

Zoning Options by Community Planning Area

This section presents the three rezoning options developed for each neighborhood in the following order: Bayview Hunters Point, Showplace Square—Potrero Hill, South of Market, and the Mission. For each neighborhood, the options are described first. A table presenting the community planning goals follows. The zoning options maps are accompanied by a preliminary urban form analysis that will eventually inform height and bulk limits and design guidelines for each area.

Community Planning Area: Showplace Square/Potrero Hill

The rezoning proposals for the Showplace-Potrero area present the City with a key policy issue in light of the City's transit first policy - the appropriateness of developing new residential neighborhoods or mixed use districts outside of the City's existing transit corridors and areas well served by existing transit. The City's investment in existing transit infrastructure is best supported by locating new infill development in established neighborhoods and commercial corridors, such as in downtown or along Van Ness. However, the City may choose to develop major new areas of housing in locations not now well served by transit. Doing so would require changing existing service patterns and/or adding new transit buses or routes to meet the levels of service required by the City's transit-first policy as the area builds out over the next 10-20 years.

Existing transit service in the planning area is somewhat limited, although 16th Street is seen as an emerging transit corridor over time. MUNI now serves the industrial portion of the planning area with two routes - the 19-Polk (North/South along 8th-Rhode Island/9th-De Haro) and the 22-Fillmore (West/East along 16th, 17th, and 18th Streets). The 19-Polk has 24-hour owl service. The 48-Quintara/24th Street (East-West) and the 53-Southern Heights (East-West) also serves the existing residential Potrero Hill. MUNI has considered intensifying transit service along the 16th Street corridor but has no commitment to do so at this time. The San Francisco County Transit Authority's upcoming *Draft Countywide Transportation Plan* is considering 16th Street as one of the City's possible Bus Rapid Transit Corridors. Thus, a policy decision to develop housing in this area would need to include a commitment to support and pay for new transit service as well as other amenities such as parks required by residential uses.

Goals crafted by the community in workshops over the last year and citywide goals guided the development of the rezoning options. Along with these goals, the potential housing and jobs enabled by these options and the forecast growth expected for the planning area over the next 25 years should be considered in evaluating these options (see Table at the end of the section).

The 25-year forecast for each zoning option makes clear that the rezoning would enable more than enough land supply for new housing but not enough for PDR jobs. Growth of between 650 and 4,500 housing units is forecast over the next 25 years in comparison to the potential supply of between 3,800 to 6,900 new units that the rezoning options would create. Forecast non-PDR job growth of between 3,500 to 3,900 jobs could be accommodated by the development capacity of between 3,600-4,900 non-PDR jobs that the zoning options would create. In contrast, the forecasted growth of 2,500 PDR jobs for the area would exceed the development potential of between 0 to 100 additional PDR jobs enabled by the zoning options. Thus, forecasted growth has been constrained to created capacity since growth can not exceed capacity. In Options B and C, forecasted growth is negative due to the net reduction of PDR space and jobs expected under these rezoning options. These options would displace a substantial amount of existing PDR space and much of the future development potential in these areas would be expected to be residential.

The urban form analysis which will inform height specifications in the Showplace-Potrero area takes into account important views of the Bay Bridge and the skyline, captures height appropriate for an urban area, and creates a unique form and identity for the planning area (see the map below). It would reflect the natural form of nearby Potrero Hill in a small mound rising in the center of the area. Heights would radiate downwards in all directions through a mostly concentric set of circular height bands. Sloping to the south towards the foot of the existing Portrero Hill, the proposal would create a valley between the two hills along the 16th and 17th Street corridor to preserve Portrero Hill by not filling in the base, thereby keeping it separate from future development to the north. Beyond that, heights along the north and northeastern edge would meet the heights and form anticipated for the PDR district edge of SoMa. The strip along Potrero Ave. would emphasize the transit corridor with higher height.

Option A: Low Housing Option

Zoning Tools

This rezoning option uses the Core PDR zoning district to stabilize the heart of San Francisco's nationally renowned design district. It permits only PDR uses and eliminates conflicts with other uses. To strengthen the Design District, future PDR uses would be restricted to design-related PDR uses.¹ Bounding the heart of the Design District to the east is a buffer Residential/ PDR zoning district. This area permits housing as long as existing PDR space is replaced, thus creating a mixed-use residential-PDR live-work district where residential uses would not reduce existing PDR space for future PDR uses. The southeastern corner of the existing industrially zoned area abutting 7th Street and most of the 16th-17th Street corridor would be zoned Residential-Commercial, a mixed use zoning district that would become primarily residential over time. A small neighborhood-commercial zoning district located in the center of 17th Street would create a vibrant, pedestrian oriented neighborhood center.

Assessment

Ultimately, development under this rezoning option would be expected to create up to 3,800 new dwelling units and space for about 3,600 new retail/office jobs. This is the only option where a net PDR job gain of 100 jobs is projected. Because the area is not well served by transit, an increase to existing service would be required.

Place Created

This Option would allow the Design District to stay and provide some space for a small expansion while creating a small new residential neighborhood with a vibrant neighborhood commercial center on 17th Street. In the Design-related PDR-only area, other uses would not disrupt or displace PDR uses. Along 17th St. a small, pedestrian-oriented neighborhood center would be created. It would reflect the City's traditional neighborhood commercial development pattern (retail on the ground floor, residential permitted above).

¹ See the Zoning Maps for the area within which only Design PDR would be permitted in the future. Design-related PDR uses are a subset of the light and medium PDR uses as generally described in Chapter II.

Option B: Moderate Housing Option

Zoning Tools

In contrast to Option A, this rezoning option would use the Residential/PDR zoning district in place of Option A's use of the Core PDR district in the vicinity of the Design District. The Residential/PDR district would retain the light PDR businesses and would not allow core PDR uses. This change would create a larger area of potential infill residential development and, therefore, mixed residential-PDR uses. One floor-area ratio (FAR) of PDR would be required. Existing PDR space would not be permitted to change to non-PDR uses in the future (i.e., conversions to residential would not be permitted). The rezoning would permit only Design PDR uses in the core Design District area.² The area to the east abutting 7th Street and along the 16th and 17th Streets corridors would be mostly Residential-Commercial, except for Neighborhood Commercial-Transit along 16th Street and Neighborhood Commercial uses along 17th Street to create a vibrant, mixed use pedestrian and transit oriented neighborhood center. Thus, this area would be expected to transition to a mostly new residential neighborhood over time.

Assessment

Ultimately, development under this option would be expected to create the potential for up to 6,000 new dwelling units and space for about 4,900 new retail/office jobs. Up to about 2,100 existing PDR jobs may be displaced. Because the area is not well served by transit, a substantial increase to existing service would be required.

Place created

This rezoning option would create a new, lively, mixed use, design-related working/residential area and new neighborhood. However, no expansion of PDR design related space or activities would be expected. This option includes adding housing to existing industrial uses north of 17th Street and creates an active pedestrian-oriented neighborhood commercial corridor along 16th Street and 17th Street. The corridor development relates to 16th Street emerging as a transit corridor in the future. The Residential/PDR districts would be expected to retain most of the existing PDR space but not expand it through new development. Some existing PDR business clusters located mostly east of DeHaro St. and north of 17th Street could be displaced such as furniture makers, large furniture showrooms, garment manufacturing, and recycling.

² See the Zoning Maps for the area within which only Design PDR would be permitted in the future. Design-related PDR uses are a subset of the light and medium PDR uses as generally described in Chapter II.

Option C: High Housing Option

Zoning Tools

The only difference between this rezoning option and Option B (mixed use) is that the area north of 16th Street and abutting 7th Street is zoned High-Density Residential to create a new single-use residential neighborhood instead of Residential-Commercial that allows more of a mix of uses.

Assessment

Ultimately, development under Option C would be expected to create up to 6,900 new dwelling units and to construct space for about 3,600 new retail/office jobs. Up to about 2,300 existing PDR jobs could be displaced. Because the area is not well served by transit a substantial increase to existing service would be required.

Place created

This option would create a vibrant, mixed-use residential/design PDR district as would the mixed-use Option B, but would allow for a new single-use high density residential neighborhood with about 15% more housing. As in Option B, the design district would not expand. The key idea of this option is adding as much housing as possible while still retaining this planning area's landmark design-PDR buildings for some light PDR activity. Some existing PDR business clusters located east of DeHaro and north of 17th Street could be lost, such as furniture makers, large furniture showrooms, garment manufacturing, and recycling. As in Option B, allowing residential uses in the Design District area would be expected to limit the expansion of PDR uses and space. This Option would generate the most change.

COMMUNITY GOALS

Showplace Square/Potrero Hill

SHOWPLACE/POTRERO WORKSHOP PARTICIPANTS' GOAL STATEMENTS /1/

1. High Density and Affordable Housing. Develop a mix of high density housing types and affordability in the Showplace Square area.

2. Quality Housing Development. Maximize development opportunities for quality housing throughout the planning area (i.e., well built and designed housing that meets the needs of the workforce and projected citywide needs).

3. Housing In Transit Corridors. Support transit and mode choice by encouraging housing development along transit corridors, particularly medium-to-high density housing within two to three blocks of the existing and anticipated main transit and bicycle routes.

4. Blight. Eliminate blighted industrial uses in the showplace square area.

5. Low Employment Land Uses. Discourage PDR/industrial uses that have low employment density.

6. PDR. Formulate and plan for groups of PDR uses compatible with anticipated uses for an area.

7. Vibrant Neighborhoods. Encourage mixed land use that will contribute to a strong sense of place.

8. New Mixed Use Showplace District. Mix higher density housing with design center PDR land uses in Showplace Square to create a new neighborhood at the foot of Potrero Hill, with open space, transit and other services.

9. Cultural Uses. Permit cultural, institutional, and arts land uses, including related housing and production/exhibit space.

10. Nuisances. Prohibit big box retail and after-hours clubs as well as general outdoor advertising signs.

11. Supermarket. Permit a supermarket within the planning area.

12. Parking. Permit sufficient parking for retail and PDR uses.

13. Transit Connections. Enhance and promote a direct transit connection to Downtown.

14. Hidden Utilities. Promote existing and future underground utilities.

COMMUNITY GOALS
Showplace Square/Potrero Hill

SHOWPLACE/POTRERO WORKSHOP PARTICIPANTS' GOAL STATEMENTS /1/

15. Pedestrian Friendly Streetscape. Encourage softening of streetscape with green plants and tree elements.

16. View Protection. Restrict size, density, bulk and height of buildings, including housing projects, to preserve existing views, especially those from Mariposa St. north to downtown.

17. Sustainable Buildings. Encourage sustainable buildings.

18. Open Space System. Provide open space and recreational amenities and well defined public space within the neighborhood (such as playgrounds, dog runs, community gardens, a recreation center, bicycle paths) and connections to such amenities through an integrated system of bikeways and pedestrian linkages within the area and citywide, particularly for Mission Bay and along the waterfront.

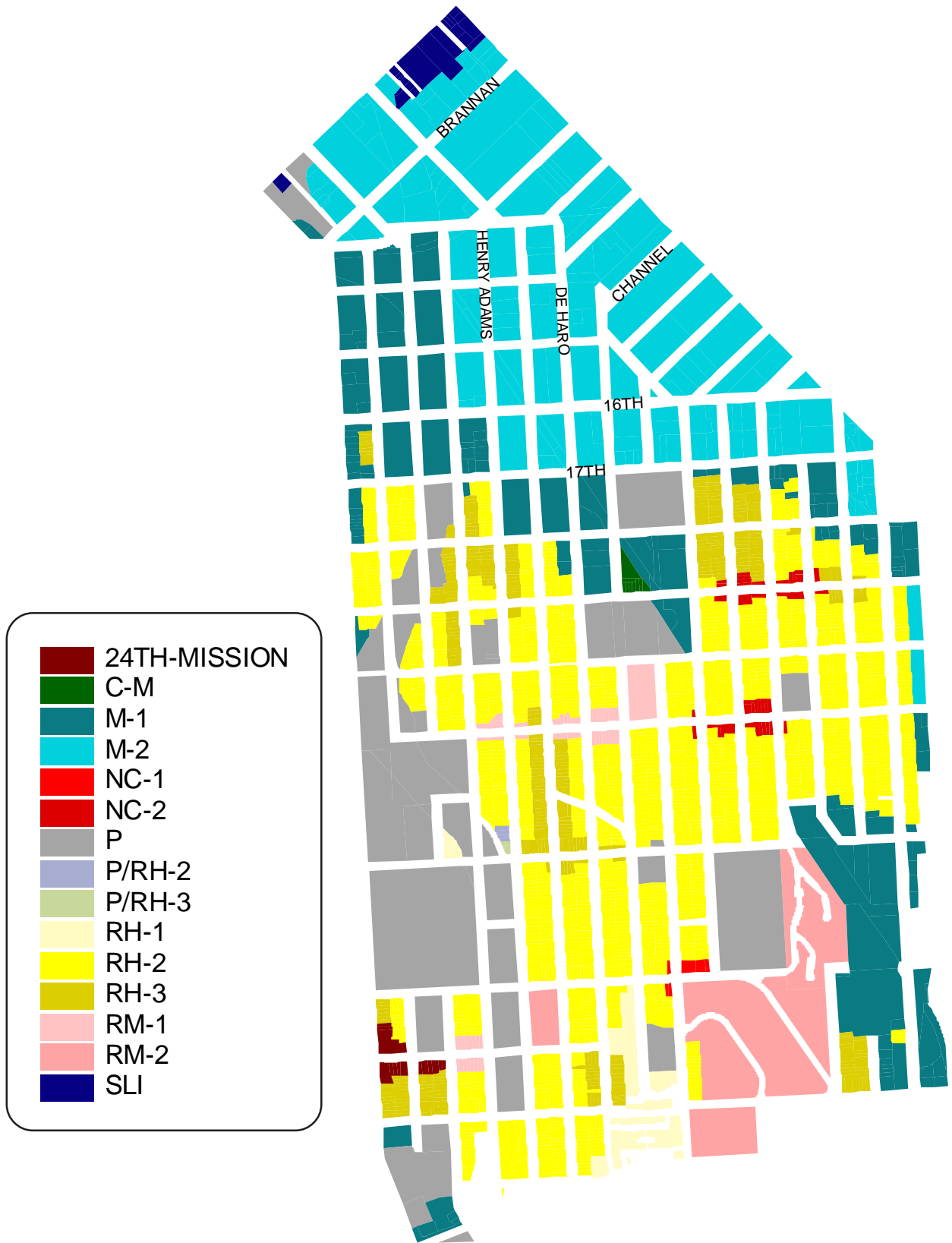
19. Job Creation. Support local job creation for residents of the planning area.

Notes:

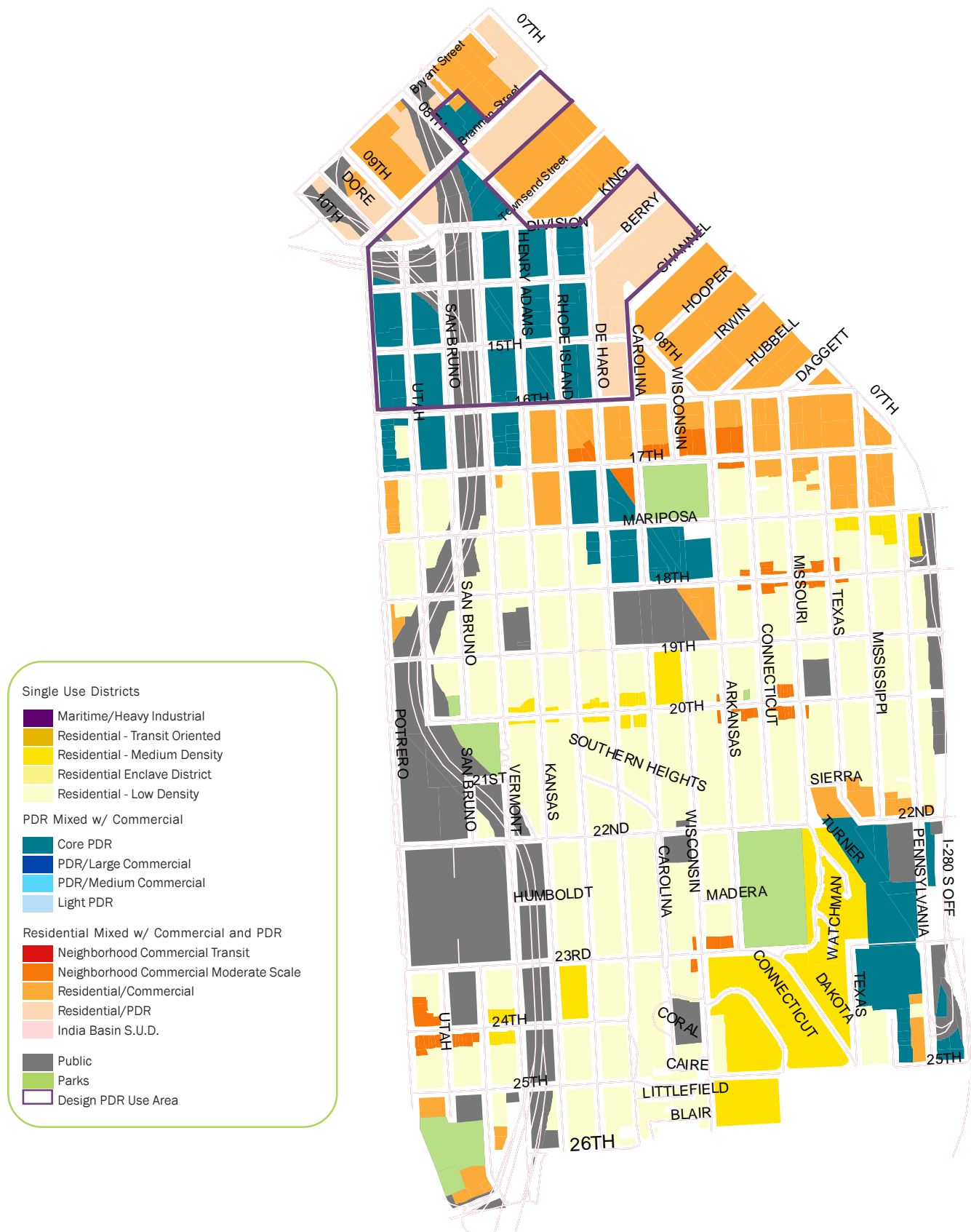
/1/ Representing the distinct core ideas and as much of the original wording of workshop participants as possible.

Showplace Square/Potrero Hill Existing Zoning

Showplace Square/
Potrero Hill



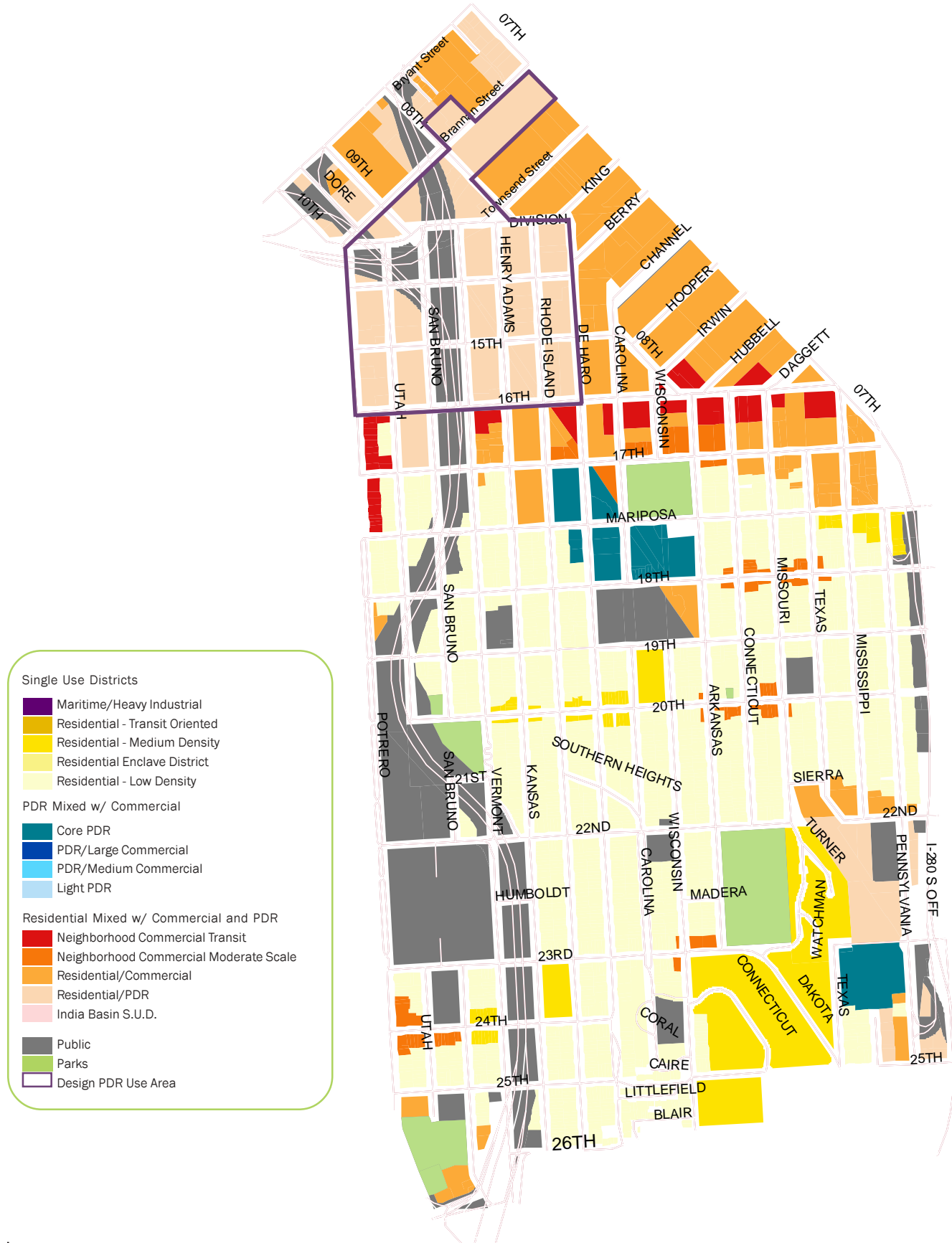
Showplace Square/Potrero Hill Zoning: Option A



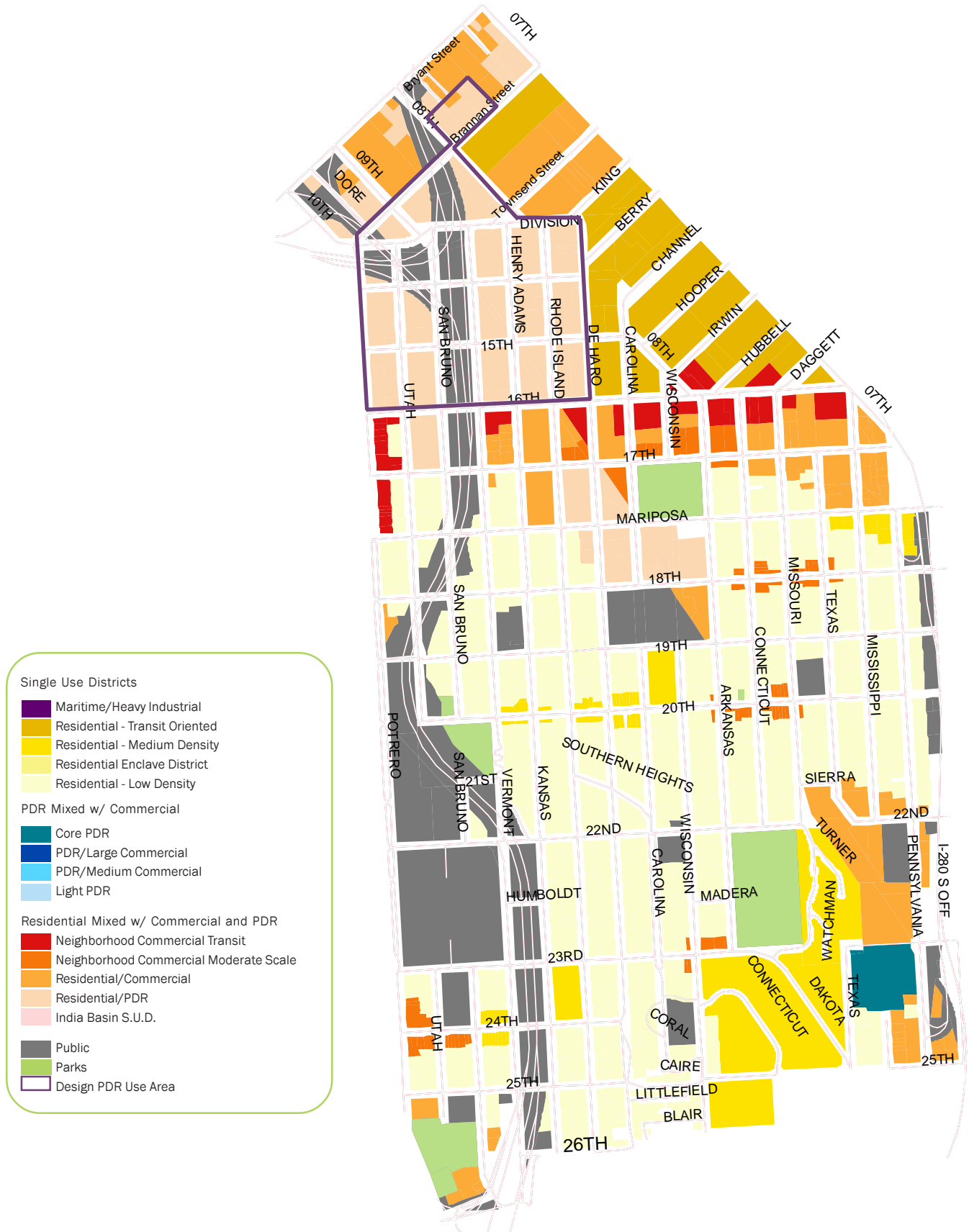
Showplace Square/
Potrero Hill

Showplace Square/Potrero Hill Zoning: Option B

Showplace Square/
Potrero Hill



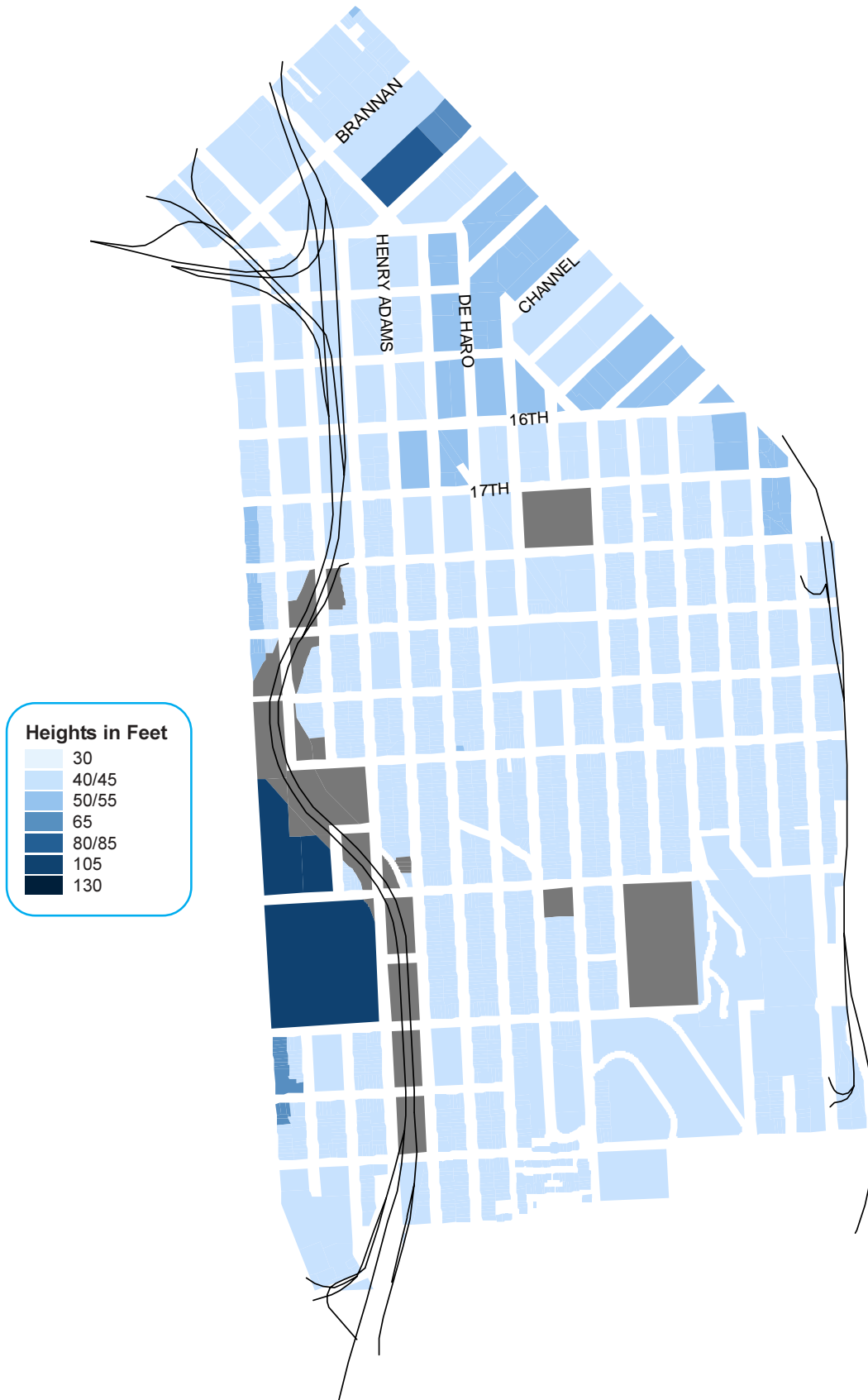
Showplace Square/Potrero Hill Zoning: Option C



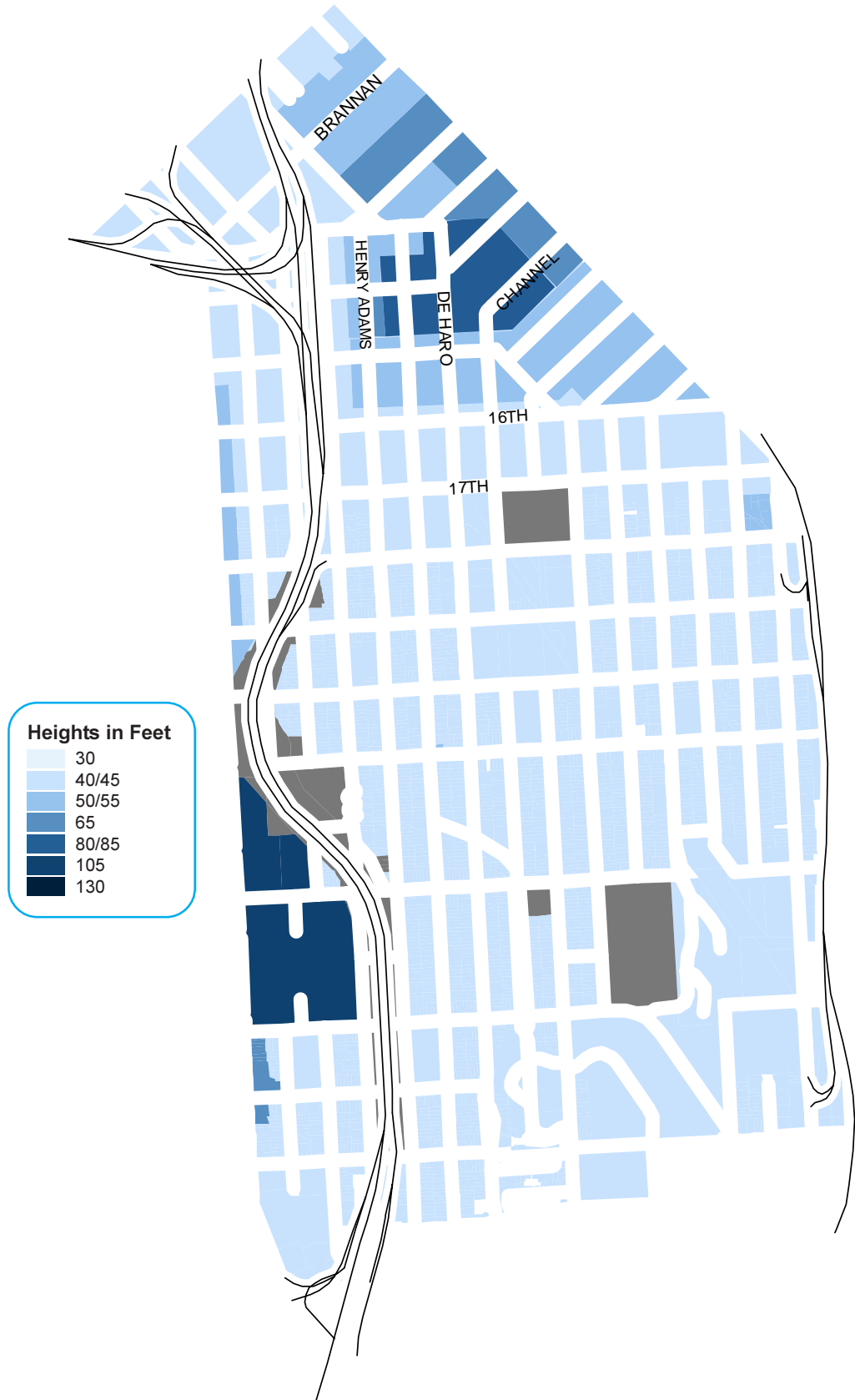
Showplace Square/
Potrero Hill

Showplace Square/Potrero Hill Existing Heights

Showplace Square/
Potrero Hill



Showplace Square/Potrero Hill Form Analysis (Height)



Showplace Square/
Potrero Hill

**TABLE
ZONING OPTIONS ASSESSMENT
Showplace Square--Potrero Hill**

LAND USES	EXISTING CONDITIONS	REZONING OPTIONS /1/					
		A		B		C	
		Created Capacity	Forecast Growth /2/	Created Capacity	Forecast Growth /2/	Created Capacity	Forecast Growth /2/
Housing Units	5,300	3,800	650	6,000	3,000	6,900	4,500
Commercial/Retail/Office							
Space (sq. ft.)	5,197,322	1,086,000	1,050,000	1,470,000	1,170,000	1,092,000	1,050,000
Jobs	15,534	3,620	3,500	4,900	3,900	3,640	3,500
PDR							
Space (sq. ft.)	3,410,632	52,100	52,100	-1,094,100	-1,094,100	-1,198,300	-1,198,300
Jobs /3/	6,942	100	100	-2,100	-2,100	-2,300	-2,300

Notes:

/1/ Created capacity is the potential for development that the rezoning option would create. Forecast growth is the amount of growth expected in the planning area from 2000-2025 (see note no. 2). Note, when rezoning would reduce PDR space and jobs in the planning area, forecast growth would not be able to occur and the forecast reflects the capacity loss. Also note, if forecast growth were to exceed the development capacity created by rezoning, the forecast is constrained to created capacity.

/2/ Citywide forecast from ABAG, *Projections 2002*. Forecast period is 2000-2025. SF Planning Department allocated the citywide forecast to neighborhoods throughout the city.

/3/ For the data under the rezoning options are net changes after accounting for both displacement of existing PDR space and the creation of new PDR space.