



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

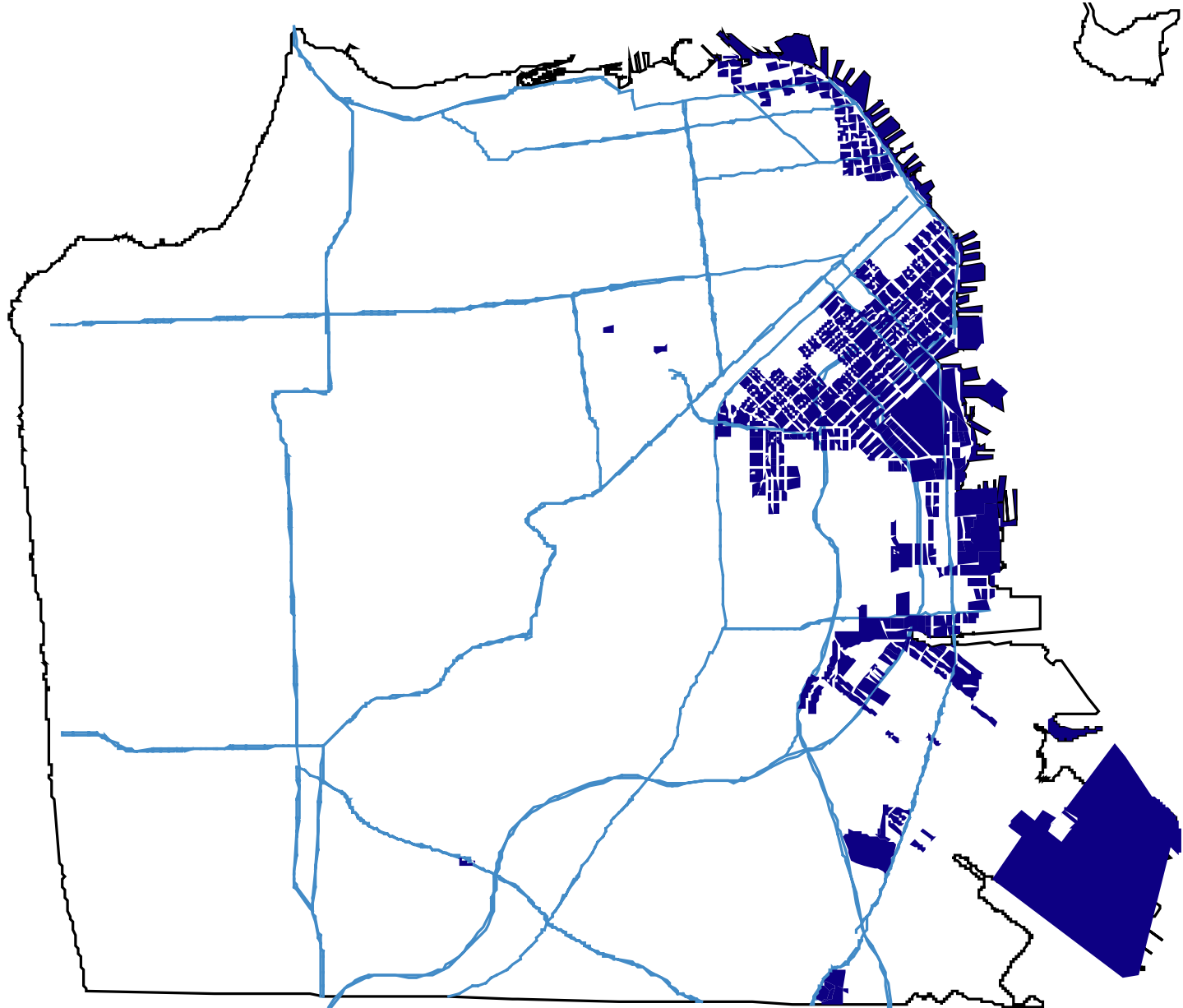
4 | Next Steps

# **1 | Changes in Industrial Land**

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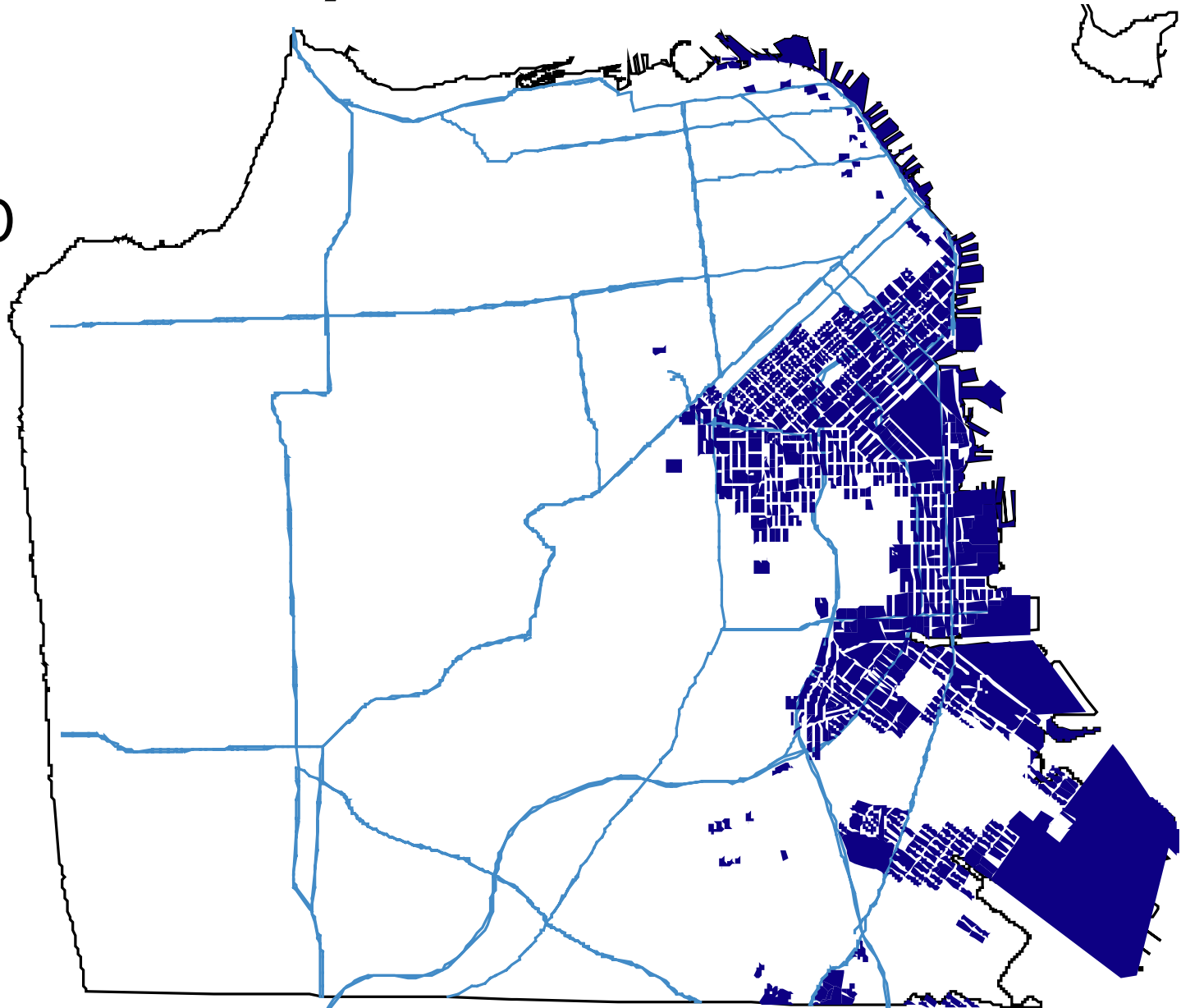
# Availability of Industrial Land

1948



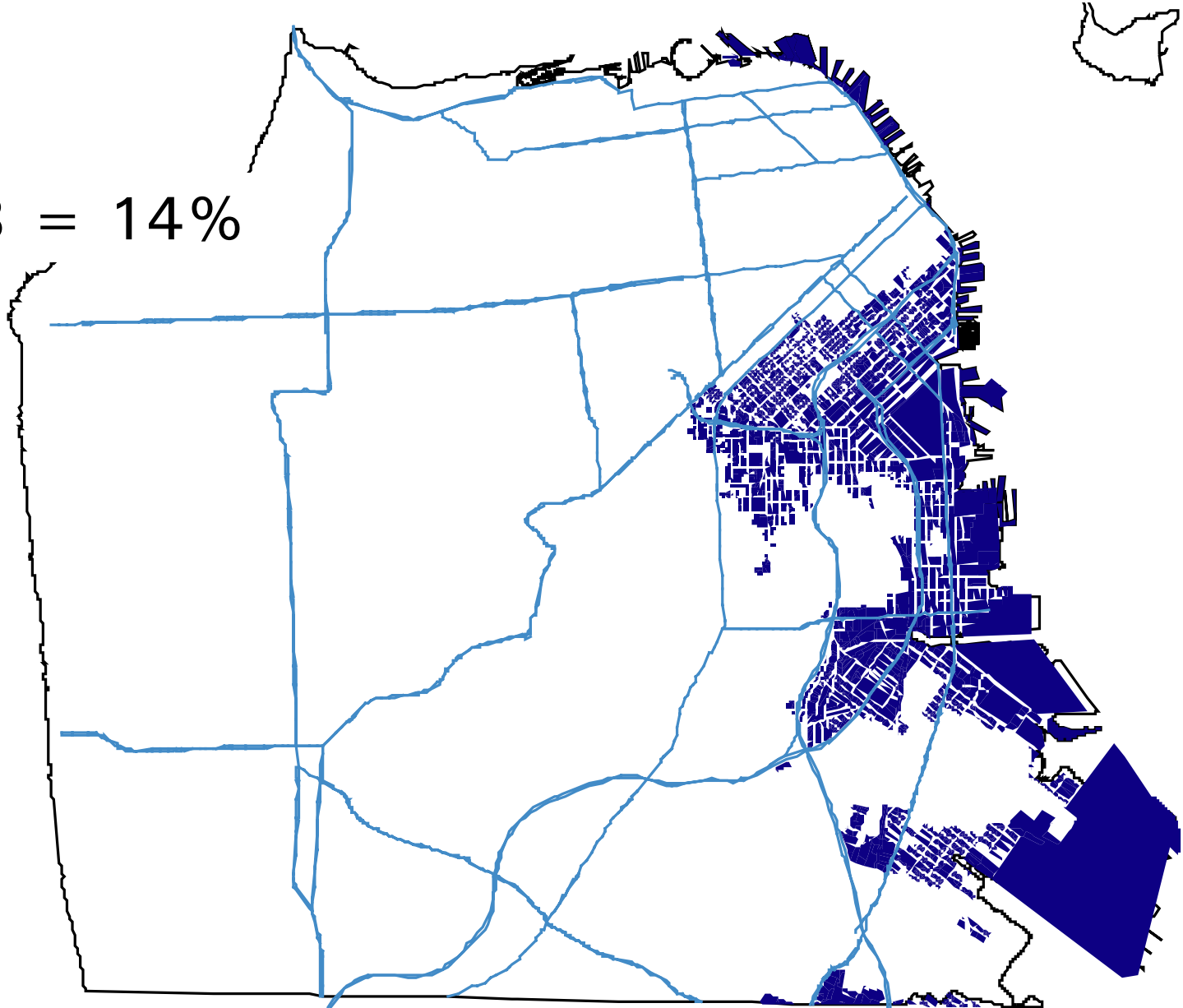
# Availability of Industrial Land

1970



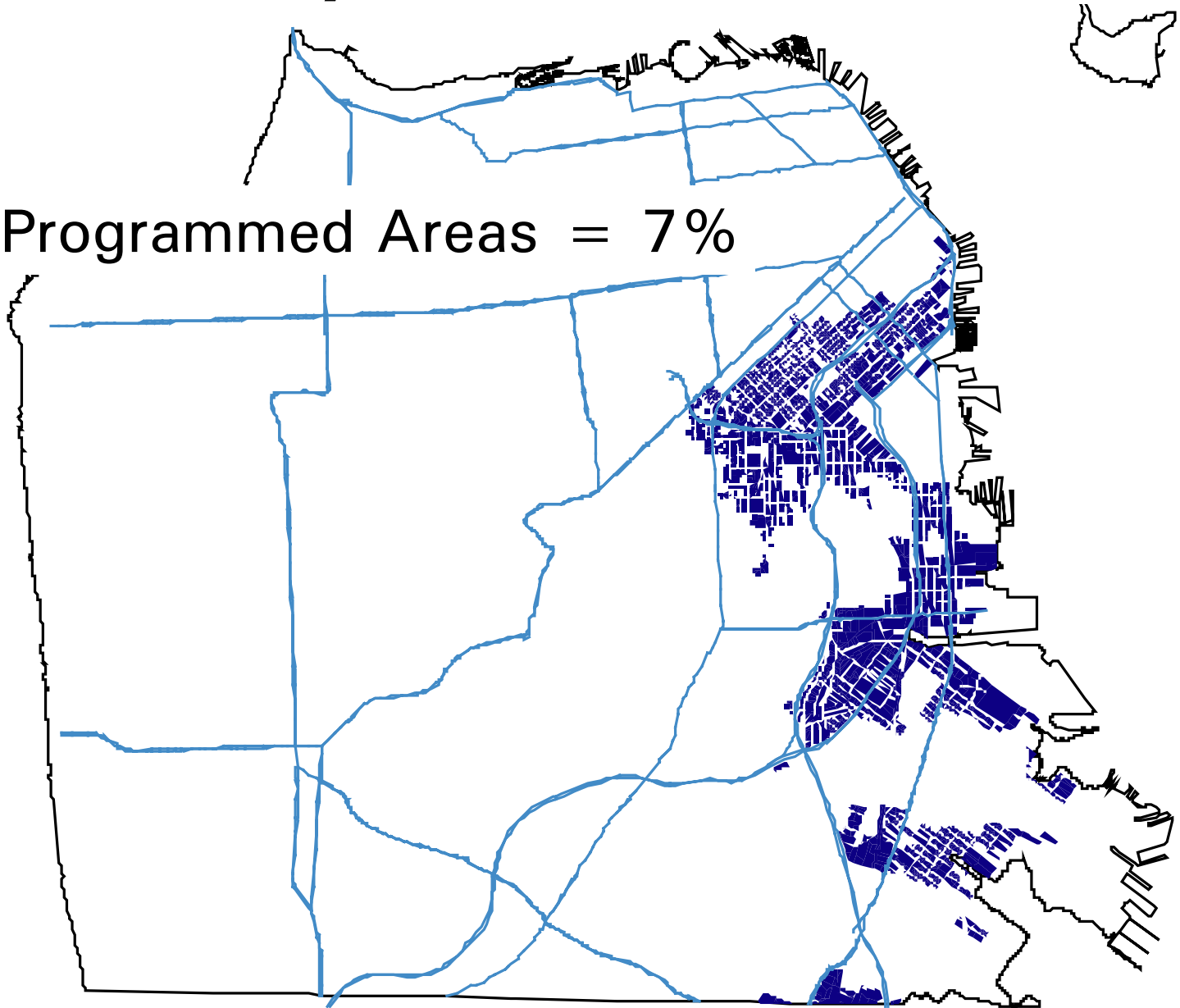
# Availability of Industrial Land

1998 = 14%



# Availability of Industrial Land

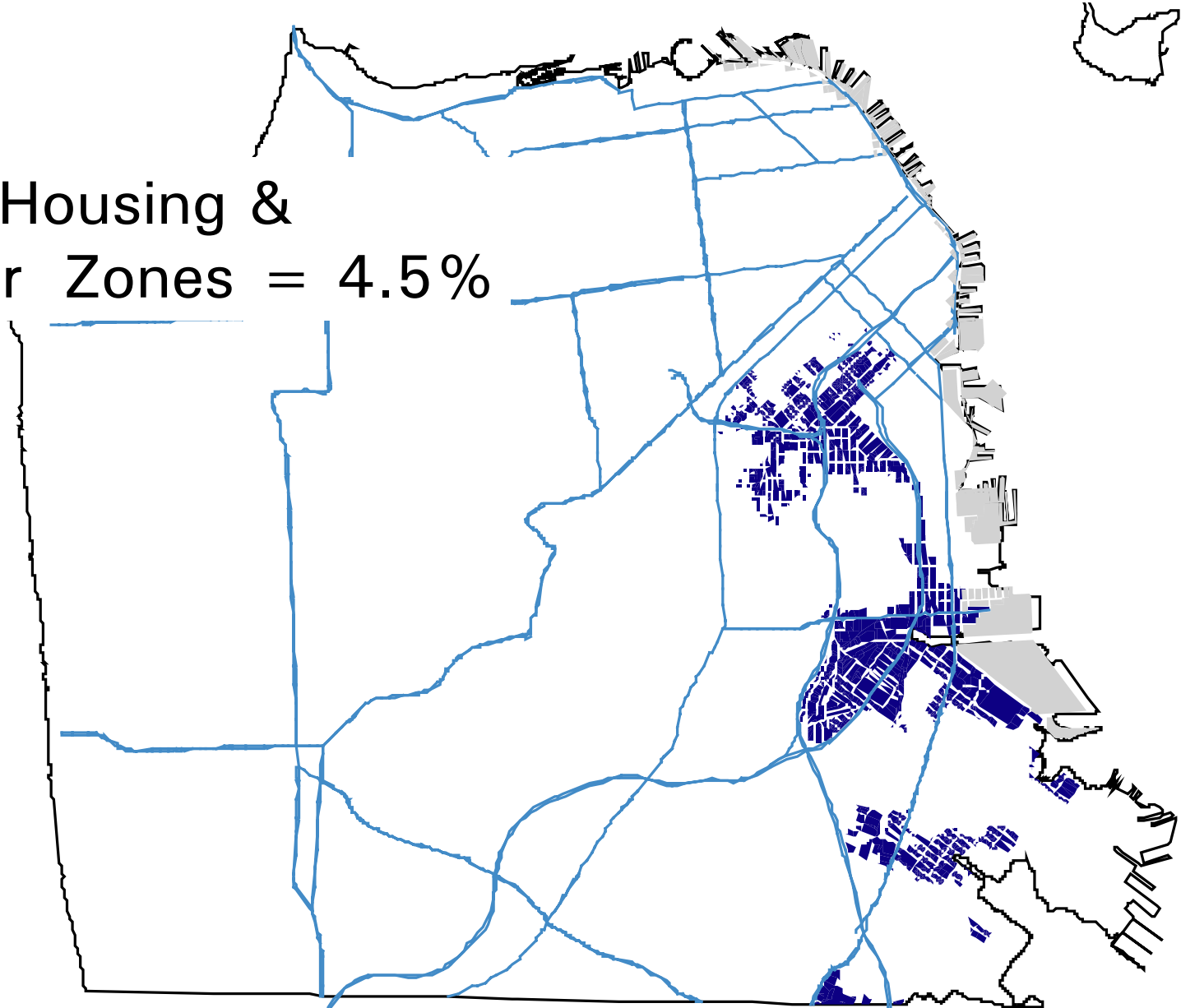
Less Programmed Areas = 7%





# 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



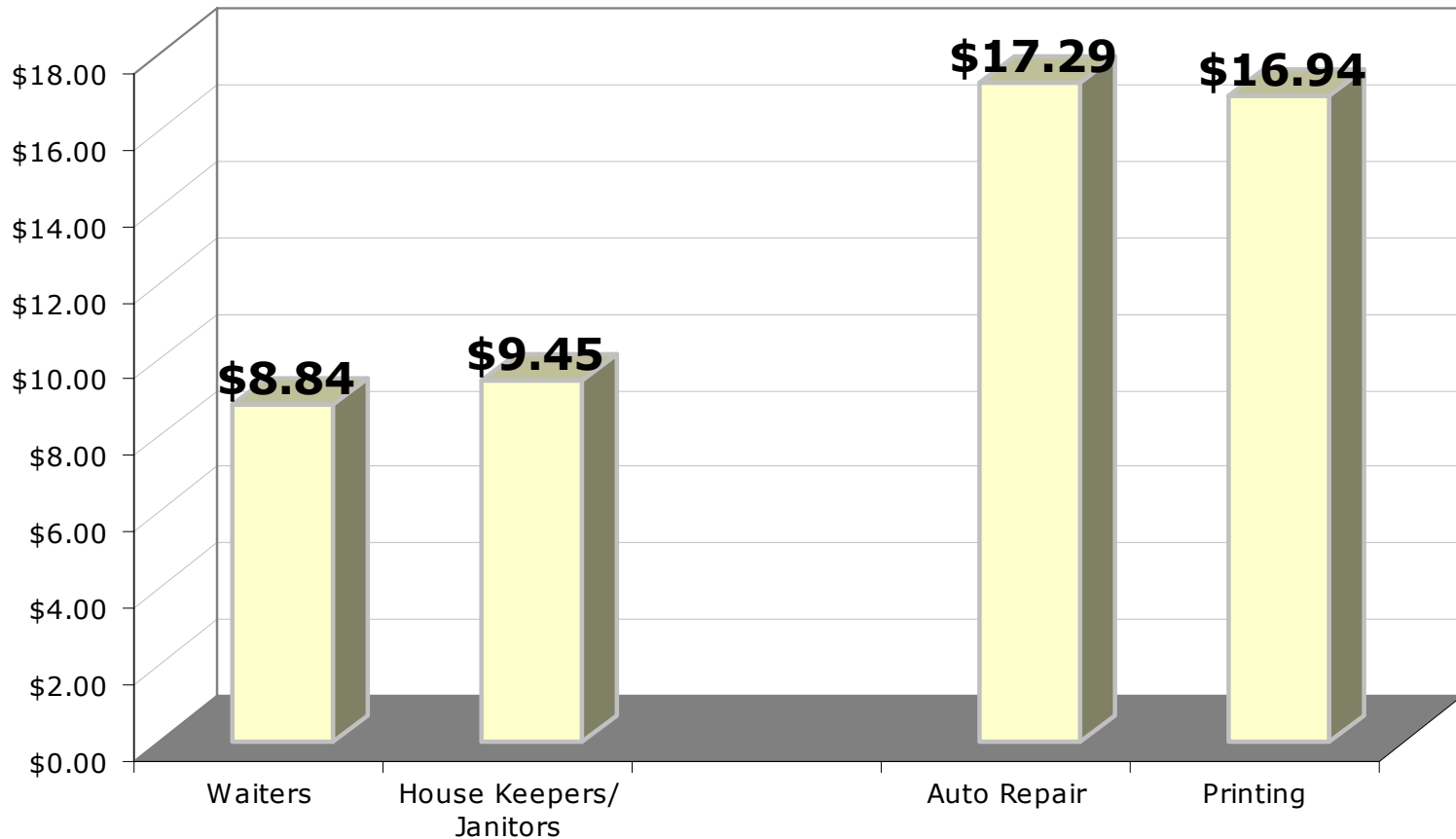
# PDR Businesses:



Printing Clusters → Financial Industry



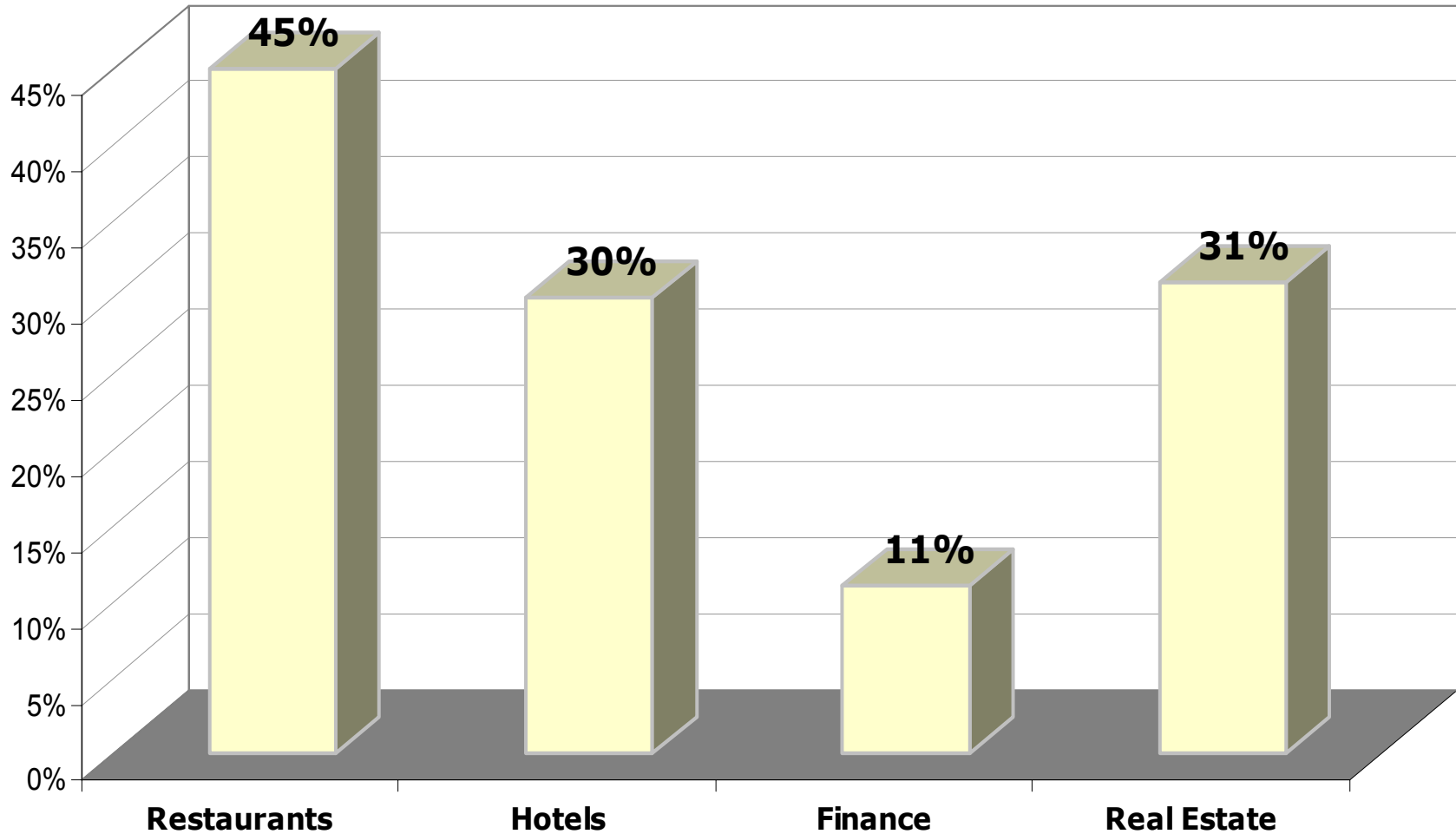
# Wages



**Service Jobs**

**PDR Jobs**

# Production, Distribution, and Repair Inputs to Main Economic Sectors



# ***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:

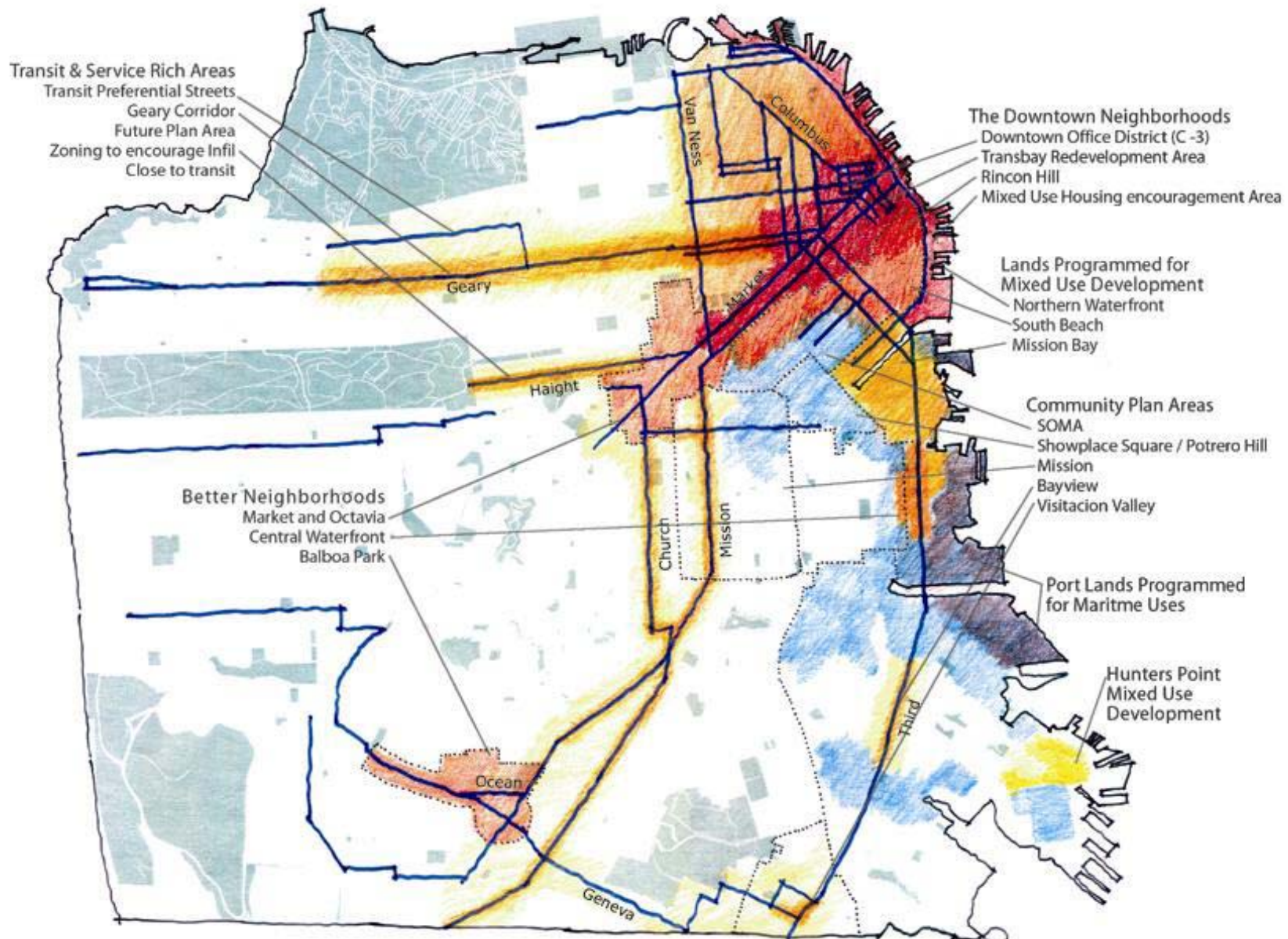
- Available new PDR space could range from 1 to 3 million sf
- PDR could grow between 3,000 and 7,000 PDR jobs

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



[illegible]

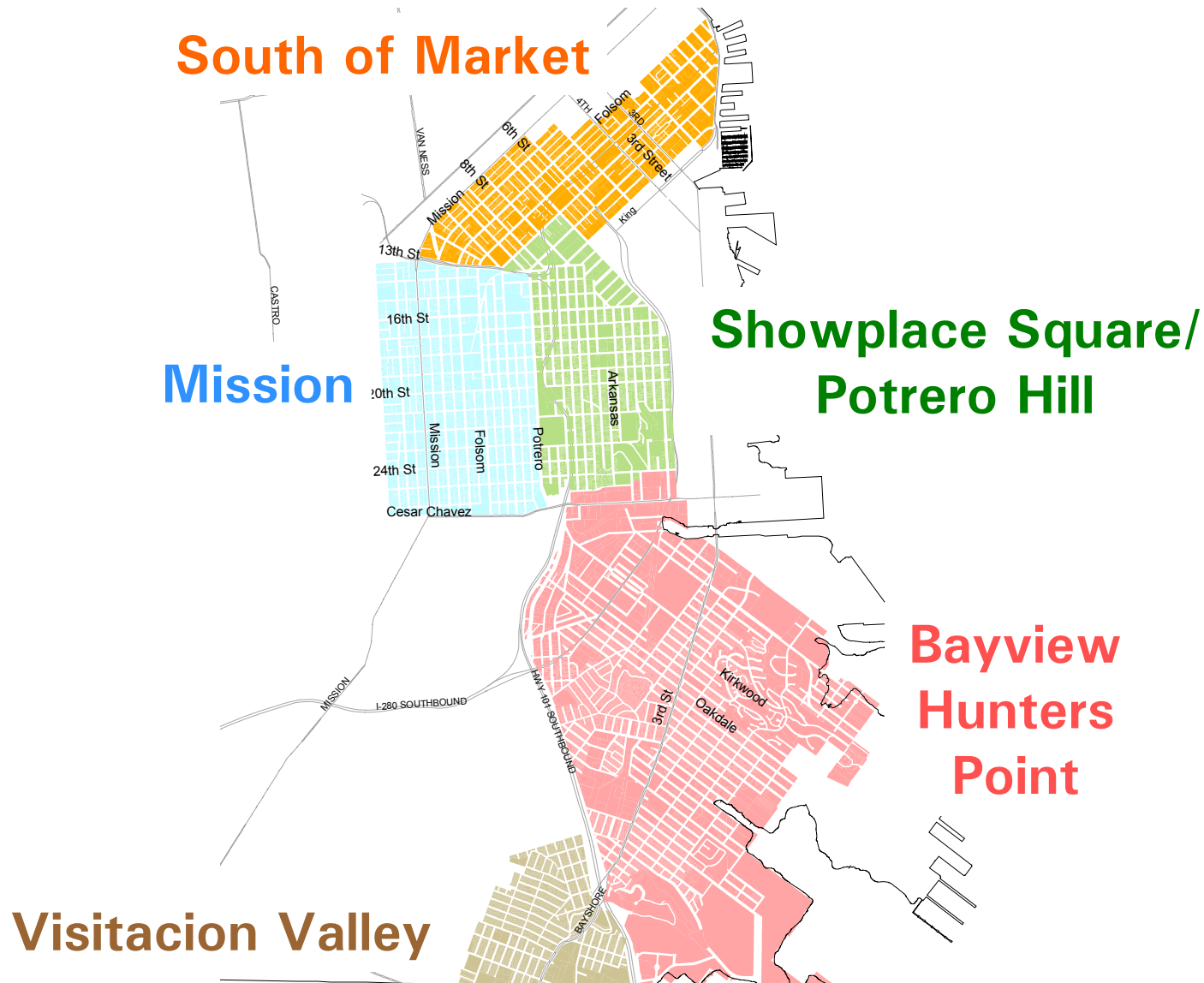
# Citywide Action Plan



## **2 | Community Interaction**

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# San Francisco's Eastern Neighborhoods



# South of Market

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





# Showplace Square & Potrero Hill

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- 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

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



# Bayview Hunters Point

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





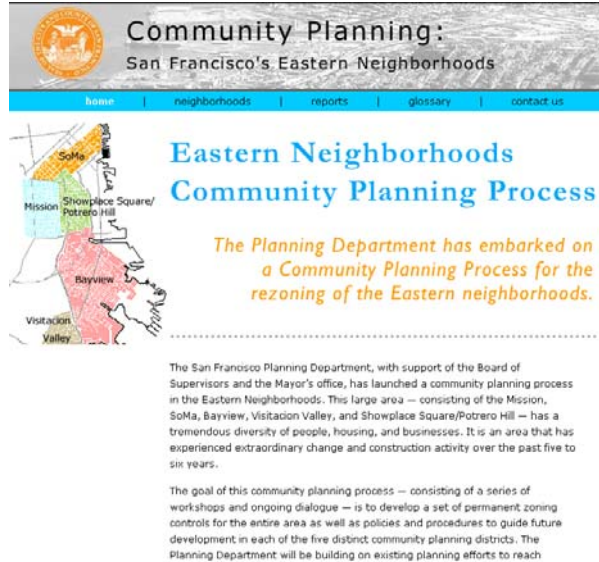
# Visitation Valley

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- 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](http://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](mailto: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:

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



**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

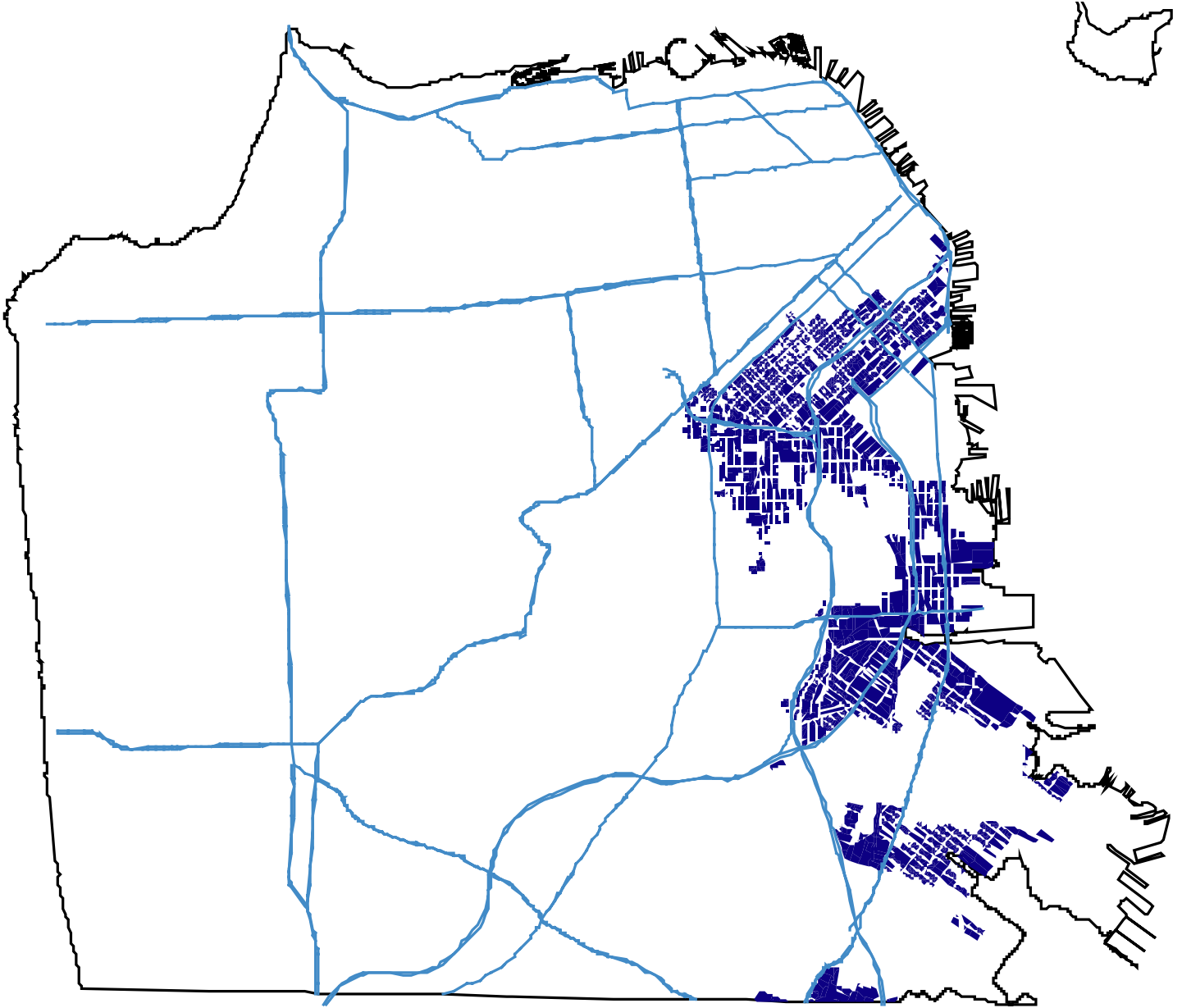
- Residents
- Property Owners
- Housing Advocates
- PDR Businesses
- Retail and Office Businesses
- Employees

# **3 | Approaches to Zoning**

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# 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



# 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

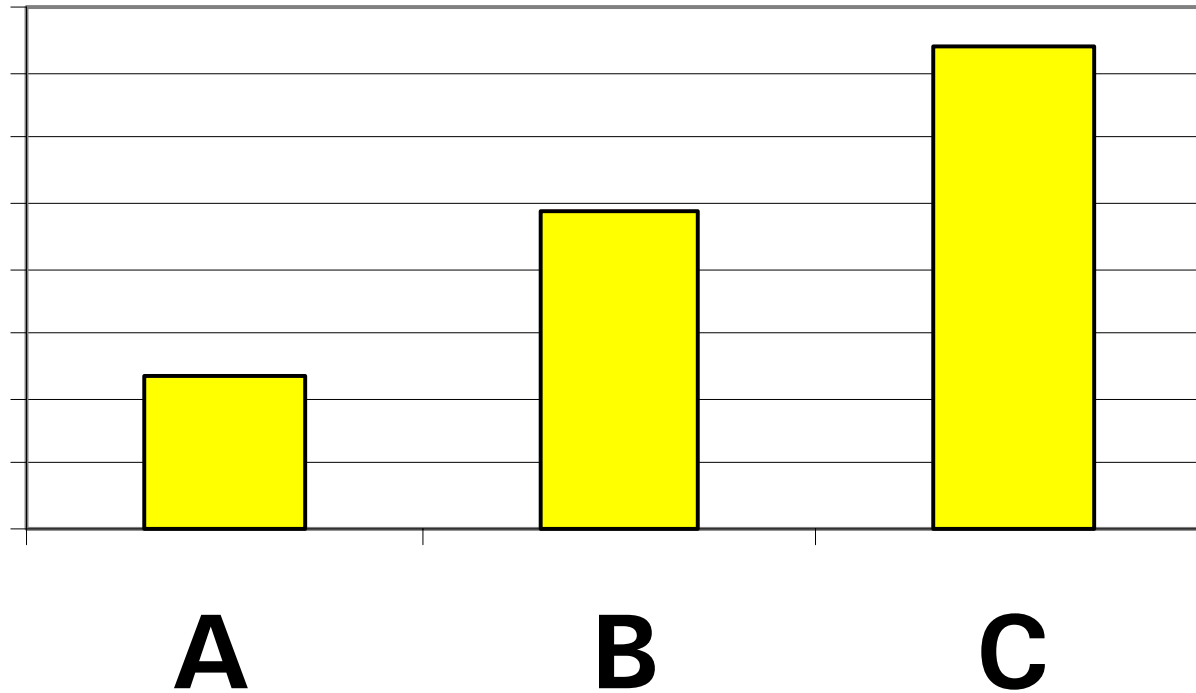
# Alternative B

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

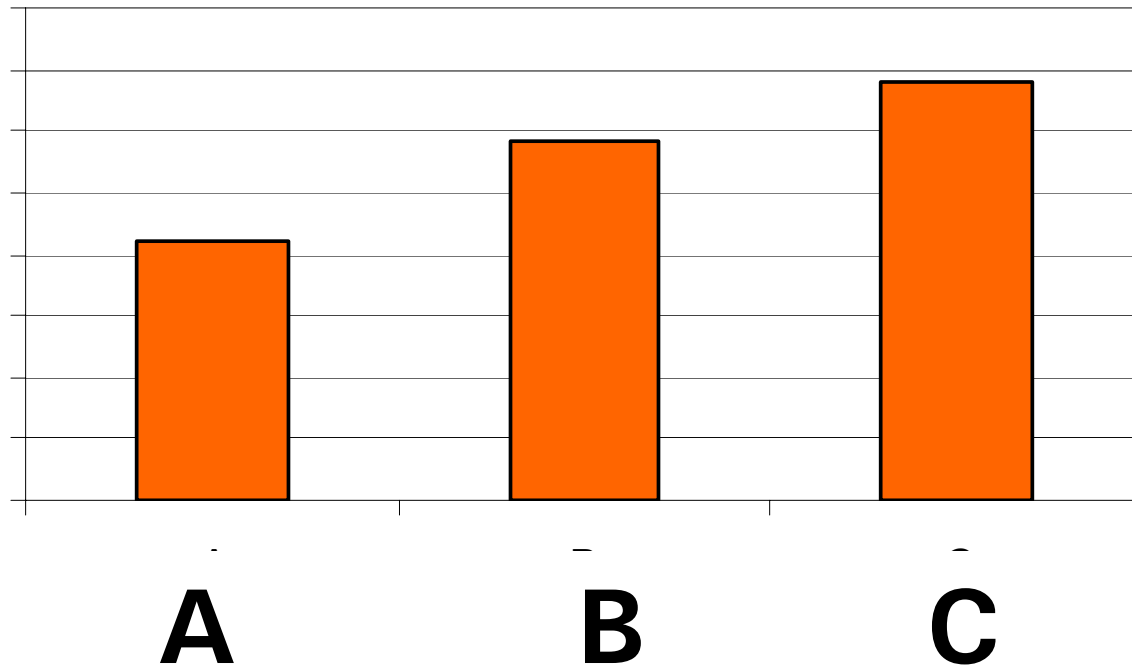
# Alternative C

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

# Potential Housing Development

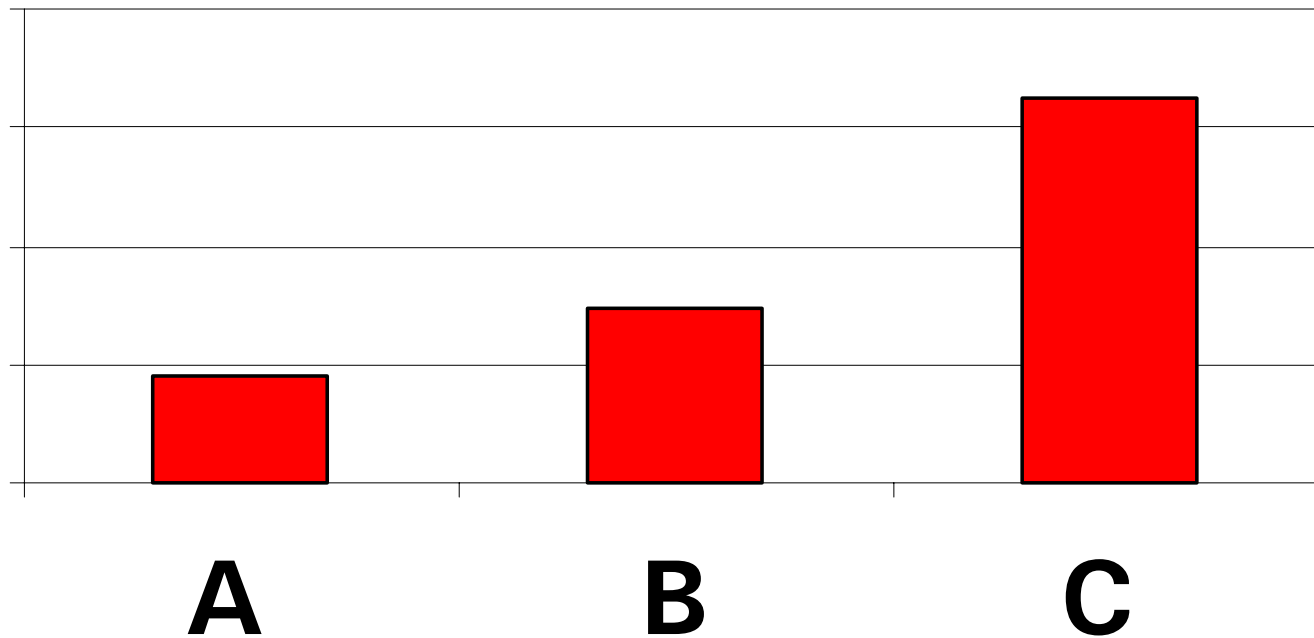


# Potential New Office and Retail Jobs





# Possible Loss of PDR Jobs



## **4 | Next Steps**

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# 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?