

Mission Area Plan

March 13, 2007

Community Workshop Feedback

Comments on the zoning framework session

1. Potrero Street is a good transit corridor. Why would we reduce heights on Potrero? Especially around SF General. Same around Franklin Park. Also, why are there industrial uses around Franklin Park?
2. If my house changes to RTO, what does that really mean?
 - RTO is similar to existing Residential Zoning - it allows space for small shops, allows more housing density and requires less parking and it requires new housing to be built at 40% 2 bdr. and 10% 3 bdr.
3. We use zoning to limit formula retail and alcohol. We want to limit adult entertainment as well. A particular concern is the Armory, where adult films are made. The public wasn't notified of the change of use. There should be a CU for adult entertainment.
 - Adult entertainment is not allowed in most zoning districts but the Code cannot differentiate between adult and non-adult film, so the Armory is a legal use.
4. Keeping the character of the Mission is a good goal, and raising heights destroys this character.
 - The proposal is to increase heights only in certain areas, increased community benefits come from increased heights/development potential.
5. The porn industry is coming into the neighborhood. The Commission doesn't understand the ramifications. The Armory situation undermines all the other good work done to improve the neighborhood. This is the worst possible use for the Armory.
 - That is what the existing zoning allows (film production). It was permitted as of right. However, in the proposed Plan we are not allowing adult entertainment.
6. The Plan doesn't deal with Area South of SF General – from Potrero St. to 101. But what happens if this plan affects that area – through decreased parking, for example.
 - That area is part of Potrero Hill/Showplace Square Area Plan and information is on our website.
7. Redevelopment Agency is about raising money. Their developer in the Bayview, Lennar, is renegeing on the promise to build affordable housing. The residents are shut out of the process. How is this different, what is the accountability to the people?
 - The Mission is not a Redevelopment Area.
8. For many years there has been empty PDR space in the NEMIZ. It's unrealistic that jobs will come, and we should plan accordingly.

- The City commissioned a study that documented the need to retain PDR space in the City. In the Plan the PDR zoning has been reduced significantly. In the MU-PDR zone, housing, retail and other uses are allowed in those areas, refer to the details.
9. Do we have an historic resources survey in place for the Mission? The historical district should be defined before the Plan can be adopted.
- Any building built before 1961 is going to Landmarks Board. We are doing a survey and at the moment we have some interim policies in place until such survey is completed. Once it is completed, all findings will be incorporated into the Plan.

Comments on the Housing and Public Benefits discussion

1. We're just able to ask 5-6 questions. We want to ask more questions. New buildings sometimes take entire blocks and are completely out of character with the neighborhood. The community has said that they don't want higher heights there are trade-offs with heights.
2. San Francisco is a big city and plays an important role in the region. There is nowhere to build housing in San Francisco. Somewhere there needs to be housing, we have to face up to it. In the areas close to transit and MUNI such as Harrison, Potrero and 16th are the places where it makes good sense to do it. We owe it to the region.
3. We play a regional role in land use planning. If we don't build here where do we build? In the Delta or other environmentally sensitive areas. We know no one wants new housing in their neighborhood, but we have a responsibility to the region.
4. Lofts were an idea to develop low-income housing, a good idea that didn't actually work out. What are we doing about lofts?
 - We don't see them as affordable housing.
5. Population is constant and tax revenue has to come from somewhere, has the Dept talked to developers about how to produce housing? Why would you build in the Mission if the affordability requirements were so much higher? There is a gaping hole in workforce housing (teachers, fire fighters, etc). Prices are too high because of burden (taxes and fees) put on by the government.
 - Yes we have spoken to developers and are working with the Mayors Office of Housing on how to create the most affordable housing at all income levels, including workforce housing, possible. The affordable housing strategy for the Eastern Neighborhoods continues to evolve as we have an opportunity and responsibility to address the high cost of housing in San Francisco.
6. The heights are good, higher on transit corridors and lower on alleys so well-sized to streets. Also, our design guidelines need to make buildings look better and materials less cheap. Public benefits should include the environment, and new buildings should meet environmental standards – energy and water efficient.

7. I am a long time resident didn't know about this meeting until last week, and no one has heard of the People's Plan, yet you speak as if it's part of the Dept's plan.
 - We did 2 comprehensive mailings in 2002 and in early 2006 and we announced this meeting in several newspapers, city government website, KQED and other media. The People's Plan is a separate Plan, there are several plans out there and people should feel free to put their ideas forward.
8. The Planning Department does not have an easy job, I think you are doing a professional job. I echo the green comments. We should allow for increased density and heights in central areas well served by transit. Environmentally, we need denser urban living to minimize sprawl. If growth doesn't go here it will go elsewhere.
9. Dealing with the Dept is really hard, we are back to being zoned industrial. Affordable housing next to PDR is environmental racism, we want to have environmental controls. Plan has good elements, but there are glaring mistakes in the zoning.
10. The People's Plan has been in process for five years and has involved hundreds of people who are part of the community. It has been a long-term process with focus groups and community meetings. For housing, we really need to develop more affordable housing to help people who are homeless or who make a very small amount and are at risk of displacement. How are you going to meet the need of folks who make 20,000 year who can't afford BMRs?
 - We are looking at different types of affordable housing
11. There is lots of good stuff in the Plan but it is very vague with language such as "propose" and "encourage". Where does the money come from to implement what is proposed and encouraged. Is it possible that we're going to put a plan in place and then not have the money to do what we wanted?
 - We discussed some of the strategies to meet the needs – impact fees, revenue dedication, community benefits district and other methods. We are looking at as many strategies as are feasible.
12. I wan to clarify what was said about the People's Plan. For the last four years MAC has been meeting with hundreds and hundreds of people. You can go back and look at the changes in the People's Plan from our process. We are part of the community and can express our views. Just like at this meeting there may be some residents and some are not residents of the Mission and we appreciate their participation too. With regards to the comment that someone is against the heights, there is a housing crisis. The Mayor, the community and the entire city have a responsibility to make room for it.
13. We have a need to build more housing because homelessness is such an issue and people are at risk.
14. Good Plan for the NC districts but what is PDR? A nebulous category that is sacrosanct? It's very broad and some of the uses (such as chrome plating) are very noxious and

environmentally troublesome and we need to relate them to health consequences. There is chrome plating on Shotwell St and the city of LA is running chrome plating out of town.

- PDR entails a wide range of uses and we will be releasing the details of that as soon as possible. PDR zoning excludes housing and large office and it excludes very heavy industrial uses.

15. Does affordable housing undermine other uses because it doesn't support the tax base? Does it therefore burden other landowners? Will it provide parks and schools for my kids? Doesn't it make the market-rate housing more expensive?

- No, affordable housing is an asset to the community because it allows people to live, work and invest here that otherwise could not and adds a level of needed diversity to the local economy. Non-profit housing is exempt from property taxes, but the amount generated by local property taxes by market rate housing has significantly decreased over time because of the passage of Proposition 13. Retail sales tax, hotel sales tax, and other revenue sources increasingly account for a greater share of revenues that fund local services. Development requirements and fees can also be used to generate needed community services, particularly where additional value is conferred through rezoning.

16. No one wants to build at 100% affordable. That is very ambitious so we won't get anything in the overlay zone.

- We are looking for a balance.

17. As part of the community priorities you should make sure there are less evictions.