

Showplace
Square
Potrero
Hill

South
Of
Market
area

Community Planning Areas

Spring 2002



Spring 2003

Background Information

Land Use Issues & Goals

Zoning Approaches

Preliminary Zoning Alternatives

Zoning Workbook

Environmental Review

Permanent Zoning Controls

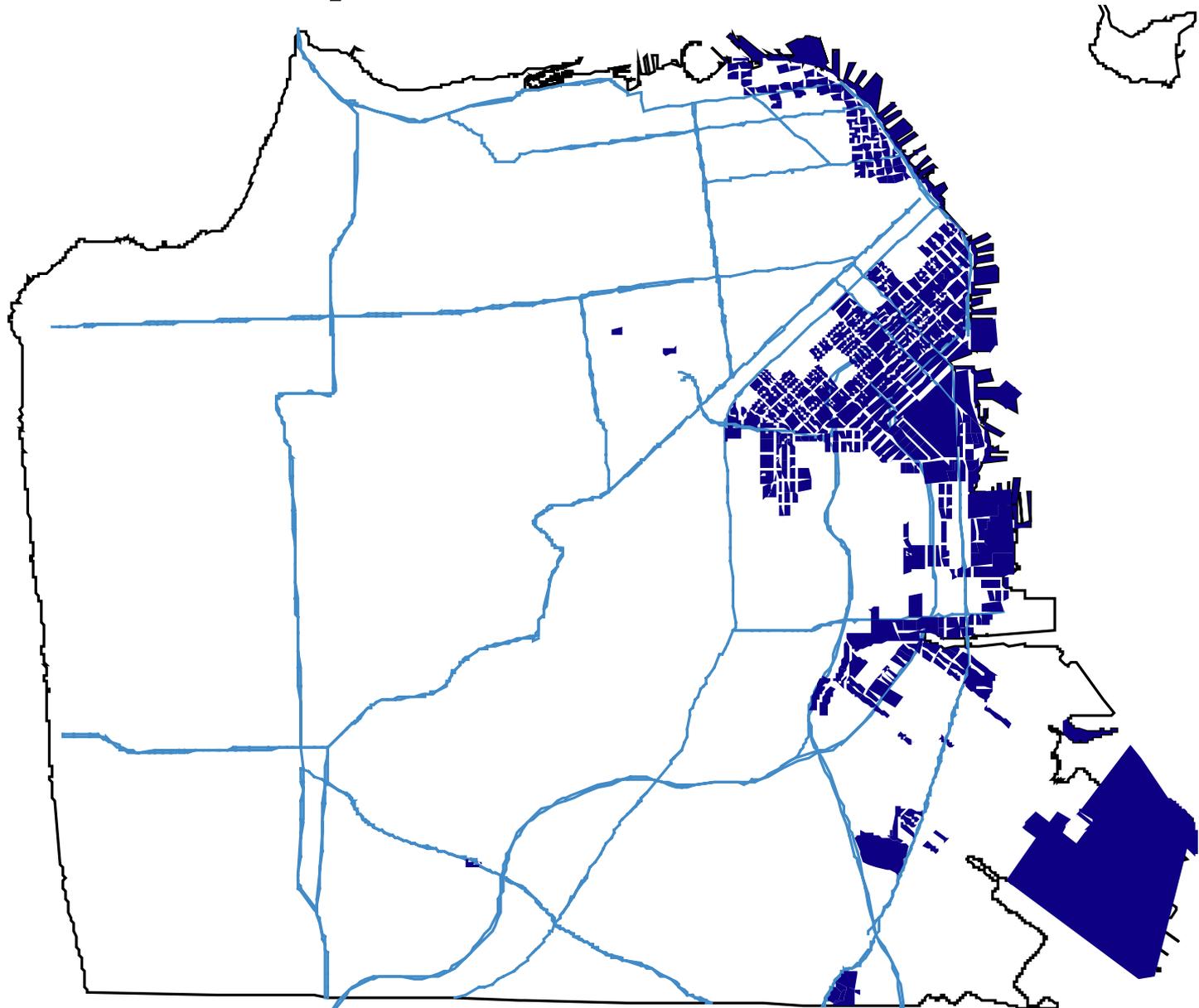
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- 2 | Community Interaction
- 3 | Approaches to Zoning
- 4 | Next Steps

1 | Changes in Industrial Land

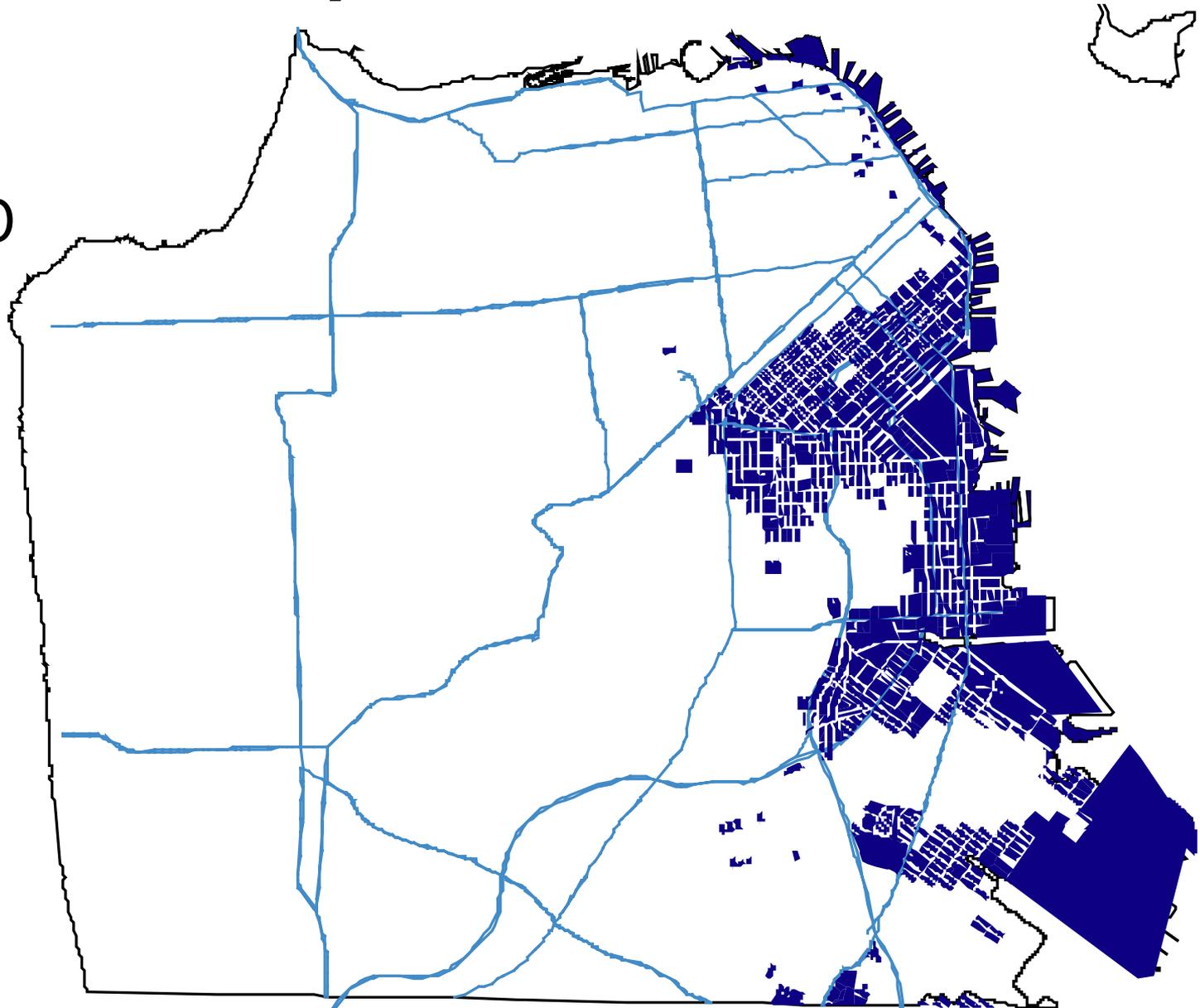
Availability of Industrial Land

1948



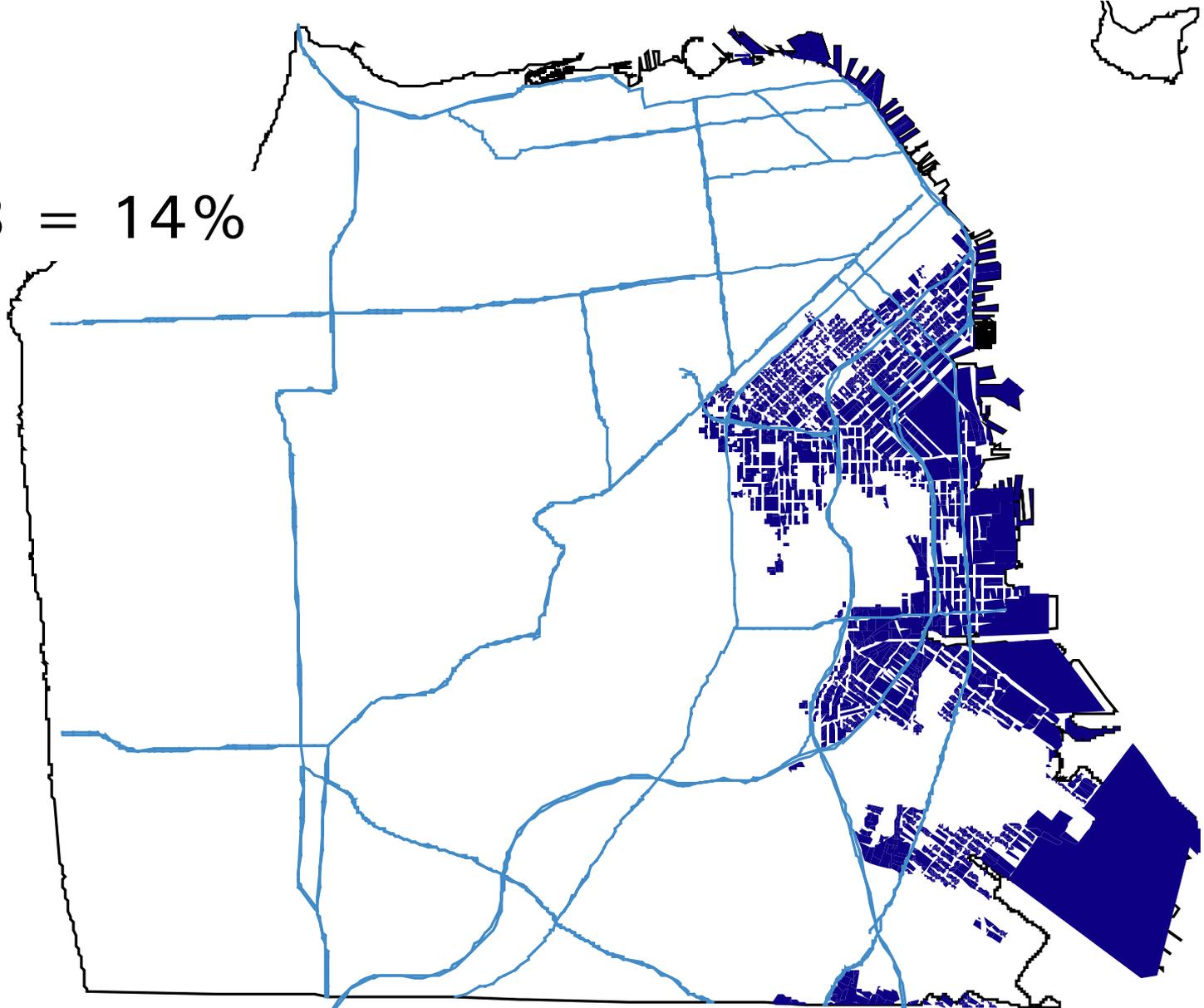
Availability of Industrial Land

1970



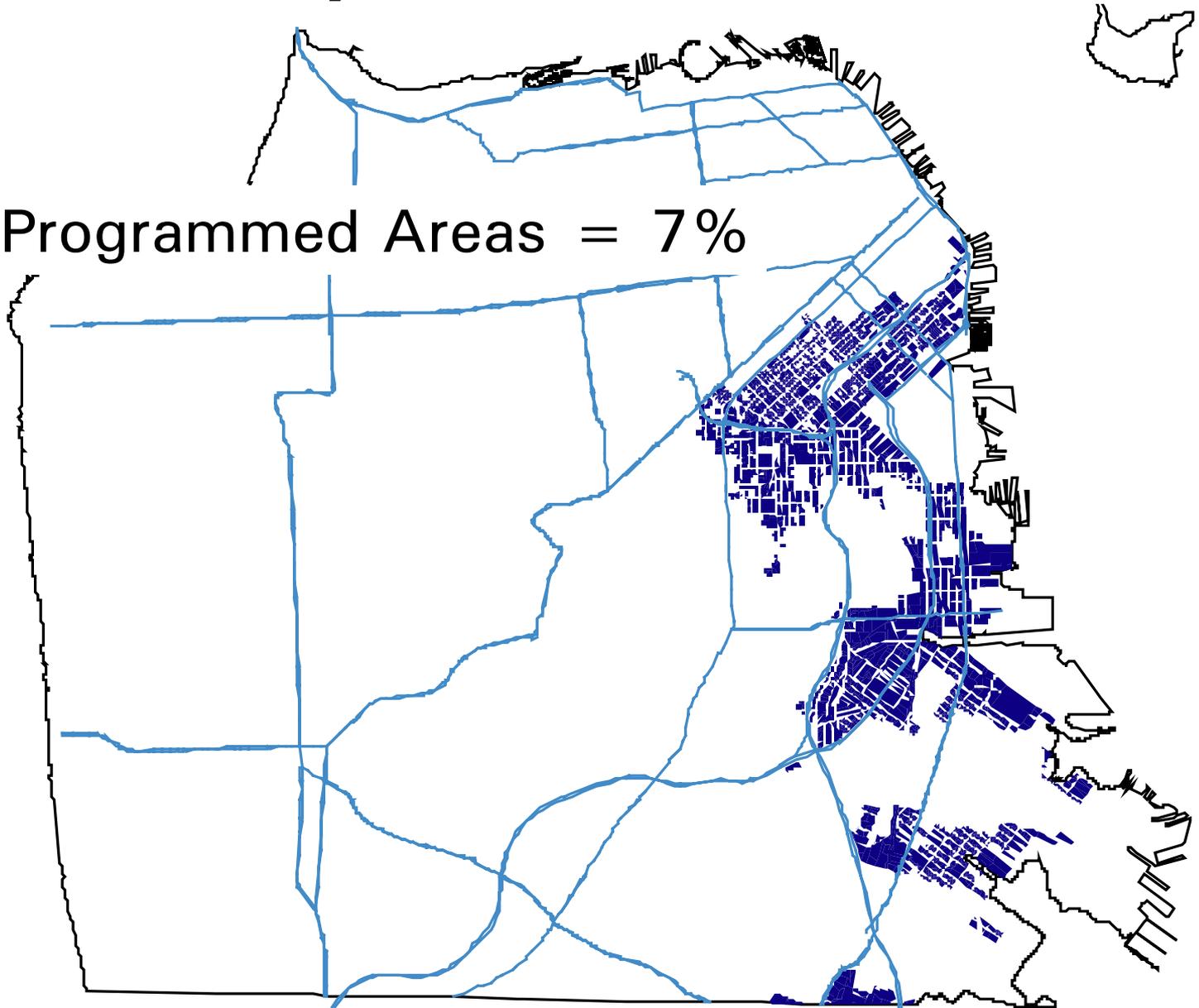
Availability of Industrial Land

1998 = 14%



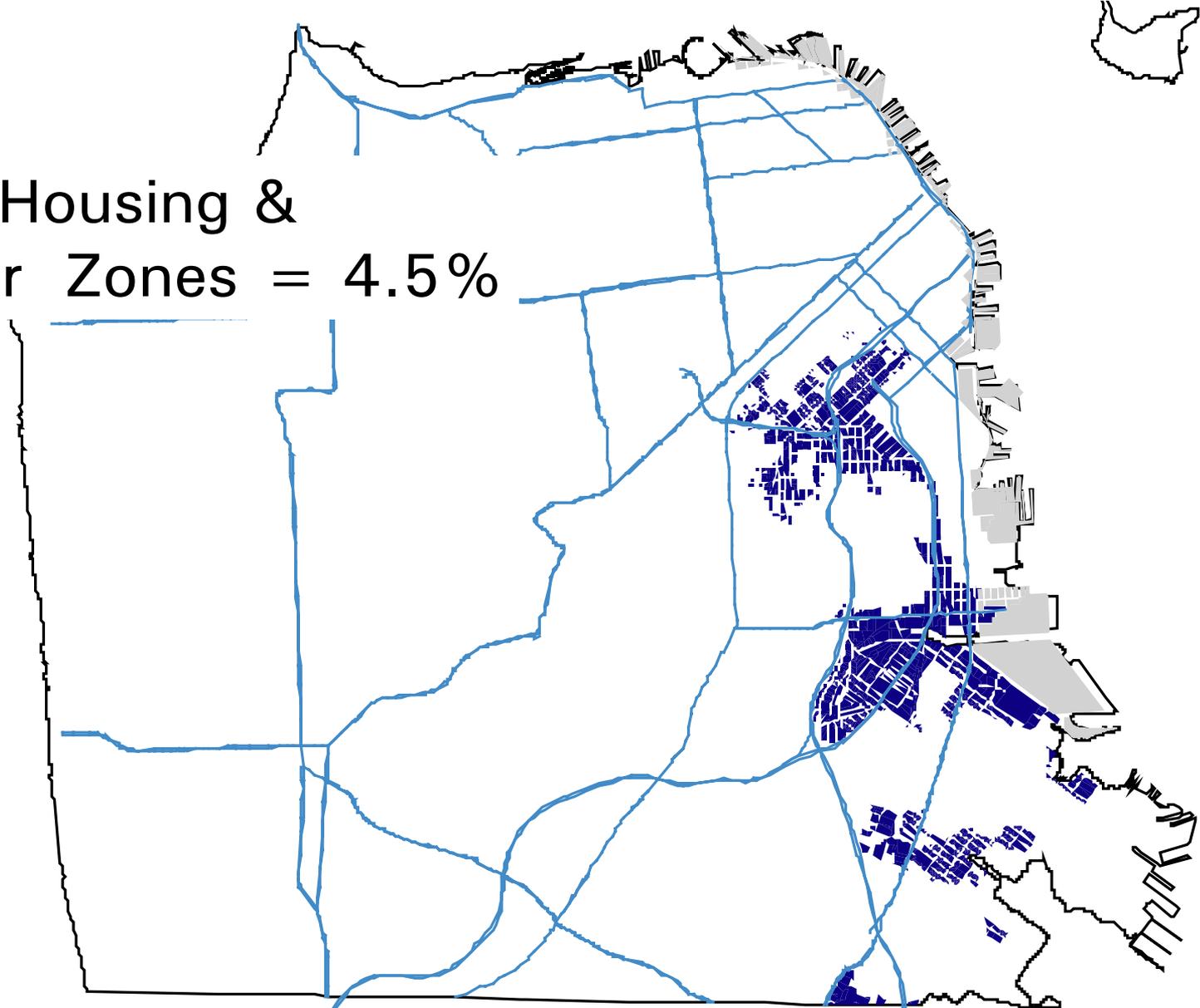
Availability of Industrial Land

Less Programmed Areas = 7%



Availability of Industrial Land

Less Housing &
Buffer Zones = 4.5%



Production Distribution, and Repair Businesses

PDR Businesses:



Garbage Disposal → Entire City

PDR Businesses:



Shuttle Buses → Airport

PDR Businesses:



Catering Services → Downtown Area

PDR Businesses:



Flower Mart → Visitor Sector

PDR Businesses:



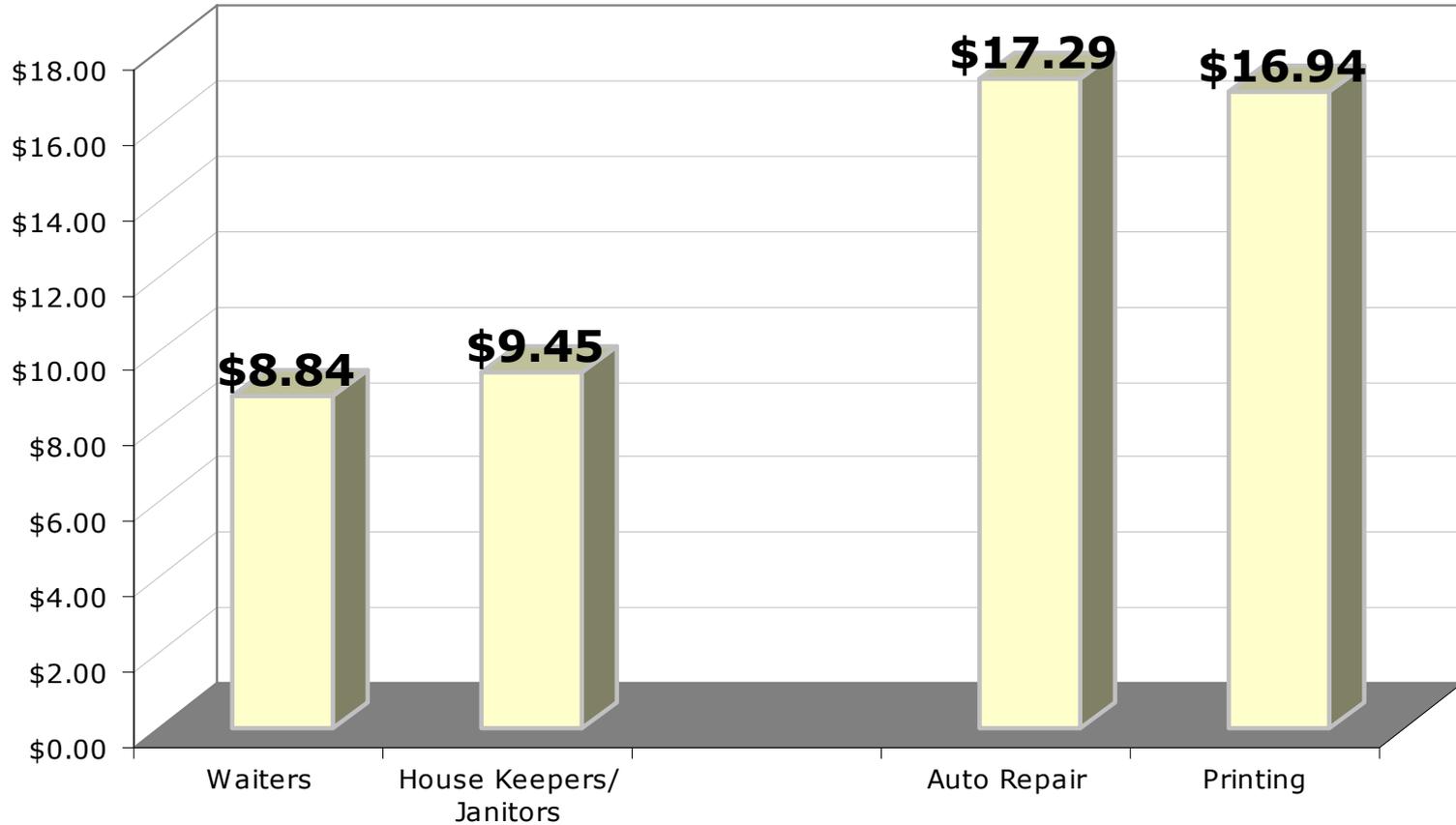
Design Clusters → Graphic, Interior, & Furniture
Design Industries

PDR Businesses:



Printing Clusters → Financial Industry

Wages

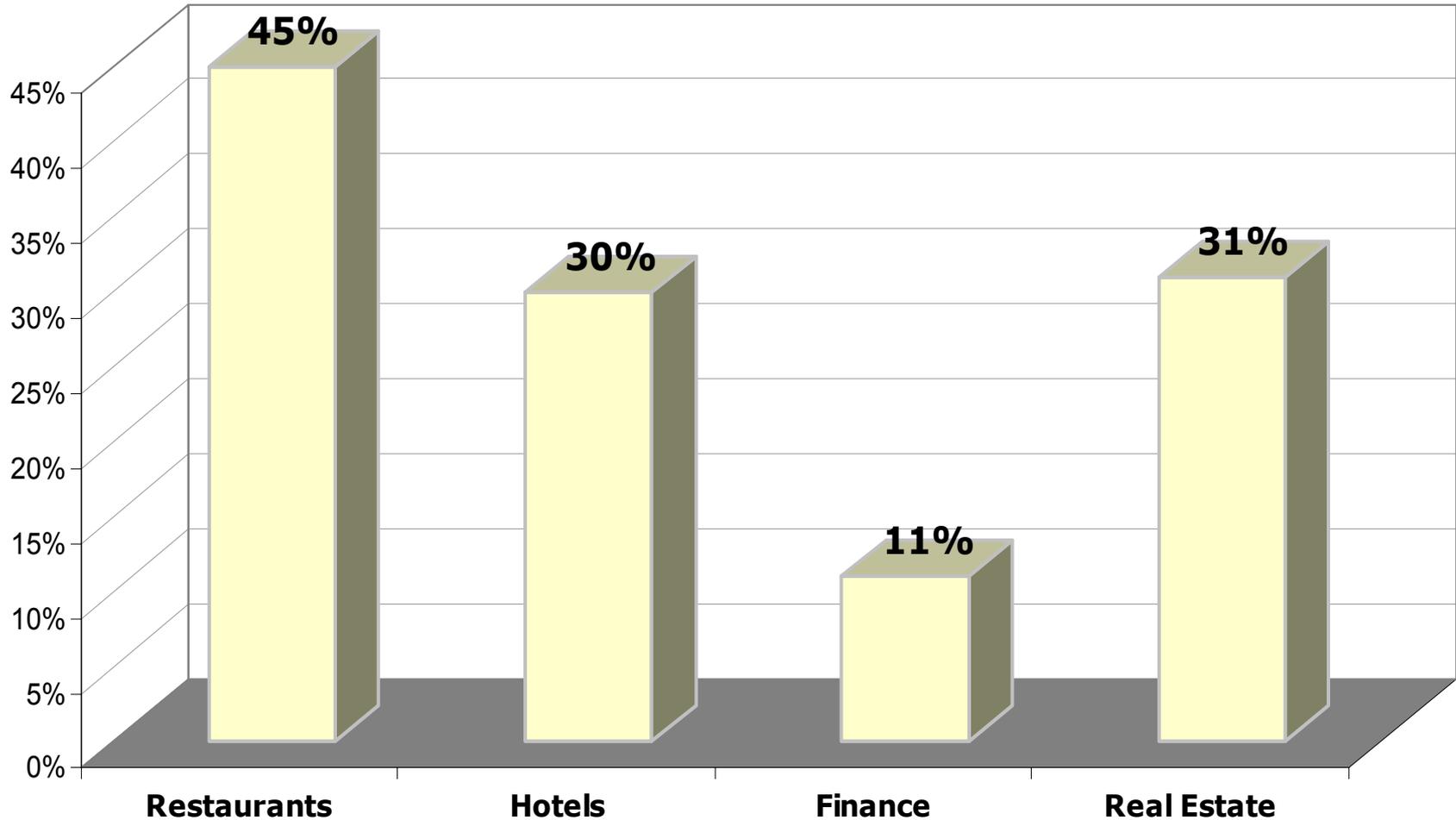


Service Jobs

PDR Jobs

Changes in Industrial Land

Production, Distribution, and Repair Inputs to Main Economic Sectors



Changes in Industrial Land

Challenges for PDR Businesses

Development pressures of the late 1990s

- Live/work (residential) development.
- Expansion of dot-com businesses.



***How much PDR space
do we need?***

Existing Conditions

- PDR Jobs: 47,100
- PDR Space: 22 million sf

Future Conditions

ABAG projections 2020:

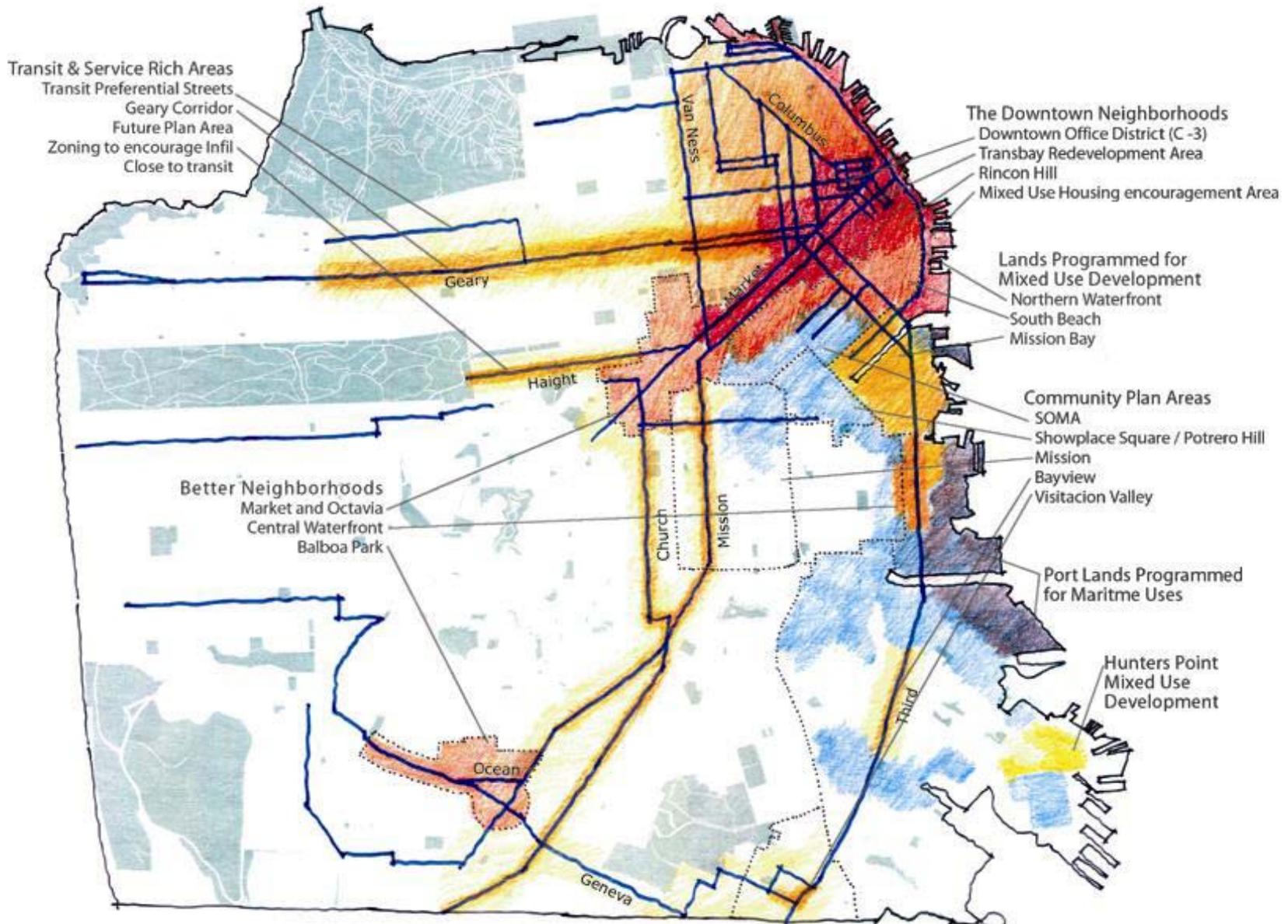
- PDR jobs: 13,000 new jobs
- PDR space: An additional 6 million sf

Community Planning Process 2020:

- Available new PDR space could range from 1 to 3 million sf
- PDR could grow between 3,000 and 7,000 PDR jobs

***How to balance the
need for PDR and the
need for housing***

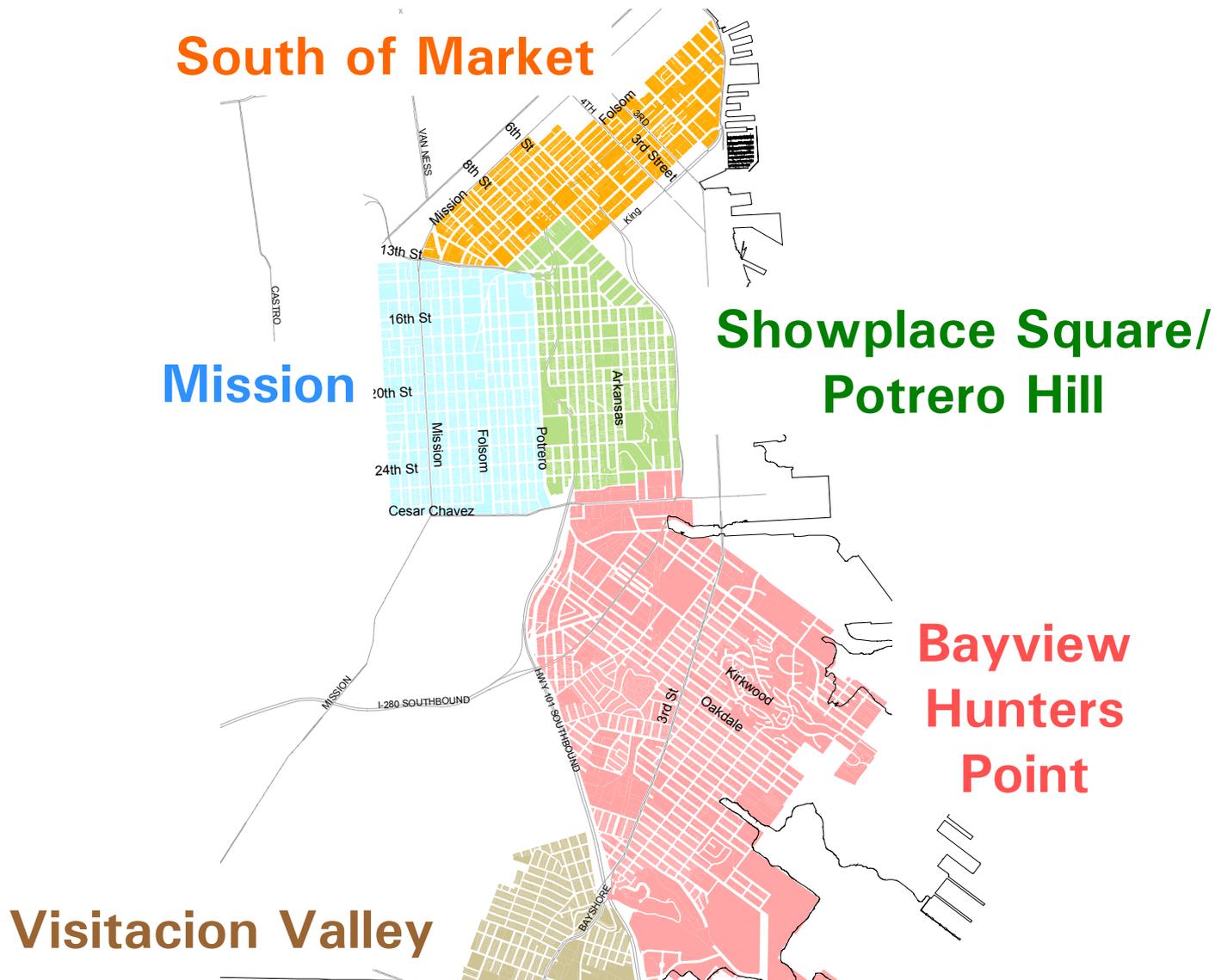
Citywide Action Plan



Changes in Industrial Land

2 | Community Interaction

San Francisco's Eastern Neighborhoods



South of Market

- Affordable, Family Housing
- Retain PDR jobs
- Find appropriate locations for cultural centers, community facilities, and nighttime entertainment



Showplace Square & Potrero Hill

- Allow for a mixed use PDR/Residential Neighborhood
- Allow growth of PDR design businesses
- Create neighborhood commercial districts
- Promote cultural and institutional uses



The Mission

- Create affordable, family housing
- Preserve a diverse range of jobs
- Strengthen the neighborhood commercial streets of Mission, Valencia and 24th



Bayview Hunters Point

- Develop a thriving Town Center
- Enhance existing residential neighborhoods
- Minimize land use conflicts between industrial and residential uses

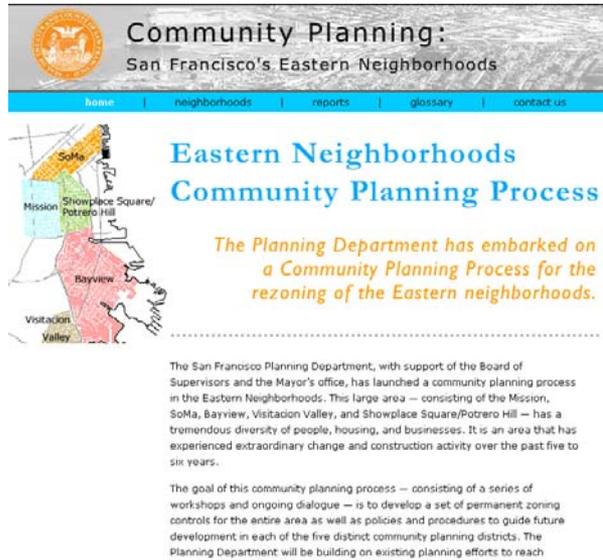


Visitacion Valley

- Strengthen this transit-rich environment by connecting with surrounding neighborhoods
- Encourage neighborhood-serving retail, especially a grocery store
- Create housing to serve a wide-range of income levels



Community Outreach



Community Planning:
San Francisco's Eastern Neighborhoods

home | neighborhoods | reports | glossary | contact us

Eastern Neighborhoods Community Planning Process

The Planning Department has embarked on a Community Planning Process for the rezoning of the Eastern neighborhoods.

The San Francisco Planning Department, with support of the Board of Supervisors and the Mayor's office, has launched a community planning process in the Eastern Neighborhoods. This large area — consisting of the Mission, SoMa, Bayview, Visitacion Valley, and Showplace Square/Potrero Hill — has a tremendous diversity of people, housing, and businesses. It is an area that has experienced extraordinary change and construction activity over the past five to six years.

The goal of this community planning process — consisting of a series of workshops and ongoing dialogue — is to develop a set of permanent zoning controls for the entire area as well as policies and procedures to guide future development in each of the five distinct community planning districts. The Planning Department will be building on existing planning efforts to reach

<http://sfgov.org/planning/communityplanning>

The Planning Department Presents:

South of Market Final Community Workshop

Tuesday, November 19, 2002
The SoMa Recreation Center
270 6th Street/Folsom Street
6:00 to 8:30 pm



We want to hear from you!

Rezoning Alternatives for the SoMa have been drafted and are available for your review online.

sfgov.org/planning/communityplanning/soma.htm

Come to this workshop and provide feedback on these zoning alternatives for your community.



For more information about this workshop, or to receive a packet through the mail, call Chitra Moitra at 558-6370 or email: chitra.moitra@sfgov.org

Workshops



Industrial Summit

Industrial Land in San Francisco:
Understanding Production, Distribution, and Repair



San Francisco Planning Department
July 2002



Meetings and Small Working Sessions



PDR Survey and Focus Groups

14 | Which of the following are important for your business at its current location? (✓ all that apply)

	Currently Available	Not Available
Proximity to Customer Base.....	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to Local Suppliers.....	<input type="checkbox"/>	<input type="checkbox"/>
Proximity to Similar Businesses.....	<input type="checkbox"/>	<input type="checkbox"/>
Transportation.....	<input type="checkbox"/>	<input type="checkbox"/>
Parking.....	<input type="checkbox"/>	<input type="checkbox"/>
Safety.....	<input type="checkbox"/>	<input type="checkbox"/>
Space.....	<input type="checkbox"/>	<input type="checkbox"/>
Local Labor.....	<input type="checkbox"/>	<input type="checkbox"/>
Affordable housing for employees	<input type="checkbox"/>	<input type="checkbox"/>
Other:		

15 | What are your business's transportation needs? (✓ all that apply)

For your freight:

Truck routes.....
 Parking.....
 Freeway.....
 Airport access.....
 Port access.....
 Downtown access.....

Other:

For your employees:

Bart Bus Parking Freeway

Other:

16 | Where are your suppliers located? (✓ one)

Immediate Area SF Bay Area

Other:

17 | Where are your customers located? (✓ one)

Immediate Area SF Bay Area

Other:

18 | What would be appropriate next door to your business? (✓ all that apply)

Housing.....
 Retail.....
 Schools/Institutions.....
 Heavy Industrial.....
 Light Industrial.....
 Office Space.....
 Other.....

:: About Your Employees ::

19 | How many employees do you have? (✓ one)

Less than 5..... 5-10..... 11-20...
 21-50..... 50+.....

20 | What percent of your employees live in:

The Immediate Area.....%
 SF.....%
 Bay Area.....%
 Other.....%

21 | What is the average hourly wage of non-managerial staff?

\$6.75 or Less..... \$6.76-\$10.... \$11-\$15.....
 \$16 - \$20..... \$21 - \$25.... \$26 +.....

22 | What is the average educational level attained by non-managerial staff?

High School..... Vocational Training.....
 2-Year Degree..... 4-Year Degree.....
 Beyond College.....

23 | Additional Comments:



BUSINESS REPLY MAIL
 FIRST-CLASS MAIL PERMIT NO. 26914 SAN FRANCISCO CA
 POSTAGE WILL BE PAID BY ADDRESSEE

SAN FRANCISCO PLANNING DEPARTMENT
 1660 MISSION STREET, SUITE 500
 SAN FRANCISCO, CA 94103-9432

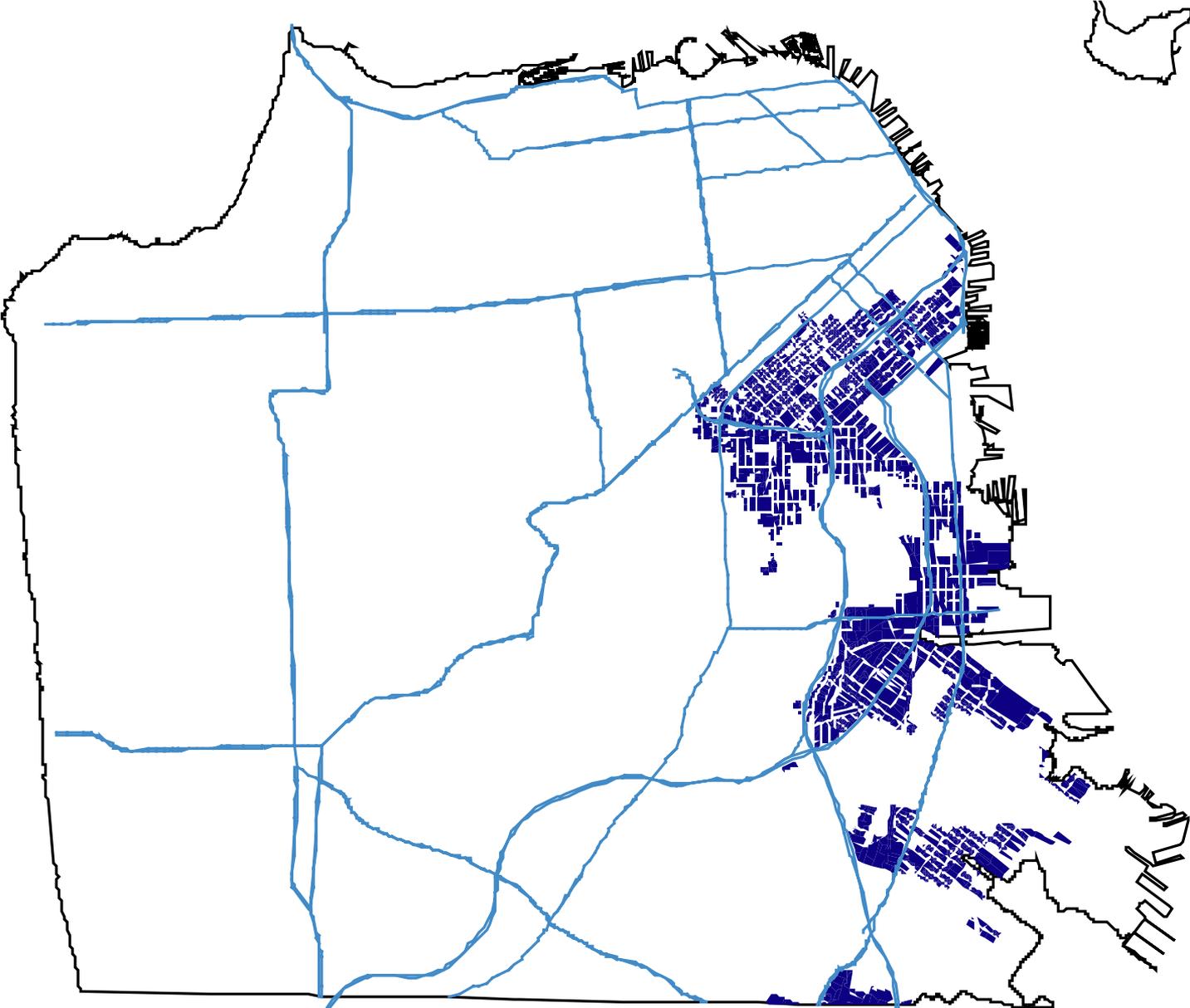


Stakeholders

- Residents
- Property Owners
- Housing Advocates
- PDR Businesses
- Retail and Office Businesses
- Employees

3 | Approaches to Zoning

Industrial Land subject to Rezoning



New Zoning Districts

Single Use: Heavy Industrial



Single Use: Residential Enclave District



Mixed Use with Housing:

Neighborhood
Commercial –
Transit



Mixed Use with Housing: Residential/Commercial



Mixed Use with Housing: PDR/Residential



Mixed Use without Housing: Big Box/PDR



Mixed Use without Housing: PDR With Accessory Retail



Three Alternatives

Spectrum of Alternatives

Existing
Conditions

Maximum
Housing
Development

A

B

C

Alternative A

- Retains most of existing character and conditions
- Stresses the preservation of PDR jobs
- Housing development focused on Better Neighborhoods and along transit corridors

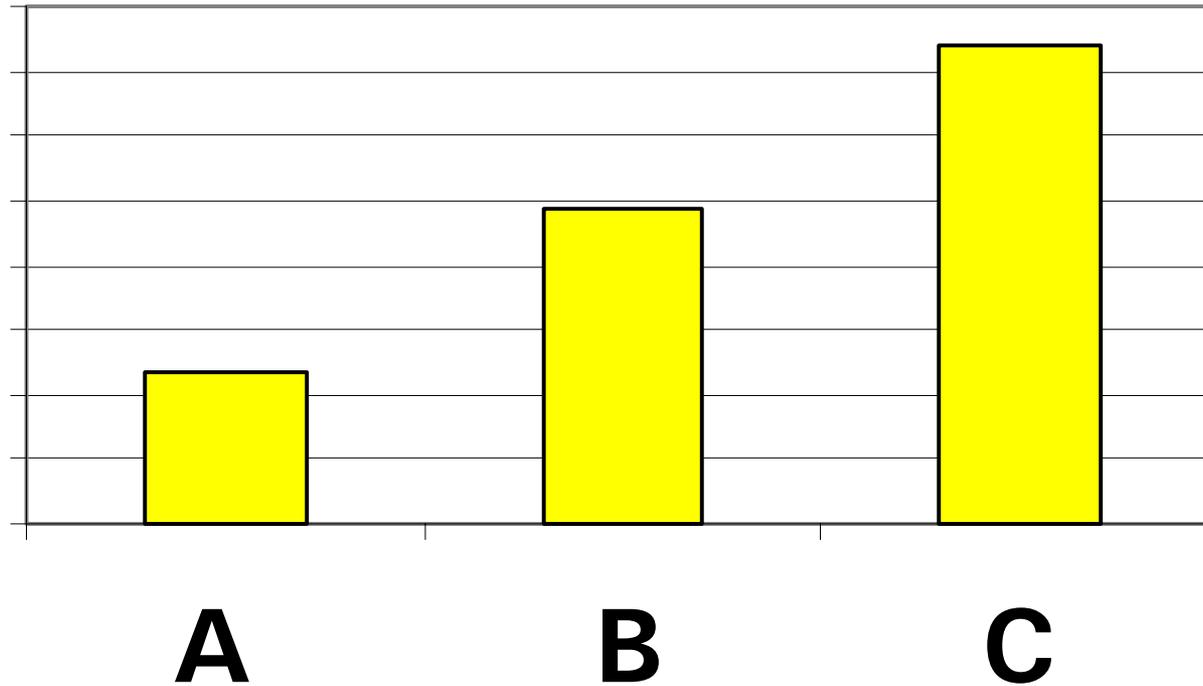
Alternative B

- A moderate approach that balances housing and jobs by:
 - promoting housing along transit corridors
 - limiting the loss of PDR jobs

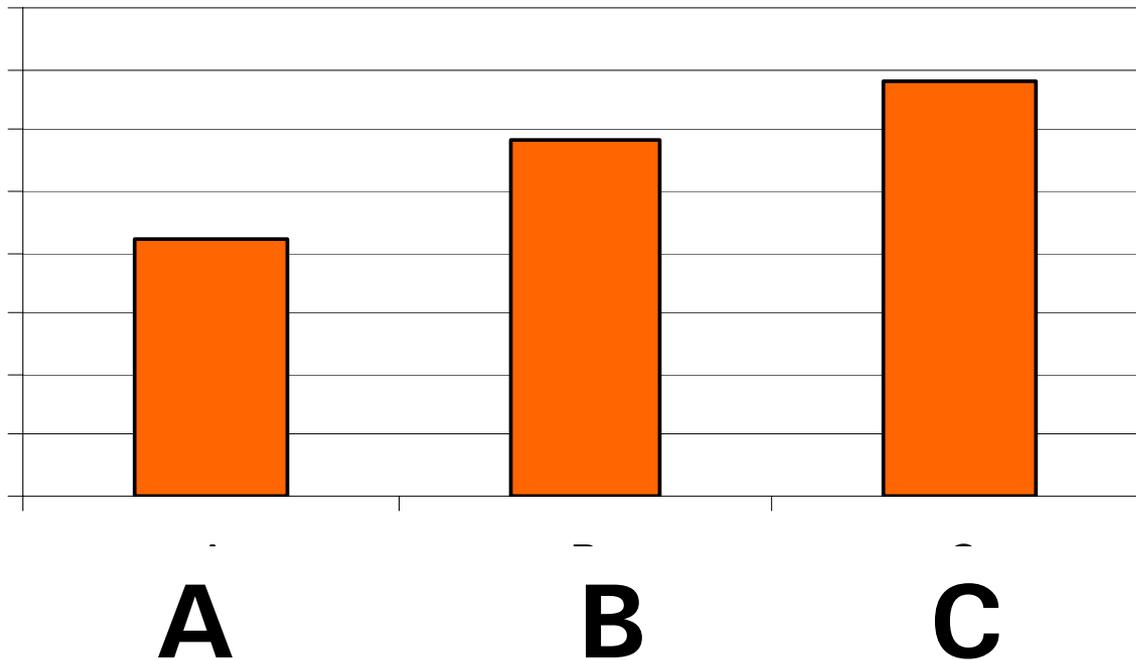
Alternative C

- Emphasizes the development of Housing
- Proposes the greatest amount of change
- Greatest displacement of PDR Jobs

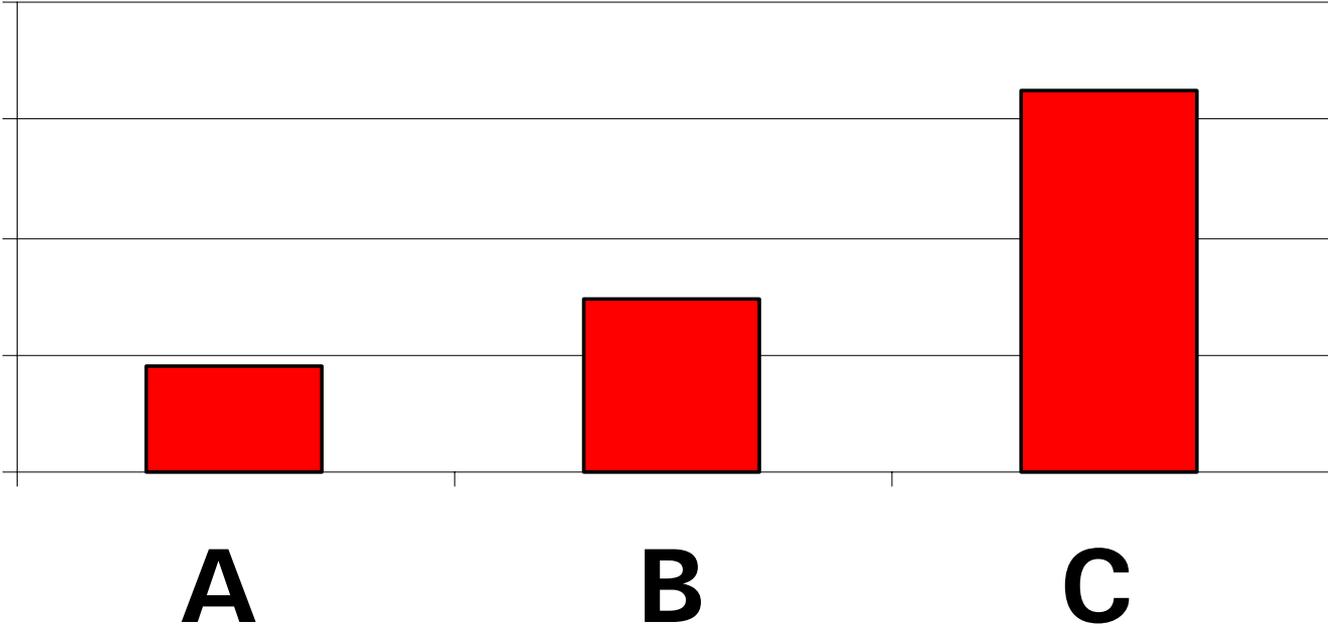
Potential Housing Development



Potential New Office and Retail Jobs



Possible Loss of PDR Jobs



4 | Next Steps

What's our role?

- Coordinate public participation
- Analysis of existing and future land use scenarios
- Provide citywide perspective
- Develop zoning tools and controls
- Address specific community concerns

What are the policy issues to be addressed?

- How much space is appropriate for PDR?
- How do we create more housing opportunities?