



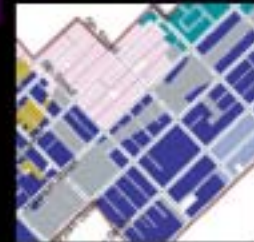
MISSION

Community Planning in the Eastern Neighborhoods

Zoning Designations & Options

South of Market Area

Showplace Square

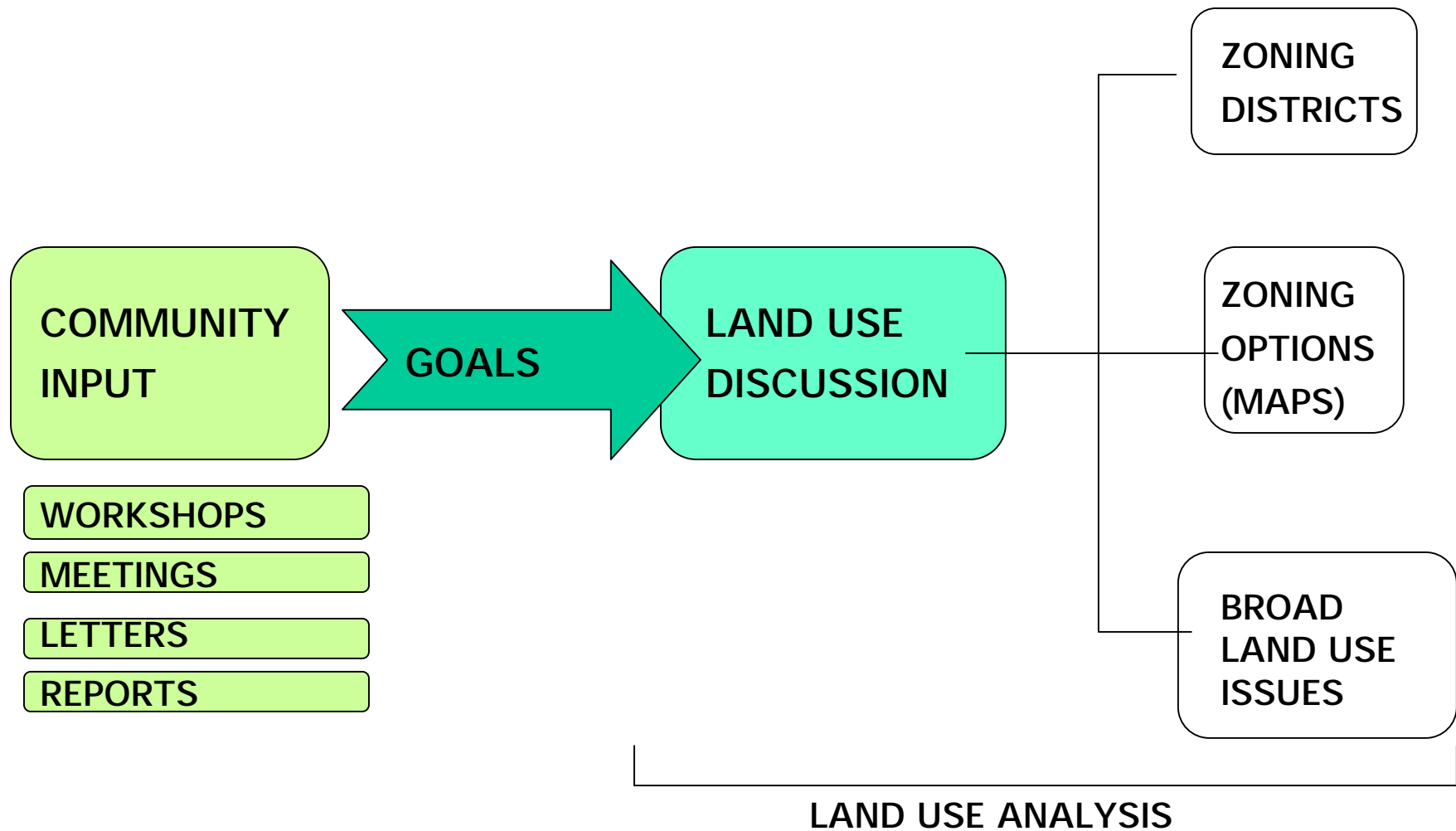


Potrero Hill

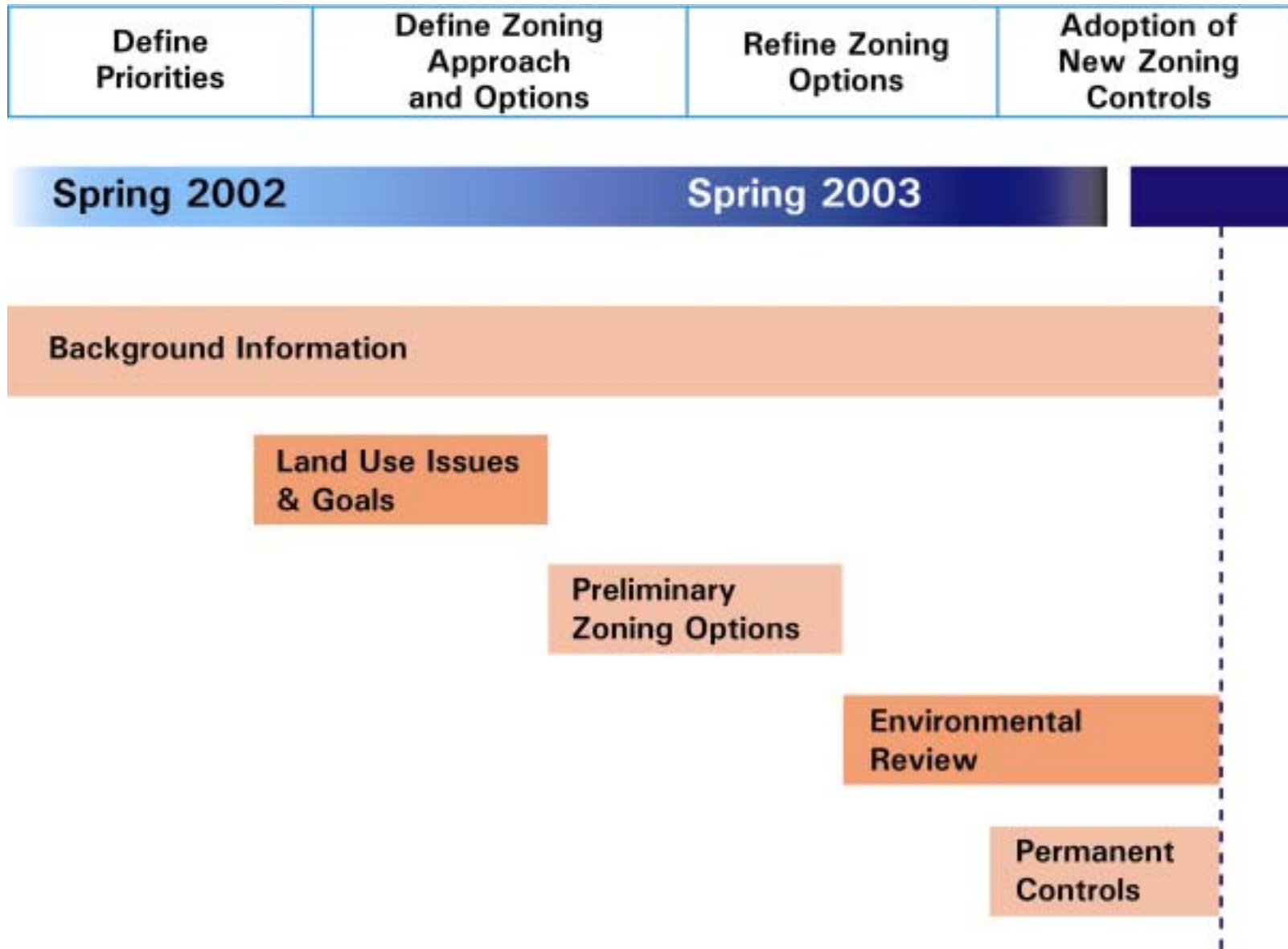
Planning Commission Hearing
March 3, 2003

BAYVIEW HUNTERS POINT

Community Planning Process



Community Planning Process



Community Goals

- Create housing opportunities, especially affordable, family housing
- Retain PDR jobs and businesses
- Strengthen existing neighborhood commercial districts
- Allow areas where light PDR is combined with residential uses
- Find appropriate locations for cultural centers, community facilities, and nighttime entertainment
- Minimize land use conflicts



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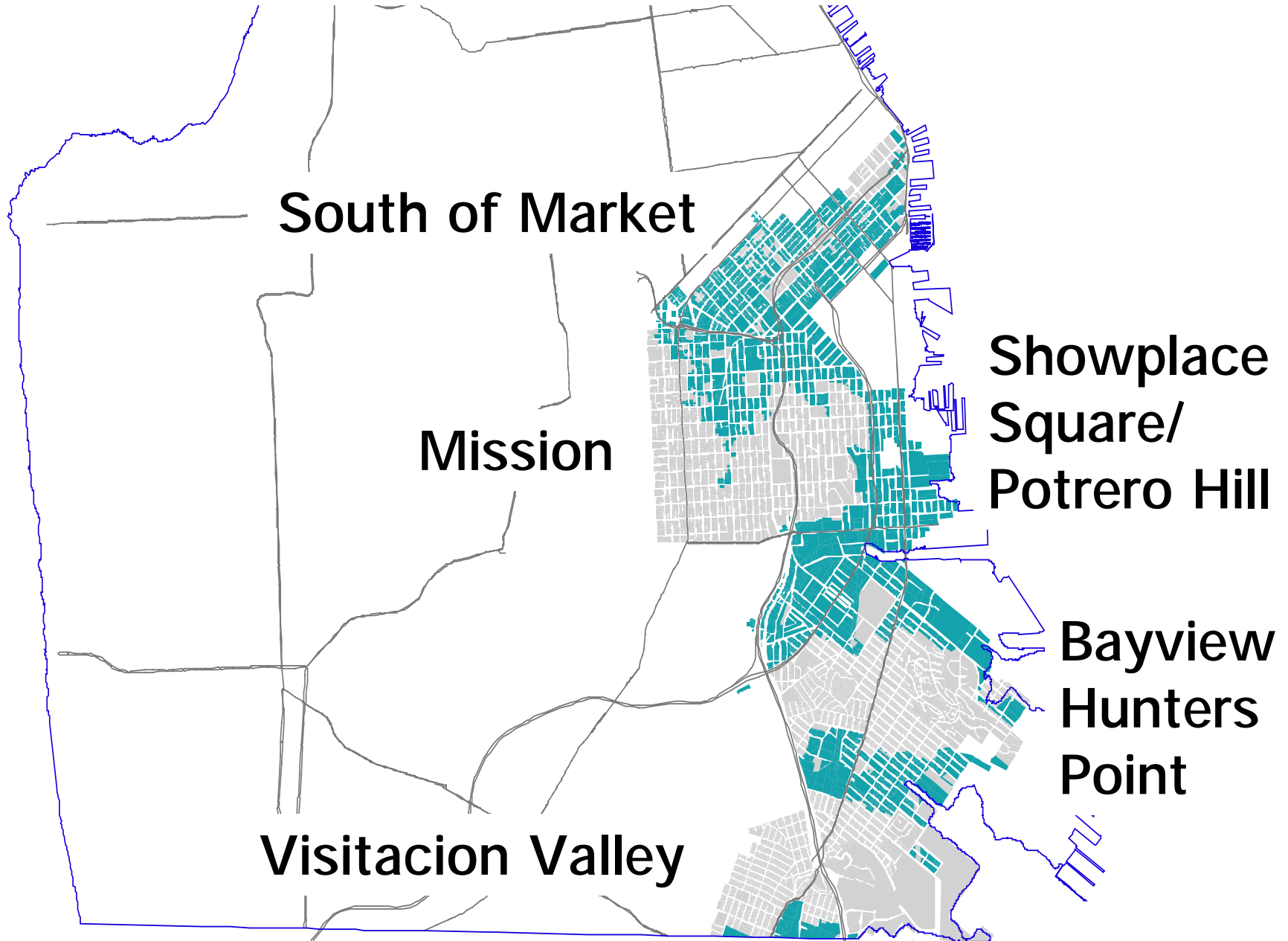
*Rezoning Task in the
Eastern Neighborhoods*

South of Market Area

**Showplace Square
-Potrero Hill**

BAYVIEW HUNTERS POINT

Eastern Neighborhoods



Contents

- 1 | Citywide Land Use Context
- 2 | New Zoning Designations
- 3 | Spectrum of Zoning Options
 - ❖ Bayview Hunters Point
 - ❖ Showplace Square – Potrero Hill
 - ❖ Mission
 - ❖ South of Market



MISSION

The Citywide Land Use Context

South of Market Area

- *Housing*
- *PDR Jobs*
- *Forecast*

Showplace Square

-Potrero Hill

BAYVIEW HUNTERS POINT

Housing as a Priority

- **Housing Element**
- **Citywide Action Plan**
 - Better Neighborhoods
 - New Downtown Neighborhoods
 - Eastern Neighborhoods

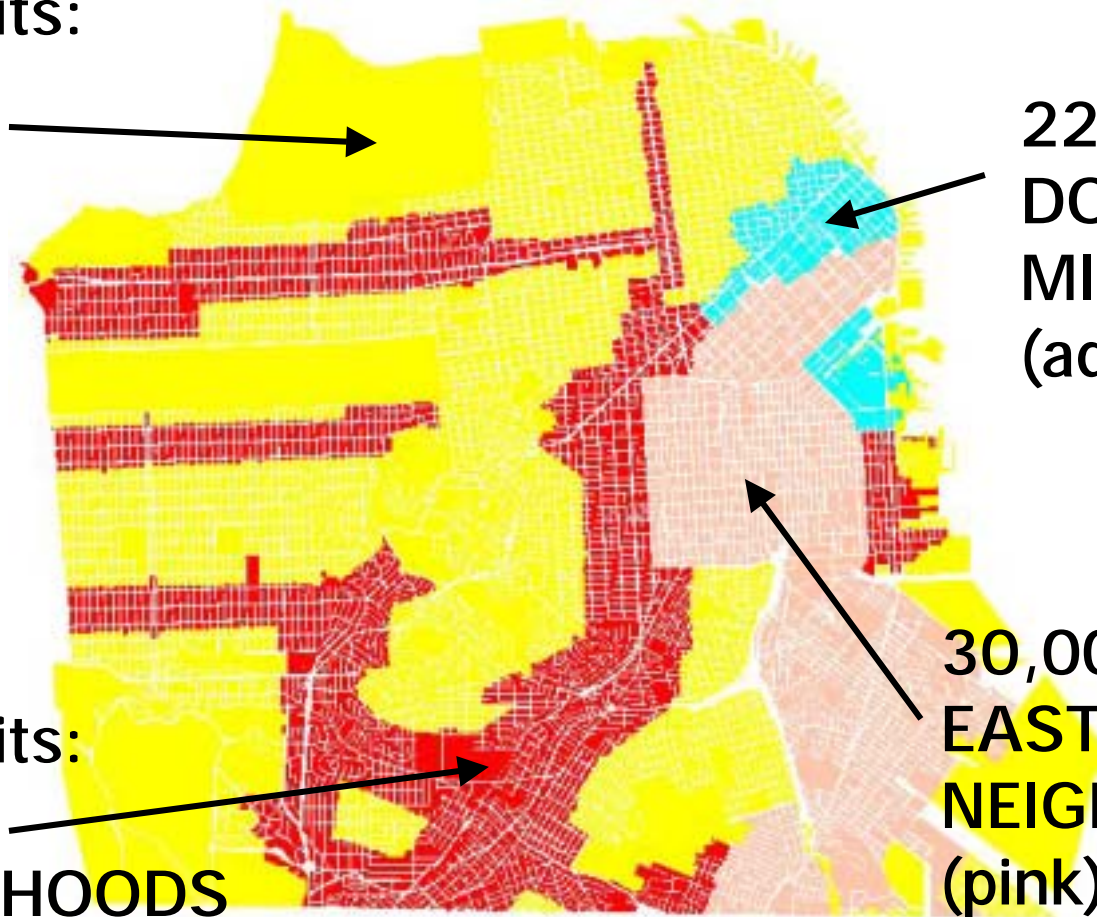
Land Supply for Housing

10,000 units:
REST OF
THE CITY
(yellow)

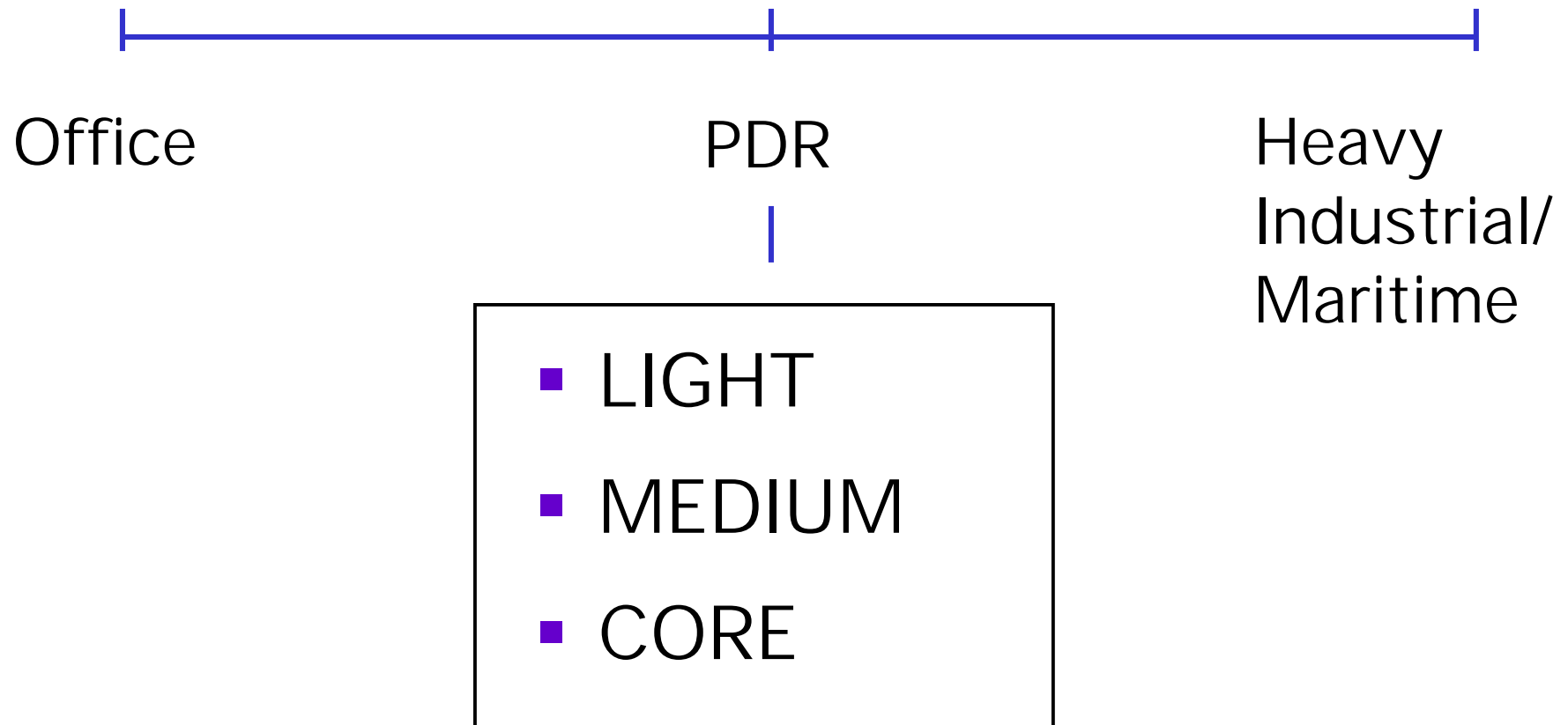
22,000 units:
DOWNTOWN /
MISSION BAY
(aqua)

16,000 units:
BETTER
NEIGHBORHOODS
(red)

30,000 units:
EASTERN
NEIGHBORHOODS
(pink)



Production, Distribution, and Repair (PDR): Use of Space



Production, Distribution, and Repair: Use of Space

- **LIGHT**
 - Graphic design
 - Auto repair
 - Small catering services
 - Small radio stations



Production, Distribution, and Repair: Use of Space

- **MEDIUM**
 - Printers and publishers
 - Furniture showrooms
 - Film production



Production, Distribution, and Repair: Use of Space

- CORE
 - Small trucking operations
 - Food processing
 - Suppliers of construction materials
 - Large publishing operations



PDR Land Needed/ Land Available

Land Occupied by PDR:

1150 acres – 53,000 jobs

Land Available under IPZ:

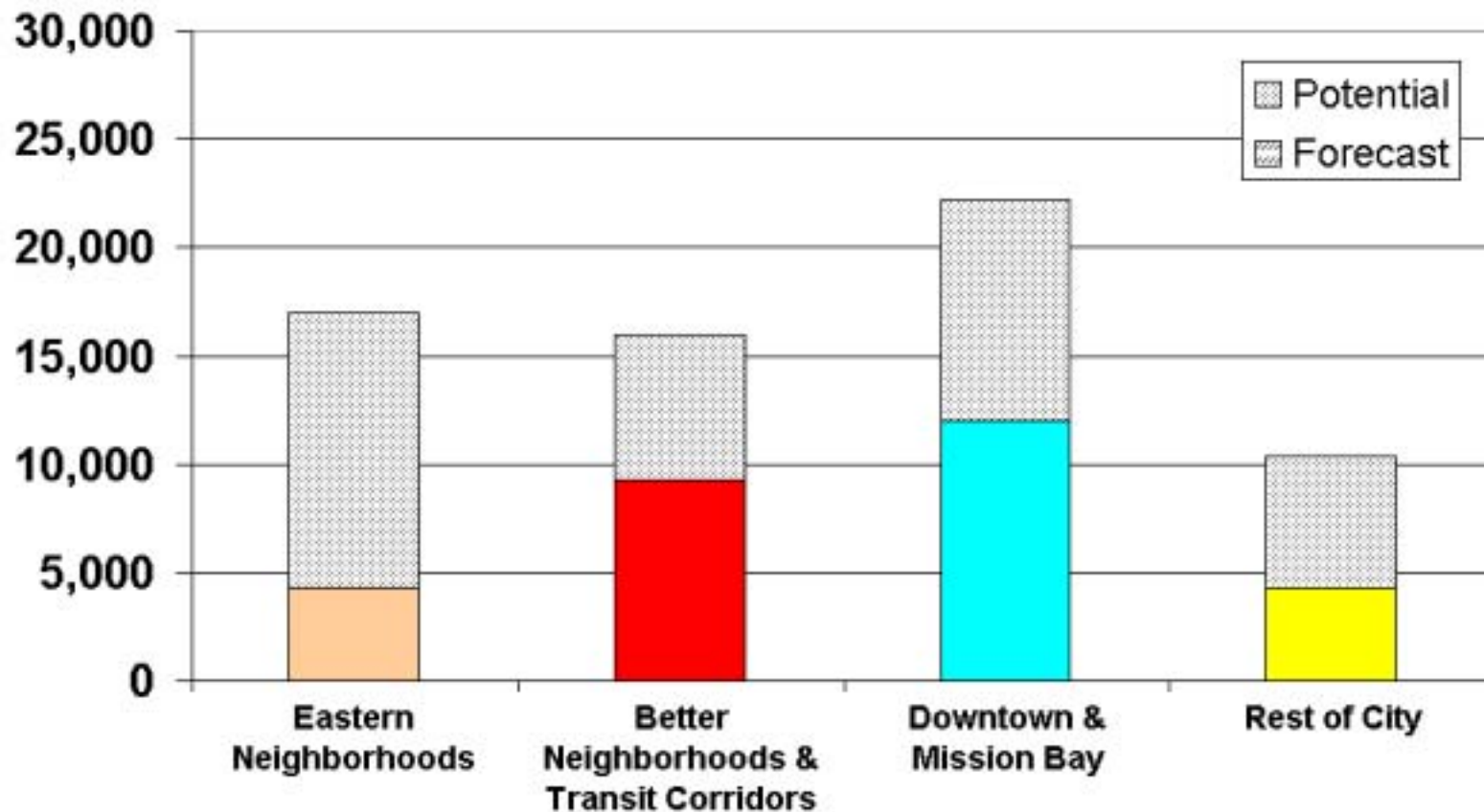
800 acres – 39,000 jobs

Forecast 2000 - 2025

	ABAG Forecast	Planning Department	
		Forecast Growth	Available space
Households	20,000	30,000	66,000 - 78,000 (units)
Jobs	135,000	115,000 ñ 126,000	154,000 - 158,000 (jobs)

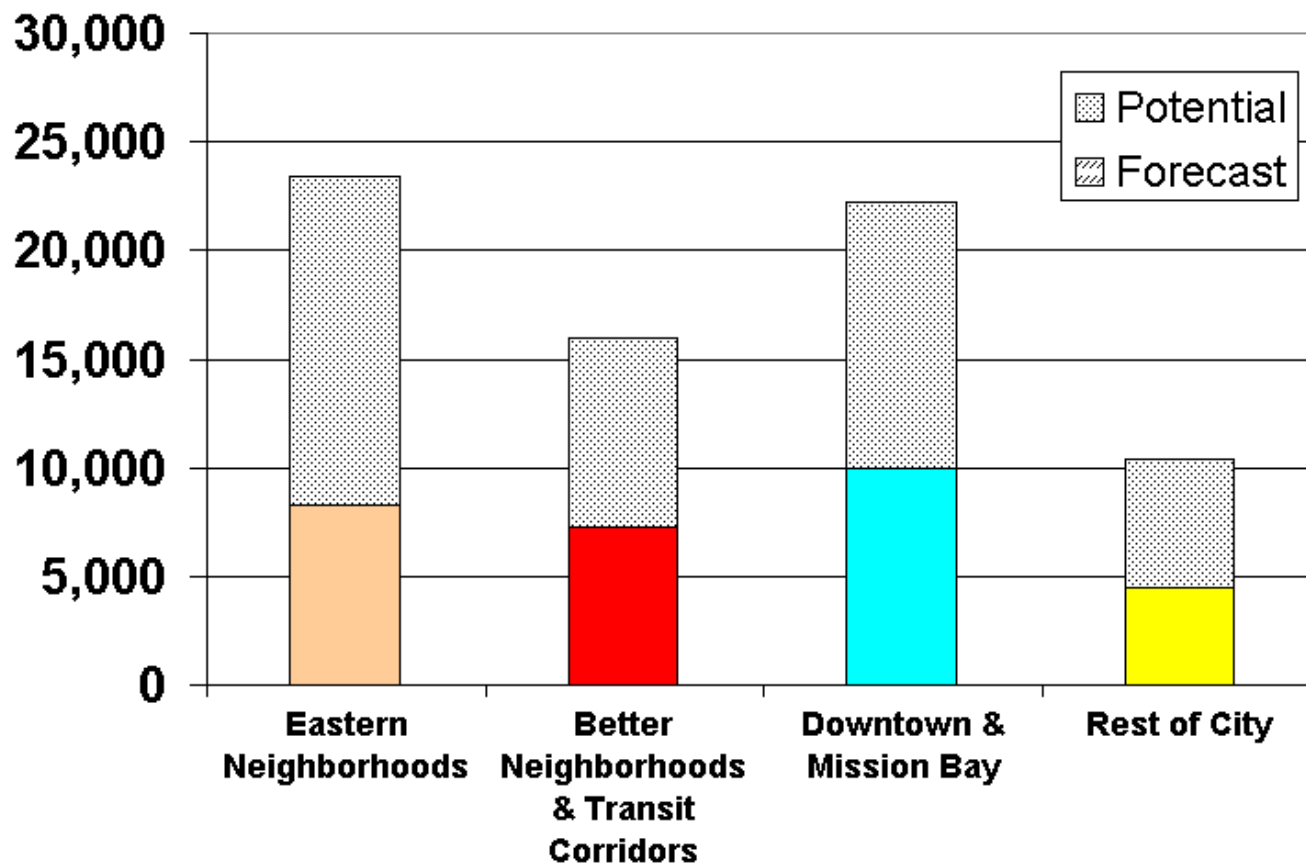
Development Potential and Forecast 2000 -2025

Expansion of Existing Residential Neighborhoods



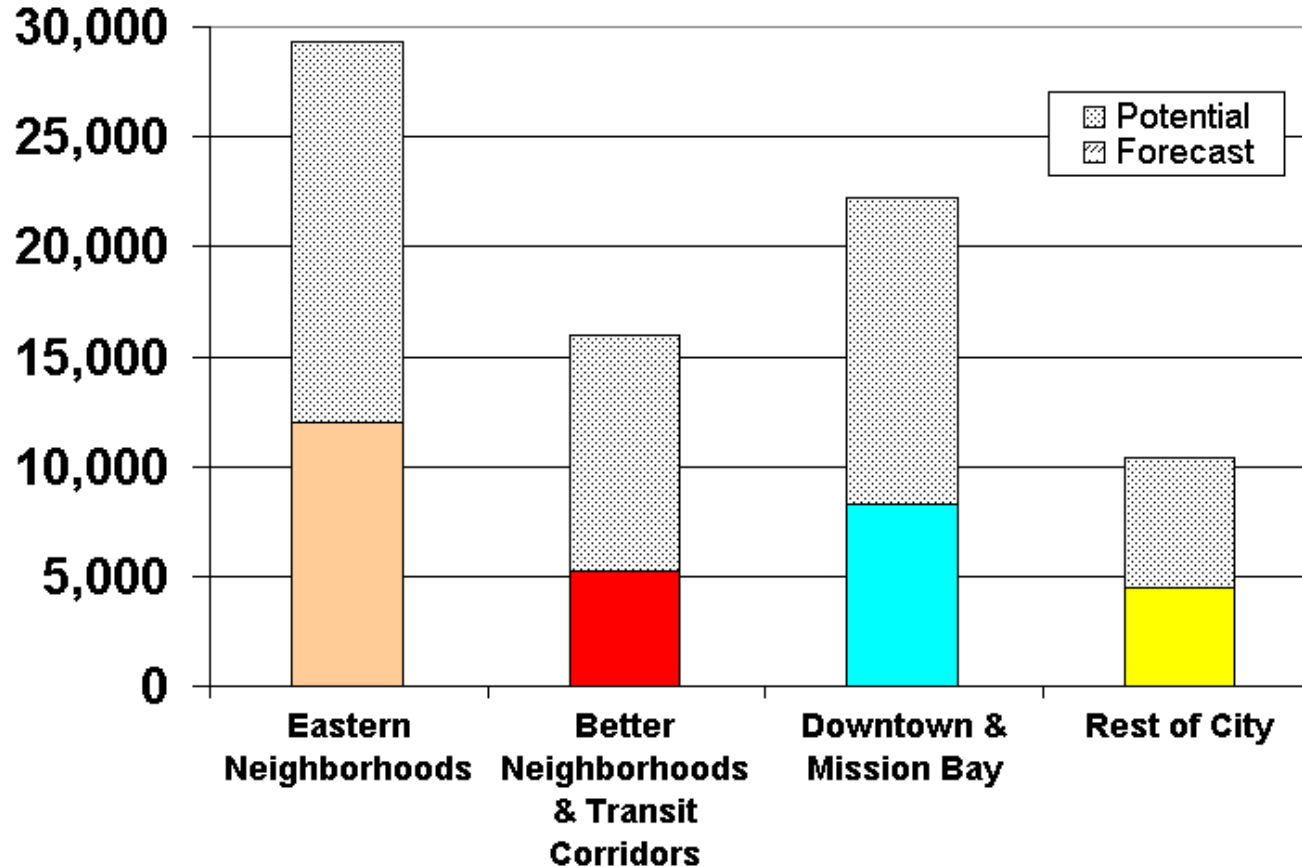
Development Potential and Forecast 2000 -2025

Selected Residential Neighborhoods in Industrial Land

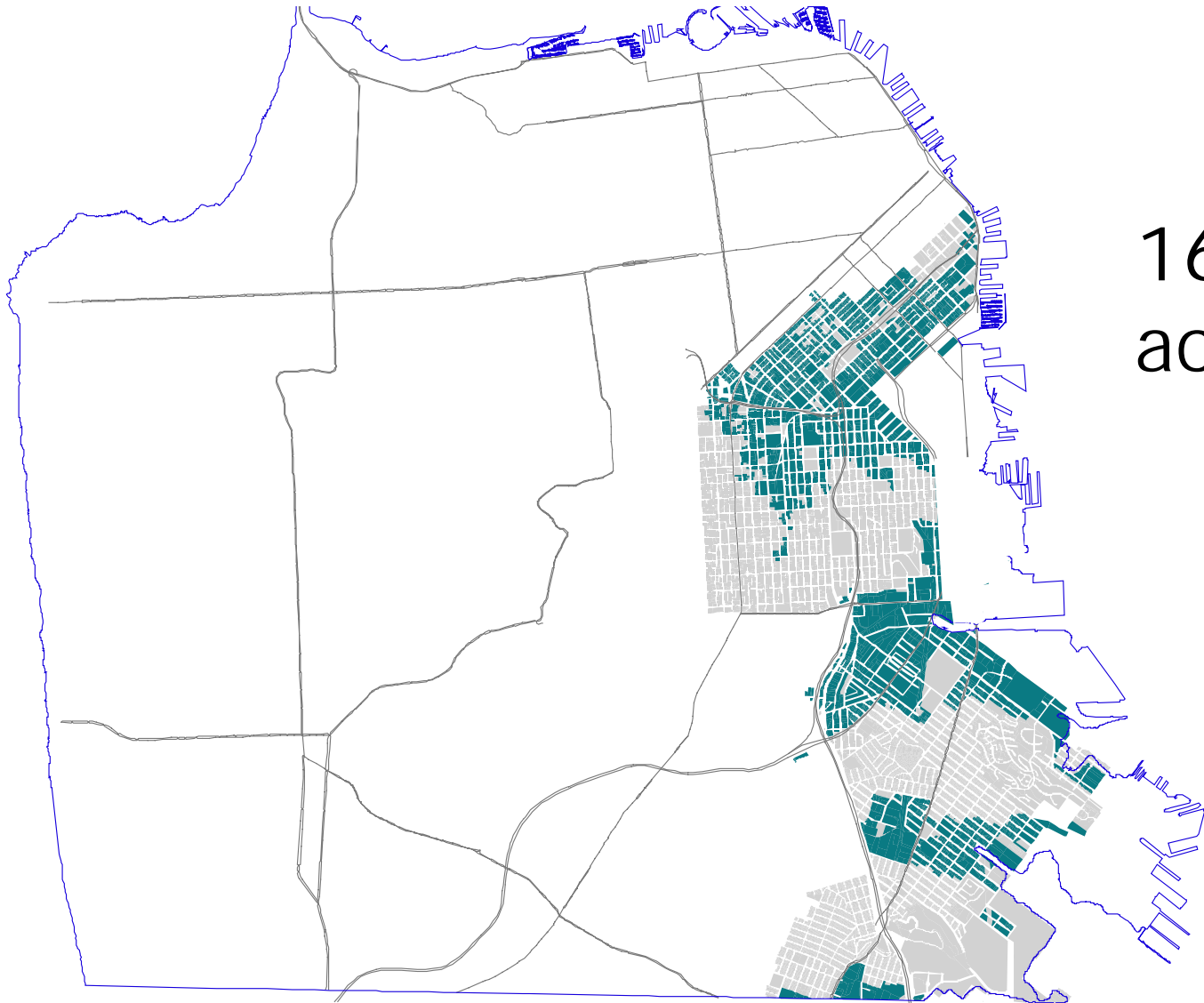


Development Potential and Forecast 2000 -2025

Expansion of Existing Residential Neighborhoods

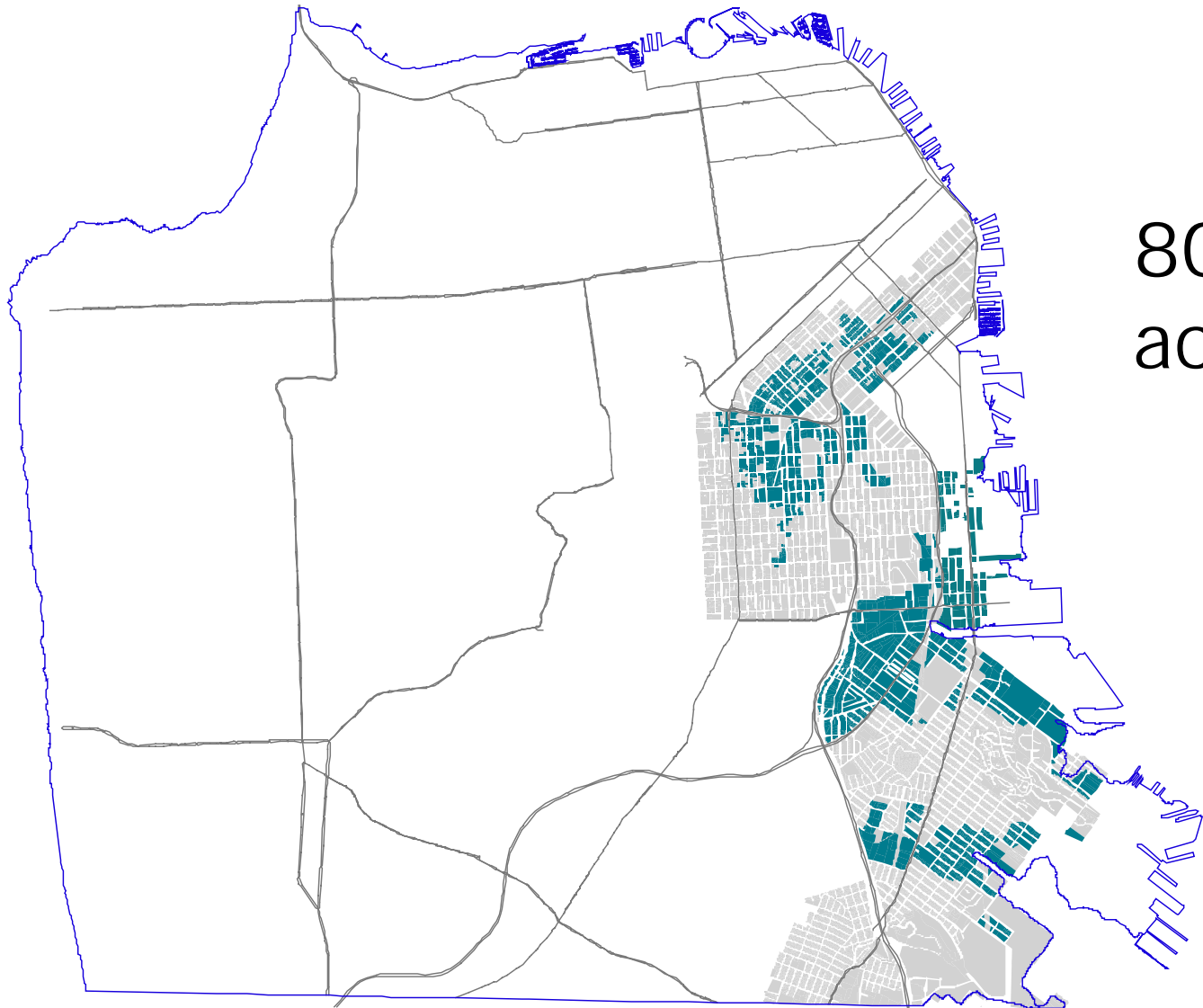


Land Available for PDR



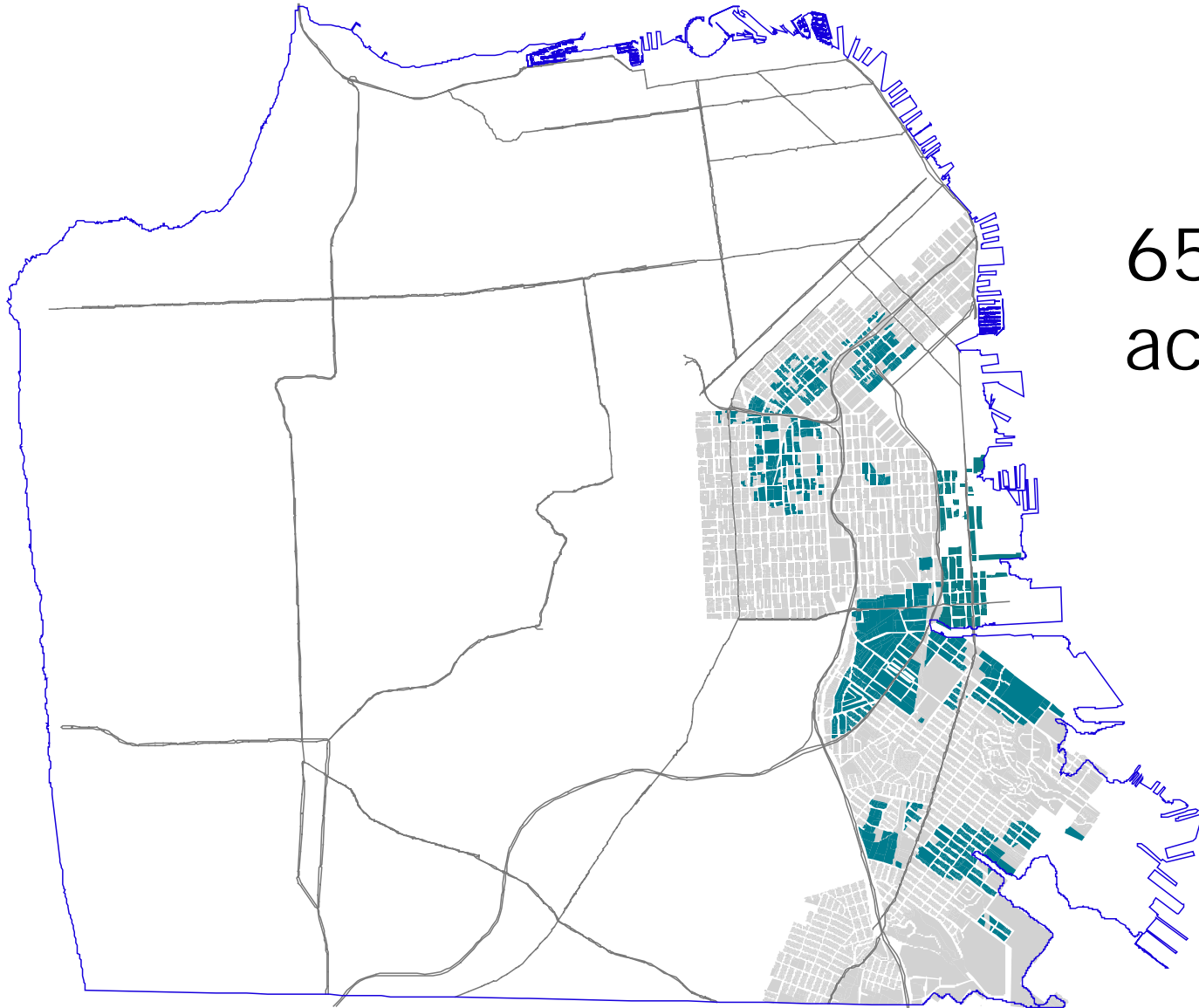
1650
acres

Land Available for PDR



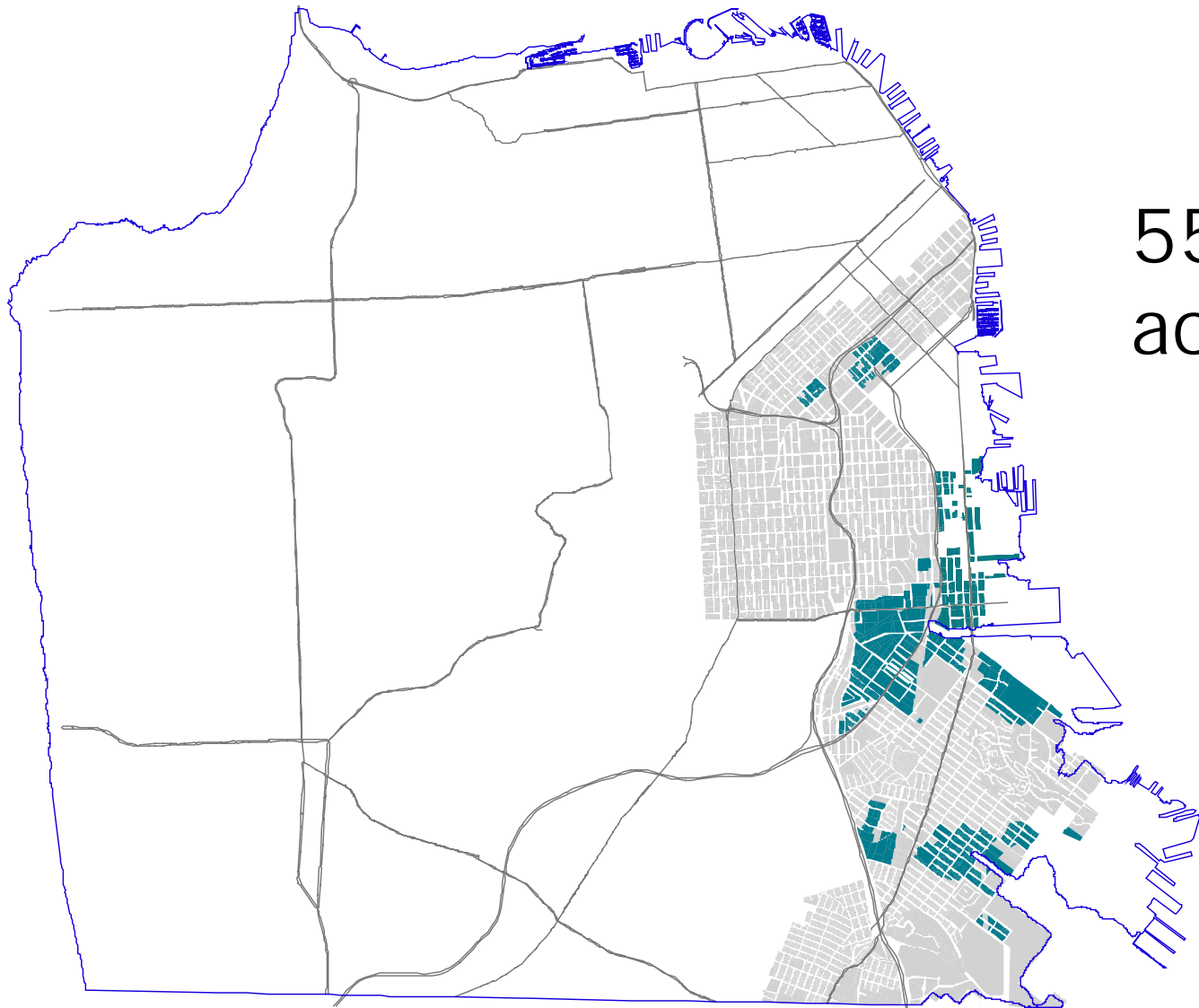
800
acres

Land Available for PDR



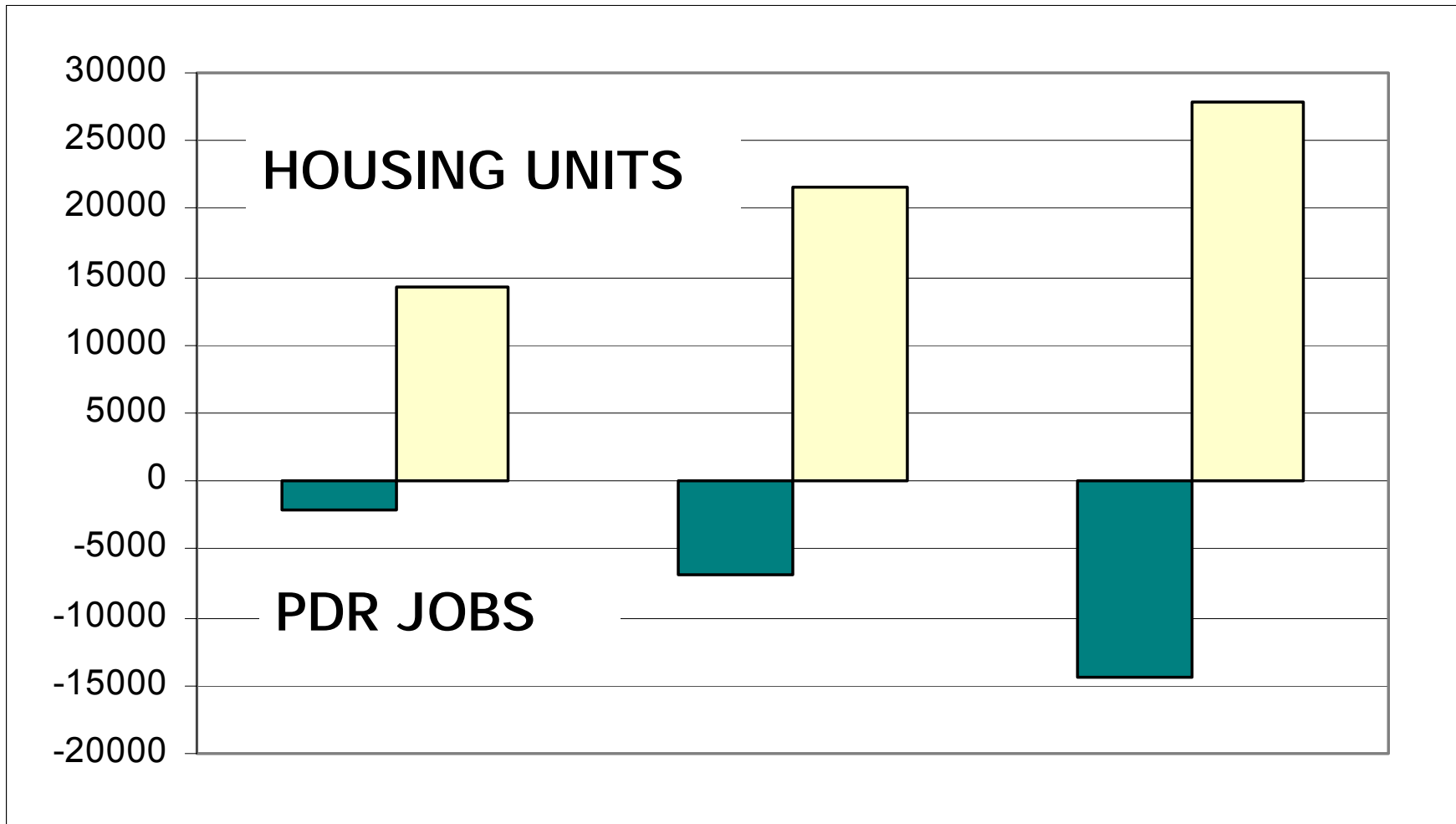
650
acres

Land Available for PDR



550
acres

Housing and PDR Development Potential





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New Zoning Designations

South of Market Area

**Showplace Square
-Potrero Hill**

BAYVIEW HUNTERS POINT

New Zoning Designations

Single Use

PDR Mixed with Commercial

Residential Mixed with Commercial and PDR

Single Use:



Maritime/Heavy Industrial

Residential- Low Density

Residential- Enclave District

Residential- Medium Density

Residential – Transit Oriented

PDR Mixed with Commercial:



Light PDR

PDR/Medium Commercial

PDR Large Commercial

Core PDR

Residential Mixed with Commercial and PDR:



Residential PDR

Residential Commercial

Neighborhood Commercial Moderate Scale

Neighborhood Commercial – Transit

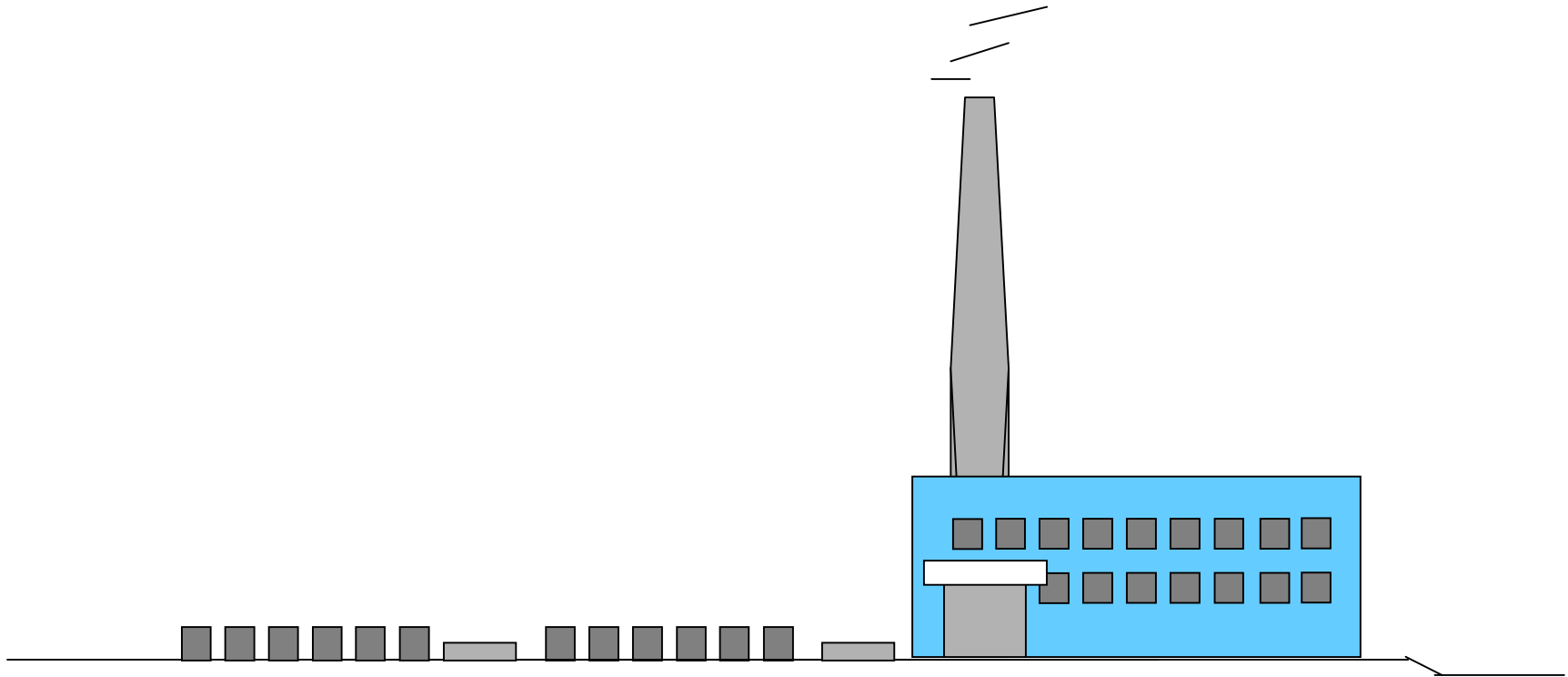
Single Use:

Maritime / Heavy Industrial



Single Use:

Maritime / Heavy Industrial



Open Yard

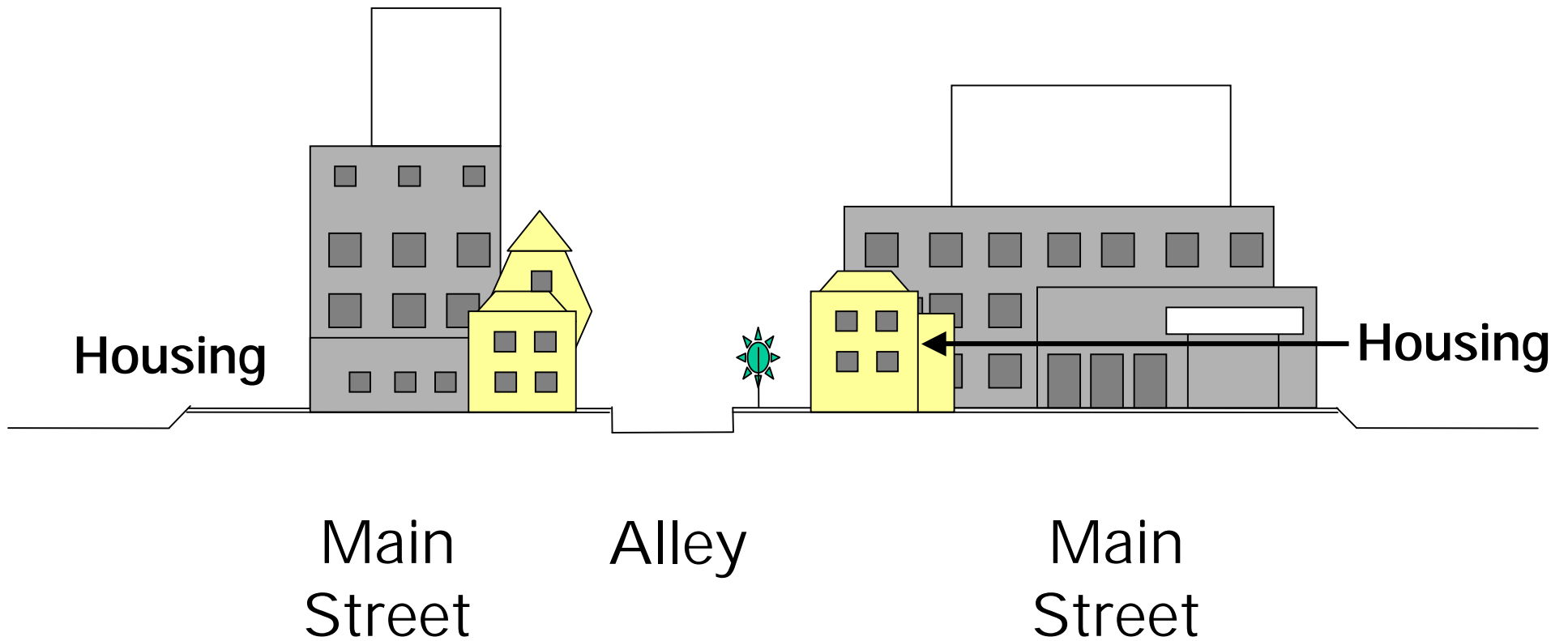
Single Use:

Residential Enclave District



Single Use:

Residential Enclave District



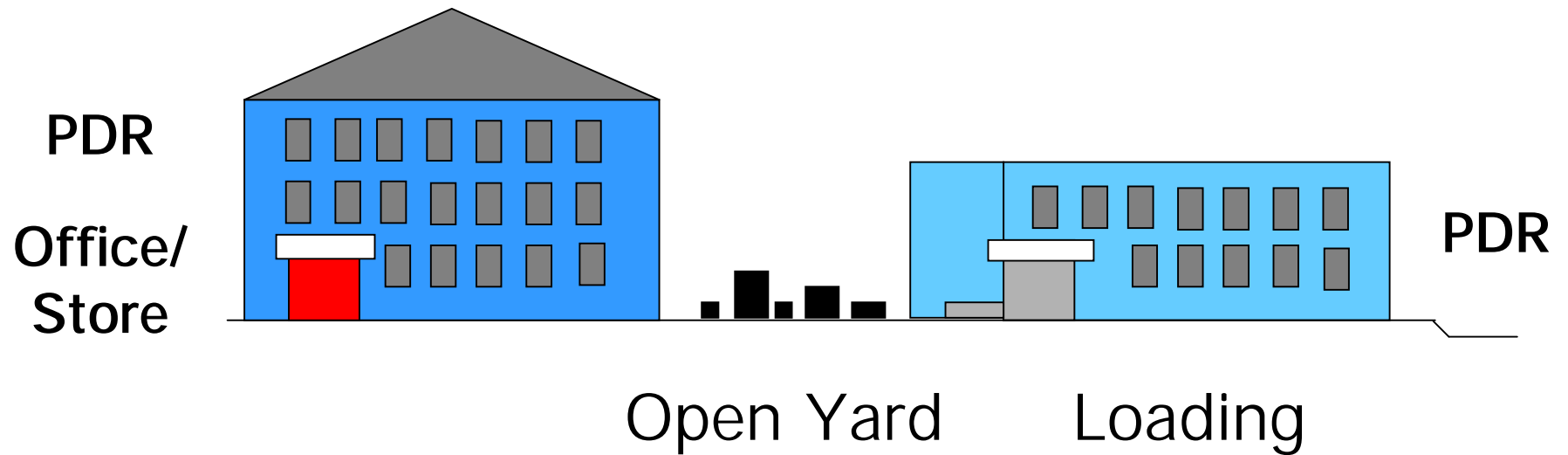
PDR Mixed with Commercial:

Core PDR



PDR Mixed with Commercial:

Core PDR



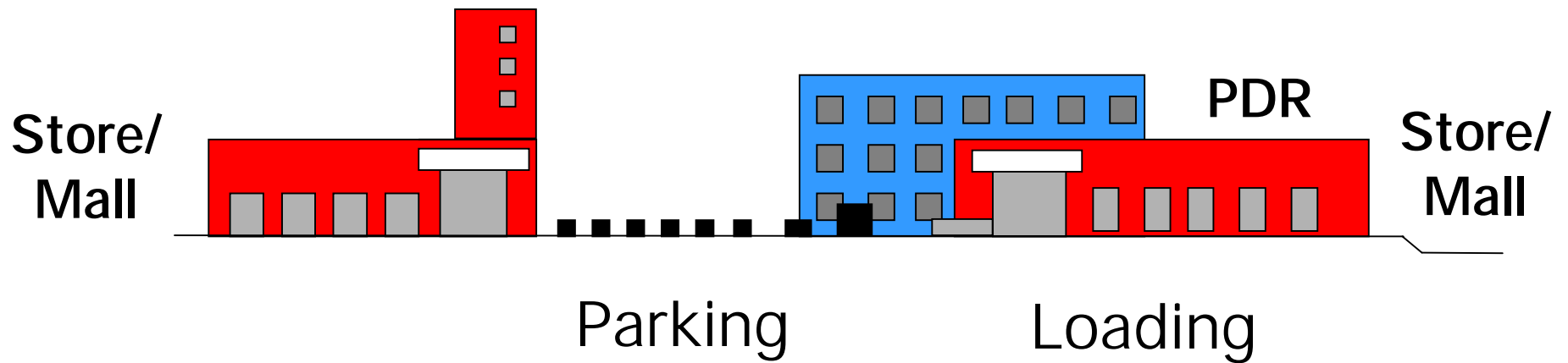
PDR Mixed with Commercial:

PDR / Large Commercial



PDR Mixed with Commercial:

PDR / Large Commercial



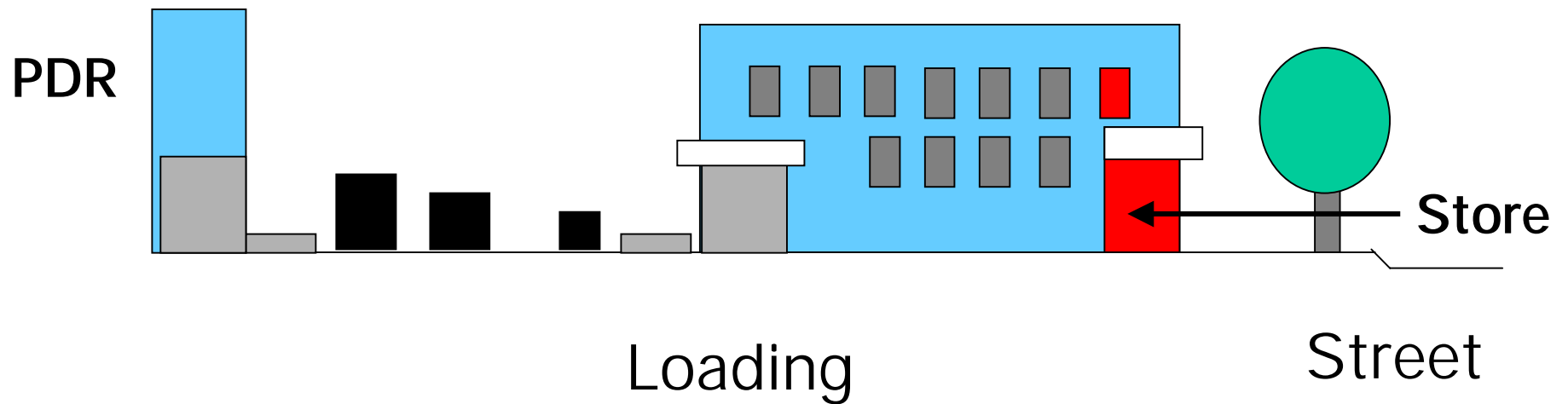
PDR Mixed with Commercial:

PDR / Medium Commercial



PDR Mixed with Commercial:

PDR / Medium Commercial



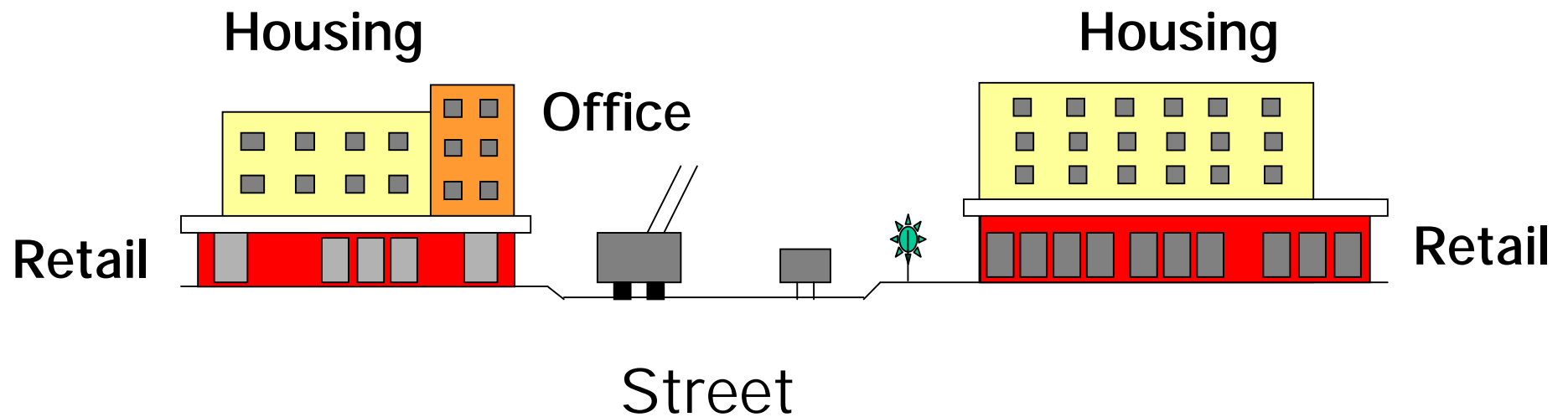
Residential Mixed with Commercial and PDR :

Neighborhood Commercial – Transit



Residential Mixed with Commercial and PDR :

Neighborhood Commercial – Transit



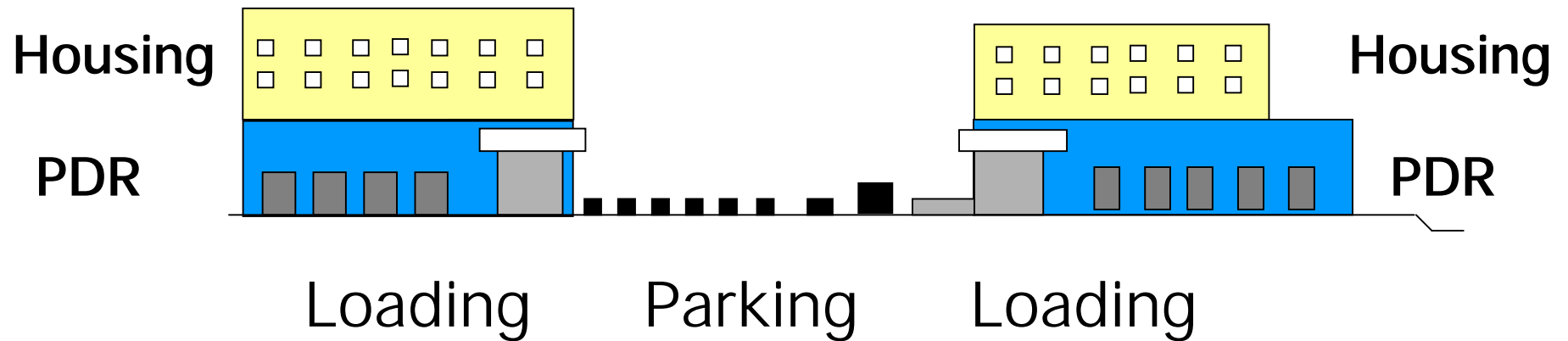
Residential Mixed with Commercial and PDR :

Residential - PDR



Residential Mixed with Commercial and PDR :

Residential - PDR



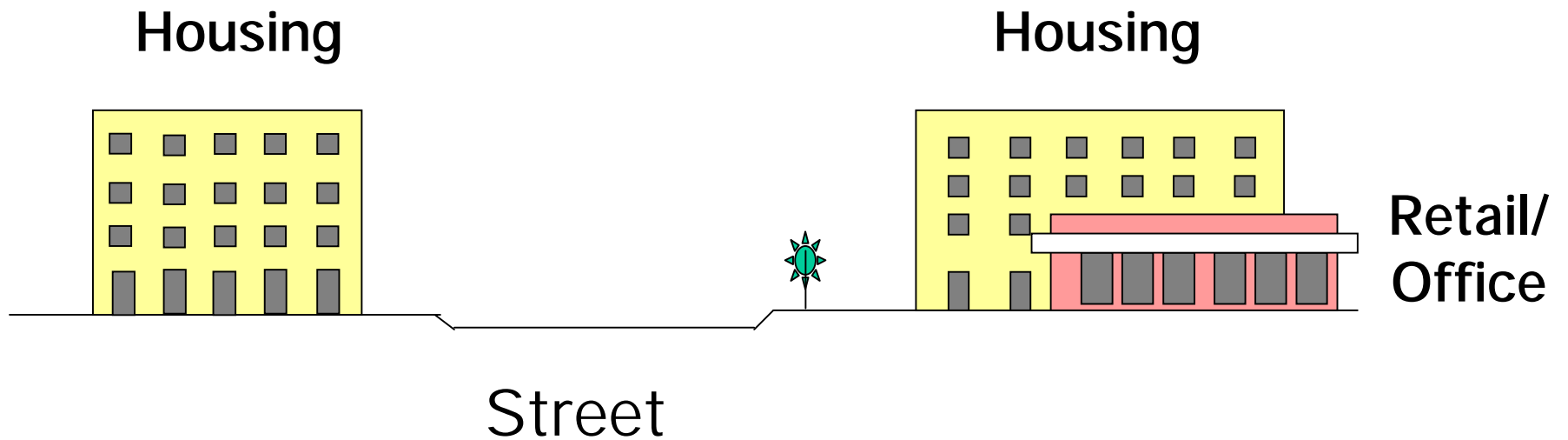
*Residential Mixed with
Commercial and PDR :*

Residential/Commercial



Residential Mixed with Commercial and PDR :

Residential/Commercial





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Spectrum of Zoning Options

South of Market Area

**Showplace Square
-Potrero Hill**

BAYVIEW HUNTERS POINT

Spectrum of Options Housing Production in Industrial Land

Existing
Conditions

Major
Change



A

B

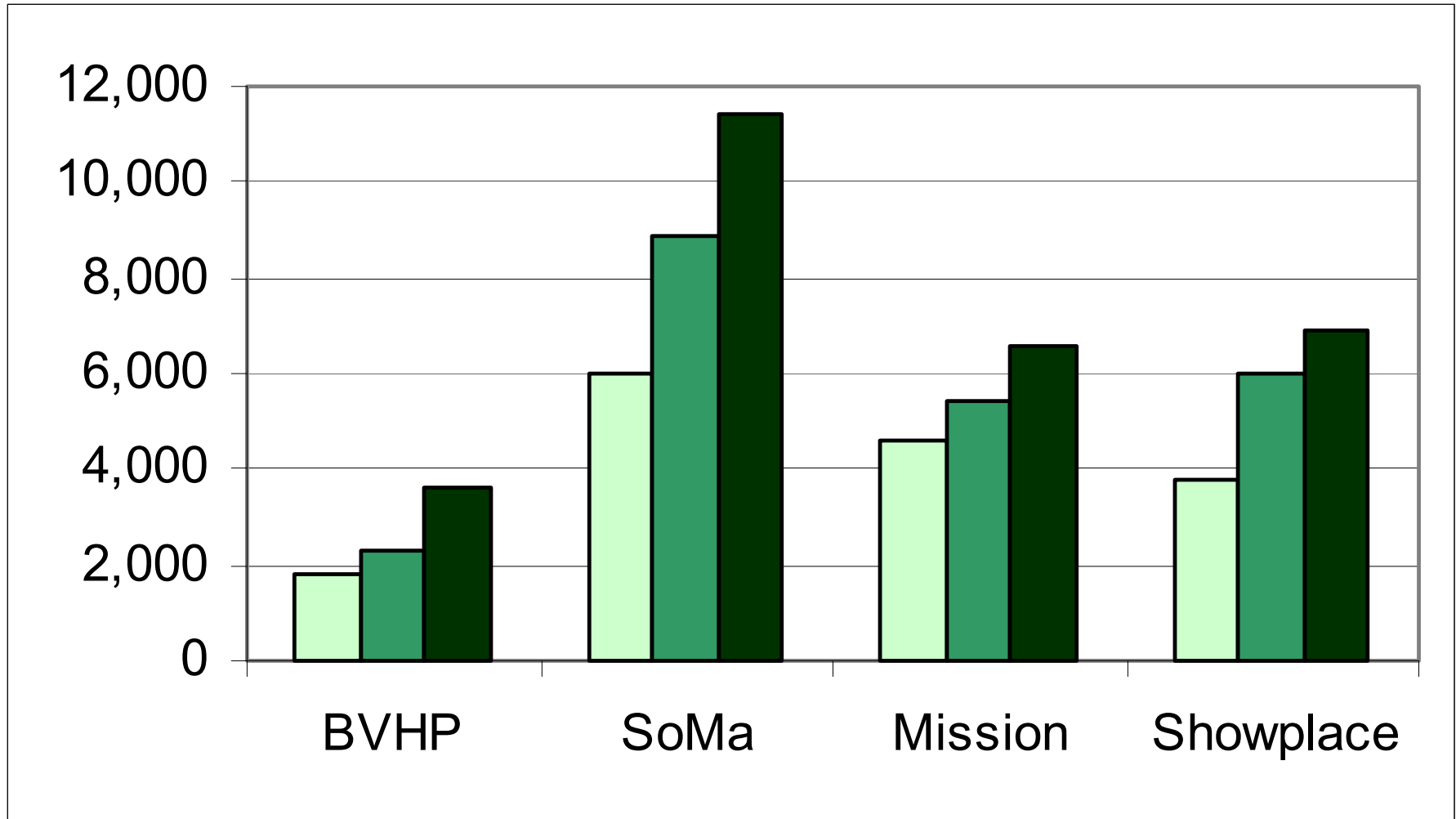
C

LOW
HOUSING

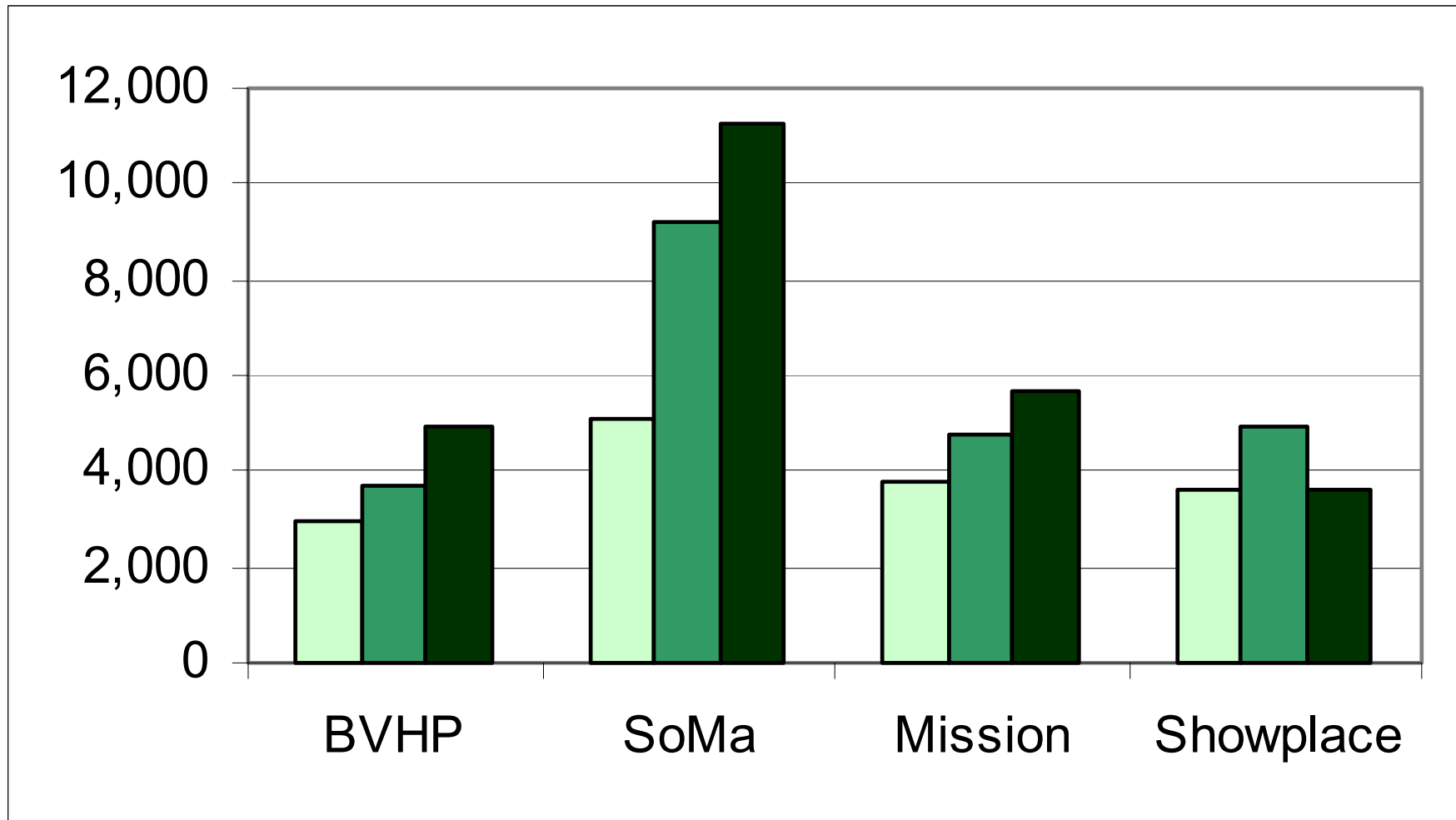
MODERATE
HOUSING

HIGH
HOUSING

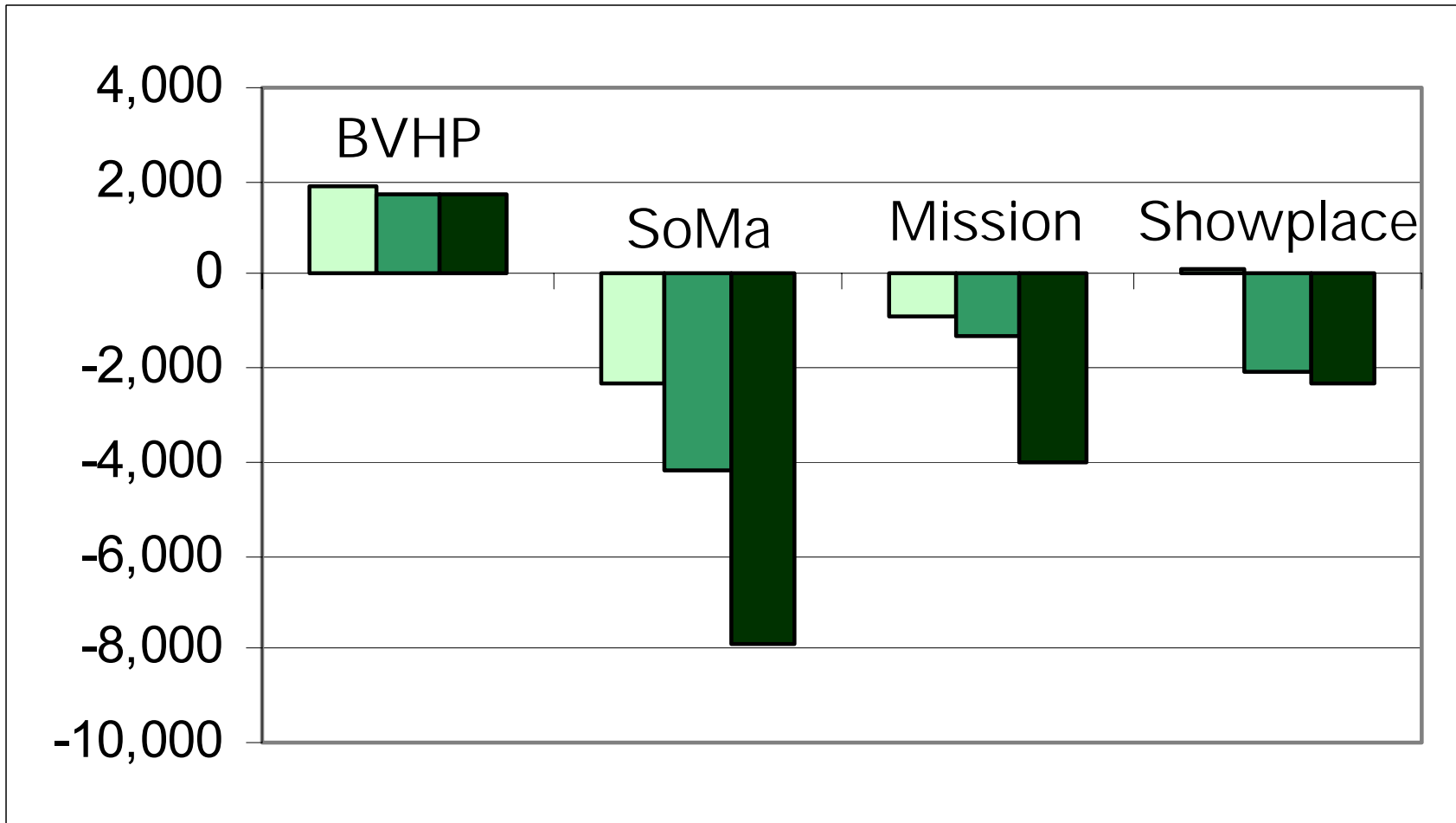
Housing Development Potential



Office / Retail Job Growth Potential



PDR Jobs: Growth Potential





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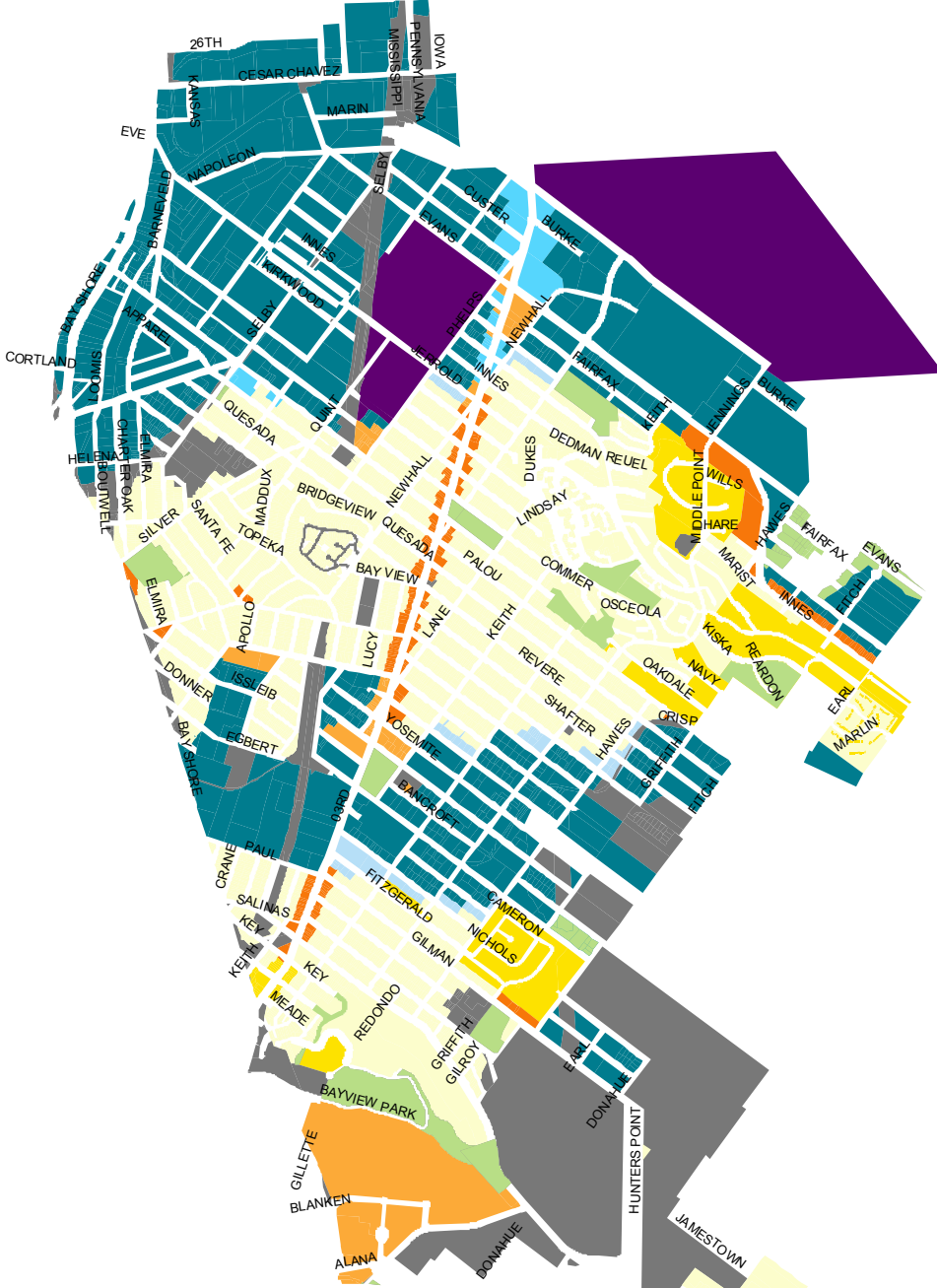
Bayview Hunters Point

South of Market Area

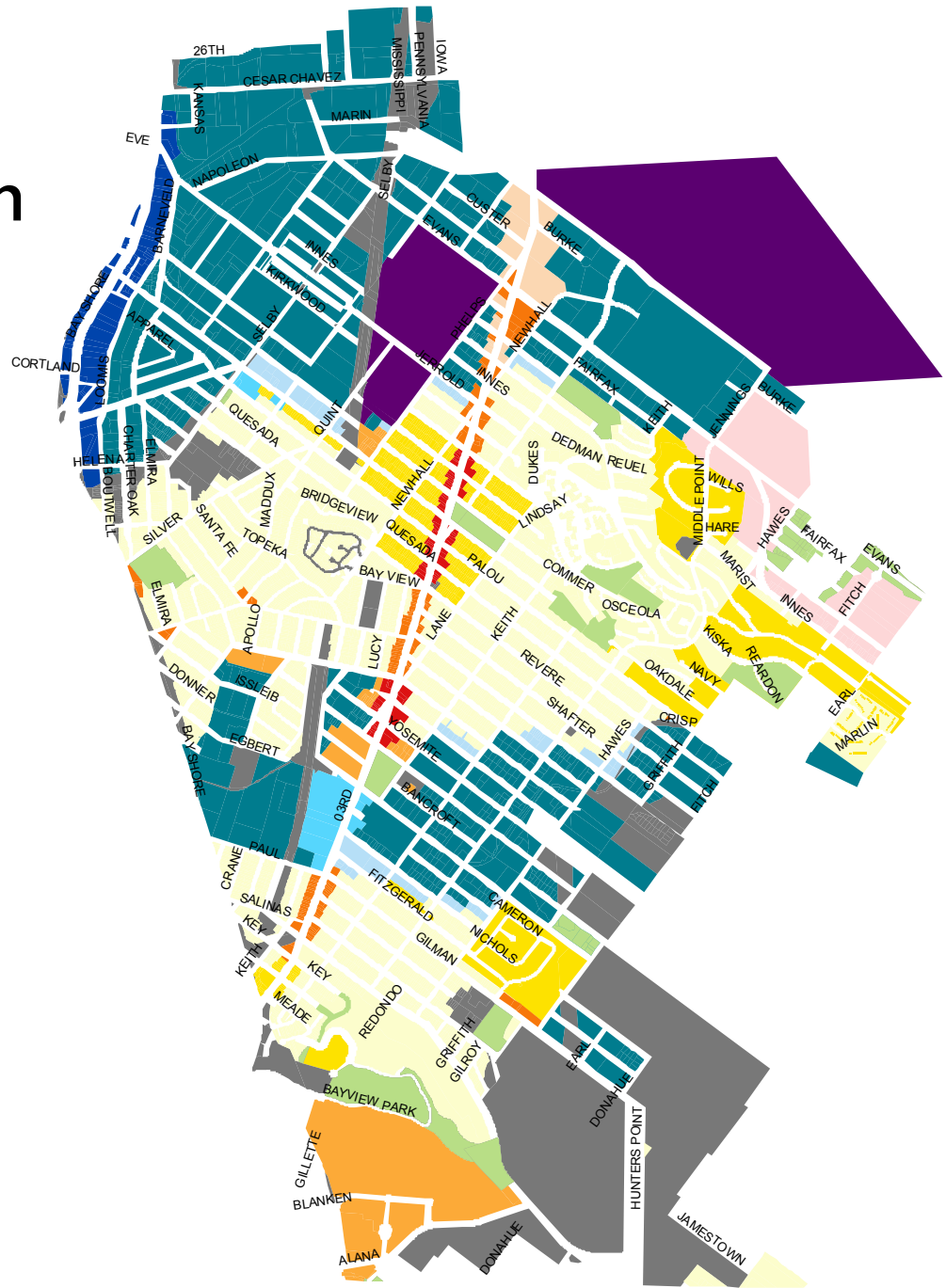
**Showplace Square
-Potrero Hill**

BAYVIEW HUNTERS POINT

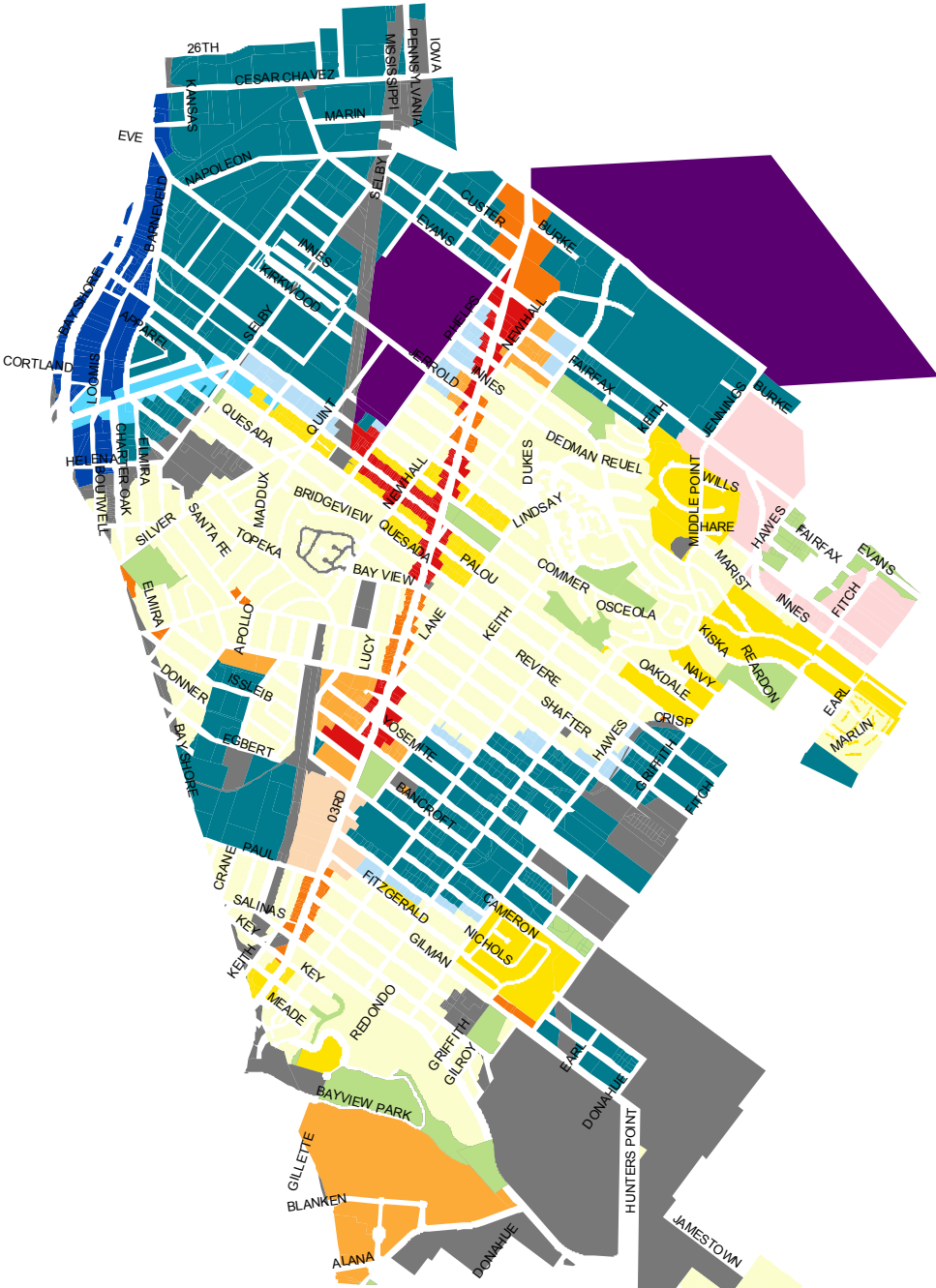
Bayview Hunters Point: Low Housing Option



Bayview Hunters Point: Moderate Housing Option



Bayview Hunters Point: High Housing Option





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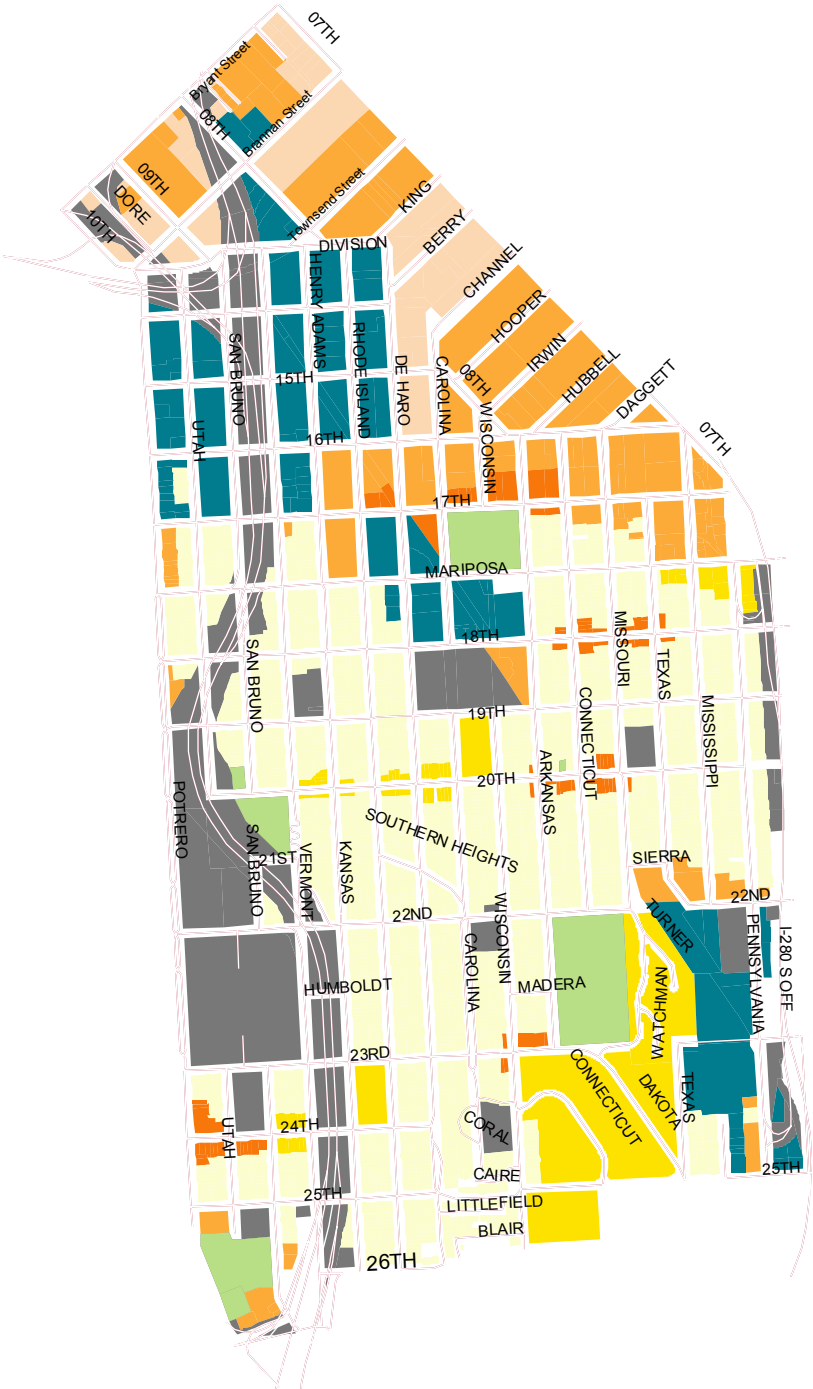
*Showplace Square/
Potrero Hill*

South of Market Area

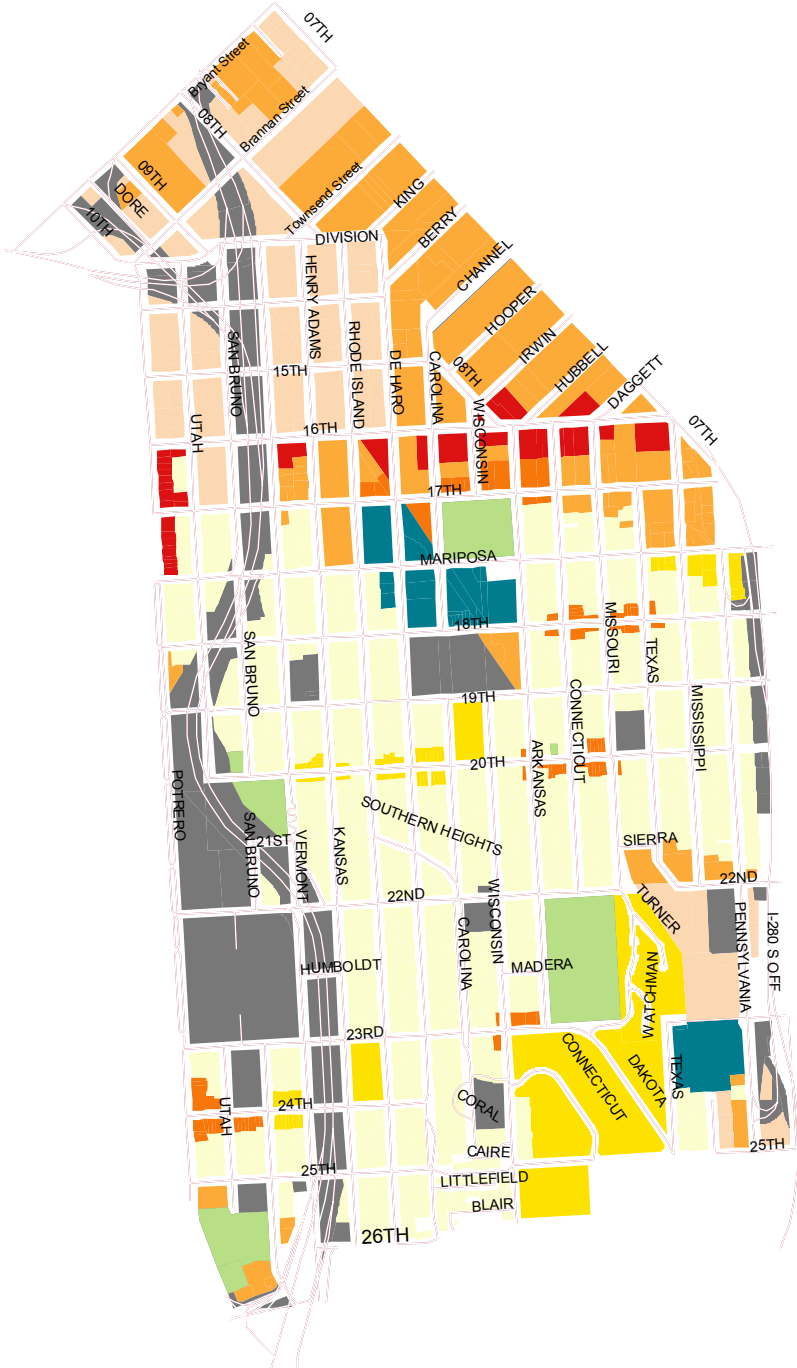
**Showplace Square
-Potrero Hill**

BAYVIEW HUNTERS POINT

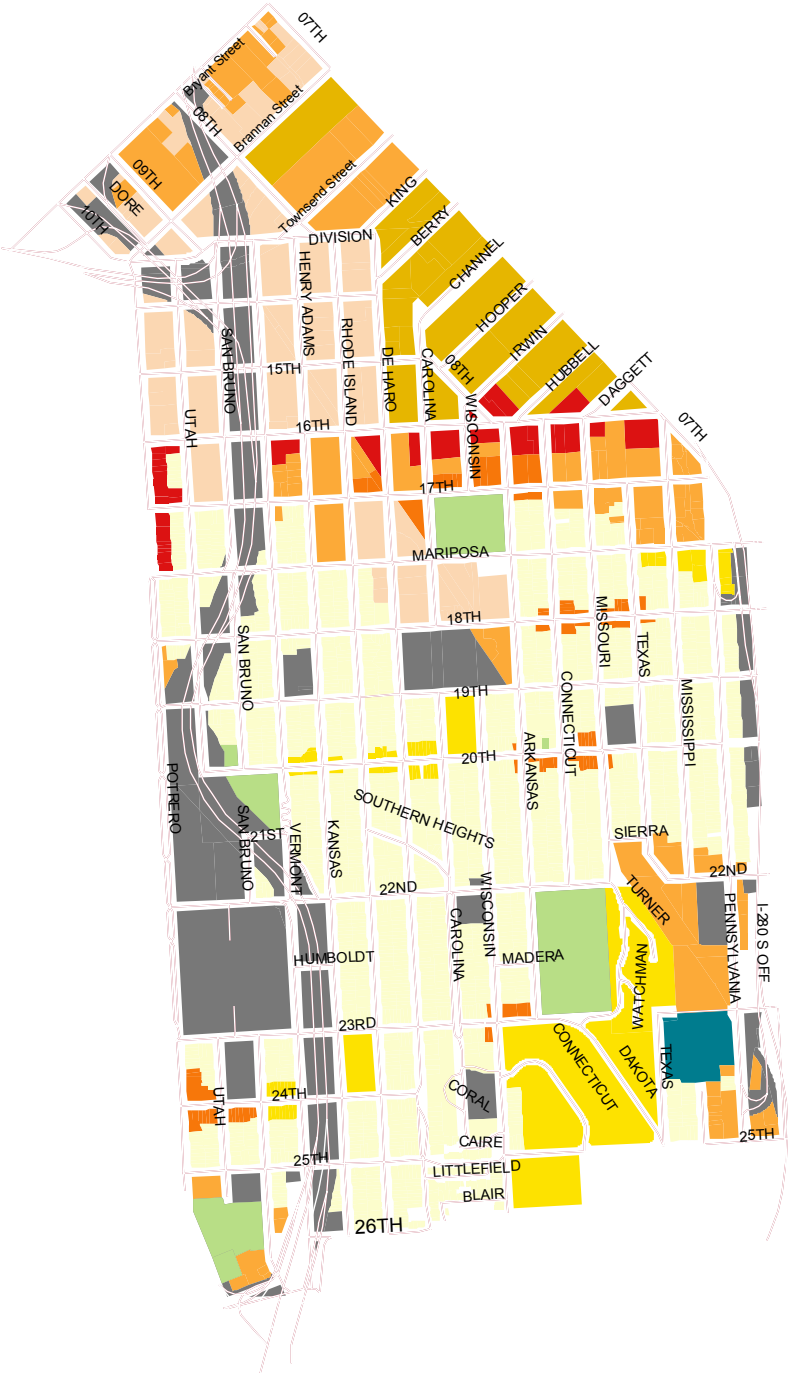
Showplace Square/ Potrero Hill: Low Housing Option



Showplace Square/ Potrero Hill: Moderate Housing Option



Showplace Square/ Potrero Hill: High Housing Option





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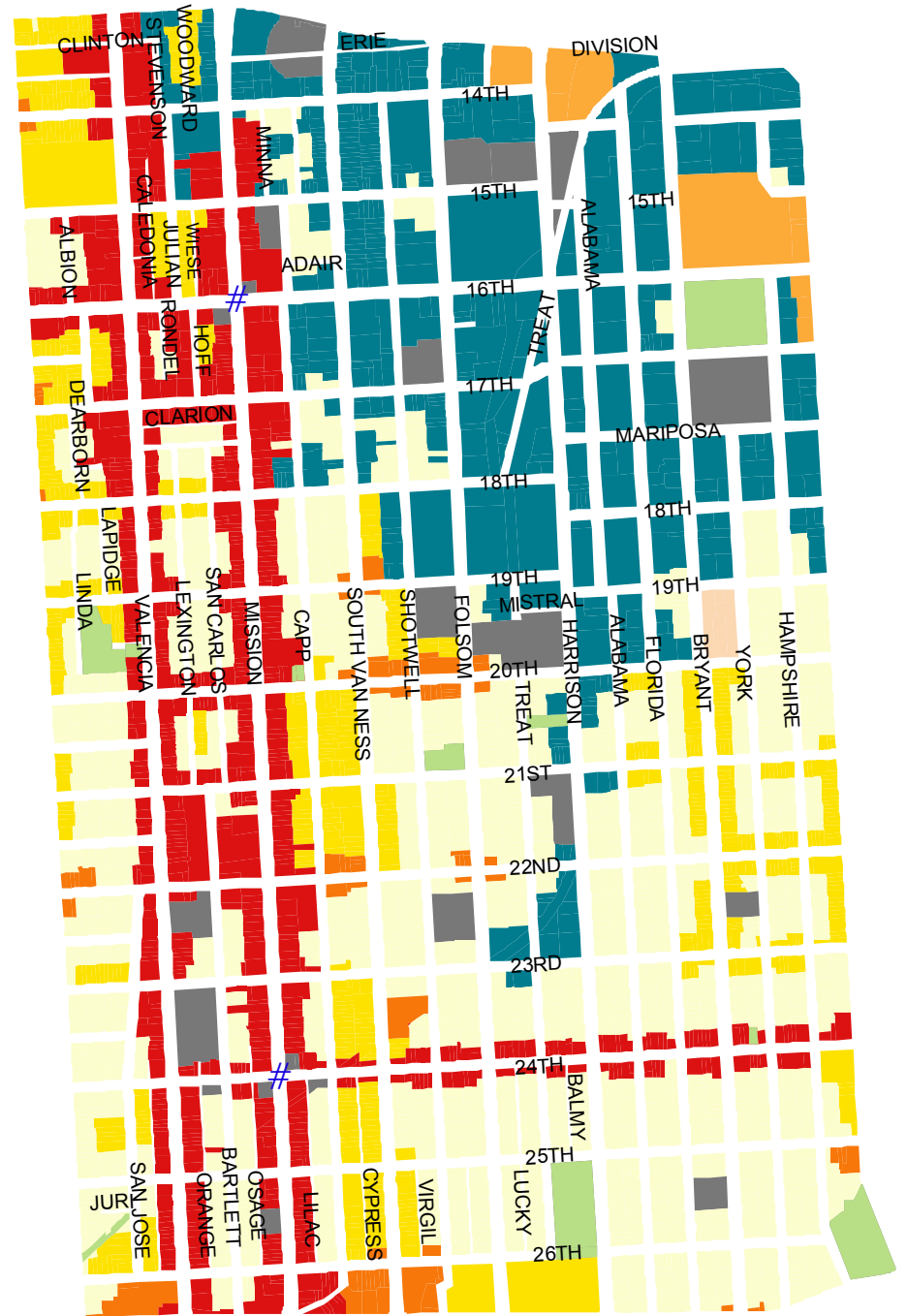
Mission

South of Market Area

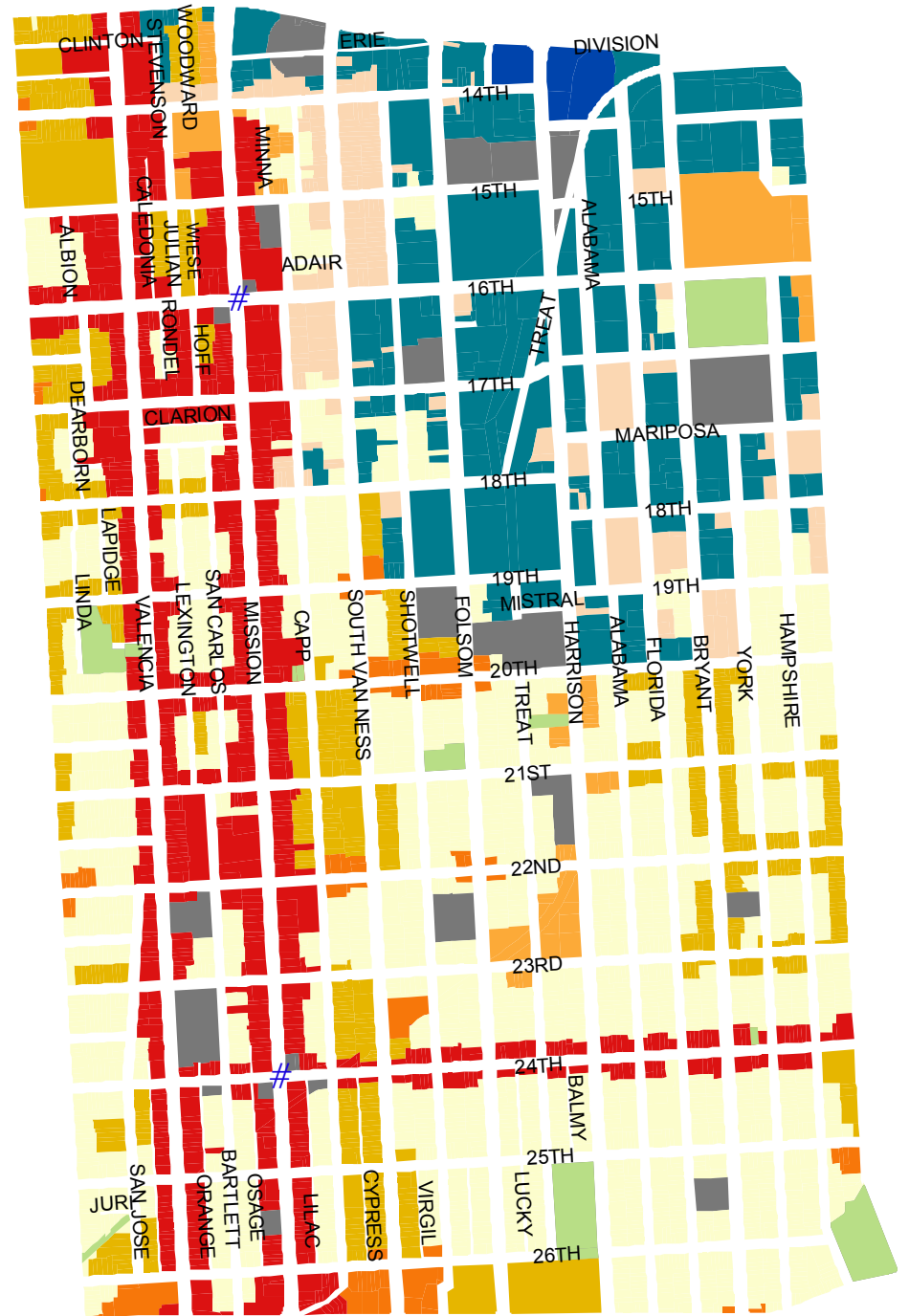
**Showplace Square
-Potrero Hill**

BAYVIEW HUNTERS POINT

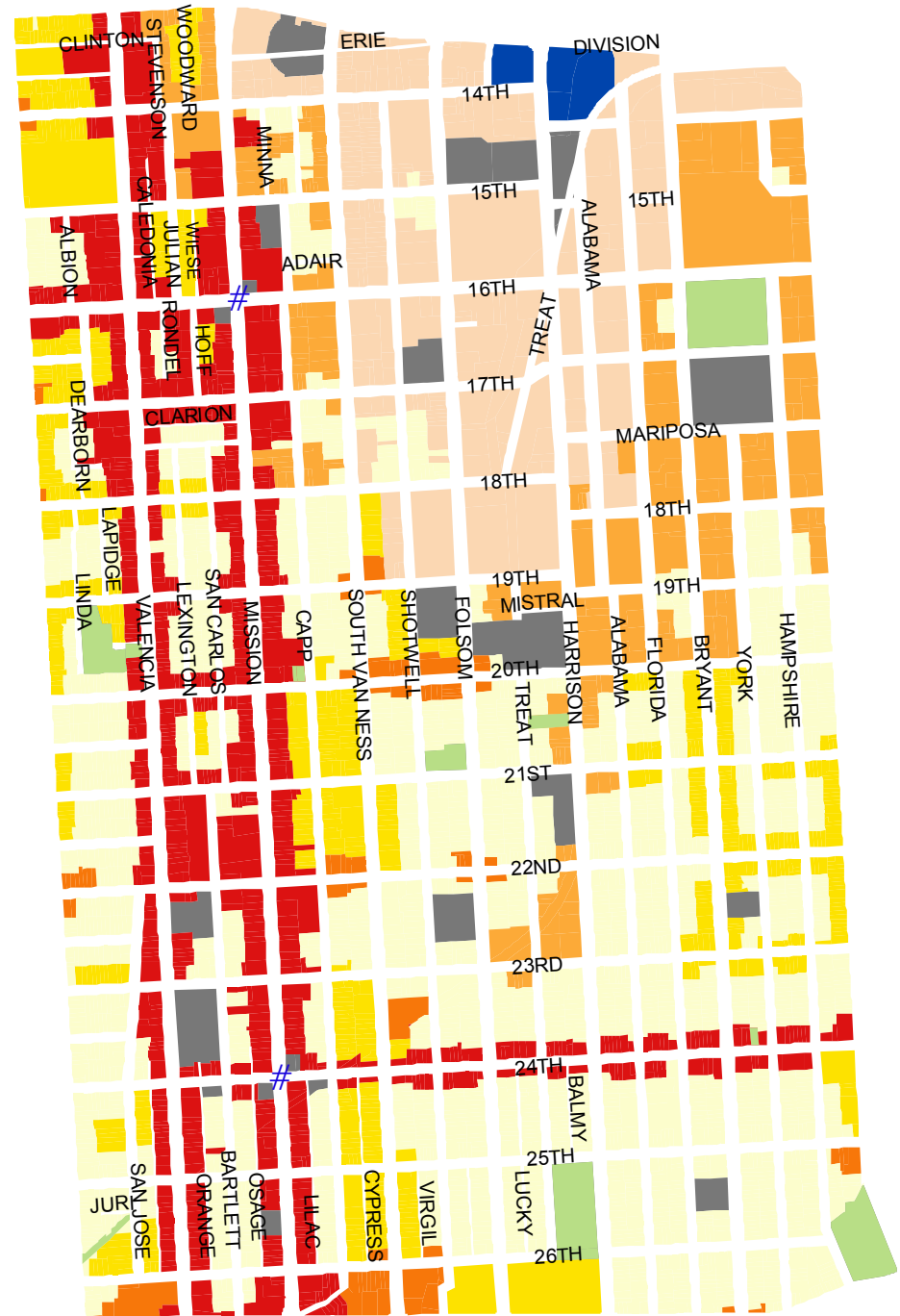
Mission: Low Housing Option



Mission: Moderate Housing Option



Mission: High Housing Option





MISSION

South of Market

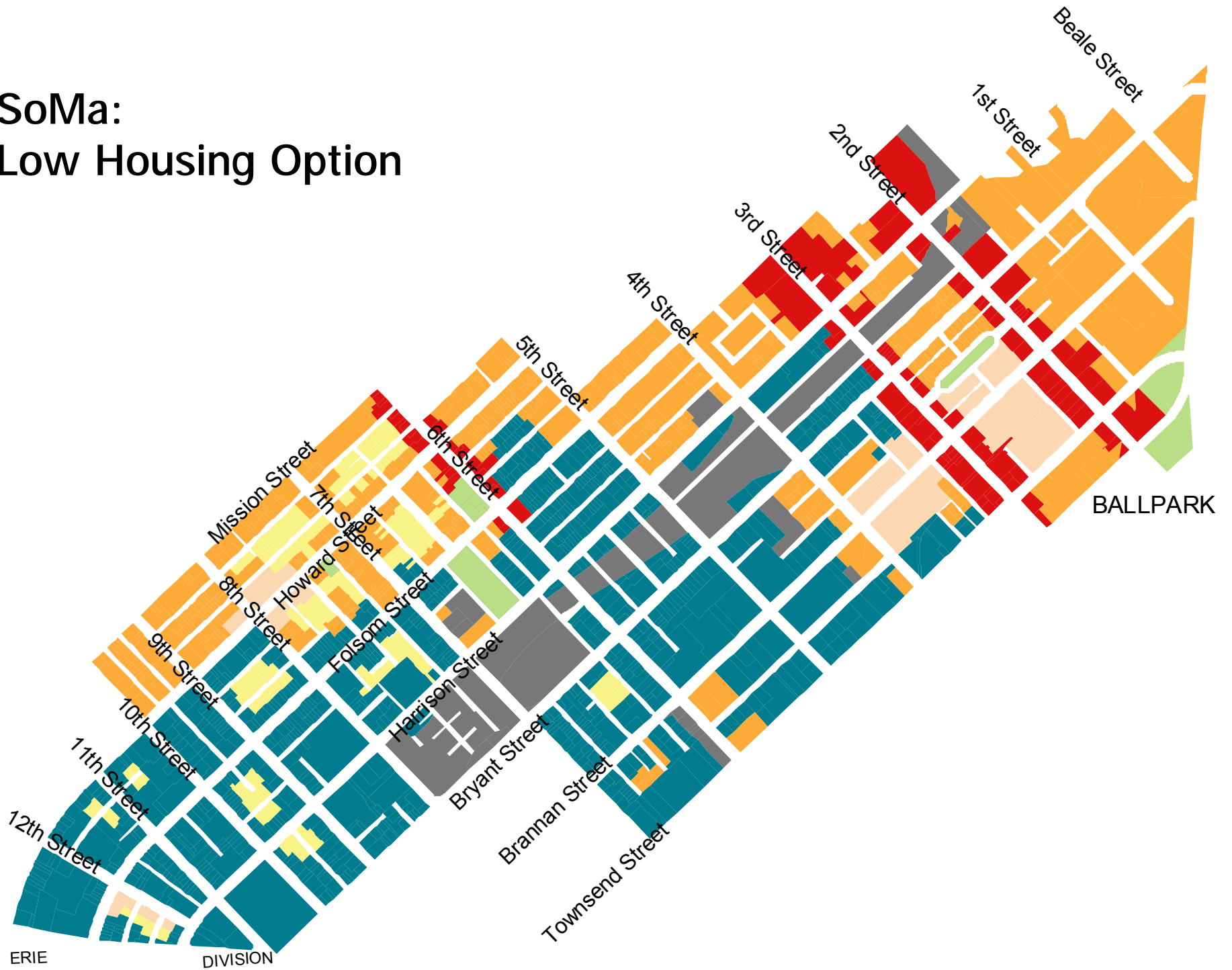
South of Market Area

Showplace Square

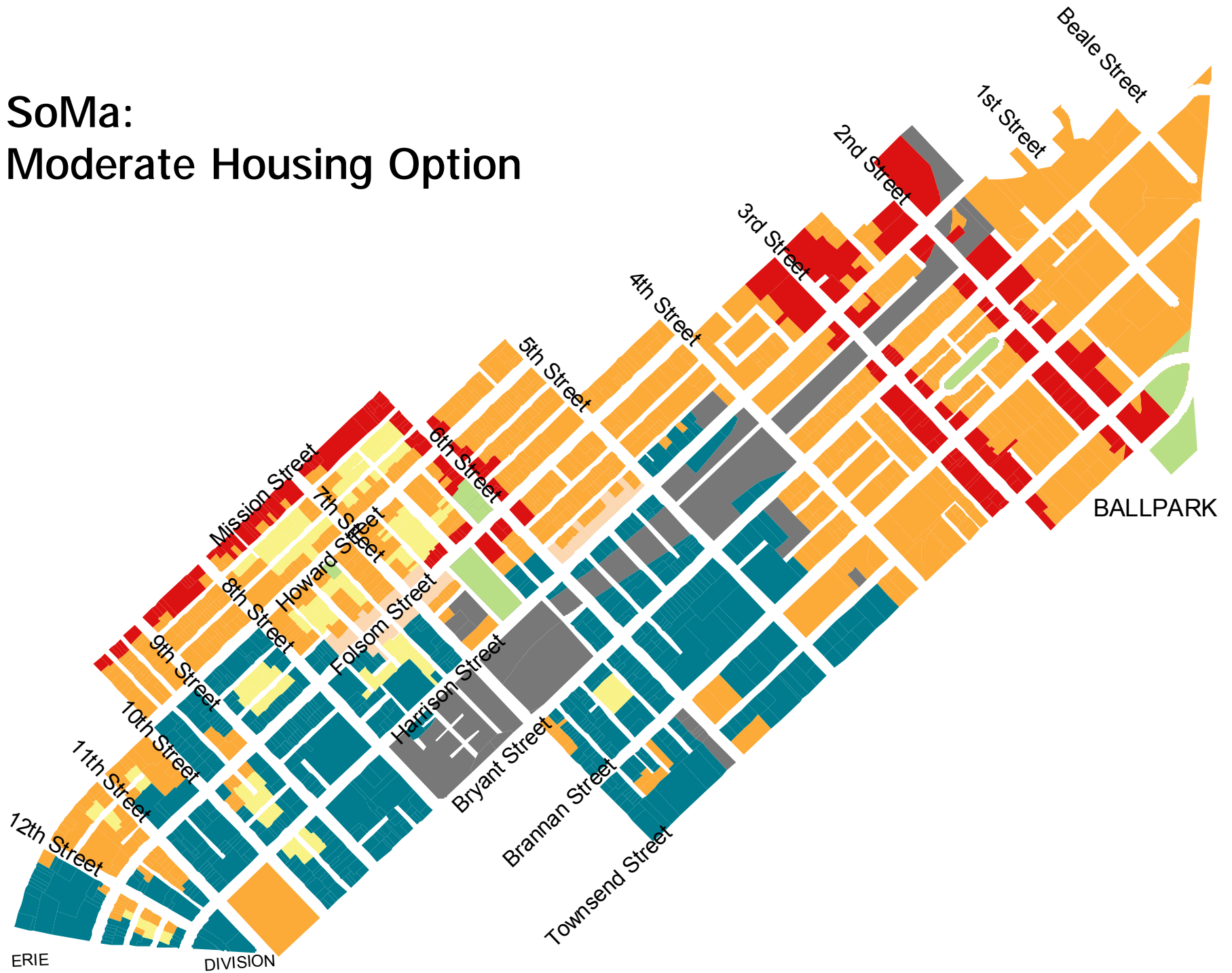
-Potrero Hill

BAYVIEW HUNTERS POINT

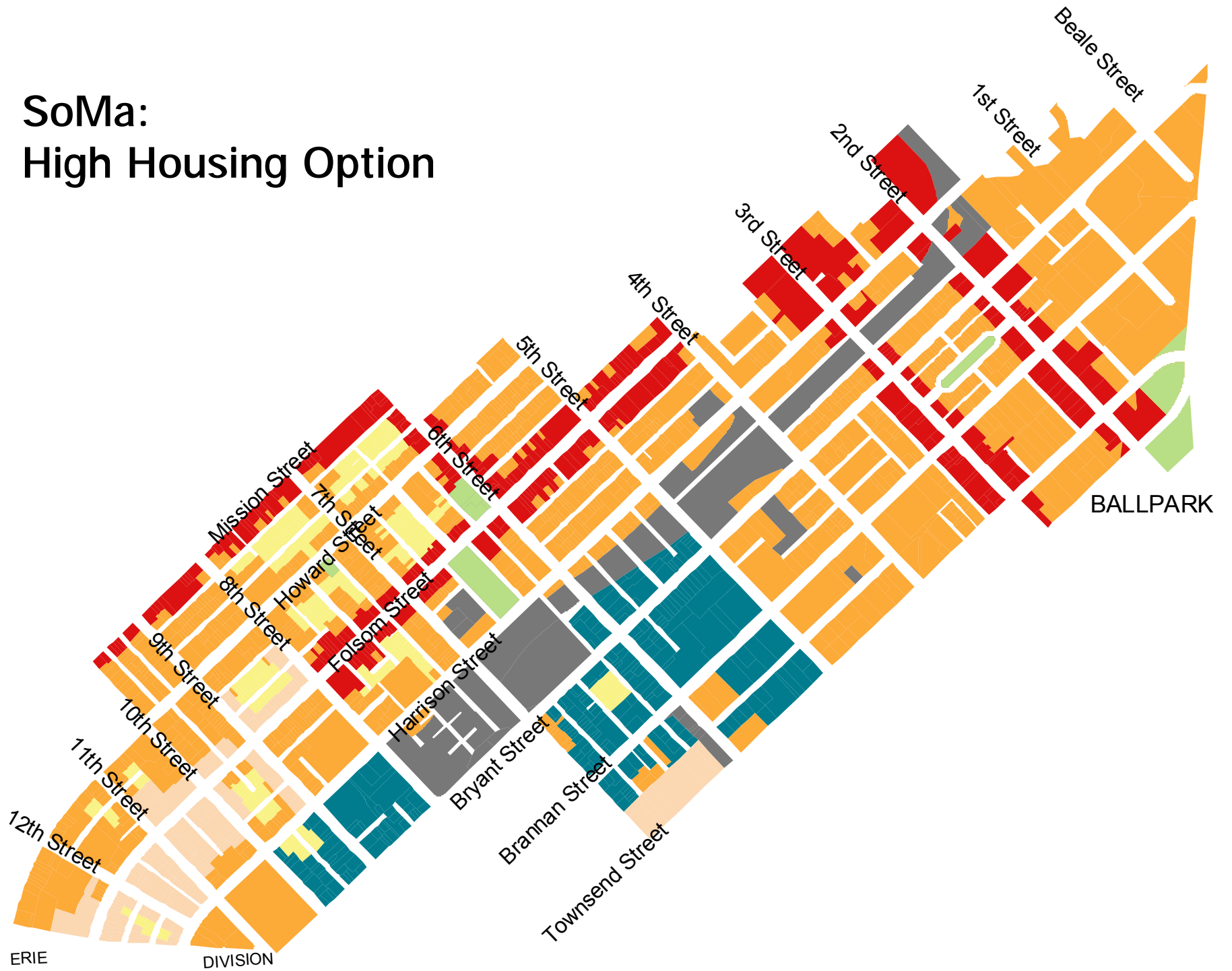
SoMa: Low Housing Option



SoMa: Moderate Housing Option



SoMa: High Housing Option





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Urban Form Analysis

South of Market Area

**Showplace Square
-Potrero Hill**

BAYVIEW HUNTERS POINT



Eastern Neighborhoods Urban Form



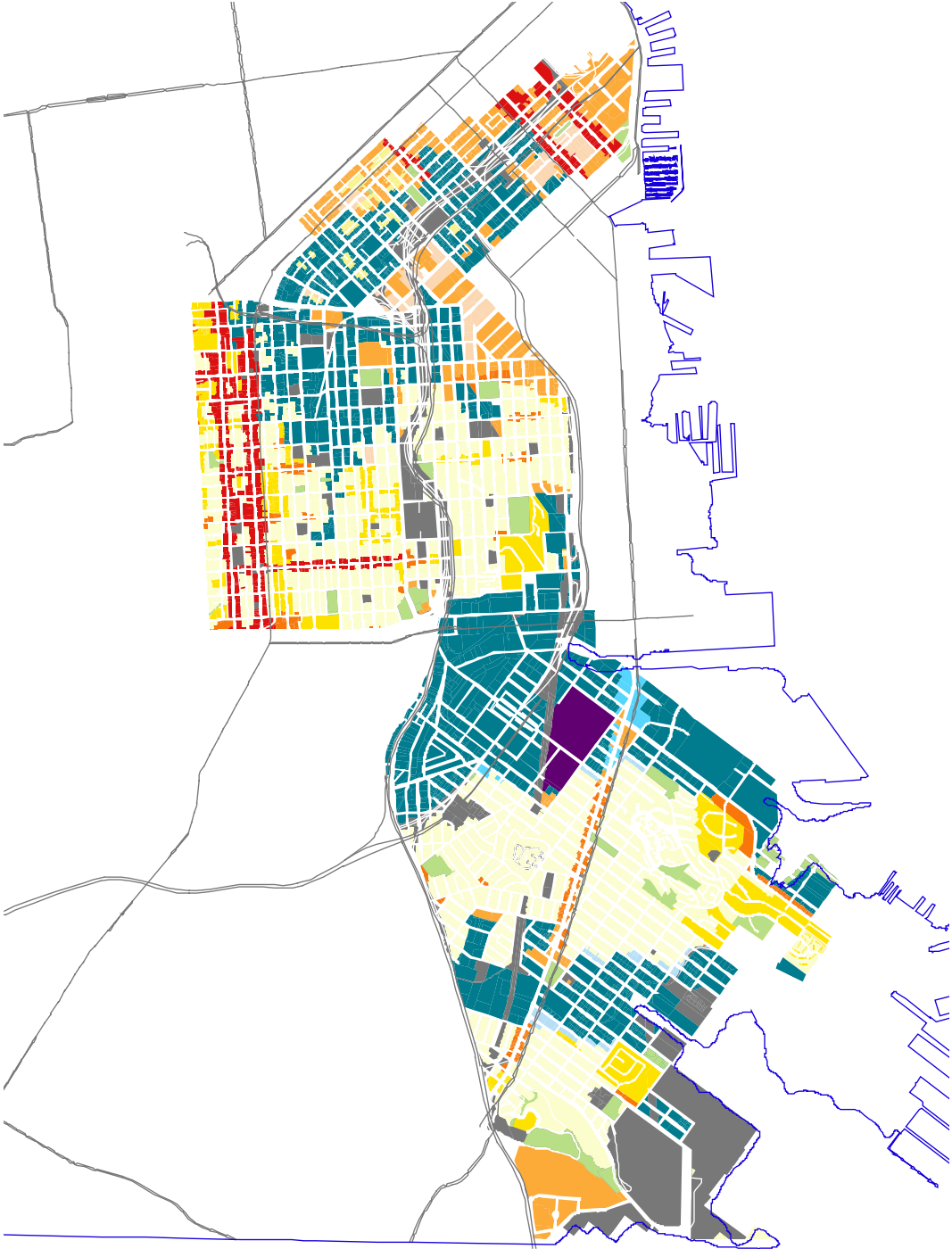
MISSION

*Eastern Neighborhoods:
South of Market Area
Composite*

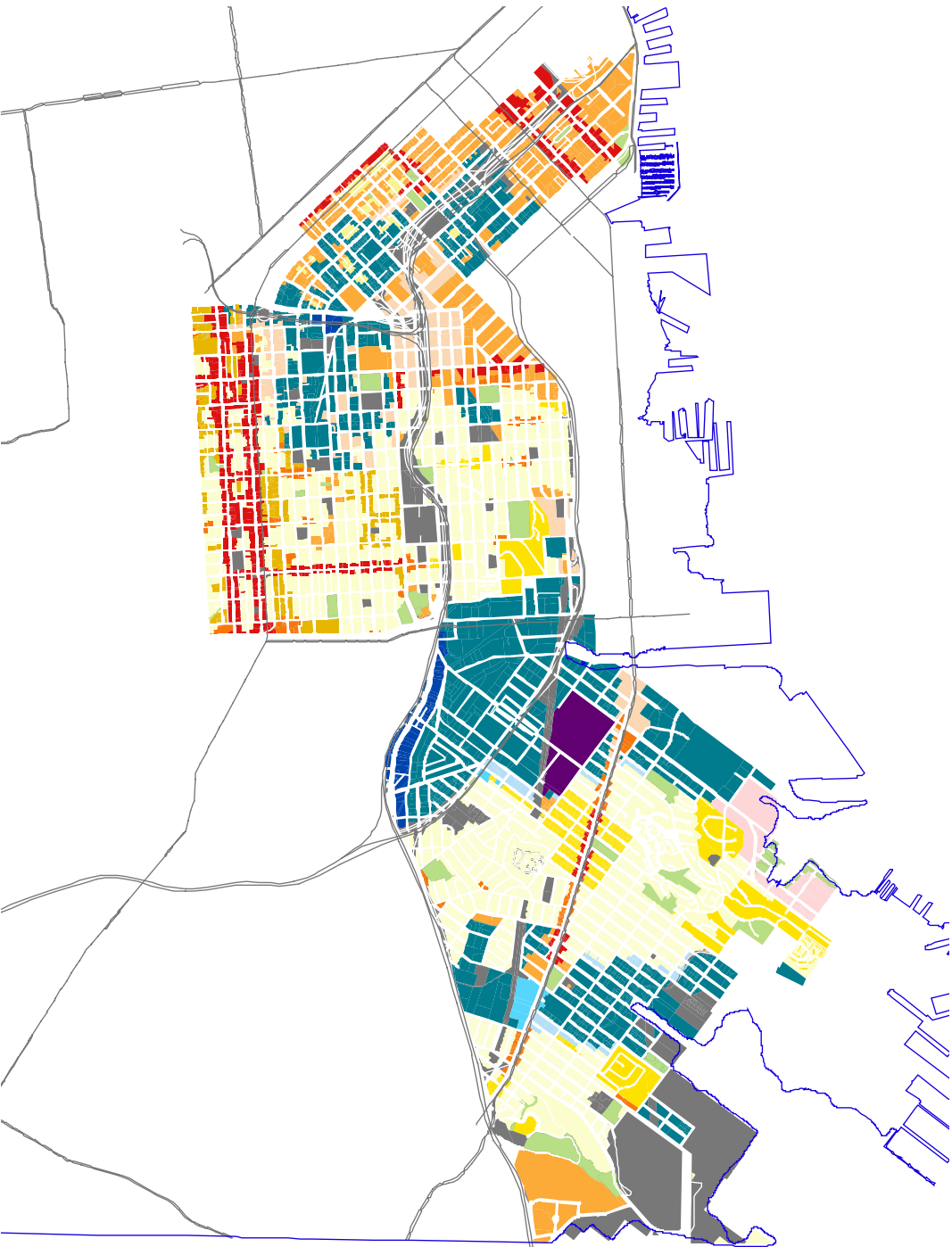
**Showplace Square
-Potrero Hill**

BAYVIEW HUNTERS POINT

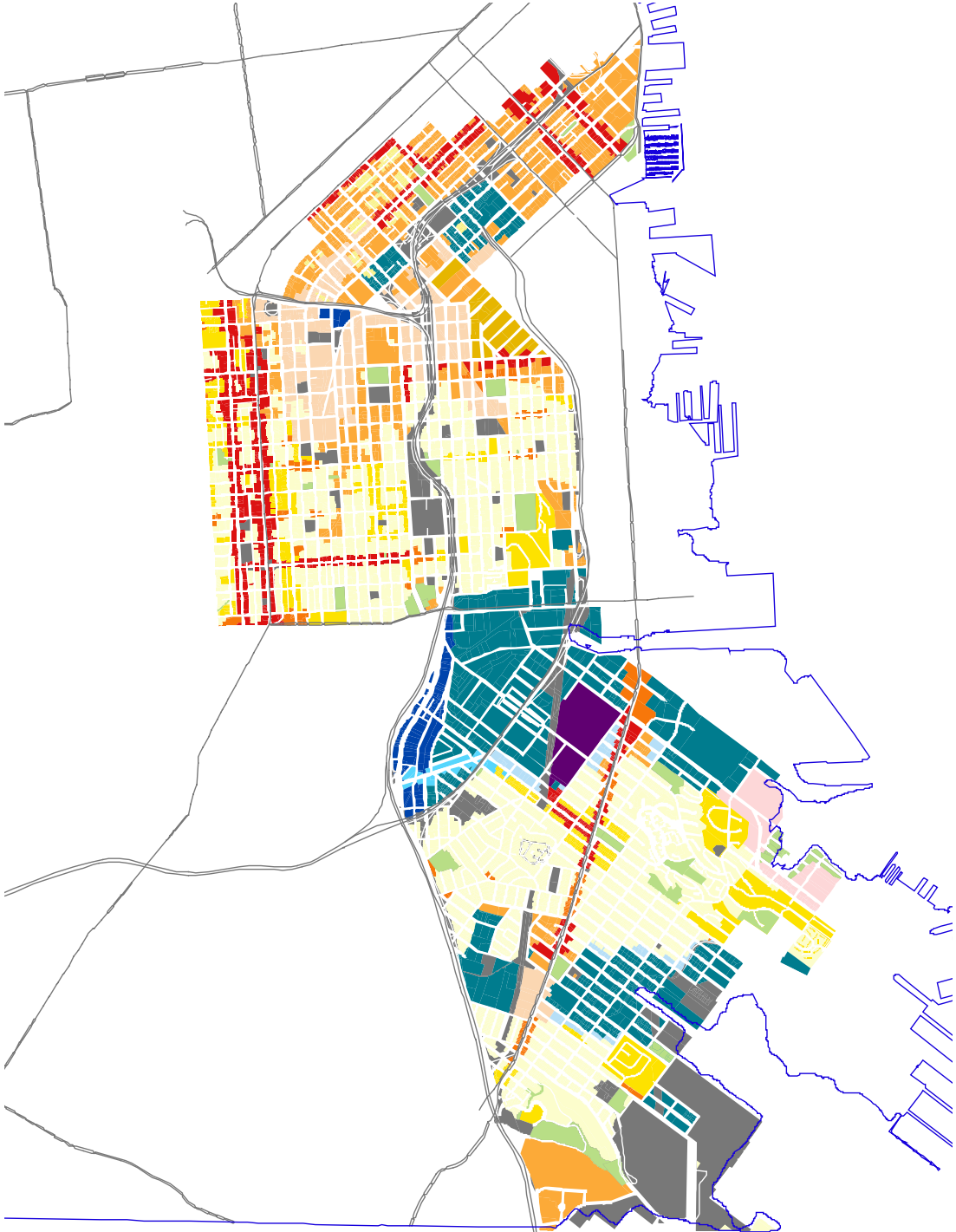
Eastern Neighborhoods : Low Housing Option



Eastern Neighborhoods : Moderate Housing Option



**Eastern Neighborhoods :
High Housing Option**





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Next Steps

South of Market Area

Showplace Square

-Potrero Hill

BAYVIEW HUNTERS POINT

Next Steps

1. Is PDR relevant and valuable to the city now and in the future?
2. Is the amount of land officially documented as available for PDR sufficient for that future role?

Next Steps

3. Should we and can we build more than 3000 units of housing a year, 2/3 below market, by opening up land now zoned for PDR and significantly reducing PDR jobs in the future?
4. Should we build in the transit corridors and near downtown where there is infrastructure present and where communities can be strengthened so that they can accommodate the necessary housing and keep the current PDR jobs and space for the future jobs?



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Thank You!

South of Market Area

Showplace Square

-Potrero Hill

BAYVIEW HUNTERS POINT