, telephone, and cable wiring, should be placed underground, while ensuring not to restrict planting opportunities for street trees. Building heights and form should also consider public view corridors.

Policy 6.1.7
Architectural design should be used to highlight publicly important views generated by shifts in the street grid or the termination of a street at a T-intersection.

The evolution of the city's built fabric presents important opportunities to increase visual interest and create a special identity for the neighborhood. As one moves through the neighborhood, unexpectedly coming upon a view that terminates in a building designed to a higher standard generates an image unique to that place, while also helping to create a special connection to the built environment.

Policy 6.1.8
Discourage the consolidation of lots to preserve a diverse and fine grain development pattern.

Buildings with a fine-grained character enhance the established physical fabric and reflect the value of streets as dynamic public spaces. Consolidating lots to allow for larger development reduces the livable qualities of a neighborhood.

Policy 6.1.9

For blocks with an established mid-block open space, rear-yard setbacks should respect prevailing conditions.

Because much of the Mission’s open space network consists of backyards, and because this open space is essential to the quality of life for residents and workers, every attempt should be made to ensure the contiguity of mid-block rear yards. Abutting development, where possible, should respect the block’s prevailing rear yard condition.



Buildings should have a clear bottom, middle and top. The building exterior of floors with retail or PDR uses should be differentiated visually from residential floors.

OBJECTIVE 6.2

ENHANCE THE PUBLIC REALM TO PROMOTE AN URBAN FORM AND ARCHITECTURAL CHARACTER THAT SUPPORTS WALKING AND SUSTAINS A DIVERSE, ACTIVE AND SAFE NEIGHBORHOOD.

Policy 6.2.1

Require high quality design of street-facing building exteriors.

- A. Provide strong, repeating vertical and horizontal articulation on new buildings with large street frontages to achieve the visual interest necessary to sustain pedestrian activity. Avoid uninterrupted massing longer than 25 feet on residential streets or alleys, and 50 feet on all other streets.
- B. For vertically mixed-use buildings, changes in use should be visually differentiated through changes in material, scale, setback or other means, and not solely by color. Buildings should have a clear base, middle, and top.
- C. Fenestration should be designed to reflect the uses behind them, minimize visual clutter, harmonize with prevailing conditions, and provide architectural interest. A minimum recess of at least 2 inches is required of all street-facing

windows. Street-facing window frames must not be made of metal or plastic and should be oriented vertically. Retail frontages can use horizontally-oriented windows.

- D. Avoid using materials that have the appearance of a thin veneer such as spray-on stucco, and instead rely on materials with a more substantial appearance, including wood, masonry, pre-cast concrete or hand-troweled stucco. If used, stucco should not be the dominant façade material, nor should it be used for detailing or ornamentation.



Parking infrastructure should not be noticeable from the street. The above building shows how insubstantial materials and observable parking infrastructure can degrade the pedestrian experience on the street.

- E. Brick, stone, tile or other veneers should wrap corners and terminate at architectural modulations, articulations or other features, so that they do not appear superficially affixed to the façade.
- F. Blank and blind walls at the ground floor are highly discouraged and should be masked by landscaping or other design features where active uses are not possible. Extended blank or blind frontages are not permitted along Transit Preferential Streets or Neighborhood Commercial Streets, as defined in the General Plan.

Building form should relate to the varied civic significance along streets, and in such, should step up at intersections by using architectural elements and other design features.



The design of corner buildings should relate to the civic significance of intersections.

Policy 6.2.2

Ground floor retail and PDR uses should be as tall and roomy as possible, with a minimum clear ceiling height of 12 feet, and should include visually permeable facades in order to permit a view inwards from the street to the activities within. The façade should be at least 75-percent transparent and the windows should not be tinted.

Visual interest is key to a pedestrian friendly environment. Seeing through windows to the activities within – be they retail, commercial, or PDR – imparts a sense of conviviality that blank walls or garage doors are unable to provide. A visually permeable street frontage offers an effective and engaging nexus between the public and private domains, enlivening the street, offering a sense of security, and encouraging people to walk.

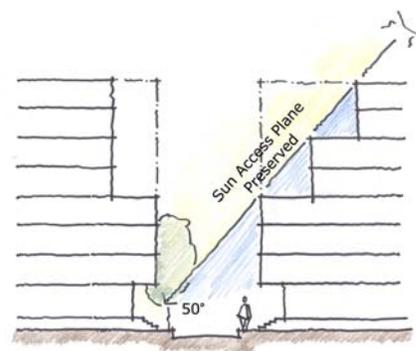
Policy 6.2.3

In use, design and entry, orient buildings towards corners where appropriate. Promote architectural features such as towers, bays and cupolas on corner buildings to help define and convey these buildings' visual and programmatic significance to the public realm. Major entrances should be located at corners, if at all possible.

Policy 6.2.4

Along east/west streets, buildings must preserve a 50-degree sun access plane along the south side of the right of way, measured from the curb-line. Along north/south streets, buildings must preserve a 52-degree sun access plane, measured from the curb-line.

Maintaining direct sunlight on public sidewalks is an important element of a pleasurable and conducive pedestrian environment and development should therefore be designed to minimize interruption of the sun access plane.

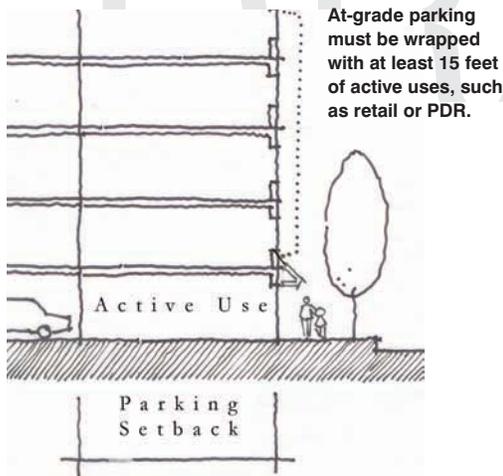


Maintaining a pleasurable pedestrian environment along the street is an important element of the plan.

Policy 6.2.5

Minimize the visual impact of parking infrastructure.

- A. Where parking is provided, placing it underground is strongly encouraged, especially for development on lots exceeding 5,000 square feet. Underground parking should be consolidated for multiple properties, thereby reducing the average cost of construction and minimizing the number of curb cuts and garage entrances.
- B. At grade parking is strongly discouraged. Where at-grade parking is necessary, it should be wrapped with a minimum of 15 feet of active use, such as residential, retail, or PDR on both the primary and secondary street frontages, where possible.



- C. Where active uses along alleys are not possible because of parking or utility access, landscaping or other design features shall be used to enhance the alley frontage.
- D. For buildings that face more than one street, parking entrances should be accessed from the secondary street, and their visual impact on the neighborhood should be minimized.

- E. For buildings that face more than one street, loading docks, bays, and auxiliary service entrances should be accessed from the secondary street as long as it is not primarily residential in character, and their visual impact on the neighborhood should be minimized.
- F. All curb cuts are prohibited on Transit Priority Streets and Neighborhood Commercial Streets.

Policy 6.2.6

The prevailing setback and step-up along the Mission’s residential streets should be respected in all new construction.

Two of the most distinctive and appealing design features of the Mission’s residential areas are the setbacks and front stoops along many of the area’s residential streets. These design features allow for a gracious transition space between a highly urban street environment and the more personal space of a private residence.

OBJECTIVE 6.3

DEVELOP A COMPREHENSIVE PUBLIC REALM PLAN FOR THE MISSION THAT REFLECTS THE DIFFERING NEEDS OF STREETS BASED UPON THEIR PREDOMINANT LAND USE, ROLE IN THE TRANSPORTATION NETWORK, AND BUILDING SCALE.

Policy 6.3.1

Apply locally appropriate guidelines and street typologies throughout the plan area that are not inconsistent with the Streetscape Master Plan (SMP).

- A. The forthcoming Mission Public Realm Plan will develop a streetscape plan that protects predominantly residential streets from fast moving vehicles and discourages through traffic.



These simulations show how much more streets can be than just places for through traffic. With reclaimed space for people to sit or eat, or as attractive green connectors, streets can become vital elements of a neighborhood for all users.

- B. Strengthen the economic vitality of the neighborhood commercial streets by improving their attractiveness to pedestrians, by providing more space for the display of retail goods and reducing the conflict between pedestrians and loading trucks and facilities.
- C. Work with MTA and DPW to create streetscape plans for 16th Street, Potrero Avenue and Cesar Chavez Street that reflect the City’s Transit First policy, while also greatly improving the pedestrian environment.

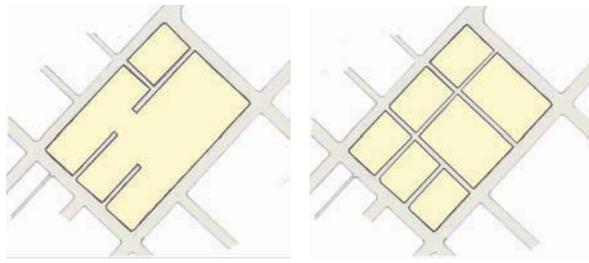
Policy 6.3.2

The intersection of major streets should be designed as prominent public spaces. The design, scale, massing, and orientation of buildings should reflect the significance of these intersections while providing the necessary improvements to create vibrant and sustainable public spaces.

The intersection of major streets often results in an auto-dominated environment unfriendly to pedestrian activity; the intersections of many of the north-south streets and Cesar Chavez illustrate the very negative consequence of neglecting the pedestrian’s perspective during intersection design. In order to better foster a sense of place and to improve the pedestrian experience, significant public space improvements should be focused at such intersections. Additionally, effort should be paid to improving the quality, design, massing, and scale of abutting buildings to better reflect the civic importance of major street intersections.

Policy 6.3.3

Developments that occupy a significant portion of a block, that abut historical alley or rail rights of way, or that include logical alley extensions of existing alleys, should provide easements that would allow for future alley networks to be built.



Introducing through-alleys is an important part of a dynamic pedestrian network along otherwise large blocks.

Policy 6.3.4

Public art, or an in-lieu fee for public art, should be required of all major infrastructure improvements.

Public art plays an essential role in the civic life of our city. In urban places like the Mission neighborhood, where civic life unfolds on streets, in parks, and plazas, public art takes on a broad range of meanings that enriches the overall quality of public space. Funding for public art should be integrated into all proposals for the physical improvement of major infrastructure.

OBJECTIVE 6.4

PROMOTE THE ENVIRONMENTAL SUSTAINABILITY, ECOLOGICAL FUNCTIONING, AND OVERALL QUALITY OF THE NATURAL ENVIRONMENT IN THE MISSION.

Policy 6.4.1

Require new development to meet minimum standards for on-site landscaping that incorporates rainwater retention and filtration through the use of permeable surfaces, green roofs, and other architectural and programmatic elements. Provide strong incentives for existing development to meet these standards.

The San Francisco Green Factor is a performance-based planning tool that requires all new development to meet a defined standard for on-site water infiltration, and offers developers a large number of strategies to meet the standard. The Green Factor has been implemented in Seattle, WA, as well as in numerous European cities, and has proven to be a cost-effective tool, both to strengthen the environmental sustainability of each site, and to improve the aesthetic quality of the neighborhood.

Policy 6.4.2

Although strongly discouraged, surface parking lots should be designed to minimize negative impacts on microclimate and stormwater infiltration. The City's Stormwater Management plan, upon completion, shall guide how best to adhere to these guidelines.

There are limited circumstances when a surface parking lot is necessary. An ongoing master planning process being conducted by the San Francisco's Public Utility Commission (PUC) will provide guidance on how best to mitigate storm water flow into the City's sewers, one such method being by designing surface parking and loading areas to infiltrate rainwater onsite, rather than sending it off into the drain.

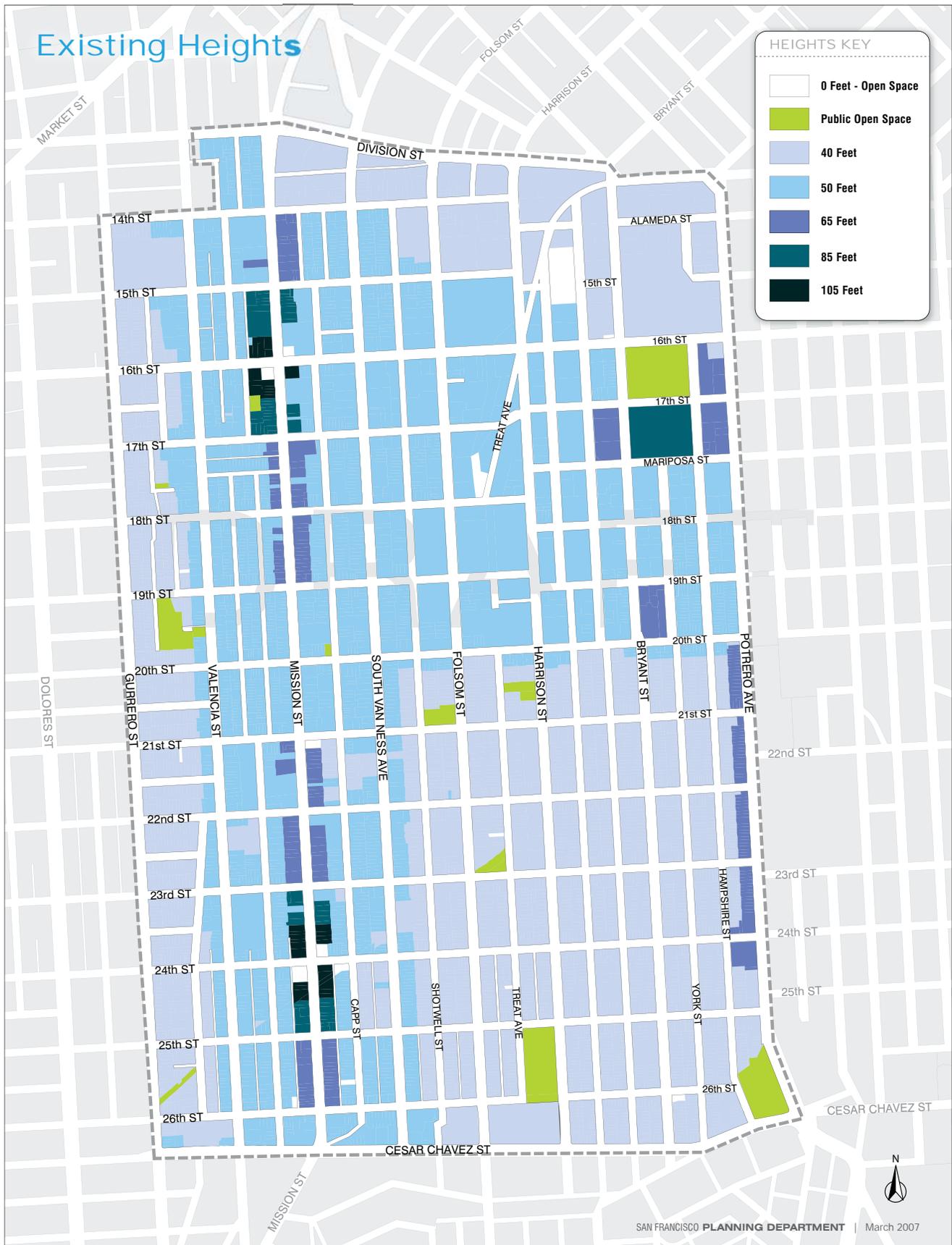
Policy 6.4.3

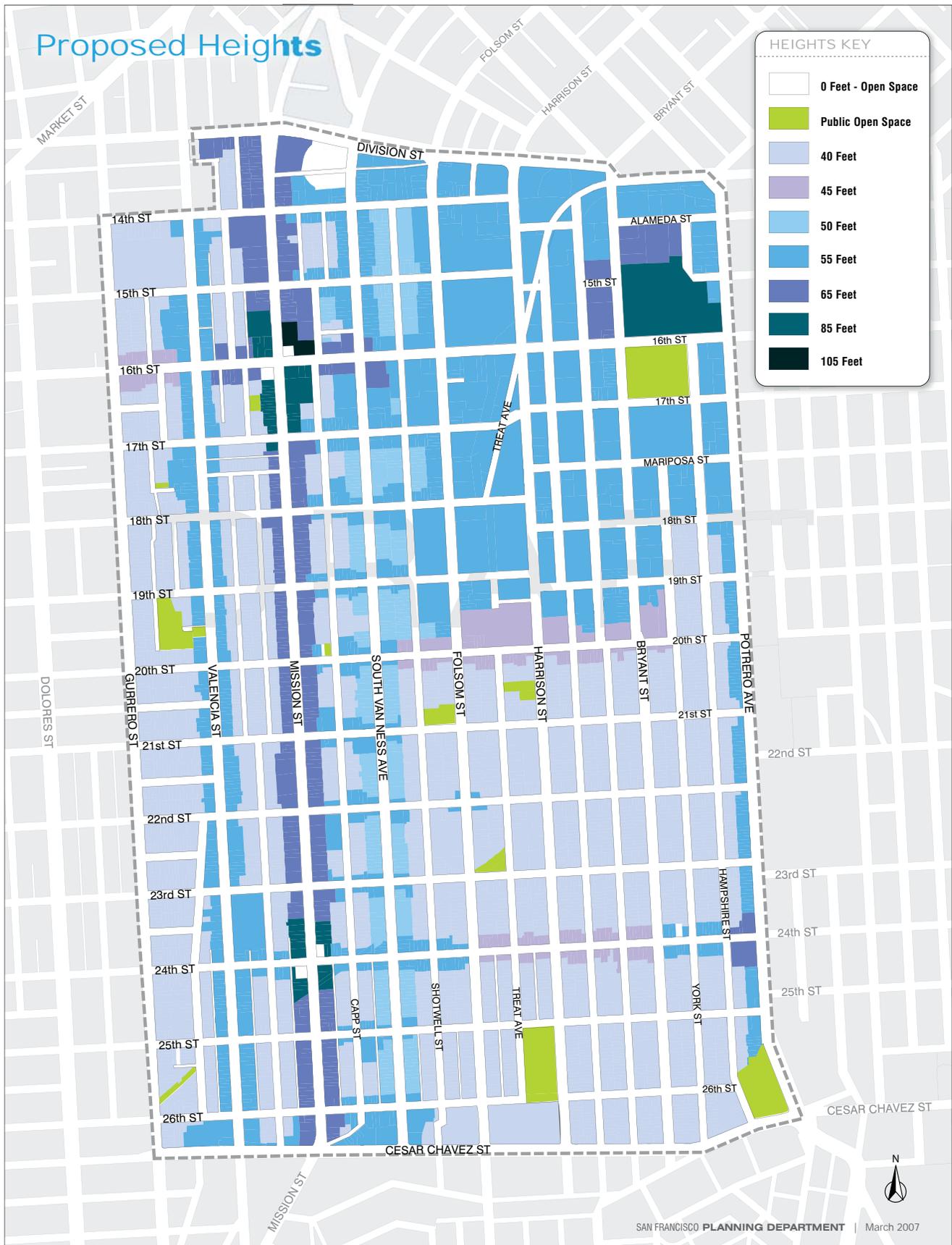
The City shall explore providing strong incentives to encourage the retrofit of existing parking and other paved areas to meet the guidelines in Policy 6.4.2.

Policy 6.4.4

Enhance the connection between building form and ecological sustainability by promoting use of renewable energy, energy-efficient building envelopes, passive heating and cooling, and sustainable materials in addition to landscaping elements such as green roofs, green walls, and other means. Compliance with Leadership in Energy and Environmental Design (LEED) certification standards and/or other evolving environmental efficiency standards is strongly encouraged.

The positive relationship between building sustainability, urban form, and the public realm has become increasingly understood as these buildings become more commonplace in cities around the world. Instead of turning inwards and creating a distinct and disconnected internal environment, sustainable buildings look outward at their surroundings as they allow in natural light and air. In so doing, they relate to the public domain through architectural creativity and visual interest, as open, visible windows provide a communicative interchange between those inside and outside the building. In addition, sustainable landscaping elements such as those designed to recycle rainwater provide amenity that reaches far beyond the parcel boundaries. In an area where creative solutions to open space, public amenity, and visual interest are of special need, sustainable building strategies that enhance the public realm should be encouraged.





7

COMMUNITY FACILITIES

The Mission is a community whose residents are economically and demographically diverse. There is a significant amount of housing in the Mission and this is expected to increase with the implementation of new zoning controls. For both the existing and new residents, community resources will be a priority to ensure the area’s livability and to provide a full range of services and amenities. Existing facilities should be maintained and strengthened, while new facilities can enhance the neighborhood and fill existing gaps in service.

OBJECTIVE 7.1 IMPROVE LIVABILITY BY MAINTAINING AND PROVIDING ESSENTIAL COMMUNITY SERVICES AND FACILITIES

Policy 7.1.1
Encourage appropriate location and expansion of essential neighborhood-serving, community and human services activities throughout the Mission.

The City should facilitate the careful location and expansion of these services, while limiting the concentration of such activities within any one part of the plan area.

Policy 7.1.2
Ensure that services and programs at existing public health facilities are maintained and improved where possible.

As the City grows, existing facilities need to be adequately staffed and maintained and new ones considered. The city should identify locations where new public health facilities might be appropriate in the future. Maintenance is an important, though often neglected, aspect of health care facilities. And the influx of residents will further increase the usage of existing facilities, potentially increasing their staffing and maintenance costs. Even if no new facilities are built in the Mission, existing facilities need to be adequately staffed and maintained and methods for meeting the increased costs must be considered.



Policy 7.1.3
Require community recreation, arts and educational facilities as part of major rehabilitation projects or planned unit developments.

Where appropriate, major new developments should provide publicly accessible community space or open space.

Policy 7.1.4
Ensure childcare services are located to serve neighborhood workers and residents.

Childcare facilities, like schools, can be strong neighborhood and community anchors. Locating childcare near residential areas, on-site in new residential complexes, near transit facilities, or near employment centers supports families by reducing the time spent going to and from daycare. Where appropriate, major new developments should provide space for childcare providers.

Policy 7.1.5
Ensure adequate maintenance of existing community facilities.

Maintenance is an important, though often neglected, aspect of community facilities. As the city grows, new residents further increase the usage of existing facilities, potentially increasing their staffing and maintenance costs. Even if no new facilities are built in the Mission, existing facilities need to be adequately staffed and maintained and methods for meeting the increased costs must be considered. An assessment of existing community facilities and needs should be performed and a community facilities district created to fund capital improvements, operation, and maintenance of new public facilities.

OBJECTIVE 7.2
REINFORCE THE IMPORTANCE OF THE MISSION AS THE CENTER OF LATINO LIFE IN SAN FRANCISCO

The Mission has long been home to Latinos whose numbers grew substantially from the 1940s onward. The development of Latino culture institutions and businesses both dispersed and concentrated the La-

tino community in the neighborhood. A considerable number of Latino families live throughout the Mission. However, many families have also moved on to outlying parts of the City but continue to look at the Mission as “home” – attending Sunday services at the Mission Dolores Church, shopping and eating in the local Latino businesses and dropping by the Mission Cultural Center for activities, for example.



Policy 7.2.1
Preserve and enhance the role of social and cultural institutions.

Cultural and service facilities that support Latinos, such as the Mission Cultural Center, Arriba Juntos, Galeria de La Raza, Brava Theatre, and the Mission Language and Vocational School to name a few, should be supported and enhanced. These institutions provide valuable social and cultural services and activities that support the Latino community. Part of the revenue generated by new development, should be used to actively support such activities.

Policy 7.2.2
Encourage the location of new social and cultural facilities in the Mission area.

In addition to the maintenance of existing facilities, new facilities that support the importance of Latino life such as English as a Second Language, employment, art, education and youth centers should also be encouraged throughout the plan area. The city should identify and encourage new community serving social and cultural facilities in the Mission, and consider using part of the revenue generated by new development to support such facilities.

8

HISTORIC PRESERVATION

San Francisco has a heritage of building well. Historically significant buildings, districts and other resources are important to San Francisco's quality of life. They contribute to the city's affordable housing stock, to neighborhood identity and to the overall character and urban design of the city. Pre-automobile era buildings often contribute to the human-scale and pedestrian-orientation of the neighborhood, an important element of many San Francisco neighborhoods. These buildings can help to make San Francisco attractive to residents, visitors, and new businesses. Important historic resources should be protected to prevent their loss to the city, and to assure that they remain as resources for future generations.

The Mission contains a rich built history, including a number of historically significant and landmark buildings. As this area grows, it must not lose key features that define it. New buildings should follow this successful pattern and relate to their context.

To gain a greater understanding of key historical features, the Planning Department will embark on a survey within the plan area to document its historic resources. The results of the survey will augment the objectives and policies outlined below, and will likely result in additional policies to be included through Plan amendments.

OBJECTIVE 8.1

PROMOTE THE PRESERVATION OF NOTABLE HISTORIC LANDMARKS, HISTORIC DISTRICTS, INDIVIDUAL HISTORIC BUILDINGS AND FEATURES THAT HELP TO PROVIDE CONTINUITY WITH THE PAST

There are currently a number of known historically significant resources in the plan area. Locally designated landmarks are specified in Article 10 of the Planning Code. Resources are also listed in the California Register of Historical Resources, the National Register of Historic Places, and in certified historic resource surveys. It is expected that a substantial number of other historic resources will be documented when an historic survey is undertaken, and that these resources would be added over time as the area's building stock ages.

Policy 8.1.1

Undertake an historic survey for the Mission area in a timely manner.

While much is currently known about the neighborhood and a number of surveys have been completed, there is still a need for a comprehensive historic

resource survey for the plan area. The City should conduct such an historic survey to identify all historic resources including potential landmarks and historic districts within the area and to determine whether historic resources are eligible for designation at the local, state, and/or federal level.

POLICY 8.1.2
UNTIL THE SURVEY IS COMPLETED,
PROJECT PROPOSALS SHOULD BE CARE-
FULLY EVALUATED FOR THEIR HISTOR-
IC CHARACTER.

While portions of the plan area have been surveyed in the past, most of it will soon be surveyed under a new effort expected to be completed in Spring 2008. Until then, information from older surveys and a variety of sources is available identifying known resources throughout the plan area. Development proposals in the un-surveyed areas seeking approval before completion of the survey should be subject to a high degree of scrutiny as to their potential impact on historic resources, those known and those under investigation. The city should err on the side of caution where there is a question as to the importance of the resource and potential impacts. In some cases this may require waiting for results of the comprehensive survey before proceeding and/or requiring specific additional research and information to be prepared.

Policy 8.1.3
Review and, if necessary, revise policies in this plan to reflect the results of currently underway and future surveys.

It is expected that the pending historic resources survey will identify properties and areas for further, more intensive study. As new information becomes available about the area's resources, and as newer buildings age, the survey should be reviewed regularly to ensure accuracy. New survey findings should be integrated into city policy and given full consideration in planning decisions in the area. Following completion of historic surveys of the plan area, relevant policies should

be reviewed and revised as necessary, and new ones added if needed, to identify and protect resources consistent with the plan and General Plan.

Policy 8.1.4
Preserve landmark and other buildings of historic value as invaluable neighborhood assets.

Important historic properties cannot be replaced if they are destroyed. Many resources within the Mission area are of architectural merit or provide important contextual links to the history of the area. Where possible these resources should be preserved in place and not degraded in quality.

Policy 8.1.5
Encourage preservation, rehabilitation, and adaptive reuse of historic buildings and resources.

Whenever possible, historic resources should be conserved, rehabilitated or adaptively reused. Significant, character-defining architectural features and elements should be retained and incorporated into the new use, where feasible.

Policy 8.1.6
Protect and preserve groupings of historic resources that have integrity, and that convey a period of significance.

Designated historic districts or conservation districts have significant cultural, social, economic, or political history, as well as significant architectural attributes, and were developed during a distinct period of time. When viewed as an ensemble, these features contribute greatly to the character of a neighborhood and to the overall quality, form, and pattern of San Francisco. Preservation of cohesive districts helps preserve continuity of the cityscape over generations and provides a link to the past.

Policy 8.1.7
Preserve resources in existing and future historic districts identified through the survey.

Historic districts identified through survey efforts should be preserved, maintained and enhanced through rigorous review of any proposed changes within their boundaries.

Policy 8.1.8

Support future preservation efforts, including the designation of historic landmarks and districts where they exist, throughout the plan area.

It is anticipated that historic districts will be identified in the upcoming comprehensive plan area survey. Although these identified resources will be protected through normal planning and environmental review procedures, official designation should also be pursued. This would serve to recognize more widely and publicly important historic resources in the plan area.

Policy 8.1.9

Ensure that changes in the built environment respect the historic character and cultural heritage of the area, and that resource sustainability is supported.

Historic resources are focal points of urban context and design, and contribute greatly to San Francisco's diverse neighborhoods and districts, scale, and city pattern. Alterations, additions to, and replacement of older buildings are processes by which a city grows and changes. Some changes can enhance the essential architectural and historical features of a building. Others, however, are not appropriate. Alterations and additions to a landmark or contributory building in an historic district should be compatible with the building's original design qualities.

Rehabilitation and adaptive use is encouraged. For designated resources, the nationally recognized Secretary of the Interior's Standards for the Treatment of Historic Properties should be applied. For non-designated cultural resources, surveys and evaluations should be conducted to avoid inappropriate alterations or demolition.

Policy 8.1.10

Encourage sustainability of historic resources in the plan area consistent with the goals and objectives of the Sustainability Plan for the City and County of San Francisco.

Maintaining and rehabilitating older buildings and neighborhoods can mean savings in energy, time, money, and materials. It is the policy of San Francisco to promote resource conservation, rehabilitation of the built environment, and adaptive use of cultural resources using an environmentally sensitive "green building standards" approach to development, including resource-efficient design principles both in rehabilitation and deconstruction projects. The salvage and reuse of construction and demolition materials that are structurally sound as part of new construction and rehabilitation projects promotes the principles of green building standards and achieves sustainability.

Policy 8.1.11

Encourage new building design that respects the character of nearby older development.

New buildings adjacent to or with the potential to visually impact historic contexts or structures should be designed to complement the character of the area. The new and old can stand next to one another with pleasing effects, but only if there is a successful transition in scale, building form and proportion, detail, and materials. Other policies of this plan not specifically focused on preservation—reestablishment and respect for the historic city fabric of streets, ways of building, height and bulk controls and the like—are also vital actions to respect and enhance the area's historic qualities.

Policy 8.1.12

Promote preservation incentives that encourage reusing older buildings in the Mission plan area.

Preservation incentives are intended to encourage property owners to repair, restore, or rehabilitate historic resources in lieu of demolition. San Francisco

offers local preservation incentive programs, and other incentives are offered through federal and state agencies. These include federal tax credits for rehabilitation of qualified historical resources, property tax abatement programs (the Mills Act), alternative building codes, and tax reductions for preservation easements. Preservation incentives can result in tangible benefits to property owners.

Policy 8.1.13

Apply the “Secretary of the Interior’s Standards for the Treatment of Historic Properties” for all projects that impact historic resources in the plan area.

The Secretary of the Interior’s Standards assist in the long-term preservation of historic resources through the protection of historical materials and features. Nationally, they are intended to promote responsible preservation practices that help to protect against the loss of irreplaceable cultural resources.

Policy 8.1.14

Apply the Secretary of the Interior’s Standards for the Treatment of Historic Properties for infill construction in Historic Districts and Conservation Districts (designated at the local, state, or national level) to assure compatibility with the character of districts.

These standards should be applied to decisions involving infill construction within conservation or historic districts. These districts generally represent the cultural, social, economic or political history of an area, and the physical attributes of a distinct historical period. Infill construction in historic districts should be compatible with the existing setting and built environment.

Policy 8.1.15

Preserve the cultural and socio-economic diversity of the plan area through preservation of historic resources.

Valuing the historic character of neighborhoods can preserve diversity in that older building stock, regardless of its current condition, is usually of a quality, scale, and design that appeals to a variety of people. Older buildings that remain affordable can be an opportunity for low-income households to live in neighborhoods that would otherwise be too expensive.

Policy 8.1.16

To maintain the City’s supply of affordable housing, historic rehabilitation projects may need to accommodate other considerations in determining the level of restoration.

Where rehabilitation requirements threaten the affordability of housing, other accommodations may need to be emphasized such that a balance is achieved between preserving historic architectural character and the objectives of providing safe, livable, and affordable housing units.

Policy 8.1.17

Until the completion of the historic survey, all proposed demolition cases for properties within the Plan Area for buildings constructed prior 1961 will be forwarded to the Landmarks Preservation Advisory Board.

Because of the potentially sensitive nature of the resources within the plan area, all proposed demolition will be reviewed by the Landmarks Preservation Advisory Board. This Board serves in an advisory capacity to the Planning Commission.

Policy 8.1.18

Until the completion of the historic survey, Mandatory Discretionary Review (DR) will be required for all proposed new construction over 50 feet within the entire Plan Area.

The Mission is generally a low-set neighborhood, with few buildings over 50 feet in height. To ensure that new, taller buildings do not negatively impact the historic nature of these areas, a Mandatory Discretionary Review (DR) hearing will be required for construction over 50 feet for all zoning districts and use size that do not already require a Conditional Use Authorization. This applies to all construction that will result in an increased building envelope with a height that is equal to or exceeds 50 feet as measured by the Planning Code.

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