



SAN FRANCISCO PLANNING DEPARTMENT

June 30, 2007

PUBLIC NOTICE

AVAILABILITY OF THE DRAFT ENVIRONMENTAL IMPACT REPORT FOR THE Eastern Neighborhoods Rezoning and Area Plans Project Planning Department Case No. 2004.0160E

1650 Mission St.
Suite 400
San Francisco,
CA 94103-2479

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

A Draft Environmental Impact Report (DEIR) has been prepared by the San Francisco Planning Department in connection with this project. A copy of the report is available for public review and comment at the Planning Department offices at 1660 Mission Street, 1st Floor Planning Information Counter. Referenced materials are available for review by appointment at the Planning Department office, 1650 Mission Street, Suite 400.

Project Description: To encourage new housing while preserving sufficient lands for necessary production distribution and repair (PDR) (generally, light industrial) businesses and activities, the Planning Department proposes changes in the Planning Code (zoning) controls, as well as amendments to the General Plan, for an approximately 2,200-acre area on the eastern side of San Francisco. The proposal would cover the eastern portion of the South of Market ("East SoMa"), the Mission, Showplace Square/Potrero Hill, and the Central Waterfront. In conjunction with the proposed rezoning, the Planning Department is developing Area Plans for East SoMa, the Mission, Showplace Square/Potrero Hill, and the Central Waterfront for inclusion in the General Plan. (Included would be revisions to the existing Central Waterfront and South of Market Area Plans.) These plans would address policy-level issues pertaining to transportation, urban design (including building heights and urban form), open space, housing and community facilities. While the retention of existing and establishment of new PDR uses is a critical aspect of the proposal, a key goal of the rezoning process is to encourage the creation of cohesive neighborhoods, particularly where new housing is being encouraged. The plans also propose public benefits and other implementation programs to address physical impacts identified by the EIR and socioeconomic impacts addressed in related studies. The project would introduce new use (zoning) districts, including districts that would permit at least some PDR uses in combination with commercial uses, districts mixing residential and commercial uses, residential and PDR uses, and new residential-only districts. The project would also include certain adjustments to height limits. Improvements to the streetscape, transportation system, and open space may result from implementation of the new plans, although no specific improvements are proposed or funded.

This Draft EIR found that implementation of the proposed Eastern Neighborhoods Rezoning and Area Plans project would result in significant unavoidable environmental effects related to:

Land Use: Rezoning Option C and the No-Project Alternative would result in a clear mismatch between the supply of and demand for PDR land and building space. Therefore, both Rezoning Option C and the No-Project Alternative would result in a significant adverse effect on the supply of land for PDR uses.

Transportation: The No-Project Alternative and each of the three project options would result in significant unavoidable impacts at local intersections and potentially significant impacts on Muni service.

Historical Resources: Under each of the three project rezoning options and the No-Project Alternative, potential demolition of historical resources would constitute a significant unavoidable impact, in that it is unlikely that no future development proposal in the Eastern Neighborhoods would result in demolition, alteration, or other changes to one or more historical resources such that the historical significance of the resources would be "materially impaired."

Shadow: Each of the three project rezoning options and the No-Project Alternative would potentially result in new, possibly substantial, shadow. Because the feasibility of complete mitigation for potential new shadow impacts of currently unknown development proposals cannot be determined at this time, it cannot be concluded that this impact would be less than significant, and therefore the impact on this park is judged to be significant and unavoidable.

A **public hearing** on this Draft EIR and other matters has been scheduled by the City Planning Commission for **August 9, 2007**, in Room 400, City Hall, 1 Dr. Carlton B. Goodlett Place, beginning at 1:30 p.m. or later. (Call 558-6422 the week of the hearing for a recorded message giving a more specific time.)

Public comments will be accepted from June 30, 2007, to 5:00 p.m. on August 31, 2007. Written comments should be addressed to **Paul Maltzer**, Environmental Review Officer, San Francisco Planning Department, **1650 Mission Street, Suite 400, San Francisco, CA 94103**. Comments received at the public hearing and in writing will be responded to in a Comments and Responses document. If you have any questions about the **environmental review** of the proposed project, please call **Michael Jacinto** at 575-9033.