



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission

HEARING DATE: APRIL 12, 2012
Continued from the March 1, 2012 hearing

Project Name: **Zoning Map Amendments – Washington-Broadway Special Use District 1; Waterfront Special Use District 2 and 3; Special Districts for Sign Illumination; and Special Districts for Scenic Streets**

Case Number: 2011.0533Z [Board File No. 11-0547]

Initiated by: Supervisor Chiu / Introduced May 3, 2011

Staff Contact: Aaron Starr, Legislative Affairs
aaron.starr@sfgov.org, 415-558-6362

Reviewed by: AnMarie Rodgers, Manager Legislative Affairs
anmarie.rodgers@sfgov.org, 415-558-6395

Recommendation: **Recommend Approval with Modifications**

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

BACKGROUND

This case was originally heard by the Planning Commission (Commission) on October 20, 2011 as an informational item; the item was continued to the December 15, 2011 Commission hearing. At a special 10:00 AM hearing on December 15th the Commission heard the item again, along with Staff's proposed recommended changes. The Commission did not take action, but continued the item again to February 9, 2012 to allow for more outreach by the Supervisor. At the February 9 hearing, the Commission heard public comment and a presentation by Supervisor Chiu's office detailing how the Supervisor intended to break-up the legislation into separate categories, which was also detailed in a letter that was sent to the Commissioners on February 8, 2012. The Commission then continued the item again to March 1, 2012 so that they could have more time to consider the Supervisor's revised proposal.

At the Commission's March 1, 2012 hearing, the Commission voted to approve the addition of the Embarcadero Scenic Street Sign District proposed under this legislation, but asked that the other pieces of this legislation comeback at the April 12, 2012 hearing under Phase 2.

CURRENT PROPOSAL

Attached, is a draft resolution for Phase 2 of the proposed Zoning Map Change. These changes coincide with the Phase 2 of the companion legislation that amends the Planning Code. The Department's recommendation has not changed.

ADDITIONAL RECOMMENDATIONS

Please see the packets sent to the Commission for the February 9 hearing, which can be found by following these links:

<http://commissions.sfplanning.org/cpcpackets/2011.0532Tc2.pdf>

<http://commissions.sfplanning.org/cpcpackets/2011.0533Zc2.pdf>

REQUIRED COMMISSION ACTION

Please see the packets sent to the Commission for the February 9 hearing, which can be found by following these links:

<http://commissions.sfplanning.org/cpcpackets/2011.0532Tc2.pdf>

<http://commissions.sfplanning.org/cpcpackets/2011.0533Zc2.pdf>

BASIS FOR RECOMMENDATION

Please see the packets sent to the Commission for the February 9 hearing, which can be found by following these links:

<http://commissions.sfplanning.org/cpcpackets/2011.0532Tc2.pdf>

<http://commissions.sfplanning.org/cpcpackets/2011.0533Zc2.pdf>

RECOMMENDATION: Recommend Approval with Modifications

Attachments:

Draft Ordinance

Map of proposed changes

Van Ness Avenue Scenic Sign District Map



SAN FRANCISCO PLANNING DEPARTMENT

Draft Planning Commission Resolution

HEARING DATE: DECEMBER 15, 2011

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

Reception:
415.558.6378

Fax:
415.558.6409

Planning
Information:
415.558.6377

Project Name: **Zoning Map Amendments – Washington-Broadway Special Use District 1; Waterfront Special Use District 2 and 3; Special Districts for Sign Illumination; and Special Districts for Scenic Streets**

Case Number: 2011.0533Z [Board File No. 11-0547]

Initiated by: Supervisor Chiu / Introduced May 3, 2011

Staff Contact: Aaron Starr, Legislative Affairs
aaron.starr@sfgov.org, 415-558-6362

Reviewed by: AnMarie Rodgers, Manager Legislative Affairs
anmarie.rodgers@sfgov.org, 415-558-6395

Recommendation: **Recommend Approval with Modifications**

RECOMMENDING THAT THE BOARD OF SUPERVISORS ADOPT WITH MODIFICATIONS A PROPOSED ORDINANCE THAT WOULD AMEND SHEETS SU01, SS01, AND SS02 OF THE SAN FRANCISCO ZONING MAP TO: 1) ADD BLOCKS AND LOTS TO THE WASHINGTON-BROADWAY SPECIAL USE DISTRICT 1; 2) ADD BLOCKS TO THE WATERFRONT SPECIAL USE DISTRICT 2; 3) DELETE BLOCKS AND ADD LOTS TO THE WATERFRONT SPECIAL USE DISTRICT 3; 4) MAKE THE BOUNDARIES OF THE SPECIAL DISTRICT FOR SIGN ILLUMINATION ON BROADWAY CO-EXTENSIVE WITH THE BROADWAY NEIGHBORHOOD COMMERCIAL DISTRICT; 5) DELETE THE VAN NESS SPECIAL DISTRICT FOR SIGN ILLUMINATION; AND 6) ADD THE EMBARCADERO FROM TAYLOR STREET TO SECOND STREET TO THE SPECIAL DISTRICT FOR SCENIC STREETS; ADOPTING FINDINGS, INCLUDING ENVIRONMENTAL FINDINGS, PLANNING CODE SECTION 302 FINDINGS, AND FINDINGS OF CONSISTENCY WITH THE GENERAL PLAN AND THE PRIORITY POLICIES OF PLANNING CODE SECTION 101.1.

PREAMBLE

Whereas, on May 3, 2011, Supervisor Chiu introduced a proposed Ordinance under Board of Supervisors (hereinafter "Board") File Number 11-0547 which would amending Sheets SU01, SS01, and SS02 of the San Francisco Zoning Map to: Ordinance amending Sheets SU01, SS01, and SS02 of the San Francisco Zoning Map to: 1) add blocks and lots to the Washington-Broadway Special Use District 1; 2) add blocks to the Waterfront Special Use District 2; 3) delete blocks and add lots to the Waterfront Special Use District 3; 4) make the boundaries of the Special District for Sign Illumination on Broadway co-extensive with the Broadway Neighborhood Commercial District; 5) delete the Van Ness Special District for Sign Illumination; and 6) add The Embarcadero from Taylor Street to Second Street to the Special District for Scenic Streets; adopting findings, including environmental findings, Planning Code Section 302 findings,

and findings of consistency with the General Plan and the Priority Policies of Planning Code Section 101.1 ; and

Whereas, on December 15, 2011, the San Francisco Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance; and

Whereas on March 1, 2012, the Planning Commission considered a portion of the proposed Ordinance herein referred to as "Phase One", covering the subject area of the Embarcadero Scenic Street Sign District; and

Whereas on February 8, 2012, the legislative sponsor, Board President David Chiu, sent the Commission a memorandum requesting that the Commission not consider certain topics from the proposed Ordinance as it is his intend to remove the following topics from the proposed Ordinance: proposed changes to Port Property and the expansion of the Waterfront Advisory Committee.

Whereas, at the March 1, 2012 hearing, the Commission recommended approval with modifications of Phase One in Resolution Number 18554; and

Whereas, at this same hearing the Commission requested that the remainder of the proposed Ordinance be brought back for a later hearing; and

Whereas, the Commission requested that the next hearing consider the "Phase Two" topics of the same proposed Ordinance including the topics of changes to the Washington Broadway and Waterfront SUDS and the Van Ness Special Sign District for Illumination, and the Special District for Sign Illumination on Broadway; and

Whereas, this hearing is to consider the topics described as "Phase Two"; and

Whereas, the proposed map changes were determined to be exempt from environmental review under the General Rule Exclusion (Section 15061(b)(3) of the CEQA Guidelines); and

Whereas, the Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented on behalf of the applicant, Department staff, and other interested parties; and

Whereas, the all pertinent documents may be found in the files of the Department, as the custodian of records, at 1650 Mission Street, Suite 400, San Francisco; and

Whereas, the Commission has reviewed the proposed Ordinance; and

MOVED, that the Planning Commission hereby recommends that the Board of Supervisors **approve with modifications** the proposed ordinance. Specifically, the Commission recommends the following modifications:

1. Remove the rezoning of lots 0015, 0016, and 0017 (Seawall Lots 311, 313 and 314) from the proposed legislation.

FINDINGS

Having reviewed the materials identified in the preamble above, and having heard all testimony and arguments, this Commission finds, concludes, and determines as follows:

1. Having two Washington Broadway SUDs is not necessary, as the existing underlying zoning can accommodate for any differences in land uses. Merging the two helps to simplify the Planning Code.
2. Making the boundaries of the Special District for Sign Illumination on Broadway co-extensive with the Broadway Neighborhood Commercial District brings consistency to the Planning Code and Zoning map
3. Moving lots 0015, 0016, and 0017 from the Waterfront SUD No. 3 to the Waterfront SUD No. 2 does not create any substantial changes and would unnecessarily complicate the understanding of how the waterfront design review process relates to Port properties.
4. Removing the Van Ness Special District for Sign Illumination recognizes the increase in the number of residential units along Van Ness Avenue by prohibiting signs that might conflict with the street's residential character.
5. **General Plan Compliance.** The proposed Ordinance is consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

OBJECTIVE 4

IMPROVEMENT OF THE NEIGHBORHOOD ENVIRONMENT TO INCREASE PERSONAL SAFETY, COMFORT, PRIDE AND OPPORTUNITY

Policy 4.14

Remove and obscure distracting and cluttering elements.

The proposed legislation would add the Embarcadero to the Special District for Scenic Streets sign controls and delete the Van Ness Special Sign District for Illumination, which would help to reduce distracting and cluttering elements in the City.

6. The proposed replacement project is consistent with the eight General Plan priority policies set forth in Section 101.1 in that:

- A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

The proposed legislation will not have a negative impact on neighborhood-serving retail.

- B) The existing housing and neighborhood character will be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods:

The proposed legislation will help improve existing neighborhood character by helping to reduce visual clutter along Van Ness and the Embarcadero. The proposed legislation will also strengthen area plans by creating greater consistency between districts found in the General Plan and the Planning Code.

- C) The City's supply of affordable housing will be preserved and enhanced:

The proposed Ordinance will have no adverse effect on the City's supply of affordable housing.

- D) The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

The proposed Ordinance will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.

- E) A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:

The proposed Ordinance would not adversely affect the industrial or service sectors or future opportunities for resident employment or ownership in these sectors.

- F) The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

Preparedness against injury and loss of life in an earthquake is unaffected by the proposed amendments. Any new construction or alteration associated with a use would be executed in compliance with all applicable construction and safety measures.

- G) That landmark and historic buildings will be preserved:

Landmarks and historic buildings would be unaffected by the proposed legislation.

- H) Parks and open space and their access to sunlight and vistas will be protected from development:

The City's parks and open space and their access to sunlight and vistas would not be negatively impacted by the proposed legislation.

I hereby certify that the Planning Commission ADOPTED the foregoing Resolution on April 12, 2012.

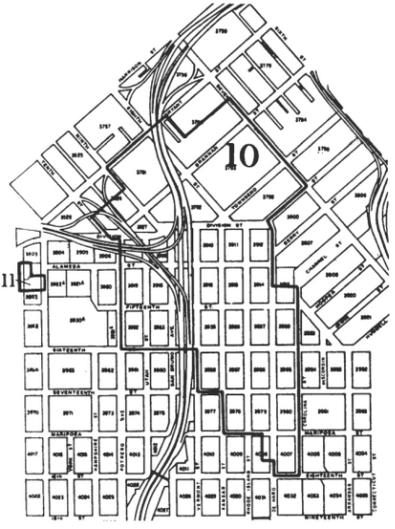
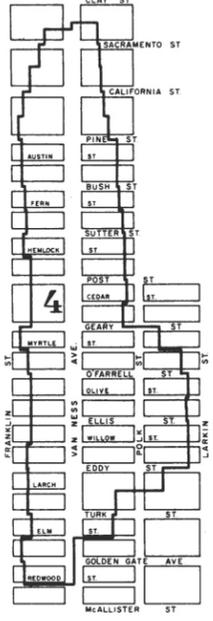
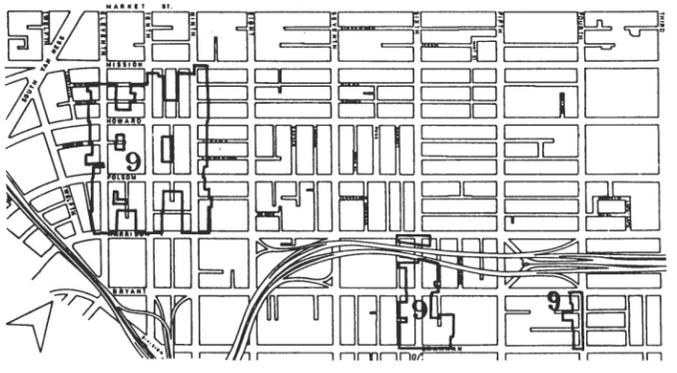
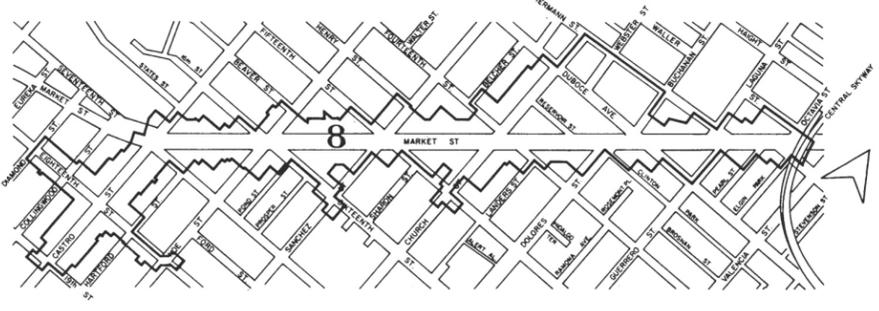
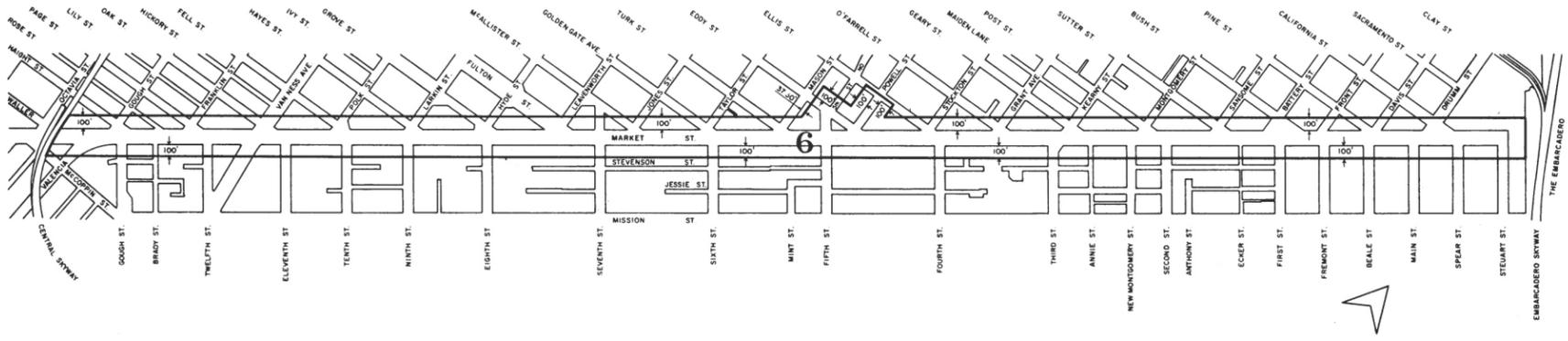
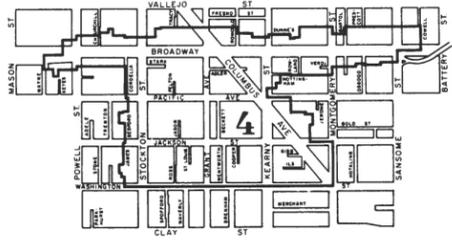
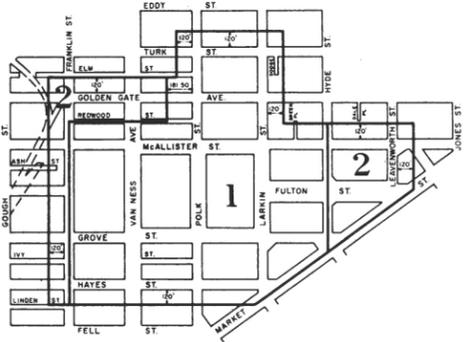
Linda Avery
Commission Secretary

AYES:

NAYS:

ABSENT:

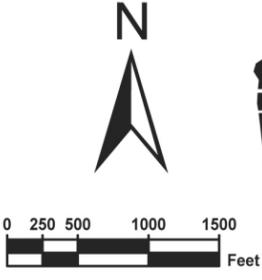
ADOPTED: April 12, 2012



© 2006 City and County of San Francisco

SPECIAL SIGN DISTRICTS - DETAILED

- 1: Civic Center SSD 1
- 2: Civic Center SSD 2
- 4: Special Districts for Sign Illumination
- 6: Market Street SSD
- 7: Jackson Square SSD
- 8: Upper Market Street SSD
- 9: South of Market Special General Advertising SSD
- 10: Showplace Square SSD
- 11: Hamm's Building Historic SSD

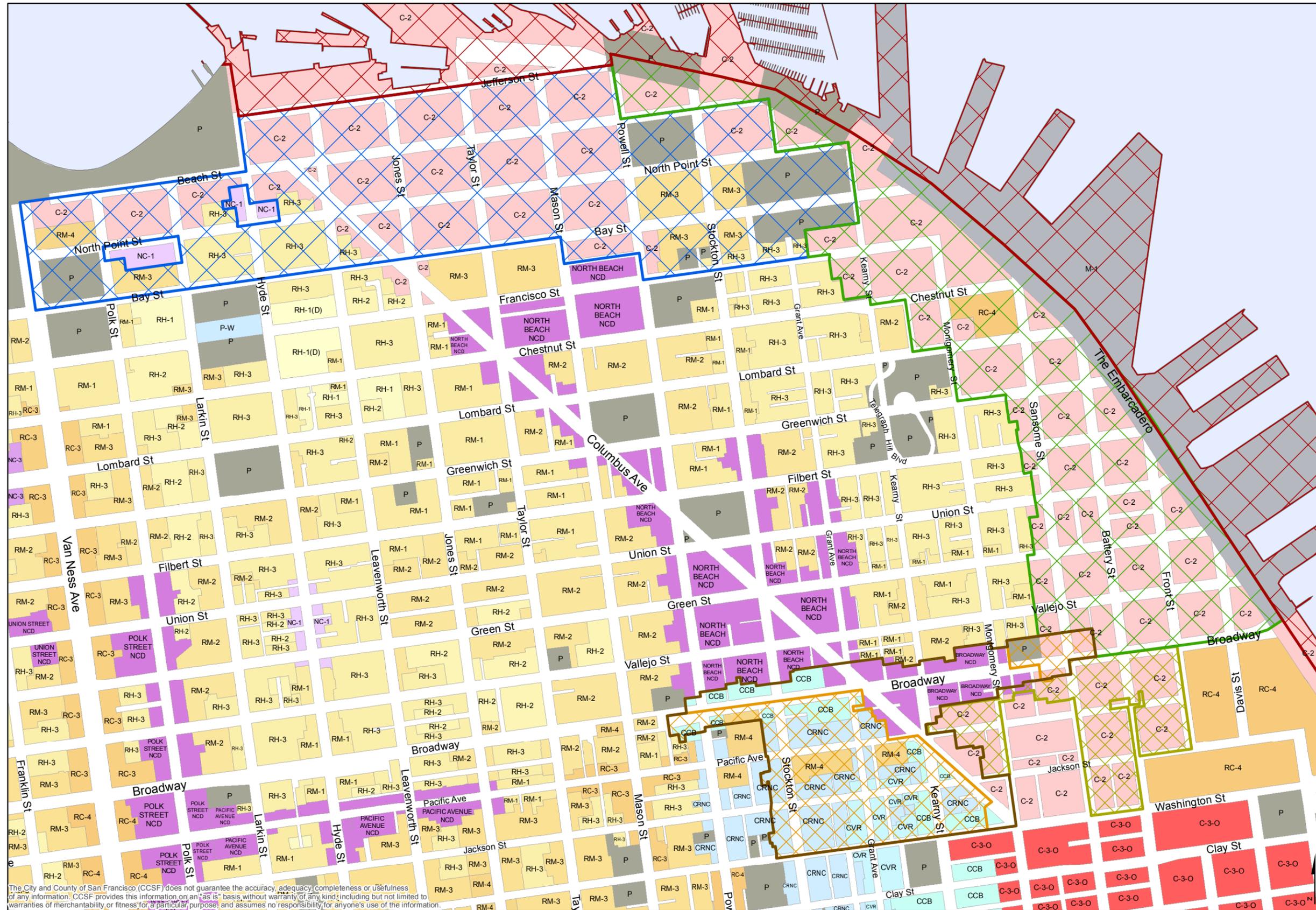


THE ZONING MAP OF THE CITY AND COUNTY OF SAN FRANCISCO IS ESTABLISHED BY SECTIONS 105 AND 106 OF THE PLANNING CODE, A PART OF THE SAN FRANCISCO MUNICIPAL CODE. SPECIAL SIGN DISTRICTS ARE ESTABLISHED BY SECTION 608 AND FOLLOWING OF THE PLANNING CODE. MAP INCORPORATES BOARD OF SUPERVISORS' ORDINANCES ENACTED THROUGH MAY 2006.

SHEET SS02

20060615-1

Existing Conditions



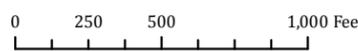
Special Sign Districts:
 [Orange outline] Broadway Special Sign District

Special Use Districts:
 [Orange cross-hatch] Washington Broadway SUD1
 [Green cross-hatch] Washington Broadway SUD2
 [Red cross-hatch] Waterfront SUD1
 [Blue cross-hatch] Waterfront SUD2
 [Green cross-hatch] Waterfront SUD3

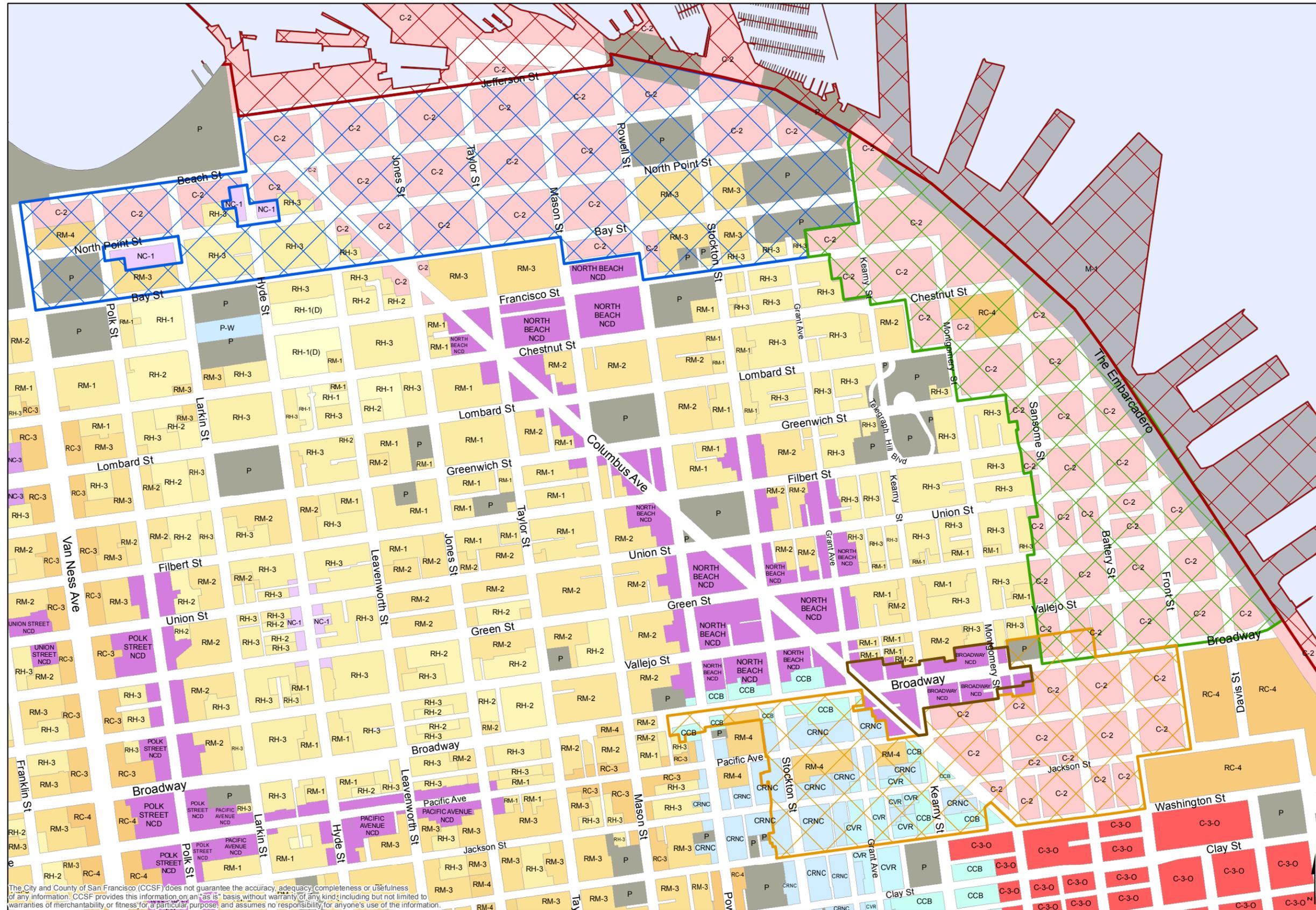
Zoning Districts:

[Dark Grey]	P	Public
[Light Blue]	P-W	Public (water)
[Light Yellow]	RH-1(D)	One Unit per Lot, Detached
[Yellow]	RH-1	One Unit per Lot
[Light Green]	RH-2	Two Units per Lot
[Light Orange]	RH-3	Three Units per Lot
[Orange]	RM-1	Low Density (1 Unit per 800 sf)
[Light Orange]	RM-2	Moderate Density (1 Unit per 600 sf)
[Yellow-Orange]	RM-3	Medium Density (1 Unit per 400 sf)
[Orange]	RM-4	High Density (1 Unit per 200 sf)
[Light Purple]	RC-3	Medium Density (1 Unit per 400 sf)
[Light Purple]	RC-4	High Density (1 Unit per 200 sf)
[Light Purple]	NC-1	Cluster (1 Commercial Story)
[Light Purple]	NC-3	Moderate-Scale (3+ Commercial Stories)
[Light Purple]	NCD	Individual (Named, Controls Vary)
[Light Blue]	CRNC	Residential / Neighborhood Commercial
[Light Blue]	CVR	Visitor Retail
[Light Blue]	CCB	Community Business
[Light Blue]	C-2	Community Business
[Red]	C-3-0	Downtown Office
[Grey]	M-1	Light Industrial

The City and County of San Francisco (CCSF) does not guarantee the accuracy, adequacy, completeness or usefulness of any information. CCSF provides this information on an "as is" basis without warranty of any kind, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone's use of the information.



Proposed Conditions



Special Sign Districts:
 Broadway Special Sign District

Special Use Districts:
 Washington Broadway SUD
 Waterfront SUD1
 Waterfront SUD2
 Waterfront SUD3

Zoning Districts:

	P	Public
	P-W	Public (water)
	RH-1(D)	One Unit per Lot, Detached
	RH-1	One Unit per Lot
	RH-2	Two Units per Lot
	RH-3	Three Units per Lot
	RM-1	Low Density (1 Unit per 800 sf)
	RM-2	Moderate Density (1 Unit per 600 sf)
	RM-3	Medium Density (1 Unit per 400 sf)
	RM-4	High Density (1 Unit per 200 sf)
	RC-3	Medium Density (1 Unit per 400 sf)
	RC-4	High Density (1 Unit per 200 sf)
	NC-1	Cluster (1 Commercial Story)
	NC-3	Moderate-Scale (3+ Commercial Stories)
	NCD	Individual (Named, Controls Vary)
	CRNC	Residential / Neighborhood Commercial
	CVR	Visitor Retail
	CCB	Community Business
	C-2	Community Business
	C-3-0	Downtown Office
	M-1	Light Industrial

The City and County of San Francisco (CCSF) does not guarantee the accuracy, adequacy, completeness or usefulness of any information. CCSF provides this information on an "as is" basis without warranty of any kind, including but not limited to warranties of merchantability or fitness for a particular purpose, and assumes no responsibility for anyone's use of the information.

