



SAN FRANCISCO PLANNING DEPARTMENT

Executive Summary Zoning Map Amendment

HEARING DATE: JUNE 12, 2014

Date: June 5, 2014
Case No.: **2014.0647Z**
Project Name: **McCOPPIN PLAZA REZONING**
Zoning: NCT-3 (Moderate Scale Neighborhood Commercial Transit)
Height/Bulk: 85-X and 40-X
Proposed Zoning: P (Public)
Proposed Ht. /Bulk: OS (Open Space)
Project Sponsor: Supervisor Kim
Staff Contact: Diego R Sánchez – (415) 575-9082
diego.sanchez@sfgov.org
Recommendation: **Approval**

1650 Mission St.
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San Francisco,
CA 94103-2479

Reception:
415.558.6378

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Information:
415.558.6377

PROJECT DESCRIPTION

The proposed Ordinance (Board File 140283) would rezone McCoppin Street from Valencia Street to its terminus on Market Street (see Exhibit C) from NCT-3/85-X and 40-X to P/OS (Public/Open Space) as part of the establishment of the McCoppin Hub Plaza. The proposed plaza will provide areas for passive recreation as well as pads for food trucks, farmers markets and other community events.

SITE DESCRIPTION AND PRESENT USE

The Subject Property is the portion of McCoppin Street from Valencia Street to Market Street and is approximately 6,800 square feet in area. The Subject Property was last used as a public right of way as well as the site for periodic community gatherings featuring food trucks and taped music.

SURROUNDING PROPERTIES AND NEIGHBORHOOD

The Subject Property is located immediately west of Valencia Street and to the east of Market Street / Highway 101. The property to the north is a four-story mixed use building with residential uses on the upper floors and commercial uses, including a retail grocery store, a medical cannabis dispensary, a laundromat, and a bar, on the ground floor. The property to the south is a one-story retail establishment (dba U-Haul Center).

The properties in the area are located within the NCT-3 (Moderate Scaled Neighborhood Commercial Transit) zoning district and the Market and Octavia Area Plan. The property to the north is located within an 85-X height and bulk district and the property to the south is located within a 40-X and 85-X height and bulk district.

ENVIRONMENTAL REVIEW

The proposal to rezone McCoppin Street from Valencia Street to its terminus at Market Street was included in the Market Octavia Neighborhood Plan and obtained environmental clearance through a Final Environmental Impact Report, Case No. 2003.0347E, prepared in accordance with the California Environmental Quality Act (Public Resources Code Sections 21000 et seq).

HEARING NOTIFICATION

TYPE	REQUIRED PERIOD	REQUIRED NOTICE DATE	ACTUAL NOTICE DATE	ACTUAL PERIOD
Classified News Ad	20 days	May 23, 2014	May 23, 2014	20 days
Posted Notice	10 days	June 2, 2014	June 2, 2014	10 days
Mailed Notice	10 days	June 2, 2014	June 2, 2014	10 days

PUBLIC COMMENT

As of the date of this report, the Planning Department has received one telephone call expressing support for the proposed Ordinance.

ISSUES AND OTHER CONSIDERATIONS

- The Market and Octavia Area Plan envisions the Subject Property as a publically accessible, community-serving open space.
- The planning process for improvements to the Subject Property began in 2007 as part of the SOMA West Improvements projects. The SOMA West Improvements is effort is led by a partnership between the Department of Public Works and the Office of Economic and Workforce Development. Construction has already started on the new plaza, and the target date for project completion is Summer 2014 (see Exhibit F).
- The Department of Public Works has sponsored nine community meetings or presentations since 2007 where the intentions and design of the Subject Property were discussed.
- The required General Plan Referral for the street vacation (Case 2012.0965R) was completed in December 2012.
- The subject property would become McCoppin Hub Plaza, which is anticipated to be one of the first plazas to take advantage of the forthcoming SF Plaza Program, if approved by the Board of Supervisors. The SF Plaza program enables the City to partner with community “stewards” to help activate and maintain public plazas. The program will enable plaza “stewards”, in the form of nonprofit organizations, to activate and program events. Revenue received from these activities can only be used to support the activation, management and maintenance of the plaza. The Planning Commission heard an information presentation on the SF Plaza Program and voted for modifications to P Zoned Districts on May 1, 2014 (Board File 140062, Planning Case #2014.0180T).

- The NCT-3 zoning district is intended to be a mixed use district that supports neighborhood-serving commercial uses on lower floors and locates housing on upper floors of multi-storied buildings. The current zoning of the subject property reflects the zoning designation of the properties adjacent to the street out to the street’s centerline.
- The P zoning district typically applies to land that is owned by a governmental agency and to land that is in some form of public use, including open space. The OS height and bulk designation is intended for land with a principal or exclusive use as open space.

REQUIRED COMMISSION ACTION

The Commission may approve, or approve in part, or disapprove the proposed code amendment and map change.

BASIS FOR RECOMMENDATION

- Land used for the purpose of public open space is typically zoned P (public) with a height and bulk district of OS (Open Space). The proposed Ordinance would bring the subject property into alignment with this practice.
- Properties within the NCT-3 zoning district typically feature commercial and/or residential uses within moderately large buildings. While the NCT-3 allows recreational uses, it is not the ideal zoning district for the proposed project.
- The project is part of a multi-agency effort underway since 2007 and the rezoning of the subject property is part of this collaborative effort with extensive community support.

RECOMMENDATION: Approval
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Attachments:

- Exhibit A: Draft Resolution
- Exhibit B: Proposed Ordinance BF 140283
- Exhibit C: Zoning Map
- Exhibit D: Height and Bulk Map
- Exhibit E: Aerial Maps
- Exhibit F: Renderings – for informational purposes only



SAN FRANCISCO PLANNING DEPARTMENT

DRAFT Planning Commission Resolution

HEARING DATE JUNE 12, 2014

Date: June 5, 2014
Case No.: **2014.0647Z**
Project Name: **McCoppin Plaza Rezoning**
Zoning: NCT-3 (Moderate Scale Neighborhood Commercial Transit)
Height/Bulk: 85-X and 40-X
Proposed Zoning: P (Public)
Proposed Ht./Bulk: OS (Open Space)
Project Sponsor: Supervisor Kim
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RECOMMENDING THAT THE BOARD OF SUPERVISORS APPROVE A PROPOSED ORDINANCE TO AMEND SHEET ZN07 OF THE ZONING MAP AND SHEET HT07 OF THE HEIGHT AND BULK MAP OF THE CITY AND COUNTY OF SAN FRANCISCO TO REZONE THE PORTION OF MCCOPPIN STREET FROM VALENCIA STREET TO ITS TERMINUS ON MARKET STREET FROM NCT-3 (MODERATE-SCALE NEIGHBORHOOD COMMERCIAL TRANSIT) TO P (PUBLIC USE) AND TO CHANGE THE HEIGHT AND BULK DESIGNATION FROM 40-X AND 85-X TO OS (OPEN SPACE), AND TO MAKE AND ADOPT ENVIRONMENTAL FINDINGS, PLANNING CODE SECTION 302 FINDINGS, AND FINDINGS OF CONSISTENCY WITH THE PRIORITY POLICIES OF PLANNING CODE SECTION 101.1 AND THE GENERAL PLAN.

WHEREAS, on March 25, 2014, Supervisor Kim introduced an Ordinance under Board of Supervisors (hereinafter "Board") File Number 140283 for a map amendment to rezone McCoppin Street from Valencia Street to its terminus on Market Street from NCT-3 (Moderate Scale Neighborhood Commercial Transit) with a height and bulk designation of 85-X and 40-X to P (Public Use) with a height and bulk designation of OS (Open Space) and amend the Zoning Map sheet ZN07 and the Height and Bulk Map sheet HT07 of the City and County of San Francisco to reflect this change.

The Planning Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider the proposed Ordinance for Application No. 2014.0647Z on June 12, 2014; and,

The Commission adopted the resolution on June 12, 2014, to approve the map amendment rezoning the portion of McCoppin Street from Valencia Street to its terminus on Market Street; and,

The rezoning of McCoppin Street from Valencia Street to its terminus on Market Street was included in the Market Octavia Neighborhood Plan and obtained environmental clearance through a Final Environmental Impact Report, Case No. 2003.0347E, prepared in accordance with the California Environmental Quality Act (Public Resources Code Sections 21000 et seq); and

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 by Department staff and other interested parties; and

The proposed map change has been found to be consistent with the following relevant Objectives and Policies of the General Plan:

TRANSPORTATION ELEMENT
Objectives and Policies

OBJECTIVE 1

MEET THE NEEDS OF ALL RESIDENTS AND VISITORS FOR SAFE, CONVENIENT AND INEXPENSIVE TRAVEL WITHIN SAN FRANCISCO AND BETWEEN THE CITY AND OTHER PARTS OF THE REGION WHILE MAINTAINING THE HIGH QUALITY LIVING ENVIRONMENT OF THE BAY AREA

POLICY 1.2

Ensure the safety and comfort of pedestrians throughout the city.

The rezoning of McCoppin Street west of Valencia Street will help create a new public plaza that will give priority to pedestrians, ensure their safety and avoid conflicts with private automobiles.

RECREATION AND OPEN SPACE ELEMENT
Objectives and Policies

OBJECTIVE 2

DEVELOP AND MAINTAIN A DIVERSIFIED AND BALANCED CITYWIDE SYSTEM OF HIGH QUALITY PUBLIC OPEN SPACE

POLICY 2.1

Provide an adequate total quantity and equitable distribution of public open spaces throughout the City.

The rezoning of McCoppin Street west of Valencia Street will assist in the creation of a new public open space that will help reach the goal envisioned in the Recreation and Open Space element of providing a sufficient number of public open spaces to serve the City's population and providing it throughout the City so that people do not have to travel far to reach them.

URBAN DESIGN ELEMENT
Objectives and Policies

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING

POLICY 2.8

Maintain a strong presumption against the giving up of street areas for private ownership or use, or for construction of public buildings.

POLICY 2.9

Review proposals for the giving up of street areas in terms of all the public values that streets afford.

POLICY 2.10

Permit release of street areas, where such release is warranted, only in the least extensive and least permanent manner appropriate to each case

The rezoning of McCoppin Street west of Valencia Street will not result in the giving up of street area for private ownership or use, or for the construction of public buildings as the space will be under the jurisdiction of the Real Estate Division (RED) and made for open recreation, as well as for occasional retail vending. The height and bulk designation of OS (Open Space) limits the future development possibilities for buildings and structures.

The Project will not prove detrimental to vehicular traffic as the portion to be rezoned was a cul-de-sac and did not offer areas for extensive circulation. Pedestrian circulation will be enhanced given that the area will be free of private automobiles. The rezoning in and of itself does not (a) prevent access to private property, (b) inhibit access for emergency vehicles, (c) obstruct or diminish a view or industrial operations, (d) eliminate open space, street space adjacent to a public facility, street space that has formed the basis for creation of any lot, or construction or occupancy of any building, (e) remove significant natural features or (f) have an adverse effect upon any element of the General Plan or upon an area plan.

The rezoning is necessary for a significant public use, a new public plaza, and is a warranted release of a street area.

OBJECTIVE 4

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

POLICY 4.11

Make use of street space and other unused public areas for recreation, particularly in dense neighborhoods, such as those close to downtown, where land for traditional open spaces is more difficult to assemble.

The rezoning of McCoppin Street west of Valencia Street will make use of street space for the benefit of public recreation in the Market and Octavia Plan Area, an area of San Francisco that is relatively dense in comparison to many other neighborhoods.

MARKET AND OCTAVIA AREA PLAN

Objectives and Policies

OBJECTIVE 4.1

PROVIDE SAFE AND COMFORTABLE PUBLIC RIGHTS-OF-WAY FOR PEDESTRIAN USE AND IMPROVE THE PUBLIC LIFE OF THE NEIGHBORHOOD

POLICY 4.1.2

Enhance the pedestrian environment by planting trees along sidewalks, closely planted between pedestrians and vehicles

POLICY 4.1.3

Establish and maintain a seamless pedestrian right-of-way throughout the plan area

The rezoning of McCoppin Street west of Valencia Street will help create a new pedestrian-friendly open space that can be landscaped with trees.

OBJECTIVE 4.2

ACCOMMODATE REGIONAL THROUGH TRAFFIC ON SURFACE STREETS THAT ALSO SERVE LOCAL NEEDS, THEREBY REPAIRING AREAS DISRUPTED BY LARGE INFRASTRUCTURE PROJECTS OF THE PAST

POLICY 4.2.1

Create new public open spaces around the freeway touchdown, including a plaza on Market Street and a plaza in the McCoppin Street right-of-way, west of Valencia Street

The rezoning of McCoppin Street west of Valencia Street will help create a new public plaza, as envisioned in the Market and Octavia Area Plan.

OBJECTIVE 5.5

ESTABLISH A BICYCLE NETWORK THAT PROVIDES A SAFE AND ATTRACTIVE ALTERNATIVE TO DRIVING FOR BOTH LOCAL AND CITYWIDE TRAVEL NEEDS

POLICY 5.5.1

Improve bicycle connections, accessibility, safety, and convenience throughout the neighborhood, concentrating on streets most safely and easily traveled by bicyclists

The rezoning of McCoppin Street west of Valencia Street will help retain the bicycle connection between Valencia Street and Octavia Boulevard because it removes space dedicated to private automobiles and enhances spaces available for bicycling.

OBJECTIVE 7.2

ESTABLISH A FUNCTIONAL, ATTRACTIVE AND WELL-INTEGRATED SYSTEM OF PUBLIC STREETS AND OPEN SPACES IN THE SOMA WEST AREA TO IMPROVE THE PUBLIC REALM

POLICY 7.2.4

Redesign McCoppin Street as a linear green street with a new open space west of Valencia Street

The rezoning of McCoppin Street west of Valencia Street will help implement the goal of creating a new open space in this location, as envisioned in the Market and Octavia Area Plan.

The proposed amendments to the Planning Code are consistent with the eight Priority Policies set forth in Section 101.1(b) of the Planning Code in that:

1. That existing neighborhood-serving retail uses be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses enhanced;

The existing neighborhood-serving retail uses will be enhanced by the Project because the ultimate aim of rezoning McCoppin Street from Valencia to its terminus at Market Street is to improve a currently underused right of way with new seating, vending and recreational areas. Additional opportunities for resident employment and/or ownership of those new retail establishments is likely due to the envisioned additional retail vendors on the Subject Property,

2. That existing housing and neighborhood character be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods;

The existing neighborhood character features street level retail uses with housing located on floors above. The rezoning of the Subject Property will not disturb that character. The eventual outcome of the Project is to create areas for small retail vendors at the street level of the Subject Property which is in line with prevailing character and which preserves the cultural and economic diversity of the neighborhood.

3. That the City's supply of affordable housing be preserved and enhanced;

The Project has no adverse effect upon the supply of affordable housing given that the Project is a rezoning of a public right of way that will create a new open space that is zoned in accordance with the majority of other open spaces throughout the City.

4. That commuter traffic not impede MUNI transit service or overburden our streets or neighborhood parking;

The Project will not impede MUNI transit service as MUNI does not provide service on the portion of McCoppin Street to be rezoned and converted to open space. Owing to the nature and scale of the rezoning, it is not anticipated that streets or neighborhood parking will be overburdened.

5. That a diverse economic base be maintained by protecting our industrial and service sectors from displacement due to commercial office development, and that future opportunities for resident employment and ownership in these sectors be enhanced;

The Project involves the rezoning of a public right of way and does not create additional office space or involve the displacement of industrial or service sector establishments.

6. That the City achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake;

The Project does not affect the City's preparedness to protect against injury and loss of life in an earthquake.

7. That the landmarks and historic buildings be preserved;

There are no landmarks or historic buildings on the Subject Property to be preserved.

8. That our parks and open space and their access to sunlight and vistas be protected from development;

The Project will not adversely affect parks' and open space's access to sunlight and has no effect upon City vistas because the Project is rezoning a public right of way with a height and bulk designation of OS (Open Space, which limits future development of buildings or structures.

Further, for the foregoing reasons and based on the facts presented, the Commission finds, pursuant to Section 302, that the public necessity, convenience, and general welfare require the adoption of this legislation.

NOW THEREFORE BE IT RESOLVED that the Commission hereby recommends that the Board ADOPT the proposed Ordinance as described in this Resolution No. XXXXX..

I hereby certify that the foregoing Resolution was adopted by the Commission at its meeting on June 12, 2014.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

ADOPTED: June 12, 2014

1 [Planning Code - Rezoning McCoppin Plaza to Public Use/Open Space Zoning]

2

3 **Ordinance amending the Planning Code to rezone McCoppin Street from Valencia**
 4 **Street to its terminus on Market Street from NC3-T/85-X, and 40-X, to P (Public)/Open**
 5 **Space as part of the establishment of McCoppin Hub Plaza, making findings under the**
 6 **California Environmental Quality Act, and findings of consistency with the General**
 7 **Plan, and the eight priority policies of Planning Code, Section 101.1.**

8 NOTE: **Unchanged Code text and uncodified text** are in plain Arial font.
 9 **Additions to Codes** are in *single-underline italics Times New Roman font*.
 10 **Deletions to Codes** are in *strikethrough italics Times New Roman font*.
 11 **Board amendment additions** are in double-underlined Arial font.
 12 **Board amendment deletions** are in ~~strikethrough Arial font~~.
 13 **Asterisks (* * * *)** indicate the omission of unchanged Code
 14 subsections or parts of tables.

12

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

14

15 Section 1. Findings.

16 (a) To facilitate the establishment of McCoppin Hub Plaza, this legislation would
 17 conditionally change the zoning of McCoppin Street from Valencia Street to its terminus on
 18 Market Street from the adjacent zoning district of NCT-3 (Moderate-Scale Neighborhood
 19 Commercial Transit District) with 85-X and 40-X height/bulk districts to P (Public)/OS (Open
 20 Space). This zoning change would become operative on the effective date of the street
 21 vacation of the south westerly portion of this street segment in accordance with Public Works
 22 Code Section 787 and California Streets and Highways Code Sections 8300 et seq.

23 (b) The McCoppin Hub Plaza project ("Project") was included in the Market Octavia
 24 Neighborhood Plan and obtained environmental clearance through a Final Environmental
 25 Impact Report ("FEIR") prepared in accordance with the California Environmental Quality Act

1 (Public Resources Code Sections 21000 et seq). As part of various actions related to the
2 Plan, this Board adopted California Environmental Quality Act findings in Ordinance Nos. 72-
3 08, 246-07, and 71-08 copies of which are in Clerk of the Board of Supervisors in File Nos.
4 071157, 071158, 071159, respectively and incorporated herein by reference.

5 (c) The Board further finds that no substantial changes are proposed to the Project or
6 the circumstances under which the Project is undertaken that would cause new significant
7 environmental effects or any increase in the severity of previously identified significant effects
8 in the FEIR. The Board further finds there is no new information of substantial importance
9 showing that the Project would have any significant effects not discussed in the FEIR, that
10 significant effects would be substantially more severe, or that new or different mitigation
11 measures or alternatives would substantially reduce one or more significant effects, if any, of
12 the Project.

13 (d) On _____, the Planning Commission, in Resolution No. _____, adopted
14 findings that the actions contemplated in this ordinance are consistent, on balance, with the
15 City's General Plan and eight priority policies of Planning Code Section 101.1. The Board
16 adopts these findings as its own. A copy of said Resolution is on file with the Clerk of the
17 Board of Supervisors in File No. _____, and is incorporated herein by reference.

18
19 Section 2. Under Sections 106 and 302(c) of the Planning Code, the Zoning Map of
20 the City and County of San Francisco is amended as follows:

<u>Property Location</u>	<u>Zoning District</u>	<u>Zoning District</u>	<u>Sheet</u>
	<u>To Be Superseded</u>	<u>Hereby Approved</u>	
24 McCoppin Street	NCT-3	P	7
25 from Valencia to Market Street			

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<u>Property Location</u>	<u>Height District</u>	<u>Height & Bulk District</u>	<u>Sheet</u>
	<u>To Be Superseded</u>	<u>Hereby Approved</u>	
McCoppin Street from Valencia to Market Street	85-X/40-X	OS	7

Section 3. Effective and Operative Date. This ordinance shall become effective 30 days after enactment. Enactment occurs when the Mayor signs the ordinance, the Mayor returns the ordinance unsigned or does not sign the ordinance within ten days of receiving it, or the Board of Supervisors overrides the Mayor’s veto of the ordinance. The zoning changes set forth in this Ordinance shall be conditional and become operative only upon the effective date of the street vacation of the south westerly portion of McCoppin Street from Valencia Street to its terminus on Market Street in accordance with Public Works Code Section 787 and California Streets and Highways Code Sections 8300 et seq.

Section 4. Scope of Ordinance. In enacting this ordinance, the Board of Supervisors intends to amend only those words, phrases, paragraphs, subsections, sections, articles, numbers, punctuation marks, charts, diagrams, or any other constituent parts of the Municipal Code that are explicitly shown in this ordinance as additions, deletions, Board amendment additions, and Board amendment deletions in accordance with the “Note” that appears under the official title of the ordinance

1 APPROVED AS TO FORM:
2 DENNIS J. HERRERA, City Attorney

3 By: _____
4 John D. Malamut
Deputy City Attorney

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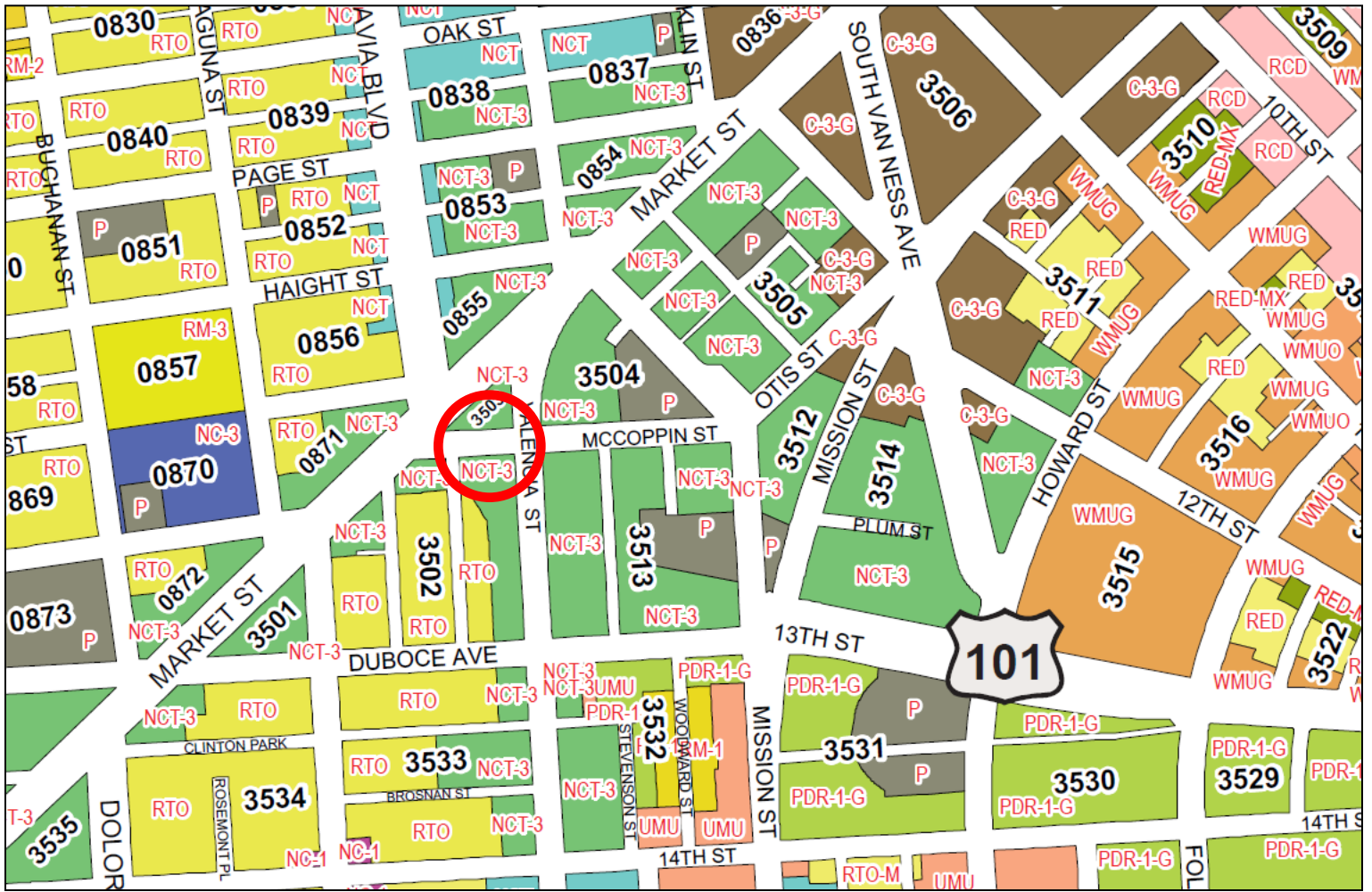
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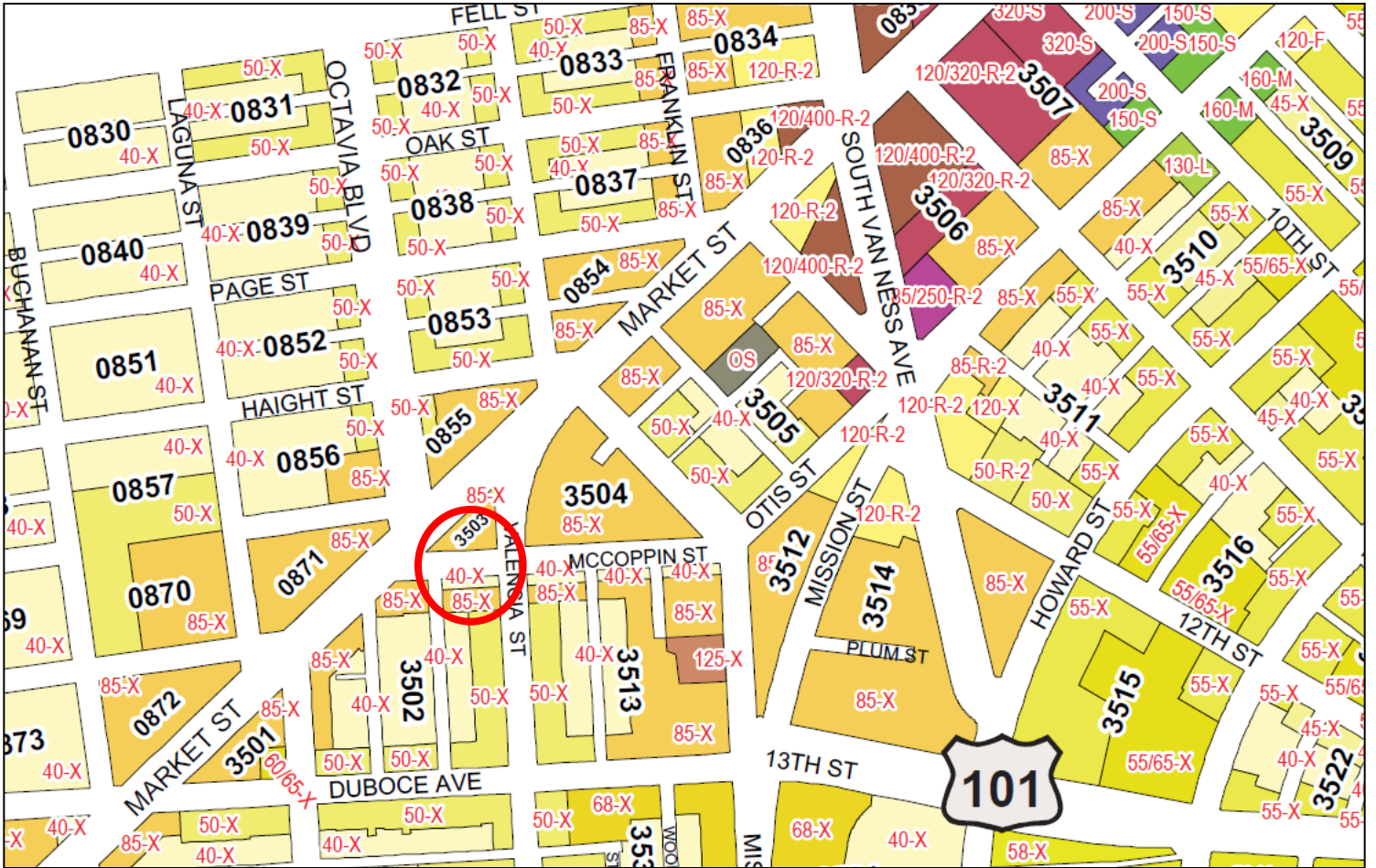
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Zoning Map



Map Amendment
Case Number 2014.0647Z
McCoppin Plaza Rezoning

Height and Bulk Map



Map Amendment
Case Number 2014.0647Z
McCoppin Plaza Rezoning

Aerial Photo

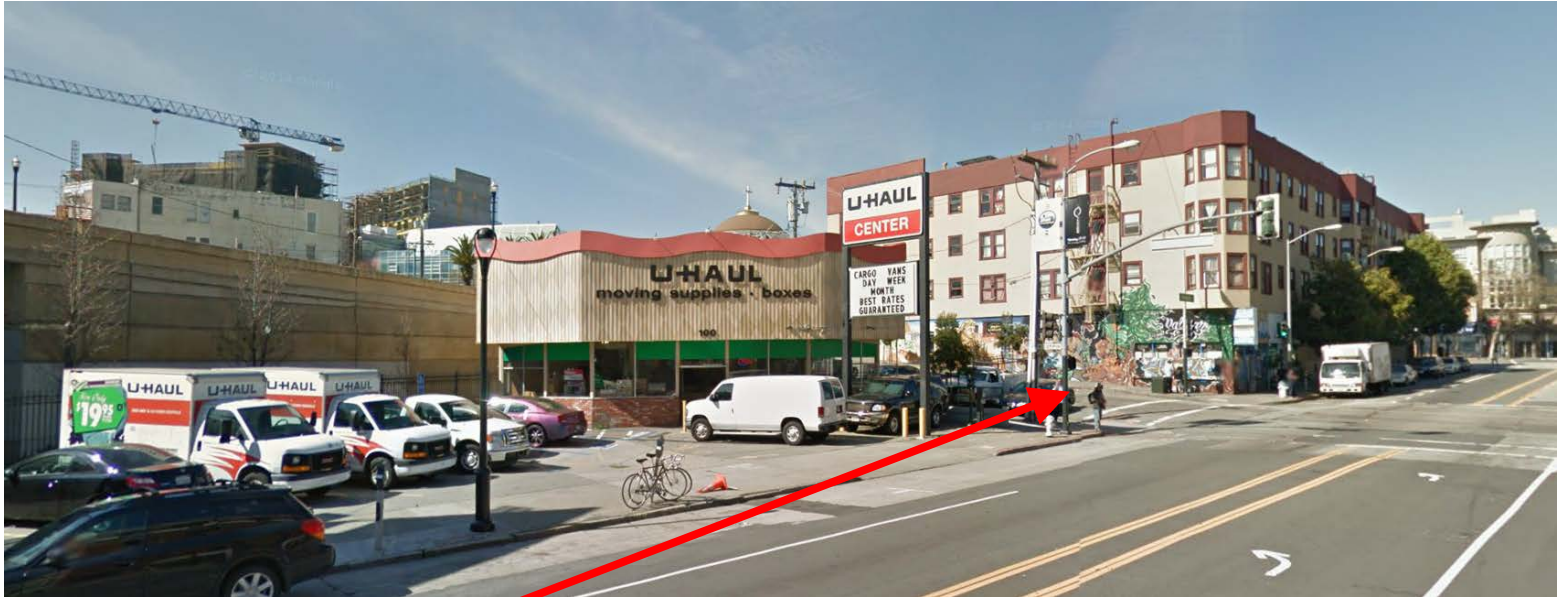


SUBJECT PROPERTY



Map Amendment
Case Number 2014.0647Z
McCoppin Plaza Rezoning

Context Photos



SUBJECT PROPERTY

Map Amendment
Case Number 2014.0647Z
McCoppin Plaza Rezoning

Context Photo



SUBJECT PROPERTY

Map Amendment
Case Number 2014.0647Z
McCoppin Plaza Rezoning

Context Photos



SUBJECT PROPERTY

Map Change
Case Number 2014.0647Z
McCoppin Plaza Rezoning



Market Day/ Movie Night - Birdseye View

McCOPPIN HUB - CIVIC DESIGN REVIEW



Market Day/ Movie Night - View From the Back

McCOPPIN HUB - CIVIC DESIGN REVIEW