

Summit on the Industrial Land in the Eastern Neighborhoods

San Francisco Planning Department
July 30, 2002

INDUSTRIAL LAND IN SAN FRANCISCO

Understanding *Production*,
Distribution, and *Repair*

A Citywide Perspective

Contents

1. Introduction
2. What Is PDR?
3. What is PDR's Role In San Francisco?
4. How to Zone for PDR
5. Industrial Land Supply
6. Policy Challenge

Introduction

WHY ARE WE HERE?

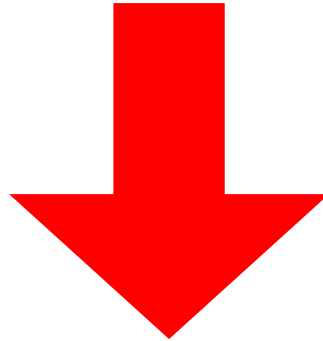
Intense competition over
industrial land.

KEY QUESTIONS

- Should the City do anything about it?
- What is the value of *production, distribution, and repair businesses* to the City's economy and place?
- How should San Francisco use its remaining industrially zoned land – *the 1,000 acre question*?

THE SETTING

The Citywide Action Plan

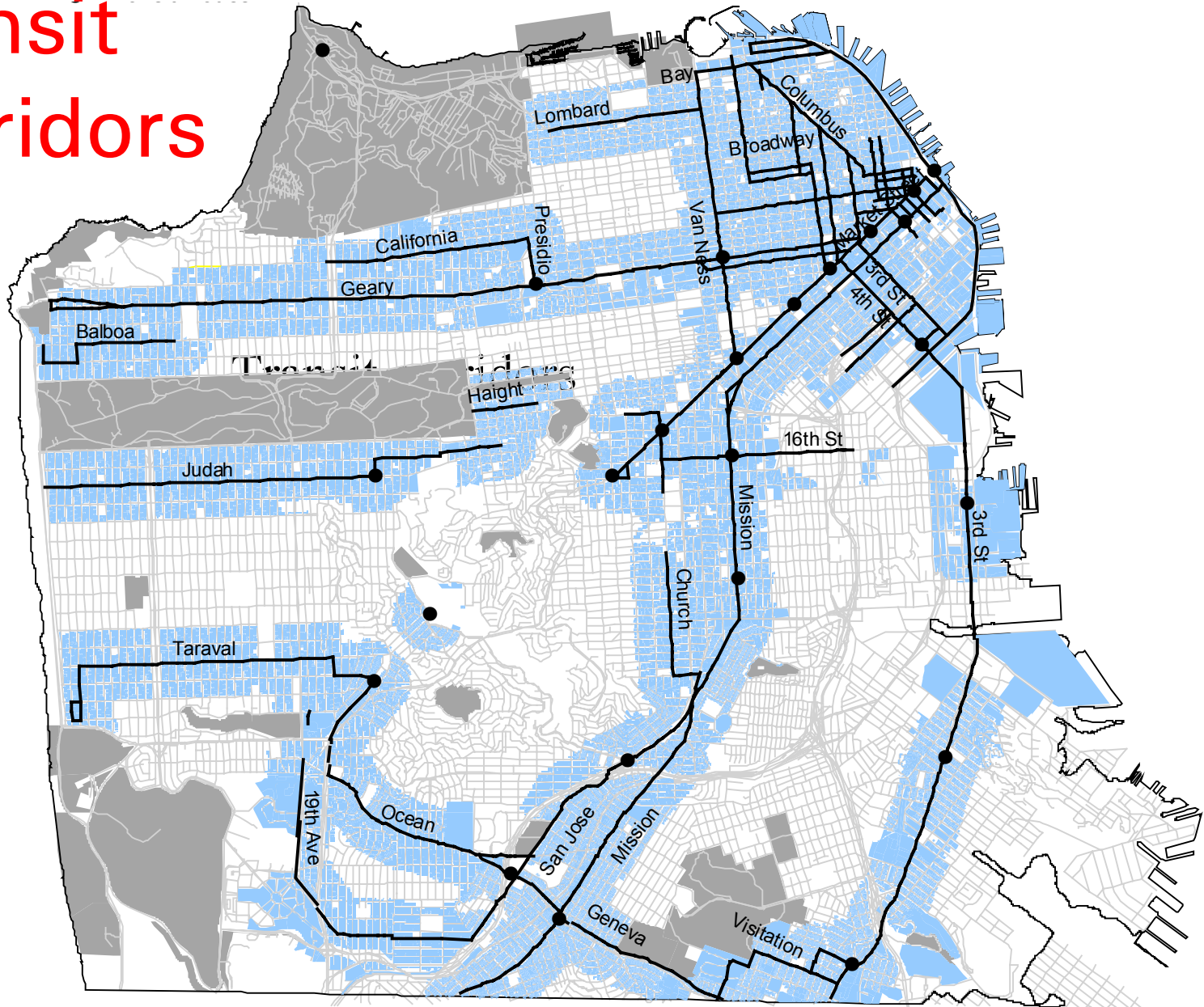


A place for
Housing, Office, Retail, Industry

General Land Use Pattern in San Francisco



Transit Corridors

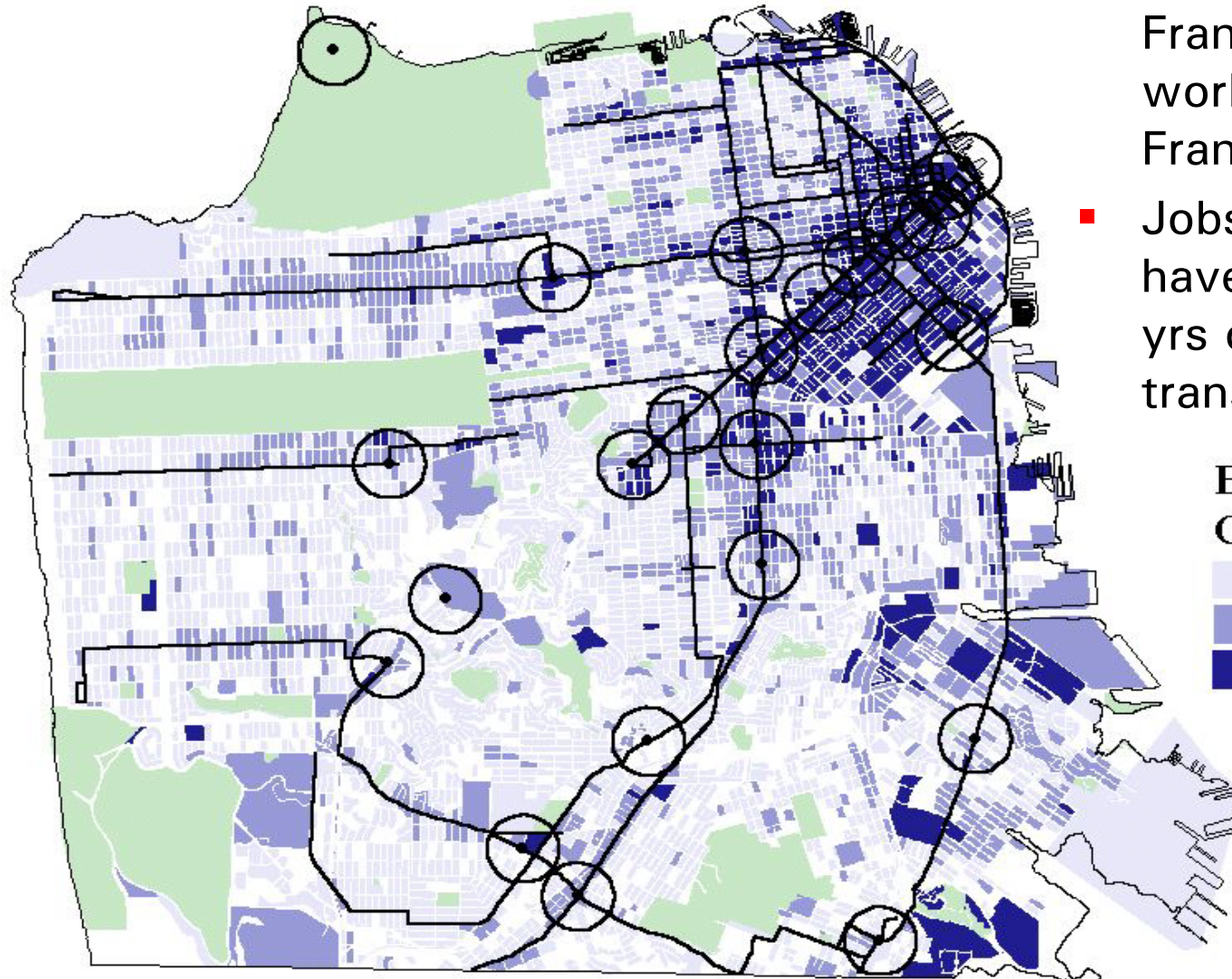


600,000 People Work Here

- 80% of San Franciscans who work work in San Francisco
- Jobs downtown have doubled in 25 yrs on back of transit

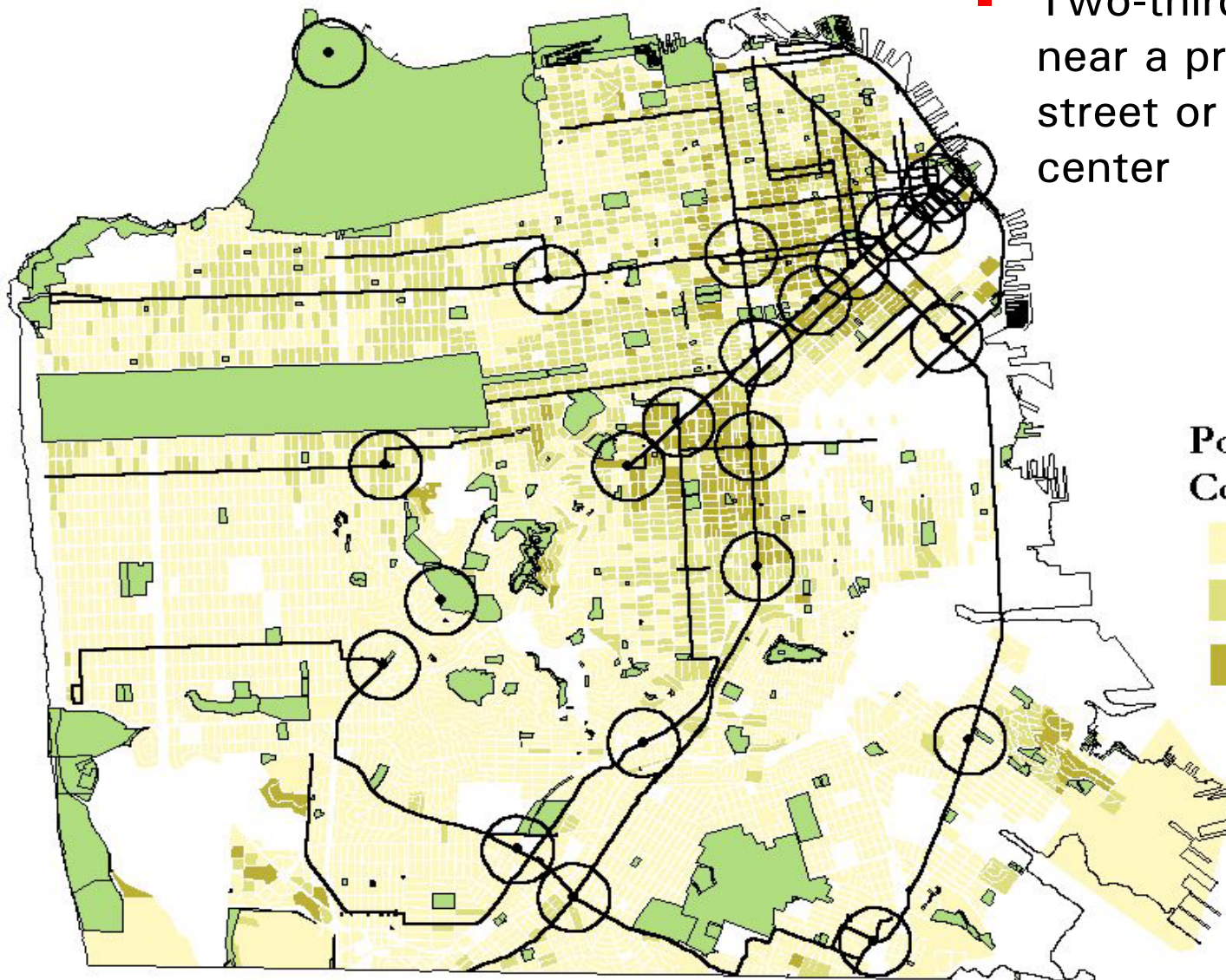
Employee Concentrations

Low
Medium
High



800,000 People Live Here

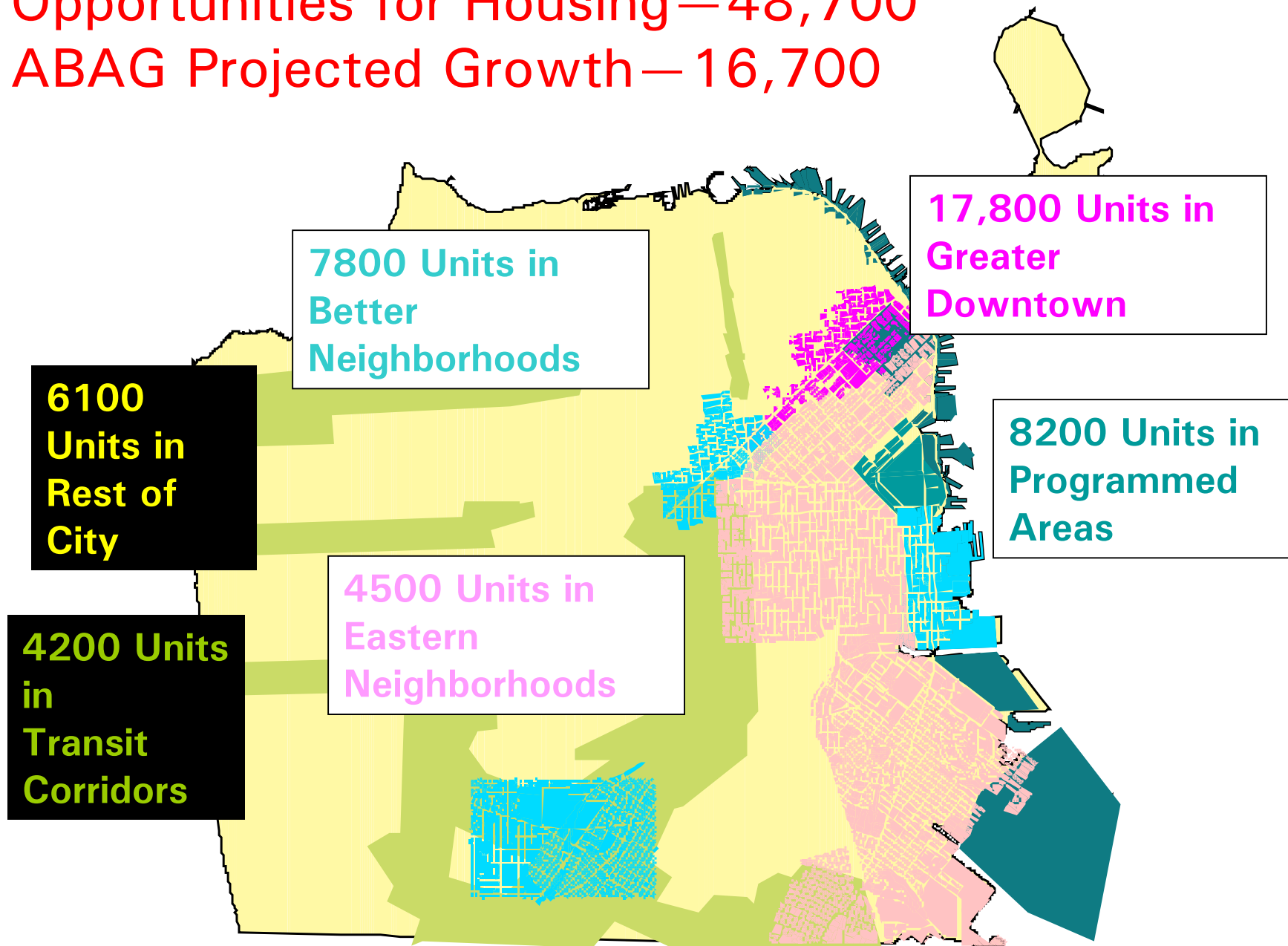
- Two-thirds of us live near a primary transit street or transit center



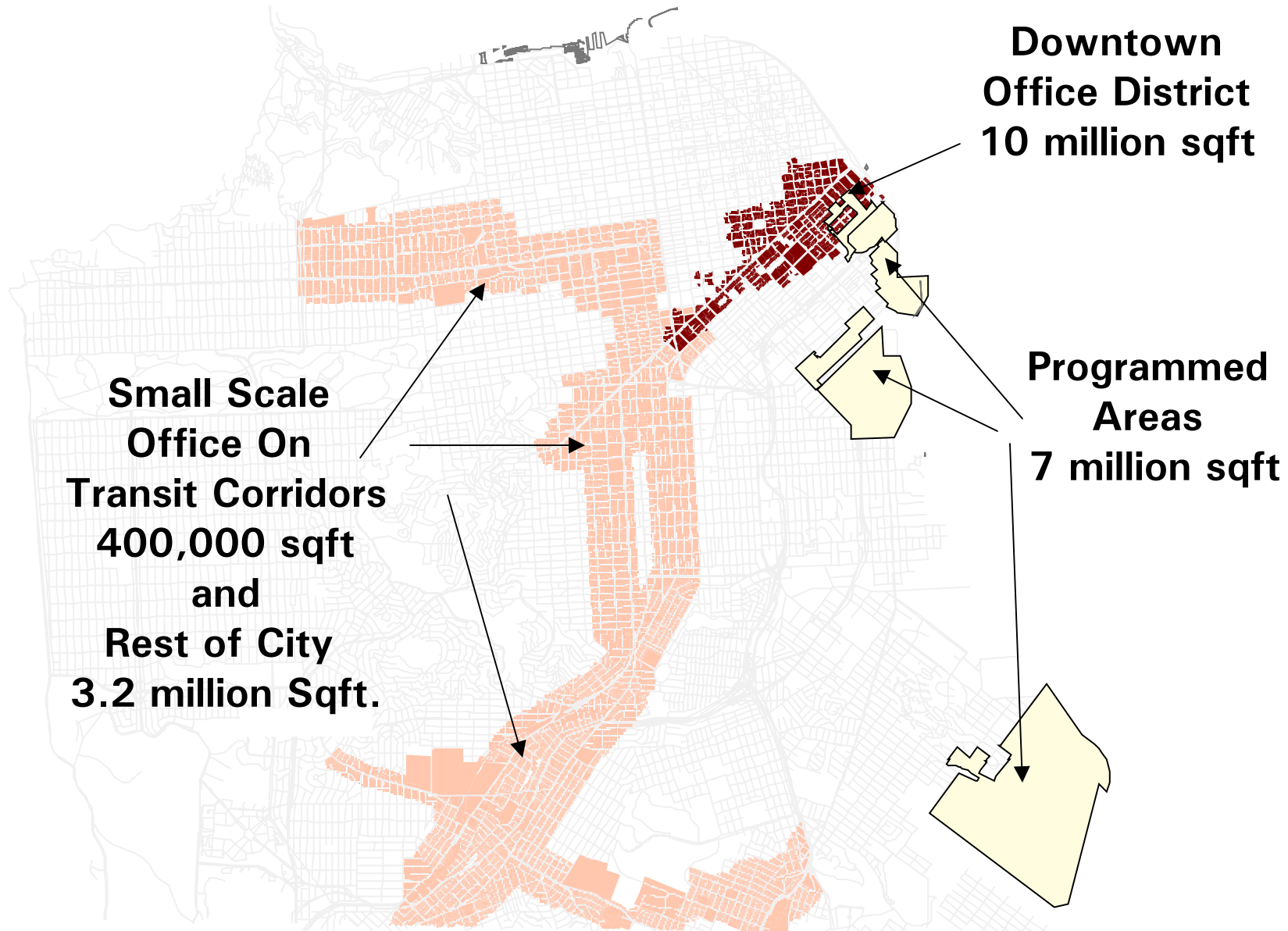
Population Concentrations

- Low
- Medium
- High

Opportunities for Housing—48,700 ABAG Projected Growth—16,700



**Opportunities for OFFICE - 21 million sqft.
ABAG Projected growth -16.8 million sqft.**

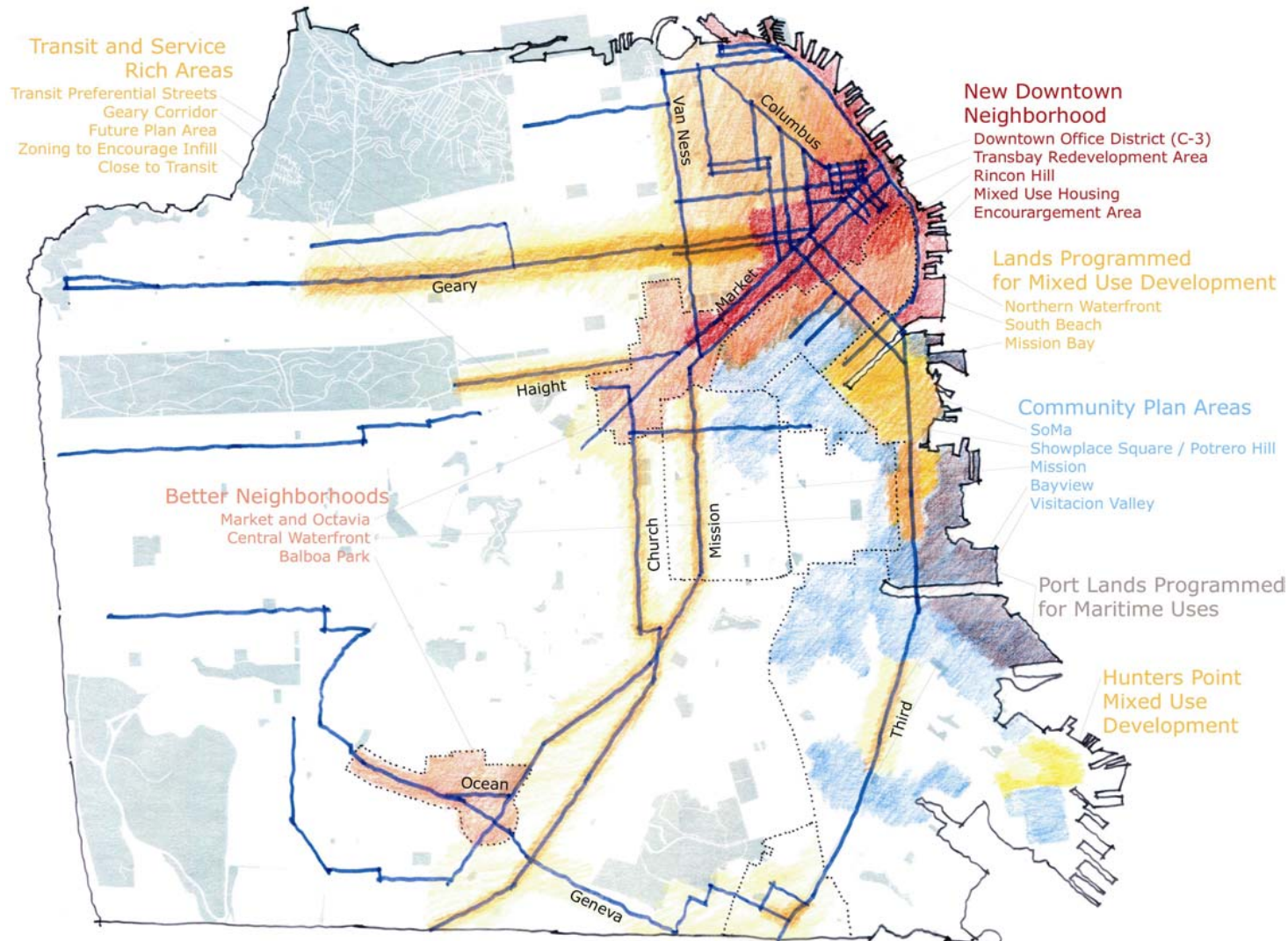




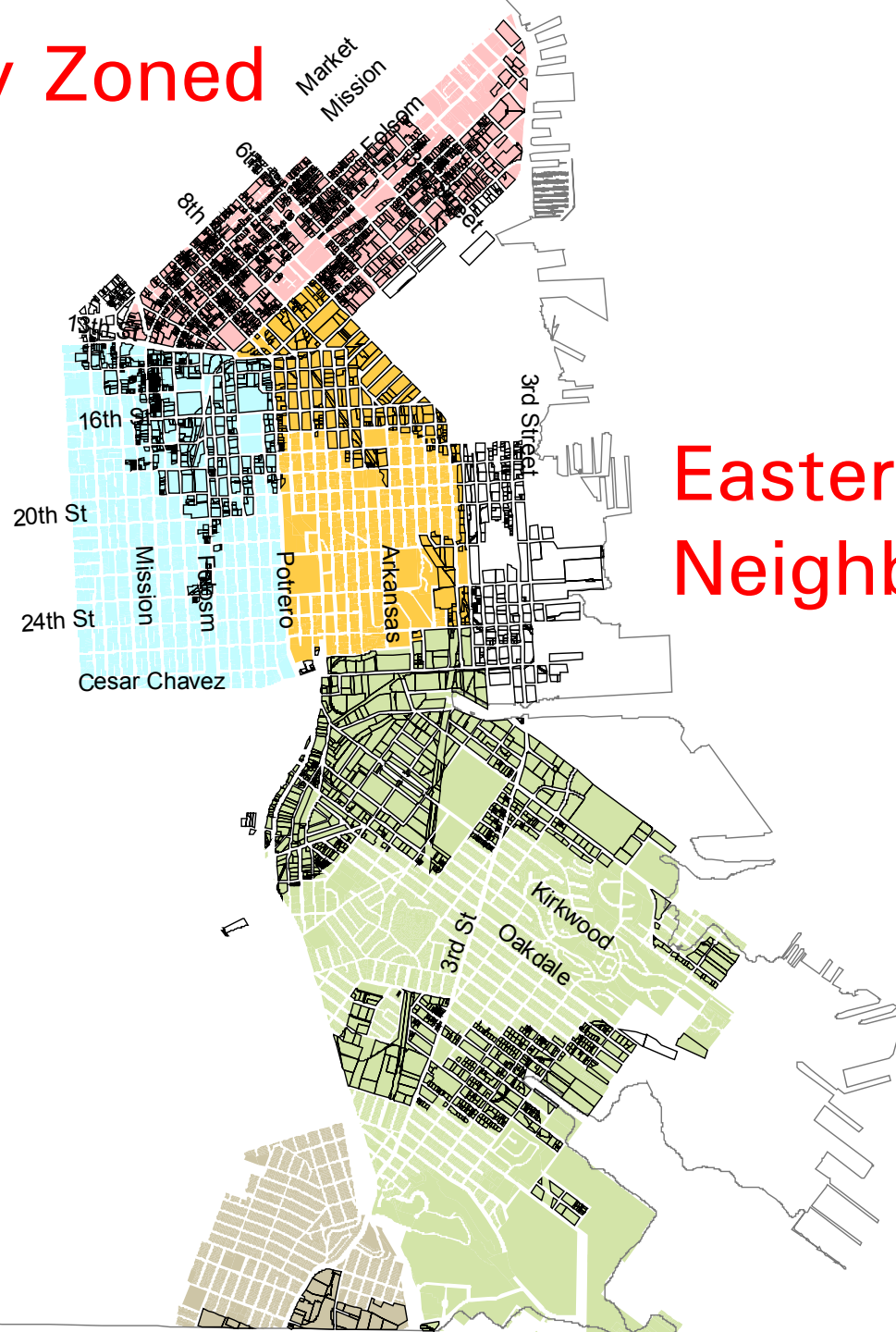
**Where are
opportunities
for PDR?**

The image shows a map of a coastal region. A large, irregular grey shape represents the landmass. Along the right edge, there are several teal-colored areas that represent urban or developed regions. These areas are concentrated in the upper right and lower right portions of the map, with some smaller patches in between. The teal areas are characterized by a grid-like pattern of streets and buildings. The grey area is mostly empty, suggesting undeveloped land or water. The overall shape of the landmass is roughly rectangular with a jagged right edge.

Citywide Action Plan



Industrially Zoned Land



Eastern
Neighborhoods

COMMUNITY PLANNING PROCESS

- Goal:* Rezoning areas where Interim IPZ Controls.
- Analysis:* GIS, PDR Business Survey, PDR Focus Groups, Economic and Land use assessment
- Dialogue:* Community Workshops, Summit, PDR Focus Groups
- Decision:* Community Draft Plan and Rezoning Proposal, Consideration by Planning Commission and Board of Supervisors

What is *PDR*?

This IS PDR



What is PDR?

2

This IS PDR



What is PDR?

2

This IS PDR



What is PDR?

2

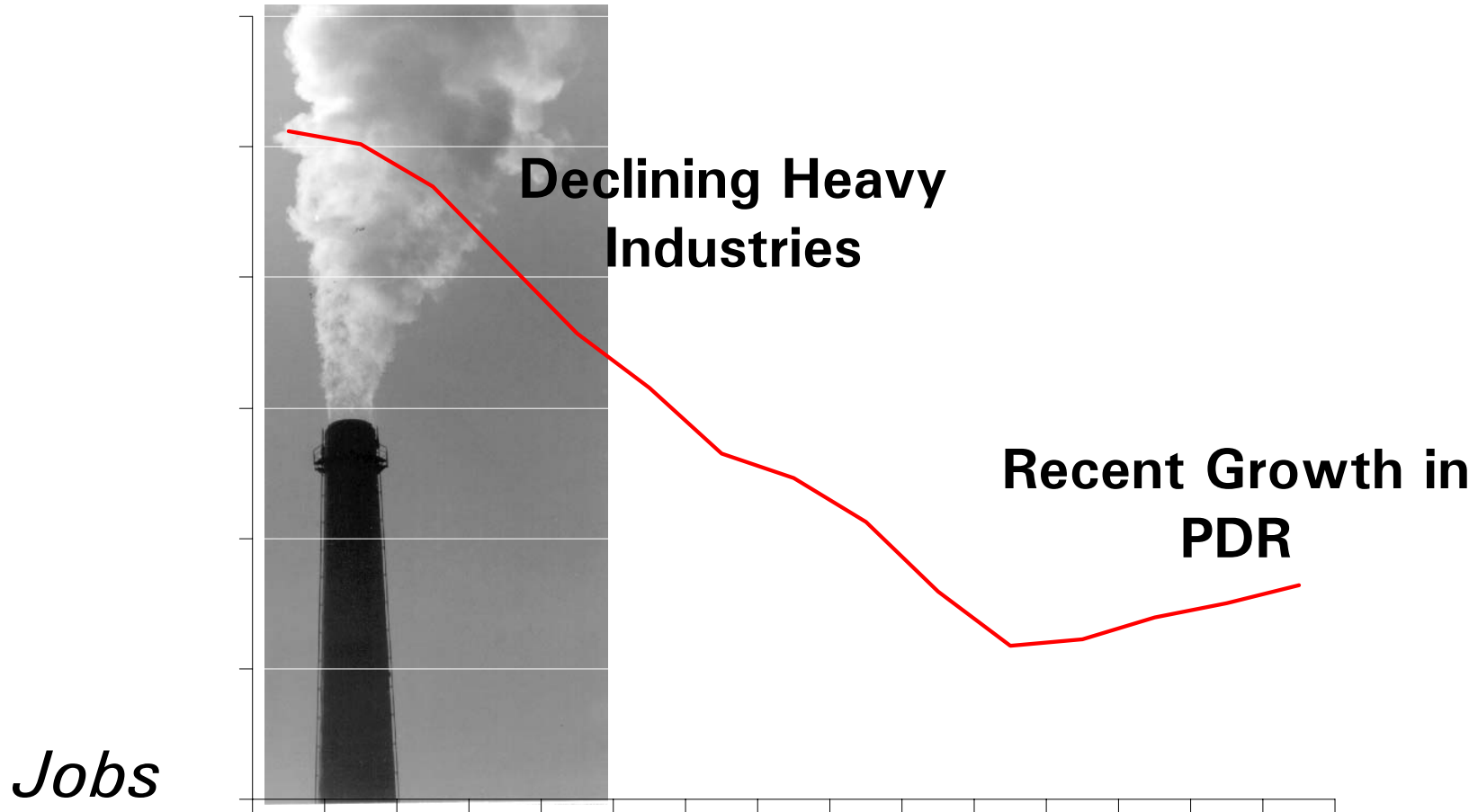
This IS PDR



What is PDR?

2

Changes in Industrial Activities



Production



Production



Production



What is PDR?

2

Production



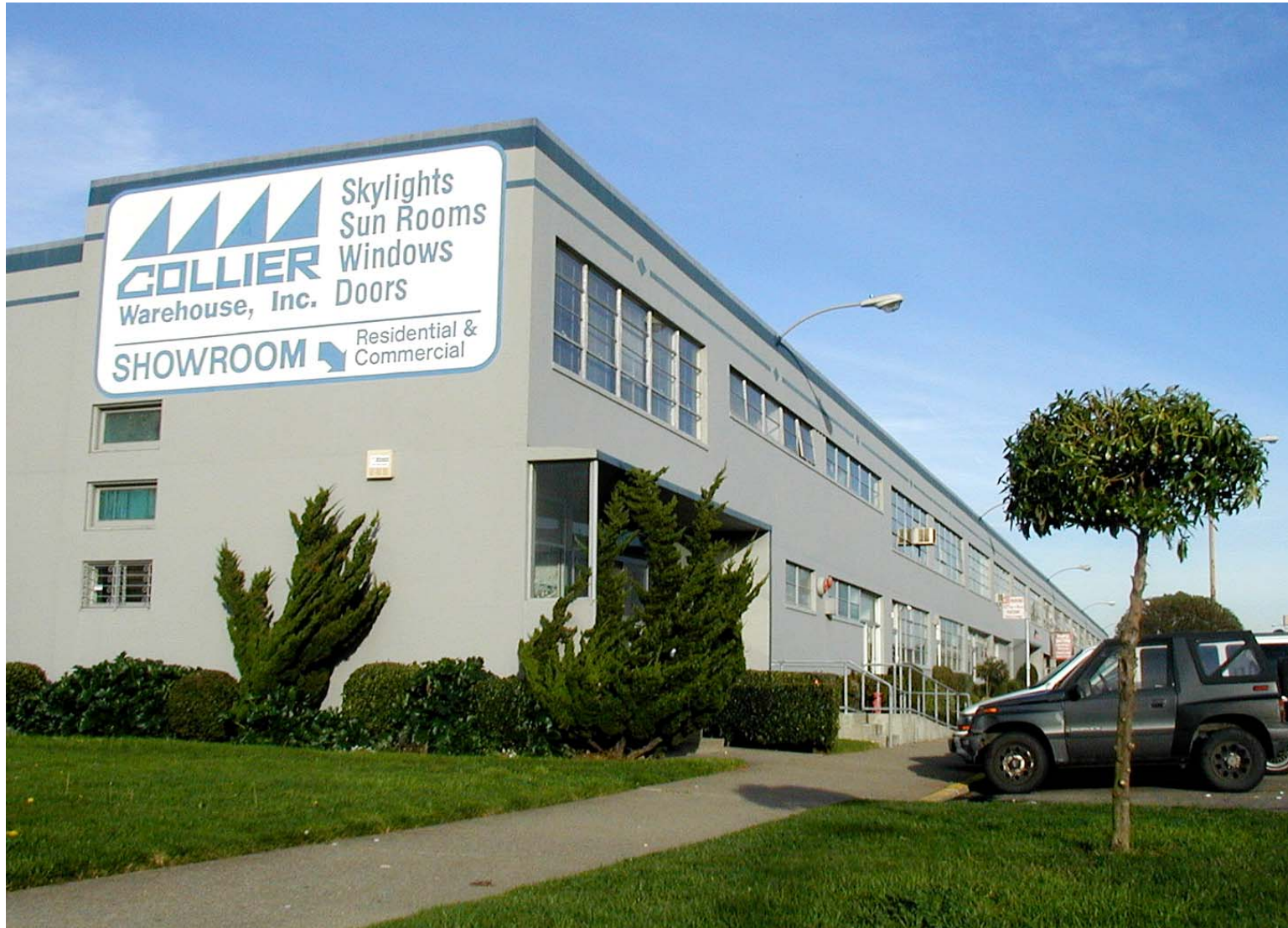
What is PDR?

2

Distribution



Distribution



What is PDR?

2

Distribution



What is PDR?

2

Distribution



What is PDR?

2

Repairs



What is PDR?

2

Repairs

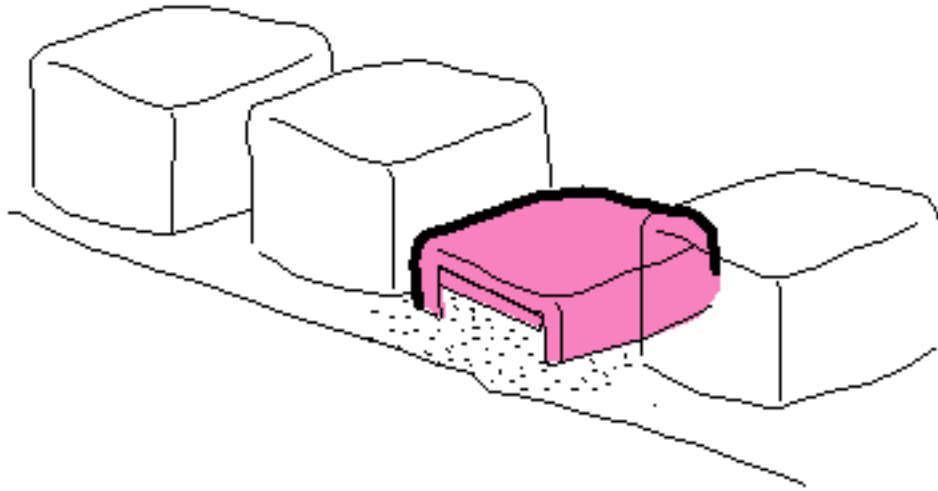


FLEXIBLE SPACE:

**Many Types of
Industrial Buildings**

FLEXIBLE SPACE:

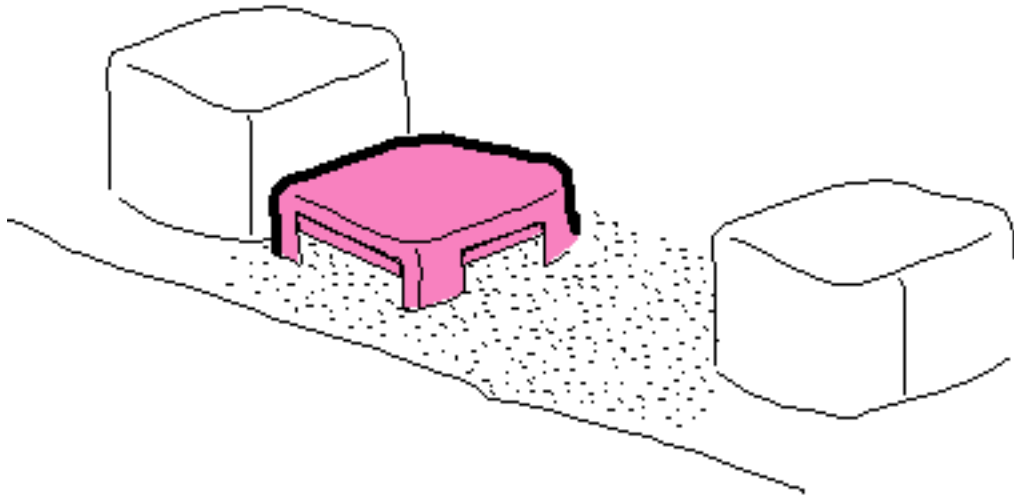
Many Types of Industrial Buildings



Single Story

FLEXIBLE SPACE:

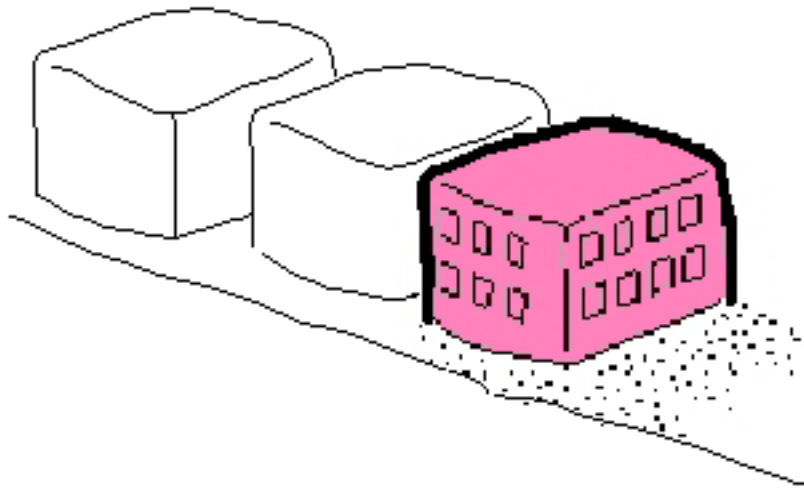
Many Types of Industrial Buildings



**Single Story with
Accessory Yard**

FLEXIBLE SPACE:

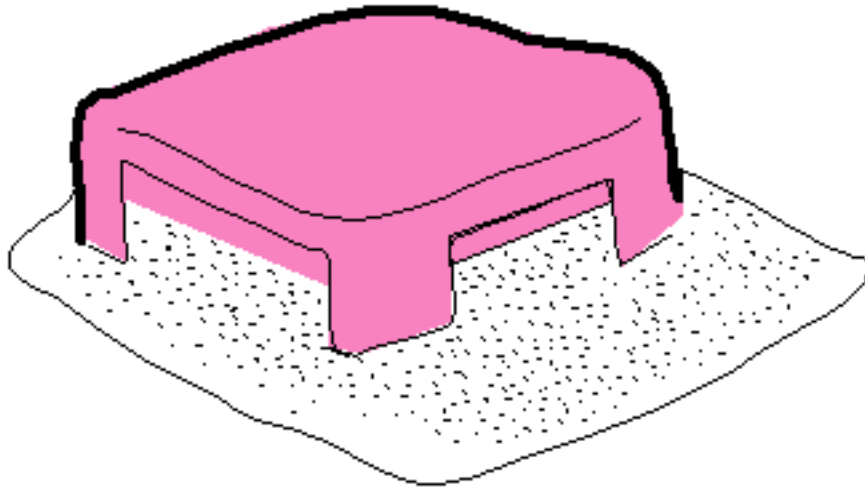
Many Types of Industrial Buildings



Multi Story

FLEXIBLE SPACE:

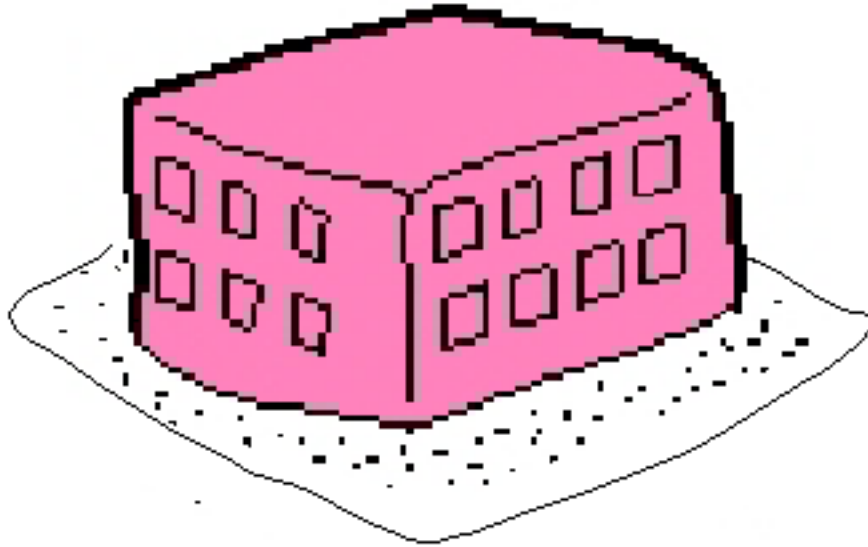
Many Types of Industrial Buildings



**Large Floorplate with
Accessory Yards**

FLEXIBLE SPACE:

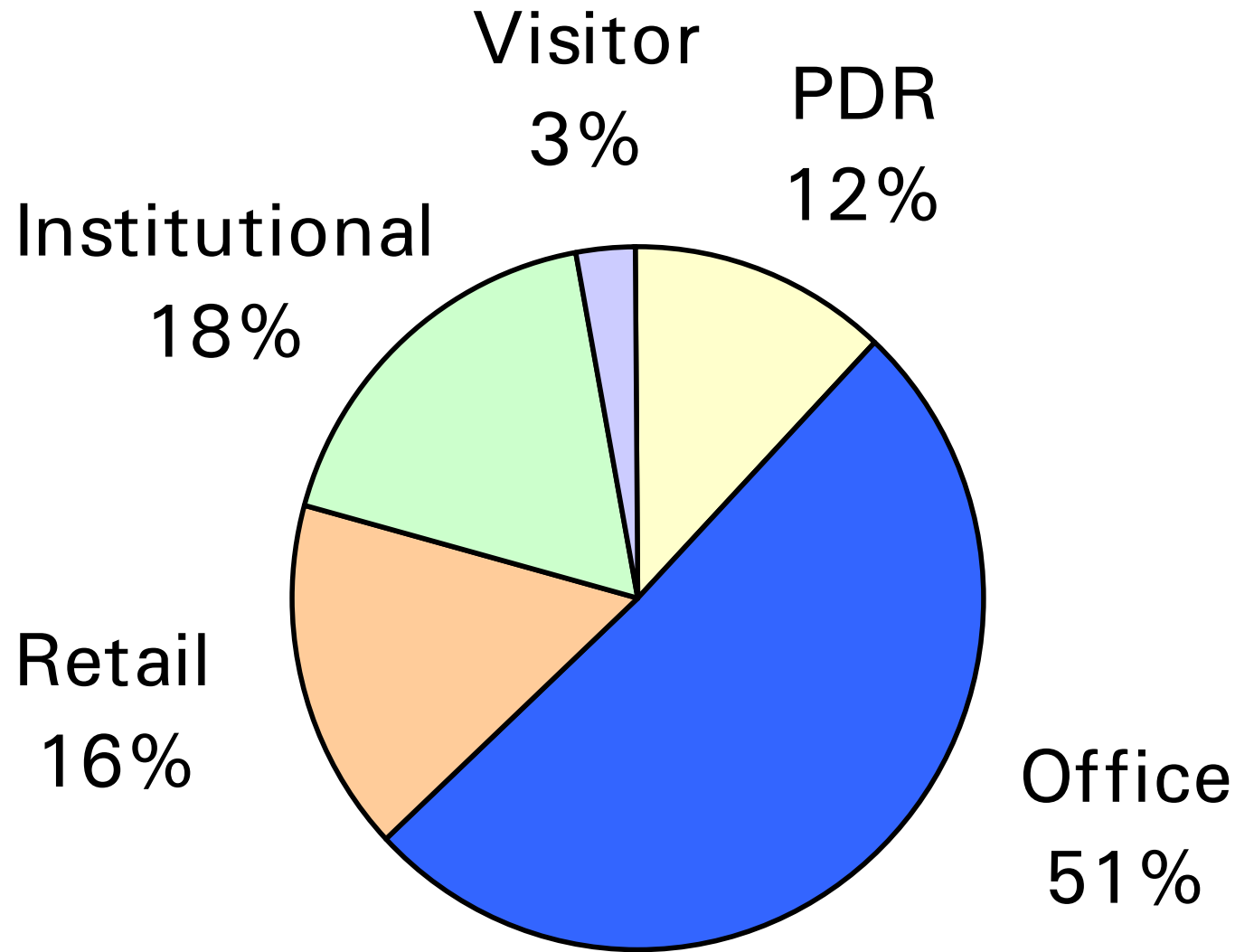
Many Types of Industrial Buildings



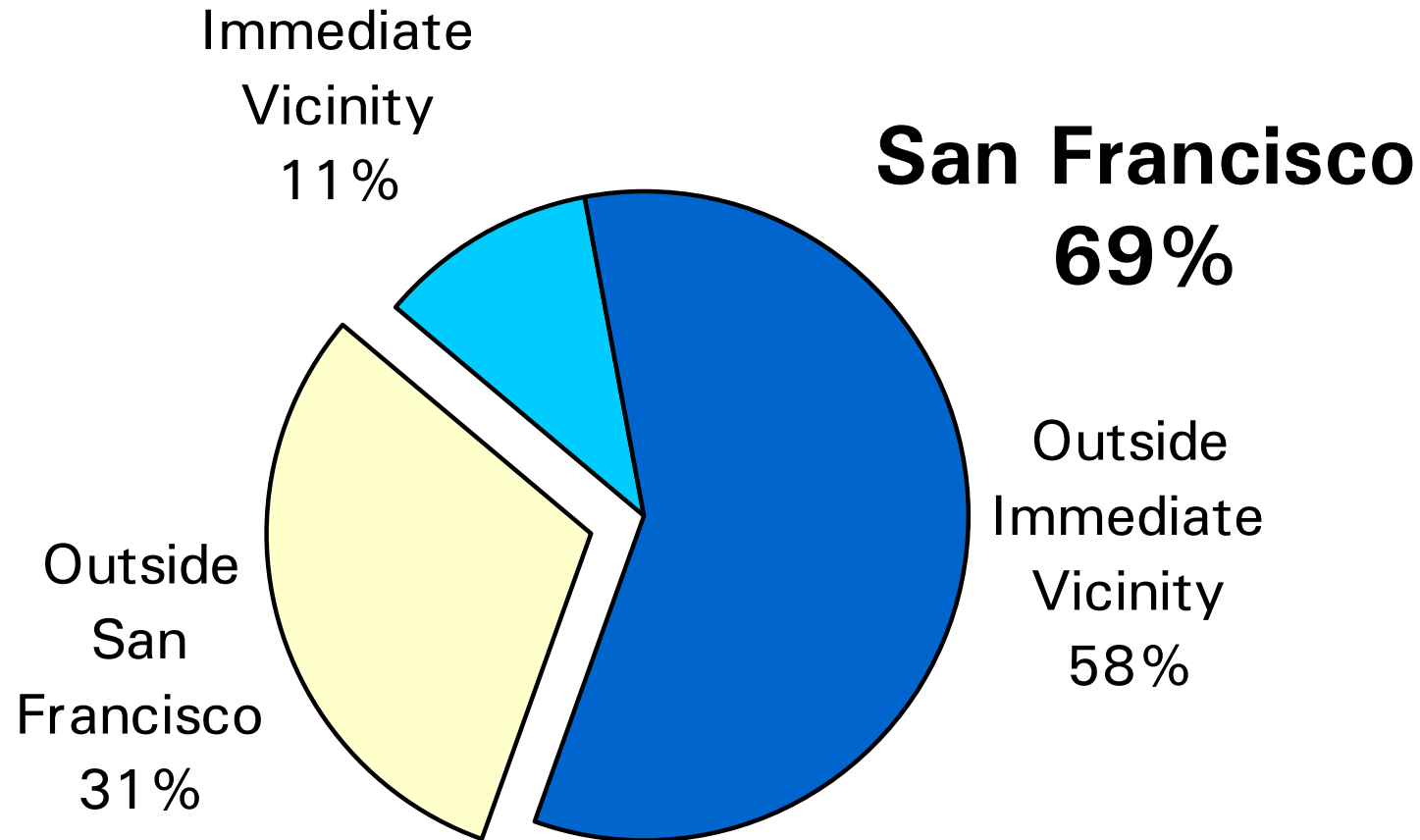
**Large Floorplate
Show Room**

What is PDR's *Role* in San Francisco?

Jobs by Sector – SF Total

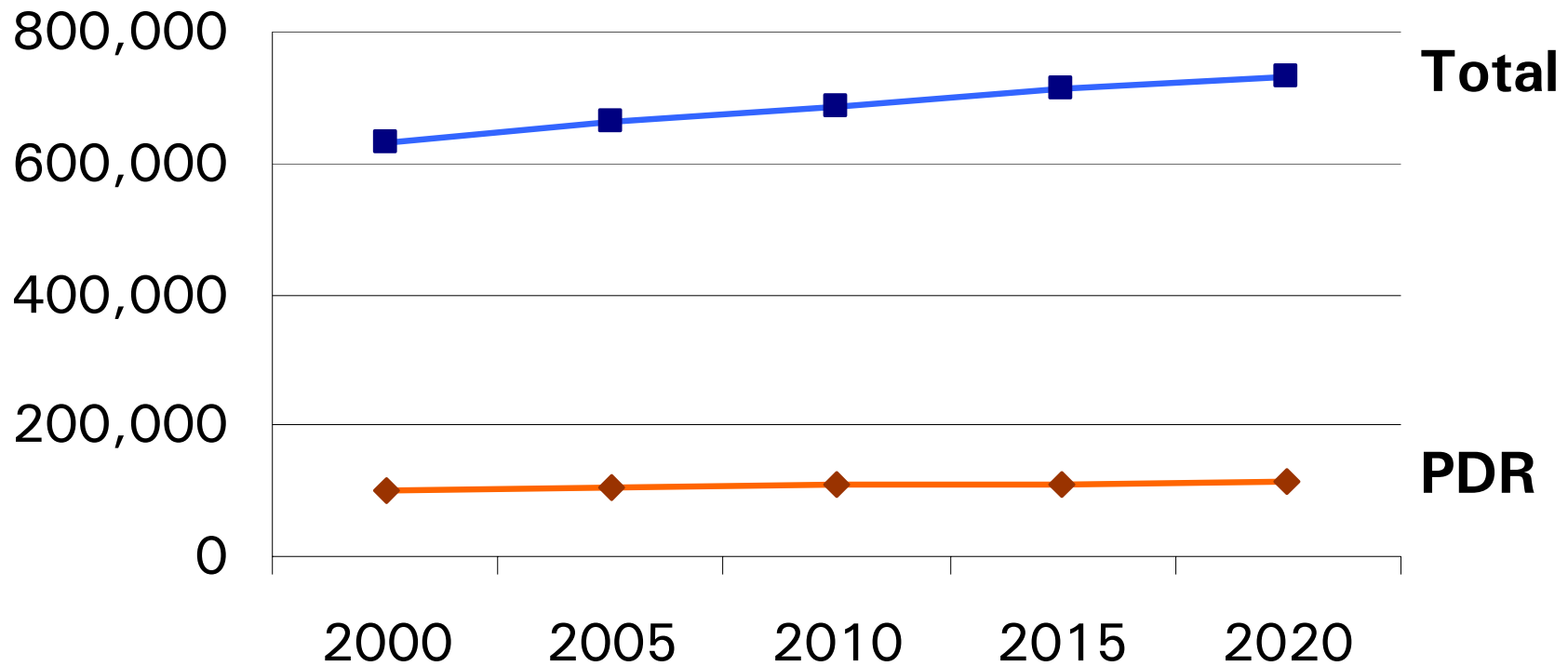


PDR Businesses Employ San Francisco Residents



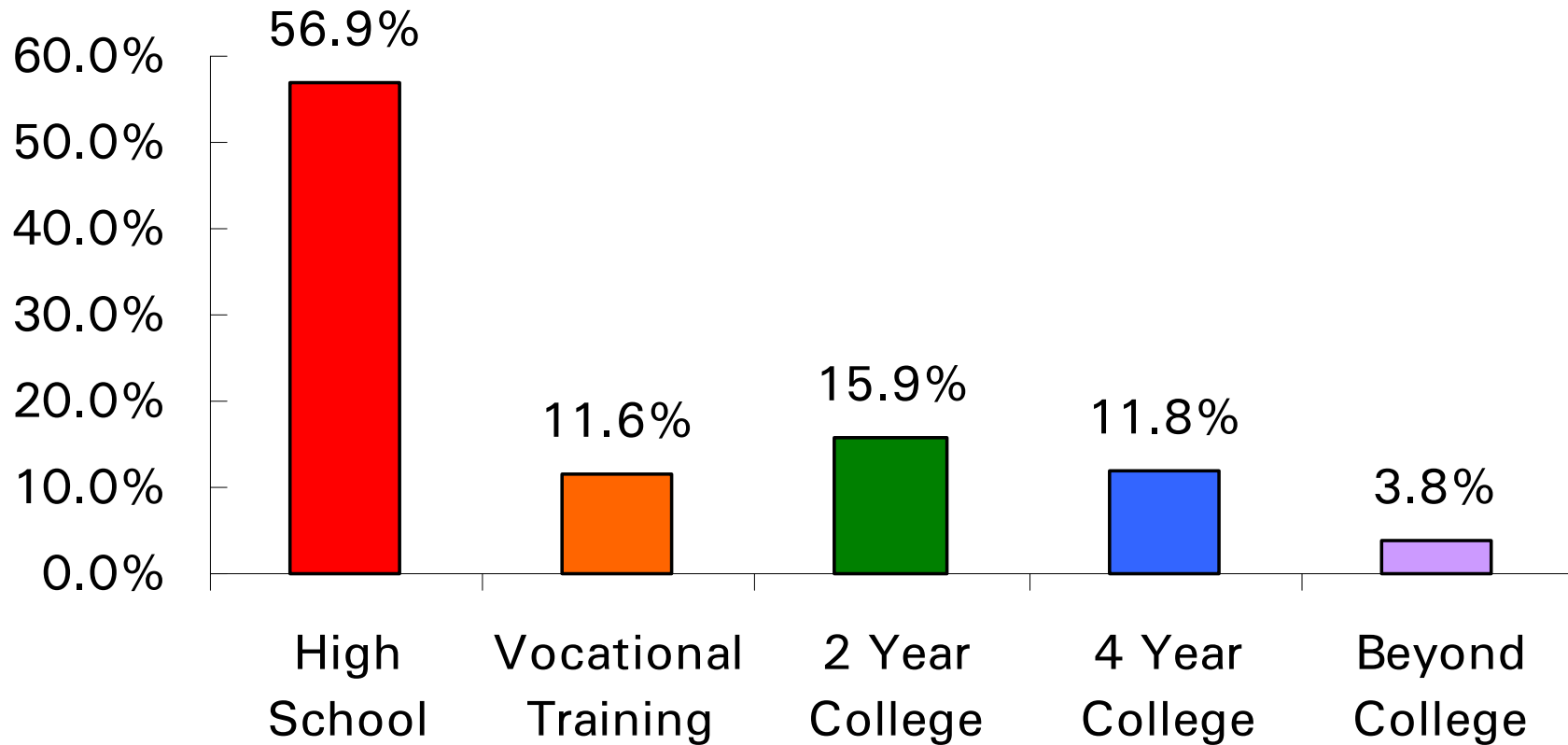
Source: PDR Survey 2002

Job Growth 2020 Projections



Source: Planning Department Analysis based on ABAG Projections 2000

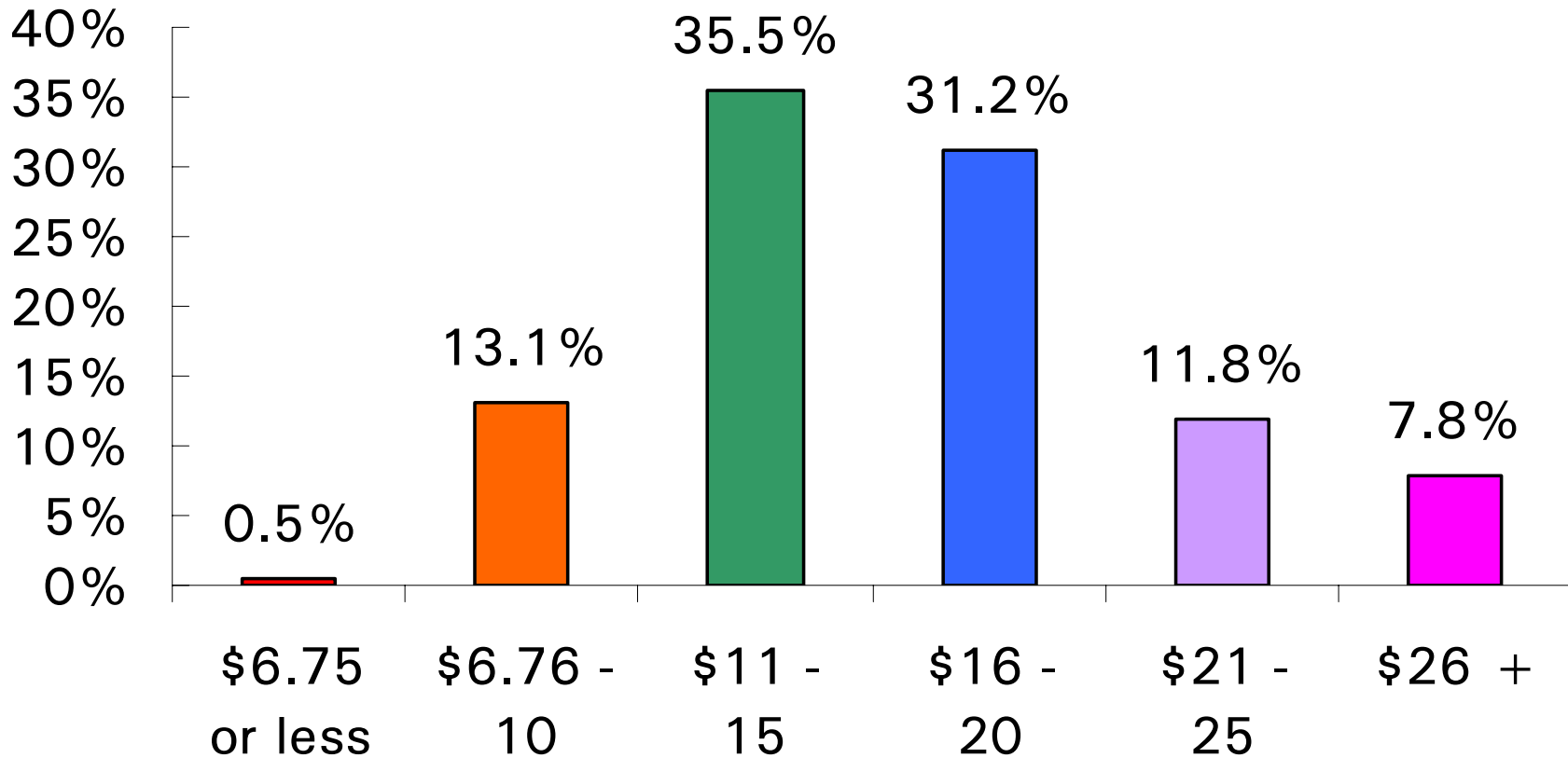
Education



Source: PDR Survey 2002

Good Wages

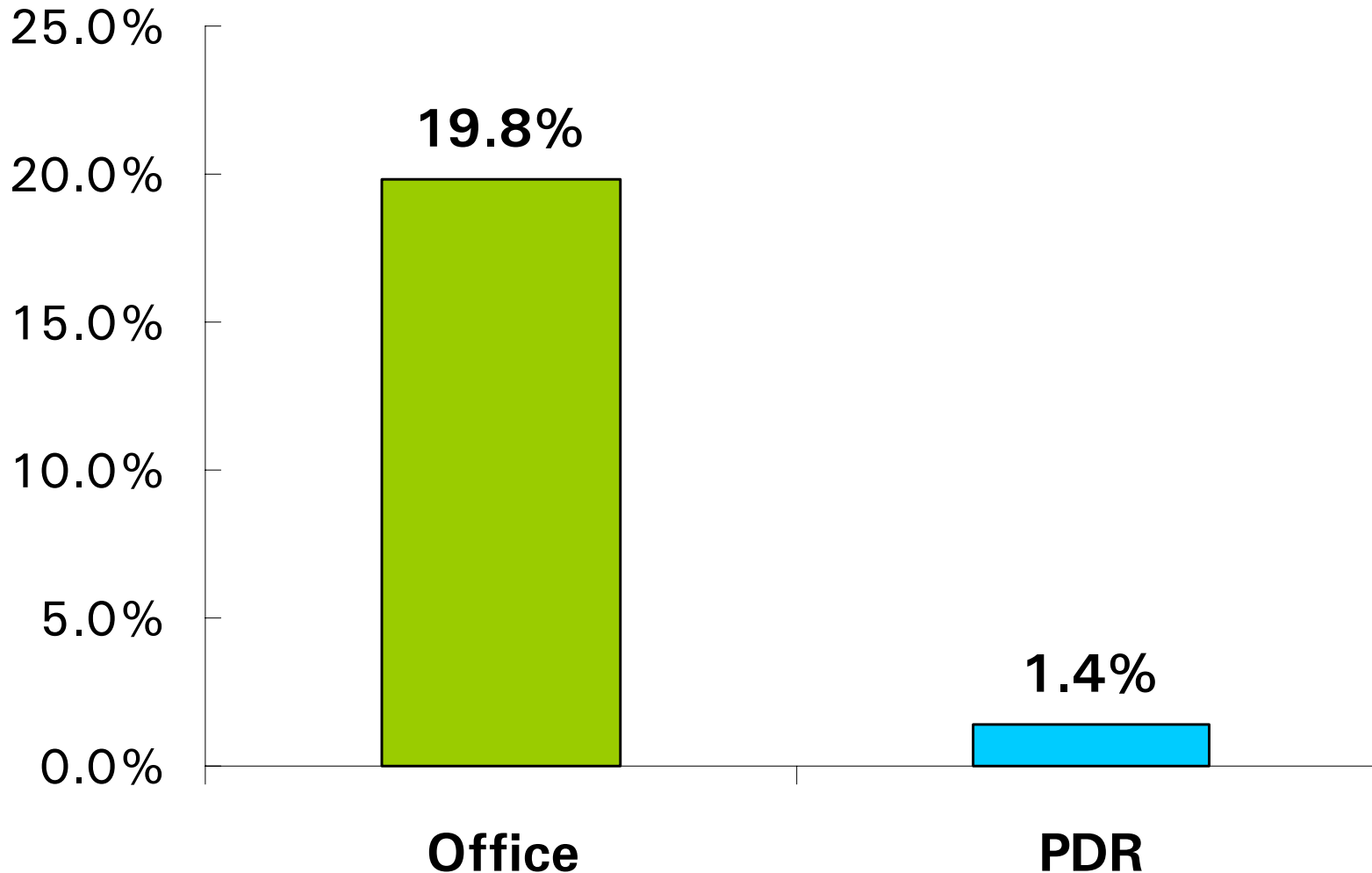
(\$13 Living Wage)



Source: PDR Survey 2002

Economic Stability

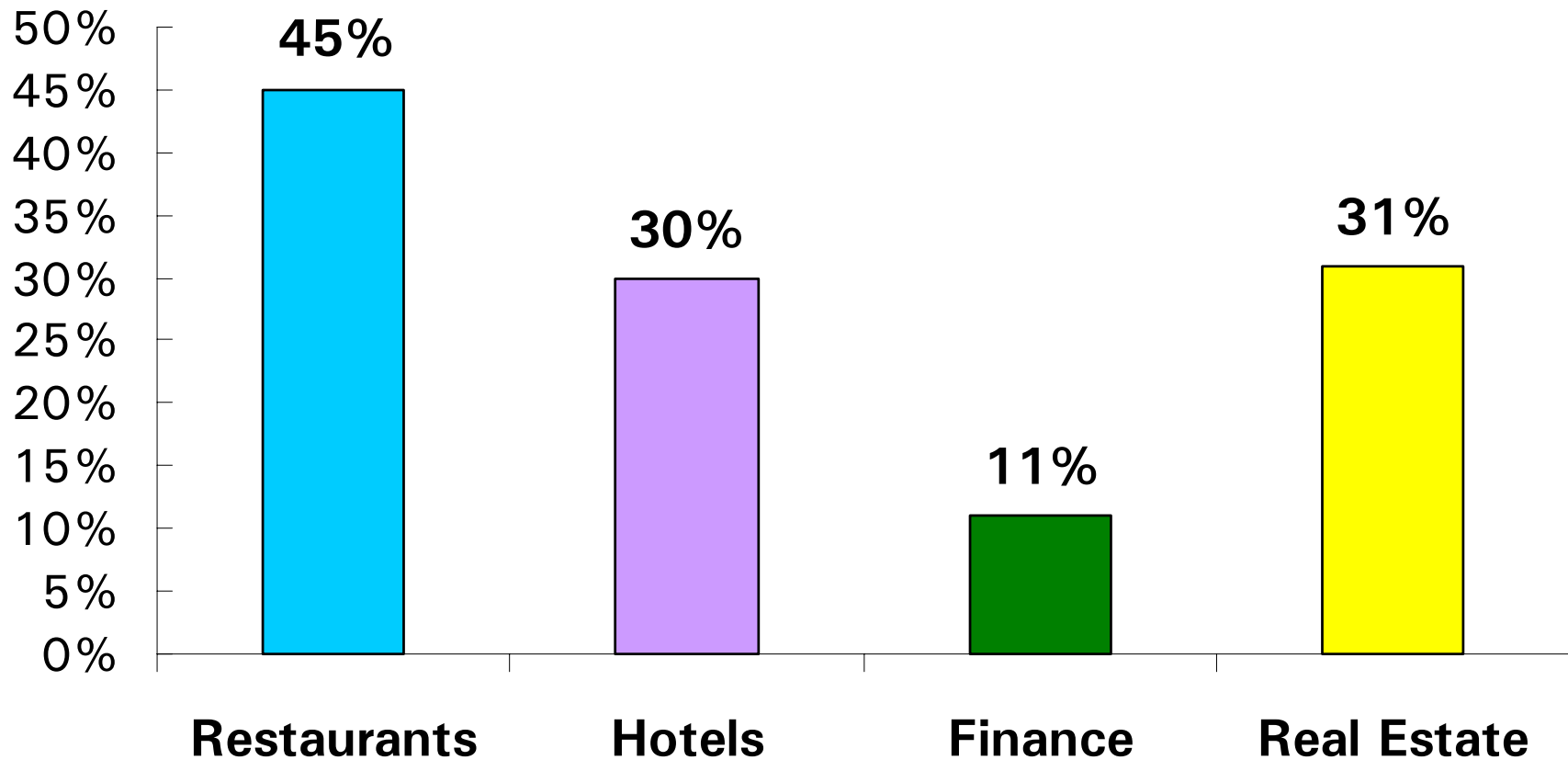
Vacancy Rates



Source: PDR Survey 2002

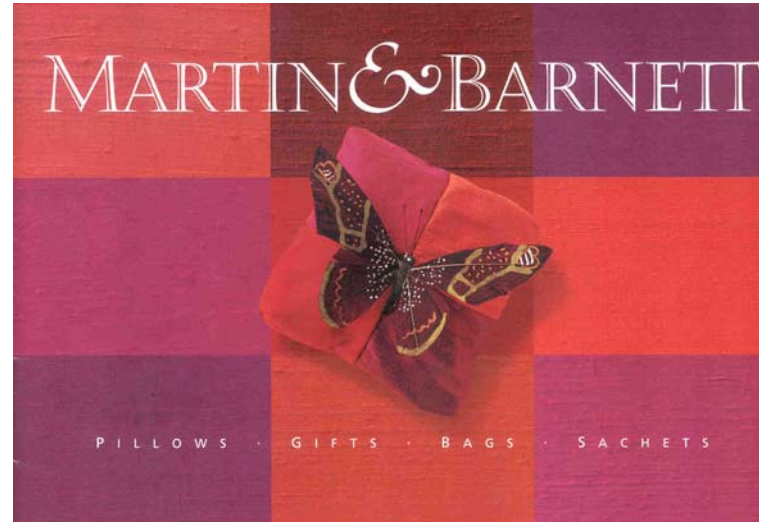
Linkages

Inputs



How to *Zone* for PDR

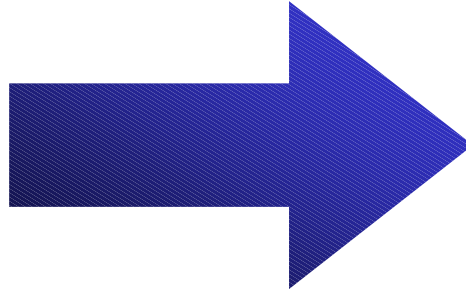
Diversity of PDR



Linkages

Competitiveness

Compatibility



Zone For
PDR

Linkages

Suppliers

Electrical
Contracting
Painting

Auto Repair
Upholstery

Printing
Food and
Beverage

Immediate
Area

San
Francisco

Bay Area

Linkages

Customers

Auto Repair

Printing

Furniture

Cab
Companies

Film
Production

Immediate
Area

San
Francisco

Bay Area

Wages

Food and
Beverage
Printing

Auto Repair
Distributing
Warehousing

Electrical
Contractors
Auto Repair

\$6.75 - \$10

\$11-\$20

\$21-26 +

Competitiveness: Rental Rates



Compatibility - Residential

31%

**Housing OK
Next Door**

Nursery

Jewelry
Manufacturing

Printing

69%

**Housing NOT OK
Next Door**

Auto Repair

Wholesale Food
and Beverage

Construction

Zoning Framework

	Industrial Zone	Mixed-Use Zone	Outside of San Francisco
Linkages	High	High	Low
Competitive Wages	High	High	Low
Competitive Rental rates	Low	Medium	Very Low
Compatibility	Low	Medium	Very Low

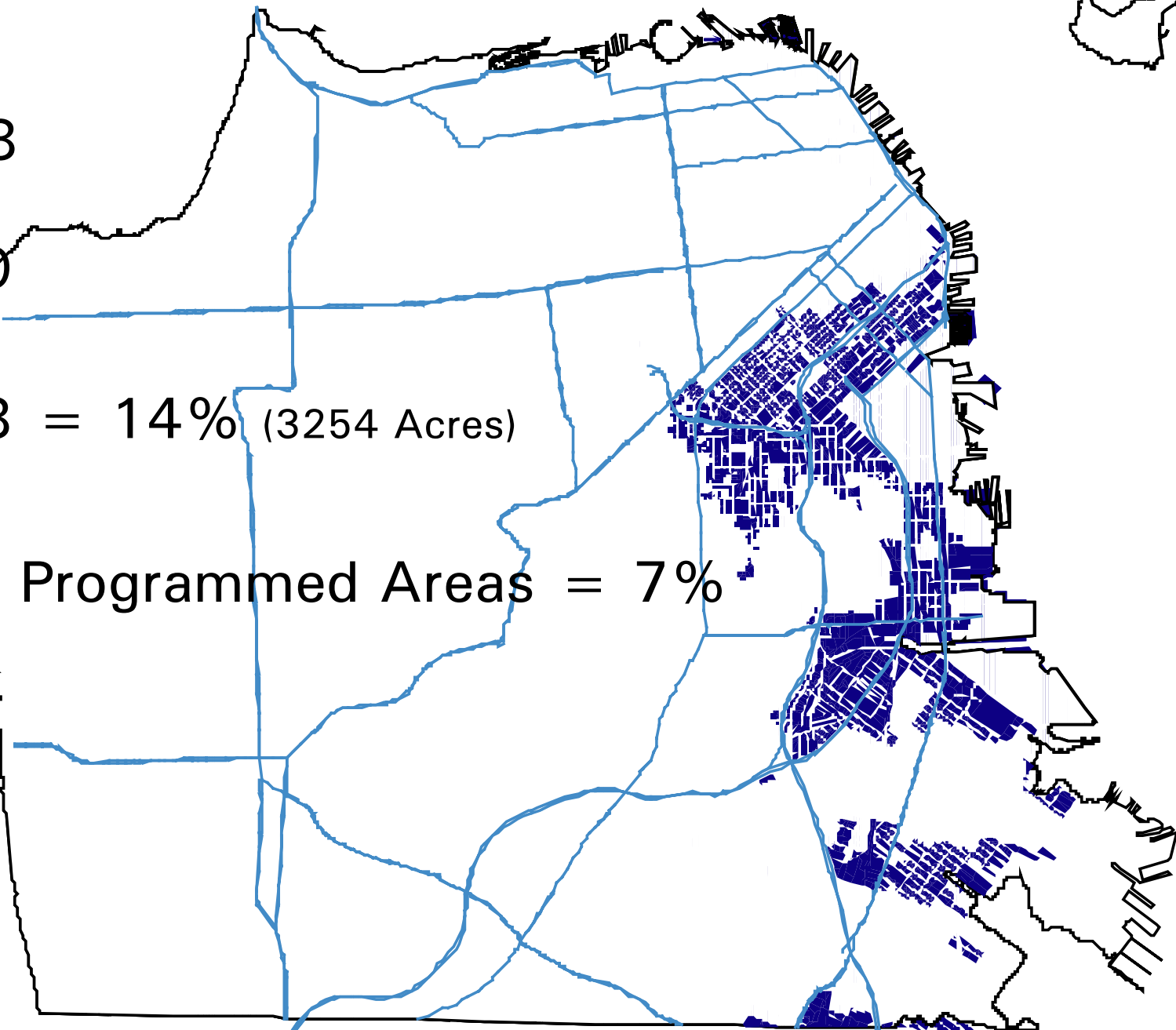
Industrial Land *Supply*

1948

1970

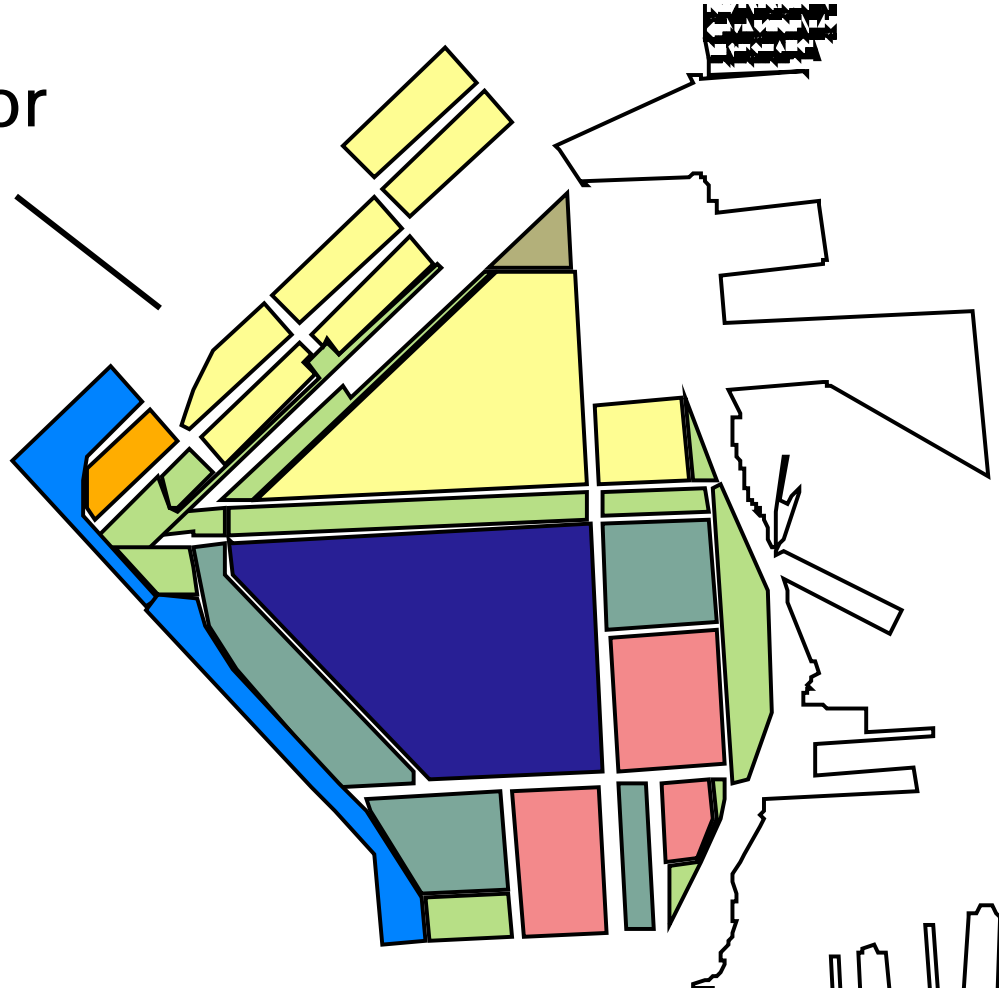
1998 = 14% (3254 Acres)

Less Programmed Areas = 7%



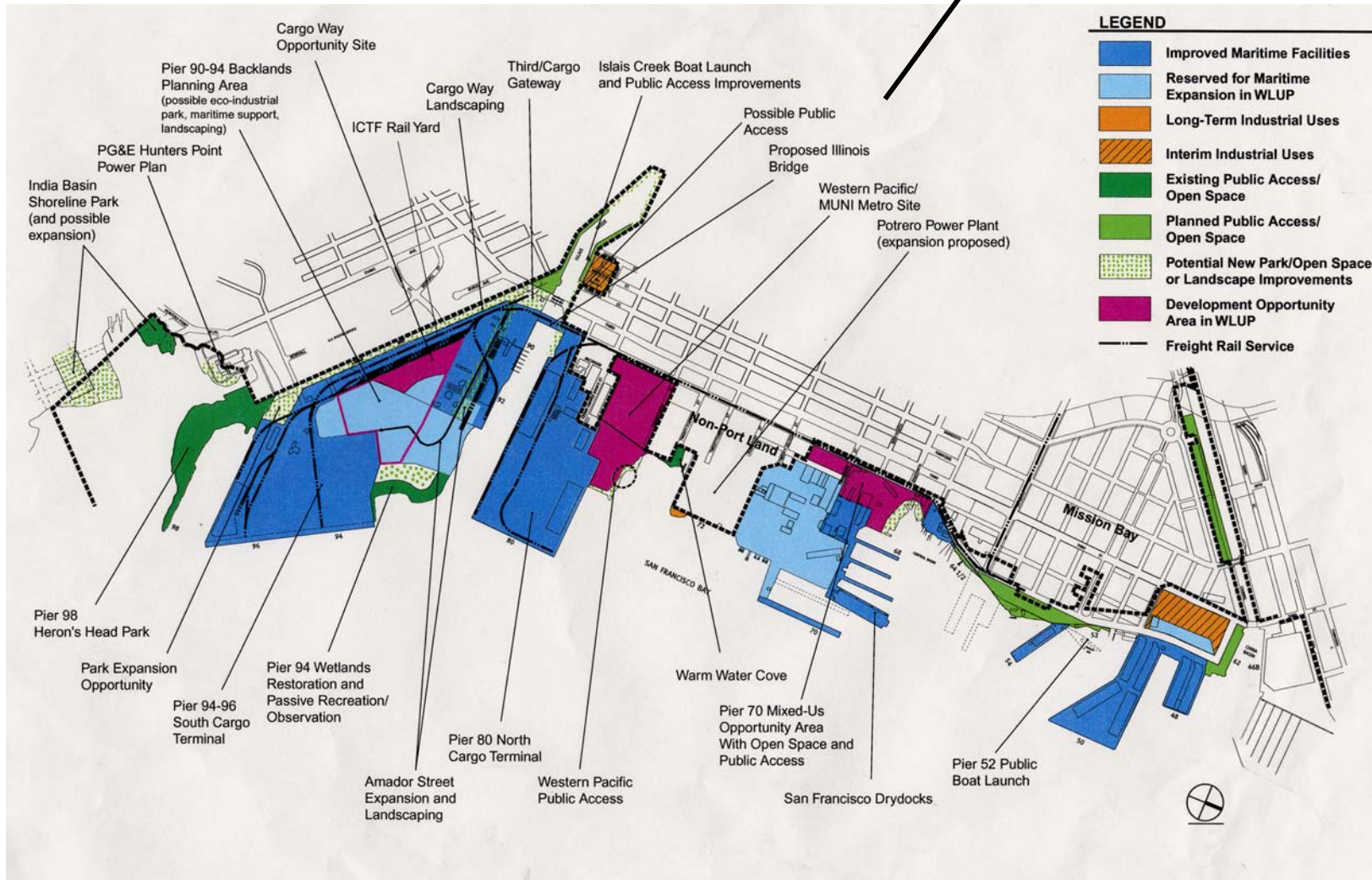
Mission Bay Proposed Land Use Plan

Too expensive for
lower-end PDR



PORT Land Use Plan

Maritime Uses
Public Trust
Doctrine



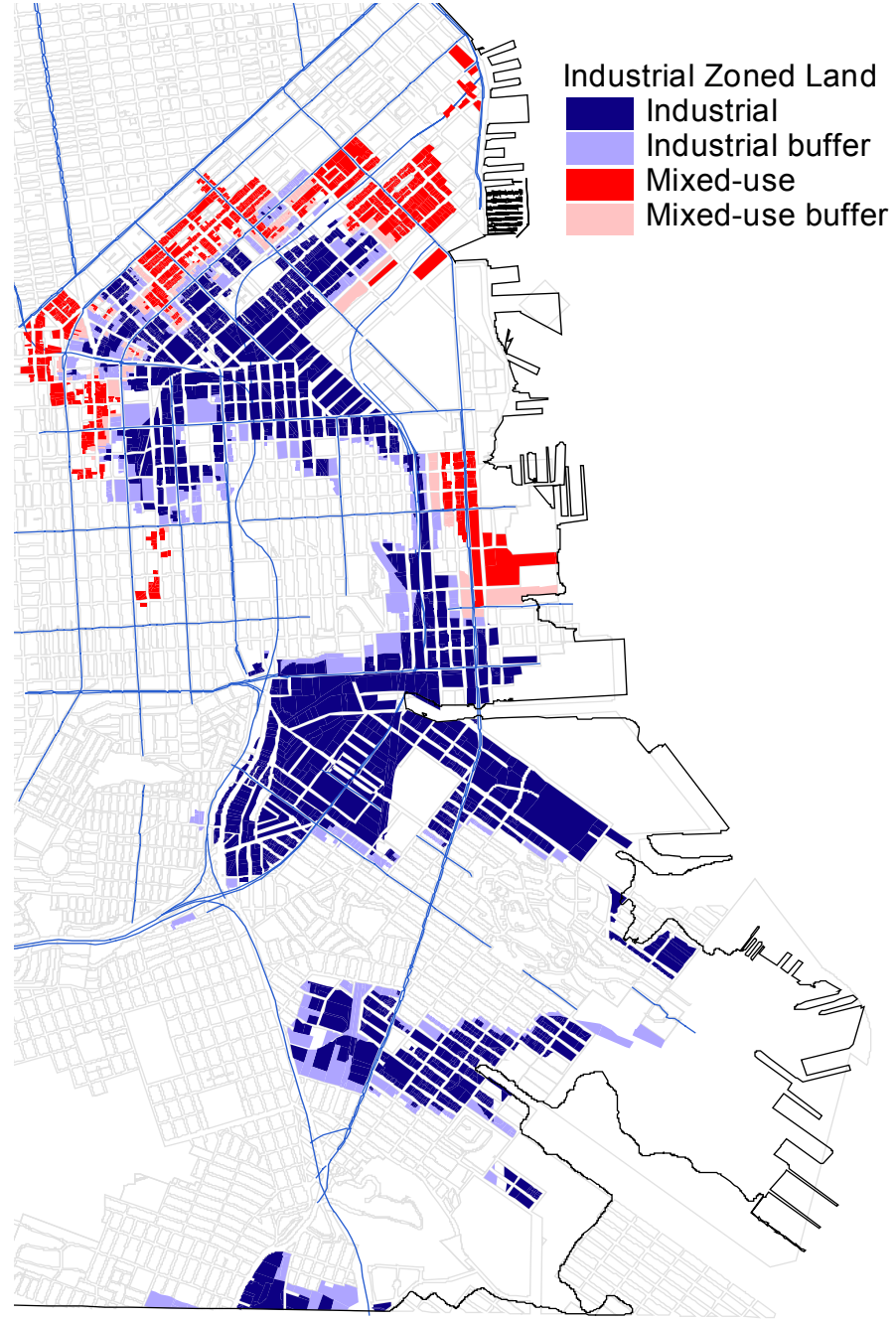
Hunters Point

Long-term plans
for Multimedia/R&D
Type uses



Industrial Zoned Land in 1999

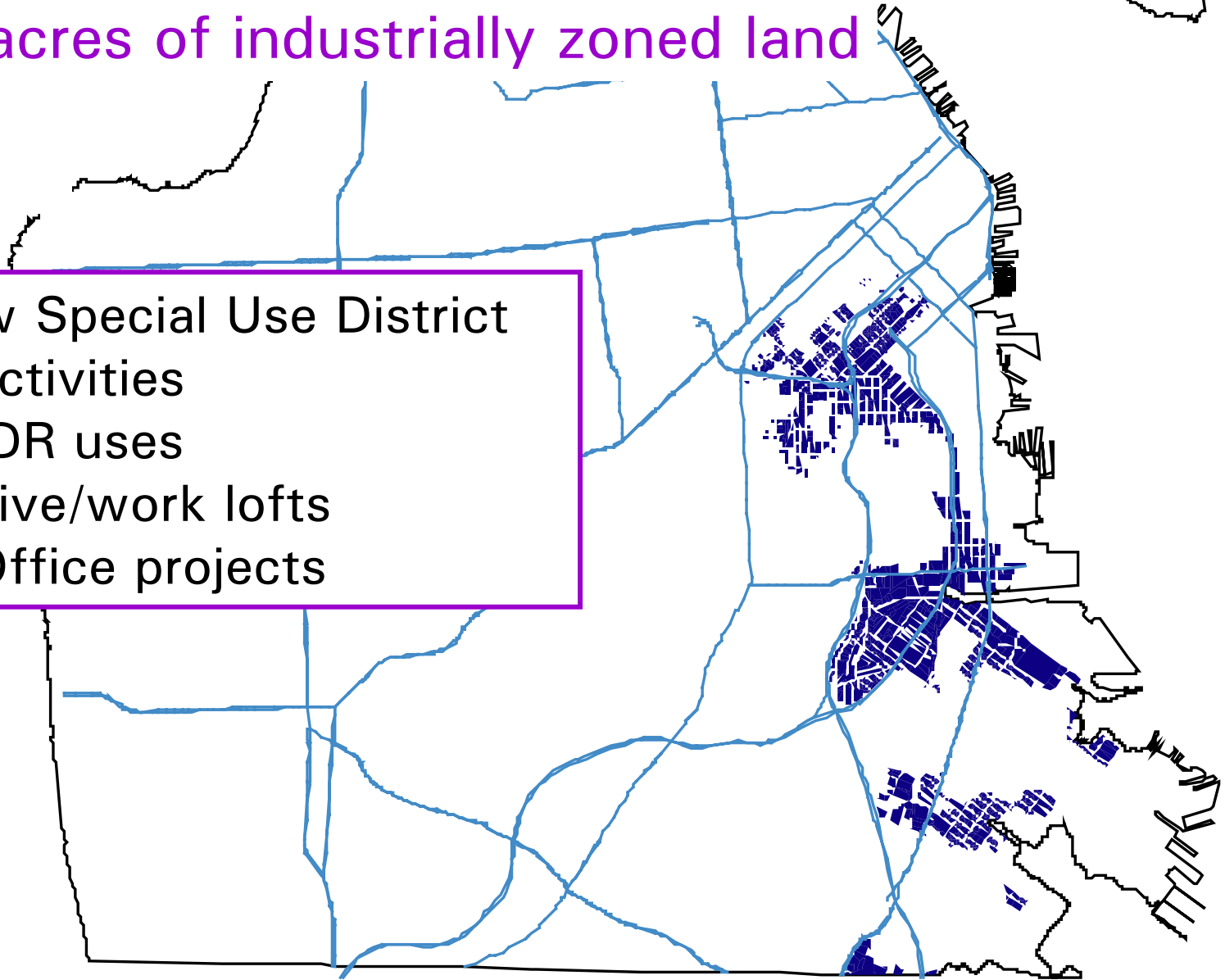
1654 acres



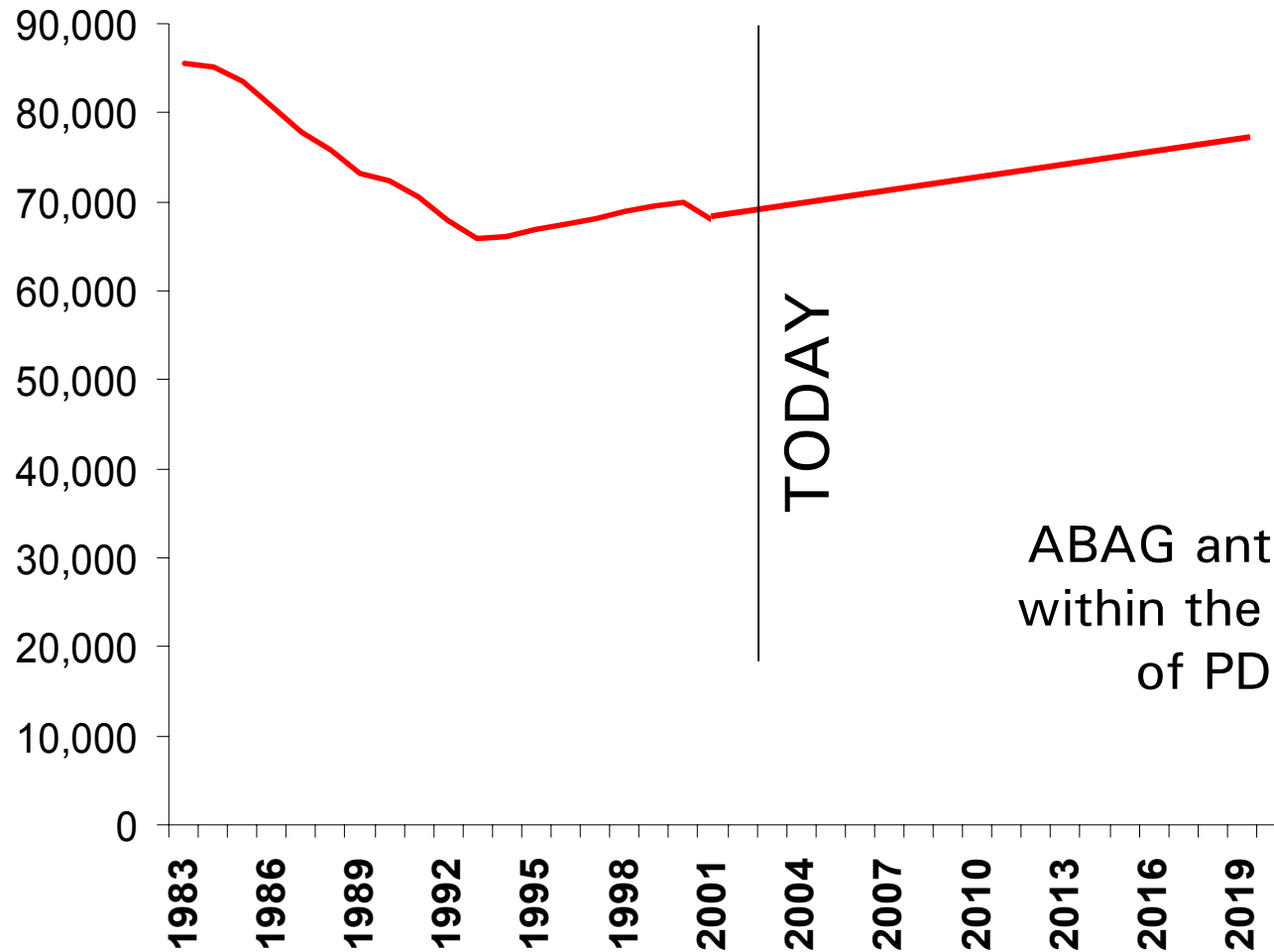
Remaining Blue Area: 1000 acres of industrially zoned land

Bayview Special Use District

- PDR Activities
- Non-PDR uses
 - Live/work lofts
 - Office projects



ABAG Demand Forecast for 2020



ABAG anticipates growth within the broad spectrum of PDR activities

	Office	Retail	Industrial	CIE	Housing Units
Demand for Employees	46,250	16,000	13,000	27,500	16,700
Demand for Square Feet	21.4 million	13.2 million	6.5 million	6.6 million	48,600

Policy Challenges

Zoning Options For Industrial Land

- Do Nothing – Retain current zoning
- Change Zoning to Build Great Residential Neighborhoods
- Change Zoning to Encourage Core PDR. Reprogram remaining land.

1. Do Nothing

- Existing Industrial Zoning will remain in place
- Price competition will determine uses, locations, and timing
- Lose all or most PDR businesses
- Create a poor quality place -
Transportation, open space and other urban needs unplanned

2. Change Zoning to Build Great Residential Neighborhoods

- Revise zoning to encourage housing and exclude industrial uses – lose PDR
- Provide appropriate infrastructure and urban amenities
- How much housing would we gain? Reassess allocation of housing development in industrial areas vs. existing transit corridors

3. Change Zoning to Encourage Core PDR.

Reprogram remaining land

- Encourage Core PDR businesses to remain in San Francisco with appropriate zoning.
- Identify excess land for housing and mixed use development, add to CAP for a citywide solution.

What Kind of City Do We Want?

