Community Planning in the Eastern Neighborhoods

Zoning Designations & Options

Planning Commission Hearing
March 3, 2003
Community Planning Process

<table>
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<tr>
<th>Define Priorities</th>
<th>Define Zoning Approach and Options</th>
<th>Refine Zoning Options</th>
<th>Adoption of New Zoning Controls</th>
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**Spring 2002**

- Background Information
  - Land Use Issues & Goals
  - Preliminary Zoning Options

**Spring 2003**

- Environmental Review
- Permanent Controls
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
Rezoning Task in the 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
The Citywide Land Use Context

- Housing
- PDR Jobs
- Forecast
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)

16,000 units: BETTER NEIGHBORHOODS (red)

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

30,000 units: EASTERN NEIGHBORHOODS (pink)
Production, Distribution, and Repair (PDR): Use of Space

Office       PDR       Heavy Industrial/ Maritime
             |               |
             |               |
             ▪ LIGHT       ▪ MEDIUM       ▪ CORE
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

<table>
<thead>
<tr>
<th></th>
<th>ABAG Forecast</th>
<th>Planning Department</th>
<th>Available space</th>
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<tr>
<td></td>
<td>Forecast</td>
<td>Growth</td>
<td></td>
</tr>
<tr>
<td>Households</td>
<td>20,000</td>
<td>30,000</td>
<td>66,000 - 78,000 (units)</td>
</tr>
<tr>
<td>Jobs</td>
<td>135,000</td>
<td>115,000 - 126,000</td>
<td>154,000 - 158,000 (jobs)</td>
</tr>
</tbody>
</table>
Development Potential and Forecast 2000 - 2025

Expansion of Existing Residential Neighborhoods
Development Potential and Forecast 2000 - 2025

Selected Residential Neighborhoods in Industrial Land

![Bar chart showing potential and forecast for selected residential neighborhoods.]

- Eastern Neighborhoods
- Better Neighborhoods & Transit Corridors
- Downtown & Mission Bay
- Rest of City

Legend:
- Potential
- Forecast
Development Potential and Forecast 2000 -2025

Expansion of Existing Residential Neighborhoods

- Eastern Neighborhoods
- Better Neighborhoods & Transit Corridors
- Downtown & Mission Bay
- Rest of City

Potential vs Forecast
Land Available for PDR

1650 acres
Land Available for PDR

800 acres
Land Available for PDR

650 acres
Land Available for PDR

550 acres
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
- 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
Office/Store

Open Yard  Loading
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
Spectrum of Zoning Options
Spectrum of Options
Housing Production in Industrial Land

Existing Conditions

LOW HOUSING

MODERATE HOUSING

HIGH HOUSING

Major Change

A

B

C
Housing Development Potential

- BVHP
- SoMa
- Mission
- Showplace
Office / Retail

Job Growth Potential

BVHP  SoMa  Mission  Showplace
PDR Jobs: Growth Potential

BVHP

SoMa

Mission

Showplace
Bayview Hunters Point: Low Housing Option
Bayview Hunters Point: Moderate Housing Option
Bayview Hunters Point:
High Housing Option
Showplace Square/
Potrero Hill
Showplace Square/
Potrero Hill:
Low Housing Option
Showplace Square/
Potrero Hill:
Moderate Housing Option
Showplace Square/ Potrero Hill: High Housing Option
Mission

South of Market Area

Showplace Square - Potrero Hill

Bayview Hunters Point
Mission:
Low Housing Option
Mission:
Moderate Housing Option
Mission:
High Housing Option
South of Market

Showplace Square
-Potrero Hill

BAYVIEW HUNTERS POINT
SoMa: Low Housing Option
SoMa:
Moderate Housing Option
SoMa: High Housing Option
Urban Form Analysis
Eastern Neighborhoods
Urban Form
Eastern Neighborhoods: Composite
Eastern Neighborhoods: Low Housing Option
Eastern Neighborhoods: Moderate Housing Option
Eastern Neighborhoods: High Housing Option
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?
Thank You!

South of Market Area
Showplace Square
-Potrero Hill
Bayview Hunters Point