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Draft Zoning Alternatives

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VOLUME 1

Rezoning Alternatives and Assessment

INTRODUCTION – The Land Use Planning Challenge and Planning Process

Challenge

How should land in the Showplace Square area (the industrially zoned land) be used in the future? What type of land use needs should be met? What type of place do we need to create? These are the central questions of our community rezoning effort. Workshop participants have grappled with this challenge over the past six workshops. They developed a core set of ideas that the Planning Department synthesized and presented to the concurrence of workshop participants in the Synthesis and Extension Maps of Workshop No. 4 (see Website: <http://sfgov.org/planning/communityplanning/shsq.htm>)

Alternatives Development

Since the fourth Workshop, the Planning Department has been refining workshop participant ideas to prepare a rezoning proposal. This work occurred through preparations for Workshop No. 5, the informal Heights Workshop, the PDR Summit, various PDR focus groups and small sessions with community groups, and this Final Workshop No. 7. Table 1 summarizes the main steps ahead for the community planning process and opportunities for public participation, along with a tentative schedule while the subsequent text summarizes the rezoning alternatives that are explained in more detail in the next section.

**TABLE 1
PROCESS AND SCHEDULE OVERVIEW**

MAIN STEPS AHEAD	TENTATIVE SCHEDULE
Final Community Planning Workshop – SPSQ-PH.	January 8, 2003.
Planning Department formulates zoning alternatives for the whole Eastern Neighborhoods area.	December/January 2003.
Community Planning Commission Hearing – Presentation of Eastern Neighborhoods Rezoning Alternatives for guidance, comment, and EIR preparation. Opportunity for public comment.	Winter 2003 (to be scheduled).
EIR Preparation Primary public comment opportunities on environmental analysis: (1) 30 Notice of Preparation announcing an EIR will be prepared; (2) 45 day public review period for draft EIR.	Begin in Winter 2003.
Final Certification of the EIR Public Planning Commission Hearing(s) and public comment on adequacy of EIR analysis under CEQA.	12-18 months after beginning EIR.
Adoption of Permanent Controls Planning Commission hearings; opportunity for public comment on the permanent rezoning controls themselves.	At the time of, or subsequent to, EIR certification.

This set of three alternatives is the basis for an informed choice by the Planning Commission over the main direction the City should take for permanent zoning controls. These alternatives would also be used for the environmental analysis. The components of these three rezoning alternatives – the land use alternatives, the zoning districts, and height options -- are described in the next section of this packet.

Limitations of Zoning

It is important to understand the limitations of the rezoning alternatives that are the outcome of this community planning process. (Re)zoning controls only specify the types and location of land uses, maximum heights of building structures, and building massing. That is all. The details of infrastructure requirements, program requirements, design considerations, etc., would

need to be developed subsequently through area plans, master plans, and design guidelines. For these dimensions of planning and place making that lie beyond zoning controls, this rezoning exercise relies on existing city programs and controls until such time as new proposals are developed and adopted.

The balance of this packet reviews the rezoning alternatives themselves in detail, and then presents a broad assessment of the type of land use change that can be expected under each alternative.

DRAFT REZONING ALTERNATIVES

The Planning Department has now synthesized workshop participants' core ideas into one rezoning proposal alternative – a land use map with corresponding zoning districts and a height map. It is called *The Mixed-Use District Alternative* (see Map No. 5, Volume 2). The Planning Department also has developed two other alternatives in order to fully represent the main options for how land could be used in the area – *for what type of place the Showplace area could become*. In part, these other two alternatives reflect some of the ideas developed in the workshops. These other two alternatives are also informed by the community planning process outside of the workshops themselves through the PDR Summit, PDR Focus Groups, the Eastern Neighborhoods Business Survey, and letters and comments. Each alternative is anchored in one of the two main citywide land use goals, respectively: (1) more housing on the one hand, and (2) retention of some industrial land supply on the other hand to meet the citywide needs of a broad spectrum of current and future production, distribution, and repair businesses. These other two alternatives “bracket” the workshop participants' *Mixed Use Alternative* in terms of the amount of change that would ensue from rezoning.

This section presents the land use-rezoning maps, the proposed zoning districts and permitted uses, and the height options in separate subsections

Affected Area

Geographically, this rezoning exercise is focused on the existing industrially zoned land in the planning area (i.e., M1, M2, and CM; see Map 1, Existing Zoning, in Appendix No. 1) since workshop participants did not express a desire to change the existing lower density residential neighborhood of Potrero Hill. The boundary of the industrially zoned land delineates the area where the rezoning proposals would change land uses. The industrially zoned land is mostly located north of 17th Street, with some located in the southeast corner of the planning area. Map 2, Existing Land Uses (Appendix No. 1) presents the wide diversity of land uses permitted under the City's existing industrial zones (M1, M2, CM).

The Land Use-Rezoning Alternatives

Maps of the alternatives (Map 3, Mixed Use District Alternative; Map 4, Housing Emphasis Alternative; Map 5, PDR Emphasis Alternative) are contained Volume 2 – Maps.

Main Choices

The purpose of developing land use and rezoning alternatives is to illuminate the limited range of fundamentally different ideas for how future land could be used in the future so that a choice of primary direction can be made and then refined. The three zoning alternatives developed to date represent the range of possible future directions:

1. Mixed-use working/residential district.
2. Separate mixed-use working/residential design district and new high density residential neighborhood.
3. Separate working/design district only and smaller new residential neighborhood.

Key Goals

These alternatives arose from the community planning workshops and process based on the following four main goals of the Eastern Neighborhoods Community Planning process.

1. Reflect Local Values Within a Citywide Context. To develop a rezoning proposal that both reflect the land use priorities of each neighborhoods' stakeholders while meeting citywide land use goals.
2. Increase Housing. To increase the amount of housing that could be built on the City's industrially zoned land to meet a citywide need for more housing, and affordable housing in particular.
3. Maintain Some PDR Land Supply. To retain an adequate supply of land to meet the current and future needs of the City's production, distribution, and repair businesses and the city's economy.
4. Improve the Quality of All Places. To improve the quality of the residential and nonresidential places that future development will create.

Main Subareas

In general, the three zoning alternatives would affect three principal geographic subareas north of 17th Street in different ways:

- Design District Vicinity West of DeHaro Street. The first subarea is the vicinity of the existing Design District, generally west of DeHaro Street extending west to Potrero.
- Older Industrial Area East of DeHaro Street (bordering 7th St.). The second subarea is the existing older industrial area generally to the east of DeHaro Street (many of the

blocks border 7th Street), and *this area would be developed to varying degrees in each alternative as a new residential neighborhood.*

- *The 16th and 17th Street Corridor.* The third subarea is the 16th and 17th Streets corridor (extending to Mariposa at the east end) which would be developed into a pedestrian oriented neighborhood commercial area and destination-activity center for the community planning area. This corridor would be anchored by the emerging 16th Street transit corridor (identified as a Rapid Transit Corridor in MUNI's X-Plan).

None of the rezoning alternatives would change the residential zoning of the existing lower density residential neighborhood of Potrero Hill itself.

PDR Design Center Emphasis Alternative

The key idea for the PDR Emphasis Alternative is to both strengthen and expand the Design District while creating a relatively more modest, but with 2,000 units still substantial, new residential neighborhood. In the PDR-only area, other uses would not disrupt or displace PDR uses, allowing them to expand. No other alternative allows for such an expansion in sectors expected to contribute roughly 13,000 jobs by 2020. Along 17th St. a small, pedestrian-oriented neighborhood center would be created reflecting the City's traditional neighborhood commercial development pattern (retail on the ground floor, residential permitted above). This alternative would be expected to enable the potential addition of up to 2,000 dwelling units, the construction of space for about 1,800 new retail/office jobs, the displacement of about 800 existing PDR jobs. Uniquely, it also allows for the construction of space for about 2,100 new PDR design-related jobs (see Assessment section below for a description of change).

Mixed Use Alternative

Although the Mixed Use Alternative contains workshop participant's core ideas, it does not program land use according to citywide goals. It deviates from the City's longstanding General Plan Transit First Priority Policy by developing housing outside existing areas well served by transit. Transit is best supported by new infill development in established neighborhoods and commercial corridors such as in downtown or along Van Ness. Although Muni serves 16th and 17th Street with a designated owl line, (24 hour service), and has discussed the intensification of transit along the corridor, there is no commitment to do so at this time.

Workshop participant's local land use preferences include: (1) adding housing to existing industrial uses north of 17th Street to create a new mixed-use working/residential district that intensifies existing land uses, and (2) creating an active pedestrian-oriented neighborhood commercial corridor along 16th Street and 17th Street related to 16th Street as an emerging transit corridor. This Mixed Use Alternative develops these two core ideas of workshop participants in three ways:

1. Permit in-fill housing in the Design District area without losing, or expanding, existing PDR space.

2. Permit housing and a range of residentially compatible PDR and commercial uses, with some nonresidential uses required on a portion of the ground floor to create a new mixed-use residential/working neighborhood north of 16th Street, generally east of DeHaro and west of 7th Street.
3. Create a pedestrian oriented neighborhood commercial district along 16th and 17th Streets with commercial required on the ground floor and housing permitted above (see Map No. 3).

This alternative would be expected to enable the potential addition of up to 4,700 dwelling units, the construction of space for about 3,500 new retail/office type jobs, and the displacement of about 1,700 existing PDR jobs (see Assessment section below for a description of change).

Housing Emphasis Alternative

The key idea of the Housing Emphasis Alternative is to add as much housing as possible while still retaining the area's landmark design-PDR buildings and space related to the Design District. This alternative would result in the greatest amount of change. The result would be a new single-use residential neighborhood on the east side generally above 17th St. and east of DeHaro.

With its high density residential development proposed for the older industrial east side, this alternative would be expected to support the most neighborhood-serving retail anticipated for the 16th and 17th Streets corridors. This alternative would be expected to enable the potential addition of up to 8,600 dwelling units, the construction of space for 1,900 new retail/office jobs, and the displacement of 1,800 existing PDR jobs (see Assessment section below for a description of change).

Proposed Zoning Districts

Table 2, Proposed Zoning Districts, describes the main land uses that would be permitted in each district used in the zoning alternatives presented above. Table 2a indicates which types of businesses would be permitted under the four new PDR land use categories (Heavy PDR, PDR with Trucking, PDR without Trucking, Light PDR) as well as those types of businesses that would be considered design district-related land uses. Appendix No. 1, *Zoning Districts – What They Are and Why They Are Important*, contains a general explanation of zoning as a land use tool and the range of new zoning districts being formulated for the Eastern Neighborhoods. In summary, the following five new zoning districts are proposed for the Showplace Square – Potrero Hill Community Planning Area:

1. **Industrial (Ind).** This district would permit PDR uses as the primary use. It would allow PDR businesses to function in isolation from other uses to avoid land use conflicts and displacement. It would also allow small retail and office.

2. **Industrial/Residential (Ind-Res).** This district would allow residential uses with PDR uses as long as the space used for existing PDR activities was retained or replaced for future PDR uses.
3. **Residential/Commercial (Res-Comm).** This district would permit residential uses by right, along with a wide range of residentially compatible PDR and commercial uses. Nonresidential uses would be required on some portion of the ground floor of residential buildings.
4. **Neighborhood Commercial (NC) & NC –Transit (NC-T).** This zoning district would create moderate-scale, pedestrian-oriented mixed use commercial/residential development near transit service with reduced parking requirements.
5. **High Density Residential (HD-Res).** This zoning district would create high density residential buildings with standard parking ratios.

**TABLE 2
Proposed Zoning Districts**

PROPOSED NEW ZONING DISTRICTS:	Industrial (Ind)	Industrial/ Residential (Ind-Res)	Residential/ Commercial (Res-Comm)	Neighborhood Commercial (NC) & NC -Transit (NC-T)	High Density Residential (HD-Res)
DESCRIPTION	PDR uses only. Allow PDR businesses to function in isolation from other uses to avoid land use conflicts and displacement.	PDR uses and limited commercial uses plus residential infill without net loss of existing PDR space. Only Design-related PDR permitted in core area. /2/	Residential and nonresidential uses permitted, with non-residential uses required on some share of the ground floor.	Moderate-scale, pedestrian-oriented mixed commercial-residential uses near transit service.	High density residential only, up to 85'.
LAND USES:					
PDR /1/					
PDR Heavy	NP	NP	NP	NP	NP
PDR Core with heavy trucking	P	P, req'd on grd flr.	NP	NP	NP
PDR Core w/o heavy trucking	P	P, req'd on grd flr.	P	NP	NP
PDR Light	P	P, req'd on grd flr.	P	P	NP
COMMERCIAL					
Retail - Small (<5000 sq. ft.)	P	P	P	"P" /3/	NP
Retail -- Large (> 5,000 sq. ft.)	NP	P	P	"P" /3/	NP
Retail -- Big Box	NP	NP	NP	NP	NP
Office - small (<5,000 sq. ft.)	P	P	P	"P" /3/	NP
Office -- large (> 5,000 sq. ft.)	NP	NP	NP	NP	NP
Nighttime Entertainment	NP	P or CU	P or CU	P or CU	NP
Cultural/Arts/ Religious	NP	P	P	P	NP
Institutional (Ed., Med., etc.)	NP	P	P	P	NP
RESIDENTIAL					
Residential	NP	P, 2nd flr. and above	P /4/	P, 2nd flr. and above	P
PARKING					
Residential (spaces/unit)	1 per unit	1 per unit	1 per unit	0.75/0.5 per unit /5/	1 per unit
Nonresidential	Existing Code	Existing Code	Existing Code	Existing Code	Existing Code
Location:					
-Ground Floor	P	P (rear prop. only)	NP	NP	P
-Underground	P	P	P	P	P
-Above ground floor	P	P	P	P	P
-Shared Area Parking	P	P	P	P	P
Parking lot	P	NP	NP	NP	NP
Parking structure	NP	P	P	NP	P

NOTES:

/1/ See Table 2A (attached) for a list of types of businesses of this PDR use category. Production, Distribution, and Repair (PDR) businesses include a wide range of economic activity in a number of different economic sectors, from manufacturing to transportation, communication, utilities, and construction.

/2/ Only design-related future PDR uses would be permitted in the core design district bounded by 16th, DeHaro, Division, and Vermont, and triangular block bounded by 8th, Division, and Bryant.

/3/ "P" on 1st & 2nd Flrs, required on ground floor.

/4/ Residential uses permitted on any floor, but some portion of the ground floor would be required for nonresidential-commercial uses in a residential project.

/5/ Applies to NC and NC-T, respectively.

TABLE 2A
Production, Distribution, and Repair (PDR) Businesses
by PDR Land Use Category

#	INDUSTRY GROUPS OF PDR BUSINESSES	PDR LAND USE CATEGORIES				
		PDR Heavy (Maritime)	Core PDR with Heavy Trucking	Core PDR w/o Heavy Trucking	PDR Light	Design District Related
1	Printing & Publishing (large) /1/		X			
	Printing & Publishing (small) /1/			X		X
2	Other Printing & Binding			X		X
3	Wholesale Printing & Pub		X			
4	Photography Services				X	X
5	Graphic Design, Int.Design & Signs				X	X
7	Radio, T.V. Stations & Comm Svcs				X	X
9	Garment Manufacturing (large)		X			
	Garment Manufacturing (small)			X		X
10	Other Apparel			X		X
11	Wholesale Apparel		X			
13	Transportation (people)			X		
14	Transportation (goods)		X			
17	Utilities		X			
19	Small Scale Manufacturing & Wholesale (small)			X		X
20	Public Warehousing & Storage		X			
21	Sound Recording/Film Prod			X		X
22	Wholesale Flowers		X			X
23	Food Processing (large)		X			
	Food Processing (small)			X		
24	Food & Beverage Wholesale & Distribution		X			
25	Building Construction & Maintenance (large)		X			
	Building Construction & Maintenance (small)			X		
26	Auto Wrecking & Scrap Storage Yards	X				
27	Concrete Works	X				
28	Wholesale Construction & Distribution		X			
29	Furniture Mfg & Rpr.Wood Work			X		X
30	Furniture Showrooms/Wholesale (large)		X			X
31	Furniture Showrooms/Wholesale (small)			X		X
32	Appliance Repair (large)		X	X		
	Appliance Repair (small)				X	
33	Interior, Household & Appliance Wholeseller (large)		X			
	Interior, Household & Appliance Wholeseller (small)			X		X
34	Large Scale Manufacturing & Wholesale (large)		X			
35	Parking, Rental & Towing			X		
36	Wholesale Auto Parts		X			
37	Theaters/Sports Facilities/Gyms & other Rec	X			X	
38	Auto Repair (Mechanical Repair)				X	
39	Catering			X		
40	Large Trading Companies		X			
41	Small Trading Companies			X		X
42	Jewelry Wholesale Mfg			X		X
43	Auto Repair(Body Shops)		X			
44	Landscaping/Horticulture & Animal Svcs			X		
46	Chemicals/Plastics/Leather Goods Mfg (large)		X			
	Chemicals/Plastics/Leather Goods Mfg (small)			X		
48	Waste Management	X				

NOTES: /1/ Large denotes estimated size more than 10,000 sqft. While Small is anything less than 10,000 sqft.

HEIGHT DISTRICT OPTIONS

The Planning Department has formulated the range of main options for height districts that seem appropriate for consideration in the Showplace Square—Potrero Hill Community Planning Area. Again, the height changes would not apply to the existing residentially zoned land on Potrero Hill. *Volume 2 – Maps*, contains Map 1 that shows the existing industrially zoned land (M1, M2, and CM) in the planning area and Map 3 that shows the existing heights controls in the area. These height district options could be applied to each land use-rezoning alternative, but each option appears to relate best to one corresponding land use-rezoning alternative as reflected in their titles. These height district options are presented in Maps 7, 8, and 9 of separate *Volume 2 – Maps*.

These height district options were developed by considering a range of planning factors and principles:

- Reflect existing topography.
- Maintain/create view corridors.
- Respect existing building heights of the area and subareas.
- Don't enclose freeways in building corridors.
- Consider existing height district regulations.
- Consider future heights in adjacent areas, such as Mission Bay across 7th Street.
- Aim for appropriate urban development intensities and densities needed to support a vibrant neighborhood and district and urban services (transit, etc.).
- Consider appropriateness for anticipated land uses.
- Consider the type of building that the market may produce under the height controls.

Not all of these factors and principles are entirely consistent. Thus, the main goals for the alternatives need to be used to choose which factors and principles to weight more than others.

When considering this range of factors, three basic options for height districts emerged.

1. Use/don't change existing height regulations (generally 40-50 feet).

2. Increase heights above existing regulations by one increment (go to 65 feet, 6 stories, generally).
3. Increase heights above existing regulations by two increments (go to 85 feet/8 stories generally).

Heights above 85 feet don't seem to fit well with the range of height factors of the area, although some arguments could be made for them. Buildings of 85 feet would be taller than most existing buildings (less than 70 feet), the existing height districts (40 feet – 50 feet), and the freeways (45 feet to 70 feet), but they would be shorter than the 90 foot to 140 foot buildings anticipated across 7th Street and the I-280 Freeway in Mission Bay. Heights do increase densities that are important to urban areas in support of active, pedestrian oriented commercial corridor, transit services, and a high quality urban environment in general. Lower heights are possible for the same densities if on-site parking requirements are reduced or eliminated and met in another manner (underground, on-street, district parking facility).

These and other issues related to height controls and urban design were discussed at the informal Heights Workshop (September 26, 2002, Potrero Hill Neighborhood House). Some participants at that workshop expressed concerns over heights controls much higher than those presently in place in the lower density residential neighborhood of Potrero Hill (mostly 40 feet). Some of the concern focused on the fact that much of the existing building stock is lower, at 20-30 feet, than the existing controls, and also focused on the transition area of the 16th and 17th Street corridors between the lower density Potrero Hill residential area and the existing low density industrial area to the north slated for neighborhood commercial and residential development. However, the rezoning controls, including new height districts, are NOT proposed for Potrero Hill and its residential. The area of focus is generally the area north of 17th Street.

The Separate Volume 2 contains the maps for the three height district options. Briefly, the key ideas reflected in these options are as follows:

Mixed Use District Option:

- Increase height controls in the Design District vicinity to 65 feet to reflect many, but not all of the existing building heights (some buildings are taller), and to create the development potential for in-fill mixed-use housing and the expansion of design-related space.
- Increase height controls in the northern blocks of the new residential neighborhood area to 65 feet and 6 stories to reflect heights proposed for the adjacent Design District, to create housing densities that will spur housing production and create a vibrant active area. Retain the existing height limit of 50 feet (4 stories) for the southern blocks to effect a transition and to relate to the anticipated new heights along the 16th and 17th Street corridor.

- Increase height controls in the 16th Street and 17th Streets neighborhood commercial districts to 40-50 feet (4 stories) from the existing 40 feet to increase densities while creating a 15-foot first floor height needed for commercial uses.

Housing Emphasis Alternative:

- Increase height regulations to 85 feet (8 stories) for the new residential neighborhood area to create a maximum density of housing to stimulate housing production appropriate for the area, while creating 15-foot ground floors for either residential or commercial uses, and the flexibility to change from one to the other over time.
- Increase height controls in the Design District and 16th/17th Streets to 65 feet and 50-65 feet respectively to increase densities and the areas' vibrancy and support for commercial and public services.

PDR Design Center Emphasis Alternative:

- Do not substantially change the existing 40-50 foot height controls as they are appropriate for PDR land uses and they would moderate the density of the new residential neighborhood proposed for the eastern, older industrial area.
- For additional development potential to the residential neighborhood, height controls for two blocks (bounded by 8th, Channel, Irwin, and 7th streets) would be increased to 65 feet and along the 16th and 17th Street blocks they would be increased to 50 feet.

ASSESSMENT

This section presents an assessment, in general terms, of the type of change that each rezoning alternative would generate. The assessment is both quantitative (dwelling units added, new space and jobs created, and existing PDR jobs displaced to other locations in the city, to new space/locations in the planning area, or outside the City) as well as qualitative, in terms of the types of businesses and uses that may be displaced, or that would arise, and the type of place that would be created.

The assessment of change is made in comparison to existing conditions. However, change would be expected even in the absence of the rezoning proposals. The most likely land use controls that would occur without any rezoning would be the continuation of the existing M1, M2, and CM zoning districts, and the existing IPZ policies of no -- or limited -- new housing and office space permitted under conditional use authorization.

It is important to remember that the quantitative estimate of change presented in Table 4 and discussed below is *the potential for development* that the rezoning would most likely create, but the market would dictate the rate at which this land supply or development potential was actually built. Further, given the amount of potential development that the rezoning alternatives would create, it is unlikely that they would be fully built out soon. For the purposes of

benchmarks, ABAG's Projections 2002 indicate the following citywide growth (i.e., market demand) between 2000 and 2020:

- The addition of about 17,000 new households

- The addition of about 100,000 new jobs, including:
 - 45,000 office related
 - 13,000 PDR
 - 16,000 Retail/Entertainment

Based only on the planning area's existing shares of citywide residential and nonresidential development, the planning area would be expected to capture about 20 new residential units (less than one per year) of expected citywide growth and about 827 PDR jobs (33 per year) and 400,000 s.f. of new PDR space (16,000 s.f. per year) of expected citywide growth. Of course, these benchmarks based on existing share of citywide development provide only a rough indication of how much citywide growth the planning area might capture based on its unique characteristics and development potential that are not reflected in its share of existing development.

Potential Change

Overall. How would these rezoning alternatives change the land use and character of the area? The broad outlines of change are probably already evident from the titles and descriptions of the alternatives. Table 3 summarizes these broad changes overall and by the three main geographic subareas that rezoning would affect.

All three alternatives would maintain PDR uses in the vicinity of the Design District, create a new residential neighborhood on the east side that replaces the existing older, mainly warehouse-type, industrial uses, and create an active, pedestrian oriented neighborhood commercial center along 16th and 17th Streets. The Mixed Use Alternative would create the most mix of uses, adding housing to the Design District area and housing plus commercial ground floor uses to the new neighborhood. The Housing Emphasis Alternative would create the most housing by replacing mixed use with single use in the new neighborhood and increasing heights and density. Both these alternatives envision a transit and pedestrian oriented commercial corridor along the lengths of 16th and 17th Streets. The PDR Emphasis Alternative would create the largest Design District through a PDR-only zone around the area north of 16th Street, including the northern blocks of the new neighborhood area envisioned in the other two alternatives. This alternative would create a comparably modest, although at 2,000 still substantial, new single use residential neighborhood in the southern part of the older industrial area on the east side and only in the eastern two-thirds of the 16th and 17th Streets corridor. It would create a small neighborhood commercial area centered on the middle of 17th Street, near Jackson Park.

**TABLE 3
Summary of Potential Land Use Change**

SUBAREAS /1/	ALTERNATIVES		
	Mixed Use	Housing Emphasis	PDR Design Center Emphasis
Overall	Creates a new mixed use working-living area north of 17 th St. Retains the existing design district on the west and creates a new mixed use neighborhood replacing the existing industrial uses on the east side. 16 th and 17 th Sts. could grow into a new active transit and pedestrian oriented commercial center.	Same as Mixed Use Alternative, but creates a new single use high density residential neighborhood to the east instead of a new mixed use neighborhood.	Strengthens and expands the Design District, and replaces the low intensity industrial uses south of Channel and east of Kansas along the 16 th -17 th St. corridors with a traditionally scaled neighborhood and a smaller active pedestrian oriented commercial area centered on 17 th St.
West Side Design District /2/	Adds infill housing. Retains existing PDR space.	Same as Mixed Use Alternative.	Design District growth. Housing not permitted. PDR zoning would allow for a wider range of PDR uses and some small retail and offices.
East Side Industrial Area /3/	Displaces all existing industrial and PDR uses and replaces them with mostly new residential space with some nonresidential on the ground floor.	Same as Mixed Use Alternative, but develops only high density single-use residential neighborhood.	Retains about half of the eastern side to the north of Hooper St. for industrial uses only. Develops a more modest new residential neighborhood in the south.
16th-17th Streets Corridors /4/	Develops NC-T on parcels fronting 16 th Street. Develops NC on parcels fronting 17 th St. Develops mostly residential along other parcels on blocks bounded by 16 th and 17 th Streets	Same as Mixed Use Alternative.	Develops Res/Comm. Housing instead of NC-T. Develops NC only on parcels fronting 17 th St. in center of plan area. Develops Res/Comm housing from Kansas east and leaves blocks to west for PDR uses.

Notes:

/1/ See discussion of these areas on pages 4-5. Generally north of 17th Street.

/2/ Generally the west side of the planning area, from DeHaro.

/3/ Generally the east side of the planning area.

/4/ The area bounded by 16th and 17th Streets east of Potrero and West of 7th Street.

Dwelling Units, Nonresidential Space, and Jobs. Table 4 summarizes the maximum amount of change that each alternative may produce at buildout of the most easily developable parcels in the plan area. The period over which buildout may occur would vary for the type of development potential that the rezoning would create, and for how much of the citywide growth the Showplace area would capture. As benchmarks the City's rate of annual housing production is about 1,000 units (30-year annual average). The retail corridor (16th and 17th Streets) would develop as residents and employment increased in the plan area and increased in the larger market area of businesses that would locate within the plan area. Retail development may also be affected by the development of transit services and the rate of surrounding area development, such as that of Mission Bay.

Within the existing industrial acreage (see Map No. 1, M1, M2, and CM zoning districts), or the area that would be affected by rezoning, there are about 300 existing housing units, 3.4 million square feet (msf) of retail/office space and 6,300 related jobs, and 2.4 msf of PDR space and 4,400 PDR jobs. Each alternative would substantially increase housing development potential with the Mixed Use, Housing, and PDR alternatives creating the potential for up to 4,700, 8,600, and 2,000 new units, respectively. The Housing and PDR alternatives would create the potential to add about the same amount of new retail/office space and jobs, up to 570,000 gsf and 540,000 gsf, respectively, and 1,900 and 1,800 jobs, respectively. In contrast, the Mixed Use Alternative would about double the development potential of retail/office space and jobs (up to 1 msf and 3,500 jobs) due to the nonresidential uses required on a portion of a residential project's ground floor in the new mixed use neighborhood on the east side.

In terms of PDR space and jobs, the residential development anticipated for the areas of the existing industrially zoned land that would be rezoned for Res-Comm, NC, and NC-T would be expected to displace up to approximately 40% or 1,750 of the existing 4,400 PDR jobs under the Mixed Use and the Housing Emphasis Alternatives. As discussed in the methodology section below, there are two types of displacement: (1) direct displacement from new development on soft sites, and (2) indirect displacement as residential development increases the operational difficulties for existing PDR businesses in buildings on non-soft site parcels causing a use change as they relocate out of the area in the future. In contrast, the smaller residential neighborhood proposed for the PDR Emphasis Alternative would displace a smaller number of existing PDR businesses and jobs, up to approximately 800 PDR jobs. The area of the smaller residential neighborhood is generally the southern blocks of older industrial east side and the eastern two-thirds of the 16th-17th Streets corridor area (see Map 6, Volume 2).

TABLE 4
Maximum Development Potential -- Housing, Nonresidential Space, and Jobs /1/
(Existing industrially zoned land only /2/)

LAND USES	EXISTING CONDITIONS	MIXED USE ALTERNATIVE			HOUSING EMPHASIS ALTERNATIVE			PDR EMPHASIS ALTERNATIVE		
		Change		Buildout	Change		Buildout	Change		Buildout
	Rezone Area /2/	number	share	Total	number	share	Total	number	share	Total
Housing Units	300	4,700	1567%	5,000	8,600	2867%	8,900	2,000	667%	2,300
Retail/Office Space (sq.ft.)	3,419,000	1,050,000	31%	4,469,000	570,000	17%	3,989,000	540,000	16%	3,959,000
Jobs	6,300	3,500	56%	9,800	1,900	30%	8,200	1,800	29%	8,100
PDR Space (sq.ft.)	2,377,000	0	0%	2,377,000	0	0%	2,377,000	1,005,700	42%	3,382,700
Jobs										
existing /3/	4,400	(1,700)	-39%	2,700	(1,800)	-41%	2,600	(800)	-18%	3,600
new	na	0		0	0		0	2,100		2,100
net new	na	(1,700)	-39%	2,700	(1,800)	-41%	2,600	1,300	30%	5,700

Notes:

/1/ This assessment is based on softsites and land use changes that would have a high potential for development. However, the rate of such changes is indeterminate. The rate would be dictated by citywide real estate market conditions (demand, supply, absorption rates). It is expected that it may take longer than 20 years to reach these build out levels for housing. The average annual citywide housing production over the past 30 years in the City has averaged about 1,000 units per year and there are many housing opportunity areas in the city.

/2/ The area presently zoned M1, M2, and CM. See Map No. 1, Existing Zoning, in Appendix No. 1.

/3/ Parentheses indicate expected displacement or job loss from the Res/Comm. and NC/NC-T zoning districts.

However, it is likely that the displacement effect under all three alternatives is closer to the “up-to-800-PDR-jobs” of the PDR Emphasis alternative. About 750 of the displaced jobs in the Mixed Use and the Housing Alternatives are located on the east-side blocks north of Channel Street and the two blocks between Carolina and DeHaro. Of these, about 230 of those PDR jobs are on the SEGA block and 250 are employed by McClintock on the block bounded by 16th-DeHaro-15th-Carolina. Neither of these buildings are on soft sites and the indirect effects of residential development may be muted more so than for other types of PDR uses and locations. Thus, the displacement effect of the Mixed Use and the Housing Emphasis Alternative may be more around 1,270 existing PDR jobs instead of 1,750. The displaced businesses associated with these jobs would be expected to relocate to other areas within the City and the Eastern Neighborhoods.

Neither the Mixed Use nor the Housing Alternative would be expected to develop new PDR space or related jobs. This is because the new development potential created by the Ind-Res Zoning District would allow housing above and beyond the existing PDR space. Given the higher real estate value of residential development, most of the new development potential would be expected to be used for housing. However, with the PDR-only zoning of the PDR Emphasis Alternative would eliminate the real estate price effect from housing within the zone. Thus, real estate values would be expected to reflect the lower values of the market for competitive PDR businesses. In this case, PDR space and development potential could be

reasonably expected to be valued, sought after, and realized by the City's existing and future competitive PDR businesses, particularly given the proximity to a thriving Design District. Therefore, PDR space is assumed to expand under the PDR alternative, and this would create approximately 2,100 new PDR jobs. The net result under the PDR Alternative after accounting for the 800 displaced jobs would be an increase of 1,300 jobs or 29% over the existing 4,400 PDR jobs in the rezoning area.

Types of Businesses. The types of businesses located in the residential displacement areas slated for the proposed rezoning to Res-Comm, High Density Residential, NC and NC-T, are either the older industry type firms that produce, warehouse, distribute, and store/maintain vehicles that are found on the eastern side of the plan area abutting 7th Street, south of King Street, north of 16th Street and east of DeHaro. Firms in this area include Lilenny Photography, Paganini Electric Co., M.G. West (office furniture), Golden Gate Disposal Co. San Francisco Gravel Co., U.S Import Export Corp., Mark Scott Construction Inc., Bleyco Inc., Dub Express Inc. (video recording), Specialties Etc. Corp., Hammett Packaging Inc., LC Packings Inc., Diamond Freight Systems Inc., Jessica McClintock (Garment manufacture and distribution). Then there are a range of garment, graphic design, construction, and automotive repair firms located mostly from DeHaro St. east in between 16th and 17th Streets. These firms include, Summers Group Inc., Cavallini Papers & Co., Inc., Il Pastaio Inc., Industrial Signs, Ehj Construction Inc., Richard Cardello Interior Design, Graphic Sportswear Llc., Regents Cab Company, All Bay Cities Trucking Inc., Salmons Box Company, Solnhofen Natural Stone Inc., Deutsch Design Works Inc., Dave Granvold Design, Dolphin Printing & Graphics, Ratio Design, On Line Typography Inc., Gilberth Lighting and Production, Continental Graphix, Rittenhouse Paper Co., Bayside Auto Body Inc. Cor-O-Van Moving & Storage Co., Western Builders Metal Fabricators, Hunter Freeman Photography, Wright Printing Co., Mondo Media, Adventure Pictures, Gilmore & Sons Mechanical Services, Woodland Graphics. Bay Area Sweep Services. These potentially displaced PDR businesses would be expected to relocate to other areas within the City and the Eastern Neighborhoods.

Goal Achievement

Table 5 evaluates the degree to which each of the alternatives would achieve each of the goals developed in the early. In general, all three alternatives would achieve most of the goals, with the PDR Emphasis Alternative achieving some of the mixed use and housing goals in a more limited way. Some goals are only achieved indirectly, such as No. 13, Transit First. Other goals may be achieved through related implementation mechanisms, such as Goal 14 (Hidden Utilities), Sustainable Building (Goal 17; see also list of sustainability ideas in Appendix 2), or Open Space System (No. 18). In one case, achieving the local economic development goal (No. 19) lies outside of direct rezoning control. Although residents of the plan area obviously would be able to compete in the open market for future jobs, the rezoning itself would not contain implementation mechanisms to match future job creation to local resident skill levels or industry types.

**TABLE 5
GOAL EVALUATION**

WORKSHOP PARTICIPANTS' GOAL STATEMENTS /1/	ALTERNATIVES		
	Mixed Use	Housing Emphasis	PDR Design Center Emphasis
1. High Density and Affordable Housing. Develop a mix of high density housing types and affordability in the Showplace Square area.	Achieves (to a lesser degree than Housing Alternative)	Achieves	Achieves (to a lesser degree than Mixed Use Alternative)
2. Quality Housing Development. Maximize development opportunities for quality housing throughout the planning area (i.e., well built and designed housing that meets the needs of the workforce and projected citywide needs).	Achieves (to a lesser degree than Housing Alternative)	Achieves	Achieves (to a lesser degree than Mixed Use Alternative)
3. Housing In Transit Corridors. Support transit and mode choice by encouraging housing development along transit corridors, particularly medium-to-high density housing within two to three blocks of the existing and anticipated main transit and bicycle routes.	Achieves (to a lesser degree than Housing Alternative)	Achieves	Achieves (to a lesser degree than Mixed Use Alternative)
4. Blight. Eliminate blighted industrial uses in the showplace square area.	Achieves	Achieves	Achieves
5. Low Employment Land Uses. Discourage PDR/industrial uses that have low employment density.	Achieves (to a lesser degree than Housing Alternative)	Achieves	Achieves
6. PDR. Formulate and plan for groups of PDR uses compatible with anticipated uses for an area.	Achieves (to lesser degree than PDR Alternative)	Achieves (to lesser degree than PDR Alternative)	Achieves
7. Vibrant Neighborhoods. Encourage mixed land use that will contribute to a strong sense of place.	Achieves less than Housing Emphasis Alternative	Achieves	Achieves
8. New Mixed Use Showplace District. Mix higher density housing with design center PDR land uses in Showplace Square to create a new neighborhood at the foot of Potrero Hill, with open space, transit and other services.	Achieves - Housing not High Density	Achieves - High Density Housing is separate	Achieves - Moderate Density Housing
9. Cultural Uses. Permit cultural, institutional, and arts land uses, including related housing and production/exhibit space.	Achieves	Achieves	Achieves
10. Nuisances. Prohibit big box retail and after-hours clubs as well as general outdoor advertising signs.	Achieves - Needs Incorporation into Design Guidelines	Achieves - Needs Incorporation into Design Guidelines	Achieves - Needs Incorporation into Design Guidelines
11. Supermarket. Permit a supermarket within the planning area.	Achieves	Achieves	Achieves
12. Parking. Permit sufficient parking for retail and PDR uses.	Achieves	Achieves	Achieves
13. Transit First. Enhance and promote a direct transit connection to Downtown.	Indirectly; density increased.	Indirectly; density increased.	Indirectly; density increased.
14. Hidden Utilities. Promote existing and future underground utilities.	Could achieve - Needs Incorporation into Design Guidelines	Could achieve - Needs Incorporation into Design Guidelines	Could achieve - Needs Incorporation into Design Guidelines
15. Pedestrian Friendly Streetscape. Encourage softening of streetscape with green plants and tree elements.	Achieves - Needs Incorporation into Design Guidelines	Achieves - Needs Incorporation into Design Guidelines	Achieves - Needs Incorporation into Design Guidelines

Methodology

The following is an overview of the main steps used to estimate some reasonable approximation of potential maximum land use change over time. It is a simple analysis used to broadly characterize the main expected changes. The method involves estimating change from two sources. The first is from new development of vacant or underutilized parcels relative to their future development potential under proposed zoning – the *soft site* analysis. The second source is from changes of use within existing buildings that would not be demolished or substantially renovated – the *hard site* analysis.

Each step and the key substeps and assumptions are described below.

1. Soft site Development Potential.

- a. Identify parcels with a high development potential; criteria included the following:
 - i. Vacant
 - ii. Developer (site where a developer has expressed some interest)
 - iii. Existing structure is of “knock-down” quality; either condemned or barely standing.
 - iv. Parking lot.
 - v. Parking lot with a small structure on it.
 - vi. One-story structure.
- b. See Map 10, (separate) Volume 2, for a map of the soft sites in the above categories for the plan area.
- c. Calculate the gross lot area for parcels within each soft site category.
- d. Estimate the proportion of the gross lot area that would be developed within a first wave of most likely development (intuition of individual analysts’ sense of what might happen over a 20-year time frame), for each category of soft site in each zoning district under each rezoning alternative.
- e. Apply the proportion of gross lot area expected for development to the gross lot area of soft sites to yield the gross lot area of soft site development potential by zoning district and alternative.

2. Develop Housing Densities by Zoning District (Ind-Res, Res-Comm, NC, NC-T)

- a. The approach is to estimate prototypical housing densities for an acre of land developed under different zoning districts with corresponding assumptions to yield varying net developable acreage and height.
- b. Assumes roughly 50% of gross acreages to get to a net building footprint (53%).
- c. Average unit size of 1,000 gross leasable square feet (inside walls of the unit).
- d. Average residential nonground floor height of 9.5 feet.
- e. Ground floor height of 18 feet.
- f. No housing on the first floor of Res-Comm, NC, and NC-T, with only a portion of the ground floor built out with commercial uses (portion varies by zoning district).
- g. Average Height Assumptions and resulting housing densities by zoning district: (see Table 6 – Target Heights and Estimated Housing Densities below)

TABLE 6
Target Heights and Estimated Housing Densities

Zoning District	Alternatives			
	Mixed Use & PDR /1/		Housing	
	Average Height	Units Acre	Average Height	Units Per Acre
Ind-Res	50'	83	65'	138
Res-Comm	50'	83	45'	83
High Den. Res.	na	na	85'	194
NC	40'	83	45'	83
NC-T	50'	55	65'	138
Notes:				
/1/ Only Res-Comm and NC apply to the PDR Emphasis Alternative.				

3. Estimate Residential Development Potential

- a. Apply the residential gross acre densities by zoning district and alternative to the soft site gross acre development potential estimated in Step 1.

4. Estimate PDR Job Displacement

- a. Calculate existing PDR employment by zoning district for each alternative.
- b. Assume 100% displacement in all Res-Comm, High Density Res, NC, and NC-T zoning districts since simple model assumes direct and indirect forces of permitted housing would either redevelop the soft sites or change uses in existing buildings that remained.

5. Estimate Changes on Hard Sites (Employment and Housing)

- a. Calculate the PDR use square footage by zoning district and alternative excluding the Ind and Ind-Res zoning Districts.
- b. Exclude PDR square footage on existing soft sites
- c. Assume the PDR use square footage on hard site would change use as follows:
 - i. 25% of the space would change to commercial uses
 - ii. 75% of the space would change to residential uses.

6. Calculate Total Housing Development Potential

- a. Add soft site and hard site development potential

7. Calculate New Retail/Office Space and Employment

- a. Add hard site GSF to commercial potential on soft sites estimated as follows:
 - i. 50% of Res-Comm ground floor = commercial
 - ii. 65% of NC, NC-T ground floor = commercial.

- b. Divide GSF by 300 gross square feet per employee standard merged retail/office employment density factor to yield employees

8. Calculate New PDR Space and Employment

- a. Only the PDR Alternative has any substantial amount of land allocated to industrial uses that includes soft sites that could develop in the future.

- b. Future development of new PDR space on soft sites assumes a 1.5 FAR.
- c. Divide that gross square footage (1,005,641) by 484 sf per employee, a standard average industrial employment density factor, to yield the employment estimate.

The data for this analysis comes from two main sources: (1) Dunn and Bradstreet Business Data, and (2) the Planning Department's Land Use Data Base which is a collection of City sources from Assessor's data to the Department's own Case-Tracking database. The Dunn and Bradstreet Data is updated every month from new business license applications, and data for current businesses is collected from a wide variety of sources on different update cycles over a year. In general, the accuracy of addresses is marketed at 90% for any current list of businesses.

Appendix 1

Zoning Districts:

What they are and why they are important

We realize that making decisions that can impact the future of your communities can be both nerve-racking and thought provoking. Yet, in order for you to make informed decisions regarding the future of your neighborhood, you must familiarize yourselves with the tools available. Zoning is the primary tool available in this community planning process. It regulates what uses are permitted on each parcel of land in San Francisco. It also regulates the size and shape of the buildings based on context and based on the types of uses expected for each building. By precisely identifying and specifying land use activities, zoning can protect and enhance the character of a neighborhood.

What is zoning and what can it do? Zoning is a set of regulations that defines what landowners can do with their property in order to preserve and enhance the look and feel of the existing neighborhood. Usually regulations have two dimensions: use and bulk.

Use is the most basic characteristic of zoning. It defines the type of development that can be built based on the activities that will take place on the property. Examples of uses are residential, industrial, retail, office, and open space.

Bulk defines the structure that any building must follow. This is created by specifying setbacks, height limits, and sometimes limits on the percentage of a site that may be covered by buildings, and paving. However, there is still plenty of flexibility for the property owner to create his or her desired building.

Zoning cannot create new jobs or businesses. It cannot provide clean streets or reduce traffic. But zoning does provide the rules for residents, businesses, developers and government agencies to create those places the community wants. Zoning defines what kind of businesses can be created. It can specify what kind of activities will be encouraged on the ground floor of a building for a dynamic and safe street. Zoning can regulate how much parking is allowed and in turn, how many cars will come to the area. It can provide incentives for the development of affordable housing.

The following zoning districts include existing and new districts to be applied to the entire Eastern Neighborhoods (South of Market, Mission, Showplace Square-Potrero Hill, and Bayview Hunters Point). Photos illustrate examples of the uses and types of buildings that would be permitted under each respective zoning district. These illustrations and brief descriptions should help inform you in your evaluation of the zoning alternatives suggested for this community.

Industrial

Production/Distribution/Repair (PDR) businesses need their own space to operate. Some businesses require heavy trucking and can cause quite a bit of noise and odors. The Industrial District provides a place for PDR businesses to operate in isolation from places that can be impacted by their truck traffic, noise, and odors.



This district encourages a wide range of industrial buildings, including warehouses, showrooms, open storage facilities, and manufacturing plants. These buildings can house a variety of businesses from small graphic design studios to catering services to wholesalers and large food distributors. PDR businesses provide essential services for our city. Designating areas as Industrial provides PDR businesses with a place to locate and the ability to remain in San Francisco.

Light Industrial

Video, film, graphic design and photography studios as well as auto, appliance and furniture repair shops are the kind of businesses encouraged in a Light Industrial District. The difference between the Light Industrial and Industrial District



is that businesses permitted in the Light Industrial District produce less noise and odors and engage in less trucking related activities. As a result, this area can serve as a buffer between residential and industrial areas. Allowing light industrial businesses to operate near housing helps to preserve these businesses while not compromising the quality of life for the nearby residents.



Industrial with Accessory Retail

Many of the new industrial buildings are unattractive and more suburban in nature. In many cases, they ignore the streets. They are not very welcoming to people walking or driving by. The Industrial with Accessory Retail District aims to improve these characteristics. Many Industrial businesses have small offices or retail components associated with their business. This district encourages these businesses and requires these smaller uses to be located on the ground floor of the building facing the main street and accessible to the public. This helps to include and orient the pedestrian. The result is a street that encourages more pedestrian activity and more attractive building facades.



An example of an Industrial with Accessory Retail building is a multi-story printing press shop with the office on the ground floor facing a major street, and the loading dock in the back of the building. It also might have a small storefront where a passerby could buy paper.

Industrial/Big Box

Big Box retailers need big parcels of land to showcase and store all of their merchandise. They also require a large amount of open space to provide parking for their customers who are looking to buy big and heavy items such as computers or televisions. These businesses must also be freeway accessible because they require daily shipments of goods from their distributors and because they draw people from all parts of the city and beyond. The Industrial/Big Box District mixes Industrial and Big Box uses because they share similar land use requirements. They both require truck routes, freeway access, large parcels, loading docks, and large buildings. They are very compatible with each other. This zoning category ensures that the Industrial businesses can retain a part of their land, while the Big Box retailers can establish themselves in the city.



Examples of Big Box retailers are Target, Walmart, Home Depot, Office Max, Barnes and Noble, and Costco.

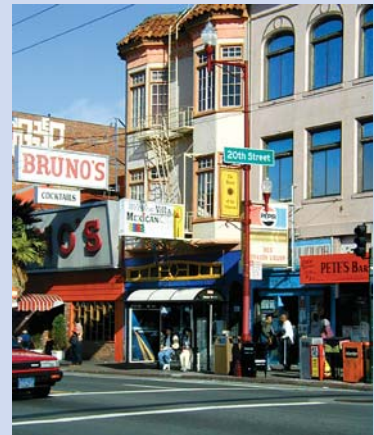
Neighborhood Commercial

This mixed-use district offers a wide variety of services and goods to the immediate area as well as specialty goods to populations outside the area. This district promotes a mix of uses by requiring retail on the ground floor of multi-story buildings. Although it is not solely centered around transit corridors, Neighborhood Commercial Districts still strive to promote heavy pedestrian activity and lively streets.



Neighborhood Commercial - Transit

This district takes full advantage of the streets that are well served by transit. It aims to maximize residential and commercial uses on major transit streets. By building on existing transit corridors we can use and encourage public transit and reduce the use of cars and need for parking. Without the obligation of providing parking, project sponsors would have more space in the building to accommodate stores and apartments. Ground floor uses such as retail or cultural encourage browsing and shopping by people on the sidewalks. Streets can become more lively with an increase in foot traffic and density. This district offers a wide variety of services and goods to both the immediate area and to populations outside the area. The result is a place with many shops and restaurants on the ground floor with housing above.



Residential/Commercial

This district promotes a mix of residential and some commercial uses. Housing might be located above a couple of floors of commercial use or might occupy the whole building. This district's objective is to increase the supply of housing in appropriate locations in the city. PDR businesses located in these areas would be expected to relocate out of the area over time because of this focus on more residential activities.



Residential - Medium Density

This Medium Density Housing District is exclusively residential and could provide many housing units at selected locations outside of downtown.



Residential – Low Density

The low density residential district allows only residential uses, and typically only one or two homes per parcel. This zone is most associated with neighborhoods comprised primarily of single-family homes.



APPENDIX No. 2

Other Workshop Ideas

The following range of topics and ideas emerged during the course of the public planning process. They do not fit neatly into a land use map or the individual uses of a zoning control table as is discussed in the Addendum to the section on Draft Rezoning Alternatives, above. They are retained in this appendix as a record and possible consideration in the future.

Urban Design Ideas

- Street furniture and design to support active pedestrian places.
- Minimize parking ingress/egress on block faces.
- Emphasize underground and district parking capacity sufficient for meeting the parking needs now and in the future from different types of trips and modes (autos, bicycle, walk, /car share, NEVs (neighborhood electric vehicles), truck, resident, business use, commute, shopping, etc.). The parking needs related to such trips should change over time based on the realization of citywide transit first policies through the development of a citywide multi-modal transportation system with modes of transport used being the most appropriate for the type of trip generated/taken and with the system linked to land uses that minimize single-occupancy automobile trips and that meet daily needs locally in the neighborhood or through linked trips with other primary daily trips (work, school).
- Discourage ground floor parking.
- Encourage active ground floor uses.
- Ground floor design that engages and relates pedestrians to inside uses and activity and encourages an active street environment.
- Encourage the development and use of mid-block alley's for rear-of-the-building parking/access, loading/unloading, garbage collection, etc. for any large area development (multi-parcel and/or block scale development proposals) when such an planning and design opportunity is present.

Open Space Ideas

- Develop a concept for a linked open space network within the plan area and connected to the larger citywide system, and portray this on a land use map.
- Propose an implementation mechanism, such as an open space development impact fee.

Transportation System Ideas

- Develop transit connections to major destinations and transit routes within the city and the region that are sufficiently quick, frequent, clean, convenient, and safe, and that out compete the use of a car.
- Develop a network of transportation routes for different modes (bike, walk, car, bus) within the plan area.

Sustainability Ideas

(these could be applied to the Eastern Neighborhoods more generally).

- Since the eastern neighborhoods is one area of the City that will be the focus for a good portion of the City's new development, the planning area and the eastern neighborhoods more generally should become a model and on-going laboratory for the city's sustainable development initiatives anticipated in the City's Sustainability Plan (1997, Board of Supervisors, Adopted for citywide policy guidance) such as "green" buildings, transportation, public works/utilities, natural resource use, public facilities, parks/open space, public/private partnerships and collaboration, and private enterprise and living.
 - Sustainable development is a concept full of potential for local benefits that also contribute to the urgent global challenges of sustainable development.
 - Such an approach is rooted in the City's Sustainability Plan (1997) adopted by the Board of Supervisors as an advisory document that every department in the City should advance.
 - Such an approach could be the basis for a productive partnership with the Department of Environment in accelerating and deepening the City's progress towards sustainability.
- New building development and renovation should follow the City's new Green Building Ordinance and attain a Silver level of LEED building certification. ^{1/1}
 - In particular, existing and future buildings in the area should harvest the maximum amount of solar energy from the City's solar energy-rich "sun belt."
 - Existing uses in concert with utility system upgrades or other major building and building system renovation should explore, propose, and convert to passive and direct use of solar energy.
 - New building in the area should explore and use passive and direct solar energy for water and space heating and cooling and electricity use.
 - Both renovation and new building should explore the use of new building materials (windows, roofing material, siding) with photo-voltaic cells built in to the materials themselves, thereby dramatically reducing the cost of solar energy.

- Large area development (multi-parcel and/or block scale development proposals) should orient buildings and new parcels north/south for maximum solar exposure.
 - Buildings should be oriented on the site and designed for maximum passive heating/cooling energy efficiency and interior comfort.
 - Building materials and colors should also be chosen for maximum passive heating/cooling energy efficiency and interior comfort.
 - Landscaping should be designed to support passive heating/cooling energy efficiency and interior comfort, as well as for its natural habitat ecological values.
- Co-housing should be considered for some of the residential development, particularly in the interests of more affordable residential development, but also because this form of housing integrates a many aspects of sustainable development and living.
- More generally, the principles of ecological design and engineering should be applied to the larger public and private systems of the area, and a concept plan should be developed to identify these ideas more specifically and illuminate how they would be incorporated into or revise the existing framework of public development controls (planning and building), public works and parks and recreation responsibilities and practices, transportation/mobility/land use, other public services, and the private realm of business management and lifestyle sustainability choices and options.
- Develop transportation services for short-haul use within the plan area such as a free bicycle pool, shuttle buses, solar-powered electric vehicle car/truck share, etc. (regular routes and on-call) serving locations within the area and major transit connections.
- Develop a transportation connection to the new Transbay Terminal, the region's and city's first new regional multi-modal transportation hub, and future foundational pillar of the city's emerging multi-modal transportation system. Without an effective regional multi-modal transportation connection, the potential for intra-city transit first and multi-modal transportation system development is severely limited.
- The potential for synergies in sustainable development – that is, the relationships between different components of sustainable development such as between green building, local employment, business, and economic development –are often hidden and should be explored, leveraged, exploited and captured in partnership with the Mayor's Office of Economic Development.

- The area's planning, design, and programmatic successes in sustainable development should be show-cased as models for other areas of the city, region, state, nation, and world, as part of the City's local contribution to the urgent challenges of sustainable development.

Endnotes:

1. The text below on the Green Building Council is the endnote.

Members of the U.S. Green Building Council representing all segments of the building industry developed LEED™ (Leadership in Energy and Environmental Design) and continue to contribute to its evolution. LEED™ standards are currently available for new construction and major renovation projects, existing building operations, and commercial interiors projects. LEED™ was created to:

- define "green building" by establishing a common standard of measurement
- promote integrated, whole-building design practices
- recognize environmental leadership in the building industry
- stimulate green competition
- raise consumer awareness of green building benefits
- transform the building market

LEED provides a complete framework for assessing building performance and meeting sustainability goals. Based on well-founded scientific standards, LEED emphasizes state of the art strategies for sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. LEED recognizes achievements and promotes expertise in green building through a comprehensive system offering project certification, professional accreditation, training and practical resources. For more information, go to the U.S. Green Building Council's web site at: <http://www.usgbc.org/> or the SF Department of Environment's site at: <http://www.sfgov.org/sfenvironment/aboutus/greenbldg/>.

VOLUME 2 -- MAPS

Existing, Zoning Alternatives, Height Concepts, Soft Sites

Showplace Square-Potrero Hill Final Workshop Packet

Contents

Existing Conditions

1. Existing Zoning and Transit Map
2. Existing Land Use Map
3. Existing Height Districts

Land Use--Zoning Alternatives

4. Mixed Use District Alternative
5. Housing Emphasis Alternative
6. PDR Emphasis Alternative


Heights

7. Height District Option -- Mixed Use Alternative
8. Height District Option -- Housing Emphasis Alternative
9. Height District Option -- PDR Emphasis Alternative

Methods

10. Soft site Development Potential Map

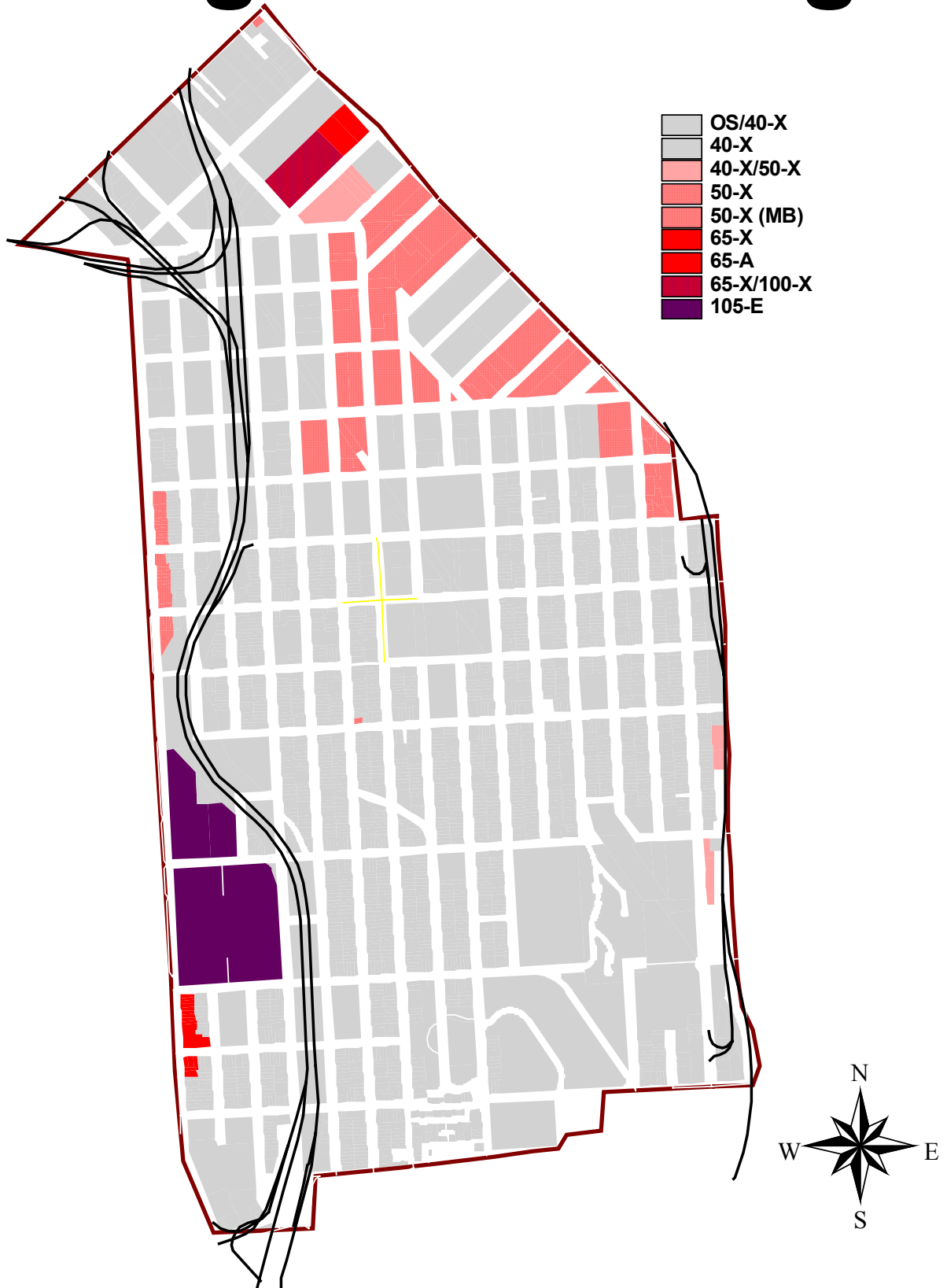
Current Land Use April 2002

 Showplace Square / Potrero Hill Community Plan Boundary

- Existing Land Use**
-  Cultural, Institutional, Educational
 -  Production, Distribution, Repair
 -  Office
 -  Mixed Use (No Residential)
 -  Mixed Use (With Residential)
 -  Open Space
 -  Retail
 -  Residential
 -  Vacant
 -  Right-of-Way
 -  Parking

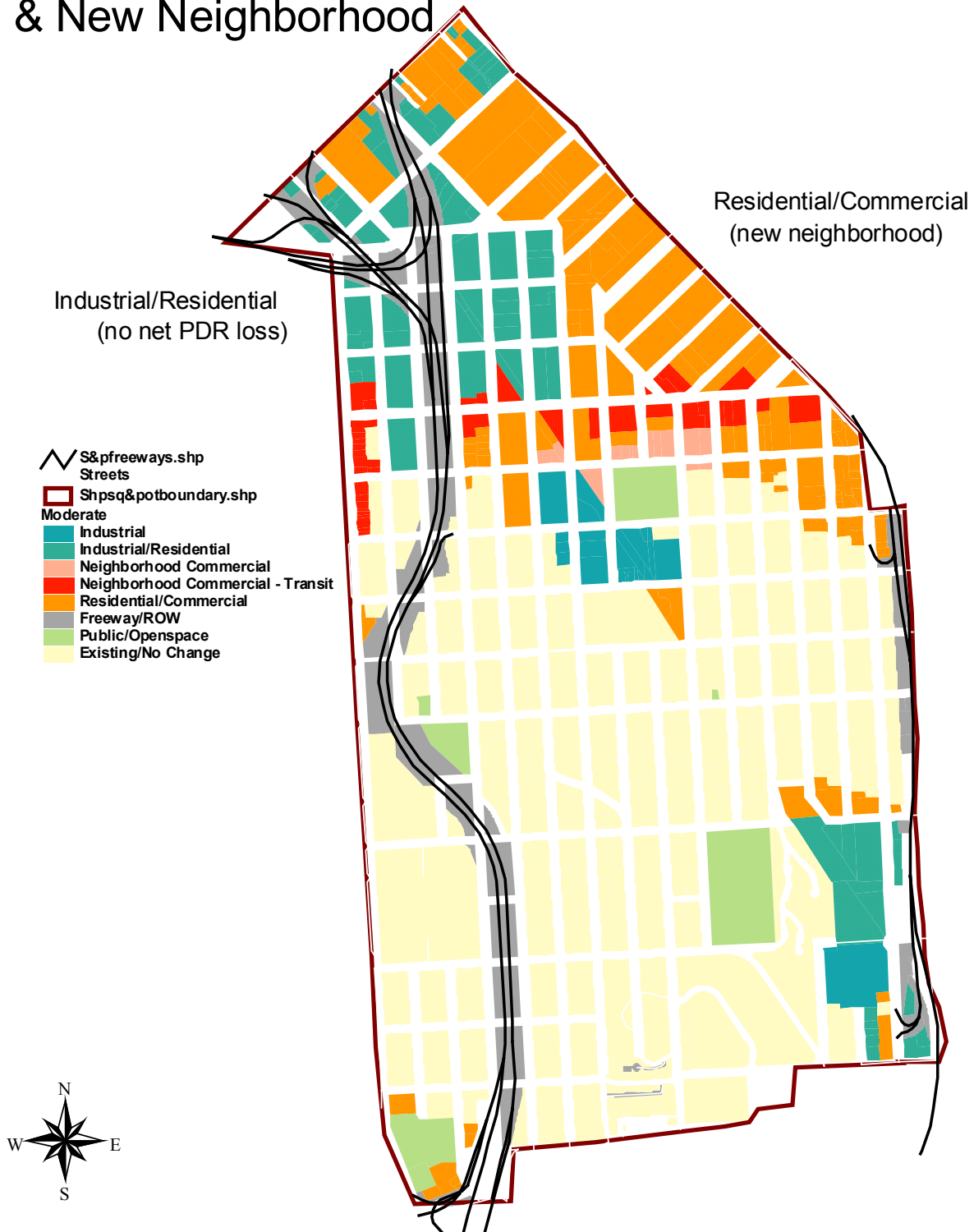


Heights - Existing



Mixed Use District Alternative (workshop synthesis)

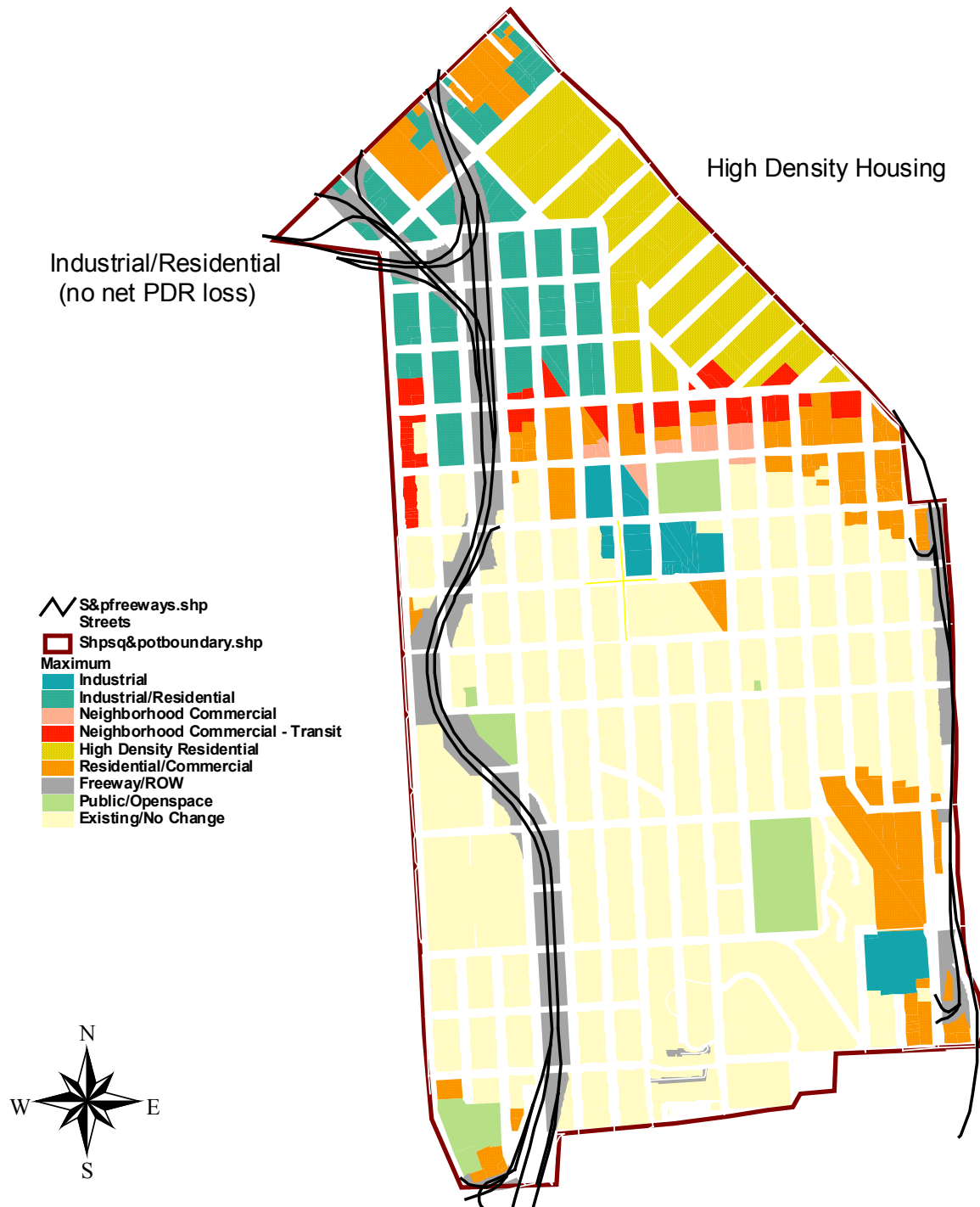
Design Center Infill & New Neighborhood



Housing Emphasis Land Use Alternative

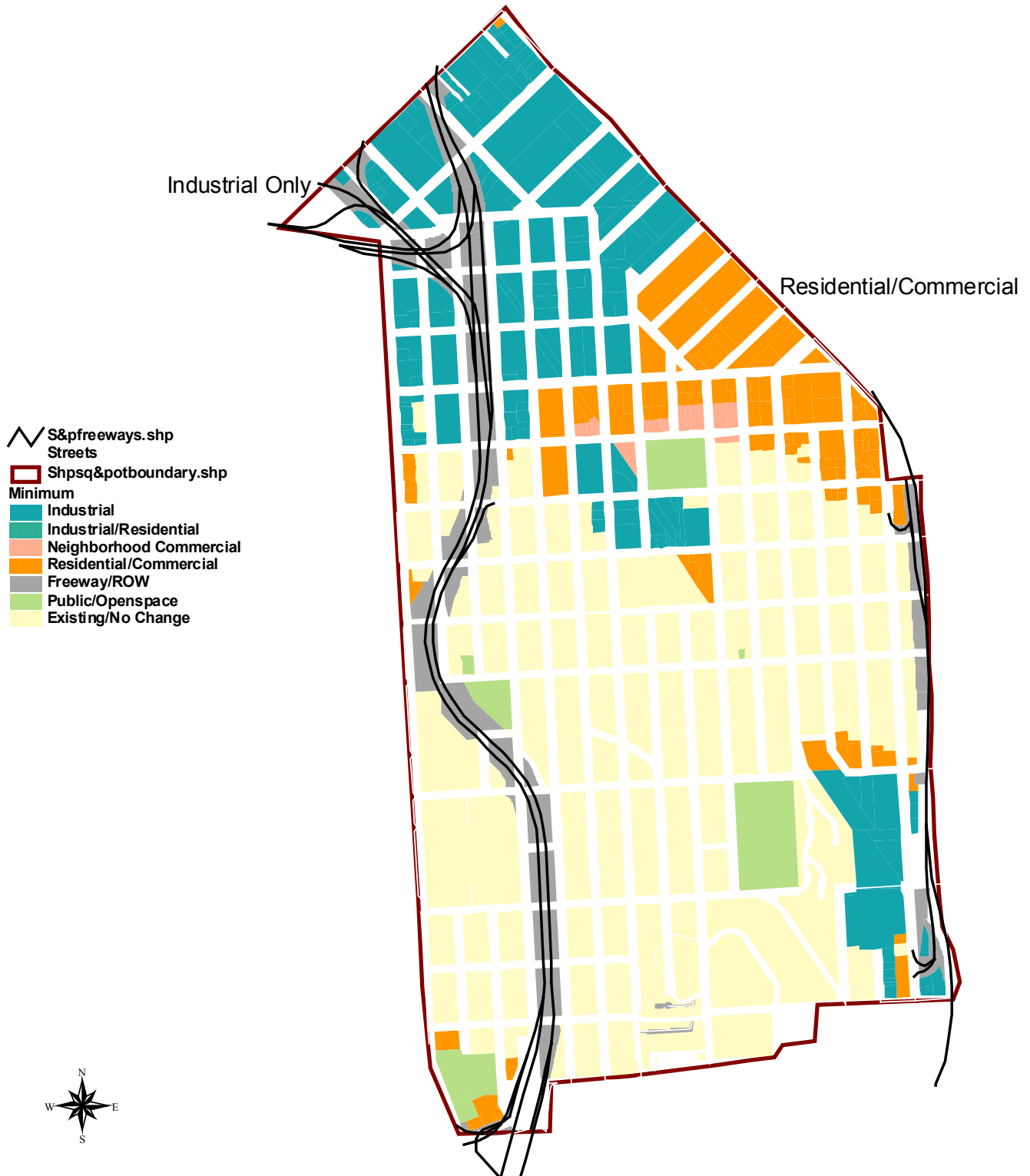
Design Center Residential Infill

New High Density Residential Neighborhood

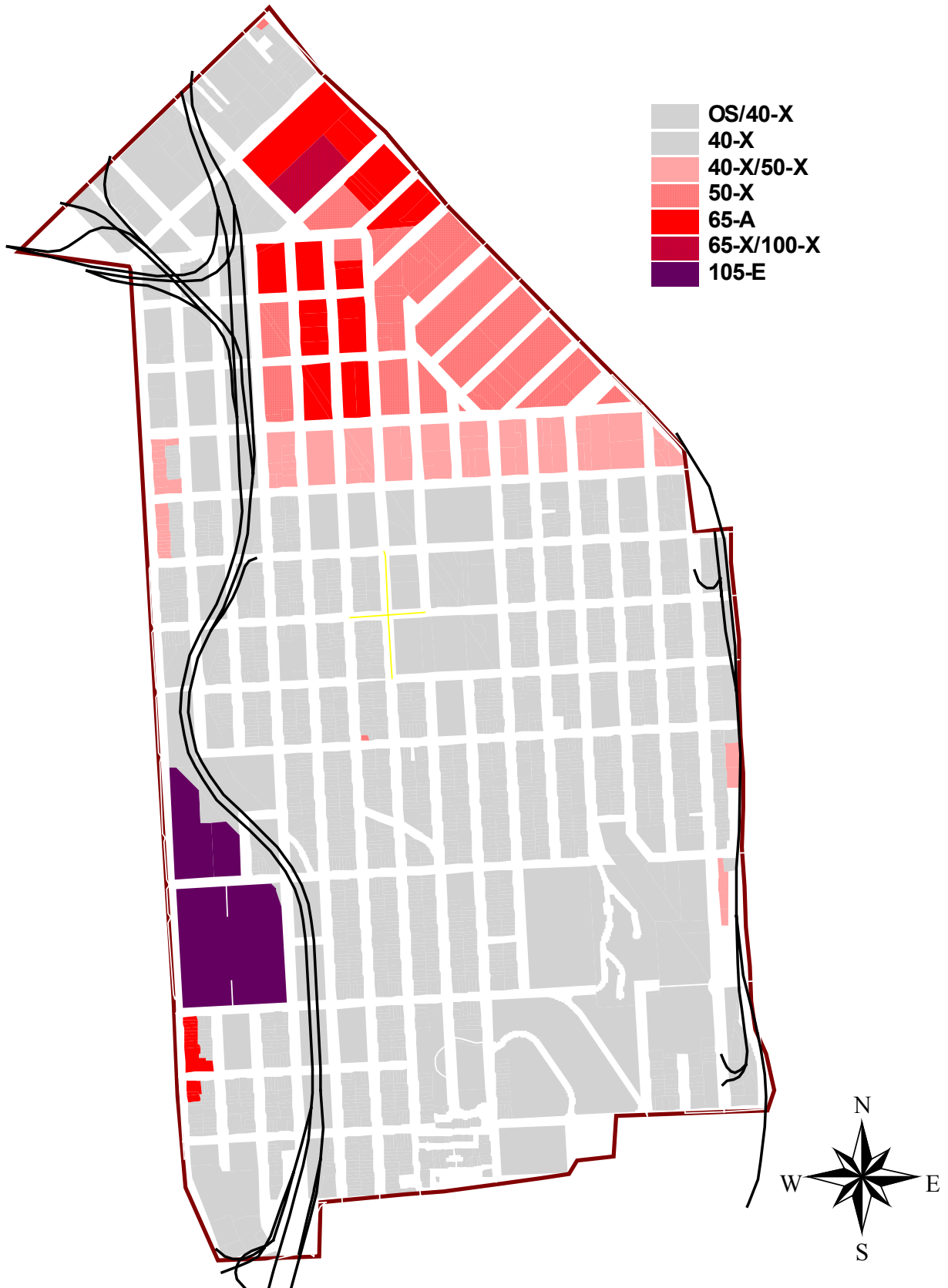


PDR Emphasis Alternative

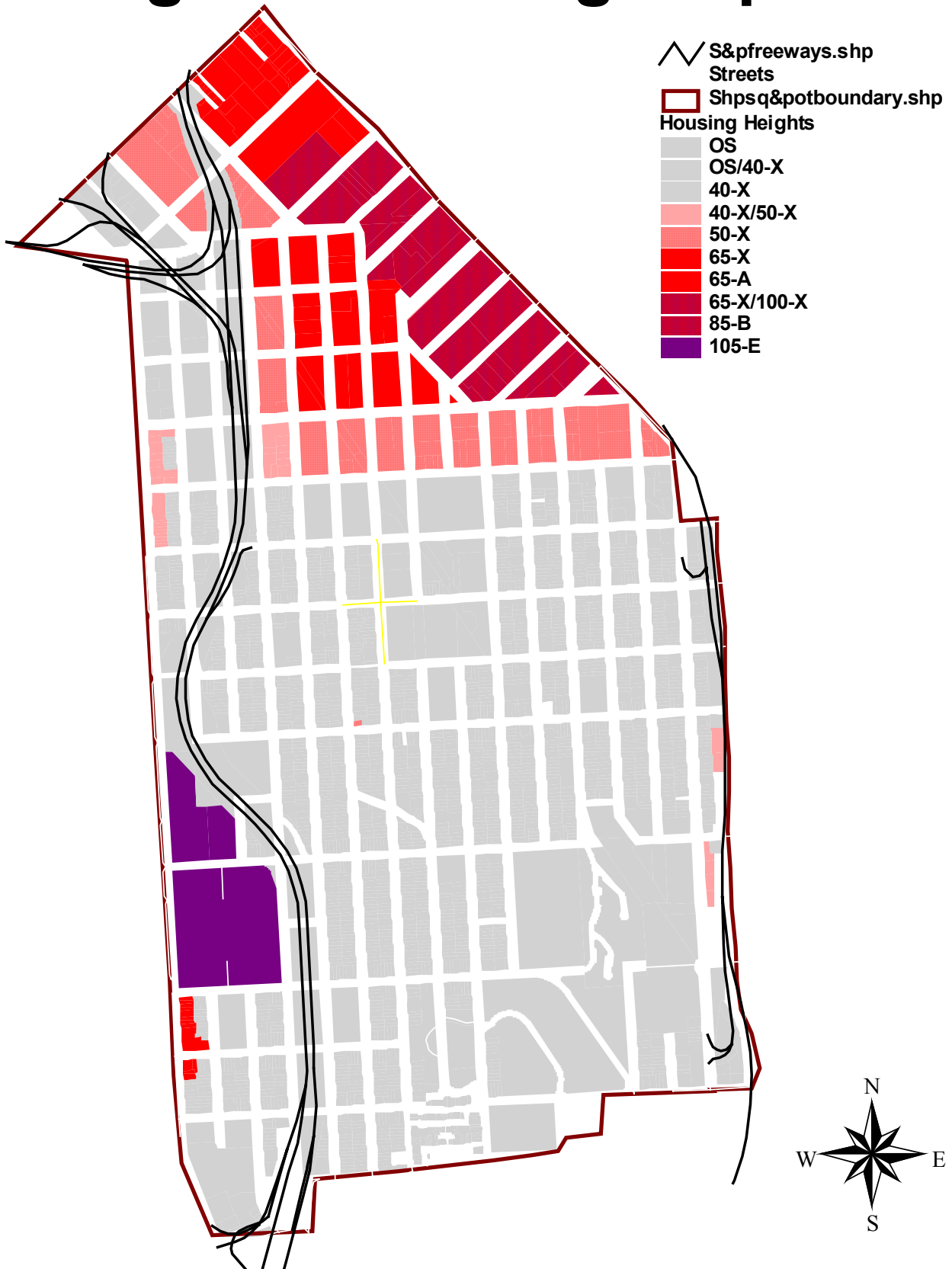
Retain Industrial, Add Housing



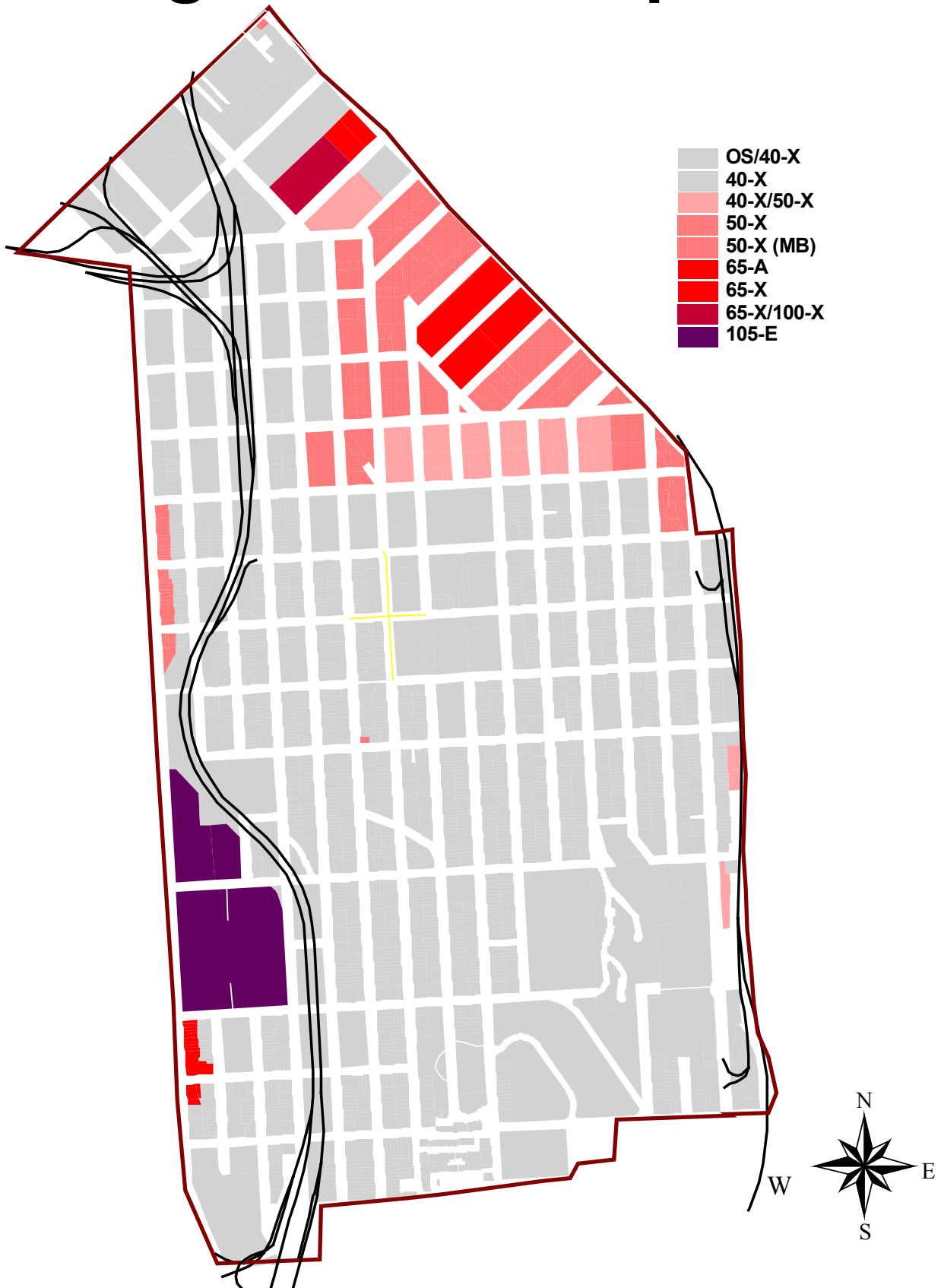
Mixed Use Heights



Heights - Housing Emphasis



Heights - PDR Emphasis



Soft Sites

