



SAN FRANCISCO PLANNING DEPARTMENT

Memo to the Planning Commission Informational Update #2

HEARING DATE: NOVEMBER 15, 2012

Date: November 8, 2012
Case No.: **2008.0877 WESTERN SOMA COMMUNITY PLAN**
Staff Contact: Corey Teague – (415) 575-9081
corey.teague@sfgov.org
Recommendation: **No Action Required. Informational Only.**

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The Planning Department and participants of the Western SoMa planning process gave an informational presentation to the Planning Commission on November 1 that provided background information about the impetus for the plan, the process in which it was developed, and the key principles included in the Plan. This second informational presentation on November 15 will provide detailed information about the proposed zoning and height map amendments, Planning Code amendments, Implementation Document, and other details.

11th Street Entertainment Corridor

At the informational hearing on November 1, the Planning Commission and Supervisor Kim requested that the Planning Department provide alternatives to the proposed zoning for the 11th Street corridor, between Harrison and Folsom Streets. This request was based on concerns expressed that the proposed zoning does not adequately recognize and support the existing concentration of nighttime entertainment uses on that corridor.

The current zoning in Western SoMa does not allow nighttime entertainment as a permitted use in any district, including the 11th Street corridor, which is currently zoned as SLR (Service Light-Industrial Residential). Since the broader South of Market rezoning in 1990, all nighttime entertainment uses have persisted as legal nonconforming uses, with some allowance for expansion of existing venues via Conditional Use process. The Western SoMa Plan proposes to rezone the 11th Street corridor and the surrounding area as WMUG, which maintains the prohibition on new entertainment venues, and generally permits housing along with a broad range of small-to-moderate scale commercial activities.

The Plan proposes to allow new nighttime entertainment venues as principally permitted uses in the SALI (Service Arts Light Industrial) and WMUO (Western SoMa Mixed Use – Office) districts, which are proposed broadly south of Harrison Street. The SALI district does not permit housing or office uses, and could generally be characterized as a PDR district. The WMUO district also does not permit housing, but it does principally permit office uses. The proposed zoning also prohibits new nighttime entertainment within a 200-foot buffer around all RED (Residential Enclave) districts, which currently exist or are proposed along many alleys throughout the Plan area.

A map is provided showing the current land use conditions in the 11th Street entertainment area, including the location of entertainment venues, housing units (including live/work units), bars, and identified “soft sites” where new development would be anticipated.

Based on the request, Planning Department staff, in consultation with Task Force chair Jim Meko and staff from Supervisor Kim’s office, created a menu of options that cover a broad range of controls and land use outcomes. The Department’s recommendation to adopt the Plan’s proposed zoning remains (i.e. Option 1), and staff looks to the Commission to provide direction.

The following is a list and description of zoning alternatives for the Planning Commission’s consideration, including a brief description of the relevant zoning outcomes for each:

- **Option 1 – Adopt the Proposed WMUG Zoning (see proposed zoning map)**
 - New nighttime entertainment uses would not be permitted. Existing nighttime entertainment uses would continue as legal nonconforming uses.
 - Existing nighttime entertainment uses would be able to request a Conditional Use authorization to expand (such as was done by the DNA Lounge in early 2012). They would also be permitted to re-occupy a building in a demo/new construction project (which is not allowed under current zoning).
 - Residential uses would continue to be permitted. Note that there are few significant “soft sites” on this block where residential development would be anticipated.
- **Option 2a – Extend SALI District up 11th Street to Folsom Street**
 - Nighttime entertainment uses would be permitted as of right (i.e. new clubs could open).
 - No new residential uses would be permitted, and the existing residential uses would become legal nonconforming uses.
 - SALI is essentially a PDR district, so no office would be permitted.
- **Option 2b – Extend SALI District up to Folsom Street and Across the Intersection**
 - Same as Option 2a, except:
 - Adds two lots across the intersection on the north side of Folsom Street. One of these sites recently housed a nightclub, and the other is a large auto repair facility which is considered as a “soft site” for new development. These two lots would be impacted by 200-foot RED buffers where new nighttime entertainment is prohibited. However a portion of the larger parcel on the northeast corner of Folsom and 11th would not be covered by the buffer.

- Option 2c – Extend SALI District up to Folsom Street and Across the Intersection and add New REDs on Norfolk and Juniper Streets
 - Same as Option 2b except:
 - Rezones the parcels along Norfolk and Juniper Streets as RED. There are existing residential uses along these alleys, along with some identified “soft sites” that currently do not have residential uses. RED is primarily a residential district compared to the WMUG district, which would allow more commercial uses.
 - While the underlying zoning for the corridor would be SALI, almost the entire corridor would fall within a 200-foot buffer around the new REDs where new nighttime entertainment would be prohibited.
 - Existing nighttime entertainment uses would continue as legal nonconforming uses.
 - Existing nighttime entertainment uses would be able to request a Conditional Use authorization to expand (such as was done by the DNA Lounge in early 2012). They would also be permitted to re-occupy a building in a demo/new construction project (which is not allowed under current zoning).
- Option 3a – Zone the Corridor WMUO instead of WMUG or SALI
 - Nighttime entertainment uses would be principally permitted (i.e. new clubs could open).
 - Office uses would be principally permitted along with a broad range of commercial uses, including PDR uses.
 - No new residential uses would be permitted, and the existing residential uses would become legal nonconforming uses.
- Option 3b – Zone the Corridor (and Across the Intersection) WMUO instead of WMUG or SALI
 - Same as Option 3a, except:
 - Adds two lots across the intersection on the north side of Folsom Street. One of these sites recently housed a nightclub, and the other is a large auto repair facility which is considered as a “soft site” for new development. These two lots would be impacted by 200-foot RED buffers where new nighttime entertainment are prohibited. However a portion of the larger parcel on the northeast corner of Folsom and 11th would not be covered by the buffer.

- Option 3c – Zone the Corridor (and Across the Intersection) WMUO instead of WMUG or SALI and add New REDs on Norfolk and Juniper Streets
 - Same as Option 3b, except:
 - Rezones the parcels along Norfolk and Juniper Streets as RED. There are existing residential uses along these alleys, along with some identified “soft sites” that currently do not have residential uses. RED is primarily a residential district compared to the WMUG district, which would allow more commercial uses.
 - While the underlying zoning for the corridor would be WMUO, almost the entire corridor would fall within a 200-foot buffer around the new REDs where new nighttime entertainment would be prohibited.
 - Existing nighttime entertainment uses would continue as legal nonconforming uses.
 - Existing nighttime entertainment uses would be able to request a Conditional Use authorization to expand (such as was done by the DNA Lounge in early 2012). They would also be permitted to re-occupy a building in a demo/new construction project (which is not allowed under current zoning).
- Option 4 – Create Buffers Around Existing Nighttime Entertainment Uses to Prohibit New Residential Uses (not mapped)
 - Proposed WMUG zoning would be adopted, so existing nighttime entertainment uses would still remain legal nonconforming uses.
 - No new residential uses would be permitted within a buffer area around existing nighttime entertainment uses. This concept is the inverse of the RED buffers in the proposed zoning.
 - Implementation of this concept would require determination of the buffer size (e.g. 200 feet) as well as the geographic extent of such buffers (e.g. 11st Street venues only, all of Western SoMa).

Historic Preservation Commission - Resolution

On November 7, the Historic Preservation Commission adopted Resolution No. 695 providing the following comments:

1. Within the Western SoMa Community Plan, all reference to the “Landmarks Preservation Advisory Board” should be edited to refer to the “Historic Preservation Commission.”
2. The Western SoMa Community Plan should contain timeline and implementation plan for specific actions.
3. In implementing the objectives and policies of the Western SoMa Community Plan, the Commission recommends exploring new strategies, including use of public art, for integrating social history into traditional historic preservation.
4. The Western SoMa Community Plan should provide zoning and land use incentives for properties that are not eligible for local landmark status, but which retain strong historic character and integrity.
5. Within the Chapter 6 (Preservation) of the Western SoMa Community Plan, the Commission recommends the following edits:
 - a. Policy 6.1.3 should be edited to read: “Conduct historic and socio-cultural heritage resource surveys within the Western SoMa.”
 - b. Policy 6.1.4 should be edited to read: “Establish boundaries and designations in all proposed and new preservation districts.”
 - c. Policy 6.2.3 should be edited to read: “Protect properties associated with events contributing to local history, including events that occur in public streets and alley.”
 - d. Policy 6.2.4, 6.2.5, 6.2.6, and 6.2.7 should be condensed into one policy statement, which reads: “Protect properties that are significant for their architecture and design, including those eligible under National Register Criteria C (Design/Construction) and California Register Criterion 3 (Architecture)”
 - e. Policy 6.3.3 should be edited to read: “Prevent or avoid historic resource demolitions.”
 - f. Policy 6.3.6 should be edited to read: “Preserve and protect all identified Native American and other archaeological resources.”

REQUIRED COMMISSION ACTION

None. Informational only.

RECOMMENDATION: None. Informational Only.

Attachments:

11th Street Entertainment Corridor – Maps of Current Conditions and Alternative Zoning Options
Historic Preservation Commission Resolution No. 695

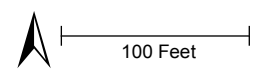
Western SoMa

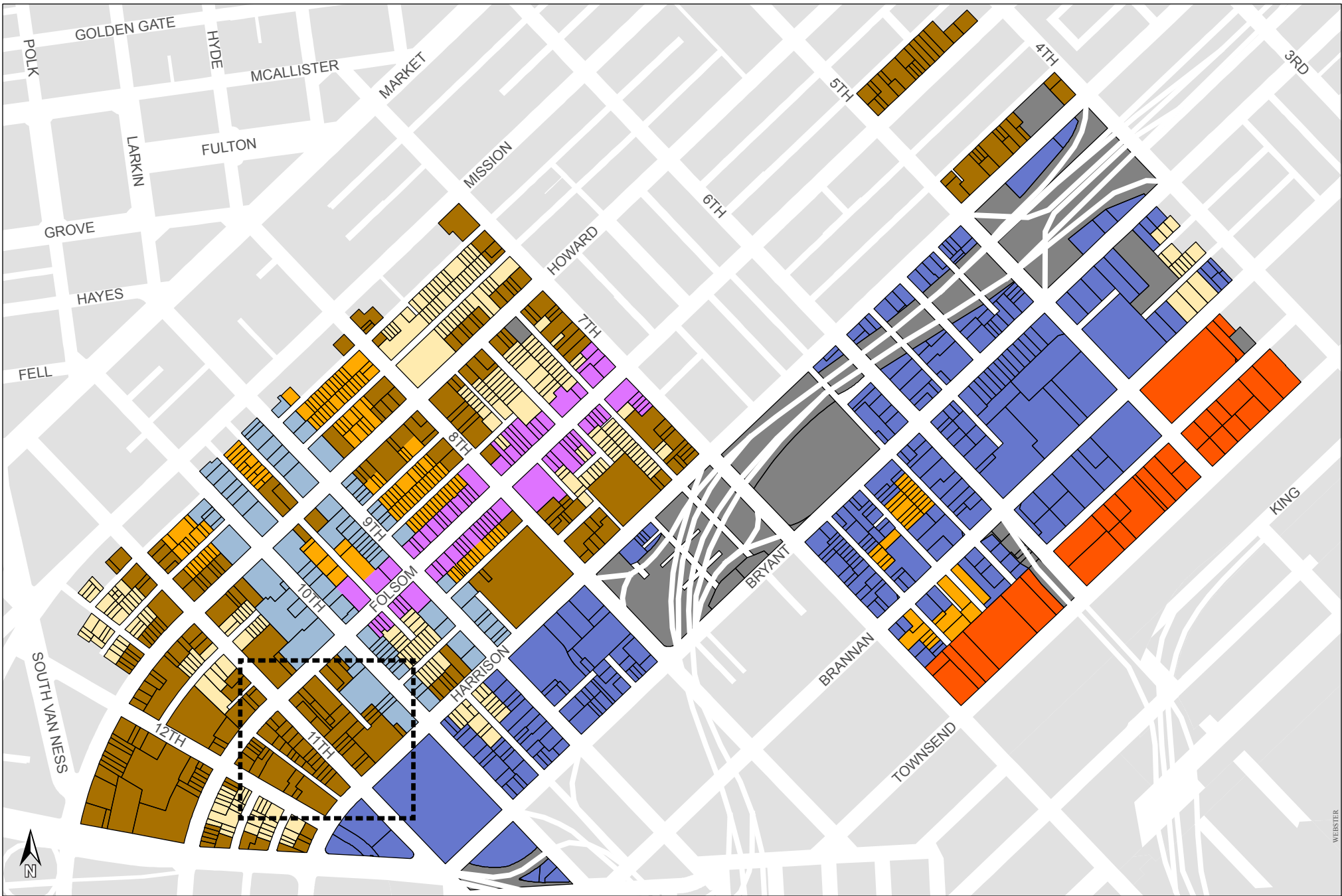
11th Street
Corridor Uses

Current Conditions











-  Nighttime Entertainment
-  Bar
-  "Soft" Site
-  Residential Units
-  Live/Work





Western SoMa Zoning Districts

November 2012

- | | |
|--|--|
|  RED |  RCD |
|  RED-MX |  SALI |
|  WMUG |  Folsom NCT |
|  WMUO |  P |

1,000 Feet

Western SoMa

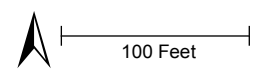
11th Street
Corridor Uses

Option 2a

SALI



- SALI
- "Soft" Site
- Nighttime Entertainment
- Bar
- 200' RED Buffers
- Potential Change in Zoning
- Residential Units
- Live/Work



Western SoMa

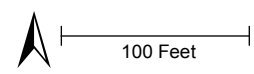
11th Street
Corridor Uses

Option 2b

SALI across Folsom



- SALI
- "Soft" Site
- Nighttime Entertainment
- Bar
- 200' RED Buffers
- Potential Change in Zoning
- 30 Residential Units
- L/W Live/Work



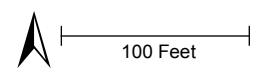
Western SoMa

11th Street
Corridor Uses

Option 2c
SALI Across Folsom
and RED



- RED
- SALI
- "Soft" Site
- Nighttime Entertainment
- Bar
- 200' RED Buffers
- Potential Change in Zoning
- Residential Units
- Live/Work



Western SoMa

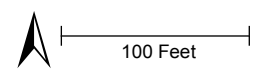
11th Street
Corridor Uses

Option 3a

WMUO



- WMUO
- "Soft" Site
- Nighttime Entertainment
- Bar
- 200' RED Buffers
- Potential Change in Zoning
- Residential Units
- Live/Work



Western SoMa

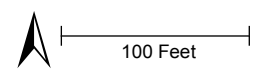
11th Street
Corridor Uses

Option 3b

WMUO across Folsom



- WMUO
- "Soft" Site
- Nighttime Entertainment
- Bar
- 200' RED Buffers
- Potential Change in Zoning
- Residential Units
- Live/Work



Western SoMa

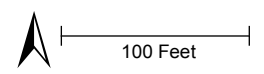
11th Street
Corridor Uses

Option 3c

WMUO across Folsom
and RED



- RED
- SALI
- "Soft" Site
- Nighttime Entertainment
- Bar
- 200' RED Buffers
- Potential Change in Zoning
- Residential Units
- Live/Work





SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission Resolution No. 695

HEARING DATE: November 7, 2012

Date: November 7, 2012
Case No.: 2008.0877MTZU
Project Name: **Western SoMa Community Plan
Review and Comment on Plan Adoption and related Ordinances**
Staff Contact: Corey Teague – (415) 575-9081
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Reviewed By: Tim Frye, Preservation Coordinator – (415) 575-6822
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RECOMMENDING THAT THE BOARD OF SUPERVISORS ADOPT PROPOSED ORDINANCES ASSOCIATED WITH THE WESTERN SOMA COMMUNITY PLAN TO AMEND THE SAN FRANCISCO GENERAL PLAN, PLANNING CODE, AND ZONING MAPS, INCLUDING AMENDMENTS TO PLANNING CODE, AND MAKING FINDINGS, INCLUDING ENVIRONMENTAL FINDINGS, OF CONSISTENCY WITH THE GENERAL PLAN AND THE PRIORITY POLICIES OF PLANNING CODE SECTION 101.1.

PREAMBLE

1. WHEREAS, on November 7, 2012, the San Francisco Historic Preservation Commission (hereinafter "Commission") conducted a duly noticed public hearing at a regularly scheduled meeting to consider aspects in the proposed Western SoMa Community Plan and related Ordinances that directly impact historic resources; and
2. WHEREAS, Article 10 of the San Francisco Planning Code establishes, the purpose, powers and duties of the Historic Preservation Commission. Per Planning Code Section 1002(a)(9), the Historic Preservation Commission shall review and provide written reports to the Planning Commission and Board of Supervisors on ordinances and resolutions concerning historic preservation issues and historic resources, redevelopment plans, waterfront land use and project plans, and such other matters as may be prescribed by ordinance; and
3. WHEREAS, the San Francisco Planning Department is seeking to implement the Western SoMa Community Plan ("the Plan"), which seeks to reduce land use conflicts between industry and entertainment and other competing uses, such as office and housing in areas designated as Service, Arts, and Light Industrial (SALI); protect existing residential uses on the alleys; retain existing jobs in the area; and encourage diverse and affordable housing, mixed-used areas, and a complete neighborhood. The Plan contains goals and policies that would affect historic resources.

The Western SoMa neighborhood is a place containing a balance of production, distribution, and repair (PDR) uses mixed with other uses. The objectives of maintaining a balance of PDR uses with housing, offices, retail and other uses and seeking to avoid future land use conflicts are at the heart of the Western SoMa Community Plan.

The Western SoMa community planning process began in 2001, originally as a part of Eastern Neighborhoods Plan, with the goal of developing new zoning controls for the industrial portion of this neighborhood. On November 23, 2004, the Board of Supervisors passed Resolution No. 731-04 creating the Western SoMa Citizens Planning Task Force, which was charged with conducting a comprehensive analysis of the plan area and developing recommendations.

A series of workshops and surveys were conducted where stakeholders articulated goals for the neighborhood and considered how new zoning and policies might promote these goals. The Western SoMa Citizens Planning Task Force further developed these ideas and developed Strategic Analysis Memos (SAMs) on housing, preservation, transportation, open space, and economics. The Task Force also worked with the San Francisco Department of Public Health's *Healthy Development Measurement Tool* to ensure the Plan met strategic public health goals. This community outreach, research, and City agency collaboration led to the creation and publication of a *Draft Community Plan for Citizens Review* in 2008. The additional comments collected from the community in response to that document allowed the task force to finalize the Draft Western SoMa Community Plan later that year. Based on Planning Department and City Attorney review, the Draft Western SoMa Community Plan was further updated in 2011.

The Western SoMa Community Plan supports and builds on the Eastern Neighborhoods Plan's vision for the traditionally industrial and mixed use areas in the eastern part of the City. The Plan complements the Eastern Neighborhoods Plan's patterns of land use, urban form, public space, circulation, and historic preservation, and makes adjustments to this specific area based on today's understanding of the issues and focused community outreach to the residents and workers in the area.

The Plan lays the policy foundation for additional changes that are detailed in the Planning Code, Zoning Map and other implementation measures. The following Key Principles inform all the objectives and policies contained in the Plan:

- Encourage new housing at appropriate locations and make it as affordable as possible to a range of City residents;
- Reserve sufficient space for production, distribution and repair activities, in order to support the City's economy and provide good jobs for residents
- Generally maintain the existing scale and density of the neighborhood, allowing appropriate increases in strategic locations;

- Plan for transportation, open space, community facilities and other critical elements of complete neighborhoods;
- Protect and support the social heritage resources of the Filipino and LBGT communities within the plan area;
- Plan for new development that will serve the needs of existing residents and businesses; and
- Maintain and promote a diversity of land uses, and reserve new areas for arts activities and nighttime entertainment.

The core policies and supporting discussion in the Plan have been incorporated into an Area Plan proposed to be added to the General Plan. The General Plan, Planning Code, and Zoning Map Amendments, along with the Implementation Document, provide a comprehensive set of policies and implementation programming to realize the vision of the Plan. The Implementation Document outlines public improvements, funding mechanisms, and interagency coordination the City must pursue to implement the Plan.

Policies envisioned for the Community Plan are consistent with the existing General Plan. However, a number of amendments to the General Plan are required to further achieve and clarify the vision and goals of the Western SoMa Community Plan, to reflect its concepts throughout the General Plan, and generally to update the General Plan to changed physical, social and economic conditions in this area.

4. WHEREAS, the Historic Preservation Commission has heard and considered the testimony presented to it at the public hearing and has further considered written materials and oral testimony presented at the hearing by Department staff and other interested parties; and
5. WHEREAS, 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

THEREFORE BE IT RESOLVED that the Historic Preservation Commission has reviewed the proposed Western SoMa Community Plan, including Chapter 6 on Preservation, and recommends APPROVAL of the proposed Western SoMa Community Plan and the associated ordinances with the following comments:

- Within the Western SoMa Community Plan, all reference to the “Landmarks Preservation Advisory Board” should be edited to refer to the “Historic Preservation Commission.”
- The Western SoMa Community Plan should contain timeline and implementation plan for specific actions.

- In implementing the objectives and policies of the Western SoMa Community Plan, the Commission recommends exploring new strategies, including use of public art, for integrating social history into traditional historic preservation.
- The Western SoMa Community Plan should provide zoning and land use incentives for properties that are not eligible for local landmark status, but which retain strong historic character and integrity.
- Within the Chapter 6 (Preservation) of the Western SoMa Community Plan, the Commission recommends the following edits:
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 - Policy 6.3.3 should be edited to read: *“Prevent or avoid historic resource demolitions.”*
 - Policy 6.3.6 should be edited to read: *“Preserve and protect all identified Native American and other archaeological resources.”*

BE IT FURTHER RESOLVED that the Historic Preservation Commission hereby directs its Recording Secretary to transmit this Resolution, and other pertinent materials in the Case File No. 2008.0877MTZU to the Planning Commission and Board of Supervisors.

I hereby certify that the foregoing Resolution was ADOPTED by the Historic Preservation Commission at its regularly scheduled meeting on November 7, 2012.

Jonas P. Ionin
Acting Commission Secretary

PRESENT: Chase, Damkroger, Hasz, Johns, Martinez and Wolfram

ABSENT: Matsuda

ADOPTED: November 7, 2012