



# SAN FRANCISCO PLANNING DEPARTMENT

## Executive Summary Zoning Map Amendment

INFORMATIONAL HEARING DATE: OCTOBER 20, 2011

PROPOSED RECOMMENDATION HEARING DATE: NOVEMBER 10, 2011

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*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. 11-0577]

*Initiated by:* Supervisor Chiu/ Introduced May 3, 2011

*Staff Contact:* Aaron Starr, Legislative Affairs  
aaron.starr@sfgov.org, 415-558-6257

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

*Recommendation:* **Informational Only**

### ZONING MAP AMENDMENT

This legislation is associated with Board File No. 11-0548, which changes text in the Planning Code associated with the changes to Zoning Map proposed under this legislation.

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. Please see the attached maps for specific boundaries.

### SPECIFIC CHANGES OF PROPOSED MAP CHANGE ORGANIZED BY TOPIC

Current controls are indicated with regular font; proposed changes and staff analysis are indicated in italic font.

#### Washington-Broadway Special Use Districts

There are two Washington-Broadway Special Use Districts, which are intended to address special traffic and parking considerations in these areas. Washington-Broadway Special Use District 1 covers portions of Chinatown and contains residential and neighborhood commercial zoning districts. Washington-Broadway Special Use District 2 includes lots that are zoned C-2 Zoning between Columbus Avenue and Front Street. Please see the attached map for the current boundaries. The only difference between the two districts is that SUD 2 allows wholesale establishments as a principle use.

*The proposed legislation would merge the two Washington-Broadway SUDs into one in order to simplify the Planning Code and remove redundant controls. The proposed legislation would also add additional contiguous parcel to the new SUD. Combining the SUDs would make Wholesale Establishments principally permitted in the entire district. However, the Washington Broadway SUD 1 contains residential and neighborhood commercial zoning districts that may not be compatible with Wholesale Establishments; therefore the Department is recommending in the companion legislation (Board File No. 11-0548) to remove the provision that allows Wholesale Establishments as of right in the proposed district. The C-2 Zoning District already principally permits Wholesale Establishments; therefore removing this provision will still allow Wholesale Establishments to operate in the area previously known as Washington-Broadway SUD 2.*

### **Waterfront Special Use Districts**

In 1978, the City established three Waterfront Special Use Districts in order to provide for certain areas with unique natural and man-made physical characteristics, distinct maritime character, special traffic, parking and use considerations, recognized development potential, and proximity to residential, public and commercial areas of regional, national and international significance which should be protected from adverse adjacent development. Please see the attached map for the current boundaries. The Code restricts some automotive uses in these districts like motels and gas stations, and permits other uses such as wholesale establishments.

The General Plan also identifies two subareas of the Northeast Waterfront that overlap with these three SUDs; the Fisherman's Warf Subarea and the Base of Telegraph Hill Subarea. Please see the attached map for the current boundaries.

Fisherman's Wharf Subarea contains portions of the Golden Gate National Recreation Area at Aquatic Park, Ghirardelli, the Cannery, Fish Alley and Pier 39. The General Plan contains specific objectives and polices for this area that seek to enhance its the maritime character and the commercial fishing industry, strengthen its water-oriented commercial and recreation uses, attract visitors and residents to the area and enhance the public amenities and open space, specifically as they relate to the waterfront.

For the Base of Telegraph Hill SUD, the General Plan states that a variety of land uses are appropriate, including hotel, residential, office and other commercial activities. New developments in this area should be designed to preserve and enhance the rich historic character of the subarea and, as appropriate, highlight access points to the nearby North Beach, Chinatown and Fisherman's Wharf districts. The area contains specific objectives and polices that include the preservation of the maritime character of the area, and the development of a diversity of activities that would strengthen the existing uses in the subarea but at an intensity which would provide a relief from downtown.

*The proposed legislation would amend Waterfront SUDs 2 and 3 so that they more closely corresponded to the Fisherman's Warf Subarea and the Base of Telegraph Hill Subarea respectively. The intent behind this is to provide more consistency in the policies and objectives outlined in the General Plan and controls identified in the Planning Code for those areas. The proposed change will not make a significant difference to the SUDs or the Subareas, and the Department is generally in favor of creating more consistency with the boundaries of the various districts when appropriate. The Department does recommend removing block 0035 from the Waterfront SUD3 and adding it to the Waterfront SUD2. Lot 0035 was recently added to the Fisherman's Warf Subarea so that the entire length of Bay Street, which acts as a gateway to the Fisherman's Warf Subarea would be included in the subarea.*

### **Broadway Special Sign District**

Per the Planning Code the Special Sign District for Illumination on Broadway includes the main commercial frontage of Broadway between west of Columbus Avenue and Osgood Place; however, the

Special Sign District Map (SS01) shows that the District extending past Columbus and into Chinatown all the way to Powell Street.

*The proposed legislation would amend Map SS01 so that it correctly corresponded with the description of the Sign District in the Code. It appears that the map was not changed when the Code language was changed.*

#### **Special Sign District on Van Ness**

Planning Code Section 607.3 establishes a Special Sign District on Van Ness Avenue that extends from Sacramento Street to Golden Gate Avenue. Among other provisions, the Special Sign District does not prohibit flashing or blinking signs and also permits General Advertising signs. New General Advertising Signs are prohibited throughout the City, but there is a process in the Planning Code that allows them to be moved to new locations.

*The proposed legislation would completely remove the Special Sign District on Van Ness Avenue. Sign Controls would revert to the underlying zoning, which is predominantly RC-4. RC-4 sign controls are being modified by companion legislation so that they are the same as Neighborhood Commercial District Sign Controls. The intent behind this change is to recognize the increase in the number of residential units along Van Ness Avenue and to prohibit signs that would conflict with its increased residential character.*

#### **Special Districts for Scenic Streets**

The Planning Code established a Special Sign District for Scenic streets that prohibits general advertising signs, and limits signs to a maximum of 200 square feet in area. This SSD includes streets such as Market Street, Portola Drive, Sunset Boulevard, the Great Highway and 19<sup>th</sup> Avenue to name a few. It does not currently include the Embarcadero.

*The proposed legislation would add the Embarcadero to the Special Sign District for Scenic Streets. The Department agrees that the Embarcadero is a street worthy of being included on this list; however there is some concern that adding the Embarcadero to this District will impact the ability for future events along the Embarcadero to install temporary signage, such as the America's Cup. The Department recommends looking at ways to allow for temporary signage along the Embarcadero to address these types of situations.*

### **REQUIRED COMMISSION ACTION**

No action is required today. The proposed Ordinance is before the Commission for informational purposes only. The Department will prepare complete recommendations for the Commission's next hearing, tentatively scheduled for November, 10 2011.

### **ENVIRONMENTAL REVIEW**

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).

### **PUBLIC COMMENT**

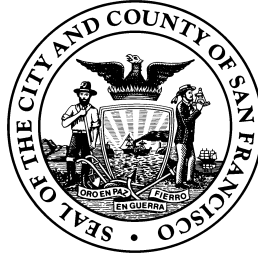
The Port of San Francisco contacted the Department about how the proposed project would affect their properties. The Port has concerns about how some of the proposed amendments would apply to land under the jurisdiction of the Port Commission, especially in the context of the Port Commission's duties and responsibilities under the San Francisco Charter and Burton Act. The Burton Act is the state legislation which promulgated the transfer of former State tidelands to the City and County of San Francisco. A more detailed response to the legislation will be coming from the Port in a separate letter.

<b>RECOMMENDATION:</b> <b>Recommendation of Approval with Modification</b>
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**Attachments:**

- Exhibit A:     Board of Supervisors File No. 11-0577
- Exhibit B:     Existing Conditions Map
- Exhibit C:     Proposed Conditions Map
- Exhibit D:     Fisherman's Warf Subarea and the Base of Telegraph Hill Subarea Map

**BOARD of SUPERVISORS**



**City Hall**  
**Dr. Carlton B. Goodlett Place, Room 244**  
**San Francisco 94102-4689**  
**Tel. No. 554-5184**  
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**TDD/TTY No. 554-5227**

May 12, 2011

Planning Commission  
Attn: Linda Avery  
1660 Mission Street, 5<sup>th</sup> Floor  
San Francisco, CA 94103

Dear Commissioners:

On May 3, 2011, President Chiu introduced the following proposed legislation:

**File No. 110547**

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.

The proposed ordinance is being transmitted pursuant to Planning Code Section 302(b) for public hearing and recommendation. The ordinance is pending before the Land Use & Economic Development Committee and will be scheduled for hearing upon receipt of your response.

Angela Calvillo, Clerk of the Board

A handwritten signature in cursive script that reads "Alisa Somera".

By: Alisa Somera, Committee Clerk  
Land Use & Economic Development Committee

Attachment

- c: John Rahaim, Director of Planning
- Scott Sanchez, Zoning Administrator
- Bill Wycko, Chief, Major Environmental Analysis
- AnMarie Rodgers, Legislative Affairs
- Nannie Turrell, Major Environmental Analysis
- Brett Bollinger, Major Environmental Analysis

1 [Zoning Map Amendments - Washington-Broadway Special Use District 1; Waterfront Special  
2 Use Districts 2 and 3; Special Districts for Sign Illumination; and Special Districts for Scenic  
3 Streets]

3

4 **Ordinance amending Sheets SU01, SS01, and SS02 of the San Francisco Zoning Map**  
5 **to: 1) add blocks and lots to the Washington-Broadway Special Use District 1; 2) add**  
6 **blocks to the Waterfront Special Use District 2; 3) delete blocks and add lots to the**  
7 **Waterfront Special Use District 3; 4) make the boundaries of the Special District for**  
8 **Sign Illumination on Broadway co-extensive with the Broadway Neighborhood**  
9 **Commercial District; 5) delete the Van Ness Special District for Sign Illumination; and**  
10 **6) add The Embarcadero from Taylor Street to Second Street to the Special District for**  
11 **Scenic Streets; adopting findings, including environmental findings, Planning Code**  
12 **Section 302 findings, and findings of consistency with the General Plan and the Priority**  
13 **Policies of Planning Code Section 101.1.**

14

NOTE: Additions are *single-underline italics Times New Roman*;  
15 deletions are ~~*strike-through italics Times New Roman*~~.  
16 Board amendment additions are double-underlined;  
Board amendment deletions are ~~strikethrough normal~~.

15

16

17 Be it ordained by the People of the City and County of San Francisco:

18

Section 1. Findings.

19

(a) The Planning Department has determined that the actions contemplated in this  
20 ordinance comply with the California Environmental Quality Act (California Public Resources  
21 Code Section 21000 et seq.). Said determination is on file with the Clerk of the Board of  
22 Supervisors in File No. \_\_\_\_\_ and is incorporated herein by reference.

23

(b) Pursuant to Planning Code Section 302, this Board finds that these Planning Code  
24 amendments will serve the public necessity, convenience, and welfare for the reasons set  
25

25

1 forth in Planning Commission Resolution No. \_\_\_\_\_ and the Board incorporates  
2 such reasons herein by reference. A copy of Planning Commission Resolution No.  
3 \_\_\_\_\_ is on file with the Clerk of the Board of Supervisors in File No. \_\_\_\_\_.

4 (c) This Board finds that these Planning Code amendments are consistent with the  
5 General Plan and with the Priority Policies of Planning Code Section 101.1 for the reasons set  
6 forth in Planning Commission Resolution No. \_\_\_\_\_ and the Board hereby  
7 incorporates such reasons herein by reference.

8 Section 2. Pursuant to Sections 106 and 302(c) of the Planning Code, the following  
9 amendments to Sheet SU01 of the Zoning Map of the City and County of San Francisco, duly  
10 approved and recommended to the Board of Supervisors by the Planning Commission, are  
11 hereby adopted:

12 Description of Property to be added to Washington-Broadway Special Use District 1

13 Blocks 0165, 0166, 0173, 0174, 0175, 0196, and 0197; all lots zoned C-2 on Blocks 0163,  
14 0164, 0176, and 0195.

15 Description of Property to be added to Waterfront Special Use District 2 and deleted from  
16 Waterfront Special Use District 3

17 Blocks 0015, 0016, and 0017.

18 Description of Property to be added to Waterfront Special Use District 3

19 All lots on Block 0142 and all lots zoned C-2 on Block 0143 that are not now in Waterfront  
20 Special Use District 3.

21 Section 3. Pursuant to Sections 106 and 302(c) of the Planning Code, the following  
22 amendments to Sheet SS01 and the Insets on Sheet SS02 of the Zoning Map of the City and  
23 County of San Francisco, duly approved and recommended to the Board of Supervisors by  
24 the Planning Commission, are hereby adopted:

25 Delete the Special Sign District for Illumination on Van Ness.

1 Delete from the Special Sign District for Illumination on Broadway the entirety of all  
2 blocks not within the Broadway Neighborhood Commercial District.

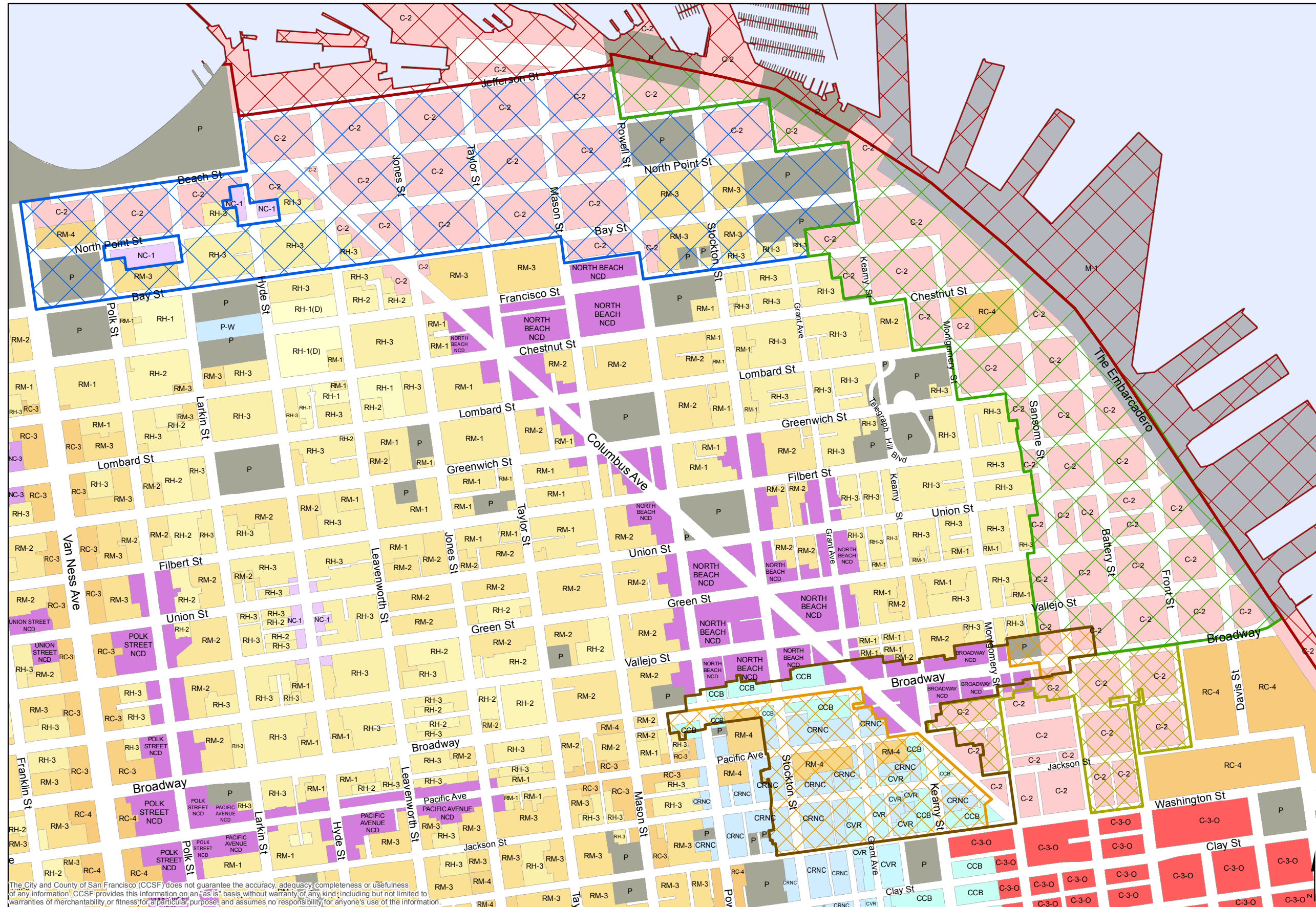
3  
4 Section 4. Add The Embarcadero from Taylor Street to Second Street to the Special  
5 Districts for Scenic Streets

6 APPROVED AS TO FORM:  
7 DENNIS J. HERRERA, City Attorney

8 By: \_\_\_\_\_  
9 JUDITH A. BOYAJIAN  
Deputy City Attorney



# Existing Conditions



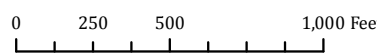
**Special Sign Districts:**  
 Broadway Special Sign District

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

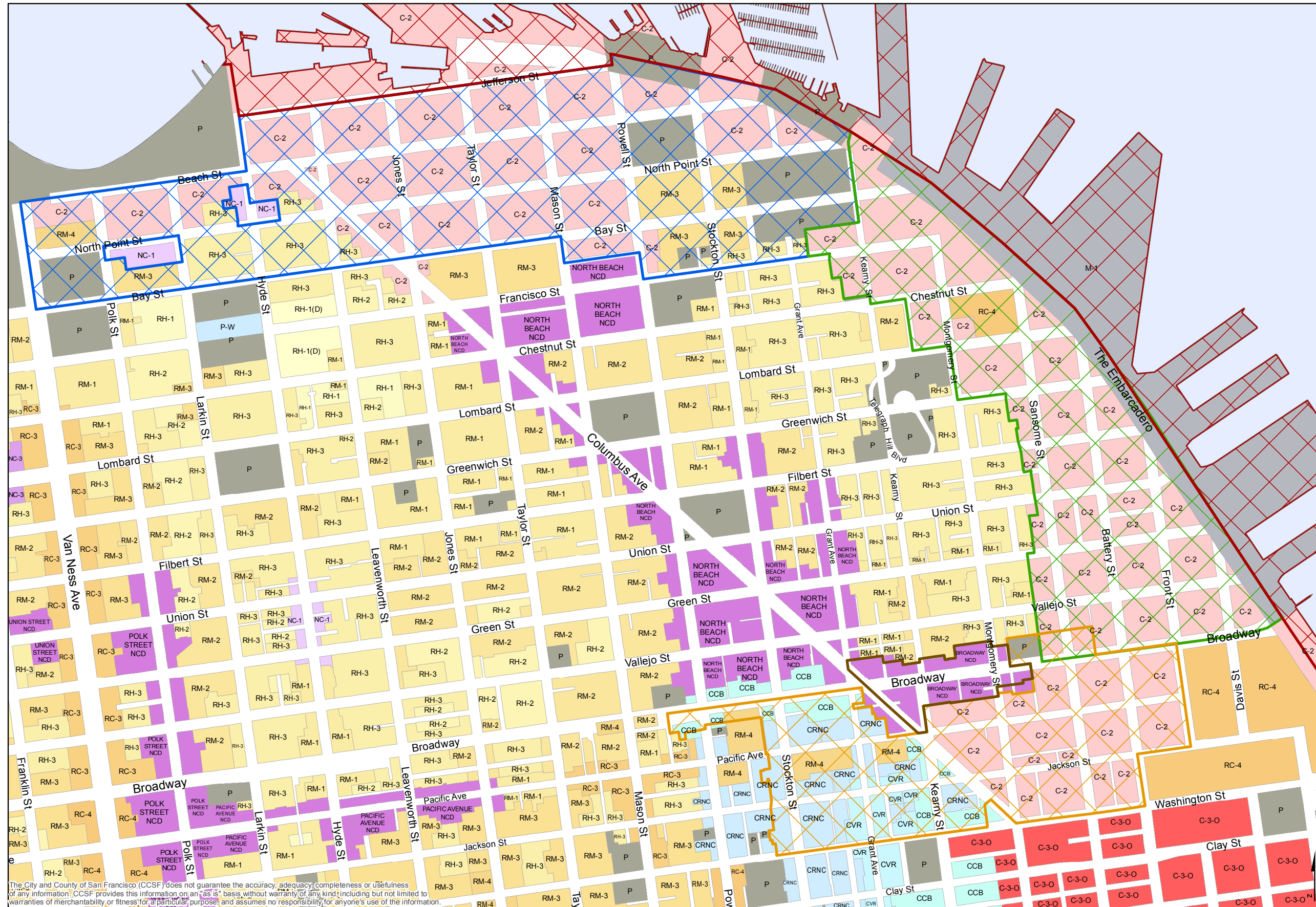
**Zoning Districts:**

	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-O	Downtown Office
	M-1	Light Industrial

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# Proposed Conditions



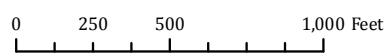
**Special Sign Districts:**  
 [Orange outline] Broadway Special Sign District

**Special Use Districts:**  
 [Yellow cross-hatch] Washington Broadway SUD  
 [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 Orange]	RH-2	Two Units per Lot
[Orange]	RH-3	Three Units per Lot
[Light Yellow-Orange]	RM-1	Low Density (1 Unit per 800 sf)
[Yellow-Orange]	RM-2	Moderate Density (1 Unit per 600 sf)
[Orange]	RM-3	Medium Density (1 Unit per 400 sf)
[Dark Orange]	RM-4	High Density (1 Unit per 200 sf)
[Light Orange]	RC-3	Medium Density (1 Unit per 400 sf)
[Orange]	RC-4	High Density (1 Unit per 200 sf)
[Light Purple]	NC-1	Cluster (1 Commercial Story)
[Purple]	NC-3	Moderate-Scale (3+ Commercial Stories)
[Dark Purple]	NCD	Individual (Named, Controls Vary)
[Light Blue-White]	CRNC	Residential / Neighborhood Commercial
[Light Blue]	CVR	Visitor Retail
[Light Cyan]	CCB	Community Business
[Pink]	C-2	Community Business
[Red]	C-3-0	Downtown Office
[Grey]	M-1	Light Industrial

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**Exhibit D**  
Base of Telegraph Hill and Fisherman's Wharf Subareas

