

EASTERN NEIGHBORHOODS

Community Workshop Series



SHOWPLACE/ POTRERO

AREA PLAN

COMMUNITY PLANNING WORKSHOP 1



SAN FRANCISCO
PLANNING
DEPARTMENT

中文資料請電：558-6282

Para sa impormasyon sa Tagalog tumawag sa: 558-6251

Para información en Español llamar al: 575-6810

MARCH 1, 2006

Eastern Neighborhoods Community Planning Process in Showplace Square

The Eastern Neighborhoods Community Planning process began in January 2002. As part of this process, a series of community workshops was held in Showplace Square to decide upon the goals for the neighborhood, determine how these goals would apply to zoning and land use decisions, and finally to refine a set of zoning alternatives. These zoning alternatives were then presented to the City Planning Commission (CPC) on March 3, 2003 in the book titled “Community Planning in the Eastern Neighborhoods: Rezoning Options Workbook” (Rezoning Workbook). In the fall of 2003 the CPC initiated the environmental impact review (EIR) process for the proposed zoning. Staff presented interim controls and policies to stabilize the area while this analysis was being completed. Policies were eventually adopted on February 12, 2004 as Resolution 16727, Eastern Neighborhood Policies.

Initially the Eastern Neighborhoods process was limited to a rezoning centered on industrial land, including Showplace Square, where many thousands of businesses and jobs continue to locate. As this process evolved, it became clear that zoning changes would allow significant amounts of new development requiring additional planning to meet the needs of both existing and future residents and businesses. Area plan concepts covering such subjects as open space, urban design, and transportation policies were then developed and the concept of “public benefits” emerged to better address needs related to affordable family housing and support for existing businesses.

This evening’s presentation and this document begin to discuss these new area plan concepts. This introductory draft offers the community a chance to build on these ideas. In future workshops, we will refine the concepts presented here based on the community’s input and also discuss other elements of the area planning process.

Where We Are in the Process and What This Paper Represents

The Rezoning Workbook presented the general community goals, a range of options for new zoning controls, and initial height concepts. Since its release, the Planning Department has been working with the community and performing additional analysis to further articulate and refine these concepts. The Department has also started to formulate ideas about urban design, transportation, and open space that will become the foundation for an area plan. This plan will be developed as part of the Eastern Neighborhoods community planning process.

This paper presents the Department’s latest thinking about how to move forward with and to complete the planning process. It includes:

- A summary of community planning goals presented in the Rezoning Workbook.
- A proposal for land use in Showplace Square as well as a zoning framework for achieving this land use over time. The land use proposal represents a refined version of earlier work and seeks to balance the needs of existing and emerging businesses with residents’ desires for modest amounts of compatible residential development and while accommodating more neighborhood commercial uses along 16th and 17th streets.
- A refined proposal for height controls based on the Rezoning Workbook that acknowledges the revised land use proposal and that allows for better ground floor spaces.

And for the planning area:

- A framework for parks and open space. These concepts were developed after release of the Rezoning Workbook.
- A framework for transportation. These concepts were developed after release of the Rezoning Workbook.
- A discussion of public benefits the community could consider as part of the area plan.

The EIR for the permanent controls and area plan is now underway. Analysis for the EIR has been structured around the concept of brackets that establish a range of options within which the final proposal and area plan will fall. So, any changes to the permanent zoning controls and area plan generated by the community process should be accommodated by the analysis for the EIR. This approach allows the environmental review process to move forward without having to wait until the planning work is complete.

Eastern Neighborhoods Industrial Land Rezoning Goals

The guiding principle of the Eastern Neighborhoods community planning process has been to work collaboratively with stakeholders to develop rezoning proposals that achieve both neighborhood and citywide land use goals. Several goals guided the Eastern Neighborhoods community planning process including:

1. Identify appropriate locations for housing.
2. Retain an adequate supply of industrial land.
3. Improve residential and non-residential places.

Showplace Community Planning Goals

With these citywide land use goals in mind, goals for Showplace Square were developed over the course of several community workshops in the spring of 2002. These goals represent the conceptual basis for the ideas presented in this document. The planning effort works to address these goals partly through zoning and partly through the policies and objectives that form the core of the area plan. The community has also expressed its desire that the planning effort consider the impacts of new development on existing character and should also be mindful of existing area needs. Some of these issues are addressed in the discussion of public benefits at the end of this document. A summary of community goals for the area include:

- Develop a mix of high-quality housing types and affordability in the Showplace area.
- Support compatible PDR uses in the area.
- Restrict large retail and after-hours clubs, and other sources of significant traffic generation.
- Support existing area transit and improve transit access to downtown.
- Encourage a pedestrian-friendly environment with green streets and other open space improvements.
- Preserve existing public views by restricting the size and bulk of new buildings.

Land Use in the Showplace

After publishing the Rezoning Workbook, the Department developed a proposal for the permanent controls, presented below. This proposal was taken to the Planning Commission on October 27, 2005 for informational purposes (to view the Rezoning Workbook online, visit http://www.sfgov.org/site/planning_index.asp?id=25293). This zoning proposal represents a refined version of earlier work and seeks to balance the needs of existing and emerging businesses with residents' desires for modest amounts of compatible residential development, more neighborhood commercial uses, and general area improvements.

A number of changes have occurred in Showplace Square since the publication of the rezoning workbook. These include:

- Interim policies for the Eastern Neighborhoods were adopted by the Commission to promote housing and PDR in appropriate locations. There remain in effect.
- Supervisor Maxwell initiated interim controls for a portion of Showplace Square, and a revised set of interim policies specific to the area. These lapsed at the end of 2005.

Responding to the need for updated information on PDR businesses located on industrial land, the Planning Department engaged consultants Economic Planning Systems (EPS) to study the supply and demand of PDR activities in San Francisco. The study confirmed that PDR is an essential component to the local economy and that reasonable growth can be expected. It also found that the future building supply for PDR businesses was insufficient. As a result, the zoning proposal was adjusted with neighborhood needs in mind to better accommodate the existing PDR clusters of design and arts-related activities.

The following zoning districts are in the zoning proposal:

Mixed Use Residential (MUR).

This is similar to the district titled Residential/Commercial in the Rezoning Workbook. This district is intended to encourage housing, but allows for all types of uses while providing space for a mix of commercial and retail activities.

Employment and Business Development (EBDD).

The intent of this district is to encourage new business formation, support existing businesses, and to conserve building space for Production, Distribution, and Repair (PDR) businesses.

Urban Mixed Use (UMU).

This is similar to the Residential/PDR district in the Rezoning Workbook. 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 requires PDR to be included in new development, the amount of which is determined by a ratio.

Design and Showroom District.

The intent of this district is to acknowledge and support the unique collection of buildings, jobs, and uses that characterize part of Showplace Square. It restricts demolition of PDR space and buildings, allows but limits office and retail to 5,000 square feet per lot and prohibits certain industrial uses.






Arts and Technology District.

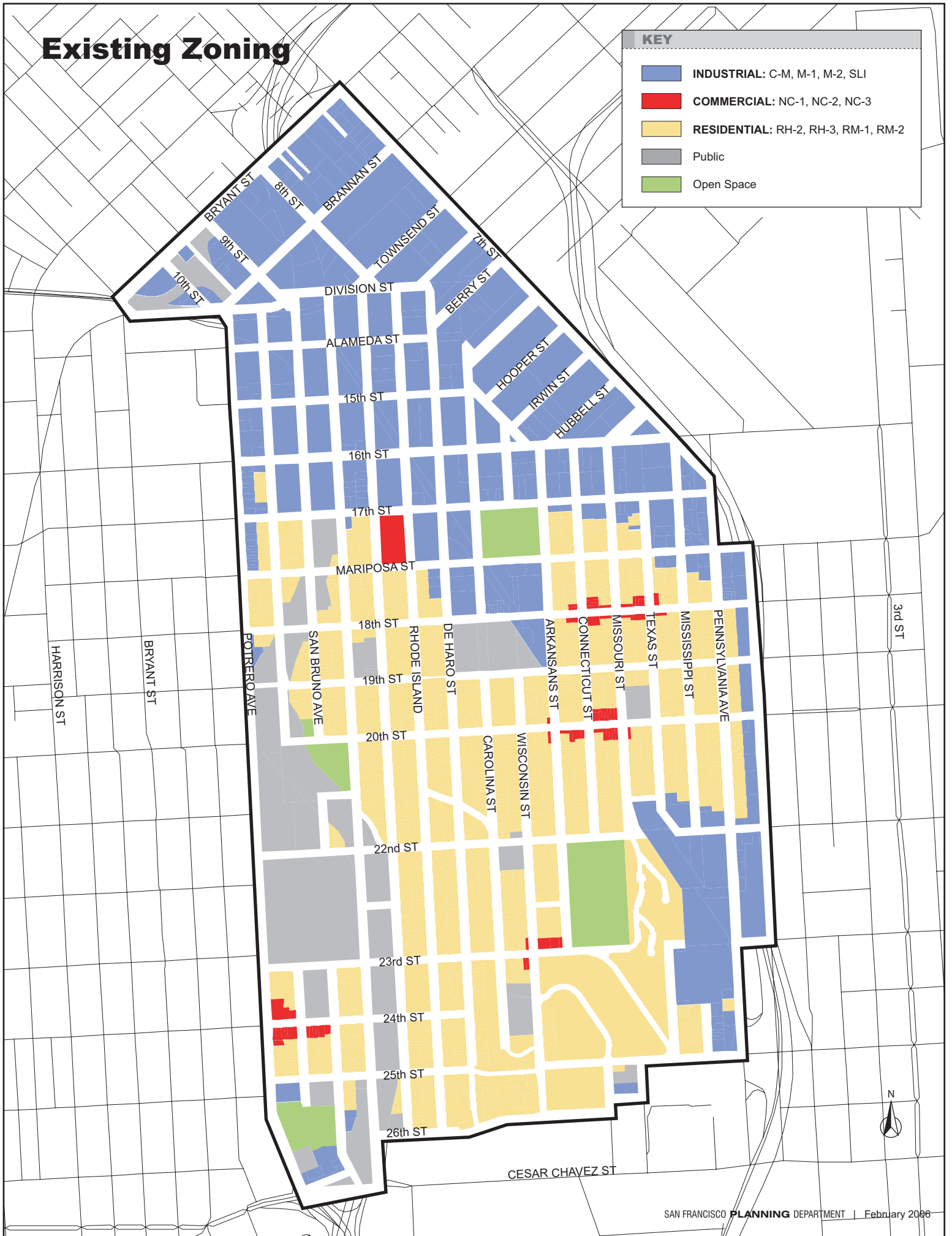
The intent of this district is to encourage a wide array of non-residential uses that reflect the presence of the California College of Arts and the nearby Mission Bay development. It encourages arts and technology uses and requires five square feet of PDR space for every one foot of new housing.

Residential – Medium Density

Most of these areas are currently zoned RH-2 or RH-3. This zoning district would call for modest residential density increases to better support neighborhood commercial activity in the area.

Existing Zoning

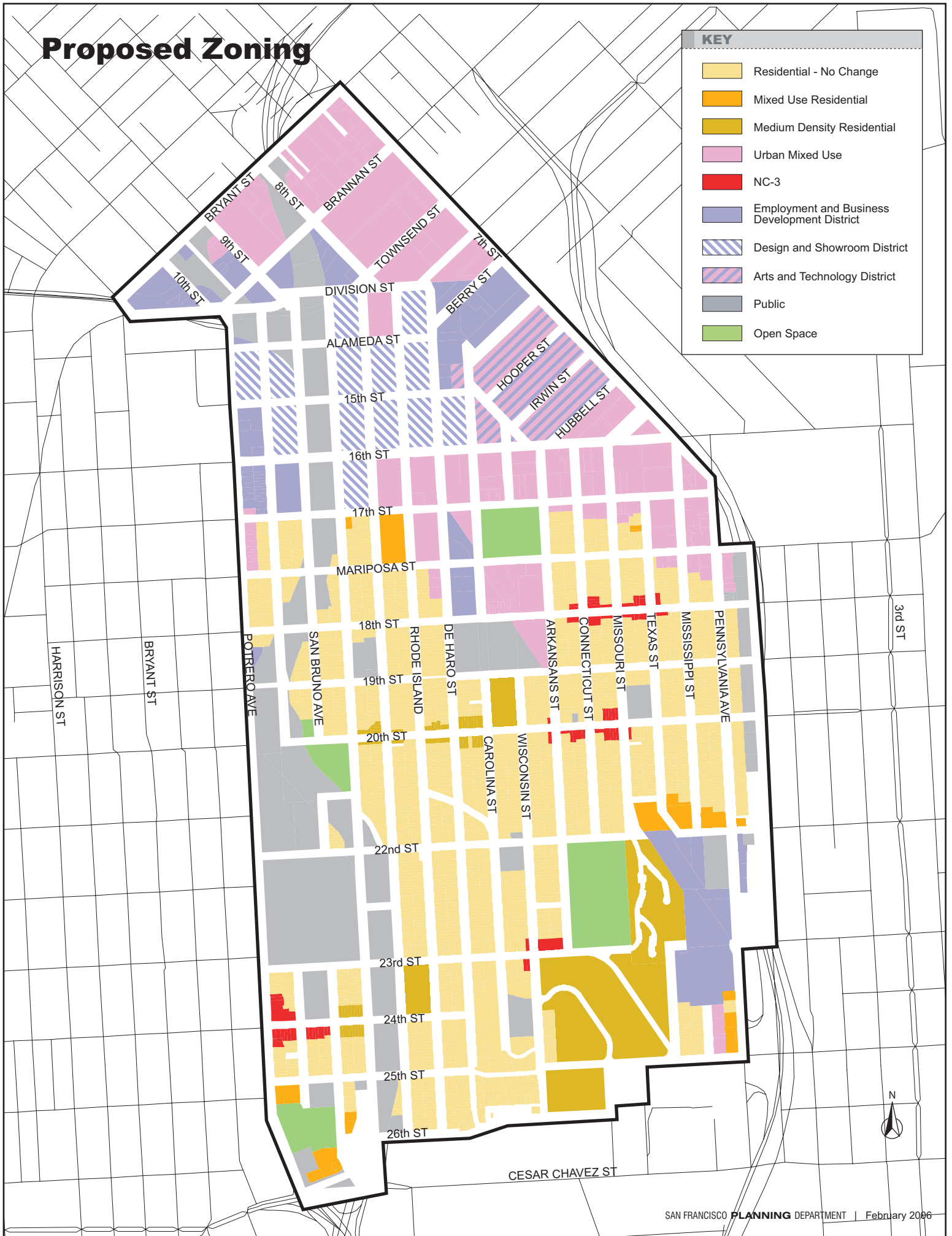
KEY	
	INDUSTRIAL: C-M, M-1, M-2, SLI
	COMMERCIAL: NC-1, NC-2, NC-3
	RESIDENTIAL: RH-2, RH-3, RM-1, RM-2
	Public
	Open Space



Proposed Zoning

KEY

- Residential - No Change
- Mixed Use Residential
- Medium Density Residential
- Urban Mixed Use
- NC-3
- Employment and Business Development District
- Design and Showroom District
- Arts and Technology District
- Public
- Open Space



Urban Form

Proposed Heights

Since the production of the Rezoning Workbook, staff has further refined the heights presented in the Rezoning Workbook. The main features of the height proposal are:

- To protect Potrero Hill from inappropriately scaled development, ensure most areas remain at 40'.
- For more generous and flexible ground floor commercial spaces, slightly increase heights from 40' to 45' along 16th and 17th Streets.
- To allow for additional development potential while ensuring neighborhood compatibility and views, increase heights from 50' to 65' feet generally north of 16th Street.

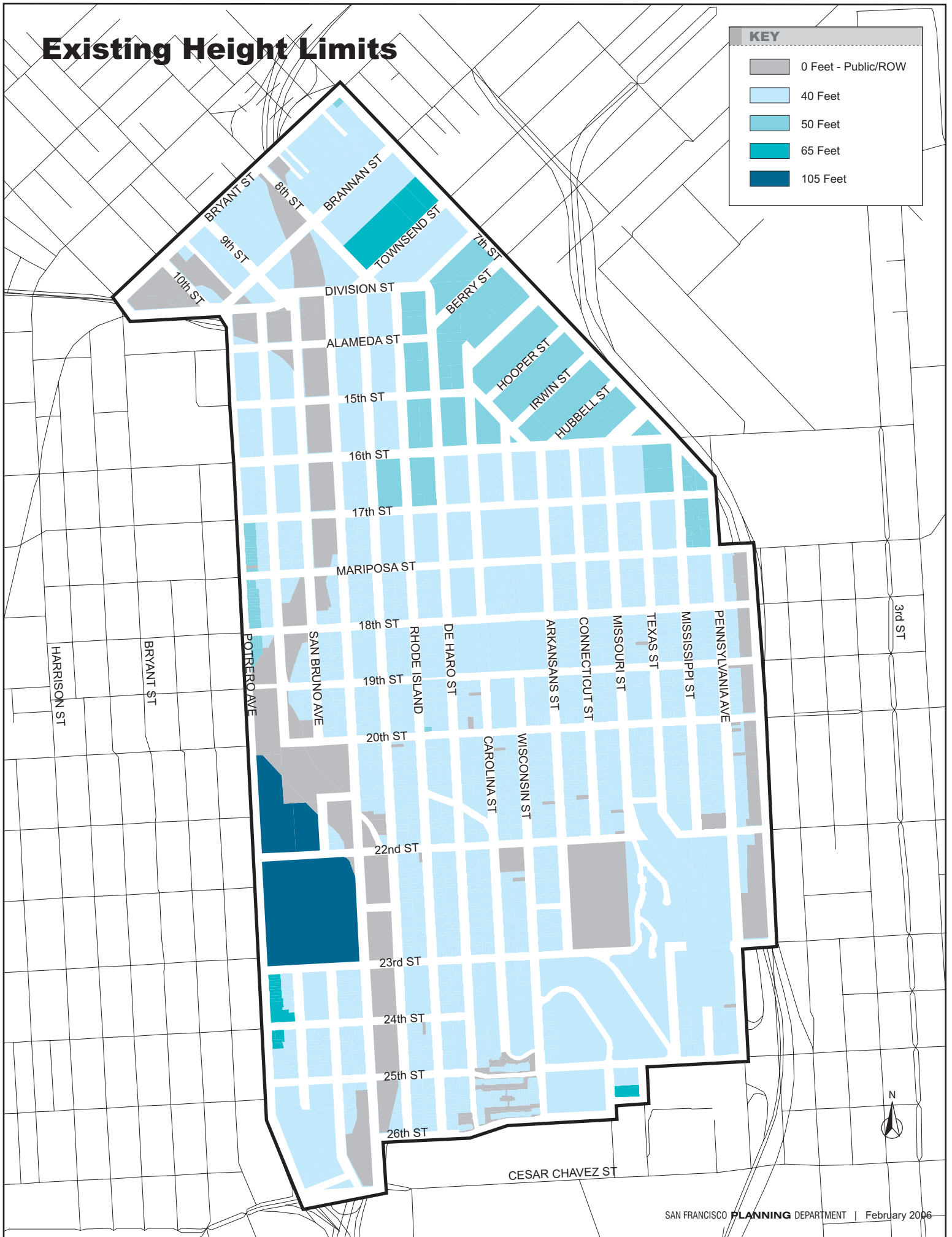
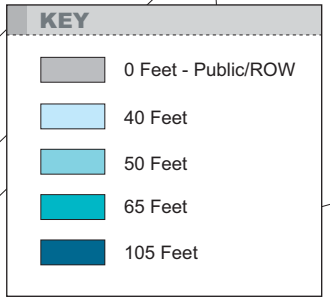
Parks and Open Space

Showplace has an open space deficiency that impacts area businesses and their employees as well as residents. Without new open space, this deficiency will grow. In addition to the creation of new neighborhood parks, well-designed open spaces such as pocket parks or “green street” improvements might be appropriate.

To address open space deficiencies where they exist, major elements of a Showplace open space system could include:

- 7th Street: Add streetscape amenities and greenery linking to open spaces in SoMa and Mission Bay.
- 16th and/or 17th Streets: Add streetscape amenities and greenery linking to open spaces in the Mission and Mission Bay.
- Reclaim excess street space and add open space with seating and landscaping at the corner of 8th, 16th, and Wisconsin Streets (on the map designated by a purple asterisk at the lower right).
- Make streetscape improvements and encourage outdoor seating at uses adjacent to the traffic circle.
- On the map designated by yellow circles - add open space, either by requiring new development to provide open space as part of development, or through public acquisition.
- Create a pedestrian connection from Showplace Square to Mission Creek at Channel Street, at surface level if feasible.

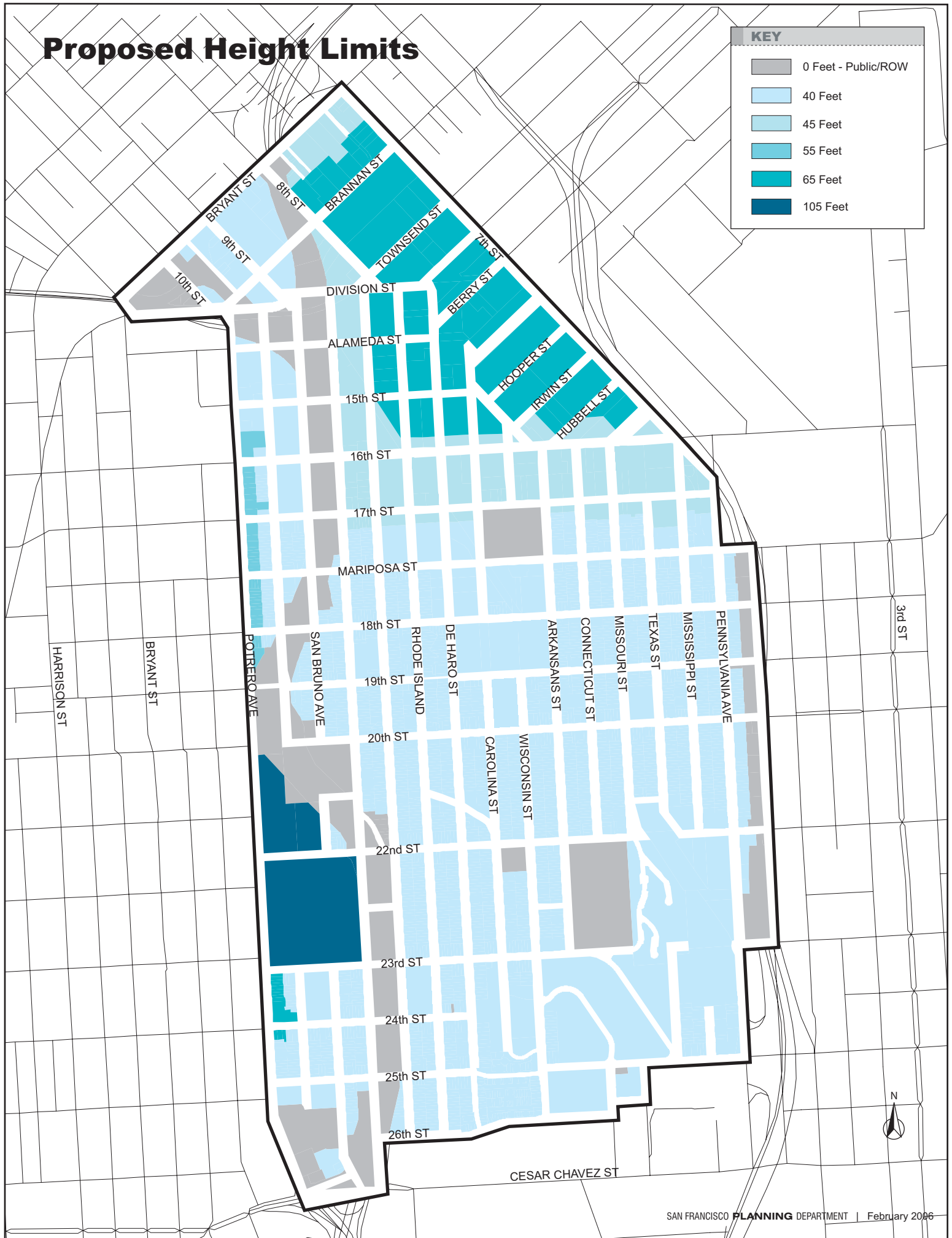
Existing Height Limits



Proposed Height Limits

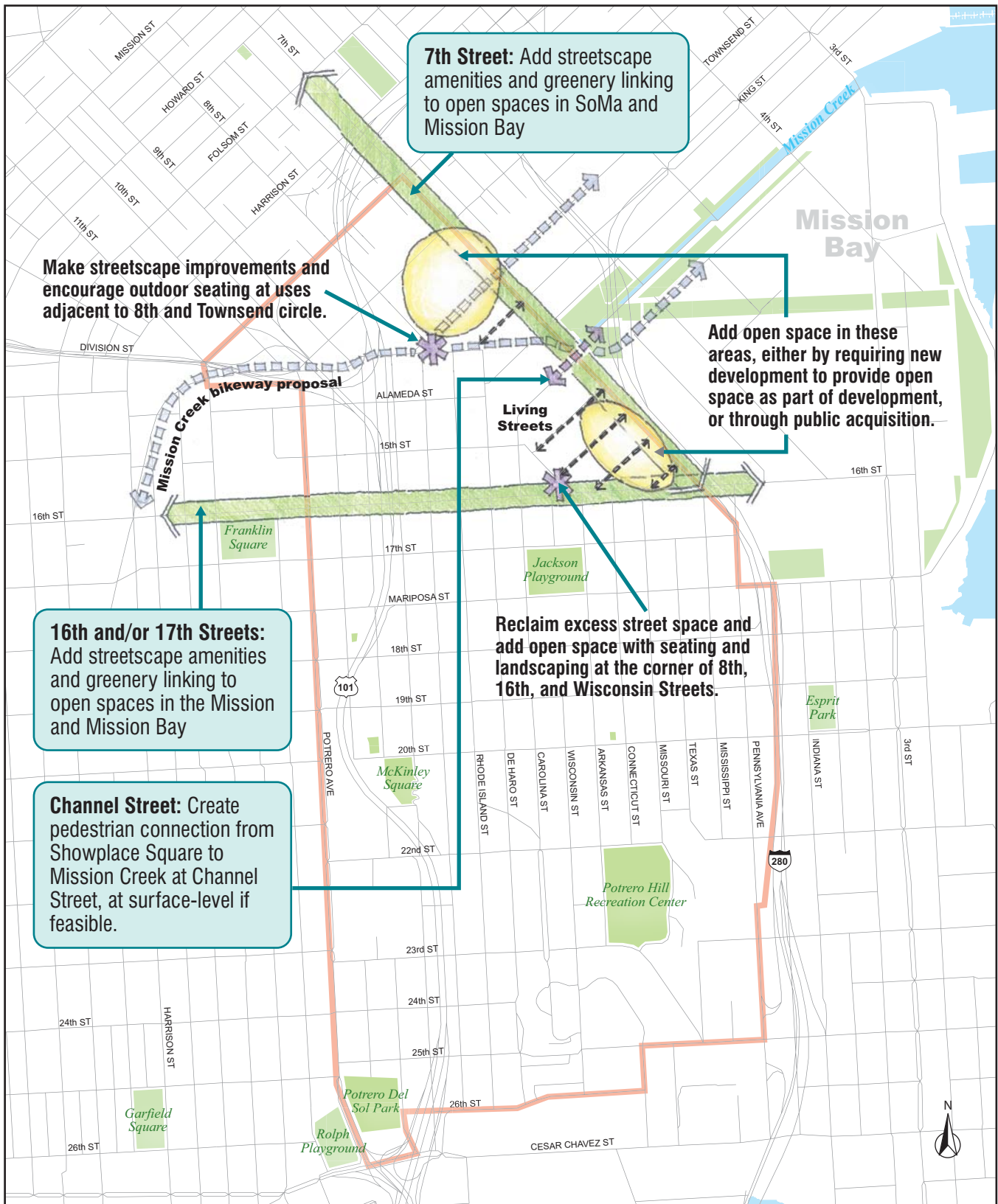
KEY

- 0 Feet - Public/ROW
- 40 Feet
- 45 Feet
- 55 Feet
- 65 Feet
- 105 Feet



Open Space

Existing Facilities and Proposed Concepts



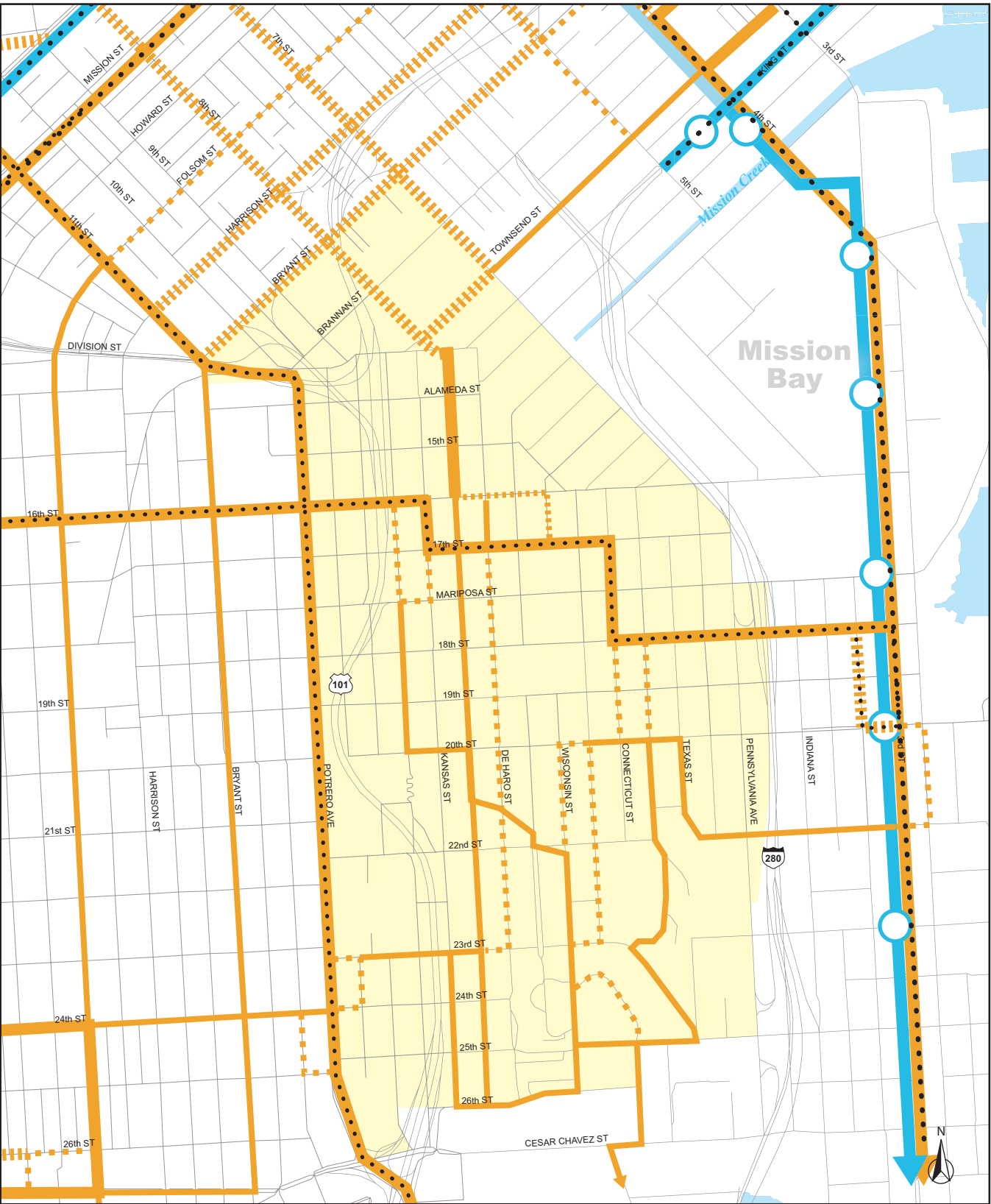
Transportation





As some industrial land transitions to housing and other uses, greater stress will be placed on the street network. Development, if not properly planned, could increase transit and traffic delays and negatively impact bicyclists and pedestrians.

Based on community feedback to date, the Eastern Neighborhoods environmental review process is considering transportation policies for the Showplace. Although the EIR does not address specific transportation improvements, this policy level review lays the groundwork for future improvements. Possible improvements that address community concerns include:

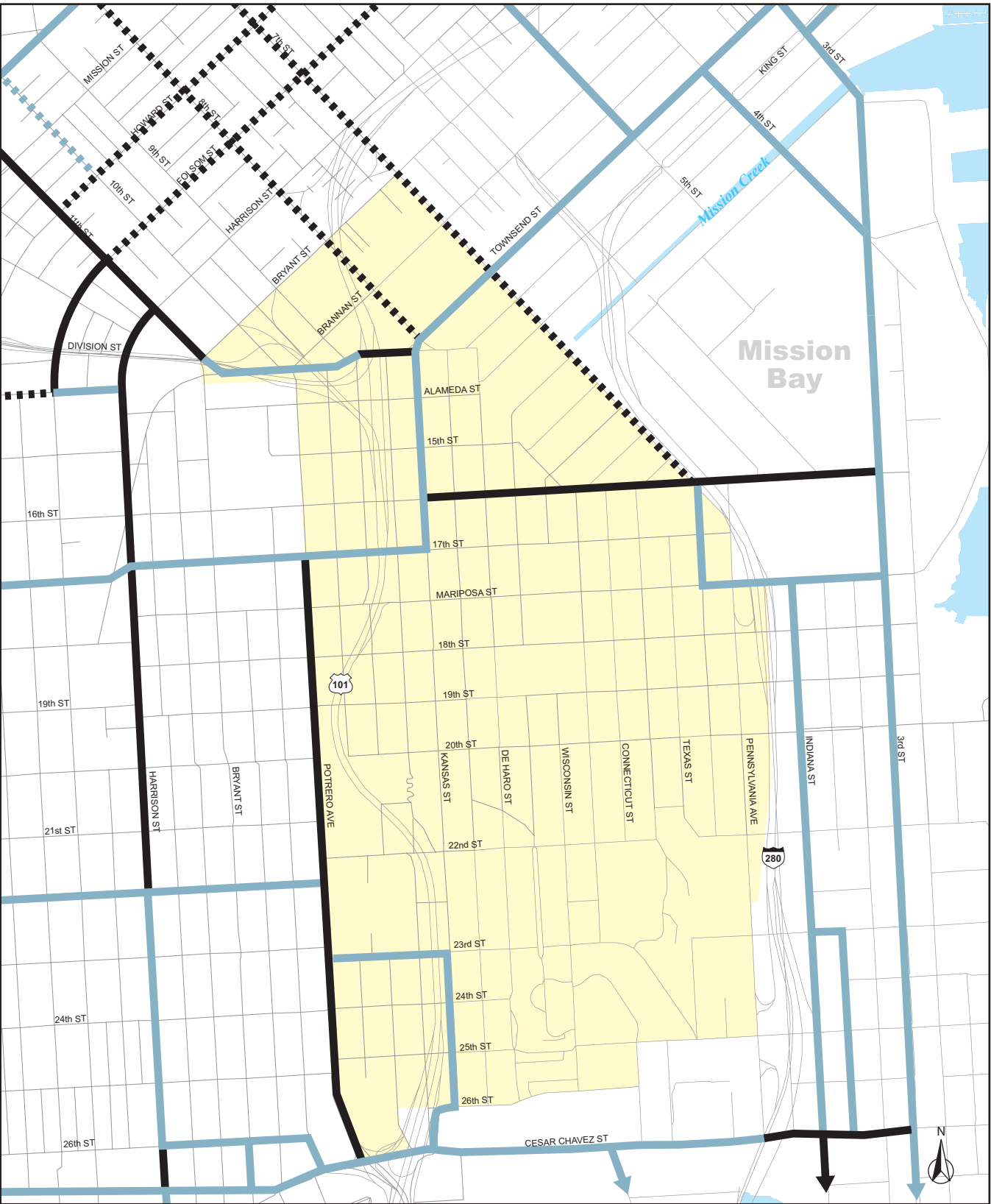
- Improve transit on 16th Street, connecting Showplace with 3rd Street and Mission Bay. These improvements might include pedestrian, bicycle and transit enhancements and general landscaping.
- Calm traffic, improve pedestrian conditions and re-design Potrero Avenue to better accommodate pedestrians, bikes, and transit as well as cars. Explore the possibility of bus rapid transit.

Existing Transit Network



-  Rail and Stations (Includes funded Central Subway, in advanced planning.)
-  Multiple Bus Lines (2+) or Bus(es) with <10 Min. Headway (Dashed line indicates one-way operation)
-  Bus (Dashed line indicates one-way operation)
-  Owl (Late Night) Service

Existing Bicycle Network



Bicycle Lanes
 (Dashed line indicates one-way only)

Designated Bicycle Route
 (Dashed line indicates one-way only)

Showplace/Potrero Planning Area

Proposed Transportation Policies

1 FOLSOM STREET

Consider transforming Folsom Street into a civic boulevard through the heart of the SoMa, with priority transit treatments and significant pedestrian improvements.

2 9th/10th STREETS

Opportunities to widen sidewalks and improve pedestrian zones and usable open space.

3 7th/8th STREETS

Consider north-south transit improvements in the 7th/8th Street corridor to better serve the Showplace Square and mid-SoMa with transit. Enhanced treatments for bicycles and pedestrians should be investigated.

4 LIVING STREETS

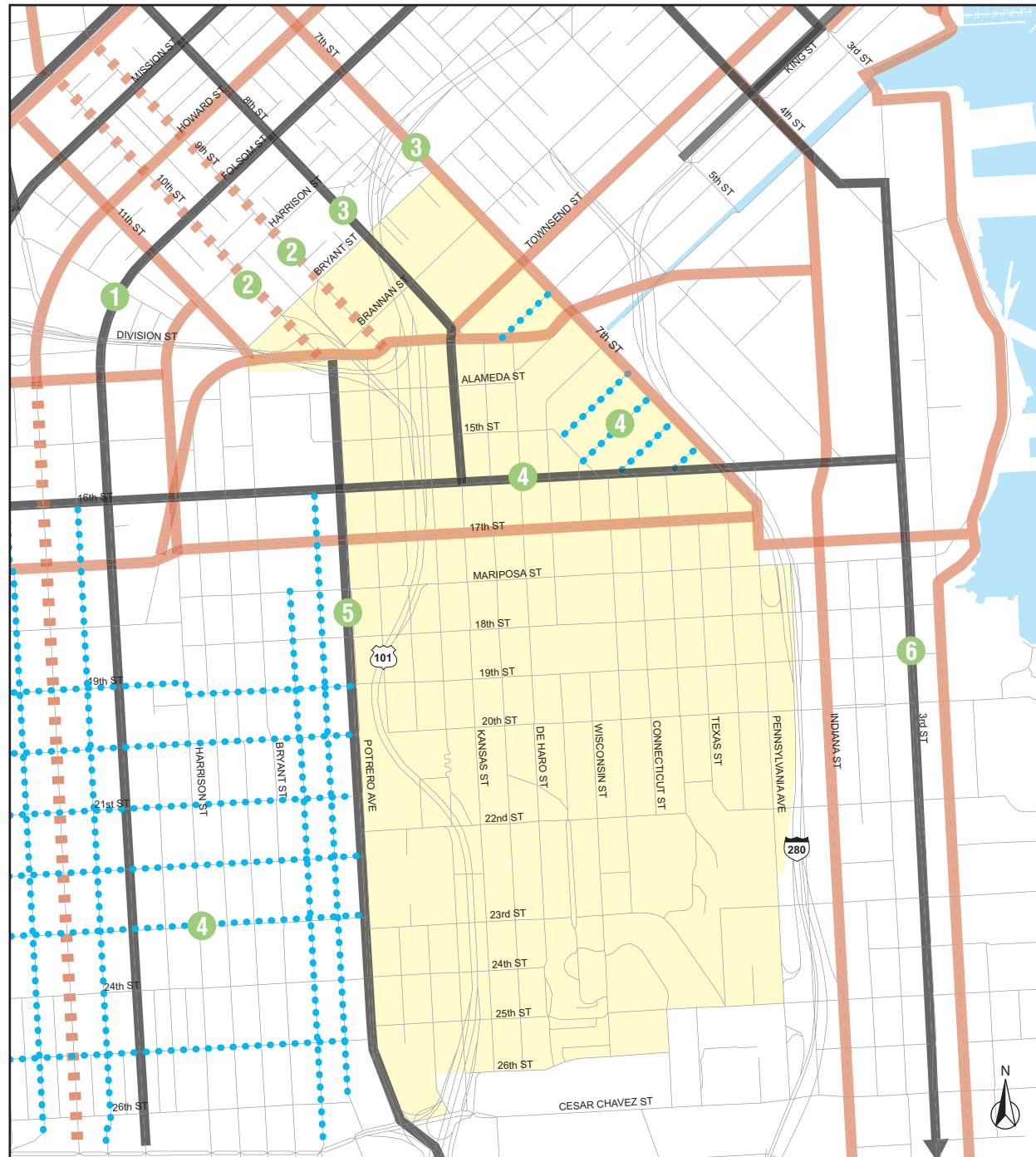
Explore transformation of portions of rights-of-way with excess capacity with wide landscaped pedestrian zones and usable open space.

5 POTRERO AVENUE

Explore traffic calming, improving pedestrian conditions, and re-designing Potrero Avenue as a more multi-modal street. Design treatments could include wider sidewalks, landscaped medians, bus lanes, and extended bicycle lanes consistent with overall transportation needs.

3rd STREET

Along with transit improvements, such as the Central Subway, consideration should be given to streetscape plans that improve pedestrian conditions and safety.



Public Benefits

As the community goals make clear, Showplace lacks enough affordable housing choices, parks and open space, as well as community facilities and other needed amenities.

The concept of public benefits is that new development should provide some of the public infrastructure and public amenities needed to serve the needs of existing residents and businesses, and to mitigate impacts that new development brings to an area. A comprehensive public benefits program, made up of specific zoning controls, fees and other funding mechanisms could provide at least some of the neighborhood improvements and amenities that are needed in Showplace. A public benefits program could address the following:

- Well-designed affordable housing
- PDR space
- Community facilities and open space
- Streetscape and transportation improvements
- Greater displacement protections for businesses

To help articulate how the City can address these specific needs, the Department has hired a consultant to prepare a background analysis that will inform the public benefits program for the Eastern Neighborhoods. The consultant will help articulate a range of public benefits and needs, evaluate what other cities have done to meet the needs of their communities, review the range of funding strategies and other methods for providing public benefits, analyze the feasibility of assessing requirements on new development to participate in this public benefits program, and determine the feasibility of addressing any funding shortfall by other means.

The Department will present the results of this analysis for discussion and input in subsequent workshops.

Next Steps

Future workshops will cover the above topics in greater detail. Please contact Johnny Jaramillo, 575-6818 johnny.jaramillo@sfgov.org, or Jasper Rubin, 558-6310 jasper.rubin@sfgov.org, if you have any comments or questions.