

Mission

AREA PLAN

DRAFT



SAN FRANCISCO
PLANNING
DEPARTMENT

EASTERN NEIGHBORHOODS

Community Workshop Series

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MISSION

1. LAND USE

OBJECTIVE 1.1

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

OBJECTIVE 1.2

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

OBJECTIVE 1.3

ENSURE THAT THE MAJORITY OF NEW HOUSING IS DEVELOPED IN, OR IMMEDIATELY ADJACENT TO, ESTABLISHED RESIDENTIAL AND NEIGHBORHOOD COMMERCIAL AREAS; THAT IT IS COMPATIBLE WITH ITS SURROUNDINGS, AND THAT IT SATISFIES COMMUNITY HOUSING NEEDS.

OBJECTIVE 1.4

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

OBJECTIVE 1.5

ALLOW COMPATIBLE HOUSING DEVELOPMENT ON SOME INDUSTRIAL LAND THAT IS IMMEDIATELY PROXIMATE TO EXISTING NEIGHBORHOOD COMMERCIAL AREAS AND SERVICES, AND THAT DOES NOT DISPLACE EXISTING BUSINESSES AND JOBS WITHOUT CREATING COMPARABLE SPACE FOR SUCH ACTIVITIES.

2. JOBS

OBJECTIVE 2.1

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

3. HOUSING

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ENCOURAGE THE DEVELOPMENT OF PERMANENTLY AFFORDABLE HOUSING IN THE MISSION

OBJECTIVE 3.2

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ENCOURAGE, RETAIN AND ENHANCE SINGLE RESIDENT OCCUPANCY HOTELS AND EFFICIENCIES AS AFFORDABLE HOUSING RESOURCES FOR LOW-INCOME SINGLE-PERSON AND INDEPENDENT ELDERLY HOUSEHOLDS.

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IMPROVE ACCESS TO AFFORDABLE HOUSING

OBJECTIVE 3.9

PROMOTE HEALTH THROUGH HOUSING POLICY

1. LAND USE

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

OBJECTIVE 1.1

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

To ensure the Mission remains a center for immigrants, artists, and innovation the established land use pattern should be reinforced. This means protecting established areas of residential, commercial, and PDR, and ensuring that areas that have become mixed-use over time develop in such a way that they contribute positively to the neighborhood. A place for living and working also means a place where affordably priced housing is made available, blue-collar jobs are protected, and where goods and services are oriented to serve the needs of the community. For the Mission to continue to function in this way, land must be designated for such uses and controlled in a more careful fashion.

Policy 1.1.1

Establish land use districts that foster the Mission's unique character.

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

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

The following land use districts are proposed:

Neighborhood Commercial Transit

This district encourages active ground floor uses by requiring minimum ceiling heights for retail uses, prohibiting new curb cuts on some of the blocks and limiting blank walls. Housing is encouraged on the upper stories.

Residential Transit Oriented

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

Urban Mixed Use

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

Mixed Use Residential

The intent of this district is to encourage affordable housing development that is well served by transit, while protecting and existing PDR activities including auto repair businesses and arts activities.

Employment and Business Development District

The intent of this district is to encourage new business formation, support existing businesses, and to conserve space for Production, Distribution, and Repair (PDR) businesses, including arts activities. In order to protect PDR, certain uses such as housing and downtown office are prohibited in this district.

Policy 1.1.2

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

OBJECTIVE 1.2

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

Policy 1.2.1

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

Policy 1.2.2

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

Policy 1.2.3

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

Policy 1.2.4

In existing residential transit oriented areas, identify appropriate locations for neighborhood serving corner stores.

Policy 1.2.5

Consider restricting formula retail establishments, especially those that generate additional auto traffic, to promote locally owned and locally serving businesses.

Policy 1.2.6

Promote more family and neighborhood serving uses by restricting additional bars, liquor stores, adult entertainment, tourist hotels and tobacco related businesses in neighborhood commercial areas.

OBJECTIVE 1.3

ENSURE THAT THE MAJORITY OF NEW HOUSING IS DEVELOPED IN, OR IMMEDIATELY ADJACENT TO, ESTABLISHED RESIDENTIAL AND NEIGHBORHOOD COMMERCIAL AREAS, THAT IT IS COMPATIBLE WITH ITS SURROUNDINGS, AND THAT IT SATISFIES COMMUNITY HOUSING NEEDS.

Policy 1.3.1

Encourage the development of affordable housing and locate it in ways that encourage a well-mixed and diverse housing stock by:

- *Designating mixed use residential areas near neighborhood commercial districts.*
- *Replace density controls with requirements to build specified proportions of family housing.*
- *Establishing land trusts in appropriate residential areas.*
- *Allowing additional height along Mission/Valencia for 100% affordable housing developments.*

Policy 1.3.2

Identify opportunity sites for, and pursue the creation of, permanently affordable housing.

OBJECTIVE 1.4

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

It is important for the health and diversity of the city's economy and population that space in San Francisco be preserved for Production, Distribution, and Repair activities. Establishing space for PDR activities that is protected from encroachment by other uses responds to existing policy set forth in the city's *General Plan*, particularly the Commerce and Industry Element (C&I), that includes the following pertinent policies:

- Seek to retain existing commercial and industrial activity and to attract new such activity to the city (Objective 2, Policy 1)
- Promote the attraction, retention, and expansion of commercial and industrial firms which provide employment improvement opportunities for unskilled and semi-skilled workers (Objective 3, Policy 1)
- Avoid public actions that displace existing viable industrial firms (Objective 4, Policy 3)
- When Displacement does occur, attempt to relocate desired firms within the city (Objective 4, Policy 4)
- Avoid encroachment of incompatible land uses on viable industrial activity (Objective 4, Policy 5)
- Maintain an adequate supply of space appropriate to the needs of incubator industries (Objective 4, Policy 11)

Generally, establishing areas for PDR businesses achieves the following:

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

Policy 1.4.1

Establish an Employment and Business Development (EBDD) District in the northeast Mission that protects and promotes PDR and arts activities.

Policy 1.4.2

Prohibit construction of new housing and office in EBDD districts and limit the amount of other uses such as large retail that can be introduced.

Policy 1.4.3

In areas designated for PDR, protect the stock of existing buildings used by, or that are appropriate for, PDR businesses by:

- 1. Restricting conversions of industrial buildings to other building types.*
- 2. Discouraging the demolition of existing, sound PDR buildings.*

Policy 1.4.4

Promote redevelopment or infill of PDR uses at underutilized sites in PDR districts.

Policy 1.4.5

Encourage the development of flexible buildings with high floor-to-ceiling heights, large floor plates, and other features that will allow the structure to support various businesses.

OBJECTIVE 1.5

ALLOW COMPATIBLE HOUSING DEVELOPMENT ON SOME INDUSTRIAL LAND THAT IS IMMEDIATELY PROXIMATE TO EXISTING NEIGHBORHOOD COMMERCIAL AREAS AND SERVICES, AND THAT DOES NOT DISPLACE EXISTING BUSINESSES AND JOBS WITHOUT CREATING COMPARABLE SPACE FOR SUCH ACTIVITIES.

Policy 1.5.1

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

Policy 1.5.2

Establish an urban mixed use district that allows a variety of uses including housing, retail and office and that provides new space for compatible PDR development.

2. JOBS

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

In the Mission typical PDR businesses have historically relied upon the immigrant labor pool. In return, this population benefits from PDR jobs since they provide opportunities for workers who lack higher education in the US or may not speak English well. The job policies for the Mission address how land use and other

policies can promote a diverse range of jobs for local residents while retaining the concentration of PDR found in the area.

OBJECTIVE 2.1

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

POLICY 2.1.1

Establish an Employment and Business Development District in the Mission that provides PDR and other employment opportunities for a variety of skill levels.

POLICY 2.1.2

Attract new industries that create employment opportunities for Mission residents and strengthen and diversify the local economy.

POLICY 2.1.3

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

POLICY 2.1.4

Promote PDR and arts activities expansion, by maximizing and intensifying existing facilities and properties, rehabilitating older PDR structures, and developing vacant land with these uses in areas designated for them.

POLICY 2.1.5

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

POLICY 2.1.6

Support the expansion of small businesses and firms in newly emerging industries that employ Mission residents.

POLICY 2.1.7

Assist PDR firms displaced from other parts of San Francisco, to relocate in areas designated for PDR in the Mission.

POLICY 2.1.8

Protect and promote the existing cluster of auto-related businesses on land currently zoned industrial in the Mission.

3. HOUSING

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

OBJECTIVE 3.1**ENCOURAGE THE DEVELOPMENT OF PERMANENTLY AFFORDABLE HOUSING IN THE MISSION****Policy 3.1.1**

Increase opportunity sites for permanently affordable housing development.

Policy 3.1.2

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

Policy 3.1.3

Encourage the development of affordable rental housing.

Policy 3.1.4

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

OBJECTIVE 3.2**ENCOURAGE IN-FILL HOUSING DEVELOPMENT IN APPROPRIATE AREAS****Policy 3.2.1**

Ensure the compatibility of in-fill housing developed in established residential areas.

Policy 3.2.2

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

Policy 3.2.3

Encourage housing development over commercial or PDR uses in new construction or when existing buildings are substantially expanded.

OBJECTIVE 3.3**ENSURE A MIX OF INCOME, UNIT SIZE AND TENURE IN NEW MAJOR HOUSING DEVELOPMENTS****Policy 3.3.1**

Target Below Market Rate units to families.

Policy 3.3.2

Require that forty percent of all units in new development be two or more bedroom units.

Policy 3.3.3

Establish a target that at least ten percent of all units in new development be three or more bedroom units.

Policy 3.3.4

Encourage a mix of rental and ownership housing in new major residential development.

Policy 3.3.5

When a new housing project opts to meet its inclusionary requirement off-site, encourage that housing to be located in the Mission, and require that housing to be located only in Neighborhood Commercial (NC) or Residentially (R) zoned areas intended for the promotion of new housing.

OBJECTIVE 3.4**LOWER THE COST OF HOUSING****Policy 3.4.1**

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

Policy 3.4.2

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

Policy 3.4.3

Ensure one-to-one replacement of housing slated for demolition or major renovation and maintain the level of affordability for replacement units.

Policy 3.4.4

Eliminate residential parking requirements and introduce a maximum parking cap in neighborhood commercial areas well served by transit to encourage additional affordable housing units.

OBJECTIVE 3.5**PRESERVE THE EXISTING RENT-CONTROLLED HOUSING STOCK**

Policy 3.5.1

Continue to control the demolition or conversion of sound rent-controlled units.

Policy 3.5.2

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

Policy 3.5.3

Explore ways to conserve and upgrade the existing low and moderate income rental housing stock.

Policy 3.5.4

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

OBJECTIVE 3.6

ENCOURAGE, RETAIN AND ENHANCE SINGLE RESIDENT OCCUPANCY HOTELS AND EFFICIENCIES AS AFFORDABLE HOUSING RESOURCES FOR LOW-INCOME SINGLE-PERSON AND INDEPENDENT ELDERLY HOUSEHOLDS.

Policy 3.6.1

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

Policy 3.6.2

Require new SRO's and efficiencies to be affordable.

Policy 3.6.3

Support the rehabilitation of existing SRO's.

Policy 3.6.4

Increase access to supportive housing services such as drug counseling, job training and employment referrals for residents of existing SRO's.

OBJECTIVE 3.7

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

Policy 3.7.1

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

Policy 3.7.2

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

Policy 3.7.3

Coordinate efforts to conserve the existing supply of federally subsidized lower income housing, including buildings that are privately owned and subsidized using public funds.

OBJECTIVE 3.8**IMPROVE ACCESS TO AFFORDABLE HOUSING****Policy 3.8.1**

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

Policy 3.8.2

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

Policy 3.8.3

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

Policy 3.8.4

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

OBJECTIVE 3.9**PROMOTE HEALTH THROUGH HOUSING POLICY****Policy 3.9.1**

Support efforts to improve lead reduction programs to reduce lead exposure.

Policy 3.9.2

Ensure that new housing development be designed to meet the physical, social and psychological needs of families with children.